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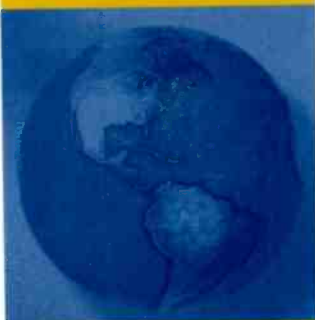
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243	Lima, OH	162	Palm Springs, CA	262	Sioux City, IA
176	Lincoln, NE	238	Panama City, FL	171	South Bend, IN
85	Little Rock, AR	242	Parkersburg-Marietta, WV-OH	92	Spokane, WA
2	Los Angeles, CA	124	Pensacola, FL	206	Springfield, IL
55	Louisville, KY	143	Peoria, IL	81	Springfield, MA
180	Lubbock, TX	6	Philadelphia, PA	144	Springfield, MO
154	Macon, GA	15	Phoenix, AZ	222	St. Cloud, MN
97	Madison, WI	232	Pittsburg, KS	20	St. Louis, MO
186	Manchester, NH	23	Pittsburgh, PA	142	Stamford-Norwalk, CT
265	Mankato-New Ulm-St Peter, MN	165	Portland, ME	247	State College, PA
231	Marion-Carbondale, IL	24	Portland, OR	88	Stockton, CA
282	Mason City, IA	116	Portsmouth-Dover-Rochester, NH	250	Sussex, NJ
63	McAllen-Brownsville-Harlingen, TX	163	Poughkeepsie, NY	80	Syracuse, NY
245	Meadville-Franklin, PA	34	Providence-Warwick-Pawtucket, RI	161	Tallahassee, FL
212	Medford-Ashland, OR	248	Pueblo, CO	21	Tampa-St. Petersburg-Clearwater, FL
99	Melbourne-Titusville-Cocoa, FL	13	Puerto Rico	200	Terre Haute, IN
48	Memphis, TN	141	Quad Cities, IA-IL	255	Texarkana, TX-AR
189	Merced, CA	46	Raleigh-Durham, NC	82	Toledo, OH
285	Meridian, MS	268	Rapid City, SD	190	Topeka, KS
12	Miami-Ft. Lauderdale-Hollywood, FL	133	Reading, PA	192	Traverse City-Petoskey, MI
36	Middlesex-Somerset-Union, NJ	227	Redding, CA	140	Trenton, NJ
33	Milwaukee-Racine, WI	128	Reno, NV	62	Tucson, AZ
16	Minneapolis-St. Paul, MN	211	Richland-Kennewick-Pasco, WA	65	Tulsa, OK
93	Mobile, AL	56	Richmond, VA	185	Tupelo, MS
122	Modesto, CA	28	Riverside-San Bernardino, CA	228	Tuscaloosa, AL
52	Monmouth-Ocean, NJ	110	Roanoke-Lynchburg, VA	147	Tyler-Longview, TX
251	Monroe, LA	229	Rochester, MN	159	Utica-Rome, NY
75	Monterey-Salinas-Santa Cruz, CA	54	Rochester, NY	135	Victor Valley, CA
150	Montgomery, AL	153	Rockford, IL	104	Visalia-Tulare-Hanford, CA
196	Morgantown-Clarksburg-Fairmont, WV	27	Sacramento, CA	194	Waco, TX
113	Morristown, NJ	130	Saginaw-Bay City-Midland, MI	8	Washington, DC
201	Muncie-Marion, IN	148	Salisbury-Ocean City, MD	241	Waterloo-Cedar Falls, IA
225	Muskegon, MI	32	Salt Lake City-Ogden-Provo, UT	271	Watertown, NY
167	Myrtle Beach, SC	273	San Angelo, TX	168	Wausau-Stevens Point, WI
45	Nashville, TN	31	San Antonio, TX	47	West Palm Beach-Boca Raton, FL
18	Nassau-Suffolk, NY	17	San Diego, CA	60	Westchester, NY
172	New Bedford-Fall River, MA	4	San Francisco, CA	239	Wheeling, WV
108	New Haven, CT	30	San Jose, CA	252	Wichita Falls, TX
173	New London, CT	170	San Luis Obispo, CA	95	Wichita, KS
44	New Orleans, LA	199	Santa Barbara, CA	69	Wilkes Barre-Scranton, PA
1	New York, NY	240	Santa Fe, NM	260	Williamsport, PA
149	Newburgh-Middletown, NY	205	Santa Maria-Lompoc, CA	76	Wilmington, DE
40	Norfolk-Virginia Beach-Newport News, VA	107	Santa Rosa, CA	178	Wilmington, NC
188	Odessa-Midland, TX	77	Sarasota-Bradenton, FL	226	Winchester, VA
53	Oklahoma City, OK	158	Savannah, GA	114	Worcester, MA
207	Olean, NY	14	Seattle-Tacoma, WA	198	Yakima, WA
74	Omaha-Council Bluffs, NE-IA	275	Sebring, FL	106	York, PA
38	Orlando, FL	266	Sheboygan, WI	112	Youngstown-Warren, OH
	Oxnard-Ventura, CA	132	Shreveport, LA		

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	50	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	100	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
10	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	60	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	110	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
20	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	70	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	120	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
30	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-Provo, UT	79	Harrisburg-Lebanon-Carlisle, PA	126	Ft. Collins-Greeley, CO
33	Milwaukee-Racine, WI	80	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	130	Saginaw-Bay City-Midland, MI
37	Charlotte-Gastonia-Rock Hill, NC-SC	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
40	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	90	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-Plattsburgh, VT-NY
46	Raleigh-Durham, NC	93	Mobile, AL	140	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	Wheeling, WV
143	Peoria, IL	192	Traverse City-Petoskey, MI	240	Santa Fe, NM
144	Springfield, MO	193	Amarillo, TX	241	Waterloo-Cedar Falls, IA
145	Eugene-Springfield, OR	194	Waco, TX	242	Parkersburg-Marietta, WV-OH
146	Ann Arbor, MI	195	Chico, CA	243	Lima, OH
147	Tyler-Longview, TX	196	Morgantown-Clarksburg-Fairmont, WV	244	Eau Claire, WI
148	Salisbury-Ocean City, MD	197	Danbury, CT	245	Meadville-Franklin, PA
149	Newburgh-Middletown, NY	198	Yakima, WA	246	Florence-Muscle Shoals, AL
150	Montgomery, AL	199	Santa Barbara, CA	247	State College, PA
151	Fayetteville, AR	200	Terre Haute, IN	248	Pueblo, CO
152	Huntington-Ashland, WV-KY	201	Muncie-Marion, IN	249	Elizabeth City-Nags Head, NC
153	Rockford, IL	202	Duluth-Superior, MN-WI	250	Sussex, NJ
154	Macon, GA	203	Frederick, MD	251	Monroe, LA
155	Killeen-Temple, TX	204	Clarksville-Hopkinsville, TN-KY	252	Wichita Falls, TX
156	Flagstaff-Prescott, AZ	205	Santa Maria-Lompoc, CA	253	Columbia, MO
157	Evansville, IN	206	Springfield, IL	254	Battle Creek, MI
158	Savannah, GA	207	Olean, NY	255	Texarkana, TX-AR
159	Utica-Rome, NY	208	Bowling Green, KY	256	Altoona, PA
160	Asheville, NC	209	Cedar Rapids, IA	257	Billings, MT
161	Tallahassee, FL	210	Florence, SC	258	Columbus-Starkville-West Point, MS
162	Palm Springs, CA	211	Richland-Kennewick-Pasco, WA	259	Grand Junction, CO
163	Poughkeepsie, NY	212	Medford-Ashland, OR	260	Williamsport, PA
164	Erie, PA	213	Elmira-Corning, NY	261	Augusta-Waterville, ME
165	Portland, ME	214	Bangor, ME	262	Sioux City, IA
166	Fredericksburg, VA	215	Laredo, TX	263	Albany, GA
167	Myrtle Beach, SC	216	Champaign, IL	264	Harrisonburg, VA
168	Wausau-Stevens Point, WI	217	Alexandria, LA	265	Mankato-New Ulm-St Peter, MN
169	Hagerstown-Chambersburg-Waynesboro, MD-PA	218	Lake Charles, LA	266	Sheboygan, WI
170	San Luis Obispo, CA	219	Ft. Walton Beach, FL	267	Decatur, IL
171	South Bend, IN	220	Fargo-Moorhead, ND-MN	268	Rapid City, SD
172	New Bedford-Fall River, MA	221	Blacksburg-Christiansburg-Radford-Pulaski	269	Lawton, OK
173	New London, CT	222	St. Cloud, MN	270	Bluefield, WV
174	Ft. Smith, AR	223	Laurel-Hattiesburg, MS	271	Watertown, NY
175	Anchorage, AK	224	Charlottesville, VA	272	Lewiston-Auburn, ME
176	Lincoln, NE	225	Muskegon, MI	273	San Angelo, TX
177	Charleston, WV	226	Winchester, VA	274	Ithaca, NY
178	Wilmington, NC	227	Redding, CA	275	Sebring, FL
179	Binghamton, NY	228	Tuscaloosa, AL	276	Cookeville, TN
180	Lubbock, TX	229	Rochester, MN	277	Grand Forks, ND-MN
181	Columbus, GA	230	Bryan-College Station, TX	278	Bismarck, ND
182	Kalamazoo, MI	231	Marion-Carbondale, IL	279	Jackson, TN
183	Cape Cod, MA	232	Pittsburg, KS	280	Jonesboro, AR
184	Johnstown, PA	233	Abilene, TX	281	Cheyenne, WY
185	Tupelo, MS	234	Dubuque, IA	282	Mason City, IA
186	Manchester, NH	235	Joplin, MO	283	Beckley, WV
187	Green Bay, WI	236	Lafayette, IN	284	Great Falls, MT
188	Odessa-Midland, TX	237	Bloomington, IL	285	Meridian, MS
189	Merced, CA	238	Panama City, FL	286	Brunswick, GA
190	Topeka, KS			287	Casper, WY

Introduction

Welcome to BIA/i'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 **287** of its rated radio markets.

Of the **287** markets profiled in this publication, **287** including Puerto Rico, have 2002 gross market revenue estimates totaling **\$12.733** billion. The combined estimated population of all markets (excluding Puerto Rico) is **237.8** million which represents **88.5%** of the total U.S. population in 2002. Combined estimated 2002 retail sales for these markets are **\$3,185.0** billion which is **87.8%** 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** FM) are profiled with revenue estimates in these markets (includes Puerto Rico).

New in Recent Editions

1. **With this edition, the market concentration has been adjusted to remove stations that do not receive a significant Arbitron share and are physically located outside the market. This has resulted in market revenue changes for some markets.**
2. **With the Spring 2003 ratings period, Arbitron added one new market (Pittsburg, KS, #232).**
3. **IMPORTANT NOTE:** With its 2000 edition of Demographics USA, Market Statistics, BIA/i'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 BIA/i'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.
4. 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 ¹	286,815,100
2002 Households ¹	107,753,800
2002 Retail Sales ¹	\$3,627,218,024,000
2001 Effective Buying Income ¹	\$5,303,481,498,000
2002 BIA/i'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 ³	5.1
Effective Buying Income (EBI) ²	5.0	5.1

National Revenue Ratio Averages

	1997	2002	2007
Revenue/\$1,000			
Retail Sales	NA ³	\$3.97	\$4.05
Revenue/Capita	\$41.06	\$53.14	\$66.92

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

¹ per Market Statistics, Inc.

² EBI are for previous year than noted in column header.

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

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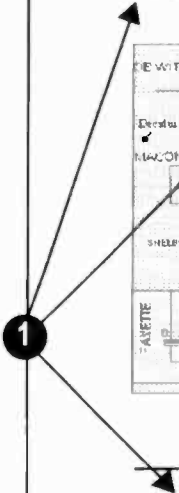
The market demographic and economic data in this publication is based on data prepared by Market Statistics, published in *Demographics USA* © 2002—County Edition and is Copyright 2002 by Interactive Market Systems, Inc. Any questions or comments regarding these data should be directed to:

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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
Total	208.1

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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
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$1.84/1,000	\$2.32/1,000	Local 75%			

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

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

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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%				

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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

1/ Estimate not available. See page 6 2/ 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 2002 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

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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	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WNDI	Sullivan	A	95.3	3.0	151	e	JTM Bestg 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 Bestg 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		Bonar Bestg 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	Clisc 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	f	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			
															ARB 12+ Metro Shares (see rights)											
															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	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date 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 Bestg 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 Bestg 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			
															ARB 12+ Metro Shares (see rights)											
															0.3	0.4	0.0	0.4	0.4	2.1	3.3	2.9	3.6			
															77.6	69.7	67.2	67.8	65.0	67.2	68.9	65.1				

AM Stations - 7

Combos - 7

AM TOTALS

Stations Profiled - 20

Duopolies - 5

Total Local Commercial Share

Other Rulemaking: 107.5, B, Terre Haute

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• 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/i, 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/i’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/i 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

cp	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.
EBI	Effective Buying Income
HAAT	Height Above Average Terrain for the transmitter antenna
LCS	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).
LMA	Local Marketing Agreement
MSA	Metro Survey Area
Power Ratio	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

ac	Combo sale in adjacent market
al	Station sold for assumption of liabilities
cp	Sale of construction permit for unbuilt station.
c#	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".
d#	Duopoly sale of two or more stations in the same service, either two FM's or two AM's.
d	Distress sale
dn	Donation
e	Estimated sales price
g	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".
na	No price available
nc	No cash consideration
p	Proposed sale
st	Transfer of stock or partnership interest
sw	Station swap
+	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
70Hits	7Ht	70s Hits	Oldies	CHR	CHR	CHR	Contemporary Hit Radio/Top 40
70sOd	70s	70s Oldies	Oldies	Chrst	Cst	Christian	Religion
80Hits	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
BrAC	BtA	Bright AC	Adult Contemporary	Greek	Grk	Greek	Ethnic
BtMfs	Btf	Beautiful Music	Easy Listening/Beautiful Music	HotAC	HtA	Hot AC	Adult Contemporary
BusNw	BNw	Business News	News	Hwain	Hwn	Hawaiian	Ethnic

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
Intl	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&Rl	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

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
Total	18,003.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$551,800	\$623,900	\$708,900	\$830,500	\$714,700	\$771,300	6.9%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
7.9%	\$824,000	\$881,700	\$930,200	\$981,400	\$1,030,400	6.0%	
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.60/1,000	\$3.77/1,000	Local	82%		
Revenue/Capita	\$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 ^{1/}	214,497.0	NA ^{1/}	214,497.0	273,649.1	5.0%
EBI ^{2/}	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							
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		25	41	35	76
Tot 12+	2.7	62.4		63.8	65.1	20.6	85.7
Avg 12+	0.2	2.7		2.6	1.6	0.6	1.1
Tot LCS	3.2	72.8		74.4	76.0	24.0	100.0
Avg LCS	0.2	3.2		3.0	1.9	0.7	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		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)†	Power Ratio		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WXRK	New York	B	92.3	6.0	1362	a	Infinity Bcstg	51	0102		g1	Alternative	46,200	1.58	3.8	3.3	3.1	3.6	3.4	3.2	3.3	3.2	3.2
WLIR	Garden City	A	92.7	2.0 cp	522		Jarad Bcstg Co Inc	59				Modern Rock	n/a		0.5	0.5	0.4	0.3	0.4	0.5	0.5	0.4	0.4
WPAT	Paterson	B	93.1	5.4	1421	h	Spanish Bcstg System	57	9608	83,500		Span/Nstlg	14,400	0.67	2.8	2.7	2.8	3.1	2.2	2.5	2.5	2.4	2.4
WRTN	New Rochelle	A	93.5	3.0	331	i	Hudson Westchester	53				Nostalgia	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJLK	Asbury Park	A	94.3	1.3	499		Millennium Radio Gr	47	0206			Hot AC	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WMJC	Smithtown	A	94.3	2.6	315	p	Barnstable Bcstg Inc	61	9711	See (18)	2	AC	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFME	Newark	B	94.7	37.2	571		Family Stations Inc	47	6603			Religion			1.0	0.6	0.8	0.7	1.1	1.0	0.7	0.7	1.0
WHFM	Southampton	A	95.3	5.0	354	n	Cox Radio Inc	71	9805			AOR	n/a		0.0	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	ABC Radio Inc	60	9602		g2	1 Hot AC	37,100	1.60	3.0	2.6	2.3	2.6	3.0	2.6	2.6	2.3	2.5
WQXR	New York	B	96.3	6.0	1362		New York Times Co	39				Classical	15,000	0.61	3.2	2.7	2.6	2.8	3.0	2.4	2.7	2.8	2.2
WKHL	Stamford	A	96.7	3.0	328		Cox Radio Inc	47	0008			Oldies	n/a		0.0	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	Emmis	61	8809		g	Urban CHR	42,000	0.89	6.1	4.9	5.1	4.8	4.8	4.3	6.1	5.7	6.6
WALK	Patchogue	B	97.5	39.0	554	g	Clear Channel Comm	52	0008			AC	n/a		0.9	1.1	1.1	0.9	0.9	0.7	0.8	0.7	0.9
WSKQ	New York	B	97.9	6.0	1362	h	Spanish Bcstg System	50	8901	55,500		Spanish	36,300	0.98	4.8	3.5	4.2	4.0	3.9	4.1	4.3	4.1	4.4
WKJY	Hempstead	A	98.3	3.0	328	p	Barnstable Bcstg Inc	47	8412	See (18)	2	Soft Rock	n/a		0.5	0.5	0.4	0.4	0.4	0.5	0.3	0.5	0.5
WMGQ	New Brunswick	A	98.3	1.2	525	d	Greater Media	47				Rock AC	n/a		0.4	0.3	0.5	0.4	0.4	0.4	0.4	0.3	0.3
• WDRE	Westhampton	A	98.5	3.0	328	o	Jarad Bcstg Co Inc	93	9506			Clisc Rock	n/a		0.0	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	Emmis	41	9411		st	Urban AC	24,800	0.87	3.7	3.8	3.6	4.1	3.0	3.6	3.4	2.7	3.3
• WAWZ	Zarephath	B	99.1	28.0	656		Pillar of Fire	54				Christian			0.0	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	Clear Channel Comm	61	0008		g3	CHR	42,600	1.10	5.0	4.0	4.2	4.4	4.7	4.2	4.1	4.3	4.6
WHUD	Peekskill	B	100.7	50.0	499	s	Pamal Broadcasting	58	9701	See (60)		AC	n/a		0.5	0.5	0.6	0.6	0.5	0.6	0.4	0.3	0.5
WCBS	New York	B	101.1	6.8	1326	a	Infinity Bcstg	41	0102		g1	Oldies	36,600	0.95	5.0	3.9	4.0	3.6	4.5	4.1	4.5	4.1	4.3
WKXW	Trenton	B	101.5	15.5	902		Millennium Radio Gr	62	0202			Oldies/Talk	n/a		0.9	0.9	0.7	0.8	0.8	0.8	0.8	0.8	0.9
WQCD	New York	B	101.9	6.2	1355	k	Emmis	45	9804		sw	NAC/Jazz	25,400	0.89	3.7	3.4	3.2	3.7	2.9	3.4	3.2	3.4	3.2
WBAB	Babylon	A	102.3	6.0	269	q	Cox Radio Inc	58	9805			AOR	n/a		0.7	0.5	0.5	0.6	0.7	0.7	0.6	0.5	0.6
• WNEW	New York	B	102.7	6.0	1362	a	Infinity Bcstg	58	0102		g1	CHR/Talk	15,000	1.22	1.6	0.7	0.5	0.7	1.3	1.7	1.2	1.3	1.6
WBZO	Bay Shore	A	103.1	1.6	463		Barnstable Bcstg Inc	93	9705	See (18)	2	Oldies	n/a		0.6	0.4	0.3	0.5	0.6	0.4	0.5	0.4	0.5
WKTU	Lake Success	B	103.5	5.4	1417	g	Clear Channel Comm	40	0008		g3	CHR/Rhymc	39,000	1.33	3.8	3.6	3.8	4.1	3.5	3.1	3.6	3.0	3.8
WFAS	White Plains	A	103.9	0.6	669	b	Cumulus Bcstg Inc	47	0203			AC	n/a		0.2	0.0	0.0	0.3	0.0	0.0	0.3	0.3	0.3
WRCN	Riverhead	A	103.9	1.4	486	p	Barnstable Bcstg Inc	62	9711			2 Clisc Rock	n/a		0.0	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	Clear Channel Comm	56	0303		g3	Clisc Rock	33,500	1.40	3.1	2.9	2.7	2.4	2.8	2.7	2.8	2.4	2.6
WWPR	New York	B	105.1	17.0	850	g	Clear Channel Comm	53	0008		g3	Urban	22,300	0.74	3.9	4.2	3.8	3.7	4.1	4.2	2.8	2.5	2.1
WDHA	Dover	A	105.5	1.0	574	r	Greater Media	61	0107			AOR	n/a		0.4	0.5	0.5	0.3	0.4	0.4	0.4	0.3	0.4
• WCAA	Newark	B1	105.9	0.6	1224	e	Univision Comm Inc	62	0206 p		st	Span/Trpcl	4,500	0.25	2.3	2.2	1.9	2.2	2.3	2.2	1.8	1.6	1.7
• WBLI	Patchogue	B	106.1	49.0	499	q	Cox Radio Inc	58	9805			Adult CHR	n/a		1.0	0.7	0.7	1.1	0.8	0.7	0.9	0.9	0.8
WFAF	Mount Kisco	A	106.3	1.4	440	b	Cumulus Bcstg Inc	64	0203			AC	n/a		0.0	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	Clear Channel Comm	61	0303		g3	Lite AC	65,100	1.16	7.3	6.7	6.8	6.5	6.2	6.4	6.3	6.4	6.0
• WBON	Hampton Bays	A	107.1	6.0	279	j	Jarad Bcstg Co Inc	80	0304 p	See (18)		Modern Rock	n/a		0.2	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	Press Comm LLC	60	0303	See (52)		AC	n/a		0.4	0.0	0.0	0.0	0.0	0.3	0.2	0.2	0.3
• WXPX	Briarcliff Manor	A	107.1	1.9	591	j	Pamal Broadcasting	60	0304 p	See (60)		CHR	n/a		0.4	0.0	0.0	0.0	0.0	0.3	0.5	0.6	0.8
WBLS	New York	B	107.5	4.2	1362	f	Inner City Bcstg	65				Urban	25,600	0.74	4.5	3.5	3.7	3.7	3.3	3.6	4.2	4.5	3.2
# FM Stations -					41	# Combos -					31	FM TOTALS		75.8	65.1	64.8	66.9	65.9	65.6	66.7	63.6	65.9	

• 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
Total	18,003.0

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	\$551,800	\$623,900	\$708,900	\$830,500	\$714,700	\$771,300	6.9%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.9%	\$824,000	\$881,700	\$930,200	\$981,400	\$1,030,400	6.0%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.60/1,000	\$3.77/1,000	Local	82%		
Revenue/Capita	\$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 ^{1/}	214,497.0	NA ^{1/}	214,497.0	273,649.1	5.0%
EBI ^{2/}	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		25	41	35	76
Tot 12+	2.7	62.4		63.8	65.1	20.6	85.7
Avg 12+	0.2	2.7		2.6	1.6	0.6	1.1
Tot LCS	3.2	72.8		74.4	76.0	24.0	100.0
Avg LCS	0.2	3.2		3.0	1.9	0.7	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)

AM Stations		FCC Class	Day Power (kW)	Night Power (kW)	City of License	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
•	WLIE	Islip	B	540	1.1	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
	WMCA	New York	B	570	5.0	5.00	I Salem Comm Corp	25	8909		Chrst/Talk	6,300		0.4	0.6	0.5	0.4	0.4	0.4	0.5	0.0	0.4
•	WSNR	Jersey City	B	620	3.0	7.60	Rose City Radio Corp	48	0102	g	Ethnic	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	2.4	2.2	2.2	2.1	2.7	2.4	2.6	2.5
	WOR	New York	A	710	50.0	50.00	Buckley Bcstg Corp	22	8809		News/Talk	20,800	1.00	2.7	2.1	2.2	2.2	2.5	2.3	2.3	2.3	2.4
	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	0.0	0.1	0.0
	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	3.6	3.7	3.2	3.4	3.6	3.6	4.0	3.7
	WCBS	New York	A	880	50.0	50.00	a Infinity Bcstg	24	0102	g1	News	41,600	1.46	3.7	2.8	2.8	2.7	3.4	3.3	2.6	3.6	2.9
	WRKL	New City	B	910	1.0	0.80	Polnet Comm Ltd	64	9903		Polish	200			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	Spanish	5,300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	WWDJ	Hackensack	B	970	5.0	5.00	I 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
	WINS	New York	B	1010	50.0	50.00	a Infinity Bcstg	24	0102	g1	News	53,600	1.48	4.7	4.3	4.2	4.2	3.7	3.7	4.0	4.8	4.3
•	WEPN	New York	B	1050	50.0	50.00	ABC Radio Inc	22	0304	78,000	1 Sports	700			0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.6
	WHLI	Hempstead	D	1100	10.0	0.00	p Barnstable Bcstg Inc	47	8412		2 MOR	n/a		0.7	0.5	0.8	1.0	0.5	0.5	0.7	0.7	0.7
	WBBR	New York	A	1130	50.0	50.00	Bloomberg Comm Inc	34	9211	13,580	News	5,000		0.7	0.4	0.5	0.6	0.6	0.6	0.6	0.7	0.6
	WVNJ	Oakland	B	1160	20.0	2.50	Universal Bcstg	93			Adlt Stndrd	800		0.1	0.0	0.4	0.0	0.3	0.0	0.0	0.0	0.4
	WWTR	Bridgewater	D	1170	0.2	0.00	Greater Media	71	0107		Nostalgia				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	1.1	1.1	1.2	1.0	1.3	1.3	1.4	1.0
	WFAS	White Plains	C	1230	1.0	1.00	b Cumulus 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	7.00	r Greater Media	48	0107		Nostalgia	n/a		0.1	0.0	0.0	0.3	0.0	0.0	0.4	0.0	0.0
	WADO	New York	B	1280	50.0	7.20	e Univision Comm Inc	34	0206	p	st Sprn/Nws/Spt	8,200	0.66	1.6	1.1	1.5	1.3	1.3	1.5	1.1	1.6	1.3
	WRCR	Spring Valley	D	1300	0.5	0.08	Alexander Bcstg Co	65	0004	270	Soft AC	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	WWRV	New York	B	1330	10.0	5.00	Radio Vision Cristia	72	8906	13,000	Sprn/Chrst				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
	WKDM	New York	B	1380	5.0	5.00	Multicultural Bcstg	27	0303	37,000	Mexican	1,500		0.4	0.7	0.9	0.4	0.4	0.4	0.4	0.3	0.0
	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	5.00	m Multicultural Bcstg	47	9803	g	Korean	3,100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	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	Ethnic	3,600			0.4	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				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				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	Urban/Talk	2,700		0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0
•	WWRU	Jersey City	B	1660	10.0	10.00	Radio Unica	97	9901	g	Span/Top40	4,300		0.1	0.3	0.3	0.0	0.0	0.0	0.0	0.5	0.5
	# AM Stations -				35	# Combos -	20	AM TOTALS					23.8	20.6	21.5	19.7	19.6	20.6	19.9	23.0	21.3	
	AM & FM Stations Profiled -				76	# Duopolies -	24	Total Local Commercial Share					85.7	86.3	86.6	85.5	86.2	86.6	86.6	87.2		

• 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
Total	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
		\$579,900	\$659,000	\$780,800	\$925,600	\$866,200	\$953,000
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	10.0%	\$1,038,800	\$1,111,500	\$1,172,600	\$1,237,100	\$1,299,000	6.4%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$5.99/1,000	\$6.05/1,000	Local 75%
Revenue/Capita	\$48.06	\$74.99	\$96.24	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 ^{1/}	159,085.6	NA ^{1/}	159,085.6	214,652.7	6.2%
EBI ^{2/}	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	16	22		28	38	36	74
Tot 12+	10.7	59.2		67.8	69.9	17.7	87.6
Avg 12+	0.7	2.7		2.4	1.8	0.5	1.2
Tot LCS	12.2	67.6		77.4	79.8	20.2	100.0
Avg LCS	0.8	3.1		2.8	2.1	0.6	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 Riverside & San Diego.
ARB 12+ Metro Shares (see rights)

FM Stations		FCC Class	Power (kW)	HAAT	Year Std	Date Acq'd	Sales Price (000)	L M A	2002 Est Revenue (000)†	Power Ratio	Avg '02 Local Comm	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001			
	KHHT	Los Angeles	B	92.3	43.0	2910 d	Clear Channel Comm	48 0008		g2	Urban/RhyBl	26,500	0.87	3.2	2.2	2.6	2.6	2.5	2.5	3.3	3.0	2.6
	KLIT	Fountain Valley	A	92.7	0.7 cp	961 o	Amaturo Group Ltd	94 9512	600		AC			0.0	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	Clisc Rock	36,500	1.47	2.6	2.0	2.3	2.1	2.4	2.4	2.0	2.1	2.2
●	KZAB	Redondo Beach	A	93.5	3.4 cp	433 k	Spanish Bcstg System	61 0007		g	Span/Trpcl			1.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	KZLA	Los Angeles	B	93.9	16.0	3137 j	Emmis	57 0008		sw	Country	20,900	0.88	2.5	2.5	2.2	1.9	2.4	2.3	1.9	2.2	2.2
	KBUA	San Fernando	A	94.3	3.0	95 h	Liberan Bcstg Inc	58 9701	10,800		Mexican			0.4	0.3	0.5	0.8	0.3	0.4	0.4	0.3	0.3
●	KEBN	Garden Grove	A	94.3	3.0	246 h	Liberan Bcstg Inc	61 0305	35,000		Mexican	2,300		0.2	0.0	0.0	0.5	0.4	0.4	0.0	0.0	0.0
	KTVV	Los Angeles	B	94.7	58.0	2832 a	Infinity Bcstg	61 0102		g4	NAC/Jazz	41,900	1.10	4.0	3.6	2.8	3.4	3.6	3.4	3.4	3.5	3.6
	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	2.4	2.0	2.7	2.1	1.9	2.6	2.3
	KFSH	Anaheim	A	95.9	6.0	328 f	Salem Comm Corp	61 0008		g7	ChrsContem	4,600		0.7	0.7	0.7	0.7	0.6	0.7	0.6	0.5	0.5
	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	2.2	2.2	2.5	1.9	2.5	1.9	1.9	2.9
	KWIZ	Santa Ana	A	96.7	6.0	203 h	Liberan Bcstg Inc	47 9612	11,200		Span/Trpcl	5,200	0.50	1.1	0.6	0.8	0.9	1.0	1.1	0.8	0.9	0.5
	KLSX	Los Angeles	B	97.1	21.0	3002 a	Infinity Bcstg	54 0102		g4	Talk	37,800	1.47	2.7	2.5	2.5	2.5	2.3	2.2	2.5	2.5	2.5
●	KLYV	Riverside	B	97.5	72.0	1828	Entravision Comm Co	59 0004		g	Span/Trpcl	6,400	0.56	1.2	1.4	0.8	1.1	1.1	0.9	1.2	1.0	1.0
	KVVV	Mojave	A	97.7	3.0	299 d	Clear Channel Comm	66 9905		g5	Top 40	500		0.2	0.1	0.1	0.2	0.2	0.3	0.2	0.1	0.1
	KLAX	East Los Angeles	B	97.9	33.0	604 k	Spanish Bcstg System	49 8712	15,000		Span/Mexcn	13,400	0.50	2.8	3.5	2.8	2.9	2.3	2.7	2.5	2.2	2.5
	KRCV	West Covina	A	98.3	0.6	1004 e	Univision Comm Inc	57 0206 p		st	Span/Oldes			0.8	0.5	0.6	0.5	0.8	0.7	0.9	0.5	0.5
	KYSR	Los Angeles	B	98.7	75.0	1181 d	Clear Channel Comm	54 0008		g	Modern AC	45,000	1.69	2.8	2.3	2.0	2.1	2.6	2.3	2.4	2.5	2.6
	KKLA	Los Angeles	B	99.5	9.0	669 f	Salem Comm Corp	85			Chrst/Talk	11,500		0.7	0.5	0.7	0.6	0.6	0.5	0.7	0.5	0.5
	KKBT	Los Angeles	B	100.3	15.0	1125	Radio One Inc	57 0008		g6	Urban	44,000	1.13	4.1	3.3	3.1	3.6	3.3	3.5	3.3	4.3	3.8
	KRTH	Los Angeles	B	101.1	58.0	2930 a	Infinity Bcstg	41 0102		g4	Oldies	31,900	0.93	3.6	3.3	3.1	3.1	3.2	3.1	3.2	3.1	3.2
	KSCA	Glendale	B	101.9	4.8	2832 e	Univision Comm Inc	48 0206 p		st	Ranchera	31,000	0.71	4.6	3.5	3.7	3.9	3.2	4.7	4.0	4.2	4.0
	KJLH	Compton	A	102.3	5.6	338	Taxi Prod Inc	65 7906			Urban	4,000	0.26	1.6	1.6	1.4	1.9	1.5	1.4	1.4	1.3	1.5
	KIIS	Los Angeles	B	102.7	8.0	2959 d	Clear Channel Comm	48 9905		g5	Top 40	60,500	1.35	4.7	3.4	4.0	3.9	4.6	3.7	3.8	4.4	4.2
	KDLD	Santa Monica	A	103.1	3.0	266 g	Entravision Comm Co	60 0008	85,000	d5	Dance	1,000		0.3	0.3	0.4	0.4	0.3	0.2	0.2	0.3	0.2
●	KDLE	Newport Beach	A	103.1	2.0	299 g	Entravision Comm Co	62 0008		d5	Dance			0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	KOST	Los Angeles	B	103.5	12.5	3114 d	Clear Channel Comm	57 0008		g2	AC	46,900	1.09	4.5	3.8	3.6	3.9	3.4	3.9	4.4	4.1	3.3
	KRCO	Inglewood	A	103.9	4.1	387 e	Univision Comm Inc	59 0206 p		st	Span/Oldes	4,100		0.8	0.7	1.2	0.8	0.8	1.0	0.6	0.5	0.6
	KBIG	Los Angeles	B	104.3	105.0	2894 d	Clear Channel Comm	59 0008		g2	AC	35,600	1.33	2.8	2.5	2.7	2.6	2.2	2.8	2.5	2.4	2.7
	KMZT	Los Angeles	B	105.1	18.0	2887 c	Mt Wilson FM Bcstrs	59			Classical	6,900	0.33	2.2	1.6	1.8	2.0	2.0	1.6	2.1	1.8	1.7
	KBUE	Long Beach	A	105.5	3.0	466 h	Liberan Bcstg Inc	61 9412	13,000	e	Mexican	21,800	0.85	2.7	2.0	2.9	2.7	2.6	2.3	2.3	2.1	2.1
●	KPWR	Los Angeles	B	105.9	25.0	3035 j	Emmis	56 8401		g	Rhymc/CHR	49,000	0.93	5.5	5.3	5.0	5.4	5.1	4.9	5.0	4.0	4.7
	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	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	0.0
	KROQ	Pasadena	B	106.7	5.6	1388 a	Infinity Bcstg	74 0102		g4	Alternative	53,900	1.03	5.5	4.4	4.4	4.4	4.9	4.3	5.1	5.0	4.7
●	KSSE	Arcadia	A	107.1	6.0	-43 g	Entravision Comm Co	60 0304		g	Span/CHR	12,500	1.09	1.2	1.8	1.6	0.9	0.9	1.2	1.1	1.1	1.4
	KLVE	Los Angeles	B	107.5	29.5	2999 e	Univision Comm Inc	59 0206 p		st	Span/Varty	30,000	0.81	3.9	2.9	3.4	3.4	3.0	3.6	3.5	3.6	3.7
	KWVE	San Clemente	B	107.9	0.5	3793	Calvary Chapel	71 8504	2,000		Christian	1,300		0.6	0.5	0.6	0.6	0.6	0.5	0.5	0.4	0.5
	# FM Stations -					38	# Combos -	33			FM TOTALS			79.6	69.9	69.8	70.8	69.4	70.0	69.7	69.0	69.1

● Indicates a change since last edition

†/ 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
Revenue/Retail Sales	\$579,900	\$659,000	\$780,800	\$925,600	\$866,200	\$953,000	10.4%
Revenue/Capita	NA ^{1/}	\$5.99/1,000	\$6.05/1,000	\$6.05/1,000	\$6.05/1,000	\$6.05/1,000	NA
	\$48.06	\$74.99	\$96.24				

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	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 ^{1/}	159,085.6	NA ^{1/}	159,085.6	214,652.7	6.2%
EBI ^{2/}	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	16	22		28	38	36	74
Tot 12+	10.7	59.2		67.8	69.9	17.7	87.6
Avg 12+	0.7	2.7		2.4	1.8	0.5	1.2
Tot LCS	12.2	67.6		77.4	79.8	20.2	100.0
Avg LCS	0.8	3.1		2.8	2.1	0.6	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 Riverside & San Diego.

ARB 12+ Metro Shares (see rights)

AM Stations		Day		Night		Year		Sales	L	2002 Est		Avg '02	ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Power (kW)	Power (kW)	C	Owner	Std	Date Acq'd	Price (000)	M A	Format	Revenue (000)1/	Power Ratio	Local Comm	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
XSUR	Tijuana	B	540	1.0	1.00	c	Mt Wilson FM Bcstrs	97				Adit Stndrd	n/a			0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0
KLAC	Los Angeles	B	570	50.0 cp	5.00	d	Clear Channel Comm	24	0008		g2	Adit Stndrd	19,800	2.08	1.0	0.7	0.8	0.9	1.1	1.1	0.8	0.6	1.0	
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	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	0.0
KFI	Los Angeles	A	640	50.0	50.00	d	Clear Channel Comm	22	0008		g2	Talk	39,800	0.89	4.7	4.3	3.7	3.6	4.5	3.8	4.0	4.2	3.7	
XTRA	Tijuana	A	690	50.0	50.00	d	XETRA	34	9905			3 Altve/Rock	n/a		0.5	0.2	0.0	0.4	0.3	0.4	0.5	0.4	0.5	
KSPN	Los Angeles	B	710	50.0	10.00	b	ABC Radio Inc	27	9602		g1	Sports	2,700		0.1	0.4	0.4	0.3	0.0	0.3	0.0	0.0	0.0	
KBRT	Avalon	D	740	10.0	0.11	b	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	2.9	2.5	2.4	2.5	2.0	2.2	2.6	2.2	
KPLS	Orange	B	830	50.0	20.00		Catholic Radio Netwk	92	9810		g	Talk	2,500		0.1	0.0	0.0	0.0	0.0	0.3	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	0.6	0.7	0.5	0.8	0.8	0.7	
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	0.0	0.0	0.3	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	1.1	1.0	0.7	0.8	1.0	0.7	0.9	
● KFWB	Los Angeles	B	980	5.0	5.00	a	Infinity Bcstg	25	0301			News	28,000	1.40	2.1	1.6	2.1	1.8	1.6	1.8	1.7	2.1	1.8	
KTNQ	Los Angeles	B	1020	50.0	50.00	e	Univision Comm Inc	25	0206 p		st	Span/Varty	5,500		0.6	0.5	0.6	0.6	0.4	0.6	0.6	0.6	0.6	
KNX	Los Angeles	A	1070	50.0	50.00	a	Infinity Bcstg	20	0102		g4	News	36,900	1.43	2.7	2.1	2.1	2.2	2.1	2.3	2.5	2.4	2.4	
KDIS	Pasadena	B	1110	50.0	20.00	b	ABC Radio Inc	42	0103	65,000		Children	1,800		0.3	0.0	0.4	0.3	0.0	0.4	0.3	0.4	0.0	
KXTA	Los Angeles	B	1150	50.0	44.00	d	Clear Channel Comm	27	9905		g5	Spts/Talk	21,900		0.7	0.3	0.0	0.3	0.7	0.7	0.6	0.4	0.7	
KXMX	Paramount	B	1190	25.0 cp	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		Jeri Lyn Bctsg Inc	89	0305 p	900		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 cp	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 cp	7.50	c	Mt Wilson FM Bcstrs	47	9212	2,500		Adit Stndrd	1,100		0.1	0.6	0.3	0.4	0.3	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	0.5	0.5	0.4	0.5	0.5	0.5	0.7	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	1.1	0.9	0.6	0.9	0.9	1.1	0.9	0.5	
KMRB	San Gabriel	B	1430	5.0	5.00	i	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 cp	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	0.69	1.1	0.9	1.0	0.8	0.8	0.9	0.9	1.1	1.3	
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 -				27	AM TOTALS				20.2	17.7	17.1	16.8	17.2	17.3	17.5	18.2	16.8		
AM & FM Stations Profiled -				74	# Duopolies -				27	Total Local Commercial Share				87.6	86.9	87.6	86.6	87.3	87.2	87.2	85.9			

● 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
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
Total	9,066.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02						
		\$388,600	\$439,400	\$534,800	\$589,900	\$533,500	\$559,000	7.5%					
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout									
	NA ^{1/}	\$4.92/1,000	\$5.20/1,000	Local	76%	National	24%						
Δ 01 - 02	4.8%	2003	\$590,000	2004	\$628,400	2005	\$663,000	2006	\$699,400	2007	\$734,400	Δ 02 - 07	5.6%

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	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 ^{1/}	113,558.7	NA ^{1/}	113,558.7	141,282.0	4.5%
EBI ^{2/}	154,637.5	201,772.7	5.5%	201,772.7	264,430.1	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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							
Ethnic Population:								
White	65.9%							
Black	18.8%							
Asian	4.5%							
Hispanic	17.4%							
Median Household	\$ 44,654							
Avg Household	\$ 61,714							

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	20	25		26	45	42	87
Tot 12+	3.1	60.5		62.2	63.6	23.2	86.8
Avg 12+	0.2	2.4		2.4	1.4	0.6	1.0
Tot LCS	3.6	69.7		71.7	73.3	26.7	100.0
Avg LCS	0.2	2.8		2.8	1.6	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

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)								
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WPWX	Hammond	B	92.3	44.0	492	o	Crawford Bcstg Co	59	5909		Urban	6,400	0.30	3.8	2.8	2.7	3.4	3.5	3.0	3.3	3.5	3.5	
WDEK	DeKalb	B	92.5	20.0	489	g	Spanish Bcstg System	61	0304	22,000	d2	Spanish AC		0.2	0.1	0.1	0.2	0.2	0.1	0.3	0.2	0.2	
WKIE	Arlington Heights	A	92.7	1.8	381	g	Spanish Bcstg System	60	0304		d2	Spanish AC	4,900	0.9	0.2	0.5	0.7	1.0	0.7	0.6	0.9	0.6	
WXRT	Chicago	B	93.1	6.7	1309	a	Infinity Bcstg	59	0102		g2	Progressive	23,600	1.51	2.8	2.5	2.6	2.4	2.5	2.4	2.6	2.2	2.0
• WJTW	Joliet	A	93.5	3.0	276	cp	Hispanic Bcstg Corp	60	0305	32,000		AC	900		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLIT	Chicago	B	93.9	4.0	1581	d	Clear Channel Comm	58	0008		g4	Soft AC	20,200	0.98	3.7	3.0	3.6	4.0	2.8	3.4	3.1	3.8	2.5
WJKL	Elgin	A	94.3	6.0	328	k	McNaughton-Jackle	60				ChrsContem			0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	
WZZN	Chicago	B	94.7	4.4	1536	b	ABC Radio Inc	25	9602		g1	Alternative	10,300	0.97	1.9	1.8	1.5	1.8	1.7	1.7	1.4	1.5	
WIIL	Kenosha	B	95.1	50.0	384	f	NextMedia Group	61	0011		g4	Adult Rock	2,400		0.5	0.0	0.5	0.6	0.4	0.5	0.3	0.5	0.0
WNUA	Chicago	B	95.5	8.3	1175	d	Clear Channel Comm	59	0008		g4	Smooth Jazz	23,900	0.87	4.9	4.5	4.6	4.6	4.2	4.8	3.8	4.5	4.7
WJDK	Seneca	A	95.7	3.0	328	n	Nelson Enterprises	97	9511		7 cp	AC	400		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WERV	Aurora	A	95.9	2.9	338	f	NextMedia Group	61	0012	3,400	c1	Clsc Hits	1,600		0.5	0.7	0.0	0.5	0.5	0.4	0.6	0.4	0.4
WBBM	Chicago	B	96.3	4.2	1555	a	Infinity Bcstg	41	0102		g2	CHR/Dance	26,700	0.97	4.9	3.8	3.9	4.2	4.3	4.0	4.5	4.5	4.2
WLLI	Joliet	A	96.7	3.5	276	f	NextMedia Group	60	0011		g4	Rock	800		0.4	0.3	0.5	0.4	0.0	0.5	0.3	0.7	0.5
WWDV	Zion	B	96.9	38.0	486	p	Bonneville Intl	62	0102	165,000	d1	Rock			0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	
WDRV	Chicago	B	97.1	7.9	1214	cp	Bonneville Intl	55	0102		d1	Rock	14,800	0.83	3.2	2.4	2.5	2.6	2.5	2.9	3.0	2.7	3.3
WLUP	Chicago	B	97.9	4.0	1394	p	Bonneville Intl	42	9707		g8	Clsc Rock	17,300	1.19	2.6	2.1	2.7	1.9	2.1	2.6	2.5	2.0	2.5
WCCQ	Crest Hill	A	98.3	3.0	469		Three Eagles Comm	76	9702	3,300		Country	500		0.3	0.5	0.4	0.3	0.3	0.0	0.3	0.4	
WFMT	Chicago	B	98.7	6.0	1542		Window to World	51	7003			Classical	6,600	0.45	2.6	2.7	1.7	2.4	2.0	2.3	2.9	2.0	2.5
WUSN	Chicago	B	99.5	5.7	1394	a	Infinity Bcstg	40	0102		g2	Country	29,500	1.43	3.7	2.9	3.7	3.5	3.8	3.4	2.9	2.9	3.9
WRZA	Park Forest	B	99.9	50.0	492	j	Entravision Comm Co	62	0008		g9	Span/CHR	2,700		0.5	0.4	0.4	0.6	0.6	0.5	0.3	0.2	0.3
WNND	Chicago	B	100.3	5.7	1394	p	Bonneville Intl	47	9707		g8	80s & 90s	14,400	0.99	2.6	1.5	1.9	1.7	2.1	2.3	2.4	2.2	2.2
WRXQ	Coal City	A	100.7	2.5	482	f	NextMedia Group	91	0011		g4	Clsc Rock	300		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKQX	Chicago	B	101.1	5.7	1394		Emmis	48	8809		g	Alternative	21,500	1.24	3.1	2.0	2.2	2.4	2.3	3.1	2.8	2.8	2.8
WTMX	Skokie	B	101.9	4.2	1562	p	Bonneville Intl	61	7508			AC	30,300	1.59	3.4	2.9	2.8	2.5	3.3	2.6	3.1	2.8	3.1
WLXC	Waukegan	A	102.3	3.0	322	f	NextMedia Group	63	0011	9,400	c3	Hot AC	1,700		0.1	0.0	0.4	0.0	0.0	0.4	0.0	0.0	0.4
WYBA	Crete	A	102.3	1.1	499	o	Crawford Bcstg Co	65	9710	1,800		70s & 80s	3,200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVAZ	Oak Park	B	102.7	6.0	1171	d	Clear Channel Comm	50	0008		g4	Urban AC	25,000	0.97	4.6	4.3	3.8	4.3	4.2	3.5	4.2	4.4	4.5
• WVIV	Highland Park	A	103.1	6.0	328		Hispanic Bcstg Corp	63	0305	32,875		Spanish	3,800		0.7	0.8	0.6	0.7	0.8	0.5	0.6	0.5	0.5
WYXX	Morris	A	103.1	6.0	328	g	Big City Radio	93	9707	1,100		Rhythmic	300		0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
WKSC	Chicago	B	103.5	4.3	1549	d	Clear Channel Comm	57	0008		g	CHR	14,000	0.89	2.8	2.4	2.3	2.5	2.9	2.2	2.6	2.0	2.4
WXRD	Crown Point	A	103.9	3.0	299	c	M&M Broadcasting Inc	72	9701		1	Clsc Rock			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZCH	Dundee	A	103.9	2.6	322	j	Entravision Comm Co	67	0008		g4	Span/CHR	500		0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1
WJMK	Chicago	B	104.3	4.1	1575	a	Infinity Bcstg	61	0102		g2	Oldies	19,800	1.04	3.4	3.1	2.7	2.9	3.6	2.7	3.0	2.6	2.9
WOJO	Evanston	B	105.1	5.7	1394	e	Univision Comm Inc	46	0206		st	Mexcn/Trpcl	14,200	0.98	2.6	3.5	2.3	2.8	2.8	2.2	2.0	2.3	1.7
WLJE	Valparaiso	A	105.5	1.3	512	h	Porter County Bcstg	67				Country	800		0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
WYKT	Wilmington	A	105.5	1.3	482		STARadio Corp	80	9808	900		AAA	300		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZSR	Woodstock	A	105.5	1.6	568	f	NextMedia Group	74	0011		g4	AC	3,400		0.6	0.0	0.0	0.5	0.4	0.8	0.4	0.4	0.5
WCKG	Elmwood Park	B	105.9	4.1	1581	a	Infinity Bcstg	47	0102		g2	Talk/Rock	16,400	1.47	2.0	2.0	1.9	1.4	1.9	2.1	1.7	1.4	1.5
WYCA	Lansing	A	106.3	2.0	397	o	Crawford Bcstg Co	61	9705	14,750		Gospl/Relgn	1,800		0.6	0.5	0.5	0.4	0.4	0.5	0.6	0.6	0.7
WZFS	Des Plaines	B	106.7	50.0	423	l	Salem Comm Corp	71	8909	8,000		ChrsContem	5,600	0.91	1.1	0.8	0.7	0.8	1.0	0.9	0.7	1.1	0.8
WSPV	Plano	A	107.1	1.5	466	n	Nelson Enterprises	74				AC	1,100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZVN	Lowell	A	107.1	1.3	502	c	M&M Broadcasting Inc	72	9701		1	AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGCI	Chicago	B	107.5	3.7	1549	d	Clear Channel Comm	58	0008		g4	Urban	31,400	1.00	5.6	5.8	5.9	6.1	5.2	4.7	4.9	4.8	5.3
WLEY	Aurora	B	107.9	21.0	761	g	Spanish Bcstg System	65	9704	30,000	e	Mexican	14,100	0.70	3.6	3.1	3.4	3.5	3.1	3.6	3.3	2.6	3.0
# FM Stations -				45	# Combos -				39	FM TOTALS				74.4	63.6	63.6	66.9	66.6	65.8	65.4	63.3	65.5	

• 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
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
Total	9,066.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$388,600	\$439,400	\$534,800	\$589,900	\$533,500	\$559,000	7.5%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
4.8%	\$590,000	\$628,400	\$663,000	\$699,400	\$734,400	5.6%	
Revenue/Retail Sales	NA ^{1/}	\$4.92/1,000	\$5.20/1,000				Est. Breakout
Revenue/Capita	\$45.75	\$61.66	\$78.46				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	8,493.3	9,066.5	1.3%	9,066.5	9,359.8	0.6%
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Per Capita	\$ 22,255							
Ethnic Population:								
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Avg 12+	0.2	2.4		2.4	1.4	0.6	1.0
Tot LCS	3.6	69.7		71.7	73.3	26.7	100.0
Avg LCS	0.2	2.8		2.8	1.6	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

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	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer	
																2003	2003	2002	2002	2002	2002	2001	2001	
WIND	Chicago	B	560	5.0	5.00	e	Univision Comm Inc	27	0206 p		st	Span/News	5,600		0.5	0.5	0.7	0.7	0.5	0.5	0.5	0.4	0.0	
WSCR	Chicago	A	670	50.0	50.00	a	Infinity Bcstg	22	0008		g2	Sprts/Talk	19,800	2.08	1.7	1.4	1.6	1.4	1.5	1.1	1.6	1.8	1.4	
WGN	Chicago	A	720	50.0	50.00	j	Tribune Bcstg Co	24				News/Talk	36,500	0.97	6.7	6.7	6.1	4.9	6.0	6.4	5.6	5.5	6.7	
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	5.1	5.8	5.5	4.8	4.9	5.1	6.2	5.0	
WCSN	Chicago	D	820	5.0	0.00	q	NewsWeb Corp	41	0102	10,500		Reign/Sprts	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	NewsWeb Corp	65	0304 p	8,250		News/Talk	900		0.5	0.0	0.0	0.0	0.0	0.0	0.8	1.1	1.4	
WLS	Chicago	A	890	50.0	50.00	b	ABC Radio Inc	24	9602		g1	News/Talk	19,600	0.70	5.0	4.6	5.1	4.5	3.7	5.0	4.2	4.8	3.9	
WNTD	Chicago	B	950	1.0	5.00		Radio Unica	22	9905	16,750		Spn/Nws/Tlk	3,200		0.4	0.5	0.5	0.5	0.4	0.0	0.4	0.5	0.4	
WMVP	Chicago	A	1000	50.0	50.00	b	ABC Radio Inc	26	9904	21,000		Sports	6,900	1.12	1.1	1.2	1.0	0.9	0.9	1.2	0.9	1.0	1.0	
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	Adit 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		Intnl/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	0.0	0.0	0.3	0.0	0.0	0.0	0.0	
WVIV	Chicago	B	1200	10.0	1.00	e	Univision Comm Inc	89	0307		st	Span/Talk	2,700		0.7	0.3	0.3	0.7	0.7	0.6	0.5	0.6	0.6	
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		St. George Bcstg	28	0303		g1 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	1.6	1.5	1.0	1.5	1.3	1.4	1.4	1.5	
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	0305	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	0.8	0.9	0.6	0.9	0.8	1.0	0.7	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	
WSPA	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				Adit 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	0209	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		FSv/Nws/Old	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		Gallagher, M. & K.	55	0304 p	1,775		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	0209	750		Nostalgia	500		0.4	0.5	0.5	0.0	0.0	0.4	0.5	0.4	0.5	
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	23.2	24.0	20.7	21.2	22.2	22.5	24.4	23.3
AM & FM Stations Profiled -				87	# Duopolies -				29	Total Local Commercial Share						86.8	87.6	87.6	87.8	88.0	87.9	87.7	88.8	

• 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
Total	6,985.4

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$260,000	\$316,800	\$413,000	\$503,100	\$394,300	\$412,300
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.6%	\$433,100	\$463,400	\$488,800	\$515,700	\$541,500	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.73/1,000	\$3.36/1,000	Local	70%		
Revenue/Capita	\$39.90	\$59.02	\$72.54	National	30%		

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	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 ^{1/}	110,439.3	NA ^{1/}	110,439.3	160,942.7	7.8%
EBI ^{2/}	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	12	29		28	41	28	69
Tot 12+	4.3	49.4		52.5	53.7	24.8	78.5
Avg 12+	0.4	1.7		1.9	1.3	0.9	1.1
Tot LCS	5.5	62.9		66.9	68.4	31.6	100.0
Avg LCS	0.5	2.2		2.4	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)1/	Power Ratio		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
KFJO	Walnut Creek	A	92.1	3.0	89		Chase Radio Partners	59	0008		g2	1 Rock	400		0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.0	
KSJQ	San Jose	B	92.3	32.0	466	d	Clear Channel Comm	46	9905		g2	1 AOR	9,000	1.04	2.1	1.0	1.2	1.5	1.4	2.0	1.6	1.5	1.4
KPTI	Alameda	A	92.7	3.6	420		Spanish Bcstg System	59	0008		g	Dance	600		0.3	1.0	1.1	0.8	1.0	0.0	0.0	0.0	0.0
KFGY	Healdsburg	B	92.9	2.3	1949	o	Maverick Media	79	0108			Country	n/a		0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.4
KKWV	San Francisco	B	93.3	47.0	492	b	Infinity Bcstg	59	0102		g1	Rhymc/AC	7,100	1.32	1.3	0.7	1.0	0.9	1.0	1.0	0.7	1.4	1.8
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	0.4	0.4	0.0	0.4	0.5	
KBAY	Gilroy	B	94.5	30.0	587	g	Infinity Bcstg	70	0102			Soft Rock	n/a		1.2	0.8	1.2	1.1	1.0	1.1	0.8	0.9	0.8
KYLD	San Francisco	B	94.9	30.0	1211	d	Clear Channel Comm	58	0008		g1	1 CHR/Dance	19,100	0.97	4.8	4.0	3.8	3.6	3.7	3.6	3.8	4.0	3.9
KRTY	Los Gatos	A	95.3	0.9	860	n	Empire Bcstg Corp	66	9212	See (30)		Country	n/a		1.4	0.9	1.0	1.0	1.3	1.2	1.1	0.8	0.7
KUIC	Vacaville	B1	95.3	0.5	2024	k	Coast Radio Co	68	9807	7,000		AC	700		0.4	0.6	0.4	0.4	0.6	0.4	0.4	0.0	0.0
• KKDV	San Francisco	B	95.7	6.9	1289	a	Bonneville Intl	47	9706	39,600		Country	7,000	0.74	2.3	1.1	1.3	1.0	1.2	1.6	2.2	2.4	2.7
KOIT	San Francisco	B	96.5	24.0	1575	a	Bonneville Intl	59	7606			Soft AC	27,700	1.18	5.7	4.8	4.6	4.7	4.6	3.8	5.0	4.5	4.2
KLLC	San Francisco	B	97.3	82.0	1014	b	Infinity Bcstg	48	0102		g1	AC	17,400	1.51	2.8	2.1	2.4	1.8	2.3	2.0	1.9	2.6	2.3
KFFG	Los Altos	A	97.7	3.3	449	i	Susquehanna Radio	60	9510	8,000		AOR	800		0.3	0.2	0.4	0.2	0.1	0.2	0.3	0.2	0.2
• KVRV	Monte Rio	B1	97.7	2.1	1122		Maverick Media	77	0108			Clsc Rock	n/a		0.0	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	1.40	3.0	2.6	2.7	2.5	2.4	2.1	2.0	2.9	2.7
KUFX	San Jose	B	98.5	10.0	879	g	Clear Channel Comm	59	9905			Clsc Rock	n/a		1.5	0.8	0.8	1.1	1.0	1.3	1.2	1.1	1.2
KSOL	San Francisco	B	98.9	6.1	1342	h	Univision Comm Inc	64	0206 p		st	Spanish AC	6,900	0.70	2.4	2.4	1.9	1.5	1.7	1.6	2.5	1.7	2.6
KSOL	Santa Cruz	B	99.1	1.1	2612	h	Univision Comm Inc	61	0206 p			Spanish AC	n/a		0.4	0.5	0.6	0.3	0.3	0.3	0.5	0.3	0.6
• KVVN	St. Helena	A	99.3	6.0	259	q	Wine Country Bcstg	76	0305 p	3,000	c1	AC	700		0.0	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	1.51	2.9	2.5	2.0	2.4	2.3	2.2	2.3	2.3	2.7
KZST	Santa Rosa	A	100.1	6.0	246	m	Redwood Empire	71				AC	n/a		0.6	0.6	0.6	0.5	0.6	0.5	0.5	0.4	0.7
KBRG	San Jose	B	100.3	14.5	2579	l	Entravision Comm Co	63	0004			Span/Varty	n/a		2.5	1.8	1.8	2.7	1.9	2.1	2.2	1.8	2.0
• KSFB	San Rafael	A	100.7	0.1 cp	2047	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	0.0
KXTS	Calistoga	A	100.9	0.1	2946		Sinclair Telecable	96	0108		2	Spanish	n/a		0.0	0.0	0.5	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	1.63	3.0	2.2	2.4	2.2	2.4	2.5	2.3	2.2	2.3
KKIQ	Livermore	A	101.7	4.5	381	k	Coast Radio Co	69	9807	9,000		AC	3,200		0.6	0.6	0.5	0.4	0.5	0.4	0.5	0.4	0.0
KXFX	Santa Rosa	B1	101.7	2.2	1089	o	Maverick Media	74	0108			AOR	n/a		0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.0
KDFC	San Francisco	B	102.1	33.0	1047	a	Bonneville Intl	47	9707		g	Classical	9,800	0.53	4.5	3.4	3.8	4.2	3.6	3.4	3.5	3.9	3.5
KBLX	Berkeley	B	102.9	6.6	1289	f	Inner City Bcstg	49	7906			AC	15,900	1.21	3.2	2.5	2.4	2.7	2.3	2.9	2.4	2.6	2.8
KKSF	San Francisco	B	103.7	7.2	1513	d	Clear Channel Comm	47	0008		g1	1 Smooth Jazz	19,500	1.24	3.8	3.3	2.5	2.9	3.4	3.1	2.7	3.0	3.0
KMHX	Windsor	A	104.1	0.3	1106		Results Radio LLC	97	9811	See (107)		Top 40	n/a		0.0	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	l	Susquehanna Radio	63	8312	4,500		AAA	25,400	1.76	3.5	2.3	2.4	2.3	2.7	3.0	2.5	2.9	3.4
• KCNL	Sunnyvale	A	104.9	6.0	-154	d	Clear Channel Comm	70	0305 p		1	Alternative	n/a		0.9	0.6	0.7	0.7	0.9	0.7	0.8	0.6	0.5
• KRPQ	Rohnert Park	B1	104.9	6.6	548		Results Radio LLC	86	9409	See (107)		Country	n/a		0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
KITS	San Francisco	B	105.3	15.0	1201	b	Infinity Bcstg	64	0102		g1	Alternative	12,100	1.01	2.9	2.5	2.4	2.1	2.2	2.5	2.3	2.2	2.1
KEMR	Santa Clara	B	105.7	50.0	499	h	Univision Comm Inc	64	0206 p			Mexican	n/a		1.1	0.7	1.1	1.2	0.9	0.9	0.8	0.8	0.9
KMEL	San Francisco	B	106.1	69.0	1289	d	Clear Channel Comm	60	0008		g1	1 HpHop/R&B	18,600	0.96	4.7	4.3	4.4	4.3	4.3	3.8	3.3	3.6	3.5
KEZR	San Jose	B	106.5	42.0	538	g	Infinity Bcstg	67	0102			AC	n/a		0.9	0.6	0.8	0.7	0.7	0.6	0.7	0.8	0.7
KEAR	San Francisco	B	106.9	80.0	1001		Family Stations Inc	47	5806			Religion	n/a		0.0	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		Clsc Rock	9,500	1.15	2.0	1.9	1.9	1.5	1.7	1.8	1.6	1.3	1.6
# FM Stations -					41	# Combos -					33	FM TOTALS			67.7	53.7	54.9	54.6	54.4	52.6	53.0	54.0	55.7

• Indicates a change since last edition

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Revenue Rank: 4

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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	\$260,000	\$316,800	\$413,000	\$503,100	\$394,300	\$412,300	9.7%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
Gross Revenues	4.6%	\$433,100	\$463,400	\$488,800	\$515,700	\$541,500	5.6%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.73/1,000	\$3.36/1,000	Local 70%
Revenue/Capita	\$39.90	\$59.02	\$72.54	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
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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

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# Stations	12	29		28	41	28	69
Tot 12+	4.3	49.4		52.5	53.7	24.8	78.5
Avg 12+	0.4	1.7		1.9	1.3	0.9	1.1
Tot LCS	5.5	62.9		66.9	68.4	31.6	100.0
Avg LCS	0.5	2.2		2.4	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)

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	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
KSFO	San Francisco	B	560	5.0	5.00	j	ABC Radio Inc	25	9602		g3	Talk	12,000	0.51	5.7	4.3	4.7	4.1	3.9	4.6	4.4	5.3	4.2
KFRC	San Francisco	B	610	5.0	5.00	b	Infinity Bcstg	24	0102		g1	Oldies	3,600	0.73	1.2	0.8	0.5	0.7	1.2	1.1	0.8	0.6	1.1
KNBR	San Francisco	A	680	50.0	50.00	i	Susquehanna Radio	22	8905	21,000	e	Sports	30,000	2.27	3.2	3.2	2.2	3.5	3.5	2.9	2.0	1.9	2.8
KCBS	San Francisco	B	740	50.0	50.00	b	Infinity Bcstg	09	0102		g1	News	33,700	1.41	5.8	4.8	4.8	4.2	4.1	4.3	5.1	5.0	4.3
KGO	San Francisco	A	810	50.0	50.00	j	ABC Radio Inc	24	9602		g3	News/Talk	37,500	1.07	8.5	6.0	6.3	6.3	6.5	6.2	6.7	7.4	6.5
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 Adit Stndrd	2,100	0.18	2.8	2.1	2.1	1.9	2.2	2.4	2.0	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	1.32	1.1	1.1	1.1	1.0	1.0	0.8	0.9	0.9	1.2
KTCT	San Mateo	B	1050	10.0	10.00	i	Susquehanna Radio	46	9710	14,500		Sports	4,900	1.19	1.0	0.4	0.7	1.0	0.8	0.6	0.9	1.0	0.9
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	0.5	0.5	0.6	0.4	0.4	0.6	0.0
KLOK	San Jose	B	1170	50.0	5.00	l	Entravision Comm Co	46	0004			Spanish	n/a		1.5	0.6	0.9	1.2	0.8	1.3	1.3	1.2	0.8
KDYA	Vallejo	D	1190	1.0	0.00	r	Baybridge Comm LLC	47	9312	850		Gospel			0.3	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
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	0.1	0.1	0.2	0.2	0.2	0.2	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	0.4	0.0	0.0	0.0	0.0	0.0	0.0
KZSF	San Jose	B	1370	5.0	5.00	c	Duharte, Carlos A.	47	0110			Span/Mexcn	n/a			0.4	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	0.5	0.0	0.0	0.4	0.7	0.4	0.0	0.5
KVVN	Santa Clara	B	1430	1.0	2.50		Inner City Bcstg	64	9704	See (30)		Asian	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	Wine Country Bcstg	47	0305		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	0.23		Mt Wilson FM Bcstrs	47	9605		c1	Classical	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	1.00	r	Baybridge Comm LLC	98				Religion				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	24.8	24.3	24.5	25.2	26.3	25.1	26.3	24.8
				AM & FM Stations Profiled -		69	# Duopolies -		26	Total Local Commercial Share					78.5	79.2	79.1	79.6	78.9	78.1	80.3	80.5	

• 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
Total	5,356.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES **

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
Revenue/Retail Sales	\$249,500	\$286,400	\$325,500	\$397,600	\$369,600	\$383,200	9.0%
Revenue/Capita	NA ^{1/}	\$406,200	\$434,700	\$458,600	\$483,800	\$508,000	5.8%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.7%	\$406,200	\$434,700	\$458,600	\$483,800	\$508,000	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.77/1,000	\$4.53/1,000	Local 84%
Revenue/Capita	\$54.94	\$71.53	\$85.46	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 ^{1/}	80,414.8	NA ^{1/}	80,414.8	112,033.1	6.9%
EBI ^{2/}	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	2		34	30	36	27	63
Tot 12+	0.0		73.5	72.1	73.5	16.1	89.6
Avg 12+	0.0		2.2	2.4	2.0	0.6	1.4
Tot LCS	0.0		82.0	80.5	82.0	18.0	100.0
Avg LCS	0.0		2.4	2.7	2.3	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 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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
● KTFW	Glen Rose	C1	92.1	25.0	1417	h	M&M Broadcasters Ltd	89	9607		nc	1 Country			0.6	0.5	0.4	0.4	0.6	0.6	0.5	0.5	0.6		
	KXEZ	Farmersville	A	92.1	2.7	492	l	Metro Bcstrs-TX Inc	98			Oldies				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	12,300	1.11	2.9	2.6	2.4	2.2	2.6	2.3	2.5	3.1	3.4	
	KDBN	Haltom City	C2	93.3	2.9	456	g	Susquehanna Radio	96				Clsc Rock	8,000	0.75	2.8	1.6	1.9	2.0	2.8	2.8	3.1	1.4	1.4	
	KLNO	Fort Worth	C	94.1	100.0	1591	c	Univision Comm Inc	64	0206 p		st	Mexican	7,400	0.38	5.1	4.4	5.2	5.1	4.5	5.5	4.4	3.7	3.1	
	KSOC	Gainesville	C	94.5	100.0	1906	k	Radio One Inc	58	0102		g	Hip Hop	2,000	0.33	1.6	1.7	1.6	1.3	2.0	1.3	1.5	0.8	0.8	
	KLTY	Arlington	C	94.9	100.0 cp	1667	j	Salem Comm Corp	49	9612		sw	ChrsContem	12,800	0.95	3.5	3.5	3.7	3.1	3.9	3.2	2.5	2.9	3.1	
● KHVI	Howe	C2	95.3	15.0	889	l	Metro Bcstrs-TX Inc	49					Americana	700		0.2	0.7	0.7	0.0	0.3	0.5	0.0	0.0	0.4	
● KFWR	Mineral Wells	C1	95.9	80.0	1079		LKCM Radio Group LP	70	0209	6,000			Country				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	KSCS	Fort Worth	C	96.3	100.0	1611	b	ABC Radio Inc	49	9602		g3	Country	21,900	1.22	4.7	3.8	4.3	3.7	4.3	3.8	3.8	5.0	5.2	
● KMEO	Flower Mound	C	96.7	93.0	2038	b	ABC Radio Inc	69	9811	23,000			Country	3,500	0.43	2.1	1.5	1.6	1.7	1.9	1.8	1.9	1.9	2.2	
	KEGL	Fort Worth	C	97.1	100.0	1667	i	Clear Channel Comm	59	9905		g4	Rock	12,100	1.02	3.1	2.3	2.3	2.2	2.8	2.9	2.1	3.2	2.8	
	KBFB	Dallas	C	97.9	100.0	1611	k	Radio One Inc	61	0008		g4	Hip Hop	7,000	0.63	2.9	3.6	3.9	3.2	2.7	2.6	2.3	2.7	2.4	
	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	
	KLUV	Dallas	C	98.7	100.0	1663	e	Infinity Bcstg	61	0102		g2	Oldies	23,000	1.33	4.5	3.9	4.0	4.3	3.6	4.3	4.1	3.9	4.6	
	KHCK	Denton	C	99.1	100.0	1168	c	Univision Comm Inc	88	0206 p		st	Span/Tejino	4,400	1.04	1.1	0.5	0.9	0.8	1.4	0.8	0.9	0.8	0.7	
	KPLX	Fort Worth	C	99.5	100.0	1677	g	Susquehanna Radio	62	9701			Country	25,000	0.99	6.6	5.2	5.5	6.1	6.0	5.8	5.6	6.1	4.8	
	KRBV	Dallas	C	100.3	100.0 cp	1821	e	Infinity Bcstg	65	0102		g2	Top 40	6,700	0.70	2.5	1.9	2.0	1.7	1.9	2.2	2.3	2.6	2.4	
● KWRD	Highland Village	C	100.7	100.0	1841	m	Salem Comm Corp	88	0012		sw	Chrst/Talk	4,900			0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.6	
	WRR	Dallas	C	101.1	100.0	1509		City of Dallas	48				Classical	3,600	0.39	2.4	1.8	2.0	2.2	2.0	1.8	2.8	2.0	2.7	
	KZMP	Azle	C	101.7	92.0 cp	2034	f	Entravision Comm Co	67	0008		g4	Mexican	4,100	0.56	1.9	0.8	1.3	2.3	2.0	1.4	2.2	1.2	0.7	
	KDGE	Ft Worth-Dallas	C	102.1	100.0	1447	i	Clear Channel Comm	62	0008		g	Alternative	10,800	0.78	3.6	3.4	3.2	3.0	3.1	3.2	3.3	3.2	3.8	
	KDMX	Dallas	C	102.9	100.0	1348	i	Clear Channel Comm	65	9905		g4	AC	14,200	1.28	2.9	2.6	2.5	3.2	2.8	2.3	2.7	2.6	3.2	
● KESN	Allen	C	103.3	100.0	1841	b	ABC Radio Inc	93	0010	18,000			Sports	1,000		0.7	0.9	0.8	0.9	0.4	0.8	0.6	0.6	0.4	
	KVIL	Highland Park	C	103.7	100.0 cp	1663	e	Infinity Bcstg	61	0102		g2	Lite Rock	29,300	2.07	3.7	2.8	2.9	3.4	3.0	3.6	3.5	3.0	3.2	
	KTDK	Sanger	C3	104.1	11.0	492	g	Susquehanna Radio	89	9806		g	Sprts/Talk				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	0.96	6.6	7.2	6.3	6.8	6.4	6.2	5.4	5.7	5.5	
	KTCY	Pilot Point	C1	104.9	16.0	1755	f	Entravision Comm Co	83	0208	35,000			Span/CHR	1,000	0.26	1.0	0.8	0.8	0.7	0.6	1.3	1.0	0.8	0.7
● KLLI	Dallas	C	105.3	100.0	1529	e	Infinity Bcstg	68	0102		g2	Talk	10,000	0.93	2.8	2.5	1.9	1.8	2.4	2.2	2.3	3.0	2.4		
	KRNB	Decatur	C	105.7	94.0	1890	a	Service Bcstg Corp	68	9503	1,500			Rhythm/Blue	3,800	0.58	1.7	1.0	0.9	1.1	1.5	1.0	1.5	1.9	1.4
	KHKS	Denton	C	106.1	100.0	1667	i	Clear Channel Comm	47	0008		g	CHR	23,000	1.20	5.0	3.2	3.5	3.6	3.9	4.5	4.7	4.8	4.5	
● KKDL	Muenster	C	106.7	75.0	2034	f	Entravision Comm Co	91	0101	18,875	sw	CHR/Dance				0.9	1.6	1.4	0.0	0.0	0.0	0.0	0.0		
● KRVF	Kerens	C3	106.9	21.5	364		First Bcstg Co LP	79	0303		sw	Oldies				0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.3	0.0	
● KDXX	Benbrook	C1	107.1	74.0	1050	c	Univision Comm Inc	90	0206 p		st	Spanish AC	800			0.4	0.9	0.8	0.4	0.4	0.3	0.6	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	3.3	3.1	3.4	3.7	3.5	4.1	3.5	4.0	
	KESS	Lewisville	C1	107.9	100.0	981	c	Univision Comm Inc	99	0206 p		st	Span/Mexcn	1,200	0.28	1.1	3.0	1.9	2.5	1.4	1.5	0.8	0.3	0.0	
# FM Stations -					36	# Combos -					31	FM TOTALS				82.4	73.5	74.3	74.5	74.9	74.0	73.5	71.5	71.0	

● Indicates a change since last edition

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Metro Rank: 5
Revenue Rank: 5

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	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
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Tot 12+	0.0		73.5	72.1	73.5	16.1	89.6
Avg 12+	0.0		2.2	2.4	2.0	0.6	1.4
Tot LCS	0.0		82.0	80.5	82.0	18.0	100.0
Avg LCS	0.0		2.4	2.7	2.3	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 Waco.

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	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
• KDFZ	Ferris	D	540	1.0	0.25		Multicultural Bcstg	88	0007		g	Span/Gospl	700		0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	
KLIF	Dallas	B	570	5.0	5.00	g	Susquehanna Radio	22	9702	4,200		Talk	4,000	0.87	1.2	1.9	1.6	1.2	1.3	1.2	0.8	1.0	0.8	
KMKI	Plano	B	620	5.0	4.50	b	ABC Radio Inc	39	9812	12,000	e	Children	1,000		0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.4	
KSKY	Balch Springs	B	660	20.0	0.70	j	Salem Comm Corp	41	0007	7,500	sw	BkGsp/Talk	700			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	a	Service Bcstg Corp	57	8212			Urban	1,300		0.7	0.7	0.5	0.4	0.6	0.6	0.6	0.7	0.8	
KAAM	Garland	B	770	10.0	1.00		Crawford Bcstg Co	90				AdStd/Nstlg	500	0.09	1.5	0.7	0.8	1.5	1.6	1.3	1.1	1.2	1.6	
WBAP	Fort Worth	A	820	50.0	50.00	b	ABC Radio Inc	22	9602		g3	Nws/Tlk/Spt	25,700	1.34	5.0	4.6	4.4	4.3	4.4	3.8	4.5	5.2	5.5	
• KJON	Carrollton	D	850	5.0	0.00		Family Worship Cntr	70	0211	4,200		Cntry/BIGrs				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFJZ	Fort Worth	D	870	0.5	0.00		Lujan, Christobal	47	8804	1,300		Mexican	900		0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	
KHVN	Fort Worth	B	970	1.0	0.27	d	Mortenson Bcstg Co	46	0206	4,500		Gospel	2,200	0.44	1.3	1.3	0.9	0.9	0.9	1.1	1.1	1.6	1.3	
KGGR	Dallas	D	1040	3.3	0.00	d	Mortenson Bcstg Co	47	9604	1,150		Gospel	900		0.3	0.5	0.4	0.4	0.0	0.0	0.4	0.5	0.5	
KRLD	Dallas	A	1080	50.0	50.00	e	Infinity Bcstg	26	0102		g2	News	25,000	2.10	3.1	2.5	2.4	2.7	2.5	2.6	2.9	3.1	3.7	
• KCLE	Cleburne	B	1140	0.9	0.71		First Bcstg Co LP	47	0304	1,400	1	Country				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		NT Radio LLC	60	0303	3,250		Ethnic	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFXR	Dallas	B	1190	50.0	5.00	i	Clear Channel Comm	47	0103	16,000		Sports	800			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KZEE	Weatherford	D	1220	0.5	0.01		Tarrant Radio Bcstg	56	0111	800		Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KESS	Fort Worth	B	1270	50.0	5.00	c	Univision Comm Inc	22	0206 p		st	Spn/Nws/Spt	3,300		0.8	0.2	0.5	0.5	0.4	1.0	1.1	0.5	0.5	
KTCK	Dallas	B	1310	9.0	5.00	g	Susquehanna Radio	20	9609	14,000		Sprts/Talk	21,200	2.05	2.7	2.3	3.3	2.9	2.8	1.8	2.8	2.4	3.3	
• KAHZ	Hurst	B	1360	50.0	0.89		Radio Unica	47	9901		g	Spn/Nws/Tlk	1,100		0.1	0.7	0.7	0.4	0.0	0.0	0.0	0.4	0.0	
KBEC	Waxahachie	B	1390	0.5	0.26		F & R Tuck Inc	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		BBC Broadcasting	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	9.0	0.35	d	Mortenson Bcstg Co	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	c	Univision Comm Inc	52	0206 p		st	Spn/Tej/Spt	2,500		0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.4	0.0	
• KZMP	University Park	B	1540	32.0	0.75	f	Entravision Comm Co	45	0008		g4	Mexican	800		0.2	0.2	0.0	0.2	0.1	0.2	0.3	0.2	0.2	
KPYK	Terrell	D	1570	0.3	0.01		Mohnkem Electronics	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	f	Entravision Comm Co	47	0008		g4	Span/Varty	100			0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
KTBK	Sherman	B	1700	10.0	0.70	g	Susquehanna Radio	99				Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	
				# AM Stations -		27	# Combos -		16	AM TOTALS						17.3	16.1	16.0	15.5	15.1	14.4	15.6	17.3	18.6
				AM & FM Stations Profiled -		63	# Duopolies -		21	Total Local Commercial Share						89.6	90.3	90.0	90.0	88.4	89.1	88.8	89.6	

• 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
Total	5,045.2

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$223,400	\$259,000	\$297,300	\$315,300	\$285,700	\$313,900	7.0%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
9.9%	\$332,400	\$355,600	\$375,200	\$395,800	\$415,600	5.8%	
	1997	2002	2007				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.86/1,000	\$5.31/1,000				Local 70%
Revenue/Capita	\$45.63	\$62.22	\$81.83				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	4,895.4	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 ^{1/}	64,557.6	NA ^{1/}	64,557.6	78,205.0	3.9%
EBI ^{2/}	90,941.0	106,601.1	3.2%	106,601.1	132,620.5	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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
Total	5,045.2	832.8	440.1	449.8	664.1	803.5	710.5	1,144.5
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	16		15	18	25	43
Tot 12+	3.8	56.0		58.5	59.8	21.1	80.9
Avg 12+	3.8	3.5		3.9	3.3	0.8	1.9
Tot LCS	4.7	69.2		72.3	73.9	26.1	100.0
Avg LCS	4.7	4.3		4.8	4.1	1.0	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 Atlantic City & Trenton, NJ.
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	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WXTU	Philadelphia	B	92.5	15.0 cp	909	a	Beasley Bcst Group	58	8308	6,000		Country	10,200	0.72	4.5	4.0	3.5	3.8	4.0	3.7	3.7	3.4	4.2
• WMMR	Philadelphia	B	93.3	16.5	866	c	Greater Media	42	9708		sw	Rock	15,700	1.32	3.8	3.3	2.6	2.8	3.3	2.7	3.5	2.9	3.5
WYSP	Philadelphia	B	94.1	16.0	899	b	Infinity Bcstg	71	0102		g1	Rock	26,000	1.40	5.9	3.8	3.3	4.5	3.8	5.2	5.0	5.0	5.2
WMWX	Philadelphia	B	95.7	11.0	1148	c	Greater Media	49	9707	41,800		Hot AC	5,000	0.94	1.7	1.7	1.7	1.6	1.7	1.5	0.9	1.5	1.5
WPTP	Philadelphia	B	96.5	17.0	866	a	Beasley Bcst Group	57	9705	65,000		80s Hits	3,600	0.52	2.2	1.6	1.5	1.7	1.6	1.5	1.6	2.0	2.5
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	1.3	1.2	1.1	1.3	1.2	1.2	1.2	1.5
WOGI	Philadelphia	B	98.1	12.5	1001	b	Infinity Bcstg	44	0102		g1	Oldies	18,700	1.01	5.9	4.0	4.1	4.2	4.0	5.0	5.0	4.3	4.5
WUSL	Philadelphia	B	98.9	18.0	830	d	Clear Channel Comm	61	0008		g1	Urban	14,500	0.67	6.9	5.4	5.8	6.2	5.4	6.0	5.2	5.7	5.3
WPLY	Media	B	100.3	17.0 cp	863	g	Radio One Inc	82	0002	80,000		Alternative	13,000	1.29	3.2	2.0	2.6	2.7	2.0	3.2	2.2	2.1	2.4
WBEB	Philadelphia	B	101.1	14.0	942		WEAZ-FM Radio Inc	63				Soft Rock	30,000	1.09	8.8	6.6	5.7	6.5	6.6	7.1	7.5	7.0	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	5.5	5.5	5.1	5.5	5.7	5.2	5.3	4.9
WMGK	Philadelphia	B	102.9	8.9	1148	c	Greater Media	42				Clsc Rock	14,500	1.22	3.8	3.1	3.1	3.1	3.1	3.3	3.0	2.3	2.7
WPHI	Jenkintown	A	103.9	0.3	1001	g	Radio One Inc	60	9705	20,000		CHR/Rhymc	6,000	0.56	3.4	3.8	3.5	3.1	3.8	2.6	3.2	2.7	3.0
WSNI	Philadelphia	B	104.5	16.0	873	d	Clear Channel Comm	65	0008		g1	AC	10,500	1.34	2.5	2.7	4.2	3.9	2.7	2.1	2.1	2.0	1.7
• WEMG	Egg Harbor City	B1	104.9	10.0	509	f	Nassau Bcstg Ptrs LP	71	0304	16,000		Spanish	3,000		0.7	0.0	0.6	0.6	0.4	0.6	0.7	0.6	0.3
WDAS	Philadelphia	B	105.3	16.5	873	d	Clear Channel Comm	59	0008		g1	Urban AC	24,100	0.98	7.8	6.6	6.9	6.5	6.6	6.5	6.1	5.8	5.6
WJJZ	Philadelphia	B	106.1	22.5	742	d	Clear Channel Comm	59	0008		g1	Smooth Jazz	18,700	0.90	6.6	4.4	4.3	5.1	4.4	5.2	5.9	5.4	5.3
# FM Stations -					18	# Combos -					15	FM TOTALS			75.7	59.8	60.1	62.5	60.2	63.1	62.0	59.2	60.8

• 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
Total	5,045.2

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$223,400	\$259,000	\$297,300	\$315,300	\$285,700	\$313,900	7.0%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
9.9%	\$332,400	\$355,600	\$375,200	\$395,800	\$415,600	5.8%	
Revenue/Retail Sales	NA ^{1/}	\$4.86/1,000	\$5.31/1,000				Est. Breakout
Revenue/Capita	\$45.63	\$62.22	\$81.83				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	4,895.4	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 ^{1/}	64,557.6	NA ^{1/}	64,557.6	78,205.0	3.9%
EBI ^{2/}	90,941.0	106,601.1	3.2%	106,601.1	132,620.5	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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
Total	5,045.2	832.8	440.1	449.8	664.1	803.5	710.5	1,144.5
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	16		15	18	25	43
Tot 12+	3.8	56.0		58.5	59.8	21.1	80.9
Avg 12+	3.8	3.5		3.9	3.3	0.8	1.9
Tot LCS	4.7	69.2		72.3	73.9	26.1	100.0
Avg LCS	4.7	4.3		4.8	4.1	1.0	2.3

^{1/} 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 Atlantic City & Trenton, NJ.

ARB 12+ Metro Shares (see rights)

AM Stations		FCC Class	Day Power (kW)	Night Power (kW)	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WFIL	Philadelphia	B	560	5.0	e Salem Comm Corp	22	9310	4,000		Chrst/Talk	2,400		0.5	0.4	0.7	0.3	0.4	0.5	0.0	0.5	0.5	
WIP	Philadelphia	B	610	5.0	b Infinity Bcstg	22	0102		g1	Sprts/Talk	17,300	1.49	3.7	3.2	3.4	3.2	3.2	2.9	3.2	3.1	2.8	
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				Span/Inspr			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	0304	4,250		News/Info	600		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPEN	Philadelphia	B	950	50.0 cp	50.00	c Greater Media	29	7501			Big Band	4,800	0.37	4.1	3.2	2.8	2.5	3.2	3.0	3.4	3.3	
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	1.48	8.4	7.4	8.2	7.0	7.4	5.8	6.8	7.9	7.1
WNAP	Norristown	D	1110	4.8	0.00	GHB Bcstg	46				Gospel	800		0.6	0.5	0.0	0.0	0.5	0.4	0.4	0.3	0.4
WPHT	Philadelphia	A	1210	50.0	50.00	b Infinity Bcstg	22	0102		g1	Talk	4,900	0.42	3.7	3.6	3.2	2.9	3.6	3.0	2.4	3.6	4.0
WEMG	Camden	B	1310	1.0	0.25	f Mega Comm Inc	25	9812	2,000		Spanish			0.8	0.9	0.6	0.7	0.9	0.5	0.6	0.5	0.4
WHAT	Philadelphia	C	1340	1.0	1.00	Inner City Bcstg	25	0002	1,500		Talk	1,500	0.48	1.0	0.7	0.7	0.9	0.7	0.6	1.1	0.8	1.2
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	1.2	1.2	1.1	1.2	1.7	1.4	1.2	1.5
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		News/Talk			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	21.1	20.8	18.6	21.1	18.4	19.3	21.2	21.0	
		AM & FM Stations Profiled -		43		# Duopolies -		11		Total Local Commercial Share			80.9	80.9	81.1	81.3	81.5	81.3	80.4	81.8		

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
Total	4,854.4

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$229,100	\$261,000	\$294,000	\$328,600	\$313,200	\$355,400
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.68/1,000	\$5.44/1,000	Local	71%		
	\$53.63	\$73.21	\$88.23	National	29%		

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	4,271.6	4,854.4	2.6%	4,854.4	5,315.6
Households	1,515.7	1,700.6	2.3%	1,700.6	1,852.3	1.7%
Retail Sales	NA ^{1/}	62,625.3	NA ^{1/}	62,625.3	86,258.1	6.6%
EBI ^{2/}	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	3		28	23	31	25	56
Tot 12+	0.0		69.8	69.2	69.8	15.2	85.0
Avg 12+	0.0		2.5	3.0	2.3	0.6	1.5
Tot LCS	0.0		82.1	81.4	82.1	17.9	100.0
Avg LCS	0.0		2.9	3.5	2.6	0.7	1.8

1/ Estimate
Investing in radio

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.
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		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
KRTS	Seabrook	C1	92.1	50.0	981	Stude, M.S., et al	84	8705	2,250	e	Classical	1,900	0.9	0.9	0.7	0.5	0.7	0.8	0.7	0.8	0.9	0.6
KKBQ	Pasadena	C	92.9	100.0	1919	d Cox Radio Inc	62	0008		g	Country	18,400	1.48	3.5	3.0	3.5	2.6	3.2	2.6	3.3	2.8	2.8
KQBU	Port Arthur	C	93.3	100.0	1952	g Univision Comm Inc	92	0206 p		st	Mexican	500	0.9	0.9	1.1	0.7	0.8	0.9	0.9	0.7	0.7	0.4
KKRW	Houston	C	93.7	100.0	1719	b Clear Channel Comm	64	0008		g	Clsc Rock	13,300	1.07	3.5	2.3	2.5	2.6	2.7	3.1	3.4	2.8	3.1
KTBZ	Houston	C	94.5	100.0	1919	b Clear Channel Comm	63	0008		g	Modern Rock	10,200	0.60	4.8	3.4	2.8	3.8	4.0	4.1	4.3	3.8	4.4
KHJZ	Houston	C	95.7	100.0	1919	a Infinity Bcstg	59	0102		g1	Smooth Jazz	9,700	1.14	2.4	3.2	2.9	2.1	1.9	2.0	2.4	1.8	2.2
KHMX	Houston	C	96.5	100.0	1919	b Clear Channel Comm	61	9905		g8	Hot AC	15,300	1.35	3.2	2.7	2.7	2.8	2.5	2.5	2.7	3.0	2.7
• KIOX	El Campo	C1	96.9	100.0	981	c Liberman Bcstg Inc	68	0210	3,150	d1	Span/CHR				0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KTHT	Cleveland	C	97.1	100.0	1847	d Cox Radio Inc	92	0008		g6	Country	3,600	0.51	2.0	3.6	2.5	1.8	1.6	1.7	1.7	1.9	1.8
KRWP	Beaumont	C	97.5	100.0	1955	i Cumulus Bcstg Inc	48	9804		d1	Urban	1,800	0.8	0.8	0.9	1.0	1.0	1.1	0.8	0.7	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	5.1	5.8	5.0	4.9	4.8	5.4	5.9	6.1
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	1.8	1.4	1.3	2.0	1.7	2.5	2.1	1.4
KODA	Houston	C	99.1	100.0	1919	b Clear Channel Comm	58	0008		g	Soft AC	32,100	1.14	7.9	5.8	6.6	6.3	5.9	6.2	7.0	7.6	6.3
KUST	Willis	A	99.7	3.5 cp	433	j New Wavo Comm	98	9704	158	2c	Country			0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.1
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	4.2	3.5	3.9	4.1	4.5	4.1	4.2
KOBT	Winnie	C	100.7	100.0	1952	g Univision Comm Inc	87	0206 p		st	Spn/Rym/CH	2,500	0.8	0.8	0.5	0.4	0.0	0.1	0.2	1.1	1.4	1.3
KLOL	Houston	C	101.1	100.0	1919	b Clear Channel Comm	47	0008		g	Rock	15,200	1.38	3.1	3.1	2.6	3.0	2.5	2.4	2.8	2.9	2.9
• KSTB	Crystal Beach	A	101.5	6.0	184	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
• KXGJ	Bay City	C1	101.7	100.0	449	c Liberman Bcstg Inc	95	0210		d1	Tropical				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	4.6	5.6	5.7	4.9	5.3	5.7	6.7	6.7
KLTN	Houston	C	102.9	100.0	984	g Univision Comm Inc	60	0206 p		st	Mexican	27,900	1.08	7.3	6.5	6.7	7.2	6.5	6.7	5.8	5.6	4.6
KJOJ	Freeport	C	103.3	100.0	994	c Liberman Bcstg Inc	65	0103		d2	Mexican	900	0.7	0.7	0.3	0.6	0.4	0.7	0.6	0.6	0.6	0.3
KVST	Willis	C3	103.7	15.0	427	j New Wavo Comm	93	9107	125	cp	Country	1,400	0.4	0.4	0.0	0.0	0.5	0.4	0.4	0.4	0.0	0.4
KRBE	Houston	C	104.1	100.0	1919	Susquehanna Radio	59	8610			CHR	21,200	1.07	5.6	5.0	4.6	4.3	5.1	4.4	4.8	4.6	5.7
• KPTY	Missouri City	C3	104.9	2.7	981	g Univision Comm Inc	68	0206 p		st	Hip Hop	4,000	0.63	1.8	4.4	3.9	2.8	2.8	2.1	0.5	0.6	0.4
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	2.6	2.8	2.9	3.2	3.3	3.2	2.9	1.5
KHPT	Conroe	C	106.9	100.0	1900	d Cox Radio Inc	91	0009		sw	80s Hits	4,100	0.43	2.7	2.2	2.0	2.5	2.5	2.6	2.0	2.1	2.3
KLDE	Lake Jackson	C	107.5	98.0	1972	d Cox Radio Inc	64	0008		g	Oldies	17,200	1.27	3.8	2.5	3.0	3.3	3.1	3.9	3.1	2.7	3.5
KQQK	Beaumont	C	107.9	100.0	1808	c Liberman Bcstg Inc	67	0210	24,000		Span/CHR	2,500	0.44	1.6	0.9	1.2	1.9	2.6	0.9	1.0	1.0	1.2
# FM Stations -				31	# Combos -				28	FM TOTALS				81.7	69.8	70.5	68.9	69.8	68.1	70.5	68.5	66.9

• 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
Total	4,854.4

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$229,100	\$261,000	\$294,000	\$328,600	\$313,200	\$355,400
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	13.5%	\$375,000	\$401,300	\$423,400	\$446,700	\$469,000	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.68/1,000	\$5.44/1,000	Local	71%		
Revenue/Capita	\$53.63	\$73.21	\$88.23	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 ^{1/}	62,625.3	NA ^{1/}	62,625.3	86,258.1	6.6%
EBI ^{2/}	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	3		28	23	31	25	56
Tot 12+	0.0		69.8	69.2	69.8	15.2	85.0
Avg 12+	0.0		2.5	3.0	2.3	0.6	1.5
Tot LCS	0.0		82.1	81.4	82.1	17.9	100.0
Avg LCS	0.0		2.9	3.5	2.6	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

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

AM Stations		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	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
KILT	Houston	B	610	5.0	5.00	a	Infinity Bcstg	48	0102		g1	Sports	6,400	1.20	1.5	1.1	1.6	1.7	1.3	1.6	1.2	1.1	1.3	
KIKK	Pasadena	D	650	0.3	0.00	a	Infinity Bcstg	57	0102		g1	Bus News	600		0.2	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.4	
KSEV	Tomball	B	700	15.0	1.00	c	Liberman Bcstg Inc	86	0103		d2	Talk	5,000	0.64	2.2	1.4	1.2	1.3	1.8	1.8	1.8	2.0	2.1	
KTRH	Houston	B	740	50.0	50.00	b	Clear Channel Comm	30	0008		g	News/Sprts	22,500	1.32	4.8	3.1	3.7	4.0	3.9	4.0	3.8	4.4	4.7	
KBME	Houston	B	790	5.0	5.00	b	Clear Channel Comm	44	0008		g	Adlt Stndrd	2,500	0.41	1.7	1.2	1.1	1.2	1.6	1.2	1.4	1.6	1.8	
KEYH	Houston	D	850	10.0	0.18	c	Liberman Bcstg Inc	74	0305	5,700		Tropical	1,000		0.1	0.6	0.6	0.5	0.5	0.0	0.0	0.0	0.4	
KJOJ	Conroe	B	880	10.0	1.00	c	Liberman Bcstg Inc	51	0103		d2	Asian	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		Hispanic Bcstg Inc	47	9310	563		Span/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KPRC	Houston	B	950	5.0	5.00	b	Clear Channel Comm	25	9412		st	Talk	9,400	0.83	3.2	3.4	3.0	2.6	2.5	2.9	2.6	2.9	2.3	
KRTX	Rosenburg-Rich	B	980	1.0	4.00	g	Univision Comm Inc	48	0206 p		st	Spn/Rym/CH			0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	
KLAT	Houston	B	1010	5.0	3.60	g	Univision Comm Inc	61	0206 p		st	Span/Talk	3,800		0.9	0.8	0.8	0.7	0.5	0.6	0.9	1.0	1.3	
KCHN	Brookshire	D	1050	0.4 cp	0.00		Multicultural Bcstg	68	9507	5		Ethnic	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	f	Salem Comm Corp	68	9503	5,000		Chrst/Talk	500		0.1	0.4	0.0	0.3	0.4	0.0	0.0	0.0	0.6	
KTEK	Alvin	D	1110	2.5	0.00	f	Salem Comm Corp	81	9810		g	Cst/Tlk/Eth	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		Martin Bcstg Inc	81	9202	175		Gospl/CCTm				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KGOL	Humble	B	1180	50.0	1.00	h	Entravision Comm Co	86	0008		g4	Asian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KQUE	Houston	C	1230	0.4	0.00	c	Liberman Bcstg Inc	48	0103		d2	Ranchera	500		0.9	1.1	1.0	0.8	0.7	1.1	1.0	0.4	0.6	
KXYZ	Houston	B	1320	5.0	5.00		Radio Unica	30	9804	6,400		Spn/Nws/Tlk	3,900		0.8	0.6	0.5	0.5	0.5	0.7	0.6	0.8	0.9	
KWWJ	Baytown	B	1360	5.0	1.00		Salt of Earth Bcstg	47	8808			Gospl/Chrst	600		0.7	0.6	0.6	0.8	0.5	0.5	0.5	0.8	0.5	
● KCOH	Houston	B	1430	5.0 cp	0.33		KCOH Inc	48	7602			Urban	1,900		0.7	0.9	0.5	0.5	0.5	0.6	0.6	0.7	0.7	
KBRZ	Freeport	B	1460	0.5	0.21		Aleluya Christian	52	0101	700		Span/CCTmp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KLVL	Pasadena	B	1480	1.0	0.50		SIGA Bcstg Corp	50	9706	1,250		Spn/Cst/Var			0.2	0.0	0.0	0.5	0.4	0.3	0.0	0.0	0.3	
KYND	Cypress	D	1520	3.0	0.00		Provenzano, Matthew	91				Eth/Rlg/Spn				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KGBC	Galveston	B	1540	1.0	0.25		SIGA Bcstg Corp	47	0204	900		Span/Relgn	700			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KMIC	Houston	B	1590	5.0	5.00		ABC Radio Inc	55	9905	6,000	na	Kids/Top40	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -				25	# Combos -				13	AM TOTALS						18.1	15.2	14.6	15.4	15.5	15.3	14.9	15.9	17.9
AM & FM Stations Profiled -				56	# Duopolies -				21	Total Local Commercial Share						85.0	85.1	84.3	85.3	83.4	85.4	84.4	84.8	

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

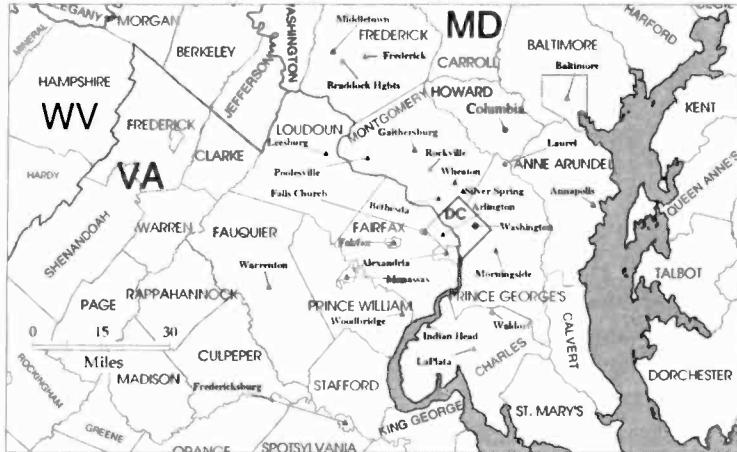
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 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
Total	4,678.8

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$232,000	\$261,100	\$326,000	\$394,900	\$337,500	\$358,400
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.2%	\$382,000	\$408,800	\$431,300	\$455,000	\$477,700	5.9%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$6.04/1,000	\$6.24/1,000	Local	70%		
Revenue/Capita	\$54.90	\$76.60	\$95.34	National	30%		

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	4,226.2	4,678.8	2.1%	4,678.8	5,010.7
Households	1,567.8	1,760.8	2.3%	1,760.8	1,892.6	1.5%
Retail Sales	NA ^{1/}	59,351.4	NA ^{1/}	59,351.4	76,573.8	5.2%
EBI ^{2/}	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	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+	7.2	58.9		65.5	66.1	14.5	80.6
Avg 12+	1.2	3.1		3.1	2.6	0.5	1.5
Tot LCS	8.9	73.1		81.3	82.0	18.0	100.0
Avg LCS	1.5	3.8		3.9	3.3	0.6	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.
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)								
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	0.9	1.3	1.2	1.1	0.9	1.2	0.5	0.4	
WFLS	Fredericksburg	B	93.3	50.0	492		Free Lance-Star	62				Country	n/a		0.7	0.4	0.6	0.5	0.6	0.7	0.5	0.6	0.8	
WKYS	Washington	B	93.9	24.5	705	a	Radio One Inc	47	9506	34,000		Urban AC	20,000	0.91	6.1	4.6	4.9	4.9	5.2	5.1	4.2	5.1	5.7	
WBPS	Warrenton	A	94.3	2.0 cp	574	f	Mega Comm Inc	66	0007	5,250		Span/Trpcl	600		0.4	0.0	0.8	0.3	0.2	0.4	0.4	0.3	0.2	
WARW	Bethesda	B	94.7	20.5	771	c	Infinity Bcstg	59	0102		g2	Clsc Rock	10,600	1.02	2.9	2.4	2.5	2.3	2.7	2.2	2.0	2.3	2.8	
WPGC	Morningside	B	95.5	50.0	486	c	Infinity Bcstg	59	0102		g2	CHR/Rhymc	28,200	1.01	7.8	6.7	6.7	6.9	6.0	6.2	6.1	6.7	6.6	
WHUR	Washington	B	96.3	24.0	669		Howard Univ Bd	71				Urban AC	19,000	0.91	5.8	4.9	4.8	4.6	4.8	4.8	4.7	4.5	4.7	
● WASH	Washington	B	97.1	17.5	794	e	Clear Channel Comm	48	0008		g	AC	18,400	1.07	4.8	2.9	3.4	4.1	2.9	3.8	4.2	4.5	3.5	
WMZQ	Washington	B	98.7	50.0	489	e	Clear Channel Comm	68	0008		g	Country	17,800	1.13	4.4	3.7	3.0	2.3	3.4	3.7	3.8	3.2	4.5	
WHFS	Annapolis	B	99.1	50.0	459	c	Infinity Bcstg	49	0102		g2	Alternative	12,500	1.84	1.9	1.3	1.3	1.5	1.3	1.6	1.7	1.5	1.7	
WIHT	Washington	B	99.5	22.0	751	e	Clear Channel Comm	60	0008		g	CHR	12,000	0.93	3.6	3.1	3.2	2.6	2.8	3.2	2.9	2.7	2.1	
WFRE	Frederick	B	99.9	7.9	1165	h	Clear Channel Comm	61	0008			Country	n/a		1.1	1.1	0.8	1.0	1.1	0.9	0.8	0.8	0.6	
WBIG	Washington	B	100.3	36.0	574	e	Clear Channel Comm	48	0008		g	Oldies	20,100	1.08	5.2	3.7	3.1	3.4	4.3	4.1	4.1	4.3	3.8	
WWDC	Washington	B	101.1	22.5	761	e	Clear Channel Comm	47	0008		g	Alternative	17,000	1.03	4.6	2.9	2.2	3.1	3.4	3.6	3.9	3.8	4.0	
WMMJ	Bethesda	A	102.3	2.9	479	a	Radio One Inc	61	8709	7,500		Urban AC	20,500	0.83	6.9	5.7	7.0	6.0	6.0	5.0	6.0	5.1	5.1	
WAFY	Middletown	A	103.1	1.0	571		Frederick Bcstg LLC	90				AC	n/a		0.1	0.4	0.5	0.0	0.0	0.4	0.0	0.0	0.5	
WGMS	Washington	B	103.5	44.0	518	d	Bonneville Intl	47	9804		sw	Classical	9,400	0.49	5.3	4.4	4.9	4.6	3.9	4.1	4.4	4.7	4.3	
WWVZ	Braddock	A	103.9	0.4	912	d	Bonneville Intl	72	9607		g1	Hot AC			0.2	0.2	0.3	0.2	0.1	0.3	0.2	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	2.3	1.6	2.0	2.5	2.4	2.1	2.0	2.4	
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	1.3	1.3	0.9	1.0	1.1	0.9	0.8	1.1	
WJZW	Woodbridge	B	105.9	25.0	650	b	ABC Radio Inc	58	9707		g	Smooth Jazz	13,500	0.78	4.8	3.9	3.4	3.9	4.4	3.8	3.2	4.2	4.3	
WJFK	Manassas	B	106.7	18.5	732	c	Infinity Bcstg	68	0102		g2	Talk	27,600	1.67	4.6	3.5	2.8	3.5	3.8	3.6	3.8	3.7	3.4	
WRQX	Washington	B	107.3	34.0	604	b	ABC Radio Inc	48	9602		g1	Hot AC	24,600	1.49	4.6	3.4	3.8	3.5	3.9	3.5	3.7	3.8	4.2	
WTOP	Warrenton	B	107.7	29.0	646	d	Bonneville Intl	78	9806		sw	News			2.1	2.4	2.3	2.1	1.8	1.7	1.7	1.7	1.7	
		# FM Stations -		25		# Combos -		21				FM TOTALS				83.0	66.1	66.5	65.4	67.2	67.1	66.5	66.9	68.5

● 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

4,678.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$232,000	\$261,100	\$326,000	\$394,900	\$337,500	\$358,400
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.2%	\$382,000	\$408,800	\$431,300	\$455,000	\$477,700	5.9%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$6.04/1,000	\$6.24/1,000	Local 70%
Revenue/Capita	\$54.90	\$76.60	\$95.34	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	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 ^{1/}	59,351.4	NA ^{1/}	59,351.4	76,573.8	5.2%
EBI ^{2/}	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		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+	7.2	58.9		65.5	66.1	14.5	80.6
Avg 12+	1.2	3.1		3.1	2.6	0.5	1.5
Tot LCS	8.9	73.1		81.3	82.0	18.0	100.0
Avg LCS	1.5	3.8		3.9	3.3	0.6	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

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)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WTNT	Bethesda	B	570	5.0	1.00	e	Clear Channel Comm	47	0008		g	Talk	2,400		0.7	0.6	0.7	0.6	0.5	0.5	0.8	0.6	0.0
WMAL	Washington	B	630	5.0	5.00	b	ABC Radio Inc	25	9602		g1	News/Talk	14,800	0.98	4.2	4.1	4.1	3.8	3.2	3.0	4.1	3.3	3.7
WGOP	Poolesville	D	700	25.0 cp	0.00		Birach Bcstg Corp	95	0212			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	0.5	0.5	0.8	0.6	0.6	0.6	0.9	0.4
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	0.9	0.6	0.5	0.0	0.5	0.5	0.5	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	1.5	1.6	1.6	1.9	1.8	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		Metro Radio Inc	46	0304	1,500		Talk/News	1,500		0.1	0.0	0.0	0.2	0.1	0.2	0.0	0.0	0.2
WUST	Washington	D	1120	20.0	0.00		New World Radio Inc	49	9210	1,300		Ethnic	100			0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
WMET	Gaithersburg	B	1160	50.0 cp	1.50		IDT Corporation	83	0207		st	Talk				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	0.0
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	1.0	0.7	0.8	0.8	0.9	0.5	0.7	0.7
WZHF	Arlington	B	1390	5.0	5.00	g	Multicultural Bcstg	47	0007		sw	Ethnic	900			0.0	0.5	0.6	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	0.7	1.0	0.8	1.4	1.0	0.9	0.9	0.7
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
WPWÇ	Dumfries-Triangl	B	1480	1.0	0.50		JMK Communications	61	0001	900		Span/Varty				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	31,300	1.98	4.4	3.7	3.6	4.0	3.3	3.5	3.7	3.8	3.3
WACA	Wheaton	D	1540	5.0	0.00		AC Communications	54	0101	2,500		Span/Varty	800		0.2	0.4	0.0	0.0	0.0	0.6	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	1.1	1.2	1.0	1.3	1.0	1.3	1.3	1.1
● WLXE	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 -	15	AM TOTALS						16.7	14.5	14.5	15.1	13.1	13.6	13.9	13.6	11.6
					AM & FM Stations Profiled -	53	# Duopolies -	15	Total Local Commercial Share						80.6	81.0	80.5	80.3	80.7	80.4	80.5	80.1	

● 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
Total	4,533.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
ESTIMATED GROSS REVENUES	\$224,300	\$259,200	\$312,800	\$361,200	\$321,800	\$341,100	8.7%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.0%	\$361,000	\$384,500	\$405,700	\$428,000	\$449,400	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.95/1,000	\$4.87/1,000	Local 68%
Revenue/Capita	\$51.88	\$75.25	\$97.03	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 ^{1/}	68,965.3	NA ^{1/}	68,965.3	92,211.1	6.0%
EBI ^{2/}	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	38	65
Tot 12+	2.6	54.9		57.5	57.5	21.2	78.7
Avg 12+	0.3	3.2		3.0	2.1	0.6	1.2
Tot LCS	3.3	69.8		73.1	73.1	26.9	100.0
Avg LCS	0.4	4.1		3.8	2.7	0.7	1.5

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 Manchester & Worcester.
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		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WFEX	Peterborough	A	92.1	0.2	1388	j	Phoenix Media Comm	71	9911			Alternative	400		0.1	0.0	0.1	0.0	0.1	0.1	0.0	0.1	0.2
WXRV	Haverhill	B	92.5	25.0	712		Northeast Bcstg Co	59				AAA	4,500	0.94	1.4	0.9	1.0	1.3	1.4	1.2	0.9	0.9	0.9
WBOS	Brookline	B	92.9	18.5	735	b	Greater Media	55	9708		sw	AAA	9,500	1.11	2.5	2.1	2.1	2.2	1.9	2.3	1.8	1.8	1.7
WQXS	Lawrence	B	93.7	34.0 cp	587	l	Entercom	60	9811		g3	AC	13,100	1.07	3.6	3.2	2.1	3.1	2.7	2.8	3.0	3.0	3.0
• WJMN	Boston	B	94.5	9.2 cp	1158	d	Clear Channel Comm	48	0008		g	UrCHR/Rhy	19,100	0.85	6.6	5.3	5.1	6.3	4.9	6.2	5.2	4.8	5.6
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	0.0	0.0
WTKK	Boston	B	96.9	22.5	735	b	Greater Media	45	9708		sw	Talk	7,500	0.76	2.9	4.1	3.8	3.0	2.1	2.3	2.4	2.5	1.7
WBOT	Brockton	A	97.7	2.7	492	g	Radio One Inc	48	9909	10,000		HpHop/R&B	4,500	0.63	2.1	1.7	1.5	1.9	1.8	1.7	1.8	1.5	2.2
WINQ	Winchendon	A	97.7	1.8	433		Saga Comm Inc	83	0303	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	2.9	4.1	3.1	4.1	3.8	3.6	4.1	3.4
WPLM	Plymouth	B	99.1	50.0	430	e	Plymouth Rock Bcstg	61				Easy	3,000	0.30	2.9	2.4	2.1	2.3	2.4	2.2	2.6	2.0	1.6
WKLB	Lowell	B	99.5	27.0	653	b	Greater Media	47	9708	11,750		Country	7,500	0.55	4.0	3.4	3.2	3.1	3.6	2.8	3.4	2.9	3.2
• WAHL	Athol	A	99.9	1.9	407		Northeast Bcstg Co	89	0304 p		na	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	3.4	3.6	3.6	4.2	3.6	3.0	4.3	4.0
WFNX	Lynn	A	101.7	1.7	449	j	Phoenix Media Comm	63	8211	1,400		Alternative	4,000	0.78	1.5	0.9	1.3	1.1	1.2	1.2	1.2	1.2	1.2
WCRB	Waltham	B	102.5	8.1	1152		Charles River Bcstg	54				Classical	8,000	0.51	4.6	3.7	4.3	3.4	3.4	4.1	4.0	3.1	3.0
WODS	Boston	B	103.3	16.0	886	c	Infinity Bcstg	48	0102		g2	Oldies	21,200	1.07	5.8	4.2	4.1	4.4	4.6	4.5	5.0	4.5	4.0
WBCN	Boston	B	104.1	21.0	771	c	Infinity Bcstg	58	0102		g2	Alternative	28,000	1.75	4.7	3.2	3.1	3.6	3.7	3.6	3.6	3.9	4.4
WXLO	Fitchburg	B	104.5	37.0	564		Citadel Bcstg Corp	60	0002			Hot AC	n/a		1.3	0.6	0.9	0.9	1.0	0.8	1.1	1.1	1.0
WBOQ	Gloucester	A	104.9	3.2	446		Marlin Bcstg LLC	64	0005		g1	AdStd/SmJaz	1,100			0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0
WROR	Framingham	B	105.7	23.0	735	b	Greater Media	50	9610		sw	Clsc Hits	10,800	0.86	3.6	2.8	2.6	2.6	2.7	2.7	2.7	3.3	3.3
WHOB	Nashua	A	106.3	1.0	541		Tele-Media Bcstg Co	87	0007	See (186)		Hot AC	n/a		0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.5	0.0
WMJX	Boston	B	106.7	21.5	771	b	Greater Media	82	8201	5,000		AC	24,000	1.02	6.9	5.9	5.6	6.1	5.5	5.3	5.8	5.5	5.3
WAAF	Worcester	B	107.3	9.6 cp	1099	l	Entercom	61	9811		g3	Rock	12,000	1.21	2.9	1.9	2.2	2.2	2.1	2.4	1.9	2.7	3.0
WXKS	Medford	B	107.9	20.5	771	d	Clear Channel Comm	60	0008		g	CHR	26,900	1.19	6.6	4.9	4.4	4.7	5.1	5.4	4.9	5.6	5.6
# FM Stations -					27	# Combos -					17	FM TOTALS			73.8	57.5	57.6	59.7	58.5	59.0	57.9	59.3	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
Total	4,533.1

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$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	\$405,700	\$428,000	\$449,400	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.95/1,000	\$4.87/1,000	Local 68%
Revenue/Capita	\$51.88	\$75.25	\$97.03	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 ^{1/}	68,965.3	NA ^{1/}	68,965.3	92,211.1	6.0%
EBI ^{2/}	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	38	65
Tot 12+	2.6	54.9		57.5	57.5	21.2	78.7
Avg 12+	0.3	3.2		3.0	2.1	0.6	1.2
Tot LCS	3.3	69.8		73.1	73.1	26.9	100.0
Avg LCS	0.4	4.1		3.8	2.7	0.7	1.5

Competitive Overview

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

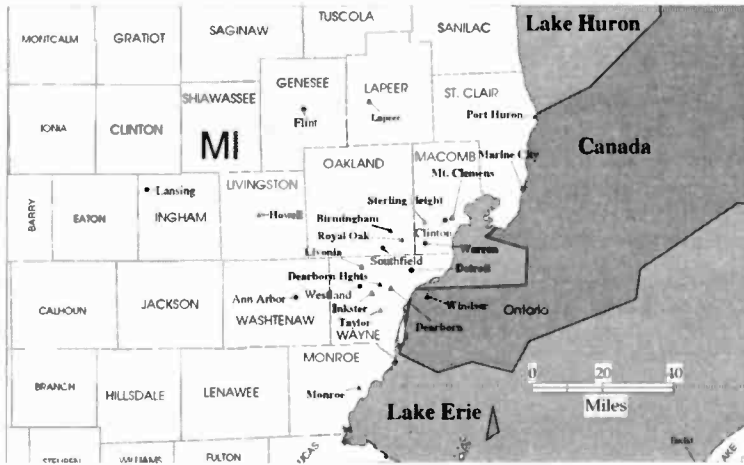
AM Stations		FCC Class	Day Power (kW)	Night Power (kW)	Year Date	Sales Price (000)	L M A	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001				
Calls	City of License	Class	Freq	C	Owner	Std Acq'd	Format				2003	2003	2002	2002	2002	2002	2001	2001				
WEZE	Boston	B	590	5.0	5.00	h	Salem Comm Corp	24 9702	6,000	Chrst/Talk	2,000	0.4	0.4	0.5	0.0	0.3	0.0	0.4	0.7	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	i	Entercom	22 9811		g3 News/Talk	8,800	0.52	5.0	4.8	4.8	4.2	4.2	3.9	3.8	3.9	3.8	
WJIB	Cambridge	D	740	0.3	0.01		Bob Bittner Bcstg	48 9109	160	Easy	300		0.1	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	
WEEI	Boston	B	850	50.0	50.00	i	Entercom	26 9811		g3 Sports	27,800	1.70	4.8	4.1	2.8	3.8	4.8	4.1	3.3	3.1	4.3	
• WAMG	Dedham	B	890	25.0	cp	3.40	m	Mega Comm Inc	95 9811	4,000	Talk	700		0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	0.4	0.0	0.0	0.3	
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	8.0	8.5	7.3	8.2	8.1	9.2	8.7	7.6	
WBIX	Natick	D	1060	40.0	0.00	a	Bleidt, Bradford C.	72 0303		st Bus News	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
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	1.1	1.3	1.3	1.2	0.9	1.1	1.5	1.3
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	
• WBPS	Boston	B	1150	5.0	5.00	m	Salem Comm Corp	79 0305	8,600	Span/Varty	1,600	0.39	1.2	1.3	1.2	1.2	0.9	0.6	0.8	1.4	1.1	
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	0.3	
WRCA	Watertown	B	1330	5.0	cp	17.00	f	Beasley Bcst Group	48 0005	6,000	Span/Ethnc	1,000		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
WGAW	Gardner	C	1340	1.0	1.00		Anastos Bcst Group	46 0108		g Oldies				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 0210	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		BusNw/Talk	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	0.0	0.0	0.3	0.2	0.4	0.5	0.5	0.4	
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	1.1	1.1	0.9	1.2	1.2	1.1	1.1	1.2	
WVEI	Worcester	B	1440	5.0	5.00		Entercom	26 9811		Sports	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNBP	Newburyport	C	1450	1.0	0.59		Radio Newburyport	57 9812	275	Adit Sndrd	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	Marlborough	B	1470	1.4	cp	3.40	i	Multicultural Bcstg	58 0212	1,775	Ethnc/Varty			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 News/Talk				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 Spts/Talk	1,000		0.3	0.0	0.4	0.4	0.0	0.5	0.5	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	D	1570	0.5	0.09		Willow Farm Inc	63 9710	50	News/Talk				0.0	0.0	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	
WUNR	Brookline	B	1600	5.0	5.00		Champion Bcstg	47		Span/News	100			0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	
# AM Stations -				38	# Combos -				19	AM TOTALS			26.1	21.2	20.6	19.4	21.4	20.1	21.1	20.9	21.6	
AM & FM Stations Profiled -				65	# Duopolies -				16	Total Local Commercial Share			78.7	78.2	79.1	79.9	79.1	79.0	80.2	79.9		

• 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
Total	4,614.9

Market Radio Financials

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

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

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	4,463.9	4,614.9	0.7%	4,614.9	4,668.4
Households	1,659.0	1,766.3	1.3%	1,766.3	1,811.6	0.5%
Retail Sales	NA ^{1/}	65,377.9	NA ^{1/}	65,377.9	82,442.7	4.7%
EBI ^{2/}	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+	0.7	62.4	4.4	66.8	67.5	18.7	86.2
Avg 12+	0.2	3.5	2.2	3.3	2.9	0.9	2.0
Tot LCS	0.8	72.4	5.1	77.5	78.3	21.7	100.0
Avg LCS	0.3	4.0	2.6	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	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)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
CIMX	Windsor	C1	88.7	100.0	577	e	CHUM Group Radio	67				Alternative			3.7	3.2	2.9	2.6	3.2	3.1	3.1	3.2	3.2
WMXD	Detroit	B	92.3	45.0	479	d	Clear Channel Comm	64	0008		g	Urban AC	12,900	1.04	4.7	4.6	4.4	5.1	4.6	4.0	4.2	4.4	4.3
WDRQ	Detroit	B	93.1	26.5	669	b	ABC Radio Inc	47	9804		g	Top 40	10,500	0.87	4.6	3.0	3.1	3.7	3.0	3.7	4.0	4.2	3.9
WHMI	Howell	A	93.5	5.2	354		Livingston Radio	77	8810	477	c2	Clsc Hits	500		0.4	0.0	0.3	0.4	0.6	0.0	0.4	0.4	0.0
CIDR	Windsor	C1	93.9	100.0	656	e	CHUM Group Radio	49	8505			AC			1.0	1.2	0.9	0.8	1.2	0.9	0.8	1.0	0.9
WCSX	Birmingham	B	94.7	13.5 cp	951	a	Greater Media	58	7307			Clsc Rock	13,100	1.31	3.8	3.3	3.2	3.5	3.3	3.4	3.5	3.1	2.8
WKQI	Detroit	B	95.5	100.0	427	d	Clear Channel Comm	49	0008		g	Top 40	15,100	1.51	3.8	3.5	3.6	3.4	3.5	3.1	3.1	3.1	3.8
WDVD	Detroit	B	96.3	18.0 cp	764	b	ABC Radio Inc	48	9602		g3	Hot AC	5,000	0.83	2.3	2.8	2.1	2.1	2.8	2.1	2.1	1.6	2.1
WKRK	Detroit	B	97.1	15.0	892	c	Infinity Bcstg	41	0102		g1	Talk	8,000	1.21	2.5	2.1	2.4	1.7	2.1	2.1	2.0	2.2	2.3
• WJLB	Detroit	B	97.9	50.0	489	d	Clear Channel Comm	26	0008		g	Urban	16,800	1.08	5.9	5.6	5.8	5.3	5.6	5.2	5.6	4.7	6.1
WVMV	Detroit	B	98.7	50.0	463	c	Infinity Bcstg	61	0102		g1	SmJaz/NAC	14,200	0.88	6.1	4.6	4.5	5.0	4.6	5.9	4.7	5.0	5.1
WYCD	Detroit	B	99.5	17.5	787	c	Infinity Bcstg	60	0102		g1	Country	11,700	0.97	4.6	3.9	4.1	3.8	3.9	4.4	3.8	3.7	4.3
WNIC	Dearborn	B	100.3	32.0	600	d	Clear Channel Comm	46	0008		g	AC	19,600	1.46	5.1	4.4	4.1	5.0	4.4	3.5	4.5	4.8	5.3
WRIF	Detroit	B	101.1	11.0	955	a	Greater Media	48	9409	11,500		AOR	19,600	1.38	5.4	4.6	4.7	4.2	4.6	4.6	4.8	4.1	4.8
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		Oldies	4,000	0.58	2.6	2.5	2.6	2.4	2.5	2.3	1.8	2.3	1.5
WMUZ	Detroit	B	103.5	50.0	466	g	Crawford Bcstg Co	58				ChrsContem	1,800	0.62	1.1	1.1	1.1	1.0	1.1	0.9	0.9	1.0	0.9
WOMC	Detroit	B	104.3	190.0	361	c	Infinity Bcstg	48	0102		g1	Oldies	21,100	1.29	6.2	5.1	5.3	5.3	5.1	5.2	4.8	4.9	5.1
WMGC	Detroit	B	105.1	13.5	955	a	Greater Media	60	9701		sw	AC	14,000	1.24	4.3	4.0	3.5	3.7	4.0	3.5	3.9	4.2	2.7
WDTJ	Detroit	B	105.9	20.0	725	f	Radio One Inc	60	9806	34,000		Urban	7,800	0.57	5.2	4.2	4.5	4.1	4.2	4.3	4.6	4.7	4.0
WDTW	Detroit	B	106.7	61.0 cp	535	d	Clear Channel Comm	60	0008		g	Clsc Hits	7,200	1.01	2.7	1.6	1.8	1.7	1.6	2.6	2.3	2.1	2.4
WSAQ	Port Huron	A	107.1	6.0	299	h	Liggett Comm LLC	64	0005	3,200	c4	Country	400		0.1	0.7	0.7	0.0	0.7	0.0	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	1.5	1.3	1.3	1.5	1.1	1.1	1.0	1.1
# FM Stations -					23	# Combos -					20	FM TOTALS			77.4	67.5	66.9	66.1	68.1	65.9	66.0	66.1	66.6

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1/ See introduction section for interpretation of revenue estimates.

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Detroit, MI Market Overview



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St. Clair, MI	167.2
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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%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.03/1,000	\$4.20/1,000	Local 76%
Revenue/Capita	\$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 ^{1/}	65,377.9	NA ^{1/}	65,377.9	82,442.7	4.7%
EBI ^{2/}	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+	0.7	62.4	4.4	66.8	67.5	18.7	86.2
Avg 12+	0.2	3.5	2.2	3.3	2.9	0.9	2.0
Tot LCS	0.8	72.4	5.1	77.5	78.3	21.7	100.0
Avg LCS	0.3	4.0	2.6	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.
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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	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer	
																2003	2003	2002	2002	2002	2002	2001	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	0.0	0.0
CKWW	Windsor	B	580	0.5	0.50	e	CHUM Group Radio	82	9303			Adlt Stndrd			2.6	2.0	1.8	2.5	2.0	2.5	2.4	1.9	1.8	
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	
WJR	Detroit	A	760	50.0	50.00	b	ABC Radio Inc	22	9602		g3	FullService	20,000	1.03	7.4	5.7	5.9	6.1	5.7	6.1	6.6	6.2	6.6	
CKLW	Windsor	B	800	50.0	50.00	e	CHUM Group Radio	32	8505			News/Talk			0.5	0.5	0.7	0.5	0.5	0.4	0.5	0.3	0.6	
WWJ	Detroit	B	950	50.0	50.00	c	Infinity Bcstg	20	0102		g1	News	23,200	1.36	6.5	6.2	6.0	5.3	6.2	5.3	5.8	6.1	5.7	
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	1.0	1.5	1.3	1.0	1.6	1.2	1.2	1.2	
WCHB	Taylor	B	1200	50.0	15.00	f	Radio One Inc	56	9806			Gospel	1,200		0.9	0.7	1.2	0.9	0.7	0.7	1.0	0.8	0.5	
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 cp	50.00	c	Infinity Bcstg	25	0102		g1	Talk	5,000	1.19	1.6	1.3	1.4	1.0	1.3	1.6	1.2	1.6	1.4	
WXDX	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	0.0	0.5	0.4	0.5	0.6	0.4	0.6	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	0.9	0.7	1.0	0.9	0.7	1.1	1.1	0.8	
WMKM	Inkster	B	1440	1.0	1.00	e	Gallagher, M. & K.	89	8911	850		Gospel				0.4	0.0	0.0	0.4	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 cp	10.00		Midwest Bcstg Corp	25	9312	2,650		Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	18.7	19.7	19.0	19.2	19.5	20.2	19.8	19.0
				AM & FM Stations Profiled -		43	# Duopolies -		14	Total Local Commercial Share						86.2	86.6	85.1	87.3	85.4	86.2	85.9	85.6	

• 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
Total	4,327.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$226,900	\$261,000	\$305,300	\$358,400	\$350,400	\$368,800
Δ 01 - 02	5.3%						
★★		2003	2004	2005	2006	2007	Δ 02 - 07
		\$390,000	\$417,300	\$442,400	\$466,700	\$490,000	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$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 ^{1/}	64,666.4	NA ^{1/}	64,666.4	88,777.7	6.5%
EBI ^{2/}	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							
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	4		22	21	26	43	69
Tot 12+	2.3		67.3	68.4	69.6	18.4	88.0
Avg 12+	0.6		3.1	3.3	2.7	0.4	1.3
Tot LCS	2.6		76.5	77.7	79.1	20.9	100.0
Avg LCS	0.7		3.5	3.7	3.0	0.5	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													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	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	14.5	951	c	Infinity Bcstg	65	0102		g1	Clsc Rock	15,700	1.37	3.1	2.6	2.5	1.9	2.9	2.7	2.9	2.6	4.0	
• WVFX	Manchester	C1	93.3	27.0	1611		Provident Bcstg Co	67	8108			ChrsContem	2,700		0.7	0.8	0.8	0.5	0.4	0.6	0.7	0.7	1.0	
WSTR	Smyrna	C	94.1	100.0	1020	g	Jefferson-Pilot Comm	66	7401			Top 40	28,000	1.58	4.8	3.8	4.1	3.4	4.4	4.2	4.3	4.0	5.4	
• WLTM	Atlanta	C1	94.9	100.0	978	d	Clear Channel Comm	62	9905		g2	Soft AC	20,500	1.11	5.0	3.5	4.3	4.9	3.8	3.9	4.2	5.6	4.0	
WBTS	Athens	C1	95.5	74.0	1116	b	Cox Radio Inc	48	9908	78,000		CHR/Rhymc	8,500	0.68	3.4	3.3	2.9	3.7	3.1	3.2	2.9	2.7	2.9	
WKLS	Atlanta	C	96.1	100.0	984	d	Clear Channel Comm	60	9905		g2	Rock	18,200	1.15	4.3	3.4	3.4	3.6	3.9	3.5	3.7	4.1	3.6	
WBZY	Peachtree City	A	96.7	2.2	551	d	Clear Channel Comm	48	9903		g4	Modern Rock	1,300		0.2	0.7	1.0	0.9	0.7	0.0	0.1	0.0	0.7	
WFOX	Gainesville	C	97.1	100.0	1585	b	Cox Radio Inc	65	0008		g	Urban	17,000	1.49	3.1	1.7	1.6	2.5	2.6	3.4	2.4	2.5	2.6	
• WPZE	Fayetteville	C3	97.5	7.9	574	j	Radio One Inc	66	9501	4,500	1	Gospel	4,000	0.19	5.6	5.4	4.8	4.9	5.4	6.3	5.1	3.1	0.0	
WSB	Atlanta	C	98.5	100.0	1027	b	Cox Radio Inc		34			Soft AC	21,000	1.27	4.5	3.9	3.3	4.6	3.1	4.0	4.7	3.9	5.0	
WNNX	Atlanta	C0	99.7	100.0	1034	m	Susquehanna Radio	63	7402			Modern Rock	21,400	1.09	5.3	3.3	3.3	2.9	4.2	4.2	4.7	5.5	4.6	
WNSY	Talking Rock	C3	100.1	7.0	617	p	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	m	Susquehanna Radio	47	9705	15,050	c1	CHR	4,000	0.47	2.3	2.4	2.2	2.2	2.1	1.9	2.0	2.0	1.5	
WKHX	Marietta	C	101.5	100.0	984	a	ABC Radio Inc	60	9602		g3	Country	19,700	0.99	5.4	4.5	4.3	4.3	4.8	4.1	5.4	4.7	5.5	
• WLKQ	Buford	A	102.3	4.2 cp	390		Davis Bcstg	70	0305 p	5,250		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	1.6	2.1	2.5	2.0	1.6	1.9	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	9.6	8.6	8.7	9.4	9.3	9.4	10.0	10.1	
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	3.5	4.0	4.2	4.4	4.2	4.4	5.6	4.9	
WFSH	Athens	C1	104.7	100.0	981	e	Salem Comm Corp	64	0009		sw	ChrsContem	600	0.06	2.7	2.5	2.6	2.5	2.4	2.1	2.7	2.2	2.4	
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	1.5	1.6	1.8	1.4	2.0	0.6	0.0	0.0	
• WLCL	Canton	C2	105.7	20.0 cp	781	d	Clear Channel Comm	64	9905		g2	Oldies	8,000	1.55	1.4	2.3	2.2	0.9	1.4	1.1	1.1	1.2	1.7	
WYAX	Gainesville	C	106.7	100.0	1417	a	ABC Radio Inc	49	9602		g3	Country	8,600	0.75	3.1	2.7	3.4	2.4	3.2	2.4	3.0	2.5	2.6	
WTSH	Rockmart	C2	107.1	45.0	518		Southern Bcstg Cos		72			Country				0.4	0.0	0.5	0.0	0.0	0.0	0.5	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	2.7	2.8	2.8	3.4	2.8	3.0	3.1	3.5	
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	3.5	4.3	4.3	4.4	4.4	3.8	3.3	4.3	
# FM Stations -					26	# Combos -					22	FM TOTALS				81.7	69.6	70.1	70.9	73.4	71.9	73.0	69.8	70.3

• 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)

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Carroll, GA	90.7
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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
Total	4,327.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$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	\$442,400	\$466,700	\$490,000	5.8%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$5.70/1,000	2007 \$5.52/1,000	Est. Breakout			
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 ^{1/}	64,666.4	NA ^{1/}	64,666.4	88,777.7	6.5%
EBI ^{2/}	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							
Ethnic Population:								
White	62.1%							
Black	29.3%							
Asian	3.5%							
Hispanic	7.1%							
Median Household	\$ 46,170							
Avg Household	\$ 58,569							

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		22	21	26	43	69
Tot 12+	2.3		67.3	68.4	69.6	18.4	88.0
Avg 12+	0.6		3.1	3.3	2.7	0.4	1.3
Tot LCS	2.6		76.5	77.7	79.1	20.9	100.0
Avg LCS	0.7		3.5	3.7	3.0	0.5	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

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acc'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)											Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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
WPLO	Grayson	D	610	1.5	0.23	l	Prieto Comm Inc	59	9607	1,300		Spanish	1,200		0.3	0.6	1.3	0.0	0.0	0.5	0.0	0.5	0.4
WGST	Atlanta	B	640	50.0	1.00	d	Clear Channel Comm	22	9905		g2	News	15,600	1.41	3.0	3.3	2.7	3.2	2.5	2.5	2.5	3.1	2.8
WCNN	North Atlanta	B	680	50.0	10.00	f	Dickey Bros Bcstg	67	0009		d1	Sports	3,900		0.8	0.7	1.2	0.7	0.7	0.8	0.9	0.5	0.8
WSB	Atlanta	A	750	50.0	50.00	b	Cox Radio Inc	22	3906			News/Talk	42,000	1.05	10.8	10.1	9.4	9.1	9.0	9.3	8.9	11.0	10.2
WQXI	Atlanta	B	790	28.0	1.00	g	Jefferson-Pilot Comm	47	7403			Sports	4,800	1.30	1.0	0.7	0.9	0.9	0.9	0.7	1.2	0.8	0.9
WAEC	Atlanta	B	860	5.0	0.50	n	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
WNIV	Atlanta	D	970	5.0	0.00	e	Salem Comm Corp	48	9908	8,000	c4	Chrst/Talk	700		0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.3	0.0
WGUN	Atlanta	D	1010	50.0	0.08		Rivers Group	47				Inspr/Info				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPBS	Conyers	D	1040	12.0	cp	0.08	Midway Holiness Ch	79	9302	85		Christian	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WFTD	Marietta	D	1080	50.0	cp	0.00	Prieto Comm Inc	55	0111	2,100		Span/Mexcn				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWWE	Hapeville	D	1100	5.0	0.00	n	Beasley Bcst Group	47	0001		c3	Span/Relgn	600			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.9
WLBA	Gainesville	D	1130	10.0	0.00	h	La Favorita Inc	57	9703	275		Span/Mexcn				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WMLB	East Point	D	1160	50.0	cp	0.16	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
WMLE	Cumming	D	1170	5.0	0.00	l	Corey, William E.	62	0105			DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGKA	Atlanta	D	1190	25.0	cp	0.00	e	Salem Comm Corp	55	0002	8,000		200			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
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
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
● WCHK	Canton	B	1290	5.0	0.50	p	McClure Bcstg	57				Cty/Nws/Tlk				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
WNEA	Newnan	D	1300	1.0	0.05	o	Word Christian Bcstg	62	0005	135		Christian				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
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
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
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	0.0	0.0
WAOK	Atlanta	B	1380	5.0	4.20	c	Infinity Bcstg	54	0102		g1	News/Talk	4,000		0.7	0.6	0.4	0.5	0.0	0.0	0.9	1.7	1.9
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
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	0.0	0.0	0.1	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
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
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
WBHF	Cartersville	C	1450	1.0	cp	1.00	Anverse Inc	46	0007			Oldies				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
WXEM	Buford	B	1460	5.0	0.19	h	La Favorita Inc	57	9106	120	+	Span/Mexcn	600		0.3	0.2	0.0	0.6	0.3	0.4	0.2	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
WKUN	Monroe	C	1490	1.0	cp	1.00	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
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
WDPC	Dallas	D	1500	5.0	cp	0.00	o	Word Christian Bcstg	79	9606	85		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDCY	Douglasville	D	1520	2.5	0.00	o	Word Christian Bcstg	64	9304		95	+	Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAZX	Smyrna	B	1550	50.0	0.50		Macias, Javier	62	9308	1,100		Mexican	2,000	0.54	1.0	0.8	0.7	1.1	1.0	1.2	1.0	0.4	0.9
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
● WAOS	Austell	D	1600	20.0	0.07	h	La Favorita Inc	68	9006		st	Span/Mexcn	1,100		0.3	0.9	0.0	0.4	0.2	0.1	0.6	0.0	0.3
				# AM Stations -		43		# Combos -		26		AM TOTALS			18.3	18.4	17.4	16.5	14.6	15.5	16.2	18.4	19.1
				AM & FM Stations Profiled -		69		# Duopolies -		19		Total Local Commercial Share			88.0	87.5	87.4	88.0	87.4	89.2	88.2	89.4	

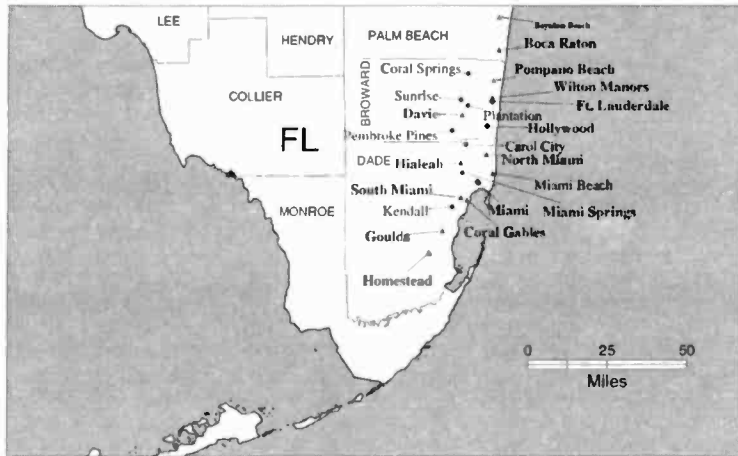
● Indicates a change since last edition

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
Total	3,975.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES **

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$200,300	\$214,900	\$241,200	\$269,200	\$259,000	\$274,400	6.5%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
5.9%	\$287,100	\$307,200	\$328,700	\$346,800	\$364,100	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$5.20/1,000	\$5.84/1,000	Local 73%
Revenue/Capita	\$56.38	\$69.02	\$85.84	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 ^{1/}	52,725.7	NA ^{1/}	52,725.7	62,351.6	3.4%
EBI ^{2/}	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
Total	3,975.6	634.7	328.1	337.3	563.6	635.0	530.4	946.5
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			18	18	18	26	44
Tot 12+			66.8	66.8	66.8	19.3	86.1
Avg 12+			3.7	3.7	3.7	0.7	2.0
Tot LCS			77.6	77.6	77.6	22.4	100.0
Avg LCS			4.3	4.3	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.

Competitive Overview

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

FM Stations

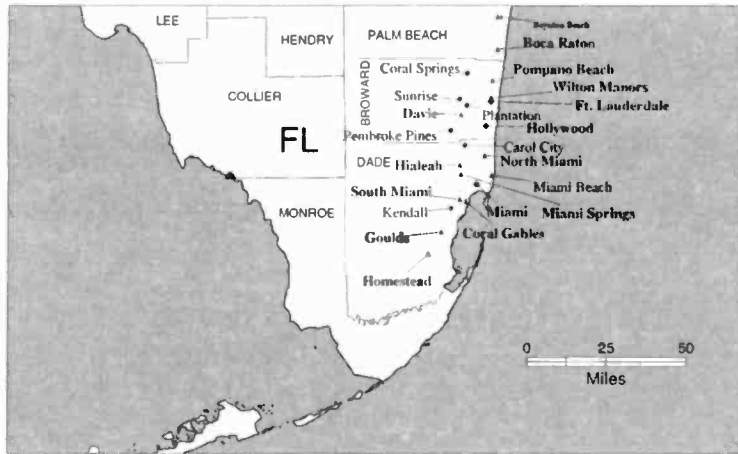
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WCMQ	Hialeah	C2	92.3	31.0	617	c	Spanish Bcstg System	69	8611		Span/Clsc	6,900	0.57	4.4	4.3	4.2	3.9	3.9	4.0	3.7	3.5	3.4	
WPYM	Miami	C	93.1	100.0	1007	b	Cox Radio Inc	60	0007		CHR/Rhymc	6,000	0.59	3.7	2.6	2.1	2.9	2.9	3.0	3.6	3.4	3.7	
WLVE	Miami Beach	C	93.9	100.0	1007	f	Clear Channel Comm	68	9712		g1 1 Smooth Jazz	12,000	1.02	4.3	3.3	3.7	3.7	3.3	4.1	4.0	3.3	3.5	
WZTA	Miami Beach	C	94.9	100.0	1007	f	Clear Channel Comm	61	9712		g1 1 Rock	10,800	1.19	3.3	2.6	2.8	2.7	2.8	3.2	2.8	2.6	3.0	
WXDJ	North Miami	C2	95.7	40.0	548	c	Spanish Bcstg System	86	9704	111,000	d1	Span/Trpcl	11,400	1.26	3.3	3.2	2.4	2.6	3.1	2.5	2.9	3.0	3.3
WPOW	Miami	C	96.5	100.0	1007	e	Beasley Bcst Group	85	8603	10,600		Rhymc/CHR	15,600	0.92	6.2	5.6	5.7	6.2	6.0	5.2	4.8	5.5	5.6
WFLC	Miami	C	97.3	100.0	1007	b	Cox Radio Inc	51			AC	12,200	1.31	3.4	2.6	3.3	2.7	2.8	3.3	2.7	3.0	2.8	
WRTO	Goulds	C	98.3	100.0	1408	a	Univision Comm Inc	76	0206 p		st	Span/Trpcl	8,700	0.93	3.4	2.9	3.3	3.0	3.8	2.8	2.6	2.5	3.5
WEDR	Miami	C1	99.1	100.0	919	b	Cox Radio Inc	63	0008		sw	Urban	20,400	0.84	8.9	5.0	5.7	6.3	7.3	7.6	8.1	7.8	7.4
WKIS	Boca Raton	C	99.9	100.0	984	e	Beasley Bcst Group	65	9610	57,000	c2	Country	11,700	1.29	3.3	3.2	2.8	3.0	2.6	2.9	3.1	2.9	3.6
WHYI	Fort Lauderdale	C	100.7	100.0	1007	f	Clear Channel Comm	60	9410		g	1 CHR	11,500	1.02	4.1	3.0	3.2	3.2	3.3	3.4	3.6	3.7	3.4
WLYF	Miami	C1	101.5	100.0	810	d	Jefferson-Pilot Comm	70				AC	15,800	1.09	5.3	5.3	4.8	4.5	4.1	5.2	4.4	4.7	4.1
WMXJ	Pompano Beach	C	102.7	100.0	1007	d	Jefferson-Pilot Comm	60	9402	17,800		Oldies	9,300	0.94	3.6	3.4	3.4	3.3	2.8	3.3	3.1	3.2	3.3
WMIB	Fort Lauderdale	C	103.5	100.0	1007	f	Clear Channel Comm	59	9712		g1 1 Hip Hop	5,200	0.73	2.6	3.4	3.9	2.0	2.5	1.8	2.2	2.4	2.4	
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	4.2	4.6	4.1	4.6	5.0	5.1	4.5
• WBGJ	Fort Lauderdale	C0	105.9	100.0	1030	f	Clear Channel Comm	60	9403	14,000	1	Clsc Rock	9,100	1.00	3.3	2.8	2.6	2.7	2.8	3.1	2.8	2.7	3.1
WRMA	Fort Lauderdale	C	106.7	100.0	984	c	Spanish Bcstg System	62	9704		d1	Span/BtFM	11,100	0.94	4.3	4.1	3.5	3.8	4.4	3.7	3.3	3.4	3.0
WAMR	Miami	C1	107.5	95.0	1007	a	Univision Comm Inc	47	0206 p		st	Span/CHR	19,000	1.28	5.4	4.9	4.0	4.0	4.2	4.4	5.5	4.7	4.1
# FM Stations -				18	# Combos -				18	FM TOTALS				78.2	66.8	65.6	65.1	66.7	68.1	68.2	67.4	67.7	

• 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
Total	3,975.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$200,300	\$214,900	\$241,200	\$269,200	\$259,000	\$274,400
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.20/1,000	\$5.84/1,000	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	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 ^{1/}	52,725.7	NA ^{1/}	52,725.7	62,351.6	3.4%
EBI ^{2/}	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
Total	3,975.6	634.7	328.1	337.3	563.6	635.0	530.4	946.5
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			18	18	18	26	44
Tot 12+			66.8	66.8	66.8	19.3	86.1
Avg 12+			3.7	3.7	3.7	0.7	2.0
Tot LCS			77.6	77.6	77.6	22.4	100.0
Avg LCS			4.3	4.3	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.

Competitive Overview

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

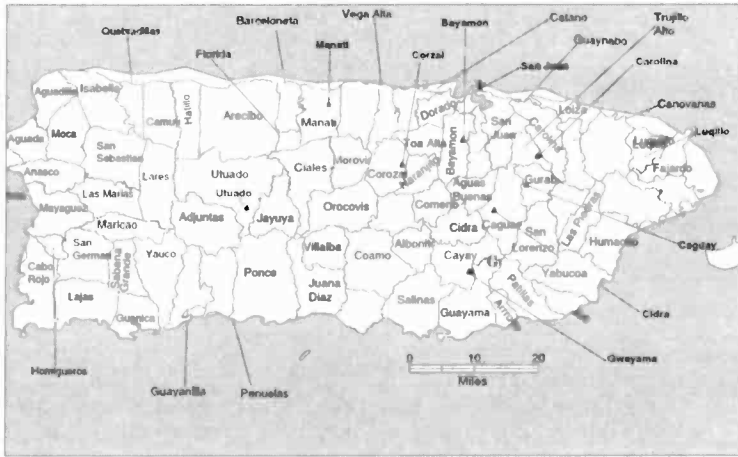
AM Stations		ARB 12+ Metro Shares (see rights)																					
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WQAM	Miami	B	560	5.0	1.00	e	Beasley Bcst Group	21	9610		c2	Sports	20,000	2.28	3.2	2.1	2.2	2.7	2.5	2.8	2.8	2.9	2.0
WIOD	Miami	B	610	5.0	5.00	f	Clear Channel Comm	26	9712		g1	Nws/Tlk/Spt	9,700	0.98	3.6	3.4	3.7	3.3	3.1	3.1	3.0	3.3	2.9
WWFE	Miami	B	670	50.0	1.00	g	Carreras,Carlos etal	89	9306	2,700		Spn/Spt/Nws	700		0.8	0.5	0.5	0.5	0.7	0.6	0.6	0.7	0.5
WAQI	Miami	B	710	50.0	50.00	a	Univision Comm Inc	39	0206 p		st	Spn/Nws/Tlk	7,000	0.51	5.0	3.4	4.8	4.5	4.1	4.9	4.2	4.0	5.1
WAXY	South Miami	B	790	5.0	5.00	d	Jefferson-Pilot Comm	47	8511	6,000		Talk/Nstlg	1,300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.7	0.7	0.8	0.7	0.7	0.9	0.5
WRFX	Miami	B	940	50.0	10.00	f	Clear Channel Comm	46	9712		g1	Sprts/Talk	2,000		0.6	0.4	0.4	0.6	0.4	0.6	0.4	0.5	1.0
WHSR	Pompano Beach	B	980	5.0 cp	2.20	e	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			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	0.0	0.0	0.3	0.4	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	0.63	2.3	2.6	1.6	1.8	1.9	2.0	2.0	1.9	2.2
WAVS	Davie	B	1170	5.0	0.25		Radio WAVS Inc	83	8305	600	e	Ethnic	1,300		0.8	0.9	1.3	0.7	0.8	0.5	0.8	0.6	0.5
WNMA	Miami Springs	B	1210	25.0	2.50	h	Radio Unica	58	9808		na	Spn/Nws/Tlk	3,900		0.9	0.7	0.4	0.5	1.0	0.5	0.8	0.9	0.7
WSUA	Miami	B	1260	5.0	5.00		El Dorado Bcstg Corp	69	9505	2,750		Spn/Nws/Var	3,900	0.84	1.7	1.4	1.4	1.5	1.7	1.4	1.3	1.3	1.6
WLQY	Hollywood	B	1320	5.0	5.00		Entravision Comm Co	53	0008		g4	Ethnic	400		0.1	0.4	0.5	0.0	0.0	0.0	0.0	0.4	0.0
WKAT	North Miami	B	1360	5.0	1.00		Spanish Media Bcstg	37	9912	7,800		Classical	1,300		0.3	1.0	1.4	1.6	0.3	0.3	0.0	0.3	0.4
• WFL	Fort Lauderdale	C	1400	1.0	1.00		J Crystal Entrprises	46	9808		sw	Bus News	900			0.3	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	0.0	0.0	0.3	0.0
WWNN	Pompano Beach	B	1470	50.0	2.50	e	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 Birth Bcstg Corp	49	9502	1,500		Gospel	800	0.21	1.4	1.5	1.2	1.1	1.3	1.1	1.3	1.0	1.0
WEXY	Wilton Manors	B	1520	3.5	0.25		Multicultural Bcstg	63	0304	2,740		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	g	Carreras,Carlos etal	63	9303	525		Span/Easy				0.0	0.0	0.4	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	h	Radio Unica	98				2 Span/Chrst			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
				# AM Stations -		26	# Combos -		12	AM TOTALS				21.9	19.3	20.1	20.2	19.0	18.5	17.9	19.3	18.4	
				AM & FM Stations Profiled -		44	# Duopolies -		14	Total Local Commercial Share				86.1	85.7	85.3	85.7	86.6	86.1	86.7	86.1		

• 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	\$112,400	\$118,600	\$124,500	5.5%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$5.42/1,000	\$6.19/1,000	Local 60%
Revenue/Capita	\$19.91	\$24.42	\$31.30	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 ^{1/}	17,559.8	NA ^{1/}	17,559.8	20,121.0	2.8%
EBI ^{2/}	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	52	94
Tot 12+	6.2	64.5		66.9	70.7	18.1	88.8
Avg 12+	0.6	2.0		2.4	1.7	0.3	0.9
Tot LCS	7.0	72.6		75.3	79.6	20.4	100.0
Avg LCS	0.7	2.3		2.7	1.9	0.4	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

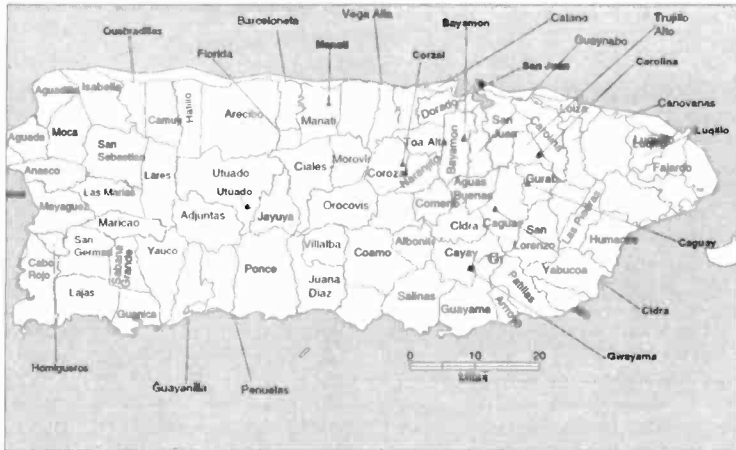
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
WZET	Hormigueros	A	92.1	3.0	1106	i	Spanish Bcstg System	80	9904	16,000	c1	Spn/8H/8&9	500			0.3	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.3	
WZOL	Luquillo	A	92.1	4.6	915		Asn PR Advent 7D	75				Span/Chrst	300		0.3	0.0	0.3	0.0	0.4	0.0	0.4	0.3	0.0	0.0	
WORO	Corozal	B	92.5	50.0	1198	j	Roman Catholic	68				Span/Easy	2,600	0.83	3.3	3.0	3.5	3.0	3.3	3.1	2.9	2.4	2.7	2.7	
WTPM	Aguadilla	B	92.9	50.0	1207		Corp 7th Day Advent	71				Span/RlgMs	400		0.4	0.4	0.0	0.3	0.0	0.7	0.4	0.4	0.0	0.0	
WYQE	Naguabo	A	92.9	3.9	751		El Yunque Bcstg Inc	94				Span/Trpcl	550		0.3	0.0	0.0	0.0	0.0	0.4	0.3	0.5	0.4	0.4	
WZMT	Ponce	B1	93.3	14.5	-226	i	Spanish Bcstg System	69	0001			Span/Trpcl	600		0.9	0.6	0.7	0.6	0.8	0.9	0.7	0.9	0.6	0.6	
• WZNT	San Juan	B	93.7	28.0	1837	i	Spanish Bcstg System	59	0001	90,800	d1	Span/Trpcl	4,600	0.86	5.6	4.2	4.6	4.1	5.3	5.4	5.1	4.1	4.1	4.1	
WNOD	Mayaguez	B	94.1	25.0	1959	i	Spanish Bcstg System	60	0001			Spn/CHR/T4	1,100	0.77	1.5	0.5	0.5	0.9	1.2	1.1	1.4	1.7	2.3	2.3	
WODA	Bayamon	B	94.7	31.0	cp	1837	i	Spanish Bcstg System	59	0001		d1	Spn/Trp/Urb	1,200	0.97	1.3	0.5	0.6	0.5	0.7	1.2	1.6	1.2	1.5	1.5
WEGM	San German	B	95.1	25.0	1969	i	Spanish Bcstg System	69	0001			Span/CHR	800	0.56	1.5	1.7	1.2	1.2	1.4	1.1	1.5	1.5	1.7	1.7	
WFID	Rio Piedras	B	95.7	11.5	cp	2782	m	UNO Radio Group	58	9805	11,538	c1	Span/BtfMs	4,900	1.05	4.9	3.8	3.6	4.1	4.1	4.0	3.7	5.8	4.9	4.9
WAEL	Maricao	B	96.1	24.0	2011	c	WAEL Inc	70				Span/Trpcl	600	0.57	1.1	1.0	1.5	1.0	1.0	0.8	0.9	1.3	0.8	0.8	
WCMA	Fajardo	B	96.5	11.5	2795	i	Spanish Bcstg System	69	9901	8,250		Spn/8H/8&9	1,100	0.61	1.9	1.2	1.1	1.7	1.6	1.7	1.6	1.9	2.0	2.0	
WNRT	Manati	B	96.9	50.0	951		Arecibo Bcstg Corp	73				Spn/RMs/Var	1,000	1.05	1.0	0.8	1.3	1.2	0.8	0.8	1.3	0.8	1.1	1.1	
WIOB	Mayaguez	B	97.5	50.0	cp	1194	i	Spanish Bcstg System	47	0001		d1	Span/BtfMs	1,800	1.00	1.9	1.1	1.9	1.8	1.6	1.5	2.2	1.6	1.5	1.5
WBRQ	Cidra	A	97.7	4.4	899		Newlife Bcstg Inc	72	0104	3,600		Span/Chrst	2,000	0.91	2.3	3.5	3.6	3.8	3.4	2.2	1.1	1.5	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	0.3	0.4	0.4	0.2	0.3	0.3	
WSAN	Las Piedras	A	98.3	0.8	cp	1959		Colon-Ventura, Carl	78			Span/Top40	200		0.1	0.0	0.4	0.3	0.0	0.0	0.4	0.0	0.0	0.0	
WPRM	San Juan	B	98.5	25.0	1910	m	UNO Radio Group	59	7304			Span/Trpcl	9,900	1.27	8.2	8.2	6.6	6.5	6.1	7.8	7.4	8.0	7.2	7.2	
• WXZX	Culebra	A	98.7	6.0	cp	584	f	Aerco Bcstg Corp	96	0303 p	2,300		Span/SftAC			0.0	0.0	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	0307	32,000	d4	Spn/T40/Var	1,800	1.00	1.9	1.0	1.0	1.2	1.7	1.7	1.6	1.7	2.2	2.2	
WIOA	San Juan	B	99.9	31.0	1837	i	Spanish Bcstg System	61	0001			d1	Span/BtfMs	4,800	0.99	5.1	4.5	3.9	3.8	4.8	4.6	4.5	4.4	3.9	3.9
WIVA	Aguadilla	B	100.3	22.0	2015	m	UNO Radio Group	64	3			Span/Trpcl	1,700	0.66	2.7	2.8	2.3	2.5	2.4	2.3	2.4	2.5	2.8	2.8	
• WXYX	Bayamon	B	100.7	50.0	1093		RAAD Bcstg	79				SpnAC/VarHt	2,000	0.75	2.8	2.0	2.4	1.8	2.3	2.6	2.8	2.2	2.5	2.5	
WPIO	Ponce	B	101.1	50.0	cp	-108	m	UNO Radio Group	06	9503	1,500		Span/Trpcl	1,500	1.43	1.1	0.9	1.9	1.0	0.8	0.6	1.2	1.2	0.8	0.8
WKSA	Isabela	B	101.5	50.0	423	a	Isabela Bcstg Co Inc	61				Span/Varty	500		0.5	0.5	0.6	0.6	0.7	0.3	0.3	0.4	0.5	0.5	
WZAR	Ponce	B	101.9	14.0	2589	m	UNO Radio Group	66	9910	10,750	d3	Span/Varty	2,800	0.98	3.0	3.3	1.8	2.2	2.8	2.1	2.8	3.0	1.9	1.9	
WMIO	Cabo Rojo	A	102.3	3.0	781	n	Bestov Bcstg	88	9905	3,650	c1	Span/UrCHR	200		0.6	0.8	0.9	1.3	0.6	1.3	0.3	0.0	0.0	0.0	
WIAC	San Juan	B	102.5	50.0	1139	h	Bestov Bcstg	61				Span/SftAC	2,600	0.88	3.1	2.6	2.4	2.4	2.4	2.8	2.7	3.3	3.1	3.1	
WDIN	Camuy	B	102.9	50.0	cp	892	o	North Coast Bcstrs	68			Span/Trpcl	600		0.3	0.5	0.3	0.0	0.4	0.3	0.5	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	2.5	2.8	1.5	1.5	1.1	1.2	0.8	1.0	1.0	
WXLX	Lajas	B	103.7	50.0	456		Radio X Bcstg Corp	79				SpnAC/Varty	200		0.2	0.0	0.0	0.3	0.4	0.0	0.0	0.4	0.0	0.0	
• WERR	Utuado	B	104.1	50.0	cp	984		Radio Redentor Inc	70	7506		Span/Varty	600	0.57	1.1	0.9	1.1	0.9	0.8	0.9	0.9	1.2	0.9	0.9	
WKAQ	San Juan	B	104.7	50.0	1221	g	Hispanic Bcstg Corp	58	0307			d4	Spn/T40/Var	7,100	1.38	5.4	4.4	4.3	4.1	4.8	4.8	4.9	4.9	5.0	5.0
WIOC	Ponce	B	105.1	47.0	-200	i	Spanish Bcstg System	70	0001			d1	Span/BtfMs	700		0.6	1.4	0.4	0.6	0.6	0.5	0.6	0.6	0.8	0.8
• WFDT	Aguada	A	105.5	3.0	997	m	UNO Radio Group	75	0105	3,200		Span/RlgMs	300		0.3	0.8	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	1.0	1.4	0.9	1.2	0.9	0.9	1.0	1.2	1.2	
WRRH	Hormigueros	A	106.1	0.4	1893		Renacer Broadcasters	99				Span/CCtmp	400		0.7	0.4	0.8	0.8	0.5	1.1	0.5	0.5	0.6	0.6	
WNIK	Arecibo	B1	106.5	19.5	-269		Kelly Bcstg System	65				Span/Trpcl			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	
WMEG	Guayama	B	106.9	25.0	1949	i	Spanish Bcstg System	66	9904			d1	Span/CHR	3,100	0.86	3.8	3.3	2.3	2.4	2.7	3.3	3.9	3.7	3.4	3.4
WCMN	Arecibo	B	107.3	1.5	-79	l	Caribbean Bcst Corp	67				Span/Top40	800	0.56	1.5	1.0	1.7	1.2	1.4	1.2	1.4	1.4	1.5	1.5	
WVOZ	Carolina	B	107.7	12.0	2759	k	Collazo, Pedro	67				Span/UrCHR	2,000	0.40	5.2	4.9	4.2	4.8	5.5	4.6	4.6	3.9	3.9	3.9	3.9
# FM Stations -					42	# Combos -					28	FM TOTALS			79.2	70.7	68.8	66.5	70.3	70.4	71.7	71.5	69.1		

• 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	\$112,400	\$118,600	\$124,500	5.5%	
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$5.42/1,000	\$6.19/1,000	Local	60%		
Revenue/Capita	\$19.91	\$24.42	\$31.30	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
Households	1,241.1	1,062.6	-3.1%	1,062.6	1,089.5	0.5%
Retail Sales	NA ^{1/}	17,559.8	NA ^{1/}	17,559.8	20,121.0	2.8%
EBI ^{2/}	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	52	94
Tot 12+	6.2	64.5		66.9	70.7	18.1	88.8
Avg 12+	0.6	2.0		2.4	1.7	0.3	0.9
Tot LCS	7.0	72.6		75.3	79.6	20.4	100.0
Avg LCS	0.7	2.3		2.7	1.9	0.4	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	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
				Power (kW)	Power (kW)								Revenue (000)†	Power Ratio		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WPAB	Ponce	B	550	5.0	5.00	e	WPAB Inc	40				Spn/Nws/Tlk	500		0.4	0.6	0.5	0.7	0.5	0.3	0.5	0.2	1.0
WKAQ	San Juan	B	580	10.0	10.00	g	Hispanic Bcstg Corp	22	0307		d4	Spn/Nws/Tlk	5,200	1.37	4.0	3.1	3.5	3.8	3.0	3.5	3.6	4.1	3.8
WAEL	Mayaguez	B	600	5.0	5.00	c	WAEL Inc	99				Span/Oldes	600		0.6	0.5	0.5	0.6	0.6	0.3	0.7	0.5	0.5
WEXS	Patillas	B	610	0.3	1.00		Community Bcstg II	99				Span/Trpcl	100			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WUNO	San Juan	B	630	5.0	5.00	m	UNO Radio Group	60	9804		c1	Spn/Nws/Tlk	2,100	1.10	2.0	3.5	4.5	2.9	2.0	2.4	1.7	1.1	1.2
• WAPA	San Juan	B	680	10.0	10.00	d	Blanco Pi, Wilfredo	47	9101	1,820		Span/News	3,100	0.96	3.4	1.7	3.6	4.1	3.3	3.5	2.1	3.3	3.0
WKJB	Mayaguez	B	710	10.0	0.75		WKJB Inc	99				Spn/Nws/Tlk	400		0.5	0.7	0.5	0.4	0.5	0.4	0.6	0.4	0.6
WIAC	San Juan	B	740	10.0	10.00	h	Bestov Bcstg	47				Spn/Nws/Tlk	1,100	0.96	1.2	0.8	1.7	1.3	1.5	1.3	0.7	0.8	0.8
WORA	Mayaguez	B	760	5.0	5.00	m	UNO Radio Group	47	0106		d2	Spn/Nws/Tlk	700	0.74	1.0	1.4	0.5	1.0	1.1	0.5	1.0	0.6	0.5
WKVM	San Juan	B	810	50.0	50.00	j	Roman Catholic	51	8203	1,019		Span/Oldes	700		0.8	0.6	0.8	0.7	0.8	0.7	0.7	0.7	1.0
WXEW	Yabucoa	B	840	5.0	5.00	cp	WXEW Radio Victoria	78				Span/Trpcl	300		0.3	0.0	0.3	0.4	0.0	0.4	0.3	0.3	0.4
WABA	Aguadilla	B	850	5.0	1.00	cp	Aguadilla Radio & TV	51				Spn/70s/Nst	700		0.8	0.4	0.6	0.8	0.7	1.2	0.4	0.6	0.4
WQBS	San Juan	B	870	5.0	5.00	cp	Aerco Bcstg Corp	54	9009	800		Spn/Spt/Nws	300		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
WYKO	Sabana Grande	B	880	1.0	0.50		Juan Galiano Rivera	99				Span/Varty	200		0.2	0.0	0.3	0.4	0.3	0.0	0.0	0.3	0.4
WPRP	Ponce	B	910	4.4	4.40	m	UNO Radio Group	36	0106		d2	Spn/T40/Nws	400		0.6	1.1	0.5	1.0	0.6	0.3	0.7	0.4	0.3
WEKO	Cabo Rojo	B	930	2.5	2.00	n	Bestov Bcstg	70	9905		c1	Spn/Nws/Tlk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPRA	Mayaguez	B	990	0.9	0.00		Empresas Bechara	37	9606	675		Span/Trpcl	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQOI	Adjuntas	B	1020	1.0	0.28	e	WPAB Inc	97	0102	450		Span/Varty			0.0	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				News/Talk	1,000		0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3
WZNA	Moca	D	1040	5.0	0.25	f	Dominga Barreto Sant	83				Spn/Trp/Var			0.0	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				Span/Varty			0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WLEY	Cayey	B	1080	0.3	0.00	m	Media Power Gr Inc	65	0305 p	6,800	d5	R&BOd/70&8	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSOL	San German	B	1090	0.3	0.73	q	San German Bcstg Gr	55				Span/Varty	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVJP	Caguas	B	1110	2.5	0.50	b	Borinquen Bcstg Co	47				Span/Trpcl			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WMSW	Hatillo	B	1120	2.6	5.00	cp	Aurora Bcstg Corp	99				SpnAC/SitAC			0.0	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			Span/Talk			0.0	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	UNO Radio Group	96	9910		d3	Span/Varty	300		0.3	0.0	0.0	0.3	0.4	0.3	0.3	0.0	0.0
WBMJ	San Juan	B	1190	10.0	5.00	p	Calvry Evangel Missn	68	8904		nc	Rlg/Spn/Inp	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHQY	Salinas	B	1210	5.0	5.00		Colon Radio Corp	96	9703	700		Spn/Var/Trp			0.1	0.3	0.3	0.0	0.3	0.0	0.0	0.0	0.3
WALO	Humacao	C	1240	1.0	1.00	cp	Ochoa Bcstg Corp	58				Span/Trpcl			0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
• WISO	Ponce	B	1260	2.5	2.50	d	Blanco Pi, Wilfredo	53	9602	500		Span/News	400		0.5	0.5	0.6	0.7	0.9	0.6	0.3	0.0	1.1
WCMN	Arecibo	B	1280	5.0	1.00	l	Caribbean Bcst Corp	47				Spn/Nws/Tlk	650	0.62	1.1	0.9	1.0	1.2	0.4	1.5	1.1	0.9	0.7
WTIL	Mayaguez	B	1300	1.0	1.00	n	Francisco Acosta	50				Span/Varty	100		0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
• WSKN	San Juan	B	1320	5.0	2.30	m	Media Power Gr Inc	49	0305 p		d5	Span/News	1,300		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WENA	Yauco	B	1330	2.0	1.40		Southern Bcstg	78				Span/Trpcl	100		0.0	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				Spn/Nws/Tlk			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
WIDA	Carolina	B	1400	1.0	1.00		Primera Iglesia Baut	64	8007	750		Span/Chrst	400		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WUKQ	Ponce	B	1420	1.0	1.00	g	Hispanic Bcstg Corp	88	0307		d4	Spn/Nws/Tlk	200		0.2	0.0	0.0	0.0	0.0	0.3	0.4	0.0	0.3
WNEL	Caguas	B	1430	5.0	5.00	m	UNO Radio Group	47	7304			Span/Oldes	600		0.6	0.5	0.0	0.4	0.5	0.3	0.8	0.7	0.7
WLRP	San Sebastian	B	1460	0.5	0.00		Las Raices Pepiniana	67				Span/Varty	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
• WDEP	Ponce	B	1490	5.0	1.00	m	Media Power Gr Inc	96	0305 p		d5	Spn/Spt/Nws			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMNT	Manati	B	1500	1.0	0.25		Manati Radio Corp	61				Spn/Var/Tik			0.0	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				Span/Trpcl	600		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WUPR	Utuaado	B	1530	1.0	0.25		Central Bcstg Corp	64				Span/Varty	600		0.9	0.0	0.3	0.6	0.5	0.4	1.2	1.1	1.3
WIBS	Guayama	D	1540	1.0	0.00	k	Collazo, Pedro	81	0112	300		Span/Trpcl			0.0	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	Media Power Gr Inc	98	0305 p		d5	Spn/Trp/SHT			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WRSJ	Bayamon	B	1560	2.5	0.75	cp	Internatl Bcstg Corp	47	0305 p		d1	Span/CCtmps	500		0.0	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				Spn/Rlg/Cst			0.0	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	Span/Trpcl			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXRF	Guayama	B	1590	1.0	1.00	k	Collazo, Pedro	48	9708	300		Span/Trpcl	300		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLUZ	Bayamon	B	1600	5.0	5.00		Mkting Promo	66	9811	1,500		Span/Trpcl	300		0.4	0.8	0.0	0.8	0.5	0.3	0.3	0.3	0.6
• WGIT	Canovanas	B	1660	10.0	1.00	f	Collazo, Pedro	01	0306	1,300		Spn/Trp/Var	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
				# AM Stations -		52		# Combos -		29		AM TOTALS		20.3		18.1	20.3	22.4	18.8	18.5	17.7	17.1	20.1
				AM & FM Stations Profiled -		94		# Duopolies -		21		Total Local Commercial Share		88.8		89.1	88.9	89.1	88.9	89.4	88.6	89.2	

• 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
Total	3,640.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$153,500	\$181,200	\$224,200	\$252,900	\$219,400	\$233,900
<hr/>							
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.6%	\$248,000	\$261,700	\$276,100	\$291,300	\$305,800	5.5%
<hr/>							
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$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 ^{1/}	55,368.6	NA ^{1/}	55,368.6	79,743.4	7.6%
EBI ^{2/}	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+			59.2	58.1	59.2	22.1	81.3
Avg 12+			2.8	3.2	2.8	0.6	1.4
Tot LCS			72.8	71.5	72.8	27.2	100.0
Avg LCS			3.5	4.0	3.5	0.8	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	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)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
KLSY	Bellevue	C	92.5	58.0	2343	e	Sandusky Radio	64	7801	1,700		AC	10,800	1.36	3.4	2.2	2.7	2.0	2.9	2.9	2.9	2.7	3.1
KUBE	Seattle	C	93.3	100.0 cp	1270	k	Clear Channel Comm	64	0206		g	2 CHR	10,500	0.69	6.5	5.3	5.9	5.8	5.8	5.8	5.1	5.1	5.4
KMPS	Seattle	C	94.1	58.0	2343	d	Infinity Bcstg	61	0102		g1	Country	18,750	1.11	7.2	6.8	5.5	6.8	5.9	5.6	6.9	6.0	6.1
KJR	Seattle	C	95.7	100.0	1270	k	Clear Channel Comm	60	0206		g	2 Clsc Hits	6,600	1.23	2.3	2.2	2.2	2.4	2.1	2.0	1.8	1.9	2.1
KXXO	Olympia	C	96.1	85.0	2100		3 Cities Inc		90			Soft AC	1,500		0.7	0.0	0.4	0.4	0.4	0.6	0.7	0.5	0.6
KYPT	Seattle	C	96.5	52.0 cp	2290	d	Infinity Bcstg	59	0102		g1	80s Hits	7,600	1.35	2.4	1.9	2.4	1.9	2.0	2.2	2.1	1.9	2.3
KBSG	Tacoma	C	97.3	55.0	2392	i	Entercom	48	9607		sw	1 Oldies	12,300	0.97	5.4	3.6	4.0	4.1	4.1	5.0	5.0	4.0	3.9
KING	Seattle	C	98.1	58.0	2343		Beethoven	47	9501	9,000	st	1 Classical	5,200	0.64	3.5	2.9	3.8	3.2	3.0	2.7	3.2	2.8	3.2
KWJZ	Seattle	C	98.9	53.0	2343	e	Sandusky Radio	58	9604	26,000	c4	Smooth Jazz	8,100	0.64	5.4	3.7	4.3	4.1	5.0	5.8	3.6	3.8	4.0
KAYO	Elma	C1	99.3	12.0	2133	l	South Sound Bcstg LP	81	9905	249	na	Country	400		0.4	0.6	0.8	0.5	0.9	0.4	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	2.6	3.0	3.2	3.0	3.1	3.1	2.9	2.8
KQBZ	Seattle	C	100.7	53.0	2343	i	Entercom	46	9703		sw	1 Talk	4,900	0.75	2.8	2.0	2.1	2.5	2.2	2.1	2.4	2.6	2.2
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	2.3	2.7	2.9	2.5	2.2	3.2	2.6	2.9
KZOK	Seattle	C	102.5	73.0	2290	d	Infinity Bcstg	64	0102		g1	Clsc Rock	19,000	1.77	4.6	3.9	3.2	2.9	3.6	3.7	4.3	3.8	2.9
KMTT	Tacoma	C	103.7	58.0	2343	i	Entercom	58	9808			Adult Rock	11,100	1.44	3.3	2.9	3.3	2.9	2.7	2.8	2.9	2.8	2.7
● KFNK	Eatonville	C3	104.9	17.0	407		Clear Channel Comm	95	0302	4,500	2	Rock	1,400	0.37	1.6	1.7	1.4	1.5	1.5	1.3	1.4	1.1	1.2
KCMS	Edmonds	C1	105.3	54.0	1263	c	Crista Ministries		60			ChrsContem	3,800	0.54	3.0	2.7	2.9	3.1	2.7	2.5	2.5	2.3	2.9
KBKS	Tacoma	C	106.1	68.0	2290	d	Infinity Bcstg	59	0102		g1	AC	10,500	1.02	4.4	3.8	4.0	4.6	4.0	3.7	3.6	3.6	3.3
KWPZ	Lynden	C	106.5	68.0	2333	c	Crista Ministries		60			ChrsContem	300		0.1	0.5	0.0	0.0	0.0	0.4	0.0	0.0	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	4.1	3.5	4.9	4.5	4.1	4.9	5.4	3.8
KNDD	Seattle	C	107.7	50.0	2343	i	Entercom	62	9607		sw	Modern Rock	11,600	1.21	4.1	3.5	3.4	3.3	3.2	3.9	3.5	3.4	3.5
# FM Stations -					21	# Combos -					17	FM TOTALS			73.4	59.2	61.5	63.0	62.0	62.8	63.1	59.2	59.3

● 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
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Kitsap, WA	235.1
Pierce, WA	721.5
Snohomish, WA	624.7
Thurston, WA	213.1
Total	3,640.7

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>
	\$153,500	\$181,200	\$224,200	\$252,900	\$219,400	\$233,900	8.8%
	<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>
	6.6%	\$248,000	\$261,700	\$276,100	\$291,300	\$305,800	5.5%

Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Capita	NA ^{1/}	\$4.22/1,000	\$3.83/1,000	Local 77%
	\$45.83	\$64.25	\$79.00	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	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 ^{1/}	55,368.6	NA ^{1/}	55,368.6	79,743.4	7.6%
EBI ^{2/}	65,067.3	93,805.7	7.6%	93,805.7	133,217.5	7.3%

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)	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+			59.2	58.1	59.2	22.1	81.3
Avg 12+			2.8	3.2	2.8	0.6	1.4
Tot LCS			72.8	71.5	72.8	27.2	100.0
Avg LCS			3.5	4.0	3.5	0.8	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														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	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer	
				Power (kW)	Power (kW)											2003	2003	2002	2002	2002	2002	2001	2001	
KVI	Seattle	B	570	5.0	5.00	f	Fisher Comm Inc	29	9403		c2	Talk	8,500	0.74	4.9	4.2	4.6	4.8	3.2	3.9	5.2	4.2	3.8	
KCIS	Edmonds	B	630	2.3	0.05	c	Crista Ministries	54				Inspiration	600		0.2	0.5	0.5	0.4	0.0	0.4	0.0	0.4	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	5.1	6.1	7.0	9.9	8.8	6.2	9.1	11.5	
● KTTH	Seattle	B	770	50.0	5.00	i	Entercom	25	9808		sw	1 Talk	2,800	0.92	1.3	1.8	1.5	1.0	0.9	0.9	1.5	1.2	1.2	
KGNW	Burien-Seattle	B	820	50.0	5.00	h	Salem Comm Corp	70	8611	2,770		Chrst/Talk	2,500		0.4	0.5	0.4	0.4	0.5	0.5	0.0	0.4	0.0	
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	2.3	2.2	2.1	2.7	2.9	3.4	2.9	3.2	
KGHO	Olympia	D	920	3.0	0.01		MCC Radio LLC	56	9910	650		Oldies				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	2.0	1.9	2.4	1.8	1.4	2.1	2.0	1.7	
KOMO	Seattle	A	1000	50.0	50.00	f	Fisher Comm Inc	26				News	7,400	0.99	3.2	5.1	2.2	1.4	2.1	2.8	2.8	3.1	2.4	
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	0.6	1.2	0.7	0.6	0.0	0.0	0.0	0.8	
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	e	Sandusky Radio	26	9604		c4	Talk				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			0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	
KWYZ	Everett	C	1230	1.0	1.00	g	Suh, Jean	57	0211	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	h 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	
KKMO	Tacoma	B	1360	5.0	5.00	h	Salem Comm Corp	22	9809	500		Mexican	400		0.3	0.0	0.7	0.4	0.5	0.5	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	0211	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	0.11	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	Divrs/Ethnc	700		0.5	0.0	0.6	0.0	0.4	0.4	0.0	0.8	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	22.1	21.9	20.6	22.6	22.5	21.3	24.2	24.7
AM & FM Stations Profiled -				57		# Duopolies -				19		Total Local Commercial Share					81.3	83.4	83.6	84.6	85.3	84.4	83.4	84.0

● 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	\$185,500	\$189,400	\$202,100	10.0%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.7%	\$214,100	\$228,000	\$240,500	\$253,800	\$266,400	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$4.25/1,000	\$4.00/1,000	Local	70%		
	\$47.21	\$62.03	\$71.53	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 ^{1/}	47,585.4	NA ^{1/}	47,585.4	66,522.1	6.9%
EBI ^{2/}	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	1		23	20	24	22	46
Tot 12+	0.4		63.6	62.0	64.0	18.2	82.2
Avg 12+	0.4		2.8	3.1	2.7	0.8	1.8
Tot LCS	0.5		77.4	75.4	77.9	22.1	100.0
Avg LCS	0.5		3.4	3.8	3.2	1.0	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 Flagstaff.

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		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
KKFR	Glendale	C	92.3	100.0	1640	e	Emmis	79	0008		g	UrCHR/HpH	9,200	0.84	5.4	5.1	4.2	3.8	4.3	4.9	4.2	4.4	4.2
KDKB	Mesa	C	93.3	100.0	1539	f	Sandusky Radio	68	7810	3,700		AOR	10,800	1.44	3.7	3.0	3.3	3.9	3.4	2.5	3.2	3.0	3.2
KOOL	Phoenix	C	94.5	100.0	1654	a	Infinity Bcstg	56	0008		g3	Oldies	16,400	1.21	6.7	5.2	5.5	5.1	5.3	5.6	6.1	4.8	7.0
KYOT	Phoenix	C	95.5	100.0	1572	d	Clear Channel Comm	63	0008		g	Smooth Jazz	12,000	1.06	5.6	4.3	4.1	4.3	3.5	4.5	5.3	4.9	4.7
KSWG	Wickenburg	C3	96.3	6.4 cp	646		Circle S Bcstg Co	92				Country	900			0.7	0.5	0.4	0.0	0.0	0.0	0.0	0.4
• KMXB	Phoenix	C	96.9	100.0	1558	d	Clear Channel Comm	64	9905		g1	Modern AC	5,700	0.81	3.5	3.1	3.3	3.2	3.1	2.7	3.3	2.4	3.5
KUPD	Tempe	C	97.9	100.0	1621	f	Sandusky Radio	60	9405	20,000	c2	AOR	11,000	1.21	4.5	3.5	3.5	3.6	3.5	3.6	4.0	3.7	4.1
KKLT	Phoenix	C	98.7	100.0	1788	e	Emmis	60	0103	160,000	d1	AC	7,500	0.81	4.6	2.9	2.2	3.6	4.1	3.7	3.6	3.7	3.2
• KESZ	Phoenix	C	99.9	100.0	1703	d	Clear Channel Comm	82	9906	142,000	c1	AC	16,600	1.44	5.7	4.2	4.6	5.5	4.3	4.8	4.4	5.1	4.6
KMRR	Globe	C	100.3	90.0	2047	b	Univision Comm Inc	80	0206 p		st	Span/Top40	2,000		0.9	0.6	0.3	0.4	0.6	0.9	0.5	1.0	1.1
KSLX	Scottsdale	C	100.7	100.0	1841	f	Sandusky Radio	69	9807		c4	Clsc Rock	8,500	1.24	3.4	3.0	3.2	2.6	2.9	3.3	2.4	2.5	3.2
KNRJ	Payson	C1	101.1	57.0 cp	1237	i	Lakeshore Media LLC	98	0201	8,000		Dance/CHR	400		0.2	0.8	0.6	0.6	0.5	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	0.82	5.9	4.2	4.6	4.7	5.3	5.5	4.8	3.6	3.9
KNIX	Phoenix	C	102.5	100.0	1621	d	Clear Channel Comm	69	9906		c1	Country	15,000	1.40	5.3	4.9	5.9	4.7	4.8	4.1	4.2	4.4	4.6
KLNZ	Glendale	C	103.5	62.0	2428	g	Entravision Comm Co	94	0009		g	Mexican	3,200	0.37	4.3	2.0	2.2	3.9	4.0	3.0	4.0	3.2	2.1
KEDJ	Gilbert	C2	103.9	50.0	492		New Planet Radio	81	9609	7,350		Modern Rock	3,500	0.56	3.1	1.5	2.4	2.2	2.9	2.2	2.9	2.1	1.9
KAJM	Payson	C	104.3	100.0 cp	1969	i	Lakeshore Media LLC	84	0201			R&B Oldies	1,800	0.69	1.3	1.1	1.1	1.4	1.0	1.2	1.0	0.9	0.7
KZZP	Mesa	C	104.7	100.0	1549	d	Clear Channel Comm	76	9905		g1	Hot AC	6,000	0.61	4.9	3.4	3.0	3.8	3.9	4.3	4.1	3.8	4.1
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	0.1	0.1	0.0	0.0
KHOT	Paradise Valley	C2	105.9	36.0 cp	577	b	Univision Comm Inc	96	0206 p		st	Span/Mexcn	3,700	0.65	2.8	4.4	3.7	2.2	2.0	2.5	2.1	2.5	2.1
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	1.1	1.0	0.7	1.3	0.7	1.2	0.2	1.9
KDVA	Buckeye	A	106.9	6.0	305	g	Entravision Comm Co	92	0011	10,000		Span/Easy	600		0.3	0.4	0.3	0.4	0.4	0.2	0.1	0.4	0.3
KVVA	Apache Junction	C3	107.1	23.5	335	g	Entravision Comm Co	73	0008		g4	Span/Easy	1,700	0.60	1.4	1.4	0.8	1.2	1.1	1.1	1.2	1.3	0.9
KMLE	Chandler	C	107.9	100.0	1736	a	Infinity Bcstg	80	0008		g3	Country	15,300	1.48	5.1	3.1	4.2	3.1	3.8	4.3	4.4	4.2	4.2
# FM Stations -					24	# Combos -					22	FM TOTALS			79.7	64.0	64.6	65.4	66.1	65.7	67.1	62.1	65.9

• 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	\$185,500	\$189,400	\$202,100	10.0%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
6.7%	\$214,100	\$228,000	\$240,500	\$253,800	\$266,400	5.7%

Revenue/Retail Sales
Revenue/Capita

1997	2002	2007
NA ^{1/}	\$4.25/1,000	\$4.00/1,000
\$47.21	\$62.03	\$71.53

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	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 ^{1/}	47,585.4	NA ^{1/}	47,585.4	66,522.1	6.9%
EBI ^{2/}	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	1		23	20	24	22	46
Tot 12+	0.4		63.6	62.0	64.0	18.2	82.2
Avg 12+	0.4		2.8	3.1	2.7	0.8	1.8
Tot LCS	0.5		77.4	75.4	77.9	22.1	100.0
Avg LCS	0.5		3.4	3.8	3.2	1.0	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 Flagstaff.

														ARB 12+ Metro Shares (see rights)											
AM Stations		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	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
KFYI	Phoenix	B	550	5.0	1.00	d	Clear Channel Comm	21	0008		g	News/Talk	8,600	0.76	5.6	6.1	5.5	4.8	2.7	5.1	4.8	5.8	4.2		
KTAR	Phoenix	B	620	5.0	5.00	e	Emmis	22	0103		d1	Nws/Tlk/Spt	16,000	1.01	7.8	6.4	5.5	4.9	7.8	5.3	5.7	6.8	6.5		
● KMIA	Black Canyon	B	710	22.0	3.90	g	Entravision Comm Co	81	0008		g4	Mexcn/Oldes			0.1	0.7	0.0	0.6	0.0	0.4	0.0	0.0	0.0		
KIDR	Phoenix	B	740	1.0	0.29		Radio Unica	58	9812		g	Spn/Nws/Tlk	1,900		0.7	0.6	0.0	0.4	0.6	0.5	0.5	0.8	0.5		
KMVP	Phoenix	B	860	1.0	1.00	e	Emmis	49	0103		d1	Sports	1,200		0.5	0.4	0.4	0.8	0.4	0.5	0.4	0.4	0.0		
● KGME	Phoenix	B	910	5.0	5.00	d	Clear Channel Comm	40	0008		g	Sprts/Talk	2,200	0.91	1.2	0.7	1.0	0.8	1.1	0.9	0.7	1.3	0.9		
KKNT	Phoenix	B	960	5.0	5.00	c	Salem Comm Corp	47	9610	6,500		Talk	600		0.5	0.0	0.5	0.5	0.4	0.6	0.0	0.6	0.0		
KXEM	Tolleson	B	1010	15.0	0.25	h	J Crystal Entrprises	62	0008	4,500		Nws/Tlk/Spt			0.1	0.6	0.7	0.4	0.0	0.0	0.4	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	0.0	0.4		
KOY	Phoenix	C	1230	1.0	1.00	d	Clear Channel Comm	49	0008		g	Adt Stndrd	2,700	0.45	3.0	2.2	2.7	2.3	1.9	2.2	2.9	2.8	2.6		
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	0.0	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	1,500		0.4	0.5	0.5	1.0	0.4	0.4	0.4	0.0	1.2		
KASA	Phoenix	D	1540	10.0	0.02		KASA Radio Hogar Inc	67	9208	475		Span/CCtmp	200		0.3	0.0	0.0	0.0	0.6	0.0	0.0	0.4	0.0		
KMIK	Tempe	B	1580	50.0	50.00		ABC Radio Inc	60	9811	5,850		Children	200			0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					22	# Combos -					12	AM TOTALS					20.2	18.2	16.8	17.0	15.9	15.9	15.8	18.9	16.3
AM & FM Stations Profiled -					46	# Duopolies -					16	Total Local Commercial Share					82.2	81.4	82.4	82.0	81.6	82.9	81.0	82.2	

● 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	\$205,700	\$217,000	\$227,800	5.7%

Revenue/Retail Sales Revenue/Capita

	1997	2002	2007	Est. Breakout
	NA ^{1/}	\$3.23/1,000	\$2.98/1,000	Local 76%
	\$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 ^{1/}	53,526.6	NA ^{1/}	53,526.6	76,317.2	7.4%
EBI ^{2/}	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	5		15	12	20	22	42
Tot 12+	1.0		55.2	54.4	56.2	20.6	76.8
Avg 12+	0.2		3.7	4.5	2.8	0.9	1.8
Tot LCS	1.3		71.9	70.8	73.2	26.8	100.0
Avg LCS	0.3		4.8	5.9	3.7	1.2	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)								
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	8.8	8.1	8.9	8.5	9.8	9.2	10.4	9.8
KXXR	Minneapolis	C	93.7	100.0	1034	a	ABC Radio Inc	61	9602		g5	Rock	10,600	0.88	7.0	4.6	4.9	5.8	5.8	5.2	4.8	5.5	4.6
KSTP	St. Paul	C	94.5	100.0	1221	b	Hubbard Bcstg Inc	65	9701			AC	9,500	1.12	4.9	4.5	3.7	3.9	3.9	3.9	3.6	3.7	4.1
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
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	3.5	3.7	3.6	3.4	3.9	3.7	3.2	3.1
KTCZ	Minneapolis	C	97.1	100.0	1034	e	Clear Channel Comm	56	0008		g	AAA	11,000	1.10	5.8	4.2	3.8	4.0	4.7	4.4	3.8	4.8	4.8
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
● KJZI	Minneapolis	C1	100.3	89.0 cp	1034	e	Clear Channel Comm	65	0008		g	Smooth Jazz	6,500	1.11	3.4	2.4	1.9	2.8	2.5	2.6	2.5	2.8	3.1
KDWB	Richfield	C	101.3	100.0	1034	e	Clear Channel Comm	59	0008		g	CHR	11,900	0.85	8.1	5.5	5.6	6.3	5.5	6.9	6.1	6.2	5.7
KEEY	St. Paul	C	102.1	100.0	1034	e	Clear Channel Comm	69	0008		g	Country	14,400	1.04	8.0	6.6	8.3	5.8	5.9	5.4	6.8	6.3	7.4
WLTE	Minneapolis	C	102.9	100.0	1034	d	Infinity Bcstg	73	0008		g1	Lite Rock	15,700	1.26	7.2	5.9	5.3	4.5	5.6	5.7	5.3	5.3	5.3
WXPT	St. Louis Park	C1	104.1	89.0	1034	d	Infinity Bcstg	62	0102		g1	80s Hits	5,800	0.96	3.5	3.6	2.8	3.2	2.9	2.5	2.9	2.3	3.4
WGVX	Lakeville	A	105.1	2.6	499	a	ABC Radio Inc	93	9708	17,500	c2	AAA	2,000	1.05	1.1	0.7	0.7	0.9	0.7	1.0	1.0	0.8	0.8
WGVY	Cambridge	C3	105.3	25.0	299	a	ABC Radio Inc	73	9708		c2	AAA				0.1	0.1	0.1	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	0.3	0.5	0.4	0.4	0.4	0.5	0.5	0.7
KLCI	Elk River	C3	106.1	9.1	538		Starcom	74	9811		st	Country	600		0.7	0.8	0.7	0.4	0.8	0.5	0.7	0.0	0.0
WEVR	River Falls	A	106.3	6.0	328	h	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	0.6	0.6	0.5	0.0	0.6	0.6	0.5	0.9
KQQL	Anoka	C	107.9	100.0	1089	e	Clear Channel Comm	68	0008		g	Oldies	9,400	0.99	5.5	4.1	3.5	4.1	4.2	3.5	4.4	4.6	3.7
# FM Stations -				20	# Combos -				16	FM TOTALS				73.4	56.2	54.2	55.2	54.8	56.3	55.9	56.9	57.4	

● 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
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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
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.7%	\$183,000	\$194,900	\$205,700	\$217,000	\$227,800	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	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)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	2,768.1	3,016.2	1.7%	3,016.2	3,185.7
Households	1,041.6	1,158.5	2.2%	1,158.5	1,232.1	1.2%
Retail Sales	NA ^{1/}	53,526.6	NA ^{1/}	53,526.6	76,317.2	7.4%
EBI ^{2/}	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	5		15	12	20	22	42
Tot 12+	1.0		55.2	54.4	56.2	20.6	76.8
Avg 12+	0.2		3.7	4.5	2.8	0.9	1.8
Tot LCS	1.3		71.9	70.8	73.2	26.8	100.0
Avg LCS	0.3		4.8	5.9	3.7	1.2	2.4

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

Competitive Overview

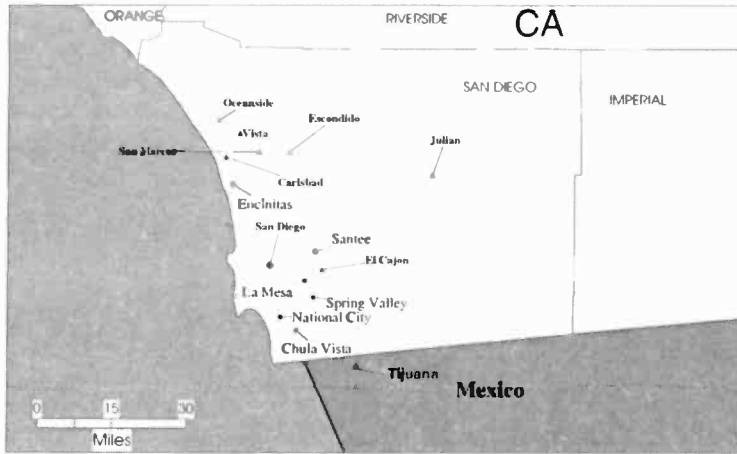
AM Stations														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer
				(kW)	(kW)											2003	2003	2002	2002	2002	2002	2001	2001
WDGY	Hudson	B	630	2.3 cp	5.00	g	Borgen, Gregory	59	9609	87		Spanish			0.1	0.0	0.8	0.4	0.0	0.0	0.3	0.0	0.0
KFXN	Minneapolis	D	690	0.5	0.00	e	Clear Channel Comm	62	0008		g	Sprts/Talk	200			0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
WMIN	Hudson	D	740	0.9	0.00	g	Borgen, Gregory	83	8805	25	+	Religion	300		0.2	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
WCCO	Minneapolis	A	830	50.0	50.00	d	Infinity Bcstg	24	0102		g1	Nws/Tlk/Spt	20,600	1.03	11.6	8.6	8.9	8.8	10.7	8.7	7.2	8.8	10.0
KCCO	St. Louis Park	B	950	1.0	1.00	d	Infinity Bcstg	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	i	Salem Comm Corp	49	9701	3,000		Chrst/Talk	1,500			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCTS	Maplewood	B	1030	50.0	1.00		Central Baptist Sem	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	Clear Channel Comm	23	0008		g	Sprts/Talk	7,800	1.33	3.4	2.6	2.5	3.0	2.4	2.1	3.3	2.6	2.0
WEZU	Stillwater	B	1220	5.0	0.25		Endurance Bcstg LLC	49	0108	200		MOR/Nstlg	700		0.4	0.0	0.0	0.0	0.4	0.5	0.3	0.0	0.5
WWTC	Minneapolis	B	1280	5.0	5.00	i	Salem Comm Corp	25	0101		g	Talk	500		0.8	1.6	0.9	0.9	0.9	0.4	0.6	0.5	0.0
WMNN	Minneapolis	B	1330	9.7	5.10	c	Minn Public Radio	39			1	News	1,100		0.7	0.6	0.7	0.7	0.5	0.5	0.6	0.6	0.5
KRWC	Buffalo	D	1360	0.5	0.03		Donnell Inc	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	Minn Public Radio	36	9905		na	1 Nostalgia	1,700	0.55	1.8	1.8	1.3	1.2	1.1	1.5	1.6	1.4	1.6
KDIZ	Golden Valley	B	1440	5.0	0.50	a	ABC Radio Inc	48	9602		g5	Children	600		0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
KDWA	Hastings	D	1460	1.0	0.04		K & M Bcstg Inc	63				News/Talk				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	Minn Public Radio	56	9905		na	1 Nostalgia			0.2	0.0	0.1	0.1	0.2	0.1	0.3	0.1	0.2
KSTP	St. Paul	A	1500	50.0	50.00	b	Hubbard Bcstg Inc	24	9701			Talk	8,500	0.66	7.4	5.0	5.5	6.1	5.0	5.6	6.3	5.8	5.4
● KSMM	Shakopee	D	1530	8.6	0.01		Starboard Bcstg Inc	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	h	Hanten Bcstg Co Inc	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	i	Salem Comm Corp	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	Hubbard Bcstg Inc	60	0006		c3	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
KWOM	Watertown	B	1600	5.0	5.00		Linder Bcstg Group	95				Oldies	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		22	# Combos -		16	AM TOTALS					26.7	20.6	20.7	21.7	21.2	20.3	20.5	19.9	20.2
				AM & FM Stations Profiled -		42	# Duopolies -		14	Total Local Commercial Share					76.8	74.9	76.9	76.0	76.6	76.4	76.8	77.6	

● 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

★

Revenue/Retail Sales
Revenue/Capita

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$129,100	\$140,800	\$156,900	\$186,000	\$153,000	\$165,000	5.0%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
7.8%	\$174,200	\$186,400	\$196,600	\$207,400	\$217,800	5.7%

1997	2002	2007	Est. Breakout
NA ^{1/}	\$4.26/1,000	\$3.99/1,000	Local 75%
\$47.25	\$57.06	\$70.71	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	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 ^{1/}	38,701.8	NA ^{1/}	38,701.8	54,539.9	7.1%
EBI ^{2/}	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	6	19	3	22	28	17	45
Tot 12+	2.3	49.3	11.0	61.8	62.6	16.7	79.3
Avg 12+	0.4	2.6	3.7	2.8	2.2	1.0	1.8
Tot LCS	2.9	62.2	13.9	77.9	78.9	21.1	100.0
Avg LCS	0.5	3.3	4.6	3.5	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

FM Stations

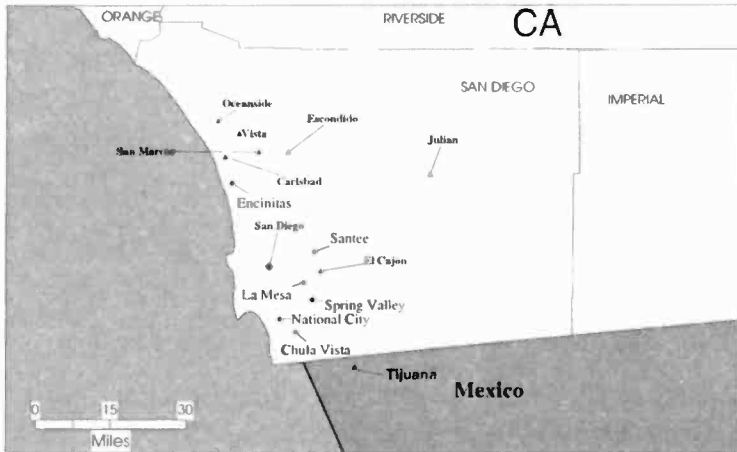
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
XHTZ	Tijuana	C	90.3	93.1	456	g	XETRA	73	0205 p		na	3	Rhymc/Chrst	6,500	0.69	5.7	5.1	5.4	5.0	5.1	4.6	4.7	4.3	5.0
XTRA	Tijuana	C	91.1	100.0	804	g	XETRA	69	9905		g1	3	Alternative	7,100	0.84	5.1	3.0	3.1	3.2	3.0	3.9	4.7	4.1	4.1
XGLX	Tijuana	B	91.7	60.0	994		MVS Radio	99					Spanish AC	300		0.1	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.4
● KFSD	Escondido	A	92.1	0.6	1024	e	Astor Bcst Group	66	8707	2,970	c3		Alternative	2,600	0.98	1.6	0.9	1.4	1.5	0.9	1.4	1.2	1.3	1.0
XHRM	Tijuana	C	92.5	100.0	1844		BiNational Bcstg	81				3	Rhymc/Oldes	4,600	0.65	4.3	2.9	3.5	3.6	2.9	3.2	3.6	3.4	3.2
● KHTS	El Cajon	B	93.3	50.0	482	b	Clear Channel Comm	61	9905		g1	3	Top 40	6,800	0.65	6.3	4.3	4.3	3.8	4.3	4.9	4.7	5.6	5.1
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	4.1	2.8	3.0	4.1	3.4	2.8	1.5	1.3
KBZT	San Diego	B	94.9	26.5	686	c	Jefferson-Pilot Comm	60	9610	30,000			Modern Rock	5,500	1.67	2.0	2.6	2.3	1.5	2.6	1.7	1.6	2.1	2.8
KOCL	Carlsbad	B	95.7	29.0	640	b	Clear Channel Comm	65	9905		g1	3	Oldies	4,700	0.92	3.1	2.6	2.7	3.5	2.6	2.4	2.7	2.7	3.6
KYXY	San Diego	B	96.5	26.5	686	f	Infinity Bcstg	60	0008		g2		Soft Rock	11,900	1.11	6.5	4.5	4.8	5.6	4.5	5.4	4.8	5.6	5.1
KSON	San Diego	B	97.3	50.0	440	c	Jefferson-Pilot Comm	64	9612	5,575	c2		Country	10,100	1.36	4.5	3.6	4.3	3.2	3.6	3.7	3.7	4.0	5.0
XTIM	Tijuana	A	97.7	0.7	459		Sociedad Mexicana	93			1		Mexican	400		0.4	0.0	0.0	0.0	0.0	0.6	0.4	0.4	0.0
KIFM	San Diego	B	98.1	26.5	686	c	Jefferson-Pilot Comm	60	9612	28,750			NAC/Jazz	5,900	0.63	5.7	4.3	4.6	5.3	4.3	4.6	5.3	4.2	4.1
XMOR	Tijuana	B	98.9	50.0	233		Mayans. Mario	93					Span/Rock	700	0.39	1.1	0.0	0.5	1.1	0.9	0.8	1.1	0.7	0.8
XHCR	Tijuana	B	99.3	25.0	328	g	XETRA	75	0205		na	3	Country	1,500	0.53	1.7	1.6	1.4	1.4	1.6	1.5	1.2	1.5	1.2
XHTY	Tijuana	A	99.7	2.0	200	i	Uni-Radio Corp	01					Mexican	900	0.50	1.1	1.0	0.5	1.1	1.0	0.9	1.0	0.8	0.6
KLVJ	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	d	Midwest TV Inc	59					Adult CHR	13,500	1.67	4.9	3.7	4.6	3.9	3.7	4.0	4.0	3.9	4.5
KGB	San Diego	B	101.5	50.0	499	b	Clear Channel Comm	56	9905		g1	3	Clsc Rock	7,400	1.07	4.2	3.6	3.1	3.2	3.6	2.7	3.7	3.5	3.1
KPRI	Encinitas	B	102.1	14.5 cp	817		Compass Radio Group	62	9603		nc		AAA	2,600	0.83	1.9	1.6	1.8	1.6	1.6	1.5	1.5	1.6	2.0
KLQV	San Diego	B	102.9	32.0	617	h	Univision Comm Inc	63	0206 p		st		Span/BtffMs	3,600	1.15	1.9	1.6	2.0	1.2	1.6	1.7	1.6	1.5	1.3
KPLN	San Diego	B	103.7	36.0	581	f	Infinity Bcstg	65	0008		g2		Clsc Rock	4,700	1.10	2.6	1.7	2.1	2.7	1.7	2.1	2.2	2.0	2.2
XLTN	Tijuana	B	104.5	57.3	351		Diaz, Victor&Martha	75				1	Span/BtffMs	1,100	0.44	1.5	1.4	1.3	0.9	1.4	1.0	1.1	1.7	1.3
KIOX	San Diego	B	105.3	23.5	715	b	Clear Channel Comm	54	9905		d1	3	Rock	8,200	0.99	5.0	3.8	3.4	3.5	3.8	4.1	4.0	4.2	4.7
KLNV	San Diego	B	106.5	50.0	440	h	Univision Comm Inc	60	0206 p		st		Mexican	9,400	1.16	4.9	3.9	4.7	4.4	3.9	4.5	4.2	3.0	3.0
KSSD	Fallbrook	A	107.1	3.0	299		Entravision Comm Co	77	0304		g		Span/CHR	300		0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
XHFG	Tijuana	B1	107.3	15.0	994	i	Uni-Radio Corp	80					SpA/HHp/Rc	400			0.0	0.6	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	0.8	0.4	0.4	0.0	0.0	0.0	0.0
# FM Stations -				28	# Combos -				19	FM TOTALS						79.6	62.6	66.0	64.6	63.9	64.6	65.8	63.6	65.4

● 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	5.0%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.8%	\$174,200	\$186,400	\$196,600	\$207,400	\$217,800	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.26/1,000	\$3.99/1,000	Local 75%
Revenue/Capita	\$47.25	\$57.06	\$70.71	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	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 ^{1/}	38,701.8	NA ^{1/}	38,701.8	54,539.9	7.1%
EBI ^{2/}	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	6	19	3	22	28	17	45
Tot 12+	2.3	49.3	11.0	61.8	62.6	16.7	79.3
Avg 12+	0.4	2.6	3.7	2.8	2.2	1.0	1.8
Tot LCS	2.9	62.2	13.9	77.9	78.9	21.1	100.0
Avg LCS	0.5	3.3	4.6	3.5	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

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	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer	
				Power (kW)	Power (kW)											2003	2003	2002	2002	2002	2002	2001	2001	
XSUR	Tijuana	B	540	1.0	1.00		Mt Wilson FM Bcstrs	97				Adlt Stndrd	600		0.7	1.0	1.0	0.8	1.0	0.5	0.4	0.5	0.3	
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	5.9	4.7	4.3	5.9	5.6	5.6	6.1	6.6	
XTRA	Tijuana	A	690	50.0	50.00	g	XETRA	34	9905		g1	3 Altve/Rock	6,500	1.71	2.3	0.8	1.7	2.2	0.8	1.7	2.2	1.8	1.3	
KFMB	San Diego	B	760	5.0	50.00	d	Midwest TV Inc	41	6404			Talk	9,000	1.60	3.4	4.0	2.8	3.4	4.0	2.7	2.1	2.5	1.8	
XEMO	Tijuana	B	860	5.0	5.00	i	Uni-Radio Corp	37				Mexican	600		0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.4	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	0.0
KCEO	Vista	B	1000	2.5	0.25	e	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	0.0
KURS	San Diego	D	1040	0.4	0.06		Hi-Favor Bcstg LLC	93	0211	8,500	2	Spn/Nws/Tlk	800		0.5	0.4	0.4	0.0	0.4	0.0	0.5	0.6	0.5	
● XPRS	Rosarito	A	1090	50.0	50.00		Fregoso, Teddy	47				Sprts/Talk	400			0.6	0.6	0.0	0.6	0.0	0.0	0.0	0.5	
● KSDO	San Diego	B	1130	10.0	10.00		Hi-Favor Bcstg LLC	47	0305	10,000		Span/Relgn	1,400		0.8	0.4	0.5	0.4	0.4	0.7	0.5	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	1.2	0.9	0.9	0.7	0.7	0.8	0.8	
KPRZ	San	B	1210	20.0	10.00	a	Salem Comm Corp	85				Chrst/Talk	3,000		0.9	0.7	0.7	0.4	0.7	0.5	0.7	0.9	0.7	
● KSON	San Diego	C	1240	1.0	1.00	c	Multicultural Bcstg	46	0306 p	7,250		Ethnic	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 Adlt Stndrd	2,600	0.56	2.8	1.5	2.1	1.5	1.5	2.1	2.5	2.0	2.9	
KFSD	Escondido	C	1450	1.0	1.00	e	Astor Bcst Group	58	8707		c3	Classical	600		0.5	0.0	0.0	0.0	0.4	0.4	0.4	0.4	0.5	
XRCN	Tijuana	B	1470	5.0	5.00	i	Uni-Radio Corp	97				Spn/Nws/Tlk	300		0.2	0.5	0.0	0.4	0.5	0.0	0.4	0.0	0.0	
				# AM Stations -		17	# Combos -		11	AM TOTALS				20.1	16.7	15.7	14.3	17.1	15.3	16.4	16.2	16.5		
				AM & FM Stations Profiled -		45	# Duopolies -		13	Total Local Commercial Share				79.3	81.7	78.9	81.0	79.9	82.2	79.8	81.9			

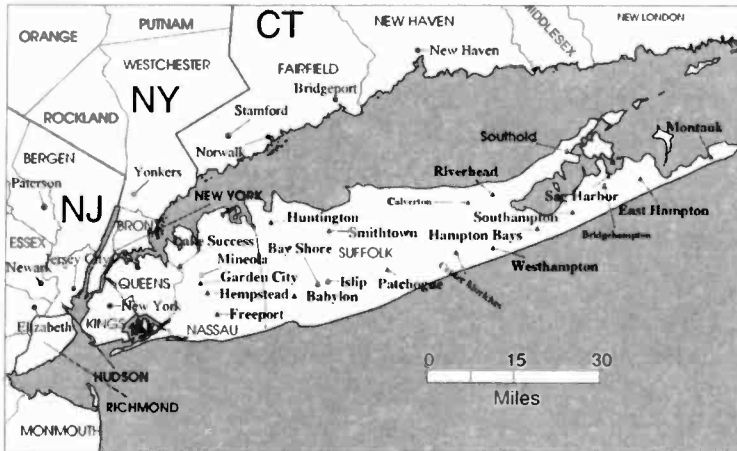
● Indicates a change since last edition

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
Total	2,765.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
ESTIMATED GROSS REVENUES	\$41,000	\$45,600	\$55,100	\$61,200	\$56,400	\$61,100	8.3%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
ESTIMATED GROSS REVENUES	8.3%	\$65,000	\$68,900	\$73,100	\$77,100	\$81,000	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.43/1,000	\$1.56/1,000	Local 79%
Revenue/Capita	\$15.40	\$22.10	\$28.91	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	2,662.9	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 ^{1/}	42,747.1	NA ^{1/}	42,747.1	52,054.8	4.0%
EBI ^{2/}	51,439.4	65,904.9	5.1%	65,904.9	81,675.1	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	14	3		10	17	10	27
Tot 12+	13.3	13.3		26.0	26.6	3.1	29.7
Avg 12+	1.0	4.4		2.6	1.6	0.3	1.1
Tot LCS	44.8	44.8		87.5	89.6	10.4	100.0
Avg LCS	3.2	14.9		8.8	5.3	1.0	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													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	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	0.0
WLIR	Garden City	A	92.7	2.0 cp	522	d	Jarad Bcstg Co Inc	59				Modern Rock	2,700	0.83	5.3	1.8	1.4	1.1	1.4	2.0	1.8	1.4	1.5	
• WMJC	Smithtown	A	94.3	2.6	315	c	Barnstable Bcstg Inc	61	9711	11,000	d2	1 AC	2,300	1.08	3.5	1.4	0.8	0.9	1.2	0.8	1.4	1.0	1.1	
WHFM	Southampton	A	95.3	5.0	354	b	Cox Radio Inc	71	9805		d3	AOR	100		0.2	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	
• WLVG	Center Moriches	A	96.1	2.7	499	e	Multicultural Bcstg	96	0004	3,000	1	Lite AC	500		0.8	0.0	0.0	0.4	0.0	0.4	0.0	0.6	0.0	
WEHM	East Hampton	A	96.7	4.3	384	f	AAA Entertainment	93	0003		d4	Progressive	800			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WALK	Patchogue	B	97.5	39.0	554	a	Clear Channel Comm	52	0008		g	AC	16,300	1.60	16.7	6.8	7.4	6.0	5.9	4.7	5.4	4.7	5.6	
WKJY	Hempstead	A	98.3	3.0	328	c	Barnstable Bcstg Inc	47	8412	5,250	c1	1 Soft Rock	6,200	1.28	7.9	2.5	2.3	2.7	1.9	2.5	2.2	3.1	2.3	
• WDRE	Westhampton	A	98.5	3.0	328	d	Jarad Bcstg Co Inc	93	9506		st	Clisc Rock	400		0.6	0.8	0.6	0.0	0.4	0.0	0.1	0.2	0.1	
WBAB	Babylon	A	102.3	6.0	269	b	Cox Radio Inc	58	9805		d3	AOR	9,000	1.12	13.2	3.0	3.4	3.8	4.5	4.3	3.8	3.7	3.5	
WBAZ	Bridgehampton	A	102.5	4.8	348	f	AAA Entertainment	95	0010		na	Lite AC	400		0.6	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.0	
WBZO	Bay Shore	A	103.1	1.6	463	c	Barnstable Bcstg Inc	93	9705	12,450	1	Oldies	4,100	0.78	8.6	2.6	2.1	1.9	2.9	2.7	2.7	2.4	2.7	
WKTU	Lake Success	B	103.5	5.4	1417		Clear Channel Comm	40	0008			CHR/Rhymc	n/a		7.2	2.3	2.3	2.4	2.3	2.4	2.4	1.8	2.7	
WRCN	Riverhead	A	103.9	1.4	486	c	Barnstable Bcstg Inc	62	9711		d2	1 Clisc Rock	2,000	0.84	3.9	0.6	1.1	1.2	1.1	1.2	1.4	1.1	1.0	
WXXP	Calverton-Roano	A	105.3	1.0 cp	492	d	Jarad Bcstg Co Inc	98				CHR/Rhymc	800	0.65	2.0	0.5	0.6	0.9	0.7	0.7	0.0	1.0	0.7	
• WBLI	Patchogue	B	106.1	49.0	499	b	Cox Radio Inc	58	9805		d3	Adult CHR	9,400	0.96	16.0	4.2	4.5	6.5	4.7	4.1	5.5	5.6	4.7	
• WBON	Hampton Bays	A	107.1	6.0	279		Jarad Bcstg Co Inc	80	0304 p	2,000		Modern Rock	150		0.6	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.4	
# FM Stations -					17	# Combos -					14	FM TOTALS				87.1	26.6	26.5	27.8	27.5	25.9	27.5	27.0	26.3

AM Stations													ARB 12+ Metro Shares (see rights)											
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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
• WLIE	Islip	B	540	1.1	0.22			Long Is. Multi-Media	60	9510	1,100		News/Talk	1,600	0.84	3.1	0.0	0.0	0.0	0.8	0.7	1.4	1.0	0.9
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	0.0	0.0	0.3	0.2
WHLI	Hempstead	D	1100	10.0	0.00		c	Barnstable Bcstg Inc	47	8412		c1	1 MOR	1,200	0.21	9.5	2.5	3.2	4.9	2.8	2.6	3.8	2.6	2.8
WGBB	Freeport	C	1240	1.0	1.00			WGBB-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		a	Clear Channel Comm	52	0008		g	Big Band	200			0.6	0.3	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		e	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		Clisc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLIM	Patchogue	B	1580	10.0	0.50			Polnet 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	3.1	3.5	4.9	3.6	3.3	5.2	3.9	3.9
AM & FM Stations Profiled -					27	# Duopolies -					7	Total Local Commercial Share				29.7	30.0	32.7	31.1	29.2	32.7	30.9	30.2	

Other: 92.9, Southampton; 94.9, Montauk

• 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
Total	2,599.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES **	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$97,700	\$104,900	\$119,900	\$135,600	\$126,300	\$134,700
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	6.7%	\$141,300	\$150,500	\$158,800	\$167,500	\$175,900	5.5%
Revenue/Retail Sales	NA ^{1/}	\$4.21/1,000	\$4.30/1,000				Est. Breakout
Revenue/Capita	\$39.44	\$51.82	\$64.89				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	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 ^{1/}	31,994.6	NA ^{1/}	31,994.6	40,880.8	5.0%
EBI ^{2/}	41,391.2	52,096.3	4.7%	52,096.3	65,543.0	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	13		13	15	18	33
Tot 12+	7.3	48.7		55.4	56.0	15.5	71.5
Avg 12+	3.7	3.7		4.3	3.7	0.9	2.2
Tot LCS	10.2	68.1		77.5	78.3	21.7	100.0
Avg LCS	5.1	5.2		6.0	5.2	1.2	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 Washington, D.C. and 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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WERO	Baltimore	B	92.3	37.0	571	a	Radio One Inc	60	9306	9,000	c6	Urban CHR	17,000	1.20	10.5	9.5	7.5	6.7	7.3	6.7	7.8	7.9	9.6	
WPOC	Baltimore	B	93.1	16.0	866	g	Clear Channel Comm	60	9905		g5	Country	14,000	0.94	11.1	9.2	10.1	9.0	7.8	7.6	8.8	7.1	7.3	
WRBS	Baltimore	B	95.1	50.0	499		Peter & John Radio	64	6409			Inspiration	1,600	0.42	2.8	2.1	1.6	1.6	2.2	2.1	1.7	1.9	2.5	
WWIN	Glen Burnie	A	95.9	3.0	299	a	Radio One Inc	64	9202	4,700	c3	Urban AC	11,500	1.12	7.6	6.6	5.7	5.8	5.3	6.0	4.9	5.2	5.7	
WIYY	Baltimore	B	97.9	13.5	945	c	Hearst-Argyle		58			AOR	9,300	1.26	5.5	3.4	3.8	4.6	3.5	3.8	3.9	4.4	3.7	
WHFS	Annapolis	B	99.1	50.0	459		Infinity Bcstg	49	0102			Alternative	n/a		5.4	3.3	3.3	3.0	3.5	3.9	3.3	4.5	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	1.9	2.2	1.8	2.0	1.3	1.5	1.5	1.2	
WLIF	Baltimore	B	101.9	13.5	961	d	Infinity Bcstg	70	0102		g2	Soft AC	12,700	1.29	7.3	5.4	6.0	6.1	5.3	5.9	5.4	4.2	5.5	
WQSR	Baltimore	B	102.7	50.0	436	d	Infinity Bcstg	47	0102		g2	Oldies	12,700	1.39	6.8	4.5	3.7	4.1	4.1	4.3	5.3	5.7	5.2	
WRNR	Grasonville	A	103.1	6.0	328		Empire Bcstg System	79	9707	2,150		Progressive	1,200	0.74	1.2	0.7	0.6	1.0	0.8	0.9	0.8	0.9	0.8	
WXCX	Havre De Grac	B	103.7	37.0	551		Delmarva Bcstg Co	60	9611	See (76)		Country	n/a		0.7	0.6	0.4	0.5	0.5	0.7	0.4	0.5	0.6	
WXFX	Baltimore	B	104.3	32.0	486	g	Clear Channel Comm	49	9905		g3	Clsc Rock	7,100	1.32	4.0	2.3	2.1	3.1	2.9	2.6	2.8	3.1	3.3	
• WXYV	Catonsville	B	105.7	50.0	492	d	Infinity Bcstg	63	0102		g2	Talk	7,100	0.84	6.3	2.4	3.9	3.8	4.5	4.6	4.6	4.2	3.7	
WWMX	Baltimore	B	106.5	7.4	1217	d	Infinity Bcstg	60	0102		g2	Hot AC	10,700	1.44	5.5	4.1	5.0	4.2	3.8	3.8	4.3	3.8	3.9	
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 -					15	# Combos -					10	FM TOTALS				76.9	56.0	55.9	55.3	53.5	54.2	55.5	54.9	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)								
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WCAO	Baltimore	B	600	5.0	5.00	g	Clear Channel Comm	22	9905		g3	Gospel	3,000	0.52	4.3	2.7	2.8	2.4	3.5	2.8	3.3	2.6	3.0	
• WCBM	Baltimore	B	680	50.0	20.00	e	Mangione, Nick	24	9509	1,775		News/Talk	2,900	0.62	3.5	2.9	2.2	2.4	2.2	2.2	2.4	3.2	2.2	
• WBMD	Baltimore	D	750	0.7	0.00	f	Infinity Bcstg	47	9805		g2	Religion	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WYRE	Annapolis	D	810	0.3	0.00		Bay Bcstg Inc	46	0001	200		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WBGR	Baltimore	D	860	2.5	0.07	f	Infinity Bcstg	55	9805			Gospel	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	
WAMD	Aberdeen	B	970	0.5	0.50		Mackk Bcstg Co Inc		57			Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOLB	Baltimore	D	1010	1.0	0.03	a	Radio One Inc	47	9306		c6	Nws/Tlk/Spt	500		0.6	0.4	0.4	0.6	0.4	0.9	0.4	0.0	0.0	
WBAL	Baltimore	A	1090	50.0	50.00	c	Hearst-Argyle	25	3501			Nws/Tlk/Spt	16,000	1.32	9.0	6.1	5.5	5.0	6.1	6.7	5.4	7.3	6.9	
• WBIS	Annapolis	D	1190	50.0 cp	0.00		New World Radio Inc	47	9804	400		Bus News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WITH	Baltimore	C	1230	1.0	1.00	h	Salem Comm Corp	41	9707		g	Chrst/Talk	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WJFK	Baltimore		1300	5.0	5.00	d	Infinity Bcstg	22	0102		g2	Sports	2,500	1.16	1.6	0.3	1.3	1.4	1.1	1.1	1.2	1.2	1.5	
WJSS	Havre de Grace	B	1330	5.0	0.50		Peoples Bcstg Ntwk	48	0010	350		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWLG	Baltimore	D	1370	21.0	0.00	e	Mangione, Nick	55	9808		d1	Adlt Stndrd	700	0.22	2.4	1.7	1.9	1.4	2.5	1.4	1.4	1.4	0.8	
WWIN	Baltimore	C	1400	1.0	1.00	a	Radio One Inc	51	9202		c3	Gospel	400	0.23	1.3	1.0	0.9	0.9	1.1	1.1	0.8	0.8	0.8	
WNAV	Annapolis	B	1430	5.0	1.00		Sajak Bcstg Corp	49	9806	2,200		FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTTR	Westminster	B	1470	1.0	1.00	b	Shamrock Comm Inc	53	8104		c2	Oldies	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNST	Towson	B	1570	5.0	0.24		Nasty 1570 Sports	55	0101	1,000		Sports	200		0.2	0.4	0.5	0.3	0.0	0.3	0.0	0.4	0.0	
WJRO	Glen Burnie	B	1590	1.0	1.00		Erald Bcstg Inc		63			Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					18	# Combos -					10	AM TOTALS				22.9	15.5	15.5	14.4	16.9	16.5	14.9	16.9	16.2
AM & FM Stations Profiled -					33	# Duopolies -					8	Total Local Commercial Share					71.5	71.4	69.7	70.4	70.7	70.4	71.8	72.7

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 20

Revenue Rank: 20

St. Louis, MO Market Overview



Metro Counties / Population (000)

Franklin, MO	95.5
Jefferson, MO	201.4
Lincoln, MO	40.9
St. Charles, MO	295.8
St. Louis, MO	1,012.6
Warren, MO	25.4
St. Louis city, MO	337.1
Clinton, IL	35.6
Jersey, IL	21.9
Madison, IL	258.9
Monroe, IL	28.5
St. Clair, IL	252.8
<hr/>	
	2,606.4

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
\$106,400	\$118,100	\$128,500	\$139,700	\$123,500	\$133,600	4.7%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
8.2%	\$141,500	\$150,700	\$159,000	\$167,800	\$176,200	5.7%

1997	2002	2007
NA ^{1/}	\$3.98/1,000	\$4.30/1,000
\$41.70	\$51.26	\$67.15

Est. Breakout

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	2,551.3	2,606.4	0.4%	2,606.4	2,623.9	0.1%
Households	961.7	1,018.1	1.1%	1,018.1	1,036.8	0.4%
Retail Sales	NA ^{1/}	33,541.3	NA ^{1/}	33,541.3	41,008.2	4.1%
EBI ^{2/}	43,014.6	52,423.7	4.0%	52,423.7	65,536.7	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,251.2	225.0	123.0	114.3	163.4	205.1	176.7	243.7
Women (000)	1,355.2	215.7	117.8	118.6	172.0	214.4	189.8	326.8
Total	2,606.4	440.7	240.9	232.9	335.5	419.4	366.5	570.5
Percentage	100.0%	16.9%	9.2%	8.9%	12.9%	16.1%	14.1%	21.9%
Per Capita	\$ 25,734		Median Household	\$ 49,544		Avg Household	\$ 64,297	
Ethnic Population:	White	75.7%	Black	19.9%	Asian	2.4%	Hispanic	1.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	1	18	18	26	27	53
Tot 12+	0.5	3.6	62.2	65.8	66.3	22.0	88.3
Avg 12+	0.1	3.6	3.5	3.7	2.6	0.8	1.7
Tot LCS	0.6	4.1	70.4	74.5	75.1	24.9	100.0
Avg LCS	0.1	4.1	3.9	4.1	2.9	0.9	1.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header. Investing In Radio 2003 3rd Edition. Copyright (c) 2003 BIA Financial Network, Inc.. All rights reserved. (703) 818-2425

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)†	Power Ratio		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WIL	St. Louis	C	92.3	100.0	984	c	Bonneville Intl	62	0010		sw	Country	9,200	0.98	7.0	5.3	6.1	5.2	5.9	6.4	6.3	6.1	5.9
KNSX	Steelville	C2	93.3	8.5	1168		Twenty-One Sound	85				Alternative	400		0.6	0.5	0.5	0.9	0.5	0.6	0.6	0.3	0.5
KSD	St. Louis	C1	93.7	100.0	860	f	Clear Channel Comm	54	9905		g2	Country	5,100	0.95	4.0	3.6	3.7	3.5	3.5	3.3	3.7	3.7	3.7
KSHE	Crestwood	C	94.7	100.0	1027	a	Emmis	61	8401		g	Clsc Rock	9,000	1.20	5.6	4.9	5.7	5.5	5.4	4.8	4.9	4.5	5.0
WFUN	Bethalto	C3	95.5	24.5	335		Radio One Inc	90	9906	13,600		Urban/RhyBl	2,500	0.53	3.5	2.9	3.6	3.3	2.4	3.0	3.0	3.8	3.3
KIHT	St. Louis	C1	96.3	80.0	1027	a	Emmis	65	0010		g1	Clsc Hits	6,600	1.41	3.5	3.8	4.4	4.1	3.1	2.8	3.0	3.3	2.9
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	2.3	1.6	1.6	1.2	1.1	1.1	0.8	0.9
WDLJ	Breese	A	97.5	2.5	512		KM Comm Inc	0				Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KYKY	St. Louis	C1	98.1	90.0	1027	b	Infinity Bcstg	60	0102		g3	Hot AC	8,600	1.69	3.8	3.8	3.4	3.3	3.3	2.9	4.0	3.3	3.2
KFUO	Clayton	C	99.1	100.0	1027	e	Lutheran Ch-MO	48				Classical	2,300	0.61	2.8	2.1	2.9	2.0	2.2	3.1	2.4	2.1	2.3
KFAV	Warrenton	C3	99.9	10.5	512	h	Kaspar Bcstg Co	91				Country	200		0.1	0.0	0.0	0.0	0.0	0.0	0.4	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	3.6	3.7	4.4	3.3	3.3	3.9	3.3	3.1
KFNS	Troy	A	100.7	6.0	328	m	All Sports Radio LLC	93	9908	1,250		Sports				0.1	0.1	0.0	0.0	0.1	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	3.8	3.8	3.7	3.9	4.4	4.0	3.0	4.2
KLPW	Union	A	101.7	3.3	351	g	Marathon Media	66	9903		g5	Country	500			0.4	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	6.1	7.0	7.1	6.8	7.4	6.9	6.3	6.8
KLOU	St. Louis	C1	103.3	100.0	919	f	Clear Channel Comm	62	9905		g2	Oldies	6,800	1.11	4.6	3.1	3.0	3.6	3.9	4.3	3.8	4.3	3.9
WMLL	Jerseyville	C2	104.1	39.0	551	a	Emmis	67	9704	42,500	c1	80s Hits	2,500	0.98	1.9	1.5	1.6	2.2	1.9	1.7	1.4	1.8	1.9
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	0.0	0.0	0.5	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	4.7	4.6	3.7	4.2	4.2	5.0	4.7	4.1
KPNT	St. Genevieve	C	105.7	100.0	1375	a	Emmis	67	0010		g1	Alternative	5,900	0.92	4.8	4.6	4.0	3.7	4.1	4.7	4.2	4.1	3.9
WSSM	Granite City	C1	106.5	90.0	1027	c	Bonneville Intl	65	0010		sw	Smooth Jazz	5,600	1.05	4.0	5.0	3.4	3.8	3.2	3.1	4.2	3.6	3.8
KSLZ	St. Louis	C	107.7	100.0	1027	f	Clear Channel Comm	72	9905		g2	CHR/Top40	5,200	0.73	5.3	4.2	4.4	5.3	4.8	5.0	4.6	4.3	4.9
# FM Stations -					26	# Combos -					21	FM TOTALS			73.9	66.3	67.5	66.9	63.6	66.2	67.4	63.8	64.3

† See introduction section for interpretation of revenue estimates.

Metro Rank: 20

Revenue Rank: 20

St. Louis, MO Market Overview



Metro Counties / Population (000)

Franklin, MO	95.5
Jefferson, MO	201.4
Lincoln, MO	40.9
St. Charles, MO	295.8
St. Louis, MO	1,012.6
Warren, MO	25.4
St. Louis city, MO	337.1
Clinton, IL	35.6
Jersey, IL	21.9
Madison, IL	258.9
Monroe, IL	28.5
St. Clair, IL	252.8
Total	2,606.4

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	\$106,400	\$118,100	\$128,500	\$139,700	\$123,500	\$133,600	4.7%
Δ 01 - 02	8.2%						
		2003	2004	2005	2006	2007	Δ 02 - 07
		\$141,500	\$150,700	\$159,000	\$167,800	\$176,200	5.7%
	1997	2002	2007				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.98/1,000	\$4.30/1,000				Local 78%
Revenue/Capita	\$41.70	\$51.26	\$67.15				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	2,551.3	2,606.4	0.4%	2,606.4	2,623.9	0.1%
Households	961.7	1,018.1	1.1%	1,018.1	1,036.8	0.4%
Retail Sales	NA ^{1/}	33,541.3	NA ^{1/}	33,541.3	41,008.2	4.1%
EBI ^{2/}	43,014.6	52,423.7	4.0%	52,423.7	65,536.7	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,251.2	225.0	123.0	114.3	163.4	205.1	176.7	243.7
Women (000)	1,355.2	215.7	117.8	118.6	172.0	214.4	189.8	326.8
Total	2,606.4	440.7	240.9	232.9	335.5	419.4	366.5	570.5
Percentage	100.0%	16.9%	9.2%	8.9%	12.9%	16.1%	14.1%	21.9%
Per Capita	\$ 25,734							
			Median Household	\$ 49,544			Avg Household	\$ 64,297
Ethnic Population:	White	75.7%	Black	19.9%	Asian	2.4%	Hispanic	1.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	1	18	18	26	27	53
Tot 12+	0.5	3.6	62.2	65.8	66.3	22.0	88.3
Avg 12+	0.1	3.6	3.5	3.7	2.6	0.8	1.7
Tot LCS	0.6	4.1	70.4	74.5	75.1	24.9	100.0
Avg LCS	0.1	4.1	3.9	4.1	2.9	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

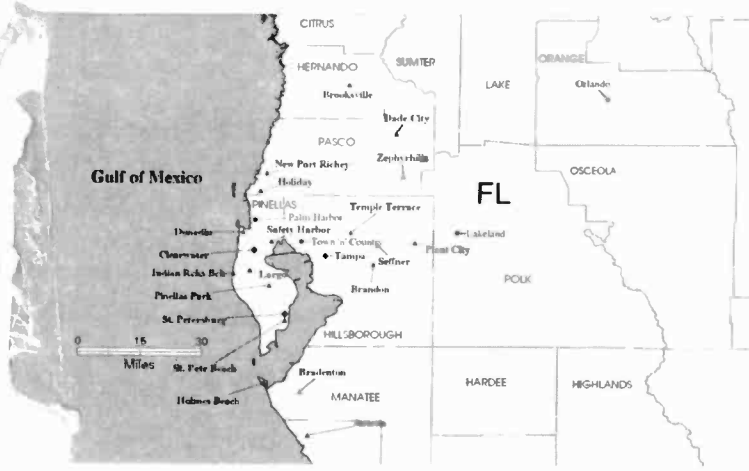
Stations	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
KS	St. Louis	B	550	5.0	5.00		CH Holdings	22	9705	10,000		News/Talk	5,400	0.84	4.8	3.5	4.1	4.6	4.3	4.2	3.9	4.7	3.6
KS	Wood River	B	590	1.0	1.00	m	All Sports Radio LLC	61	9806	3,750		Sports	2,300	1.23	1.4	1.1	1.2	1.3	1.2	1.2	1.3	1.3	1.0
KL	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
KL	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	0.0	0.0
KL	Warrenton	D	730	1.0	0.12	h	Kaspar Bcstg Co	49				Country	200		0.5	0.6	0.4	0.0	0.5	0.3	0.5	0.4	0.3
KL	St. Louis	D	770	1.0	0.00		Metropolitan Radio	21	9605	435		Nstlg/Varty	400		0.4	0.0	0.0	0.0	0.4	0.5	0.0	0.4	0.5
KL	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
KL	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
KL	Granite City	B	920	0.5	0.50		Norman Bcstg	61				Talk	500		0.5	0.4	0.4	0.5	0.6	0.4	0.3	0.5	0.5
KL	Festus-St. Louis	D	1010	50.0	0.50		Radio Prop Ventures	51	8609		g	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KL	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	0.0
KL	St. Louis	A	1120	50.0	50.00	b	Infinity Bcstg	25	0102		g3	Nws/Tlk/Spt	22,600	1.34	12.6	11.7	10.9	9.9	12.1	12.1	9.0	11.3	13.1
KL	De Soto	D	1190	10.0	0.00	m	All Sports Radio LLC	68	0208	1,625		Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KL	Union	D	1220	1.0	0.13	g	Marathon Media	54	9903		g5	Talk				0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.4
KL	Belleville	B	1260	20.0	5.00		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
KL	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
KL	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
KL	St. Louis	B	1380	5.0	1.00		New Horizon Church	27	9802		dn	Sports	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KL	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
KL	St. Louis	B	1430	5.0	5.00	c	Bonneville Intl	22	0010		sw	Oldies	800	0.24	2.5	1.5	1.0	2.0	2.6	1.6	2.4	2.3	2.1
KL	St. Charles	B	1460	5.0	0.00		Bronco Bcstg	58	7911			Jazz/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KL	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
KL	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	0.8	0.7	0.6	0.8	0.9
KL	Highland	D	1510	1.0	0.00	l	New Life Evangel Ctr	98	9812		d2	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KL	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
KL	Alton	D	1570	1.0	0.07		Metropole Comm	48	8407			News/Talk	100			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KL	St. Louis	B	1600	5.0	5.00	f	Clear Channel Comm	55	9905		g2	Gospel	1,000	0.30	2.5	2.1	2.6	1.7	2.2	2.1	2.0	2.4	2.4
																# AM Stations - 27 # Combos - 15 AM TOTALS 26.0 22.0 21.4 21.1 24.7 23.1 20.0 24.1 24.8							
																AM & FM Stations Profiled - 53 # Duopolies - 10 Total Local Commercial Share 88.3 88.9 88.0 88.3 89.3 87.4 87.9 89.1							

● Indicates a change since last edition
 * 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
Total	2,479.5

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$101,900	\$108,800	\$117,900	\$131,500	\$125,400	\$140,000
Δ 01 - 02	11.6%						
	2003	2004	2005	2006	2007	Δ 02 - 07	
	\$146,500	\$156,800	\$166,200	\$175,300	\$184,100	5.6%	
Revenue/Retail Sales	NA ^{1/}	\$4.27/1,000	\$4.45/1,000				Est. Breakout
Revenue/Capita	\$45.49	\$56.46	\$68.72				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	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 ^{1/}	32,774.1	NA ^{1/}	32,774.1	41,347.4	4.8%
EBI ^{2/}	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	17	18	24	42
Tot 12+	0.6		67.3	67.3	67.9	19.7	87.6
Avg 12+	0.6		4.0	4.0	3.8	0.8	2.1
Tot LCS	0.7		76.8	76.8	77.5	22.5	100.0
Avg LCS	0.7		4.5	4.5	4.3	0.9	2.4

1/ Data 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	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		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WYUU	Safety Harbor	C2	92.5	50.0	489	c	Infinity Bcstg	83	0102		g1	Country	7,400	2.03	2.6	1.6	1.9	1.4	1.5	1.8	3.2	2.5	2.7
WFLZ	Tampa	C	93.3	100.0	1358	b	Clear Channel Comm	48	9905		g3	CHR	13,900	1.42	7.0	5.5	5.4	5.8	6.4	6.0	5.1	6.7	6.1
WSJT	Lakeland	C	94.1	100.0	1493	c	Infinity Bcstg	67	0102		g1	Jazz	6,700	0.92	5.2	4.4	5.1	4.4	4.5	4.9	4.6	3.9	4.3
WWRM	Tampa	C	94.9	100.0	1542	a	Cox Radio Inc	70	9311	10,000	e	AC	8,000	1.14	5.0	3.9	4.0	4.3	4.3	4.1	4.1	4.8	3.9
WSSR	Clearwater	C1	95.7	90.0	607	b	Clear Channel Comm	63	9410		g	Hot AC	5,800	1.22	3.4	3.6	2.3	3.1	2.9	2.9	2.6	3.3	3.5
WTMP	Dade City	A	96.1	2.8	482	e	Tama Broadcasting	94	0111	3,861		Rhymc/CHR	250		0.5	0.6	0.3	0.5	0.7	0.5	0.5	0.2	0.0
WSUN	Holiday	C2	97.1	11.5	735	a	Cox Radio Inc	78	9901		sw	Alternative	1,350	0.28	3.4	2.4	2.5	2.4	2.4	2.7	3.7	3.1	2.7
WXTB	Clearwater	C	97.9	100.0	1345	b	Clear Channel Comm	67	9905		g3	Rock	8,100	1.00	5.8	3.9	4.2	4.3	5.1	5.8	4.3	5.0	5.2
WLLD	Holmes Beach	C2	98.7	50.0	489	c	Infinity Bcstg	91	0102		g1	CHR	6,300	0.59	7.6	7.2	6.8	5.5	7.3	6.8	6.4	6.0	6.3
WQYK	St. Petersburg	C1	99.5	100.0	551	c	Infinity Bcstg	58	0102		g1	Country	15,300	1.50	7.3	6.9	7.2	6.4	5.8	6.1	6.8	6.8	7.7
WMTX	Tampa	C	100.7	100.0	1358	b	Clear Channel Comm	47	9905		g3	Hot AC	7,500	1.37	3.9	3.1	3.2	3.5	3.5	2.6	3.2	4.2	3.3
WPOI	St. Petersburg	C	101.5	100.0	1542	a	Cox Radio Inc	61	9905		g4	80s Hits	4,200	0.75	4.0	3.4	3.9	4.2	3.8	4.0	3.8	2.4	3.1
WHPT	Sarasota	C	102.5	100.0	1650	a	Cox Radio Inc	60	9905		sw	Clsc Rock	4,800	1.43	2.4	1.5	1.6	2.1	1.4	2.5	2.5	1.8	2.2
WTBT	Bradenton	C	103.5	100.0	1358	b	Clear Channel Comm	63	9905		g3	Clsc Rock	5,500	1.16	3.4	2.8	2.2	2.9	3.1	2.6	3.4	2.7	3.5
WRBQ	Tampa	C1	104.7	100.0	561	c	Infinity Bcstg	54	0102		g1	Oldies	5,500	1.01	3.9	4.4	4.6	4.3	4.1	4.2	3.2	2.0	3.1
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	9.5	9.6	9.1	9.2	9.1	9.8	9.2	10.0
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	0.8	1.0	1.6	1.4	0.7	2.0	1.7	1.2
WBBY	St. Petersburg	C1	107.3	100.0	597	a	Cox Radio Inc	93				Clsc Hits	6,000	1.53	2.8	2.4	2.2	2.4	2.5	2.6	1.8	2.8	3.1
# FM Stations -					18	# Combos -					18	FM TOTALS		80.6	67.9	68.0	68.2	69.9	69.9	71.0	69.1	71.9	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 21
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Tampa-St. Petersburg-Clearwater, FL Market Overview



Metro Counties / Population (000)

Hernando, FL	135.7
Hillsborough, FL	1,044.8
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Pinellas, FL	942.0
Total	2,479.5

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		\$101,900	\$108,800	\$117,900	\$131,500	\$125,400	\$140,000
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		\$146,500	\$156,800	\$166,200	\$175,300	\$184,100	5.6%
Revenue/Retail Sales	NA ^{1/}	\$4.27/1,000	\$4.45/1,000				Est. Breakout
Revenue/Capita	\$45.49	\$56.46	\$68.72				Local 75%
							National 25%

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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 ^{1/}	32,774.1	NA ^{1/}	32,774.1	41,347.4	4.8%
EBI ^{2/}	36,284.3	48,354.5	5.9%	48,354.5	63,584.3	5.6%

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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							
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Avg 12+	0.6		4.0	4.0	3.8	0.8	2.1
Tot LCS	0.7		76.8	76.8	77.5	22.5	100.0
Avg LCS	0.7		4.5	4.5	4.3	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		FCC Class	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	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	0.0			
WDAE	St. Petersburg	B	620	5.0	5.00	b	Clear Channel Comm	27	0001		sw	Sports	1,600	0.50	2.3	1.8	1.9	2.0	2.2	1.8	2.3	1.6	2.1	
WRMD	St. Petersburg	D	680	0.7	0.13	h	ZGS Bcst Holdings	50	9101	200		Span/Trpcl	1,100		0.6	0.5	0.6	0.6	0.6	0.5	0.5	0.4	0.5	
WLCC	Brandon	B	760	10.0	1.00	e	Mega Comm Inc	88	9812		g	Mexican	1,200		0.8	0.6	0.6	0.9	0.0	1.5	0.8	0.6	0.5	
WMGG	Large	B	820	50.0	1.00	e	Mega Comm Inc	72	9905		g2	Span/Trpcl	1,500		0.7	0.5	0.8	0.5	0.4	0.6	0.8	0.6	0.0	
WGUL	Dunedin	B	860	5.0	1.50	i	WGUL FM Inc	59	9408		al	Adlt Stndrd	2,000	0.57	2.5	3.0	3.0	2.3	2.5	2.0	2.6	1.7	1.7	
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	7.2	6.1	6.5	6.2	5.8	5.2	6.7	4.8	
WOYK	Seffner	B	1010	50.0	5.00	c	Infinity Bcstg	60	0102		g1	Sports	700	0.50	1.0	0.5	0.8	1.0	1.0	0.6	1.0	0.9	0.7	
WWBA	Pinellas Park	B	1040	3.6	0.42	d	Genesis Comm Inc	48	9801	1,500		News/Talk	700		0.4	0.9	1.1	0.7	1.0	0.5	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	0.0	0.0	0.6	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	2.3	2.1	1.3	1.7	1.7	2.3	1.8	2.0	
WHNZ	Tampa	B	1250	25.0	cp	5.90	b	Clear Channel Comm	22	9905		g3	News/Talk	1,300		0.6	0.4	0.4	0.4	0.6	0.5	0.4	0.6	0.5
• WQBN	Temple Terrace	B	1300	5.0	1.00		Radio Tropical Inc	50	9608	750		Span/Trpcl	200		0.2	0.0	1.0	0.4	0.0	0.5	0.3	0.0	0.4	
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	0.0	
WDCF	Dade City	B	1350	1.0	0.50	f	Wagenvoord	54	0203	425	d1	Nws/Tlk/Cty				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWMI	St. Petersburg	B	1380	5.0	5.00		ABC Radio Inc	39	9907	4,500		Children	700			0.5	0.0	0.0	0.0	0.0	0.0	0.0	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	cp	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	
WLVU	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	0.2	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		Mexican	300		0.2	0.5	0.5	0.5	0.0	0.0	0.0	0.6	0.0	
WRXB	St. Petersburg	B	1590	5.0	1.00		Metropolitan Radio	57	9701	409		Urban AC	700		0.7	1.0	0.9	0.6	0.5	0.9	0.4	0.7	0.6	
		# AM Stations -		24	# Combos -		17	AM TOTALS					19.4	19.7	20.0	17.7	16.9	16.9	16.6	16.8	13.8			
		AM & FM Stations Profiled -		42	# Duopolies -		15	Total Local Commercial Share					87.6	88.0	85.9	86.8	86.8	87.6	85.9	85.7				

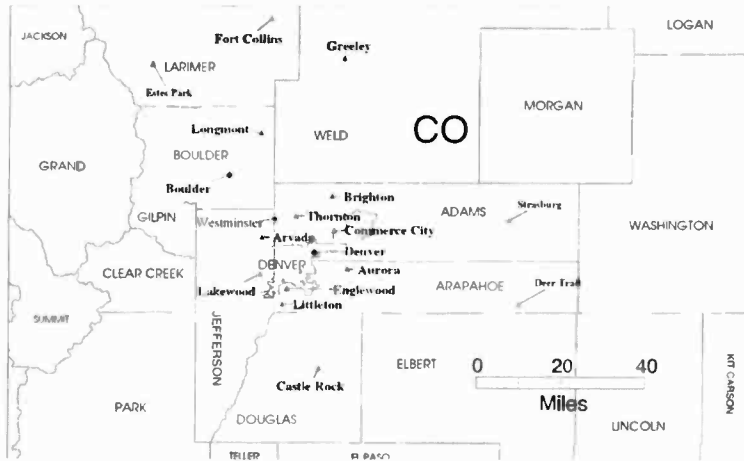
• Indicates a change since last edition

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
Total	2,503.1

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$134,300	\$152,200	\$175,000	\$188,100	\$181,200	\$191,300
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.93/1,000	\$4.61/1,000	Local	79%	National	21%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
5.6%	\$201,900	\$216,100	\$228,000	\$240,500	\$252,500	5.7%	
	\$62.75	\$76.43	\$91.39				

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 ^{1/}	38,832.1	NA ^{1/}	38,832.1	54,791.7	7.1%
EBI ^{2/}	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	16	19	22	41
Tot 12+	0.0		63.3	62.0	63.3	20.1	83.4
Avg 12+	0.0		3.5	3.9	3.3	0.9	2.0
Tot LCS	0.0		75.9	74.3	75.9	24.1	100.0
Avg LCS	0.0		4.2	4.6	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

Some stations also rated in Ft Collins.

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)									
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	1.2	1.6	2.2	1.0	1.8	1.7	1.7	1.0		
KDJM	Broomfield	C1	92.5	56.0	1237	c	Infinity Bcstg	67	0008		g2	R&B Oldies	4,200	0.78	2.8	2.4	2.6	2.3	3.0	2.3	1.9	2.2	2.3		
KTCL	Fort Collins	C	93.3	100.0	1129	a	Clear Channel Comm	65	9905		g1	Alternative	3,000	0.48	3.3	2.8	2.9	2.7	2.7	3.0	2.9	2.3	2.1		
KRKS	Lafayette	C	94.7	100.0 cp	1745	f	Salem Comm Corp	71	9311	5,000		Chrst/Talk	2,200		0.5	0.8	0.0	0.5	0.4	0.4	0.4	0.5	0.6		
KFMD	Denver	C	95.7	64.0	1608	a	Clear Channel Comm	68	9905		g1	CHR	5,500	0.90	3.2	2.2	2.2	1.6	2.7	3.0	2.6	2.3	3.2		
KXPK	Evergreen	C	96.5	100.0	1739	e	Entravision Comm Co	94	0205	47,500		Span/Mexcn	4,700	1.17	2.1	2.3	2.8	3.5	1.6	1.6	1.8	2.1	2.5		
KBCO	Boulder	C	97.3	85.0	1539	a	Clear Channel Comm	55	9905		g1	AAA	18,000	1.16	8.1	5.1	7.3	5.4	7.2	6.6	6.8	6.4	5.6		
KYGO	Denver	C	98.5	100.0	1821	d	Jefferson-Pilot Comm	53	7403			Country	21,000	1.29	8.5	7.0	6.9	6.2	6.0	7.4	7.9	7.0	7.6		
KQMT	Denver	C	99.5	100.0 cp	1624	b	Entercom	59	0207	180,000	c1	Prgvs/CIRck	6,000	0.92	3.4	4.0	2.7	3.5	4.3	2.8	2.3	2.0	3.0		
KIMN	Denver	C	100.3	100.0	1132	c	Infinity Bcstg	59	0008		g2	Lite AC	5,700	0.88	3.4	3.1	2.8	3.3	2.9	2.6	3.0	2.9	3.1		
KOSI	Denver	C	101.1	100.0	1624	b	Entercom	68	0207		c1	AC	15,400	1.15	7.0	5.4	6.1	6.1	6.2	5.7	5.1	6.3	4.7		
● KXDC	Estes Park	C3	102.1	25.0	171		High Peak Bcstg	97	0005	12,000		Country	600	0.22	1.4	0.5	0.8	1.1	0.9	1.0	1.4	1.3	1.2		
KAGM	Strasburg	A	102.3	6.0	328		Seeger.Guest &Fort	95	0302	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	4.4	5.2	3.9	4.8	4.6	4.5	5.5	4.0		
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	4.1	2.8	3.1	3.5	4.2	3.9	2.4	3.1		
KXKL	Denver	C	105.1	100.0	1168	c	Infinity Bcstg	56	0008		g2	Oldies	10,000	0.93	5.6	4.3	3.8	4.5	5.3	3.8	4.5	5.0	5.8		
KALC	Denver	C	105.9	100.0	1470	b	Entercom	65	0205	88,000		Hot AC	9,100	1.32	3.6	2.5	2.6	2.8	3.3	3.2	2.6	2.9	3.3		
KBPI	Denver	C	106.7	100.0	988	a	Clear Channel Comm	62	9905		g1	AOR	8,000	0.87	4.8	4.3	3.7	4.4	4.3	4.0	3.2	4.4	4.5		
KQKS	Lakewood	C	107.5	100.0	1198	d	Jefferson-Pilot Comm	66	9301	6,100	c2	CHR/Rhymc	6,800	0.62	5.7	6.9	5.5	5.6	5.5	4.2	4.6	4.7	5.3		
			# FM Stations -		19	# Combos -		17					FM TOTALS				75.3	63.3	62.3	62.7	65.6	62.2	61.1	61.9	62.9

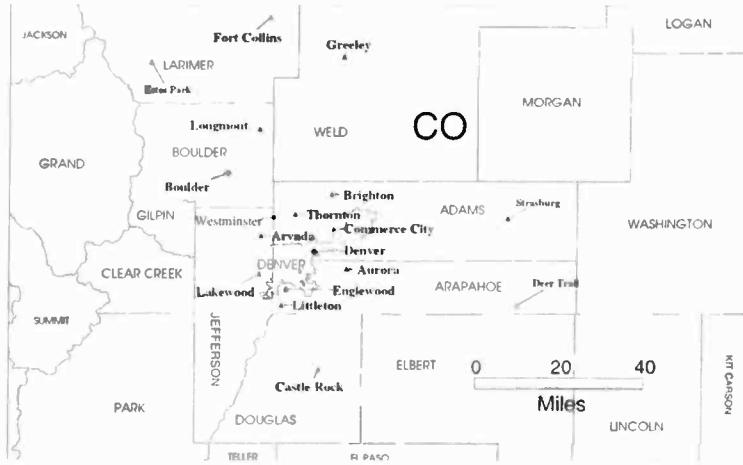
● Indicates a change since last edition

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
Total	2,503.1

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$134,300	\$152,200	\$175,000	\$188,100	\$181,200	\$191,300
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.93/1,000	\$4.61/1,000	Local	79%		
Revenue/Capita	\$62.75	\$76.43	\$91.39	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 ^{1/}	38,832.1	NA ^{1/}	38,832.1	54,791.7	7.1%
EBI ^{2/}	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	16	19	22	41
Tot 12+	0.0		63.3	62.0	63.3	20.1	83.4
Avg 12+	0.0		3.5	3.9	3.3	0.9	2.0
Tot LCS	0.0		75.9	74.3	75.9	24.1	100.0
Avg LCS	0.0		4.2	4.6	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

Some stations also rated in Ft Collins.

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	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
KLZ	Denver	B	560	5.0	5.00	g	Crawford Bcstg Co	22	9208	1,500		Sports	300		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	1.1	
KHOW	Denver	B	630	5.0	5.00	a	Clear Channel Comm	25	9905		g1	Talk	8,000	1.23	3.4	3.1	2.7	2.5	2.7	2.5	2.9	3.2	3.4		
KLTT	Commerce City	B	670	50.0	1.40	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	5.00	f	Salem Comm Corp	41	9603	1,200		News/Talk	900	0.43	1.1	0.9	1.4	1.3	0.9	1.1	1.1	0.7	0.7		
KKZN	Thornton	B	760	50.0	1.00	a	Clear Channel Comm	87	9905		g1	Talk/Sprts	2,000		0.9	0.6	0.6	1.0	0.8	0.6	0.8	0.9	0.8		
KLDC	Brighton	D	800	1.0	0.01	g	Crawford Bcstg Co	56	9312	750		Cst/RIg/Gsp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KOA	Denver	A	850	50.0	50.00	a	Clear Channel Comm	24	9905		g1	Nws/Tlk/Spt	27,000	1.93	7.3	6.3	6.4	6.7	5.9	5.8	5.3	7.4	6.2		
KKFN	Denver	B	950	5.0	5.00	d	Jefferson-Pilot Comm	22	7403			Sports	4,300	1.12	2.0	1.7	1.4	2.1	1.2	2.1	1.8	1.5	1.6		
KRKS	Denver	B	990	6.6	0.39	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	0.11		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	0.50	e	Entravision Comm Co	72	0004		g4	Span/Oldes	2,000	0.52	2.0	0.9	1.1	1.3	1.1	1.7	1.7	2.1	0.8		
• KNRC	Englewood	B	1150	10.0 cp	1.00		Newspaper Radio	51	0303	3,324		News/Talk	900		0.2	0.2	0.0	0.4	0.4	0.4	0.0	0.0	0.0		
KLVZ	Denver	D	1220	0.7	0.01	g	Crawford Bcstg Co	54	9909	1,500		Christian	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4		
KBNO	Denver	B	1280	5.0 cp	5.00		Latino Comm	48	0101	3,300		Span/Mexcn	800	0.32	1.3	1.8	1.1	1.0	0.4	1.7	1.4	0.7	1.0		
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	0.9	0.8	0.6	0.5	1.0	1.0	0.9	0.6		
KEZW	Aurora	B	1430	10.0	5.00	b	Entercom	54	0207		c1	Adlt Stndrd	2,500	0.34	3.9	2.8	3.1	2.7	2.9	3.8	3.6	2.7	2.3		
• KCUV	Littleton	B	1510	10.0	1.30		Newspaper Radio	57	0204		st	Nws/Tlk/Inf	500			0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.5		
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	0.0	0.0	0.2		
KCKK	Lakewood	B	1600	5.0	5.00	d	Jefferson-Pilot Comm	55	9301		c2	Country	1,100	0.41	1.4	0.8	0.6	0.7	1.4	0.9	1.5	1.0	1.6		
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	0.0	0.0	0.1		
# AM Stations -					22	# Combos -					16	AM TOTALS					24.6	20.1	19.7	20.3	18.2	21.6	21.1	21.6	21.3
AM & FM Stations Profiled -					41	# Duopolies -					16	Total Local Commercial Share						83.4	82.0	83.0	83.8	83.8	82.2	83.5	84.2

• 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
Total	2,339.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02						
		\$86,600	\$93,300	\$95,000	\$115,300	\$109,700	\$116,400	6.1%					
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout									
	NA ^{1/}	\$4.27/1,000	\$4.91/1,000	Local	74%	National	26%						
Δ 01 - 02	6.1%	2003	\$123,000	2004	\$131,700	2005	\$138,900	2006	\$146,500	2007	\$153,900	Δ 02 - 07	5.7%

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	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 ^{1/}	27,245.6	NA ^{1/}	27,245.6	31,322.9	2.8%
EBI ^{2/}	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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	16		15	23	29	52
Tot 12+	3.2	59.2		59.5	62.4	23.1	85.5
Avg 12+	0.5	3.7		4.0	2.7	0.8	1.6
Tot LCS	3.7	69.2		69.6	73.0	27.0	100.0
Avg LCS	0.6	4.3		4.6	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	
WLTV	Pittsburgh	B	92.9	47.0	889	h	Frischling, Saul	42	8404	3,000		Soft Rock	4,500	1.21	3.2	2.5	3.3	3.5	2.9	2.3	3.0	2.9	2.6	
WBZZ	Pittsburgh	B	93.7	41.0	548	i	Infinity Bcstg	48	0102		g1	CHR	8,500	1.22	6.0	3.4	3.1	3.9	4.5	4.8	5.4	5.7	5.4	
WWSW	Pittsburgh	B	94.5	50.0	810	f	Clear Channel Comm	40	0008		g	Oldies	8,800	1.30	5.8	5.7	5.5	5.0	5.7	4.9	4.5	4.6	4.9	
WOGG	Oliver	B1	94.9	1.7	1234	b	Keymarket Licenses	93	9910	2,875	c3	Country	1,500	0.86	1.5	2.1	1.1	1.6	1.3	1.6	1.3	1.1	1.5	
WJPA	Washington	A	95.3	2.2	390	d	Washington Bcstg Co	64				Oldies	700		0.6	0.7	0.5	0.4	0.4	0.7	0.7	0.4	0.7	
WKST	Pittsburgh	B	96.1	44.0	522	f	Clear Channel Comm	60	0008		g	CHR	5,500	0.96	4.9	3.6	3.4	3.8	4.4	4.3	3.5	4.7	4.9	
WRRK	Braddock	B	96.9	45.0	532	h	Frischling, Saul	59	9504	5,500		Clsc Rock	4,800	1.01	4.1	4.5	3.3	3.9	4.0	3.2	3.4	3.6	4.2	
WLER	Butler	A	97.7	4.6	374	a	WBUT Inc	49				AC	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
WOGI	Duquesne	A	98.3	3.5 cp	440	b	Keymarket Licenses	67	0001	3,500	c2	Country	900	0.70	1.1	1.4	1.4	1.6	1.0	1.2	0.7	0.7	1.0	
WPKL	Uniontown	A	99.3	3.0	295	b	Keymarket Licenses	68	0101	475	c5	Oldies	350		0.7	0.5	0.4	0.7	0.8	0.4	0.5	0.8	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	5.0	5.7	6.0	5.6	5.1	6.0	4.7	4.8	
WZPT	New Kensington	B	100.7	14.5	919	i	Infinity Bcstg	67	0102		g1	AC	3,300	0.83	3.4	3.9	4.6	2.9	2.9	3.1	3.0	2.5	3.2	
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	1.0	2.4	1.7	1.4	1.0	1.3	1.0	1.3	
WDVE	Pittsburgh	B	102.5	55.0	820	f	Clear Channel Comm	62	0008		g	Rock	18,000	1.45	10.7	9.0	9.6	9.1	8.7	10.0	9.5	8.4	8.9	
WOGH	Burgettstown	B	103.5	16.0	879	b	Keymarket Licenses	47	0003		g4	Country	1,700		0.9	0.6	0.4	0.5	1.0	0.7	0.6	0.9	0.6	
WLSW	Scottdale	A	103.9	0.3	781	j	Wall, Stanley L	71				Oldies	600		0.6	0.5	0.5	0.5	0.3	0.8	0.5	0.6	0.5	
• WOGF	East Liverpool	B	104.3	13.0	719	b	Keymarket Licenses	59	0004	1,800	c4	Country	1,000		0.1	0.5	0.5	0.0	0.0	0.5	0.0	0.0	0.4	
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	3.2	2.1	3.0	4.1	2.6	3.3	4.2	2.7	
WXDX	Pittsburgh	B	105.9	72.0	430	f	Clear Channel Comm	60	0008		g	Alternative	6,500	0.89	6.3	4.2	5.6	5.1	5.1	5.8	5.0	5.6	5.1	
• WAMO	Beaver Falls	B	106.7	37.0	554	g	Sheridan Bcstg	60	7303			Urban	3,900	0.93	3.6	3.6	2.6	2.7	2.8	3.5	2.8	3.3	3.0	
WSSZ	Greensburg	A	107.1	2.9	482	g	Sheridan Bcstg	68	9609	2,400		Urban	300		0.4	0.1	0.2	0.2	0.3	0.3	0.2	0.4	0.4	
WDSY	Pittsburgh	B	107.9	17.5	827	i	Infinity Bcstg	62	0102		g1	Country	9,400	1.04	7.8	6.4	7.1	7.6	6.7	6.2	6.9	7.0	6.0	
# FM Stations -					23	# Combos -					22	FM TOTALS				73.4	62.4	63.3	63.7	63.9	63.0	62.1	63.1	62.5

• 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
Total	2,339.8

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$86,600	\$93,300	\$95,000	\$115,300	\$109,700	\$116,400
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.27/1,000	\$4.91/1,000	Local 74%			
	\$36.45	\$49.75	\$66.99	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	2,375.6	2,339.8	-0.3%	2,339.8	2,297.4	-0.4%
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Per Capita	\$ 18,346		Median Household	\$ 34,260		Avg Household	\$ 44,503	
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Tot 12+	3.2	59.2		59.5	62.4	23.1	85.5
Avg 12+	0.5	3.7		4.0	2.7	0.8	1.6
Tot LCS	3.7	69.2		69.6	73.0	27.0	100.0
Avg LCS	0.6	4.3		4.6	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	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	0.0
WMBS	Uniontown	B	590	1.0	1.00		Fayette Bcstg		37			Adlt Stndrd	300		0.6	0.5	0.0	0.0	0.4	0.4	0.5	0.9	0.9	
WKHB	Inwin	D	620	5.5	0.05	l	Broadcast Comm Inc	34	9610	498		Dvs/RMs/CCt	100		0.1	0.0	0.0	0.5	0.0	0.4	0.0	0.0	0.0	
WISR	Butler	D	680	0.3	0.05	a	WBUT Inc	41	9701	730		Oldes/Talk	100			0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	
WPIT	Pittsburgh	D	730	5.0	0.02	c	Salem Comm Corp	47	9212		c1	Chrst/Talk			0.1	0.5	0.4	0.0	0.0	0.0	0.5	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	0.0	0.0	0.6	0.6	0.0	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	0.7	0.5	0.8	0.4	0.4	0.4	0.6	0.6	
KDKA	Pittsburgh	A	1020	50.0	50.00	i	Infinity Bcstg	20	0102		g1	News/Talk	16,000	1.05	13.1	11.6	11.7	11.2	11.6	11.2	10.5	11.6	11.7	
WBUT	Butler	D	1050	0.5	0.06	a	WBUT Inc	49				News/Info	100		0.3	0.0	0.0	0.0	0.6	0.0	0.0	0.5	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	0.1	0.0	0.0	0.2	0.0	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	lorio Bcstg Inc	48	9605	450		Nws/Tlk/Spt	700		0.3	0.0	0.0	0.0	0.0	0.4	0.5	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	1.4	1.9	2.4	1.7	1.4	1.9	1.6	1.3	
WJAS	Pittsburgh	B	1320	5.0	5.00	e	Renda Bcstg Corp	21	8501	700		Nostalgia	1,200	0.17	6.1	5.5	4.7	4.5	4.2	6.4	5.5	4.9	5.8	
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	1.4	1.3	1.2	1.3	0.9	1.3	1.1	1.7	
KQV	Pittsburgh	B	1410	5.0 cp	5.00		Calvary Inc	19	8212	1,800		News	1,400	0.86	1.4	1.3	1.1	0.9	1.3	1.0	1.1	1.5	1.1	
WJPA	Washington	C	1450	1.0	1.00	d	Washington Bcstg Co	41				Oldies			0.1	0.1	0.2	0.0	0.0	0.0	0.1	0.1	0.0	
WMBA	Ambridge	B	1460	0.5	0.50	k	lorio 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 cp	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	23.1	22.2	22.0	21.5	23.1	23.1	22.8	23.5
				AM & FM Stations Profiled -		52	# Duopolies -		15	Total Local Commercial Share							85.5	85.5	85.7	85.4	86.1	85.2	85.9	86.0

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
Total	2,228.8

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$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	\$142,700	\$150,500	\$158,800	\$166,700	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$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 ^{1/}	32,029.0	NA ^{1/}	32,029.0	42,268.4	5.7%
EBI ^{2/}	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	16	16	27	43
Tot 12+			62.1	62.1	62.1	19.5	81.6
Avg 12+			3.9	3.9	3.9	0.7	1.9
Tot LCS			76.1	76.1	76.1	23.9	100.0
Avg LCS			4.8	4.8	4.8	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	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)												Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
KGON	Portland	C	92.3	100.0	1266	b	Entercom	67	9808	24,500	c1	Clsc Rock	10,200	1.41	5.7	4.3	3.1	3.4	4.6	4.8	4.4	4.7	5.1
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	1.5	0.9	1.4	1.8	1.1	1.2	1.2
KNRK	Camas	C2	94.7	17.0	850	b	Entercom	92	9808		c1	Modem Rock	4,300	0.75	4.5	3.1	2.8	2.9	3.3	3.4	4.1	3.7	3.6
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	5.6	4.7	4.8	5.4	4.9	5.3	5.0	4.7
KKSN	Portland	C	97.1	100.0	1266	b	Entercom	46	9804		g4	Oldies	8,200	0.95	6.8	5.6	4.6	5.6	5.8	5.7	5.8	4.6	5.9
KUPL	Portland	C1	98.7	37.0	1444	c	Infinity Bcstg	48	0102		g2	Country	7,800	0.88	7.0	5.6	5.5	5.5	6.2	5.4	5.8	5.4	4.9
● KWJJ	Portland	C1	99.5	52.0	1266	f	Entercom	68	0305 p	44,000	c2	Country	6,600	0.98	5.3	5.0	4.2	3.7	3.6	4.8	4.1	4.6	5.9
KKRZ	Portland	C	100.3	100.0	1542	e	Clear Channel Comm	46	9905		g1	CHR	5,800	0.85	5.4	4.6	4.3	3.9	4.0	4.5	5.1	3.8	5.1
KUFO	Portland	C	101.1	100.0	1444	c	Infinity Bcstg	77	0102		g2	AOR	9,200	1.27	5.7	3.9	3.8	4.1	4.4	5.0	4.7	4.4	4.5
KINK	Portland	C	101.9	100.0	1542	c	Infinity Bcstg	68	0102		g2	AAA	8,500	1.24	5.4	3.3	4.1	3.9	4.9	3.8	4.4	4.3	4.9
KKCW	Beaverton	C	103.3	100.0	1542	e	Clear Channel Comm	84	9905		g1	AC	10,000	1.09	7.2	5.2	4.5	4.9	6.3	4.6	6.1	6.3	6.2
KFIS	Scappoose	C2	104.1	7.0	1266	g	Salem Comm Corp	86	0205	35,800		ChrsContem	1,200	0.31	3.1	2.3	2.5	2.4	2.5	3.3	2.1	2.3	0.0
KRSK	Molalla	C1	105.1	64.0 cp	1184	b	Entercom	70	9805		g4	Hot AC	5,400	1.09	3.9	3.6	3.5	3.1	3.4	3.1	2.9	3.3	3.1
KRVO	Vancouver	C1	105.9	22.5 cp	1542	e	Clear Channel Comm	01				Clsc Rock	1,700	0.54	2.5	3.2	2.6	3.8	3.2	2.1	1.2	1.7	2.0
KLTH	Lake Oswego	C	106.7	100.0	1444	c	Infinity Bcstg	77	0102		g2	Lite Rock	4,200	0.92	3.6	2.3	3.3	3.8	2.8	3.2	2.7	3.1	3.2
KVMX	Banks	C1	107.5	37.0 cp	1444	c	Infinity Bcstg	91	0102		g2	80s Hits	4,800	0.88	4.3	3.6	3.1	2.9	3.4	3.5	3.5	3.4	4.1
# FM Stations -					16	# Combos -					16	FM TOTALS			78.5	62.1	58.1	59.6	65.2	63.9	63.3	61.8	64.4

● 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
Total	2,228.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$95,300	\$107,200	\$114,900	\$134,800	\$118,500	\$126,900	5.9%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.1%	\$133,300	\$142,700	\$150,500	\$158,800	\$166,700	5.6%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$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 ^{1/}	32,029.0	NA ^{1/}	32,029.0	42,268.4	5.7%
EBI ^{2/}	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	16	16	27	43
Tot 12+			62.1	62.1	62.1	19.5	81.6
Avg 12+			3.9	3.9	3.9	0.7	1.9
Tot LCS			76.1	76.1	76.1	23.9	100.0
Avg LCS			4.8	4.8	4.8	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer		
				Power (kW)	Power (kW)											2003	2003	2002	2002	2002	2002	2001	2001		
• KTLK	Portland	B	620	5.0	5.00	e	Clear Channel Comm	22	9905		g1	News/Talk	1,700	0.79	1.7	1.0	1.0	2.1	1.6	1.9	1.5	0.5	0.5		
KXL	Portland	B	750	50.0	20.00	d	Rose City Radio Corp	26	9901		c4	News/Talk	6,400	1.15	4.4	4.1	4.9	4.4	3.4	3.3	3.4	4.1	3.2		
KPDQ	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	1.2	1.0	0.9	0.8	0.7	0.5	0.9	0.5		
KWIP	Dallas	B	880	5.0	1.00		Jupiter Comm	55	9106	21		Mexican	1,000	0.72	1.1	0.7	0.9	0.9	0.8	0.9	1.2	0.6	0.7		
KFXX	Vancouver	B	910	10.0	10.00	b	Entercom	80	9508		c1	Sprts/Talk	3,000	1.31	1.8	1.2	1.4	1.7	1.6	1.6	1.2	1.3	1.1		
KWBY	Woodburn	D	940	0.3	0.20	a	Coss, Donald D.	64	9110		st	Mexican	800	0.48	1.3	1.2	1.5	1.9	1.1	1.2	0.9	1.0	0.5		
KUPL	Portland	B	970	5.0	5.00	c	Infinity Bcstg	25	0102		g2	Country	600			0.5	0.8	0.0	0.0	0.0	0.0	0.0	0.4		
KGUY	Milwaukie	D	1010	4.5	0.00	h	Sizemore, William	88	0201	750						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	Entercom	25	0305 p		c2	Talk	1,400	0.61	1.8	1.4	1.6	1.7	1.5	1.8	1.6	1.0	1.3		
• KKGT	Portland	D	1150	5.0	0.05	h	Bustos Media Holding	54	0304 p	1,250		Talk	250		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0		
KEX	Portland	A	1190	50.0	50.00	e	Clear Channel Comm	26	9905		g1	FuSvc/AC	6,700	0.98	5.4	5.5	5.3	3.7	4.0	4.1	4.1	5.4	5.6		
KCCS	Portland	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		Bustos Media Holding	56	0307	1,125		Mexican	700		0.9	1.0	0.9	0.9	1.0	0.8	0.7	0.5	0.4		
KLYC	McMinnville	B	1260	1.0	0.85		Bohnsack Strategies	49	9010	120		Oldies				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	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	0.0		
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	0.0		
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	1.7	2.1	2.3	1.8	1.7	2.0	1.4	2.0		
• KKAD	Vancouver	B	1550	50.0	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	0.0	0.0		
KDZR	Lake Oswego	B	1640	10.0	1.00	j	ABC Radio Inc	00	0302		d1	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					27	# Combos -					17	AM TOTALS					21.6	19.5	21.4	20.5	17.6	18.0	17.1	17.2	16.2
AM & FM Stations Profiled -					43	# Duopolies -					14	Total Local Commercial Share					81.6	79.5	80.1	82.8	81.9	80.4	79.0	80.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 25

Revenue Rank: 24

Cleveland, OH Market Overview



Metro Counties / Population (000)

Cuyahoga, OH	1,380.8
Geauga, OH	92.6
Lake, OH	228.1
Lorain, OH	285.9
Medina, OH	156.0
Total	2,143.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$89,300	\$96,900	\$103,900	\$118,400	\$111,000	\$119,100
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.27/1,000	\$4.65/1,000	Local 70%			
	\$41.91	\$55.57	\$73.44	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	2,130.7	2,143.4	0.1%	2,143.4	2,137.7	-0.1%
Households	823.2	856.0	0.8%	856.0	865.8	0.2%
Retail Sales	NA ^{1/}	27,875.4	NA ^{1/}	27,875.4	33,760.1	3.9%
EBI ^{2/}	35,001.1	40,558.1	3.0%	40,558.1	48,594.8	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,024.4	181.1	94.3	85.1	132.4	163.0	150.0	218.5
Women (000)	1,119.0	174.7	90.0	86.7	139.9	172.3	159.9	295.5
Total	2,143.4	355.8	184.3	171.8	272.3	335.3	309.9	514.0
Percentage	100.0%	16.6%	8.6%	8.0%	12.7%	15.6%	14.5%	24.0%
Per Capita	\$ 18,922							
				Median Household	\$ 38,321		Avg Household	\$ 47,383
Ethnic Population:	White 75.5%	Black 19.6%	Asian 1.5%	Hispanic 3.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	14		14	15	16	31
Tot 12+	1.8	67.7		68.8	69.5	15.2	84.7
Avg 12+	1.8	4.8		4.9	4.6	1.0	2.7
Tot LCS	2.1	79.9		81.2	82.1	17.9	100.0
Avg LCS	2.1	5.7		5.8	5.5	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

Some stations also rated in Akron.

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)												Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
WXTM	Cleveland	B	92.3	36.0	548	a	Infinity Bcstg	60	0008		g1	Alternative	4,600	0.82	4.7	2.9	2.8	2.6	3.9	4.6	4.0	3.4	3.7		
WZAK	Cleveland	B	93.1	27.5	620	e	Radio One Inc	63	0008		g5	Urban	8,000	0.99	6.8	5.3	6.1	6.5	6.0	5.4	6.1	5.6	6.6		
WQMX	Medina	B	94.9	16.0	879		Rubber City Radio	60	8806	See (73)		Country	n/a		0.6	0.7	0.5	0.8	0.5	0.6	0.7	0.4	0.6		
WFHM	Cleveland	B	95.5	31.0	620	d	Salem Comm Corp	75	0107		sw	ChrsContem	1,400	0.42	2.8	2.3	2.8	2.6	1.8	2.9	2.3	2.6	1.9		
● WAKS	Akron	B	96.5	31.0	620	b	Clear Channel Comm	50	0008		sw	Top 40	2,300	0.34	5.6	4.7	4.9	4.5	4.7	4.8	4.4	5.0	3.7		
WNCX	Cleveland	B	98.5	16.0	961	a	Infinity Bcstg	48	0102		g1	Clsc Rock	9,500	1.35	5.9	4.6	4.5	4.7	4.8	4.9	5.5	4.8	5.0		
WGAR	Cleveland	B	99.5	50.0	499	b	Clear Channel Comm	48	9905		g2	Country	9,900	1.12	7.4	7.6	6.6	6.8	5.9	6.1	7.4	5.7	6.0		
WMMS	Cleveland	B	100.7	34.0	600	b	Clear Channel Comm	48	9905		g2	Rock	6,800	1.30	4.4	3.7	3.7	4.3	4.3	4.4	2.9	3.5	4.1		
WDOK	Cleveland	B	102.1	12.0	1004	a	Infinity Bcstg	50	0008		g1	Soft AC	11,500	1.12	8.6	7.6	7.2	6.8	7.6	7.5	7.8	6.3	6.8		
WQAL	Cleveland	B	104.1	13.0 cp	961	a	Infinity Bcstg	48	0008		g1	Hot AC	7,600	1.48	4.3	3.3	3.5	3.8	3.6	3.6	3.5	3.8	3.6		
WCLV	Lorain	A	104.9	6.0	328		WCLV Foundation	75	0111		dn 1	Classical	2,400	0.88	2.3	1.8	2.1	1.6	1.9	1.5	2.4	1.9	2.1		
WMJL	Cleveland	B	105.7	16.0	1129	b	Clear Channel Comm	54	9905		g2	Oldies	15,800	1.51	8.8	8.6	8.8	7.5	7.5	7.1	7.3	7.9	7.9		
WMVX	Cleveland	B	106.5	11.5	1037	b	Clear Channel Comm	60	9905		g2	Hot AC	9,100	1.56	4.9	4.3	3.7	3.3	3.9	3.5	4.3	4.9	4.2		
WNWV	Elyria	B	107.3	50.0	466	c	Elyria-Lorain Bcstg	47				Smooth Jazz	1,000	0.14	6.2	5.8	5.3	5.2	5.4	4.2	5.6	5.9	4.6		
WENZ	Cleveland	B	107.9	15.0	892	e	Radio One Inc	59	9905		g3	R&BOd/Urba	6,650	0.82	6.8	6.3	5.2	5.9	6.6	5.3	5.4	5.9	6.6		
# FM Stations -					15	# Combos -					13	FM TOTALS					80.1	69.5	67.7	66.9	68.4	66.4	69.6	67.6	67.4

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)	Spring 2003											Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
WKNR	Cleveland	B	850	50.0	4.70	d	Salem Comm Corp	26	0008		g4	Sports	3,200	1.00	2.7	1.7	2.0	2.6	1.7	2.2	2.8	2.4	2.4		
WEOL	Elyria	B	930	1.0	1.00	c	Elyria-Lorain Bcstg	48				Nws/Tlk/Spt	700		0.6	0.0	0.7	0.5	0.5	0.6	0.3	0.5	0.7		
WCCD	Parna	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		
WJTJ	North Ridgeville	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	7.1	7.5	7.2	8.4	8.7	6.4	9.0	10.6		
WHK	Cleveland	B	1220	50.0	50.00	d	Salem Comm Corp	30	0107		g4	Chrst/Talk	2,100		0.6	0.0	0.3	0.5	0.5	0.6	0.4	0.4	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			0.3	0.4	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		Oldes/Sprts	200		0.2	0.4	0.4	0.5	0.0	0.4	0.3	0.0	0.6		
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	3.8	3.3	3.9	2.8	3.2	3.9	3.2	3.8		
WBKC	Painesville	B	1460	1.0	0.50		Water's Edge Comm	56	9511	50		Cls/Nws/Spt			0.1	0.0	0.0	0.0	0.0	0.2	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	1.9	1.4	1.7	1.6	1.7	1.4	1.0		
WABQ	Cleveland	D	1540	1.0	0.00	g	D & E	47	0207	3,000		Gospel	700		0.6	0.5	0.8	0.7	0.5	0.6	0.4	0.5	0.5		
WATJ	Chardon	D	1560	1.0	0.00		Music Express Bcstg	69				Sports			0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0		
# AM Stations -					16	# Combos -					9	AM TOTALS					20.2	15.2	17.3	17.3	16.1	18.5	16.2	17.4	19.6
AM & FM Stations Profiled -					31	# Duopolies -					9	Total Local Commercial Share						84.7	85.0	84.2	84.5	84.9	85.8	85.0	87.0

● 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
		\$100,400	\$119,000	\$126,200	\$132,300	\$124,300	\$131,700
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.06/1,000	\$5.17/1,000	Local	74%		
Revenue/Capita	\$52.09	\$65.99	\$83.09	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 ^{1/}	26,013.1	NA ^{1/}	26,013.1	32,877.9	4.8%
EBI ^{2/}	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+	10.5	51.4	0.5	60.6	62.4	20.3	82.7
Avg 12+	1.2	4.3	0.5	4.3	2.8	1.6	2.4
Tot LCS	12.7	62.2	0.6	73.3	75.5	24.5	100.0
Avg LCS	1.4	5.2	0.6	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

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		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WOFX	Cincinnati	B	92.5	16.0	cp	866 b	64	9905		g1	Clsc Rock	7,600	1.05	5.5	4.4	4.6	5.1	4.7	4.6	4.1	4.8	3.5
WAKW	Cincinnati	B	93.3	49.0		492					ChrsContem			1.3	1.4	1.8	1.3	1.3	1.6	1.6	0.0	0.0
WVMX	Cincinnati	B	94.1	32.0		600 b	55	9905		g1	Hot AC	6,700	1.27	4.0	3.9	3.0	2.8	3.0	3.5	3.5	3.2	3.8
WMOJ	Fairfield	B	94.9	10.5		1056 h	62	9801		sw	R&B Oldies	7,500	1.07	5.3	4.7	4.7	4.7	5.2	4.1	4.5	3.9	4.2
WYGY	Lebanon	B	96.5	19.5		810 h	58	0209	45,000		Country	3,900	0.63	4.7	3.3	3.3	3.2	3.7	4.0	4.0	3.9	5.1
• WAQZ	Fort Thomas	A	97.3	2.6		509 g	94	0102		g2	Alternative	3,800	0.93	3.1	2.2	2.5	2.5	2.5	2.5	2.9	2.5	2.9
WAXZ	Georgetown	A	97.7	2.1		387 c	76				Country			0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
WOXY	Oxford	A	97.7	3.0		322	59	8107			Modern Rock	200		0.1	0.7	0.4	0.4	0.0	0.0	0.4	0.0	0.4
WRRM	Cincinnati	B	98.5	18.0		807 h	59	7201			AC	10,000	0.97	7.8	6.2	7.1	7.5	6.6	6.1	7.1	6.2	6.6
WSCH	Aurora	A	99.3	1.2		525 e	70	0207 p		na	Country	200		0.5	0.0	0.0	0.0	0.5	0.5	0.0	0.6	0.0
• WAOL	Ripley	C3	99.5	13.0		459 c	93				Country	300		0.4	0.5	0.0	0.4	0.5	0.6	0.4	0.0	0.4
WIZF	Erlanger	A	100.9	1.3		509	65	0108		g 2	Urban	6,800	0.74	7.0	6.1	6.4	5.5	5.0	6.2	7.0	5.1	5.6
WKRQ	Cincinnati	B	101.9	16.0		866 g	47	0102		g2	CHR	8,700	1.41	4.7	3.5	2.7	3.4	3.9	4.3	3.9	3.5	3.7
WEBN	Cincinnati	B	102.7	16.0		866 b	67	9905		g1	Rock	12,100	1.13	8.1	7.1	5.8	5.7	7.4	6.6	5.5	7.5	6.8
WXCH	Versailles	A	103.1	3.0		328 e	84	0207 p		na	Country				0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
WGRR	Hamilton	B	103.5	11.0		1037 g	61	0102		g2	Oldies	8,900	1.01	6.7	4.2	4.0	5.2	5.0	5.9	4.9	6.6	4.8
WNLT	Harrison	A	104.3	5.2		328 f	91	9106		cp 1	ChrsContem	600	0.35	1.3	1.5	1.1	1.2	1.0	1.1	1.3	0.9	1.2
WUBE	Cincinnati	B	105.1	14.5		915 g	49	0008		g2	Country	10,500	1.27	6.3	5.2	4.7	5.6	4.9	5.7	5.6	4.9	5.9
WPFB	Middletown	B	105.9	34.0		594 d	59				Country	n/a		0.8	0.6	0.9	0.6	0.7	0.7	0.7	0.6	0.6
WNKR	Willamstown	A	106.5	1.4		476	92	9207		st	Clsc/Cntry				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	69	9905		g1	CHR	4,200	0.43	7.4	6.9	7.2	6.4	6.6	6.5	6.1	5.6	6.2
WIOK	Falmouth	A	107.5	1.4		696	81	9212	100	+	Gospel	200		0.3	0.0	0.4	0.4	0.0	0.6	0.0	0.4	0.0
# FM Stations -				22	# Combos -				16	FM TOTALS				75.4	62.4	60.6	61.9	62.5	65.2	63.9	60.2	61.7

• 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
Total	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
Gross Revenues	\$100,400	\$119,000	\$126,200	\$132,300	\$124,300	\$131,700	5.6%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
Gross Revenues	6.0%	\$137,200	\$145,400	\$153,400	\$161,800	\$169,900	5.2%

Revenue/Retail Sales Revenue/Capita

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$5.06/1,000	\$5.17/1,000	Local 74%
Revenue/Capita	\$52.09	\$65.99	\$83.09	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 ^{1/}	26,013.1	NA ^{1/}	26,013.1	32,877.9	4.8%
EBI ^{2/}	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+	10.5	51.4	0.5	60.6	62.4	20.3	82.7
Avg 12+	1.2	4.3	0.5	4.3	2.8	1.6	2.4
Tot LCS	12.7	62.2	0.6	73.3	75.5	24.5	100.0
Avg LCS	1.4	5.2	0.6	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.

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)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WKRC	Cincinnati	B	550	5.0	1.00	b	Clear Channel Comm	22	9905		g1	News/Talk	6,700	1.13	4.5	4.5	5.8	3.6	3.9	3.1	4.3	3.7	4.5
WLW	Cincinnati	A	700	50.0	50.00	b	Clear Channel Comm	22	9905		g1	Nws/Tlk/Spt	25,500	1.55	12.5	10.1	9.9	10.3	10.2	11.1	9.4	11.0	11.1
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		Braden, Ruth & Doug	47				Talk	100		0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
WTSJ	Cincinnati	B	1050	1.0	0.28	a	Salem Comm Corp	47	9707		g	Chrst/Talk	600			0.4	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	0.0	0.0	0.6	0.4	0.5	0.4	0.0	0.0
WDBZ	Cincinnati	C	1230	1.0 cp	1.00		Blue Chip Comm Inc	27	0003		2	Talk	200	0.14	1.1	1.7	0.6	1.2	1.0	0.9	0.9	1.0	0.8
WCVG	Covington	B	1320	0.5	0.43	c	Plessinger Radio Grp	65				Gospel	600		0.5	0.4	0.8	0.0	0.5	0.5	0.0	0.5	0.8
WCKY	Cincinnati	B	1360	5.0	5.00	b	Clear Channel Comm	23	9905		g1	Sports	800	0.43	1.4	1.1	1.5	1.5	1.3	0.9	1.4	1.2	0.9
WMOH	Hamilton	C	1450	1.0	1.00		Baldwin Broadcasting	44	0303	950		Nws/Tlk/Spt			0.1	0.0	0.0	0.0	0.4	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	0.4	0.5	0.6	0.0	0.5	0.6	0.6	0.0
WSAI	Cincinnati	A	1530	50.0	50.00	b	Clear Channel Comm	29	9905		g1	Oldies	3,300	0.76	3.3	1.7	2.3	3.1	2.2	2.8	2.6	3.5	2.9
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 -	8	AM TOTALS						24.4	20.3	21.4	20.9	19.9	20.3	20.0	21.5	21.0
					AM & FM Stations Profiled -	35	# Duopolies -	11	Total Local Commercial Share						82.7	82.0	82.8	82.4	85.5	83.9	81.7	82.7	

● 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
Total	1,878.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$80,800	\$86,500	\$98,200	\$109,900	\$106,400	\$117,600	7.8%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
10.5%	\$125,000	\$133,800	\$141,200	\$148,900	\$156,400	5.9%	
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
NA ^{1/}	\$4.67/1,000	\$4.36/1,000		Local	70%		
Revenue/Capita	\$47.39	\$62.60	\$77.60	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 ^{1/}	25,205.3	NA ^{1/}	25,205.3	35,864.9	7.3%
EBI ^{2/}	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	5	16		17	21	14	35
Tot 12+	6.5	50.6		56.3	57.1	22.7	79.8
Avg 12+	1.3	3.2		3.3	2.7	1.6	2.3
Tot LCS	8.1	63.4		70.6	71.6	28.4	100.0
Avg LCS	1.6	4.0		4.2	3.4	2.0	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
KZSA	Placerville	A	92.1	1.9	417	d	First Bcstg Co LP	82	0306	7,115		Mexican	1,100		0.4	0.0	0.8	0.0	0.0	0.3	0.5	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	3.1	3.5	3.4	2.5	3.1	2.9	3.6	2.9
KXOA	Roseville	B1	93.7	25.0	328	c	Infinity Bcstg	70	0102		g1	Rock	2,200	1.10	1.7	1.5	1.4	1.4	1.5	1.3	1.7	1.0	1.6
● KNCO	Grass Valley	A	94.1	0.7	981	g	Nevada County Bcstrs	82	9605	1,000	st	AC	100		0.2	0.0	0.4	0.0	0.4	0.4	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	4.1	4.9	4.6	4.5	5.1	4.3	5.4	4.3
KYMX	Sacramento	B	96.1	50.0	476	c	Infinity Bcstg	47	0011		g1	AC	6,000	0.94	5.4	4.6	4.5	4.1	4.0	4.7	4.7	4.1	3.9
KSEG	Sacramento	B	96.9	50.0	499	a	Entercom	59	9808		d1	Clsc Rock	10,600	1.70	5.3	4.0	3.7	3.5	3.7	5.2	4.6	3.6	5.0
KTTA	Esparto	A	97.9	6.0	328		Aztec Media Inc	95	0304	7,000		Mexican	2,200		0.8	1.5	1.2	0.9	0.8	0.5	0.6	0.8	0.9
KRXQ	Sacramento	B	98.5	50.0	495	a	Entercom	59	9808		sw	AOR	10,300	1.62	5.4	2.9	3.0	3.6	4.7	3.8	4.8	4.2	5.1
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	0.0
KRCX	Marysville	B	99.9	1.8	2182	i	Entravision Comm Co	47	0004		g2	Span/Mexcn	1,500	1.28	1.0	0.8	0.8	1.1	0.8	0.6	1.3	0.7	1.4
KZZO	Sacramento	B	100.5	115.0	328	c	Infinity Bcstg	58	0011		g1	Hot AC	7,000	1.42	4.2	3.9	3.7	2.9	3.7	3.2	2.8	3.9	4.5
KHYL	Auburn	B	101.1	36.0	577	b	Clear Channel Comm	61	0008		g	Rhymc/Oldes	4,400	0.89	4.2	3.5	3.7	3.2	4.0	3.0	3.3	3.3	3.0
KCCL	Shingle Springs	B	101.9	47.0	505	i	Entravision Comm Co	89	0004		g2	Oldies	2,000	0.35	4.8	4.4	3.8	3.9	4.7	4.4	3.0	3.5	4.1
KSFM	Woodland	B	102.5	16.0	417	c	Infinity Bcstg	61	0102		g1	CHR	6,500	0.91	6.1	5.0	6.5	5.0	5.2	5.6	4.1	4.8	3.8
KBMB	Sacramento	A	103.5	6.0	312		Diamond Radio Inc	96				CHR	3,400	0.62	4.7	3.9	4.2	4.7	3.6	3.7	3.7	4.4	3.6
● KRRE	Davis	A	104.3	3.4	436	i	Entravision Comm Co	79	0008		g4	Spanish AC	1,600	0.97	1.4	1.1	1.3	0.8	1.1	1.0	1.3	1.1	1.4
KNCI	Sacramento	B	105.1	50.0	499	c	Infinity Bcstg	60	0102		g1	Country	8,500	1.02	7.1	4.4	4.4	5.2	6.7	5.0	5.6	5.6	5.4
KKFS	Dunnigan	B1	105.5	2.6	1011	h	Salem Comm Corp	83	0112	8,000		ChrsContem	1,000	0.35	2.4	1.5	1.6	1.4	1.9	2.3	1.7	1.9	1.7
KWOD	Sacramento	B	106.5	50.0	410		Entercom	57	0305	25,000		Alternative	4,400	0.87	4.3	3.1	2.9	3.5	3.6	3.1	4.1	3.3	3.8
KDND	Sacramento	B	107.9	50.0	404	a	Entercom	45	9808	27,500		CHR	5,700	0.95	5.1	3.8	3.5	4.1	4.6	4.0	4.5	3.3	3.8
# FM Stations -					21	# Combos -					17	FM TOTALS			74.1	57.1	59.8	57.3	62.0	60.3	59.5	59.0	60.2

● 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
Total	1,878.6

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$80,800	\$86,500	\$98,200	\$109,900	\$106,400	\$117,600
Δ 01 - 02	10.5%						
	2003	2004	2005	2006	2007	Δ 02 - 07	
	\$125,000	\$133,800	\$141,200	\$148,900	\$156,400	5.9%	
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.67/1,000	\$4.36/1,000	Local	70%	National	30%
	\$47.39	\$62.60	\$77.60				

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 ^{1/}	25,205.3	NA ^{1/}	25,205.3	35,864.9	7.3%
EBI ^{2/}	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	5	16		17	21	14	35
Tot 12+	6.5	50.6		56.3	57.1	22.7	79.8
Avg 12+	1.3	3.2		3.3	2.7	1.6	2.3
Tot LCS	8.1	63.4		70.6	71.6	28.4	100.0
Avg LCS	1.6	4.0		4.2	3.4	2.0	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)												
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001					
KSTE	Rancho Cordova	B	650	21.4	0.92	b	Clear Channel Comm	91	0008		g	Talk	2,500	0.55	3.9	3.2	3.7	3.0	3.5	2.8	3.3	3.2	3.0					
KFIA	Carmichael	B	710	25.0	1.00	h	Salem Comm Corp	79	9502	4,100		Chrst/Talk	2,000		0.7	0.5	0.5	0.9	0.6	0.8	0.4	0.5	0.4					
KNCO	Grass Valley	B	830	5.0	5.00	g	Nevada County Bcstrs	78	9605		st	News/Talk	600		0.6	0.6	0.0	0.7	0.4	0.6	0.6	0.5	0.5					
KAHI	Auburn	B	950	5.0	5.00	f	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	0.0				
KLIB	Roseville	B	1110	5.0	0.50	e	Multicultural Bcstg	68	0005		g3	Span/Varty	350		0.1	0.4	0.0	0.0	0.0	0.3	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	4.0	3.9	3.8	2.9	4.4	3.1	3.4	3.5					
KSQR	Sacramento	C	1240	1.0	1.00	d	Moon Bcstg Corp	37	0111	1,500		Mexican	400		0.2	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0				
KCTC	Sacramento	B	1320	5.0	5.00	a	Entercom	45	9808		sw	Nostalgia	1,000	0.21	4.0	2.8	2.6	3.6	3.1	3.8	3.0	3.0	2.9					
KTKZ	Sacramento	B	1380	5.0	5.00	h	Salem Comm Corp	52	9704	1,500		Talk	500	0.43	1.0	1.0	0.6	1.1	1.0	0.7	0.9	0.6	0.7					
KJAY	Sacramento	D	1430	0.5	0.00		KJAY LLC	63	9709		nc	Talk	100		0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.4	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	0.0	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	10.2	9.4	9.9	8.0	7.6	9.3	10.1	8.4					
KSMH	West	B	1620	10.0	1.00	f	IHR Educ Bcstg	99	9905		c1	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
● KFSG	Roseville	B	1690	10.0	1.00	e	Multicultural Bcstg	99	0005		g3	Span/Chrst	300			0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
				# AM Stations -		14	# Combos -		13							AM TOTALS				25.8	22.7	21.3	23.0	19.5	21.3	21.2	21.7	19.4
				AM & FM Stations Profiled -		35	# Duopolies -		11							Total Local Commercial Share					79.8	81.1	80.3	81.5	81.6	80.7	80.7	79.6

● Indicates a change since last edition
 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
Total	1,867.8

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$30,100	\$33,500	\$38,400	\$42,400	\$41,100	\$46,700
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	13.6%	\$49,300	\$52,800	\$55,700	\$58,700	\$61,700	5.7%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.09/1,000	\$2.00/1,000	Local	85%		
	\$17.81	\$25.00	\$30.46	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 ^{1/}	22,329.2	NA ^{1/}	22,329.2	30,818.4	6.7%
EBI ^{2/}	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	3		6	16	13	29
Tot 12+	10.4	20.7		28.0	31.1	1.9	33.0
Avg 12+	0.8	6.9		4.7	1.9	0.1	1.1
Tot LCS	31.5	62.7		84.8	94.2	5.8	100.0
Avg LCS	2.4	20.9		14.1	5.9	0.4	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 Los Angeles & Victor Valley.
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)								
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
• KELT	Adelanto	A	92.7	0.3 cp	1473	j	Amaturo Group Ltd	59	9301			AC	n/a		1.2	0.0	0.5	0.0	0.0	0.0	0.0	0.8	0.9	1.5
KXFG	Sun City	A	92.9	6.0	328	i	Infinity Bcstg	97	0102		g1	Country				0.0	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	0.0	0.0	0.0	0.4	0.0
• KZBA	Ontario	A	93.5	5.0 cp	-131		Spanish Bcstg System	67	0010		g	Span/Trpct				0.8	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KFRG	San Bernardino	B	95.1	50.0 cp	482	i	Infinity Bcstg	74	0102		g1	Country	13,000	1.42	19.6	6.3	8.6	6.9	6.6	7.0	7.8	7.7	8.7	
KWRP	San Jacinto	A	96.1	1.6 cp	653		Magic Bcstg Inc	90	9810	2,650		Mexican	700	0.29	5.1	0.0	0.5	2.1	2.2	1.3	1.3	2.8	2.9	
KCAL	Redlands	A	96.7	1.8	377	f	Anaheim Bcstg Corp	65	8612	4,000	g	Rock	6,100	1.31	10.0	3.5	3.2	3.5	3.8	4.9	3.6	2.6	3.4	
KGGI	Riverside	B	99.1	2.6	1844	c	Clear Channel Comm	65	0008		g	Top 40	9,200	1.04	19.0	8.8	7.4	8.9	8.6	6.8	6.0	7.0	6.9	
KOLA	San Bernardino	B	99.9	29.5	1663	f	Anaheim Bcstg Corp	59	9610	5,000		Oldies	4,600	0.78	12.7	5.6	5.3	4.9	5.0	4.5	4.6	4.8	4.5	
KAEH	Beaumont	A	100.9	1.5	479		Moon Bcstg Corp	96	0201	1,700		Mexican	800	0.90	1.9	0.7	0.4	0.8	0.8	0.9	0.7	0.4	0.0	
• KATY	Idyllwild	A	101.3	1.6	656	b	All Pro Bcstg	89	0303	2,500		AC	1,200	0.95	2.7	0.6	0.6	1.0	1.0	0.9	1.2	0.9	0.7	
KXSB	Big Bear Lake	A	101.7	0.3 cp	1414	e	Lazer Bcstg Corp	75	9502	750		Mexican	2,500	1.27	4.2	1.2	1.5	2.1	1.8	1.4	2.3	0.8	1.9	
KIQQ	Newberry	A	103.7	6.0	282	h	Moon Bcstg Corp	00				Mexican			0.3	0.0	0.0	0.1	0.0	0.0	0.4	0.0	0.0	
KCXX	Lake Arrowhead	A	103.9	0.2	1798	b	All Pro Bcstg	78	9209	5,000		Alternative	3,900	0.94	8.9	2.6	2.4	2.5	2.8	2.8	4.4	3.2	2.7	
KXRS	Hemet	A	105.7	0.2	1024	e	Lazer Bcstg Corp	63	9312	550	c2	Mexican	1,100	1.57	1.5	0.3	0.5	0.7	0.6	0.6	0.3	0.8	0.7	
• KSSE	Arcadia	A	107.1	6.0	-43	d	Entravision Comm Co	60	0304			Span/CHR	n/a		8.7	0.7	3.1	4.2	3.6	3.1	3.3	3.0	3.2	
# FM Stations -					16	# Combos -					9	FM TOTALS				96.1	31.1	34.4	37.7	36.8	34.2	36.7	35.3	37.1

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)								
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
KRLH	San Bernardino	B	590	1.0	1.00	a	Salem Comm Corp	29	0201	See (2)		News/Talk	n/a		0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.2	
KRLA	Glendale	B	870	20.0	3.00	a	Salem Comm Corp	31	9808	See (2)		News/Talk	n/a			0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
• KCAA	Loma Linda	D	1050	1.4 cp	0.00		Broadcast Mgmt Svcs	64	9903	30		Talk				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	g	Hi-Favor Bcstg LLC	47	0110	4,000		Religion	100		0.3	0.5	0.8	0.0	0.4	0.0	0.0	0.0	0.0	
KKDD	San Bernardino	B	1290	5.0	5.00	c	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	c	Clear Channel Comm	47	9905		g3	Country	450	0.88	1.1	0.7	1.0	0.8	0.6	1.0	0.0	0.0	0.0	
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	e	Lazer Bcstg Corp	54	0109	2,350		Mexican	1,000		0.9	0.0	0.4	0.4	0.4	0.6	0.0	0.4	0.4	
KDIF	Riverside	B	1440	1.0	1.00	c	Clear Channel Comm	41	9905		g3	Spr/Mex/Var	1,150	1.64	1.5	0.7	0.6	0.5	0.7	0.6	0.4	0.5	0.4	
• KMET	Banning	C	1490	1.0	1.00		Sunset Broadcasting	48	0303		al	SmJaz/Sprts	100			0.0	0.0	0.0	0.0	0.0	0.0	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	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 -					6	AM TOTALS				3.9	1.9	3.2	1.7	2.1	2.2	0.4	1.1	1.0
AM & FM Stations Profiled -					29	# Duopolies -					7	Total Local Commercial Share				33.0	37.6	39.4	38.9	36.4	37.1	36.4	38.1	

• 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
Total	1,779.0

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$73,100	\$81,500	\$89,400	\$96,500	\$90,500	\$98,200
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.5%	\$103,700	\$111,000	\$117,100	\$123,500	\$129,700	5.7%

	1997	2002	2007	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$3.63/1,000	\$3.68/1,000	Local	86%
Revenue/Capita	\$43.49	\$55.20	\$70.87	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 ^{1/}	27,043.7	NA ^{1/}	27,043.7	35,246.1	5.4%
EBI ^{2/}	28,583.8	36,354.7	4.9%	36,354.7	46,421.5	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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
Total	1,779.0	311.0	160.4	155.4	251.7	291.0	253.1	356.6
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	16	18	19	37
Tot 12+	0.0		61.7	60.9	61.7	23.8	85.5
Avg 12+	0.0		3.6	3.8	3.4	1.3	2.3
Tot LCS	0.0		72.2	71.2	72.2	27.8	100.0
Avg LCS	0.0		4.2	4.5	4.0	1.5	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 Topeka.

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)												Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
KCCV	Olathe	C3	92.3	8.3	564	b	Bott Radio Network	93	9205	538	cp	Relgn/Talk	775		0.8	0.8	1.4	0.7	0.7	0.9	0.6	0.7	0.6
KAYX	Richmond	A	92.5	2.4	535	b	Bott Radio Network	91	9405	225	c2	Relgn/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	1.11	5.6	4.5	5.0	3.6	5.3	4.3	5.3	4.4	4.7
KFKF	Kansas City	C	94.1	100.0	994	d	Infinity Bcstg	63	0102		g2	Country	6,800	1.12	6.2	4.6	5.0	5.3	5.8	5.7	5.6	4.5	6.3
● KCMO	Kansas City	C0	94.9	100.0	1119	e	Susquehanna Radio	48	0007	113,000	d4	1 Oldies	5,300	1.06	5.1	4.3	4.6	4.7	4.7	4.4	4.0	4.5	4.6
KCHZ	Ottawa	C1	95.7	98.0	981	g	Syncom Radio Corp	62	9905	10,750		Top 40	2,100	0.55	3.9	2.6	2.9	2.5	3.5	3.5	3.4	3.0	3.3
● KRBZ	Kansas City	C0	96.5	100.0	1099	a	Entercom	59	0007		g1	Hot AC	3,800	1.02	3.8	2.4	2.7	3.1	3.4	3.1	3.3	3.3	3.5
● KZPL	Lee'S Summit	C1	97.3	55.0	1171	f	First Bcstg Co LP	98	0304	2,600		Rock				1.6	1.2	0.0	0.0	0.0	0.0	0.0	0.0
● KUDL	Kansas City	C0	98.1	100.0	1099	a	Entercom	59	9808		sw	Lite AC	5,600	1.10	5.2	4.3	3.9	4.3	3.5	4.8	4.1	5.8	3.9
● KQRC	Leavenworth	C0	98.9	100.0	1099	a	Entercom	62	0007		g1	AOR	10,300	1.19	8.8	6.1	6.0	7.2	7.4	7.4	7.8	7.9	7.6
KYYS	Kansas City	C	99.7	100.0	1011	a	Entercom	62	9808		sw	Clsc Rock	5,200	1.39	3.8	3.1	3.8	3.1	3.3	3.6	2.5	3.9	3.4
● KCFX	Harrisonville	C1	101.1	55.0	994	e	Susquehanna Radio	74	0007		d4	1 Clsc Rock	7,400	1.79	4.2	3.2	2.9	4.4	3.5	3.5	3.4	4.1	3.7
KSRC	Kansas City	C	102.1	100.0 cp	1119	d	Infinity Bcstg	61	0102		g2	Hot AC	3,900	0.99	4.0	3.5	3.9	4.2	3.0	2.9	3.6	4.3	3.7
KPRS	Kansas City	C	103.3	100.0	994	c	Carter Broadcast Grp	63				Urban	6,800	0.81	8.6	7.3	7.9	7.9	7.5	7.9	7.5	6.9	7.0
KBEO	Kansas City	C	104.3	100.0	988	d	Infinity Bcstg	60	0102		g2	Country	5,300	1.15	4.7	4.6	4.2	3.9	4.3	4.5	3.6	3.9	4.3
KFME	Garden City	C1	105.1	69.0 cp	1145		Jesscom Inc.	01				1 80s & 90s	2,000	0.68	3.0	2.6	2.8	2.6	2.4	2.0	3.2	2.9	2.5
KCIY	Liberty	C1	106.5	100.0	981	a	Entercom	79	0007		g1	Country	3,000	0.65	4.7	3.4	3.8	4.9	4.4	3.6	4.9	3.4	4.6
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	2.8	2.6	3.0	2.3	3.0	2.3	2.9	2.0
# FM Stations -					18	# Combos -		16		FM TOTALS					75.4	61.7	64.6	65.4	65.0	65.1	65.1	66.4	65.7

● 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
Total	1,779.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$73,100	\$81,500	\$89,400	\$96,500	\$90,500	\$98,200
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.63/1,000	\$3.68/1,000	Local	86%		
Revenue/Capita	\$43.49	\$55.20	\$70.87	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 ^{1/}	27,043.7	NA ^{1/}	27,043.7	35,246.1	5.4%
EBI ^{2/}	28,583.8	36,354.7	4.9%	36,354.7	46,421.5	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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
Total	1,779.0	311.0	160.4	155.4	251.7	291.0	253.1	356.6
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	16	18	19	37
Tot 12+	0.0		61.7	60.9	61.7	23.8	85.5
Avg 12+	0.0		3.6	3.8	3.4	1.3	2.3
Tot LCS	0.0		72.2	71.2	72.2	27.8	100.0
Avg LCS	0.0		4.2	4.5	4.0	1.5	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 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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001											
WDAF	Kansas City	B	610	5.0	5.00	a	Entercom	22	9808		sw	Country	3,800	0.58	6.7	5.4	7.1	6.2	5.6	6.0	5.3	6.3	5.7											
KCMO	Kansas City	B	710	10.0	5.00	e	Susquehanna Radio	36	0007		d4	1 Talk	2,000	0.70	2.9	3.6	2.8	2.1	2.5	2.4	2.8	2.4	2.2											
KCCV	Overland Park	D	760	6.0	0.00	b	Bott Radio Network	47				Relgn/Talk			0.4	0.0	0.5	0.0	0.0	0.5	0.5	0.5	0.5											
WHB	Kansas City	B	810	50.0	5.00	h	Union Broadcasting	22	9912	8,000		Sports	4,000	1.04	3.9	3.3	3.6	3.4	3.2	3.4	3.4	3.5	2.3											
KGGN	Gladstone	D	890	1.0	0.00		Mortenson Bcstg Co	96	9701	450		Gospel			0.3	0.0	0.0	0.0	0.0	0.0	0.6	0.5	0.0											
KMBZ	Kansas City	B	980	5.0	5.00	a	Entercom	21	9808		sw	Nws/Spt/Tlk	9,000	1.50	6.1	7.4	4.7	5.7	5.9	5.6	5.4	4.2	5.9											
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	0.0	0.0	0.4	0.4	0.0	0.5											
KKHK	Kansas City	B	1250	25.0	3.70	a	Entercom	01				Span/Mexcn	200	0.20	1.0	1.4	0.8	0.9	0.6	1.1	1.2	0.7	1.1											
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	0.0											
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		Span/Varty	600			0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.5											
KCTE	Independence	D	1510	10.0	0.00	h	Union Broadcasting	89	9809	925		Talk	600		0.2	0.0	0.0	1.0	0.4	0.4	0.0	0.0	0.0											
KLEX	Lexington	D	1570	0.3	0.04	b	Bott Radio Network	56	9405		c2	Relgn/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	1.0	1.4	1.1	1.4	1.2	1.1	1.8	1.3											
KXTR	Kansas City	B	1660	10.0	1.00	a	Entercom	01	9906	2,750		Classical	300	0.22	1.4	1.0	1.1	0.9	1.3	1.4	1.2	0.9	1.2											
# AM Stations -														19	# Combos -		11	AM TOTALS								24.7	23.8	22.0	21.3	20.9	22.4	21.9	20.8	21.2
AM & FM Stations Profiled -														37	# Duopolies -		12	Total Local Commercial Share								85.5	86.6	86.7	85.9	87.5	87.0	87.2	86.9	

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	4.1%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.7%	\$53,300	\$57,100	\$60,200	\$63,500	\$66,700	5.6%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$1.62/1,000	2007 \$1.40/1,000			Est. Breakout	
Revenue/Capita	\$25.63	\$29.19	\$35.60			Local 82%	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 ^{1/}	31,276.1	NA ^{1/}	31,276.1	47,608.2	8.8%
EBI ^{2/}	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		12	14	9	23
Tot 12+	6.4	23.3		28.1	29.7	5.5	35.2
Avg 12+	1.6	2.3		2.3	2.1	0.6	1.5
Tot LCS	18.2	66.2		79.8	84.4	15.6	100.0
Avg LCS	4.5	6.6		6.7	6.0	1.7	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	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)									
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
KSJO	San Jose	B	92.3	32.0	466	g	Clear Channel Comm	46	9905		1	AOR	n/a		8.4	2.5	2.7	3.5	3.4	3.5	3.1	2.7	2.8		
KBAY	Gilroy	B	94.5	30.0	587	e	Infinity Bcstg	70	0102		g1	Soft Rock	7,000	1.45	9.5	3.0	4.4	4.0	3.8	4.2	3.0	3.2	2.8		
KRTY	Los Gatos	A	95.3	0.9	860	c	Empire Bcstg Corp	66	9212	3,310		Country	6,500	1.35	9.5	3.1	2.6	3.4	3.6	3.7	3.8	3.2	2.6		
KSQQ	Morgan Hill	A	96.1	4.7	161		Coyote Comm Inc	90				Ethnic	600	0.84	1.4	0.4	0.0	0.0	0.5	0.5	0.7	0.4	0.5		
KFFG	Los Altos	A	97.7	3.3	449		Susquehanna Radio	60	9510	See (4)		AOR	n/a		1.7	0.8	1.3	0.7	0.5	0.9	0.7	0.5	0.6		
KUFX	San Jose	B	98.5	10.0	879	g	Clear Channel Comm	59	9905		g2	Clsc Rock	5,000	1.11	8.9	2.7	2.7	3.0	3.4	3.3	3.6	3.1	3.4		
KSOL	San Francisco	B	98.9	6.1	1342	c	Univision Comm Inc	64	0206 p			Spanish AC	n/a		1.7	1.2	0.4	0.4	0.3	0.6	1.1	0.6	1.3		
KSOL	Santa Cruz	B	99.1	1.1	2612		Univision Comm Inc	61	0206 p			Spanish AC	n/a		3.1	2.2	2.0	1.0	0.9	1.1	1.5	1.2	2.3		
KBRG	San Jose	B	100.3	14.5	2579	d	Entravision Comm Co	63	0004		g4	Span/Varty	8,200	1.74	9.3	3.2	3.1	3.3	2.9	4.0	4.1	3.1	3.3		
KDFC	San Francisco	B	102.1	33.0	1047	f	Bonneville Intl	47	9707			Classical	n/a		7.1	3.0	3.3	3.2	2.9	2.8	2.5	2.5	3.2		
KFOG	San Francisco	B	104.5	7.1	1506	b	Susquehanna Radio	63	8312	See (4)		AAA	n/a		3.8	1.5	1.7	0.9	1.5	1.6	1.5	1.1	2.1		
● KCNL	Sunnyvale	A	104.9	6.0	-154	a	Clear Channel Comm	70	0305 p		g	1 Alternative	3,300	1.55	4.2	2.1	1.9	1.6	1.5	2.1	1.5	1.2	1.1		
KEMR	Santa Clara	B	105.7	50.0	499	c	Univision Comm Inc	64	0206 p		st	Mexican	4,200	1.25	6.6	1.7	2.2	1.9	2.3	2.2	3.1	2.4	3.0		
KEZR	San Jose	B	106.5	42.0	538	e	Infinity Bcstg	67	0102		g1	AC	7,200	2.00	7.1	2.3	2.9	2.5	2.6	2.3	2.6	3.1	2.5		
# FM Stations -					14	# Combos -					7	FM TOTALS					82.3	29.7	31.2	29.4	30.1	32.8	32.8	28.3	31.5

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)									
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
KTCT	San Mateo	B	1050	10.0	10.00		Susquehanna Radio	46	9710	See (4)		Sports	n/a		2.1	0.4	0.4	0.7	0.7	0.5	0.9	1.1	0.6		
KZSJ	San Martin	D	1120	5.0	0.15	d	Entravision Comm Co	96	0008		g4	Asian	300		0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0		
KLOK	San Jose	B	1170	50.0	5.00	d	Entravision Comm Co	46	0004		g4	Spanish	5,300	1.47	7.1	1.7	2.0	2.3	1.8	2.7	3.4	2.9	2.6		
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	0.0	0.0		
KAZA	Gilroy	D	1290	5.0	0.00		Radio Fiesta	57	7305			Span/Mexcn	600	0.56	2.1	1.1	0.7	1.0	0.9	0.5	1.0	0.7	0.8		
KZSF	San Jose	B	1370	5.0	5.00	d	Duarte, Carlos A.	47	0110			Span/Mexcn	200			0.6	0.0	0.4	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		Asian	800	1.05	1.5	0.0	0.6	0.9	0.5	0.7	0.5	0.6	0.0		
KSJX	San Jose	B	1500	10.0	5.00		Multicultural Bcstg	48	9803		g	Asian	1,250	1.17	2.1	0.7	0.8	0.8	1.5	0.0	0.8	0.8	0.6		
KLIV	San Jose	B	1590	5.0	5.00	c	Empire Bcstg Corp	46	6707			News	1,200	1.03	2.3	1.0	0.9	1.0	0.6	0.6	0.9	1.3	0.6		
# AM Stations -					9	# Combos -					4	AM TOTALS					17.7	5.5	5.4	7.1	6.0	5.0	7.5	8.1	5.2
AM & FM Stations Profiled -					23	# Duopolies -					6	Total Local Commercial Share					35.2	36.6	36.5	36.1	37.8	40.3	36.4	36.7	

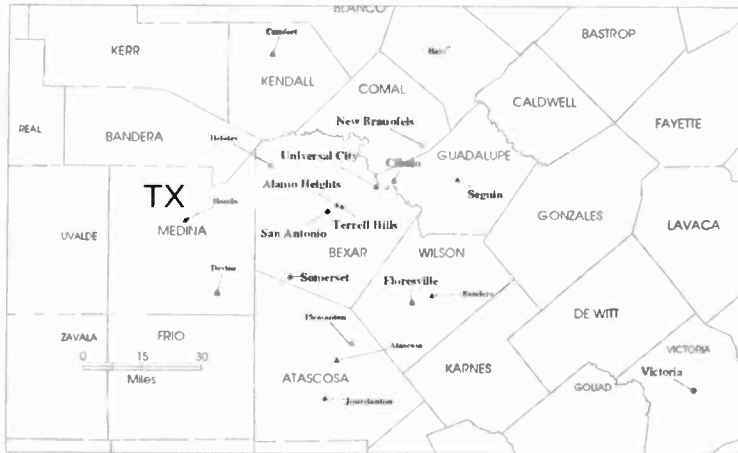
● Indicates a change since last edition

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
Total	1,768.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$67,600	\$73,800	\$80,000	\$95,800	\$96,000	\$100,900	8.3%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.1%	\$106,500	\$114,000	\$120,300	\$126,900	\$133,200	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$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 ^{1/}	22,011.7	NA ^{1/}	22,011.7	30,015.1	6.4%
EBI ^{2/}	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		18	15	21	22	43
Tot 12+	0.6		65.9	65.0	66.5	18.4	84.9
Avg 12+	0.2		3.7	4.3	3.2	0.8	2.0
Tot LCS	0.7		77.6	76.6	78.3	21.7	100.0
Avg LCS	0.2		4.3	5.1	3.7	1.0	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
KNBT	New Braunfels	A	92.1	3.0	299	e	New Braunfels Comm	68	8912	975	c2	Americana	200		0.2	0.6	0.9	0.0	0.0	0.0	0.6	0.0	0.0
KSJL	Devine	C2	92.5	35.0 cp	581	c	Clear Channel Comm	82	9810	1,500	1	Urban AC	800		0.7	0.9	0.6	0.8	0.5	0.6	0.7	0.6	0.7
KROM	San Antonio	C1	92.9	45.0	1352	d	Univision Comm Inc	47	0206 p		st	Mexican	3,800	0.99	3.8	3.8	3.0	3.6	3.0	3.7	2.9	3.5	3.3
KLEY	Floresville	C2	94.1	40.0	548	a	Spanish Bcstg System	77	9804	9,000		Span/Intl	3,300	1.17	2.8	2.1	2.6	3.4	2.2	3.0	2.4	2.2	2.2
KCOR	Comfort	C1	95.1	100.0	925	d	Univision Comm Inc	94	0206 p		st	Span/Oldes	1,400	0.63	2.2	1.6	1.6	2.5	1.5	2.3	1.8	1.9	3.3
KBUC	Jourdanton	C3	95.7	12.5	463		Reding Enterprises	00				Country	600		0.6	0.0	0.0	0.4	0.7	0.6	0.7	0.0	0.4
KXXM	San Antonio	C1	96.1	100.0	597	c	Clear Channel Comm	64	9808	15,000	1	CHR	900	0.17	5.3	4.3	4.3	5.1	5.0	4.5	4.9	4.0	5.6
KAJA	San Antonio	C	97.3	100.0	984	c	Clear Channel Comm	79			1	Country	6,100	1.08	5.6	5.5	5.5	4.0	5.4	3.9	5.4	4.5	3.8
• KNGT	McQueeney	C1	97.7	100.0 cp	981		Hispanic Bcstg Corp	89	0212		st	Altve/Cntry				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KBBT	Schertz	C1	98.5	98.0	991	d	Univision Comm Inc	76	0206 p		st	Urban/Rhym	3,200	0.39	8.2	7.5	7.0	7.4	6.7	7.7	7.1	6.7	8.2
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	7.3	7.0	7.0	7.0	6.8	8.5	7.1	7.2
KCYY	San Antonio	C	100.3	100.0	984	f	Cox Radio Inc	66	9704		g1	Country	7,500	1.22	6.1	4.8	6.1	5.0	5.2	4.5	5.5	5.8	4.3
KONO	Helotes	C1	101.1	98.0	991	f	Cox Radio Inc	71	9803	23,000	c4	Oldies	6,200	1.01	6.1	6.4	5.9	5.4	6.5	4.3	5.5	4.7	6.1
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	4.4	4.8	5.0	4.7	4.6	5.2	5.0	3.4
KTFM	San Antonio	C1	102.7	100.0 cp	663	g	Infinity Bcstg	69	0102		g3	CHR	5,900	1.24	4.7	3.6	3.1	2.9	4.4	4.0	4.1	3.7	4.3
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
KZEP	San Antonio	C1	104.5	64.0	659		Lotus Comm Corp	66				Clsc Rock	5,500	1.05	5.2	4.6	4.2	4.5	5.3	4.5	3.5	4.5	4.1
KSMG	Seguin	C	105.3	100.0	1250	f	Cox Radio Inc	70	9709		d3	Hot AC	5,900	1.39	4.2	2.6	3.3	3.1	3.6	3.6	3.2	4.0	3.8
KRID	Hondo	A	105.9	6.0	328		Barger, John	01				Cntry/Amerc	1,000	0.99	1.0	0.0	0.5	0.0	1.1	1.0	0.8	0.5	0.0
KCJZ	Terrell Hills	C	106.7	100.0	1017	f	Cox Radio Inc	79	9704		g1	Rhymc/Danc	2,100	0.72	2.9	2.6	2.0	2.5	2.5	2.5	2.4	2.7	2.3
KXTN	San Antonio	C	107.5	100.0	1470	d	Univision Comm Inc	67	0206 p		st	Tejano	9,000	1.75	5.1	3.9	4.6	3.5	3.4	5.2	4.4	4.6	5.5
# FM Stations -					21	# Combos -					16	FM TOTALS			78.9	66.5	67.0	66.1	68.7	67.3	69.6	66.0	68.5

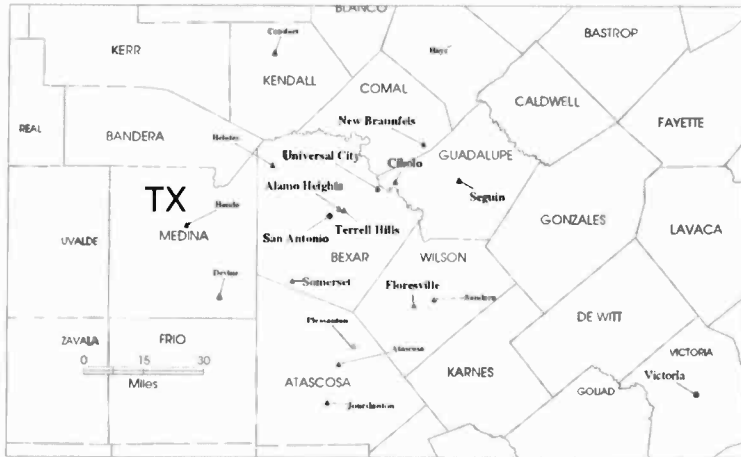
• Indicates a change since last edition

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
Total	1,768.1

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$67,600	\$73,800	\$80,000	\$95,800	\$96,000	\$100,900
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	5.1%	\$106,500	\$114,000	\$120,300	\$126,900	\$133,200	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.58/1,000	\$4.44/1,000	Local	75%		
Revenue/Capita	\$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 ^{1/}	22,011.7	NA ^{1/}	22,011.7	30,015.1	6.4%
EBI ^{2/}	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		18	15	21	22	43
Tot 12+	0.6		65.9	65.0	66.5	18.4	84.9
Avg 12+	0.2		3.7	4.3	3.2	0.8	2.0
Tot LCS	0.7		77.6	76.6	78.3	21.7	100.0
Avg LCS	0.2		4.3	5.1	3.7	1.0	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 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)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	3.7	3.3	3.6	3.4	3.7	3.4	3.6	3.4
KSLR	San Antonio	B	630	5.0	4.30	b	Salem Comm Corp	26	9406		g	Chrst/Talk	1,400		0.4	0.4	0.5	0.5	0.5	0.4	0.0	0.5	0.4
KKYX	San Antonio	B	680	50.0	10.00	f	Cox Radio Inc	26	9704		g1	Clsc/Contry	800	0.42	1.9	1.3	1.5	1.5	1.3	1.7	1.8	1.7	1.1
● KSAH	Universal City	B	720	10.0	0.89	a	Spanish Bcstg System	86	0010		g	Mexican	800		0.6	0.9	0.7	0.8	0.5	1.1	0.4	0.0	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	0.9	0.8	1.4	1.1	1.0	1.5	0.8	0.6
KSJL	Somerset	B	810	0.3 cp	0.25		Maranatha Bcstg Inc	88	9804		1	Urban AC	700		0.7	0.4	0.5	0.7	0.6	0.6	0.8	0.4	0.8
KONO	San Antonio	B	860	5.0	0.90	f	Cox Radio Inc	27	9803		c4	Oldies	600		0.8	0.4	0.6	0.7	0.7	0.6	0.6	0.8	0.6
KLUP	Terrell Hills	B	930	5.0	1.00	b	Salem Comm Corp	47	0009		sw	Nostalgia	600	0.33	1.8	2.0	1.2	1.9	1.6	1.6	1.8	1.3	1.4
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	0.4	0.5	0.5	0.4	0.0	0.5	0.0	0.4
● KENS	San Antonio	B	1160	10.0	1.00		ABC Radio Inc	61	0307	3,200		Children	200		0.4	0.0	0.6	0.4	0.4	0.5	0.4	0.0	0.0
WOAI	San Antonio	A	1200	50.0	50.00	c	Clear Channel Comm	22	7506		1	News/Talk	7,100	1.30	5.4	5.7	5.6	4.6	3.7	4.2	4.4	6.2	5.1
KZDC	San Antonio	B	1250	1.0	1.00		Radio Unica	53	0007	1,800		Spn/Nws/Tlk	700		0.8	0.6	0.8	0.5	0.5	1.1	0.5	0.8	0.9
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	0.0	0.4	1.5	0.9	1.0	1.0	0.8	1.1
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	News/Sprts	100			0.0	0.4	0.0	0.0	0.0	0.0	0.0	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	0.5	0.4	0.7	0.0	0.4	0.5	0.4
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			Span/Mexcn	500	0.50	1.0	1.3	0.8	0.4	0.8	0.6	0.9	1.1	1.0
KWED	Seguin	B	1580	1.0	0.25		Seguin Media Group	48	0206	940		Country	600		0.3	0.0	0.0	0.5	0.5	0.0	0.5	0.0	0.4
				# AM Stations -		22	# Combos -		11	AM TOTALS					21.4	18.4	18.7	19.9	17.6	18.1	18.9	18.5	18.2
				AM & FM Stations Profiled -		43	# Duopolies -		10	Total Local Commercial Share					84.9	85.7	86.0	86.3	85.4	88.5	84.5	86.7	

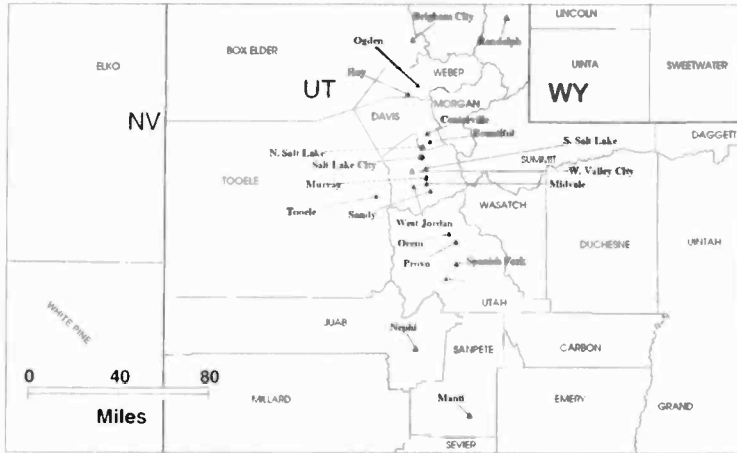
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 32

Revenue Rank: 33

Salt Lake City-Ogden-Provo, 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
Total	1,792.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$62,400	\$72,200	\$78,400	\$84,800	\$85,000	\$89,800
Δ 01 - 02							Δ 02 - 07
	5.6%	\$94,800	\$101,400	\$107,000	\$112,900	\$118,500	5.7%
Revenue/Retail Sales							Est. Breakout
	NA ^{1/}	\$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)

	1997	2002	Growth Rate	2002	2007	Growth Rate
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 ^{1/}	22,576.3	NA ^{1/}	22,576.3	28,184.9	4.5%
EBI ^{2/}	20,644.5	29,737.8	7.6%	29,737.8	40,695.8	6.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		24	21	25	23	48
Tot 12+	0.5		68.1	67.6	68.6	19.5	88.1
Avg 12+	0.5		2.8	3.2	2.7	0.8	1.8
Tot LCS	0.6		77.3	76.7	77.9	22.1	100.0
Avg LCS	0.6		3.2	3.7	3.1	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	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)							
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
• KUUU	Tooele	C3	92.1	9.7	532	h Devine Holdings LLC	79	0305 p		g4	Rhymc/CHR	1,700	0.61	3.1	2.1	2.0	2.5	2.7	3.4	2.1	2.7	2.7
KTCE	Payson	A	92.3	0.1	2162	Moenkopi Comm Inc	99				Hip Hop	300		0.4	0.5	0.4	0.7	0.2	0.3	0.5	0.3	0.4
• KUBL	Salt Lake City	C	93.3	25.0	3740	f Citadel Bcstg Corp	65	9212		g2	Country	5,600	1.06	5.9	6.0	5.2	6.2	6.1	4.6	4.7	5.5	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	4.2	3.6	3.5	3.8	4.0	3.4	4.4	4.3
KZHT	Provo	C	94.9	48.0	2799	b Clear Channel Comm	81	9905		g1	CHR	4,400	1.00	4.9	2.7	2.8	4.2	3.6	3.8	5.1	4.7	4.4
KXFK	Provo	C	96.3	25.0 cp	3740	d Simmons Media Group	68	9804	10,400		Alternative	4,200	1.06	4.4	3.9	3.9	3.8	2.7	3.9	5.1	4.0	4.2
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	1.9	1.8	1.7	2.2	2.3	2.9	2.8	3.6
KBZN	Ogden	C	97.9	26.0	3770	g Webb, John	78	9004		al	Smooth Jazz	2,400	0.99	2.7	2.1	2.3	2.1	2.7	2.4	2.0	2.6	1.9
KBEE	Salt Lake City	C	98.7	40.0	2933	f Citadel Bcstg Corp	47	9709	2,873	c3	AC	3,400	1.31	2.9	3.0	3.4	3.3	2.2	2.8	3.0	2.2	2.5
KURR	Bountiful	C	99.5	40.0	2953	b Clear Channel Comm	88	9905		g1	Clsc Rock	2,500	1.03	2.7	2.9	2.4	1.9	2.8	2.6	2.0	2.2	2.9
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	7.4	7.9	7.2	7.3	7.8	7.3	8.7	6.8
KJQN	Brigham City	C	100.7	81.0 cp	2165	d Simmons Media Group	01			1	Modern Rock	500		0.9	1.9	1.8	1.0	1.1	1.4	0.7	0.0	0.0
• KBER	Ogden	C	101.1	25.0	3740	f Citadel Bcstg Corp	75	9609	7,200		AOR	3,000	0.81	4.1	2.7	2.9	3.2	3.0	4.4	3.8	3.4	3.8
KKAT	Ogden	C	101.9	25.0 cp	3740	b Clear Channel Comm	64	9905		g1	Country	3,000	0.98	3.4	2.2	3.2	2.4	4.2	2.9	2.6	2.5	2.9
• KWKD	Randolph	C	102.3	89.0	2077	h Devine Holdings LLC	00	0305 p		g4	Rock	500	0.33	1.7	1.1	1.3	1.4	1.5	1.0	1.3	2.1	1.9
• KQMB	Midvale	C	102.7	25.0	3740	j Bonneville Intl	95	0211 p		g3	Modern AC	2,300	0.69	3.7	4.3	4.6	4.1	3.5	3.5	3.5	2.6	3.1
• KRSP	Salt Lake City	C	103.5	25.0	3740	j Bonneville Intl	68	0211 p		g3	Clsc Rock	4,500	0.98	5.1	4.9	4.4	3.9	5.0	4.6	4.5	3.9	4.0
• KMDG	Nephi	C	103.9	74.0 cp	2244	h Devine Holdings LLC	91	0305 p		g4	CHR			0.1	0.2	0.1	0.2	0.0	0.4	0.0	0.1	0.1
KSOP	Salt Lake City	C	104.3	25.0	3639	c KSOP Inc	64				Country	2,900	0.73	4.4	3.2	3.0	3.1	4.3	3.4	4.1	3.7	4.0
• KMXU	Manti	C	105.1	74.0	2244	Devine Holdings LLC	78	0305 p		g4	1 Modern Rock				0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0
KCPX	Centerville	C	105.7	25.0 cp	3740	e Mercury Bcstg Co Inc	79	0008		na	Altve/Rock	1,800	0.91	2.2	2.6	3.1	2.4	2.0	2.4	1.5	2.0	1.3
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	3.6	3.8	3.1	2.3	3.3	3.9	4.5	4.0
• KRAR	Brigham City	C	106.9	81.0	2165	e Mercury Bcstg Co Inc	72	0008		na	Soft AC	400		0.3	0.0	0.2	0.2	0.1	0.2	0.2	0.5	0.1
KENZ	Orem	C	107.5	45.0	2851	f Citadel Bcstg Corp	78	9701	5,500		Alternative	4,700	1.28	4.1	2.9	2.9	2.2	4.0	3.6	4.0	2.9	2.7
• KUDD	Roy	C	107.9	71.0	2284	h Devine Holdings LLC	84	0305 p		g4	CHR	400	0.19	2.4	2.0	2.2	3.0	2.4	2.1	1.8	2.1	2.4
# FM Stations -				25	# Combos -				23	FM TOTALS				79.4	68.6	69.1	67.3	69.7	71.1	70.0	70.4	69.0

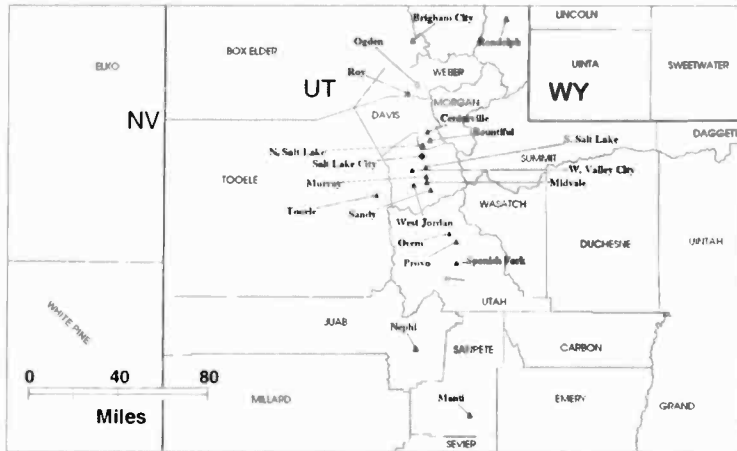
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 32

Revenue Rank: 33

Salt Lake City-Ogden-Provo, 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
Total	1,792.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$62,400	\$72,200	\$78,400	\$84,800	\$85,000	\$89,800
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.6%	\$94,800	\$101,400	\$107,000	\$112,900	\$118,500	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$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)

	1997	2002	Growth Rate	2002	2007	Growth Rate
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 ^{1/}	22,576.3	NA ^{1/}	22,576.3	28,184.9	4.5%
EBI ^{2/}	20,644.5	29,737.8	7.6%	29,737.8	40,695.8	6.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		24	21	25	23	48
Tot 12+	0.5		68.1	67.6	68.6	19.5	88.1
Avg 12+	0.5		2.8	3.2	2.7	0.8	1.8
Tot LCS	0.6		77.3	76.7	77.9	22.1	100.0
Avg LCS	0.6		3.2	3.7	3.1	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	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	4.4	4.2	3.5	3.4	3.7	3.2	3.6	3.3		
KTKK	Sandy	B	630	1.0	0.50	i	United Bcstg Company	60	9605	250		News/Talk	300			0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.6	
● KALL	North Salt Lake	B	700	50.0	1.00	b	Clear Channel Comm	81	9905		g1	Talk	1,900	1.32	1.6	1.6	1.6	1.6	1.5	1.4	1.2	1.7	1.3		
KSVN	Ogden	D	730	1.0	0.07		Azteca Bcstg Corp	46	8602	100		Mexican	500		0.9	1.2	0.6	0.6	1.7	0.6	0.7	0.0	1.3		
● KSOS	Brigham City	D	800	1.0	0.03	d	Simmons Media Group	48	0304		g	Sports			0.2	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0		
KBEE	Salt Lake City	D	860	10.0	0.20	f	Citadel Bcstg Corp	92	9212		g2	Children	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KWDZ	Salt Lake City	B	910	5.0	1.00		ABC Radio Inc	45	0304	3,700		Children	600	0.35	1.9	0.0	1.5	1.4	2.2	1.7	1.8	1.0	2.4		
● KOVO	Provo	B	960	5.0	1.00	h	Devine Holdings LLC	39	0305 p		g4	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	1.2	0.8	1.0	0.7	0.7	1.4	0.8	0.6		
KSL	Salt Lake City	A	1160	50.0	50.00	j	Bonneville Intl	22				News/Talk	11,650	1.71	7.6	7.1	8.2	7.6	6.0	7.2	6.0	7.6	6.5		
KJQS	Murray	C	1230	1.0	1.00	f	Citadel Bcstg 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	1.0	0.9	0.8	0.0	0.0	0.0	0.6	0.6		
KFNZ	Salt Lake City	B	1320	5.0	5.00	f	Citadel Bcstg Corp	55	9709		c3	Sports	1,800	1.54	1.3	0.7	1.0	0.9	0.6	1.3	1.1	1.6	1.7		
KSOP	South Salt Lake	B	1370	5.0	0.50	c	KSOP Inc	55				Country	300		0.1	0.7	0.0	0.3	0.0	0.1	0.3	0.1	0.2		
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	0.0	0.0		
KLO	Ogden	B	1430	10.0 cp	5.00	g	Webb, John	24	7910	400		Nws/Tlk/Spt	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KHQN	Spanish Fork	D	1480	1.0	0.13		Sace Bcstg Corp	60				Divrs/Span			0.2	0.0	0.0	0.3	0.3	0.2	0.1	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	0.6	0.6	1.3	0.9	0.7	1.3	0.9	1.3		
KBJA	Sandy	B	1640	10.0 cp	1.00	i	United Bcstg Company	01				Spanish			0.7	0.6	0.8	0.6	0.5	0.8	0.4	0.7	0.0		
● KXOL	Brigham City	B	1660	10.0	1.00	a	Simmons Media Group	48	0304			Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					23	# Combos -					13	AM TOTALS					20.7	19.5	20.7	19.9	17.8	18.4	18.2	18.6	19.8
AM & FM Stations Profiled -					48	# Duopolies -					16	Total Local Commercial Share					88.1	89.8	87.2	87.5	89.5	88.2	89.0	88.8	

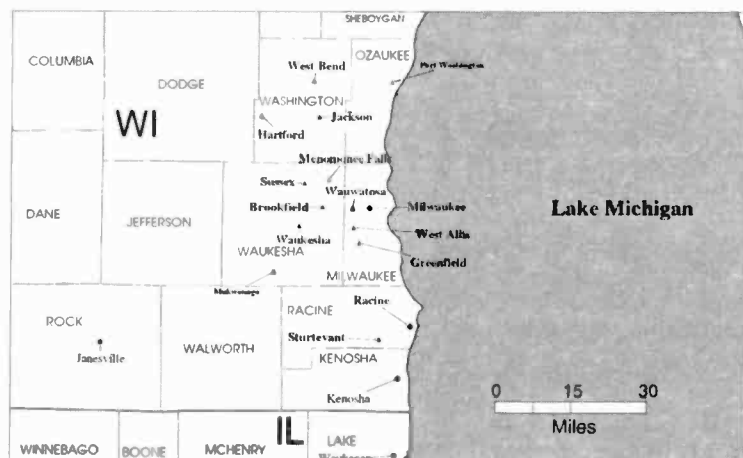
● Indicates a change since last edition

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
Total	1,695.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$65,000	\$72,300	\$79,100	\$85,900	\$84,800	\$89,600
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.03/1,000	\$4.24/1,000	Local 80%			
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
5.7%	\$94,200	\$100,800	\$106,400	\$112,200	\$117,800	5.6%	

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%
Households	614.8	664.7	1.6%	664.7	683.2	0.6%
Retail Sales	NA ^{1/}	22,239.9	NA ^{1/}	22,239.9	27,791.9	4.6%
EBI ^{2/}	27,036.2	32,530.5	3.8%	32,530.5	41,257.0	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	12		14	19	14	33
Tot 12+	9.5	53.8		61.4	63.3	21.4	84.7
Avg 12+	1.4	4.5		4.4	3.3	1.5	2.6
Tot LCS	11.2	63.5		72.5	74.7	25.3	100.0
Avg LCS	1.6	5.3		5.2	3.9	1.8	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	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)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WEZY	Racine	A	92.1	2.7	492	c	Bliss Communications	62	9708	5,000	c3	Soft AC	500	0.5	0.5	0.0	0.6	0.6	0.6	0.5	0.4	0.3	0.5
WBWI	West Bend	B	92.5	17.5	538	c	Bliss Communications	58				Country	500	0.6	0.6	0.5	1.1	0.8	0.5	0.7	0.5	0.5	0.5
WJZI	Milwaukee	B	93.3	12.5	991	a	Milwaukee Radio LLC	58	9710		st	NAC	2,900	0.95	3.4	2.6	4.2	3.3	3.5	2.7	3.0	2.7	2.5
WKTI	Milwaukee	B	94.5	14.0	955	b	Journal Bcst Group	59				Hot AC	8,200	1.61	5.7	5.4	4.9	5.3	5.2	4.6	4.9	5.1	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	3.8	3.6	4.4	3.9	4.1	3.5	4.0	3.9
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	6.5	6.3	5.7	5.9	5.8	5.3	6.0	5.8
WLTQ	Milwaukee	B	97.3	15.5	912	g	Clear Channel Comm	61	0008		g	Lite AC	4,200	0.90	5.2	3.4	4.4	4.7	3.9	3.7	4.7	5.6	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	4.3	2.2	3.5	2.9	3.4	3.3	2.1	2.0
WMYX	Milwaukee	B	99.1	50.0	449	f	Entercom	62	9912		g1	Hot AC	8,500	1.61	5.9	5.0	4.2	3.5	4.4	5.1	5.6	5.1	4.3
● WPJP	Port Washington	A	100.1	6.0	318	i	Starboard Bcstg Inc	69	0303	900		DARK	200		0.4	0.0	0.5	0.5	0.5	0.4	0.4	0.0	0.0
WKKV	Racine	B	100.7	50.0	499	g	Clear Channel Comm	48	9607		g	Urban CHR	3,300	0.45	8.2	7.3	6.0	8.1	7.7	7.1	6.5	7.2	7.4
WLUM	Milwaukee	B	102.1	20.0	761	a	Milwaukee Radio LLC	60	9710		st	Rock	2,400	1.07	2.5	2.4	2.2	2.6	2.3	2.7	2.1	1.4	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	6.3	5.2	5.7	5.1	5.2	5.4	5.6	5.4
WXSS	Wauwatosa	B	103.7	19.5	843	f	Entercom	61	9912		g1	CHR	5,400	0.93	6.5	4.9	5.1	4.8	5.5	5.7	6.1	5.2	7.0
WEXT	Sturtevant	A	104.7	6.0 cp	322		NextMedia Group	93	0011		g	Country	700		0.3	0.5	0.6	0.4	0.0	0.3	0.5	0.4	1.0
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	1.3	0.9	0.6	1.2	0.9	0.6	1.4
WFZH	Mukwonago	A	105.3	1.7	633	h	Salem Comm Corp	01	0110	4,131		ChrsContem	800	0.81	1.1	1.6	1.5	1.7	1.4	1.2	1.2	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	7.3	5.7	6.1	6.4	7.2	6.4	6.7
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	2.2	2.2	2.7	2.8	2.1	2.4	2.0	2.1
# FM Stations - 19												# Combos - 18		FM TOTALS									
														72.4	63.3	63.4	64.9	62.8	62.9	63.9	60.2	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)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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
WTMJ	Milwaukee	B	620	50.0	10.00	b	Journal Bcst Group	27				Nws/Tlk/Spt	9,700	0.92	11.8	9.1	9.6	9.4	10.5	10.5	9.1	10.7	11.0
WNOV	Milwaukee	D	860	0.3	0.01		Courier Comm	46	7301			Urban AC	1,000	0.66	1.7	1.2	1.2	0.9	1.9	1.0	1.5	1.5	1.3
WOKY	Milwaukee	B	920	5.0	1.00	g	Clear Channel Comm	47	9702		c4	Adlt Stndrd	1,900	0.40	5.3	3.3	4.5	3.7	4.1	4.2	4.2	5.9	5.6
WISN	Milwaukee	B	1130	50.0	10.00	g	Clear Channel Comm	22	0008		g	Talk	3,400	0.72	5.3	5.0	4.8	5.6	4.7	4.7	4.1	4.9	5.2
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	0.0	0.0	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	1.3	1.2	1.5	1.4	1.5	1.7	1.6
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	0.0	0.0	0.3
WRJN	Racine	C	1400	1.0	1.00	c	Bliss Communications	26	9705		c3	Tlk/Nws/Spt	700		0.4	0.0	0.0	0.0	0.4	0.0	0.7	0.4	0.4
WBJX	Racine	D	1460	0.5	0.06		WBJX Inc	50	9601	275		Spanish	100			0.0	0.7	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0
WAUK	Waukesha	D	1510	10.0	0.00		WALT-WEST WI Inc	47	8611			Sports	600		0.8	1.1	0.7	0.8	0.7	0.6	0.7	0.9	0.8
WTKM	Hartford	D	1540	0.5	0.00	e	Kettle Moraine Bcstg	51	9003		c1	Polka/Cntry			0.2	0.1	0.2	0.4	0.1	0.1	0.4	0.0	0.1
● WGLB	Elm Grove	B	1560	0.2	0.25	i	Kinlow, Joel J	63	9508		c6	Gospel	300		0.3	0.4	0.5	0.0	0.5	0.5	0.0	0.0	0.0
# AM Stations - 14												# Combos - 11		AM TOTALS									
														27.6	21.4	23.5	22.0	24.4	23.0	22.2	26.0	26.6	
AM & FM Stations Profiled - 33												# Duopolies - 9		Total Local Commercial Share									
														84.7	86.9	86.9	87.2	85.9	86.1	86.2	87.4		

● 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
Total	1,604.1

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

ESTIMATED GROSS REVENUES **	1997	1998	1999	2000	2001	2002	Δ 97 - 02						
		\$39,000	\$42,000	\$47,400	\$54,000	\$51,900	\$54,300	6.8%					
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout									
	NA ^{1/}	\$2.88/1,000	\$3.07/1,000	Local	75%	National	25%						
Δ 01 - 02	4.6%	2003	\$56,700	2004	\$60,700	2005	\$64,000	2006	\$67,500	2007	\$70,900	Δ 02 - 07	5.5%

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	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 ^{1/}	18,857.5	NA ^{1/}	18,857.5	23,103.5	4.1%
EBI ^{2/}	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+	8.7	41.4		47.6	50.1	12.6	62.7
Avg 12+	1.2	4.6		4.3	3.1	0.7	1.8
Tot LCS	13.9	66.0		75.9	79.9	20.1	100.0
Avg LCS	2.0	7.3		6.9	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

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		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WPRO	Providence	B	92.3	39.0	551	a	Citadel Bcstg Corp	49	9707	4,400	g1	Top 40	6,200	1.01	11.3	6.0	6.3	6.5	6.2	7.1	8.8	6.6	7.3
WSNE	Taunton	B	93.3	30.0	620	d	Clear Channel Comm	66	0008		g	Hot AC	6,600	1.81	6.7	5.2	5.7	5.9	4.8	3.8	4.7	3.8	4.7
WHJY	Providence	B	94.1	50.0	456	d	Clear Channel Comm	66	0008		g	AOR	7,700	1.42	10.0	7.0	5.1	5.9	6.9	5.9	5.9	6.7	7.9
WBRU	Providence	B	95.5	18.5	456		Brown Bcstg Svc Inc	66				Alternative	2,500	0.92	5.0	3.9	2.3	3.1	3.2	2.9	3.4	3.2	3.9
WCRI	Block Island	A	95.9	6.0	249		Charles River Bcstg	94	9905	738	na	Classical	100		0.3	0.4	0.4	0.4	0.3	0.0	0.0	0.4	0.4
WJFD	New Bedford	B	97.3	50.0	499		Dinis, Edmund	49				Portuguese	n/a		0.9	0.5	0.0	0.5	0.7	0.0	1.1	0.4	0.4
WCTK	New Bedford	B	98.1	47.0	509	g	Hall Communications	46	6610			Country	2,900	0.66	8.1	5.3	4.8	5.7	5.2	4.6	5.5	5.4	5.3
WADK	Block Island	A	99.3	6.0	256	e	Astro Tele-Comm	88	9909	1,800	c3	Dance/Jazz	100		0.1	0.6	0.0	0.3	0.3	0.0	0.0	0.0	0.7
WSKO	Wakefield-Peace	A	99.7	2.3	535	a	Citadel Bcstg Corp	95	9709	8,500	d1	Sprts/Talk	300		0.6	0.7	0.2	0.7	0.3	0.3	0.5	0.4	0.5
WKKB	Middletown	A	100.3	1.6	656	a	Citadel Bcstg Corp	78	9806		d1	Rock	900	0.97	1.7	0.9	0.8	1.2	1.3	1.5	0.6	1.0	2.2
WWBB	Providence	B	101.5	13.5	951	d	Clear Channel Comm	68	9612		g3	Oldies	5,700	1.07	9.8	5.3	6.6	5.0	6.2	6.9	6.0	5.9	6.2
WAKX	Narragansett Pier	A	102.7	2.0	226	c	Citadel Bcstg Corp	90	0301 p		g2	Rhymc/Top4			0.4	0.3	0.3	0.3	0.2	0.3	0.3	0.2	0.3
WWRX	Westerly	B	103.7	37.0	568		Phoenix Media Comm	67	0008	16,000		Alternative	2,000	1.00	3.7	1.5	2.1	2.5	2.7	2.4	2.2	2.2	1.7
WWLI	Providence	B	105.1	50.0	499	a	Citadel Bcstg Corp	48	9707		g1	AC	7,300	1.08	12.5	6.7	7.8	6.7	8.4	9.2	6.4	7.7	6.7
WWKX	Woonsocket	A	106.3	2.5 cp	518	c	Citadel Bcstg Corp	49	0301 p		g2	Rhymc/Top4	2,900	0.97	5.5	4.0	4.7	3.7	3.9	3.1	3.8	3.1	3.9
● WFHN	Fairhaven	A	107.1	6.0	325	i	Citadel Bcstg Corp	89	0004			CHR	n/a		3.1	1.8	1.4	1.7	1.4	2.6	2.1	1.8	2.1
# FM Stations -					16	# Combos -					12	FM TOTALS			79.7	50.1	48.5	50.1	52.0	50.6	51.3	48.8	54.2

● 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
Total	1,604.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$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	\$60,700	\$64,000	\$67,500	\$70,900	5.5%	
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.88/1,000	\$3.07/1,000	Local	75%		
Revenue/Capita	\$25.98	\$33.85	\$42.88	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 ^{1/}	18,857.5	NA ^{1/}	18,857.5	23,103.5	4.1%
EBI ^{2/}	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+	8.7	41.4		47.6	50.1	12.6	62.7
Avg 12+	1.2	4.6		4.3	3.1	0.7	1.8
Tot LCS	13.9	66.0		75.9	79.9	20.1	100.0
Avg LCS	2.0	7.3		6.9	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

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

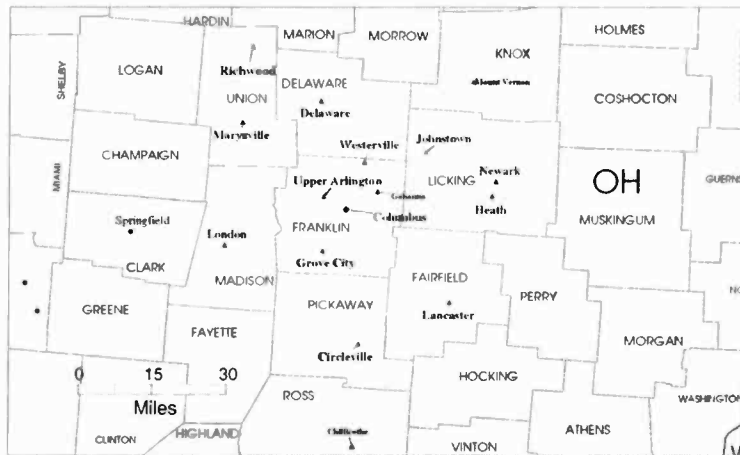
AM Stations		Day Power (kW)	Night Power (kW)	Year Std	Date Acq'd	Sales Price (000)	L M A	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001			
WDDZ	Pawtucket	B	550	1.0	0.50	ABC Radio Inc	50 0105	2,460		Children	400	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WPRO	Providence	B	630	5.0	5.00	a Citadel Bcstg Corp	31 9701		g1	Nws/Tlk/Spt	3,600	0.97	6.8	4.6	5.3	5.3	3.8	4.0	5.0	4.5	4.0
WSKO	Providence	B	790	5.0	5.00	a Citadel Bcstg Corp	22 9707		g1	Sports	1,600	1.64	1.8	0.9	1.0	1.3	1.0	1.0	1.1	1.4	1.0
WHJJ	Providence	B	920	5.0	5.00	d Clear Channel Comm	22 0008		g	News/Talk	1,700	0.55	5.7	4.3	4.1	4.2	3.0	4.0	3.4	4.1	3.1
WALE	Greenville	B	990	50.0	5.00	Moon Song Comm Inc	48 0209	1,200		Span/Trpcl			0.0	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		Span/Trpcl	800	0.67	2.2	1.6	2.1	2.1	1.1	1.4	0.8	2.2	0.5
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	0.0
WRIB	Providence	D	1220	1.0	0.17	Carter Bcstg Corp	46			Reign/Ethnc			0.2	0.0	0.4	0.0	0.0	0.4	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	0.0	0.0	0.5	0.7	0.5	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	0.0
WNBH	New Bedford	C	1340	1.0	1.00	b Hall Communications	21 6610			Adlt Stndrd	n/a		0.1	0.0	0.2	0.1	0.3	0.0	0.0	0.0	0.4
WNRI	Woonsocket	D	1380	2.5	0.02	f Anastos Bcst Group	54 0108		g	News/Talk	300		0.0	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	0.0
WBSM	New Bedford	B	1420	5.0	1.00	i Citadel Bcstg Corp	49 0004			Nws/Tlk/Spt	n/a		1.6	0.7	1.2	1.3	0.7	1.4	1.2	0.8	1.1
WLKW	West Warwick	C	1450	1.0	1.00	g Hall Communications	56 0106	410		Adlt Stndrd			0.1	0.0	0.7	0.2	0.2	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	0.5	0.3	0.0	0.5	0.5	0.0	0.0	0.5
WADK	Newport	D	1540	1.0	0.00	e Astro Tele-Comm	48 9909		c3	News/Talk	300		0.3	0.0	0.4	0.0	0.0	0.0	0.8	0.0	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	0.0
WARV	Warwick	B	1590	5.0	5.00	Blount Comm Group	59 7807			Religion			0.6	0.0	0.7	0.4	0.4	0.3	0.5	0.4	0.0
# AM Stations -				19		# Combos -	10		AM TOTALS			20.5	12.6	16.4	14.9	11.0	13.5	13.5	13.9	11.1	
AM & FM Stations Profiled -				35		# Duopolies -	9		Total Local Commercial Share			62.7	64.9	65.0	63.0	64.1	64.8	62.7	65.3		

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
Total	1,612.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$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	\$118,600	\$125,100	\$131,400	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.68/1,000	2007 \$3.66/1,000			Est. Breakout	
Revenue/Capita	\$51.48	\$61.71	\$77.47			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 ^{1/}	27,037.8	NA ^{1/}	27,037.8	35,943.6	5.9%
EBI ^{2/}	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	10		17	23	11	34
Tot 12+	28.0	44.2		69.6	72.2	12.4	84.6
Avg 12+	2.2	4.4		4.1	3.1	1.1	2.5
Tot LCS	33.1	52.2		82.3	85.3	14.7	100.0
Avg LCS	2.5	5.2		4.8	3.7	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 (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)															
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001								
WCOL	Columbus	B	92.3	22.0	755	g	47	9905		g1	Country	8,800	1.25	7.1	8.2	6.3	7.0	5.5	6.9	6.0	5.7	6.0								
● WFCB	Chillicothe	B	93.3	33.0	597	e	61	0305	17,500		AC				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WQIO	Mount Vernon	B	93.7	37.0	564	g	51	0102		g1	80s Hits	400		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0							
WSNY	Columbus	B	94.7	22.0	755	h	48	8607	16,900	c2	AC	13,000	1.57	8.3	6.5	7.1	7.7	6.6	7.0	7.5	7.1	7.0								
WHOK	Lancaster	B	95.5	21.0	761	l	58	0102		g2	Country	3,500	1.01	3.5	2.5	2.9	2.2	2.7	2.7	3.5	2.9	3.3								
WLVO	Columbus	B	96.3	18.0	751	l	59	0102		g2	AOR/CIRck	8,700	1.35	6.5	6.0	6.2	4.8	5.8	6.2	5.1	5.1	5.1								
WBNS	Columbus	B	97.1	20.5	781	b	59				Hot AC	7,900	1.04	7.6	4.8	5.8	5.1	6.6	5.7	6.4	7.3	6.7								
WNCI	Columbus	B	97.9	105.0	561	g	61	9905		g1	CHR	12,100	1.23	9.9	7.6	7.8	7.4	9.0	8.4	8.8	7.5	9.2								
WXMG	Upper Arlington	A	98.9	2.6	505	j	89	0108		g3	R&B Oldies	2,000	0.72	2.8	3.4	3.4	3.0	2.8	2.2	2.0	2.4	3.3								
WBZX	Columbus	B	99.7	20.0	784	a	62				AOR	6,000	0.94	6.4	5.5	4.9	4.6	5.7	6.0	5.1	5.0	4.6								
WCLT	Newark	B	100.3	50.0	390	f	47				Country	1,700	0.66	2.6	2.7	1.7	2.3	2.2	2.0	1.9	2.6	2.1								
WWCD	Grove City	A	101.1	6.0	328	l	90	9110	2,000		Alternative	2,100	1.06	2.0	1.9	2.0	2.6	2.1	1.6	1.6	1.6	2.2								
WNKO	Newark	A	101.7	3.0	299	c	72				Oldies	500		0.9	0.0	0.7	1.2	0.6	0.7	0.8	0.8	1.0								
WSMZ	Johnstown	A	103.1	1.6	443	d	75	9512	1,500	1	Urban AC	600	0.40	1.5	0.4	0.9	1.4	1.1	1.3	1.5	1.3	1.1								
● WJZA	Lancaster	A	103.5	4.0 cp	404	k	89	0305 p	13,000	d1	Smooth Jazz	700	0.39	1.8	1.1	1.1	1.0	1.6	1.6	1.3	1.5	2.1								
WEGE	Westerville	A	103.9	5.1	348	a	98	9902	5,000		Clsc Hits	1,100	0.61	1.8	1.8	1.3	1.2	1.7	1.4	1.6	1.5	1.7								
● WJZK	Richwood	A	104.3	3.4	436	k	96	0305 p		d1	Smooth Jazz	800	0.67	1.2	0.7	0.8	0.8	0.9	1.4	0.8	0.9	0.7								
WCVO	Gahanna	A	104.9	6.0	308		72				Religion			2.0	2.0	2.7	2.1	2.0	1.7	1.4	1.8	2.0								
WFJX	Hilliard	A	105.7	2.4	522	g	90	9905		g1	Clsc Rock	2,800	0.94	3.0	3.0	3.0	1.9	2.6	2.4	2.7	2.7	1.9								
WJYD	London	A	106.3	6.0	328	j	65	0108		g3	Gospel	550	0.39	1.4	1.1	0.9	0.8	0.6	1.7	1.5	1.0	1.2								
WAZU	Circleville	A	107.1	3.0	328	l	65	0102		g2	New Rock	1,300	0.73	1.8	1.8	1.6	1.0	1.7	1.7	1.5	1.3	1.7								
WCKX	Columbus	A	107.5	1.9	413	j	96	0108		g3	Urban	8,000	0.93	8.6	7.5	7.6	6.2	7.5	8.2	6.8	7.0	7.8								
WODB	Delaware	A	107.9	2.6	505	h	91	0303	9,000	sw	Oldies	700	0.28	2.5	3.3	2.1	2.2	2.5	2.2	2.2	1.6	2.3								
# FM Stations -														23	# Combos -		20	FM TOTALS				83.3	72.2	70.8	66.5	71.8	73.0	70.4	68.6	73.0

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

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)									
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
WTVN	Columbus	B	610	5.0	50.00	g	Clear Channel Comm	24	9905		g1	Nws/Tlk/Spt	9,900	1.06	9.4	7.5	8.4	9.8	8.1	7.0	8.3	8.8	7.1		
WHTH	Heath	D	790	1.0	0.03	c	Runnymede Corp		70			Talk			0.1	0.0	0.0	0.0	0.0	0.4	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	0.7	0.8	0.6	0.0	0.5	0.4	0.7	1.0		
WMNI	Columbus	B	920	1.0	0.50	a	N American Bcstg Co		58			Adlt Stndrd	1,300	0.41	3.2	1.7	1.7	2.2	2.7	2.3	3.2	2.6	3.4		
WZNW	Columbus	C	1230	1.0	1.00	g	Clear Channel Comm	22	9905		g1	Sprts/Talk	350		0.7	0.4	0.6	0.9	0.7	0.4	0.6	0.7	0.9		
WUCO	Marysville	B	1270	0.5	0.50	i	Frontier Bcstg LLC	83	9812	190		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLOH	Lancaster	D	1320	0.5	0.02	i	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	f	WCLT Radio Inc	49	5801			Nws/Tlk/Spt				0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0		
WBNS	Columbus	B	1460	5.0	1.00	b	Radio Ohio, Inc.	22	3306			Sprts/Talk	2,400	1.21	2.0	1.5	2.3	2.5	1.5	1.3	1.8	2.3	1.0		
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	0.6	0.6	0.7	0.5	0.7	1.0	0.9	0.7		
# AM Stations -					11	# Combos -					9	AM TOTALS					16.8	12.4	14.4	17.1	13.5	12.6	15.3	16.0	14.1
AM & FM Stations Profiled -					34	# Duopolies -					10	Total Local Commercial Share					84.6	85.2	83.6	85.3	85.6	85.7	84.6	87.1	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 36

Revenue Rank: 118

Middlesex-Somerset-Union, NJ Market Overview



Metro Counties / Population (000)

Middlesex, NJ	763.2
Somerset, NJ	306.0
Union, NJ	526.4
Total	1,595.6

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$13,500	\$14,200	\$15,700	\$18,300	\$17,200	\$17,300	5.1%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	0.6%	\$18,200	\$19,500	\$20,600	\$21,700	\$22,800	5.6%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$0.82/1,000	\$0.84/1,000	Local	75%		
Revenue/Capita	\$9.15	\$10.84	\$13.71	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	1,474.9	1,595.6	1.6%	1,595.6	1,663.2	0.8%
Households	532.2	569.0	1.3%	569.0	590.7	0.8%
Retail Sales	NA ^{1/}	21,064.6	NA ^{1/}	21,064.6	27,099.0	5.2%
EBI ^{2/}	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
Total	1,595.6	263.6	123.7	135.1	231.1	270.8	225.8	345.6
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+	3.6	6.7		8.7	10.3	3.6	13.9
Avg 12+	3.6	3.4		4.4	3.4	0.9	2.0
Tot LCS	25.9	48.2		62.6	74.1	25.9	100.0
Avg LCS	25.9	24.1		31.3	24.7	6.5	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 New York, Monmouth, Morristown & 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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WMGQ	New Brunswick	A	98.3	1.2	525	a	Greater Media	47				Rock AC	5,200	0.89	33.9	3.6	5.1	4.9	4.1	4.8	4.7	3.9	3.8
• WAWZ	Zarephath	B	99.1	28.0	656		Pillar of Fire	54				Christian			2.7	1.6	0.0	0.0	0.0	0.0	0.0	1.5	1.7
WKXW	Trenton	B	101.5	15.5	902		Millennium Radio Gr	62	0202		g	Oldes/Talk	10,600	1.61	38.1	5.1	4.9	5.1	5.4	4.7	4.4	5.2	5.2
# FM Stations -					3	# Combos -					1	FM TOTALS											
															74.7	10.3	10.0	10.0	9.5	9.5	9.1	10.6	10.7

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)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WWTR	Bridgewater	D	1170	0.2	0.00	a	Greater Media	71	0107		g	Nostalgia			3.3	0.6	0.2	0.4	0.5	0.3	0.4	0.5	0.1
WMTR	Morristown	B	1250	5.0 cp	7.00	a	Greater Media	48	0107			Nostalgia	n/a		10.3	1.4	0.7	1.2	0.9	1.6	1.9	0.9	1.8
WCTC	New Brunswick	C	1450	1.0	1.00	a	Greater Media	46	5705			Talk	1,500	0.74	11.7	1.6	1.5	1.5	1.3	1.4	1.5	1.9	1.0
WJDM	Elizabeth	D	1530	1.0	0.00		Radio Unica	70	9901		g	Span/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	3.6	2.4	3.1	2.7	3.3	3.8	3.3	2.9
AM & FM Stations Profiled -					7	# Duopolies -					1	Total Local Commercial Share											
															13.9	12.4	13.1	12.2	12.8	12.9	13.9	13.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 37

Revenue Rank: 27

Charlotte-Gastonia-Rock Hill, NC-SC Market Overview



Metro Counties / Population (000)

Cabarrus, NC	137.2
Gaston, NC	192.8
Lincoln, NC	66.0
Mecklenburg, NC	728.7
Rowan, NC	133.0
Union, NC	130.7
York, SC	170.5
Total	1,558.9

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

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$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	\$130,000	\$137,100	\$144,700	\$151,900	5.6%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.36/1,000	\$5.35/1,000	Local	70%		
	\$58.91	\$74.28	\$88.76	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 ^{1/}	21,590.1	NA ^{1/}	21,590.1	28,412.0	5.6%
EBI ^{2/}	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+	2.8		63.5	65.1	66.3	10.4	76.7
Avg 12+	2.8		4.5	4.7	4.4	0.4	1.9
Tot LCS	3.7		82.8	84.9	86.4	13.6	100.0
Avg LCS	3.7		5.9	6.1	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

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)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WCHH	Harrisburg	A	92.7	6.0	328		Radio One Inc	95	0006	24,000	g	Urban	2,400	0.52	4.0	2.8	3.0	3.4	3.5	2.5	3.0	3.1	3.4
WNKS	Charlotte	C	95.1	100.0	1542	b	Infinity Bcstg	62	0102		g1	CHR	11,100	1.03	9.3	5.8	5.2	5.9	6.8	7.8	7.0	6.6	6.6
WXRC	Hickory	C	95.7	100.0	1020		Pacific Bcstg Group	62	9410	3,050	1	Clsc Rock	900	0.46	1.7	2.8	2.7	2.3	1.9	0.8	1.5	0.9	1.1
WWMG	Shelby	C	96.1	100.0	1739	c	Clear Channel Comm	48	0011			Oldies	7,900	1.03	6.6	3.6	4.1	4.5	5.2	5.3	4.8	4.8	4.9
WKKT	Statesville	C	96.9	100.0	1549	c	Clear Channel Comm	61	0008		g	Country	7,900	1.02	6.7	5.5	5.2	4.0	4.8	4.7	5.3	5.4	5.7
WPEG	Concord	C	97.9	95.0	1611	b	Infinity Bcstg	62	0102		g1	Urban	8,000	0.77	9.0	7.3	7.7	8.2	7.9	6.4	6.4	6.4	6.7
WBT	Chester	C3	99.3	7.6	604	a	Jefferson-Pilot Comm	69	9505	1,500		News/Talk			0.8	1.2	0.9	0.5	0.7	0.5	0.4	0.7	0.7
WRFX	Kannapolis	C1	99.7	84.0	1056	c	Clear Channel Comm	64	0008		g	AOR	13,200	1.58	7.2	5.2	4.4	5.0	4.5	5.7	5.9	5.6	6.1
WBAV	Gastonia	C	101.9	100.0	988	b	Infinity Bcstg	47	0102		g1	Urban AC	5,400	0.56	8.4	6.9	5.5	5.3	6.8	6.0	6.5	6.0	6.1
WLYT	Hickory	C1	102.9	31.0	1536	c	Clear Channel Comm	59	0008		g	Lite AC	10,000	1.07	8.1	6.2	6.6	5.7	5.0	7.2	5.8	6.5	5.6
WSOC	Charlotte	C	103.7	100.0	1348	b	Infintly Bcstg	47	0102		g1	Country	9,100	1.06	7.4	6.0	6.7	6.8	5.0	6.3	6.1	5.1	6.9
WSSS	Charlotte	C	104.7	100.0	1211	b	Infinity Bcstg	72	0102		g1	AC	7,000	1.34	4.5	3.1	2.9	3.6	3.9	3.3	3.1	3.2	4.6
WNMX	Waxhaw	C2	106.1	32.0	364	d	GHB Bcstg	95	9506		st	Adlt Stndrd	1,000	0.39	2.2	2.3	1.5	2.2	1.3	1.4	2.1	1.7	2.5
WEND	Salisbury	C1	106.5	84.0	1047	c	Clear Channel Comm	46	0109			Alternative	5,300	0.92	5.0	3.6	3.0	2.9	4.2	4.0	3.3	3.7	2.9
● WLNK	Charlotte	C	107.9	100.0	1693	a	Jefferson-Pilot Comm	62				Talk/AC	7,200	0.99	6.3	4.0	4.0	3.8	4.0	5.8	5.0	4.4	3.4
# FM Stations -					15	# Combos -					13	FM TOTALS			87.2	66.3	63.4	64.1	65.5	67.7	66.2	64.1	67.2

● Indicates a change since last edition

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Revenue Rank: 27

Charlotte-Gastonia-Rock Hill, NC-SC Market Overview



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Tot LCS	3.7		82.8	84.9	86.4	13.6	100.0
Avg LCS	3.7		5.9	6.1	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

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	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer	
				(kW)	(kW)											2003	2003	2002	2002	2002	2002	2001	2001	
WFNZ	Charlotte	B	610	5.0	1.00	b	Infinity Bcstg	41	0102		g1	Sprts/Talk	4,800	2.30	1.8	2.3	1.8	1.9	1.2	1.4	1.5	1.3	0.7	
WZRH	Dallas	B	960	1.0	0.50		Zybek Media LLC	63	0303	415		News/Talk	50			0.0	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/Sprn/Rlg				0.0	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	1.8	1.6	1.1	0.6	1.9	1.8	1.6	1.8	
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	0.0
WKRE	Monroe	D	1060	1.0	0.00		Geddings&Phillips	47	0302	425		Nws/Tlk/Inf				0.0	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	12,000	1.59	6.5	4.1	5.7	4.4	5.4	4.2	4.0	6.0	5.2	
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	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	0.0
WIXE	Monroe	D	1190	2.5 cp	0.00		Morgan, Archie W	68	0006	390		Cty/Tlk/Nws	400		0.6	0.0	0.4	0.4	0.5	0.0	0.6	0.6	0.0	
WHVN	Charlotte	C	1240	1.0	1.00	d	GHB Bcstg	28	8307	410		Religion			0.3	0.0	0.0	0.4	0.0	0.4	0.4	0.0	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	0.0
WSAT	Salisbury	B	1280	1.0	1.00		Cap Communications	39	0206	350		Oldies				0.0	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	0.4	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0
● WLTC	Gastonia	D	1370	12.0	0.03		Neely, Frank	48	9804	162		Gospel	200		0.5	0.4	0.7	0.4	0.4	1.0	0.0	0.0	0.0	0.4
WEGO	Concord	D	1410	1.0	0.18		GHB Bcstg	43	0208		g	Clsc Rock				0.0	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	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	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	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	0.0
● WGFY	Charlotte	B	1480	4.4	5.00		ABC Radio Inc	55	0011		g	Children	200			0.0	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	0.0
WOGF	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	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	0.0
WGIV	Charlotte	B	1600	1.0	1.00	b	Infinity Bcstg	47	0102		g1	Gospel	900	0.56	1.4	1.8	1.2	0.8	1.0	1.3	0.7	1.1	1.5	
				# AM Stations -		26	# Combos -		14	AM TOTALS						13.0	10.4	11.8	9.4	9.1	10.2	9.0	10.6	9.6
				AM & FM Stations Profiled -		41	# Duopolies -		13	Total Local Commercial Share						76.7	75.2	73.5	74.6	77.9	75.2	74.7	76.8	

● 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
Total	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	\$144,300	\$152,200	\$159,800	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.31/1,000	\$5.48/1,000	Local	70%		
Revenue/Capita	\$64.16	\$79.69	\$92.72	National	30%		

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	1,270.3	1,518.4	3.6%	1,518.4	1,723.5
Households	472.6	567.9	3.7%	567.9	643.0	2.5%
Retail Sales	NA ^{1/}	22,788.7	NA ^{1/}	22,788.7	29,184.7	5.1%
EBI ^{2/}	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	18	33
Tot 12+	2.6		65.6	68.2	68.2	13.6	81.8
Avg 12+	2.6		4.7	4.5	4.5	0.8	2.5
Tot LCS	3.2		80.2	83.4	83.4	16.6	100.0
Avg LCS	3.2		5.7	5.6	5.6	0.9	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 Daytona Beach and Melbourne.

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	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer	
															2003	2003	2002	2002	2002	2002	2001	2001	
WWKA	Orlando	C	92.3	100.0	1490	c	Cox Radio Inc	52	9704		g1	Country	10,600	1.23	7.1	6.0	5.9	6.2	5.9	5.0	7.7	5.3	6.1
WCFB	Daytona Beach	C	94.5	100.0	1470	c	Cox Radio Inc	47	9704		g1	Urban AC	5,700	0.79	6.0	5.1	3.7	4.6	5.2	4.8	4.6	5.4	5.8
WPYO	Apopka	A	95.3	2.9	472	c	Cox Radio Inc	68	9909	14,500		CHR/Rhymc	1,800	0.43	3.5	2.6	2.3	3.3	3.1	3.0	2.8	2.7	3.4
WHTQ	Orlando	C	96.5	100.0	1490	c	Cox Radio Inc	52	9612		sw	Clisc Rock	6,400	1.51	3.5	3.9	2.7	3.6	3.2	2.8	2.9	2.9	2.2
WNUE	Titusville	C1	98.1	100.0	476		Mega Comm Inc	68	0008	15,000		Span/Dance	4,200	1.02	3.4	3.8	3.6	2.3	3.3	2.8	2.5	2.8	2.0
WMMO	Orlando	C2	98.9	44.0	522	c	Cox Radio Inc	90	9612		sw	Soft Rock	8,000	1.32	5.0	3.8	3.2	3.2	4.6	3.8	4.0	4.5	3.5
● WSHE	Orlando	C	100.3	81.0	1598	d	Clear Channel Comm	71	9712		g3	Oldies	6,100	1.12	4.5	3.7	4.0	3.9	3.3	4.2	3.3	4.1	3.9
WJRR	Cocoa Beach	C	101.1	100.0	1598	d	Clear Channel Comm	62	9712		g3	Rock	5,000	0.98	4.2	3.6	3.4	4.2	3.0	3.7	2.8	4.4	2.9
WJHM	Daytona Beach	C	101.9	61.0	1585	b	Infinity Bcstg	67	0008		g2	Rhymc/CHR	8,000	0.81	8.2	6.9	6.4	7.6	7.3	7.1	7.2	5.7	5.8
WLOQ	Winter Park	C3	103.1	14.0	440		Gross	66	7706			Smooth Jazz	5,400	0.93	4.8	4.1	4.1	3.8	4.2	4.4	3.6	3.9	4.5
WTKS	Cocoa Beach	C	104.1	100.0	1598	d	Clear Channel Comm	61	9712		g3	Talk	9,600	1.00	7.9	4.8	5.4	7.2	6.4	4.5	8.2	7.3	5.9
WOMX	Orlando	C	105.1	100.0	1598	b	Infinity Bcstg	67	0008		g2	Mix AC	9,200	1.46	5.2	4.7	5.0	4.5	4.2	5.7	4.3	3.2	5.4
WOCL	Deland	C	105.9	100.0	1581	b	Infinity Bcstg	67	0008		g2	Alternative	7,100	1.43	4.1	2.7	3.6	3.2	3.0	3.3	3.4	3.9	4.0
WXXL	Tavares	C1	106.7	27.5 cp	1585	d	Clear Channel Comm	69	0008		g	CHR	9,000	1.22	6.1	5.8	6.5	5.4	5.5	4.9	5.1	5.1	6.9
WMGF	Mount Dora	C	107.7	100.0	1585	d	Clear Channel Comm	66	9712		g3	Soft AC	10,600	1.01	8.7	6.7	8.2	6.9	6.6	6.9	7.8	8.0	6.1
# FM Stations -				15	# Combos -				13	FM TOTALS				82.2	68.2	68.0	69.9	68.8	66.9	70.2	69.2	68.4	

AM Stations

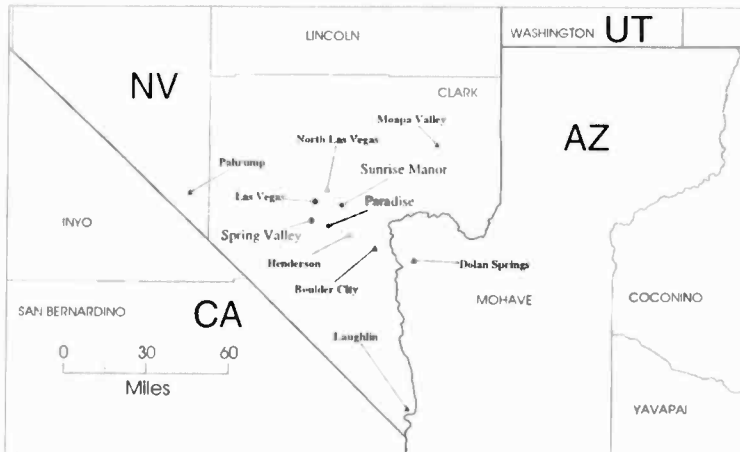
													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Day Power Freq (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer	
															2003	2003	2002	2002	2002	2002	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	2.8	2.8	2.0	2.1	2.1	1.7	2.4	2.9
WDBO	Orlando	B	580	5.0	5.00	c	Cox Radio Inc	24	9704		g1	Talk	5,200	0.68	6.3	5.3	5.7	5.2	5.4	5.1	5.1	5.4	5.4
WORL	Altamonte	B	660	1.0	1.00		Floyco Inc	86				Nws/Tlk/Inf			0.0	0.0	0.4	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	0.8	0.9	1.0	1.1	0.9	1.3	1.3	1.0
WTLN	Orlando	B	950	12.0	5.00	e	Moffit, Thomas H, Jr	40	9808	500		Chrst/Talk	500		0.8	0.9	0.8	1.1	0.6	0.9	0.7	0.6	0.7
WDYZ	Orlando	B	990	50.0	14.00		ABC Radio Inc	47	0102	5,000		Children	200		0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
WONQ	Oviedo	B	1030	10.0	1.70	f	Florida Bcstrs	92				Span/Trpcl	1,100	0.91	1.0	0.5	1.1	1.1	0.8	1.0	0.7	0.9	1.5
WHDQ	Kissimmee	D	1080	10.0	0.00	a	Genesis Comm Inc	64	9911	1,800		Sports	200	0.10	1.7	0.7	0.0	0.0	0.7	1.4	1.8	1.7	1.2
WRMQ	Orlando	D	1140	5.0	0.00	f	Florida Bcstrs	85				Span/Trpcl	500	0.41	1.0	0.4	1.0	0.9	0.6	0.7	1.0	0.9	0.5
● WIXL	Pine Castle	D	1190	5.0	0.00	a	Genesis Comm Inc	77	0003	2,100		BusNw/Talk	400		0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.5
WOTS	Kissimmee	D	1220	1.0	0.11	g	J&V Comm Inc	78	9902	450		Spanish	200		0.3	0.0	0.0	0.0	0.6	0.4	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	1.0	0.7	0.0	0.9	1.1	0.9	0.5	0.5
● WTIR	Cocoa Beach	B	1300	5.0	1.00	h	Rama Comm Inc	59	9310		g	Nws/Tlk/Inf				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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	0.5	0.5	0.4	0.0	0.5	0.4	0.0
WUNA	Ocoee	D	1480	1.0	0.07		Multicultural Bcstg	62	0005		g	Ethnc/Span	300			0.0	1.9	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	0.0	0.0	0.4	0.0
WOKB	Winter Garden	D	1600	2.2 cp	0.04	h	Rama Comm Inc	58	9310		g	Urban/Gosp	700	0.53	1.1	0.7	0.9	0.9	1.4	0.8	0.7	0.8	1.2
# AM Stations -				18	# Combos -				14	AM TOTALS				17.9	13.6	16.3	13.1	14.6	14.8	14.8	15.7	15.4	
AM & FM Stations Profiled -				33	# Duopolies -				13	Total Local Commercial Share				81.8	84.3	83.0	83.4	81.7	85.0	84.9	83.8		

● 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	\$100,900	\$106,400	\$111,700	5.3%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.87/1,000	\$3.17/1,000	Local	81%		
	\$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 ^{1/}	22,236.2	NA ^{1/}	22,236.2	35,195.7	9.6%
EBI ^{2/}	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+	0.0		76.2	74.2	76.2	10.6	86.8
Avg 12+	0.0		3.6	4.1	3.5	0.9	2.6
Tot LCS	0.0		87.8	85.5	87.8	12.2	100.0
Avg LCS	0.0		4.2	4.7	4.0	1.0	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)															
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001								
KOMP	Las Vegas	C	92.3	25.0	3688	b	Lotus Comm Corp	66	7703		AOR	6,500	1.48	5.1	4.2	3.4	4.6	4.5	3.7	5.1	4.5	4.5								
● KRRN	Dolan Springs	C	92.7	100.0	1775	f	Entravision Comm Co	90	0212	12,425	Spanish AC	1,500	0.73	2.4	0.6	0.6	2.7	1.5	2.0	3.4	1.3	2.0								
KQOL	Las Vegas	C	93.1	24.0	3744	c	Clear Channel Comm	80	9905		g1	3,900	0.81	5.6	4.5	5.9	6.5	5.1	4.5	4.8	5.2	5.2								
KADD	Laughlin	C1	93.5	2.8	1890	i	M&M Bcstg LLC	97	0110		st				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KMXB	Henderson	C	94.1	100.0	1161	d	Infinity Bcstg	71	0102		g2	5,500	1.28	5.0	5.3	4.0	3.5	4.0	4.0	4.2	5.3	5.9								
KWNR	Henderson	C	95.5	100.0	1161	c	Clear Channel Comm	72	9905		g1	8,000	1.12	8.3	6.8	7.8	7.9	7.3	7.8	7.7	6.0	7.7								
KKLZ	Las Vegas	C	96.3	100.0	1175	h	Beasley Bcst Group	84	0101		g3	3,500	1.16	3.5	2.3	3.4	2.5	3.1	2.9	3.3	2.8	3.3								
KXPT	Las Vegas	C	97.1	25.0	3675	b	Lotus Comm Corp	61	9211	1,425	c2	5,400	1.84	3.4	2.8	3.2	2.5	2.2	3.0	2.5	4.2	4.6								
KVEG	Mesquite	C	97.5	100.0	1969		Kemp Broadcasting	01						3.4	3.0	2.7	3.0	2.9	3.5	3.0	2.4	0.8								
KLUC	Las Vegas	C	98.5	100.0	1181	d	Infinity Bcstg	56	0102		g2	8,000	1.52	6.1	3.8	4.6	4.3	5.4	4.8	5.6	5.6	6.9								
KQMR	Indian Springs	C0	99.3	31.0 cp	2264	g	Univision Comm Inc	00	0206 p		st				3.4	3.4	0.4	0.0	0.0	0.0	0.0	0.0								
KMZQ	Henderson	C	100.5	100.0	1171	d	Infinity Bcstg	82	0102		g2	6,000	1.55	4.5	3.7	2.3	3.8	4.4	3.8	2.8	4.8	3.1								
KWID	Las Vegas	C	101.9	100.0	1181	c	Clear Channel Comm	63	9905		g1	3,600	1.02	4.1	4.3	4.4	2.5	3.2	3.7	4.1	3.1	3.5								
KSTJ	Boulder City	C	102.7	99.0	1978	h	Beasley Bcst Group	82	0101		g3	3,600	1.00	4.2	3.5	3.1	3.7	3.1	3.8	3.7	4.0	4.4								
KISF	Las Vegas	C	103.5	100.0	1158	g	Univision Comm Inc	89	0206 p		st	4,500	0.74	7.1	5.1	5.9	7.1	6.0	7.6	6.1	4.8	4.9								
KJUL	North Las Vegas	C	104.3	24.5	3701	h	Beasley Bcst Group	89	0101		g3	3,700	0.50	8.6	6.0	5.7	6.1	7.3	8.1	6.4	8.2	8.4								
KBHQ	Moapa Valley	A	104.7	3.0	466	e	S & R Bcstg Inc	00			AC				0.0	0.0	0.5	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				1.4	1.7	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	1,050	0.61	2.0	2.3	1.8	2.6	2.0	1.4	1.6	2.1	0.0								
KSNE	Las Vegas	C	106.5	100.0	1155	c	Clear Channel Comm	87	9905		g1	5,100	0.90	6.6	5.5	5.0	4.8	6.4	4.9	5.8	6.0	5.2								
KXTE	Pahrump	C	107.5	24.5	3730	d	Infinity Bcstg	88	0102		g2	5,500	0.98	6.5	6.2	5.3	4.8	5.8	5.0	6.3	5.5	5.3								
KVGS	Laughlin	C	107.9	98.0	1985	a	Desert Sky Media	92	0010	7,190	c1	950	0.61	1.8	1.5	1.7	1.6	1.1	1.9	1.6	1.7	1.8								
# FM Stations -														22	# Combos -		20	FM TOTALS				88.2	76.2	75.9	75.4	75.3	76.4	78.0	77.5	77.5

● 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	\$100,900	\$106,400	\$111,700	5.3%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$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 ^{1/}	22,236.2	NA ^{1/}	22,236.2	35,195.7	9.6%
EBI ^{2/}	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+	0.0		76.2	74.2	76.2	10.6	86.8
Avg 12+	0.0		3.6	4.1	3.5	0.9	2.6
Tot LCS	0.0		87.8	85.5	87.8	12.2	100.0
Avg LCS	0.0		4.2	4.7	4.0	1.0	2.9

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

Competitive Overview

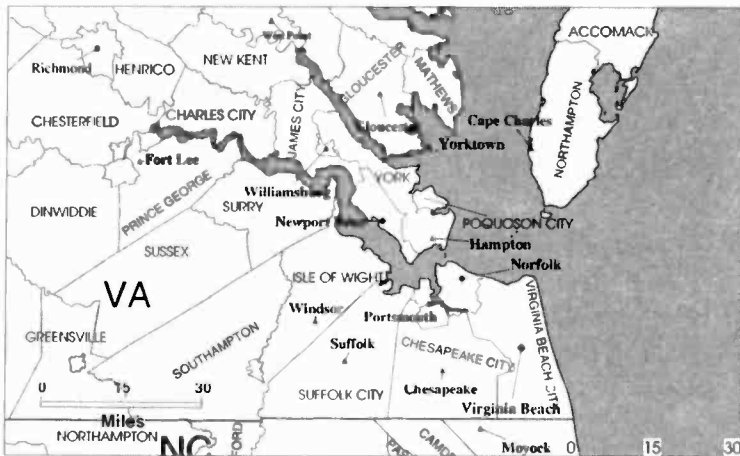
AM Stations													ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
KDWN	Las Vegas	B	720	50.0	50.00		Radio Nevada	75				Nws/Tlk/Spt	1,600	0.93	2.0	1.7	2.3	1.7	2.0	1.5	1.6	1.8	1.9	
KXNT	North Las Vegas	B	840	50.0	25.00	d	Infinity Bcstg	86	0102		g2	News/Talk	2,100	0.55	4.4	4.4	4.1	4.6	4.3	3.3	3.6	4.2	3.2	
KLSQ	Whitney	B	870	5.0 cp	0.43	g	Univision Comm Inc	86	0206 p		st	Span/AdStd	700	0.68	1.2	0.5	1.0	1.5	0.7	1.4	1.0	1.2	1.2	
KBAD	Las Vegas	B	920	5.0	0.50	b	Lotus Comm Corp	53	9211	1,500	c2	Sprts/Talk	900		0.8	0.4	0.5	0.8	0.8	0.5	0.6	1.0	0.5	
KNUU	Paradise	B	970	5.0	0.50		CRC Bcstg Co Inc	62	9807			News/Talk	1,000		0.8	1.1	0.5	0.7	0.9	0.4	0.8	0.6	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	1.5	0.9	0.6	0.8	1.0	0.8	0.8	0.8	
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	0.0	
KDOX	Henderson	D	1280	5.0	0.03	e	S & R Bcstg Inc	56	9010	600	e	Mexican	600		0.7	0.5	0.7	1.0	1.0	0.9	0.0	0.5	0.6	
KRLV	Las Vegas	C	1340	1.0	1.00		Continental Radio	47	0110	2,000		Spn/Nws/Tlk	750			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
KSHP	North Las Vegas	C	1400	1.0 cp	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	0.5	0.7	0.9	0.6	0.4	1.0	0.9	1.0	
				# AM Stations -		12	# Combos -		6	AM TOTALS						11.7	10.6	11.1	11.8	11.1	9.4	9.4	11.0	10.0
				AM & FM Stations Profiled -		34	# Duopolies -		11	Total Local Commercial Share							86.8	87.0	87.2	86.4	85.8	87.4	88.5	87.5

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, VA	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
Total	1,525.4

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$45,500	\$47,200	\$53,900	\$60,300	\$58,400	\$64,800
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	11.0%	\$68,700	\$72,800	\$76,800	\$81,000	\$85,100	5.6%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.97/1,000	2007 \$4.42/1,000			Est. Breakout	
Revenue/Capita	\$30.37	\$42.48	\$54.43			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	1,498.4	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 ^{1/}	16,317.2	NA ^{1/}	16,317.2	19,259.5	3.4%
EBI ^{2/}	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							
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	4	12	3	17	19	17	36
Tot 12+	4.1	60.5	8.6	73.1	73.2	11.6	84.8
Avg 12+	1.0	5.0	2.9	4.3	3.9	0.7	2.4
Tot LCS	4.8	71.3	10.1	86.2	86.3	13.7	100.0
Avg LCS	1.2	5.9	3.4	5.1	4.5	0.8	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 Elizabeth City-Nags Head.

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)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WBHH	Moyock	C3	92.1	14.5	430	c	Clear Channel Comm	74	9608	3,350		Urban CHR	1,200	0.81	2.3	1.3	1.9	1.6	1.3	2.0	2.2	2.4	2.3
WWSO	Suffolk	B	92.9	50.0	486	f	Barnstable Bcstg Inc	65	9908		d3	Oldies	2,000	0.58	5.3	5.5	4.3	4.2	4.4	5.2	5.7	2.8	2.7
WKOC	Chesapeake	C1	93.7	100.0 cp	968	g	Sinclair Telecable	73	9610	8,100	c1	AAA	1,900	1.09	2.7	2.1	2.5	2.5	2.3	3.0	2.2	1.6	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	5.8	5.7	4.3	6.0	4.7	5.9	4.6	5.9
WPTE	Virginia Beach	B	94.9	50.0	499	e	Entercom	84	9912		g2	Modern AC	5,400	1.44	5.8	4.7	4.2	5.0	5.3	5.7	4.3	4.4	5.0
WVKL	Norfolk	B	95.7	40.0	879	e	Entercom	61	9912		g2	Urban AC	4,100	0.99	6.4	5.2	5.5	5.8	5.7	6.4	5.1	4.4	4.5
WROX	Cape Charles	B	96.1	23.0	722	g	Sinclair Telecable	86	9309	1,500		Modern Rock	1,600	0.71	3.5	1.8	2.4	2.1	2.8	3.5	3.1	2.6	2.6
WGH	Newport News	B	97.3	74.0	394	f	Barnstable Bcstg Inc	48	9908		d3	Country	4,900	1.18	6.4	5.0	4.0	5.6	6.1	4.9	5.5	5.2	5.1
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	5.0	5.8	6.3	5.5	5.8	6.4	6.0
WXGM	Gloucester	A	99.1	6.0	328	h	Robinson Comm Ltd	91				AC	200		0.5	0.0	0.5	0.7	0.0	0.4	0.9	0.4	0.6
WCMS	Norfolk	B	100.5	50.0	499	f	Barnstable Bcstg Inc	62	0003	15,500	c3	Country	2,600	0.72	5.6	5.5	6.3	5.0	5.2	4.1	5.2	4.4	6.3
WWDE	Hampton	B	101.3	50.0	499	e	Entercom	62	9912		g2	AC	7,700	1.40	8.5	5.9	5.4	6.3	5.9	7.2	7.2	8.3	5.9
WWHV	Virginia Beach	A	102.1	6.0 cp	328	i	On Top Comm Inc	01	0106	3,000		Urban	450	0.58	1.2	1.9	1.4	1.1	1.7	1.0	0.9	0.4	0.0
WOWI	Norfolk	B	102.9	50.0	472	c	Clear Channel Comm	48	9607		g1	Urban	6,200	1.10	8.7	7.5	6.9	6.9	6.3	6.3	7.3	9.5	7.6
WNVZ	Norfolk	B	104.5	50.0	479	e	Entercom	67	9912		g2	CHR	3,500	0.90	6.0	4.7	5.0	5.6	5.4	4.9	4.7	5.3	6.0
WSVY	Norfolk	B	105.3	50.0	499	c	Clear Channel Comm	62	9607		g1	Urban AC	1,500	0.64	3.6	3.1	4.3	4.1	2.9	3.9	3.0	2.4	1.9
WAFX	Suffolk	C	106.9	100.0	984	d	Saga Comm Inc	83	9403	4,000		Clsc Hits	5,750	1.43	6.2	5.2	4.1	3.8	6.0	4.9	4.1	6.1	6.3
WJCD	Windsor	A	107.7	1.7	620	c	Clear Channel Comm	90	9609	3,000		Smooth Jazz	1,400	0.65	3.3	2.1	2.3	3.6	2.5	3.4	2.3	3.0	2.6
● WWBR	West Point	A	107.9	6.0	328	i	On Top Comm Inc	91	0304	1,800		Urban				0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					# FM Stations -	19	# Combos -	19	FM TOTALS					89.4	73.2	71.7	74.0	76.1	77.0	75.4	74.2	73.9	

● 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)

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Portsmouth city, VA	99.9
Suffolk city, VA	65.8
Virginia Beach city	427.9
Williamsburg city	12.1
York, VA	58.4
Total	1,525.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$45,500	\$47,200	\$53,900	\$60,300	\$58,400	\$64,800	7.3%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
11.0%	\$68,700	\$72,800	\$76,800	\$81,000	\$85,100	5.6%	
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.97/1,000	2007 \$4.42/1,000	Est. Breakout			
Revenue/Capita	\$30.37	\$42.48	\$54.43	Local	75%		
				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
	Households	1,498.4	1,525.4	0.4%	1,525.4	1,563.4
Retail Sales	536.5	563.4	1.0%	563.4	585.8	0.8%
EBI ^{2/}	NA ^{1/}	16,317.2	NA ^{1/}	16,317.2	19,259.5	3.4%
	20,806.6	24,540.5	3.4%	24,540.5	29,487.1	3.7%

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	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
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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	4	12	3	17	19	17	36
Tot 12+	4.1	60.5	8.6	73.1	73.2	11.6	84.8
Avg 12+	1.0	5.0	2.9	4.3	3.9	0.7	2.4
Tot LCS	4.8	71.3	10.1	86.2	86.3	13.7	100.0
Avg LCS	1.2	5.9	3.4	5.1	4.5	0.8	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 Elizabeth City-Nags Head
ARB 12+ Metro Shares (see rights)

AM Stations		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	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summr 2001		
WMBG	Williamsburg	D	740	0.5	0.01		Great Sounds Inc	59	8609	250		Adlt Stndrd				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	6.1	6.3	4.9	3.1	3.4	4.6	5.0	4.5		
WTAR	Norfolk	B	850	50.0	25.00	g	Sinclair Telecable	52	8707	725		Talk	1,200	1.23	1.5	1.3	1.0	1.2	1.1	1.0	1.6	1.4	1.3		
WPMH	Portsmouth	B	1010	5.0	0.45	j	ABC Radio Inc	72	0209	1,075	d1	1 Chrst/Talk				0.0	0.4	0.4	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	1.0	0.7	0.6	0.5	0.0	0.0	0.0	0.0		
WCKO	Norfolk	D	1110	50.0	0.00		Word Broadcasting	76	0307		g	Gospl/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WJOI	Norfolk	C	1230	1.0	1.00	d	Saga Comm Inc	49	8607		c2	Adlt Stndrd	50	0.05	1.7	0.8	1.2	1.0	1.3	1.7	1.2	1.5	2.0		
WTJZ	Newport News	B	1270	1.5 cp	0.90	j	Chesapeake-Portsmout	47	9902	380	1	Gospel				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	0.9	1.1	1.0	0.9	0.6	1.0	0.8	0.8		
WGPL	Portsmouth	B	1350	5.0	5.00	b	Willis Family Bcstg	42	9607	700		Gospel	400		0.2	0.4	0.0	0.4	0.0	0.0	0.7	0.0	0.0		
WPCE	Portsmouth	C	1400	1.0	1.00	b	Willis Family Bcstg	64	9203	1,200		Gospel	500	0.64	1.2	1.1	0.7	1.0	1.6	1.2	0.9	0.5	1.3		
WXGM	Gloucester	D	1420	0.7	0.06	h	Robinson Comm Ltd	57				AC				0.0	0.0	0.0	0.0	0.0	0.1	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		
● WLRT	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	0.0	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 cp	1.00	j	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 -					17	# Combos -					13	AM TOTALS					10.5	11.6	11.4	10.5	8.5	7.9	10.1	9.2	9.9
AM & FM Stations Profiled -					36	# Duopolies -					14	Total Local Commercial Share					84.8	83.1	84.5	84.6	84.9	85.5	83.4	83.8	

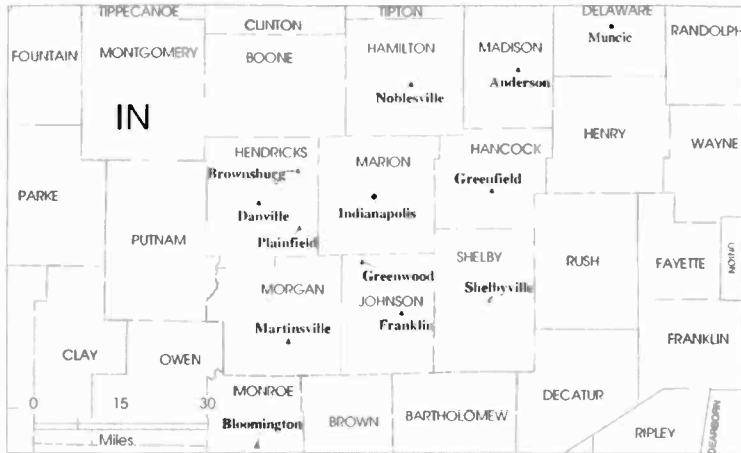
● Indicates a change since last edition

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
Total	1,506.4

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$70,000	\$80,200	\$85,200	\$91,600	\$90,700	\$99,600
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$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)

MSA Population	1997	2002	Growth Rate	2002	2007	Growth Rate
		1,371.0	1,506.4	1.9%	1,506.4	1,593.0
Households	530.7	591.1	2.2%	591.1	630.4	1.3%
Retail Sales	NA ^{1/}	22,662.7	NA ^{1/}	22,662.7	28,600.3	4.8%
EBI ^{2/}	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+	20.5	53.7		70.7	74.2	12.6	86.8
Avg 12+	2.3	5.4		5.1	3.9	1.3	3.0
Tot LCS	23.6	61.9		81.5	85.5	14.5	100.0
Avg LCS	2.6	6.2		5.8	4.5	1.5	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		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)												Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001												
WTTS	Bloomington	B	92.3	37.0	1089		Sarkes Tarzian Inc	60				AAA	2,400	0.96	2.5	2.6	2.5	2.4	2.8	2.1	2.2	1.7	2.5												
• WNOU	Indianapolis	B	93.1	13.4 cp	991	b	Emmis	60	9406	26,000	c1	CHR	4,200	0.65	6.5	5.3	5.3	5.3	5.6	6.3	5.3	5.5	5.2												
WGRL	Noblesville	A	93.9	3.3	453	e	Susquehanna Radio	93	9706	4,300		80s Hits	2,000	0.72	2.8	2.0	2.1	2.3	2.6	2.7	3.5	1.1	0.7												
WFBO	Indianapolis	B	94.7	58.0	804	c	Clear Channel Comm	59	0008		g	AOR	15,700	1.59	9.9	8.6	9.2	8.5	7.9	9.4	8.6	8.4	8.1												
WFMS	Indianapolis	B	95.5	13.0	991	e	Susquehanna Radio	57				Country	13,100	1.03	12.8	11.3	10.5	12.9	13.0	11.4	10.6	9.3	11.5												
• WIJY	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	7.1	6.4	6.3	7.4	7.8	6.0	6.0	6.3												
WENS	Shelbyville	B	97.1	23.0	732	b	Emmis	64	8106	1,200		AC	5,000	1.39	3.6	2.8	2.7	2.8	2.8	2.8	3.0	3.8	4.7												
• WXIR	Plainfield	A	98.3	3.0	299		ABC Radio Inc	64	0306	5,600		ChrsContem	1,900	1.12	1.7	1.3	1.6	1.3	1.2	1.4	1.6	1.6	1.3												
• WZPL	Greenfield	B	99.5	19.0	774	f	MyStar Comm Corp	62	9405	10,800		Hot AC	4,200	1.17	3.6	3.6	3.4	3.4	2.9	2.9	2.8	3.9	4.0												
• WYJZ	Speedway	A	100.9	3.4 cp	443	g	Radio One Inc	67	0006		g3	Smooth Jazz	650	0.27	2.4	2.0	1.5	2.3	2.0	2.1	2.2	2.1	1.9												
WKLU	Brownsburg	A	101.9	3.7	253		Quinn Family	92				Clsc Rock	1,100	1.00	1.1	0.6	1.0	0.8	0.9	0.9	0.9	1.0	0.8												
WCBK	Martinsville	A	102.3	6.0	308	a	Mid-Amer Radio Grp	68	9709		sw	Country	300		0.6	0.6	0.7	0.0	1.0	0.0	0.5	0.5	0.4												
WRZX	Indianapolis	B	103.3	18.0	850	c	Clear Channel Comm	64	0008		g	Alternative	7,200	1.10	6.6	5.1	4.4	4.9	5.5	6.3	4.8	6.5	5.2												
WGLD	Indianapolis	B	104.5	50.0	492	e	Susquehanna Radio	41	9310	7,150		Oldies	7,000	0.90	7.8	6.0	6.6	7.2	7.3	6.6	6.3	6.8	7.0												
• WYXB	Indianapolis	B	105.7	50.0	492	b	Emmis	68	9711	14,980	c2	Soft AC	4,900	0.91	5.4	4.7	4.9	5.0	4.2	4.3	4.8	5.6	5.5												
WTLC	Greenwood	A	106.7	6.0 cp	279	g	Radio One Inc	94	0006		g3	Urban/AC	5,500	0.97	5.7	5.9	5.6	5.0	4.3	5.4	4.9	5.1	5.8												
WEDJ	Danville	A	107.1	1.8	604	d	Continental Bcst Grp	75	9311		st	Spn/Nws/Me	500		0.5	1.0	0.5	0.4	0.5	0.4	0.7	0.0	0.5												
WTPI	Indianapolis	B	107.9	22.0	761	f	MyStar Comm Corp	84	9001	12,000		Lite Rock	5,300	1.11	4.8	3.7	4.6	3.2	4.3	3.8	4.8	3.7	3.8												
# FM Stations -															19	# Combos -		16	FM TOTALS								86.1	74.2	73.5	74.0	76.2	76.6	73.5	72.6	75.2

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)	(kW)											Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WSYW	Indianapolis	D	810	0.3	0.00	d	Continental Bcst Grp	63	9311		st	Span/Mexcn	400		0.5	0.5	1.0	0.0	0.0	0.0	0.0	0.7	0.9	0.4	
WXLW	Indianapolis	D	950	5.0	0.12	h	Pilgrim Comm LLC	48	9508	700			Sports	200			0.5	0.5	0.6	0.0	0.0	0.0	0.0	0.4	
WIBC	Indianapolis	B	1070	50.0	10.00	b	Emmis	38	9406		c1	Nws/Tlk/Spt	9,500	1.10	8.7	7.5	8.3	7.4	6.7	7.0	7.6	8.9	7.3		
WNDE	Indianapolis	B	1260	5.0	5.00	c	Clear Channel Comm	24	0008		g	Sports	1,900	0.95	2.0	1.2	1.5	1.7	1.3	1.4	2.2	1.9	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	2.0	1.7	1.5	1.6	1.9	2.0	1.2	0.8		
WXNT	Indianapolis	B	1430	5.0	5.00	f	MyStar Comm Corp	23	9405	575		News/Talk	700		0.9	0.9	1.0	0.8	0.0	0.5	1.0	1.6	2.9		
• WBRI	Indianapolis	D	1500	5.0	0.00		Wilkins Comm	64	0306	1,500		Religion				0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.4		
WKWH	Shelbyville	B	1520	1.0	0.25	RSE Broadcasting	61	9912	250			Clsc Hits				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	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.5	
# AM Stations -					10	# Combos -		7	AM TOTALS								14.1	12.6	14.5	12.4	9.6	10.8	13.5	14.9	14.5
AM & FM Stations Profiled -					29	# Duopolies -		6	Total Local Commercial Share								86.8	88.0	86.4	85.8	87.4	87.0	87.5	89.7	

• Indicates a change since last edition

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
Total	1,333.5

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

ESTIMATED GROSS REVENUES ★★★

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$56,300	\$64,300	\$77,800	\$89,500	\$79,900	\$82,300	7.9%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
3.0%	\$86,600	\$92,700	\$97,800	\$103,200	\$108,300	5.6%

Revenue/Retail Sales Revenue/Capita

1997	2002	2007	Est. Breakout
NA ^{1/}	\$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)

	1997	2002	Growth Rate	2002	2007	Growth Rate
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 ^{1/}	31,764.7	NA ^{1/}	31,764.7	47,195.0	8.2%
EBI ^{2/}	17,954.0	32,309.5	12.5%	32,309.5	52,120.3	10.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		17	15	19	12	31
Tot 12+	0.9		63.2	62.5	64.1	12.4	76.5
Avg 12+	0.5		3.7	4.2	3.4	1.0	2.5
Tot LCS	1.2		82.6	81.7	83.8	16.2	100.0
Avg LCS	0.6		4.9	5.4	4.4	1.4	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 (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)																			
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001												
• KQJZ	Hutto	A	92.1	1.7	449	e	Central Texas Radio	80	0104		nc	Smooth Jazz	200		0.7	0.5	0.4	1.1	0.4	0.5	0.4	0.8	1.0											
KKLB	Elgin	A	92.5	1.6	449	d	Garcia, Lorenzo	92			3	Tejano	900		0.7	0.4	0.8	1.1	0.0	0.8	0.5	0.8	0.5											
KXMG	Cedar Park	C	93.3	100.0	cp	1926	a	Emmis	61	0306	st	2	CHR/Rhymc	950	0.38	3.0	3.0	2.8	3.2	2.7	2.1	2.7	1.9	1.3										
KLBJ	Austin	C	93.7	97.0		1050	a	Emmis	60	0306	st	2	Rock	6,500	1.61	4.9	3.6	2.7	4.5	4.4	3.4	3.8	3.6	3.5										
KKMJ	Austin	C1	95.5	50.0		1306	c	Infinity Bcstg	87	0102	g1		Modern AC	6,400	1.56	5.0	3.4	4.9	4.1	3.8	3.7	4.5	3.4	4.0										
KHFI	Georgetown	C1	96.7	100.0		951	b	Clear Channel Comm	72	9303			Top 40	4,000	0.99	4.9	3.2	2.9	3.3	4.5	3.5	3.5	3.6	2.8										
KVET	Austin	C1	98.1	49.8		1303	b	Clear Channel Comm	50	0008			Country	5,800	0.99	7.1	6.0	7.2	8.0	5.2	5.2	5.1	6.4	4.7										
• KHHL	Leander	C2	98.9	40.0	cp	404	f	Amigo Bcstg LP	76	0203			Mexican	1,000	0.26	4.6	4.9	2.3	2.8	4.1	5.6	3.3	1.1	1.2										
KASE	Austin	C	100.7	100.0		1191	b	Clear Channel Comm	69	0008			Country	10,000	1.17	10.4	8.5	7.9	7.6	8.5	8.0	8.2	7.3	8.7										
KROX	Buda	C2	101.5	12.5	cp	843	a	Emmis	84	0306	st	2	Alternative	5,050	1.02	6.0	4.3	4.3	4.0	3.5	5.3	5.2	4.4	5.3										
KEPZ	Austin	C2	102.3	26.0		686	b	Clear Channel Comm	76	8205			Clsc Rock	3,100	0.92	4.1	3.6	3.8	2.8	3.2	3.7	2.6	3.1	3.7										
KEYI	San Marcos	C	103.5	100.0		1257	a	Emmis	71	0306	st	2	Oldies	2,500	0.56	5.4	3.4	3.8	3.4	4.3	3.5	4.2	4.7	3.7										
KQBT	Taylor	C2	104.3	48.0		492	c	Infinity Bcstg	75	0102	g1		CHR	5,500	0.80	8.4	5.9	8.4	7.8	6.4	6.7	7.2	5.5	7.4										
KXXS	Marble Falls	C2	104.9	9.5		804	f	Amigo Bcstg LP	84	0006			Mexican	1,000	0.61	2.0	0.6	0.9	0.6	1.2	0.8	0.9	3.2	2.5										
KFMK	Round Rock	C2	105.9	4.5		1303	b	Clear Channel Comm	98	0008			Rhymc/Oldes	3,300	1.00	4.0	2.0	3.2	2.7	2.9	3.5	3.0	2.8	3.6										
KQQT	Gonzales	C3	106.3	15.0		423	e	Central Texas Radio	86	0104			Smooth Jazz	150		0.3	0.1	0.0	0.2	0.1	0.1	0.1	0.5	0.1										
KGSR	Bastrop	C2	107.1	39.0		499	a	Emmis	86	0306	st	2	AAA	6,100	1.40	5.3	4.4	4.5	4.1	4.4	4.6	3.2	4.0	4.9										
• KINV	Georgetown	C3	107.7	25.0		328	Univision Comm Inc	91	0303	p		1	Alternative	2,300	1.55	1.8	1.1	0.6	1.2	1.6	1.6	1.3	1.0	2.4										
													# FM Stations -	19			# Combos -	18	FM TOTALS							85.0	64.1	65.8	67.3	66.1	66.9	65.4	63.0	64.5

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)																			
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001												
KLBJ	Austin	B	590	5.0	1.00	a	Emmis	39	0306		st	2	News/Talk	6,100	1.00	7.4	5.9	6.0	6.8	5.4	5.5	5.6	6.3	5.7										
KIXL	Del Valle	B	970	1.0	1.00		KIXL Bcstg Corp	59	9506	1,400			Chrst/Talk	900	1.09	1.0	0.5	0.5	0.6	0.5	0.8	0.9	0.8	0.8										
KFIT	Lockhart	D	1060	2.0	0.00		Onyx Bcstg Co	67	9106	400			Gospel	300		0.1	0.0	0.6	0.0	0.0	0.0	0.4	0.0	0.5										
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										
KVET	Austin	B	1300	5.0	1.00	b	Clear Channel Comm	46	0008	290			Sprts/Talk	1,500	0.83	2.2	1.8	1.9	2.4	1.8	1.4	1.4	2.3	1.9										
KJCE	Rollingwood	B	1370	5.0	0.50	c	Infinity Bcstg	58	0102		g1		Talk	425		0.7	1.3	0.7	0.8	1.2	0.0	0.0	1.0	0.7										
KELG	Manor	B	1440	0.8	cp	0.50	d	Garcia, Lorenzo	81	8508	262		3	Mexican	800		0.9	1.2	0.0	0.8	0.4	0.9	0.9	0.7	1.3									
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										
KFON	Austin	C	1490	1.0	1.00		Pecan Partners	22	0008	1,100		3	Mexican	300	0.36	1.0	0.8	0.0	0.0	1.1	0.6	0.9	0.6	1.0										
KQQA	Creedmoor	D	1530	10.0	cp	0.01		Yellow Rose Comm	62	9701	623		Mexican	100	0.08	1.5	0.8	0.0	0.5	0.9	0.4	1.6	1.6	1.1										
KTXZ	West Lake Hills	B	1560	2.5	2.50	d	Garcia, Lorenzo	82	9506	342		3	Span/Top40	100		0.4	0.0	0.0	0.0	0.4	0.0	0.5	0.4	0.0										
KOKE	Pflugerville	B	1600	5.0	0.70	f	Amigo Bcstg LP	00	0208	3,000			Christian				0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0										
													# AM Stations -	12			# Combos -	6	AM TOTALS							15.2	12.4	9.7	11.9	11.7	9.6	12.2	13.7	13.0
													AM & FM Stations Profiled -	31			# Duopolies -	9	Total Local Commercial Share							76.5	75.5	79.2	77.8	76.5	77.6	76.7	77.5	

• 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
Total	1,279.3

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

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

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	1,148.7	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 ^{1/}	16,267.3	NA ^{1/}	16,267.3	18,952.0	3.1%
EBI ^{2/}	17,708.8	23,512.3	5.8%	23,512.3	30,049.3	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	14	14	27	41
Tot 12+	1.1		63.2	64.3	64.3	8.4	72.7
Avg 12+	1.1		4.9	4.6	4.6	0.3	1.8
Tot LCS	1.5		86.9	88.4	88.4	11.6	100.0
Avg LCS	1.5		6.7	6.3	6.3	0.4	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

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)								
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WKRR	Asheboro	C	92.3	100.0	1289	c	Dick Bcstg Co Inc	48	8503	2,000		Clsc Rock	2,900	1.18	5.4	4.0	3.8	4.1	4.1	4.6	3.5	3.4	3.2
• WMQX	Winston-Salem	C	93.1	100.0	1099	b	Entercom	47	9912		g3	Oldies	3,600	0.84	9.4	6.1	5.2	6.2	6.2	7.7	6.8	6.3	6.4
WTHZ	Lexington	C	94.1	100.0	1014	a	Davidson Cnty Bcstg	49				80s Hits	600	0.46	2.9	3.1	2.1	1.7	2.1	1.2	2.4	2.5	3.1
WGBT	Eden	C1	94.5	91.0	981	f	Clear Channel Comm	49	9607		g1	CHR/Rhymc	1,500	1.57	2.1	3.9	2.1	1.5	1.0	1.4	1.7	2.0	1.4
WQMG	Greensboro	C	97.1	100.0	1230	b	Entercom	62	9912		g3	Urban	4,550	0.99	10.1	7.9	7.9	6.9	6.9	7.4	7.5	7.2	8.2
WBRF	Galax	C	98.1	96.0	1755		Blue Ridge Radio	61				Country	200	0.37	1.2	1.4	0.8	1.0	1.0	0.7	0.8	0.9	1.1
WIST	Thomasville	A	98.3	1.7	420	i	GHB Bcstg	49	9701	925		Nostalgia	200	0.37	1.2	1.1	1.5	1.1	1.1	0.7	0.8	0.9	1.4
WOZN	Greensboro	C0	98.7	100.0 cp	1073	b	Entercom	58	0202	20,500	c1	Modern AC	2,600	1.24	4.6	3.6	3.4	3.1	3.1	4.1	3.0	3.0	3.2
WMAG	High Point	C	99.5	100.0	1496	f	Clear Channel Comm	46	0008		g	AC	5,000	1.24	8.9	6.0	6.7	5.8	6.5	5.5	6.1	7.5	6.0
WVBZ	High Point	C0	100.3	100.0 cp	1125	f	Clear Channel Comm	53	0008		g	Rock	2,000	0.76	5.8	3.9	4.5	4.1	4.6	3.5	4.9	3.6	5.0
WKXU	Burlington	C	101.1	100.0	1191	d	Curtis Media Group	46	9001	See (46)		Country	n/a		2.4	2.0	2.1	2.2	1.3	1.9	2.1	1.7	1.4
WJMH	Reidsville	C	102.1	100.0	1204	b	Entercom	48	9912		g3	Urban	4,300	0.80	11.9	6.7	7.3	8.5	9.0	8.8	8.3	8.2	9.6
WTQR	Winston-Salem	C	104.1	100.0	1453	f	Clear Channel Comm	47	9607		g1	Country	7,800	1.40	12.3	9.5	10.6	8.5	9.4	10.1	8.2	7.9	7.5
WKZL	Winston-Salem	C	107.5	100.0	994	c	Dick Bcstg Co Inc	72	9210	6,500	g	CHR	3,800	0.97	8.6	5.1	6.4	6.2	5.8	7.1	5.7	6.2	7.1
# FM Stations -				14	# Combos -				12	FM TOTALS				86.8	64.3	64.4	60.9	62.1	64.7	61.8	61.3	64.6	

• 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
Total	1,279.3

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

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

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	1,148.7	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 ^{1/}	16,267.3	NA ^{1/}	16,267.3	18,952.0	3.1%
EBI ^{2/}	17,708.8	23,512.3	5.8%	23,512.3	30,049.3	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	14	14	27	41
Tot 12+	1.1		63.2	64.3	64.3	8.4	72.7
Avg 12+	1.1		4.9	4.6	4.6	0.3	1.8
Tot LCS	1.5		86.9	88.4	88.4	11.6	100.0
Avg LCS	1.5		6.7	6.3	6.3	0.4	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

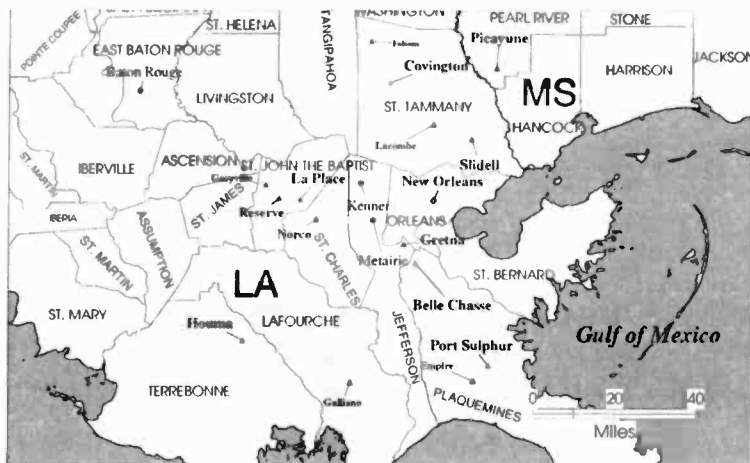
AM Stations		ARB 12+ Metro Shares (see rights)																										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001					
WSJS	Winston-Salem	B	600	5.0	5.00	e	Infinity Bcstg	30	0008		g2	Nws/Tlk/Spt	2,900	1.18	5.4	3.5	3.8	5.0	3.4	3.3	4.5	4.4	4.7					
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		Nostalgia	800		0.2	0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.0					
WTRU	Kernersville	B	830	50.0	10.00	g	Truth Bcstg	70	0008		g	Christian				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	0.0	0.0	0.6	0.0	0.0					
WAAA	Winston-Salem	D	980	1.0	0.00		Media Bcstg	50	5609			Gsp/Jaz/R&B	100		0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0					
WSGH	Lewisville	D	1040	9.1	0.18	h	Baker Family Stns	86				Spanish	300		0.8	0.4	0.0	0.5	1.1	0.5	0.0	0.7	0.7					
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	0.0	0.0	0.5	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	0.0	0.0	0.6	0.0	0.5					
WSML	Graham	B	1200	10.0	1.00	e	Infinity Bcstg	67	0008		g2	Nws/Tlk/Spt			0.2	0.1	0.2	0.3	0.1	0.1	0.3	0.2	0.1					
WMFR	High Point	C	1230	1.0	1.00	e	Infinity Bcstg	35	0008		g2	Nws/Tlk/Spt	500		0.5	0.8	1.2	0.6	0.0	0.0	0.6	0.7	0.7					
WKXR	Asheboro	B	1260	5.0	0.50		Randolph Bcstg	47	8606	500		Country	100		0.2	0.0	0.0	0.0	0.0	0.5	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	0.6	1.0	1.0	1.0	0.5	1.1	1.4	0.6					
WTOB	Winston-Salem	B	1380	5.0	2.50	g	Truth Bcstg	47	9611			Span/Varty			0.4	0.4	0.2	0.4	0.3	1.0	0.0	0.0	0.4					
WKEW	Greensboro	C	1400	1.0	1.00	g	Truth Bcstg	42	0009			Gospel	500	0.85	1.3	1.0	1.0	0.8	0.8	1.0	0.9	1.1	0.6					
WLXN	Lexington	B	1440	5.0	1.00	a	Davidson Cnty Bcstg	46				Nws/Tlk/Spt				0.4	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	0.3	0.2	1.2	0.8	1.2	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	0.8	0.8	0.7	1.6	0.8	0.8	0.8	0.8					
WDSL	Mocksville	D	1520	5.0	0.00		Davie Bcstg Inc	64	9810		30	BIGrs/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	0210	417	al	Sports	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
# AM Stations -															27	# Combos -		15	AM TOTALS									
AM & FM Stations Profiled -															41	# Duopolies -		10	Total Local Commercial Share									
															13.2	8.4	8.4	10.5	9.5	9.9	9.4	9.3	9.1					
															72.7	72.8	71.4	71.6	74.6	71.2	70.6	73.7						

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
Total	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	5.6%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
8.1%	\$69,100	\$74,000	\$78,100	\$82,300	\$86,500	5.7%	
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$4.60/1,000	2007 \$5.31/1,000	Est. Breakout			
Revenue/Capita	\$39.31	\$50.89	\$67.55	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 ^{1/}	14,232.5	NA ^{1/}	14,232.5	16,285.8	2.7%
EBI ^{2/}	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		68.8	67.4	68.9	17.1	86.0
Avg 12+	0.1		4.3	4.8	3.8	1.0	2.5
Tot LCS	0.1		80.0	78.4	80.1	19.9	100.0
Avg LCS	0.1		5.0	5.6	4.5	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	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)							
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WCKW	Laplace	C	92.3	100.0	1946	d	222 Corp	66			Hot AC	1,400	1.13	1.9	1.6	2.1	1.5	1.9	1.5	1.5	1.5	2.2
WQUE	New Orleans	C	93.3	100.0	984	c	Clear Channel Comm	49 8409		g2	Urban	6,800	0.70	14.9	13.2	12.7	12.2	12.7	12.6	13.0	13.2	13.1
WTIX	Galliano	C1	94.3	100.0	981		Fleur de Lis Bcstg	75 9509	800		Oldies	600	0.83	1.1	0.9	1.1	1.0	0.7	1.3	1.0	0.9	0.7
● WOPR	Lacombe	A	94.7	5.2	348	e	Citadel Bcstg Corp	96 0305 p		g4	Inspiration			0.2	0.1	0.2	0.1	0.2	0.1	0.2	0.3	0.0
● WPRF	Reserve	C3	94.9	13.5	440	e	Citadel Bcstg Corp	92 0305 p		g4	Inspiration	400	0.61	1.0	1.4	1.9	0.7	0.5	0.6	0.9	1.5	1.6
WTKL	New Orleans	C	95.7	100.0	984	a	Entercom	53 9912		g3	Oldies	3,700	0.93	6.1	4.8	4.8	5.0	5.8	5.0	5.6	4.7	5.3
WEZB	New Orleans	C	97.1	100.0	984	a	Entercom	45 9912		g3	CHR	3,300	0.92	5.5	5.5	4.5	4.9	4.9	4.4	5.3	4.5	4.6
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	9.1	9.4	8.2	8.5	9.1	8.2	8.0	8.1
WRNO	New Orleans	C	99.5	100.0	1004	c	Clear Channel Comm	67 0208	12,500	sw	Clsc Rock	3,400	1.27	4.1	3.9	4.3	4.2	3.5	3.6	3.6	3.3	4.4
WNOE	New Orleans	C	101.1	100.0	1004	c	Clear Channel Comm	68 9607		g1	Country	4,500	1.03	6.7	7.2	7.1	5.4	5.6	6.7	5.4	5.5	6.0
WLMG	New Orleans	C	101.9	100.0	984	a	Entercom	70 9912		g3	Soft AC	5,800	1.18	7.5	5.2	5.7	6.6	6.4	6.4	6.6	6.5	6.3
● KMEZ	Belle Chasse	C3	102.9	4.7	604	e	Citadel Bcstg Corp	90 0305 p		g4	Urban/Oldes	2,600	0.52	7.6	6.0	5.4	5.4	6.5	8.0	6.0	5.7	5.2
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	1.4	1.2	1.2	1.1	1.1	1.5	1.6
KNOU	Empire	C2	104.5	7.8	850		On Top Comm Inc	01 0212	8,500		Urban CHR	500	0.29	2.6	2.3	2.2	2.1	2.6	2.8	1.9	1.7	1.9
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	0.0
WKZN	Kenner	C1	105.3	100.0	902	a	Entercom	70 9912		g3	Hot AC	4,300	1.53	4.3	3.1	3.6	3.5	3.5	4.4	3.8	3.2	5.0
WKSJ	Picayune	C2	106.1	50.0 cp	492		Guaranty Bcstg Co	73 9705	2,000		Soft AC	200		0.5	0.0	0.5	0.4	0.4	0.6	0.4	0.4	0.0
● KKND	Port Sulphur	C1	106.7	98.0	981	e	Citadel Bcstg Corp	85 0305 p		g4	Modern Rock	3,600	1.15	4.8	3.4	3.3	4.1	3.7	3.9	3.9	5.1	4.5
# FM Stations -				18	# Combos -				14	FM TOTALS				80.0	68.9	70.2	66.5	68.6	72.1	68.4	67.5	70.5

● Indicates a change since last edition

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Revenue Rank: 40

New Orleans, LA Market Overview



Metro Counties / Population (000)

Jefferson, LA	451.7
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St. Charles, LA	48.4
St. John the Baptist	43.5
St. Tammany, LA	197.1
Total	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
Revenue/Retail Sales	1997	2002	2007		Est. Breakout		
	NA ^{1/}	\$4.60/1,000	\$5.31/1,000	Local	84%	National	16%
Revenue/Capita	1997	2002	2007		Est. Breakout		
	\$39.31	\$50.89	\$67.55	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 ^{1/}	14,232.5	NA ^{1/}	14,232.5	16,285.8	2.7%
EBI ^{2/}	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		68.8	67.4	68.9	17.1	86.0
Avg 12+	0.1		4.3	4.8	3.8	1.0	2.5
Tot LCS	0.1		80.0	78.4	80.1	19.9	100.0
Avg LCS	0.1		5.0	5.6	4.5	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

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)									
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	0.0	
WTIX	New Orleans	B	690	10.0	5.00		GHB Bcstg	48	9202	800		News/Talk	300		0.5	1.0	0.7	0.7	0.4	0.5	0.5	0.4	0.6		
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	0.0	0.0	0.4	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		Span/Varty	200		0.3	0.6	0.0	0.9	0.5	0.0	0.4	0.0	0.7		
WWL	New Orleans	A	870	50.0	50.00	a	Entercom	22	9912		g3	Nws/Tlk/Spt	12,900	2.10	9.4	7.6	7.8	10.6	8.1	6.8	7.8	9.8	8.8		
WYLD	New Orleans	B	940	10.0	0.50	c	Clear Channel Comm	49	9303		c1	Gospel	700	0.26	4.1	2.3	2.8	3.5	3.7	3.2	4.1	3.3	2.7		
WGSO	New Orleans	B	990	1.0	0.40	b	MC Media LLC	46	9611	575		News/Talk	300		0.6	0.5	0.6	0.0	0.6	0.5	0.5	0.5	0.4		
WCKW	Garyville	D	1010	0.5	0.04	d	222 Corp		70			Gospel			0.1	0.0	0.4	0.0	0.0	0.4	0.0	0.0	0.0		
WLNO	New Orleans	B	1060	50.0	5.00		Communicom	25	9503	700		Religion			0.1	0.4	0.5	0.0	0.0	0.5	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	1.1	0.9	0.9	0.9	0.8	1.4	1.0	0.9		
WODT	New Orleans	B	1280	5.0	5.00	c	Clear Channel Comm	23	8409		g2	Rhythm/Blue	250	0.22	1.7	1.6	0.9	1.4	1.4	1.1	1.4	2.1	1.0		
WSMB	New Orleans	B	1350	5.0	5.00	a	Entercom	25	9912		g3	Talk	1,100	1.53	1.1	1.3	0.7	0.9	1.0	0.8	1.4	0.7	0.8		
• WBYU	New Orleans	C	1450	1.0	1.00		ABC Radio Inc	50	0302	1,500		Children	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KGLA	Gretna	D	1540	1.0	0.00		Crocodile Bcstg Corp	69	9202	300		Spanish AC	200		0.4	0.7	0.4	0.0	0.5	0.4	0.6	0.0	0.6		
WSLA	Slidell	D	1560	1.0	0.00		Mapa Bcstg LLC	63	9305		d	Sports				0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.4		
# AM Stations -					17	# Combos -					7	AM TOTALS					19.6	17.1	16.1	19.3	17.1	15.0	18.5	17.8	16.9
AM & FM Stations Profiled -					35	# Duopolies -					9	Total Local Commercial Share					86.0	86.3	85.8	85.7	87.1	86.9	85.3	87.4	

• 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
Total	1,262.2

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

ESTIMATED GROSS REVENUES ★★★

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
Gross Revenues	\$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
Gross Revenues	8.2%	\$83,200	\$89,100	\$94,000	\$99,100	\$104,100	5.6%

Revenue/Retail Sales Revenue/Capita

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.82/1,000	\$3.67/1,000	Local 80%
Revenue/Capita	\$51.84	\$62.67	\$77.90	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 ^{1/}	20,726.5	NA ^{1/}	20,726.5	28,327.1	6.4%
EBI ^{2/}	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+	11.0		59.2	68.8	70.2	12.2	82.4
Avg 12+	1.2		4.2	4.3	3.1	0.5	1.7
Tot LCS	13.3		71.8	83.5	85.2	14.8	100.0
Avg LCS	1.5		5.1	5.2	3.7	0.6	2.0

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

Some stations also rated in Clarksville-Hopkinsville.
ARB 12+ Metro Shares (see rights)

Competitive Overview

Market: Nashville, TN

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)			
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WQQK	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	5.2	5.8	5.9	5.3	5.2	6.3	7.4	9.2
WJXA	Nashville	C	92.9	100.0	1053	f	South Central Comm	76	8005	375		Lite AC	7,100	0.94	9.5	6.9	6.5	6.7	7.6	8.6	8.4	7.4	6.2
WYYB	Kingston Springs	A	93.7	1.2	755	l	Salem Comm Corp	91	0212	5,600	d2	ChrsContem	200		0.8	0.1	0.3	0.2	0.6	0.9	0.6	0.7	1.0
WRLG	Smyrna	A	94.1	3.9	236	l	Salem Comm Corp	93	0212		d2	ChrsContem	400		0.1	0.7	0.5	0.4	0.0	0.1	0.0	0.1	0.1
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	0.0	0.0	0.4
WSM	Nashville	C	95.5	100.0	1280	b	Cumulus Bcstg Inc	62	0307	65,000	d3	Country	4,600	1.32	4.4	3.8	3.7	4.5	3.6	4.0	3.8	3.6	3.9
WMAK	Murfreesboro	C1	96.3	39.0	1417	f	South Central Comm	63	9402	6,500		Oldies	5,200	1.04	6.3	4.7	5.0	5.1	6.2	4.7	4.8	5.6	4.7
WRQQ	Goodlettsville	C2	97.1	45.0	518	c	Cumulus Bcstg Inc	99	0203			80s Hits	2,800	0.98	3.6	2.5	2.9	2.9	3.2	3.4	2.5	3.1	2.3
WSIX	Nashville	C	97.9	100.0	1145	g	Clear Channel Comm	48	0008		g	Country	7,800	1.43	6.9	5.9	5.5	6.3	5.9	5.1	5.4	7.0	5.7
WAMB	Donelson	A	98.7	0.1 cp	259	e	Great Southern Bcstg	90				Nstlg/BgBnd	75		0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1
WANT	Lebanon	A	98.9	5.0	318	h	Bay, Susan	94				Country	200			0.0	0.5	0.3	0.0	0.0	0.0	0.0	0.4
WWTN	Manchester	C	99.7	100.0	1296	b	Cumulus Bcstg Inc	62	0307		d3	Nws/Tlk/Spt	5,000	1.00	6.3	5.1	5.7	5.8	4.6	5.5	5.4	5.7	4.7
WRLT	Franklin	A	100.1	0.2	1181	d	Tuned In Bcstg Inc	61	9512	550		AAA	1,400	0.93	1.9	2.0	1.7	1.7	2.3	1.3	1.1	1.6	1.7
WUBT	Russellville	C1	101.1	47.0	1289	g	Clear Channel Comm	65	0008		g	Urban	3,200	0.54	7.5	5.7	5.2	4.7	5.0	7.4	7.7	5.4	3.6
WQZQ	Dickson	C1	102.5	100.0 cp	974	a	Cromwell Group	64	9201	1,638	e	CHR	1,500	0.65	2.9	1.9	2.2	2.0	2.2	2.3	2.5	2.7	2.8
● WBUZ	La Vergne	C1	102.9	100.0	955	a	Cromwell Group	62	8911			New Rock	2,700	0.85	4.0	4.1	3.7	4.2	3.8	2.8	3.3	3.5	3.9
WKDF	Nashville	C	103.3	100.0	1234	i	Citadel Bcstg Corp	67	0010		g	Country	7,000	1.64	5.4	5.0	5.8	5.2	4.3	5.1	4.6	4.4	4.1
● WGFY	Gallatin	C1	104.5	58.0 cp	1207	i	Citadel Bcstg Corp	60	0010		g4	Sprts/Talk	2,400	0.92	3.3	3.4	2.7	2.6	3.2	2.7	2.8	2.6	2.6
WBOZ	Woodbury	A	104.9	6.0	328	l	Salem Comm Corp	94	0002		g3	Gospel	200		0.4	0.4	0.4	0.3	0.3	0.3	0.3	0.5	0.7
WVRY	Waverly	C2	105.1	50.0	492	l	Salem Comm Corp	72	0002		g3	Gospel	150		0.2	0.1	0.4	0.1	0.2	0.3	0.1	0.1	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	5.7	5.5	4.3	5.0	4.6	3.9	3.6	5.0
WNPL	Belle Meade	A	106.7	1.1	774	c	Cumulus Bcstg Inc	98	0203			Hip Hop	600	0.33	2.3	2.5	3.4	1.9	2.9	2.0	1.4	1.5	2.5
WRVW	Lebanon	C1	107.5	58.0	1234	g	Clear Channel Comm	67	0008		g	Hot AC	6,000	1.08	7.0	4.4	5.9	5.2	5.5	5.8	6.3	6.0	7.0
					# FM Stations -	23						# Combos -	23										
													FM TOTALS	85.2	70.2	73.3	70.4	71.8	72.2	71.2	72.5	72.9	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 45

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Nashville, TN Market Overview



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Wilson, TN	92.2
Total	1,262.2

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$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	\$89,100	\$94,000	\$99,100	\$104,100	5.6%
Revenue/Retail Sales	1997		2002		2007		Est. Breakout
Revenue/Capita	NA ^{1/}		\$3.82/1,000		\$3.67/1,000		Local 80%
	\$51.84		\$62.67		\$77.90		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
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Women (000)	644.6	101.4	50.5	65.4	96.0	106.5	91.6	133.3
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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
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Tot 12+	11.0		59.2	68.8	70.2	12.2	82.4
Avg 12+	1.2		4.2	4.3	3.1	0.5	1.7
Tot LCS	13.3		71.8	83.5	85.2	14.8	100.0
Avg LCS	1.5		5.1	5.2	3.7	0.6	2.0

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

Market: Nashville, TN

Competitive Overview

Some stations also rated in Clarksville-Hopkinsville.
ARB 12+ Metro Shares (see rights)

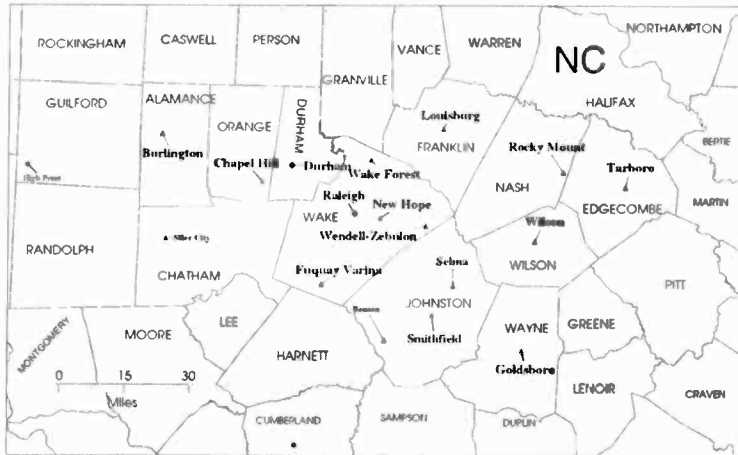
AM Stations		FCC Class	Day Power (kW)	Night Power (kW)	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001					
WNSR	Brentwood	D	560	1.0 cp	0.08	85 9712	185	e	Sports	200		0.3	0.5	0.8	0.6	0.0	0.5	0.4	0.0	0.0					
WSM	Nashville	A	650	50.0	50.00	b 25 8412		c2	Country	3,500	0.98	4.5	3.1	3.2	4.4	3.6	3.6	4.9	3.1	4.0					
WENO	Nashville	D	760	1.0	0.00	j 88 9006	300		Chrst/Talk	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WQSV	Ashland City	D	790	0.5	0.04	Sycamore Vly Bcstg	82 9112		Cntry/Gospl	55			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	0.0	0.0	0.5	0.0	0.5	1.2	0.5	0.9					
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	0.6	0.6	0.8	0.7	1.3	0.5	1.2	1.3					
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					
WQSE	White Bluff	B	1030	1.0	0.25	Canaan	82 0304	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	1.1	0.8	1.0	0.8	0.6	0.6	0.8					
WNSG	Nashville	C	1240	1.0 cp	1.00	k Nashville Public Rad	48 0201	2,500	Urban/Gospl	400	0.27	1.9	2.7	1.6	1.7	0.9	1.9	1.2	2.3	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	0.0	0.0	0.5	0.0	0.0	0.0	0.0					
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	0.50	SG Communicaitons	69 9908	220	Spanish	100		0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5					
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		Talk	100			0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0					
WVOL	Berry Hill	B	1470	5.0	1.00	Heidelberg Bcstg LLC	51 0004		Urban AC	100		0.9	0.5	0.0	0.8	0.8	0.7	0.6	0.8	1.4					
WLAC	Nashville	A	1510	50.0	50.00	g Clear Channel Comm	26 0008		Nws/Tlk/Spt	2,800	0.77	4.6	4.0	4.6	4.2	4.2	3.3	3.7	4.2	3.9					
WMRO	Gallatin	D	1560	1.0	0.00	Classic Bcstg Inc	67 9310		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WJQY	Springfield	D	1590	0.7	0.03	d Saga Comm Inc	50 0211		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
# AM Stations -												26	# Combos -		8	AM TOTALS									
AM & FM Stations Profiled -												49	# Duopolies -		10	Total Local Commercial Share									
													15.0	12.2	11.9	14.5	11.7	13.1	13.1	12.7	13.7				
													82.4	85.2	84.9	83.5	85.3	84.3	85.2	86.6					

● 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
Total	1,243.0

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$58,500	\$69,400	\$77,900	\$84,000	\$77,800	\$81,400
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.48/1,000	\$4.39/1,000	Local 78%			

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	1,038.2	1,243.0	3.7%	1,243.0	1,385.9
Households	410.3	482.3	3.3%	482.3	536.8	2.2%
Retail Sales	NA ^{1/}	18,152.9	NA ^{1/}	18,152.9	24,383.8	6.1%
EBI ^{2/}	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		12	13	16	22	38
Tot 12+	4.7		55.1	58.6	59.8	10.8	70.6
Avg 12+	1.2		4.6	4.5	3.7	0.5	1.9
Tot LCS	6.7		78.0	83.0	84.7	15.3	100.0
Avg LCS	1.7		6.5	6.4	5.3	0.7	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 Greensboro-WS

FM Stations

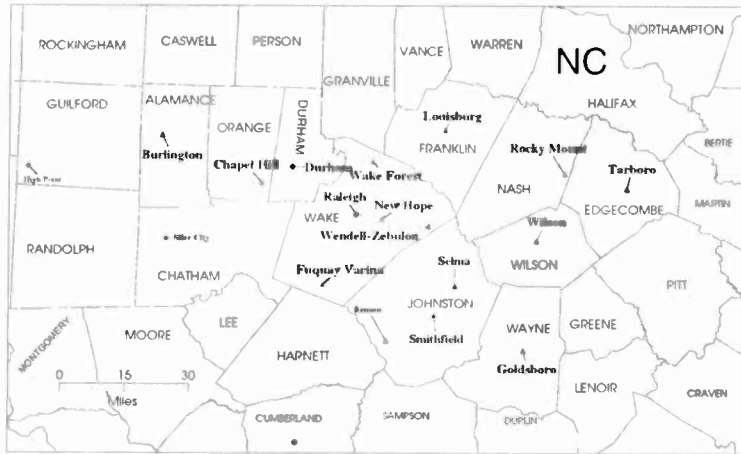
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WRSN	Burlington	C	93.9	94.0	1263	b	Clear Channel Comm	46	0008		g	AC	7,600	1.21	7.7	3.2	4.6	6.3	4.8	5.0	5.8	6.8	5.0
WQDR	Raleigh	C	94.7	100.0	1680	d	Curtis Media Group	49	9107		g	Country	6,200	0.86	8.9	7.0	8.5	5.5	6.1	5.9	6.7	7.0	5.6
WBBB	Raleigh	C	96.1	100.0	984	d	Curtis Media Group	47	9608	16,000		Rock	4,500	0.91	6.1	4.3	3.5	3.5	5.0	4.3	4.3	4.1	4.7
WYMY	Goldsboro	C	96.9	100.0	984	d	Curtis Media Group	46	9002	2,200	c1	Span/Varty	1,200		0.8	0.7	0.8	0.4	0.3	0.4	0.9	0.6	1.0
WQOK	South Boston	C1	97.5	100.0	981	c	Radio One Inc	60	0008		g4	Urban	7,100	0.78	11.2	8.0	8.0	7.6	8.7	8.6	7.4	7.8	9.2
WTRG	Rocky Mount	C	100.7	100.0	1969	b	Clear Channel Comm	47	0008		g	Oldies	6,100	1.15	6.5	4.9	3.5	4.9	5.3	4.7	4.1	4.6	5.9
WKXU	Burlington	C	101.1	100.0	1191	d	Curtis Media Group	46	9001	3,450	c2	Country	1,200	0.67	2.2	1.5	1.2	1.3	1.9	1.7	1.5	1.4	1.0
WRAL	Raleigh	C	101.5	100.0	1821		Capitol Bcstg Co	47				AC	9,000	1.73	6.4	6.2	6.1	5.7	5.1	5.0	4.7	3.7	4.9
WKIX	Goldsboro	A	102.3	2.1	561	d	Curtis Media Group	72	9605	550		Country			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHLQ	Louisburg	A	102.5	6.0	328	a	Curtis Media Group	89	0303	2,800	c3	Country	200		0.5	0.5	0.7	0.5	0.5	0.6	0.3	0.0	0.3
WWMY	Raleigh	A	102.9	1.7	620	d	Curtis Media Group	98				80s Hits	1,000	0.47	2.6	1.8	0.9	1.5	1.2	1.6	3.0	1.9	2.2
WNNL	Fuquay-Varina	C3	103.9	7.9	577	c	Radio One Inc	80	0008		g3	Urban/Insp	2,800	0.35	9.8	5.7	6.0	7.5	6.5	7.4	7.4	7.1	5.6
WFXK	Tarboro	C1	104.3	100.0	981	c	Radio One Inc	52	0008		g4	Urban AC			3.6	2.1	3.0	3.2	2.6	2.7	2.5	2.5	2.7
WDCG	Durham	C	105.1	100.0	1040	b	Clear Channel Comm	48	0008		g	CHR	11,800	1.73	8.4	8.0	5.0	5.8	6.0	5.9	5.7	6.9	7.9
● WRDU	Wilson	C0	106.1	100.0	1365	b	Clear Channel Comm	48	0008		g	AOR	7,300	1.87	4.8	3.5	4.6	3.3	3.9	3.2	3.4	3.5	3.5
WFXC	Durham	A	107.1	2.6	502	c	Radio One Inc	71	0008		g4	Urban AC	4,800	1.20	4.9	2.4	3.0	2.8	3.8	3.5	3.6	3.2	2.8
# FM Stations -					16	# Combos -					15	FM TOTALS			84.6	59.8	59.4	59.8	61.7	60.5	61.8	61.1	62.3

● 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
Total	1,243.0

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$58,500	\$69,400	\$77,900	\$84,000	\$77,800	\$81,400	6.8%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			Δ 02 - 07
	NA ^{1/}	\$4.48/1,000	\$4.39/1,000	Local 78%			5.6%
	\$56.35	\$65.49	\$77.28	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 ^{1/}	18,152.9	NA ^{1/}	18,152.9	24,383.8	6.1%
EBI ^{2/}	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		12	13	16	22	38
Tot 12+	4.7		55.1	58.6	59.8	10.8	70.6
Avg 12+	1.2		4.6	4.5	3.7	0.5	1.9
Tot LCS	6.7		78.0	83.0	84.7	15.3	100.0
Avg LCS	1.7		6.5	6.4	5.3	0.7	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 Greensboro-WS

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	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
WETC	Wendell-Zebulon	B	540	4.0	0.50		East Wake Bcstg Corp	59	9012			Mexican	400		0.9	0.0	0.0	0.5	0.4	1.0	0.4	0.9	0.8		
WDNZ	Raleigh	D	570	1.0 cp	0.05	d	Curtis Media Group	81	9906	1,000		Chrst/Talk	500			0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0		
WDNC	Durham	B	620	5.0	1.00	d	Curtis Media Group	34	0006	1,200		News/Sprts	500	0.61	1.0	0.5	0.7	0.6	0.7	0.7	0.9	0.6	0.7		
WPTF	Raleigh	B	680	50.0	50.00	d	Curtis Media Group	24	9107	5,000		News/Talk	5,300	0.72	9.0	6.8	6.3	6.7	5.5	6.7	7.6	6.4	5.6		
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	0.0	0.0	0.4		
WRBZ	Raleigh	B	850	10.0	5.00		Alchemy Comm	47	8909			Sports	1,500	0.74	2.5	2.1	2.4	2.1	1.5	1.9	2.2	1.7	1.7		
WRTG	Garner	D	1000	1.0	0.00	f	Radio Train Network	69	0008		g1	ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WFTK	Wake Forest	D	1030	50.0	0.00	e	Baker Family Stns	89				Gospel			0.5	0.0	1.9	0.8	0.9	0.6	0.0	0.0	0.0		
● WBZB	Selma	D	1090	0.8	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	6.5 cp	0.00		Benson Bcstg Inc	61				Cntry/Gospl				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	1.1	1.1	0.6	0.0	0.7	0.6	0.7	0.7		
WTIK	Durham	B	1310	5.0	1.00	e	Baker Family Stns	45	9410	320		Black Gospl			0.2	0.0	0.4	0.4	0.0	0.0	0.0	0.5	0.0		
WCHL	Chapel Hill	B	1360	5.0	1.00	d	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	g	Willis Bcstg Corp	54	8611	450		Gospel	300		0.2	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0		
WCRY	Fuquay-Varina	D	1460	5.0	0.12	g	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	a	Curtis Media Group	58	0303		c3	Country			0.4	0.1	0.2	0.1	0.6	0.1	0.5	0.0	0.2		
WDUR	Durham	C	1490	1.0	1.00	b	Clear Channel Comm	47	9706		d3	Oldies			0.1	0.0	0.2	0.3	0.0	0.0	0.1	0.1	0.0		
WRTP	Chapel Hill	D	1530	10.0	0.00	f	Radio Train Network	73	0008			ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WCLY	Raleigh	D	1550	1.0	0.01	d	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 -					22	# Combos -					13	AM TOTALS					15.5	10.8	13.4	12.1	9.6	12.3	12.3	10.9	10.1
AM & FM Stations Profiled -					38	# Duopolies -					13	Total Local Commercial Share					70.6	72.8	71.9	71.3	72.8	74.1	72.0	72.4	

● 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	\$73,900	\$77,900	\$81,800	5.8%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.73/1,000	2007 \$4.08/1,000	Est. Breakout		Local 80%	National 20%
Revenue/Capita	\$41.35	\$52.29	\$62.74				

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 ^{1/}	16,545.9	NA ^{1/}	16,545.9	20,028.7	3.9%
EBI ^{2/}	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		12	12	13	15	28
Tot 12+	0.0		44.7	44.7	44.7	13.2	57.9
Avg 12+	0.0		3.7	3.7	3.4	0.9	2.1
Tot LCS	0.0		77.2	77.2	77.2	22.8	100.0
Avg LCS	0.0		6.4	6.4	5.9	1.5	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 Miami and Ft. Pierce.
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	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
• WRLX	West Palm	C3	92.1	7.2	499	e	Clear Channel Comm	75	0010		g1	Smooth Jazz	2,500	1.04	3.9	3.1	2.8	2.2	2.2	1.8	3.0	1.7	1.4
WBGF	Belle Glade	A	93.5	5.0	269	c	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	C2	94.3	50.0	456	e	Clear Channel Comm	71	9712		g1	Talk	2,300	0.98	3.8	2.2	3.0	1.7	2.7	1.9	1.8	1.9	2.0
WLDI	Fort Pierce	C1	95.5	100.0 cp	925	e	Clear Channel Comm	69	9808		d1	CHR	3,500	0.96	5.9	2.5	2.8	2.7	2.7	3.2	3.8	3.3	4.5
WRMF	Palm Beach	C	97.9	100.0	1348		Palm Beach Bcstg	57	0206	70,000		AC	10,100	1.69	9.7	4.7	5.2	5.8	6.0	4.3	5.5	5.6	5.5
WKGR	Fort Pierce	C1	98.7	100.0	974	e	Clear Channel Comm	61	9712		g1	Clsc Rock	5,100	1.18	7.0	3.5	4.8	4.3	4.6	3.5	3.9	3.5	2.6
WKIS	Boca Raton	C	99.9	100.0	984		Beasley Bcst Group	65	9610	See (12)		Country	n/a		2.7	1.2	1.4	1.7	1.5	1.8	1.5	1.1	1.3
WMBX	Jensen Beach	C1	102.3	100.0 cp	974	d	Infinity Bcstg	80	0102		g	CHR	4,000	0.59	10.9	5.4	5.3	6.2	7.1	7.2	5.7	4.2	1.7
WPBZ	Indiantown	C1	103.1	90.0	974	d	Infinity Bcstg	65	0102		g2	Modern Rock	3,100	1.07	4.7	2.7	3.7	3.4	2.7	2.8	2.6	2.3	3.1
WEAT	West Palm	C	104.3	100.0	1273	d	Infinity Bcstg	69	0102		g2	Soft AC	9,100	0.96	15.3	7.3	7.7	8.0	9.1	8.6	7.8	8.1	6.4
• WOLL	Hobe Sound	C2	105.5	50.0	456	e	Clear Channel Comm	97	9808		sw	Oldies	2,700	0.95	4.6	4.7	3.4	3.6	2.0	2.9	2.9	2.3	2.3
WJBW	Jupiter	C3	106.3	25.0 cp	308	d	Infinity Bcstg	71	0110	20,000		Urban/Oldes	1,300	0.96	2.2	1.4	1.9	1.4	0.9	0.7	0.9	2.3	5.8
WIRK	West Palm	C1	107.9	100.0	427	d	Infinity Bcstg	65	0102		g2	Country	6,500	1.20	8.8	6.0	4.8	5.6	5.5	4.9	4.4	4.5	5.9
# FM Stations -					13	# Combos -					11	FM TOTALS			79.5	44.7	46.8	46.6	47.0	43.6	43.8	40.8	42.5

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	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WAFC	Clewiston	B	590	0.9	0.47		Glades Media	88			1	Span/Mexcn	500		0.5	0.0	0.5	0.0	0.0	0.0	0.6	0.4	0.0
WJNA	Royal Palm	B	640	7.5 cp	0.46	b	J Crystal Entrprises	86	9912	3,946		Nostalgia	1,900	0.48	6.4	4.0	3.1	2.4	3.6	3.8	3.9	2.7	3.4
WSBR	Boca Raton	B	740	2.5	0.94		Beasley Bcst Group	65	0006		d3	Bus News	1,000		0.5	0.8	0.4	0.0	0.0	0.5	0.0	0.6	0.4
• WEFL	Tequesta	B	760	0.3 cp	0.24		Star Development Gr	02			2	Sports				0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
• WFTL	West Palm	B	850	50.0 cp	24.00	h	J Crystal Entrprises	48	9806	1,500		Bus News	250		0.4	0.5	0.6	0.0	0.4	0.0	0.0	0.4	0.4
WSWN	Belle Glade	D	900	1.0	0.02	c	BGI Bcstg LP	47	9608		c2	Urban/Gospl	700	0.87	1.3	1.0	0.6	1.8	0.7	0.8	0.4	1.0	1.5
• WJBW	Jupiter	D	1000	0.7	0.02	b	J Crystal Entrprises	68	0303	1,550	d1	Adlt Stndrd	1,100		0.9	0.0	0.1	0.5	0.7	0.6	0.3	0.4	0.1
WLVJ	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			0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.4
WBZT	West Palm	C	1230	1.0	1.00	e	Clear Channel Comm	36	0011	2,000		Talk	400		0.9	0.5	0.4	0.5	0.7	0.0	0.5	0.7	0.4
WJNO	West Palm	B	1290	10.0	4.90	e	Clear Channel Comm	47	9712		g1	News/Talk	3,400	0.87	6.3	5.9	5.2	3.8	3.6	3.5	3.5	3.3	4.4
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	0.0	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	0.6	0.5	0.7	0.6	1.4	0.5	0.6
• WDJA	Delray Beach	B	1420	5.0 cp	0.46	b	J Crystal Entrprises	52	0303		d1	Adlt Stndrd	400	0.41	1.6	0.0	0.3	0.7	0.8	1.0	1.1	0.7	0.4
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	0.0	0.0
# AM Stations -					15	# Combos -					7	AM TOTALS			20.4	13.2	12.3	10.8	11.2	10.8	11.7	11.1	12.0
AM & FM Stations Profiled -					28	# Duopolies -					8	Total Local Commercial Share			57.9	59.1	57.4	58.2	54.4	55.5	51.9	54.5	

• 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
Total	1,235.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$46,800	\$52,700	\$58,800	\$58,700	\$57,200	\$58,600
Δ 01 - 02	2.4%						
★★★		\$62,200	\$66,200	\$70,200	\$74,100	\$77,800	5.8%
Revenue/Retail Sales	NA ^{1/}	\$3.91/1,000	\$4.35/1,000				Est. Breakout
Revenue/Capita	\$40.30	\$47.44	\$61.56				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	1,161.2	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 ^{1/}	14,978.5	NA ^{1/}	14,978.5	17,885.2	3.6%
EBI ^{2/}	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	10		12	14	22	22	44
Tot 12+	16.5		51.0	67.5	67.5	19.4	86.9
Avg 12+	1.7		4.3	4.8	3.1	0.9	2.0
Tot LCS	19.0		58.7	77.7	77.7	22.3	100.0
Avg LCS	1.9		4.9	5.5	3.5	1.0	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	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)							
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WKRA	Holly Springs	A	92.7	3.0	299	h	76	9408	250	c1	Urban/AC			0.2	0.0	0.0	0.5	0.0	0.6	0.0	0.0	0.4
WMFS	Bartlett	A	92.9	5.8	328	c	94	0108	7,000		Alternative	1,100	0.65	2.9	2.4	2.8	2.5	2.4	3.1	2.5	2.3	2.2
WKQB	Covington	A	93.5	6.0	328	f	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	200		0.5	0.0	0.0	0.5	0.7	1.0	0.0	0.0	0.0
WMBZ	Germantown	C2	94.1	50.0	472	e	77	9912		g2	Hot AC	2,600	1.01	4.4	4.2	3.5	3.9	3.7	3.9	3.7	4.0	3.8
KKLV	Turrell	A	94.7	6.0	328	d	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	4.1	348	d	99	0002	1,400		ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WHAL	Olive Branch	A	95.7	6.0	328	a	93	9612		g1	1 Oldies	950	0.62	2.6	7.6	6.4	1.8	1.6	2.3	2.7	2.4	1.8
WYYL	Tunica	C3	96.1	25.0	328	b					Country	250		0.9	0.0	0.0	0.0	0.8	0.6	0.0	1.8	3.0
KHLS	Blytheville	C1	96.3	100.0 cp	433	g					Country	150		0.3	0.0	0.5	0.0	0.0	0.0	0.0	1.2	0.0
WHRK	Memphis	C1	97.1	100.0	532	a	61	9607		g3	1 Urban	7,000	1.18	10.1	8.7	8.7	8.6	11.3	7.6	8.7	7.8	7.1
WSRR	Millington	C1	98.1	100.0	869	i	60	9305	4,250		Clsc Hits	2,600	1.48	3.0	3.9	2.3	3.0	2.7	2.4	2.7	2.8	3.3
WJZN	Munford	C1	98.9	40.0	1135	i	48	0008	4,000		Smooth Jazz	775	0.51	2.6	1.7	2.7	2.2	3.4	2.2	1.9	1.6	1.4
WMC	Memphis	C	99.7	100.0	909	c	47	0102		g4	AC	6,500	2.13	5.2	4.7	4.3	3.9	5.0	4.6	4.3	4.3	4.1
KJMS	Memphis	C1	101.1	100.0	449	a	65	9701	12,500	c2	1 Urban AC	4,300	0.95	7.7	7.3	4.8	5.3	7.0	6.6	6.5	6.7	7.0
WEGR	Memphis	C1	102.7	87.0	945	a	67	9612		g1	1 Clsc Rock	5,000	1.67	5.1	4.7	3.7	5.0	4.1	4.6	4.7	4.4	5.5
WRBO	Como	C1	103.5	100.0 cp	679	i	66	9710	6,300		HhyBl/Oldes	4,300	1.15	6.4	5.5	5.0	6.1	5.1	5.2	5.0	7.2	5.0
WRVR	Memphis	C1	104.5	100.0	751	e	68	9912		g2	AC	5,200	1.56	5.7	4.3	5.2	5.5	5.4	4.5	5.3	4.7	4.1
WGKX	Memphis	C	105.9	100.0	994	i	68	8505	7,000	e	Country	5,100	1.32	6.6	6.0	6.0	4.9	4.8	7.3	6.1	5.0	5.4
KXHT	Marion	A	107.1	2.8	479	b	86	9906	1,650		Hip Hop	1,600	0.40	6.9	4.7	5.1	6.0	5.6	5.7	6.7	6.0	6.4
KQDD	Osceola	A	107.3	1.6	335	g	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	94	9707	4,500		AAA	600	0.64	1.6	1.8	1.4	2.0	1.9	1.3	1.9	0.4	0.4
# FM Stations -				22	# Combos -				22	FM TOTALS				72.7	67.5	62.4	61.7	65.5	63.5	62.7	62.6	60.9

• 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
Total	1,235.2

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$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	\$74,100	\$77,800	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.91/1,000	\$4.35/1,000	Local	85%		
	\$40.30	\$47.44	\$61.56	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	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 ^{1/}	14,978.5	NA ^{1/}	14,978.5	17,885.2	3.6%
EBI ^{2/}	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	10		12	14	22	22	44
Tot 12+	16.5		51.0	67.5	67.5	19.4	86.9
Avg 12+	1.7		4.3	4.8	3.1	0.9	2.0
Tot LCS	19.0		58.7	77.7	77.7	22.3	100.0
Avg LCS	1.9		4.9	5.5	3.5	1.0	2.3

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

Some stations also rated in Jonesboro.

Market: Memphis, TN

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)								
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WHBQ	Memphis	B	560	5.0	1.00	b	Flinn Bcstg Corp	25	8807	750		Sports	575	0.82	1.2	0.9	1.2	1.2	1.2	1.0	1.3	0.8	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	4.3	4.1	4.7	3.8	3.1	2.8	4.1	4.3
WCRV	Collierville	B	640	50.0	0.48		Bott Radio Network	66	8611	600			Reign/Talk	800	0.76	1.8	1.5	0.7	1.2	1.5	1.4	2.1	1.2	1.6
WJCE	Memphis	B	680	10.0	5.00	e	Entercom	25	9912		g2		Adit Stndrd			2.1	1.6	1.9	0.9	1.7	1.7	1.9	1.9	1.6
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	0.7	0.5	1.2	0.4	0.8	0.7	0.9	0.8
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	0.5	0.9	1.7	2.2	1.4	2.4	1.9	2.4
WGSF	Memphis	B	1030	50.0 cp	1.00	b	Flinn Bcstg Corp	84	9908	1,070			Span/Mexcn	150		0.1	0.0	1.7	0.4	0.0	0.0	0.5	0.0	1.2
WDIA	Memphis	B	1070	50.0	5.00	a	Clear Channel Comm	47	9607		g3	1	Urban AC	3,200	0.70	7.8	5.3	6.4	8.1	5.7	7.9	6.4	7.3	7.3
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	0.5	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			0.5	0.5	0.0	0.0	0.0	0.0	0.0	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	4.1	3.8	4.5	4.9	5.1	6.3	5.9	4.3
WLRM	Millington	B	1380	2.5	1.00		World Overcomers	62	9804	275			Religion			0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5
WSTN	Somerville	B	1410	0.5	0.50		Family Worship Cntr	82	0209	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	0.0	0.6	0.4	0.4	1.1	0.5	0.6	0.5
● WMQM	Lakeland	D	1600	50.0	0.04	j	F.W. Robbert Bcstg	55	0204	100			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		22	# Combos -		15	AM TOTALS				27.1	19.4	22.8	24.3	21.8	23.5	25.4	24.6	25.7		
				AM & FM Stations Profiled -		44	# Duopolies -		15	Total Local Commercial Share				86.9	85.2	86.0	87.3	87.0	88.1	87.2	86.6			

● 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
Total	1,183.5

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$59,900	\$65,000	\$74,900	\$77,300	\$73,600	\$78,600
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	6.8%	\$83,300	\$89,200	\$95,400	\$100,700	\$105,700	6.1%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.24/1,000	\$6.05/1,000	Local	70%		
Revenue/Capita	\$52.66	\$66.41	\$87.75	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	1,137.4	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 ^{1/}	15,005.8	NA ^{1/}	15,005.8	17,473.2	3.1%
EBI ^{2/}	22,239.1	26,528.5	3.6%	26,528.5	31,979.8	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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
Total	1,183.5	188.0	97.4	100.9	149.9	193.2	174.8	279.4
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	11		10	12	13	25
Tot 12+	0.8	53.7		52.8	54.5	17.8	72.3
Avg 12+	0.8	4.9		5.3	4.5	1.4	2.9
Tot LCS	1.1	74.3		73.0	75.4	24.6	100.0
Avg LCS	1.1	6.8		7.3	6.3	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 New Haven and Springfield, MA.

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		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001						
WWYZ	Waterbury	B	92.5	17.0	879	c	61	0008		g	Country	8,300	1.16	9.1	5.8	4.9	7.4	6.5	6.1	8.0	7.0	6.7						
WZMX	Hartford	B	93.7	17.0	850	d	39	0102		g2	Rhythm/Blue	6,700	0.69	12.3	9.4	9.3	9.6	9.6	10.1	7.8	9.8	9.6						
WKSS	Hartford-Meriden	B	95.7	16.5	879	c	47	0008		g	Top 40	6,800	1.22	7.1	4.9	4.6	4.8	5.5	5.2	5.6	5.2	4.4						
WTIC	Hartford	B	96.5	20.0	810	d	40	0102		g2	Modern AC	7,900	1.29	7.8	5.4	5.2	4.5	5.6	6.9	5.4	5.9	7.0						
WPKX	Enfield	A	97.9	2.2	528	c	90	0008			Country	n/a		0.6	0.8	0.6	1.1	0.3	1.0	0.3	0.3	0.4						
WPLR	New Haven	B	99.1	15.0	906	c	44	0008		1	AOR	n/a		2.1	1.4	1.4	1.4	1.8	1.8	1.5	1.3	1.3						
WRCH	New Britain	B	100.5	7.5	1250	d	68	0102		g2	Soft AC	14,000	1.14	15.6	10.1	11.6	11.2	10.6	11.5	11.4	13.8	12.3						
• WKCI	Hamden	B	101.3	12.0	915		69	9205	See (108)		CHR/Top40	n/a		1.3	0.9	0.7	1.1	1.0	0.8	0.9	1.1	0.8						
WDRC	Hartford	B	102.9	19.5	810	a	36				Oldies	6,000	1.02	7.5	4.8	5.5	5.3	5.8	6.0	5.4	5.5	5.4						
WMRQ	Waterbury	B	104.1	18.0	837	c	67	0008		g	Modern Rock	4,200	1.27	4.2	2.5	2.4	2.4	3.0	3.0	3.6	3.0	3.5						
WHCN	Hartford	B	105.9	16.0	866	c	39	0008		g	CIHTs/RckAC	4,200	0.85	6.3	4.8	5.0	5.3	5.9	5.4	4.1	3.7	3.3						
WCCC	Hartford	B	106.9	23.0 cp	725	b	60	9805	15,000	c1	AOR	5,600	1.40	5.1	3.7	4.9	4.9	3.3	3.8	4.3	4.2	3.9						
# FM Stations -												12	# Combos -		11	FM TOTALS				79.0	54.5	56.1	59.0	58.9	61.6	58.3	60.8	58.6

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		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WRYM	New Britain	D	840	1.0	0.13	Hartford Cty Bcstg	46	6108			Span/Tripcl	300		0.4	0.3	0.3	1.0	0.8	0.0	0.0	0.5	0.0
WLAT	New Britain	B	910	5.0	5.00	e	49	9812		g3	Tropical	1,100	0.87	1.6	1.3	2.1	1.7	2.0	0.6	0.9	1.2	1.1
• WXCT	Southington	D	990	2.5	0.08	Add Radio Group	69	9905	850	na	Nws/Tlk/Spt	100			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	25	0102		g2	News/Talk	10,000	0.99	12.8	10.8	11.5	8.7	9.7	10.1	9.8	9.2	10.3
WPRX	Bristol	B	1120	1.0	0.50	Nieves Quez Prod Inc	48	8708			Tropical	100		0.1	0.0	0.0	0.3	0.0	0.0	0.3	0.0	0.0
WMRD	Middletown	D	1150	2.5	0.05	Crossroads Comm	48	9604	300		FSv/Tlk/Nws				0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
WNEZ	Manchester	C	1230	1.0	1.00	e	58	9812		g3	AC	900		0.4	0.7	0.3	0.0	0.0	0.4	0.5	0.3	0.3
• WTMI	West Hartford	D	1290	0.6 cp	0.01	b	47	9805		c1	Classical			0.2	0.5	0.0	0.0	0.0	0.0	0.7	0.0	0.0
WDRC	Hartford	B	1360	5.0	5.00	a	22	5908			News/Talk	1,500	0.52	3.7	3.2	3.0	2.3	2.7	2.4	3.6	2.5	3.5
WPOP	Hartford	B	1410	5.0	5.00	c	35	0008		g	Sports	300	0.32	1.2	0.9	0.7	1.0	0.8	0.8	0.8	1.1	1.0
WMMW	Meriden	B	1470	2.5	2.50	a	47	9811	630		News/Talk	100		0.2	0.1	0.1	0.3	0.1	0.2	0.1	0.3	0.1
WKND	Windsor	D	1480	0.5	0.00	Hartcom Inc	61	8107	500		R&B Oldies	300		0.5	0.0	0.6	0.0	0.3	0.5	0.0	0.6	0.0
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
# AM Stations -				13	# Combos -		7	AM TOTALS				21.1	17.8	18.6	15.6	16.4	15.0	16.7	15.7	16.3		
AM & FM Stations Profiled -				25	# Duopolies -		6	Total Local Commercial Share				72.3	74.7	74.6	75.3	76.6	75.0	76.5	74.9			

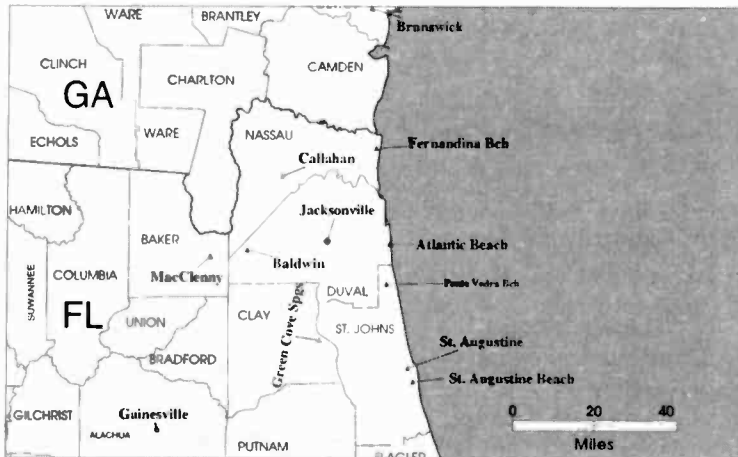
• Indicates a change since last edition

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
Total	1,168.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$44,900	\$49,100	\$54,200	\$60,200	\$55,600	\$60,300
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.5%	\$65,000	\$70,600	\$76,200	\$80,400	\$84,400	6.9%

	1997	2002	2007	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$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 ^{1/}	14,597.6	NA ^{1/}	14,597.6	18,290.8	4.6%
EBI ^{2/}	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		15	15	18	19	37
Tot 12+	10.9		58.1	67.5	69.0	15.3	84.3
Avg 12+	3.6		3.9	4.5	3.8	0.8	2.3
Tot LCS	12.9		68.9	80.1	81.9	18.1	100.0
Avg LCS	4.3		4.6	5.3	4.5	1.0	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 Brunswick, GA.

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)								
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WJXR	Macclenny	C3	92.1	25.0	328	Perich, Gregory G	78	8501	327		Talk	2,000		0.4	0.6	0.5	0.0	0.7	0.0	0.6	0.0	0.4	
WJBT	Green Cove Sp	A	92.7	2.6	505	c Clear Channel Comm	78	9905		g1	1 RhyBl/UrCH	2,000	0.42	7.9	5.0	5.8	5.9	5.5	6.1	7.6	6.6	6.0	
WPLA	Callahan	C2	93.3	50.0	463	c Clear Channel Comm	90	9712		g3	1 Alternative	2,100	0.66	5.3	4.9	5.1	5.1	3.7	4.9	5.1	3.6	4.3	
WSOS	St. Augustine	C3	94.1	19.0	377	Lakeshore Media LLC	82	0307	4,000	c1	Bright AC	400		0.7	0.5	0.7	0.0	0.4	1.0	0.9	0.0	0.6	
WAPE	Jacksonville	C	95.1	100.0	984	b Cox Radio Inc	49	0008		sw	Top 40	7,000	1.47	7.9	5.0	5.6	6.3	6.8	6.5	6.0	6.5	7.4	
WEJZ	Jacksonville	C	96.1	100.0	984	d Renda Bcstg Corp	49	9003		g	Lite AC	6,000	1.28	7.8	6.9	8.2	7.0	7.0	5.1	6.6	6.9	6.9	
WKQL	Jacksonville	C	96.9	100.0	1014	b Cox Radio Inc	69	0008		sw	Oldies	4,500	1.01	7.4	5.3	6.2	6.3	7.0	6.7	5.1	5.3	5.4	
● WFKS	Neptune Beach	C2	97.9	12.5	991	c Clear Channel Comm	65	9712		g3	1 CHR	1,800	0.73	4.1	3.3	3.2	3.6	3.7	3.3	3.3	3.0	4.0	
● WQIK	Jacksonville	C0	99.1	100.0	991	c Clear Channel Comm	64	9905		g1	1 Country	5,800	1.32	7.3	5.7	5.5	5.2	5.2	6.7	6.1	5.9	7.2	
WWRR	Brunswick	C1	100.7	36.0	1463	d Renda Bcstg Corp	65	9602		g	Clsc Rock	800	0.55	2.4	1.7	1.5	1.9	2.1	2.1	2.2	1.5	1.4	
WSOL	Brunswick	C	101.5	100.0	1463	c Clear Channel Comm	66	9905		g1	1 Urban AC	4,200	0.80	8.7	8.4	6.2	6.8	6.0	7.6	7.9	7.1	7.3	
WMXQ	Jacksonville	C	102.9	100.0	1014	b Cox Radio Inc	65	0008		sw	80s Hits	5,400	1.54	5.8	4.7	4.3	4.5	4.5	4.2	5.2	5.1	5.0	
WFYV	Atlantic Beach	C	104.5	100.0	1014	b Cox Radio Inc	67	0008		sw	Clsc Rock	7,000	1.40	8.3	5.5	6.4	5.7	7.9	5.5	6.5	7.3	6.5	
● WJSJ	Fernandina	A	105.3	3.9	410	g Tama Broadcasting	99	0302	8,500	d1	Smooth Jazz	350	0.53	1.1	3.0	1.2	1.0	0.9	1.1	0.6	0.9	1.3	
● WSJF	St. Augustine	C3	105.5	16.0	410	g Tama Broadcasting	95	0302		d1	Smooth Jazz			0.4	0.4	0.2	0.2	0.4	0.4	0.4	0.2	0.6	
● WHJX	Baldwin	C3	105.7	25.0 cp	328	g Tama Broadcasting	92	0201	1,600		Urban	150		0.8	1.1	1.5	1.8	1.9	0.7	0.0	0.0	0.0	
WBGB	Ponte Vedra	A	106.5	6.0	328	a Salem Comm Corp	96	0307	9,250	d2	1 ChrsContem	700	0.29	4.0	2.9	3.5	2.6	3.7	3.9	2.5	2.9	2.3	
● WROO	Jacksonville	C1	107.3	98.0	991	c Clear Channel Comm	77	9712		g3	1 Country	2,500	0.90	4.6	4.1	4.5	3.9	4.7	3.7	2.4	4.1	4.1	
# FM Stations -					18	# Combos -					16	FM TOTALS			84.9	69.0	70.1	67.8	72.1	69.5	69.0	66.9	70.7

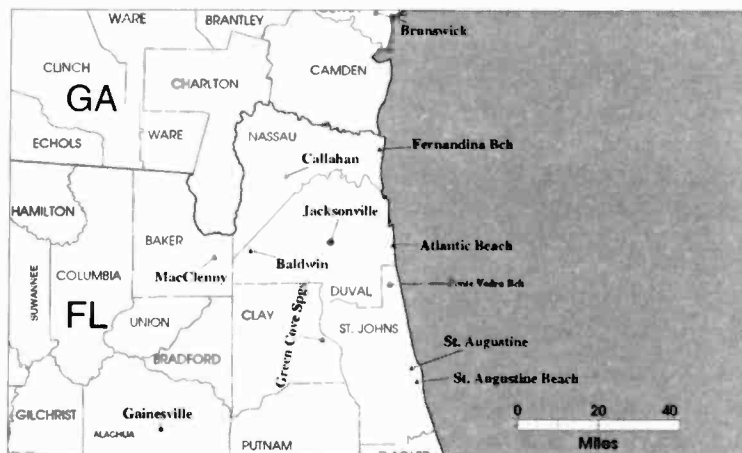
● Indicates a change since last edition

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Jacksonville, FL Market Overview



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Duval, FL	807.4
Nassau, FL	60.9
St. Johns, FL	129.1
Total	1,168.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$44,900	\$49,100	\$54,200	\$60,200	\$55,600	\$60,300
Δ 01 - 02	8.5%						
★★★	2003	2004	2005	2006	2007	Δ 02 - 07	
	\$65,000	\$70,600	\$76,200	\$80,400	\$84,400	6.9%	
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.13/1,000	\$4.61/1,000	Local	75%	National	25%
Revenue/Capita	\$42.90	\$51.62	\$66.00				

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Retail Sales	NA ^{1/}	14,597.6	NA ^{1/}	14,597.6	18,290.8	4.6%
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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
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Tot 12+	10.9		58.1	67.5	69.0	15.3	84.3
Avg 12+	3.6		3.9	4.5	3.8	0.8	2.3
Tot LCS	12.9		68.9	80.1	81.9	18.1	100.0
Avg LCS	4.3		4.6	5.3	4.5	1.0	2.7

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

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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)								
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WBWL	Jacksonville	B	600	5.0	5.00		ABC Radio Inc	33	0207	2,500		Kds//8&9	600		0.7	0.4	0.0	0.0	0.0	0.8	0.8	0.7	0.5	
• WOKV	Jacksonville	B	690	50.0	10.00	b	Cox Radio Inc	58	0008		sw	Nws/Tlk/Spt	3,600	0.89	6.7	8.0	6.8	6.4	4.8	4.8	5.6	6.6	5.1	
WFXJ	Jacksonville	B	930	5.0	5.00	c	Clear Channel Comm	25	9712		g3	1 Sports	800	0.83	1.6	0.9	1.5	1.3	0.9	1.6	1.5	1.2	1.1	
WVOJ	Jacksonville	D	970	1.0	0.16		Morgan Media Inc	69	9803	495		Talk	100		0.2	0.0	0.0	0.5	0.0	0.0	0.5	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	0.4	0.4	0.0	0.0	0.0	0.4	0.0	1.0	
WEWC	Callahan	D	1160	5.0	0.25		P&B Comm Ltd.	99	0304	450		Rhythm/Blue	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WSOS	St. Augustine	D	1170	0.7	0.00		Lakeshore Media LLC	86	0307		c1	Bright AC	100			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	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	
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	0.0	0.0	0.7	0.0	0.0	0.4	
WSVE	Jacksonville	D	1280	5.0	0.00		Willis Bcstg Corp	48	9505	338		Gospel	500	0.75	1.1	0.0	0.8	0.4	1.2	0.5	0.9	1.0	0.7	
WJGR	Jacksonville	B	1320	5.0	5.00	a	Salem Comm Corp	45	0307		d2	1 Nws/Tlk/Spt	100			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.5	
WCGL	Jacksonville	D	1360	5.0	0.00		Maiden,D & Battle,B	48	8912	510		Gospel	400	0.60	1.1	0.9	0.6	1.3	0.8	1.0	0.8	1.0	0.9	
WZAZ	Jacksonville	C	1400	1.0	1.00	a	Salem Comm Corp	50	0307		d2	1 Gospel	1,000	0.50	3.3	3.3	2.3	2.9	2.3	2.7	3.1	2.8	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	
WZNZ	Jacksonville	B	1460	5.0	5.00	a	Salem Comm Corp	42	0307		d2	1 Sports	100		0.1	0.6	0.6	0.5	0.4	0.0	0.0	0.0	0.0	
WOBS	Jacksonville	D	1530	50.0	0.00		Word Broadcasting	76	0307		g	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
• WGSR	Fernandina	D	1570	10.0	0.03		FL Sports News Net	55	0304	335		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								15.2	15.3	13.0	13.3	10.8	12.1	13.6	13.3	14.0
AM & FM Stations Profiled -					37	# Duopolies -	10	Total Local Commercial Share								84.3	83.1	81.1	82.9	81.6	82.6	80.2	84.7	

• 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
Total	1,156.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$46,700	\$52,900	\$56,100	\$61,200	\$54,900	\$64,300	6.6%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	17.1%	\$68,000	\$72,800	\$76,800	\$81,000	\$85,100	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$5.40/1,000	\$6.52/1,000	Local 78%
Revenue/Capita	\$39.83	\$55.61	\$75.56	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	1,172.4	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 ^{1/}	11,909.7	NA ^{1/}	11,909.7	13,052.5	1.8%
EBI ^{2/}	16,681.3	19,424.5	3.1%	19,424.5	22,805.0	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		11	1	11	13	13	26
Tot 12+		58.0	0.9	60.6	62.4	21.5	83.9
Avg 12+		5.3	0.9	5.5	4.8	1.7	3.2
Tot LCS		69.1	1.1	72.2	74.4	25.6	100.0
Avg LCS		6.3	1.1	6.6	5.7	2.0	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 Olean, NY.

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)											
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001				
WBUF	Buffalo	B	92.9	49.0	581	b	Infinity Bcstg	47	0102		g1	Rock/Talk	3,100	1.15	4.2	3.5	2.6	2.3	3.6	3.5	3.2	3.8	3.4			
WBLK	Depew	B	93.7	47.0	505	b	Infinity Bcstg	64	0102		g1	Urban AC	5,400	0.84	10.0	6.2	6.4	6.9	8.5	7.3	9.7	8.5	8.3			
WJYE	Buffalo	B	96.1	47.0	505	b	Infinity Bcstg	66	0102		g1	Soft Rock	5,300	1.13	7.3	7.4	6.4	7.4	5.7	6.9	6.3	6.0	6.8			
WGRF	Buffalo	B	96.9	24.0	712	c	Citadel Bcstg Corp	59	0004	190,000	g3	1 Clsc Rock	7,800	1.46	8.3	6.6	6.0	7.9	6.9	6.7	7.3	7.4	7.8			
• WKSE	Niagara Falls	B	98.5	46.0	420	a	Entercom	46	9912		g2	CHR	7,200	1.13	9.9	5.9	7.5	7.2	7.8	8.1	9.0	8.8	9.3			
WDCX	Buffalo	B	99.5	110.0	640		Crawford Bcstg Co	63				Religion	600		0.9	0.9	1.1	1.0	0.6	0.9	1.0	0.6	0.6			
CKEY	Ft Erie		101.1	52.0	262		CJRN 710 Inc	91			1	Urban			2.0	3.5	3.2	2.8	1.8	1.8	1.8	1.4	1.9			
CFNY	Brampton	C1	102.1	35.0	1381		Corus Entertainment	60				New Rock			0.8	0.9	0.9	0.8	1.0	0.6	0.6	0.6	0.7			
WTSS	Buffalo	B	102.5	110.0	1165	a	Entercom	46	9912		g2	Hot AC	4,800	1.24	6.0	6.0	6.5	5.8	5.0	5.9	4.8	4.8	5.5			
WEDG	Buffalo	B	103.3	49.0	348	c	Citadel Bcstg Corp	47	0004		g3	1 Modern Rock	4,600	1.30	5.5	4.4	4.7	5.0	4.8	5.2	4.8	4.0	5.3			
WHTT	Buffalo	B	104.1	50.0	223	c	Citadel Bcstg Corp	54	0004		g3	1 Oldies	6,000	1.20	7.8	6.6	6.1	6.8	6.7	6.7	6.7	6.5	6.6			
WYRK	Buffalo	B	106.5	50.0	466	b	Infinity Bcstg	62	0102		g1	Country	7,700	1.09	11.0	9.3	9.5	8.3	10.2	10.2	8.9	8.1	9.0			
WNSA	Wethersfield	B	107.7	19.5	801		Adelphia Comm	48	0008	1,650		Sports	1,200	1.10	1.7	1.2	1.4	1.5	0.9	1.1	1.9	1.9	1.2			
# FM Stations -															13	# Combos -		9	FM TOTALS							
															75.4	62.4	62.3	63.7	63.5	64.9	66.0	62.4	66.4			

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)										
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001			
WGR	Buffalo	B	550	5.0	5.00	a	Entercom	22	9912		g2	Sports	2,400	1.49	2.5	1.4	1.9	2.4	2.0	1.8	2.0	2.8	2.4			
WTOR	Youngstown	D	770	9.0 cp	0.00		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	11.1	10.7	9.0	9.7	8.3	8.9	11.1	8.3			
WUFO	Amherst	D	1080	1.0	0.00		Sheridan Bcstg	48	7203			Gsp/Old/Jaz	200		0.9	0.8	0.7	1.0	0.6	0.8	0.9	0.8	0.5			
WMNY	Buffalo	D	1120	1.0	0.00	c	Citadel Bcstg Corp	47	0004		g3	1 Gospel	200		0.7	0.6	0.3	0.0	0.6	0.0	0.9	0.0	0.0			
WECK	Cheektowaga	C	1230	1.0 cp	1.00	b	Infinity Bcstg	56	0102		g1	Nostalgia	1,200	0.37	5.0	3.2	3.3	3.9	4.0	4.6	4.2	4.3	3.9			
WHLD	Niagara Falls	B	1270	5.0	1.00	c	Citadel Bcstg 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 cp	2.50		Dome Bcstg	64	7011			Country	400	0.62	1.0	1.1	0.0	0.9	1.1	0.9	0.9	0.5	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	0.5	0.5	0.7	0.6	0.5	0.5	0.4	0.6			
WWWS	Buffalo	C	1400	1.0	1.00	a	Entercom	34	9912		g2	Urban/Oldes	400	0.35	1.8	1.4	1.5	1.6	2.2	1.4	1.4	1.2	0.8			
WJLJ	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	0.0	0.0	0.3			
WWKB	Buffalo	A	1520	50.0	50.00	a	Entercom	25	9912		g2	Oldies	400		0.6	1.4	1.5	0.5	0.6	0.5	0.4	0.5	0.5			
# AM Stations -															13	# Combos -		7	AM TOTALS							
AM & FM Stations Profiled -															26	# Duopolies -		7	Total Local Commercial Share							
															24.3	21.5	20.4	20.0	21.4	18.8	20.1	22.4	17.9			
															83.9	82.7	83.7	84.9	83.7	86.1	84.8	84.3				

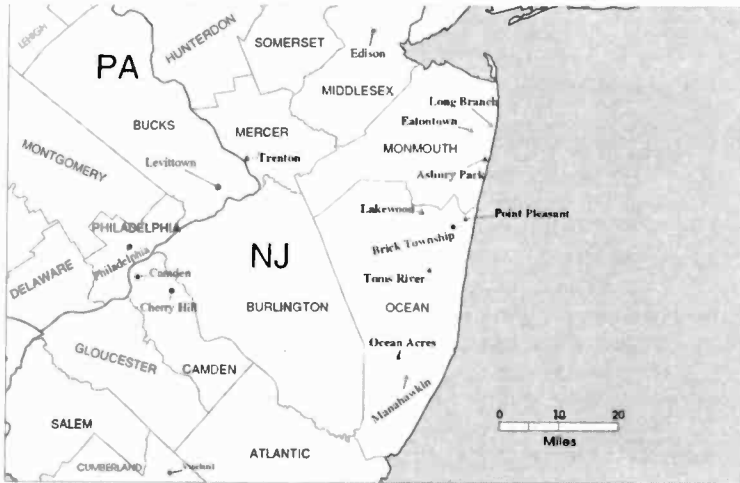
NOTE: Some stations also rated in Olean, NY.

• 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
Total	1,149.3

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$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%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.66/1,000	\$1.80/1,000	Local 80%
Revenue/Capita	\$14.92	\$22.36	\$28.03	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	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 ^{1/}	15,457.2	NA ^{1/}	15,457.2	18,885.6	4.1%
EBI ^{2/}	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+	19.8	10.2		28.9	30.0	3.9	33.9
Avg 12+	2.5	5.1		3.2	3.0	1.0	2.4
Tot LCS	58.4	30.1		85.3	88.5	11.5	100.0
Avg LCS	7.3	15.0		9.5	8.8	2.9	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 New York, Middlesex & Trenton.

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)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	2.9	3.6	5.3	4.6	3.9	3.9	4.6	4.7
WJLK	Asbury Park	A	94.3	1.3	499	a	Millennium Radio Gr	47	0206		d1	Hot AC	7,000	2.21	12.3	3.8	3.5	3.4	4.4	2.7	3.3	3.1	3.0
WRAT	Point Pleasant	A	95.9	4.0	240	c	Greater Media	68	0107		g	AOR/CIRck	4,600	1.92	9.3	3.6	1.9	2.9	3.0	3.4	2.7	4.3	4.7
WBBO	Ocean Acres	A	98.5	3.0	466	a	Millennium Radio Gr	93	0206		d1	Top 40	2,200	1.14	7.5	2.3	1.9	2.5	2.3	3.4	3.1	2.7	2.9
WBHX	Tuckerton	A	99.7	5.6	108		Press Comm LLC	99	0210	1,150		Clsc Rock	200			1.1	0.0	0.0	0.0	0.3	0.0	0.6	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	3.3	3.5	3.1	2.5	2.6	3.2	2.1	1.2
WKXW	Trenton	B	101.5	15.5	902		Millennium Radio Gr	62	0202			Oldes/Talk	n/a		17.8	6.8	6.4	6.7	4.8	5.8	5.1	5.9	5.7
• WCHR	Manahawkin	B1	105.7	13.0	459	a	Millennium Radio Gr	02	0305 p		na	Clsc Rock	500	0.88	2.2	3.4	2.2	1.5	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	2.8	2.1	2.7	2.3	2.4	1.7	1.4	1.0
• WWZY	Long Branch	A	107.1	0.6 cp	541		Press Comm LLC	60	0303	20,000		AC	2,300	1.18	7.6	0.0	0.0	1.4	3.3	3.3	3.5	3.6	4.1
# FM Stations -				10	# Combos -				7	FM TOTALS					88.6	30.0	25.1	29.5	27.2	27.8	26.5	28.3	27.3

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)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WOBM	Lakewood	B	1160	5.0	8.90	a	Millennium Radio Gr	70	0206		d1	Adlt Stndrd	900	0.37	9.4	2.8	4.2	3.6	2.5	2.9	2.4	4.7	3.7
WADB	Asbury Park	B	1310	2.5	1.00	a	Millennium Radio Gr	26	0206		d1	Adlt Stndrd	400	1.04	1.5	0.6	1.2	1.0	0.0	0.9	2.4	1.2	1.3
WHTG	Eatontown	D	1410	0.3 cp	0.09	b	Press Comm LLC	57	0011		c2	Oldies	100		0.5	0.5	0.0	0.0	0.3	0.5	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	3.9	5.4	4.6	2.8	4.3	4.8	5.9	5.0
AM & FM Stations Profiled -				14	# Duopolies -				6	Total Local Commercial Share					33.9	30.5	34.1	30.0	32.1	31.3	34.2	32.3	

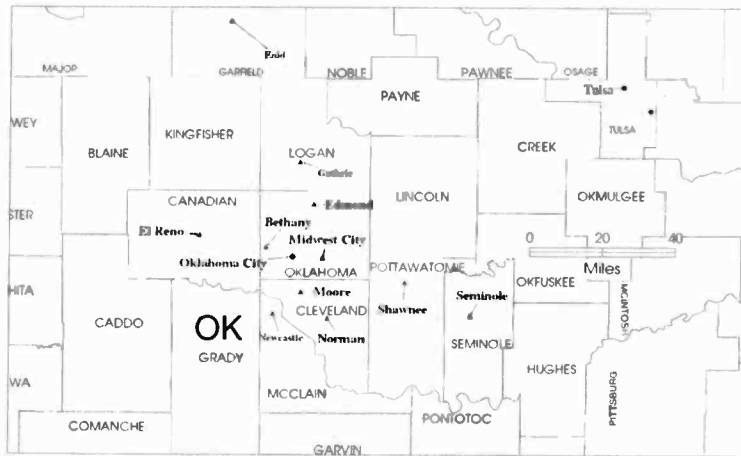
• Indicates a change since last edition

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
Total	1,095.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$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
	6.4%	\$48,900	\$52,300	\$55,200	\$58,200	\$61,100	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$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 ^{1/}	13,542.0	NA ^{1/}	13,542.0	15,492.4	2.7%
EBI ^{2/}	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	Median Household		\$ 32,627	Avg Household		\$ 40,942	
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	4		13	14	17	13	30
Tot 12+	9.1		62.5	71.0	71.6	13.7	85.3
Avg 12+	2.3		4.8	5.1	4.2	1.1	2.8
Tot LCS	10.7		73.3	83.2	83.9	16.1	100.0
Avg LCS	2.7		5.6	5.9	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.

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)												Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	6.7	6.2	5.7	6.5	5.3	5.5	4.7	5.9		
KKNG	Newcastle	C1	93.3	100.0	797	f	Tyler Bcstg Corp	71	9508	441		Country	700	0.21	7.3	6.2	5.3	6.7	7.1	6.5	4.9	6.2	6.1		
KHBZ	Oklahoma City	C	94.7	100.0	1221	a	Clear Channel Comm	67	9401	7,500		Rock	1,600	0.68	5.1	4.9	4.8	4.4	4.7	3.4	3.6	5.3	3.1		
• 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	4.9	5.2	6.1	5.6	5.7	4.8	5.8	5.4		
KMMZ	Enid	C	96.9	100.0	1450		Chisholm Trail Bcstg	67			1	Country	500	0.54	2.0	3.2	1.8	3.6	2.1	1.1	1.8	1.6	1.6		
KKWD	Edmond	A	97.9	6.0	315	d	Citadel Bcstg Corp	62	9912	60,000	d3	1 CHR/Rhymc	3,700	1.00	8.0	6.7	6.2	7.1	6.3	6.7	7.1	6.9	5.6		
KYIS	Oklahoma City	C	98.9	100.0	1099	d	Citadel Bcstg Corp	69	9912		d3	1 AC	3,200	1.17	5.9	3.8	5.5	4.3	4.5	4.7	4.8	5.7	5.6		
KATT	Oklahoma City	C	100.5	100.0	1191	d	Citadel Bcstg Corp	60	9912		d3	1 AOR	5,600	1.14	10.6	6.4	5.4	5.4	7.4	9.3	10.8	8.3	8.6		
KTST	Oklahoma City	C	101.9	100.0	1221	a	Clear Channel Comm	62	9607		g2	Country	2,200	0.76	6.2	4.9	4.3	4.8	6.1	5.4	4.6	4.9	5.3		
KJYO	Oklahoma City	C	102.7	100.0	1221	a	Clear Channel Comm	61	8410		g1	CHR	2,400	0.72	7.2	4.8	4.6	4.6	4.9	5.9	6.8	6.5	6.7		
KMGL	Oklahoma City	C	104.1	100.0	1362	b	Renda Bcstg Corp	65	8803	3,050		AC	3,800	1.34	6.1	7.2	6.2	5.7	5.9	5.0	4.9	4.6	5.3		
• WWLS	Bethany	A	104.9	6.0	328	d	Citadel Bcstg Corp	65	9912		d3	1 Sprts/Talk	2,000	1.54	2.8	1.8	2.2	0.9	1.3	1.4	2.7	3.9	2.6		
• KSYU	Kingfisher	A	105.3	0.9	833	d	Citadel Bcstg Corp	00	0209	3,100	1	Alternative	200		0.6	0.6	0.4	1.4	1.5	0.5	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	0.5	0.0	0.0	0.0	0.4	0.0	0.0		
• KTUZ	Okarche	C2	106.7	13.0	958	f	Tyler Bcstg Corp	68	9803	100	c1	Spanish	600	0.81	1.6	2.9	2.5	1.6	0.9	1.9	1.3	1.3	1.3		
KRXO	Oklahoma City	C	107.7	100.0	991	b	Renda Bcstg Corp	76	9901		c3	Clsc Rock	4,700	1.22	8.3	6.6	6.5	8.1	7.9	6.9	7.4	5.8	7.3		
# FM Stations -					17	# Combos -					15	FM TOTALS					84.8	71.6	67.6	70.4	72.7	69.7	71.4	71.5	70.4

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)	Spring 2003											Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
• WWLS	Moore	B	640	5.0	1.00	d	Citadel Bcstg Corp	22	9912		1	Sports	700	1.01	1.5	1.3	1.4	1.1	1.5	1.4	1.1	1.1	1.0		
KQCV	Oklahoma City	B	800	2.5	1.00	e	Bott Radio Network	48	7601			Relgn/Talk	450	0.97	1.0	0.5	0.9	0.9	0.6	0.8	0.9	1.2	0.9		
KTLR	Oklahoma City	D	890	1.0	0.00	f	Tyler Bcstg Corp	46	9908	480		Kids/Info			0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0		
WKY	Oklahoma City	B	930	5.0	5.00	d	Citadel Bcstg Corp	20	0212 p	7,700	1	Talk	300	0.54	1.2	0.6	1.7	1.3	0.9	0.9	1.1	1.2	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	5.9	6.8	5.0	4.4	5.0	4.2	4.8	7.0		
KVSP	Oklahoma City	D	1140	1.0	0.00		Perry Bcstg Co Inc	46	9303	375		Urban	1,200	0.81	3.2	2.7	3.2	2.6	2.0	2.8	3.3	2.6	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	0.4	0.6	0.6	0.0	0.0	0.4		
KEBC	Midwest City	C	1340	1.0 cp	1.00		First Choice Bcstg	20	0206		sw	Urban	400		0.9	0.5	0.7	0.7	0.0	0.8	1.3	0.8	0.4		
KREF	Norman	C	1400	1.0	1.00	c	Fox Family	49	9404	200		Sports	50			0.6	0.4	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	0.6	0.0	0.0	0.0	0.0	0.0	0.0		
KOKC	Guthrie	C	1490	1.0	1.00	c	Family Worship Cntr	55	0209	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	1.1	1.2	0.6	1.1	1.7	1.4	0.9		
# AM Stations -					13	# Combos -					9	AM TOTALS					15.2	13.7	17.4	13.2	11.0	13.4	13.6	13.1	14.2
AM & FM Stations Profiled -					30	# Duopolies -					9	Total Local Commercial Share					85.3	85.0	83.6	83.7	83.1	85.0	84.6	84.6	

• 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
Total	1,095.8

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$36,700	\$39,900	\$42,100	\$45,900	\$42,300	\$45,700
Δ 01 - 02	8.0%						
2003		\$48,100					
2004			\$51,400				
2005				\$54,200			
2006					\$57,200		
2007						\$60,100	5.6%
Δ 02 - 07							

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout
		NA ^{1/}	\$3.82/1,000	
	\$33.73	\$41.70	\$54.93	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	1,088.2	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 ^{1/}	11,968.3	NA ^{1/}	11,968.3	13,559.1	2.5%
EBI ^{2/}	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	Viable FMs	All FMs	All AMs	Total
# Stations	14	7		13	21	13	34
Tot 12+	20.9	41.3		60.4	62.2	17.7	79.9
Avg 12+	1.5	5.9		4.6	3.0	1.4	2.4
Tot LCS	26.2	51.7		75.6	77.8	22.2	100.0
Avg LCS	1.9	7.4		5.8	3.7	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WBEE	Rochester	B	92.5	50.0	499	e	Entercom	61	9805		g2	Country	7,300	1.27	12.6	9.5	10.6	9.3	8.9	9.8	9.5	12.1	8.7
WBBF	Fairport	A	93.3	4.4	384	e	Entercom	93	9805		g2	Oldies	600	0.41	3.2	2.5	2.1	2.2	3.2	2.6	2.5	1.8	3.0
WDNY	Dansville	A	93.9	0.6	742	f	Miller Media Inc	90	9603	300	c3	AC	150		0.3	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.0
WZNE	Brighton	A	94.1	1.8	407	d	Infinity Bcstg	97	0102		g1	Alternative	1,200	0.69	3.8	2.2	2.5	2.8	3.5	2.3	3.5	2.7	3.1
WNVE	Honeoye Falls	B	95.1	50.0	479	g	Clear Channel Comm	48	9905		g3	Alternative	2,300	1.05	4.8	4.1	3.8	3.7	3.7	4.3	3.7	3.7	4.4
WCMF	Rochester	B	96.5	50.0	449	d	Infinity Bcstg	60	0102		g1	AOR	5,100	1.62	6.9	5.6	5.6	6.4	5.6	5.6	5.7	5.2	5.6
WPXY	Rochester	B	97.9	50.0	400	d	Infinity Bcstg	59	0102		g1	CHR	3,700	1.33	6.1	4.9	4.8	4.9	4.3	5.4	4.7	5.1	7.0
WNYR	Waterloo	A	98.5	3.2	446	c	Finger Lakes Radio	69				AC	200		0.4	0.0	0.4	0.6	0.4	0.4	0.0	0.6	0.4
WBZA	Rochester	B	98.9	37.0	564	e	Entercom	39	9805		g2	80s Hits	1,200	0.63	4.2	5.5	4.6	4.7	4.3	3.2	3.2	2.8	4.4
WZXV	Palmyra	A	99.7	2.8	486		Calvery Chpl-Fgr Lke	93	9409	70	st	Christian	600	1.31	1.0	0.8	0.6	0.7	1.0	0.5	0.8	0.9	1.1
WVOR	Rochester	B	100.5	50.0	479	g	Clear Channel Comm	62	9905		g3	Hot AC	2,700	1.00	5.9	4.3	4.5	5.6	5.1	5.0	4.9	3.9	4.9
WRMM	Rochester	B	101.3	27.0	640	d	Infinity Bcstg	66	0102		g1	Soft AC	5,800	1.19	10.7	7.4	8.0	8.6	8.3	7.7	9.1	8.9	8.5
WFLK	Geneva	A	101.7	5.4	125		M.B. Communications	74	9306			Country			0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.0
WISY	Canandaigua	A	102.3	3.4	282	g	Clear Channel Comm	74	9905		g3	Soft AC	300		0.8	0.5	0.6	0.6	0.6	0.6	0.5	1.0	0.0
WDCZ	Webster	A	102.7	6.0	328	a	Crawford Bcstg Co	93	9212	950		Christian	400		0.9	0.5	0.6	0.4	0.6	0.9	0.6	0.7	0.7
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	0.0	0.0	0.5	0.0	0.4
WDXK	Rochester	A	103.9	0.8	541		Monroe Cnty Bcstg	74				Urban AC	2,200	0.52	9.2	7.6	8.4	6.7	7.7	6.2	6.0	6.7	5.2
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		RB Lee Rust	93				Jazz	800	0.83	2.1	1.4	1.7	1.6	1.7	1.5	1.8	1.7	1.3
WKGS	Irondequoit	A	106.7	3.5	266	g	Clear Channel Comm	92	9905		g3	CHR	2,400	1.19	4.4	3.6	2.6	3.0	3.2	3.5	3.5	3.7	3.2
WFXF	South Bristol	A	107.3	0.7	994	g	Clear Channel Comm	96	9905		g3	Clsc Rock	450	0.98	1.0	1.8	1.3	0.8	1.0	0.8	1.1	0.4	0.4
# FM Stations -					21	# Combos -					16	FM TOTALS			78.6	62.2	62.7	63.0	63.1	62.7	62.8	62.3	62.3

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
Total	1,095.8

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>
	\$36,700	\$39,900	\$42,100	\$45,900	\$42,300	\$45,700	4.4%
	<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>
	8.0%	\$48,100	\$51,400	\$54,200	\$57,200	\$60,100	5.6%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	NA ^{1/}	\$3.82/1,000	\$4.43/1,000	Local	81%		
Revenue/Capita	\$33.73	\$41.70	\$54.93	National	19%		

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	1,088.2	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 ^{1/}	11,968.3	NA ^{1/}	11,968.3	13,559.1	2.5%
EBI ^{2/}	16,204.0	18,999.5	3.2%	18,999.5	22,226.6	3.2%

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)	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

<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	14	7		13	21	13	34
Tot 12+	20.9	41.3		60.4	62.2	17.7	79.9
Avg 12+	1.5	5.9		4.6	3.0	1.4	2.4
Tot LCS	26.2	51.7		75.6	77.8	22.2	100.0
Avg LCS	1.9	7.4		5.8	3.7	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

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)										
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001			
WROC	Rochester	B	950	1.0	1.00	e	Entercom	47	9805		g2	Talk	100		0.2	1.1	1.1	0.0	0.0	0.3	0.3	0.0	0.4			
WLGZ	Rochester	B	990	5.0	2.50	a	Crawford Bcstg Co	47	9709	650		Adlt Stndrd	250	0.13	4.1	2.9	2.7	2.2	3.4	3.0	3.8	2.8	3.6			
WYSL	Avon	B	1040	2.5	0.50		Radio Livingston Ltd		86			News	325		0.1	0.0	0.0	0.0	0.0	0.0	0.4	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	13.9	12.1	11.0	9.5	10.6	10.7	10.2	12.7	11.1			
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	0.0	0.0	0.5	0.0			
WHTK	Rochester	B	1280	5.0	5.00	g	Clear Channel Comm	47	9905		g3	Talk	400	0.49	1.8	0.9	1.4	1.5	1.7	1.7	1.3	1.0	1.5			
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		Holy Family Comm	25	0305	300		Gospel	250		0.6	0.7	0.0	0.0	0.5	0.5	0.5	0.5	0.0			
WBTA	Batavia	C	1490	1.0	0.71		Doran, Kevin	41	9504		c1	Nws/Tlk/AC	200		0.5	0.0	0.0	0.4	0.0	0.4	0.4	0.7	0.4			
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		21.4	17.7	16.2	13.6	16.2	16.6	16.9	18.2	17.0
				AM & FM Stations Profiled -		34	# Duopolies -		10							Total Local Commercial Share			79.9	78.9	76.6	79.3	79.3	79.7	80.5	79.3

• 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
Total	1,068.1

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$40,500	\$48,400	\$52,100	\$56,700	\$53,000	\$57,200
Revenue/Retail Sales Revenue/Capita	1997	2002	2007		Est. Breakout		
	NA ^{1/}	\$4.30/1,000	\$4.84/1,000	Local	87%	National	13%
Δ 01 - 02	7.9%	2003	2004	2005	2006	2007	Δ 02 - 07
		\$60,500	\$64,700	\$68,200	\$72,000	\$75,600	5.7%

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	1,024.0	1,068.1	0.8%	1,068.1	1,094.6
Retail Sales	397.8	430.5	1.6%	430.5	448.4	0.8%
EBI ^{2/}	NA ^{1/}	13,291.2	NA ^{1/}	13,291.2	15,635.7	3.3%
	16,311.1	20,413.6	4.6%	20,413.6	26,409.8	5.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	14	5	2	15	21	14	35
Tot 12+	29.3	21.5	16.4	64.2	67.2	18.6	85.8
Avg 12+	2.1	4.3	8.2	4.3	3.2	1.3	2.5
Tot LCS	34.1	25.1	19.1	74.8	78.3	21.7	100.0
Avg LCS	2.4	5.0	9.6	5.0	3.7	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

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)															
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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								
● WJZL	Clarksville	A	93.1	2.2	387	a Clear Channel Comm	62				Smooth Jazz	1,300	0.78	2.9	1.9	1.2	1.3	2.1	3.4	2.0	2.3	2.4								
WFIA	New Albany	A	94.7	3.3	394	d Salem Comm Corp	95	9907	5,000	c2	Chrst/Talk	400		0.7	1.0	0.4	0.7	0.3	0.7	0.9	0.6	0.5								
WQMF	Jeffersonville	B	95.7	28.5	643	a Clear Channel Comm	74	9702	13,500		Clsc Rock	3,000	1.22	4.3	3.2	3.3	3.0	3.5	3.9	4.2	3.0	4.3								
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	0.81	6.5	4.3	4.8	5.1	6.1	4.3	5.8	5.8	5.7								
WAMZ	Louisville	C1	97.5	100.0 cp	666	a Clear Channel Comm	66	8606	20,056	c3	Country	9,100	1.06	15.0	11.8	13.3	13.2	13.4	12.2	13.6	11.2	11.5								
WZKF	Salem	B	98.9	50.0	492	a Clear Channel Comm	98	9702	2,400		CHR	1,300	0.67	3.4	2.7	2.8	2.9	3.2	2.5	3.5	2.2	3.4								
WDJX	Louisville	B	99.7	24.0	715	b Radio One Inc	63	0108		g2	Top 40	5,200	1.34	6.8	4.0	4.8	5.2	6.0	5.6	5.6	5.7	6.9								
WTFX	Louisville	C2	100.5	37.0	554	a Clear Channel Comm	93	9610	6,900	c4	AOR	3,000	0.99	5.3	4.6	4.4	4.7	3.8	4.6	3.9	5.5	3.3								
WMJM	Jeffersontown	A	101.3	2.0	194	b Radio One Inc	78	0108		g2	R&B Oldies	650	0.44	2.6	3.5	3.6	3.4	2.9	1.5	2.3	2.1	2.3								
● WJZO	Shelbyville	A	101.7	6.0	328	a Clear Channel Comm	89	0202		g1	Smooth Jazz	150		0.3	0.6	0.3	0.2	0.1	0.4	0.6	0.0	0.0								
WXMA	Louisville	A	102.3	6.0	285	b Radio One Inc	64	0108		g2	Hot AC	1,100	0.58	3.3	2.7	3.8	2.8	2.2	2.4	3.9	2.5	4.0								
WRKA	St. Matthews	A	103.1	6.0	312	c Cox Radio Inc	64	9601		c6	Oldies	2,600	0.99	4.6	5.3	3.5	4.0	4.4	4.3	2.9	3.8	4.1								
WPTI	Louisville	A	103.9	1.4	489	c Cox Radio Inc	74	9909	1,770		80s Hits	1,600	1.00	2.8	2.0	2.5	1.9	2.8	2.5	1.7	2.5	3.2								
WBLO	Charlestown	A	104.3	3.0	328	b Radio One Inc	98	0303	2,000		Urban	750	0.32	4.1	3.4	3.4	2.9	3.3	3.4	3.5	3.5	2.9								
● WLRS	Shepherdsville	A	105.1	2.2	446	b Radio One Inc	93	0108		g2	Alternative	1,100	0.62	3.1	2.2	1.9	1.9	1.3	2.5	2.8	3.8	2.4								
WMPI	Scottsburg	A	105.3	2.2	512	D.R. Rice Bcstg Inc	66				Country	600		0.9	0.7	0.8	0.9	0.7	1.3	0.5	0.5	0.0								
● WRVI	Valley Station	A	105.9	0.6	719	d Salem Comm Corp	93	9907		c2	ChrsContem	400		0.9	0.7	0.6	0.6	0.5	0.9	0.9	0.6	0.6								
WVEZ	Louisville	B	106.9	24.5	669	c Cox Radio Inc	67	9905		g2	AC	5,100	1.22	7.3	7.8	6.3	5.7	6.6	6.7	5.7	5.5	6.0								
WSFR	Corydon	B1	107.7	8.2	568	c Cox Radio Inc	94	9905		sw	Clsc Rock	3,200	1.24	4.5	3.8	4.3	4.8	4.0	3.0	4.6	3.4	4.5								
# FM Stations -														21	# Combos -		18	FM TOTALS				79.3	67.2	66.0	65.2	67.2	66.1	68.9	64.5	68.0

● 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
Total	1,068.1

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$40,500	\$48,400	\$52,100	\$56,700	\$53,000	\$57,200
Δ 01 - 02							
	7.9%	\$60,500	\$64,700	\$68,200	\$72,000	\$75,600	5.7%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.30/1,000	\$4.84/1,000	Local	87%		
	\$39.55	\$53.55	\$69.07	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	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 ^{1/}	13,291.2	NA ^{1/}	13,291.2	15,635.7	3.3%
EBI ^{2/}	16,311.1	20,413.6	4.6%	20,413.6	26,409.8	5.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	14	5	2	15	21	14	35
Tot 12+	29.3	21.5	16.4	64.2	67.2	18.6	85.8
Avg 12+	2.1	4.3	8.2	4.3	3.2	1.3	2.5
Tot LCS	34.1	25.1	19.1	74.8	78.3	21.7	100.0
Avg LCS	2.4	5.0	9.6	5.0	3.7	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 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)								
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WTMT	Louisville	B	620	0.5	0.50		Jefferson Bcstg	58				Sprts/Talk	300		0.7	0.5	0.7	0.6	0.8	0.4	0.4	0.6	0.0	
WDRD	Newburg	B	680	1.0	0.45		ABC Radio Inc	92	0203	1,922		Children				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	0.5	0.8	0.4	0.7	0.6	0.9	0.8	0.4	
WHAS	Louisville	A	840	50.0	50.00	a	Clear Channel Comm	22	8606		c3	News/Talk	10,000	1.21	14.4	12.2	13.9	13.1	10.2	12.6	11.3	14.5	11.8	
WFIA	Louisville	D	900	1.0	0.16	d	Salem Comm Corp	47	0102	1,750		Chrst/Talk	500		0.4	0.3	1.1	0.4	0.4	0.8	0.0	0.0	0.0	
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	1.02	1.2	1.4	0.7	1.4	0.8	0.7	1.3	1.1	0.9	
WLCR	Mt Washington	D	1040	1.5 cp	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	0.8	0.0	0.4	0.5	0.0	0.0	1.4	1.8	
WLLV	Louisville	C	1240	1.0	1.00	e	Mortenson Bcstg Co	40	9612	650		Gospel	200		0.2	0.5	0.0	0.6	0.0	0.0	0.7	0.0	0.6	
WLOU	Louisville	B	1350	2.2	0.50	e	Mortenson Bcstg Co	51	9509	265		Gospel	500	0.58	1.5	1.3	1.3	1.4	1.3	1.2	1.4	1.2	0.8	
WAVG	Jeffersonville	C	1450	1.0	1.00		Susquehanna Radio	61	0105		g 1	Country	300		0.9	1.1	1.2	0.9	0.0	1.3	0.7	1.2	0.0	
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						20.8	18.6	19.7	19.2	14.7	17.6	16.7	20.8	16.3
				AM & FM Stations Profiled -		35	# Duopolies -		13	Total Local Commercial Share							85.8	85.7	84.4	81.9	83.7	85.6	85.3	84.3

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 city	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)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$42,500	\$46,800	\$49,000	\$53,000	\$52,300	\$54,400	5.1%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.0%	\$57,200	\$61,200	\$64,600	\$68,100	\$71,500	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$4.45/1,000	\$4.80/1,000	Local	70%		
	\$45.34	\$53.21	\$65.80	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	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 ^{1/}	12,227.9	NA ^{1/}	12,227.9	14,891.9	4.0%
EBI ^{2/}	15,245.6	20,117.3	5.7%	20,117.3	25,750.4	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	8	1	15	16	14	30
Tot 12+	15.4	46.9	5.1	67.4	67.4	13.5	80.9
Avg 12+	2.2	5.9	5.1	4.5	4.2	1.0	2.7
Tot LCS	19.0	58.0	6.3	83.3	83.3	16.7	100.0
Avg LCS	2.7	7.2	6.3	5.6	5.2	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

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)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WCDX	Mechanicsville	B1	92.1	4.5	771	c	Radio One Inc	85	9908		c1	Urban	6,000	1.27	8.7	5.9	6.2	6.9	7.8	7.0	6.5	7.5	9.0
WJZV	Ettrick	A	93.1	5.2	348		Guld, Michael	00	0006		cp	Smooth Jazz	800	0.59	2.5	2.4	2.5	2.8	2.5	2.0	2.3	1.6	2.8
WRVQ	Richmond	B	94.5	200.0	351	b	Clear Channel Comm	48	9207		g1	CHR	4,100	1.20	6.3	3.3	4.3	3.9	5.1	5.5	4.8	5.4	6.5
WKHK	Colonial Heights	B1	95.3	17.5	394	a	Cox Radio Inc	72	0008		g	Country	8,000	1.55	9.5	7.0	7.2	8.5	9.7	8.5	6.8	6.5	7.6
WKLR	Fort Lee	B	96.5	50.0	453	a	Cox Radio Inc	63	0008		g	Clisc Rock	3,900	1.18	6.1	6.0	4.2	5.7	4.3	4.7	5.2	6.0	5.0
WTVR	Richmond	B	98.1	50.0	840	b	Clear Channel Comm	46	9606	18,000	c3	AC	8,600	1.27	12.4	11.2	10.8	9.9	7.7	12.1	10.0	11.3	8.7
WRHH	Petersburg	A	99.3	6.0	328	c	Radio One Inc	66	9908	34,000	c1	Urban	600	0.42	2.6	2.1	1.7	3.0	2.3	2.4	2.2	1.7	2.1
WARV	Petersburg	A	100.3	4.7	371		MainQuad Comm Inc	92	0302	1,200		Country			0.1	0.0	0.0	0.4	0.0	0.0	0.4	0.0	0.0
WZEE	Goochland	A	100.5	4.8	262	d	Hoffman Comm Inc		01			Adlt Stndrd	100		0.6	0.8	1.0	1.1	0.0	0.4	0.5	1.1	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	3.9	3.4	2.6	3.7	3.3	3.1	3.4	2.8
WRXL	Richmond	B	102.1	20.0	791	b	Clear Channel Comm	49	9308	9,750	c2	Alternative	3,000	1.53	3.6	3.6	2.7	2.3	2.7	3.4	3.0	3.0	3.4
WMXB	Richmond	B	103.7	20.0	840	a	Cox Radio Inc	61	0008		g	Hot AC	2,300	0.86	4.9	3.5	4.4	3.8	3.7	3.4	4.5	4.6	4.3
WKXS	Crewe	C1	104.7	100.0	981	c	Radio One Inc	49	9907		d1	Urban AC	3,000	0.98	5.6	5.1	4.6	5.0	3.8	4.9	4.2	5.6	4.9
WJMO	Richmond	A	105.7	2.3	532	c	Radio One Inc	68	9908		na	R&B Oldies	1,700	0.43	7.2	4.4	5.3	3.7	6.7	5.5	6.1	5.5	5.7
• WBTJ	Richmond	B	106.5	7.6	1234	b	Clear Channel Comm	57	0008		g	HpHop/RhyBl	1,800	0.60	5.5	6.4	6.4	5.5	4.8	4.2	4.4	4.8	6.0
WBBT	Powhatan	A	107.3	6.0 cp	328		MainQuad Comm Inc	99				Hot AC	600	0.42	2.6	1.8	1.5	2.2	2.4	1.9	2.2	2.2	2.2
# FM Stations -					16	# Combos -					13	FM TOTALS			82.3	67.4	66.2	67.3	67.2	69.2	66.2	70.2	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)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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
WRNL	Richmond	B	910	5.0	1.50	b	Clear Channel Comm	37	9308		c2	Sprts/News	1,100	1.26	1.6	0.8	1.6	1.7	1.5	1.0	1.3	1.5	1.5
WXGI	Richmond	D	950	3.9	0.05		Gee Comm Inc	47	9710	650		Cntry/BIGrs	350	0.38	1.7	0.9	1.1	1.2	1.4	0.7	2.0	1.6	1.6
WLEE	Short Pump	B	990	4.4 cp	1.50	e	4M Comm Inc	51	9612		na	Talk	500	0.92	1.0	0.9	0.5	0.7	0.9	0.6	0.7	1.1	0.6
WRVA	Richmond	A	1140	50.0	50.00	b	Clear Channel Comm	25	9207		g1	News/Talk	4,800	1.23	7.2	7.1	6.4	6.4	5.4	5.5	7.0	6.0	5.7
• WROU	Petersburg	C	1240	1.0	1.00		Sinclair Telecable	45	9203		c1	1 Gospel	250		0.9	0.7	0.7	0.9	0.5	0.9	1.0	0.6	0.5
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
WVNZ	Richmond	D	1320	5.0	0.00	e	4M Comm Inc	55	0105	500		Adlt Stndrd	600	0.46	2.4	1.0	1.5	1.6	2.0	2.3	1.8	1.8	1.4
WHAP	Hopewell	C	1340	1.0	1.00	e	4M Comm Inc	49	9902		+	Talk			0.2	0.0	0.0	0.1	0.1	0.2	0.3	0.0	0.0
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	0.0	0.7
• 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
WCLM	Highland Springs	C	1450	1.0	0.00		World Media Bcst Co	59	9410		na	Variety	200		0.8	0.5	0.5	0.7	0.8	0.4	0.8	0.5	0.6
WREJ	Richmond	D	1540	10.0	0.00	e	4M Comm Inc	64	9912	600		Urban/Insp	500	0.84	1.1	0.9	1.3	1.5	0.8	1.1	1.2	0.7	0.9
WFTH	Richmond	D	1590	5.0	0.02		Johnson, James Jr.	64	9003	450		Gospel	400		0.8	0.7	0.7	0.7	0.6	0.9	0.5	0.7	0.7
# AM Stations -					14	# Combos -					7	AM TOTALS			17.7	13.5	14.3	15.5	14.0	13.6	16.6	14.5	14.2
AM & FM Stations Profiled -					30	# Duopolies -					10	Total Local Commercial Share			80.9	80.5	82.8	81.2	82.8	82.8	84.7	85.2	

• 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
Total	996.1

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

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$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	\$56,800	\$59,900	\$63,200	\$66,300	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$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 ^{1/}	11,951.2	NA ^{1/}	11,951.2	13,530.6	2.5%
EBI ^{2/}	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	15	19	21	40
Tot 12+	7.4		63.6	71.0	71.0	16.1	87.1
Avg 12+	1.2		4.9	4.7	3.7	0.8	2.2
Tot LCS	8.5		73.0	81.5	81.5	18.5	100.0
Avg LCS	1.4		5.6	5.4	4.3	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.

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)							
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	4.5	5.2	5.7	5.2	4.0	4.2	4.8
WYSF	Birmingham	C	94.5	100.0	1014	c Citadel Bcstg Corp	47	0010		g4	Soft Rock	5,200	1.68	6.2	5.8	5.9	6.9	5.3	5.8	4.9	5.6	4.8
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	0.0	0.0	0.7	0.5	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	7.9	7.2	9.2	6.9	7.7	7.4	8.0	6.5
• WMJJ	Birmingham	C0	96.5	100.0	1027	d Clear Channel Comm	61	0008		g	AC	4,200	1.83	4.6	3.7	4.3	3.1	3.9	3.4	3.6	4.9	5.3
WODL	Homewood	A	97.3	0.6	1004	b Cox Radio Inc	98	9912		na	Oldies	1,100	1.00	2.2	2.2	2.0	1.2	1.9	1.7	2.0	2.2	1.8
• WKLD	Oneonta	A	97.7	3.2	367	a Blount County Bcstg	68				Country	150		0.3	1.0	0.7	0.0	0.0	0.5	0.0	0.5	0.5
• WBHK	Warrior	C1	98.7	39.0	1339	b Cox Radio Inc	92	9811		d2	Urban AC	7,100	1.16	12.2	10.6	10.4	10.6	10.2	11.0	11.1	10.2	7.9
WZRR	Birmingham	C	99.5	100.0	1014	c Citadel Bcstg Corp	75	0010		g4	Clsc Rock	3,200	1.21	5.3	2.6	3.9	5.2	5.4	4.3	5.0	3.8	5.1
• WYDE	Cullman	C	101.1	100.0	1345	f Crawford Bcstg Co	49	0207	8,500		News/Talk	700	0.74	1.9	2.7	1.8	1.3	0.9	1.6	2.2	1.8	1.6
WQEM	Columbiana	A	101.5	2.0	584	d Glen Iris Baptst Sch	99	0302		+	CHR			0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0
• WDXB	Jasper	C1	102.5	90.0	1027	d Clear Channel Comm	62	0008		g	Country	1,200	0.65	3.7	5.2	4.8	4.3	4.3	3.1	3.4	2.0	2.3
WQEN	Gadsden	C1	103.7	77.0	1106	d Clear Channel Comm	66	0008		g	CHR	1,600	0.70	4.6	4.0	4.2	4.1	4.3	3.5	4.5	3.5	4.9
• WZZK	Birmingham	C0	104.7	100.0	1326	b Cox Radio Inc	48	9704		g1	Country	5,300	1.15	9.2	7.1	7.3	6.3	7.1	8.9	7.9	8.0	8.9
WQSB	Albertville	C3	105.1	2.7	1001	Courington Jr., Pat	48				Country			0.1	0.0	0.0	0.5	0.0	0.4	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	4.2	4.3	3.0	1.8	2.6	3.6	2.8	3.1
• WBPT	Birmingham	C0	106.9	100.0	1326	b Cox Radio Inc	59	9704		g1	80s Hits	1,800	0.80	4.5	4.0	3.7	3.0	4.0	3.3	3.7	4.6	4.1
WRAX	Birmingham	C	107.7	100.0	1237	c Citadel Bcstg Corp	69	0010		g	Alternative	2,100	0.82	5.1	4.8	3.7	4.6	5.4	4.1	4.5	3.8	4.4
# FM Stations -				19	# Combos -				17	FM TOTALS				77.5	71.0	68.7	68.6	67.1	67.1	68.6	66.5	66.0

• 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
Total	996.1

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$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	\$56,800	\$59,900	\$63,200	\$66,300	5.8%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$4.18/1,000	2007 \$4.90/1,000	Est. Breakout			
Revenue/Capita	\$40.29	\$50.20	\$65.51	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	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 ^{1/}	11,951.2	NA ^{1/}	11,951.2	13,530.6	2.5%
EBI ^{2/}	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	15	19	21	40
Tot 12+	7.4		63.6	71.0	71.0	16.1	87.1
Avg 12+	1.2		4.9	4.7	3.7	0.8	2.2
Tot LCS	8.5		73.0	81.5	81.5	18.5	100.0
Avg LCS	1.4		5.6	5.4	4.3	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	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	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001								
WAGG	Birmingham	B	610	5.0	1.00	b	Cox Radio Inc	26	9704		g1	Gospel	1,000	0.42	4.8	4.5	4.0	4.1	4.7	4.3	3.7	3.8	5.5								
WJOX	Birmingham	B	690	50.0	0.50	c	Citadel Bcstg Corp	47	0010		g4	Sprts/Talk	1,550	1.24	2.5	2.1	2.7	2.6	2.6	2.1	2.2	1.8	2.5								
WURL	Moody	D	760	1.0	0.00		Bill Davison Evangel	84	8909	175		Gospel			0.1	0.0	0.0	0.0	0.5	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	0.7	0.2	0.0	0.5	1.2	1.4	1.9	1.1								
WATV	Birmingham	D	900	0.8	0.16		Birmingham Ebony	46	8811	400		Old/BGp/Tlk	250	0.14	3.5	2.0	2.1	2.2	2.7	2.6	2.4	4.3	2.4								
WERC	Birmingham	B	960	5.0	5.00	d	Clear Channel Comm	25	0008		g	Nws/Tlk/Spt	1,900	0.90	4.2	3.2	4.1	2.9	3.1	4.0	4.1	3.5	2.9								
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 Bcstg Corp	22	0010		g4	Talk/News	1,000	1.05	1.9	1.6	2.3	2.0	1.0	1.4	2.1	2.2	1.5								
WAYE	Birmingham	D	1220	1.0	0.08	g	Willis Bcstg Corp	72	8708	225		Gospel	100		0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0								
WTID	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								
● WYDE	Birmingham	D	1260	5.0	0.04	f	Crawford Bcstg Co	53	9404	150		News/Talk	150	0.15	2.0	0.5	1.0	1.2	2.5	1.8	1.2	1.4	1.1								
WRJS	Birmingham	D	1320	5.0	0.11	b	Cox Radio Inc	50	9710		na	Gospl/Talk	200		0.2	0.5	0.0	0.7	0.0	0.0	0.8	0.0	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	1.0	0.8	0.9	1.2	1.1	1.1	1.5	1.3								
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	0.0	0.0	0.6	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								
● WOCR	Alabaster	D	1500	2.3	0.00		Sides Robinson Inc	81	9204	18	+	Spanish				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 TOTALS											22.3	16.1	17.2	16.6	18.8	18.9	19.0	21.0	18.3
AM & FM Stations Profiled -					40	# Duopolles -					11	Total Local Commercial Share												87.1	85.9	85.2	85.9	86.0	87.6	87.5	84.3

● 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
Total	986.8

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>
	\$33,900	\$37,200	\$40,100	\$46,500	\$43,700	\$46,200	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>
	5.7%	\$48,700	\$52,100	\$55,000	\$58,000	\$60,900	5.7%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	NA ^{1/}	\$3.78/1,000	\$4.29/1,000	Local	85%		
Revenue/Capita	\$34.17	\$46.82	\$62.51	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	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 ^{1/}	12,209.4	NA ^{1/}	12,209.4	14,197.1	3.1%
EBI ^{2/}	16,039.7	17,520.6	1.8%	17,520.6	20,607.3	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)	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	10	27
Tot 12+	16.1	46.9		62.2	63.0	14.7	77.7
Avg 12+	2.7	4.3		4.1	3.7	1.5	2.9
Tot LCS	20.7	60.4		80.1	81.1	18.9	100.0
Avg LCS	3.5	5.5		5.3	4.8	1.9	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 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)											
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001				
• WRNB	West Carrollton	A	92.1	0.9	597	d	Radio One Inc	91	0307	9,500	st	Urban AC	3,000	0.89	7.3	5.8	6.2	5.8	5.2	5.1	6.2	6.0	8.2			
WGTV	Eaton	B	92.9	40.0	551	a	Radio One Inc	60	0108		g2	Top 40	2,700	1.22	4.8	3.6	3.4	3.6	3.5	4.2	2.9	4.2	5.0			
WFCJ	Miamisburg	B	93.7	50.0	492		Miami Valley Chrstn	61				Inspiration	1,000	0.80	2.7	1.9	2.1	1.4	2.2	1.6	2.5	2.1	2.2			
WDKF	Englewood	A	94.5	3.6	427	c	Clear Channel Comm	94	9905		g1	Urban	1,400	0.76	4.0	2.7	2.3	2.4	2.8	3.3	3.3	2.8	4.4			
WZLR	Xenia	A	95.3	6.0	322	b	Cox Radio Inc	67	9810	6,300	d2	1 Clsc Rock	200		0.6	2.9	2.7	2.6	0.5	0.6	0.0	0.7	0.9			
WDPT	Piqua	B	95.7	50.0	476	b	Cox Radio Inc	60	9810		d2	1 80s Hits	1,400	1.17	2.6	1.4	1.4	2.0	2.4	2.0	2.3	1.3	2.0			
• WOKL	Troy	A	96.9	3.0	315	d	Educational Media	91	0307		st	Urban/Oldes	600	0.87	1.5	0.0	0.0	1.5	1.4	1.2	1.2	0.8	1.9			
WHKO	Dayton	B	99.1	50.0	1066	b	Cox Radio Inc	46			1	Country	7,000	1.24	12.2	9.9	11.0	9.9	10.7	8.0	9.3	9.5	10.8			
WLQT	Kettering	B	99.9	28.0	656	c	Clear Channel Comm	62	9905		g1	Lite AC	4,500	1.00	9.7	7.1	6.7	8.5	7.1	7.9	7.1	7.9	7.5			
WEEC	Springfield	B	100.7	50.0	469		World Evangelistic	61				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WKSU	Urbana	A	101.7	3.2	407	a	Radio One Inc	65	0108		g2	Country	1,000	1.35	1.6	1.2	1.8	1.7	1.3	1.1	1.4	1.1	1.2			
WDHT	Springfield	B	102.9	50.0	492	a	Radio One Inc	58	0108		g2	Urban/RhyBl	2,000	0.69	6.3	7.7	4.7	4.4	5.2	4.7	4.6	4.9	3.6			
WXEG	Beavercreek	A	103.9	2.9 cp	479	c	Clear Channel Comm	72	9905		g1	Alternative	1,800	0.57	6.8	3.5	4.0	5.5	5.2	4.9	5.1	5.6	4.2			
• WTUE	Dayton	B	104.7	28.0	656	c	Clear Channel Comm	59	9905		g1	Rock	6,000	1.31	9.9	5.7	6.5	6.9	7.1	7.9	7.2	8.2	7.2			
WPFB	Middletown	B	105.9	34.0	594		Braden, Ruth & Doug	59				Country	700	0.95	1.6	1.3	1.2	1.0	0.9	1.5	0.8	1.7	0.8			
• WDJQ	Greenville	B	106.5	50.0	479	c	Clear Channel Comm	90	9905		g1	Rhyme/Oldes	400	0.87	1.0	0.8	0.6	0.5	0.5	1.0	0.8	0.8	0.6			
• WMMX	Dayton	B	107.7	28.0	656	c	Clear Channel Comm	64	9905		g1	Hot AC	6,700	1.44	10.1	7.5	8.0	9.0	8.2	9.5	6.5	7.0	6.7			
# FM Stations -															17	# Combos -		14	FM TOTALS							
																82.7	63.0	62.6	66.7	64.2	64.5	61.2	64.6	67.2		

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)										
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001			
WONE	Dayton	B	980	5.0	5.00	c	Clear Channel Comm	49	9905		g1	Nostalgia	800	0.36	4.8	3.2	2.9	3.3	4.2	3.2	4.2	3.2	3.1			
WGNZ	Fairborn	D	1110	2.5	0.00		L & D Bcstrs	68	7910			Christian			0.2	0.6	0.0	0.0	0.0	0.7	0.0	0.0	0.4			
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	1.8	1.7	1.3	2.0	1.6	2.1	1.5			
WHIO	Dayton	B	1290	5.0	5.00	b	Cox Radio Inc	35			1	News/Talk	3,200	1.07	6.5	6.4	6.7	5.0	5.1	4.5	5.6	4.9	4.2			
WIZE	Springfield	C	1340	1.0	1.00	c	Clear Channel Comm	40	9905		g1	Adlt Stndrd	200		0.4	0.6	0.4	0.0	0.0	0.0	0.5	0.6	0.6			
WING	Dayton	B	1410	5.0	5.00	a	Radio One Inc	21	0108		g2	Nws/Spt/Tlk	525	0.95	1.2	1.2	1.2	1.3	0.7	0.8	1.0	1.3	0.5			
WBZI	Xenia	D	1500	0.5	0.00		Town & Country Bcstg	63	9512	140		Country	300	0.36	1.8	1.0	1.2	1.0	1.5	1.1	1.5	1.3	0.6			
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		Oldies			0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0			
# AM Stations -															10	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -															27	# Duopolies -		7	Total Local Commercial Share							
																17.3	14.7	14.2	12.3	12.8	12.3	14.8	13.4	10.9		
																77.7	76.8	79.0	77.0	76.8	76.0	78.0	78.1			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 59

Revenue Rank: 59

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
Total	928.5

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$32,000	\$35,900	\$40,900	\$44,600	\$42,200	\$44,600
Revenue/Retail Sales Revenue/Capita	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.7%	\$47,000	\$49,900	\$52,600	\$55,500	\$58,300	5.5%
	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.70/1,000	\$4.01/1,000	Local	85%		
	\$37.48	\$48.03	\$59.62	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 ^{1/}	12,054.0	NA ^{1/}	12,054.0	14,550.3	3.8%
EBI ^{2/}	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		12	16	17	21	38
Tot 12+	6.3		59.7	66.0	66.0	10.8	76.8
Avg 12+	1.3		5.0	4.1	3.9	0.5	2.0
Tot LCS	8.2		77.7	85.9	85.9	14.1	100.0
Avg LCS	1.6		6.5	5.4	5.1	0.7	2.6

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

Some stations also rated in Asheville, NC.

Competitive Overview

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)												Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WESC	Greenville	C	92.5	100.0	2001	d	Clear Channel Comm	48	9807		g1	Country	4,400	0.91	10.9	9.5	8.6	7.0	7.5	8.3	10.0	7.5	9.5
WTPT	Forest City	C	93.3	93.0	2031	g	Bamstable Bcstg Inc	47	0008		g1	Rock	1,900	0.72	5.9	3.7	3.2	3.6	3.7	4.6	5.0	4.9	5.8
WFBC	Greenville	C	93.7	97.0	1850	c	Entercom	47	9912		g2	Top 40	4,200	1.11	8.5	5.7	7.0	5.8	6.6	7.3	6.1	6.1	6.6
WMUU	Greenville	C	94.5	100.0	1201	e	WMUU Inc	60				Blfl Music	750	0.53	3.2	2.8	2.5	2.3	2.1	2.5	2.5	2.6	2.3
WBZT	Mauldin	A	96.7	0.7	945	d	Clear Channel Comm	65	0104			Rock	250		0.6	1.1	1.6	1.7	1.3	0.5	0.0	0.0	0.0
WHZT	Seneca	C	98.1	100.0	997	f	Cox Radio Inc	47	0102		g3	CHR	2,600	0.78	7.5	5.0	5.7	6.1	6.4	4.8	6.4	5.2	6.1
WSPA	Spartanburg	C	98.9	100.0	1903	c	Entercom	46	9912		g2	Lite AC	3,300	0.85	8.7	4.4	5.7	5.7	6.4	6.6	6.7	6.8	6.1
WSSL	Gray Court	C	100.5	100.0	1240	d	Clear Channel Comm	60	0008		g	Country	6,300	1.28	11.0	8.1	8.8	7.5	8.5	8.8	8.2	8.0	8.9
WROQ	Anderson	C	101.1	100.0	988	g	Bamstable Bcstg Inc	47	0008		g4	Clsc Rock	5,500	1.60	7.7	5.1	4.7	4.9	5.6	5.3	6.3	6.5	6.0
WMYI	Hendersonville	C1	102.5	19.0	1811	d	Clear Channel Comm	58	0008		g	AC	4,900	1.51	7.3	4.2	4.1	5.1	5.6	5.6	4.7	6.3	5.5
WRIX	Honea Path	A	103.1	6.0	328	a	Phillips-Small, Kar	77				Cntry/Talk	300	0.52	1.3	1.7	1.2	0.7	1.0	1.0	1.0	1.0	0.9
WOLT	Greer	A	103.3	2.7	495	c	Entercom	93	9912		d4	80s Hits			1.6	1.0	1.2	1.3	1.1	1.3	1.4	1.1	2.0
WOLI	Easley	A	103.9	6.0	328	c	Entercom	65	9912		d4	80s Hits	1,300	1.39	2.1	1.7	0.7	1.3	1.3	1.8	1.5	1.8	1.8
WCCP	Clemson	A	104.9	6.0	302	b	Golden Corners Bcstg	93				Sports	400	0.82	1.1	0.8	1.1	1.2	0.6	1.0	0.9	0.8	0.5
WAGI	Gaffney	C	105.3	100.0	1191		Gaffney Bcstg Inc	59				Cty/Tlk/Gsp	50		0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4
● WGVC	Simpsonville	C3	106.3	25.0	328	g	Bamstable Bcstg Inc	89	0207	4,000		Rhymc/Oldes	75			3.4	3.4	1.7	0.0	0.0	0.0	0.0	0.0
WJMZ	Anderson	C	107.3	100.0	1011	f	Cox Radio Inc	63	0102		g3	Urban	4,500	0.98	10.3	7.8	7.4	7.4	7.1	7.9	8.7	7.9	7.9
		# FM Stations -		17	# Combos -		16	FM TOTALS						87.8	66.0	66.9	63.3	64.8	67.3	69.8	66.5	70.3	

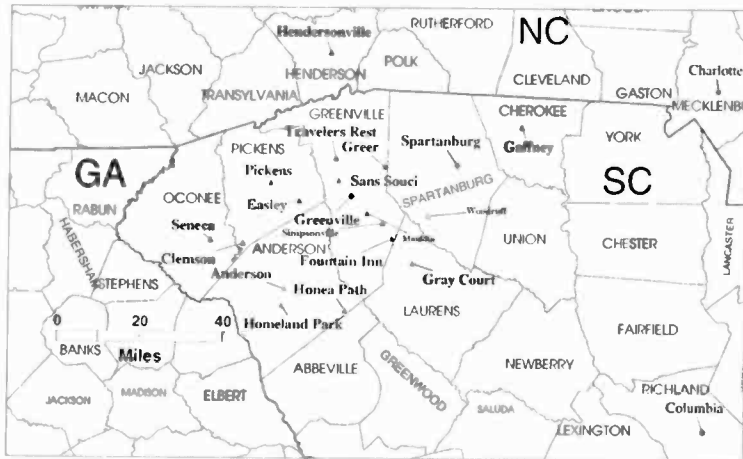
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ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$32,000	\$35,900	\$40,900	\$44,600	\$42,200	\$44,600
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.7%	\$47,000	\$49,900	\$52,600	\$55,500	\$58,300	5.5%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.70/1,000	2007 \$4.01/1,000			Est. Breakout	
Revenue/Capita	\$37.48	\$48.03	\$59.62			Local	85%
						National	15%

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MSA Population	1997	2002	Growth Rate	2002	2007	Growth Rate
		853.9	928.5	1.7%	928.5	977.8
Households	326.7	363.6	2.2%	363.6	388.4	1.3%
Retail Sales	NA ^{1/}	12,054.0	NA ^{1/}	12,054.0	14,550.3	3.8%
EBI ^{2/}	12,147.0	15,705.8	5.3%	15,705.8	20,230.7	5.2%

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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)	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

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Avg 12+	1.3		5.0	4.1	3.9	0.5	2.0
Tot LCS	8.2		77.7	85.9	85.9	14.1	100.0
Avg LCS	1.6		6.5	5.4	5.1	0.7	2.6

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Competitive Overview

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AM Stations

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																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
WLFJ	Greenville	D	660	50.0	0.00	d	Clear Channel Comm	47	9807		g1	1	Chrs/Talk	300		0.4	0.4	0.0	0.7	0.0	0.7	0.5	0.0	0.0	
WPJM	Greer	B	800	1.0	0.44		Cohen, Bobby	49	9801	200			Gospel	250	0.51	1.1	1.6	0.6	1.4	0.5	0.8	0.5	1.5	1.2	
WSPA	Spartanburg	B	910	3.6	0.89	c	Entercom	40	9912	3,000	c3		Nws/Tlk/Spt	600	1.35	1.0	0.6	0.5	0.4	1.0	0.5	0.6	1.0	0.6	
WORD	Spartanburg	B	950	5.0	5.00	c	Entercom	30	9912		c3		Nws/Tlk/Spt	1,600	1.06	3.4	2.0	2.0	2.0	3.6	2.6	1.4	2.7	2.7	
WRIX	Homeland Park	D	1020	10.0	0.00	a	Phillips-Small, Kar		86				Gospel			1.1	0.0	1.4	0.0	1.2	0.6	0.9	0.6	0.5	
WCSZ	Sans Souci	B	1070	50.0	1.50		Tama Broadcasting	66	9611	350,000			Sprts/Talk	100		0.4	0.0	0.0	0.4	0.4	0.4	0.5	0.0	0.0	
WAIM	Anderson	C	1230	1.0	1.00		Palmetto Bcstg Co	35	9209	80			News/Talk	50		0.2	0.0	0.0	0.4	0.0	0.6	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	0.0	0.0	0.2	0.2	0.0	0.4	
WANS	Anderson	B	1280	5.0	1.00	a	Phillips-Small, Kar	49	9405	75			Oldes/Beach				0.8	1.2	0.0	0.0	0.0	0.0	0.0	0.5	
WCKI	Greer	D	1300	1.0	0.00		Sira-Pack Radio	55	6405				Gospel				0.0	0.5	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	3.0	2.7	3.6	2.3	2.3	2.8	2.6	2.3	
WHPB	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	0.02		Bryson, Robert	56	9705	4			Gospel				0.0	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	0.0	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0
WGVL	Greenville	B	1440	5.0	5.00	d	Clear Channel Comm	50	0008		g		Spanish AC	200		0.7	0.5	0.6	0.8	0.0	0.4	1.4	0.4	0.0	
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	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	0.0
WASC	Spartanburg	D	1530	1.0	0.00		New South Bcstg	68	7602				Urban/Oldes	100			0.4	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
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	0.0
WDAB	Travelers Rest	D	1580	5.0	0.00		Robles, Belen	64	9904		na		Span/Mexcn	150		0.4	1.5	0.8	0.7	0.0	0.4	0.9	0.0	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	0.0
				# AM Stations -		21	# Combos -		9	AM TOTALS						12.3	10.8	10.3	11.7	9.6	9.5	9.7	8.8	8.2	
				AM & FM Stations Profiled -		38	# Duopolies -		10	Total Local Commercial Share						76.8	77.2	75.0	74.4	76.8	79.5	75.3	78.5		

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 60

Revenue Rank: 127

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
		\$14,000	\$14,200	\$16,300	\$16,700	\$15,900	\$16,400
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	3.1%	\$17,300	\$18,500	\$19,500	\$20,600	\$21,600	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$1.21/1,000	\$1.24/1,000	Local	65%		
Revenue/Capita		\$15.65	\$17.72	\$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 ^{1/}	13,526.3	NA ^{1/}	13,526.3	17,415.9	5.2%
EBI ^{2/}	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+	3.8	3.4		6.9	7.2	1.5	8.7
Avg 12+	1.0	3.4		3.5	1.4	0.4	1.0
Tot LCS	43.7	39.1		79.3	82.8	17.2	100.0
Avg LCS	10.9	39.1		39.7	16.6	4.3	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 Poughkeepsie.

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)								
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WRTN	New Rochelle	A	93.5	3.0	331	b Hudson Westchester	53				Nostalgia	450	1.44	1.9	0.0	0.0	0.6	0.6	0.0	0.3	0.0	1.0	
WHUD	Peekskill	B	100.7	50.0	499	Pamal Broadcasting	58	9701	20,000	c2	AC	7,800	1.40	34.0	3.4	4.4	4.8	5.2	4.5	3.7	2.0	2.8	
WFAS	White Plains	A	103.9	0.6	669	a Cumulus Bcstg Inc	47	0203		g1	AC	4,800	0.85	34.3	3.5	3.0	3.4	4.1	3.0	4.0	4.0	3.5	
WFAF	Mount Kisco	A	106.3	1.4	440	a Cumulus Bcstg Inc	64	0203		g1	AC	350	1.33	1.6	0.3	0.0	0.2	0.2	0.3	0.1	0.1	0.0	
● WXPk	Briarcliff Manor	A	107.1	1.9	591	Pamal Broadcasting	60	0304 p	20,300		CHR	1,925	1.41	8.3	0.0	0.8	0.3	0.7	0.8	0.9	1.2	1.5	
# FM Stations -				5	# Combos -				3	FM TOTALS					80.1	7.2	8.2	9.3	10.8	8.6	9.0	7.3	8.8

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)								
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WFAS	White Plains	C	1230	1.0	1.00	a Cumulus Bcstg Inc	32	0203		g1	Adlt Stndrd	750	0.28	16.6	1.5	2.4	1.0	1.8	1.9	1.9	1.7	1.2	
WVIP	Mt. Kisco	D	1310	5.0	0.03	Radio Vision Cristia	57	0207	1,360		Nws/Tik/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	0.4	0.0	0.0	0.5	0.3	0.0	0.0	
WVOX	New Rochelle	D	1460	0.5	0.12	b Hudson Westchester	50				Talk	250	0.95	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.4	
# AM Stations -				4	# Combos -				2	AM TOTALS					20.0	1.5	2.8	1.0	1.8	2.4	2.2	2.3	1.6
AM & FM Stations Profiled -				9	# Duopolies -				2	Total Local Commercial Share					8.7	11.0	10.3	12.6	11.0	11.2	9.6	10.4	

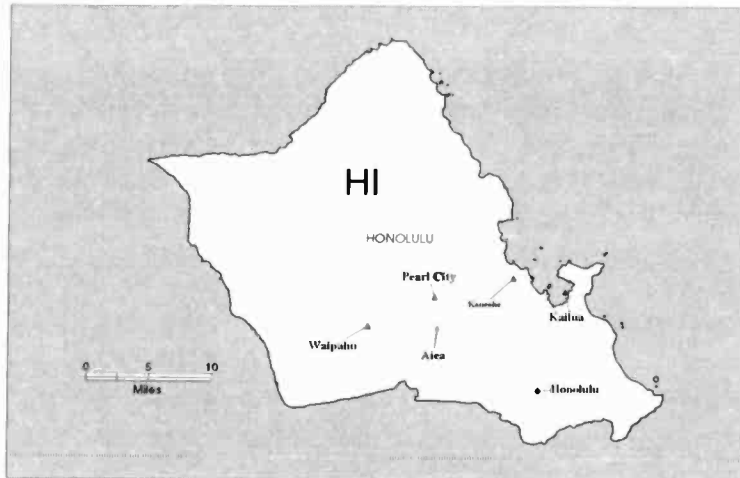
● Indicates a change since last edition

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
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.79/1,000	\$4.46/1,000	Local 85%			
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
5.8%	\$34,400	\$36,800	\$38,800	\$41,000	\$43,000	5.6%	

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 ^{1/}	8,628.7	NA ^{1/}	8,628.7	9,647.5	2.3%
EBI ^{2/}	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+			75.5	75.5	75.5	15.8	91.3
Avg 12+			4.7	4.7	4.7	0.9	2.8
Tot LCS			82.7	82.7	82.7	17.3	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.

Market: Honolulu, HI

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		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
KSSK	Waipahu	C	92.3	100.0	1949	b	Clear Channel Comm	76	0008		g	AC	6,000	1.73	10.6	9.0	9.5	10.8	9.2	9.9	10.5	9.5	10.6		
KQMQ	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	3.8	4.3	3.0	4.6	3.8	3.8	3.4	4.0		
KIKI	Honolulu	C1	93.9	100.0	-144	b	Clear Channel Comm	79	0008		g	Hip Hop	2,000	1.57	3.9	3.8	3.8	4.2	3.1	4.3	3.5	3.5	4.1		
● KUMU	Honolulu	C1	94.7	100.0	79	c	Maverick Media	67	0108	630	st	Lite Rock	1,600	0.80	6.1	5.5	5.2	4.9	6.3	4.5	5.2	6.5	4.8		
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	3.2	1.8	1.7	1.3	1.7	1.8	1.7	1.8		
● KRTR	Kailua	C	96.3	75.0	2116	d	Cox Radio Inc	78	9911	16,375	d3 1	BrAC/Top40	2,200	1.04	6.5	6.9	6.3	7.4	5.6	7.2	5.4	5.7	6.4		
KPOI	Honolulu	C1	97.5	80.0	46	e	New Wave Bcstg LP	62	9810		d2	AOR	1,100	1.20	2.8	2.5	2.5	3.4	2.2	3.2	2.0	2.9	4.2		
KDNN	Honolulu	C1	98.5	51.0	59	b	Clear Channel Comm	88	0008		g	Hawaiian	1,400	0.70	6.1	4.8	4.6	5.0	5.3	6.5	6.0	4.7	5.1		
KHUI	Honolulu	C	99.5	81.0	1965	e	New Wave Bcstg LP	96	9904	1,650		Hawaiian	900	0.79	3.5	2.9	3.3	3.8	4.6	3.1	3.1	1.9	2.2		
KCCN	Honolulu	C	100.3	81.0	1965	d	Cox Radio Inc	90	0004	17,800	d4 1	Hawaiian	2,800	1.06	8.1	7.3	7.6	6.4	8.6	6.8	5.7	8.5	8.5		
KUCD	Pearl City	C	101.9	81.0	1965	b	Clear Channel Comm	95	0008		g	Alternative	600	0.37	4.9	3.4	3.4	4.2	4.7	5.2	4.1	3.9	3.6		
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	3.8	4.0	4.2	4.5	4.7	5.3	3.8		
KXME	Kaneohe	C	104.3	75.0	2116	d	Cox Radio Inc	97	9911		d3 1	Rhymc/CHR	700	0.51	4.2	3.8	4.5	3.9	3.3	3.8	4.0	4.5	4.7		
KINE	Honolulu	C	105.1	81.0	1965	d	Cox Radio Inc	88	0004		d4 1	Hwain/CHR	2,100	0.77	8.3	6.5	5.5	5.7	7.8	7.1	9.0	6.7	9.8		
● KAHA	Honolulu	C	105.9	92.0	1965	c	Maverick Media	99	0108		st	Clsc Rock	600	0.87	2.1	4.1	4.0	3.2	2.8	1.9	1.4	1.6	1.6		
KGMZ	Aiea	C	107.9	80.0	1965		Honolulu Bcstg Inc	92	0004	6,600	1	Oldies	1,200	0.82	4.5	4.0	3.6	4.4	3.9	3.8	4.7	4.1	4.1		
# FM Stations -					16	# Combos -					15	FM TOTALS					82.7	75.5	73.7	76.0	77.5	77.3	74.9	74.4	79.3

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		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
KSSK	Honolulu	B	590	7.5	7.00	b	Clear Channel Comm	29	0008		g	AC	2,400	1.27	5.8	4.5	4.4	4.4	4.6	4.3	7.0	5.4	4.6		
KHNR	Honolulu	B	650	10.0	10.00	f	Salem Comm Corp	46	9911		c3	News/Talk			0.9	1.1	1.3	0.8	0.6	0.5	0.8	1.3	0.6		
KORL	Honolulu	B	690	10.0	10.00	e	New Wave Bcstg LP	47	9810		d2	Children	100			0.0	0.4	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	0.5	0.9	0.0	0.5	0.0	0.8	0.6	0.5		
KHVH	Honolulu	B	830	10.0	10.00	b	Clear Channel Comm	51	0008		g	News/Talk	1,100	0.89	3.8	3.5	3.2	4.0	2.9	3.9	3.0	4.1	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	0.0	0.0		
KHCM	Waipahu	B	940	10.0	10.00	f	Salem Comm Corp	50	0208	650		Country	100			1.0	1.0	0.6	0.0	0.0	0.0	0.0	0.0		
KHBZ	Honolulu	B	990	5.0	5.00	b	Clear Channel Comm	57	0008		g	Bus News	200		0.7	0.5	1.1	0.0	0.7	0.5	0.6	0.6	0.0		
● KLHT	Honolulu	B	1040	10.0	10.00		Calvary Chapel Hono	46	8504	650		Christian	100		0.1	0.6	0.6	0.7	0.0	0.5	0.0	0.0	0.8		
KWAI	Honolulu	B	1080	5.0	5.00		Wagenvoord, Barry	72	9305		nc	Nws/Tlk/Spt			0.2	0.0	0.0	0.5	0.4	0.5	0.0	0.0	0.4		
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	0.9	1.4	0.8	0.9	0.9	0.9	0.9	0.9		
KNDI	Honolulu	B	1270	5.0	5.00		Bcst House/Pacific	60	8805	250		Ethnic	300	0.92	1.0	1.0	1.2	0.8	1.1	0.9	1.0	0.7	1.0		
KKEA	Honolulu	B	1420	5.0	5.00		Blow Up LLC	66	0206	750	1	Nws/Tlk/Spt	600	0.83	2.2	1.6	2.0	1.9	1.4	2.2	2.0	2.5	1.1		
● KHRA	Honolulu	B	1460	5.0	5.00	d	KMC Bcstg LLC	90	0305 p	680	1	Korean				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1		
● KUMU	Honolulu	B	1500	10.0	10.00	c	Maverick Media	63	0108		st	Soft AC	300	0.92	1.0	0.6	0.5	0.5	1.0	0.9	1.0	0.6	1.1		
KREA	Honolulu	B	1540	5.0	5.00		JMK Communications	73	0004	575		Korean			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0		
# AM Stations -					17	# Combos -					10	AM TOTALS					17.3	15.8	18.0	15.0	14.1	15.1	17.1	17.2	13.8
AM & FM Stations Profiled -					33	# Duopolies -					10	Total Local Commercial Share					91.3	91.7	91.0	91.6	92.4	92.0	91.6	93.1	

● 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)

ESTIMATED GROSS REVENUES

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	\$52,500	\$55,100	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.88/1,000	\$3.79/1,000	Local 70%
Revenue/Capita	\$39.65	\$47.45	\$57.41	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	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 ^{1/}	10,726.1	NA ^{1/}	10,726.1	14,534.8	6.3%
EBI ^{2/}	10,650.6	14,931.6	7.0%	14,931.6	19,663.1	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		10	14	14	14	28
Tot 12+	12.6		47.2	59.8	59.8	22.9	82.7
Avg 12+	3.2		4.7	4.3	4.3	1.6	3.0
Tot LCS	15.2		57.1	72.3	72.3	27.7	100.0
Avg LCS	3.8		5.7	5.2	5.2	2.0	3.6

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

Market: Tucson, AZ

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)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	6.1	6.4	4.7	5.8	6.5	7.8	6.5	6.4
KOYT	Tucson	C	92.9	93.0	2038	c	Clear Channel Comm	70	0008		g	Country	600	0.41	3.5	2.7	2.7	3.3	3.4	3.4	2.4	2.6	3.1
KRQQ	Tucson	C	93.7	94.0	2031	c	Clear Channel Comm	71	0008		g	CHR	4,200	1.16	8.7	5.7	6.4	7.3	6.3	7.2	7.9	8.0	7.4
KMXZ	Tucson	C	94.9	100.0	1952	a	Journal Bcst Group	73	9601	16,500	c1	AC	5,700	1.33	10.3	9.2	9.0	10.8	8.8	8.0	10.4	7.9	7.8
KLPX	Tucson	C	96.1	100.0	1952	b	Lotus Comm Corp	67	7906			Clsc Rock	4,400	1.89	5.6	4.3	6.7	4.1	3.8	5.9	4.1	5.1	4.5
● KWFM	Green Valley	A	97.1	1.8	614	c	Clear Channel Comm	90	0101	2,900	+	Urban AC	1,000	1.00	2.4	1.9	1.8	2.1	1.8	1.8	2.9	1.6	1.7
● KSZR	Oro Valley	A	97.5	6.0	305	d	Citadel Bcstg Corp	92	0107	63,000	d1	Hot AC	500	0.60	2.0	2.8	2.9	1.7	1.7	1.6	1.6	1.9	2.1
KOHT	Marana	A	98.3	6.0	184	c	Clear Channel Comm	84	0107	16,500	d2	Top40/Rhym	1,300	0.46	6.8	5.3	6.1	6.0	5.8	6.4	4.8	5.9	4.6
KIIM	Tucson	C	99.5	93.0	2038	d	Citadel Bcstg Corp	54	0107		d1	Country	5,200	1.40	8.9	7.7	7.6	5.8	6.7	8.9	6.2	8.5	9.1
● KCMT	Oro Valley	C1	102.1	100.0	66	b	Lotus Comm Corp		01			Mexican	500	0.45	2.7	3.6	3.5	2.8	2.6	1.9	2.5	2.0	2.1
KZPT	Tucson	A	104.1	3.0	102	a	Journal Bcst Group	94	9601		c1	Hot AC	2,600	1.49	4.2	2.6	3.1	3.4	3.0	3.7	3.7	3.8	4.1
KZLZ	Keamey	C2	105.3	50.0	492	a	Entravision Comm Co	92	0008			Mexican	800	1.07	1.8	1.1	1.6	1.4	2.0	1.3	1.4	1.4	1.8
KGMG	Oracle	C2	106.3	0.4	4173	a	Journal Bcst Group	84	9806	5,800		Rhymc/Oldes	500	0.33	3.6	2.1	2.3	2.2	3.2	2.9	3.1	3.0	2.4
KHYT	Tucson	C	107.5	92.0	2034	d	Citadel Bcstg Corp	93	0107		d1	Clsc Rock	2,000	1.12	4.3	4.7	4.0	4.2	3.7	3.9	3.7	3.2	4.0
# FM Stations -					14	# Combos -					13	FM TOTALS			72.6	59.8	64.1	59.8	58.6	63.4	62.5	61.4	61.1

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)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	1.7	1.9	1.2	1.5	1.5	1.8	1.3
KVOI	Tucson	D	690	0.3 cp	0.00	e	Good News Bcstg Inc	53	9602		st	Talk	500		0.7	0.8	0.5	0.5	0.7	0.4	0.8	0.5	0.4
KNST	Tucson	B	790	5.0	0.50	c	Clear Channel Comm	63	0008		g	Nws/Tlk/Spt	3,400	1.22	6.7	5.5	6.6	6.2	6.1	4.4	6.0	6.1	5.9
KGMS	Tucson	B	940	1.0 cp	0.25	e	Good News Bcstg Inc	58	0101		+	Christian	425		0.6	0.0	0.0	0.0	0.5	0.6	0.5	0.4	0.4
KTKT	Tucson	B	990	10.0	1.00	b	Lotus Comm Corp	49	7208			News/Talk	400		0.9	0.5	0.5	0.6	0.6	0.7	0.8	1.0	0.7
KEVT	Cortaro	B	1030	10.0	1.00		One Mart Inc	94	0303		sw	Mexican			1.9	1.5	0.6	1.8	2.2	1.2	1.6	1.3	1.1
KGVY	Green Valley	D	1080	1.0	0.00		Nelson Enterprises	81	9808	375		AC	500	0.75	1.6	0.7	1.1	1.3	1.4	0.8	1.6	1.6	2.1
KQTL	Sahuarita	B	1210	10.0	1.00		Radio Unica	85	0008	3,300		Spn/Nws/Tlk	650		0.6	0.7	0.0	0.7	0.7	0.4	0.0	0.8	0.5
KCUB	Tucson	B	1290	1.0	1.00	d	Citadel Bcstg Corp	29	0301		d1	Sports	300	0.72	1.0	0.7	0.0	0.9	0.8	1.1	0.6	0.8	0.9
KJLL	South Tucson	B	1330	2.0	5.00		Hudson Comm Inc	57	9612	110		Nws/Tlk/Spt	500	0.86	1.4	1.8	1.6	0.7	1.7	0.9	1.2	1.1	0.6
KTUC	Tucson	C	1400	1.0	1.00	d	Citadel Bcstg Corp	26	0107		d1	Nostalgia	300	0.13	5.4	4.8	3.0	3.9	4.2	4.3	5.2	4.7	4.0
KTZR	Tucson	C	1450	1.0	1.00	c	Clear Channel Comm	47	0107		d2	Span/Mexcn	600	0.80	1.8	1.4	1.1	1.5	1.7	2.1	0.8	1.4	1.9
KFFN	Tucson	C	1490	1.0	1.00	a	Journal Bcst Group	57	9601		c1	Sprts/Talk	700	1.12	1.5	1.1	0.9	1.2	1.7	1.1	0.8	1.4	1.4
● KXEW	South Tucson	B	1600	1.0	1.00	c	Clear Channel Comm	63	0305 p	525		Span/Tejno	700	0.93	1.8	1.5	1.1	2.2	2.0	1.4	1.5	1.3	1.2
# AM Stations -					14	# Combos -					9	AM TOTALS			27.7	22.9	18.7	23.4	25.5	20.9	22.9	24.2	22.4
AM & FM Stations Profiled -					28	# Duopolies -					10	Total Local Commercial Share			82.7	82.8	83.2	84.1	84.3	85.4	85.6	83.5	

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

Metro Rank: 63

Revenue Rank: 85

McAllen-Brownsville-Harlingen, TX Market Overview



Metro Counties / Population (000)

Cameron, TX	348.7
Hidalgo, TX	603.7
Total	952.4

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$15,300	\$16,200	\$18,100	\$20,600	\$20,700	\$24,000	9.4%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
15.9%	\$25,300	\$27,100	\$28,600	\$30,200	\$31,700	5.7%	

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.89/1,000	\$2.86/1,000	Local 88%
Revenue/Capita	\$18.64	\$25.20	\$29.52	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 ^{1/}	8,317.7	NA ^{1/}	8,317.7	11,094.8	5.9%
EBI ^{2/}	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	5		9	10	15	10	25
Tot 12+	2.4		60.0	61.4	62.8	11.3	74.1
Avg 12+	0.5		6.7	6.1	4.2	1.1	3.0
Tot LCS	3.2		81.0	82.9	84.8	15.2	100.0
Avg LCS	0.6		9.0	8.3	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.

Market: McAllen-Brownsville-Harlingen, TX

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• XCAO	Camargo		89.1	0.0	0		BMP Radio LP	02				Mexican				0.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0		
KESO	South Padre	A	92.7	3.0	299	h	Alternative Bcg Corp	96	9611	140		Alternative	100		0.4	0.3	0.0	0.0	0.6	0.0	0.0	0.4	0.5		
KFRQ	Harlingen	C	94.5	100.0	1158	f	Entravision Comm Co	60	0008	55,000	d4	Clsc Rock	2,000	1.05	7.9	5.2	5.3	6.1	6.8	8.0	7.2	7.2	8.7		
KZSP	South Padre	A	95.3	6.0	328	h	Alternative Bcg Corp	90	0002			Jazz/RhyBl	50			0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0		
KBTQ	Harlingen	C	96.1	100.0	988	b	Univision Comm Inc	75	0206 p		st	CHR/Rhymc	1,600	1.15	5.8	7.0	7.9	5.1	4.3	4.3	4.7	4.9	4.1		
KGBT	McAllen	C	98.5	100.0	997	b	Univision Comm Inc	64	0206 p		st	Mexican	3,100	1.00	12.9	9.9	11.8	11.0	10.0	12.3	11.3	8.8	8.4		
KKPS	Brownsville	C	99.5	100.0	1037	f	Entravision Comm Co	78	0008		d4	Tejano	3,700	1.05	14.7	9.9	11.0	11.0	12.9	9.1	10.3	10.0	8.6		
• KTEX	Brownsville	C0	100.3	100.0	1224	c	Clear Channel Comm	75	0009		sw	Country	2,100	1.01	8.7	8.2	8.1	5.6	8.6	6.7	6.1	7.9	8.4		
• KNVO	Port Isabel	C2	101.1	50.0	486	f	Entravision Comm Co	93	0008		d4	Spanish AC	600	0.52	4.8	4.3	2.5	6.8	0.9	1.4	0.0	0.0	0.0		
KILM	Raymondville	C2	102.1	18.0	758		BMP Radio LP	80	0306		g	Mexican	650	2.26	1.2	1.6	0.9	1.1	0.9	0.8	0.5	0.7	0.6		
• KBFM	Edinburg	C0	104.1	100.0	1224	c	Clear Channel Comm	72	0009		sw	CHR	3,400	0.83	17.0	7.8	8.5	11.4	16.3	16.1	17.5	15.6	16.5		
KJAV	Alamo	A	104.9	6.0 cp	328	e	La Radio Cristiana	80	8610	475		Span/Chrst	200	0.83	1.0	0.0	0.0	0.9	0.7	0.6	0.5	0.8	0.0		
• KOXX	Mission	A	105.5	3.0	285	d	Trevino, Edgar	85	9305	350		Span/Varty	300	0.83	1.5	1.4	1.1	1.4	1.0	1.4	1.0	1.5	1.7		
• KMAZ	Mercedes	A	106.3	1.6	650	d	Trevino, Edgar	82	8906	300		Span/Varty	300	1.25	1.0	0.7	0.5	1.0	0.7	1.4	1.1	1.0	1.4		
KVLY	Edinburg	C1	107.9	100.0	719	f	Entravision Comm Co	74	0008		d4	AC	2,400	1.20	8.3	6.1	7.1	6.6	6.8	7.8	8.3	8.5	9.2		
# FM Stations -					15	# Combos -					13	FM TOTALS					85.2	62.8	66.3	68.0	70.5	69.9	68.5	67.3	68.1

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KURV	Edinburg	B	710	1.0	0.91	a	Voice Vally Agricultr	47	8402	1,000		Nws/Tlk/Spt	1,250	1.13	4.6	3.9	4.1	3.8	3.7	2.8	3.4	2.5	2.3		
KVJY	Pharr	B	840	5.0	1.00		Radio Unica	89	0006	2,500		Spn/Nws/Tlk	75		0.6	0.0	0.0	0.3	0.7	0.7	0.5	0.8	1.8		
KRIO	McAllen	B	910	5.0	5.00	g	Rio Grmde Bible Inst	47	8605			Spanish				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	0.0	0.5	0.0	0.5	0.7	1.0	0.4		
KSOX	Raymondville	C	1240	0.5	0.85	a	Voice Vally Agricultr	57	0001	700		Sports			0.4	0.0	0.7	0.6	0.0	0.0	0.4	0.0	0.7		
KRGE	Weslaco	B	1290	5.0	5.00		Christian Ministries	26	9101	300		Span/Chrst	350	0.77	1.9	1.7	1.2	2.2	0.9	1.0	2.3	0.6	0.6		
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	2.7	3.4	3.0	3.4	4.0	6.3	5.0		
KIRT	Mission	B	1580	1.0	0.30		Iglesia Del Pueblo	57	0111	1,050		Spanish	300	0.89	1.4	0.8	1.2	1.2	1.0	1.0	1.9	1.9	1.2		
KBOR	Brownsville	B	1600	1.0	1.00	d	Trevino, Edgar	49	8506	325		Span/Varty	300		0.2	0.8	0.5	0.0	0.4	0.6	0.9	0.5	0.3		
KQXX	Brownsville	B	1700	8.8	0.88	d	Trevino, Edgar	99				Oldies	300	0.89	1.4	1.4	1.0	0.9	1.3	0.7	0.0	0.4	0.1		
# AM Stations -					10	# Combos -					7	AM TOTALS					14.7	11.3	11.4	12.9	11.0	10.7	14.1	14.0	12.4
AM & FM Stations Profiled -					25	# Duopolies -					9	Total Local Commercial Share					74.1	77.7	80.9	81.5	80.6	82.6	81.3	80.5	

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

Metro Rank: 64

Revenue Rank: 59

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
Total	871.4

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$32,800	\$37,200	\$41,400	\$45,000	\$42,400	\$44,600	6.3%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.2%	\$46,500	\$48,800	\$51,000	\$53,800	\$56,500	4.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.98/1,000	\$4.11/1,000	Local	75%		
Revenue/Capita	\$37.40	\$51.18	\$65.35	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 ^{1/}	11,201.3	NA ^{1/}	11,201.3	13,761.6	4.2%
EBI ^{2/}	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	18	7		16	25	15	40
Tot 12+	30.4	39.8		66.0	70.2	16.2	86.4
Avg 12+	1.7	5.7		4.1	2.8	1.1	2.2
Tot LCS	35.2	46.1		76.4	81.3	18.8	100.0
Avg LCS	2.0	6.6		4.8	3.3	1.3	2.5

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

Some stations also rated in Utica-Rome

Market: Albany-Schenectady-Troy, NY

Competitive Overview

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)								
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WFLY	Troy	B	92.3	17.0	850	a	Pamal Broadcasting	48	8702			Hot AC	4,200	1.36	6.9	5.3	5.2	5.5	5.3	6.7	5.4	5.7	6.0	
WKRD	Scolia	A	93.7	1.2	715	h	Galaxy Comm	81	0202	2,400		Modern Rock	100		0.2	0.6	0.5	0.0	0.4	0.4	0.0	0.0	0.0	
WRCZ	Ravena	A	94.5	3.0	328	h	Galaxy Comm	91	0201	3,500	c1	Clisc Rock	800	0.69	2.6	1.5	1.7	2.0	2.8	2.5	1.9	1.4	1.0	
WYJB	Albany	B	95.5	12.0	1024	a	Pamal Broadcasting	66	9312	5,000	c2	Soft AC	5,400	1.24	9.8	7.5	9.2	8.1	8.2	8.4	7.3	8.9	7.2	
● WAJZ	Voorheesville	A	96.3	0.5	961	a	Pamal Broadcasting	92	9608	850		Urban AC	900	0.47	4.3	4.1	3.7	2.5	3.0	3.8	3.4	4.3	3.2	
WDCD	Clifton Park	A	96.7	4.7	328	e	Crawford Bcstg Co	85	9606	820		Christian			0.7	0.6	0.6	0.5	0.4	0.8	0.5	0.5	0.4	
WMYY	Schoharie	A	97.3	0.8	886	d	Capital Media Corp	90	9202	525		Chrst/Talk			0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	
WZEC	Hoosick Falls	A	97.5	0.4	1204		Vox Media Corp	92	0210		g	Hot AC	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBKK	Amsterdam	A	97.7	1.6	623		GEM Associates Ltd	75	9410	400	c5	Classical	300	0.48	1.4	0.6	1.0	0.8	0.8	1.5	1.3	1.0	1.5	
WTRY	Rotterdam	A	98.3	6.0	318	c	Clear Channel Comm	86	0008		g	Oldies	1,700	0.81	4.7	3.6	4.0	4.7	3.0	3.5	4.5	4.8	4.6	
WCKM	Lake George	A	98.5	0.4	1289		Entertronics Inc	94	9404			Oldies	900			0.5	0.0	0.4	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	1.38	7.0	7.0	6.0	5.6	5.9	5.6	6.0	6.1	6.5	
WKLI	Albany	A	100.9	6.0	299	a	Pamal Broadcasting	72	0111		d1	Oldies	900	0.53	3.8	4.8	4.5	5.2	4.1	3.8	3.5	1.5	1.4	
WBUG	Fort Plain	A	101.1	1.3	719	g	Roser	91	9411	400	c1	Country	200		0.7	0.5	1.0	0.8	0.6	0.7	0.7	0.3	0.6	
WQAR	Stillwater	A	101.3	2.9	469	b	Anastos Bcst Group	88	9810	895		AC	300		0.7	0.6	0.5	0.6	0.7	0.8	0.4	0.5	0.5	
WKKF	Ballston Spa	A	102.3	4.1	387	c	Clear Channel Comm	68	9905		d4	CHR	900	0.84	2.4	2.6	2.5	2.2	2.4	1.9	2.4	1.5	1.6	
WEQX	Manchester	B	102.7	1.3	2490		Northshire Comm	84				Altve/MdRck	700	0.98	1.6	1.4	1.0	1.4	1.3	1.4	1.4	1.4	1.2	
WHRL	Albany	A	103.1	6.0	325	c	Clear Channel Comm	66	9906		g3	Alternative	950	0.89	2.4	2.4	2.1	3.0	2.1	1.6	2.4	1.9	2.3	
WQBJ	St. Johnsville	B	103.5	50.0 cp	492	f	Regent Comm	88	0008		sw	Alternative	550	0.65	1.9	1.8	1.6	2.2	1.6	1.3	1.9	1.6	1.5	
WQBK	Rensselaer	A	103.9	6.0	302	f	Regent Comm	72	0008		sw	Alternative	2,800	1.34	4.7	3.7	3.5	3.9	3.7	4.1	3.8	4.3	4.4	
WABT	Mechanicville	A	104.5	5.0	351	f	Regent Comm	93	0008		sw	80s Hits	700	0.78	2.0	1.3	1.9	1.8	1.6	2.0	1.6	1.4	2.6	
WZMR	Altamont	A	104.9	0.5 cp	932	a	Pamal Broadcasting	68	9902	2,200	g	Smooth Jazz	400	0.39	2.3	2.2	1.7	1.4	1.9	1.6	2.5	1.7	2.3	
WPYX	Albany	B	106.5	15.5	902	c	Clear Channel Comm	80	0008		g	Clisc Rock	4,600	1.39	7.4	5.3	4.4	4.7	6.4	6.3	6.3	5.8	6.2	
WFFG	Corinth	A	107.1	2.9	482	i	Vox Media Corp	67	0006		d4	Country	150		0.4	0.8	0.5	0.7	0.5	0.4	0.5	0.0	0.5	
WGNA	Albany	B	107.7	12.5	984	f	Regent Comm	73	0008		sw	Country	6,700	1.21	12.4	11.5	9.0	10.3	11.3	10.1	10.3	9.9	12.3	
# FM Stations -					25	# Combos -					21	FM TOTALS				80.4	70.2	66.1	68.3	68.2	69.2	68.0	64.5	67.8

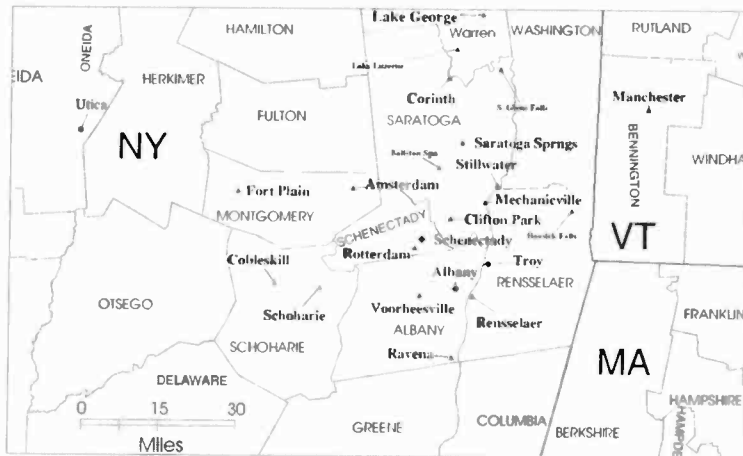
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 64

Revenue Rank: 59

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
Total	871.4

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$32,800	\$37,200	\$41,400	\$45,000	\$42,400	\$44,600	6.3%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.2%	\$46,500	\$48,800	\$51,000	\$53,800	\$56,500	4.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.98/1,000	\$4.11/1,000	Local	75%		
	\$37.40	\$51.18	\$65.35	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 ^{1/}	11,201.3	NA ^{1/}	11,201.3	13,761.6	4.2%
EBI ^{2/}	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	18	7		16	25	15	40
Tot 12+	30.4	39.8		66.0	70.2	16.2	86.4
Avg 12+	1.7	5.7		4.1	2.8	1.1	2.2
Tot LCS	35.2	46.1		76.4	81.3	18.8	100.0
Avg LCS	2.0	6.6		4.8	3.3	1.3	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 Utica-Rome

AM Stations

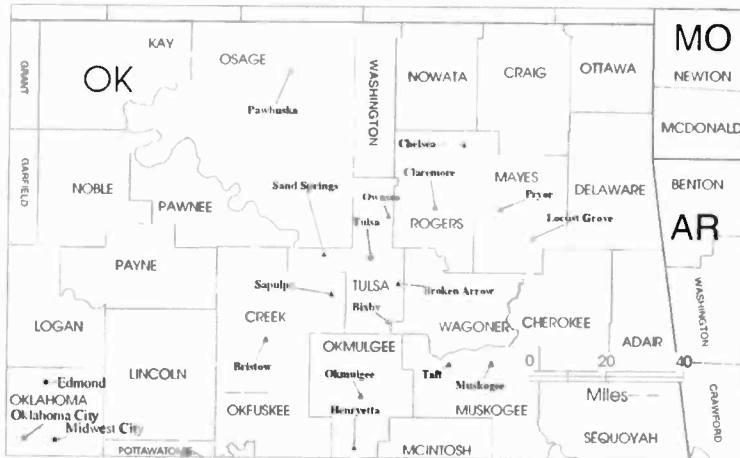
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WROW	Albany	B	590	5.0	1.00	a	Pamal Broadcasting	47	9312		c2	News/Talk	1,000	0.59	3.8	3.9	4.9	3.3	3.4	2.9	2.6	3.9	2.4	
WGY	Schenectady	A	810	50.0	50.00	c	Clear Channel Comm	22	9906		g3	News/Talk	3,500	0.98	8.0	6.7	7.0	6.8	6.3	6.3	6.6	7.5	7.3	
WUAM	Saratoga Springs	D	900	0.3	0.05	b	Anastos Bcst Group	64	9908	100		AdStd/Nstlg	50		0.1	0.2	0.1	0.0	0.4	0.0	0.0	0.0	0.0	
WOFX	Troy	B	980	5.0	5.00	c	Clear Channel Comm	40	0008	1,590		Sports	550	0.95	1.3	0.8	0.8	1.1	1.0	1.2	1.2	1.0	0.7	
WABY	Mechanicville	B	1160	5.0	0.57	b	Anastos Bcst Group	81	0012			AdStd/Nstlg	50		0.6	0.6	0.6	0.8	0.5	0.4	0.5	0.5	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	0.0	0.0	0.4	0.0	0.0	0.0	0.5	
WTMM	Rensselaer	B	1300	5.0	5.00	f	Regent Comm	61	0008		sw	Sprts/Talk	100	0.19	1.2	1.5	1.0	1.5	1.6	1.2	0.5	0.8	1.0	
WHAZ	Troy	D	1330	1.0	0.05	d	Capital Media Corp	22	8707	300		Chrst/Talk			0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	
• WAMC	Albany	C	1400	1.0	1.00	h	WAMC/NE Pub Radio	34	0303	500		Modern Rock	50		0.1	0.0	0.1	0.0	0.0	0.0	0.0	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	0.0	0.0	0.1	0.1	0.2	
WCSS	Amsterdam	C	1490	1.0	1.00		IZ Communications	48	9910	188		AC/Oldes	300		0.8	0.9	0.6	0.5	0.7	0.5	0.8	0.6	0.6	
WPTR	Albany	B	1540	50.0	50.00	e	Crawford Bcstg Co	48	9510	700		Adlt Stndrd	300	0.21	3.2	1.6	2.7	2.3	2.5	2.1	2.3	3.8	3.2	
WBUG	Amsterdam	B	1570	1.0	0.20	g	Roser	61	9411		c1	Country			0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.5	0.0	
				# AM Stations -		15	# Combos -		12	AM TOTALS						19.5	16.2	18.0	16.3	17.1	14.6	14.6	18.9	17.0
				AM & FM Stations Profiled -		40	# Duopolies -		11	Total Local Commercial Share						86.4	84.1	84.6	85.3	83.8	82.6	83.4	84.8	

• 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
Total	852.7

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$33,500	\$36,600	\$39,800	\$41,500	\$41,700	\$44,800	6.0%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.4%	\$47,200	\$50,500	\$53,300	\$56,200	\$59,000	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.79/1,000	\$3.86/1,000	Local	83%		
	\$42.05	\$52.54	\$67.86	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 ^{1/}	11,821.9	NA ^{1/}	11,821.9	15,274.4	5.3%
EBI ^{2/}	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

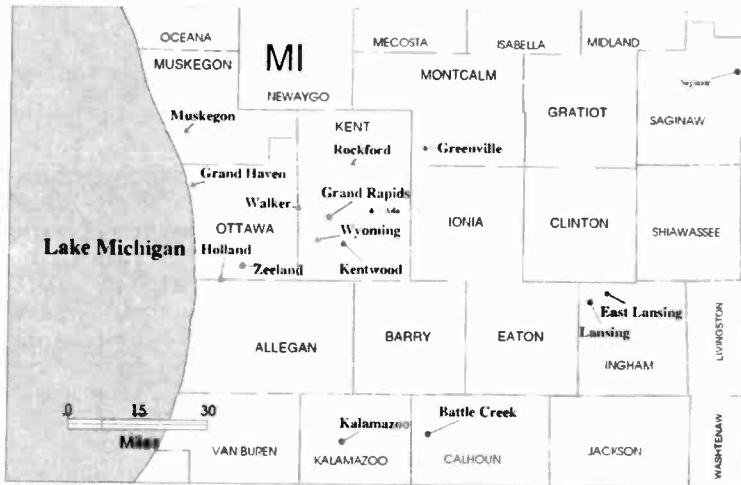
FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		15	15	21	12	33
Tot 12+	6.3		64.9	68.7	71.2	16.0	87.2
Avg 12+	1.1		4.3	4.6	3.4	1.3	2.6
Tot LCS	7.2		74.4	78.8	81.7	18.3	100.0
Avg LCS	1.2		5.0	5.3	3.9	1.5	3.0

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

Metro Rank: 66

Revenue Rank: 61

Grand Rapids, MI Market Overview



Metro Counties / Population (000)

Kent, MI	585.3
Ottawa, MI	246.6
Total	831.9

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$35,700	\$38,600	\$39,300	\$44,900	\$39,900	\$44,500
Revenue/Retail Sales Revenue/Capita	1997	2002	2007		Est. Breakout		
	NA ^{1/}	\$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)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	755.7	831.9	1.9%	831.9	882.4
Households	269.8	302.7	2.3%	302.7	324.2	1.4%
Retail Sales	NA ^{1/}	11,559.9	NA ^{1/}	11,559.9	14,607.8	4.8%
EBI ^{2/}	12,666.7	15,997.6	4.8%	15,997.6	21,340.0	5.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	11		14	15	14	29
Tot 12+	10.3	52.4		62.4	62.7	14.1	76.8
Avg 12+	2.6	4.8		4.5	4.2	1.0	2.6
Tot LCS	13.4	68.2		81.3	81.6	18.4	100.0
Avg LCS	3.4	6.2		5.8	5.4	1.3	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 Kalamazoo and Muskegon.
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)									
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
WGHN	Grand Haven	A	92.1	3.0	246	g	WGHN Inc	69	8312	430	c1	AC	225		0.5	0.3	0.0	0.7	0.5	0.4	0.3	0.5	0.5		
WBCT	Grand Rapids	B	93.7	320.0	781	f	Clear Channel Comm	51	9604	42,250	c3	Country	6,800	1.31	11.7	9.5	10.4	9.6	9.9	8.6	8.3	10.0	9.3		
WKLQ	Holland	B	94.5	50.0	499	a	Citadel Bcstg Corp	61	0007		g4	Rock	2,600	0.75	7.8	3.9	4.5	4.7	5.8	6.6	6.1	6.0	4.7		
WLTI	Grand Rapids	B	95.7	40.0	551	e	Regent Comm	62	0008		sw	AC	5,000	1.87	6.0	4.6	5.0	5.2	4.6	4.1	5.3	4.8	4.9		
WVVT	Holland	B	96.1	45.0	492	f	Clear Channel Comm	62	9703	4,100		CHR	1,400	0.83	3.8	2.9	3.5	2.3	2.8	3.1	2.8	3.4	3.3		
WLAV	Grand Rapids	B	96.9	50.0	489	a	Citadel Bcstg Corp	47	0007		g4	Clsc Rock	5,500	1.53	8.1	5.6	6.0	6.4	7.3	6.3	5.9	5.9	7.4		
WGRD	Grand Rapids	B	97.9	13.0	591	e	Regent Comm	62	0008		sw	Modern Rock	3,000	1.02	6.6	4.8	5.0	5.0	6.4	4.4	5.2	4.7	5.1		
WFGR	Grand Rapids	A	98.7	2.8	492	e	Regent Comm	92	0206		g	Classical	500	0.40	2.8	2.5	2.5	2.2	1.6	3.2	2.3	1.7	2.0		
WJQK	Zeeland	A	99.3	4.7	371	c	Lanser Bcstg Corp	71	8612	844		ChrsContem	1,900	1.26	3.4	4.0	3.2	2.8	2.5	3.3	2.3	2.7	1.7		
WTRV	Walker	A	100.5	3.5	302	e	Regent Comm	93	0008		sw	Soft AC	1,300	0.68	4.3	3.5	2.6	4.2	3.7	2.6	2.8	4.4	2.9		
WBFX	Grand Rapids	B	101.3	50.0	420	f	Clear Channel Comm	65	9711		g2	Clsc Rock	1,400	0.68	4.6	3.6	3.9	4.0	3.8	3.9	3.2	3.7	3.4		
WFUR	Grand Rapids	B	102.9	50.0	492	d	Kuiper Stations	60				ChrsContem	400	0.56	1.6	1.5	1.6	1.7	1.3	1.4	1.2	1.1	1.3		
WSNX	Muskegon	B	104.5	32.0	620	f	Clear Channel Comm	71	9910	1,100	c4	CHR	3,300	0.71	10.5	7.2	6.2	6.8	8.1	9.7	8.2	7.2	7.2		
WOOD	Grand Rapids	B	105.7	265.0	810	f	Clear Channel Comm	62	9604		c3	AC	3,200	1.06	6.8	4.7	5.8	5.7	4.9	4.6	7.4	4.7	4.9		
WODJ	Greenville	B	107.3	50.0	492	a	Citadel Bcstg Corp	62	0007		g4	Oldies	1,600	0.77	4.7	4.1	3.4	3.6	3.9	3.6	3.6	3.6	4.3		
# FM Stations -					15	# Combos -					15	FM TOTALS					83.2	62.7	63.6	64.9	67.1	65.8	64.9	64.4	62.9

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)									
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
WMFN	Zeeland	B	640	1.2	0.23	b	Birach Bcstg Corp	90	0112	1,900	c5	Sprts/Talk			2.5	0.0	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	0.36	2.5	1.6	1.5	1.3	1.6	1.7	2.7	1.8	2.6		
• WJNZ	Kentwood	D	1140	5.0	0.00	h	Goodrich Radio Mktg	78	9610	200		Urban AC	500	0.62	1.0	1.1	1.2	1.0	1.1	1.7	1.4	1.5	2.5		
WTKG	Grand Rapids	C	1230	1.0	1.00	f	Clear Channel Comm	45	9701		g2	News/Talk	500	1.02	1.1	0.7	1.0	1.0	1.1	0.5	1.1	0.7	0.5		
• WPNW	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	1.06	7.4	6.5	6.7	5.5	5.1	4.7	5.9	7.7	6.8		
WBBL	Grand Rapids	C	1340	1.0	1.00	a	Citadel Bcstg Corp	40	0007		g4	Sports	600	0.67	2.0	1.6	2.2	2.1	1.7	1.7	1.7	1.2	0.9		
WGHN	Grand Haven	D	1370	0.5	0.00	g	WGHN Inc	56	8312		c1	AC	50		0.1	0.1	0.0	0.0	0.0	0.2	0.1	0.0	0.0		
WNWZ	Grand Rapids	D	1410	1.0	0.05	e	Regent Comm	47	0008		na	Mexican	200		0.1	1.3	0.0	0.0	0.4	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	1.2	0.7	0.7	0.5	0.0	0.5	1.0	0.5		
WGVU	Kentwood	B	1480	2.0	5.00	i	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	0.0	0.8	0.6	1.2	0.0	0.4	0.0	0.6		
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	0.0	0.0	0.4		
• WDSS	Ada	B	1680	10.0	cp 0.68	h	Goodrich Radio Mktg	99	9610	200		Oldes/Rhymc	100		0.7	0.0	0.4	0.6	0.5	0.7	0.4	0.6	1.6		
# AM Stations -					14	# Combos -					12	AM TOTALS					16.8	14.1	14.5	12.8	13.2	11.2	14.2	14.5	16.4
AM & FM Stations Profiled -					29	# Duopolies -					9	Total Local Commercial Share					76.8	78.1	77.7	80.3	77.0	79.1	78.9	79.3	

• 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
Total	745.4

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$22,200	\$24,600	\$27,700	\$32,300	\$31,700	\$35,200	9.6%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	11.0%	\$37,700	\$40,900	\$44,000	\$46,400	\$48,700	6.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.02/1,000	\$3.05/1,000	Local	85%		
	\$37.94	\$47.22	\$55.86	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 ^{1/}	11,673.7	NA ^{1/}	11,673.7	15,972.6	6.5%
EBI ^{2/}	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	2		18	19	20	10	30
Tot 12+	2.4		68.9	70.7	71.3	12.7	84.0
Avg 12+	1.2		3.8	3.7	3.6	1.3	2.8
Tot LCS	2.9		82.0	84.2	84.9	15.1	100.0
Avg LCS	1.4		4.6	4.4	4.2	1.5	3.3

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

Market: Ft. Myers-Naples-Marco Island, FL

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)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
	WAFZ	Immokalee	A	92.1	4.1	397	Shadowlawn Assn Inc	84	0103			Intl/Mexcn				1.8	2.4	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	0.57	3.5	1.2	1.4	3.3	2.5	3.3	0.0	0.0	0.0
●	WTLT	Naples	C3	93.7	21.0	328	c Meridian Bcstg	71	9612		c2	2 AC	800	0.65	3.5	3.6	3.0	4.0	1.8	3.2	3.6	2.4	2.5
	WARO	Naples	C	94.5	100.0	1014	c Meridian Bcstg	62	9612		c2	2 Clsc Rock	2,300	1.45	4.5	3.2	3.2	3.7	3.8	3.5	2.1	3.4	2.8
	WOLZ	Fort Myers	C1	95.3	79.0	476	d Clear Channel Comm	70	9703	11,000	d1	1 Oldies	3,900	1.40	7.9	4.9	4.3	6.0	7.2	7.5	7.1	5.2	6.2
	WRXK	Bonita Springs	C	96.1	100.0	1119	a Beasley Bcst Group	74	8608	3,500		Clsc Rock	3,100	2.10	4.2	4.7	4.5	3.2	3.9	4.1	3.7	5.2	5.0
	WINK	Fort Myers	C	96.9	100.0	1322	b Ft Myers Bcstg Co	64			2	Hot AC	2,900	1.92	4.3	3.0	3.1	3.3	3.9	2.8	3.4	5.1	4.9
	WTLO	Punta Rassa	C3	97.7	14.5	430	b Ft Myers Bcstg Co	99	0010	7,000		Span/Trpcl	1,400	1.33	3.0	1.8	1.6	2.0	3.1	2.3	3.1	2.1	2.6
●	WNRW	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	3.3	2.4	2.9	3.0	1.9	2.9	1.7	2.2
	WGUF	Marco	A	98.9	6.0	328	f Renda Bcstg Corp	90	9705	2,000		Clsc Hits	200		0.5	0.6	0.7	0.0	0.8	0.6	0.6	0.4	0.0
	WJBX	Fort Myers Beach	C2	99.3	45.0	466	a Beasley Bcst Group	83	9802	6,000	d3	Alternative	2,100	1.61	3.7	3.0	2.5	3.2	3.0	3.5	4.4	5.3	6.6
●	WCKT	Port Charlotte	C1	100.1	100.0	476	d Clear Channel Comm	76	9703		d1	1 Talk	500	0.65	2.2	2.3	1.5	2.2	1.5	2.1	1.9	1.1	3.8
	WAVV	Marco	C1	101.1	100.0	981	Alpine Bcstg Corp	87				Easy	2,400	0.47	14.5	11.4	12.8	12.9	11.4	12.2	11.5	11.0	11.7
	WWGR	Fort Myers	C	101.9	100.0	991	f Renda Bcstg Corp	69	9407	4,000		Country	2,300	1.09	6.0	5.3	6.5	4.6	5.5	5.8	5.5	5.0	4.8
●	WJGO	Tice	C2	102.9	50.0	466	f Renda Bcstg Corp	99	0010	7,000		Oldies	650	0.64	2.9	3.2	1.3	2.6	2.2	3.4	1.8	2.3	2.8
	WXKB	Cape Coral	C	103.9	100.0	1119	a Beasley Bcst Group	75	9411	3,500		Adult CHR	3,000	1.74	4.9	3.5	3.3	4.0	4.2	3.8	4.8	9.1	8.7
	WSGL	Naples	C2	104.7	20.0	433	f Renda Bcstg Corp	80	9812	3,650		Hot AC	700	1.24	1.6	1.2	1.0	1.6	1.0	1.0	2.1	1.4	1.1
	WBTT	Naples Park	C2	105.5	23.5 cp	722	d Clear Channel Comm	87	9607		g1	1 Rhythm/Blue	850	0.38	6.4	4.6	5.5	5.5	5.3	5.5	5.2	2.0	2.5
●	WJPT	Fort Myers	C2	106.3	50.0	466	a Beasley Bcst Group	92	9802		d3	Adlt Stndrd	700	0.27	7.3	4.3	6.9	6.6	5.7	3.3	3.6	4.7	2.8
●	WDRR	Lehigh Acers	C2	107.1	23.5	722	d Clear Channel Comm	76	9607		g1	1 Country	2,900	1.50	5.5	4.4	3.8	3.7	5.6	5.0	5.1	4.6	4.1
				# FM Stations -		20	# Combos -	17				FM TOTALS			89.9	71.3	71.7	75.3	75.4	74.8	72.4	72.0	75.1

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)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
	WWCN	North Fort Myers	B	770	10.0	1.00	a Beasley Bcst Group	83	8711	300		Sprts/Talk	400		0.8	1.2	1.1	0.4	0.9	0.4	0.6	0.9	1.0
●	WPTK	Pine Island	B	1200	10.0	1.00	b Ft Myers Bcstg Co	86	9508	560	2	Span/Trpcl	100	0.20	1.4	0.7	1.1	0.6	1.8	1.6	1.6	1.7	1.5
●	WINK	Fort Myers	C	1240	1.0	1.00	b Ft Myers Bcstg Co	40			2	News/Talk			3.6	3.8	3.2	2.4	3.6	3.0	4.6	3.1	2.8
	WNOG	Naples	B	1270	5.0	1.90	c Meridian Bcstg	54	9612		c2	2 News/Talk	1,400	1.89	2.1	3.2	2.6	2.0	1.5	1.8	2.3	2.0	2.5
	WCRM	Fort Myers	D	1350	2.0	0.15	Manna Chrstn Mission	64	8904	450		Spn/Cst/Var	100		0.2	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	0.0	0.4	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	1.5	1.3	0.7	0.7	1.3	0.6	1.9	1.8
	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	1.3	0.5	1.0	0.5	1.3	0.7	1.4	0.8
	WCNZ	Marco Island	B	1660	10.0	1.00	e All Financial Ntwk	99	0110		d2	Nws/BNw/Tlk			0.2	1.0	0.6	0.4	0.0	0.6	0.0	0.0	0.0
				# AM Stations -		10	# Combos -	6				AM TOTALS			10.0	12.7	10.4	7.9	9.0	10.0	10.4	11.0	10.4
				AM & FM Stations Profiled -		30	# Duopolies -	10				Total Local Commercial Share				84.0	82.1	83.2	84.4	84.8	82.8	83.0	85.5

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 68

Revenue Rank: 58

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 ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$31,000	\$33,200	\$36,100	\$40,300	\$42,500	\$44,700	7.6%
	<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>
	5.2%	\$48,200	\$52,100	\$57,300	\$60,500	\$63,500	7.3%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$5.49/1,000	\$6.09/1,000	Local 70%
Revenue/Capita	\$39.85	\$53.72	\$69.79	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	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 ^{1/}	8,141.8	NA ^{1/}	8,141.8	10,419.6	5.1%
EBI ^{2/}	8,615.3	10,004.8	3.0%	10,004.8	11,860.5	3.5%

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)	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	23		21	27	17	44
Tot 12+	5.4	65.7		69.4	71.1	14.2	85.3
Avg 12+	1.4	2.9		3.3	2.6	0.8	1.9
Tot LCS	6.3	77.0		81.4	83.4	16.6	100.0
Avg LCS	1.6	3.3		3.9	3.1	1.0	2.3

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

Some stations also rated in Visalia and Merced.

ARB 12+ Metro Shares (see rights)

Competitive Overview

Market: Fresno, CA

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		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
KZFO	Clovis	B	92.1	36.9	568	d	Entravision Comm Co	74	0008		g4	Span/CHR	600	0.71	1.9	1.5	2.0	1.9	2.0	1.7	1.5	1.1	0.8
KFSO	Visalia	B	92.9	17.5	853	e	Clear Channel Comm	51	0008		g	Oldies	1,400	1.01	3.1	3.3	2.0	2.2	2.7	1.9	2.6	3.4	2.7
KSKS	Fresno	B	93.7	68.0	1903	f	Infinity Bcstg	46	0102		g2	Country	4,000	1.42	6.3	4.0	3.8	6.8	6.1	4.5	5.8	5.0	5.0
KOKO	Kerman	A	94.3	6.0	328	e	Big Bcst of AZ LLC	90	9812	1,140		Oldies	500	0.66	1.7	0.7	0.9	1.0	1.1	2.0	0.8	1.8	1.6
KBOS	Tulare	B	94.9	16.5	850	e	Clear Channel Comm	65	0008		g	CHR	3,300	1.17	6.3	6.0	4.5	4.8	5.2	6.1	5.6	4.3	5.5
KBHH	Kerman	A	95.3	6.0	328	h	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	b	Mondosphere Bcstg	70	9512	3,000	c1	Clsc Rock	2,200	1.07	4.6	4.0	4.0	4.2	3.9	3.9	3.8	4.1	3.5
KEZL	Fowler	B1	96.7	25.0	328	e	Clear Channel Comm	80	0008		g	Smooth Jazz	1,500	0.93	3.6	3.2	3.3	2.8	3.3	3.4	3.2	2.3	2.6
KSEQ	Visalia	B	97.1	17.0	778		Buckley Bcstg Corp	84	8912	See (104)		CHR	n/a		6.1	6.1	4.3	5.6	6.0	5.4	4.8	4.3	3.8
KMGV	Fresno	B	97.9	2.1	2005	f	Infinity Bcstg	49	0102		g2	Oldies	2,200	1.05	4.7	4.0	4.5	3.5	3.7	4.6	3.8	3.8	4.0
KSOE	Dinuba	B	98.9	19.0	820	e	Clear Channel Comm	75	0008		g	Soft AC	2,100	0.85	5.5	3.1	3.9	2.8	4.7	5.6	3.9	4.5	3.7
KJWL	Fresno	A	99.3	5.0	348		JSA Broadcasting	94				Adlt Stndrd	950	0.37	5.8	4.3	4.2	5.3	5.7	4.8	4.3	4.8	3.6
KNGS	Coalinga	B	100.1	19.0 cp	794	a	Zawilla, William L	99				Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMAK	Orange Cove	A	100.3	0.1	2074		Smith, Richard B.	90				Clsc Hits	50		0.4	0.4	0.6	1.1	0.9	0.5	0.0	0.0	0.0
KVSR	Fresno	B	101.1	10.0	1076	f	Infinity Bcstg	63	0102		g2	CHR	1,200	0.87	3.1	3.9	3.8	3.0	3.1	2.2	2.5	2.7	2.9
KOQQ	Fresno	B	101.9	2.3	1959	f	Infinity Bcstg	48	0102		g2	Span/Mexcn	1,700	0.76	5.0	2.6	4.5	4.6	3.6	3.4	5.9	3.8	5.6
KXQX	Corcoran	B1	102.3	19.5	381	g	RAK Comm Inc	99	9408	See (104)		Span/Mexcn	n/a		0.2	0.1	0.0	0.1	0.2	0.0	0.3	0.1	0.0
KALZ	Fresno	B	102.7	50.0	499	e	Clear Channel Comm	62	0008		g	Hot AC	1,600	0.92	3.9	3.9	2.8	2.8	3.2	3.7	3.0	3.3	3.5
KAAT	Oakhurst	B1	103.1	25.0	-194		Calif-Sierra Corp	82				AC	350			0.5	0.6	0.4	0.0	0.0	0.0	0.0	0.0
KRZR	Hanford	B	103.7	50.0	499	e	Clear Channel Comm	76	0008		g	AOR	2,100	1.00	4.7	4.2	3.9	5.6	4.3	3.4	3.8	4.3	4.0
KFRR	Woodlake	B	104.1	17.0	853	b	Mondosphere Bcstg	92				Alternative	1,250	0.76	3.7	3.7	2.5	3.0	2.8	3.6	2.8	3.3	2.7
KLBN	Auberry	B1	105.1	0.6	1870	c	Lotus Comm Corp	92	9408	1,500		Span/Mexcn	2,500	1.22	4.6	2.9	4.0	3.0	3.2	4.3	4.8	3.2	6.0
KWOL	San Joaquin	B1	105.5	25.0	328	b	Mondosphere Bcstg	99				Country	400	0.53	1.7	1.4	2.6	1.4	1.0	1.1	1.8	1.9	1.9
KRNC	Fresno	B	105.9	2.4	1959	f	Infinity Bcstg	79	0102		g2	Spanish AC	700	0.71	2.2	2.2	1.3	1.7	1.2	2.5	1.8	1.9	2.4
KMMM	Madera	B1	107.1	9.9	515	c	Lotus Comm Corp	92	9904	4,500		Spanish	700	0.75	2.1	1.5	1.8	2.1	2.0	1.3	2.3	1.6	2.0
● KMPH	Hanford	B	107.5	24.6 cp	705		Pappas Telecasting	76	9202	550		News/Talk	500	0.75	1.5	1.8	1.4	1.1	1.2	1.4	1.0	1.5	0.9
KZOL	North Fork	B1	107.9	1.8	1227		Univision Comm Inc	94	0206 p		st	Mexican	250		0.8	1.8	2.0	1.9	2.2	0.4	0.0	0.0	0.0
			# FM Stations -		27	# Combos -		18					FM TOTALS		83.5	71.1	69.2	72.7	73.3	71.7	70.1	67.0	68.7

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 68

Revenue Rank: 58

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
		\$31,000	\$33,200	\$36,100	\$40,300	\$42,500	\$44,700
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.49/1,000	\$6.09/1,000	Local	70%		
	\$39.85	\$53.72	\$69.79	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 ^{1/}	8,141.8	NA ^{1/}	8,141.8	10,419.6	5.1%
EBI ^{2/}	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	23		21	27	17	44
Tot 12+	5.4	65.7		69.4	71.1	14.2	85.3
Avg 12+	1.4	2.9		3.3	2.6	0.8	1.9
Tot LCS	6.3	77.0		81.4	83.4	16.6	100.0
Avg LCS	1.6	3.3		3.9	3.1	1.0	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 Visalia and Merced.
ARB 12+ Metro Shares (see rights)

AM Stations		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	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001			
KMJ	Fresno	B	580	50.0 cp	50.00	f	Infinity Bcstg	25	0102		g2	Nws/Tlk/Spt	8,300	1.84	10.1	9.1	9.4	7.6	7.3	8.1	7.8	10.8	10.1			
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	f	Infinity Bcstg	77	0102		g2	Span/Oldes	200	0.34	1.3	0.5	0.4	1.1	0.9	0.9	1.1	1.5	1.7			
KBIF	Fresno	B	900	1.0	0.50	j	Gore-Overgaard Bcstg	47	9803	900		Relgn/Asian	300		0.6	0.7	1.0	1.6	0.6	0.0	0.0	1.4	0.9			
KWRU	Fresno	B	940	50.0	50.00		Radio Unica	37	0004	7,500		Spn/Tlk/Spt	2,400	2.68	2.0	1.2	1.9	1.2	1.1	1.7	1.6	2.3	1.7			
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	e	Clear Channel Comm	46	0008		g	Christian	150		0.1	0.0	0.5	0.0	0.0	0.4	0.0	0.0	0.0			
KOEQ	Fowler	B	1210	0.4	0.00	i	RAK Comm Inc	62	9404	62	st	Mexican	300		0.6	0.3	0.0	0.2	0.6	0.0	0.5	0.9	0.6			
KYNO	Fresno	B	1300	5.0	1.00		Spanish Catholic	47	9909	800		Span/Relgn	50		0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.0			
KCBL	Fresno	C	1340	1.0	1.00	e	Clear Channel Comm	53	0008		g	Sports	100		0.2	0.5	0.6	0.4	0.0	0.0	0.5	0.0	0.4			
• KVBL	Visalia	C	1400	1.0	1.00	e	Clear Channel Comm	48	0008		g	Sports	100			0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0			
KFIG	Fresno	B	1430	5.0	5.00		Radio Central LLC	38	0211	2,000		Sprts/Talk	300		0.7	0.5	0.0	0.9	0.5	0.8	0.4	0.7	1.0			
KKFO	Coalinga	D	1470	0.5	0.03	a	Zawilla, William L		50			Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KIRV	Fresno	D	1510	10.0	0.00	j	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	i	RAK Comm Inc	62	9408	212		Span/Trpcl	50		0.1	0.8	0.0	0.0	0.5	0.0	0.0	0.0	0.0			
KGST	Fresno	B	1600	5.0	5.00	c	Lotus Comm Corp	49	8505	1,764		Span/Mexcn	300		0.7	0.5	1.3	0.9	0.7	0.0	0.9	0.7	0.4			
• KAVT	Fresno	B	1630	10.0	1.00	g	RAK Comm Inc		01			Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations - 17 # Combos - 11 AM & FM Stations Profiled - 44 # Duopolies - 13																AM TOTALS		16.5	14.2	15.6	13.9	12.2	11.9	12.8	18.7	16.8
																Total Local Commercial Share		85.3	84.8	86.6	85.5	83.6	82.9	85.7	85.5	

• Indicates a change since last edition
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
Total	765.7

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

ESTIMATED GROSS REVENUES ★★★

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$24,200	\$23,800	\$26,500	\$26,000	\$24,500	\$26,600	1.9%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
8.6%	\$27,800	\$29,700	\$31,300	\$33,000	\$34,700	5.4%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.95/1,000	\$3.31/1,000	Local 86%
Revenue/Capita	\$32.38	\$34.74	\$44.90	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 ^{1/}	9,011.8	NA ^{1/}	9,011.8	10,490.6	3.1%
EBI ^{2/}	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	16	5		11	21	18	39
Tot 12+	24.9	32.6		52.8	57.5	16.5	74.0
Avg 12+	1.6	6.5		4.8	2.7	0.9	1.9
Tot LCS	33.6	44.1		71.4	77.7	22.3	100.0
Avg LCS	2.1	8.8		6.5	3.7	1.2	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 (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)															
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001								
WQFM	Nanticoke	A	92.1	0.7	994	c	Shamrock Comm Inc	73	9408	na	2	Oldies	1,000	0.87	4.3	3.2	3.3	3.5	3.8	3.7	3.0	2.7	4.0							
WMGS	Wilkes-Barre	B	92.9	5.3	1385	d	Citadel Bcstg Corp	46	0101	g2		AC	2,500	0.84	11.2	9.9	10.2	10.1	9.5	8.1	7.8	8.6	6.7							
WSBG	Stroudsburg	A	93.5	0.6	764	a	Nassau Bcstg Ptrs LP	64	0205	sw		Modern Rock	1,725	2.16	3.0	1.9	2.3	1.7	2.2	2.0	2.6	2.3	2.1							
WCWQ	Dallas	A	93.7	1.5	679	d	Citadel Bcstg Corp	89	9803	6,000	d1	Modern Rock	700	0.69	3.8	2.1	2.2	2.2	1.8	2.6	4.5	2.5	3.8							
WCWI	Carbondale	A	94.3	1.1 cp	771	d	Citadel Bcstg Corp	65	9803		d1	Country	200		0.4	0.0	0.0	0.4	0.8	0.1	0.2	0.2	0.2							
WBHD	Olyphant	A	95.7	0.6	1011	d	Citadel Bcstg Corp	91	9904	2,500	d1	Rock/Talk	200	0.75	1.0	0.2	0.1	0.9	0.6	0.6	0.4	1.3	1.5							
● WGGI	Benton	A	95.9	4.2 cp	384	e	Entercom	85	9912		g1	Country			0.6	0.2	0.6	0.3	0.6	0.4	0.4	0.5	0.4							
WBHT	Mountain Top	A	97.1	0.5	1102	d	Citadel Bcstg Corp	92	9811	1,200	+	CHR	1,000	0.60	6.3	3.7	4.9	4.7	4.8	4.4	5.1	4.7	4.3							
WBSX	Hazleton	B	97.9	17.5	728	d	Citadel Bcstg Corp	49	9707		g2	Modern Rock	700	0.94	2.8	2.5	3.2	3.1	2.7	2.0	2.0	1.8	2.9							
WKRZ	Wilkes-Barre	B	98.5	8.7	1171	e	Entercom	47	9912		g1	CHR	5,600	1.54	13.7	9.0	8.0	6.8	10.8	9.5	10.4	10.8	10.2							
WQFN	Forest City	A	100.1	0.8	935	c	Shamrock Comm Inc	00			2	Oldies			0.8	0.8	0.5	0.5	0.6	0.7	0.4	0.6	0.5							
WGGY	Scranton	B	101.3	7.0	1109	e	Entercom	48	9912		g1	Country	3,600	0.97	14.0	9.9	9.2	9.4	11.7	10.0	11.0	9.9	9.3							
WDMT	Pittston	A	102.3	5.8	72	e	Entercom	83	9912		g1	Clsc Hits	1,100	1.43	2.9	2.8	3.6	2.7	1.7	2.8	1.9	2.4	2.3							
WAMT	Freeland	A	103.1	0.7	679	e	Entercom	76	9912		g1	Clsc Hits			0.9	0.3	0.4	0.6	0.7	0.5	0.9	0.7	0.9							
WKAB	Berwick	A	103.5	4.1	387		4M Bcstg Inc	92				Clsc Hits	450	0.77	2.2	1.9	1.2	1.6	1.5	1.6	2.2	1.3	1.4							
WWDL	Scranton	A	104.9	0.3	1093	b	Lane, Douglas	64			1	AC	400	1.00	1.5	1.4	1.4	1.5	1.3	1.0	1.3	1.0	1.2							
WPZX	Pocono Pines	A	105.9	6.0	328		STPM Radio	00			2	Clsc Rock			0.1	0.1	0.3	0.1	0.2	0.1	0.0	0.1	0.1							
● WFYF	Bloomsburg	B	106.5	10.5	1027		Max Media Properties	56	0307 p		g	Hot AC	450	1.30	1.3	1.3	0.9	1.0	1.2	0.6	1.3	0.8	1.7							
WEZX	Scranton	A	106.9	1.5	617	c	Shamrock Comm Inc	67			2	Clsc Rock	2,900	1.17	9.3	5.9	6.8	8.3	6.5	8.9	6.2	6.7	6.9							
WCWY	Tunkhannock	A	107.7	0.2	1161	d	Citadel Bcstg Corp	90	9712	815	c2	AC			0.1	0.1	0.1	0.0	0.0	0.2	0.0	0.1	0.0							
WKRF	Tobyhanna	A	107.9	0.8	876	e	Entercom	93	9912		g1	CHR			1.0	0.3	0.4	0.6	0.9	1.1	1.0	0.2	0.5							
# FM Stations -														21	# Combos -		18	FM TQTALS				81.2	57.5	59.6	60.0	63.9	60.9	62.6	59.2	60.9

● Indicates a change since last edition

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Market Summary

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Tot 12+	24.9	32.6		52.8	57.5	16.5	74.0
Avg 12+	1.6	6.5		4.8	2.7	0.9	1.9
Tot LCS	33.6	44.1		71.4	77.7	22.3	100.0
Avg LCS	2.1	8.8		6.5	3.7	1.2	2.6

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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)								
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WARM	Scranton	B	590	5.0	5.00	d	Citadel Bcstg Corp	40	9707		g2	Nws/Tlk/Spt	500	0.99	1.9	1.7	1.2	1.6	1.2	1.4	1.7	1.4	1.2	
• WEJL	Scranton	D	630	2.0	0.03	c	Shamrock Comm Inc	22			2	Sports	400	0.88	1.7	1.5	0.3	0.5	1.0	1.2	1.7	1.2	0.8	
WNAK	Nanticoke	D	730	1.0	0.01		Seven Thirty Bctrs	47	6603			Easy	750	0.59	4.8	4.9	4.3	4.8	3.6	4.6	2.4	3.8	4.6	
• WQOR	Olyphant	D	750	1.6	0.00		Holy Family Comm	87	0304	170		DARK	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	2.0	2.0	2.3	1.5	1.1	1.5	0.9	2.2	
WGBI	Scranton	B	910	1.0	0.50	e	Entercom	25	9912		g1	Nws/Tlk/Spt			0.4	0.4	0.7	0.4	0.4	0.2	0.2	0.3	1.4	
WHLM	Bloomsburg	D	930	1.0 cp	0.02		Columbia Bcstg Co	47	0109	45		AC	150			0.5	0.4	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	0.0	0.0	0.6	0.1	0.0	0.0	0.0	
WILK	Wilkes-Barre	B	980	5.0	1.00	e	Entercom	47	9912		g1	News/Talk	900	0.79	4.3	3.0	2.6	3.3	3.4	3.8	2.6	3.2	5.3	
WBAX	Wilkes-Barre	C	1240	1.0	1.00	c	Shamrock Comm Inc	22	9408		na	2 Sports			0.6	0.2	0.5	0.2	0.4	0.4	0.7	0.4	0.2	
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 Hazelton	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	0.2	0.0	0.0	0.0	0.1	0.1	0.1	0.0	
WICK	Scranton	C	1400	1.0	1.00	b	Lane, Douglas	54	7809			1 Oldies	400	0.79	1.9	2.1	0.8	1.2	1.5	1.6	1.1	1.6	0.9	
WKJN	Carbondale	D	1440	5.0	0.00	d	Citadel Bcstg Corp	50	9803	6,000	d1	Adlt Stndrd	100		0.5	0.0	0.0	0.0	0.2	0.0	0.8	0.6	0.0	
WEMR	Tunkhannock	B	1460	5.0	1.00	d	Citadel Bcstg Corp	86	9712		c2	Oldies			0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	
WAZL	Hazleton	C	1490	1.0	1.00	d	Citadel Bcstg Corp	32	9707		g2	Adlt Stndrd	200		0.6	0.0	0.0	0.0	0.6	0.6	0.7	0.0	0.0	
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							18.7	16.5	12.8	14.3	14.4	15.1	13.7	13.5	16.6
					AM & FM Stations Profiled -	39	# Duopolies -	14	Total Local Commercial Share							74.0	72.4	74.3	78.3	76.0	76.3	72.7	77.5	

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

Metro Rank: 70

Revenue Rank: 78

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
Total	746.3

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>
	\$23,600	\$25,000	\$26,600	\$28,000	\$26,000	\$27,600	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>
	6.2%	\$28,900	\$30,500	\$31,600	\$33,300	\$35,000	4.8%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.04/1,000	\$3.15/1,000	Local 80%
Revenue/Capita	\$33.14	\$36.98	\$45.86	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	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 ^{1/}	9,072.8	NA ^{1/}	9,072.8	11,111.8	4.1%
EBI ^{2/}	12,141.3	13,740.5	2.5%	13,740.5	16,627.3	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)	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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	5		5	7	10	17
Tot 12+	1.4	47.0		47.0	48.4	13.8	62.2
Avg 12+	0.7	9.4		9.4	6.9	1.4	3.7
Tot LCS	2.3	75.6		75.6	77.8	22.2	100.0
Avg LCS	1.1	15.1		15.1	11.1	2.2	5.9

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

Some stations also rated in Reading & Sussex.

ARB 12+ Metro Shares (see rights)

Market: Allentown-Bethlehem, PA

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)										
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001			
WZZO	Bethlehem	B	95.1	30.0	630	a	Clear Channel Comm	46	0008		g	AOR	4,750	1.27	13.6	8.0	7.7	9.5	8.0	8.7	9.7	8.4	9.9			
WCTO	Easton	B	96.1	50.0	499	b	Citadel Bcstg Corp	48	9707		g	Country	3,800	0.88	15.7	10.4	13.4	10.1	10.4	9.7	10.4	9.7	11.9			
WODE	Easton	B	99.9	50.0	449	d	Nassau Bcstg Ptrs LP	50	0102		g2	Clsc Hits	5,500	1.16	17.2	10.5	10.7	11.2	10.5	12.5	9.6	11.5	10.5			
WLEV	Allentown	B	100.7	11.0	1073	b	Citadel Bcstg Corp	47	9710	23,000	+	Soft Rock	3,450	1.01	12.4	7.9	8.9	7.8	7.9	7.8	8.2	8.0	8.3			
WAEB	Allentown	B	104.1	50.0	499	a	Clear Channel Comm	61	0008		g	Adult CHR	5,100	1.10	16.8	10.2	10.7	9.7	10.2	11.1	10.4	11.4	10.8			
WHCY	Blairstown	A	106.3	0.4	860		Clear Channel Comm	73	0102			CHR	n/a		0.9	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.6			
• WWYY	Belvidere	A	107.1	1.2	719		Nassau Bcstg Ptrs LP	92	0304		g	AC	250	0.60	1.5	0.9	0.9	1.3	0.9	0.9	1.2	0.9	1.1			
# FM Stations -															7	# Combos -		5	FM TOTALS							
															78.1	48.4	52.8	50.1	48.4	51.3	50.1	50.5	53.1			

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)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WAEB	Allentown	B	790	3.6	1.50	a	Clear Channel Comm	49	0008		g	Nws/Tlk/Spt	1,800	0.95	6.9	4.8	3.1	3.8	4.8	4.6	4.0	4.2	3.7
WGPA	Bethlehem	D	1100	0.3	0.00		Timmer Bcstg Co	46	9206	100		Variety	300	0.68	1.6	0.9	0.7	0.6	0.9	1.1	1.4	0.8	0.5
WYNS	Lehighton	B	1160	4.0	1.00		Nassau Bcstg Ptrs LP	62	0303	375		Oldies	300	0.91	1.2	0.0	0.0	1.3	0.7	0.4	0.9	1.0	0.9
WEEX	Easton	C	1230	0.8	1.00	d	Nassau Bcstg Ptrs LP	56	0102		g2	Sports	250		0.5	0.5	0.5	0.4	0.5	0.4	0.0	0.4	0.0
WTKZ	Allentown	B	1320	0.8	0.20		Mega Comm Inc	48	0002	1,250		Spanish AC	600	1.28	1.7	0.9	0.0	0.7	0.9	1.1	1.8	0.6	0.6
WEST	Easton	C	1400	1.0	1.00		Maranatha Bcstg Co	36	9710		sw	Adlt Stndrd	500	0.45	4.0	2.8	2.7	2.3	2.8	2.4	2.6	2.5	1.0
WLSH	Lansford	D	1410	5.0	0.00	c	HGF Media Group	52	8812	300		Adlt Stndrd	100			0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
WKAP	Allentown	B	1470	5.0	5.00	a	Clear Channel Comm	23	0008		g	Oldies	400	0.26	5.5	3.5	4.4	3.6	3.5	3.6	3.0	3.9	3.8
WRNJ	Hackettstown	B	1510	2.0	0.23		WRNJ Radio	76				Old/Nws/Tlk	500		0.6	0.4	0.4	0.5	0.4	0.0	0.6	0.6	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
# AM Stations -					10	# Combos -		3	AM TOTALS														
					22.0	13.8	12.5	13.2	14.5	13.6	14.3	14.0	11.0										
AM & FM Stations Profiled -					17	# Duopolies -		5	Total Local Commercial Share														
					62.2	65.3	63.3	62.9	64.9	64.4	64.5	64.1											

• 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
Total	723.1

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$34,400	\$38,000	\$40,000	\$44,800	\$41,200	\$43,500
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.22/1,000	\$4.46/1,000	Local	84%		
Revenue/Capita	1997	2002	2007	National	16%		
	\$51.05	\$60.16	\$77.08				

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 ^{1/}	10,316.6	NA ^{1/}	10,316.6	12,799.7	4.4%
EBI ^{2/}	10,140.8	12,951.9	5.0%	12,951.9	16,332.8	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		21	21	23	14	37
Tot 12+	3.0		69.3	71.0	72.3	14.3	86.6
Avg 12+	1.5		3.3	3.4	3.1	1.0	2.3
Tot LCS	3.5		80.0	82.0	83.5	16.5	100.0
Avg LCS	1.7		3.8	3.9	3.6	1.2	2.7

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

Some stations also rated in Santa Fe.

Market: Albuquerque, NM

Competitive Overview

ARB 12+ Metro Shares (see rights)

FM Stations										2002 Est		Avg '02	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	Revenue (000)1/	Power Ratio	Local Comm	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
KRST	Albuquerque	C	92.3	22.0	4160	b	Citadel Bcstg Corp	65	9610		g	Country	2,575	1.23	4.8	4.9	6.3	4.5	4.4	4.4	3.5	4.5	4.6
KKOB	Albuquerque	C	93.3	21.5	4150	b	Citadel Bcstg Corp	67	9403	9,000	c8	Hot AC	2,475	1.39	4.1	2.9	2.4	2.1	3.0	3.6	4.0	3.7	3.2
KZRR	Albuquerque	C	94.1	22.5	4131	a	Clear Channel Comm	61	9911		g1	AOR	4,600	1.63	6.5	6.9	4.4	4.6	5.3	6.3	4.8	6.3	5.3
KSYU	Corrales	C1	95.1	100.0	433	a	Clear Channel Comm	98	9911		g1	AC	500	0.50	2.3	3.2	2.8	2.8	1.8	2.5	1.5	2.2	2.0
KHFM	Santa Fe	C1	95.5	19.0	1791	d	Amer General Media	65	9609	3,500	c1	Classical	950	0.59	3.7	3.7	3.3	3.2	3.4	2.9	3.9	2.9	4.4
KBZU	Albuquerque	C	96.3	20.0	4134	b	Citadel Bcstg Corp	54	9605	5,725	c2	Clsc Rock	825	0.70	2.7	2.9	2.3	3.0	1.8	2.1	3.1	2.5	2.6
KKSS	Santa Fe	C	97.3	100.0	1877	c	Univision Comm Inc	69	0206 p		st	HpHop/RhyBl	1,500	0.63	5.5	4.6	3.2	3.8	4.9	5.8	4.3	4.1	3.9
KLVO	Belen	C1	97.7	100.0	860	d	Amer General Media	83	9801	5,500	d3	Span/Mexcn	1,450	1.01	3.3	3.8	2.4	3.6	3.8	3.6	2.7	1.5	2.6
KABG	Los Alamos	C	98.5	100.0	1906	d	Amer General Media	56	9609		c1	Oldies	1,800	0.96	4.3	5.4	5.6	4.5	4.3	3.7	3.3	3.8	3.0
KMGA	Albuquerque	C	99.5	22.5	4131	b	Citadel Bcstg Corp	63	9403	1,500	c4	Soft AC	3,250	1.44	5.2	3.5	4.7	4.4	4.1	2.9	5.1	6.0	4.5
KPEK	Albuquerque	C	100.3	22.5	4111	a	Clear Channel Comm	74	9911		g1	Modern AC	2,450	1.52	3.7	2.4	3.4	2.4	3.6	3.7	3.5	2.2	3.8
KJFA	Albuquerque	A	101.3	3.7	420	c	Univision Comm Inc	94	0206 p		st	Mexican	300	0.41	1.7	1.8	1.7	0.7	1.9	1.1	1.5	1.4	1.7
KVVF	Rio Rancho	A	101.7	5.8 cp	112	c	Univision Comm Inc	85	0206 p		st	Soft Hits	1,100	1.40	1.8	1.2	0.7	1.4	1.6	1.5	1.6	1.6	2.1
• KIOT	Los Lunas	C	102.5	20.0	4160	c	Univision Comm Inc	93	0206 p		st	Clsc Hits	1,225	1.04	2.7	3.2	4.7	2.8	2.4	1.9	3.1	2.0	2.2
KTZO	Albuquerque	C	103.3	20.0 cp	4242	b	Citadel Bcstg Corp	87	9604	5,000		Alternative	1,250	0.90	3.2	3.0	2.4	3.2	3.4	2.6	2.6	2.6	3.5
KBAC	Santa Fe	C	104.1	100.0	1877	a	Clear Channel Comm	84	9911		g	AAA	1,375	2.63	1.2	0.9	2.1	1.4	1.8	0.5	0.7	1.2	0.8
KTEG	Bosque Farms	C1	104.7	71.0 cp	840	a	Clear Channel Comm	79	0003		g3	Alternative	1,000	0.70	3.3	1.2	2.0	2.2	3.3	2.8	3.0	2.5	3.3
KAJZ	Santa Fe	C	105.1	100.0	1936	c	Univision Comm Inc	85	0206 p		st	Smooth Jazz	1,300	0.85	3.5	3.1	3.4	3.6	3.2	3.3	3.9	2.0	3.3
KRZY	Santa Fe	C	105.9	100.0	1919	e	Entravision Comm Co	83	0004		g4	Spanish AC	900	1.38	1.5	0.9	0.9	1.9	1.0	1.4	2.2	0.8	2.4
KYLZ	Los Lunas	C1	106.3	100.0	856	d	Amer General Media	95	9712		d3	CHR/Dance	800	0.27	6.7	5.4	4.2	5.7	5.1	7.0	5.5	5.9	5.4
KZNM	Los Alamos	C1	106.7	15.5	1949	d	Amer General Media	86	0012		d1	Span/Varty	200	0.33	1.4	0.5	1.2	1.0	1.4	1.2	1.3	1.0	0.9
KNKT	Armijo	C2	107.1	24.5	705	f	Calvary Chapel Inc	88	9410			Christian	650	1.00	1.5	0.8	1.0	1.3	1.7	0.7	1.3	1.5	1.3
KBOI	Albuquerque	C	107.9	22.5	4131	a	Clear Channel Comm	87	9911		g1	Country	1,200	0.42	6.6	6.1	5.5	5.3	4.2	6.3	5.7	6.8	4.8
# FM Stations -					23	# Combos -					23	FM TOTALS		81.2	72.3	70.6	69.4	71.4	71.8	72.1	69.0	71.6	

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

Metro Rank: 71

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Albuquerque, NM Market Overview



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Sandoval, NM	94.1
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Market Radio Financials
(all figures in 000's, except percentages and ratios)

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	\$34,400	\$38,000	\$40,000	\$44,800	\$41,200	\$43,500	4.8%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.6%	\$45,900	\$48,700	\$51,600	\$54,400	\$57,100	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$4.22/1,000	\$4.46/1,000	Local	84%		
	\$51.05	\$60.16	\$77.08	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
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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%				

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Tot 12+	3.0		69.3	71.0	72.3	14.3	86.6
Avg 12+	1.5		3.3	3.4	3.1	1.0	2.3
Tot LCS	3.5		80.0	82.0	83.5	16.5	100.0
Avg LCS	1.7		3.8	3.9	3.6	1.2	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 Santa Fe.

AM Stations

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																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
KNML	Albuquerque	B	610	5.0 cp	5.00	b	Citadel Bcstg Corp	28	0004	5,400	sw	Sports	700	0.89	1.8	1.6	2.4	1.5	1.6	1.2	1.4	2.2	0.9
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	B	770	50.0	50.00	b	Citadel Bcstg Corp	22	9403			News/Talk	6,075	1.34	10.4	8.5	10.8	9.2	8.6	8.8	9.1	9.8	7.9
KARS	Belen	B	860	1.3	0.19	d	Amer General Media	61	9712			Cntry/Span	400		0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
KKIM	Albuquerque	D	1000	10.0	0.04	d	Amer General Media	72	9712			Chrst/Talk	300		0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
KTBL	Los Ranchos	B	1050	1.0	1.00	b	Citadel Bcstg Corp	87	9605			Talk	50		0.3	0.9	0.6	0.5	0.6	0.0	0.0	0.4	0.3
KDEF	Albuquerque	B	1150	5.0	0.50		RAMH Corp	53	9609			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			Mexican	300		0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.6
KALY	Los Ranchos De	C	1240	1.0	1.00		ABC Radio Inc	82	0303	650		Mexican	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KKNS	Corrales	B	1310	5.0	0.50	c	Simmons Media Group	85	9606			Talk	225	0.34	1.5	0.7	0.7	1.0	1.7	0.8	1.6	1.2	1.0
KABQ	Albuquerque	B	1350	5.0	0.50	a	Clear Channel Comm	47	0003			Sports	100		0.3	0.0	0.0	0.5	0.4	0.4	0.0	0.3	0.5
KRZY	Albuquerque	C	1450	1.0	1.00	e	Entravision Comm Co	56	0004			Spanish AC	500		0.8	0.8	0.7	0.7	0.7	0.5	0.4	1.1	1.0
KKJY	Albuquerque	D	1550	5.0	0.02		Vanguard Media LLC	71	0001			Adlt Stndrd	500	0.50	2.3	1.8	1.8	2.3	2.3	2.3	1.5	2.1	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	0.0	0.0	0.6	1.1	1.2	0.6
															AM TOTALS								
															Total Local Commercial Share								
															18.5	14.3	17.0	15.7	17.1	14.6	15.1	18.3	15.1
															86.6	87.6	85.1	88.5	86.4	87.2	87.3	86.7	

AM Stations - 14

Combos - 10

AM TOTALS

18.5 14.3 17.0 15.7 17.1 14.6 15.1 18.3 15.1

AM & FM Stations Profiled - 37

Duopolies - 14

Total Local Commercial Share

86.6 87.6 85.1 88.5 86.4 87.2 87.3 86.7

● 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
Total	696.8

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$27,700	\$29,600	\$33,200	\$35,000	\$33,000	\$36,100	5.4%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.4%	\$38,000	\$40,700	\$42,900	\$45,300	\$47,600	5.7%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$2.89/1,000	\$2.90/1,000	Local	95%		
Revenue/Capita	\$42.43	\$51.81	\$65.93	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 ^{1/}	12,482.6	NA ^{1/}	12,482.6	16,396.8	5.6%
EBI ^{2/}	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	10		6	14	16	21	37
Tot 12+	16.7		57.0	72.3	73.7	7.8	81.5
Avg 12+	1.7		9.5	5.2	4.6	0.4	2.2
Tot LCS	20.5		69.9	88.7	90.4	9.6	100.0
Avg LCS	2.0		11.7	6.3	5.7	0.5	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)							
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
• WMYU	Karns	A	93.1	2.4	512	d	Journal Bcst Group	88	9707	sw	Hot AC	2,800	1.52	5.1	1.8	2.0	3.8	4.1	4.3	3.2	4.9	5.1
WKZX	Lenoir City	A	93.5	2.0	577	e	BP Broadcasters LLC	67	0102	c3	AC	250		0.6	0.6	0.4	0.4	0.7	0.5	0.0	0.6	0.5
WNFZ	Oak Ridge	A	94.3	2.6	505		Pirkle, John W	67	9304	2	Alternative	800	0.50	4.4	2.5	2.4	2.8	4.1	3.7	2.8	3.6	4.5
WTXM	Maryville	A	95.7	6.0 cp	322	b	South Central Comm	90	9901	c4	2 Oldies	400		0.9	0.9	1.3	0.8	0.4	0.5	0.6	1.3	0.8
WJBZ	Seymour	A	96.3	2.9	479		Seymour Comm	90			Gospel	800	0.57	3.9	2.5	2.9	2.8	3.3	3.0	2.5	3.9	3.5
WJXB	Knoxville	C	97.5	100.0	1296	b	South Central Comm	67			2 AC	5,700	1.24	12.7	8.9	10.1	10.4	10.1	11.8	9.7	9.5	10.0
WYIL	Oliver Springs	C3	98.7	8.0	571	a	Citadel Bcstg Corp	89	0010	g4	1 CHR/Rhymc	700	0.40	4.8	7.1	5.7	5.7	6.6	5.3	1.9	1.4	2.3
WNOX	Loudon	A	99.1	6.0	328	a	Citadel Bcstg Corp	89	0010	g4	1 News/Talk	1,100	0.98	3.1	3.1	3.7	3.4	2.2	2.7	2.3	2.7	2.3
• WOKI	Oak Ridge	C	100.3	100.0	2001		Pirkle, John W	74		1	AAA	1,900	1.32	4.0	3.9	3.3	3.1	4.2	3.3	2.8	2.7	4.3
WWST	Sevierville	C1	102.1	15.0	1978	d	Journal Bcst Group	61	9707	sw	CHR/Dance	2,700	0.64	11.6	8.3	7.7	8.1	7.1	8.3	11.8	10.4	11.8
WIMZ	Knoxville	C	103.5	100.0	1723	b	South Central Comm	49	9304	c2	2 Clsc Rock	2,800	1.19	6.5	5.6	4.5	4.8	5.4	5.1	5.6	4.8	4.8
• WKHT	Knoxville	A	104.5	2.3	528	d	Journal Bcst Group	91	9804	c3	CHR/Rhymc	200	0.18	3.1	2.1	1.8	2.0	2.7	2.0	2.9	2.5	2.9
WKVL	Loudon	A	105.3	6.0	328	h	Horne Radio LLC	91	9702		80s Hits	600	1.51	1.1	0.8	0.8	1.1	0.5	0.8	1.7	0.7	1.0
WSEV	Gatlinburg	A	105.5	0.5	1056	c	Radio Center Dalton	83	0004	c1	AC	200		0.9	1.3	1.1	1.3	0.5	0.5	0.8	1.1	0.5
WRMX	Norris	A	106.7	1.1	751	b	South Central Comm	99	0107	2	Oldies	200	0.37	1.5	1.1	0.9	0.7	1.0	0.9	1.5	1.5	1.2
WIVK	Knoxville	C	107.7	91.0	2054	a	Citadel Bcstg Corp	65	0010	g4	1 Country	11,400	1.22	25.8	23.2	22.1	20.8	18.2	19.7	21.8	24.0	19.3
				# FM Stations -	16	# Combos -				13	FM TOTALS			90.0	73.7	70.7	72.0	71.1	72.4	71.9	75.6	74.8

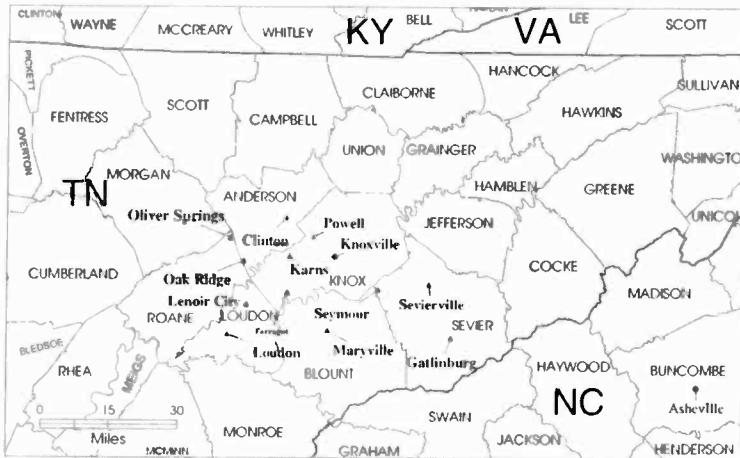
• Indicates a change since last edition

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
Total	696.8

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$27,700	\$29,600	\$33,200	\$35,000	\$33,000	\$36,100
Revenue/Retail Sales Revenue/Capita	1997	2002	2007		Est. Breakout		
	NA ^{1/}	\$2.89/1,000	\$2.90/1,000	Local	95%	National	5%

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	652.9	696.8	1.3%	696.8	722.0
Retail Sales	260.1	287.0	2.0%	287.0	301.7	1.0%
EBI ^{2/}	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	10		6	14	16	21	37
Tot 12+	16.7		57.0	72.3	73.7	7.8	81.5
Avg 12+	1.7		9.5	5.2	4.6	0.4	2.2
Tot LCS	20.5		69.9	88.7	90.4	9.6	100.0
Avg LCS	2.0		11.7	6.3	5.7	0.5	2.7

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

Market: Knoxville, TN

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	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WRJZ	Knoxville	B	620	5.0	5.00		Tennessee Media	27	8611	300		RlgMs/Talk			1.2	0.7	0.8	0.7	1.0	0.7	1.2	1.0	1.1	
WMTY	Farragut	D	670	2.5	0.00	h	Home 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	0.0	0.0	0.2	0.2	
WMEN	Knoxville	D	760	2.4	0.00	g	Moffit, Thomas H, Jr	95	9412	18	cp	Motvl/Talk			0.3	0.3	0.6	0.0	0.5	0.5	0.0	0.0	0.0	
WKVL	Knoxville	D	850	50.0	0.00	h	Home Radio LLC	53	9911		g	Talk	400	0.65	1.7	1.0	1.2	1.9	1.1	2.0	1.7	0.7	0.6	
WKXV	Knoxville	B	900	1.0	0.26		Knoxville Ra-Tel	53	8403	280	e	Gospel			0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	
WSEV	Sevierville	D	930	5.0	0.15	c	Radio Center Dalton	55	0004		c1	AC				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 Bcstg Corp	21	0010		g4	1 News/Talk	1,800	1.13	4.4	3.9	2.9	2.8	3.0	3.6	4.0	3.5	3.7	
WQBB	Powell	D	1040	10.0	0.00	d	Journal Bcst Group	84	9804		c3	Adlt Sndrd	100		0.2	0.3	0.5	0.5	0.0	0.0	0.0	0.8	0.5	
WKCE	Maryville	D	1120	1.0	0.00	f	Kirkland Wireless	89	0206		d1	Nostalgia				0.3	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
WLOD	Loudon	D	1140	1.0	0.00	h	Home 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	Sprts/Talk				0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	
WJXB	Knoxville	C	1240	1.0	1.00	b	South Central Comm	41	9302		c2	Sports	50		0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.2	0.2	
WATO	Oak Ridge	B	1290	5.0	0.50	h	Home 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	1.3	0.8	0.8	1.1	1.0	1.3	1.5	2.5	
WBLC	Lenoir City	D	1360	1.0	0.02	h	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	0.5	0.0	0.0	0.5	0.0	0.4	0.4	
WGAP	Maryville	C	1400	1.0	1.00	h	Home Radio LLC	47	9908	225		Country	200			0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.6	
WBCR	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	0.0	0.0	0.5	0.0	0.0	0.0	
				# AM Stations -		21	# Combos -		14	AM TOTALS						10.2	7.8	8.2	7.8	6.7	9.3	8.2	8.3	9.8
				AM & FM Stations Profiled -		37	# Duopolies -		9	Total Local Commercial Share						81.5	78.9	79.8	77.8	81.7	80.1	83.9	84.6	

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 73

Revenue Rank: 127

Akron, OH Market Overview



Metro Counties / Population (000)

Portage, OH	153.2
Summit, OH	545.0
Total	698.2

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$16,400	\$17,900	\$19,300	\$19,100	\$17,500	\$16,400
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	-6.3%	\$17,000	\$17,700	\$18,100	\$19,100	\$20,000	4.0%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$1.74/1,000	2007 \$1.69/1,000			Est. Breakout	
Revenue/Capita	\$23.96	\$23.49	\$28.23			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	684.4	698.2	0.4%	698.2	708.5
Households	262.2	277.2	1.1%	277.2	285.7	0.6%
Retail Sales	NA ^{1/}	9,424.9	NA ^{1/}	9,424.9	11,811.6	4.6%
EBI ^{2/}	10,859.7	12,918.3	3.5%	12,918.3	16,091.1	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	3		4	4	5	9
Tot 12+	7.2	14.6		21.8	21.8	5.4	27.2
Avg 12+	7.2	4.9		5.5	5.5	1.1	3.0
Tot LCS	26.5	53.7		80.1	80.1	19.9	100.0
Avg LCS	26.5	17.9		20.0	20.0	4.0	11.1

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

Market: Akron, OH

Competitive Overview

Some stations also rated in Cleveland and Canton.
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)								
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WQMX	Medina	B	94.9	16.0	879	a	Rubber City Radio	60	8806	4,600		Country	3,900	1.00	23.7	5.3	6.6	5.6	6.3	6.3	5.2	5.2	4.6
WONE	Akron	B	97.5	12.0	889	a	Rubber City Radio	47	9312	9,300	c2	Rock	2,900	1.21	14.6	5.5	3.2	2.7	3.8	3.9	3.5	3.0	3.0
• WKDD	Canton	B	98.1	50.0	345	c	Clear Channel Comm	61	0107		sw	Hot AC	3,500	1.32	16.2	3.8	3.6	4.2	3.9	4.0	4.4	3.4	5.1
WNIR	Kent	A	100.1	4.2	394	b	Media-Com Inc	62	7100			Talk	4,200	1.07	23.9	7.2	6.7	6.6	6.5	5.2	5.2	6.2	5.8
# FM Stations -				4		# Combos -				4		FM TOTALS			78.4	21.8	20.1	19.1	20.5	19.4	18.3	17.8	18.5

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)								
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
WHLO	Akron	B	640	5.0	0.50	c	Clear Channel Comm	44	0201	4,500		Talk	250		0.4	0.9	0.6	0.6	0.4	0.0	0.0	0.0	0.4
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	0.4	0.6	0.6	0.3	0.0
WJMP	Kent	D	1520	1.0	0.00	b	Media-Com Inc	64	7106			Nostalgia			0.7	0.0	0.0	0.0	0.0	0.0	0.7	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	3.9	5.3	5.0	3.9	5.2	4.7	4.2	5.4
# AM Stations -				5		# Combos -				4		AM TOTALS			21.6	5.4	6.3	6.2	4.7	5.8	6.0	4.5	5.8
AM & FM Stations Profiled -				9		# Duopolies -				2		Total Local Commercial Share			27.2	26.4	25.3	25.2	25.2	24.3	22.3	24.3	

• 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
Total	700.4

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$31,600	\$36,100	\$37,700	\$40,700	\$38,200	\$40,100
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		5.0%	\$42,300	\$45,300	\$47,700	\$50,400	\$52,900
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.89/1,000	2007 \$4.20/1,000	Est. Breakout			
Revenue/Capita	\$47.82	\$57.25	\$74.98	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 ^{1/}	10,309.8	NA ^{1/}	10,309.8	12,595.2	4.1%
EBI ^{2/}	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	Viable FMs	All FMs	All AMs	Total
# Stations			13	13	13	10	23
Tot 12+			60.5	60.5	60.5	19.9	80.4
Avg 12+			4.7	4.7	4.7	2.0	3.5
Tot LCS			75.2	75.2	75.2	24.8	100.0
Avg LCS			5.8	5.8	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 Lincoln.

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)										
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	7.5	8.3	6.8	6.5	6.2	6.8	5.8	5.7			
KROC	Omaha	C3	93.3	9.6	427	c	Clear Channel Comm	91	0008		g	Rock	1,500	0.78	4.8	3.3	3.1	4.8	3.2	4.0	4.1	4.2	3.0			
KQCH	Omaha	C	94.1	100.0	1184	a	Journal Bcst Group	59	9906		g2	CHR	1,900	0.56	8.4	5.0	5.2	7.0	7.1	6.6	7.2	6.0	8.1			
● KEFM	Omaha	C	96.1	100.0	1414		Clear Channel Comm	76	0305 p	10,500		AC	3,700	1.26	7.3	4.6	4.6	4.5	5.5	5.2	7.0	5.7	6.6			
KBLR	Blair	C3	97.3	24.5	302	b	Waitt Radio Inc	01	0201		g1	Rhythm/Blue				2.6	2.8	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	0.9	1.1	3.3	1.5	0.8	4.9	2.7	3.5			
● KQKQ	Council Bluffs	C	98.5	100.0	1102	b	Waitt Radio Inc	69	0201		g1	CHR	2,400	1.00	6.0	4.1	4.4	3.4	4.3	5.1	5.0	4.9	6.0			
KGOR	Omaha	C	99.9	115.0	1230	c	Clear Channel Comm	59	0008		g	Oldies	3,700	1.13	8.2	7.1	7.3	6.3	6.5	7.0	6.8	6.2	8.2			
KLTV	Lincoln	C0	101.9	100.0	1198	b	Waitt Radio Inc	58	0201		g1	Lite Rock	1,000	0.66	3.8	2.8	4.4	4.3	4.0	3.6	2.6	2.0	2.7			
KXKT	Glenwood	C	103.7	82.0	1014	c	Clear Channel Comm	66	0008		g	Country	5,100	1.28	9.9	10.4	7.6	8.5	8.9	8.1	6.6	8.2	6.7			
● KSRZ	Omaha	C0	104.5	100.0	1086	a	Journal Bcst Group	72	9801	5,475	c1	Hot AC	2,500	1.09	5.7	5.9	5.1	3.4	6.2	3.7	3.8	4.7	4.2			
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	4.3	4.4	5.1	5.3	5.9	4.3	3.8	3.6			
KCTY	Plattsmouth	C3	106.9	25.0 cp	328	b	Waitt Radio Inc	93	9805		st	AAA	550	0.46	3.0	2.0	2.2	1.9	2.0	2.5	2.8	2.2	2.5			
# FM Stations -															13	# Combos -		12	FM TOTALS							
															74.1	60.5	60.5	59.3	61.0	58.7	61.9	56.4	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)										
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001			
KOMJ	Omaha	B	590	5.0	5.00	a	Journal Bcst Group	23	9906		g2	Adlt Stndrd	1,400	0.51	6.9	3.7	4.7	5.9	6.7	5.7	5.6	4.3	5.8			
● KCRO	Omaha	D	660	1.0	0.05		Eternal Broadcasting	22	0201	2,000		Chrst/Talk			0.6	0.5	0.5	0.0	0.8	0.4	0.0	0.6	0.6			
● KOIL	Plattsmouth	B	1020	50.0	1.40	b	Waitt Radio Inc	70	0101	1,750		Country	150		0.2	0.4	0.0	0.4	0.6	0.0	0.0	0.0	0.5			
KFAB	Omaha	A	1110	50.0	50.00	c	Clear Channel Comm	24	0008		g	News/Talk	4,300	1.04	10.3	8.7	7.9	8.3	7.1	8.8	6.1	11.2	8.6			
● KYDZ	Bellevue	B	1180	25.0	1.00	b	Waitt Radio Inc	99	0201		g1	Children	100		0.3	0.4	0.4	0.4	0.0	0.4	0.0	0.4	0.0			
● KKAR	Omaha	B	1290	50.0 cp	5.00	b	Waitt Radio Inc	76	0201		g1	News/Talk	1,500	0.98	3.8	3.5	3.6	2.9	3.7	2.7	2.6	3.3	2.6			
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	0.0	0.0	1.0	1.6	0.8	1.7			
KOSR	Omaha	C	1490	1.0	1.00	a	Journal Bcst Group	42	9412		c3	Sports	450	0.80	1.4	1.3	0.9	1.1	1.0	1.7	1.0	0.9	1.0			
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	1.4	1.5	2.4	0.7	1.2	1.1	1.4	1.0			
# AM Stations -															10	# Combos -		8	AM TOTALS							
															26.0	19.9	19.5	21.4	20.6	21.9	18.0	22.9	21.8			
AM & FM Stations Profiled -															23	# Duopolies -		10	Total Local Commercial Share							
																80.4	80.0	80.7	81.6	80.6	79.9	79.3	82.6			

● 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
Total	683.2

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$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%	\$19,600	\$20,900	\$22,100	\$23,300	\$24,500	5.7%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.14/1,000	\$1.94/1,000	Local	78%		
	\$23.45	\$27.08	\$33.04	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 ^{1/}	8,635.9	NA ^{1/}	8,635.9	12,625.9	7.9%
EBI ^{2/}	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	Viable FMs	All FMs	All AMs	Total
# Stations	12	10		18	22	14	36
Tot 12+	28.6	25.3		51.1	53.9	12.3	66.2
Avg 12+	2.4	2.5		2.8	2.5	0.9	1.8
Tot LCS	43.2	38.2		77.2	81.4	18.6	100.0
Avg LCS	3.6	3.8		4.3	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.
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		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
KMJQ	Marina	B1	92.7	6.9	620	b	Clear Channel Comm	82	9710	23,200	d1	Modern Rock	500	1.29	2.1	1.0	1.2	1.4	1.3	1.4	1.1	1.5	1.3
• KBTU	Hollister	A	93.5	0.1	2297	c	Mapleton Comm	79	0201	10,250	d4	1 Oldies	700	0.86	4.4	1.0	2.1	2.5	2.5	3.0	2.9	2.9	2.6
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	0.0	0.0	1.8	2.1	1.5	1.8
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	1.0	1.0	0.0	0.5	1.0	0.8	0.7	1.0
KBOQ	Carmel	A	95.5	1.7	630		J & M Bcstg Inc	93			1	Classical	500	0.47	5.8	3.3	3.6	3.7	3.4	4.4	3.4	3.4	3.5
KWAV	Monterey	B	96.9	18.0	2451	d	Buckley Bcstg Corp	61	8005	700		AC	2,400	1.75	7.4	4.5	5.0	5.1	4.7	4.9	4.6	4.5	6.0
KEBV	Salinas	A	97.9	2.9	479	f	Wolfhouse Radio Gr	97	0108		d3	Span/CHR	100	0.42	1.3	1.5	1.8	2.0	0.8	0.6	1.1	0.8	0.6
KSOL	San Francisco	B	98.9	6.1	1342	a	Univision Comm Inc	64	0206 p			Spanish AC	n/a		0.4	0.8	0.2	0.2	0.5	0.1	0.2	0.2	0.5
KSOL	Santa Cruz	B	99.1	1.1	2612	a	Univision Comm Inc	61	0206 p		st	Spanish AC	1,000	1.35	4.0	4.1	2.4	1.5	1.4	2.0	3.6	3.3	3.9
KLOK	Greenfield	B	99.5	30.0	640	e	Entravision Comm Co	89	0004		g4	Span/Mexcn	1,400	1.11	6.8	2.8	2.8	5.4	3.7	3.0	4.8	5.7	4.3
KTOM	Salinas	B	100.7	1.4	2385	b	Clear Channel Comm	64	9710		d1	Country	1,900	1.60	6.4	2.5	3.0	3.5	4.2	4.0	3.6	4.5	3.9
• KCDU	Carmel	A	101.7	2.4	528	c	Mapleton Comm	71	0201		d4	1 80s & 90s	800	1.17	3.7	1.7	2.0	1.8	2.4	2.5	2.7	1.8	2.6
KRKC	King City	B	102.1	2.6	1821	g	Radio Del Rey Inc	89				AC			0.2	0.3	0.3	0.0	0.0	0.0	0.5	0.0	0.0
• KDON	Salinas	B	102.5	15.0 cp	2372	b	Clear Channel Comm	59	9801		d1	CHR	1,700	0.84	10.9	6.4	6.3	5.1	6.4	7.7	7.3	6.3	6.9
KRAY	Salinas	A	103.5	2.5	512	f	Wolfhouse Radio Gr	77	0108		d3	Span/Mexcn	1,200	1.05	6.2	5.5	5.0	4.5	4.0	4.0	3.6	4.2	4.5
KMBY	Seaside	A	103.9	1.5	653	c	Mapleton Comm	94	0204	1,850	1	NwRck/Altve	600	0.83	3.9	1.7	1.8	2.1	3.1	2.1	1.8	2.9	2.0
KHIP	Gonzales	A	104.3	2.6	509	c	Mapleton Comm	90	0201		d4	1 Clsc Rock			0.1	3.7	3.3	2.5	0.3	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	3.3	3.9	3.8	4.1	3.7	2.9	4.2	3.1
KMJV	Soledad	A	106.3	4.7	371	f	Wolfhouse Radio Gr	91	0108		d3	Span/Mexcn				0.7	0.4	0.0	0.0	0.0	0.0	0.1	0.1
KSES	Seaside	A	107.1	1.9	587	e	Entravision Comm Co	72	0004		g4	Span/CHR	450	0.81	3.0	2.3	1.8	2.4	2.2	2.0	1.9	1.5	2.0
KPIG	Freedom	A	107.5	5.4	338	c	Mapleton Comm	87	0201		d4	1 AAA/Rck/Am	1,900	1.39	7.4	3.9	4.8	4.8	6.2	5.3	4.2	3.0	4.1
KSEA	Greenfield	B1	107.9	0.9	1637		Radio Campesina Inc	98	9701	600	cp	Mexican	300	0.46	3.5	1.9	3.5	2.6	1.7	1.6	2.8	2.7	1.6
# FM Stations -					22	# Combos -					19	FM TOTALS			86.7	53.9	56.2	54.9	53.4	55.1	55.9	55.7	56.3

• Indicates a change since last edition
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Metro Rank: 75

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Monterey-Salinas-Santa Cruz, CA Market Overview



Metro Counties / Population (000)

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Santa Cruz, CA	263.5
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ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
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	5.1%	\$19,600	\$20,900	\$22,100	\$23,300	\$24,500	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
NA ^{1/}	\$2.14/1,000	\$1.94/1,000		Local	78%		
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Percentage	100.0%	17.6%	8.9%	11.5%	14.8%	15.3%	14.1%	17.7%
Per Capita	\$ 19,495							
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Competitive Overview

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ARB 12+ Metro Shares (see rights)

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• KSRK	Carmel Valley	B	540	10.0	0.50	i	People's Radio Inc	89 0103	1,025	d2	Sports	0.0	0.3	0.4	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	2.9	2.9	2.9	2.6	2.7	3.0	4.0	3.0		
KMBX	Soledad	B	700	2.5	0.70	e	Entravision Comm Co	90 0004		g4	Span/Oldes	1.4	2.4	2.3	2.1	1.8	1.1	0.7	0.0		
KKMC	Gonzales	B	880	10.0 cp	10.00		Monterey Cnty Bcstrs	84			Religion	0.4	0.4	0.0	0.0	0.0	0.7	0.3	0.6		
KDBV	Salinas	B	980	10.0	10.00	f	Wolfhouse Radio Gr	63 0108	50	d3	Span/Trpcl	0.0	0.3	0.5	0.0	0.0	0.0	0.0	0.6		
KSCO	Santa Cruz	B	1080	10.0	5.00	h	Zwerling Bcstg Sys	47 9012	600		News/Talk	1.2	1.2	0.8	0.8	1.0	1.2	0.8	0.8		
KYAA	Soquel	B	1200	25.0 cp	10.00	i	People's Radio Inc	99 0110	200		Oldies	1.5	1.3	1.8	1.3	1.8	0.8	1.1	0.0		
KNRY	Monterey	C	1240	1.0	1.00	i	People's Radio Inc	35 0103	50	d2	News/Talk	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	0.3	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	Sports	0.2	0.0	0.4	0.0	0.3	0.0	0.0	0.3		
KRML	Carmel	D	1410	0.5	0.02		Wisdom Bcstg	57 8512	120		Jazz	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KION	Salinas	B	1460	10.0	10.00	b	Clear Channel Comm	47 9710	200	d1	Talk	1.4	2.4	1.3	1.4	0.8	0.5	1.1	1.1		
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	350	d3	Span/Mexcn	2.2	1.4	2.0	2.4	0.8	1.8	1.2	1.7		
		# AM Stations -		14		# Combos -		12		AM TOTALS			13.4	12.3	12.8	11.8	8.9	7.9	9.0	8.2	8.6
		AM & FM Stations Profiled -		36		# Duopolies -		13		Total Local Commercial Share			66.2	69.0	66.7	62.3	63.0	64.9	63.9	64.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 76

Revenue Rank: 81

Wilmington, DE Market Overview



Metro Counties / Population (000)

New Castle, DE	509.4
Cecil, MD	89.6
Salem, NJ	64.1
Total	663.1

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$20,600	\$23,100	\$25,600	\$25,600	\$23,900	\$26,100	4.8%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.2%	\$27,500	\$29,400	\$31,000	\$32,700	\$34,300	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$2.72/1,000	\$2.73/1,000	Local	78%		
	\$33.35	\$39.36	\$49.33	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	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 ^{1/}	9,610.8	NA ^{1/}	9,610.8	12,582.0	5.5%
EBI ^{2/}	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	Viable FMs	All FMs	All AMs	Total
# Stations	2	4		6	6	6	12
Tot 12+	4.8	25.0		29.8	29.8	8.6	38.4
Avg 12+	2.4	6.3		5.0	5.0	1.4	3.2
Tot LCS	12.5	65.1		77.6	77.6	22.4	100.0
Avg LCS	6.3	16.3		12.9	12.9	3.7	8.3

Competitive Overview

Some stations also rated in Baltimore & Philadelphia .
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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WDSD	Smyrna	A	92.9	1.7	377	c	Clear Channel Comm	93	0008		g	Country	2,500	2.82	3.4	2.0	1.0	1.1	1.2	1.3	1.1	1.3	1.5	
WSTW	Wilmington	B	93.7	47.1	502	a	Delmarva Bcstg Co	50	8909		st	CHR	6,450	1.10	22.5	9.0	8.1	8.1	7.3	9.7	7.2	8.1	8.6	
WRDX	Dover	B	94.7	50.0	377	c	Clear Channel Comm	56	0008		g	Clsc Rock	2,800	1.39	7.7	2.8	2.6	2.3	2.9	2.2	2.8	3.2	3.5	
WJBR	Wilmington	B	99.5	50.0	499		NextMedia Group	57	0003	32,400		AC	6,700	1.07	24.1	9.6	9.9	9.5	7.1	10.8	10.3	10.3	9.5	
• WJKS	Canton	A	101.7	3.3	299	b	QC Communications	72	9704	1,800	c1	Rhythm/Blue	850	0.49	6.6	2.8	3.6	2.3	2.2	2.4	3.2	2.7	2.5	
WXCY	Havre De Grac	B	103.7	37.0	551	a	Delmarva Bcstg Co	60	9611	3,500		Country	2,200	0.86	9.8	3.6	4.0	3.7	3.0	2.9	3.3	1.8	4.3	
# FM Stations -					6	# Combos -					5	FM TOTALS				74.1	29.8	29.2	27.0	23.7	29.3	27.9	27.4	29.9

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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WDEL	Wilmington	B	1150	5.0	5.00	a	Delmarva Bcstg Co	22	8909		st	Nws/Tlk/Spt	2,200	1.00	8.4	2.9	3.4	3.3	2.5	3.1	3.1	1.8	2.5	
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	0.0	0.4	0.0	
WJBR	Wilmington	D	1290	2.5	0.03	c	Clear Channel Comm	47	0008			Nostalgia	500	0.30	6.4	2.5	1.9	2.6	1.8	3.2	2.7	2.6	1.9	
WILM	Wilmington	C	1450	1.0	1.00		Delaware Bcstg Co	23	4906			News/Talk	1,900	0.84	8.7	2.8	3.1	2.6	3.3	2.2	2.9	2.2	3.2	
WFAI	Salem	D	1510	2.5	0.00	b	QC Communications	66	9704		c1	Gospel			2.5	0.4	0.4	0.8	0.9	0.4	0.0	0.0	0.0	
WXHL	Elkton	D	1550	1.0	0.00		World Revivals	63	9908	275		ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					6	# Combos -					3	AM TOTALS				26.0	8.6	8.8	9.3	8.5	8.9	8.7	7.0	7.6
AM & FM Stations Profiled -					12	# Duopolies -					2	Total Local Commercial Share					38.4	38.0	36.3	32.2	38.2	36.6	34.4	37.5

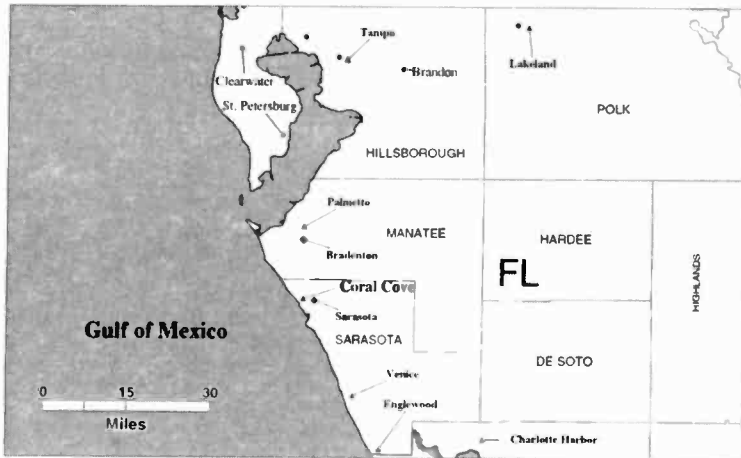
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 77

Revenue Rank: 224

Sarasota-Bradenton, FL Market Overview



Metro Counties / Population (000)

Manatee, FL	277.9
Sarasota, FL	340.7
Total	618.6

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>
	\$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%	\$7,200	\$7,700	\$8,100	\$8,600	\$9,000	5.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA ^{1/}	\$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 ^{1/}	8,093.2	NA ^{1/}	8,093.2	10,122.8	4.6%
EBI ^{2/}	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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		9	10	10	9	19
Tot 12+	0.9		39.6	40.5	40.5	10.6	51.1
Avg 12+	0.9		4.4	4.1	4.1	1.2	2.7
Tot LCS	1.8		77.5	79.3	79.3	20.7	100.0
Avg LCS	1.8		8.6	7.9	7.9	2.3	5.3

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WDDV	Venice	C3	92.1	22.0	328	c	Clear Channel Comm	74	9905		g	Nstlg/Easy	900	0.69	19.2	9.7	9.3	12.4	7.8	12.1	10.7	9.6	12.3				
WIKX	Charlotte Harbor	C1	92.9	100.0	807		Clear Channel Comm	70	9905		g2	Country			3.4	1.4	3.1	1.6	2.0	2.6	1.8	2.4	0.4				
WFLZ	Tampa	C	93.3	100.0	1358	c	Clear Channel Comm	48	9905			CHR	n/a		10.4	4.5	6.4	4.3	6.6	5.9	4.1	6.3	5.8				
WSJT	Lakeland	C	94.1	100.0	1493	b	Infinity Bcstg	67	0102			Jazz	n/a		10.2	4.6	4.6	6.5	4.2	4.0	4.0	4.4	3.5				
WLLD	Holmes Beach	C2	98.7	50.0	489	b	Infinity Bcstg	91	0102			CHR	n/a		7.5	3.5	3.6	3.8	4.1	3.2	3.2	2.7	2.8				
WHPT	Sarasota	C	102.5	100.0	1650		Cox Radio Inc	60	9905			Clsc Rock	n/a		5.9	3.7	3.9	2.6	3.6	3.0	4.6	3.9	5.1				
WTBT	Bradenton	C	103.5	100.0	1358	a	Clear Channel Comm	63	9905			Clsc Rock	n/a		6.8	2.0	3.3	3.7	3.4	2.7	2.3	3.2	1.9				
• WTZB	Englewood	A	105.9	4.3	394	c	Clear Channel Comm		99			Alternative	1,100		0.6	0.9	1.5	0.0	0.6	0.7	0.6	0.7	0.6				
WCTQ	Sarasota	C2	106.5	13.0	584	c	Clear Channel Comm	65	9905		g1	Country	2,000	3.06	9.6	4.5	5.0	3.5	6.5	5.8	6.3	8.0	4.0				
WSRZ	Coral Cove	C2	107.9	47.0 cp	509	c	Clear Channel Comm	95	9905		g1	Oldies	1,700	2.69	9.3	5.7	5.4	5.6	4.2	3.7	5.7	6.0	4.1				
# FM Stations -																10	# Combos -		8	FM TOTALS							
																82.9	40.5	46.1	44.0	43.0	43.7	43.3	47.2	40.5			

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)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WLSS	Sarasota	B	930	5.0	2.50		WGUL FM Inc	49	9909	900		News/Talk	275	1.84	2.2	2.9	0.8	1.7	0.6	1.1	1.1	1.2	0.5				
WFLA	Tampa	B	970	25.0	11.00	a	Clear Channel Comm	24	9905			Nws/Tlk/Spt	n/a		11.0	4.5	5.1	5.4	6.1	5.2	7.0	5.3	6.2				
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	0.0	0.4	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	1.13	1.3	0.6	0.4	0.6	0.8	0.0	0.6	0.4	1.1				
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				
• WSRQ	Sarasota	C	1450	1.0	1.00	c	Clear Channel Comm	39	9905		g1	News/Talk	100	0.70	2.1	2.1	0.5	1.1	1.1	0.4	0.4	0.4	0.5				
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	0.0				
WENG	Englewood	D	1530	1.0	0.00		Viper Comm Inc	64	0211	290		Nws/Tlk/Spt	100			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
# AM Stations -																9	# Combos -		5	AM TOTALS							
AM & FM Stations Profiled -																19	# Duopolies -		7	Total Local Commercial Share							
																17.0	10.6	6.8	9.2	8.6	6.7	9.1	7.3	8.3			
																	51.1	52.9	53.2	51.6	50.4	52.4	54.6	48.8			

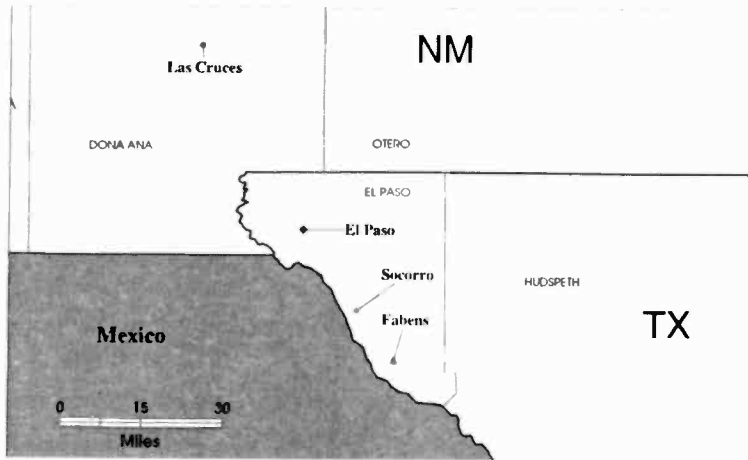
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 78

Revenue Rank: 79

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)

ESTIMATED GROSS REVENUES **	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$18,700	\$20,600	\$21,200	\$23,400	\$24,200	\$27,100	7.6%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	12.0%	\$28,500	\$30,500	\$32,200	\$34,000	\$35,700	5.7%

Revenue/Retail Sales	1997	2002	2007	Est. Breakout
Revenue/Capita	NA ^{1/}	\$3.93/1,000	\$4.05/1,000	Local 78%
	\$26.76	\$39.00	\$48.64	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 ^{1/}	6,903.7	NA ^{1/}	6,903.7	8,804.4	5.0%
EBI ^{2/}	6,896.8	7,820.0	2.5%	7,820.0	9,348.0	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	3	12	15	17	12	29
Tot 12+	0.0	7.5	66.0	74.7	75.8	11.4	87.2
Avg 12+	0.0	2.5	5.5	5.0	4.5	1.0	3.0
Tot LCS	0.0	8.6	75.7	85.7	86.9	13.1	100.0
Avg LCS	0.0	2.9	6.3	5.7	5.1	1.1	3.4

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

Market: El Paso, TX

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)									
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
KOFX	El Paso	C	92.3	100.0	1860	d	Entravision Comm Co	78	0004		na	Oldies	1,600	1.02	5.8	4.4	7.1	4.6	5.3	5.6	4.9	4.6	5.0		
KSII	El Paso	C	93.1	100.0	1421	c	Regent Comm	75	0002	4,500		Hot AC	2,200	1.73	4.7	4.3	5.3	3.5	3.4	3.8	4.5	4.8	4.5		
KINT	El Paso	C	93.9	100.0	1421	d	Entravision Comm Co	75	9706		g3	Mexican	2,800	1.88	5.5	5.7	4.3	5.0	6.4	3.9	4.0	5.0	6.5		
KHRO	El Paso	C	94.7	67.0	1191	d	Entravision Comm Co	58	0004		na	Modern Rock	1,050	1.21	3.2	5.0	4.6	4.8	3.5	3.7	1.6	2.6	3.5		
KLAQ	El Paso	C	95.5	100.0	1391	c	Regent Comm	78	0002	23,500	c2	AOR	3,500	1.24	10.4	5.6	6.5	6.9	8.3	10.1	8.7	9.4	8.2		
KHEY	El Paso	C	96.3	100.0	1391	e	Clear Channel Comm	74	9607		g1	Country	600	0.49	4.5	4.4	3.5	4.6	4.0	3.8	3.5	4.6	5.9		
KBNA	El Paso	C	97.5	48.0	1089	f	Univision Comm Inc	69	0206 p		st	Spanish AC	3,900	1.40	10.3	10.3	10.4	10.3	9.3	7.4	9.3	10.2	8.4		
XEPR	Ciudad Juarez		99.1	50.0	1116	e	Clear Channel Comm		00			Clsc Rock	400	0.57	2.6	2.3	3.2	2.0	1.9	2.5	2.1	2.6	4.1		
KTSM	El Paso	C	99.9	100.0	1821	e	Clear Channel Comm	62	9807	10,500	c1	Soft AC	2,350	1.14	7.6	6.5	7.9	6.9	6.0	6.6	8.0	6.0	6.6		
XHH	Ciudad Juarez	C	100.7	100.0	325	a	Boone, Jose		75			Spanish AC	350	0.52	2.5	1.9	2.5	2.0	2.4	1.6	2.2	2.4	3.3		
KPRR	El Paso	C	102.1	66.0	1191	e	Clear Channel Comm	69	9607		g1	CHR	2,700	0.77	12.9	12.5	10.2	10.6	9.9	10.3	12.1	13.0	14.2		
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	0.65	1.7	1.8	1.2	1.4	1.6	1.9	1.6	0.9	1.0		
XHTO	Ciudad Juarez	B	104.3	10.1	-115	b	ABS Inc.		72			Span/CHR	900	0.66	5.0	4.2	4.3	4.8	4.0	5.4	6.2	1.8	0.8		
XHIM	Ciudad Juarez	B1	105.1	14.5	-66	b	ABS Inc.		72			Span/Mexcn	500	0.60	3.1	1.5	1.7	1.4	3.1	3.7	1.8	2.3	1.3		
XHGU	Ciudad Juarez	C	105.9	46.5	151	a	Boone, Jose		75			Spanish AC			0.5	1.1	1.1	0.6	0.5	0.5	0.3	0.5	0.3		
XHNZ	Ciudad Juarez	C	107.5	14.8	-95	b	ABS Inc.		72			Span/Mexcn	1,000	0.75	4.9	4.3	3.9	3.3	4.9	5.1	4.3	2.8	0.6		
# FM Stations -					17	# Combos -					16	FM TOTALS					85.2	75.8	77.7	72.7	74.5	75.9	75.1	73.5	74.2

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)									
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
KROD	El Paso	B	600	5.0	5.00	c	Regent Comm	40	0002		c2	News/Talk	400	0.98	1.5	1.4	1.5	1.6	0.9	1.4	1.1	1.9	2.3		
KTSM	El Paso	B	690	10.0	10.00	e	Clear Channel Comm	47	9607		c1	News/Talk	400	0.53	2.8	4.5	3.6	2.3	2.5	3.1	1.9	2.3	3.5		
KAMA	El Paso	B	750	10.0	1.00	f	Univision Comm Inc	72	0206 p		st	Span/FuSvc	500	0.71	2.6	0.4	0.5	3.0	2.0	3.0	2.4	1.8	1.8		
XROK	Ciudad Juarez		800	50.0	150.00		XEWG, Inc.		00			Spn/7&8/7&8			0.3	0.4	0.0	0.3	0.5	0.0	0.0	0.6	0.7		
KBNA	El Paso	B	920	1.0	0.36	f	Univision Comm Inc	47	0206 p		st	Spanish AC	300	0.85	1.3	0.7	1.2	0.6	1.1	0.5	1.5	1.4	0.6		
XEJ	Ciudad Juarez		970	10.0	5.00	b	ABS Inc.		72			Spanish AC	175		0.7	0.6	1.0	0.9	0.6	0.7	0.6	0.7	0.3		
KXPL	El Paso	D	1060	10.0	0.00		K-FINA Results Inc	85	9102	100		Span/CCtmp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KSVE	El Paso	B	1150	5.0	0.38	d	Entravision Comm Co	58	9706		g3	Span/Oldes	200	0.41	1.8	0.5	0.0	1.2	1.4	0.9	2.1	2.0	2.0		
XEP	Ciudad Juarez		1300	1.0	1.00		Fantastico Radio		0			Span/Varty	200		0.9	0.7	0.0	1.0	1.0	1.4	0.7	0.0	0.0		
• KVIV	El Paso	C	1340	1.0	0.91		Spanish Chrstn Bcstg	49	9505	550		Span/Chrst	150	0.43	1.3	0.6	0.7	0.4	1.3	0.9	0.7	1.8	0.0		
KHEY	El Paso	B	1380	5.0	0.50	e	Clear Channel Comm	29	9607		g1	Sprts/Talk	150		0.5	0.4	0.3	0.3	0.5	0.8	0.3	0.3	0.5		
KELP	El Paso	B	1590	50.0 cp	0.80	g	McClatchey Bcstg	59	8401	590		Chrst/Talk	400		0.9	1.2	0.5	0.9	0.6	0.4	1.1	1.2	1.3		
# AM Stations -					12	# Combos -					7	AM TOTALS					14.6	11.4	9.3	12.5	12.4	13.1	12.4	14.0	13.0
AM & FM Stations Profiled -					29	# Duopolies -					9	Total Local Commercial Share					87.2	87.0	85.2	86.9	89.0	87.5	87.5	87.2	

• 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
Total	632.4

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$26,200	\$28,000	\$28,600	\$30,700	\$30,800	\$34,800
Revenue/Retail Sales Revenue/Capita	1997	2002	2007		Est. Breakout		
	NA ^{1/}	\$3.82/1,000	\$4.13/1,000		Local	77%	
	\$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
Households	237.7	251.5	1.1%	251.5	259.0	0.6%
Retail Sales	NA ^{1/}	9,114.3	NA ^{1/}	9,114.3	11,114.9	4.0%
EBI ^{2/}	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	7	5		11	12	11	23
Tot 12+	16.4	33.5		49.9	49.9	18.2	68.1
Avg 12+	2.3	6.7		4.5	4.2	1.7	3.0
Tot LCS	24.1	49.2		73.3	73.3	26.7	100.0
Avg LCS	3.4	9.8		6.7	6.1	2.4	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 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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001			
WWKL	Palmyra	A	92.1	3.3	299	d	Cumulus Bcstg Inc	59	0010		g	CHR/Rhythmic	250	0.26	2.8	3.4	4.2	3.3	4.1	2.3	0.9	0.5	0.0			
WTPA	Mechanicsburg	A	93.5	1.3	719	d	Cumulus Bcstg Inc	78	0010		g	Clsc Rock	4,100	1.16	10.2	4.5	5.3	8.2	7.0	6.8	7.6	6.5	6.5			
• WRBT	Harrisburg	B	94.9	25.0	699	c	Clear Channel Comm	62	9809		g2	Country	2,550	0.82	8.9	6.9	8.5	4.9	7.1	5.2	6.0	6.1	6.6			
WRVV	Harrisburg	B	97.3	17.0	840	c	Clear Channel Comm	46	9906		g2	Rock AC	5,700	1.33	12.3	8.5	8.2	7.5	8.6	8.6	7.5	9.0	7.0			
WQLV	Millersburg	A	98.9	0.8	896		Hepco Comm Inc		92			Lite AC	750		0.7	0.5	1.4	1.1	0.5	0.6	0.4	0.5	0.9			
WHKF	Harrisburg	A	99.3	1.4 cp	679	c	Clear Channel Comm	65	9906		g2	Christian	2,800	0.80	10.1	5.1	3.9	5.2	5.6	6.0	8.5	7.4	5.8			
WQIC	Lebanon	A	100.1	3.0	269	b	Lebanon Bcstg Co		48			Soft Rock	300	0.72	1.2	1.7	1.3	1.0	0.5	0.6	1.2	1.1	1.5			
• WYGL	Elizabethville	A	100.5	1.2	515		Max Media Properties	90	0307 p		g	Country	100		0.1	0.0	0.4	0.4	0.4	0.0	0.0	0.0	0.4			
WRKZ	Carlisle	A	102.3	2.8	328	a	Citadel Bcstg Corp	59	9901	4,500	c1	80s Hits	700	1.12	1.8	1.2	1.9	2.0	2.4	1.3	0.6	0.8	1.0			
WNNK	Harrisburg	B	104.1	22.5	725	d	Cumulus Bcstg Inc	62	0010		g	Hot AC	6,800	1.64	11.9	7.2	8.6	6.7	8.9	8.1	7.7	7.9	8.6			
WQXA	York	B	105.7	25.0	705	a	Citadel Bcstg Corp	48	9707		g1	AOR	2,300	0.74	8.9	5.1	4.7	4.9	6.0	6.0	6.0	6.4	4.9			
WCAT	Hershey	B	106.7	14.0	929	a	Citadel Bcstg Corp	64	9707		g	Country	2,700	1.25	6.2	5.8	4.6	5.9	3.8	5.1	4.4	3.8	5.0			
# FM Stations -															12	# Combos -		10	FM TOTALS							
															75.1	49.9	53.0	51.1	54.9	50.6	50.8	50.0	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)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WHP	Harrisburg	B	580	5.0	5.00	c	Clear Channel Comm	24	9906		g2	News/Talk	2,900	0.66	12.7	6.8	9.0	8.7	8.2	10.1	7.5	9.0	9.5
WWII	Shiremanstown	D	720	2.0	0.00		Hensley Bcstg Inc		87			ChrsContem	150		0.6	0.8	0.0	0.4	0.5	0.0	0.6	0.5	0.0
WADV	Lebanon	D	940	1.0	0.01		WADV Radio Inc	76	9809	5		Gsp/BGs/Cty			0.1	0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.0
WHYL	Carlisle	D	960	5.0	0.00	a	Citadel Bcstg Corp	48	9901		c1	Oldies	500	0.57	2.5	1.8	1.1	1.6	1.5	1.5	2.2	1.7	1.8
WIOO	Carlisle	D	1000	1.0	0.00		Swidler, Harold		65		1	Country	200	0.48	1.2	0.7	0.0	1.1	0.0	0.8	1.5	1.0	0.7
WKBO	Harrisburg	C	1230	0.5	0.00	c	Clear Channel Comm	22	9809		g2	Christian	200		0.7	0.7	0.4	1.4	0.6	0.0	0.7	0.5	0.6
WLBR	Lebanon	B	1270	5.0	1.00	b	Lebanon Bcstg Co		46			FuSvc/Talk	600	0.56	3.1	3.0	2.5	2.2	2.4	2.7	1.7	1.8	2.1
• WTCY	Harrisburg	C	1400	1.0	1.00	d	Cumulus Bcstg Inc	45	0010		g	Urban AC	800	0.82	2.8	3.4	2.4	1.6	2.4	1.6	2.1	1.5	2.2
WTKT	Harrisburg	B	1460	5.0 cp	5.00	c	Clear Channel Comm	48	9906		g2	Sports	300		0.9	0.5	0.5	0.7	0.8	0.8	0.5	0.4	0.5
WEEO	Shippensburg	D	1480	0.5	0.01		Allegheny Mtn Ntwk	61	9701			70s & 80s			0.3	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	0.0	0.0	0.4	0.0	0.4	0.0	0.4
# AM Stations -					11	# Combos -		6	AM TOTALS														
					24.9	18.2	15.9	17.7	16.8	17.9	17.2	16.4	17.8										
AM & FM Stations Profiled -					23	# Duopolies -		6	Total Local Commercial Share														
					68.1	68.9	68.8	71.7	68.5	68.0	66.4	66.0											

• 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
Total	643.9

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$23,500	\$28,200	\$31,200	\$32,600	\$30,600	\$32,600	6.8%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.5%	\$34,500	\$36,900	\$38,900	\$41,100	\$43,100	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$4.18/1,000	\$4.64/1,000	Local	73%		
	\$35.46	\$50.63	\$68.32	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 ^{1/}	7,797.4	NA ^{1/}	7,797.4	9,285.4	3.6%
EBI ^{2/}	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	10	8		14	18	12	30
Tot 12+	17.4	48.0		64.7	65.4	14.4	79.8
Avg 12+	1.7	6.0		4.6	3.6	1.2	2.7
Tot LCS	21.8	60.2		81.1	82.0	18.0	100.0
Avg LCS	2.2	7.5		5.8	4.6	1.5	3.3

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

Some stations also rated in Ithaca.

Competitive Overview

Market: Syracuse, NY

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		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WSEN	Baldwinsville	B1	92.1	25.0	299	a	Buckley Bcstg Corp	67	8008	700	c1	Oldies	2,100	0.91	7.1	6.3	6.3	6.9	6.7	5.2	5.6	5.0	4.9
WNTQ	Syracuse	B	93.1	97.0	659	d	Citadel Bcstg Corp	56	0004		g1	CHR	4,700	1.44	10.0	7.7	8.0	8.8	9.2	7.9	7.5	6.9	8.7
WYYY	Syracuse	B	94.5	100.0	650	b	Clear Channel Comm	46	9901		sw	AC	4,000	1.59	7.7	6.7	5.2	6.4	6.3	6.0	5.5	6.5	6.3
WAQX	Manlius	B1	95.7	25.0	299	d	Citadel Bcstg Corp	78	0004		g1	AOR	2,500	0.89	8.6	5.1	6.3	7.5	7.9	6.5	6.1	6.6	5.7
WOLF	Oswego	A	96.7	3.0	328	f	Fox, Craig	90	9709	80		Children			0.3	0.0	0.6	0.0	0.3	0.0	0.3	0.2	0.4
WTKW	Bridgeport	A	99.5	5.7	338	c	Galaxy Comm	92	9408	100		Clsc Rock	2,100	1.37	4.7	4.3	4.0	3.6	3.5	4.4	3.3	3.7	3.5
WKRL	North Syracuse	A	100.9	6.0	164	c	Galaxy Comm	72	9402	1,375	c3	Modern Rock	1,900	1.08	5.4	3.2	2.2	4.4	4.7	4.4	3.6	4.2	4.4
WSCP	Pulaski	A	101.7	2.5	364	c	Galaxy Comm	87	0108	400	c2	Country	150	0.24	1.9	1.6	1.7	1.5	1.8	1.6	1.5	1.2	1.0
WZUN	Phoenix	A	102.1	6.0	266	c	Galaxy Comm	95	0012	3,750		AC	700	1.19	1.8	2.0	1.7	1.1	1.0	1.4	1.5	1.7	2.1
WVOA	Mexico	A	103.9	3.0	292	f	Fox, Craig	96	9607		3 cp	Religion	200			0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
WBBS	Fulton	B	104.7	50.0	492	b	Clear Channel Comm	61	9907		sw	Country	5,300	1.28	12.7	8.6	9.9	10.7	11.1	10.0	10.3	8.7	10.2
WWDG	Deruyter	B	105.1	42.0	541	b	Clear Channel Comm	48	0201	5,000		New Rock			0.1	2.0	1.8	0.0	0.1	0.0	0.1	0.0	0.0
WTKV	Oswego	A	105.5	4.0	397	c	Galaxy Comm	73	9512	466	c5	Clsc Rock			1.3	0.7	0.8	0.5	1.0	0.8	1.0	1.2	1.7
WLTJ	Syracuse	A	105.9	4.0	200	d	Citadel Bcstg Corp	96	0004		g1	Soft AC	750	0.55	4.2	4.4	3.9	3.3	3.8	3.6	2.7	3.3	3.6
WMCR	Oneida	A	106.3	0.4	719	e	Warren Bcstg Co Inc	72				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	1.2	1.0	0.8	1.0	0.8	0.9	0.9	1.6
WPHR	Auburn	B	106.9	14.0	942	b	Clear Channel Comm	49	0002	3,000		Urban	900	0.79	3.5	4.6	3.6	3.8	2.2	2.9	3.2	2.7	3.9
WWHT	Syracuse	B	107.9	50.0	499	b	Clear Channel Comm	58	9907		sw	CHR	2,300	0.74	9.5	7.0	6.5	5.3	7.5	7.0	7.4	8.2	7.6
# FM Stations - 18													# Combos - 18		FM TOTALS								
													79.9	65.4	63.5	65.0	68.1	62.5	60.5	61.0	65.6		

AM Stations

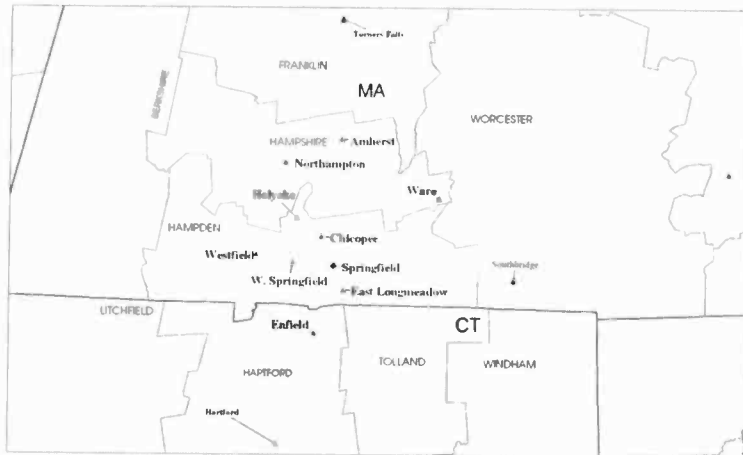
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
WSYR	Syracuse	B	570	5.0	5.00	b	Clear Channel Comm	22	9907		sw	Talk	3,200	0.94	10.4	7.2	8.8	9.1	7.4	7.9	8.8	8.7	8.1
WHEN	Syracuse	B	620	5.0	1.00	b	Clear Channel Comm	41	9907		sw	Sports	700	0.69	3.1	2.1	2.2	1.8	1.9	2.5	2.7	2.6	2.5
WFBL	Baldwinsville	D	1050	2.5	0.02	a	Buckley Bcstg Corp	59	8008		c1	News/Talk	300	0.38	2.4	1.1	0.8	0.9	0.9	1.8	2.4	2.5	2.6
WSCP	Sandy	D	1070	2.5	0.00	c	Galaxy Comm	74	0108		c2	Country			0.1	0.1	0.0	0.0	0.3	0.0	0.1	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	2.3	1.8	1.7	1.6	1.8	2.4	1.0	1.0
WNSS	Syracuse	B	1260	5.0	5.00	d	Citadel Bcstg Corp	46	0004		g1	Sports	300	0.84	1.1	0.7	1.3	1.1	0.6	0.8	1.1	0.9	0.0
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		Crawford Bcstg Co	22	9307	425		Christian				0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.5
WSGO	Oswego	D	1440	1.0	0.05	c	Galaxy Comm	60	9512		c5	Adlt Stndrd			0.6	0.5	0.5	0.1	0.4	0.7	0.4	0.4	0.0
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	0.0	0.1	0.1	0.0
WSIV	E. Syracuse	D	1540	1.0 cp	0.06	f	Fox, Craig	55	9609		c1	Christian	100		0.3	0.4	0.0	0.0	0.0	0.0	0.8	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					20.2	14.4	15.5	15.1	13.2	15.5	18.8	16.2	14.7		
AM & FM Stations Profiled - 30					# Duopolies - 11			Total Local Commercial Share						79.8	79.0	80.1	81.3	78.0	79.3	77.2	80.3		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 81

Revenue Rank: 102

Springfield, MA Market Overview



Metro Counties / Population (000)

Hampden, MA	455.4
Hampshire, MA	152.7
Total	608.1

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$17,100	\$17,200	\$18,300	\$19,400	\$18,700	\$19,900
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.4%	\$21,000	\$22,400	\$23,600	\$24,900	\$26,200	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.92/1,000	\$3.32/1,000	Local	75%		
Revenue/Capita	\$28.81	\$32.72	\$43.08	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 ^{1/}	6,817.4	NA ^{1/}	6,817.4	7,894.6	3.0%
EBI ^{2/}	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	5	5		9	10	10	20
Tot 12+	16.0	33.7		48.5	49.7	16.7	66.4
Avg 12+	3.2	6.7		5.4	5.0	1.7	3.3
Tot LCS	24.1	50.8		73.0	74.8	25.2	100.0
Avg LCS	4.8	10.2		8.1	7.5	2.5	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 Boston & Hartford.

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)										
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001			
• WHYN	Springfield	B	93.1	8.9	1001	d	Clear Channel Comm	46	9607		g2	Hot AC	3,425	1.55	11.1	5.8	6.7	6.1	6.6	7.4	7.0	7.5	6.8			
WZMX	Hartford	B	93.7	17.0	850	a	Infinity Bcstg	39	0102			Rhythm/Blue	n/a		10.8	9.1	8.3	7.7	7.5	7.3	5.8	7.1	7.3			
WRSI	Turners Falls	A	93.9	4.3 cp	390		Vox Media Corp	94	0009	2,900		AAA	200	0.84	1.2	1.2	1.1	0.7	0.9	0.4	0.9	0.8	1.3			
WMAS	Springfield	B	94.7	50.0	194	c	Lappin Comm	47				AC	3,800	1.41	13.5	8.0	7.9	9.0	9.5	6.6	9.4	9.2	7.6			
WKSS	Hartford-Meriden	B	95.7	16.5	879		Clear Channel Comm	47	0008			Top 40	n/a		6.7	4.4	4.6	5.1	4.8	4.2	4.0	4.3	4.0			
WPKX	Enfield	A	97.9	2.2	528	d	Clear Channel Comm	90	0008		g	Country	2,175	1.12	9.8	6.4	6.7	5.0	5.8	6.6	6.6	6.3	6.4			
WLZX	Northampton	A	99.3	5.8	331	e	Saga Comm Inc	56	0007	12,000	c2	Rock	1,500	1.64	4.6	4.1	2.6	2.8	3.0	3.4	2.8	2.7	3.3			
• WRNX	Amherst	A	100.9	1.4	692	f	Pamal Broadcasting	90	0305	8,000	c1	AAA	1,800	2.74	3.3	2.9	1.6	2.3	1.7	1.8	3.0	2.0	2.7			
WAQY	Springfield	B	102.1	17.0	781	e	Saga Comm Inc	66	9011		g1	Clsc Rock	3,750	1.61	11.7	6.4	7.2	6.7	8.4	9.7	6.2	5.9	8.8			
WEIB	Northampton	A	106.3	3.0	289		Cutting Edge Bcstg	99				SmJaz/AC	300	0.66	2.3	1.4	1.2	1.4	2.1	1.5	1.6	0.7	1.4			
# FM Stations -															10	# Combos -		6	FM TOTALS							
															75.0	49.7	47.9	46.8	50.3	48.9	47.3	46.5	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001			
WHYN	Springfield	B	560	5.0	1.00	d	Clear Channel Comm	41	9607		g2	News/Talk	1,250	0.63	10.0	6.0	7.2	6.7	5.5	7.0	8.2	5.1	6.9			
WNNZ	Westfield	B	640	50.0	1.00	d	Clear Channel Comm	57	9811	1,275		Sprts/Talk	400	0.77	2.6	1.5	1.5	1.8	1.6	1.7	1.9	1.5	1.8			
WACE	Chicopee	D	730	5.0	0.01		Carter Bcstg Corp	46				Religion			0.5	0.0	0.0	0.7	0.0	0.0	0.4	0.8	0.4			
• WARE	Ware	B	1250	5.0	2.50		Success Signal Bcstg	48	0301	250		Span/Varty	150			0.4	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	0.52	3.4	2.9	2.0	1.9	2.3	2.7	2.0	1.9	1.0			
WHMP	Northampton	C	1400	1.0	1.00	e	Saga Comm Inc	50	0007		c2	Nws/Tlk/Spt	400	1.12	1.8	1.2	1.5	1.4	1.2	1.4	0.8	1.2	1.2			
• WPNI	Amherst	D	1430	5.0	0.00	f	Pamal Broadcasting	63	0305		c1	News/Talk	75		0.2	0.5	0.5	0.6	0.0	0.4	0.0	0.0	0.0			
WMAS	Springfield	C	1450	1.0	1.00	c	Lappin Comm	32	7805			Adlt Stndrd	300	0.28	5.3	3.2	3.3	3.3	4.2	2.8	2.8	3.8	3.1			
WACM	West Springfield	C	1490	0.5	0.00	b	Gois, Antonio F.	49	9707	600		Span/Trpcl			0.9	0.7	1.2	0.4	0.6	1.3	0.0	0.4	0.4			
WHNP	East	D	1600	2.5	0.00	e	Saga Comm Inc	47	9011		g1	Information			0.3	0.3	0.0	0.1	0.1	0.3	0.3	0.0	0.0			
# AM Stations -															10	# Combos -		8	AM TOTALS							
															25.0	16.7	17.2	16.9	15.5	17.6	16.4	14.7	14.8			
AM & FM Stations Profiled -															20	# Duopolies -		5	Total Local Commercial Share							
															66.4	65.1	63.7	65.8	66.5	63.7	61.2	64.4				

• 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
Total	616.3

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$25,500	\$28,100	\$30,100	\$30,500	\$29,500	\$30,000	3.3%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	1.7%	\$31,600	\$33,700	\$35,600	\$37,500	\$39,400	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.66/1,000	\$4.13/1,000	Local	83%		
	\$41.65	\$48.68	\$64.27	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	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 ^{1/}	8,199.8	NA ^{1/}	8,199.8	9,544.5	3.1%
EBI ^{2/}	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	10	5		11	15	6	21
Tot 12+	28.5	42.6		69.2	71.1	7.9	79.0
Avg 12+	2.9	8.5		6.3	4.7	1.3	3.8
Tot LCS	36.1	53.9		87.6	90.0	10.0	100.0
Avg LCS	3.6	10.8		8.0	6.0	1.7	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														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	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer	
			Freq	(kW)												2003	2003	2002	2002	2002	2002	2001	2001	
WVKS	Toledo	B	92.5	50.0	479	b	Clear Channel Comm	57	9905		g2	CHR	3,950	1.04	12.7	8.5	8.7	8.2	9.9	9.9	8.9	11.2	9.1	
WRQN	Bowling Green	A	93.5	4.1	397	a	Cumulus Bcstg Inc	64	9711		c3	Oldies	1,525	0.71	7.2	6.1	6.4	5.1	5.0	6.3	5.6	5.9	5.8	
WXKR	Port Clinton	B	94.5	30.0	630	a	Cumulus Bcstg Inc	61	9802	5,000		Clsc Rock	1,500	0.85	5.9	5.3	4.1	5.1	4.7	5.6	4.5	3.8	4.1	
● WIMX	Gibsonburg	A	95.7	3.5	433		Urban Radio Bcstg	89	0305 p	2,000	+	1 Urban AC	675	0.46	4.9	4.0	3.1	3.8	3.8	4.7	4.0	3.1	3.9	
WMTR	Archbold	A	96.1	3.8	400		Nobco Inc	68				AOR	250		0.8	0.6	0.7	0.4	0.6	0.5	0.6	0.8	0.4	
WJZE	Oak Harbor	A	97.3	1.6	407		RASP Bcstg Entrprise	93	9311	200		Clsc Hits	450	1.00	1.5	1.3	1.1	1.1	1.0	1.5	1.1	1.0	1.3	
● WTWR	Luna Pier	A	98.3	3.4	440	a	Cumulus Bcstg Inc	67	9808	2,800		CHR	700	1.06	2.2	2.6	1.6	1.5	1.9	1.5	1.8	1.8	2.1	
WKKO	Toledo	B	99.9	50.0 cp	499	a	Cumulus Bcstg Inc	56	9711		c3	Country	6,400	1.27	16.8	13.2	14.7	15.5	13.5	12.0	14.6	12.8	13.6	
WRVF	Toledo	B	101.5	41.0 cp	486	b	Clear Channel Comm	46	9905		g2	AC	4,150	1.21	11.4	9.8	8.6	8.0	10.0	7.9	8.6	9.5	8.1	
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	b	Clear Channel Comm	49	9905		g2	Rock	3,500	1.48	7.9	5.8	5.7	5.8	6.3	6.3	6.3	6.1	6.7	
WWWM	Sylvania	A	105.5	4.3	390	a	Cumulus Bcstg Inc	68	9710	10,000	c4	Hot AC	2,300	1.05	7.3	7.1	5.6	5.2	5.4	6.4	6.1	5.3	6.0	
● WRWK	Delta	A	106.5	4.8	364	a	Cumulus Bcstg Inc	94	9912	4,925		Alternative	600	0.77	2.6	2.1	3.0	2.2	2.1	2.9	1.7	1.4	1.7	
WJUC	Swanton	A	107.3	3.0	328		Welch Comm Inc	97				Urban	400	0.26	5.2	4.7	4.1	3.7	3.8	4.7	4.3	3.5	3.2	
WPFX	North Baltimore	A	107.7	3.0	328	b	Clear Channel Comm	91	9905		g2	Clsc Rock			0.1	0.0	0.0	0.8	0.0	0.0	0.4	0.0	0.0	
# FM Stations -					15	# Combos -					10	FM TOTALS				86.5	71.1	67.4	66.4	68.0	70.2	68.5	66.2	66.0

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Winter	Fall	Summer	Spring	Winter	Fall	Summer
			Freq	(kW)	(kW)												2003	2003	2002	2002	2002	2002	2001	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	0.0	0.0
WCWA	Toledo	C	1230	1.0	1.00	b	Clear Channel Comm	38	9905		g2	Talk	700	0.75	3.1	0.9	1.0	1.4	2.2	2.1	2.5	2.9	3.8	
WSPD	Toledo	B	1370	5.0	5.00	b	Clear Channel Comm	21	9905		g2	News/Talk	2,200	1.00	7.3	4.6	5.7	7.0	5.4	6.0	6.1	5.4	6.0	
WLQR	Toledo	B	1470	1.0 cp	1.00	a	Cumulus Bcstg Inc	54	9710		c4	Sports	350	0.58	2.0	1.8	1.7	2.1	1.7	1.7	1.4	1.5	1.7	
WDMN	Rosssford	B	1520	0.5 cp	0.40		Comerstone Church	66	9806	200		ChrsContem	200		0.6	0.0	1.0	0.7	0.7	0.0	0.4	0.7	0.4	
WTOD	Toledo	D	1560	5.0	0.00	a	Cumulus Bcstg Inc	46	9711		c3	Country	100		0.6	0.6	1.3	0.3	0.3	0.8	0.3	0.4	0.6	
# AM Stations -					6	# Combos -					4	AM TOTALS				13.6	7.9	10.7	11.5	10.3	10.6	10.7	10.9	12.5
AM & FM Stations Profiled -					21	# Duopolies -					7	Total Local Commercial Share				79.0	78.1	77.9	78.3	80.8	79.2	77.1	78.5	

● 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
Total	611.0

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>
	\$22,700	\$25,900	\$28,900	\$29,100	\$27,600	\$29,600	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>
	7.2%	\$31,200	\$33,400	\$35,200	\$37,100	\$39,000	5.6%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.79/1,000	\$4.05/1,000	Local	90%		
Revenue/Capita	\$39.90	\$48.45	\$61.46	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	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 ^{1/}	7,808.8	NA ^{1/}	7,808.8	9,638.6	4.3%
EBI ^{2/}	8,506.0	10,211.7	3.7%	10,211.7	13,012.4	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)	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	Viable FMs	All FMs	All AMs	Total
# Stations	3		10	13	13	8	21
Tot 12+	6.8		53.9	60.7	60.7	16.6	77.3
Avg 12+	2.3		5.4	4.7	4.7	2.1	3.7
Tot LCS	8.8		69.7	78.5	78.5	21.5	100.0
Avg LCS	2.9		7.0	6.0	6.0	2.7	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 Lafayette, LA.

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)									
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
WQCK	Clinton	C2	92.7	32.0	604		Touch Family Bcstg	81	9703	2,025	+	AC	950	1.00	3.2	2.6	2.4	2.6	2.3	3.0	1.9	2.7	2.7	3.2	
KOOJ	New Iberia	C1	93.7	100.0	971	a	Citadel Bcstg Corp	92	9911	9,500		Rock	400	0.48	2.8	4.3	3.8	2.3	2.2	1.9	2.5	2.0	2.0	2.9	
WEMX	Kentwood	C1	94.1	100.0	981	a	Citadel Bcstg Corp	67	9903		g1	Urban	1,800	0.66	9.2	9.5	6.8	7.1	6.6	6.8	6.8	8.0	7.7		
• KRVE	Brusly	C2	96.1	50.0	449	b	Clear Channel Comm	89	0008		g	AC	2,200	1.13	6.6	4.7	4.9	6.7	5.2	3.6	5.6	5.9	6.2		
WDGL	Baton Rouge	C	98.1	100.0	1499	c	Guaranty Bcstg Co	68			na	Clisc Rock	5,300	1.88	9.5	6.0	6.3	6.7	6.8	8.5	7.1	6.6	7.6		
WYPY	Baton Rouge	C	100.7	100.0	1499	c	Guaranty Bcstg Co	66	9608		na	Country	1,700	1.20	4.8	3.4	4.4	3.6	3.5	4.3	4.4	2.5	5.1		
WYNK	Baton Rouge	C	101.5	100.0	1499	b	Clear Channel Comm	68	0008		g	Country	3,700	1.33	9.4	6.8	8.2	7.0	8.2	7.8	5.9	6.9	7.3		
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	5.4	5.5	6.5	6.5	6.6	5.2	6.3		
• WBBE	Hammond	C	103.3	100.0	499	a	Citadel Bcstg Corp	65	9903		g2	AC	1,400	1.03	4.6	3.3	3.4	2.9	3.8	3.7	2.5	4.2	3.3		
WZRB	Jackson	A	104.5	2.8	492	c	Guaranty Bcstg Co	99	0011	1,000		Urban AC	150	0.32	1.6	0.7	0.9	2.0	0.9	1.2	1.0	1.8	0.8		
KNXX	Donaldsonville	A	104.9	3.0 cp	479	c	Guaranty Bcstg Co	72	0002	1,500		Alternative	825	0.59	4.7	2.0	1.9	2.6	2.7	3.9	4.3	3.4	3.2		
KQXL	New Roads	C2	106.5	50.0	486	a	Citadel Bcstg Corp	79	9903		g2	Urban	3,400	1.16	9.9	7.8	7.5	8.4	6.4	6.6	9.6	7.8	7.4		
WJNH	Baker	A	107.3	4.3 cp	387	c	Guaranty Bcstg Co	94	9701	1,750		Rhymc/CHR	725	0.41	6.0	4.1	5.6	4.8	5.5	4.7	3.7	4.5	3.2		
# FM Stations -					13	# Combos -					12	FM TOTALS					80.4	60.7	61.5	62.2	60.6	62.5	61.9	61.5	64.2

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)									
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
WNDC	Baton Rouge	B	910	1.0	1.00		Church Point Ministr	46	8812	450		Gospel	100		0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.0		
WJBO	Baton Rouge	B	1150	5.0	5.00	b	Clear Channel Comm	34	0008		g	Nws/Tlk/Spt	2,050	1.08	6.4	5.4	5.0	4.2	3.5	5.5	5.6	4.9	4.5		
WSKR	Denham Springs	B	1210	10.0	1.00	b	Clear Channel Comm	59	0008		g	Sports	200		0.8	0.9	0.7	0.9	0.7	0.6	0.7	0.4	0.0		
KBRH	Baton Rouge	B	1260	5.0	0.13		E.Baton Rouge School	77	9308		nc	Clisc/R&BOd	100		0.1	0.7	0.0	0.6	0.4	0.0	0.0	0.0	0.6		
WIBR	Baton Rouge	B	1300	5.0	1.00	a	Citadel Bcstg Corp	48	9903		g2	News/Talk	500	0.99	1.7	1.4	1.2	1.3	1.9	1.3	1.0	1.1	1.1		
WYNK	Baton Rouge	D	1380	5.0	0.00	b	Clear Channel Comm	56	0008		g	Talk	100		0.2	0.7	0.7	0.0	0.6	0.0	0.0	0.0	0.0		
WXOK	Baton Rouge	B	1460	5.0	1.00	a	Citadel Bcstg Corp	53	9903		g2	Gospel	1,800	0.65	9.3	7.5	5.0	7.2	7.2	7.8	6.2	7.1	7.3		
WPFC	Baton Rouge	D	1550	5.0	0.00		Victory & Power Inc	63	9411	450		Urban/Gospl	300		0.8	0.0	0.4	0.4	0.0	0.0	1.2	1.3	0.6		
# AM Stations -					8	# Combos -					5	AM TOTALS					19.4	16.6	13.0	15.0	14.3	15.2	14.7	15.2	14.1
AM & FM Stations Profiled -					21	# Duopolles -					8	Total Local Commercial Share					77.3	74.5	77.2	74.9	77.7	76.6	76.7	78.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 84

Revenue Rank: 98

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
Total	587.4

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$17,300	\$20,300	\$21,000	\$22,400	\$19,600	\$21,400	4.4%
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.2%	\$22,500	\$24,100	\$25,400	\$26,800	\$28,200	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.46/1,000	\$3.88/1,000	Local	87%		
Revenue/Capita	\$31.25	\$36.43	\$46.60	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
Households	193.1	222.4	2.9%	222.4	234.0	1.0%
Retail Sales	NA ^{1/}	6,193.2	NA ^{1/}	6,193.2	7,267.5	3.3%
EBI ^{2/}	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+	5.4		71.8	73.6	77.2	2.0	79.2
Avg 12+	1.1		3.6	4.1	3.1	0.1	1.9
Tot LCS	6.8		90.7	92.9	97.5	2.5	100.0
Avg LCS	1.4		4.5	5.2	3.9	0.2	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)															
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001								
WRSV	Rocky Mount	A	92.1	2.4	532	i	Northstar Bcstg	49	8911			Urban AC	300	0.56	2.5	0.9	1.0	0.9	2.0	2.6	1.3	2.0	2.0								
WQSL	Jacksonville	C2	92.3	22.5	725	f	NextMedia Group	94	0104		sw	Rhymc/CHR	625	0.51	5.7	4.0	3.3	4.3	3.8	4.1	4.8	5.0	5.7								
WERO	Washington	C	93.3	100.0	1782	f	NextMedia Group	61	0008		g3	AC	1,475	1.04	6.6	4.2	4.2	5.0	4.4	6.2	5.5	4.4	4.8								
WNBR	Oriental	C3	94.1	11.0	486	h	Archway Broadcast	93	0303	6,500	d1	Country	100		0.5	1.1	1.0	0.9	0.7	0.6	0.4	0.0	0.0								
WGPM	Farmville	A	94.3	2.0 cp	407	a	Archway Broadcast	74	0303	3,000	d1	Soft Rock	75		0.4	0.9	0.3	1.0	0.0	0.0	0.4	0.7	0.0								
WRNS	Kinston	C	95.1	100.0	1506	f	NextMedia Group	68	0008		g3	Country	4,750	1.26	17.6	14.2	11.9	15.5	13.8	13.9	14.2	13.0	13.3								
● WRHT	Morehead City	C1	96.3	100.0	492	h	Archway Broadcast	72	0303		d1	CHR	650	1.01	3.0	2.3	3.5	3.4	2.3	2.0	2.4	2.5	3.4								
● WZBR	Kinston	A	97.7	3.0	249	h	Archway Broadcast	76	0303		d1	Country	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WRUP	Bayboro	C3	97.9	14.5	433	b	Benfield, Ronald W.	90				1 Sports			0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.4	0.0	0.0							
WCZI	Washington	A	98.3	1.4	489	a	Archway Broadcast	88	0303		d1	Nws/Tlk/Spt	75		0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.7	0.0								
WKOO	Jacksonville	C1	98.7	100.0	974	f	NextMedia Group	65	0008		g3	Oldies	700	1.36	2.4	2.6	1.9	1.7	2.1	2.0	1.9	1.5	1.8								
WXNR	Grifton	C2	99.5	16.5	843	d	Beasley Bcst Group	89	9611	2,000		Alternative	1,200	0.98	5.7	4.0	3.3	3.6	3.8	6.1	3.7	4.2	4.1								
WLGK	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	3.9	3.6	2.7	3.5	2.1	0.7	0.9								
WIKS	New Bern	C1	101.9	100.0	981	d	Beasley Bcst Group	77	9611	14,000	c8	Urban	3,100	1.17	12.4	8.8	7.1	8.9	9.0	10.0	8.3	11.3	9.8								
WELS	Kinston	A	102.9	3.0	295	g	Willis Bcstg Corp	90	9607	150	c7	Gospel	400	0.46	4.1	3.6	2.7	2.6	2.8	3.2	3.4	3.4	2.3								
WMGV	Newport	C1	103.3	100.0	981	d	Beasley Bcst Group	83	9611		c8	Soft Rock	1,200	0.97	5.8	5.5	4.9	4.9	5.1	3.9	4.9	4.1	3.4								
WCBZ	Williamston	C1	103.7	100.0	981	h	Archway Broadcast	88	0303		d1	CHR	350	1.17	1.4	0.9	0.9	1.3	1.3	1.0	0.7	1.3	1.2								
● WWTB	Topsail Beach	C3	103.9	21.5	328		Jacksonville-Topsail	93	9802	See (178)		Adlt Stndrd	n/a		1.5	1.3	1.2	0.6	1.4	1.2	1.2	0.9	0.9								
WANG	Havelock	C3	105.1	18.5	384	f	NextMedia Group	71	0008		g3	Adlt Stndrd	150	0.32	2.2	2.0	1.4	1.3	1.6	0.9	2.2	2.0	1.9								
WXQR	Jacksonville	C2	105.5	19.0	794	f	NextMedia Group	66	0104		sw	Clsc Rock	400	0.60	3.1	3.2	3.5	2.9	3.5	2.3	2.2	1.8	3.8								
● WRDU	Wilson	C0	106.1	100.0	1365		Clear Channel Comm	48	0008			AOR	n/a		1.1	1.6	0.9	0.6	1.1	0.9	0.6	0.7	0.9								
WSFL	New Bern	C1	106.5	100.0	915	d	Beasley Bcst Group	68	9107			Clsc Rock	2,500	1.58	7.4	5.5	6.5	5.7	6.3	6.4	5.2	5.3	7.2								
WTKF	Atlantic	C3	107.3	7.0	607		Atlantic Ridge Tlcst	92	9512		st	Nws/Tlk/Spt	300	0.64	2.2	2.7	1.4	2.1	2.1	1.2	1.6	1.8	1.3								
WNCT	Greenville	C	107.9	100.0	1700	d	Beasley Bcst Group	63	9603	3,000	c6	Oldies	2,300	1.60	6.7	4.3	5.3	4.1	5.1	6.1	4.8	4.8	5.4								
															# FM Stations -	25			# Combos -	20											
																	FM TOTALS						95.7	77.2	70.7	74.9	74.9	78.1	72.6	72.1	74.1

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 84

Revenue Rank: 98

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
Total	587.4

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>
	\$17,300	\$20,300	\$21,000	\$22,400	\$19,600	\$21,400	4.4%
	<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>
	9.2%	\$22,500	\$24,100	\$25,400	\$26,800	\$28,200	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.46/1,000	\$3.88/1,000	Local	87%		
	\$31.25	\$36.43	\$46.60	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	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 ^{1/}	6,193.2	NA ^{1/}	6,193.2	7,267.5	3.3%
EBI ^{2/}	7,332.0	8,202.4	2.3%	8,202.4	10,047.5	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)	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+	5.4		71.8	73.6	77.2	2.0	79.2
Avg 12+	1.1		3.6	4.1	3.1	0.1	1.9
Tot LCS	6.8		90.7	92.9	97.5	2.5	100.0
Avg LCS	1.4		4.5	5.2	3.9	0.2	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		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	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
WSTK	Jacksonville	B	910	5.0	5.00	b	Benfield, Ronald W.	54	9801	17		Nws/Tlk/Spt			0.5	0.0	0.0	0.0	0.0	0.0	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	0.4	0.7	0.0	0.7	0.0	0.0	0.0	0.7	0.4	
WRNS	Kinston	B	960	5.0	1.00	f	NextMedia Group	37	0008		g3	Country				0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	0.4	0.0	0.0	0.4	0.0	0.4	0.4	
WNCT	Greenville	B	1070	10.0	10.00	d	Beasley Bcst Group	40	9603		c6	Mexican	200		0.4	0.6	0.6	0.7	0.6	0.4	0.4	0.0	0.9		
WSMO	Camp Lejeune	D	1120	6.0 cp	0.00	c	CTC Media Group Inc	80	9508	38		Country			0.4	0.0	1.0	0.4	0.6	0.0	0.6	0.0	0.0		
WLNR	Kinston	C	1230	1.0	1.00		Pioneer Bcstg LLC	54	0101	151	1	Sports				0.0	0.0	0.0	0.0	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	0.6	0.9	0.4	0.3	0.6	0.9	0.7	0.0		
WGHB	Farmville	B	1250	5.0	2.50	b	Benfield, Ronald W.	59	0208	505		Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WJCV	Jacksonville	D	1290	1.0	0.00		Down East Bcstg Co	68	8706	50		Inspiration				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTOW	Greenville	D	1320	0.5	0.05	e	Rouse, James	61	9302	75		Gospel			0.8	0.0	1.6	0.9	0.6	0.9	0.9	0.0	0.0		
WANG	Havelock	D	1330	1.0	0.00	f	NextMedia Group	62	0008		g3	Adlt Stndrd				0.0	0.0	0.0	0.0	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	0.4	0.0	0.6	0.0	1.2	0.7	1.9	0.4		
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	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	0.4	0.0	0.0	0.0	0.0	1.0	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	0.0	0.0	0.0	0.0		
# AM Stations -					16	# Combos -					14	AM TOTALS					4.5	2.0	5.2	3.4	2.8	3.1	3.9	4.3	2.1
AM & FM Stations Profiled -					41	# Duopolies -					14	Total Local Commercial Share					79.2	75.9	78.3	77.7	81.2	76.5	76.4	76.2	

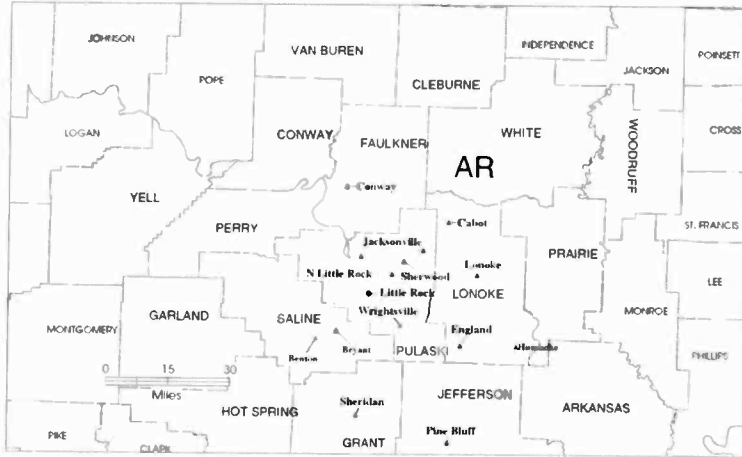
• Indicates a change since last edition

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
Total	591.5

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$21,000	\$22,600	\$24,200	\$24,900	\$26,500	\$31,800	8.6%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	20.0%	\$33,400	\$35,800	\$37,700	\$39,800	\$41,800	5.6%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.77/1,000	\$4.10/1,000	Local	77%		
	\$37.96	\$53.76	\$68.59	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 ^{1/}	8,431.5	NA ^{1/}	8,431.5	10,207.1	3.9%
EBI ^{2/}	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
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7		14	17	21	14	35
Tot 12+	14.0		63.8	77.1	77.8	7.4	85.2
Avg 12+	2.0		4.6	4.5	3.7	0.5	2.4
Tot LCS	16.4		74.9	90.5	91.3	8.7	100.0
Avg LCS	2.3		5.3	5.3	4.3	0.6	2.9

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

Market: Little Rock, AR

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)															
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001								
KIPR	Pine Bluff	C1	92.3	100.0	938	c	Citadel Bcstg Corp	59	9709	25,000	d1	Urban AC		8.9	9.0	7.7	7.2	8.2	8.0	7.4	7.4	7.8								
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	0.0							
● KKZR	Bryant	C3	93.3	5.6	699		Archway Broadcast	89	0302	3,600		Rock			0.7	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	1.20	6.3	4.8	4.4	3.9	5.4	5.9	5.3	5.1	6.0							
● KMSX	Maumelle	C	94.9	100.0	1844	a	Clear Channel Comm	71	9710	20,000	d4	AC	1,500	0.98	4.8	3.7	3.7	3.8	4.3	4.2	4.1	4.1	3.9							
KSSN	Little Rock	C	95.7	100.0	1663	a	Clear Channel Comm	66	9710		d4	Country	4,800	1.36	11.1	9.0	10.7	10.8	9.7	8.6	9.6	10.7	10.8							
KHTE	England	C3	96.5	10.5	495	g	Archway Broadcast	88	0303	8,000	d3	Urban/HpHo	900	0.59	4.8	4.3	4.1	4.5	5.1	3.9	4.2	3.3	5.6							
KWLR	Maumelle	A	96.9	4.6	377	d	Flinn Bcstg Corp		98		1	Christian	200		0.1	0.0	0.4	0.4	0.4	0.0	0.0	0.0	0.6							
KURB	Little Rock	C	98.5	100.0	1286	c	Citadel Bcstg Corp	72	9711	12,000	d2	Lite AC	2,300	1.17	6.2	6.1	8.0	5.1	5.1	5.3	5.4	5.6	5.0							
● KYFX	Little Rock	A	99.5	6.0 cp	312		ABC Radio Inc	92	0307	2,563		DARK	700	0.47	4.7	4.0	3.8	4.2	4.3	2.9	4.4	4.7	3.6							
● KDJE	Jacksonville	C1	100.3	85.0	1053	a	Clear Channel Comm	92	9605		g3	Rock	1,200	0.92	4.1	3.4	3.4	2.2	4.0	2.4	3.8	3.9	3.4							
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	3.0	2.2	3.5	2.2	3.2	2.6	2.4	3.0							
KKRN	Humnoke	A	101.7	6.0	328	c	Citadel Bcstg Corp	95	9709		d1	News/Talk			0.0	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 Bcstg Corp	94	9709		d1	CHR	900	0.67	4.2	5.7	5.3	5.3	2.8	4.3	3.6	3.8	3.3							
KARN	Cabot	A	102.5	3.0	328	c	Citadel Bcstg Corp	92	9709		d1	News/Talk	600	1.05	1.8	1.3	1.9	1.0	1.8	1.6	1.2	1.5	1.3							
KVLO	Sheridan	C2	102.9	50.0	492	c	Citadel Bcstg Corp	69	9711		d2	Country	1,200	0.84	4.5	3.9	3.1	3.9	3.4	3.9	4.5	3.9	3.4							
KABZ	Little Rock	C	103.7	100.0	1499	b	Signal Media	73	9311	2,000		Talk	1,500	1.05	4.5	4.0	3.2	3.5	4.0	4.2	3.6	3.9	2.7							
KMJX	Conway	C1	105.1	81.0	1053	a	Clear Channel Comm	67	9605		g3	Clsc Rock	3,100	1.43	6.8	5.5	4.8	5.1	4.8	6.6	6.0	6.3	6.6							
KLEC	Lonoke	C2	106.3	50.0	492	g	Archway Broadcast	82	0303		d3	Alternative	1,300	0.79	5.2	2.7	4.4	3.8	3.3	4.9	4.2	5.6	6.0							
KHKN	Benton	C2	106.7	16.0	866	a	Clear Channel Comm	79	9710		d4	Country	700	0.85	2.6	2.5	3.5	3.1	2.2	1.6	2.7	2.7	1.3							
KLAL	Wrightsville	C2	107.7	50.0 cp	358	c	Citadel Bcstg Corp	92	9710	900		Top 40	850	0.58	4.6	4.2	2.8	3.7	3.7	4.7	4.2	3.2	3.6							
# FM Stations -														21	# Combos -		19	FM TOTALS				88.2	77.8	77.4	75.0	74.7	76.2	76.8	78.1	77.9

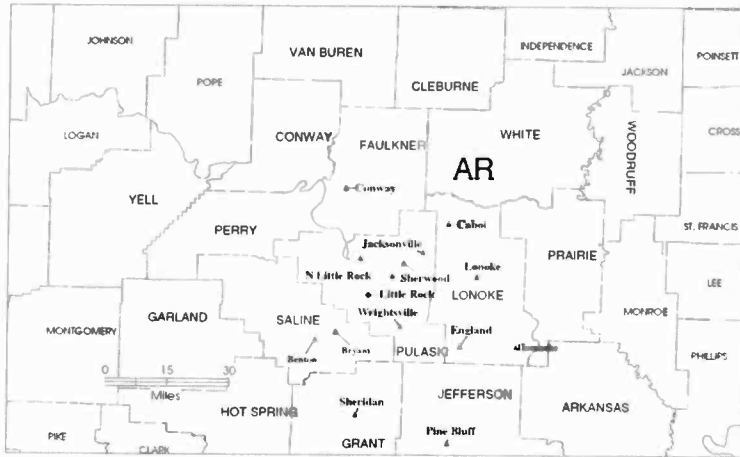
● Indicates a change since last edition

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
Total	591.5

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$21,000	\$22,600	\$24,200	\$24,900	\$26,500	\$31,800	8.6%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
20.0%	\$33,400	\$35,800	\$37,700	\$39,800	\$41,800	5.6%	

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout Local 77% National 23%
	NA ^{1/}	\$3.77/1,000	\$4.10/1,000	
	\$37.96	\$53.76	\$68.59	

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
	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 ^{1/}	8,431.5	NA ^{1/}	8,431.5	10,207.1	3.9%
EBI ^{2/}	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
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7		14	17	21	14	35
Tot 12+	14.0		63.8	77.1	77.8	7.4	85.2
Avg 12+	2.0		4.6	4.5	3.7	0.5	2.4
Tot LCS	16.4		74.9	90.5	91.3	8.7	100.0
Avg LCS	2.3		5.3	5.3	4.3	0.6	2.9

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

Market: Little Rock, AR

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)										
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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			
KMTL	Sherwood	D	760	10.0	0.00		Domerese, George	83	8808	575		Gospel			0.1	0.0	0.4	0.0	0.4	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	0.0	0.0	1.0	1.0	0.7	0.8	0.9	0.5	0.5		
KARN	Little Rock	B	920	5.0	5.00	c	Citadel Bcstg Corp	28	9709		d1	News/Talk	2,000	0.97	6.5	4.8	5.4	6.0	5.8	4.9	6.9	5.0	6.1	6.1		
KJBN	Little Rock	D	1050	1.0	0.02		Joshua Ministries	46	9209	250		ChrsContem	100		0.3	0.0	0.0	0.9	0.0	0.6	0.0	0.5	0.5	0.5		
KAAY	Little Rock	A	1090	50.0	50.00	c	Citadel Bcstg Corp	24	9811	5,000		Gospel	1,000		0.7	0.0	0.6	0.4	1.0	0.6	0.5	0.5	0.6	0.6		
KLRG	North Little Rock	B	1150	5.0	1.00		Willis Bcstg Corp	46	9003	250		Urban/Gospl	100		0.4	0.4	0.0	0.0	0.7	0.6	0.0	0.0	0.0	0.0	0.0	
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 Bcstg Corp	27	9711		d2	Gospel	500	0.98	1.6	0.9	1.8	1.5	1.5	1.9	0.9	1.1	0.9	0.9	0.9	
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	Sports				0.0	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	0.0	
KITA	Little Rock	B	1440	5.0	0.24		Rusk, Tom	56	8405	675		Inspiration	400	0.97	1.3	1.3	1.5	1.6	1.2	1.3	1.2	0.9	1.1	1.1	1.1	
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	0.0	
															# AM Stations -		14	# Combos -		5						
															AM & FM Stations Profiled -		35	# Duopolies -		11						
															AM TOTALS		11.9	7.4	9.7	11.4	11.6	10.6	10.3	8.9	9.7	
															Total Local Commercial Share		85.2	87.1	86.4	86.3	86.8	87.1	87.0	87.6		

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 86

Revenue Rank: 129

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
Total	554.5

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>
	\$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	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$2.64/1,000	\$2.73/1,000	Local	70%		
	\$24.34	\$28.86	\$33.57	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 ^{1/}	6,061.3	NA ^{1/}	6,061.3	7,660.5	4.8%
EBI ^{2/}	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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11		9	14	20	10	30
Tot 12+	21.9		42.7	62.6	64.6	4.9	69.5
Avg 12+	2.0		4.7	4.5	3.2	0.5	2.3
Tot LCS	31.5		61.4	90.1	92.9	7.1	100.0
Avg LCS	2.9		6.8	6.4	4.6	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	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)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WNDT	Alachua	A	92.5	3.2	443	f	Dix Communications	96	9711	675		Clsc Rock			4.6	2.6	1.5	3.7	2.2	2.0	2.2	1.4	2.0
WMFQ	Ocala	C2	92.9	50.0	476	b	Asterisk Comm Inc	77	9503	2,100		Soft AC	850	0.95	5.6	2.1	3.0	4.2	2.9	3.4	3.1	3.2	3.9
WOGK	Ocala	C	93.7	100.0	1348	f	Dix Communications	60	8605			Country	2,200	1.19	11.6	8.9	9.5	7.3	7.4	8.6	6.9	9.9	9.9
WNDD	Silver Springs	A	95.5	6.0	328	f	Dix Communications	91	9709	4,060		Clsc Rock	1,800	1.73	6.5	4.0	4.6	4.2	4.0	2.8	3.3	2.7	2.3
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	10.1	7.0	7.1	6.9	5.4	6.3	4.6	4.2
WKTK	Crystal River	C1	98.5	100.0	981	g	Entercom	76	8612	3,600		AC	2,400	1.76	8.5	6.5	5.7	5.4	5.3	6.8	6.7	6.5	7.1
WBXY	La Crosse	A	99.5	2.2	472	b	Asterisk Comm Inc	99				70s Oldies	300	1.44	1.3	1.9	1.5	0.8	0.8	1.3	1.6	1.1	1.3
WHHZ	Newberry	C3	100.5	11.0	492	a	Pamal Broadcasting	94	0102	2,000		Altve/Rock	200	0.83	1.5	0.7	0.7	0.9	1.0	0.7	0.0	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	2.8	1.5	1.5	1.3	1.1	1.1	1.1	1.3
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	4.8	6.0	5.1	6.7	5.0	5.0	6.6
WDJY	Trenton	A	101.7	4.3 cp	390	a	Pamal Broadcasting	88	0101	763		Country	100		0.9	0.0	0.0	0.6	0.5	1.6	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	5.9	4.9	4.2	5.1	3.4	4.7	6.9	6.1
WRGO	Cedar Key	C3	102.7	12.5 cp	459	a	Pamal Broadcasting	96	0010	850		Oldies	150		0.5	1.2	0.7	0.6	0.0	0.8	0.6	0.6	0.5
WRUF	Gainesville	C1	103.7	100.0	768	d	Univ of Florida	48				Rock	1,350	0.91	9.3	5.1	6.1	5.9	5.9	4.7	6.1	6.5	5.3
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	0.4	0.1	0.9	1.4	1.3	1.4	1.9	1.9
WYKS	Gainesville	A	105.3	3.0	466	c	Gillen, Albert J	70	8708	1,900	c2	CHR	650	0.73	5.6	4.5	3.1	2.9	4.2	3.7	3.4	5.0	5.4
WKZY	Cross City	C1	106.9	100.0 cp	469	a	Pamal Broadcasting	87	0008	2,750	c1	80s Hits	150	0.32	2.9	2.2	1.2	2.6	1.1	1.1	4.9	3.7	2.2
WNDN	Chieffland	A	107.9	6.0	328	f	Dix Communications	92	9912	470	c2	Clsc Rock				0.9	0.6	0.0	0.0	0.8	1.1	0.0	0.0
		# FM Stations -		20		# Combos -		18		FM TOTALS				90.1	64.6	56.5	58.8	55.1	56.2	58.4	61.1	61.0	

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)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WRZN	Hernando	B	720	10.0	0.25	a	Pamal Broadcasting	89	0010	650		Adlt Sindr	200	0.36	3.5	1.2	1.3	2.2	2.2	2.6	1.1	1.4	2.1
WRUF	Gainesville	B	850	5.0	5.00	d	Univ of Florida	28				Talk	325	0.85	2.4	1.0	1.0	1.4	1.6	2.1	1.3	1.9	0.9
WMOP	Ocala	D	900	2.7	0.02	e	Florida Sportstalk	53	9701	350		Sports	200		0.9	0.4	1.0	0.5	0.6	0.0	0.8	0.5	1.0
WLQH	Chieffland	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	0.4	0.0	0.6	0.0	1.3	0.0	0.0	0.0
WGCG	Gainesville	C	1230	1.0	1.00	e	Florida Sportstalk	48	9701	300		Sports				0.3	0.0	0.0	0.0	0.0	0.6	0.6	0.4
WCFI	Ocala	B	1290	5.0	1.00		Vector Comm Inc	39	9909			News			0.4	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
• WOCA	Ocala	D	1370	5.0 cp	0.03		Westshore Bcstg Inc	57	0004	743		News/Talk	350	0.95	2.3	0.7	0.7	0.8	2.1	1.1	1.7	1.4	2.5
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			0.9	0.0	0.0	0.0	0.5	0.6	0.5	0.0
		# AM Stations -		10		# Combos -		8		AM TOTALS				10.0	4.9	4.0	5.5	7.0	7.6	6.1	6.3	6.9	
		# AM & FM Stations Profiled -		30		# Duopolies -		10		Total Local Commercial Share				69.5	60.5	64.3	62.1	63.8	64.5	67.4	67.9		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 87

Revenue Rank: 100

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 ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$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	
4.1%	\$21,400	\$22,400	\$23,700	\$25,000	\$26,200	5.1%	
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.53/1,000	\$3.50/1,000	Local	81%		
Revenue/Capita	\$26.44	\$33.46	\$39.76	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 ^{1/}	5,773.4	NA ^{1/}	5,773.4	7,484.6	5.3%
EBI ^{2/}	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	Viable FMs	All FMs	All AMs	Total
# Stations	8	10		15	18	14	32
Tot 12+	13.1	52.2		64.7	65.3	14.0	79.3
Avg 12+	1.6	5.2		4.3	3.6	1.0	2.5
Tot LCS	16.5	65.8		81.6	82.3	17.7	100.0
Avg LCS	2.1	6.6		5.4	4.6	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	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)									
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
KPSL	Bakersfield	A	92.1	2.0	568	h	Lotus Comm Corp	85	9909	6,300	c2	Spanish	AC	1,600	2.90	2.7	2.2	2.1	2.4	2.2	2.7	2.0	1.7	1.2
KMYX	Arvin	A	92.5	1.2	751	b	Radio Campesina Inc		87				700	0.73	4.7	3.5	4.8	5.2	3.5	4.4	4.8	2.2	4.6	
KISV	Bakersfield	B	94.1	4.5	1332	e	Amer General Media	48	8205	1,675	1	Urb/R&B/HH		2,150	0.89	11.8	7.4	10.0	10.0	7.4	10.8	10.1	9.2	11.0
KLLY	Oil Dale	B1	95.3	12.5	463	c	Buckley Bcstg Corp	85	8611	1,300		Modern AC		850	1.10	3.8	3.9	3.7	2.7	3.9	3.0	3.1	2.1	2.6
KKXX	Bakersfield	B	96.5	50.0	499	g	Clear Channel Comm	63	0012		g1	Top 40		900	0.82	5.4	3.6	4.5	5.1	3.6	5.0	4.5	4.1	4.3
KSMJ	Shafter	A	97.7	4.1	397	c	Buckley Bcstg Corp	78	0101	2,000		Smooth Jazz		800	1.09	3.6	2.4	3.2	2.8	2.4	3.0	2.8	3.3	3.7
KDFO	Delano	B1	98.5	8.0	581	g	Clear Channel Comm	68	0012		g1	Clsc Rock		800	0.91	4.3	3.6	2.4	3.2	3.6	2.4	3.4	4.1	3.4
● KKBB	Bakersfield	B1	99.3	5.6	390	c	Buckley Bcstg Corp	90	9410	1,000		R&B Oldies		500	0.64	3.8	6.3	2.7	1.8	6.3	1.8	2.3	1.9	1.8
KGFM	Bakersfield	B	101.5	6.7	1299	d	Lagniappe Bcstg Inc	64	9212	1,750	c2	1	Soft Rock	1,350	1.12	5.9	5.0	4.2	3.4	5.0	5.5	4.1	4.3	4.9
KCNQ	Kernville	A	102.5	0.1	1230	f	Bohn, Robert & Kathy	85	9708	200		Country		150		0.9	0.6	0.7	0.0	0.6	0.6	1.0	0.8	1.6
● KIWI	McFarland	B1	102.9	25.0	322	h	Lotus Comm Corp	89	0102	2,500		Mexican		700	0.62	5.5	6.4	3.5	4.8	6.4	4.5	3.4	3.2	3.7
KBDS	Taft	A	103.9	6.0	328	b	Radio Campesina Inc	99	9407	418	c1	Mexican		100		0.6	0.0	0.0	0.6	0.0	0.9	0.4	0.5	0.0
KRFR	Shafter	A	104.3	6.0	305	e	Amer General Media	94	9712	1,500	c4	1	Rock	625	0.99	3.1	2.2	2.1	3.1	2.2	2.9	2.5	2.2	2.1
KVLI	Lake Isabella	A	104.5	0.2	1260	f	Bohn, Robert & Kathy	92	9706	300	c1	Clsc Rock		100		0.6	0.0	1.1	0.0	0.6	0.5	0.9	0.0	0.0
KKDJ	Delano	B	105.3	35.0	581	g	Clear Channel Comm	87	0012		g1	AC		625	0.79	3.9	2.2	2.9	4.2	2.2	2.9	3.9	3.2	2.9
KRAB	Greenacres	B1	106.1	25.0	328	g	Clear Channel Comm	89	0012		g1	AOR		1,100	0.75	7.2	4.6	5.5	4.1	4.6	5.2	5.8	7.0	5.4
KCWR	Bakersfield	A	107.1	6.0	164	a	Buck Owens Prdctn Co	89	9308	900		Country		450	1.05	2.1	2.2	1.5	1.7	2.2	1.5	1.2	1.9	1.3
KUZZ	Bakersfield	B	107.9	6.0	1365	a	Buck Owens Prdctn Co	68				Country		3,100	1.27	12.0	9.2	10.1	9.5	9.2	9.4	10.2	9.3	11.2
# FM Stations - 18														# Combos - 18		FM TOTALS								
															81.9	65.3	65.0	64.6	65.9	67.0	66.4	61.0	65.7	

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)								
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
KUZZ	Bakersfield	B	550	5.0	5.00	a	Buck Owens Prdctn Co	46				Country	150	0.67	1.1	1.0	0.6	0.7	1.0	0.9	0.7	0.9	0.9	
KDFO	Bakersfield	B	800	1.0	0.44	g	Clear Channel Comm	59	0012		g1	Sports	100		0.4	0.4	0.8	0.8	0.4	0.6	0.4	0.0	0.0	
KGET	Bakersfield	B	970	1.0	5.00	g	Clear Channel Comm	58	0105	1,400		News	275	0.43	3.1	3.9	2.7	1.1	3.9	2.0	2.0	1.9	2.6	
KCHJ	Delano	B	1010	5.0	1.00	h	Lotus Comm Corp	51	9909		c3	Span/Oldes	400	1.03	1.9	1.4	1.4	2.7	1.4	1.8	0.7	2.1	0.7	
● KMAP	Frazier Park	D	1050	10.0	0.01		Talk Central Ntwks	93	0210	1,000		Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KAFY	Bakersfield	B	1100	4.2	0.80		Gomez, Nelson F.	00	9603	130	cp	Span/Mexcn			0.5	1.1	0.7	0.7	1.1	0.0	0.0	0.5	0.7	
● KQAB	Lake Isabella	D	1140	1.0	0.00	f	Bohn, Robert & Kathy	77	9708		c1	Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
KERI	Wasco-Greenacr	B	1180	50.0	10.00	i	KWSO Inc		50			Chrst/Talk	425		0.7	0.0	0.6	0.7	0.6	1.1	0.0	0.5	0.6	
KGEO	Bakersfield	C	1230	1.0	1.00	d	Lagniappe Bcstg Inc	56	9212		c2	1	Talk/Sprts	300	1.23	1.2	0.0	0.6	1.1	1.0	0.6	1.2	0.9	0.7
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	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	0.8	0.0	0.4	0.6	0.7	1.3	0.6
KERN	Bakersfield	B	1410	1.0	1.00	e	Amer General Media	32	7505			1	News/Talk	1,200	1.15	5.1	4.0	3.1	3.7	4.0	3.6	4.4	4.3	3.1
KWAC	Bakersfield	C	1490	1.0	1.00	h	Lotus Comm Corp	54	9909		c3	Spanish	500	1.89	1.3	1.1	0.0	1.4	1.1	1.2	1.3	0.6	1.6	
KNZR	Bakersfield	A	1560	25.0	10.00	c	Buckley Bcstg Corp	33	9001	1,000		Nws/Trk/Spt	300	0.82	1.8	1.1	1.5	1.6	1.1	1.4	1.7	1.6	1.0	
# AM Stations - 14														# Combos - 12		AM TOTALS								
															18.1	14.0	12.8	14.5	16.0	13.8	13.1	14.6	13.1	
AM & FM Stations Profiled - 32														# Duopolies - 11		Total Local Commercial Share								
															79.3	77.8	79.1	81.9	80.8	79.5	75.6	78.8		

● 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)

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>
	\$7,800	\$7,400	\$8,200	\$9,500	\$8,200	\$8,800	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>
	7.3%	\$9,300	\$10,000	\$10,500	\$11,100	\$11,700	5.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$1.43/1,000	\$1.38/1,000	Local	85%		
	\$14.43	\$15.14	\$18.74	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	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 ^{1/}	6,166.0	NA ^{1/}	6,166.0	8,456.4	6.5%
EBI ^{2/}	6,653.6	8,194.7	4.3%	8,194.7	9,982.8	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)	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	Viable FMs	All FMs	All AMs	Total
# Stations	6	4		9	10	4	14
Tot 12+	27.1	19.5		46.5	46.6	1.1	47.7
Avg 12+	4.5	4.9		5.2	4.7	0.3	3.4
Tot LCS	56.8	40.9		97.5	97.7	2.3	100.0
Avg LCS	9.5	10.2		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.

Some stations also rated in Modesto.

Competitive Overview

Market: Stockton, CA

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)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KHOP	Oakdale	B	95.1	29.5	633	Citadel Bcstg Corp	85	9703	See (122)		Hot AC	n/a		3.1	1.6	1.6	1.3	1.5	2.4	1.8	2.2	2.1
KMRQ	Manteca	A	96.7	1.5	466	d Clear Channel Comm	79	0008			Rock	n/a		3.1	1.9	1.6	0.8	2.0	1.3	0.0	0.5	0.8
KWIN	Lodi	A	97.7	3.0	299	b Citadel Bcstg Corp	59	0304		g1	CHR	2,900	1.46	22.5	10.2	10.0	11.2	9.1	9.6	10.1	11.5	10.3
KCVR	Columbia	A	98.9	6.0	328	f Entravision Comm Co	95	0008			Span/Nstlg	n/a		0.6	0.1	0.3	0.5	0.0	0.0	0.0	0.0	1.5
KJOY	Stockton	A	99.3	4.0	322	b Citadel Bcstg Corp	68	0304		g1	AC	1,100	1.39	9.0	7.5	5.8	3.4	4.7	5.4	6.9	3.6	4.6
KQOD	Stockton	A	100.1	6.0	328	a Clear Channel Comm	80	0008	5,140		Urban AC	1,975	2.06	10.9	5.5	4.0	6.2	3.6	4.3	5.3	5.0	6.5
KMIX	Tracy	A	100.9	6.0	328	f Entravision Comm Co	66	0008		g4	Span/Mexcn	1,600	1.62	11.2	1.9	4.2	5.0	5.1	2.7	3.1	2.6	3.6
KATM	Modesto	B	103.3	50.0	499	e Citadel Bcstg Corp	48	9212			Country	n/a		18.3	10.8	7.4	7.5	9.0	7.3	11.1	8.4	9.2
KHKK	Modesto	B	104.1	50.0	499	e Citadel Bcstg Corp	49	9308			Clsc Hits	n/a		15.0	6.2	6.4	5.9	7.6	5.3	6.4	7.0	5.4
KSTN	Stockton	B	107.3	8.1	1611	c San Joaquin Bcstg	62				Span/Mexcn	650	1.89	3.9	0.9	1.9	1.6	1.9	1.3	1.5	1.6	2.0
# FM Stations - 10														# Combos - 8								
														FM TOTALS								
														97.6	46.6	43.2	43.4	44.5	39.6	46.2	42.4	46.0

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)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KWVG	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	0.0
KUYL	Stockton	B	1280	1.0	1.00	a Clear Channel Comm	47	0008		g	Christian	150			0.0	0.0	0.0	0.0	0.6	0.7	1.7	1.0
KSTN	Stockton	B	1420	5.0	1.00	c San Joaquin Bcstg	49				Oldies	300			0.4	0.5	0.0	0.0	0.6	0.3	0.0	0.0
KCVR	Lodi	B	1570	5.0	0.50	f Entravision Comm Co	46	0008		g	Span/Nstlg	100	0.44	2.6	0.7	0.6	1.6	0.7	0.6	0.0	1.4	0.8
# AM Stations - 4														# Combos - 3								
														AM TOTALS								
														2.6	1.1	1.1	1.6	0.7	1.8	1.0	3.1	1.8
AM & FM Stations Profiled - 14														# Duopolies - 4								
														Total Local Commercial Share								
														47.7	44.3	45.0	45.2	41.4	47.2	45.5	47.8	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 89

Revenue Rank: 83

Charleston, SC Market Overview



Metro Counties / Population (000)

Berkeley, SC	145.4
Charleston, SC	311.5
Dorchester, SC	98.9
Total	555.8

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>
	\$18,600	\$18,900	\$21,400	\$23,800	\$22,200	\$24,500	5.7%
	<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>
	10.4%	\$26,000	\$27,800	\$29,300	\$30,900	\$32,500	5.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA ^{1/}	\$3.57/1,000	\$3.96/1,000	Local	80%		
	\$37.80	\$44.08	\$56.66	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 ^{1/}	6,868.0	NA ^{1/}	6,868.0	8,198.9	3.6%
EBI ^{2/}	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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		17	17	19	10	29
Tot 12+	5.0		68.4	71.4	73.4	14.1	87.5
Avg 12+	2.5		4.0	4.2	3.9	1.4	3.0
Tot LCS	5.7		78.2	81.6	83.9	16.1	100.0
Avg LCS	2.9		4.6	4.8	4.4	1.6	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	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)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
• WCSQ	Moncks Corner	C1	92.5	100.0	778	f	Apex Bcstg Inc	73	0111	3,000		Hot AC	400			3.4	2.2	0.0	0.0	0.0	0.0	0.0	0.0
WWWZ	Summerville	C2	93.3	50.0	492	b	Citadel Bcstg Corp	74	9906		g2	Urban	2,750	1.00	11.2	9.4	8.5	11.1	9.2	8.1	9.3	11.6	11.2
WSSP	Goose Creek	C3	94.3	25.0 cp	328		Concord Media Group	83	9902	1,600	1	Urban	600	0.56	4.4	3.4	3.9	3.9	3.9	3.8	4.0	3.4	3.4
WSSX	Charleston	C0	95.1	100.0	1001	b	Citadel Bcstg Corp	45	9906		g2	CHR	2,100	1.38	6.2	4.5	5.2	5.4	4.8	6.0	4.7	5.7	5.4
WAVF	Hanahan	C1	96.1	100.0	538	f	Apex Bcstg Inc	85	0112	6,000		Modern Rock	2,000	1.30	6.3	4.0	4.5	4.7	5.6	5.3	4.9	5.7	6.5
WSUY	Charleston	C	96.9	100.0	1768	b	Citadel Bcstg Corp	48	9906		g2	Soft Rock	1,850	1.37	5.5	4.2	4.0	4.1	4.8	4.8	5.2	4.0	5.1
WYBB	Folly Beach	C2	98.1	50.0	479	e	L. M. Communications	88	8806	2,000		Clisc Rock	900	0.97	3.8	2.6	2.7	3.5	4.6	2.9	3.2	2.3	2.6
WWBZ	McClellanville	C2	98.9	50.0	492	a	Daniels, Thomas B	94	0011	1,600		Urban/HpHo	500	0.62	3.3	1.7	2.2	2.0	1.9	2.5	2.7	4.3	2.9
• WJZX	Hollywood	C1	99.7	70.0 cp	781	f	Apex Bcstg Inc	89	0112			Smooth Jazz	250	0.49	2.1	1.8	1.6	2.6	2.6	1.5	1.9	1.2	0.7
WALC	Charleston	C3	100.5	17.5	394	d	Clear Channel Comm	89	9905		g1	1 Hot AC	600	1.02	2.4	2.2	3.4	1.9	2.0	1.5	2.4	2.3	3.7
WPAL	Ridgeville	C3	100.9	25.0 cp	328		Caswell Comm Inc	68	0209	850		Urban AC	150		0.6	1.2	0.9	1.0	1.2	0.8	0.0	0.0	0.9
WMGL	Ravenel	C3	101.7	5.3 cp	430	b	Citadel Bcstg Corp	86	9906		g2	Urban	1,500	0.97	6.3	5.4	6.6	5.1	4.5	6.5	5.4	5.0	4.9
• WPLY	North Charleston	C1	102.5	100.0 cp	659	d	Clear Channel Comm	62	9905		g1	1 Oldies	2,100	1.03	8.3	5.4	6.6	5.7	6.9	6.2	7.4	7.9	7.8
WEZL	Charleston	C1	103.5	100.0	659	d	Clear Channel Comm	70	9905		g1	1 Country	2,600	1.34	7.9	8.2	7.0	7.2	6.2	6.2	6.9	7.8	5.6
WRFO	Mount Pleasant	C2	104.5	20.5	656	d	Clear Channel Comm	85	9905		g1	1 Clisc Hits	1,150	1.02	4.6	4.0	3.1	3.5	2.7	5.1	3.5	4.3	3.8
WCOO	Kiawah Island	C2	105.5	50.0	436	e	L. M. Communications	69	9505		na	R&B Oldies	800	0.93	3.5	2.2	2.7	2.5	2.4	2.8	3.5	3.2	2.9
WTUA	St. Stephen	A	106.1	6.0	328		Ravenell, Jeremiah	89	9907			Gospel			1.0	0.8	1.3	1.5	1.4	0.4	0.4	1.3	0.7
WJNI	Ladson	A	106.3	6.0	328	a	Daniels, Thomas B	98				Gospel	300	0.27	4.5	4.2	3.4	3.7	3.5	4.5	3.8	3.4	3.8
WNKT	St. George	C	107.5	100.0	984	b	Citadel Bcstg Corp	71	9906		g2	Country	1,200	1.17	4.2	4.8	2.7	2.6	2.9	3.2	4.9	3.2	2.8
# FM Stations -					19	# Combos -					16	FM TOTALS			86.1	73.4	72.5	72.0	71.1	72.1	74.1	76.6	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
• WSCC	Charleston	D	730	5.3 cp	0.10	d	Clear Channel Comm	47	9905		g1	1 Talk	500	0.70	2.9	2.3	2.2	2.3	2.2	2.0	2.2	3.4	3.7
WQIZ	St. George	D	810	5.0	0.00		Radio Properties LLC	62	0306	200		Gospel	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
WTMZ	Dorchester	B	910	0.5	0.50	b	Citadel Bcstg Corp	60	9906		g2	Nostalgia	200	0.82	1.0	2.5	2.2	2.2	2.0	1.4	0.0	0.0	0.0
• WWJK	Moncks Corner	B	950	7.0	0.14	c	Kirkman Bcstg Inc	63	0101	300		Talk				0.5	0.0	0.4	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 Bcstg Corp	39	9906		g2	News/Talk	1,000	1.10	3.7	3.2	3.9	3.2	3.0	3.7	2.9	2.9	3.4
WQSC	Charleston	C	1340	1.0	1.00	c	Kirkman Bcstg Inc	46	9411	100		Sports	250	1.02	1.0	1.1	1.2	1.5	1.0	0.7	1.0	0.7	0.4
WXTC	Charleston	B	1390	5.0	5.00	b	Citadel Bcstg Corp	30	9906		g2	Gospel	550	0.46	4.9	4.0	3.9	4.4	4.3	4.5	4.3	3.5	4.6
WQNT	Charleston	C	1450	0.8	0.85	c	Kirkman Bcstg Inc	48	9512	10		Sports			0.3	0.5	0.0	0.0	0.0	0.0	0.6	0.4	0.0
• WZJY	Mount Pleasant	D	1480	0.9	0.04		Levas Comm LLC	82	0304 p	380		Relgn/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	14.1	13.4	14.0	12.5	12.3	11.0	10.9	12.7
AM & FM Stations Profiled -					29	# Duopolies -					11	Total Local Commercial Share			87.5	85.9	86.0	83.6	84.4	85.1	87.5	87.4	

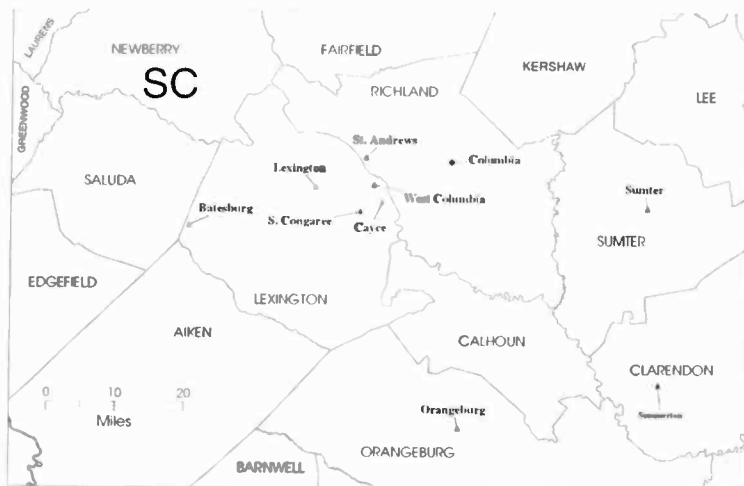
• Indicates a change since last edition

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
Total	548.7

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$23,800	\$26,700	\$28,000	\$30,700	\$27,600	\$31,100	5.5%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	12.7%	\$32,800	\$34,800	\$36,700	\$38,700	\$40,600	5.5%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$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)

	1997	2002	Growth Rate	2002	2007	Growth Rate
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 ^{1/}	7,332.1	NA ^{1/}	7,332.1	8,849.8	3.8%
EBI ^{2/}	7,307.5	9,864.4	6.2%	9,864.4	12,907.0	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9		5	12	14	9	23
Tot 12+	34.8		38.1	71.3	72.9	9.9	82.8
Avg 12+	3.9		7.6	5.9	5.2	1.1	3.6
Tot LCS	42.0		46.0	86.1	88.0	12.0	100.0
Avg LCS	4.7		9.2	7.2	6.3	1.3	4.3

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

Some stations also rated in Florence, SC.

Market: Columbia, SC

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)								
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
• WZMJ	Batesburg	A	93.1	2.1	561	a	Inner City Bcstg	65	0304 p	11,100	d1	Beach/RhyBl	250	0.73	1.1	1.3	0.7	1.1	0.9	0.8	0.9	1.2	0.9	
WARQ	Columbia	A	93.5	2.8	443	d	Inner City Bcstg	71	0008		g1	Alternative	1,400	0.74	6.1	6.2	5.1	3.9	5.9	6.0	4.7	3.7	4.8	
WFMV	South Congaree	A	95.3	6.0	328	e	Glory Communications	93				Gospel	1,100	0.48	7.3	6.8	6.3	7.9	6.2	6.1	5.3	6.6	6.6	
WLTY	Cayce	A	96.7	3.3	443	c	Clear Channel Comm	74	0008		g	Soft AC	1,000	0.73	4.4	2.7	4.7	2.9	3.5	4.1	3.1	4.0	2.0	
WCOS	Columbia	C1	97.5	100.0	981	c	Clear Channel Comm	51	0008		g	Country	5,000	1.34	12.0	10.1	9.8	10.8	10.2	10.0	10.5	9.1	9.8	
WLJI	Summerton	A	98.3	6.0	328	e	Glory Communications	96	9702	108	cp	Gospel			0.2	0.3	0.0	0.0	0.2	0.2	0.2	0.0	0.0	
WLXC	Lexington	A	98.5	6.0	328	b	Citadel Bcstg Corp	94	0007		g4	Urban AC	1,200	0.58	6.7	5.4	5.6	4.2	3.9	6.1	7.8	4.4	4.2	
• WSCQ	West Columbia	A	100.1	5.9	328	c	Clear Channel Comm	75	0008		g	Urban	900	0.88	3.3	2.1	4.2	2.5	2.4	3.0	2.5	3.2	3.7	
WWDM	Sumter	C	101.3	82.0	1322	d	Inner City Bcstg	61	0008		g1	Urban	2,400	0.94	8.2	7.9	8.5	5.7	6.8	6.9	7.0	6.7	6.7	
WMFX	St. Andrews	A	102.3	6.0	328	d	Inner City Bcstg	85	0008		g1	Clsc Rock	2,900	1.53	6.1	5.4	5.0	6.8	5.8	5.0	4.9	4.5	6.7	
WOMG	Columbia	A	103.1	6.0	308	b	Citadel Bcstg Corp	84	0007		g4	Oldies	1,800	1.00	5.8	4.6	5.7	4.6	5.2	5.0	4.5	4.7	4.2	
• WHXT	Orangeburg	C3	103.9	9.2	532	a	Inner City Bcstg	73	0304 p		d1	Urban	2,100	0.66	10.2	7.8	8.2	7.9	9.7	8.5	8.1	7.8	9.7	
WNOK	Columbia	C	104.7	96.0	1034	c	Clear Channel Comm	59	0008		g	Adult CHR	4,000	1.38	9.3	6.0	6.7	6.8	7.7	7.4	7.7	8.1	8.1	
WTCB	Orangeburg	C1	106.7	100.0	787	b	Citadel Bcstg Corp	67	0007		g4	AC	3,300	1.89	5.6	6.3	4.2	5.9	5.0	3.9	4.7	5.1	5.3	
# FM Stations -					14	# Combos -					14	FM TOTALS				86.3	72.9	74.7	71.0	73.4	73.0	71.9	69.1	72.7

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)								
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	4.9	4.4	5.1	4.6	6.0	6.4	7.5	5.8	
• WGCV	Cayce	D	620	1.0	0.13	e	Glory Communications	58	9910	375		Gospel/Talk	150	0.48	1.0	0.5	1.2	0.5	0.9	0.6	0.6	1.3	0.6	
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	1.00		Levas Comm LLC	88	0304 p	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	0.6	0.7	1.1	0.6	0.6	0.6	1.0	1.1	
WISW	Columbia	B	1320	5.0	2.50	b	Citadel Bcstg Corp	54	0007		g4	News	700	0.73	3.1	3.0	1.9	3.4	2.9	2.7	2.2	2.6	2.7	
WCOS	Columbia	C	1400	1.0	1.00	c	Clear Channel Comm	39	0008		g	Sports	300	0.74	1.3	0.9	0.4	1.1	1.1	1.1	0.9	1.2	1.2	
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	9.9	8.6	11.2	10.1	11.0	10.7	13.6	11.4
AM & FM Stations Profiled -					23	# Duopolies -					8	Total Local Commercial Share				82.8	83.3	82.2	83.5	84.0	82.6	82.7	84.1	

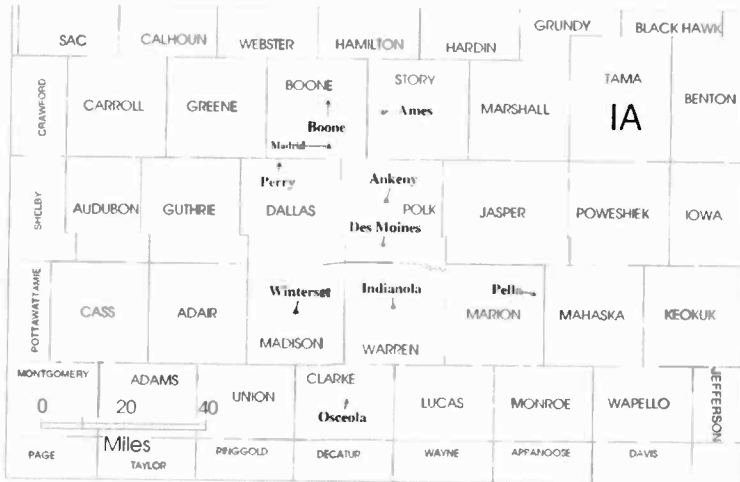
• Indicates a change since last edition

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
Total	543.5

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$25,300	\$27,000	\$27,300	\$28,300	\$26,800	\$27,900	2.0%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.1%	\$29,300	\$31,400	\$33,100	\$34,900	\$36,700	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.52/1,000	\$3.65/1,000	Local	81%		
	\$50.30	\$51.33	\$64.89	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 ^{1/}	7,926.2	NA ^{1/}	7,926.2	10,066.8	4.9%
EBI ^{2/}	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	14	16	9	25
Tot 12+	2.1		65.3	66.7	67.4	18.9	86.3
Avg 12+	0.7		5.0	4.8	4.2	2.1	3.5
Tot LCS	2.4		75.7	77.3	78.1	21.9	100.0
Avg LCS	0.8		5.8	5.5	4.9	2.4	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	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)									
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
• KJJY	West Des	C2	92.5	41.0	541	b	Citadel Bcstg Corp	78	0305	p	g3	Country	1,775	1.01	6.3	5.6	6.7	4.5	5.7	5.4	4.6	6.1	6.4		
KIOA	Des Moines	C0	93.3	100.0	cp	1122	c	Saga Comm Inc	64	9304	2,700	c1	Oldies	2,500	0.93	9.6	8.0	6.6	8.4	9.2	8.5	7.9	7.9	8.6	
• KGGO	Des Moines	C	94.9	100.0	1066	b	Citadel Bcstg Corp	64	0305	p	g3	AOR	2,300	1.08	7.6	5.8	5.7	6.4	7.6	7.1	6.4	5.5	7.0		
KLRX	Madrid	A	96.1	2.5	515	a	Continental Radio	97	0209		g2	1 Sports			0.1	0.2	0.2	0.2	0.0	0.0	0.3	0.2	0.0		
• KHKI	Des Moines	C1	97.3	115.0	450	b	Citadel Bcstg Corp	61	0305	p	g3	Country	1,400	0.93	5.4	4.5	4.2	3.6	4.7	4.8	4.1	5.3	4.3		
• KRKQ	Boone	C2	98.3	41.0	541	b	Citadel Bcstg Corp	75	0305	p	g3	Clsc Rock	1,100	0.86	4.6	4.0	3.3	3.8	3.9	4.2	3.8	4.0	5.3		
KZZQ	Winterset	A	99.5	6.0	328		Positiv Impact Media	92	9607		al	ChrsContem			1.6	1.4	1.7	1.5	1.7	1.5	1.1	1.4	1.2		
KMXD	Des Moines	C	100.3	100.0	1700	d	Clear Channel Comm	48	9905		g1	AC	1,400	1.09	4.6	4.9	3.1	4.0	3.9	3.7	4.7	3.6	4.1		
KSTZ	Des Moines	C	102.5	100.0	1260	c	Saga Comm Inc	70	8805	3,250	c2	Hot AC	2,500	1.32	6.8	5.8	6.6	7.1	6.4	5.6	6.5	5.3	7.0		
KAZR	Pella	C0	103.3	100.0	cp	1122	c	Saga Comm Inc	76	9610	2,700		AOR	1,800	0.91	7.1	6.5	5.5	7.1	6.0	6.6	6.5	5.5	6.4	
KLTI	Ames	C	104.1	100.0	1011	c	Saga Comm Inc	67	9704	3,200		Soft AC	1,250	0.76	5.9	3.5	5.9	6.0	5.4	4.9	5.9	4.5	4.6		
KCCQ	Ames	C3	105.1	25.0	328	d	Clear Channel Comm	68	9909	4,000	c3	Modern Rock	300	0.45	2.4	1.7	1.7	2.1	2.3	2.2	2.3	1.6	2.2		
KDLS	Perry	A	105.5	6.0	305	e	Perry Bcstg	71				Country	100		0.1	0.5	0.0	0.0	0.0	0.0	0.2	0.2	0.0		
KVJZ	Ankeny	C3	106.3	18.0	328	d	Clear Channel Comm	91	9905		g1	Smooth Jazz	1,200	0.92	4.7	3.1	2.4	3.3	3.0	4.2	3.8	5.3	2.2		
KJJC	Osceola	C2	107.1	27.0	650	a	Continental Radio	82	0209		g2	1 Sports	350	0.96	1.3	1.4	1.4	1.0	1.3	1.2	0.8	1.4	1.0		
KKDM	Des Moines	C1	107.5	100.0	722	d	Clear Channel Comm	95	9907	7,350		CHR	2,000	0.62	11.6	10.5	10.4	9.8	9.7	9.8	10.3	10.6	9.1		
# FM Stations -					16	# Combos -					15	FM TOTALS					79.7	67.4	65.4	68.8	70.8	69.7	69.2	68.4	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
KPSZ	Des Moines	B	940	10.0	5.00	c	Saga Comm Inc	47	9304		c1	Chrst/Educa	150		0.6	0.0	0.0	0.0	0.7	0.8	0.7	0.0	0.5		
• WHO	Des Moines	A	1040	50.0	50.00	d	Clear Channel Comm	24	9905		g1	News/Talk	6,700	1.86	12.9	11.7	10.7	9.8	11.7	11.5	10.5	11.4	10.7		
KWKY	Des Moines	B	1150	1.0	1.00		Putbrese Comm Ltd	48	0205		st	Christian	150		0.9	0.9	1.4	0.9	0.7	0.7	0.7	1.2	0.9		
KDLS	Perry	B	1310	0.5	0.30	e	Perry Bcstg	61				Country			0.3	0.0	0.0	0.0	0.0	0.0	0.5	0.6	0.0		
KRNT	Des Moines	B	1350	5.0	5.00	c	Saga Comm Inc	35	8805		c2	Adlt Stndrd	350	0.31	4.1	3.5	4.3	2.9	3.5	4.1	3.3	3.4	4.0		
KASI	Ames	D	1430	1.0	0.03	d	Clear Channel Comm	48	9909		c3	News/Talk			0.1	0.0	0.7	0.7	0.0	0.0	0.0	0.5	0.0		
KXNO	Des Moines	B	1460	5.0	5.00	d	Clear Channel Comm	21	0008		g	Sports	400		0.8	1.4	1.4	2.2	1.2	0.0	0.7	0.8	0.3		
KXLQ	Indianola	C	1490	0.5	1.00		Warren Bcstg Inc	63	8511			1 Sports	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	Citadel Bcstg Corp	47	0305	p	g3	News			0.3	1.4	0.7	0.0	0.0	0.0	0.5	0.5	0.0		
# AM Stations -					9	# Combos -					7	AM TOTALS					20.0	18.9	19.2	16.5	17.8	17.1	16.9	18.4	16.4
AM & FM Stations Profiled -					25	# Duopolies -					9	Total Local Commercial Share					86.3	84.6	85.3	88.6	86.8	86.1	86.8	85.8	

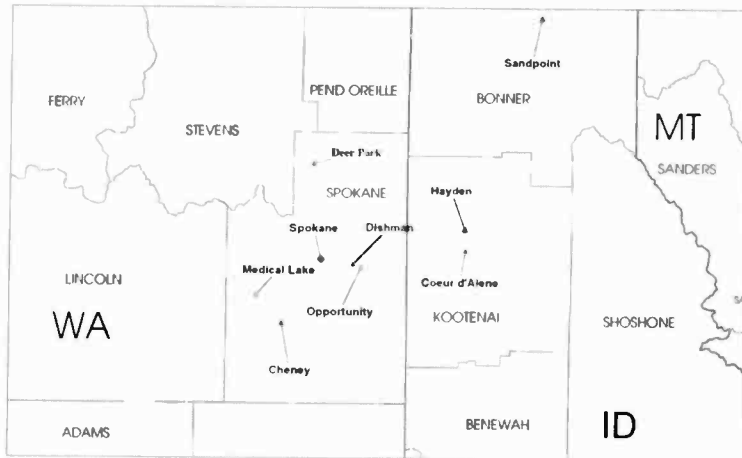
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 92

Revenue Rank: 95

Spokane, WA Market Overview



Metro Counties / Population (000)

Spokane, WA	426.4
Kootenai, ID	114.4
Total	540.8

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$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	\$24,800	\$26,100	\$27,600	\$28,900	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.95/1,000	\$2.97/1,000	Local	70%		
Revenue/Capita	\$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	1.4%
Households	198.8	210.6	1.2%	210.6	225.5	1.4%
Retail Sales	NA ^{1/}	7,421.9	NA ^{1/}	7,421.9	9,740.1	5.6%
EBI ^{2/}	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+	2.8		64.3	64.8	67.1	17.7	84.8
Avg 12+	0.9		4.3	4.6	3.7	1.8	3.0
Tot LCS	3.3		75.8	76.4	79.1	20.9	100.0
Avg LCS	1.1		5.1	5.5	4.4	2.1	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)												Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	3.7	3.7	4.5	5.3	6.4	5.0	5.1	7.1	
KDRK	Spokane	C	93.7	64.0	cp	2425	a	Citadel Bcstg Corp	65	9912		g2	Country	2,300	1.54	6.8	5.8	6.9	5.0	5.3	6.4	6.2	5.9	6.5
KHTQ	Hayden	C	94.5	83.0		2182	d	Morgan Murphy Stns	92	9805	2,500	c4	Rock	1,200	0.65	8.4	5.7	5.6	6.9	6.8	6.7	8.6	7.4	7.5
KIXZ	Opportunity	C	96.1	64.0		2418	b	Clear Channel Comm	61	0008		g	Country	1,400	1.12	5.7	4.5	3.8	3.6	4.1	5.1	5.1	5.6	5.2
KEZE	Spokane	C2	96.9	8.2	cp	1198	c	Morgan Murphy Stns	93	9906		na	80s Hits	300	0.37	3.7	2.9	2.9	4.1	3.5	3.0	3.6	2.8	4.0
KISC	Spokane	C	98.1	100.0	cp	1946	b	Clear Channel Comm	66	0008		g	Lite Rock	2,100	1.63	5.9	5.8	5.8	6.3	5.2	4.8	5.1	5.6	5.7
KKZX	Spokane	C	98.9	100.0		1608	b	Clear Channel Comm	75	0008		g	Clsc Rock	2,300	1.25	8.4	6.5	7.8	9.2	8.5	6.1	7.5	7.4	6.2
KXLY	Spokane	C	99.9	37.0		2999	c	Morgan Murphy Stns	59				Soft AC	1,450	0.99	6.7	7.1	6.4	6.4	5.3	6.4	5.5	6.1	5.2
KEYF	Cheney	C	101.1	100.0		1608	a	Citadel Bcstg Corp	86	9905		g1	Oldies	1,800	1.14	7.2	5.5	5.0	5.6	6.1	7.0	5.1	6.8	5.7
KTSL	Medical Lake	C2	101.9	28.5		650		Pamplin Comm Corp	89	9808	1,300		ChrsContem	700	1.00	3.2	2.1	4.3	3.4	2.4	3.3	3.0	2.6	3.2
KICR	Coeur D'Alene	A	102.3	0.2		1844	f	Blue Sky Bcstg	01	0108	550		Country	250	0.71	1.6	2.3	1.1	1.9	1.6	2.0	1.9	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
● KCDA	Post Falls	C1	103.1	9.4		2451	b	Clear Channel Comm	79	0011	4,700		Hot AC	700	0.97	3.3	3.6	2.2	2.2	2.7	3.3	3.4	2.0	2.9
KYWL	Spokane	C1	103.9	39.0	cp	1417	a	Citadel Bcstg Corp	86	9906	4,150		CHR/Rhymc	700	0.56	5.7	4.9	5.1	5.8	6.0	5.0	4.1	4.8	3.0
● KEEH	Spokane	C1	104.9	10.5		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
● KZBD	Spokane	C	105.7	100.0		1910	a	Citadel Bcstg Corp	65	9303	2,900	e	Clsc Rock	1,200	1.12	4.9	4.4	5.3	2.8	4.7	4.3	5.0	3.3	4.1
KSPO	Dishman	A	106.5	2.3	cp	528	e	Read Bcstg Network	95	9512	100	cp	Religion	100		0.6	0.5	0.5	0.0	0.6	0.0	0.9	0.5	1.0
KAZZ	Deer Park	C3	107.1	25.0		253		3 Points Media	83	0305	1,000		Adlt Stndrd	100	0.38	1.2	1.8	1.4	1.4	0.8	1.4	0.8	1.2	0.8
# FM Stations - 18															# Combos - 15		FM TOTALS							
															79.5	67.1	67.8	69.1	68.9	71.2	70.8	67.1	68.1	

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)	Spring 2003											Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
KQNT	Spokane	B	590	5.0	5.00	b	Clear Channel Comm	72	0008		g	Nws/Tlk/Inf	300	0.60	2.3	4.2	3.4	3.4	3.1	1.7	3.3	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	1.0	1.0	0.9	0.6	0.9	0.8	1.2	0.6
KJRB	Spokane	B	790	5.0	3.80	a	Citadel Bcstg Corp	47	9309	125			Sprts/Talk	300	0.86	1.6	1.8	1.0	1.1	1.7	1.1	1.6	1.3	1.7
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	5.9	6.3	6.1	5.6	3.7	6.6	6.7
KTRW	Spokane	B	970	5.0	1.00	e	Read Bcstg Network	47	9905				Religion	200		0.2	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
● KDRK	Dishman	B	1050	5.0	0.26	a	Citadel Bcstg Corp	84	9905		g1	Country			1.2	0.5	1.4	1.1	1.1	1.4	0.9	0.7	0.0	
KVNI	Coeur D' Alene	B	1080	10.0	1.00	d	Morgan Murphy Stns	46	9805		c4	Old/Nws/Spt	125	0.57	1.0	0.5	0.8	0.6	1.3	0.5	1.1	0.5	1.4	
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	0.0	
KAQQ	Spokane	D	1280	5.0	0.03	b	Clear Channel Comm	65	0008		g	Nostalgia	600	0.94	2.9	1.6	2.7	1.9	2.7	1.6	2.8	3.1	4.6	
KGA	Spokane	A	1510	50.0	50.00	a	Citadel Bcstg Corp	26	9212		g2	News/Talk	850	1.00	3.9	1.8	2.2	2.5	2.4	2.8	2.7	5.6	5.7	
# AM Stations - 10															# Combos - 9		AM TOTALS							
															20.4	17.7	18.4	17.8	19.8	15.6	16.9	19.0	20.7	
AM & FM Stations Profiled - 28															# Duopolies - 11		Total Local Commercial Share							
															84.8	86.2	86.9	88.7	86.8	87.7	86.1	88.8		

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

Metro Rank: 93

Revenue Rank: 99

Mobile, AL Market Overview



Metro Counties / Population (000)

Baldwin, AL	147.6
Mobile, AL	399.6
Total	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
	\$14,700	\$17,600	\$20,000	\$22,200	\$20,300	\$21,000	7.4%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.4%	\$22,200	\$23,700	\$25,000	\$26,400	\$27,700	5.7%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.53/1,000	\$3.82/1,000	Local	80%		
Revenue/Capita	\$28.04	\$38.38	\$48.94	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 ^{1/}	5,941.6	NA ^{1/}	5,941.6	7,259.0	4.1%
EBI ^{2/}	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		12	12	14	13	27
Tot 12+	1.6		66.3	67.9	67.9	12.6	80.5
Avg 12+	0.8		5.5	5.7	4.9	1.0	3.0
Tot LCS	2.0		82.4	84.3	84.3	15.7	100.0
Avg LCS	1.0		6.9	7.0	6.0	1.2	3.7

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

Some stations also rated in Pensacola .

Competitive Overview

Market: Mobile, AL

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)												Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001			
WZEW	Fairhope	C3	92.1	13.5	449	a	.COM+Inc.	66	0205	1,890		AAA	750	1.23	2.9	1.3	2.5	3.6	2.2	3.1	1.7	1.9	2.7			
WBLX	Mobile	C	92.9	100.0	1555	d	Cumulus Bcstg Inc	73	9911	19,000	d1	Urban AC	2,725	0.77	16.8	11.8	14.4	11.4	14.7	11.3	12.6	13.5	10.9			
WKSJ	Mobile	C	94.9	100.0	1555	g	Clear Channel Comm	71	9705	24,000	d2	Country	4,100	1.76	11.1	8.5	8.2	8.3	8.9	8.1	8.7	8.7	8.9			
WRKH	Mobile	C	96.1	100.0	1342	g	Clear Channel Comm	64	9705		d2	Clsc Rock	1,900	1.26	7.2	6.4	4.9	6.6	4.5	6.3	6.3	5.2	7.1			
WABB	Mobile	C	97.5	100.0	1552	f	Dittman Group	73				Adult CHR	2,750	1.44	9.1	7.3	6.6	6.4	8.6	6.8	6.5	6.4	8.0			
WDLT	Chickasaw	C2	98.3	40.0	548	d	Cumulus Bcstg Inc	81	9911		d1	Urban AC	2,300	0.78	14.0	9.2	10.4	10.3	11.4	10.9	11.3	9.9	10.2			
WMXC	Mobile	C	99.9	100.0	1755	g	Clear Channel Comm	47	9705		d2	AC	1,900	1.19	7.6	7.7	6.8	6.8	5.9	5.6	6.8	5.3	5.8			
WTKX	Pensacola	C	101.5	100.0	1329		Clear Channel Comm	71	9712			Rock	n/a		5.5	4.4	4.9	3.9	3.5	4.7	3.9	5.0	4.8			
WQUA	Citronelle	C3	102.1	15.0	427		ABC Radio Inc	89	0207	1,500		Gospel	100		0.4	0.0	0.0	0.0	0.4	0.7	0.0	0.0	0.0			
WXBM	Milton	C	102.7	100.0	1329		Pamal Broadcasting	64	0012			Country	n/a		2.5	3.1	2.5	1.6	1.7	1.3	2.3	2.5	1.6			
WYOK	Atmore	C	104.1	100.0	1555	d	Cumulus Bcstg Inc	66	9911	6,000	c1	CHR/Rhymc	350	0.67	2.5	3.2	2.1	1.6	1.4	1.5	2.4	2.4	1.8			
WNSP	Bay Minette	A	105.5	5.3	348	a	.COM+Inc.	64	9808	1,050		Sports	650	1.55	2.0	1.6	1.3	2.2	0.9	1.0	1.2	3.0	1.3			
WCSN	Orange Beach	A	105.7	5.0	246	c	Gulf Coast Bcstg	96	9711	760		AC	300		0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0			
WAVH	Daphne	C2	106.5	50.0	449	d	Cumulus Bcstg Inc	93	0205	5,110		Oldies	750	1.12	3.2	3.4	2.6	1.9	2.0	2.1	3.0	2.7	3.3			
# FM Stations -															14	# Combos -		11	FM TOTALS							
															84.9	67.9	67.2	64.6	66.1	63.8	66.7	66.5	66.4			

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)	(kW)	Spring 2003											Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001			
WDLT	Fairhope	B	660	10.0	0.85	d	Cumulus Bcstg Inc	65	9911		d1	News/Talk	100		0.3	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0			
WNTM	Mobile	B	710	1.0	1.00	g	Clear Channel Comm	46	9705		d2	News/Talk	800	0.91	4.2	4.2	3.8	3.2	3.5	2.8	3.3	3.3	2.7			
WBHY	Mobile	D	840	10.0	0.00	e	Goforth Media Inc	43	8604	250	+	Christian	75		0.8	0.9	0.4	0.6	0.7	0.9	0.0	1.0	0.0			
WGOK	Mobile	B	900	1.0	0.38	d	Cumulus Bcstg Inc	58	9911		c1	Gospel	850	0.60	6.8	3.9	5.1	4.2	5.6	6.8	4.1	4.7	6.3			
WLPR	Prichard	B	960	5.0	1.00	e	Goforth Media Inc	85	9404	180		Christian			0.5	0.0	0.0	1.2	0.0	0.6	0.8	0.0	0.0			
WDXZ	Robertsdale	D	1000	1.0	0.00	b	Great American Radio	85	0104	180		Cntry/CIHts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WBCA	Bay Minette	D	1110	10.0	0.00	b	Great American Radio	57	9807	65		Cntry/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WABF	Fairhope	D	1220	1.0	0.03	c	Gulf Coast Bcstg	61	9906	25		Adlt Stndrd	150		0.7	0.7	0.7	1.0	0.7	0.4	1.1	0.0	0.0			
• WKSJ	Prichard	D	1270	5.0	0.10	g	Satellite Radio Ntwk	66	0305	100		Adlt Stndrd	50			0.0	0.7	0.4	0.0	0.0	0.0	0.0	0.0			
WHEP	Foley	D	1310	2.5	0.00		Stewart Bcstg Co	53	6105			News/Sprts	100		0.7	0.6	0.4	0.7	0.4	1.3	0.5	0.0	0.4			
WMOB	Mobile	B	1360	5.0	0.21		B Tucker Assoc Inc	61	8409	350		Relgn/Gospl			0.2	0.7	0.0	0.4	0.0	0.0	0.0	0.7	0.0			
WLVV	Mobile	B	1410	5.0	5.00		Martin Bcstg Inc	30	9906	264		Gospel			0.4	0.7	0.9	0.9	0.6	0.7	0.0	0.0	0.0			
WABB	Mobile	B	1480	5.0	4.40	f	Dittman Group	48				News/Talk	300		0.7	0.9	0.7	0.9	0.4	0.4	0.9	0.6	0.4			
# AM Stations -															13	# Combos -		10	AM TOTALS							
AM & FM Stations Profiled -															27	# Duopolies -		8	Total Local Commercial Share							
															15.3	12.6	12.7	13.5	11.9	14.3	10.7	10.7	9.8			
															80.5	79.9	78.1	78.0	78.1	77.4	77.2	76.2				

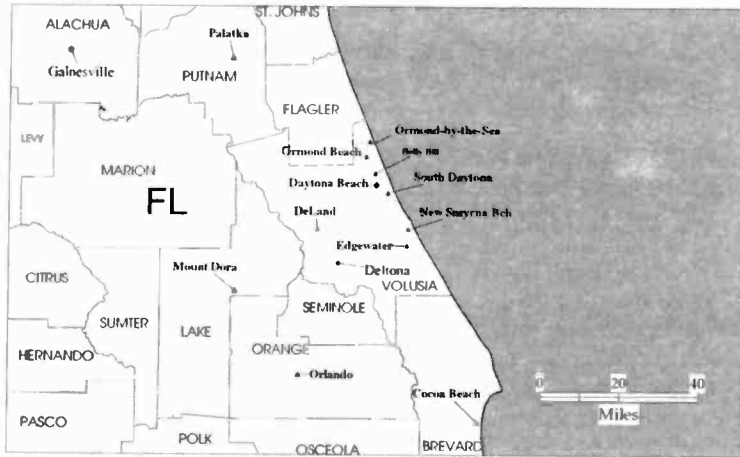
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 94

Revenue Rank: 202

Daytona Beach, FL Market Overview



Metro Counties / Population (000)

Flagler, FL	52.6
Volusia, FL	458.3
Total	510.9

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

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$7,600	\$7,100	\$6,800	\$7,300	\$7,700	\$8,000
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.9%	\$8,500	\$9,100	\$9,600	\$10,100	\$10,600	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$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)

MSA Population	1997	2002	Growth Rate	2002	2007	Growth Rate
		457.9	510.9	2.2%	510.9	555.6
Households	187.8	213.9	2.6%	213.9	233.8	1.8%
Retail Sales	NA ^{1/}	5,888.3	NA ^{1/}	5,888.3	7,082.7	3.8%
EBI ^{2/}	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	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	14	14	7	21
Tot 12+	2.8		64.4	67.2	67.2	9.0	76.2
Avg 12+	2.8		5.0	4.8	4.8	1.3	3.6
Tot LCS	3.7		84.5	88.2	88.2	11.8	100.0
Avg LCS	3.7		6.5	6.3	6.3	1.7	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 Orlando & Melbourne.
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		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WWKA	Orlando	C	92.3	100.0	1490	d	Cox Radio Inc	52	9704			Country	n/a		4.6	3.6	3.2	3.1	3.6	2.9	3.0	4.0	3.6		
WKRO	Edgewater	C3	93.1	15.0	427	a	Black Crow Bcstg	93	9412	1,250		Country	800	4.55	2.2	2.2	2.3	1.0	2.2	1.9	2.5	0.6	1.9		
WCFB	Daytona Beach	C	94.5	100.0	1470	d	Cox Radio Inc	47	9704			Urban AC	n/a		5.7	4.0	3.6	4.9	3.5	5.4	4.8	3.0	4.9		
WHOG	Ormond-By-The-	C3	95.7	25.0	328	a	Black Crow Bcstg	95	9610	2,000	c1	Clsc Rock	2,200		5.3	4.5	3.4	4.2	3.6	4.3	4.0	4.2	4.3		
WHTQ	Orlando	C	96.5	100.0	1490	d	Cox Radio Inc	52	9612			Clsc Rock	n/a		3.7	4.0	3.4	2.1	3.3	2.7	3.0	3.7	3.8		
WGNE	Palatka	C	99.9	100.0	1201		Renda Bcstg Corp	73	9602		g	Country	1,600	3.08	6.5	6.7	7.1	4.6	4.9	5.1	5.5	3.4	3.1		
● WSHE	Orlando	C	100.3	81.0	1598	e	Clear Channel Comm	71	9712			Oldies	n/a		4.8	3.1	3.9	3.4	3.6	4.0	4.2	4.5	3.1		
WJRR	Cocoa Beach	C	101.1	100.0	1598	e	Clear Channel Comm	62	9712			Rock	n/a		6.5	5.0	3.5	4.9	4.6	4.3	4.7	6.7	3.6		
WJHM	Daytona Beach	C	101.9	61.0	1585	c	Infinity Bcstg	67	0008			Rhymc/CHR	n/a		8.7	5.9	4.7	6.1	6.6	6.8	5.0	4.2	6.0		
WVYB	Holly Hill	A	103.3	3.0	295	a	Black Crow Bcstg	96	9706	1,100		CHR	1,400	4.73	3.7	2.8	2.3	2.5	3.0	3.5	2.3	3.7	3.6		
WTKS	Cocoa Beach	C	104.1	100.0	1598	b	Clear Channel Comm	61	9712			Talk	n/a		7.6	5.0	5.5	6.1	5.0	7.8	5.3	5.8	5.7		
WOMX	Orlando	C	105.1	100.0	1598	c	Infinity Bcstg	67	0008			Mix AC	n/a		6.1	3.7	4.5	4.0	4.9	2.7	3.3	3.5	2.6		
WOCL	Deland	C	105.9	100.0	1581	c	Infinity Bcstg	67	0008			Alternative	n/a		5.7	4.3	3.9	4.2	4.1	3.8	3.8	2.9	3.9		
WMGF	Mount Dora	C	107.7	100.0	1585	e	Clear Channel Comm	66	9712			Soft AC	n/a		16.4	12.4	11.5	12.2	11.9	9.5	11.5	8.5	7.5		
# FM Stations -					14	# Combos -					12	FM TOTALS					87.5	67.2	62.8	63.3	64.8	64.7	62.9	58.7	57.6

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		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	2.6	2.5	3.0	2.7	2.7	2.6	4.2		
WSBB	New Smyrna	C	1230	1.0	1.00		TK Radio Inc	50	9110	50		Adlt Stndrd	250	0.92	3.4	1.9	1.3	3.0	2.0	2.4	2.5	3.7	3.3		
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	0.83	4.5	3.1	4.2	3.6	3.0	5.6	4.8	4.6	4.9		
WELE	Ormond Beach	B	1380	5.0	2.50		J&V Comm Inc	57	9412	313		Nws/Tlk/Spt	100		0.4	0.8	0.4	0.6	0.0	0.5	0.0	0.0	0.5		
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	0.0	0.2	0.0	0.0	0.0		
WPUL	South Daytona	D	1590	1.0	0.03		Tama Broadcasting	57	8902	250		Gospel	100		0.7	0.6	1.6	1.0	0.0	0.6	0.7	0.6	1.2		
# AM Stations -					7	# Combos -					2	AM TOTALS					12.7	9.0	10.1	10.7	8.0	12.0	10.7	11.5	14.1
AM & FM Stations Profiled -					21	# Duopolies -					7	Total Local Commercial Share					76.2	72.9	74.0	72.8	76.7	73.6	70.2	71.7	

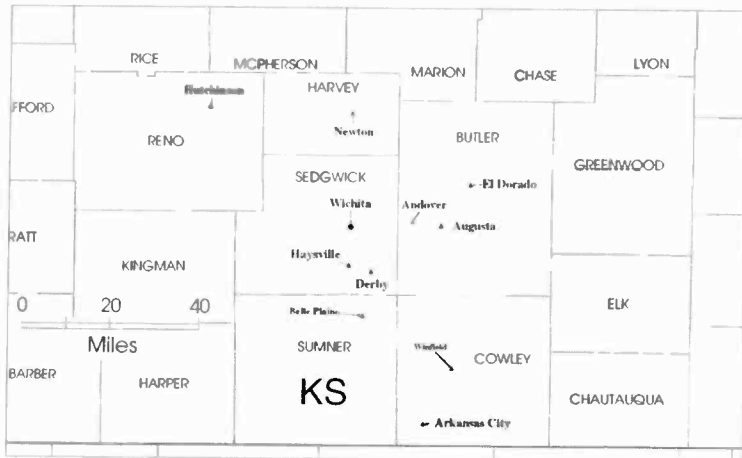
● Indicates a change since last edition

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
Total	549.8

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$24,500	\$27,100	\$30,300	\$29,500	\$28,300	\$30,500	4.5%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.8%	\$32,100	\$34,300	\$36,200	\$38,200	\$40,100	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$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)

	1997	2002	Growth Rate	2002	2007	Growth Rate
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 ^{1/}	7,051.2	NA ^{1/}	7,051.2	8,720.7	4.3%
EBI ^{2/}	8,107.5	9,989.6	4.3%	9,989.6	12,152.7	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			16	15	16	8	24
Tot 12+			73.5	71.8	73.5	14.8	88.3
Avg 12+			4.6	4.8	4.6	1.9	3.7
Tot LCS			83.2	81.3	83.2	16.8	100.0
Avg LCS			5.2	5.4	5.2	2.1	4.2

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
KMXW	Newton	C1	92.3	100.0	640	a	Journal Bcst Group	59	0005	4,500		Modern Rock	400	0.87	1.5	1.6	1.9	1.3	1.8	0.9	1.1	1.5	1.9
KANR	Belle Plaine	C3	92.7	12.0	469		Smith, Daniel D.	96				Alternative	100	0.27	1.2	0.8	1.3	1.3	1.1	0.6	1.1	1.3	1.1
KDGS	Andover	C3	93.9	25.0	328	c	Entercom	93	0006	3,150		CHR/Rhymc	1,700	0.71	7.9	8.3	7.2	6.5	6.1	9.5	5.7	6.8	7.0
KICT	Wichita	C1	95.1	100.0	899	a	Journal Bcst Group	72	9906		g2	Rock	2,250	1.07	6.9	6.5	6.4	6.2	5.3	4.8	7.9	6.6	7.0
KRZZ	Derby	C2	96.3	50.0	492	b	Clear Channel Comm	78	0008		g	Clsc Rock	2,000	1.15	5.7	4.4	4.5	3.2	3.4	5.3	5.7	5.8	4.2
KRBB	Wichita	C	97.9	100.0	994	b	Clear Channel Comm	48	0008		g	AC	3,400	1.38	8.1	7.3	5.8	8.7	7.4	5.3	8.0	8.1	8.3
KFH	Clearwater	C2	98.7	50.0	492	c	Entercom	95	0006	2,000		Talk	100	0.20	1.6	1.9	2.3	1.7	1.8	1.2	1.4	1.3	2.0
KTLI	El Dorado	C1	99.1	100.0	617		Stephens Family LP	72	9606	1,253		ChrsContem	1,100	0.97	3.7	2.8	2.7	3.0	3.9	3.0	3.6	2.6	3.0
KFDI	Wichita	C	101.3	100.0	1139	a	Journal Bcst Group	63	9906		g2	Country	4,300	1.17	12.1	9.8	11.7	10.7	12.3	11.2	9.0	10.5	10.2
KZSN	Hutchinson	C	102.1	100.0	1034	b	Clear Channel Comm	68	0008		g	Country	2,800	1.21	7.6	5.5	5.8	5.5	7.4	5.5	9.0	5.0	6.1
KEYN	Wichita	C1	103.7	95.0	1007	c	Entercom	68	0002	8,000	d1	Oldies	1,400	0.69	6.7	5.8	5.5	7.8	6.5	6.1	5.4	5.7	5.3
KFXJ	Augusta	C2	104.5	45.0	515	a	Journal Bcst Group	92	9906		g2	ClRck/ClHts	1,400	0.88	5.2	5.5	5.0	4.2	4.0	5.5	3.6	5.2	4.7
KFBZ	Haysville	C	105.3	100.0	988	c	Entercom	85	0002		d1	Hot AC	1,800	1.37	4.3	4.4	5.0	3.2	4.5	4.7	2.8	3.2	4.1
KYOO	Arkansas City	C	106.5	100.0	1280	a	Journal Bcst Group	79	9906		g2	Mexican	700	1.09	2.1	1.9	1.9	1.5	1.6	3.1	1.3	1.5	1.7
KKRD	Wichita	C1	107.3	100.0	843	b	Clear Channel Comm	67	0008		g	CHR	2,375	1.15	6.8	5.3	3.8	4.7	6.3	7.3	4.9	5.5	5.9
KSJM	Winfield	C2	107.9	50.0	387		Sherman Bcst Group	96	0009	1,500		Urban AC	300		0.7	1.7	0.5	1.3	1.0	0.6	0.0	1.0	0.8
# FM Stations -					16	# Combos -					13	FM TOTALS			82.1	73.5	71.3	70.8	74.4	74.6	70.5	71.6	73.3

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)							
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
KSGI	Wichita	D	900	0.3	0.03	d	Agape	57	7707	400		Christian	150		0.4	0.0	0.5	0.0	0.0	0.5	0.5	0.5	0.0
KJRG	Newton	D	950	0.5	0.15		Anderson Stations	53	5907			Gospel	100		0.2	0.0	0.0	0.0	0.0	0.0	0.6	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	5.1	7.5	6.7	5.0	4.5	6.8	5.8	5.6
KNSS	Wichita	C	1240	0.6	0.00	c	Entercom	47	0002		d1	Nws/Tlk/Spt	700	0.48	4.8	6.1	5.9	5.2	4.7	4.5	3.9	4.0	2.8
KFH	Wichita	B	1330	5.0	5.00	c	Entercom	22	0002		d1	Talk	800	0.79	3.3	2.2	1.7	2.2	2.7	2.2	3.0	3.7	2.7
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	0.22	1.5	1.4	1.6	1.7	1.1	1.2	1.3	1.6	3.0
• KOAM	Wichita	B	1480	5.0	1.00	c	ABC Radio Inc	36	0207	2,000		Children	475	1.04	1.5	0.0	0.0	0.0	0.6	1.6	2.1	1.1	0.9
# AM Stations -					8	# Combos -					6	AM TOTALS			17.9	14.8	17.2	15.8	14.1	14.5	18.2	16.7	15.0
AM & FM Stations Profiled -					24	# Duopolies -					8	Total Local Commercial Share			88.3	88.5	86.6	88.5	89.1	88.7	88.3	88.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 96

Revenue Rank: 77

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	\$27,000	\$26,400	\$27,700	12.0%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.9%	\$29,200	\$31,300	\$33,000	\$34,800	\$36,500	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.51/1,000	2007 \$3.36/1,000	Est. Breakout			
Revenue/Capita	\$32.93	\$51.55	\$61.85	Local	80%		
				National	20%		

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
	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 ^{1/}	7,883.7	NA ^{1/}	7,883.7	10,847.0	6.6%
EBI ^{2/}	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+			63.7	62.2	63.7	9.6	73.3
Avg 12+			4.6	4.8	4.6	1.2	3.3
Tot LCS			86.9	84.9	86.9	13.1	100.0
Avg LCS			6.2	6.5	6.2	1.6	4.5

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

Some stations also rated in Pueblo.

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		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
KSPZ	Colorado Springs	C	92.9	79.0	2198	b	Citadel Bcstg Corp	60	9905		sw	Oldies	1,850	0.90	7.4	4.8	7.0	5.4	5.8	4.4	6.9	5.8	6.0
KILO	Colorado Springs	C	94.3	83.0	2110	a	Bahakel Comm	66	8408	3,600		AOR	1,675	0.69	8.8	7.3	8.9	5.8	6.1	6.9	7.4	6.7	6.2
KRDO	Colorado Springs	C	95.1	65.0	2093	e	Pikes Peak Bcstg	69			1	AC	1,125	0.94	4.3	3.4	3.5	2.1	4.3	3.6	2.5	2.8	3.2
KMOM	Fountain	C2	96.1	0.5	2198	d	Clear Channel Comm	92	0007			Rock	900	0.96	3.4	2.9	2.3	2.9	2.1	2.3	3.0	3.2	4.3
KCCY	Pueblo	C	96.9	40.0 cp	2280	d	Clear Channel Comm	75	0102		g	Country	2,350	1.35	6.3	4.8	6.0	3.8	4.4	5.3	5.7	4.0	4.3
KKFM	Colorado Springs	C	98.1	71.0	2290	b	Citadel Bcstg Corp	58	9212		g	Clsc Rock	2,500	1.41	6.4	3.2	3.7	6.2	5.8	5.2	3.8	5.0	5.8
KKMG	Pueblo	C	98.9	72.0	2280	b	Citadel Bcstg Corp	67	9403	913		CHR	3,175	0.75	15.3	10.9	9.6	11.7	13.0	11.5	11.0	11.7	11.1
• KVVU	Pueblo	C	99.9	79.0	2198	d	Clear Channel Comm	76	0008		g	Hot AC	1,600	1.20	4.8	4.9	5.6	4.2	4.1	3.6	3.9	3.3	4.7
• KGFT	Pueblo	C	100.7	78.0	2218	g	Salem Comm Corp	76	9603	3,000		Chrst/Talk	1,200	2.89	1.5	1.5	1.1	1.4	0.8	1.6	1.4	0.8	1.2
• KKCS	Colorado Springs	C	101.9	72.0	2280	c	Superior Bcstg	67	0304 p	18,000		Country	3,100	1.43	7.8	4.9	6.3	6.5	4.9	5.7	6.3	7.2	5.3
• KBIO	Manitou Springs	C	102.7	72.0	2280	a	Salem Comm Corp	74	9610	100		ChrsContem	1,050	0.90	4.2	3.4	3.5	3.4	3.8	3.2	2.7	3.2	3.3
KYZX	Pueblo	C2	103.9	1.8	2159	g	Bahakel Comm	92	9903	4,500	d2	Clsc Rock	800	0.69	4.2	3.7	3.5	5.0	3.6	3.6	3.5	2.2	3.3
KSKX	Security	C3	105.5	0.4	2228		Optima Comm	73	8902	1,460	1	Smooth Jazz	1,100	1.13	3.5	2.7	3.0	3.0	2.3	2.3	3.0	3.2	2.5
KKLI	Widefield	C2	106.3	1.6	2225	d	Clear Channel Comm	87	0008		g	Soft AC	2,500	1.00	9.0	5.3	6.1	6.1	4.9	8.9	6.2	7.7	5.0
# FM Stations -				14	# Combos -				13	FM TOTALS				86.9	63.7	70.1	67.5	65.9	68.1	67.3	66.8	66.2	

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		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	
KVOR	Colorado Springs	B	740	3.3	1.50	b	Citadel Bcstg Corp	55	9905		g1	News/Talk	1,350	0.73	6.7	6.3	5.3	6.2	4.6	5.0	4.4	6.8	6.3
KCBB	Monument	D	1040	15.0	0.00	f	Crawford Bcstg Co	85	9902	750	d1	Chrst/Talk			0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.5
KRDO	Colorado Springs	C	1240	1.0	1.00	e	Pikes Peak Bcstg	47			1	Sprts/Talk	500	1.39	1.3	0.5	1.4	1.0	1.0	0.6	1.1	1.3	0.8
KBZC	Colorado Springs	B	1300	5.0	1.00	b	Citadel Bcstg Corp	22	9905		g1	Talk	400	0.66	2.2	0.0	0.7	1.0	2.3	1.1	1.3	2.2	2.0
• KKCS	Colorado Springs	B	1460	5.0	0.50	c	Salem Comm Corp	56	0305		na	Country	150	0.54	1.0	1.4	0.7	1.1	1.0	0.5	0.8	0.8	0.7
KXRE	Manitou Springs	C	1490	0.5	1.00		Latino Comm	56	0302		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	0.64	1.7	1.4	1.6	1.3	1.5	1.5	1.3	0.8	1.3
KWYD	Colorado Springs	D	1580	10.0	0.07		Pilgrim Comm LLC	57	9805	450		FSv/Cst/Tlk				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	9.6	9.7	10.6	10.9	8.7	8.9	11.9	11.6	
AM & FM Stations Profiled -				22	# Duopolies -				7	Total Local Commercial Share				73.3	79.8	78.1	76.8	76.8	76.2	78.7	77.8		

• 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
Total	510.8

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$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	\$41,000	\$43,200	\$45,400	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.55/1,000	\$3.54/1,000	Local	86%		
	\$51.27	\$67.54	\$84.72	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 ^{1/}	9,725.6	NA ^{1/}	9,725.6	12,816.8	5.7%
EBI ^{2/}	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	Viable FMs	All FMs	All AMs	Total
# Stations	11	7		13	18	9	27
Tot 12+	22.5	38.3		59.6	60.8	13.2	74.0
Avg 12+	2.0	5.5		4.6	3.4	1.5	2.7
Tot LCS	30.4	51.8		80.5	82.2	17.8	100.0
Avg LCS	2.8	7.4		6.2	4.6	2.0	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	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)																				
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001													
WMAD	Sun Prairie	A	92.1	3.9	cp	410	d	Clear Channel Comm	72	0008		g1	Hot AC	1,600	1.25	3.7	1.8	2.5	2.9	2.7	2.9	3.1	2.5	3.0											
• WHIT	De Forest	A	93.1	6.0		322		Mid-West Family Bcst		03			Clsc Hits				0.0	0.0	0.0	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	6.4	6.6	5.4	4.8	6.1	5.8	3.5	5.2											
WOLX	Baraboo	B	94.9	37.0		1299	b	Entercom	45	0009	14,600	d2	Oldies	2,700	0.83	9.4	7.4	6.2	7.0	6.8	7.6	7.1	6.5	7.9											
• WBKY	Portage	A	95.9	5.4		322	e	Magnum Radio Inc		99			Country			0.6	0.5	0.0	0.0	0.7	0.5	0.6	0.0	0.0											
WCJZ	Sauk City	B1	96.3	5.1		673	d	Clear Channel Comm	64	0008		g1	Smooth Jazz	1,400	1.19	3.4	2.3	2.0	2.3	1.8	2.9	2.6	2.7	3.6											
WMGN	Madison	B	98.1	38.0		581	c	Mid-West Family Bcst	48				AC	4,750	1.42	9.7	6.7	6.7	7.9	7.2	6.9	7.8	7.0	7.9											
WDMP	Dodgeville	A	99.3	1.6		459	f	Dodge Point Bcstg Co	68				Country	400	0.53	2.2	1.8	1.5	1.1	2.0	1.2	1.8	1.7	0.0											
• WDDC	Portage	A	100.1	3.1		374	g	Zoe Communications	66	0304 p	1,100		Country			0.8	0.0	0.5	0.5	0.7	0.7	0.5	0.5	0.0											
WTLX	Columbus	A	100.5	6.0	cp	328	a	Good Karma Bcstg	90	9711		d1	Sprts/Talk	200		0.7	0.7	0.8	0.5	0.7	0.5	0.5	0.5	0.6											
WIBA	Madison	B	101.5	12.0		1014	d	Clear Channel Comm	47	0008		g1	Clsc Rock	3,800	1.36	8.1	6.5	6.2	8.1	6.5	4.9	5.2	7.7	5.4											
WZEE	Madison	B	104.1	12.0		1004	d	Clear Channel Comm	48	0008		g1	CHR	4,000	1.07	10.8	7.7	8.5	7.3	7.3	8.8	8.2	7.9	7.5											
WBZU	Waunakee	A	105.1	6.0		243	b	Entercom	92	0009		d2	80s Hits	1,500	0.84	5.2	3.3	5.3	3.0	4.7	4.6	3.6	2.7	5.2											
WMMM	Verona	A	105.5	2.0		574	b	Entercom	91	0009		d2	AAA	2,100	1.05	5.8	4.0	4.6	4.8	4.5	4.6	4.0	4.2	6.7											
WKPO	Evansville	A	105.9	1.7		482	a	Good Karma Bcstg	89	0009			CHR/Rhymc	600	0.67	2.6	2.2	2.0	1.8	2.5	1.5	2.1	1.8	1.4											
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	8.2	7.6	8.1	8.8	6.8	6.0	7.9	8.3											
• WNNO	Wisconsin Dells	A	106.9	3.1		322	e	Magnum Radio Inc	74	9903	775	c1	AC			0.2	0.0	0.5	0.5	0.0	0.0	0.5	0.0	0.0											
• WSJY	Fort Atkinson	B	107.3	26.0		676		NewRadio Group	59	0307		g	Lite AC	450	0.93	1.4	1.3	1.0	1.8	1.3	0.8	1.3	0.7	1.2											
# FM Stations -															18	# Combos -		16	FM TOTALS								81.1	60.8	62.5	63.0	63.0	61.3	60.7	57.8	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)																			
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001												
WDMP	Dodgeville	D	810	0.3	0.00	f	Dodge Point Bcstg Co	68				Country				0.0	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	e	Magnum Radio Inc	69	9903		c1	Adlt Stndrd			0.3	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0											
WTSO	Madison	B	1070	10.0	5.00	d	Clear Channel Comm	48	0008		g	Sports	1,000	0.97	3.0	2.0	1.8	2.2	2.2	1.9	2.6	2.3	2.0												
WHFA	Poynette	C	1240	1.0	1.00		Starboard Bcstg Inc	25	0107	1,000		Religion	800			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0											
WIBA	Madison	B	1310	5.0	5.00	d	Clear Channel Comm	25	0008		g1	News/Info	2,625	0.87	8.7	5.2	5.7	6.6	5.8	4.9	6.3	8.9	6.7												
• WPDR	Portage	D	1350	1.0	0.04	g	Zoe Communications	52	0304 p			Talk/AC			0.7	0.5	1.0	0.0	0.8	0.5	0.0	0.7	0.0												
WLMV	Madison	B	1480	5.0	5.00	c	Mid-West Family Bcst	48	5911			Spanish			0.2	0.5	0.0	0.0	0.2	0.2	0.2	0.0	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	2.3	2.7	2.8	3.2	2.9	0.8	0.0												
WTDY	Madison	B	1670	10.0	1.00	c	Mid-West Family Bcst	48	5911			News/Talk	1,100	1.14	2.8	2.3	2.3	2.9	2.5	1.7	1.9	2.3	1.8												
# AM Stations -															9	# Combos -		8	AM TOTALS								18.9	13.2	13.1	14.4	14.3	13.4	13.9	15.0	12.5
AM & FM Stations Profiled -															27	# Duopolies -		10	Total Local Commercial Share								74.0	75.6	77.4	77.3	74.7	74.6	72.8	76.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 98

Revenue Rank: 239

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%	\$6,300	\$6,500	\$6,900	\$7,300	\$7,700	5.2%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$1.07/1,000	2007 \$1.10/1,000	Est. Breakout			
Revenue/Capita	\$10.28	\$11.68	\$13.88	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	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 ^{1/}	5,516.1	NA ^{1/}	5,516.1	7,026.2	5.0%
EBI ^{2/}	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			3	3	3	9	12
Tot 12+			21.8	21.8	21.8	7.2	29.0
Avg 12+			7.3	7.3	7.3	0.8	2.4
Tot LCS			75.2	75.2	75.2	24.8	100.0
Avg LCS			25.1	25.1	25.1	2.8	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 Tampa.

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WSJT	Lakeland	C	94.1	100.0	1493	a	Infinity Bcstg	67	0102			Jazz	n/a		15.1	4.8	4.2	3.6	5.0	3.2	3.2	3.3	4.3		
WPCV	Winter Haven	C	97.5	100.0	1017	b	Hall Communications	62	8110	2,000	c1	Country	3,800	1.33	48.4	14.0	16.6	13.0	14.3	12.9	17.5	18.6	11.8		
WWRZ	Fort Meade	C2	98.3	26.0	686	b	Hall Communications	77	9508	1,750	c1	Lite AC			6.4	3.0	2.2	1.8	1.8	2.4	2.7	1.6	2.2		
# FM Stations -					3	# Combos -					2	FM TOTALS					69.9	21.8	23.0	18.4	21.1	18.5	23.4	23.5	18.3

AM Stations

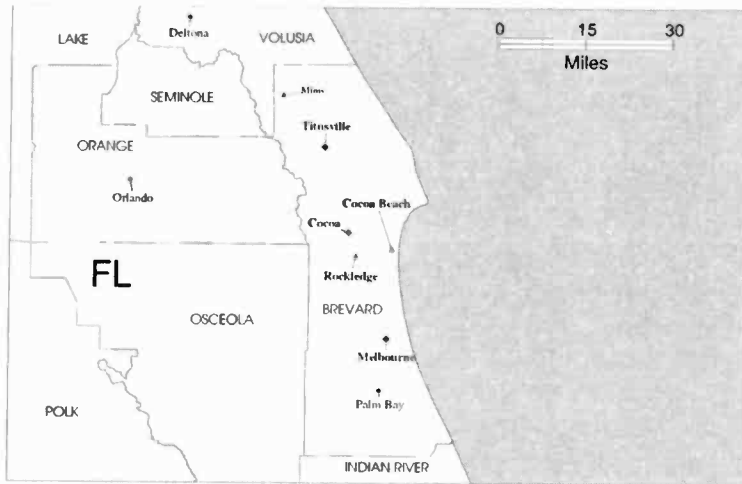
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WWBF	Bartow	B	1130	2.5	0.50		Thornburg, Thomas N	69	8401			Oldes/Sprts	100		0.8	0.7	0.8	0.0	0.5	0.5	0.8	0.3	0.7		
WONN	Lakeland	C	1230	1.0	1.00	b	Hall Communications	49	8110		c1	Nostalgia	200	0.38	8.9	1.5	0.8	1.8	3.3	1.2	2.7	3.1	2.6		
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		
WWAB	Lakeland	D	1330	1.0	0.00		Radio Sta. WWAB Inc	57	7301			Urban/Talk	100			0.8	1.0	0.0	0.0	0.5	0.8	0.0	0.8		
WHNR	Cypress Gardens	B	1360	5.0	2.50		GB Enterprises Comm	58	9507	250		Urban AC	400	1.36	5.0	1.0	1.4	1.3	1.5	0.0	1.5	1.4	2.5		
WLKF	Lakeland	B	1430	5.0	1.00	b	Hall Communications	36	9609	550		News/Talk	750	2.05	6.2	2.0	1.5	2.3	1.1	0.9	2.0	1.4	1.4		
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	0.0	1.4	1.3		
WSIR	Winter Haven	C	1490	1.0	1.00		Anscombe Bcstg Gr	47	0109		g	Gospel	350	0.64	9.2	1.2	2.4	2.4	2.8	0.9	0.5	1.0	2.4		
WTWB	Auburndale	D	1570	5.0	0.01		Evangel Christn Sch	56	0303	275	e	Gospel	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0		
# AM Stations -					9	# Combos -					2	AM TOTALS					30.1	7.2	7.9	7.8	9.2	4.0	8.3	8.6	12.7
AM & FM Stations Profiled -					12	# Duopolies -					2	Total Local Commercial Share						29.0	30.9	26.2	30.3	22.5	31.7	32.1	31.0

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 99

Revenue Rank: 187

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	\$9,500	7.4%
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	18.8%	\$10,200	\$11,300	\$12,300	\$13,000	\$13,600	7.5%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$1.76/1,000	\$2.08/1,000	Local	90%		
Revenue/Capita	\$14.48	\$19.30	\$25.59	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 ^{1/}	5,389.6	NA ^{1/}	5,389.6	6,533.3	3.9%
EBI ^{2/}	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+	4.0		23.4	26.5	27.4	10.8	38.2
Avg 12+	4.0		3.3	4.4	3.4	1.4	2.4
Tot LCS	10.5		61.3	69.4	71.7	28.3	100.0
Avg LCS	10.5		8.8	11.6	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 Ft Pierce and Orlando.

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)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WBVD	Melbourne	A	95.1	6.0	210	b	Clear Channel Comm	65	0008		g	CHR	1,125	2.28	5.2	4.0	4.1	2.4	1.4	2.4	3.0	1.9	
WSJZ	Sebastian	C3	95.9	25.0	289		Sebastian Bcstg Co	01			1	Smooth Jazz			0.9	0.9	2.7	0.7	0.0	0.0	0.0	0.0	
WNUE	Titusville	C1	98.1	100.0	476	a	Mega Comm Inc	68	0008	See (38)		Span/Dance	n/a		2.1	0.9	0.7	0.8	0.7	0.0	0.5	1.6	1.2
WLRQ	Cocoa	C2	99.3	50.0	492	b	Clear Channel Comm	67	0008		g	AC	1,900	1.12	17.9	6.8	6.2	6.8	6.2	4.7	6.4	4.7	8.0
● WHKR	Rockledge	C2	102.7	50.0	433	c	Cumulus Bcstg Inc	89	0008		g	1 Country	1,275	1.22	11.0	4.7	5.5	5.2	2.9	2.4	2.5	3.1	3.2
WTKS	Cocoa Beach	C	104.1	100.0	1598	a	Clear Channel Comm	61	9712			Talk	n/a		15.3	4.7	5.7	4.6	6.4	6.8	8.5	8.4	7.5
WCIF	Melbourne	C3	106.3	13.5	446		First Baptfst 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	1 CHR	2,900	1.32	23.2	5.4	6.4	7.4	9.3	9.5	11.2	9.4	8.6
# FM Stations -				8	# Combos -				6	FM TOTALS					75.6	27.4	31.3	27.9	26.9	25.8	31.5	30.2	30.4

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
● WPGS	Mims	D	840	1.0	0.00	WPGS Inc	86					Mexican	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	2.02	5.2	2.3	1.2	2.2	1.6	3.2	3.2	3.1	2.6
WIXC	Titusville	B	1060	10.0	5.00	Genesis Comm Inc	57	0005	650			Sports	200	0.34	6.2	0.0	0.0	3.2	1.4	0.6	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	4.2	3.8	4.6	4.8	5.0	4.9	7.0	6.4	
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	0.0	0.2	0.0	0.2	
● WWBC	Cocoa	D	1510	0.8	0.00	Astro Enterprises	65	7603				Religion	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WINT	Melbourne	D	1560	5.0	0.00	c Cumulus Bcstg Inc	68	0104		c1	1 Nostalgia	75			4.3	2.7	0.0	0.0	1.1	0.0	0.0	0.0	
● WLAA	Winter Garden	B	1680	10.0	1.00	Rama Comm Inc	99					Span/Varty	n/a			0.0	0.0	0.0	0.0	0.0	0.5	0.0	
# AM Stations -				8	# Combos -				3	AM TOTALS					24.4	10.8	7.7	10.0	7.8	9.9	8.3	10.6	9.2
AM & FM Stations Profiled -				16	# Duopolies -				3	Total Local Commercial Share					38.2	39.0	37.9	34.7	35.7	39.8	40.8	39.6	

● 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
Total	516.2

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>
	\$11,700	\$13,000	\$14,400	\$16,600	\$16,400	\$18,600	9.7%
	<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>
	13.4%	\$19,900	\$21,400	\$22,800	\$24,100	\$25,300	6.4%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>				<u>Est. Breakout</u>
Revenue/Capita	NA ^{1/}	\$3.12/1,000	\$3.45/1,000				Local 90%
	\$23.79	\$36.03	\$47.92				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	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 ^{1/}	5,966.3	NA ^{1/}	5,966.3	7,337.6	4.2%
EBI ^{2/}	5,754.4	7,225.6	4.7%	7,225.6	9,108.2	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)	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		17	14	23	11	34
Tot 12+	7.0		73.2	73.6	80.2	6.7	86.9
Avg 12+	1.2		4.3	5.3	3.5	0.6	2.6
Tot LCS	8.1		84.2	84.7	92.3	7.7	100.0
Avg LCS	1.3		5.0	6.0	4.0	0.7	2.9

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

Some stations also rated in Baton Rouge.

ARB 12+ Metro Shares (see rights)

Competitive Overview

Market: 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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KOOJ	New Iberia	C1	93.7	100.0	971	c	Citadel Bcstg Corp	92	9911	See (83)		Rock	n/a		2.5	0.7	1.3	1.9	2.4	1.8	2.0	2.1	2.3		
WEMX	Kentwood	C1	94.1	100.0	981	a	Citadel Bcstg Corp	67	9903			Urban	n/a			0.1	0.0	0.6	0.0	0.3	0.3	0.3	0.0		
KSMB	Lafayette	C	94.5	100.0	1079	c	Citadel Bcstg Corp	64	0004	8,500	d3	CHR	2,600	1.27	11.0	8.2	8.3	8.9	10.3	8.0	9.5	10.1	10.6		
KRRQ	Lafayette	C2	95.5	50.0	443	c	Citadel Bcstg Corp	96	9903		g1	Urban	900	0.47	10.4	12.3	8.9	8.3	9.9	11.6	11.2	7.9	8.5		
KFTE	Breaux Bridge	C2	96.5	42.0 cp	535	b	Regent Comm	92	0112	39,600	d1	Alternative	1,400	0.95	7.9	3.8	4.1	7.8	6.0	6.3	3.8	6.2	4.8		
KMDL	Kaplan	C2	97.3	38.0	561	b	Regent Comm	81	0112		d1	Country	2,000	1.51	7.1	5.7	7.6	5.9	6.5	5.7	8.9	8.5	7.4		
WDGL	Baton Rouge	C	98.1	100.0	1499		Guaranty Bcstg Co	68				Clsc Rock	n/a		2.1	2.8	3.1	1.5	2.1	2.3	2.9	3.2	2.2		
● KXKC	New Iberia	C	99.1	100.0	984	e	Citadel Bcstg Corp	69	0305 p	7,600		Country	2,100	1.47	7.7	7.1	8.0	8.7	4.7	7.2	6.9	7.5	8.1		
KTDY	Lafayette	C	99.9	100.0	984	b	Regent Comm	66	0112		d1	AC	2,900	1.90	8.2	8.4	7.7	7.1	7.2	7.8	8.2	6.6	6.3		
WYPY	Baton Rouge	C	100.7	100.0	1499		Guaranty Bcstg Co	66	9608			Country	n/a		0.5	0.7	0.4	0.4	0.4	0.6	0.8	0.6	0.4		
KBON	Mamou	C3	101.1	25.0	328		Marx, Rose Ann	97	9810	70		Vanety	350	0.41	4.6	3.1	4.4	3.1	4.9	3.8	2.7	2.5	4.0		
WYNK	Baton Rouge	C	101.5	100.0	1499		Clear Channel Comm	68	0008			Country	n/a		1.9	2.1	1.3	1.8	1.5	2.1	1.4	1.5	1.8		
KQIS	Basile	C1	102.1	100.0	981	d	Broadcast Ptnrs Inc	90	9412	380		Hot AC	400	0.86	2.5	1.7	2.0	2.2	2.2	3.0	2.0	2.1	1.6		
KAJN	Crowley	C	102.9	100.0	1499		Rice Capital Bcstg	77				Religion	500	0.93	2.9	2.4	2.5	3.0	2.1	2.6	3.6	1.8	1.6		
KNEK	Washington	C3	104.7	25.0	328	c	Citadel Bcstg Corp	89	9903		g1	Urban AC	900	0.54	9.0	7.7	7.4	7.7	8.1	6.2	5.7	6.2	7.3		
KPEL	Abbeville	C3	105.1	25.0	292	b	Regent Comm	74	0112		d1	News/Talk	675	1.04	3.5	4.1	3.1	2.4	3.8	3.5	3.0	2.5	3.9		
KFMV	Franklin	A	105.5	3.0	299		R&M Bcstg Inc	75	0210 p	435		Gospl/RhyBl	200	0.83	1.3	0.9	0.4	1.6	0.7	0.6	0.5	0.4	0.5		
KJJB	Eunice	A	105.5	1.0 cp	486	g	Tri-Parish Bcstg Inc	81	9311	216		Country	150	0.67	1.2	0.0	0.4	0.9	1.2	0.6	0.3	0.3	1.4		
● KRXE	Opelousas	A	105.9	3.4	433	c	Bonin Bcstg Corp	89	0305 p	500		Rock	125		0.7	0.7	1.5	0.7	0.6	0.3	1.7	0.9	1.2		
KFXZ	Maurice	A	106.3	2.6	495	c	Citadel Bcstg Corp	85	9903		g1	Black Gospl	675	0.96	3.8	4.0	3.8	2.7	4.0	3.3	3.5	4.0	2.8		
KBEB	Rayne	A	106.7	4.5	377	d	Broadcast Ptnrs Inc	93	9304	60	cp	Oldies	300	1.15	1.4	1.4	1.3	0.7	1.8	1.2	1.1	1.9	1.7		
KOGM	Opelousas	A	107.1	3.0	203	f	KSLO Bcstg Co Inc	65				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KRKA	Erath	C1	107.9	100.0	863	b	Regent Comm	92	0112		d1	Clsc Rock	825	1.43	3.1	2.3	2.8	2.4	3.1	3.8	3.3	2.3	2.5		
# FM Stations -					23	# Combos -					16	FM TOTALS					93.3	80.2	80.3	80.3	83.5	82.6	83.3	79.4	80.9

● 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
Total	516.2

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$11,700	\$13,000	\$14,400	\$16,600	\$16,400	\$18,600	9.7%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	13.4%	\$19,900	\$21,400	\$22,800	\$24,100	\$25,300	6.4%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.12/1,000	\$3.45/1,000	Local	90%		
Revenue/Capita	\$23.79	\$36.03	\$47.92	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 ^{1/}	5,966.3	NA ^{1/}	5,966.3	7,337.6	4.2%
EBI ^{2/}	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		17	14	23	11	34
Tot 12+	7.0		73.2	73.6	80.2	6.7	86.9
Avg 12+	1.2		4.3	5.3	3.5	0.6	2.6
Tot LCS	8.1		84.2	84.7	92.3	7.7	100.0
Avg LCS	1.3		5.0	6.0	4.0	0.7	2.9

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

Some stations also rated in Baton Rouge.

ARB 12+ Metro Shares (see rights)

Competitive Overview

Market: Lafayette, LA

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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KJCB	Lafayette	B	770	1.0	0.50		R&M Bcstg Inc	82	9211		st	Urban	675	0.96	3.8	2.3	2.8	3.2	3.5	3.9	4.1	4.7	4.3	
KROF	Abbeville	D	960	1.0	0.10	b	Regent Comm	48	0112		d1	Adlt Stndrd	100		0.7	1.7	0.0	0.7	0.6	0.5	0.3	0.9	0.3	
KNEK	Washington	D	1190	0.3	0.00	c	Citadel Bcstg Corp	80	9903		g1	Urban AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KSLO	Opelousas	C	1230	1.0	1.00	f	KSLO Bcstg Co Inc		47			Country	50			0.7	0.9	0.0	0.0	0.5	0.8	0.0	0.8	
KANE	New Iberia	C	1240	1.0	1.00		Starr, Michael F.	46	0111			Oldies	75		0.5	0.6	1.5	0.9	0.0	1.4	1.1	0.4	1.1	
KVOL	Lafayette	B	1330	5.0	1.00	c	Citadel Bcstg Corp	35	0004		d4	Sprts/Talk	75		0.1	0.4	0.7	0.1	0.0	0.0	0.5	0.0	0.4	
KNIR	New Iberia	D	1360	1.0	0.21	e	Radio Maria Inc	51	0303		45	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	b	Regent Comm	50	0112		d1	Sports	375		0.9	0.6	0.0	0.9	0.6	0.3	0.8	0.9	0.6	
KSIG	Crowley	C	1450	1.0	1.00	d	Broadcast Ptnrs Inc	47	9212	350		Nostalgia	100		0.7	0.4	1.2	0.6	0.7	0.3	0.8	0.9	1.2	
KEUN	Eunice	C	1490	1.0	1.00	g	Tri-Parish Bcstg Inc		52			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	
KDYS	Lafayette	B	1520	10.0	0.50	c	Citadel Bcstg Corp	60	0004		d3	Children	100			0.0	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	6.7	7.1	6.4	5.4	6.9	8.4	7.9	9.0
				AM & FM Stations Profiled -		34	# Duopolies -		10	Total Local Commercial Share						86.9	87.4	86.7	88.9	89.5	91.7	87.3	89.9	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 101

Revenue Rank: 112

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
Total	484.9

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$13,900	\$14,700	\$16,200	\$17,700	\$16,700	\$17,600	4.7%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.4%	\$18,300	\$19,300	\$20,000	\$21,100	\$22,200	4.8%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.15/1,000	2007 \$3.29/1,000			Est. Breakout	
Revenue/Capita	\$30.30	\$36.30	\$44.61			Local 80%	National 20%

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
	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 ^{1/}	5,580.4	NA ^{1/}	5,580.4	6,737.5	3.8%
EBI ^{2/}	6,312.9	7,463.8	3.4%	7,463.8	9,110.7	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		7	10	12	20	32
Tot 12+	11.8		56.0	66.0	67.8	12.0	79.8
Avg 12+	2.4		8.0	6.6	5.7	0.6	2.5
Tot LCS	14.8		70.2	82.7	85.0	15.0	100.0
Avg LCS	3.0		10.0	8.3	7.1	0.8	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)										
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001			
WFHG	Abingdon	A	92.7	1.6	627	e	Nininger Stations	56	0005		c1	Talk			1.4	2.2	0.9	1.7	0.9	1.4	1.1	1.1	0.0		
WMEV	Marion	C	93.9	90.0	1460		Glenwood Comm Corp	61	9807		g	Country	1,100	3.13	2.0	2.0	1.5	2.0	1.9	1.4	1.1	1.8	1.7		
WAEZ	Greeneville	C	94.9	86.0	1089	e	Nininger Stations	56	0008	3,800		CHR/Dance	600	0.46	7.4	7.6	6.1	6.1	5.7	6.4	5.7	5.7	7.3		
WRZK	Colonial Heights	C2	95.9	6.6	1309		Murray Comm	97			2	AOR	700	0.57	7.0	4.5	3.7	5.0	6.4	6.0	5.0	4.6	5.6		
WXBQ	Bristol	C	96.9	75.0	2241	e	Nininger Stations	45				Country	4,900	1.10	25.2	22.3	22.6	20.5	18.7	21.6	19.2	20.5	21.1		
WTFM	Kingsport	C	98.5	74.0	2241	d	Glenwood Comm Corp	48			2	Soft Rock	2,700	1.55	9.9	7.8	6.6	5.8	5.3	9.2	8.1	8.8	7.3		
WPJO	Elizabethton	C3	99.3	3.6	810	e	Nininger Stations	68	9706	3,000		Rhymc/Oldes	750	0.93	4.6	2.7	2.6	3.4	4.0	2.6	3.8	4.2	1.9		
WQUT	Johnson City	C	101.5	100.0	1499	b	Citadel Bcstg Corp	48	0007		g4	Clsc Rock	2,900	1.31	12.6	9.1	10.1	12.5	11.1	8.1	10.4	10.2	9.9		
WXIS	Erwin	A	103.9	2.5	328	c	WEMB Inc	68				CHR/Rhymc	350	0.55	3.6	2.9	3.5	4.5	3.4	2.8	3.1	2.2	4.7		
WEYE	Surgoinsville	A	104.3	4.1	397	f	Seeger,Guest &Fort	90	0108		c2	Gospel	150	0.61	1.4	1.8	1.7	1.7	1.5	0.9	2.0	0.0	0.0		
WKOS	Kingsport	A	104.9	2.8	492	b	Citadel Bcstg Corp	70	0007		g4	Oldies	600	0.68	5.0	4.9	4.6	3.9	3.2	3.3	4.5	4.8	4.5		
WJDT	Rogersville	A	106.5	0.3	1378		C & S Bcstg	90			1	Country			0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations -														12	# Combos -		9	FM TOTALS							
														80.1	67.8	63.9	67.7	62.1	63.7	64.0	63.9	64.0			

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)										
															Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001			
WGOC	Blountville	B	640	10.0	0.81	b	Citadel Bcstg Corp	89	0007		g4	Country	200	0.25	4.5	3.3	4.0	3.5	3.4	4.5	3.8	2.4	3.9		
WZAP	Bristol	D	690	10.0	0.01		RAM Comm Inc	46	7701	375		Relgn/RlgMs	375	1.64	1.3	0.7	0.9	0.0	1.1	0.9	1.1	0.9	1.1		
WETB	Johnson City	D	790	5.0	0.07		Mountain Signals,Inc	47	9012		dn	Gospel	375	1.07	2.0	0.7	1.3	0.6	1.1	1.6	2.3	1.5	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	0.0	0.6	0.5	0.5	0.9	0.0		
WJCW	Johnson City	B	910	5.0	1.00	b	Citadel Bcstg Corp	38	0007		g4	Nws/Tlk/Inf	800	1.14	4.0	3.8	2.4	3.0	4.2	2.4	2.7	3.3	2.8		
WFHG	Bristol	B	980	5.0	1.00	e	Nininger Stations	47	7206			News/Talk	200	0.95	1.2	0.0	0.0	0.7	0.8	0.9	0.9	1.1	0.6		
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		ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WDFJ	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	Living Faith Minstrs	56	0305	50		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	0.5	0.7	0.0	0.8	0.7	0.5	0.9	0.7		
WMCH	Church Hill	D	1260	1.0	0.00	f	Seeger,Guest &Fort	54	0108		c2	Gospel			0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.6		
WKIN	Kingsport	B	1320	5.0	0.50	b	Citadel Bcstg Corp	51	0007		g4	News	100		0.4	0.7	0.4	0.0	0.0	0.0	0.5	0.7	0.0		
WRGS	Rogersville	D	1370	1.0	0.00		Beal, C. Philip	54				Cntry/Gospl	100	0.44	1.3	0.5	0.9	0.6	1.3	0.7	0.9	1.3	0.7		
WKPT	Kingsport	C	1400	1.0	1.00	d	Glenwood Comm Corp	40	6606		2	Adlt Stndrd	400	1.03	2.2	1.6	1.1	1.5	1.5	1.6	1.8	2.2	1.5		
WEMB	Erwin	D	1420	5.0	0.02	c	WEMB Inc	56	6104			Cntry/Gospl	100	0.52	1.1	0.0	1.5	0.7	1.1	0.7	0.7	0.9	0.6		
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	0.4	0.2	0.2	0.2	0.2	0.0	0.0	
# AM Stations -														20	# Combos -		12	AM TOTALS							
AM & FM Stations Profiled -														32	# Duopolies -		8	Total Local Commercial Share							
														20.1	12.0	14.2	10.8	16.1	14.7	16.4	16.1	14.2			
														79.8	78.1	78.5	78.2	78.4	80.4	80.0	78.2				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 102

Revenue Rank: 94

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
Total	489.5

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$18,700	\$19,800	\$19,200	\$20,900	\$21,800	\$22,100	3.4%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	1.4%	\$23,400	\$25,100	\$26,400	\$27,900	\$29,300	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.19/1,000	\$3.43/1,000	Local	90%		
	\$42.33	\$45.15	\$56.63	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	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 ^{1/}	6,929.6	NA ^{1/}	6,929.6	8,535.3	4.3%
EBI ^{2/}	6,781.1	9,075.2	6.0%	9,075.2	12,148.5	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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
Total	489.5	74.7	36.2	68.3	75.8	75.4	67.8	91.2
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7		10	13	17	11	28
Tot 12+	17.6		48.4	63.8	66.0	11.5	77.5
Avg 12+	2.5		4.8	4.9	3.9	1.0	2.8
Tot LCS	22.7		62.5	82.3	85.2	14.8	100.0
Avg LCS	3.2		6.2	6.3	5.0	1.3	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 (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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WBVX	Carlisle	C2	92.1	32.0	610	a	L. M. Communications	94	0110	4,800		80s Hits	500	0.71	3.2	0.9	1.5	3.1	2.2	0.6	0.5	0.4	0.5			
WVLK	Lexington	C1	92.9	100.0	850	e	Cumulus Bcstg Inc	79	9909	44,500	d4	Country	2,800	1.36	9.3	5.2	8.2	7.3	8.3	8.6	9.1	11.8	11.3			
WMXL	Lexington	C1	94.5	100.0	637	b	Clear Channel Comm	40	9905		g1	Hot AC	2,100	1.64	5.8	3.0	4.1	4.2	5.5	6.0	5.3	5.5	5.5			
WVRB	Wilmore	A	95.3	4.1	397	e	Baldwin Broadcasting	95	9507	45	cp	ChrsContem			3.9	0.0	0.0	4.2	2.4	2.1	1.1	1.1	0.8			
WLXO	Stamping Ground	A	96.1	6.0	328		Clarity Comm Inc	94	0110	400	1	Talk	250		0.8	1.3	0.7	0.6	0.7	1.1	0.9	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	4.5	3.6	4.6	4.6	3.0	2.8	5.3	4.4	5.0			
WBUL	Lexington	C1	98.1	100.0	561	b	Clear Channel Comm	69	9905		g1	Country	3,200	1.12	12.9	11.4	11.2	10.7	11.1	8.6	10.0	6.9	8.2			
WJMM	Harrodsburg	C3	99.3	7.0	617	c	Mortenson Bcstg Co	69	9811	1,200	c1	Chrst/Talk	150	0.38	1.8	0.9	0.6	1.3	1.8	2.3	2.0	0.7	1.0			
WKQO	Winchester	C2	100.1	20.0	637	b	Clear Channel Comm	74	9905		g1	Clsc Rock	2,100	1.38	6.9	7.3	6.3	5.9	5.7	6.0	5.1	7.3	6.7			
WLRO	Richmond	C3	101.5	9.0	541	e	Cumulus Bcstg Inc	72	9909		d4	Rock & Roll	600	0.82	3.3	2.6	1.7	2.7	2.8	3.2	2.6	3.5	3.0			
• WLTO	Nicholasville	A	102.5	4.6	391	e	Cumulus Bcstg Inc	88	9909		d4	Country	400	0.86	2.1	3.7	2.2	1.5	2.0	1.9	1.5	2.9	3.2			
WXZZ	Georgetown	A	103.3	2.7 cp	499	e	Cumulus Bcstg Inc	73	9909		d4	Alternative	750	0.74	4.6	3.4	4.6	4.0	3.7	3.6	3.1	5.1	4.1			
WLKT	Lexington-Fayett	C2	104.5	50.0	466	b	Clear Channel Comm	95	9905		g1	CHR	1,550	0.71	9.9	8.8	10.2	8.4	8.3	10.9	8.4	11.5	7.9			
WMKJ	Mount Sterling	C3	105.5	25.0 cp	328	b	Clear Channel Comm	68	0104	2,500		Oldies	1,100	1.19	4.2	4.7	3.9	3.1	3.9	4.1	5.5	0.0	0.0			
WCDA	Versailles	A	106.3	3.7	420	a	L. M. Communications	73	9902	3,350	1	Hot AC	800	1.34	2.7	3.2	2.0	2.3	2.2	3.9	2.9	2.6	3.2			
• WLFX	Berea	A	106.7	3.3	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	0.54	7.5	6.0	7.2	6.7	5.9	6.0	5.7	4.4	5.9			
# FM Stations -															17	# Combos -		15	FM TOTALS							
															83.4	66.0	69.0	70.6	69.5	71.7	69.0	68.1	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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WVLK	Lexington	B	590	5.0	1.00	e	Cumulus Bcstg Inc	47	9909		d4	FullService	1,450	1.01	6.5	5.2	4.8	5.5	5.5	4.7	5.1	5.6	7.4			
WLAP	Lexington	B	630	5.0	1.00	b	Clear Channel Comm	22	9905		g1	News/Talk	800	0.82	4.4	3.2	3.7	2.9	4.6	2.8	4.0	2.7	3.0			
WCGW	Nicholasville	D	770	1.0	0.00	c	Mortenson Bcstg Co	86				Gospel	250	1.03	1.1	0.7	1.3	0.6	1.3	1.1	0.5	0.9	0.6			
WCBR	Richmond	D	1110	0.3	0.00		WCBR Radio Inc	69	9612			Gospel				0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.6			
WUGR	Nicholasville	D	1250	0.5	0.00	c	Mortenson Bcstg Co	62	9808	150		Urban/Gospl	300	0.97	1.4	0.9	0.0	1.7	0.7	0.6	0.9	0.7	1.4			
WLXG	Lexington	B	1300	2.5	1.00	a	L. M. Communications	46	8510	881	1	Sports	600	1.60	1.7	1.5	1.3	1.3	1.5	0.9	1.6	1.3	0.8			
WEKY	Richmond	C	1340	1.0	1.00	d	Wallingford Bcstg Co	53	9906		d5	Oldes/Talk	50			0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0			
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			
• WXRA	Georgetown	D	1580	10.0	0.05	b	Clear Channel Comm	57	9905		g1	Sprts/Talk	100	0.28	1.6	0.0	0.0	1.0	1.7	1.9	1.1	1.3	0.8			
# AM Stations -															11	# Combos -		8	AM TOTALS							
AM & FM Stations Profiled -															28	# Duopolies -		9	Total Local Commercial Share							
															16.7	11.5	11.1	13.0	15.3	12.8	13.2	12.5	14.6			
															77.5	80.1	83.6	84.8	84.5	82.2	80.6	80.9				

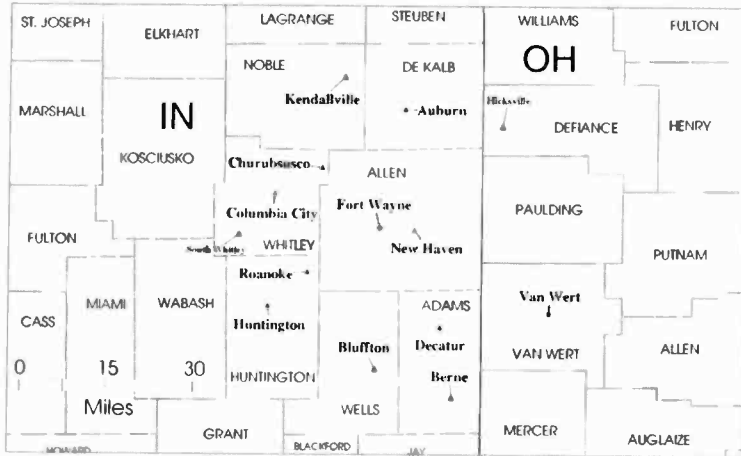
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 103

Revenue Rank: 92

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
Total	506.8

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>
	\$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 ^{1/}	\$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 ^{1/}	6,318.6	NA ^{1/}	6,318.6	7,376.5	3.1%
EBI ^{2/}	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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	12	6		13	18	8	26
Tot 12+	35.6	34.3		68.9	69.9	12.8	82.7
Avg 12+	3.0	5.7		5.3	3.9	1.6	3.2
Tot LCS	43.0	41.5		83.3	84.5	15.5	100.0
Avg LCS	3.6	6.9		6.4	4.7	1.9	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	7.0	5.9	6.7	7.4	8.1	4.8	6.9	6.6			
WZBD	Berne	A	92.7	4.1	394		Weaver, Robert Alan	93				AC	100		0.6	0.0	0.7	0.0	0.9	0.5	0.5	0.0	0.3			
• WBTU	Kendallville	B1	93.3	18.5	384	f	Artistic Media Ptnrs	55	0008	5,000		Country	1,000	1.15	3.9	3.9	3.3	3.6	2.8	5.1	4.4	4.9	5.0			
WCKZ	Roanoke	A	94.1	6.0	328	d	Travis Broadcasting	91	0202	7,500	d1	80s & 90s	300	0.58	2.3	1.5	1.1	2.3	1.5	1.8	2.3	2.9	2.4			
WAJI	Fort Wayne	B	95.1	39.0	679	c	Sarkes Tarzian Inc	59				AC/SttRk	3,200	1.73	8.3	6.7	7.5	5.9	7.7	6.9	7.6	7.9				
WNHT	Churubusco	B1	96.3	6.7	554	d	Travis Broadcasting	94	0202		d1	Top 40	450	0.84	2.4	3.7	3.9	3.0	0.9	0.7	2.1	2.0	2.5			
WMEE	Fort Wayne	B	97.3	26.0	689	e	Federated Media	65				1 Hot AC	2,000	1.06	8.5	6.7	6.2	6.4	7.4	6.7	6.4	8.1	6.3			
WBYS	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	5.7	6.0	8.2	5.3	7.5	8.0	7.8	5.9			
WNUY	Bluffton	A	100.1	5.2	351	b	Wells County Radio	63	9312		st	AC	50			0.0	0.0	0.0	0.0	0.4	0.3	0.0	0.0			
WLZQ	South Whitley	A	101.1	6.0	328	a	Larko Comm Inc	92				Hot AC	50			0.0	0.0	0.0	0.0	0.0	0.3	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	8.1	6.5	7.1	6.5	7.5	5.4	5.6	6.8			
WXTW	Auburn	A	102.3	6.0	315	d	Travis Broadcasting	67	0202		d1	Modern Rock	325	0.69	2.1	1.3	1.8	1.8	1.7	2.5	3.1	3.4	3.1			
• WXKE	Huntington	A	102.9	2.7	299	d	Travis Broadcasting	65	0306	4,000	d2	Rock	500	0.77	2.9	0.3	0.8	2.5	2.2	2.5	2.1	2.0	2.1			
WYLT	Fort Wayne	A	103.9	3.0	328	d	Travis Broadcasting	76	0306		d2	Hot AC	75		0.3	0.7	0.5	0.0	0.5	0.4	0.3	0.0	0.0			
WOHK	Decatur	B1	105.1	13.5	449		JAM Communications	66	9309			1 Country	2,700	1.30	9.3	7.6	8.0	8.7	6.5	9.3	10.2	9.8	9.5			
WSHI	Columbia City	A	106.3	2.0	407	f	Artistic Media Ptnrs	68	0305	1,800		Adlt Stndrd	400	0.21	8.6	5.5	7.2	7.9	6.2	7.7	8.9	6.6	9.1			
WFJZ	Hicksville	A	106.7	2.9	482	e	Federated Media	02				NAC/SmJaz	150		0.8	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	10.4	8.0	7.1	8.8	6.3	7.1	5.6	4.9			
# FM Stations -															18	# Combos -		15	FM TOTALS							
															84.9	69.9	68.5	72.5	66.3	74.7	73.1	73.2	72.4			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WFCV	Fort Wayne	B	1090	2.5 cp	0.00		Bott Radio Network	68	8005	240		Chrst/Talk	100	0.37	1.2	0.7	0.0	1.0	1.0	0.5	0.5	0.8	1.0			
• WOWO	Fort Wayne	A	1190	50.0	50.00	e	Federated Media	25	9506		1	Nws/Tlk/Spt	2,200	0.90	11.0	9.1	7.7	6.4	11.5	7.0	6.7	7.6	6.8			
WGL	Fort Wayne	B	1250	2.3	1.00	d	Travis Broadcasting	24	0202		d1	Talk/Sprts	300	0.90	1.5	1.7	1.6	1.3	1.2	0.7	1.1	0.8	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	1.3	1.8	0.7	1.4	0.5	0.7	0.7	0.6			
WLYV	Fort Wayne	C	1450	1.0	1.00		Midwest Bcstg Corp	48	9412	90		Gospl/Talk				0.0	0.7	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	0303		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	12.8	11.8	9.4	15.1	8.7	9.0	9.9	9.9			
AM & FM Stations Profiled -															26	# Duopolies -		7	Total Local Commercial Share							
															82.7	80.3	81.9	81.4	83.4	82.1	83.1	82.3				

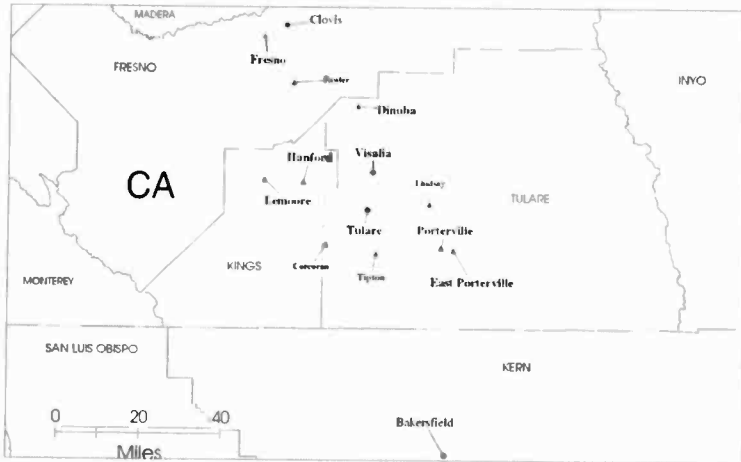
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 104

Revenue Rank: 239

Visalia-Tulare-Hanford, CA Market Overview



Metro Counties / Population (000)

Kings, CA	136.3
Tulare, CA	380.4
Total	516.7

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,200	\$4,200	\$4,600	\$5,700	\$5,600	\$5,900
Δ 01 - 02	5.4%						
★★	2003	2004	2005	2006	2007	Δ 02 - 07	
	\$6,200	\$6,700	\$7,000	\$7,400	\$7,800	5.8%	
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$1.57/1,000	\$1.69/1,000	Local	80%		
Revenue/Capita	\$8.77	\$11.42	\$13.86	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	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 ^{1/}	3,748.7	NA ^{1/}	3,748.7	4,610.9	4.2%
EBI ^{2/}	4,913.8	5,591.0	2.6%	5,591.0	6,717.8	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	11		12	14	8	22
Tot 12+	3.2	46.6		49.0	49.8	8.6	58.4
Avg 12+	1.1	4.2		4.1	3.6	1.1	2.7
Tot LCS	5.5	79.8		83.9	85.3	14.7	100.0
Avg LCS	1.8	7.3		7.0	6.1	1.8	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	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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
KFSO	Visalia	B	92.9	17.5		853					Clear Channel Comm	51	0008		Oldies	n/a	6.1	4.4	2.9	4.0	3.4	5.1	4.4	6.0	3.9	
KSKS	Fresno	B	93.7	68.0		1903	a				Infinity Bcstg	46	0102		Country	n/a	7.5	3.9	5.3	4.0	5.1	4.9	5.1	3.9	3.7	
KGEN	Hanford	A	94.5	3.3		446	e				Azteca Bcstg Corp	96	9906		Span/Mexcn	75	0.2	0.0	0.5	0.0	0.3	0.3	0.0	1.0	0.3	
• KSLK	Visalia	A	96.1	4.8		361				st	New Visalia Bcstg	94	9006		CHR	n/a	9.9	5.3	4.2	6.3	5.7	4.7	5.7	6.0	5.6	
KSEQ	Visalia	B	97.1	17.0		778	c		1,975		Buckley Bcstg Corp	84	8912		Smooth Jazz	175	2.12	1.4	0.8	1.4	0.7	1.0	0.8	0.7	1.0	1.4
KSOE	Dinuba	B	98.9	19.0		820	f				Clear Channel Comm	75	0008		CHR	n/a	9.9	6.0	6.4	6.0	6.0	5.8	5.4	5.3	5.6	
KIOO	Porterville	B	99.7	24.0		689	c		360		Buckley Bcstg Corp	72	9404		Soft AC	n/a	12.0	4.7	5.8	6.9	7.7	6.8	9.0	6.1	6.6	
KMOA	East Porterville	B1	100.5	2.1		1109			849		Moon Bcstg Corp	89	9901		Disc Rock	650	2.69	4.1	3.1	2.4	2.6	2.4	3.7	1.5	4.5	2.5
KXOQ	Corcoran	B1	102.3	19.5		381	d		117	cp	RAK Comm Inc	99	9408		Span/Mexcn	725	4.24	2.9	4.5	6.3	1.8	1.7	2.2	2.5	1.1	1.7
KZPO	Lindsay	B1	103.3	0.3		2625					Lindsay Bcstg	98			AC	100	0.42	3.9	2.4	3.1	2.0	2.7	2.4	2.0	1.8	0.0
KFRF	Woodlake	B	104.1	17.0		853					Mondosphere Bcstg	92			Alternative	n/a	11.2	4.4	5.6	6.9	6.7	7.4	6.4	6.0	6.9	
KCRZ	Tipton	A	104.9	2.3		528	b		850		Westcoast Bcstg Inc	79	0005		80s Hits	200	1.36	2.5	2.4	1.7	1.8	1.2	1.0	0.7	0.6	0.6
KJUG	Tulare	B	106.7	1.2		2553	b			c2	Westcoast Bcstg Inc	65	8105		Country	1,500	3.10	8.2	5.3	5.9	5.3	4.6	6.3	5.1	5.5	6.0
# FM Stations -														14	# Combos -		6	FM TOTALS								
														83.8	49.8	53.9	51.4	50.2	53.9	50.6	51.9	47.8				

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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
KMJ	Fresno	B	580	50.0	cp	50.00	a				Infinity Bcstg	25	0102		Nws/Tlk/Spt	n/a	10.6	6.6	6.3	6.3	6.5	7.8	7.9	6.0	4.3	
KIGS	Hanford	B	620	1.0		1.00					P&C Broadcasting	48	8906	See (68)	Portuguese		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	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	0.2	0.0	0.0	0.2	0.0	0.0	
KJOP	Lemoore	C	1240	0.3		1.00			125		IHR Educ Bcstg	63	0010		Religion		0.0	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			c2	Westcoast Bcstg Inc	46	8105		Country	400	2.19	3.1	0.8	0.0	1.3	2.4	0.8	2.1	1.1	1.3
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	0.0	
• KVBL	Visalia	C	1400	1.0		1.00					Clear Channel Comm	48	0008		Sports	n/a	0.8	0.5	0.0	0.7	0.3	0.5	0.0	0.5	0.4	
KTIP	Porterville	C	1450	1.0		1.00			130		Stoneburner, L&M	47	0010		News/Talk	350	3.71	1.6	0.5	0.8	0.7	1.2	0.5	1.5	0.6	0.8
# AM Stations -														8	# Combos -		4	AM TOTALS								
														16.3	8.6	7.3	9.2	10.4	9.6	11.7	8.7	6.8				
AM & FM Stations Profiled -														22	# Duopolies -		3	Total Local Commercial Share								
														58.4	61.2	60.6	60.6	63.5	62.3	60.6	54.6					

• Indicates a change since last edition

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
Total	481.1

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$19,800	\$21,200	\$22,100	\$23,600	\$21,200	\$24,500	4.3%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	15.6%	\$25,900	\$27,700	\$29,200	\$30,800	\$32,300	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.10/1,000	\$4.40/1,000	Local 81%
Revenue/Capita	\$43.25	\$50.92	\$65.41	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 ^{1/}	5,973.7	NA ^{1/}	5,973.7	7,345.5	4.2%
EBI ^{2/}	6,787.2	8,827.4	5.4%	8,827.4	11,332.5	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7		7	12	14	14	28
Tot 12+	24.3		51.5	73.3	75.8	8.0	83.8
Avg 12+	3.5		7.4	6.1	5.4	0.6	3.0
Tot LCS	29.0		61.5	87.5	90.5	9.5	100.0
Avg LCS	4.1		8.8	7.3	6.5	0.7	3.6

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

Market: Chattanooga, TN

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)										
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001			
WDEF	Chattanooga	C	92.3	100.0	1181	b	Bahakel Comm	64	9609	7,700	c3	Soft AC	2,550	1.01	10.3	9.8	10.1	8.2	9.4	7.7	7.7	9.4	8.8			
WMPZ	Ringgold	A	93.7	4.9	302	e	Brewer Bcstg Corp	94	9612	960		Black Gospl	500	1.57	1.3	1.6	3.4	1.6	0.7	0.9	1.5	1.2	1.3			
WJTT	Red Bank	A	94.3	4.7	371	e	Brewer Bcstg Corp	72	9401		al	Urban	2,100	1.03	8.3	6.2	8.3	7.4	6.1	7.3	7.1	7.1	7.5			
WDOD	Chattanooga	C	96.5	88.0	1079	b	Bahakel Comm		60			Adult Rock	1,450	1.00	5.9	4.9	5.6	4.6	5.4	5.2	4.2	5.0	3.8			
WLOV	South Pittsburg	C2	97.3	16.0	856	d	Clear Channel Comm	90	0009		sw	Urban AC	300	0.31	3.9	2.7	2.9	2.5	3.1	2.8	4.2	3.0	3.9			
WKXJ	Signal Mountain	A	98.1	1.0	794	d	Clear Channel Comm	94	0009		sw	CHR	500	0.33	6.2	5.1	4.6	5.5	5.4	5.6	4.0	5.5	5.9			
WUSY	Cleveland	C	100.7	100.0	1191	d	Clear Channel Comm	61	0009		sw	Country	8,000	1.48	22.1	23.0	17.1	18.6	17.9	17.9	19.0	18.7	18.8			
WSGC	Ringgold	A	101.9	1.3	702	d	Clear Channel Comm	89	0010	2,500		Clsc Hits	300	0.58	2.1	1.6	0.5	0.9	2.6	1.6	1.6	1.1	1.1			
WGOW	Soddy-Daisy	A	102.3	6.0	285	c	Citadel Bcstg Corp	77	0007		g4	Talk	1,450	1.00	5.9	4.2	4.7	5.9	4.2	5.6	5.3	4.6	4.8			
WBDX	Trenton	A	102.7	0.3	1375		Ptrs for Chrtm Media	90	9807	1,189	1	ChrsContem	1,000	1.86	2.2	1.8	1.7	1.4	2.3	1.7	1.6	1.8	1.6			
WLLJ	Etowah	C2	103.1	50.0	492		Friendship Bcstg LLC	77	9803	645	1	ChrsContem	150		0.6	0.9	0.5	0.9	0.7	0.5	0.6	0.2	0.2			
WRXR	Rossville	A	105.5	1.6	646	d	Clear Channel Comm	66	0009		sw	Rock	900	0.77	4.8	3.8	2.9	4.3	4.0	3.8	4.7	3.4	3.8			
WSKZ	Chattanooga	C	106.5	100.0	1079	c	Citadel Bcstg Corp	60	0007		g4	Clsc Rock	2,450	1.12	8.9	6.2	5.9	7.6	6.9	7.7	7.4	7.5	7.9			
WOGT	East Ridge	C3	107.9	2.9	968	c	Citadel Bcstg Corp	90	0007		g4	Oldies	900	0.67	5.5	4.0	5.7	4.3	5.0	5.2	3.7	4.6	5.5			
# FM Stations -															14	# Combos -		12	FM TOTALS							
															88.0	75.8	73.9	73.7	73.7	73.5	72.6	73.1	74.9			

AM Stations

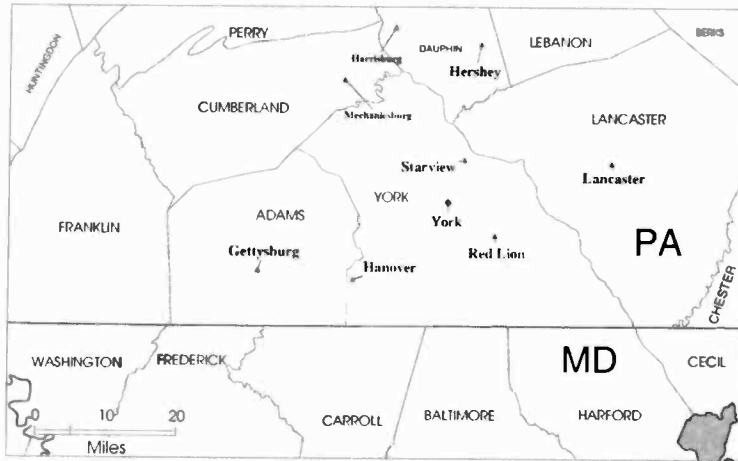
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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/BlGrs	150		0.8	0.7	0.7	0.7	0.9	1.0	0.0	0.7	0.4			
WUUS	Rossville	D	980	0.5	0.11	d	Clear Channel Comm	58	0009		sw	Sports			0.9	0.7	0.5	0.0	0.7	0.5	1.1	0.7	0.4			
WFLI	Lookout Mountain	B	1070	50.0	2.50		WFLI Inc		61			Religion	125		0.9	0.7	0.5	0.0	0.7	0.5	1.1	0.7	0.4			
WGOW	Chattanooga	B	1150	5.0	1.00	c	Citadel Bcstg Corp	36	0007		g4	News/Talk	400	0.54	3.0	2.9	2.9	2.5	2.3	3.0	2.6	2.0	2.0			
WSDQ	Dunlap	D	1190	5.0	0.00	a	Stone/Collins Comm	80	0208	165		Country	50		0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4			
WSDT	Soddy-Daisy	C	1240	1.0	1.00		Willis Bcstg Corp	70	9905		na	DARK			0.9	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	0.49	2.5	0.7	2.7	2.1	1.7	1.4	2.6	2.7	1.4			
WDOD	Chattanooga	B	1310	5.0	5.00	b	Bahakel Comm	25	6206			Nostalgia	200	0.25	3.3	1.8	1.9	2.1	2.9	2.8	2.1	3.2	2.1			
WDEF	Chattanooga	B	1370	5.0	5.00	b	Bahakel Comm	41	9609		c3	Nws/Tlk/Spt	200		0.9	0.7	0.5	0.5	0.9	0.9	0.5	0.7	1.3			
WKWN	Trenton	D	1420	2.5	0.00		Dade County Bcstg	84	9712	63		Oldies			0.9	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		0.9	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	0.5	0.0	0.0	0.0	0.7	1.0	0.0	0.0			
WQCH	Lafayette	D	1590	5.0	0.00		Gwyn, Charles	54	8804	300		Cntry/News	50		0.2	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.5			
# AM Stations -															14	# Combos -		6	AM TOTALS							
AM & FM Stations Profiled -															28	# Duopolies -		8	Total Local Commercial Share							
															12.1	8.0	9.2	7.9	9.4	10.3	10.7	10.0	8.5			
															83.8	83.1	81.6	83.1	83.8	83.3	83.1	83.4				

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 106

Revenue Rank: 122

York, PA Market Overview



Metro Counties / Population (000)

Adams, PA	92.8
York, PA	388.0
Total	480.8

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$15,200	\$16,200	\$17,000	\$17,900	\$15,200	\$17,000
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.39/1,000	\$3.73/1,000	Local	87%		
	\$33.38	\$35.36	\$44.87	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	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 ^{1/}	5,015.4	NA ^{1/}	5,015.4	6,027.7	3.7%
EBI ^{2/}	7,113.9	8,293.6	3.1%	8,293.6	10,074.3	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	8		10	10	6	16
Tot 12+	6.5	49.7		56.2	56.2	7.8	64.0
Avg 12+	3.3	6.2		5.6	5.6	1.3	4.0
Tot LCS	10.2	77.7		87.8	87.8	12.2	100.0
Avg LCS	5.1	9.7		8.8	8.8	2.0	6.3

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

Market: York, PA

Competitive Overview

Some stations also rated in Harrisburg & Lancaster.
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)															
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001								
● WHBO	Starview	A	92.7	0.8 cp	922		Hall Communications	71	9512	3,200		Oldies	600	1.36	2.6	1.1	1.6	1.3	1.5	1.8	2.0	1.2	1.7								
WTPA	Mechanicsburg	A	93.5	1.3	719		Cumulus Bcstg Inc	78	0010			Clsc Rock	n/a		7.6	5.4	5.8	4.1	5.0	5.3	4.2	4.4	5.6								
WSOX	Red Lion	B	96.1	50.0	499	c	Susquehanna Radio	60	0307	23,000		Oldies	3,300	1.75	11.1	6.7	5.4	7.6	6.2	7.2	6.7	7.6	6.8								
WRVW	Harrisburg	B	97.3	17.0	840		Clear Channel Comm	46	9906			Rock AC	n/a		6.5	4.0	4.3	4.6	3.4	4.5	4.1	4.1	3.1								
WYCR	York-Hanover	B	98.5	10.5	929	b	Radio Hanover Inc		62			Top 40	1,750	1.05	9.8	4.8	4.8	5.8	6.7	6.4	5.7	5.6	7.8								
WROZ	Lancaster	B	101.3	7.4	1243		Hall Communications		44			Soft Rock	n/a		7.4	4.6	4.8	4.3	4.0	5.6	5.1	3.7	3.6								
WARM	York	B	103.3	6.4	1306	c	Susquehanna Radio		62			AC	5,100	2.26	13.3	9.2	9.4	9.4	6.9	8.0	10.3	7.8	8.9								
WQXA	York	B	105.7	25.0	705	a	Citadel Bcstg Corp	48	9707			AOR	n/a		10.3	6.8	6.6	7.0	7.2	5.9	6.0	6.6	5.6								
WCAT	Hershey	B	106.7	14.0	929	a	Citadel Bcstg Corp	64	9707			Country	n/a		8.3	6.1	5.3	5.6	4.8	4.5	5.4	5.9	7.3								
WGTY	Gettysburg	B	107.7	15.5	850	d	Times & News Publ		62			Country	2,600	1.24	12.3	7.5	8.4	6.8	8.9	6.5	7.7	7.5	7.8								
# FM Stations -															10	# Combos -		6	FM TOTALS				89.2	56.2	56.4	56.5	54.6	55.7	57.2	54.4	58.2

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)															
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001								
WSBA	York	B	910	5.0	1.00	c	Susquehanna Radio	42				News/Talk	2,000	2.22	5.3	3.5	4.1	4.0	2.9	3.0	2.5	4.9	3.9								
WQXA	York	D	1250	1.0	0.03		Citadel Bcstg Corp	48	9707		g1	Country	200	0.78	1.5	1.3	1.2	0.0	1.2	1.4	0.0	1.0	0.9								
WHVR	Hanover	B	1280	5.0	0.50	b	Radio Hanover Inc		49			Country	475	2.33	1.2	1.4	1.2	1.0	0.5	0.6	1.3	0.5	0.9								
WGET	Gettysburg	B	1320	1.0	0.50	d	Times & News Publ	50				AC/Nws/Spt	600	3.21	1.1	0.5	0.8	0.5	0.7	0.5	0.8	0.7	0.5								
WOYK	York	B	1350	5.0	1.00		Starview Media Inc	32	8711	250		Sports	300	1.04	1.7	1.1	1.0	1.3	0.9	1.3	1.0	1.0	0.7								
WTHM	Red Lion	D	1440	1.0	0.06		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 -		3	AM TOTALS				10.8	7.8	8.3	6.8	6.2	6.8	5.6	8.1	6.9
AM & FM Stations Profiled -															16	# Duopolles -		3	Total Local Commercial Share				64.0	64.7	63.3	60.8	62.5	62.8	62.5	65.1	

● 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%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout				
	NA ^{1/}	\$2.09/1,000	\$1.87/1,000	Local	70%			
	\$23.66	\$32.43	\$39.71	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 ^{1/}	7,371.7	NA ^{1/}	7,371.7	10,907.1	8.2%
EBI ^{2/}	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	8	4		10	12	3	15
Tot 12+	24.6	14.1		36.7	38.7	4.7	43.4
Avg 12+	3.1	3.5		3.7	3.2	1.6	2.9
Tot LCS	56.7	32.5		84.6	89.2	10.8	100.0
Avg LCS	7.1	8.1		8.5	7.4	3.6	6.7

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

Some stations also rated in San Francisco.

Competitive Overview

ARB 12+ Metro Shares (see rights)

Market: Santa Rosa, CA

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)																				
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999													
KFGY	Healdsburg	B	92.9	2.3	1949	a	Maverick Media	79	0108		st	Country	1,200	1.15	6.8	2.7	2.1	3.0	2.6	2.8	4.7	3.6	3.6													
KJZY	Sebastopol	A	93.7	6.0	217	b	Redwood Empire	95	9608	725		Smooth Jazz	1,700	1.10	10.0	4.9	5.0	3.4	4.8	3.3	3.8	2.9	4.2													
• KRSH	Healdsburg	A	95.9	2.7 cp	502	d	Sinclair Telecable	96	0108		d1	1 AAA	725	0.78	6.0	2.9	1.8	2.5	2.4	2.8	1.2	2.4	2.6													
KTOL	Healdsburg	A	96.7	2.4	525		JYH Broadcasting		02			1 Oldies				1.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0													
• KVRV	Monte Rio	B1	97.7	2.1	1122	a	Maverick Media	77	0108		st	Clisc Rock	1,000	1.16	5.6	4.4	2.8	2.5	2.1	3.3	3.3	3.1	2.6													
KSXY	Middletown	A	98.7	0.2 cp	1877	d	Sinclair Telecable	93	0108		d1	1 CHR	650	0.52	8.1	2.9	2.5	3.0	3.6	4.0	3.5	4.3	2.9													
KZST	Santa Rosa	A	100.1	6.0	246	b	Redwood Empire	71				AC	3,000	1.26	15.4	8.1	7.3	7.1	5.5	6.5	9.7	9.2	6.4													
KXTS	Calistoga	A	100.9	0.1	2946	d	Sinclair Telecable	96	0108			1 Spanish	725	0.81	5.8	2.0	3.9	3.4	1.4	0.5	1.0	0.7	0.5													
KXFX	Santa Rosa	B1	101.7	2.2	1089	a	Maverick Media	74	0108		st	AOR	1,700	0.98	11.3	3.5	3.0	4.1	5.1	3.9	3.5	3.3	4.6													
KMHX	Windsor	A	104.1	0.3	1106	e	Results Radio LLC	97	9811	1,332		Top 40	200	0.24	5.4	1.8	2.3	2.7	1.7	2.5	2.1	2.6	3.5													
• KRPO	Rohnert Park	B1	104.9	6.6	548	e	Results Radio LLC	86	9409	2,080		Country	1,300	1.02	8.3	3.5	3.7	3.2	3.6	4.0	4.2	4.7	5.1													
KSRT	Cloverdale	A	107.1	3.5	430		Point Broadcasting		02			Rhymc/CHR				1.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0													
# FM Stations -																12	# Combos -		10	FM TOTALS								82.7	38.7	36.0	34.9	32.8	33.6	37.0	36.8	36.0

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)																				
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	2.2	3.5	2.5	4.3	3.9	3.6	3.1	4.4													
KRRS	Santa Rosa	D	1460	1.0	0.03	c	Moon Bcstg Corp	62	9308	400		Span/Mexcn	850	0.89	6.2	1.3	2.7	2.9	2.2	2.3	1.7	1.7	1.3													
KTOB	Petaluma	C	1490	1.0	1.00	c	Moon Bcstg Corp	50	0201	1,275		Span/Mexcn	400	0.93	2.8	1.2	1.6	1.3	1.0	0.9	1.2	1.2	0.6													
# AM Stations -																3	# Combos -		3	AM TOTALS								17.3	4.7	7.8	6.7	7.5	7.1	6.5	6.0	6.3
AM & FM Stations Profiled -																15	# Duopolies -		6	Total Local Commercial Share								43.4	43.8	41.6	40.3	40.7	43.5	42.8	42.3	

• 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
Total	481.5

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$15,900	\$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	\$20,800	\$21,900	\$23,100	\$24,200	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$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 ^{1/}	6,503.0	NA ^{1/}	6,503.0	7,942.0	4.1%
EBI ^{2/}	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+	5.2	17.2		22.4	22.4	9.4	31.8
Avg 12+	5.2	5.7		5.6	5.6	2.4	4.0
Tot LCS	16.4	54.1		70.4	70.4	29.6	100.0
Avg LCS	16.4	18.0		17.6	17.6	7.4	12.5

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

Market: New Haven, CT

Competitive Overview

Some stations also rated in markets Hartford & Bridgeport.

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WWYZ	Waterbury	B	92.5	17.0	879	a	Clear Channel Comm	61	0008			Country	n/a		16.2	5.8	3.9	5.8	4.2	4.9	5.1	6.3	6.5		
WYBC	New Haven	A	94.3	2.6	472	b	Yale Bcstg Co		59			1 Urban AC	1,800	0.54	18.0	5.2	6.7	5.0	6.0	5.8	5.4	6.6	6.6		
WPLR	New Haven	B	99.1	15.0	906		Cox Radio Inc	44	0008		sw	1 AOR	8,600	2.28	20.5	6.3	8.8	6.7	5.9	5.0	6.6	6.8	5.0		
• WKCI	Hamden	B	101.3	12.0	915	a	Clear Channel Comm	69	9205	14,000		CHR/Top40	4,750	1.28	20.2	5.1	4.6	6.4	6.0	6.3	6.1	6.9	5.8		
# FM Stations -					4	# Combos -					3	FM TOTALS					74.9	22.4	24.0	23.9	22.1	22.0	23.2	26.6	23.9

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	4.3	3.5	4.0	3.0	4.4	5.1	3.9	5.1		
• WQUN	Hamden	D	1220	1.0	0.31	c	Quinnipiac Univ	60	9608	500		Nostalgia	550	0.33	9.0	5.1	4.8	3.8	1.8	2.1	2.6	2.5	3.1		
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	0.0	2.8	2.1	2.5	2.4	1.4		
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	0.0	0.3	0.0		
# AM Stations -					4	# Combos -					4	AM TOTALS					25.1	9.4	8.3	7.8	7.6	8.6	10.2	9.1	9.6
AM & FM Stations Profiled -					8	# Duopolies -					2	Total Local Commercial Share						31.8	32.3	31.7	29.7	30.6	33.4	35.7	33.5

• Indicates a change since last edition

1/ See Introduction section for Interpretation of revenue estimates.

Metro Rank: 109

Revenue Rank: 119

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
Total	486.6

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$15,000	\$15,100	\$16,200	\$17,500	\$16,300	\$17,100	2.6%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.9%	\$17,900	\$19,200	\$20,300	\$21,400	\$22,400	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.12/1,000	\$3.28/1,000	Local	80%		
	\$32.75	\$35.14	\$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	1.0%
Households	166.1	181.3	1.8%	181.3	193.3	1.3%
Retail Sales	NA ^{1/}	5,480.1	NA ^{1/}	5,480.1	6,823.1	4.5%
EBI ^{2/}	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	11		9	14	20	11	31
Tot 12+	27.8		44.5	68.2	72.3	9.5	81.8
Avg 12+	2.5		4.9	4.9	3.6	0.9	2.6
Tot LCS	34.0		54.4	83.4	88.4	11.6	100.0
Avg LCS	3.1		6.0	6.0	4.4	1.1	3.2

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

Market: Augusta, GA

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WJES	Saluda	A	92.1	6.0 cp	328	e	Edgefield Saluda	87	9606	200		Oldies	75		0.3	0.0	0.0	0.0	0.4	0.5	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	0.9	0.5	0.8	0.6	0.2	0.4	0.6	0.5		
WKSX	Johnston	A	92.7	1.8	577	e	Edgefield Saluda	85	9212		st	Oldies	200	0.97	1.2	0.8	0.0	1.5	0.4	0.9	0.5	0.6	0.5		
WRFN	Warrenton	A	93.1	4.1	400	a	Beasley Bcst Group	97	0005	800	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	810		Oldies	600	0.82	4.3	2.8	3.3	4.0	2.7	4.6	3.6	3.8	3.2		
• WAAW	Williston	A	94.7	2.1	561		Neely, Frank	94	0207	700		Gospel				1.3	1.4	0.0	0.0	0.0	0.0	0.0	0.0		
WCHZ	Harlem	C3	95.1	5.7	538	a	Beasley Bcst Group	92	9701	1,200		Modern Rock	1,000	1.04	5.6	3.2	6.3	3.8	4.9	3.4	3.5	4.8	4.5		
WKSP	Aiken	C2	96.3	17.5	846	b	Clear Channel Comm	66	0101		sw	Urban AC	975	0.95	6.0	3.9	4.9	3.6	5.7	5.0	3.5	2.9	2.9		
WAKB	Wrens	C3	96.9	0.8	1365	c	Radio One Inc	79	0006		g3	Urban	600	0.75	4.7	3.2	4.0	4.0	3.3	4.1	4.0	3.3	3.7		
WIIZ	Blackville	C2	97.9	50.0	433		NicWild Comm Inc	96	9610	340		Urban	450	0.94	2.8	2.1	2.9	2.3	2.0	2.0	2.0	3.5	3.8		
WSLT	Clearwater	A	98.3	2.8	486	a	Beasley Bcst Group	87	0104		d1	Soft AC	600	0.95	3.7	4.3	3.8	2.3	3.5	5.7	4.4	4.4	3.0		
WKXC	Aiken	C2	99.5	24.0	712	a	Beasley Bcst Group	66	0104	12,000	d1	Country	2,325	1.32	10.3	9.8	11.0	8.0	8.0	10.5	10.4	9.4	8.1		
WTHB	Waynesboro	A	100.9	6.0	328	c	Radio One Inc	75	0006		g3	Black Gospl	75		0.8	3.9	2.4	0.4	0.8	0.4	0.2	0.2	0.2		
WTHO	Thomson	A	101.7	5.1	354	d	Camellia City Comm	71	9302	110	c1	Country	150	0.80	1.1	1.1	0.9	1.1	0.6	0.5	1.5	0.6	0.3		
WEKL	Augusta	A	102.3	1.5	666	b	Clear Channel Comm	67	0101		sw	Clisc Rock	1,300	1.33	5.7	5.6	5.8	3.6	5.3	6.2	6.0	5.2	4.3		
WAJY	New Ellenton	A	102.7	6.0 cp	328	a	Beasley Bcst Group	90	9502	700		Adlt Stndrd	450	0.58	4.5	2.8	2.5	4.0	2.9	3.2	2.9	2.7	2.5		
WFXA	Augusta	A	103.1	6.0	302	c	Radio One Inc	68	0006		g3	Urban	1,500	1.03	8.5	7.1	5.2	6.9	6.3	9.6	6.0	5.8	7.8		
WBBQ	Augusta	C	104.3	100.0	1001	b	Clear Channel Comm	55	0101		sw	AC	1,550	1.13	8.0	6.2	3.3	5.3	7.2	5.3	5.8	7.3	7.8		
WZNY	Augusta	C	105.7	100.0	1217	b	Clear Channel Comm	52	0101		sw	CHR	1,300	1.00	7.6	5.8	5.1	5.3	6.5	9.4	7.1	7.3	8.1		
WPRW	Martinez	C2	107.7	24.5	577	b	Clear Channel Comm	93	0101		sw	Urban	1,000	0.57	10.3	7.5	7.4	9.2	6.7	6.9	7.1	7.1	6.0		
# FM Stations -					20	# Combos -					18	FM TOTALS					86.3	72.3	70.7	66.1	67.8	78.4	68.9	69.5	67.2

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WGAC	Augusta	B	580	5.0	0.84	a	Beasley Bcst Group	40	9205		na	News/Talk	1,550	1.18	7.7	6.8	5.8	5.5	6.5	4.4	9.5	6.1	6.5		
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	Jazz/Varty	150			0.0	0.0	0.0	0.0	0.4	0.5	0.0	0.5		
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	0.0	0.5	0.0	0.4	0.0	0.0	1.0	0.0		
• WPCH	North Augusta	D	1380	4.0	0.07	b	Clear Channel Comm	58	0101		sw	Nostalgia	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	0.8	0.7	0.4	1.2	0.4	1.1	0.6	1.4		
WTHB	Augusta	D	1550	5.0	0.00	c	Radio One Inc	60	0006		g3	Gospel	150	0.35	2.5	0.9	1.4	2.3	1.6	1.4	2.7	2.3	4.1		
WKZK	North Augusta	D	1600	0.5	0.00		Gospel Radio Inc	62	8309	190		Gospel	350	1.02	2.0	0.8	1.1	1.5	1.6	2.3	1.3	1.9	2.6		
WTEL	Augusta	B	1630	10.0	1.00	a	Beasley Bcst Group	00				Sports			0.1	0.2	0.4	0.0	0.2	0.0	0.4	0.0	0.0		
# AM Stations -					11	# Combos -					8	AM TOTALS					13.6	9.5	9.9	9.7	11.5	8.9	15.5	11.9	15.1
AM & FM Stations Profiled -					31	# Duopolies -					11	Total Local Commercial Share					81.8	80.6	75.8	79.3	87.3	84.4	81.4	82.3	

• 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
Total	471.7

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

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$16,500	\$18,300	\$20,800	\$22,300	\$20,500	\$21,600	5.5%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.4%	\$22,700	\$24,300	\$25,700	\$27,100	\$28,400	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$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)

	1997	2002	Growth Rate	2002	2007	Growth Rate
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 ^{1/}	6,784.6	NA ^{1/}	6,784.6	8,287.0	4.1%
EBI ^{2/}	6,748.9	8,052.1	3.6%	8,052.1	10,061.8	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	1	9	12	18	19	37
Tot 12+	14.9	2.3	50.9	63.6	68.1	10.5	78.6
Avg 12+	1.9	2.3	5.7	5.3	3.8	0.6	2.1
Tot LCS	19.0	2.9	64.8	80.9	86.6	13.4	100.0
Avg LCS	2.4	2.9	7.2	6.7	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

Some stations also rated in Blacksburg.

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WXLK	Roanoke	C	92.3	88.0	2051	e	Wheeler, Mel	60	9702	7,500	d3	CHR	2,200	1.14	8.9	5.5	7.9	7.0	6.5	6.0	6.2	5.9	7.9		
WSNV	Salem	A	93.5	5.8	98	g	Clear Channel Comm	69	0008		g	AC	1,175	2.09	2.6	4.4	3.2	2.5	1.4	1.7	2.6	3.6	3.1		
WSLC	Roanoke	C	94.9	100.0	1982	e	Wheeler, Mel	48	0005	6,500	d4	Country	1,100	0.49	10.3	12.2	7.6	8.7	7.0	6.2	5.0	4.5	3.4		
WROV	Martinsville	C1	96.3	14.0	2077	g	Clear Channel Comm	50	0008		g	AOR	3,200	1.29	11.5	8.0	9.3	7.6	9.9	9.8	8.6	7.6	9.8		
WZZU	Lynchburg	C3	97.9	0.6	1926	b	Travis Broadcasting	70	9907	1,150	nc	Oldies	275	0.91	1.4	1.6	1.9	1.1	1.0	0.7	0.5	1.8	2.4		
WSLQ	Roanoke	C	99.1	200.0	1992	e	Wheeler, Mel	47				AC	3,875	1.33	13.5	11.5	10.2	11.9	8.7	10.4	11.4	9.7	8.6		
WVBE	Lynchburg	C3	100.1	20.0	328	e	Wheeler, Mel	48	9704		d3	Urban AC	800	0.95	3.9	2.5	3.9	2.6	3.3	1.8	0.2	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	1.2	1.1	2.5	4.8	2.7	4.1	3.2	2.5		
WJJX	Lynchburg	A	101.7	3.4	289	g	Clear Channel Comm	64	0008		g	Top 40	475	1.16	1.9	1.1	1.4	1.9	1.0	1.8	1.0	1.4	1.7		
WMJA	Appomattox	B	102.7	22.0	745	g	Clear Channel Comm	89	0008		g	70&80/AC	500	0.77	3.0	2.3	2.8	1.7	2.9	2.5	2.1	1.6	1.5		
WMGR	Roanoke	C3	104.9	3.1	925	g	Clear Channel Comm	92	0008		g	70&80/AC	900	1.54	2.7	1.8	1.9	2.6	1.5	5.2	1.6	2.9	2.4		
WBRW	Blacksburg	C3	105.3	12.0	479		New River Valley Rad	64	9906		1	Clsc Rock	n/a		0.4	0.4	0.4	0.6	0.0	0.5	0.3	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	0.9	0.7	0.9	1.0	1.0	0.5	0.4	0.4		
WLNI	Lynchburg	A	105.9	6.0	266		Burns Media Stratgis	93	9805	700		Talk	450	0.87	2.4	1.8	2.8	1.5	2.2	1.7	1.6	1.4	1.9		
• WJJS	Vinton	A	106.1	6.0	95	g	Clear Channel Comm	94	0008		g	Top 40	1,000	0.69	6.7	5.0	5.4	5.1	5.1	6.8	5.7	5.4	5.2		
WBWR	Bedford	A	106.9	0.3	1276		Hammond Radio Ptrs	92	0010	925	1	Clsc Rock	100		0.7	0.5	1.1	0.6	0.5	0.8	1.6	2.5	2.9		
WTTX	Appomattox	A	107.1	1.7	427	d	CLL Inc	76	8812	350	c2	Religion			0.9	0.0	0.0	0.8	0.5	0.0	0.5	0.9	0.0		
WYYD	Amherst	C1	107.9	20.5	1768	g	Clear Channel Comm	81	0008		g	Country	2,550	1.26	9.4	7.4	6.9	7.2	7.2	8.0	11.7	13.8	9.8		
# FM Stations -											18	# Combos -		15	FM TOTALS										
															86.2	68.1	68.5	66.8	64.5	67.6	65.2	66.6	63.5		

• 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
Total	471.7

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

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$16,500	\$18,300	\$20,800	\$22,300	\$20,500	\$21,600	5.5%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.4%	\$22,700	\$24,300	\$25,700	\$27,100	\$28,400	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$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)

	1997	2002	Growth Rate	2002	2007	Growth Rate
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 ^{1/}	6,784.6	NA ^{1/}	6,784.6	8,287.0	4.1%
EBI ^{2/}	6,748.9	8,052.1	3.6%	8,052.1	10,061.8	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	1	9	12	18	19	37
Tot 12+	14.9	2.3	50.9	63.6	68.1	10.5	78.6
Avg 12+	1.9	2.3	5.7	5.3	3.8	0.6	2.1
Tot LCS	19.0	2.9	64.8	80.9	86.6	13.4	100.0
Avg LCS	2.4	2.9	7.2	6.7	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.

Some stations also rated in Blacksburg.

Market: Roanoke-Lynchburg, VA

Competitive Overview

ARB 12+ Metro Shares (see rights)

AM Stations		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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
	WLVA	B	590	5.0	1.00		Kovas Comm	30	0206			News	50			0.0	0.0	0.0	0.0	1.7	0.5	0.0	0.0	
	WVBE	B	610	5.0	1.00	e	Wheeler, Mel	40	7610			Urban AC	50		0.4	0.4	0.7	0.6	0.0	0.2	0.7	2.0	2.9	
	WCQV	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	0.0	
	WWWR	D	910	1.0	0.08	a	Perception Media Grp	57	9104	150		Gospel	150		0.9	0.0	0.0	0.0	1.4	0.5	0.5	0.5	0.9	
●	WLLL	D	930	9.0 cp	0.04		Hubbards Ad Agency	63	9602	28		Gospel	125	0.24	2.4	2.0	1.6	2.6	1.0	3.2	1.9	3.2	3.4	
	WFIR	B	960	5.0	5.00	e	Wheeler, Mel	24	0005		d4	News/Talk	1,000	0.77	6.0	5.5	4.7	3.8	5.3	3.5	4.7	3.1	5.0	
	WNRV	D	990	5.0	0.00	a	Perception Media Grp	53	9907		na	Gospel	100		0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	
	WKDE	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	
	WBRG	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	
	WODI	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	
	WGMM	C	1240	1.0	1.00	g	Clear Channel Comm	46	0008		g	Sprts/Talk	300	0.99	1.4	1.2	0.7	1.1	1.0	0.7	0.5	0.4	0.5	
	WOWZ	D	1280	1.0	0.00	d	OneCom Inc	74	0202	30		News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	WVGM	D	1320	1.0	0.02	g	Clear Channel Comm	62	0008		g	Sprts/Talk	75		0.6	0.4	0.2	0.6	0.3	0.0	0.2	0.2	0.2	
	WBLT	D	1350	1.0	0.05		Bedford Bcstg Co					Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	WKPA	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	D	1410	5.0	0.07		WRIS LLC	53	6405	117		Inspiration				0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	
●	WAMV	D	1420	2.2	0.05		Community First Bcst	76	8801	50		BIGrs/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	WTOY	D	1480	5.0	0.02		Ward Bcstg Corp	56	8711	375		Urban/Gospl	400	0.88	2.1	0.5	0.9	1.1	2.1	0.0	0.5	0.7	0.9	
	WKBA	D	1550	10.0	0.00	f	Moran, David H	61	8301	350		Gospel				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
							# AM Stations -		19			# Combos -		11		AM TOTALS								
							AM & FM Stations Profiled -		37			# Duopolies -		11		13.9	10.5	8.8	9.8	11.3	10.5	9.5	10.1	13.8
																78.6	77.3	76.6	75.8	78.1	74.7	76.7	77.3	
																Total Local Commercial Share								

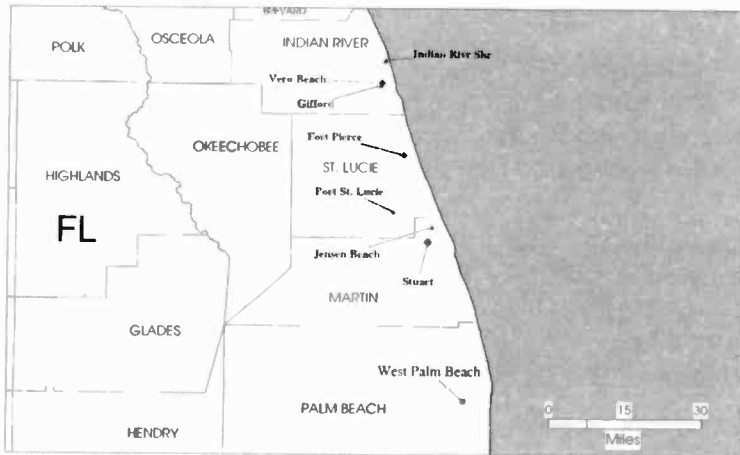
● Indicates a change since last edition

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
Total	455.7

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$10,000	\$8,800	\$7,500	\$7,100	\$6,700	\$7,100
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.0%	\$7,500	\$8,100	\$8,500	\$9,000	\$9,400	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$1.34/1,000	2007 \$1.45/1,000			Est. Breakout	
Revenue/Capita	\$25.18	\$15.58	\$18.39			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	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 ^{1/}	5,290.7	NA ^{1/}	5,290.7	6,476.4	4.1%
EBI ^{2/}	6,795.0	9,315.7	6.5%	9,315.7	12,289.6	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		10	12	12	6	18
Tot 12+	4.2		48.6	52.8	52.8	5.8	58.6
Avg 12+	2.1		4.9	4.4	4.4	1.0	3.3
Tot LCS	7.2		82.9	90.1	90.1	9.9	100.0
Avg LCS	3.6		8.3	7.5	7.5	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

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

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)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WAVW	Stuart	C2	92.7	50.0 cp	482	c	Clear Channel Comm	64	0008		g1	Country	750	1.63	6.5	4.7	5.4	3.5	3.3	3.2	2.5	2.1	2.1				
WGYL	Vero Beach	C2	93.7	50.0	479	b	Treasure/Space Coast	70	0007	5,150	c1	AC	1,125	1.84	8.6	2.8	4.7	4.5	4.5	2.2	5.6	3.8	3.6				
• WSYR	Gifford	C2	94.7	0.0 cp	331	c	Clear Channel Comm	94	0008		g1	Hot AC	1,200			2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WLDI	Fort Pierce	C1	95.5	100.0 cp	925	b	Clear Channel Comm	69	9808			CHR	n/a		8.8	4.3	3.4	4.9	4.3	8.5	6.6	6.8	7.6				
WOSN	Indian River	C3	97.1	23.0	348	b	Treasure/Space Coast	96	0008	4,100		Adlt Stndrd	950	0.59	22.8	10.9	10.6	13.1	10.9	12.1	12.5	12.0	12.2				
WKGR	Fort Pierce	C1	98.7	100.0	974		Clear Channel Comm	61	9712			Clsc Rock	n/a		10.1	7.3	5.7	5.4	5.2	4.6	3.9	3.4	6.1				
WGNX	Vero Beach	C2	99.7	26.0 cp	440	b	Treasure/Space Coast	95	9807		st	Rock	350	0.97	5.1	1.9	3.5	1.5	3.8	3.7	1.0	1.6	3.3				
WHLG	Port St. Lucie	A	101.3	6.0	299		Horton Bcstg Co	99				AC	325	1.31	3.5	1.7	1.7	1.3	2.4	2.4	2.5	2.7	3.4				
WCZR	Vero Beach	A	101.7	4.2	394	c	Clear Channel Comm	79	0008		g1	Talk/Rock	200	2.01	1.4	2.5	0.0	0.5	1.0	0.0	0.5	0.5	0.4				
WMBX	Jensen Beach	C1	102.3	100.0 cp	974		Infinity Bcstg	80	0102			CHR	n/a		9.0	5.4	6.5	5.0	4.5	1.5	2.9	3.9	3.3				
WQOL	Vero Beach	C2	103.7	50.0	476	c	Clear Channel Comm	86	0008		g1	Oldies	650	1.58	5.8	5.0	6.7	2.7	3.4	2.0	3.9	2.7	3.8				
WFLM	White City	C3	104.7	17.5 cp	390		Midway Bcstg Co	93				Urban AC	1,225	2.03	8.5	4.1	3.5	4.2	4.7	4.8	5.4	9.7	5.3				
# FM Stations -																12	# Combos -		8	FM TOTALS							
																90.1	52.8	51.7	46.6	48.0	45.0	47.3	49.2	51.1			

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)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WJNX	Fort Pierce	B	1330	5.0	1.00	c	Clear Channel Comm	52	9808		d1	News/Talk	350	1.90	2.6	2.2	0.8	1.5	1.2	0.5	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	1.12	2.2	0.8	0.5	1.8	0.5	0.9	0.5	0.9	1.3				
WIRA	Fort Pierce	C	1400	1.0	1.00	a	Port St Lucie Bcstrs	46	0108	350		News/Talk	200	2.01	1.4	1.7	0.0	1.2	0.3	0.3	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		0.7	0.0	0.8	0.0	0.7	1.0	0.3	0.5	0.3				
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	0.0	0.7	0.0				
WPSL	Port St. Lucie	D	1590	5.0	0.06	a	Port St Lucie Bcstrs	85	9304	200		Nws/Tlk/Spt	550	2.50	3.1	1.1	0.7	1.7	1.6	3.1	2.0	2.3	1.8				
# AM Stations -																6	# Combos -		6	AM TOTALS							
AM & FM Stations Profiled -																18	# Duopolies -		7	Total Local Commercial Share							
																10.0	5.8	2.8	6.2	4.3	5.8	3.5	5.1	4.1			
																58.6	54.5	52.8	52.3	50.8	50.8	54.3	55.2				

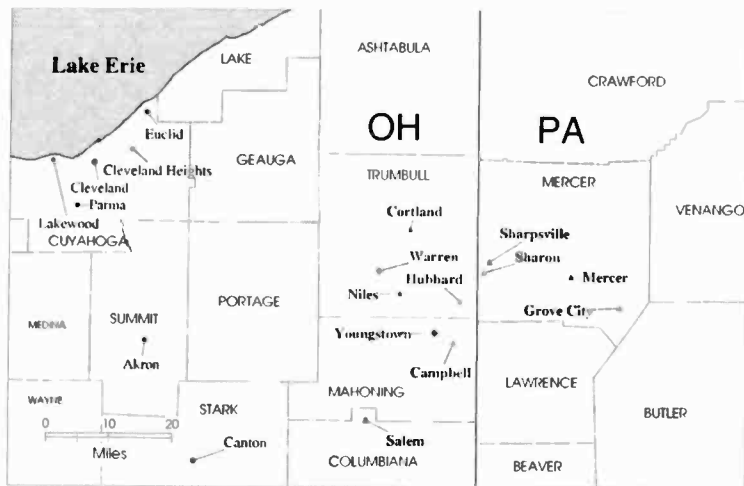
• Indicates a change since last edition

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
Total	476.7

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$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	\$27,500	\$29,000	\$30,400	4.9%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.22/1,000	\$4.81/1,000	Local 89%
Revenue/Capita	\$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 ^{1/}	5,687.1	NA ^{1/}	5,687.1	6,323.7	2.1%
EBI ^{2/}	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	11	22
Tot 12+	18.2	39.7		56.3	57.9	18.2	76.1
Avg 12+	3.6	6.6		6.3	5.3	1.7	3.5
Tot LCS	23.9	52.2		74.0	76.1	23.9	100.0
Avg LCS	4.8	8.7		8.2	6.9	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 Canton.

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)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WNCD	Youngstown	B	93.3	50.0	279	c	Clear Channel Comm	59	9911	p	g4	1	Clsc Rock	2,275	1.04	9.1	5.1	6.7	6.7	7.2	6.7	6.9	6.2	6.3	
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	1.9	2.1	2.1	1.9	1.6	2.1	1.9	
WAKZ	Sharpsville	A	95.9	3.0	328	c	Clear Channel Comm	76	9911	p	g4	1	CHR	1,075	0.88	5.1	4.9	5.4	4.9	2.9	4.0	2.6	1.4	1.9	
• WLLF	Mercer	A	96.7	1.4	486	b	Cumulus Bcstg Inc	85	0010		g		Oldies	175			0.8	0.0	0.0	0.0	0.5	0.3	0.0	0.0	
WMXY	Youngstown	B	98.9	5.9	1371	c	Clear Channel Comm	47	9905		g1	1	Mix AC	2,000	0.88	9.5	7.8	8.1	7.4	7.2	8.1	7.4	7.9	6.5	
WHOT	Youngstown	B	101.1	24.5	705	b	Cumulus Bcstg Inc	59	0010		g		CHR	2,700	1.29	8.7	6.9	7.5	7.4	5.9	8.4	9.5	9.3	11.5	
WRBP	Hubbard	A	101.9	3.0	328	a	Stop 26-Riverbend	93			g		Urban AC	300	0.25	5.0	4.1	4.6	2.6	5.0	3.0	1.1	3.5	3.0	
WYFM	Sharon	B	102.9	33.0 cp	604	b	Cumulus Bcstg Inc	47	0010		g		Clsc Hits	3,650	1.62	9.4	7.9	8.0	7.7	6.7	7.5	7.4	7.1	8.1	
• WWIZ	Mercer	A	103.9	3.0	299	b	Cumulus Bcstg Inc	72	0010		g		Rock	100	0.22	1.9	0.8	0.8	1.3	1.6	1.3	1.8	1.3	1.3	
• WQXK	Salem	B	105.1	88.0	446	b	Cumulus Bcstg Inc	58	0010		g		Country	4,100	1.27	13.5	10.1	9.9	11.4	9.3	11.3	11.8	13.4	9.8	
WBBG	Niles	A	106.1	3.0	328	c	Clear Channel Comm	59	9905		g1	1	Oldies	1,550	1.01	6.4	7.6	6.1	4.7	5.1	5.4	5.7	7.4	5.8	
# FM Stations -														11	# Combos -		11	FM TOTALS							
															71.3	57.9	59.0	56.2	53.0	58.1	56.1	59.6	56.1		

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)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	10.8	8.5	11.1	12.4	11.6	9.0	9.3	9.0	
WSOM	Salem	D	600	1.0	0.05	b	Cumulus Bcstg Inc	65	0010		g		Oldies	250	0.33	3.2	3.9	2.9	2.3	2.6	2.2	3.2	2.1	1.9	
WPIC	Sharon	D	790	1.0	0.05	b	Cumulus Bcstg Inc	38	0010		g		News/Talk	375		0.8	0.0	0.5	0.7	0.6	0.6	0.5	0.8	0.7	
WKTU	Cortland	D	830	1.0	0.00		Kossanyi Family	85	9108	160			Varty/Ethnc	200	0.69	1.2	0.0	0.8	1.3	0.5	0.5	0.0	0.3	0.3	
WBBW	Youngstown	C	1240	1.0	1.00	b	Cumulus Bcstg Inc	49	0010		g		Sports	350	1.33	1.1	0.7	1.0	0.7	1.0	0.8	1.3	0.6	0.7	
WASN	Campbell	B	1330	0.5	1.00	a	Stop 26-Riverbend	55	0211	p	48	d	BkGsp/Relgn			0.7	0.0	0.0	0.0	1.0	0.5	0.6	0.5	0.0	
• WNIO	Youngstown	B	1390	9.5	4.80	c	Clear Channel Comm	39	9911	p	g4	1	Nstlg/Sprts	400	0.38	4.4	2.0	2.1	3.3	3.5	2.9	3.2	2.7	2.4	
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	0.0	0.3	1.7	1.9	
WGFT	Youngstown	D	1500	0.5	0.00		Esquire Comm Inc	76	9509	250			Chrst/Talk	150	0.33	1.9	0.8	1.6	1.3	1.6	1.8	1.9	0.6	1.9	
WRTK	Niles	D	1540	0.5	0.00	c	D & E	63	0105		d1	1	Urban	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	
WANR	Warren	D	1570	0.5	0.12		Beacon Broadcasting	71	9811	178			Nws/Old/Tlk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -														11	# Combos -		7	AM TOTALS							
															28.7	18.2	17.4	20.7	23.2	20.9	20.0	18.6	21.2		
AM & FM Stations Profiled -														22	# Duopolies -		7	Total Local Commercial Share							
															76.1	76.4	76.9	76.2	79.0	76.1	78.2	77.3			

• 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)

ESTIMATED GROSS REVENUES ★★★	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	\$9,000	\$9,500	\$10,000	\$10,500	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$0.71/1,000	\$0.64/1,000	Local	75%		
	N/A	\$16.50	\$20.97	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 ^{1/}	11,056.4	NA ^{1/}	11,056.4	16,373.5	8.2%
EBI ^{2/}	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+	5.8			5.8	5.8	2.7	8.5
Avg 12+	5.8			5.8	5.8	0.7	1.7
Tot LCS	68.2			68.2	68.2	31.8	100.0
Avg LCS	68.2			68.2	68.2	7.9	20.0

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

Some stations also rated in New York & Middlesex.
ARB 12+ Metro Shares (see rights)

Competitive Overview

Market: Morristown, NJ

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)												
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999					
WDHA	Dover	A	105.5	1.0	574	b	Greater Media	61	0107		g1	AOR	6,200	1.24	63.2	5.8	4.6	5.8	4.7	7.1	5.2	4.5	6.5				
# FM Stations -															1	# Combos -		0	FM TOTALS								
															63.2	5.8	4.6	5.8	4.7	7.1	5.2	4.5	6.5				

AM Stations

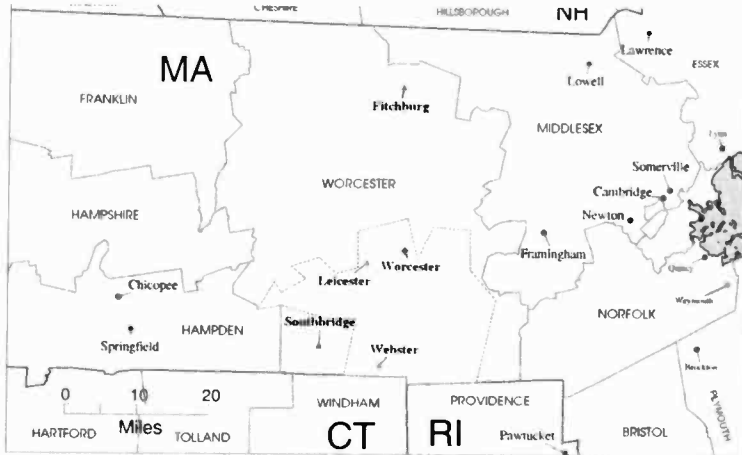
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)												
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	0.0	0.1				
WMTR	Morristown	B	1250	5.0 cp	7.00	a	Greater Media	48	0107		g1	Nostalgia	1,600	0.55	36.8	2.7	3.3	2.6	3.5	4.9	3.4	5.5	4.0				
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								
															36.8	2.7	3.3	2.6	3.5	4.9	3.4	5.5	4.1				
AM & FM Stations Profiled -															5	# Duopolies -		1	Total Local Commercial Share								
															8.5	7.9	8.4	8.2	12.0	8.6	10.0	10.6					

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	\$12,400	\$13,300	3.7%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.3%	\$14,100	\$15,100	\$15,900	\$16,800	\$17,600	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$2.05/1,000	\$1.99/1,000	Local	70%		
	\$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 ^{1/}	6,489.8	NA ^{1/}	6,489.8	8,827.8	6.3%
EBI ^{2/}	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	Viable FMs	All FMs	All AMs	Total
# Stations	2	3		4	5	8	13
Tot 12+	4.3	29.2		31.5	33.5	9.3	42.8
Avg 12+	2.2	9.7		7.9	6.7	1.2	3.3
Tot LCS	10.0	68.2		73.6	78.3	21.7	100.0
Avg LCS	5.0	22.7		18.4	15.7	2.7	7.7

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

Some stations also rated in Boston.

Competitive Overview

Market: Worcester, MA

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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WSRS	Worcester	B	96.1	16.5	863	b	Clear Channel Comm	40	0008		g	Lite Rock	6,700	1.57	32.1	14.4	13.4	14.0	14.1	13.5	13.9	15.4	15.6			
WORC	Webster	A	98.9	1.9	410	a	Citadel Bcstg Corp	94	0002	24,500	d4	Oldies	650	1.69	2.9	2.0	1.3	1.8	0.8	1.4	1.2	1.0	1.5			
WWFX	Southbridge	A	100.1	2.9	479	a	Citadel Bcstg Corp	68	0002		d4	Clsc Rock	925	0.97	7.2	2.3	3.9	3.2	3.1	3.9	2.1	3.7	3.3			
WXLO	Fitchburg	B	104.5	37.0	564	a	Citadel Bcstg Corp	60	0002		d4	Hot AC	2,900	1.42	15.4	6.9	5.9	6.6	6.9	7.1	6.3	7.4	8.4			
WAAF	Worcester	B	107.3	9.6 cp	1099	d	Entercom	61	9811			Rock	n/a		15.9	7.9	7.5	8.0	6.0	6.8	7.6	7.8	8.8			
# FM Stations -															5	# Combos -		5	FM TOTALS							
															73.5	33.5	32.0	33.6	30.9	32.7	31.1	35.3	37.6			

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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	6.0	5.4	5.9	6.9	9.1	8.5	7.9	6.7			
WVNE	Leicester	D	760	25.0	0.00		Blount Comm Group	91				Christian	100	0.40	1.9	0.0	0.0	0.9	0.8	0.0	0.7	0.5	0.3			
WCRN	Worcester	B	830	50.0 cp	5.00		Carter Bcstg Corp	94				Variety	125	0.27	3.5	1.3	1.7	1.4	1.7	3.0	0.0	0.0	0.0			
WEEI	Boston	B	850	50.0	50.00	d	Entercom	26	9811			Sports	n/a		3.8	1.1	1.7	1.8	1.5	2.2	1.8	1.5	0.6			
WGFP	Webster	D	940	1.0	0.00	c	Just Because Inc	80	0301			Country	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1			
WNEB	Worcester	C	1230	1.0	1.00		Grace Bcstg	46	9905	225		ChrsContem	50			0.0	0.0	0.0	0.0	0.0	0.4	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	0.5	0.4	0.4	0.5	0.0	0.5	0.9			
WVEI	Worcester	B	1440	5.0	5.00		Entercom	26	9811		g	Sports	150	0.66	1.7	0.4	1.2	0.9	0.6	0.7	0.9	0.5	0.8			
# AM Stations -															8	# Combos -		4	AM TOTALS							
															26.4	9.3	10.5	11.3	11.9	15.5	12.3	10.9	9.4			
AM & FM Stations Profiled -															13	# Duopolies -		2	Total Local Commercial Share							
															42.8	42.5	44.9	42.8	48.2	43.4	46.2	47.0				

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)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$11,100	\$12,800	\$13,800	\$14,800	\$12,100	\$12,500
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$1.91/1,000	\$2.05/1,000	Local	75%	National	25%
	\$24.58	\$26.29	\$33.50				

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	451.5	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 ^{1/}	6,540.4	NA ^{1/}	6,540.4	7,991.2	4.1%
EBI ^{2/}	7,283.9	8,438.4	3.0%	8,438.4	10,298.8	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		7		7	7	4	11
Tot 12+		43.5		43.5	43.5	0.4	43.9
Avg 12+		6.2		6.2	6.2	0.1	4.0
Tot LCS		99.1		99.1	99.1	0.9	100.0
Avg LCS		14.2		14.2	14.2	0.2	9.1

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

Market: Lancaster, PA

Competitive Overview

Some stations also rated in Harrisburg, York & Reading.

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WDAC	Lancaster	B	94.5	19.0	810		WDAC Radio Co Inc	59	8103	900	e	Christian	1,900	1.29	11.8	6.4	8.0	5.3	6.5	6.6	6.2	7.0	9.3			
WLAN	Lancaster	B	96.9	50.0	499	b	Clear Channel Comm	48	9707	7,000	c1	CHR	2,700	1.16	18.6	7.5	8.7	11.5	7.3	8.7	8.2	11.3	10.4			
WROZ	Lancaster	B	101.3	7.4	1243	a	Hall Communications		44			Soft Rock	2,900	1.76	13.2	6.7	6.5	7.8	5.5	5.5	9.2	6.9	6.9			
WARM	York	B	103.3	6.4	1306		Susquehanna Radio		62			AC	n/a		13.3	6.0	7.4	5.3	8.0	7.0	7.9	4.4	6.0			
WIOV	Ephrata	B	105.1	25.0 cp	702		Regent Comm	62	0302		g	Country	4,000	2.41	13.3	7.6	5.5	6.2	7.1	5.9	4.1	6.3	7.6			
WQXA	York	B	105.7	25.0	705		Citadel Bcstg Corp	48	9707			AOR	n/a		17.7	6.0	7.6	8.8	9.0	8.1	6.2	6.7	6.1			
WCAT	Hershey	B	106.7	14.0	929		Citadel Bcstg Corp	64	9707			Country	n/a		7.0	3.3	4.7	3.4	3.6	3.5	4.3	7.2	4.0			
# FM Stations -															7	# Combos -		2	FM TOTALS							
															94.9	43.5	48.4	48.3	47.0	45.3	46.1	49.8	50.3			

AM Stations

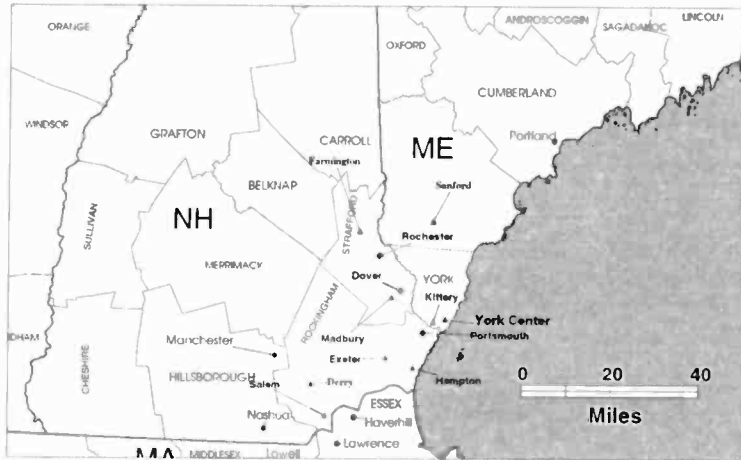
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WLAN	Lancaster	B	1390	5.0	1.00	b	Clear Channel Comm	46	9707		c1	Sports	475	1.09	3.5	0.0	0.4	1.8	1.7	1.1	2.6	2.1	1.6			
WLPA	Lancaster	C	1490	0.6	0.00	a	Hall Communications	22	7702			Sports	100	0.47	1.7	0.4	1.5	0.9	0.8	1.5	0.7	1.2	0.8			
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							
AM & FM Stations Profiled -															11	# Duopolies -		1	Total Local Commercial Share							
															5.2	0.4	1.9	2.7	2.5	2.6	3.3	3.3	2.4			
															43.9	50.3	51.0	49.5	47.9	49.4	53.1	52.7				

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 116

Revenue Rank: 125

Portsmouth-Dover-Rochester, NH Market Overview



Metro Counties / Population (000)

Rockingham, NH	286.6
Strafford, NH	115.2
York, ME	57.9
Total	459.7

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$12,100	\$14,800	\$15,600	\$15,200	\$14,000	\$16,500
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	17.9%	\$17,300	\$18,300	\$19,000	\$20,100	\$21,100	5.0%

	1997	2002	2007	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$1.90/1,000	\$1.75/1,000	Local	80%
Revenue/Capita	\$28.48	\$35.89	\$42.78	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 ^{1/}	8,672.8	NA ^{1/}	8,672.8	12,040.2	6.8%
EBI ^{2/}	7,736.5	10,263.7	5.8%	10,263.7	14,003.2	6.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	2		6	10	7	17
Tot 12+	16.4	15.4		27.5	31.8	4.2	36.0
Avg 12+	2.1	7.7		4.6	3.2	0.6	2.1
Tot LCS	45.6	42.8		76.4	88.3	11.7	100.0
Avg LCS	5.7	21.4		12.7	8.8	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 Manchester, NH.

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WPHX	Sanford	A	92.1	1.8	512		Phoenix Media Comm	75	9906	1,025	c1	Alternative	200	0.34	3.6	1.1	1.8	0.9	1.5	1.3	0.4	0.6	0.0			
WUBB	York Center	A	95.3	1.4	682	b	Clear Channel Comm	87	0008		g1	Country	350		0.6	1.5	0.5	0.4	0.0	0.8	0.5	1.3	0.6			
WQSO	Rochester	A	96.7	3.0	328	b	Clear Channel Comm	79	0008		g1	Oldies	575	0.42	8.2	2.3	1.8	3.0	2.4	1.9	2.0	1.7	2.2			
WOKQ	Dover	B	97.5	50.0	492	a	Citadel Bcstg Corp	70	9909		g2	Country	6,000	1.32	27.6	9.5	8.9	7.1	11.2	9.9	10.8	9.7	7.1			
WBYY	Somersworth	A	98.7	6.0	315	c	Garrison City Bcstg		95			Soft AC	400	0.35	7.0	3.0	2.2	2.4	2.2	1.7	1.4	3.3	4.0			
WHEB	Portsmouth	B	100.3	50.0	459	b	Clear Channel Comm	64	0008		g1	Rock	4,350	1.46	18.0	5.9	6.4	5.9	6.0	5.1	6.3	7.0	6.7			
WSAK	Hampton	A	102.1	3.0	328	a	Citadel Bcstg Corp	92	9909		g2	Clsc Rock			2.0	0.6	0.4	0.6	0.7	0.4	0.5	0.2	1.3			
WSHK	Kittery	A	105.3	2.2	371	a	Citadel Bcstg Corp	92	9909		g2	Clsc Rock	1,200	1.09	6.7	1.7	2.4	2.0	2.4	1.9	3.2	2.8	1.5			
WMEX	Farmington	A	106.5	2.9	486		Jackson Group		99			Oldies	50	0.28	1.1	1.1	1.3	0.7	0.0	0.0	0.4	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	5.1	4.9	5.0	4.7	7.5	8.2	8.5	6.7			
# FM Stations -															10	# Combos -		8	FM TOTALS							
															89.5	31.8	30.6	28.0	31.1	30.5	33.7	35.1	30.1			

AM Stations

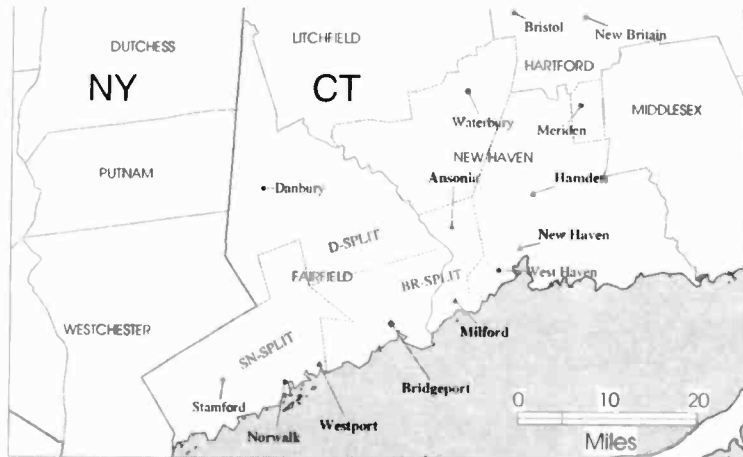
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)															
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999								
WGIN	Rochester	B	930	5.0	5.00	b	Clear Channel Comm	47	0008		g1	Nws/Tlk/Spt				0.4	0.5	0.0	0.0	0.8	0.4	0.2	0.4								
WCEC	Salem	D	1110	5.0	0.00		Costa Comm Corp		77			Span/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WTSN	Dover	B	1270	5.0	5.00	c	Garrison City Bcstg	56	8303	1,100		Talk/Sprts	375	0.41	5.6	2.1	1.3	2.0	1.7	0.6	2.5	1.7	2.5								
WDER	Derry	B	1320	10.0	1.00		Blount Comm Group	83	0009	See (186)		Christian	n/a		0.9	0.0	0.4	0.6	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	1.7	1.8	1.3	1.3	1.1	1.4	1.1	1.0								
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 -															7	# Combos -		4	AM TOTALS												
AM & FM Stations Profiled -															17	# Duopolies -		5	Total Local Commercial Share												
															10.4	4.2	4.0	3.9	3.0	2.5	4.3	3.0	3.9	36.0	34.6	31.9	34.1	33.0	38.0	38.1	34.0

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
Total	464.0

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$9,500	\$10,200	\$10,800	\$12,400	\$10,500	\$11,400	3.7%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
8.6%	\$12,100	\$12,900	\$13,700	\$14,400	\$15,100	5.7%	
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
NA ^{1/}	\$1.31/1,000	\$1.29/1,000		Local	75%		
Revenue/Capita	\$21.78	\$24.57	\$31.66	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	436.1	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 ^{1/}	8,723.7	NA ^{1/}	8,723.7	11,712.2	6.1%
EBI ^{2/}	11,467.8	14,530.2	4.8%	14,530.2	18,813.6	5.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		4		4	4	5	9
Tot 12+		32.0		32.0	32.0	11.3	43.3
Avg 12+		8.0		8.0	8.0	2.3	4.8
Tot LCS		73.9		73.9	73.9	26.1	100.0
Avg LCS		18.5		18.5	18.5	5.2	11.1

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

Market: Bridgeport, CT

Competitive Overview

Some stations also rated in markets New Haven and Stamford.
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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WPLR	New Haven	B	99.1	15.0	906		Cox Radio Inc	44	0008		1	AOR	n/a		9.8	4.7	5.5	4.6	3.6	5.5	4.7	4.3	3.9	
WEZN	Bridgeport	B	99.9	27.5	669		Cox Radio Inc	60	9704		g	AC	6,500	2.38	24.0	9.4	11.9	9.8	10.4	10.5	11.8	13.3	12.5	
• WKCI	Hamden	B	101.3	12.0	915		Clear Channel Comm	69	9205	See (108)		CHR/Top40	n/a		9.5	3.4	5.1	4.1	3.9	4.0	5.2	5.4	5.6	
WEBE	Westport	B	107.9	50.0	384	b	Cumulus Bcstg Inc	82	0203			AC	n/a		29.1	14.5	14.1	12.7	11.8	12.9	9.7	10.3	9.4	
# FM Stations -					4		# Combos -	0	FM TOTALS							72.4	32.0	36.6	31.2	29.7	32.9	31.4	33.3	31.4

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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WICC	Bridgeport	B	600	1.0	0.50	a	Cumulus Bcstg Inc	26	0203		g	FullService	4,000	1.35	25.9	10.3	9.7	9.3	12.6	10.7	11.3	11.1	10.0	
WADS	Ansonia	D	690	3.2	0.00		Radio Amor Inc	56	9401	450		Span/CCtmp	200		0.3	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	
WCUM	Bridgeport	C	1450	1.0	1.00		Radio Cumbre Bcstg	41	9007	550	st	Span/Varty	400		1.3	0.5	1.1	0.0	0.3	0.8	0.5	0.8	0.3	
WFIF	Milford	D	1500	5.0	0.00		Blount Comm Group	65	8204	538		Christian	300	2.02	1.3	0.5	0.9	0.5	0.6	0.7	0.3	1.0	0.5	
WDJZ	Bridgeport	D	1530	5.0	0.00		Peoples Bcstg Ntwk	77	0108	425		Span/Portg			1.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					5		# Combos -	0	AM TOTALS							27.5	11.3	12.0	9.8	13.5	12.2	13.1	12.9	10.8
AM & FM Stations Profiled -					9		# Duopolies -	1	Total Local Commercial Share								43.3	48.6	41.0	43.2	45.1	44.5	46.2	42.2

• Indicates a change since last edition

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
Total	458.7

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$15,700	\$16,300	\$17,100	\$19,100	\$18,400	\$19,100
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		3.8%	\$20,200	\$21,700	\$22,900	\$24,100	\$25,300
Revenue/Retail Sales	1997		2002		2007		Est. Breakout
Revenue/Capita	NA ^{1/}	\$3.50/1,000	\$3.90/1,000	Local	75%		
	\$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 ^{1/}	5,455.6	NA ^{1/}	5,455.6	6,479.5	3.5%
EBI ^{2/}	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		8	11	13	15	28
Tot 12+	7.5		53.6	60.3	61.1	12.9	74.0
Avg 12+	1.5		6.7	5.5	4.7	0.9	2.6
Tot LCS	10.1		72.4	81.5	82.6	17.4	100.0
Avg LCS	2.0		9.1	7.4	6.4	1.2	3.6

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

Market: Huntsville, AL

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)									
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
WEUZ	Minor Hill	A	92.1	2.6	479	d	Batts, H & Caples, V	83	9402	310		Urban			0.4	0.0	0.2	0.4	0.0	0.0	1.1	0.2	0.0		
WWXQ	Trinity	A	92.5	3.1	423	c	Clear Channel Comm	92	0008		g	Oldies	350	0.92	2.0	1.7	0.9	1.7	1.7	1.8	1.1	1.4	2.1		
• WUSX	Tullahoma	C1	93.3	100.0	981	b	Cumulus Bcstg Inc	62	0306		st	Country	425	1.24	1.8	1.1	1.3	1.1	1.5	1.2	1.1	1.6	3.2		
WXQW	Meridianville	A	94.1	0.4	1155	c	Clear Channel Comm	95	0008		g	Oldies	225	0.45	2.6	3.1	1.7	2.9	2.3	2.7	1.1	1.7	1.5		
WRTT	Huntsville	C2	95.1	12.0	909	a	BCA Media LLC	60	0004		na	Adult Rock	1,250	0.75	8.7	5.7	5.9	6.3	6.9	6.7	6.3	6.6	6.5		
WRSA	Decatur	C	96.9	100.0	1011		NCA Inc	65	1965			Lite AC	1,325	0.95	7.3	4.2	4.9	8.2	4.8	4.8	4.9	7.9	6.5		
WAHR	Huntsville	C	99.1	100.0	984	a	BCA Media LLC	59	9906	11,250		AC	3,000	1.28	12.3	8.2	8.3	7.4	9.6	10.4	8.7	8.7	9.9		
WRJL	Eva	A	99.9	6.0	328		French, Jo & Rolland	96				Gospel	175	0.61	1.5	0.8	0.8	1.5	1.0	1.2	1.5	0.9	0.4		
WDRM	Decatur	C1	102.1	100.0	981	c	Clear Channel Comm	51	0008		g	Country	5,300	1.33	20.8	14.9	18.0	13.0	12.7	15.4	19.2	16.3	15.7		
WEUP	Moulton	C3	103.1	11.5	492	d	Batts, H & Caples, V	91	9907	775	c1	Urban AC	1,475	0.63	12.2	9.0	10.2	8.8	8.8	9.6	9.3	9.6	10.3		
• WZYP	Athens	C	104.3	100.0	1116	b	Cumulus Bcstg Inc	58	0307		st	Top 40	1,850	1.05	9.2	5.7	7.0	7.1	7.3	6.2	6.3	8.2	7.9		
WQAH	Addison	A	105.7	6.0	328		Abercrombie, Alvin	99				Country	200	0.55	1.9	1.9	2.3	2.3	1.9	1.6	0.8	1.6	1.1		
WTAK	Hartselle	C3	106.1	5.4	725	c	Clear Channel Comm	92	0008		g	Clsc Rock	1,000	0.97	5.4	4.8	4.4	4.6	4.2	4.6	4.0	3.7	3.7		
# FM Stations -					13	# Combos -					10	FM TOTALS					86.1	61.1	65.9	65.3	62.7	66.2	65.4	68.4	68.8

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)									
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001		
• WUMP	Madison	D	730	1.0	0.13	b	Cumulus Bcstg Inc	83	0306		st	Sports	75	0.39	1.0	1.0	1.1	1.5	0.8	0.0	1.1	1.0	0.9		
• WVNN	Athens	D	770	7.0	0.25	b	Cumulus Bcstg Inc	48	0307		st	News/Talk	500	0.59	4.4	4.6	4.5	4.0	3.1	3.0	3.2	4.0	2.6		
WHOS	Decatur	D	800	1.0	0.22	c	Clear Channel Comm	48	0008		g	News	50		0.3	0.0	0.4	0.4	0.4	0.4	0.2	0.0	0.0		
• WYAM	Hartselle	D	890	2.5	0.00		Decatur Communicatio	56	0305 p	60	+	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	68	9701	110		Gospel	200	0.62	1.7	1.3	0.4	0.6	0.4	2.7	1.1	0.9	0.0		
WKAC	Athens	D	1080	5.0	0.00		Limestone Bcstg Co	64				Span/Oldes	25		0.2	0.8	0.0	0.0	0.6	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	c	Clear Channel Comm	37	0008		g	News	175	0.65	1.4	0.8	0.9	1.9	1.3	1.1	0.6	1.4	0.7		
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	0.0	0.0	0.4	0.0	0.3	0.6		
WAJF	Decatur	C	1490	1.0	1.00		WAJF Inc	53	0301	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	2.1	0.9	1.5	1.2	2.1	1.1	0.9	1.5		
WEUP	Huntsville	B	1600	5.0	0.50	d	Batts, H & Caples, V	58	8709	855		Black Gospl	575	0.97	3.1	2.1	2.5	1.5	2.3	1.6	3.0	2.4	3.2		
WEUV	Huntsville	B	1700	10.0	1.00	d	Batts, H & Caples, V	00				Black Gospl				0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					15	# Combos -					7	AM TOTALS					14.0	12.9	10.7	11.4	10.1	11.3	10.3	10.9	9.5
AM & FM Stations Profiled -					28	# Duopolies -					8	Total Local Commercial Share					74.0	76.6	76.7	72.8	77.5	75.7	79.3	78.3	

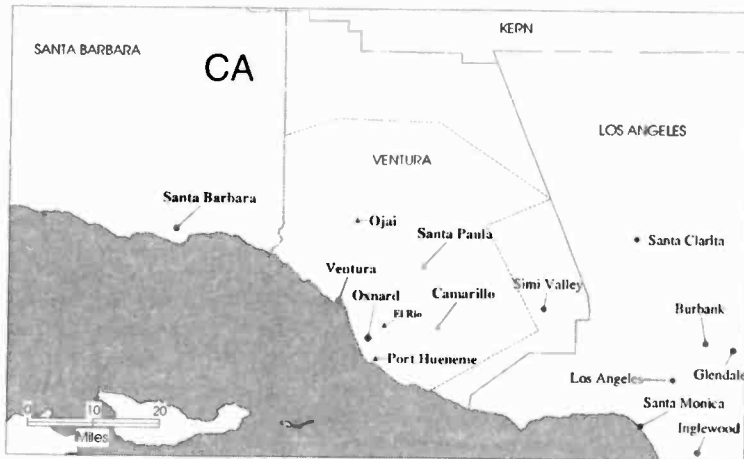
• Indicates a change since last edition

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)

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>
	\$14,500	\$14,700	\$15,700	\$18,000	\$18,100	\$19,600	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>
	8.3%	\$20,600	\$22,100	\$23,300	\$24,600	\$25,800	5.7%

Revenue/Retail Sales Revenue/Capita	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout Local 85% National 15%
	NA ^{1/}	\$2.98/1,000	\$2.86/1,000	
	\$32.96	\$41.90	\$52.06	

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

MSA Population	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
	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 ^{1/}	6,568.0	NA ^{1/}	6,568.0	9,022.5	6.6%
EBI ^{2/}	7,034.0	9,249.4	5.6%	9,249.4	11,460.0	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)	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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	5		9	10	5	15
Tot 12+	18.5	20.7		38.1	39.2	8.0	47.2
Avg 12+	3.7	4.1		4.2	3.9	1.6	3.1
Tot LCS	39.2	43.9		80.7	83.1	16.9	100.0
Avg LCS	7.8	8.8		9.0	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.

Market: Oxnard-Ventura, CA

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KBBY	Ventura	B	95.1	12.5	876	a	Cumulus Bcstg Inc	62	0010		g3	AC	2,800	1.24	11.5	5.8	5.4	5.0	6.3	4.8	3.6	5.5	3.4			
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	1.8	1.5	2.5	2.8	3.0	2.9	2.8	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	2.2	2.9	2.3	2.8	1.3	1.6	2.2	3.7			
KDAR	Oxnard	B1	98.3	1.5	1289		Salem Comm Corp	48				Chrst/Talk	1,200	2.55	2.4	1.1	0.8	0.9	1.5	0.9	1.4	2.2	1.2			
KHAY	Ventura	B	100.7	39.0	1211	a	Cumulus Bcstg Inc	62	0010		g3	Country	2,825	1.21	11.9	4.4	4.8	4.6	7.2	5.5	7.7	5.6	6.6			
KXLM	Oxnard	A	102.9	5.5	112	c	Lazer Bcstg Corp	91				Mexican	1,475	0.54	14.0	6.7	6.7	6.6	7.2	4.7	5.7	8.1	6.0			
KMLA	El Rio	A	103.7	0.5	807	b	Gold Coast Radio	96				Mexican	1,300	0.75	8.8	5.6	4.0	5.3	3.3	3.8	3.1	4.6	3.1			
• KCAQ	Oxnard	B	104.7	4.0 cp	1595	b	Point Bcstg Co	58	9608	3,650	c2	CHR	2,700	1.17	11.8	7.6	7.3	6.9	4.6	7.0	6.8	5.5	8.4			
• KFVY	Ojai	A	105.5	0.3	1437	b	Point Bcstg Co	72	9709	2,000	c1	CHR/Rhymc	1,250	1.45	4.4	0.9	1.9	2.3	2.0	2.9	1.4	2.8	2.4			
KSSC	Ventura	A	107.1	0.4	1296		Entravision Comm Co	89	0304		g	Span/CHR	100	0.09	5.4	3.1	3.3	2.5	2.8	2.3	2.9	2.0	3.0			
# FM Stations -															10	# Combos -		8	FM TOTALS							
															80.8	39.2	38.6	38.9	40.5	36.2	37.1	41.3	40.8			

AM Stations

Calle	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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KOXR	Oxnard	B	910	5.0	1.00	c	Lazer Bcstg Corp	55	9903	370		Span/Mexcn	325	0.61	2.7	0.9	1.2	1.2	1.5	1.3	1.3	2.2	1.3			
KKZZ	Santa Paula	C	1400	1.0	1.00	b	Point Bcstg Co	48	9502		c3	Adlt Stndrd	800	0.52	7.8	2.4	2.3	3.5	4.2	3.2	2.5	2.2	4.4			
KVEN	Ventura	C	1450	1.0	1.00	a	Cumulus Bcstg Inc	48	0010		g3	Oldies	700	1.49	2.4	1.3	1.2	1.4	0.9	1.1	1.4	1.3	1.6			
KVTA	Port Hueneme	B	1520	10.0	1.00	b	Point Bcstg Co	58	9608		c2	Talk	650	0.92	3.6	2.5	1.7	1.8	1.7	2.5	2.3	1.2	1.2			
KUNX	Ventura	B	1590	5.0 cp	5.00	b	Point Bcstg Co	47	9905		c1	Span/Talk	800	1.51	2.7	0.9	1.2	0.9	1.8	1.8	2.3	1.2	2.6			
# AM Stations -															5	# Combos -		5	AM TOTALS							
AM & FM Stations Profiled -															15	# Duopolies -		5	Total Local Commercial Share							
															19.2	8.0	7.6	8.8	10.1	9.9	9.8	8.1	11.1			
															47.2	46.2	47.7	50.6	46.1	46.9	49.4	51.9				

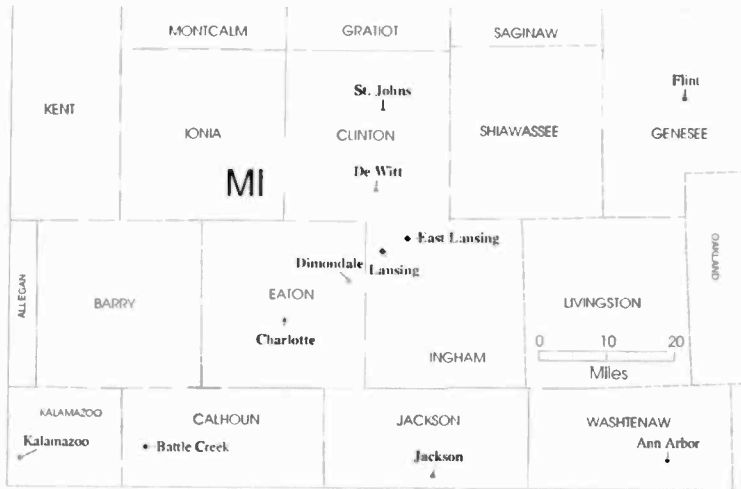
• Indicates a change since last edition

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
Total	448.8

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>
	\$15,700	\$18,900	\$19,800	\$23,200	\$21,800	\$23,700	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>
	8.7%	\$25,000	\$26,800	\$28,300	\$29,800	\$31,300	5.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$4.55/1,000	\$5.40/1,000	Local	80%		
	\$35.02	\$52.81	\$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 ^{1/}	5,208.6	NA ^{1/}	5,208.6	5,798.2	2.2%
EBI ^{2/}	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

FM Classes	<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	6		10	10	7	17
Tot 12+	17.8	40.5		58.3	58.3	12.3	70.6
Avg 12+	4.5	6.8		5.8	5.8	1.8	4.2
Tot LCS	25.2	57.4		82.6	82.6	17.4	100.0
Avg LCS	6.3	9.6		8.3	8.3	2.5	5.9

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

Some stations also rated in Battle Creek.

Market: Lansing-East Lansing, MI

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)										
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001			
WWDX	St. Johns	A	92.1	4.0	400	b	Rubber City Radio	72	0010		d1	Modern Rock	600	0.42	6.1	4.8	4.5	3.1	4.7	3.3	4.6	4.7	4.8			
WQTX	Charlotte	A	92.7	1.5	466	b	Rubber City Radio	65	0103	600		Sprts/Talk	500	1.32	1.6	1.9	1.5	1.7	1.1	1.1	1.3	1.0	0.9			
WVIC	Jackson	B	94.1	40.0	551	b	Rubber City Radio	55	0010	10,500	d1	Rock	1,150	0.97	5.0	3.8	3.0	3.9	2.5	4.4	3.8	3.5	4.2			
WMMQ	East Lansing	B	94.9	50.0	492	d	Citadel Bcstg Corp	63	0008		g1	Clsc Rock	3,600	1.60	9.5	8.0	6.0	5.6	6.5	7.0	6.5	6.8	6.0			
• WOHH	Dewitt	A	96.5	6.0	322	a	Mid-Michigan FM Inc	91				Urban	625	0.42	6.3	4.8	4.9	4.2	5.4	3.9	5.3	3.3	3.3			
WJIM	Lansing	B	97.5	45.0 cp	512	d	Citadel Bcstg Corp	60	0008		g1	Oldies	3,200	1.13	11.9	6.9	7.9	8.5	6.8	8.9	10.1	8.0	5.5			
WFMK	East Lansing	B	99.1	28.0	600	d	Citadel Bcstg Corp	59	0008		g1	AC	4,800	1.86	10.9	8.8	9.0	9.8	7.5	7.6	6.9	8.8	8.6			
WITL	Lansing	B	100.7	26.5	643	d	Citadel Bcstg Corp	64	0008		g1	Country	3,700	1.08	14.4	8.4	8.3	11.4	9.9	11.4	9.9	9.7	9.3			
WHZZ	Lansing	A	101.7	4.1	397	c	MacDonald Bcstg Co	67	8903	2,150	c1	CHR	1,850	0.72	10.8	6.3	8.3	6.9	8.3	6.8	6.9	8.6	10.1			
WJXQ	Jackson	B	106.1	50.0	489	b	Rubber City Radio	76	0010		d1	AOR	2,100	0.84	10.5	4.6	5.8	7.3	7.5	8.9	6.7	6.8	6.2			
# FM Stations -															10	# Combos -		10	FM TOTALS							
															87.0	58.3	59.2	62.4	60.2	63.3	62.0	61.2	58.9			

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)										
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001			
WVFN	East Lansing	D	730	0.5	0.05	d	Citadel Bcstg Corp	65	0008		g1	Sprts/Talk			1.1	1.0	0.9	0.8	0.9	0.6	0.8	0.8	2.2			
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	0.6	0.0	0.0	1.8	0.9	0.0	0.0	0.4			
WJIM	Lansing	C	1240	0.9	0.89	d	Citadel Bcstg Corp	34	0008		g1	News/Talk	1,300	1.12	4.9	6.5	5.1	2.7	3.4	3.7	2.7	4.1	4.2			
WILS	Lansing	B	1320	5.0	1.00	c	MacDonald Bcstg Co	47	8903		c1	Nostalgia			5.6	4.2	2.8	3.7	3.9	4.1	3.6	4.3	4.9			
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	0.0	0.0	0.4	0.0	0.0	0.6	0.7			
# AM Stations -															7	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -															17	# Duopolies -		5	Total Local Commercial Share							
															12.9	12.3	8.8	7.2	10.4	9.3	7.1	9.8	12.4			
															70.6	68.0	69.6	70.6	72.6	69.1	71.0	71.3				

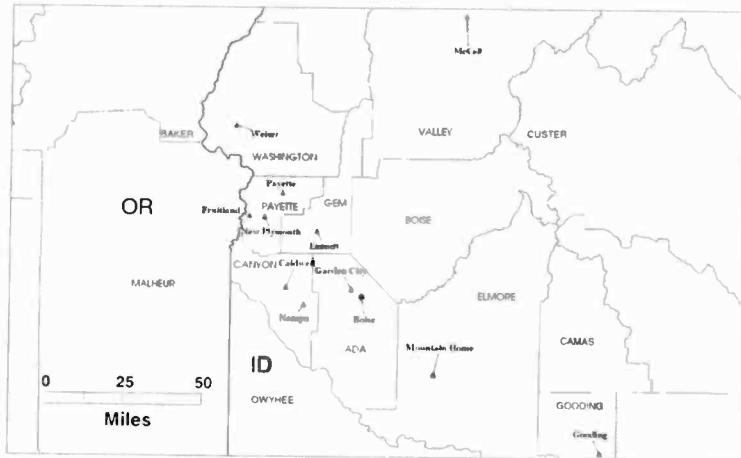
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 121

Revenue Rank: 92

Boise, ID Market Overview



Metro Counties / Population (000)

Ada, ID	315.9
Canyon, ID	139.0
Total	454.9

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$16,400	\$17,800	\$19,500	\$23,100	\$21,400	\$22,300
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.2%	\$23,600	\$25,100	\$26,600	\$28,100	\$29,500	5.7%

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout	
		NA ^{1/}	\$3.33/1,000	\$3.13/1,000	Local
	\$43.43	\$49.02	\$57.45	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	377.6	454.9	3.8%	454.9	513.5
Households	138.6	166.8	3.8%	166.8	188.5	2.5%
Retail Sales	NA ^{1/}	6,696.8	NA ^{1/}	6,696.8	9,422.9	7.1%
EBI ^{2/}	6,096.8	7,773.3	5.0%	7,773.3	10,702.0	6.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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
Total	454.9	86.3	42.5	48.0	68.0	69.5	61.3	79.4
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			18	12	18	9	27
Tot 12+			67.7	63.1	67.7	17.1	84.8
Avg 12+			3.8	5.3	3.8	1.9	3.1
Tot LCS			79.8	74.4	79.8	20.2	100.0
Avg LCS			4.4	6.2	4.4	2.2	3.7

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

Market: Boise, ID

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KIZN	Boise	C	92.3	48.0	2717	d	Citadel Bcstg Corp	68	9801		d4	Country	2,200	1.32	7.5	7.3	6.2	5.3	7.2	6.5	6.8	7.4	5.8		
KZMG	New Plymouth	C	93.1	48.0	2717	d	Citadel Bcstg Corp	82	9801		d4	CHR	1,175	0.96	5.5	4.8	5.7	4.9	4.2	4.5	3.7	4.6	5.7		
● KBXL	Caldwell	C	94.1	40.0	2635	e	KSPD Inc	61	8906	200		Chrst/Talk	125	0.56	1.0	0.4	1.3	0.9	0.8	1.1	0.8	0.4	1.4		
KRVB	Nampa	C	94.9	49.0	2694	c	Journal Bcst Group	75	0004	3,750		Rock	625	0.78	3.6	3.1	3.4	3.2	2.8	3.6	3.7	2.8	2.3		
KKGL	Nampa	C	96.9	48.0	2717	d	Citadel Bcstg Corp	77	9801		d4	Clsc Rock	1,825	1.15	7.1	5.9	3.8	6.4	5.4	6.3	4.5	4.3	3.3		
KQFC	Boise	C	97.9	48.0	2717	d	Citadel Bcstg Corp	60	9801		d4	Country	2,025	1.34	6.8	6.5	7.0	4.1	7.2	5.4	5.1	8.5	5.5		
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	Amer General Media	82	0304 p		g3	80s Hits	500	1.18	1.9	1.3	0.6	1.7	1.4	1.8	1.9	2.0	3.8		
KWEI	Fruitland	C1	99.5	8.0	2635		Treasure Valley Bctg	94				Spar/AC	375	1.40	1.2	0.6	0.4	1.9	0.0	0.7	1.0	0.4	0.4		
KQXR	Payette	C1	100.3	100.0	709	c	Journal Bcst Group	78	9807		g1	Alternative	850	0.52	7.4	6.3	5.5	5.1	7.2	7.8	6.6	7.8	7.3		
● KHJR	Gooding	C	100.7	80.0	2192	f	Amer General Media	95	0304 p		g3	70s Oldies	300	1.22	1.1	1.3	0.6	0.9	1.0	1.1	0.4	0.7	0.4		
● KJHY	Emmett	C	101.9	57.0	2533	a	First Western Inc	73	0305 p	1,050	1	Span/Varty	325	0.86	1.7	1.0	0.6	2.1	0.8	0.9	1.9	0.9	0.4		
KSAS	Caldwell	C	103.3	54.0	2579	b	Clear Channel Comm	82	9905		g2	Top 40	1,300	0.99	5.9	5.0	4.2	4.1	5.8	7.4	7.0	5.0	3.1		
KLTB	Boise	C	104.3	52.0	2579	b	Clear Channel Comm	79	9905		g2	Oldies	2,000	1.00	9.0	6.3	5.1	5.8	9.3	8.1	6.8	7.2	8.3		
KJOT	Boise	C	105.1	53.0	2589	c	Journal Bcst Group	79	9807		g1	Rock	1,200	0.93	5.8	3.6	2.1	5.3	4.4	3.8	5.3	6.9	5.3		
KCIX	Garden City	C	105.9	49.0	2700	b	Clear Channel Comm	85	9905		g2	AC	1,500	1.27	5.3	3.6	3.4	4.9	4.0	2.5	3.1	2.0	3.2		
KTHI	Caldwell	C	107.1	52.0 cp	2579	c	Journal Bcst Group	83	9807		g1	AC	700	1.01	3.1	7.1	4.2	3.4	1.8	2.5	3.1	4.1	3.6		
KXLT	Eagle	C	107.9	45.0	2684	b	Clear Channel Comm	94	9905		g2	Soft AC	1,650	1.16	6.4	3.6	5.7	5.8	4.8	4.3	5.6	5.2	6.8		
# FM Stations -					18	# Combos -					17	FM TOTALS					80.3	67.7	59.8	65.8	68.1	68.3	67.3	70.2	66.6

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KIDO	Nampa	B	580	5.0	5.00	b	Clear Channel Comm	20	9905		g2	News/Talk	1,350	0.93	6.5	3.8	5.9	5.3	5.6	4.5	7.8	5.9	7.7		
KFXD	Boise	B	630	5.0	5.00	b	Clear Channel Comm	28	9905		g2	Country	225	0.35	2.9	2.9	2.3	2.3	2.6	2.2	2.1	2.6	1.8		
KBOI	Boise	B	670	50.0	50.00	d	Citadel Bcstg Corp	47	9801		d4	News/Talk	1,450	1.25	5.2	4.4	6.4	4.5	4.2	3.4	4.3	3.0	4.8		
KSPD	Boise	D	790	1.0	0.06	e	KSPD Inc	59	8303	200		Chrst/Talk				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KKIC	Boise	D	950	3.5	0.04	a	First Western Inc	61	0305 p	150		Christian				0.0	0.0	0.0	0.0	0.0	0.6	0.4	0.0		
KBGN	Caldwell	D	1060	10.0	0.00		Wilson, N. & K.	60	8909	188		Christian			0.4	0.4	0.4	0.6	0.0	0.7	0.6	0.0	0.6		
KGEM	Boise	B	1140	10.0	10.00	c	Journal Bcst Group	46	9807		g1	Adlt Stndrd	150	0.26	2.6	3.1	4.7	2.1	2.2	3.8	3.3	3.3	3.6		
KTIK	Nampa	B	1350	5.0	0.60	d	Citadel Bcstg Corp	62	0304	750		Sprts/Talk	400	0.90	2.0	2.1	2.3	1.9	1.4	1.3	1.0	1.3	2.2		
● KCID	Caldwell	C	1490	1.0	1.00	c	Journal Bcst Group	47	9807		g1	Oldies	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4		
# AM Stations -					9	# Combos -					8	AM TOTALS					19.6	17.1	22.0	16.7	16.0	15.9	19.7	16.5	21.1
AM & FM Stations Profiled -					27	# Duopolies -					11	Total Local Commercial Share					84.8	81.8	82.5	84.1	84.2	87.0	86.7	87.7	

● 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 NA ^{1/}	2002 \$3.64/1,000	2007 \$3.64/1,000			Est. Breakout	
Revenue/Capita	\$39.22	\$40.92	\$49.88			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	425.8	461.9	1.6%	461.9	499.2
Households	138.5	149.2	1.5%	149.2	159.1	1.3%
Retail Sales	NA ^{1/}	5,190.7	NA ^{1/}	5,190.7	6,835.3	5.7%
EBI ^{2/}	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	7		14	18	7	25
Tot 12+	32.5	30.6		62.2	63.1	7.9	71.0
Avg 12+	3.0	4.4		4.4	3.5	1.1	2.8
Tot LCS	45.8	43.1		87.6	88.9	11.1	100.0
Avg LCS	4.2	6.2		6.3	4.9	1.6	4.0

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

Some stations also rated in Stockton and Merced.
ARB 12+ Metro Shares (see rights)

Competitive Overview

Market: Modesto, CA

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• KOSO	Patterson	B	93.1	50.0	492	b	Clear Channel Comm	66	0008		g1	Modern AC	1,800	1.32	7.2	6.1	6.2	5.4	4.4	5.6	6.8	6.7	5.0		
KEJC	Modesto	A	93.9	4.0	404		Modesto Comm Corp		99			Country	700	1.00	3.7	5.0	2.3	2.5	2.5	3.2	4.7	1.3	1.8		
KHOP	Oakdale	B	95.1	29.5	633	d	Citadel Bcstg Corp	85	9703	5,000		Hot AC	1,500	1.94	4.1	4.6	3.9	2.3	3.2	5.2	5.5	5.0	4.6		
KBYN	Arnold	A	95.9	0.8 cp	886	a	Gomez, Nelson F.	95	9802	300		Span/Mexcn	500	0.83	3.2	0.9	1.2	0.7	3.6	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	0.0	2.8	2.8	3.0	2.4		
KMRQ	Manteca	A	96.7	1.5	466	b	Clear Channel Comm	79	0008		g	Rock	1,875	1.18	8.4	7.2	6.6	5.8	5.5	5.2	1.3	3.4	5.0		
KTSE	Patterson	A	97.1	1.4	495	g	Entravision Comm Co	96	0008		g3	Spanish AC	600	1.32	2.4	2.4	1.2	2.0	1.3	0.8	2.3	1.5	1.3		
KABX	Merced	B	97.5	8.8	1161	g	Mapleton Comm	36	0205	See (189)		Oldies	n/a		4.2	1.8	1.6	3.6	2.1	2.4	3.0	2.5	2.9		
KWNN	Turlock	A	98.3	2.0	390		Citadel Bcstg Corp	78	0302 p		g	CHR	875	0.54	8.6	4.6	6.8	6.7	4.9	6.0	4.3	6.1	6.3		
KCVR	Columbia	A	98.9	6.0	328	g	Entravision Comm Co	95	0008		g3	Span/Nstlg	550	1.08	2.7	1.7	1.4	1.8	1.9	1.6	0.8	1.1	0.8		
KMIX	Tracy	A	100.9	6.0	328	g	Entravision Comm Co	66	0008			Span/Mexcn	n/a		8.1	2.6	2.5	5.9	5.1	3.4	2.8	1.5	2.5		
KJSN	Modesto	A	102.3	6.0	289	b	Clear Channel Comm	77	0008		g1	Soft AC	1,975	1.15	9.1	5.9	6.2	6.8	5.5	4.4	6.4	7.8	7.0		
KATM	Modesto	B	103.3	50.0	499	d	Citadel Bcstg Corp	48	9212		g2	Country	4,775	1.63	15.5	8.3	8.9	10.1	10.8	9.7	11.5	13.3	12.7		
KDJK	Mariposa	A	103.9	0.1	2047	d	Citadel Bcstg Corp	92	9308		g	Clsc Hits			0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0		
KHKK	Modesto	B	104.1	50.0	499	d	Citadel Bcstg Corp	49	9308		g	Clsc Hits	1,700	1.20	7.5	7.6	5.4	5.4	4.7	4.8	5.5	6.1	5.6		
KHTN	Los Banos	B	104.7	50.0	469	e	Buckley Bcstg Corp	66	9508	See (189)		Rhymc/CHR	n/a		3.3	2.2	3.5	2.5	1.9	3.0	2.1	1.9	2.2		
KRVR	Copperopolis	A	105.5	1.0	781	c	Threshold Comm		94			Smooth Jazz	850	1.00	4.5	2.2	1.7	3.1	3.0	2.4	1.3	2.1	3.3		
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 -					18	# Combos -					14	FM TOTALS					92.7	63.1	59.4	64.6	60.6	60.5	61.1	63.5	63.4

AM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KCBC	Riverbank	B	770	50.0	1.00		Crawford Bcstg Co		87			Christian	100		0.3	0.0	0.0	0.4	0.0	0.6	0.0	0.0	0.3		
KTRB	Modesto	B	860	50.0	10.00		Pappas Telecasting	33	0005	9,000		News/Talk	150		0.3	0.0	0.0	0.0	0.4	0.8	0.6	0.4	1.1		
• KVIN	Ceres	B	920	0.5	2.50	c	Threshold Comm	63	0202	400		Adlt Stndrd	225	0.41	2.9	1.5	2.5	2.2	1.7	0.6	0.0	0.0	0.0		
KESP	Modesto	B	970	1.0	1.00	d	Citadel Bcstg Corp	51	9212		g2	Sports	250		0.5	1.5	1.2	0.0	0.6	0.0	0.9	0.6	0.4		
KFIV	Modesto	B	1360	4.0 cp	0.95	b	Clear Channel Comm	50	0008		g	News/Talk	325	0.52	3.3	4.1	2.3	2.0	2.5	3.0	2.5	1.3	3.9		
• KLOC	Turlock	B	1390	5.0	5.00	c	Gomez, Nelson F.	49	0305	500		Mexican	150			0.6	0.2	0.0	0.0	0.8	1.3	2.5	0.9		
KCVR	Lodi	B	1570	5.0	0.50	f	Entravision Comm Co	46	0008			Span/Nstlg	n/a			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					7	# Combos -					4	AM TOTALS					7.3	7.9	6.2	4.6	5.2	5.8	5.3	4.8	6.6
AM & FM Stations Profiled -					25	# Duopolies -					7	Total Local Commercial Share					71.0	65.6	69.2	65.8	66.3	66.4	68.3	70.0	

• 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
Total	445.3

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$18,300	\$20,600	\$20,800	\$21,400	\$22,000	\$23,400	5.0%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.4%	\$24,800	\$26,500	\$28,000	\$29,500	\$31,000	5.8%

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout
	NA ^{1/}	\$4.30/1,000	\$4.85/1,000	
	\$43.10	\$52.55	\$68.31	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	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 ^{1/}	5,444.6	NA ^{1/}	5,444.6	6,395.6	3.3%
EBI ^{2/}	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	2		15	16	17	14	31
Tot 12+	5.3		63.2	68.5	68.5	12.6	81.1
Avg 12+	2.7		4.2	4.3	4.0	0.9	2.6
Tot LCS	6.5		77.9	84.5	84.5	15.5	100.0
Avg LCS	3.3		5.2	5.3	5.0	1.1	3.2

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

Market: Jackson, MS

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)											
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001				
WHJT	Clinton	A	93.5	6.0	328		Miss College		74			1	ChrsContem	250	0.41	2.6	1.9	1.4	1.5	2.3	2.4	1.8	1.6	2.0			
WRXW	Pearl	C3	93.9	25.0	328	e	Backyard Bcstg	94	0207	4,830	d1	Rock	475	0.51	4.0	2.9	3.2	5.3	4.0	2.6	2.4	3.3	2.4				
WTYX	Jackson	C	94.7	100.0	1116	e	Backyard Bcstg	71	0207		d1	Clsc Rock	1,375	1.47	4.0	2.7	4.0	5.1	2.1	2.8	4.2	3.5	3.2				
● WDBT	Jackson	C0	95.5	100.0	1116	c	Clear Channel Comm	73	0008		g	1 CHR/Rhymc	1,250	0.97	5.5	2.9	3.8	3.4	3.1	4.8	4.8	4.3	4.8				
● WUSJ	Jackson	C0	96.3	100.0	cp	1283	a	New South Comm Inc	66	9907	5,500		Country	750	0.63	5.1	5.0	4.4	4.9	4.8	4.6	3.5	2.9	2.6			
WFMN	Flora	C3	97.3	20.5	cp	367		TeleSouth Comm Inc	97	9709		99	st News/Talk	400	0.59	2.9	2.9	3.0	2.8	2.3	3.0	2.0	1.8	2.4			
WRJH	Brandon	A	97.7	6.0	cp	308		On Top Comm Inc	74	0105		st	2 Urban	400	0.36	4.7	3.4	4.0	3.4	2.9	4.4	3.9	3.5	4.4			
● WJKK	Vicksburg	C1	98.7	52.0	cp	1283	a	New South Comm Inc	66	9512	1,620		Soft AC	800	0.88	3.9	4.4	2.8	3.6	3.5	3.2	2.6	2.9	3.8			
WJMI	Jackson	C	99.7	100.0		1060	d	Inner City Bcstg	67	0003		g1	Urban	2,500	0.88	12.2	10.5	11.3	10.6	9.1	9.7	9.8	9.4	11.3			
● WRTM	Port Gibson	C3	100.5	25.0		285		Commander Comm	99	9906	225	cp	3 Rhythm/Blue				0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0			
WJXN	Utica	C2	100.9	39.0	cp	551		Flinn Bcstg Corp	90	9801	800	2	Urban	150		0.7	2.7	1.6	0.9	1.2	0.6	0.4	0.0	0.0			
WYOY	Gluckstadt	C2	101.7	50.0		456	a	New South Comm Inc	76	9411	750	c2	CHR	1,375	1.25	4.7	3.0	2.8	2.6	3.7	3.8	3.3	3.7	3.6			
WMSI	Jackson	C	102.9	100.0		1887	c	Clear Channel Comm	48	0008		g	1 Country	4,650	2.18	9.1	8.6	7.3	7.4	6.7	6.9	7.0	7.6	8.5			
● WQJQ	Kosciusko	C1	105.1	100.0		981	c	Clear Channel Comm	65	0008		g3	1 Oldies	900	0.96	4.0	2.5	3.0	3.4	3.3	2.6	3.3	3.3	3.8			
WYJS	Pickens	C2	105.9	23.0	cp	735	d	Inner City Bcstg	80	0003		g2	80s Hits	200	0.43	2.0	2.9	0.8	1.1	1.2	1.4	1.5	2.0	1.6			
WSTZ	Vicksburg	C	106.7	85.0		1887	c	Clear Channel Comm	68	0008		g3	1 Clsc Rock	2,550	1.63	6.7	4.2	5.0	2.8	4.4	4.8	5.0	6.7	5.6			
WKXI	Magee	C1	107.5	100.0		951	d	Inner City Bcstg	70	0003		g1	Urban	3,100	1.26	10.5	8.0	8.9	7.8	7.7	7.1	9.9	7.8	8.7			
# FM Stations -																17	# Combos -		12	FM TOTALS							
																82.6	68.5	67.9	66.6	62.3	64.7	65.4	64.3	68.7			

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)											
				Day (kW)	Night (kW)											Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001				
WJDX	Jackson	B	620	5.0	1.00	c	Clear Channel Comm	29	0008		g3	1 Sports	425	1.14	1.6	1.7	1.2	1.3	1.2	0.8	1.3	1.6	0.8				
WWDF	Richland	D	720	5.0	0.00	b	Willis Bcstg Corp	91	9802	225		DARK			0.3	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			0.7	0.0	0.0	1.1	0.4	0.0	0.4	0.0	0.0				
WSLI	Jackson	B	930	5.0	5.00		Sportsrad Inc	38	0201	223		Sports	150		0.7	0.0	0.6	0.6	0.6	0.4	0.7	0.4	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	0.0	0.0	0.4	0.6	0.0	0.4	0.0	0.0				
WONG	Canton	D	1150	0.5	0.02		Williams, Marion R.	89	9908	50	na	Gospel/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	3.6	2.8	1.7	2.1	3.8	2.6	2.0	1.8				
WPBQ	Flowood	C	1240	0.9	0.00		Fulgham, William W.	98	9111	4		News/Talk	75		0.4	0.0	0.0	0.0	0.4	0.4	0.6	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	2.5	3.6	2.8	3.3	4.8	2.8	2.9	2.4				
WMGO	Canton	D	1370	1.0	0.03		WMGO Bcstg Corp	54	9305	90		AC/News	300	0.64	2.0	1.7	0.8	0.9	1.3	1.2	1.8	2.0	1.6				
WKXI	Jackson	C	1400	1.0	1.00	d	Inner City Bcstg	47	0003		g1	Urban/Oldes			0.7	0.8	0.6	0.6	1.0	0.6	0.0	0.6	0.0				
WJXN	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	2.3	2.2	2.5	3.1	2.8	2.2	3.1	2.4				
# AM Stations -																14	# Combos -		6	AM TOTALS							
AM & FM Stations Profiled -																31	# Duopolies -		9	Total Local Commercial Share							
																17.4	12.6	11.8	11.9	14.0	14.8	12.8	12.6	9.0			
																81.1	79.7	78.5	76.3	79.5	78.2	76.9	77.7				

● 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
Total	426.8

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>
	\$11,400	\$11,700	\$12,500	\$12,900	\$12,200	\$13,300	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>
	9.0%	\$14,000	\$15,000	\$15,900	\$16,700	\$17,600	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.20/1,000	\$3.52/1,000	Local	82%		
	\$28.72	\$31.16	\$38.14	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	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 ^{1/}	4,160.9	NA ^{1/}	4,160.9	5,001.3	3.7%
EBI ^{2/}	5,308.2	6,468.0	4.0%	6,468.0	8,176.2	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)	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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		11	11	12	9	21
Tot 12+	1.6		62.2	63.8	63.8	13.4	77.2
Avg 12+	1.6		5.7	5.8	5.3	1.5	3.7
Tot LCS	2.1		80.6	82.6	82.6	17.4	100.0
Avg LCS	2.1		7.3	7.5	6.9	1.9	4.8

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

Some stations also rated in Mobile.

Competitive Overview

Market: Pensacola, FL

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WBLX	Mobile	C	92.9	100.0	1555		Cumulus Bcstg Inc	73	9911	See (93)		Urban AC	n/a		11.5	13.0	10.2	7.8	9.4	9.4	12.4	11.4	12.2		
WMEZ	Pensacola	C0	94.1	100.0	1329	d	Pamal Broadcasting	60	0012	43,900	d1	AC	2,200	1.67	9.9	7.4	4.8	7.8	7.0	5.8	7.1	6.1	8.5		
WGXC	Navarre	C3	95.7	25.0	282	e	Satellite Radio Ntwk	99	9605	125	cp	Christian	75	0.35	1.6	3.0	1.1	1.6	0.8	2.2	1.0	0.8	0.0		
WRKH	Mobile	C	96.1	100.0	1342		Clear Channel Comm	64	9705			Clsc Rock	n/a		6.7	3.4	3.3	5.0	5.0	6.2	4.3	2.4	3.1		
WABB	Mobile	C	97.5	100.0	1552		Dittman Group	73				Adult CHR	n/a		5.8	4.8	3.3	5.2	3.4	4.8	7.1	7.1	6.9		
WMXC	Mobile	C	99.9	100.0	1755	a	Clear Channel Comm	47	9705			AC	n/a		6.0	4.4	3.3	3.8	5.2	2.6	2.7	2.8	3.1		
WJLQ	Pensacola	C	100.7	100.0	1555	c	Cumulus Bcstg Inc	65	9911	9,000	c1	Hot AC	750	1.17	4.8	3.2	3.3	3.2	4.0	4.2	2.7	2.8	3.2		
WTKX	Pensacola	C	101.5	100.0	1329		Clear Channel Comm	71	9712		g2	Rock	1,525	1.45	7.9	7.6	5.0	5.0	6.8	5.4	6.5	7.3	10.8		
WXBM	Milton	C	102.7	100.0	1329	d	Pamal Broadcasting	64	0012		d1	Country	4,400	1.93	17.1	11.2	13.9	12.4	13.2	12.2	12.9	12.8	10.2		
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	1.32	4.0	1.6	5.0	2.8	3.2	3.6	2.7	1.4	0.0		
WYCL	Pensacola	C	107.3	100.0	1408		Concord Media Group	76	0002	2,000		Oldies	925	0.89	7.8	4.2	6.1	6.4	5.2	6.4	4.7	5.7	5.5		
# FM Stations -					12	# Combos -					5	FM TOTALS					83.1	63.8	59.3	61.0	63.2	62.8	64.1	60.6	63.5

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WVTJ	Pensacola	D	610	0.5	0.00	e	Satellite Radio Ntwk	59	9808	130		Gospl/Talk			0.5	0.0	0.4	0.8	0.0	0.4	0.0	0.0	0.4		
WPNN	Pensacola	D	790	1.0	0.07		Schroeder, Gerald D	56	8106	350		News	150	0.70	1.6	1.0	1.3	1.0	1.4	0.6	0.8	0.6	0.4		
WRNE	Gulf Breeze	B	980	2.5	1.00		Media One Comm Inc	57	9010	284		Urb/Old/Gsp	325	0.56	4.4	2.8	3.3	4.2	2.4	4.2	3.3	5.3	3.6		
• WNVY	Cantonment	D	1090	10.0	0.00	e	Satellite Radio Ntwk	55	9705	12	+	Black Gospl	100	0.68	1.1	1.4	0.9	1.0	0.6	1.4	0.0	1.4	1.5		
WZNO	Pensacola	C	1230	1.0	1.00	e	Satellite Radio Ntwk	47	9701	85		Gospel				0.6	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	0.68	1.1	0.8	1.3	0.8	0.8	0.6	0.0	0.0	0.0		
WCOA	Pensacola	B	1370	5.0	5.00	c	Cumulus Bcstg Inc	26	9911		c1	Talk	1,200	1.33	6.8	5.8	5.9	4.4	5.8	5.2	6.3	4.9	6.2		
WBSR	Pensacola	C	1450	1.0	1.00		Easy Media Inc	46	8503	330		Soft AC	200	1.16	1.3	1.0	1.1	1.6	0.4	0.6	0.6	0.4	0.0		
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					16.8	13.4	14.2	13.8	11.4	13.0	11.0	12.6	12.1
AM & FM Stations Profiled -					21	# Duopolies -					5	Total Local Commercial Share					77.2	73.5	74.8	74.6	75.8	75.1	73.2	75.6	

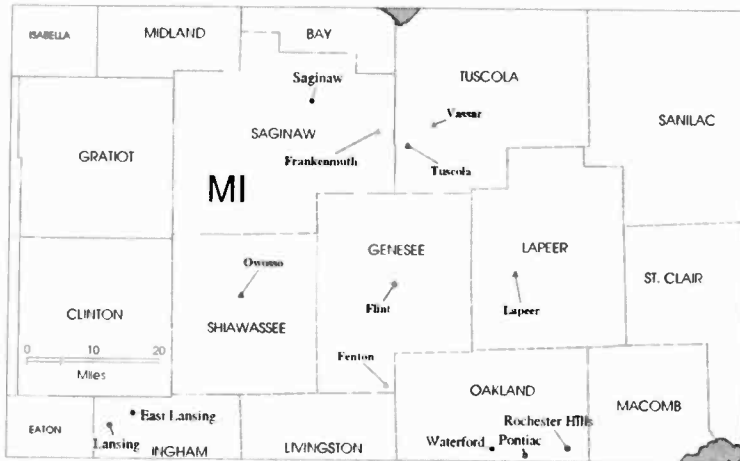
• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 125

Revenue Rank: 113

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	\$16,300	\$17,500	7.8%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.4%	\$18,600	\$20,000	\$21,200	\$22,400	\$23,500	6.1%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$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 ^{1/}	5,693.8	NA ^{1/}	5,693.8	6,365.9	2.3%
EBI ^{2/}	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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	3		8	9	8	17
Tot 12+	29.9	22.3		51.6	52.2	8.0	60.2
Avg 12+	5.0	7.4		6.5	5.8	1.0	3.5
Tot LCS	49.7	37.0		85.7	86.7	13.3	100.0
Avg LCS	8.3	12.3		10.7	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 Saginaw.

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WDZZ	Flint	A	92.7	3.0	256	c	Cumulus Bcstg Inc	79	0010		g1	Urban AC	3,900	1.15	19.3	9.1	8.7	10.1	12.5	11.2	11.9	10.8	9.8			
• WRCL	Frankenmuth	A	93.7	3.5 cp	436	b	Regent Comm	01	0111		g	AC	100	0.16	3.5	6.4	4.0	4.1	0.0	0.0	0.0	0.0	0.0			
WFBE	Flint	B	95.1	50.0	243	a	Citadel Bcstg Corp	53	0003		g3	Country	1,600	0.82	11.1	4.2	7.8	6.5	6.5	6.2	6.3	7.0	7.2			
WOWE	Vassar	A	98.9	3.0	328		Shumpert, Michael	90				R&B Oldies	400	0.36	6.3	2.4	3.5	3.7	3.7	2.5	2.6	4.0	3.8			
• WWBN	Tuscola	A	101.5	1.8	489	b	Regent Comm	87	9806		g2	AOR/CIRck	1,100	0.95	6.6	5.8	4.5	4.6	3.1	4.3	2.9	3.1	4.9			
WQUS	Lapeer	A	103.1	3.0	299	b	Regent Comm	68	0209	1,300	c1	Rock	675	1.84	2.1	0.6	0.5	0.7	1.8	2.0	0.9	1.3	1.0			
WRSR	Owosso	A	103.9	2.9	482	c	Cumulus Bcstg Inc	65	0010		g1	Clsc Rock	1,000	0.71	8.1	5.6	5.6	4.4	5.1	5.7	4.4	1.5	2.1			
WWCK	Flint	B1	105.5	25.0	328	c	Cumulus Bcstg Inc	64	0010		g1	Top 40	2,600	1.19	12.5	5.4	6.0	6.5	8.2	8.9	7.5	8.8	10.7			
WCRZ	Flint	B	107.9	50.0	331	b	Regent Comm	61	9806		g2	AC	4,050	1.36	17.0	12.7	12.2	9.9	10.0	9.8	10.1	9.5	9.3			
# FM Stations -															9	# Combos -		8	FM TOTALS							
															86.5	52.2	52.8	50.5	50.9	50.6	46.6	46.0	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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WSNL	Flint	B	600	1.0	0.24		Midwest Bcstg Corp	46	9301	400		ChrsContem	200			0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WFDF	Flint	B	910	5.0	1.00		ABC Radio Inc	22	0207	3,000		Children	600	1.07	3.2	0.0	0.4	1.7	2.0	2.0	2.4	2.8	3.1			
WCXI	Fenton	B	1160	1.0	1.00		Birach Bcstg Corp	85	9910	708		Country	300	0.90	1.9	1.0	1.3	1.2	1.0	1.6	0.7	1.1	0.0			
WTRX	Flint	B	1330	5.0	1.00	a	Citadel Bcstg Corp	47	0011	180		Sprts/Talk	200	0.71	1.6	0.8	0.9	0.9	1.0	1.1	0.6	0.4	0.6			
WFLT	Flint	D	1420	0.5	0.14		Christian Evangelicl	55	9107	225		Gospel	400	0.63	3.6	2.0	1.8	2.6	1.6	1.2	2.2	1.5	2.1			
WFNT	Flint	B	1470	5.0	1.00	b	Regent Comm	53	9806		g2	Adlt Stndrd	200	0.48	2.4	2.4	1.5	1.0	1.8	1.4	1.8	1.1	2.0			
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	1.0	0.9	0.0	1.0	0.0	0.0	0.0	0.0			
# AM Stations -															8	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -															17	# Duopolies -		4	Total Local Commercial Share							
															13.5	8.0	6.8	7.4	8.4	7.3	7.7	6.9	7.8			
															60.2	59.6	57.9	59.3	57.9	54.3	52.9	56.6				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 126

Revenue Rank: 160

Ft. Collins-Greeley, CO Market Overview



Metro Counties / Population (000)

Larimer, CO	263.9
Weld, CO	146.2
Total	410.1

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>
	\$8,700	\$9,700	\$11,700	\$13,100	\$12,000	\$12,100	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>
	0.8%	\$12,800	\$13,700	\$14,400	\$15,200	\$15,900	5.6%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA ^{1/}	\$2.16/1,000	\$1.98/1,000	Local	80%		
	\$25.62	\$29.50	\$34.36	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	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 ^{1/}	5,595.1	NA ^{1/}	5,595.1	8,048.0	7.5%
EBI ^{2/}	4,852.1	7,499.3	9.1%	7,499.3	10,864.1	7.7%

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)	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

<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			8	6	8	8	16
Tot 12+			25.6	24.8	25.6	4.9	30.5
Avg 12+			3.2	4.1	3.2	0.6	1.9
Tot LCS			83.9	81.3	83.9	16.1	100.0
Avg LCS			10.5	13.6	10.5	2.0	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 Cheyenne & Denver.
ARB 12+ Metro Shares (see rights)

FM Stations														2002 Est		Avg '02	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	Revenue (000)1/	Power Ratio	Local Comm	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• KKQZ	Wellington	C3	94.3	8.7	551	b	Regent Comm	02	0302		g2	Clisc Rock				0.8	0.4	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		CHR	1,400	0.79	14.6	4.7	4.9	3.3	3.8	3.9	1.5	2.1	2.3		
• KQLF	Cheyenne	C1	97.9	100.0 cp	810	a	Clear Channel Comm	68	9905		g2	AC	300			3.3	2.7	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		Country	2,700	0.80	27.9	7.2	8.4	6.7	6.8	8.1	5.4	7.1	7.2		
	KKPL	Cheyenne	C2	99.9	50.0	492	b	Regent Comm	97	0301 p		Alternative	200	1.38	1.2	1.6	1.0	0.5	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)		Country	n/a			0.0	0.0	0.0	0.0	1.2	1.5	0.0	0.0		
	KTRR	Loveland	C2	102.5	50.0	410	b	Regent Comm	66	0302		AC	1,400	0.68	16.9	3.9	5.3	3.3	5.1	4.4	5.6	5.6	5.9		
• KPAW	Fort Collins	C1	107.9	100.0	640	a	Clear Channel Comm	75	9905		g1	Clisc Rock	2,200	1.04	17.4	4.1	2.9	3.8	4.7	3.0	3.9	2.8	5.2		
# FM Stations -					8	# Combos -					7	FM TOTALS					78.0	25.6	25.6	17.6	20.4	20.6	17.9	17.6	20.6
AM Stations														2002 Est		Avg '02	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	Revenue (000)1/	Power Ratio	Local Comm	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
	KCOL	Wellington	B	600	5.0 cp	0.50	a	Clear Channel Comm	59	9905		News/Talk	1,000	1.05	7.9	1.0	1.8	1.9	1.9	1.6	0.7	2.8	0.8		
	KJJD	Windsor	D	1170	1.0	0.00		Rodriguez-Gallegos	69	0005		Span/Mexcn	150	0.89	1.4	1.9	0.6	0.0	0.8	0.7	0.7	0.5	0.0		
	KFKA	Greeley	B	1310	5.0	1.00	c	Music Ventures LLC	21	0209	1,600	Nws/Tlk/Spt	800	3.48	1.9	0.6	0.4	0.5	0.4	1.2	0.7	0.5	0.8		
• KHNC	Johnstown	B	1360	10.0 cp	0.45		Wiedeman,		93			News	400	1.44	2.3	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0		
	KIIX	Fort Collins	B	1410	1.0	1.00	a	Clear Channel Comm	59	9905		Sports	100		0.7	0.0	0.6	0.0	0.4	0.0	0.0	0.0	0.0		
	KGRE	Greeley	C	1450	1.0	1.00		Greeley Bcstg Corp	48	0112	150	Span/Mexcn	500	0.53	7.8	1.4	3.9	1.4	2.5	3.7	1.5	1.6	2.1		
	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	0.0	0.5		
# AM Stations -					8	# Combos -					5	AM TOTALS					22.0	4.9	7.3	3.8	7.3	7.2	3.6	5.4	4.2
AM & FM Stations Profiled -					16	# Duopolies -					4	Total Local Commercial Share						30.5	32.9	21.4	27.7	27.8	21.5	23.0	24.8

• 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
Total	430.0

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$15,200	\$18,300	\$19,700	\$21,500	\$19,900	\$21,600
***	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%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$4.79/1,000	2007 \$5.32/1,000	Est. Breakout			
Revenue/Capita	\$38.08	\$50.23	\$64.20	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	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 ^{1/}	4,505.0	NA ^{1/}	4,505.0	5,342.5	3.5%
EBI ^{2/}	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		10	10	13	10	23
Tot 12+	4.9		65.7	67.2	70.6	8.6	79.2
Avg 12+	1.6		6.6	6.7	5.4	0.9	3.4
Tot LCS	6.2		83.0	84.8	89.1	10.9	100.0
Avg LCS	2.1		8.3	8.5	6.9	1.1	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 Raleigh.

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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WKML	Lumberton	C0	95.7	87.0	1043	b	Beasley Bcst Group	60				Country	4,625	1.51	14.2	11.0	11.0	12.1	10.3	16.1	12.5	15.4	12.3	
WFLB	Laurinburg	C	96.5	100.0	1043	b	Beasley Bcst Group	51	9607	6,900	c4	Oldies	1,700	1.12	7.0	6.2	6.1	6.6	4.4	5.9	8.0	8.1	5.2	
WQSM	Fayetteville	C1	98.1	100.0	830	a	Cumulus Bcstg Inc	47	0105		g4	Hot AC	3,000	1.35	10.3	8.6	6.5	8.3	7.9	10.0	9.8	8.5	12.0	
WZFX	Whiteville	C1	99.1	100.0	981	b	Beasley Bcst Group	62	9705	11,500	+	Urban	4,400	1.01	20.1	13.2	12.8	16.1	15.6	13.6	16.2	15.4	14.9	
WSTS	Fairmont	C2	100.9	50.0	489	c	Pro Media Inc	75	8612	600	c1	Gospel	500	0.80	2.9	1.8	1.7	2.8	1.8	1.9	2.7	2.3	1.5	
WFNC	Lumberton	A	102.3	6.0	269	a	Cumulus Bcstg Inc	64	0105		g4	News/Talk	250	0.89	1.3	0.9	1.1	1.1	1.0	1.3	0.7	0.6	0.5	
WRCQ	Dunn	C2	103.5	48.0	502	a	Cumulus Bcstg Inc	71	0105		g4	Rock	1,500	0.89	7.8	4.4	6.3	5.3	6.9	3.6	3.4	4.2	5.8	
WNNL	Fuquay-Varina	C3	103.9	7.9	577		Radio One Inc	80	0008			Urban/Inspr	n/a		5.3	4.8	4.3	4.2	4.2	2.5	3.0	2.5	3.5	
WCCG	Hope Mills	A	104.5	6.0	276		Carson, James E.	97				Urban AC	800	0.71	5.2	3.3	4.5	4.0	4.2	4.5	1.6	1.7	1.8	
WGOR	Elizabethtown	A	105.7	4.3	387		Sound Bus Elizabeth	89	9806		g	Oldes/Beach	300		0.6	0.7	0.6	0.6	0.4	0.4	0.0	0.0	0.0	
WKQB	Southern Pines	C2	106.9	50.0 cp	492	a	Cumulus Bcstg Inc	73	0105	6,150		Urban	1,100	1.70	3.0	3.1	4.3	2.3	2.4	3.8	2.7	1.9	3.8	
WCLN	Clinton	C3	107.3	9.2	535		Bcstg Good News Inc	67				ChrsContem			2.7	3.1	3.5	1.7	2.6	2.1	3.6	2.1	1.3	
WUKS	St. Pauls	C3	107.7	5.2	656	b	Beasley Bcst Group	94	9707	1,200	c5	Urban	1,000	0.66	7.0	9.5	9.1	5.5	5.5	5.7	5.0	4.8	5.0	
# FM Stations -					13	# Combos -					9	FM TOTALS				87.4	70.6	71.8	70.6	67.2	71.4	69.2	67.5	67.6

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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WTSB	Lumberton	D	580	0.5	0.07		Willis Bcstg Corp	54	9707	75		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	a	Cumulus Bcstg Inc	40	0105		g4	News/Talk	1,050	1.13	4.3	3.5	3.2	3.2	3.6	4.2	5.5	3.1	3.6	
WFMO	Fairmont	D	860	1.0	0.01	c	Pro Media Inc	53	8612		c1	1 Gospel	375	1.02	1.7	0.4	0.9	1.5	1.2	0.0	0.9	0.6	1.7	
WKKE	St. Pauls	D	1080	5.0	0.00		Locklear, Ferris Y	66	9207	74		Gospel			1.5	0.7	0.4	1.1	1.2	1.3	0.7	0.6	0.8	
WYRU	Red Springs	B	1160	5.0	0.25	b	Beasley Bcst Group	70	9707		c5	Gospel	100	0.39	1.2	0.9	1.3	0.4	1.4	1.1	0.0	0.8	0.0	
WFAY	Fayetteville	C	1230	1.0	1.00	d	Colonial Radio Group	47	9512	175		Sports	300		0.5	0.0	0.6	0.4	0.4	0.0	0.5	0.0	0.0	
WAGR	Lumberton	C	1340	1.0	1.00		WAGR Bcstg Inc	46	9808	50		Black Gospl	50			0.7	0.0	0.0	0.0	0.0	0.0	0.6	0.0	
WCIE	Spring Lake	C	1450	1.0	1.00	d	Colonial Radio Group	63	9912			Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAZZ	Fayetteville	C	1490	1.0	1.00	b	Beasley Bcst Group	47	9612	229		Adlt Stndrd	250	0.89	1.3	1.1	0.6	1.1	1.0	0.8	0.7	0.4	0.7	
WIDU	Fayetteville	D	1600	5.0	0.15		WIDU Inc	58	8807		1	Gospl/Talk	250	0.58	2.0	1.3	1.3	1.3	1.8	1.5	1.1	2.9	3.1	
# AM Stations -					10	# Combos -					6	AM TOTALS				12.5	8.6	8.3	9.0	10.6	8.9	9.4	9.0	9.9
AM & FM Stations Profiled -					23	# Duopolies -					6	Total Local Commercial Share				79.2	80.1	79.6	77.8	80.3	78.6	76.5	77.5	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 128

Revenue Rank: 89

Reno, NV Market Overview



Metro Counties / Population (000)

Carson City, NV	55.2
Washoe, NV	355.6
Total	410.8

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$15,500	\$17,100	\$19,700	\$21,400	\$22,100	\$23,600	8.7%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.8%	\$25,000	\$26,700	\$28,200	\$29,800	\$31,200	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.95/1,000	\$4.20/1,000	Local	87%		
	\$43.98	\$57.45	\$68.11	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	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 ^{1/}	5,973.9	NA ^{1/}	5,973.9	7,423.5	4.4%
EBI ^{2/}	6,862.0	9,160.4	5.9%	9,160.4	12,556.4	6.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		15	15	17	11	28
Tot 12+	6.3		60.6	64.5	66.9	21.8	88.7
Avg 12+	3.2		4.0	4.3	3.9	2.0	3.2
Tot LCS	7.1		68.3	72.7	75.4	24.6	100.0
Avg LCS	3.6		4.6	4.8	4.4	2.2	3.6

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

Market: Reno, NV

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)																	
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999										
	KJZS	Sparks	C3	92.1	9.0	cp	390	b	NextMedia Group	93	0005		Smooth Jazz	550	0.58	4.0	3.7	3.9	3.7	3.5	3.6	3.7	3.1	2.1									
•	KNHK	Reno	C	92.9	45.0		2654	f	NextMedia Group	90	0304	p	Clsc Rock	650	0.95	2.9	1.4	1.4	2.1	3.1	1.4	2.5	2.7	4.7									
•	KYWD	Sun Valley	A	93.7	3.6	cp	423	h	Flinn Bcstg Corp	98			80s Hits	450	0.62	3.1	1.0	2.8	2.3	3.3	4.1	0.6	0.4	0.4									
•	KHXR	Sun Valley	C2	94.5	50.0	cp	459	e	Lotus Comm Corp	99			Country	1,000	1.09	3.9	2.9	3.4	4.1	3.1	4.5	3.7	2.3	1.6									
	KNEV	Reno	C	95.5	60.0		2280	f	Citadel Bcstg Corp	53	9304		AC	1,100	1.33	3.5	3.1	3.9	3.7	2.6	2.8	3.9	4.6	3.6									
	KLCA	Tahoe City	C1	96.5	6.1		2963	g	Americom	85	9603		Modem AC	1,100	1.17	4.0	3.7	4.3	3.9	3.3	4.9	4.7	4.6	4.7									
	KWNZ	Carson City	C	97.3	87.0		2113	g	Americom	72	9806	sw	CHR/Top40	900	0.61	6.3	3.5	4.9	5.2	6.3	6.7	7.4	6.3	5.7									
	KBUL	Carson City	C	98.1	74.0		2293	f	Citadel Bcstg Corp	85	9212	1	Country	2,050	1.17	7.4	6.4	5.5	7.6	5.9	8.3	7.2	7.3	11.3									
	KTHX	Dayton	C2	100.1	0.4		2976	c	NextMedia Group	83	0003	na	AAA	1,900	1.49	5.4	5.4	4.7	4.5	5.3	5.5	4.1	3.8	4.5									
	KRZQ	Sparks	A	100.9	6.0		203	c	NextMedia Group	83	0003	na	Alternative	900	0.87	4.4	5.3	4.5	3.7	4.3	3.6	4.7	4.8	5.6									
•	KRNV	Reno	C3	102.1	11.0	cp	492		Entravision Comm Co	86	0004	g4	Spanish	1,000	1.03	4.1	3.7	3.7	3.9	3.5	4.5	5.6	2.3	3.3									
•	KWYI	S. Lake Tahoe	C	102.9	39.0	cp	2927	h	Citadel Bcstg Corp	66	0304	g	1 CHR/Rhymc	450	0.53	3.6	3.7	4.3	3.1	3.5	1.6	1.6	1.3	1.4									
	KODS	Carnelian Bay	C1	103.7	6.3		2986	g	Americom	70	8508		Oldies	1,300	0.87	6.3	5.6	4.7	6.4	5.1	4.5	2.7	4.8	4.4									
	KDOT	Reno	C	104.5	25.0		2930	e	Lotus Comm Corp	66	9305	600	c1	AOR	1,500	1.55	4.1	4.9	3.2	3.7	4.7	6.2	7.1	7.3									
	KOZZ	Reno	C	105.7	25.0		2930	e	Lotus Comm Corp	69	7801		Clsc Rock	2,400	1.88	5.4	4.7	5.5	5.2	4.7	6.3	4.7	6.1	3.7									
	KRNO	Incline Village	C	106.9	37.0		2989	g	Americom	74	9806	sw	AC/StRk	2,400	1.20	8.5	6.0	6.9	8.0	7.5	7.7	9.7	7.8	6.2									
•	KSRN	Kings Beach	C3	107.7	0.2		2868	b	Lazer Bcstg Corp	94	0307	p	AC	200	0.30	2.8	1.9	3.9	3.1	2.0	2.6	2.7	4.8	3.3									
# FM Stations -																17	# Combos -																16
																	FM TOTALS																
																	79.7	66.9	71.5	74.2	70.7	77.3	75.7	74.1	73.8								

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)																	
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999										
	KPTT	Reno	B	630	5.0	1.00	e	Lotus Comm Corp	55			Sports	200	0.85	1.0	0.6	1.0	0.4	1.4	0.4	0.6	1.0	1.2										
	KKOH	Reno	B	780	50.0	50.00	f	Citadel Bcstg Corp	70	9212	g	1 News/Talk	2,400	0.88	11.5	12.8	8.9	11.3	9.6	7.9	8.7	9.9	9.1										
	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	1.0	1.2	1.4	1.0	0.8	2.5	1.9	3.4										
	KBZZ	Sparks	B	1270	13.0	5.00	g	Americom	60	9604	c2	Talk	475	0.58	3.5	2.9	3.7	2.5	3.9	3.0	1.9	3.8	1.2										
	KPTL	Carson City	B	1300	5.0	0.50	d	Casino Radio LLC	55	0206	350	Oldies	50		0.2	0.4	0.6	0.0	0.4	0.0	0.6	0.4	0.5										
	KXEQ	Reno	C	1340	1.0	0.00	d	Azteca Bcstg Corp	46	9110	30	Mexican	150		0.7	2.3	1.0	0.6	0.6	0.8	0.6	0.0	1.2										
	KBDB	Sparks	C	1400	0.6	0.60	h	Flinn Bcstg Corp	02			Cntry/Talk				1.0	0.8	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	0.4	0.6	1.6	1.6	0.8	0.4	0.0	0.6										
	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	0304	140	2 Spanish AC	100		0.4	0.4	0.6	0.8	0.0	0.0	0.0	0.6	0.0										
# AM Stations -																11	# Combos -																8
																	AM TOTALS																
																	20.4	21.8	18.4	18.6	18.5	13.7	15.3	17.6	17.2								
AM & FM Stations Profiled -																28	# Duopolies -																9
																	Total Local Commercial Share																
																	88.7	89.9	92.8	89.2	91.0	91.0	91.7	91.0									

• 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
Total	406.5

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$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	\$13,200	\$13,900	\$14,600	\$15,400	5.6%	
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
NA ^{1/}	\$2.26/1,000	\$2.51/1,000		Local	88%		
Revenue/Capita	\$23.81	\$28.78	\$37.86	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 ^{1/}	5,178.1	NA ^{1/}	5,178.1	6,136.6	3.5%
EBI ^{2/}	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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	5		5	6	6	12
Tot 12+	0.6	30.8		30.8	31.4	15.0	46.4
Avg 12+	0.6	6.2		6.2	5.2	2.5	3.9
Tot LCS	1.3	66.4		66.4	67.7	32.3	100.0
Avg LCS	1.3	13.3		13.3	11.3	5.4	8.3

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

Market: Canton, OH

Competitive Overview

Some stations also rated in Akron, Cleveland & Youngstown-Warren.

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)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WZKL	Alliance	B	92.5	50.0	499	b	D A Peterson Inc	47				Top 40	1,100	1.32	7.1	2.7	2.4	3.1	3.9	5.0	4.0	3.8	6.0				
WHBC	Canton	B	94.1	45.0	515	c	NextMedia Group	48	0010	43,500	c1	AC	3,900	1.65	20.2	10.0	11.5	10.1	9.7	14.6	13.4	11.7	12.1				
WNPQ	New Philadelphia	A	95.9	2.0	397		Tuscarawas Bcstg	69				ChrsContem	150		0.9	0.6	0.4	0.5	0.4	1.0	1.2	1.2	0.4				
• WKDD	Canton	B	98.1	50.0	345		Clear Channel Comm	61	0107			Hot AC	n/a		8.3	4.1	3.6	3.5	4.7	3.2	5.2	3.8	3.7				
• WQXK	Salem	B	105.1	88.0	446	a	Cumulus Bcstg Inc	58	0010			Country	n/a		14.0	7.1	6.6	5.9	8.0	6.6	7.1	9.9	9.0				
WRQK	Canton	B	106.9	27.5	341		Cumulus Bcstg Inc	61	0010		g	Rock	2,700	1.43	16.1	6.9	7.0	7.0	8.9	7.0	6.7	6.3	6.5				
# FM Stations -																6	# Combos -		2	FM TOTALS							
																66.6	31.4	31.5	30.1	35.6	37.4	37.6	36.7	37.7			

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)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WCER	Canton	D	900	0.5	0.08		Melodynamic Bcstg	47	9107	85		Rlg/Spt/Tlk	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			0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0				
WRCW	Canton	D	1060	5.0	0.00		Arcey Bcstg	46	8203	450		AC/Talk	150	0.58	2.2	0.4	0.6	0.5	1.7	0.4	0.4	0.8	0.0				
WDPN	Alliance	B	1310	1.0	0.48	b	D A Peterson Inc	53				Nostalgia	275	0.71	3.3	1.4	1.0	1.8	1.4	0.8	1.2	1.4	1.5				
WHBC	Canton	B	1480	15.0	5.00	c	NextMedia Group	25	0010		c1	FullService	3,200	1.02	26.9	12.2	14.1	13.0	13.4	14.0	13.6	12.6	9.6				
WINW	Canton	D	1520	1.0	0.00		Pinebrook Corp	66	9610	75		ChrsContem	100	0.85	1.0	0.6	0.0	0.9	0.0	0.4	1.3	0.0	0.6				
# AM Stations -																6	# Combos -		2	AM TOTALS							
AM & FM Stations Profiled -																12	# Duopolies -		1	Total Local Commercial Share							
																33.4	15.0	15.7	16.2	16.5	15.6	16.9	14.8	11.7			
																46.4	47.2	46.3	52.1	53.0	54.5	51.5	49.4				

• Indicates a change since last edition

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
Total	402.4

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$16,100	\$17,500	\$16,700	\$18,700	\$20,400	\$22,500
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		10.3%	\$23,600	\$25,100	\$26,400	\$27,900	\$29,300
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$4.15/1,000	2007 \$4.79/1,000	Est. Breakout			
Revenue/Capita	\$39.88	\$55.91	\$73.01	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	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 ^{1/}	5,417.4	NA ^{1/}	5,417.4	6,116.8	2.5%
EBI ^{2/}	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	10	2	3	12	15	5	20
Tot 12+	25.6	17.0	23.3	64.7	65.9	14.7	80.6
Avg 12+	2.6	8.5	7.8	5.4	4.4	2.9	4.0
Tot LCS	31.8	21.1	28.9	80.3	81.8	18.2	100.0
Avg LCS	3.2	10.5	9.6	6.7	5.5	3.6	5.0

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

Some stations also rated in Flint.

Market: Saginaw-Bay City-Midland, MI

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WKOZ	Midland	C2	93.3	39.0	554	e	Citadel Bcstg Corp	76	9902		d2	AOR	1,900	0.85	9.9	7.9	8.0	8.7	7.0	7.4	7.3	8.3	8.4			
• WRCL	Frankenmuth	A	93.7	3.5 cp	436	a	Regent Comm	01	0111			AC	n/a		1.3	3.0	4.3	2.0	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	6.3	7.2	5.6	4.6	6.8	2.9	3.3	3.7			
WHNN	Bay City	C	96.1	100.0	1020	e	Citadel Bcstg Corp	47	0002		g4	Oldies	3,300	1.10	13.3	9.1	9.1	10.5	10.5	9.0	11.2	9.3	11.2			
WEEG	Essexville	A	97.3	3.0	328	c	MacDonald Bcstg Co	92	9811	512		Clsc Rock	300	0.49	2.7	2.6	2.9	3.0	1.3	3.6	2.6	3.7	3.2			
WMRX	Beaverton	A	97.7	4.1	400	d	Steel Broadcasting	80	9212		c1	Adlt Stndrd	200	0.89	1.0	1.2	0.6	0.8	0.8	1.0	0.0	0.2	0.6			
WKCQ	Saginaw	B	98.1	50.0	492	c	MacDonald Bcstg Co	47				Country	2,300	0.86	11.9	9.3	8.2	8.7	10.1	10.4	8.4	13.0	8.3			
WTCF	Carrollton	A	100.5	6.0 cp	328	b	NextMedia Group	91	0301		d1	Hot AC	1,100	1.81	2.7	1.8	1.6	2.0	2.3	2.4	3.7	6.5	6.6			
WYLZ	Pinconning	A	100.9	2.6	495	e	Citadel Bcstg Corp	84	9902		d2	Clsc Rock	300	0.67	2.0	1.0	1.2	1.6	1.5	1.6	0.9	0.9	0.9			
WPRJ	Coleman	A	101.7	4.6	374		Come Together Mlms	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 Bcstg Corp	61	9902		d2	Hot AC	2,600	1.11	10.4	7.7	9.1	7.6	8.9	8.4	10.3	9.5	7.3			
• WSAG	Pinconning	A	104.1	6.0	213		Michael Radio Group	02	0209	195	cp	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WILZ	Saginaw	A	104.5	2.9	413	e	Citadel Bcstg Corp	92	9902		d2	Clsc Rock	1,000	0.84	5.3	3.6	3.1	4.2	4.2	3.4	2.2	3.3	2.8			
WGER	Saginaw	A	106.3	4.4 cp	381	b	NextMedia Group	69	0301		d1	Soft Rock	1,850	1.04	7.9	5.5	6.6	6.2	6.3	4.6	5.5	5.0	5.5			
WTLZ	Saginaw	A	107.1	4.9	361	b	NextMedia Group	68	0301		d1	Urban AC	1,650	0.95	7.7	6.9	5.6	4.6	7.6	8.0	7.3	6.1	5.7			
# FM Stations -															15	# Combos -		12	FM TOTALS							
															82.5	65.9	67.5	65.5	65.1	66.6	62.3	69.1	64.2			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WSGW	Saginaw	B	790	5.0	1.00	b	NextMedia Group	50	0301		d1	News/Talk	2,350	0.99	10.6	11.1	9.1	7.2	9.5	10.0	12.5	7.1	9.2			
WKNX	Bay City	D	1250	1.0	0.00		J & K Media Company	47	9707	210		Talk/Oldes	300		0.8	0.6	0.6	0.6	0.6	0.4	0.4	0.6	0.8			
WSAM	Saginaw	C	1400	1.0	1.00	c	MacDonald Bcstg Co	40	6211			AC	300	0.28	4.8	2.4	2.5	4.4	3.2	3.4	2.6	3.3	4.4			
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	0.0	1.3	0.7	0.9			
WMPX	Midland	C	1490	1.0	1.00	d	Steel Broadcasting	48	9212		c1	Adlt Stndrd	300	1.03	1.3	0.6	0.2	1.6	0.4	1.0	0.4	0.6	0.5			
# AM Stations -															5	# Combos -		3	AM TOTALS							
AM & FM Stations Profiled -															20	# Duopolies -		5	Total Local Commercial Share							
															17.5	14.7	12.4	13.8	13.7	15.2	17.2	12.3	15.8			
															80.6	79.9	79.3	78.8	81.8	79.5	81.4	80.0				

NOTE: Market rated only twice yearly beginning Spring 2001

• Indicates a change since last edition

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
Total	389.4

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$11,300	\$12,400	\$12,900	\$14,200	\$13,200	\$13,900
★★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.3%	\$14,600	\$15,700	\$16,500	\$17,400	\$18,300	5.6%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$2.94/1,000	2007 \$3.17/1,000	Est. Breakout			
Revenue/Capita	\$29.85	\$35.70	\$45.85	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	378.6	389.4	0.6%	389.4	399.1
Households	139.0	144.5	0.8%	144.5	149.6	0.7%
Retail Sales	NA ^{1/}	4,723.6	NA ^{1/}	4,723.6	5,775.7	4.1%
EBI ^{2/}	5,237.7	6,071.1	3.0%	6,071.1	7,324.2	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		10	8	11	9	20
Tot 12+	0.2		66.4	64.9	66.6	9.7	76.3
Avg 12+	0.2		6.6	8.1	6.1	1.1	3.8
Tot LCS	0.3		87.0	85.1	87.3	12.7	100.0
Avg LCS	0.3		8.7	10.6	7.9	1.4	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 Houston.

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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
KCOL	Groves	C2	92.5	50.0	440	a	Clear Channel Comm	83	0108	p	4,500		Oldies	1,300	0.66	14.2	10.1	9.3	11.9	7.9	3.3	4.3	4.8	2.3		
KQBU	Port Arthur	C	93.3	100.0	1952	d	Univision Comm Inc	92	0206	p			Mexican	n/a		1.1	0.0	0.0	1.2	0.4	1.2	0.9	1.8	0.8		
KQXY	Beaumont	C1	94.1	100.0	600	c	Cumulus Bcstg Inc	66	9804		10,500	d1	CHR	1,450	1.10	9.5	5.3	6.9	6.5	6.7	6.0	4.3	8.6	9.0		
KYKR	Beaumont	C1	95.1	100.0	430	a	Clear Channel Comm	69	0008			g	Country	1,500	1.10	9.8	6.6	7.4	8.2	5.4	7.9	11.4	8.1	7.0		
KRWP	Beaumont	C	97.5	100.0	1955	c	Cumulus Bcstg Inc	48	9804				Urban	n/a		8.0	3.9	5.5	6.3	4.8	8.3	8.7	10.4	9.8		
KTJM	Port Arthur	C	98.5	100.0	1952	b	Lieberman Bcstg Inc	63	0103		See (7)		Mexican	n/a		2.1	1.5	0.5	1.9	1.0	2.9	2.3	3.4	6.2		
• KSTB	Crystal Beach	A	101.5	6.0	184	c	Cumulus Bcstg Inc	95	0206		See (7)		Hot AC				0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KAYD	Silsbee	C3	101.7	10.5	502	c	Cumulus Bcstg Inc	80	0107	p	2,100		Country	300	1.03	2.1	9.2	9.1	1.2	1.7	3.1	4.1	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	21.6	15.6	11.9	13.3	16.6	11.0	11.9	14.5	13.0		
KKMY	Orange	C1	104.5	100.0	404	a	Clear Channel Comm	72	0008			g	AC	1,800	1.82	7.1	4.6	5.3	5.6	4.2	5.0	3.4	4.3	8.1		
• KIOC	Orange	C	106.1	100.0	1070	a	Clear Channel Comm	77	0008			g	Rock	1,400	0.97	10.4	9.6	8.1	6.3	8.1	7.3	4.1	5.2	7.1		
# FM Stations -															11	# Combos -		9	FM TOTALS							
															85.9	66.6	64.0	62.4	56.8	56.0	55.4	61.1	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
• KLVI	Beaumont	B	560	5.0	5.00	a	Clear Channel Comm	24	0008		g	News/Talk	2,200	1.91	8.3	5.3	6.2	6.3	5.2	8.7	8.2	7.2	6.4			
KZZB	Beaumont	B	990	1.0	1.00		Martin Bcstg Inc	47	9208	70		Gospel	25			1.8	0.5	0.0	0.0	0.0	0.5	2.3	0.0			
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	80		Chrst/Talk	225		0.4	1.5	0.5	0.0	0.6	0.0	0.5	0.7	0.0			
KRCM	Beaumont	D	1380	1.0	0.13		Voice Broadcasting	47	0305	255		Gospel				0.0	0.0	0.0	0.0	0.0	1.1	0.5	0.0			
KIKR	Beaumont	C	1450	1.0	1.00	c	Cumulus Bcstg Inc	38	9804		d1	Sprts/Talk	25			0.0	0.7	0.0	0.0	0.0	0.5	0.0	0.0			
KQHN	Nederland	D	1510	5.0	0.00	c	Cumulus Bcstg Inc	69	9804		d1	Black Gospl	400	0.59	4.9	1.1	0.5	1.9	4.8	1.5	2.7	2.0	2.2			
KOGT	Orange	B	1600	1.0	1.00		G-CAP	48	9208	250		Country	200		0.4	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.7			
# AM Stations -															9	# Combos -		3	AM TOTALS							
															14.0	9.7	8.4	8.2	11.2	10.2	13.5	12.7	9.3			
AM & FM Stations Profiled -															20	# Duopolies -		6	Total Local Commercial Share							
															76.3	72.4	70.6	68.0	66.2	68.9	73.8	72.6				

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: 124

Shreveport, LA Market Overview



Metro Counties / Population (000)

Bossier, LA	99.8
Caddo, LA	250.8
Webster, LA	41.4
Total	392.0

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$13,000	\$14,000	\$14,400	\$15,900	\$14,800	\$16,600	4.9%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	12.2%	\$17,500	\$18,800	\$19,800	\$20,900	\$21,900	5.7%

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout
	NA ^{1/}	\$3.68/1,000	\$4.16/1,000	Local 80% National 20%
	\$34.25	\$42.35	\$55.75	

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	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 ^{1/}	4,510.7	NA ^{1/}	4,510.7	5,259.4	3.1%
EBI ^{2/}	5,195.5	6,264.7	3.8%	6,264.7	7,761.5	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		12	13	15	10	25
Tot 12+	8.5		67.7	75.7	76.2	14.1	90.3
Avg 12+	2.8		5.6	5.8	5.1	1.4	3.6
Tot LCS	9.4		75.0	83.8	84.4	15.6	100.0
Avg LCS	3.1		6.2	6.4	5.6	1.6	4.0

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

Some stations also rated in Texarkana.

Market: Shreveport, LA

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)										
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	2.1	3.1	2.3	2.6	2.9	4.0	3.2	3.5			
KTKC	Springhill	C2	92.9	13.3	548	d	Metropolitan Radio	75	9705	195	c1	Black/Gospl	150	0.90	1.0	0.5	0.9	0.9	1.1	1.6	0.9	0.0	0.7			
KXKS	Shreveport	C	93.7	100.0	1011	c	Clear Channel Comm	68	9905	24,000	d2	Country	800	0.98	4.9	5.9	6.2	7.7	5.2	3.8	4.7	3.9	4.4			
KRUF	Shreveport	C	94.5	100.0	1096	c	Clear Channel Comm	48	9905		d2	CHR	875	0.96	5.5	4.6	5.3	4.7	6.2	5.6	4.0	3.7	4.6			
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	6.4	4.0	5.2	7.1	4.7	5.5	5.7	4.4			
KVKI	Shreveport	C1	96.5	100.0	797	c	Clear Channel Comm	59	9812		d2	Soft Rock	1,800	1.49	7.3	4.1	5.8	7.4	6.2	6.2	6.7	6.9	5.3			
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	4.8	5.1	3.2	4.3	4.5	4.4	3.4	5.7			
KTUX	Carthage	C1	98.9	100.0	719	c	Clear Channel Comm	85	9911	5,500		Rock	550	0.95	3.5	3.7	2.7	2.3	3.4	3.1	2.2	3.7	2.4			
KMJJ	Shreveport	C2	99.7	50.0	463	a	Cumulus Bcstg Inc	76	0008		g	Urban	1,700	0.87	11.8	12.8	10.4	10.2	9.4	11.8	10.6	10.3	12.0			
KRMD	Shreveport	C	101.1	100.0	1755	a	Cumulus Bcstg Inc	48	0008		g	Country	2,000	1.53	7.9	5.9	6.0	7.9	8.2	7.3	6.0	6.7	8.5			
KDKS	Blanchard	C3	102.1	20.0	367	b	Access.1 Comm	93	0009		c1	1 Urban AC	2,150	0.97	13.3	12.1	13.5	11.5	10.9	10.9	12.2	13.5	12.7			
KBED	Shreveport	C2	102.9	42.0	535	a	Cumulus Bcstg Inc	00				Hot AC	550	0.87	3.8	4.8	3.5	3.2	4.3	2.9	3.5	3.0	3.1			
KBTT	Haughton	A	103.7	6.0	328	b	Access.1 Comm	98	0006	7,690	c2	1 Urban	650	0.52	7.6	6.4	7.3	6.5	6.4	7.8	5.1	7.6	6.8			
● KNCB	Vivian	A	105.3	3.2	449	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	2.1	2.9	2.3	2.8	3.6	2.9	1.6	3.3			
# FM Stations -															15	# Combos -		14	FM TOTALS							
															84.5	76.2	76.7	75.3	78.1	76.7	72.7	73.2	77.4			

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)										
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 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	6.0	6.8	4.3	3.6	6.0	4.6	3.1			
KOKA	Shreveport	D	980	5.0	0.00	b	Access.1 Comm	50	0006		c2	1 Gospel	700	0.66	6.4	4.6	3.5	3.6	3.9	6.2	5.8	6.9	4.2			
KBCL	Bossier City	D	1070	0.3	0.00		Bamabas Center Min	57	0209		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	1.1	1.6	1.6	0.9	0.9	1.8	2.3	2.0			
KASO	Minden	C	1240	1.0	1.00		Greenwd Bpst Church	52	0008	375		Adlt Stndrd	150		0.3	0.5	0.7	0.0	0.0	0.0	0.9	0.0	0.7			
KSYB	Shreveport	D	1300	5.0	0.03		AMISTAD Comm Inc	75	0011	900		Gospel			1.1	1.1	1.1	1.4	0.4	1.1	1.8	0.7	2.0			
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	0.9	0.0	1.1	0.0	0.4	0.5	0.0			
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	0.0	0.0	0.4	0.7	0.0	0.5	0.0			
# AM Stations -															10	# Combos -		7	AM TOTALS							
AM & FM Stations Profiled -															25	# Duopolies -		8	Total Local Commercial Share							
															15.7	14.1	13.8	13.4	11.0	12.5	16.7	15.5	12.0			
															90.3	90.5	88.7	89.1	89.2	89.4	88.7	89.4				

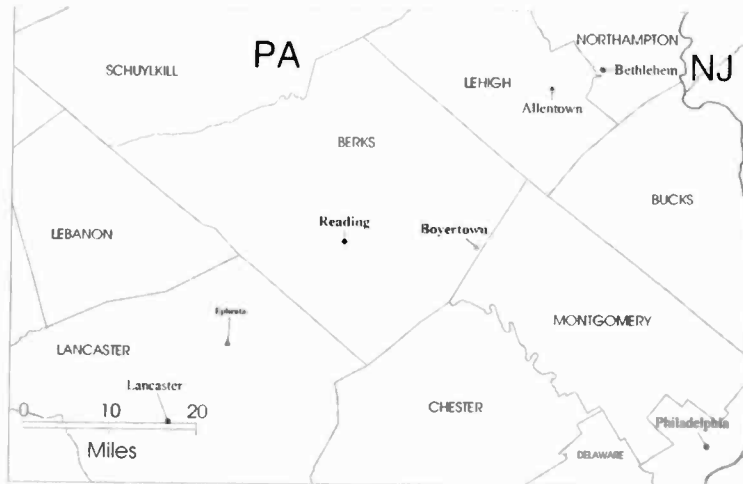
● Indicates a change since last edition

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
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.3%	\$12,400	\$13,300	\$14,000	\$14,800	\$15,600	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$2.59/1,000	2007 \$2.86/1,000			Est. Breakout	
Revenue/Capita	\$27.45	\$31.27	\$40.19			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	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 ^{1/}	4,564.0	NA ^{1/}	4,564.0	5,463.0	3.7%
EBI ^{2/}	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+		24.4		22.9	24.4	14.4	38.8
Avg 12+		6.1		7.6	6.1	4.8	5.5
Tot LCS		62.9		59.0	62.9	37.1	100.0
Avg LCS		15.7		19.7	15.7	12.4	14.3

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

Market: Reading, PA

Competitive Overview

Some stations also rated in Allentown and Lancaster.

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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WLEV	Allentown	B	100.7	11.0	1073		Citadel Bcstg Corp	47	9710	See (70)		Soft Rock	n/a		5.6	1.5	3.3	1.8	2.4	4.2	1.6	1.3	2.5	
WRFY	Reading	B	102.5	10.0	807	a	Clear Channel Comm	62	9607		g1	Top 40	8,000	1.71	39.6	13.2	12.0	15.1	14.7	11.0	12.0	13.2	14.7	
WIOV	Ephrata	B	105.1	25.0 cp	702	b	Regent Comm	62	0302			Country	n/a		15.4	6.0	8.2	4.8	6.7	5.3	9.1	6.5	6.6	
WBYN	Boyertown	B	107.5	30.0	610		WDAC Radio Co Inc	60	9111	4,300		Christian	1,000	1.88	4.5	3.7	3.1	2.2	1.2	2.6	1.6	1.3	1.9	
# FM Stations -				4		# Combos -				1		FM TOTALS				65.1	24.4	26.6	23.9	25.0	23.1	24.3	22.3	25.7

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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WEEU	Reading	B	830	20.0 cp	6.00		WEEU Bcstg Co	31	4612			FullService	1,750	0.62	24.0	11.0	8.9	10.7	7.5	9.9	11.6	5.5	11.5	
WIOV	Reading	C	1240	1.0	1.00		Regent Comm	46	0302		g	Sports	400	2.12	1.6	0.4	0.0	0.6	0.6	0.0	0.0	1.0	0.0	
WRAW	Reading	C	1340	1.0	1.00	a	Clear Channel Comm	22	9607		g1	Oldies	600	0.55	9.3	3.0	5.1	4.0	3.0	4.8	4.1	7.3	3.5	
# AM Stations -				3		# Combos -				1		AM TOTALS				34.9	14.4	14.0	15.3	11.1	14.7	15.7	13.8	15.0
AM & FM Stations Profiled -				7		# Duopolies -				0		Total Local Commercial Share				38.8	40.6	39.2	36.1	37.8	40.0	36.1	40.7	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 134

Revenue Rank: 142

Corpus Christi, TX Market Overview



Metro Counties / Population (000)

Nueces, TX	316.5
San Patricio, TX	68.7
Total	385.2

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$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%	\$14,400	\$15,400	\$16,200	\$17,100	\$18,000	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.13/1,000	\$3.34/1,000	Local	75%		
Revenue/Capita	\$28.96	\$35.31	\$45.35	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
	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 ^{1/}	4,351.2	NA ^{1/}	4,351.2	5,392.7	4.4%
EBI ^{2/}	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	1		19	15	20	9	29
Tot 12+	3.0		67.6	69.4	70.6	13.2	83.8
Avg 12+	3.0		3.6	4.6	3.5	1.5	2.9
Tot LCS	3.6		80.7	82.8	84.2	15.8	100.0
Avg LCS	3.6		4.2	5.5	4.2	1.8	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	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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
	KKBA	Kingsville	C2	92.7	12.5	869	b Malkan Bcst Assoc	81				AC	750	1.10	5.0	4.0	3.8	4.3	4.1	4.2	4.8	5.3	3.8		
●	KMXR	Corpus Christ	C1	93.9	100.0	932	c Clear Channel Comm	70	0008		g	Oldies	1,350	1.48	6.7	6.1	8.2	6.1	5.2	8.3	5.2	3.3	3.0		
	KBSO	Corpus Christi	C3	94.7	25.0	285	d Davila, Manuel	92				Americana	250	0.80	2.3	0.8	1.7	2.3	1.6	2.2	1.6	0.8	2.0		
	KZFM	Corpus Christi	C	95.5	100.0	994	b Malkan Bcst Assoc	64	7910			Hip Hop	1,200	0.89	9.9	6.4	6.9	7.2	9.5	7.7	7.7	6.2	6.9		
	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	6.6	4.2	6.8	5.0	3.0	4.8	2.9	4.3		
	KFTX	Kingsville	C1	97.5	100.0	955	Dobson, Tom & Grace	70	8902	800		Country	250	0.40	4.6	4.0	5.0	4.5	3.2	2.8	3.2	3.9	3.6		
	KLHB	Odem	C2	98.3	50.0	433	a Amigo Bcstg LP	85	0005		na	Tejano	400	0.95	3.1	4.2	2.9	2.5	2.7	2.6	4.1	2.9	3.5		
	KRYAS	Corpus Christi	C1	99.1	100.0	932	c Clear Channel Comm	83	0008		g	Country	2,000	1.53	9.6	7.4	7.5	8.4	7.9	8.3	7.9	8.6	8.5		
●	KSAB	Robstown	C1	99.9	100.0	932	c Clear Channel Comm	66	0008		g	Tejano	1,550	1.30	8.8	5.3	6.1	6.8	8.1	7.7	7.7	8.6	7.9		
	KNCN	Sinton	C1	101.3	100.0	361	c Clear Channel Comm	72	0008		g	AOR	1,775	1.31	10.0	6.1	6.9	7.7	9.2	9.7	5.7	7.0	6.3		
●	KKPN	Rockport	C2	102.3	50.0	446	e Convergent Bcstg LLC	86	0307 p	5,000	d1	Modem AC	700	1.47	3.5	3.4	3.8	3.2	2.7	2.8	2.5	4.3	5.0		
	KNDA	Alice	C2	102.9	50.0	492	Guerra Enterprises	74	9507	650		Rhythm/Blue	300	0.63	3.5	3.6	2.9	3.2	2.7	3.6	1.4	2.1	0.9		
	KOUL	Sinton	C1	103.7	100.0	942	a Amigo Bcstg LP	68	0104		d2	Country	400	0.59	5.0	4.0	3.8	4.3	4.1	3.4	3.2	3.9	3.5		
●	KPUS	Gregory	C3	104.5	14.0 cp	446	e Convergent Bcstg LLC	98	0307 p		d1	Clisc Rock	400	0.74	4.0	2.5	3.1	2.0	4.7	4.2	5.2	6.8	5.6		
●	KMIQ	Robstown	C2	104.9	31.0	482	f Cotton Bcstg	89				Tejano	75			0.4	0.0	0.0	0.0	0.4	1.4	0.4	0.0		
	KMJR	Portland	A	105.5	1.9	354	a Amigo Bcstg LP	79	0104		d2	Mexican	225	0.57	2.9	3.0	4.0	2.9	2.0	1.4	2.9	3.1	2.9		
●	KTKY	Taft	C2	106.5	50.0 cp	446	e Convergent Bcstg LLC	79	0307 p	1,300		DARK				0.0	0.0	0.0	0.0	0.0	0.7	0.8	0.7		
●	KFLZ	Bishop	C3	106.9	25.0	299	d Davila, Manuel	80	9607	550		Modem Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
●	KCCG	Ingleside	C3	107.3	14.0	446	e Convergent Bcstg LLC	96	0307 p		d1	Rock	325	0.68	3.5	2.8	3.1	3.4	2.5	2.8	2.9	3.7	3.3		
	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		
	# FM Stations -					20	# Combos -					17	FM TOTALS				89.4	70.6	73.9	75.6	75.2	75.1	72.9	74.6	71.7

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
	KCTA	Corpus Christi	D	1030	50.0	0.00	Bcstg Corp Southwest	59				Christian	75		0.3	0.6	0.0	0.0	0.5	0.6	0.5	0.4	0.7		
	KCCT	Corpus Christi	B	1150	1.0	0.50	d Davila, Manuel	54	7408			ChrsContem			0.4	0.0	0.0	0.7	0.0	0.0	0.9	0.4	1.0		
	KSIX	Corpus Christi	C	1230	1.0	1.00	Withers Family LP	47	0211		sw	Sports	125	0.84	1.1	1.1	0.8	0.9	0.9	0.6	0.9	0.8	0.9		
	KINE	Kingsville	B	1330	1.0	0.28	f Cotton Bcstg	48				Span/Chrst			0.8	0.4	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	3.0	1.5	2.0	0.0	0.4	0.0	0.0	0.0		
	KUNO	Corpus Christi	C	1400	1.0	1.00	c Clear Channel Comm	50	0008		g	Spanish	250	0.84	2.2	3.0	2.9	2.0	1.8	4.0	2.9	3.9	4.4		
	KEYS	Corpus Christi	B	1440	1.0	1.00	b Malkan Bcst Assoc	41	6612			Nws/Tlk/Spt	500	0.77	4.8	5.1	2.7	2.7	5.4	4.5	5.0	4.5	5.8		
	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	13.2	7.9	8.3	10.0	10.1	10.2	10.0	12.8
	AM & FM Stations Profiled -					29	# Duopolies -					9	Total Local Commercial Share				83.8	81.8	83.9	85.2	85.2	83.1	84.6	84.5	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 135

Revenue Rank: 172

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)

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	N/A	N/A	N/A	\$9,000	\$11,000
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	22.2%	\$11,700	\$12,500	\$13,200	\$13,900	\$14,600	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.66/1,000	\$2.64/1,000	Local 80%
Revenue/Capita	N/A	\$28.26	\$34.91	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 ^{1/}	4,133.6	NA ^{1/}	4,133.6	5,520.6	6.0%
EBI ^{2/}	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	12	10		6	22	8	30
Tot 12+	24.2	7.1		23.5	31.3	3.0	34.3
Avg 12+	2.0	0.7		3.9	1.4	0.4	1.1
Tot LCS	70.6	20.7		68.5	91.3	8.7	100.0
Avg LCS	5.9	2.1		11.4	4.1	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	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)																				
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999													
KDHI	Joshua Tree	A	92.1	6.0	230		Three D Radio Inc	96	9711	41		Country	450			1.2	1.6	0.0	0.0	0.0	0.0	0.0	0.0													
• KELTS	Adelanto	A	92.7	0.3 cp	1473		Amaturo Group Ltd	59	9301		nc	AC	1,000			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0													
• KDUC	Barstow	B1	94.3	4.6	784	c	Dos Costas Comm	86	0306	1,075	d1	70s Oldies	350			1.7	1.2	0.0	0.0	0.0	0.0	0.0	0.0													
• KHRQ	Baker	B1	94.9	1.4	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		Dos Costas Comm	91	0306		d1	Oldies	350			0.7	1.2	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			1.2	1.6	0.0	0.0	0.0	0.0	0.0	0.0													
• KHDR	Lenwood	A	96.9	1.0	797	a	KHWY Inc		02			Rock				1.4	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			1.2	3.3	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				0.5	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	0.2	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			5.2	4.9	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				0.0	0.2	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			8.3	7.0	0.0	0.0	0.0	0.0	0.0	0.0													
• KDUO	Ludlow	A	102.5	6.0	-164		Dos Costas Comm	95	0306		d1	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			1.9	1.6	0.0	0.0	0.0	0.0	0.0	0.0													
KIOQ	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			0.0	0.5	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				0.2	0.5	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			3.8	2.6	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			0.7	0.5	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			2.6	4.5	0.0	0.0	0.0	0.0	0.0	0.0													
# FM Stations -																22	# Combos -		16	FM TOTALS								0.0	31.3	31.4	0.0	0.0	0.0	0.0	0.0	0.0

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																			
																	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999												
KRAK	Hesperia	B	910	0.7	0.50	d	Infinity Bcstg	90	0008		g1	Nostalgia	550			2.1	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			0.9	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	Dos Costas Comm	86	0303		d1	Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0												
KQYN	Twenty Nine	D	1250	1.0	0.11	f	Three D Radio Inc	61				News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0												
KIOQ	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	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	0.0												
KWRN	Apple Valley	B	1550	5.0	0.50		Major Market Stns	91	9405	425		Mexican	150			0.0	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	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0												
# AM Stations -																8	# Combos -		6	AM TOTALS								0.0	3.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -																30	# Duopolies -		9	Total Local Commercial Share								34.3	34.3	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: 163

Biloxi-Gulfport-Pascagoula, MS Market Overview



Metro Counties / Population (000)

Hancock, MS	44.9
Harrison, MS	193.1
Jackson, MS	133.2
Total	371.2

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$8,700	\$11,100	\$11,300	\$12,000	\$11,100	\$11,800	6.3%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.3%	\$12,500	\$13,400	\$14,100	\$14,900	\$15,600	5.7%
Revenue/Retail Sales	1997		2002		2007		Est. Breakout
Revenue/Capita	NA ^{1/}		\$2.72/1,000		\$2.72/1,000		Local 85%
	\$25.19		\$31.79		\$40.66		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 ^{1/}	4,332.8	NA ^{1/}	4,332.8	5,730.4	5.8%
EBI ^{2/}	4,699.5	5,922.2	4.7%	5,922.2	7,763.9	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		9	12	13	8	21
Tot 12+	13.3		47.5	59.9	60.8	4.8	65.6
Avg 12+	3.3		5.3	5.0	4.7	0.6	3.1
Tot LCS	20.3		72.4	91.3	92.7	7.3	100.0
Avg LCS	5.1		8.0	7.6	7.1	0.9	4.8

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

Some stations also rated in Laurel-Hattiesburg.

ARB 12+ Metro Shares (see rights)

Market: Biloxi-Gulfport-Pascagoula, MS

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)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WQYZ	Ocean Springs	A	92.5	6.0	322		Clear Channel Comm	92	0212 p		sw	70s & 80s	200	1.00	1.7	0.9	0.5	0.7	1.5	0.0	1.1	2.7	1.2
• WMJY	Biloxi	C	93.7	98.3	984	b	Clear Channel Comm	66	0305 p		g1	AC	2,000	1.63	10.4	7.7	7.4	5.9	7.8	6.9	7.1	5.4	5.0
WJZD	Long Beach	A	94.5	6.0	322		WJZD Inc		94			Urban AC	450	0.31	12.2	5.4	8.8	8.1	8.1	6.9	12.1	8.3	5.1
WZNF	Lumberton	C1	95.3	50.0	1181	c	Dowdy & Dowdy	83	0004	5,000		CHR	300	0.85	3.0	5.4	3.2	2.5	1.5	2.7	1.9	2.4	2.6
WUJM	Gulfport	A	96.7	4.4	384	a	Triad Bcstg Co	77	9907	7,800	d1	80s Hits	250	0.85	2.5	2.1	2.7	1.8	1.5	2.5	2.6	2.0	3.9
WCPM	Wiggins	C2	97.9	50.0	466	a	Triad Bcstg Co	93	9907		d1	Modern Rock	850	0.71	10.1	6.5	5.6	6.6	6.8	7.4	7.1	7.8	8.0
• WKNN	Pascagoula	C1	99.1	97.3	984	b	Clear Channel Comm	64	0305 p		g1	Country	2,300	1.51	12.9	6.5	7.2	8.8	8.3	7.4	6.0	8.5	8.8
WGCM	Gulfport	C3	102.3	16.0	358	c	Dowdy & Dowdy	69	9411		c3	Oldies	500	0.56	7.6	4.9	5.2	5.7	4.4	5.2	3.9	5.1	6.4
WOSM	Ocean Springs	C2	103.1	50.0	459		Cooper, Charles H.		71			Religion	150	0.49	2.6	1.6	2.3	2.0	1.5	2.5	1.7	2.2	0.9
• WBUV	Moss Point	C2	104.9	33.0	600	b	Clear Channel Comm	64	9901		sw	Urban AC	825		0.7	3.5	0.9	1.1	1.2	1.2	0.9	1.2	1.2
WXRQ	Pascagoula	C3	105.9	25.0	312	a	Triad Bcstg Co	76	9907		d1	Clsc Rock	1,500	1.43	8.9	4.4	5.4	5.9	5.9	6.2	5.4	8.0	6.9
WXYK	Gulfport	A	107.1	2.8	400	a	Triad Bcstg Co	64	9907		d1	Dance	750	0.63	10.1	4.9	6.5	6.1	7.3	5.4	5.4	6.8	3.2
WZKX	Bay St. Louis	C	107.9	100.0	1460	c	Dowdy & Dowdy		66			Country	1,125	0.92	10.4	7.0	5.9	6.1	7.6	7.4	6.9	5.9	5.1
# FM Stations - 13															# Combos - 10								
FM TOTALS															93.1	60.8	61.6	61.3	63.4	61.7	62.1	66.3	58.3

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)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WVMI	Biloxi	B	570	5.0	1.00	a	Triad Bcstg Co	50	0005		na	DARK	200	0.63	2.7	0.0	1.6	1.4	2.2	0.7	1.1	1.7	2.7
WQFX	Gulfport	D	1130	1.0 cp	0.00		Walk By Faith Minist	75	9604	34		Gospel				0.0	1.4	0.0	0.0	0.0	0.0	0.5	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	0.81	2.1	1.6	0.9	1.6	1.2	0.7	0.6	0.0	1.2
WROA	Gulfport	B	1390	5.0	5.00	c	Dowdy & Dowdy	55	8612			Easy	100	0.37	2.3	1.6	1.4	2.3	0.7	0.7	1.3	0.7	1.3
WXBD	Biloxi	C	1490	1.0	1.00	a	Triad Bcstg Co	48	9907		d1	Sports	100		0.4	0.0	0.7	0.5	0.0	0.0	0.0	0.5	0.0
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
• WTNI	Biloxi	B	1640	10.0	1.00		Triad Bcstg Co		03			Talk				1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations - 8															# Combos - 4								
AM TOTALS															7.5	4.8	6.0	5.8	4.1	2.1	3.0	3.4	5.2
AM & FM Stations Profiled - 21															# Duopolies - 8								
Total Local Commercial Share															65.6	67.6	67.1	67.5	63.8	65.1	69.7	63.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 137

Revenue Rank: 113

Appleton-Oshkosh, WI Market Overview



Metro Counties / Population (000)

Calumet, WI	41.8
Outagamie, WI	163.9
Winnebago, WI	158.6
Total	364.3

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$13,800	\$13,800	\$14,900	\$16,200	\$16,600	\$17,500	4.8%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.4%	\$18,300	\$19,200	\$20,000	\$21,100	\$22,100	4.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$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)

	1997	2002	Growth Rate	2002	2007	Growth Rate
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 ^{1/}	5,230.2	NA ^{1/}	5,230.2	6,724.8	5.2%
EBI ^{2/}	5,489.8	6,497.4	3.4%	6,497.4	8,448.3	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		10	9	13	6	19
Tot 12+	5.5		54.0	56.2	59.5	12.3	71.8
Avg 12+	1.8		5.4	6.2	4.6	2.1	3.8
Tot LCS	7.7		75.2	78.3	82.9	17.1	100.0
Avg LCS	2.6		7.5	8.7	6.4	2.9	5.3

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

Some stations also rated in Green Bay.

Market: Appleton-Oshkosh, WI

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WOZZ	New London	C2	93.5	50.0	492	b	Midwest Comm Inc	67	9307		g	Clsc Rock	2,200	1.37	9.2	4.3	7.7	6.1	7.2	6.8	5.8	5.0	5.9			
WROE	Neenah-Menash	C3	94.3	13.0	459	b	Midwest Comm Inc	71	9702		sw	Lite Rock	2,200	1.37	9.2	5.3	8.0	5.4	7.9	6.6	8.2	5.2	5.4			
WWWX	Oshkosh	A	96.9	6.0	328	a	Cumulus Bcstg Inc	67	9709	5,200	d1	Rock	1,300	1.14	6.5	4.3	4.6	4.1	5.3	4.5	4.6	5.9	5.4			
• WPKR	Omro	C2	99.5	25.0 cp	495	c	Cumulus Bcstg Inc	74	0305 p	8,100	d2	Country	1,600	1.19	7.7	4.3	2.2	5.0	6.2	2.9	5.1	4.3	4.6			
WNCY	Neenah-Menash	C2	100.3	45.0	489	b	Midwest Comm Inc	77	9702		sw	Country	2,600	0.95	15.6	13.2	10.4	13.3	9.1	10.4	7.7	10.4	8.5			
WIXX	Green Bay	C	101.1	100.0	1079	b	Midwest Comm Inc	60				CHR	n/a		11.2	10.6	9.2	8.3	7.9	9.5	10.4	10.0	13.1			
WOGB	Kaukauna	C3	103.1	3.6	879	a	Cumulus Bcstg Inc	96	9709			Oldies	n/a		5.4	2.4	2.2	4.5	3.3	1.8	3.1	2.2	2.3			
WVBO	Winneconne	C3	103.9	25.0	318	a	Cumulus Bcstg Inc	66	9709		d1	Oldies	1,650	1.31	7.2	5.8	4.6	5.9	4.5	6.3	4.6	5.7	6.5			
• WECB	Seymour	A	104.3	2.8	341		Woodward Comm Inc	98	0303	1,750		Soft AC	100		0.5	0.7	1.0	0.0	0.7	0.5	0.5	0.7	0.6			
• WPCK	Denmark	C3	104.9	10.0 cp	515	c	Cumulus Bcstg Inc	69	0305 p		d2	Country			0.5	0.2	0.5	0.2	0.5	0.2	0.2	0.4	0.1			
WAPL	Appleton	C	105.7	100.0	1175	d	Woodward Comm Inc	65	7506			Clsc Rock	3,200	1.79	10.2	6.0	5.8	6.8	7.9	6.3	6.5	5.9	7.2			
KFIZ	Fond Du Lac	A	107.1	3.0	299		RBH Enterprises Inc	67	9702		g	1 Hot AC	100		0.7	0.5	0.7	0.5	0.5	0.0	1.0	0.4	1.0			
WXWX	Brillion	C3	107.5	3.6	879	a	Cumulus Bcstg Inc	92	9809	See (187)		Rock	n/a		1.3	1.9	1.0	0.9	1.0	2.0	0.7	2.4	3.0			
# FM Stations -															13	# Combos -		11	FM TOTALS							
															85.2	59.5	57.9	61.0	62.0	57.8	58.4	58.5	63.6			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	0.0	0.7	1.3	0.0			
WHBY	Kimberly	B	1150	5.0	5.00	d	Woodward Comm Inc	70	9111	965		News/Talk	1,100	1.08	5.8	4.6	4.8	4.1	4.3	5.7	4.8	4.3	7.9			
WNAM	Neenah-Menash	B	1280	5.0	5.00	a	Cumulus Bcstg Inc	47	9709		d1	Adlt Stndrd	475	0.47	5.8	4.8	5.8	3.2	5.3	5.9	3.4	6.3	4.7			
WOSH	Oshkosh	C	1490	1.0	1.00	a	Cumulus Bcstg Inc	41	9709		d1	Nws/Tlk/Spt	525	1.36	2.2	1.4	1.7	1.8	1.4	2.3	1.7	1.7	3.1			
WMBE	Chilton	D	1530	0.3	0.00		Maszja-Pacer Radio	84	9012	4	st	1 Sports	100			0.5	0.0	0.0	0.0	0.0	0.0	0.9	0.9			
• WSCO	Appleton	B	1570	0.5 cp	0.25	d	Woodward Comm Inc	52	0112	450		BgBnd/Nstlg	200	1.14	1.0	1.0	0.0	0.5	1.0	2.0	1.9	0.7	0.0			
# AM Stations -															6	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -															19	# Duopolies -		8	Total Local Commercial Share							
															14.8	12.3	12.3	9.6	12.0	15.9	12.5	15.2	16.6			
															71.8	70.2	70.6	74.0	73.7	70.9	73.7	80.2				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 138

Revenue Rank: 113

Atlantic City-Cape May, NJ Market Overview



Metro Counties / Population (000)

Atlantic, NJ	257.0
Cape May, NJ	102.8
Total	359.8

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$14,500	\$14,500	\$15,700	\$17,900	\$16,900	\$17,500
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		3.6%	\$18,400	\$19,700	\$20,800	\$22,000	\$23,100
Revenue/Retail Sales	1997		2002		2007		Est. Breakout
Revenue/Capita	NA ^{1/}		\$3.64/1,000		\$4.24/1,000		Local 85%
	\$43.27		\$48.64		\$61.90		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
Households	128.2	139.2	1.7%	139.2	144.6	0.8%
Retail Sales	NA ^{1/}	4,803.1	NA ^{1/}	4,803.1	5,446.1	2.5%
EBI ^{2/}	5,131.6	6,239.4	4.0%	6,239.4	7,331.7	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	8		12	19	7	26
Tot 12+	28.0	35.5		58.2	63.5	10.4	73.9
Avg 12+	2.5	4.4		4.9	3.3	1.5	2.8
Tot LCS	37.9	48.0		78.8	85.9	14.1	100.0
Avg LCS	3.4	6.0		6.6	4.5	2.0	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 New York, Middlesex & 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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	0.2	0.4	0.9	0.7	0.2	1.1	0.2				
WWZK	Avalon	A	94.3	3.3	299	a	Coastal Bcstg System	76	9804	470		Oldies	300	0.9	1.7	1.1	0.8	0.6	0.7	0.7	1.5	1.3				
WAYV	Atlantic City	B	95.1	50.0	331	b	Equity Comm LP	61	9606	3,100		Hot AC	2,150	1.29	9.5	7.1	5.3	7.5	6.7	9.0	6.2	8.8	7.8			
WTTH	Margate City	A	96.1	2.8	400	b	Equity Comm LP	92	0205		d2	Urban AC	1,250	1.10	6.5	4.5	5.3	4.1	5.6	5.5	6.2	7.3	6.6			
WFPG	Atlantic City	B	96.9	50.0	361	d	Millennium Radio Gr	62	0107	19,400	d1	1	Lite Rock	2,550	1.30	11.2	8.9	7.9	8.5	8.2	8.8	7.8	7.9	6.4		
WIXM	Millville	B	97.3	50.0	466	d	Millennium Radio Gr	62	0202		g	Hot AC	400	0.85	2.7	3.5	4.4	1.4	2.6	1.3	1.8	2.6	2.3			
WTKU	Ocean City	A	98.3	6.0	328	c	Green Group	83	9509	850		Oldies	1,100	1.21	5.2	3.7	2.8	3.7	4.1	3.1	5.7	4.3	4.5			
WCZT	Villas	A	98.7	6.0	328	a	Coastal Bcstg System	90	0106	1,400		AC	375	1.26	1.7	0.9	1.8	1.2	1.3	2.2	2.1	1.7	2.1			
WZBZ	Pleasantville	A	99.3	3.0	328	b	Equity Comm LP	74	0205		d2	CHR	1,200	1.01	6.8	10.6	9.2	6.4	3.7	2.6	2.5	2.6	1.9			
WZXL	Wildwood	B	100.7	38.0	331	b	Equity Comm LP	59	9801		c2	Adult Rock	1,900	2.13	5.1	3.7	3.5	4.1	3.5	5.3	6.9	3.9	6.0			
WKXW	Trenton	B	101.5	15.5	902	d	Millennium Radio Gr	62	0202			Oldes/Talk	n/a		2.2	1.3	0.9	1.4	1.9	1.3	1.6	0.6	1.0			
WAIV	Cape May	A	102.3	3.2	292	b	Equity Comm LP	67	0205		d2	Smooth Jazz	250	0.79	1.8	0.2	1.1	1.4	1.3	0.9	1.6	0.6	2.6			
WJSE	Petersburg	A	102.7	3.3	295	b	Parinello Enrprises	91	9411	356		Alternative	1,100	1.03	6.1	2.8	2.6	4.8	4.3	3.3	3.2	2.6	1.8			
WMGM	Atlantic City	B	103.7	50.0	348	c	Green Group	61				Clsc Rock	1,400	1.25	6.4	5.4	5.5	5.4	4.1	5.1	5.0	4.5	4.0			
• WEMG	Egg Harbor City	B1	104.9	10.0	509		Nassau Bcstg Ptrs LP	71	0304	See (6)		Spanish	n/a		3.5	0.4	1.8	1.7	3.5	1.5	1.6	1.7	2.9			
WGBZ	Cape May Court	A	105.5	3.3	295	b	Equity Comm LP	86	0205		d2	CHR	150	0.32	2.7	1.5	1.1	2.3	1.7	1.5	2.3	2.4	1.0			
WKOE	Ocean City	A	106.3	3.0	308		Ocean Comm Bcstg	72	9407		c3	1	Oldes/Talk	450	1.22	2.1	1.3	1.1	0.8	2.4	2.4	3.0	2.9			
WDOX	North Cape May	A	106.7	3.0	233		Marc Scott Comm Inc	93	9410	34		Altve/Rock	100		0.5	0.6	0.9	0.4	0.4	0.7	0.0	0.0	0.0			
WPUR	Atlantic City	B1	107.3	13.5	449	d	Millennium Radio Gr	98	0107		d1	1	Country	950	0.84	6.5	5.2	6.3	5.8	3.9	4.8	6.2	5.4	7.0		
# FM Stations -															19	# Combos -		15	FM TOTALS							
															82.3	63.5	62.8	62.1	60.7	60.7	63.9	62.5	62.3			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WIBG	Ocean	D	1020	0.5	0.00		Brancadora, Enrico	64	9212	140		ChrsContem	50		0.3	0.4	0.0	0.0	0.4	0.0	0.5	0.0	0.8			
WCMC	Wildwood	C	1230	1.0	1.00	b	Equity Comm LP	51	9801		c2	Nostalgia	200	0.29	4.0	2.2	2.4	2.3	3.7	2.2	3.0	2.8	1.3			
WMID	Atlantic City	C	1340	0.9	0.00	b	Equity Comm LP	47	0205		d2	Adlt Stndrd	300	0.34	5.1	3.5	3.7	3.3	4.3	5.7	3.0	3.2	5.3			
WOND	Pleasantville	C	1400	1.0	1.00	c	Green Group	50	5507			News/Talk	800	0.69	6.6	3.7	4.8	4.6	5.2	4.0	5.0	3.4	3.4			
WKXW	Atlantic City	C	1450	1.0	1.00	d	Millennium Radio Gr	40	0107		d1	1	News/Talk	150		0.5	0.6	0.9	0.6	0.2	0.9	1.6	1.3	2.3		
WUSS	Pleasantville	C	1490	0.4	0.40	c	Green Group	55	9704	180		Black Gospl			1.1	0.0	0.0	0.6	1.1	0.9	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	0.0	0.5	0.0	0.6			
# AM Stations -															7	# Combos -		6	AM TOTALS							
AM & FM Stations Profiled -															26	# Duopolies -		10	Total Local Commercial Share							
															17.6	10.4	11.8	11.4	14.9	13.7	13.6	10.7	13.7			
															73.9	74.6	73.5	75.6	74.4	77.5	73.2	76.0				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 139

Revenue Rank: 144

Burlington-Plattsburgh, VT-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
Total	356.2

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$11,000	\$12,100	\$11,800	\$13,000	\$12,600	\$13,500
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.1%	\$14,100	\$14,900	\$15,400	\$16,300	\$17,100	4.9%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$2.59/1,000	2007 \$2.59/1,000			Est. Breakout	
Revenue/Capita	\$31.93	\$37.90	\$47.04			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	344.5	356.2	0.7%	356.2	363.5
Households	124.9	135.5	1.6%	135.5	140.9	0.8%
Retail Sales	NA ^{1/}	5,216.9	NA ^{1/}	5,216.9	6,590.6	4.8%
EBI ^{2/}	4,977.5	5,808.3	3.1%	5,808.3	7,031.2	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		14	11	19	11	30
Tot 12+	9.1		60.3	63.5	69.4	9.8	79.2
Avg 12+	1.8		4.3	5.8	3.7	0.9	2.6
Tot LCS	11.5		76.1	80.2	87.6	12.4	100.0
Avg LCS	2.3		5.4	7.3	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													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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
			Freq	(kW)												2003	2002	2002	2001	2001	2000	2000	1999	
• WVTK	Port Henry	C3	92.1	18.0	10	g	Clear Channel Comm	82	0101		g	Smooth Jazz	200		0.3	0.5	0.4	0.0	0.5	1.0	0.0	0.0	0.0	0.0
WEZF	Burlington	C	92.9	46.0	2704	g	Clear Channel Comm	69	0008		g	1 AC	2,500	1.73	10.7	6.5	6.9	7.4	9.6	6.5	8.4	9.5	7.1	
WXAL	Addison	C3	93.7	25.0	289	c	Northeast Bcstg Co	99	0101	434		Hot AC	200	0.74	2.0	1.9	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	9.1	9.3	10.1	9.5	13.4	15.3	13.5	
• WDOT	Danville	A	95.7	4.9	154	c	Northeast Bcstg Co	96	9512	153	cp	AAA				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDEV	Warren	C3	96.1	0.4	2277	d	Radio Vermont Group	89	9210	643		FullService			0.3	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
WXZO	Willsboro	A	96.7	1.0	797	g	Clear Channel Comm	95	0008		g	1 Talk	300	1.17	1.9	2.3	3.3	2.1	0.9	1.5	0.6	0.0	1.7	
WOKO	Burlington	C1	98.9	100.0	308	a	Hall Communications	62	8312	1,950		Country	2,600	0.82	23.5	14.5	18.7	19.5	17.8	14.9	12.3	15.3	14.1	
WBTZ	Plattsburgh	C	99.9	100.0	984	f	Burlington Bcstrs	60				Altve/80Hts	700	0.70	7.4	7.5	6.7	5.1	6.6	8.0	7.8	4.7	4.5	
WCPV	Essex	A	101.3	1.0	797	g	Clear Channel Comm	94	0008		g	1 Clsc Rock	1,300	1.42	6.8	4.0	6.0	6.1	4.7	9.0	7.8	6.8	10.9	
WCVT	Stowe	C3	101.7	0.5	2067	d	Radio Vermont Group	77	9708	450		Classical	75	0.31	1.8	1.6	1.1	2.3	0.5	0.5	2.2	2.1	1.1	
• WCVR	Randolph	C3	102.1	11.0	436	c	Clear Channel Comm	82	0101		g	Country				0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLFV	St. Albans	A	102.3	0.9	846	c	Northeast Bcstg Co	70	0105	575	c1	3 Country	100	0.35	2.1	2.8	1.1	1.7	1.6	0.0	0.0	1.1	0.0	
• WCLX	Westport	A	102.9	6.0	312		Jackson Group	97				Progressive	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WLKC	Waterbury	C3	103.3	2.9	932	c	Northeast Bcstg Co	85	9910	700		Hot AC	200	0.74	2.0	1.2	0.9	1.7	1.4	2.0	1.1	2.6	1.5	
WNCS	Montpelier	C2	104.7	1.9	2080	c	Northeast Bcstg Co	77	8702	750		AAA	800	1.48	4.0	3.0	3.6	2.8	3.5	3.5	2.8	4.2	5.2	
WKOL	Plattsburgh	C3	105.1	23.5	338	a	Hall Communications	94	9504	1,100		Oldies	1,000	0.93	8.0	7.5	5.3	5.9	6.8	6.0	6.1	6.3	7.5	
WLPW	Lake Placid	C3	105.5	25.0	-194	e	Radio Lake Placid	79	8812	1,000	c1	2 Clsc Rock				0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WIZN	Vergennes	C2	106.7	50.0	374	f	Burlington Bcstrs	83	8806	2,350		AOR	1,150	1.20	7.1	5.6	4.4	5.9	5.4	6.5	7.3	5.3	6.7	
# FM Stations - 19															# Combos - 17		FM TOTALS							
															90.1	69.4	69.7	71.7	71.0	68.9	69.8	73.2	73.8	

AM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Day Power		Night Power		Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
			Freq	(kW)	(kW)	C									Owner	2003	2002	2002	2001	2001	2000	2000	1999
WVMT	Burlington	B	620	5.0	5.00	b	Sison Bcstg Inc	22	9704		c2	Nws/Spt/Tlk	200	0.87	1.7	3.5	2.7	1.3	1.4	2.5	1.1	1.1	1.4
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	g	Clear Channel Comm	35	0201	150		1 Talk			0.9	0.9	0.7	0.8	0.7	1.5	2.2	0.0	1.4
WTWK	Plattsburgh	D	1070	5.0	0.00	c	Northeast Bcstg Co	68	0202	150		3 Talk			0.3	0.5	0.0	0.4	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	1.9	2.2	1.7	1.9	5.5	5.6	4.7	5.8
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	1.4	2.2	2.5	3.5	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	1.6	1.1	0.4	1.2	2.5	2.8	2.6	2.3
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 - 11					# Combos - 8			AM TOTALS															
								10.0	9.8	8.9	7.1	8.7	12.0	11.7	8.4	10.9							
AM & FM Stations Profiled - 30					# Duopolies - 9			Total Local Commercial Share															
								79.2	78.6	78.8	79.7	80.9	81.5	81.6	84.7								

• 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)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$14,200	\$16,400	\$13,000	\$14,700	\$13,600	\$14,100
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.7%	\$14,900	\$16,000	\$16,900	\$17,800	\$18,700	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.24/1,000	2007 \$3.54/1,000	Est. Breakout			
Revenue/Capita	\$42.90	\$39.48	\$50.31	Local	72%		
				National	28%		

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	331.0	357.1	1.5%	357.1	371.7
Households	118.1	128.4	1.7%	128.4	134.5	0.9%
Retail Sales	NA ^{1/}	4,347.6	NA ^{1/}	4,347.6	5,278.3	4.0%
EBI ^{2/}	6,840.1	8,702.0	4.9%	8,702.0	11,621.1	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		4		3	5	5	10
Tot 12+		23.7		23.7	23.7	6.7	30.4
Avg 12+		5.9		7.9	4.7	1.3	3.0
Tot LCS		78.0		78.0	78.0	22.0	100.0
Avg LCS		19.5		26.0	15.6	4.4	10.0

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

Some stations also rated in markets 1, 6, 36, 52.

ARB 12+ Metro Shares (see rights)

Market: Trenton, NJ

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	5.3	3.9	4.2	3.6	4.4	5.9	6.2	6.3			
WPST	Trenton	B	97.5	48.0	430	a	Nassau Bcstg Ptrs LP	49	9508		st	1 CHR	7,600	1.48	36.5	9.4	7.3	9.8	8.9	11.7	11.8	10.0	9.5			
WKXW	Trenton	B	101.5	15.5	902	b	Millennium Radio Gr	62	0202			Oldes/Talk	n/a		28.5	9.0	6.1	9.1	5.7	6.8	5.6	8.9	5.1			
WPRB	Princeton	B	103.3	14.0	732		Princeton Bcstg Svc	55				Rck/Cls/Jaz	200			0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.4			
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	23.7	17.3	23.1	18.2	22.9	23.3	25.6	21.3			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	0.0	0.7	0.7	0.0			
WBUD	Trenton	B	1260	5.0	2.50		Millennium Radio Gr	47	0202		g	Oldes/News	1,000	0.75	9.4	3.5	2.2	1.7	3.0	2.8	3.3	3.9	4.0			
WIMG	Ewing	B	1300	3.2	1.30		Morris Bcstg Co	23	9307	450		UrbAC/Gospl	1,000	0.68	10.5	3.2	2.0	2.9	2.5	4.2	2.8	2.1	4.3			
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	0.0	0.9	0.0	0.0			
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							
AM & FM Stations Profiled -															10	# Duopolies -		2	Total Local Commercial Share							
															19.9	6.7	4.2	4.6	5.5	7.0	7.7	6.7	8.3			
															30.4	21.5	27.7	23.7	29.9	31.0	32.3	29.6				

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 141

Revenue Rank: 118

Quad Cities, IA-IL Market Overview



Metro Counties / Population (000)

Scott, IA	158.5
Henry, IL	50.8
Rock Island, IL	148.3
Total	357.6

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$13,000	\$14,600	\$14,900	\$16,700	\$15,900	\$17,200	5.8%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
8.2%	\$18,200	\$19,500	\$20,500	\$21,600	\$22,700	5.7%	
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
NA ^{1/}	\$3.50/1,000	\$3.90/1,000		Local	86%		
Revenue/Capita	\$36.39	\$48.10	\$63.87	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	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 ^{1/}	4,908.0	NA ^{1/}	4,908.0	5,824.3	3.5%
EBI ^{2/}	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	3	3	5	9	11	6	17
Tot 12+	5.5	19.4	42.0	66.4	66.9	15.0	81.9
Avg 12+	1.8	6.5	8.4	7.4	6.1	2.5	4.8
Tot LCS	6.7	23.7	51.3	81.1	81.7	18.3	100.0
Avg LCS	2.2	7.9	10.3	9.0	7.4	3.1	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													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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
																2003	2002	2002	2001	2001	2000	2000	1999			
KORB	Bettendorf	A	93.5	6.0	318	c	Cumulus Bcstg Inc	84	0010		g	Rock	950	0.59	9.3	5.0	6.1	7.3	8.0	5.4	5.2	6.7	4.0			
• WYEC	Kewanee	A	93.9	3.1	453	b	Miller Comm Inc	66	9412	400	c3	Easy	250			0.0	0.0	0.0	0.0	0.0	0.0	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	1.22	8.8	6.8	6.6	7.8	6.6	8.4	7.1	5.7	6.4			
WXLP	Moline	B	96.9	50.0	499	c	Cumulus Bcstg Inc	70	0010		g	Clsc Rock	1,025	0.95	6.3	5.5	5.1	5.8	4.5	5.4	5.2	5.9	8.9			
WHTS	Rock Island	B	98.9	39.0	899	d	Mercury Bcstg Co Inc	47	0102		c4	CHR	1,650	0.83	11.6	8.4	7.6	10.3	8.8	9.1	8.5	10.5	12.4			
KBEA	Muscatine	C1	99.7	100.0	869	c	Cumulus Bcstg Inc	49	0010	1,700	g	Top 40	500	0.41	7.1	5.5	3.6	5.0	6.6	6.2	4.5	5.0	2.9			
KUUL	East Moline	B	101.3	50.0	499	a	Clear Channel Comm	76	0012		d1	Oldies	1,100	0.85	7.5	5.5	5.3	6.0	6.4	6.2	6.2	6.7	6.7			
• WJRE	Galva	A	102.5	3.1	328	b	Miller Comm Inc	95	0304	475	c1	Lite Rock	100		0.6	0.5	0.5	1.0	0.0	0.7	0.0	0.5	0.0			
WLLR	Davenport	C	103.7	100.0	1191	a	Clear Channel Comm	48	0012		d1	Country	3,600	1.40	15.0	15.3	15.0	12.5	12.2	13.1	14.5	12.6	12.3			
KBOB	De Witt	C3	104.9	12.5	469	c	Cumulus Bcstg Inc	77	0010		g	Country	600	0.87	4.0	4.7	3.1	5.0	1.6	1.7	1.9	2.9	3.6			
KCQQ	Davenport	C1	106.5	100.0	896	a	Clear Channel Comm	66	0012		d1	Clsc Hits	3,300	1.68	11.4	9.7	11.2	8.5	10.3	12.6	11.4	10.7	10.1			
# FM Stations -													11	# Combos -		11	FM TOTALS									
																81.6	66.9	64.1	69.2	65.0	68.8	64.5	67.2	67.3		

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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
																2003	2002	2002	2001	2001	2000	2000	1999			
KJOC	Davenport	B	1170	1.0 cp	1.00	c	Cumulus Bcstg Inc	46	0010		g	Sports	175	0.64	1.6	1.1	0.8	1.0	1.6	1.0	1.2	1.4	1.5			
• WFXN	Moline	C	1230	1.0	1.00	a	Clear Channel Comm	46	0012		d1	News/Sprts	200	0.97	1.2	0.8	0.5	0.8	1.1	0.5	0.7	0.5	1.0			
WKBF	Rock Island	B	1270	5.0	5.00	d	Mercury Bcstg Co Inc	25	0102		c4	Big Band	500	0.51	5.7	3.4	3.8	3.8	5.6	4.9	4.0	4.5	6.1			
WOC	Davenport	B	1420	5.0	5.00	a	Clear Channel Comm	22	0012		d1	News/Talk	1,300	0.83	9.1	7.9	5.1	7.0	8.0	7.4	7.8	7.8	5.8			
WKEI	Kewanee	C	1450	0.5	1.00	b	Miller Comm Inc	52	9412		c3	Nws/Tlk/Spt	100		0.8	1.8	0.5	0.5	0.8	0.0	1.7	0.7	0.9			
WGEN	Geneseo	D	1500	0.3	0.00	b	Miller Comm Inc	63	0304		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	15.0	10.7	13.1	17.1	13.8	15.4	14.9	15.3		
AM & FM Stations Profiled -													17	# Duopolies -		7	Total Local Commercial Share									
																81.9	74.8	82.3	82.1	82.6	79.9	82.1	82.6			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 142

Revenue Rank: 100

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	5.5%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.1%	\$21,500	\$23,000	\$24,300	\$25,600	\$26,900	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$2.77/1,000	\$2.67/1,000	Local	70%		
	\$46.57	\$56.90	\$72.74	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 ^{1/}	7,369.3	NA ^{1/}	7,369.3	10,090.5	6.5%
EBI ^{2/}	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+	6.0	12.9		18.9	18.9	3.1	22.0
Avg 12+	3.0	6.5		4.7	4.7	1.0	3.1
Tot LCS	27.3	58.6		85.9	85.9	14.1	100.0
Avg LCS	13.6	29.3		21.5	21.5	4.7	14.3

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

Some stations also rated in New York & Bridgeport.
ARB 12+ Metro Shares (see rights)

Competitive Overview

Market: Stamford-Norwalk, CT

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)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WEFX	Norwalk	A	95.9	3.0	299	b	Cox Radio Inc	66	0008		sw	Clsc Rock	4,000	2.06	9.5	2.4	3.4	2.3	1.8	3.4	2.4	3.4	1.5
WKHL	Stamford	A	96.7	3.0	328	b	Cox Radio Inc	47	0008		g5	Oldies	3,500	0.87	19.8	3.6	2.1	5.0	3.5	3.6	2.8	4.2	2.5
WEZN	Bridgeport	B	99.9	27.5	669		Cox Radio Inc	60	9704			AC	n/a		20.1	5.1	5.2	3.3	5.3	3.6	4.7	4.7	5.3
WEBE	Westport	B	107.9	50.0	384	a	Cumulus Bcstg Inc	82	0203		g	AC	11,400	1.88	29.8	7.8	8.1	7.3	5.5	8.3	7.1	9.1	4.8
# FM Stations -					4	# Combos -					2	FM TOTALS											
															79.2	18.9	18.8	17.9	16.1	18.9	17.0	21.4	14.1

AM Stations

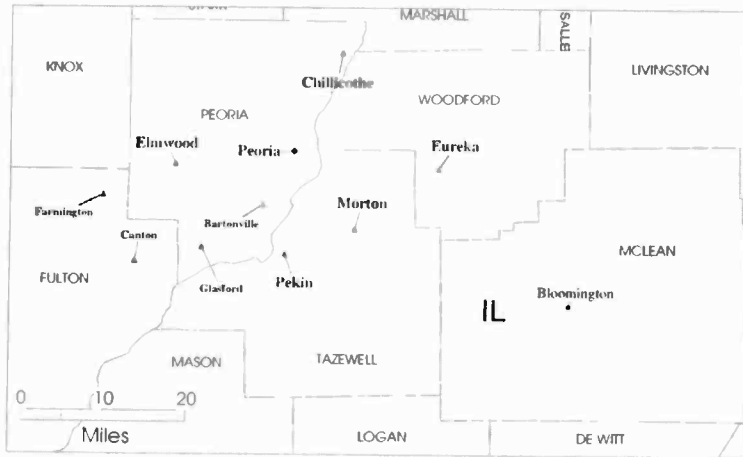
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999									
WNLK	Norwalk	B	1350	1.0	0.50	b	Cox Radio Inc	48	0008		g	News/Talk	500	0.50	4.9	0.7	0.8	0.8	1.3	0.5	0.5	0.5	1.2									
WSTC	Stamford	C	1400	0.8	0.00	b	Cox Radio Inc	41	0003		g5	News/Talk	500	0.25	10.0	1.7	1.8	2.0	2.3	1.0	2.1	1.6	3.1									
WGCH	Greenwich	C	1490	1.0 cp	1.00		BusinessTalkRadio	64	0305	1,100		Talk	500	0.42	5.8	0.7	0.0	1.0	1.5	0.0	1.4	0.5	0.0									
# AM Stations -					3	# Combos -					2	AM TOTALS																				
															20.7	3.1	2.6	3.8	5.1	1.5	4.0	2.6	4.3									
AM & FM Stations Profiled -															7	# Duopolies -					2	Total Local Commercial Share										
															22.0	21.4	21.7	21.2	20.4	21.0	24.0	18.4										

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
Total	346.0

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$12,100	\$13,800	\$13,300	\$14,000	\$13,900	\$14,900	4.2%
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.2%	\$15,800	\$16,900	\$17,800	\$18,800	\$19,700	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$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)

	1997	2002	Growth Rate	2002	2007	Growth Rate
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 ^{1/}	4,465.9	NA ^{1/}	4,465.9	5,347.2	3.7%
EBI ^{2/}	5,601.2	6,273.0	2.3%	6,273.0	7,633.3	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	7		11	14	5	19
Tot 12+	19.4	43.2		61.3	62.6	12.4	75.0
Avg 12+	2.8	6.2		5.6	4.5	2.5	3.9
Tot LCS	25.9	57.6		81.7	83.5	16.5	100.0
Avg LCS	3.7	8.2		7.4	6.0	3.3	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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WZPW	Peoria	B1	92.3	19.2	374	a	AAA Entertainment	92	0010	2,300		CHR	950	0.64	10.0	5.5	5.7	7.2	8.5	9.1	3.4	1.9	2.7			
WPBG	Peoria	B	93.3	41.0	551	c	Triad Bcstg Co	47	0303	37,000	d3	Oldies	2,250	1.30	11.6	11.1	9.1	9.3	8.8	10.7	11.2	11.4	11.2			
WPMJ	Chillicothe	A	94.3	6.0	299	b	Kelly Communications	77	0301		sw	AC	100	0.32	2.1	0.8	0.3	1.9	1.3	1.6	1.6	1.2	1.2			
WGLO	Pekin	B1	95.5	7.0	620	d	Regent Comm	71	0108	20,000	d2	AOR	1,500	1.27	7.9	7.4	7.8	5.9	6.5	6.7	7.3	7.8	7.8			
WJPL	Farmington	A	96.5	4.3	377	a	AAA Entertainment	97	0006	2,625		AC	500		0.5	0.5	0.8	0.3	0.5	1.1	1.0	2.2	1.1			
WFYR	Elmwood	B1	97.3	23.5	338	d	Regent Comm	93	0108		d2	Country	750	0.76	6.6	4.2	5.5	4.8	5.5	3.2	3.4	4.4	4.8			
WRVP	Eureka	A	98.5	6.0	328	d	Regent Comm	89	0108		d2	Top 40	225	0.60	2.5	1.8	2.6	1.9	2.0	2.4	3.6	5.6	5.0			
WIXO	Bartonville	A	99.9	1.5	584	d	Regent Comm	97	0108		d2	Alternative	325	0.43	5.1	5.3	5.0	4.0	4.0	3.2	4.2	4.9	4.3			
WPPY	Glasford	A	101.1	3.3	449	d	Regent Comm	99	0108		d2	Top 40			1.8	1.3	1.8	1.3	1.5	1.9	2.1	1.9	1.4			
WDQX	Morton	A	102.3	6.0	299	a	AAA Entertainment	76	0101		d1	Clsc Hits	850	1.00	5.7	3.9	2.9	4.0	5.0	5.4	3.9	1.9	1.3			
WXCL	Pekin	A	104.9	3.0	328	a	AAA Entertainment	73	0301	4,000	+	Country	1,100	0.72	10.2	5.8	5.2	8.2	7.8	7.5	9.1	7.5	7.8			
WWCT	Peoria	B	105.7	33.0	591	a	AAA Entertainment	71	0006	7,750		Rock & Roll	1,000	1.22	5.5	3.4	4.4	5.6	3.0	5.1	5.5	5.1	6.9			
WSWT	Peoria	B	106.9	50.0	479	c	Triad Bcstg Co	64	0303		d3	Lite Rock	2,500	1.31	12.8	11.6	10.2	9.6	10.5	9.1	9.4	10.0	9.4			
WBYS	Canton	B1	107.9	25.0	269		WPW Broadcasting	68	9901	800	c1	Lite AC				0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0			
# FM Stations -															14	# Combos -		13	FM TOTALS							
															82.3	62.6	62.1	64.0	64.9	67.0	65.7	65.8	64.9			

AM Stations

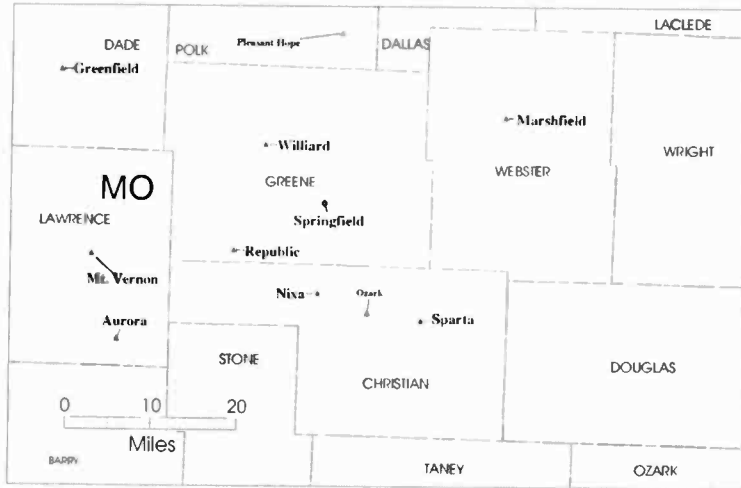
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WPEO	Peoria	D	1020	1.0	0.00		Pinebrook Foundation	46	7001			Christian	450	1.68	1.8	1.1	1.6	1.1	1.8	1.3	1.6	1.2	0.9			
WVEL	Pekin	D	1140	5.0	0.00	d	Regent Comm	48	0108		d2	Religion	150	0.92	1.1	0.5	0.0	0.5	1.3	0.0	0.0	0.0	0.5			
WWFS	Peoria	B	1290	5.0	5.00	c	Triad Bcstg Co	47	0303		d3	Sports	250	0.84	2.0	2.1	1.8	2.1	1.0	1.1	3.4	2.9	4.2			
WOAM	Peoria	B	1350	1.0	1.00	b	Kelly Communications	60	8611		c2	Nostalgia	350	0.56	4.2	2.4	3.4	3.2	3.3	0.0	0.5	1.0	1.1			
WMBD	Peoria	B	1470	5.0	5.00	c	Triad Bcstg Co	22	0303		d3	News/Talk	1,600	1.26	8.5	6.3	6.3	6.1	7.3	7.2	5.5	7.8	6.0			
# AM Stations -															5	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -															19	# Duopolies -		7	Total Local Commercial Share							
															17.6	12.4	13.1	13.0	14.7	9.6	11.0	12.9	12.7			
															75.0	75.2	77.0	79.6	76.6	76.7	78.7	77.6				

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 144

Revenue Rank: 103

Springfield, MO Market Overview



Metro Counties / Population (000)

Christian, MO	58.0
Greene, MO	244.1
Webster, MO	32.4
Total	334.5

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$15,900	\$17,700	\$19,000	\$18,700	\$18,400	\$19,700	4.4%
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.1%	\$20,600	\$22,100	\$23,300	\$24,600	\$25,800	5.5%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.71/1,000	2007 \$3.88/1,000	Est. Breakout			
Revenue/Capita	\$53.37	\$58.89	\$72.07	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	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 ^{1/}	5,303.3	NA ^{1/}	5,303.3	6,645.0	4.6%
EBI ^{2/}	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	15	15	7	22
Tot 12+	6.1		67.4	73.5	73.5	8.1	81.6
Avg 12+	3.1		5.2	4.9	4.9	1.2	3.7
Tot LCS	7.5		82.6	90.1	90.1	9.9	100.0
Avg LCS	3.7		6.4	6.0	6.0	1.4	4.5

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

Market: Springfield, MO

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)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KOMG	Ozark	C2	92.9	50.0	492	f	Mid-West Family Bcst	95	9912	3,000		AC	400	1.69	1.2	2.9	1.4	0.7	1.4	2.3	1.7	1.4	0.0			
KTTS	Springfield	C	94.7	100.0	1102	d	Journal Bcst Group	48	9906		g1	Country	2,800	0.93	15.3	12.4	12.4	12.0	14.0	12.6	6.2	10.3	10.3			
KTOZ	Pleasant Hope	C2	95.5	44.0	522	e	Clear Channel Comm	94	0010		g2	Rock AC	1,500	0.92	8.3	6.6	6.5	9.1	4.9	5.4	4.2	6.4	7.2			
KSPW	Sparta	C2	96.5	50.0	492	d	Journal Bcst Group	89	9906		g1	CHR	775	0.52	7.5	6.3	6.2	6.1	6.6	6.9	3.1	5.0	3.9			
KXUS	Springfield	C1	97.3	100.0	581	e	Clear Channel Comm	69	0010		g2	Clsc Rock	1,550	1.19	6.6	3.7	5.6	5.2	6.0	4.6	4.8	5.6	5.4			
KWTO	Springfield	C1	98.7	100.0	551	c	Meyer Comm Inc	67	9501	1,880	c1	Sports	700	1.02	3.5	2.6	3.1	2.7	3.2	1.7	2.8	1.7	2.9			
KADI	Republic	A	99.5	6.0	328		Vision Comm (MO)	90	0008	550		ChrsContem	600	1.22	2.5	2.1	1.1	1.7	2.6	1.7	2.3	2.2	2.4			
KGMY	Aurora	C2	100.5	33.0	600	e	Clear Channel Comm	68	0010		g2	Country	2,000	1.27	8.0	8.4	7.3	7.9	5.7	8.3	7.9	7.5	7.5			
• KTXR	Springfield	C	101.3	100.0	1486	c	Meyer Comm Inc	62				Easy	1,150	0.87	6.7	4.2	2.5	6.1	5.2	7.2	5.4	3.6	4.8			
KQRA	Brookline	A	102.1	4.9 cp	361		Mid-West Family Bcst	02				Alternative				4.0	7.3	0.0	0.0	0.0	0.0	0.0	0.0			
• KZRQ	Ash Grove	C3	104.1	10.5 cp	505	a	Citadel Bcstg Corp	94	0305 p		g3	Rock	800	0.71	5.7	1.8	2.5	4.2	5.4	4.3	5.7	6.4	4.7			
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	4.5	3.4	4.9	3.7	4.3	6.2	3.1	4.4			
KOSP	Willard	C2	105.1	50.0	492	f	Mid-West Family Bcst	92				Oldies	1,050	0.85	6.3	4.0	5.4	4.4	6.3	4.3	5.1	4.7	3.0			
KGBX	Nixa	C2	105.9	38.0	558	e	Clear Channel Comm	42	0010		g2	AC	3,300	1.31	12.8	7.4	9.6	10.8	10.9	10.6	6.2	7.8	10.5			
• KHTO	Mount Vernon	C3	106.7	17.5 cp	394	a	Citadel Bcstg Corp	93	0305 p		g3	CHR	500	1.02	2.5	2.6	2.3	2.2	2.0	4.9	8.2	8.7	7.4			
# FM Stations -															15	# Combos -		13	FM TOTALS							
															92.0	73.5	76.6	78.0	77.9	79.1	69.8	74.4	74.4			

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)	(kW)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KWTO	Springfield	B	560	5.0	4.00	c	Meyer Comm Inc	33	9501		c1	Talk	1,000	1.02	5.0	4.2	3.7	4.4	4.0	4.6	8.2	3.1	4.2			
KTOZ	Springfield	D	1060	0.5	0.00		T.E.N. USA Inc	72	9406	35		MOR	25		0.4	0.5	0.6	0.7	0.0	0.9	0.6	0.6	0.5			
KSGF	Springfield	B	1260	5.0	5.00	d	Journal Bcst Group	42	9906		g1	News/Talk	250	0.79	1.6	2.6	1.7	0.5	2.3	4.3	6.5	5.0	4.9			
KIDS	Springfield	C	1340	1.0	1.00		Thirteen Forty Prod	49	0006	140		Black Gospl	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KGMY	Springfield	C	1400	1.0	1.00	e	Clear Channel Comm	26	0010		g2	Sports	250	1.15	1.1	0.8	1.7	1.0	0.9	1.1	1.7	0.0	1.2			
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		Tlk/Inf/Cdy				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations -															7	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -															22	# Duopolies -		7	Total Local Commercial Share							
															8.1	8.1	7.7	6.6	7.2	10.9	17.0	8.7	10.8			
															81.6	84.3	84.6	85.1	90.0	86.8	83.1	85.2				

• 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	\$11,900	\$13,300
★★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	11.8%	\$14,000	\$15,000	\$15,900	\$16,700	\$17,600	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.95/1,000	\$3.23/1,000	Local 75%
Revenue/Capita	\$33.01	\$40.39	\$50.88	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 ^{1/}	4,512.2	NA ^{1/}	4,512.2	5,450.5	3.9%
EBI ^{2/}	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	11	23
Tot 12+	0.0		58.2	58.2	58.2	16.0	74.2
Avg 12+	0.0		6.5	6.5	4.9	1.5	3.2
Tot LCS	0.0		78.4	78.4	78.4	21.6	100.0
Avg LCS	0.0		8.7	8.7	6.5	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

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)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KKNU	Springfield-Euge	C	93.1	43.0	1299	b	McKenzie River Bcstg	58	9212		Country	2,200	1.03	16.1	14.2	15.2	12.0	11.5	11.1	12.3	10.7	9.9	
KMGE	Eugene	C1	94.5	21.0	1299	b	McKenzie River Bcstg	65	8609	950	AC	1,400	1.33	7.9	7.1	5.9	5.6	6.0	8.2	7.1	8.5	8.2	
KUJZ	Creswell	C3	95.3	0.6	1207	c	Cumulus Bcstg Inc	83	0010		g3	Smooth Jazz	450	0.72	4.7	2.5	3.7	3.7	3.2	1.8	4.4	3.0	5.0
KZEL	Eugene	C	96.1	43.0	1093	c	Cumulus Bcstg Inc	62	0010		g3	Clsc Rock	1,150	1.27	6.8	6.0	3.7	4.0	6.0	7.0	5.5	7.4	6.3
KNRQ	Eugene	C	97.9	75.0	1011	c	Cumulus Bcstg Inc	58	0009	7,780	d3	Alternative	1,225	0.89	10.3	3.8	3.7	9.4	5.7	5.6	5.8	5.8	5.7
KODZ	Eugene	C	99.1	100.0	1631	d	Clear Channel Comm	68	0102		g1	Oldies	800	0.94	6.4	6.0	5.3	5.6	3.7	4.7	5.5	7.7	4.5
KCGR	Cottage Grove	A	100.5	6.0	115	a	O'Renicks, Robt&Diane	94			AC/Span				0.0	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			5.2	4.8	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	3.6	3.7	5.1	3.4	3.8	4.1	3.8	4.4
KDUK	Florence	C	104.7	63.0	2326	d	Clear Channel Comm	83	0102		g1	CHR	1,325	0.84	11.8	9.8	9.3	8.6	8.6	10.5	8.5	10.4	11.8
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	0.0	0.8	0.0	0.9	0.0	0.8	0.8
# FM Stations - 12														# Combos - 11									
FM TOTALS														70.4	58.2	55.3	54.8	48.1	53.6	53.2	58.1	56.6	

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)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KUGN	Eugene	B	590	5.0	5.00	c	Cumulus Bcstg Inc	46	0009		d3	News/Talk	1,200	1.04	8.7	4.1	6.9	4.8	8.0	3.5	7.4	5.8	7.7
KZTU	Junction City	D	660	10.0	0.08		Pamplin Comm Corp	98	9806	100	cp	News/Talk	125	0.94	1.0	0.8	1.1	0.5	0.9	0.0	0.0	0.0	0.0
• KWIL	Albany	B	790	1.0	1.00	f	Albany Radio Corp	41				Gospel				0.0	0.0	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	0.5	0.8	0.8	2.9	0.6	0.8	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	0.8	0.9	0.6	0.0	0.5	0.7
KPNW	Eugene	B	1120	50.0	50.00	d	Clear Channel Comm	62	0102		g1	Nws/Tlk/Spt	1,300	1.18	8.3	5.7	5.3	6.4	5.7	5.8	6.8	6.8	4.6
KCST	Florence	D	1250	1.0	0.07	e	Coast Bcstg Co Inc	85	9805			AdStd/BgBnd	100		0.6	0.0	0.0	0.8	0.0	1.2	0.0	1.4	0.0
KSCR	Eugene	D	1320	1.0	0.05	c	Cumulus Bcstg Inc	62	0010		g3	Sports	100	0.68	1.1	1.1	1.3	0.5	1.1	0.6	0.5	0.0	0.0
KNND	Cottage Grove	C	1400	1.0	0.95	a	O'Renicks, Robt&Diane	53	8812	63		Country	100		0.7	0.0	0.0	0.0	1.1	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	2.5	1.9	3.2	4.9	5.3	4.1	3.8	5.0
KEED	Eugene	B	1600	5.0	1.00	f	Albany Radio Corp	47	9407	35		Gospel				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations - 11														# Combos - 8									
AM TOTALS														29.6	16.0	18.1	17.8	25.5	17.6	19.6	18.3	18.0	
AM & FM Stations Profiled - 23														# Duopolies - 6									
Total Local Commercial Share														74.2	73.4	72.6	73.6	71.2	72.8	76.4	74.6		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 146

Revenue Rank: 255

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	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$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	\$6,300	\$6,600	\$6,900	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$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 ^{1/}	6,237.3	NA ^{1/}	6,237.3	9,373.6	8.5%
EBI ^{2/}	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+	3.0	5.4		8.4	8.4	4.2	12.6
Avg 12+	3.0	5.4		4.2	4.2	0.8	1.8
Tot LCS	23.8	42.9		66.7	66.7	33.3	100.0
Avg LCS	23.8	42.9		33.3	33.3	6.7	14.3

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

Market: Ann Arbor, MI

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)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WWWW	Ann Arbor	B	102.9	42.0	499	a	Clear Channel Comm	62	0008		sw	Country	2,050	0.99	39.8	5.4	4.9	3.9	5.9	4.7	1.9	2.4	2.3
WQKL	Ann Arbor	A	107.1	3.0	289	a	Clear Channel Comm	67	0008		sw	AC	1,400	1.11	24.3	3.0	2.7	2.6	3.3	3.6	4.5	4.9	5.6
# FM Stations -					2	# Combos -					2	FM TOTALS											
															64.1	8.4	7.6	6.5	9.2	8.3	6.4	7.3	7.9

AM Stations

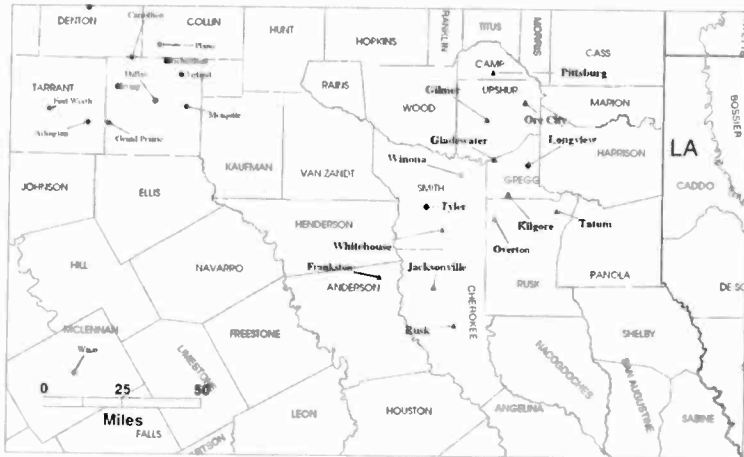
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999									
WDEO	Ypsilanti	B	990	9.2	0.25		Ave Marie Found	62	9909	2,500		News/Talk	200		16.4	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		2.1	2.1	2.3	1.5	1.5	1.3	1.2	1.7									
WHNE	Saline	D	1290	0.5	0.03	a	Clear Channel Comm	58	0008		sw	Oldies				0.0	0.9	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	2.1	1.5	1.6	3.3	2.4	3.5	2.1	2.4									
# AM Stations -					5	# Combos -					3	AM TOTALS																				
															35.9	4.2	4.5	3.9	4.8	3.9	4.8	3.3	4.1									
AM & FM Stations Profiled -															7	# Duopolies -					2	Total Local Commercial Share										
																12.6	12.1	10.4	14.0	12.2	11.2	10.6	12.0									

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 147

Revenue Rank: 128

Tyler-Longview, TX Market Overview



Metro Counties / Population (000)

Cherokee, TX	48.1
Gregg, TX	112.0
Smith, TX	179.5
Total	339.6

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$13,100	\$13,000	\$15,200	\$15,400	\$15,700	\$16,100
Revenue/Retail Sales Revenue/Capita	1997	2002	2007		Est. Breakout		
	NA ^{1/}	\$2.74/1,000	\$2.62/1,000	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	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 ^{1/}	5,871.6	NA ^{1/}	5,871.6	8,100.3	6.6%
EBI ^{2/}	4,639.3	5,824.6	4.7%	5,824.6	7,496.2	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	13	18	9	27
Tot 12+	0.0		71.5	68.4	71.5	6.3	77.8
Avg 12+	0.0		4.2	5.3	4.0	0.7	2.9
Tot LCS	0.0		91.9	87.9	91.9	8.1	100.0
Avg LCS	0.0		5.4	6.8	5.1	0.9	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		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)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
• KDOK	Tyler	C3	92.1	9.6	443	e	Gleiser Comm LP	75	0305 p	6,000	d2	Oldies	900	1.24	4.5	3.6	3.2	2.4	4.2	4.0	3.6	5.5	6.2			
KTYL	Tyler	C1	93.1	82.0	938	c	Clear Channel Comm	66	0008		g	Oldies	800	0.65	7.6	4.9	3.7	4.5	6.6	5.3	4.7	6.3	6.1			
KFRO	Gilmer	C3	95.3	5.9	666	d	Waller Media LLC	80	0012		d1	Oldies	275	0.78	2.2	1.6	1.6	1.8	1.5	1.3	1.7	1.6	2.1			
KKTX	Kilgore	C2	96.1	32.0	620	c	Clear Channel Comm	76	0008		g	Clsc Rock	900	0.92	6.1	5.2	4.3	4.7	4.2	6.0	7.5	3.7	3.7			
KOYE	Frankston	C2	96.7	50.0	492	d	Waller Media LLC	70	0012	1,100		Mexican	425	0.47	5.6	6.5	5.9	5.5	2.7	0.0	0.0	0.0	0.0			
KWRW	Rusk	C3	97.7	14.5	407	f	Whitehead, E.H.	81				Oldies	75		0.3	0.8	0.5	0.5	0.0	1.0	0.8	0.0	0.0			
KIXK	White Oak	C2	99.3	34.0 cp	541	b	Reynolds, Kenneth	02				Country				2.6	1.9	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		Clsc Rock				0.0	0.5	0.0	0.0	1.0	1.4	0.0	0.0			
KPXI	Overton	C3	100.7	8.1 cp	571	g	Salem Comm Corp	61	0103		sw	Chrst/Talk				0.0	0.3	0.0	0.0	0.0	0.0	0.0	1.0			
KNUE	Tyler	C	101.5	100.0	1073	c	Clear Channel Comm	64	0008		g	Country	1,750	1.22	8.9	6.2	5.6	5.8	7.2	7.8	6.9	6.1	8.1			
• KLJT	Jacksonville	C2	102.3	50.0	492	d	Waller Media LLC	95	0207 p			Smooth Jazz	250	0.91	1.7	2.3	1.6	1.6	0.9	1.8	1.1	1.1	0.9			
KBLZ	Winona	C3	102.7	9.3	532	b	Reynolds, Kenneth	99				Urban/Rhym	950	0.46	12.7	10.1	10.1	10.6	8.1	10.6	14.1	10.3	3.0			
• KDVE	Pittsburg	C2	103.1	10.0	673	a	Hunt Bcstg Inc	86	0101			Country				0.0	0.5	0.0	0.0	0.3	0.0	0.0	2.9			
KKUS	Tyler	C2	104.1	50.0	492	d	Waller Media LLC	90	0012		na	Country	950	0.92	6.4	5.9	4.5	5.5	3.9	4.0	2.8	3.4	3.2			
KYKX	Longview	C	105.7	100.0	1155	d	Waller Media LLC	63	0012		na	Country	1,900	1.87	6.3	4.4	4.0	4.7	4.5	5.8	7.2	7.9	6.1			
KOOI	Jacksonville	C	106.5	100.0	1467	d	Waller Media LLC	67				AC	3,600	1.60	14.0	8.3	9.1	9.5	11.0	10.1	4.2	5.3	7.4			
KAZE	Ore City	C3	106.9	8.2	502	b	Reynolds, Kenneth	91	9612	28		Urban/RhyBl	150	0.20	4.6	2.6	2.9	3.2	3.6	1.8	1.4	1.6	0.0			
KISX	Whitehouse	C2	107.3	50.0	486	c	Clear Channel Comm	82	0008		g	CHR	1,700	1.20	8.8	6.5	6.4	6.3	6.6	7.3	6.1	8.4	9.5			
# FM Stations -															18	# Combos -		17	FM TOTALS							
																89.7	71.5	66.6	66.6	65.0	68.1	63.5	61.2	60.2		

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)	(kW)											Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• KTBB	Tyler	B	600	5.0	2.50	e	Gleiser Comm LP	47	0305 p		d2	Nws/Tlk/Spt	750	0.66	7.1	3.4	5.1	5.0	5.4	4.5	3.6	3.9	5.8			
KZEY	Tyler	D	690	1.0	0.09		Community Bcst	58	9307	150		Urban	150	0.52	1.8	1.3	1.6	0.5	2.1	1.8	1.7	2.6	3.6			
KBGE	Kilgore	C	1240	1.0	1.00	c	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	e	Gleiser Comm LP	61	0305 p		d2	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	d	Waller Media LLC	35	0012		na	Nws/Tlk/Spt	75			0.8	0.5	0.0	0.0	0.0	0.0	0.0	0.0			
KEBE	Jacksonville	C	1400	1.0	1.00	d	Waller Media LLC	47	5811			Country	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
• KEES	Gladewater	B	1430	5.0	1.00	e	Gleiser Comm LP	47	0305 p		d2	News/Talk	250	1.04	1.5	0.8	0.5	1.3	0.9	0.0	0.0	0.8	0.8			
• KYZS	Tyler	C	1490	1.0	1.00	e	Gleiser Comm LP	30	0305 p		d2	Sprts/Talk	75			0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0			
KTLU	Rusk	D	1580	0.8	0.17	f	Whitehead, E.H.	55				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations -															9	# Combos -		8	AM TOTALS							
AM & FM Stations Profiled -															27	# Duopolies -		10	Total Local Commercial Share							
																10.4	6.3	7.7	6.8	8.4	6.8	5.3	7.3	10.2		
																77.8	74.3	73.4	73.4	74.9	68.8	68.5	70.4			

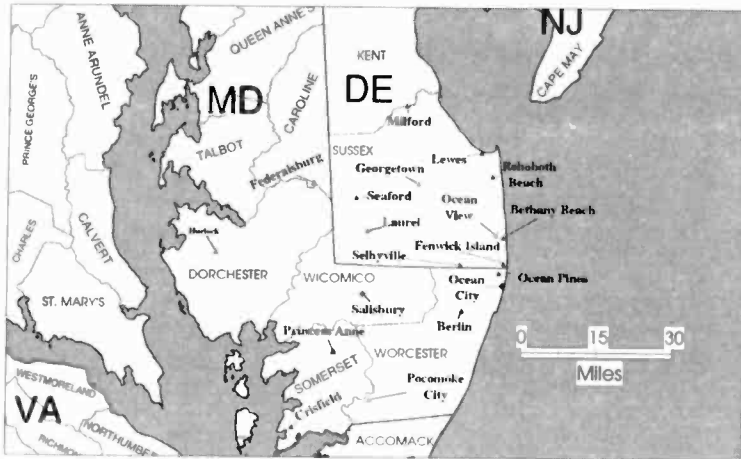
Docket 80-90 Allocations: 97.3, C2, Longview

• 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
Total	325.3

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$13,400	\$13,400	\$14,000	\$14,900	\$14,200	\$15,600
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.9%	\$16,400	\$17,400	\$18,300	\$19,300	\$20,300	5.3%
Revenue/Retail Sales	NA ^{1/}	\$3.20/1,000	\$3.35/1,000				Est. Breakout
Revenue/Capita	\$48.29	\$47.96	\$56.82				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	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 ^{1/}	4,879.5	NA ^{1/}	4,879.5	6,051.1	4.4%
EBI ^{2/}	3,662.1	4,674.8	5.0%	4,674.8	5,813.4	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	22	6		15	28	8	36
Tot 12+	47.9	27.6		65.9	75.5	6.2	81.7
Avg 12+	2.2	4.6		4.4	2.7	0.8	2.3
Tot LCS	58.6	33.8		80.7	92.4	7.6	100.0
Avg LCS	2.7	5.6		5.4	3.3	0.9	2.8

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

Market: Salisbury-Ocean City, MD

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)															
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999								
WLBW	Fenwick Islan	A	92.1	3.0	469	c	Clear Channel Comm	94	0008		sw	Oldies			3.5	1.7	2.8	3.3	2.2	2.8	1.7	2.4	2.4								
WXMD	Pocomoke City	A	92.5	3.0	472	b	Delmarva Bcstg Co	00	0011	425	cp	Rock AC	100	0.64	1.0	1.3	0.0	0.8	0.7	1.0	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	2.21	2.9	3.9	5.1	2.0	2.5	2.6	4.5	3.2	2.7								
WZBH	Georgetown	B1	93.5	11.0	486	a	Great Scott Bcstg	69				AOR	1,100	0.85	8.3	7.1	5.6	7.0	6.1	5.6	5.8	10.3	6.4								
WOJH	Laurel	A	95.3	6.0	328	a	Great Scott Bcstg	91	9803	1,500		Rhythm/Blue	300	0.69	2.8	1.5	0.5	1.0	3.4	2.8	2.5	2.7	2.2								
WOSC	Bethany Beach	B1	95.9	19.0	377	c	Clear Channel Comm	58	0008		sw	Rock	400	0.63	4.1	1.9	2.3	2.5	3.9	3.8	2.5	2.4	3.1								
WBEG	Crisfield	A	96.9	2.8	404		Bay Bcstg Inc	95			1	Country	300	1.75	1.1	0.0	0.5	0.8	1.0	0.5	0.8	0.5	0.0								
WOJZ	Ocean Pines	A	97.1	4.6	374	b	Delmarva Bcstg Co	94	9708		d2	Jazz	300	1.75	1.1	2.4	1.3	0.5	1.2	0.8	1.9	1.9	2.5								
WICO	Salisbury	A	97.5	4.5	299	b	Delmarva Bcstg Co	69	9708		d2	Country	1,550	2.61	3.8	5.2	2.0	3.0	2.9	2.6	3.1	2.9	3.7								
WAFB	Millford	A	97.7	3.0	328	b	Delmarva Bcstg Co	73	9708		d2	AC	2,100		1.9	1.1	1.3	1.5	1.5	0.8	1.1	1.3	1.6								
WOCM	Selbyville	A	98.1	3.0	469		Irie Radio Inc	93	0210	1,078		AAA	200	0.67	1.9	1.3	1.0	1.3	1.7	0.0	0.0	0.0	0.0								
WGBG	Seaford	A	98.5	6.0	322	a	Great Scott Bcstg	72	9805	1,200	c1	Clisc Hits	300	0.49	3.9	2.6	2.0	3.0	3.2	2.8	2.8	2.9	3.0								
WSBY	Salisbury	A	98.9	6.0	325	c	Clear Channel Comm	89	0008		sw	Urban AC	300	0.36	5.3	5.6	5.6	4.0	4.4	5.1	7.0	8.8	0.4								
• WWFG	Ocean City	B	99.9	38.0	469	c	Clear Channel Comm	78	0008		sw	Country	1,600	1.07	9.6	6.7	8.4	7.5	7.6	9.0	7.8	8.0	8.8								
WAAI	Hurlock	A	100.9	1.3	502	d	MTS Broadcasting	89	9701		g	Country				0.9	0.0	0.0	0.0	0.0	0.0	1.6	0.0								
WQMR	Snow Hill	A	101.1	1.2 cp	489		Snow Hill Bcstg LLC	02				Talk				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WXPZ	Millford	A	101.3	3.0	328		Delmarva Bcstg Co	90	0209 p	1,600		ChrsContem	500	2.91	1.1	0.4	1.0	0.8	1.0	1.8	1.9	0.5	0.9								
WZEB	Ocean View	A	101.7	3.3	446	a	Great Scott Bcstg	86	9806	1,500		Clisc Hits	200	0.43	3.0	1.1	2.3	2.5	2.2	0.5	0.8	0.5	1.9								
WOLC	Princess Anne	B	102.5	50.0	499		Maranatha Inc	76				Christian	300	0.47	4.1	3.5	3.0	2.5	3.9	2.8	3.1	2.7	2.9								
WJNE	Bethany Beach	A	103.5	1.5	479	a	Great Scott Bcstg	95				Lite Rock	100	0.31	2.1	0.6	1.3	2.3	1.0	1.0	1.4	0.8	0.9								
WOCQ	Berlin	A	103.9	6.0	328	a	Great Scott Bcstg	81	9712	2,800		HpHop/RhyBl	850	0.45	12.0	11.9	10.1	9.3	9.6	14.1	7.8	9.0	14.4								
WQHQ	Ocean	B	104.7	33.0	610	c	Clear Channel Comm	65	0008		sw	AC	2,100	1.16	11.6	8.0	11.6	9.0	9.3	7.7	8.1	7.2	8.3								
WLWW	Salisbury	A	105.5	2.1	384	c	Clear Channel Comm	82	0008		sw	Oldies	550	1.41	2.5	1.7	2.5	2.5	1.5	2.6	2.2	2.4	2.3								
WXJN	Lewes	A	105.9	6.0	328	b	Delmarva Bcstg Co	92	9708		d2	Country			3.8	2.6	3.3	3.5	2.5	2.6	3.3	2.7	3.5								
WKHW	Pocomoke City	A	106.5	1.8	341	a	Great Scott Bcstg	92	9909		g	1 Oldies	100		0.3	0.4	0.0	0.5	0.0	0.5	0.6	0.0	0.7								
WRXS	Ocean City	A	106.9	4.5 cp	384		Atlantic Radio Bcstg	94	9805	360		CHR	350	2.24	1.0	0.4	0.5	0.5	1.0	1.0	0.8	0.8	1.1								
WTDK	Federalburg	A	107.1	3.9	407	d	MTS Broadcasting	78	9701		g	Oldies	200		0.8	0.9	0.5	0.5	0.7	0.0	0.6	0.5	0.6								
WKHI	Fruitland	B1	107.5	18.5 cp	338	a	Great Scott Bcstg	72	9909		g	Lite Rock			0.5	0.4	1.5	0.8	0.0	0.0	0.0	0.0	0.0								
# FM Stations -															28	# Combos -															21
															FM TOTALS																
															94.0	75.5	76.0	72.9	75.0	74.8	72.1	76.0	74.3								

• 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
Total	325.3

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$13,400	\$13,400	\$14,000	\$14,900	\$14,200	\$15,600
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.9%	\$16,400	\$17,400	\$18,300	\$19,300	\$20,300	5.3%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.20/1,000	2007 \$3.35/1,000	Est. Breakout			
Revenue/Capita	\$48.29	\$47.96	\$56.82	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	277.5	325.3	3.2%	325.3	357.3
Households	106.0	128.8	4.0%	128.8	143.8	2.2%
Retail Sales	NA ^{1/}	4,879.5	NA ^{1/}	4,879.5	6,051.1	4.4%
EBI ^{2/}	3,662.1	4,674.8	5.0%	4,674.8	5,813.4	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	22	6		15	28	8	36
Tot 12+	47.9	27.6		65.9	75.5	6.2	81.7
Avg 12+	2.2	4.6		4.4	2.7	0.8	2.3
Tot LCS	58.6	33.8		80.7	92.4	7.6	100.0
Avg LCS	2.7	5.6		5.4	3.3	0.9	2.8

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

Market: Salisbury-Ocean City, MD

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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WDMV	Brinklow	B	540	1.0 cp	1.00		Birach Bcstg Corp	55			1	Nostalgia	100			0.9	0.0	0.0	0.0	0.5	1.1	0.8	1.3		
WJWL	Georgetown	B	900	10.5	1.08	a	Great Scott Bcstg	51	6104			Nostalgia	200	0.51	2.5	1.9	1.8	2.5	1.5	2.6	1.1	3.4	2.0		
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	c	Clear Channel Comm	40	0008		sw	Sprts/Talk	100	0.58	1.1	1.1	0.0	0.8	1.0	1.0	0.0	0.0	0.7		
WJWK	Seaford	B	1280	0.8	0.21	a	Great Scott Bcstg	55	9805		c1	Nostalgia			0.4	0.2	0.0	0.5	0.2	0.3	0.0	0.0	0.4		
WICO	Salisbury	D	1320	1.0	0.03	b	Delmarva Bcstg Co	57	9708		d2	Talk/News	300	1.07	1.8	1.7	0.0	1.3	1.5	0.8	0.8	1.9	1.2		
WJDY	Salisbury	D	1470	5.0	0.04	c	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				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					8	# Combos -					6	AM TOTALS					5.8	6.2	1.8	5.1	4.2	5.2	3.0	6.1	5.6
AM & FM Stations Profiled -					36	# Duopolies -					14	Total Local Commercial Share					81.7	77.8	78.0	79.2	80.0	75.1	82.1	79.9	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 149

Revenue Rank: 242

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)

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$3,100	\$3,200	\$3,800	\$4,100	\$4,900	\$5,800
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$1.41/1,000	\$1.54/1,000	Local	80%		
	\$9.52	\$16.81	\$21.06	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	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 ^{1/}	4,104.4	NA ^{1/}	4,104.4	4,883.6	3.5%
EBI ^{2/}	4,868.3	5,732.3	3.3%	5,732.3	6,903.1	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	3		8	11	6	17
Tot 12+	17.5	28.0		43.1	45.5	1.4	46.9
Avg 12+	2.2	9.3		5.4	4.1	0.2	2.8
Tot LCS	37.3	59.7		91.9	97.0	3.0	100.0
Avg LCS	4.7	19.9		11.5	8.8	0.5	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 Poughkeepsie and Westchester.

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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WRRV	Middletown	A	92.7	6.0 cp	269	e	Cumulus Bcstg Inc	66	0203		g2	Alternative	2,600	3.32	13.5	5.3	5.5	6.0	5.1	7.3	4.7	4.1	5.8			
WPKF	Poughkeepsie	A	96.1	4.4	184	f	Clear Channel Comm	97	0008			CHR	n/a		0.4	1.2	1.9	0.3	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	1.0	2.1	0.5	1.0	0.5	2.4	0.9	0.0			
WRRB	Arlington	A	96.9	0.3	1007	b	Cumulus Bcstg Inc	89	0203			Alternative	n/a			0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0			
WZAD	Wurtsboro	A	97.3	0.6	719	e	Cumulus Bcstg Inc	91	0203		g2	Oldies	1,075		3.6	1.0	1.7	1.5	1.5	2.5	1.8	3.2	3.7			
WCZX	Hyde Park	A	97.7	0.3	1030	b	Cumulus Bcstg Inc	70	0203			Oldies	n/a		6.9	2.6	2.6	2.3	3.4	3.5	1.3	1.8	3.7			
WFKP	Ellenville	A	99.3	0.1	1631	f	Clear Channel Comm	70	0008	See (163)		CHR	n/a		4.8	2.1	3.3	1.8	2.2	1.8	2.6	1.8	0.7			
WHUD	Peekskill	B	100.7	50.0	499	a	Pamal Broadcasting	58	9701	See (60)		AC	n/a		18.5	12.2	7.4	7.3	8.0	9.1	10.2	9.2	10.0			
WPDH	Poughkeepsie	B	101.5	4.4	1539	b	Cumulus Bcstg Inc	62	0203			Clsc Rock	n/a		15.4	6.7	6.7	7.3	5.4	6.3	7.6	6.2	5.0			
WGNY	Newburgh	A	103.1	6.0	279	c	Sunrise Bcstg Corp	66	9007		st	Hot AC	750	2.05	6.3	4.1	2.9	2.8	2.4	3.5	2.6	3.7	4.4			
WSPK	Poughkeepsie	B	104.7	7.4	1250	a	Pamal Broadcasting	47	9711	See (163)		CHR	n/a		28.7	9.1	9.7	11.3	12.4	13.1	12.9	11.8	15.4			
# FM Stations -															11	# Combos -		11	FM TOTALS							
															99.9	45.5	44.0	41.1	41.4	47.6	46.1	42.7	48.7			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WTBQ	Warwick	D	1110	0.3	0.00		FST Bcstg Corp	69	9406	145		Oldies/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		
WGNY	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	0.0		
WALL	Middletown	C	1340	1.0	1.00	e	Cumulus Bcstg Inc	42	0203		g2	Sports	250			1.2	0.0	0.0	0.0	0.0	0.5	0.0	1.1			
WEOK	Poughkeepsie	D	1390	5.0	0.11	e	Cumulus Bcstg Inc	49	0203			Sports	n/a			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
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 -															6	# Combos -		4	AM TOTALS							
															0.0	1.4	0.0	0.0	0.0	0.0	0.5	0.0	1.1			
AM & FM Stations Profiled -															17	# Duopolies -		6	Total Local Commercial Share							
															46.9	44.0	41.1	41.4	47.6	46.6	42.7	49.8				

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 150

Revenue Rank: 122

Montgomery, AL Market Overview



Metro Counties / Population (000)

Autauga, AL	44.8
Elmore, AL	68.3
Montgomery, AL	221.9
Total	335.0

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$14,500	\$14,900	\$15,600	\$17,200	\$15,900	\$17,000	3.1%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
6.9%	\$17,800	\$19,100	\$20,100	\$21,200	\$22,300	5.6%	

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.47/1,000	\$5.12/1,000	Local 88%
Revenue/Capita	\$45.31	\$50.75	\$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 ^{1/}	3,806.4	NA ^{1/}	3,806.4	4,355.1	2.7%
EBI ^{2/}	4,546.3	5,483.6	3.8%	5,483.6	6,788.8	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		7	10	11	8	19
Tot 12+	19.9		48.0	66.6	67.9	13.1	81.0
Avg 12+	5.0		6.9	6.7	6.2	1.6	4.3
Tot LCS	24.6		59.3	82.2	83.8	16.2	100.0
Avg LCS	6.1		8.5	8.2	7.6	2.0	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 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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WLWI	Montgomery	C	92.3	100.0	1096	b	Cumulus Bcstg Inc	69	9807		g2	Country	4,150	1.56	15.6	11.5	14.1	13.5	10.7	13.5	10.2	11.1	14.4			
WAFX	Prattville	C2	95.1	50.0	476	b	Cumulus Bcstg Inc	77	0105	10,000	d2	Clisc Rock	1,600	1.29	7.3	3.6	5.5	6.3	5.0	5.3	6.3	7.1	4.6			
• WTGZ	Tuskegee	A	95.9	4.3	377	d	Tiger Comm Inc	75	9609	450		New Rock			1.0	1.3	0.5	1.0	0.5	0.8	0.8	1.8	0.9			
WOKS	Montgomery	A	96.1	0.9	820	c	Montgomery Bcst Prop	90			1	Clisc Hits	750	1.13	3.9	2.8	1.9	3.1	3.0	3.3	2.1	2.1	2.8			
WMCZ	Millbrook	A	97.1	1.3	702	a	Clear Channel Comm	92	0008		g	R&BOd/UrbA	1,150	0.94	7.2	7.4	6.9	6.0	5.2	5.8	7.6	5.8	5.2			
WJWZ	Wetumpka	A	97.9	3.0	328	c	Montgomery Bcst Prop	98			1	Urban	400	0.25	9.6	8.4	8.3	6.5	8.2	9.8	8.9	6.6	8.2			
WBAM	Montgomery	C1	98.9	100.0 cp	981		Deep South Bcstg Co	61	7809		1	Top 40	900	1.20	4.4	3.3	2.2	3.9	3.0	3.0	3.1	3.7	3.4			
WHHY	Montgomery	C0	101.9	100.0	1096	b	Cumulus Bcstg Inc	62	0105		d2	CHR	900	1.15	4.6	4.1	4.1	3.9	3.2	3.8	5.8	5.8	5.9			
WMXS	Montgomery	C	103.3	100.0	1096	b	Cumulus Bcstg Inc	61	9807		g2	AC	1,500	1.24	7.1	5.4	7.7	5.3	5.7	5.8	5.5	5.3	3.9			
WOLD	Luveme	C1	104.3	13.5	1831	a	Clear Channel Comm	97	0008		g	Oldies	800	1.02	4.6	3.8	3.9	3.9	3.2	3.0	5.0	5.5	3.1			
WZHT	Troy	C	105.7	100.0	1831	a	Clear Channel Comm	73	0008		g	Urban	3,275	1.04	18.6	16.3	11.6	14.9	13.9	14.0	12.6	14.2	10.8			
# FM Stations -															11	# Combos -		9	FM TOTALS							
															83.9	67.9	66.7	68.3	61.6	68.1	67.9	69.0	63.2			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WMSP	Montgomery	B	740	10.0	0.17	b	Cumulus Bcstg Inc	53	9807		g2	Sports	350	0.86	2.4	1.8	1.7	1.7	2.0	2.0	1.3	2.1	1.9			
WMGY	Montgomery	D	800	1.0	0.00		GHB Bcstg	46	7507			Christian	100	0.53	1.1	0.5	0.8	1.0	0.7	0.8	0.8	0.5	0.7			
WNZZ	Montgomery	D	950	1.0	0.04	b	Cumulus Bcstg Inc	53	9807		g2	Adlt Stndrd	100	0.23	2.6	1.3	1.9	2.4	1.7	1.8	1.8	1.8	2.1			
WACV	Montgomery	B	1170	10.0	1.00	c	Montgomery Bcst Prop	39	9306	125	1	Nws/Tlk/Spt	500	0.84	3.5	2.0	1.9	2.9	2.5	2.3	2.4	1.8	5.9			
WAPZ	Wetumpka	D	1250	5.0	0.08		Darity Bcstg Corp	54	8006	295		Gsp/R&B/Ur	150	0.52	1.7	1.3	1.1	1.4	1.2	1.3	1.6	1.1	1.4			
• WIQR	Prattville	B	1410	5.0	1.00		Star Power Comm	69	0103	167		Sports				0.0	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	0.28	2.1	3.1	1.9	1.7	1.5	1.5	1.8	1.6	0.9			
WXVI	Montgomery	B	1600	5.0	1.00		Sunshine 16 Radio	47	9411	225		Gospel	200	0.44	2.7	3.1	2.2	1.7	2.5	1.8	2.6	2.4	4.7			
# AM Stations -															8	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -															19	# Duopolies -		6	Total Local Commercial Share							
															16.1	13.1	11.5	12.8	12.1	11.5	12.3	11.3	17.6			
															81.0	78.2	81.1	73.7	79.6	80.2	80.3	80.8				

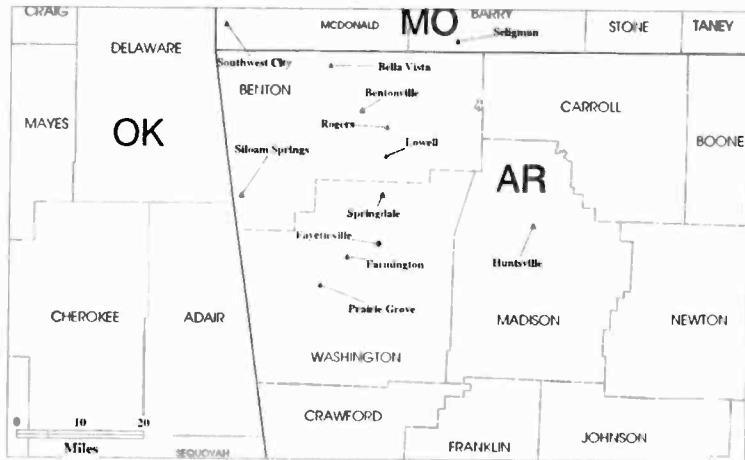
• Indicates a change since last edition

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
Total	325.3

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02	
		\$9,600	\$11,000	\$12,000	\$12,500	\$10,800	\$12,500	5.4%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout				
	NA ^{1/}	\$3.25/1,000	\$3.29/1,000	Local	90%			
	\$36.27	\$38.43	\$46.66	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	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 ^{1/}	3,841.3	NA ^{1/}	3,841.3	5,043.9	5.6%
EBI ^{2/}	3,826.4	5,102.2	5.9%	5,102.2	6,791.4	5.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		11	12	14	7	21
Tot 12+	7.2		63.7	68.9	70.9	6.9	77.8
Avg 12+	2.4		5.8	5.7	5.1	1.0	3.7
Tot LCS	9.3		81.9	88.6	91.1	8.9	100.0
Avg LCS	3.1		7.4	7.4	6.5	1.3	4.8

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

Some stations also rated in Ft. Smith.

Market: Fayetteville, AR

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KKEG	Fayetteville	C3	92.1	7.6	532	c	Cumulus Bcstg Inc	64	9902	5,800	d2	AOR	475	1.00	3.8	2.6	2.4	2.7	3.2	4.8	1.6	1.5	3.8			
KIGL	Seligman	C1	93.3	100.0	492	a	Clear Channel Comm	86	0008		g	Clsc Rock	1,275	1.23	8.3	8.6	7.9	6.8	6.1	5.4	8.4	8.3	8.0			
KAMO	Rogers	C2	94.3	25.0	692	c	Cumulus Bcstg Inc	71	9901	6,525	d1	Country	400	0.64	5.0	6.9	5.2	5.2	2.6	4.2	3.2	5.8	3.0			
• KDAB	Prairie Grove	C2	94.9	21.0	761	c	Cumulus Bcstg Inc	93	0104	2,000		80s Hits	300	0.96	2.5	3.4	2.1	1.9	2.0	2.7	2.9	0.6	0.0			
KSEC	Bentonville	A	95.7	6.0	328		Bentonville Bcstg	02				NAC/SJz/8&	125	0.63	1.6	2.0	3.0	2.5	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	4.0	4.6	4.1	4.6	3.9	2.9	6.1	5.3			
KREB	Huntsville	C3	99.5	13.5	443	b	Butler Bcstg Co LLC	55	0002	1,500	d1	Mexican				1.7	0.9	0.0	0.0	0.0	0.0	0.6	0.9			
• KURM	Southwest City	A	100.3	1.8	610	d	Kerm Inc	77	0204	350	+	Nws/Tlk/Spt				0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KMXF	Lowell	C2	101.9	23.0	709	a	Clear Channel Comm	92	0008		g	CHR	950	0.71	10.7	7.4	7.0	7.4	9.2	8.5	10.6	7.7	4.7			
KKIX	Fayetteville	C1	103.9	100.0	482	a	Clear Channel Comm	66	0008		g	Country	2,750	1.22	18.1	8.6	9.5	14.2	13.9	12.4	10.0	14.1	11.6			
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	4.9	5.5	5.8	4.2	4.8	3.4	3.1			
KMCK	Siloam Springs	C1	105.7	100.0	476	c	Cumulus Bcstg Inc	47	9901		d1	CHR	1,075	0.79	10.9	7.1	4.3	8.8	8.1	6.9	11.6	13.8	10.9			
KBVA	Bella Vista	C2	106.5	37.0	568		Hendren Radio	91				Variety	600	0.60	8.0	5.1	5.8	5.5	6.9	7.6	6.8	7.4	6.0			
KEZA	Fayetteville	C	107.9	100.0	1260	a	Clear Channel Comm	83	0008		g	Soft AC	2,250	1.62	11.1	8.3	8.5	8.8	8.4	10.0	9.0	7.4	8.2			
# FM Stations -															14	# Combos -		12	FM TOTALS							
															92.9	70.9	66.1	73.4	70.8	70.6	71.8	76.7	65.5			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KURM	Rogers	B	790	5.0	0.50	d	Kerm Inc	79				Nws/Tlk/Spt	250	0.87	2.3	1.7	3.7	1.6	2.0	1.5	1.9	2.1	2.8			
KFAY	Farmington	B	1030	10.0	1.00	c	Cumulus Bcstg Inc	46	9902		d2	Talk	350	0.80	3.5	4.3	4.0	1.9	3.5	3.3	4.5	2.8	2.8			
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	0.0	1.6	0.0	0.9	0.6	0.6	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	0.03		KUOA Inc	23	3303			Country	300		0.4	0.9	0.0	0.0	0.6	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	0.0	0.6	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	0.0	1.6	0.0	2.1			
# AM Stations -															7	# Combos -		5	AM TOTALS							
															7.2	6.9	7.7	5.1	6.1	5.7	9.2	5.5	7.7			
AM & FM Stations Profiled -															21	# Duopolies -		7	Total Local Commercial Share							
															77.8	73.8	78.5	76.9	76.3	81.0	82.2	73.2				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 152

Revenue Rank: 151

Huntington-Ashland, WV-KY Market Overview



Metro Counties / Population (000)

Boyd, KY	48.9
Carter, KY	27.2
Greenup, KY	36.6
Lawrence, OH	62.2
Cabell, WV	96.2
Wayne, WV	42.9
Total	314.0

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

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$10,900	\$10,900	\$12,100	\$12,500	\$12,200	\$12,900	3.3%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.7%	\$13,600	\$14,500	\$15,300	\$16,100	\$17,000	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.82/1,000	\$4.42/1,000	Local	90%		
	\$34.46	\$41.08	\$54.61	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	316.3	314.0	-0.1%	314.0	311.3	-0.2%
Households	122.3	128.5	1.0%	128.5	130.2	0.3%
Retail Sales	NA ^{1/}	3,374.3	NA ^{1/}	3,374.3	3,843.3	2.6%
EBI ^{2/}	3,998.8	4,269.0	1.3%	4,269.0	4,907.6	2.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	151.5	22.9	12.9	16.1	19.8	21.7	22.3	35.8
Women (000)	162.5	21.9	12.1	16.5	19.8	22.7	23.7	45.9
Total	314.0	44.8	25.1	32.6	39.6	44.3	46.0	81.7
Percentage	100.0%	14.3%	8.0%	10.4%	12.6%	14.1%	14.7%	26.0%
Per Capita	\$ 13,594			Median Household	\$ 25,847		Avg Household	\$ 33,215
Ethnic Population:	White 96.0%	Black 2.3%	Asian 0.5%	Hispanic	0.7%			

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	6	2	12	12	10	22
Tot 12+	16.7	41.6	10.8	69.1	69.1	8.8	77.9
Avg 12+	4.2	6.9	5.4	5.8	5.8	0.9	3.5
Tot LCS	21.4	53.4	13.9	88.7	88.7	11.3	100.0
Avg LCS	5.4	8.9	6.9	7.4	7.4	1.1	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 Charleston, WV.

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)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WRVC	Catlettsburg	A	92.7	2.4	532	a	KenMar Inc	72	9503	750	c2	Variety	650	1.68	3.0	3.7	1.9	2.1	2.6	3.1	3.2	2.1	2.4			
WDGG	Ashland	C1	93.7	100.0	742	a	KenMar Inc	48	8712	1,900	c1	Country	1,700	1.42	9.3	7.1	7.7	7.9	6.7	6.1	6.0	6.7	5.9			
WBVB	Coal Grove	A	97.1	3.0	472	b	Clear Channel Comm	90	0008		g	Oldies	425	0.51	6.5	6.5	4.5	6.0	4.2	5.5	4.4	5.5	4.8			
WKEE	Huntington	B	100.5	53.0	561	b	Clear Channel Comm	57	0008		g	CHR	3,500	1.23	22.1	13.7	15.1	18.7	16.0	20.2	18.4	17.7	18.2			
WRVY	Gallipolis	B	101.5	50.0	492	b	Legend Comm LLC	61	9810		g	Clsc Hits	350	0.80	3.4	2.8	2.9	2.4	2.9	3.4	3.2	1.8	2.6			
WUGO	Grayson	A	102.3	4.8	364	c	Carter County Bcst	67				AC	200	0.86	1.8	2.5	2.9	1.2	1.6	1.2	1.9	3.7	1.8			
WTCR	Huntington	B	103.3	50.0	492	b	Clear Channel Comm	66	0008		g	Country	3,200	1.22	20.4	12.7	15.1	14.5	17.3	14.4	15.2	15.6	14.1			
WKLC	St. Albans	B	105.1	3.6	1663		L. M. Communications	66	8002	See (177)		AOR	n/a		3.6	1.9	2.9	3.0	2.6	2.4	2.5	1.8	2.2			
WLGC	Greenup	C3	105.7	12.5	466	d	Hometown Bcstg Inc	82				Country	400	1.29	2.4	3.7	2.9	1.8	1.9	2.1	2.2	2.4	2.5			
WAMX	Milton	B1	106.3	1.7	1109	b	Clear Channel Comm	80	0008		g	Rock	950	0.69	10.6	7.1	7.4	9.4	7.3	8.6	8.6	8.0	8.3			
WBKS	Ironton	A	107.1	3.0	125	b	Clear Channel Comm	73	0008		g	Urban	250	0.51	3.8	4.0	3.2	3.3	2.6	1.8	1.6	1.2	2.9			
WEMM	Huntington	B	107.9	50.0	499		Mortenson Bcstg Co	71				Gospel	450	0.92	3.8	3.4	2.9	3.3	2.6	2.4	2.9	4.0	4.7			
# FM Stations -															12	# Combos -		9	FM TOTALS							
															90.7	69.1	69.4	73.6	68.3	71.2	70.1	70.5	70.4			

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)	(kW)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WVHU	Huntington	D	800	5.0	0.19	b	Clear Channel Comm	47	0008		g	News/Talk	150	0.34	3.4	4.3	3.5	2.7	2.6	1.2	2.9	3.7	2.8			
WRVC	Huntington	B	930	5.0	1.00	a	KenMar Inc	23	8712		c1	Talk	150	0.73	1.6	1.2	1.0	1.2	1.3	0.9	2.9	2.1	1.4			
WOKT	Cannonsburg	D	1040	2.5	0.00		WOKT Inc	87				Christian			0.4	0.0	0.0	0.0	0.6	0.6	0.0	0.6	0.9			
WIRO	Ironton	C	1230	1.0	1.00	b	Clear Channel Comm	51	0008		g	News/Talk	100		0.4	0.6	0.3	0.3	0.3	0.0	0.6	0.9	0.6			
WCMI	Ashland	C	1340	0.7	0.70	a	KenMar Inc	35	9503	750	c2	Sports				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WGOH	Grayson	D	1370	5.0	0.02	c	Carter County Bcst	59				Country	100	0.78	1.0	0.6	1.9	0.6	1.0	0.0	1.3	0.0	1.5			
WTCR	Kenova	B	1420	5.0	0.50	b	Clear Channel Comm	54	0008		g	ChrsContem	100		0.4	0.6	1.0	0.6	0.0	1.2	1.0	0.9	0.8			
• WHRD	Huntington	D	1470	5.0	0.07	b	Mortenson Bcstg Co	46	0305 p	200		Adlt Stndrd	150	0.48	2.4	0.9	1.3	2.1	1.6	3.4	0.6	0.0	0.0			
WLGC	Greenup	D	1520	5.0 cp	0.00	d	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	b	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 -															10	# Combos -		8	AM TOTALS							
AM & FM Stations Profiled -															22	# Duopolies -		6	Total Local Commercial Share							
															9.6	8.8	9.0	7.5	7.4	7.3	9.3	8.2	8.0			
															77.9	78.4	81.1	75.7	78.5	79.4	78.7	78.4				

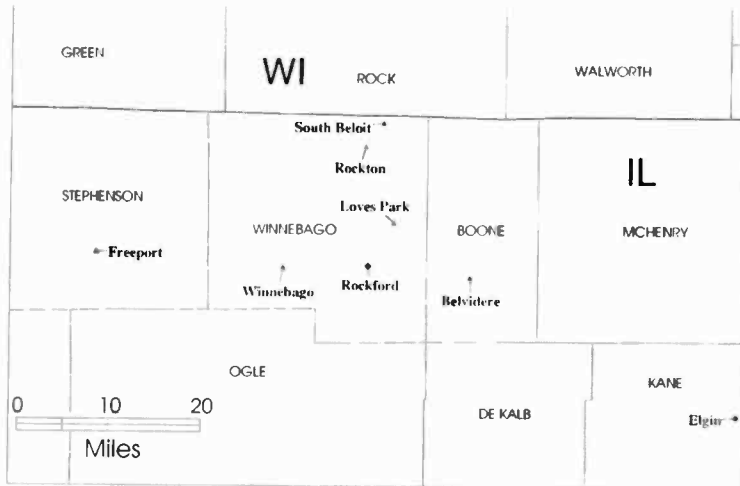
• Indicates a change since last edition

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
Total	323.8

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$11,500	\$12,800	\$13,900	\$15,500	\$14,100	\$14,400
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.57/1,000	\$3.95/1,000	Local	90%		
	\$37.84	\$44.47	\$56.75	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	303.9	323.8	1.3%	323.8	334.8
Households	115.5	124.1	1.4%	124.1	128.7	0.7%
Retail Sales	NA ^{1/}	4,035.2	NA ^{1/}	4,035.2	4,808.7	3.6%
EBI ^{2/}	4,794.5	5,770.2	3.8%	5,770.2	7,048.0	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	2		7	7	4	11
Tot 12+	33.0	18.1		51.1	51.1	8.7	59.8
Avg 12+	6.6	9.1		7.3	7.3	2.2	5.4
Tot LCS	55.2	30.3		85.5	85.5	14.5	100.0
Avg LCS	11.0	15.1		12.2	12.2	3.6	9.1

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

Market: Rockford, IL

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WYHY	Winnebago	A	95.3	1.3	512	b	RadioWorks Inc	71	9409		g	Clsc Hits	2,100	1.26	11.6	8.2	7.2	7.5	6.7	8.8	8.3	15.1	5.8			
• WKMQ	Loves Park	A	96.7	2.2	551	a	Cumulus Bcstg Inc	64	0010			Oldies	850	0.84	7.0	6.1	5.0	4.9	3.7	5.6	4.7	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	10.7	12.5	14.8	15.7	12.6	9.4	11.0	16.2			
WXXQ	Freeport	B1	98.5	11.0	492	a	Cumulus Bcstg Inc	47	0010		g	Country	2,200	0.99	15.5	7.4	15.4	9.1	9.8	9.7	10.6	10.4	10.3			
WQFL	Rockford	A	100.9	2.7	489		First Assembly God	74	8006	590		ChrsContem	300	0.41	5.1	3.1	2.1	3.4	2.8	2.4	2.2	2.1	1.5			
WGFJ	Rockton	A	103.1	1.2	525	b	RadioWorks Inc	63	9910		g5	AC	1,825	1.56	8.1	6.4	5.3	5.4	4.5	4.6	5.0	5.2	8.1			
WXRX	Belvidere	A	104.9	4.0	400	b	RadioWorks Inc	71	8908		c1	Clsc Rock	2,200	1.07	14.3	9.2	8.2	8.8	8.7	9.4	7.5	7.8	11.0			
# FM Stations -															7	# Combos -		6	FM TOTALS							
															86.5	51.1	55.7	53.9	51.9	53.1	47.7	51.6	52.9			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WNTA	Rockford	D	1330	1.0	0.09	b	RadioWorks Inc	53	8908		c1	Nws/Tlk/Old	600	0.61	6.8	4.1	3.2	4.7	3.7	4.0	3.3	4.4	3.6			
WTJK	South Beloit	B	1380	5.0	5.00		Good Karma Bcstg	48	0010	236		Sports	100		6.8	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	4.6	2.7	4.1	4.2	3.5	4.2	3.1	5.3			
WLUV	Loves Park	D	1520	0.5	0.01		Loves Park Bcstg Co	62				Country			6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations -															4	# Combos -		2	AM TOTALS							
AM & FM Stations Profiled -															11	# Duopolies -		3	Total Local Commercial Share							
															13.6	8.7	5.9	8.8	7.9	7.5	7.5	7.5	8.9			
															59.8	61.6	62.7	59.8	60.6	55.2	59.1	61.8				

Docket 80-90 Allocations: 106.1, A, Oregon

• Indicates a change since last edition

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
Total	316.5

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$11,000	\$11,100	\$12,100	\$12,400	\$12,000	\$14,700
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		22.5%	\$15,500	\$16,600	\$17,500	\$18,500	\$19,400
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.91/1,000	2007 \$4.57/1,000			Est. Breakout	
Revenue/Capita	\$36.01	\$46.45	\$59.06			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	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 ^{1/}	3,761.0	NA ^{1/}	3,761.0	4,247.9	2.5%
EBI ^{2/}	3,890.8	5,066.8	5.4%	5,066.8	6,222.4	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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
Total	316.5	56.2	29.2	32.3	42.2	49.7	43.5	63.3
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7		7	11	14	11	25
Tot 12+	17.3		48.0	62.4	65.3	16.5	81.8
Avg 12+	2.5		6.9	5.7	4.7	1.5	3.3
Tot LCS	21.1		58.7	76.3	79.8	20.2	100.0
Avg LCS	3.0		8.4	6.9	5.7	1.8	4.0

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

Market: Macon, GA

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WMKS	Macon	A	92.3	3.0	328	d	Cumulus Bcstg Inc	92	0301	35,500	d1	Clsc Hits	550	0.94	4.0	1.4	2.2	2.7	4.0	2.5	2.4	2.0	2.2			
WPEZ	Jeffersonville	C1	93.7	100.0 cp	679	d	Cumulus Bcstg Inc	73	0303			AC/LtRck	1,750	1.42	8.4	6.6	6.6	6.1	8.0	9.9	8.7	9.3	8.1			
WMGB	Montezuma	C2	95.1	46.0	390	d	Cumulus Bcstg Inc	93	0301			CHR	1,200	1.12	7.3	5.5	5.3	6.1	6.1	8.0	6.5	9.6	6.7			
WYNF	Gray	C3	96.5	8.0	571	c	Clear Channel Comm	94	0102			Talk/MdRck	75		0.9	1.7	2.2	0.0	1.6	1.1	2.4	2.0	1.1			
• WIBB	Fort Valley	C3	97.9	10.5	499	c	Clear Channel Comm	90	0102			Urban AC	2,275	1.01	15.3	12.7	11.9	12.6	13.0	12.1	12.3	10.8	12.9			
WDEN	Macon	C1	99.1	100.0	581	d	Cumulus Bcstg Inc	47	0303			Country	2,750	1.60	11.7	11.5	12.2	8.0	11.7	11.6	12.8	12.3	12.4			
WCOP	Unadilla	A	99.9	6.0	328	e	Toccoa Falls College	95	9512	168		Christian	75		0.8	0.6	0.6	0.5	0.8	0.0	0.0	0.5	0.0			
WQMJ	Forsyth	A	100.1	3.0	299	a	Roberts Comm	73	9707	550	c4	R&B Oldies	50	0.34	1.0	0.6	2.2	0.8	0.8	0.6	0.0	0.0	1.8			
WPGA	Perry	A	100.9	3.3	446	b	Register Comm Inc	66			nc	Hot AC	300	0.97	2.1	2.3	1.9	2.4	1.1	2.2	2.7	1.7	1.7			
WRBV	Warner Robins	A	101.7	4.9	354	c	Clear Channel Comm	69	0102			Urban/AC	800	0.56	9.7	5.5	7.2	9.4	6.9	5.8	4.6	5.9	6.5			
WELV	Warner Robins	A	102.5	4.0	328	c	Clear Channel Comm	94	0102			Smooth Jazz	275	0.29	6.4	2.3	2.8	5.1	5.6	4.7	6.1	4.2	5.8			
WAYS	Macon	C3	105.5	6.1	659	d	Cumulus Bcstg Inc	68	0301			Oldies	400	0.85	3.2	3.7	4.7	2.7	2.7	4.1	3.4	4.7	6.1			
WQBZ	Fort Valley	C2	106.3	50.0	492	c	Clear Channel Comm	81	0102			AOR	1,650	1.63	6.9	6.3	5.3	5.6	5.9	5.2	5.8	5.4	6.8			
WFXM	Gordon	A	107.1	2.3	541	a	Roberts Comm	76	9707	575	c1	Urban CHR	450	0.44	6.9	4.6	5.0	7.2	4.3	6.3	6.1	7.1	5.9			
# FM Stations -															14	# Combos -		14	FM TOTALS							
															84.6	65.3	70.1	69.2	72.5	74.1	73.8	75.5	78.0			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WBML	Macon	D	900	2.0	0.15		Rodgers Bcstg Corp	40	7909			Religion	150		0.3	0.6	0.0	0.0	0.5	0.0	0.0	0.0	0.6			
WMAC	Macon	B	940	50.0	10.00	d	Cumulus Bcstg Inc	22	0301		d1	Nws/Tlk/Spt	750	0.81	6.3	6.3	7.5	4.5	6.1	5.0	4.6	3.4	5.3			
• WPGA	Perry	D	980	2.6 cp	0.08	b	Register Comm Inc	55	6006	57		Children			0.3	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			0.8	0.6	0.9	0.5	0.8	1.1	1.7	0.7	0.4			
WXKO	Fort Valley	D	1150	1.0	0.06	a	Roberts Comm	51	9707		c4	Black Gospl	75		0.8	0.6	0.9	0.5	0.8	1.1	1.7	0.7	0.4			
WDDO	Macon	C	1240	1.0	1.00	d	Cumulus Bcstg Inc	57	0301		d1	Black Gospl	200	0.30	4.6	4.0	1.6	4.8	2.9	4.1	5.8	5.1	4.6			
WLCC	Macon	D	1280	5.0	0.10	c	Clear Channel Comm	48	0102		g1	Black Gospl	200	0.85	1.6	2.6	1.3	2.4	0.3	0.0	0.0	0.0	0.0			
WNNG	Warner Robins	B	1350	5.0	0.50	e	Chase Bcstg Inc	54	0108	63		Adlt Sindr	450	2.78	1.1	1.2	0.6	1.3	0.5	0.0	0.0	0.0	0.0			
• WNEX	Macon	C	1400	1.0 cp	1.00	b	Register Comm Inc	45	0003	170		Children			0.0	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	0303		d1	Country			0.6	0.6	0.6	0.5	0.3	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	0.6	0.5	0.3	0.0	0.0	0.0	0.0			
# AM Stations -															11	# Combos -		10	AM TOTALS							
AM & FM Stations Profiled -															25	# Duopolies -		10	Total Local Commercial Share							
															15.5	16.5	12.8	14.0	11.9	10.2	12.1	9.2	10.9			
															81.8	82.9	83.2	84.4	84.3	85.9	84.7	88.9				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 155

Revenue Rank: 242

Killeen-Temple, TX Market Overview



Metro Counties / Population (000)

Bell, TX	245.5
Coryell, TX	76.2
Total	321.7

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,300	\$5,800	\$5,900	\$6,000	\$5,500	\$5,800
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.5%	\$6,100	\$6,600	\$6,900	\$7,300	\$7,700	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.87/1,000	\$1.84/1,000	Local 85%
Revenue/Capita	\$17.72	\$18.03	\$22.33	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	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 ^{1/}	3,104.6	NA ^{1/}	3,104.6	4,193.7	6.2%
EBI ^{2/}	3,524.7	4,472.3	4.9%	4,472.3	5,773.0	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		7	8	10	4	14
Tot 12+	16.3		32.2	44.3	48.5	3.3	51.8
Avg 12+	5.4		4.6	5.5	4.9	0.8	3.7
Tot LCS	31.5		62.2	85.5	93.6	6.4	100.0
Avg LCS	10.5		8.9	10.7	9.4	1.6	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 Austin.

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)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
KIIZ	Killeen	A	92.3	3.6	259	b	Clear Channel Comm	91	0008		g	Urban	1,600	1.07	25.9	10.0	11.8	14.2	12.1	11.2	13.7	9.4	12.6				
• KDHT	Cedar Park	C	93.3	100.0 cp	1926		Emmis	61	0306			1	Hip Hop	n/a	5.3	4.2	3.2	2.0	3.3	2.9	2.3	4.4	2.2				
• KVLZ	Gatesville	A	98.3	0.2	279	b	Educational Media	76	0304	100		ChrsContem			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
• KHHL	Leander	C2	98.9	40.0 cp	404		Amigo Bcstg LP	76	0203	See (42)		Mexican	n/a		4.6	3.0	2.1	2.9	1.8	2.9	1.5	2.9	2.5				
KLTD	Temple	C3	101.7	16.5	410	a	Cumulus Bcstg Inc	95	0105	1,250		Clsc Rock	650	1.84	6.1	3.6	2.9	3.5	2.7	6.4	3.5	3.2	4.0				
KSSM	Copperas Cove	C3	103.1	8.6	558	a	Cumulus Bcstg Inc	77	0004	2,750		Urban AC	825	1.69	8.4	7.6	5.3	4.3	4.2	5.8	6.1	4.1	4.7				
KQBT	Taylor	C2	104.3	48.0	492		Infinity Bcstg	75	0102			CHR	n/a		8.2	3.6	3.8	4.1	4.2	6.7	4.9	3.5	4.0				
KUSJ	Harker Heights	C2	105.5	33.0	600	a	Cumulus Bcstg Inc	94	0003	2,250		Country	1,000	1.34	12.9	6.0	7.1	6.4	6.6	4.5	5.8	5.3	6.8				
KOOC	Belton	C3	106.3	11.5	489	a	Cumulus Bcstg Inc	70	0004	2,750		Hot AC	400	1.15	6.0	4.2	3.2	4.1	2.1	3.8	4.7	4.4	5.7				
KLFX	Nolanville	A	107.3	2.0	525	b	Clear Channel Comm	87	0108 p	2,600		Rock	850	0.95	15.5	6.3	6.5	8.1	7.6	6.7	8.1	6.7	6.2				
# FM Stations -																10	# Combos -		7	FM TOTALS							
																92.9	48.5	45.9	49.6	44.6	50.9	50.6	43.9	48.7			

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)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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		M&M Broadcasters Ltd	61	0305 p	400		Christian				0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.5				
KRMY	Killeen	D	1050	0.3	0.00		Martin Bcstg Inc	55	9308	118		Mexican	100			0.9	0.0	0.0	0.0	0.6	0.0	1.2	0.0				
• KTEM	Temple	C	1400	1.0 cp	0.95	a	Cumulus Bcstg Inc	36	0201	425		Nws/Tlk/Spt	350	0.85	7.1	2.4	3.8	3.2	3.9	1.9	5.2	2.1	3.7				
# AM Stations -																4	# Combos -		1	AM TOTALS							
AM & FM Stations Profiled -																14	# Duopolies -		3	Total Local Commercial Share							
																7.1	3.3	3.8	3.2	3.9	2.5	5.2	5.1	4.2			
																51.8	49.7	52.8	48.5	53.4	55.8	49.0	52.9				

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 156

Revenue Rank: 228

Flagstaff-Prescott, AZ Market Overview



Metro Counties / Population (000)

Coconino, AZ	120.2
Yavapai, AZ	179.0
Total	299.2

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	\$6,000	\$6,700	\$7,400	\$6,300	\$6,600
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.8%	\$7,000	\$7,500	\$7,900	\$8,300	\$8,700	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$1.92/1,000	\$1.97/1,000	Local	80%		
	N/A	\$22.06	\$25.72	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	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 ^{1/}	3,442.6	NA ^{1/}	3,442.6	4,405.7	5.1%
EBI ^{2/}	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	12	18	11	29
Tot 12+	1.3		58.9	56.3	60.2	8.9	69.1
Avg 12+	0.4		3.9	4.7	3.3	0.8	2.4
Tot LCS	1.9		85.2	81.5	87.1	12.9	100.0
Avg LCS	0.6		5.7	6.8	4.8	1.2	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 Phoenix.

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)											
															Spring 2003	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			0.0	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	5.4	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	1.0	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	5.1	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	NwRck/Altve	550	0.80	10.4	5.1	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	2.2	2.7	2.0	1.5	1.1	2.1	0.0	0.0				
KVNA	Flagstaff	C	97.5	43.0	1509	e 3 Points Media	88	0301	4,650		AC	150	0.58	3.9	2.2	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	3.8	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	1.3	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	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	9.2	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	8.6	8.0	7.1	10.5	11.9	9.6	0.0	0.0				
● KZKE	Seligman	A	103.3	3.7	423	Route 66 Bcstg LLC	95	9805	175		Oldies				0.0	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	0.0	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	2.9	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	3.5	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	3.5	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	4.8	5.4	3.4	4.2	5.1	3.9	0.0	0.0				
# FM Stations -															18	# Combos -		13	FM TOTALS							
															88.0	60.2	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	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/Tik/Spt	150	1.08	2.1	1.0	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			Mexcn/Oldes				0.0	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/Tik/Spt	875		1.4	0.6	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	1.9	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	0.0	0.0			
KQNA	Prescott Valley	D	1130	1.0	0.00	f	Prescott Valley Bcst	86				News/Talk			0.4	0.0	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	0.0			
KPGE	Page	C	1340	1.0	1.00	g	Lake Powell Comm	71				Oldies			1.0	0.0	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	0.6	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/Tik/Spt	200	1.26	2.4	3.8	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	1.0	0.6	0.9	0.0	1.9	2.1	0.0	0.0			
# AM Stations -															11	# Combos -		6	AM TOTALS							
AM & FM Stations Profiled -															29	# Duopolies -		6	Total Local Commercial Share							
															11.8	8.9	8.1	7.7	9.3	8.9	8.4	0.0	0.0			
															69.1	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: 119

Evansville, IN Market Overview



Metro Counties / Population (000)

Posey, IN	27.0
Vanderburgh, IN	171.6
Warrick, IN	53.3
Henderson, KY	44.7
Total	296.6

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

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$14,100	\$15,700	\$17,200	\$18,200	\$16,200	\$17,100	3.9%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.6%	\$18,000	\$19,300	\$20,400	\$21,500	\$22,600	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.84/1,000	\$3.95/1,000	Local	80%		
	\$48.60	\$57.65	\$75.64	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	290.1	296.6	0.4%	296.6	298.8	0.1%
Households	114.0	119.2	0.9%	119.2	121.7	0.4%
Retail Sales	NA ^{1/}	4,450.7	NA ^{1/}	4,450.7	5,715.5	5.1%
EBI ^{2/}	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	2	10	11	8	19
Tot 12+	27.1	26.3	21.2	73.8	74.6	10.5	85.1
Avg 12+	4.5	8.8	10.6	7.4	6.8	1.3	4.5
Tot LCS	31.8	30.9	24.9	86.7	87.7	12.3	100.0
Avg LCS	5.3	10.3	12.5	8.7	8.0	1.5	5.3

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

Market: Evansville, IN

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)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WJPS	Chandler	A	93.5	3.2 cp	446	b	South Central Comm	94			Oldies	1,300	1.19	6.4	5.9	4.6	5.2	5.6	5.1	6.5	7.8	3.9	
• WYNG	Mount Carmel	B	94.9	50.0	420	a	Regent Comm	60	0302 p	2,700	sw	Country	1,000	0.81	7.2	2.8	7.4	5.8	6.2	6.5	5.6	6.1	5.7
WSTO	Owensboro	C	96.1	100.0	1001	b	South Central Comm	48	0209 p	13,000		CHR	1,700	1.33	7.5	7.6	5.4	6.3	6.2	7.6	10.6	9.5	11.5
WKDQ	Henderson	C	99.5	100.0	984		Regent Comm	47	0302		g2	Country	2,200	1.07	12.0	13.6	11.2	7.8	12.4	8.8	9.7	11.5	11.0
WGBF	Henderson	A	103.1	3.2	453	a	Regent Comm	71	0302 p		sw	AOR	1,675	1.19	8.2	5.7	6.0	8.1	5.6	5.9	5.9	7.5	7.5
WIKY	Evansville	B	104.1	39.0	571	b	South Central Comm	48				FuSvc/AC	4,400	1.13	22.8	20.1	19.2	19.3	18.9	19.8	20.0	19.3	21.8
• WJLT	Evansville	B	105.3	50.0	492	a	Regent Comm	64	0302 p		sw	Lite AC	400	1.38	1.7	3.4	1.4	1.7	1.2	2.5	2.6	2.8	2.0
WDKS	Newburgh	A	106.1	6.0	328	a	Regent Comm	91	0302 p		sw	Top 40	900	0.59	8.9	7.4	8.9	7.5	7.4	9.6	4.1	2.5	2.7
WYFX	Mount Vernon	A	106.7	3.0	295	d	The Original Co Inc	92	9904	360	c1	AC	100		0.4	0.8	0.0	0.6	0.0	0.0	0.0	0.0	0.0
WYXY	Boonville	A	107.1	1.6	640		Engelbrecht, John P	67	0009	400	c2	Clsc Hits	500	0.71	4.1	2.8	4.3	3.5	3.3	0.6	0.0	0.0	0.0
WABX	Evansville	A	107.5	2.0	561	b	South Central Comm	96				Rock	1,400	0.92	8.9	4.5	4.3	8.1	6.8	6.2	6.8	5.6	6.3
# FM Stations - 11														# Combos - 9		FM TOTALS							
														88.1	74.6	72.7	73.9	73.6	72.6	71.8	72.6	72.4	

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	0.89	2.3	1.7	2.6	2.0	1.8	2.8	2.9	1.7	1.9	
WGAB	Newburgh	D	1180	0.7	0.00	c	Newburgh Bcstg Co	84			Talk	300	0.65	2.7	1.1	0.9	1.2	3.3	3.4	2.6	3.1	2.2	
WGBF	Evansville	B	1280	5.0	1.00	a	Regent Comm	23	0302 p		sw	News/Talk	300	0.39	4.5	3.7	4.0	3.7	3.8	3.4	5.0	3.4	3.1
WVHI	Evansville	B	1330	5.0	1.00	Word Broadcasting	48	9906	440		Religion	150			0.0	0.6	0.0	0.0	0.6	0.9	0.6	0.0	
WEOA	Evansville	C	1400	1.0	1.00	b	South Central Comm	36	8111	1,000		Urban	350	0.79	2.6	3.7	4.3	1.7	2.7	2.0	1.8	2.0	3.0
WBNL	Boonville	D	1540	0.3	0.00	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			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations - 8														# Combos - 3		AM TOTALS							
AM & FM Stations Profiled - 19														# Duopolies - 4		Total Local Commercial Share							
														12.1	10.5	12.4	8.6	11.6	12.2	13.2	10.8	10.2	
														85.1	85.1	82.5	85.2	84.8	85.0	83.4	82.6		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 158

Revenue Rank: 103

Savannah, GA Market Overview



Metro Counties / Population (000)

Bryan, GA	24.8
Chatham, GA	234.4
Effingham, GA	40.1
Total	299.3

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>
	\$14,300	\$17,100	\$18,600	\$20,000	\$17,700	\$19,700	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>
	11.3%	\$20,800	\$22,300	\$23,500	\$24,800	\$26,100	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$4.65/1,000	\$4.69/1,000	Local	85%		
	\$50.16	\$65.82	\$82.80	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	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 ^{1/}	4,233.6	NA ^{1/}	4,233.6	5,560.9	5.6%
EBI ^{2/}	3,674.4	4,809.0	5.5%	4,809.0	6,074.3	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)	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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			15	12	15	5	20
Tot 12+			68.4	64.5	68.4	16.1	84.5
Avg 12+			4.6	5.4	4.6	3.2	4.2
Tot LCS			80.9	76.3	80.9	19.1	100.0
Avg LCS			5.4	6.4	5.4	3.8	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	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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WEAS	Savannah	C1	93.1	100.0	981	c	Cumulus Bcstg Inc	67	9810	5,250	c4	Urban	2,575	0.73	17.9	9.6	10.1	12.1	17.0	18.3	16.2	14.3	17.2			
WOBT	Savannah	C0	94.1	100.0	1299	a	Clear Channel Comm	46	0008		g	Urban	1,000	0.71	7.1	7.1	9.0	9.4	2.2	3.0	3.6	3.9	6.2			
WIXV	Savannah	C1	95.5	100.0	856	c	Cumulus Bcstg Inc	72	9808		d2	Rock	1,450	1.57	4.7	4.2	3.6	4.4	3.3	3.9	6.1	3.4	4.5			
WJCL	Savannah	C	96.5	100.0	1161	c	Cumulus Bcstg Inc	72	9804	7,250		Country	2,450	1.50	8.3	7.6	8.1	7.9	5.6	5.0	6.7	5.1	4.6			
WAEV	Savannah	C0	97.3	100.0 cp	1299	a	Clear Channel Comm	69	0008		g	AC	1,200	1.96	3.1	4.2	3.3	2.9	2.2	3.6	3.9	5.3	6.6			
WGCO	Midway	C1	98.3	100.0	981	b	Triad Bcstg Co	74	0009		g3 1	Oldies	1,400	1.09	6.5	3.4	3.0	5.6	5.0	3.9	3.3	2.0	4.3			
WYKZ	Beaufort	C1	98.7	100.0	715	a	Clear Channel Comm	62	0008		g	AC/LtRck	1,500	1.21	6.3	4.0	3.9	4.1	6.1	3.6	2.8	4.8	5.5			
WLVH	Hardeeville	C2	101.1	50.0	476	a	Clear Channel Comm	92	0008		g	AC	2,025	1.37	7.5	7.6	7.2	5.6	6.7	8.6	7.8	9.3	8.4			
WZAT	Savannah	C	102.1	100.0	1322	c	Cumulus Bcstg Inc	71	9810	3,500		CHR	850	1.03	4.2	4.0	4.2	3.8	3.1	6.4	4.5	5.3	4.9			
WGZO	Parris Island	C3	103.1	17.5	328		Zip Communications	85	0108	100	1	80s Hits	250	0.79	1.6	1.4	2.4	0.9	1.7	1.4	1.7	0.8	0.0			
WSIS	Springfield	C3	103.9	14.0	328	c	Cumulus Bcstg Inc	77	9808		d2	R&BOd/BkG	150	0.36	2.1	1.1	0.9	1.8	1.7	1.4	1.9	4.2	0.7			
WRHQ	Richmond Hill	C3	105.3	11.0	486		Thoroughbred Comm	91				Rock AC	1,400	1.27	5.6	4.0	4.5	4.4	4.7	2.5	3.3	2.8	2.1			
WFXH	Hilton Head	C2	106.1	25.0	594	b	Triad Bcstg Co	73	0009		g3 1	Rock	550	0.75	3.7	5.1	4.8	2.9	3.1	4.4	2.8	2.0	2.1			
• WGZR	Bluffton	C1	106.9	100.0	801	b	Triad Bcstg Co	89	0009		g3 1	Country	675		0.4	1.4	0.6	0.6	0.0	0.0	0.6	0.0	0.0			
• WLOW	Port Royal	C2	107.9	24.0	725	b	Triad Bcstg Co	88	0009		g3 1	Adlt Stndrd	800	0.80	5.1	3.7	4.5	4.4	3.9	3.9	2.5	4.2	3.5			
# FM Stations -															15	# Combos -		13	FM TOTALS							
															84.1	68.4	70.1	70.8	66.3	69.9	67.7	67.4	70.6			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WBMQ	Savannah	B	630	5.0	5.00	c	Cumulus Bcstg Inc	39	9808		d2	News/Talk	575	0.73	4.0	2.8	2.1	2.6	3.9	3.3	3.6	2.8	4.4			
WJLG	Savannah	D	900	4.4	0.15	c	Cumulus Bcstg Inc	50	9810		c4	Gospel	125	0.25	2.5	1.7	1.8	2.4	1.7	2.2	1.7	2.2	1.8			
WSOK	Savannah	C	1230	1.0	1.00	a	Clear Channel Comm	46	0008		g	Gospel	400	0.29	7.0	8.5	6.9	4.4	7.0	6.4	7.0	7.9	6.5			
WTKS	Savannah	B	1290	5.0	5.00	a	Clear Channel Comm	29	0008		g	Talk	100		0.9	2.3	2.1	1.5	0.0	0.6	0.0	0.6	0.0			
WHGM	Savannah	C	1400	0.7	0.65		Gilliam Comm Inc	56	9909	500		Black Gospl	225	0.71	1.6	0.8	1.2	0.9	1.7	0.8	1.9	0.8	1.4			
# AM Stations -															5	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -															20	# Duopolies -		8	Total Local Commercial Share							
															16.0	16.1	14.1	11.8	14.3	13.3	14.2	14.3	14.1			
															84.5	84.2	82.6	80.6	83.2	81.9	81.7	84.7				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 159

Revenue Rank: 180

Utica-Rome, NY Market Overview



Metro Counties / Population (000)

Herkimer, NY	63.4
Oneida, NY	231.4
Total	294.8

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$8,000	\$9,100	\$9,800	\$10,600	\$9,500	\$10,000
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.3%	\$10,500	\$11,300	\$11,900	\$12,500	\$13,100	5.7%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.18/1,000	\$3.65/1,000	Local	87%		
Revenue/Capita	\$26.64	\$33.92	\$46.31	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	300.3	294.8	-0.4%	294.8	282.9
Households	110.8	115.0	0.7%	115.0	112.2	-0.5%
Retail Sales	NA ^{1/}	3,148.0	NA ^{1/}	3,148.0	3,589.8	2.7%
EBI ^{2/}	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	Viable FMs	All FMs	All AMs	Total
# Stations	8	7		12	15	9	24
Tot 12+	15.1	47.8		62.4	62.9	12.4	75.3
Avg 12+	1.9	6.8		5.2	4.2	1.4	3.1
Tot LCS	20.1	63.5		82.9	83.5	16.5	100.0
Avg LCS	2.5	9.1		6.9	5.6	1.8	4.2

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

Market: Utica-Rome, NY

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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WXUR	Herkimer	A	92.7	3.0	299	b	Arjuna Bcstg Corp	79	9403	118	c1	Oldies	225	0.90	2.5	1.6	1.0	2.0	1.8	1.4	1.9	1.3	1.3			
WUCL	Remsen	A	93.5	1.2	748	c	Clear Channel Comm	83	9906		g1	Oldies	300	1.00	3.0	2.2	3.4	2.0	2.6	2.2	2.2	2.3	3.4			
WKLL	Frankfort	B	94.9	34.0	568	e	Galaxy Comm	90	9004	165	cp	Modern Rock	525	0.72	7.3	4.1	4.7	3.8	7.3	6.1	5.1	5.7	5.9			
WODZ	Rome	B1	96.1	7.4	604	a	Regent Comm	68	0001		g5	Oldies	400	0.61	6.6	7.0	5.8	5.3	4.7	5.8	6.2	6.5	4.3			
WOUR	Utica	B	96.9	19.5	791	c	Clear Channel Comm	67	9906		g1	AdStd/NwRc	950	1.08	8.8	7.8	6.5	7.4	6.0	8.0	6.2	9.1	6.0			
WSKS	Whitesboro	A	97.9	1.5	669	c	Clear Channel Comm	94	0103		g3	Adult CHR	725	0.99	7.3	5.4	5.0	4.3	6.8	8.3	5.7	8.1	6.1			
WLZW	Utica	B	98.7	25.0	659	a	Regent Comm	74	0001		g5	AC	2,200	1.38	16.0	11.6	12.8	11.7	12.6	9.4	11.1	11.7	10.2			
WBGK	Newport Village	A	99.7	1.4	676	f	Roser	00	0105	575		Country	200	0.77	2.6	1.9	1.0	1.5	2.4	1.7	0.3	0.0	0.0			
● WBGJ	Sylvan Beach	A	100.3	6.0	328		Fox, Craig	01	0203	350	cp	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WKVU	Utica	A	100.7	1.6	627		Educational Media	94	0108	1,250		ChrsContem				0.0	0.0	0.0	0.0	1.7	2.2	0.5	0.8			
WBRV	Boonville	A	101.3	5.5	341	d	Flack Bctg Group LLC	89	9809		g	Country	100		0.9	0.5	0.8	0.8	0.5	0.6	0.0	0.8	0.0			
WRBY	Rome	B	102.5	27.0	650	c	Clear Channel Comm	82	9906		g1	Country	300	0.83	3.6	2.7	3.9	3.1	2.4	2.8	1.6	1.3	1.3			
WFRG	Utica	B	104.3	100.0	495	a	Regent Comm	48	0001		g5	Country	1,800	1.13	16.0	11.1	9.7	11.7	12.6	13.3	15.6	13.3	17.2			
WSKU	Little Falls	A	105.5	2.3	528	c	Clear Channel Comm	92	0103		g3	CHR	400	0.93	4.3	3.5	2.9	4.6	1.8	1.7	1.3	1.3	1.5			
WRCK	Utica	B	107.3	50.0	499	e	Galaxy Comm	62	9409	1,000	c5	Clsc Rock	750	1.07	7.0	3.5	6.0	4.8	5.8	5.5	4.9	4.9	6.2			
# FM Stations -															15	# Combos -		12	FM TOTALS							
															85.9	62.9	63.5	63.0	67.3	68.5	64.3	66.8	64.2			

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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
● WBRV	Boonville	D	900	1.0	0.05	d	Flack Bctg Group LLC	55	9809		g2	Country				0.0	0.5	0.0	0.0	0.0	0.0	0.3	0.0			
WIBX	Utica	B	950	5.0	5.00	a	Regent Comm	25	0001		g5	News/Talk	700	0.90	7.8	7.3	6.3	5.3	6.5	5.8	6.5	6.5	7.2			
WRUN	Utica	B	1150	5.0	1.00	a	Regent Comm	48	0001		g5	Chrst/Talk			0.5	0.5	0.0	0.5	0.3	0.6	0.0	0.3	0.5			
WLFH	Little Falls	C	1230	1.0	1.00	c	Clear Channel Comm	52	0103		g3	Sports	50			0.0	0.0	0.0	0.0	0.3	0.3	0.8	0.7			
WTLB	Utica	B	1310	5.0	0.50	e	Galaxy Comm	46	9409		c5	Nostalgia	50	0.09	5.6	4.6	3.7	5.1	3.4	3.6	4.0	3.6	3.5			
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	0.0			
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	0.0	0.3	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	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.4			
# AM Stations -															9	# Combos -		9	AM TOTALS							
															14.2	12.4	11.0	11.4	10.2	10.6	10.8	11.5	12.3			
AM & FM Stations Profiled -															24	# Duopolies -		8	Total Local Commercial Share							
															75.3	74.5	74.4	77.5	79.1	75.1	78.3	76.5				

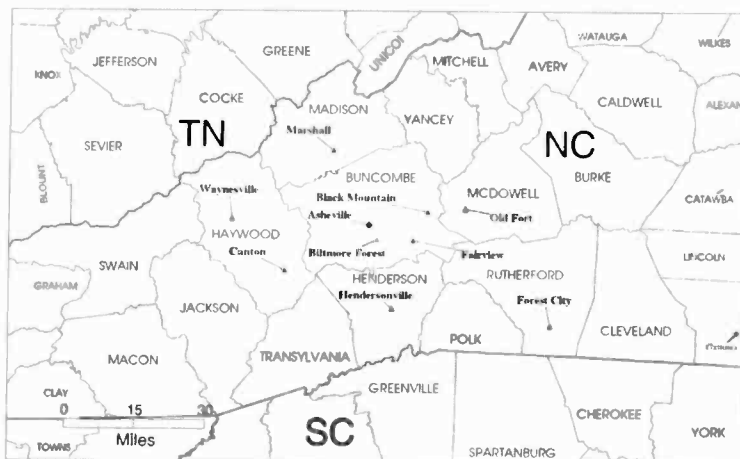
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 160

Revenue Rank: 176

Asheville, NC Market Overview



Metro Counties / Population (000)

Buncombe, NC	210.4
Haywood, NC	55.0
Madison, NC	20.0
Total	285.4

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>
	\$8,000	\$9,000	\$9,500	\$10,600	\$10,500	\$10,500	5.6%
	<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>
		\$11,100	\$11,900	\$12,600	\$13,300	\$13,900	5.7%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$2.80/1,000	\$3.12/1,000	Local	80%		
Revenue/Capita	\$30.52	\$36.79	\$46.30	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	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 ^{1/}	3,752.7	NA ^{1/}	3,752.7	4,450.1	3.5%
EBI ^{2/}	3,720.1	4,697.3	4.8%	4,697.3	5,989.4	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)	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		5	6	8	10	18
Tot 12+	7.0		41.8	48.2	48.8	9.9	58.7
Avg 12+	2.3		8.4	8.0	6.1	1.0	3.3
Tot LCS	11.9		71.2	82.1	83.1	16.9	100.0
Avg LCS	4.0		14.2	13.7	10.4	1.7	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 Greenville-Spartanburg, SC.

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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WTPT	Forest City	C	93.3	93.0	2031	b	Barnstable Bcstg Inc	47	0008			Rock	n/a		8.2	5.4	4.3	4.8	5.1	4.4	2.0	2.5	4.1	
WFBC	Greenville	C	93.7	97.0	1850	a	Entercom	47	9912			Top 40	n/a		11.6	4.2	6.3	6.5	7.6	6.0	6.0	6.7	6.4	
WOXL	Biltmore Forest	C3	96.5	1.9	1171		Liberty Productions	02			1	Oldies	1,350	1.01	12.7	12.1	10.6	15.3	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	3.6	0.0	0.0	0.0	4.4	6.0	5.6	5.9	4.9	
WKSF	Asheville	C	99.9	53.0	2622	c	Clear Channel Comm	47	0008		g	Country	5,600	2.71	19.7	15.0	18.2	13.7	10.2	14.7	16.1	17.6	14.4	
WMYI	Hendersonville	C1	102.5	19.0	1811		Clear Channel Comm	58	0008			AC	n/a		10.6	5.1	3.0	4.8	8.0	5.6	7.7	6.3	9.1	
WQNO	Old Fort	A	104.3	0.6	1043	c	Clear Channel Comm	91	0112	7,500	d1	Clsc Rock	325	1.00	3.1	0.6	1.3	1.6	2.2	0.8	2.4	0.4	0.5	
WQNS	Waynesville	A	104.9	0.3	1581	c	Clear Channel Comm	79	0112		d1	Clsc Rock	575	1.17	4.7	6.4	6.3	2.8	2.9	2.8	0.8	4.2	2.1	
# FM Stations -					8	# Combos -					3	FM TOTALS				74.2	48.8	50.0	49.5	40.4	40.3	40.6	43.6	41.5

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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WWNC	Asheville	B	570	5.0	5.00	c	Clear Channel Comm	27	0008		g	News/Talk	1,300	1.07	11.6	5.4	5.6	5.6	8.4	10.8	10.1	10.0	11.3	
WPEK	Fairview	D	880	5.0	0.00	c	Clear Channel Comm	97	0112		d1	Country	700	0.91	7.3	2.2	1.7	1.6	7.3	7.6	5.2	2.9	3.6	
WPTL	Canton	D	920	0.5	0.00		Skycountry Bcstg Inc	63				Country				0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WOXL	Canton	D	970	5.0	0.03		Saga Comm Inc	54	0303	311	1	Oldies				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	0.0	0.4	0.0	0.0	0.0	0.0	
WISE	Asheville	B	1310	5.0	1.00		Seeger, Guest & Fort	39	0205	1,700	1	Talk	500	0.81	5.9	1.3	1.3	3.6	3.6	2.8	4.8	5.0	5.8	
WWRN	Black Mountain	D	1350	1.0 cp	0.04		Lucky Stone Mgmt Inc	66	0105	35	na	Nws/Tlk/Spt				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	c	Clear Channel Comm	47	0112		d1	AC				1.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	
WHBK	Marshall	D	1480	5.0	0.14		Southern Bcstg Inc	56	9110		na	Gospel	75		0.6	0.0	0.0	0.0	0.7	0.0	1.2	0.0	1.3	
# AM Stations -					10	# Combos -					3	AM TOTALS				25.7	9.9	11.3	10.8	20.4	21.2	21.3	17.9	22.0
AM & FM Stations Profiled -					18	# Duopolies -					3	Total Local Commercial Share				58.7	61.3	60.3	60.8	61.5	61.9	61.5	63.5	

• Indicates a change since last edition

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 161

Revenue Rank: 129

Tallahassee, FL Market Overview



Metro Counties / Population (000)

Leon, FL	254.3
Wakulla, FL	25.0
Total	279.3

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>
	\$11,100	\$12,300	\$14,800	\$15,800	\$15,500	\$16,000	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>
	3.2%	\$16,800	\$18,000	\$19,000	\$20,000	\$21,000	5.6%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA ^{1/}	\$4.96/1,000	\$4.98/1,000	Local	85%		
	\$45.66	\$57.29	\$65.93	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	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 ^{1/}	3,227.1	NA ^{1/}	3,227.1	4,219.7	5.5%
EBI ^{2/}	3,947.3	5,450.2	6.7%	5,450.2	7,921.4	7.8%

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)	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	2		12	12	14	5	19
Tot 12+	4.0		63.4	65.0	67.4	6.4	73.8
Avg 12+	2.0		5.3	5.4	4.8	1.3	3.9
Tot LCS	5.4		85.9	88.1	91.3	8.7	100.0
Avg LCS	2.7		7.2	7.3	6.5	1.7	5.3

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

Market: Tallahassee, FL

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)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WAKU	Crawfordville	A	94.1	3.0	459		95	9808	550		ChrsContem	300	0.78	2.4	1.5	0.6	1.3	2.1	1.0	2.8	0.6	1.3	
WTNT	Tallahassee	C1	94.9	100.0	840	a	67	9712		g2	Country	1,900	1.63	7.3	7.4	4.7	4.1	6.2	5.5	6.4	3.8	7.5	
WHBX	Tallahassee	C2	96.1	37.0	479	b	82	9711	15,400	d1	Urban AC	3,100	1.09	17.7	10.2	9.2	12.7	12.4	12.6	11.3	11.8	10.5	
WBZE	Tallahassee	C1	98.9	100.0	604	b	62	9711		d1	AC	1,900	1.60	7.4	7.1	5.1	5.7	4.8	7.2	5.0	6.7	6.2	
WEGT	Lafayette	C2	99.9	50.0	492	c	89	0008	15,000	d2	Oldies	600	0.96	3.9	2.8	2.8	3.2	2.4	3.8	2.8	4.5	5.0	
WBWT	Midway	C3	100.7	11.5	489	a	95	9712		g2	CHR/Rhymc	850	0.78	6.8	7.4	8.5	6.7	3.1	4.1	5.0	4.2	5.5	
WXSR	Quincy	C2	101.5	37.0	489	a	66	9712		g2	Alternative	1,175	1.13	6.5	3.4	6.0	5.1	4.1	4.8	4.6	4.5	3.2	
• WWLD	Cairo	C2	102.3	26.7	604	b	83	0111	1,528		Rhymc/Oldes	600	0.65	5.8	4.3	2.5	4.4	3.8	4.4	2.8	6.7	3.5	
WAIB	Tallahassee	C2	103.1	42.0	541	c	76	0008		d2	Country	825	0.87	5.9	5.0	6.0	5.7	2.7	3.4	3.5	5.8	3.9	
WGLF	Tallahassee	C	104.1	100.0	1394	b	67	0003	4,000		Clsc Rock	1,875	1.30	9.0	2.8	5.4	7.3	5.5	6.5	7.4	4.8	6.3	
WHTF	Havana	C2	104.9	47.0	505	c	84	0008		d2	Top 40	900	0.69	8.2	5.3	4.4	5.1	6.5	6.5	7.1	6.4	6.4	
• WVHT	Monticello	C3	105.7	16.0 cp	410		89	9902		na	Urban	350	0.71	3.1	0.9	0.9	1.3	3.1	2.0	2.1	2.9	2.2	
WUTL	Tallahassee	A	106.1	6.0	328	c	92	0107	1,725		Clsc Rock				2.5	1.9	0.0	0.0	0.0	0.0	0.0	0.0	
WTLY	Thomasville	C1	107.1	100.0	824	a	95	9712		g2	Soft AC	850	0.80	6.6	6.8	5.4	3.8	5.5	4.4	5.0	3.5	4.5	
# FM Stations -					14	# Combos -				12	FM TOTALS				90.6	67.4	63.4	66.4	62.2	66.2	65.8	66.2	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)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WFRF	Tallahassee	D	1070	10.0	0.00		Faith Radio Ntwk Inc	74	9710	150		Christian	200	0.78	1.6	0.0	1.6	1.6	0.7	0.7	0.7	2.6	1.3
WNLS	Tallahassee	B	1270	5.0	5.00	a	Clear Channel Comm	46	9712		g2	Sprts/Talk	400	0.68	3.7	4.3	3.8	2.9	2.4	3.1	2.1	2.2	2.5
WCVC	Tallahassee	D	1330	5.0	0.00		Borrink, Wendell	53	8509	500		Cst/Tlk/Gsp	50		0.5	0.0	0.0	0.0	0.7	1.7	0.0	0.0	0.0
WHBT	Tallahassee	D	1410	5.0	0.02	b	Cumulus Bcstg Inc	59	9711		d1	Gospel			3.0	0.9	2.5	2.2	2.1	2.7	2.5	3.2	3.9
WTAL	Tallahassee	C	1450	1.0	1.00		Live Communications	35	0110	400		Talk	75		0.5	1.2	0.9	0.0	0.7	0.0	3.5	2.2	4.1
# AM Stations -					5	# Combos -				2	AM TOTALS				9.3	6.4	8.8	6.7	6.6	8.2	8.8	10.2	11.8
AM & FM Stations Profiled -					19	# Duopolies -				6	Total Local Commercial Share					73.8	72.2	73.1	68.8	74.4	74.6	76.4	77.8

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 162

Revenue Rank: 146

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)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$10,700	\$12,300	\$13,100	\$13,500	\$12,700	\$13,300	4.3%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.7%	\$13,900	\$14,900	\$15,700	\$16,600	\$17,400	5.6%
Revenue/Retail Sales	NA ^{1/}	\$3.39/1,000	\$3.15/1,000				Est. Breakout
Revenue/Capita	\$39.59	\$43.95	\$52.65				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	270.3	302.6	2.3%	302.6	330.5
Households	88.9	98.5	2.1%	98.5	106.0	1.5%
Retail Sales	NA ^{1/}	3,923.3	NA ^{1/}	3,923.3	5,523.9	7.1%
EBI ^{2/}	3,424.9	4,463.7	5.4%	4,463.7	5,336.9	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	6		11	13	8	21
Tot 12+	45.6	28.6		71.6	74.2	8.9	83.1
Avg 12+	6.5	4.8		6.5	5.7	1.1	4.0
Tot LCS	54.9	34.4		86.2	89.3	10.7	100.0
Avg LCS	7.8	5.7		7.8	6.9	1.3	4.8

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

Market: Palm Springs, CA

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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
• KKUU	Indio	A	92.7	4.2	394	c	MCC Radio LLC	84	9805	7,250	d4	CHR	550	0.39	10.6	7.9	9.1	8.0	10.1	5.1	6.8	8.9	5.5	
KCLB	Coachella	B	93.7	26.5	646	c	MCC Radio LLC	60	9805	7,000	d3	AOR	1,000	1.17	6.4	3.7	6.5	5.5	5.5	8.6	4.3	8.1	6.8	
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	9.4	9.0	9.9	7.0	7.3	6.1	6.8	
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	16.0	15.7	15.7	13.5	14.3	13.9	8.9	10.9	
KRCK	Mecca	A	97.7	1.3	719		Royce Intl Bcstg Co	01				80s Hits	300	0.90	2.5	1.3	1.8	1.7	2.6	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	1.11	9.5	7.9	6.3	7.7	8.6	11.1	7.6	7.4	6.6	
KMRJ	Rancho Mirage	A	99.5	3.0	328		Mitchell, Daniel P	98				Modern Rock	700	1.10	4.8	4.2	3.4	5.0	3.1	4.6	4.3	5.1	4.3	
KPSI	Palm Springs	B1	100.5	25.0	121	b	KPSI Radio Corp	81				Hot AC	1,000	1.07	7.0	5.0	4.7	5.5	6.5	5.7	7.1	8.4	8.5	
KJJZ	Indio	A	102.3	2.6 cp	331	e	RM Bcstg LLC	93	9701	1,400		NAC	800	1.63	3.7	2.6	3.4	2.7	3.6	2.7	3.5	2.0	4.2	
KEZN	Palm Desert	A	103.1	1.9	591		Infinity Bcstg	77	0102		g	Soft AC	1,300	1.40	7.0	4.2	5.5	6.5	5.5	4.9	4.3	5.8	5.2	
• KDES	Palm Springs	B	104.7	41.0	538	b	KPSI Radio Corp	63	9608	2,000	c1	Oldies	900	1.09	6.2	6.8	3.9	5.7	4.9	7.3	5.8	9.6	7.8	
KPLM	Palm Springs	B	106.1	50.0	397	e	RM Bcstg LLC	83	9512	1,550		Country	700	1.35	3.9	3.9	4.7	4.0	2.6	6.2	8.1	4.3	6.8	
KYOR	Yucca Valley	B	106.9	4.0	1371	c	MCC Radio LLC	88	9801		d4	CHR	300	0.94	2.4	1.3	2.1	2.0	2.1	3.5	2.8	2.0	2.1	
# FM Stations - 13															# Combos - 9		FM TOTALS							
															92.2	74.2	76.5	79.0	78.5	81.0	75.8	76.6	75.5	

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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KPSI	Palm Springs	B	920	5.0 cp	1.00	b	KPSI Radio Corp	56	9608		c1	News/Talk	300	0.68	3.3	3.1	2.3	2.0	3.6	3.0	2.8	1.8	3.7	
KNWZ	Coachella	B	970	5.0	1.00	c	MCC Radio LLC	54	9805		d3	News/Talk	400	2.31	1.3	1.6	0.8	1.0	1.3	0.5	1.8	2.3	1.4	
KXPS	Thousand Palms	B	1010	3.6	0.40	c	MCC Radio LLC	92	9801		d4	Sports	75		0.3	0.5	1.0	0.0	0.5	0.5	0.0	0.8	0.4	
KNWQ	Palm Springs	B	1140	10.0	2.50	c	MCC Radio LLC	46	9801		d4	News/Talk	100		0.7	0.8	0.5	0.7	0.5	0.5	0.8	0.5	0.7	
KCMJ	Thousand Palms	B	1270	5.0	0.75	c	MCC Radio LLC	63	9801		d4	Talk	100		0.3	0.5	0.8	0.0	0.5	1.1	3.0	1.5	1.1	
KWXY	Cathedral City	C	1340	1.0	1.00	a	Glen Barnett Inc	64				Btfl Music	100		0.9	0.8	0.8	0.7	0.8	0.0	0.5	1.0	1.1	
KESQ	Indio	C	1400	1.0	1.00	d	News-Press & Gazette	46	9703		c2	Span/RlgMs	50		0.4	0.8	0.5	0.7	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	0.8	0.0	0.8	0.0	0.5	0.8	0.7	
# AM Stations - 8															# Combos - 8		AM TOTALS							
															7.7	8.9	7.5	5.1	8.0	5.6	9.4	8.7	9.1	
AM & FM Stations Profiled - 21															# Duopolies - 6		Total Local Commercial Share							
															83.1	84.0	84.1	86.5	86.6	85.2	85.3	84.6		

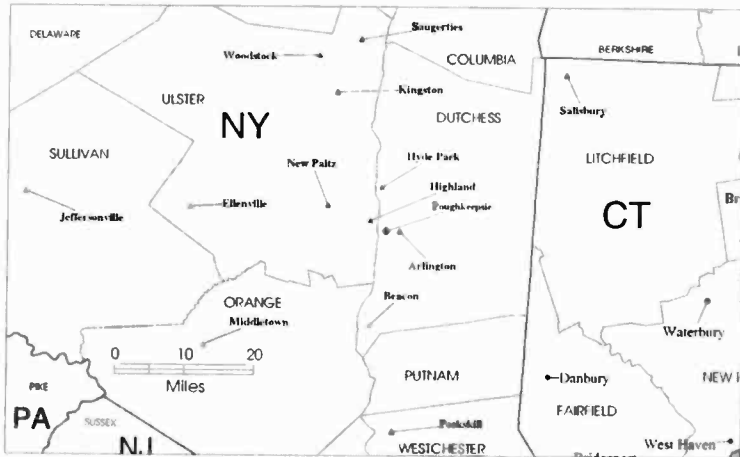
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 163

Revenue Rank: 87

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)

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$14,300	\$16,600	\$19,200	\$21,800	\$20,800	\$23,800	10.7%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	14.4%	\$25,100	\$26,900	\$28,400	\$29,900	\$31,400	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$7.21/1,000	\$7.69/1,000	Local	80%		
	\$54.31	\$83.60	\$106.08	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 ^{1/}	3,301.4	NA ^{1/}	3,301.4	4,085.5	4.4%
EBI ^{2/}	4,283.3	5,419.2	4.8%	5,419.2	6,665.1	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	13	2		11	15	5	20
Tot 12+	41.0	15.0		54.0	56.0	3.1	59.1
Avg 12+	3.2	7.5		4.9	3.7	0.6	3.0
Tot LCS	69.4	25.4		91.4	94.8	5.2	100.0
Avg LCS	5.3	12.7		8.3	6.3	1.0	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.
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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WRNQ	Poughkeepsie	A	92.1	0.5	1030	c	Clear Channel Comm	89	0008		g1	Soft Rock	2,500	1.04	10.1	4.0	8.1	6.6	4.9	3.3	5.9	7.5	4.7			
WRRV	Middletown	A	92.7	6.0 cp	269	a	Cumulus Bcstg Inc	66	0203			Alternative	n/a		7.6	3.2	3.3	4.4	4.3	4.4	3.6	1.4	2.6			
WRKW	Saugerties	A	92.9	6.0	289	c	Clear Channel Comm	99	0008		g1	Rock	100		0.5	1.4	2.2	0.6	0.0	0.8	0.0	0.8	0.0			
WBWZ	New Paltz	A	93.3	0.4	948	c	Clear Channel Comm	92	0102		g3	Hot AC	1,900	1.01	7.9	2.9	3.3	5.0	4.0	4.1	3.9	5.0	4.9			
WBPM	Kingston	A	94.3	2.3 cp	545	a	Cumulus Bcstg Inc	65	0302 p	3,500		Oldies	200	0.56	1.5	3.2	1.9	0.6	1.1	1.6	2.1	3.0	2.0			
WPKF	Poughkeepsie	A	96.1	4.4	184	c	Clear Channel Comm	97	0008		g1	CHR	1,600	0.82	8.2	5.8	7.8	5.3	4.0	5.5	1.8	0.8	1.2			
WRRB	Arlington	A	96.9	0.3	1007	a	Cumulus Bcstg Inc	89	0203		g2	Alternative	750	0.88	3.6	2.6	2.2	2.2	1.9	2.5	2.4	2.5	4.2			
WCZX	Hyde Park	A	97.7	0.3	1030	a	Cumulus Bcstg Inc	70	0203		g2	Oldies	3,600	1.40	10.8	6.1	7.8	5.3	7.0	9.6	8.9	5.8	4.8			
WKZE	Salisbury	A	98.1	1.8	604		Johnson Development	92	9703	2,000	c1	AAA				0.6	1.4	0.0	0.0	0.0	0.0	0.0	0.0			
WFKP	Ellenville	A	99.3	0.1	1631	c	Clear Channel Comm	70	0008	18,400	g1	CHR	1,000		0.3	0.0	0.3	0.3	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	2.15	4.1	2.0	1.7	3.1	1.6	0.8	0.6	1.4	1.1			
WPDH	Poughkeepsie	B	101.5	4.4	1539	a	Cumulus Bcstg Inc	62	0203		g2	Clsc Rock	4,200	1.33	13.3	5.8	5.3	5.6	9.4	7.1	9.2	8.3	9.9			
WSPK	Poughkeepsie	B	104.7	7.4	1250	b	Pamal Broadcasting	47	9711	14,000	c2	CHR	2,900	0.76	16.1	9.2	9.2	10.0	8.4	7.9	15.1	16.0	13.6			
● WPDA	Jeffersonville	A	106.1	1.6	627	a	Cumulus Bcstg Inc	93	0203		g	Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WRWD	Highland	A	107.3	0.3	968	c	Clear Channel Comm	89	0102		g3	Country	2,000	0.65	13.0	9.2	5.8	7.8	7.0	4.6	5.3	7.2	5.4			
# FM Stations -															15	# Combos -		13	FM TOTALS							
															97.0	56.0	60.3	56.8	53.6	52.2	58.8	59.7	54.4			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WHVW	Hyde Park	D	950	0.5	0.06		Ferraro, Joseph-Paul	63	9203	350		MOR	50			0.0	0.0	0.0	0.0	1.1	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	1.7	0.8	0.0	0.8	1.6	1.5	1.7	2.9			
WEOK	Poughkeepsie	D	1390	5.0	0.11	a	Cumulus Bcstg Inc	49	0203		g2	Sports	250	0.95	1.1	0.0	1.4	1.3	0.0	1.4	1.2	1.7	0.9			
WLNA	Peekskill	B	1420	5.0	1.00	b	Pamal Broadcasting	48	9701		c2	Adlt Stndrd	250			0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0			
● WKIP	Poughkeepsie	C	1450	1.0	1.00	c	Clear Channel Comm	40	0008		g1	AdStd/Nstlg	200	0.70	1.2	1.4	1.4	0.0	1.3	1.6	1.2	1.1	1.6			
# AM Stations -															5	# Combos -		4	AM TOTALS							
															3.0	3.1	3.6	1.3	2.1	6.0	3.9	4.5	5.4			
AM & FM Stations Profiled -															20	# Duopolies -		7	Total Local Commercial Share							
															59.1	63.9	58.1	55.7	58.2	62.7	64.2	59.8				

● 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
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.7%	\$11,700	\$12,500	\$13,400	\$14,100	\$14,800	6.0%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$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 ^{1/}	3,125.8	NA ^{1/}	3,125.8	3,528.3	2.5%
EBI ^{2/}	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+	22.9	49.8		72.7	72.7	10.8	83.5
Avg 12+	5.7	12.5		9.1	9.1	1.8	6.0
Tot LCS	27.4	59.6		87.1	87.1	12.9	100.0
Avg LCS	6.9	14.9		10.9	10.9	2.2	7.1

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

Market: Erie, PA

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
• WUSE	Fairview	A	93.9	3.0	469	b	NextMedia Group	01	0107			Country	400	0.58	6.2	3.2	7.2	6.0	4.5	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	8.6	8.8	9.8	12.4	11.5	10.8	10.9	7.0			
WXTA	Edinboro	B1	97.9	10.0	505	a	Regent Comm	88	9909		c1	Country	1,400	0.89	14.1	10.8	12.9	12.8	11.2	13.1	12.7	9.1	9.9			
WXKC	Erie	B	99.9	50.0	492	a	Regent Comm	49	9909	13,500	c1	AC	1,500	1.16	11.6	8.6	6.6	8.6	11.2	9.2	9.2	11.2	10.7			
• WRKT	North East	B1	100.9	4.2	797	b	NextMedia Group	70	0004	15,000	d1	Rock	1,675	1.40	10.8	11.7	7.5	8.9	9.4	9.9	14.0	14.5	11.8			
WOHZ	Erie	A	102.3	1.7	614	a	Regent Comm	71	0110	5,000		Clsc Rock	700	0.83	7.6	7.0	9.4	6.3	6.6	6.1	4.4	4.1	7.3			
WRTS	Erie	B	103.7	50.0	499	b	NextMedia Group	69	0004		d1	Hot AC	2,500	1.17	19.2	18.7	12.6	15.8	16.9	13.4	18.4	16.8	19.3			
WCTL	Union City	A	106.3	3.4	430		Inspiration Time	67	7203			ChrsContem	250	0.61	3.7	4.1	3.5	4.5	1.8	2.5	1.3	2.4	1.3			
# FM Stations -															8	# Combos -		7	FM TOTALS							
															86.3	72.7	68.5	72.7	74.0	65.7	70.8	69.0	67.3			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WRIE	Erie	B	1260	5.0	5.00	a	Regent Comm	41	9909		c1	Nostalgia	150	0.23	5.8	4.1	6.9	5.1	4.8	7.6	6.3	6.2	5.7			
WFNN	Erie	B	1330	5.0	5.00	b	NextMedia Group	47	0004		d1	Sports	200	1.00	1.8	1.3	1.3	1.2	1.8	1.0	1.9	2.1	3.5			
WWCB	Corry	B	1370	1.0	0.50	c	Corry Comm Corp	55	8912	190		Oldes/AC			0.5	0.0	0.0	0.9	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	5.4	5.0	4.5	3.9	4.1	4.4	3.2	3.4			
WPSE	Erie	C	1450	1.0	1.00		Penn State Univ	35	8905	25		BusNw/Sprts	75		0.7	0.0	0.0	0.6	0.6	0.6	0.6	1.2	0.6			
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							
AM & FM Stations Profiled -															14	# Duopolies -		5	Total Local Commercial Share							
															13.7	10.8	13.2	12.3	11.1	13.3	13.2	12.7	13.2			
															83.5	81.7	85.0	85.1	79.0	84.0	81.7	80.5				

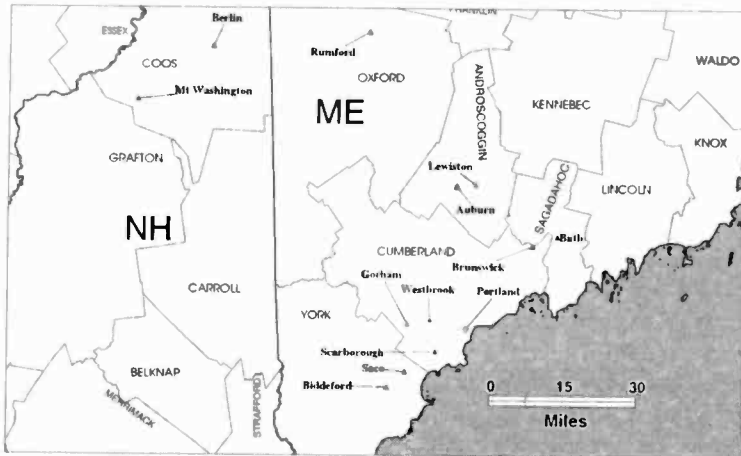
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 165

Revenue Rank: 116

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)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$14,600	\$15,300	\$16,100	\$17,200	\$16,700	\$17,400
Revenue/Retail Sales Revenue/Capita	1997	2002	2007		Est. Breakout		
	NA ^{1/}	\$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)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	253.2	270.9	1.4%	270.9	283.6
Households	99.4	111.0	2.2%	111.0	118.4	1.3%
Retail Sales	NA ^{1/}	6,054.8	NA ^{1/}	6,054.8	8,229.4	6.3%
EBI ^{2/}	4,242.1	5,550.4	5.5%	5,550.4	7,215.5	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	4	9	4	12	17	7	24
Tot 12+	10.3	39.1	15.3	60.9	64.7	13.7	78.4
Avg 12+	2.6	4.3	3.8	5.1	3.8	2.0	3.3
Tot LCS	13.1	49.9	19.5	77.7	82.5	17.5	100.0
Avg LCS	3.3	5.5	4.9	6.5	4.9	2.5	4.2

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

Market: Portland, ME

Competitive Overview

Some stations also rated in Augusta-Waterville & Lewiston-Auburn, ME.

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)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WGMX	Portland	B	93.1	50.0	443	a	Saga Comm Inc	77	9011		g1	Hot AC	3,100	2.28	7.8	5.1	5.6	6.0	6.2	5.9	6.2	7.3	5.5
WCYI	Lewiston	B	93.9	27.5	633	c	Citadel Bcstg Corp	48	9909		g2	Modern Rock	100		0.6	0.3	0.6	0.6	0.3	1.0	0.7	0.6	0.2
WCYY	Bliddeford	B1	94.3	11.5	482	c	Citadel Bcstg Corp	72	9909		g2	Modern Rock	700	0.46	8.8	4.4	5.9	7.3	6.5	6.9	6.6	5.3	5.7
WHOM	Mt. Washington	C	94.9	50.0	3744	c	Citadel Bcstg Corp	58	9909		g2	Soft AC	1,500	1.37	6.3	4.4	5.0	4.7	5.2	5.6	4.9	5.0	4.6
WJJB	Topsham	A	95.5	3.0	456	b	Atlantic Coast Radio	93	9910	1,300		Sports	200	1.15	1.0	1.4	0.6	0.9	0.7	1.7	0.3	1.5	0.0
WRED	Saco	A	95.9	1.4	299	b	Atlantic Coast Radio	82	9908	1,150		CHR	600	0.60	5.7	5.8	3.4	5.0	3.9	3.3	2.3	2.6	3.1
• WLOB	Rumford	C	96.3	100.0 cp	1483	b	Atlantic Coast Radio	75	0011			Talk	n/a			0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0
WJBO	Portland	B	97.9	16.0	889	c	Citadel Bcstg Corp	60	9909		g2	CHR	800	0.50	9.2	6.1	5.6	7.9	6.5	7.3	6.6	7.3	9.5
WCLZ	Brunswick	B	98.9	50.0 cp	492	c	Citadel Bcstg Corp	65	9909		g2	AAA	300	0.52	3.3	4.8	3.1	2.8	2.3	1.7	2.0	1.8	3.0
WMEK	Auburn	B	99.9	28.5	643	d	WMTW Bcst Group	77	0004		g3	Hot AC	700	0.96	4.2	2.4	2.5	3.2	3.3	3.3	2.0	3.2	3.5
WYNZ	Westbrook	B1	100.9	25.0	328	a	Saga Comm Inc	76	9306	850	c3	Oldies	1,150	0.85	7.8	6.8	5.9	6.3	5.9	7.3	4.6	6.7	4.7
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	8.5	7.1	8.5	8.1	6.9	9.8	8.2	9.4
• WBLM	Portland	C	102.9	100.0	1427	c	Citadel Bcstg Corp	67	9909		g2	Clsc Rock	2,700	1.36	11.4	6.8	9.0	9.1	8.8	12.5	8.2	9.1	8.7
WBCI	Bath	B	105.9	50.0	499		Blount Comm Group	71	9504	375		Chrst/Talk			0.8	0.7	0.6	0.6	0.7	0.7	0.7	0.0	0.7
WBQW	Scarborough	A	106.3	3.0	299		Mariner Bcstg Ltd	60	9805	1,030		Classical	500	1.15	2.5	2.4	2.8	1.6	2.3	2.3	2.3	1.8	1.9
WMTW	North Windham	A	106.7	0.8	623	d	WMTW Bcst Group	94	0004		g3	News	300		0.8	0.7	0.6	0.6	0.7	1.7	2.0	4.4	4.3
WTHT	Lewiston	C1	107.5	100.0 cp	929	d	WMTW Bcst Group	73	0004		g3	Country	1,500	2.33	3.7	3.4	3.4	3.5	2.3	1.7	4.9	3.5	3.6
# FM Stations -						17	# Combos -			15			FM TOTALS										
															84.5	64.7	62.3	68.6	63.7	69.8	64.1	68.3	68.4
															ARB 12+ Metro Shares (see rights)								

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)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WGAN	Portland	B	560	5.0	5.00	a	Saga Comm Inc	38	9011		g1	News/Talk	1,150	0.93	7.1	6.5	5.9	3.8	7.2	5.3	6.6	6.7	6.3
WMTW	Gorham	B	870	10.0	1.00	d	WMTW Bcst Group	80	0004		g3	News	200		0.4	0.7	0.3	0.3	0.3	0.3	3.3	2.0	1.6
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	2.4	3.7	1.6	2.9	2.6	2.0	1.8	3.5
WLOB	Portland	B	1310	5.0	5.00	b	Atlantic Coast Radio	67	0011			Talk				0.3	0.3	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	0.7	0.9	0.9	1.0	1.3	1.0	1.2	0.9
• WBAE	Portland	C	1490	1.0	1.00	a	Saga Comm Inc	46	9606		c4	Adlt Stndrd	100	0.15	3.9	3.1	2.8	4.1	2.0	2.3	1.0	1.2	0.0
# AM Stations -						7	# Combos -			7			AM TOTALS										
															15.5	13.7	13.9	10.7	13.4	11.8	13.9	12.9	12.3
															Total Local Commercial Share								
															78.4	76.2	79.3	77.1	81.6	78.0	81.2	80.7	
AM & FM Stations Profiled -						24	# Duopolies -			10													

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: 184

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
Total	279.0

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	N/A	\$4,200	\$8,100	\$8,500	\$9,700	
	<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>
	14.1%	\$10,400	\$11,100	\$11,700	\$12,300	\$12,900	5.9%

Revenue/Retail Sales Revenue/Capita	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
	NA ^{1/}	\$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)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
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 ^{1/}	3,151.5	NA ^{1/}	3,151.5	4,189.6	5.9%
EBI ^{2/}	3,454.1	4,707.6	6.4%	4,707.6	6,047.0	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)	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		5	7	3	10
Tot 12+	13.8	23.8		34.7	37.6	1.6	39.2
Avg 12+	2.8	11.9		6.9	5.4	0.5	3.9
Tot LCS	35.2	60.7		88.5	95.9	4.1	100.0
Avg LCS	7.0	30.4		17.7	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.

Market: Fredericksburg, VA

Competitive Overview

Some stations also rated in Washington, DC.

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)															
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001								
WFLS	Fredericksburg	B	93.3	50.0	492	a	Free Lance-Star	62				Country	2,800	0.69	41.7	14.8	17.5	13.4	14.7	17.9	17.9	17.2	15.5								
WGRO	Colonial Beach	A	95.9	2.4	525	b	Telemedia Bcstg	86	8805	350		Oldies	1,500	1.89	8.2	3.5	2.2	2.1	3.9	3.4	2.4	3.7	2.5								
WWUZ	Bowling Green	A	96.9	3.0	472	a	Free Lance-Star	98	0110	2,150		Clsc Rock	400	0.75	5.5	3.5	4.0	1.8	3.3	2.8	1.0	2.0	1.9								
WJMA	Orange	A	98.9	3.1	322	d	Joyner Radio Inc	71	0302		sw	Country	500	1.43	3.6	1.0	1.5	1.8	1.0	1.3	2.4	1.1	1.6								
WYSK	Spotsylvania	A	99.3	3.0	328	a	Free Lance-Star	88	9304	200		Modern Rock	650	1.06	6.3	3.9	5.5	3.6	3.3	2.2	2.7	2.0	1.6								
WBQB	Fredericksburg	B	101.5	50.0	492	c	Mid Atlantic Network	60				Hot AC	2,800	1.29	22.3	9.0	6.8	10.0	9.8	8.5	8.6	9.3	12.4								
WGRX	Falmouth	A	104.5	2.7 cp	492	b	Telemedia Bcstg	01	0103	1,800	cp	Country	525	0.93	5.8	1.9	1.5	2.7	2.0	4.4	2.1	1.1	1.2								
# FM Stations -															7	# Combos -															7
															FM TOTALS																
															93.4	37.6	39.0	35.4	38.0	40.5	37.1	36.4	36.7								

AM Stations

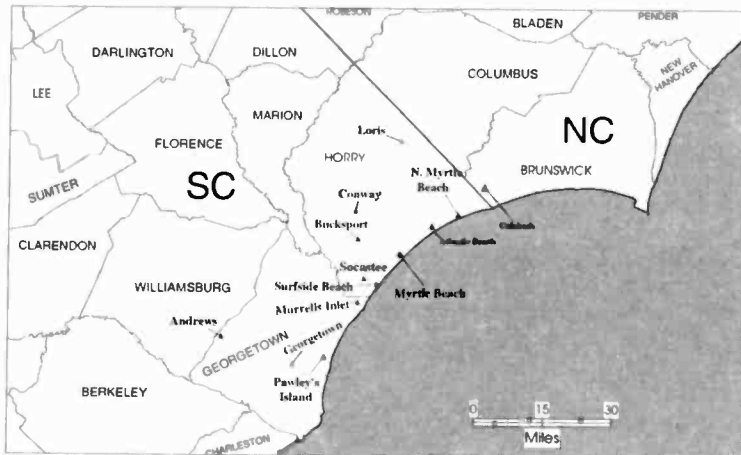
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)															
																Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001								
WFVA	Fredericksburg	C	1230	1.0	1.00	c	Mid Atlantic Network	39				AdStd/Talk	500	0.79	6.5	1.6	3.7	1.5	2.9	3.4	2.4	2.0	2.2								
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																
															6.5	1.6	3.7	1.5	2.9	3.4	2.4	2.0	2.2								
AM & FM Stations Profiled -															10	# Duopolies -															2
															Total Local Commercial Share																
															39.2	42.7	36.9	40.9	43.9	39.5	38.4	38.9									

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
Total	264.0

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$9,100	\$9,200	\$10,600	\$12,100	\$11,300	\$11,800
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.55/1,000	\$2.66/1,000	Local	90%	National	10%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
4.4%	\$12,400	\$13,300	\$14,000	\$14,800	\$15,600	5.7%	

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	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 ^{1/}	4,631.1	NA ^{1/}	4,631.1	5,867.8	4.8%
EBI ^{2/}	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

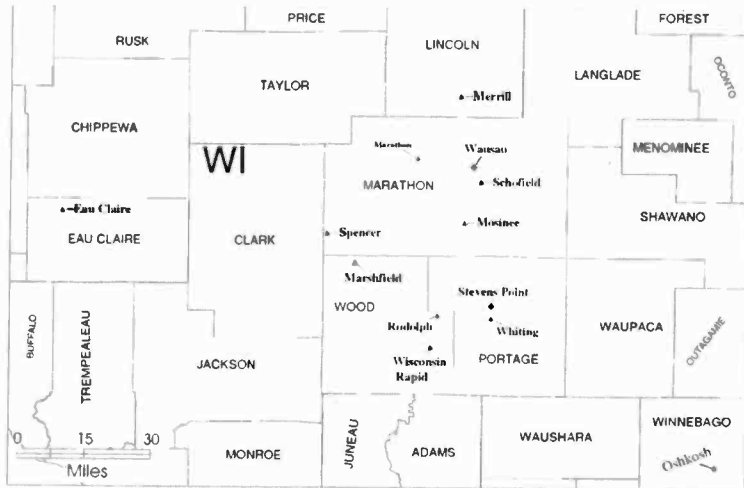
FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		15	15	18	8	26
Tot 12+	1.5		73.2	73.2	74.7	4.2	78.9
Avg 12+	0.5		4.9	4.9	4.2	0.5	3.0
Tot LCS	1.9		92.8	92.8	94.7	5.3	100.0
Avg LCS	0.6		6.2	6.2	5.3	0.7	3.8

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

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
Total	270.1

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$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	\$14,300	\$15,200	\$16,000	\$16,800	6.2%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$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 ^{1/}	4,160.2	NA ^{1/}	4,160.2	5,263.2	4.8%
EBI ^{2/}	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		70.3	70.3	71.2	10.1	81.3
Avg 12+	0.9		5.4	5.9	5.1	1.7	4.1
Tot LCS	1.1		86.5	86.5	87.6	12.4	100.0
Avg LCS	1.1		6.7	7.2	6.3	2.1	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	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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
• WOSQ	Spencer	A	92.3	6.0	299	a	NewRadio Group	84	0302		g	Country	150	0.75	1.6	0.9	0.9	1.8	0.9	0.0	0.0	0.0	0.0			
• WMMA	Nekoosa	C3	93.9	25.0	318		Starboard Bcstg Inc	00	0302	1,300	1	Religion				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	2.6	3.8	3.9	3.6	3.4	5.1	4.3	3.0			
	WIFC	Wausau	C	95.5	100.0 cp	1079	c	Midwest Comm Inc	47	9608	3,500	c3	CHR	2,100	1.10	15.3	13.2	12.4	13.6	11.8	14.8	15.2	16.1	16.0		
	WYTE	Whiting	C2	96.7	50.0	492	a	NewRadio Group	85	0210 p		g	Country	1,200	0.78	12.3	10.9	10.0	11.0	9.4	8.9	4.2	3.7	5.0		
	WSPT	Stevens Point	C1	97.9	100.0	338	e	Muzzy Broadcasting	68	9603	1,200	c2	AC	300	0.77	3.1	3.8	4.1	3.0	2.1	2.5	2.3	2.9	2.1		
	WIZD	Rudolph	C3	99.9	13.0	453	c	Midwest Comm Inc	90	9901	1,400		Oldies	800	1.31	4.9	5.0	4.7	4.2	3.9	5.3	5.6	5.2	6.1		
	WDEZ	Wausau	C	101.9	100.0 cp	1079	c	Midwest Comm Inc	64				Country	1,700	1.05	12.9	9.1	10.6	8.9	12.4	8.7	13.2	14.7	16.8		
	WGLX	Wisconsin	C1	103.3	100.0	325	b	Bliss Communications	46	8201	1,145	c1	Clsc Rock	1,200	1.68	5.7	5.3	4.1	4.7	4.8	6.1	5.4	4.9	4.1		
	WMZK	Merrill	C2	104.1	24.0	617		Badger Comm LLC	68	0108		g	AOR	1,100	0.99	8.9	8.5	4.4	5.6	9.1	6.4	6.5	8.9	9.1		
	WAXX	Eau Claire	C	104.5	100.0	1801		Maverick Media	65	0306			Country	n/a		5.1	2.9	3.2	3.6	4.8	3.4	4.2	3.2	1.2		
	WKOH	Marathon	C3	104.9	21.0	358	e	Muzzy Broadcasting	88	9402	150		Clsc Rock	400	0.76	4.2	2.6	2.6	3.6	3.3	4.7	2.5	2.6	4.9		
• WLJY	Marshfield	C1	106.5	100.0	801	a	NewRadio Group	65	0302		g2	Soft AC	800	0.98	6.5	4.1	5.0	5.6	5.2	3.4	4.2	4.0	3.5			
• WYCO	Wausau	C	107.9	100.0	1030	d	Badger Comm LLC	85	0304 p	3,400	c4	Hot AC	500	1.05	3.8	2.3	3.5	3.3	3.0	2.0	2.3	1.7	1.5			
# FM Stations -															14	# Combos -		11	FM TOTALS							
															88.8	71.2	69.3	72.8	74.3	69.6	70.7	72.2	73.3			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
	WSAU	Wausau	B	550	15.0 cp	20.00	c	Midwest Comm Inc	37	9608		c3	News/Talk	550	0.98	4.5	6.5	4.4	3.6	3.9	3.4	3.7	4.3	3.5		
	WSPT	Stevens Point	D	1010	10.0 cp	0.01	e	Muzzy Broadcasting	49	9603		c2	Nws/Tlk/Spt	150	1.09	1.1	0.0	0.6	0.9	0.9	0.8	1.1	1.2	0.9		
• WXCO	Wausau	C	1230	1.0	1.00	d	Badger Comm LLC	53	0304 p		c4	Sports	100		0.4	0.6	1.2	0.6	0.0	0.6	0.0	0.6	1.4			
	WFHR	Wisconsin	B	1320	5.0	0.50	b	Bliss Communications	40	8201		c1	News/Talk	250	1.00	2.0	0.9	2.6	1.5	1.8	2.5	2.3	1.7	2.2		
• WRIG	Schofield	B	1390	5.0	5.00	c	Midwest Comm Inc	58				Talk/Sprts	100	0.57	1.4	0.0	1.2	1.2	1.2	1.4	0.8	0.9	1.1			
	WDLB	Marshfield	C	1450	0.8	1.00	a	NewRadio Group	47	0302 p		g2	Nws/Tlk/Spt	300	1.33	1.8	2.1	1.5	2.4	0.6	2.2	2.5	2.0	2.3		
# AM Stations -															6	# Combos -		6	AM TOTALS							
AM & FM Stations Profiled -															20	# Duopolies -		6	Total Local Commercial Share							
															11.2	10.1	11.5	10.2	8.4	10.9	10.4	10.7	11.4			
															81.3	80.8	83.0	82.7	80.5	81.1	82.9	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
Total	264.9

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$7,700	\$9,400	\$10,300	\$10,800	\$9,700	\$10,200
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$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)

	1997	2002	Growth Rate	2002	2007	Growth Rate
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 ^{1/}	3,234.3	NA ^{1/}	3,234.3	3,993.3	4.3%
EBI ^{2/}	3,526.7	4,085.9	3.0%	4,085.9	4,895.5	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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
Total	264.9	40.6	22.0	21.7	35.0	41.1	37.9	66.8
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	5		10	10	6	16
Tot 12+	18.0	33.1		51.1	51.1	6.7	57.8
Avg 12+	3.6	6.6		5.1	5.1	1.1	3.6
Tot LCS	31.1	57.3		88.4	88.4	11.6	100.0
Avg LCS	6.2	11.5		8.8	8.8	1.9	6.3

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

Competitive Overview

Metro Rank: 169

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WSRT	Mercersburg	A	92.1	4.0	295	c	VerStandig Bcstg	76	9308	1,600	c1	Clsc Rock	650	0.87	7.3	2.1	2.9	5.2	3.3	3.1	4.7	5.4	4.6				
WOCM	Greencastle	A	94.3	3.5	430	a	Dame Broadcasting	67	0005	8,300	d3	Rock	850	1.28	6.5	5.8	3.8	3.7	3.9	5.2	4.1	3.8	2.7				
WIKZ	Chambersburg	B	95.1	42.0	449	a	Dame Broadcasting	48	0004		d3	AC	1,750	1.56	11.0	6.7	7.0	6.4	6.5	5.2	8.8	9.1	8.2				
WKMZ	Williamsport	A	95.9	3.3	299	d	Prettyman Bcstg Co	72	9804	1,050		Clsc Rock	1,100	2.63	4.1	1.5	1.3	2.5	2.3	1.8	2.0	2.8	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	5.2	5.1	2.8	2.0	1.8	2.4	3.2	3.5				
WLTF	Martinsburg	B	97.5	12.5	1007	d	Prettyman Bcstg Co	49	8610			Soft AC	800	0.81	9.7	5.8	5.4	5.2	6.2	4.0	3.7	3.8	4.7				
WWMD	Waynesboro	B	101.5	48.0	230	c	VerStandig Bcstg	46	9811	550		CHR	1,000	0.71	13.8	6.4	6.4	8.3	7.8	5.5	3.4	9.5	9.6				
WEEO	McConnellsburg	A	103.7	0.1	1555		Allegheny Mtn Ntwk	97				Modern Rock	500	0.66	7.4	3.4	1.3	5.8	2.9	4.0	5.4	4.1	4.7				
WAYZ	Hagerstown	B	104.7	8.3	1378	c	VerStandig Bcstg	46	0008	500		Country	1,200	1.16	10.1	7.1	12.4	4.6	7.2	8.9	9.8	5.7	6.1				
WARX	Hagerstown	B	106.9	15.5 cp	853	b	Manning Bcstg Inc	57	8210	730		Oldies	1,300	1.27	10.0	7.1	3.2	4.9	6.8	6.8	7.5	5.7	6.0				
# FM Stations -																10	# Combos -		9	FM TOTALS							
																84.0	51.1	48.8	49.4	48.9	46.3	51.8	53.1	52.1			

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)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WCHA	Chambersburg	D	800	1.0	0.20	a	Dame Broadcasting	46	0004		d3		250	0.60	4.1	0.6	1.9	2.5	2.3	2.2	2.7	2.2	1.8				
WJEJ	Hagerstown	C	1240	1.0	1.00		Hagerstown Bcstg Co	32	7212			Easy	100	0.13	7.3	3.4	5.7	4.3	4.2	4.0	6.1	2.2	2.2				
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		200	0.93	2.1	1.2	1.9	1.2	1.3	3.1	1.4	1.6	1.9				
WARK	Hagerstown	C	1490	0.9 cp	0.00	b	Manning Bcstg Inc	47	8210			Talk/Oldes	100	0.61	1.6	1.5	0.6	0.9	1.0	0.9	1.0	1.3	0.7				
WCBG	Chambersburg	B	1590	5.0	1.00	c	VerStandig Bcstg	56	9308		c1	News/Talk	100		0.9	0.0	0.6	0.0	1.0	0.6	0.0	0.0	0.7				
# AM Stations -																6	# Combos -		5	AM TOTALS							
AM & FM Stations Profiled -																16	# Duopolies -		6	Total Local Commercial Share							
																16.0	6.7	10.7	8.9	9.8	10.8	11.2	7.3	7.3			
																57.8	59.5	58.3	58.7	57.1	63.0	60.4	59.4				

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)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$6,700	\$7,100	\$8,200	\$9,000	\$8,000	\$8,500	4.9%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.3%	\$9,000	\$9,700	\$10,200	\$10,800	\$11,300	5.7%

	1997	2002	2007	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$2.59/1,000	\$2.36/1,000	Local	85%
Revenue/Capita	\$28.23	\$33.39	\$41.36	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	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 ^{1/}	3,286.3	NA ^{1/}	3,286.3	4,791.8	7.8%
EBI ^{2/}	3,481.4	4,617.6	5.8%	4,617.6	5,922.3	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	10		14	15	7	22
Tot 12+	9.5	41.7		49.9	51.2	13.1	64.3
Avg 12+	1.9	4.2		3.6	3.4	1.9	2.9
Tot LCS	14.8	64.9		77.6	79.6	20.4	100.0
Avg LCS	3.0	6.5		5.5	5.3	2.9	4.5

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

Market: San Luis Obispo, CA

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KWSR	Paso Robles	B	92.5	4.8	1486		Lagniappe Bcstg Inc	72	9605	675	1	Hot AC	400	1.38	3.4	1.6	3.4	1.7	2.8	3.2	2.4	3.3	3.3			
KZOO	San Luis Obispo	B	93.3	23.0	1549	a	Amer General Media	62	8906	2,000	1	Rock	750	0.97	9.1	4.9	7.8	4.6	7.4	6.8	4.5	6.2	8.6			
• KLMM	Morro Bay	A	94.1	0.9	863	c	Lazer Bcstg Corp	97	0009	1,150	c1	Mexican	75		0.8	2.3	1.0	0.7	0.4	1.1	0.7	0.0	1.5			
KOTR	Cambria	B1	94.9	25.0	328	d	Mapleton Comm	84	0207	600		AAA	350	0.96	4.3	3.3	1.7	4.0	1.8	2.5	3.5	2.3	1.7			
KXTZ	Pismo Beach	A	95.3	4.2	390	d	Mapleton Comm	74	0207	600		Clsc Rock	150	0.98	1.8	2.3	2.7	1.3	1.1	3.6	2.1	3.6	2.5			
KSLY	San Luis Obispo	B	96.1	3.4 cp	1686	b	Clear Channel Comm	59	0012		g1	Top 40	1,000	1.23	9.6	3.3	5.4	5.6	7.1	6.4	9.4	6.6	8.4			
KLRM	San Luis Obispo	B1	97.1	1.2	1457		Hutton Media LLC	95	0103	1,000		Spanish AC	125	0.82	1.8	2.0	1.7	1.7	0.7	1.8	0.3	0.3	0.6			
KKJG	San Luis Obispo	B	98.1	4.5	1519	a	Amer General Media	84	9707	1,500	1	Country	1,400	1.26	13.1	9.4	8.1	9.6	7.8	8.9	8.0	9.8	7.0			
KKAL	Morro Bay	A	99.7	0.3	1490	e	Salisbury Bcstg Corp	93	9406	185		Talk/Sprts	150	0.84	2.1	1.3	1.4	1.0	1.8	1.1	0.7	0.7	1.3			
KXDZ	Templeton	A	100.5	1.4	361	d	Mapleton Comm	01	0207	600		Clsc Rock	250	1.18	2.5	2.3	2.7	2.3	1.1	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	1.54	6.3	4.2	5.4	3.0	5.3	4.3	4.2	7.2	8.5			
KLUN	Paso Robles	A	103.1	1.1	761	c	Lazer Bcstg Corp	95	0009		c1	Mexican	100	0.78	1.5	1.3	1.7	1.3	0.7	0.7	0.7	0.0	0.0			
• KIQO	Atascadero	B	104.5	4.7	1444	a	Amer General Media	79	9903	1,500	1	Oldies	800	0.88	10.7	3.6	5.1	7.9	6.4	4.3	5.9	4.9	6.6			
• KWWV	Santa Margarita	B1	106.1	1.1	1447	e	Salisbury Bcstg Corp	86	9901	1,000		CHR	225	0.44	6.0	5.2	4.7	3.6	4.3	5.4	4.5	4.9	4.8			
KURQ	Grover Beach	B	107.3	3.5	1650	b	Clear Channel Comm	84	0012		g1	Rock	650	0.99	7.7	4.2	4.1	5.6	4.6	7.9	8.7	5.9	4.7			
# FM Stations -															15	# Combos -		13	FM TOTALS							
															80.7	51.2	56.9	53.9	53.3	58.0	55.6	55.7	59.5			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
• KLFF	Arroyo Grande	B	890	5.0 cp	5.00		Collins, Jerry J.		02			Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KVEC	San Luis Obispo	B	920	1.0	0.50	b	Clear Channel Comm	37	0102	950		Nws/Tlk/Spt	400	0.87	5.4	4.2	4.1	4.0	3.2	3.2	2.4	4.6	2.5			
KJDJ	San Luis Obispo	B	1030	2.5	0.70		Augirre, Vicente	88	0211	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	0304	900		Nws/Tlk/Spt	400	0.83	5.7	4.6	2.7	3.0	4.6	3.9	3.5	3.3	1.8			
KXTK	Arroyo Grande	B	1280	10.0	2.50		Pamplin Comm Corp	62	9905	550 na		Talk	50	0.33	1.8	0.7	0.0	1.3	1.1	0.7	0.0	0.0	0.0			
• KYNS	San Luis Obispo	C	1340	0.8	0.79		Mapleton Comm	49	0304	370		Talk	100	0.90	1.3	0.7	0.7	1.7	0.0	1.1	2.1	1.3	2.3			
KKJL	San Luis Obispo	C	1400	1.0	1.00		San Luis Obispo Bcg	60	9612			Adlt Stndrd	300	0.69	5.1	2.9	2.7	4.0	2.8	3.6	3.8	4.3	4.6			
# AM Stations -															7	# Combos -		1	AM TOTALS							
AM & FM Stations Profiled -															22	# Duopolies -		6	Total Local Commercial Share							
															19.3	13.1	10.2	14.0	11.7	12.5	11.8	13.5	11.2			
															64.3	67.1	67.9	65.0	70.5	67.4	69.2	70.7				

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: 119

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 ***	<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	\$17,300	\$17,600	\$18,900	\$16,200	\$17,100	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>
	5.6%	\$18,100	\$19,400	\$20,400	\$21,500	\$22,600	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA ^{1/}	\$4.93/1,000	\$5.64/1,000	Local	88%		
	\$58.35	\$64.24	\$83.89	National	12%		

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	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 ^{1/}	3,466.9	NA ^{1/}	3,466.9	4,010.2	3.0%
EBI ^{2/}	4,014.7	4,523.7	2.4%	4,523.7	5,438.2	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)	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

<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	6		11	15	4	19
Tot 12+	33.3	40.6		70.8	73.9	9.7	83.6
Avg 12+	3.7	6.8		6.4	4.9	2.4	4.4
Tot LCS	39.8	48.6		84.7	88.4	11.6	100.0
Avg LCS	4.4	8.1		7.7	5.9	2.9	5.3

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

Market: South Bend, IN

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WNDV	South Bend	B	92.9	12.0 cp	879	c	Artistic Media Ptnrs	62	9811	6,123	c1	Top 40	3,200	1.33	14.1	12.5	12.3	11.6	11.7	12.6	14.5	14.9	13.6		
WZOC	Plymouth	B1	94.3	11.5	492		Plymouth Bcstg Inc	66	9610	575	2	Oldies	1,400	1.11	7.4	3.8	4.0	6.0	6.3	5.0	5.7	4.7	4.8		
• WAOR	Niles	A	95.3	5.5	276	b	Federated Media	68	9908		g	1 AOR/CIRck	1,100	0.96	6.7	7.6	3.3	5.0	6.0	6.0	4.7	6.0	5.5		
• WLRX	Nappanee	A	95.7	1.3	515		Dille & Erlacher	91	0008	1,200		AC			1.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WHPZ	Bremen	A	96.9	2.0	463	d	LeSea Bcstg Corp	93	0002	280		ChrsContem	300	1.10	1.6	0.7	1.3	2.0	0.6	0.9	0.3	0.0	0.2		
WZOW	Goshen	A	97.7	2.9	482	c	Artistic Media Ptnrs	77	0204	925		Clsc Rock	450	0.91	2.9	3.5	3.0	2.0	2.8	2.5	1.7	2.2	2.4		
WSMK	Buchanan	A	99.1	3.0	328		Williams, Marion R.	91				Urban	200	0.20	5.9	8.0	8.0	4.3	5.4	4.4	4.1	4.1	3.1		
WHFB	Benton Harbor	B	99.9	50.0	407		WinCom Comm	47			2	Country	350	0.89	2.3	1.4	1.7	2.3	1.6	0.6	1.7	1.3	1.7		
WBYT	Elkhart	B	100.7	15.0	909	b	Federated Media	47			1	Country	2,000	1.05	11.1	9.0	9.0	10.3	8.2	10.7	11.5	9.2	13.7		
WNSN	South Bend	B	101.5	13.0	971	a	Schurz Comm Inc	62			2	AC	2,500	1.23	11.9	11.8	11.6	9.3	10.4	10.4	9.1	10.4	10.5		
WWLV	New Carlisle	A	102.3	2.0	397	c	Artistic Media Ptnrs	84	0203	1,500		Country	450	2.39	1.1	0.7	0.0	1.0	0.9	1.3	1.7	0.6	1.0		
WHME	South Bend	A	103.1	3.0	299	d	LeSea Bcstg Corp	68				ChrsContem	200		0.4	0.7	0.0	0.7	0.0	0.6	0.0	0.0	0.0		
WRBR	South Bend	A	103.9	3.0	328		Dille & Erlacher	65	0206		st	1 Rock	1,600	1.00	9.4	6.6	5.6	8.6	7.0	7.2	6.4	7.6	7.2		
WFRN	Elkhart	B	104.7	50.0	459		Progressive Bcst Sys	63				ChrsContem	1,000	1.95	3.0	2.1	1.7	2.7	2.2	1.9	1.4	1.9	3.0		
WUBU	South Bend	A	106.3	3.0	292	b	Federated Media	93	0001		na	1 Urban	850	0.73	6.8	4.5	5.3	6.6	4.7	5.3	4.7	5.4	4.3		
# FM Stations -					15	# Combos -					9	FM TOTALS					84.6	73.9	68.8	72.4	67.8	69.4	67.5	68.3	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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WSBT	South Bend	B	960	5.0	5.00	a	Schurz Comm Inc	22	7609		2	News/Talk	1,200	0.75	9.4	7.3	7.6	7.3	8.2	8.2	7.1	7.3	8.0		
WNDV	South Bend	C	1490	1.0	1.00	c	Artistic Media Ptnrs	44	9811		c1	70s Oldies			5.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1		
WHLY	South Bend	B	1580	1.0	0.50	c	Artistic Media Ptnrs	47	9912	750	c2	Adlt Stndrd	100	0.11	5.3	2.1	3.3	4.3	4.4	4.7	3.4	3.8	4.0		
WDND	South Bend	B	1620	10.0	1.00	c	Artistic Media Ptnrs	98	9912		c2	Sports	200		0.8	0.0	0.7	0.7	0.6	0.0	1.0	0.9	1.6		
# AM Stations -					4	# Combos -					4	AM TOTALS					15.5	9.7	11.6	12.3	13.2	12.9	11.5	12.0	13.7
AM & FM Stations Profiled -					19	# Duopolies -					6	Total Local Commercial Share					83.6	80.4	84.7	81.0	82.3	79.0	80.3	84.7	

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 172

Revenue Rank: 255

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	5.2%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.0%	\$5,500	\$5,900	\$6,200	\$6,500	\$6,800	5.7%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$1.56/1,000	\$1.75/1,000	Local	85%		
Revenue/Capita	\$16.04	\$19.94	\$25.54	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 ^{1/}	3,341.2	NA ^{1/}	3,341.2	3,880.6	3.0%
EBI ^{2/}	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		7	7	5	12
Tot 12+	11.1	25.5		36.6	36.6	7.2	43.8
Avg 12+	5.6	5.1		5.2	5.2	1.4	3.7
Tot LCS	25.3	58.2		83.6	83.6	16.4	100.0
Avg LCS	12.7	11.6		11.9	11.9	3.3	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	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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WSNE	Taunton	B	93.3	30.0	620	d	Clear Channel Comm	66	0008			Hot AC	n/a		4.8	3.3	4.5	1.1	3.0	1.9	4.8	5.1	4.7			
WHJY	Providence	B	94.1	50.0	456	d	Clear Channel Comm	66	0008			AOR	n/a		14.6	6.9	6.6	6.3	6.5	3.5	7.7	7.7	5.4			
WJFD	New Bedford	B	97.3	50.0	499		Dinis, Edmund	49				Portuguese	600	3.30	3.5	2.1	1.5	0.9	2.1	0.8	3.6	2.3	2.4			
WCTK	New Bedford	B	98.1	47.0	509	a	Hall Communications	46	6610			Country	n/a		14.8	6.6	7.2	7.2	5.9	4.3	7.4	6.3	5.8			
WKKB	Middletown	A	100.3	1.6	656		Citadel Bcstg Corp	78	9806			Rock	n/a		4.6	1.5	2.1	2.3	1.8	1.9	0.3	0.6	0.2			
WWLI	Providence	B	105.1	50.0	499	b	Citadel Bcstg Corp	48	9707			AC	n/a		13.4	6.6	7.2	6.6	5.3	5.9	7.1	7.4	7.9			
● WFHN	Fairhaven	A	107.1	6.0	325	b	Citadel Bcstg Corp	89	0004		g1	CHR	2,875	2.17	25.5	9.6	10.5	13.5	9.2	6.5	10.1	10.0	12.2			
# FM Stations -															7	# Combos -		5	FM TOTALS							
															81.2	36.6	39.6	37.9	33.8	24.8	41.0	39.4	38.6			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WNBH	New Bedford	C	1340	1.0	1.00		Hall Communications	21	6610			Adlt Stndrd	150	2.06	1.4	0.3	0.9	0.0	1.2	1.4	1.5	0.0	1.9			
WHTB	Fall River	C	1400	1.0	1.00	c	Karam, Bob & James	48	8905	650		Portuguese	100			0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0			
WBSM	New Bedford	B	1420	5.0	1.00	b	Citadel Bcstg Corp	49	0004		g1	Nws/Tik/Spt	925	1.24	14.4	4.5	8.4	7.8	5.0	7.0	6.0	4.3	7.7			
WLKW	West Warwick	C	1450	1.0	1.00	a	Hall Communications	56	0106	See (34)		Adlt Stndrd				0.3	0.3	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	2.1	0.9	1.1	1.5	1.9	2.1	3.4	4.4			
# AM Stations -															5	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -															12	# Duopolies -		4	Total Local Commercial Share							
															18.8	7.2	10.5	8.9	7.7	10.8	9.6	7.7	14.0			
															43.8	50.1	46.8	41.5	35.6	50.6	47.1	52.6				

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 173

Revenue Rank: 180

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	\$10,900	\$11,300	\$11,900	\$12,500	4.6%	

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout	
	NA ^{1/}	\$3.23/1,000	\$3.45/1,000		Local
\$28.13	\$38.45	\$47.60		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
Households	93.2	100.9	1.6%	100.9	103.7	0.5%
Retail Sales	NA ^{1/}	3,091.5	NA ^{1/}	3,091.5	3,625.3	3.2%
EBI ^{2/}	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	Viable FMs	All FMs	All AMs	Total
# Stations	9			8	9	2	11
Tot 12+	52.6			52.6	52.6	2.8	55.4
Avg 12+	5.8			6.6	5.8	1.4	5.0
Tot LCS	94.9			94.9	94.9	5.1	100.0
Avg LCS	10.5			11.9	10.5	2.5	9.1

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

Market: New London, CT

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)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WCTY	Norwich	A	97.7	1.9	410	b	Hall Communications	68				Country	1,650	0.99	16.6	7.3	6.7	10.4	6.6	5.9	9.4	12.5	12.0				
WNLC	East Lyme	A	98.7	5.5	269	d	Hall Communications	94	9707	2,000		Adlt Stndrd	650	0.41	15.9	8.7	7.0	6.1	10.4	11.4	9.4	6.6	7.5				
WKNL	New London	A	100.9	3.0	299	d	Hall Communications	70	9503	3,500	c1	Oldies	650	0.64	10.1	7.3	6.0	4.6	5.9	4.6	8.0	5.6	4.6				
WBEA	Southold	A	101.7	5.5	341	e	AAA Entertainment	85	0010		na	Hot AC	400			0.0	0.7	0.0	0.0	1.0	1.7	1.3	1.4				
WXLM	Stonington	A	102.3	3.0	328	c	Citadel Bcstg Corp	81	0004		g1	AC	725	1.32	5.5	1.4	3.7	3.2	2.4	2.3	5.2	4.0	4.4				
WMOS	Montauk	A	104.7	6.0	315	e	Citadel Bcstg Corp	93	0303		g	Clsc Rock	975	1.32	7.4	6.3	5.4	2.5	5.2	0.0	0.0	0.0	0.0				
WQGN	Groton	A	105.5	3.0	276	c	Citadel Bcstg Corp	71	0004		g1	CHR	1,800	1.08	16.7	7.3	7.0	8.9	8.3	9.5	9.1	9.9	8.8				
WBMW	Ledyard	A	106.5	3.1	459	a	Red Wolf Bcstg	92	9312		st	AC	1,900	1.17	16.2	9.1	6.0	7.5	9.3	11.8	5.2	7.3	4.9				
WHJM	Pawcatuck	A	107.7	1.9	400	a	Red Wolf Bcstg	95	0303	3,750		Rhymc/Top4	800	1.03	7.8	5.2	5.7	3.9	4.2	5.2	4.5	5.0	7.8				
# FM Stations -																9	# Combos -		9	FM TOTALS							
																96.2	52.6	48.2	47.1	52.3	51.7	52.5	52.2	51.4			

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)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WSUB	Groton	D	980	1.0	0.07	c	Citadel Bcstg Corp	58	0004		g1	News/Talk	100			0.0	1.0	0.0	0.0	0.0	0.0	1.0	0.0				
WICH	Norwich	B	1310	5.0	5.00	b	Hall Communications	46				AC/Talk	300	0.79	3.8	2.8	2.3	2.9	1.0	1.3	1.0	2.3	1.9				
# AM Stations -																2	# Combos -		2	AM TOTALS							
AM & FM Stations Profiled -																11	# Duopolies -		4	Total Local Commercial Share							
																3.8	2.8	3.3	2.9	1.0	1.3	1.0	3.3	1.9			
																55.4	51.5	50.0	53.3	53.0	53.5	55.5	53.3				

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 174

Revenue Rank: 202

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
Total	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
	\$4,700	\$6,600	\$7,000	\$8,200	\$7,300	\$8,000	11.2%
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.6%	\$8,400	\$9,000	\$9,500	\$10,000	\$10,500	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$2.89/1,000	\$3.27/1,000	Local	90%		
	\$19.71	\$30.76	\$39.00	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 ^{1/}	2,766.4	NA ^{1/}	2,766.4	3,214.9	3.1%
EBI ^{2/}	3,039.3	3,790.9	4.5%	3,790.9	4,778.4	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		13	12	15	9	24
Tot 12+	1.9		69.0	69.0	70.9	10.2	81.1
Avg 12+	1.0		5.3	5.8	4.7	1.1	3.4
Tot LCS	2.3		85.1	85.1	87.4	12.6	100.0
Avg LCS	1.2		6.5	7.1	5.8	1.4	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													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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
																2003	2002	2002	2001	2001	2000	2000	1999			
KREU	Roland	A	92.3	0.7	932		Baker, Fred, et al	95	0304	10	1	Spanish	175	0.75	2.9	1.1	3.1	2.5	2.3	3.3	4.1	1.6	1.2			
KPRV	Heavener	A	92.5	1.6	640	e	Billy, Leroy		89			Country	50		0.4	0.8	1.1	0.7	0.0	0.0	0.0	1.2	0.7			
KISR	Fort Smith	C	93.7	100.0	1250	a	Baker, Fred, et al		72		1	CHR	900	1.11	10.1	9.2	8.4	7.2	9.7	11.5	11.1	13.4	10.7			
KOLX	Barling	C2	94.5	31.0	502	f	Pharis Bcstg Inc	88	0203	400		Country	100			0.0	0.8	0.0	0.0	0.7	2.5	1.6	1.9			
• KERX	Paris	C2	95.3	50.0 cp	459		Pearson, Max H.	81	9310		g	AAA	225		0.7	3.1	1.5	1.1	0.0	0.0	1.2	0.0	1.2			
KKBD	Sallisaw	C2	95.9	30.0	623	c	Clear Channel Comm	72	0008		g	Clsc Rock	900	0.95	11.8	7.3	7.3	9.8	10.0	6.3	6.1	3.9	3.7			
KZBB	Poteau	C	97.9	100.0	2001	c	Clear Channel Comm	67	0008		g	CHR	1,100	1.18	11.7	7.3	7.6	12.0	7.7	8.6	7.4	9.8	13.2			
KMAG	Fort Smith	C	99.1	100.0	1969	c	Clear Channel Comm	64	0008		g	Country	1,550	1.92	10.1	11.5	8.0	7.2	9.7	12.6	10.2	13.0	10.3			
KTCS	Fort Smith	C	99.9	100.0	1919	d	Big Chief Bcstg Co	64	6106		c3	Country	700	0.62	14.1	9.2	7.6	10.1	13.5	7.4	8.2	8.7	15.5			
KBBQ	Fort Smith	C2	100.7	50.0	459	b	Cumulus Bcstg Inc	78	9908	1,000	nc	Oldies	575	1.22	5.9	3.8	3.8	6.5	3.5	5.2	3.7	5.5	5.2			
KLSZ	Van Buren	C2	102.7	27.5 cp	476	b	Cumulus Bcstg Inc	83	9906	2,100	c1	Clsc Rock	100	0.38	3.3	2.7	2.7	2.5	3.1	4.1	2.5	5.1	3.1			
KRBK	Booneville	C2	104.7	50.0	492	f	Pharis Bcstg Inc	81	9712	800		Oldies	200	1.56	1.6	1.9	2.3	1.1	1.5	4.5	0.8	0.8	1.4			
• KZKZ	Greenwood	C3	106.3	15.0	397		Family Comm Inc	81	9305	5	d	2 ChrsContem	150	0.78	2.4	2.3	3.4	2.5	1.5	2.6	2.9	2.4	1.3			
KOMS	Poteau	C	107.3	100.0	1811	b	Cumulus Bcstg Inc	69	9906	520	c1	Country	750	0.85	11.0	7.6	9.9	9.1	9.3	10.4	8.6	7.1	7.1			
KEZA	Fayetteville	C	107.9	100.0	1260		Clear Channel Comm	83	0008			Soft AC	n/a		4.8	3.1	3.8	1.8	6.2	3.3	5.7	3.9	3.0			
# FM Stations -															15	# Combos -		11	FM TOTALS							
															90.8	70.9	71.3	74.1	78.0	80.5	75.0	78.0	79.5			

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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
																2003	2002	2002	2001	2001	2000	2000	1999			
KFSA	Fort Smith	B	950	1.0	0.50	a	Baker, Fred, et al	47	8111	297	2	Religion			0.4	1.1	0.0	0.7	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		Span/Mexcn				0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KFPW	Fort Smith	C	1230	1.0	1.00	f	Pharis Bcstg Inc	30	0203	450		Adlt Stndrd	150	0.85	2.2	1.9	1.5	2.2	1.5	0.7	2.0	2.0	1.9			
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	2.3	2.7	1.1	0.8	0.4	0.0	0.0	0.0			
KTCS	Fort Smith	D	1410	1.0	0.00	d	Big Chief Bcstg Co	56	6106		c3	Country			1.5	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.4	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	0.0		
KHGG	Van Buren	D	1580	1.0	0.05	f	Pharis Bcstg Inc	58	9309	110		Sprts/Talk	100	0.83	1.5	1.5	0.8	1.4	1.2	0.0	1.2	0.0	0.6			
KWHN	Fort Smith	B	1650	10.0	1.00	c	Clear Channel Comm		00			Nws/Tlk/Spt	200	0.96	2.6	3.4	2.7	2.5	1.9	2.6	6.1	4.3	3.6			
# AM Stations -															9	# Combos -		8	AM TOTALS							
AM & FM Stations Profiled -															24	# Duopolies -		7	Total Local Commercial Share							
															9.3	10.2	9.2	10.4	5.4	3.7	9.3	6.7	6.1			
															81.1	80.5	84.5	83.4	84.2	84.3	84.7	85.6				

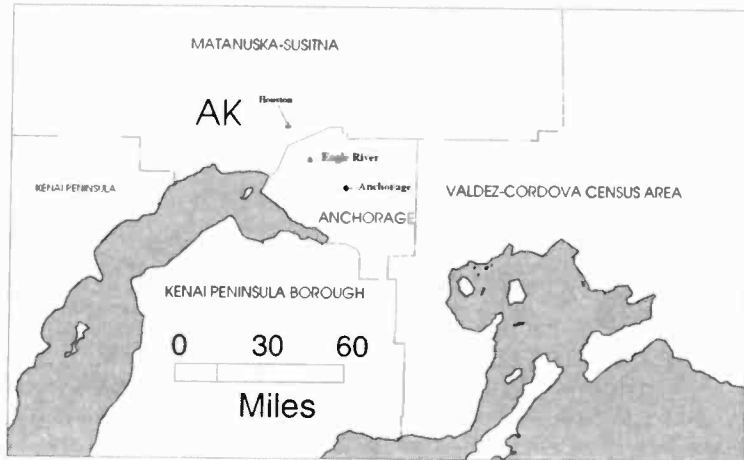
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 175

Revenue Rank: 131

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)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$14,800	\$15,300	\$14,600	\$16,200	\$14,800	\$15,700
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.1%	\$16,600	\$17,700	\$18,700	\$19,700	\$20,700	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.88/1,000	\$4.39/1,000	Local	90%		
Revenue/Capita	\$59.18	\$59.16	\$74.25	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 ^{1/}	4,051.3	NA ^{1/}	4,051.3	4,712.3	3.1%
EBI ^{2/}	4,905.5	7,104.3	7.7%	7,104.3	9,292.5	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations			15	15	15	8	23
Tot 12+			72.5	72.5	72.5	12.3	84.8
Avg 12+			4.8	4.8	4.8	1.5	3.7
Tot LCS			85.5	85.5	85.5	14.5	100.0
Avg LCS			5.7	5.7	5.7	1.8	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
• KQEZ	Houston	C2	92.1	10.0 cp	886	f	New NW Bcstrs	97	9909	1,300		AC	800	0.96	5.3	3.6	5.2	4.4	4.3	2.9	6.3	3.9	4.0	
KFAT	Anchorage	C2	92.9	10.0 cp	886	f	New NW Bcstrs	99	9908	1,250	na	Rhymc/HpHo	950	0.83	7.3	6.9	8.0	6.9	5.0	7.2	6.6	10.9	10.4	
KAFC	Anchorage	C2	93.7	27.0	663	d	Christian Bcstg, Inc	99				ChrsContem			2.5	2.6	2.5	1.9	2.3	2.9	2.5	1.0	3.2	
• KRPM	Houston	C2	96.3	10.0 cp	886	f	New NW Bcstrs	99				Clsc Rock	400	0.73	3.5	6.6	2.8	2.5	3.3	3.9	3.5	3.9	1.0	
KEAG	Anchorage	C1	97.3	100.0	594	b	MCC Radio LLC	86	9812		g3	Oldies	1,500	1.17	8.2	5.3	4.6	7.9	5.6	6.2	4.7	6.6	5.1	
KLEF	Anchorage	C1	98.1	25.0	30	c	Chinook Concert Bcst	88				Classical	625	0.88	4.5	3.3	2.5	4.1	3.3	2.6	3.2	3.0	3.9	
• KYMG	Anchorage	C1	98.9	100.0	-151	a	Clear Channel Comm	89	0008		g	AC	1,000	1.16	5.5	6.9	6.4	3.8	5.3	4.9	7.9	8.2	4.5	
KBFX	Anchorage	C3	100.5	25.0	174	a	Clear Channel Comm	78	0008		g	Clsc Rock	1,200	1.09	7.0	4.0	4.6	5.0	6.6	7.2	6.6	5.3	5.8	
KGOT	Anchorage	C2	101.3	26.0	-66	a	Clear Channel Comm	75	0008		g	CHR	850	0.93	5.8	5.9	5.5	5.0	4.6	6.5	6.0	5.6	6.3	
KDBZ	Anchorage	C3	102.1	23.0	82	f	New NW Bcstrs	73	9909	1,500		Modern AC	650	0.84	4.9	3.3	5.2	4.1	4.0	3.6	2.8	3.9	3.1	
KMXS	Anchorage	C1	103.1	51.0 cp	7	b	MCC Radio LLC	87	9812		g3	Hot AC	1,075	1.67	4.1	2.3	2.8	3.5	3.3	4.2	2.8	3.9	7.2	
KBRJ	Anchorage	C1	104.1	55.0	62	b	MCC Radio LLC	66	9812		g3	Country	1,700	1.30	8.3	9.6	5.8	6.3	7.3	6.2	6.3	7.9	6.5	
KNIK	Anchorage	C1	105.7	51.0	1070		Ubik Corporation	60	9912	950		Smooth Jazz	500	0.91	3.5	3.0	4.3	3.8	2.0	3.6	4.4	3.3	4.1	
KWHL	Anchorage	C1	106.5	100.0	66	b	MCC Radio LLC	82	9812		g3	Rock	1,450	1.47	6.3	3.6	3.1	5.0	5.3	5.6	4.4	4.3	7.9	
KASH	Anchorage	C1	107.5	68.0	-289	a	Clear Channel Comm	85	0008		g	Country	825	0.82	6.4	5.6	5.5	5.0	5.6	5.6	4.7	5.9	4.8	
# FM Stations - 15															# Combos - 14		FM TOTALS							
															83.1	72.5	68.8	69.2	67.8	73.1	72.7	77.6	77.8	

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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KTZN	Anchorage	B	550	5.0	5.00	a	Clear Channel Comm	48	0008		g	Sports	300	0.96	2.0	1.7	0.9	1.6	1.7	1.3	2.2	0.7	0.8	
KHAR	Anchorage	B	590	5.0	5.00	b	MCC Radio LLC	61	9812		g3	Nostalgia	200	0.53	2.4	1.7	2.5	1.6	2.3	2.3	1.9	3.0	2.6	
KENI	Anchorage	A	650	50.0	50.00	a	Clear Channel Comm	67	0008		g	Talk	300	0.29	6.5	4.6	6.4	3.8	7.0	4.2	5.7	4.3	5.3	
KBYR	Anchorage	A	700	10.0	10.00		Cobb Comm	48	0206	270		Inspiration	100		0.6	2.3	2.8	0.9	0.0	1.0	0.6	0.7	1.0	
KFQD	Anchorage	A	750	50.0 cp	50.00	b	MCC Radio LLC	24	9812		g3	News/Talk	725	1.07	4.3	2.0	2.8	2.8	4.3	3.6	3.5	3.0	3.4	
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	0.0	0.7	0.0	0.0	0.7	0.0	
KUDO	Anchorage	A	1080	10.0	10.00	c	Chinook Concert Bcst	75	9811	135		News/Talk	150	0.96	1.0	0.0	0.0	0.6	1.0	1.0	0.6	0.0	0.5	
# AM Stations - 8															# Combos - 7		AM TOTALS							
															16.8	12.3	15.4	11.3	16.3	14.1	14.5	12.4	13.6	
AM & FM Stations Profiled - 23															# Duopolies - 9		Total Local Commercial Share							
															84.8	84.2	80.5	84.1	87.2	87.2	90.0	91.4		

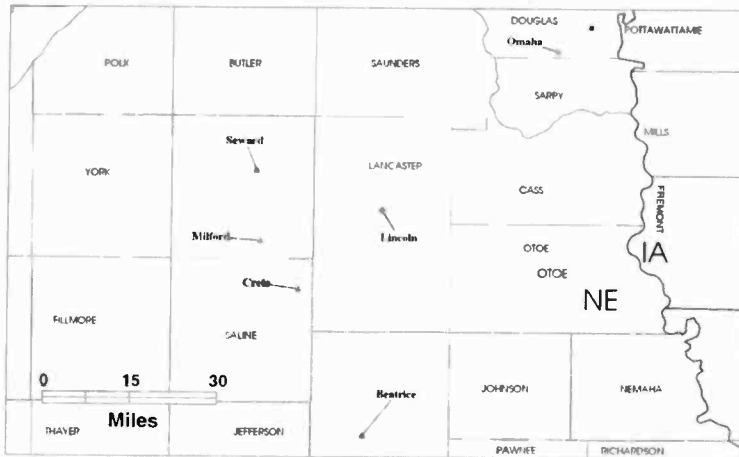
• Indicates a change since last edition

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)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$10,900	\$12,000	\$13,400	\$14,800	\$13,700	\$14,800	6.2%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.0%	\$15,700	\$16,800	\$17,900	\$18,800	\$19,800	6.0%

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout
	NA ^{1/}	\$4.66/1,000	\$5.19/1,000	
	\$46.76	\$58.11	\$77.01	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	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 ^{1/}	3,175.4	NA ^{1/}	3,175.4	3,818.1	3.8%
EBI ^{2/}	4,296.7	4,928.8	2.8%	4,928.8	6,348.5	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		9	9	10	3	13
Tot 12+	2.4		45.8	46.8	48.2	19.3	67.5
Avg 12+	2.4		5.1	5.2	4.8	6.4	5.2
Tot LCS	3.6		67.9	69.3	71.4	28.6	100.0
Avg LCS	3.6		7.5	7.7	7.1	9.5	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 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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
KTGL	Beatrice	C1	92.9	100.0	810	c	Clear Channel Comm	62	0008		g	Clsc Rock	1,000	1.07	6.3	4.4	4.2	5.2	3.4	3.2	3.2	5.8	3.6			
KRKR	Lincoln	C2	95.1	50.0	285	d	Three Eagles Comm	75	9608		g1	Clsc Rock	700	0.88	5.4	7.1	5.1	4.2	3.1	5.0	3.2	3.3	4.6			
KZKX	Seward	C1	96.9	100.0	581	c	Clear Channel Comm	76	0008		g	Country	3,500	2.32	10.2	8.1	8.0	7.3	6.5	8.2	10.3	6.2	7.9			
KFGE	Milford	C1	98.1	100.0	981	b	Triad Bcstg Co	96	0005		g2	Country	950	1.19	5.4	6.1	5.8	4.2	3.1	5.3	5.3	3.3	4.9			
KLTO	Lincoln	C0	101.9	100.0	1198		Waitt Radio Inc	58	0201			Lite Rock	n/a		3.5	1.7	2.6	2.4	2.4	1.8	2.1	2.2	3.2			
KFRX	Lincoln	C1	102.7	100.0	430	d	Three Eagles Comm	65	9612	5,300	c1	CHR	1,200	0.75	10.8	4.4	5.8	7.0	7.6	7.5	5.7	9.5	9.5			
KSLI	Crete	C2	104.1	31.0	614	c	Clear Channel Comm	76	0008		g	CHR	300	0.97	2.1	1.4	1.6	1.4	1.4	2.1	3.2	5.1	3.6			
KKUL	Lincoln	A	105.3	6.0	328	b	Triad Bcstg Co	92	0005		g2	Oldies	800	0.68	7.9	2.4	4.5	5.2	5.5	3.9	5.3	4.7	5.1			
KIBZ	Lincoln	C1	106.3	100.0	702	a	Clear Channel Comm	73	0008		g	Rock	1,300	0.71	12.4	7.5	7.7	8.7	8.2	8.2	6.4	6.9	8.9			
KBBK	Lincoln	C1	107.3	100.0	551	b	Triad Bcstg Co	68	0005		g2	Hot AC	1,700	1.40	8.2	5.1	6.4	5.9	5.2	7.1	5.3	4.4	4.3			
# FM Stations -															10	# Combos -		8	FM TOTALS							
															72.2	48.2	51.7	51.5	46.4	52.3	50.0	51.4	55.6			

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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
KFOR	Lincoln	C	1240	1.0	1.00	d	Three Eagles Comm	24	9612		c1	AC/Nws/Spt	1,700	0.82	14.0	9.8	9.3	9.4	9.6	11.0	9.6	10.5	8.0			
• KLIN	Lincoln	C	1400	1.0 cp	1.00	b	Triad Bcstg Co	47	0005		g2	Nws/Tlk/Spt	1,200	0.68	11.9	7.1	5.4	8.0	8.2	4.3	6.4	4.7	6.0			
KLMS	Lincoln	B	1480	1.0	0.75	d	Three Eagles Comm	49	9608		g1	Sports	400	1.35	2.0	2.4	2.2	1.0	1.7	1.8	2.1	1.5	2.2			
# AM Stations -															3	# Combos -		3	AM TOTALS							
AM & FM Stations Profiled -															13	# Duopolies -		5	Total Local Commercial Share							
															27.9	19.3	16.9	18.4	19.5	17.1	18.1	16.7	16.2			
															67.5	68.6	69.9	65.9	69.4	68.1	68.1	71.8				

• 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
Total	249.3

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$13,000	\$12,300	\$13,600	\$14,300	\$13,500	\$14,200	1.8%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.2%	\$15,000	\$16,100	\$17,000	\$17,900	\$18,800	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.68/1,000	2007 \$4.03/1,000	Est. Breakout			
Revenue/Capita	\$50.86	\$56.96	\$76.86	Local	85%		
				National	15%		

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
	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 ^{1/}	3,858.7	NA ^{1/}	3,858.7	4,661.9	3.9%
EBI ^{2/}	4,002.1	4,473.6	2.3%	4,473.6	5,362.9	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	7		8	9	8	17
Tot 12+	9.0	61.1		68.2	70.1	16.9	87.0
Avg 12+	4.5	8.7		8.5	7.8	2.1	5.1
Tot LCS	10.3	70.2		78.4	80.6	19.4	100.0
Avg LCS	5.2	10.0		9.8	9.0	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

Some stations also rated in Huntington, WV-Ashland, KY.
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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WZJO	Dunbar	B1	94.5	9.6	525	a	Nininger Stations	89	9604		c1	Altve/Rock	450	0.67	4.7	4.1	4.0	4.6	3.3	3.3	2.0	3.9	5.2
WKWS	Charleston	B	96.1	45.0	515	b	West Virginia Radio	69	9206	1,744	c3	Country	1,700	1.43	8.4	5.2	6.0	7.5	6.7	6.5	8.3	6.0	4.8
WQBE	Charleston	B	97.5	50.0	499	a	Nininger Stations	59				Country	3,050	1.00	21.4	18.3	19.1	18.0	18.1	16.0	20.5	18.7	15.2
WRVZ	Pocatalico	A	98.7	0.6	617	b	West Virginia Radio	94	0105	800		Urban	1,250	1.01	8.7	7.1	8.4	6.9	7.7	9.8	7.3	8.1	2.3
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	10.8	10.1	10.2	9.7	8.0	6.3	6.3	4.1
WJYP	South Charleston	A	100.9	3.0	299	c	L. M. Communications	85	0209		g1	ChrsContem	300	1.17	1.8	1.9	1.7	2.0	1.0	2.5	1.7	3.2	1.9
WVSR	Charleston	B	102.7	50.0	404	a	Nininger Stations	64	9906	2,800	c1	CHR	1,400	0.74	13.3	10.4	8.1	11.1	11.4	12.7	14.2	11.3	19.2
WKLC	St. Albans	B	105.1	3.6	1663	c	L. M. Communications	66	8002	287	c2	AOR	1,000	0.86	8.2	5.2	7.4	7.5	6.4	8.0	5.6	7.0	10.4
WKAZ	Miami	B	107.3	23.5	676	b	West Virginia Radio	85	9707	2,140	c5	Oldies	1,000	0.93	7.6	7.1	7.4	6.9	6.0	5.5	6.3	8.1	8.6
# FM Stations - 9 # Combos - 9													FM TOTALS										
													85.9	70.1	72.2	74.7	70.3	72.3	72.2	72.6	71.7		

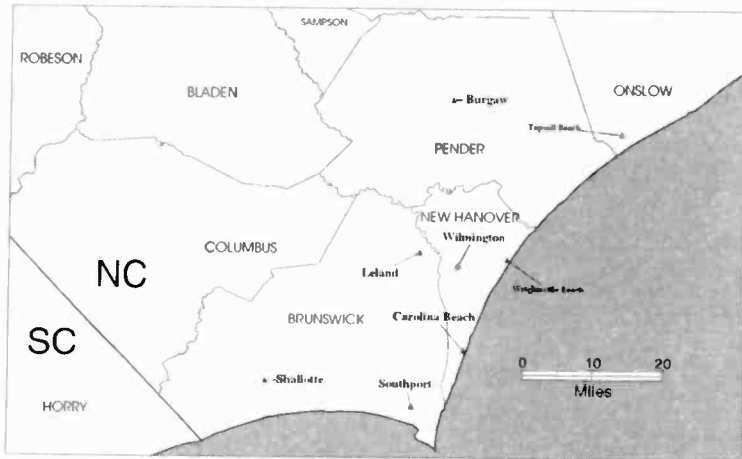
AM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	8.2	8.7	7.5	8.4	8.4	8.9	6.0	10.4
WCAW	Charleston	B	680	10.0	0.22	b	West Virginia Radio	46	9307		c4	Nostalgia	200	0.94	1.5	1.9	1.7	1.3	1.3	1.1	1.3	1.4	1.6
WVTS	Charleston	B	950	5.0	1.00	a	Nininger Stations	57	6405			Talk	150	0.66	1.6	1.9	1.7	2.0	0.7	0.7	0.0	0.7	1.4
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				1.1	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	ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
WSCW	South Charleston	D	1410	5.0	0.00	c	L. M. Communications	63	0209		g1	Sothn Gspel	150	0.88	1.2	1.9	0.7	0.0	2.0	0.0	0.0	0.0	0.0
WSWW	Charleston	C	1490	1.0	1.00	b	West Virginia Radio	39	9707		c5	Sports	200		0.4	1.9	1.0	0.0	0.7	0.7	0.0	0.0	0.0
# AM Stations - 8 # Combos - 7													AM TOTALS										
AM & FM Stations Profiled - 17 # Duopolies - 8													14.1	16.9	13.8	10.8	13.1	10.9	10.2	8.1	13.5		
													Total Local Commercial Share										
													87.0	86.0	85.5	83.4	83.2	82.4	80.7	85.2			

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 178

Revenue Rank: 151

Wilmington, NC Market Overview



Metro Counties / Population (000)

Brunswick, NC	77.5
New Hanover, NC	165.6
Total	243.1

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$9,600	\$10,100	\$12,300	\$12,800	\$11,900	\$12,900
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.4%	\$13,600	\$14,400	\$15,200	\$16,100	\$16,900	5.5%

	1997	2002	2007	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$3.19/1,000	\$3.35/1,000	Local	85%
Revenue/Capita	\$45.93	\$53.06	\$62.97	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 ^{1/}	4,041.2	NA ^{1/}	4,041.2	5,038.3	4.5%
EBI ^{2/}	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		9	12	15	6	21
Tot 12+	16.8		49.1	61.7	65.9	6.2	72.1
Avg 12+	2.8		5.5	5.1	4.4	1.0	3.4
Tot LCS	23.3		68.1	85.6	91.4	8.6	100.0
Avg LCS	3.9		7.6	7.1	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

Some stations also rated in Greenville-New Bern & Fayetteville, NC.

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WDZD	Ocean Isle	A	93.5	6.0	328		Quantum Comm	99	0307		g	Soft AC	100	0.60	1.3	0.7	1.1	0.7	1.1	0.4	0.0	0.0	0.5			
WBNE	Wrightsville	A	93.7	6.0	328	b	Sea-Comm Inc	00	0007	1,200		Clisc Rock	250	0.63	3.1	6.2	4.2	3.0	1.4	2.5	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	0.51	1.9	1.4	1.1	1.3	1.4	2.2	3.8	2.5	2.6			
WMNX	Wilmington	C1	97.3	100.0	883	c	Cumulus Bcstg Inc	70	0105		g4	Urban AC	1,425	0.90	12.3	8.6	9.5	6.1	11.4	9.1	10.5	13.1	8.5			
WAZO	Oak Island	C3	98.3	18.5	381	d	Ocean Bcstg LLC	00	0205	6,800	c4	CHR	700	1.02	5.3	3.1	4.6	3.7	3.9	3.3	2.8	0.0	0.0			
WKO0	Jacksonville	C1	98.7	100.0	974		NextMedia Group	65	0008			Oldies	n/a		6.3	4.8	2.8	4.0	5.0	3.6	5.2	6.0	5.1			
WKXB	Burgaw	C1	99.9	100.0	774	b	Sea-Comm Inc	64	9302	600		Rhymc/Oldes	1,700	1.86	7.1	5.9	5.6	3.4	6.8	5.8	8.0	5.0	8.9			
WWQQ	Wilmington	C2	101.3	40.0	545	c	Cumulus Bcstg Inc	69	9708		g	Country	1,500	1.14	10.2	9.7	6.0	7.4	7.1	5.4	9.8	4.3	7.1			
WGNI	Wilmington	C1	102.7	100.0	981	c	Cumulus Bcstg Inc	70	0105		g4	AC	2,150	1.25	13.3	7.6	5.3	10.4	8.5	8.3	5.6	7.8	8.2			
WLTT	Shallotte	C3	103.7	25.0 cp	325	e	Burns Media Stratgis	77	0204	1,200	c3	Talk	100	0.24	3.2	2.1	3.2	2.4	2.1	1.4	0.7	1.4	1.4			
• WWTB	Topsail Beach	C3	103.9	21.5	328		Jacksonville-Topsail	93	9802	650		Adlt Stndrd	250	0.72	2.7	2.1	1.8	2.4	1.4	2.5	2.4	2.1	1.3			
WRQR	Wilmington	A	104.5	3.1	449	d	Ocean Bcstg LLC	94	0205		c4	AOR	1,850	2.11	6.8	3.4	6.0	5.1	4.6	6.5	4.9	8.2	7.4			
• WCCA	Shallotte	A	106.3	6.0	305	e	Sea-Comm Inc	86	0305 p	3,400		Country	250	0.33	5.8	3.4	3.2	4.7	3.6	1.4	1.7	2.5	2.4			
• WJZY	Carolina Beach	A	106.7	5.6	341	d	Ocean Bcstg LLC	96	0303	1,500	c1	Smooth Jazz	400	0.86	3.6	1.7	2.5	2.4	2.8	2.9	1.4	2.1	0.8			
WSFM	Southport	C2	107.5	32.0	594	b	Sea-Comm Inc	78	8710	1,300		Modern Rock	1,100	1.61	5.3	5.2	3.9	4.7	2.8	4.7	6.3	6.7	9.0			
# FM Stations -															15	# Combos -		12	FM TOTALS							
															88.2	65.9	60.8	61.7	63.9	60.0	63.1	61.7	63.2			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
• WMFD	Wilmington	B	630	0.8 cp	1.00	d	Ocean Bcstg LLC	35	0304		c1	Sprts/Talk			1.7	1.0	0.7	1.0	1.4	0.0	0.0	0.0	0.0			
WAAV	Leland	B	980	5.0	5.00	c	Cumulus Bcstg Inc	57	9708		c2	Nws/Tlk/Spt	725	0.66	8.5	3.8	5.6	7.1	5.0	6.5	4.5	2.8	4.0			
WMYI	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				0.0	0.7	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	0.46	1.7	1.4	1.4	1.0	1.4	1.8	1.0	0.0	0.0			
# AM Stations -															6	# Combos -		5	AM TOTALS							
															11.9	6.2	8.4	9.1	7.8	8.3	5.5	2.8	4.0			
AM & FM Stations Profiled -															21	# Duopolies -		7	Total Local Commercial Share							
															72.1	69.2	70.8	71.7	68.3	68.6	64.5	67.2				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 179

Revenue Rank: 169

Binghamton, NY Market Overview



Metro Counties / Population (000)

Broome, NY	197.2
Tioga, NY	51.3
Total	248.5

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$8,800	\$9,500	\$10,300	\$11,800	\$10,900	\$11,500	5.5%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.5%	\$12,100	\$13,000	\$13,700	\$14,500	\$15,200	5.7%
	1997	2002	2007			Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$3.64/1,000	\$3.97/1,000			Local	88%
Revenue/Capita	\$34.78	\$46.28	\$63.44			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	253.0	248.5	-0.4%	248.5	239.6	-0.7%
Households	95.8	99.7	0.8%	99.7	98.0	-0.3%
Retail Sales	NA ^{1/}	3,155.6	NA ^{1/}	3,155.6	3,833.2	4.0%
EBI ^{2/}	3,324.3	3,682.1	2.1%	3,682.1	4,006.5	1.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	120.3	19.1	11.2	12.9	13.3	19.1	17.2	27.5
Women (000)	128.2	18.2	10.4	12.9	13.6	19.4	17.7	36.1
Total	248.5	37.3	21.6	25.8	27.0	38.4	34.9	63.6
Percentage	100.0%	15.0%	8.7%	10.4%	10.8%	15.5%	14.0%	25.6%
Per Capita	\$ 14,816	Median Household		\$ 30,833	Avg Household		\$ 36,931	
Ethnic Population:	White 92.0%	Black 3.0%	Asian 2.5%	Hispanic 1.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	3		9	11	5	16
Tot 12+	35.2	26.4		61.6	61.6	18.9	80.5
Avg 12+	4.4	8.8		6.8	5.6	3.8	5.0
Tot LCS	43.7	32.8		76.5	76.5	23.5	100.0
Avg LCS	5.5	10.9		8.5	7.0	4.7	6.3

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

Market: Binghamton, NY

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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WKGB	Conklin	A	92.5	1.5	cp	676 b			20,000	d3	AOR	1,100	0.99	9.7	9.2	8.9	6.7	8.8	4.5	6.6	5.0	4.3				
WIYN	Deposit	A	94.7	0.8		643				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				g1	Country	1,800	1.05	14.9	12.0	8.9	13.4	10.2	8.6	9.6	13.0	12.3				
WAAL	Binghamton	B	99.1	7.1		1089 a				g1	Clsc Rock	1,800	1.51	10.4	7.9	8.5	7.7	8.8	7.0	10.3	7.7	10.8				
WCDW	Conklin	A	100.5	1.4		692				70 cp	Oldies	100	0.46	1.9	3.4	2.7	2.3	0.7	1.6	1.7	1.5	2.2				
WLTB	Johnson City	A	101.7	1.3		699				st	AC	1,200	2.22	4.7	6.5	4.8	4.3	3.1	5.7	4.7	5.3	3.3				
• WAVR	Waverly	A	102.1	4.1		400				470 c1	AC	200			0.0	0.0	0.0	0.0	1.0	1.3	0.3	0.0				
WMXW	Vestal	A	103.3	0.6		1014 b				d3	AC/Oldies	1,100	0.87	11.0	5.8	8.2	8.7	8.8	5.4	6.6	7.1	6.3				
WWYL	Chenango Bridge	A	104.1	0.9		833 a				g1	CHR	100	0.16	5.6	6.5	8.5	6.4	2.4	3.5	1.0	2.2	2.1				
WMRV	Endicott	B	105.7	35.0		571 b				d3	Adult CHR	1,300	0.84	13.4	6.5	6.8	8.4	12.9	17.5	15.0	17.6	14.0				
• WBBI	Endwell	A	107.5	1.1		545 b					Clsc Rock	700	0.98	6.2	3.8	3.4	5.4	4.4	7.0	7.3	2.5	3.3				
# FM Stations -															11	# Combos -		7	FM TOTALS							
															77.8	61.6	60.7	63.3	60.1	61.8	64.1	62.2	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WINR	Binghamton	B	680	5.0	0.50	b	Clear Channel Comm	46	0102	1,000		News/AdStd	350	0.80	3.8	5.5	4.1	3.0	3.1	3.2	4.0	2.5	3.5			
WNBF	Binghamton	B	1290	9.3	5.00	a	Citadel Bcstg Corp	28	9906		g1	News/Talk	800	0.70	10.0	10.3	9.9	8.4	7.5	8.3	6.6	8.0	8.6			
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 Bcstg Corp	47	9912		sw	Oldies	650	0.99	5.7	1.4	1.0	1.3	7.8	6.7	5.6	4.3	6.4			
WENE	Endicott	B	1430	5.0	5.00	b	Clear Channel Comm	47	0005		d3	Sports	275	0.85	2.8	1.7	2.7	2.0	2.4	2.5	2.0	1.9	2.9			
# AM Stations -															5	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -															16	# Duopolies -		5	Total Local Commercial Share							
															22.3	18.9	17.7	14.7	20.8	20.7	18.2	16.7	21.4			
															80.5	78.4	78.0	80.9	82.5	82.3	78.9	80.0				

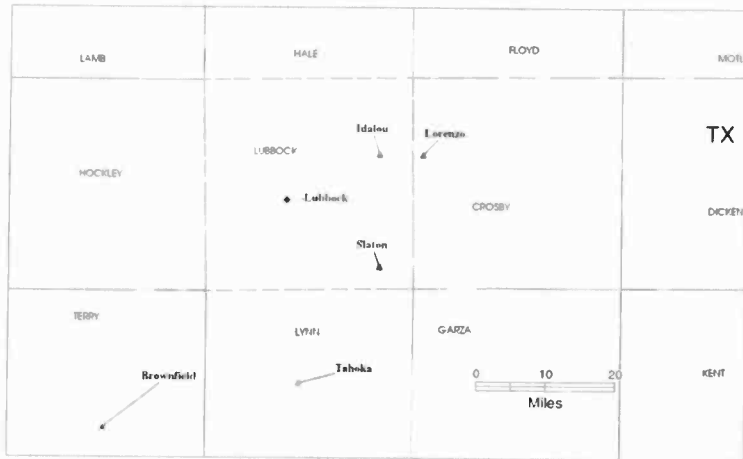
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 180

Revenue Rank: 159

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)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$10,400	\$11,300	\$12,000	\$12,600	\$11,500	\$12,200
Revenue/Retail Sales Revenue/Capita	1997	2002	2007		Est. Breakout		
	NA ^{1/}	\$3.34/1,000	\$3.84/1,000		Local	90%	
	\$44.39	\$49.45	\$62.67		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	234.3	246.7	1.0%	246.7	256.9
Households	84.6	94.7	2.3%	94.7	100.1	1.1%
Retail Sales	NA ^{1/}	3,654.9	NA ^{1/}	3,654.9	4,196.0	2.8%
EBI ^{2/}	3,138.0	4,061.4	5.3%	4,061.4	5,106.7	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	1		12	12	13	7	20
Tot 12+	2.8		72.0	73.9	74.8	10.3	85.1
Avg 12+	2.8		6.0	6.2	5.8	1.5	4.3
Tot LCS	3.3		84.6	86.8	87.9	12.1	100.0
Avg LCS	3.3		7.1	7.2	6.8	1.7	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	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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KJAK	Slaton	C1	92.7	100.0	584		Williams Bcstg	78	8106	575		Religion	500	2.93	1.4	0.9	1.0	1.0	1.4	1.3	1.7	1.0	1.0			
KXTQ	Lubbock	C1	93.7	100.0	742	c	Ramar	63	9308	363	c2	Tejano	750	1.31	4.7	2.8	3.0	4.1	3.8	5.2	3.4	4.3	3.5			
KFMX	Lubbock	C1	94.5	100.0	817	a	Clear Channel Comm	66	0008		g	AOR	1,400	1.08	10.6	10.0	8.3	9.2	8.7	5.6	8.4	8.5	9.3			
KLLL	Lubbock	C1	96.3	100.0	817	b	NextMedia Group	58	0008		g3	Country	2,100	1.39	12.4	11.9	12.2	9.8	11.1	17.3	11.8	14.4	14.6			
• KKCL	Lorenzo	C2	98.1	36.0	574	a	Clear Channel Comm	87	0008		g	Oldies	1,000	0.99	8.3	7.5	8.3	6.7	7.3	6.2	6.1	6.9	7.7			
KQBR	Lubbock	C1	99.5	100.0	817	a	Clear Channel Comm	64	0008		g	Country	300	0.46	5.3	4.1	5.3	4.1	4.8	5.9	4.1	5.2	4.1			
KMMX	Tahoka	C1	100.3	100.0	883	b	NextMedia Group	87	0008		g3	AC/Varty	725	0.78	7.6	6.9	6.3	7.0	5.9	6.5	6.4	5.9	5.0			
KONE	Lubbock	C1	101.1	100.0	883	b	NextMedia Group	75	0008		g3	Rock	450	0.72	5.1	4.7	6.3	4.1	4.5	4.2	7.1	5.2	4.1			
KZII	Lubbock	C1	102.5	100.0	817	a	Clear Channel Comm	82	0008		g	CHR	2,100	1.34	12.8	13.8	15.5	13.7	8.0	9.5	11.1	10.5	11.3			
KAMZ	Tahoka	C3	103.5	20.0 cp	328		Benavides, Albert		01			Mexican	300	1.02	2.4	2.5	1.3	1.6	2.4	3.6	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	4.4	3.3	5.1	7.6	5.6	7.8	8.2	7.1			
KRBL	Idalou	A	105.7	5.5	328		Ramsey, Kenneth	95	9506		cp	Country	200	0.36	4.5	2.8	1.7	3.8	3.8	2.6	2.0	4.6	2.3			
KEJS	Lubbock	C2	106.5	34.0	587		Barton Bcstg Co		92			Tejano	300	0.85	2.9	2.5	2.6	2.5	2.4	2.6	3.0	2.6	2.4			
# FM Stations -															13	# Combos -		9	FM TOTALS							
															85.5	74.8	75.1	72.7	71.7	76.1	72.9	77.3	72.4			

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)										
																Spring 2003	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	0.9	2.0	1.6	1.7	2.0	2.0	2.0	2.7			
KFYO	Lubbock	B	790	5.0	1.00	a	Clear Channel Comm	27	0008		g	Nws/Tlk/Spt	675	1.13	4.9	5.3	4.3	3.8	4.5	3.9	5.4	3.6	2.7			
KJTV	Lubbock	B	950	5.0	0.50	c	Ramar	46	9308		c2	News	150	1.02	1.2	1.9	1.3	1.0	1.0	0.3	0.7	1.0	0.5			
KKAM	Lubbock	C	1340	1.0	1.00	a	Clear Channel Comm	55	0008		g	Sports	300	0.66	3.7	0.9	2.3	3.2	3.1	2.0	2.4	1.3	2.3			
KLFB	Lubbock	D	1420	0.5	0.50		Ballard Broadcasting	66	9103		st	Span/Chrst				0.0	1.0	0.0	0.0	0.0	0.0	0.0	1.7			
KBZO	Lubbock	B	1460	1.0	0.24		Entravision Comm Co	53	9910	2,300		Mexican	175	1.02	1.4	0.0	0.0	1.0	1.4	1.0	1.0	0.7	2.1			
KDAV	Lubbock	B	1590	1.0	1.00		Renaissance Bcstg	47	9808	150		Oldies	75	0.44	1.4	1.3	1.0	1.6	0.7	2.3	1.0	1.6	1.5			
# AM Stations -															7	# Combos -		3	AM TOTALS							
															14.6	10.3	11.9	12.2	12.4	11.5	12.5	10.2	13.5			
AM & FM Stations Profiled -															20	# Duopolies -		5	Total Local Commercial Share							
															85.1	87.0	84.9	84.1	87.6	85.4	87.5	85.9				

• 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
Total	250.6

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$9,700	\$10,600	\$10,700	\$12,700	\$12,000	\$13,000	5.9%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.3%	\$13,700	\$14,700	\$15,500	\$16,400	\$17,200	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$4.26/1,000	\$4.74/1,000	Local	87%		
	\$38.61	\$51.88	\$68.58	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	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 ^{1/}	3,048.3	NA ^{1/}	3,048.3	3,626.2	3.5%
EBI ^{2/}	3,048.2	3,643.5	3.6%	3,643.5	4,414.4	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	5		7	12	12	6	18
Tot 12+	41.7		30.3	72.0	72.0	13.6	85.6
Avg 12+	8.3		4.3	6.0	6.0	2.3	4.8
Tot LCS	48.7		35.4	84.1	84.1	15.9	100.0
Avg LCS	9.7		5.1	7.0	7.0	2.6	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	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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WIOU	Eufaula	C2	92.7	39.0	551		Woodfin Group	69	9705	275		Clsc Rock	500	1.01	3.8	2.3	2.4	3.4	3.1	6.2	0.0	0.0	0.0		
WRLD	Valley	C3	95.3	25.0 cp	328	b	Archway Broadcast	93	0304	15,000	d1	Oldies	550	1.01	4.2	3.4	2.4	3.1	4.2	5.5	3.5	2.2	0.0		
WKZJ	Greenville	C3	95.7	3.4	876	a	Davis Bcstg	95	9712	450		Urban AC	300	0.92	2.5	3.8	5.2	2.4	1.9	2.4	1.8	2.9	3.4		
WAGH	Fort Mitchell	A	98.3	6.0	328	c	Clear Channel Comm	89	0204		g1	Urban AC	1,100	0.98	8.6	6.8	8.0	7.2	7.7	6.9	6.3	5.9	7.0		
WKCN	Lumpkin	C2	99.3	50.0	492	b	Archway Broadcast	92	0304		d1	Country	800	1.18	5.2	4.9	5.2	5.5	3.5	5.5	6.7	6.6	5.1		
WGSY	Phenix City	A	100.1	6.0	328	c	Clear Channel Comm	71	0204		g1	AC	1,200	1.25	7.4	7.6	8.4	5.5	7.3	5.5	5.6	5.1	7.2		
• WEAM	Buena Vista	A	100.7	2.6	502		Davis Bcstg	01	0304	1,000		Adlt Stndrd	100	0.45	1.7	2.7	1.0	1.4	1.5	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	4.9	3.8	6.1	5.4	6.2	6.3	7.4	8.1		
WVRK	Columbus	C	102.9	100.0	1519	c	Clear Channel Comm	46	0204		g1	Rock	1,600	1.60	7.7	6.4	6.3	6.5	6.9	5.2	7.0	6.3	6.7		
WFXE	Columbus	A	104.9	6.0	289	a	Davis Bcstg	69	8605		g1	Urban	2,300	0.74	24.0	19.7	18.1	20.8	20.8	19.7	21.1	18.0	18.9		
WSTH	Alexander City	C1	106.1	86.0	1047	c	Clear Channel Comm	49	0305	4,500	c1	Country	900	2.10	3.3	3.8	3.1	3.1	2.7	4.2	2.8	4.4	3.4		
WCGO	Columbus	C	107.3	100.0	1011	b	Archway Broadcast	66	0304		d1	AC	1,250	1.78	5.4	5.7	7.0	5.8	3.5	4.2	7.0	6.6	4.4		
# FM Stations -					12	# Combos -					10	FM TOTALS					80.4	72.0	70.9	70.8	68.5	71.5	68.1	65.4	64.2

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WDAK	Columbus	B	540	5.0	0.50	c	Clear Channel Comm	40	0305		c1	News/Talk	200	0.81	1.9	1.9	1.4	1.4	1.9	1.0	1.1	1.1	0.8		
WMLF	Columbus	D	1270	5.0	0.19	c	Clear Channel Comm	47	0204		g1	Sports	100		0.9	0.0	0.0	0.7	0.8	1.0	2.8	2.2	2.7		
WOKS	Columbus	C	1340	1.0	1.00	a	Davis Bcstg	59	8605		g1	Urb/Old/Gsp	400	0.53	5.8	4.9	4.5	5.5	4.6	4.8	4.2	5.9	3.9		
WRCG	Columbus	B	1420	5.0	5.00	b	Archway Broadcast	28	0303		d1	Nws/Tlk/Spt	300	0.56	4.1	2.3	2.8	2.0	5.0	3.5	6.0	5.5	5.6		
• WHAL	Phenix	B	1460	4.0	0.14	c	Clear Channel Comm	51	0204		g1	Gospel	200	1.18	1.3	1.5	1.4	1.4	0.8	2.1	1.1	0.7	2.0		
WEAM	Columbus	B	1580	2.3	1.00	a	Davis Bcstg	54	0105	400		Gospel	450	0.62	5.6	3.0	4.2	5.5	4.2	5.5	4.6	4.8	5.0		
# AM Stations -					6	# Combos -					6	AM TOTALS					19.6	13.6	14.3	16.5	17.3	17.9	19.8	20.2	20.0
AM & FM Stations Profiled -					18	# Duopolies -					8	Total Local Commercial Share					85.6	85.2	87.3	85.8	89.4	87.9	85.6	84.2	

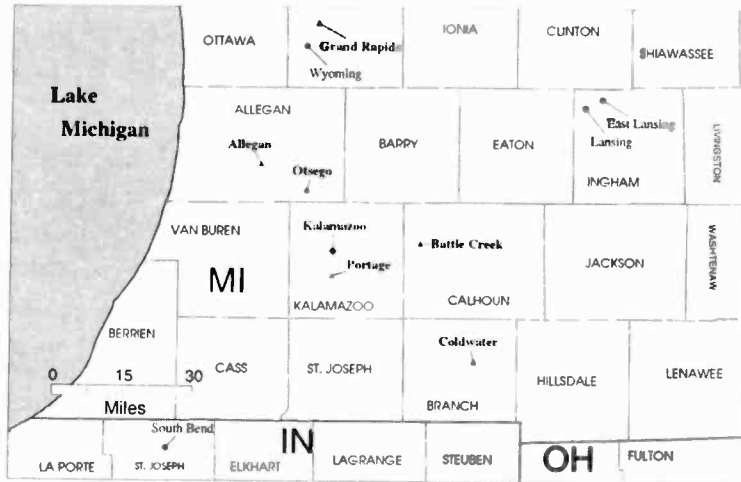
• Indicates a change since last edition

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 ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$10,000	\$11,500	\$12,900	\$13,300	\$12,700	\$13,600
★★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.1%	\$14,400	\$15,400	\$16,200	\$17,100	\$18,000	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$4.90/1,000	2007 \$5.81/1,000	Est. Breakout			
Revenue/Capita	\$43.14	\$56.60	\$73.41	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	231.8	240.3	0.7%	240.3	245.2
Households	87.2	94.8	1.7%	94.8	98.5	0.8%
Retail Sales	NA ^{1/}	2,774.0	NA ^{1/}	2,774.0	3,096.3	2.2%
EBI ^{2/}	3,710.6	4,380.6	3.4%	4,380.6	5,352.3	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	5		7	8	6	14
Tot 12+	8.1	39.4		46.7	47.5	14.0	61.5
Avg 12+	2.7	7.9		6.7	5.9	2.3	4.4
Tot LCS	13.2	64.1		75.9	77.2	22.8	100.0
Avg LCS	4.4	12.8		10.8	9.7	3.8	7.1

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

Market: Kalamazoo, MI

Competitive Overview

Some stations also rated in Grand Rapids and Battle Creek.
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)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
• WZUU	Allegan	A	92.3	0.9	600	b	Forum	91	9707	425		Clsc Rock	250	1.08	1.7	0.8	1.6	1.5	0.7	1.9	1.9	1.9	1.3
WBCT	Grand Rapids	B	93.7	320.0	781		Clear Channel Comm	51	9604	See (66)		Country	n/a		11.1	8.4	5.8	8.4	6.3	10.1	6.9	9.0	6.5
• WFAT	Portage	A	96.5	6.0	249	d	Midwest Comm Inc	91	9505		g1	Clsc Hits	1,475	1.32	8.2	4.6	5.8	6.9	4.0	4.7	5.0	7.1	5.2
WNWN	Coldwater	B	98.5	50.0	469	d	Midwest Comm Inc	50	9505		g1	Country	950	1.01	6.9	2.7	2.3	4.7	4.4	5.0	5.8	4.1	4.0
WQXC	Otsego	A	100.9	3.0 cp	299	b	Forum	81	8303	445		Oldies	500	0.74	5.0	2.7	3.1	2.9	3.7	2.7	3.1	3.4	4.5
WKFR	Battle Creek	B	103.3	50.0	482	c	Cumulus Bcstg Inc	63	9809	14,000	d1	CHR	2,900	1.15	18.5	10.7	12.8	12.0	12.5	12.8	14.7	13.5	11.7
WQLR	Kalamazoo	B	106.5	33.0	600	a	Fairfield Bcstg Co	64	7206	150		AC	2,350	1.76	9.8	5.7	5.0	5.5	7.4	6.2	5.4	7.1	7.0
WRKR	Portage	B	107.7	50.0	486	c	Cumulus Bcstg Inc	88	9809		d1	AOR/CIRck	2,650	1.26	15.5	11.9	10.5	9.8	10.7	10.5	10.4	10.5	10.8
# FM Stations - 8															# Combos - 7								
															FM TOTALS								
															ARB 12+ Metro Shares (see rights)								
															76.7	47.5	46.9	51.7	49.7	53.9	53.2	56.6	51.0

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)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WKZO	Kalamazoo	B	590	5.0	5.00	a	Fairfield Bcstg Co	31	9512	900		News/Talk	1,150	1.39	6.1	3.4	4.7	4.4	3.7	3.5	5.0	3.7	6.3
WKMI	Kalamazoo	B	1360	5.0 cp	1.00	c	Cumulus Bcstg Inc	47	9809		d1	Talk	575	0.74	5.7	5.7	5.4	3.6	4.0	2.7	3.1	4.1	3.1
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	0.0
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	0.0
WNWN	Portage	D	1560	4.1	0.00	d	Midwest Comm Inc	66	9505		g1	Urban AC	450	0.32	10.2	3.8	5.0	5.8	7.7	4.7	4.6	2.2	1.6
WQSN	Kalamazoo	B	1660	10.0 cp	1.00	a	Fairfield Bcstg Co	98				Sports	200	1.05	1.4	1.1	1.2	1.1	0.7	0.4	0.8	0.7	0.6
# AM Stations -				6		# Combos -				5		AM TOTALS											
AM & FM Stations Profiled -				14		# Duopolies -				4		Total Local Commercial Share											
															23.4	14.0	16.3	14.9	16.1	11.3	13.5	10.7	11.6
															61.5	63.2	66.6	65.8	65.2	66.7	67.3	62.6	

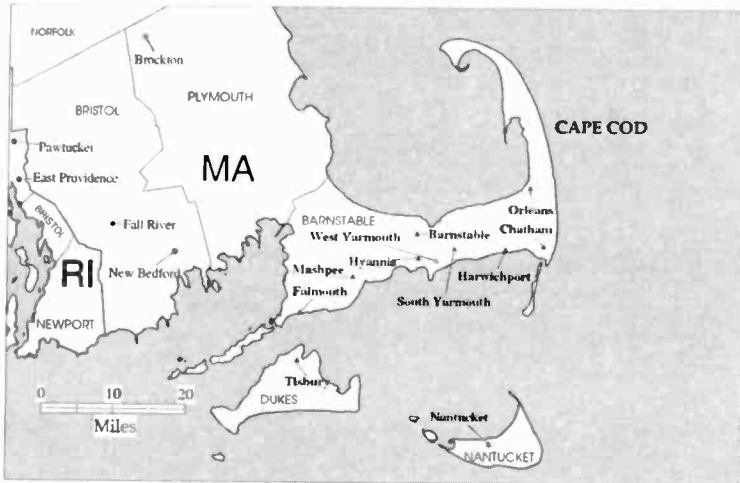
• Indicates a change since last edition

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)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$10,500	\$12,000	\$12,500	\$14,000	\$12,200	\$13,400
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.18/1,000	\$3.11/1,000	Local	90%	National	10%
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.8%	\$14,100	\$15,000	\$15,800	\$16,700	\$17,500	5.5%

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	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 ^{1/}	4,208.4	NA ^{1/}	4,208.4	5,619.0	6.0%
EBI ^{2/}	3,377.7	4,652.5	6.6%	4,652.5	6,044.7	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	7		11	12	0	12
Tot 12+	16.5	44.4		60.3	60.9	0.0	60.9
Avg 12+	3.3	6.3		5.5	5.1	0.0	5.1
Tot LCS	27.1	72.9		99.0	100.0	0.0	100.0
Avg LCS	5.4	10.4		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.

Market: Cape Cod, MA

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WMVY	Tisbury	A	92.7	3.0	315		Aritaur Comm Inc	81	9807	1,000	AAA		800	1.17	5.1	3.3	3.1	3.0	3.5	2.6	2.5	3.5	1.4			
WDVT	Harwich Port	A	93.5	3.0	328	a	Boch Bcstg LP	89	9607	3,100	d1	Oldies			1.8	0.6	0.7	1.2	1.1	0.6	1.6	2.5	0.9			
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	12.3	7.7	8.4	6.4	10.2	7.5	6.0	7.3			
• WRZE	Nantucket	B	96.3	50.0	430	b	Qantum Comm	81	0307	32,000	d2	CHR	1,475	1.16	9.5	4.5	6.6	6.6	5.7	6.1	8.7	6.3	7.1			
WQRC	Barnstable	B	99.9	50.0	381	c	Sandab Comm LP	70	9112		g	AC/News	2,475	1.37	13.5	9.0	7.7	7.8	9.5	8.6	9.7	9.5	9.9			
WTWV	Mashpee	A	101.1	6.0	272	a	Boch Bcstg LP	87	9607		d1	Oldies	500	1.10	3.4	2.7	2.4	1.8	2.5	2.6	1.9	3.2	1.2			
WCIB	Falmouth	B	101.9	50.0	479	b	Qantum Comm	70	0307		d2	AC/Sprts	1,550	1.45	8.0	6.3	4.5	4.5	5.7	4.5	6.9	6.3	6.0			
• WPXC	Hyannis	A	102.9	3.1 cp	463	b	Qantum Comm	87	0307		d2	Rock	1,800	1.43	9.4	4.2	5.2	5.7	6.4	5.8	4.7	6.3	6.8			
WOCN	South Yarmouth	A	103.9	5.5 cp	341	c	Sandab Comm LP	92	9805	1,200		Nostalgia	800	0.43	13.9	5.7	9.1	11.7	6.4	7.0	9.3	8.9	9.1			
WKPE	Orleans	B	104.7	36.0	459	d	Charles River Bcstg	74	9908	2,800		Clsc Rock	950	0.80	8.9	2.7	2.1	4.2	7.1	4.8	4.4	3.5	4.2			
WCOD	Hyannis	B	106.1	45.0	430	a	Boch Bcstg LP	67	9607		d1	Hot AC	1,200	1.47	6.1	3.9	4.5	5.1	2.8	7.7	3.4	5.4	4.1			
WFCC	Chatham	B	107.5	50.0	341	d	Charles River Bcstg	87	9607	1,190		Classical	600	0.49	9.1	5.7	8.4	6.9	4.9	5.8	5.9	7.6	8.1			
															# FM Stations -	12			# Combos -	11						
																	FM TOTALS									
															100.1	60.9	62.0	66.9	62.0	66.3	66.5	69.0	66.1			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 184

Revenue Rank: 229

Johnstown, PA Market Overview



Metro Counties / Population (000)

Cambria, PA	149.5
Somerset, PA	80.0
Total	229.5

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>
	\$6,000	\$6,100	\$6,500	\$6,700	\$5,700	\$6,500	1.5%
	<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>
	14.0%	\$6,800	\$7,300	\$7,700	\$8,100	\$8,500	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA ^{1/}	\$3.17/1,000	\$3.74/1,000	Local	82%		
	\$25.17	\$28.32	\$38.25	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 ^{1/}	2,052.5	NA ^{1/}	2,052.5	2,274.0	2.1%
EBI ^{2/}	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

<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	3		7	10	9	19
Tot 12+	19.9	40.3		57.6	60.2	8.5	68.7
Avg 12+	2.8	13.4		8.2	6.0	0.9	3.6
Tot LCS	29.0	58.7		83.8	87.6	12.4	100.0
Avg LCS	4.1	19.6		12.0	8.8	1.4	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 Altoona.

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WQKK	Johnstown	A	92.1	0.6	1043	c	Dame Broadcasting	62	0004		g2	Rock	475	0.72	10.2	6.0	6.6	6.2	7.3	4.5	6.5	6.8	7.3		
WQZS	Meyersdale	A	93.3	0.6	965		Wahl, Roger & Helen	91				Oldies	350	1.63	3.3	1.1	2.8	1.5	3.0	3.5	3.3	2.8	2.1		
WHPA	Barnesboro	A	93.5	1.3	499	d	Vernal Enterprises	99				Clsc Hits	50			0.4	0.0	0.0	0.0	0.0	0.7	1.5	2.0		
WBXQ	Cresson	A	94.7	1.0	794		Sounds Good Inc	81				Clsc Rock	n/a		1.2	1.1	0.3	0.9	0.7	0.6	1.6	0.9	1.8		
WKYE	Johnstown	B	95.5	57.0	1060	b	Forever Bcstg Inc	49	9709		st	AC	1,975	1.88	16.2	14.5	11.1	10.5	11.0	11.0	12.4	13.2	11.2		
WMTZ	Johnstown	B	96.5	50.0	489	a	Clear Channel Comm	73	9906		g1	Country	1,400	0.92	23.3	17.3	16.3	14.9	15.9	9.4	13.1	12.9	15.2		
WUZY	Somerset	A	97.7	3.5	430	b	Forever Bcstg Inc	66	9709		st	Clsc Hits	225	0.60	5.8	0.7	3.5	3.7	4.0	1.9	2.0	5.5	3.1		
WGLU	Ebensburg	B	99.1	50.0	499	c	Dame Broadcasting	74	0004		g2	CHR	650	0.74	13.6	8.5	8.3	8.4	9.6	10.6	11.4	8.6	9.1		
WCCL	Central City	A	101.7	0.7	643	c	Dame Broadcasting	72	0012	1,800	c1	Oldies	375	0.48	12.1	7.8	7.6	7.7	8.3	9.4	3.9	4.3	3.8		
WUZI	Portage	A	105.7	3.0	322	b	Forever Bcstg Inc	90	9801	325	c2	Clsc Hits	375	1.13	5.1	2.8	3.5	2.8	4.0	4.5	4.2	4.3	0.0		
# FM Stations -					10	# Combos -					8	FM TOTALS					90.8	60.2	60.0	56.6	63.8	55.4	59.1	60.8	55.6

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• WFJY	Wilkinsburg	D	660	0.3 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	1.4	2.8	0.6	0.3	1.0	1.6	3.7	1.8		
WNCC	Barnesboro	D	950	0.5	0.00	d	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			0.4	0.3	0.0	0.0	0.0	1.6	0.9	0.0		
WCRO	Johnstown	C	1230	1.0	1.00		Johnstown School Dst	47	9902	85		Adlt Stndrd	100	0.28	5.4	3.2	1.7	4.3	2.7	3.9	1.0	3.1	1.8		
WYSN	Somerset	D	1330	5.0	0.04	c	Dame Broadcasting	81	0012		c1	Talk	25		0.7	0.7	0.3	0.0	1.0	1.6	0.7	1.5	1.8		
WWGE	Loretto	C	1400	1.0	1.00		Penn Radiowerks	63	0006	160		Nws/Tik/Spt	225			0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0		
WNTJ	Johnstown	C	1490	1.0	1.00	a	Clear Channel Comm	46	9906		g1	Nws/Tik/Spt	125	0.80	2.4	2.8	1.4	1.5	1.7	2.3	1.6	1.8	1.4		
WRDD	Ebensburg	D	1580	1.0	0.00	d	Cambria Radiowerks	61	0208		c3	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					9	# Combos -					6	AM TOTALS					9.2	8.5	6.5	6.4	5.7	8.8	6.8	11.0	6.8
AM & FM Stations Profiled -					19	# Duopolies -					5	Total Local Commercial Share					68.7	66.5	63.0	69.5	64.2	65.9	71.8	62.4	

• 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
Total	236.4

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,000	\$5,800	\$6,700	\$6,900	\$6,000	\$6,800
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.74/1,000	\$2.92/1,000	Local	70%		
	\$22.49	\$28.76	\$36.84	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	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 ^{1/}	2,483.9	NA ^{1/}	2,483.9	3,050.9	4.2%
EBI ^{2/}	2,837.6	3,384.3	3.6%	3,384.3	4,229.8	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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
Total	236.4	41.4	21.7	22.3	31.5	34.3	31.4	53.9
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		8	10	14	10	24
Tot 12+	19.3		48.2	61.8	67.5	2.1	69.6
Avg 12+	3.2		6.0	6.2	4.8	0.2	2.9
Tot LCS	27.7		69.3	88.8	97.0	3.0	100.0
Avg LCS	4.6		8.7	8.9	6.9	0.3	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 Columbus-Starkville-West Point

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WESE	Baldwyn	A	92.5	5.4	328	e	Clear Channel Comm	80	0101		sw	Urban	500	0.55	13.3	8.6	10.9	9.7	9.4	9.4	8.4	11.1	10.3			
WSYE	Houston	C	93.3	100.0	1805		Dowdy & Dowdy	68	9910	3,100		AC	600	1.12	7.9	3.2	3.2	6.2	5.1	5.9	4.2	4.8	7.0			
WCMR	Bruce	A	94.5	5.1	358		Humphrey, R &	94				Country			0.6	0.0	0.4	0.4	0.4	0.4	0.0	0.0	0.3			
WAFM	Amory	A	95.3	6.0	272	a	Stanford Comm Inc	74	9208	85	c2	Oldies	175	0.83	3.1	1.4	1.6	1.6	2.8	1.6	2.7	1.9	1.5			
WCNA	Potts Camp	C3	95.9	14.0	436	b	Air South Radio Inc	95				Clsc Rock	400	1.96	3.0	1.8	1.6	1.9	2.4	1.6	0.8	0.4	0.8			
WSEL	Pontotoc	A	96.7	3.0	299	c	Tupelo Comm	66	8905	323	c4	Gospel	300	1.16	3.8	2.5	2.0	2.7	2.8	1.6	2.7	2.6	1.7			
WWMS	Oxford	C1	97.5	100.0	981	d	San-Dow Bcstg Inc	69	8505			Country	700	1.47	7.0	7.6	5.7	5.4	4.7	5.5	8.8	6.3	8.2			
WZLQ	Tupelo	C1	98.5	100.0	981	d	San-Dow Bcstg Inc	68	9312	890	c5	Hot AC	450	1.35	4.9	6.1	4.0	2.7	4.3	4.7	5.4	5.2	5.6			
WBIP	Booneville	A	99.3	6.0	299	e	Clear Channel Comm	76	0110	700		Gospel	375	0.88	6.3	3.2	3.6	3.9	5.1	3.5	3.4	4.4	2.4			
WSMS	Artesia	C2	99.9	47.0	505		Cumulus Bcstg Inc	85	0204		g1	Rock	300	0.65	6.8	3.6	5.7	5.4	4.3	5.9	8.0	9.3	8.2			
WFTA	Fulton	C2	101.9	50.0	479	b	Air South Radio Inc	76				AC	350	0.86	6.0	4.0	3.2	3.5	5.1	5.5	2.3	4.4	2.8			
• WKZU	Ripley	A	102.3	3.5	433		Kudzu	79	9808	400		Country	100	0.53	2.8	3.6	3.6	1.6	2.4	2.0	3.1	1.5	1.5			
WWKZ	Aberdeen	C2	105.3	27.5	673	e	Clear Channel Comm	75	0101		sw	CHR	1,100	1.12	14.4	8.6	13.4	11.3	9.4	10.2	8.4	6.3	6.9			
WWZD	New Albany	C2	106.7	28.0	656	e	Clear Channel Comm	86	0101		sw	Country	1,200	1.10	16.1	13.3	10.9	12.1	11.0	12.6	11.1	12.6	12.4			
# FM Stations -															14	# Combos -		10	FM TOTALS							
															96.0	67.5	69.8	68.4	69.2	70.4	69.3	70.8	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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WELO	Tupelo	D	580	0.8	0.10	d	San-Dow Bcstg Inc	44	9312		c5	Nostalgia			0.3	0.7	0.0	0.0	0.4	1.2	0.8	0.4	0.0			
WCPC	Houston	B	940	50.0	0.25		WCPC Bcstg	55				Cntry/Gospl	50	0.53	1.4	0.0	1.2	0.8	1.2	2.0	2.3	0.4	1.7			
WKMQ	Tupelo	D	1060	1.0	0.00	e	Clear Channel Comm	44	0101		sw	News/Talk	100	1.34	1.1	1.4	1.2	0.8	0.8	0.0	0.0	0.0	0.3			
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			
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			
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			
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	0.8	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	0.0	0.4	0.7	1.3			
WTUP	Tupelo	C	1490	1.0	1.00	e	Clear Channel Comm	53	0101		sw	Sprts/Talk	50		0.6	0.0	0.0	0.8	0.0	0.0	0.4	0.7	1.3			
WAMY	Amory	D	1580	1.0	0.02	a	Stanford Comm Inc	55	9208		c2	Nws/Tlk/Spt			0.8	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0			
# AM Stations -															10	# Combos -		7	AM TOTALS							
AM & FM Stations Profiled -															24	# Duopolies -		6	Total Local Commercial Share							
															4.2	2.1	2.4	3.6	2.4	3.2	4.3	1.5	3.3			
															69.6	72.2	72.0	71.6	73.6	73.6	72.3	72.9				

• 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
Total	232.5

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$15,000	\$16,500	\$17,300	\$18,600	\$18,100	\$19,700
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.8%	\$20,800	\$22,300	\$23,500	\$24,800	\$26,000	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$4.36/1,000	2007 \$4.23/1,000	Est. Breakout			
Revenue/Capita	\$70.85	\$84.73	\$104.17	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
Households	78.6	88.5	2.4%	88.5	96.1	1.7%
Retail Sales	NA ^{1/}	4,521.7	NA ^{1/}	4,521.7	6,143.5	6.3%
EBI ^{2/}	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	6	15
Tot 12+	11.1	23.5		31.0	34.6	9.4	44.0
Avg 12+	1.6	11.8		7.8	3.8	1.6	2.9
Tot LCS	25.2	53.4		70.5	78.6	21.4	100.0
Avg LCS	3.6	26.7		17.6	8.7	3.6	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 Boston & Portsmouth-Dover-Rochester.

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WNHI	Belmont	A	93.3	0.3	1020	c	Vox Media Corp	96	0001	3,600	d3	Clsc Rock	400	1.69	1.2	1.1	0.4	1.1	0.0	0.4	1.1	0.0	0.4			
WZID	Manchester	B	95.7	14.5	925	b	Saga Comm Inc	48	9011		g1	AC	7,750	0.96	41.0	16.4	17.9	18.0	18.9	21.7	20.5	16.8	19.7			
WQLL	Bedford	A	96.5	0.7	935	b	Saga Comm Inc	96	9711	3,300		Oldies	1,400	0.89	8.0	5.7	6.8	4.0	3.2	5.1	4.5	4.6	3.4			
WNNH	Henniker	A	99.1	2.8	479	d	Tele-Media Bcstg Co	89	0006	2,500		Oldies	900	3.81	1.2	0.4	0.4	0.4	0.7	0.7	1.1	0.8	0.5			
WGIR	Manchester	B	101.1	11.5	1027	a	Clear Channel Comm	63	0008		g	Rock	4,900	1.43	17.4	7.1	9.0	8.6	7.1	10.1	8.6	9.5	9.7			
WOTX	Concord	A	102.3	3.0	285	c	Vox Media Corp	72	9906	1,500	c3	Country	450	0.82	2.8	0.7	0.4	1.4	1.1	0.4	1.1	0.8	0.0			
WJYY	Concord	A	105.5	1.6	456	c	Vox Media Corp	83	0001		d3	Hot AC	800	0.80	5.1	1.8	1.8	1.8	2.8	2.9	2.2	1.9	3.6			
WHOB	Nashua	A	106.3	1.0	541	d	Tele-Media Bcstg Co	87	0007	5,000		Hot AC	1,175	1.49	4.0	1.4	1.1	1.8	1.8	2.5	2.2	1.5	1.5			
WTPL	Hillsboro	A	107.7	0.6	738	c	Vox Media Corp	89	9911		d3	Nws/Tlk/Spt	50		0.4	0.0	0.4	0.4	0.0	0.0	0.4	0.0	0.2			
# FM Stations -															9	# Combos -		9	FM TOTALS							
															81.1	34.6	38.2	37.5	35.6	43.8	41.7	35.9	39.0			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WGIR	Manchester	B	610	5.0	1.00	a	Clear Channel Comm	41	0008		g	News/Talk	1,000	0.63	8.0	2.9	2.9	2.9	4.3	2.9	2.2	5.0	5.2			
• WOTW	Nashua	D	900	0.9	0.06		Anastos Bcst Group	91	0108		g	News/Talk				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	0.63	1.6	0.4	0.0	0.0	1.4	0.0	0.7	0.8	1.0			
WDER	Derry	B	1320	10.0	1.00		Blount Comm Group	83	0009	793		Christian	250	1.06	1.2	1.1	0.7	0.7	0.4	0.0	0.0	0.4	0.3			
WFEA	Manchester	B	1370	5.0	5.00	b	Saga Comm Inc	32	9011		g1	Adlt Stndrd	350	0.23	7.6	5.0	4.3	3.6	3.2	2.9	3.7	4.6	3.7			
WKXL	Concord	C	1450	1.0	1.00	c	Embro Comm LLC	46	0210	370		Nws/Tlk/Spt	50		0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0			
# AM Stations -															6	# Combos -		3	AM TOTALS							
AM & FM Stations Profiled -															15	# Duopolies -		4	Total Local Commercial Share							
															18.8	9.4	7.9	7.6	9.3	5.8	6.6	10.8	10.2			
															44.0	46.1	45.1	44.9	49.6	48.3	46.7	49.2				

• Indicates a change since last edition

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)

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$10,500	\$11,700	\$12,400	\$12,700	\$12,300	\$12,500
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	1.6%	\$13,200	\$14,200	\$15,000	\$15,800	\$16,600	5.8%

	1997	2002	2007	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$3.68/1,000	\$3.95/1,000	Local	95%
Revenue/Capita	\$48.97	\$54.04	\$68.26	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 ^{1/}	3,399.3	NA ^{1/}	3,399.3	4,201.0	4.3%
EBI ^{2/}	3,466.1	4,274.8	4.3%	4,274.8	5,657.8	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		10	10	11	3	14
Tot 12+	0.3		61.2	61.2	61.5	12.8	74.3
Avg 12+	0.3		6.1	6.1	5.6	4.3	5.3
Tot LCS	0.4		82.4	82.4	82.8	17.2	100.0
Avg LCS	0.4		8.2	8.2	7.5	5.7	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 Appleton-Oshkosh.

ARB 12+ Metro Shares (see rights)

FM Stations		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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
•	WAUN	Kewaunee	A	92.7	6.0	328	Magnum Radio Inc	73	9901	105		Talk	100	0.57	1.4	0.3	0.4	1.0	1.1	0.0	1.3	0.4	0.0	
	WZOR	Mishicot	C3	94.7	21.5	354	c Woodward Comm Inc	94	0003	2,100		Rock	425	0.92	3.7	5.2	3.0	2.4	3.2	4.3	2.3	4.1	1.5	
	WKSZ	De Pere	C3	95.9	4.5	774	c Woodward Comm Inc	84	9510	2,265		Hot AC	950	0.97	7.8	3.1	4.5	4.8	7.1	6.8	6.0	7.4	6.6	
	WQLH	Green Bay	C1	98.5	100.0	499	b Cumulus Bcstg Inc	67	0207	6,000	c1	CHR	2,100	1.62	10.4	7.6	7.4	8.3	7.5	6.5	5.0	6.7	5.1	
	WLYD	Sturgeon Bay	C2	99.7	46.0	512	a Midwest Comm Inc	82	9306		g	Top 40	625	1.47	3.4	5.2	6.3	4.1	1.1	3.9	2.3	3.7	3.3	
	WNCY	Neenah-Menash	C2	100.3	45.0	489	a Midwest Comm Inc	77	9702			Country	n/a		15.7	12.8	11.9	13.4	10.3	11.8	10.4	10.4	10.1	
	WIXX	Green Bay	C	101.1	100.0	1079	a Midwest Comm Inc	60				CHR	3,800	2.00	15.2	10.0	10.8	11.0	12.1	11.1	13.7	12.6	14.5	
	WOGB	Kaukauna	C3	103.1	3.6	879	b Cumulus Bcstg Inc	96	9709		d1	Oldies	1,300	0.83	12.5	6.9	7.4	9.3	9.6	6.5	6.7	7.8	5.4	
	WAPL	Appleton	C	105.7	100.0	1175	Woodward Comm Inc	65	7506			Clsc Rock	n/a		6.7	4.5	3.3	5.5	4.6	5.4	7.0	5.9	6.9	
	WJLW	Allouez	C3	106.7	25.0	328	b Cumulus Bcstg Inc	96	9810	2,500		Clsc Rock	350	0.72	3.9	3.8	4.1	3.4	2.5	3.6	5.0	4.1	6.5	
	WXWX	Brillion	C3	107.5	3.6	879	b Cumulus Bcstg Inc	92	9809	2,065		Rock	500	0.91	4.4	2.1	3.3	3.1	3.6	2.2	3.0	3.0	5.0	
	# FM Stations -				11	# Combos -				9	FM TOTALS					85.1	61.5	62.4	66.3	62.7	62.1	62.7	66.1	64.9

AM Stations		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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
•	WTAQ	Green Bay	B	1360	10.0	cp	5.00	a	Midwest Comm Inc	25	7506	News/Info	950	1.21	6.3	6.9	4.8	3.8	5.7	5.0	5.4	5.9	3.4	
	WDUZ	Green Bay	C	1400	1.0		1.00	b	Cumulus Bcstg Inc	47	0207	Sports	900	1.36	5.3	3.5	4.8	3.1	5.0	2.5	4.3	2.6	2.6	
	WNFL	Green Bay	B	1440	5.0		0.50	a	Midwest Comm Inc	47	9702	Nws/Tlk/Spt	475	1.19	3.2	2.4	2.6	2.1	2.8	2.9	2.3	2.2	5.8	
	# AM Stations -				3	# Combos -				3	AM TOTALS					14.8	12.8	12.2	9.0	13.5	10.4	12.0	10.7	11.8
	AM & FM Stations Profiled -				14	# Duopolies -				6	Total Local Commercial Share					74.3	74.6	75.3	76.2	72.5	74.7	76.8	76.7	

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
Total	238.1

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$8,100	\$9,100	\$8,800	\$9,100	\$8,000	\$9,200
Revenue/Retail Sales Revenue/Capita	1997	2002	2007		Est. Breakout		
	NA ^{1/}	\$2.54/1,000	\$2.56/1,000	Local	80%		National

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 ^{1/}	3,622.3	NA ^{1/}	3,622.3	4,723.8	5.5%
EBI ^{2/}	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			15	13	15	6	21
Tot 12+			78.8	77.4	78.8	6.6	85.4
Avg 12+			5.3	6.0	5.3	1.1	4.1
Tot LCS			92.3	90.6	92.3	7.7	100.0
Avg LCS			6.2	7.0	6.2	1.3	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	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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KNFM	Midland	C	92.3	100.0	984	c	Cumulus Bcstg Inc	59	9807	13,500	d1	Country	800	1.45	6.0	3.3	5.4	4.6	5.5	10.4	6.6	7.4	5.2			
KBAT	Midland	C1	93.3	100.0	440	c	Cumulus Bcstg Inc	74	9807		d1	CHR	500	1.07	5.1	4.6	3.4	4.9	3.8	6.0	12.8	12.9	13.9			
KQRX	Midland	C3	95.1	10.5	505	a	Encore Bcstg LLC	96	0103	1,200		Alternative	375	0.61	6.7	7.6	7.1	6.8	4.5	4.0	4.5	3.7	3.7			
KMRK	Odessa	C1	96.1	100.0 cp	492	b	Clear Channel Comm	91	0008		g	Urban	550	0.67	8.9	8.6	6.1	8.5	6.6	6.7	7.6	4.0	4.4			
KMCM	Odessa	C1	96.9	100.0	420	a	Encore Bcstg LLC	61	0209	2,500		Oldies	650	0.98	7.2	6.3	5.4	5.5	6.6	7.4	4.9	4.9	4.7			
KODM	Odessa	C1	97.9	100.0	361	c	Cumulus Bcstg Inc	65	9807		d1	AC	900	1.46	6.7	7.3	6.1	6.2	5.2	8.1	5.2	7.1	4.7			
• KHKX	Odessa	C1	99.1	100.0	407	a	Encore Bcstg LLC	77	0105	1,475		Country	500	1.29	4.2	4.6	4.7	3.6	3.5	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	1.36	6.8	6.3	4.4	5.2	6.2	6.4	5.9	7.7	7.8			
KKKK	Crane	C1	101.3	100.0	486		Cook, Don L.	95				Relig Music	200	2.17	1.0	0.7	0.3	0.3	1.4	0.3	0.7	0.3	0.9			
KFZX	Gardendale	C	102.1	100.0	984	b	Clear Channel Comm	84	0008		g	Clsc Rock	750	1.20	6.8	4.6	6.8	6.8	4.8	5.7	8.0	7.4	7.3			
KCRS	Midland	C1	103.3	100.0	919	b	Clear Channel Comm	76	0009	2,700	c2	CHR	550	0.91	6.6	5.6	4.4	4.9	6.2	6.0	5.9	5.2	5.2			
KTXC	Lamesa	C1	104.7	100.0	794		Midessa Bcstg LP	77	0211	740		Span/Mexcn	600	0.72	9.1	7.6	6.8	8.8	6.6	1.7	1.0	4.0	2.1			
KKJW	Stanton	C2	105.9	32.0	440		Unique Bcstg LLC	97				Country	200	0.56	3.9	0.7	1.7	3.9	2.8	2.3	5.2	2.8	4.4			
KCHX	Midland	C1	106.7	100.0	679	b	Clear Channel Comm	89	0008		g	Oldies	500	1.24	4.4	5.0	3.1	2.9	4.5	7.0	7.3	5.8	9.0			
KQLM	Odessa	C1	107.9	100.0	846		Stellar Media Inc	96	0302		nc 1	Mexican	475	0.64	8.1	6.0	6.4	7.5	6.2	7.4	5.9	6.7	5.8			
# FM Stations - 15															# FM Stations - 15		# Combos - 11		FM TOTALS							
															91.5	78.8	72.1	80.4	74.4	79.4	81.5	79.9	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KCRS	Midland	B	550	5.0	1.00	b	Clear Channel Comm	35	0009		c2	News/Talk	350	0.79	4.8	4.3	6.4	3.6	4.5	5.0	1.4	1.2	1.8			
• KWEL	Midland	D	1070	2.5	0.00		Quiroz, Faustino	57	9303	140		Talk	100	0.78	1.4	1.3	0.0	1.0	1.4	1.3	0.0	1.8	0.0			
KJBC	Midland	D	1150	1.0	0.00		La Promesa Found	50	0202	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	0.0	0.7	0.3	0.0	1.3	2.1	1.8	0.0			
KRIL	Odessa	B	1410	1.0	1.00	c	Cumulus Bcstg Inc	46	9909	110	na	Nws/Tlk/Spt			0.8	0.3	0.3	0.7	0.7	0.3	0.7	0.3	0.0			
KMND	Midland	D	1510	2.4	0.00	c	Cumulus Bcstg Inc	63	9807		d1	News/Talk	100	0.84	1.3	0.7	2.0	0.7	1.4	1.3	3.1	3.4	5.8			
# AM Stations - 6															# AM Stations - 6		# Combos - 3		AM TOTALS							
															8.5	6.6	9.4	6.3	8.0	9.2	7.3	8.5	7.6			
AM & FM Stations Profiled - 21															# AM Stations - 6		# Duopolies - 6		Total Local Commercial Share							
															85.4	81.5	86.7	82.4	88.6	88.8	88.4	86.7				

• 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
Total	237.5

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$4,100	\$4,400	\$4,700	\$4,700	\$4,700	\$4,900	\$4,900
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.3%	\$5,200	\$5,600	\$5,900	\$6,200	\$6,600	5.8%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$2.52/1,000	2007 \$2.49/1,000	Est. Breakout			
Revenue/Capita	\$18.68	\$20.63	\$25.33	Local	80%		
				National	20%		

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
	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 ^{1/}	1,944.0	NA ^{1/}	1,944.0	2,652.8	6.4%
EBI ^{2/}	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	9		12	17	4	21
Tot 12+	15.8	31.0		45.6	46.8	2.9	49.7
Avg 12+	2.0	3.4		3.8	2.8	0.7	2.4
Tot LCS	31.8	62.4		91.8	94.2	5.8	100.0
Avg LCS	4.0	6.9		7.6	5.5	1.5	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 Fresno and Modesto.
ARB 12+ Metro Shares (see rights)

FM Stations		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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
	KBRE	A	92.5	6.0	328	b	Mapleton Comm	95	0206	2,800	d2	Rock	350	1.04	6.9	6.5	3.1	5.0	2.4	2.4	2.2	3.8	1.9
•	KNTO	A	93.3	3.0	335	a	Gomez, Nelson F.	93	0104	450		Span/Mexcn			2.7	0.8	1.2	1.2	1.6	1.2	1.1	1.1	0.0
	KSKS	B	93.7	68.0	1903		Infinity Bcstg	46	0102			Country	n/a		4.5	3.3	2.0	2.3	2.4	4.0	4.1	3.0	2.7
	KBKY	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	B	95.1	29.5	633	c	Citadel Bcstg Corp	85	9703	See (122)		Hot AC	n/a		5.2	3.3	3.1	2.7	2.8	4.8	6.7	6.8	4.3
	KSKD	A	95.9	3.3 cp	443	a	Gomez, Nelson F.	85	9302	198		Span/Mexcn	600	4.22	2.9	1.2	0.8	1.5	1.6	1.2	0.7	1.1	1.9
	KUBB	B	96.3	1.9	2097	d	Buckley Bcstg Corp	77	8507			Country	475	1.33	7.3	3.3	5.1	4.6	3.2	6.3	6.7	5.3	4.6
	KABX	B	97.5	8.8	1161	b	Mapleton Comm	36	0205	4,300	d1	Oldies	1,100	1.74	12.9	4.9	3.9	7.7	6.0	4.0	7.1	6.8	8.0
	KLOQ	A	98.7	6.0	299	b	Mapleton Comm	94	0206		d2	Spanish	450	1.13	8.1	6.1	8.6	4.6	4.0	1.6	3.7	3.0	2.5
•	KCIV	B	99.9	1.9	2093		Bott Radio Network		89			Relgn/Talk	150	2.04	1.5	0.4	2.0	1.2	0.4	2.4	0.7	0.8	1.5
	KAMB	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	B	103.3	50.0	499	c	Citadel Bcstg Corp	48	9212			Country	n/a		6.4	2.4	2.3	3.1	3.6	3.6	4.1	4.9	3.9
	KDJK	A	103.9	0.1	2047	c	Citadel Bcstg Corp	92	9308			Clsc Hits			1.7	0.0	1.6	1.5	0.4	1.6	0.4	1.5	0.4
	KHKK	B	104.1	50.0	499	c	Citadel Bcstg Corp	49	9308			Clsc Hits	n/a		4.4	1.6	2.0	2.7	2.0	2.4	3.0	1.5	2.6
	KHTN	B	104.7	50.0	469	d	Buckley Bcstg Corp	66	9508	510		Rhymc/CHR	900	0.72	25.4	11.8	10.5	13.9	12.9	10.7	11.6	13.9	9.5
	KIBG	A	106.3	3.0	476	b	Mapleton Comm	89	0205		d1	AC	375	1.44	5.3	1.2	0.8	2.3	3.2	2.8	3.7	2.6	4.2
	KQLB	A	106.9	6.0	328		VLB Bcstg Inc	92	9112		na	Portuguese	100			0.0	0.0	0.0	0.0	0.0	1.9	3.4	1.0
	# FM Stations -				17	# Combos -		12		FM TOTALS					95.2	46.8	47.0	54.3	46.5	49.0	57.7	59.5	49.0

AM Stations		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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
	KLBS	B	1330	0.4	5.00		Ethnic Radio Inc	61	8205			Portuguese	100			0.0	0.0	0.0	0.0	0.0	0.7	1.9	0.0
	KYOS	B	1480	5.0	5.00	b	Mapleton Comm	83	0205		d1	News/Talk	200	0.83	4.9	2.9	3.5	2.3	2.8	3.6	4.1	3.4	4.6
	KVVY	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	0.0	0.0
	KTIQ	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					4.9	2.9	3.5	2.3	2.8	3.6	4.8	5.3	5.3
	AM & FM Stations Profiled -				21	# Duopolies -		7		Total Local Commercial Share					49.7	50.5	56.6	49.3	52.6	62.5	64.8	54.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 190

Revenue Rank: 187

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
Total	224.9

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$8,300	\$9,000	\$9,800	\$10,300	\$9,100	\$9,500	2.6%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.09/1,000	\$3.07/1,000	Local	75%	National	25%
	\$37.92	\$42.24	\$55.26				

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	218.9	224.9	0.5%	224.9	226.2
Households	85.2	90.0	1.1%	90.0	91.4	0.3%
Retail Sales	NA ^{1/}	3,076.7	NA ^{1/}	3,076.7	4,078.2	5.8%
EBI ^{2/}	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			11	8	11	3	14
Tot 12+			58.5	57.4	58.5	11.4	69.9
Avg 12+			5.3	7.2	5.3	3.8	5.0
Tot LCS			83.7	82.1	83.7	16.3	100.0
Avg LCS			7.6	10.3	7.6	5.4	7.1

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

Some stations also rated in Kansas City.

Market: Topeka, KS

Competitive Overview

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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
			Freq	(kW)												2003	2002	2002	2001	2001	2000	2000	1999	
KCVT	Silver Lake	C3	92.5	6.7	387		Bott Radio Network	96				Reign/Talk	75		0.6	0.4	0.4	0.4	0.4	0.4	0.4	0.7	0.4	0.7
• KANS	Osage City	C3	92.9	7.9 cp	538		3 Points Media	82	0305 p	1,300		Oldies	50		23.4	13.9	13.1	16.8	14.9	19.6	18.5	15.2	18.4	
• WIBW	Topeka	C	94.5	100.0	1221	b	MCC Radio LLC	61	9612		g1	Country	2,400	1.08	7.4	6.4	4.4	6.2	3.8	5.1	4.7	4.6	3.8	
KCHZ	Ottawa	C1	95.7	98.0	981		Syncom Radio Corp	62	9905	See (29)		Top 40	n/a		8.8	6.8	6.3	6.2	5.7	6.2	4.0	5.3	3.8	
• KWIC	Topeka	C3	99.3	6.8 cp	538	a	Cumulus Bcstg Inc	93	0105	3,000	c3	Oldies	700	0.84	15.9	10.7	8.7	10.3	11.1	6.5	7.2	5.3	6.6	
KDVV	Topeka	C	100.3	100.0	984	a	Cumulus Bcstg Inc	60	9810	10,440	d1	Clsc Rock	1,300	0.86	1.3	0.7	1.2	0.7	1.1	0.7	1.1	0.8	1.2	
KMKF	Manhattan	C2	101.5	36.0	577		Seaton Stations	72				Rock	100	0.81	3.0	4.6	3.2	2.6	1.5	4.0	2.2	3.8	3.9	
• KQTP	St. Marys	C2	102.9	30.0	597	a	Cumulus Bcstg Inc	94	0105		c3	Country	225	0.79	4.7	3.9	5.2	3.3	3.1	4.0	3.6	4.2	3.4	
KLZR	Lawrence	C1	105.9	100.0	774		Zimmer Radio Group	63	9808	3,000	c1	Top 40	950	2.13	5.3	2.5	3.6	3.3	3.8	4.0	5.8	6.8	6.0	
KTPK	Topeka	C	106.9	100.0	1211		Kansas Capital Bcstg	74	9706	2,900		Country	825	1.64	14.7	8.6	9.5	9.5	10.3	10.9	12.3	11.8	9.1	
KMAJ	Topeka	C	107.7	100.0 cp	988	a	Cumulus Bcstg Inc	71	9810		d1	AC	1,225	0.88	85.1	58.5	56.0	59.3	55.7	61.8	60.5	58.6	56.9	
# FM Stations - 11														# Combos - 5										
														FM TOTALS										
														ARB 12+ Metro Shares (see rights)										
														Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
														2003	2002	2002	2001	2001	2000	2000	1999			
														15.0	11.4	11.2	9.9	10.3	11.6	10.4	10.3			
														Total Local Commercial Share										
														69.9	67.2	69.2	66.0	73.4	70.9	68.9	67.2			

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
			Freq	(kW)	(kW)												2003	2002	2002	2001	2001	2000	2000	1999
WIBW	Topeka	B	580	5.0	5.00	b	MCC Radio LLC	27	9612		g1	Nws/Tlk/Spt	1,200	2.26	5.6	3.9	3.6	3.7	3.8	4.7	5.4	4.6	4.8	
KMAJ	Topeka	B	1440	5.0	1.00	a	Cumulus Bcstg Inc	47	9810		d1	Nws/Tlk/Spt	300	0.72	4.4	4.6	4.4	2.9	3.1	3.6	3.6	3.0	2.1	
KTOP	Topeka	C	1490	1.0	1.00	a	Cumulus Bcstg Inc	47	9810		d1	AS1/Tlk/Spt	75	0.16	5.0	2.9	3.2	3.3	3.4	3.3	1.4	2.7	3.4	
# AM Stations - 3														# Combos - 3										
														AM TOTALS										
														Total Local Commercial Share										
														15.0	11.4	11.2	9.9	10.3	11.6	10.4	10.3			
														69.9 67.2 69.2 66.0 73.4 70.9 68.9 67.2										

AM & FM Stations Profiled - 14 # Duopolies - 3

• 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
Total	223.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$7,800	\$7,900	\$8,500	\$9,200	\$8,400	\$8,800
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.8%	\$9,300	\$10,000	\$10,500	\$11,100	\$11,700	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.42/1,000	2007 \$4.02/1,000	Est. Breakout			
Revenue/Capita	\$35.75	\$39.32	\$51.93	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
Households	82.8	90.1	1.7%	90.1	92.9	0.6%
Retail Sales	NA ^{1/}	2,574.0	NA ^{1/}	2,574.0	2,907.0	2.5%
EBI ^{2/}	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+	12.5		62.2	70.5	74.7	7.9	82.6
Avg 12+	2.1		5.7	5.9	4.4	0.9	3.2
Tot LCS	15.1		75.3	85.4	90.4	9.6	100.0
Avg LCS	2.5		6.8	7.1	5.3	1.1	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	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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WJJN	Columbia	A	92.1	2.6	499	a	Wilson Bcstg Inc	95				Urban	500	0.81	7.0	7.2	5.8	4.8	6.1	6.5	5.3	4.5	5.9			
WRJM	Geneva	C1	93.7	100.0	853		Stage Door Develpmnt	69	8710	242	c1	Talk	200	1.03	2.2	4.5	2.3	2.2	1.2	3.0	1.6	3.4	2.1			
WIZB	Abbeville	C3	94.3	19.5	371		Celebration Comm Co	68	9808	540		ChrsContem	250	1.29	2.2	1.5	0.4	2.6	0.8	1.9	1.6	1.9	1.8			
WTVY	Dothan	C0	95.5	100.0	1060	b	Styles Bcstg Inc	68	0107			Country	950	1.06	10.2	4.5	5.8	7.4	8.5	7.2	6.6	5.6	9.8			
WDJR	Enterprise	C	96.9	100.0	1516	f	Gulf South Comm Inc	68	9207			Country	1,600	1.13	16.1	13.2	14.3	12.9	12.1	12.9	11.1	10.1	12.2			
WYXX	Bonifay	C1	97.7	100.0	830		Styles Bcstg Inc	83	0210	See (238)		Rock	n/a		3.5	3.0	2.7	2.6	2.8	2.3	2.9	2.6	2.1			
WOOF	Dothan	C1	99.7	100.0	981	d	WOOF Inc	64				AC	1,400	1.53	10.4	6.4	9.7	8.9	7.3	9.1	7.8	10.1	7.5			
• WXUS	Fort Rucker	A	100.5	2.8	476		Styles Bcstg Inc	91	0305	p	750	Oldies	175	1.33	1.5	2.3	1.9	1.1	1.2	3.0	1.6	2.6	1.6			
WZTZ	Elba	A	101.1	0.6	682	e	Elba Radio Co	86				Country	200		0.5	0.4	0.4	0.4	0.4	1.1	2.5	1.1	0.9			
WAGF	Dothan	A	101.3	1.2	535	a	Wilson Bcstg Inc	91				Urban AC	400	0.89	5.1	2.6	3.5	3.0	4.9	3.4	2.5	1.9	2.2			
WTOT	Graceville	A	101.7	6.0	328		BRO Management Inc	96	9612	175	cp	Nostalgia	50		0.5	0.0	0.4	0.4	0.4	0.4	0.8	0.4	0.3			
WESP	Dothan	C3	102.5	16.5	404	f	Gulf South Comm Inc	90	9903	1,400		Rock	575	0.98	6.7	4.5	5.8	4.4	6.1	5.7	5.3	5.6	5.3			
WJRL	Ozark	C3	103.9	25.0	292	b	Styles Bcstg Inc	68	0208		c2	Country	400	0.81	5.6	5.7	2.3	5.5	3.2	0.4	0.8	1.1	0.9			
WOAB	Ozark	A	104.9	6.0	269	c	Ozark Bcstg Corp	67				Country	100	0.60	1.9	0.0	0.0	1.8	1.2	0.4	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	3.8	5.0	4.1	8.5	5.3	6.1	3.7	4.2			
WZHT	Troy	C	105.7	100.0	1831		Clear Channel Comm	73	0008			Urban	n/a		7.2	4.5	5.8	6.3	4.9	6.5	8.2	7.1	5.5			
WKMX	Enterprise	C	106.7	100.0	1070		WKMX Inc	74	7908			HotAC/Top4	1,000	1.42	8.0	10.6	8.5	6.3	6.1	9.9	9.8	10.1	15.3			
# FM Stations -															17	# Combos -		10	FM TOTALS							
															96.7	74.7	74.6	74.7	75.7	79.0	74.5	71.8	77.6			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WOOF	Dothan	D	560	5.0	0.00	d	WOOF Inc	47				Sprts/Talk	100	0.95	1.2	1.1	0.8	0.7	1.2	1.1	1.6	0.7	1.7			
WGZS	Dothan	D	700	1.6	0.00		Lee, James	95	0210	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	0.0	1.1	0.8	0.0	0.0			
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	0.0	0.0	0.0			
WQLS	Ozark	B	1200	10.0	0.00	b	Styles Bcstg Inc	68	0208			Gospel			0.8	1.9	1.2	0.0	1.2	0.8	1.2	1.1	1.2			
• WAGF	Dothan	D	1320	1.0	0.09	a	Wilson Bcstg Inc	32	9208	60		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	2.3	1.9	1.1	0.8	1.5	2.5	2.2	1.8			
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							
AM & FM Stations Profiled -															26	# Duopolies -		4	Total Local Commercial Share							
															3.2	7.9	3.9	1.8	3.2	4.5	6.1	5.1	4.7			
															82.6	78.5	76.5	78.9	83.5	80.6	76.9	82.3				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 192

Revenue Rank: 153

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
Total	219.3

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$8,900	\$9,700	\$11,000	\$13,200	\$12,200	\$12,800	7.4%
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.9%	\$13,500	\$14,400	\$15,200	\$16,100	\$16,900	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.64/1,000	\$3.55/1,000	Local	89%		
Revenue/Capita	\$46.02	\$58.37	\$71.07	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 ^{1/}	3,512.1	NA ^{1/}	3,512.1	4,759.0	6.3%
EBI ^{2/}	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

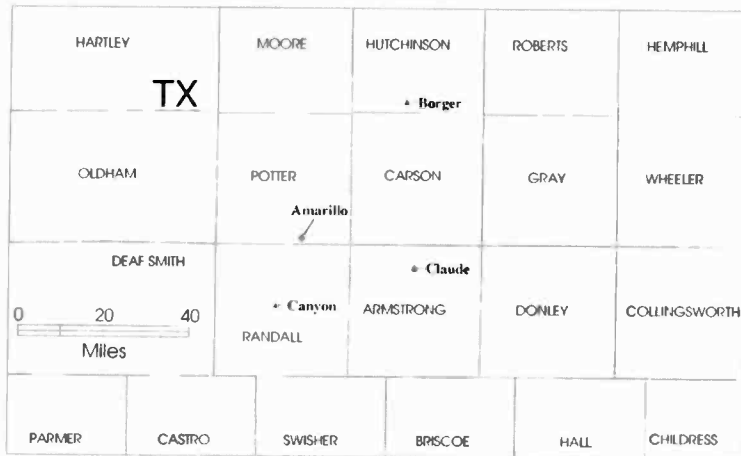
FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	3		19	14	22	8	30
Tot 12+	1.0		70.6	67.5	71.6	9.2	80.8
Avg 12+	0.3		3.7	4.8	3.3	1.2	2.7
Tot LCS	1.2		87.4	83.5	88.6	11.4	100.0
Avg LCS	0.4		4.6	6.0	4.0	1.4	3.3

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

Metro Rank: 193

Revenue Rank: 180

Amarillo, TX Market Overview



Metro Counties / Population (000)

Potter, TX	116.0
Randall, TX	107.1
Total	223.1

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$6,900	\$7,000	\$8,100	\$9,100	\$8,600	\$10,000
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	16.3%	\$10,500	\$11,300	\$11,900	\$12,600	\$13,200	5.8%
Revenue/Retail Sales	NA ^{1/}	\$3.23/1,000	\$3.35/1,000				Est. Breakout
Revenue/Capita	\$32.89	\$44.82	\$55.96				Local 90%
							National 10%

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	209.8	223.1	1.2%	223.1	235.9
Households	78.7	84.1	1.3%	84.1	89.3	1.2%
Retail Sales	NA ^{1/}	3,100.5	NA ^{1/}	3,100.5	3,943.7	4.9%
EBI ^{2/}	3,042.2	3,730.7	4.2%	3,730.7	4,720.2	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		12	13	13	7	20
Tot 12+	4.0		69.3	73.3	73.3	10.5	83.8
Avg 12+	4.0		5.8	5.6	5.6	1.5	4.2
Tot LCS	4.8		82.7	87.5	87.5	12.5	100.0
Avg LCS	4.8		6.9	6.7	6.7	1.8	5.0

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

Market: Amarillo, TX

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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KQIZ	Amarillo	C1	93.1	100.0	699	b	Cumulus Bcstg Inc	76	9804	3,140		CHR/Rhymc	525	0.58	9.1	10.9	7.2	8.5	6.3	7.5	6.2	3.2	5.0		
KMXJ	Amarillo	C	94.1	100.0	1083	a	Clear Channel Comm	46	0008		g	AC	950	1.02	9.3	4.4	5.0	6.4	8.6	3.2	5.4	6.0	3.7		
KARX	Claude	C1	95.7	100.0	390	b	Cumulus Bcstg Inc	92	9803	675		Clsc Rock	1,100	1.04	10.6	4.4	4.3	8.9	8.2	8.2	6.2	5.0	3.1		
KMML	Amarillo	C1	96.9	100.0	614	a	Clear Channel Comm	85	0008		g	Country	750	0.99	7.6	6.2	5.7	5.3	7.0	5.4	7.0	6.4	5.8		
KGNC	Amarillo	C	97.9	100.0	1283	c	MCC Radio LLC	58	9612		g1	Country	850	1.29	6.6	6.9	7.2	6.0	4.7	9.3	7.4	8.5	9.5		
KPRF	Amarillo	C1	98.7	100.0	469	a	Clear Channel Comm	79	0008		g	Hot AC	675	0.87	7.8	6.2	6.5	6.0	6.6	6.5	8.9	10.7	10.3		
KBZD	Amarillo	C3	99.7	21.5	351	d	Amigo Bcstg LP	93	0210	1,100	c2	1 Hot AC	25		0.4	1.8	2.2	0.7	0.0	0.4	1.6	2.1	1.2		
KXGL	Amarillo	C1	100.9	100.0	591		Feuer & McCord	97	0209	3,000		Clsc Rock	100			8.4	4.7	0.0	0.0	2.2	2.7	1.1	1.7		
KATP	Amarillo	C1	101.9	100.0	935	a	Clear Channel Comm	76	0105	1,500		Country	550	0.87	6.3	7.3	6.1	6.7	3.5	3.6	3.9	3.6	6.8		
KQFX	Borger	C1	104.3	100.0	574	d	Amigo Bcstg LP	75	0007	1,000	d4	1 Mexican	900	1.96	4.6	5.1	5.0	2.8	4.7	2.5	1.2	2.1	1.0		
KAEZ	Amarillo	C2	105.7	43.0 cp	525		Stephens Family LP	91	9911	750		ChrsContem	100	0.31	3.2	2.2	3.6	2.5	2.7	3.6	3.5	3.6	4.9		
KPUR	Canyon	A	107.1	6.0	315	b	Cumulus Bcstg Inc	81	9804	820	c1	Oldies	1,000	1.09	9.2	4.0	9.3	7.1	7.8	9.0	5.0	10.0	6.9		
KZRK	Canyon	C1	107.9	100.0	476	b	Cumulus Bcstg Inc	81	9804	1,000	c3	Rock	700	0.74	9.4	5.5	9.3	8.9	6.3	8.2	7.8	7.8	7.9		
# FM Stations -					13	# Combos -					11	FM TOTALS					84.1	73.3	76.1	69.8	66.4	69.6	66.8	70.1	67.8
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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KGNC	Amarillo	B	710	10.0	10.00	c	MCC Radio LLC	22	9612		g1	Nws/Tlk/Spt	1,100	1.53	7.2	6.9	6.1	5.3	6.3	6.8	5.8	7.1	7.3		
• KIXZ	Amarillo	B	940	5.0	1.00	a	Clear Channel Comm	47	0008		g	Adlt Stndrd	125	0.25	5.1	1.8	3.2	3.5	4.7	4.7	5.4	5.7	4.6		
KTNZ	Amarillo	B	1010	5.0	0.50	d	Amigo Bcstg LP	46	0210		c2	1 Mexican			0.5	0.0	0.7	0.4	0.4	0.0	0.4	0.0	0.0		
KZIP	Amarillo	D	1310	1.0	0.00		Del Norte Inc	55				1 Tejano	200			1.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0		
KDJW	Amarillo	D	1360	0.5	0.14		New Life Comm	55	8610	200		Country	100	0.83	1.2	0.0	0.0	0.4	1.6	1.1	1.2	0.0	1.8		
KPUR	Amarillo	B	1440	5.0	1.00	b	Cumulus Bcstg Inc	39	9804		c1	Sports	125	0.74	1.7	0.7	1.1	1.1	1.6	0.4	1.6	1.1	1.3		
• KZRK	Canyon	B	1550	1.0	0.22	b	Cumulus Bcstg Inc	62	9804		c3	Sports	50		0.2	0.0	0.0	0.0	0.4	0.7	1.2	0.0	0.7		
# AM Stations -					7	# Combos -					5	AM TOTALS					15.9	10.5	11.8	10.7	15.0	13.7	15.6	13.9	15.7
AM & FM Stations Profiled -					20	# Duopolies -					6	Total Local Commercial Share					83.8	87.9	80.5	81.4	83.3	82.4	84.0	83.5	

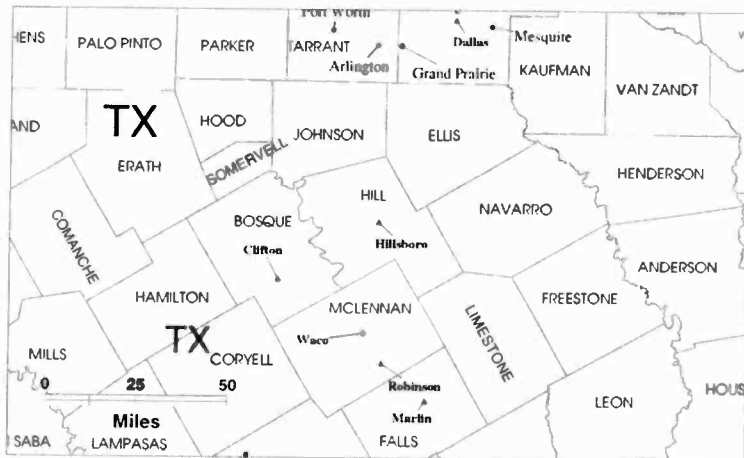
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 194

Revenue Rank: 202

Waco, TX Market Overview



Metro Counties / Population (000)

McLennan, TX	218.1
	218.1

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>
	\$6,600	\$7,000	\$7,700	\$7,900	\$7,500	\$8,000	3.8%
	<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%	\$8,400	\$9,000	\$9,500	\$10,000	\$10,500	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA ^{1/}	\$3.25/1,000	\$3.54/1,000	Local	85%		
	\$32.56	\$36.68	\$45.75	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	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 ^{1/}	2,461.2	NA ^{1/}	2,461.2	2,963.4	3.8%
EBI ^{2/}	2,713.1	3,496.2	5.2%	3,496.2	4,563.7	5.5%

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)	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

<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		7	9	9	4	13
Tot 12+	2.8		53.1	55.9	55.9	4.8	60.7
Avg 12+	1.4		7.6	6.2	6.2	1.2	4.7
Tot LCS	4.6		87.5	92.1	92.1	7.9	100.0
Avg LCS	2.3		12.5	10.2	10.2	2.0	7.7

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

Market: Waco, TX

Competitive Overview

Metro Rank: 194

Some stations also rated in Dallas.

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KLRK	Marlin	C2	92.9	50.0	492	b	Goodall, Van Jr	77	8812	410		AC	400	1.43	3.5	2.0	2.9	2.0	2.6	2.6	1.3	3.4	0.4			
KBCT	Waco	A	94.5	3.2	453		Kennelwood Bcstg Co	96				Smooth Jazz	350	0.75	5.8	1.2	2.1	3.6	3.9	2.2	3.4	2.9	3.5			
KBGO	Waco	C2	95.7	24.0	505	a	Clear Channel Comm	59	0008		g	1 Oldies	700	0.65	13.4	9.3	10.0	9.3	8.2	10.6	6.8	7.3	4.3			
KWTX	Waco	C	97.5	100.0	1479	a	Clear Channel Comm	70	0008		g	1 CHR	1,900	1.56	15.2	8.9	10.0	10.5	9.4	10.1	11.5	12.2	14.3			
WACO	Waco	C	99.9	90.0	1660	a	Clear Channel Comm	60	0008		g	1 Country	2,400	1.13	26.5	15.3	17.2	16.9	17.6	17.6	18.4	16.1	17.4			
KBRQ	Hillsboro	C1	102.5	100.0	449		Chase Radio Partners	59	0008		g	1 Rock	1,100	1.23	11.2	5.6	7.1	7.3	7.3	7.5	9.8	11.2	7.3			
KWOW	Clifton	C2	104.1	16.0	459		Amigo Bcstg LP	89	0206 p	2,000		Mexican	450	0.82	6.9	6.0	3.8	5.2	3.9	5.7	4.3	5.4	5.4			
• KKDA	Dallas	C	104.5	100.0	1667		Service Bcstg Corp	47				Urban	n/a		9.5	6.0	7.5	6.0	6.4	7.5	8.5	10.2	11.3			
KDOS	Robinson	A	107.9	6.0	328		Univision Comm Inc	87	0206 p		st	Mexican	100	0.83	1.5	1.6	3.3	2.0	0.0	0.0	0.0	0.0	0.0			
# FM Stations -															9	# Combos -		4	FM TOTALS							
															93.5	55.9	63.9	62.8	59.3	63.8	64.0	68.7	63.9			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KBBW	Waco-Marlin	B	1010	10.0	2.50		Amer Bcstg of TX	53	8604	600		Chrst/Talk	150		0.6	0.8	0.4	0.8	0.0	0.0	1.3	1.0	0.7			
KWTX	Waco	C	1230	1.0	1.00	a	Clear Channel Comm	46	0008		g	1 Talk	150	0.75	2.5	2.4	1.3	1.6	1.7	0.4	0.0	1.0	0.5			
KRZI	Waco	B	1580	1.0	0.50	b	Goodall, Van Jr	62	8609	340		Nws/Tlk/Spt	200	0.89	2.8	1.6	1.3	2.4	1.3	1.8	2.0	2.0	3.2			
KRZX	Waco	B	1660	10.0	1.00	b	Goodall, Van Jr	99				Nws/Tlk/Spt	50		0.6	0.0	0.0	0.4	0.4	0.0	0.9	0.0	0.0			
# AM Stations -															4	# Combos -		3	AM TOTALS							
AM & FM Stations Profiled -															13	# Duopolies -		2	Total Local Commercial Share							
															6.5	4.8	3.0	5.2	3.4	2.2	4.8	4.0	4.4			
															60.7	66.9	68.0	62.7	66.0	68.8	72.7	68.3				

• 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	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	1.8%	\$6,000	\$6,300	\$6,500	\$6,900	\$7,200	4.8%
	1997	2002	2007			Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$2.68/1,000	\$2.70/1,000			Local	75%
Revenue/Capita	\$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	1.3%
Households	80.0	82.1	0.5%	82.1	87.9	1.4%
Retail Sales	NA ^{1/}	2,124.2	NA ^{1/}	2,124.2	2,662.0	4.6%
EBI ^{2/}	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	Viab FMs	All FMs	All AMs	Total
# Stations	4	10		10	14	3	17
Tot 12+	6.9	50.2		53.2	57.1	8.5	65.6
Avg 12+	1.7	5.0		5.3	4.1	2.8	3.9
Tot LCS	10.5	76.5		81.1	87.0	13.0	100.0
Avg LCS	2.6	7.7		8.1	6.2	4.3	5.9

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

Market: Chico, CA

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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
																2003	2002	2002	2001	2001	2000	2000	1999			
KLRS	Chico	A	92.7	1.5	643	d	Results Radio LLC	93	9909		g2	Top 40	400	0.55	12.7	4.2	7.5	8.0	6.6	6.7	7.0	6.5	10.8			
KFMF	Chico	B1	93.9	2.0	1129	c	Regent Comm	68	9806		g2	AOR	600	1.24	8.5	3.1	4.2	7.6	2.6	3.1	4.8	4.1	3.4			
KMXI	Chico	B	95.1	8.7	1171	a	Clear Channel Comm	72	0102		g1	AC	350	0.69	8.9	3.9	3.3	4.2	5.7	2.2	5.2	4.1	2.8			
KALF	Red Bluff	B	95.7	7.0	1266	c	Regent Comm	78	9806		g2	Country	1,000	1.50	11.7	6.9	7.5	6.7	6.6	9.4	9.2	8.5	6.1			
KZAP	Paradise	B1	96.7	1.5	1289	c	Regent Comm	77	0009	1,400	st	CHR/Rhymc	200	1.10	3.2	4.6	2.5	1.3	2.2	1.3	2.2	2.0	1.4			
KHHZ	Oroville	B1	97.7	1.5	1276	a	Clear Channel Comm	79	0106		c1	Spanish AC	400	2.13	3.3	1.2	1.7	2.1	1.7	0.4	0.9	4.5	0.0			
KTHU	Coming	B	100.7	50.0	272	d	Results Radio LLC	98	9909		g2	Clsc Rock	400	0.83	8.5	6.2	4.2	3.8	5.7	5.4	4.8	3.7	4.8			
KMJE	Gridley	A	101.5	0.1	1975	d	Results Radio LLC	96	9909		g2	AC	200	3.51	1.0	1.2	0.4	1.3	0.0	1.3	2.6	0.8	1.0			
KCEZ	Los Molinos	B1	102.1	25.0 cp	266	d	Results Radio LLC	88	9909		g2	70s Oldies	300	0.91	5.8	5.8	4.2	4.2	2.6	3.6	3.1	3.7	5.6			
KKCY	Colusa	A	103.1	0.1	1965	d	Results Radio LLC	92	9909		g2	Country	300	2.77	1.9	1.5	1.3	0.8	1.3	3.6	2.6	1.6	3.3			
KHSL	Paradise	B1	103.5	1.6	1250	a	Clear Channel Comm	83	0102		g1	Country	350	0.84	7.3	6.2	4.2	5.0	3.5	4.5	3.5	6.5	4.0			
KYIX	South Oroville	A	104.9	0.3	1549	b	Butte Bcstg Co	95		40	cp	ChrsContem	50		0.9	0.0	1.3	0.0	0.9	1.3	0.9	0.8	0.0			
KRQR	Orland	B	106.7	50.0	308	d	Results Radio LLC	94	9909		g2	Rock/Altve	200	0.41	8.6	8.1	4.2	7.1	3.1	4.5	3.1	3.3	4.4			
KOPT	Colusa	B	107.5	28.0	633	c	Regent Comm	86	9806		g2	Modern AC	475	1.30	6.4	4.2	2.9	3.8	3.5	6.3	4.4	4.1	3.3			
# FM Stations -															14	# Combos -		14	FM TOTALS							
															88.7	57.1	49.4	55.9	46.0	53.6	54.3	54.2	50.9			

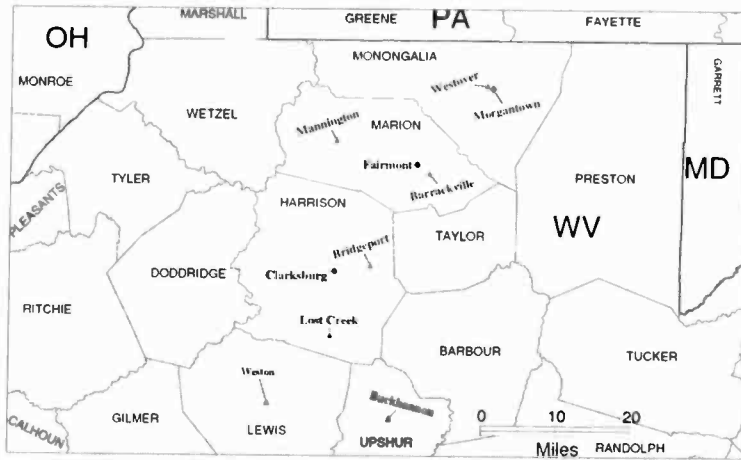
AM Stations													ARB 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
																2003	2002	2002	2001	2001	2000	2000	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	0.0		
KPAY	Chico	B	1290	5.0	5.00	a	Clear Channel Comm	59	0102		g1	Nws/Tlk/Spt	475	0.96	8.7	5.0	6.3	4.6	5.2	6.3	7.9	6.9	5.8			
KEWE	Oroville	C	1340	1.0	1.00	a	Clear Channel Comm	62	0106		c1	Big Band			2.7	3.5	2.9	3.4	0.0	0.0	2.6	3.3	2.7			
# AM Stations -															3	# Combos -		3	AM TOTALS							
															11.4	8.5	9.2	8.0	5.2	6.3	10.5	10.2	8.5			
AM & FM Stations Profiled -															17	# Duopolies -		7	Total Local Commercial Share							
															65.6	58.6	63.9	51.2	59.9	64.8	64.4	59.4				

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
Total	206.9

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$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	\$13,400	\$14,100	\$14,900	\$15,600	5.7%
	1997	2002	2007				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.90/1,000	\$5.54/1,000				Local 85%
Revenue/Capita	\$46.40	\$57.03	\$75.36				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 ^{1/}	2,408.9	NA ^{1/}	2,408.9	2,814.6	3.2%
EBI ^{2/}	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	Viable FMs	All FMs	All AMs	Total
# Stations	10	7		12	17	7	24
Tot 12+	29.3	42.5		67.3	71.8	10.6	82.4
Avg 12+	2.9	6.1		5.6	4.2	1.5	3.4
Tot LCS	35.6	51.6		81.7	87.1	12.9	100.0
Avg LCS	3.6	7.4		6.8	5.1	1.8	4.2

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	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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
			Freq	(kW)												2003	2002	2002	2001	2001	2000	2000	2000	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	0.9	0.9	0.4	0.9	1.3	1.2
WBVQ	Barrackville	A	93.1	2.6	495	f	Elkins Radio Corp	94	9611		g1	Country	100		0.9	0.9	0.0	0.9	0.5	0.0	0.4	0.0	0.9	0.9
• WBTQ	Buckhannon	B1	93.5	16.0	417		Elkins Radio Corp	84	9603	205		Oldies			0.8	0.9	0.9	0.4	0.9	0.0	1.3	0.0	0.5	0.5
WRLF	Fairmont	A	94.3	3.6	249	a	Fantasia Bcstg Inc	48				Clsc Rock	300	1.82	1.4	3.1	2.3	0.9	1.4	1.3	2.7	1.3	0.8	0.8
WOTR	Lost Creek	A	96.3	3.0	302		Allman, James W	91				Gsp/Tlk/Cst	25		0.9	0.0	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	1.07	21.3	14.6	16.1	15.9	18.9	17.2	14.2	16.5	17.4	17.4
WCLG	Morgantown	A	100.1	6.0	299	b	Bowers Bcstg Corp	74				Clsc Rock	900	1.02	7.5	8.0	8.3	5.8	6.5	9.9	10.2	9.7	8.2	8.2
WZST	Westover	A	100.9	3.0	266	c	Tschudy Comm Corp	83	8805			Country	125	0.96	1.1	0.9	0.5	0.9	0.9	0.9	0.4	1.3	1.3	1.3
WBRB	Buckhannon	B	101.3	50.0	492	f	Elkins Radio Corp	90	9611		g1	Country	350	0.96	3.1	2.2	1.4	2.7	2.3	3.4	4.4	2.5	2.0	2.0
WVAQ	Morgantown	B	101.9	50.0	499	d	West Virginia Radio	48			1	CHR	2,500	0.97	21.9	13.3	18.9	21.2	14.3	15.0	15.9	17.7	12.8	12.8
WFBY	Weston	B1	102.3	10.0	509	d	West Virginia Radio	72	9406	250	1	ClRck/Rock	1,075	1.27	7.2	2.7	3.2	6.6	5.1	7.7	4.9	7.6	6.0	6.0
WGYE	Mannington	A	102.7	3.2	453	e	Burbach WV LLC	92	9902	575		Country	400	0.77	4.4	4.4	4.6	4.0	3.2	3.0	2.2	3.0	3.7	3.7
WAJR	Salem	A	103.3	1.8	587	d	West Virginia Radio	99			1	News/Talk	400	1.54	2.2	4.0	2.3	1.3	2.3	1.3	1.8	0.4	1.1	1.1
WDCI	Bridgeport	A	104.1	2.5	518		Coshocton Bcstg Co	91	9809	405		Soft AC	250	0.37	5.8	4.0	3.2	3.5	6.0	3.9	4.0	4.2	4.2	4.2
WPDX	Clarksburg	B1	104.9	7.4	597	c	Tschudy Comm Corp	74	9111	405	c1	Country	350	0.90	3.3	3.5	1.4	3.5	1.8	4.7	5.3	4.2	5.2	5.2
WOBG	Salem	A	105.7	2.0	581	e	Burbach WV LLC	90	9810	625	c3	Oldies	300	0.77	3.3	2.2	2.8	2.2	3.2	2.6	3.5	4.2	1.7	1.7
WWLW	Clarksburg	B	106.5	28.0	653	d	West Virginia Radio	73	9303	1,200	1	AC	150	0.75	1.7	5.3	3.7	1.3	1.4	2.1	0.9	1.3	1.8	1.8
# FM Stations - 17													# Combos - 13		FM TOTALS									
													87.0	71.8	70.5	72.0	69.6	73.4	73.0	75.2	68.8			

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
			Freq	(kW)	(kW)												2003	2002	2002	2001	2001	2000	2000	1999	
WPDX	Clarksburg	D	750	1.0	0.00	c	Tschudy Comm Corp	47	9111		c1	Nostalgia				1.3	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMMN	Fairmont	D	920	5.0	0.20	a	Fantasia Bcstg Inc	28	9211	80		News/Info	125	0.96	1.1	1.3	0.9	0.9	0.9	0.4	0.9	0.8	0.9	0.9	
WCLG	Morgantown	D	1300	2.5	0.04	b	Bowers Bcstg Corp	54	5912			Oldies	250	1.12	1.9	2.2	3.7	0.9	2.3	1.3	2.7	1.7	3.3	3.3	
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	0.0	0.5	0.0	0.9	0.8	0.5	0.5	
WOBG	Clarksburg	C	1400	1.0	1.00	e	Burbach WV LLC	36	9810		c3	Adlt Stndrd	50		0.3	0.0	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	5.8	6.0	6.2	8.3	6.9	6.6	5.9	5.0	5.0	
WTCS	Fairmont	C	1490	1.0	1.00	a	Fantasia Bcstg Inc	48	5605			Oldies	200		0.5	0.0	0.5	0.0	0.9	0.0	0.0	0.0	0.0	0.0	
# AM Stations - 7													# Combos - 7		AM TOTALS										
AM & FM Stations Profiled - 24													# Duopolies - 8		Total Local Commercial Share										
													13.0	10.6	13.4	8.0	13.4	8.6	12.0	10.5	9.7				
													82.4	83.9	80.0	83.0	82.0	85.0	85.7	78.5					

• Indicates a change since last edition
 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
Total	216.7

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$7,100	\$7,600	\$8,000	\$9,600	\$9,900	\$10,700	8.5%
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.1%	\$11,300	\$12,100	\$12,800	\$13,500	\$14,100	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.51/1,000	\$2.42/1,000	Local	85%		
Revenue/Capita	\$34.80	\$49.38	\$63.17	National	15%		

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
	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 ^{1/}	4,261.4	NA ^{1/}	4,261.4	5,814.8	6.4%
EBI ^{2/}	5,632.7	7,168.7	4.9%	7,168.7	9,321.9	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	3		5	5	4	9
Tot 12+	11.1	17.4		28.5	28.5	10.8	39.3
Avg 12+	5.6	5.8		5.7	5.7	2.7	4.4
Tot LCS	28.2	44.3		72.5	72.5	27.5	100.0
Avg LCS	14.1	14.8		14.5	14.5	6.9	11.1

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

Market: Danbury, CT

Competitive Overview

Some stations also rated in Bridgeport & Stamford.
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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WRKI	Brookfield	B	95.1	29.5	637	b	Cumulus Bcstg Inc	57	0203		g1	AOR	3,675	1.93	17.8	9.1	11.0	6.7	8.1	8.5	8.1	7.7	5.9			
WDAQ	Danbury	A	98.3	0.9 cp	551	a	Berkshire Bcstg Corp	53				Hot AC	4,175	1.55	25.2	9.5	11.0	9.5	11.5	12.0	14.1	14.4	11.8			
WEZN	Bridgeport	B	99.9	27.5	669		Cox Radio Inc	60	9704			AC	n/a		15.8	6.3	4.9	6.7	6.5	4.6	8.9	7.0	7.1			
WDBY	Patterson	A	105.5	0.9	610	b	Cumulus Bcstg Inc	64	0203		g1	Hot AC	850	1.05	7.6	1.6	2.0	3.6	2.7	3.1	4.0	3.0	2.7			
WEBE	Westport	B	107.9	50.0	384	b	Cumulus Bcstg Inc	82	0203			AC	n/a		10.2	2.0	4.5	4.7	3.8	3.1	4.0	2.6	2.2			
# FM Stations -															5	# Combos -		4	FM TOTALS							
															76.6	28.5	33.4	31.2	32.6	31.3	39.1	34.7	29.7			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WLAD	Danbury	B	800	1.0	0.29	a	Berkshire Bcstg Corp	47				FullService	1,200	0.89	12.6	6.0	4.9	5.5	5.0	6.6	5.6	3.7	7.9			
WREF	Ridgefield	D	850	2.5	0.00	a	Berkshire Bcstg Corp	82	9701	550		Oldies	200	0.36	5.2	1.2	0.8	2.0	2.3	0.0	0.0	0.7	0.0			
WINE	Brookfield	D	940	0.7	0.00	b	Cumulus Bcstg Inc	66	0203		g1	Adlt Stndrd	600	1.00	5.6	3.6	2.0	2.8	1.9	3.9	2.8	0.7	0.7			
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			
# AM Stations -															4	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -															9	# Duopolies -		3	Total Local Commercial Share							
															23.4	10.8	7.7	10.3	9.2	10.5	8.4	5.1	8.6			
															39.3	41.1	41.5	41.8	41.8	47.5	39.8	38.3				

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)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$7,000	\$7,600	\$8,000	\$8,500	\$8,500	\$8,800
★★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.5%	\$9,300	\$10,000	\$10,500	\$11,100	\$11,700	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$4.21/1,000	\$5.08/1,000	Local	85%		
	\$32.29	\$39.41	\$51.29	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
Households	74.9	73.6	-0.3%	73.6	73.8	0.1%
Retail Sales	NA ^{1/}	2,088.3	NA ^{1/}	2,088.3	2,304.3	2.0%
EBI ^{2/}	2,808.1	3,058.1	1.7%	3,058.1	3,549.9	3.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		9	10	11	8	19
Tot 12+	7.3		56.5	63.8	63.8	13.9	77.7
Avg 12+	3.7		6.3	6.4	5.8	1.7	4.1
Tot LCS	9.4		72.7	82.1	82.1	17.9	100.0
Avg LCS	4.7		8.1	8.2	7.5	2.2	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 Richland-Kennewick-Pasco.

														ARB 12+ Metro Shares (see rights)									
														Avg '02	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
														Local	2003	2002	2002	2001	2001	2000	2000	1999	
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	Comm	2003	2002	2002	2001	2001	2000	2000	1999
KDBL	Toppenish	C2	92.9	17.0	843	a	Clear Channel Comm	00	9911		g5	Country	350	0.97	4.1	4.7	4.0	4.4	2.1	3.9	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	1.01	10.1	7.7	10.1	9.5	6.7	7.5	9.6	9.9	7.5
KZTA	Naches	A	96.9	0.5 cp	1063	b	Butterfield Bcstg	88	9410	247		Spanish	550	1.56	4.0	4.7	4.5	3.3	3.2	2.4	1.8	3.2	2.0
• KLES	Mabton	C2	98.7	11.5	873		Hunt Bcstg Inc	98	0101	500		Top 40	100			0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.3
KQSN	Naches	A	99.3	0.8	899	a	Clear Channel Comm	77	0104	1,300		AC	325	1.03	3.6	2.6	4.0	3.3	2.5	3.5	2.9	3.6	3.1
KHHK	Yakima	C3	99.7	4.1	804	c	New NW Bcstrs	84	9905	8,700	d4	CHR	350	0.41	9.6	7.3	9.7	9.1	6.3	7.5	1.1	3.2	2.8
KARY	Grandview	C2	100.9	6.9	1270	c	New NW Bcstrs	89	9509			Oldies	500	0.92	6.2	4.7	4.9	4.4	5.6	3.5	3.9	5.1	5.9
KMNA	Prosser	C3	101.7	3.5	869		Moon Bcstg Corp	62	0005	1,250	c2	Mexican	700	1.53	5.2	6.2	5.3	2.5	6.0	3.5	6.4	1.2	0.9
KXDD	Yakima	C1	104.1	100.0	804	c	New NW Bcstrs	71	9905		d4	Country	1,900	1.32	16.4	16.1	9.7	12.7	13.7	11.8	15.7	15.4	13.9
KRSE	Yakima	C1	105.7	100.0 cp	545	c	New NW Bcstrs	77	9808		d1	AC	325	0.58	6.4	4.0	4.9	4.7	5.6	3.1	3.9	3.2	4.3
KFFM	Yakima	C	107.3	100.0	1513	a	Clear Channel Comm	70	9911		g5	CHR	900	1.12	9.1	5.8	7.7	6.5	8.1	6.7	15.7	14.2	16.8
# FM Stations - 11														# Combos - 9		FM TOTALS							
														74.7	63.8	64.8	60.4	59.8	53.4	61.0	59.4	57.5	

														ARB 12+ Metro Shares (see rights)									
														Avg '02	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
														Local	2003	2002	2002	2001	2001	2000	2000	1999	
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	Comm	2003	2002	2002	2001	2001	2000	2000	1999
• KYAK	Yakima	D	930	10.0	0.13		Read Bcstg Network	62	9803	150		Religion	100		0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	1.1
KJOX	Selah	B	980	5.0	0.50	c	New NW Bcstrs	55	9905		d4	Sprts/Talk	50		0.7	0.7	2.0	0.7	0.4	1.2	0.4	0.0	0.9
KYXE	Union Gap	B	1020	4.0 cp	0.40	b	Butterfield Bcstg	83	9811		c3	Mexican	250	1.05	2.7	2.6	1.6	1.1	3.2	1.6	1.4	0.0	1.6
KZTS	Sunnyside	B	1210	10.0	1.00	b	Butterfield Bcstg	50	9710		c1	Span/Mexcn			0.7	0.4	0.4	0.7	0.4	0.4	0.0	0.8	0.0
KIT	Yakima	B	1280	5.0	1.00	a	Clear Channel Comm	29	9911		g5	News/Talk	1,100	0.82	15.3	6.2	8.1	11.6	13.0	11.0	11.8	11.9	11.7
KBBO	Yakima	B	1390	5.0	0.50	c	New NW Bcstrs	47	9812		d1	Religion	75		0.9	0.0	0.0	1.1	0.4	1.6	0.4	0.4	0.5
KUTI	Yakima	B	1460	5.0	3.70	a	Clear Channel Comm	44	9911		g5	Country	200	0.47	4.8	4.0	3.2	3.6	4.2	3.9	3.2	2.0	1.5
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	0.0	3.2	1.0
# AM Stations - 8														# Combos - 6		AM TOTALS							
														25.3	13.9	15.3	18.8	22.0	19.7	17.2	18.3	18.3	
AM & FM Stations Profiled - 19														# Duopolies - 7		Total Local Commercial Share							
														77.7	80.1	79.2	81.8	73.1	78.2	77.7	75.8		

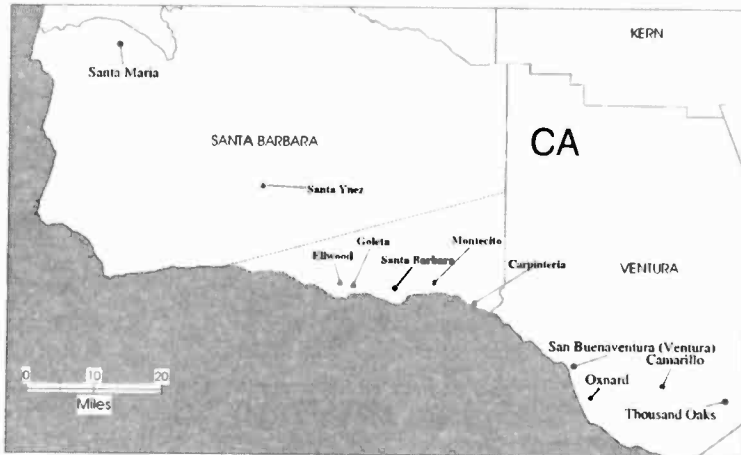
• Indicates a change since last edition

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 ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$9,300	\$9,000	\$9,500	\$11,000	\$10,200	\$11,700	4.7%
	<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>
	14.7%	\$12,400	\$13,400	\$14,500	\$15,300	\$16,000	6.5%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$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)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
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 ^{1/}	2,841.1	NA ^{1/}	2,841.1	3,982.3	7.0%
EBI ^{2/}	3,170.7	3,780.6	3.6%	3,780.6	4,581.3	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)	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		10	10	5	15
Tot 12+	18.2	27.4		45.6	45.6	19.8	65.4
Avg 12+	4.6	4.6		4.6	4.6	4.0	4.4
Tot LCS	27.8	41.9		69.7	69.7	30.3	100.0
Avg LCS	7.0	7.0		7.0	7.0	6.1	6.7

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

Market: Santa Barbara, CA

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KJEE	Montecito	A	92.9	0.8	886		Montecito FM Inc	94				Modem Rock	1,000	0.64	13.4	7.6	8.9	8.9	8.1	6.4	4.5	7.1	5.4			
KDB	Santa Barbara	B	93.7	12.5	869		Pacific Bcstg Co	60	7104			Classical	300	0.43	6.0	3.0	2.7	3.8	3.8	3.4	3.7	5.1	8.5			
KSPE	Ellwood	B	94.5	0.9	2950	b	Clear Channel Comm	89	9905		g1	Mexican	800	1.71	4.0	4.6	6.2	2.5	2.6	3.8	2.1	2.4	5.7			
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	3.8	3.6	3.4	3.8	3.8	5.8	5.5	3.8			
KTYD	Santa Barbara	B	99.9	34.0	1280	b	Clear Channel Comm	62	9905		g1	AOR	1,800	1.71	9.0	6.3	7.1	5.5	6.0	6.4	8.3	6.3	8.5			
KSBL	Carpinteria	A	101.7	1.0	804	b	Clear Channel Comm	81	9905		g1	AC	1,800	1.24	12.4	5.1	4.4	7.2	8.5	5.1	6.2	7.9	8.0			
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	5.1	6.2	4.7	6.0	5.1	5.8	5.5	7.8			
KRAZ	Santa Ynez	A	105.9	0.1 cp	2933		Knight Bcstg Inc	01	0105	325	cp	Country	400		0.3	2.1	0.9	0.4	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	3.4	3.6	5.1	2.1	2.6	2.5	2.4	2.2			
KIST	Santa Barbara	B1	107.7	0.9	1627	b	Clear Channel Comm	97	9905		g1	CHR	850	0.81	9.0	4.6	5.3	6.4	5.1	6.8	4.1	5.5	4.0			
# FM Stations -															10	# Combos -		7	FM TOTALS							
															73.9	45.6	48.9	47.9	46.0	43.4	43.0	47.7	53.9			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KTMS	Santa Barbara	B	990	5.0	0.50	b	Clear Channel Comm	62	9905		g1	News/Talk	700	0.59	10.1	6.3	6.2	5.5	7.3	6.4	5.4	5.1	6.1			
• KEYT	Santa Barbara	B	1250	2.5	1.00		Mapleton Comm	37	0307 p		na	News	500	1.16	3.7	3.0	2.7	3.0	1.7	3.0	2.9	2.4	2.3			
KZBN	Santa Barbara	D	1290	0.5	0.12		Rotijefco Inc	61	9411	299		Adlt Stndrd	150	0.26	5.0	4.6	2.2	3.0	3.4	4.3	4.5	3.1	2.0			
KIST	Santa Barbara	C	1340	0.7	0.00	b	Clear Channel Comm	46	9905		g1	Sprts/Talk	125		0.9	1.3	0.9	0.8	0.4	1.3	0.8	1.6	0.8			
KBKO	Santa Barbara	C	1490	1.0	1.00	b	Clear Channel Comm	26	9905		g1	Mexican	700	0.93	6.4	4.6	6.2	3.4	4.7	3.0	2.9	2.4	3.2			
# AM Stations -															5	# Combos -		3	AM TOTALS							
AM & FM Stations Profiled -															15	# Duopolies -		5	Total Local Commercial Share							
															26.1	19.8	18.2	15.7	17.5	18.0	16.5	14.6	14.4			
															65.4	67.1	63.6	63.5	61.4	59.5	62.3	68.3				

• 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
Total	206.7

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$5,200	\$5,100	\$6,100	\$6,200	\$6,000	\$6,700	5.0%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	11.7%	\$7,100	\$7,600	\$8,000	\$8,400	\$8,800	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$2.02/1,000	\$2.39/1,000	Local	75%		
	\$25.30	\$32.41	\$42.88	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 ^{1/}	3,311.6	NA ^{1/}	3,311.6	3,677.6	2.1%
EBI ^{2/}	2,851.5	2,946.1	0.7%	2,946.1	3,393.6	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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
Total	206.7	31.0	17.3	24.0	25.4	29.7	28.5	50.8
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	5		9	12	6	18
Tot 12+	24.0	48.2		71.0	72.2	0.4	72.6
Avg 12+	3.4	9.6		7.9	6.0	0.1	4.0
Tot LCS	33.1	66.4		97.8	99.4	0.6	100.0
Avg LCS	4.7	13.3		10.9	8.3	0.1	5.6

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

Market: Terre Haute, IN

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)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WPFR	Clinton	A	93.9	2.4 cp	528	f	Word Power Inc	00			Christian			0.9	0.0	0.0	0.9	0.4	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	0.0	0.9	0.0	0.4	0.5	0.0	0.4	0.7			
WWSY	Seelyville	A	95.9	4.1	397	a	Bright Tower Comm	95 9909	665		Hot AC	225	1.08	3.1	2.0	1.4	2.6	2.1	2.4	2.6	2.4	2.7			
WSDM	Brazil	A	97.7	6.0	299	b	Crossroads Investmnt	73 9007	350	c1	Oldies	400	1.01	5.9	4.4	6.5	5.2	3.8	5.3	3.5	5.7	3.1			
WACF	Paris	B	98.5	50.0	499	d	Key Bcstg Inc	52 9402	675	c3	Country	400	1.66	3.6	4.0	2.3	2.2	3.3	1.9	2.2	3.3	3.3			
WTHI	Terre Haute	B	99.9	50.0	489	c	Emmis	48 9810			Country	2,000	1.09	27.4	21.1	22.8	21.2	20.5	23.1	22.3	21.1	17.3			
WMGI	Terre Haute	B	100.7	50.0	499	a	Bright Tower Comm	60 8505	750		CHR	1,225	0.82	22.3	14.7	14.9	17.3	16.7	15.4	14.4	14.2	13.0			
WLEZ	Terre Haute	B	102.7	28.0	659		Crossroads Investmnt	62 0304	2,092		Soft AC	500	0.96	7.8	4.8	7.4	4.8	7.1	4.8	3.5	3.7	5.8			
WCBH	Casey	B1	104.3	11.0	495		Cromwell Group	89 0202		g	Lite AC	225	2.10	1.6	3.6	1.9	1.7	0.8	0.0	0.4	1.2	0.8			
WAXI	Rockville	A	104.9	1.2	440	b	Crossroads Investmnt	77 9805	485		Adlt Stndrd	275	0.61	6.7	4.8	4.7	4.8	5.4	4.3	3.1	4.1	5.1			
WWVR	West Terre	A	105.5	3.3	295	c	Emmis	67 9810		g1	Clsc Rock	975	0.83	17.6	11.6	9.8	14.7	12.1	7.7	12.2	8.9	7.8			
● WMMC	Marshall	A	105.9	2.3	525		JDL Broadcasting Inc	89 9810	300		AC	50	0.34	2.2	1.2	1.9	0.9	2.5	2.4	1.3	0.8	1.3			
# FM Stations -														12	# Combos -		9	FM TOTALS							
														99.4	72.2	74.5	76.3	75.1	67.8	65.5	65.8	60.9			

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)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WKZI	Casey	B	800	0.3	0.25	f	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	0.4	0.5	0.0	0.4	0.0	0.4	0.4	0.0			
WPRS	Paris	B	1440	1.0	0.25	d	Key Bcstg Inc	51 9402		c3	Old/Nws/Tik	100		0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0			
WPFR	Terre Haute	B	1480	5.0	1.00	f	Word Power Inc	48 0001		na	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6			
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			
# AM Stations -														6	# Combos -		6	AM TOTALS							
AM & FM Stations Profiled -														18	# Duopolies -		5	Total Local Commercial Share							
														0.6	0.4	0.5	0.4	0.4	0.0	0.4	0.4	2.1			
														72.6	75.0	76.7	75.5	67.8	65.9	66.2	63.0				

Other Rulemaking: 107.5. B, Terre Haute

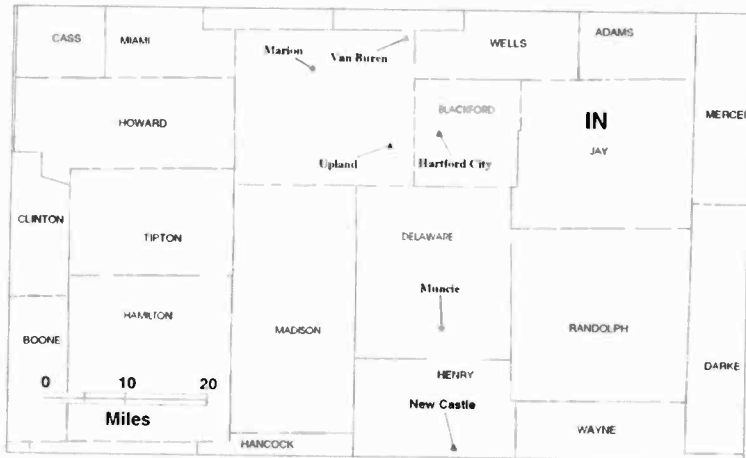
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 201

Revenue Rank: 223

Muncie-Marion, IN Market Overview



Metro Counties / Population (000)

Blackford, IN	14.0
Delaware, IN	117.7
Grant, IN	72.7
Total	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
		N/A	N/A	N/A	N/A	\$6,300	\$6,900
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.5%	\$7,300	\$7,800	\$8,300	\$8,700	\$9,200	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$2.82/1,000	\$3.29/1,000	Local	80%		
	N/A	\$33.76	\$45.86	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 ^{1/}	2,449.4	NA ^{1/}	2,449.4	2,793.5	2.7%
EBI ^{2/}	2,927.3	3,075.2	1.0%	3,075.2	3,518.1	2.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	3		6	6	4	10
Tot 12+	15.9	25.4		41.3	41.3	3.3	44.6
Avg 12+	5.3	8.5		6.9	6.9	0.8	4.5
Tot LCS	35.7	57.0		92.6	92.6	7.4	100.0
Avg LCS	11.9	19.0		15.4	15.4	1.8	10.0

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

Market: Muncie-Marion, IN

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)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WHTY	Hartford City	A	93.5	3.9 cp	407	c	Backyard Bcstg	65	0210		st	Clsc Hits	500			3.3	4.3	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			7.0	6.7	0.0	0.0	0.0	0.0	0.0	0.0			
WMDH	New Castle	B	102.5	50.0	499		Citadel Bcstg Corp	47	9906		g	Country	1,700			12.7	11.1	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			8.9	11.1	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			5.6	2.9	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	0304	1,634	c1	Lite AC	800			3.8	4.3	0.0	0.0	0.0	0.0	0.0	0.0			
# FM Stations -															6	# Combos -		5	FM TOTALS							
															0.0	41.3	40.4	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		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)	C									Owner	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WGOM	Marion	B	860	1.0	0.50	b	Mid-Amer Radio Grp	55	0304		c1	Talk/Sprts	400			0.9	1.4	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			
WXFN	Muncie	C	1340	1.0	1.00	c	Backyard Bcstg	26	0210		st	Sports	100			0.5	0.5	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	1.9	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations -															4	# Combos -		3	AM TOTALS							
AM & FM Stations Profiled -															10	# Duopolies -		3	Total Local Commercial Share							
															0.0	3.3	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
															44.6	44.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0			

NOTE: Market first rated Fall 2002

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 202

Revenue Rank: 198

Duluth-Superior, MN-WI Market Overview



Metro Counties / Population (000)

Carlton, MN	32.1
St. Louis, MN	123.8
Douglas, WI	43.3
Total	199.2

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	\$8,000	\$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	\$10,100	\$10,600	\$11,100	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.47/1,000	2007 \$3.74/1,000			Est. Breakout	
Revenue/Capita	\$33.83	\$42.17	\$55.47			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	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 ^{1/}	2,417.9	NA ^{1/}	2,417.9	2,968.3	4.2%
EBI ^{2/}	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	9	14	7	21
Tot 12+	0.0		60.3	58.7	60.3	17.6	77.9
Avg 12+	0.0		4.6	6.5	4.3	2.5	3.7
Tot LCS	0.0		77.4	75.4	77.4	22.6	100.0
Avg LCS	0.0		6.0	8.4	5.5	3.2	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	6.3	8.0	6.8	7.0	9.3	8.9	9.1	9.0		
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	9.0	7.6	10.1	9.8	11.1	10.3	9.1	8.1		
KDAL	Duluth	C1	95.7	100.0	804	b	Midwest Comm Inc	85	0109	7,500	d1	AC	700	1.44	5.8	5.9	4.2	4.3	4.7	5.1	5.6	6.3	6.8		
WKLK	Cloquet	C3	96.5	25.0	315	d	Quamstrom, Alan	92				Clsc Rock				1.2	1.3	0.5	0.5	0.5	0.0	0.0	0.0		
KTCO	Duluth	C1	98.9	100.0	600	b	Midwest Comm Inc	72	0109		d1	Country	700	0.98	8.5	6.6	5.5	6.3	7.0	5.6	5.1	3.8	5.3		
KLDJ	Duluth	C2	101.7	18.5	824	a	Clear Channel Comm	94	0303		sw	Oldies	900	1.07	10.0	6.3	5.9	8.2	7.4	6.0	7.0	6.7	6.6		
KRBR	Superior	C1	102.5	100.0	600	b	Midwest Comm Inc	79	0109		d1	CHR	600	0.75	9.5	5.9	8.8	8.7	6.0	6.5	6.5	6.7	6.4		
KZIO	Two Harbors	C2	104.3	50.0	397	c	Red Rock Radio Corp	95	9910		c1	Clsc Hits	75	0.50	1.8	3.5	1.7	1.9	0.9	0.9	1.4	2.9	3.2		
KKCB	Duluth	C1	105.1	100.0	791	a	Clear Channel Comm	66	0305		sw	Country	1,700	1.67	12.1	10.9	10.5	8.7	10.2	9.3	9.8	11.5	10.0		
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	0.0	0.5	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	0.0	0.1		
• WMOZ	Moose Lake	A	106.9	6.0	118	d	Quamstrom, 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	0.4	0.8	0.5	0.5	0.5	0.5	0.5	0.4		
KBMX	Proctor	C2	107.7	7.7	912	a	Clear Channel Comm	94	0303		sw	Modern AC	350	0.97	4.3	4.3	3.4	3.9	2.8	4.6	4.7	3.4	2.4		
# FM Stations -					14	# Combos -					13	FM TOTALS					74.3	60.3	57.7	59.9	56.8	59.4	59.8	60.5	58.3

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WEBC	Duluth	B	560	50.0 cp	5.00	a	Clear Channel Comm	24	0305		sw	Talk	575	0.83	8.2	6.3	5.0	6.8	6.0	5.1	5.1	4.8	4.2		
KDAL	Duluth	B	610	5.0	5.00	b	Midwest Comm Inc	36	0109		d1	FullService	725	0.71	12.1	6.6	10.1	8.7	10.2	10.2	7.9	7.7	9.3		
WDSM	Superior	B	710	10.0	5.00	b	Midwest Comm Inc	39	0109		d1	Talk	150	0.94	1.9	1.2	0.8	1.0	1.9	1.9	2.3	2.9	2.6		
WWJC	Duluth	D	850	10.0	0.00		WWJC Inc	63	8309	515		Chrst/Talk	50		0.6	0.0	0.4	0.0	0.9	0.9	0.0	1.9	2.1		
• WGEE	Superior	D	970	1.0	0.03	b	Midwest Comm Inc	59	0109		d1	Talk			0.6	0.8	0.0	0.5	0.5	0.0	0.5	0.5	0.5		
WKLK	Cloquet	C	1230	0.7	0.00	d	Quamstrom, Alan	50				Nostalgia				2.3	2.1	3.4	0.9	0.9	1.9	1.9	1.4		
KQDS	Duluth	C	1490	1.0	1.00	c	Red Rock Radio Corp	63	9811		g1	News	75	0.43	2.1	0.4	0.4	0.0	3.3	3.2	2.8	1.9	0.0		
# AM Stations -					7	# Combos -					6	AM TOTALS					25.5	17.6	18.8	20.4	23.7	22.2	20.5	21.6	20.1
AM & FM Stations Profiled -					21	# Duopolies -					8	Total Local Commercial Share					77.9	76.5	80.3	80.5	81.6	80.3	82.1	78.4	

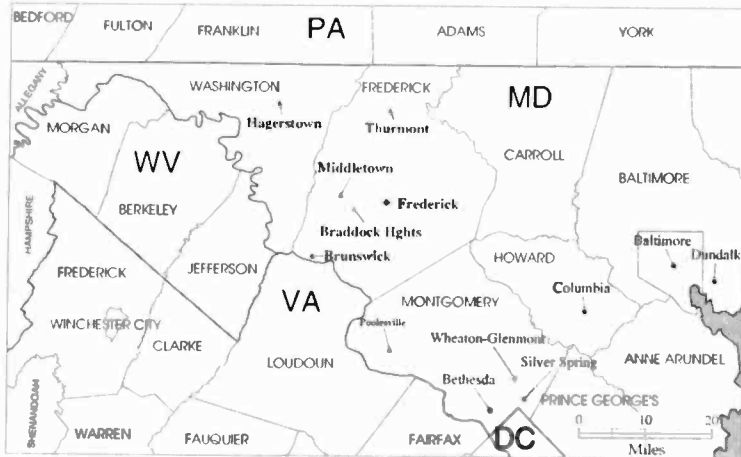
• Indicates a change since last edition

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)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$5,100	\$5,800	\$6,500	\$6,200	\$6,800	\$7,300	7.3%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.4%	\$7,700	\$8,200	\$8,700	\$9,200	\$9,600	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$2.15/1,000	2007 \$1.82/1,000	Est. Breakout			
Revenue/Capita	\$28.21	\$35.54	\$41.70	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	180.8	205.4	2.6%	205.4	230.2
Households	63.9	74.1	3.0%	74.1	83.9	2.5%
Retail Sales	NA ^{1/}	3,392.2	NA ^{1/}	3,392.2	5,279.9	9.3%
EBI ^{2/}	2,952.9	4,375.6	8.2%	4,375.6	6,145.6	7.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	3		4	5	5	10
Tot 12+	11.0	20.6		31.2	31.6	4.8	36.4
Avg 12+	5.5	6.9		7.8	6.3	1.0	3.6
Tot LCS	30.2	56.6		85.7	86.8	13.2	100.0
Avg LCS	15.1	18.9		21.4	17.4	2.6	10.0

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

Market: Frederick, MD

Competitive Overview

Metro Rank: 203

Some stations also rated in Washington, D.C. and Hagerstown.

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WFRE	Frederick	B	99.9	7.9	1165	a	Clear Channel Comm	61	0008		g	Country	4,500	1.43	43.2	16.6	16.5	16.9	15.5	18.5	12.7	16.3	16.2			
WAFY	Middletown	A	103.1	1.0	571		Frederick Bcstg LLC	90				AC	1,525	1.04	20.1	6.1	4.6	8.0	7.1	6.6	10.0	6.4	7.9			
WWVZ	Braddock	A	103.9	0.4	912	b	Bonneville Intl	72	9607			Hot AC			9.3	4.9	3.8	4.8	2.2	2.3	2.3	3.4	2.2			
WWZZ	Waldorf	B	104.1	20.0	801	b	Bonneville Intl	65	9607			Hot AC	n/a		3.5	0.4	0.8	0.8	1.8	3.1	5.4	4.3	2.5			
WARX	Hagerstown	B	106.9	15.5 cp	853		Manning Bcstg Inc	57	8210	See (169)		Oldies	n/a		10.7	3.6	4.2	4.0	4.0	5.4	4.1	4.3	3.2			
# FM Stations -															5	# Combos -		3	FM TOTALS							
															86.8	31.6	29.9	34.5	30.6	35.9	34.5	34.7	32.0			

AM Stations

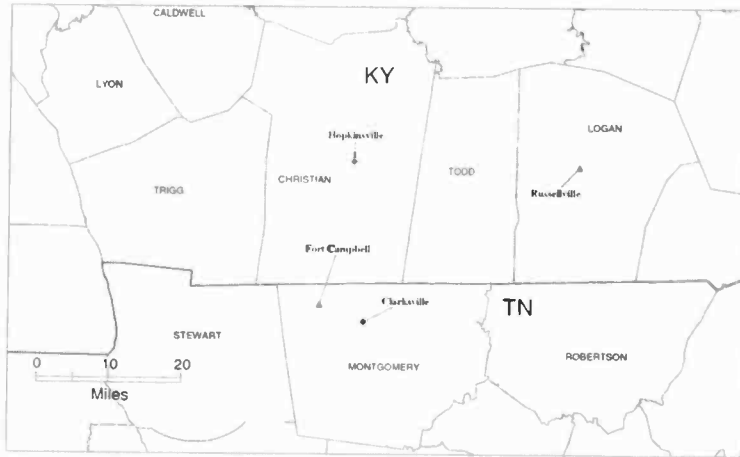
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WGOP	Poolesville	D	700	25.0 cp	0.00		Birach Bcstg Corp	95	0212			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	0.8	0.4	0.8	0.9	0.0	0.5	0.9	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	4.0	2.5	3.2	4.9	3.5	4.1	5.2	5.9			
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							
AM & FM Stations Profiled -															10	# Duopolies -		1	Total Local Commercial Share							
															13.2	4.8	2.9	4.0	5.8	3.5	4.6	6.1	5.9			
															36.4	32.8	38.5	36.4	39.4	39.1	40.8	37.9				

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
Total	211.1

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	N/A	\$3,200	\$3,900	\$4,400	\$4,900	
	<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>
	11.4%	\$5,200	\$5,600	\$5,900	\$6,200	\$6,500	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$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)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
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 ^{1/}	2,355.0	NA ^{1/}	2,355.0	2,927.7	4.4%
EBI ^{2/}	2,377.4	2,940.8	4.3%	2,940.8	3,705.9	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)	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+	6.8		43.3	50.1	50.1	6.8	56.9
Avg 12+	6.8		10.8	10.0	10.0	1.1	5.2
Tot LCS	12.0		76.1	88.0	88.0	12.0	100.0
Avg LCS	12.0		19.0	17.6	17.6	2.0	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 Nashville.

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
• WZZP	Hopkinsville	A	97.5	6.0	328	c	Saga Comm Inc	00	0102		d1	Rock	475	1.51	6.4	6.8	7.9	3.7	2.0	3.5	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	6.8	6.4	4.6	5.4	7.0	7.1	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	9.9	9.4	7.3	3.4	9.3	7.6	0.0	0.0			
WUBT	Russellville	C1	101.1	47.0	1289	a	Clear Channel Comm	65	0008			Urban	n/a		32.2	18.9	13.3	14.2	14.2	3.1	2.2	0.0	0.0			
WCVQ	Fort Campbell	C1	107.9	100.0	902	c	Saga Comm Inc	69	0102	6,700	d1	Hot AC	1,300	1.83	14.5	7.7	6.4	6.4	6.4	7.9	6.2	0.0	0.0			
# FM Stations -															5	# Combos -		4	FM TOTALS							
															76.5	50.1	43.4	36.2	31.4	30.8	23.1	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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
• WJOI	Clarksville	D	540	1.0	0.06	c	Saga Comm Inc	54	0102		d1	ChrsContem	75			0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0			
WHOP	Hopkinsville	C	1230	1.0	1.00	b	Key Bcstg Inc	40	9911		c1	Nws/Tik/Spt	100	0.38	5.4	1.8	1.5	2.3	2.5	2.2	2.7	0.0	0.0			
WJMR	Fort Campbell	D	1370	1.0	0.05	c	Saga Comm Inc	63	0102		d1	Urban/AC	200	0.46	8.8	1.8	2.0	2.8	4.9	4.8	4.9	0.0	0.0			
WJZM	Clarksville	C	1400	1.0	1.00		Comberland Radio	41	9004	210		Nws/Spt/Tik	150	0.93	3.3	1.4	2.0	1.4	1.5	2.2	1.8	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	0.9	1.0	0.5	1.0	1.3	0.4	0.0	0.0			
WCTZ	Clarksville	B	1550	2.5 cp	0.01		Cromwell Group	80				Black Gospl	350	1.66	4.3	0.9	2.5	2.3	1.5	1.3	0.9	0.0	0.0			
# AM Stations -															6	# Combos -		3	AM TOTALS							
AM & FM Stations Profiled -															11	# Duopolies -		2	Total Local Commercial Share							
															23.5	6.8	9.0	9.3	11.4	11.8	11.6	0.0	0.0			
															56.9	52.4	45.5	42.8	42.6	34.7	0.0	0.0				

NOTE: Market first rated Fall 2000

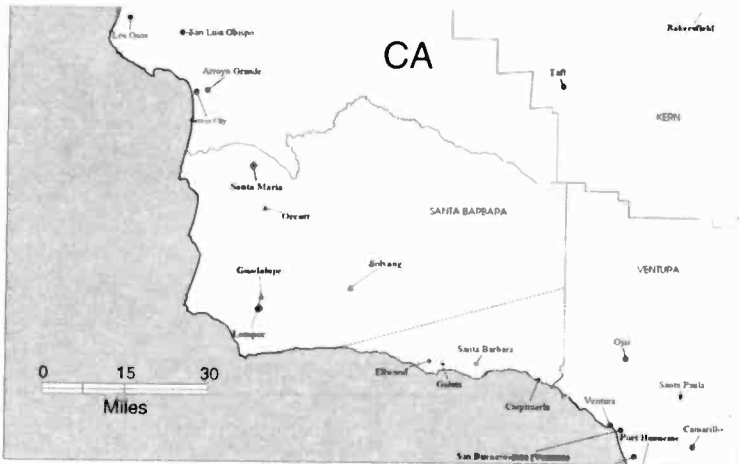
• Indicates a change since last edition

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	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$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 ^{1/}	2,729.7	NA ^{1/}	2,729.7	3,826.2	7.0%
EBI ^{2/}	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	Viable FMs	All FMs	All AMs	Total
# Stations	3	6		6	9	6	15
Tot 12+	8.2	31.7		37.1	39.9	4.3	44.2
Avg 12+	2.7	5.3		6.2	4.4	0.7	2.9
Tot LCS	18.6	71.7		83.9	90.3	9.7	100.0
Avg LCS	6.2	12.0		14.0	10.0	1.6	6.7

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

Market: Santa Maria-Lompoc, CA

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KPAT	Orcutt	B1	95.7	3.3 cp	883	c	Amer General Media	87	0001	900		HpHop/R&B	250	0.82	6.5	4.3	7.8	3.3	2.8	3.2	3.1	2.0	3.9			
KSYV	Solvang	A	96.7	5.8	-52		Knight Bcstg Inc	82	0112	655		AC	175	3.72	1.0	0.0	0.0	0.9	0.0	0.0	0.8	0.0	1.9			
KXFM	Santa Maria	B	99.1	2.3	1906	a	Clear Channel Comm	59	0012		g1	Clsc Rock	500	0.89	11.9	4.3	7.8	3.7	7.6	2.4	3.9	4.7	5.0			
KRQK	Lompoc	B1	100.3	3.6 cp	853	c	Amer General Media	79	9912	1,300		Mexican	500	0.81	13.2	9.4	4.3	7.5	4.8	2.0	5.0	2.7	6.1			
KSNI	Santa Maria	B	102.5	13.5	860	a	Clear Channel Comm	60	0012		g1	Country	500	0.97	11.0	9.4	4.8	5.1	5.2	6.3	6.2	12.5	5.3			
KBOX	Lompoc	B1	104.1	3.9 cp	824	c	Amer General Media	68	0004		na	AC	450	1.35	7.1	3.1	5.7	2.3	4.4	4.4	4.3	3.1	2.8			
KWSZ	Lompoc	A	105.1	0.4	1217		Mapleton Comm	99	0301	1,050		Lite Rock	100	0.97	2.2	1.6	1.3	0.9	1.2	0.0	1.2	0.0	0.0			
KIDI	Guadalupe	A	105.5	0.4	1342	b	Emerald Wave Media	92	0204		st	Spn/Mex/VHt	650	0.95	14.6	6.6	5.2	8.4	5.2	6.7	10.5	1.6	4.4			
KSMY	Lompoc	B1	106.7	3.5	879	a	Clear Channel Comm	98	0012		g1	Hot AC	150	0.69	4.6	1.2	1.3	1.9	2.4	2.8	1.6	2.7	0.7			
# FM Stations -															9	# Combos -		7	FM TOTALS							
															72.1	39.9	38.2	34.0	33.6	27.8	36.6	29.3	30.1			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KGDP	Orcutt	B	660	10.0	1.00		Radio Reps Inc	87				Chrst/Talk	350	2.86	2.6	0.0	0.9	0.9	1.6	0.4	0.8	0.0	0.6			
KSMA	Santa Maria	C	1240	1.0	1.00	a	Clear Channel Comm	46	0012		g1	Nws/Tlk/Spt	350	1.20	6.2	2.3	3.9	1.9	4.0	3.6	3.1	2.0	2.0			
KTME	Lompoc	D	1410	0.5	0.08	d	Mapleton Comm	63	0304	1,300	c1	Talk			1.2	0.8	0.0	0.0	1.2	0.8	0.8	1.2	0.0			
KUHL	Santa Maria	B	1440	5.0	1.00	d	Mapleton Comm	46	0304		c1	Talk	500	0.87	12.2	1.2	2.2	4.7	6.8	7.1	7.8	6.6	4.6			
KSBO	Santa Maria	D	1480	1.0	0.06		Lazer Bcstg Corp	61	0002	225		Mexican			1.5	0.0	0.0	1.4	0.0	0.0	0.8	0.0	0.0			
KTAP	Santa Maria	D	1600	0.5	0.00	b	Emerald Wave Media	62	0204		st	Mexican	200	0.99	4.3	0.0	1.3	2.8	1.2	0.0	3.5	0.0	0.0			
# AM Stations -															6	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -															15	# Duopolies -		4	Total Local Commercial Share							
															28.0	4.3	8.3	11.7	14.8	11.9	16.8	9.8	7.2			
															44.2	46.5	45.7	48.4	39.7	53.4	39.1	37.3				

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 206

Revenue Rank: 161

Springfield, IL Market Overview



Metro Counties / Population (000)

Menard, IL	12.6
Sangamon, IL	188.7
Total	201.3

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>
	\$9,800	\$11,000	\$10,700	\$11,100	\$11,500	\$11,900	4.0%
	<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>
	3.5%	\$12,600	\$13,500	\$14,200	\$15,000	\$15,700	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$5.85/1,000	\$7.05/1,000	Local	91%		
	\$47.85	\$59.12	\$77.65	National	9%		

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	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 ^{1/}	2,034.0	NA ^{1/}	2,034.0	2,227.1	1.8%
EBI ^{2/}	3,467.1	3,801.8	1.9%	3,801.8	4,541.6	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)	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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	8		9	10	3	13
Tot 12+	7.1	52.9		57.5	60.0	16.3	76.3
Avg 12+	3.6	6.6		6.4	6.0	5.4	5.9
Tot LCS	9.3	69.3		75.4	78.6	21.4	100.0
Avg LCS	4.7	8.7		8.4	7.9	7.1	7.7

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

Market: Springfield, IL

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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WQLZ	Taylorville	B1	92.7	11.5	482	b	Mid-West Family Bcst	67	9211	1,000		AOR	1,000	0.82	10.3	5.4	6.7	7.9	7.6	6.9	6.4	8.1	9.8
WMHX	Lincoln	B1	93.9	15.0	430	c	Saga Comm Inc	93	9705	6,000	c2	Hot AC	400	1.08	3.1	2.5	1.3	2.2	2.5	4.9	4.4	2.7	5.0
WCVS	Viriden	A	96.7	6.0	328	a	Clear Channel Comm	82	0008		g	Clsc Rock	600	1.48	3.4	3.3	3.3	2.6	2.5	5.7	3.6	4.3	3.7
WYVR	Petersburg	A	97.7	6.0	328	b	Mid-West Family Bcst	02				Hot AC	100	0.42	2.0	3.8	4.2	3.1	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	1.23	11.3	6.3	7.1	8.7	8.4	7.3	9.6	10.9	7.3
WXAJ	Hillsboro	B	99.7	50.0	492	a	Clear Channel Comm	01	0108	2,800		CHR	300	0.43	5.9	3.3	4.2	5.2	3.8	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	1.73	6.3	5.0	7.1	3.9	5.5	5.7	9.6	7.4	9.1
WQQL	Springfield	B	101.9	50.0	272	c	Saga Comm Inc	65	9309	1,500	e	Oldies	900	0.89	8.5	7.9	10.0	7.4	5.5	8.1	7.2	7.0	5.1
WDBR	Springfield	B	103.7	20.0 cp	768	c	Saga Comm Inc	48	9705		c2	CHR	1,775	1.31	11.4	5.8	9.2	7.4	9.7	13.0	14.3	14.7	12.2
WFMB	Springfield	B	104.5	43.0	430	a	Clear Channel Comm	65	0008		g	Country	2,000	0.77	21.8	16.7	9.6	17.5	15.5	15.0	9.6	12.0	12.0
# FM Stations - 10													# Combos - 10										
													FM TOTALS										
													84.0	60.0	62.7	65.9	61.0	66.6	64.7	67.1	64.2		

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WMAY	Springfield	B	970	1.0	0.50	b	Mid-West Family Bcst	50	7612			News/Talk	850	1.21	5.9	6.7	8.3	5.2	3.8	4.9	6.8	6.2	6.7
WTAX	Springfield	C	1240	1.0	1.00	c	Saga Comm Inc	30	9705		c2	Nws/Tlk/Spt	725	0.86	7.1	6.7	5.0	4.8	5.9	5.7	6.0	5.8	6.9
WFMB	Springfield	C	1450	1.0	1.00	a	Clear Channel Comm	22	0008		g	Sports	300	0.81	3.1	2.9	2.1	2.6	2.1	2.4	2.4	2.3	2.7
# AM Stations - 3													# Combos - 3										
													AM TOTALS										
													16.1	16.3	15.4	12.6	11.8	13.0	15.2	14.3	16.3		
AM & FM Stations Profiled - 13													# Duopolies - 5										
													Total Local Commercial Share										
													76.3	78.1	78.5	72.8	79.6	79.9	81.4	80.5			

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
Total	196.1

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

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	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%	\$4,300	\$4,500	\$4,800	\$5,100	\$5,300	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$2.59/1,000	\$2.96/1,000	Local	80%		
	N/A	\$20.40	\$27.55	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 ^{1/}	1,546.3	NA ^{1/}	1,546.3	1,788.4	3.0%
EBI ^{2/}	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		10	12	6	18
Tot 12+	22.0	28.3		50.3	50.3	6.0	56.3
Avg 12+	2.4	9.4		5.0	4.2	1.0	3.1
Tot LCS	39.1	50.3		89.3	89.3	10.7	100.0
Avg LCS	4.3	16.8		8.9	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.

Market: Olean, NY

Competitive Overview

Some stations also rated in Buffalo-Niagara Falls.
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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WBUF	Buffalo	B	92.9	49.0	581		Infinity Bcstg	47	0102			Rock/Talk	n/a			5.1	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			1.3	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			18.1	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	0.0
WQRT	Salamanca	A	98.3	3.2 cp	443	f	Washington, Michael	88				Clsc Rock	375			5.1	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			3.4	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			3.4	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZKZ	Alfred	A	101.9	1.0	801		Pembroke Pines Inc	99				Country	100			2.5	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			5.1	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			4.6	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLMJ	Kane	A	103.9	3.0	289		Beech Tree Bcstg Co	84	9212	245		Country	275			1.7	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WQRM	Smethport	A	106.3	1.0	787		Allegheny Mtn Ntwk	90				Adlt Stndrd	50			0.0	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	50.3	54.4	0.0	0.0	0.0	0.0	0.0	0.0	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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	0.0
WLSV	Wellsville	D	790	1.0	0.04	c	DBM Comm Inc	55	9810		c1	Country	150			3.0	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			0.4	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			1.3	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			1.3	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	0.0
# AM Stations - 6													# Combos - 6		AM TOTALS									
															0.0	6.0	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									
															56.3	61.3	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.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 208

Revenue Rank: 244

Bowling Green, KY Market Overview



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
Total	191.0

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	N/A	\$4,800	\$5,400	\$5,300	\$5,700
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.5%	\$6,000	\$6,500	\$6,800	\$7,200	\$7,600	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.51/1,000	\$2.75/1,000	Local 75%
Revenue/Capita	N/A	\$29.84	\$37.87	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	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 ^{1/}	2,273.3	NA ^{1/}	2,273.3	2,767.3	4.0%
EBI ^{2/}	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	11	13	6	19
Tot 12+	9.8		52.7	61.3	62.5	10.3	72.8
Avg 12+	2.0		6.6	5.6	4.8	1.7	3.8
Tot LCS	13.5		72.4	84.2	85.9	14.1	100.0
Avg LCS	2.7		9.0	7.7	6.6	2.4	5.3

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

Market: Bowling Green, KY

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)												
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999					
WDNS	Bowling Green	C3	93.3	12.0	472	d	Daily News Bcstg Co	73				Clsc Rock	350	0.80	7.7	4.0	5.7	5.6	5.2	5.3	6.3	7.5	0.0					
WGBV	Glasgow	A	94.1	4.5	299	a	Forever Comm Inc	97	0302	416		Country			1.4	0.6	2.1	1.0	1.0	1.6	0.6	3.0	0.0					
WGGC	Glasgow	C0	95.1	100.0	988		Skytower Comm Inc	61	9711		st	Country	900	0.97	16.3	10.9	7.8	10.6	12.6	10.0	12.6	11.6	0.0					
● WBVR	Auburn	C2	96.7	45.0	423	a	Forever Comm Inc	65	9510		nc	Country	1,475	1.84	14.1	9.1	10.9	8.1	12.0	9.5	10.9	12.6	0.0					
WKNK	Edmonton	A	99.1	6.0	328	c	Hart County Comm Inc	90	0106	350		Country	300	0.86	6.1	2.9	2.1	3.0	5.8	4.7	4.6	4.5	0.0					
WVLE	Scottsville	A	99.3	6.0	328	g	Sherandan Bcstg Co	67				Country	250	1.02	4.3	3.4	3.1	3.0	3.1	3.2	4.6	3.0	0.0					
WKLX	Brownsville	C3	100.7	8.0	584		Anderson, Charles	99			1	Hot AC	200	0.69	5.1	4.6	4.1	3.0	4.2	4.7	5.2	5.5	0.0					
WUBT	Russellville	C1	101.1	47.0	1289	b	Clear Channel Comm	65	0008			Urban	n/a		8.4	6.9	7.3	6.1	5.8	1.1	2.9	1.0	0.0					
WCLU	Munfordville	A	102.3	2.8	410	f	Royse Radio Inc	64	9804	226		Lite Rock	100	0.80	2.2	0.6	1.6	1.0	2.1	1.6	1.7	1.0	0.0					
WPTQ	Cave City	C3	103.7	13.5	449	e	Commonwealth Bcstg	88	9801		c1	1 Clsc Rock	300	0.60	8.7	6.9	6.7	5.6	6.8	4.2	3.4	3.5	0.0					
WOVO	Glasgow	C3	105.3	25.0	318	e	Commonwealth Bcstg	72	9801		c1	1 Variety Hit	300	1.46	3.6	4.0	4.7	3.0	2.1	2.6	2.9	3.5	0.0					
WHHT	Horse Cave	A	106.7	2.9	476	e	Commonwealth Bcstg	94	9801		c1	1 Country	125	0.76	2.9	2.3	2.1	1.5	2.6	2.1	0.0	0.5	0.0					
WUHU	Smiths Grove	C2	107.1	50.0	492	a	Forever Comm Inc	86	0102		g1	Hot AC	875	1.23	12.5	6.3	7.8	11.1	6.3	5.8	4.6	5.0	0.0					
# FM Stations -															13	# Combos -		10	FM TOTALS									
															93.3	62.5	66.0	62.6	69.6	56.4	60.3	62.2	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)												
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999					
WKCT	Bowling Green	B	930	5.0	0.50	d	Daily News Bcstg Co	47				News/Talk	50	0.35	2.5	4.6	1.6	2.5	1.0	2.6	2.3	2.0	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	1.7	0.0	1.0	1.0	1.1	0.6	0.0	0.0					
WLCK	Scottsville	D	1250	0.9	0.08	g	Sherandan Bcstg Co	58				Gospel	50		0.7	0.6	0.5	0.0	1.0	2.6	1.7	0.0	0.0					
WBGN	Bowling Green	C	1340	1.0	1.00	a	Forever Comm Inc	59	0102		g1	Talk/Sprts	150		0.7	1.7	1.0	0.5	0.5	1.6	1.7	1.5	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	0.0					
● WCLU	Glasgow	C	1490	1.0	1.00	f	Royse Radio Inc	46				Oldies	50	0.63	1.4	1.7	1.6	1.0	1.0	2.1	1.1	2.0	0.0					
# AM Stations -															6	# Combos -		6	AM TOTALS									
															6.7	10.3	4.7	5.0	4.5	10.0	7.4	5.5	0.0					
AM & FM Stations Profiled -															19	# Duopolies -		3	Total Local Commercial Share									
															72.8	70.7	67.6	74.1	66.4	67.7	67.7	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: 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
Revenue/Retail Sales	1997	2002	2007		Est. Breakout		
	NA ^{1/}	\$4.87/1,000	\$5.14/1,000	Local	86%		
Revenue/Capita	1997	2002	2007				
	\$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 ^{1/}	2,874.5	NA ^{1/}	2,874.5	3,578.4	4.5%
EBI ^{2/}	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	Viable FMs	All FMs	All AMs	Total
# Stations			8	8	8	5	13
Tot 12+			57.1	57.1	57.1	20.8	77.9
Avg 12+			7.1	7.1	7.1	4.2	6.0
Tot LCS			73.3	73.3	73.3	26.7	100.0
Avg LCS			9.2	9.2	9.2	5.3	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 Waterloo-Cedar Falls.

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KRNA	Iowa City	C1	94.1	100.0	981	b	Cumulus Bcstg Inc	74	0008		g	Rock	1,100	1.48	5.3	4.7	5.2	4.8	3.7	5.4	6.4	6.3	5.9			
WMT	Cedar Rapids	C1	96.5	100.0	518	a	Clear Channel Comm	63	9905		g1	AC	1,800	1.26	10.2	2.8	3.8	8.2	8.3	6.3	7.3	8.4	7.2			
KHAK	Cedar Rapids	C1	98.1	100.0	459	b	Cumulus Bcstg Inc	61	0008		g	Country	2,300	1.21	13.6	10.4	11.4	10.4	11.6	11.7	12.7	14.2	12.4			
KKRQ	Iowa City	C1	100.7	100.0	532	a	Clear Channel Comm	66	9905		g1	Clsc Hits	1,700	1.17	10.4	6.6	6.6	8.2	8.7	9.9	8.2	7.9	8.9			
KZIA	Cedar Rapids	C1	102.9	100.0	942		KZIA Inc	75	9405	2,000		CHR	2,250	1.09	14.7	12.3	13.7	12.6	11.2	9.9	12.7	10.9	11.8			
KDAT	Cedar Rapids	C1	104.5	100.0	551	b	Cumulus Bcstg Inc	71	0008		g	Soft Rock	1,300	0.97	9.6	9.4	7.1	6.9	8.7	6.7	9.1	9.2	10.2			
KOKZ	Waterloo	C	105.7	100.0	1322		Bahakel Comm	62				Oldies	n/a		5.2	5.7	3.8	3.5	5.0	4.5	3.6	2.9	2.9			
KFMW	Waterloo	C	107.9	100.0	1805	c	Bahakel Comm	68	9608	See (241)		Adult Rock	n/a		8.2	5.2	6.6	8.2	5.0	4.9	2.3	3.3	4.5			
# FM Stations -															8	# Combos -		5	FM TOTALS							
															77.2	57.1	58.2	62.8	62.2	59.3	62.3	63.1	63.8			

AM Stations

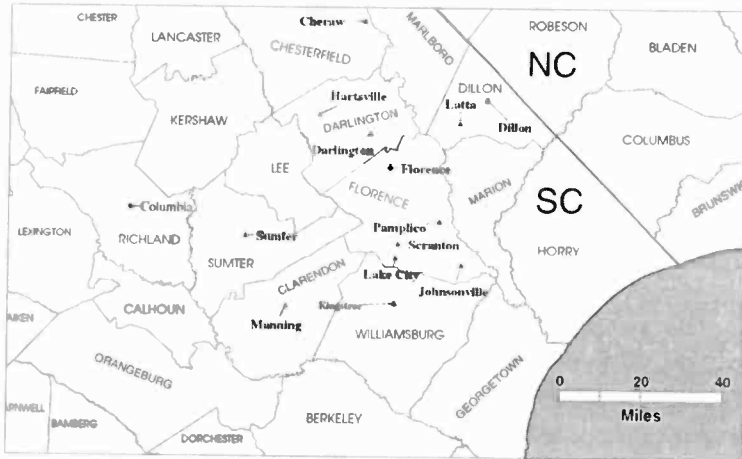
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WMT	Cedar Rapids	B	600	5.0	5.00	a	Clear Channel Comm	22	9905		g1	FullService	2,300	1.49	11.0	11.8	9.5	7.4	10.4	9.4	11.8	10.0	11.7			
KXIC	Iowa City	D	800	1.0	0.20	a	Clear Channel Comm	48	9905		g1	Nws/Tlk/Spt	100			0.5	0.5	0.0	0.0	0.4	0.5	0.4	0.3			
KMJM	Cedar Rapids	D	1360	1.0	0.12	a	Clear Channel Comm	61	0008		g	ChrsContem			1.1	0.0	0.9	1.7	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	6.6	6.2	6.1	5.8	6.7	6.4	6.3	5.3			
KCRG	Cedar Rapids	B	1600	5.0	5.00		Cedar Rapids TV Co	47				Sprts/News	500	1.05	3.4	1.9	2.8	2.2	3.3	1.8	2.7	1.7	3.0			
# AM Stations -															5	# Combos -		3	AM TOTALS							
AM & FM Stations Profiled -															13	# Duopolies -		5	Total Local Commercial Share							
															22.9	20.8	19.9	17.4	19.5	18.3	21.4	18.4	20.3			
															77.9	78.1	80.2	81.7	77.6	83.7	81.5	84.1				

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 210

Revenue Rank: 183

Florence, SC Market Overview



Metro Counties / Population (000)

Darlington, SC	67.9
Florence, SC	126.7
Total	194.6

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$6,800	\$7,000	\$8,500	\$9,600	\$9,400	\$9,900
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.3%	\$10,400	\$11,200	\$11,800	\$12,400	\$13,100	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.46/1,000	\$5.21/1,000	Local	80%		
Revenue/Capita	\$35.86	\$50.87	\$65.83	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	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 ^{1/}	2,218.1	NA ^{1/}	2,218.1	2,515.4	2.5%
EBI ^{2/}	2,295.2	2,873.6	4.6%	2,873.6	3,565.4	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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
Total	194.6	32.9	17.4	18.7	25.3	28.5	29.4	42.4
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		7	10	13	8	21
Tot 12+	29.8		37.3	65.0	67.1	6.9	74.0
Avg 12+	5.0		5.3	6.5	5.2	0.9	3.5
Tot LCS	40.3		50.4	87.8	90.7	9.3	100.0
Avg LCS	6.7		7.2	8.8	7.0	1.2	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 Columbia, SC & Wilmington, NC.

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WEGX	Dillon	C	92.9	100.0	cp	1801	b Quantum Comm	54	0307		g1	Country	825	1.34	6.2	4.3	3.5	3.6	5.4	6.5	4.9	4.9	5.1			
WGSS	Kingstree	A	94.1	6.0		328	b Quantum Comm	98	0307		g1	Gospel	300	0.95	3.2	0.4	1.3	1.4	3.2	1.4	1.8	0.0	1.5			
WCMG	Latta	C3	94.3	10.5		502	a Cumulus Bcstg Inc	70	9904	525		R&BOd/Urba	500	1.49	3.4	5.6	2.6	2.7	2.3	3.2	4.0	1.8	2.6			
• WBZF	Hartsville	A	98.5	6.0		328	a Cumulus Bcstg Inc	92	9806	700	c1	Gospel	500	0.70	7.2	7.7	6.1	3.2	7.2	3.7	8.9	6.7	4.0			
WWFN	Lake City	A	100.1	3.3		433	a Cumulus Bcstg Inc	77	0104	850		Top 40	275	0.65	4.3	1.7	1.7	4.1	2.3	3.7	3.1	2.2	2.8			
• WHLZ	Marion	C3	100.5	25.0		328	a Cumulus Bcstg Inc	91	9904	3,800	d3	Country	975	0.98	10.0	4.7	8.3	5.5	9.0	6.5	5.3	5.8	6.0			
WWDM	Sumter	C	101.3	82.0		1322	Inner City Bcstg	61	0008			Urban	n/a		5.9	5.6	2.6	4.5	4.1	3.7	4.0	5.8	6.7			
WMXT	Pamplico	C2	102.1	49.0		479	a Cumulus Bcstg Inc	90	9904		d3	Cisc Rock	1,250	1.50	8.4	7.7	5.2	6.4	5.9	6.9	8.0	4.5	5.1			
WSQN	Scranton	A	102.9	2.9		466	b Quantum Comm	91	0307		g1	Oldies	250	0.74	3.4	2.1	3.1	3.2	1.8	3.7	3.1	2.7	4.4			
WJMX	Cheraw	C2	103.3	50.0		492	b Quantum Comm	79	0307		g1	CHR	1,550	1.37	11.4	4.3	6.1	9.5	7.2	7.4	8.0	9.4	7.8			
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 Quantum Comm	65	0307		g1	Soft AC	500	1.01	5.0	5.1	3.1	4.1	3.2	5.1	2.7	5.4	3.7			
WYNN	Florence	A	106.3	6.0		328	a Cumulus Bcstg Inc	64	9803	4,100	c2	Urban	1,600	0.85	19.1	17.9	19.7	15.9	12.2	15.2	14.7	11.2	10.6			
# FM Stations -															13	# Combos -		11	FM TOTALS							
															87.5	67.1	63.3	64.1	63.8	67.0	68.5	60.4	60.3			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WYNN	Florence	D	540	0.3	0.17	a	Cumulus Bcstg Inc	58	9803		c2	Gospel	375	0.46	8.3	2.6	3.5	6.8	5.4	5.5	4.9	8.1	6.2			
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	Quantum Comm	47	0307		g1	Nws/Tlk/Spt	200	0.55	3.7	3.4	3.9	3.2	2.3	3.2	2.7	2.2	3.1			
WOLS	Florence	C	1230	1.0	1.00	c	GHB Bcstg	37	8712	20		Nostalgia	100		0.3	0.9	1.7	0.5	0.0	1.8	1.3	0.9	0.0			
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	Quantum Comm	55	0307		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	0.0	0.5	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 -															8	# Combos -		7	AM TOTALS							
															12.6	6.9	9.1	11.0	7.7	10.5	8.9	11.2	9.3			
AM & FM Stations Profiled -															21	# Duopolies -		9	Total Local Commercial Share							
																74.0	72.4	75.1	71.5	77.5	77.4	71.6	69.6			

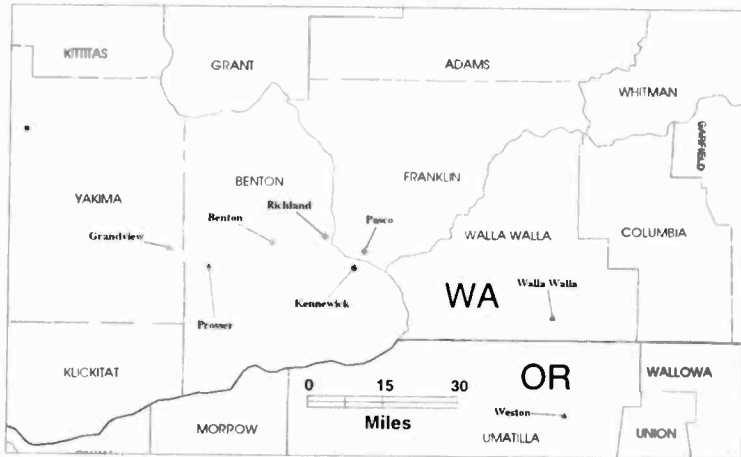
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 211

Revenue Rank: 184

Richland-Kennewick-Pasco, WA Market Overview



Metro Counties / Population (000)

Benton, WA	147.1
Franklin, WA	50.5
Total	197.6

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,700	\$7,100	\$7,800	\$8,600	\$9,300	\$9,700
★★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.3%	\$10,300	\$11,100	\$11,700	\$12,400	\$13,000	6.1%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.97/1,000	\$4.13/1,000	Local	75%		
Revenue/Capita	\$31.16	\$49.09	\$60.95	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 ^{1/}	2,440.6	NA ^{1/}	2,440.6	3,150.6	5.2%
EBI ^{2/}	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	2		13	10	15	5	20
Tot 12+	2.5		59.0	56.0	61.5	14.0	75.5
Avg 12+	1.3		4.5	5.6	4.1	2.8	3.8
Tot LCS	3.3		78.1	74.2	81.5	18.5	100.0
Avg LCS	1.7		6.0	7.4	5.4	3.7	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 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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KZHR	Dayton	C1	92.5	54.0	1243		Commonwealth Comm	92	0303	1,000		Spanish	400	1.09	3.8	2.5	3.3	3.3	2.4	1.4	2.8	1.3	3.4		
KGSG	Pasco	A	93.7	0.6	958		Gospel Music Bcstg	97				Gospel	100	0.69	1.5	2.5	2.8	2.3	0.0	0.0	0.9	0.4	0.7		
KIOK	Richland	C	94.9	100.0	1250	c	New NW Bcstrs	78	0001		g1	Country	1,300	2.39	5.6	4.5	2.8	5.6	2.9	6.0	5.6	5.8	3.8		
KNLT	Walla Walla	C	95.7	100.0	1401	c	New NW Bcstrs	80	0002			Oldies	800	1.45	5.7	3.0	5.6	4.7	3.8	3.2	6.0	4.0	5.0		
• KZTB	Benton City	A	96.7	1.4 cp	692	a	Butterfield Bcstg	74	9710	425	c1	Spanish	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KXRX	Walla Walla	C0	97.1	100.0 cp	1329	b	Clear Channel Comm	77	0102		g	Rock	850	1.22	7.2	5.6	5.6	6.5	4.3	5.6	7.9	6.7	6.5		
• KOLW	Milton-Freewater	C1	97.9	20.0	1322	b	Clear Channel Comm	92	0102		g	Clsc Hits	400	0.71	5.8	2.0	2.8	3.3	5.3	2.3	4.2	3.1	2.3		
KEYW	Pasco	C2	98.3	12.5	997	b	Clear Channel Comm	87	0102		g	Hot AC	750	1.23	6.3	8.1	7.0	5.1	4.3	6.5	4.6	8.1	8.1		
KUJ	Walla Walla	C1	99.1	100.0 cp	738		Hodgins, Tom	97				CHR	750	0.77	10.1	6.1	8.4	6.5	8.6	7.4	8.8	9.4	8.4		
KGDN	Pasco	C3	101.3	2.8	1001		Read Bcstg Network	92				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.8		
KMNA	Prosser	C3	101.7	3.5	869		Moon Bcstg Corp	62	0005	See (198)		Mexican	n/a		2.2	1.5	0.9	1.9	1.4	0.9	1.4	0.9	0.0		
KZZM	Weston	C2	101.9	13.5	958		Butterfield Bcstg	97	9904	425		Spanish	200	0.59	3.5	1.5	3.3	2.8	2.4	1.9	1.9	0.0	0.0		
KORD	Richland	C	102.7	100.0	1099	b	Clear Channel Comm	65	0102		g	Country	1,200	1.09	11.4	11.6	9.8	7.9	9.1	9.3	8.8	11.7	9.2		
KONA	Kennewick	C	105.3	100.0	1139	d	Commonwealth Comm	69	0205	4,125	c1	Easy	550	0.39	14.5	10.1	6.5	11.2	10.5	6.5	8.3	8.1	7.6		
KEGX	Richland	C	106.5	100.0	1050	c	New NW Bcstrs	77	0003		g1	Clsc Rock	1,000	2.34	4.4	2.5	2.8	3.3	3.3	5.6	3.7	4.5	7.5		
# FM Stations -					15	# Combos -					8	FM TOTALS					82.0	61.5	61.6	64.4	58.3	56.6	64.9	64.4	63.3

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KONA	Kennewick-Richl	B	610	5.0	5.00	d	Commonwealth Comm	48	0205		c1	Nws/Tik/Spt	400	0.64	6.4	4.0	6.0	4.2	5.3	7.9	6.0	5.8	7.3		
KFLD	Pasco	B	870	10.0	0.25	b	Clear Channel Comm	56	0102		g	Talk/Sprts	250	0.47	5.5	4.5	2.8	3.3	4.8	5.1	1.9	2.7	1.3		
KALE	Richland	B	960	5.0	1.00	c	New NW Bcstrs	50	0001		g1	Nostalgia	125	0.37	3.5	2.5	2.3	2.8	2.4	1.9	2.8	3.6	2.6		
KZXR	Prosser	D	1310	5.0	0.07		Moon Bcstg Corp	56	0002		c2	Nws/Tik/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	c	New NW Bcstrs	45	0001		g1	Talk	325	1.20	2.8	3.0	2.8	2.8	1.4	4.2	3.7	2.2	3.3		
# AM Stations -					5	# Combos -					4	AM TOTALS					18.2	14.0	13.9	13.1	13.9	19.1	14.4	14.3	14.5
AM & FM Stations Profiled -					20	# Duopolies -					6	Total Local Commercial Share					75.5	75.5	77.5	72.2	75.7	79.3	78.7	77.8	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 212

Revenue Rank: 211

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)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$6,200	\$6,800	\$7,100	\$7,700	\$7,100	\$7,700
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.5%	\$8,100	\$8,700	\$9,100	\$9,600	\$10,100	5.5%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$1.95/1,000	2007 \$1.78/1,000	Est. Breakout			
Revenue/Capita	\$36.45	\$41.31	\$50.47	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	170.1	186.4	1.8%	186.4	200.1
Households	66.8	73.6	2.0%	73.6	79.3	1.5%
Retail Sales	NA ^{1/}	3,946.9	NA ^{1/}	3,946.9	5,668.2	7.5%
EBI ^{2/}	2,259.6	2,728.3	3.8%	2,728.3	3,408.7	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		10	11	11	6	17
Tot 12+	1.6		57.5	59.1	59.1	12.6	71.7
Avg 12+	1.6		5.8	5.4	5.4	2.1	4.2
Tot LCS	2.2		80.2	82.4	82.4	17.6	100.0
Avg LCS	2.2		8.0	7.5	7.5	2.9	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 (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	ARR 12+ Metro Shares (see rights)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
KTMT	Medford	C	93.7	31.0	3265	b	Mapleton Comm	70	0111	8,850	d1	Top 40	400	0.72	7.2	6.0	6.4	6.6	3.7	4.6	3.8	8.0	8.5			
KRRM	Rogue River	A	94.7	0.1	2044		Bell, Shirley M.	94				Country	125	0.71	2.3	1.6	3.7	1.0	2.3	0.0	2.4	1.5	1.6			
KBOY	Medford	C1	95.7	60.0	981	b	Mapleton Comm	58	0111		d1	Clsc Rock	950	1.18	10.5	6.0	5.5	8.6	6.5	6.4	4.3	5.5	7.9			
KROG	Grants Pass	C	96.9	25.0	2228	a	Opus Bcstg Systems	81	9609	550	c3	Hot AC	300	1.44	2.7	2.2	4.1	1.5	2.3	2.3	2.9	3.5	4.7			
KRWQ	Gold Hill	C1	100.3	30.0	991	c	Clear Channel Comm	80	9905		g2	Country	1,700	1.86	11.9	9.3	10.1	7.6	9.3	12.4	13.3	11.5	8.8			
KCMX	Ashland	C	101.9	42.0	1437	b	Mapleton Comm	78	0111		d1	AC	800	0.93	11.2	10.4	10.6	7.6	8.4	8.7	6.7	6.5	7.0			
KCNA	Cave Junction	C	102.7	100.0	1975	a	Opus Bcstg Systems	85	9609	750		Oldies	400	1.53	3.4	2.2	2.8	3.0	1.9	5.5	2.9	3.0	3.1			
KLDZ	Medford	C1	103.5	100.0	440	c	Clear Channel Comm	91	9905		g2	Oldies	650	0.77	10.9	7.1	2.8	8.1	7.5	4.1	7.1	4.5	3.7			
KAKT	Phoenix	C1	105.1	52.0	545	b	Mapleton Comm	91	0111		d1	Country	275	0.50	7.2	3.3	5.5	6.1	4.2	3.7	4.8	3.0	3.9			
KZZE	Eagle Point	C3	106.3	0.9	1591	c	Clear Channel Comm	94	9905		g2	Rock	600	1.15	6.8	4.4	8.7	6.1	3.7	7.3	9.5	7.0	7.3			
KIFS	Ashland	C2	107.5	5.3	1421	c	Clear Channel Comm	96	9905		g2	CHR	350	0.55	8.2	6.6	7.8	6.6	5.1	5.0	4.8	6.5	3.5			
# FM Stations -															11	# Combos -		10	FM TOTALS							
															82.3	59.1	68.0	62.8	54.9	60.0	62.5	60.5	60.0			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KTMT	Ashland	B	580	1.0	1.00	b	Mapleton Comm	46	0111		d1	Sports	125	0.77	2.1	1.1	3.2	1.0	1.9	2.8	1.4	2.5	2.6			
KRTA	Medford	B	610	2.5	5.00	a	Opus Bcstg Systems	47	9609		c3	Mexcrv/Span	200			0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0			
KLVB	Medford	D	730	1.0	0.07		Educational Media	54	9704		dn	ChrsContem				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	4.4	3.7	4.5	6.5	5.5	8.1	7.5	6.1			
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	7.1	4.6	5.1	6.1	3.2	4.8	6.5	8.2			
# AM Stations -															6	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -															17	# Duopolles -		6	Total Local Commercial Share							
															17.7	12.6	12.9	10.6	14.5	11.5	14.3	16.5	16.9			
															71.7	80.9	73.4	69.4	71.5	76.8	77.0	76.9				

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 213

Revenue Rank: 226

Elmira-Corning, NY Market Overview



Metro Counties / Population (000)

Chemung, NY	89.7
Steuben, NY	98.2
Total	187.9

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,900	\$5,200	\$5,900	\$6,600	\$6,300	\$6,700
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.3%	\$7,100	\$7,600	\$8,000	\$8,400	\$8,800	5.6%
Revenue/Retail Sales	1997 NA ^{1/}	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
Households	72.1	73.9	0.5%	73.9	73.5	-0.1%
Retail Sales	NA ^{1/}	2,131.3	NA ^{1/}	2,131.3	2,493.2	3.2%
EBI ^{2/}	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		11	12	11	23
Tot 12+	37.2	17.7		52.6	54.9	6.4	61.3
Avg 12+	4.1	5.9		4.8	4.6	0.6	2.7
Tot LCS	60.7	28.9		85.8	89.6	10.4	100.0
Avg LCS	6.7	9.6		7.8	7.5	0.9	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
• WCKR	Hornell	A	92.1	2.6	509	a	Doran, Kevin	49	9010	538	c3	Country	150	0.40	5.6	2.3	1.3	2.8	4.7	4.8	2.2	5.4	1.8			
WENY	Elmira	A	92.7	1.2	715	c	Eolin Bcstg Inc	65	0110	2,200	c2	Soft AC	600	1.49	6.0	4.1	2.6	5.2	2.6	0.9	3.1	4.0	3.1			
WLVY	Elmira	A	94.3	1.8	499	b	Pembrook Pines Inc	66	7710		c5	CHR	600	0.69	12.9	9.5	12.4	6.1	11.1	13.9	13.4	11.7	8.6			
• WMTT	Tioga	B1	94.7	12.0	482	c	Europa Comm Inc	91				AAA/CRk/RA	250	0.50	7.5	4.1	4.7	5.2	4.7	4.8	4.5	4.5	6.1			
WGMM	Big Flats	A	97.7	0.6	722	c	Eolin Bcstg Inc	89	9604	425		Rock/Oldes	250	0.60	6.2	4.1	6.0	4.7	3.4	5.2	3.6	6.7	5.6			
WVIN	Bath	A	98.3	4.5 cp	367	b	Pembrook Pines Inc	71	9004	225	c1	Soft AC	400	0.62	9.6	3.6	4.7	6.6	6.0	3.9	2.7	3.6	4.2			
WCBA	Corning	A	98.7	1.2 cp	722	c	Eolin Bcstg Inc	48	9006	790	c2	Soft AC	300	2.13	2.1	3.2	1.3	1.9	0.9	2.6	1.3	0.9	2.6			
WOKN	Southport	A	99.5	1.3 cp	725	b	Pembrook Pines Inc	93	9512	77		Country	400	0.83	7.2	3.6	4.3	5.7	3.8	8.3	6.3	8.5	5.2			
WPGI	Horseheads	A	100.9	3.8	246	e	Backyard Bcstg	70	0210		st	Country	250	0.52	7.2	4.5	4.3	5.2	4.3	6.5	3.1	4.0	1.6			
WNGZ	Montour Falls	A	104.9	1.0	479	e	Backyard Bcstg	73	0210		c4	Clsc Rock	325	0.60	8.1	2.3	4.3	4.7	6.0	6.5	4.9	3.6	2.7			
WKPO	Hornell	B	105.3	43.0	532	d	Bilbat Radio Inc	46	8306	450	st	Adult Hits	725	2.64	4.1	5.0	5.2	2.8	2.6	2.6	3.1	2.2	1.4			
WNKI	Corning	B	106.1	40.0	532	e	Backyard Bcstg	47	0210		st	CHR	1,650	1.94	12.7	8.6	9.9	6.6	10.3	8.7	11.6	9.0	10.3			
# FM Stations -															12	# Combos -		11	FM TOTALS							
															89.2	54.9	61.0	57.5	60.4	68.7	59.8	64.1	53.2			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WWLZ	Horseheads	B	820	4.1	0.85	e	Backyard Bcstg	66	0210		st	Nws/Tlk/Spt	225	0.78	4.3	3.2	2.6	1.9	3.8	2.2	2.2	0.9	1.3			
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	Talk	100		0.3	0.9	0.0	0.0	0.4	0.0	2.7	1.3	1.5			
WHHO	Hornell	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	0.0	0.7			
WCBA	Corning	D	1350	1.0	0.04	c	Eolin Bcstg Inc	48	9006		c2	Nostalgia				0.0	0.0	0.0	0.0	0.0	1.3	0.9	1.3			
WABH	Bath	B	1380	2.5	0.12	b	Pembrook Pines Inc	62	9004		c1	Oldies	100		0.4	0.0	0.0	0.5	0.0	0.0	0.0	0.4	1.9			
WELM	Elmira	B	1410	5.0	1.00	b	Pembrook Pines Inc	47	7710		c5	Sports	175	1.00	2.6	0.9	0.0	0.9	2.6	1.3	1.8	1.3	0.5			
WCLI	Corning	C	1450	1.0	0.93	c	Eolin Bcstg Inc	49	9609	50		News/Talk				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WLEA	Hornell	D	1480	2.5	0.02	a	Doran, Kevin	51	9010		c3	AC	50			0.9	1.7	0.0	0.0	0.0	0.4	1.3	2.5			
WGMF	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 Sndrd	100	0.47	3.2	0.0	0.0	3.3	0.9	0.0	0.0	0.0	0.0			
# AM Stations -															11	# Combos -		10	AM TOTALS							
AM & FM Stations Profiled -															23	# Duopolies -		8	Total Local Commercial Share							
															10.8	6.4	4.3	6.6	7.7	3.5	8.4	6.1	9.7			
															61.3	65.3	64.1	68.1	72.2	68.2	70.2	62.9				

• Indicates a change since last edition

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
Total	183.0

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$7,000	\$7,300	\$8,000	\$8,200	\$8,000	\$8,500	3.9%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
6.3%	\$9,000	\$9,600	\$10,200	\$10,700	\$11,200	5.7%	

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout	
	NA ^{1/}	\$2.99/1,000	\$3.12/1,000	Local 85%	National 15%
	\$38.67	\$46.45	\$59.99		

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
Households	68.0	74.3	1.8%	74.3	77.8	0.9%
Retail Sales	NA ^{1/}	2,845.0	NA ^{1/}	2,845.0	3,591.4	4.8%
EBI ^{2/}	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	Viable FMs	All FMs	All AMs	Total
# Stations		8	6	11	14	4	18
Tot 12+		36.2	36.1	70.1	72.3	6.2	78.5
Avg 12+		4.5	6.0	6.4	5.2	1.6	4.4
Tot LCS		46.1	46.0	89.3	92.1	7.9	100.0
Avg LCS		5.8	7.7	8.1	6.6	2.0	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 Augusta, 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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	4.0	5.7	5.8	4.4	4.1	6.6	8.7	6.8
WKSQ	Ellsworth	B	94.5	11.5	1027	d	Clear Channel Comm	82	0011		g1	AC	1,300	2.59	5.9	4.0	5.2	4.5	4.8	4.1	4.7	5.4	3.4
WSYY	Millinocket	C2	94.9	25.0	692	c	Katahdin Comm Inc	78				Country	75		0.2	0.4	0.5	0.4	0.0	0.9	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	4.8	4.7	4.5	3.5	2.7	6.6	8.7	4.3
WBBX	Bangor	B	97.1	6.5	1230	d	Clear Channel Comm	61	0108	3,750	c2	CHR	450	0.79	6.7	6.2	6.6	5.8	4.8	7.3	5.7	7.6	8.5
WKIT	Brewer	B	100.3	16.0	883	b	Zone Corp	79	9510	450		AOR	1,000	1.05	11.2	7.9	8.0	9.9	7.9	7.3	13.2	9.8	7.4
• WFZX	Searsport	B1	101.7	2.7	1004	d	Clear Channel Comm	94	0011		g1	Clsc Rock	500	1.00	5.9	3.1	3.8	5.4	3.9	5.0	0.0	1.1	0.0
• WGUY	Dexter	C2	102.1	23.0	673	d	Clear Channel Comm	93	0305 p	1,200		Oldies	325	1.23	3.1	1.8	1.4	1.3	3.5	1.8	2.8	2.2	1.3
WVOM	Howland	C	103.9	89.9	1509	d	Clear Channel Comm	93	0011		g1	News/Talk	700	1.13	7.3	7.5	6.1	4.5	7.0	6.4	4.7	4.3	8.3
WBFB	Belfast	B	104.7	10.0	1099	d	Clear Channel Comm	86	0011		g1	Country	525	0.74	8.3	6.2	5.2	5.8	7.4	4.5	4.7	5.4	8.1
• WTOS	Skowhegan	C	105.1	57.0	2451	a	Clear Channel Comm	69	0101			AOR	n/a		5.9	4.8	3.8	5.4	3.9	6.4	2.8	3.3	4.8
WBYA	Islesboro	B1	105.5	20.0 cp	305		Mariner Bcstg Ltd	99	0209 p	1,150		Big Band			1.1	0.0	0.5	0.9	0.9	0.5	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	15.9	12.7	12.6	14.0	13.2	8.5	10.9	13.9
WBZN	Old Town	C2	107.3	50.0	436	a	Cumulus Bcstg Inc	95	9807		d1	CHR	500	0.70	8.4	5.7	5.7	6.3	7.0	7.7	6.6	9.8	7.1
# FM Stations -				14	# Combos -				13	FM TOTALS					92.2	72.3	69.9	73.1	73.0	71.9	66.9	77.2	73.9

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)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WZON	Bangor	B	620	5.0	5.00	b	Zone Corp	26	9309	236		Sports	200	0.78	3.0	3.1	2.4	3.1	1.7	3.2	2.8	3.3	4.1
WABI	Bangor	B	910	5.0	5.00	d	Clear Channel Comm	24	0108		c2	Nostalgia	200	0.49	4.8	3.1	2.4	4.5	3.1	4.1	8.5	5.4	6.0
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	0.0
• WNZS	Veazie	C	1340	1.0	0.63		Waterfront Comm Inc	02				News			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				4	# Combos -				3	AM TOTALS					7.8	6.2	4.8	7.6	4.8	7.3	11.3	8.7	10.1
AM & FM Stations Profiled -				18	# Duopolies -				5	Total Local Commercial Share					78.5	74.7	80.7	77.8	79.2	78.2	85.9	84.0	

• 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	\$5,000	\$5,300	\$5,500	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$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
Households	45.3	53.9	3.5%	53.9	61.9	2.8%
Retail Sales	NA ^{1/}	2,639.2	NA ^{1/}	2,639.2	3,961.4	8.5%
EBI ^{2/}	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+	21.5		37.4	58.9	58.9	4.1	63.0
Avg 12+	10.8		12.5	11.8	11.8	1.4	7.9
Tot LCS	34.1		59.4	93.5	93.5	6.5	100.0
Avg LCS	17.1		19.8	18.7	18.7	2.2	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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KJBZ	Laredo	A	92.7	3.0	289	a	Guerra Enterprises	82	8912	750		Tejano	1,100	1.25	21.0	9.5	10.6	12.1	15.4	14.5	15.5	16.6	13.8			
KOUR	Laredo	C1	94.9	100.0	810		Border Bcstrs Inc	52				70s & 80s	700	1.11	15.0	5.8	9.2	9.5	10.2	14.1	10.9	12.0	12.2			
KRRG	Laredo	C1	98.1	100.0	699	a	Guerra Enterprises	82	9211	1,200		CHR	900	0.94	22.7	7.5	12.4	17.7	12.2	17.6	18.8	23.2	15.8			
KBDR	Mirando City	C2	100.5	42.0	535		BMP Radio LP	93	0306		g	Mexican	500	0.69	17.2	24.1	13.8	9.5	13.0	8.8	8.8	4.1	5.5			
KNEX	Laredo	A	106.1	6.0	174	b	Amigo Bcstg LP	93	0005	3,000	c3	1 Span/CHR	800	0.94	20.2	12.0	12.9	16.0	10.6	12.3	10.5	10.0	10.9			
# FM Stations -															5	# Combos -		3	FM TOTALS							
															96.1	58.9	58.9	64.8	61.4	67.3	64.5	65.9	58.2			

AM Stations

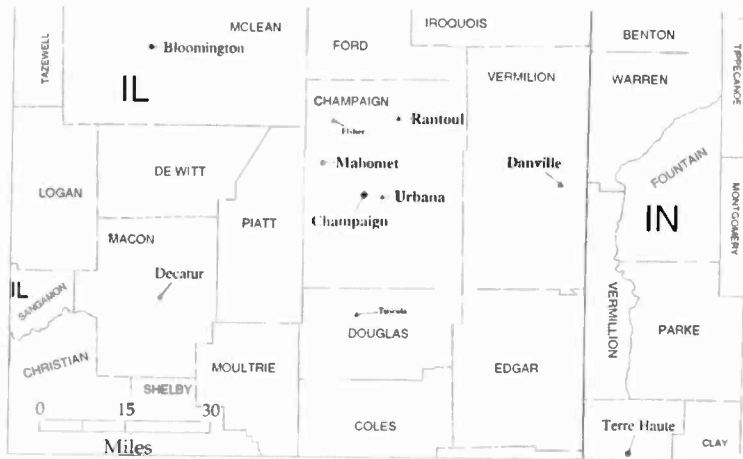
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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		Faith & Power Comm	56	9603	450		Span/Chrst	50	0.63	1.9	0.0	0.9	1.3	1.2	1.3	0.0	1.2	1.1
KLNT	Laredo	C	1490	1.0	1.00	b	Amigo Bcstg LP	90	0005		c3	1 Talk	100	1.25	1.9	4.1	2.8	0.9	1.6	0.9	1.7	2.1	2.2
# AM Stations -					3	# Combos -		1	AM TOTALS														
					3.8	4.1	3.7	2.2	2.8	2.2	1.7	3.3	3.3										
AM & FM Stations Profiled -					8	# Duopolies -		1	Total Local Commercial Share														
															63.0	62.6	67.0	64.2	69.5	66.2	69.2	61.5	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 216

Revenue Rank: 154

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	\$12,500	\$12,700
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$6.43/1,000	\$7.19/1,000	Local	88%		
	\$51.91	\$70.40	\$91.31	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 ^{1/}	1,976.5	NA ^{1/}	1,976.5	2,323.1	3.3%
EBI ^{2/}	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		9	11	3	14
Tot 12+	18.2	39.4		56.0	57.6	9.4	67.0
Avg 12+	3.0	7.9		6.2	5.2	3.1	4.8
Tot LCS	27.2	58.8		83.6	86.0	14.0	100.0
Avg LCS	4.5	11.8		9.3	7.8	4.7	7.1

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

Market: Champaign, IL

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WKIO	Urbana	B1	92.5	16.0	410	a	Saga Comm Inc	67	0006	7,000		Oldies	750	0.55	10.7	5.7	7.9	6.7	7.0	5.6	5.4	6.8	6.9			
WEBX	Tuscola	A	93.5	6.0	308	c	AAA Entertainment	70	0006	500		AOR	400	0.64	4.9	1.6	0.6	1.9	4.5	1.7	2.7	3.7	2.6			
WLRW	Champaign	B	94.5	50.0 cp	390	a	Saga Comm Inc	63	8610		g	Adult CHR	1,250	0.96	10.3	9.3	6.1	6.7	6.5	5.0	8.1	8.9	6.2			
WEVX	Rantoul	A	95.3	1.9	413	c	AAA Entertainment	72	0006	5,300	d1	Rock	400	1.02	3.1	3.6	1.2	2.9	1.0	1.7	1.1	2.6	3.1			
WQQB	Rantoul	A	96.1	3.8	404	c	AAA Entertainment	93	0006		d1	Top 40	800	0.66	9.6	6.2	5.5	6.2	6.0	7.3	7.6	8.9	5.9			
WHMS	Champaign	B	97.5	50.0	358	b	DWS Inc	49				Lite Rock	1,000	0.82	9.6	5.2	8.5	6.2	6.0	6.7	6.5	5.2	6.6			
WIAI	Danville	B	99.1	50.0	499		Key Bcstg Inc	70	9304	1,300		Clsc Hits	1,100	3.21	2.7	3.1	2.4	2.4	1.0	1.7	1.1	0.5	1.5			
WIXY	Champaign	B1	100.3	13.0	453	a	Saga Comm Inc	92	9211	250		Country	2,200	1.03	16.8	16.1	10.3	10.0	11.5	13.4	11.9	11.0	13.0			
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	512	c	AAA Entertainment	90	0006		d1	Clsc Rock	1,100	1.08	8.0	4.7	4.8	5.2	5.0	5.0	6.5	8.9	6.6			
WPGU	Urbana	A	107.1	3.0	236		Illini Media Co	67				Alternative	950	1.08	6.9	2.1	3.6	4.8	4.0	4.5	4.3	3.7	5.1			
# FM Stations -															11	# Combos -		9	FM TOTALS							
															82.6	57.6	50.9	53.0	52.5	52.6	55.2	60.2	57.5			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WDWS	Champaign	C	1400	1.0	1.00	b	DWS Inc	37				News/Talk	1,400	0.79	14.0	7.8	11.5	7.1	11.0	10.6	11.9	7.3	9.9			
WJCI	Rantoul	D	1460	0.5	0.07		Vanguard Bcstg Inc	63	9912	175		Sports	100		0.8	0.0	0.6	0.0	1.0	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	1.6	2.4	1.4	2.0	2.8	1.1	1.6	2.4			
# AM Stations -															3	# Combos -		1	AM TOTALS							
															17.4	9.4	14.5	8.5	14.0	13.4	13.0	8.9	12.3			
AM & FM Stations Profiled -															14	# Duopolies -		3	Total Local Commercial Share							
															67.0	65.4	61.5	66.5	66.0	68.2	69.1	69.8				

• 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
Total	185.8

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$4,900	\$5,000	\$5,600	\$6,200	\$5,900	\$6,100	4.4%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.4%	\$6,500	\$7,000	\$7,300	\$7,700	\$8,100	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.10/1,000	\$3.49/1,000	Local	85%		
Revenue/Capita	\$26.19	\$32.83	\$44.02	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 ^{1/}	1,970.8	NA ^{1/}	1,970.8	2,319.2	3.3%
EBI ^{2/}	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+	16.7		46.8	61.9	63.5	2.5	66.0
Avg 12+	2.8		6.7	6.2	4.9	0.6	3.9
Tot LCS	25.3		70.9	93.8	96.2	3.8	100.0
Avg LCS	4.2		10.1	9.4	7.4	0.9	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KLIL	Moreauville	A	92.1	6.0	299	c	Cajun Bcstg Corp	80				Oldies	450	1.51	4.9	2.5	2.3	3.1	3.8	2.8	3.5	5.2	3.3			
KOJD	Alexandria	C	93.1	100.0	1522	a	Cenla Bcstg Co Inc	78	8008	600	2	CHR	700	1.21	9.5	7.6	8.4	5.8	7.7	5.7	4.0	5.6	9.0			
KFAD	Alexandria	A	93.9	6.0	328		FM Bcstg Corp	93	9306			Urban/Oldes	150	1.89	1.3	0.8	1.4	0.9	0.9	4.3	5.1	3.3	3.5			
KZLG	Mansura	A	95.9	6.0	322	c	Cajun Bcstg Corp	01				AC	25		0.3	0.0	0.9	0.4	0.0	0.5	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	4.6	7.4	6.3	7.7	7.1	7.1	7.0	5.2			
KAPB	Marksville	A	97.7	6.0 cp	328		Radio Group	71	8811	350	c1	Country	600	1.23	8.0	4.6	3.3	7.6	3.8	3.8	4.0	4.7	4.1			
KKST	Oakdale	C1	98.7	35.0	1053	b	Clear Channel Comm	72	0008		g	AC	425	1.24	5.6	3.8	7.4	3.6	4.3	5.7	3.5	2.8	4.9			
KRRV	Alexandria	C	100.3	100.0	1053	b	Clear Channel Comm	69	0008		g	Country	900	1.33	11.1	11.4	7.9	7.2	8.5	10.9	11.6	15.0	13.0			
KBCE	Boyce	C3	102.3	21.0	289		Urban Radio Bcstg	82	0206	1,450	st	1 Urban AC	475	0.53	14.8	8.4	7.4	10.3	10.7	8.1	11.1	10.3	20.8			
KLAA	Tioga	C2	103.5	50.0	476	d	Cajun Comm TX Inc	84	9212	7	e	Country	400	0.85	7.7	5.9	4.2	6.3	4.7	7.1	6.1	7.0	8.1			
KEZP	Bunkie	C3	104.3	18.0	384		Owensville Comm	91				Oldies	400	1.07	6.1	5.1	6.0	4.0	4.7	7.6	9.1	8.0	4.1			
KHFX	Ball	A	105.5	6.0 cp	318	d	Cajun Comm TX Inc	98	9810		cp	AC	200	1.31	2.5	0.8	1.4	2.2	1.3	2.8	2.0	0.9	1.6			
KEDG	Alexandria	A	106.9	6.0	328		Flinn Bcstg Corp	00			2	Urban	300	0.39	12.7	8.0	9.3	10.3	7.7	10.0	7.6	8.9	0.0			
# FM Stations -															13	# Combos -		8	FM TOTALS							
															94.4	63.5	67.3	68.0	65.8	76.4	74.7	78.7	77.6			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KWDF	Ball	D	840	8.0	0.00		Moore, A. T.	87				Gospel			0.9	0.0	0.9	1.3	0.0	0.0	0.5	0.0	0.0			
KSYL	Alexandria	B	970	1.0	1.00	a	Cenla Bcstg Co Inc	47	8008			2 Nws/Tlk/Spt	350	1.25	4.6	2.5	3.7	2.7	3.8	0.9	4.0	1.4	1.3			
KTTP	Pineville	D	1110	2.0	0.00		Peoples Bcstg Ntwk	74	0008	180		Ethnc/Gospl			0.3	0.0	0.0	0.0	0.4	1.4	2.5	0.0	0.0			
KDBS	Alexandria	D	1410	1.0	0.05	b	Clear Channel Comm	53	0008		g	Sports	25			0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations -															4	# Combos -		2	AM TOTALS							
															5.8	2.5	5.5	4.0	4.2	2.3	7.0	1.4	1.3			
AM & FM Stations Profiled -															17	# Duopolies -		3	Total Local Commercial Share							
															66.0	72.8	72.0	70.0	78.7	81.7	80.1	78.9				

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)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,900	\$6,400	\$7,500	\$8,000	\$7,500	\$9,100
★★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	21.3%	\$9,500	\$10,200	\$10,700	\$11,300	\$11,900	5.5%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$4.12/1,000	2007 \$4.42/1,000			Est. Breakout	
Revenue/Capita	\$32.74	\$49.27	\$63.16			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	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 ^{1/}	2,208.5	NA ^{1/}	2,208.5	2,694.3	4.1%
EBI ^{2/}	2,498.4	2,942.4	3.3%	2,942.4	3,713.6	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			8	8	8	5	13
Tot 12+			66.6	66.6	66.6	8.3	74.9
Avg 12+			8.3	8.3	8.3	1.7	5.8
Tot LCS			88.9	88.9	88.9	11.1	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.

Market: Lake Charles, LA

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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
																2003	2002	2002	2001	2001	2000	2000	1999
KHLA	Jennings	C2	92.9	30.0	640	c	Apex Bcstg Inc	63	0010	865	c1	Gospel	1,000	1.43	7.7	9.9	6.2	6.8	4.2	1.5	2.6	1.9	1.5
KYKZ	Lake Charles	C1	96.1	100.0	479	a	Cumulus Bcstg Inc	76	9806	14,848	d1	Country	2,100	1.02	22.7	12.0	19.1	14.5	17.9	23.1	24.5	21.7	19.3
KQLK	De Ridder	C2	97.9	50.0	492	d	Pittman Bcst Service	91	9803	243		Top 40	500	0.87	6.3	3.6	1.5	4.3	4.7	4.0	0.0	0.0	0.0
KBXG	Lake Charles	C1	99.5	100.0	955	b	Apex Bcstg Inc	65	0009			Country	1,200	1.32	10.0	7.8	6.2	9.7	4.7	6.5	8.3	12.1	8.8
KKGB	Sulphur	C3	101.3	25.0	289	a	Cumulus Bcstg Inc	77	9806		d1	Clsc Rock	1,000	1.10	10.0	5.2	7.2	6.3	8.0	8.0	6.8	10.1	9.5
KBIU	Lake Charles	C1	103.7	100.0	489	a	Cumulus Bcstg Inc	76	9806		d1	Hot AC	1,100	1.03	11.7	5.7	5.7	9.2	7.5	6.5	9.9	7.7	6.8
KZWA	Moss Bluff	C3	104.9	25.0 cp	328		B & C Bcstg Inc	94				Urban AC	850	0.90	10.4	14.6	10.8	6.3	8.5	9.0	7.8	10.1	12.6
KVEE	Lake Arthur	C2	107.5	50.0	463	b	Apex Bcstg Inc	98	9707	74	cp	Urban AC	550	0.50	12.1	7.8	8.8	8.7	8.5	7.5	9.4	4.8	2.5
# FM Stations - 8													# Combos - 6										
FM TOTALS													90.9	66.6	65.5	65.8	64.0	66.1	69.3	68.4	61.0		
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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
																2003	2002	2002	2001	2001	2000	2000	1999
KJEF	Jennings	B	1290	1.0	0.28	b	Apex Bcstg Inc	50	0010		c1	Nws/Tlk/Spt			0.4	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		1.7	2.1	1.5	1.9	0.5	0.0	3.1	4.3	3.4
KAOK	Lake Charles	C	1400	1.0	1.00	d	Pittman Bcst Service	47	9803	150		Talk	150	0.97	1.7	2.1	1.5	1.9	0.5	0.0	3.1	4.3	3.4
KLCL	Lake Charles	B	1470	5.0	0.50	b	Apex Bcstg Inc	35	0008			Nws/Tlk/Spt	175		7.0	5.7	4.6	4.8	5.2	7.5	4.7	3.4	3.6
KXZZ	Lake Charles	B	1580	1.0	1.00	a	Cumulus Bcstg Inc	47	9806		d1	Urban AC	375	0.59	7.0	5.7	4.6	4.8	5.2	7.5	4.7	3.4	3.6
# AM Stations - 5													# Combos - 4										
AM TOTALS													9.1	8.3	8.1	6.7	6.2	10.0	8.3	11.5	9.4		
AM & FM Stations Profiled - 13													# Duopolies - 4										
Total Local Commercial Share													74.9	73.6	72.5	70.2	76.1	77.6	79.9	70.4			

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 219

Revenue Rank: 198

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 ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,100	\$5,200	\$5,500	\$5,700	\$7,600	\$8,400
Revenue/Retail Sales	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	10.5%	\$8,900	\$9,600	\$10,100	\$10,600	\$11,200	6.0%
Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.25/1,000	\$3.25/1,000	Local	93%		
	\$30.59	\$47.06	\$56.80	National	7%		

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
		166.7	178.5	1.4%	178.5	197.2
Households	61.5	70.0	2.6%	70.0	78.8	2.4%
Retail Sales	NA ^{1/}	2,582.6	NA ^{1/}	2,582.6	3,448.8	6.0%
EBI ^{2/}	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		8	10	10	5	15
Tot 12+	11.9		47.3	59.2	59.2	8.3	67.5
Avg 12+	6.0		5.9	5.9	5.9	1.7	4.5
Tot LCS	17.6		70.1	87.7	87.7	12.3	100.0
Avg LCS	8.8		8.8	8.8	8.8	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														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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
																2003	2002	2002	2001	2001	2000	2000	1999		
WMMK	Destin	C3	92.1	25.0	200	a	Gulf Breeze Media	81	9709	1,200		Hot AC	300	2.98	1.2	2.1	3.2	1.1	0.5	1.0	3.0	4.0	2.9		
• WZNS	Fort Walton	C1	96.5	100.0	436	c	Cumulus Bcstg Inc	97	0302	30,000	d1	Top 40	1,000	0.63	19.0	10.9	13.4	12.2	12.4	13.4	12.6	10.9	14.3		
• WTKE	Holt	C1	98.1	100.0 cp	482		Star Broadcasting	50	0302		sw	Sports	650	2.15	3.6	2.6	5.3	2.6	2.1	1.5	2.0	1.5	1.9		
• WKSM	Fort Walton	C2	99.5	50.0	436	c	Cumulus Bcstg Inc	65	0303		d1	Rock	1,250	0.99	15.0	9.9	11.2	10.6	8.8	10.9	10.6	15.8	7.3		
WNCV	Niceville	A	100.3	3.5	440	c	Cumulus Bcstg Inc	93	0303		d1	Soft AC	1,150	1.18	11.6	8.3	5.3	6.9	8.2	6.9	5.0	5.0	9.2		
• WWAV	Santa Rosa	C2	102.1	50.0	374	d	Qantum Comm	85	0307		g1	Clsc Rock	500	0.92	6.5	3.1	3.7	3.2	5.2	3.5	5.5	2.0	4.7		
• WMXZ	Valparaiso	C2	103.1	50.0 cp	482	d	Qantum Comm	74	0307		g1	Hot AC	1,000	1.83	6.5	3.1	3.2	3.2	5.2	2.5	4.0	5.4	3.8		
• WAAZ	Crestview	C1	104.7	100.0	486	b	Crestview Bcstg Co	65	7008			Country	200	0.74	3.2	3.1	2.1	2.6	1.5	0.5	3.5	2.0	1.5		
WYZB	Mary Esther	C3	105.5	25.0	305	c	Cumulus Bcstg Inc	86	0303		d1	Country	1,950	1.33	17.4	12.5	8.0	10.6	11.9	10.9	13.1	7.4	7.9		
WSBZ	Miramar Beach	A	106.3	3.0	328		Carter Broadcasting	94				Smooth Jazz	150	0.30	6.0	3.6	1.6	4.2	3.6	2.5	1.5	1.5	4.6		
# FM Stations -														10	# Combos -		8	FM TOTALS							
														90.0	59.2	57.0	57.2	59.4	53.6	60.8	55.5	58.1			
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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
																2003	2002	2002	2001	2001	2000	2000	1999		
WJSB	Crestview	D	1050	3.1	0.00	b	Crestview Bcstg Co	54	7008			Country	100	0.60	2.0	0.5	1.1	1.6	1.0	1.0	0.0	0.5	1.7		
• WBZR	Destin	D	1120	2.2 cp	0.00		Flagship Comm Inc	88	0304 p	400	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	0303		d1	News/Talk	625	1.16	6.4	4.7	4.8	4.2	4.1	4.0	4.0	1.5	2.9		
• WFSH	Valparaiso-Nicevi	C	1340	1.0	1.00		Flagship Comm Inc	58	0304 p	225	1	Oldies			1.6	2.1	1.6	1.1	1.0	1.0	0.0	0.5	0.0		
WJGC	Fort Walton	C	1400	1.0	1.00	a	Gulf Breeze Media	56	0102	500		Urban	100			1.0	0.0	0.0	0.0	3.0	1.5	0.5	1.0		
# AM Stations -				5	# Combos -		3	AM TOTALS								10.0	8.3	7.5	6.9	6.1	9.0	5.5	3.0	5.6	
AM & FM Stations Profiled -				15	# Duopolies -		4	Total Local Commercial Share								67.5	64.5	64.1	65.5	62.6	66.3	58.5	63.7		

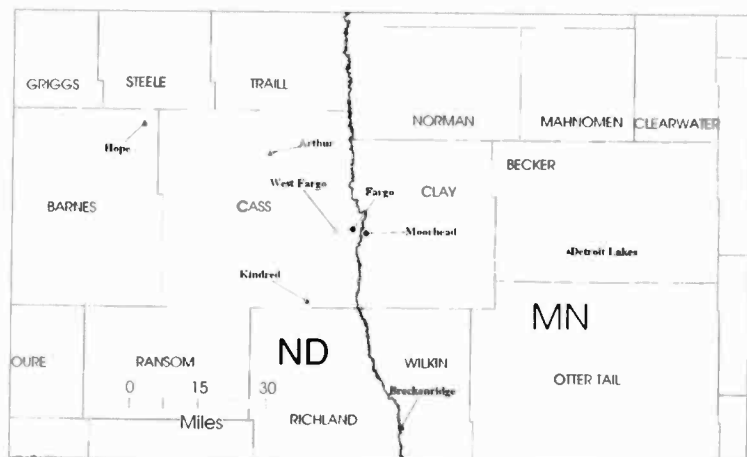
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 220

Revenue Rank: 161

Fargo-Moorhead, ND-MN Market Overview



Metro Counties / Population (000)

Cass, ND	125.4
Clay, MN	51.2
Total	176.6

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$11,100	\$12,000	\$12,900	\$13,500	\$11,500	\$11,900
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		3.5%	\$12,500	\$13,400	\$14,100	\$14,900	\$15,700
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$4.11/1,000	\$4.37/1,000	Local	65%		
Revenue/Capita	\$66.47	\$67.38	\$85.65	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 ^{1/}	2,898.2	NA ^{1/}	2,898.2	3,596.2	4.4%
EBI ^{2/}	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			11	9	11	4	15
Tot 12+			53.3	51.1	53.3	26.9	80.2
Avg 12+			4.8	5.7	4.8	6.7	5.3
Tot LCS			66.5	63.7	66.5	33.5	100.0
Avg LCS			6.0	7.1	6.0	8.4	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	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)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KFAB	Kindred	C3	92.7	25.0	328	c		93	0012		Country	100	0.25	3.3	2.6	3.5	2.1	3.5	4.8	4.0	5.3	3.6			
WDAY	Fargo	C	93.7	100.0	1030	c		65	0012		CHR	800	0.65	10.3	10.6	10.0	9.1	8.4	10.0	8.9	11.0	9.8			
KRVI	Detroit Lakes	C1	95.1	100.0	971	c		76	0012		Soft AC	800	1.10	6.1	3.5	4.3	5.4	4.9	4.8	4.5	5.3	4.1			
KQWB	Moorhead	C1	98.7	100.0	581	b	Triad Bcstg Co	66	9909		Modern Rock	900	0.64	11.8	5.7	8.3	10.4	9.7	12.4	8.9	9.7	6.0			
KVOX	Moorhead	C1	99.9	100.0	381	b	Triad Bcstg Co	66	9909		Country	1,350	1.02	11.1	9.7	11.3	9.1	9.7	8.0	8.0	10.1	10.4			
• KDJZ	Harwood	C3	100.7	25.0	328	a	Ingstad, Tom	01	0207	1,090	Smooth Jazz	500	0.91	4.6	0.9	1.3	2.9	4.9	0.0	0.0	0.0	0.0			
KKBX	Fargo	C1	101.9	93.0	1001	c	Clear Channel Comm	84	0012		Country	400	0.70	4.8	4.8	3.5	4.6	3.5	4.4	4.9	6.2	6.3			
• KVMI	Arthur	C3	103.9	25.0	328	a	Vision Media Inc	94	9507		Oldies	150		0.7	1.3	1.7	0.8	0.4	1.6	1.3	0.9	2.6			
• KDAM	Hope	C1	104.7	100.0	702		Clear Channel Comm	02	0006	800	Rock			4.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KLTA	Breckenridge	C1	105.1	100.0	650	b	Triad Bcstg Co	70	9909		AC	1,250	1.54	6.8	6.2	5.2	6.2	5.3	4.8	5.4	5.7	9.3			
KPFX	Fargo	C1	107.9	100.0	656	b	Triad Bcstg Co	93	9909		Clsc Rock	1,200	1.17	8.6	4.0	4.3	7.1	7.5	9.6	7.6	7.0	7.5			
# FM Stations -														11	# Combos -		10	FM TOTALS							
														68.1	53.3	54.3	57.7	57.8	60.4	53.5	61.2	59.6			

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)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KFGO	Fargo	B	790	5.0	5.00	c	Clear Channel Comm	48	0012		News/Talk	3,600	1.50	20.2	14.5	17.4	17.0	17.3	15.9	18.8	16.7	15.8
WDAY	Fargo	B	970	5.0	5.00		Forum Comm Co	22			News/Talk	750	0.89	7.1	8.8	7.0	6.2	5.8	5.6	7.6	6.2	6.1
KVOX	Moorhead	B	1280	5.0	1.00	c	Clear Channel Comm	37	0012		Sports	175	0.74	2.0	1.8	2.6	2.1	1.3	2.0	2.7	2.6	1.9
KQWB	West Fargo	B	1660	10.0	1.00	b	Triad Bcstg Co	00	9909		Nostalgia	150	0.45	2.8	1.8	2.6	2.5	2.2	2.4	1.3	2.2	2.5
# AM Stations -				4	# Combos -		3	AM TOTALS														
				32.1	26.9	29.6	27.8	26.6	25.9	30.4	27.7	26.3										
AM & FM Stations Profiled -				15	# Duopolies -		5	Total Local Commercial Share														
				80.2	83.9	85.5	84.4	86.3	83.9	88.9	85.9											

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 221

Revenue Rank: 286

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
Total	168.9

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

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$2,300	\$2,500	\$2,500	\$2,300	\$1,900	\$2,100	-2.5%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	10.5%	\$2,200	\$2,400	\$2,500	\$2,600	\$2,700	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$1.24/1,000	\$1.35/1,000	Local	90%		
Revenue/Capita	\$14.65	\$12.43	\$15.21	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	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 ^{1/}	1,689.6	NA ^{1/}	1,689.6	1,998.8	3.4%
EBI ^{2/}	1,759.7	2,276.8	5.3%	2,276.8	2,833.0	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		6	7	10	8	18
Tot 12+	5.5		62.1	66.6	67.6	7.0	74.6
Avg 12+	1.4		10.4	9.5	6.8	0.9	4.1
Tot LCS	7.4		83.2	89.3	90.6	9.4	100.0
Avg LCS	1.8		13.9	12.8	9.1	1.2	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	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)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WXLK	Roanoke	C	92.3	88.0	2051		Wheeler, Mel	60	9702	See (110)		CHR	n/a		20.3	13.6	10.7	12.9	14.4	12.7	14.9	15.3	13.0				
WSLC	Roanoke	C	94.9	100.0	1982		Wheeler, Mel	48	0005	See (110)		Country	n/a		18.5	14.6	15.7	15.4	9.9	11.0	10.7	5.6	3.1				
WROV	Martinsville	C1	96.3	14.0	2077		Clear Channel Comm	50	0008			AOR	n/a		7.9	7.6	5.1	4.5	6.1	5.0	6.0	8.5	5.1				
WSLQ	Roanoke	C	99.1	200.0	1992		Wheeler, Mel	47				AC	n/a		16.9	15.2	13.7	12.4	10.5	11.0	14.3	14.1	12.4				
WFNR	Christiansburg	A	100.7	0.8	886	a	New River Valley Rad	90	9906	6,455	d1	1 Nws/Tlk/Spt	275	4.68	2.8	1.0	1.5	1.5	2.2	0.6	1.8	0.0	2.5				
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	1 Country	150	2.98	2.4	4.5	3.0	1.5	1.7	2.2	1.8	1.7	1.2				
WBRW	Blacksburg	C3	105.3	12.0	479	a	New River Valley Rad	64	9906		d1	1 Clsc Rock	650	3.03	10.2	3.5	6.6	6.5	7.2	5.5	6.5	4.0	3.3				
WBWR	Bedford	A	106.9	0.3	1276		Hammond Radio Ptrs	92	0010	See (110)		1 Clsc Rock	n/a			0.0	0.5	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	1 Country	550	2.05	12.8	7.6	7.6	8.5	8.8	11.0	7.1	13.6	17.1				
# FM Stations -																10	# Combos -		4	FM TOTALS							
																91.8	67.6	64.4	63.2	60.8	59.0	63.1	62.8	57.7			

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)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WFNR	Blacksburg	D	710	10.0	0.0	a	New River Valley Rad	73	9906		d1	1 Nws/Tlk/Spt	100	1.29	3.7	3.5	2.0	4.0	1.1	2.2	3.0	1.1	3.3				
WPIN	Dublin	D	810	4.2	0.0	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	0.0	b	Baker Family Stns	98				Gospel			0.7	2.0	0.0	1.0	0.0	1.1	0.0	1.7	1.0				
WNRV	Narrows-Pearisb	D	990	5.0	0.0		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	0.0		New Life Church &Min	85	0207	15		Gospel	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	1.98	2.4	0.5	0.0	1.5	1.7	2.2	1.2	1.7	4.6				
WKEX	Blacksburg	D	1430	1.0	0.06	b	Baker Family Stns	69	9808	60		Blue Grass	50		0.4	1.0	0.5	0.5	0.0	1.7	0.0	2.3	1.3				
WRAD	Radford	B	1460	5.0	0.50	a	New River Valley Rad	50	9906		d1	1 Adlt Stndrd	100	3.97	1.2	0.0	1.0	1.0	0.6	0.0	0.0	0.0	0.0				
# AM Stations -																8	# Combos -		5	AM TOTALS							
AM & FM Stations Profiled -																18	# Duopolies -		6	Total Local Commercial Share							
																8.4	7.0	3.5	8.0	3.4	7.2	4.2	6.8	10.2			
																74.6	67.9	71.2	64.2	66.2	67.3	69.6	67.9				

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 222

Revenue Rank: 177

St. Cloud, MN Market Overview



Metro Counties / Population (000)

Benton, MN	35.0
Sherburne, MN	17.4
Stearns, MN	125.3
Total	177.7

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$9,100	\$8,700	\$8,500	\$9,600	\$9,900	\$10,400	2.6%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.1%	\$10,900	\$11,700	\$12,400	\$13,000	\$13,700	5.7%
Revenue/Retail Sales	NA ^{1/}	\$3.08/1,000	\$2.84/1,000				Est. Breakout
Revenue/Capita	\$54.85	\$58.53	\$73.11				Local 70%
							National 30%

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
	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 ^{1/}	3,378.9	NA ^{1/}	3,378.9	4,815.5	7.3%
EBI ^{2/}	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		8	8	10	6	16
Tot 12+	5.5		38.5	40.6	44.0	20.0	64.0
Avg 12+	2.8		4.8	5.1	4.4	3.3	4.0
Tot LCS	8.6		60.2	63.4	68.8	31.3	100.0
Avg LCS	4.3		7.5	7.9	6.9	5.2	6.3

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

Market: St. Cloud, MN

Competitive Overview

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
															2003	2002	2002	2001	2001	2000	2000	1999			
KKJM	St. Joseph	C3	92.9	25.0	328	St. Cloud Diocese	96	0001		dn	Christian	100	0.46	2.1	1.3	1.3	2.2	0.4	0.9	0.9	1.8	2.8			
KMXK	Cold Spring	C2	94.9	50.0	492	d Regent Comm	68	9905	12,700	c1	Hot AC	650	1.36	4.6	3.0	3.1	3.6	2.1	2.3	4.7	2.3	1.3			
KKSR	Sartell	C2	96.7	50.0	453	d Regent Comm	88	0105		d1	Dance/CHR	150	0.47	3.1	2.6	3.1	1.8	2.1	3.7	3.0	0.9	1.3			
WWJO	St. Cloud	C	98.1	100.0	1001	d Regent Comm	75	9905			Country	1,900	1.49	12.3	8.9	9.7	7.1	8.2	9.3	10.3	10.0	10.9			
KZPK	Paynesville	C2	98.9	47.0	499	b Leighton Broadcastin	95	9705	1,000		Country	1,600	1.33	11.6	7.7	7.5	7.1	7.3	7.0	9.0	8.7	8.9			
KCML	St. Joseph	A	99.9	2.9	476	b Leighton Broadcastin	98				Soft Hits	900	1.24	7.0	3.4	4.9	3.1	5.6	4.2	3.8	4.1	2.9			
WHMH	Sauk Rapids	C2	101.7	50.0 cp	476	c Hoppe, Herbert M	75				AOR	100	0.11	8.8	6.0	6.2	5.8	5.2	6.1	6.0	6.4	7.1			
KLZZ	Waite Park	C3	103.7	9.0	413	d Regent Comm	90	0105	5,000	d1	Clsc Rock	875	0.85	9.9	4.7	4.9	6.7	5.6	6.5	4.3	4.6	8.3			
KCLD	St. Cloud	C	104.7	100.0	984	b Leighton Broadcastin	48	7509			CHR	1,800	1.70	10.2	4.3	5.8	6.3	6.4	6.1	5.6	12.8	9.2			
KDDG	Albany	A	105.5	6.0	328	a Starcom	93	9612	1,250	c2	Oldies	150	1.03	1.4	2.1	0.9	0.9	0.9	1.4	1.3	1.4	1.0			
# FM Stations -														10	# Combos -		9	FM TOTALS							
														71.0	44.0	47.4	44.6	43.8	47.5	48.9	53.0	53.7			

AM Stations														ARB 12+ Metro Shares (see rights)											
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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
																2003	2002	2002	2001	2001	2000	2000	1999		
WBHR	Sauk Rapids	B	660	10.0	0.25	c	Hoppe, Herbert M	63				Sports				0.4	0.9	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	3.5	3.8	2.2	2.2	2.1	3.3	3.0	1.4	2.5		
KASM	Albany	D	1150	2.1	0.02	a	Starcom	50	9612		c2	FullService	300	0.33	8.8	6.8	6.2	4.5	6.4	5.1	6.0	2.3	6.2		
• WJON	St. Cloud	C	1240	1.0	1.00	d	Regent Comm	50	9905		c1	News	1,100	1.20	8.8	4.7	7.1	5.4	5.6	4.7	3.8	5.5	6.6		
KXSS	Waite Park	B	1390	2.5	1.00	d	Regent Comm	81	0105		d1	Country	50	0.34	1.4	0.9	0.4	0.9	0.9	1.9	0.9	0.9	0.8		
KNSI	St. Cloud	C	1450	1.0	1.00	b	Leighton Broadcastin	38	7509			Talk	500	0.75	6.4	3.4	0.9	4.5	3.4	2.8	3.0	1.4	1.1		
# AM Stations -														6	# Combos -		6	AM TOTALS							
AM & FM Stations Profiled -														16	# Duopolies -		5	Total Local Commercial Share							
														28.9	20.0	17.7	17.5	18.4	17.8	16.7	11.5	17.2			
														64.0	65.1	62.1	62.2	65.3	65.6	64.5	70.9				

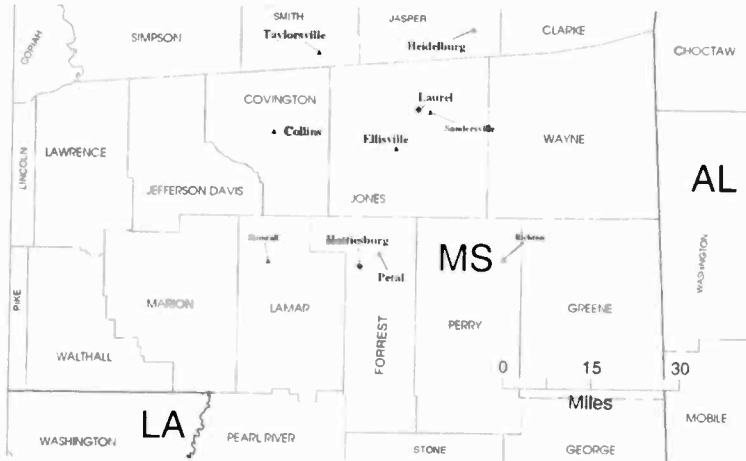
• Indicates a change since last edition

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
Total	178.2

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$4,800	\$5,100	\$5,300	\$5,800	\$5,500	\$5,700	3.5%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.6%	\$6,000	\$6,500	\$6,800	\$7,200	\$7,600	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$2.64/1,000	\$2.90/1,000	Local	80%		
	\$28.10	\$31.99	\$41.97	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	0.3%
Households	62.6	66.7	1.3%	66.7	68.6	0.6%
Retail Sales	NA ^{1/}	2,155.1	NA ^{1/}	2,155.1	2,617.1	4.0%
EBI ^{2/}	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		7	12	13	5	18
Tot 12+	24.0		51.1	74.6	75.1	3.5	78.6
Avg 12+	4.0		7.3	6.2	5.8	0.7	4.4
Tot LCS	30.5		65.0	94.9	95.5	4.5	100.0
Avg LCS	5.1		9.3	7.9	7.3	0.9	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 Biloxi

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		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WJMG	Hattiesburg	A	92.1	6.0	299	b	Floyd, Vernon C	82	8610			Urban	350	0.99	6.2	4.1	4.4	5.6	4.1	3.6	5.9	9.0	7.5
WKZW	Sandersville	C2	94.3	50.0	492	d	Blakeney Comm Inc	75	9803	553		Hot AC	200	1.03	3.4	3.1	4.4	3.2	2.1	3.6	2.2	2.0	3.7
WBBN	Taylorville	C2	95.9	31.0	623	d	Blakeney Comm Inc	85				Country	1,300	1.62	14.1	9.2	11.1	10.2	11.9	12.8	14.1	10.4	13.7
WXHB	Richton	A	96.5	6.0	328	a	Blakeney Comm Inc	95	0303	650		Gospel	75	0.20	6.6	6.6	2.8	5.1	5.2	3.1	3.2	2.0	2.6
WFMM	Sumrall	A	97.3	6.0 cp	328		TeleSouth Comm Inc	98	9902	200		News/Talk	100	0.57	3.1	2.6	2.2	2.8	2.1	1.5	0.5	0.0	0.0
WMXI	Laurel	A	98.1	2.6	512	a	Rainey Bcstg Inc	89	9611	75	1	Talk	150	1.39	1.9	3.6	2.2	1.4	1.6	1.0	3.8	6.0	4.3
WHER	Heidelberg	C2	99.3	50.0	492	c	Clear Channel Comm	80	0101		sw	Oldies	550	1.46	6.6	3.6	3.9	5.6	4.7	6.1	3.8	4.5	1.6
WNSL	Laurel	C	100.3	100.0	1066	c	Clear Channel Comm	59	0101		sw	CHR	800	1.20	11.7	11.7	10.0	10.6	7.8	13.3	13.5	12.9	9.4
WJKX	Ellisville	C2	102.5	50.0	492	c	Clear Channel Comm	73	0101		sw	Urban	650	1.13	10.1	11.2	11.7	6.9	8.8	9.7	14.6	11.9	11.0
WUSW	Hattiesburg	C	103.7	100.0 cp	1056	c	Clear Channel Comm	66	0101		sw	Country	300	0.92	5.7	3.6	4.4	3.7	5.2	4.1	3.8	3.0	5.0
WXRR	Hattiesburg	C1	104.5	100.0	981	d	Blakeney Comm Inc	67	9410	450		Clsc Rock	550	0.96	10.0	8.7	8.9	7.9	7.8	5.6	6.5	8.5	10.2
• WZLD	Petal	A	106.3	1.8	400	c	Clear Channel Comm	86	0101		sw	RhyBl/HpHop	300	0.37	14.4	6.6	8.3	13.4	9.3	9.7	2.2	4.5	2.3
WKNZ	Collins	A	107.1	2.3	541	a	Rainey Bcstg Inc	78	0011	690	c1	Soft AC	225	0.99	4.0	0.5	1.7	4.2	2.1	1.0	1.1	1.0	1.5
# FM Stations -					13	# Combos -					12	FM TOTALS			97.8	75.1	76.0	80.6	72.7	75.1	75.2	75.7	72.8

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		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WEEZ	Laurel	D	890	10.0	0.00	c	Clear Channel Comm	57	0101		sw	Urban/Gospl	50			0.0	0.6	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	0.0	1.1	0.0	0.5	0.0	0.0	0.0	0.0
WAML	Laurel	C	1340	1.0	1.00		Williams, Gerald	32	9112		st	Gospel	50			2.0	1.7	0.0	0.0	0.0	0.0	1.0	0.8
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	0.44	2.0	1.5	1.7	0.5	2.6	3.1	3.8	3.0	3.3
# AM Stations -					5	# Combos -					3	AM TOTALS			2.3	3.5	5.1	0.5	3.1	3.1	3.8	4.0	4.1
AM & FM Stations Profiled -					18	# Duopolies -					6	Total Local Commercial Share			78.6	81.1	81.1	75.8	78.2	79.0	79.7	76.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 224

Revenue Rank: 229

Charlottesville, VA Market Overview



Metro Counties / Population (000)

Albemarle, VA	81.6
Charlottesville city	46.1
Fluvanna, VA	21.3
Greene, VA	16.1
Total	165.1

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$5,400	\$6,000	\$6,400	\$6,600	\$6,100	\$6,500	3.7%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.6%	\$6,900	\$7,400	\$7,800	\$8,200	\$8,600	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$2.60/1,000	2007 \$2.49/1,000	Est. Breakout			
Revenue/Capita	\$37.19	\$39.37	\$48.04	Local	80%		
				National	20%		

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
	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 ^{1/}	2,501.8	NA ^{1/}	2,501.8	3,458.7	6.7%
EBI ^{2/}	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+	29.3	22.2		50.3	51.5	8.8	60.3
Avg 12+	4.9	11.1		7.2	6.4	2.2	5.0
Tot LCS	48.6	36.8		83.4	85.4	14.6	100.0
Avg LCS	8.1	18.4		11.9	10.7	3.6	8.3

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

Market: Charlottesville, VA

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)																	
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999										
WUVA	Charlottesville	A	92.7	0.8	899		WUVA Inc	79			1	Urban AC	400	0.50	12.4	8.2	6.0	9.6	6.0	8.6	13.1	11.5	10.1										
WOMZ	Charlottesville	A	95.1	6.0	325	a	Eure Communications	54	9710		st	1 AC	1,100	1.21	14.0	7.6	7.4	8.4	9.0	6.8	7.6	7.9	5.7										
WWVW	Charlottesville	B	97.5	8.9	1132	a	Eure Communications	59	9712		st	Classic MOR	1,200	1.15	16.0	9.9	8.7	7.8	12.0	9.9	8.3	11.5	7.7										
WCYK	Staunton	B	99.7	3.3	1693	b	Clear Channel Comm	84	9909	6,350	c3	Country	1,275	0.97	20.2	12.3	8.1	13.8	11.4	8.6	8.3	12.1	11.6										
WHTE	Ruckersville	A	101.9	6.0	223	b	Clear Channel Comm	90	9909		c3	CHR/Top40	250	0.42	9.1	7.0	8.1	7.2	4.2	7.4	1.4	3.6	3.1										
WFFX	Crozet	A	102.3	4.9	354	b	Clear Channel Comm	80	9909		c3	Clsc Rock	375	1.34	4.3	1.8	2.0	2.4	3.0	4.3	3.4	3.0	3.6										
WLSA	Louisa	A	105.5	3.3	299		Mid-Virginia Bcstg	80				Country				1.2	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	3.5	3.4	4.8	2.4	4.9	3.4	4.8	4.0										
# FM Stations -																8	# Combos -																6
																FM TOTALS																	
																81.7	51.5	43.7	54.0	48.0	50.5	45.5	54.4	45.8									

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)																	
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	0.0	0.0									
WINA	Charlottesville	B	1070	5.0	5.00	a	Eure Communications	49	0007		st	Nws/Tlk/Spt	700	0.82	13.1	5.3	8.1	6.6	9.6	7.4	7.6	7.9	12.4										
WCHV	Charlottesville	B	1260	5.0	2.50	b	Clear Channel Comm	30	0007	900	d2	News/Talk	100	0.81	1.9	2.9	2.7	1.2	1.2	0.6	0.0	1.2	0.0										
WKAV	Charlottesville	C	1400	1.0	1.00	b	Clear Channel Comm	57	0007	450		Sports	75	0.34	3.4	0.6	2.0	2.4	1.8	3.1	4.1	4.2	3.7										
# AM Stations -																4	# Combos -																3
																AM TOTALS																	
																18.4	8.8	12.8	10.2	12.6	11.1	11.7	13.3	16.1									
AM & FM Stations Profiled -																12	# Duopolies -																4
																Total Local Commercial Share																	
																60.3	56.5	64.2	60.6	61.6	57.2	67.7	61.9										

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 225

Revenue Rank: 275

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)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,500	\$3,200	\$3,100	\$3,900	\$3,300	\$3,700
★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	12.1%	\$3,900	\$4,200	\$4,400	\$4,700	\$4,900	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.05/1,000	\$2.32/1,000	Local 90%
Revenue/Capita	\$32.74	\$21.54	\$27.83	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 ^{1/}	1,803.7	NA ^{1/}	1,803.7	2,113.7	3.2%
EBI ^{2/}	2,707.0	2,484.8	-1.7%	2,484.8	3,019.9	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	4	1	6	9	5	14
Tot 12+	8.5	38.6	3.0	47.6	50.1	6.0	56.1
Avg 12+	2.1	9.7	3.0	7.9	5.6	1.2	4.0
Tot LCS	15.2	68.8	5.3	84.8	89.3	10.7	100.0
Avg LCS	3.8	17.2	5.3	14.1	9.9	2.1	7.1

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

Market: Muskegon, MI

Competitive Overview

Some stations also rated in Grand Rapids.

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)																
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999									
WGVS	Whitehall	A	95.3	2.0	361	d	75	9503		dn	Jaz/Nws/Tlk	25		3.7	0.0	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	91	0211	635	d	Country	200	1.46	8.9	1.0	1.1	1.1	3.2	4.4	4.9	3.9	3.4									
● WLCS	North Muskegon	A	98.3	1.6	456	e	83	0211		d	Oldies	250	0.76	1.5	0.5	0.0	0.0	0.5	0.0	1.1	0.0	0.0									
WSHN	Holton	A	100.1	2.9 cp	472	c	71	9604		st	Top 40	150		13.5	7.0	9.2	7.9	7.0	8.3	9.8	9.6	7.8									
WMRR	Muskegon	B1	101.7	12.0	476	b	74	0010		g1	Clsc Rock	775	1.55	20.4	8.0	9.2	9.6	13.4	15.1	13.2	13.5	11.2									
WSNX	Muskegon	B	104.5	32.0	620	a	71	9910	See (66)		CHR	n/a		2.4	3.0	1.6	1.1	1.6	2.4	2.4	2.8	2.1									
WCXT	Hart	C2	105.3	50.0 cp	492		83				Lite AC	75	0.84	25.0	15.6	12.4	12.4	15.6	13.2	10.7	15.7	16.9									
WMUS	Muskegon	B	106.9	50.0	479	b	62	0010		g1	Country	1,800	1.95	14.4	8.0	7.6	8.4	7.5	3.4	3.4	3.9	4.2									
WSHZ	Muskegon	B1	107.9	15.0	420	b	95	0010		g1	Bright AC	300	0.56	88.3	50.1	47.0	45.6	53.1	53.2	49.8	56.1	50.4									
# FM Stations -															9	# Combos -															6
																FM TOTALS															

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)															
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999								
WGVS	Muskegon	B	850	1.0	1.00	d	Grand Valley St Univ	26	9503		dn	News/Talk	25		4.0	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	2.5	2.7	2.2	2.2	1.5	0.0	0.0	1.4								
WUBR	Whitehall	C	1490	1.0	1.00	e	Unity Bcstg Inc	59	0211		d	Adlt Stndrd	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8								
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									
WMHG	Muskegon	B	1600	5.0	5.00	b	Clear Channel Comm	49	0010		g1	MOR	50	0.17	7.8	3.5	3.8	3.4	5.4	4.9	2.4	2.8	2.5								
# AM Stations -															5	# Combos -															4
																AM TOTALS															
AM & FM Stations Profiled -															14	# Duopolies -															4
																Total Local Commercial Share															
																11.8	6.0	6.5	5.6	7.6	6.4	4.4	6.2	9.1							
																56.1	53.5	51.2	60.7	59.6	54.2	62.3	59.5								

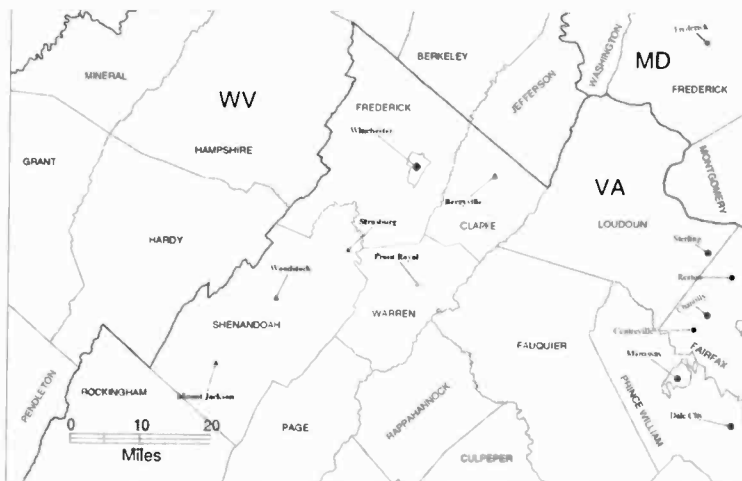
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 226

Revenue Rank: 217

Winchester, VA Market Overview



Metro Counties / Population (000)

Clarke, VA	12.9
Frederick, VA	61.7
Shenandoah, VA	36.2
Warren, VA	32.1
Winchester city, VA	23.9
Total	166.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$6,200	\$6,500	\$7,500	\$7,400	\$7,000	\$7,300
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.3%	\$7,700	\$8,200	\$8,700	\$9,200	\$9,600	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.99/1,000	\$2.97/1,000	Local	80%		
Revenue/Capita	\$40.36	\$43.76	\$53.72	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	153.6	166.8	1.7%	166.8	178.7	1.4%
Households	58.8	65.6	2.2%	65.6	71.2	1.7%
Retail Sales	NA ^{1/}	2,444.7	NA ^{1/}	2,444.7	3,227.1	5.7%
EBI ^{2/}	2,125.8	2,794.7	5.6%	2,794.7	3,531.8	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	82.1	13.6	7.1	6.8	10.4	13.9	12.4	18.0
Women (000)	84.7	12.8	6.8	6.6	10.6	13.7	12.2	21.9
Total	166.8	26.4	14.0	13.4	21.0	27.6	24.5	39.9
Percentage	100.0%	15.9%	8.4%	8.0%	12.6%	16.6%	14.7%	23.9%
Per Capita	\$ 16,751							
				Median Household	\$ 36,534		Avg Household	\$ 42,599
Ethnic Population:	White	92.2%	Black	4.3%	Asian	0.7%	Hispanic	3.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	4		7	8	5	13
Tot 12+	13.7	34.2		46.5	47.9	3.6	51.5
Avg 12+	3.4	8.6		6.6	6.0	0.7	4.0
Tot LCS	26.6	66.4		90.3	93.0	7.0	100.0
Avg LCS	6.7	16.6		12.9	11.6	1.4	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 Harrisonburg.

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WINC	Winchester	B	92.5	22.0	1424	c	Mid Atlantic Network	46				AC	2,575	1.27	27.7	16.4	9.3	12.8	15.4	14.3	17.2	17.0	11.4			
WAZR	Woodstock	B1	93.7	8.5 cp	420	b	Clear Channel Comm	85	0206	See (264)		Top 40	n/a		5.0	1.4	0.9	2.4	2.7	3.4	3.0	3.9	4.4			
WZRZ	Front Royal	A	95.3	6.0	299	a	Royal Broadcasting	81	0007	950	c2	Oldies	350	1.17	4.1	4.1	1.8	1.9	2.3	3.0	3.5	2.9	2.5			
• WSIG	Mount Jackson	B1	96.9	7.0 cp	558	d	Shenandoah Valley TV	88	0205	675	c1	Country	300	0.76	5.4	0.0	3.6	1.4	4.1	3.9	2.0	3.4	2.5			
WFQX	Front Royal	A	99.3	3.0	269	b	Clear Channel Comm	73	0008		g	Clsc Rock	400	0.55	9.9	3.2	5.8	3.8	6.3	5.4	5.6	4.4	6.8			
WUSQ	Winchester	B	102.5	32.0	630	b	Clear Channel Comm	65	0008		g	Country	2,600	1.05	33.9	16.4	21.3	19.0	15.4	16.7	17.7	14.1	19.7			
WWRT	Strasburg	A	104.9	4.1	220	c	Mid Atlantic Network	87	9707	850	d1	Clsc Rock	250	1.04	3.3	2.3	1.8	1.9	1.4	2.0	1.5	1.5	1.0			
WWRE	Berryville	A	105.5	3.0	299	c	Mid Atlantic Network	80	9707		d1	Clsc Rock	500	1.34	5.1	4.1	2.2	4.3	0.9	2.5	1.0	1.0	1.7			
# FM Stations -															8	# Combos -		8	FM TOTALS							
															94.4	47.9	46.7	47.5	48.5	51.2	51.5	48.2	50.0			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WTFX	Winchester	B	610	0.5	0.50	b	Clear Channel Comm	61	0008		g	Sports	50			0.0	0.4	0.0	0.0	0.0	0.5	0.0	0.6			
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	1.00		Hometown Bcstg LLC	81	0210	140		BgBnd/Nstlg				1.8	0.4	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	1.8	2.4	2.7	3.0	1.5	1.0	1.1			
WFTR	Front Royal	C	1450	1.0	1.00	a	Royal Broadcasting	48	0007		c2	Nws/Tlk/Spt	25		0.5	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0			
# AM Stations -															5	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -															13	# Duopolies -		3	Total Local Commercial Share							
															5.5	3.6	2.6	2.9	2.7	3.0	2.0	1.0	1.7			
															51.5	49.3	50.4	51.2	54.2	53.5	49.2	51.7				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 227

Revenue Rank: 249

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
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		5.9%	\$5,700	\$6,100	\$6,400	\$6,700	\$7,100
Revenue/Retail Sales	NA ^{1/}	\$2.58/1,000	\$2.62/1,000				Est. Breakout
Revenue/Capita	\$31.70	\$32.35	\$40.43				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 ^{1/}	2,091.5	NA ^{1/}	2,091.5	2,707.9	5.3%
EBI ^{2/}	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		9	8	10	5	15
Tot 12+	2.0		54.5	54.5	56.5	20.0	76.5
Avg 12+	2.0		6.1	6.8	5.7	4.0	5.1
Tot LCS	2.6		71.2	71.2	73.9	26.1	100.0
Avg LCS	2.6		7.9	8.9	7.4	5.2	6.7

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

Market: Redding, CA

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)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
KEWB	Anderson	C2	94.7	4.2	1565	b	Results Radio LLC	83	0007		d4	CHR	500	1.04	8.9	8.0	5.1	5.6	7.1	6.6	6.3	10.7	8.7				
KKXS	Shingletown	A	96.1	0.5	1175	b	Results Radio LLC		01			Country			1.4	2.0	2.0	1.0	1.0	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	1.09	18.7	10.0	9.6	14.3	12.7	7.2	10.2	7.8	13.9				
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				
KNNN	Shasta Lake City	C2	99.3	1.6	1526	c	Regent Comm	89	9806	3,500	d2	Top 40	600	1.56	7.1	9.0	3.6	4.1	6.1	7.2	6.8	6.8	7.0				
KHRD	Weaverville	C2	103.1	0.6	3593	b	Results Radio LLC		99			Clsc Rock	250	0.99	4.7	3.5	4.6	2.6	4.1	3.9	1.9	3.4	0.0				
KSHA	Redding	C	104.3	100.0	1558	c	Regent Comm	81	9806		g1	Soft Rock	700	1.07	12.1	8.0	9.1	7.7	9.6	8.8	7.8	7.8	9.1				
KRDG	Shingletown	C1	105.3	28.0 cp	1243	c	Regent Comm	94	9806		d2	Oldies	450	0.79	10.6	8.0	11.7	8.7	6.6	5.5	7.8	5.8	6.2				
KRRX	Burney	C	106.1	100.0	1969	c	Regent Comm	85	9806		d2	Rock & Roll	500	0.85	10.9	5.5	5.6	9.2	6.6	8.8	8.3	9.7	5.5				
KESR	Shasta Lake City	C3	107.1	1.4	1362	b	Results Radio LLC	98	0007		d4	Modern AC	350	1.16	5.6	2.5	4.1	5.6	2.5	5.0	4.9	1.9	1.9				
# FM Stations -																10	# Combos -		10	FM TOTALS							
																80.0	56.5	55.4	58.8	56.3	53.0	54.0	53.9	52.3			

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)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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				
KLXR	Redding	C	1230	1.0	1.00		Quinn, Michael	56	9912	125	na	Adlt Stndrd	75	0.30	4.6	5.5	5.6	3.6	3.0	2.8	6.8	4.4	5.8				
KQMS	Redding	C	1400	1.0	1.00	c	Regent Comm	54	9806		g1	News/Talk	700	0.97	13.4	13.0	12.2	9.7	9.6	15.5	14.6	10.2	12.5				
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				
KNRO	Redding	B	1670	10.0 cp	1.00	c	Regent Comm		01			Sports	125	1.10	2.1	1.5	1.0	2.0	1.0	0.6	1.9	0.0	0.0				
# AM Stations -																5	# Combos -		3	AM TOTALS							
AM & FM Stations Profiled -																15	# Duopolies -		5	Total Local Commercial Share							
																20.1	20.0	18.8	15.3	13.6	18.9	23.3	14.6	18.3			
																76.5	74.2	74.1	69.9	71.9	77.3	68.5	70.6				

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 ★★	<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	\$6,600	\$7,200	\$7,200	\$6,900	\$7,400	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>
	7.2%	\$7,800	\$8,400	\$8,900	\$9,300	\$9,800	5.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA ^{1/}	\$3.69/1,000	\$4.16/1,000	Local	90%		
	\$36.20	\$44.47	\$57.41	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	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 ^{1/}	2,003.8	NA ^{1/}	2,003.8	2,354.6	3.3%
EBI ^{2/}	2,209.4	2,650.6	3.7%	2,650.6	3,351.6	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)	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

<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		7	9	9	5	14
Tot 12+	7.9		45.9	53.8	53.8	15.1	68.9
Avg 12+	4.0		6.6	6.0	6.0	3.0	4.9
Tot LCS	11.5		66.6	78.1	78.1	21.9	100.0
Avg LCS	5.7		9.5	8.7	8.7	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 Birmingham.

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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
			Freq	(kW)												2003	2002	2002	2001	2001	2000	2000	1999
WTUG	Tuscaloosa	C1	92.9	100.0	981	b	Radio South Inc	79	9302		st	Urban AC	1,400	1.39	13.6	8.3	7.1	7.9	10.3	13.4	9.9	10.8	10.9
WZBQ	Carrollton	C	94.1	100.0	1007	a	Clear Channel Comm	70	0008		g	CHR	1,250	1.32	12.8	4.2	7.1	9.8	7.5	8.4	9.4	9.2	5.7
WBHJ	Tuscaloosa	C1	95.7	100.0	981	c	Cox Radio Inc	52	9811	See (57)		HPHop/RHyBl	n/a		17.5	9.9	8.2	12.6	10.9	10.1	9.9	10.3	14.5
WTXT	Fayette	C1	98.1	100.0	906	a	Clear Channel Comm	77	0008		g	Country	1,700	1.87	12.3	9.4	9.7	7.9	8.6	11.2	8.8	11.9	8.3
WDGM	Greensboro	C3	99.1	3.2	623		Warrior Bcstg Inc	02				Oldies	200	0.73	3.7	4.7	4.1	5.1	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	1.33	6.1	4.7	2.0	4.2	4.0	2.8	4.4	4.9	1.7
• WBEI	Reform	C2	101.7	22.5	725	b	Radio South Inc	91	9607	800		AC	400	1.42	3.8	4.7	4.1	2.8	2.3	4.5	4.4	3.8	5.2
WQZZ	Eutaw	A	104.3	4.7	371	c	Lawson Comm	90	9211	160		Rhythm/Blue	350	1.10	4.3	6.3	5.1	4.2	1.7	1.1	0.6	0.0	0.5
WRTR	Tuscaloosa	A	105.5	6.0	299	a	Clear Channel Comm	66	0008		g	Rock	500	1.15	5.9	1.6	3.1	3.3	4.6	2.8	4.4	3.8	3.6
# FM Stations - 9														# Combos - 7									
														FM TOTALS									
														80.0	53.8	50.5	57.8	49.9	54.3	51.8	54.7	50.4	

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
			Freq	(kW)	(kW)	(kW)											2003	2002	2002	2001	2001	2000	2000	1999
WTSK	Tuscaloosa	D	790	5.0	0.04	b	Radio South Inc	58	7707			Gospel	300	0.57	7.1	6.8	6.1	3.7	5.7	3.9	7.2	5.9	4.7	
WSPZ	Tuscaloosa	B	1150	5.0	1.00	d	Radio South Inc	36	0303	125		Oldies				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	0.65	5.2	4.7	3.1	2.3	4.6	3.9	2.2	2.2	1.8	
WWPG	Tuscaloosa	B	1280	5.0	0.50	c	Lawson Comm	51	9303	160		Gospel	150	0.75	2.7	1.0	2.0	1.9	1.7	0.6	1.1	1.1	1.4	
WACT	Tuscaloosa	D	1420	5.0	0.11	a	Clear Channel Comm	58	0008		g	Gospel	275	0.76	4.9	2.6	2.6	3.7	2.9	3.4	3.9	3.2	4.6	
# AM Stations - 5														# Combos - 3										
														AM TOTALS										
AM & FM Stations Profiled - 14														Total Local Commercial Share										
														68.9	64.3	69.4	64.8	66.1	66.2	67.1	62.9			

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

Metro Rank: 229

Revenue Rank: 184

Rochester, MN Market Overview



Metro Counties / Population (000)

Dodge, MN	18.2
Olmsted, MN	127.0
Wabasha, MN	22.0
Total	167.2

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>
	\$8,100	\$8,600	\$9,000	\$9,600	\$9,100	\$9,700	3.6%
	<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>
	6.6%	\$10,200	\$10,900	\$11,500	\$12,100	\$12,700	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.38/1,000	\$3.03/1,000	Local	85%		
	\$53.32	\$58.01	\$72.00	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	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 ^{1/}	2,866.0	NA ^{1/}	2,866.0	4,190.5	7.9%
EBI ^{2/}	2,427.3	3,433.3	7.2%	3,433.3	4,609.4	6.1%

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)	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

<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		6	7	9	5	14
Tot 12+	3.3		54.0	57.3	57.3	8.3	65.6
Avg 12+	1.1		9.0	8.2	6.4	1.7	4.7
Tot LCS	5.0		82.3	87.3	87.3	12.7	100.0
Avg LCS	1.7		13.7	12.5	9.7	2.5	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 Mason City, IA.

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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			
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			
KWWK	Rochester	C2	96.5	43.0	528	a	Bill, Howard G.	67				Country	1,575	1.38	11.8	8.3	6.5	8.2	7.5	9.0	9.2	8.8	8.4			
KNXR	Rochester	C	97.5	100.0	1040		United Audio Corp	65				Adlt Stndrd	600	0.46	13.5	9.9	7.7	9.4	8.6	7.2	7.5	11.8	10.2			
KRCH	Rochester	C2	101.7	39.0	554	b	Clear Channel Comm	68	0010		g1	Clsc Rock	1,500	1.27	12.2	8.8	10.7	8.2	8.0	12.6	10.3	11.2	8.8			
KMFX	Lake City	C3	102.5	9.4	528	b	Clear Channel Comm	93	0010		g1	Country	950	0.94	10.4	8.3	7.1	7.6	6.3	6.6	5.2	8.8	7.1			
KYBA	Stewartville	C2	105.3	50.0	492	c	Southern Minn Bcstg	92	9307	125		Soft AC	1,425	1.35	10.9	8.8	8.3	7.0	7.5	7.8	8.6	5.9	5.5			
KROC	Rochester	C0	106.9	100.0	1109	c	Southern Minn Bcstg	65				Top 40	1,450	0.80	18.8	9.9	8.9	13.5	11.5	13.2	14.4	12.4	12.9			
KLCX	St. Charles	A	107.7	2.0	571	a	Bill, Howard G.	97	9808	67		Oldies	600	0.95	6.5	3.3	3.0	4.7	4.0	3.0	1.7	1.8	2.8			
# FM Stations -															9	# Combos -		6	FM TOTALS							
															84.1	57.3	52.2	58.6	53.4	59.4	56.9	60.7	55.7			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KNFX	Austin	B	970	5.0	0.50	b	Clear Channel Comm	60	0010		g1	Nws/Spt/Tlk	100	0.47	2.2	0.0	1.2	1.8	1.1	1.8	1.1	0.6	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	1.43	1.8	0.6	2.4	0.6	1.7	1.2	1.1	1.2	0.9			
KROC	Rochester	C	1340	1.0	1.00	c	Southern Minn Bcstg	35				News/Talk	1,000	0.98	10.5	5.5	7.7	6.4	7.5	6.0	5.2	5.3	7.5			
KOLM	Rochester	D	1520	10.0	0.80	a	Bill, Howard G.	63				Adlt Stndrd	200	1.59	1.3	2.2	0.0	0.6	1.1	0.0	1.1	0.6	0.8			
# AM Stations -															5	# Combos -		5	AM TOTALS							
AM & FM Stations Profiled -															14	# Duopolies -		4	Total Local Commercial Share							
															15.8	8.3	11.3	9.4	11.4	9.0	8.5	7.7	9.2			
															65.6	63.5	68.0	64.8	68.4	65.4	68.4	64.9				

NOTE: Market reinstated with Fall 1999 period.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 230

Revenue Rank: 214

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
	\$5,500	\$6,000	\$6,500	\$6,900	\$7,200	\$7,500	6.3%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.2%	\$7,900	\$8,400	\$8,900	\$9,400	\$9,900	5.6%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.37/1,000	2007 \$3.21/1,000			Est. Breakout	
Revenue/Capita	\$41.64	\$47.29	\$56.96			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	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 ^{1/}	2,225.7	NA ^{1/}	2,225.7	3,088.3	6.8%
EBI ^{2/}	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	3		6	8	9	4	13
Tot 12+	23.0		35.0	55.8	58.0	15.3	73.3
Avg 12+	7.7		5.8	7.0	6.4	3.8	5.6
Tot LCS	31.4		47.7	76.1	79.1	20.9	100.0
Avg LCS	10.5		8.0	9.5	8.8	5.2	7.7

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

Market: Bryan-College Station, TX

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
• KNDE	College Station	C2	95.1	36.0	571	b	Bryan Bcstg Lic	64	9708	500	c3	CHR	650	1.04	8.3	12.6	6.8	6.3	5.3	7.2	7.7	9.6	8.9			
KAGG	Madisonville	C2	96.1	40.0	538	c	Clear Channel Comm	89	0010		g1	Country	1,150	1.33	11.5	6.0	8.7	7.0	9.2	10.5	11.3	11.4	10.8			
KORA	Bryan	A	98.3	0.9	528	a	Equicom, Inc	66	9711		c1	Country	900	1.25	9.6	9.3	10.6	7.6	5.9	9.2	7.7	13.9	7.2			
KNFX	Bryan	A	99.5	3.0	328	c	Clear Channel Comm	92	0108	2,500		Clsc Rock	825	0.85	12.9	5.5	6.2	8.2	9.9	3.3	4.9	7.2	6.1			
KZTR	Franklin	C3	101.9	25.0 cp	328	a	Equicom, Inc	94	9902	1,000		Soft AC	275	0.89	4.1	1.6	1.9	3.2	2.6	1.3	3.5	4.2	4.0			
KVJM	Heame	A	103.1	4.9	361		Marshall Media Group	85	9411	187	e	Urban	300	0.45	8.8	8.2	7.5	5.7	6.6	7.2	5.6	6.6	7.5			
KXCS	Cameron	C2	103.9	25.0	696	a	Equicom, Inc	85	9711			Altve/MdRck	450	0.68	8.8	4.4	3.1	7.0	5.3	4.6	8.5	4.8	5.1			
KKYS	Bryan	C2	104.7	50.0	285	c	Clear Channel Comm	84	0010		g1	Hot AC	1,400	1.12	16.6	8.2	8.1	10.8	12.5	17.6	17.6	16.3	13.1			
KTTX	Brenham	C2	106.1	50.0	492		Tom S. Whitehead Inc	64				Country	125	0.72	2.3	2.2	1.2	1.9	1.3	5.2	2.1	3.6	3.3			
# FM Stations -															9	# Combos -		7	FM TOTALS							
															82.9	58.0	54.1	57.7	58.6	66.1	68.9	77.6	66.0			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KZNE	College Station	B	1150	1.0	0.50	b	Bryan Bcstg Lic	00	9708	300		Sports	325	2.28	1.9	2.2	3.1	1.3	1.3	0.7	1.4	0.6	0.0			
KTAM	Bryan	C	1240	0.4	0.00	a	Equicom, Inc	47	9711		c1	Span/Varty	275	0.53	6.9	4.9	5.6	3.8	5.9	5.2	2.8	1.8	2.6			
KAGC	Bryan	D	1510	0.5	0.00		Divcon Associates	77	8703	300		ChrsContern			0.4	0.0	0.0	0.6	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	1.31	7.9	8.2	9.3	5.7	5.3	3.3	7.7	3.0	6.1			
# AM Stations -															4	# Combos -		3	AM TOTALS							
AM & FM Stations Profiled -															13	# Duopolies -		4	Total Local Commercial Share							
															17.1	15.3	18.0	11.4	12.5	9.2	11.9	5.4	8.7			
															73.3	72.1	69.1	71.1	75.3	80.8	83.0	74.7				

• 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
Total	159.1

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>	Δ 97 - 02
	\$6,000	\$6,800	\$7,200	\$7,900	\$7,700	\$8,200	6.4%
	Δ 01 - 02	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	Δ 02 - 07
	6.5%	\$8,700	\$9,300	\$9,800	\$10,400	\$10,900	5.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$4.78/1,000	\$5.64/1,000	Local	80%		
	\$36.88	\$51.54	\$69.16	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	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 ^{1/}	1,717.0	NA ^{1/}	1,717.0	1,934.3	2.4%
EBI ^{2/}	1,959.6	2,118.9	1.6%	2,118.9	2,484.6	3.2%

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)	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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	7		9	11	6	17
Tot 12+	7.6	56.3		62.3	63.9	11.9	75.8
Avg 12+	1.9	8.0		6.9	5.8	2.0	4.5
Tot LCS	10.0	74.3		82.2	84.3	15.7	100.0
Avg LCS	2.5	10.6		9.1	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	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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WVZA	Herrin	B1	92.7	25.0	328	a	Clear Channel Comm	94	0101		sw	CHR	300	1.02	3.6	7.1	4.1	3.2	2.3	5.5	1.8	4.1	2.6			
WUEZ	Carterville	B1	95.1	17.6	390	b	Zimmer Radio Group	92	9706	1,250	c3	AC	850	1.07	9.7	6.6	7.0	7.5	7.5	6.0	5.9	3.1	5.1			
WQUL	West Frankfort	A	97.7	3.5	433	a	Clear Channel Comm	72	0101		sw	Clsc Rock	275	0.56	6.0	3.3	4.7	5.9	3.4	3.8	4.1	4.1	3.7			
WOOZ	Harrisburg	B	99.9	32.0	620	b	Zimmer Radio Group	47	8907	713		Country	1,025	0.83	15.1	9.8	12.9	11.3	12.1	11.5	10.1	7.2	8.1			
WCIL	Carbondale	B	101.5	28.5	653	b	Zimmer Radio Group	68	9608	1,765	c1	CHR	900	1.14	9.6	8.7	7.6	9.1	5.7	8.7	11.8	10.8	13.0			
WXLT	Christopher	A	103.5	6.0	328	b	Zimmer Radio Group	91	9805	675		Alternative	300	1.26	2.9	2.7	1.8	1.6	2.9	3.3	2.4	3.6	3.7			
WXAN	Ava	A	103.9	2.9	469		Lawder, Harold L	82				Gospel	200	0.84	2.9	0.5	2.9	2.2	2.3	1.6	2.4	2.1	3.9			
WBVN	Carrier Mills	A	104.5	6.0	328		Anderson, K & J	90					100	0.49	2.5	1.1	1.8	2.2	1.7	1.6	1.2	1.5	1.6			
WTAO	Murphysboro	B1	105.1	25.0	308	a	Clear Channel Comm	72	0101		sw	Rock	1,000	1.14	10.7	4.9	8.8	8.6	8.0	12.0	8.9	11.9	10.2			
WQRL	Benton	B1	106.3	12.5	459		Dana Comm Corp	73	9204	250		Oldies	525	0.94	6.8	4.4	4.7	4.3	6.3	4.9	4.7	4.1	3.4			
WDDD	Marion	B	107.3	50.0	492	a	Clear Channel Comm	70	0101		sw	Country	1,700	1.30	15.9	14.8	9.9	10.2	14.4	10.9	17.8	11.3	12.4			
# FM Stations -															11	# Combos -		8	FM TOTALS							
															85.7	63.9	66.2	66.1	66.6	69.8	71.1	63.8	67.7			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WDDD	Johnston City	B	810	0.3	0.25	a	Clear Channel Comm	79	0101		sw	Sprts/Talk			0.7	0.5	0.6	0.5	0.6	0.0	0.6	1.0	0.5			
WCIL	Carbondale	D	1020	1.0	0.00	b	Zimmer Radio Group	46	9608		c1	News			1.4	1.1	1.8	1.1	1.1	0.5	0.6	1.0	0.5			
WGGH	Marion	D	1150	5.0	0.00		Vine Bcstg Inc	49	9204	396		Gospel	175	1.26	1.7	1.1	0.6	1.6	1.1	1.1	0.6	1.0	1.7			
• WFRX	West Frankfort	D	1300	1.0	0.06	a	Clear Channel Comm	51	0101		sw	Adlt Stndrd	200	0.68	3.6	1.6	4.1	2.2	3.4	2.7	2.4	2.6	3.4			
WJPF	Herrin	C	1340	0.8	0.00	b	Zimmer Radio Group	40	9706		c3	News/Talk	500	1.30	4.7	7.1	4.1	3.8	3.4	4.4	2.4	3.1	2.6			
WINI	Murphysboro	B	1420	0.4	0.50		Radio Station WINI	54	6807			Nws/Tlk/Spt	125	0.73	2.1	0.5	1.2	1.6	1.7	0.0	1.2	0.5	1.4			
# AM Stations -															6	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -															17	# Duopolies -		6	Total Local Commercial Share							
															14.2	11.9	12.4	10.8	11.3	8.7	7.8	9.2	10.1			
															75.8	78.6	76.9	77.9	78.5	78.9	73.0	77.8				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 232

Revenue Rank: 279

Pittsburg, KS Market Overview



Metro Counties / Population (000)

Allen, KS	14.1
Bourbon, KS	15.3
Cherokee, KS	22.6
Crawford, KS	38.2
Labette, KS	22.5
Neosho, KS	16.8
Barton, MO	12.6
Vernon, MO	20.6
Total	162.7

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	N/A	N/A	N/A	\$3,000	\$3,200	
	<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%	\$3,400	\$3,600	\$3,800	\$4,000	\$4,200	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA ^{1/}	\$1.90/1,000	\$2.00/1,000	Local	60%		
	N/A	\$19.66	\$25.85	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	159.7	162.8	0.4%	162.8	162.5	0.0%
Households	63.3	64.9	0.5%	64.9	64.8	0.0%
Retail Sales	NA ^{1/}	1,684.6	NA ^{1/}	1,684.6	2,097.6	4.5%
EBI ^{2/}	1,817.6	2,137.2	3.3%	2,137.2	2,483.9	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)	79.0	13.1	7.9	9.1	8.9	11.0	10.7	18.2
Women (000)	83.8	12.5	7.4	8.5	8.8	11.1	10.9	24.4
Total	162.8	25.6	15.4	17.7	17.8	22.1	21.7	42.6
Percentage	100.0%	15.7%	9.4%	10.9%	10.9%	13.6%	13.3%	26.2%
Per Capita	\$ 13,131							
				Median Household	\$ 27,322		Avg Household	\$ 32,949
Ethnic Population:	White	93.4%	Black	1.8%	Asian	0.6%	Hispanic	2.1%

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	8		6	5	14	7	21
Tot 12+	14.6		35.5	38.8	50.1	9.3	59.4
Avg 12+	1.8		5.9	7.8	3.6	1.3	2.8
Tot LCS	24.6		59.8	65.3	84.3	15.7	100.0
Avg LCS	3.1		10.0	13.1	6.0	2.2	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 Joplin, MO

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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KSYN	Joplin	C1	92.5	100.0	407	a	Zimmer Radio Group	60	9707	See (235)		Adult CHR	n/a			9.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KLKC	Parsons	A	93.5	3.0	266	d	Comunty Bcstg Co Inc	78				AC/Oldes	100			1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KINZ	Humboldt	C3	95.3	24.0	335		Sutcliffe Comm	98				Clsc Hits	250			1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKOW	Pittsburg	C1	96.9	100.0	912	b	American Media Invst	75	8605	747		Country	750			19.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KNMO	Nevada	A	97.5	6.0	282	h	Harbit Comm Inc	84	9801	475		Country	100			1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KNEK	Girard	A	99.1	3.0	325	g	Innovative Bcstg	88	9707	270		Clsc Rock	200			2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KIKS	Iola	A	99.3	3.0	299	i	Iola Bcstg Inc	61				AC	350			3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KBZI	Deerfield	C3	100.7	17.5	390	b	American Media Invst	00				Adult CHR	400			4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KHST	Lamar	C3	101.7	22.0 cp	328	g	Innovative Bcstg	92	9810	330		Rock	100			1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KOMB	Fort Scott	A	103.9	4.1	400	e	Fort Scott Bcstg Co	81	9604	250 c1		Oldies	300			1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KCAR	Galena	A	104.3	6.0	328	c	Petracom Media LLC	99	0007			Oldies	n/a			1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KVCY	Fort Scott	C3	104.7	16.0	410		VCY America Inc	83				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKOY	Chanute	A	105.5	4.3	161	f	Southeast Kansas Bcg	71	9706	450 c1		Hot AC	100			1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KMOQ	Baxter Springs	A	107.1	6.0	299	c	Petracom Media LLC	79	0007	See (235)		CHR	n/a			1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# FM Stations -					14	# Combos -					11	FM TOTALS				0.0	50.1	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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
• KKOW	Pittsburg	B	860	10.0	5.00	b	American Media Invst	37	8105			News/Talk	500			6.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KNEM	Nevada	C	1240	0.5	0.00	h	Harbit Comm Inc	49	9801		c1	Country				1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KSEK	Pittsburg	C	1340	1.0	1.00	g	Innovative Bcstg	48	9707		na	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KALN	Iola	D	1370	0.5	0.06	i	Iola Bcstg Inc	61				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKOY	Chanute	D	1460	1.0	0.06	f	Southeast Kansas Bcg	52	9706		c1	News/Talk				1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KLKC	Parsons	D	1540	0.3	0.00	d	Comunty Bcstg Co Inc	48				AC/Oldes				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KMDO	Fort Scott	D	1600	0.5	0.03	e	Fort Scott Bcstg Co	54	9604		c1	Oldies				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					7	# Combos -					7	AM TOTALS				0.0	9.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					21	# Duopolies -					3	Total Local Commercial Share				59.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

NOTE: Market first rated Spring 2003

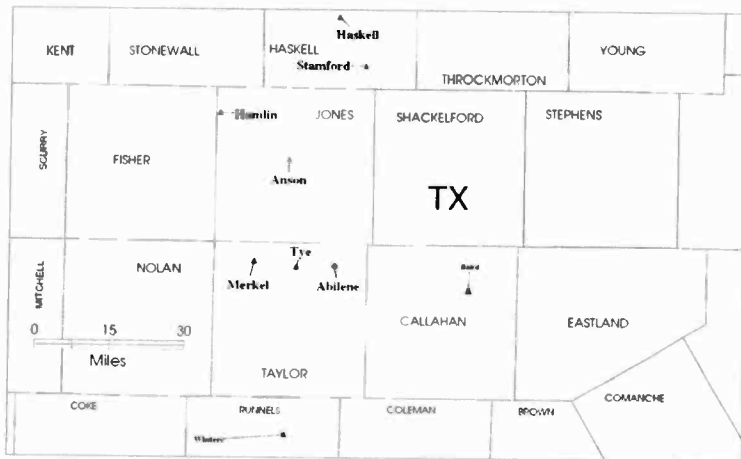
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 233

Revenue Rank: 233

Abilene, TX Market Overview



Metro Counties / Population (000)

Callahan, TX	13.2
Jones, TX	21.6
Taylor, TX	127.4
Total	162.2

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,900	\$5,500	\$5,800	\$5,900	\$5,300	\$6,400
★★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	20.8%	\$6,800	\$7,200	\$7,700	\$8,100	\$8,500	5.9%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.20/1,000	2007 \$3.74/1,000	Est. Breakout			
Revenue/Capita	\$32.17	\$39.46	\$50.96	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	152.3	162.2	1.3%	162.2	166.8
Households	55.2	59.4	1.5%	59.4	61.8	0.8%
Retail Sales	NA ^{1/}	1,998.2	NA ^{1/}	1,998.2	2,271.0	2.6%
EBI ^{2/}	1,892.3	2,385.1	4.7%	2,385.1	2,885.6	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			13	12	13	6	19
Tot 12+			74.1	73.1	74.1	8.3	82.4
Avg 12+			5.7	6.1	5.7	1.4	4.3
Tot LCS			89.9	88.7	89.9	10.1	100.0
Avg LCS			6.9	7.4	6.9	1.7	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)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KULL	Abilene	C2	92.5	44.0	525	b	Clear Channel Comm	97	0012		g1	Oldies	300	0.88	5.3	9.3	5.4	5.2	3.8	7.2	5.7	6.1	6.8
KNCE	Baird	C1	95.1	100.0	742	a	Doud Media Group	81	0301	900		AC	250	0.83	4.7	4.7	1.6	3.1	4.9	3.1	2.6	3.3	2.9
• KORQ	Winters	C2	96.1	50.0	492	a	Doud Media Group	99	0209	500,000		CHR/Rhymc	250	1.03	3.8	8.3	2.2	2.6	3.8	2.1	3.1	1.7	0.0
KVRP	Haskell	C1	97.1	100.0	532	c	Rolling Plains Bcstg	81				Country	325	2.67	1.9	2.1	1.6	2.1	1.1	1.0	2.6	0.0	0.9
KFQX	Anson	C1	98.1	100.0 cp	295	d	Cumulus Bcstg Inc	88	9911	200	sw	Mix AC	200	1.12	2.8	2.1	6.0	2.6	2.2	2.1	3.1	2.2	4.4
• KBCY	Tye	C1	99.7	99.2	745	d	Cumulus Bcstg Inc	83	9803	1,812	d1	Country	775	0.85	14.3	8.3	12.5	14.4	9.8	9.7	8.9	8.3	7.2
• KHYS	Abilene	C1	100.7	100.0	768	b	Clear Channel Comm	74	0012		g1	CHR	325	0.68	7.5	4.7	6.0	7.2	5.5	7.7	7.3	9.4	8.1
• KHXS	Merkel	C1	102.7	100.0	745	d	Cumulus Bcstg Inc	76	9806	1,600		Clsc Rock	750	1.21	9.7	8.8	9.2	7.7	8.7	6.7	6.8	2.2	5.7
KCDD	Hamlin	C	103.7	100.0	984	d	Cumulus Bcstg Inc	87	9803		d1	CHR	625	0.89	11.0	6.2	7.1	8.8	9.8	10.8	9.9	12.2	11.2
KEAN	Abilene	C1	105.1	100.0	886	b	Clear Channel Comm	69	0012		g1	Country	950	1.08	13.8	9.8	12.5	10.8	12.6	11.8	15.1	17.1	16.6
KKHR	Abilene	C2	106.3	50.0 cp	184		Powell Meredith	89	0005		sw	Tejano	400	0.86	7.3	3.1	4.9	3.6	8.7	4.1	3.1	3.9	3.4
KOES	Stamford	C2	106.9	40.0	548		Texas Gulfwest Comm	99	0106	400		Country	125	0.89	2.2	1.0	1.6	2.6	1.1	4.1	2.1	1.7	1.5
KEYJ	Abilene	C1	107.9	100.0	886	b	Clear Channel Comm	61	0012		g1	Rock	550	0.95	9.0	5.7	5.4	9.8	5.5	8.2	8.9	6.6	6.9
# FM Stations -					13	# Combos -					11	FM TOTALS			93.3	74.1	76.0	80.5	77.5	78.6	79.2	74.7	75.6

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)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KSLI	Abilene	B	1280	0.5	0.23	b	Clear Channel Comm	57	0012		g1	Easy	100	1.04	1.5	2.6	2.2	1.5	1.1	1.0	0.0	0.0	0.0
KWKC	Abilene	C	1340	1.0	1.00	e	Dynamic Bcstg Co	48	9901	100		News/Talk	250	1.12	3.5	4.7	4.3	2.1	3.8	3.1	3.6	3.9	2.3
KVRP	Stamford	C	1400	1.0	1.00	c	Rolling Plains Bcstg	47	8607			Country			0.6	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	0302		g1	Country			0.6	0.5	1.6	0.5	0.5	0.5	0.5	0.0	0.4
KMXO	Merkel	D	1500	0.3	0.00		Silva, Ray R	63	8602			1 Span/CCTmp	50		0.9	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	0.5	1.1	0.5	1.1	0.0	0.0	0.0	3.6
# AM Stations -					6	# Combos -					5	AM TOTALS			6.5	8.3	9.2	4.6	6.5	4.6	4.1	3.9	6.3
AM & FM Stations Profiled -					19	# Duopolies -					7	Total Local Commercial Share			82.4	85.2	85.1	84.0	83.2	83.3	78.6	81.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 234

Revenue Rank: 235

Dubuque, IA Market Overview



Metro Counties / Population (000)

Dubuque, IA	88.6
Grant, WI	49.5
Jo Daviess, IL	22.4
Total	160.5

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,800	\$5,700	\$5,700	\$6,000	\$5,900	\$6,100
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.02/1,000	\$3.36/1,000	Local 88%			
	\$35.98	\$38.01	\$50.75	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 ^{2/}	NA ^{1/}	2,018.7	NA ^{1/}	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	7		5	9	12	4	16
Tot 12+	21.3		41.4	60.4	62.7	10.8	73.5
Avg 12+	3.0		8.3	6.7	5.2	2.7	4.6
Tot LCS	29.0		56.3	82.2	85.3	14.7	100.0
Avg LCS	4.1		11.3	9.1	7.1	3.7	6.3

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

Market: Dubuque, IA

Competitive Overview

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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
			Freq	(kW)												2003	2002	2002	2001	2001	2000	2000	1999	
• KATF	Dubuque	C1	92.9	92.0	1014	c	Radio Dubuque Inc	67	0006	3,680	c3	AC	1,000	1.26	13.0	7.9	8.0	9.8	9.0	9.0	8.4	9.1	8.6	
KGRR	Epworth	C3	97.3	19.0	381	c	Radio Dubuque Inc	94	0006	1,500		Clsc Rock	350	0.93	6.2	4.2	5.5	3.4	5.7	4.3	6.5	7.2	6.5	
WGLR	Lancaster	C3	97.7	11.5	482	a	Television Wisconsin	82	9806	1,660	c1	Country	700	1.11	10.3	7.0	5.5	6.9	8.1	5.1	6.1	6.7	4.8	
KDST	Dyersville	A	99.3	3.0	299		Design Homes Inc	85	8811	22		Country	325	1.97	2.7	1.4	2.5	2.5	1.4	1.7	2.3	2.4	3.4	
• WVRE	Dickeyville	A	101.1	3.7	423	c	Radio Dubuque Inc	03				Country			5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WQLF	Lena	A	102.1	5.2	351		Thompson & Spielman	02	0203	170	cp	Clsc Hits			0.0	1.0	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	7.4	6.5	5.9	7.6	5.1	7.9	7.2	4.6	
WJOD	Asbury	C3	103.3	6.6	643	b	Cumulus Bcstg Inc	94	9803	1,350		Country	1,025	0.88	19.2	12.1	9.5	11.3	16.6	12.0	11.7	11.5	16.4	
KLYV	Dubuque	C2	105.3	50.0	331	b	Cumulus Bcstg Inc	65	9810		d3	Top 40	700	0.80	14.4	10.2	10.1	12.3	8.5	13.2	10.3	10.5	10.1	
KIYX	Sageville	A	106.1	4.2	394	a	Television Wisconsin	99				Lite AC	100	1.26	1.3	1.4	1.0	0.5	1.4	1.3	0.9	0.5	1.5	
WPVL	Platteville	A	107.1	4.2	394	a	Television Wisconsin	66	9804	825	c2	Oldies	425		0.7	0.9	1.5	0.5	0.5	0.4	0.5	1.0	1.4	
WDBQ	Galena	A	107.5	6.0	328	b	Cumulus Bcstg Inc	89	9810		d3	Oldies	150	0.41	6.0	5.1	5.5	4.9	3.8	6.4	5.6	6.2	5.5	
# FM Stations -													12	# Combos -		10	FM TOTALS							
													83.1	62.7	56.6	58.0	62.6	58.5	60.2	62.3	62.8			

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
			Freq	(kW)	(kW)												2003	2002	2002	2001	2001	2000	2000	1999
WGLR	Lancaster	D	1280	0.5	0.02	a	Television Wisconsin	77	9804		c1	Country				0.0	0.0	0.0	0.0	0.0	0.5	0.5	0.2	
KDTH	Dubuque	B	1370	5.0	5.00	c	Radio Dubuque Inc	41	0006		c3	Adlt Stndrd	600	0.80	12.3	8.4	10.1	9.3	8.5	8.1	10.3	7.2	7.3	
WDBQ	Dubuque	C	1490	1.0	1.00	b	Cumulus Bcstg Inc	33	9810		d3	Nws/Tlk/Spt	175	0.87	3.3	1.9	3.0	2.9	1.9	2.6	1.9	1.9	1.8	
WPVL	Platteville	B	1590	1.0	0.50	a	Television Wisconsin	55	9804		c2	Oldies			1.3	0.5	0.5	1.0	0.9	1.7	0.9	1.4	0.9	
# AM Stations -													4	# Combos -		4	AM TOTALS							
													16.9	10.8	13.6	13.2	11.3	12.4	13.6	11.0	10.2			
AM & FM Stations Profiled -													16	# Duopolies -		6	Total Local Commercial Share							
													73.5	70.2	71.2	73.9	70.9	73.8	73.3	73.0				

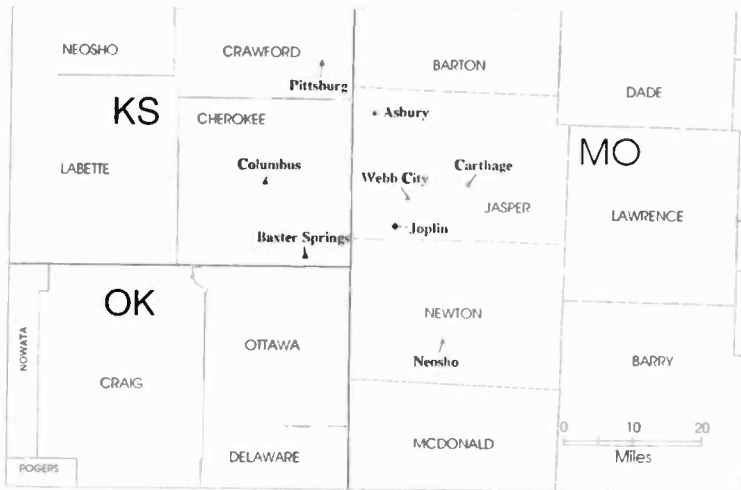
• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 235

Revenue Rank: 234

Joplin, MO Market Overview



Metro Counties / Population (000)

Jasper, MO	106.8
Newton, MO	53.8
Total	160.6

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$3,900	\$5,000	\$5,300	\$5,600	\$6,000	\$6,200
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.3%	\$6,500	\$6,900	\$7,400	\$7,800	\$8,200	5.8%
	1997	2002	2007				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.03/1,000	\$3.16/1,000				Local 60%
Revenue/Capita	\$26.57	\$38.61	\$48.46				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	146.8	160.6	1.8%	160.6	169.2
Households	57.9	62.8	1.6%	62.8	66.2	1.1%
Retail Sales	NA ^{1/}	2,043.9	NA ^{1/}	2,043.9	2,592.1	4.9%
EBI ^{2/}	1,916.7	2,432.2	4.9%	2,432.2	3,129.6	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		8	11	11	6	17
Tot 12+	17.6		47.0	64.6	64.6	7.4	72.0
Avg 12+	5.9		5.9	5.9	5.9	1.2	4.2
Tot LCS	24.4		65.3	89.7	89.7	10.3	100.0
Avg LCS	8.1		8.2	8.2	8.2	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 Pittsburg, KS

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		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KSYN	Joplin	C1	92.5	100.0	407	a	Zimmer Radio Group	60	9707	10,800	d1	Adult CHR	950	1.29	11.9	7.5	6.6	8.5	8.1	14.6	15.2	15.4	15.9			
KJMK	Webb City	C2	93.9	48.0	505	a	Zimmer Radio Group	85	9707		d1	Soft Rock	525	1.46	5.8	4.8	6.0	3.4	4.7	4.9	4.9	6.0	4.3			
KMXL	Carthage	C2	95.1	50.0	472	b	Petersen, Ronald L.	72	7512			Lite AC	450	1.19	6.1	6.4	2.4	5.1	3.5	6.7	4.9	4.4	6.5			
KKOW	Pittsburg	C1	96.9	100.0	912	b	American Media Invst	75	8605	See (232)		Country	n/a		4.9	4.3	5.4	3.4	3.5	3.7	3.0	6.0	4.4			
KXDG	Webb City	A	97.9	3.4	443	a	Zimmer Radio Group	88	9707		d1	Clsc Rock	900	1.41	10.3	11.2	8.4	7.4	7.0	4.9	7.9	11.5	9.6			
KBTN	Neosho	C3	99.7	16.5	404	c	Petracom Media LLC	95	0007	1,300	c4	Country	275	0.54	8.2	6.4	7.2	6.8	4.7	6.1	4.9	3.3	4.0			
KIXQ	Joplin	C1	102.5	100.0	410	a	Zimmer Radio Group	74	9707		d1	Country	1,275	0.92	22.3	11.8	15.7	14.8	16.3	17.1	14.6	14.3	17.5			
KWXD	Asbury	C3	103.5	16.0	413		Innovative Bcstg	93				Oldies	350	1.49	3.8	2.1	0.6	1.1	4.1	3.7	3.0	4.9	1.4			
• KCAR	Galena	A	104.3	6.0	328	c	Petracom Media LLC	99	0007		d3	Oldies	175	0.88	3.2	2.7	3.0	2.8	1.7	1.8	0.6	1.1	0.0			
KJML	Columbus	C3	105.3	12.5	289	c	Petracom Media LLC	82	0007		d3	Modern Rock	275	0.54	8.2	3.7	7.8	7.4	4.1	3.7	4.3	4.4	3.4			
• KMOQ	Baxter Springs	A	107.1	6.0	299	c	Petracom Media LLC	79	0007	3,200	d3	CHR	275	0.67	6.6	3.7	1.8	4.0	5.2	2.4	1.8	2.7	1.5			
# FM Stations -															11	# Combos -		9	FM TOTALS							
															91.3	64.6	64.9	64.7	62.9	69.6	65.1	74.0	68.5			

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		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KKLL	Webb City	D	1100	5.0	0.00	d	New Life Evangel Ctr	84	9809	730	d2	Christian				0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6		
KWAS	Joplin	C	1230	1.0	1.00	d	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	0.0		
KBTN	Neosho	B	1420	1.0	0.50	c	Petracom Media LLC	54	0007		c4	Country	275	2.77	1.6	1.1	0.6	1.1	1.2	1.2	0.0	0.0	0.9			
KOYX	Joplin	C	1450	1.0 cp	1.00	c	Petracom Media LLC	27	0007		d3	News/Talk	100	0.38	4.2	3.7	3.0	2.3	3.5	1.2	3.7	2.2	2.2			
KDMO	Carthage	C	1490	1.0	1.00	b	Petersen, Ronald L.	47	7512			Easy/Oldes	150	0.97	2.5	2.1	1.2	2.3	1.2	1.8	1.2	1.6	1.1			
WMBH	Joplin	D	1560	0.3	0.01	c	Petracom Media LLC	62	0007		d3	Sports	50		0.4	0.5	1.8	0.6	0.0	1.2	1.2	0.5	1.1			
# AM Stations -															6	# Combos -		6	AM TOTALS							
AM & FM Stations Profiled -															17	# Duopolies -		6	Total Local Commercial Share							
															8.7	7.4	7.8	6.3	5.9	5.4	6.1	4.3	5.9			
															72.0	72.7	71.0	68.8	75.0	71.2	78.3	74.4				

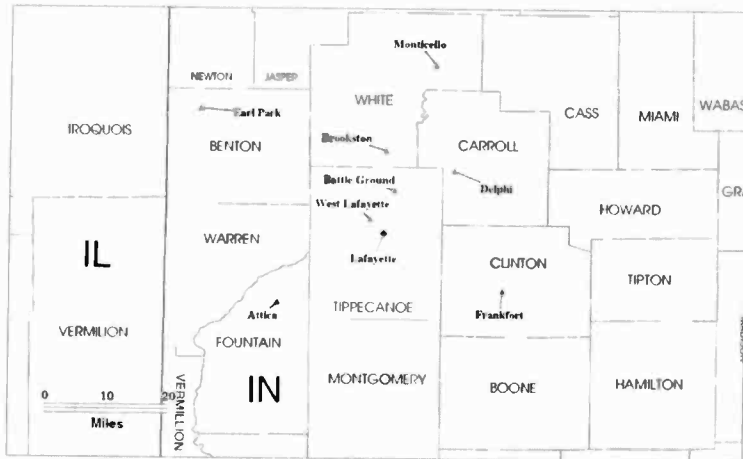
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 236

Revenue Rank: 200

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	\$8,200
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	10.8%	\$8,500	\$9,100	\$9,600	\$10,200	\$10,700	5.5%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.68/1,000	2007 \$3.72/1,000	Est. Breakout			
Revenue/Capita	\$52.59	\$53.95	\$66.79	Local	60%		
				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
Households	49.7	56.8	2.7%	56.8	60.9	1.4%
Retail Sales	NA ^{1/}	2,228.7	NA ^{1/}	2,228.7	2,877.9	5.2%
EBI ^{2/}	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	Viable FMs	All FMs	All AMs	Total
# Stations	7	4		8	11	2	13
Tot 12+	43.4	21.5		62.8	64.9	1.4	66.3
Avg 12+	6.2	5.4		7.9	5.9	0.7	5.1
Tot LCS	65.5	32.4		94.7	97.9	2.1	100.0
Avg LCS	9.4	8.1		11.8	8.9	1.1	7.7

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

Market: Lafayette, IN

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)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WKHY	Lafayette	A	93.5	6.0	246	c	RadioWorks Inc	70	9908		c1	AOR/CIRck	900	0.89	12.4	6.9	10.7	9.4	9.2	10.7	13.8	10.1	12.0
WLFF	Brookston	A	95.3	2.3	505	b	Artistic Media Ptnrs	67	9810	1,800		Country	300	0.64	5.7	5.5	4.3	4.3	4.2	4.0	4.3	3.6	3.2
WSHP	Attica	A	95.7	3.1	433	b	Artistic Media Ptnrs	90	9412	410		Clsc Rock	900	0.95	11.5	4.8	7.9	8.7	8.5	8.1	8.7	10.9	10.2
WAZY	Lafayette	B	96.5	50.0	499	b	Artistic Media Ptnrs	65	8808	3,360		Top 40	1,300	0.98	16.2	9.7	12.9	12.3	12.0	18.8	8.7	11.6	12.3
• WIBN	Earl Park	B1	98.1	25.0	328		Brothers Bcstg Corp	83		100		Oldies				0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WASK	Battle Ground	A	98.7	4.4	384	a	Schurz Comm Inc	93	9503	860		Oldies	1,100	1.01	13.3	9.7	7.9	10.1	9.9	10.7	9.4	8.7	8.9
WSHW	Frankfort	B	99.7	50.0	459		Kaspar Bcstg Co	62				AC	275	2.40	1.4	1.4	0.7	0.7	1.4	1.3	2.2	1.4	1.7
WXXB	Delphi	A	102.9	2.8	489	c	RadioWorks Inc	89	9910	1,000		CHR	400	0.37	13.3	11.0	10.7	10.1	9.9	2.0	2.2	2.2	2.0
WKOA	Lafayette	B	105.3	50.0	308	a	Schurz Comm Inc	63	9101	8,500	c1	Country	2,050	1.75	14.3	9.7	10.0	8.7	12.7	10.1	13.8	14.5	14.3
WGML	West Lafayette	A	106.7	6.0	328		KVB Bcstg	92	9112		st	AC	900	1.44	7.6	5.5	4.3	6.5	4.9	5.4	6.5	7.2	7.2
WMRS	Monticello	A	107.7	2.5	515		Quinn, Gerald Norman	89				AC			0.5	0.0	0.7	0.0	0.7	0.0	0.0	0.0	0.0
# FM Stations -					11	# Combos -					7	FM TOTALS			96.2	64.9	70.1	70.8	73.4	71.1	69.6	70.2	71.8

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
• WLAS	Lafayette	D	1410	1.0	0.06	b	Artistic Media Ptnrs	59	9808	400		Country			1.9	0.0	0.0	1.4	1.4	1.3	1.4	0.0	0.5
WASK	Lafayette	C	1450	1.0	1.00	a	Schurz Comm Inc	42	9101 p		c1	Oldies			1.9	1.4	1.4	2.2	0.7	2.0	1.4	3.6	2.1
# AM Stations -					2	# Combos -					2	AM TOTALS			3.8	1.4	1.4	3.6	2.1	3.3	2.8	3.6	2.6
AM & FM Stations Profiled -					13	# Duopolies -					3	Total Local Commercial Share			66.3	71.5	74.4	75.5	74.4	72.4	73.8	74.4	

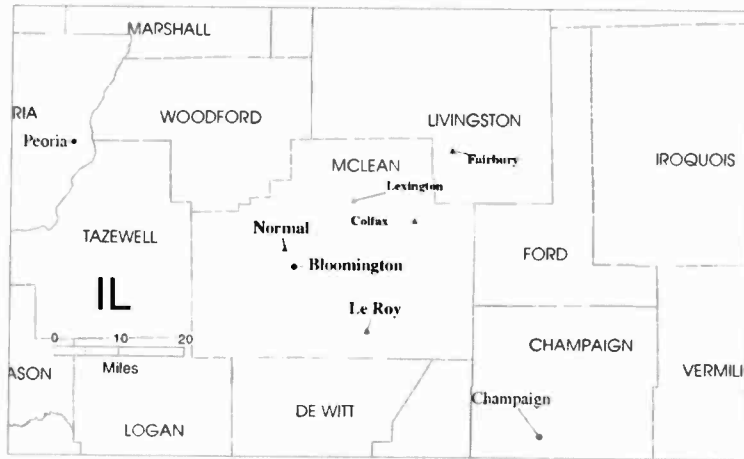
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 237

Revenue Rank: 202

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
★★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	2.6%	\$8,500	\$9,100	\$9,600	\$10,200	\$10,700	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.91/1,000	\$4.11/1,000	Local 80%
Revenue/Capita	\$47.45	\$52.12	\$66.13	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	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 ^{1/}	2,047.5	NA ^{1/}	2,047.5	2,606.0	4.9%
EBI ^{2/}	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+	14.7	22.1		35.6	36.8	11.7	48.5
Avg 12+	4.9	7.4		7.1	6.1	11.7	6.9
Tot LCS	30.3	45.6		73.4	75.9	24.1	100.0
Avg LCS	10.1	15.2		14.7	12.6	24.1	14.3

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

Market: Bloomington, IL

Competitive Overview

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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
			Freq	(kW)												2003	2002	2002	2001	2001	2000	2000	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	3.7	5.3	5.8	5.5	4.9	1.3	2.5	2.7	
WIHN	Normal	A	96.7	3.9	410	a	AAA Entertainment	73	0101		d1	Modern Rock	150	0.23	8.1	6.1	4.6	3.9	4.9	6.7	3.8	5.0	6.2	
WDQZ	Lexington	A	99.5	6.0	328	a	AAA Entertainment	01	0009	1,300		Clsc Hits	775	1.04	9.3	4.9	5.9	6.5	3.7	0.0	0.0	0.0	0.0	
WBNQ	Bloomington	B	101.5	50.0	466	b	Citadel Bcstg Corp	47	0007		g4	Hot AC	2,600	1.25	26.0	11.7	13.2	13.6	14.7	16.5	13.9	14.5	16.0	
WBWN	Le Roy	B1	104.1	25.0	328	b	Citadel Bcstg Corp	79	0007		g4	Country	2,075	1.21	21.5	9.2	12.5	14.3	9.2	12.8	15.2	16.4	14.5	
● WYST	Fairbury	B1	107.7	22.5	351	a	AAA Entertainment	00	0204	1,700		Clsc Hits			2.3	1.2	0.7	1.3	1.2	1.2	1.3	0.0	0.0	
# FM Stations -					6	# Combos -					6	FM TOTALS												
															77.6	36.8	42.2	45.4	39.2	42.1	35.5	38.4	39.4	
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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
			Freq	(kW)	(kW)												2003	2002	2002	2001	2001	2000	2000	1999
WJBC	Bloomington	C	1230	1.0	1.00	b	Citadel Bcstg Corp	25	0007		g4	FullService	2,300	1.28	22.4	11.7	9.9	9.7	14.7	11.6	16.5	17.6	16.0	
# AM Stations -					1	# Combos -					1	AM TOTALS												
															22.4	11.7	9.9	9.7	14.7	11.6	16.5	17.6	16.0	
AM & FM Stations Profiled -					7	# Duopolies -					3	Total Local Commercial Share												
															48.5	52.1	55.1	53.9	53.7	52.0	56.0	55.4		

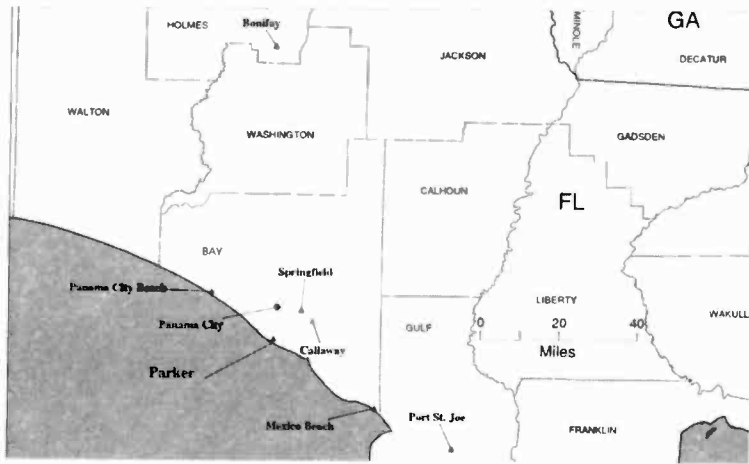
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 238

Revenue Rank: 213

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	\$8,600	\$9,100	\$9,500	\$10,000
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.85/1,000	\$4.28/1,000	Local	90%		
	\$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
Households	55.6	61.7	2.1%	61.7	67.2	1.7%
Retail Sales	NA ^{1/}	1,975.9	NA ^{1/}	1,975.9	2,336.3	3.4%
EBI ^{2/}	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+			81.1	81.1	81.1	1.0	82.1
Avg 12+			6.2	6.2	6.2	0.3	5.1
Tot LCS			98.8	98.8	98.8	1.2	100.0
Avg LCS			7.6	7.6	7.6	0.4	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 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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	17.3	16.1	18.2	12.0	17.2	14.3	17.7	12.0			
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	5.2	6.0	7.7	9.3	9.4	8.0	8.6	6.5			
WFBX	Parker	C	94.5	100.0	991	a	Clear Channel Comm	77	9712		g1	Clsc Rock	325	1.22	3.5	2.6	4.2	2.8	3.3	5.0	5.1	4.3	3.5			
WRBA	Springfield	C2	95.9	50.0	282	c	Waitt Radio Inc	87	9910	6,500	d1	Clsc Rock	450	0.90	6.6	5.2	4.8	6.1	5.5	6.1	7.4	4.3	5.0			
WYXX	Bonifay	C1	97.7	100.0	830	b	Styles Bcstg Inc	83	0210	5,250	d4	Rock	500	1.04	6.3	4.2	7.1	5.0	6.0	5.0	3.4	6.5	5.2			
WFSY	Panama City	C0	98.5	100.0 cp	1066	a	Clear Channel Comm	71	9712		g1	AC	1,050	1.30	10.6	9.9	7.1	7.7	10.9	9.4	14.3	9.7	10.7			
WPBH	Mexico Beach	C2	99.3	50.0	492	a	Clear Channel Comm	90	9712		g1	Oldies	350	0.92	5.0	4.2	3.6	3.9	4.9	6.1	3.4	3.2	4.3			
WVVE	Panama City	C3	100.1	12.0 cp	404	b	Styles Bcstg Inc	89	0210		d4	Easy	650	1.43	6.0	5.8	6.5	6.1	4.4	1.7	1.7	6.5	2.4			
WYOO	Springfield	C3	101.1	12.0 cp	404	b	Styles Bcstg Inc	92	0210		d4	News/Talk	500	0.91	7.2	5.2	5.4	5.0	7.7	3.3	2.3	3.2	6.5			
WMXP	Callaway	C1	103.5	100.0 cp	748	c	Waitt Radio Inc	90	9910		d1	Country	150	0.58	3.4	4.2	3.6	3.3	2.7	2.2	4.0	1.1	1.8			
WASJ	Panama City	C2	105.1	50.0	335	c	Waitt Radio Inc	93	9910		d1	Smooth Jazz	325	0.68	6.3	3.7	6.5	6.1	4.9	2.8	8.6	7.0	6.1			
WILN	Panama City	C2	105.9	50.0	384	b	Styles Bcstg Inc	85	0210		d4	CHR	600	1.05	7.5	7.3	6.5	6.1	7.1	7.8	5.1	8.1	8.9			
WLHR	Panama City	C1	107.9	100.0	781	c	Waitt Radio Inc	63	9910		d1	Dance/Top40	350	0.98	4.7	6.3	3.6	3.9	4.4	5.6	2.9	3.8	4.0			
# FM Stations -															13	# Combos -		13	FM TOTALS							
															94.0	81.1	81.0	81.9	83.1	81.6	80.5	84.0	76.9			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	0.0	3.9	3.3	5.0	4.6	3.2	5.6			
WPCF	Panama City	D	1290	0.3	0.06	b	Styles Bcstg Inc	58	0210		d4	Christian	50		2.2	1.0	3.0	2.2	1.6	3.3	1.7	1.1	2.1			
● WLTG	Panama City	B	1430	5.0	5.00		Williams Comm Inc	49	0305 p	500		News/Talk	150	0.90	6.3	1.0	3.0	6.1	4.9	8.3	6.3	5.4	7.7			
# AM Stations -															3	# Combos -		2	AM TOTALS							
AM & FM Stations Profiled -															16	# Duopolies -		6	Total Local Commercial Share							
															82.1	84.0	88.0	88.0	89.9	86.8	89.4	84.6				

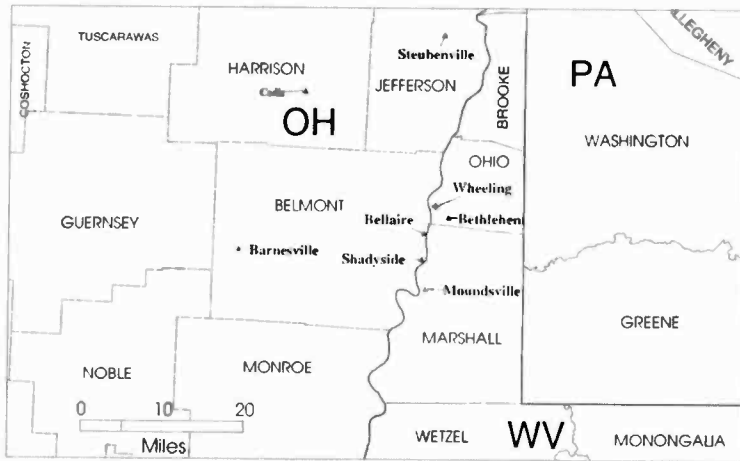
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 239

Revenue Rank: 238

Wheeling, WV Market Overview



Metro Counties / Population (000)

Marshall, WV	34.9
Ohio, WV	46.4
Belmont, OH	69.0
Total	150.3

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>
	\$5,100	\$5,600	\$5,300	\$5,600	\$5,800	\$6,000	3.3%
	<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>
	3.4%	\$6,400	\$6,800	\$7,200	\$7,600	\$8,000	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.47/1,000	\$3.99/1,000	Local 85%
Revenue/Capita	\$32.69	\$39.92	\$55.63	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	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 ^{1/}	1,727.0	NA ^{1/}	1,727.0	2,005.0	3.0%
EBI ^{2/}	2,005.4	2,173.2	1.6%	2,173.2	2,433.2	2.3%

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)	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+	8.0	60.6		65.2	68.6	17.0	85.6
Avg 12+	2.0	10.1		9.3	6.9	2.8	5.4
Tot LCS	9.3	70.8		76.2	80.1	19.9	100.0
Avg LCS	2.3	11.8		10.9	8.0	3.3	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	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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WBNV	Barnesville	A	93.5	2.5	489		Hafley, W. Grant	92				Soft Hits	50		0.9	1.1	1.2	1.0	0.6	1.7	1.2	1.1	1.9		
WEEL	Shadyside	A	95.7	1.7	627		Ohio Valley Comm Inc	91	9302		sw	1 Oldies	200	0.46	7.2	4.6	5.2	5.7	6.7	6.6	6.9	4.2	4.9		
WRKP	Moundsville	A	96.5	1.5 cp	594		RKP International	90				ChrsContem	50		0.9	1.7	0.0	0.5	1.1	1.1	0.6	1.1	1.6		
WKWK	Wheeling	B	97.3	50.0	420	a	Clear Channel Comm	48	0008		g	1 Lite Rock	500	0.81	10.3	8.6	7.0	9.3	8.4	6.6	7.5	9.5	9.8		
WOVK	Wheeling	B	98.7	50.0	390	a	Clear Channel Comm	47	0008		g	1 Country	1,500	1.18	21.1	20.0	16.9	19.1	17.4	19.9	18.5	19.6	18.2		
WOMP	Bellaire	B	100.5	48.0	499	b	Keymarket Licenses	47	0003		g4	Hot AC	1,600	2.38	11.2	8.6	11.0	10.3	9.0	11.0	11.6	13.2	15.3		
WOGH	Burgettstown	B	103.5	16.0	879	b	Keymarket Licenses	47	0003			Country	n/a		7.5	6.9	7.0	6.7	6.2	6.1	6.4	5.3	6.1		
WVKF	Bethlehem	B1	105.5	13.5	312	a	Clear Channel Comm	85	0008		g	1 CHR	100	0.30	5.6	7.4	5.2	4.6	5.1	7.2	5.8	5.8	5.5		
WCDK	Cadiz	A	106.3	2.7	495		Priority Comm Inc	85	9812	475	c1	Oldies	200	1.75	1.9	0.6	1.2	1.5	1.7	1.1	1.7	1.6	0.6		
• WEGW	Wheeling	B	107.5	16.0	883	a	Clear Channel Comm	66	0008		g	1 New Rock	900	1.01	14.9	9.1	12.8	13.4	12.4	12.2	9.8	11.1	10.1		
# FM Stations -					10	# Combos -					6	FM TOTALS					81.5	68.6	67.5	72.1	68.6	73.5	70.0	72.5	74.0

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WWVA	Wheeling	A	1170	50.0	50.00	a	Clear Channel Comm	26	0008		g	1 Talk/Relgn	500	0.86	9.7	9.7	9.3	6.7	10.1	8.3	6.9	7.4	6.9		
WOMP	Bellaire	D	1290	1.0	0.03	b	Keymarket Licenses	47	0003		g4	News/Talk	50	0.33	2.5	1.1	1.7	2.1	2.2	2.8	5.2	5.3	4.4		
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		
WVLY	Moundsville	D	1370	5.0	0.02	c	Scott Radio Group	50	0203	160		Nws/Tlk/Inf	50	0.83	1.0	1.1	0.6	0.0	1.7	0.6	0.0	0.0	0.0		
WBBB	Wheeling	C	1400	1.0	1.00	a	Clear Channel Comm	41	0008		g	1 Nostalgia	50	0.16	5.3	4.0	5.2	5.2	3.9	5.0	4.0	3.2	5.1		
WKKX	Wheeling	D	1600	5.0	0.03	c	Scott Radio Group	63	0205	130		Sprts/Talk	25			1.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					6	# Combos -					6	AM TOTALS					18.5	17.0	17.4	14.0	17.9	16.7	16.1	15.9	16.4
AM & FM Stations Profiled -					16	# Duopolies -					6	Total Local Commercial Share					85.6	84.9	86.1	86.5	90.2	86.1	88.4	90.4	

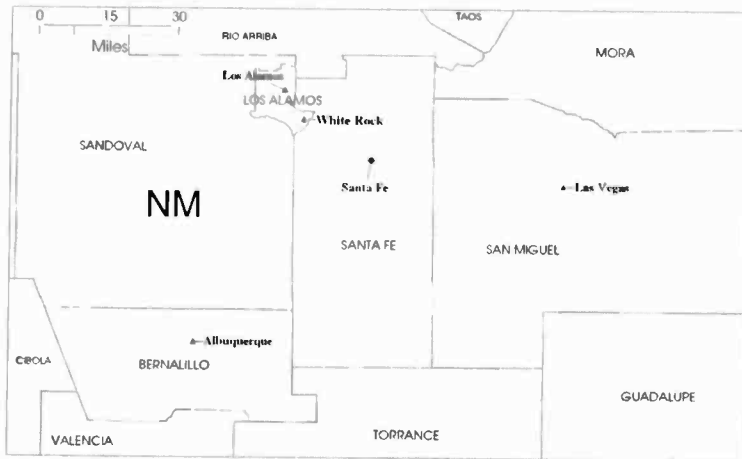
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 240

Revenue Rank: 280

Santa Fe, NM Market Overview



Metro Counties / Population (000)

Los Alamos, NM	18.1
Santa Fe, NM	132.8
Total	150.9

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$3,400	\$3,300	\$3,100	\$3,500	\$3,100	\$3,100
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		\$3,200	\$3,500	\$3,600	\$3,800	\$4,000	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$1.48/1,000	2007 \$1.60/1,000	Est. Breakout			
Revenue/Capita	\$24.50	\$20.54	\$25.62	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	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 ^{1/}	2,095.2	NA ^{1/}	2,095.2	2,505.8	3.6%
EBI ^{2/}	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			15	12	15	5	20
Tot 12+			56.3	52.3	56.3	7.4	63.7
Avg 12+			3.8	4.4	3.8	1.5	3.2
Tot LCS			88.4	82.1	88.4	11.6	100.0
Avg LCS			5.9	6.8	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

Some stations also rated in Albuquerque.

														ARB 12+ Metro Shares (see rights)											
														2002 Est		Avg '02									
														Revenue	Power	Local	Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
														(000)1/	Ratio	Comm	Comm	2003	2002	2002	2001	2001	2000	2000	1999
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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KRST	Albuquerque	C	92.3	22.0	4160	g	Citadel Bcstg Corp	65	9610				Country	n/a		5.9	5.2	3.1	4.1	3.2	5.6	3.1	4.0	2.6	
KKOB	Albuquerque	C	93.3	21.5	4150		Citadel Bcstg Corp	67	9403	See (71)			Hot AC	n/a		4.2	4.0	1.5	3.1	2.1	2.8	3.1	1.7	4.0	
KZRR	Albuquerque	C	94.1	22.5	4131	f	Clear Channel Comm	61	9911				AOR	n/a		9.0	2.3	5.6	4.6	6.8	3.4	7.3	4.6	2.7	
KBOM	Santa Fe	C1	94.7	100.0	787	e	Amer General Media	00	0012	7,000	d1	1	Hip Hop	700		4.3	1.7	1.5	3.6	1.6	1.1	3.1	4.0	2.3	
KHFM	Santa Fe	C1	95.5	19.0	1791		Amer General Media	65	9609	See (71)			Classical	n/a		9.3	8.0	8.7	3.1	8.9	5.1	2.1	4.6	4.7	
KKSS	Santa Fe	C	97.3	100.0	1877	c	Univision Comm Inc	69	0206 p				HpHop/RhyBl	n/a		9.6	5.2	4.1	6.2	5.8	4.0	7.3	4.6	4.3	
• KLSK	Las Vegas	C	98.1	100.0	1037	a	Clear Channel Comm	89	0009		g		Clsc Rock	800	4.69	5.5	1.1	0.0	4.6	2.1	4.0	3.1	2.9	5.0	
KABG	Los Alamos	C	98.5	100.0	1906	d	Amer General Media	56	9609				Oldies	n/a		8.0	5.2	5.1	6.2	3.7	5.1	6.3	2.9	2.5	
KSFQ	White Rock	C3	101.1	0.6	1864		Clear Channel Comm	90	0009		g		AC	350	4.03	2.8	2.3	1.5	1.0	2.6	1.1	0.5	1.1	0.6	
KBAC	Santa Fe	C	104.1	100.0	1877	h	Clear Channel Comm	84	9911				AAA	n/a		8.5	5.2	4.6	2.6	8.4	3.4	3.7	5.2	3.5	
KAJZ	Santa Fe	C	105.1	100.0	1936	c	Univision Comm Inc	85	0206 p				Smooth Jazz	n/a		1.7	2.3	4.6	2.0	0.0	0.0	0.0	0.0	0.0	
KRZY	Santa Fe	C	105.9	100.0	1919	g	Entravision Comm Co	83	0004				Spanish AC	n/a		3.2	6.3	4.6	1.5	2.6	3.4	2.1	2.3	4.8	
KZNM	Los Alamos	C1	106.7	15.5	1949	e	Amer General Media	86	0012				Span/Varty	n/a		3.4	2.9	2.6	2.1	2.1	1.7	0.0	0.0	0.0	
KOBA	Los Alamos	C1	107.5	100.0	797		Hutton Media LLC	00	0012			1	Rock	150	1.42	3.4	0.6	1.5	2.1	2.1	2.3	0.0	0.0	0.0	
KBOI	Albuquerque	C	107.9	22.5	4131	a	Clear Channel Comm	87	9911				Country	n/a		6.2	4.0	5.1	3.6	4.2	2.8	2.1	4.0	0.0	
# FM Stations -														15	# Combos -		7	FM TOTALS							
														85.0	56.3	54.1	50.4	56.2	45.8	43.8	41.9	37.0			

														ARB 12+ Metro Shares (see rights)											
														2002 Est		Avg '02									
														Revenue	Power	Local	Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
														(000)1/	Ratio	Comm	Comm	2003	2002	2002	2001	2001	2000	2000	1999
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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KKOB	Santa Fe	B	770	50.0	50.00	b	Citadel Bcstg Corp	22	9403				News/Talk	n/a		8.8	6.3	7.7	6.2	4.7	5.6	6.8	3.4	6.3	
KSWV	Santa Fe	D	810	5.0	0.00		La Voz Bcstg Co Inc	66	9010	113			Easy/Span	475	4.79	3.2	0.0	0.0	1.0	3.2	3.4	1.6	1.7	3.6	
KTRC	Santa Fe	B	1260	5.0	1.00	e	Amer General Media	35	0012		d1	1	Talk	75	1.21	2.0	1.1	0.5	1.0	1.6	1.7	1.6	4.0	2.4	
KVSF	Santa Fe	C	1400	1.0	1.00	e	Amer General Media	46	0012		d1	1	Country	200		0.8	0.0	0.5	0.0	1.1	0.0	0.5	1.7	1.1	
KRSN	Los Alamos	C	1490	1.0	1.00		RealRadio, LLC	49	9607		na		Nws/Tlk/Inf	275		0.4	0.0	0.5	0.0	0.5	0.6	1.0	2.9	1.1	
# AM Stations -														5	# Combos -		2	AM TOTALS							
														15.2	7.4	9.2	8.2	11.1	11.3	11.5	13.7	14.5			
AM & FM Stations Profiled -														20	# Duopolies -		7	Total Local Commercial Share							
														63.7	63.3	58.6	67.3	57.1	55.3	55.6	51.5				

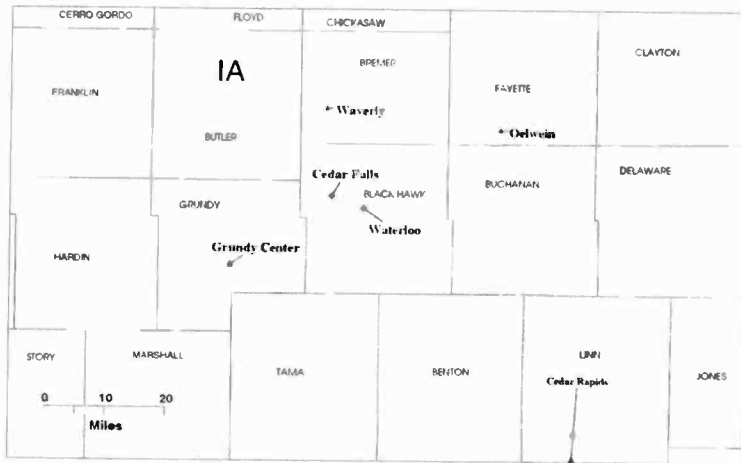
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 241

Revenue Rank: 217

Waterloo-Cedar Falls, IA Market Overview



Metro Counties / Population (000)

Black Hawk, IA	127.3
Bremer, IA	23.2
Total	150.5

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,800	\$6,100	\$6,500	\$6,800	\$7,200	\$7,300
★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	1.4%	\$7,700	\$8,300	\$8,700	\$9,200	\$9,700	5.8%
Revenue/Retail Sales	NA ^{1/}	\$3.83/1,000	\$4.44/1,000				Est. Breakout
Revenue/Capita	\$39.78	\$48.50	\$64.97				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	145.8	150.5	0.6%	150.5	149.3
Households	55.4	58.4	1.1%	58.4	58.5	0.0%
Retail Sales	NA ^{1/}	1,908.1	NA ^{1/}	1,908.1	2,184.4	2.7%
EBI ^{2/}	2,130.3	2,388.4	2.3%	2,388.4	2,854.2	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		6	7	8	6	14
Tot 12+	6.2		53.1	57.4	59.3	11.1	70.4
Avg 12+	3.1		8.9	8.2	7.4	1.9	5.0
Tot LCS	8.8		75.4	81.5	84.2	15.8	100.0
Avg LCS	4.4		12.6	11.6	10.5	2.6	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 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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KOEL	Oelwein	C	92.3	100.0	1969	c	Cumulus Bcstg Inc	71	0010		g	Country	700	0.77	12.4	5.6	8.7	9.8	8.3	7.1	7.4	10.7	7.7			
KCVM	Hudson	A	96.1	6.0	328	d	Fife Comm Co LC	97	9507			Hot AC	850	1.25	9.3	4.3	6.4	5.8	7.7	7.7	8.0	8.3	8.9			
KCRR	Grundy Center	C3	97.7	16.0	407	c	Cumulus Bcstg Inc	83	0010		g	Clsc Rock	775	0.92	11.6	10.5	7.6	9.8	7.1	8.3	8.0	7.7	7.5			
KKCV	Cedar Falls	C3	98.5	15.0	423	c	Cumulus Bcstg Inc	93	0010		g	Country	1,050	1.07	13.5	7.4	7.6	8.7	10.9	8.9	10.5	9.5	16.5			
KWAY	Waverly	A	99.3	4.6	180	b	Suhr, Aelvin Edwin	71	8410	844	c1	AC	225	2.57	1.2	1.9	1.7	1.2	0.6	0.6	1.2	1.2	2.3			
KZIA	Cedar Rapids	C1	102.9	100.0	942		KZIA Inc	75	9405	See (209)		CHR	n/a		9.6	6.8	8.7	7.5	6.4	7.7	6.2	8.3	3.7			
KOKZ	Waterloo	C	105.7	100.0	1322	a	Bahakel Comm	62				Oldies	1,400	1.24	15.5	10.5	10.5	10.4	12.2	11.8	8.0	8.9	7.0			
KFMW	Waterloo	C	107.9	100.0	1805	a	Bahakel Comm	68	9608	3,500	c2	Adult Rock	1,350	1.27	14.6	12.3	9.9	11.0	10.3	10.1	12.3	10.1	8.8			
# FM Stations -															8	# Combos -		7	FM TOTALS							
															87.7	59.3	61.1	64.2	63.5	62.2	61.6	64.7	62.4			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KWOF	Waterloo	D	850	0.5	0.00		Friendship Commun	72	9503		nc	Christian	75		0.8	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	d	Fife Comm Co LC	58	9508	100		Nws/Tlk/Spt	100		7.6	5.6	5.2	5.2	5.8	5.9	4.9	7.1	4.9			
KWLO	Waterloo	B	1330	5.0	5.00	a	Bahakel Comm	47	9608		c2	Nostalgia	425	0.77	7.6	5.6	5.2	5.2	5.8	5.9	4.9	7.1	4.9			
KWAY	Waverly	D	1470	1.0	0.06	b	Suhr, Aelvin Edwin	58	8410		c1	Country	75		3.0	0.0	0.0	0.0	0.0	0.6	1.2	0.0	0.0			
KXEL	Waterloo	A	1540	50.0	50.00	a	Bahakel Comm	42	5801			News/Talk	225	1.03	0.8	4.9	2.3	1.7	2.6	2.4	2.5	2.4	2.2			
KDNZ	Cedar Falls	B	1650	10.0 cp	1.00	d	Fife Comm Co LC	98				Nws/Tlk/Spt			0.8	0.0	0.6	1.2	0.0	0.6	0.0	0.6	0.2			
# AM Stations -															6	# Combos -		5	AM TOTALS							
AM & FM Stations Profiled -															14	# Duopolies -		4	Total Local Commercial Share							
															12.2	11.1	8.7	8.7	9.0	10.7	9.2	10.7	8.0			
															70.4	69.8	72.9	72.5	72.9	70.8	75.4	70.4				

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 242

Revenue Rank: 239

Parkersburg-Marietta, WV-OH Market Overview



Metro Counties / Population (000)

Washington, OH	63.0
Wood, WV	87.2
Total	150.2

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$5,000	\$5,300	\$6,000	\$6,500	\$6,000	\$5,900	3.4%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	-1.7%	\$6,200	\$6,700	\$7,000	\$7,400	\$7,800	5.5%
Revenue/Retail Sales	NA ^{1/}	\$3.31/1,000	\$3.92/1,000				Est. Breakout
Revenue/Capita	\$32.85	\$39.28	\$52.63				Local 82%
							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
Households	59.7	61.4	0.6%	61.4	61.8	0.1%
Retail Sales	NA ^{1/}	1,785.1	NA ^{1/}	1,785.1	1,989.1	2.2%
EBI ^{2/}	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	Viab. FMs	All FMs	All AMs	Total
# Stations	6	3		8	9	6	15
Tot 12+	46.1	28.8		73.0	74.9	7.0	81.9
Avg 12+	7.7	9.6		9.1	8.3	1.2	5.5
Tot LCS	56.3	35.2		89.1	91.5	8.5	100.0
Avg LCS	9.4	11.7		11.1	10.2	1.4	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	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)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WXIL	Parkersburg	B	95.1	50.0	499	c	Burbach WV LLC	75	8009	880	Hot AC	500	1.35	6.3	3.8	5.1	5.6	5.0	6.1	9.8	11.0	11.8			
WVTV	Williamstown	A	96.9	3.5	423		Benco Inc	00	0111	1,300	1	Variety Hit	350	0.96	6.2	6.4	5.1	4.3	6.2	2.8	3.5	0.0	0.0		
WGGE	Parkersburg	B1	99.1	11.5	486	c	Burbach WV LLC	65	9805	1,775	c4	Country	400	0.66	10.3	10.9	9.6	9.9	7.5	7.8	9.1	8.5	8.5		
WDMX	Vienna	A	100.1	1.7	440	a	Clear Channel Comm	89	0105		g3	1	Oldies	700	1.15	10.3	9.6	8.3	9.9	7.5	7.8	7.0	10.4	7.3	
WJAW	McConnelsville	A	100.9	0.9	577	b	JAWCO Inc	92	9707	659	c5	Sports	75		0.4	1.9	1.9	0.0	0.6	0.6	0.7	1.2	0.0		
WRVB	Marietta	B1	102.1	11.0	492	a	Clear Channel Comm	64	0105		g3	1	AC	1,000	1.00	16.9	14.1	12.7	14.3	14.3	15.1	13.3	14.0	11.9	
WHBR	Parkersburg	A	103.1	2.2	551	c	Burbach WV LLC	67	9612	1,700	c1	AC	550	0.63	14.7	10.9	8.3	9.9	14.9	11.2	9.1	9.1	11.0		
WRZZ	Elizabeth	A	106.1	3.0	469	a	Clear Channel Comm	89	0105		g3	1	Clsc Rock	600	1.27	8.0	3.8	7.0	6.8	6.8	6.1	5.6	6.7	5.4	
WNUS	Belpre	A	107.1	4.7	351	a	Clear Channel Comm	81	0105		g3	1	Country	900	0.82	18.7	13.5	18.5	18.0	13.7	12.8	16.1	17.7	19.8	
# FM Stations -														9	# Combos -		8	FM TOTALS							
															91.8	74.9	76.5	78.7	76.5	70.3	74.2	78.6	75.7		

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	0.0	
WBRJ	Marietta	D	910	5.0 cp	0.04	a	Clear Channel Comm	64	0210	450		1	Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	
WADC	Parkersburg	D	1050	5.0	0.00	c	Burbach WV LLC	54	9805		c4	Nostalgia	100	0.46	3.7	1.9	3.2	3.1	3.1	5.0	3.5	2.4	5.3		
WKYG	Parkersburg	C	1230	1.0	1.00	c	Burbach WV LLC	47	9612		c1	Children	50		0.4	0.0	0.0	0.6	0.0	0.6	0.7	0.6	0.5		
WLTP	Parkersburg	C	1450	1.0	1.00	a	Clear Channel Comm	35	0105		g3	1	Nws/Tlk/Spt	175	1.35	2.2	3.2	3.8	1.9	1.9	4.5	4.2	1.8	0.9	
• WMOA	Marietta	C	1490	1.0	1.00	b	JAWCO Inc	46	9707		c5	Soft AC	400	3.08	2.2	1.9	2.5	1.2	2.5	1.7	2.1	2.4	2.0		
# AM Stations -														6	# Combos -		6	AM TOTALS							
															8.5	7.0	9.5	6.8	7.5	11.8	10.5	7.2	9.8		
AM & FM Stations Profiled -														15	# Duopolies -		6	Total Local Commercial Share							
															81.9	86.0	85.5	84.0	82.1	84.7	85.8	85.5			

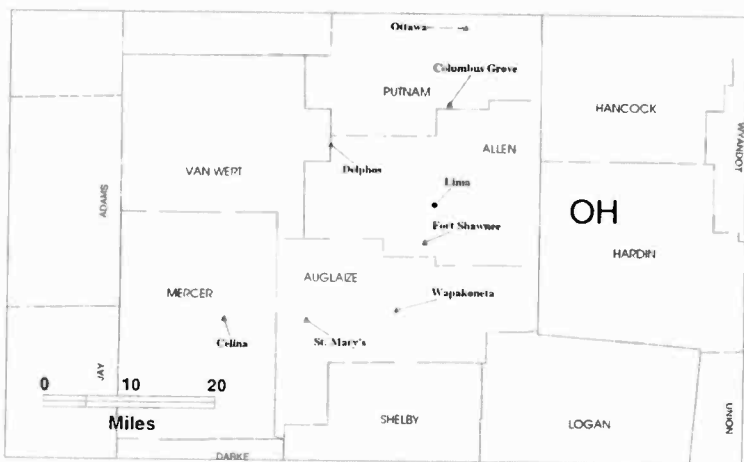
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 243

Revenue Rank: 247

Lima, OH Market Overview



Metro Counties / Population (000)

Allen, OH	107.6
Auglaize, OH	46.7
Total	154.3

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$5,300	\$5,200	\$5,000	\$5,400	\$5,100	\$5,600	0.9%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.8%	\$5,900	\$6,300	\$6,700	\$7,000	\$7,400	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$2.55/1,000	\$2.90/1,000	Local	89%		
	\$34.13	\$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 ^{1/}	2,199.0	NA ^{1/}	2,199.0	2,548.5	3.0%
EBI ^{2/}	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	8	2		8	10	2	12
Tot 12+	41.6	16.8		55.9	58.4	9.3	67.7
Avg 12+	5.2	8.4		7.0	5.8	4.7	5.6
Tot LCS	61.4	24.8		82.6	86.3	13.7	100.0
Avg LCS	7.7	12.4		10.3	8.6	6.9	8.3

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

Some stations also rated in Ft Wayne.

Market: Lima, OH

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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WZOO	Wapakoneta	A	92.1	3.0	328	b	Forever Bcstg Inc	64	9404		st	CHR	825	0.79	18.7	6.2	11.6	10.9	10.5	13.4	9.7	10.0	9.1			
WFGF	Lima	A	93.1	3.0	318	b	Forever Bcstg Inc	92	9404		st	Country	475	0.62	13.7	9.3	9.3	8.0	7.6	4.7	8.0	5.0	8.5			
• WLWD	Columbus Grove	B1	93.9	14.0 cp	436	a	Clear Channel Comm		03			Top 40				5.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WKKI	Celina	A	94.3	1.2	449		Rice, Wm, Receiver	60	9203			AC	75		0.5	0.6	0.6	0.0	0.6	0.6	1.1	0.6	0.8			
WIMT	Lima	B	102.1	11.0	1060	a	Clear Channel Comm	48	9905		g1	Country	1,300	1.17	19.9	11.2	12.2	9.2	13.5	14.0	10.8	11.3	14.5			
WMLX	St. Marys	A	103.3	2.0	558	a	Clear Channel Comm	98	9905		g1	Hot AC	275	0.65	7.6	5.0	4.7	6.9	1.8	5.2	8.5	6.9	6.0			
WUZZ	Lima	A	104.9	3.0	220	b	Forever Bcstg Inc	70	9708	1,050	c1	Clsc Hits	350	0.58	10.7	4.3	2.9	6.9	5.3	2.9	5.1	3.8	3.7			
WBUK	Ottawa	A	106.3	1.4 cp	489	a	Clear Channel Comm	77	9905		g	Oldies	450	0.88	9.1	3.7	3.5	6.3	4.1	6.4	8.5	5.6	4.9			
WDOH	Delphos	A	107.1	3.3	299		Vogel Roach Corp		72			Country	500	2.98	3.0	1.9	1.2	1.1	2.3	1.2	2.3	1.9	1.1			
WZRZ	Fort Shawnee	A	107.5	1.3	495	a	Clear Channel Comm	92	9905		g1	Rock				10.6	8.7	4.6	2.3	4.1	2.3	4.4	3.3			
# FM Stations -															10	# Combos -		8	FM TOTALS							
															83.2	58.4	54.7	53.9	48.0	52.5	56.3	49.5	51.9			

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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WLJM	Lima	D	940	0.3	0.01	b	Forever Bcstg Inc	63	9708		c1	Urban	150	0.86	3.1	0.0	0.0	2.3	1.2	3.5	3.4	3.8	3.3			
WIMA	Lima	B	1150	1.0	1.00	a	Clear Channel Comm	48	9905		g1	Nws/TIK/Spt	1,150	1.49	13.8	9.3	8.1	6.3	9.4	8.1	8.5	8.1	8.0			
# AM Stations -															2	# Combos -		2	AM TOTALS							
AM & FM Stations Profiled -															12	# Duopolies -		4	Total Local Commercial Share							
															16.9	9.3	8.1	8.6	10.6	11.6	11.9	11.9	11.3			
															67.7	62.8	62.5	58.6	64.1	68.2	61.4	63.2				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 244

Revenue Rank: 179

Eau Claire, WI Market Overview



Metro Counties / Population (000)

Chippewa, WI	55.8
Eau Claire, WI	94.0
Total	149.8

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$9,200	\$9,700	\$9,600	\$9,300	\$9,000	\$10,100
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	12.2%	\$10,700	\$11,500	\$12,100	\$12,800	\$13,400	5.8%
Revenue/Retail Sales	NA ^{1/}	\$3.82/1,000	\$3.59/1,000				Est. Breakout
Revenue/Capita	\$63.93	\$67.42	\$87.24				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	143.9	149.8	0.8%	149.8	153.6
Households	52.9	58.2	1.9%	58.2	60.9	0.9%
Retail Sales	NA ^{1/}	2,643.8	NA ^{1/}	2,643.8	3,734.0	7.1%
EBI ^{2/}	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		10	10	11	6	17
Tot 12+	6.2		75.1	79.6	81.3	7.9	89.2
Avg 12+	6.2		7.5	8.0	7.4	1.3	5.2
Tot LCS	7.0		84.2	89.2	91.1	8.9	100.0
Avg LCS	7.0		8.4	8.9	8.3	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

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WMEQ	Menomonie	C2	92.1	17.5	719	b	Clear Channel Comm	67	0009		sw	Clsc Rock	700	0.85	8.2	8.5	8.4	8.7	5.3	8.9	8.4	5.8	7.9			
• WECL	Elk Mound	A	92.9	3.3	446	a	Maverick Media	91	0306	17,000	d1	Oldies	800	0.89	8.9	6.2	6.1	7.7	7.4	6.7	8.9	8.4	6.3			
WIAL	Eau Claire	C1	94.1	84.0	351	a	Maverick Media	48	0306		d1	AC	800	0.86	9.2	7.9	6.7	6.6	9.0	11.2	12.4	12.6	8.4			
WQRB	Bloomer	C3	95.1	8.9	545	b	Clear Channel Comm	92	0009		sw	Country	1,400	1.05	13.2	14.1	11.2	13.1	9.5	12.8	8.4	10.5	11.4			
WISM	Altoona	C3	98.1	10.0	174	b	Clear Channel Comm	92	0211	2,400		AC	300	0.93	3.2	2.8	3.9	3.8	1.6	3.9	4.0	4.7	2.4			
WDRK	Cornell	C3	99.9	25.0	328	a	Maverick Media	01	0306		d1	Rock	1,000	0.89	11.1	5.6	7.8	8.2	10.6	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	0.72	6.9	8.5	6.1	5.5	6.3	6.1	8.9	7.4	12.1			
WWIB	Hallie	C1	103.7	100.0	679	c	Stewards of Sound	72				ChrsContem	800	4.17	1.9	1.7	1.1	1.6	1.6	1.7	1.5	3.7	1.8			
WAXX	Eau Claire	C	104.5	100.0	1801	a	Maverick Media	65	0306		d1	Country	1,700	1.29	13.0	14.1	13.4	12.0	10.1	14.0	11.4	15.3	17.7			
WCFW	Chippewa Falls	C3	105.7	25.0	305		Bushland Radio	68				Lite AC	400	0.79	5.0	5.1	6.1	4.4	4.2	3.4	3.5	4.2	2.5			
WATQ	Chetek	C2	106.7	35.0	584	b	Clear Channel Comm	97	0009		sw	Country	450	0.47	9.5	6.8	6.1	8.2	7.9	8.9	11.4	1.6	8.2			
# FM Stations -															11	# Combos -		10	FM TOTALS							
															90.1	81.3	76.9	79.8	73.5	77.6	78.8	74.2	78.7			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WOGO	Hallie	B	680	2.5	0.50	c	Stewards of Sound	85				ChrsContem				0.6	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	0306		d1	Nws/Tik/Spt	350	0.85	4.1	3.4	3.9	2.7	4.2	2.2	3.0	4.2	1.9			
WMEQ	Menomonie	B	880	10.0	0.21	b	Clear Channel Comm	51	0009		sw	News/Talk	300	1.35	2.2	1.7	2.8	1.6	2.1	1.1	1.0	1.6	1.1			
WDVM	Eau Claire	B	1050	1.0	0.50		Starboard Bcstg Inc	48	0109		dn	Relgn/Chrst	175		0.3	0.0	0.0	0.0	0.5	0.0	0.5	0.5	0.6			
WEAQ	Chippewa Falls	D	1150	5.0	0.05	a	Maverick Media	58	0306		d1	Easy	225	1.01	2.2	1.1	2.2	1.1	2.6	2.8	3.0	3.2	2.4			
WBIZ	Eau Claire	C	1400	1.0	1.00	b	Clear Channel Comm	47	0008		sw	Sports	200	1.52	1.3	1.1	0.6	1.1	1.1	2.2	1.5	2.1	1.1			
# AM Stations -															6	# Combos -		5	AM TOTALS							
AM & FM Stations Profiled -															17	# Duopolies -		6	Total Local Commercial Share							
															10.1	7.9	9.5	6.5	10.5	8.3	9.0	11.6	7.1			
															89.2	86.4	86.3	84.0	85.9	87.8	85.8	85.8				

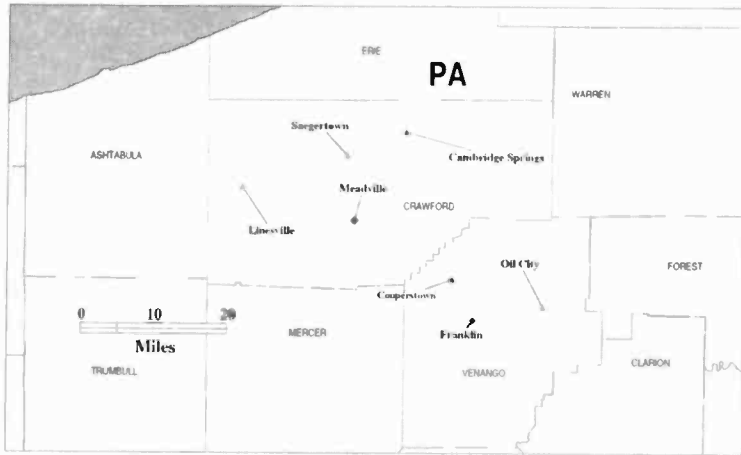
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 245

Revenue Rank: 276

Meadville-Franklin, PA Market Overview



Metro Counties / Population (000)

Crawford, PA	90.7
Venango, PA	57.2
Total	147.9

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	N/A	N/A	\$3,500	\$3,000	\$3,600	
	<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>
	20.0%	\$3,800	\$4,100	\$4,300	\$4,500	\$4,700	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.76/1,000	\$3.18/1,000	Local 90%
Revenue/Capita	N/A	\$24.34	\$31.78	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	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 ^{1/}	1,306.5	NA ^{1/}	1,306.5	1,478.5	2.5%
EBI ^{2/}	1,886.4	1,996.5	1.1%	1,996.5	2,315.7	3.0%

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)	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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	3		8	8	5	13
Tot 12+	24.4	23.8		48.2	48.2	6.8	55.0
Avg 12+	4.9	7.9		6.0	6.0	1.4	4.2
Tot LCS	44.4	43.3		87.6	87.6	12.4	100.0
Avg LCS	8.9	14.4		11.0	11.0	2.5	7.7

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

Market: Meadville-Franklin, PA

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)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WHUZ	Saegertown	A	94.3	2.2	551	a	Forever Bcstg Inc	79	0008	4,950	d3	Cisc Hits	450	0.77	16.2	6.8	7.1	7.1	11.8	8.2	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	4.0	5.1	4.4	5.0	4.1	0.0	0.0	0.0				
WGVI	Oil City	B1	98.5	20.0	299	a	Forever Bcstg Inc	57	0008		g1	Country	475	1.13	11.7	5.1	6.4	8.2	5.6	6.5	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	8.5	12.2	8.2	8.1	10.0	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	10.2	10.3	11.5	12.4	10.0	0.0	0.0	0.0				
• WMVL	Linesville	A	101.7	3.0	220		Vilkie Comm Inc	70	0302	330		Adlt Stndrd	100	0.52	5.3	1.7	1.9	3.8	2.5	1.2	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	5.1	4.9	5.0	8.2	0.0	0.0	0.0				
WUUZ	Cooperstown	A	107.7	4.5	377	a	Forever Bcstg Inc	02	0108	342	cp	Cisc Rock	125	0.85	4.1	6.8	7.7	4.9	0.0	0.0	0.0	0.0	0.0				
# FM Stations -																8	# Combos -		7	FM TOTALS							
																88.0	48.2	55.8	53.0	50.4	48.2	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)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WKQW	Oil City	D	1120	0.9 cp	0.00	b	Olszowka, Stephen A.	86				AC				0.6	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	0.6	1.6	2.5	2.4	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	1.1	1.3	2.2	0.6	1.2	0.0	0.0	0.0				
• WFRA	Franklin	C	1450	1.0	0.99	a	Forever Bcstg Inc	50	0008		g1	Nostalgia	75	1.04	2.0	1.7	0.6	1.1	1.2	0.6	0.0	0.0	0.0				
WMGW	Meadville	C	1490	1.0	1.00	a	Forever Bcstg Inc	47	0008		d3	Nws/TK/Spt	225	1.56	4.0	2.8	3.2	2.2	2.5	3.5	0.0	0.0	0.0				
# AM Stations -																5	# Combos -		5	AM TOTALS							
AM & FM Stations Profiled -																13	# Duopolies -		5	Total Local Commercial Share							
																11.9	6.8	5.7	7.1	6.8	7.7	0.0	0.0	0.0			
																55.0	61.5	60.1	57.2	55.9	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: 246

Revenue Rank: 215

Florence-Muscle Shoals, AL Market Overview



Metro Counties / Population (000)

Colbert, AL	54.7
Lauderdale, AL	89.1
Total	143.8

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	\$4,800	\$6,600	\$7,200	\$7,000	\$7,400	
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.7%	\$7,800	\$8,400	\$8,900	\$9,300	\$9,800	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.87/1,000	\$5.68/1,000	Local 80%
Revenue/Capita	N/A	\$51.46	\$66.89	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	136.0	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 ^{1/}	1,520.2	NA ^{1/}	1,520.2	1,725.3	2.6%
EBI ^{2/}	1,971.3	2,144.8	1.7%	2,144.8	2,556.2	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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
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Ethnic Population:	White	85.5%	Black	12.6%	Asian	0.4%	Hispanic	1.2%
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Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	3		5	7	8	7	15
Tot 12+	9.0		42.6	49.7	51.6	11.5	63.1
Avg 12+	3.0		8.5	7.1	6.5	1.6	4.2
Tot LCS	14.3		67.5	78.8	81.8	18.2	100.0
Avg LCS	4.8		13.5	11.3	10.2	2.6	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 (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)															
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999								
WYTK	Rogersville	A	93.9	2.3	532	Valley Broadcasting	93	0210	900		AC	150	1.01	2.0	1.9	1.7	1.2	1.2	1.9	0.6	2.4	2.4								
WMSR	Collinwood	C3	94.9	7.7 cp	594	Malkan Bcst Assoc	94	9708	1,500		Soft Hits	1,000	0.99	13.6	5.2	7.5	9.4	7.4	11.4	10.8	7.2	4.8								
WXFL	Florence	C2	96.1	20.5	781	a Big River Bcstg Corp	92	9508	566		Country	900	0.93	13.1	9.0	10.4	10.0	6.2	7.0	8.9	5.4	8.1								
WLAY	Tuscumbia	C1	100.3	83.0	246	b Clear Channel Comm	62	0101		sw	Country	1,100	1.58	9.4	7.1	5.8	5.3	6.2	5.1	7.0	5.4	5.5								
• WMXV	Russellville	A	103.5	3.5	430	b Clear Channel Comm	86	0101		sw	Oldies	850	1.47	7.8	3.2	3.5	5.3	4.3	5.1	3.2	4.8	4.9								
WVNA	Muscle Shoals	A	105.5	1.1	742	b Clear Channel Comm	64	0101		sw	Clsc Rock	700	0.96	9.9	3.9	6.9	4.7	7.4	5.1	8.3	6.6	7.5								
WBTG	Sheffield	C3	106.3	6.0	682	c Slatton & Assoc	69				Gospel	300	0.60	6.8	3.2	6.4	3.5	4.9	4.4	5.1	3.0	5.6								
WQLT	Florence	C1	107.3	93.0	1017	a Big River Bcstg Corp	67	7302			AC	1,700	1.27	18.1	18.1	12.1	10.0	12.3	9.5	7.6	13.2	11.4								
# FM Stations -														8	# Combos -		6	FM TOTALS				80.7	51.6	54.3	49.4	49.9	49.5	51.5	48.0	50.2

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)													
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999						
WZNN	Lexington	D	620	5.0	0.10	Huerta, Manuel	81	0205	100		Mexican			2.4	0.6	1.2	1.8	1.2	1.3	1.3	1.2	0.0							
WBCF	Florence	C	1240	1.0	1.00	BCB, Inc	46	7708			Nws/Tlk/Spt	100	0.56	2.9	0.6	0.0	2.4	1.2	1.3	0.6	1.2	1.5							
WBTG	Sheffield	D	1290	1.0	0.08	c Slatton & Assoc	63				Chrst/Talk			4.5	4.5	2.9	2.4	3.1	3.2	3.8	6.0	3.4							
WSBM	Florence	C	1340	1.0	1.00	a Big River Bcstg Corp	46	7302			Urban AC	200	0.60	3.5	3.2	1.7	1.8	2.5	1.9	3.2	2.4	4.7							
WZZA	Tuscumbia	D	1410	0.5	0.05	Muscle Shoals Bcstg	72				Urban/Gospl	150	0.58	2.4	1.3	0.6	1.8	1.2	3.2	2.5	1.2	2.5							
• WLAY	Muscle Shoals	C	1450	1.0 cp	1.00	b Clear Channel Comm	33	0101		sw	Country			3.5	1.3	1.7	2.4	1.9	2.5	1.9	2.4	2.9							
WVNA	Tuscumbia	B	1590	5.0	1.00	b Clear Channel Comm	55	0101		sw	Nws/Tlk/Spt	250	0.97	19.2	11.5	8.1	12.6	11.1	13.4	13.3	14.4	15.0							
# AM Stations -														7	# Combos -		4	AM TOTALS				63.1	62.4	62.0	61.0	62.9	64.8	62.4	65.2
AM & FM Stations Profiled -														15	# Duopolies -		3	Total Local Commercial Share				63.1	62.4	62.0	61.0	62.9	64.8	62.4	65.2

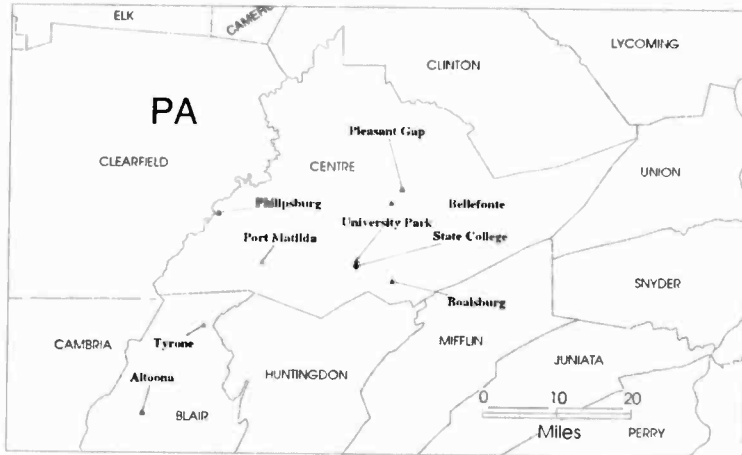
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 247

Revenue Rank: 249

State College, PA Market Overview



Metro Counties / Population (000)

Centre, PA	137.5
	137.5

Market Ratio 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	\$6,500	\$6,800	\$7,200

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.85/1,000	\$4.36/1,000	Local 75%
Revenue/Capita	\$36.45	\$39.27	\$50.67	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 ^{1/}	1,404.0	NA ^{1/}	1,404.0	1,649.5	3.3%
EBI ^{2/}	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		9	10	4	14
Tot 12+	56.7	14.7		69.3	71.4	7.0	78.4
Avg 12+	7.1	7.4		7.7	7.1	1.8	5.6
Tot LCS	72.3	18.8		88.4	91.1	8.9	100.0
Avg LCS	9.0	9.4		9.8	9.1	2.2	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 (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)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WBUS	Boalsburg	A	93.7	0.3	1362	b	Dame Broadcasting	98 0202	4,000		Clsc Rock	925	1.26	13.6	5.6	8.0	12.1	9.0	14.0	8.8	9.5	3.9			
WLTS	State College	A	94.5	1.9	587	d	Forever Bcstg Inc	91 9312		na	Soft AC	150	0.56	5.0	7.0	4.4	4.8	3.0	4.0	1.3	4.4	3.2			
WZWW	Bellefonte	A	95.3	0.8	637		First Medla	86 0009	6,000		Hot AC	1,300	1.59	15.1	7.7	8.8	9.1	14.3	14.0	11.9	15.3	14.3			
WQWK	University Park	A	97.1	2.0	404	b	Dame Broadcasting	65 0004		g1	Modern Rock	375	0.83	8.4	9.8	10.2	8.5	4.5	4.0	10.7	5.8	12.4			
WFGY	Altoona	B	98.1	30.0	942	a	Forever Bcstg Inc	60 9012	See (256)		Country	n/a		13.2	10.5	13.1	8.5	12.0	6.7	8.2	10.9	11.1			
• WQWY	Pleasant Gap	A	98.7	2.2	551	d	Forever Bcstg Inc	96 9902	485		Oldies	150	1.74	1.6	4.9	0.7	2.4	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	4.2	4.4	3.6	5.3	6.7	5.0	7.3	4.5			
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	8.4	7.3	10.3	13.5	12.7	12.6	10.2	11.8			
WUBZ	Philipsburg	A	105.9	0.7	951	c	Moshannon Valley Net	96 9610	350	c2	Modern Rock	100	0.97	1.9	2.1	1.5	0.6	2.3	0.7	0.0	0.7	0.0			
WJHT	Port Matilda	A	107.9	0.5	1175	b	Dame Broadcasting	94 0004		g1	Hip Hop	150	0.50	5.6	11.2	5.1	4.2	4.5	2.7	3.8	5.1	6.1			
# FM Stations -														10	# Combos -		7	FM TOTALS							
														85.5	71.4	63.5	64.1	68.4	65.5	62.3	69.2	67.3			

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)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WBLF	Bellefonte	D	970	1.0	0.07	b	Dame Broadcasting	58 0004		g1	Nws/Spt/Tlk			0.4	0.7	0.7	0.6	0.0	0.0	0.0	0.0	0.3			
WP11B	Philipsburg	D	1260	5.0	0.03	c	Moshannon Valley Net	56 9610		c2	Country	100	0.81	2.3	0.0	0.0	3.6	0.0	0.0	3.1	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	4.9	5.1	6.7	5.3	3.3	4.4	3.6	6.2			
WMAJ	State College	C	1450	1.0	1.00	d	Forever Bcstg Inc	45 9805		c1	Sports	250	1.16	4.0	1.4	2.2	2.4	3.8	1.3	3.8	2.9	2.0			
# AM Stations -														4	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -														14	# Duopolies -		4	Total Local Commercial Share							
														14.4	7.0	8.0	13.3	9.1	4.6	11.3	6.5	8.5			
														78.4	71.5	77.4	77.5	70.1	73.6	75.7	75.8				

Note: Includes \$500K revenues from Altoona Station

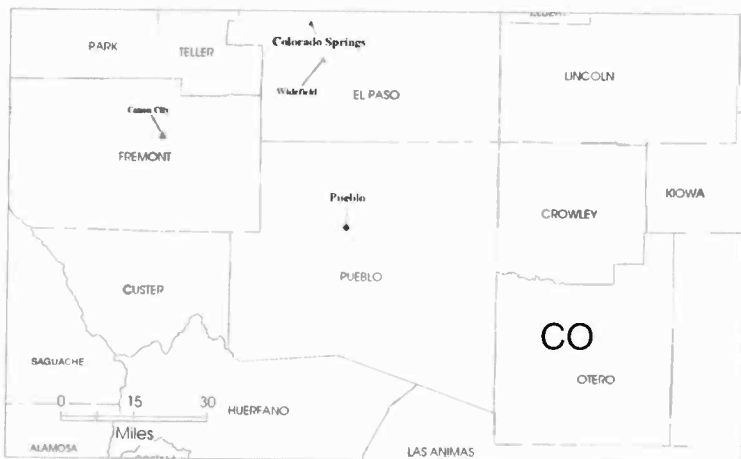
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 248

Revenue Rank: 284

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)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$3,900	\$4,000	\$3,300	\$2,800	\$2,300	\$2,400
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.3%	\$2,600	\$2,800	\$2,900	\$3,100	\$3,200	5.8%
Revenue/Retail Sales	NA ^{1/}	\$1.46/1,000	\$1.66/1,000				Est. Breakout
Revenue/Capita	\$29.68	\$16.60	\$20.97				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	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 ^{1/}	1,641.5	NA ^{1/}	1,641.5	1,932.2	3.3%
EBI ^{2/}	1,514.0	1,976.0	5.5%	1,976.0	2,500.1	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		11	9	12	5	17
Tot 12+	1.1		51.8	46.7	52.9	6.8	59.7
Avg 12+	1.1		4.7	5.2	4.4	1.4	3.5
Tot LCS	1.8		86.8	78.2	88.6	11.4	100.0
Avg LCS	1.8		7.9	8.7	7.4	2.3	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 Colorado Springs.

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
															2003	2002	2002	2001	2001	2000	2000	1999			
KILO	Colorado Springs	C	94.3	83.0	2110	Bahakel Comm	66	8408	See (96)		AOR	n/a		9.5	4.5	6.5	5.7	6.4	6.4	7.2	7.7	4.5			
KRDO	Colorado Springs	C	95.1	65.0	2093	Pikes Peak Bcstg	69			1	AC	n/a		2.7	3.4	2.7	1.7	1.7	1.8	2.2	1.1	1.8			
KCCY	Pueblo	C	96.9	40.0 cp	2280	b Clear Channel Comm	75	0102			Country	n/a		13.6	8.0	9.7	8.0	9.2	9.4	14.4	10.5	11.9			
KKFM	Colorado Springs	C	98.1	71.0	2290	a Citadel Bcstg Corp	58	9212			Clsc Rock	n/a		7.7	6.3	4.8	5.1	4.6	7.0	5.0	5.0	6.8			
KKMG	Pueblo	C	98.9	72.0	2280	a Citadel Bcstg Corp	67	9403	See (96)		CHR	n/a		9.9	5.7	7.5	5.7	6.9	11.7	8.3	8.3	8.8			
• KVUU	Pueblo	C	99.9	79.0	2198	b Clear Channel Comm	76	0008			Hot AC	n/a		5.5	3.4	2.7	3.4	3.5	2.9	2.2	2.8	2.8			
• KGFT	Pueblo	C	100.7	78.0	2218	Salem Comm Corp	76	9603	See (96)		Chrst/Talk	n/a		1.8	1.7	1.1	1.1	1.2	0.6	1.1	1.1	1.2			
KYZX	Pueblo	C2	103.9	1.8	2159	Bahakel Comm	92	9903	See (96)		Clsc Rock	n/a		3.6	3.4	3.8	2.8	1.7	2.3	1.7	2.2	3.6			
KSTY	Canon City	A	104.5	6.0	46	Royal Gorge Bcstg	75	0001		g	Country	75	1.42	2.2	1.1	2.2	1.1	1.7	1.2	0.6	0.6	0.7			
KKLI	Widefield	C2	106.3	1.6	2225	b Clear Channel Comm	87	0008			Soft AC	n/a		7.6	3.4	3.8	4.5	5.2	2.9	4.4	5.0	3.3			
• KNKN	Pueblo	C2	106.9	27.5 cp	666	d Metropolitan Radio	79	9708	725	c1	Span/Varty	450	3.54	5.3	2.3	1.6	2.3	4.6	2.9	3.3	6.6	3.1			
KDZA	Pueblo	C1	107.9	100.0	240	c Clear Channel Comm	88	0102		g1	Oldies	1,100	2.76	16.6	9.7	10.2	9.1	12.1	11.1	11.0	8.8	8.0			
# FM Stations -														12	# Combos -		7	FM TOTALS							
														86.0	52.9	56.6	50.5	58.8	60.2	61.4	59.7	56.5			

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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
															2003	2002	2002	2001	2001	2000	2000	1999			
KCSJ	Pueblo	B	590	1.0	1.00	c Clear Channel Comm	47	0108		g1	Nws/Tlk/Spt	375	2.60	6.0	4.5	4.8	4.5	2.9	4.1	3.3	4.4	5.2			
KRMX	Pueblo	D	690	0.3	0.02	d Metropolitan Radio	58	9711	172		Span/Mexcn	125	3.72	1.4	0.6	1.6	1.1	0.6	0.6	0.6	0.6	0.9			
KFEL	Pueblo	D	970	3.2	0.18	Wellspring Harvest	56	9812	390		Christian			0.5	0.6	0.0	0.6	0.0	0.0	0.0	0.6	0.0			
KGHF	Pueblo	B	1350	5.0	0.28	c Clear Channel Comm	28	0108		g1	Sports	275	2.39	4.8	1.1	1.1	1.7	4.6	4.7	2.8	3.9	5.7			
KAVA	Pueblo	D	1480	1.0	0.11	Latino Comm	63	0302	350	d1	Spanish			1.2	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0			
# AM Stations -														5	# Combos -		3	AM TOTALS							
AM & FM Stations Profiled -														17	# Duopolies -		5	Total Local Commercial Share							
														13.9	6.8	7.5	7.9	9.8	9.4	6.7	9.5	11.8			
														59.7	64.1	58.4	68.6	69.6	68.1	69.2	68.3				

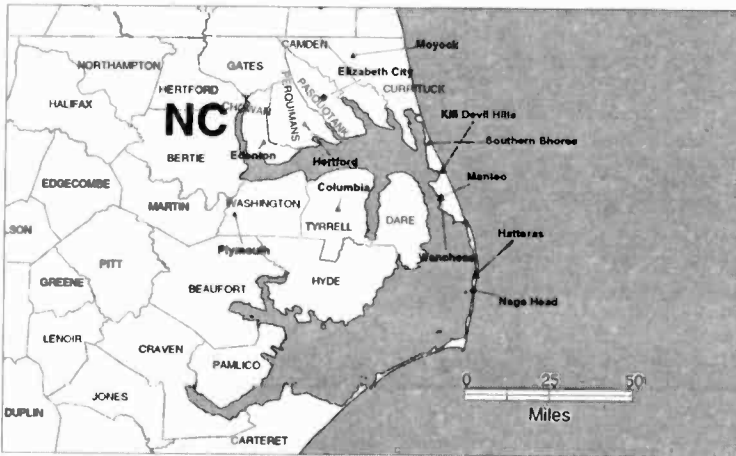
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 249

Revenue Rank: 276

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
Total	142.0

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	N/A	\$4,200	\$4,800	\$3,500	\$3,600
★★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	2.9%	\$3,800	\$4,000	\$4,300	\$4,500	\$4,700	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.94/1,000	\$1.97/1,000	Local 85%
Revenue/Capita	N/A	\$25.35	\$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 ^{1/}	1,853.5	NA ^{1/}	1,853.5	2,381.6	5.1%
EBI ^{2/}	1,700.4	1,983.1	3.1%	1,983.1	2,434.7	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	2		13	7	15	5	20
Tot 12+	1.8		36.0	27.0	37.8	4.8	42.6
Avg 12+	0.9		2.8	3.9	2.5	1.0	2.1
Tot LCS	4.2		84.5	63.4	88.7	11.3	100.0
Avg LCS	2.1		6.5	9.1	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.

Some stations also rated in Norfolk.

Market: Elizabeth City-Nags Head, NC

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)													
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999						
WBHH	Moyock	C3	92.1	14.5	430	a	Clear Channel Comm	74	9608	See (40)		Urban CHR	n/a		1.8	2.4	0.7	1.1	0.6	1.1	1.8	2.5	0.0						
• WZPR	Nags Head	C3	92.3	18.0	384	c	Convergent Bcstg LLC	90	0301		d1	CHR	250	1.61	4.3	0.6	0.7	1.1	2.9	2.9	2.4	2.5	0.0						
WWOC	Hatteras	C1	94.5	100.0	981	b	Max Media Properties	99	0305		g1	Country	50	0.33	4.2	1.8	2.0	2.2	1.7	1.7	1.8	1.8	0.0						
WOBX	Wanchese	C3	95.3	25.0	295	e	East Carolina Radio	73	9606	600	c1	Clsc Rock	450	2.05	6.1	3.6	7.3	2.8	2.9	6.3	3.6	4.9	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	e	East Carolina Radio	84	9806	475		Rock	125	1.93	1.8	1.8	0.7	0.6	1.1	0.6	1.2	1.2	0.0						
• WYND	Hatteras	C1	97.1	48.0	558	c	Convergent Bcstg LLC	95	0301		d1	Easy	50	0.46	3.0	1.8	2.0	1.7	1.1	0.6	1.2	1.8	0.0						
WOBX	Manteo	C2	98.1	40.0	233	e	East Carolina Radio	01				AC	125	1.16	3.0	0.0	0.7	2.2	0.6	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	1.35	7.2	1.8	2.7	3.3	3.4	2.9	3.0	3.7	0.0						
WBXB	Edenton	C2	100.1	50.0 cp	492	d	Willis Family Bcstg	76	9202	550		Gospel	75	0.21	9.7	4.2	5.3	3.3	5.7	4.0	4.2	2.5	0.0						
• WFMI	Southern Shores	C2	100.9	39.0	486		Communications Sys	03				Gospel				2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WERX	Columbia	C1	102.5	64.0	689	e	East Carolina Radio	83	9005	400	c1	Oldies	550	1.20	12.7	5.4	4.7	4.4	7.4	8.0	7.2	6.1	0.0						
WCXL	Kill Devil Hills	C1	104.1	100.0	981	b	Max Media Properties	93	0305		g1	AC	250	0.50	13.8	4.8	4.0	7.8	5.1	5.7	4.2	4.9	0.0						
• WFMZ	Hertford	C2	104.9	50.0	492		Convergent Bcstg LLC	97	0306 p	2,100		ChrsContem	150	0.76	5.5	2.4	4.7	2.8	2.3	1.7	3.6	1.2	0.0						
WRSF	Columbia	C1	105.7	100.0	614	e	East Carolina Radio	83	9512	950		Country	600	0.84	19.8	4.8	6.7	9.4	9.1	6.3	7.8	5.5	0.0						
# FM Stations -																15	# Combos -		9	FM TOTALS									

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)														
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999							
WGAI	Elizabeth City	B	560	1.0	0.50	b	Max Media Properties	47	0302		g1	Nws/Tlk/Spt	125	2.67	1.3	1.8	1.3	0.6	0.6	0.6	0.6	0.6	0.0							
WCNC	Elizabeth City	C	1240	1.0	1.00	e	East Carolina Radio	39	9808	230		Adlt Stndrd	150	0.79	5.3	2.4	2.7	3.3	1.7	1.1	2.4	3.1	0.0							
WZBO	Edenton	D	1260	1.0	0.00	e	East Carolina Radio	55	9005		c1	Adlt Stndrd	50		0.6	0.6	0.0	0.6	0.0	0.0	0.0	1.8	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	e	East Carolina Radio	70	9606		c1	Gospel	75			0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0							
# AM Stations -																5	# Combos -		4	AM TOTALS										
AM & FM Stations Profiled -																20	# Duopolies -		7	Total Local Commercial Share										

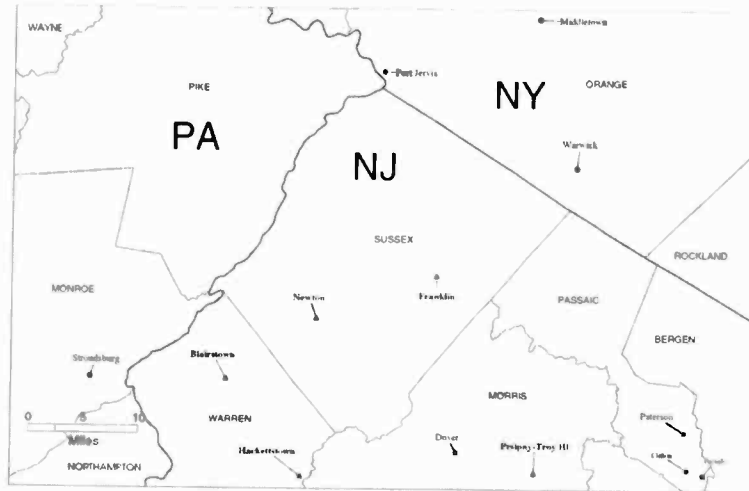
NOTE: Market first rated Spring 2000

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

Metro Rank: 250

Revenue Rank: 258

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)

ESTIMATED GROSS REVENUES	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	\$6,500	\$6,800	5.8%

Revenue/Retail Sales	1997	2002	2007	Est. Breakout
Revenue/Capita	NA ^{1/}	\$3.79/1,000	\$4.09/1,000	
	\$19.65	\$34.86	\$44.80	Local 85%
				National 15%

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
	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 ^{1/}	1,346.8	NA ^{1/}	1,346.8	1,664.4	4.3%
EBI ^{2/}	2,625.3	3,054.1	3.1%	3,054.1	3,715.0	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	1		3	3	1	4
Tot 12+	18.9	9.1		28.0	28.0	0.0	28.0
Avg 12+	9.5	9.1		9.3	9.3	0.0	7.0
Tot LCS	67.5	32.5		**	100.0	0.0	100.0
Avg LCS	33.8	32.5		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 Allentown-Bethlehem.
ARB 12+ Metro Shares (see rights)

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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall				
			Freq	(kW)											2003	2002	2002	2001	2001	2000	2000	1999				
WSUS	Franklin	A	102.3	0.6	745	a	Clear Channel Comm	65	0102		g1	AC	1,900	0.79	47.4	14.9	13.9	15.0	11.4	12.0	12.0	11.6	12.7			
WNNJ	Newton	B1	103.7	2.3	892	a	Clear Channel Comm	61	0102		g1	Clsc Hits	2,100	1.30	31.7	9.1	8.4	8.1	9.2	7.6	9.4	7.9	12.2			
WHCY	Blairstown	A	106.3	0.4	860	a	Clear Channel Comm	73	0102		g1	CHR	975	1.12	17.1	4.0	3.6	5.2	4.3	6.0	3.1	4.8	3.6			
# FM Stations -													3	# Combos -		3	FM TOTALS									
															96.2	28.0	25.9	28.3	24.9	25.6	24.5	24.3	28.5			
AM Stations													ARB 12+ Metro Shares (see rights)													
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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall				
			Freq	(kW)	(kW)	C									2003	2002	2002	2001	2001	2000	2000	1999				
• WNNJ	Newton	B	1360	2.0	0.32	a	Clear Channel Comm	53	0102		g1	Country	125	0.64	3.8	0.0	0.0	2.3	0.0	2.7	3.1	4.8	3.1			
# AM Stations -													1	# Combos -		1	AM TOTALS									
															3.8	0.0	0.0	2.3	0.0	2.7	3.1	4.8	3.1			
AM & FM Stations Profiled -													4	# Duopolies -		1	Total Local Commercial Share									
															28.0	25.9	30.6	24.9	28.3	27.6	29.1	31.6				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 251

Revenue Rank: 172

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
		\$9,900	\$10,000	\$11,500	\$11,600	\$10,600	\$11,000
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.8%	\$11,600	\$12,400	\$13,100	\$13,800	\$14,500	5.6%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$5.68/1,000	2007 \$6.62/1,000	Est. Breakout			
Revenue/Capita	\$66.98	\$75.24	\$100.28	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	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 ^{1/}	1,937.7	NA ^{1/}	1,937.7	2,188.7	2.5%
EBI ^{2/}	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	3		10	10	13	5	18
Tot 12+	15.7		61.3	73.6	77.0	9.6	86.6
Avg 12+	5.2		6.1	7.4	5.9	1.9	4.8
Tot LCS	18.1		70.8	85.0	88.9	11.1	100.0
Avg LCS	6.0		7.1	8.5	6.8	2.2	5.6

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

Market: Monroe, LA

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KMYT	Rayville	C3	92.3	11.5	486	d	Monroe Radio Prtnrs	84	0104		g1	Country	700	1.93	3.3	2.2	2.4	1.9	3.7	3.5	5.7	2.3	4.0			
KWJM	Farmerville	A	92.7	6.0	328		Union Bcstg Co Inc	79				AC	250	0.99	2.3	1.7	3.0	2.6	1.2	1.2	1.3	1.7	2.6			
KJMG	Bastrop	A	97.3	5.9	328	c	Holladay Bcstg	96	9811	700		Urban AC	900	0.58	14.2	12.9	8.9	12.9	11.0	10.5	6.9	12.1	9.9			
• KPCH	Dubach	C1	97.7	60.0 cp	509		Comm Capital Mgrs	84	0306	1,500		Oldies	200	1.01	1.8	0.6	0.6	0.6	2.5	0.6	0.6	1.7	0.0			
KZRR	West Monroe	C2	98.3	50.0	492	d	Monroe Radio Prtnrs	67	0104		g1	AC	600	1.30	4.2	3.4	3.0	3.9	3.1	6.4	5.0	4.0	3.3			
KRVV	Bastrop	C2	100.1	50.0	492	c	Holladay Bcstg	77	9110	1,036	1	Urban	1,300	0.45	26.0	25.3	20.1	18.7	25.2	19.8	19.5	20.2	15.5			
KHLL	Richwood	A	100.9	6.0	328		Gilliland, Dan	94				ChrsContem	200	1.01	1.8	1.1	1.8	1.3	1.8	1.7	3.1	1.7	4.0			
KNOE	Monroe	C	101.9	99.0	1516	b	Noe, James A	67				Adult CHR	1,800	2.10	7.8	3.4	5.3	6.5	6.7	6.4	8.2	8.1	6.3			
KQLQ	Columbia	C3	103.1	25.0	328	d	Monroe Radio Prtnrs	80	0104		g1	Oldies	300	1.24	2.2	2.2	1.8	1.9	1.8	2.3	3.1	2.9	4.4			
KJLO	Monroe	C	104.1	100.0	1017	a	New South Comm Inc	46	8601	1,700		1 Country	1,800	1.00	16.4	11.8	13.6	13.5	14.1	11.0	10.1	14.5	13.8			
KLIP	Monroe	C2	105.3	50.0	433	a	New South Comm Inc	93	9710	400	1	Clsc Hits	700	1.30	4.9	4.5	6.5	3.9	4.3	6.4	7.5	5.8	6.0			
KXRR	Monroe	C	106.1	100.0	1017	d	Monroe Radio Prtnrs	65	0104		g1	Clsc Rock	350	0.86	3.7	6.2	10.7	3.2	3.1	4.1	4.4	4.6	3.5			
KXKZ	Ruston	C	107.5	100.0	1066		Comm Capital Mgrs	66	0111		g	Country	550	2.78	1.8	1.7	1.8	1.3	1.8	1.7	3.8	2.3	2.5			
# FM Stations -															13	# Combos -		9	FM TOTALS							
															90.4	77.0	79.5	72.2	80.3	75.6	79.2	81.9	75.8			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KNOE	Monroe	B	540	5.0	1.00	b	Noe, James A	44				Country	600	1.82	3.0	1.1	1.2	1.9	3.1	1.2	1.3	1.2	3.5			
KLIC	Monroe	C	1230	1.0	1.00		Media Ministries	50	9211	165		News/Talk	50		0.3	0.0	0.0	0.0	0.6	0.6	1.3	0.0	0.0			
KMBS	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	1.14	2.2	3.4	3.0	1.9	1.8	4.1	4.4	4.0	3.3			
KRJO	Monroe	B	1680	10.0	1.00	a	New South Comm Inc	01				1 Black Gospl	400	0.93	3.9	5.1	3.0	6.5	0.0	0.0	0.0	0.0	0.0			
# AM Stations -															5	# Combos -		3	AM TOTALS							
AM & FM Stations Profiled -															18	# Duopolies -		6	Total Local Commercial Share							
															9.4	9.6	7.2	10.3	5.5	5.9	7.0	5.2	6.8			
															86.6	86.7	82.5	85.8	81.5	86.2	87.1	82.6				

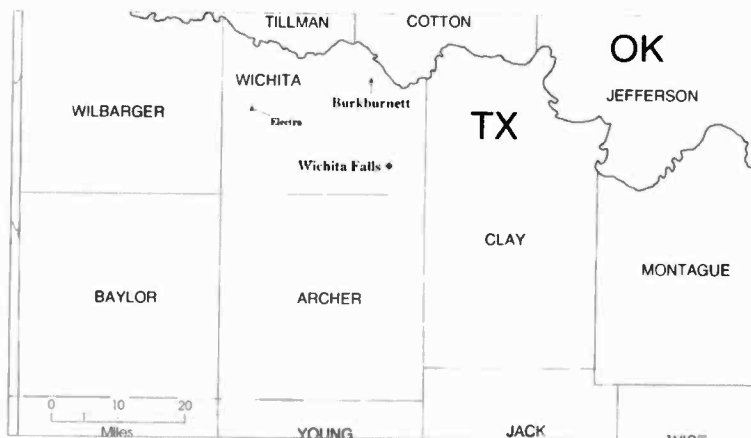
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 252

Revenue Rank: 263

Wichita Falls, TX Market Overview



Metro Counties / Population (000)

Archer, TX	9.0
Wichita, TX	132.7
Total	141.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$3,400	\$4,100	\$4,300	\$4,900	\$4,500	\$4,800
Revenue/Retail Sales Revenue/Capita	1997	2002	2007		Est. Breakout		
	NA ^{1/}	\$2.81/1,000	\$3.06/1,000		Local	80%	
	\$24.89	\$33.87	\$44.23		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
Households	51.2	52.5	0.5%	52.5	54.2	0.6%
Retail Sales	NA ^{1/}	1,705.4	NA ^{1/}	1,705.4	2,088.8	4.1%
EBI ^{2/}	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	Viab. FMs	All FMs	All AMs	Total
# Stations			7	7	7	1	8
Tot 12+			71.0	71.0	71.0	2.0	73.0
Avg 12+			10.1	10.1	10.1	2.0	9.1
Tot LCS			97.3	97.3	97.3	2.7	100.0
Avg LCS			13.9	13.9	13.9	2.7	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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	9.2	9.0	11.9	8.6	9.4	13.9	12.6	12.3			
KOLI	Electra	C2	94.9	50.0	492	b	Cumulus Bcstg Inc	98	9806	238	cp	Country	400	0.80	10.4	3.9	3.2	5.9	7.9	9.4	2.2	2.4	2.7			
• KLUR	Wichita Falls	C1	99.9	100.0	807	b	Cumulus Bcstg Inc	63	9711	6,000	c1	Country	1,350	1.00	28.1	17.8	17.3	19.3	18.4	19.5	16.1	18.9	24.9			
KWFS	Wichita Falls	C1	102.3	100.0	449	a	Clear Channel Comm	61	0012		d2	Country	625	1.25	10.4	9.2	7.1	5.9	7.9	6.0	10.9	15.7	10.0			
KQXC	Wichita Fall	C2	103.9	19.0 cp	807	b	Cumulus Bcstg Inc	93	9711		c1	Dance/CHR	500	0.69	15.1	11.8	12.8	11.1	9.2	16.8	10.2	3.9	4.3			
KYYI	Burkbumett	C1	104.7	92.0	1017	b	Cumulus Bcstg Inc	90	9711		c1	Clsc Rock	650	1.08	12.5	13.8	7.7	11.1	5.9	6.7	10.9	11.0	10.5			
• KBZS	Wichita Falls	C2	106.3	33.0 cp	600	a	Clear Channel Comm	84	0012		d2	AC	425	1.30	6.8	5.3	3.8	3.7	5.3	6.0	5.8	7.1	7.2			
# FM Stations -															7	# Combos -		7	FM TOTALS							
															98.5	71.0	60.9	68.9	63.2	73.8	70.0	71.6	71.9			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KWFS	Wichita Falls	D	1290	5.0	0.07	a	Clear Channel Comm	48	0012		d2	News/Talk	100	1.39	1.5	2.0	1.9	0.7	1.3	0.0	1.5	0.0	1.7			
# AM Stations -															1	# Combos -		1	AM TOTALS							
															1.5	2.0	1.9	0.7	1.3	0.0	1.5	0.0	1.7			
AM & FM Stations Profiled -															8	# Duopolies -		3	Total Local Commercial Share							
															73.0	62.8	69.6	64.5	73.8	71.5	71.6	73.6				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 253

Revenue Rank: 172

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)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$6,700	\$8,100	\$9,200	\$10,300	\$10,100	\$11,000	10.3%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.9%	\$11,500	\$12,300	\$13,000	\$13,700	\$14,400	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.45/1,000	\$5.73/1,000	Local	90%		
Revenue/Capita	\$53.01	\$79.42	\$97.96	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	126.4	138.5	1.8%	138.5	147.0
Households	48.0	54.5	2.6%	54.5	58.5	1.4%
Retail Sales	NA ^{1/}	2,016.9	NA ^{1/}	2,016.9	2,511.3	4.5%
EBI ^{2/}	1,917.6	2,526.8	5.7%	2,526.8	3,436.5	6.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		10	8	12	3	15
Tot 12+	4.5		62.8	62.8	67.3	10.3	77.6
Avg 12+	2.3		6.3	7.9	5.6	3.4	5.2
Tot LCS	5.8		80.9	80.9	86.7	13.3	100.0
Avg LCS	2.9		8.1	10.1	7.2	4.4	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													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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
															2003	2002	2002	2001	2001	2000	2000	1999	
KMFC	Centralia	A	92.1	3.9 cp	400	Clair Group Ltd	88				ChrsContem	125	1.14	1.0	0.6	0.6	0.7	0.7	1.3	1.5	0.6	0.7	
KWRT	Boonville	A	93.1	3.8 cp	413	Big Country of MO	00				Adlt Stndrd	50	0.16	2.8	3.9	2.5	1.4	2.7	3.2	2.3	0.0	0.0	
KSSZ	Fayette	C3	93.9	25.0	328	a Zimmer Radio Group	94	9610	550		Talk	100	0.51	1.8	3.2	4.4	1.4	1.3	1.9	2.3	1.9	1.1	
KWWR	Mexico	C	95.7	100.0	1181	KXEO Radio Inc	66	8605	385	e	Country	725	1.10	6.0	1.3	2.5	4.8	4.0	3.2	2.3	4.4	2.9	
KCMQ	Columbia	C1	96.7	100.0	912	a Zimmer Radio Group	72	9308	625	c1	Rock	1,100	1.03	9.7	10.4	9.5	7.5	6.7	8.4	3.0	6.3	5.7	
KCLR	Boonville	C2	99.3	33.0	591	a Zimmer Radio Group	74	9006	1,500		Country	2,200	1.32	15.1	11.0	10.1	8.2	14.1	9.7	8.3	11.9	14.8	
KPLA	Columbia	C1	101.5	42.0	1063	c Premier Marketing	83				AC	1,475	1.15	11.7	8.4	8.9	11.6	5.4	7.8	10.6	8.1	9.0	
KBXR	Columbia	C3	102.3	3.5	856	c Premier Marketing	94	9709	650		AAA	900	0.89	9.2	7.8	6.3	6.1	7.4	3.9	6.1	8.8	4.0	
• KRES	Moberly	C	104.7	100.0	1020	b Shepherd Group	66				Country			0.5	1.3	1.9	0.7	0.0	0.6	0.0	0.6	0.4	
KZZT	Moberly	C2	105.5	50.0 cp	492	Best Broadcast Group	87	4		st	Oldies	100	0.65	1.4	1.3	1.3	0.7	1.3	0.6	0.0	0.0	0.4	
KOQL	Ashland	C1	106.1	69.0	958	c Premier Marketing	93	9408	400		Rock	1,000	0.99	9.2	11.0	8.2	7.5	6.0	3.2	3.8	5.6	4.0	
KTXY	Jefferson City	C	106.9	100.0	1250	a Zimmer Radio Group	69	0002		g	Top 40	1,700	0.94	16.5	7.1	7.6	9.5	14.8	15.6	15.2	14.4	13.6	
# FM Stations -				12		# Combos -				7		FM TOTALS			84.9	67.3	63.8	60.1	64.4	59.4	55.4	62.6	56.6

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
																2003	2002	2002	2001	2001	2000	2000	1999	
KFAL	Fulton	D	900	1.0	0.14	a	Zimmer Radio Group	50	9912		c1	Country	100			0.6	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.4
KFRU	Columbia	C	1400	1.0 cp	1.00	c	Premier Marketing	25	9207	449		Nws/Tlk/Spt	1,200	0.81	13.4	7.8	10.1	9.5	10.1	11.7	12.9	9.4	14.0	
KTGR	Columbia	D	1580	0.3	0.02	a	Zimmer Radio Group	55	9402		c1	Sports	150	0.76	1.8	1.9	3.2	1.4	1.3	1.3	3.0	1.3	1.2	
# AM Stations -				3		# Combos -				3		AM TOTALS			15.2	10.3	13.3	10.9	11.4	13.6	15.9	10.7	15.6	
AM & FM Stations Profiled -				15		# Duopolies -				4		Total Local Commercial Share			77.6	77.1	71.0	75.8	73.0	71.3	73.3	72.2		

Other Rulemaking: 98.3, C2, Columbia

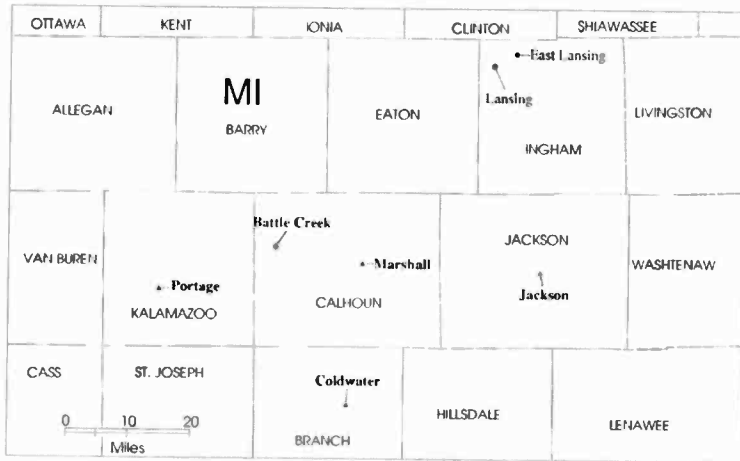
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 254

Revenue Rank: 285

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 ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$2,000	\$2,300	\$2,500	\$2,800	\$2,300	\$2,300	2.8%
	<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>
		\$2,500	\$2,600	\$2,800	\$2,900	\$3,100	5.7%

Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Capita	NA ^{1/}	\$1.19/1,000	\$1.21/1,000	Local 90%
	\$14.04	\$16.67	\$22.42	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	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 ^{1/}	1,938.0	NA ^{1/}	1,938.0	2,560.6	5.7%
EBI ^{2/}	2,039.3	2,163.4	1.2%	2,163.4	2,529.5	3.2%

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)	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	Viabie FMs	All FMs	All AMs	Total
# Stations	2	4		5	6	3	9
Tot 12+	13.2	44.0		49.4	57.2	12.0	69.2
Avg 12+	6.6	11.0		9.9	9.5	4.0	7.7
Tot LCS	19.1	63.6		71.4	82.7	17.3	100.0
Avg LCS	9.5	15.9		14.3	13.8	5.8	11.1

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

Market: Battle Creek, MI

Competitive Overview

Some stations also rated in Lansing and Kalamazoo.

ARB 12+ Metro Shares (see rights)

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999								
															2003	2002	2002	2001	2001	2000	2000	1999								
WBXX	Battle Creek	A	95.3	3.0 cp	269	b	Clear Channel Comm	75	0008		AC	425	3.77	4.9	7.8	1.9	2.6	4.0	4.7	7.0	2.9	9.7								
WNWN	Coldwater	B	98.5	50.0	469		Midwest Comm Inc	50	9505		Country	n/a		25.5	17.5	14.5	17.8	16.6	14.1	11.4	15.4	12.5								
WKFR	Battle Creek	B	103.3	50.0	482	a	Cumulus Bcstg Inc	63	9809	See (182)	CHR	n/a		17.7	14.5	14.5	14.5	9.3	12.9	18.4	12.6	12.4								
WWKN	Marshall	A	104.9	6.0	328	b	Clear Channel Comm	68	0008		Oldies	500	2.98	7.3	5.4	4.4	5.3	4.6	6.5	7.6	7.4	6.5								
WJXQ	Jackson	B	106.1	50.0	489		Rubber City Radio	76	0010		AOR	n/a		11.3	4.8	7.5	8.6	6.6	7.1	7.0	5.7	8.3								
WRKR	Portage	B	107.7	50.0	486	a	Cumulus Bcstg Inc	88	9809		AOR/CIRck	n/a		11.3	7.2	6.9	5.3	9.9	8.8	6.3	4.6	4.3								
# FM Stations -														6	# Combos -		4	FM TOTALS												
														78.0	57.2	49.7	54.1	51.0	54.1	57.7	48.6	53.7	ARB 12+ Metro Shares (see rights)							
AM Stations														ARB 12+ Metro Shares (see rights)																
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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999							
																2003	2002	2002	2001	2001	2000	2000	1999							
WBCK	Battle Creek	B	930	5.0	1.00	b	Clear Channel Comm	48	0008		News/Talk	1,150	3.52	14.2	7.2	10.7	7.9	11.3	8.8	9.5	10.3	10.9								
WRCC	Battle Creek	C	1400	1.0	1.00	b	Clear Channel Comm	25	0008		Big Band	175	1.19	6.4	3.6	3.8	3.3	5.3	3.5	4.4	5.1	3.7								
WOLY	Battle Creek	D	1500	1.0	0.00		Christian Family Net	63	8812	100	Christian	50	1.45	1.5	1.2	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0							
# AM Stations -														3	# Combos -		2	AM TOTALS												
AM & FM Stations Profiled -														9	# Duopolies -		3	Total Local Commercial Share												
														22.1	12.0	14.5	13.2	16.6	12.3	13.9	15.4	14.6	69.2	64.2	67.3	67.6	66.4	71.6	64.0	68.3

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 255

Revenue Rank: 235

Texarkana, TX-AR Market Overview



Metro Counties / Population (000)

Miller, AR	40.5
Bowie, TX	91.5
Total	132.0

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,900	\$5,100	\$5,600	\$5,900	\$5,700	\$6,100
Revenue/Retail Sales Revenue/Capita	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.0%	\$6,300	\$6,600	\$7,000	\$7,300	\$7,700	4.8%
	1997	2002	2007				Est. Breakout
	NA ^{1/}	\$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)

	1997	2002	Growth Rate	2002	2007	Growth Rate
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 ^{1/}	1,782.5	NA ^{1/}	1,782.5	2,277.9	5.0%
EBI ^{2/}	1,541.2	1,899.8	4.3%	1,899.8	2,324.6	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	4		9	11	13	5	18
Tot 12+	23.8		52.9	74.6	76.7	4.1	80.8
Avg 12+	6.0		5.9	6.8	5.9	0.8	4.5
Tot LCS	29.5		65.5	92.3	94.9	5.1	100.0
Avg LCS	7.4		7.3	8.4	7.3	1.0	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 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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
KMJI	Ashdown	C3	93.3	7.4	597	a	85	0207	1,500		AC	500	1.67	4.9	4.1	5.0	2.1	5.1	4.0	5.6	6.0	3.9				
KEWL	New Boston	C2	95.1	22.0 cp	472	b	94	0101		g1	2	Oldies	550	1.70	5.3	3.4	5.8	2.1	5.8	6.6	7.7	6.0	14.5			
KPWW	Hooks	C3	95.9	11.5	486	a	85	0008		g		AC	900	0.89	16.6	8.8	9.4	14.8	9.4	7.9	7.7	7.5	9.6			
KTAL	Texarkana	C	98.1	61.0	1362		45	0103	See (132)	1		Clsc Rock	n/a		3.9	2.0	3.6	3.5	2.2	2.6	0.7	4.5	1.3			
KNRB	Atlanta	C2	100.1	50.0	492		78	0203		g		AC	50		0.5	1.4	1.4	0.0	0.7	1.3	4.2	3.7	3.9			
• KJMY	Hope	C2	101.7	50.0	492	c	84	9909	843	c3		Oldies	300	0.93	5.3	2.0	3.6	2.8	5.1	3.3	4.9	3.0	1.7			
KKYR	Texarkana	C1	102.5	100.0	459	a	65	0008		g		Country	1,650	1.54	17.6	16.3	15.8	14.8	10.9	12.6	14.0	23.9	13.7			
KZRB	New Boston	C2	103.5	50.0	492		91	9303	90			Urban	300	0.68	7.2	8.8	7.2	2.1	8.7	9.9	5.6	4.5	5.5			
KPGG	Ashdown	A	103.9	5.1	354	b	72	0101		g1	2	Country	175	0.39	7.3	6.1	4.3	7.7	2.9	3.3	1.4	1.5	3.4			
KLMZ	Fouke	A	104.3	5.0	361			01			2	AC				0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KTOY	Texarkana	A	104.7	3.0	390			92				Urban	600	0.56	17.5	11.6	10.8	12.7	13.0	10.6	17.5	13.4	12.3			
KYGL	Texarkana	C2	106.3	50.0	492	a	95	0008		g		Clsc Rock	500	1.30	6.3	6.1	4.3	6.3	2.9	5.3	6.3	4.5	5.5			
KFYX	Texarkana	A	107.1	2.9	479	c	68	0108		g		Country	250	0.95	4.3	5.4	5.0	2.8	3.6	4.0	0.0	2.2	2.0			
# FM Stations -															13	# Combos -		8	FM TOTALS							
															96.7	76.7	76.2	71.7	70.3	71.4	75.6	80.7	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KCMC	Texarkana	B	740	1.0	1.00	c	ArkLaTex LLC	32	0102	50		Sprts/Talk	75		0.5	0.7	0.7	0.0	0.7	0.0	0.0	1.5	1.7			
KOSY	Texarkana	B	790	1.0	0.50	a	Clear Channel Comm	51	0008		g	Adlt Stndrd	25		0.5	0.7	1.4	0.0	0.7	0.0	0.7	0.0	0.1			
KTFS	Texarkana	D	940	2.5	0.01	c	ArkLaTex LLC	61	0108		c2	News/Talk	100	0.68	2.4	2.0	2.2	0.0	3.6	2.0	3.5	1.5	1.8			
KKTK	Texarkana	C	1400	1.0	1.00	b	Petracom Media LLC	46	0101		g1	2	Oldies	25		0.7	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							
AM & FM Stations Profiled -															18	# Duopolies -		5	Total Local Commercial Share							
															3.4	4.1	4.3	0.0	5.0	2.0	4.2	3.0	3.6			
															80.8	80.5	71.7	75.3	73.4	79.8	83.7	80.9				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 256

Revenue Rank: 221

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)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,700	\$5,200	\$5,600	\$6,600	\$6,100	\$7,200
★★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	18.0%	\$7,600	\$8,100	\$8,600	\$9,100	\$9,500	5.8%

	1997	2002	2007	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$3.68/1,000	\$3.85/1,000	Local	80%
Revenue/Capita	\$43.54	\$56.07	\$74.92	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	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 ^{1/}	1,956.3	NA ^{1/}	1,956.3	2,469.6	4.8%
EBI ^{2/}	1,836.2	1,949.1	1.2%	1,949.1	2,328.4	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	3		7	10	6	16
Tot 12+	29.3	33.6		61.7	62.9	15.2	78.1
Avg 12+	4.2	11.2		8.8	6.3	2.5	4.9
Tot LCS	37.5	43.0		79.0	80.5	19.5	100.0
Avg LCS	5.4	14.3		11.3	8.1	3.2	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WJSM	Martinsburg	A	92.7	0.6	965	d					Martinsburg Bcstg	65			0.4	1.2	0.6	0.0	0.7	0.7	1.2	1.2	1.1		
WBRX	Patton	A	94.3	2.1	548		91	9412	235		B&F Enterprises	91	0.66	4.2	3.7	3.0	1.9	4.7	3.3	2.4	0.6	2.3			
WBXQ	Cresson	A	94.7	1.0	794						Sounds Good Inc	81	0.90	6.2	7.3	6.1	5.1	4.7	5.9	5.4	6.6	8.3			
WFGY	Altoona	B	98.1	30.0	942	b	60	9012	2,100	c2	Forever Bcstg Inc	60	1.48	24.8	19.5	17.1	20.3	18.8	19.0	17.3	15.7	16.9			
WXMJ	Mount Union	A	99.5	0.3	1440	b	89	0205	875	c1	Forever Bcstg Inc	89			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	Vital Licenses LLC	76	0.80	15.7	9.8	9.8	13.3	11.4	9.2	11.3	10.2	12.1			
WGMR	Tyrone	B	101.1	8.5	1171	a	61				Allegheny Mtn Ntwk	61	2.63	3.7	4.3	3.0	3.8	2.0	2.0	3.0	3.6	3.4			
WALY	Bellwood	A	103.9	0.4 cp	919	b	70	9708		st	Forever Bcstg Inc	70	0.91	13.7	9.8	10.4	10.1	11.4	12.4	11.9	12.0	9.2			
WMAJ	Hollidaysburg	A	104.9	0.7	906	b	78	9909	1,975	e	Forever Bcstg Inc	78	1.09	9.6	7.3	6.1	7.0	8.1	7.2	8.9	9.6	6.6			
WWLY	Huntingdon	A	106.3	6.0	154	b	92	0204	620		Forever Bcstg Inc	92			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	62.9	56.1	61.5	61.8	59.7	61.4	59.5	59.9			

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)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WJSM	Martinsburg	D	1110	1.0	0.00	d	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		46	8411	909		News/Talk	450	0.69	9.1	8.5	7.3	7.0	7.4	7.8	8.9	6.0	7.7			
WFBG	Altoona	B	1290	5.0	1.00	b	24	9012		c2	Forever Bcstg Inc	24	0.32	6.6	3.7	6.7	5.7	4.7	6.5	4.2	5.4	6.4			
WTRN	Tyrone	C	1340	1.0	1.00	a	55				Allegheny Mtn Ntwk	55	0.58	1.2	0.6	0.6	0.6	1.3	0.7	1.2	1.2	0.4			
WKMC	Roaring Spring	D	1370	5.0	0.04	a	55	9801		sw	Allegheny Mtn Ntwk	55	0.58	2.4	1.2	1.8	2.5	1.3	2.0	2.4	2.4	1.8			
WVAM	Altoona	B	1430	5.0	1.00	c	48	0010		c3	Vital Licenses LLC	48	0.58	2.4	1.2	2.4	2.5	1.3	1.3	1.2	2.4	1.8			
# AM Stations -														6	# Combos -		5	AM TOTALS							
AM & FM Stations Profiled -														16	# Duopolies -		3	Total Local Commercial Share							
														21.7	15.2	18.8	18.3	16.0	18.3	17.9	17.4	18.1			
														78.1	74.9	79.8	77.8	78.0	79.3	76.9	78.0				

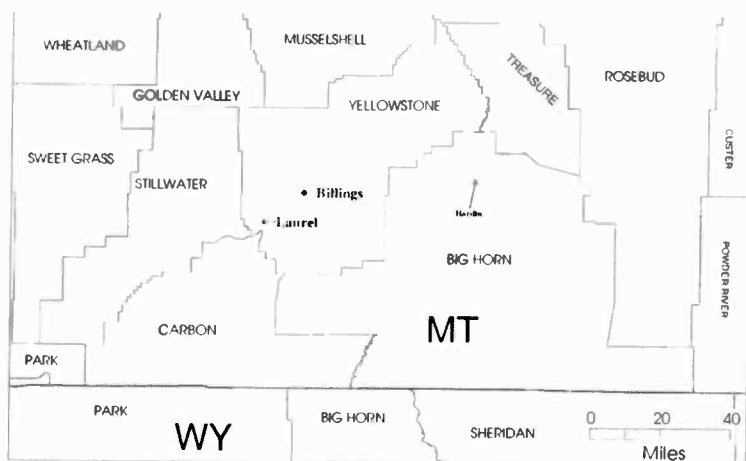
Docket 80-90 Allocations: 93.5, A, Barnesboro
 Note: \$500 from WGMR go to State College market.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 257

Revenue Rank: 202

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)

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>
	\$6,300	\$6,500	\$6,700	\$7,700	\$7,400	\$8,000	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>
	8.1%	\$8,500	\$9,100	\$9,600	\$10,100	\$10,600	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$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)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
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 ^{1/}	1,835.7	NA ^{1/}	1,835.7	1,989.2	1.6%
EBI ^{2/}	1,817.8	2,126.0	3.2%	2,126.0	2,489.5	3.2%

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)	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

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	1		10	10	11	6	17
Tot 12+	1.8		73.3	73.3	75.1	14.4	89.5
Avg 12+	1.8		7.3	7.3	6.8	2.4	5.3
Tot LCS	2.0		81.9	81.9	83.9	16.1	100.0
Avg LCS	2.0		8.2	8.2	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.

Market: Billings, MT

Competitive Overview

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
															2003	2002	2002	2001	2000	2000	1999			
KYYA	Billings	C1	93.3	100.0	699	a	Fisher Comm Inc	69	9305	415		Hot AC	375	1.02	4.6	6.5	6.9	3.5	4.7	5.0	5.8	7.0	4.4	
KRKX	Billings	C1	94.1	100.0	591	a	Fisher Comm Inc	89	8909			AOR	750	1.04	9.0	6.0	6.4	8.1	8.1	6.2	9.1	10.2	12.3	
KMHK	Hardin	C	95.5	100.0	984	b	Clear Channel Comm	75	0102		g	Clsc Rock	325	1.02	4.0	4.2	5.2	4.6	2.7	1.9	2.6	3.2	4.5	
KRZN	Billings	C1	96.3	100.0	696	a	Fisher Comm Inc	98				Rock	625	0.90	8.7	8.9	7.5	7.5	8.1	8.1	7.8	1.3	1.3	
KKBR	Billings	C2	97.1	28.0	400	b	Clear Channel Comm	63	0102		g	Oldies	600	1.00	7.5	11.3	6.9	7.5	6.0	11.8	9.1	7.6	12.4	
KGHL	Billings	C1	98.5	85.0	371	c	New NW Bcstrs	78	9911	3,900	c1	Country	800	1.15	8.7	6.0	5.8	7.5	8.1	4.3	5.1	5.9		
KRSQ	Laurel	C1	101.9	100.0 cp	367	c	New NW Bcstrs	94	9911		c1	CHR	400	0.47	10.7	8.3	9.2	9.8	9.4	8.7	11.7	8.9	13.5	
KCTR	Billings	C1	102.9	100.0	499	b	Clear Channel Comm	79	0102		g	Country	1,650	1.07	19.3	14.3	19.1	17.3	17.4	14.9	17.5	22.9	14.2	
KBBB	Billings	C1	103.7	100.0	479	b	Clear Channel Comm	87	0102		g	Hot AC	250	0.76	4.1	5.4	5.2	4.0	3.4	4.3	5.2	5.1	7.6	
• KNDZ	Billings	A	105.1	6.0	328	c	New NW Bcstrs	99	9912		na	Clsc Hits	450	1.61	3.5	1.8	1.7	2.9	3.4	3.7	1.9	5.1	1.8	
KZRV	Billings	C1	107.5	100.0	446	c	New NW Bcstrs	00				80s Hits	250	0.63	5.0	2.4	6.4	3.5	5.4	6.2	1.3	0.0	0.0	
# FM Stations -													11	# Combos -		11	FM TOTALS							
															85.1	75.1	80.3	76.2	76.7	75.1	75.9	76.4	77.9	

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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
															2003	2002	2002	2001	2000	2000	1999			
KURL	Billings	D	730	5.0	0.24	d	Elenbaas Media Inc	59	9411	300		Religion	400	2.50	2.0	0.6	1.2	2.3	1.3	1.2	1.9	1.3	1.4	
KGHL	Billings	B	790	5.0	5.00	c	New NW Bcstrs	28	9911		c1	Country	475	1.56	3.8	4.8	2.9	3.5	3.4	3.1	3.9	3.2	3.0	
KBLG	Billings	D	910	1.0	0.06	a	Fisher Comm Inc	55	8810	351	e	Nws/Tlk/Spt	200	0.93	2.7	3.0	2.9	2.9	2.0	5.6	7.1	5.7	5.0	
KBUL	Billings	B	970	5.0	5.00	b	Clear Channel Comm	51	0102		g	News	400	0.78	6.4	6.0	5.2	6.9	4.7	0.6	0.6	0.0	1.9	
KMZK	Billings	C	1240	1.0 cp	1.00	d	Elenbaas Media Inc	46	9802	115		ChrsContem	50		0.0	0.6	0.0	0.0	0.0	0.6	0.6	0.6	0.5	
KBSR	Laurel	C	1490	1.0	1.00		Sun Mountain Inc	79	0012		nc	Nws/Tlk/Spt			0.0	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	14.4	13.4	15.6	11.4	11.1	14.1	10.8	11.8	
AM & FM Stations Profiled -													17	# Duopolies -		6	Total Local Commercial Share							
															89.5	93.7	91.8	88.1	86.2	90.0	87.2	89.7		

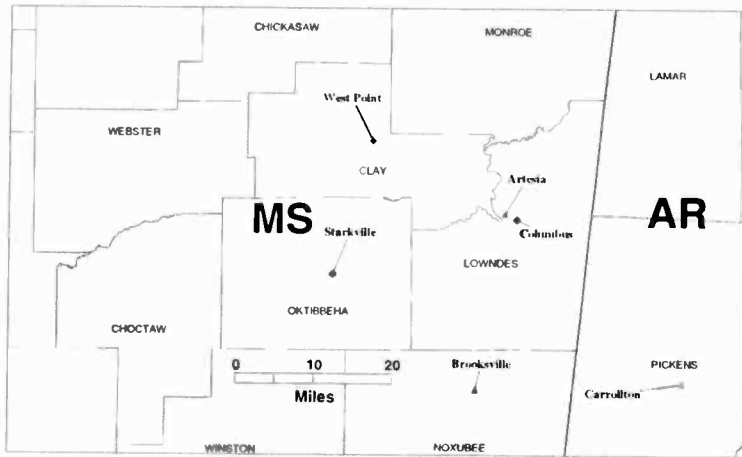
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 258

Revenue Rank: 283

Columbus-Starkville-West Point, MS Market Overview



Metro Counties / Population (000)

Clay, MS	22.1
Lowndes, MS	61.0
Oktibbeha, MS	43.7
Total	126.8

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>
	\$1,300	\$2,300	\$2,500	\$2,300	\$2,400	\$2,800	16.2%
	<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>
	16.7%	\$2,900	\$3,100	\$3,300	\$3,500	\$3,600	5.8%

Revenue/Retail Sales Revenue/Capita	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
	NA ^{1/}	\$2.07/1,000	\$2.22/1,000	Local 70% National 30%
	\$10.66	\$22.08	\$28.19	

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 ^{1/}	1,354.4	NA ^{1/}	1,354.4	1,620.6	3.7%
EBI ^{2/}	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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		9	8	10	5	15
Tot 12+	10.3		55.1	62.6	65.4	0.0	65.4
Avg 12+	10.3		6.1	7.8	6.5	0.0	4.4
Tot LCS	15.7		84.3	95.7	100.0	0.0	100.0
Avg LCS	15.7		9.4	12.0	10.0	0.0	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 Tupelo & Tuscaloosa
ARB 12+ Metro Shares (see rights)

FM Stations										2002 Est	Power	Avg '02	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	Revenue (000)1/	Ratio	Local Comm	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WMSU	Starkville	A	92.1	1.1	499	a	Urban Radio Bcstg	79	0012		1	Rhymc/CHR	350	0.66	18.8	10.3	9.6	12.2	14.4	11.3	13.2	15.3	11.2			
WZBQ	Carrollton	C	94.1	100.0	1007		Clear Channel Comm	70	0008			CHR	n/a		7.1	5.5	6.2	6.1	4.1	5.0	8.1	7.6	6.5			
WKOR	Columbus	C2	94.9	50.0 cp	361	c	Cumulus Bcstg Inc	92	0204		g1	Country	800	2.86	10.0	4.8	6.8	8.8	5.5	7.8	8.1	3.8	6.8			
WAJV	Brooksville	C3	98.9	5.8	676	a	Urban Radio Bcstg	95	0105	500	1	Urban/Gospl	175	0.37	17.1	11.0	13.0	12.8	11.6	3.5	1.5	1.5	2.2			
WSMS	Artesia	C2	99.9	47.0	505	c	Cumulus Bcstg Inc	85	0204			Rock	n/a		9.0	5.5	6.2	7.4	5.5	12.1	5.9	10.7	5.7			
WKBB	West Point	C3	100.9	25.0 cp	328	b	Bob McRaney Entrp	74				Jazz	100	1.49	2.4	1.4	1.4	2.0	1.4	1.4	0.7	1.5	1.2			
WMBC	Columbus	C2	103.1	22.0	755	c	Cumulus Bcstg Inc	69	0204		g1	CHR	225	2.11	3.8	5.5	2.1	2.7	2.7	2.1	5.1	3.1	2.4			
WACR	Columbus	C2	103.9	50.0	492	d	T & W Comm Inc	78				Urban AC	350	0.97	12.9	12.4	11.6	9.5	8.9	9.2	5.9	7.6	10.5			
• WQJB	State College	C3	104.5	25.0	328		Flinn Bcstg Corp	02			1	Country				1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WMXU	Starkville	C2	106.1	40.0	502	c	Cumulus Bcstg Inc	68	0204		g1	Urban	550	1.24	15.8	7.6	10.3	11.5	11.0	10.6	12.5	10.7	8.4			
# FM Stations -															10	# Combos -		8	FM TOTALS							
															96.9	65.4	67.2	73.0	65.1	63.0	61.0	61.8	54.9			

AM Stations										2002 Est	Power	Avg '02	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	Revenue (000)1/	Ratio	Local Comm	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	0.0	3.5	2.9	3.1	3.7			
WACH	Columbus	D	1050	1.0	0.05	d	T & W Comm Inc	50				Black Gospl	50	0.71	2.5	0.0	0.0	1.1	2.1	3.5	1.5	3.8	4.0			
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	0.0	0.0	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	0.0	0.7	0.0	0.7	0.0	1.5	0.8	0.0			
# AM Stations -															5	# Combos -		5	AM TOTALS							
AM & FM Stations Profiled -															15	# Duopolies -		4	Total Local Commercial Share							
															3.0	0.0	0.7	1.4	2.8	7.0	5.9	8.5	8.6			
															65.4	67.9	74.4	67.9	70.0	66.9	70.3	63.5				

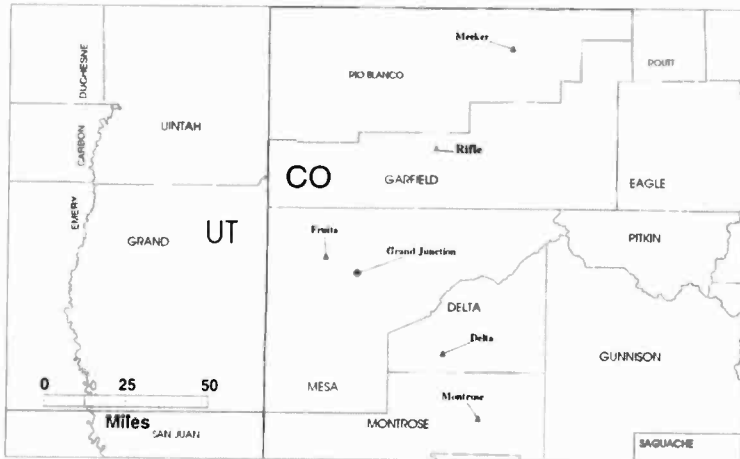
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 259

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 ^{1/}	\$3.05/1,000	\$2.86/1,000	Local	72%		
	\$45.54	\$44.17	\$52.43	National	28%		

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
Households	43.4	47.5	1.8%	47.5	51.7	1.7%
Retail Sales	NA ^{1/}	1,736.9	NA ^{1/}	1,736.9	2,374.9	6.5%
EBI ^{2/}	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			11	8	11	3	14
Tot 12+			63.2	60.6	63.2	14.8	78.0
Avg 12+			5.7	7.6	5.7	4.9	5.6
Tot LCS			81.0	77.7	81.0	19.0	100.0
Avg LCS			7.4	9.7	7.4	6.3	7.1

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

Market: Grand Junction, CO

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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	7.1	6.3	6.4	8.4	6.2	6.2	6.5	6.1	
• KMGJ	Grand Junction	C0	93.1	100.0	1434	b	Maranatha Bcstg Co	73	0004	1,200	c4	Hot AC	300	0.59	9.6	14.2	17.5	10.0	5.3	4.8	4.8	3.9	6.0	
KKNN	Delta	C	95.1	100.0	1424	a	Cumulus Bcstg Inc	80	0001	2,000	d1	Clsc Rck	925	1.24	14.1	10.3	6.3	11.4	10.7	10.3	10.3	9.2	9.8	
• KSTR	Montrose	C	96.1	100.0	1099	a	Leggett Bcstg	80	9406	1,100	c4	Talk	300	1.11	5.1	3.2	4.2	5.0	3.1	8.9	5.5	5.2	5.2	
• KAYW	Meeker	C	98.1	100.0	1191	c	W Slope Comm		01			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KEKB	Fruita	C	99.9	79.0	1542	a	Cumulus Bcstg Inc	84	9804	5,000	d5	Country	900	1.57	10.8	9.0	9.8	8.6	8.4	9.6	17.8	15.7	13.4	
KMOZ	Grand Junction	C1	100.7	42.0	1378	b	Maranatha Bcstg Co		99			Country	300	0.67	8.5	4.5	4.9	5.7	7.6	6.2	4.1	11.8	3.7	
KMXV	Grand Junction	C	104.3	100.0	1460	a	Cumulus Bcstg Inc	96	9804		d5	Hot AC	775	1.42	10.3	5.2	7.7	8.6	7.6	8.2	10.3	9.8	12.8	
KZKS	Rifle	C	105.3	60.0	2444	c	W Slope Comm	94	9406		g	Country	175	1.74	1.9	1.3	1.4	1.4	1.5	2.1	5.5	2.6	2.2	
KWGL	Ouray	C	105.7	60.0 cp	1752	c	W Slope Comm	86	9503	55		AC	100	0.79	2.4	1.3	1.4	1.4	2.3	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	7.1	4.9	7.9	6.1	5.5	6.8	7.2	8.7	
# FM Stations - 11															# Combos - 10		FM TOTALS							
															81.1	63.2	64.4	66.4	61.0	61.8	71.3	71.9	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KNZZ	Grand Junction	B	1100	50.0	10.00	b	Maranatha Bcstg Co	26	9906		c2	News/Talk	300	0.34	16.5	11.6	11.2	12.9	13.0	8.2	11.6	4.8	10.9	
KEXO	Grand Junction	C	1230	1.0	1.00	a	Cumulus Bcstg Inc	48	0001		d1	Spanish	100			0.6	0.0	0.0	0.0	0.0	1.4	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	2.6	2.1	2.9	0.8	1.4	2.1	2.0	1.1	
# AM Stations - 3															# Combos - 3		AM TOTALS							
															18.8	14.8	13.3	15.8	13.8	9.6	15.1	6.6	12.0	
AM & FM Stations Profiled - 14															# Duopolies - 6		Total Local Commercial Share							
															78.0	77.7	82.2	74.8	71.4	86.4	78.5	79.9		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 260

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
Revenue/Retail Sales	1997	2002	2007		Est. Breakout		
	NA ^{1/}	\$3.97/1,000	\$4.68/1,000	Local	85%		
Revenue/Capita	1997	2002	2007		National	15%	
	\$45.38	\$45.87	\$60.99				

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
Households	45.7	47.3	0.7%	47.3	48.1	0.3%
Retail Sales	NA ^{1/}	1,384.8	NA ^{1/}	1,384.8	1,561.1	2.4%
EBI ^{2/}	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	Viable FMs	All FMs	All AMs	Total
# Stations	5	4		6	9	5	14
Tot 12+	30.4	44.0		71.0	74.4	9.4	83.8
Avg 12+	6.1	11.0		11.8	8.3	1.9	6.0
Tot LCS	36.3	52.5		84.7	88.8	11.2	100.0
Avg LCS	7.3	13.1		14.1	9.9	2.2	7.1

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

Market: Williamsport, PA

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)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WBZD	Muncy	B1	93.3	1.7	1221	a	83	0210		st	Oldies	725	1.00	13.2	11.5	10.7	10.5	11.4	9.9	11.3	8.0	9.5
WBYL	Salladasburg	A	95.5	3.9	240	b	89	9906		g1	Country	75	0.76	1.8	4.1	5.7	1.4	1.5	5.7	2.1	5.6	9.1
WJSA	Jersey Shore	B1	96.3	4.4	778	c	84	8508			Religion	200	1.65	2.2	0.7	1.4	2.1	1.5	1.4	2.1	1.9	0.0
WVRT	Mill Hall	A	97.7	6.0 cp	295	b	79	0103	1,500		CHR	250	0.33	13.7	12.8	10.0	11.2	11.4	11.3	12.0	9.9	10.1
WZXR	South	A	99.3	0.4	1237	a	57	0210		st	Clsc Rock	500	0.69	13.1	10.8	9.3	11.9	9.8	11.3	9.9	7.4	6.1
WQBR	Avis	A	99.9	0.9	824		89	9309	270	1	Cntry/Amerc	150	2.10	1.3	0.7	0.7	1.4	0.8	0.7	1.4	1.9	2.5
WKSB	Williamsport	B	102.7	53.0	1270	b	48	9906		g1	Hot AC	1,450	1.36	19.4	14.9	22.1	15.4	16.7	19.1	19.7	20.4	18.7
WILQ	Williamsport	B	105.1	9.2	1135	a	49	0210		st	Country	1,800	1.38	23.8	16.9	17.9	19.6	19.7	14.9	18.3	22.2	21.9
WRVH	Williamsport	A	107.9	0.4	1289	a	90	0210		st	Hot AC	100	0.83	2.2	2.0	1.4	1.4	2.3	2.1	2.1	1.9	2.5
# FM Stations - 9														# Combos - 8								
														FM TOTALS								
														90.7	74.4	79.2	74.9	75.1	76.4	78.9	79.2	80.4

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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WLYC	Williamsport	D	1050	1.0	0.03	Williamsport Comm	51	0301	105		StAC/MOR				2.0	1.4	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/Tik/Spt			0.9	0.0	0.0	0.7	0.8	0.0	0.0	0.0	0.4
WWPA	Williamsport	C	1340	1.0	1.00	a Backyard Bcstg	49	0210		st	News	50	0.70	1.3	2.0	0.7	1.4	0.8	0.0	0.0	0.0	0.0
WRAK	Williamsport	C	1400	1.0	1.00	b Clear Channel Comm	30	9906		g1	Nws/Tik/Spt	200	0.51	7.1	5.4	5.0	5.6	6.1	7.8	7.0	6.2	4.9
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								
AM & FM Stations Profiled - 14														Total Local Commercial Share								
														9.3	9.4	7.1	7.7	7.7	7.8	7.0	6.2	5.3
														83.8	86.3	82.6	82.8	84.2	85.9	85.4	85.7	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 261

Revenue Rank: 265

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
		\$3,600	\$3,900	\$4,600	\$4,400	\$4,300	\$4,500
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		4.7%	\$4,800	\$5,100	\$5,400	\$5,700	\$6,000
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$2.46/1,000	\$2.73/1,000	Local	85%		
	\$31.09	\$38.07	\$49.83	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
Households	44.2	48.6	1.9%	48.6	50.8	0.9%
Retail Sales	NA ^{1/}	1,832.6	NA ^{1/}	1,832.6	2,197.2	3.7%
EBI ^{2/}	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	1	3	4	6	8	5	13
Tot 12+	0.0	26.3	19.0	43.8	45.3	1.4	46.7
Avg 12+	0.0	8.8	4.8	7.3	5.7	0.3	3.6
Tot LCS	0.0	56.3	40.7	93.8	97.0	3.0	100.0
Avg LCS	0.0	18.8	10.2	15.6	12.1	0.6	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 Portland, Bangor & Lewiston, ME.

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)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999										
WMME	Augusta	B	92.3	50.0	499	c	Citadel Bcstg Corp	81	0004		g1	CHR	900	1.07	18.7	9.5	10.1	9.4	10.4	11.0	11.4	9.6	9.4										
WWWA	Winslow	A	95.3	5.8	335	e	Light of Life Minist	97				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0										
• WLOB	Rumford	C	96.3	100.0	cp	1483	a	Atlantic Coast Radio	75	0011		g	Talk	50	0.7	1.5	0.8	0.7	0.0	0.0	0.0	0.0	0.0										
WEBB	Waterville	C1	98.5	61.0	305	c	Citadel Bcstg Corp	68	0004		g1	Country	1,000	1.29	17.2	7.3	7.0	8.0	10.4	14.5	6.8	8.8	11.4										
WKCG	Augusta	B	101.3	50.0	322	d	Clear Channel Comm	61	0101		sw	AC	400	0.85	10.4	4.4	4.7	5.1	5.9	2.1	5.3	5.6	5.1										
• WBLM	Portland	C	102.9	100.0	1427	b	Citadel Bcstg Corp	67	9909			Clsc Rock	n/a		15.0	5.8	4.7	6.5	9.0	8.3	12.8	13.4											
WABK	Gardiner	B	104.3	50.0	371	d	Clear Channel Comm	74	0101		sw	Oldies	1,200	1.20	22.3	12.4	7.8	11.6	11.9	12.4	13.6	13.6	9.3										
• WTOS	Skowhegan	C	105.1	57.0	2451	d	Clear Channel Comm	69	0101		sw	AOR	900	1.27	15.7	4.4	5.4	7.2	9.6	4.1	10.6	7.2	6.6										
# FM Stations -																8	# Combos -																7
																FM TOTALS																	
																100.0	45.3	40.5	48.5	57.8	53.1	56.0	57.6	55.2									

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)	(kW)											Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999									
WFAU	Gardiner	B	1280	5.0	5.00	d	Clear Channel Comm	68	0101		sw	Sports	50			0.7	0.0	0.0	0.0	0.0	1.5	0.0	1.2										
WLOB	Portland	B	1310	5.0	5.00	a	Atlantic Coast Radio	67	0011		g3	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0										
WMDR	Augusta	C	1340	1.0	1.00	e	Light of Life Minist	46	9410		na	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0										
WEZW	Augusta	C	1400	1.0	1.00	c	Citadel Bcstg Corp	32	0004		g1	CHR				0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0										
WTVL	Waterville	C	1490	1.0	1.00	c	Citadel Bcstg Corp	46	0004		g1	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1										
# AM Stations -																5	# Combos -																5
																AM TOTALS																	
																0.0	1.4	0.0	0.0	0.0	0.0	1.5	0.0	3.3									
AM & FM Stations Profiled -																13	# Duopolies -																4
																Total Local Commercial Share																	
																46.7	40.5	48.5	57.8	53.1	57.5	57.6	58.5										

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 262

Revenue Rank: 209

Sioux City, IA Market Overview



Metro Counties / Population (000)

Woodbury, IA	103.4
Dakota, NE	20.6
Total	124.0

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

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$5,800	\$6,100	\$6,500	\$7,100	\$7,200	\$7,800	6.1%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.3%	\$8,200	\$8,800	\$9,300	\$9,800	\$10,300	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.90/1,000	\$5.53/1,000	Local 90%
Revenue/Capita	\$47.74	\$62.90	\$83.20	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 ^{1/}	1,590.4	NA ^{1/}	1,590.4	1,862.2	3.2%
EBI ^{2/}	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	4	13
Tot 12+	5.6		60.6	58.5	66.2	14.1	80.3
Avg 12+	5.6		7.6	9.8	7.4	3.5	6.2
Tot LCS	7.0		75.5	72.9	82.4	17.6	100.0
Avg LCS	7.0		9.4	12.1	9.2	4.4	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	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)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
KGLI	Sioux City	C1	95.5	100.0	cp	899	b	Clear Channel Comm	74	0102	12,275	g1	Top 40	1,350	0.88	19.7	14.1	14.6	16.1	17.0	17.0	18.0	17.4	18.1			
KSEZ	Sioux City	C1	97.9	100.0		643	b	Clear Channel Comm	60	0102		g1	AOR	1,275	1.14	14.3	10.6	15.4	12.9	11.1	10.6	16.5	11.4	13.5			
KKMA	Le Mars	C1	99.5	100.0		791	c	Powell Bcstg Co Inc	67	9910		g	Oldes/Talk	600	0.99	7.8	5.6	10.0	6.5	6.7	7.1	6.0	3.4	4.3			
KKYY	Whiting	C2	101.3	50.0		492	a	Waitt Radio Inc	79	0008			Country	200	0.95	2.7	7.0	1.5	2.4	2.2	0.0	0.0	0.0	0.0			
KZSR	Onawa	C1	102.3	100.0		643	a	Waitt Radio Inc	96	9904	1,850		AC	750	1.23	7.8	9.9	6.9	6.5	6.7	9.9	7.5	5.4	4.4			
KTFC	Sioux City	C1	103.3	100.0		669	e	Swanson, Donald A	65				Gospl/Talk			0.9	0.0	1.5	0.0	1.5	0.0	0.8	0.0	0.0			
WNAX	Yankton	C1	104.1	100.0		981	d	Saga Comm Inc	73	9606	7,000	c4	Country	225	2.06	1.4	0.7	0.8	0.8	1.5	1.4	0.8	5.4	5.7			
KSUX	Winnebago	C2	105.7	50.0		463	c	Powell Bcstg Co Inc	91	9603	3,800	c2	Country	1,500	1.03	18.7	12.7	12.3	14.5	17.0	19.1	15.8	22.1	18.6			
● KSFT	South Sioux City	A	107.1	2.3		325	b	Clear Channel Comm	97	0102		g1	Soft Rock	650	1.00	8.3	5.6	6.9	7.3	6.7	5.7	4.5	4.0	4.3			
# FM Stations -																9	# Combos -		8	FM TOTALS							
																81.6	66.2	69.9	67.0	70.4	70.8	69.9	69.1	68.9			

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)											
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
KMNS	Sioux City	B	620	1.0	1.00	b	Clear Channel Comm	49	0102		g1	Talk	350	0.98	4.6	3.5	3.1	4.0	3.7	1.4	3.8	2.0	2.7				
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				
KSCJ	Sioux City	B	1360	5.0	5.00	c	Powell Bcstg Co Inc	27	9603		c2	Nws/Tlk/Spt	800	0.83	12.4	9.9	6.9	10.5	10.4	5.7	7.5	7.4	10.2				
KWSL	Sioux City	B	1470	5.0	5.00	b	Clear Channel Comm	38	0102		g1	Sports	100	0.92	1.4	0.7	2.3	1.6	0.7	1.4	3.8	2.7	3.1				
# AM Stations -																4	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -																13	# Duopolies -		4	Total Local Commercial Share							
																18.4	14.1	12.3	16.1	14.8	8.5	15.1	12.1	16.0			
																80.3	82.2	83.1	85.2	79.3	85.0	81.2	84.9				

● Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 263

Revenue Rank: 217

Albany, GA Market Overview



Metro Counties / Population (000)

Dougherty, GA	95.4
Lee, GA	26.3
Total	121.7

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$6,600	\$7,000	\$6,900	\$7,500	\$6,500	\$7,300
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.17/1,000	\$6.17/1,000	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	118.8	121.7	0.5%	121.7	124.3
Households	41.6	44.4	1.3%	44.4	46.1	0.8%
Retail Sales	NA ^{1/}	1,411.9	NA ^{1/}	1,411.9	1,555.3	2.0%
EBI ^{2/}	1,407.0	1,783.2	4.9%	1,783.2	2,223.9	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		7	11	12	4	16
Tot 12+	29.0		47.6	75.8	76.6	8.7	85.3
Avg 12+	5.8		6.8	6.9	6.4	2.2	5.3
Tot LCS	34.0		55.8	88.9	89.8	10.2	100.0
Avg LCS	6.8		8.0	8.1	7.5	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

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)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WMTM	Moultrie	C1	93.9	100.0	554	Colquitt Bcstg Co	64				Oldies	100	0.81	1.7	3.9	0.8	0.8	2.2	0.7	0.8	0.0	0.0			
WJIZ	Albany	C1	96.3	100.0	466	a Clear Channel Comm	65	0005		na	Urban AC	1,550	1.04	20.4	19.5	22.1	17.1	18.1	21.3	17.8	16.5	17.6			
• WRAK	Bainbridge	C	97.3	100.0	cp 1555	a Clear Channel Comm	67	0008		na	Altve/Rock	400	1.44	3.8	3.1	1.6	2.3	4.3	8.8	3.1	3.8	3.7			
WOBB	Tifton	C	100.3	100.0	997	a Clear Channel Comm	75	0008		na	Country	800	2.49	4.4	4.7	4.1	4.7	2.9	3.7	3.1	3.8	3.0			
WNUQ	Albany	A	101.7	3.0	299	b Cumulus Bcstg Inc	72	9901	3,300	d2	CHR	700	0.93	10.3	3.9	4.9	7.0	10.9	5.1	3.9	7.5	4.1			
WZBN	Sylvester	A	102.1	6.0	cp 259	b Cumulus Bcstg Inc	00	0105	700	cp	HpHop/RhyBl	250	0.71	4.8	6.3	4.9	5.4	2.9	3.7	1.6	0.0	0.0			
WJAD	Leesburg	C3	103.5	12.5	463	b Cumulus Bcstg Inc	89	9808		d2	Clsc Rock	650	1.27	7.0	7.8	4.9	6.2	5.8	8.1	10.1	6.8	6.4			
WKAK	Albany	C1	104.5	100.0	981	b Cumulus Bcstg Inc	63	9901	2,250	c3	Country	550	1.00	7.5	4.7	6.6	8.5	4.3	4.4	6.2	5.3	8.2			
WQVE	Camilla	A	105.5	6.0	276	b Cumulus Bcstg Inc	77	9910	675		Urban AC	650	0.76	11.7	10.2	13.1	9.3	10.9	10.3	12.4	6.8	10.1			
WRXZ	Sylvester	A	106.1	6.0	328	c On Top Comm Inc	93	9804		g	UrbAC/HpHo	500	0.61	11.2	7.8	9.0	7.8	11.6	11.0	10.1	15.8	11.2			
WZIQ	Smithville	A	106.5	2.5	515	Barinowski Invest	95	9802	275		Christian	50		0.5	0.8	0.0	0.8	0.0	0.0	1.6	0.8	0.6			
WEGC	Sasser	C3	107.7	11.5	312	b Cumulus Bcstg Inc	95	9808		d2	AC	350	0.92	5.2	3.9	3.3	3.9	5.1	2.9	4.7	6.8	7.4			
# FM Stations -														12	# Combos -		9	FM TOTALS							
														88.5	76.6	75.3	73.8	79.0	80.0	75.4	73.9	72.3			

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WJYZ	Albany	B	960	5.0	0.39	a	Clear Channel Comm	52	0008		na	Inspiration	500	1.04	6.6	5.5	2.5	7.0	4.3	5.9	9.3	7.5	7.2		
WSRA	Albany	D	1250	1.0	0.05		Lifeline Comm	62	8512	300		Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0		
WGPC	Albany	C	1450	1.0	1.00	b	Cumulus Bcstg Inc	33	9901		c3	Gospel	100	0.44	3.1	1.6	0.0	3.1	2.2	3.7	1.6	5.3	4.3		
WALG	Albany	B	1590	5.0	1.00	b	Cumulus Bcstg Inc	40	9901		d2	Nws/Tlk/Spt	75	0.60	1.7	1.6	3.3	0.8	2.2	2.2	2.3	1.5	0.9		
# AM Stations -														4	# Combos -		3	AM TOTALS							
														11.4	8.7	5.8	10.9	8.7	11.8	13.2	15.1	12.4			
AM & FM Stations Profiled -														16	# Duopolies -		5	Total Local Commercial Share							
														85.3	81.1	84.7	87.7	91.8	88.6	89.0	84.7				

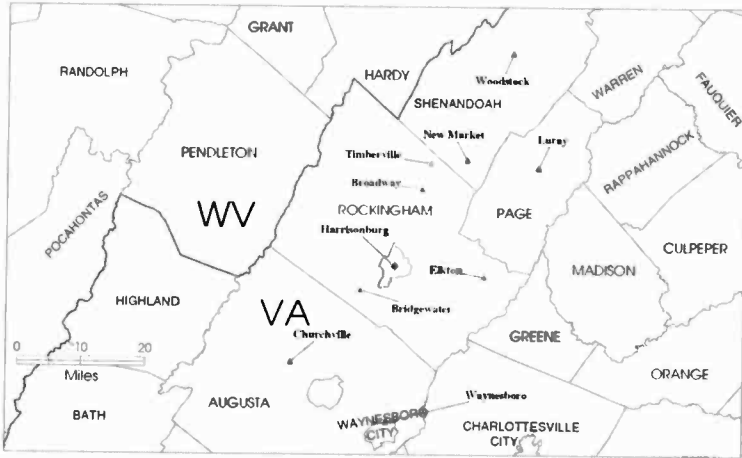
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 264

Revenue Rank: 190

Harrisonburg, VA Market Overview



Metro Counties / Population (000)

Harrisonburg city	42.1
Rockingham, VA	71.0
Total	113.1

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>
	\$6,000	\$6,200	\$7,600	\$7,900	\$8,000	\$9,400	9.3%
	<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>
	17.5%	\$9,900	\$10,600	\$11,200	\$11,800	\$12,400	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$5.59/1,000	\$5.34/1,000	Local	75%		
	\$61.35	\$83.11	\$99.44	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 ^{1/}	1,680.4	NA ^{1/}	1,680.4	2,323.5	6.7%
EBI ^{2/}	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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	7		9	10	4	14
Tot 12+	8.8	52.4		60.4	61.2	18.5	79.7
Avg 12+	2.9	7.5		6.7	6.1	4.6	5.7
Tot LCS	11.0	65.7		75.8	76.8	23.2	100.0
Avg LCS	3.7	9.4		8.4	7.7	5.8	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 Winchester, VA.

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)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WAZR	Woodstock	B1	93.7	8.5 cp	420	b	Clear Channel Comm	85	0206	1,350		Top 40	250	0.55	4.8	8.9	11.3	4.3	3.4	2.7	2.6	0.8	1.6		
WTON	Staunton	B1	94.3	0.3	2231		High Impact Comm Inc	90	9602		g	AC	150	0.61	2.6	0.8	0.8	3.4	0.8	1.8	0.9	0.0	0.0		
WBHB	Broadway	B1	96.1	2.6	1011	a	VerStandig Bcstg	89	0103		sw	Oldies	500	0.66	8.0	4.8	4.0	6.0	6.7	2.7	4.3	3.4	3.9		
WACL	Elkton	B1	98.5	0.9	1608	b	Clear Channel Comm	89	0206	7,200	d1	Clsc Rock	1,200	1.01	12.7	10.5	9.7	9.4	10.9	8.1	5.2	8.5	9.8		
WOPO	Harrisonburg	B	100.7	50.0	492	a	VerStandig Bcstg	46	8704	2,650	c1	CHR	1,300	1.04	13.3	10.5	12.1	10.3	10.9	18.9	13.8	11.9	11.3		
WLTK	New Market	A	103.3	2.1	554	d	Massanutten Bcstg Co	95	0108		sw	ChrsContem	275	0.68	4.3	1.6	3.2	4.3	2.5	3.6	6.0	5.1	4.5		
WKCY	Harrisonburg	B	104.3	50.0	410	b	Clear Channel Comm	80	0206		d1	Country	1,375	1.10	13.3	13.7	9.7	9.4	11.8	10.8	10.3	11.9	11.9		
WJDV	Bridgewater	A	105.1	6.0 cp	328	a	VerStandig Bcstg	89	9608	875	c1	Lite Rock	350	0.64	5.8	4.8	2.4	4.3	5.0	3.6	6.9	5.1	3.6		
WMXH	Luray	A	105.7	0.1	2054	c	Easy Radio Inc	79				Nostalgia	200		0.5	2.4	1.6	0.0	0.8	0.9	1.7	0.8	0.0		
WBOP	Churchville	B1	106.3	6.4	574		Lechman, Peter	91				Rock	750	1.16	6.9	3.2	2.4	5.1	5.9	4.5	6.0	9.3	7.7		
# FM Stations -														10	# Combos -		7	FM TOTALS							
															72.2	61.2	57.2	56.5	58.7	57.6	57.7	56.8	54.3		

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WSVA	Harrisonburg	B	550	5.0	1.00	a	VerStandig Bcstg	35	8704		c1	Nws/Tlk/Spt	1,650	0.92	19.1	12.1	15.3	14.5	16.0	18.0	13.8	15.3	19.9		
WKCY	Harrisonburg	D	1300	5.0	0.03	b	Clear Channel Comm	67	0206		d1	AC/Nws/Tlk	250	1.02	2.6	2.4	0.8	3.4	0.8	0.9	1.7	1.7	3.1		
WHBG	Harrisonburg	D	1360	5.0 cp	0.01	a	VerStandig Bcstg	56	9608		c1	Sports	900		1.6	0.8	1.6	0.9	1.7	0.9	2.6	1.7	1.8		
WBTX	Broadway-Timbe	D	1470	5.0	0.00	d	Massanutten Bcstg Co	72				Gospel	200	0.49	4.3	3.2	3.2	4.3	2.5	3.6	2.6	1.7	2.6		
# AM Stations -														4	# Combos -		4	AM TOTALS							
															27.6	18.5	20.9	23.1	21.0	23.4	20.7	20.4	27.4		
AM & FM Stations Profiled -														14	# Duopolies -		4	Total Local Commercial Share							
															79.7	78.1	79.6	79.7	81.0	78.4	77.2	81.7			

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 265

Revenue Rank: 211

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
Total	113.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	\$6,500	\$7,500	\$7,900	\$7,500	\$7,700
Revenue/Retail Sales Revenue/Capita	1997	2002	2007		Est. Breakout		
	NA ^{1/}	\$4.22/1,000	\$3.99/1,000	Local	75%	National	25%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	2.7%	\$8,100	\$8,700	\$9,200	\$9,700	\$10,200	5.7%

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	111.3	113.1	0.3%	113.1	114.5
Households	40.0	42.8	1.4%	42.8	44.2	0.6%
Retail Sales	NA ^{1/}	1,823.1	NA ^{1/}	1,823.1	2,556.1	7.0%
EBI ^{2/}	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	6	8	4	12
Tot 12+	0.7		55.0	55.0	55.7	9.8	65.5
Avg 12+	0.7		7.9	9.2	7.0	2.5	5.5
Tot LCS	1.1		84.0	84.0	85.0	15.0	100.0
Avg LCS	1.1		12.0	14.0	10.6	3.7	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	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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
KXLP	New Ulm	C1	93.1	100.0	489	a		66	0010		g1	Clsc Rock	1,275	1.01	16.4	8.3	7.7	11.3	9.4	8.6	9.9	11.5	12.7			
KNSG	Springfield	C2	94.7	50.0	472	a		95	0303	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		85	9512			Modern AC	375	0.59	8.2	4.2	2.8	4.5	5.8	5.3	5.3	10.9	6.9			
KEEZ	Mankato	C1	99.1	100.0	784			68	0007	10,000	g3	AC	1,000	0.96	13.5	13.2	7.7	9.8	7.2	5.3	8.6	12.8	12.2			
KXAC	St. James	C2	100.5	34.0	591	d		93	9608		c1	Oldies	350	0.46	9.9	5.6	4.9	6.0	6.5	3.9	3.3	3.2	5.3			
KYSM	Mankato	C1	103.5	100.0	541	a		48	0010		g1	Country	1,400	1.12	16.3	17.4	18.9	9.0	11.6	14.5	14.5	13.5	15.4			
KRBI	St. Peter	C3	105.5	25.0	200	b		66	0305	3,200	c2	Clsc Hits	1,000	0.92	14.1	6.3	5.6	9.8	8.0	7.9	7.9	1.3	0.6			
KNUJ	Sleepy Eye	A	107.3	1.9	400	a		94	0303		+	AC	300	1.62	2.4	0.7	1.4	3.0	0.0	0.7	0.7	1.3	0.8			
# FM Stations -															8	# Combos -		6	FM TOTALS							
															80.8	55.7	49.0	53.4	48.5	46.2	50.2	54.5	53.9			

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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
KNUJ	New Ulm	D	860	1.0	0.01	a		49	0303		+	News/Info	750	1.68	5.8	3.5	3.5	3.0	4.3	4.6	3.9	5.8	6.7			
KYSM	Mankato	C	1230	1.0	1.00	a		38	0010		g1	Sprts/Talk	200	0.74	3.5	0.7	2.1	1.5	2.9	3.3	3.3	2.6	3.2			
• KRBI	St. Peter	B	1310	0.9	0.26	b		57	0305		c2	Cntry/Talk	100			0.0	0.0	0.0	0.0	1.3	1.3	0.6	0.3			
KTOE	Mankato	B	1420	5.0	5.00	c			50			Nws/Tlk/Spt	725	0.95	9.9	5.6	7.7	5.3	7.2	3.3	6.6	4.5	4.5			
# AM Stations -															4	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -															12	# Duopolies -		4	Total Local Commercial Share							
															19.2	9.8	13.3	9.8	14.4	12.5	15.1	13.5	14.7			
															65.5	62.3	63.2	62.9	58.7	65.3	68.0	68.6				

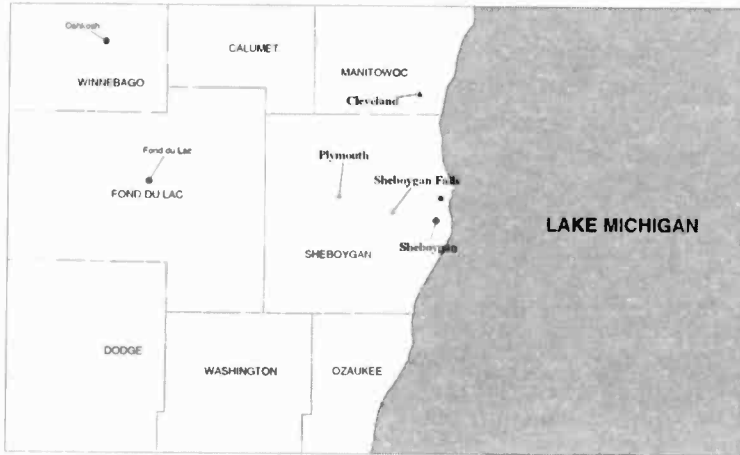
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 266

Revenue Rank: 276

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)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	N/A	N/A	\$3,000	\$3,300	\$3,600
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.1%	\$3,800	\$4,100	\$4,300	\$4,500	\$4,700	5.7%
Revenue/Retail Sales	NA ^{1/}	\$3.06/1,000	\$3.34/1,000				Est. Breakout
Revenue/Capita	N/A	\$31.69	\$40.41				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	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 ^{1/}	1,175.6	NA ^{1/}	1,175.6	1,406.5	3.7%
EBI ^{2/}	1,671.7	1,941.9	3.0%	1,941.9	2,427.0	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4			4	4	3	7
Tot 12+	28.3			28.3	28.3	12.3	40.6
Avg 12+	7.1			7.1	7.1	4.1	5.8
Tot LCS	69.7			69.7	69.7	30.3	100.0
Avg LCS	17.4			17.4	17.4	10.1	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													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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999							
WBFM	Sheboygan	A	93.7	6.0	253	b	Midwest Comm Inc	77	0009		g4	Country	850	1.04	22.7	8.0	5.5	9.6	0.0	0.0	0.0	0.0	0.0	0.0						
WLKN	Cleveland	A	98.1	5.8	292		Radio K-T Inc.	85	9911	980		Country	550	2.94	5.2	2.2	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	5.8	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	12.3	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	28.3	24.1	28.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999							
WCLB	Sheboygan	D	950	0.5	0.01	a	RBH Enterprises Inc	56	0007		c1	Adlt Stndrd	100	0.23	12.3	2.9	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	8.7	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				Easy	100	0.77	3.6	0.7	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	12.3	13.8	14.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
AM & FM Stations Profiled -													7	# Duopolies -					1	Total Local Commercial Share										
													40.6	37.9	42.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						

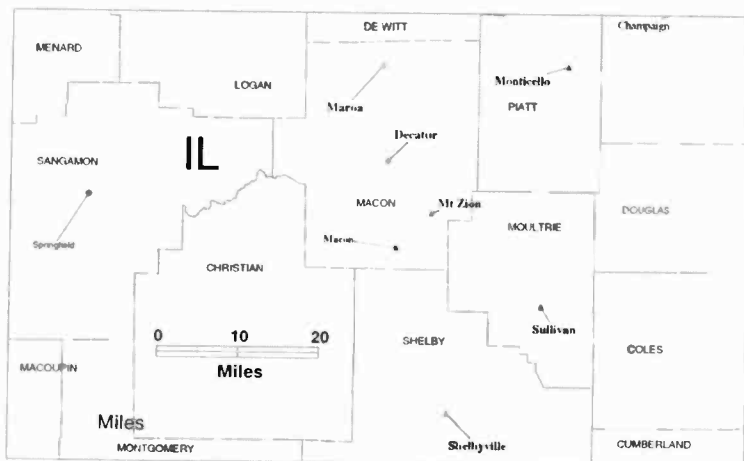
NOTE: Market first rated Spring 2002

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 267

Revenue Rank: 259

Decatur, IL Market Overview



Metro Counties / Population (000)

Macon, IL	113.3
	113.3

Market Ratio 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	\$4,600	\$4,900
Revenue/Retail Sales Revenue/Capita	1997	2002	2007		Est. Breakout		
	NA ^{1/}	\$3.11/1,000	\$3.25/1,000		Local	75%	
	\$33.71	\$43.25	\$56.31		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	115.7	113.3	-0.4%	113.3	110.1
Households	45.6	46.2	0.3%	46.2	45.6	-0.3%
Retail Sales	NA ^{1/}	1,575.1	NA ^{1/}	1,575.1	1,905.9	3.9%
EBI ^{2/}	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	5	4		9	9	2	11
Tot 12+	22.5	25.8		48.3	48.3	18.3	66.6
Avg 12+	4.5	6.5		5.4	5.4	9.2	6.1
Tot LCS	33.8	38.7		72.5	72.5	27.5	100.0
Avg LCS	6.8	9.7		8.1	8.1	13.7	9.1

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

Market: Decatur, IL

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)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WYDS	Decatur	A	93.1	4.6	367	b Cromwell Group	93				Top 40	400	0.59	13.9	7.5	6.9	10.1	9.4	12.9	9.8	11.4	10.0			
WDZQ	Decatur	B	95.1	50.0	492	c NextMedia Group	76	0008		g3	Country	775	1.16	13.6	7.5	10.0	8.0	10.9	11.3	10.7	10.5	11.7			
WXFM	Mount Zion	A	99.3	1.2	495	a Mary Ellen Burns Trs	84				Soft AC	350	1.07	6.7	1.7	3.8	4.3	5.1	4.8	4.1	6.1	5.9			
WZUS	Macon	A	100.9	6.0 cp	328	b Cromwell Group	77	0205	5,950		Country	75	1.02	1.5	4.2	3.1	2.2	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	10.8	5.8	9.2	8.0	7.2	7.3	7.4	7.9	4.9			
WEJT	Shelbyville	B1	105.1	13.0	466	b Cromwell Group	69				AC	350	1.15	6.2	6.7	4.6	5.1	3.6	6.5	4.1	7.0	8.3			
• WCZQ	Monticello	A	105.5	3.0	292	c NextMedia Group	72	0008		g3	Hip Hop	175	1.23	2.9	5.8	3.8	4.3	0.0	0.0	0.0	0.0	0.6			
WZNX	Sullivan	B1	106.7	9.5 cp	528	b Cromwell Group	74	0703	730		Clsc Rock	650	1.43	9.3	5.8	4.6	8.0	5.1	5.6	5.7	7.0	6.5			
WDKR	Maroa	A	107.3	3.0	456	a Mary Ellen Burns Trs	96	0204		nc	Clsc Rock	350	0.99	7.2	3.3	4.6	5.8	4.3	3.2	2.5	3.5	3.2			
# FM Stations -														9	# Combos -		8	FM TOTALS							
														72.1	48.3	50.6	55.8	45.6	51.6	44.3	53.4	51.1			

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)										
															Spring 2003	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	12.4	5.8	10.0	8.7	8.7	6.5	6.6	1.8	0.0			
WSOY	Decatur	C	1340	1.0	1.00	c NextMedia Group	25	0008		g3	Nws/Tlk/Spt	800	1.05	15.6	12.5	12.3	8.7	13.0	9.7	13.9	12.3	11.5			
# AM Stations -														2	# Combos -		2	AM TOTALS							
														28.0	18.3	22.3	17.4	21.7	16.2	20.5	14.1	11.5			
AM & FM Stations Profiled -														11	# Duopolies -		5	Total Local Commercial Share							
														66.6	72.9	73.2	67.3	67.8	64.8	67.5	62.6				

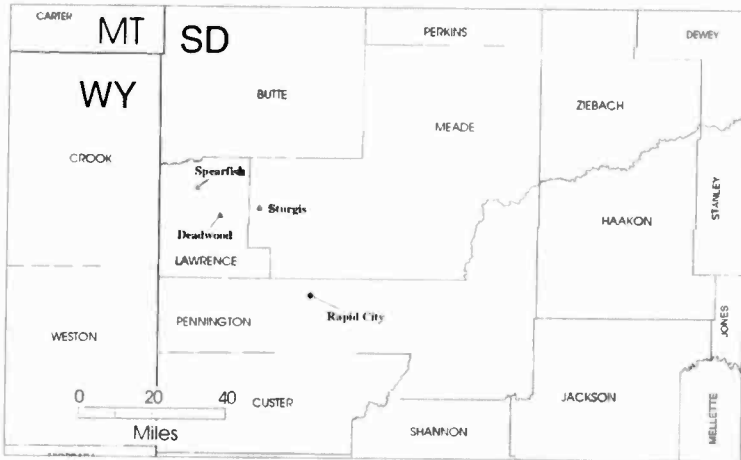
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 268

Revenue Rank: 187

Rapid City, SD Market Overview



Metro Counties / Population (000)

Meade, SD	24.5
Pennington, SD	89.1
Total	113.6

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>
	\$7,700	\$8,300	\$8,700	\$9,400	\$8,800	\$9,500	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>
	8.0%	\$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 ^{1/}	\$5.95/1,000	\$6.57/1,000	Local	85%		
	\$69.31	\$83.63	\$108.23	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	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 ^{1/}	1,596.2	NA ^{1/}	1,596.2	1,903.2	3.6%
EBI ^{2/}	1,810.9	1,922.3	1.2%	1,922.3	2,451.2	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)	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

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations			11	9	11	5	16
Tot 12+			69.8	66.5	69.8	21.7	91.5
Avg 12+			6.3	7.4	6.3	4.3	5.7
Tot LCS			76.3	72.7	76.3	23.7	100.0
Avg LCS			6.9	8.1	6.9	4.7	6.3

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

Market: Rapid City, SD

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)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
• KQRQ	Rapid City	C1	92.3	100.0	581		New Generation Bcstg	02			1	Clsc Rock				10.8	4.5	0.0	0.0	0.0	0.0	0.0	0.0
KRCS	Sturgis	C	93.1	100.0	1060	b	Triad Bcstg Co	72	9910		g1	CHR	400	0.48	8.7	9.2	9.1	7.9	7.4	9.9	8.1	10.2	14.9
KMKK	Rapid City	C1	93.9	100.0 cp	686	b	Triad Bcstg Co	59	9910		g1	AC	1,000	1.42	7.4	5.8	7.6	5.0	8.1	10.7	7.4	7.9	11.4
KSQY	Deadwood	C	95.1	100.0	1709	d	Haugo Bcstg Inc	82				AOR	550	1.18	4.9	3.3	4.5	6.4	2.2	6.1	3.7	7.1	6.8
• KLMP	Rapid City	C	97.9	100.0	1900	a	Bethesda Chrstn Bctg	68	9605	350		Christian	200	1.05	2.0	0.8	0.8	2.1	1.5	2.3	3.7	0.8	0.9
KOUT	Rapid City	C1	98.7	100.0	463	b	Triad Bcstg Co	94	9910		g1	Country	1,000	0.99	10.6	8.3	8.3	10.7	8.1	6.9	8.9	9.4	11.0
KFXS	Rapid City	C1	100.3	100.0	463	b	Triad Bcstg Co	77	9910			Clsc Rock	1,100	0.93	12.5	8.3	8.3	7.9	14.1	12.2	11.9	8.7	11.4
KDDX	Spearfish	C	101.1	100.0	1788	c	Duhamel Bcstg Entpr	85	9203	525	1	Rock	1,275	0.96	14.0	10.0	9.1	11.4	13.3	9.2	10.4	14.2	4.1
KIOK	Rapid City	C1	104.1	100.0	538	d	Haugo Bcstg Inc	92	9812	1,970	c2	Country	1,075	1.24	9.1	5.8	9.1	8.6	7.4	9.9	7.4	6.3	5.5
KZLK	Rapid City	C1	106.3	100.0 cp	696		Duffy, Steven E.	01			1	AC	400	0.86	4.9	5.0	5.3	5.0	3.7	0.0	0.0	0.0	0.0
KSLT	Spearfish	C	107.3	100.0	1900	a	Bethesda Chrstn Bctg	84				ChrsContem	200	1.75	1.2	2.5	1.5	1.4	0.7	2.3	3.0	2.4	0.9
# FM Stations -					11	# Combos -					9	FM TOTALS			75.3	69.8	68.1	66.4	66.5	69.5	64.5	67.0	66.9

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)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KBHB	Sturgis	D	810	25.0	0.06	b	Triad Bcstg Co	62	9909		g1	Cntry/Oldes	600	1.29	4.9	5.8	4.5	5.0	3.7	3.8	2.2	3.9	3.3
KKLS	Rapid City	D	920	5.0	0.11	b	Triad Bcstg Co	59	9910		g1	Oldies	350	0.80	4.6	1.7	2.3	2.9	5.2	2.3	5.9	3.1	3.8
KIMM	Rapid City	B	1150	5.0	0.50		KIMM Radio Inc	62	9802	150		Country	100	0.32	3.3	2.5	4.5	3.6	2.2	2.3	4.4	3.9	4.6
KTOO	Rapid City	C	1340	1.0	1.00	d	Haugo Bcstg Inc	53	9812		c2	Talk	350	1.27	2.9	2.5	3.8	2.9	2.2	2.3	2.2	2.4	1.8
KOTA	Rapid City	B	1380	5.0	5.00	c	Duhamel Bcstg Entpr	36	5405			1 News/Talk	850	0.98	9.1	9.2	7.6	7.9	8.1	9.9	9.6	10.2	6.5
# AM Stations -					5	# Combos -					4	AM TOTALS			24.8	21.7	22.7	22.3	21.4	20.6	24.3	23.5	20.0
AM & FM Stations Profiled -					16	# Duopolies -					5	Total Local Commercial Share			91.5	90.8	88.7	87.9	90.1	88.8	90.5	86.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 269

Revenue Rank: 281

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 ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$2,700	\$2,800	\$3,100	\$3,100	\$3,000	\$3,000	2.1%
	<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>
		\$3,200	\$3,300	\$3,400	\$3,600	\$3,800	4.6%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.52/1,000	\$4.10/1,000	Local	85%		
Revenue/Capita	\$24.32	\$26.18	\$33.22	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	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 ^{1/}	853.2	NA ^{1/}	853.2	927.3	1.7%
EBI ^{2/}	1,295.8	1,490.0	2.8%	1,490.0	1,756.1	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)	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

<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			6	6	6	2	8
Tot 12+			65.2	65.2	65.2	4.1	69.3
Avg 12+			10.9	10.9	10.9	2.1	8.7
Tot LCS			94.1	94.1	94.1	5.9	100.0
Avg LCS			15.7	15.7	15.7	3.0	12.5

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

Market: Lawton, OK

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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KZCD	Lawton	C2	94.1	18.0	525	b	Clear Channel Comm	87	0008		g	Rock	450	1.05	14.3	9.9	10.1	14.0	6.2	11.6	7.6	9.7	9.4	
KMGZ	Lawton	C3	95.3	14.0	312		Broadco of Texas Inc	82	9203		sw	1 CHR	600	1.28	15.6	14.0	9.2	12.5	9.3	11.6	11.4	15.0	10.6	
KJMZ	Lawton	C1	98.1	100.0	200	a	Perry Bcstg Co Inc	70	9703	489	c1	Urban AC	275	0.33	27.8	12.4	11.9	16.2	22.5	12.5	16.2	19.5	13.5	
KBZQ	Lawton	C3	99.5	16.0	338		Fritsch, Wm, Jr.	92	9203		sw	AC	275	1.58	5.8	6.6	5.5	5.1	3.1	3.6	2.9	4.4	6.3	
KLAW	Lawton	C1	101.3	100.0	584	b	Clear Channel Comm	65	0008		g	Country	1,100	1.76	20.8	14.9	16.5	11.8	17.1	17.0	26.7	20.4	21.0	
KVRW	Lawton	C2	107.3	50.0	492		Pat-Tower Inc	91	9712	200	1	Oldies	200	0.54	12.4	7.4	8.3	8.8	8.5	8.0	6.7	7.1	8.0	
# FM Stations -					6	# Combos -					3	FM TOTALS				96.7	65.2	61.5	68.4	66.7	64.3	71.5	76.1	68.8

AM Stations

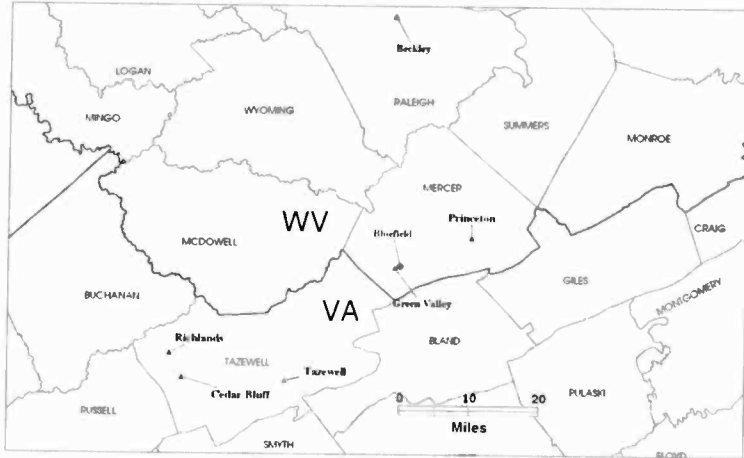
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KKRX	Lawton	D	1050	0.3	0.01	a	Perry Bcstg Co Inc	56	9703		c1	Rhythm/Blue	50	1.52	1.1	3.3	2.8	1.5	0.0	0.9	2.9	0.0	2.4	
KXCA	Lawton	B	1380	1.0	1.00	a	Perry Bcstg Co Inc	41	0301		g	Sports	50	0.76	2.2	0.8	0.9	1.5	1.6	0.0	0.0	0.0	0.0	
# AM Stations -					2	# Combos -					2	AM TOTALS				3.3	4.1	3.7	3.0	1.6	0.9	2.9	0.0	2.4
AM & FM Stations Profiled -					8	# Duopolies -					2	Total Local Commercial Share				69.3	65.2	71.4	68.3	65.2	74.4	76.1	71.2	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 270

Revenue Rank: 259

Bluefield, WV Market Overview



Metro Counties / Population (000)

Tazewell, VA	44.6
Mercer, WV	62.4
<hr/>	
	107.0

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$4,100	\$4,400	\$5,300	\$5,100	\$4,400	\$4,900	3.6%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	11.4%	\$5,200	\$5,600	\$5,900	\$6,200	\$6,500	5.6%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.23/1,000	\$6.16/1,000	Local	85%		
	\$36.74	\$45.79	\$61.61	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	111.6	107.0	-0.8%	107.0	105.5	-0.3%
Households	43.6	45.0	0.6%	45.0	45.5	0.2%
Retail Sales	NA ^{1/}	1,518.2	NA ^{1/}	1,518.2	1,780.5	3.2%
EBI ^{2/}	1,286.3	1,366.3	1.2%	1,366.3	1,542.1	2.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	51.0	7.4	4.1	5.0	6.2	7.2	8.4	12.8
Women (000)	55.9	7.1	3.9	4.9	6.3	7.7	8.8	17.1
Total	107.0	14.4	8.0	9.9	12.6	14.9	17.2	29.9
Percentage	100.0%	13.5%	7.5%	9.3%	11.7%	13.9%	16.1%	27.9%
Per Capita	\$ 12,771			Median Household	\$ 23,878		Avg Household	\$ 30,376
Ethnic Population:	White	93.9%	Black	4.4%	Asian	0.6%	Hispanic	0.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viabile FMs	All FMs	All AMs	Total
# Stations	6	1	2	7	9	8	17
Tot 12+	32.8	7.4	14.8	52.6	55.0	7.3	62.3
Avg 12+	5.5	7.4	7.4	7.5	6.1	0.9	3.7
Tot LCS	52.6	11.9	23.8	84.4	88.3	11.7	100.0
Avg LCS	8.8	11.9	11.9	12.1	9.8	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 Beckley, 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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WSTG	Princeton	A	95.9	0.5	1142	d	Princeton Bcstg Inc	73	9512	1,000	c1	Hot AC	925	1.57	12.0	6.6	10.3	8.3	8.8	8.3	8.6	10.3	6.1			
WJLS	Beckley	B	99.5	34.0	1050	a	First Media	46	0202	See (283)		Country	n/a		7.3	7.4	8.6	6.5	4.0	5.8	9.4	5.6	4.2			
WKQY	Tazewell	A	100.1	4.2	390	b	Triad Bcstg Co	68	0009		g3	Clsc Rock			6.0	1.6	0.9	4.6	4.0	2.5	1.7	2.4	2.6			
WRIC	Richlands	A	100.7	1.3	705		Peggy Sue Bcstg	89	9901	190		Hot AC	150	2.55	1.2	0.8	0.9	0.9	0.8	0.8	1.7	1.6	1.3			
WKOY	Princeton	A	100.9	0.3	1342	b	Triad Bcstg Co	83	0009		g3	Clsc Rock	450	1.01	9.1	9.8	6.9	8.3	4.8	6.7	6.0	9.5	5.8			
WHAJ	Bluefield	C	104.5	80.0	1549	b	Triad Bcstg Co	63	0009		g3	AC	1,250	1.18	21.6	10.7	12.1	14.8	16.0	15.8	14.7	15.1	13.3			
WGTH	Richlands	A	105.5	0.5	801	c	High Knob Bcstrs Inc	77				Gospel	250	1.06	4.8	2.5	3.4	3.7	3.2	0.8	1.7	2.4	3.1			
WHKX	Bluefield	A	106.3	0.9	1378	b	Triad Bcstg Co	70	0009		g3	Country	800	0.90	18.1	11.5	16.4	13.0	12.8	13.3	10.3	11.9	7.4			
WHQX	Cedar Bluff	C3	107.7	9.1 cp	541	b	Triad Bcstg Co	89	0009		g3	Country			3.6	4.1	2.6	1.9	3.2	3.3	1.7	1.6	2.3			
# FM Stations -															9	# Combos -		7	FM TOTALS							
															83.7	55.0	62.1	62.0	57.6	57.3	55.8	60.4	46.1			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WGTH	Richlands	D	540	1.0	0.10	c	High Knob Bcstrs Inc	51	9503	540		Gospel	100	0.38	5.4	3.3	2.6	4.6	3.2	0.0	0.9	1.6	4.4			
WYRV	Cedar Bluff	D	770	5.0	0.00		Ratliff, Bradley	85	0004		st	ChrsContem	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WAMN	Green Valley	D	1050	1.4	0.20	e	Baker Family Stns	87				Religion	125	1.34	1.9	0.8	0.0	1.9	0.8	0.0	0.0	1.7	0.0	0.0		
WBDY	Bluefield	D	1190	10.0	0.00	b	Triad Bcstg Co	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	Triad Bcstg Co	48	0009		g3	Easy	100	0.89	2.3	0.0	0.0	0.9	2.4	0.0	0.0	0.8	3.3			
WHIS	Bluefield	B	1440	5.0	0.50	b	Triad Bcstg Co	29	0009		g3	News/Talk	200	2.27	1.8	1.6	3.4	0.9	1.6	1.7	2.6	1.6	1.4			
WTZE	Tazewell	D	1470	5.0	0.00	b	Triad Bcstg Co	66	0009		g3	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4			
WAEY	Princeton	C	1490	1.0	1.00	d	Princeton Bcstg Inc	47	9512		c1	Gospel	400	1.70	4.8	1.6	0.9	2.8	4.0	2.5	3.4	1.6	4.4			
# AM Stations -															8	# Combos -		7	AM TOTALS							
															16.2	7.3	6.9	11.1	12.0	4.2	8.6	5.6	13.9			
AM & FM Stations Profiled -															17	# Duopolies -		4	Total Local Commercial Share							
															62.3	69.0	73.1	69.6	61.5	64.4	66.0	60.0				

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 271

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	-0.1%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
5.0%	\$4,400	\$4,800	\$5,000	\$5,300	\$5,600	5.7%	

	1997	2002	2007	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$3.18/1,000	\$3.88/1,000	Local	87%
Revenue/Capita	\$37.00	\$37.97	\$51.66	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 ^{1/}	1,322.8	NA ^{1/}	1,322.8	1,443.6	1.8%
EBI ^{2/}	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	5		2	6	7	3	10
Tot 12+	30.7		34.7	65.4	65.4	4.0	69.4
Avg 12+	6.1		17.4	10.9	9.3	1.3	6.9
Tot LCS	44.2		50.0	94.2	94.2	5.8	100.0
Avg LCS	8.8		25.0	15.7	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.

Market: Watertown, NY

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
• WWJS	Watertown	A	90.1	1.0	499		Liberty Comm Family	02				ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WCIZ	Watertown	A	93.3	6.0	328	b	Regent Comm	86	0001		g1	Clsc Hits	800	1.10	17.3	15.3	9.7	12.2	15.7	13.6	13.1	12.4	15.4			
WFRY	Watertown	C1	97.5	97.0	476	b	Regent Comm	68	0001		g1	Country	1,500	1.15	31.0	25.0	26.6	26.0	24.0	29.5	23.4	33.3	24.9			
WOTT	Henderson	A	100.7	6.0	328	a	Mance & Clancy	90				ClRck/NwRc	425	0.82	12.4	6.5	12.1	9.2	10.7	8.3	5.8	8.5	13.0			
WBDR	Cape Vincent	A	102.7	6.0	328	a	Mance & Clancy	92	9811	50		CHR	400	3.81	2.5	1.6	3.2	2.3	1.7	2.3	2.2	2.3	3.3			
WTOJ	Carthage	A	103.1	1.8	594	a	Mance & Clancy	84	8805	1,675	c2	AC	300	0.63	11.4	7.3	5.6	8.4	9.9	4.5	5.1	6.2	7.1			
WBDI	Copenhagen	C3	106.7	1.8	1191	a	Mance & Clancy	94	9609	1,400		CHR	500	0.81	14.7	9.7	9.7	13.0	10.7	9.8	16.1	10.1	13.0			
# FM Stations -															7	# Combos -		6	FM TOTALS							
															89.3	65.4	66.9	71.1	72.7	68.0	65.7	72.8	76.7			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WTNY	Watertown	B	790	1.0	1.00	b	Regent Comm	41	0001		g1	Talk	100	0.43	5.5	3.2	3.2	3.8	5.0	3.8	6.6	4.7	2.9			
WATN	Watertown	C	1240	1.0	1.00	a	Mance & Clancy	41	8805		c2	Talk	50	0.48	2.5	0.8	1.6	2.3	1.7	3.0	0.7	1.6	2.9			
WNER	Watertown	D	1410	3.5	0.06	b	Regent Comm	59	0001		g1	Sports	100	0.85	2.8	0.0	0.0	4.6	0.0	0.0	0.0	0.0	0.0			
# AM Stations -															3	# Combos -		3	AM TOTALS							
															10.8	4.0	4.8	10.7	6.7	6.8	7.3	6.3	5.8			
AM & FM Stations Profiled -															10	# Duopolies -		4	Total Local Commercial Share							
															69.4	71.7	81.8	79.4	74.8	73.0	79.1	82.5				

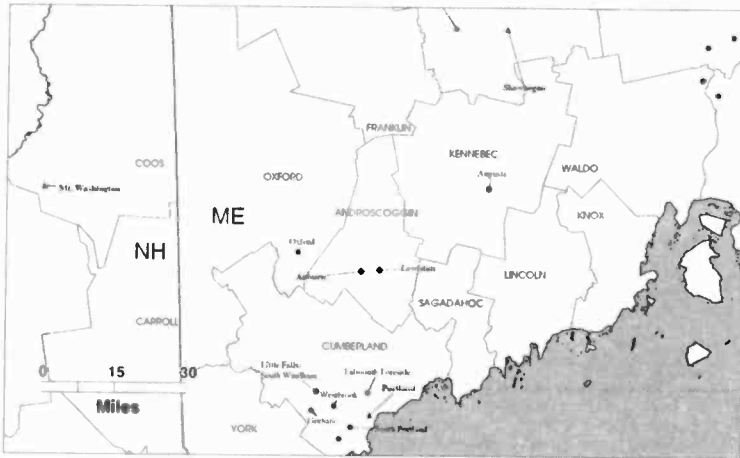
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 272

Revenue Rank: 287

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)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$1,100	\$1,500	\$1,700	\$1,700	\$1,500	\$1,600	7.8%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.7%	\$1,700	\$1,900	\$2,000	\$2,100	\$2,200	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$0.88/1,000	\$0.99/1,000	Local	93%		
	\$10.55	\$15.34	\$20.95	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	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 ^{1/}	1,813.8	NA ^{1/}	1,813.8	2,221.3	4.1%
EBI ^{2/}	1,407.1	1,526.1	1.6%	1,526.1	1,775.1	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations		3	4	7	7	3	10
Tot 12+		24.0	31.6	55.6	55.6	0.9	56.5
Avg 12+		8.0	7.9	7.9	7.9	0.3	5.7
Tot LCS		42.5	55.9	98.4	98.4	1.6	100.0
Avg LCS		14.2	14.0	14.1	14.1	0.5	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 Portland, ME and Augusta, ME.

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WHOM	Mt. Washington	C	94.9	50.0	3744	a	Citadel Bcstg Corp	58	9909			Soft AC	n/a		13.5	6.0	4.2	7.2	8.2	6.1	7.5	5.3	5.0			
WJBQ	Portland	B	97.9	16.0	889		Citadel Bcstg Corp	60	9909			CHR	n/a		16.8	10.3	7.5	10.1	9.0	10.7	12.0	8.4	7.3			
WMEK	Auburn	B	99.9	28.5	643	b	WMTW Bcst Group	77	0004			Hot AC	n/a		10.9	7.7	4.2	5.0	7.4	5.3	8.3	4.6	4.0			
WPOR	Portland	B	101.9	33.0 cp	604		Saga Comm Inc	67	9606	See (165)		Country	n/a		9.4	6.0	8.3	5.8	4.9	8.4	5.3	4.6	5.9			
• WBLM	Portland	C	102.9	100.0	1427		Citadel Bcstg Corp	67	9909			Cisc Rock	n/a		17.6	11.1	7.5	8.6	11.5	14.5	8.3	14.5	13.0			
• WTOS	Skowhegan	C	105.1	57.0	2451		Clear Channel Comm	69	0101			AOR	n/a		6.1	3.4	2.5	3.6	3.3	5.3	4.5	4.6	5.7			
WTHT	Lewiston	C1	107.5	100.0 cp	929	b	WMTW Bcst Group	73	0004			Country	n/a		20.7	11.1	13.3	14.4	9.0	9.9	15.0	11.5	13.1			
# FM Stations -															7	# Combos -		2	FM TOTALS							
															95.0	55.6	47.5	54.7	53.3	60.2	60.9	53.5	54.0			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WMTW	Gorham	B	870	10.0	1.00	b	WMTW Bcst Group	80	0004			News	n/a			0.0	0.0	0.0	0.0	1.5	5.3	4.6	5.9			
WCNM	Lewiston	C	1240	1.0	1.00	c	Gleason Mktg Svcs	38	9012	75		News	100			0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0			
WLAM	Lewiston	B	1470	5.0	5.00	b	WMTW Bcst Group	47	0004		g3	News	300	3.91	4.8	0.9	0.8	0.7	4.9	5.3	2.3	1.5	1.3			
# AM Stations -															3	# Combos -		1	AM TOTALS							
															4.8	0.9	1.6	0.7	4.9	6.8	7.6	6.1	7.2			
AM & FM Stations Profiled -															10	# Duopolies -		3	Total Local Commercial Share							
															56.5	49.1	55.4	58.2	67.0	68.5	59.6	61.2				

NOTE: \$1.2 M revenues from FM stations in Portland reflected in Lewiston market.

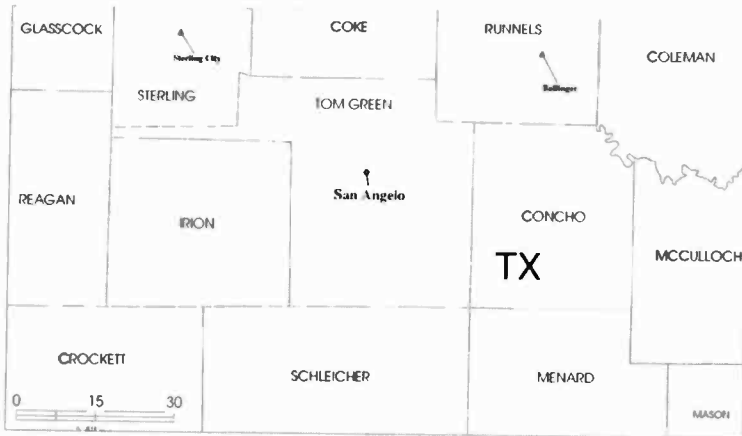
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 273

Revenue Rank: 270

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)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$3,700	\$3,800	\$3,700	\$4,000	\$3,900	\$4,000
Revenue/Retail Sales Revenue/Capita	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	2.6%	\$4,300	\$4,600	\$4,800	\$5,100	\$5,300	5.7%
	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.28/1,000	\$3.63/1,000	Local	90%		
	\$35.61	\$38.06	\$49.03	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	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 ^{1/}	1,219.1	NA ^{1/}	1,219.1	1,458.3	3.6%
EBI ^{2/}	1,364.5	1,629.9	3.6%	1,629.9	2,000.2	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			10	10	10	2	12
Tot 12+			66.8	66.8	66.8	11.0	77.8
Avg 12+			6.7	6.7	6.7	5.5	6.5
Tot LCS			85.9	85.9	85.9	14.1	100.0
Avg LCS			8.6	8.6	8.6	7.1	8.3

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

Market: San Angelo, TX

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)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KDCD	San Angelo	C1	92.9	100.0	600	d	Regency Bcstg Inc	80	9208	186		Country	250	1.23	5.1	2.4	4.2	3.4	5.3	3.2	5.6	5.0	4.3		
KIXY	San Angelo	C1	94.7	100.0	358	a	Foster Comm	66	8404	1,275	c2	CHR	675	1.08	15.6	13.4	15.0	11.9	15.0	19.0	13.6	15.7	18.7		
● KCSE	Sterling City	C2	96.5	40.0	545	c	Graham Brothers	98	9803	14	cp	Hot AC	325	1.25	6.5	2.4	6.7	5.9	5.3	6.3	4.0	0.7	1.8		
KGKL	San Angelo	C1	97.5	100.0	410	b	KGKL Inc	65	7104			Country	850	1.25	17.0	9.4	10.0	16.1	13.3	13.5	10.4	12.9	15.5		
KELI	San Angelo	C	98.7	100.0	1289	b	KGKL Inc	86	9911			Oldies	300	0.93	8.1	3.9	7.5	5.9	8.0	7.1	10.4	9.3	9.1		
KYZZ	San Angelo	C2	100.1	35.0	338		DH Carver Corp	95				Tejano	100	0.32	7.9	7.1	8.3	9.3	4.4	7.1	4.0	5.7	8.7		
KWFR	San Angelo	C1	101.9	100.0	341	a	Foster Comm	91	9412		g	Clsc Rock	325	1.25	6.5	5.5	9.2	5.1	6.2	8.7	10.4	12.1	6.2		
KKCN	Ballinger	C1	103.1	100.0	456	c	Graham Brothers	77	9804	395	c1	Country	350	1.11	7.9	9.4	4.2	8.5	5.3	4.0	4.0	6.4	4.2		
KMDX	San Angelo	C2	106.1	50.0	456	d	Regency Bcstg Inc	98				Adult Rock	175	0.67	6.5	3.9	4.2	6.8	4.4	4.8	5.6	6.4	4.6		
KSJT	San Angelo	C1	107.5	100.0	604		La Unica Bcstg Co	85				Variety	300	1.07	7.0	9.4	9.2	6.8	5.3	2.4	4.8	4.3	2.5		
# FM Stations -														10	# Combos -		8	FM TOTALS							
														88.1	66.8	78.5	79.7	72.5	76.1	72.8	78.5	75.6			

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KGKL	San Angelo	B	960	5.0	1.00	b	KGKL Inc	28	7104			Country	150	0.50	7.5	4.7	4.2	5.9	7.1	4.8	4.0	5.7	3.0		
KKSA	San Angelo	D	1260	0.5	0.00	a	Foster Comm	54	8404		c2	Nws/Tlk/Spt	200	1.11	4.5	6.3	5.0	2.5	5.3	5.6	8.0	4.3	5.7		
# AM Stations -														2	# Combos -		2	AM TOTALS							
														12.0	11.0	9.2	8.4	12.4	10.4	12.0	10.0	8.7			
AM & FM Stations Profiled -														12	# Duopolies -		4	Total Local Commercial Share							
														77.8	87.7	88.1	84.9	86.5	84.8	88.5	84.3				

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 274

Revenue Rank: 273

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)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$2,800	\$3,000	\$3,400	\$3,900	\$3,600	\$3,800
★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.6%	\$4,000	\$4,300	\$4,600	\$4,900	\$5,100	5.9%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$4.51/1,000	2007 \$5.31/1,000	Est. Breakout			
Revenue/Capita	\$28.84	\$39.38	\$52.74	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	97.1	96.5	-0.1%	96.5	96.7
Households	34.2	36.7	1.4%	36.7	37.7	0.5%
Retail Sales	NA ^{1/}	843.2	NA ^{1/}	843.2	960.7	2.6%
EBI ^{2/}	1,293.2	1,388.1	1.4%	1,388.1	1,616.7	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	4		5	5	3	8
Tot 12+	7.8	46.7		54.5	54.5	7.7	62.2
Avg 12+	7.8	11.7		10.9	10.9	2.6	7.8
Tot LCS	12.5	75.1		87.6	87.6	12.4	100.0
Avg LCS	12.5	18.8		17.5	17.5	4.1	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 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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WVBR	Ithaca	A	93.5	3.0	249	Cornell Radio Guild	58				AOR	350	1.01	9.1	7.8	5.9	4.6	5.1	5.8	4.2	5.4	6.5			
WYXL	Ithaca	B	97.3	26.0	879	a Eagle Bcstg Co Inc	47	8604	1,475	c2	AC	1,200	1.35	23.4	14.4	11.9	12.8	12.2	18.3	14.7	18.3	15.9			
WIII	Cortland	B	99.9	23.5	732	Citadel Bcstg Corp	47	0004		g	Clsc Rock	950	1.64	15.2	6.7	9.9	9.2	7.1	7.7	7.4	5.4	8.1			
• WQNY	Ithaca	B	103.7	15.5	879	a Eagle Bcstg Co Inc	48	9603	2,100	c3	Country	800	0.79	26.7	18.9	9.9	16.5	12.2	11.5	15.8	10.8	11.8			
WPHR	Auburn	B	106.9	14.0	942	Clear Channel Comm	49	0002	See (80)		Urban	n/a		9.1	6.7	7.9	4.6	5.1	4.8	5.3	2.2	1.3			
# FM Stations -														5	# Combos -		2	FM TOTALS							
														83.5	54.5	45.5	47.7	41.7	48.1	47.4	42.1	43.6			

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WHCU	Ithaca	B	870	5.0	1.00	a	Eagle Bcstg Co Inc	23	8604		c2	Nws/Tlk/Spt	300	0.72	11.0	3.3	5.9	4.6	7.1	6.7	7.4	6.5	9.0		
WPIE	Trumansburg	B	1160	5.0	0.31		Pembrook Pines Inc	90	9303	150		Sports	50			1.1	1.0	0.0	0.0	0.0	1.1	0.0	0.0		
WTKO	Ithaca	B	1470	5.0	1.00	a	Eagle Bcstg Co Inc	56	9603		c3	Oldies	150	0.72	5.5	3.3	4.0	2.8	3.1	1.9	2.1	2.2	3.4		
# AM Stations -														3	# Combos -		2	AM TOTALS							
AM & FM Stations Profiled -														8	# Duopolies -		2	Total Local Commercial Share							
														16.5	7.7	10.9	7.4	10.2	8.6	10.6	8.7	12.4			
														62.2	56.4	55.1	51.9	56.7	58.0	50.8	56.0				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 275

Revenue Rank: 282

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	\$2,700	\$2,900
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.4%	\$3,100	\$3,300	\$3,500	\$3,700	\$3,900	5.8%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.67/1,000	2007 \$4.13/1,000			Est. Breakout	
Revenue/Capita	N/A	\$31.32	\$37.21			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
Households	33.7	39.7	3.3%	39.7	44.9	2.5%
Retail Sales	NA ^{1/}	789.8	NA ^{1/}	789.8	944.3	3.6%
EBI ^{2/}	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+			17.2	17.2	17.2	19.1	36.3
Avg 12+			8.6	8.6	8.6	4.8	6.1
Tot LCS			47.4	47.4	47.4	52.6	100.0
Avg LCS			23.7	23.7	23.7	13.2	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													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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 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	14.5	10.7	10.9	13.4	14.1	9.8	15.2	0.0										
WWLL	Sebring	C3	105.7	19.0	351	b	Cohan Radio Group	67	9811	585	c1	AC	375	1.70	7.6	2.7	4.9	3.0	2.1	3.0	3.3	4.8	0.0										
# FM Stations -					2	# Combos -					2	FM TOTALS																					
																43.3	17.2	15.6	13.9	15.5	17.1	13.1	20.0	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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999										
WWTK	Lake Placid	B	730	0.5	0.34	b	Cohan Radio Group	89	9811		c2	News/Talk	500	1.28	13.5	5.5	6.8	5.0	4.1	5.1	8.7	4.8	0.0										
WJCM	Sebring	D	1050	1.0	0.01	b	Cohan Radio Group	50	9811	150		Oldies	250	0.81	10.6	1.8	2.9	5.0	2.1	3.0	1.1	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	9.1	10.7	8.9	9.3	12.1	17.4	14.3	0.0										
WAVP	Avon Park	D	1390	1.0	0.00		Anscombe Bcstg Gr	70	0109		g	Gospel			5.8	2.7	0.0	0.0	4.1	0.0	0.0	0.0	0.0										
# AM Stations -					4	# Combos -					2	AM TOTALS																					
																56.7	19.1	20.4	18.9	19.6	20.2	27.2	19.1	0.0									
AM & FM Stations Profiled -																6	# Duopolies -					2	Total Local Commercial Share										
																36.3	36.0	32.8	35.1	37.3	40.3	39.1	0.0										

NOTE: Market first rated Spring 2000

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 276

Revenue Rank: 253

Cookeville, TN Market Overview



Metro Counties / Population (000)

Jackson, TN	11.3
Overton, TN	20.3
Putnam, TN	63.5
Total	95.1

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>
	\$3,500	\$4,100	\$5,000	\$5,500	\$5,000	\$5,300	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>
	6.0%	\$5,500	\$5,900	\$6,300	\$6,600	\$6,900	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$4.60/1,000	\$4.66/1,000	Local	90%		
	\$40.56	\$55.73	\$69.49	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	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 ^{1/}	1,153.0	NA ^{1/}	1,153.0	1,480.7	5.1%
EBI ^{2/}	1,080.5	1,391.1	5.2%	1,391.1	1,748.0	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)	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		54.4	54.4	55.3	10.9	66.2
Avg 12+	0.9		10.9	10.9	9.2	2.7	6.6
Tot LCS	1.4		82.2	82.2	83.5	16.5	100.0
Avg LCS	1.4		16.4	16.4	13.9	4.1	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													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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WBXE	Baxter	C3	93.7	6.1	659	b	JWC Broadcasting	95	0303	50		Clsc Rock	925	1.40	12.5	4.5	7.8	8.0	8.8	8.5	5.8	7.8	8.5		
WGSQ	Cookeville	C	94.7	100.0	1319	a	Clear Channel Comm	63	9712		g1	Country	1,800	0.96	35.2	24.5	24.3	26.8	20.4	21.7	19.2	19.0	24.0		
WLQK	Livingston	C2	95.9	20.0	784	b	JWC Broadcasting	66	0303	1,000		Modern AC	350	1.41	4.7	3.6	4.3	3.6	2.7	1.9	3.3	3.4	3.1		
WGIC	Cookeville	C2	98.5	50.0	492	a	Clear Channel Comm	64	9712		g1	CHR	925	0.98	17.9	13.6	10.4	11.6	12.4	15.1	12.5	12.9	11.1		
WLIV	Monterey	A	104.7	1.3	712		WKXN Inc	97	9611	32	cp	1 Country	50	0.73	1.3	0.9	0.9	0.9	0.9	0.9	1.7	0.9	1.1		
WKXD	Monterey	C2	106.9	23.0	735	b	JWC Broadcasting	86	0303	475	+	Hot AC	600	1.01	11.2	8.2	4.3	5.4	9.7	10.4	8.3	8.6	11.2		
# FM Stations -					6	# Combos -					5	FM TOTALS					82.8	55.3	52.0	56.3	54.9	58.5	50.8	52.6	59.0

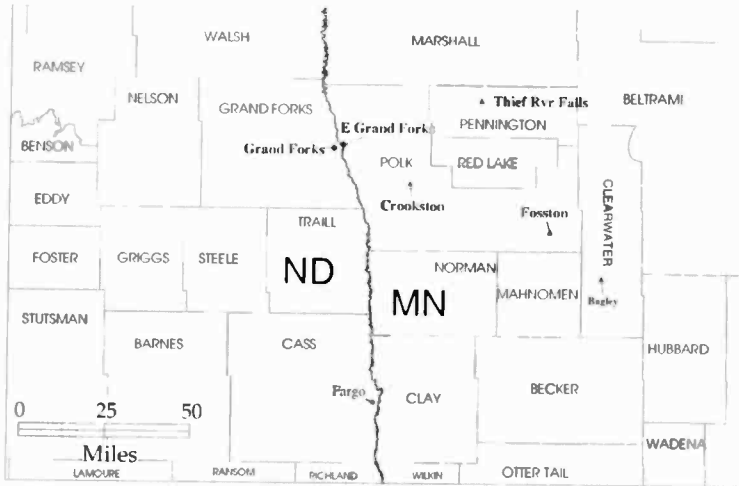
AM Stations													ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WPTN	Cookeville	D	780	1.0	0.00	a	Clear Channel Comm	62	9712		g1	Oldes/Talk	150	0.71	4.0	1.8	3.5	2.7	2.7	2.8	3.3	4.3	3.0		
WLIV	Livingston	D	920	1.0	0.00		Sunny Bcstg LLC	56	9603		c1	1 Country	100	0.70	2.7	0.9	0.9	1.8	1.8	2.8	2.5	3.4	2.2		
WHUB	Cookeville	C	1400	1.0	1.00	a	Clear Channel Comm	40	9712		g1	Country	325	0.58	10.5	8.2	6.1	5.4	8.8	4.7	5.0	5.2	4.9		
WATX	Algood	D	1590	1.0	0.04	b	JWC Broadcasting		81			Christian				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	10.9	10.5	9.9	13.3	10.3	10.8	12.9	10.1
AM & FM Stations Profiled -					10	# Duopolies -					3	Total Local Commercial Share					66.2	62.5	66.2	68.2	68.8	61.6	65.5	69.1	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 277

Revenue Rank: 207

Grand Forks, ND-MN Market Overview



Metro Counties / Population (000)

Grand Forks, ND	65.3
Polk, MN	31.3
Total	96.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$4,700	\$6,300	\$7,100	\$7,900	\$7,400	\$7,900	10.7%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.8%	\$8,300	\$8,900	\$9,400	\$9,900	\$10,400	5.7%
Revenue/Retail Sales	NA ^{1/}	\$5.35/1,000	\$5.84/1,000				Est. Breakout
Revenue/Capita	\$45.24	\$81.78	\$110.17				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
Households	37.9	37.4	-0.3%	37.4	37.3	-0.1%
Retail Sales	NA ^{1/}	1,476.6	NA ^{1/}	1,476.6	1,781.9	3.8%
EBI ^{2/}	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	8	9	5	14
Tot 12+			64.0	62.1	64.0	11.1	75.1
Avg 12+			7.1	7.8	7.1	2.2	5.4
Tot LCS			85.2	82.7	85.2	14.8	100.0
Avg LCS			9.5	10.3	9.5	3.0	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	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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KKXL	Grand Forks	C1	92.9	100.0	358	a	Clear Channel Comm	75	9911		g5	CHR	900	0.67	17.1	14.8	12.5	12.2	13.1	13.7	13.2	11.1	12.1	
KNOX	Grand Forks	C1	94.7	100.0	249	d	Leighton Broadcastin	67	9611	1,100	c1	Country	400	1.03	4.9	3.7	3.3	2.6	4.7	4.3	5.0	6.0	5.6	
KQHT	Crookston	C1	96.1	100.0	413	a	Clear Channel Comm	85	9911		g5	Clsc Rock	900	1.10	10.4	2.8	7.5	6.1	9.3	7.7	3.3	3.4	2.5	
KKCQ	Bagley	C3	96.7	25.0	328	c	Pine To Prairie Bcst	97	9707	6	cp	Country	100			2.8	1.7	0.0	0.0	0.0	0.0	1.7	1.0	
KYCK	Crookston	C1	97.1	100.0	361	d	Leighton Broadcastin	80				Country	1,325	1.25	13.4	13.0	12.5	11.3	8.4	12.0	8.3	13.7	11.9	
KSNR	Thief River Falls	C1	100.3	100.0	564	a	Clear Channel Comm	76	9911		g5	Oldies	750	0.98	9.7	7.4	7.5	7.8	6.5	9.4	4.1	6.8	7.0	
● KZLT	East Grand Forks	C1	104.3	100.0	443	b	Leighton Broadcastin	75	0204 p		c2	Soft AC	450	0.85	6.7	4.6	3.3	5.2	4.7	3.4	3.3	5.1	6.0	
KKEQ	Fosston	C2	107.1	50.0	482	c	Pine To Prairie Bcst	69	9201	170		ChrsContem				1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KJKJ	Grand Forks	C1	107.5	100.0	456	a	Clear Channel Comm	85	9911		g5	AOR	1,100	0.82	17.0	13.0	15.8	13.9	11.2	14.5	15.7	16.2	16.5	
# FM Stations -					9	# Combos -					9	FM TOTALS				79.2	64.0	64.1	59.1	57.9	65.0	52.9	64.0	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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KROX	Crookston	B	1260	1.0	0.50		Gopher Comm Co	48	8705	198	al	AC/Nws/Tlk	500	0.94	6.7	2.8	5.8	4.3	5.6	1.7	4.1	5.1	3.0	
KNOX	Grand Forks	B	1310	5.0	5.00	d	Leighton Broadcastin	47	9611		c1	Nws/Tlk/Inf	350	0.90	4.9	4.6	3.3	3.5	3.7	2.6	3.3	3.4	4.1	
KKXL	Grand Forks	B	1440	0.6	0.30	a	Clear Channel Comm	41	9911		g5	Talk	100	0.53	2.4	0.9	0.8	1.7	1.9	2.6	3.3	3.4	1.7	
KKCQ	Fosston	D	1480	5.0	0.09	c	Pine To Prairie Bcst	66	9201	150		Country	150			0.0	1.7	0.0	0.0	0.0	0.8	0.0	0.7	
KCNN	East Grand Forks	B	1590	5.0	1.00	b	Leighton Broadcastin	59	0204 p		c2	Nws/Tlk/Spt	800	1.51	6.7	2.8	4.2	4.3	5.6	6.8	6.6	4.3	5.1	
# AM Stations -					5	# Combos -					4	AM TOTALS				20.7	11.1	15.8	13.8	16.8	13.7	18.1	16.2	14.6
AM & FM Stations Profiled -					14	# Duopolies -					5	Total Local Commercial Share				75.1	79.9	72.9	74.7	78.7	71.0	80.2	77.2	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 278

Revenue Rank: 229

Bismarck, ND Market Overview



Metro Counties / Population (000)

Burleigh, ND	70.1
Morton, ND	25.3
Total	95.4

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,900	\$6,700	\$7,100	\$7,300	\$5,900	\$6,500
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	10.2%	\$6,800	\$7,300	\$7,700	\$8,100	\$8,500	5.5%
Revenue/Retail Sales	1997 NA ^{1/}		2002 \$5.07/1,000		2007 \$5.55/1,000		Est. Breakout
Revenue/Capita	1997 \$64.76		2002 \$68.13		2007 \$86.82		Local 86%
							National 14%

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
		91.1	95.4	0.9%	95.4	97.9
Households	34.6	38.2	2.0%	38.2	40.2	1.0%
Retail Sales	NA ^{1/}	1,281.2	NA ^{1/}	1,281.2	1,531.0	3.6%
EBI ^{2/}	1,389.3	1,686.7	4.0%	1,686.7	2,149.2	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			7	6	7	4	11
Tot 12+			61.6	59.2	61.6	31.2	92.8
Avg 12+			8.8	9.9	8.8	7.8	8.4
Tot LCS			66.4	63.8	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	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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KYYY	Bismarck	C	92.9	100.0	1181	c	Clear Channel Comm	66	9905		g1	Hot AC	875	0.88	15.3	21.6	17.4	14.2	13.6	14.4	12.7	12.8	9.2			
KODY	Bismarck	C	94.5	100.0	1119	a	Ingstad, James	68	0205	4,200	d2	Country	500	0.84	9.2	9.6	10.7	7.5	9.3	7.2	1.7	1.7	3.5			
KBYZ	Bismarck	C	96.5	100.0	1001	b	Cumulus Bcstg Inc	86	9808	7,000	d1	Clsc Rock	475	0.84	8.7	6.4	8.3	9.0	6.8	9.0	17.8	18.8	12.4			
KKCT	Bismarck	C1	97.5	100.0	830	b	Cumulus Bcstg Inc	93	9808		d1	Country	500	0.96	8.0	6.4	5.8	5.2	9.3	9.9	14.4	15.4	15.9			
KACL	Bismarck	C1	98.7	100.0	830	b	Cumulus Bcstg Inc	97	9808		d1	Oldies	400	0.67	9.2	8.0	7.4	7.5	9.3	8.1	7.6	9.4	6.2			
KSSS	Bismarck	C	101.5	100.0	988	a	Ingstad, James	94	0205		d2	Clsc Rock	525	0.72	11.2	7.2	8.3	12.7	7.6	6.3	4.2	5.1	5.8			
KNDR	Mandan	C1	104.7	100.0	853		Central Dakota Entpr	77				Religion	300	1.78	2.6	2.4	2.5	3.0	1.7	3.6	0.8	1.7	1.5			
# FM Stations -															7	# Combos -		6	FM TOTALS							
															64.2	61.6	60.4	59.1	57.6	58.5	59.2	64.9	54.5			

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)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
• KFYZ	Bismarck	B	550	5.0	5.00	c	Clear Channel Comm	25	9905		g1	News/Talk	1,700	1.66	15.8	14.4	14.9	12.7	16.1	14.4	9.3	12.0	16.7
KXMR	Bismarck	B	710	50.0	4.00		Clear Channel Comm	99	0301 p		+	News/Talk	125	0.36	5.3	0.8	3.3	4.5	5.1	3.6	4.2	1.7	4.5
KBMR	Bismarck	D	1130	10.0	0.00	a	Ingstad, James	58	0205		d2	Country	950	1.16	12.6	12.8	10.7	11.9	11.0	11.7	14.4	10.3	12.3
KLXX	Bismarck-Manda	B	1270	1.0	0.25	b	Cumulus Bcstg Inc	25	9808		d1	Nostalgia	100	0.73	2.1	3.2	1.7	2.2	1.7	2.7	3.4	3.4	2.5
# AM Stations -				4	# Combos -		3	AM TOTALS															
				35.8	31.2	30.6	31.3	33.9	32.4	31.3	27.4	36.0											
AM & FM Stations Profiled -				11	# Duopolies -		3	Total Local Commercial Share															
				92.8	91.0	90.4	91.5	90.9	90.5	92.3	90.5												

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 279

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 ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02	
		\$6,700	\$6,900	\$7,400	\$7,000	\$7,000	\$7,800	2.9%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout				
	NA ^{1/}	\$4.38/1,000	\$4.39/1,000	Local	85%			National
	\$78.73	\$83.33	\$105.53					

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	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 ^{1/}	1,778.9	NA ^{1/}	1,778.9	2,346.6	5.7%
EBI ^{2/}	1,296.4	1,773.1	6.5%	1,773.1	2,433.2	6.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		6	10	11	3	14
Tot 12+	43.9		29.6	71.6	73.5	4.8	78.3
Avg 12+	8.8		4.9	7.2	6.7	1.6	5.6
Tot LCS	56.1		37.8	91.4	93.9	6.1	100.0
Avg LCS	11.2		6.3	9.1	8.5	2.0	7.1

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

Market: Jackson, TN

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)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WYNU	Milan	C	92.3	100.0	991	b	Clear Channel Comm	64	0008		g	Rock	1,000	2.07	6.2	2.9	6.8	5.0	4.8	5.3	3.0	5.3	7.0	
WWGM	Alamo	C3	93.1	14.0	443		Grace Bcstg Services	89	9709	800		Gospel	300	1.24	3.1	1.9	2.3	3.0	1.9	4.2	2.0	4.2	2.3	
WOJG	Bolivar	A	94.7	6.0	328		Shaw, Johnny & Opal	92				Gospel	200	0.47	5.5	4.8	6.8	5.9	2.9	8.4	4.0	6.3	9.2	
WFKX	Henderson	A	95.7	6.0	315	c	Black Crow Bcstg	84	0008	3,340	d3	Urban AC	1,075	0.67	20.5	21.9	17.0	14.9	17.3	15.8	25.7	16.8	18.7	
WNWS	Jackson	A	101.5	2.2	381		Wireless Group Inc	93	0012	925		Nws/Tlk/Spt	600	0.65	11.8	6.7	11.4	8.9	9.6	7.4	10.9	4.2	6.2	
WZDQ	Humboldt	A	102.3	6.0	299	c	Black Crow Bcstg	64	0008		d3	CHR	750	0.86	11.2	4.8	6.8	8.9	8.7	9.5	5.0	6.3	6.1	
WMXX	Jackson	C2	103.1	42.0	538	a	Hunt, Gerald W.	79				Oldies	400	0.64	8.0	4.8	3.4	5.9	6.7	4.2	6.9	7.4	5.8	
WTVN	Jackson	C1	104.1	100.0	679	b	Clear Channel Comm	47	0008		g	Country	1,200	1.65	9.3	7.6	8.0	6.9	7.7	8.4	6.9	7.4	14.5	
WLSZ	Humboldt	A	105.3	3.0	328		Boyd Enterprises Inc	88				Modern Rock	400	0.93	5.5	5.7	5.7	5.0	3.8	4.2	5.9	6.3	5.2	
WWYN	McKenzie	C1	106.9	100.0	892	c	Black Crow Bcstg	54	0003	1,873		Country	1,000	2.10	6.1	5.7	5.7	6.9	2.9	6.3	1.0	3.2	1.6	
WHHM	Henderson	C2	107.7	50.0	308	c	Black Crow Bcstg	90	0008	1,350		70&80/Varty	525	1.22	5.5	6.7	3.4	5.0	3.8	4.2	5.0	2.1	1.7	
# FM Stations -					11	# Combos -					7	FM TOTALS				92.7	73.5	77.3	76.3	70.1	77.9	76.3	69.5	78.3

AM Stations

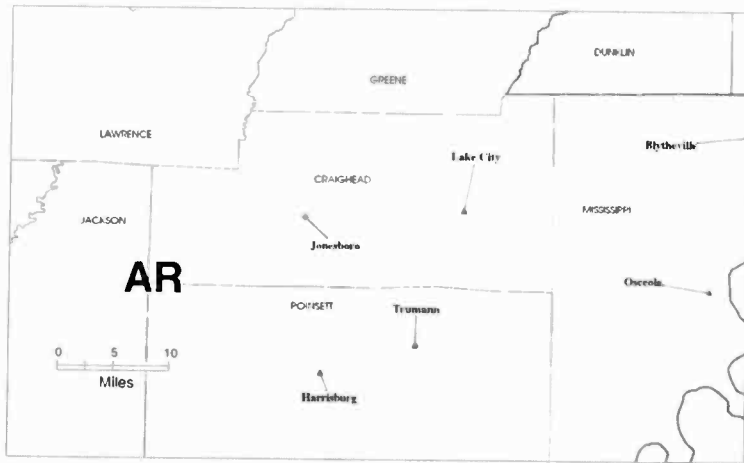
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WDXI	Jackson	B	1310	5.0	1.00	a	Hunt, Gerald W.	48	9301	480		Bus News			2.5	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	0.77	4.8	1.0	1.1	1.0	2.9	2.1	4.0	4.2	3.9	
WJAK	Jackson	D	1460	1.0	0.13		Wolfe Comm Inc	54	9902		c1	R&B Oldies	125	0.33	4.8	3.8	4.5	5.9	1.9	0.0	1.0	5.3	0.0	
# AM Stations -					3	# Combos -					2	AM TOTALS				7.3	4.8	5.6	6.9	4.8	2.1	5.0	9.5	3.9
AM & FM Stations Profiled -					14	# Duopolies -					3	Total Local Commercial Share				78.3	82.9	83.2	74.9	80.0	81.3	79.0	82.2	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 280

Revenue Rank: 249

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	\$5,100	\$5,400	
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.9%	\$5,700	\$6,100	\$6,400	\$6,800	\$7,100	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$4.68/1,000	2007 \$5.07/1,000	Est. Breakout			
Revenue/Capita	N/A	\$64.44	\$81.24	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	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 ^{1/}	1,154.7	NA ^{1/}	1,154.7	1,401.6	4.0%
EBI ^{2/}	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	1		5	6	6	2	8
Tot 12+	7.3		55.2	62.5	62.5	5.2	67.7
Avg 12+	7.3		11.0	10.4	10.4	2.6	8.5
Tot LCS	10.8		81.5	92.3	92.3	7.7	100.0
Avg LCS	10.8		16.3	15.4	15.4	3.8	12.5

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

Market: Jonesboro, AR

Competitive Overview

Metro Rank: 280

Some stations also rated in Memphis.

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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
KBZR	Harrisburg	C2	95.9	50.0	cp	492 a	Clear Channel Comm	99	0207	2,000	c1	Oldies	350	0.85	7.6	9.4	2.2	4.7	5.8	4.6	5.7	4.6	7.6			
• KDEZ	Jonesboro	C2	100.5	38.0		558 b	Saga Comm Inc	86	0211		d1	AOR	800	0.70	21.2	8.3	12.1	16.3	12.8	17.2	12.5	11.5	11.2			
KIYS	Jonesboro	C	101.9	100.0		1060 a	Clear Channel Comm	47	0101		sw	CHR	900	0.94	17.8	9.4	11.0	10.5	14.0	11.5	11.4	12.6	13.4			
KDXY	Lake City	C3	104.9	13.5		449 b	Saga Comm Inc	94	0211		d1	Country	950	0.83	21.2	14.6	13.2	12.8	16.3	11.5	17.0	14.9	15.2			
KJBX	Trumann	A	106.7	6.0		328 b	Saga Comm Inc	91	0211		d1	AC	225	0.99	4.2	7.3	5.5	2.3	3.5	4.6	5.7	3.4	3.7			
KFIN	Jonesboro	C1	107.9	100.0		600 a	Clear Channel Comm	74	0101		sw	Country	1,700	1.49	21.1	13.5	16.5	17.4	11.6	16.1	13.6	17.2	16.2			
# FM Stations -															6	# Combos -		6	FM TOTALS							
															93.1	62.5	60.5	64.0	64.0	65.5	65.9	64.2	67.3			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
• KNEA	Jonesboro	D	970	1.0	0.04	a	Clear Channel Comm	50	0207		c1	Sprts/Talk	100	0.74	2.5	2.1	2.2	2.3	1.2	0.0	2.3	3.4	2.0			
KBTM	Jonesboro	C	1230	1.0	1.00	a	Clear Channel Comm	30	0101		sw	Nws/Tlk/Spt	325	1.43	4.2	3.1	2.2	2.3	3.5	2.3	2.3	2.3	2.1			
# AM Stations -															2	# Combos -		2	AM TOTALS							
AM & FM Stations Profiled -															8	# Duopolies -		4	Total Local Commercial Share							
															6.7	5.2	4.4	4.6	4.7	2.3	4.6	5.7	4.1			
															67.7	64.9	68.6	68.7	67.8	70.5	69.9	71.4				

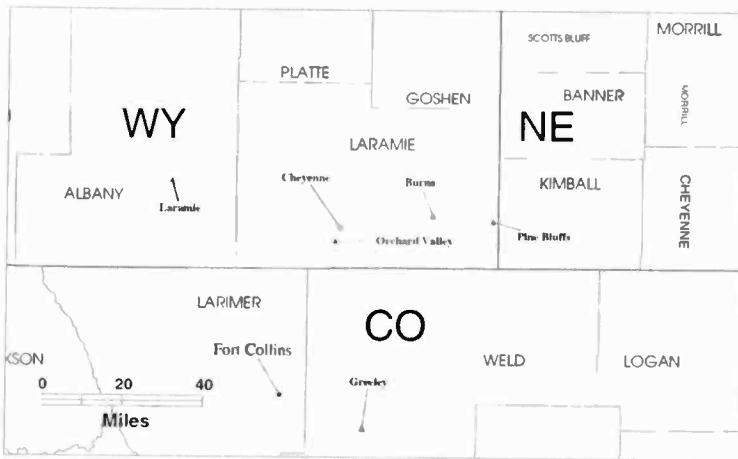
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 281

Revenue Rank: 266

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
		\$3,000	\$3,300	\$4,100	\$4,200	\$4,000	\$4,400
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	10.0%	\$4,700	\$5,000	\$5,300	\$5,600	\$5,800	5.6%
Revenue/Retail Sales	NA ^{1/}	\$3.55/1,000	\$3.73/1,000				Est. Breakout
Revenue/Capita	\$37.97	\$53.20	\$69.38				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	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 ^{1/}	1,240.6	NA ^{1/}	1,240.6	1,555.9	4.6%
EBI ^{2/}	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	7	10	5	15
Tot 12+	14.0		42.0	53.2	56.0	12.1	68.1
Avg 12+	4.7		6.0	7.6	5.6	2.4	4.5
Tot LCS	20.6		61.7	78.1	82.2	17.8	100.0
Avg LCS	6.9		8.8	11.2	8.2	3.6	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 Ft Collins-Greeley, CO.
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	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KCGY	Laramie	C	95.1	100.0	1070		Clear Channel Comm	83	0204	1,900		Country			0.8	0.9	0.0	0.0	1.0	1.1	0.0	0.0	2.7		
KSME	Greeley	C1	96.1	100.0	735	b	Clear Channel Comm	75	9905			CHR	n/a		12.2	11.2	12.2	9.5	6.3	7.5	3.2	0.0	0.0		
• KQLF	Cheyenne	C1	97.9	100.0 cp	810	a	Clear Channel Comm	68	9905			AC	n/a		4.2	3.7	2.2	0.0	5.2	7.5	7.5	10.9	6.7		
KOLZ	Cheyenne	C1	100.7	100.0	489	a	Clear Channel Comm	61	9905		g2	Country	900	1.22	16.7	13.1	12.2	7.6	13.5	12.9	11.8	12.9	8.1		
KIGN	Burns	C2	101.9	50.0	492	a	Clear Channel Comm	90	9905		g2	Rock	700	1.10	14.5	9.3	6.7	11.4	7.3	9.7	11.8	11.9	13.0		
KROU	Laramie	C2	104.5	10.5	938	c	Mountain States Rad	96	0103	200		Clsc Rock	250	1.21	4.7	1.9	1.1	2.9	3.1	3.2	1.1	2.0	2.0		
KRRR	Cheyenne	A	104.9	6.0	4	c	Mountain States Rad	97	0202	800	c2	Oldies	300	0.47	14.4	9.3	6.7	12.4	6.3	8.6	6.5	6.9	6.0		
KREO	Pine Bluffs	A	105.3	0.4 cp	157	e	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	c	Mountain States Rad	89	0103	925		Hot AC	300	1.75	3.9	1.9	2.2	2.9	2.1	1.1	2.2	3.0	2.3		
KLEN	Cheyenne	A	106.3	3.0	-3	a	Clear Channel Comm	83	9905		g2	Soft AC	300	1.05	6.5	4.7	3.3	1.9	6.3	6.5	5.4	7.9	5.6		
# FM Stations -					10	# Combos -					8	FM TOTALS					77.9	56.0	46.6	48.6	51.1	58.1	49.5	55.5	46.4

AM Stations													ARB 12+ Metro Shares (see rights)												
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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KGAB	Orchard Valley	B	650	8.5	0.50		a	Clear Channel Comm	52	9905		g2	News/Talk	325	1.21	6.1	4.7	4.4	4.8	3.1	3.2	4.3	5.0	6.4	
KFBC	Cheyenne	C	1240	0.7	0.00			Montgomery Bcstg Ltd	40	9307	250		Nws/Tlk/AC	725	3.05	5.4	3.7	3.3	3.8	3.1	1.1	4.3	3.0	2.9	
• KJJL	Cheyenne	D	1380	1.0 cp	0.01		d	Christus Bcstg Inc	70	9612	120		Adlt Stndrd	300	1.14	6.0	1.9	3.3	5.7	2.1	3.2	5.4	3.0	6.2	
• KRAE	Cheyenne	D	1480	1.0	0.07		c	Mountain States Rad	61	0202		c2	Nws/Tlk/Spt	225	1.65	3.1	0.9	3.3	1.9	2.1	3.2	1.1	2.0	2.0	
KKWY	Fox Farm	B	1630	10.0 cp	1.00		d	Christus Bcstg Inc	98				Country	75	1.22	1.4	0.9	1.1	1.9	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					5	# Combos -					4	AM TOTALS					22.0	12.1	15.4	18.1	10.4	10.7	15.1	13.0	17.5
AM & FM Stations Profiled -					15	# Duopolies -					6	Total Local Commercial Share					68.1	62.0	66.7	61.5	68.8	64.6	68.5	63.9	

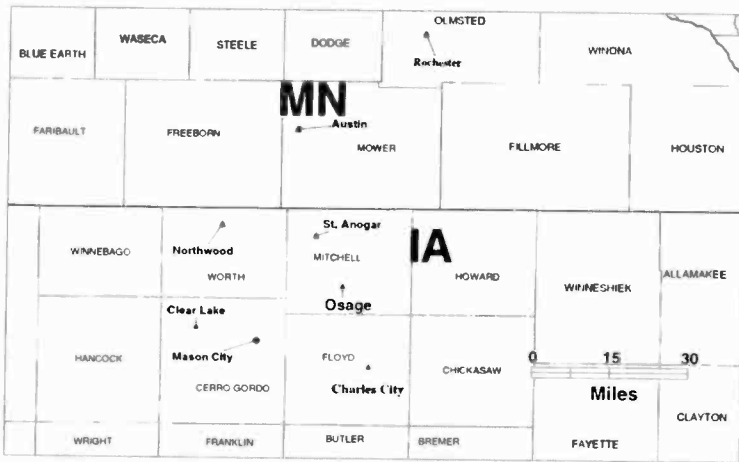
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 282

Revenue Rank: 249

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
Total	81.4

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	N/A	\$4,500	\$4,700	\$5,100	\$5,000	\$5,400	
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
8.0%	\$5,700	\$6,100	\$6,500	\$6,800	\$7,200	5.8%	

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.98/1,000	\$5.62/1,000	Local 80%
Revenue/Capita	N/A	\$66.34	\$89.89	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	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 ^{1/}	1,083.4	NA ^{1/}	1,083.4	1,281.7	3.4%
EBI ^{2/}	1,169.0	1,261.4	1.5%	1,261.4	1,480.3	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		7	8	10	3	13
Tot 12+	2.1		55.8	57.9	57.9	12.7	70.6
Avg 12+	0.7		8.0	7.2	5.8	4.2	5.4
Tot LCS	3.0		79.0	82.0	82.0	18.0	100.0
Avg LCS	1.0		11.3	10.3	8.2	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 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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KIAI	Mason City	C1	93.9	100.0	791	a	Clear Channel Comm	85	0010		g1	Country	1,100	1.15	17.7	14.7	12.4	11.2	12.2	11.4	12.9	14.2	15.3		
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	6.0	299	a	Clear Channel Comm	71	0010		g1	AC	200	2.65	1.4	2.1	2.1	0.9	1.0	2.9	3.2	1.9	1.7		
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	CHR	400	1.01	7.3	7.4	8.2	7.5	2.0	1.0	2.2	0.0	0.0		
KAUS	Austin	C1	99.9	100.0	929		Three Eagles Comm	63	0007		g1	Country	250	0.91	5.1	4.2	5.2	3.7	3.0	3.8	5.3	5.7	4.8		
KYTC	Northwood	C3	102.7	25.0	308	b	Three Eagles Comm	90	0008		na	Oldies	275	0.69	7.4	7.4	6.2	4.7	5.1	6.7	6.5	4.7	4.5		
KLKK	Clear Lake	C3	103.7	25.0	187	a	Clear Channel Comm	70	0010		g1	Clsc Rock	975	1.37	13.2	8.4	6.2	10.3	7.1	10.5	6.5	4.7	7.7		
KLSS	Mason City	C1	106.1	100.0	315	b	Three Eagles Comm	67	9703	3,500	c1	AC	1,200	1.20	18.5	8.4	11.3	11.2	13.3	14.3	14.0	15.1	10.4		
KROC	Rochester	C0	106.9	100.0	1109		Southern Minn Bcstg	65				Top 40	n/a		11.7	5.3	5.2	6.5	9.1	10.4	9.6	13.2	14.0		
# FM Stations -														10	# Combos -		6	FM TOTALS							
															82.3	57.9	56.8	56.0	52.8	61.0	60.2	59.5	58.4		

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)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KGLO	Mason City	B	1300	5.0	5.00	a	Clear Channel Comm	37	0010		g1	FullService	775	1.29	11.1	9.5	8.2	5.6	9.2	7.6	7.5	11.3	7.5		
KRIB	Mason City	C	1490	1.0	1.00	b	Three Eagles Comm	48	9703		c1	Adlt Stndrd	150	0.41	6.7	3.2	3.1	2.8	6.1	3.8	7.5	4.7	4.6		
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	12.7	11.3	8.4	15.3	11.4	15.0	16.0	12.1		
AM & FM Stations Profiled -														13	# Duopolies -		4	Total Local Commercial Share							
															70.6	68.1	64.4	68.1	72.4	75.2	75.5	70.5			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 283

Revenue Rank: 255

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	\$4,900	\$5,200	1.7%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.1%	\$5,400	\$5,800	\$6,100	\$6,500	\$6,800	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$5.15/1,000	\$5.89/1,000	Local	85%		
	\$59.80	\$65.82	\$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 ^{1/}	1,009.7	NA ^{1/}	1,009.7	1,153.8	2.7%
EBI ^{2/}	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		5	5	4	9
Tot 12+	4.9	58.1		63.0	63.0	13.5	76.5
Avg 12+	4.9	14.5		12.6	12.6	3.4	8.5
Tot LCS	6.4	75.9		82.4	82.4	17.6	100.0
Avg LCS	6.4	19.0		16.5	16.5	4.4	11.1

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: 283

Some stations also rated in Bluefield, WV

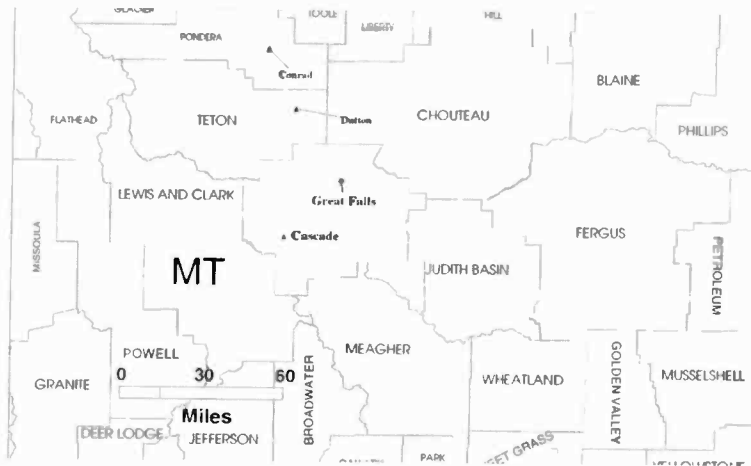
FM Stations													ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
			Freq	(kW)												2003	2002	2002	2001	2001	2000	2000	1999	
WAXS	Oak Hill	B	94.1	26.5	650	a	Plateau Bcstg Inc	48	9209	500	1	Oldies	500	0.85	11.3	9.9	5.1	10.3	7.4	6.4	2.5	3.5	3.9	
WJLS	Beckley	B	99.5	34.0	1050	b	First Media	46	0202	3,600	c1	Country	1,275	0.93	26.4	21.0	21.8	25.3	16.0	20.5	18.5	25.6	20.6	
WMTD	Hinton	A	102.3	0.4	1273	c	Southern Comm Corp	85	0005	1,070	c4	Clsc Rock	725	1.39	10.0	4.9	11.5	6.9	8.6	9.0	8.6	8.1	7.5	
WCIR	Beckley	B	103.7	5.0	1483	c	Southern Comm Corp	71	9906			1 AC	1,300	1.09	23.0	17.3	15.4	17.2	18.5	17.9	23.5	18.6	15.1	
WTNJ	Mount Hope	B	105.9	50.0	499	c	Southern Comm Corp	80	0103	2,375		1 Country	950	1.07	17.1	9.9	9.0	10.3	16.0	9.0	16.0	16.3	15.2	
# FM Stations -					5	# Combos -					4	FM TOTALS				87.8	63.0	62.8	70.0	66.5	62.8	69.1	72.1	62.3
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 Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
			Freq	(kW)	(kW)												2003	2002	2002	2001	2001	2000	2000	1999
WJLS	Beckley	B	560	4.5	0.47	b	First Media	39	0202		c1	Gospel	125	0.45	5.3	8.6	6.4	4.6	3.7	7.7	7.4	7.0	13.5	
WWNR	Beckley	D	620	5.0	0.03	c	Southern Comm Corp	46	0111 p			1 Nws/Tlk/Spt	150	0.54	5.3	3.7	3.8	4.6	3.7	6.4	3.7	4.7	4.9	
WOAY	Oak Hill	D	860	10.0	0.01	c	Ellison, Eugene C.	47	9007	100		Religion	100	1.28	1.5	1.2	0.0	1.1	1.2	1.3	0.0	0.0	0.0	
WIWS	Beckley	D	1070	10.0	0.00	c	Southern Comm Corp	66	7606			1 Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	
# AM Stations -					4	# Combos -					3	AM TOTALS				12.1	13.5	10.2	10.3	8.6	15.4	11.1	11.7	20.8
AM & FM Stations Profiled -					9	# Duopolies -					2	Total Local Commercial Share				76.5	73.0	80.3	75.1	78.2	80.2	83.8	83.1	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 284

Revenue Rank: 272

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	\$3,700	\$3,900
Revenue/Retail Sales Revenue/Capita	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.4%	\$4,100	\$4,400	\$4,600	\$4,900	\$5,100	5.8%
	1997	2002	2007				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.18/1,000	\$5.15/1,000				Local 70%
Revenue/Capita	\$41.67	\$49.12	\$64.80				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	81.6	79.4	-0.5%	79.4	78.7
Households	31.0	32.4	0.9%	32.4	32.5	0.1%
Retail Sales	NA ^{1/}	932.1	NA ^{1/}	932.1	990.1	1.2%
EBI ^{2/}	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	Viable FMs	All FMs	All AMs	Total
# Stations			9	9	9	4	13
Tot 12+			67.1	67.1	67.1	14.9	82.0
Avg 12+			7.5	7.5	7.5	3.7	6.3
Tot LCS			81.8	81.8	81.8	18.2	100.0
Avg LCS			9.1	9.1	9.1	4.5	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														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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
																2003	2002	2002	2001	2001	2000	2000	1999		
KLFM	Great Falls	C1	92.9	100.0	410	b	Commonwealth Comm	82	0010		g1	Oldies	275	0.87	8.1	5.3	5.5	7.6	6.8	14.1	9.6	12.6	14.6		
KTZZ	Conrad	C1	93.7	100.0	558		Mason, Jeannine M.		97			Clsc Rock	175	0.66	6.8	3.2	2.2	5.4	6.8	7.1	7.2	9.5	1.1		
KMON	Great Falls	C1	94.5	100.0	495	b	Commonwealth Comm	72	0010		g1	Country	700	1.15	15.6	16.0	14.3	12.0	15.9	15.3	19.3	23.2	16.1		
KVVR	Dutton	C1	97.9	100.0	715	b	Commonwealth Comm	01	0103	323	cp	Lite Rock	275	0.67	10.6	8.5	12.1	7.6	11.4	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	12.8	12.1	16.3	18.2	18.8	18.1	17.9	15.6		
• KEHT	Great Falls	C1	100.3	100.0	495		Flinn Bcstg Corp		03			Top 40				5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KIKF	Cascade	C	104.9	94.0 cp	2038	a	Fisher Radio Region		01			Country	50	0.99	1.3	4.3	2.2	2.2	0.0	0.0	0.0	0.0	0.0		
KQDI	Great Falls	C1	106.1	100.0	371	c	Fisher Comm Inc	63	9604	850	c1	Clsc Rock	475	1.38	8.8	5.3	6.6	7.6	8.0	9.4	10.8	7.4	13.7		
KINX	Great Falls	C	107.3	94.0 cp	2038	a	Fisher Radio Region		02			Rock	125	0.56	5.7	6.4	6.6	9.8	0.0	0.0	0.0	0.0	0.0		
# FM Stations -														9	# Combos -		7	FM TOTALS							
																76.3	67.1	61.6	68.5	67.1	64.7	65.0	70.6	61.1	

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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
																2003	2002	2002	2001	2001	2000	2000	1999		
KMON	Great Falls	B	560	5.0	5.00	b	Commonwealth Comm	47	0010		g1	Country	650	1.40	11.9	7.4	9.9	8.7	12.5	10.6	9.6	7.4	10.8		
KEIN	Great Falls	B	1310	5.0	1.00		Munson Radio Inc	22	9707	80		Adlt Stndrd	200	1.17	4.4	0.0	2.2	3.3	4.5	1.2	1.2	2.1	0.0		
KXGF	Great Falls	C	1400	0.7	0.68	c	Fisher Comm Inc	47	8805		c3	Nostalgia	75	0.44	4.4	1.1	7.7	3.3	4.5	8.2	8.4	6.3	5.5		
KQDI	Great Falls	C	1450	0.7	0.00	c	Fisher Comm Inc	55	9906		c1	Talk	100	0.83	3.1	6.4	4.4	2.2	3.4	4.7	2.4	4.2	3.2		
# AM Stations -														4	# Combos -		3	AM TOTALS							
																23.8	14.9	24.2	17.5	24.9	24.7	21.6	20.0	19.5	
AM & FM Stations Profiled -														13	# Duopolies -		4	Total Local Commercial Share							
																82.0	85.8	86.0	92.0	89.4	86.6	90.6	80.6		

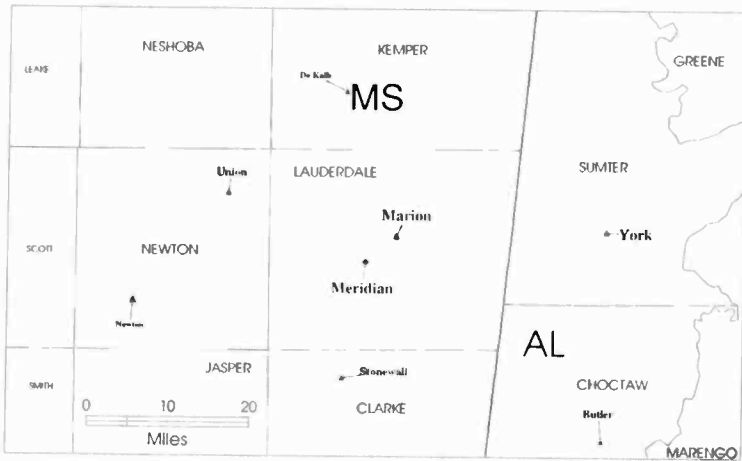
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 285

Revenue Rank: 229

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
Revenue/Retail Sales Revenue/Capita	1997	2002	2007		Est. Breakout		
	NA ^{1/}	\$5.87/1,000	\$6.43/1,000		Local	90%	
	6.6%	\$6.900	\$7,400	\$7,800	\$8,200	\$8,600	5.8%
							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 ^{1/}	1,107.0	NA ^{1/}	1,107.0	1,338.1	3.9%
EBI ^{2/}	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		70.7	70.7	73.8	13.5	87.3
Avg 12+	1.6		8.8	8.8	7.4	2.7	5.8
Tot LCS	3.6		81.0	81.0	84.5	15.5	100.0
Avg LCS	1.8		10.1	10.1	8.5	3.1	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													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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
																2003	2002	2002	2001	2001	2000	2000	1999
WKZB	Butler	C2	93.5	32.0	610		Holladay Bcstg	78	0209	772	1	Clsc Rock	300	0.94	4.9	5.2	4.1	3.4	4.8	3.7	3.8	4.2	5.4
WYYW	Marion	C2	95.1	26.0	597	a	Clear Channel Comm	87	0105	10,000	d1	Country	200	1.10	2.8	3.1	4.1	2.3	2.4	3.7	2.5	2.1	4.6
WOKK	Meridian	C1	97.1	100.0	600	b	New South Comm Inc	67				Country	1,475	1.23	18.4	12.5	15.5	17.2	13.3	12.3	15.0	14.7	13.9
WMSO	Newton	C3	97.9	8.7	551	a	Clear Channel Comm	75	0105		d1	Oldies	650	2.04	4.9	3.1	3.1	3.4	4.8	4.9	3.8	3.2	2.8
WJDQ	Meridian	C1	101.3	100.0	577	a	Clear Channel Comm	68	0105		d1	AC	800	1.17	10.5	13.5	9.3	5.7	12.0	12.3	10.0	11.6	11.3
WMMZ	Meridian	A	102.1	0.9	509	c	Holladay Bcstg	93	9301	244	cp	1 ChrsContem	350	1.92	2.8	2.1	1.0	2.3	2.4	3.7	3.8	3.2	5.6
WZKS	Union	C2	104.1	19.0	535	a	Clear Channel Comm	96	0105		d1	Urban AC	700	0.96	11.2	13.5	10.3	6.9	12.0	9.9	15.0	11.6	9.9
WSLY	York	C2	104.9	50.0	492		Grantell Bcstg Co	76				Rhythm/Blue	450	1.10	6.3	4.2	4.1	4.6	6.0	3.7	3.8	10.5	6.6
• WJXM	De Kalb	C2	105.7	50.0	384	c	Holladay Bcstg	99			1	Urban	500	0.40	19.1	15.6	18.6	19.5	12.0	9.9	10.0	4.2	3.2
WMLV	Stonewall	A	106.9	2.3	538	c	Holladay Bcstg	98			1	Soft AC	200	1.10	2.8	1.0	2.1	2.3	2.4	2.5	3.8	4.2	2.8
# FM Stations -					10	# Combos -					8	FM TOTALS			83.7	73.8	72.2	67.6	72.1	66.6	71.5	69.5	66.1

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	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
																2003	2002	2002	2001	2001	2000	2000	1999
• WALT	Meridian	B	910	5.0	1.00	b	New South Comm Inc	46	5704			Talk/Sprts	50	0.18	4.2	2.1	2.1	2.3	4.8	4.9	6.3	5.3	5.5
WMOX	Meridian	B	1010	10.0	1.00		Magnolia Slate Bcstg	45	9301	65		Talk	450	0.89	7.8	8.3	5.2	9.2	3.6	8.6	5.0	6.3	7.4
WNBN	Meridian	D	1290	2.5	0.09		Rackley, Frank, Jr.	88				Gsp/R&B/Tlk	150	0.82	2.8	2.1	1.0	1.1	3.6	1.2	2.5	2.1	2.7
WMER	Meridian	D	1390	5.0	0.10		Glass, Michael H.	73	9802	55		Gospel	100	1.10	1.4	1.0	2.1	0.0	2.4	0.0	1.3	0.0	0.0
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	0.0
# AM Stations -					5	# Combos -					2	AM TOTALS			16.2	13.5	10.4	12.6	14.4	14.7	15.1	13.7	15.6
AM & FM Stations Profiled -					15	# Duopolies -					4	Total Local Commercial Share			87.3	82.6	80.2	86.5	81.3	86.6	83.2	81.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 286

Revenue Rank: 266

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	\$5,500	\$5,800	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$4.42/1,000	\$5.01/1,000	Local	85%		
	\$39.45	\$64.42	\$82.62	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
Households	25.2	27.7	1.9%	27.7	29.1	1.0%
Retail Sales	NA ^{1/}	995.3	NA ^{1/}	995.3	1,157.2	3.1%
EBI ^{2/}	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		5	7	7	3	10
Tot 12+	12.9		37.2	50.1	50.1	14.2	64.3
Avg 12+	6.5		7.4	7.2	7.2	4.7	6.4
Tot LCS	20.1		57.9	77.9	77.9	22.1	100.0
Avg LCS	10.0		11.6	11.1	11.1	7.4	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 Jacksonville

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WHFX	St. Simons Island	A	92.7	6.0	328	b	Qantum Comm	90	0307		g1	Clisc Rock	375	0.98	8.7	2.9	3.9	2.3	10.0	6.2	4.8	5.1	6.7			
WSOL	Brunswick	C	101.5	100.0	1463		Clear Channel Comm	66	9905		1	Urban AC	n/a		11.5	10.0	7.8	8.1	7.5	11.1	10.8	11.4	8.5			
WYNR	Waycross	C1	102.5	97.0	994	b	Qantum Comm	71	0307		g1	Country	625	1.01	14.1	12.9	11.7	9.3	10.0	8.6	13.3	7.6	12.6			
WWSN	Waycross	C	103.3	100.0	994	b	Qantum Comm	72	0307		g1	AC/StRk	1,100	2.81	8.9	4.3	3.9	5.8	6.3	3.7	7.2	7.6	7.4			
• WRJY	Brunswick	A	104.1	4.2	390	a	Hickey & Esserman	94	0103	2,800	d1	Urban/Gospl	600	0.73	18.7	10.0	11.7	14.0	11.3	16.0	12.0	11.4	8.4			
WXMK	Dock Junction	C3	105.9	15.0	420	a	Hickey & Esserman	91	0103		d1	Adult CHR	600	1.10	12.4	7.1	6.5	9.3	7.5	6.2	7.2	8.9	8.1			
WBGA	Darien	C2	107.7	50.0	482	b	Qantum Comm	93	0307		g1	Oldies	450	2.92	3.5	2.9	3.9	2.3	2.5	6.2	3.6	2.5	5.9			
# FM Stations -															7	# Combos -		6	FM TOTALS							
															77.8	50.1	49.4	51.1	55.1	58.0	58.9	54.5	57.6			

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)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WSFN	Brunswick	D	790	0.5	0.12		MarMac Comm LLC	66	9805	350		Sports	100	1.26	1.8	1.4	1.3	1.2	1.3	1.2	1.2	2.5	2.9			
WGIG	Brunswick	B	1440	5.0	1.00	b	Qantum Comm	49	0307		g1	Nws/Tik/Spt	400	0.79	11.5	5.7	10.4	7.0	8.8	6.2	9.6	7.6	4.9			
WMOG	Brunswick	C	1490	0.6	0.00	b	Qantum Comm	40	0307		g1	Nostalgia	100	0.26	8.8	7.1	6.5	4.7	7.5	7.4	8.4	10.1	7.0			
# AM Stations -															3	# Combos -		2	AM TOTALS							
															22.1	14.2	18.2	12.9	17.6	14.8	19.2	20.2	14.8			
AM & FM Stations Profiled -															10	# Duopolies -		4	Total Local Commercial Share							
															64.3	67.6	64.0	72.7	72.8	78.1	74.7	72.4				

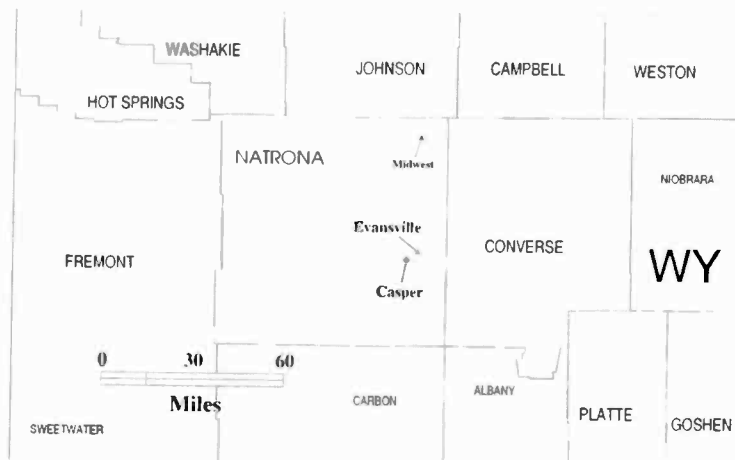
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 287

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	\$3,600	\$3,800	4.0%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.6%	\$4,000	\$4,300	\$4,500	\$4,800	\$5,000	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$4.07/1,000	2007 \$4.29/1,000	Est. Breakout			
Revenue/Capita	\$47.99	\$56.97	\$74.63	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	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 ^{1/}	932.6	NA ^{1/}	932.6	1,164.5	4.5%
EBI ^{2/}	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+			71.9	71.9	71.9	16.7	88.6
Avg 12+			9.0	9.0	9.0	4.2	7.4
Tot LCS			81.2	81.2	81.2	18.8	100.0
Avg LCS			10.1	10.1	10.1	4.7	8.3

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

Market: Casper, WY

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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
KMLD	Casper	C	94.5	65.0	1910	b	Mountain States Rad	97	9907		sw	Oldies	100	0.57	4.6	7.7	2.6	3.4	4.7	6.4	5.4	6.3	6.6			
KWYY	Casper	C	95.5	100.0	cp	1870	b	Clear Channel Comm	81	0104	2,100	d4	1	Country	350	1.15	8.0	7.7	6.5	6.8	7.1	6.4	10.8	10.1	7.7	
KMGW	Casper	C2	96.7	2.9	cp	1772	b	Clear Channel Comm	67	0104		d4	1	Mix AC	150	0.60	6.6	7.7	6.5	5.7	5.9	5.1	6.8	6.3	4.1	
KHOC	Casper	C	102.5	100.0		1860	a	Mt Rushmore Bcstg	98	9810	300	cp	1	Hot AC	300	1.49	5.3	5.1	3.9	6.8	2.4	2.6	2.7	2.5	3.3	
KQLT	Casper	C	103.7	100.0		1860	a	Mt Rushmore Bcstg	83	9408	230		1	Country	375	0.93	10.6	9.0	5.2	8.0	10.6	6.4	10.8	10.1	7.3	
KTRS	Casper	C1	104.7	18.0		1811	b	Clear Channel Comm	97	0104		d4	1	CHR	725	1.03	18.5	16.7	14.3	15.9	16.5	16.7	16.2	12.7	15.8	
KASS	Casper	C	106.9	100.0		1765	a	Mt Rushmore Bcstg	85	9506		na	1	Clsc Rock	375	0.87	11.3	10.3	13.0	8.0	11.8	12.8	9.5	8.9	9.3	
KRVK	Midwest	C	107.9	100.0	cp	1949	b	Clear Channel Comm	98	0104	200		1	Clsc Hits	600	0.96	16.5	7.7	10.4	13.6	15.3	12.8	8.1	16.5	11.4	
# FM Stations -															8	# Combos -		8	FM TOTALS							
															81.4	71.9	62.4	68.2	74.3	69.2	70.3	73.4	65.5			

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)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
KUYO	Evansville	D	830	25.0	0.00	Wyoming Christian	86	9906	75	na	Chrst/Talk			0.6	1.3	2.6	1.1	0.0	0.0	1.4	0.0	0.0				
KTWO	Casper	B	1030	50.0	50.00	b	Clear Channel Comm	30	9905		g1	1	FuSvc/Cntry	675	1.49	11.9	11.5	13.0	12.5	8.2	12.8	12.2	11.4	16.0		
• KVOC	Casper	C	1230	1.0	1.00	a	Mt Rushmore Bcstg	46	9707	105		1	Nstlg/Sprts	50	0.34	3.9	2.6	6.5	3.4	3.5	3.8	4.1	6.3	6.3		
KKTL	Casper	C	1400	1.0	1.00	b	Clear Channel Comm	98	9905		g1	1	Talk	75	0.99	2.0	1.3	2.6	1.1	2.4	1.3	1.4	0.0	1.7		
# AM Stations -															4	# Combos -		3	AM TOTALS							
AM & FM Stations Profiled -															12	# Duopolies -		4	Total Local Commercial Share							
															18.4	16.7	24.7	18.1	14.1	17.9	19.1	17.7	24.0			
															88.6	87.1	86.3	88.4	87.1	89.4	91.1	89.5				

• Indicates a change since last edition

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	Growth Rate Projections By Market	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	Number of Radio Stations in Market	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	2002 Estimated Gross Revenues by Market Rank	Indexed on Market Rank order, this table profiles the estimated 2002 gross revenues for radio in each Arbitron-rated market.
Table 4	2002 Estimated Gross Revenues by Revenue Amount	Listed by BIA/i's Market Revenue Rank, this table highlights the estimated 2002 gross revenues for each Arbitron-rated market.
Table 5	Station Calls to Market Rank	A cross reference for locating the Arbitron-rated market in which a station is rated.
Table 6	City of License to Market Rank	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-Provo, 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-SC	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

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
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-Plattsburgh, VT-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-Ashland, WV-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-Superior, MN-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-Moorhead, ND-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	Pittsburg, KS	0.0	0.0	4.5	3.1
233	Abilene, TX	0.6	0.8	2.6	3.9
234	Dubuque, IA	-0.1	0.4	3.6	3.9
235	Joplin, MO	1.0	1.1	4.9	5.2
236	Lafayette, IN	1.1	1.4	5.2	5.7
237	Bloomington, IL	1.1	1.4	4.9	6.6
238	Panama City, FL	1.4	1.7	3.4	4.9
239	Wheeling, WV	-0.9	-0.6	3.0	2.3
240	Santa Fe, NM	0.7	1.1	3.6	5.4
241	Waterloo-Cedar Falls, IA	-0.2	0.0	2.7	3.6
242	Parkersburg-Marietta, WV-OH	-0.3	0.1	2.2	3.0
243	Lima, OH	-0.2	0.2	3.0	2.8
244	Eau Claire, WI	0.5	0.9	7.1	5.3
245	Meadville-Franklin, PA	0.0	0.3	2.5	3.0
246	Florence-Muscle Shoals, AL	0.4	0.8	2.6	3.6
247	State College, PA	0.7	1.0	3.3	4.4
248	Pueblo, CO	1.1	1.2	3.3	4.8
249	Elizabeth City-Nags Head, NC	0.9	1.3	5.1	4.2
250	Sussex, NJ	0.7	1.0	4.3	4.0
251	Monroe, LA	-0.2	0.2	2.5	3.9
252	Wichita Falls, TX	0.4	0.6	4.1	3.7

Rank	Market	% Growth Rate 2002 - 2007			
		Pop	HH	RS	EBI
253	Columbia, MO	1.2%	1.4%	4.5%	6.3%
254	Battle Creek, MI	0.0	0.3	5.7	3.2
255	Texarkana, TX-AR	0.7	1.1	5.0	4.1
256	Altoona, PA	-0.3	0.0	4.8	3.6
257	Billings, MT	0.2	0.4	1.6	3.2
258	Columbus-Starkville-West Point, MS	0.1	0.5	3.7	4.0
259	Grand Junction, CO	1.6	1.7	6.5	5.7
260	Williamsport, PA	0.0	0.3	2.4	2.8
261	Augusta-Waterville, ME	0.4	0.9	3.7	3.0
262	Sioux City, IA	0.0	-0.1	3.2	3.8
263	Albany, GA	0.4	0.8	2.0	4.5
264	Harrisonburg, VA	2.0	2.1	6.7	5.6
265	Mankato-New Ulm-St Peter, MN	0.2	0.6	7.0	5.3
266	Sheboygan, WI	0.5	0.9	3.7	4.6
267	Decatur, IL	-0.6	-0.3	3.9	3.3
268	Rapid City, SD	0.3	0.8	3.6	5.0
269	Lawton, OK	0.0	0.2	1.7	3.3
270	Bluefield, WV	-0.3	0.2	3.2	2.5
271	Watertown, NY	-0.4	0.0	1.8	1.9
272	Lewiston-Auburn, ME	0.1	0.6	4.1	3.1
273	San Angelo, TX	0.6	0.9	3.6	4.2
274	Ithaca, NY	0.0	0.5	2.6	3.1
275	Sebring, FL	2.5	2.5	3.6	5.2
276	Cookeville, TN	0.9	1.1	5.1	4.7
277	Grand Forks, ND-MN	-0.5	-0.1	3.8	4.2
278	Bismarck, ND	0.5	1.0	3.6	5.0
279	Jackson, TN	0.8	1.1	5.7	6.5
280	Jonesboro, AR	0.8	1.1	4.0	5.1
281	Cheyenne, WY	0.2	0.5	4.6	4.6
282	Mason City, IA	-0.3	-0.2	3.4	3.3
283	Beckley, WV	-0.1	0.4	2.7	3.3
284	Great Falls, MT	-0.2	0.1	1.2	2.4
285	Meridian, MS	-0.1	0.1	3.9	3.6
286	Brunswick, GA	0.6	1.0	3.1	5.1
287	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
1	New York, NY	35	41	76
2	Los Angeles, CA	36	38	74
3	Chicago, IL	42	45	87
4	San Francisco, CA	28	41	69
5	Dallas-Ft. Worth, TX	27	36	63
6	Philadelphia, PA	25	18	43
7	Houston-Galveston, TX	25	31	56
8	Washington, DC	28	25	53
9	Boston, MA	38	27	65
10	Detroit, MI	20	23	43
11	Atlanta, GA	43	26	69
12	Miami-Ft. Lauderdale-Hollywood, FL	26	18	44
13	Puerto Rico	52	42	94
14	Seattle-Tacoma, WA	36	21	57
15	Phoenix, AZ	22	24	46
16	Minneapolis-St. Paul, MN	22	20	42
17	San Diego, CA	17	28	45
18	Nassau-Suffolk, NY	10	17	27
19	Baltimore, MD	18	15	33
20	St. Louis, MO	27	26	53
21	Tampa-St. Petersburg-Clearwater, FL	24	18	42
22	Denver-Boulder, CO	22	19	41
23	Pittsburgh, PA	29	23	52
24	Portland, OR	27	16	43
25	Cleveland, OH	16	15	31
26	Cincinnati, OH	13	22	35
27	Sacramento, CA	14	21	35
28	Riverside-San Bernardino, CA	13	16	29
29	Kansas City, MO-KS	19	18	37
30	San Jose, CA	9	14	23
31	San Antonio, TX	22	21	43
32	Salt Lake City-Ogden-Provo, UT	23	25	48
33	Milwaukee-Racine, WI	14	19	33
34	Providence-Warwick-Pawtucket, RI	19	16	35
35	Columbus, OH	11	23	34
36	Middlesex-Somerset-Union, NJ	4	3	7

Rank	Market	# AM Stations	# FM Stations	Total Stations
37	Charlotte-Gastonia-Rock Hill, NC-SC	26	15	41
38	Orlando, FL	18	15	33
39	Las Vegas, NV	12	22	34
40	Norfolk-Virginia Beach-Newport News, VA	17	19	36
41	Indianapolis, IN	10	19	29
42	Austin, TX	12	19	31
43	Greensboro-Winston Salem-High Point, NC	27	14	41
44	New Orleans, LA	17	18	35
45	Nashville, TN	26	23	49
46	Raleigh-Durham, NC	22	16	38
47	West Palm Beach-Boca Raton, FL	15	13	28
48	Memphis, TN	22	22	44
49	Hartford-New Britain-Middletown, CT	13	12	25
50	Jacksonville, FL	19	18	37
51	Buffalo-Niagara Falls, NY	13	13	26
52	Monmouth-Ocean, NJ	4	10	14
53	Oklahoma City, OK	13	17	30
54	Rochester, NY	13	21	34
55	Louisville, KY	14	21	35
56	Richmond, VA	14	16	30
57	Birmingham, AL	21	19	40
58	Dayton, OH	10	17	27
59	Greenville-Spartanburg, SC	21	17	38
60	Westchester, NY	4	5	9
61	Honolulu, HI	17	16	33
62	Tucson, AZ	14	14	28
63	McAllen-Brownsville-Harlingen, TX	10	15	25
64	Albany-Schenectady-Troy, NY	15	25	40
65	Tulsa, OK	12	21	33
66	Grand Rapids, MI	14	15	29
67	Ft. Myers-Naples-Marco Island, FL	10	20	30
68	Fresno, CA	17	27	44
69	Wilkes Barre-Scranton, PA	18	21	39
70	Allentown-Bethlehem, PA	10	7	17
71	Albuquerque, NM	14	23	37
72	Knoxville, TN	21	16	37

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	13	23
75	Monterey-Salinas-Santa Cruz, CA	14	22	36
76	Wilmington, DE	6	6	12
77	Sarasota-Bradenton, FL	9	10	19
78	El Paso, TX	12	17	29
79	Harrisburg-Lebanon-Carlisle, PA	11	12	23
80	Syracuse, NY	12	18	30
81	Springfield, MA	10	10	20
82	Toledo, OH	6	15	21
83	Baton Rouge, LA	8	13	21
84	Greenville-New Bern-Jacksonville, NC	16	25	41
85	Little Rock, AR	14	21	35
86	Gainesville-Ocala, FL	10	20	30
87	Bakersfield, CA	14	18	32
88	Stockton, CA	4	10	14
89	Charleston, SC	10	19	29
90	Columbia, SC	9	14	23
91	Des Moines, IA	9	16	25
92	Spokane, WA	10	18	28
93	Mobile, AL	13	14	27
94	Daytona Beach, FL	7	14	21
95	Wichita, KS	8	16	24
96	Colorado Springs, CO	8	14	22
97	Madison, WI	9	18	27
98	Lakeland-Winter Haven, FL	9	3	12
99	Melbourne-Titusville-Cocoa, FL	8	8	16
100	Lafayette, LA	11	23	34
101	Johnson City-Kingsport-Bristol, TN-VA	20	12	32
102	Lexington-Fayette, KY	11	17	28
103	Ft. Wayne, IN	8	18	26
104	Visalia-Tulare-Hanford, CA	8	14	22
105	Chattanooga, TN	14	14	28
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	20	31
110	Roanoke-Lynchburg, VA	19	18	37
111	Ft. Pierce-Stuart-Vero Beach, FL	6	12	18
112	Youngstown-Warren, OH	11	11	22
113	Morristown, NJ	4	1	5
114	Worcester, MA	8	5	13
115	Lancaster, PA	4	7	11
116	Portsmouth-Dover-Rochester, NH	7	10	17
117	Bridgeport, CT	5	4	9
118	Huntsville, AL	15	13	28
119	Oxnard-Ventura, CA	5	10	15
120	Lansing-East Lansing, MI	7	10	17
121	Boise, ID	9	18	27
122	Modesto, CA	7	18	25
123	Jackson, MS	14	17	31
124	Pensacola, FL	9	12	21
125	Flint, MI	8	9	17
126	Ft. Collins-Greeley, CO	8	8	16
127	Fayetteville, NC	10	13	23
128	Reno, NV	11	17	28
129	Canton, OH	6	6	12
130	Saginaw-Bay City-Midland, MI	5	15	20
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	20	29
135	Victor Valley, CA	8	22	30
136	Biloxi-Gulfport-Pascagoula, MS	8	13	21
137	Appleton-Oshkosh, WI	6	13	19
138	Atlantic City-Cape May, NJ	7	19	26
139	Burlington-Plattsburgh, VT-NY	11	19	30
140	Trenton, NJ	5	5	10
141	Quad Cities, IA-IL	6	11	17
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	11	12	23
146	Ann Arbor, MI	5	2	7
147	Tyler-Longview, TX	9	18	27
148	Salisbury-Ocean City, MD	8	28	36
149	Newburgh-Middletown, NY	6	11	17
150	Montgomery, AL	8	11	19
151	Fayetteville, AR	7	14	21
152	Huntington-Ashland, WV-KY	10	12	22
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	11	19
158	Savannah, GA	5	15	20
159	Utica-Rome, NY	9	15	24
160	Asheville, NC	10	8	18
161	Tallahassee, FL	5	14	19
162	Palm Springs, CA	8	13	21
163	Poughkeepsie, NY	5	15	20
164	Erie, PA	6	8	14
165	Portland, ME	7	17	24
166	Fredericksburg, VA	3	7	10
167	Myrtle Beach, SC	8	18	26
168	Wausau-Stevens Point, WI	6	14	20
169	Hagerstown-Chambersburg-Waynesboro, MD-PA	6	10	16
170	San Luis Obispo, CA	7	15	22
171	South Bend, IN	4	15	19
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	15	23
176	Lincoln, NE	3	10	13
177	Charleston, WV	8	9	17
178	Wilmington, NC	6	15	21
179	Binghamton, NY	5	11	16
180	Lubbock, TX	7	13	20

Rank	Market	# AM Stations	# FM Stations	Total Stations
181	Columbus, GA	6	12	18
182	Kalamazoo, MI	6	8	14
183	Cape Cod, MA	0	12	12
184	Johnstown, PA	9	10	19
185	Tupelo, MS	10	14	24
186	Manchester, NH	6	9	15
187	Green Bay, WI	3	11	14
188	Odessa-Midland, TX	6	15	21
189	Merced, CA	4	17	21
190	Topeka, KS	3	11	14
191	Dothan, AL	9	17	26
192	Traverse City-Petoskey, MI	8	22	30
193	Amarillo, TX	7	13	20
194	Waco, TX	4	9	13
195	Chico, CA	3	14	17
196	Morgantown-Clarksburg-Fairmont, WV	7	17	24
197	Danbury, CT	4	5	9
198	Yakima, WA	8	11	19
199	Santa Barbara, CA	5	10	15
200	Terre Haute, IN	6	12	18
201	Muncie-Marion, IN	4	6	10
202	Duluth-Superior, MN-WI	7	14	21
203	Frederick, MD	5	5	10
204	Clarksville-Hopkinsville, TN-KY	6	5	11
205	Santa Maria-Lompoc, CA	6	9	15
206	Springfield, IL	3	10	13
207	Olean, NY	6	12	18
208	Bowling Green, KY	6	13	19
209	Cedar Rapids, IA	5	8	13
210	Florence, SC	8	13	21
211	Richland-Kennewick-Pasco, WA	5	15	20
212	Medford-Ashland, OR	6	11	17
213	Elmira-Corning, NY	11	12	23
214	Bangor, ME	4	14	18
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	10	15
220	Fargo-Moorhead, ND-MN	4	11	15
221	Blacksburg-Christiansburg-Radford-Pulaski	8	10	18
222	St. Cloud, MN	6	10	16
223	Laurel-Hattiesburg, MS	5	13	18
224	Charlottesville, VA	4	8	12
225	Muskegon, MI	5	9	14
226	Winchester, VA	5	8	13
227	Redding, CA	5	10	15
228	Tuscaloosa, AL	5	9	14
229	Rochester, MN	5	9	14
230	Bryan-College Station, TX	4	9	13
231	Marion-Carbondale, IL	6	11	17
232	Pittsburg, KS	7	14	21
233	Abilene, TX	6	13	19
234	Dubuque, IA	4	12	16
235	Joplin, MO	6	11	17
236	Lafayette, IN	2	11	13
237	Bloomington, IL	1	6	7
238	Panama City, FL	3	13	16
239	Wheeling, WV	6	10	16
240	Santa Fe, NM	5	15	20
241	Waterloo-Cedar Falls, IA	6	8	14
242	Parkersburg-Manetta, WV-OH	6	9	15
243	Lima, OH	2	10	12
244	Eau Claire, WI	6	11	17
245	Meadville-Franklin, PA	5	8	13
246	Florence-Muscle Shoals, AL	7	8	15
247	State College, PA	4	10	14
248	Pueblo, CO	5	12	17
249	Elizabeth City-Nags Head, NC	5	15	20
250	Sussex, NJ	1	3	4
251	Monroe, LA	5	13	18
252	Wichita Falls, TX	1	7	8

Rank	Market	# AM Stations	# FM Stations	Total Stations
253	Columbia, MO	3	12	15
254	Battle Creek, MI	3	6	9
255	Texarkana, TX-AR	5	13	18
256	Altoona, PA	6	10	16
257	Billings, MT	6	11	17
258	Columbus-Starkville-West Point, MS	5	10	15
259	Grand Junction, CO	3	11	14
260	Williamsport, PA	5	9	14
261	Augusta-Waterville, ME	5	8	13
262	Sioux City, IA	4	9	13
263	Albany, GA	4	12	16
264	Harrisonburg, VA	4	10	14
265	Mankato-New Ulm-St Peter, MN	4	8	12
266	Sheboygan, WI	3	4	7
267	Decatur, IL	2	9	11
268	Rapid City, SD	5	11	16
269	Lawton, OK	2	6	8
270	Bluefield, WV	8	9	17
271	Watertown, NY	3	7	10
272	Lewiston-Auburn, ME	3	7	10
273	San Angelo, TX	2	10	12
274	Ithaca, NY	3	5	8
275	Sebring, FL	4	2	6
276	Cookeville, TN	4	6	10
277	Grand Forks, ND-MN	5	9	14
278	Bismarck, ND	4	7	11
279	Jackson, TN	3	11	14
280	Jonesboro, AR	2	6	8
281	Cheyenne, WY	5	10	15
282	Mason City, IA	3	10	13
283	Beckley, WV	4	5	9
284	Great Falls, MT	4	9	13
285	Meridian, MS	5	10	15
286	Brunswick, GA	3	7	10
287	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-SC	\$115,800
2	Los Angeles, CA	953,000	38	Orlando, FL	121,000
3	Chicago, IL	559,000	39	Las Vegas, NV	86,100
4	San Francisco, CA	412,300	40	Norfolk-Virginia Beach-Newport News, VA	64,800
5	Dallas-Ft. Worth, TX	383,200	41	Indianapolis, IN	99,600
6	Philadelphia, PA	313,900	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	274,400	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	202,100	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	45,700
19	Baltimore, MD	134,700	55	Louisville, KY	57,200
20	St. Louis, MO	133,600	56	Richmond, VA	54,400
21	Tampa-St. Petersburg-Clearwater, FL	140,000	57	Birmingham, AL	50,000
22	Denver-Boulder, CO	191,300	58	Dayton, OH	46,200
23	Pittsburgh, PA	116,400	59	Greenville-Spartanburg, SC	44,600
24	Portland, OR	126,900	60	Westchester, NY	16,400
25	Cleveland, OH	119,100	61	Honolulu, HI	32,700
26	Cincinnati, OH	131,700	62	Tucson, AZ	41,600
27	Sacramento, CA	117,600	63	McAllen-Brownsville-Harlingen, TX	24,000
28	Riverside-San Bernardino, CA	46,700	64	Albany-Schenectady-Troy, NY	44,600
29	Kansas City, MO-KS	98,200	65	Tulsa, OK	44,800
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	35,200
32	Salt Lake City-Ogden-Provo, 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	43,500
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	\$17,100
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	26,100	112	Youngstown-Warren, OH	24,000
77	Sarasota-Bradenton, FL	6,800	113	Morristown, NJ	7,900
78	El Paso, TX	27,100	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	19,900	117	Bridgeport, CT	11,400
82	Toledo, OH	30,000	118	Huntsville, AL	19,100
83	Baton Rouge, LA	29,600	119	Oxnard-Ventura, CA	19,600
84	Greenville-New Bern-Jacksonville, NC	21,400	120	Lansing-East Lansing, MI	23,700
85	Little Rock, AR	31,800	121	Boise, ID	22,300
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	24,500	125	Flint, MI	17,500
90	Columbia, SC	31,100	126	Ft. Collins-Greeley, CO	12,100
91	Des Moines, IA	27,900	127	Fayetteville, NC	21,600
92	Spokane, WA	21,900	128	Reno, NV	23,600
93	Mobile, AL	21,000	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	27,700	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	9,500	135	Victor Valley, CA	11,000
100	Lafayette, LA	18,600	136	Biloxi-Gulfport-Pascagoula, MS	11,800
101	Johnson City-Kingsport-Bristol, TN-VA	17,600	137	Appleton-Oshkosh, WI	17,500
102	Lexington-Fayette, KY	22,100	138	Atlantic City-Cape May, NJ	17,500
103	Ft. Wayne, IN	22,300	139	Burlington-Plattsburgh, VT-NY	13,500
104	Visalia-Tulare-Hanford, CA	5,900	140	Trenton, NJ	14,100
105	Chattanooga, TN	24,500	141	Quad Cities, IA-IL	17,200
106	York, PA	17,000	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	13,600
147	Tyler-Longview, TX	16,100	183	Cape Cod, MA	13,400
148	Salisbury-Ocean City, MD	15,600	184	Johnstown, PA	6,500
149	Newburgh-Middletown, NY	5,800	185	Tupelo, MS	6,800
150	Montgomery, AL	17,000	186	Manchester, NH	19,700
151	Fayetteville, AR	12,500	187	Green Bay, WI	12,500
152	Huntington-Ashland, WV-KY	12,900	188	Odessa-Midland, TX	9,200
153	Rockford, IL	14,400	189	Merced, CA	4,900
154	Macon, GA	14,700	190	Topeka, KS	9,500
155	Killeen-Temple, TX	5,800	191	Dothan, AL	8,800
156	Flagstaff-Prescott, AZ	6,600	192	Traverse City-Petoskey, MI	12,800
157	Evansville, IN	17,100	193	Amarillo, TX	10,000
158	Savannah, GA	19,700	194	Waco, TX	8,000
159	Utica-Rome, NY	10,000	195	Chico, CA	5,700
160	Asheville, NC	10,500	196	Morgantown-Clarksburg-Fairmont, WV	11,800
161	Tallahassee, FL	16,000	197	Danbury, CT	10,700
162	Palm Springs, CA	13,300	198	Yakima, WA	8,800
163	Poughkeepsie, NY	23,800	199	Santa Barbara, CA	11,700
164	Erie, PA	11,100	200	Terre Haute, IN	6,700
165	Portland, ME	17,400	201	Muncie-Marion, IN	6,900
166	Fredericksburg, VA	9,700	202	Duluth-Superior, MN-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	11,900
171	South Bend, IN	17,100	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	8,000	210	Florence, SC	9,900
175	Anchorage, AK	15,700	211	Richland-Kennewick-Pasco, WA	9,700
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	12,900	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	253	Columbia, MO	\$11,000
218	Lake Charles, LA	9,100	254	Battle Creek, MI	2,300
219	Ft. Walton Beach, FL	8,400	255	Texarkana, TX-AR	6,100
220	Fargo-Moorhead, ND-MN	11,900	256	Altoona, PA	7,200
221	Blacksburg-Christiansburg-Radford-Pulaski	2,100	257	Billings, MT	8,000
222	St. Cloud, MN	10,400	258	Columbus-Starkville-West Point, MS	2,800
223	Laurel-Hattiesburg, MS	5,700	259	Grand Junction, CO	5,300
224	Charlottesville, VA	6,500	260	Williamsport, PA	5,500
225	Muskegon, MI	3,700	261	Augusta-Waterville, ME	4,500
226	Winchester, VA	7,300	262	Sioux City, IA	7,800
227	Redding, CA	5,400	263	Albany, GA	7,300
228	Tuscaloosa, AL	7,400	264	Harrisonburg, VA	9,400
229	Rochester, MN	9,700	265	Mankato-New Ulm-St Peter, MN	7,700
230	Bryan-College Station, TX	7,500	266	Sheboygan, WI	3,600
231	Marion-Carbondale, IL	8,200	267	Decatur, IL	4,900
232	Pittsburg, KS	3,200	268	Rapid City, SD	9,500
233	Abilene, TX	6,400	269	Lawton, OK	3,000
234	Dubuque, IA	6,100	270	Bluefield, WV	4,900
235	Joplin, MO	6,200	271	Watertown, NY	4,200
236	Lafayette, IN	8,200	272	Lewiston-Auburn, ME	1,600
237	Bloomington, IL	8,000	273	San Angelo, TX	4,000
238	Panama City, FL	7,600	274	Ithaca, NY	3,800
239	Wheeling, WV	6,000	275	Sebring, FL	2,900
240	Santa Fe, NM	3,100	276	Cookeville, TN	5,300
241	Waterloo-Cedar Falls, IA	7,300	277	Grand Forks, ND-MN	7,900
242	Parkersburg-Marietta, WV-OH	5,900	278	Bismarck, ND	6,500
243	Lima, OH	5,600	279	Jackson, TN	7,800
244	Eau Claire, WI	10,100	280	Jonesboro, AR	5,400
245	Meadville-Franklin, PA	3,600	281	Cheyenne, WY	4,400
246	Florence-Muscle Shoals, AL	7,400	282	Mason City, IA	5,400
247	State College, PA	5,400	283	Beckley, WV	5,200
248	Pueblo, CO	2,400	284	Great Falls, MT	3,900
249	Elizabeth City-Nags Head, NC	3,600	285	Meridian, MS	6,500
250	Sussex, NJ	5,100	286	Brunswick, GA	4,400
251	Monroe, LA	11,000	287	Casper, WY	3,800
252	Wichita Falls, TX	4,800			

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	\$953,000	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	412,300	40	44	New Orleans, LA	65,400
5	5	Dallas-Ft. Worth, TX	383,200	41	40	Norfolk-Virginia Beach-Newport News, VA	64,800
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	313,900	46	48	Memphis, TN	58,600
11	12	Miami-Ft. Lauderdale-Hollywood, FL	274,400	47	55	Louisville, KY	57,200
12	10	Detroit, MI	263,400	48	56	Richmond, VA	54,400
13	14	Seattle-Tacoma, WA	233,900	49	34	Providence-Warwick-Pawtucket, RI	54,300
14	15	Phoenix, AZ	202,100	50	30	San Jose, CA	50,800
15	22	Denver-Boulder, CO	191,300	51	57	Birmingham, AL	50,000
16	16	Minneapolis-St. Paul, MN	173,000	52	28	Riverside-San Bernardino, CA	46,700
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	46,200
19	19	Baltimore, MD	134,700	55	54	Rochester, NY	45,700
20	20	St. Louis, MO	133,600	56	43	Greensboro-Winston Salem-High Point, NC	45,400
21	26	Cincinnati, OH	131,700	57	65	Tulsa, OK	44,800
22	24	Portland, OR	126,900	58	68	Fresno, CA	44,700
23	38	Orlando, FL	121,000	59	64	Albany-Schenectady-Troy, NY	44,600
24	25	Cleveland, OH	119,100	59	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	43,500
27	37	Charlotte-Gastonia-Rock Hill, NC-SC	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	35,200
31	29	Kansas City, MO-KS	98,200	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-Provo, 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	31,800
36	42	Austin, TX	82,300	72	90	Columbia, SC	31,100

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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	29,600	111	108	New Haven, CT	18,400
76	91	Des Moines, IA	27,900	112	101	Johnson City-Kingsport-Bristol, TN-VA	17,600
77	96	Colorado Springs, CO	27,700	113	125	Flint, MI	17,500
78	70	Allentown-Bethlehem, PA	27,600	113	137	Appleton-Oshkosh, WI	17,500
79	78	El Paso, TX	27,100	113	138	Atlantic City-Cape May, NJ	17,500
80	69	Wilkes Barre-Scranton, PA	26,600	116	165	Portland, ME	17,400
81	76	Wilmington, DE	26,100	117	36	Middlesex-Somerset-Union, NJ	17,300
82	52	Monmouth-Ocean, NJ	25,700	118	141	Quad Cities, IA-IL	17,200
83	89	Charleston, SC	24,500	119	109	Augusta, GA	17,100
83	105	Chattanooga, TN	24,500	119	171	South Bend, IN	17,100
85	63	McAllen-Brownsville-Harlingen, TX	24,000	119	157	Evansville, IN	17,100
85	112	Youngstown-Warren, OH	24,000	122	150	Montgomery, AL	17,000
87	163	Poughkeepsie, NY	23,800	122	106	York, PA	17,000
88	120	Lansing-East Lansing, MI	23,700	124	132	Shreveport, LA	16,600
89	128	Reno, NV	23,600	125	116	Portsmouth-Dover-Rochester, NH	16,500
90	123	Jackson, MS	23,400	126	73	Akron, OH	16,400
91	130	Saginaw-Bay City-Midland, MI	22,500	126	60	Westchester, NY	16,400
92	121	Boise, ID	22,300	128	147	Tyler-Longview, TX	16,100
92	103	Ft. Wayne, IN	22,300	129	86	Gainesville-Ocala, FL	16,000
94	102	Lexington-Fayette, KY	22,100	129	161	Tallahassee, FL	16,000
95	92	Spokane, WA	21,900	131	175	Anchorage, AK	15,700
96	127	Fayetteville, NC	21,600	132	148	Salisbury-Ocean City, MD	15,600
96	110	Roanoke-Lynchburg, VA	21,600	133	107	Santa Rosa, CA	15,400
98	84	Greenville-New Bern-Jacksonville, NC	21,400	134	143	Peoria, IL	14,900
99	93	Mobile, AL	21,000	135	176	Lincoln, NE	14,800
100	87	Bakersfield, CA	20,400	136	154	Macon, GA	14,700
100	142	Stamford-Norwalk, CT	20,400	137	153	Rockford, IL	14,400
102	81	Springfield, MA	19,900	138	177	Charleston, WV	14,200
103	158	Savannah, GA	19,700	139	140	Trenton, NJ	14,100
103	144	Springfield, MO	19,700	140	209	Cedar Rapids, IA	14,000
103	186	Manchester, NH	19,700	141	131	Beaumont-Port Arthur, TX	13,900
106	119	Oxnard-Ventura, CA	19,600	142	134	Corpus Christi, TX	13,600
107	118	Huntsville, AL	19,100	142	182	Kalamazoo, MI	13,600
108	122	Modesto, CA	18,900	144	139	Burlington-Plattsburgh, VT-NY	13,500

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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	180	193	Amarillo, TX	\$10,000
146	114	Worcester, MA	13,300	180	173	New London, CT	10,000
146	145	Eugene-Springfield, OR	13,300	183	210	Florence, SC	9,900
146	162	Palm Springs, CA	13,300	184	211	Richland-Kennewick-Pasco, WA	9,700
146	124	Pensacola, FL	13,300	184	229	Rochester, MN	9,700
150	181	Columbus, GA	13,000	184	166	Fredericksburg, VA	9,700
151	178	Wilmington, NC	12,900	187	190	Topeka, KS	9,500
151	152	Huntington-Ashland, WV-KY	12,900	187	268	Rapid City, SD	9,500
153	192	Traverse City-Petoskey, MI	12,800	187	99	Melbourne-Titusville-Cocoa, FL	9,500
154	216	Champaign, IL	12,700	190	264	Harrisonburg, VA	9,400
155	151	Fayetteville, AR	12,500	191	188	Odessa-Midland, TX	9,200
155	187	Green Bay, WI	12,500	192	218	Lake Charles, LA	9,100
155	115	Lancaster, PA	12,500	193	198	Yakima, WA	8,800
155	168	Wausau-Stevens Point, WI	12,500	193	88	Stockton, CA	8,800
159	180	Lubbock, TX	12,200	193	191	Dothan, AL	8,800
160	126	Ft. Collins-Greeley, CO	12,100	196	214	Bangor, ME	8,500
161	220	Fargo-Moorhead, ND-MN	11,900	196	170	San Luis Obispo, CA	8,500
161	206	Springfield, IL	11,900	198	219	Ft. Walton Beach, FL	8,400
163	196	Morgantown-Clarksburg-Fairmont, WV	11,800	198	202	Duluth-Superior, MN-WI	8,400
163	167	Myrtle Beach, SC	11,800	200	236	Lafayette, IN	8,200
163	136	Biloxi-Gulfport-Pascagoula, MS	11,800	200	231	Marion-Carbondale, IL	8,200
163	133	Reading, PA	11,800	202	174	Ft. Smith, AR	8,000
167	199	Santa Barbara, CA	11,700	202	194	Waco, TX	8,000
167	129	Canton, OH	11,700	202	257	Billings, MT	8,000
169	179	Binghamton, NY	11,500	202	237	Bloomington, IL	8,000
170	117	Bridgeport, CT	11,400	202	94	Daytona Beach, FL	8,000
171	164	Erie, PA	11,100	207	277	Grand Forks, ND-MN	7,900
172	135	Victor Valley, CA	11,000	207	113	Morristown, NJ	7,900
172	253	Columbia, MO	11,000	209	262	Sioux City, IA	7,800
172	251	Monroe, LA	11,000	209	279	Jackson, TN	7,800
175	197	Danbury, CT	10,700	211	212	Medford-Ashland, OR	7,700
176	160	Asheville, NC	10,500	211	265	Mankato-New Ulm-St Peter, MN	7,700
177	222	St. Cloud, MN	10,400	213	238	Panama City, FL	7,600
178	169	Hagerstown-Chambersburg-Waynesboro, MD-PA	10,200	214	230	Bryan-College Station, TX	7,500
179	244	Eau Claire, WI	10,100	215	228	Tuscaloosa, AL	7,400
180	159	Utica-Rome, NY	10,000	215	246	Florence-Muscle Shoals, AL	7,400

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2002 Estimated Gross Market Revenues
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Revenue Rank	Market Rank	Market	2002 Est. Gross Revenues (\$000)	Revenue Rank	Market Rank	Market	2002 Est. Gross Revenues (\$000)
217	241	Waterloo-Cedar Falls, IA	\$7,300	253	259	Grand Junction, CO	\$5,300
217	263	Albany, GA	7,300	253	276	Cookeville, TN	5,300
217	226	Winchester, VA	7,300	255	146	Ann Arbor, MI	5,200
217	203	Frederick, MD	7,300	255	172	New Bedford-Fall River, MA	5,200
221	256	Altoona, PA	7,200	255	283	Beckley, WV	5,200
222	111	Ft. Pierce-Stuart-Vero Beach, FL	7,100	258	250	Sussex, NJ	5,100
223	201	Muncie-Marion, IN	6,900	259	189	Merced, CA	4,900
224	185	Tupelo, MS	6,800	259	204	Clarksville-Hopkinsville, TN-KY	4,900
224	77	Sarasota-Bradenton, FL	6,800	259	270	Bluefield, WV	4,900
226	200	Terre Haute, IN	6,700	259	267	Decatur, IL	4,900
226	213	Elmira-Corning, NY	6,700	263	252	Wichita Falls, TX	4,800
228	156	Flagstaff-Prescott, AZ	6,600	264	205	Santa Maria-Lompoc, CA	4,700
229	278	Bismarck, ND	6,500	265	261	Augusta-Waterville, ME	4,500
229	184	Johnstown, PA	6,500	266	281	Cheyenne, WY	4,400
229	285	Meridian, MS	6,500	266	286	Brunswick, GA	4,400
229	224	Charlottesville, VA	6,500	268	215	Laredo, TX	4,200
233	233	Abilene, TX	6,400	268	271	Watertown, NY	4,200
234	235	Joplin, MO	6,200	270	273	San Angelo, TX	4,000
235	217	Alexandria, LA	6,100	270	207	Olean, NY	4,000
235	255	Texarkana, TX-AR	6,100	272	284	Great Falls, MT	3,900
235	234	Dubuque, IA	6,100	273	287	Casper, WY	3,800
238	239	Wheeling, WV	6,000	273	274	Ithaca, NY	3,800
239	242	Parkersburg-Marietta, WV-OH	5,900	275	225	Muskegon, MI	3,700
239	104	Visalia-Tulare-Hanford, CA	5,900	276	249	Elizabeth City-Nags Head, NC	3,600
239	98	Lakeland-Winter Haven, FL	5,900	276	245	Meadville-Franklin, PA	3,600
242	155	Killeen-Temple, TX	5,800	276	266	Sheboygan, WI	3,600
242	149	Newburgh-Middletown, NY	5,800	279	232	Pittsburg, KS	3,200
244	195	Chico, CA	5,700	280	240	Santa Fe, NM	3,100
244	223	Laurel-Hattiesburg, MS	5,700	281	269	Lawton, OK	3,000
244	208	Bowling Green, KY	5,700	282	275	Sebring, FL	2,900
247	243	Lima, OH	5,600	283	258	Columbus-Starkville-West Point, MS	2,800
248	260	Williamsport, PA	5,500	284	248	Pueblo, CO	2,400
249	227	Redding, CA	5,400	285	254	Battle Creek, MI	2,300
249	247	State College, PA	5,400	286	221	Blacksburg-Christiansburg-Radford-Pulaski	2,100
249	282	Mason City, IA	5,400	287	272	Lewiston-Auburn, ME	1,600
249	280	Jonesboro, AR	5,400				

Table 5
Station Calls to Market Rank

WINC-FM 226	WITK-AM 69	WJCV-AM 84	WJLS-FM 283	WJQY-AM 45	WJZI-FM 33	WKDV-AM 8	WKKP-AM 11	WKPE-FM 183	WKTI-FM 33
WIND-AM 3	WITL-FM 120	WJCW-AM 101	WJLS-AM 283	WJQZ-FM 207	WJZJ-FM 192	WKDY-AM 59	WKKT-FM 37	WKPK-FM 192	WKTK-FM 86
WINE-AM 197	WITS-AM 275	WJDA-AM 9	WJLT-FM 157	WJR-AM 10	WJZK-FM 35	WKEE-FM 152	WKKV-FM 33	WKPO-FM 97	WKTP-AM 101
WING-AM 58	WIVA-FM 13	WJDJ-AM 210	WJLW-FM 187	WJRE-FM 141	WJZL-FM 55	WKEI-AM 141	WKKW-FM 196	WKPO-FM 213	WKTR-AM 224
WINI-AM 231	WIVK-FM 72	WJDK-FM 3	WJMA-FM 166	WJRL-FM 191	WJZM-AM 204	WKEU-AM 11	WKKX-AM 239	WKPR-AM 182	WKTU-FM 1
WINK-AM 67	WIWS-AM 283	WJDM-AM 36	WJMG-FM 223	WJRO-AM 19	WJZN-FM 48	WKEW-AM 43	WKLB-FM 9	WKPT-AM 101	WKTW-AM 23
WINK-FM 67	WIXC-AM 99	WJDQ-FM 285	WJMH-FM 43	WJRR-FM 38	WJZO-FM 55	WKEX-AM 221	WKLC-FM 177	WKQB-FM 127	WKTX-AM 112
WINQ-FM 9	WIXE-AM 37	WJDT-FM 101	WJMI-FM 123	WJRZ-FM 52	WJZQ-FM 192	WKEZ-AM 270	WKLD-FM 57	WKQH-FM 168	WKUN-AM 11
WINR-AM 179	WIXX-AM 16	WJDV-FM 264	WJMK-FM 3	WJRZ-AM 52	WJZR-FM 54	WKFE-AM 13	WKLH-FM 33	WKQI-FM 10	WKKV-FM 192
WINS-AM 1	WIXL-AM 38	WJDX-AM 123	WJML-AM 192	WJSA-AM 260	WJZF-FM 56	WKFR-FM 182	WKLI-FM 64	WKQL-FM 50	WKKV-FM 72
WINT-AM 99	WIXM-FM 138	WJDY-AM 148	WJMM-FM 102	WJSA-AM 260	WJZW-FM 8	WKFS-FM 26	WKLK-AM 202	WKQQ-FM 102	WKKV-FM 72
WINW-AM 129	WIXO-FM 143	WJEJ-AM 169	WJMN-FM 9	WJSB-AM 219	WJZX-FM 89	WKGB-FM 179	WKLK-FM 202	WKQW-AM 245	WKVM-AM 13
WINZ-AM 109	WIXV-FM 158	WJES-AM 109	WJMO-AM 25	WJSE-FM 138	WJZY-FM 178	WKGN-AM 72	WKLK-FM 159	WKQW-AM 245	WKWH-AM 41
WIOA-FM 13	WIXX-FM 187	WJES-AM 109	WJMO-AM 25	WJSH-FM 44	WJZZ-FM 11	WKGR-FM 47	WKLQ-FM 66	WKQX-FM 3	WKWK-FM 239
WIOB-FM 13	WIXY-FM 216	WJET-AM 164	WJMP-AM 73	WJSJ-FM 50	WKAB-FM 69	WKGS-FM 54	WKLQ-FM 56	WKQY-FM 270	WKWN-AM 105
WIOC-FM 13	WIYN-FM 179	WJFD-FM 172	WJMR-AM 204	WJSM-AM 256	WKAC-AM 118	WKA-AM 118	WKLQ-FM 11	WKQZ-FM 130	WKWS-FM 177
WIOD-AM 12	WIYY-FM 19	WJFK-FM 8	WJMR-FM 33	WJSM-FM 256	WKAK-FM 263	WKHI-FM 148	WKLQ-FM 192	WKRA-AM 48	WKXB-FM 178
WIOG-FM 130	WIZB-FM 191	WJFK-AM 19	WJMX-AM 210	WJSS-AM 19	WKAP-AM 70	WKHK-FM 56	WKLQ-FM 41	WKRA-AM 48	WKXC-FM 109
WIOJ-AM 50	WIZD-FM 168	WJFX-FM 103	WJMX-FM 210	WJTB-AM 25	WKAQ-FM 13	WKHL-FM 142	WKLX-FM 208	WKRC-AM 26	WKXD-FM 276
WIOK-FM 26	WIZE-AM 58	WJGC-AM 219	WJMZ-FM 59	WJTT-FM 105	WKAQ-AM 13	WKHQ-FM 192	WKLZ-FM 192	WKRD-FM 64	WKXI-AM 123
WIOL-FM 181	WIZF-FM 26	WJGO-FM 67	WJNA-AM 47	WJTU-FM 3	WKAR-AM 120	WKHT-FM 72	WKLZ-AM 182	WKRE-AM 37	WKXI-AM 123
WIOO-AM 79	WIZN-FM 139	WJGR-AM 50	WJNC-AM 84	WJUB-AM 266	WKAT-AM 12	WKHW-FM 148	WKMB-AM 113	WKRF-AM 69	WKXJ-FM 105
WIOQ-FM 6	WJAA-FM 55	WJHM-FM 38	WJNE-FM 148	WJUC-FM 82	WKAV-AM 224	WKHX-FM 11	WKMC-AM 256	WKRH-FM 80	WKXL-AM 186
WIOT-FM 82	WJAD-FM 263	WJHT-FM 247	WJNH-FM 83	WJWD-FM 97	WKAZ-FM 177	WKHY-FM 236	WKMI-AM 182	WKRK-FM 10	WKXO-AM 102
WIOV-AM 133	WJAE-AM 165	WJIB-AM 9	WJNI-FM 89	WJWF-AM 258	WKBA-AM 110	WKHZ-AM 148	WKML-FM 127	WKRL-FM 80	WKXR-AM 43
WIOV-FM 115	WJAK-AM 279	WJIM-AM 120	WJNO-AM 47	WJWK-AM 148	WKBB-FM 258	WKIE-FM 3	WKMQ-AM 185	WKRO-FM 94	WKXS-FM 178
WIP-AM 6	WJAS-AM 23	WJIM-FM 120	WJNT-AM 123	WJWL-AM 148	WKBF-AM 141	WKIK-AM 8	WKMQ-FM 153	WKRQ-FM 26	WKXU-FM 46
WIPC-AM 98	WJAW-FM 242	WJIZ-FM 263	WJNX-AM 111	WJWZ-FM 150	WKBL-AM 48	WKIN-AM 109	WKMX-FM 191	WKRQ-FM 43	WKXV-AM 72
WIPS-AM 139	WJAW-AM 242	WJJB-AM 165	WJNZ-AM 66	WJXA-FM 45	WKBN-AM 112	WKIN-AM 101	WKNM-FM 169	WKRK-AM 3	WKXW-AM 138
WIQB-AM 167	WJAX-AM 50	WJJB-FM 165	WJOB-AM 3	WJXB-FM 72	WKBO-AM 79	WKIO-FM 216	WKND-AM 49	WKRZ-FM 69	WKXW-FM 36
WIQR-AM 150	WJBC-AM 237	WJJC-AM 34	WJOC-AM 105	WJXB-AM 72	WKBQ-FM 48	WKIP-AM 163	WKNK-FM 208	WKSA-FM 13	WKY-AM 53
WIRA-AM 111	WJBM-AM 20	WJJC-AM 3	WJOD-FM 234	WJXM-FM 285	WKBR-AM 186	WKIS-FM 12	WKNL-FM 173	WKSB-FM 260	WKYE-FM 184
WIRD-AM 139	WJBO-AM 83	WJJC-AM 23	WJOI-FM 45	WJXN-AM 123	WKBZ-AM 225	WKIT-FM 214	WKNN-FM 136	WKSC-FM 3	WKYG-AM 242
WIRK-FM 47	WJBQ-FM 165	WJJC-AM 165	WJOI-AM 40	WJXN-FM 123	WKCE-AM 72	WKIX-FM 46	WKNR-AM 25	WKSE-FM 51	WKYS-FM 8
WIRO-AM 152	WJBR-AM 76	WJJC-AM 191	WJOK-AM 137	WJXQ-FM 120	WKCG-FM 261	WKJB-AM 13	WKNV-AM 221	WKSF-FM 160	WKZB-FM 285
WIRY-AM 139	WJBR-FM 76	WJJO-FM 97	WJOL-AM 3	WJXR-FM 50	WKCI-FM 108	WKJF-AM 192	WKNX-AM 130	WKSJ-AM 93	WKZE-FM 163
WISA-AM 13	WJBT-FM 50	WJJS-FM 110	WJON-AM 222	WJXY-FM 167	WKCJ-FM 181	WKJK-AM 55	WKNZ-FM 223	WKSJ-FM 93	WKZI-AM 200
WISE-AM 160	WJBW-AM 47	WJJC-AM 110	WJOX-AM 57	WJYD-FM 35	WKCQ-FM 130	WKJN-AM 69	WKOA-FM 236	WKSM-FM 219	WKZJ-FM 181
WISM-FM 244	WJBW-FM 47	WJJC-AM 6	WJOY-AM 139	WJYE-FM 51	WKCT-AM 208	WKJS-FM 56	WKOC-FM 40	WKSP-FM 109	WKZK-AM 109
WISN-AM 33	WJBX-FM 67	WJKK-FM 123	WJPA-AM 23	WJYI-AM 33	WKCY-FM 264	WKJV-AM 160	WKOE-FM 138	WKSQ-FM 214	WKZL-FM 43
WISO-AM 13	WJBZ-FM 72	WJKL-FM 3	WJPA-FM 23	WJYM-AM 82	WKCY-AM 264	WKJX-FM 249	WKOL-FM 139	WKSJ-FM 49	WKZN-FM 44
WISR-AM 23	WJCC-AM 12	WJKS-FM 76	WJPF-AM 231	WJYP-AM 177	WKDD-FM 73	WKJY-FM 18	WKOO-FM 84	WKST-FM 23	WKZO-AM 182
WIST-FM 43	WJCD-FM 40	WJKX-FM 223	WJPI-AM 249	WJYP-FM 177	WKDE-AM 110	WKKB-FM 34	WKOR-AM 258	WKSX-FM 58	WKZQ-FM 167
WIST-AM 43	WJCE-AM 48	WJLB-FM 10	WJPL-FM 143	WJYY-FM 186	WKDE-FM 110	WKKD-AM 3	WKOR-AM 258	WKSX-FM 109	WKZU-FM 185
WISW-AM 90	WJCI-AM 216	WJLD-AM 57	WJPS-FM 157	WJYZ-AM 263	WKDF-FM 45	WKKE-AM 127	WKOS-FM 101	WKSJ-FM 44	WKZV-AM 23
WISY-FM 54	WJCL-FM 158	WJLG-AM 158	WJPT-FM 67	WJZA-FM 35	WKDL-AM 8	WKKF-FM 64	WKOX-AM 9	WKSZ-FM 187	WKZW-FM 223
WITA-AM 72	WJCM-AM 275	WJLK-FM 52	WJQI-AM 204	WJZD-FM 136	WKDM-AM 1	WKKI-FM 243	WKOY-FM 270	WKTA-AM 3	WKZX-FM 72
WITH-AM 19	WJCP-FM 55	WJLQ-FM 124	WJQK-FM 66	WJZE-FM 82	WKDQ-FM 157	WKKO-FM 82	WKPA-AM 110	WKTE-AM 43	WKZY-FM 86

Table 5

Station Calls to Market Rank

Table with 12 columns of station call letters and their corresponding market rank. The ranks range from 1 (WNEW-FM) to 294 (WMBW-FM).

Table 5
Station Calls to Market Rank

WNOU-FM 41	WNWZ-AM 66	WOGK-FM 86	WOOD-AM 66	WPAB-AM 13	WPGR-AM 23	WPOP-AM 49	WPYM-FM 12	WQJM-AM 167	WQTM-AM 38
WNOV-AM 33	WNYR-FM 202	WUGL-FM 6	WOOD-FM 66	WPAL-FM 89	WPGS-AM 99	WPOR-FM 165	WPYO-FM 38	WQJQ-FM 123	WQTW-AM 23
WNOW-AM 37	WNYG-AM 18	WOGO-AM 244	WOOF-AM 191	WPAP-FM 238	WPGU-FM 216	WPOS-FM 82	WPYX-FM 64	WQJZ-FM 148	WQTX-FM 120
WNOX-AM 72	WNYR-FM 54	WOGU-AM 37	WOOF-FM 191	WPAT-AM 1	WPHB-AM 247	WPOW-FM 12	WPZE-FM 11	WQKK-FM 184	WQUA-FM 93
WNOX-FM 72	WNZK-AM 10	WOGT-FM 105	WOON-AM 34	WPAT-FM 1	WPHE-AM 6	WPPC-AM 13	WPZX-FM 69	WQKL-FM 146	WQUE-FM 44
WNPL-FM 45	WNZS-AM 214	WOGY-AM 69	WOOW-AM 84	WPAZ-AM 6	WPHI-FM 6	WPPY-FM 143	WQAH-AM 118	WQKR-AM 45	WQUL-FM 231
WNPQ-FM 129	WOAB-AM 150	WOIC-AM 90	WOOZ-FM 231	WPBC-AM 11	WPHM-AM 10	WPPR-AM 13	WQAH-FM 118	WQKS-FM 150	WQUN-AM 108
WNPV-AM 6	WOAB-FM 191	WOIR-AM 12	WOPI-AM 101	WPBG-FM 143	WPHR-FM 80	WPRB-FM 140	WQAL-FM 25	WQLD-FM 150	WQUS-FM 125
WNQM-AM 45	WOAD-AM 123	WOJG-FM 279	WOPR-FM 44	WPBH-FM 238	WPHT-AM 6	WPRD-AM 38	WQAM-AM 12	WQLF-FM 234	WQUT-FM 101
WNRI-AM 34	WOAI-AM 31	WOJO-FM 3	WOPI-AM 101	WPBQ-AM 123	WPHX-FM 116	WPRF-FM 44	WQAR-FM 64	WQLH-FM 187	WQVE-FM 263
WNRQ-FM 45	WOAM-AM 143	WOKB-AM 38	WOR-AM 1	WPBR-AM 47	WPHY-AM 140	WPRJ-FM 130	WQBA-AM 12	WQLL-FM 186	WQWK-FM 247
WNRS-AM 159	WOAY-AM 283	WOKI-FM 72	WOR-AM 1	WPBS-AM 11	WPIC-AM 112	WPRM-FM 13	WQBB-AM 72	WQLR-FM 182	WQXA-AM 106
WNRT-FM 13	WOBB-FM 263	WOKK-FM 285	WORC-AM 114	WPBZ-FM 47	WPIE-AM 274	WPRO-AM 34	WQBE-FM 177	WQLS-AM 191	WQXA-FM 79
WNRV-AM 110	WOBG-AM 196	WOKL-FM 258	WORD-AM 59	WPCE-AM 40	WPIG-FM 207	WPRO-FM 34	WQBH-AM 10	WQLT-FM 246	WQXC-FM 182
WNRW-FM 67	WOBG-FM 196	WOKN-FM 213	WORD-AM 59	WPCF-AM 238	WPIN-AM 221	WPRP-AM 13	WQB-AM 64	WQLV-FM 79	WQXI-AM 11
WNSA-FM 51	WOBL-AM 25	WOKO-FM 139	WORD-FM 23	WPCF-AM 238	WPIP-AM 43	WPRR-FM 256	WQB-AM 64	WQLZ-FM 206	WQXK-FM 112
WNSG-AM 45	WOBM-AM 52	WOKQ-FM 116	WORL-AM 38	WPCF-AM 238	WPIP-AM 43	WPRR-FM 256	WQBN-AM 21	WQMF-FM 55	WQXL-AM 90
WNSH-AM 9	WOBM-FM 52	WOKS-AM 181	WORO-FM 13	WPCF-AM 238	WPIT-AM 23	WPRS-AM 200	WQBR-FM 260	WQMG-FM 43	WQXR-FM 1
WNSL-FM 223	WOBR-FM 249	WOKT-AM 152	WORV-AM 223	WPCF-AM 238	WPJL-AM 46	WPRW-FM 109	WQBS-AM 13	WQMJ-FM 154	WQYK-AM 21
WNSN-FM 171	WOB-AM 50	WOKU-AM 177	WOSC-FM 148	WPCV-FM 98	WPJM-AM 59	WPRX-AM 49	WQBT-FM 158	WQMR-FM 148	WQYK-FM 21
WNSP-FM 93	WOBX-AM 249	WOKV-AM 50	WOSH-AM 137	WPCV-FM 98	WPJO-FM 101	WPSE-AM 164	WQCB-FM 154	WQMX-FM 73	WQYZ-FM 136
WNSR-AM 45	WOBX-FM 249	WOKX-AM 43	WOSM-FM 136	WPCV-FM 98	WPJP-FM 33	WPSK-FM 221	WQCB-FM 214	WQMZ-FM 224	WQZL-FM 84
WNSS-AM 80	WOC-AM 141	WOKY-AM 33	WOSN-FM 111	WPCV-FM 98	WPJS-AM 167	WPSL-AM 111	WQCD-FM 1	WQNZ-FM 160	WQZQ-FM 45
WNST-AM 19	WOCA-AM 86	WOL-AM 8	WOSO-AM 13	WPCV-FM 98	WPDH-FM 163	WPSO-AM 21	WQCH-AM 105	WQNS-FM 160	WQZS-FM 184
WNSW-AM 1	WOC-AM 55	WOLB-AM 19	WOSQ-FM 168	WPCV-FM 98	WPDR-AM 97	WPSP-AM 47	WQCK-AM 83	WQNT-AM 89	WQZZ-FM 228
WNSY-FM 11	WOCC-AM 55	WOLC-FM 148	WOTR-FM 196	WPCV-FM 98	WPDT-FM 210	WPST-AM 140	WQCM-FM 169	WQNY-FM 274	WRAD-AM 221
WNTA-AM 153	WOCL-FM 38	WOLF-AM 80	WOTS-AM 38	WPCV-FM 98	WPD-AM 196	WPKR-FM 137	WQCR-AM 57	WQOK-FM 46	WRAC-AM 263
WNTD-AM 3	WOCN-AM 12	WOLF-FM 80	WOTT-FM 271	WPCV-FM 98	WPDX-AM 196	WPKX-FM 81	WQDR-AM 46	WQOL-FM 111	WRAC-AM 260
WNTJ-AM 184	WOCN-FM 183	WOLI-FM 59	WOTW-AM 186	WPE-AM 37	WPE-AM 37	WPLA-FM 50	WQEM-FM 57	WQOR-AM 69	WRAL-FM 46
WNTM-AM 93	WOCQ-FM 148	WOLL-FM 47	WOTX-FM 186	WPE-AM 37	WPE-AM 37	WPLC-AM 8	WQEN-FM 57	WQPO-FM 264	WRAL-FM 52
WNTN-AM 9	WODA-AM 13	WOLS-AM 210	WOUF-FM 192	WPE-AM 37	WPEO-AM 143	WPLM-AM 9	WQEW-AM 1	WQRB-FM 216	WRAW-AM 133
WNTQ-FM 80	WODB-FM 35	WOLT-FM 59	WOUR-FM 159	WPE-AM 37	WPEP-AM 34	WPLM-FM 9	WQFL-FM 153	WQSK-FM 45	WRAX-FM 57
WNTS-AM 41	WODE-FM 70	WOLX-FM 97	WOVK-FM 239	WPE-AM 37	WPEP-AM 34	WPLM-FM 9	WQFM-FM 69	WQQL-FM 206	WRBA-FM 238
WNUA-FM 3	WODI-AM 110	WOLY-AM 254	WOVO-FM 208	WPE-AM 37	WPE-AM 37	WPLM-FM 9	WQFN-FM 69	WQRB-FM 244	WRBO-FM 48
WNU-AM 38	WODJ-FM 66	WOLZ-FM 67	WOWE-FM 125	WPE-AM 37	WPE-AM 37	WPLM-FM 9	WQFX-AM 136	WQR-AM 183	WRBP-FM 112
WNUQ-FM 263	WODL-FM 57	WOMC-FM 10	WOWI-FM 40	WPE-AM 37	WPE-AM 37	WPLM-FM 9	WQGN-FM 173	WQRL-FM 231	WRBQ-FM 21
WNU-AM 242	WODS-FM 9	WOMG-FM 90	WOWO-AM 103	WPE-AM 37	WPE-AM 37	WPLM-FM 9	WQHH-FM 120	WQRM-FM 207	WRBR-FM 171
WNUY-FM 103	WODT-AM 44	WOMP-AM 239	WOWW-AM 48	WPE-AM 37	WPE-AM 37	WPLM-FM 9	WQHK-FM 103	WQRT-FM 207	WRBS-FM 19
WNVE-FM 54	WODZ-FM 159	WOMP-FM 239	WOWY-FM 247	WPE-AM 37	WPE-AM 37	WPLM-FM 9	WQH-AM 148	WQSB-FM 57	WRBT-FM 79
WNVR-AM 3	WOEN-AM 207	WOMX-FM 38	WOWZ-AM 110	WPE-AM 37	WPE-AM 37	WPLM-FM 9	WQH-AM 148	WQSC-AM 89	WRBV-FM 154
WNVY-AM 124	WOFM-FM 168	WOND-AM 138	WOXL-FM 160	WPE-AM 37	WPE-AM 37	WPLM-FM 9	WQH-AM 148	WQSE-AM 45	WRBY-FM 159
WNVZ-FM 40	WOFX-AM 64	WONE-FM 73	WOXX-FM 245	WPE-AM 37	WPE-AM 37	WPLM-FM 9	WQH-AM 148	WQSL-FM 84	WRBZ-AM 46
WNWI-AM 3	WOFX-FM 26	WONE-AM 58	WOXY-FM 26	WPE-AM 37	WPE-AM 37	WPLM-FM 9	WQH-AM 148	WQI-AM 13	WRCA-AM 9
WNWN-AM 182	WOGB-FM 187	WONG-AM 123	WOYK-AM 106	WPE-AM 37	WPE-AM 37	WPLM-FM 9	WQH-AM 148	WQII-AM 13	WRCC-AM 254
WNWN-AM 182	WOGF-FM 23	WONN-AM 98	WOYK-AM 106	WPE-AM 37	WPE-AM 37	WPLM-FM 9	WQH-AM 148	WQIK-FM 50	WRCC-AM 254
WNWR-AM 6	WOGF-FM 23	WONO-AM 103	WOYK-AM 106	WPE-AM 37	WPE-AM 37	WPLM-FM 9	WQH-AM 148	WQIQ-FM 50	WRCC-AM 254
WNWS-AM 279	WOGH-FM 23	WONQ-AM 38	WONQ-AM 38	WPE-AM 37	WPE-AM 37	WPLM-FM 9	WQH-AM 148	WQIO-FM 35	WRCC-AM 254
WNWV-FM 25	WOGI-FM 23	WONX-AM 3	WOZZ-FM 137	WPE-AM 37	WPE-AM 37	WPLM-FM 9	WQH-AM 148	WQIS-AM 89	WRCC-AM 254

Table 5

Station Calls to Market Rank

WYNK-FM 83	WYRN-AM 46	WYXB-FM 41	WZAK-FM 25	WZEB-FM 148	WZJY-AM 89	WZNA-AM 13	WZON-AM 214	WZRV-FM 226	WZXR-FM 260
WYNN-FM 210	WYRU-AM 127	WYXC-AM 11	WZAN-AM 165	WZEC-FM 64	WZKF-FM 55	WZND-FM 191	WZOO-AM 43	WZRX-FM 243	WZXV-FM 54
WYNN-AM 210	WYRV-AM 270	WYXE-AM 45	WZAP-AM 101	WZEE-FM 97	WZKL-FM 129	WZNE-FM 54	WZOQ-FM 243	WZRX-AM 123	WZYP-FM 118
WYNR-FM 286	WYSF-FM 57	WYXL-FM 274	WZAR-FM 13	WZET-FM 13	WZKS-FM 285	WZNF-FM 136	WZOR-FM 187	WZSR-FM 3	WZZA-AM 246
WYNS-AM 70	WYSH-AM 72	WYXX-FM 3	WZAT-FM 158	WZEW-FM 93	WZKX-FM 136	WZNN-AM 246	WZOW-FM 171	WZST-FM 196	WZZD-AM 6
WYNU-FM 279	WYSK-AM 166	WYXY-FM 157	WZAZ-AM 50	WZEZ-FM 56	WZKZ-FM 207	WZNO-AM 124	WZPL-FM 41	WZTA-FM 12	WZZE-FM 6
WYNZ-FM 165	WYSK-FM 166	WYYB-FM 45	WZBA-FM 19	WZFM-FM 221	WZLD-FM 223	WZNS-FM 219	WZPQ-AM 57	WZTZ-FM 191	WZZI-FM 110
WYOK-FM 93	WYSL-AM 54	WYYD-FM 110	WZBD-FM 103	WZFS-FM 3	WZLQ-FM 185	WZNT-FM 13	WZPR-FM 249	WZUM-AM 23	WZZJ-AM 136
WYOO-FM 238	WYSN-AM 184	WYYL-FM 48	WZBH-FM 148	WZFX-FM 127	WZLR-FM 58	WZNW-AM 35	WZPT-FM 23	WZUN-FM 80	WZZK-FM 57
WYOS-AM 179	WYSP-FM 6	WYYW-FM 285	WZBN-FM 263	WZGC-FM 11	WZLS-FM 160	WZNX-FM 267	WZPW-FM 143	WZUP-FM 84	WZZN-FM 3
WYOY-FM 123	WYST-FM 237	WYYX-FM 238	WZBO-AM 249	WZHF-AM 8	WZLX-FM 9	WZNY-FM 109	WZRB-FM 83	WZUS-FM 267	WZZO-FM 70
WYPY-FM 83	WYTE-FM 168	WYYY-FM 80	WZBQ-FM 228	WZHR-AM 21	WZMJ-FM 90	WZNZ-AM 50	WZRC-AM 1	WZUU-FM 182	WZZP-FM 204
WYQE-FM 13	WYTK-FM 246	WYYZ-AM 11	WZBR-FM 84	WZHT-FM 150	WZMR-FM 64	WZOC-FM 171	WZRH-AM 37	WZVN-FM 3	WZZR-FM 47
WYRD-AM 59	WYUS-AM 148	WYBZ-FM 219	WZBZ-FM 138	WZID-FM 186	WZMT-FM 13	WZOK-FM 153	WZRQ-FM 160	WZWW-FM 247	WZZU-FM 110
WYRE-AM 19	WYUU-FM 21	WYZE-AM 11	WZCH-FM 3	WZIQ-FM 263	WZMX-FM 49	WZOL-FM 13	WZRR-FM 57	WZXL-FM 138	WZZW-AM 152
WYRK-FM 51	WYVR-FM 206	WZAD-FM 149	WZDQ-FM 279	WZJO-FM 177					

City of License to Market Rank

Abbeville, AL	191	Altamont, NY	64	Artesia, MS	185	Aurora, CO	22	Bartonville, IL	143	Big Flats, NY	213
Abbeville, LA	100	Altamonte Springs, FL	38	Arthur, ND	220	Aurora, IL	3	Bartow, FL	98	Billings, MT	256
Aberdeen, MD	19	Altavista, VA	110	Arvada, CO	22	Aurora, IN	26	Basile, LA	100	Biloxi, MS	136
Aberdeen, MS	185	Alton, IL	20	Arvin, CA	87	Aurora, MO	144	Bellwood, PA	255	Billmore Forest, NC	160
Abilene, TX	232	Altoona, PA	255	Asbury, IA	233	Aurora, NC	84	Belmont, NC	37	Binghamton, NY	179
Abingdon, VA	101	Altoona, WI	243	Asbury, MO	234	Austell, GA	11	Belmont, NH	186	Birmingham, AL	57
Ackerman, MS	257	Alvin, TX	7	Asbury Park, NJ	52	Austin, IN	55	Belpre, OH	241	Birmingham, MI	10
Ada, MI	66	Amarillo, TX	193	Ash Grove, MO	144	Austin, MN	281	Belton, SC	59	Bishop, TX	134
Addison, AL	118	Ambridge, PA	23	Ashburn, GA	262	Austin, TX	42	Belton, TX	155	Bismarck, ND	277
Addison, VT	139	Ames, IA	91	Ashdown, AR	254	Ava, IL	231	Belvidere, IL	153	Bismarck-Mandan, ND	277
Adelanto, CA	28	Amherst, MA	81	Asheboro, NC	43	Avalon, CA	2	Belvidere, NJ	70	Bithlo, FL	38
Adjuntas, PR	13	Amherst, NY	51	Asheville, NC	160	Avalon, NJ	138	Benavides, TX	134	Bixby, OK	65
Adrian, MI	82	Amherst, VA	110	Ashland, KY	152	Avis, PA	259	Benbrook, TX	5	Black Canyon City, AZ	156
Aguada, PR	13	Amory, MS	185	Ashland, MA	9	Avon, NY	54	Bennington, NE	74	Black Mountain, NC	160
Aguadilla, PR	13	Amsterdam, NY	64	Ashland, MO	252	Avon Park, FL	274	Benson, NC	46	Blacksburg, VA	221
Aiea, HI	61	Anaheim, CA	2	Ashland, OR	212	Azle, TX	5	Benton, AR	85	Blackstone, VA	56
Aiken, SC	109	Anchorage, AK	175	Ashland, VA	56	Babbitt, MN	202	Benton, IL	231	Blackville, SC	109
Akron, OH	73	Anderson, CA	227	Ashland City, TN	45	Babylon, NY	18	Benton, LA	132	Blair, NE	74
Alabaster, AL	57	Anderson, SC	59	Atascadero, CA	170	Bagdad, AZ	156	Benton, PA	69	Blairstown, NJ	249
Alachua, FL	86	Andover, KS	95	Athens, AL	118	Bagley, MN	276	Benton City, WA	198	Blanchard, LA	132
Alameda, CA	4	Andrews, SC	167	Athens, GA	11	Bainbridge, GA	262	Benton Harbor, MI	171	Block Island, RI	34
Alamo, TN	278	Ankeny, IA	91	Athol, MA	9	Baird, TX	232	Bentonville, AR	151	Bloomer, WI	243
Alamo, TX	63	Ann Arbor, MI	146	Atlanta, GA	11	Baker, CA	135	Bentonville-Bella Vi, AR	151	Bloomfield, CT	49
Alamo Heights, TX	31	Annapolis, MD	19	Atlanta, MI	192	Baker, LA	83	Berea, KY	102	Bloomington, IL	236
Albany, GA	262	Annapolis-Cleona, PA	79	Atlanta, TX	254	Bakersfield, CA	87	Berkeley, CA	4	Bloomington, IN	41
Albany, MN	222	Anoka, MN	16	Atlantic, NC	84	Balch Springs, TX	5	Berlin, MD	148	Bloomsburg, PA	69
Albany, NY	64	Anson, TX	232	Atlantic Beach, FL	50	Baldwin, FL	50	Berne, IN	103	Blountville, TN	101
Albertville, AL	57	Ansonia, CT	117	Atlantic Beach, SC	167	Baldwinsville, NY	80	Berry Hill, TN	45	Blue Springs, MO	29
Albuquerque, NM	71	Apache Junction, AZ	15	Atlantic City, NJ	138	Baldwyn, MS	185	Berryville, VA	226	Bluefield, VA	269
Alcoa, TN	72	Apopka, FL	38	Attmore, AL	93	Ball, LA	217	Berwick, PA	69	Bluefield, WV	269
Aledo, IL	141	Apple Valley, CA	135	Attica, IN	235	Ballinger, TX	272	Bessemer, AL	57	Bluffton, IN	103
Alexander City, AL	181	Appleton, WI	137	Attica, NY	54	Ballston Spa, NY	64	Bethalto, IL	20	Bluffton, SC	158
Alexandria, IN	201	Appomattox, VA	110	Attleboro, MA	34	Baltimore, MD	19	Bethany, OK	53	Blytheville, AR	48
Alexandria, LA	217	Arcadia, CA	2	Atwater, CA	189	Bandera, TX	31	Bethany Beach, DE	148	Boalsburg, PA	246
Alexandria, MN	222	Archbold, OH	82	Auberry, CA	68	Bangor, ME	214	Bethesda, MD	8	Boca Raton, FL	12
Alexandria, VA	8	Arecibo, PR	13	Auburn, CA	27	Banks, OR	24	Bethlehem, PA	70	Boerne, TX	31
Alfred, NY	207	Arizona City, AZ	15	Auburn, IN	103	Banning, CA	28	Bethlehem, WV	238	Boise, ID	121
Algood, TN	275	Arkansas City, KS	95	Auburn, KY	208	Baraboo, WI	97	Bettendorf, IA	141	Bolivar, TN	278
Alice, TX	134	Arlington, NY	163	Auburn, ME	165	Barling, AR	174	Beulah, MI	192	Bonifay, FL	237
Allegan, MI	182	Arlington, TX	5	Auburn, NY	80	Barnesboro, PA	184	Beverly, MA	9	Bonita Springs, FL	67
Allen, TX	5	Arlington, VA	8	Auburn-Federal Way, WA	14	Barnesville, OH	238	Beverly Hills, CA	2	Boone, IA	91
Allentown, PA	70	Arlington Heights, IL	3	Auburndale, FL	98	Barnstable, MA	183	Beverly Hills, FL	21	Booneville, AR	174
Alliance, OH	129	Armijo, NM	71	Augusta, GA	109	Barrackville, WV	196	Biddeford, ME	165	Booneville, MS	185
Allouez, WI	187	Arnold, CA	122	Augusta, KS	95	Barstow, CA	135	Big Bear City, CA	28	Boonville, IN	157
Alpharetta, GA	11	Arroyo Grande, CA	170	Augusta, ME	260	Bartlett, TN	48	Big Bear Lake, CA	28	Boonville, MO	252

Table 6

City of License to Market Rank

Boonville, NY	159	Brighton, NY	54	Buffalo Gap, VA	263	Canonsburg, PA	23	Cathedral City, CA	162	Cherry Valley, NY	64
Boothbay Harbor, ME	260	Brillion, WI	187	Buford, GA	11	Canovanas, PR	13	Catlettsburg, KY	152	Cherryville, NC	37
Borger, TX	193	Brinklow, MD	148	Bunkie, LA	217	Canton, GA	11	Catonsville, MD	19	Chesapeake, VA	40
Bosque Farms, NM	71	Bristol, CT	49	Burgaw, NC	178	Canton, IL	143	Cave City, KY	208	Chester, PA	6
Bossier City, LA	132	Bristol, TN	101	Burgettstown, PA	23	Canton, MS	123	Cave Creek, AZ	15	Chester, SC	37
Boston, MA	9	Bristol, VA	101	Burien-Seattle, WA	14	Canton, NJ	76	Cave Junction, OR	212	Chester, VA	56
Boulder, CO	22	Bristol (Bristol, Tn, VA	101	Burkburnett, TX	251	Canton, OH	129	Cayce, SC	90	Chetek, WI	243
Boulder City, NV	39	Bristow, OK	65	Burleson, TX	194	Cantonment, FL	124	Cayey, PR	13	Cheyenne, WY	280
Bountiful, UT	32	Broadway, VA	263	Burlington, NC	46	Canyon, TX	193	Cedar Bluff, VA	269	Chicago, IL	3
Bowdon, GA	11	Broadway-Timberville, VA	263	Burlington, VT	139	Canyon Country, CA	2	Cedar Falls, IA	240	Chicago Heights, IL	3
Bowling Green, KY	208	Brockport, NY	54	Burlington-Graham, NC	43	Cape Charles, VA	40	Cedar Key, FL	86	Chickasaw, AL	93
Bowling Green, OH	82	Brockton, MA	9	Burney, CA	227	Cape Coral, FL	67	Cedar Park, TX	42	Chickasha, OK	53
Bowling Green, VA	166	Broken Arrow, OK	65	Burns, WY	280	Cape May, NJ	138	Cedar Rapids, IA	209	Chico, CA	195
Boyce, LA	217	Brookfield, CT	197	Butler, AL	284	Cape May Court House, NJ	138	Celina, OH	242	Chicopee, MA	81
Boyerstown, PA	133	Brookfield, WI	33	Butler, PA	23	Cape Vincent, NY	270	Center Moriches, NY	18	Chiefland, FL	86
Boyne City, MI	192	Brookline, MA	9	Cabo Rojo, PR	13	Carbondale, IL	231	Centerville, UT	32	Chillicothe, IL	143
Braddock, PA	23	Brookline, MO	144	Cabot, AR	85	Carbondale, PA	69	Central City, PA	184	Chilton, WI	137
Braddock Heights, MD	8	Brooklyn Park, MN	16	Cadillac, MI	192	Carlisle, KY	102	Centralia, MO	252	China Grove, NC	37
Bradenton, FL	21	Brookneal, VA	110	Cadiz, OH	238	Carlisle, PA	79	Century, FL	124	Chino Valley, AZ	156
Bradford, PA	207	Brookshire, TX	7	Caguas, PR	13	Carlsbad, CA	17	Ceres, CA	122	Chippewa Falls, WI	243
Brampton, ON	51	Brookston, IN	235	Cairo, GA	161	Carlyle, IL	20	Chambersburg, PA	169	Chowchilla, CA	189
Brandon, FL	21	Brooksville, FL	21	Calabash, NC	167	Carmel, CA	75	Champaign, IL	216	Christiansburg, VA	221
Brandon, MS	123	Brooksville, MS	257	Caldwell, ID	121	Carmel Valley, CA	75	Champlain, NY	139	Christopher, IL	231
Brantley, AL	150	Broomfield, CO	22	Calera, AL	57	Carmichael, CA	27	Chandler, AZ	15	Church Hill, TN	101
Brazil, IN	200	Brownfield, TX	180	California, MO	252	Carnegie, PA	23	Chandler, IN	157	Churchville, VA	263
Breaux Bridge, LA	100	Brownsburg, IN	41	Calistoga, CA	107	Carnelian Bay, CA	128	Chapel Hill, NC	46	Churubusco, IN	103
Breckenridge, MN	220	Brownsburg, KY	208	Callahan, FL	50	Carolina, PR	13	Chardon, OH	25	Cicero, IL	3
Breese, IL	20	Brownsville, OR	145	Callaway, FL	237	Carolina Beach, NC	178	Charleroi, PA	23	Cidra, PR	13
Bremen, IN	171	Brownsville, PA	23	Calverton-Roanoke, NY	18	Carpinteria, CA	199	Charles City, IA	281	Cincinnati, OH	26
Bremerton, WA	14	Brownsville, TX	63	Camarillo, CA	119	Carrier Mills, IL	231	Charleston, SC	89	Circleville, OH	35
Brenham, TX	230	Bruce, MS	185	Camas, WA	24	Carrollton, AL	228	Charleston, WV	177	Citronelle, AL	93
Brentwood, TN	45	Brunswick, GA	50	Cambria, CA	170	Carrollton, GA	11	Charlestown, IN	55	Ciudad Juarez, MX	78
Brewer, ME	214	Brunswick, MD	203	Cambridge, MA	9	Carrollton, MI	130	Charlevoix, MI	192	Claremont, VA	40
Brewster, NY	197	Brunswick, ME	165	Cambridge, MD	148	Carrollton, MO	29	Charlotte, MI	120	Claremore, OK	65
Briarcliff Acres, SC	167	Brusly, LA	83	Cambridge, MN	16	Carrollton, TX	5	Charlotte, NC	37	Clarksburg, WV	196
Briarcliff Manor, NY	60	Bryan, TX	230	Cambridge Springs, PA	244	Carson City, NV	128	Charlotte Harbor, FL	77	Clarksville, IN	55
Bridgehampton, NY	18	Bryant, AR	85	Camden, NJ	6	Cartersville, GA	11	Charlottesville, VA	224	Clarksville, TN	204
Bridgeport, CT	117	Buchanan, MI	171	Cameron, TX	230	Cartersville, IL	231	Chatham, MA	183	Claude, TX	193
Bridgeport, NY	80	Buckeye, AZ	15	Camilla, GA	262	Carthage, MO	234	Chattanooga, TN	105	Clayton, MO	20
Bridgeport, TX	5	Buckhannon, WV	196	Camp Lejeune, NC	84	Carthage, NY	270	Cheboygan, MI	192	Clayton, NC	46
Bridgeport, WV	196	Bucksport, SC	167	Campbell, OH	112	Carthage, TX	132	Cheektown, NY	51	Clear Lake, IA	281
Bridgewater, NJ	36	Buda, TX	42	Camuy, PR	13	Cascade, MT	283	Chelsea, OK	65	Clearwater, FL	21
Bridgewater, VA	263	Buena Vista, GA	181	Canandaigua, NY	54	Casey, IL	200	Chenango Bridge, NY	179	Clearwater, KS	95
Brigham City, UT	32	Buffalo, MN	16	Cannonsburg, KY	152	Casper, WY	286	Cheney, WA	92	Clearwater, SC	109
Brighton, CO	22	Buffalo, NY	51	Canon City, CO	247	Castle Rock, CO	22	Cheraw, SC	210	Cleburne, TX	5

Table 6
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Clemson, SC	59	Columbia, AL	191	Corning, CA	195	Culver City, CA	2	Deer Trail, CO	22	Douglasville, GA	11
Cleveland, GA	11	Columbia, CA	122	Corning, NY	213	Cumming, GA	11	DeKalb, IL	3	Dover, DE	76
Cleveland, OH	25	Columbia, IL	20	Cornwall, NY	149	Cuyahoga Falls, OH	73	Del Mar Hills, TX	215	Dover, NH	116
Cleveland, TN	105	Columbia, LA	250	Corona, CA	28	Cypress, TX	7	Del Valle, TX	42	Dover, NJ	113
Cleveland, TX	7	Columbia, MO	252	Corozal, PR	13	Cypress Gardens, FL	98	Deland, FL	38	Dry Branch, GA	154
Cleveland, WI	265	Columbia, NC	248	Corpus Christ, TX	134	Dade City, FL	21	Delano, CA	87	Dubach, LA	250
Cleveland Heights, OH	25	Columbia, PA	115	Corpus Christi, TX	134	Dakota City, NE	261	Delaware, OH	35	Dublin, VA	221
Clewiston, FL	47	Columbia, SC	90	Corrales, NM	71	Daleville, AL	191	Delphi, IN	235	Dubuque, IA	233
Clifton, TX	194	Columbia City, IN	103	Corry, PA	164	Dallas, GA	11	Delphos, OH	242	Duffield, VA	101
Clifton Park, NY	64	Columbiana, AL	57	Cortaro, AZ	62	Dallas, NC	37	Delray Beach, FL	47	Duluth, MN	202
Clinton, IA	141	Columbus, GA	181	Cortland, NY	273	Dallas, OR	24	Delta, CO	258	Dumfries-Triangle, VA	8
Clinton, IN	200	Columbus, MO	234	Cortland, OH	112	Dallas, PA	69	Delta, OH	82	Dunbar, WV	177
Clinton, LA	83	Columbus, MS	257	Corvallis, OR	145	Dallas, TX	5	Denham Springs, LA	83	Duncan, OK	268
Clinton, MS	123	Columbus, OH	35	Corydon, IN	55	Danbury, CT	197	Denison-Sherman, TX	5	Dundee, IL	3
Clinton, NC	127	Columbus, WI	97	Cottage Grove, OR	145	Dansville, NY	54	Denmark, WI	137	Dunedin, FL	21
Clinton, TN	72	Columbus-Worthington, OH	35	Cottonwood, AZ	156	Danville, IL	216	Denton, TX	5	Dunlap, TN	105
Cloquet, MN	202	Colusa, CA	195	Coudersport, PA	207	Danville, IN	41	Denver, CO	22	Dunn, NC	127
Cloverdale, CA	107	Comfort, TX	31	Council Bluf, IA	74	Daphne, AL	93	Depew, NY	51	Dunnellon, FL	86
Clovis, CA	68	Commerce City, CO	22	Council Bluffs, IA	74	Darien, GA	285	Deposit, NY	179	Dunnigan, CA	27
Coachella, CA	162	Como, MS	48	Covington, GA	11	Darlington, SC	210	Derby, KS	95	Duquesne, PA	23
Coal City, IL	3	Compton, CA	2	Covington, KY	26	Davenport, IA	141	Derry, NH	186	Durham, NC	46
Coal Grove, OH	152	Concord, CA	4	Covington, LA	44	Davie, FL	12	Deruyter, NY	80	Dutton, MT	283
Coalinga, CA	68	Concord, MA	9	Covington, TN	48	Davis, CA	27	Des Moines, IA	91	Dyersville, IA	233
Coatesville, PA	6	Concord, NC	37	Crane, TX	188	Dawson, GA	262	Des Plaines, IL	3	E. Syracuse, NY	80
Cobleskill, NY	64	Concord, NH	186	Crawfordville, FL	161	Dayton, NV	128	Destin, FL	219	Eagle, ID	121
Cockrell Hill, TX	5	Conklin, NY	179	Creedmoor, TX	42	Dayton, OH	58	Detroit, MI	10	Eagle Point, OR	212
Cocoa, FL	99	Connellsville, PA	23	Cresson, PA	255	Dayton, WA	211	Detroit Lakes, MN	220	Eagle River, AK	175
Cocoa Beach, FL	99	Conrad, MT	283	Crest Hill, IL	3	Daytona Beach, FL	38	Devine, TX	31	Earlsville, VA	224
Coeur D'Alene, ID	92	Conroe, TX	7	Crestview, FL	219	De Funiak Springs, FL	219	Dewitt, MI	120	Easley, SC	59
Coeur D'Alene, ID	92	Conway, AR	85	Crestwood, MO	20	De Kalb, MS	284	Dexter, ME	214	East Grand Forks, MN	276
Cold Spring, MN	222	Conway, SC	167	Creswell, OR	145	De Pere, WI	187	Dickeyville, WI	233	East Hampton, NY	18
Coldwater, MI	182	Conyers, GA	11	Crete, IL	3	De Ridder, LA	218	Dickson, TN	45	East Lansing, MI	120
Coldwater, MS	48	Cookeville, TN	275	Crete, NE	176	De Soto, MO	20	Dillon, SC	210	East Liverpool, OH	23
Coleman, MI	130	Coon Rapids, MN	16	Crewe, VA	56	De Witt, IA	141	Dimondale, MI	120	East Longmeadow, MA	81
Colfax, IL	236	Cooperstown, PA	244	Crisfield, MD	148	Deadwood, SD	267	Dinuba, CA	68	East Los Angeles, CA	2
College Park, GA	11	Copenhagen, NY	270	Crookston, MN	276	Dearborn, MI	10	Dishman, WA	92	East Lyme, CT	173
College Station, TX	230	Copperas Cove, TX	155	Cross City, FL	86	Dearborn Heights, MI	10	Dock Junction, GA	285	East Moline, IL	141
Collierville, TN	48	Copperopolis, CA	122	Crowley, LA	100	Decatur, AL	118	Dodgeville, WI	97	East Patchogue, NY	18
Collins, MS	223	Coral Cove, FL	77	Crown Point, IN	3	Decatur, GA	11	Dolan Springs, AZ	39	East Point, GA	11
Collinsville, OK	65	Coral Gables, FL	12	Crozet, VA	224	Decatur, IL	266	Donaldsonville, LA	83	East Porterville, CA	104
Collinwood, TN	245	Corcoran, CA	104	Crystal Beach, TX	7	Decatur, IN	103	Donelson, TN	45	East Providence, RI	34
Colonial Beach, VA	166	Cordova, AL	57	Crystal Lake, IL	3	Decatur, TX	5	Dora, AL	57	East Ridge, TN	105
Colonial Heights, TN	101	Corinth, MS	185	Crystal River, FL	86	Dedham, MA	9	Dorchester Terr.-Bre, SC	89	East St. Louis, IL	20
Colonial Heights, VA	56	Corinth, NY	64	Culebra, PR	13	Deer Park, WA	92	Dos Palos, CA	189	Easton, PA	70
Colorado Springs, CO	96	Cornell, WI	243	Cullman, AL	57	Deer River, MN	202	Dothan, AL	191	Eaton, OH	58

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Eatontown, NJ	52	Elmira, NY	213	Evansville, IN	157	Fayetteville, AR	151	Fort Myers Villas, FL	67	Fruita, CO	258
Eatonville, FL	38	Elmira Hts-Horsehds, NY	213	Evansville, WI	97	Fayetteville, GA	11	Fort Pierce, FL	111	Fruitland, ID	121
Eatonville, WA	14	Elmwood, IL	143	Evansville, WY	286	Fayetteville, NC	127	Fort Plain, NY	64	Fruitland, MD	148
Eau Claire, WI	243	Elmwood Park, IL	3	Everett, MA	9	Federalsburg, MD	148	Fort Rucker, AL	191	Ft Erie, ON	51
Ebensburg, PA	184	Elwood, IN	201	Everett, WA	14	Felton, CA	75	Fort Shawnee, OH	242	FtWorth-Dallas, TX	5
Eden, NC	43	Elyria, OH	25	Evergreen, CO	22	Fenton, MI	125	Fort Smith, AR	174	Fulton, MO	252
Eden Prairie, MN	16	Eminence, KY	55	Ewing, NJ	140	Fenwick Islan, DE	148	Fort Valley, GA	154	Fulton, MS	185
Edenton, NC	248	Emmett, ID	121	Excelsior Springs, MO	29	Fernandina Beach, FL	50	Fort Walton Beach, FL	219	Fulton, NY	80
Edgewater, FL	94	Empire, LA	44	Exeter, NH	116	Ferris, TX	5	Fort Wayne, IN	103	Fuquay-Varina, NC	46
Edinboro, PA	164	Encinitas, CA	17	Fabens, TX	78	Festus, MO	20	Fort Worth, TX	5	Gadsden, AL	57
Edinburg, TX	63	Endicott, NY	179	Fair Oaks, CA	27	Festus-St. Louis, MO	20	Fosston, MN	276	Gaffney, SC	59
Edmond, OK	53	Endwell, NY	179	Fairborn, OH	58	Findlay, OH	82	Fostoria, OH	82	Gahanna, OH	35
Edmonds, WA	14	Enfield, CT	81	Fairbury, IL	236	Fisher, IL	216	Fouke, AR	254	Gainesville, FL	86
Edmonton, KY	208	England, AR	85	Fairfax, VA	8	Fitchburg, MA	9	Fountain, CO	96	Gainesville, GA	11
Egg Harbor City, NJ	6	Englewood, CO	22	Fairfield, AL	57	Flagstaff, AZ	156	Fountain Inn, SC	59	Gainesville, TX	5
Egypt Lake, FL	21	Englewood, FL	77	Fairfield, ME	260	Flint, MI	125	Fountain Valley, CA	2	Gaithersburg, MD	8
El Cajon, CA	17	Englewood, OH	58	Fairfield, OH	26	Flora, MS	123	Fowler, CA	68	Galax, VA	43
El Campo, TX	7	Enid, OK	53	Fairhaven, MA	172	Florence, AL	245	Fox Farm, WY	280	Galena, IL	233
El Dorado, KS	95	Enterprise, AL	191	Fairhope, AL	93	Florence, KY	26	Framingham, MA	9	Galena, KS	234
El Paso, TX	78	Enumclaw, WA	14	Fairlawn, VA	221	Florence, NJ	6	Frankenmuth, MI	130	Gallatin, TN	45
El Reno, OK	53	Ephrata, PA	115	Fairmont, NC	127	Florence, OR	145	Frankfort, IN	235	Galliano, LA	44
El Rio, CA	119	Epworth, IA	233	Fairmont, WV	196	Florence, SC	210	Frankfort, MI	192	Gallipolis, OH	152
Elba, AL	191	Erath, LA	100	Fairport, NY	54	Floresville, TX	31	Frankfort, NY	159	Galva, IL	141
Electra, TX	251	Erie, PA	164	Fairview, NC	160	Florissant, MO	20	Franklin, IN	41	Galveston, TX	7
Elgin, IL	3	Ertanger, KY	26	Fairview, PA	164	Flower Mound, TX	5	Franklin, LA	100	Garden City, ID	121
Elgin, TX	42	Erwin, TN	101	Fairview, TN	45	Flowood, MS	123	Franklin, NH	186	Garden City, MO	29
Elizabeth, NJ	36	Escondido, CA	17	Fairway, KS	29	Floyd, VA	221	Franklin, NJ	249	Garden City, NY	18
Elizabeth, WV	241	Espanola, NM	239	Fajardo, PR	13	Foley, AL	93	Franklin, PA	244	Garden City, SC	167
Elizabeth City, NC	248	Esparto, CA	27	Fall River, MA	172	Folly Beach, SC	89	Franklin, TN	45	Garden Grove, CA	2
Elizabethton, TN	101	Essex, CA	135	Fallbrook, CA	17	Folsom, LA	44	Franklin, TX	230	Gardendale, TX	188
Elizabethtown, NC	127	Essex, NY	139	Falls Church, VA	8	Fond du Lac, WI	137	Frankston, TX	147	Gardiner, ME	260
Elizabethtown, PA	115	Essexville, MI	130	Falmouth, KY	26	Forest City, IA	281	Frazier Park, CA	87	Gardner, MA	9
Elizabethville, PA	79	Esteros, FL	67	Falmouth, MA	183	Forest City, NC	59	Frederick, MD	203	Garland, TX	5
Elk Mound, WI	243	Estes Park, CO	126	Falmouth, VA	166	Forest City, PA	69	Fredericksburg, VA	166	Garner, NC	46
Elk River, MN	16	Etowah, TN	105	Fargo, ND	220	Forest Lake, MN	16	Freedom, CA	75	Gary, IN	3
Elkhart, IN	171	Etrick, VA	56	Farmersville, TX	5	Forsyth, GA	154	Freeland, PA	69	Garyville, LA	44
Elkton, MD	76	Eufaula, AL	181	Farmerville, LA	250	Fort Atkinson, WI	97	Freeport, IL	153	Gastonia, NC	37
Elkton, VA	263	Eugene, OR	145	Farmington, AR	151	Fort Campbell, KY	204	Freeport, NY	18	Gate City, VA	101
Ellenville, NY	163	Eunice, LA	100	Farmington, IL	143	Fort Collins, CO	126	Freeport, TX	7	Gatlinburg, TN	72
Ellisville, MS	223	Eupora, MS	257	Farmington, NH	116	Fort Lauderdale, FL	12	Fremont, CA	4	Gaylord, MI	192
Ellsworth, ME	214	Eureka, IL	143	Farmville, NC	84	Fort Lee, VA	56	Fresno, CA	68	Geneseo, IL	141
Ellwood, CA	199	Eutaw, AL	228	Farragut, TN	72	Fort Meade, FL	98	Friona, TX	193	Geneva, AL	191
Elm Grove, WI	33	Eva, AL	118	Farrell, PA	112	Fort Mitchell, AL	181	Frisco, TX	5	Geneva, IL	3
Elma, WA	14	Evans, GA	109	Fayette, AL	228	Fort Myers, FL	67	Front Royal, VA	226	Geneva, NY	54
Elmhurst, IL	3	Evanston, IL	3	Fayette, MO	252	Fort Myers Beach, FL	67	Frostburg, MD	184	George, CA	135

City of License to Market Rank

Georgetown, DE	148	Granbury, TX	5	Gretna, FL	161	Harrisburg, NC	37	Henderson, NV	39	Homeland Park, SC	59
Georgetown, KY	102	Grand Forks, ND	276	Gretna, LA	44	Harrisburg, PA	79	Henderson, NY	270	Homer, LA	132
Georgetown, OH	26	Grand Haven, MI	66	Gridley, CA	195	Harrison, OH	26	Henderson, TN	278	Homestead, FL	12
Georgetown, SC	167	Grand Junction, CO	258	Griffin, GA	11	Harrisonburg, VA	263	Hendersonville, NC	160	Homewood, AL	57
Georgetown, TX	42	Grand Prairie, TX	5	Grifton, NC	84	Harrisonville, MO	29	Hendersonville, TN	45	Hondo, TX	31
Germantown, TN	48	Grand Rapids, MI	66	Groton, CT	173	Harrodsburg, KY	102	Henniker, NH	186	Honea Path, SC	59
Gettysburg, PA	106	Grandview, WA	198	Grove City, OH	35	Hart, MI	225	Henryetta, OK	65	Honeoye Falls, NY	54
Gibsonburg, OH	82	Granite City, IL	20	Grove City, PA	112	Hartford, CT	49	Herkimer, NY	159	Honolulu, HI	61
Gifford, FL	111	Grants Pass, OR	212	Grover Beach, CA	170	Hartford, WI	33	Hermantown, MN	202	Honor, MI	192
Gilbert, AZ	15	Grasonville, MD	19	Groves, TX	131	Hartford City, IN	201	Hernando, FL	86	Hooks, TX	254
Gilmer, TX	147	Grass Valley, CA	27	Grundy Center, IA	240	Hartford-Meriden, CT	49	Herrin, IL	231	Hoosick Falls, NY	64
Gilroy, CA	30	Gray, GA	154	Guadalupe, CA	205	Hartselle, AL	118	Hershey, PA	79	Hope, AR	254
Gladewater, TX	147	Gray Court, SC	59	Guayama, PR	13	Hartsville, SC	210	Hertford, NC	248	Hope Mills, NC	127
Gladstone, MO	29	Grayson, GA	11	Gulf Breeze, FL	124	Harvard, IL	3	Hesperia, CA	135	Hope Valley, RI	34
Glasford, IL	143	Grayson, KY	152	Gulfport, MS	136	Harvey, IL	3	Hialeah, FL	12	Hopewell, VA	56
Glasgow, KY	208	Great Falls, MT	283	Guthrie, OK	53	Harwich Port, MA	183	Hickory, NC	37	Hopkinsville, KY	204
Glen Arbor, MI	192	Greeley, CO	126	Hackensack, NJ	1	Harwood, ND	220	Hicksville, OH	103	Hormigueros, PR	13
Glen Burnie, MD	19	Green Bay, WI	187	Hackettstown, NJ	70	Haskell, TX	232	High Point, NC	43	Hornell, NY	213
Glen Mills, PA	6	Green Cove Sp, FL	50	Hagerstown, MD	169	Hastings, MN	16	High Springs, FL	86	Horse Cave, KY	208
Glen Rose, TX	5	Green Valley, AZ	62	Halfway, MD	169	Hatillo, PR	13	Highland, IL	20	Horseheads, NY	213
Glencoe, MN	16	Green Valley, WV	269	Hallie, WI	243	Hatteras, NC	248	Highland, NY	163	Hot Springs, AR	85
Glendale, AZ	15	Greenacres, CA	87	Haltom City, TX	5	Hattiesburg, MS	223	Highland Park, IL	3	Houma, LA	44
Glendale, CA	2	Greencastle, PA	169	Hamden, CT	108	Haughton, LA	132	Highland Park, TX	5	Houston, AK	175
Glenwood, IA	74	Greeneville, TN	101	Hamilton, OH	26	Havana, FL	161	Highland Springs, VA	56	Houston, MS	185
Globe, AZ	15	Greenfield, CA	75	Hamlin, TX	232	Havelock, NC	84	Highland Village, TX	147	Houston, TX	7
Gloucester, MA	9	Greenfield, IN	41	Hammond, IN	3	Haverhill, MA	9	Hilliard, OH	35	Howe, TX	5
Gloucester, VA	40	Greenfield, MA	81	Hammond, LA	83	Havre De Grac, MD	76	Hillsboro, IL	206	Howell, MI	10
Gluckstadt, MS	123	Greenfield, WI	33	Hammonton, NJ	138	Havre de Grace, MD	19	Hillsboro, NH	186	Howland, ME	214
Gold Hill, OR	212	Greensboro, AL	228	Hampton, GA	11	Hayden, ID	92	Hillsboro, OR	24	Hubbard, OH	112
Golden Valley, MN	16	Greensboro, NC	43	Hampton, NH	116	Haysville, KS	95	Hillsboro, TX	194	Hudson, IA	240
Goldsboro, NC	46	Greensburg, PA	23	Hampton, VA	40	Hazel Green, AL	118	Hilton Head Island, SC	158	Hudson, WI	16
Goleta, CA	199	Greenup, KY	152	Hampton Bays, NY	18	Hazleton, PA	69	Hinesville, GA	158	Hudson Falls, NY	64
Gonzales, CA	75	Greenville, AL	150	Hanahan, SC	89	Headland, AL	191	Hinton, WV	282	Hughesville, PA	259
Gonzales, TX	42	Greenville, GA	181	Hanford, CA	68	Healdsburg, CA	107	Hobe Sound, FL	47	Humacao, PR	13
Goochland, VA	56	Greenville, MI	66	Hanover, PA	106	Hearne, TX	230	Holiday, FL	21	Humble, TX	7
Gooding, ID	121	Greenville, NC	84	Hapeville, GA	11	Heath, OH	35	Holland, MI	66	Humboldt, TN	278
Goodlettsville, TN	45	Greenville, OH	58	Hardeeville, SC	158	Heavener, OK	174	Holland, OH	82	Humnoke, AR	85
Goose Creek, SC	89	Greenville, RI	34	Hardin, MT	256	Heber Springs, AR	85	Holidaysburg, PA	255	Huntingdon, PA	255
Gordon, GA	154	Greenville, SC	59	Harker Heights, TX	155	Heidelberg, MS	223	Hollister, CA	75	Huntington, IN	103
Gorham, ME	165	Greenwich, CT	142	Harkers Island, NC	84	Helen, GA	11	Holly Hill, FL	94	Huntington, NY	18
Goshen, IN	171	Greenwood, AR	174	Harlem, GA	109	Helotes, TX	31	Holly Springs, MS	48	Huntington, WV	152
Gosnell, AR	48	Greenwood, IN	41	Haringen, TX	63	Hemet, CA	28	Hollywood, FL	12	Huntsville, AL	118
Goulds, FL	12	Greer, SC	59	Harriman, TN	72	Hemlock, MI	130	Holmes Beach, FL	21	Huntsville, AR	151
Graceville, FL	191	Gregory, TX	134	Harrisburg, AR	279	Hempstead, NY	18	Holt, FL	124	Huntsville, UT	32
Graham, NC	43	Gresham, OR	24	Harrisburg, IL	231	Henderson, KY	157	Holton, MI	225	Hurlock, MD	148

Table 6

City of License to Market Rank

Hurricane, WV	177	Jacksonville Beach, FL	50	Kaukauna, WI	137	Kosciusko, MS	123	Lansford, PA	70	Lenoir City, TN	72
Hurst, TX	5	Jasper, AL	57	Kearney, AZ	62	La Crosse, FL	86	Lansing, IL	3	Lenwood, CA	135
Hutchinson, KS	95	Jasper, GA	11	Keizer, OR	24	La Grange, GA	11	Lansing, MI	120	Levittown-Fairless H, PA	6
Hutto, TX	42	Jasper, TN	105	Kendall, FL	12	La Grange, IL	3	Lantana, FL	47	Lewes, DE	148
Hyannis, MA	183	Jeannette, PA	23	Kendallville, IN	103	La Plata, MD	8	Lapeer, MI	125	Lewisburg, PA	259
Hyde Park, NY	163	Jefferson City, MO	252	Kennebunk, ME	165	La Quinta, CA	162	Laplace, LA	44	Lewiston, ME	165
Idalou, TX	180	Jeffersonton, KY	55	Kenner, LA	44	La Selva Beach, CA	75	Laramie, WY	280	Lewisville, NC	43
Idyllwild, CA	28	Jeffersonville, GA	154	Kennewick, WA	211	La Vergne, TN	45	Laredo, TX	215	Lewisville, TX	5
Immokalee, FL	67	Jeffersonville, IN	55	Kennewick-Richland-P, WA	211	Lacombe, LA	44	Largo, FL	21	Lexington, AL	245
Incline Village, NV	128	Jenkintown, PA	6	Kenosha, WI	3	Ladson, SC	89	Las Cruces, NM	78	Lexington, IL	236
Independence, IA	240	Jennings, LA	218	Kenova, WV	152	Lafayette, CO	22	Las Piedras, PR	13	Lexington, KY	102
Independence, MO	29	Jensen Beach, FL	47	Kent, OH	73	Lafayette, FL	161	Las Vegas, NM	71	Lexington, MO	29
Indian Head, MD	8	Jersey City, NJ	1	Kentwood, LA	83	Lafayette, GA	105	Las Vegas, NV	39	Lexington, NC	43
Indian River Shores, FL	111	Jersey Shore, PA	259	Kentwood, MI	66	Lafayette, IN	235	Latrobe, PA	23	Lexington, SC	90
Indian Rocks Beach, FL	21	Jerseyville, IL	20	Kerens, TX	5	Lafayette, LA	100	Latta, SC	210	Lexington-Fayette, KY	102
Indian Springs, NV	39	Johnson City, NY	179	Kerman, CA	68	Lajas, PR	13	Laughlin, NV	39	Liberty, MO	29
Indianapolis, IN	41	Johnson City, TN	101	Kernersville, NC	43	Lake Arrowhead, CA	28	Laurel, DE	148	Liberty, TX	7
Indianola, IA	91	Johnsonville, SC	210	Kernville, CA	87	Lake Arthur, LA	218	Laurel, MD	8	Lima, OH	242
Indiantown, FL	47	Johnston, SC	109	Kettering, OH	58	Lake Charles, LA	218	Laurel, MS	223	Lincoln, IL	206
Indio, CA	162	Johnston City, IL	231	Kewanee, IL	141	Lake City, AR	279	Laurel, MT	256	Lincoln, NE	176
Ingleside, TX	134	Johnstown, CO	126	Kewaunee, WI	187	Lake City, MN	229	Laurinburg, NC	127	Lincolnton, NC	37
Inglewood, CA	2	Johnstown, NY	64	Key Largo, FL	12	Lake City, SC	210	Lawrence, KS	190	Linden, AL	228
Inglis, FL	86	Johnstown, OH	35	Key West, FL	12	Lake Geneva, WI	33	Lawrence, MA	9	Lindsay, CA	104
Inkster, MI	10	Johnstown, PA	184	Kiawah Island, SC	89	Lake George, NY	64	Lawrenceburg, KY	102	Linesville, PA	244
Iowa City, IA	209	Joliet, IL	3	Kilgore, TX	147	Lake Isabella, CA	87	Lawton, OK	268	Linton, IN	200
Iron River, WI	202	Jonesboro, AR	279	Kill Devil Hills, NC	248	Lake Jackson, TX	7	Le Mars, IA	261	Little Falls, NY	159
Irondale, AL	57	Jonesborough, TN	101	Killeen, TX	155	Lake Oswego, OR	24	Le Roy, IL	236	Little Rock, AR	85
Irondequoit, NY	54	Joplin, MO	234	Kimberly, WI	137	Lake Placid, FL	274	Leander, TX	42	Littleton, CO	22
Ironton, OH	152	Joshua Tree, CA	135	Kindred, ND	220	Lake Placid, NY	139	Leavenworth, KS	29	Livermore, CA	4
Irvine, KY	102	Jourdanton, TX	31	King, NC	43	Lake Success, NY	1	Lebanon, IN	41	Livingston, TN	275
Irwin, PA	23	Juana Diaz, PR	13	King City, CA	75	Lake Wales, FL	98	Lebanon, OH	26	Livonia, MI	10
Isabela, PR	13	Junction City, OR	145	Kingfisher, OK	53	Lake Worth, FL	47	Lebanon, PA	79	Lockhart, TX	42
Islesboro, ME	214	Jupiter, FL	47	Kingman, KS	95	Lakeland, FL	98	Lebanon, TN	45	Lockport, NY	51
Islip, NY	18	Kachina Village, AZ	156	Kings Beach, CA	128	Lakeland, TN	48	Ledyard, CT	173	Lockwood, MT	256
Ithaca, NY	273	Kailua, HI	61	Kingsley, MI	192	Lakeville, MN	16	Lee's Summit, MO	29	Locust Grove, OK	65
Jackson, LA	83	Kalamazoo, MI	182	Kingsport, TN	101	Lakewood, CO	22	Leesburg, GA	262	Lodi, CA	88
Jackson, MI	120	Kalkaska, MI	192	Kingston, NY	163	Lakewood, WA	14	Leesburg, VA	8	Loma Linda, CA	28
Jackson, MS	123	Kane, PA	207	Kingston Springs, TN	45	Lakewood Township, NJ	52	Lehigh Acers, FL	67	Lompoc, CA	205
Jackson, TN	278	Kaneohe, HI	61	Kingstree, SC	210	Lamesa, TX	188	LehighAcres, FL	67	London, OH	35
Jackson, WI	33	Kankakee, IL	3	Kingsville, TX	134	Lancaster, CA	2	Lehighton, PA	70	Long Beach, CA	2
Jacksonville, AR	85	Kannapolis, NC	37	Kinston, NC	84	Lancaster, NY	51	Leicester, MA	114	Long Beach, MS	136
Jacksonville, FL	50	Kansas City, KS	29	Kirkland, WA	14	Lancaster, OH	35	Leland, MI	192	Long Branch, NJ	52
Jacksonville, IL	206	Kansas City, MO	29	Kissimmee, FL	38	Lancaster, PA	115	Leland, NC	178	Long Island, AK	175
Jacksonville, NC	84	Kaplan, LA	100	Kittery, ME	116	Lancaster, WI	233	Lemoore, CA	104	Longmont, CO	22
Jacksonville, TX	147	Karns, TN	72	Knoxville, TN	72	Lansdale, PA	6	Lena, IL	233	Longview, TX	147

Table 6

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Lonoke, AR	85	Macon, IL	266	Marion, IN	201	McQueeney, TX	31	Middletown, NY	149	Mobile, AL	93
Lookout Mountain, TN	105	Madbury, NH	116	Marion, MS	284	Meadville, PA	244	Middletown, OH	58	Moca, PR	13
Lorain, OH	25	Madera, CA	68	Marion, SC	210	Mebane, NC	43	Middletown, RI	34	Mocksville, NC	43
Lorenzo, TX	180	Madison, AL	118	Marion, TX	31	Mecca, CA	162	Midland, MI	130	Modesto, CA	122
Loretto, PA	184	Madison, ME	260	Marion, VA	101	Mechanicsburg, PA	79	Midland, TX	188	Mojave, CA	2
Loris, SC	167	Madison, WI	97	Mariposa, CA	189	Mechanicsville, VA	56	Midvale, UT	32	Molalla, OR	24
Los Alamos, NM	239	Madisonville, TX	230	Marksville, LA	217	Mechanicville, NY	64	Midway, FL	161	Moline, IL	141
Los Altos, CA	4	Madrid, IA	91	Marlborough, MA	9	Medford, MA	9	Midway, GA	158	Monahans, TX	188
Los Angeles, CA	2	Magee, MS	123	Marlin, TX	194	Medford, OR	212	Midway, KY	102	Moncks Corner, SC	89
Los Banos, CA	189	Mahomet, IL	216	Marlow, OK	268	Media, PA	6	Midwest, WY	286	Moneta, VA	110
Los Gatos, CA	30	Mamou, LA	100	Maroa, IL	266	Medical Lake, WA	92	Midwest City, OK	53	Monroe, GA	11
Los Lunas, NM	71	Manahawkin, NJ	52	Marshall, IL	200	Medina, OH	73	Milan, TN	278	Monroe, LA	250
Los Molinos, CA	195	Manassas, VA	8	Marshall, MI	253	Melbourne, FL	99	Milford, CT	117	Monroe, MI	10
Los Osos-Baywood Par, CA	170	Manati, PR	13	Marshall, NC	160	Memphis, TN	48	Milford, DE	148	Monroe, NC	37
Los Ranchos, NM	71	Manchester, CT	49	Marshall, TX	147	Menomonee Falls, WI	33	Milford, MA	9	Monroe, WI	97
Los Ranchos De Albuq, NM	71	Manchester, GA	11	Marshfield, MA	9	Menomonie, WI	243	Milford, NE	176	Monroeville, PA	23
Lost Creek, WV	196	Manchester, NH	186	Marshfield, MO	144	Merced, CA	189	Milford, OH	26	Montauk, NY	173
Loudon, TN	72	Manchester, TN	45	Marshfield, WI	168	Mercedes, TX	63	Mill Hall, PA	259	Monte Rio, CA	107
Louisa, VA	224	Manchester, VT	64	Martinez, GA	109	Mercer, PA	112	Millbrook, AL	150	Montecito, CA	199
Louisburg, NC	46	Mandan, ND	277	Martinsburg, PA	255	Mercer Island-Seattl, WA	14	Millersburg, PA	79	Monterey, CA	75
Louisville, KY	55	Manhattan, KS	190	Martinsburg, WV	169	Mercersburg, PA	169	Millington, TN	48	Monterey, TN	275
Loveland, CO	126	Manitou Springs, CO	96	Martinsville, IN	41	Meriden, CT	49	Millinocket, ME	214	Montezuma, GA	154
Loves Park, IL	153	Mankato, MN	264	Martinsville, VA	110	Meridian, ID	121	Millvale, PA	23	Montgomery, AL	150
Lowell, AR	151	Manlius, NY	80	Mary Esther, FL	219	Meridian, MS	284	Millville, NJ	138	Monticello, FL	161
Lowell, IN	3	Manning, SC	210	Marysville, CA	27	Meridianville, AL	118	Milton, FL	124	Monticello, IN	235
Lowell, MA	9	Mannington, WV	196	Marysville, OH	35	Merkel, TX	232	Milton, WV	152	Monticello, NY	149
Lowville, NY	159	Manor, TX	42	Maryville, TN	72	Merrill, WI	168	Milton-Freewater, OR	211	Montour Falls, NY	213
Lubbock, TX	180	Mansura, LA	217	Mashpee, MA	183	Mesa, AZ	15	Milwaukee, WI	33	Montpelier, VT	139
Lucerne Valley, CA	135	Manteca, CA	122	Mason City, IA	281	Mesquite, NV	39	Milwaukie, OR	24	Montrose, CO	258
Ludlow, CA	135	Manteo, NC	248	Massillon, OH	129	Mexico, MO	252	Mims, FL	99	Monument, CO	96
Luling, TX	42	Manti, UT	32	Matamoros, MX	63	Mexico, NY	80	Minden, LA	132	Moody, AL	57
Lumberton, MS	136	Maplewood, MN	16	Mauldin, SC	59	Mexico Beach, FL	237	Mineola, NY	18	Moore, OK	53
Lumberton, NC	127	Marana, AZ	62	Maumelle, AR	85	Meyersdale, PA	184	Minetto, NY	80	Moorhead, MN	220
Lumpkin, GA	181	Marathon, WI	168	Maurice, LA	100	Miami, FL	12	Minneapolis, MN	16	Moose Lake, MN	202
Luquillo, PR	13	Marble Falls, TX	42	Mayaguez, PR	13	Miami, WV	177	Minor Hill, TN	118	Moreauville, LA	217
Luray, VA	263	Marco, FL	67	McAllen, TX	63	Miami Beach, FL	12	Mint Hill, NC	37	Morehead City, NC	84
Luverne, AL	150	Marco Island, FL	67	McCall, ID	121	Miami Springs, FL	12	Mio, MI	192	Moreno Valley, CA	28
Lynchburg, VA	110	Margate City, NJ	138	McClellanville, SC	89	Miamisburg, OH	58	Miramar Beach, FL	219	Morgan Hill, CA	30
Lynden, WA	14	Maricao, PR	13	McConnellsburg, PA	169	Micanopy, FL	86	Mirando City, TX	215	Morgantown, WV	196
Lynn, MA	9	Marietta, GA	11	McConnellsville, OH	241	Middleborough Cente, MA	9	Mishicot, WI	187	Morningside, MD	8
Mableton, GA	11	Marietta, OH	241	McDonough, GA	11	Middlebury, VT	139	Mission, KS	29	Morovis, PR	13
Mabton, WA	198	Marina, CA	75	McFarland, CA	87	Middleton, WI	97	Mission, TX	63	Morris, IL	3
Macclenny, FL	50	Marine City, MI	10	McKeesport, PA	23	Middletown, CA	107	Missouri City, TX	7	Morristown, NJ	113
Mackinaw City, MI	192	Marion, AR	48	McKenzie, TN	278	Middletown, CT	49	Moapa Valley, NV	39	Morro Bay, CA	170
Macon, GA	154	Marion, IL	231	Mcminville, OR	24	Middletown, MD	203	Moberly, MO	252	Morrow, GA	11

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Morton, IL	143	Muskogee, OK	65	New London, CT	173	Nolanville, TX	155	Oberlin, OH	25	Orange Beach, AL	93
Mosinee, WI	168	Myrtle Beach, SC	167	New London, WI	137	Norco, LA	44	Ocala, FL	86	Orange Cove, CA	68
Moss Bluff, LA	218	Naches, WA	198	New Market, VA	263	Norfolk, MA	9	Ocean Acres, NJ	52	Orangeburg, SC	90
Moss Point, MS	93	Nags Head, NC	248	New Orleans, LA	44	Norfolk, VA	40	Ocean City, MD	148	Orchard Valley, WY	280
Moulton, AL	118	Naguabo, PR	13	New Paltz, NY	163	Normal, IL	236	Ocean City, NJ	138	Orcutt, CA	205
Moultrie, GA	262	Nampa, ID	121	New Philadelphia, OH	129	Norman, OK	53	Ocean City-Salisbury, MD	148	Ore City, TX	147
Moundville, WV	238	Nanticoke, PA	69	New Plymouth, ID	121	Norris, TN	72	Ocean City-Somers Po. NJ	138	Oregon City, OR	24
Mount Bullion, CA	189	Nanticoke, PA	69	New Port Richey, FL	21	Norristown, PA	6	Ocean Isle Beach, NC	178	Orem, UT	32
Mount Carmel, IL	157	Nantucket, MA	183	New Prague, MN	16	North Atlanta, GA	11	Ocean Pines, MD	148	Oriental, NC	84
Mount Clemens, MI	10	Napa, CA	4	New Richmond, WI	16	North Augusta, SC	109	Ocean Springs, MS	136	Orland, CA	195
Mount Dora, FL	38	Naples, FL	67	New Roads, LA	83	North Baltimore, OH	82	Ocean View, DE	148	Orlando, FL	38
Mount Holly, NJ	6	Naples Park, FL	67	New Rochelle, NY	60	North Cape May, NJ	138	Oceanside, CA	17	Orleans, MA	183
Mount Hope, WV	282	Narragansett Pier, RI	34	New Smyrna Beach, FL	94	North Charleston, SC	89	Ocoee, FL	38	Ormond Beach, FL	94
Mount Horeb, WI	97	Narrows, VA	221	New Ulm, MN	264	North Conway, NH	116	Odem, TX	134	Ormond-By-The-Sea, FL	94
Mount Jackson, VA	226	Narrows-Pearisburg, VA	110	New York, NY	1	North East, PA	164	Odessa, TX	188	Oro Valley, AZ	62
Mount Kisco, NY	60	Nashua, NH	186	Newark, DE	76	North Fork, CA	68	Oelwein, IA	240	Oroville, CA	195
Mount Pleasant, SC	89	Nashville, TN	45	Newark, NJ	1	North Fort Myers, FL	67	Ogden, UT	32	Osage, IA	281
Mount Pocono, PA	69	Natick, MA	9	Newark, NY	54	North Las Vegas, NV	39	Oil City, PA	244	Osage City, KS	190
Mount Sterling, KY	102	Navarre, FL	124	Newark, OH	35	North Little Rock, AR	85	Oildale, CA	87	Osceola, AR	48
Mount Union, PA	255	Navasota, TX	230	Newberry, FL	86	North Mankato, MN	264	Ojai, CA	119	Osceola, IA	91
Mount Vernon, IN	157	Nebraska City, NE	74	Newberry Springs, CA	135	North Miami, FL	12	Okarche, OK	53	Oshkosh, WI	137
Mount Vernon, MO	144	Nederland, TX	131	Newburg, KY	55	North Miami Beach, FL	12	Oklahoma City, OK	53	Oswego, NY	80
Mount Vernon, OH	35	Neenah-Menasha, WI	137	Newburgh, IN	157	North Muskegon, MI	225	Okmulgee, OK	65	Otsego, MI	182
Mount Zion, IL	266	Nellisville, WI	243	Newburgh, NY	149	North Myrtle Beach, SC	167	Olathe, KS	29	Ottawa, KS	29
Mountain Home, ID	121	Nekoosa, WI	168	Newburyport, MA	9	North Ridgeville, OH	25	Old Fort, NC	160	Ottawa, OH	242
Mountain Pass, CA	135	Neosho, MO	234	Newcastle, OK	53	North Salt Lake City, UT	32	Old Saybrook, CT	49	Ouray, CO	258
Mountain Top, PA	69	Nephi, UT	32	Newnan, GA	11	North Syracuse, NY	80	Old Town, ME	214	Overland Park, KS	29
Moyock, NC	40	Neptune Beach, FL	50	Newport, KY	26	North Windham, ME	165	Olean, NY	207	Overton, TX	147
Mt Washington, KY	55	New Albany, IN	55	Newport, NC	84	Northampton, MA	81	Olive Branch, MS	48	Oviedo, FL	38
Mt. Vernon, IN	157	New Albany, MS	185	Newport, RI	34	Northport, AL	228	Oliver, PA	23	Owasso, OK	65
Mt. Washington, NH	165	New Bedford, MA	172	Newport Beach, CA	2	Northwood, IA	281	Oliver Springs, TN	72	Owego, NY	179
Muenster, TX	5	New Bern, NC	84	Newport News, VA	40	Norwalk, CT	142	Olympia, WA	14	Owensboro, KY	157
Mukwonago, WI	33	New Boston, TX	254	Newport Village, NY	159	Norwich, CT	173	Olyphant, PA	69	Owosso, MI	125
Muncie, IN	201	New Braunfels, TX	31	Newton, KS	95	Oak Harbor, OH	82	Omaha, NE	74	Oxford, MS	185
Muncy, PA	259	New Britain, CT	49	Newton, MA	9	Oak Harbor, WA	14	Omro, WI	137	Oxford, OH	26
Munford, TN	48	New Brunswick, NJ	36	Newton, MS	284	Oak Hill, WV	282	Onawa, IA	261	Oxnard, CA	119
Munfordville, KY	208	New Carlisle, IN	171	Newton, NJ	249	Oak Island, NC	178	Oneida, NY	80	Ozark, AL	191
Murfreesboro, TN	45	New Castle, IN	201	Niagara Falls, NY	51	Oak Lawn, IL	3	Oneonta, AL	57	Ozark, MO	144
Murphysboro, IL	231	New City, NY	1	Niagara Falls, ON	51	Oak Park, IL	3	Ontario, CA	28	Pacific Grove, CA	75
Murray, UT	32	New Ellenton, SC	109	Niceville, FL	219	Oak Ridge, TN	72	Opelousas, LA	100	Page, AZ	156
Murrells Inlet, SC	167	New Haven, CT	108	Nicholasville, KY	102	Oakdale, CA	122	Opportunity, WA	92	Pahrump, NV	39
Muscatine, IA	141	New Haven, IN	103	Niles, MI	171	Oakdale, LA	217	Oracle, AZ	62	Painesville, OH	25
Muscle Shoals, AL	245	New Hope, NC	46	Niles, OH	112	Oakhurst, CA	68	Orange, CA	2	Palatka, FL	94
Muskegon, MI	225	New Iberia, LA	100	Nixa, MO	144	Oakland, CA	4	Orange, TX	131	Palesine, TX	147
Muskegon Heights, MI	225	New Kensington, PA	23	Noblesville, IN	41	Oakland, NJ	1	Orange, VA	166	Palm Beach, FL	47

City of License to Market Rank

Palm Desert, CA	162	Pearl City, HI	61	Pittsburg, TX	147	Port St. Lucie, FL	111	Punta Rassa, FL	67	Richmond Hill, GA	158
Palm Springs, CA	162	Pecan Grove, TX	155	Pittsburgh, PA	23	Port Sulphur, LA	44	Puyallup, WA	14	Richton, MS	223
Palmdale, CA	2	Pecos, TX	188	Pittston, PA	69	Port Washington, WI	33	Quebradillas, PR	13	Richwood, LA	250
Palmetto, FL	77	Peekskill, NY	60	Placerville, CA	27	Portage, IN	3	Queensbury, NY	64	Richwood, OH	35
Palmyra, NY	54	Pekin, IL	143	Plainfield, IN	41	Portage, MI	182	Quincy, FL	161	Ridgefield, CT	197
Palmyra, PA	79	Pell City, AL	57	Plains, PA	69	Portage, PA	184	Quincy, MA	9	Ridgeland, MS	123
Palo Alto, CA	30	Pella, IA	91	Plano, IL	3	Portage, WI	97	Racine, WI	33	Ridgeville, SC	89
Pamplico, SC	210	Pensacola, FL	124	Plano, TX	5	Porterville, CA	104	Radcliff, KY	55	Rifle, CO	258
Panama City, FL	237	Penuelas, PR	13	Plant City, FL	21	Portland, ME	165	Radford, VA	221	Ringgold, GA	105
Panama City Beach, FL	237	Peoria, IL	143	Platteville, WI	233	Portland, OR	24	Raeform, NC	127	Rio Piedras, PR	13
Paradise, CA	195	Perry, GA	154	Plattsburgh, NY	139	Portland, TN	45	Raleigh, NC	46	Rio Rancho, NM	71
Paradise, NV	39	Perry, IA	91	Plattsmouth, NE	74	Portland, TX	134	Rancho Cordova, CA	27	Ripley, MS	185
Paradise Valley, AZ	15	Petal, MS	223	Pleasant Gap, PA	246	Portsmouth, NH	116	Rancho Mirage, CA	162	Ripley, OH	26
Paramount, CA	2	Petaluma, CA	107	Pleasant Hope, MO	144	Portsmouth, OH	152	Randolph, UT	32	River Falls, WI	16
Paris, AR	174	Peterborough, NH	9	Pleasanton, TX	31	Portsmouth, VA	40	Rantoul, IL	216	Riverbank, CA	122
Paris, IL	200	Petersburg, IL	206	Pleasantville, NJ	138	Post Falls, ID	92	Rapid City, SD	267	Riverhead, NY	18
Paris, KY	102	Petersburg, NJ	138	Plymouth, IN	171	Poteau, OK	174	Ravena, NY	64	Riverside, CA	28
Park Forest, IL	3	Petersburg, VA	56	Plymouth, MA	9	Potomac-Cabin John, MD	8	Ravenel, SC	89	Riverside, PA	79
Parker, FL	237	Petoskey, MI	192	Plymouth, NC	248	Potts Camp, MS	185	Raymondville, TX	63	Riviera Beach, FL	47
Parkersburg, WV	241	Pflugerville, TX	42	Plymouth, WI	265	Pottstown, PA	6	Rayne, LA	100	Roanoke, IN	103
Parma, OH	25	Pharr, TX	63	Pocatalico, WV	177	Pottsville, PA	163	Rayville, LA	250	Roanoke, VA	110
Parris Island, SC	158	Phenix City, AL	181	Pocomoke City, MD	148	Poughkeepsie, NY	72	Reading, PA	133	Roaring Spring, PA	255
Parsippany-Troy Hill, NJ	113	Phenix City(Columbus, AL	181	Pocono Pines, PA	69	Powell, TN	56	Red Bank, TN	105	Robertsdale, AL	93
Pasadena, CA	2	Philadelphia, PA	6	Point Pleasant, NJ	52	Powhatan, VA	97	Red Bluff, CA	195	Robinson, TX	194
Pasadena, TX	7	Phillipsburg, PA	246	Pomona, CA	2	Poynette, WI	151	Red Lion, PA	106	Robstown, TX	134
Pascagoula, MS	136	Phoenix, AZ	15	Pompano Beach, FL	12	Prairie Grove, AR	150	Red Springs, NC	127	Rochester, MN	229
Pascagoula-Moss Poin, MS	136	Phoenix, NY	80	Pompton Lakes, NJ	1	Prattville, AL	156	Redding, CA	227	Rochester, NH	116
Pasco, WA	211	Phoenix, OR	212	Ponce, PR	13	Prescott, AZ	156	Redlands, CA	28	Rochester, NY	54
Paso Robles, CA	170	Phoenixville, PA	6	Ponte Vedra Beach, FL	50	Prescott Valley, AZ	118	Redondo Beach, CA	2	Rock Hill, SC	37
Patchogue, NY	18	Picayune, MS	44	Pontotoc, MS	185	Priceville, AL	93	Reform, AL	228	Rock Island, IL	141
Paterson, NJ	1	Pickens, MS	123	Poolesville, MD	8	Prichard, AL	8	Rehoboth Beach, DE	148	Rockford, IL	153
Patillas, PR	13	Piedmont, CA	4	Port Allegany, PA	207	Prince Frederick, MD	148	Reidsville, NC	43	Rockford, MI	66
Patterson, CA	122	Pilot Point, TX	5	Port Arthur, TX	7	Princess Anne, MD	16	Remsen, NY	159	Rockledge, FL	99
Patterson, NY	197	Pinconning, MI	130	Port Charlotte, FL	67	Princeton, MN	140	Reno, NV	128	Rockmart, GA	11
Patton, PA	255	Pine Bluff, AR	85	Port Clinton, OH	82	Princeton, NJ	269	Rensselaer, NY	64	Rockport, TX	134
Pawcatuck, CT	173	Pine Bluffs, WY	280	Port Gibson, MS	123	Princeton, WV	140	Renton, WA	14	Rockton, IL	153
Pawhuska, OK	65	Pine Castle-Sky Lak, FL	38	Port Henry, NY	139	Princeton Junction, NJ	202	Republic, MO	144	Rockton, IN	200
Pawleys Island, SC	167	Pine Hills, FL	38	Port Hueneme, CA	119	Proctor, MN	198	Reserve, LA	44	Rockville, MD	8
Pawtucket, RI	34	Pine Island Center, FL	67	Port Huron, MI	10	Providence, RI	34	Richfield, MN	16	Rockwood, TN	72
Payette, ID	121	Pinellas Park, FL	21	Port Isabel, TX	63	Provo, UT	32	Richland, MS	123	Rocky Mount, NC	46
Paynesville, MN	222	Pineville, LA	217	Port Jervis, NY	149	Pryor, OK	65	Richland, WA	211	Rogers, AR	151
Payson, AZ	15	Piqua, OH	58	Port Matilda, PA	246	Pueblo, CO	96	Richlands, VA	269	Rogersville, AL	245
Payson, UT	32	Pismo Beach, CA	170	Port Neches, TX	131	Pulaski, NY	80	Richmond, KY	102	Rogersville, TN	101
Peachtree City, GA	11	Pittsburg, CA	4	Port Royal, SC	89	Pulaski, VA	221	Richmond, MO	29	Rogue River, OR	212
Pearl, MS	123	Pittsburg, KS	234	Port St. Joe, FL	237	Punta Gorda, FL	67	Richmond, VA	56	Rohnert Park, CA	107

Table 6

City of License to Market Rank

Roland, OK	174	Salisbury, CT	163	Santa Monica, CA	2	Seligman, MO	151	Simpsonville, SC	59	South Salt Lake, UT	32
Rollingwood, TX	42	Salisbury, MD	148	Santa Paula, CA	119	Selma, NC	46	Sinton, TX	134	South Sioux City, NE	261
Rome, NY	159	Salisbury, NC	37	Santa Rosa, CA	107	Seminole, OK	53	Sioux City, IA	261	South Tucson, AZ	62
Rosarita Beach, BN	17	Salladasburg, PA	259	Santa Rosa Beach, FL	219	Seneca, IL	3	Skokie, IL	3	South Whitley, IN	103
Rosarito, MX	17	Sallisaw, OK	174	Santa Ynez, CA	199	Seneca, SC	59	Skowhegan, ME	260	South Williamsport, PA	259
Rosenburg-Richmond, TX	7	Salt Lake City, UT	32	Sapulpa, OK	65	Seneca Falls, NY	54	Slaton, TX	180	South Yarmouth, MA	183
Roseville, CA	27	Saluda, SC	109	Saranac Lake, NY	139	Sevierville, TN	72	Sleepy Eye, MN	264	Southampton, NY	18
Rossford, OH	82	San Angelo, TX	272	Sarasota, FL	21	Seward, NE	176	Slidell, LA	44	Southaven, MS	48
Rossville, GA	105	San Antonio, TX	31	Saratoga Springs, NY	64	Seymour, TN	72	Smethport, PA	207	Southbridge, MA	114
Roswell, GA	11	San Bernardino, CA	28	Sartell, MN	222	Seymour, WI	137	Smithfield, NC	46	Southern Pines, NC	127
Rotterdam, NY	64	San Carlos Park, FL	67	Sasser, GA	262	Shadyside, OH	238	Smithfield, VA	40	Southern Shores, NC	248
Round Rock, TX	42	San Clemente, CA	2	Saugerties, NY	163	Shafter, CA	87	Smiths, AL	181	Southington, CT	49
Roy, UT	32	San Diego, CA	17	Sauk City, WI	97	Shallotte, NC	178	Smiths Grove, KY	208	Southold, NY	173
Royal City, WA	211	San Fernando, CA	2	Sauk Rapids, MN	222	Sharon, CT	49	Smithtown, NY	18	Southport, NC	178
Royal Oak, MI	10	San Francisco, CA	4	Savannah, GA	158	Sharon, PA	112	Smithville, GA	262	Southport, NY	213
Royal Palm Beach, FL	47	San Gabriel, CA	2	Sayre, PA	179	Sharpsville, PA	112	Smyrna, DE	76	Spanish Fork, UT	32
Ruckersville, VA	224	San German, PR	13	Scappoose, OR	24	Shasta, CA	227	Smyrna, GA	11	Sparks, NV	128
Rudolph, WI	168	San Jacinto, CA	28	Scarborough, ME	165	Shasta Lake City, CA	227	Smyrna, TN	45	Sparta, MO	144
Rumford, ME	260	San Joaquin, CA	68	Schenectady, NY	64	Shawnee, OK	53	Snow Hill, MD	148	Spartanburg, SC	59
Rusk, TX	147	San Jose, CA	30	Schertz, TX	31	Sheboygan, WI	265	Socastee, SC	167	Spearfish, SD	267
Russellville, AL	245	San Juan, PR	13	Schofield, WI	168	Sheboygan Falls, WI	265	Soddy-Daisy, TN	105	Spencer, WI	168
Russellville, KY	45	San Juan, TX	63	Schoharie, NY	64	Sheffield, AL	245	Sodus, NY	54	Spokane, WA	92
Ruston, LA	250	San Luis Obispo, CA	170	Scotia, NY	64	Shelby, NC	37	Solana, FL	67	Spotsylvania, VA	166
Sabana Grande, PR	13	San Marcos, TX	42	Scottdale, PA	23	Shelbyville, IL	266	Soledad, CA	75	Spring City, TN	105
Saco, ME	165	San Marcos-Poway, CA	17	Scottsburg, IN	55	Shelbyville, IN	41	Solvang, CA	205	Spring Lake, NC	127
Sacramento, CA	27	San Martin, CA	30	Scottsdale, AZ	15	Shelbyville, KY	55	Somerset, PA	184	Spring Valley, MN	229
Saegertown, PA	244	San Mateo, CA	4	Scottsville, KY	208	Shepherdsville, KY	55	Somerset, TX	31	Spring Valley, NY	1
Safety Harbor, FL	21	San Rafael, CA	4	Scranton, PA	69	Sheridan, AR	85	Somersworth, NH	116	Springdale, AR	151
Sag Harbor, NY	18	San Sebastian, PR	13	Scranton, SC	210	Sherman, TX	5	Somerville, TN	48	Springfield, FL	237
Sageville, IA	233	Sand Springs, OK	65	Seabrook, TX	7	Sherwood, AR	85	Soquel, CA	75	Springfield, GA	158
Saginaw, MI	130	Sandersville, MS	223	Seaford, DE	148	Shingle Springs, CA	27	South Beloit, IL	153	Springfield, IL	206
Sahuarita, AZ	62	Sandpoint, ID	92	Searsport, ME	214	Shingletown, CA	227	South Bend, IN	171	Springfield, MA	81
Saint Ansgar, IA	281	Sandy, UT	32	Seaside, CA	75	Shippensburg, PA	79	South Boston, VA	46	Springfield, MN	264
Salamanca, NY	207	Sandy Creek-Pulaski, NY	80	Seattle, WA	14	Shiremanstown, PA	79	South Bristol Townsh, NY	54	Springfield, MO	144
Salem, IN	55	Sanford, FL	38	Sebastian, FL	99	Short Pump, VA	56	South Burlington, VT	139	Springfield, OH	58
Salem, MA	9	Sanford, ME	116	Sebastopol, CA	107	Shreveport, LA	132	South Charleston, WV	177	Springfield, TN	45
Salem, NJ	76	Sanger, TX	5	Sebring, FL	274	Signal Mountain, TN	105	South Congaree, SC	90	Springfield-Eugene, OR	145
Salem, OH	112	Sans Souci, SC	59	Security, CO	96	Siler City, NC	46	South Daytona, FL	94	Springhill, LA	132
Salem, OR	24	Santa Ana, CA	2	Sedona, AZ	156	Siloam Springs, AR	151	South Gastonia, NC	37	Springville, NY	51
Salem, VA	110	Santa Barbara, CA	199	Seelyville, IN	200	Silsbee, TX	131	South Glen Falls, NY	64	St. Albans, VT	139
Salem, WV	196	Santa Clara, CA	30	Seffner, FL	21	Silver Lake, KS	190	South Lake Tahoe, CA	27	St. Albans, WV	177
Salem Township, MI	146	Santa Cruz, CA	75	Seguin, TX	31	Silver Spring, MD	8	South Miami, FL	12	St. Andrews, SC	90
Salinas, CA	75	Santa Fe, NM	239	Selah, WA	198	Silver Springs, FL	86	South Oroville, CA	195	St. Augustine, FL	50
Salinas, PR	13	Santa Margarita, CA	170	Selbyville, DE	148	Silverdale, WA	14	South Padre Island, TX	63	St. Augustine Beach, FL	50
Saline, MI	146	Santa Maria, CA	205	Seligman, AZ	156	Simi Valley, CA	2	South Pittsburg, TN	105	St. Charles, MN	229

Table 6
 City of License to Market Rank

St. Charles, MO	20	Stowe, VT	139	Tavares, FL	38	Topsham, ME	165	Union City, PA	164	Vista, CA	17
St. Cloud, MN	222	Strasburg, CO	22	Taylor, MI	10	Torrance, CA	2	Union Gap, WA	198	Vivian, LA	132
St. Genevieve, MO	20	Strasburg, VA	226	Taylor, TX	42	Torrington, CT	49	Uniontown, PA	23	Voorheesville, NY	64
St. George, SC	89	Stroudsburg, PA	69	Taylorville, MS	223	Towson, MD	19	Universal City, TX	31	Wabasha, MN	229
St. Helena, CA	4	Stuart, FL	111	Taylorville, UT	32	Tracy, CA	88	University, MS	185	Waco, TX	194
St. Ignace, MI	192	Sturgeon Bay, WI	187	Taylorville, IL	206	Travelers Rest, SC	59	University Park, PA	246	Waco-Marlin, TX	194
St. James, MN	264	Sturgis, SD	267	Tazewell, VA	269	Traverse City, MI	192	University Park, TX	5	Wagoner, OK	65
St. Johns, MI	120	Sturtevant, WI	33	Temecula, CA	17	Trenton, FL	86	Upper Arlington, OH	35	Waipahu, HI	61
St. Johnsville, NY	64	Suffolk, VA	40	Tempe, AZ	15	Trenton, GA	105	Urbana, IL	216	Waite Park, MN	222
St. Joseph, MN	222	Sullivan, IL	266	Temple, TX	155	Trenton, NJ	140	Urbana, OH	58	Wake Forest, NC	46
St. Louis, MO	20	Sullivan, IN	200	Temple Terrace, FL	21	Trinity, AL	118	Utica, MS	123	Wakefield-Peacedale, RI	34
St. Louis Park, MN	16	Sullivan, MO	20	Templeton, CA	170	Troutdale, OR	24	Utica, NY	159	Waldorf, MD	8
St. Marys, KS	190	Sulphur, LA	218	Tequesta, FL	47	Troy, AL	150	Utah, PR	13	Walker, MI	66
St. Marys, OH	242	Sumiton, AL	57	Terre Haute, IN	200	Troy, MO	20	Vacaville, CA	4	Walla Walla, WA	211
St. Marys, WV	241	Summertown, SC	90	Terrell, TX	5	Troy, NY	64	Vallejo, CA	4	Walled Lake, MI	10
St. Matthews, KY	55	Summersville, SC	89	Terrell Hills, TX	31	Troy, OH	58	Valley, AL	181	Walnut Creek, CA	4
St. Paul, MN	16	Sumner, WA	14	Texarkana, AR	254	Trumann, AR	279	Valley Station, KY	55	Waltham, MA	9
St. Pauls, NC	127	Sumrall, MS	223	Texarkana, TX	254	Trumansburg, NY	273	Valparaiso, IN	3	Wanchese, NC	248
St. Peter, MN	264	Sumter, SC	90	Texas City, TX	7	Trussville, AL	57	Valparaiso-Niceville, FL	219	Wapakoneta, OH	242
St. Petersburg, FL	21	Sun City, AZ	15	Thief River Falls, MN	276	Tuba City, AZ	156	Van Buren, AR	174	Ware, MA	81
St. Petersburg Beach, FL	21	Sun City, CA	28	Thomasville, GA	161	Tuckerton, NJ	52	Van Buren, IN	201	Warner Robins, GA	154
St. Simons Island, GA	285	Sun Prairie, WI	97	Thomasville, NC	43	Tucson, AZ	62	Van Wert, OH	103	Warren, OH	112
St. Stephen, SC	89	Sun Valley, NV	128	Thomson, GA	109	Tulare, CA	68	Vancouver, WA	24	Warren, VT	139
Stamford, CT	142	Sunnyside, WA	198	Thornton, CO	22	Tullahoma, TN	118	Vassar, MI	125	Warrensburg, NY	64
Stamford, TX	232	Superior, WI	202	Thousand Palms, CA	162	Tulsa, OK	65	Veazie, ME	214	Warrenton, GA	109
Stamping Ground, KY	102	Surfside Beach, SC	167	Thurmont, MD	203	Tumwater, WA	14	Venice, FL	77	Warrenton, MO	20
Stanton, TX	188	Surgoinsville, TN	101	Tice, FL	67	Tunica, MS	48	Ventura, CA	119	Warrenton, VA	8
Starkville, MS	257	Swanton, OH	82	Ticonderoga, NY	139	Tunkhannock, PA	69	Vergennes, VT	139	Warrior, AL	57
Starview, PA	106	Sylvan Beach, NY	80	Tifton, GA	262	Tupelo, MS	185	Vernon Hills, IL	3	Warwick, NY	149
State College, MS	257	Sylvania, OH	82	Tijuana, MX	17	Turlock, CA	122	Vero Beach, FL	111	Warwick, RI	34
State College, PA	246	Sylvester, GA	262	Tioga, LA	217	Turners Falls, MA	81	Verona, WI	97	Wasco-Greenacres, CA	87
Statesville, NC	37	Syracuse, NY	80	Tioga, PA	213	Tusayan, AZ	156	Versailles, IN	26	Washington, DC	8
Staunton, VA	224	Tacoma, WA	14	Tipton, CA	104	Tuscaloosa, AL	228	Versailles, KY	102	Washington, LA	100
Stayton, OR	24	Taft, CA	87	Tisbury, MA	183	Tuscola, IL	216	Vestal, NY	179	Washington, MO	20
Steelville, MO	20	Taft, OK	65	Titusville, FL	38	Tuscola, MI	125	Vicksburg, MS	123	Washington, NC	84
Sterling City, TX	272	Taft, TX	134	Titusville, PA	244	Tusculum, TN	101	Victoria, TX	134	Washington, PA	23
Steubenville, OH	238	Tahoe City, CA	128	Tobyhanna, PA	69	Tuscumbia, AL	245	Victorville, CA	135	Wasilla, AK	175
Stevens Point, WI	168	Tahoka, TX	180	Toledo, OH	82	Twentynine Palms, CA	135	Vienna, WV	241	Waterbury, CT	49
Stewartville, MN	229	Talking Rock, GA	11	Tollieson, AZ	15	Two Harbors, MN	202	Villas, NJ	138	Waterbury, VT	139
Stillwater, MN	16	Tallahassee, FL	161	Tomball, TX	7	Tye, TX	232	Vineland, NJ	6	Waterloo, IA	240
Stillwater, NY	64	Tamaqua, PA	70	Toms River, NJ	52	Tyler, TX	147	Vinita, OK	65	Waterloo, NY	54
Stirling, NJ	113	Tampa, FL	21	Tooele, UT	32	Tyrone, PA	255	Vinton, VA	110	Watertown, MA	9
Stockton, CA	88	Tarboro, NC	46	Topeka, KS	190	Unadilla, GA	154	Virgen, IL	206	Watertown, MN	16
Stonewall, MS	284	Tatum, TX	147	Toppenish, WA	198	Union, MO	20	Virginia Beach, VA	40	Watertown, NY	270
Stonington, CT	173	Taunton, MA	34	Topsail Beach, NC	84	Union, MS	284	Visalia, CA	68	Watertown, WI	97

Table 6

City of License to Market Rank

Waterville, ME	260	West Columbia, SC	90	Westport, NY	139	Willard, MO	144	Winfield, KS	95	Worcester, MA	114
Watkins Glen, NY	213	West Covina, CA	2	Wethersfield Twnshp, NY	51	Williams, AZ	156	Winnebago, IL	153	Wrens, GA	109
Waukegan, IL	3	West Des Moines, IA	91	Wetumpka, AL	150	Williamsburg, VA	40	Winnebago, NE	261	Wrightsville, AR	85
Waukesha, WI	33	West Fargo, ND	220	Wheaton, MD	8	Williamsport, MD	169	Winneconne, WI	137	Wrightsville Beach, NC	178
Waunakee, WI	97	West Frankfort, IL	231	Wheeling, WV	238	Williamsport, PA	259	Winnie, TX	7	Wurtsboro, NY	149
Wausau, WI	168	West Hartford, CT	49	White Bluff, TN	45	Williamston, NC	84	Winona, TX	147	Wyoming, MI	66
Wauwatosa, WI	33	West Hazelton, PA	69	White Castle, LA	83	Williamstown, KY	26	Winslow, ME	260	Xenia, OH	58
Waverly, IA	240	West Jordan, UT	32	White City, FL	111	Williamstown, WV	241	Winston-Salem, NC	43	Yabucoa, PR	13
Waverly, NY	179	West Lafayette, IN	235	White Oak, TX	147	Willis, TX	7	Winter Garden, FL	38	Yakima, WA	198
Waverly, TN	45	West Lake Hills, TX	42	White Plains, NY	60	Williston, FL	86	Winter Harbor, ME	214	Yankeetown, FL	86
Waxahachie, TX	5	West Monroe, LA	250	White Rock, NM	239	Willoughby, OH	25	Winter Haven, FL	98	Yankton, SD	261
Waxhaw, NC	37	West Palm Beach, FL	47	Whitehall, MI	225	Willsboro, NY	139	Winter Park, FL	38	Yauco, PR	13
Waycross, GA	285	West Point, MS	257	Whitehouse, TX	147	Wilmington, DE	76	Winters, TX	232	Yazoo City, MS	123
Waynesboro, GA	109	West Point, MS	257	Whitesboro, NY	159	Wilmington, IL	3	Winterset, IA	91	Yermo, CA	135
Waynesboro, PA	169	West Sacramento, CA	27	Whiteville, NC	127	Wilmington, NC	178	Winton, CA	189	York, AL	284
Waynesboro, VA	263	West Springfield, MA	81	Whiting, IA	261	Wilmore, KY	102	Wisconsin Dells, WI	97	York, PA	106
Waynesville, NC	160	West Terre Haute, IN	200	Whiting, WI	168	Wilson, AR	48	Wisconsin Rapids, WI	168	York, SC	37
Weatherford, TX	5	West Valley City, UT	32	Whitney, NV	39	Wilson, NC	46	Wood River, IL	20	York Center, ME	116
Weaver, WI	5	West Warwick, RI	34	Wichita, KS	95	Wilton Manors, FL	12	Woodbridge, VA	8	York-Hanover, PA	106
Weaverville, CA	227	West Yarmouth, MA	183	Wichita, KS	95	Winchendon, MA	9	Woodburn, OR	24	Yorktown, VA	40
Webb City, MO	234	Westbrook, ME	165	Wichita Falls, TX	251	Winchester, KY	102	Woodbury, TN	45	Youngstown, NY	51
Webster, MA	114	Westerly, RI	34	Wichita Falls, TX	251	Winchester, VA	226	Woodlake, CA	68	Youngstown, OH	112
Webster, NY	54	Westerville, OH	35	Wickenburg, AZ	15	Winder, GA	11	Woodland, CA	27	Ypsilanti, MI	146
Wellington, CO	126	Westfield, MA	81	Widefield, CO	96	Windsor, CA	107	Woodruff, SC	59	Yucca Valley, CA	135
Wellsville, NY	207	Westhampton, NY	18	Wiggins, MS	136	Windsor, CA	107	Woodstock, IL	3	Zarephath, NJ	36
Wendell-Zebulon, NC	46	Westminster, MD	19	Wildwood, NJ	138	Windsor, CO	126	Woodstock, NY	163	Zeeland, MI	66
Weslaco, TX	63	Weston, OR	211	Wildwood Cres, NJ	138	Windsor, CT	49	Woodstock, VA	226	Zephyrhills, FL	21
West Bend, WI	33	Weston, WV	196	Wilkes-Barre, PA	69	Windsor, ON	10	Woonsocket, RI	34	Zion, IL	3
West Carrollton, OH	58	Westover, WV	196	Wilkinsburg, PA	184	Windsor, VA	40				
West Chester, PA	6	Westport, CT	142								

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, BIA/fn 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.

BIA/fn 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, BIA/fn 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 where you will find detailed information about your industry and BIA/fn, 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.

BIA/fn 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, BIA/fn 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
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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

Competitive Overview

Metro Rank: 197

Revenue Rank: 210

Metro Coverage Population (2001): 261,000

City: Terre Haute, IN
 Metro: 22.8%
 Suburban: 76.0%
 Rural: 1.2%
 Other: 0.0%

Terre Haute, IN Market Overview

Metro Rank: 197

Revenue Rank: 210

Market Status: Stable

ESTIMATED QUARTER REVENUES

Year	1999	2000	2001	2002	2003	2004	% Chg
Revenue	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	+0.0%

Demographic and Economic Overview

Year	1999	2001	Rate	2001	2002	Rate
Pop. (000)	205.5	208.0	0.1%	208.0	210.0	0.1%
Median HH Inc.	\$20,000	\$20,500	2.5%	\$20,500	\$21,000	2.4%

Advertiser Breakdown

Advertiser	1999	2001	2002
Total	12	13	14
Advertiser 1	10%	10%	10%

Market Summary

Class	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H
Share	4.0%	10.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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Radio

Tucson, AZ Ratings Overview

Metro Rank: 72

Station	City of License	Class	Power	Frequency	Market Share	Revenue	Revenue Rank
KTAR	Tucson	Class B	50.0	101.1	15.0%	\$1,200,000	10
KTVB	Tucson	Class B	50.0	101.1	15.0%	\$1,200,000	10

Competitive Overview

Metro Rank: 197

Revenue Rank: 210

Market Status: Stable

ESTIMATED QUARTER REVENUES

Year	1999	2000	2001	2002	2003	2004	% Chg
Revenue	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	+0.0%

Demographic and Economic Overview

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Market Summary

Class	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H
Share	4.0%	10.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Television



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Note:
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MEDIA Access Pro™ Analyzer is BIA/i'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. BIA/i uses many sources to gather this data. FCC filings and actions are united with data received through our intense survey and information collection efforts. BIA/i 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.

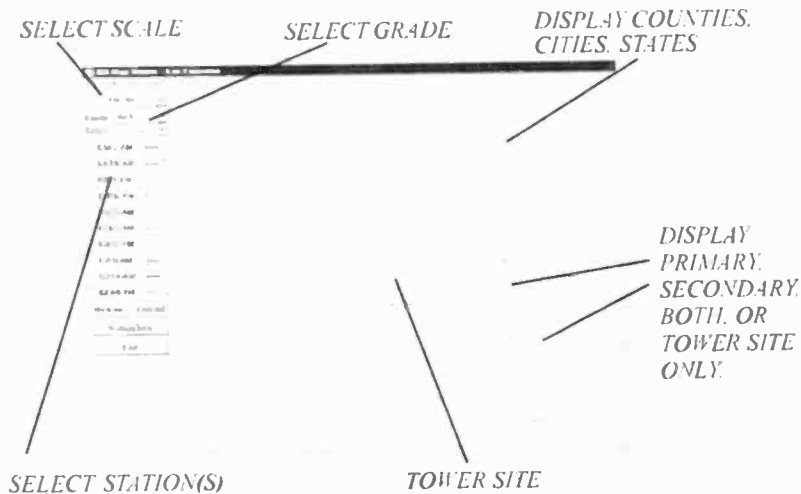


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Coverage Maps

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NEWSPAPER
CABLE



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

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Expanded Ratings

BIA/i'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.

Call Letters	KDKA	AM/FM	AM	Format	News/Tab	12+ Share	10			
Home Market	Pittsburgh, Pa.			Home Rank	22	Period	SPRING'01			
	12+	12-17	18-24	18-34	18-49	25-34	25-41	25-54	35-44	35-64
Persons	145	1	2	11	38	9	36	50	17	24
Men	145									
Women	176			5	35	4	35	35	12	60
All	320	2	2	16	63	14	61	85	29	134
	Morning	Mid-day	Afternoon	Evening						
Persons	695	445	310	142	Met Cume	1	4465			
12+					TSA AQH	1	395			
18-34	22	35	20	7	TSA Cume	1	5030			
18-49	109	111	90	21	TSA available only Spring & Fall					
25-54	153	129	109	36						
35-64	277	188	154	44						

With Expanded Ratings you can generate a custom report profiling a station's shares and ranking within a rated market.

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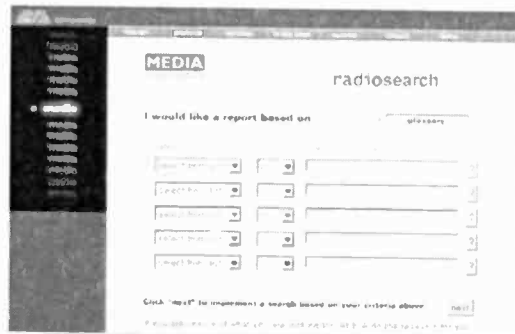
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BIA Financial Network, Inc. assists telecommunications and media companies succeed in today's competitive marketplace by developing strategic plans, assessing risks, raising capital, and maximizing stockholder returns.

As an expert in media and telecommunications values, we have performed over \$25 billion worth of valuations during our 20-year history. In addition, BIAfn helps companies evaluate business opportunities, develop strategies, increase operational efficiency, and secure the financing that can take them to the next level.

BIAfn 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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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.

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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.

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The reference books scrutinize the activity and performance of broadcasting's major players to include station summary information by owner, acquisition information, ratings and more.

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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.

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