

SPOKANE

	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	--	--	--	--	--	--	--	15.3 %	34.7 %	--	--	--	1976
1977	4.4	10.0 %	--	--	--	--	--	--	14.6	34.9	16	--	--	1977
1978	5.6	18.2	--	--	--	--	--	--	15.1	41.8	16	--	--	1978
1979	5.4	-3.6	--	--	--	--	--	--	15.5	46.4	15	--	--	1979
1980	6.5	16.7	--	--	--	--	--	--	15.2	51.2	15	--	--	1980
1981	7.3	12.3	.349	20.91	1.6	.0046	--	--	15.8	51.2	14	--	--	1981
1982	7.7	5.5	.351	21.93	1.7	.0045	--	--	17.4	61.8	15	--	--	1982
1983	8.2	6.5	.354	26.16	1.8	.0046	.087	--	17.6	64.5	16	14	--	1983
1984	8.7	6.1	.354	24.58	2.0	.0044	.097	KGA/KDRK-F 1.1	17.0	64.9	16	13	--	1984
1985	9.3	6.9	.358	26.12	2.0	.0043	.101	KGA/KDRK-F 1.6	17.2	74.8	15	12	--	1985
1986	8.6	-7.5	.360	24.02	2.2	.0041	.111	KGA/KDRK-F 2.0	17.1	70.7	17	12	--	1986
1987	9.5	10.5	.359	26.46	2.2	.0044	.118	KGA/KDRK-F 2.1	15.3	76.1	19	12.5	10.7	1987
1988	10.1	6.3	.357	28.29	2.4	.0042	.109	KGA/KDRK-F 2.4	14.5	72.1	19	11.5	7.4	1988
1989	10.6	5.0	.358	29.60	2.7	.0039	.120	KGA/KDRK-F 2.4	16.4	76.1	19	12	11.3	1989
1990	10.9	2.8	.362	30.11	3.0	.0036	.124	KGA/KDRK-F 2.2	16.8	75.4	17	13	12.3	1990
1991	11.2	2.8	.363	30.85	3.1	.0036	.127	KGA/KDRK-F 2.2	16.2	80.4	18	14	11.8	1991
1992	12.1	8.0	.368	32.88	3.2	.0038	.137	NA NA	15.9	77.4	18	14	11.5	1992
1993	12.0	-0.8	.384	31.25	3.6	.0033	.141	KDRK-F 2.2	16.0	79.0	17	14	14.6	1993
1994	12.7	6.0	.397	31.99	4.1	.0031	.147	KDRK-F 2.3	16.1	81.6	18	14	13.5	1994
1995	13.7	7.7	.404	33.91	4.1	.0034	.152	KDRK-F 2.5	16.8	81.3	17	14	9.7	1995
1996	14.8	7.9	.413	35.84	4.2	.0035	.163	KDRK-F 2.7	16.2	77.4	21	15.5	9.4	1996
1997	16.4	9.2	.417	38.37	4.3	.0037	.187	KDRK-F 2.3	14.2	81.3	19	15	12.2	1997
1998	17.7	8.0	.416	42.55	4.4	.0040	.203	KKZX-F 2.4	14.9	78.1	23	14.5	12.2	1998
1999	18.8	5.9	.418	44.98	4.6	.0041	.214	KKZX-F 2.5	15.5	78.2	22	15.5	12.1	1999
2000	20.9	11.2	.420	49.76	5.5	.0038	.253	KZZU-F 3.1	14.8	79.2	23	15.5	12.6	2000
2001	21.3	1.9	.422	50.47	5.8	.0037	.243	KDRK-F 2.7	14.0	77.0	23	15.5	12.0	2001
2002	21.9	2.8	.425	51.53	6.1	.0036	.252	KKZX-F 2.3	14.0	79.5	23	--	13.1	2002
2003	22.4	2.3	.428	52.34	6.4	.0035	.257	KKZX-F 2.5	13.0	77.0	23	17.5	13.0	2003

MAJOR STATIONS - JANUARY 2004

KAQQ	1280	5KW/33W	Standards	Clear Channel	KHTQ-F	94.5	83KW@2181	AOR
KDRK	1050	5KW/260W	Country Oldies	Citadel	KICR-F	102.3	0.2KW@1844	Country
KGA	1510	50KW (DA-2)	Talk	Citadel	KISC-F	98.1	94KW@2031	Soft AC
KJRB	790	5KW/3.8KW (DA-2)	Sports/Talk	Citadel	KJXZ-F	96.1	64KW@2418	Country
KQNT	590	5KW	News/Talk	Clear Channel	KKZX-F	98.9	100KW@1614	Classic AOR
KVNI	1080	10KW/1KW (DA-N)	Oldies					Clear Channel
KXLI	630	0.5KW/53W	Sports					
KXLY	920	5KW	News/Talk					
KAZZ-F	107.1	9KW@253	Standards	Marathon	KTSL-F	101.9	29KW@650	Religion
KCDA-F	103.1	9KW@2451	AC/CHR	Clear Channel	KXLY-F	99.9	37KW@2998	Soft AC
KDRK-F	93.7	56KW@2380	Country	Citadel	KYWL-F	103.9	39KW@1417	CHR/Dance
KEYF-F	101.1	100KW@1608	Oldies	Citadel	KZBD-F	105.7	100KW@1910	Classic AOR
KEZE-F	96.9	8KW@1184 (DA)	Oldies-80's		KZZU-F	92.9	85KW@2080	CHR/Dance

SPOKANE

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	38	37	34	15	22	17	12	11	13	11
				CHR						
				AOR/CL	16	14	16	11	19	23
MOR/AC	15	12	12	11	4	1	1			
				MOR/FS						<i>See Talk</i>
				AC/OLD	15	18	23	18	10	2
								AC	8	
								OLDIES	9	6
COUNTRY	11	15	31	24	19	19	30	27	19	13
BTFL/EZ/SAC	26	20	13	14	13	10				
							SOFT AC	7	7	7
NEWS/TALK	9	7	6	--	7	6	12	7	14	16
SPORTS									2	2
BLACK/URBAN										
SMOOTH JAZZ				--	--	4				
STANDARDS	--	4	3	4	2	6	6	7	7	6
HISPANIC										
RELIG/GOSPEL	1	1	1	1	1	--	3	3	1	5
CLASSICAL										

STATION NOTES

(Major call letter and format changes)

KJRB	CHR to AC by 84; AC until 87; Oldies until 90; Talk until 98; Added Sports in 98
KIXZ-F	KZUN until 82; KKPL until 92; KNFR until 01; Country until 82; Soft AC until 92; Country until 01
KTRW	KREM until 84; KLHT until 85; KZZU until 87; KHIT until 88; CHR to AC by 82; Standards until 84; AC until 85; CHR until 87; Country until 95
KZBD-F	KEZE-F until 95; EZ until 81; KAEP until 03; AOR to Classic AOR in 03
KKZX-F	KICN until 85; KQSP until 88; Religion until 85; AC until 88
KDRK	KEYF until 89; KFVR until 90; KEYF again until late 90's; Standards until late 90's
KYWL-F	KVXO-F until 93; KNJY until 99; KWHK until 01; Soft AC 93-94; AOR until 99; Classic AOR until 01
KTSL-F	KAAR until 92; Oldies until 92
KEZE-F	Classic AOR until 99; AC/CHR until 00
KXLJ	KKPL until 99; Standards until 99
KQNT	KHQ until 85; KLSN until 86; KAQQ until 02; MOR/FS until 87; Standards until 02
KISC-F	KHQ until 85; AC until 99
KDRK-F	KXXR until 79; EZ until 79
KZZU-F	KREM until 84; AOR until 84
KXLY	MOR/FS until about 85
KCDA-F	AC until 91; Country until 99
KXLY-F	EZ evolving to Soft AC by early 90's
KGA	Country until 96
KHTQ-F	KKCH-F until 95; AC until 85; AOR until 96; CHR until 98
KAQQ	KUDY until 92
KVNI	Soft AC until 98; Talk or Sports until 00; Country until 02

MAJOR STATION TRANSACTIONS: 1970 to 2003

1970 KGA		\$	1,040,000
1978 KRSS			350,000
1978 KDRK-F			567,000
1981 KGA, KDRK-F	Sold to Community Pacific		3,600,000
1981 KRSS			400,000
1981 KZUN, KXPL-F			1,250,000
1984 KGA, KDRK-F	Sold to John Price		5,750,000
1984 KZZU A/F	From King to Olympic		1,200,000
1984 KUDY, KQSP-F	From Cascade to Medina		1,309,000
1985 KKPL A/F (89%)			4,000,000
1985 KRSS			400,000
1986 KLSN, KISC-F	Sold to Home News		1,550,000
1987 KRSS			250,000
1989 KEYF A/F (Cheney)			1,300,000 (never closed)
1989 KJRB, KEZE-F	From Alexander to Apollo		3,000,000
1990 KHDL, KKPL-F			2,300,000
1990 KTRW, KZZU-F	From Olympia to Harbor		1,600,000
1991 KGA, KDRK-F	From John Price to Citadel		4,500,000
1992 KEYF-F	From Unicom to Terry Robinson		1,825,000
1992 KAQQ, KISC-F	From Home News to Silverado (Winkel)		2,600,000
1992 KUDY, KKZX-F	From Median to Terry Robinson		1,000,000
1992 KHDL, KKPL-F	Sold to Silverado		1,000,000
1993 KJRB			125,000
1995 KTRW, KZZU-F	Sold to KXLY-F owner		1,750,000
1995 KEYF A/F, KUDY, KKZX-F	From PourTates to Triathlon		7,800,000
1996 KAQQ, KISC-F, KNFR-F	From Silverado to Triathlon		8,750,000
1996 KEZE-F	Sold to John Rook		1,200,000
1997 KVNI, KHTQ-F	Sold to Morgan Murphy		N/A
1997 KCDA-F	From Rook to KNJY-F owner		1,500,000
1997 KEZE-F	Sold to KNJY-F owner		1,200,000
1997 KTSL-F	From Salem to KNJY-F owner		1,200,000
1998 KISC-F	From Triathlon to Capstar		10,000,000
1998 KUDY	From Triathlon to Capstar		500,000
1998 KNFR-F	From Triathlon to Capstar		9,700,000
1998 KAQQ	From Triathlon to Capstar		800,000
1998 KEYF-F	From Triathlon to Capstar		4,500,000
1998 KKZX-F	From Triathlon to Capstar		10,700,000
1998 KCDA-F, KNJY-F	From Rook to Amer. General		6,800,000
1998 KEZE-F	Sold to Morgan Murphy		1,400,000
1999 KNJY-F	From Amer. General to Citadel		4,150,000
1999 KEYF A/F	From Capstr to Citadel		N/A
1999	All Capstar stations sold to Clear Channel		---
2000 KCDA-F	From Amer. General to Clear Channel		---
2002 KAZZ-F (Deer Park)			1,000,000

SPOKANE

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989		
1	KGA	1.1	KGA/DRK	1.6	KGA/DRK	2.0	KGA/DRK	2.1	KGA/DRK	2.4	KGA/DRK	2.4
2	KPPL-F	1.0	JRB/EZE	1.5	KZZU-F	1.8	KZZU-F	1.7	KZZU-F	1.6	KZZU-F	1.6
3	KDRK-F	0.9	KZZU-F	1.5	KEZE-F	1.2	KEZE-F	1.2	KISC-F	1.5	KISC-F	1.6
4	KXLY-F	0.8			KXLY-F	1.0	KXLY-F	1.1	KEZE-F	1.3	KEZE-F	1.4
5							KISC-F	0.8	KXLY-F	1.2	KXLY-F	1.2
6							KPPL-F	0.7	KKPL-F	0.8		
7									KXLY	0.5		
8												
9												
10												
1990		1991		1992		1993		1994		1995		
1	KGA/DRK	2.2	KGA/DRK	2.2	NA	KDRK-F	2.2	KDRK-F	2.3	KDRK-F	2.5	
2	KZZU-F	1.8	KISC-F	1.9		KISC-F	1.7	KEYF-F	1.8	KKZX A/F	1.7	
3	KISC-F	1.8	KZZU-F	1.6		KEZE-F	1.4	KISC-F	1.7	KISC-F	1.7	
4	KEZE-F	1.2	KEZE-F	1.1		KEYF-F	1.2	KEZE-F	1.6	KEYF-F	1.6	
5	KXLY-F	0.8	KXLY	0.8		KZZU-F	1.1	KKZX-F	1.2	KZZU-F	1.3	
6	KXLY	0.7	KKZX-F	0.7		KKZX-F	1.0	KZZU-F	1.0	KAEP-F	1.0	
7			KXLY-F	0.6						KXLY-F	0.8	
8			KEYF-F	0.5						KXLY	0.7	
9			KKPL-F	0.45						KGA	0.6	
10			KJRB	0.4								
11												
1996		1997		1998		1999		2000		2001		
1	KDRK-F	2.7	KDRK-F	2.3	KKZX-F	2.4	KKZX-F	2.5	KZZU-F	3.1	KDRK A/F	2.7
2	KKZX-F	2.3	KKZX-F	2.1	KDRK-F	2.2	KDRK-F	2.4	KDRK-F	2.9	KKZX-F	2.6
3	KEYF-F	1.8	KISC-F	1.9	KISC-F	1.9	KZZU-F	2.3	KKZX-F	2.8	KZZU-F	2.6
4	KISC-F	1.5	KNFR-F	1.9	KZZU-F	1.7	KISC-F	1.8	KISC-F	2.4	KHTQ-F	2.1
5	KZZU-F	1.2	KZZU-F	1.3	KNFR-F	1.6	KEYF A/F	1.5	KXLY-F	1.6	KISC-F	2.1
6	KXLY-F	1.1	KXLY-F	1.2	KNFR-F	1.3	KXLY-F	1.4	KEYF A/F	1.6	KEYF A/F	1.4
7	KAEP-F	1.0	KAEP-F	1.1	KEYF A/F	1.2	KNFR-F	1.4	KAEP-F	1.5	KXLY-F	1.3
8	KXLY	0.8	KEYF A/F	1.0	KAEP-F	1.0	KAEP-F	1.3	KHTQ-F	1.4	KAEP-F	1.3
9	KNFR-F	0.7	KGA A/A	0.8	KGA A/A	0.9	KXLY	0.8	KNFR-F	1.1	KIXZ-F	1.2
10	KGA A/A	0.7	KXLY	0.8	KXLY	0.8	KGA	0.7	KXLY	0.9	KXLY	0.8
11										KGA	0.7	
2002		2003										
1	KKZX-F	2.3	KKZX-F	2.5								
2	KDAK-F	2.3	KDRK-F	2.4								
3	KISC-F	2.1	KISC-F	2.4								
4	KEYF-F	1.8	KXLY-F	1.7								
5	KXLY-F	1.5	KEYF-F	1.6								
6	KIXZ-F	1.4	KXLY	1.6								
7	KZZU-F	1.4	KZBD-F	1.3								
8	KXLY	1.3	KIXZ-F	1.2								
9	KHTQ-F	1.2	KHTQ-F	1.0								
10	KZBD-F	1.2	KZZU-F	1.0								
11												

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996			
1	Citadel	\$ 5.2	(40.9)	1	Citadel	\$ 4.4	(32.1)
2	Pourtales	3.2	(25.2)	2	Triathlon	3.3	(24.1)
3	Silverado	2.0	(15.7)	3	Silverado	2.7	(19.7)
				4	Morgan Murphy	2.1	(15.3)
1997		1998		1999			
1	Triathlon	\$ 7.3	(44.8)	1	Capstar	\$ 7.5	(42.4)
2	Citadel	4.2	(25.6)	2	Morgan Murphy	4.4	(24.7)
3	Morgan Murphy	3.8	(23.3)	3	Citadel	4.1	(23.2)
4	KEZE,KNJY et.al.	1.0	(6.3)	4	KNJY, et.al.	1.0	(5.5)
2000		2001		2002			
1	Morgan Murphy	\$ 7.5	(33.8)	1	Morgan Murphy	\$ 7.4	(34.9)
2	Citadel	7.3	(32.8)	2	Clear Channel	6.9	(32.3)
3	Clear Channel	7.1	(32.3)	3	Citadel	6.7	(31.2)
2003							
1	Clear Channel	\$ 7.9					
2	Citadel	6.9					
3	Morgan Murphy	5.9					
4							
5							

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

DUNCAN'S COMMENTS:

Spokane is a below average small radio market. Just too many stations tapping a revenue pool that is too shallow.