

MCALLEN-BROWNSVILLE

12+ METRO SHARE

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03	
KGBT	29.7	33.0	31.9	38.7	34.8	28.4	26.6	22.8	21.0	19.0	19.5	19.3	16.4	19.2	12.1	13.4	13.6	12.5	9.7	10.6	10.3	15.2	14.7	5.8	5.6	5.2	3.2	3.1	3.2	KGBT, 1530 (SP)
KRGE	14.5	19.3	21.5	16.1	8.7	7.1	6.9	10.8	10.2	11.5	6.9	8.4	6.9	3.4	1.5	0.7	1.6	2.3	0.9	1.8	1.7	2.1	1.7	0.8	0.7	1.5	1.0	1.7	1.7	KRGE, 1290 (SP)
KRIO	12.9	19.2	9.8	16.5	8.7	9.4	6.4	5.8	3.0	1.9	2.2	1.8	1.2	0.9	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	KRIO, 910 (SP)
KBFM-F	3.3	4.2	5.5	3.3	11.3	15.4	15.2	12.7	9.8	11.2	14.3	12.9	12.5	16.9	19.2	16.0	11.0	10.3	11.9	13.2	12.6	12.3	13.4	15.0	16.0	16.6	16.2	10.0	6.6	KBFM-F, 104.1 (CHR)
KBTQ-F	-	-	3.1	1.7	3.9	3.5	4.5	11.1	11.7	11.4	7.9	7.7	9.8	9.0	7.4	8.4	7.1	8.8	10.1	11.3	12.3	10.5	9.1	7.0	4.5	4.8	4.3	6.5	7.7	KBTQ-F, 96.1 (CHR)
KVLY-F	5.9	1.1	1.8	2.1	1.1	1.2	2.3	2.3	4.2	4.6	4.7	4.9	5.2	5.1	4.1	5.6	4.9	5.3	7.6	7.4	5.0	6.4	7.9	7.9	8.9	8.4	7.3	6.9	6.4	KVLY-F, 107.9 (AC)
KFRQ-F	4.3	2.3	3.8	3.5	5.0	4.7	7.1	5.8	4.8	6.6	9.9	7.1	7.0	6.2	6.5	5.6	5.6	8.1	7.3	4.2	6.9	6.3	5.3	8.0	8.2	7.2	7.4	5.7	5.7	KFRQ-F, 94.5 (AOR)
KKPS-F	-	-	-	4.6	3.0	3.5	1.9	4.9	9.1	6.5	9.9	4.7	5.5	4.2	3.6	2.8	5.0	3.8	5.0	5.5	5.6	7.7	7.7	9.9	8.5	10.2	11.0	11.0	9.5	KKPS-F, 99.5 (SP)
KBOR	-	-	-	-	2.0	3.5	5.7	2.5	0.9	1.8	2.5	1.9	2.8	2.2	3.8	3.5	2.0	2.2	0.7	1.0	1.9	1.2	0.8	0.7	0.4	0.7	0.5	0.5	0.6	KBOR, 1600 (SP)
KGBT-F	2.7	-	-	-	1.1	1.2	1.6	2.3	4.2	4.4	5.9	5.5	4.4	4.7	5.1	5.6	4.5	4.1	3.9	3.2	4.2	*	*	7.9	9.0	10.0	11.2	11.4	10.3	KGBT-F, 98.5 (SP)
KIRT	5.9	2.9	4.0	4.0	1.7	2.3	1.1	1.3	1.1	2.2	3.2	3.4	3.9	3.0	3.0	2.2	1.2	1.4	0.5	1.5	1.4	2.0	1.7	1.1	1.5	1.9	1.0	1.2	1.2	KIRT, 1580 (SP)
KTEX-F	-	3.3	2.0	2.1	3.1	3.0	2.4	2.4	2.7	4.0	5.6	6.5	7.9	8.8	13.7	15.8	20.2	14.7	12.6	8.9	9.3	7.8	6.9	7.3	7.1	7.0	7.7	6.9	7.9	KTEX-F, 100.3 (C)
KURV	1.4	1.3	-	-	1.5	1.5	2.2	1.0	1.5	1.5	1.6	1.6	2.0	1.2	1.4	1.7	2.9	1.4	2.7	3.0	2.1	2.1	2.2	2.7	2.8	3.0	3.3	4.0	4.1	KURV, 710 (T)
KMAZ-F	-	-	-	-	-	-	-	-	-	-	-	1.4	1.8	2.1	-	1.0	2.8	5.5	5.7	5.3	5.3	4.3	4.6	3.4	3.0	1.1	1.1	0.8	0.8	KMAZ-F, 106.3 (SP)
KVJY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.9	1.8	1.6	1.7	1.7	1.6	0.4	1.3	0.5	1.4	0.7	0.7	0.3	0.4	KVJY, 840 (SP)
KILM-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	2.6	1.7	1.5	1.9	1.8	0.6	0.6	0.9	1.0	1.4	KILM-F, 102.1 (SP)
KNVO-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.8	1.2	-	-	0.7	-	-	-	1.2	4.7	3.8	KNVO-F, 101.1 (SP)
KQXX-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.3	1.2	1.3	2.0	KQXX-F, 105.5 (O)
KQXX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	1.0	0.9	KQXX, 1700 (O)

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03
KGBT	45.8	37.8	37.0	28.8	33.5	32.3	31.5	29.8	30.0	30.4	24.0	25.2	24.6	21.0	19.1	18.7	21.9	27.8	24.6	9.0	9.3	8.8	7.2	8.0	7.4
KRGE	25.5	17.7	16.1	20.9	28.1	32.1	23.6	21.7	18.1	15.5	5.9	3.0	3.6	4.9	2.3	4.0	3.8	4.2	2.7	2.2	1.4	3.3	1.7	1.8	2.3
KRIO	31.6	26.2	18.4	14.0	14.0	10.2	10.6	10.2	2.4	2.7	2.8	2.9	-	-	-	-	-	-	-	-	-	-	-	-	-
KBFM-F	22.7	25.8	25.9	24.9	31.4	32.1	37.0	31.0	30.0	30.9	40.3	33.5	31.1	25.7	32.6	32.0	32.1	29.9	34.4	35.4	33.7	37.6	36.9	28.7	19.3
KBTQ-F	-	5.0	4.4	20.2	24.3	23.5	20.8	19.0	20.7	20.6	19.9	22.3	21.9	20.7	33.3	32.2	30.2	28.1	21.1	19.7	15.4	17.3	13.8	20.2	21.8
KVLY-F	-	-	3.3	4.3	-	7.8	8.1	11.5	9.2	7.2	8.8	10.5	13.5	14.9	21.9	18.4	14.2	15.7	19.7	19.8	20.4	19.3	17.3	17.4	16.5
KFRQ-F	9.0	9.3	15.3	11.8	14.6	10.2	21.6	15.6	16.3	16.3	16.7	14.9	18.8	24.3	17.2	13.4	15.0	14.3	14.9	17.6	17.7	18.0	17.3	13.5	16.3
KKPS-F	7.4	11.1	4.8	9.1	22.1	15.6	17.9	13.3	14.1	9.7	12.8	7.6	13.5	13.3	15.1	19.6	19.4	21.3	25.4	23.4	24.2	26.2	26.8	27.3	23.5
KBOR	6.5	9.2	11.2	7.7	6.4	4.3	5.6	5.5	7.2	6.8	6.7	8.7	5.4	5.1	3.4	3.2	6.0	3.8	2.6	2.1	1.4	1.6	0.9	1.4	1.1
KGBT-F	-	-	-	3.3	9.3	11.3	10.7	13.7	10.6	11.8	9.6	14.0	9.7	9.9	6.7	7.9	10.9	*	*	18.6	18.9	21.7	20.1	24.1	21.5
KIRT	4.2	-	-	3.4	-	-	5.4	7.1	7.5	8.7	7.5	6.5	5.4	4.3	3.0	5.4	5.1	4.9	4.3	2.3	3.2	3.7	2.0	3.1	2.5
KTEX-F	9.7	5.8	4.9	4.5	7.2	10.5	10.8	12.5	15.1	17.7	23.4	26.0	31.0	27.8	25.2	21.9	16.8	15.1	18.2	17.1	14.9	14.1	17.1	16.8	15.4
KURV	-	-	-	-	2.8	4.4	3.6	-	5.0	4.2	3.5	4.3	6.8	5.9	8.3	6.0	4.0	4.9	5.5	6.3	6.2	6.6	7.1	7.9	6.5
KMAZ-F	-	-	-	-	-	-	-	-	6.6	1.8	-	5.1	8.7	13.7	17.4	14.7	16.3	13.1	11.3	9.4	8.6	3.8	3.1	2.2	3.5
KVJY	-	-	-	-	-	-	-	-	-	-	-	-	3.3	4.1	4.5	2.9	3.0	1.4	2.6	1.8	3.9	1.3	-	-	1.5
KILM-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8.1	8.5	4.5	5.6	6.6	6.0	3.3	2.6	2.4	3.9	2.9
KNVO-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	2.3	-	-	1.5	-	-	-	2.7	11.7	10.2
KQXX-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.9	3.0	4.2	6.2
KQXX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.8	2.5	1.3

MCALLEN-BROWNSVILLE

	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	4.0	--	--	--	--	--	--	--	18.1 %	13.3 %	--	--	--	1976
1977	4.1	2.5 %	--	--	--	--	--	--	14.5	19.4	15	--	--	1977
1978	4.2	2.4	--	--	--	--	--	--	15.5	19.6	14	--	--	1978
1979	5.1	21.4	--	--	--	--	--	--	16.8	31.3	14	--	--	1979
1980	6.1	19.6	--	--	--	--	--	--	19.5	39.0	15	--	--	1980
1981	7.0	14.8	--	14.93	2.1	.0033	--	--	17.6	35.0	16	--	--	1981
1982	7.8	11.4	--	14.72	2.2	.0035	--	--	18.0	44.5	15	--	--	1982
1983	8.5	9.0	.571	14.88	2.5	.0034	.088	--	18.6	52.4	19	14	--	1983
1984	10.0	17.6	.582	17.18	2.8	.0037	.104	KGBT	20.7	53.1	19	14	--	1984
1985	10.6	6.0	.588	17.94	3.0	.0036	.114	KGBT	18.3	58.1	18	14	--	1985
1986	10.4	-1.9	.601	16.99	3.3	.0035	.116	KGBT	19.7	56.6	20	13	--	1986
1987	10.5	1.0	.625	16.80	3.1	.0036	.113	KGBT	18.6	60.6	18	14	7.2	1987
1988	11.2	6.7	.640	17.50	3.1	.0037	.123	KGBT	19.4	61.8	21	11	8.2	1988
1989	12.1	8.0	.651	18.59	3.2	.0039	.148	KGBT	19.5	73.1	20	11	9.0	1989
1990	12.8	5.5	.656	19.32	3.3	.0039	.144	KGBT	19.2	72.4	19	11	11.2	1990
1991	12.0	-6.3	.662	18.13	3.4	.0035	.139	KTEX-F	19.0	72.3	21	11.5	12.8	1991
1992	12.4	3.3	.683	18.16	3.6	.0034	.142	KTEX-F	18.1	72.6	21	11.5	9.6	1992
1993	13.2	6.2	.700	18.86	4.1	.0032	.155	KTEX-F	17.1	77.1	25	13	11.7	1993
1994	14.7	11.2	.734	20.03	4.4	.0033	.175	KTEX-F	17.2	71.4	24	13.5	12.0	1994
1995	14.8	0.7	.795	18.62	5.9	.0025	.174	KIWW-F	17.5	75.7	21	13	11.0	1995
1996	16.0	8.1	.831	19.25	6.1	.0026	.193	KIWW-F	16.4	76.7	26	12	9.8	1996
1997	17.6	10.0	.847	20.78	5.9	.0030	.214	KGBT A/F	16.1	82.2	26	11	17.8	1997
1998	19.1	8.5	.875	21.84	6.0	.0032	.232	KBFM-F	15.9	85.3	28	11	10.3	1998
1999	20.9	8.6	.880	23.75	6.4	.0033	.260	KBFM-F	14.9	82.0	27	11	12.9	1999
2000	24.2	15.8	.901	26.86	7.3	.0033	.298	KBFM-F	15.5	83.2	28	11	12.3	2000
2001	21.1	-12.8	.924	22.84	8.3	.0025	.261	KBFM-F	15.0	87.4	27	11	13.0	2001
2002	22.0	4.3	.938	23.45	8.7	.0025	.287	KKPS-F	14.2	86.0	29	--	15.3	2002
2003	23.5	6.4	.959	24.50	9.0	.0026	.318	KKPS-F	14.8	83.8	29	11.5	14.4	2003

MAJOR STATIONS - JANUARY 2004

KBOR	1600	1KW (DA-1)	Hispanic	Clear Channel	KBFM-F	104.1	100KW@1224	CHR/Dance	Clear Channel
KGBT	1530	50KW/10KW (DA-N)	Hispanic	Univision	KBTQ-F	96.1	100KW@988	CHR/Dance	Univision
KIRT	1580	1KW/0.3KW	Hispanic		KFRQ-F	94.5	100KW@1157	AOR	Entravision
KQXX	1700	8.8KW/0.9KW	Oldies	Clear Channel	KGBT-F	98.5	100KW@977	Hispanic	Univision
KRGE	1290	5KW (DA-N)	Hispanic		KILM-F	102.1	18KW@758	Hispanic	
KURV	710	1KW/0.9KW (DA-2)	Talk						
KVJY	840	5KW/1KW (DA-2)	Hispanic	Radio Unica	KKPS-F	99.5	100KW@1037	Hispanic	Entravision
					KMAZ-F	106.3	1.6KW@650	Hispanic	
					KNVO-F	101.1	50KW@485	Hispanic	Entravision
					KQXX-F	105.5	3KW@285	Oldies	Clear Channel
					KTEX-F	100.3	100KW@1224	Country	Clear Channel
					KVLY-F	107.9	100KW@987	AC	Entravision

NOTE: Counties added to Metro in 1995.

MCALLEN-BROWNSVILLE

MAJOR STATION TRANSACTIONS: 1970 to 2003

	FORMAT SHARES (%)										
	77	80	82	84	87	90	92	95	98	2000	
CHR/AOR	40	38	41	CHR AOR/CL	32	20	20	15	14	16	20
					5	6	3	--	--	10	8
MOR/AC	1	--	--	MOR/FS AC/OLD	--	11	6	5	AC OLDIES	9	9
									6	2	--
COUNTRY BTFLEJZ/SAC	7	6	8		9	10	17	27	19	8	7
	4	5	4		4	6	5				
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ	1	3	--		2	2	2	2	2		
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL	43	48	48		44	45	47	49	56	51	41
									3	1	4

1970 KIRT	\$	225,000
1975 KIRO		900,000
1977 KIWW-F		200,000
1977 KBOR		325,000
1978 KBFM-F		375,000
1979 KBLV-F	Sold to Tippie	478,000
1982 KRIX-F		800,000
1983 KTXF-F		1,019,000
1985 KBOR		325,000
1986 KTXF-F	(never completed)	1,650,000
1986 DRIO	Donated by Tippie	
1986 KBFM-F	From Oppenheimer to Encore	N/A
1986 KRIX-F		900,000
1987 KRGV		300,000
1987 KTXF-F	From Kamin to Tate	2,350,000
1988 KELT-F	Sold by Tichenor	1,500,000
1988 KIWW-F	Sold to Tichenor	1,600,000
1989 KBFM-F	From Encore to Waldron	N/A (cancelled)
1990 KRGE/KRIX-F	Sold by First City	1,100,000
1990 KURV (Edinburg)	58.6% sold	200,000
1990 KRGE		300,000
1991 KBFM-F	From Encore to Giordano	3,500,000
1992 KVSE-F	Sold to Spectrum	1,000,000
1992 KVTY-F	Sold to KBOR owner	350,000
1993 KRGY-F	Sold to Signature	910,000
1995 KVJY, KTEX-F	From Tate to Calendar	5,100,000
1996 KVLV-F	From Tippie to Sunburst	3,200,000
1996 KFRQ-F, KKPS-F	From Signature to Sunburst	5,500,000
1996 KQXX-F	Sold to Tichenor	1,300,000
1996	All Tichenor stations sold to Hefel/Hispanic	---
1997 KVJY	Sold by Calendar	700,000
1999 KVPA-F	Sold to Sunburst	800,000
1999 KBFM, KTEX-F	From Calendar to Cumulus	---
1999 KSOX		700,000
2000 KVJY	Sold to Radio Unica	---
2000 KBFM-F, KTEX-F	From Cumulus to Clear Channel	---
2000 KFRQ-F, KKPS-F, KVLV-F	From Sunburst to Entravision	---
2001 KIRT		1,050,000
2002 KILM-F (Raymondville; 102.1)		NA
2003 KBOR, KQXX, KTJN-F, KBOR-F	From Ed Trevino to Clear Channel	6,500,000

STATION NOTES

(Major call letter and format changes)

KFRQ-F	KELT until 91; Country until 84; AC until 92; Country until 91
KKPS-F	KRIX until 90; KRGY until 92; KVSE until 93; CHR until 82; AOR until 92; CHR until 93
KTEX-F	KDUV until 83; KTFX until 90; EZ until 83
KVLV-F	KESI until 80; EZ until 89; Oldies until 96
KGBT-F	KQXX until 93
KMAZ - F	KBOR until 93; KTJN until 03
KILM-F	KSOX until 99; Country until 96; Oldies until 99
KURV	--- until 83
KBOR	CHR until 84; Standards until 86
KRGE	KRGV until 87; CHR until 89; Oldies until 90; CHR again until 92
KRIO	Oldies until about 87; Religion until ---
KVJY	EZ until 96; Talk until 97; Standards until 98
KBTQ-F	KMBS until 78; KIWW until 02
KQXX-F	KTJX until 99; KBOR until 03
KNVO-F	KVPA until 03; AOR or Classic AOR until 03

MCALLEN - BROWNSVILLE

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KGBT	1.8	KGBT	1.9	KGBT	2.0	KGBT	1.8	KGBT	1.9	KGBT	2.0
2 KBFM-F	1.3	KBFM-F	1.3	KBFM-F	1.2	KBFM-F	1.2	KBFM-F	1.4	KBFM-F	1.6
3 KIWW-F	1.0	KELT-F	1.1	KELT-F	1.2	KELT-F	1.1	KTXF-F	1.3	KTXF-F	1.5
4 KRGV	0.9	KTXF-F	1.0	KTXF-F	1.0	KTXF-F	1.0	KELT-F	1.1	KIWW-F	1.2
5 KTXF-F	0.8	KIWW-F	0.9	KIWW-F	1.0	KIWW-F	0.9	KIWW-F	1.1	KELT-F	1.2
6 KELT-F	0.6	KRGV	0.8					RDX/RGE	1.0	KRIX-F	0.7
7		KVLY-F	0.7					IRT/QXX	0.7	KQXX-F	0.7
8								KVLY-F	0.6	KVLY-F	0.7
9											
10											
1990		1991		1992		1993		1994		1995	
1 KGBT	2.2	KTEX-F	2.2	KTEX-F	2.5	KTEX-F	2.3	KTEX-F	2.3	KIWW-F	1.9
2 KTXF-F	2.0	KGBT	1.9	KGBT	1.9	KIWW-F	1.7	KIWW-F	2.2	KTEX-F	1.8
3 KBFM-F	1.8	KBFM-F	1.6	KBFM-F	1.3	KGBT	1.7	KGBT	1.9	KBFM-F	1.7
4 KIWW-F	1.2	KIWW-F	1.3	KIWW-F	1.2	KBFM-F	1.5	KBFM-F	1.7	KGBT	1.6
5 KELT-F	1.2	KELT-F	1.1	KFRQ-F	1.0	KFRQ-F	1.2	KVLY-F	1.6	KVLY-F	1.4
6 KQXX-F	0.9	KVLY-F	0.85	KVLY-F	0.9	KVLY-F	1.0	KTJN FF	1.1	KTJN FF	1.3
7 KVLY-F	0.8	KQXX-F	0.8	KQXX-F	0.8	KQXX-F	0.7	KFRQ-F	0.9	KFRQ-F	1.1
8 KRIX-F	0.6	KBOR AF	0.63	KBOR AF	0.7	KTJN AF	0.7	KKPS-F	0.9	KKPS-F	1.1
9 KBOR AF	0.5	KRGV-F	0.5					KQXX-F	0.9		
10		KURV	0.45								
11											
1996		1997		1998		1999		2000		2001	
1 KIWW-F	2.4	KGBT AF	2.9	KBFM-F	2.7	KBFM-F	2.9	KBFM-F	3.0	KBFM-F	2.8
2 KGBT	1.8	KIWW-F	2.0	KIWW-F	2.0	KVLY-F	2.1	KGBT	2.6	KGBT-F	2.5
3 KBFM-F	1.7	KBFM-F	2.0	KVLY-F	1.9	KIWW-F	1.9	KVLY-F	2.5	KKPS-F	2.2
4 KTEX-F	1.6	KVLY-F	1.7	KTEX-F	1.8	KGBT	1.6	KKPS-F	1.9	KVLY-F	2.1
5 KVLY-F	1.5	KTEX-F	1.7	KGBT	1.5	KKPS-F	1.6	KTEX-F	1.8	KFRQ-F	1.8
6 KFRQ-F	1.4	KTJN FF	1.4	KKPS-F	1.5	KGBT-F	1.5	KIWW-F	1.6	KTEX-F	1.7
7 KTJN FF	1.3	KKPS-F	1.4	KFRQ-F	1.4	KFRQ-F	1.5	KFRQ-F	1.6	KIWW-F	1.3
8 KKPS-F	1.1	KFRQ-F	1.4	KTJN FF	1.4	KTEX-F	1.5	KBOR FF	1.5	KBOR-F	1.2
9				KGBT-F	0.8	KTJN FF	1.4	KGBT-F	0.6	KGBT-F	0.6
10								KURV	0.6	KURV	0.5
11											
2002		2003									
1 KKPS-F	3.5	KKPS-F	3.2								
2 KGBT-F	3.0	KGBT	3.1								
3 KBFM-F	2.8	KVLY-F	2.6								
4 KVLY-F	2.4	KBTO-F	2.5								
5 KFRQ-F	2.0	KTEX-F	2.2								
6 KTEX-F	1.8	KBFM-F	2.1								
7 KBTO-F	1.5	KURV	1.8								
8 KURV	1.3	KFRQ-F	1.8								
9											
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Tichenor	\$ 4.1 (27.9)	1 Calendar	\$ 3.6 (24.3)	1 Heffel	\$ 4.8 (30.0)
2 KTEZ,KVJY	2.4 (16.3)	2 Tichenor	3.5 (23.6)	2 Sunburst	4.0 (25.0)
3 Signature	1.8 (12.2)	3 Signature	2.2 (14.9)	3 Calendar	3.3 (20.8)
4 KBFM-F	1.7 (11.6)	4 Tippie - KVLY	1.4 (9.5)	4 KBOR,KTJN,KTJX	1.6 (10.0)
5 KVLY-F	1.6 (10.9)	5 KBOR,KTJN,KTJX	1.4 (9.5)		
6 KBOR,KTJN	1.2 (8.2)	6 KIRT,KQXX	1.0 (6.8)		
1997		1998		1999	
1 Heffel	\$ 4.9 (27.8)	1 Sunburst	\$ 4.8 (25.0)	1 Sunburst	\$ 5.2 (24.6)
2 Sunburst	4.5 (25.3)	2 Calendar	4.5 (23.6)	2 Hispanic	5.0 (23.9)
3 Calendar	3.7 (20.7)	3 Heffel	4.3 (22.5)	3 Cumulus	4.4 (20.8)
4 KBOR,KTJN,KTJX	1.7 (9.7)	4 KBOR,KTJN,KTJX	1.4 (7.3)	4 KBOR,KTJN,KTJX	1.4 (6.7)
2000		2001		2002	
1 Entravision	\$ 6.0 (24.7)	1 Entravision	\$ 6.3 (30.0)	1 Entravision	\$ 8.5
2 Hispanic	4.8 (19.8)	2 Clear Channel	4.5 (21.1)	2 Univision	5.2
3 Clear Channel	4.8 (19.6)	3 Hispanic	4.4 (20.8)	3 Clear Channel	5.2
4 KBOR,KTJN,KTJX	1.5 (6.2)	4 KBOR,KTJN,KTJX	1.2 (5.7)	4 KURV et.al.	2.1
2003					
1 Entravision	\$ 8.0	All 2002 and 2003 financial data is provided by BIA Financial.			
2 Univision	6.2				
3 Clear Channel	5.2				
4 KURV et.al.	3.2				
5					

DUNCAN'S COMMENTS:

This is the only radio market covered by this book that I have not personally visited during my career. It started out as a small market but has just recently edged into medium market size. Unfortunately McAllen-Brownsville's radio revenues are still in the small market category and likely to remain there for the next decade. This is one very difficult radio market. This is mitigated only by the fact that there are relatively few viable radio stations.

KGBT was a great radio station for decades but is now knocking on oblivion's door. Some of its greatness may have been transferred to its sister station KGBT-F.