

CORPUS CHRISTI

	Market Revenue	Revenue Change	Population	Revenue Per Capita	Retail Sales	Rev. as % Retail Sales	Revenue Per Share Point	Highest Billing Stations	Average Person Rating(APR)	FM Share	Total Stations	Viable Stations	Unlisted Station Listening	
1976	3.5	--	--	--	--	--	--	--	15.3 %	20.4 %	--	--	--	1976
1977	3.7	5.7 %	--	--	--	--	--	--	15.9	22.7	17	--	--	1977
1978	4.5	21.6	--	--	--	--	--	--	15.9	37.1	15	--	--	1978
1979	4.8	6.7	--	--	--	--	--	--	14.3	46.5	15	--	--	1979
1980	5.5	14.6	--	--	--	--	--	--	15.8	41.9	18	--	--	1980
1981	5.8	5.5	.321	18.07	1.6	.0035	--	--	15.1	54.3	19	--	--	1981
1982	6.1	5.2	.335	18.21	1.7	.0034	--	--	15.4	54.8	21	--	--	1982
1983	6.3	3.3	.345	18.26	1.8	.0035	.070	--	17.4	64.7	19	12	--	1983
1984	6.6	4.8	.358	18.44	2.1	.0031	.073	KOUL-F 1.0	18.9	64.4	20	13	--	1984
1985	7.2	9.1	.364	19.73	2.2	.0040	.077	--	18.1	66.3	21	12	--	1985
1986	7.8	8.3	.370	21.31	2.5	.0041	.086	KZFM-F 1.4	18.8	71.7	18	12	--	1986
1987	7.8	0	.358	21.13	2.1	.0039	.085	KOUL-F 1.4	17.9	76.9	19	12.5	7.0	1987
1988	7.5	-3.8	.351	20.72	2.1	.0036	.082	KOUL-F 1.5	16.8	69.0	19	11	7.4	1988
1989	8.0	6.7	.350	22.16	2.2	.0036	.090	KOUL-F 1.5	17.7	69.2	19	12	10.9	1989
1990	8.3	3.8	.351	22.93	2.3	.0036	.093	KOUL-F 1.4	16.8	78.0	17	12	11.0	1990
1991	7.8	-6.0	.352	22.16	2.5	.0031	.088	KOUL-F 1.4	17.4	78.6	19	11.5	11.0	1991
1992	8.0	2.6	.354	22.60	2.5	.0032	.096	KOUL-F 1.4	17.0	82.5	18	11	16.5	1992
1993	8.5	6.3	.363	23.42	2.8	.0030	.100	KRYS-F 2.0	17.1	80.3	19	13	14.6	1993
1994	9.2	8.2	.371	24.80	2.9	.0032	.112	KRYS-F 2.1	17.5	85.5	18	13	17.5	1994
1995	9.4	2.2	.384	24.48	2.9	.0032	.112	KRYS-F 2.0	16.7	87.1	20	13	15.1	1995
1996	10.0	6.4	.393	25.44	3.4	.0029	.117	KRYS-F 1.8	17.3	86.4	22	13.5	14.7	1996
1997	10.4	4.0	.393	26.46	3.3	.0032	.119	KRYS-F 1.9	16.3	86.8	24	14.5	12.9	1997
1998	11.1	6.7	.393	28.24	3.4	.0033	.127	KRYS-F 2.0	16.2	85.3	25	16.5	12.8	1998
1999	13.0	14.6	.385	33.51	3.6	.0036	.156	KRYS-F 2.1	16.7	89.9	23	17	18.2	1999
2000	14.2	9.2	.386	36.79	3.8	.0037	.167	KRYS-F 2.1	15.8	88.2	25	17.5	14.4	2000
2001	13.6	-4.2	.383	35.51	4.5	.0030	.161	KRYS-F 2.1	16.5	87.7	23	17.5	15.2	2001
2002	13.6	0	.384	35.41	4.7	.0029	.167	KRYS-F 2.0	15.2	90.3	20	--	18.4	2002
2003	14.0	2.9	.387	36.18	4.9	.0029	.173	KRYS-F 1.9	13.2	87.0	22	19	19.1	2003

MAJOR STATIONS - JANUARY 2004

KCTA	1030	50KW (DAYS)	Religion	KLHB-F	98.3	50KW@433	Hispanic	
KEYS	1440	1KW(DA-N)	Talk	KLTV-F	96.5	100KW@953 (DA)	AC/CHR	
KKTX	1360	1KW	Talk	KMIQ-F	104.9	31KW@482	Hispanic	
KSIX	1230	1KW	Sports	KMJR-F	105.5	2KW@353	Hispanic	
KUNO	1400	1KW	Hispanic	KMXR-F	93.9	100KW@932	Oldies	Clear Channel
KBSO-F	94.7	25KW@285 (DA)	AOR-Prog.	KNCN-F	101.3	100KW@401	AOR	Clear Channel
KCCG-F	107.3	14KW@446	AOR	KNDA-F	102.9	50KW@492	CHR/Dance	
KFTX-F	97.5	97KW@954 (DA)	Country	KOUL-F	103.7	100KW@943	Country	
KKBA-F	92.7	13KW@869	AC	KPUS-F	104.5	14KW@446	Classic AOR	
KKPN-F	102.3	50KW@446	AC	KRYS-F	99.1	100KW@932	Country	Clear Channel
				KSAB-F	99.9	100KW@932	Hispanic	Clear Channel
				KZFM-F	95.5	100KW@994 (DA)	CHR	Malkan

CORPUS CHRISTI

FORMAT SHARES (%)

	<u>77</u>	<u>80</u>	<u>82</u>		<u>84</u>	<u>87</u>	<u>90</u>		<u>92</u>	<u>95</u>	<u>98</u>	<u>2000</u>
CHR/AOR	41	49	43	CHR AOR/CL	20 12	24 13	23 8		14 11	12 18	15 11	16 12
MOR/AC	--	4	--	MOR/FS AC/OLD	2 5	-- 14	-- 19		14	AC OLDIES	7 6	6 8 10
COUNTRY BTFL/EZ/SAC	14 11	16 9	22 9		23 10	27 --	25 3		33			17
							SOFT AC	1		--	6	
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ	2	1	1		--	2	--		5	2	4	8
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL										1	2	
	29	21	21		23	16	20		20	24	26	20
	--	--	1		--	2	2		1	1	1	1

MAJOR STATION TRANSACTIONS: 1970 to 2003

		\$
1974 KCCT		300,000
1983 KDAE		310,000
1986 KITE-F (Portland)	From Phillips/Whitlock to Dave King	1,000,000
1986 KRYS AF		1,600,000
1987 KJKC-F (Portland)		950,000
1988 KMXR-F		2,300,000
1989 KJKC-F (Portland)		525,000
1990 KDAE/KLTG-F		1,900,000
1992 KMXR-F		693,000
1993 KRYS A/F		3,100,000
1993 KINGV-F	Sold to KEYS, KZFM-F owner	175,000
1994 KMXR-F	Sold to KRYS-F owner	1,100,000
1994 KRAD-F	Sold to KOUL, KRAD owner	360,000
1995 KBIC-F (Alice)		650,000
1996 KRYS A/F, KMXR-F	Sold to Gulfstar	6,000,000
1996 KFLZ-F	Sold to KCCT/KBSO-F owner	550,000
1996 KNCN-F	From Tippi to Gulfstar	2,100,000
1996 KDAE, KLTG-F	Sold to KOUL, KRAD owner	1,600,000
1997	All Gulfstar stations sold to Capstar	---
1997 KDAE, KLTG-F, KOUL-F		5,200,000
1997 KRAD-F		
1997 KAHX-F	Sold to Pacific (Dames)	450,000
1998 KZTX-F	Sold to Pacific (Dames)	725,000
1998 KXCC-F	Sold to Pacific (Dames)	1,050,000
1998 KOUL-F/KLTG-F/KRAD-F	From Harpole to Equicom	7,000,000
1998 KUNO, KSAB-F	From Tichenor to Capstar	3,000,000
1998 FM CP (Gregory)	Sold to Pacific	280,000
1999	All Capstar stations sold to Clear Channel	---
2000 KLHB-F	Sold to Rodriguez	4,000,000
2001 KLTG-F, KOUL-F, KRAD-F	From Equicom to Rodriguez	6,500,000
2003 KPUS-F, KCCG-F, KKP-N-F, KTKY-F	From Rick Dames to Convergent	6,300,000

STATION NOTES

(Major call letter and format changes)

KMJR-F	KITE until 87; KJKC until 90; KISQ until 91; EZ until 81; CHR until 90; KQGR until 91; Classic AOR until 91; KQTX until 94; CHR until 94; AOR until 00; KRAD until ---
KMXR-F	KEXX until 85; KSTE until 89; AC until 00
KLTG-F	KIOU until 87; EZ until 87; Soft AC until 89; Oldies until 97
KFTX-F	KWVS until 95; Jazz until 94; AOR until 96
KNDA-F	KXCC until 95; Classic AOR until 95; Hispanic until about 00
KCCG-F	KAHX until 98; CHR until 98; Oldies until about 03
KEYS	CHR to AC by 83; AC until 88; Oldies until early 90's
KDAE	KIKN until 84; Country until 88; EZ until ---; Silent in 2003
KKTX	KRYS until 98; AC until 85; Country until 98; KRYS again until 02
KNCN-F	Became AOR in 82
KBSO-F	Hispanic until 97
KKP-N-F	KXCC and Classic AOR until 97; CHR until 91; KBTE until 91
KPUS-F	KKPN until 01; AC until 01

CORPUS CHRISTI

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KOUL-F	1.0	Not Available		EYS/ZFM	1.4	KZFM-F	1.4	KOUL-F	1.4	KOUL-F	1.5
2 KNCN-F	0.85			KNCN-F	1.2	KRYS-F	1.1	KZFM-F	1.3	KZFM-F	1.3
3 KITE-F	0.81			KUNO	1.1	KOUL-F	1.1	KRYS AF	1.1	KRYS-F	1.1
4 KZFM-F	0.79			KRYS AF	1.0	KUNO	1.0	KUNO	0.9	KUNO	1.0
5 KIOU-F	0.68			KCCT	0.9	KNCN-F	0.9	KNCN-F	0.8	KNCN-F	1.0
6				KOUL-F	0.7						
7				KIOU-F	0.65						
8				KITE-F	0.6						
9											
10											

1990		1991		1992		1993		1994		1995	
1 KOUL-F	1.4	KOUL-F	1.4	KOUL-F	1.4	KRYS AF	2.0	KRYS AF	2.1	KRYS AF	2.0
2 KZFM-F	1.1	KZFM-F	1.1	KRYS AF	1.3	KOUL-F	1.5	KOUL-F	1.3	KOUL-F	1.3
3 KRYS-F	1.1	KRXY AF	1.1	KZFM-F	1.1	KNCN-F	1.0	KZFM-F	1.1	KZFM-F	1.3
4 KUNO	1.0	KUNO	1.0	KNCN-F	0.9	KZFM-F	1.0	KNCN-F	1.0	KNCN-F	1.0
5 KNCN-F	0.95	KNCN-F	0.95	KUNO AF	0.9	KUNO AF	0.8	KLTG-F	0.9	KMXR-F	0.8
6 KMXR-F	0.7	KMXR-F	0.7	KLTG-F	0.7	KLTG-F	0.6	KBSO-F	0.7	KLTG-F	0.7
7								KUNO AF	0.7	KUNO	0.6
8											
9											
10											
11											

1996		1997		1998		1999		2000		2001	
1 KRYS AF	1.8	KRYS-F	1.9	KRYS-F	2.0	KRYS-F	2.1	KRYS-F	2.1	KRYS-F	2.1
2 KOUL-F	1.4	KSAB AF	1.4	KZFM-F	1.5	KZFM-F	1.8	KSAB-F	1.9	KSAB-F	1.8
3 KZFM-F	1.3	KZFM-F	1.3	KSAB AF	1.5	KSAB AF	1.8	KZFM-F	1.7	KZFM-F	1.7
4 KSAB-F	1.0	KOUL-F	1.1	KOUL-F	1.1	KNCN-F	1.2	KNCN-F	1.4	KNCN-F	1.4
5 KMXR-F	0.9	KMXR-F	1.0	KMXR-F	1.0	KMXR-F	1.1	KKPN-F	0.8	KKBA-F	0.7
6 KNCN-F	0.9	KNCN-F	0.9	KNCN-F	0.9	KLHB-F	0.8	KKBA-F	0.7	KEYS	0.7
7 KLTG-F	0.6	KLTG-F	0.7	KLHB-F	0.6	KKPN-F	0.7	KMXR-F	0.7	KMXR-F	0.6
8										KKPN-F	0.6
9											
10											
11											

2002		2003	
1 KRYS-F	2.0	KRYS-F	1.9
2 KNCN-F	1.8	KMXR-F	1.7
3 KSAB-F	1.6	KNCN-F	1.5
4 KMXR-F	1.4	KSAB-F	1.3
5 KZFM-F	1.2	KZFM-F	1.0
6 KKBA-F	0.8	KKPN-F	0.9
7 KKPN-F	0.7	KKBA-F	0.7
8			
9			
10			
11			

DUNCAN'S COMMENTS:

With nearly a dozen new stations since the late 1980's Corpus Christi has been a difficult radio market. One of the results is that Corpus Christi has only one station which has billed in excess of \$2,000,000. That station is KRYS. KZFM has been a strong station over the years but as with so many broadly programmed CHR's in highly ethnic markets, its share has been eroded by new stations entering the market.

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 KRYS,KMXR	\$ 2.7 (29.1)	1 KRYS,KMXR	\$ 2.8 (29.8)	1 Gulfstar	\$ 3.6 (36.2)
2 KEYS,KZFM-F,KNGV-F	1.7 (18.5)	2 KOUL,KRAD	1.7 (18.1)	2 KLTG,KOUL et.al.	2.6 (25.5)
		3 KEYS,KZFM-F,KNGV-F	1.6 (17.0)	3 KEYS,KZFM-F,KNGV-F	1.8 (17.9)
		4 Tippo	1.0 (10.6)	4 KUNO,KSAB	1.5 (14.5)
		5 Tichonor	1.0 (10.4)		

1997		1998		1999	
1 Capstar	\$ 5.1 (49.0)	1 Capstar	\$ 5.4 (48.2)	1 Clear Channel	\$ 6.1 (46.9)
2 KLTG,KOUL et.al.	2.2 (21.3)	2 KEYS,KZFM-F,KKBA	2.6 (23.2)	2 KEYS,KZFM-F,KKBA	3.0 (23.0)
3 KEYS,KZFM-F,KKBA	2.2 (20.7)	3 Equicom	2.2 (19.5)	3 Pacific	1.4 (10.5)
		4 Pacific	0.7 (6.3)	4 Equicom	1.0 (7.8)

2000		2001		2002	
1 Clear Channel	\$ 6.2 (43.8)	1 Clear Channel	\$ 6.2 (45.4)	1 Clear Channel	\$ 7.1
2 KEYS,KZFM-F,KKBA	3.1 (21.7)	2 KEYS,KZFM-F,KKBA	3.1 (22.6)	2 Maikan (KZFM)	2.5
3 Rodriguez	2.0 (14.1)	3 KOUL,KLTG et.al.	1.7 (12.7)	3 Amigo (KOUL)	1.6
4 Pacific	1.8 (12.6)	4 Pacific	1.4 (10.1)	4 Pacific (KKPN)	1.4

2003		All 2002 and 2003 financial data is provided by BIA Financial.	
1 Clear Channel	\$ 7.1		
2 Maikan (KZFM)	2.3		
3 Amigo (KOUL)	1.9		
4 Pacific (KKPN)	1.6		
5			