

**DES MOINES
12+ METRO SHARE**

	<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	<u>93</u>	<u>94</u>	<u>95</u>	<u>96</u>	<u>97</u>	<u>98</u>	<u>99</u>	<u>2000</u>	<u>01</u>	<u>02</u>	<u>03</u>		
WHO	18.7	13.7	15.4	15.1	15.8	16.0	13.4	12.8	12.8	11.1	12.8	9.2	9.9	10.6	13.9	13.2	12.0	13.2	15.0	15.2	13.7	12.8	11.8	12.4	12.1	11.4	11.8	10.9	10.7	WHO, 1040 (T/F/S)	
KMXD-F	12.7	13.9	15.0	12.2	12.1	12.9	9.8	11.2	8.6	9.7	6.9	6.5	9.3	10.6	7.9	9.5	8.8	7.2	7.9	7.4	6.1	6.4	6.0	5.7	4.5	4.1	4.4	4.1	3.9	KMXD-F, 100.3 (AC)	
KXNO	11.5	11.0	13.9	12.8	14.1	12.5	15.0	14.7	13.8	12.9	12.6	10.0	8.5	6.5	1.5	0.7	-	-	-	-	-	-	-	0.5	-	-	0.5	1.1	1.9	KXNO, 1460 (S)	
KGGO-F	6.7	7.7	7.4	7.2	6.9	10.0	11.4	11.6	11.2	16.9	17.6	19.5	18.1	18.2	15.0	13.3	18.8	15.9	13.5	13.6	14.4	9.4	6.1	5.5	6.0	6.4	6.2	6.9	6.0	KGGO-F, 94.9 (AOR)	
KPSZ	17.5	12.6	9.7	10.3	11.2	7.6	7.6	6.6	6.1	4.8	5.0	5.0	6.3	6.6	4.8	3.3	1.4	1.6	*	*	*	0.9	1.3	1.0	0.7	-	-	-	-	KPSZ, 940 (REL)	
KIOA-F	2.7	3.7	6.1	7.9	8.7	9.0	6.4	8.2	7.6	4.7	2.3	2.9	7.1	5.3	4.2	5.4	6.2	5.1	6.5	7.0	6.1	6.7	6.9	7.3	7.6	7.6	7.9	8.5	7.6	KIOA-F, 93.3 (O)	
KRNT	10.7	13.1	12.7	13.9	11.3	12.5	11.4	10.2	10.2	6.7	5.4	5.0	4.6	5.7	7.0	5.8	6.6	5.4	4.4	5.6	4.8	5.5	4.2	3.9	4.5	3.4	4.1	3.5	3.8	KRNT, 1350 (ST)	
KSTZ-F	2.7	7.3	5.2	6.8	8.6	10.7	9.7	10.2	9.1	7.6	15.7	15.5	9.4	10.6	12.0	14.6	13.0	12.4	9.2	8.6	7.6	6.4	7.9	8.1	7.8	6.2	5.7	6.4	6.1	KSTZ-F, 102.5 (AC)	
KJJY-F	-	-	-	1.9	0.9	1.3	4.4	5.8	6.7	5.4	3.4	5.6	5.6	6.9	12.2	11.0	14.4	17.9	19.0	13.9	12.1	11.8	9.1	7.3	6.8	6.6	5.9	5.1	6.1	KJJY-F, 92.5 (C)	
KKSO	5.5	4.8	5.0	4.9	0.8	0.4	1.0	0.5	4.4	6.6	4.4	5.0	3.9	2.2	-	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	KKSO, 1390 (7)	
KAZR-F												3.3	4.4	3.6	6.4	4.4	4.1	6.9	5.7	4.5	5.2	4.2	5.9	7.2	6.7	6.5	5.9	6.6	6.6	KAZR-F, 103.3 (AOR)	
KLTI-F												2.0	2.9	4.2	5.0	5.0	2.2	2.0	2.0	1.8	1.7	3.8	4.4	5.0	4.9	4.5	5.6	5.2	5.2	KLTI-F, 104.1 (SAC)	
KBGG-F																			0.9	2.8	3.4	3.8	5.5	5.7	4.0	4.1	4.5	3.9	3.3	KBGG-F, 98.3 (T)	
KCCQ-F																							1.1	2.5	3.0	1.6	1.6	2.2	1.8	KCCQ-F, 105.1 (AOR)	
KDRB-F																		2.7	2.4	2.9	2.6	3.1	2.7	2.9	3.4	3.2	3.3	3.5	3.2	KDRB-F, 106.3 (CHR)	
KHKI-F																				3.6	3.8	3.7	7.2	6.4	5.4	5.7	5.5	4.3	4.5	KHKI-F, 97.3 (C)	
KKDM-F																					4.4	7.8	4.9	4.1	5.6	9.6	9.7	9.9	9.5	KKDM-F, 107.5 (CHR)	
KZZQ-F																					1.1	0.5	0.7	1.0	1.3	0.8	1.0	1.6	1.5	1.5	KZZQ-F, 99.5 (REL)

12+ CUME RATINGS

	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	<u>93</u>	<u>94</u>	<u>95</u>	<u>96</u>	<u>97</u>	<u>98</u>	<u>99</u>	<u>2000</u>	<u>01</u>	<u>02</u>	<u>03</u>	
WHO	32.8	33.9	25.9	29.1	30.6	24.3	23.0	19.6	19.5	21.1	23.8	25.9	23.0	30.4	29.8	29.6	31.8	24.5	27.5	24.3	25.5	24.1	25.8	21.6	22.8	
KMXD-F	25.5	22.1	20.9	20.5	18.3	21.1	18.8	14.7	21.2	19.8	17.1	21.5	19.0	15.8	18.7	16.9	14.0	16.0	11.6	13.3	11.1	9.0	11.1	10.6	10.9	
KXNO	23.9	25.0	27.7	28.4	24.8	21.7	21.2	18.5	17.7	11.7	8.1	2.5	-	-	-	-	-	-	-	1.5	-	-	4.5	6.5	8.1	
KGGO-F	13.3	19.7	19.5	23.6	21.2	30.5	30.2	29.1	29.8	28.7	27.8	26.0	30.6	30.0	25.9	26.0	21.3	18.0	14.3	13.4	11.3	10.8	12.9	12.4	11.5	
KPSZ	29.9	28.4	24.7	24.4	19.3	17.5	14.7	11.9	15.6	14.1	17.1	10.0	5.8	5.7	*	*	*	3.1	3.9	3.1	2.0	-	-	-	-	
KIOA-F	19.3	18.5	17.2	20.6	22.5	18.8	15.1	15.3	18.4	13.0	14.3	14.7	13.3	14.2	20.4	20.3	17.7	17.9	17.5	17.2	17.2	19.9	18.6	18.4	16.3	
KRNT	26.9	24.7	26.4	25.7	23.5	20.2	13.4	14.2	14.7	12.8	15.2	16.3	13.4	15.9	9.5	10.8	10.7	10.2	7.8	10.8	9.7	7.0	8.1	5.1	7.8	
KSTZ-F	17.3	20.8	22.0	23.1	26.9	21.5	32.9	36.8	24.5	25.8	28.9	22.7	31.1	28.3	25.5	24.5	19.4	20.3	23.1	22.5	20.1	16.9	18.4	20.8	16.7	
KJJY-F				14.6	15.6	15.0	9.9	13.3	12.0	12.8	19.7	20.1	24.9	30.2	27.5	24.5	22.4	20.7	19.3	17.7	15.5	14.6	13.0	12.8	12.8	
KKSO				4.1	-	10.8	8.7	9.8	8.1	-	4.4	4.4	-	-	-	-	-	-	-	-	-	-	-	-	-	
KAZR-F								8.1	9.1	4.6	17.7	14.4	10.1	11.7	12.9	10.5	9.3	13.1	15.7	16.8	14.7	15.3	14.3	16.9	15.0	
KLTI-F									6.1	8.3	9.6	11.9	11.2	8.3	8.2	7.9	6.7	7.0	12.9	12.5	11.9	12.4	13.2	14.8	13.4	
KBGG-F															5.2	8.8	7.7	12.3	14.8	16.0	10.8	10.9	11.6	10.9	8.6	
KCCQ-F																						6.4	7.2	6.8	5.9	
KDRB-F														6.1	5.9	5.8	8.3	7.1	6.5	6.9	7.6	8.8	10.3	7.5	9.1	
KHKI-F																9.7	8.6	12.2	15.0	13.7	12.3	12.0	12.3	9.7	11.8	
KKDM-F																	19.8	16.5	12.7	14.8	25.1	24.9	23.9	24.9	20.5	
KZZQ-F																	2.2	2.2	1.9	2.6	3.3	2.8	4.0	4.4	3.5	

* KIOA simulcasted with KIOA-F

DES MOINES

	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	6.5	--	--	--	--	--	--	--	13.7 %	39.2 %	--	--	--	1976
1977	7.0	7.7 %	--	--	--	--	--	--	14.0	39.9	12	--	--	1977
1978	8.0	14.3	--	--	--	--	--	--	13.1	40.8	12	--	--	1978
1979	8.5	6.3	--	--	--	--	--	--	14.4	39.3	13	--	--	1979
1980	9.0	5.9	--	--	--	--	--	--	13.7	44.8	12	--	--	1980
1981	9.8	8.9	.371	26.42	1.9	.0052	--	--	14.9	48.6	14	--	--	1981
1982	10.3	5.1	.377	27.32	2.0	.0052	--	--	15.5	51.6	13	--	--	1982
1983	10.7	3.9	.381	28.08	2.2	.0047	.112	--	16.5	47.9	13	9	--	1983
1984	11.4	6.5	.380	30.00	2.3	.0049	.140	WHO 3.0	15.7	51.3	13	10	--	1984
1985	11.8	3.5	.384	30.89	2.4	.0045	.134	WHO 3.5	16.6	54.7	13	10	--	1985
1986	11.4	-3.4	.386	29.43	2.7	.0044	.125	WHO 3.4	17.0	62.3	14	11	--	1986
1987	11.7	2.6	.385	30.39	2.7	.0043	.127	WHO 3.3	16.3	62.8	14	11	7.9	1987
1988	12.0	2.6	.389	30.85	2.8	.0042	.131	WHO 3.1	14.4	67.0	15	11	7.8	1988
1989	12.9	7.5	.396	32.58	3.3	.0039	.141	WHO 3.2	16.8	70.1	13	10	8.2	1989
1990	13.5	4.7	.396	33.92	3.5	.0039	.150	WHO 3.2	16.4	72.3	14	10	10.0	1990
1991	13.5	0	.400	33.75	3.7	.0037	.152	WHO 3.2	15.7	79.3	13	10	10.9	1991
1992	14.3	5.9	.405	35.31	3.8	.0038	.159	WHO 3.0	16.3	78.5	14	10	10.1	1992
1993	15.7	9.8	.412	38.08	4.4	.0036	.180	WHO 3.8	16.6	76.0	13	11	12.7	1993
1994	19.0	20.8	.421	45.13	5.0	.0038	.212	WHO 4.6	17.3	73.6	15	11.5	10.2	1994
1995	20.1	5.5	.421	47.74	5.1	.0039	.230	WHO 4.7	15.1	77.8	15	11	13.9	1995
1996	22.6	12.4	.427	52.92	5.7	.0040	.259	WHO 7.2	15.0	80.0	19	11	11.5	1996
1997	23.6	4.4	.433	54.50	6.2	.0038	.271	WHO 6.8	15.0	80.8	19	12.5	12.4	1997
1998	24.9	5.5	.436	57.11	6.6	.0038	.282	WHO 7.2	15.2	78.5	20	13	11.1	1998
1999	25.4	2.0	.444	57.21	7.0	.0036	.294	WHO 7.1	14.4	78.6	21	13.5	12.2	1999
2000	26.9	5.9	.454	59.25	6.6	.0041	.305	WHO 7.6	14.3	80.6	23	13	10.6	2000
2001	26.0	-3.3	.461	56.40	7.1	.0037	.301	WHO 7.4	14.0	81.1	22	13	13.7	2001
2002	28.1	8.1	.464	60.56	7.4	.0038	.330	WHO 6.7	12.7	79.6	22	--	13.1	2002
2003	29.0	3.2	.469	61.83	7.8	.0037	.348	WHO 6.5	12.7	76.2	18	14	15.9	2003

MAJOR STATIONS - JANUARY 2004

KRNT	1350 5KW (DA-N)	Standards	Saga	KHKI-F	97.3 115KW@500	Country	Citadel
KXNO	1460 5KW (DA-N)	Sports	Clear Channel	KIOA-F	93.3 82KW@1066	Oldies	Saga
WHO	1040 50KW	Talk/Full Service	Clear Channel	KJJY-F	92.5 41KW@541	Country	Citadel
				KKDM-F	107.5 100KW@722	CHR	Clear Channel
				KLTI-F	104.1 100KW@1009	Soft AC	Saga
KAZR-F	103.3 100KW@745	AOR	Saga	KMXD-F	100.3 100KW@1700	AC/CHR	Clear Channel
KBGG-F	98.3 41KW@541	Talk	Citadel	KSTZ-F	102.5 92KW@1260	AC/CHR	Saga
KCCQ-F	105.1 25KW@328	AOR-Modern	Clear Channel	KZZQ-F	99.5 6KW@328	Religion	
KDRB-F	106.3 18KW@328	CHR/Dance	Clear Channel				
KGGO-F	94.9 100KW@1059	AOR	Citadel				

DES MOINES

FORMAT SHARES (%)

CHR/AOR	77	80	82	CHR	84	87	90	92	95	98	2000
	37	36	39	AOR/CL	13	17	22	13	9	17	12
					19	22	17	20	26	22	17
MOR/AC	18	14	13	MOR/FS	7	5	13	14	16	14	See Talk
				AC/OLD	19	23	21	16	7	5	7
									AC	7	7
									OLDIES	7	17
COUNTRY	12	15	23		22	15	14	23	22	18	15
BTF/LEZ/SAC	15	15	11		--	3	5				
								SOFT AC	6	4	11
										8	14
NEWS/TALK	16	18	13		10	9	--			2	
SPORTS										1	2
BLACK/URBAN											
SMOOTH JAZZ											
STANDARDS					7	5	6	6	6	4	3
HISPANIC											
RELIG/GOSPEL	2	1	1		3	3	1	1	1	2	2
CLASSICAL											

STATION NOTES

(Major call letter and format changes)

KIOA-F	KIOA until 76; KMGK until 86; KKXI until 87; KDWZ until 90; CHR until 84; Country until 86; CHR until 90
KLTI-F	KLFM until 81; KEZT until 97
KMXD-F	EZ until 83; KLYF until 98; Briefly tried Oldies in 00-01
KAZR-F	KFMD until 88; AC until 88; KFMG until 96; Classic AOR by 91
KSTZ-F	KRNQ until 93; CHR evolving to CHR/AC
KDRB-F	KMXD until 98; Soft AC until ---; KYSY until 99; KLYF until 01; KVJZ until 03
KKSO (1390)	KCBD until 84; KMRY until 88; KJJY until 90; MOR until 84; Standards until 88; Country until ---
KGGO-F	CHR until early 80's
KPSZ	Gradual shift from CHR to AC by 82; became Oldies by 89; KIOA until 96
KXNO	KSO until 89; KGGO until 97; Country until 89; AOR until 97; KDMI and Religion until 00
KBGG-F	KRUU and Country until 96; KRKQ until 03; Classic AOR until 03
KCCQ-F	CHR until 98

MAJOR STATION TRANSACTIONS: 1970 to 2003

1971 KGGO-F	Bought by Stoner	\$	110,000
1972 KKXI-F	Sold to Mid America		225,000
1974 KRNT, KRNQ-F	From Cowles to Stauffer		1,150,000
1975 KMRY	Sold to Black Hawk		600,000
1980 KMRY	Sold by Black Hawk		500,000
1981 KJJY-F (Ankeny)	Sold to Fuller Jeffrey		402,000
1982 KIOA, KKXI-F	From Mid America to Midwest		2,500,000
1986 KMRY	From Enouch to Fuller Jeffrey		300,000
1988 KRNT, KRNQ-F	From Stauffer to Saga		3,200,000
1992 KDMI-F	Sold to Stoner		1,350,000
1993 KIOA A/F	From Midwest Comm. To Saga		2,700,000
1994	All Stoner stations merged into Amer. Radio		---
1994 KDMI, KGGO-F, KKHI-F	From Amer. Radio to Comm. Pacific		11,000,000
1996 KKSO, KJJY-F	From Fuller-Jeffrey to Barnstable		Trade
1996 KRKQ-F	From R. Ingstad to Barnstable		2,400,000
1996 WHO	From Palmer to Jacor		22,500,000
1996 KLYF-F	From Palmer to Jacor		11,000,000
1996 KFMG-F	Sold to Segal		2,700,000
1996 KEZT-F (Ames)	Sold to Segal		3,200,000
1996 KDMI, KGGO-F, KHKI-F	From Comm. Pacific to Capstar		18,000,000
1998 KMXD-F	Sold to Jacor		3,000,000
1998 KWKY			800,000
1998	All Jacor stations sold to Clear Channel		---
1999	All Capstar and AM/FM stations sold to Clear Channel		---
1999 KKDM-F	Sold to Clear Channel		7,300,000
1999 KASI, KCCQ-F	Sold to Clear Channel		4,000,000
2000 KGGO-F, KHKI-F	Divested by Clear Channel to Barnstable		---
2001	All Barnstable stations sold to Wilks		---
2002 (107.1, Osceola)			1,800,000 (E)
2003 KBGG, KGGO-F, KHKI-F, KJJY-F, KRKQ-F	From Wilks to Citadel		NA

DES MOINES

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WHO	3.0	WHO	3.5	WHO	3.4	WHO	3.3	WHO	3.1	WHO	3.2
2 KSO	1.7	KGGO-F	1.6	KGGO-F	1.8	KGGO-F	2.0	KGGO-F	2.5	KGGO AF	2.5
3 KRNT	1.3	KSO	1.4	KRNQ-F	1.7	KLYF-F	1.3	KLYF-F	1.5	KRNQ-F	1.6
4 KGGO-F	1.2	KRNQ-F	1.3	KSO	1.1	KRNQ-F	1.1	KRNQ-F	1.3	KJJY-F	1.4
5 KLYF-F	1.2	KLYF-F	1.3	KLYF-F	0.9	KSO	0.9	KJJY AF	1.3	KDMG-F	1.3
6 KIOA	1.0	KRNT	1.0	KRNT	0.8	KJJY-F	0.8	KSO	0.7	KDWZ-F	0.6
7				KIOA	0.7	KIOA	0.7	KIOA	0.65	KIOA	0.6
8				KJJY-F	0.6	KRNT	0.5	KDWZ-F	0.56	KEZT-F	0.5
9								KRNT	0.5	KRNT	0.5
10											
1990		1991		1992		1993		1994		1995	
1 WHO	3.2	WHO	3.2	WHO	3.0	WHO	3.8	WHO	4.6	WHO	4.7
2 KGGO-F	2.3	KGGO AF	2.3	KJJY-F	2.7	KJJY-F	3.2	KJJY AF	3.9	KJJY AF	3.6
3 KRNQ-F	2.0	KJJY-F	2.2	KGGO AF	2.7	KGGO AF	2.8	KGGO-F	3.2	KGGO-F	3.2
4 KJJY-F	2.8	KRNQ-F	2.0	KRNQ-F	1.8	KSTZ-F	1.9	KSTZ-F	1.1	KLYF-F	2.0
5 KLYF-F	2.6	KLYF-F	1.6	KLYF-F	1.6	KLYF-F	1.6	KLYF-F	1.8	KSTZ-F	1.9
6 KDMG-F	0.9	KIOA AF	1.25	KIOA AF	1.2	KIOA AF	0.9	KIOA AF	1.0	KIOA AF	1.2
7 KDWZ-F	0.9	KDMG-F	0.7	KFMG-F	0.5	KFMG-F	0.6	KFMG-F	0.9	KFMG-F	0.9
8 KIOA	0.6	KRNT	0.5					KRUU-F	0.7	KRUU-F	0.8
9 KEZT-F	0.45	KEZT-F	0.45					KRNT	0.5		
10 KRNT	0.45							KMXD-F	0.4		
11											
1996		1997		1998		1999		2000		2001	
1 WHO	7.2	WHO	6.8	WHO	7.2	WHO	7.1	WHO	7.6	WHO	7.4
2 KJJY-F	3.2	KJJY-F	3.4	KJJY-F	3.2	KIOA-F	2.5	KIOA-F	2.6	KIOA-F	2.4
3 KGGO-F	3.0	KGGO-F	2.5	KIOA-F	2.4	KGGO-F	2.4	KGGO-F	2.3	KJJY-F	2.2
4 KIOA AF	2.1	KIOA-F	2.2	KGGO-F	2.2	KJJY-F	2.3	KJJY-F	2.2	KKDM-F	2.1
5 KLYF-F	1.9	KLYF-F	1.9	KSTZ-F	2.0	KSTZ-F	2.2	KSTZ-F	2.2	KGGO-F	2.0
6 KSTZ-F	1.8	KSTZ-F	1.9	KRKQ-F	1.8	KAZR-F	1.7	KMXD-F	1.6	KSTZ-F	1.9
7 KKDM-F	1.0	KKDM-F	1.1	KMXD-F	1.5	KMXD-F	1.6	KAZR-F	1.6	KAZR-F	1.8
8 KRKQ-F	0.5	KHKI-F	1.1	KHKI-F	1.3	KRKQ-F	1.5	KHKI-F	1.5	KMXD-F	1.6
9 KHKI-F	0.5	KAZR-F	0.9	KAZR-F	1.0	KHKI-F	1.2	KKDM-F	1.4	KHKI-F	1.6
10 KAZR-F	0.5	KRKQ-F	0.9	KKDM-F	0.9	KLTI-F	0.8	KLTI-F	1.3	KLTI-F	1.2
11								KRKQ-F	1.3	KRKQ-F	1.1

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Palmer	\$ 6.4 (33.7)	1 Palmer	\$ 6.7 (33.3)	1 Jacor	\$ 9.1 (39.9)
2 KJJY,KRUU	4.6 (24.2)	2 Comm. Pacific	3.9 (19.4)	2 Saga	5.1 (22.2)
3 Comm. Pacific	3.8 (20.0)	3 Fuller-Jeffrey	3.6 (17.3)	3 Capstar	3.9 (17.1)
4 Saga	3.4 (17.7)	4 Saga	3.6 (17.3)	4 Barnstable	3.7 (16.5)
				5 KKDM-F	1.0 (4.4)
1997		1998		1999	
1 Jacor	\$ 8.9 (37.8)	1 Jacor	\$ 8.9 (35.9)	1 Clear Channel	\$ 11.9 (46.8)
2 Saga	6.1 (25.6)	2 Saga	6.4 (25.8)	2 Saga	7.4 (29.2)
3 Barnstable	4.3 (18.1)	3 Barnstable	5.0 (19.9)	3 Barnstable	6.2 (24.4)
4 Capstar	4.0 (16.8)	4 Capstar	3.9 (15.7)		
5 KKDM-F	1.1 (4.7)				
2000		2001		2002	
1 Clear Channel	\$ 11.1 (41.2)	1 Clear Channel	\$ 12.8 (49.4)	1 Clear Channel	\$ 12.0
2 Saga	8.0 (29.9)	2 Saga	7.7 (29.4)	2 Saga	8.6
3 Wilks	7.4 (27.3)	3 Wilks	6.9 (26.8)	3 Citadel	6.6
2003		2003		2003	
1 Clear Channel	\$ 12.1	1 Clear Channel	\$ 12.1		
2 Saga	9.0	2 Saga	9.0		
3 Citadel	6.9	3 Citadel	6.9		
4					
5					

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

2002		2003	
1 WHO	6.7	WHO	6.5
2 KIOA-F	2.5	KSTZ-F	2.7
3 KSTZ-F	2.5	KIOA-F	2.6
4 KGGO-F	2.3	KKDM-F	2.3
5 KKDM-F	2.0	KGGO-F	2.2
6 KAZR-F	1.8	KJJY-F	2.0
7 KJJY-F	1.8	KAZR-F	1.7
8 KMXD-F	1.4	KLTI-F	1.5
9 KLTI-F	1.3	KMXD-F	1.4
10 KDRB-F	1.2	KHKI-F	1.4

DUNCAN'S COMMENTS:

Des Moines is a small market featuring about average radio revenue growth. There has been a 30% increase in the number of viable stations but that is typical for a market of this size. Listening has declined by 27% since 1994 and that is an above normal change.

WHO is, by far, the dominant station in Des Moines and it is a fine property. KGGO was one of the better small market AOR's but it faded after Stoner/American Radio sold it in 1995.