

**EL PASO
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>		
KAMA	16.5	14.0	15.5	14.8	10.3	6.2	6.9	7.6	7.4	8.3	5.6	5.6	7.3	5.0	5.7	5.8	6.2	4.3	2.7	2.1	5.1	0.4	0.4	0.4	1.0	0.7	1.3	2.6	0.6	KAMA, 750 (SP)	
KSII-F	-	-	4.7	2.0	2.7	1.5	1.2	5.4	10.1	13.4	11.8	10.7	7.2	5.4	4.1	6.4	8.8	8.1	4.3	4.3	3.7	6.3	6.6	7.3	6.8	5.7	4.7	3.8	4.4	KSII-F, 93.1 (AC)	
KLAQ-F	-	-	-	0.8	7.2	3.6	14.3	11.6	11.6	10.9	12.5	12.1	11.1	10.8	11.3	9.8	7.7	10.5	12.4	10.5	10.1	11.0	10.9	11.1	11.6	10.9	9.1	8.5	6.7	KLAQ-F, 95.5 (AOR)	
KTSM	10.7	10.7	11.8	8.0	9.2	8.9	6.3	8.1	7.2	5.3	4.6	5.3	3.8	2.6	3.7	2.3	2.2	1.9	1.0	1.4	0.8	0.4	0.6	0.7	0.9	1.1	2.7	2.5	3.6	KTSM, 690 (T)	
KHEY-F	-	4.8	7.0	9.8	8.7	7.4	5.8	7.7	8.4	9.5	7.3	8.0	9.0	10.6	12.1	12.8	16.3	13.9	11.0	9.6	7.6	5.5	5.7	5.5	3.6	4.1	5.5	4.0	4.5	KHEY-F, 96.3 (C)	
KPRR-F	-	2.7	2.1	3.1	3.9	9.9	8.0	4.7	4.5	4.2	2.7	0.9	5.4	12.6	13.7	13.1	12.7	10.4	11.3	12.5	13.7	14.7	15.1	15.0	15.4	14.8	13.2	10.7	11.6	KPRR-F, 102.1 (CHR)	
KVIV	-	-	-	-	3.2	6.1	7.3	3.8	2.2	0.5	0.8	1.0	-	1.9	0.7	-	1.9	1.2	1.4	0.8	-	1.0	0.5	0.3	1.0	-	0.8	0.8	0.6	KVIV, 1340 (SP)	
KHRO-F	-	0.6	1.7	3.3	5.8	7.4	4.7	4.5	8.7	7.9	4.2	4.0	5.3	4.7	4.1	4.7	-	4.4	3.9	3.7	3.0	1.8	2.3	2.5	3.3	2.7	3.1	3.4	4.4	KHRO-F, 94.7 (AOR)	
KROD	2.8	4.8	-	3.4	3.4	1.7	5.6	3.8	4.3	4.0	4.6	3.8	3.7	3.5	2.7	3.4	3.0	1.7	1.9	1.5	1.8	1.8	1.5	1.5	1.7	1.4	1.9	1.3	1.5	KROD, 600 (N/T)	
KINT-F	5.1	1.4	3.5	10.6	4.2	2.7	2.2	3.5	3.6	4.3	11.1	16.8	10.8	7.7	4.1	5.0	4.7	1.5	4.5	4.2	5.3	4.5	3.3	3.0	4.8	5.9	6.0	4.8	4.9	KINT-F, 93.9 (SP)	
KELP	9.2	8.0	7.6	5.3	8.7	5.5	2.9	0.7	1.8	1.7	1.5	0.6	1.5	1.0	1.5	0.9	0.6	1.0	0.5	0.8	-	0.4	0.6	0.3	0.4	0.9	1.0	0.8	0.8	KELP, 1590 (REL)	
KOFX-F	-	-	-	4.1	4.8	5.2	3.4	4.9	4.1	3.4	4.1	3.4	5.6	4.8	6.9	5.3	5.7	4.3	4.3	4.2	5.3	5.9	5.8	6.0	5.5	5.4	4.5	5.1	5.7	KOFX-F, 92.3 (O)	
KHEY	-	3.9	4.7	2.2	3.0	4.6	4.3	3.8	3.5	3.4	3.2	2.9	4.1	3.7	3.0	2.8	3.7	5.2	5.0	4.0	3.1	3.3	4.1	3.8	3.4	2.2	0.8	0.5	0.5	KHEY, 1380 (S)	
KTSM-F	3.6	4.1	6.7	-	1.7	2.6	4.5	3.8	5.8	9.7	7.2	7.1	7.7	6.2	7.2	5.6	4.5	6.4	7.1	9.7	8.9	8.0	7.1	7.2	7.5	7.4	7.4	6.9	6.7	KTSM-F, 99.9 (SAC)	
XROK	11.8	11.5	7.0	6.6	0.8	7.1	2.9	2.8	1.8	2.0	2.5	1.7	0.8	0.3	0.7	0.7	0.3	0.5	0.7	-	-	0.4	0.7	0.5	-	0.4	0.4	0.4	0.3	XROK, 800 (SP)	
KBNA-F	10.3	14.3	9.8	11.1	9.8	7.7	6.9	8.9	3.9	3.0	2.5	3.3	6.9	9.2	6.5	6.9	5.8	9.0	12.0	12.6	12.9	14.7	14.9	12.8	11.6	9.8	9.5	9.1	10.1	KBNA-F, 97.5 (SP)	
KBNA	-	-	-	-	-	-	-	-	1.1	0.9	0.8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1.0	0.9	0.9	KBNA, 920 (SP)
XHNZ-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	XHNZ-F, 107.5 (SP)	
XHTO-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	XHTO-F, 104.3 (CHR)	

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>					
KAMA	15.8	13.4	12.2	11.6	10.8	13.6	8.9	12.5	12.8	11.7	9.5	12.9	17.1	10.6	7.8	5.6	4.9	2.8	2.4	1.7	3.1	2.4	4.1	4.0	2.2					
KSII-F	-	-	-	10.0	22.9	28.2	31.8	27.3	26.1	18.6	18.0	17.5	21.4	16.7	16.0	11.7	13.7	19.9	21.7	20.4	20.0	19.2	14.9	13.0	11.9					
KLAQ-F	13.8	8.7	20.1	18.1	20.9	22.8	25.2	24.1	24.1	20.6	23.1	23.0	18.8	26.0	27.9	25.7	25.2	23.2	24.3	24.4	25.3	25.2	22.3	22.5	20.2					
KTSM	18.1	17.0	15.9	16.6	19.1	14.5	12.2	10.5	11.4	7.9	9.9	8.4	6.3	4.7	4.1	6.6	2.9	2.3	2.6	3.7	3.6	5.3	6.1	5.5	5.8					
KHEY-F	14.9	12.3	11.9	16.8	20.9	21.2	18.1	15.8	20.4	21.4	23.3	21.5	29.3	26.5	22.5	19.9	16.4	16.1	13.5	12.1	8.9	12.7	11.2	11.5	11.6					
KPRR-F	-	17.2	17.0	13.0	13.7	11.2	8.8	14.0	14.0	23.9	28.3	33.6	30.1	26.6	28.3	30.9	34.9	35.1	35.6	33.1	36.6	34.4	32.0	29.1	28.5					
KVIV	-	13.5	11.9	8.9	9.9	2.1	5.0	4.6	0.8	3.5	2.0	-	1.2	2.2	3.0	1.9	-	2.5	0.9	1.2	1.4	-	1.7	1.1	1.4					
KHRO-F	13.7	15.5	14.8	14.2	24.6	21.8	21.3	15.9	14.4	12.8	16.6	17.3	-	12.5	12.7	8.6	7.9	7.7	6.6	9.2	8.6	8.6	9.4	13.5	12.9					
KROD	-	-	15.8	14.9	15.4	14.0	10.3	12.1	11.8	8.0	7.5	8.7	11.7	7.2	5.8	8.7	9.6	6.4	7.5	5.5	6.1	4.2	4.8	6.1	4.5					
KINT-F	13.0	-	-	7.8	10.2	19.5	29.7	39.0	35.3	25.2	22.0	19.8	17.4	6.1	13.7	9.2	16.2	13.8	8.5	12.6	14.7	16.1	16.2	13.8	14.5					
KELP	24.3	21.4	11.2	6.8	2.6	3.4	2.8	1.8	3.5	3.6	3.7	2.8	3.1	3.1	1.9	3.2	-	1.5	1.8	1.6	2.0	1.6	2.1	2.8	1.8					
KOFX-F	9.9	9.8	12.5	11.1	14.0	17.9	14.0	10.2	13.7	13.8	12.7	17.8	14.2	13.7	13.9	12.3	13.7	16.8	16.9	16.3	12.6	12.7	14.4	13.2	14.7					
KHEY	-	11.0	-	6.8	10.5	9.0	7.0	6.6	9.5	7.9	7.4	6.9	8.5	9.0	6.8	7.9	7.6	8.5	7.1	7.1	5.3	2.0	1.8	2.2	2.0					
KTSM-F	-	-	-	8.6	11.5	15.3	14.7	15.1	16.2	11.8	17.0	15.5	12.7	19.5	19.9	25.3	19.4	20.6	20.1	19.9	17.9	17.3	16.1	16.3	17.6					
XROK	8.6	-	-	7.9	5.9	5.9	5.5	6.7	4.8	-	0.4	2.8	3.3	2.0	2.9	-	-	1.2	3.2	1.5	-	1.5	1.5	1.1	1.2					
KBNA-F	22.4	22.3	17.4	25.9	15.1	11.6	6.6	7.3	9.9	13.6	16.5	15.1	15.3	18.0	25.4	26.7	27.3	29.7	28.3	26.5	25.5	23.3	20.8	22.0	22.0					
KBNA	-	-	-	-	7.6	6.5	4.5	5.5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3.5	2.1	2.2				
XHNZ-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	XHNZ-F, 107.5 (SP)
XHTO-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	XHTO-F, 104.3 (CHR)

** KBNA simulcasted with KBNA-F

EL PASO

	<u>Market Revenue</u>	<u>Revenue Change</u>	<u>Population</u>	<u>Revenue Per Capita</u>	<u>Retail Sales</u>	<u>Rev. as % Retail Sales</u>	<u>Revenue Per Share Point</u>	<u>Highest Billing Stations</u>	<u>Average Person Rating(APR)</u>	<u>FM Share</u>	<u>Total Stations</u>	<u>Viable Stations</u>	<u>Unlisted Station Listening</u>	
1976	3.7	--	--	--	--	--	--	--	16.2 %	33.6 %	--	--	--	1976
1977	4.2	13.5 %	--	--	--	--	--	--	14.9	38.5	16	--	--	1977
1978	4.3	2.4	--	--	--	--	--	--	17.5	44.6	19	--	--	1978
1979	5.3	23.3	--	--	--	--	--	--	15.4	50.5	20	--	--	1979
1980	5.8	9.4	--	--	--	--	--	--	14.1	52.4	18	--	--	1980
1981	7.5	29.3	.513	14.61	2.1	.0036	--	--	16.2	53.9	23	--	--	1981
1982	8.7	16.0	.523	16.63	2.2	.0039	--	--	16.4	56.2	24	--	--	1982
1983	9.4	8.0	.533	17.64	2.3	.0039	.109	--	18.4	67.1	23	16	--	1983
1984	10.0	6.4	.538	18.59	2.4	.0043	.111	KHEY A/F 2.0	19.0	67.9	20	14	--	1984
1985	11.0	10.0	.546	20.04	2.5	.0042	.123	KHEY A/F 2.0	18.8	76.3	22	15	--	1985
1986	11.8	7.3	.555	21.19	2.7	.0044	.131	KHEY A/F 1.8	18.3	71.8	22	15	--	1986
1987	11.5	-2.5	.570	20.18	2.9	.0040	.128	KHEY A/F 3.0	18.9	71.5	21	14	6.8	1987
1988	12.6	7.8	.580	21.38	3.2	.0039	.138	KHEY A/F 3.1	17.8	74.7	22	12.5	6.2	1988
1989	13.2	4.8	.592	22.30	3.4	.0039	.151	KHEY A/F 3.4	18.7	81.0	22	12	9.5	1989
1990	13.0	-1.5	.603	21.67	3.6	.0036	.145	KHEY A/F 3.2	19.1	77.9	25	12	8.2	1990
1991	11.7	-10.0	.614	19.06	3.8	.0031	.139	KHEY A/F 3.2	18.3	79.4	25	11.5	12.0	1991
1992	12.6	7.7	.623	20.22	3.8	.0033	.150	KHEY A/F 3.4	17.6	80.6	26	12	8.2	1992
1993	14.3	13.5	.644	22.20	4.4	.0033	.161	KHEY A/F 3.2	17.6	81.4	23	13	9.1	1993
1994	15.0	4.9	.670	22.47	4.7	.0032	.174	KHEY A/F 2.7	17.8	85.9	22	13	10.9	1994
1995	16.2	8.1	.687	23.58	5.2	.0031	.201	KBNA A/F 2.7	17.6	85.5	30	12.5	10.7	1995
1996	17.0	4.9	.708	24.01	5.5	.0031	.192	KBNA A/F 3.3	18.3	84.4	32	12.5	8.7	1996
1997	18.4	8.2	.714	25.77	5.3	.0035	.207	KBNA A/F 3.6	17.3	83.1	30	11.5	8.4	1997
1998	19.6	6.5	.711	27.57	5.4	.0036	.220	KBNA A/F 4.0	17.2	83.7	32	11.5	7.2	1998
1999	20.8	5.8	.722	28.80	5.8	.0036	.243	KBNA A/F 4.1	16.6	84.6	31	11	7.7	1999
2000	23.0	10.6	.725	31.72	6.1	.0038	.279	KBNA A/F 4.1	16.7	83.4	32	13	10.1	2000
2001	24.2	5.2	.686	35.28	7.0	.0035	.272	KLAQ-F 3.8	16.9	84.2	31	12	8.2	2001
2002	27.1	NM	.696	38.94	7.4	.0037	.318	KBNA A/F 4.2	16.2	83.0	33	--	9.6	2002
2003	29.3	12.3	.707	41.44	7.8	.0038	.328	KBNA A/F 4.6	15.9	85.7	31	13.5	8.2	2003

MAJOR STATIONS - JANUARY 2004

KAMA	750	10KW/1KW (DA-2)	Hispanic Oldies	Univision	KBNA-F	97.5	100KW@1050	Hispanic	Univision
KBNA	920	1KW/360W (DA-N)	Hispanic	Univision	KHEY-F	96.3	100KW@1390	Country	Clear Channel
KELP	1590	5KW/800W (DA-2)	Religion		KHRO-F	94.7	97KW@1191	AOR-Modern	Entravision
KHEY	1380	5KW/500W	Sports	Clear Channel	KINT-F	93.9	100KW@1420	Hispanic	Entravision
KROD	600	5KW (DA-N)	News/Talk	Regent	KLAQ-F	95.5	100KW@1390	AOR-Modern	Regent
KTSM	690	10KW (DA-2)	Talk	Clear Channel	KOFX-F	92.3	100KW@1860	Oldies	Entravision
KVIV	1340	1KW/910W	Hispanic Religion		KPRR-F	102.1	100KW@1190	CHR/Dance	Clear Channel
					KSII-F	93.1	100KW@1422	AC/CHR	Regent
					KTSM-F	99.9	100KW@1820	Soft AC	Clear Channel
					XHNZ-F	107.5	100KW	Hispanic	
					XHTO-F	104.3	20KW@446	CHR	

EL PASO

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	44	45	35	CHR	28	21	22		11	16	15	16
				AOR/CL	12	12	10		13	15	12	18
MOR/AC	2	2	16	MOR/FS	--	--	--			--		See Talk
				AC/OLD	9	17	21		10	--	8	7
									AC	7	5	9
									OLDIES	14	10	6
COUNTRY	13	21	22		22	19	15					
BTFLEZ/SAC	10	11	12		9	9	6					
								SOFT AC	7	10	9	7
NEWS/TALK	7	4	11		4	6	3		4	5	6	4
SPORTS												1
BLACK/URBAN	--	--	1									
SMOOTH JAZZ												
STANDARDS	--	--	4		--	--	--					
HISPANIC	23	18	17		15	14	21		32	33	34	30
RELIG/GOSPEL					2	3	1		2	2	1	1
CLASSICAL												

STATION NOTES

(Major call letter and format changes)

KSII-F	KAMA until 82; KAMZ until 95; Reclassified as AC in 89; Classic AOR 91-94
KHEY-F	KEZB and EZ until 81
KHRO-F	KSET until 86; KLTO until 91; KAMA until 92; CHR until 81; Black until 82; CHR until 86; AC until 91; Hispanic until 92; Country until 00; KSET again until 98; KATH until 00
KBNA-F	KINT until 82; KYSR until 85; AC until 85
KPRR-F	KLOZ until 87; Country until 87
KOFX-F	KFIM until 87; AC until 90; Classic AOR until 91
KVIV	KSET until 85; KALY until 87; MOR until 79; Silent in 84
KROD	AC until 80; CHR until 82; reclassified as Standards in 90
KINT-F	KPAS until 81; KEZB until 92; AOR until 81; EZ until 83; evolved to AC by 90; Spanish after 92 or so
KELP	CHR to AC by 80; Urban until 83
XROK	CHR until 79
KBNA	KDXX until 87
KHEY	Country until 96; KTSM until 00
KTSM	KHEY until 00

MAJOR STATION TRANSACTIONS: 1970 to 2003

1973 KROD	Sold by Doubleday to Media Horizons	N/A
1974 KELP, KBNA-F		500,000
1975 KEZB, KLOZ-F		355,000
1976 KROD, KLAQ-F	Sold by Media Horizons	450,000
1977 KDXX	Sold to Clear Channel	650,000
1978 KALY, KLTO-F	From Sun World to Bdcst. Associates	765,000
1978 KROD, KLAQ-F	Sold to Rex	930,000
1979 KEZB, KLOZ-F	Sold to Henson	875,000
1981 KELP		101,000
1982 KAMA, KAMZ-F	Sold to Thrash	2,790,000
1982 KBNA-F	Sold to Tom Hoyt	1,900,000
1982 KDXX	From Clear Channel to Hoyt	650,000
1983 KEZB-F		1,200,000
1983 KALY, KLTO-F		N/A
1983 KEZB-F	Sold by Henson	350,000
1984 KELP		590,000
1984 KROD, KLAQ-F	Sold by Rex	2,525,000
1984 KLOZ-F	From Henson to Sherman	1,500,000
1984 KALY		795,000
1985 KLTO-F	Sold to Jim Ray	1,750,000
1985 KDXX, KBNA-F	From Greenfield to Tichenor	1,300,000
1986 KLOZ-F	Sold by Sherman	1,250,000
1986 KFIM-F		1,000,000
1986 KAMA, KAMZ-F	Sold to Holder	7,000,000
1987 KEZB A/F		5,500,000
1987 KALY		450,000
1988 KAMA, KAMZ-F	From Thrash to Pinnacle	N/A
1988 KROD, KLAQ-F	From ABS to Devin	5,000,000
1989 KVIV		450,000
1989 KHEY AF	Sold to Ragan Henry	8,400,000
1992 KEZB A/F		1,020,000
1993 KSET-F	Sold to Jim Phillips	2,700,000
1994 KOFX-F	Sold to Jim Phillips	3,000,000
1995 KVIV		550,000
1995 KAMA	From Pinnacle to Tichenor	490,000
1995 KAMZ-F	From Pinnacle to New Wave	2,000,000
1996 KHEY A/F	From Ragan Henry to Clear Channel	10,000,000
1996 KPRR-F	From Ragan Henry to Clear Channel	9,000,000
1996 KSVE, KINT-F	Sold to Entravision	N/A
1997 KTSM A/F	Sold to Galloway	6,300,000
1998 KTSM A/F	From Galloway to Clear Channel	10,500,000
1999 KROD, KLAQ-F, KSII-F	From New Wave to Regent	23,500,000
1999 KATH-F, KOFX-F	From Jim Phillips to Entravision	N/A

EL PASO

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KHEY-F	2.0	KAMZ-F	2.0	KHEY	1.8	KHEY AF	3.0	KHEY AF	3.1	KHEY AF	3.4
2 KAMZ-F	1.5	KHEY	1.7	KEZB-F	1.7	KEZB AF	1.7	KLAQ-F	1.7	KLAQ-F	1.4
3 KHEY	1.3	KHEY-F	1.4	KLAQ-F	1.6	KAMA	1.6	KBNA AF	1.7	KBNA AF	1.3
4 KLAQ-F	1.0	KLAQ-F	1.3	KHEY-F	1.5	KLAQ-F	1.3	KAMA	1.4	KAMA	1.2
5 KAMA	0.8	KAMA	1.2	KAMZ-F	1.4	KAMZ-F	1.2	KEZB-F	1.3	KPRR-F	1.2
6		KEZB-F	0.7	KAMA	1.3	KBNA AF	0.9	KAMZ-F	1.2	KEZB-F	0.9
7		KTSM-F	0.7	KBNA AF	0.8	KTSM-F	0.7	KPRR-F	0.8	KAMZ-F	0.9
8				KTSM-F	0.7					KOFX-F	0.6
9										KLTO-F	0.5
10											
1990		1991		1992		1993		1994		1995	
1 KHEY AF	3.2	KHEY AF	3.2	KHEY AF	3.4	KHEY AF	3.2	KHEY AF	2.7	KBNA AF	2.7
2 KLAQ-F	1.5	KLAQ-F	1.6	KLAQ-F	1.6	KLAQ-F	2.0	KBNA AF	2.5	KHEY AF	2.6
3 KBNA AF	1.3	KBNA AF	1.1	KBNA AF	1.3	KBNA AF	1.9	KLAQ-F	2.1	KLAQ-F	2.2
4 KPRR-F	1.2	KPRR-F	1.0	KPRR-F	1.2	KPRR-F	1.1	KPRR-F	1.3	KPRR-F	1.5
5 KAMA	1.1	KAMA AF	0.9	KAMA	1.1	KAMA	1.0	KTSM-F	1.1	KTSM-F	1.3
6 KOFX-F	0.8	KAMZ-F	0.8	KAMZ-F	0.8	KTSM	0.8	KINT AF	1.0	KINT AF	1.2
7 KEZB AF	0.75	KOFX-F	0.7	KOFX-F	0.8	KTSM-F	0.7	KTSM-F	0.8	KSET-F	1.1
8 KOFX-F	0.7	KEZB AF	0.55	KTSM	0.6	KOFX-F	0.7	KOFX-F	0.8	KOFX-F	1.0
9 KAMZ-F	0.7	KTSM-F	0.5	KTSM-F	0.5	KSET-F	0.6	KSET-F	0.8	KTSM	0.8
10		KTSM	0.4			KAMZ-F	0.6	KAMA	0.7		
11											
1996		1997		1998		1999		2000		2001	
1 KBNA AF	3.3	KBNA AF	3.6	KBNA AF	4.0	KBNA AF	4.1	KBNA AF	4.1	KLAQ-F	3.8
2 KLAQ-F	2.5	KLAQ-F	2.9	KLAQ-F	3.0	KLAQ-F	3.2	KLAQ-F	3.6	KBNA-F	3.7
3 KPRR-F	2.0	KPRR-F	2.4	KPRR-F	2.4	KPRR-F	2.7	KPRR-F	3.3	KPRR-F	3.3
4 KHEY-F	1.7	KHEY-F	1.8	KSII-F	1.8	KSII-F	2.1	KSII-F	2.2	KTSM-F	2.4
5 KTSM-F	1.4	KTSM-F	1.5	KTSM-F	1.6	KTSM-F	1.9	KTSM-F	2.1	KINT AF	2.3
6 KINT AF	1.4	KOFX-F	1.5	KOFX-F	1.5	KOFX-F	1.5	KINT AF	2.0	KSII-F	2.2
7 KOFX-F	1.4	KINT AF	1.0	KINT AF	1.2	KINT AF	1.5	KOFX-F	1.6	KHEY-F	1.3
8 KSET-F	1.0	KTSM-F	1.0	KHEY-F	1.1	KHEY-F	1.1	KHEY-F	0.9	KOFX-F	1.2
9 KTSM-F	0.9	KSII-F	0.9	KATH-F	1.0	KATH-F	0.9	KHRO-F	0.8	XEPR-F	0.8
10 KSII-F	0.8	KSET-F	0.7	KTSM	0.7					KHRO-F	0.8
11											
2002		2003									
1 KBNA A/F	4.2	KBNA A/F	4.6								
2 KLAQ-F	3.5	KINT-F	2.9								
3 KINT-F	2.8	KPRR-F	2.8								
4 KPRR-F	2.7	KLAQ-F	2.7								
5 KTSM-F	2.4	KTSM-F	2.5								
6 KSII-F	2.2	KSII-F	2.4								
7 KOFX-F	1.6	KOFX-F	1.7								
8 KHRO-F	1.1	KHRO-F	1.6								
9 XHNZ	1.0	XHNZ	1.4								
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Ragan Henry	\$ 4.0 (26.7)	1 Ragan Henry	\$ 4.1 (24.8)	1 Clear Channel	\$ 3.7 (21.8)
2 KBNA A/F	2.5 (16.7)	2 Tichenor	3.3 (20.4)	2 New Wave	3.7 (21.8)
3 KROD, KLAQ-F	2.4 (16.0)	3 New Wave	2.9 (17.8)	3 Heftel	3.6 (21.5)
4 KTSM A/F	1.9 (12.7)	4 KTSM A/F	2.1 (12.9)	4 KTSM A/F	2.3 (13.6)
		5 KSET, KOFX	2.1 (12.9)	5 KSET, KOFX	2.3 (13.6)
				6 KSVE, KINT-F	1.4 (8.2)
1997		1998		1999	
1 Clear Channel	\$ 4.4 (24.0)	1 Clear Channel	\$ 6.0 (30.4)	1 Clear Channel	\$ 6.3 (30.2)
2 New Wave	4.2 (23.0)	2 New Wave	5.2 (26.5)	2 Regent	5.7 (27.5)
3 Heftel	3.9 (21.0)	3 Heftel	4.2 (21.6)	3 Hispanic	4.3 (20.9)
4 Galloway	2.5 (13.5)	4 KATH, KOFX	2.5 (12.7)	4 Magic	2.4 (11.7)
5 KSET, KOFX	2.1 (11.6)	5 KSVE, KINT	1.2 (6.0)	5 Entravision	1.5 (7.0)
6 KSVE, KINT	1.0 (5.4)				
2000		2001		2002	
1 Clear Channel	\$ 7.3 (31.7)	1 Clear Channel	\$ 7.7 (31.6)	1 Clear Channel	\$ 6.6
2 Regent	6.2 (27.0)	2 Regent	6.4 (26.4)	2 Regent	6.1
3 Entravision	4.4 (19.2)	3 Entravision	4.4 (18.0)	3 Entravision	5.7
4 Hispanic	4.3 (18.7)	4 Hispanic	3.9 (15.9)	4 Univision	4.7
				5 ABS	2.9
2003					
1 Clear Channel	\$ 7.6				
2 Entravision	6.4				
3 Regent	5.6				
4 Univision	5.0				
5 ABS	3.4				

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

DUNCAN'S COMMENTS:

El Paso has always been a difficult radio market. There are too many stations for a revenue pool which has only grown slowly. Usually over 30 stations show up in the Arbitrons. Granted that some are Juarez stations and do not take many dollars out of the market. However, they do take away listening. Overall listening levels have held up fairly well. Also, El Paso has one of the lowest levels of unlisted station listening. NPR does not play well in El Paso