

**LAFAYETTE, LA.
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>		
KVOL	33.1	27.7	23.2	16.9	23.6	29.0	21.3	7.2	6.1	2.8	2.6	2.5	3.7	0.7	2.6	2.1	2.5	2.5	1.6	1.8	1.2	0.4	-	0.4	0.4	0.4	0.4	-	-	-	KVOL, 1330 (S)
KDYS	16.6	12.9	9.3	11.4	12.1	11.3	13.3	13.4	10.0	8.3	6.6	7.5	4.0	3.6	2.2	1.4	2.5	2.4	0.4	-	-	-	-	-	-	-	-	-	-	-	KDYS, 1520 (KID)
KSMB-F	12.7	9.7	6.6	10.8	14.6	12.9	16.0	13.4	12.7	10.4	17.4	23.2	26.7	19.3	18.6	20.5	12.9	10.8	10.4	8.3	10.4	9.9	8.1	7.4	10.1	9.8	9.2	8.6	8.0	KSMB-F, 94.5 (CHR)	
KTDY-F	5.7	12.3	26.5	27.7	19.7	9.1	13.3	14.4	15.3	17.0	10.2	6.3	7.7	8.9	5.1	7.9	5.2	10.2	9.2	7.0	6.8	5.6	5.2	5.9	6.7	7.4	7.5	7.4	8.0	KTDY-F, 99.9 (AC)	
KPEL	7.6	8.4	9.3	12.0	8.9	8.6	9.3	4.6	4.4	3.8	3.9	1.3	4.3	2.6	2.9	2.4	4.3	3.2	3.8	0.7	-	-	0.4	1.4	0.6	0.9	0.5	0.5	0.5	KPEL, 1420 (S)	
KXKC-F	1.3	5.8	7.9	6.0	3.2	5.4	4.0	4.6	5.2	5.2	5.2	5.6	5.7	8.9	4.5	8.9	6.7	9.1	11.3	12.0	12.4	9.0	10.8	9.9	7.3	7.2	6.0	8.4	7.8	KXKC-F, 99.1 (C)	
KJCB								16.5	16.6	11.4	16.1	8.2	7.7	8.2	9.0	6.2	8.0	6.3	5.1	5.4	5.9	5.3	4.8	5.2	5.7	4.5	3.7	3.0	2.5	KJCB, 770 (B/G)	
KMDL-F								5.7	7.4	5.5	3.9	4.1	3.3	3.0	7.4	5.1	11.7	5.5	5.4	7.4	6.3	7.1	7.4	7.6	7.9	8.8	6.1	6.8	6.4	KMDL-F, 97.3 (C)	
KROF	10.8	9.0	6.0	6.6	7.0	8.6	0.7	0.5	1.3	7.3	7.9	6.0	-	0.7	-	-	0.2	2.1	1.2	1.8	1.5	2.5	2.2	1.8	0.3	0.6	0.6	0.4	1.7	KROF, 960 (ST)	
KPEL-F							7.3	1.5	4.8	3.5	3.6	0.9	3.7	1.0	4.2	2.4	0.7	1.7	0.8	1.7	1.4	2.5	3.0	1.6	3.5	2.8	3.7	2.8	4.1	KPEL-F, 105.1 (N/T)	
KFXZ-F												9.7	14.7	15.1	14.4	11.0	11.6	8.3	5.0	4.8	5.9	3.8	3.1	2.5	2.9	3.7	3.7	3.3	3.9	KFXZ-F, 106.3 (G)	
KAJN-F													1.0	1.6	1.0	1.7	2.8	3.1	3.0	3.0	3.1	1.9	2.1	2.5	1.6	2.7	2.4	2.8	2.2	KAJN-F, 102.9 (REL)	
KBON-F																							1.3	2.5	3.5	2.6	4.4	3.8	3.1	KBON-F, 101.1 (V)	
KFTE-F																			1.2	2.8	2.8	4.3	4.8	3.8	5.1	5.0	6.2	6.0	3.4	KFTE-F, 96.5 (AOR)	
KNEK-F																		2.1	3.0	3.6	4.9	4.2	3.8	3.5	7.1	6.0	7.2	7.6	7.9	KNEK-F, 104.7 (B/AC)	
KQIS-F																				0.6	1.8	3.8	2.8	1.6	1.6	2.0	2.6	2.1	2.3	KQIS-F, 102.1 (AC)	
KRKA-F																										2.9	3.5	2.6	2.5	KRKA-F, 107.9 (CL AOR)	
KRRQ-F																						5.6	8.1	8.6	9.5	9.6	10.8	8.6	10.2	KRRQ-F, 95.5 (B)	

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>	
KVOL	42.4	49.7	32.2	24.6	22.3	10.8	11.9	8.9	9.1	4.6	10.1	7.2	7.0	7.5	4.6	3.5	4.1	2.2	-	1.4	2.2	1.7	-	1.9	-	
KDYS	18.5	27.4	19.3	22.8	18.6	18.6	14.8	14.7	10.8	9.1	6.7	2.9	4.8	4.9	1.6	-	-	-	-	-	-	27.8	29.0	25.8	25.7	
KSMB-F	22.5	21.2	19.7	25.1	24.7	23.5	36.2	37.4	38.2	37.0	38.6	33.7	31.3	26.2	25.0	23.2	27.4	25.6	25.4	23.9	28.5	17.7	16.6	15.9	18.7	
KTDY-F	36.1	21.2	23.2	29.3	33.6	32.7	30.4	20.5	20.7	20.0	14.5	19.2	16.9	26.0	19.1	19.3	15.8	14.5	14.3	15.4	15.1	17.7	16.6	15.9	18.7	
KPEL	18.4	21.0	15.9	15.1	13.6	12.3	10.9	6.9	10.8	8.9	8.1	7.2	10.3	7.1	4.8	3.7	-	-	2.5	5.7	2.5	2.1	2.5	-	2.2	
KXKC-F	11.4	10.6	9.2	10.8	11.1	11.6	10.2	11.1	14.3	14.0	9.7	17.8	15.8	23.9	22.2	26.2	24.1	20.9	22.3	21.4	20.4	20.4	14.0	16.6	19.6	
KJCB				14.8	17.8	16.8	23.6	17.2	17.1	14.7	17.3	13.4	16.6	13.1	10.7	12.0	11.9	9.3	8.7	9.6	9.7	7.8	7.1	5.5	4.7	
KMDL-F				11.4	20.4	14.6	10.4	10.6	8.2	10.7	13.2	11.7	22.9	16.7	16.1	17.7	19.8	16.8	17.2	19.7	20.7	19.7	15.8	18.2	19.4	
KROF	19.5	27.0	3.7	5.0	3.0	11.7	12.7	8.1	-	2.8	-	-	1.5	4.2	3.4	3.9	2.9	2.6	4.6	3.8	1.6	2.3	1.7	-	2.4	
KPEL-F			12.2	6.5	10.7	-	6.8	6.6	9.6	7.9	11.5	8.6	6.5	6.4	4.8	5.4	4.9	6.2	7.5	6.8	8.0	8.3	9.0	7.5	10.0	
KFXZ-F								18.2	20.6	24.0	23.6	20.4	20.6	14.9	12.8	13.6	13.2	9.8	6.8	5.2	8.0	6.8	7.5	7.7	8.4	
KAJN-F									4.1	6.0	5.3	5.8	5.6	5.1	6.6	6.6	7.4	5.2	5.5	6.8	4.7	6.3	6.6	6.4	6.0	
KBON-F																			3.5	5.7	6.5	5.9	7.4	6.4	6.0	
KFTE-F															2.4	8.1	8.7	10.8	11.8	10.2	12.0	11.2	15.3	12.8	9.7	
KNEK-F													4.9	10.5	6.6	13.3	11.0	9.2	9.9	14.6	10.9	12.4	12.0	13.6		
KQIS-F															3.2	5.5	8.9	6.1	5.8	5.1	5.2	7.3	8.0	6.9		
KRKA-F																				7.5	7.5	7.1	7.0	7.7		
KRRQ-F																		16.1	17.7	18.2	18.7	19.9	18.0	18.7	20.4	

LAFAYETTE, LA.

	<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	1.8	--	--	--	--	--	--	--	16.0 %	40.0 %	--	--	--	1976
1977	2.3	27.8 %	--	--	--	--	--	--	16.6	48.5	10	--	--	1977
1978	2.8	21.7	--	--	--	--	--	--	16.2	48.7	7	--	--	1978
1979	3.2	14.3	--	--	--	--	--	--	14.9	50.3	10	--	--	1979
1980	4.0	25.0	--	--	--	--	--	--	17.1	40.9	12	--	--	1980
1981	4.6	15.0	.196	23.47	1.1	.0052	--	--	12.7	51.1	11	--	--	1981
1982	5.3	15.2	.204	25.98	1.2	.0048	--	--	15.8	50.0	16	--	--	1982
1983	5.7	7.5	.214	26.63	1.4	.0047	.078	--	17.6	58.9	16	8	--	1983
1984	6.5	14.0	.215	30.23	1.5	.0048	.127	KTDY-F 1.9	17.0	63.2	17	11	--	1984
1985	7.4	13.8	.217	33.48	1.6	.0049	.142	KTDY-F 1.7	17.3	58.3	16	11	--	1985
1986	6.6	-10.8	.222	30.14	1.7	.0047	.105	NA NA	18.1	71.5	16	11	--	1986
1987	6.3	-4.5	.219	28.77	1.5	.0044	.081	KSMB-F 1.7	17.0	76.4	17	10	8.3	1987
1988	6.4	1.6	.213	30.05	1.5	.0043	.087	KSMB-F 1.7	17.2	81.0	19	8	6.9	1988
1989	6.6	3.1	.211	31.28	1.5	.0045	.092	KSMB-F 1.7	17.6	79.0	18	7.5	11.5	1989
1990	6.8	3.0	.208	32.69	1.6	.0042	.098	KSMB-F 1.7	17.1	86.1	19	7.5	6.2	1990
1991	6.8	0	.208	32.69	1.7	.0041	.100	KSMB-F 1.8	18.0	79.9	20	8.5	13.2	1991
1992	6.8	0	.212	33.01	1.7	.0040	.106	KSMB-F 1.6	--	--	--	9	17.8	1992
1993	7.1	4.4	.354	20.05	2.6	.0027	.100	KTDY-F 1.5	--	--	--	9	14.1	1993
1994	7.6	6.8	.357	21.29	2.6	.0029	.122	KTDY-F 2.3	--	--	--	9	17.3	1994
1995	10.2	NM	.369	27.90	3.5	.0032	.131	KTDY-F 2.0	17.8	85.0	29	10	22.1	1995
1996	12.5	NM	.370	38.78	3.5	.0036	.156	KXKC-F 2.2	18.8	84.0	36	12.5	7.9	1996
1997	13.5	8.0	.373	36.19	3.6	.0038	.183	KXKC-F 2.4	18.8	88.0	37	12.5	8.4	1997
1998	14.7	8.9	.374	39.30	3.8	.0039	.199	KXKC-F 2.7	17.5	89.3	35	11	9.4	1998
1999	15.9	7.6	.379	41.85	4.1	.0039	.190	KXKC-F 2.4	16.5	88.6	35	11	7.7	1999
2000	17.3	8.8	.380	45.53	4.8	.0036	.217	KTDY-F 2.8	17.2	90.9	35	12.5	9.5	2000
2001	17.2	-0.6	.389	44.22	5.0	.0034	.211	KTDY-F 2.8	16.7	92.4	28	11.5	6.9	2001
2002	18.6	8.1	.392	47.45	5.1	.0036	.230	KTDY-F 2.9	16.2	91.7	29	--	10.2	2002
2003	19.2	3.2	.398	48.24	5.3	.0036	.240	KTDY-F 3.4	16.4	93.1	30	11.5	9.4	2003

MAJOR STATIONS - JANUARY 2004

KJCB	770	1KW/500W (DA-N)	Black/Gospel		KNEK-F	104.7	25KW@328	Black/AC	Citadel
KPEL	1420	1KW/750W (DA-N)	Sports	Regent	KPEL-F	105.1	25KW@292	News/Talk	Regent
KROF	960	1KW (DAYS)	Standards		KQIS-F	102.1	100KW@981	AC/CHR	
KVOL	1330	5KW/1KW (DA-N)	Sports	Citadel	KRKA-F	107.9	100KW@863	Classic AOR	Regent
					KRRQ-F	95.5	50KW@443	Black	Citadel
KAJN-F	102.9	95KW@1499	Religion		KSMB-F	94.5	100KW@1079	CHR	Citadel
KBON-F	101.1	25KW@328	Variety		KTDY-F	99.9	100KW@984	AC	Regent
KFTE-F	96.5	42KW@535	AOR-Modern	Regent	KXKC-F	99.1	100KW@984	Country	Citadel
KFXZ-F	106.3	2.6KW@495	Gospel	Regent					
KMDL-F	97.3	38KW@561	Country	Regent					

NOTE: Counties were added to the Metro in 1993.

LAFAYETTE, LA.

FORMAT SHARES (%)

	77	80	82		84	87	90		92	95	98	2000
CHR/AOR	43	31	35	CHR AOR/CL	20 --	34 --	30 7		NA NA	14 6	10 7	12 11
MOR/AC	10	10	7	MOR/FS AC/OLD	11	14	11		NA AC OLDIES	2 8 8	2 9 12	See Talk 11 5 24
COUNTRY	11	23	24		20	16	18		NA	28	23	24
BTFLEZ/SAC	9	7	6		6	6	9					
												SOFT AC -- 3
NEWS/TALK					--	5	4		NA	4	7	6
SPORTS										1	--	1
BLACK/URBAN	27	29	29		27	25	18		NA	24	20	18
SMOOTH JAZZ												
STANDARDS										1	1	1
HISPANIC												
RELIG/GOSPEL	--	1	--		2	1	2		NA	5	7	12
CLASSICAL												

MAJOR STATION TRANSACTIONS: 1970 to 2003

1974 KDEA-F		\$	123,000
1976 KPEL, KTDY-F			1,025,000
1987 KXKW, KSMB-F			6,400,000
1988 KPEL, KTDY-F			3,500,000
1988 KRVR			150,000
1989 KNIR, KDEA-F (New Iberia)			2,450,000
1989 KRKR			150,000
1990 KFXZ-F (Maurice)	Sold to Vetter		1,200,000
1993 KFTE-F (BreauX)	Sold to KMDL-F owner		670,000
1993 KPEL-F (Erath)			150,000
1994 KMDL-F, KFTE-F			1,550,000
1995 KACY, KSMB-F	Sold to Gutstar		5,100,000 (cancelled)
1995 KACY, KSMB-F	Sold to Powell (John Peroyea)		4,300,000
1996 KVOL A/F, KDEA-F	Sold to Powell (John Peroyea)		3,500,000
1996 KMDL-F, KFTE-F	Sold to Galloway		2,000,000
1997 KNEK-F	Sold to Citywide		1,500,000
1998 KNEK A/F, KFXZ-F, KRRQ-F	From Citywide to Citadel		34,000,000
1999 KROF A/F	Sold to Galloway		790,000
1999 KVOL A/F, KSMB-F, KDYS	From Powell to Citadel		8,500,000
2001	All Galloway stations sold to Regent		30,000,000
2003 KXKC-F	From Don Bonin to Citadel		7,100,000 + KRXE
2003 KDYS, KVOL, KFXZ-F, KRXE-F, WOPR-F			4,250,000

STATION NOTES

(Major call letter and format changes)

KTDY-F	KPEL until 76; CHR evolving to AC by 87
KVOL	KVOL until 87; KRKR until 89; CHR to AC in early 80's; AOR for a spell in late 80's; Oldies from 90-95
KXKC-F	EZ to Soft AC by mid-80's; KDEA until 92; Soft AC until 92
KFXZ-F	Black until evolving to Gospel in mid-90's
KFTE-F	Oldies-70's until 96; Classic AOR until 97;
KROF	Simulcast with KASC until 81; CHR to AC by 82; Black from 84-88; Country until 93; Oldies until 99
KROF-F	KROF-F and CHR until 81; KASC until 87; Country until 98
KPEL	MOR until 84
KDYS	KXKW until 90; KINF until 91; KACY until 96; Country until 90; Talk until 91; Standards until 96
KPEL-F	KROF until 99
KQIS-F	KSIG until 97; Standards until 97
KNEK-F	Black evolving to Black/AC by 98

LAFAYETTE, LA

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KTDY-F	1.9	KTDY-F	1.7	Not Available		KSMB-F	1.7	KSMB-F	1.7	KSMB-F	1.7
2 KSMB-F	1.0	KSMB-F	1.3			KTDY-F	0.9	KTDY-F	1.0	KTDY-F	0.9
3 KXKW	0.9	KXKW	1.0			KFXZ-F	0.5	KFXZ-F	0.5	KFXZ-F	0.6
4 KPEL	0.8	KPEL	0.9								
5 KJCB	0.7	KDEA-F	0.6								
6		KJCB	0.6								
7											
8											
9											
10											
1990		1991		1992		1993		1994		1995	
1 KSMB-F	1.7	KSMB-F	1.75	KSMB-F	1.6	KTDY-F	1.5	KTDY-F	2.3	KTDY-F	2.0
2 KTDY-F	1.1	KTDY-F	1.2	KMDL-F	1.2	KSMB-F	1.3	KXKC-F	1.2	KXKC-F	1.9
3 KFXZ-F	0.7	KMDL-F	0.95	KTDY-F	1.2	KXKC-F	0.9	KSMB-F	1.1	KSMB-F	1.7
4 KDEA-F	0.6	KFXZ-F	0.65	KFXZ-F	0.7	KPEL	0.8	KMDL-F	1.0	KMDL-F	1.1
5 KMDL-F	0.5	KDEA-F	0.64	KDEA-F	0.6	KMDL-F	0.8	KPEL AF	0.9	KFXZ-F	0.7
6						KFXZ-F	0.6	KFXZ-F	0.8	KPEL AF	0.7
7											
8											
9											
10											
11											
1996		1997		1998		1999		2000		2001	
1 KXKC-F	2.2	KXKC-F	2.5	KXKC-F	2.7	KXKC-F	2.4	KTDY-F	2.8	KTDY-F	2.8
2 KSMB-F	2.0	KSMB-F	2.0	KSMB-F	2.2	KTDY-F	2.3	KSMB-F	2.7	KSMB-F	2.6
3 KTDY-F	1.8	KTDY-F	1.9	KMDL-F	2.1	KMDL-F	2.2	KXKC-F	2.6	KXKC-F	2.3
4 KMDL-F	1.2	KMDL-F	1.8	KTDY-F	2.0	KSMB-F	2.2	KMDL-F	1.5	KMDL-F	2.1
5 KPEL AF	0.6	KRRQ-F	0.8	KRRQ-F	0.8	KRRQ-F	1.1	KRRQ-F	1.3	KRRQ-F	1.4
6 KFXZ-F	0.6	KPEL AF	0.6	KFTE-F	0.6	KFTE-F	0.6	KFTE-F	0.8	KFTE-F	1.4
7				KPEL AF	0.6	KPEL AF	0.6	KPEL AF	0.6	KPEL-F	0.8
8											
9											
10											
11											
2002		2003		<div style="border: 1px solid black; padding: 5px; text-align: center;"> DUNCAN'S COMMENTS: Lafayette is an average small market. The most notable station is difficult to select. KTDY, KSMB and KXKC have all been outstanding performers. </div>							
1 KTDY-F	2.9	KTDY-F	3.4								
2 KSMB-F	2.6	KXKC-F	2.5								
3 KXKC-F	2.1	KSMB-F	2.3								
4 KMDL-F	2.0	KMDL-F	2.2								
5 KFTE-F	1.4	KRRQ-F	1.2								
6 KRRQ-F	0.9	KNEK-F	0.9								
7 KNEX-F	0.9	KFTE-F	0.9								
8 KRKA-F	0.8										
9											
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Galloway	\$ 3.2 (42.1)	1 Galloway	\$ 2.6 (25.2)	1 Galloway	\$ 2.4 (19.5)
		2 KNIR, KXKC-F	2.2 (21.4)	2 KNIR, KXKC-F	2.4 (19.2)
		3 KACY, KSMB-F	2.0 (19.4)	3 KACY, KSMB-F	2.1 (16.8)
		4 KMDL, KFTE	1.4 (13.6)	4 KMDL, KFTE	1.8 (14.0)
1997		1998		1999	
1 Galloway	\$ 4.8 (35.8)	1 Galloway	\$ 5.7 (38.9)	1 Galloway	\$ 6.2 (39.0)
2 KNIR, KXKC-F	2.7 (19.6)	2 Powell	2.6 (17.6)	2 Citadel	4.2 (26.2)
3 Powell	2.5 (18.5)	3 KNIR, KXKC-F	2.5 (16.7)	3 KNIR, KXKC-F	2.4 (15.1)
4 Citywide	1.5 (11.3)	4 Citadel	1.6 (11.0)		
2000		2001		2002	
1 Clear Channel	\$ 7.4 (42.7)	1 Regent	\$ 8.0 (46.4)	1 Regent	\$ 8.3
2 Citadel	4.4 (25.5)	2 Citadel	5.2 (30.0)	2 Citadel	6.5
3 KNIR, KXKC-F	2.6 (2.6)	3 KNIR, KXKC-F	2.3 (13.4)		
2003		All 2002 and 2003 financial data is provided by BIA Financial.			
	\$ 8.4	1 Regent			
	6.9	2 Citadel			
		3			
		4			
		5			