

2 0 0 3

Investing In[®]



Radio Market Report

We Create

Value Through

Excellence

BIA **Financial**
fn network

READ ALL ABOUT IT!

BIAfn's MEDIA Access Pro™
adds newspaper and cable
data resulting in the most
comprehensive source of media
data available anywhere

MEDIA Access Pro integrates radio, television, newspaper and cable data creating the only cross-media view of markets, ownership, revenues, and coverage.

There is no other tool that provides this depth of information in an integrated form making it easy to assess competition and opportunity for acquisition, sale or expansion decisions.

MEDIA Access Pro Analyzer

Over 700 fields of Data:

Transactions

Revenues

Technical Data

Pop Counts – **NEW!**

Expanded Ratings

Rankers

Cross Ownership Views – **NEW!**

MEDIA Access Pro Contacts

Full contact information for owners,
stations, papers & systems

Exportable

MEDIA Access Pro Coverage Maps

Contours including DTV – **NEW!**

Population for each contour

Multi-media displays – **NEW!**

Print or Export to your own reports – **NEW!**

Call for an online demo today
800.331.5086 or e-mail info@bia.com

BIA Financial
fn network

MEDIA
ACCESS PRO™



Investing In[®] series

Radio MARKET REPORT 2003 Fourth Edition Summer 2003 Ratings

Also available on CD ROM and via the Internet through BIAfn's *MEDIA Access Pro*[™]

Alphabetic Listing of Arbitron Markets

Rank	Market	Rank	Market	Rank	Market
233	Abilene, TX	177	Charleston, WV	67	Ft. Myers-Naples-Marco Island, FL
73	Akron, OH	37	Charlotte-Gastonia-Rock Hill, NC-SC	111	Ft. Pierce-Stuart-Vero Beach, FL
263	Albany, GA	224	Charlottesville, VA	174	Ft. Smith, AR
64	Albany-Schenectady-Troy, NY	105	Chattanooga, TN	219	Ft. Walton Beach, FL
71	Albuquerque, NM	281	Cheyenne, WY	103	Ft. Wayne, IN
217	Alexandria, LA	3	Chicago, IL	86	Gainesville-Ocala, FL
70	Allentown-Bethlehem, PA	195	Chico, CA	277	Grand Forks, ND-MN
256	Altoona, PA	26	Cincinnati, OH	259	Grand Junction, CO
193	Amarillo, TX	204	Clarksville-Hopkinsville, TN-KY	66	Grand Rapids, MI
175	Anchorage, AK	25	Cleveland, OH	284	Great Falls, MT
146	Ann Arbor, MI	96	Colorado Springs, CO	187	Green Bay, WI
137	Appleton-Oshkosh, WI	253	Columbia, MO	43	Greensboro-Winston Salem-High Point, NC
160	Asheville, NC	90	Columbia, SC	84	Greenville-New Bern-Jacksonville, NC
11	Atlanta, GA	181	Columbus, GA	59	Greenville-Spartanburg, SC
138	Atlantic City-Cape May, NJ	35	Columbus, OH	169	Hagerstown-Chambersburg-Waynesboro, MD-PA
109	Augusta, GA	258	Columbus-Starkville-West Point, MS	79	Harrisburg-Lebanon-Carlisle, PA
261	Augusta-Waterville, ME	276	Cookeville, TN	264	Harrisonburg, VA
42	Austin, TX	134	Corpus Christi, TX	49	Hartford-New Britain-Middletown, CT
87	Bakersfield, CA	5	Dallas-Ft. Worth, TX	61	Honolulu, HI
19	Baltimore, MD	197	Danbury, CT	7	Houston-Galveston, TX
214	Bangor, ME	58	Dayton, OH	152	Huntington-Ashland, WV-KY
83	Baton Rouge, LA	94	Daytona Beach, FL	118	Huntsville, AL
254	Battle Creek, MI	267	Decatur, IL	41	Indianapolis, IN
131	Beaumont-Port Arthur, TX	22	Denver-Boulder, CO	274	Ithaca, NY
283	Beckley, WV	91	Des Moines, IA	123	Jackson, MS
257	Billings, MT	10	Detroit, MI	279	Jackson, TN
136	Biloxi-Gulfport-Pascagoula, MS	191	Dothan, AL	50	Jacksonville, FL
179	Binghamton, NY	234	Dubuque, IA	101	Johnson City-Kingsport-Bristol, TN-VA
57	Birmingham, AL	202	Duluth-Superior, MN-WI	184	Johnstown, PA
278	Bismarck, ND	244	Eau Claire, WI	280	Jonesboro, AR
221	Blacksburg-Christiansburg-Radford-Pulaski	78	El Paso, TX	235	Joplin, MO
237	Bloomington, IL	249	Elizabeth City-Nags Head, NC	182	Kalamazoo, MI
270	Bluefield, WV	213	Elmira-Corning, NY	29	Kansas City, MO-KS
121	Boise, ID	164	Erie, PA	155	Killeen-Temple, TX
9	Boston, MA	145	Eugene-Springfield, OR	72	Knoxville, TN
208	Bowling Green, KY	157	Evansville, IN	236	Lafayette, IN
117	Bridgeport, CT	220	Fargo-Moorhead, ND-MN	100	Lafayette, LA
286	Brunswick, GA	151	Fayetteville, AR	218	Lake Charles, LA
230	Bryan-College Station, TX	127	Fayetteville, NC	98	Lakeland-Winter Haven, FL
51	Buffalo-Niagara Falls, NY	156	Flagstaff-Prescott, AZ	115	Lancaster, PA
139	Burlington-Plattsburgh, VT-NY	125	Flint, MI	120	Lansing-East Lansing, MI
129	Canton, OH	210	Florence, SC	215	Laredo, TX
183	Cape Cod, MA	246	Florence-Muscle Shoals, AL	39	Las Vegas, NV
287	Casper, WY	203	Frederick, MD	223	Laurel-Hattiesburg, MS
209	Cedar Rapids, IA	166	Fredericksburg, VA	269	Lawton, OK
216	Champaign, IL	68	Fresno, CA	272	Lewiston-Auburn, ME
89	Charleston, SC	126	Ft. Collins-Greeley, CO	102	Lexington-Fayette, KY

243	Lima, OH	162	Palm Springs, CA	262	Sioux City, IA
176	Lincoln, NE	238	Panama City, FL	171	South Bend, IN
85	Little Rock, AR	242	Parkersburg-Marietta, WV-OH	92	Spokane, WA
2	Los Angeles, CA	124	Pensacola, FL	206	Springfield, IL
55	Louisville, KY	143	Peoria, IL	81	Springfield, MA
180	Lubbock, TX	6	Philadelphia, PA	144	Springfield, MO
154	Macon, GA	15	Phoenix, AZ	222	St. Cloud, MN
97	Madison, WI	232	Pittsburg, KS	20	St. Louis, MO
186	Manchester, NH	23	Pittsburgh, PA	142	Stamford-Norwalk, CT
265	Mankato-New Ulm-St Peter, MN	165	Portland, ME	247	State College, PA
231	Marion-Carbondale, IL	24	Portland, OR	88	Stockton, CA
282	Mason City, IA	116	Portsmouth-Dover-Rochester, NH	250	Sussex, NJ
63	McAllen-Brownsville-Harlingen, TX	163	Poughkeepsie, NY	80	Syracuse, NY
245	Meadville-Franklin, PA	34	Providence-Warwick-Pawtucket, RI	161	Tallahassee, FL
212	Medford-Ashland, OR	248	Pueblo, CO	21	Tampa-St. Petersburg-Clearwater, FL
99	Melbourne-Titusville-Cocoa, FL	13	Puerto Rico	200	Terre Haute, IN
48	Memphis, TN	141	Quad Cities, IA-IL	255	Texarkana, TX-AR
189	Merced, CA	46	Raleigh-Durham, NC	82	Toledo, OH
285	Meridian, MS	268	Rapid City, SD	190	Topeka, KS
12	Miami-Ft. Lauderdale-Hollywood, FL	133	Reading, PA	192	Traverse City-Petoskey, MI
36	Middlesex-Somerset-Union, NJ	227	Redding, CA	140	Trenton, NJ
33	Milwaukee-Racine, WI	128	Reno, NV	62	Tucson, AZ
16	Minneapolis-St. Paul, MN	211	Richland-Kennewick-Pasco, WA	65	Tulsa, OK
93	Mobile, AL	56	Richmond, VA	185	Tupelo, MS
122	Modesto, CA	28	Riverside-San Bernardino, CA	228	Tuscaloosa, AL
52	Monmouth-Ocean, NJ	110	Roanoke-Lynchburg, VA	147	Tyler-Longview, TX
251	Monroe, LA	229	Rochester, MN	159	Utica-Rome, NY
75	Monterey-Salinas-Santa Cruz, CA	54	Rochester, NY	135	Victor Valley, CA
150	Montgomery, AL	153	Rockford, IL	104	Visalia-Tulare-Hanford, CA
196	Morgantown-Clarksburg-Fairmont, WV	27	Sacramento, CA	194	Waco, TX
113	Morristown, NJ	130	Saginaw-Bay City-Midland, MI	8	Washington, DC
201	Muncie-Marion, IN	148	Salisbury-Ocean City, MD	241	Waterloo-Cedar Falls, IA
225	Muskegon, MI	32	Salt Lake City-Ogden-Provo, UT	271	Watertown, NY
167	Myrtle Beach, SC	273	San Angelo, TX	168	Wausau-Stevens Point, WI
45	Nashville, TN	31	San Antonio, TX	47	West Palm Beach-Boca Raton, FL
18	Nassau-Suffolk, NY	17	San Diego, CA	60	Westchester, NY
172	New Bedford-Fall River, MA	4	San Francisco, CA	239	Wheeling, WV
108	New Haven, CT	30	San Jose, CA	252	Wichita Falls, TX
173	New London, CT	170	San Luis Obispo, CA	95	Wichita, KS
44	New Orleans, LA	199	Santa Barbara, CA	69	Wilkes Barre-Scranton, PA
1	New York, NY	240	Santa Fe, NM	260	Williamsport, PA
149	Newburgh-Middletown, NY	205	Santa Maria-Lompoc, CA	76	Wilmington, DE
40	Norfolk-Virginia Beach-Newport News, VA	107	Santa Rosa, CA	178	Wilmington, NC
188	Odessa-Midland, TX	77	Sarasota-Bradenton, FL	226	Winchester, VA
53	Oklahoma City, OK	158	Savannah, GA	114	Worcester, MA
207	Olean, NY	14	Seattle-Tacoma, WA	198	Yakima, WA
74	Omaha-Council Bluffs, NE-IA	275	Sebring, FL	106	York, PA
38	Orlando, FL	266	Sheboygan, WI	112	Youngstown-Warren, OH
119	Oxnard-Ventura, CA	132	Shreveport, LA		

Rank Listing of Arbitron Markets

Rank	Market	Rank	Market	Rank	Market
1	New York, NY	48	Memphis, TN	95	Wichita, KS
2	Los Angeles, CA	49	Hartford-New Britain-Middletown, CT	96	Colorado Springs, CO
3	Chicago, IL	50	Jacksonville, FL	97	Madison, WI
4	San Francisco, CA	51	Buffalo-Niagara Falls, NY	98	Lakeland-Winter Haven, FL
5	Dallas-Ft. Worth, TX	52	Monmouth-Ocean, NJ	99	Melbourne-Titusville-Cocoa, FL
6	Philadelphia, PA	53	Oklahoma City, OK	100	Lafayette, LA
7	Houston-Galveston, TX	54	Rochester, NY	101	Johnson City-Kingsport-Bristol, TN-VA
8	Washington, DC	55	Louisville, KY	102	Lexington-Fayette, KY
9	Boston, MA	56	Richmond, VA	103	Ft. Wayne, IN
10	Detroit, MI	57	Birmingham, AL	104	Visalia-Tulare-Hanford, CA
11	Atlanta, GA	58	Dayton, OH	105	Chattanooga, TN
12	Miami-Ft. Lauderdale-Hollywood, FL	59	Greenville-Spartanburg, SC	106	York, PA
13	Puerto Rico	60	Westchester, NY	107	Santa Rosa, CA
14	Seattle-Tacoma, WA	61	Honolulu, HI	108	New Haven, CT
15	Phoenix, AZ	62	Tucson, AZ	109	Augusta, GA
16	Minneapolis-St. Paul, MN	63	McAllen-Brownsville-Harlingen, TX	110	Roanoke-Lynchburg, VA
17	San Diego, CA	64	Albany-Schenectady-Troy, NY	111	Ft. Pierce-Stuart-Vero Beach, FL
18	Nassau-Suffolk, NY	65	Tulsa, OK	112	Youngstown-Warren, OH
19	Baltimore, MD	66	Grand Rapids, MI	113	Morristown, NJ
20	St. Louis, MO	67	Ft. Myers-Naples-Marco Island, FL	114	Worcester, MA
21	Tampa-St. Petersburg-Clearwater, FL	68	Fresno, CA	115	Lancaster, PA
22	Denver-Boulder, CO	69	Wilkes Barre-Scranton, PA	116	Portsmouth-Dover-Rochester, NH
23	Pittsburgh, PA	70	Allentown-Bethlehem, PA	117	Bridgeport, CT
24	Portland, OR	71	Albuquerque, NM	118	Huntsville, AL
25	Cleveland, OH	72	Knoxville, TN	119	Oxnard-Ventura, CA
26	Cincinnati, OH	73	Akron, OH	120	Lansing-East Lansing, MI
27	Sacramento, CA	74	Omaha-Council Bluffs, NE-IA	121	Boise, ID
28	Riverside-San Bernardino, CA	75	Monterey-Salinas-Santa Cruz, CA	122	Modesto, CA
29	Kansas City, MO-KS	76	Wilmington, DE	123	Jackson, MS
30	San Jose, CA	77	Sarasota-Bradenton, FL	124	Pensacola, FL
31	San Antonio, TX	78	El Paso, TX	125	Flint, MI
32	Salt Lake City-Ogden-Provo, UT	79	Harrisburg-Lebanon-Carlisle, PA	126	Ft. Collins-Greeley, CO
33	Milwaukee-Racine, WI	80	Syracuse, NY	127	Fayetteville, NC
34	Providence-Warwick-Pawtucket, RI	81	Springfield, MA	128	Reno, NV
35	Columbus, OH	82	Toledo, OH	129	Canton, OH
36	Middlesex-Somerset-Union, NJ	83	Baton Rouge, LA	130	Saginaw-Bay City-Midland, MI
37	Charlotte-Gastonia-Rock Hill, NC-SC	84	Greenville-New Bern-Jacksonville, NC	131	Beaumont-Port Arthur, TX
38	Orlando, FL	85	Little Rock, AR	132	Shreveport, LA
39	Las Vegas, NV	86	Gainesville-Ocala, FL	133	Reading, PA
40	Norfolk-Virginia Beach-Newport News, VA	87	Bakersfield, CA	134	Corpus Christi, TX
41	Indianapolis, IN	88	Stockton, CA	135	Victor Valley, CA
42	Austin, TX	89	Charleston, SC	136	Biloxi-Gulfport-Pascagoula, MS
43	Greensboro-Winston Salem-High Point, NC	90	Columbia, SC	137	Appleton-Oshkosh, WI
44	New Orleans, LA	91	Des Moines, IA	138	Atlantic City-Cape May, NJ
45	Nashville, TN	92	Spokane, WA	139	Burlington-Plattsburgh, VT-NY
46	Raleigh-Durham, NC	93	Mobile, AL	140	Trenton, NJ
47	West Palm Beach-Boca Raton, FL	94	Daytona Beach, FL	141	Quad Cities, IA-IL

142	Stamford-Norwalk, CT	191	Dothan, AL	239	Wheeling, WV
143	Peoria, IL	192	Traverse City-Petoskey, MI	240	Santa Fe, NM
144	Springfield, MO	193	Amarillo, TX	241	Waterloo-Cedar Falls, IA
145	Eugene-Springfield, OR	194	Waco, TX	242	Parkersburg-Marietta, WV-OH
146	Ann Arbor, MI	195	Chico, CA	243	Lima, OH
147	Tyler-Longview, TX	196	Morgantown-Clarksburg-Fairmont, WV	244	Eau Claire, WI
148	Salisbury-Ocean City, MD	197	Danbury, CT	245	Meadville-Franklin, PA
149	Newburgh-Middletown, NY	198	Yakima, WA	246	Florence-Muscle Shoals, AL
150	Montgomery, AL	199	Santa Barbara, CA	247	State College, PA
151	Fayetteville, AR	200	Terre Haute, IN	248	Pueblo, CO
152	Huntington-Ashland, WV-KY	201	Muncie-Marion, IN	249	Elizabeth City-Nags Head, NC
153	Rockford, IL	202	Duluth-Superior, MN-WI	250	Sussex, NJ
154	Macon, GA	203	Frederick, MD	251	Monroe, LA
155	Killeen-Temple, TX	204	Clarksville-Hopkinsville, TN-KY	252	Wichita Falls, TX
156	Flagstaff-Prescott, AZ	205	Santa Maria-Lompoc, CA	253	Columbia, MO
157	Evansville, IN	206	Springfield, IL	254	Battle Creek, MI
158	Savannah, GA	207	Olean, NY	255	Texarkana, TX-AR
159	Utica-Rome, NY	208	Bowling Green, KY	256	Altoona, PA
160	Asheville, NC	209	Cedar Rapids, IA	257	Billings, MT
161	Tallahassee, FL	210	Florence, SC	258	Columbus-Starkville-West Point, MS
162	Palm Springs, CA	211	Richland-Kennewick-Pasco, WA	259	Grand Junction, CO
163	Poughkeepsie, NY	212	Medford-Ashland, OR	260	Williamsport, PA
164	Erie, PA	213	Elmira-Corning, NY	261	Augusta-Waterville, ME
165	Portland, ME	214	Bangor, ME	262	Sioux City, IA
166	Fredericksburg, VA	215	Laredo, TX	263	Albany, GA
167	Myrtle Beach, SC	216	Champaign, IL	264	Harrisonburg, VA
168	Wausau-Stevens Point, WI	217	Alexandria, LA	265	Mankato-New Ulm-St Peter, MN
169	Hagerstown-Chambersburg-Waynesboro, MD-PA	218	Lake Charles, LA	266	Sheboygan, WI
170	San Luis Obispo, CA	219	Ft. Walton Beach, FL	267	Decatur, IL
171	South Bend, IN	220	Fargo-Moorhead, ND-MN	268	Rapid City, SD
172	New Bedford-Fall River, MA	221	Blacksburg-Christiansburg-Radford-Pulaski	269	Lawton, OK
173	New London, CT	222	St. Cloud, MN	270	Bluefield, WV
174	Ft. Smith, AR	223	Laurel-Hattiesburg, MS	271	Watertown, NY
175	Anchorage, AK	224	Charlottesville, VA	272	Lewiston-Auburn, ME
176	Lincoln, NE	225	Muskegon, MI	273	San Angelo, TX
177	Charleston, WV	226	Winchester, VA	274	Ithaca, NY
178	Wilmington, NC	227	Redding, CA	275	Sebring, FL
179	Binghamton, NY	228	Tuscaloosa, AL	276	Cookeville, TN
180	Lubbock, TX	229	Rochester, MN	277	Grand Forks, ND-MN
181	Columbus, GA	230	Bryan-College Station, TX	278	Bismarck, ND
182	Kalamazoo, MI	231	Marion-Carbondale, IL	279	Jackson, TN
183	Cape Cod, MA	232	Pittsburg, KS	280	Jonesboro, AR
184	Johnstown, PA	233	Abilene, TX	281	Cheyenne, WY
185	Tupelo, MS	234	Dubuque, IA	282	Mason City, IA
186	Manchester, NH	235	Joplin, MO	283	Beckley, WV
187	Green Bay, WI	236	Lafayette, IN	284	Great Falls, MT
188	Odessa-Midland, TX	237	Bloomington, IL	285	Meridian, MS
189	Merced, CA	238	Panama City, FL	286	Brunswick, GA
190	Topeka, KS			287	Casper, WY

Introduction

Welcome to BIA/i's *Investing in Radio® 2003 Market Report*. Published since 1986, this is the premiere market-by-market investment information guide on the commercial radio industry. Based on an annual cycle, it is published quarterly after each of Arbitron, Inc.'s ratings periods and profiles all 287 of its rated radio markets.

Of the 287 markets profiled in this publication, 287 including Puerto Rico, have 2002 gross market revenue estimates totaling \$12.736 billion. The combined estimated population of all markets (excluding Puerto Rico) is 237.8 million which represents 88.5% of the total U.S. population in 2002. Combined estimated 2002 retail sales for these markets are \$3,185.0 billion which is 87.8% of estimated total retail sales for the country. As of the end of December 2002, there were 4,804 commercial AM and 6,173 commercial FM stations licensed to operate in the U.S. Over 51% of these stations (2,016 AMs and 3,598 FM) are profiled with revenue estimates in these markets (includes Puerto Rico).

New in Recent Editions

1. With the Spring 2003 ratings period, Arbitron added one new market (Pittsburg, KS, #232).
2. **IMPORTANT NOTE:** With its 2000 edition of Demographics USA, Market Statistics, BIA/i's supplier of market growth statistics, altered its methodology in computing Retail Sales, Population and Households. 1) Several additional new categories or establishments have been included in its present and projected computations of retail sales. Going forward this creates a more accurate picture of retail sales, however, Market Statistics did not provide an historic adjustment thereby making comparisons from historic to projected estimates misleading. **Therefore, historic retail sales and growth rates have been eliminated from BIA/i's publications and databases and are noted with NA (Not Available) where appropriate.** 2) Retail sales, population, and household figures are now estimated as of January 1 of the subject year where, in prior years, they were considered effective as of December 31 of the previous year. 3) The Effective Buying Income (EBI) methodology remains unchanged and is reported as of 2001 in this edition.
3. In addition, the information in **bold type** in the Introduction has been revised to reflect changes made to our data since the previous edition.

Market and Competitive Overviews

Each Arbitron-rated Market is presented in two main sections:

Market Overview — provides you with the vital statistics about an Arbitron Metro Survey Area's (MSA) overall financial and demographic health.

Competitive Overview — profiles the commercial radio stations in the Arbitron MSA that receive significant ratings in the market. In the case of MSAs which have too many stations to fit on a page, we are forced to go to four pages and split the AMs from the FMs

and, in so doing, repeat the Market Overview for your ease of comparison.

Why Market Rank Order? Organizing the *Market Report* in this manner allows the sophisticated financial analyst the ease of performing comparable sales analyses and like-sized market comparisons. Otherwise, significant page flipping would be involved. At the very front of the book, behind the title page, you will find an alphabetical listing of the MSAs, followed by a rank listing.

National Indices

Comparison of various market, owner and station factors with the entire country provides useful indicators of its potential. Below are several nationwide benchmarks:

National Totals

2002 Population ¹	286,815,100
2002 Households ¹	107,753,800
2002 Retail Sales ¹	\$3,627,218,024,000
2001 Effective Buying Income ¹	\$5,303,481,498,000
2002 BIA/i's Estimated Gross Radio Advertising Revenues.....	\$17,124,000,000

2001 National Income

Per Capita	\$18,491
Median Household	\$38,365
Average Household	\$49,219

2002 National Ethnic Breakdown

Asian	4.0%
Black	12.4
White	74.5
Hispanic-Origin	13.1

National Growth Rates

	'97-'02	'02-'07
Population (POP)	1.4%	0.9%
Households (HH)	1.8	1.1
Retail Sales (RS)	N/A ³	5.1
Effective Buying Income (EBI) ²	5.0	5.1

National Revenue Ratio Averages

	1997	2002	2007
Revenue/\$1,000			
Retail Sales	NA ³	\$3.97	\$4.05
Revenue/Capita	\$41.07	\$53.16	\$66.93

2002 National Demographic Breakdown

	Men	Women	Total
Under 12	8.6%	8.2%	16.8%
12-17	4.5	4.3	8.7
18-24	5.0	4.8	9.8
25-34	6.9	6.8	13.7
35-44	7.7	7.8	15.5
45-54	6.8	7.1	13.9
Over 55	9.4	12.0	21.5

¹ per Market Statistics, Inc.

² EBI are for previous year than noted in column header.

³ Estimate not available. See IMPORTANT NOTE on this page under "New in Recent Editions" heading.

Copyrights

BIA Financial Network, Inc.

This book is Copyright © 2003 by BIA Financial Network, Inc. and may not be reproduced in whole or in part by any means, including photocopying or recording on or for any information storage or retrieval system without prior express written permission. All rights reserved.

Information in this publication is solely for the use of BIA Financial Network, Inc. clients and is not intended as the basis for private offering or for use in a prospectus without the express permission of BIA Financial Network, Inc. Permission is normally granted upon request, pursuant to execution of an indemnification and release form. Please contact BIA Financial Network, Inc. for further information regarding your requirements.

Questions about the *Investing in Radio® 2003 Market Report* or other BIA^{fin} publications or services should be directed to:
BIA Financial Network, Inc. • 15120 Enterprise Ct, Chantilly, Virginia 20151
Phone: (703) 818-2425 • E-mail: pubs@bia.com

Arbitron, Inc.

Copyright © 2003 Arbitron, Inc. For use by licensed subscribers only. Reprinted with permission. All audience estimates and/or data contained herein are copyrighted by and proprietary to Arbitron, Inc. Arbitron reserves all rights with respect to its data. No such data may be reproduced or transmitted in any form or by any means including but not limited to photocopying or recording on or for any information storage or retrieval system, including the internet, without the prior express written consent of Arbitron. All Arbitron data are subject to the qualifications and limitations stated in Arbitron's reports. Due to these qualifications and limitations, the accuracy of Arbitron's data cannot be determined to any precise mathematical value or definition.

Market Statistics, Inc.

The market demographic and economic data in this publication is based on data prepared by Market Statistics, published in *Demographics USA* © 2002 —County Edition and is Copyright 2002 by Interactive Market Systems, Inc. Any questions or comments regarding these data should be directed to:

TradeDimensions
45 Danbury Road
Wilton, CT 06897
Tel: (203) 563-3000
Fax: (203) 563-3131
www.TradeDimensions.com

Every effort has been made to ensure the accuracy of the information in this publication. However, any errors detected or called to our attention, which in our opinion are material, will be corrected in future releases.

Metro Rank: 197
Revenue Rank: 225

Terre Haute, IN Market Overview



Metro Counties / Population (000)

Clay, IN	26.7
Sullivan, IN	22.0
Vermillion, IN	16.8
Vigo, IN	105.8
Clark, IL	17.1
Edgar, IL	19.7
Total	208.1

2

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ '96 - 01
		\$5,300	\$5,900	\$6,100	\$6,900	\$7,300	\$6,500
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$1.84/1,000	\$2.32/1,000	Local	75%	National	25%

3

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1996	2001	Growth Rate	2001	2006	Growth Rate
MSA Population	206.9	208.1	0.1%	208.1	208.5	0.0%
Households	79.0	81.2	0.6%	81.2	82.9	0.4%
Retail Sales	NA ^{1/}	3,527.0	NA ^{1/}	3,527.0	3,666.4	0.8%
EBI ^{2/}	2,754.9	3,233.9	3.3%	3,233.9	3,915.2	3.9%

4

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	100.5	16.6	8.8	10.8	12.3	15.3	14.0	22.7
Women (000)	107.6	15.9	8.3	9.5	11.7	14.7	14.5	33.1
Total	208.1	32.5	17.1	20.3	24.0	30.0	28.5	55.7
Percentage	100.0%	15.6%	8.2%	9.7%	11.5%	14.4%	13.7%	26.8%
Per Capita	\$ 15,540							
Median Household	\$ 31,149							
Avg Household	\$ 39,827							
Ethnic Population:	White 94.6%	Black 4.1%	Asian 0.8%	Hispanic 0.9%				

5

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	6		9	13	7	20
Tot 12+	26.7	50.5		73.5	77.2	0.4	77.6
Avg 12+	3.8	8.4		8.2	5.9	0.1	3.9
Tot LCS	34.4	65.1		94.7	99.5	0.5	100.0
Avg LCS	4.9	10.8		10.5	7.7	0.1	5.0

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Market Overview

1 Geographic Information

Metro Rank: The ranking of the market by size of 12+ population based on the U.S. census.

Revenue Rank: The ranking of the market by BIA/i's estimate of 2002 market gross radio advertising revenues.

Market Map: A geographic orientation of the region with the actual market highlighted in white. These maps were created using MapInfo[®]. ♦ = Market City. ▼ = Cities with licensed commercial radio stations. ● = Cities with populations greater than 50,000, but no licensed radio stations (included for geographic location purposes).

Metro Counties / Population: A listing of the counties that comprise the subject radio market along with its total 2002 population (presented in thousands or 000s), licensed from Market Statistics, Inc..

2 Market Radio Financials

Estimated Historic, Present and Projected Revenues: These are BIA/i's estimates of the gross advertising revenues (presented in thousands [\$000s]) for this market for the period 1997 to 2007. The revenue estimates represent total time sales including local, regional and national spot sales, plus political and program revenues. They do not include trade and barter or production revenues.

Gross revenue estimates are based on several factors including retail sales growth, historical revenue trends, market development, new station entries and regional trends. BIA/i's direct consultation with and survey responses from station operators and group owners in most markets yield additional data.

Historic and Projected Growth Rates: We have also included the compound average annual rate for the periods indicated: Historically for the last five years (△ 97-02); Last year (△ 01-02); and projected for the next five years (△ 02-07).

★★★ **Confidence Rating:** These stars indicate BIA/i's confidence level for the estimated revenues. Three stars are awarded for a high level of confidence (several reliable outside sources); two stars for moderate confidence (limited outside sources); and one star for cautious confidence (estimated with our own resources).

Ratios: Radio market revenue to retail sales and revenue per capita are presented for three periods—historic, present and projected. See Page 6 for IMPORTANT NOTE.

Estimated Revenue Breakout: Percentage of the market's revenues that are derived locally and from national billing.

3 Demographic and Economic Overview

This overview examines historical and projected growth trends for the following four indicators. The growth rate is the compound average annual rate for the periods indicated. For comparison of each market's growth rates with the entire country, see the tables on page 6. This information is licensed from Market Statistics, Inc. and is reprinted herein with their permission.

MSA Population: Presented in thousands (000s) of people.

MSA Households (HH): Presented in thousands (000s) of households.

MSA Retail Sales (RS): Presented in hundreds of thousands (\$000,000s) of dollars.

MSA Effective Buying Income (EBI): After tax disposable income available in the market. Presented in hundreds of thousands (\$000,000s) of dollars.

4 Demographic Breakdown

This breakdown summarizes the population dispersion by age and gender; after-tax per capita, median household and average household incomes for the market in 2001 as well as ethnic populations. For comparison of each market's growth rates with the entire country, see the tables on page 6.

NOTE: Hispanic is defined by Arbitron, Inc. as being of Hispanic origin or decent. Percentages for Hispanic should **not** be added to the other three percentages as Hispanic is included in all of the ethnic categories.

NOTE: **Median Income** in markets where the geographic definition differs from that of the Standard Metropolitan Statistical Area (SMSA) is calculated as a weighted average of each county's median income figure.

NOTE: The Demographic Breakdown data and the Demographic and Economic Overview data discussed above are for the **Radio Metro** as defined by Arbitron, Inc. for the most recent survey period. Arbitron market ranking is based on the estimated 12+ population (i.e. the number of persons age 12 and older in the metro counties). As the geographic definition of the metro changes, the data are adjusted accordingly. Further, all data from 1997 are readjusted as well so that data from 1997, 2002 and 2007 represent the identical geography.

5 Market Summary

This last section of the Market Overview summarizes the aggregate stations in the market by the following categories by: 1) **FCC Class** of FM Stations; 2) **Viable FMs:** those stations with significant ratings which we determine are serious competitors in the market; 3) **All AMs;** 4) **All FMs;** and 5) **Total** number of commercial radio stations in the market.

Tot 12+: The total Arbitron 12+ Average Quarter Hour (AQH) metro shares.

Avg 12+: The average Arbitron 12+ AQH metro shares is calculated by dividing the total shares in each category by the number of stations in that category.

Tot LCS: The total Local Commercial Share (LCS) adjusts for lost listening (LL) to non-commercial stations and stations not home to the market. The LCS is calculated by dividing the 12+ share by the sum of the commercial station shares in the market.

Avg LCS: The average Local Commercial Share per station = total LCS divided by number of stations in each class.

12

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Date		Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)				Std	Acq'd							Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	
WQTY	Linton	B1	93.3	12.0	476	f	The Original Co Inc	70	9906	350	c5	Nostalgia	225	1.51	2.3	2.1	1.9	1.3	1.6	2.0	0.4	0.8	0.0	
WPFR	Clinton	A	93.9	2.4	528	g	Word Power Inc		00			Christian			0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNDI	Sullivan	A	95.3	3.0	151	e	JTM Bcstg Corp	82	9407	237	c4	Country	50		0.4	0.4	0.5	0.0	0.4	0.7	0.0	1.3	0.8	
WWSY	Seeleyville	A	95.9	4.1	397	a	Bright Tower Comm	95	9909	665		AC	200	0.83	3.7	2.1	2.4	2.6	2.4	2.7	2.1	0.8	2.0	
WSDM	Brazil	A	97.7	6.0	292	b	Crossroads Comm Inc	73	9007	350	c1	Oldies	475	1.14	6.4	3.8	5.3	3.5	5.7	3.1	5.0	4.6	6.4	
WACF	Paris	B	98.5	50.0	499	d	Key Bcstg Inc	52	9402	675	c3	Country	425	2.18	3.0	3.3	1.9	2.2	3.3	3.3	4.1	3.8	3.2	
WTHI	Terre Haute	B	99.9	50.0	489	c	Emmis	48	9810		g1	Country	2,000	0.93	33.2	20.5	23.1	22.3	21.1	17.3	20.3	19.2	21.1	
WMGI	Terre Haute	B	100.7	50.0	499	a	Bright Tower Comm	60	8505	750		CHR	1,125	0.79	21.8	16.7	15.4	14.4	14.2	13.0	15.4	13.4	12.4	
WLEZ	Terre Haute	B	102.7	28.0	659		Bomar Bcstg Corp	62	9109	325		Soft AC	400	1.03	6.0	7.1	4.8	3.5	3.7	5.8	3.7	4.6	4.4	
WCBH	Casey	B1	104.3	11.0	495		Cromwell Group	89	0110 p		g	Lite AC	250		0.3	0.8	0.0	0.4	1.2	0.8	0.4	0.8	3.6	
WAXI	Rockville	A	104.9	1.2	440	b	Crossroads Comm Inc	77	9805	485		Adlt Stndrd	225	0.64	5.4	5.4	4.3	3.1	4.1	5.1	5.0	3.3	2.0	
WWVR	W Terre Haute	A	105.5	3.3	295	c	Emmis	67	9810		g1	Cisc Rock AC	800	0.84	14.6	12.1	7.7	12.2	8.9	7.8	7.1	12.1	4.4	
• WMMC	Marshall	A	105.9	3.0	328		JDL Broadcasting Inc	89	9810	300		AC	100	0.57	2.7	2.5	2.4	1.3	0.8	1.3	0.4	1.3	1.2	
# FM Stations -						13	# Combos -						10	FM TOTALS		99.8	77.2	69.7	66.8	67.4	62.9	63.9	66.0	61.5

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Date		Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	(kW)			Std	Acq'd							Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998
WKZI	Casey	B	800	0.3	0.25	g	Word Power Inc	63	9303	152		Christian					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSDX	Brazil	B	1130	0.5	0.00	b	Crossroads Comm Inc	59	9007		c1	Sports	75				0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
WSJX	Terre Haute	B	1300	0.5	0.08	b	Crossroads Comm Inc	58	9709	56		Sports	75		0.3	0.4	0.0	0.4	0.4	0.0	0.4	0.4	0.4	0.4
WPRS	Paris	B	1440	1.0	0.25	d	Key Bcstg Inc	51	9402		c3	News/Talk	50			0.0	0.0	0.0	0.0	0.5	1.2	0.4	0.8	
WPFR	Terre Haute	B	1480	5.0	1.00	g	Word Power Inc	48	0001		na	Christian				0.0	0.0	0.0	0.0	1.6	1.7	1.7	2.4	
WNDI	Sullivan	B	1550	0.3	0.00	e	JTM Bcstg Corp	63	9407		c4	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBTO	Linton	B	1600	0.5	0.00	f	The Original Co Inc	53	9906		c5	Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -						7	# Combos -						7	AM TOTALS		0.3	0.4	0.0	0.4	0.4	2.1	3.3	2.9	3.6
Stations Profiled -						20	# Duopolies -						5	Total Local Commercial Share		77.6	69.7	67.2	67.8	65.0	67.2	68.9	65.1	

Other Rulemaking: 107.5, B, Terre Haute

12

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Competitive Overview

6 Technical Attributes

Technical information is secured from the FCC through Actions and filings for construction permits.

“*”: A bullet to the left of the station's listing indicates that there has been a change to this station since the last edition was printed. It could be any combination of new call sign, technical upgrade, different format, new LMA or change in ownership.

Call Letters: Listed in order of frequency, these are the licensed call letters of the commercial radio stations either licensed to the market or those stations belonging to other markets which receive significant ratings in the market.

City of License: The city from which the radio station is licensed to operate as designated by the FCC.

FCC Class: The technical allocation of the facility as defined by the FCC.

Frequency: The number of cycles the station's signal is transmitted per second in MHz for FM and kHz for AM.

Power (Day or Night): The power in kilowatts at which the station transmits its signal. A “cp” indicated next to the station's power signifies that a construction permit has been filed for approval with the FCC to change the station's technical operations.

HAAT: Height above average terrain of the station's center of radiation (antenna) with respect to its surrounding terrain in feet.

C: By matching the letters indicated in this column you will see the stations in the market that operate together as a “combo.”

7 Ownership

Ownership changes and information are gleaned from announcements in the trade publications, press releases, market contacts, FCC filings and other sources.

Owner: The most recent owner or proposed purchaser of the station. A proposed purchaser is indicated by a “p” next to the Sales Price (see Keys & Codes, Page 13).

Year Started: The year the station first went on the air.

Date Acq'd: The date (Year Month) the station was acquired by the most recent or proposed purchaser.

Sales Price: Presented in thousands, this is the price paid for the station. To the right of the price you may encounter a code that signifies the type of transaction. (See Keys & Codes, Page 13.) **NOTE:** Because the actual sales price of a station or group may vary from the reported price, caution should be exercised with respect to the use of these data. We have attempted to include the most recent ownership transfer activity from 1981 to the weekday prior to publication. If a sale was proposed but not approved prior to publication, the owner listed is the proposed purchaser. Due to the complexity of the issue, major group purchase prices are not broken out among the stations purchased.

LMA: Local Marketing Agreement. The letter indicated in this column coincides with the other stations in the market that operate with this one under such an agreement.

8 Format

The format is the specific type of programming aired by the station. Format information is based on announcements in trade publications and direct contact with the stations through frequent telephone surveys and annual mail surveys. For a list of formats and the abbreviations used by BIA/fin, see Formats for Radio Stations on Page 14.

9 Estimated Station Revenues

In an effort to improve the quality of this publication, we estimate gross revenues for the leading stations in the rated markets. BIA/fin's revenue estimates do not include trade/barter, or production revenues. We utilize direct mail surveys, telemarketing, market contacts and computer modeling to generate these estimates. Despite this effort, we must reiterate that these are **just estimates**. We view these estimates, however, as an important element to the book and encourage station operators and owners to participate in our surveys.

10 Power Ratio

In addition to station revenue estimates, we have also calculated power ratios for those stations. This was calculated by determining the estimated revenue share for the station (station revenues divided by market revenues) and dividing this by the local commercial share. See #11 below for explanation on calculation of Local Commercial Share (LCS).

11 Arbitron Ratings

BIA/fin is licensed by Arbitron, Inc. to provide its Total Day, Average Quarter Hour (AQH) shares for persons 12 years and older. We profile the last eight ratings periods to enable the reader to analyze trends in a station's performance. You will notice that Arbitron rates some markets 4 times per year and others only 2 times.

Average LCS: The Local Commercial Share is the average share for the prior 12-month period (beginning the previous Fall through the subsequent Summer ratings period) adjusted for lost listening to out-of-market and non-commercial stations. This is calculated by dividing the 12+ share by the total commercial station shares in the market.

12 Other Market Information

Top of the page: Under the Metro Rank in the top right corner, we list for your reference, the **other markets** in which some of the stations of the subject market may also be rated.

Bottom of the page: Any new allocations through either **Docket 80-90** or other FCC rulemaking are listed at the bottom of the page.

NOTE: SEE COPYRIGHTS FOR SPECIAL NOTE ON PUERTO RICO MARKET

BIA Financial
fn network

Keys and Codes

General

cp	A "cp" following the Power column indicates that the station has a construction permit to change frequency, power, or its antenna height to upgrade its technical facilities. The station is also authorized to operate at the indicated power or height for testing purposes.
EBI	Effective Buying Income
HAAT	Height Above Average Terrain for the transmitter antenna
LCS	Local Commercial (Audience) Share - Adjusts for lost listening to non-commercial and out-of-market stations. Calculated by dividing the station share by the sum of shares of all commercial stations in the market over four periods (i.e., previous Fall through subsequent Summer ratings period).
LMA	Local Marketing Agreement
MSA	Metro Survey Area
Power Ratio	Comparison of revenue share to audience share. Calculated by dividing the station revenue by market revenue; then dividing the result by the local commercial share (LCS).

Codes under "C" in header

The letter codes under the "C" heading indicate a combo or duopoly. All AM and FM stations with the same owner will have the same letter code.

Codes under "LMA" header

The numeric codes under the "LMA" heading indicate which stations are operating under an LMA.

Codes for Sales Price

ac	Combo sale in adjacent market
al	Station sold for assumption of liabilities
cp	Sale of construction permit for unbuilt station.
c#	AM/FM combo sale. The combo price is listed with the FM station. The number following the "c" identifies the AM/FM combo involved. The AM and FM station will have the same number following the "c".
d#	Duopoly sale of two or more stations in the same service, either two FM's or two AM's.
d	Distress sale
dn	Donation
e	Estimated sales price
g	Group sale. If a combo is involved, a number following the "g" will indicate the combo in that market. The AM and FM station will have the same number following the "g".
na	No price available
nc	No cash consideration
p	Proposed sale
st	Transfer of stock or partnership interest
sw	Station swap
+	Plus additional considerations. (e.g., assumption of debt)

Formats for Radio Stations

Because some radio stations air multiple formats, abbreviations are often used for formats in the Competitive Overview section. These abbreviations may appear by themselves or combined with other format abbreviations. The abbreviations, their expansions, and the major format categories in which BIA classifies these formats are listed in the following table:

Abbreviation	Short Abbrev.	Full Format Name	Major Format Category	Abbreviation	Short Abbrev.	Full Format Name	Major Format Category
70&80	7&8	70s & 80s	Oldies	CCtmp	CCT	Christian Contemporary	Religion
70Hts	7Ht	70s Hits	Oldies	CHR	CHR	CHR	Contemporary Hit Radio/Top 40
70sOd	70s	70s Oldies	Oldies	Chrst	Cst	Christian	Religion
80Hts	8Ht	80s Hits	Adult Contemporary	CIHts	CHt	Classic Hits	Rock
AAA	AAA	AAA	Album Oriented Rock/Classic Rock	CIRck	CRk	Classic Rock	Album Oriented Rock/Classic Rock
AC	AC	AC	Adult Contemporary	Clsc	Clc	Classical	Classical
AdCHR	ACH	Adult CHR	Contemporary Hit Radio/Top 40	Cntry	Cty	Country	Country
AdHts	AHt	Adult Hits	Oldies	Comdy	Cdy	Comedy	Miscellaneous
AdRck	ARk	Adult Rock	Rock	CsMOR	CMR	Classic MOR	Middle of the Road
AdStd	ASt	Adult Standards	Nostalgia/Big Band	Dance	Dnc	Dance	Contemporary Hit Radio/Top 40
Altve	Alt	Alternative	Rock	DARK	DRK	DARK	Station not on air
Amerc	Amr	Americana	Country	Divrs	Dvs	Diverse	Miscellaneous
AOR	AOR	AOR	Album Oriented Rock/Classic Rock	DncOl	DnO	Dance Oldies	Oldies
Asian	Asn	Asian	Ethnic	Easy	Esy	Easy	Easy Listening/Beautiful Music
Beach	Bch	Beach	Oldies	Ecltc	Ecl	Eclectic	Miscellaneous
BgBnd	BBd	Big Band	Nostalgia/Big Band	Ethnc	Eth	Ethnic	Ethnic
BkGsp	BGp	Black Gospel	Religion	Folk	Flk	Folk	Miscellaneous
Black	Blk	Black	Urban	FuSvc	FSv	Full Service	Middle of the Road
BIGrs	BGs	Blue Grass	Country	Gospl	Gsp	Gospel	Religion
BrtAC	BtA	Bright AC	Adult Contemporary	Greek	Grk	Greek	Ethnic
BtFMs	Btf	Beautiful Music	Easy Listening/Beautiful Music	HotAC	HtA	Hot AC	Adult Contemporary
BusNw	BNw	Business News	News	Hwain	Hwn	Hawaiian	Ethnic

Abbreviation	Short Abbrev.	Full Format Name	Major Format Category	Abbreviation	Short Abbrev.	Full Format Name	Major Format Category
HpHop	Hhp	Hip Hop	Urban	Publc	Pub	Public	Public - Non Commercial Station
Info	Inf	Information	Miscellaneous	PubSv	PbS	Public Service	News
Inspr	Inp	Inspiration	Religion	R&BOd	R&B	R&B Oldies	Urban
Intl	Int	International	Ethnic	RckAC	RAC	Rock AC	Rock
Japns	Jap	Japanese	Ethnic	Relgn	Rlg	Religion	Religion
Jazz	Jaz	Jazz	Jazz/New Age	RhyBl	R&B	Rhythm & Blues	Urban
Kids	Kds	Children	Miscellaneous	Rhymc	Rym	Rhythmic	Contemporary Hit Radio/Top 40
Korea	Krn	Korean	Ethnic	Rk&RI	R&R	Rock & Roll	Rock
Lt AC	LtA	Lite AC	Easy Listening/Beautiful Music	RlgMs	RMs	Religious Music	Religion
LtRck	LRk	Lite Rock	Easy Listening/Beautiful Music	Rncha	Rch	Ranchera	Spanish
MdRck	MRk	Modern Rock	Rock	Rock	Rck	Rock	Rock
Mexcn	Mex	Mexican	Spanish	SfHts	Sht	Soft Hits	Easy Listening/Beautiful Music
MixAC	Mix	Mix AC	Adult Contemporary	SftAC	SAC	Soft AC	Easy Listening/Beautiful Music
ModAC	MdA	Modern AC	Adult Contemporary	SftRk	SRk	Soft Rock	Adult Contemporary
MOR	MOR	MOR	Middle of the Road	SmJaz	SJz	Smooth Jazz	Jazz/New Age
Motvl	Mvl	Motivational	Talk	Span	Spn	Spanish	Spanish
NAC	NAC	NAC	Jazz/New Age	SpnAC	SpA	Spanish AC	Spanish
News	Nws	News	News	Sprts	Spt	Sports	Sports
Nstlg	Nst	Nostalgia	Nostalgia/Big Band	Talk	Tlk	Talk	Talk
NwAge	NAg	New Age	Jazz/New Age	Tejno	Tej	Tejano	Spanish
NwRck	NRk	New Rock	Rock	Top40	T40	Top 40	Contemporary Hit Radio/Top 40
Oldes	Old	Oldies	Oldies	UrbAC	UAC	Urban AC	Urban
Polka	Pka	Polka	Miscellaneous	Urban	Urb	Urban	Urban
Polsh	Pol	Polish	Ethnic	UrCHR	UCH	Urban CHR	Urban
Portg	Ptg	Portuguese	Ethnic	VarHt	VHt	Variety Hits	Miscellaneous
Prgvs	Pgv	Progressive	Rock	Varty	Var	Variety	Miscellaneous

Metro Rank: 1

Revenue Rank: 2

New York, NY Market Overview



Metro Counties / Population (000)

Fairfield, CT	358.5
Bergen, NJ	892.3
Essex, NJ	794.4
Hudson, NJ	619.0
Middlesex, NJ	763.2
Monmouth, NJ	626.7
Morris, NJ	478.8
Passaic, NJ	491.3
Somerset, NJ	306.0
Union, NJ	526.4
Bronx, NY	1,345.4
Kings, NY	2,478.9
Nassau, NY	1,332.5
New York, NY	1,535.7
Putnam, NY	97.7
Queens, NY	2,257.0
Richmond, NY	452.4
Rockland, NY	288.8
Suffolk, NY	1,432.5
Westchester, NY	925.5
Total	18,003.0

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$551,800	\$623,900	\$708,900	\$830,500	\$714,700	\$772,200	7.0%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.0%	\$825,000	\$882,800	\$931,300	\$982,500	\$1,031,700	6.0%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.60/1,000	\$3.77/1,000	Local	82%		
Revenue/Capita	\$32.85	\$42.89	\$55.95	National	18%		

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	16,797.8	18,003.0	1.4%	18,003.0	18,440.3	0.5%
Households	6,079.9	6,542.6	1.5%	6,542.6	6,686.0	0.4%
Retail Sales	NA ^{1/}	214,497.0	NA ^{1/}	214,497.0	273,649.1	5.0%
EBI ^{2/}	317,326.6	408,586.6	5.2%	408,586.6	515,334.2	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	8,627.1	1,522.0	734.0	813.0	1,311.0	1,405.1	1,183.9	1,658.0
Women (000)	9,375.9	1,455.0	695.5	812.5	1,364.9	1,469.4	1,314.2	2,264.4
Total	18,003.0	2,977.0	1,429.5	1,625.5	2,675.9	2,874.5	2,498.1	3,922.5
Percentage	100.0%	16.5%	7.9%	9.0%	14.9%	16.0%	13.9%	21.8%
Per Capita	\$ 22,695			Median Household	\$ 47,329		Avg Household	\$ 62,451
Ethnic Population:	White 59.5%		Black 18.7%		Asian 8.1%		Hispanic 20.6%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	18	23		25	41	35	76
Tot 12+	2.7	62.4		63.9	65.1	20.6	85.7
Avg 12+	0.2	2.7		2.6	1.6	0.6	1.1
Tot LCS	3.2	72.8		74.6	76.0	24.0	100.0
Avg LCS	0.2	3.2		3.0	1.9	0.7	1.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in markets 18,36, 52, 60, 142.

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)					
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
• WLIE	Islip	B	540	1.1	0.22		Long Is. Multi-Media	60	9510	See (18)		Bus News	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WMCA	New York	B	570	5.0	5.00	l	Salem Comm Corp	25	8909	15,000		Chrst/Talk	7,000		0.4	0.5	0.6	0.5	0.4	0.4	0.4	0.4	0.5	0.0	
• WSNR	Jersey City	B	620	3.0	7.60		Rose City Radio Corp	48	0102		g	Ethnic	3,400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WFAN	New York	A	660	50.0	50.00	a	Infinity Bcstg	22	0102		g1	Sprts/Talk	52,300	2.42	2.8	2.3	2.4	2.2	2.2	2.1	2.7	2.4	2.6	2.6	
• WOR	New York	A	710	50.0	50.00		Buckley Bcstg Corp	22	8809	24,000		News/Talk	20,800	1.00	2.7	2.5	2.1	2.2	2.2	2.5	2.3	2.3	2.3	2.3	
• WGSM	Huntington	D	740	25.0	0.04	p	K Communications	51	0112	See (18)		Korean	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
• WABC	New York	A	770	50.0	50.00	c	ABC/Disney	21	9602		g2	1 Nws/Tlk/Spt	21,900	0.68	4.2	3.5	3.6	3.7	3.2	3.4	3.6	3.6	4.0	4.0	
• WCBS	New York	A	880	50.0	50.00	a	Infinity Bcstg	24	0102		g1	News	41,600	1.46	3.7	3.2	2.8	2.8	2.7	3.4	3.3	2.6	3.6	3.6	
• WRKL	New City	B	910	1.0	0.80	cp	Poinet Comm Ltd	64	9903	1,625		Polish	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WPAT	Palerson	B	930	5.0	5.00	m	Multicultural Bcstg	41	9803		sw	Spanish	5,300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WWDJ	Hackensack	B	970	5.0	5.00	l	Salem Comm Corp	21	9406		g	Chrst/Talk	4,600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WINS	New York	B	1010	50.0	50.00	a	Infinity Bcstg	24	0102		g1	News	53,600	1.48	4.7	4.1	4.3	4.2	4.2	3.7	3.7	4.0	4.8	4.8	
• WEPN	New York	B	1050	50.0	50.00		ABC/Disney	22	0304	78,000	1	Sports	700			0.5	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
• WHLI	Hempstead	D	1100	10.0	0.00	p	Barnstable Bcstg Inc	47	8412			MOR	n/a		0.7	0.6	0.5	0.8	1.0	0.5	0.5	0.7	0.7	0.7	
• WBBR	New York	A	1130	50.0	50.00		Bloomberg Comm Inc	34	9211	13,580		News	5,000		0.7	0.5	0.4	0.5	0.6	0.6	0.6	0.6	0.6	0.7	
• WVNJ	Oakland	B	1160	20.0	2.50		Universal Bcstg	93				Adlt Stndrd	800		0.1	0.0	0.0	0.4	0.0	0.3	0.0	0.0	0.0	0.0	
• WWTR	Bridgewater	D	1170	0.2	0.00		Greater Media	71	0107			Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WLIB	New York	B	1190	10.0	30.00	f	Inner City Bcstg	42	7207	3,400		Talk	4,100	0.38	1.4	1.1	1.1	1.1	1.2	1.0	1.3	1.3	1.4	1.4	
• WFAS	White Plains	C	1230	1.0	1.00	b	Cumulus Bcstg Inc	32	0203			Adlt Stndrd	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WMTR	Morristown	B	1250	5.0	7.00	cp	Greater Media	48	0107			Nostalgia	n/a		0.1	0.3	0.0	0.0	0.3	0.0	0.0	0.4	0.0	0.0	
• WADO	New York	B	1280	50.0	7.20	e	Univision Comm Inc	34	0310		st	Spn/Nws/Spt	8,200	0.66	1.6	1.1	1.1	1.5	1.3	1.3	1.5	1.1	1.6	1.6	
• WRCR	Spring Valley	D	1300	0.5	0.08		Alexander Bcstg Co	65	0004	270		Soft AC	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WWRV	New York	B	1330	10.0	5.00	cp	Radio Vision Cristia	72	8906	13,000		Span/Chrst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WALK	East Patchogue	D	1370	0.5	0.10	g	Clear Channel Comm	52	0008			Big Band	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WKDM	New York	B	1380	5.0	5.00	m	Multicultural Bcstg	27	0303	37,000		Mexican	1,500		0.4	0.0	0.7	0.9	0.4	0.4	0.4	0.4	0.4	0.3	
• WLNA	Peekskill	B	1420	5.0	1.00	s	Pamal Broadcasting	48	9701			Adlt Stndrd	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WNSW	Newark	B	1430	5.0	5.00	cp	Multicultural Bcstg	47	9803		g	Korean	3,100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WCTC	New Brunswick	C	1450	1.0	1.00	d	Greater Media	46	5705			Talk	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WVOX	New Rochelle	D	1460	0.5	0.12	i	Hudson Westchester	50				Talk	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WZRC	New York	B	1480	5.0	5.00	m	Multicultural Bcstg	25	9803		g4	Ethnic	3,600			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WGHT	Pompton Lakes	D	1500	1.0	0.00		Mariana Bcstg Inc	64	9307	425		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WJDM	Elizabeth	D	1530	1.0	0.00		Multicultural Bcstg	70	0310	p		Span/Top40				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WQEW	New York	A	1560	50.0	50.00	c	New York Times Co	36			1	Top 40	1,900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WWRL	New York	B	1600	25.0	5.00		Access.1 Comm	26	8206	1,985		Urban/Talk	2,700		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.4	
• WWRU	Jersey City	B	1660	10.0	10.00	m	Multicultural Bcstg	97	0310	p	g	Span/Top40	4,300		0.1	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.5	
# AM Stations -												35	# Combos -		22	AM TOTALS									
AM & FM Stations Profiled -												76	# Duopolies -		25	23.8	20.2	20.6	21.5	19.7	19.6	20.6	19.9	23.0	
																85.7	85.7	86.3	86.6	85.5	86.2	86.6	86.6		

• Indic.
1/ See intr
Investing In since last edition
tion for interpretation of revenue estimates.

Los Angeles, CA Market Overview

Rank: 2
 Pre Rank: 1



Metro Counties / Population (000)

Los Angeles, CA	9,774.3
Orange, CA	2,933.5
Total	12,707.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$579,900	\$659,000	\$780,800	\$925,600	\$866,200	\$953,200	10.5%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	10.0%	\$1,039,000	\$1,111,700	\$1,172,900	\$1,237,400	\$1,299,200	6.4%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$5.99/1,000	\$6.05/1,000	Local 75%
Revenue/Capita	\$48.06	\$75.01	\$96.25	National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	12,066.0	12,707.8	1.0%	12,707.8	13,497.8	1.2%
Households	3,949.5	4,165.4	1.1%	4,165.4	4,381.9	1.0%
Retail Sales	NA ^{1/}	159,085.6	NA ^{1/}	159,085.6	214,652.7	6.2%
EBI ^{2/}	178,500.9	233,009.1	5.5%	233,009.1	281,546.7	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	6,283.6	1,232.1	571.2	673.6	1,041.3	997.1	780.9	987.5
Women (000)	6,424.2	1,175.2	537.5	641.0	999.0	985.1	829.6	1,256.8
Total	12,707.8	2,407.3	1,108.7	1,314.6	2,040.2	1,982.2	1,610.5	2,244.3
Percentage	100.0%	18.9%	8.7%	10.3%	16.1%	15.6%	12.7%	17.7%
Per Capita	\$ 18,336							
				Median Household	\$ 43,662		Avg Household	\$ 55,939
Ethnic Population:	White	51.3%	Black	7.8%	Asian	13.0%	Hispanic	42.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	16	22		29	38	36	74
Tot 12+	10.7	59.2		68.1	69.9	17.7	87.6
Avg 12+	0.7	2.7		2.3	1.8	0.5	1.2
Tot LCS	12.2	67.6		77.7	79.8	20.2	100.0
Avg LCS	0.8	3.1		2.7	2.1	0.6	1.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

(BIA FINANCIAL)

estimate not available. See page 6. 2/ Est. 8/11/04.
Investing In Radio 2003 4th Edition. Copyright (c) 2003 BIA Financial Network, Inc.

Overview

Metro Rank: 1

Some stations also rated in markets 18,36, 52, 60, 142.
 ARB 12+ Metro Shares (see rights)

Market: New York, NY

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																	
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001										
WXRK	New York	B	92.3	6.0	1362	a	Infinity Bcstg	51	0102			g1	Alternative	46,200	1.57	3.8	3.1	3.3	3.1	3.6	3.4	3.2	3.3	3.2									
• WLIR	Garden City	A	92.7	2.0 cp	522		Univision Comm Inc	59	0310 p	See (18)			Modem Rock	n/a		0.5	0.5	0.5	0.4	0.3	0.4	0.5	0.5	0.4									
WPAT	Paterson	B	93.1	5.4	1421	h	Spanish Bcstg System	57	9608	83,500			Span/Nstlg	14,400	0.67	2.8	2.9	2.7	2.8	3.1	2.2	2.5	2.5	2.4									
WRTN	New Rochelle	A	93.5	3.0	331	i	Hudson Westchester	53					Nostalgia	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WJLK	Asbury Park	A	94.3	1.3	499		Millennium Radio Gr	47	0206				Hot AC	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
• WMJC	Smithtown	A	94.3	2.6	315	p	Barnstable Bcstg Inc	61	9711	See (18)			AC	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WFME	Newark	B	94.7	37.2	571		Family Stations Inc	47	6603				Religion			1.0	0.6	0.6	0.8	0.7	1.1	1.0	0.7	0.7									
WHFM	Southampton	A	95.3	5.0	354	n	Cox Radio Inc	71	9805				AOR	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WPLJ	New York	B	95.5	6.7	1335	c	ABC/Disney	60	9602		g2	1	Hot AC	37,100	1.60	3.0	2.5	2.6	2.3	2.6	3.0	2.6	2.6	2.3									
WQXR	New York	B	96.3	6.0	1362		New York Times Co	39					Classical	15,000	0.61	3.2	2.1	2.7	2.6	2.8	3.0	2.4	2.7	2.8									
WKHL	Stamford	A	96.7	3.0	328		Cox Radio Inc	47	0008				Oldies	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WQHT	New York	B	97.1	6.7	1339	k	Emmis	61	8809		g		Urban CHR	42,000	0.89	6.1	4.5	4.9	5.1	4.8	4.8	4.3	6.1	5.7									
WALK	Patchogue	B	97.5	39.0	554	g	Clear Channel Comm	52	0008				AC	n/a		0.9	0.9	1.1	1.1	0.9	0.9	0.7	0.8	0.7									
WSKQ	New York	B	97.9	6.0	1362	h	Spanish Bcstg System	50	8901	55,500			Spanish	36,300	0.98	4.8	4.5	3.5	4.2	4.0	3.9	4.1	4.3	4.1									
WKJY	Hempstead	A	98.3	3.0	328	p	Barnstable Bcstg Inc	47	8412	See (18)			Soft Rock	n/a		0.5	0.5	0.5	0.4	0.4	0.4	0.5	0.3	0.5									
WMGQ	New Brunswick	A	98.3	1.2	525	d	Greater Media	47					Rock AC	n/a		0.4	0.4	0.3	0.5	0.4	0.4	0.4	0.4	0.3									
• WDRE	Westhampton	A	98.5	3.0	328	o	Jarad Bcstg Co Inc	93	9506			st	Clsc Rock	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WRKS	New York	B	98.7	6.0	1362	k	Emmis	41	9411				Urban AC	24,800	0.87	3.7	4.2	3.8	3.6	4.1	3.0	3.6	3.4	2.7									
• WAWZ	Zarephath	B	99.1	28.0	656		Pillar of Fire	54					Christian				0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WHTZ	Newark	B	100.3	6.0	1362	g	Clear Channel Comm	61	0008		g3		CHR	42,600	1.10	5.0	3.9	4.0	4.2	4.4	4.7	4.2	4.1	4.3									
WHUD	Peekskill	B	100.7	50.0	499	s	Pamal Broadcasting	58	9701	See (60)			AC	n/a		0.5	0.4	0.5	0.6	0.6	0.5	0.6	0.4	0.3									
WCBS	New York	B	101.1	6.8	1326	a	Infinity Bcstg	41	0102		g1		Oldies	36,600	0.95	5.0	3.8	3.9	4.0	3.6	4.5	4.1	4.5	4.1									
WKXW	Trenton	B	101.5	15.5	902		Millennium Radio Gr	62	0202				Oldes/Talk	n/a		0.9	0.8	0.9	0.7	0.8	0.8	0.8	0.8	0.8									
WQCD	New York	B	101.9	6.2	1355	k	Emmis	45	9804		sw		NAC/Jazz	25,400	0.89	3.7	3.4	3.4	3.2	3.7	2.9	3.4	3.2	3.4									
WBAB	Babylon	A	102.3	6.0	269	q	Cox Radio Inc	58	9805				AOR	n/a		0.7	0.7	0.5	0.5	0.6	0.7	0.7	0.6	0.5									
• WNEW	New York	B	102.7	6.0	1362	a	Infinity Bcstg	58	0102		g1		CHR/Talk	15,000	1.21	1.6	0.9	0.7	0.5	0.7	1.3	1.7	1.2	1.3									
WBZO	Bay Shore	A	103.1	1.6	463		Barnstable Bcstg Inc	93	9705	See (18)			Oldies	n/a		0.6	0.4	0.4	0.3	0.5	0.6	0.4	0.5	0.4									
WKTU	Lake Success	B	103.5	5.4	1417	g	Clear Channel Comm	40	0008		g3		CHR/Rhymc	39,000	1.33	3.8	3.7	3.6	3.8	4.1	3.5	3.1	3.6	3.0									
WFAS	White Plains	A	103.9	0.6	669	b	Cumulus Bcstg Inc	47	0203				AC	n/a		0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.3	0.3									
WRCN	Riverhead	A	103.9	1.4	486	p	Barnstable Bcstg Inc	62	9711				Clsc Rock	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WAXQ	New York	B	104.3	6.0	1362	g	Clear Channel Comm	56	0303		g3		Clsc Rock	33,500	1.40	3.1	2.9	2.9	2.7	2.4	2.8	2.7	2.8	2.4									
WWPR	New York	B	105.1	17.0	850	g	Clear Channel Comm	53	0008		g3		Urban	22,300	0.74	3.9	4.0	4.2	3.8	3.7	4.1	4.2	2.8	2.5									
WDHA	Dover	A	105.5	1.0	574	r	Greater Media	61	0107				AOR	n/a		0.4	0.4	0.5	0.5	0.3	0.4	0.4	0.4	0.3									
WCAA	Newark	B1	105.9	0.6	1224	e	Univision Comm Inc	62	0310		st		Span/Trpcl	4,500	0.25	2.3	2.2	2.2	1.9	2.2	2.3	2.2	1.8	1.6									
WBLI	Patchogue	B	106.1	49.0	499	q	Cox Radio Inc	58	9805				Adult CHR	n/a		1.0	0.8	0.7	0.7	1.1	0.8	0.7	0.9	0.9									
• WFAF	Mount Kisco	A	106.3	1.4	440	b	Cumulus Bcstg Inc	64	0203				AC	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
• WLTW	New York	B	106.7	6.0	1362	g	Clear Channel Comm	61	0303		g3		Lite AC	65,100	1.15	7.3	6.6	6.7	6.8	6.5	6.2	6.4	6.3	6.4									
• WBON	Hampton Bays	A	107.1	6.0	279	j	Jarad Bcstg Co Inc	80	0304 p	See (18)			Modern Rock	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
• WZL	Long Branch	A	107.1	0.6 cp	541	j	Press Comm LLC	60	0303	See (52)			AC	n/a		0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.2									
• WPK	Briarcliff Manor	A	107.1	1.9	591	j	Pamal Broadcasting	60	0304 p	See (60)			CHR	n/a		0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.6									
WBSL	New York	B	107.5	4.2	1362	f	Inner City Bcstg	65					Urban	25,600	0.74	4.5	3.6	3.5	3.7	3.7	3.3	3.6	4.2	4.5									
# FM Stations -																41	# Combos -																31
FM TOTALS																75.8	65.5	65.1	64.8	66.9	65.9	65.6	66.7	63.6									

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 1

Metro Rank: 1
Revenue Rank: 2

New York, NY Market Overview



Metro Counties / Population (000)

Fairfield, CT	358.5
Bergen, NJ	892.3
Essex, NJ	794.4
Hudson, NJ	619.0
Middlesex, NJ	763.2
Monmouth, NJ	626.7
Morris, NJ	478.8
Passaic, NJ	491.3
Somerset, NJ	306.0
Union, NJ	526.4
Bronx, NY	1,345.4
Kings, NY	2,478.9
Nassau, NY	1,332.5
New York, NY	1,535.7
Putnam, NY	97.7
Queens, NY	2,257.0
Richmond, NY	452.4
Rockland, NY	288.8
Suffolk, NY	1,432.5
Westchester, NY	925.5
Total	18,003.0

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$551,800	\$623,900	\$708,900	\$830,500	\$714,700	\$772,200
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.0%	\$825,000	\$882,800	\$931,300	\$982,500	\$1,031,700	6.0%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.60/1,000	2007 \$3.77/1,000	Est. Breakout			
Revenue/Capita	\$32.85	\$42.89	\$55.95	Local	82%		
				National	18%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	16,797.8	18,003.0	1.4%	18,003.0	18,440.3	0.5%
Households	6,079.9	6,542.6	1.5%	6,542.6	6,686.0	0.4%
Retail Sales	NA ^{1/}	214,497.0	NA ^{1/}	214,497.0	273,649.1	5.0%
EBI ^{2/}	317,326.6	408,586.6	5.2%	408,586.6	515,334.2	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	8,627.1	1,522.0	734.0	813.0	1,311.0	1,405.1	1,183.9	1,658.0
Women (000)	9,375.9	1,455.0	695.5	812.5	1,364.9	1,469.4	1,314.2	2,264.4
Total	18,003.0	2,977.0	1,429.5	1,625.5	2,675.9	2,874.5	2,498.1	3,922.5
Percentage	100.0%	16.5%	7.9%	9.0%	14.9%	16.0%	13.9%	21.8%
Per Capita	\$ 22,695			Median Household	\$ 47,329		Avg Household	\$ 62,451
Ethnic Population:	White	59.5%	Black	18.7%	Asian	8.1%	Hispanic	20.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	18	23		25	41	35	76
Tot 12+	2.7	62.4		63.9	65.1	20.6	85.7
Avg 12+	0.2	2.7		2.6	1.6	0.6	1.1
Tot LCS	3.2	72.8		74.6	76.0	24.0	100.0
Avg LCS	0.2	3.2		3.0	1.9	0.7	1.3

^{1/} Figures are for previous year than noted in column header.

BIA Financial Network, Inc. All rights reserved. (703) 818-2425 www.bia.com

Competitive Overview

FM Stations														Some stations also rated in Riverside & San Diego. ARB 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001				
KHHT	Los Angeles	B	92.3	43.0	2910	d	Clear Channel Comm	48	0008		g2	Urban/RhyBl	26,500	0.87	3.2	2.2	2.2	2.6	2.6	2.5	2.5	3.3	3.0				
KLIT	Fountain Valley	A	92.7	0.7 cp	961	o	Amaturo Group Ltd	94	9512	600		AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KCBS	Los Angeles	B	93.1	28.5	3465	a	Infinity Bcstg	48	0102		g4	Clisc Rock	36,500	1.47	2.6	2.4	2.0	2.3	2.1	2.4	2.4	2.0	2.1				
• KZAB	Redondo Beach	A	93.5	3.4 cp	433	k	Spanish Bcstg System	61	0007		g	Span/Trpcl				1.4	1.7	0.5	0.0	0.0	0.0	0.0	0.0				
KZLA	Los Angeles	B	93.9	16.0	3137	j	Emmis	57	0008		sw	Country	20,900	0.88	2.5	2.2	2.5	2.2	1.9	2.4	2.3	1.9	2.2				
KBUA	San Fernando	A	94.3	3.0	95	h	Liberan Bcstg Inc	58	9701	10,800		Mexican				0.4	0.7	0.3	0.5	0.8	0.3	0.4	0.4				
• KEBN	Garden Grove	A	94.3	3.0	246	h	Liberan Bcstg Inc	61	0305	35,000		Mexican	2,300			0.2	0.0	0.0	0.5	0.4	0.4	0.0	0.0				
KTWV	Los Angeles	B	94.7	58.0	2832	a	Infinity Bcstg	61	0102		g4	NAC/Jazz	41,900	1.10	4.0	3.5	3.6	2.8	3.4	3.6	3.4	3.4	3.4				
KLOS	Los Angeles	B	95.5	63.0	3130	b	ABC/Disney	47	9602		g1	AOR	33,500	1.30	2.7	2.3	2.0	2.4	2.0	2.7	2.1	1.9	2.6				
KFSH	Anaheim	A	95.9	6.0	328	f	Salem Comm Corp	61	0008		g7	ChrsContem	4,500			0.7	0.9	0.7	0.7	0.7	0.6	0.7	0.6				
KXOL	Los Angeles	B	96.3	54.0	479	k	Spanish Bcstg System	49	0310	250,000		SpnAC/Mexc	10,000	0.44	2.4	2.3	2.2	2.5	1.9	2.5	1.9	1.9	1.9				
KWIZ	Santa Ana	A	96.7	6.0	203	h	Liberan Bcstg Inc	47	9612	11,200		Span/Trpcl	5,200	0.50	1.1	0.4	0.6	0.8	0.9	1.0	1.1	0.8	0.9				
KLSX	Los Angeles	B	97.1	21.0	3002	a	Infinity Bcstg	54	0102		g4	Talk	37,800	1.47	2.7	2.2	2.5	2.5	2.5	2.3	2.2	2.5	2.5				
• KLYY	Riverside	B	97.5	72.0	1828	d	Entravision Comm Co	59	0004		g	Span/Trpcl	6,400	0.56	1.2	1.3	1.4	0.8	1.1	1.1	0.9	1.2	1.0				
KVVS	Mojave	A	97.7	3.0	299	d	Clear Channel Comm	66	9905		g5	Top 40	500			0.2	0.1	0.1	0.1	0.2	0.2	0.3	0.2				
KLAX	East Los Angeles	B	97.9	33.0	604	k	Spanish Bcstg System	49	8712	15,000		Span/Mexcn	13,400	0.50	2.8	3.0	3.5	2.8	2.9	2.3	2.7	2.5	2.2				
KRCV	West Covina	A	98.3	0.6	1004	e	Univision Comm Inc	57	0310		st	Span/Oldes				0.8	0.6	0.5	0.6	0.5	0.8	0.7	0.9				
KYSR	Los Angeles	B	98.7	75.0	1181	d	Clear Channel Comm	54	0008		g	Modern AC	45,000	1.69	2.8	2.2	2.3	2.0	2.1	2.6	2.3	2.4	2.5				
KKLA	Los Angeles	B	99.5	9.0	669	f	Salem Comm Corp	85				Chrst/Talk	11,500			0.7	0.4	0.5	0.7	0.6	0.5	0.7	0.5				
KKBT	Los Angeles	B	100.3	15.0	1125		Radio One Inc	57	0008		g6	Urban	44,000	1.13	4.1	3.3	3.3	3.1	3.6	3.3	3.5	3.3	4.3				
KRTH	Los Angeles	B	101.1	58.0	2930	a	Infinity Bcstg	41	0102		g4	Oldies	31,900	0.93	3.6	2.9	3.3	3.1	3.1	3.2	3.1	3.2	3.1				
KSCA	Glendale	B	101.9	4.8	2832	e	Univision Comm Inc	48	0310		st	Ranchera	31,000	0.71	4.6	4.0	3.5	3.7	3.9	3.2	4.7	4.0	4.2				
KJLH	Compton	A	102.3	5.6	338		Taxi Prod Inc	65	7906			Urban	4,000	0.26	1.6	2.0	1.6	1.4	1.9	1.5	1.4	1.4	1.3				
KIIS	Los Angeles	B	102.7	8.0	2959	d	Clear Channel Comm	48	9905		g5	Top 40	60,500	1.35	4.7	3.6	3.4	4.0	3.9	4.6	3.7	3.8	4.4				
KDLD	Santa Monica	A	103.1	3.0	266	g	Entravision Comm Co	60	0008	85,000	d5	Dance	1,000			0.3	0.4	0.3	0.4	0.4	0.3	0.2	0.2				
• KDLE	Newport Beach	A	103.1	2.0	299	g	Entravision Comm Co	62	0008		d5	Dance				0.5	0.4	0.4	0.0	0.0	0.0	0.0	0.0				
KOST	Los Angeles	B	103.5	12.5	3114	d	Clear Channel Comm	57	0008		g2	AC	46,900	1.09	4.5	3.5	3.8	3.6	3.9	3.4	3.9	4.4	4.1				
KRCD	Inglewood	A	103.9	4.1	387	e	Univision Comm Inc	59	0310		st	Span/Oldes	4,100			0.8	0.8	0.7	1.2	0.8	0.8	1.0	0.6				
KBIG	Los Angeles	B	104.3	105.0	2894	d	Clear Channel Comm	59	0008		g2	AC	35,600	1.33	2.8	2.6	2.5	2.7	2.6	2.2	2.8	2.5	2.4				
KMZT	Los Angeles	B	105.1	18.0	2887	c	Mt Wilson FM Bcstrs	59				Classical	6,900	0.33	2.2	1.4	1.6	1.8	2.0	2.0	1.6	2.1	1.8				
KBUE	Long Beach	A	105.5	3.0	466	h	Liberan Bcstg Inc	61	9412	13,000	e	Mexican	21,800	0.85	2.7	2.2	2.0	2.9	2.7	2.6	2.3	2.3	2.1				
• KPWR	Los Angeles	B	105.9	25.0	3035	j	Emmis	56	8401		g	Rhymc/CHR	49,000	0.93	5.5	4.8	5.3	5.0	5.4	5.1	4.9	5.0	4.0				
KALI	Santa Ana	A	106.3	6.0 cp	328	i	Multicultural Bcstg	60	9512	9,100		Variety	3,100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KGMX	Lancaster	A	106.3	3.0	135	n	Point Bcstg Co	70	9702		g3	Bright AC	700			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KROQ	Pasadena	B	106.7	5.6	1388	a	Infinity Bcstg	74	0102		g4	Alternative	53,900	1.03	5.5	4.7	4.4	4.4	4.4	4.9	4.3	5.1	5.0				
• KSSE	Arcadia	A	107.1	6.0	-43	g	Entravision Comm Co	60	0304		g	Span/CHR	12,500	1.09	1.2	2.2	1.8	1.6	0.9	0.9	1.2	1.1	1.1				
KLVE	Los Angeles	B	107.5	29.5	2999	e	Univision Comm Inc	59	0310		st	Span/Varty	30,000	0.81	3.9	3.4	2.9	3.4	3.4	3.0	3.6	3.5	3.6				
KWVE	San Clemente	B	107.9	0.5	3793		Calvary Chapel	71	8504	2,000		Christian	1,300			0.6	0.5	0.5	0.6	0.6	0.5	0.5	0.4				
# FM Stations - 38															# Combos - 33		FM TOTALS		79.6	70.9	69.9	69.8	70.8	69.4	70.0	69.7	69.0

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 2
Revenue Rank: 1

Los Angeles, CA Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$579,900	\$659,000	\$780,800	\$925,600	\$866,200	\$953,200	10.5%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	10.0%	\$1,039,000	\$1,111,700	\$1,172,900	\$1,237,400	\$1,299,200	6.4%

Revenue/Retail Sales
Revenue/Capita

	1997	2002	2007
Revenue/Retail Sales	NA ^{1/}	\$5.99/1,000	\$6.05/1,000
Revenue/Capita	\$48.06	\$75.01	\$96.25

Est. Breakout
Local 75%
National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	12,066.0	12,707.8	1.0%	12,707.8	13,497.8	1.2%
Households	3,949.5	4,165.4	1.1%	4,165.4	4,381.9	1.0%
Retail Sales	NA ^{1/}	159,085.6	NA ^{1/}	159,085.6	214,652.7	6.2%
EBI ^{2/}	178,500.9	233,009.1	5.5%	233,009.1	281,546.7	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	6,283.6	1,232.1	571.2	673.6	1,041.3	997.1	780.9	987.5
Women (000)	6,424.2	1,175.2	537.5	641.0	999.0	985.1	829.6	1,256.8
Total	12,707.8	2,407.3	1,108.7	1,314.6	2,040.2	1,982.2	1,610.5	2,244.3
Percentage	100.0%	18.9%	8.7%	10.3%	16.1%	15.6%	12.7%	17.7%
Per Capita	\$ 18,336							
				Median Household	\$ 43,662		Avg Household	\$ 55,939
Ethnic Population:	White	51.3%	Black	7.8%	Asian	13.0%	Hispanic	42.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	16	22		29	38	36	74
Tot 12+	10.7	59.2		68.1	69.9	17.7	87.6
Avg 12+	0.7	2.7		2.3	1.8	0.5	1.2
Tot LCS	12.2	67.6		77.7	79.8	20.2	100.0
Avg LCS	0.8	3.1		2.7	2.1	0.6	1.4



Metro Counties / Population (000)

Los Angeles, CA	9,774.3
Orange, CA	2,933.5
	12,707.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Riverside & San Diego.

AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)				
				Power (kW)	Power (kW)											Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
XSUR	Tijuana	B	540	1.0	1.00	c	Mt Wilson FM Bcstrs	97			1	Adlt Stndrd	n/a			0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0
KLAC	Los Angeles	B	570	50.0	cp	d	Clear Channel Comm	24	0008		g2	Adlt Stndrd	19,800	2.08	1.0	0.9	0.7	0.8	0.9	1.1	1.1	0.8	0.6	
KRLH	San Bernardino	B	590	1.0	1.00	f	Salem Comm Corp	29	0201	7,000		News/Talk	700			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KAVL	Lancaster	B	610	4.9	4.00	d	Clear Channel Comm	50	9905		g	2 Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KFI	Los Angeles	A	640	50.0	50.00	d	Clear Channel Comm	22	0008		g2	Talk	39,800	0.89	4.7	4.2	4.3	3.7	3.6	4.5	3.8	4.0	4.2	
XTRA	Tijuana	A	690	50.0	50.00	d	XETRA	34	9905			4 Altve/Rock	n/a		0.5	0.4	0.2	0.0	0.4	0.3	0.4	0.5	0.4	
KSPN	Los Angeles	B	710	50.0	10.00	b	ABC/Disney	27	9602		g1	Sports	2,700		0.1	0.5	0.4	0.4	0.3	0.0	0.3	0.0	0.0	
KBRT	Avalon	D	740	10.0	0.11		Crawford Bcstg Co	52	8005	4,500		Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KABC	Los Angeles	B	790	5.0	5.00	b	ABC/Disney	29	9602		g1	Talk	11,300	0.44	2.7	2.2	2.9	2.5	2.4	2.5	2.0	2.2	2.6	
• KPLS	Orange	B	830	50.0	20.00		RadioVisa LLC	92	0308 p	37,500		Talk	2,500		0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
KRLA	Glendale	R	870	20.0	3.00	f	Salem Comm Corp	31	9808	33,400		News/Talk	6,900		0.8	1.0	0.6	0.7	0.6	0.7	0.5	0.8	0.8	
KALI	West Covina	D	900	0.5	0.08	i	Multicultural Bcstg	63	9811	9,000		Variety	2,100		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
KHJ	Los Angeles	B	930	5.0	5.00	h	Lieberman Bcstg Inc	22	9003	23,000		Mexican	5,700		0.9	0.9	1.0	1.1	1.0	0.7	0.8	1.0	0.7	
KFWB	Los Angeles	B	980	5.0	5.00	a	Infinity Bcstg	25	0301			News	28,000	1.40	2.1	1.7	1.6	2.1	1.8	1.6	1.8	1.7	2.1	
KTNQ	Los Angeles	B	1020	50.0	50.00	e	Univision Comm Inc	25	0310		st	Span/Varty	5,500		0.6	0.3	0.5	0.6	0.6	0.4	0.6	0.6	0.6	
KNX	Los Angeles	A	1070	50.0	50.00	a	Infinty Bcstg	20	0102		g4	News	36,900	1.43	2.7	2.1	2.1	2.1	2.2	2.1	2.3	2.5	2.4	
KDIS	Pasadena	B	1110	50.0	20.00	b	ABC/Disney	42	0103	65,000		Children	1,800		0.3	0.0	0.0	0.4	0.3	0.0	0.4	0.3	0.4	
KXTA	Los Angeles	B	1150	50.0	44.00	d	Clear Channel Comm	27	9905		g5	Sprts/Talk	21,900		0.7	0.3	0.3	0.0	0.3	0.7	0.7	0.6	0.4	
KXMX	Paramount	B	1190	25.0	cp	f	Salem Comm Corp	59	0008		g9	Ethnic	2,100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KIIS	Canyon Country	B	1220	1.0	0.50		Jeri Lyn Bctsg Inc	89	0305 p	900		Top 40				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KWKU	Pomona	B	1220	0.3	0.25	m	Lotus Comm Corp	60	0003	750		Spn/Tlk/Spt	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KYPA	Los Angeles	C	1230	1.0	cp	i	Multicultural Bcstg	26	9803		g9	Korean	1,900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KSUR	Beverly Hills	B	1260	20.0	cp	c	Mt Wilson FM Bcstrs	47	9212	2,500		Adlt Stndrd	1,100		0.1	0.4	0.6	0.3	0.4	0.3	0.0	0.0	0.0	
KAZN	Pasadena	B	1300	5.0	1.00	i	Multicultural Bcstg	42	9806	12,000		Asian	6,500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KWKW	Los Angeles	B	1330	5.0	5.00	m	Lotus Comm Corp	31	8902	8,700		Spn/Tlk/Spt	10,100		0.6	0.3	0.5	0.5	0.4	0.5	0.5	0.5	0.7	
KWJL	Lancaster	D	1380	1.0	0.00	n	Point Bcstg Co	56	9702		g3	Big Band	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KLTX	Long Beach	B	1390	5.0	3.60	l	Hi-Favor Bcstg LLC	26	0008	30,000		3 Span/Chrst			1.1	0.7	1.1	0.9	0.6	0.9	0.9	1.1	0.9	
KMRB	San Gabriel	B	1430	5.0	5.00	i	Multicultural Bcstg	42	9408	5,750		Asian/Talk	3,500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KTYM	Inglewood	B	1460	5.0	0.50		Trans America Bcstg	58				Relgn/Ethnc				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KUTY	Palmdale	B	1470	5.0	5.00	n	Point Bcstg Co	57	9701	319		Span/Talk	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KVNR	Santa Ana	B	1480	5.0	5.00	h	Lieberman Bcstg Inc	26	8712			Asian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KIEV	Culver City	B	1500	50.0	cp		Royce Intl Bcstg Co	86				Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KMPC	Los Angeles	B	1540	50.0	10.00		Rose City Radio Corp	52	0102		g	Sports	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KBLA	Santa Monica	B	1580	50.0	50.00	i	Multicultural Bcstg	47	0310 p		g	Span/Talk	7,200	0.69	1.1	0.8	0.9	1.0	0.8	0.8	0.9	0.9	1.1	
KMNY	Pomona	B	1600	5.0	5.00	i	Multicultural Bcstg	47	9812	7,550		BNw/Eth/ASt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFOX	Torrance	B	1650	10.0	0.49		Chagal Comm	98	0007	30,000		Korean				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					36	# Combos -					28	AM TOTALS				20.2	16.7	17.7	17.1	16.8	17.2	17.3	17.5	18.2
AM & FM Stations Profiled -					74	# Duopolies -					28	Total Local Commercial Share				87.6	87.6	86.9	87.6	86.6	87.3	87.2	87.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 3

Revenue Rank: 3

Chicago, IL Market Overview



Metro Counties / Population (000)

Cook, IL	5,383.4
DuPage, IL	918.2
Grundy, IL	38.2
Kane, IL	418.9
Kendall, IL	57.4
Lake, IL	663.6
McHenry, IL	272.1
Will, IL	530.7
Lake, IN	481.8
Porter, IN	148.3
Kenosha, WI	153.9
Total	9,066.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02						
		\$388,600	\$439,400	\$534,800	\$589,900	\$533,500	\$560,600	7.6%					
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout									
	NA ^{1/}	\$4.94/1,000	\$5.21/1,000	Local	76%	National	24%						
Δ 01 - 02	5.1%	2003	\$591,700	2004	\$630,200	2005	\$664,900	2006	\$701,400	2007	\$736,500	Δ 02 - 07	5.6%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	8,493.3	9,066.5	1.3%	9,066.5	9,359.8	0.6%
Households	3,039.2	3,269.5	1.5%	3,269.5	3,376.8	0.6%
Retail Sales	NA ^{1/}	113,558.7	NA ^{1/}	113,558.7	141,282.0	4.5%
EBI ^{2/}	154,637.5	201,772.7	5.5%	201,772.7	264,430.1	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	4,430.2	835.1	408.6	444.6	677.2	707.6	598.5	758.6
Women (000)	4,636.3	798.2	387.3	422.2	673.7	724.5	631.6	998.8
Total	9,066.5	1,633.4	795.8	866.8	1,350.8	1,432.1	1,230.1	1,757.5
Percentage	100.0%	18.0%	8.8%	9.6%	14.9%	15.8%	13.6%	19.4%
Per Capita	\$ 22,255							
Median Household					\$ 44,654			
Avg Household								\$ 61,714
Ethnic Population:								
White	65.9%							
Black	18.8%							
Asian	4.5%							
Hispanic	17.4%							

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	20	25		25	45	42	87
Tot 12+	3.1	60.5		62.2	63.6	23.2	86.8
Avg 12+	0.2	2.4		2.5	1.4	0.6	1.0
Tot LCS	3.6	69.7		71.7	73.3	26.7	100.0
Avg LCS	0.2	2.8		2.9	1.6	0.6	1.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WPWX	Hammond	B	92.3	44.0	492	o	Crawford Bcstg Co	59	5909			Urban	6,400	0.30	3.8	3.2	2.8	2.7	3.4	3.5	3.0	3.3	3.5
WDEK	DeKalb	B	92.5	20.0	489	g	Spanish Bcstg System	61	0304	22,000	d2	Spanish AC			0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.3	0.2
WKIE	Arlington Heights	A	92.7	1.8	381	g	Spanish Bcstg System	60	0304		d2	Spanish AC	4,900		0.9	0.2	0.2	0.5	0.7	1.0	0.7	0.6	0.9
WXRT	Chicago	B	93.1	6.7	1309	a	Infinity Bcstg	59	0102		g2	Progressive	23,600	1.50	2.8	2.2	2.5	2.6	2.4	2.5	2.4	2.6	2.2
• WJTW	Joliet	A	93.5	3.0 cp	276	a	Univision Comm Inc	60	0308	32,000		AC	900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLIT	Chicago	B	93.9	4.0	1581	d	Clear Channel Comm	58	0008		g4	Soft AC	20,200	0.97	3.7	2.9	3.0	3.6	4.0	2.8	3.4	3.1	3.8
WKJL	Elgin	A	94.3	6.0	328	k	McNaughton-Jackle	60				ChrsContem				0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
WZZN	Chicago	B	94.7	4.4	1536	b	ABC/Disney	25	9602		g1	Alternative	10,300	0.97	1.9	2.0	1.8	1.5	1.5	1.8	1.7	1.7	1.4
WILL	Kenosha	B	95.1	50.0	384	f	NextMedia Group	61	0011		g4	Adult Rock	2,400		0.5	0.4	0.0	0.5	0.6	0.4	0.5	0.3	0.5
WNUA	Chicago	B	95.5	8.3	1175	d	Clear Channel Comm	59	0008		g4	Smooth Jazz	23,900	0.87	4.9	3.9	4.5	4.6	4.6	4.2	4.8	3.8	4.5
WJDK	Seneca	A	95.7	3.0	328	n	Nelson Enterprises	97	9511		7 cp	AC	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WERV	Aurora	A	95.9	2.9	338	f	NextMedia Group	61	0012	3,400	c1	Clsc Hits	1,600		0.5	0.4	0.7	0.0	0.5	0.5	0.4	0.6	0.4
WBBM	Chicago	B	96.3	4.2	1555	a	Infinity Bcstg	41	0102		g2	CHR/Dance	26,700	0.97	4.9	4.1	3.8	3.9	4.2	4.3	4.0	4.5	4.5
WLLI	Joliet	A	96.7	3.5	276	f	NextMedia Group	60	0011		g4	Rock	800		0.4	0.3	0.3	0.5	0.4	0.0	0.5	0.3	0.7
WWDV	Zion	B	96.9	38.0	486	p	Bonneville Intl	62	0102	165,000	d1	Rock				0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0
WDRW	Chicago	B	97.1	7.9 cp	1214	p	Bonneville Intl	55	0102		d1	Rock	14,800	0.83	3.2	2.8	2.4	2.5	2.6	2.5	2.9	3.0	2.7
WLUP	Chicago	B	97.9	4.0 cp	1394	p	Bonneville Intl	42	9707		g8	Clsc Rock	17,300	1.19	2.6	2.4	2.1	2.7	1.9	2.1	2.6	2.5	2.0
• WCCQ	Crest Hill	A	98.3	3.0	469	f	NextMedia Group	76	0310 p	14,000		Country	500		0.3	0.3	0.5	0.4	0.3	0.3	0.3	0.0	0.3
WFMT	Chicago	B	98.7	6.0	1542		Window to World	51	7003			Classical	6,600	0.45	2.6	1.6	2.7	1.7	2.4	2.0	2.3	2.9	2.0
WUSN	Chicago	B	99.5	5.7 cp	1394	a	Infinity Bcstg	40	0102		g2	Country	29,500	1.42	3.7	4.4	2.9	3.7	3.5	3.8	3.4	2.9	2.9
WRZA	Park Forest	B	99.9	50.0	492	j	Entravision Comm Co	62	0008		g9	Span/CHR	2,700		0.5	0.4	0.4	0.4	0.6	0.6	0.5	0.3	0.2
WNND	Chicago	B	100.3	5.7 cp	1394	p	Bonneville Intl	47	9707		g8	80s & 90s	14,400	0.99	2.6	2.0	1.5	1.9	1.7	2.1	2.3	2.4	2.2
WRXQ	Coal City	A	100.7	2.5	482	f	NextMedia Group	91	0011		g4	Clsc Rock	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKQX	Chicago	B	101.1	5.7 cp	1394		Emmis	48	8809		g	Alternative	21,500	1.24	3.1	2.1	2.0	2.2	2.4	2.3	3.1	2.8	2.8
WTMX	Skokie	B	101.9	4.2 cp	1562	p	Bonneville Intl	61	7508			AC	30,300	1.59	3.4	3.2	2.9	2.8	2.5	3.3	2.6	3.1	2.8
WXLC	Waukegan	A	102.3	3.0	322	f	NextMedia Group	63	0011	9,400	c3	Hot AC	1,700		0.1	0.0	0.0	0.4	0.0	0.0	0.4	0.0	0.0
WYBA	Crete	A	102.3	1.1	499	o	Crawford Bcstg Co	65	9710	1,800		70s & 80s	3,200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVAZ	Oak Park	B	102.7	6.0	1171	d	Clear Channel Comm	50	0008		g4	Urban AC	25,000	0.97	4.6	4.9	4.3	3.8	4.3	4.2	3.5	4.2	4.4
• WVIV	Highland Park	A	103.1	6.0	328		Univision Comm Inc	63	0310		st	Spanish	3,800		0.7	0.6	0.8	0.6	0.7	0.8	0.5	0.6	0.5
• WYXX	Morris	A	103.1	6.0	328	g	Nelson Enterprises	93	0309 p	426		Rhythmic	300			0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
WKSC	Chicago	B	103.5	4.3	1549	d	Clear Channel Comm	57	0008		g	CHR	14,000	0.89	2.8	2.5	2.4	2.3	2.5	2.9	2.2	2.6	2.0
WXRD	Crown Point	A	103.9	3.0	299	c	M&M Broadcasting Inc	72	9701		1	Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZCH	Dundee	A	103.9	2.6	322	j	Entravision Comm Co	67	0008		g4	Span/CHR	500		0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1
WJMK	Chicago	B	104.3	4.1	1575	a	Infinity Bcstg	61	0102		g2	Oldies	19,800	1.04	3.4	3.2	3.1	2.7	2.9	3.6	2.7	3.0	2.6
WOJO	Evanston	B	105.1	5.7 cp	1394	e	Univision Comm Inc	46	0310		st	Mexcn/Trpcl	14,200	0.97	2.6	3.0	3.5	2.3	2.8	2.8	2.2	2.0	2.3
WLJE	Valparaiso	A	105.5	1.3	512	h	Porter County Bcstg	67				Country	800		0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.3	0.0
WYKT	Wilmington	A	105.5	1.3	482		STARRadio Corp	80	9808	900		Rock & Roll	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZSR	Woodstock	A	105.5	1.6	568	f	NextMedia Group	74	0011		g4	AC	3,400		0.6	0.3	0.0	0.0	0.5	0.4	0.8	0.4	0.4
WCKG	Elmwood Park	B	105.9	4.1	1581	a	Infinity Bcstg	47	0102		g2	Talk/Rock	16,400	1.46	2.0	1.5	2.0	1.9	1.4	1.9	2.1	1.7	1.4
• WSRB	Lansing	A	106.3	2.0 cp	397	o	Crawford Bcstg Co	61	9705	14,750		Urban AC	1,800		0.6	0.4	0.5	0.5	0.4	0.4	0.5	0.6	0.6
WZFS	Des Plaines	B	106.7	50.0	423	l	Salem Comm Corp	71	8909	8,000		ChrsContem	4,600	0.75	1.1	1.0	0.8	0.7	0.8	1.0	0.9	0.7	1.1
WSPY	Plano	A	107.1	1.5	466	n	Nelson Enterprises	74				AC	1,100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZVN	Lowell	A	107.1	1.3	502	c	M&M Broadcasting Inc	72	9701		1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGCI	Chicago	B	107.5	3.7	1549	d	Clear Channel Comm	58	0008		g4	Urban	31,400	1.00	5.6	6.3	5.8	5.9	6.1	5.2	4.7	4.9	4.8
WLEY	Aurora	B	107.9	21.0	761	g	Spanish Bcstg System	65	9704	30,000	e	Mexican	14,100	0.70	3.6	3.2	3.1	3.4	3.5	3.1	3.6	3.3	2.6
# FM Stations -					45	# Combos -					40	FM TOTALS			74.4	66.6	63.6	63.6	66.9	66.6	65.8	65.4	63.3

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 3

Revenue Rank: 3

Chicago, IL Market Overview



Metro Counties / Population (000)

Cook, IL	5,383.4
DuPage, IL	918.2
Grundy, IL	38.2
Kane, IL	418.9
Kendall, IL	57.4
Lake, IL	663.6
McHenry, IL	272.1
Will, IL	530.7
Lake, IN	481.8
Porter, IN	148.3
Kenosha, WI	153.9
Total	9,066.5

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$388,600	\$439,400	\$534,800	\$589,900	\$533,500	\$560,600	7.6%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.1%	\$591,700	\$630,200	\$664,900	\$701,400	\$736,500	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.94/1,000	\$5.21/1,000	Local	76%		
Revenue/Capita	\$45.75	\$61.83	\$78.69	National	24%		

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	8,493.3	9,066.5	1.3%	9,066.5	9,359.8	0.6%
Households	3,039.2	3,269.5	1.5%	3,269.5	3,376.8	0.6%
Retail Sales	NA ^{1/}	113,558.7	NA ^{1/}	113,558.7	141,282.0	4.5%
EBI ^{2/}	154,637.5	201,772.7	5.5%	201,772.7	264,430.1	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	4,430.2	835.1	408.6	444.6	677.2	707.6	598.5	758.6
Women (000)	4,636.3	798.2	387.3	422.2	673.7	724.5	631.6	998.8
Total	9,066.5	1,633.4	795.8	866.8	1,350.8	1,432.1	1,230.1	1,757.5
Percentage	100.0%	18.0%	8.8%	9.6%	14.9%	15.8%	13.6%	19.4%
Per Capita	\$ 22,255		Median Household	\$ 44,654		Avg Household	\$ 61,714	
Ethnic Population:	White	65.9%	Black	18.8%	Asian	4.5%	Hispanic	17.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	20	25		25	45	42	87
Tot 12+	3.1	60.5		62.2	63.6	23.2	86.8
Avg 12+	0.2	2.4		2.5	1.4	0.6	1.0
Tot LCS	3.6	69.7		71.7	73.3	26.7	100.0
Avg LCS	0.2	2.8		2.9	1.6	0.6	1.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001									
• WIND	Chicago	B	560	5.0	5.00	e	Univision Comm Inc	27	0310		st	Spanish AC	5,600		0.5	0.8	0.5	0.7	0.7	0.5	0.5	0.5	0.4									
WSCR	Chicago	A	670	50.0	50.00	a	Infinity Bcstg	22	0008		g2	Sprts/Talk	19,800	2.08	1.7	1.5	1.4	1.6	1.4	1.5	1.1	1.6	1.8									
WGN	Chicago	A	720	50.0	50.00		Tribune Bcstg Co	24				News/Talk	36,500	0.97	6.7	7.2	6.7	6.1	4.9	6.0	6.4	5.6	5.5									
WNDZ	Portage	D	750	5.0	0.00	j	Entravision Comm Co	87	0008		g9	Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WBBM	Chicago	A	780	50.0	50.00	a	Infinity Bcstg	23	0102		g2	News	28,700	0.85	6.0	4.4	5.1	5.8	5.5	4.8	4.9	5.1	6.2									
WCSN	Chicago	D	820	5.0	0.00	q	NewsWeb Corp	41	0102	10,500		Relgn/Sprts	2,100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
• WAIT	Crystal Lake	D	850	2.5	0.00	f	NewsWeb Corp	65	0308	8,250		News/Talk	900		0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.1									
WLS	Chicago	A	890	50.0	50.00	f	ABC/Disney	24	9602		g1	News/Talk	19,600	0.70	5.0	4.0	4.6	5.1	4.5	3.7	5.0	4.2	4.8									
• WNNTD	Chicago	B	950	1.0	5.00		Multicultural Bcstg	22	0310 p		g	Spn/Nws/Tlk	3,200		0.4	0.4	0.5	0.5	0.5	0.4	0.0	0.4	0.5									
WMVP	Chicago	A	1000	50.0	50.00	b	ABC/Disney	26	9904	21,000		Sports	6,900	1.12	1.1	1.3	1.2	1.0	0.9	0.9	1.2	0.9	1.0									
WNVR	Vernon Hills	D	1030	5.0	0.12	m	Polnet Comm Ltd	88	9104	495		Polish	1,900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WLIP	Kenosha	B	1050	0.3	0.25	f	NextMedia Group	47	0011		g4	Adlt Stndrd	700			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WNWI	Oak Lawn	B	1080	3.0	0.90		Birach Bcstg Corp	65	9507	375		Intl/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WYLL	Chicago	B	1160	50.0	5.00	l	Salem Comm Corp	24	0102	29,000		Chrst/Talk	2,900		0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0									
WVIV	Chicago	B	1200	10.0	1.00	e	Univision Comm Inc	89	0310		st	Span/Talk	2,700		0.7	0.3	0.3	0.3	0.7	0.7	0.6	0.5	0.6									
WKRS	Waukegan	D	1220	1.0	0.09	f	NextMedia Group	49	0011		c3	News/Talk	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
• WJOB	Hammond	C	1230	1.0	1.00		Vazquez Development	28	0310 p		g3	1 Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WSBC	Chicago	C	1240	1.0	1.00	q	NewsWeb Corp	25	9804	5,500		Ethnc/Varty				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WWCA	Gary	B	1270	1.0	1.00		Starboard Media	49	0207 p	1,500		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WBIG	Aurora	B	1280	1.0	0.50	k	McNaughton-Jackle	38	9312	579		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WRDZ	La Grange	B	1300	4.5	4.00	b	ABC/Disney	50	9904		d6	Children	2,100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WKTA	Evanston	D	1330	5.0	0.02	m	Polnet Comm Ltd	53	8603	1,850		Diverse	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WJOL	Joliet	C	1340	1.0	1.00	f	NextMedia Group	24	0011		g4	Talk	900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WLTH	Gary	B	1370	1.0	0.50		Williams, Marion R.	50	9805	750		Talk/RhyBl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WGCI	Chicago	B	1390	5.0	5.00	d	Clear Channel Comm	24	0008		g4	Black Gospl	4,400	0.49	1.6	1.6	1.6	1.5	1.0	1.5	1.3	1.4	1.4									
WRMN	Elgin	B	1410	1.0	0.50	k	McNaughton-Jackle	49				News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WEFF	Highland Park	D	1430	1.0	0.03	m	Polnet Comm Ltd	63	0305	1,000		Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WCEV	Cicero	C	1450	1.0	1.00		Migala Comm Corp	79				Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WVON	Cicero	C	1450	1.0	1.00		Midway Bcstg	79				Talk	1,900	0.34	1.0	0.4	0.8	0.9	0.6	0.9	0.8	1.0	0.7									
WCFJ	Chicago Heights	B	1470	1.0	1.00	q	NewsWeb Corp	63	9804	420		Ethnc/Varty				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WSPY	Geneva	B	1480	1.0	0.50	n	Nelson Enterprises	61	0106	55		AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WPNA	Oak Park	C	1490	1.0	1.00		Polish Natl Alliance	50	8703	2,000		Polish	1,500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WAKE	Valparaiso	D	1500	1.0	0.00	h	Porter County Bcstg	64				Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WPJX	Zion	D	1500	0.3	0.00		Multicult of Chicag	67	0209	70		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WWHN	Joliet	D	1510	1.0	0.00		Hawkins Bcstg Co	64	8907	250		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WJJG	Elmhurst	D	1530	1.7 cp	0.00		Joseph J Gentile Inc	74	9404	700		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WCSJ	Morris	D	1550	0.3	0.01	n	Nelson Enterprises	64	9708	425		FSv/Nws/Old	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
• WBEE	Harvey	B	1570	1.0	0.50		Gallagher, M. & K.	55	0308	1,775		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WKKD	Aurora	B	1580	0.2	0.20	i	Kovas Comm	60	0112			Ethnic	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WONX	Evanston	B	1590	3.5	2.50	i	Kovas Comm	47				Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WCGO	Chicago Heights	D	1600	1.0	0.00		Kovas Comm	59	0209	750		Nostalgia	500		0.4	0.3	0.5	0.5	0.0	0.0	0.4	0.5	0.4									
WMCW	Harvard	D	1600	0.5	0.02		WPW Broadcasting	55	0003	790	na	FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
# AM Stations -						42	# Combos -						27	AM TOTALS										25.7	22.2	23.2	24.0	20.7	21.2	22.2	22.5	24.4
AM & FM Stations Profiled -						87	# Duopolies -						31	Total Local Commercial Share										88.8	86.8	87.6	87.6	87.8	88.0	87.9	87.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 4

Revenue Rank: 4

San Francisco, CA Market Overview



Metro Counties / Population (000)

Alameda, CA	1,482.1
Contra Costa, CA	971.5
Marin, CA	254.2
Napa, CA	128.5
San Francisco, CA	801.4
San Mateo, CA	724.4
Santa Clara, CA	1,740.1
Solano, CA	408.4
Sonoma, CA	474.8
Total	6,985.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$260,000	\$316,800	\$413,000	\$503,100	\$394,300	\$409,200
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.71/1,000	\$3.34/1,000	Local	70%	National	30%
Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)							
MSA Population	1997	2002	Growth Rate	2002	2007	Growth Rate	
	6,515.9	6,985.4	1.4%	6,985.4	7,464.7	1.3%	
Households	1997	2002	Growth Rate	2002	2007	Growth Rate	
	2,372.2	2,529.9	1.3%	2,529.9	2,678.6	1.1%	
Retail Sales	1997	2002	Growth Rate	2002	2007	Growth Rate	
	NA ^{1/}	110,439.3	NA ^{1/}	110,439.3	160,942.7	7.8%	
EBI ^{2/}	1997	2002	Growth Rate	2002	2007	Growth Rate	
	125,734.5	177,473.0	7.1%	177,473.0	244,666.9	6.6%	

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	3,476.1	563.9	278.0	326.9	579.5	595.6	507.6	624.5
Women (000)	3,509.2	536.2	262.0	301.0	538.7	570.7	521.5	779.1
Total	6,985.4	1,100.0	540.0	628.0	1,118.2	1,166.4	1,029.1	1,403.7
Percentage	100.0%	15.7%	7.7%	9.0%	16.0%	16.7%	14.7%	20.1%
Per Capita	\$ 25,406							
Median Household					\$ 57,632			
Avg Household								\$ 70,149
Ethnic Population:	White	56.8%	Black	7.4%	Asian	20.3%	Hispanic	20.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	12	29		29	41	28	69
Tot 12+	4.3	49.4		53.1	53.7	24.8	78.5
Avg 12+	0.4	1.7		1.8	1.3	0.9	1.1
Tot LCS	5.5	62.9		67.6	68.4	31.6	100.0
Avg LCS	0.5	2.2		2.3	1.7	1.1	1.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Monterey, San Jose & Santa Rosa.
ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	2002 Est		Avg '02 Local Comm	Summer Spring Winter Fall							
														Revenue (000)1/	Power Ratio		2003	2003	2003	2002	2002	2002	2002	2001
KFJO	Walnut Creek	A	92.1	3.0	89		Chase Radio Partners	59	0008		g2	1	Rock	400		0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.1	
KSJO	San Jose	B	92.3	32.0	466	d	Clear Channel Comm	46	9905		g2	1	AOR	9,000	1.05	2.1	1.1	1.0	1.2	1.5	1.4	2.0	1.6	1.5
• KPTI	Alameda	A	92.7	3.6	420		3 Points Media	59	0310 p	30,000			Dance	600		0.3	0.9	1.0	1.1	0.8	1.0	0.0	0.0	0.0
KFGY	Healdsburg	B	92.9	2.3	1949	o	Maverick Media	79	0108				Country	n/a			0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
KBAY	San Francisco	B	93.3	47.0	492	b	Infinity Bcstg	59	0102		g1		Rhymc/AC	7,100	1.33	1.3	0.9	0.7	1.0	0.9	1.0	1.0	0.7	1.4
KJZY	Sebastopol	A	93.7	6.0	217	m	Redwood Empire	95	9608	See (107)			Smooth Jazz	n/a		0.3	0.0	0.4	0.4	0.4	0.4	0.0	0.0	0.4
KBAA	Gilroy	B	94.5	30.0	587	g	Infinity Bcstg	70	0102				Soft Rock	n/a		1.2	1.0	0.8	1.2	1.1	1.0	1.1	0.8	0.9
KYLD	San Francisco	B	94.9	30.0	1211	d	Clear Channel Comm	58	0008		g1	1	CHR/Dance	19,100	0.97	4.8	3.6	4.0	3.8	3.6	3.7	3.6	3.8	4.0
KRTY	Los Gatos	A	95.3	0.9	860	n	Empire Bcstg Corp	66	9212	See (30)			Country	n/a		1.4	0.9	0.9	1.0	1.0	1.3	1.2	1.1	0.8
KUIC	Vacaville	B1	95.3	0.5	2024	k	Coast Radio Co	68	9807	7,000			AC	700		0.4	0.6	0.6	0.4	0.4	0.6	0.4	0.4	0.0
• KZBR	San Francisco	B	95.7	6.9	1289	a	Bonneville Intl	47	9706	39,600			Country	7,000	0.74	2.3	1.3	1.1	1.3	1.0	1.2	1.6	2.2	2.4
KOIT	San Francisco	B	96.5	24.0	1575	a	Bonneville Intl	59	7606				Soft AC	27,700	1.19	5.7	4.5	4.8	4.6	4.7	4.6	3.8	5.0	4.5
KLLC	San Francisco	B	97.3	82.0	1014	b	Infinity Bcstg	48	0102		g1		AC	17,400	1.52	2.8	2.2	2.1	2.4	1.8	2.3	2.0	1.9	2.6
KFFG	Los Altos	A	97.7	3.3	449	i	Susquehanna Radio	60	9510	8,000			AOR	800		0.3	0.2	0.2	0.4	0.2	0.1	0.2	0.3	0.2
• KVRV	Monte Rio	B1	97.7	2.1	1122		Maverick Media	77	0108				Clsc Rock	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KISQ	San Francisco	B	98.1	75.0 cp	1014	d	Clear Channel Comm	58	0008		g1	1	Rhythm/Blue	17,300	1.41	3.0	2.3	2.6	2.7	2.5	2.4	2.1	2.0	2.9
KUFX	San Jose	B	98.5	10.0	879	g	Clear Channel Comm	59	9905				Clsc Rock	n/a		1.5	0.9	0.8	0.8	1.1	1.0	1.3	1.2	1.1
KSOL	San Francisco	B	98.9	6.1	1342	h	Univision Comm Inc	64	0310		st		Spanish AC	6,900	0.70	2.4	2.4	2.4	1.9	1.5	1.7	1.6	2.5	1.7
KSOL	Santa Cruz	B	99.1	1.1	2612	h	Univision Comm Inc	61	0310				Spanish AC	n/a		0.4	0.7	0.5	0.6	0.3	0.3	0.3	0.5	0.3
• KVVN	St. Helena	A	99.3	6.0	259	q	Wine Country Bcstg	76	0308	3,000	c1		Clsc Hits	700			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KFRC	San Francisco	B	99.7	40.0	1299	b	Infinity Bcstg	49	0102		g1		Oldies	18,000	1.52	2.9	2.8	2.5	2.0	2.4	2.3	2.2	2.3	2.3
KZST	Santa Rosa	A	100.1	6.0	246	m	Redwood Empire	71					AC	n/a		0.6	0.6	0.6	0.6	0.5	0.6	0.5	0.5	0.4
KBRG	San Jose	B	100.3	14.5	2579	l	Entravision Comm Co	63	0004				Span/Varty	n/a		2.5	1.6	1.8	1.8	2.7	1.9	2.1	2.2	1.8
• KSFB	San Rafael	A	100.7	0.1 cp	2047	e	Salem Comm Corp	61	0001	8,000			ChrsContem	300			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KXTS	Calistoga	A	100.9	0.1	2946		Sinclair Telecable	96	0108		2		Spanish	n/a			0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
KIOI	San Francisco	B	101.3	125.0	1161	d	Clear Channel Comm	57	0008		g1	1	80s Hits	20,100	1.64	3.0	2.3	2.2	2.4	2.2	2.4	2.5	2.3	2.2
KKIQ	Livermore	A	101.7	4.5	381	k	Coast Radio Co	69	9807	9,000			AC	3,200		0.6	0.6	0.6	0.5	0.4	0.5	0.4	0.5	0.4
KXFX	Santa Rosa	B1	101.7	2.2	1089	o	Maverick Media	74	0108				AOR	n/a		0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.4
KDFC	San Francisco	B	102.1	33.0	1047	a	Bonneville Intl	47	9707		g		Classical	9,800	0.53	4.5	3.3	3.4	3.8	4.2	3.6	3.4	3.5	3.9
KBLX	Berkeley	B	102.9	6.6	1289	f	Inner City Bcstg	49	7906				Urban AC	15,900	1.21	3.2	2.5	2.5	2.4	2.7	2.3	2.9	2.4	2.6
KKSF	San Francisco	B	103.7	7.2	1513	d	Clear Channel Comm	47	0008		g1	1	Smooth Jazz	19,500	1.25	3.8	3.2	3.3	2.5	2.9	3.4	3.1	2.7	3.0
KMHX	Windsor	A	104.1	0.3	1106		Results Radio LLC	97	9811	See (107)			Hot AC	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KFOG	San Francisco	B	104.5	7.1	1506	i	Susquehanna Radio	63	8312	4,500			AAA	25,400	1.77	3.5	2.9	2.3	2.4	2.3	2.7	3.0	2.5	2.9
• KCNL	Sunnyvale	A	104.9	6.0	-154	d	Clear Channel Comm	70	0305 p		1		Alternative	n/a		0.9	0.8	0.6	0.7	0.7	0.9	0.7	0.8	0.6
• KRPQ	Rohnert Park	B1	104.9	6.6	548		Results Radio LLC	86	9409	See (107)			Country	n/a		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
KITS	San Francisco	B	105.3	15.0	1201	b	Infinity Bcstg	64	0102		g1		Alternative	12,100	1.02	2.9	2.0	2.5	2.4	2.1	2.2	2.5	2.3	2.2
KEMR	Santa Clara	B	105.7	50.0	499	h	Univision Comm Inc	64	0310				Mexican	n/a		1.1	0.7	0.7	1.1	1.2	0.9	0.9	0.8	0.8
KMEL	San Francisco	B	106.1	69.0	1289	d	Clear Channel Comm	60	0008		g1	1	HpHop/R&B	18,600	0.97	4.7	4.0	4.3	4.4	4.3	4.3	3.8	3.3	3.6
KEZR	San Jose	B	106.5	42.0	538	g	Infinity Bcstg	67	0102				AC	n/a		0.9	0.9	0.6	0.8	0.7	0.7	0.6	0.7	0.8
KEAR	San Francisco	B	106.9	80.0	1001		Family Stations Inc	47	5806				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSAN	San Mateo	B	107.7	8.9	1161	i	Susquehanna Radio	63	9707	44,000			Clsc Rock	9,500	1.16	2.0	1.9	1.9	1.9	1.5	1.7	1.8	1.6	1.3
# FM Stations -					41	# Combos -					33	FM TOTALS			67.7	54.0	53.7	54.9	54.6	54.4	52.6	53.0	54.0	

• Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 4

Revenue Rank: 4

San Francisco, CA Market Overview



Metro Counties / Population (000)

Alameda, CA	1,482.1
Contra Costa, CA	971.5
Marin, CA	254.2
Napa, CA	128.5
San Francisco, CA	801.4
San Mateo, CA	724.4
Santa Clara, CA	1,740.1
Solano, CA	408.4
Sonoma, CA	474.8
Total	6,985.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$260,000	\$316,800	\$413,000	\$503,100	\$394,300	\$409,200
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.8%	\$429,800	\$459,900	\$485,200	\$511,900	\$537,400	5.6%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.71/1,000	\$3.34/1,000	Local 70%
Revenue/Capita	\$39.90	\$58.58	\$71.99	National 30%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	6,515.9	6,985.4	1.4%	6,985.4	7,464.7	1.3%
Households	2,372.2	2,529.9	1.3%	2,529.9	2,678.6	1.1%
Retail Sales	NA ^{1/}	110,439.3	NA ^{1/}	110,439.3	160,942.7	7.8%
EBI ^{2/}	125,734.5	177,473.0	7.1%	177,473.0	244,666.9	6.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	3,476.1	563.9	278.0	326.9	579.5	595.6	507.6	624.5
Women (000)	3,509.2	536.2	262.0	301.0	538.7	570.7	521.5	779.1
Total	6,985.4	1,100.0	540.0	628.0	1,118.2	1,166.4	1,029.1	1,403.7
Percentage	100.0%	15.7%	7.7%	9.0%	16.0%	16.7%	14.7%	20.1%
Per Capita	\$ 25,406							
				Median Household	\$ 57,632		Avg Household	\$ 70,149
Ethnic Population:	White 56.8%		Black 7.4%		Asian 20.3%		Hispanic 20.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	12	29		29	41	28	69
Tot 12+	4.3	49.4		53.1	53.7	24.8	78.5
Avg 12+	0.4	1.7		1.8	1.3	0.9	1.1
Tot LCS	5.5	62.9		67.6	68.4	31.6	100.0
Avg LCS	0.5	2.2		2.3	1.7	1.1	1.4

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Monterey, San Jose & Santa Rosa.
ARB 12+ Metro Shares (see rights)

AM Stations		Day Power (kW)	Night Power (kW)	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001			
Calls	City of License	FCC Class	Freq	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
KSFO	San Francisco	B	560	5.0	5.00	j	ABC/Disney	25 9602		g3	Talk	12,000	0.51	5.7	3.2	4.3	4.7	4.1	3.9	4.6	4.4	5.3
KFRC	San Francisco	B	610	5.0	5.00	b	Infinity Bcstg	24 0102		g1	Oldies	3,600	0.73	1.2	1.0	0.8	0.5	0.7	1.2	1.1	0.8	0.6
KNBR	San Francisco	A	680	50.0	50.00	i	Susquehanna Radio	22 8905	21,000	e	Sports	30,000	2.29	3.2	3.1	3.2	2.2	3.5	3.5	2.9	2.0	1.9
KCBS	San Francisco	B	740	50.0	50.00	b	Infinity Bcstg	09 0102		g1	News	33,700	1.42	5.8	4.0	4.8	4.8	4.2	4.1	4.3	5.1	5.0
KGO	San Francisco	A	810	50.0	50.00	j	ABC/Disney	24 9602		g3	News/Talk	37,500	1.08	8.5	6.5	6.0	6.3	6.3	6.5	6.2	6.7	7.4
KNEW	Oakland	B	910	20.0 cp	5.00	d	Clear Channel Comm	21 0008		g1	1 Talk	400			0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KABL	Oakland	B	960	5.0	5.00	d	Clear Channel Comm	25 0008		g1	1 Adlt Stndrd	2,100	0.18	2.8	1.7	2.1	2.1	1.9	2.2	2.4	2.0	2.2
• KATD	Pittsburg	B	990	5.0	5.00	p	Multicultural Bcstg	49 0310 p		g4	Spn/Nws/Tlk	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KIQI	San Francisco	B	1010	10.0 cp	1.50	p	Multicultural Bcstg	57 0310 p		g4	Spn/Nws/Tlk	6,000	1.33	1.1	1.3	1.1	1.1	1.0	1.0	0.8	0.9	0.9
KTCT	San Mateo	B	1050	10.0	10.00	i	Susquehanna Radio	46 9710	14,500		Sports	4,900	1.20	1.0	0.7	0.4	0.7	1.0	0.8	0.6	0.9	1.0
KFAX	San Francisco	B	1100	50.0	50.00	e	Salem Comm Corp	25 8407	6,700		Chrst/Talk	500		0.6	0.7	0.5	0.5	0.5	0.6	0.4	0.4	0.6
KLOK	San Jose	B	1170	50.0	5.00	l	Entravision Comm Co	46 0004			Spanish	n/a		1.5	0.7	0.6	0.9	1.2	0.8	1.3	1.3	1.2
KDYA	Vallejo	D	1190	1.0	0.00	r	Baybridge Comm LLC	47 9312	850		Gospel			0.3	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
KSFB	Palo Alto	D	1220	5.0	0.15		Salem Comm Corp	47 0107	See (30)		Chrst/Talk	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KOIT	San Francisco	B	1260	5.0	1.00	a	Bonneville Intl	26 8311	3,500		Soft AC			0.3	0.2	0.1	0.1	0.1	0.2	0.2	0.2	0.2
KMKY	Oakland	B	1310	5.0	5.00	j	ABC/Disney	22 9805	6,250		Children	1,300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSRO	Santa Rosa	B	1350	5.0	5.00	o	Maverick Media	37 0108			Nws/Tlk/Spt	n/a			0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0
KZSF	San Jose	B	1370	5.0	5.00	c	Duharte, Carlos A.	47 0110			Span/Mexcn	n/a			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
KVTO	Berkeley	C	1400	1.0	1.00	f	Inner City Bcstg	22			Asian	1,300	0.5		0.0	0.5	0.0	0.0	0.4	0.7	0.4	0.0
KVVN	Santa Clara	B	1430	1.0	2.50		Inner City Bcstg	64 9704	See (30)		Asian	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KVON	Napa	B	1440	5.0	1.00	q	Wine Country Bcstg	47 0308		c1	Nws/Tlk/Spt	700			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KEST	San Francisco	C	1450	1.0	1.00	p	Multicultural Bcstg	22 9804		g	Asian	2,000			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KABN	Concord	B	1480	0.5	0.00		Amer Radio Brokers	61			Information	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSJX	San Jose	B	1500	10.0	5.00	c	Multicultural Bcstg	48 9803			Asian	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KMZT	Piedmont	B	1510	8.0 cp	0.23		Mt Wilson FM Bcstrs	47 9605		c1	Classical	700			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KYCY	San Francisco	B	1550	50.0 cp	10.00	b	Infinity Bcstg	47 0102		g1	Talk	1,800			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KLIV	San Jose	B	1590	5.0	5.00	n	Empire Bcstg Corp	46 6707			News	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KDia	Vallejo	B	1640	10.0	1.00	r	Baybridge Comm LLC	98			Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		# AM Stations -		28	# Combos -		24	AM TOTALS				32.5	24.4	24.8	24.3	24.5	25.2	26.3	25.1	26.3		
		AM & FM Stations Profiled -		69	# Duopolies -		26	Total Local Commercial Share				78.4	78.5	79.2	79.1	79.6	78.9	78.1	80.3			

• Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 5

Revenue Rank: 5

Dallas-Ft. Worth, TX Market Overview



Metro Counties / Population (000)

Collin, TX	539.8
Dallas, TX	2,284.0
Denton, TX	468.6
Ellis, TX	117.7
Hood, TX	43.7
Johnson, TX	133.6
Kaufman, TX	75.1
Parker, TX	93.7
Rockwall, TX	46.6
Tarrant, TX	1,502.1
Wise, TX	52.0
Total	5,356.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$249,500	\$286,400	\$325,500	\$397,600	\$369,200	\$383,800	9.0%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.0%	\$406,900	\$435,300	\$459,300	\$484,500	\$508,800	5.8%

Revenue/Retail Sales Revenue/Capita

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.77/1,000	\$4.54/1,000	Local 84%
Revenue/Capita	\$54.94	\$71.65	\$85.59	National 16%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	4,541.3	5,356.9	3.4%	5,356.9	5,944.3	2.1%
Households	1,681.1	1,947.8	3.0%	1,947.8	2,148.9	2.0%
Retail Sales	NA ^{1/}	80,414.8	NA ^{1/}	80,414.8	112,033.1	6.9%
EBI ^{2/}	81,964.1	121,159.4	8.1%	121,159.4	171,593.3	7.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,665.8	518.3	250.9	280.8	449.2	454.0	345.5	367.1
Women (000)	2,691.1	495.3	236.4	264.7	433.1	443.7	357.5	460.4
Total	5,356.9	1,013.6	487.3	545.6	882.3	897.7	703.0	827.5
Percentage	100.0%	18.9%	9.1%	10.2%	16.5%	16.8%	13.1%	15.4%
Per Capita	\$ 22,618		Median Household	\$ 48,416		Avg Household	\$ 62,204	
Ethnic Population:	White 68.6%	Black 13.8%	Asian 4.1%			Hispanic 22.8%		

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		34	31	36	27	63
Tot 12+	0.0		73.5	72.8	73.5	16.1	89.6
Avg 12+	0.0		2.2	2.3	2.0	0.6	1.4
Tot LCS	0.0		82.0	81.3	82.0	18.0	100.0
Avg LCS	0.0		2.4	2.6	2.3	0.7	1.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Waco.

FM Stations		ARB 12+ Metro Shares (see rights)																					
City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
● KTFW	Glen Rose	C1	92.1	25.0	1417 h	M&M Broadcasters Ltd	89	9607		nc	1	Country		0.6	0.4	0.5	0.4	0.4	0.6	0.6	0.5	0.5	
KXEZ	Farmersville	A	92.1	2.7	492 l	Metro Bcstrs-TX Inc	98							0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KZPS	Dallas	C	92.5	100.0	1667 j	Clear Channel Comm	48	0008		g		Clsc Rock	12,300	1.11	2.9	2.5	2.6	2.4	2.2	2.6	2.3	2.5	3.1
KDBN	Haltom City	C2	93.3	2.9	456 g	Susquehanna Radio	96					Clsc Rock	8,000	0.74	2.8	1.7	1.6	1.9	2.0	2.8	2.8	3.1	1.4
KLNO	Fort Worth	C	94.1	100.0	1591 c	Univision Comm Inc	64	0310		st		Mexican	7,400	0.38	5.1	3.7	4.4	5.2	5.1	4.5	5.5	4.4	3.7
KSOC	Gainesville	C	94.5	100.0	1906 k	Radio One Inc	58	0102		g		Hip Hop	2,000	0.33	1.6	2.0	1.7	1.6	1.3	2.0	1.3	1.5	0.8
KLTY	Arlington	C	94.9	100.0 cp	1667 m	Salem Comm Corp	49	9612		sw		ChrsContem	12,600	0.94	3.5	3.2	3.5	3.7	3.1	3.9	3.2	2.5	2.9
● KHVI	Howe	C2	95.3	15.0	889 l	Metro Bcstrs-TX Inc	49					Americana	700		0.2	0.5	0.7	0.7	0.0	0.3	0.5	0.0	0.0
● KFWR	Mineral Wells	C1	95.9	80.0	1079	LKCM Radio Group LP	70	0209	6,000			Country				0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
KSCS	Fort Worth	C	96.3	100.0	1611 b	ABC/Disney	49	9602		g3		Country	21,900	1.21	4.7	4.1	3.8	4.3	3.7	4.3	3.8	3.8	5.0
● KMEO	Flower Mound	C	96.7	93.0	2038 b	ABC/Disney	69	9811	23,000			Country	3,500	0.43	2.1	1.6	1.5	1.6	1.7	1.9	1.8	1.9	1.9
KEGL	Fort Worth	C	97.1	100.0	1667 j	Clear Channel Comm	59	9905		g4		Rock	12,100	1.02	3.1	2.5	2.3	2.3	2.2	2.8	2.9	2.1	3.2
KBFB	Dallas	C	97.9	100.0	1611 k	Radio One Inc	61	0008		g4		Hip Hop	7,000	0.63	2.9	4.6	3.6	3.9	3.2	2.7	2.6	2.3	2.7
KBOC	Bridgeport	A	98.3	6.0	226	Witko Bcstg LLC	82	9907	550			Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KLUV	Dallas	C	98.7	100.0	1663 e	Infinity Bcstg	61	0102		g2		Oldies	23,000	1.33	4.5	4.4	3.9	4.0	4.3	3.6	4.3	4.1	3.9
KHCK	Denton	C	99.1	100.0	1168 c	Univision Comm Inc	88	0310		st		Span/Tejno	4,400	1.04	1.1	0.7	0.5	0.9	0.8	1.4	0.8	0.9	0.8
KPLX	Fort Worth	C	99.5	100.0	1677 g	Susquehanna Radio	62	9701				Country	25,000	0.99	6.6	4.9	5.2	5.5	6.1	6.0	5.8	5.6	6.1
KRBV	Dallas	C	100.3	100.0 cp	1821 e	Infinity Bcstg	65	0102		g2		Top 40	6,700	0.70	2.5	1.9	1.9	2.0	1.7	1.9	2.2	2.3	2.6
● KWRD	Highland Village	C	100.7	100.0	1841 m	Salem Comm Corp	88	0012		sw		Chrst/Talk	4,800			0.4	0.3	0.4	0.0	0.0	0.0	0.0	0.0
WRR	Dallas	C	101.1	100.0	1509	City of Dallas	48					Classical	3,600	0.39	2.4	2.3	1.8	2.0	2.2	2.0	1.8	2.8	2.0
KZMP	Azle	C	101.7	92.0 cp	2034 f	Entravision Comm Co	67	0008		g4		Mexican	4,100	0.56	1.9	0.7	0.8	1.3	2.3	2.0	1.4	2.2	1.2
KDGE	Ft Worth-Dallas	C	102.1	100.0	1447 j	Clear Channel Comm	62	0008		g		Alternative	10,800	0.78	3.6	2.8	3.4	3.2	3.0	3.1	3.2	3.3	3.2
KDMX	Dallas	C	102.9	100.0	1348 j	Clear Channel Comm	65	9905		g4		AC	14,200	1.20	2.9	2.9	2.6	2.5	3.2	2.8	2.3	2.7	2.6
● KESN	Allen	C	103.3	100.0	1841 b	ABC/Disney	93	0010	18,000			Sports	1,000		0.7	0.8	0.9	0.8	0.9	0.4	0.8	0.6	0.6
KVIL	Highland Park	C	103.7	100.0 cp	1663 e	Infinity Bcstg	61	0102		g2		Lite Rock	29,300	2.06	3.7	3.2	2.8	2.9	3.4	3.0	3.6	3.5	3.0
KTDK	Sanger	C3	104.1	11.0	492 g	Susquehanna Radio	89	9806		g		Sprts/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KKDA	Dallas	C	104.5	100.0	1667 a	Service Bcstg Corp	47					Urban	24,300	0.96	6.6	6.2	7.2	6.3	6.8	6.4	6.2	5.4	5.7
KTCY	Pilot Point	C1	104.9	16.0	1755 f	Entravision Comm Co	83	0208	35,000			Span/CHR	1,000	0.26	1.0	0.9	0.8	0.8	0.7	0.6	1.3	1.0	0.8
KLLI	Dallas	C	105.3	100.0	1529 e	Infinity Bcstg	68	0102		g2		Talk	10,000	0.93	2.8	1.8	2.5	1.9	1.8	2.4	2.2	2.3	3.0
KRNB	Decatur	C	105.7	94.0	1890 a	Service Bcstg Corp	68	9503	1,500			Rhythm/Blue	3,800	0.58	1.7	1.3	1.0	0.9	1.1	1.5	1.0	1.5	1.9
KHKS	Denton	C	106.1	100.0	1667 j	Clear Channel Comm	47	0008		g		CHR	23,000	1.20	5.0	3.6	3.2	3.5	3.6	3.9	4.5	4.7	4.8
● KKDL	Muenster	C	106.7	75.0	2034 f	Entravision Comm Co	91	0101	18,875	sw		CHR/Dance			1.2	0.9	1.6	1.4	0.0	0.0	0.0	0.0	0.0
● KRVF	Kerens	C3	106.9	21.5	364	First Bcstg Co LP	79	0303		sw		Oldies			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.3
● KDXX	Benbrook	C1	107.1	74.0	1050 c	Univision Comm Inc	90	0310		st		Spanish AC	800		0.4	0.8	0.9	0.8	0.4	0.4	0.3	0.6	0.0
KOAI	Fort Worth	C1	107.5	28.0	1591 e	Infinity Bcstg	65	0102		g2		Smooth Jazz	11,300	0.70	4.2	3.5	3.3	3.1	3.4	3.7	3.5	4.1	3.5
KESS	Lewisville	C1	107.9	100.0	981 c	Univision Comm Inc	99	0310		st		Span/Mexcn	1,200	0.28	1.1	2.6	3.0	1.9	2.5	1.4	1.5	0.8	0.3
# FM Stations -					36	# Combos -					32	FM TOTALS		82.4	74.1	73.5	74.3	74.5	74.9	74.0	73.5	71.5	

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 5

Revenue Rank: 5

Dallas-Ft. Worth, TX Market Overview



Metro Counties / Population (000)

Collin, TX	539.8
Dallas, TX	2,284.0
Denton, TX	468.6
Ellis, TX	117.7
Hood, TX	43.7
Johnson, TX	133.6
Kaufman, TX	75.1
Parker, TX	93.7
Rockwall, TX	46.6
Tarrant, TX	1,502.1
Wise, TX	52.0
Total	5,356.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$249,500	\$286,400	\$325,500	\$397,600	\$369,200	\$383,800
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	4.0%	\$406,900	\$435,300	\$459,300	\$484,500	\$508,800	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.77/1,000	\$4.54/1,000	Local	84%		
Revenue/Capita	\$54.94	\$71.65	\$85.59	National	16%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	4,541.3	5,356.9	3.4%	5,356.9	5,944.3
Households	1,681.1	1,947.8	3.0%	1,947.8	2,148.9	2.0%
Retail Sales	NA ^{1/}	80,414.8	NA ^{1/}	80,414.8	112,033.1	6.9%
EBI ^{2/}	81,964.1	121,159.4	8.1%	121,159.4	171,593.3	7.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,665.8	518.3	250.9	280.8	449.2	454.0	345.5	367.1
Women (000)	2,691.1	495.3	236.4	264.7	433.1	443.7	357.5	460.4
Total	5,356.9	1,013.6	487.3	545.6	882.3	897.7	703.0	827.5
Percentage	100.0%	18.9%	9.1%	10.2%	16.5%	16.8%	13.1%	15.4%
Per Capita	\$ 22,618							
				Median Household	\$ 48,416		Avg Household	\$ 62,204
Ethnic Population:	White	68.6%	Black	13.8%	Asian	4.1%	Hispanic	22.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		34	31	36	27	63
Tot 12+	0.0		73.5	72.8	73.5	16.1	89.6
Avg 12+	0.0		2.2	2.3	2.0	0.6	1.4
Tot LCS	0.0		82.0	81.3	82.0	18.0	100.0
Avg LCS	0.0		2.4	2.6	2.3	0.7	1.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Waco.

AM Stations		ARB 12+ Metro Shares (see rights)																						
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)				
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
• KDFT	Ferris	D	540	1.0	0.25	i	Multicultural Bcstg	88	0007		g	Span/Gospl	700		0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
KLIF	Dallas	B	570	5.0	5.00	g	Susquehanna Radio	22	9702	4,200		Talk	4,000	0.87	1.2	1.7	1.9	1.6	1.2	1.3	1.2	0.8	1.0	
KMKI	Plano	B	620	5.0	4.50	b	ABC/Disney	39	9812	12,000	e	Children	1,000		0.1	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	
KSKY	Balch Springs	B	660	20.0	0.70	m	Salem Comm Corp	41	0007	7,500	sw	BkGsp/Talk	1,600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKDA	Grand Prairie	B	730	0.5	0.50	a	Service Bcstg Corp	57	8212			Urban	1,300		0.7	0.9	0.7	0.5	0.4	0.6	0.6	0.6	0.7	
KAAM	Garland	B	770	10.0	1.00		Crawford Bcstg Co	90				AdStd/Nstlg	500	0.09	1.5	1.1	0.7	0.8	1.5	1.6	1.3	1.1	1.2	
WBAP	Fort Worth	A	820	50.0	50.00	b	ABC/Disney	22	9602		g3	Nws/Tlk/Spt	25,700	1.34	5.0	4.1	4.6	4.4	4.3	4.4	3.8	4.5	5.2	
• KJON	Carrollton	D	850	5.0	0.00		Family Worship Cntr	70	0211	4,200		Cntry/BlGrs				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFJZ	Fort Worth	D	870	0.5	0.00		Lujan, Christobal	47	8804	1,300		Mexican	900		0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
KHVN	Fort Worth	B	970	1.0	0.27	d	Mortenson Bcstg Co	46	0206	4,500		Gospel	2,200	0.44	1.3	1.0	1.3	0.9	0.9	0.9	1.1	1.1	1.6	
KGGR	Dallas	D	1040	3.3	0.00	d	Mortenson Bcstg Co	47	9604	1,150		Gospel	900		0.3	0.0	0.5	0.4	0.4	0.0	0.0	0.4	0.5	
KRLD	Dallas	A	1080	50.0	50.00	e	Infinity Bcstg	26	0102		g2	News	25,000	2.10	3.1	2.7	2.5	2.4	2.7	2.5	2.6	2.9	3.1	
• KCLE	Cleburne	B	1140	0.9	0.71		First Bcstg Co LP	47	0304	1,400	1	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KBIS	Highland Park	D	1150	1.0	0.01		NT Radio LLC	60	0305	3,250		Ethnic	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFXR	Dallas	B	1190	50.0	5.00	j	Clear Channel Comm	47	0103	16,000		Sports	800			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KZEE	Weatherford	D	1220	0.5	0.01		Tarrant Radio Bcstg	56	0111	800		Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KESS	Fort Worth	B	1270	50.0	5.00	c	Univision Comm Inc	22	0310		st	Spn/Nws/Spt	3,300		0.8	0.2	0.2	0.5	0.5	0.4	1.0	1.1	0.5	
KTCK	Dallas	B	1310	9.0	5.00	g	Susquehanna Radio	20	9609	14,000		Sprts/Talk	21,200	2.05	2.7	2.3	2.3	3.3	2.9	2.8	1.8	2.8	2.4	
• KAHZ	Hurst	B	1360	50.0	0.89	i	Multicultural Bcstg	47	0310 p		g	Spn/Nws/Tlk	1,100		0.1	0.8	0.7	0.7	0.4	0.0	0.0	0.0	0.4	
KBEC	Waxahachie	B	1390	0.5	0.26		F & R Tuck Inc	55				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KPIR	Granbury	B	1420	0.5	0.50		BBC Broadcasting	80	0206	150		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KTNO	University Park	B	1440	9.0	0.35	d	Mortenson Bcstg Co	38	9709	650		Span/Chrst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KHCK	Dallas	B	1480	5.0	1.90	c	Unlvision Comm Inc	52	0310		st	Spn/Tej/Spt	2,500		0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.4	
• KZMP	University Park	B	1540	32.0	0.75	f	Entravision Comm Co	45	0008		g4	Mexican	800		0.2	0.2	0.2	0.0	0.2	0.1	0.2	0.3	0.2	
KPYK	Terrell	D	1570	0.3	0.01		Mohnkem Electronics	86	9202	25	+	Big Band				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KRVA	Cockrell Hill	B	1600	5.0	0.93	f	Entravision Comm Co	47	0008		g4	Span/Varty	100			0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0	
KTBK	Sherman	B	1700	10.0	0.70	g	Susquehanna Radio	99				Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
				# AM Stations -		27		# Combos -		18		AM TOTALS				17.3	16.2	16.1	16.0	15.5	15.1	14.4	15.6	17.3
				AM & FM Stations Profiled -		63		# Duopolies -		22		Total Local Commercial Share				90.3	89.6	90.3	90.0	90.0	88.4	89.1	88.8	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 6

Revenue Rank: 10

Philadelphia, PA Market Overview



Metro Counties / Population (000)

Bucks, PA	604.3
Chester, PA	442.0
Delaware, PA	547.8
Montgomery, PA	757.1
Philadelphia, PA	1,496.9
Burlington, NJ	429.3
Camden, NJ	509.0
Gloucester, NJ	258.8
Total	5,045.2

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$223,400	\$259,000	\$297,300	\$315,300	\$285,800	\$313,600
Δ 01 - 02	9.7%						
★★	2003	2004	2005	2006	2007	Δ 02 - 07	
	\$332,000	\$355,300	\$374,800	\$395,400	\$415,200	5.8%	

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.86/1,000	\$5.31/1,000	Local 70%
Revenue/Capita	\$45.63	\$62.16	\$81.75	National 30%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	4,895.4	5,045.2	0.6%	5,045.2	5,078.6	0.1%
Households	1,796.8	1,901.4	1.1%	1,901.4	1,935.3	0.4%
Retail Sales	NA ^{1/}	64,557.6	NA ^{1/}	64,557.6	78,205.0	3.9%
EBI ^{2/}	90,941.0	106,601.1	3.2%	106,601.1	132,620.5	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,416.6	425.2	225.8	221.9	324.9	391.4	340.9	486.5
Women (000)	2,628.6	407.6	214.2	227.8	339.1	412.1	369.7	658.0
Total	5,045.2	832.8	440.1	449.8	664.1	803.5	710.5	1,144.5
Percentage	100.0%	16.5%	8.7%	8.9%	13.2%	15.9%	14.1%	22.7%
Per Capita	\$ 21,129							
Median Household					\$ 44,229			
Avg Household								\$ 56,064
Ethnic Population:		White 71.4%	Black 20.4%	Asian 3.7%			Hispanic 5.4%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	16		16	18	25	43
Tot 12+	3.8	56.0		59.8	59.8	21.1	80.9
Avg 12+	3.8	3.5		3.7	3.3	0.8	1.9
Tot LCS	4.7	69.2		73.9	73.9	26.1	100.0
Avg LCS	4.7	4.3		4.6	4.1	1.0	2.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Atlantic City & Trenton, NJ.

FM Stations		ARB 12+ Metro Shares (see rights)																					
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price ('000)	L M A	Format	2002 Est Revenue ('000)1/	Power Ratio	Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
															2003	2003	2003	2002	2002	2002	2002	2002	2001
WXTU	Philadelphia	B	92.5	15.0	cp	909 a	58	8308	6,000		Country	10,200	0.72	4.5	3.7	4.0	3.5	3.8	4.0	3.7	3.7	3.4	
• WMMR	Philadelphia	B	93.3	16.5		866 c	42	9708		sw	Rock	15,700	1.32	3.8	2.8	3.3	2.6	2.8	3.3	2.7	3.5	2.9	
WYSP	Philadelphia	B	94.1	16.0		899 b	71	0102		g1	Rock	26,000	1.41	5.9	4.2	3.8	3.3	4.5	3.8	5.2	5.0	5.0	
WMWX	Philadelphia	B	95.7	11.0		1148 c	49	9707	41,800		Hot AC	5,000	0.94	1.7	1.4	1.7	1.7	1.6	1.7	1.5	0.9	1.5	
WPTP	Philadelphia	B	96.5	17.0		866 a	57	9705	65,000		80s Hits	3,600	0.52	2.2	1.5	1.6	1.5	1.7	1.6	1.5	1.6	2.0	
WZZE	Glen Mills	D	97.3	0.0		184					CHR				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPST	Trenton	B	97.5	48.0		430					1 CHR	n/a		1.4	1.4	1.3	1.2	1.1	1.3	1.2	1.2	1.2	
• WOGL	Philadelphia	B	98.1	12.5		1001 b	44	0102		g1	Oldies	18,700	1.01	5.9	4.3	4.0	4.1	4.2	4.0	5.0	5.0	4.3	
WUSL	Philadelphia	B	98.9	18.0		830 d	61	0008		g1	Urban	14,500	0.67	6.9	5.9	5.4	5.8	6.2	5.4	6.0	5.2	5.7	
WPLY	Media	B	100.3	17.0	cp	863 g	82	0002	80,000		Alternative	13,000	1.30	3.2	2.7	2.0	2.6	2.7	2.0	3.2	2.2	2.1	
WBEB	Philadelphia	B	101.1	14.0		942					Soft Rock	30,000	1.09	8.8	5.0	6.6	5.7	6.5	6.6	7.1	7.5	7.0	
WIOQ	Philadelphia	B	102.1	27.0		669 d	41	0008		g1	CHR/Top40	20,200	0.98	6.6	4.6	5.5	5.5	5.1	5.5	5.7	5.2	5.3	
WMGK	Philadelphia	B	102.9	8.9		1148 c					Clsc Rock	14,500	1.22	3.8	3.5	3.1	3.1	3.1	3.1	3.3	3.0	2.3	
WPHI	Jenkintown	A	103.9	0.3		1001 g	60	9705	20,000		CHR/Rhymc	6,000	0.56	3.4	3.9	3.8	3.5	3.1	3.8	2.6	3.2	2.7	
WSNI	Philadelphia	B	104.5	16.0		873 d	65	0008		g1	AC	10,500	1.34	2.5	2.7	2.7	4.2	3.9	2.7	2.1	2.1	2.0	
• WOJZ	Egg Harbor City	B1	104.9	10.0		509			16,000		Smooth Jazz	3,000		0.7	0.0	0.0	0.6	0.6	0.4	0.6	0.7	0.6	
WDAS	Philadelphia	B	105.3	16.5		873 d	59	0008		g1	Urban AC	24,100	0.99	7.8	7.5	6.6	6.9	6.5	6.6	6.5	6.1	5.8	
WJJZ	Philadelphia	B	106.1	22.5		742 d	59	0008		g1	Smooth Jazz	18,700	0.90	6.6	4.7	4.4	4.3	5.1	4.4	5.2	5.9	5.4	
# FM Stations -						18					# Combos -	14											
FM TOTALS														75.7	59.8	59.8	60.1	62.5	60.2	63.1	62.0	59.2	

• Indicates a change since last edition
 1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 6

Revenue Rank: 10

Philadelphia, PA Market Overview



Metro Counties / Population (000)

Bucks, PA	604.3
Chester, PA	442.0
Delaware, PA	547.8
Montgomery, PA	757.1
Philadelphia, PA	1,496.9
Burlington, NJ	429.3
Camden, NJ	509.0
Gloucester, NJ	258.8
Total	5,045.2

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$223,400	\$259,000	\$297,300	\$315,300	\$285,800	\$313,600	7.0%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
9.7%	\$332,000	\$355,300	\$374,800	\$395,400	\$415,200	5.8%	

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.86/1,000	\$5.31/1,000	Local 70%
Revenue/Capita	\$45.63	\$62.16	\$81.75	National 30%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	4,895.4	5,045.2	0.6%	5,045.2	5,078.6	0.1%
Households	1,796.8	1,901.4	1.1%	1,901.4	1,935.3	0.4%
Retail Sales	NA ^{1/}	64,557.6	NA ^{1/}	64,557.6	78,205.0	3.9%
EBI ^{2/}	90,941.0	106,601.1	3.2%	106,601.1	132,620.5	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,416.6	425.2	225.8	221.9	324.9	391.4	340.9	486.5
Women (000)	2,628.6	407.6	214.2	227.8	339.1	412.1	369.7	658.0
Total	5,045.2	832.8	440.1	449.8	664.1	803.5	710.5	1,144.5
Percentage	100.0%	16.5%	8.7%	8.9%	13.2%	15.9%	14.1%	22.7%
Per Capita	\$ 21,129							
				Median Household	\$ 44,229		Avg Household	\$ 56,064
Ethnic Population:	White	71.4%	Black	20.4%	Asian	3.7%	Hispanic	5.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	16		16	18	25	43
Tot 12+	3.8	56.0		59.8	59.8	21.1	80.9
Avg 12+	3.8	3.5		3.7	3.3	0.8	1.9
Tot LCS	4.7	69.2		73.9	73.9	26.1	100.0
Avg LCS	4.7	4.3		4.6	4.1	1.0	2.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in At:amtic City & Trenton, NJ.

AM Stations		ARB 12+ Metro Shares (see rights)																						
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2003	2003	2003	2002	2002	2002	2002	2001	
WFIL	Philadelphia	B	560	5.0	5.00	e	Salem Comm Corp	22	9310	4,000		Chrst/Talk	2,200		0.5	0.6	0.4	0.7	0.3	0.4	0.5	0.0	0.5	
WIP	Philadelphia	B	610	5.0	5.00	b	Infinity Bcstg	22	0102		g1	Sprts/Talk	17,300	1.49	3.7	2.5	3.2	3.4	3.2	3.2	2.9	3.2	3.1	
WWJZ	Mount Holly	B	640	50.0	0.95		ABC/Disney	93	0001	14,000		Children	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPHE	Phoenixville	D	690	1.0	0.00		Salvation Bcstg Co	78				Span/Inspr				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WVCH	Chester	D	740	1.0	0.01		WVCH Comm Inc	48				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTMR	Camden	B	800	5.0	0.50	a	Beasley Bcst Group	48	9810	8,000		Christian	1,400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWDB	Philadelphia	D	860	10.0	0.00	a	Beasley Bcst Group	25	8608	2,400		Bus News	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WURD	Philadelphia	D	900	1.0	0.04	f	Levas Comm LLC	58	0304	4,250		Tlk/Nws/Inf	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPEN	Philadelphia	B	950	50.0 cp	50.00	c	Greater Media	29	7501			Big Band	4,800	0.37	4.1	3.6	3.2	2.8	2.5	3.2	3.0	3.4	3.3	
WZZD	Philadelphia	B	990	50.0	10.00	e	Salem Comm Corp	24	9406		g	CCTmp/Chrst	1,900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KYW	Philadelphia	A	1060	50.0	50.00	b	Infinity Bcstg	21	0102		g1	News	39,000	1.48	8.4	6.8	7.4	8.2	7.0	7.4	5.8	6.8	7.9	
WNAP	Norristown	D	1110	4.8	0.00		GHB Bcstg	46				Gospel	800			0.6	0.0	0.5	0.0	0.0	0.5	0.4	0.4	
WPHT	Philadelphia	A	1210	50.0	50.00	b	Infinity Bcstg	22	0102		g1	Talk	4,900	0.42	3.7	2.8	3.6	3.2	2.9	3.6	3.0	2.4	3.6	
WEMG	Camden	B	1310	1.0	0.25		Mega Comm Inc	25	9812	2,000		Spanish				0.8	0.9	0.9	0.6	0.7	0.9	0.5	0.6	
WHAT	Philadelphia	C	1340	1.0	1.00		Inner City Bcstg	25	0002	1,500		Talk	1,500	0.48	1.0	0.8	0.7	0.7	0.9	0.7	0.6	1.1	0.8	
WNJC	Vineland	B	1360	5.0	0.80		Forsythe Bcstg Co	46	9502	161		Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPAZ	Pottstown	D	1370	1.0	0.00		Great Scott Bcstg	51				Nws/Tlk/AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WCOJ	Coatesville	B	1420	5.0	5.00		Route 81 Radio LLC	49	0308 p		na	News/Talk	1,100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNPV	Lansdale	B	1440	2.5	0.50		WNPV Inc	60				News/Info	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WIFI	Florence	B	1460	5.0	0.50		Real Life Bcstg	85				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDAS	Philadelphia	B	1480	5.0	1.00	d	Clear Channel Comm	23	0008		g1	Gospel	2,700	0.51	1.7	1.3	1.2	1.2	1.1	1.2	1.7	1.4	1.2	
WBCB	Levittown-Fairles	C	1490	1.0	1.00		Progressive Bcstg Co	57	9211	550		Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCHE	West Chester	D	1520	1.0 cp	0.00		Chester County Radio	63	9708	230		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNWR	Philadelphia	D	1540	50.0	0.00		New World Radio Inc	47	9711	1,400		Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPWA	Chester	B	1590	2.5 cp	1.00		Joo, Sun Young	47	0109	675		Relgn/BkGsp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		25	# Combos -		9	AM TOTALS						24.5	19.3	21.1	20.8	18.6	21.1	18.4	19.3	21.2
				AM & FM Stations Profiled -		43	# Duopolies -		11	Total Local Commercial Share						79.1	80.9	80.9	81.1	81.3	81.5	81.3	80.4	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 7

Revenue Rank: 8

Houston-Galveston, TX Market Overview



Metro Counties / Population (000)

Brazoria, TX	252.2
Chambers, TX	27.4
Fort Bend, TX	380.2
Galveston, TX	256.8
Harris, TX	3,512.7
Liberty, TX	73.4
Montgomery, TX	316.9
Waller, TX	34.8
Total	4,854.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$229,100	\$261,000	\$294,000	\$328,600	\$313,200	\$357,500
★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	14.1%	\$377,300	\$403,700	\$425,900	\$449,300	\$471,800	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$5.71/1,000	2007 \$5.47/1,000	Est. Breakout			
Revenue/Capita	\$53.63	\$73.64	\$88.76	Local	71%		
				National	29%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	4,271.6	4,854.4	2.6%	4,854.4	5,315.6
Households	1,515.7	1,700.6	2.3%	1,700.6	1,852.3	1.7%
Retail Sales	NA ^{1/}	62,625.3	NA ^{1/}	62,625.3	86,258.1	6.6%
EBI ^{2/}	73,514.0	100,908.6	6.5%	100,908.6	138,074.6	6.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,417.2	479.6	239.9	251.2	377.0	397.7	333.2	338.6
Women (000)	2,437.2	457.5	226.9	237.2	372.7	397.3	336.4	409.2
Total	4,854.4	937.2	466.9	488.4	749.7	795.0	669.6	747.8
Percentage	100.0%	19.3%	9.6%	10.1%	15.4%	16.4%	13.8%	15.4%
Per Capita	\$ 20,787	Median Household		\$ 45,427	Avg Household		\$ 59,338	
Ethnic Population:	White 62.0%	Black 16.9%	Asian 5.1%	Hispanic 30.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		28	24	31	25	56
Tot 12+	0.0		69.8	69.7	69.8	15.2	85.0
Avg 12+	0.0		2.5	2.9	2.3	0.6	1.5
Tot LCS	0.0		82.1	82.0	82.1	17.9	100.0
Avg LCS	0.0		2.9	3.4	2.6	0.7	1.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Beaumont-Port Arthur.
ARB 12+ Metro Shares (see rights)

FM Stations		FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)			
Calls	City of License											Freq	Revenue (000)1/		Power Ratio	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002
KRTS	Seabrook	C1	92.1	50.0	981	Stude, M.S., et al	84	8705	2,250	e	Classical	1,900		0.9	0.8	0.7	0.5	0.7	0.8	0.7	0.8	0.9
KKBQ	Pasadena	C	92.9	100.0	1919	d Cox Radio Inc	62	0008		g	Country	18,400	1.47	3.5	2.9	3.0	3.5	2.6	3.2	2.6	3.3	2.8
• KQBU	Port Arthur	C	93.3	100.0	1952	g Univision Comm Inc	92	0310			Mexican	n/a		0.9	0.9	1.1	0.7	0.8	0.9	0.9	0.7	0.7
KKRW	Houston	C	93.7	100.0	1719	b Clear Channel Comm	64	0008		g	Clsc Rock	13,300	1.06	3.5	2.3	2.3	2.5	2.6	2.7	3.1	3.4	2.8
KTBZ	Houston	C	94.5	100.0	1919	b Clear Channel Comm	63	0008		g	Modern Rock	10,200	0.59	4.8	3.0	3.4	2.8	3.8	4.0	4.1	4.3	3.8
KHJZ	Houston	C	95.7	100.0	1919	a Infinity Bcstg	59	0102		g1	Smooth Jazz	9,700	1.13	2.4	2.7	3.2	2.9	2.1	1.9	2.0	2.4	1.8
KHMX	Houston	C	96.5	100.0	1919	b Clear Channel Comm	61	9905		g8	Hot AC	15,300	1.34	3.2	2.6	2.7	2.7	2.8	2.5	2.5	2.7	3.0
• KIOX	El Campo	C1	96.9	100.0	981	c Liberman Bcstg Inc	68	0210	3,150	d1	Span/CHR			0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KTHT	Cleveland	C	97.1	100.0	1847	d Cox Radio Inc	92	0008		g6	Country	3,600	0.50	2.0	3.1	3.6	2.5	1.8	1.6	1.7	1.7	1.9
KRWP	Beaumont	C	97.5	100.0	1955	i Cumulus Bcstg Inc	48	9804		d1	Urban	1,800		0.8	1.0	0.9	1.0	1.0	1.1	0.8	0.7	0.0
KBXX	Houston	C	97.9	100.0	1919	e Radio One Inc	58	0008		g5	R&B/Od/HpH	20,500	0.92	6.2	5.3	5.1	5.8	5.0	4.9	4.8	5.4	5.9
KTJM	Port Arthur	C	98.5	100.0	1952	c Liberman Bcstg Inc	63	0103	44,000	d2	Mexican	5,600	0.65	2.4	1.7	1.8	1.4	1.3	2.0	1.7	2.5	2.1
KODA	Houston	C	99.1	100.0	1919	b Clear Channel Comm	58	0008		g	Soft AC	32,100	1.14	7.9	5.9	5.8	6.6	6.3	5.9	6.2	7.0	7.6
KUST	Willis	A	99.7	3.5 cp	433	j New Wavo Comm	98	9704	158	2c	Country			0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0
KSHN	Liberty	C2	99.9	26.5	679	Trinity River Valley	91				AC/Old/Cty	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KILT	Houston	C	100.3	100.0	1919	a Infinity Bcstg	61	0102		g1	Country	26,500	1.51	4.9	3.5	3.5	4.2	3.5	3.9	4.1	4.5	4.1
KOBT	Winnie	C	100.7	100.0	1952	g Univision Comm Inc	87	0310		st	Spn/Rym/CH	2,500		0.8	0.9	0.5	0.4	0.0	0.1	0.2	1.1	1.4
KLOL	Houston	C	101.1	100.0	1919	b Clear Channel Comm	47	0008		g	Rock	15,200	1.37	3.1	2.2	3.1	2.6	3.0	2.5	2.4	2.8	2.9
• KSTB	Crystal Beach	A	101.5	6.0	184	i Cumulus Bcstg Inc	95	0206	2,500		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KXGJ	Bay City	C1	101.7	100.0	449	c Liberman Bcstg Inc	95	0210		d1	Tropical				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMJQ	Houston	C	102.1	100.0	1719	e Radio One Inc	64	0008		g5	Urban	24,100	1.01	6.7	5.3	4.6	5.6	5.7	4.9	5.3	5.7	6.7
KLTN	Houston	C	102.9	100.0	984	g Univision Comm Inc	60	0310		st	Mexican	27,900	1.07	7.3	6.8	6.5	6.7	7.2	6.5	6.7	5.8	5.6
KJOJ	Freeport	C	103.3	100.0	994	c Liberman Bcstg Inc	65	0103		d2	Mexican	900		0.7	0.4	0.3	0.6	0.4	0.7	0.6	0.6	0.6
KVST	Willis	C3	103.7	15.0	427	j New Wavo Comm	93	9107	125	cp	Country	1,400		0.4	0.0	0.0	0.0	0.5	0.4	0.4	0.4	0.0
KRBE	Houston	C	104.1	100.0	1919	Susquehanna Radio	59	8610			CHR	21,200	1.06	5.6	4.7	5.0	4.6	4.3	5.1	4.4	4.8	4.6
• KPTY	Missouri City	C3	104.9	2.7	981	g Univision Comm Inc	68	0310		st	Hip Hop	4,000	0.62	1.8	4.4	4.4	3.9	2.8	2.8	2.1	0.5	0.6
KLTO	Crystal Beach	A	105.3	6.0 cp	180	g Univision Comm Inc	89	0310		st	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KOVE	Galveston	C	106.5	100.0	1322	g Univision Comm Inc	68	0310		st	Span/AdCHR	13,500	1.02	3.7	2.5	2.6	2.8	2.9	3.2	3.3	3.2	2.9
KHPT	Conroe	C	106.9	100.0	1900	d Cox Radio Inc	91	0009		sw	80s Hits	4,100	0.42	2.7	2.3	2.2	2.0	2.5	2.5	2.6	2.0	2.1
KLDE	Lake Jackson	C	107.5	98.0	1972	d Cox Radio Inc	64	0008		g	Oldies	17,200	1.27	3.8	2.7	2.5	3.0	3.3	3.1	3.9	3.1	2.7
KQQK	Beaumont	C	107.9	100.0	1808	c Liberman Bcstg Inc	67	0210	24,000		Span/CHR	2,500	0.44	1.6	0.9	0.9	1.2	1.9	2.6	0.9	1.0	1.0
# FM Stations -					31	# Combos -			28	FM TOTALS				81.7	68.8	69.8	70.5	68.9	69.8	68.1	70.5	68.5

• Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 7

Revenue Rank: 8

Houston-Galveston, TX Market Overview



Metro Counties / Population (000)

Brazoria, TX	252.2
Chambers, TX	27.4
Fort Bend, TX	380.2
Galveston, TX	256.8
Harris, TX	3,512.7
Liberty, TX	73.4
Montgomery, TX	316.9
Waller, TX	34.8
Total	4,854.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$229,100	\$261,000	\$294,000	\$328,600	\$313,200	\$357,500
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.71/1,000	\$5.47/1,000	Local	71%	National	29%
Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)							
MSA Population	1997	2002	Growth Rate	2002	2007	Growth Rate	
	4,271.6	4,854.4	2.6%	4,854.4	5,315.6	1.8%	
Households	1997	2002	Growth Rate	2002	2007	Growth Rate	
	1,515.7	1,700.6	2.3%	1,700.6	1,852.3	1.7%	
Retail Sales	1997	2002	Growth Rate	2002	2007	Growth Rate	
	NA ^{1/}	62,625.3	NA ^{1/}	62,625.3	86,258.1	6.6%	
EBI ^{2/}	1997	2002	Growth Rate	2002	2007	Growth Rate	
	73,514.0	100,908.6	6.5%	100,908.6	138,074.6	6.5%	

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,417.2	479.6	239.9	251.2	377.0	397.7	333.2	338.6
Women (000)	2,437.2	457.5	226.9	237.2	372.7	397.3	336.4	409.2
Total	4,854.4	937.2	466.9	488.4	749.7	795.0	669.6	747.8
Percentage	100.0%	19.3%	9.6%	10.1%	15.4%	16.4%	13.8%	15.4%
Per Capita	\$ 20,787							
Median Household	\$ 45,427							
Avg Household	\$ 59,338							
Ethnic Population:	White 62.0%	Black 16.9%	Asian 5.1%	Hispanic 30.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		28	24	31	25	56
Tot 12+	0.0		69.8	69.7	69.8	15.2	85.0
Avg 12+	0.0		2.5	2.9	2.3	0.6	1.5
Tot LCS	0.0		82.1	82.0	82.1	17.9	100.0
Avg LCS	0.0		2.9	3.4	2.6	0.7	1.8

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Beaumont-Port Arthur.
ARB 12+ Metro Shares (see rights)

AM Stations		FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001															
KILT	Houston	B	610	5.0	5.00	a	Infinity Bcstg	48	0102		g1	Sports	6,400	1.19	1.5	1.3	1.1	1.6	1.7	1.3	1.6	1.2	1.1														
KIKK	Pasadena	D	650	0.3	0.00	a	Infinity Bcstg	57	0102		g1	Bus News	600		0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0														
KSEV	Tomball	B	700	15.0	1.00	c	Liberman Bcstg Inc	86	0103		d2	Talk	5,000	0.64	2.2	0.9	1.4	1.2	1.3	1.8	1.8	1.8	2.0														
KTRH	Houston	B	740	50.0	50.00	b	Clear Channel Comm	30	0008		g	News/Sprts	22,500	1.31	4.8	4.1	3.1	3.7	4.0	3.9	4.0	3.8	4.4														
KBME	Houston	B	790	5.0	5.00	b	Clear Channel Comm	44	0008		g	Adlt Stndrd	2,500	0.41	1.7	1.7	1.2	1.1	1.2	1.6	1.2	1.4	1.6														
KEYH	Houston	D	850	10.0	0.18	c	Liberman Bcstg Inc	74	0305	5,700		Tropical	1,000		0.1	0.5	0.6	0.6	0.5	0.5	0.0	0.0	0.0														
KJOJ	Conroe	B	880	10.0	1.00	c	Liberman Bcstg Inc	51	0103		d2	Asian	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0														
KYST	Texas City	B	920	5.0	1.00		Hispanic Bcstg Inc	47	9310	563		Span/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0														
KPRC	Houston	B	950	5.0	5.00	b	Clear Channel Comm	25	9412		st	Talk	9,400	0.82	3.2	2.6	3.4	3.0	2.6	2.5	2.9	2.6	2.9														
KRTX	Rosenburg-Rich	B	980	1.0	4.00	g	Univision Comm Inc	48	0310		st	Tejano			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2														
KLAT	Houston	B	1010	5.0	3.60	g	Univision Comm Inc	61	0310		st	Span/Talk	3,800		0.9	0.6	0.8	0.8	0.7	0.5	0.6	0.9	1.0														
KCHN	Brookshire	D	1050	0.4 cp	0.00	k	Multicultural Bcstg	68	9507	5		Ethnic	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0														
KKHT	Houston	B	1070	10.0	5.00	f	Salem Comm Corp	68	9503	5,000		Chrst/Talk	2,500		0.1	0.0	0.4	0.0	0.3	0.4	0.0	0.0	0.0														
KTEK	Alvin	D	1110	2.5	0.00	f	Salem Comm Corp	81	9810		g	Cst/Tlk/Eth	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0														
KYOK	Conroe	D	1140	5.0	0.00		Martin Bcstg Inc	81	9202	175		Gospl/CCTm				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0														
KGOL	Humble	B	1180	50.0	1.00	h	Entravision Comm Co	86	0008		g4	Asian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0														
KQUE	Houston	C	1230	0.4	0.00	c	Liberman Bcstg Inc	48	0103		d2	Ranchera	500		0.9	0.9	1.1	1.0	0.8	0.7	1.1	1.0	0.4														
• KXYZ	Houston	B	1320	5.0	5.00	k	Multicultural Bcstg	30	0310 p		g	Spn/Nws/Tlk	3,900		0.8	0.5	0.6	0.5	0.5	0.5	0.7	0.6	0.8														
KWWJ	Baytown	B	1360	5.0	1.00		Salt of Earth Bcstg	47	8808			Gospl/Chrst	600		0.7	0.6	0.6	0.6	0.8	0.5	0.5	0.5	0.8														
• KCOH	Houston	B	1430	5.0 cp	0.33		KCOH Inc	48	7602			Urban	1,900		0.7	0.5	0.9	0.5	0.5	0.5	0.6	0.6	0.7														
KBRZ	Freeport	B	1460	0.5	0.21		Aleluya Christian	52	0101	700		Span/CCTmp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0														
KLVL	Pasadena	B	1480	1.0	0.50		SIGA Bcstg Corp	50	9706	1,250		Spn/Cst/Var			0.2	0.0	0.0	0.0	0.5	0.4	0.3	0.0	0.0														
KYND	Cypress	D	1520	3.0	0.00		Provenzano, Matthew	91				Eth/Rlg/Spn				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0														
KGBC	Galveston	B	1540	1.0	0.25		SIGA Bcstg Corp	47	0204	900		Span/Relgn	700			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0														
KMIC	Houston	B	1590	5.0	5.00		ABC/Disney	55	9905	6,000	na	Kids/Top40	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0														
# AM Stations -															25	# Combos -		15	AM TOTALS										18.1	14.2	15.2	14.6	15.4	15.5	15.3	14.9	15.9
AM & FM Stations Profiled -															56	# Duopolies -		22	Total Local Commercial Share										83.0	85.0	85.1	84.3	85.3	83.4	85.4	84.4	

NOTE: KRWP moved to Houston market 1/02. Prior year station revenues reflected in Beaumont.

• Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 8

Revenue Rank: 7

Washington, DC Market Overview



Metro Counties / Population (000)

Dist. of Col.	571.7
Calvert, MD	79.2
Charles, MD	125.3
Frederick, MD	205.4
Montgomery, MD	900.0
Pr Georges, MD	817.6
Alexandria city	133.1
Arlington, VA	195.2
Fairfax, VA	997.2
Fairfax City, VA	21.5
Falls Church city	10.6
Loudoun, VA	184.9
Manassas city	36.7
Manassas Pk city	10.8
Pr William, VA	292.8
Stafford, VA	96.8

4,678.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$232,000	\$261,100	\$326,000	\$394,900	\$337,500	\$359,300
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.5%	\$383,000	\$409,800	\$432,400	\$456,100	\$478,900	5.9%
Revenue/Retail Sales	NA ^{1/}	\$6.05/1,000	\$6.25/1,000				Est. Breakout
Revenue/Capita	\$54.90	\$76.79	\$95.58				Local 70%
							National 30%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	4,226.2	4,678.8	2.1%	4,678.8	5,010.7
Households	1,567.8	1,760.8	2.3%	1,760.8	1,892.6	1.5%
Retail Sales	NA ^{1/}	59,351.4	NA ^{1/}	59,351.4	76,573.8	5.2%
EBI ^{2/}	90,768.3	123,635.3	6.4%	123,635.3	166,594.3	6.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,274.4	405.9	194.9	208.2	361.6	395.9	336.5	371.3
Women (000)	2,404.3	389.0	185.0	208.3	377.4	414.0	367.5	463.1
Total	4,678.8	794.9	380.0	416.5	739.0	809.9	704.0	834.4
Percentage	100.0%	17.0%	8.1%	8.9%	15.8%	17.3%	15.0%	17.8%
Per Capita	\$ 26,425							
				Median Household	\$ 56,619		Avg Household	\$ 70,215
Ethnic Population:	White 57.0%	Black 27.5%	Asian 7.6%				Hispanic 9.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	19		21	25	28	53
Tot 12+	7.2	58.9		65.5	66.1	14.5	80.6
Avg 12+	1.2	3.1		3.1	2.6	0.5	1.5
Tot LCS	8.9	73.1		81.3	82.0	18.0	100.0
Avg LCS	1.5	3.8		3.9	3.3	0.6	1.9

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Baltimore, Frederick & Fredericksburg.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WBZS	Prince Frederick	A	92.7	2.9	cp	476 f	Mega Comm Inc	71 0002	5,250		Tropical	800	0.20	1.1	1.0	0.9	1.3	1.2	1.1	0.9	1.2	0.5
WFLS	Fredericksburg	B	93.3	50.0		492	Free Lance-Star	62			Country	n/a		0.7	0.6	0.4	0.6	0.5	0.6	0.7	0.5	0.6
WKYS	Washington	B	93.9	24.5		705 a	Radio One Inc	47 9506	34,000		Urban AC	20,000	0.91	6.1	5.5	4.6	4.9	4.9	5.2	5.1	4.2	5.1
WBPS	Warrenton	A	94.3	2.0	cp	574 f	Mega Comm Inc	66 0007	5,250		Span/Trpcl	600		0.4	0.5	0.0	0.8	0.3	0.2	0.4	0.4	0.3
WARW	Bethesda	B	94.7	20.5		771 c	Infinity Bcstg	59 0102		g2	Clsc Rock	10,600	1.02	2.9	2.4	2.4	2.5	2.3	2.7	2.2	2.0	2.3
WPGC	Morningside	B	95.5	50.0		486 c	Infinity Bcstg	59 0102		g2	CHR/Rhymc	28,200	1.01	7.8	7.3	6.7	6.7	6.9	6.0	6.2	6.1	6.7
WHUR	Washington	B	96.3	24.0		669	Howard Univ Bd	71			Urban AC	19,000	0.91	5.8	4.9	4.9	4.8	4.6	4.8	4.8	4.7	4.5
• WASH	Washington	B	97.1	17.5		794 e	Clear Channel Comm	48 0008		g	AC	18,400	1.07	4.8	3.1	2.9	3.4	4.1	2.9	3.8	4.2	4.5
WMZQ	Washington	B	98.7	50.0		489 e	Clear Channel Comm	68 0008		g	Country	17,800	1.13	4.4	3.7	3.7	3.0	2.3	3.4	3.7	3.8	3.2
WHFS	Annapolis	B	99.1	50.0		459 c	Infinity Bcstg	49 0102		g2	Alternative	12,500	1.83	1.9	1.6	1.3	1.3	1.5	1.3	1.6	1.7	1.5
WIHT	Washington	B	99.5	22.0		751 e	Clear Channel Comm	60 0008		g	CHR	12,000	0.93	3.6	3.9	3.1	3.2	2.6	2.8	3.2	2.9	2.7
WFRE	Frederick	B	99.9	7.9		1165 h	Clear Channel Comm	61 0008			Country	n/a		1.1	0.9	1.1	0.8	1.0	1.1	0.9	0.8	0.8
WBIG	Washington	B	100.3	36.0		574 e	Clear Channel Comm	48 0008		g	Oldies	20,100	1.08	5.2	3.7	3.7	3.1	3.4	4.3	4.1	4.1	4.3
WWDC	Washington	B	101.1	22.5		761 e	Clear Channel Comm	47 0008		g	Alternative	17,000	1.03	4.6	2.8	2.9	2.2	3.1	3.4	3.6	3.9	3.8
WMMJ	Bethesda	A	102.3	2.9		479 a	Radio One Inc	61 8709	7,500		Urban AC	20,500	0.83	6.9	7.0	5.7	7.0	6.0	6.0	5.0	6.0	5.1
WAFY	Middletown	A	103.1	1.0		571	Frederick Bcstg LLC	90			AC	n/a		0.1	0.4	0.4	0.5	0.0	0.0	0.4	0.0	0.0
WGMS	Washington	B	103.5	44.0		518 d	Bonneville Intl	47 9804		sw	Classical	9,400	0.49	5.3	4.6	4.4	4.9	4.6	3.9	4.1	4.4	4.7
WWVZ	Braddock	A	103.9	0.4		912 d	Bonneville Intl	72 9607		g1	Hot AC			0.2	0.2	0.2	0.3	0.2	0.1	0.3	0.2	0.1
WWZZ	Waldorf	B	104.1	20.0		801 d	Bonneville Intl	65 9607		g	Hot AC	6,400	0.64	2.8	2.1	2.3	1.6	2.0	2.5	2.4	2.1	2.0
WGRX	Falmouth	A	104.5	2.7	cp	492	Telemedia Bcstg	01 0103	See (166)		Country	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAVA	Arlington	B	105.1	41.0		541 i	Salem Comm Corp	48 9202	20,000		Chrst/Talk	7,300	1.69	1.2	1.3	1.3	1.3	0.9	1.0	1.1	0.9	0.8
WJZW	Woodbridge	B	105.9	25.0		650 b	ABC/Disney	58 9707		g	Smooth Jazz	13,500	0.78	4.8	4.2	3.9	3.4	3.9	4.4	3.8	3.2	4.2
WJFK	Manassas	B	106.7	18.5		732 c	Infinity Bcstg	68 0102		g2	Talk	27,600	1.67	4.8	2.8	3.5	2.8	3.5	3.8	3.6	3.8	3.7
WRQX	Washington	B	107.3	34.0		604 b	ABC/Disney	48 9602		g1	Hot AC	24,600	1.49	4.6	2.9	3.4	3.8	3.5	3.9	3.5	3.7	3.8
WTOP	Warrenton	B	107.7	29.0		646 d	Bonneville Intl	78 9806		sw	News			2.1	2.0	2.4	2.3	2.1	1.8	1.7	1.7	1.7
		# FM Stations -		25		# Combos -		21		FM TOTALS			83.0	69.4	66.1	66.5	65.4	67.2	67.1	66.5	66.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 8

Revenue Rank: 7

Washington, DC Market Overview



Metro Counties / Population (000)

Dist. of Col.	571.7
Calvert, MD	79.2
Charles, MD	125.3
Frederick, MD	205.4
Montgomery, MD	900.0
Pr Georges, MD	817.6
Alexandria city	133.1
Arlington, VA	195.2
Fairfax, VA	997.2
Fairfax City, VA	21.5
Falls Church city	10.6
Loudoun, VA	184.9
Manassas city	36.7
Manassas Pk city	10.8
Pr William, VA	292.8
Stafford, VA	96.8
Total	4,678.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$232,000	\$261,100	\$326,000	\$394,900	\$337,500	\$359,300
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.5%	\$383,000	\$409,800	\$432,400	\$456,100	\$478,900	5.9%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$6.05/1,000	2007 \$6.25/1,000	Est. Breakout			
Revenue/Capita	1997 \$54.90	2002 \$76.79	2007 \$95.58	Local 70%			
				National 30%			

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	4,226.2	4,678.8	2.1%	4,678.8	5,010.7
Households	1,567.8	1,760.8	2.3%	1,760.8	1,892.6	1.5%
Retail Sales	NA ^{1/}	59,351.4	NA ^{1/}	59,351.4	76,573.8	5.2%
EBI ^{2/}	90,768.3	123,635.3	6.4%	123,635.3	166,594.3	6.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,274.4	405.9	194.9	208.2	361.6	395.9	336.5	371.3
Women (000)	2,404.3	389.0	185.0	208.3	377.4	414.0	367.5	463.1
Total	4,678.8	794.9	380.0	416.5	739.0	809.9	704.0	834.4
Percentage	100.0%	17.0%	8.1%	8.9%	15.8%	17.3%	15.0%	17.8%
Per Capita	\$ 26,425	Median Household		\$ 56,619	Avg Household		\$ 70,215	
Ethnic Population:	White 57.0%	Black 27.5%	Asian 7.6%	Hispanic 9.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	6	19		21	25	28	53
Tot 12+	7.2	58.9		65.5	66.1	14.5	80.6
Avg 12+	1.2	3.1		3.1	2.6	0.5	1.5
Tot LCS	8.9	73.1		81.3	82.0	18.0	100.0
Avg LCS	1.5	3.8		3.9	3.3	0.6	1.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Baltimore, Frederick & Fredericksburg.

AM Stations		ARB 12+ Metro Shares (see rights)																						
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	2002				2001				
				Power (kW)	Power (kW)											Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WTNT	Bethesda	B	570	5.0	1.00	e	Clear Channel Comm	47	0008		g	Talk	2,400		0.7	0.6	0.6	0.7	0.6	0.5	0.5	0.8	0.6	
WMAL	Washington	B	630	5.0	5.00	b	ABC/Disney	25	9602		g1	News/Talk	14,800	0.98	4.2	3.2	4.1	4.1	3.8	3.2	3.0	4.1	3.3	
WGOP	Poolesville	D	700	25.0 cp	0.00		Birach Bcstg Corp					Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKDL	Alexandria	B	730	8.0	0.03	f	Mega Comm Inc	45	9910		g	Mexican	1,500		0.8	0.7	0.5	0.5	0.8	0.6	0.6	0.6	0.9	
WABS	Arlington	D	780	5.0	0.00	i	Salem Comm Corp	46	0001	4,100		Chrst/Talk	900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WXTR	Frederick	B	820	4.3	0.43	d	Bonneville Intl	60	9607			News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WILC	Laurel	B	900	1.9	0.50		ZGS Bcst Holdings	65	0203	5,500		Spanish AC	800		0.5	0.7	0.9	0.6	0.5	0.0	0.5	0.5	0.5	
WFMD	Frederick	B	930	5.0	2.50	h	Clear Channel Comm	36	0008			News/Talk	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCTN	Potomac-Cabin	D	950	2.5	0.05		Seven Locks Bcstg Co	65				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTEM	Washington	B	980	50.0	5.00	e	Clear Channel Comm	23	0008		g	Sprts/Talk	7,600	1.01	2.1	1.5	1.5	1.6	1.6	1.9	1.8	1.5	1.6	
WWGB	Indian Head	D	1030	50.0	0.00		Joo, Sun Young	86	0207	2,900		Relgn/Span				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● WPLC	Silver Spring	D	1050	1.0	0.04		Metro Radio Inc	46	0304	1,500		BusNw/Talk	1,500		0.1	0.0	0.0	0.0	0.2	0.1	0.2	0.0	0.0	
WUST	Washington	D	1120	20.0	0.00		New World Radio Inc	49	9210	1,300		Ethnic	100			0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	
WMET	Gaithersburg	B	1160	50.0 cp	1.50		IDT Corporation	83	0207		st	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAGE	Leesburg	B	1200	5.0	1.00		Radio WAGE Inc	58	8003	300		Talk	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFAX	Falls Church	D	1220	5.0	0.05		Newcomb Bcstg	48				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWRC	Washington	B	1260	5.0	5.00	e	Clear Channel Comm	41	0008		g	Talk	2,300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDCT	Fairfax	B	1310	5.0	0.50		Family Radio Ltd	55	9502	700		Korean				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WYCB	Washington	C	1340	1.0	1.00	a	Radio One Inc	78	9804	3,750		Gospel	1,800		0.9	0.6	1.0	0.7	0.8	0.8	0.9	0.5	0.7	
WZHF	Arlington	B	1390	5.0	5.00	g	Multicultural Bcstg	47	0007		sw	Ethnic	900			0.4	0.0	0.5	0.6	0.0	0.0	0.0	0.0	
WOL	Washington	C	1450	1.0	1.00	a	Radio One Inc	24	8010	950		News/Talk	1,000	0.21	1.3	0.5	0.7	1.0	0.8	1.4	1.0	0.9	0.9	
WKDV	Manassas	B	1460	5.0	5.00	g	Multicultural Bcstg	57	0007		sw	Ethnic	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPWC	Dumfries-Triangl	B	1480	1.0	0.50		JMK Communications	61	0001	900		Span/Varty				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTOP	Washington	A	1500	50.0	50.00	d	Bonneville Intl	26	9804		sw	News	31,300	1.98	4.4	3.2	3.7	3.6	4.0	3.3	3.5	3.7	3.8	
WACA	Wheaton	D	1540	5.0	0.00		AC Communications	54	0101	2,500		Span/Varty	800		0.2	0.0	0.4	0.0	0.0	0.0	0.6	0.0	0.0	
WKIK	La Plata	D	1560	1.0	0.00		Somar Comm Inc	65	9104	65		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPGC	Morningside	B	1580	50.0	0.27	c	Infinity Bcstg	54	0102		g2	Gospel	4,200	0.78	1.5	0.8	1.1	1.2	1.0	1.3	1.0	1.3	1.3	
● WLXE	Rockville	B	1600	1.0	0.50	g	Multicultural Bcstg	51	0111	800		Ethnic	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		28		# Combos -		15		AM TOTALS				16.7	12.2	14.5	14.5	15.1	13.1	13.6	13.9	13.6
				AM & FM Stations Profiled -		53		# Duopolies -		15		Total Local Commercial Share					81.6	80.6	81.0	80.5	80.3	80.7	80.4	80.5

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 9

Revenue Rank: 9

Boston, MA Market Overview



Metro Counties / Population (000)

Essex, MA	730.2
Middlesex, MA	1,472.4
Norfolk, MA	652.9
Plymouth, MA	478.8
Suffolk, MA	693.5
Worcester, MA	258.0
Hillsborough, NH	247.3
Total	4,533.1

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$224,300	\$259,200	\$312,800	\$361,200	\$321,800	\$342,000
★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		6.3%	\$362,000	\$385,500	\$406,700	\$429,100	\$450,600

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.96/1,000	\$4.89/1,000	Local 68%
Revenue/Capita	\$51.88	\$75.45	\$97.29	National 32%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	4,323.3	4,533.1	1.0%	4,533.1	4,631.5	0.4%
Households	1,616.3	1,740.9	1.5%	1,740.9	1,797.0	0.6%
Retail Sales	NA ^{1/}	68,965.3	NA ^{1/}	68,965.3	92,211.1	6.0%
EBI ^{2/}	82,415.0	109,912.1	5.9%	109,912.1	144,306.8	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,185.7	363.8	180.3	207.2	334.2	368.3	311.3	420.6
Women (000)	2,347.5	346.5	170.9	213.8	342.5	378.6	332.4	562.8
Total	4,533.1	710.3	351.2	421.0	676.7	746.8	643.7	983.4
Percentage	100.0%	15.7%	7.7%	9.3%	14.9%	16.5%	14.2%	21.7%
Per Capita	\$ 24,246							
Median Household					\$ 50,501			
Avg Household								\$ 63,134
Ethnic Population:	White	82.2%	Black	6.2%	Asian	5.0%	Hispanic	7.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	17		19	27	38	65
Tot 12+	2.6	54.9		57.5	57.5	21.2	78.7
Avg 12+	0.3	3.2		3.0	2.1	0.6	1.2
Tot LCS	3.3	69.8		73.1	73.1	26.9	100.0
Avg LCS	0.4	4.1		3.8	2.7	0.7	1.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Manchester & Worcester.
ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)				
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WFEX	Peterborough	A	92.1	0.2	1388	i	Phoenix Media Comm	71	9911			Alternative	400		0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.1
WXRV	Haverhill	B	92.5	25.0	712	m	Northeast Bcstg Co	59				AAA	4,500	0.94	1.4	0.8	0.9	1.0	1.3	1.4	1.2	0.9	0.9	0.9
WBOS	Brookline	B	92.9	18.5	735	a	Greater Media	55	9708		sw	AAA	9,500	1.11	2.5	1.8	2.1	2.1	2.2	1.9	2.3	1.8	1.8	1.8
WQSX	Lawrence	B	93.7	34.0 cp	587	k	Entercom	60	9811		g3	AC	13,100	1.06	3.6	2.9	3.2	2.1	3.1	2.7	2.8	3.0	3.0	3.0
● WJMN	Boston	B	94.5	9.2 cp	1158	c	Clear Channel Comm	48	0008		g	UrCHR/Rhy	19,100	0.85	6.6	5.4	5.3	5.1	6.3	4.9	6.2	5.2	4.8	4.8
WHRB	Cambridge	A	95.3	1.7	610		Harvard Radio Bcstg	57				Diverse				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WATD	Marshfield	A	95.9	1.6	469		Marshfield Bcstg Co	77				AC/Oldes	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTKK	Boston	B	96.9	22.5	735	a	Greater Media	45	9708		sw	Talk	7,500	0.76	2.9	3.3	4.1	3.8	3.0	2.1	2.3	2.4	2.5	2.5
WBOT	Brockton	A	97.7	2.7	492	f	Radio One Inc	48	9909	10,000		HpHop/R&B	4,500	0.63	2.1	1.9	1.7	1.5	1.9	1.8	1.7	1.8	1.5	1.5
WINQ	Winchendon	A	97.7	1.8	433		Saga Comm Inc	83	0305	400		AAA	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBMX	Boston	B	98.5	9.0	1145	b	Infinity Bcstg	48	0102		g2	AC	19,700	1.18	4.9	3.6	2.9	4.1	3.1	4.1	3.8	3.6	4.1	4.1
WPLM	Plymouth	B	99.1	50.0	430	d	Plymouth Rock Bcstg	61				Easy	3,000	0.30	2.9	1.9	2.4	2.1	2.3	2.4	2.2	2.6	2.0	2.0
WKLB	Lowell	B	99.5	27.0	653	a	Greater Media	47	9708	11,750		Country	7,500	0.55	4.0	3.6	3.4	3.2	3.1	3.6	2.8	3.4	2.9	2.9
● WAHL	Athol	A	99.9	1.9	407	m	Northeast Bcstg Co	89	0310		na	Hot AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBRS	Waltham	D	100.1	0.0	151		Brandeis University	68				Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZLX	Boston	B	100.7	21.5	771	b	Infinity Bcstg	79	0102		g2	Clsc Rock	26,100	1.62	4.7	4.3	3.4	3.6	3.6	4.2	3.6	3.0	4.3	4.3
WFNX	Lynn	A	101.7	1.7	449	i	Phoenix Media Comm	63	8211	1,400		Alternative	4,000	0.78	1.5	1.1	0.9	1.3	1.1	1.2	1.2	1.2	1.2	1.2
WCRB	Waltham	B	102.5	8.1	1152		Charles River Bcstg	54				Classical	8,000	0.51	4.6	3.8	3.7	4.3	3.4	3.4	4.1	4.0	3.1	3.1
WODS	Boston	B	103.3	16.0	886	b	Infinity Bcstg	48	0102		g2	Oldies	21,200	1.07	5.8	4.2	4.2	4.1	4.4	4.6	4.5	5.0	4.5	4.5
WBCN	Boston	B	104.1	21.0	771	b	Infinity Bcstg	58	0102		g2	Alternative	28,000	1.74	4.7	3.4	3.2	3.1	3.6	3.7	3.6	3.6	3.9	3.9
WXLO	Fitchburg	B	104.5	37.0	564		Citadel Bcstg Corp	60	0002			Hot AC	n/a		1.3	1.0	0.6	0.9	0.9	1.0	0.8	1.1	1.1	
WBOQ	Gloucester	A	104.9	3.2	446		Marlin Bcstg LLC	64	0308		g1	AdStd/SmJaz	1,100			0.4	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0
WROR	Frammingham	B	105.7	23.0	735	a	Greater Media	59	9610		sw	Clsc Hits	10,800	0.88	3.6	3.4	2.8	2.6	2.6	2.7	2.7	2.7	3.3	3.3
WHOB	Nashua	A	106.3	1.0	541		Tele-Media Bcstg Co	87	0007	See (186)		Hot AC	n/a		0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.5	0.5
WMJX	Boston	B	106.7	21.5	771	a	Greater Media	82	8201	5,000		AC	24,000	1.02	6.9	5.9	5.9	5.6	6.1	5.5	5.3	5.8	5.5	5.5
WAAF	Worcester	B	107.3	9.6 cp	1099	k	Entercom	61	9811		g3	Rock	12,000	1.21	2.9	2.0	1.9	2.2	2.2	2.1	2.4	1.9	2.7	2.7
WXKS	Medford	B	107.9	20.5	771	c	Clear Channel Comm	60	0008		g	CHR	26,900	1.19	6.6	5.1	4.9	4.4	4.7	5.1	5.4	4.9	5.6	5.6
# FM Stations -					27	# Combos -					19	FM TOTALS				73.8	59.9	57.5	57.6	59.7	58.5	59.0	57.9	59.3

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 9

Revenue Rank: 9

Boston, MA Market Overview



Metro Counties / Population (000)

Essex, MA	730.2
Middlesex, MA	1,472.4
Norfolk, MA	652.9
Plymouth, MA	478.8
Suffolk, MA	693.5
Worcester, MA	258.0
Hillsborough, NH	247.3
Total	4,533.1

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES
★★

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$224,300	\$259,200	\$312,800	\$361,200	\$321,800	\$342,000	8.8%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
6.3%	\$362,000	\$385,500	\$406,700	\$429,100	\$450,600	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.96/1,000	\$4.89/1,000	Local 68%
Revenue/Capita	\$51.88	\$75.45	\$97.29	National 32%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	4,323.3	4,533.1	1.0%	4,533.1	4,631.5	0.4%
Households	1,616.3	1,740.9	1.5%	1,740.9	1,797.0	0.6%
Retail Sales	NA ^{1/}	68,965.3	NA ^{1/}	68,965.3	92,211.1	6.0%
EBI ^{2/}	82,415.0	109,912.1	5.9%	109,912.1	144,306.8	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,185.7	363.8	180.3	207.2	334.2	368.3	311.3	420.6
Women (000)	2,347.5	346.5	170.9	213.8	342.5	378.6	332.4	562.8
Total	4,533.1	710.3	351.2	421.0	676.7	746.8	643.7	983.4
Percentage	100.0%	15.7%	7.7%	9.3%	14.9%	16.5%	14.2%	21.7%
Per Capita	\$ 24,246							
			Median Household	\$ 50,501			Avg Household	\$ 63,134
Ethnic Population:	White	82.2%	Black	6.2%	Asian	5.0%	Hispanic	7.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	17		19	27	38	65
Tot 12+	2.6	54.9		57.5	57.5	21.2	78.7
Avg 12+	0.3	3.2		3.0	2.1	0.6	1.2
Tot LCS	3.3	69.8		73.1	73.1	26.9	100.0
Avg LCS	0.4	4.1		3.8	2.7	0.7	1.5

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Manchester & Worcester.
ARB 12+ Metro Shares (see rights)

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)												
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001					
WEZE	Boston	B	590	5.0	5.00	g	Salem Comm Corp	24	9702	6,000		Chrst/Talk	2,500		0.4	0.4	0.4	0.5	0.0	0.3	0.0	0.4	0.7					
WSRO	Ashland	D	650	0.3	0.01		Langer Bcstg Corp	67	9604	10	1	Talk/Chrst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WRKO	Boston	B	680	50.0	50.00	k	Entercom	22	9811		g3	News/Talk	8,800	0.51	5.0	4.5	4.8	4.8	4.2	4.2	3.9	3.8	3.9					
WJIB	Cambridge	D	740	0.3	0.01		Bob Bittner Bcstg	48	9109	160		Easy	300		0.1	0.5	0.4	0.0	0.0	0.0	0.4	0.0	0.0					
WEEL	Boston	B	850	50.0	50.00	k	Entercom	26	9811		g3	Sports	27,800	1.69	4.8	5.0	4.1	2.8	3.8	4.8	4.1	3.3	3.1					
• WAMG	Dedham	B	890	25.0	cp	3.40	i Mega Comm Inc	95	9811	4,000		Tropical	700			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WROL	Boston	D	950	5.0	0.00	g	Salem Comm Corp	50	0104	11,000		Chrst/Talk	1,300		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0					
WCAP	Lowell	B	980	5.0	5.00		Northeast Radio Inc	51				Nws/Tlk/Spt	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WBZ	Boston	A	1030	50.0	50.00	b	Infinity Bcstg	21	0102		g2	Nws/Tlk/Spt	37,900	1.04	10.7	6.9	8.0	8.5	7.3	8.2	8.1	9.2	8.7					
WBIX	Natick	D	1060	40.0	0.00		Bleidt, Bradford C.	72	0303		st	Bus News	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WILD	Boston	D	1090	5.0	cp	0.00	f Radio One Inc	46	0101	5,000	+	Urban AC	1,500	0.29	1.5	1.4	1.1	1.3	1.3	1.2	0.9	1.1	1.5					
WBNW	Concord	B	1120	5.0	1.00		Money Matters Radio	89	9807	450		Bus News	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
• WBPS	Boston	B	1150	5.0	5.00	l	Salem Comm Corp	79	0308	8,600		Span/Varty	1,600	0.39	1.2	0.8	1.3	1.2	1.2	0.9	0.6	0.8	1.4					
WDIS	Norfolk	B	1170	1.0	0.00		Discussion Radio Inc	78	9209	65		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WKOX	Newton	B	1200	50.0	cp	50.00	c Clear Channel Comm	47	0104	10,000		Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WESX	Salem	C	1230	1.0	1.00	e	Asher, James D.	39	5004			MOR	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WMKI	Boston	B	1260	5.0	5.00		ABC/Disney	22	0009		g	Children	1,500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WEIM	Fitchburg	B	1280	5.0	1.00		LiveAir Comm Inc	41	0012	778		FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WJDA	Quincy	D	1300	1.0	0.07	e	Asher, James D.	47				Soft AC	500			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WRCA	Watertown	B	1330	25.0	cp	17.00	Beasley Bcst Group	48	0005	6,000		Span/Ethnc	1,000			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
• WGAW	Gardner	C	1340	1.0	1.00	m	Northeast Bcstg Co	46	0308	235		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WLYN	Lynn	D	1360	0.7	0.08	h	Multicultural Bcstg	47	0210	1,775		Ethnc/Varty	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
• WPLM	Plymouth	B	1390	5.0	5.00	d	Plymouth Rock Bcstg	55				BusNw/Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WLLH	Lowell	C	1400	1.0	cp	1.00	i Mega Comm Inc	34	9905	936		Span/Varty	800		0.5	0.0	0.0	0.0	0.3	0.2	0.4	0.5	0.5					
WMSX	Brockton	D	1410	1.0	0.16		Anastos Bcst Group	61	0108		g	Span/Asian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WXKS	Everett	B	1430	5.0	1.00	c	Clear Channel Comm	52	0008		g	Nostalgia	800	0.17	1.4	1.1	1.1	1.1	0.9	1.2	1.2	1.1	1.1					
WVEI	Worcester	B	1440	5.0	5.00		Entercom	26	9811			Sports	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WNBP	Newburyport	C	1450	1.0	0.59		Radio Newburyport	57	9812	275		Adlt Stndrd	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WBET	Brockton	B	1460	5.0	1.00		Aritaur Comm Inc	46	9712		na	News/Talk	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
• WAZN	Watertown	B	1470	1.4	cp	3.40	h Multicultural Bcstg	58	0212	1,775		Ethnc/Varty				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WCCM	Haverhill	C	1490	1.0	1.00	j	Costa Comm Corp	47	9506		na	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WMRC	Milford	C	1490	1.0	1.00		1st Class Radio Corp	56				AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WWZN	Boston	B	1510	50.0	cp	50.00	Rose City Radio Corp	34	0102		g	Sprts/Talk	1,000		0.3	0.0	0.0	0.4	0.4	0.0	0.5	0.5	0.0					
WVBF	Middleborough	D	1530	1.0	cp	0.00	Callahan, Steven J	92	9701	150		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WNTN	Newton	D	1550	10.0	0.00		Colt Comm LLC	68	9811	603		Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
• WNSH	Beverly	D	1570	0.5	0.09		Willow Farm Inc	63	9710	50		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
• WSMN	Nashua	B	1590	5.0	5.00		1590 Bcstg Corp	58				Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WUNR	Brookline	B	1600	5.0	5.00		Champion Bcstg	47				Span/News	100		0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0					
# AM Stations -						38	# Combos -						18	AM TOTALS						26.1	21.0	21.2	20.6	19.4	21.4	20.1	21.1	20.9
AM & FM Stations Profiled -						65	# Duopolies -						15	Total Local Commercial Share						80.9	78.7	78.2	79.1	79.9	79.1	79.0	80.2	

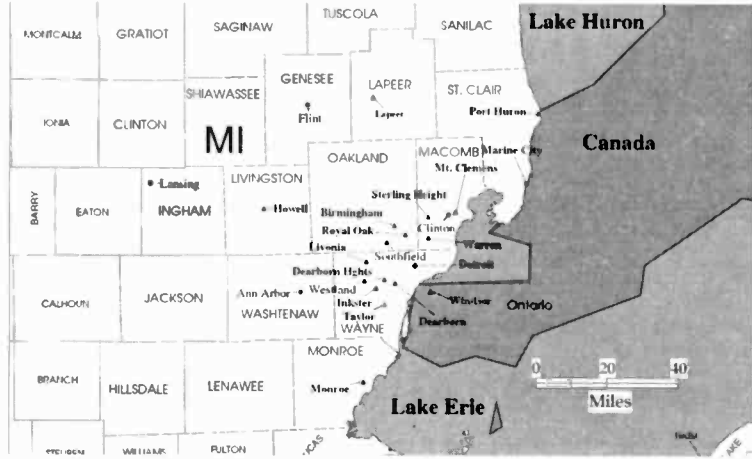
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 10

Revenue Rank: 12

Detroit, MI Market Overview



Metro Counties / Population (000)

Lapeer, MI	90.0
Livingston, MI	165.0
Macomb, MI	798.3
Monroe, MI	148.3
Oakland, MI	1,208.1
St. Clair, MI	167.2
Wayne, MI	2,038.0
Total	4,614.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$213,500	\$218,300	\$244,200	\$275,700	\$252,100	\$263,400
★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.5%	\$277,000	\$296,400	\$312,700	\$329,900	\$346,400	5.6%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.03/1,000	\$4.20/1,000	Local 76%
Revenue/Capita	\$47.83	\$57.08	\$74.20	National 24%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	4,463.9	4,614.9	0.7%	4,614.9	4,668.4	0.2%
Households	1,659.0	1,766.3	1.3%	1,766.3	1,811.6	0.5%
Retail Sales	NA ^{1/}	65,377.9	NA ^{1/}	65,377.9	82,442.7	4.7%
EBI ^{2/}	76,204.7	97,210.3	5.0%	97,210.3	124,419.3	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,243.7	417.1	207.0	191.6	319.3	365.9	325.8	416.9
Women (000)	2,371.2	397.5	196.7	188.9	328.0	375.5	340.7	543.7
Total	4,614.9	814.7	403.7	380.5	647.4	741.4	666.6	960.6
Percentage	100.0%	17.7%	8.7%	8.2%	14.0%	16.1%	14.4%	20.8%
Per Capita	\$ 21,065							
				Median Household	\$ 44,232		Avg Household	\$ 55,037
Ethnic Population:	White	71.6%	Black	22.3%	Asian	2.5%	Hispanic	3.0%

Market Summary

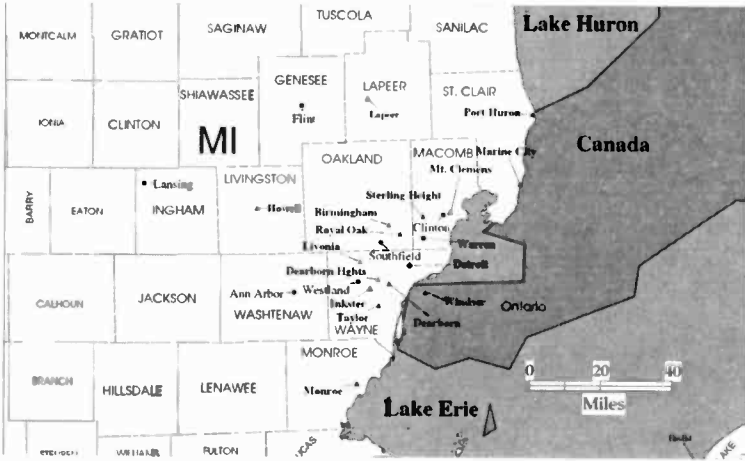
FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	18	2	20	23	20	43
Tot 12+	0.7	62.4	4.4	66.8	67.5	18.7	86.2
Avg 12+	0.2	3.5	2.2	3.3	2.9	0.9	2.0
Tot LCS	0.8	72.4	5.1	77.5	78.3	21.7	100.0
Avg LCS	0.3	4.0	2.6	3.9	3.4	1.1	2.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Metro Rank: 10

Revenue Rank: 12

Detroit, MI Market Overview



Metro Counties / Population (000)

Lapeer, MI	90.0
Livingston, MI	165.0
Macomb, MI	798.3
Monroe, MI	148.3
Oakland, MI	1,208.1
St. Clair, MI	167.2
Wayne, MI	2,038.0
Total	4,614.9

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$213,500	\$218,300	\$244,200	\$275,700	\$252,100	\$263,400
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.03/1,000	\$4.20/1,000	Local	76%		
Revenue/Capita	\$47.83	\$57.08	\$74.20	National	24%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	4,463.9	4,614.9	0.7%	4,614.9	4,668.4
Households	1,659.0	1,766.3	1.3%	1,766.3	1,811.6	0.5%
Retail Sales	NA ^{1/}	65,377.9	NA ^{1/}	65,377.9	82,442.7	4.7%
EBI ^{2/}	76,204.7	97,210.3	5.0%	97,210.3	124,419.3	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,243.7	417.1	207.0	191.6	319.3	365.9	325.8	416.9
Women (000)	2,371.2	397.5	196.7	188.9	328.0	375.5	340.7	543.7
Total	4,614.9	814.7	403.7	380.5	647.4	741.4	666.6	960.6
Percentage	100.0%	17.7%	8.7%	8.2%	14.0%	16.1%	14.4%	20.8%
Per Capita	\$ 21,065							
Median Household				\$ 44,232				
Avg Household							\$ 55,037	
Ethnic Population:	White	71.6%	Black	22.3%	Asian	2.5%	Hispanic	3.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	18	2	20	23	20	43
Tot 12+	0.7	62.4	4.4	66.8	67.5	18.7	86.2
Avg 12+	0.2	3.5	2.2	3.3	2.9	0.9	2.0
Tot LCS	0.8	72.4	5.1	77.5	78.3	21.7	100.0
Avg LCS	0.3	4.0	2.6	3.9	3.4	1.1	2.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

AM Stations										ARB 12+ Metro Shares (see rights)													
City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WRDT	Monroe	D	560	0.5	0.01	g	Crawford Bcstg Co	56	9707	3,150	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
CKWW	Windsor	B	580	0.5	0.50	e	CHUM Group Radio	82	9303		Adlt Stndrd			2.6	1.6	2.0	1.8	2.5	2.0	2.5	2.4	1.9	
WNZK	Dearborn Heights	B	690	2.5	0.00		Birach Bcstg Corp	59			Nws/Tlk/Int				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WJR	Detroit	A	760	50.0	50.00	b	ABC/Disney	22	9602		g3	FullService	20,000	1.03	7.4	5.8	5.7	5.9	6.1	5.7	6.1	6.6	6.2
CKLW	Windsor	B	800	50.0	50.00	e	CHUM Group Radio	32	8505			News/Talk			0.5	0.4	0.5	0.7	0.5	0.5	0.4	0.5	0.3
WWJ	Detroit	B	950	50.0	50.00	c	Infinity Bcstg	20	0102		g1	News	23,200	1.36	6.5	5.5	6.2	6.0	5.3	6.2	5.3	5.8	6.1
WCAR	Livonia	B	1090	0.3	0.50		1090 Investments LLC	63	9809	2,000		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDFN	Detroit	B	1130	50.0	10.00	d	Clear Channel Comm	39	0008		g	Sports	5,600	1.42	1.5	1.3	1.0	1.5	1.3	1.0	1.6	1.2	1.2
WCHB	Taylor	B	1200	50.0	15.00	f	Radio One Inc	56	9806			Gospel	1,200		0.9	1.3	0.7	1.2	0.9	0.7	0.7	1.0	0.8
WMPC	Lapeer	C	1230	1.0	1.00		Calvary Bible Church	26				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WXYT	Detroit	B	1270	50.0	50.00	cp	Infinity Bcstg	25	0102		g1	Talk	5,000	1.19	1.6	1.2	1.3	1.4	1.0	1.3	1.6	1.2	1.6
WXDX	Dearborn	B	1310	5.0	5.00	d	Clear Channel Comm	46	0008		g	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WEXL	Royal Oak	C	1340	1.0	1.00	g	Crawford Bcstg Co	23	9705	3,500		Gospel			0.6	0.6	0.0	0.5	0.4	0.5	0.6	0.4	0.6
WPHM	Port Huron	B	1380	5.0	5.00	h	Liggett Comm LLC	47	0005		c1	Nws/Tlk/Inf				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQBH	Detroit	C	1400	1.0	1.00		Queens Bcstg Corp	26	9704	3,889		Black	2,300	0.87	1.0	0.9	0.9	0.7	1.0	0.9	0.7	1.1	1.1
WMKM	Inkster	B	1440	1.0	1.00		Gallagher, M. & K.	89	8911	850	e	Gospel				0.0	0.4	0.0	0.0	0.4	0.0	0.0	0.0
WHLS	Port Huron	C	1450	1.0	1.00	h	Liggett Comm LLC	38	0005		c4	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPON	Walled Lake	B	1460	1.0	0.76		Foreign Radio Prgms	54				Talk/Oldes				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLQV	Detroit	B	1500	50.0	10.00	cp	Christian Bcstg Sys	25	9312	2,650		Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHLX	Marine City	D	1590	1.0	0.10	h	Liggett Comm LLC	51	0005	2,240		Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
			# AM Stations -		20	# Combos -		13	AM TOTALS				22.6	18.6	18.7	19.7	19.0	19.2	19.5	20.2	19.8		
			AM & FM Stations Profiled -		43	# Duopolies -		14	Total Local Commercial Share					86.2	86.2	86.6	85.1	87.3	85.4	86.2	85.9		

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 11

Revenue Rank: 6

Atlanta, GA Market Overview



Metro Counties / Population (000)

Barrow, GA	49.5
Bartow, GA	80.2
Carroll, GA	90.7
Cherokee, GA	153.1
Clayton, GA	246.3
Cobb, GA	635.5
Coweta, GA	95.9
De Kalb, GA	687.5
Douglas, GA	96.0
Fayette, GA	96.5
Forsyth, GA	110.5
Fulton, GA	842.6
Gwinnett, GA	632.8
Henry, GA	132.1
Newton, GA	66.3
Paulding, GA	89.8
Pickens, GA	25.0
Rockdale, GA	72.3
Spalding, GA	59.0
Walton, GA	65.8
Total	4,327.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$226,900	\$261,000	\$305,300	\$358,400	\$350,400	\$373,900	10.5%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.7%	\$395,400	\$423,100	\$448,500	\$473,200	\$496,800	5.8%

Revenue/Retail Sales Revenue/Capita

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$5.78/1,000	\$5.60/1,000	Local 86%
Revenue/Capita	\$63.34	\$86.40	\$102.00	National 14%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	3,582.2	4,327.4	3.9%	4,327.4	4,870.6	2.4%
Households	1,330.2	1,581.3	3.5%	1,581.3	1,773.3	2.3%
Retail Sales	NA ^{1/}	64,666.4	NA ^{1/}	64,666.4	88,777.7	6.5%
EBI ^{2/}	61,320.6	92,613.8	8.6%	92,613.8	130,470.9	7.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,134.2	399.0	191.6	217.0	371.9	370.2	291.7	292.9
Women (000)	2,193.3	380.9	179.9	202.3	367.8	377.2	313.1	372.0
Total	4,327.4	779.9	371.5	419.3	739.6	747.4	604.8	664.9
Percentage	100.0%	18.0%	8.6%	9.7%	17.1%	17.3%	14.0%	15.4%
Per Capita	\$ 21,402		Median Household	\$ 46,170		Avg Household	\$ 58,569	
Ethnic Population:	White 62.1%	Black 29.3%	Asian 3.5%		Hispanic 7.1%			

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		22	21	26	42	68
Tot 12+	2.3		67.3	68.4	69.6	18.4	88.0
Avg 12+	0.6		3.1	3.3	2.7	0.4	1.3
Tot LCS	2.6		76.5	77.7	79.1	20.9	100.0
Avg LCS	0.7		3.5	3.7	3.0	0.5	1.5

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WBTR	Carrollton	A	92.1	0.6	637	k	Gradick, Steven L.	64	0104	1,800		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WZGC	Atlanta	C1	92.9	14.5	951	c	Infinity Bcstg	65	0102		g1	Clsc Rock	15,700	1.35	3.1	2.5	2.6	2.5	1.9	2.9	2.7	2.9	2.6
• WVFJ	Manchester	C1	93.3	27.0	1611		Provident Bcstg Co	67	8108			ChrsContem	2,700		0.7	0.8	0.8	0.8	0.5	0.4	0.6	0.7	0.7
WSTR	Smyrna	C	94.1	100.0	1020	g	Jefferson-Pilot Comm	66	7401			Top 40	28,000	1.56	4.8	4.1	3.8	4.1	3.4	4.4	4.2	4.3	4.0
• WLTM	Atlanta	C1	94.9	100.0	978	d	Clear Channel Comm	62	9905		g2	Soft AC	20,500	1.10	5.0	3.8	3.5	4.3	4.9	3.8	3.9	4.2	5.6
WBTS	Athens	C1	95.5	74.0	1116	b	Cox Radio Inc	48	9908	78,000		CHR/Rhymc	8,500	0.67	3.4	2.8	3.3	2.9	3.7	3.1	3.2	2.9	2.7
WKLS	Atlanta	C	96.1	100.0	984	d	Clear Channel Comm	60	9905		g2	Rock	18,200	1.13	4.3	2.9	3.4	3.4	3.6	3.9	3.5	3.7	4.1
WBZY	Peachtree City	A	96.7	2.2	551	d	Clear Channel Comm	48	9903		g4	Modern Rock	1,300		0.2	0.7	0.7	1.0	0.9	0.7	0.0	0.1	0.0
WFOX	Gainesville	C	97.1	100.0	1585	b	Cox Radio Inc	65	0008		g	Urban	17,000	1.47	3.1	2.0	1.7	1.6	2.5	2.6	3.4	2.4	2.5
• WPZE	Fayetteville	C3	97.5	7.9	574	j	Radio One Inc	66	9501	4,500	1	Gospel	4,000	0.19	5.6	5.0	5.4	4.8	4.9	5.4	6.3	5.1	3.1
WSB	Atlanta	C	98.5	100.0	1027	b	Cox Radio Inc	34				Soft AC	21,000	1.25	4.5	4.1	3.9	3.3	4.6	3.1	4.0	4.7	3.9
WNNX	Atlanta	C0	99.7	100.0	1034	m	Susquehanna Radio	63	7402			Modern Rock	21,400	1.08	5.3	3.2	3.3	3.3	2.9	4.2	4.2	4.7	5.5
WNSY	Talking Rock	C3	100.1	7.0	617	p	McClure Bcstg	98				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWWQ	College Park	C3	100.5	3.0	955	m	Susquehanna Radio	47	9705	15,050	c1	CHR	4,000	0.47	2.3	2.2	2.4	2.2	2.2	2.1	1.9	2.0	2.0
WKHX	Marietta	C	101.5	100.0	984	a	ABC/Disney	60	9602		g3	Country	19,700	0.98	5.4	4.3	4.5	4.3	4.3	4.8	4.1	5.4	4.7
• WLKQ	Buford	A	102.3	4.2	390	cp	Davis Bcstg	70	0310	5,250		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAMJ	Mableton	A	102.5	3.0	469	cp	New Mableton Bcstg	01			1	R&B Oldies	1,000	0.17	1.6	1.7	1.6	2.1	2.5	2.0	1.6	1.9	0.0
WVEE	Atlanta	C	103.3	100.0	1017	c	Infinity Bcstg	48	0102		g1	Urban	40,000	0.99	10.8	8.6	9.6	8.6	8.7	9.4	9.3	9.4	10.0
WALR	La Grange	C1	104.1	60.0	1217	b	Cox Radio Inc	47	9704		g	Urban AC	22,400	1.13	5.3	4.7	3.5	4.0	4.2	4.4	4.2	4.4	5.6
WFSH	Athens	C1	104.7	100.0	981	e	Salem Comm Corp	64	0009		sw	ChrsContem	5,600	0.55	2.7	2.8	2.5	2.6	2.5	2.4	2.1	2.7	2.2
WMAX	Bowdon	C1	105.3	61.0	1204	d	Clear Channel Comm	98	0012	7,000		80s Hits	1,000	0.24	1.1	1.4	1.5	1.6	1.8	1.4	2.0	0.6	0.0
• WLCL	Canton	C2	105.7	20.0	781	d	Clear Channel Comm	64	0310	31,000	p	Oldies	8,000	1.53	1.4	2.8	2.3	2.2	0.9	1.4	1.1	1.1	1.2
WYAY	Gainesville	C	106.7	100.0	1417	a	ABC/Disney	49	9602		g3	Country	8,800	0.74	3.1	3.0	2.7	3.4	2.4	3.2	2.4	3.0	2.5
• WTSH	Rockmart	C2	107.1	45.0	518		Woman's World Bcstg	72	0309	5,403	p	Country				0.5	0.4	0.0	0.5	0.0	0.0	0.0	0.5
WJZZ	Roswell	C3	107.5	25.0	328	j	Radio One Inc	97	9904		st	1 Smooth Jazz	7,000	0.53	3.5	3.2	2.7	2.8	2.8	3.4	2.8	3.0	3.1
WHTA	Hampton	C2	107.9	41.0	492	j	Radio One Inc	66	0108	55,000	1	Urban AC	14,300	0.85	4.5	4.9	3.5	4.3	4.3	4.4	4.4	3.8	3.3
# FM Stations -				26	# Combos -				22	FM TOTALS				81.7	72.0	69.6	70.1	70.9	73.4	71.9	73.0	69.8	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 11

Revenue Rank: 6

Atlanta, GA Market Overview



Metro Counties / Population (000)

Barrow, GA	49.5
Bartow, GA	80.2
Carroll, GA	90.7
Cherokee, GA	153.1
Clayton, GA	246.3
Cobb, GA	635.5
Coweta, GA	95.9
De Kalb, GA	687.5
Douglas, GA	96.0
Fayette, GA	96.5
Forsyth, GA	110.5
Fulton, GA	842.6
Gwinnett, GA	632.8
Henry, GA	132.1
Newton, GA	66.3
Paulding, GA	89.8
Pickens, GA	25.0
Rockdale, GA	72.3
Spalding, GA	59.0
Walton, GA	65.8
Total	4,327.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$226,900	\$261,000	\$305,300	\$358,400	\$350,400	\$373,900
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.7%	\$395,400	\$423,100	\$448,500	\$473,200	\$496,800	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.78/1,000	\$5.60/1,000	Local	86%		
Revenue/Capita	\$63.34	\$86.40	\$102.00	National	14%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	3,582.2	4,327.4	3.9%	4,327.4	4,870.6
Households	1,330.2	1,581.3	3.5%	1,581.3	1,773.3	2.3%
Retail Sales	NA ^{1/}	64,666.4	NA ^{1/}	64,666.4	88,777.7	6.5%
EBI ^{2/}	61,320.6	92,613.8	8.6%	92,613.8	130,470.9	7.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,134.2	399.0	191.6	217.0	371.9	370.2	291.7	292.9
Women (000)	2,193.3	380.9	179.9	202.3	367.8	377.2	313.1	372.0
Total	4,327.4	779.9	371.5	419.3	739.6	747.4	604.8	664.9
Percentage	100.0%	18.0%	8.6%	9.7%	17.1%	17.3%	14.0%	15.4%
Per Capita	\$ 21,402		Median Household	\$ 46,170		Avg Household	\$ 58,569	
Ethnic Population:	White 62.1%	Black 29.3%	Asian 3.5%	Hispanic 7.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		22	21	26	42	68
Tot 12+	2.3		67.3	68.4	69.6	18.4	88.0
Avg 12+	0.6		3.1	3.3	2.7	0.4	1.3
Tot LCS	2.6		76.5	77.7	79.1	20.9	100.0
Avg LCS	0.7		3.5	3.7	3.0	0.5	1.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
														Revenue (000)†/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WDWD	Atlanta	B	590	5.0	4.50	a	ABC/Disney	38	9602		g3		Children	800			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPLO	Grayson	D	610	1.5	0.23	l	Prieto Comm Inc	59	9607	1,300			Spanish	1,200	0.3	0.4	0.6	1.3	0.0	0.0	0.5	0.0	0.5	
WGST	Atlanta	B	640	50.0	1.00	d	Clear Channel Comm	22	9905		g2		News	15,600	1.39	3.0	2.6	3.3	2.7	3.2	2.5	2.5	3.1	
WCNN	North Atlanta	B	680	50.0	10.00	f	Dickey Bros Bcstg	67	0009		d1		Sports	3,900		0.8	0.8	0.7	1.2	0.7	0.7	0.8	0.9	0.5
WSB	Atlanta	A	750	50.0	50.00	b	Cox Radio Inc	22	3906				News/Talk	42,000	1.04	10.8	9.5	10.1	9.4	9.1	9.0	9.3	8.9	11.0
WQXI	Atlanta	B	790	28.0	1.00	g	Jefferson-Pilot Comm	47	7403				Sports	4,800	1.28	1.0	0.8	0.7	0.9	0.9	0.9	0.7	1.2	0.8
WAEC	Atlanta	B	860	5.0	0.50	n	Beasley Bcst Group	47	0001		c3		Religion	1,400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNIV	Atlanta	D	970	5.0	0.00	e	Salem Comm Corp	48	9908	8,000	c4		Chrst/Talk	700	0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.3
WGUN	Atlanta	D	1010	50.0	0.08		Rivers Group		47				Inspr/Info			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPBS	Conyers	D	1040	12.0	0.08	cp	Midway Holiness Ch	79	9302	85			Christian	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WFTD	Marietta	D	1080	50.0	0.00	l	Prieto Comm Inc	55	0111	2,100			Span/Mexcn			0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWWE	Hapeville	D	1100	5.0	0.00	n	Beasley Bcst Group	47	0001		c3		Span/Relgn	600		0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
WLBA	Gainesville	D	1130	10.0	0.00	h	La Favorita Inc	57	9703	275			Span/Mexcn			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WMLB	East Point	D	1160	50.0	0.16	i	Corey, William E.	97	9805	2,400			AdStd/Oldes			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGKA	Atlanta	D	1190	25.0	0.00	e	Salem Comm Corp	55	0002	8,000			News/Talk	300		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFOM	Marietta	C	1230	1.0	1.00	f	Dickey Bros Bcstg	46	0009		d1		Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTJH	East Point	D	1260	5.0	0.00		Willis Bcstg Corp	49	8512	600			Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYXC	Cartersville	D	1270	0.5	0.19		Rogers Comm	61	0001	113			Nws/Tlk/Spt			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WCHK	Canton	B	1290	5.0	0.50	p	McClure Bcstg		57				Cty/Nws/Tlk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIMO	Winder	D	1300	1.0	0.06		Walden Nelms Bcstg	52	9908				Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNEA	Newnan	D	1300	1.0	0.05	o	Word Christian Bcstg	62	0005	135			Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPBC	Decatur	D	1310	2.5	0.03		Pacific Star Bcstg	64	9810	380			Mexican			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHIE	Griffin	D	1320	5.0	0.08		Chappell Comm LLC	52	9808	240			Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLBB	Carrollton	D	1330	0.5	0.00	k	Gradick, Steven L.	75	0104	575			News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WALR	Atlanta	C	1340	1.0	1.00	f	Dickey Bros Bcstg	55	0009		d1		Talk	3,000		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAOK	Atlanta	B	1380	5.0	4.20	c	Infinity Bcstg	54	0102		g1		News/Talk	4,000	0.7	0.0	0.6	0.4	0.5	0.0	0.0	0.9	1.7	
WCOH	Newnan	C	1400	1.0	1.00	d	Clear Channel Comm	47	9903		g4		Cntry/Talk	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLTA	Alpharetta	C	1400	1.0	1.00	e	Salem Comm Corp	86	9912		c4		Chrst/Talk	700		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
WKKP	McDonough	D	1410	2.5	0.06		Henry Cnty Radio Co		79				Adlt Stndrd			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WATB	Decatur	D	1420	1.0	0.00		Multicultural Bcstg	58	0005		g		Internat'l	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WGFS	Covington	B	1430	3.9	0.21		Multicultural Bcstg	46	0310	700			Oldes/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBHF	Cartersville	C	1450	1.0	1.00	cp	Anverse Inc	46	0007				Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKEU	Griffin	C	1450	1.0	1.00		WLT Associates LP	33	9504	575			Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXEM	Buford	B	1460	5.0	0.19	h	La Favorita Inc	57	9106	120	+		Span/Mexcn	600	0.3	0.1	0.2	0.0	0.6	0.3	0.4	0.2	0.0	
WYZE	Atlanta	D	1480	5.0	0.04		GHB Bcstg	57	7604				Gospel	300		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKUN	Monroe	C	1490	1.0	1.00	cp	Bostwick Bcstg Group	71	9605	22			Nws/Tlk/Cty			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYYZ	Jasper	C	1490	1.0	1.00		Hellinger Bcstg Co	73	9503	60			Cntry/Gospl	500		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDPC	Dallas	D	1500	5.0	0.00	o	Word Christian Bcstg	79	9606	85			Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDCY	Douglasville	D	1520	2.5	0.00	o	Word Christian Bcstg	64	9304		95	+	Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAZX	Smyrna	B	1550	50.0	0.50		Macias, Javier	62	9308	1,100			Mexican	2,000	0.53	1.0	0.4	0.8	0.7	1.1	1.0	1.2	1.0	0.4
WSSA	Morrow	D	1570	5.0	0.05		Saints Inc	56	9810		st		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WAOS	Austell	D	1600	20.0	0.07	h	La Favorita Inc	68	9006		st		Span/Mexcn	1,100		0.3	0.8	0.9	0.0	0.4	0.2	0.1	0.6	0.0
				# AM Stations -		42		# Combos -		24		AM TOTALS				18.3	15.4	18.4	17.4	16.5	14.6	15.5	16.2	18.4
				AM & FM Stations Profiled -		68		# Duopolies -		19		Total Local Commercial Share				87.4	88.0	87.5	87.4	88.0	87.4	89.2	88.2	

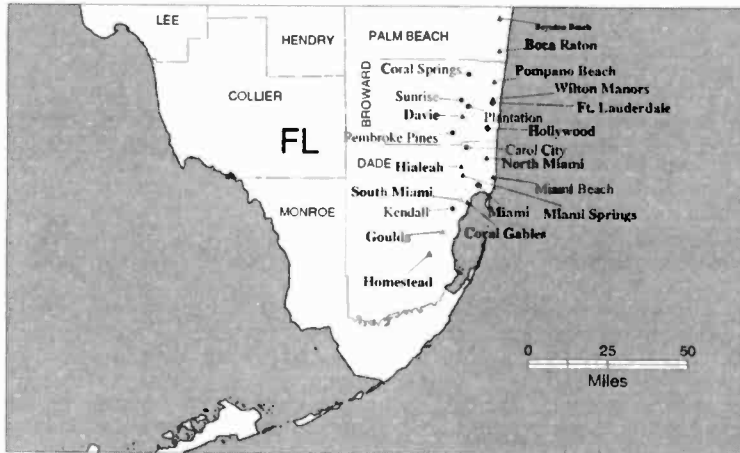
• Indicates a change since last edition

†/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 12

Revenue Rank: 11

Miami-Ft. Lauderdale-Hollywood, FL Market Overview



Metro Counties / Population (000)

Broward, FL	1,677.8
Dade, FL	2,297.8
Total	3,975.6

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$200,300	\$214,900	\$241,200	\$269,200	\$259,000	\$274,400
★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.9%	\$287,100	\$307,200	\$328,700	\$346,800	\$364,100	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$5.20/1,000	\$5.84/1,000	Local 73%
Revenue/Capita	\$56.38	\$69.02	\$85.84	National 27%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	Population	Households	Retail Sales	EBI ^{2/}	Growth Rate	
					2002	2007
	3,552.9	1,345.9	NA ^{1/}	55,509.6	3,975.6	4,241.5
		1,461.1	52,725.7	70,487.6	1,461.1	1,541.0
		NA ^{1/}	NA ^{1/}		52,725.7	62,351.6
					70,487.6	85,155.0

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,917.1	325.2	167.6	168.3	278.6	313.3	255.3	408.8
Women (000)	2,058.5	309.6	160.6	168.9	285.0	321.7	275.0	537.8
Total	3,975.6	634.7	328.1	337.3	563.6	635.0	530.4	946.5
Percentage	100.0%	16.0%	8.3%	8.5%	14.2%	16.0%	13.3%	23.8%
Per Capita	\$ 17,730							
Median Household					\$ 35,734			
Avg Household								\$ 48,242
Ethnic Population:	White 69.3%	Black 20.8%	Asian 1.9%	Hispanic 41.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			19	18	19	26	45
Tot 12+			66.8	66.8	66.8	19.3	86.1
Avg 12+			3.5	3.7	3.5	0.7	1.9
Tot LCS			77.6	77.6	77.6	22.4	100.0
Avg LCS			4.1	4.3	4.1	0.9	2.2

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in W. Palm Beach-Boca Raton.
ARB 12+ Metro Shares (see rights)

FM Stations

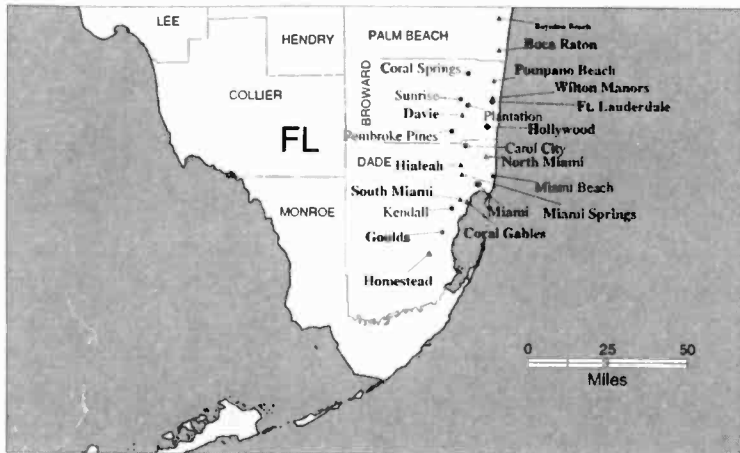
Calls	City of License	FCC Class	Power Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WCMQ	Hialeah	C2	92.3	31.0	617	c	Spanish Bcstg System	69	8611			Span/DncOl	6,900	0.57	4.4	4.6	4.3	4.2	3.9	3.9	4.0	3.7	3.5
• WPYM	Miami	C	93.1	100.0	1007	b	Cox Radio Inc	60	0007		st	Rym/CHR/Dn	6,000	0.59	3.7	2.2	2.6	2.1	2.9	2.9	3.0	3.6	3.4
WLVE	Miami Beach	C	93.9	100.0	1007	f	Clear Channel Comm	68	9712		g1	1 Smooth Jazz	12,000	1.02	4.3	4.0	3.3	3.7	3.7	3.3	4.1	4.0	3.3
WZTA	Miami Beach	C	94.9	100.0	1007	f	Clear Channel Comm	61	9712		g1	1 Rock	10,800	1.19	3.3	2.8	2.6	2.8	2.7	2.8	3.2	2.8	2.6
WXDJ	North Miami	C2	95.7	40.0	548	c	Spanish Bcstg System	86	9704	111,000	d1	Span/Trpcl	11,400	1.26	3.3	3.0	3.2	2.4	2.6	3.1	2.5	2.9	3.0
WPOW	Miami	C	96.5	100.0	1007	e	Beasley Bcst Group	85	8603	10,600		Rhymc/CHR	15,600	0.92	6.2	5.4	5.6	5.7	6.2	6.0	5.2	4.8	5.5
WFLC	Miami	C	97.3	100.0	1007	b	Cox Radio Inc	51				AC	12,200	1.31	3.4	2.4	2.6	3.3	2.7	2.8	3.3	2.7	3.0
WRTO	Goulds	C	98.3	100.0	1408	a	Univision Comm Inc	76	0310		st	Span/Trpcl	8,700	0.93	3.4	2.2	2.9	3.3	3.0	3.8	2.8	2.6	2.5
WEDR	Miami	C1	99.1	100.0	919	b	Cox Radio Inc	63	0008		sw	Urban	20,400	0.84	8.9	5.5	5.0	5.7	6.3	7.3	7.6	8.1	7.8
WKIS	Boca Raton	C	99.9	100.0	984	e	Beasley Bcst Group	65	9610	57,000	c2	Country	11,700	1.29	3.3	2.7	3.2	2.8	3.0	2.6	2.9	3.1	2.9
WHYI	Fort Lauderdale	C	100.7	100.0	1007	f	Clear Channel Comm	60	9410		g	1 CHR	11,500	1.02	4.1	2.9	3.0	3.2	3.2	3.3	3.4	3.6	3.7
WLYF	Miami	C1	101.5	100.0	810	d	Jefferson-Pilot Comm	70				AC	15,800	1.09	5.3	6.1	5.3	4.8	4.5	4.1	5.2	4.4	4.7
WMXJ	Pompano Beach	C	102.7	100.0	1007	d	Jefferson-Pilot Comm	60	9402	17,800		Oldies	9,300	0.94	3.6	3.6	3.4	3.4	3.3	2.8	3.3	3.1	3.2
WMIB	Fort Lauderdale	C	103.5	100.0	1007	f	Clear Channel Comm	59	9712		g1	1 Hip Hop	5,200	0.73	2.6	4.6	3.4	3.9	2.0	2.5	1.8	2.2	2.4
WHQT	Coral Gables	C	105.1	100.0	1007	b	Cox Radio Inc	58	9212		sw	Urban AC	14,700	0.99	5.4	4.3	4.6	4.2	4.6	4.1	4.6	5.0	5.1
• WBGQ	Fort Lauderdale	C0	105.9	100.0	1030	f	Clear Channel Comm	60	9403	14,000	1	Clsc Rock	9,100	1.00	3.3	2.8	2.8	2.6	2.7	2.8	3.1	2.8	2.7
• WZMQ	Key Largo	C2	106.3	50.0	430		South Bcstg System	90	0002		g	Span/Top40	900			0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.0
WRMA	Fort Lauderdale	C	106.7	100.0	984	c	Spanish Bcstg System	62	9704		d1	Span/BfmS	11,100	0.94	4.3	2.6	4.1	3.5	3.8	4.4	3.7	3.3	3.4
WAMR	Miami	C1	107.5	95.0	1007	a	Univision Comm Inc	47	0310		st	Span/CHR	19,000	1.28	5.4	4.1	4.9	4.0	4.0	4.2	4.4	5.5	4.7
# FM Stations -					19	# Combos -					18	FM TOTALS		78.2	66.2	66.8	65.6	65.1	66.7	68.1	68.5	67.4	

• Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 12

Revenue Rank: 11

Miami-Ft. Lauderdale-Hollywood, FL Market Overview



Metro Counties / Population (000)

Broward, FL	1,677.8
Dade, FL	2,297.8
Total	3,975.6

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$200,300	\$214,900	\$241,200	\$269,200	\$259,000	\$274,400
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.20/1,000	\$5.84/1,000	Local	73%		
Revenue/Capita	1997	2002	2007	National	27%		
	\$56.38	\$69.02	\$85.84				

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	3,552.9	3,975.6	2.3%	3,975.6	4,241.5
Households	1,345.9	1,461.1	1.7%	1,461.1	1,541.0	1.1%
Retail Sales	NA ^{1/}	52,725.7	NA ^{1/}	52,725.7	62,351.6	3.4%
EBI ^{2/}	55,509.6	70,487.6	4.9%	70,487.6	85,155.0	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,917.1	325.2	167.6	168.3	278.6	313.3	255.3	408.8
Women (000)	2,058.5	309.6	160.6	168.9	285.0	321.7	275.0	537.8
Total	3,975.6	634.7	328.1	337.3	563.6	635.0	530.4	946.5
Percentage	100.0%	16.0%	8.3%	8.5%	14.2%	16.0%	13.3%	23.8%
Per Capita	\$ 17,730	Median Household		\$ 35,734	Avg Household		\$ 48,242	
Ethnic Population:	White 69.3%	Black 20.8%	Asian 1.9%	Hispanic 41.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			19	18	19	26	45
Tot 12+			66.8	66.8	66.8	19.3	86.1
Avg 12+			3.5	3.7	3.5	0.7	1.9
Tot LCS			77.6	77.6	77.6	22.4	100.0
Avg LCS			4.1	4.3	4.1	0.9	2.2

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in W. Palm Beach-Boca Raton.

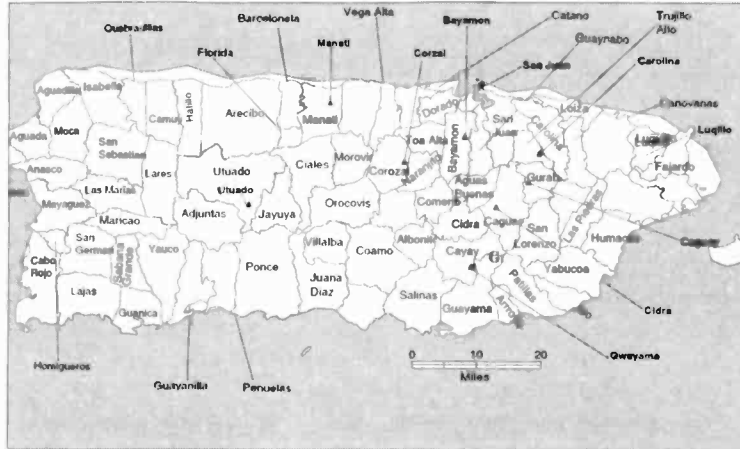
AM Stations		ARB 12+ Metro Shares (see rights)																					
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02	ARB 12+ Metro Shares (see rights)							
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002
WQAM	Miami	B	560	5.0	1.00	e	Beasley Bcst Group	21	9610		c2	Sports	20,000	2.28	3.2	2.8	2.1	2.2	2.7	2.5	2.8	2.8	2.9
WIOD	Miami	B	610	5.0	5.00	f	Clear Channel Comm	26	9712		g1	1 Nws/Tlk/Spt	9,700	0.98	3.6	3.4	3.4	3.7	3.3	3.1	3.1	3.0	3.3
WWFE	Miami	B	670	50.0	1.00	g	Carreras,Carlos etal	89	9306	2,700		Spn/Spt/Nws	700		0.8	0.6	0.5	0.5	0.5	0.7	0.6	0.6	0.7
WAQI	Miami	B	710	50.0	50.00	a	Univision Comm Inc	39	0310		st	Spn/Nws/Tlk	7,000	0.51	5.0	3.8	3.4	4.8	4.5	4.1	4.9	4.2	4.0
WAXY	South Miami	B	790	5.0	5.00	d	Jefferson-Pilot Comm	47	8511	6,000		Talk/Nstlg	1,300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WACC	Hialeah	B	830	1.0	1.00		Radio Peace Catholic	87	9701	2,550	1	Span/Relgn	600		0.9	0.9	0.7	0.7	0.7	0.8	0.7	0.7	0.9
WRFX	Miami	B	940	50.0	10.00	f	Clear Channel Comm	46	9712		g1	1 Spts/Talk	2,000		0.6	0.7	0.4	0.4	0.6	0.4	0.6	0.4	0.5
WHSR	Pompano Beach	B	980	5.0	cp	2.20	e	Beasley Bcst Group	59	0006	18,000	d3	Internat'l	800			0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMYM	Miami	B	990	5.0	5.00		ABC/Disney	97	9908	7,400		Children	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRHB	Kendall	B	1020	8.9	cp	0.98		New World Bcstg Inc	01	0201	260	cp	Ethnic		0.1	0.0	0.0	0.0	0.3	0.4	0.0	0.0	0.0
WVCG	Coral Gables	B	1080	50.0	10.00		Radio One Inc	49	0008		g5	Ethnic	1,500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQBA	Miami	B	1140	50.0	10.00	a	Univision Comm Inc	47	0310		st	Spn/Nws/Tlk	4,000	0.63	2.3	1.9	2.6	1.6	1.8	1.9	2.0	2.0	1.9
WAVS	Davie	B	1170	5.0	0.25		Radio WAVS Inc	83	8305	600	e	Ethnic	1,300		0.8	0.5	0.9	1.3	0.7	0.8	0.5	0.8	0.6
• WNMA	Miami Springs	B	1210	25.0	2.50	h	Multicultural Bcstg	58	0310 p		g2	Spn/Nws/Tlk	3,900		0.9	0.0	0.7	0.4	0.5	1.0	0.5	0.8	0.9
WSUA	Miami	B	1260	5.0	5.00		El Dorado Bcstg Corp	69	9505	2,750		Spn/Nws/Var	3,900	0.84	1.7	1.2	1.4	1.4	1.5	1.7	1.4	1.3	1.3
WLQY	Hollywood	B	1320	5.0	5.00		Entravision Comm Co	53	0008		g4	Ethnic	400		0.1	0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.4
WKAT	North Miami	B	1360	5.0	1.00		Spanish Media Bcstg	37	9912	7,800		Classical	1,300		0.3	1.4	1.0	1.4	1.6	0.3	0.3	0.0	0.3
• WFLC	Fort Lauderdale	C	1400	1.0	1.00		J Crystal Entrprises	46	9808		sw	Bus News	900			0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
WOIR	Homestead	B	1430	5.0	0.50		Amanecer Christian	57	0106	2,580		Spn/Tlk/Var				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOCN	Miami	C	1450	1.0	1.00		Minority Radio Assoc	56	8808	440		News/Talk	700		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
WWNN	Pompano Beach	B	1470	50.0	2.50	e	Beasley Bcst Group	59	0006		d3	Motivatiol	1,200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMBM	Miami Beach	C	1490	1.0	1.00		New Birth Bcstg Corp	49	9502	1,500		Gospel	800	0.21	1.4	1.1	1.5	1.2	1.1	1.3	1.1	1.3	1.0
WEXY	Wilton Manors	B	1520	3.5	0.25	h	Multicultural Bcstg	63	0304	2,740		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRHC	Coral Gables	B	1560	45.0	cp	4.40	g	Carreras,Carlos etal	63	9303	525		Span/Easy			0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
WSRF	Fort Lauderdale	B	1580	10.0	5.00		Inner City Bcstg	55	9908	1,500		Ethnic	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WJCC	Miami Springs	B	1700	10.0	1.00	h	Multicultural Bcstg	98	0310 p		g2	2 Span/Chrst			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
				# AM Stations -				# Combos -		13		AM TOTALS		21.9		18.6	19.3	20.1	20.2	19.0	18.5	17.9	19.3
				AM & FM Stations Profiled -		45		# Duopolies -		15		Total Local Commercial Share				84.8	86.1	85.7	85.3	85.7	86.6	86.4	86.7

• Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 13

Revenue Rank: 32

Puerto Rico Market Overview



Metro Counties / Population (000)

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$73,500	\$77,300	\$79,900	\$80,000	\$87,700	\$95,200	5.3%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.42/1,000	\$6.19/1,000	Local 60%			
	\$19.91	\$24.42	\$31.30	National 40%			

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	3,692.0	3,899.1	1.1%	3,899.1	3,977.7
Households	1,241.1	1,062.6	-3.1%	1,062.6	1,089.5	0.5%
Retail Sales	NA ^{1/}	17,559.8	NA ^{1/}	17,559.8	20,121.0	2.8%
EBI ^{2/}	27,046.5	36,679.5	6.3%	36,679.5	44,709.3	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,821.5	279.9	184.4	265.3	261.3	245.2	223.8	361.6
Women (000)	2,077.6	315.7	187.0	307.7	275.3	280.7	262.3	448.9
Total	3,899.1	595.6	371.4	573.0	536.6	525.9	486.1	810.5
Percentage	100.0%	15.3%	9.5%	14.7%	13.8%	13.5%	12.5%	20.8%
Per Capita	\$ 9,407							
Median Household				\$ 8,895				
Avg Household							\$ 34,517	
Ethnic Population:	White 80.5%	Black 8.0%	Asian 0.2%	Hispanic 100.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	32		28	42	52	94
Tot 12+	6.2	64.5		66.9	70.7	18.1	88.8
Avg 12+	0.6	2.0		2.4	1.7	0.3	0.9
Tot LCS	7.0	72.6		75.3	79.6	20.4	100.0
Avg LCS	0.7	2.3		2.7	1.9	0.4	1.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

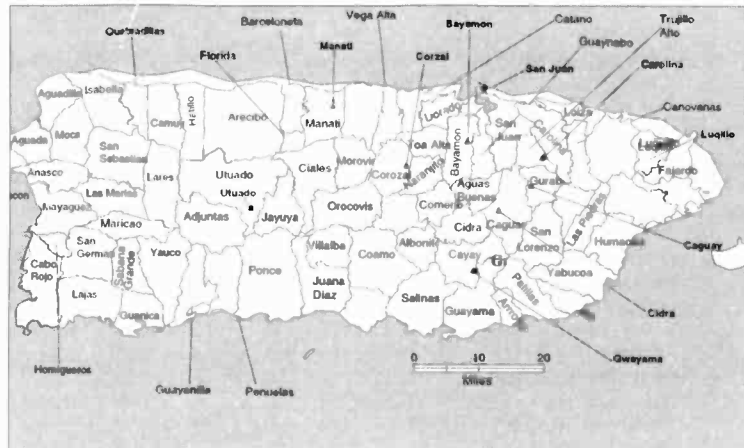
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Date Std Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)†	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WZET	Hormigueros	A	92.1	3.0	1106	i	Spanish Bcstg System 80	9904	16,000	c1	Spn/8Ht/8&9	500			0.5	0.3	0.3	0.4	0.0	0.0	0.0	0.0	
WZOL	Luquillo	A	92.1	4.6	915	Asn PR Advent 7D	75 0305				Span/Chrst	300		0.3	0.0	0.0	0.3	0.0	0.4	0.0	0.4	0.3	
WORO	Corozal	B	92.5	50.0	1198	j	Roman Catholic	68			Span/Easy	2,600	0.83	3.3	2.4	3.0	3.5	3.0	3.3	3.1	2.9	2.4	
WTPM	Aguadilla	B	92.9	50.0	1207	Corp 7th Day Advent	71				Span/RlgMs	400		0.4	0.5	0.4	0.0	0.3	0.0	0.7	0.4	0.4	
WYQE	Naguabo	A	92.9	3.9	751	El Yunque Bcstg Inc	94				Span/Trpcl	550		0.3	0.0	0.0	0.0	0.0	0.4	0.3	0.5	0.5	
WZMT	Ponce	B1	93.3	14.5	-226	i	Spanish Bcstg System 69	0001		g	Span/Trpcl	600		0.9	0.8	0.6	0.7	0.6	0.8	0.9	0.7	0.9	
• WZNT	San Juan	B	93.7	28.0	1837	i	Spanish Bcstg System 59	0001	90,800	d1	Span/Trpcl	4,600	0.86	5.6	4.5	4.2	4.6	4.1	5.3	5.4	5.1	4.1	
WNOD	Mayaguez	B	94.1	25.0	1959	i	Spanish Bcstg System 60	0001		d1	Spn/CHR/T4	1,100	0.77	1.5	0.8	0.5	0.5	0.9	1.2	1.1	1.4	1.7	
WODA	Bayamon	B	94.7	31.0	cp	1837	i	Spanish Bcstg System 59	0001		d1	Spn/Trp/Urb	1,200	0.97	1.3	0.8	0.5	0.6	0.5	0.7	1.2	1.6	1.2
WEGM	San German	B	95.1	25.0	1969	i	Spanish Bcstg System 69	0001			d1	Span/CHR	800	0.56	1.5	1.3	1.7	1.2	1.2	1.4	1.1	1.5	1.5
WFID	Rio Piedras	B	95.7	11.5	cp	2782	m	UNO Radio Group	58 9805	11,538	c1	Span/BtfMs	4,900	1.05	4.9	3.6	3.8	3.6	4.1	4.1	4.0	3.7	5.8
Wael	Maricao	B	96.1	24.0	2011	c	Wael Inc	70			Span/Trpcl	600	0.57	1.1	1.3	1.0	1.5	1.0	1.0	0.8	0.9	1.3	
WCMA	Fajardo	B	96.5	11.5	2795	i	Spanish Bcstg System 69	9901	8,250		Spn/8Ht/8&9	1,100	0.61	1.9	0.9	1.2	1.1	1.7	1.6	1.7	1.6	1.9	
WNRT	Manati	B	96.9	50.0	951	Arecibo Bcstg Corp	73				Spn/RMs/Var	1,000	1.05	1.0	1.2	0.8	1.3	1.2	0.8	0.8	1.3	0.8	
WIOB	Mayaguez	B	97.5	50.0	cp	1194	i	Spanish Bcstg System 47	0001		d1	Span/BtfMs	1,800	1.00	1.9	1.3	1.1	1.9	1.8	1.6	1.5	2.2	1.6
WBRO	Cidra	A	97.7	4.4	899	Newlife Bcstg Inc	72 0104		3,600		Span/CHR	2,000	0.91	2.3	3.8	3.5	3.6	3.8	3.4	2.2	1.1	1.5	
WIDI	Quebradillas	A	98.3	3.0	1001	Arzuaga, Jose J	74				Span/Oldes	400		0.4	0.4	0.4	0.3	0.4	0.3	0.4	0.4	0.2	
WSAN	Las Piedras	A	98.3	0.8	cp	1959	Colon-Ventura, Carl	78			Span/Top40	200		0.1	0.0	0.0	0.4	0.3	0.0	0.0	0.4	0.0	
WPRM	San Juan	B	98.5	25.0	1910	m	UNO Radio Group	59 7304			Span/Trpcl	9,900	1.27	8.2	7.2	8.2	6.6	6.5	6.1	7.8	7.4	8.0	
• WXZX	Culebra	A	98.7	6.0	cp	584	f	Aerco Bcstg Corp	96 0304	2,300		Span/StAC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WUKQ	Mayaguez	B	99.1	25.0	1972	g	Univision Comm Inc	63 0310		st	Spn/T40/Var	1,800	1.00	1.9	1.3	1.0	1.0	1.2	1.7	1.7	1.6	1.7	
WIOA	San Juan	B	99.9	31.0	1837	i	Spanish Bcstg System 61	0001		d1	Span/BtfMs	4,800	0.99	5.1	4.3	4.5	3.9	3.8	4.8	4.6	4.5	4.4	
WIVA	Aguadilla	B	100.3	22.0	2015	m	UNO Radio Group	64			Span/Trpcl	1,700	0.66	2.7	3.1	2.8	2.3	2.5	2.4	2.3	2.4	2.5	
WXYX	Bayamon	B	100.7	50.0	1093	RAAD Bcstg	79				SpnAC/VarHt	2,000	0.75	2.8	2.5	2.0	2.4	1.8	2.3	2.6	2.8	2.2	
WRIO	Ponce	B	101.1	50.0	cp	-108	m	UNO Radio Group	86 9503	1,500		Span/Trpcl	1,500	1.43	1.1	0.9	0.9	1.9	1.0	0.8	0.6	1.2	1.2
WKSA	isabela	B	101.5	50.0	423	a	isabela Bcstg Co Inc	61			Span/Varty	500		0.5	0.6	0.5	0.6	0.6	0.7	0.3	0.3	0.4	
WZAR	Ponce	B	101.9	14.0	2589	m	UNO Radio Group	66 9910	10,750	d3	Span/Varty	2,800	0.98	3.0	2.7	3.3	1.8	2.2	2.8	2.1	2.8	3.0	
WMIO	Cabo Rojo	A	102.3	3.0	781	n	Bestov Bcstg	88 9905	3,650	c1	Span/UrCHR	200		0.6	0.9	0.8	0.9	1.3	0.6	1.3	0.3	0.0	
WIAC	San Juan	B	102.5	50.0	1139	h	Bestov Bcstg	61			Span/StAC	2,600	0.88	3.1	2.1	2.6	2.4	2.4	2.4	2.8	2.7	3.3	
WDIN	Camuy	B	102.9	50.0	cp	892	o	North Coast Bcstrs	68		Span/Trpcl	600		0.3	0.4	0.5	0.3	0.0	0.4	0.3	0.5	0.0	
WVJP	Caguas	B	103.3	28.0	1906	b	Borinquen Bcstg Co	68			Span/Trpcl	900	0.73	1.3	2.0	2.5	2.8	1.5	1.5	1.1	1.2	0.8	
WXLX	Lajas	B	103.7	50.0	456	Radio X Bcstg Corp	79				SpnAC/Varty	200		0.2	0.0	0.0	0.0	0.3	0.4	0.0	0.0	0.4	
• WERR	Utuaado	B	104.1	50.0	cp	984	Radio Redentor Inc	70 7506			Span/Varty	600	0.57	1.1	0.9	0.9	1.1	0.9	0.8	0.9	0.9	1.2	
• WKAQ	San Juan	B	104.7	50.0	1221	g	Univision Comm Inc	58 0310		st	Spn/T40/Var	7,100	1.38	5.4	3.9	4.4	4.3	4.1	4.8	4.8	4.9	4.9	
WIOC	Ponce	B	105.1	47.0	-200	i	Spanish Bcstg System 70	0001		d1	Span/BtfMs	700		0.6	0.5	1.4	0.4	0.6	0.6	0.5	0.6	0.6	
• WFDT	Aguada	A	105.5	3.0	997	m	UNO Radio Group	75 0105	3,200		Span/RlgMs	300		0.3	0.4	0.8	0.3	0.4	0.0	0.3	0.4	0.3	
WCAD	San Juan	B	105.7	50.0	1099	Bcstg Systems/PR	68				Span/AOR	1,400	1.34	1.1	1.1	1.0	1.4	0.9	1.2	0.9	0.9	1.0	
WRRR	Hormigueros	A	106.1	0.4	1893	Renacer Broadcasters	99				Span/CCTmp	400		0.7	0.8	0.4	0.8	0.8	0.5	1.1	0.5	0.5	
WNIK	Arecibo	B1	106.5	19.5	-269	Kelly Bcstg System	65				Span/Trpcl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMEG	Guayama	B	106.9	25.0	1949	i	Spanish Bcstg System 66	9904		d1	Span/CHR	3,100	0.86	3.8	3.0	3.3	2.3	2.4	2.7	3.3	3.9	3.7	
WCMN	Arecibo	B	107.3	1.5	-79	l	Caribbean Bcst Corp	67			Span/Top40	800	0.56	1.5	0.9	1.0	1.7	1.2	1.4	1.2	1.4	1.4	
WVOZ	Carolina	B	107.7	12.0	2759	k	Collazo, Pedro	67			Span/UrCHR	2,000	0.40	5.2	5.4	4.9	4.2	4.8	5.5	4.6	4.6	3.9	
# FM Stations -					42	# Combos -					28	FM TOTALS			79.2	69.0	70.7	68.8	66.5	70.3	70.4	71.7	71.5

• Indicates a change since last edition
 † See introduction section for interpretation of revenue estimates.

Metro Rank: 13

Revenue Rank: 32

Puerto Rico Market Overview



Metro Counties / Population (000)

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$73,500	\$77,300	\$79,900	\$80,000	\$87,700	\$95,200
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.42/1,000	\$6.19/1,000	Local 60%			
	\$19.91	\$24.42	\$31.30	National 40%			

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	3,692.0	3,899.1	1.1%	3,899.1	3,977.7
Households	1,241.1	1,062.6	-3.1%	1,062.6	1,089.5	0.5%
Retail Sales	NA ^{1/}	17,559.8	NA ^{1/}	17,559.8	20,121.0	2.8%
EBI ^{2/}	27,046.5	36,679.5	6.3%	36,679.5	44,709.3	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,821.5	279.9	184.4	265.3	261.3	245.2	223.8	361.6
Women (000)	2,077.6	315.7	187.0	307.7	275.3	280.7	262.3	448.9
Total	3,899.1	595.6	371.4	573.0	536.6	525.9	486.1	810.5
Percentage	100.0%	15.3%	9.5%	14.7%	13.8%	13.5%	12.5%	20.8%
Per Capita	\$ 9,407							
Median Household					\$ 8,895			
Avg Household								\$ 34,517
Ethnic Population:	White 80.5%	Black 8.0%	Asian 0.2%	Hispanic 100.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	32		28	42	52	94
Tot 12+	6.2	64.5		66.9	70.7	18.1	88.8
Avg 12+	0.6	2.0		2.4	1.7	0.3	0.9
Tot LCS	7.0	72.6		75.3	79.6	20.4	100.0
Avg LCS	0.7	2.3		2.7	1.9	0.4	1.1

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WPAB	Ponce	B	550	5.0	5.00	e	WPAB Inc	40				Spr/Nws/Tlk	500		0.4	0.5	0.6	0.5	0.7	0.5	0.3	0.5	0.2
• WKAQ	San Juan	B	580	10.0	10.00	g	Univision Comm Inc	22	0310		st	Spr/Nws/Tlk	5,200	1.37	4.0	3.8	3.1	3.5	3.8	3.0	3.5	3.6	4.1
Wael	Mayaguez	B	600	5.0	5.00	c	Wael Inc	99				Span/Oldes	600		0.6	0.5	0.5	0.5	0.6	0.6	0.3	0.7	0.5
WEXS	Patillas	B	610	0.3	1.00		Community Bcstg II	99				Span/Trpcl	100			0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
WUNO	San Juan	B	630	5.0	5.00	m	UNO Radio Group	60	9804		c1	Spr/Nws/Tlk	2,100	1.10	2.0	4.3	3.5	4.5	2.9	2.0	2.4	1.7	1.1
• WAPA	San Juan	B	680	10.0	10.00	cp	d Blanco Pi, Wilfredo	47	9101	1,820		Span/News	3,100	0.96	3.4	2.5	1.7	3.6	4.1	3.3	3.5	2.1	3.3
WKJB	Mayaguez	B	710	10.0	0.75		WKJB Inc	99				Spr/Nws/Tlk	400		0.5	0.8	0.7	0.5	0.4	0.5	0.4	0.6	0.4
WIAC	San Juan	B	740	10.0	10.00	h	Bestov Bcstg	47				Spr/Nws/Tlk	1,100	0.96	1.2	1.6	0.8	1.7	1.3	1.5	1.3	0.7	0.8
WORA	Mayaguez	B	760	5.0	5.00	m	UNO Radio Group	47	0106		d2	Spr/Nws/Tlk	700	0.74	1.0	0.4	1.4	0.5	1.0	1.1	0.5	1.0	0.8
WKVM	San Juan	B	810	50.0	50.00	j	Roman Catholic	51	8203	1,019		Span/Oldes	700		0.8	0.8	0.6	0.8	0.7	0.8	0.7	0.7	0.7
WXEW	Yabucoa	B	840	5.0	5.00	cp	WXEW Radio Victoria	78				Span/Trpcl	300		0.3	0.5	0.0	0.3	0.4	0.0	0.4	0.3	0.3
WABA	Aguadilla	B	850	5.0	1.00		Aguadilla Radio & TV	51				Sprn/70s/Nst	700		0.8	0.4	0.4	0.6	0.8	0.7	1.2	0.4	0.6
WQBS	San Juan	B	870	5.0	5.00	cp	Aerco Bcstg Corp	54	9009	800		Sprn/Spt/Nws	300		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
WYKO	Sabana Grande	B	880	1.0	0.50		Juan Galiano Rivera	99				Span/Varty	200		0.2	0.6	0.0	0.3	0.4	0.3	0.0	0.0	0.3
WPRP	Ponce	B	910	4.4	4.40	m	UNO Radio Group	36	0106		d2	Sprn/T40/Nws	400		0.6	0.4	1.1	0.5	1.0	0.6	0.3	0.7	0.4
WEKO	Cabo Rojo	B	930	2.5	2.00	n	Bestov Bcstg	70	9905		c1	Sprn/Nws/Tlk				0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPRA	Mayaguez	B	990	0.9	0.00		Empresas Bechara	37	9606	675		Span/Trpcl	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOQI	Adjuntas	B	1020	1.0	0.28	e	WPAB Inc	97	0102	450		Span/Varty				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOSO	San Juan	B	1030	10.0	10.00		Sherman Bcstg Corp	77				News/Talk	1,000			0.3	0.4	0.0	0.3	0.0	0.0	0.0	0.0
• WZNA	Moca	D	1040	5.0	0.25	f	Newlife Bcstg Inc	83	0309 p	950		Sprn/Trp/Var				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCGB	Juana Diaz	B	1060	5.0	0.50		Grace Broadcasters	67				Span/Varty				0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
• WLEY	Cayey	B	1080	0.3	0.00	m	Media Power Gr Inc	65	0308	6,800	d5	R&BOd/70&8	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSOL	San German	B	1090	0.3	0.73	q	San German Bcstg Gr	55				Span/Varty	200			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVJP	Caguas	B	1110	2.5	0.50	b	Borinquen Bcstg Co	47				Span/Trpcl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WMSW	Hatillo	B	1120	2.6	5.00	cp	Aurora Bcstg Corp	99				Span/AC/SftAC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQII	San Juan	B	1140	10.0	10.00		Bcstg Ntwk of PR	47	0103 p			Span/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLEO	Ponce	B	1170	0.3	0.00	m	UNO Radio Group	96	9910		d3	Span/Varty	300		0.3	0.3	0.0	0.0	0.3	0.4	0.3	0.3	0.0
WBMJ	San Juan	B	1190	10.0	5.00	p	Calvry Evangel Missn	68	8904		nc	Rlg/Sprn/Inp	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHOY	Salinas	B	1210	5.0	5.00		Colon Radio Corp	96	9703	700		Sprn/Var/Trp			0.1	0.4	0.3	0.3	0.0	0.3	0.0	0.0	0.0
WALO	Humacao	C	1240	1.0	1.00	cp	Ochoa Bcstg Corp	58				Span/Trpcl			0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
• WISO	Ponce	B	1260	2.5	2.50	d	Blanco Pi, Wilfredo	53	9602	500		Span/News	400		0.5	0.0	0.5	0.6	0.7	0.9	0.6	0.3	0.0
WCMN	Arecibo	B	1280	5.0	1.00	l	Caribbean Bcst Corp	47				Sprn/Nws/Tlk	650	0.62	1.1	0.6	0.9	1.0	1.2	0.4	1.5	1.1	0.9
WTIL	Mayaguez	B	1300	1.0	1.00	n	Francisco Acosta	50				Span/Varty	100		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
• WSKN	San Juan	B	1320	5.0	2.30	m	Media Power Gr Inc	49	0309		d5	Span/News	1,300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WENA	Yauco	B	1330	2.0	1.40		Southern Bcstg	78				Span/Trpcl	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WISA	Isabela	B	1390	1.0	1.00	a	Isabela Bcstg Co Inc	61				Sprn/Nws/Tlk			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
WIDA	Carolina	B	1400	1.0	1.00	g	Primera Iglesia Baut	64	8007	750		Span/Chrst	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WUKQ	Ponce	B	1420	1.0	1.00	g	Univision Comm Inc	88	0310		st	Sprn/Nws/Tlk	200		0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.4	0.0
WNEL	Caguas	B	1430	5.0	5.00	m	UNO Radio Group	47	7304			Span/Oldes	600		0.6	0.3	0.5	0.0	0.4	0.5	0.3	0.8	0.7
WLRP	San Sebastian	B	1460	0.5	0.00		Las Raices Pepinlana	67				Span/Varty	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WDEP	Ponce	B	1490	5.0	1.00	m	Media Power Gr Inc	96	0308		d5	Sprn/Spt/Nws				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMNT	Manati	B	1500	1.0	0.25		Manati Radio Corp	61				Sprn/Var/Tlk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVOZ	San Juan	B	1520	25.0	10.00	cp	Collazo, Pedro	49				Span/Trpcl	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WUPR	Utua	B	1530	1.0	0.25		Central Bcstg Corp	64				Span/Varty	600		0.9	0.0	0.0	0.3	0.6	0.5	0.4	1.2	1.1
WIBS	Guayama	D	1540	1.0	0.00	k	Collazo, Pedro	81	0112	300		Span/Trpcl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WKFE	Yauco	B	1550	0.3	0.00	m	Media Power Gr Inc	98	0308		d5	Sprn/Trp/Sht				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WRSJ	Bayamon	B	1560	2.5	0.75		Internatl Bcstg Corp	47	0305 p		d1	Span/CCtmp	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPPC	Penueles	D	1570	1.0	0.13		Radio Felicidad	99				Sprn/Rlg/Cst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMTI	Morovis	B	1580	5.0	2.50	k	Collazo, Pedro	81	9808	315	cp	Span/Trpcl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXRf	Guayama	B	1590	1.0	1.00	k	Collazo, Pedro	48	9708	300		Span/Trpcl	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLUZ	Bayamon	B	1600	5.0	5.00		Mktng Promo	66	9811	1,600		Span/Trpcl	300		0.4	0.3	0.8	0.0	0.8	0.5	0.3	0.3	0.3
• WGIT	Canovanas	B	1660	10.0	1.00	k	Collazo, Pedro	01	0306	1,300		Sprn/Trp/Var	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -	52	# Combos -	29	AM TOTALS						20.3	20.1	18.1	20.3	22.4	18.8	18.5	17.7	17.1	
				AM & FM Stations Profiled -	94	# Duopolies -	21	Total Local Commercial Share						89.1	88.8	89.1	88.9	89.1	88.9	89.4	88.6		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 14

Revenue Rank: 13

Seattle-Tacoma, WA Market Overview



Metro Counties / Population (000)

Island, WA	73.1
King, WA	1,773.2
Kitsap, WA	235.1
Pierce, WA	721.5
Snohomish, WA	624.7
Thurston, WA	213.1
Total	3,640.7

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$156,300	\$188,900	\$228,100	\$251,600	\$218,200	\$231,100	8.1%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	5.9%	\$245,100	\$258,500	\$272,700	\$287,700	\$302,100	5.5%

Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Capita	NA ^{1/}	\$4.17/1,000	\$3.79/1,000	Local 77%
	\$46.67	\$63.48	\$78.04	National 23%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	3,349.4	3,640.7	1.7%	3,640.7	3,870.9	1.2%
Households	1,294.5	1,428.2	2.0%	1,428.2	1,524.1	1.3%
Retail Sales	NA ^{1/}	55,368.6	NA ^{1/}	55,368.6	79,743.4	7.6%
EBI ^{2/}	65,067.3	93,805.7	7.6%	93,805.7	133,217.5	7.3%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	1,811.6	302.2	158.7	176.2	279.3	310.9	271.9	312.4
Women (000)	1,829.1	285.7	150.7	166.3	266.0	305.0	277.8	377.6
Total	3,640.7	587.9	309.5	342.5	545.3	615.9	549.8	690.0
Percentage	100.0%	16.1%	8.5%	9.4%	15.0%	16.9%	15.1%	19.0%
Per Capita	\$ 25,766							
				Median Household	\$ 51,678		Avg Household	\$ 65,681
Ethnic Population:	White	78.5%	Black	4.8%	Asian	8.9%	Hispanic	5.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			21	19	21	36	57
Tot 12+			59.2	58.7	59.2	22.1	81.3
Avg 12+			2.8	3.1	2.8	0.6	1.4
Tot LCS			72.8	72.2	72.8	27.2	100.0
Avg LCS			3.5	3.8	3.5	0.8	1.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
KLSY	Bellevue	C	92.5	58.0	2343	e	Sandusky Radio	64	7801	1,700	AC	10,800	1.37	3.4	2.3	2.2	2.7	2.0	2.9	2.9	2.9	2.7		
KUBE	Seattle	C	93.3	100.0	cp	1270	k	Clear Channel Comm	64	0206		g 2	CHR	10,500	0.70	6.5	4.8	5.3	5.9	5.8	5.8	5.1	5.1	
KMPS	Seattle	C	94.1	58.0	2343	d	Infinity Bcstg	61	0102		g1	Country	18,750	1.13	7.2	5.9	6.8	5.5	6.8	5.9	5.6	6.9	6.0	
KJR	Seattle	C	95.7	100.0	1270	k	Clear Channel Comm	60	0206		g 2	Clsc Hits	6,600	1.24	2.3	2.0	2.2	2.2	2.4	2.1	2.0	1.8	1.9	
KXXO	Olympia	C	96.1	85.0	2100		3 Cities Inc	90				Soft AC	1,500		0.7	0.4	0.0	0.4	0.4	0.6	0.7	0.5		
KYPT	Seattle	C	96.5	52.0	cp	2290	d	Infinity Bcstg	59	0102		g1	80s Hits	7,600	1.37	2.4	2.5	1.9	2.4	1.9	2.0	2.2	2.1	1.9
KBSG	Tacoma	C	97.3	55.0	2392	i	Entercom	48	9607		sw	Oldies	12,300	0.99	5.4	4.3	3.6	4.0	4.1	4.1	5.0	5.0	4.0	
KING	Seattle	C	98.1	58.0	2343	e	Beethoven	47	9501	9,000	st	Classical	2,200	0.27	3.5	2.6	2.9	3.8	3.2	3.0	2.7	3.2	2.8	
KWJZ	Seattle	C	98.9	53.0	2343	e	Sandusky Radio	58	9604	26,000	c4	Smooth Jazz	8,100	0.65	5.4	4.0	3.7	4.3	4.1	5.0	5.8	3.6	3.8	
KAYO	Elma	C1	99.3	12.0	2133	l	South Sound Bcstg LP	81	9905	249	na	Country	400		0.4	1.6	0.6	0.8	0.5	0.9	0.4	0.0	0.0	
KISW	Seattle	C	99.9	55.0	2343	i	Entercom	50	9808		sw	Rock	7,400	0.89	3.6	2.8	2.6	3.0	3.2	3.0	3.1	3.1	2.9	
KQBZ	Seattle	C	100.7	53.0	2343	i	Entercom	46	9703		sw 1	Talk	4,900	0.76	2.8	1.9	2.0	2.1	2.5	2.2	2.1	2.4	2.6	
KPLZ	Seattle	C	101.5	100.0	cp	1263	f	Fisher Comm Inc	59	9403	11,000	c2	Hot AC	10,500	1.47	3.1	2.3	2.3	2.7	2.9	2.5	2.2	3.2	2.6
KZOK	Seattle	C	102.5	73.0	2290	d	Infinity Bcstg	64	0102		g1	Clsc Rock	19,000	1.79	4.6	3.7	3.9	3.2	2.9	3.6	3.7	4.3	3.8	
KMTT	Tacoma	C	103.7	58.0	2343	i	Entercom	58	9808			Adult Rock	11,100	1.46	3.3	2.6	2.9	3.3	2.9	2.7	2.8	2.9	2.8	
● KFNK	Eatonville	C3	104.9	17.0	407		Clear Channel Comm	95	0302	4,500	2	Rock	1,400	0.38	1.6	1.2	1.7	1.4	1.5	1.5	1.3	1.4	1.1	
KCMS	Edmonds	C1	105.3	54.0	1263	c	Crista Ministries	60				ChrsContem	3,800	0.55	3.0	3.1	2.7	2.9	3.1	2.7	2.5	2.5	2.3	
KBKS	Tacoma	C	106.1	68.0	2290	d	Infinity Bcstg	59	0102		g1	AC	10,500	1.03	4.4	4.2	3.8	4.0	4.6	4.0	3.7	3.6	3.6	
KWPZ	Lynden	C	106.5	68.0	2333	c	Crista Ministries	60				ChrsContem	300		0.1	0.0	0.5	0.0	0.0	0.0	0.4	0.0	0.0	
KRWM	Bremerton	C1	106.9	49.0	1299	e	Sandusky Radio	64	9609	29,250		Soft AC	10,000	0.77	5.6	4.0	4.1	3.5	4.9	4.5	4.1	4.9	5.4	
KNDD	Seattle	C	107.7	50.0	2343	i	Entercom	62	9607		sw	Modern Rock	11,600	1.22	4.1	3.4	3.5	3.4	3.3	3.2	3.9	3.5	3.4	
# FM Stations -				21	# Combos -				17	FM TOTALS				73.4	59.6	59.2	61.5	63.0	62.0	62.8	63.1	59.2		

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 14

Revenue Rank: 13

Seattle-Tacoma, WA Market Overview



Metro Counties / Population (000)

Island, WA	73.1
King, WA	1,773.2
Kitsap, WA	235.1
Pierce, WA	721.5
Snohomish, WA	624.7
Thurston, WA	213.1
Total	3,640.7

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$156,300	\$188,900	\$228,100	\$251,600	\$218,200	\$231,100	8.1%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
5.9%	\$245,100	\$258,500	\$272,700	\$287,700	\$302,100	5.5%	

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.17/1,000	\$3.79/1,000	Local 77%
Revenue/Capita	\$46.67	\$63.48	\$78.04	National 23%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	3,349.4	3,640.7	1.7%	3,640.7	3,870.9	1.2%
Households	1,294.5	1,428.2	2.0%	1,428.2	1,524.1	1.3%
Retail Sales	NA ^{1/}	55,368.6	NA ^{1/}	55,368.6	79,743.4	7.6%
EBI ^{2/}	65,067.3	93,805.7	7.6%	93,805.7	133,217.5	7.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,811.6	302.2	158.7	176.2	279.3	310.9	271.9	312.4
Women (000)	1,829.1	285.7	150.7	166.3	266.0	305.0	277.8	377.6
Total	3,640.7	587.9	309.5	342.5	545.3	615.9	549.8	690.0
Percentage	100.0%	16.1%	8.5%	9.4%	15.0%	16.9%	15.1%	19.0%
Per Capita	\$ 25,766							
				Median Household	\$ 51,678		Avg Household	\$ 65,681
Ethnic Population:	White	78.5%	Black	4.8%	Asian	8.9%	Hispanic	5.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			21	19	21	36	57
Tot 12+			59.2	58.7	59.2	22.1	81.3
Avg 12+			2.8	3.1	2.8	0.6	1.4
Tot LCS			72.8	72.2	72.8	27.2	100.0
Avg LCS			3.5	3.8	3.5	0.8	1.8

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

AM Stations		ARB 12+ Metro Shares (see rights)																							
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
				Power (kW)	Power (kW)											2003	2003	2003	2002	2002	2002	2002	2001		
KVI	Seattle	B	570	5.0	5.00	f	Fisher Comm Inc	29	9403		c2	Talk	8,500	0.75	4.9	4.0	4.2	4.6	4.8	3.2	3.9	5.2	4.2		
KCIS	Edmonds	B	630	2.3	0.05	c	Crista Ministries	54				Inspiration	600		0.2	0.0	0.5	0.5	0.4	0.0	0.4	0.0	0.4		
KBRD	Lacey	D	680	0.3	0.00	b	Marrow, Skip	86	9504	50		Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KIRO	Seattle	A	710	50.0	50.00	i	Entercom	27	9808		sw	Nws/Tlk/Spt	31,900	1.37	10.1	4.8	5.1	6.1	7.0	9.9	8.8	6.2	9.1		
• KTTT	Seattle	B	770	50.0	5.00	i	Entercom	25	9808		sw	1 Talk	2,800	0.93	1.3	1.8	1.8	1.5	1.0	0.9	0.9	1.5	1.2		
KGNW	Burien-Seattle	B	820	50.0	5.00	h	Salem Comm Corp	70	8611	2,770		Chrst/Talk	2,900		0.4	0.5	0.5	0.4	0.4	0.5	0.5	0.0	0.4		
KHHO	Tacoma	B	850	10.0	1.00	k	Clear Channel Comm	42	0206		g	2 Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KIXI	Mercer	B	880	50.0	10.00	e	Sandusky Radio	47	9201	3,500		Nostalgia			3.5	2.3	2.3	2.2	2.1	2.7	2.9	3.4	2.9		
KGHO	Olympia	D	920	3.0	0.01	MCC Radio LLC	56	9910	650			Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KJR	Seattle	B	950	50.0 cp	50.00	k	Clear Channel Comm	21	0206		g	2 Sports	5,100	1.00	2.2	1.7	2.0	1.9	2.4	1.8	1.4	2.1	2.0		
KOMO	Seattle	A	1000	50.0	50.00	f	Fisher Comm Inc	26				News	7,400	1.00	3.2	6.0	5.1	2.2	1.4	2.1	2.8	2.8	3.1		
KBLE	Seattle	B	1050	5.0	0.44		Sacred Heart Radio	48	0103	3,200		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KYCW	Seattle	B	1090	50.0	50.00	d	Infinity Bcstg	27	0102		g1	Country	200		0.2	1.1	0.6	1.2	0.7	0.6	0.0	0.0	0.0		
KWDB	Oak Harbor	D	1110	0.5	0.00		West Beach Bcstg	84	0004		na	AC	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KKNW	Seattle	B	1150	10.0	6.00	e	Sandusky Radio	26	9604		c4	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KLAY	Lakewood	B	1180	5.0	1.00		Clay Huntington	78				Nws/Tlk/Spt	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KNWX	Auburn-Federal	B	1210	27.5	10.00	i	Entercom	58	9607		sw	1 Bus News			0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.1	0.1		
KWYZ	Everett	C	1230	1.0	1.00	g	Suh, Jean	57	0211	480	na	Korean				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KGY	Olympia	C	1240	1.0	1.00		Kerry, Barbara	47				AC	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KKDZ	Seattle	B	1250	5.0	5.00		ABC/Disney	20	9802	1,200		Children	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KLDY	Lacey	B	1280	1.0	0.50	b	Marrow, Skip	86	9610	160		Classical				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KKOL	Seattle	B	1300	5.0 cp	2.00	h	Salem Comm Corp	22	9705	2,000		Talk	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KENU	Enumclaw	D	1330	0.5	0.03		Green River Foundatn	82	9607		na	Dance				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KVSN	Tumwater	C	1340	1.0	1.00		Evergreen Bcstg Inc	87				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KKMO	Tacoma	B	1360	5.0	5.00	h	Salem Comm Corp	22	9809	500		Ethnic	200		0.3	0.4	0.0	0.7	0.4	0.5	0.5	0.0	0.0		
KRKO	Everett	B	1380	5.0	5.00		SR Broadcasting Inc	20	8801	600		Talk/Sprts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KITZ	Silverdale	C	1400	1.0	0.89		Gottlieb, Alan M	48	0011	500		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KRIZ	Renton	B	1420	1.0	0.50	j	KRIS Bennett Bcstg	82				R&B Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KSUH	Puyallup	C	1450	1.0	1.00	g	Suh, Jean	51	0211	350		Korean				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KARR	Kirkland	B	1460	5.0	2.50		Family Stations Inc	64	8610	50		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KNTB	Lakewood	D	1480	1.0	0.11	a	FTP Corporation	78	9908	435	d1	Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KBRO	Bremerton	C	1490	1.0	1.00	a	FTP Corporation	47	9908		d1	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KXPA	Bellevue	B	1540	5.0	5.00		Multicultural Bcstg	58	9803		g	Divrs/Ethnc	700		0.5	0.0	0.0	0.6	0.0	0.4	0.4	0.0	0.8		
KZIZ	Sumner	D	1560	5.0	0.00	j	KRIS Bennett Bcstg	90				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KLFE	Seattle	B	1590	5.0	5.00	h	Salem Comm Corp	56	9408	500		Chrst/Talk	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KYIZ	Renton	B	1620	10.0	1.00	j	KRIZ Broadcasting In	98				Urban CHR				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					36	# Combos -					24	AM TOTALS					26.9	23.0	22.1	21.9	20.6	22.6	22.5	21.3	24.2
AM & FM Stations Profiled -					57	# Duopolies -					19	Total Local Commercial Share					82.6	81.3	83.4	83.6	84.6	85.3	84.4	83.4	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 15

Revenue Rank: 14

Phoenix, AZ Market Overview



Metro Counties / Population (000)

Maricopa, AZ	3,258.3
	3,258.3

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$125,300	\$144,800	\$170,600	\$185,500	\$189,400	\$201,800	10.0%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.5%	\$213,800	\$227,700	\$240,200	\$253,400	\$266,000	5.7%

Revenue/Retail Sales
Revenue/Capita

	1997	2002	2007
	NA ^{1/}	\$4.24/1,000	\$4.00/1,000
	\$47.21	\$61.93	\$71.42

Est. Breakout
Local 70%
National 30%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,653.9	3,258.3	4.2%	3,258.3	3,724.5	2.7%
Households	1,009.3	1,196.8	3.5%	1,196.8	1,354.1	2.5%
Retail Sales	NA ^{1/}	47,585.4	NA ^{1/}	47,585.4	66,522.1	6.9%
EBI ^{2/}	40,156.2	62,209.4	9.1%	62,209.4	86,697.8	6.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,627.5	307.0	142.7	178.4	262.4	248.6	197.0	291.4
Women (000)	1,630.8	292.4	133.5	160.1	240.1	240.4	205.9	358.2
Total	3,258.3	599.4	276.2	338.6	502.6	489.0	402.9	649.6
Percentage	100.0%	18.4%	8.5%	10.4%	15.4%	15.0%	12.4%	19.9%
Per Capita	\$ 19,093							
				Median Household	\$ 42,286		Avg Household	\$ 51,981
Ethnic Population:	White	76.6%	Black	3.8%	Asian	2.4%	Hispanic	25.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		23	20	24	22	46
Tot 12+	0.4		63.6	62.0	64.0	18.2	82.2
Avg 12+	0.4		2.8	3.1	2.7	0.8	1.8
Tot LCS	0.5		77.4	75.4	77.9	22.1	100.0
Avg LCS	0.5		3.4	3.8	3.2	1.0	2.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Flagstaff.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
KKFR	Glendale	C	92.3	100.0	1640	e	Emmis	79	0008		g	UrCHR/HpH	9,200	0.84	5.4	4.1	5.1	4.2	3.8	4.3	4.9	4.2	4.4
KDKB	Mesa	C	93.3	100.0	1539	f	Sandusky Radio	68	7810	3,700		AOR	10,800	1.45	3.7	3.2	3.0	3.3	3.9	3.4	2.5	3.2	3.0
KOOL	Phoenix	C	94.5	100.0	1654	a	Infinity Bcstg	56	0008		g3	Oldies	16,400	1.21	6.7	5.5	5.2	5.5	5.1	5.3	5.6	6.1	4.8
KYOT	Phoenix	C	95.5	100.0	1572	d	Clear Channel Comm	63	0008		g	Smooth Jazz	12,000	1.06	5.6	4.7	4.3	4.1	4.3	3.5	4.5	5.3	4.9
KSWG	Wickenburg	C3	96.3	6.4 cp	646		Circle S Bcstg Co	92				Country	900			0.5	0.7	0.5	0.4	0.0	0.0	0.0	0.0
● KMXP	Phoenix	C	96.9	100.0	1558	d	Clear Channel Comm	64	9905		g1	Modern AC	5,700	0.81	3.5	4.3	3.1	3.3	3.2	3.1	2.7	3.3	2.4
KUPD	Tempe	C	97.9	100.0	1621	f	Sandusky Radio	60	9405	20,000	c2	AOR	11,000	1.21	4.5	3.8	3.5	3.5	3.6	3.5	3.6	4.0	3.7
KKLT	Phoenix	C	98.7	100.0	1788	e	Emmis	60	0103	160,000	d1	AC	7,500	0.81	4.6	2.8	2.9	2.2	3.6	4.1	3.7	3.6	3.7
● KESZ	Phoenix	C	99.9	100.0	1703	d	Clear Channel Comm	82	9906	142,000	c1	AC	16,600	1.44	5.7	3.0	4.2	4.6	5.5	4.3	4.8	4.4	5.1
KMRR	Globe	C	100.3	90.0	2047	b	Univision Comm Inc	80	0310		st	Span/Top40	2,000		0.9	0.5	0.6	0.3	0.4	0.6	0.9	0.5	1.0
KSLX	Scottsdale	C	100.7	100.0	1841	f	Sandusky Radio	69	9807		c4	Clsc Rock	8,500	1.24	3.4	2.6	3.0	3.2	2.6	2.9	3.3	2.4	2.5
KNRJ	Payson	C1	101.1	57.0 cp	1237	i	Sierra H. Bcstg Inc	98	9812		cp	Dance/CHR	400		0.2	0.7	0.8	0.6	0.6	0.5	0.0	0.0	0.0
KZON	Phoenix	C	101.5	100.0	1739	a	Infinity Bcstg	64	0008		g3	Alternative	9,800	0.82	5.9	4.8	4.2	4.6	4.7	5.3	5.5	4.8	3.6
KNIX	Phoenix	C	102.5	100.0	1621	d	Clear Channel Comm	69	9906		c1	Country	15,000	1.40	5.3	4.5	4.9	5.9	4.7	4.8	4.1	4.2	4.4
KLNZ	Glendale	C	103.5	62.0	2428	g	Entravision Comm Co	94	0009		g	Mexican	3,200	0.37	4.3	2.3	2.0	2.2	3.9	4.0	3.0	4.0	3.2
KEDJ	Gilbert	C2	103.9	50.0	492		New Planet Radio	81	9609	7,350		Modern Rock	3,500	0.56	3.1	2.0	1.5	2.4	2.2	2.9	2.2	2.9	2.1
KAJM	Payson	C	104.3	100.0 cp	1969	i	Sierra H. Bcstg Inc	84	9609	850		R&B Oldies	1,800	0.69	1.3	0.9	1.1	1.1	1.4	1.0	1.2	1.0	0.9
KZZP	Mesa	C	104.7	100.0	1549	d	Clear Channel Comm	76	9905		g1	Hot AC	6,000	0.61	4.9	3.5	3.4	3.0	3.8	3.9	4.3	4.1	3.8
KHOV	Wickenburg	C2	105.3	6.0	1365	b	Univision Comm Inc	83	0310		st	Span/Top40	200		0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0
KHOT	Paradise Valley	C2	105.9	36.0 cp	577	b	Univision Comm Inc	96	0310		st	Span/Mexcn	3,700	0.65	2.8	4.6	4.4	3.7	2.2	2.0	2.5	2.1	2.5
KOMR	Sun City	C2	106.3	23.0 cp	725	b	Univision Comm Inc	75	0310		st	Spanish AC	2,000	0.99	1.0	0.9	1.1	1.0	0.7	1.3	0.7	1.2	0.2
KDVA	Buckeye	A	106.9	6.0	305	g	Entravision Comm Co	92	0011	10,000		Span/Easy	600		0.3	0.3	0.4	0.3	0.4	0.4	0.2	0.1	0.4
KVVA	Apache Junction	C3	107.1	23.5	335	g	Entravision Comm Co	73	0008		g4	Span/Easy	1,700	0.60	1.4	1.2	1.4	0.8	1.2	1.1	1.1	1.2	1.3
KMLE	Chandler	C	107.9	100.0	1736	a	Infinity Bcstg	80	0008		g3	Country	15,300	1.49	5.1	3.7	3.1	4.2	3.1	3.8	4.3	4.4	4.2
			# FM Stations -			24	# Combos -			22	FM TOTALS		79.7	64.4	64.0	64.6	65.4	66.1	65.7	67.1	62.1		

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 15

Revenue Rank: 14

Phoenix, AZ Market Overview



Metro Counties / Population (000)

Maricopa, AZ	3,258.3
	3,258.3

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$125,300	\$144,800	\$170,600	\$185,500	\$189,400	\$201,800	10.0%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
6.5%	\$213,800	\$227,700	\$240,200	\$253,400	\$266,000	5.7%

Revenue/Retail Sales
Revenue/Capita

1997	2002	2007
NA ^{1/}	\$4.24/1,000	\$4.00/1,000
\$47.21	\$61.93	\$71.42

Est. Breakout
Local 70%
National 30%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,653.9	3,258.3	4.2%	3,258.3	3,724.5	2.7%
Households	1,009.3	1,196.8	3.5%	1,196.8	1,354.1	2.5%
Retail Sales	NA ^{1/}	47,585.4	NA ^{1/}	47,585.4	66,522.1	6.9%
EBI ^{2/}	40,156.2	62,209.4	9.1%	62,209.4	86,697.8	6.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,627.5	307.0	142.7	178.4	262.4	248.6	197.0	291.4
Women (000)	1,630.8	292.4	133.5	160.1	240.1	240.4	205.9	358.2
Total	3,258.3	599.4	276.2	338.6	502.6	489.0	402.9	649.6
Percentage	100.0%	18.4%	8.5%	10.4%	15.4%	15.0%	12.4%	19.9%
Per Capita	\$ 19,093							
Median Household				\$ 42,286				
Avg Household							\$ 51,981	
Ethnic Population:	White 76.6%	Black 3.8%	Asian 2.4%	Hispanic 25.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		23	20	24	22	46
Tot 12+	0.4		63.6	62.0	64.0	18.2	82.2
Avg 12+	0.4		2.8	3.1	2.7	0.8	1.8
Tot LCS	0.5		77.4	75.4	77.9	22.1	100.0
Avg LCS	0.5		3.4	3.8	3.2	1.0	2.2

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Flagstaff.

AM Stations		ARB 12+ Metro Shares (see rights)																													
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est	Power Ratio	Avg '02	Summer				Spring				Winter				Fall			
				Power (kW)	Power (kW)								Revenue (000)1/		Local Comm	2003	2003	2003	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2001
KFYI	Phoenix	B	550	5.0	1.00	d	Clear Channel Comm	21	0008		g	News/Talk	8,600	0.76	5.6	4.9	6.1	5.5	4.8	2.7	5.1	4.8	5.8								
KTAR	Phoenix	B	620	5.0	5.00	e	Emmis	22	0103		d1	Nws/Tlk/Spt	16,000	1.02	7.8	5.9	6.4	5.5	4.9	7.8	5.3	5.7	6.8								
• KMIA	Black Canyon	B	710	22.0	3.90	g	Entravision Comm Co	81	0008		g4	Mexcn/Oldes			0.1	0.7	0.7	0.0	0.6	0.0	0.4	0.0	0.0								
• KIDR	Phoenix	B	740	1.0	0.29		Multicultural Bcstg	58	0310 p		g	Spn/Nws/Tlk	1,900		0.7	0.0	0.6	0.0	0.4	0.6	0.5	0.5	0.8								
KMVP	Phoenix	B	860	1.0	1.00	e	Emmis	49	0103		d1	Sports	1,200		0.5	0.7	0.4	0.4	0.8	0.4	0.5	0.4	0.4								
• KGME	Phoenix	B	910	5.0	5.00	d	Clear Channel Comm	40	0008		g	Sprts/Talk	2,200	0.91	1.2	0.7	0.7	1.0	0.8	1.1	0.9	0.7	1.3								
KKNT	Phoenix	B	960	5.0	5.00	c	Salem Comm Corp	47	9610	6,500		Talk	600		0.5	0.6	0.0	0.5	0.5	0.4	0.6	0.0	0.6								
KXEM	Tolleson	B	1010	15.0	0.25	h	J Crystal Entrprises	62	0008	4,500		Nws/Tlk/Spt			0.1	0.6	0.6	0.7	0.4	0.0	0.0	0.4	0.0								
KDUS	Tempe	B	1060	5.0	0.50	f	Sandusky Radio	60	9405		c2	Sports				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KFNX	Cave Creek	B	1100	50.0	1.00		No Amer Bcstg Co Inc	97	9901	5,500		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KMYL	Tolleson	B	1190	5.0	0.25		Interstate Bcstg	61	8112		g	News/Talk	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KOY	Phoenix	C	1230	1.0	1.00	d	Clear Channel Comm	49	0008		g	Adit Stndrd	2,700	0.45	3.0	3.1	2.2	2.7	2.3	1.9	2.2	2.9	2.8								
KBSZ	Wickenburg	D	1250	0.4	0.10		Peterson, R & J	68	0108	45		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KXEG	Phoenix	D	1280	2.5	0.05	h	J Crystal Entrprises	56	0201	2,300		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KXAM	Mesa	B	1310	5.0	0.50		Embee Bcstg Inc	46	8912	975		Talk	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KPXQ	Glendale	B	1360	50.0	1.00	c	Salem Comm Corp	46	9910	5,000	na	Chrst/Talk	1,400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KSUN	Phoenix	C	1400	1.0	1.00		Fiesta Radio Inc	54	8612	600		Span/Mexcn	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KAZG	Scottsdale	D	1440	5.0	0.05	f	Sandusky Radio	56	9807		c4	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KPHX	Phoenix	B	1480	5.0	0.50		Continental Bcstg	58	8002	650		Span/Mexcn	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KFNN	Mesa	D	1510	22.0	0.10		CRC Bcstg Co Inc	62	8812	300		BusNw/Talk	1,500		0.4	0.8	0.5	0.5	1.0	0.4	0.4	0.4	0.0								
KASA	Phoenix	D	1540	10.0	0.02		KASA Radio Hogar Inc	67	9208	475		Span/CCtmp	200		0.3	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.4								
KMIK	Tempe	B	1580	50.0	50.00		ABC/Disney	60	9811	5,850		Children	200			0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0								
# AM Stations -					22	# Combos -					12	AM TOTALS					20.2	18.4	18.2	16.8	17.0	15.9	15.9	15.8	18.9						
AM & FM Stations Profiled -					46	# Duopolies -					16	Total Local Commercial Share						82.8	82.2	81.4	82.4	82.0	81.6	82.9	81.0						

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 16

Revenue Rank: 16

Minneapolis-St. Paul, MN Market Overview



Metro Counties / Population (000)

Anoka, MN	306.4
Carver, MN	74.0
Chisago, MN	43.1
Dakota, MN	367.7
Hennepin, MN	1,126.0
Isanti, MN	32.5
Ramsey, MN	512.8
Scott, MN	95.5
Sherburne, MN	51.0
Washington, MN	209.7
Wright, MN	94.2
Pierce, WI	37.6
St. Croix, WI	65.7
Total	3,016.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$129,400	\$147,700	\$165,600	\$181,100	\$162,200	\$172,500
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.4%	\$182,500	\$194,400	\$205,100	\$216,300	\$227,200	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.22/1,000	\$2.98/1,000	Local 76%
Revenue/Capita	\$46.75	\$57.19	\$71.32	National 24%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,768.1	3,016.2	1.7%	3,016.2	3,185.7	1.1%
Households	1,041.6	1,158.5	2.2%	1,158.5	1,232.1	1.2%
Retail Sales	NA ^{1/}	53,526.6	NA ^{1/}	53,526.6	76,317.2	7.4%
EBI ^{2/}	49,415.9	69,316.1	7.0%	69,316.1	95,357.0	6.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,488.0	272.0	140.2	142.1	225.8	261.4	211.9	234.6
Women (000)	1,528.2	259.6	132.8	141.3	224.0	258.9	215.6	295.9
Total	3,016.2	531.7	272.9	283.4	449.8	520.3	427.6	530.5
Percentage	100.0%	17.6%	9.0%	9.4%	14.9%	17.3%	14.2%	17.6%
Per Capita	\$ 22,981							
				Median Household	\$ 49,574		Avg Household	\$ 59,831
Ethnic Population:	White	85.3%	Black	5.6%	Asian	4.5%	Hispanic	3.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		15	12	20	22	42
Tot 12+	1.0		55.2	54.4	56.2	20.6	76.8
Avg 12+	0.2		3.7	4.5	2.8	0.9	1.8
Tot LCS	1.3		71.9	70.8	73.2	26.8	100.0
Avg LCS	0.3		4.8	5.9	3.7	1.2	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations										ARB 12+ Metro Shares (see rights)																				
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Summer				Spring				Winter				Fall			
												Revenue (000)1/	Power Ratio		2003	2003	2003	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002
KQRS	Golden Valley	C	92.5	100.0	1034	a	ABC/Disney	63	9602		g5	Clsc Rock	26,700	1.25	12.4	9.3	8.8	8.1	8.9	8.5	9.8	9.2	10.4							
KXXR	Minneapolis	C	93.7	100.0	1034	a	ABC/Disney	61	9602		g5	Rock	10,600	0.88	7.0	5.3	4.6	4.9	5.8	5.8	5.2	4.8	5.5							
KSTP	St. Paul	C	94.5	100.0	1221	b	Hubbard Bcstg Inc	65	9701			AC	9,500	1.12	4.9	4.1	4.5	3.7	3.9	3.9	3.9	3.6	3.7							
KNOF	St. Paul	A	95.3	3.0	249		Selby Gospel Bcstg	60				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WLKX	Forest Lake	A	95.9	3.0	299		Peters, Daniel	78	0010	1,900		ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KTTB	Glencoe	C1	96.3	100.0	577		Radio One Inc	93	0108		g	Rhythmic	3,500	0.44	4.6	3.5	3.5	3.7	3.6	3.4	3.9	3.7	3.2							
KTCZ	Minneapolis	C	97.1	100.0	1034	e	Clear Channel Comm	56	0008		g	AAA	11,000	1.10	5.8	4.8	4.2	3.8	4.0	4.7	4.4	3.8	4.8							
KSJN	Minneapolis	C	99.5	100.0	1034	c	Minn Public Radio	56	9102	12,000		Classical				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
• KJZI	Minneapolis	C1	100.3	89.0 cp	1034	e	Clear Channel Comm	65	0008		g	Smooth Jazz	6,500	1.11	3.4	3.8	2.4	1.9	2.8	2.5	2.6	2.5	2.8							
KDWB	Richfield	C	101.3	100.0	1034	e	Clear Channel Comm	59	0008		g	CHR	11,900	0.85	8.1	5.1	5.5	5.6	6.3	5.5	6.9	6.1	6.2							
KEEY	St. Paul	C	102.1	100.0	1034	e	Clear Channel Comm	69	0008		g	Country	14,400	1.04	8.0	7.0	6.6	8.3	5.8	5.9	5.4	6.8	6.3							
WLTE	Minneapolis	C	102.9	100.0	1034	d	Infinity Bcstg	73	0008		g1	Lite Rock	15,700	1.26	7.2	4.6	5.9	5.3	4.5	5.6	5.7	5.3	5.3							
WXPT	St. Louis Park	C1	104.1	89.0	1034	d	Infinity Bcstg	62	0102		g1	80s Hits	5,800	0.96	3.5	3.5	3.6	2.8	3.2	2.9	2.5	2.9	2.3							
WGVX	Lakeville	A	105.1	2.6	499	a	ABC/Disney	93	9708	17,500	c2	AAA	2,000	1.05	1.1	0.8	0.7	0.7	0.9	0.7	1.0	1.0	0.8							
WGVY	Cambridge	C3	105.3	25.0	299	a	ABC/Disney	73	9708		c2	AAA				0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.0							
WGVZ	Eden Pralrie	A	105.7	5.8	240	a	ABC/Disney	93	9708		c2	AAA			0.6	0.6	0.3	0.5	0.4	0.4	0.4	0.5	0.5							
KLCI	Elk River	C3	106.1	9.1	538		Starcom	74	9811		st	Country	600		0.7	0.7	0.8	0.7	0.4	0.8	0.5	0.7	0.0							
WEVR	River Falls	A	106.3	6.0	328	h	Hanten Bcstg Co Inc	70				AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WFMP	Coon Rapids	C2	107.1	22.0	587	f	Hubbard Bcstg Inc	68	0006	26,000	c3	Talk	1,000		0.6	0.7	0.6	0.6	0.5	0.0	0.6	0.6	0.5							
KOQL	Anoka	C	107.9	100.0	1089	e	Clear Channel Comm	68	0008		g	Oldies	9,400	0.99	5.5	3.9	4.1	3.5	4.1	4.2	3.5	4.4	4.6							
# FM Stations -					20	# Combos -					16	FM TOTALS			73.4	57.9	56.2	54.2	55.2	54.8	56.3	55.9	56.9							

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 16

Revenue Rank: 16

Minneapolis-St. Paul, MN Market Overview



Metro Counties / Population (000)

Anoka, MN	306.4
Carver, MN	74.0
Chisago, MN	43.1
Dakota, MN	367.7
Hennepin, MN	1,126.0
Isanti, MN	32.5
Ramsey, MN	512.8
Scott, MN	95.5
Sherburne, MN	51.0
Washington, MN	209.7
Wright, MN	94.2
Pierce, WI	37.6
St. Croix, WI	65.7

3,016.2

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$129,400	\$147,700	\$165,600	\$181,100	\$162,200	\$172,500
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.4%	\$182,500	\$194,400	\$205,100	\$216,300	\$227,200	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.22/1,000	2007 \$2.98/1,000	Est. Breakout			
Revenue/Capita	\$46.75	\$57.19	\$71.32	Local	76%		
				National	24%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,768.1	3,016.2	1.7%	3,016.2	3,185.7	1.1%
Households	1,041.6	1,158.5	2.2%	1,158.5	1,232.1	1.2%
Retail Sales	NA ^{1/}	53,526.6	NA ^{1/}	53,526.6	76,317.2	7.4%
EBI ^{2/}	49,415.9	69,316.1	7.0%	69,316.1	95,357.0	6.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,488.0	272.0	140.2	142.1	225.8	261.4	211.9	234.6
Women (000)	1,528.2	259.6	132.8	141.3	224.0	258.9	215.6	295.9
Total	3,016.2	531.7	272.9	283.4	449.8	520.3	427.6	530.5
Percentage	100.0%	17.6%	9.0%	9.4%	14.9%	17.3%	14.2%	17.6%
Per Capita	\$ 22,981							
Ethnic Population:								
White	85.3%							
Black	5.6%							
Asian	4.5%							
Hispanic	3.6%							
Median Household	\$ 49,574							
Avg Household	\$ 59,831							

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		15	12	20	22	42
Tot 12+	1.0		55.2	54.4	56.2	20.6	76.8
Avg 12+	0.2		3.7	4.5	2.8	0.9	1.8
Tot LCS	1.3		71.9	70.8	73.2	26.8	100.0
Avg LCS	0.3		4.8	5.9	3.7	1.2	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

AM Stations										ARB 12+ Metro Shares (see rights)															
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
WDGY	Hudson	B	630	2.3 cp	5.00	g	Borgen, Gregory	59	9609	87		Spanish			0.1	0.4	0.0	0.8	0.4	0.0	0.0	0.3	0.0		
KFXN	Minneapolis	D	690	0.5	0.00	e	Clear Channel Comm	62	0008		g	Sprts/Talk	200		0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0		
WMIN	Hudson	D	740	0.9	0.00	g	Borgen, Gregory	83	8805	25	+	Religion	300		0.2	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0		
WCCO	Minneapolis	A	830	50.0	50.00	d	Infinity Bcstg	24	0102		g1	Nws/Tlk/Spt	20,600	1.03	11.6	9.2	8.6	8.9	8.8	10.7	8.7	7.2	8.8		
KCCO	St. Louis Park	B	950	1.0	1.00	d	Infinity Bcstg	58	0102		g1	BusNw/Talk	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KKMS	Richfield	B	980	5.0	5.00	i	Salem Comm Corp	49	9701	3,000		Chrst/Talk	1,300			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0		
WCTS	Maplewood	B	1030	50.0	1.00		Central Baptist Sem	64	9301	1,500		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KFAN	Minneapolis	B	1130	50.0	25.00	e	Clear Channel Comm	23	0008		g	Sprts/Talk	7,800	1.33	3.4	1.9	2.6	2.5	3.0	2.4	2.1	3.3	2.6		
WMGT	Stillwater	B	1220	5.0	0.25	e	Endurance Bcstg LLC	49	0108	200		Tlk/MOR/ASt	350		0.4	0.4	0.0	0.0	0.0	0.4	0.5	0.3	0.0		
WWTC	Minneapolis	B	1280	5.0	5.00	i	Salem Comm Corp	25	0101		g	Talk	400		0.8	1.0	1.6	0.9	0.9	0.9	0.4	0.6	0.5		
WMNN	Minneapolis	B	1330	9.7	5.10	c	Minn Public Radio	39			1	News	1,100		0.7	0.5	0.6	0.7	0.7	0.5	0.5	0.6	0.6		
KRWC	Buffalo	D	1360	0.5	0.03		Donnell Inc	71				Mix AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KLBB	St. Paul	C	1400	1.0	1.00	c	Minn Public Radio	36	9905		na	1 Nostalgia	1,700	0.55	1.8	1.3	1.8	1.3	1.2	1.1	1.5	1.6	1.4		
KDIZ	Golden Valley	B	1440	5.0	0.50	a	ABC/Disney	48	9602		g5	Children	600		0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0		
KDWA	Hastings	D	1460	1.0	0.04		K & M Bcstg Inc	63				News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KLBP	Brooklyn Park	B	1470	5.0	5.00	c	Minn Public Radio	56	9905		na	1 Nostalgia			0.2	0.1	0.0	0.1	0.1	0.2	0.1	0.3	0.1		
KSTP	St. Paul	A	1500	50.0	50.00	b	Hubbard Bcstg Inc	24	9701			Talk	8,500	0.67	7.4	4.9	5.0	5.5	6.1	5.0	5.6	6.3	5.8		
• KSMM	Shakopee	D	1530	8.6	0.01		Starboard Media	63	0209	850		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WEVR	River Falls	D	1550	0.9	0.00	h	Hanten Bcstg Co Inc	69				Lite AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KYCR	Golden Valley	B	1570	3.8	0.23	i	Salem Comm Corp	61	9810		g	Chrst/Talk	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WIXK	New Richmond	D	1590	5.0	0.00	f	Hubbard Bcstg Inc	60	0006		c3	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1		
KWOM	Watertown	B	1600	5.0	5.00		Linder Bcstg Group	95				Oldies	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					22	# Combos -					16	AM TOTALS					26.7	19.7	20.6	20.7	21.7	21.2	20.3	20.5	19.9
AM & FM Stations Profiled -					42	# Duopolies -					14	Total Local Commercial Share						77.6	76.8	74.9	76.9	76.0	76.6	76.4	76.8

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 17

Revenue Rank: 17

San Diego, CA Market Overview



Metro Counties / Population (000)

San Diego, CA	2,891.8
	2,891.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$129,100	\$140,800	\$156,900	\$186,000	\$153,000	\$165,500	5.1%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.2%	\$174,700	\$186,900	\$197,200	\$208,000	\$218,400	5.7%
	1997	2002	2007				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.28/1,000	\$4.00/1,000				Local 75%
Revenue/Capita	\$47.25	\$57.23	\$70.90				National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	2,732.2	2,891.8	1.1%	2,891.8	3,080.2
Households	942.7	1,021.0	1.6%	1,021.0	1,084.0	1.2%
Retail Sales	NA ^{1/}	38,701.8	NA ^{1/}	38,701.8	54,539.9	7.1%
EBI ^{2/}	40,913.5	55,210.1	6.2%	55,210.1	70,027.8	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,451.9	257.1	123.2	183.5	230.1	230.8	185.2	242.1
Women (000)	1,439.9	244.1	116.5	149.9	211.0	223.8	191.2	303.2
Total	2,891.8	501.2	239.7	333.4	441.1	454.6	376.4	545.3
Percentage	100.0%	17.3%	8.3%	11.5%	15.3%	15.7%	13.0%	18.9%
Per Capita	\$ 19,092							
				Median Household	\$ 44,146		Avg Household	\$ 54,074
Ethnic Population:	White	65.6%	Black	5.7%	Asian	9.7%	Hispanic	27.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	19	3	21	28	17	45
Tot 12+	2.3	49.3	11.0	61.8	62.6	16.7	79.3
Avg 12+	0.4	2.6	3.7	2.9	2.2	1.0	1.8
Tot LCS	2.9	62.2	13.9	77.9	78.9	21.1	100.0
Avg LCS	0.5	3.3	4.6	3.7	2.8	1.2	2.2

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

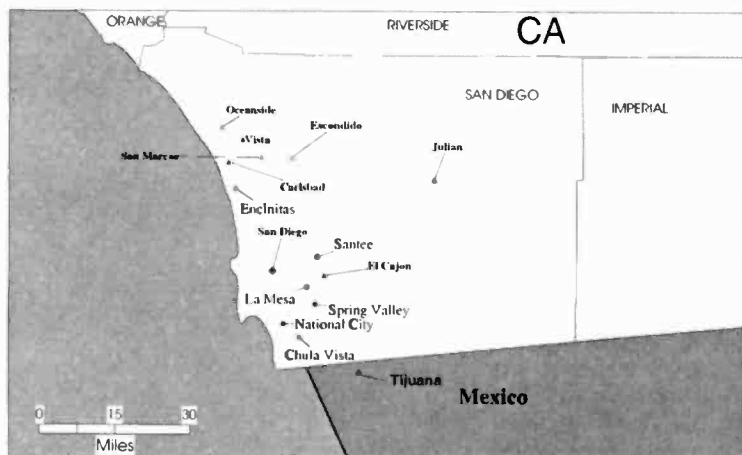
FM Stations										ARB 12+ Metro Shares (see rights)															
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001			
XHTZ	Tijuana	C	90.3	93.1	456	g	XETRA	73	0205	p	na	4 Rhymc/Chrst	6,500	0.69	5.7	5.3	5.1	5.4	5.0	5.1	4.6	4.7	4.3		
XTRA	Tijuana	C	91.1	100.0	804	g	XETRA	69	9905		g1	4 Alternative	7,100	0.84	5.1	2.3	3.0	3.1	3.2	3.0	3.9	4.7	4.1		
XGLX	Tijuana	B	91.7	60.0	994		MVS Radio	99				Spanish AC	300		0.1	0.0	0.4	0.0	0.0	0.4	0.0	0.0	0.0		
● KFSD	Escondido	A	92.1	0.6	1024	e	Astor Bcst Group	66	8707			2,970	c3	Alternative	2,600	0.98	1.6	0.8	0.9	1.4	1.5	0.9	1.4	1.2	1.3
XHRM	Tijuana	C	92.5	100.0	1844		BiNational Bcstg	81				4	Rhymc/Oldes	4,600	0.65	4.3	3.5	2.9	3.5	3.6	2.9	3.2	3.6	3.4	
● KHTS	El Cajon	B	93.3	50.0	482	b	Clear Channel Comm	61	9905			g1	4 Top 40	6,800	0.65	6.3	4.6	4.3	4.3	3.8	4.3	4.9	4.7	5.6	
KMYI	San Diego	B	94.1	100.0	617	b	Clear Channel Comm	49	9905			g1	4 Hot AC	5,400	0.96	3.4	3.2	4.1	2.8	3.0	4.1	3.4	2.8	1.5	
KBZT	San Diego	B	94.9	26.5	686	c	Jefferson-Pilot Comm	60	9610			30,000		Modern Rock	5,500	1.66	2.0	2.6	2.6	2.3	1.5	2.6	1.7	1.6	2.1
KOCL	Carlsbad	B	95.7	29.0	640	b	Clear Channel Comm	65	9905			g1	4 Oldies	5,200	1.01	3.1	2.6	2.6	2.7	3.5	2.6	2.4	2.7	2.7	
KYXY	San Diego	B	96.5	26.5	686	f	Infinity Bcstg	60	0008			g2	Soft Rock	11,900	1.11	6.5	4.0	4.5	4.8	5.6	4.5	5.4	4.8	5.6	
KSON	San Diego	B	97.3	50.0	440	c	Jefferson-Pilot Comm	64	9612			5,575	c2	Country	10,100	1.36	4.5	3.9	3.6	4.3	3.2	3.6	3.7	3.7	4.0
XTIM	Tijuana	A	97.7	0.7	459		Sociedad Mexicana	93				2	Mexican	400		0.4	0.0	0.0	0.0	0.0	0.0	0.6	0.4	0.4	
KIFM	San Diego	B	98.1	26.5	686	c	Jefferson-Pilot Comm	60	9612			28,750		NAC/Jazz	5,900	0.63	5.7	4.6	4.3	4.6	5.3	4.3	4.6	5.3	4.2
XMOR	Tijuana	B	98.9	50.0	233		Mayans, Mario	93						Span/Rock	700	0.38	1.1	0.5	0.0	0.5	1.1	0.9	0.8	1.1	0.7
XHCR	Tijuana	B	99.3	25.0	328	g	XETRA	75	0205			na	4	Country	1,500	0.53	1.7	1.4	1.6	1.4	1.4	1.6	1.5	1.2	1.5
XHTY	Tijuana	A	99.7	2.0	200	i	Uni-Radio Corp	01						Mexican	900	0.49	1.1	1.2	1.0	0.5	1.1	1.0	0.9	1.0	0.8
KLJV	Julian	A	100.1	0.1	2228		Educational Media	91	9702			563		ChrsContem			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFMB	San Diego	B	100.7	30.0	620	d	Midwest TV Inc	59						Adult CHR	13,500	1.66	4.9	3.8	3.7	4.6	3.9	3.7	4.0	4.0	3.9
KGB	San Diego	B	101.5	50.0	499	b	Clear Channel Comm	56	9905			g1	4	Clsc Rock	7,400	1.06	4.2	4.0	3.6	3.1	3.2	3.6	2.7	3.7	3.5
KPRI	Encinitas	B	102.1	14.5	817		Compass Radio Group	62	9603			nc	AAA	2,600	0.83	1.9	1.6	1.6	1.8	1.6	1.6	1.5	1.5	1.6	
KLVV	San Diego	B	102.9	32.0	617	h	Unlvision Comm Inc	63	0310			st	Span/BtMs	3,600	1.14	1.9	1.5	1.6	2.0	1.2	1.6	1.7	1.6	1.5	
KPLN	San Diego	B	103.7	36.0	581	f	Infinity Bcstg	65	0008			g2	Clsc Rock	4,700	1.09	2.6	2.4	1.7	2.1	2.7	1.7	2.1	2.2	2.0	
XLTN	Tijuana	B	104.5	57.3	351		Diaz, Victor&Martha	75				2	Span/BtMs	1,100	0.44	1.5	1.2	1.4	1.3	0.9	1.4	1.0	1.1	1.7	
KIOX	San Diego	B	105.3	23.5	715	b	Clear Channel Comm	54	9905			d1	4	Rock	8,200	0.99	5.0	3.8	3.8	3.4	3.5	3.8	4.1	4.0	4.2
KLNV	San Diego	B	106.5	50.0	440	h	Unlvision Comm Inc	60	0310			st	Mexican	9,400	1.16	4.9	3.8	3.9	4.7	4.4	3.9	4.5	4.2	3.0	
KSSD	Fallbrook	A	107.1	3.0	299		Entravision Comm Co	77	0304			g	Span/CHR	300		0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	
XHFG	Tijuana	B1	107.3	15.0	994	i	Uni-Radio Corp	80						SpA/HHp/Rc	400		0.4	0.0	0.6	0.0	0.0	0.0	0.0	0.0	
XRST	Rosarita Beach	A	107.7	3.0	328		Julio Velarde Y Achu	02						Spanish AC			0.6	0.4	0.8	0.4	0.4	0.0	0.0	0.0	
# FM Stations -				28	# Combos -				19	FM TOTALS				79.6	63.6	62.6	66.0	64.6	63.9	64.6	65.8	63.6			

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 17

Revenue Rank: 17

San Diego, CA Market Overview



Metro Counties / Population (000)

San Diego, CA	2,891.8
	2,891.8

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$129,100	\$140,800	\$156,900	\$186,000	\$153,000	\$165,500
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		8.2%	\$174,700	\$186,900	\$197,200	\$208,000	\$218,400
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$4.28/1,000	\$4.00/1,000	Local	75%		
	\$47.25	\$57.23	\$70.90	National	25%		

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	2,732.2	2,891.8	1.1%	2,891.8	3,080.2
Households	942.7	1,021.0	1.6%	1,021.0	1,084.0	1.2%
Retail Sales	NA ^{1/}	38,701.8	NA ^{1/}	38,701.8	54,539.9	7.1%
EBI ^{2/}	40,913.5	55,210.1	6.2%	55,210.1	70,027.8	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,451.9	257.1	123.2	183.5	230.1	230.8	185.2	242.1
Women (000)	1,439.9	244.1	116.5	149.9	211.0	223.8	191.2	303.2
Total	2,891.8	501.2	239.7	333.4	441.1	454.6	376.4	545.3
Percentage	100.0%	17.3%	8.3%	11.5%	15.3%	15.7%	13.0%	18.9%
Per Capita	\$ 19,092	Median Household		\$ 44,146	Avg Household		\$ 54,074	
Ethnic Population:	White 65.6%	Black 5.7%	Asian 9.7%	Hispanic 27.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	19	3	21	28	17	45
Tot 12+	2.3	49.3	11.0	61.8	62.6	16.7	79.3
Avg 12+	0.4	2.6	3.7	2.9	2.2	1.0	1.8
Tot LCS	2.9	62.2	13.9	77.9	78.9	21.1	100.0
Avg LCS	0.5	3.3	4.6	3.7	2.8	1.2	2.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

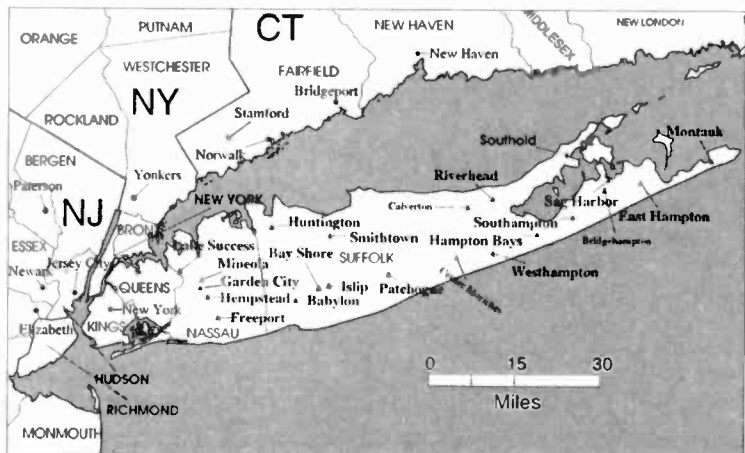
AM Stations		ARB 12+ Metro Shares (see rights)																							
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
XSUR	Tijuana	B	540	1.0	1.00		Mt Wilson FM Bcstrs	97			1	Adlt Stndrd	600		0.7	1.3	1.0	1.0	0.8	1.0	0.5	0.4	0.5		
KOGO	San Diego	B	600	5.0	5.00	b	Clear Channel Comm	26	9905		g1	4 Tik/Nws/Spt	11,800	1.03	6.9	4.8	5.9	4.7	4.3	5.9	5.6	5.6	6.1		
XTRA	Tijuana	A	690	50.0	50.00	g	XETRA	34	9905		g1	4 Altve/Rock	6,500	1.71	2.3	0.7	0.8	1.7	2.2	0.8	1.7	2.2	1.8		
KFMB	San Diego	B	760	5.0	50.00	d	Midwest TV Inc	41	6404			Talk	9,000	1.60	3.4	4.0	4.0	2.8	3.4	4.0	2.7	2.1	2.5		
XEMO	Tijuana	B	860	5.0	5.00	i	Uni-Radio Corp	37				Mexican	600		0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.0		
KECR	El Cajon	B	910	5.0	5.00		Family Stations Inc	55	9002	3,500		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KCEO	Vista	B	1000	2.5	0.25	e	Astor Bcst Group	67	9706	2,600		BusNw/Talk	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KURS	San Diego	D	1040	0.4	0.06		Hi-Favor Bcstg LLC	93	0211	8,500	3	Spn/Nws/Tlk	800		0.5	0.4	0.4	0.4	0.0	0.4	0.0	0.5	0.6		
● XPRS	Rosarito	A	1090	50.0	50.00		Fregoso, Teddy	47				Sprts/Talk	400			0.9	0.6	0.6	0.0	0.6	0.0	0.0	0.0		
● KSDO	San Diego	B	1130	10.0	10.00		Hi-Favor Bcstg LLC	47	0305	10,000		Span/Relgn	1,400		0.8	1.0	0.4	0.5	0.4	0.4	0.7	0.5	0.6		
KCBQ	San Diego	B	1170	50.0	cp	4.50	a Salem Comm Corp	46	0009	5,000		Talk	1,600		0.9	1.0	0.9	1.2	0.9	0.9	0.7	0.7	0.8		
KPRZ	San	B	1210	20.0	10.00	a	Salem Comm Corp	85				Chrst/Talk	2,400		0.9	0.0	0.7	0.7	0.4	0.7	0.5	0.7	0.9		
● KSON	San Diego	C	1240	1.0	1.00	c	Multicultural Bcstg	46	0306	7,250		Ethnic	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KKSM	Oceanside	B	1320	0.5	0.00		Palomar Comm	56	9603		dn	Alternative				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KPOP	San Diego	B	1360	5.0	1.00	b	Clear Channel Comm	22	9905		g1	4 Adlt Stndrd	2,600	0.56	2.8	1.3	1.5	2.1	1.5	1.5	2.1	2.5	2.0		
KFSD	Escondido	C	1450	1.0	1.00	e	Astor Bcst Group	58	8707		c3	Classical	600		0.5	0.5	0.0	0.0	0.0	0.4	0.4	0.4	0.4		
XRCN	Tijuana	B	1470	5.0	5.00	i	Uni-Radio Corp	97				Spn/Nws/Tlk	300		0.2	0.0	0.5	0.0	0.4	0.5	0.0	0.4	0.0		
# AM Stations -					17	# Combos -					11	AM TOTALS					20.1	15.9	16.7	15.7	14.3	17.1	15.3	16.4	16.2
AM & FM Stations Profiled -					45	# Duopolies -					13	Total Local Commercial Share					79.5	79.3	81.7	78.9	81.0	79.9	82.2	79.8	

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 18

Revenue Rank: 43

Nassau-Suffolk, NY Market Overview



Metro Counties / Population (000)

Nassau, NY	1,332.5
Suffolk, NY	1,432.5
Total	2,765.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$41,000	\$45,600	\$55,100	\$61,200	\$56,400	\$61,100	8.3%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	8.3%	\$65,000	\$68,900	\$73,100	\$77,100	\$81,000	5.8%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.43/1,000	\$1.56/1,000	Local 79%
Revenue/Capita	\$15.40	\$22.10	\$28.91	National 21%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	2,662.9	2,765.0	0.8%	2,765.0	2,801.9	0.3%
Households	867.2	922.3	1.2%	922.3	939.9	0.4%
Retail Sales	NA ^{1/}	42,747.1	NA ^{1/}	42,747.1	52,054.8	4.0%
EBI ^{2/}	51,439.4	65,904.9	5.1%	65,904.9	81,675.1	4.4%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	1,340.9	240.0	117.5	109.9	169.9	225.4	197.4	280.8
Women (000)	1,424.1	228.6	110.6	102.0	173.9	234.6	211.1	363.3
Total	2,765.0	468.7	228.2	211.8	343.8	459.9	408.5	644.1
Percentage	100.0%	16.9%	8.3%	7.7%	12.4%	16.6%	14.8%	23.3%
Per Capita	\$ 23,836							
				Median Household	\$ 56,280		Avg Household	\$ 71,455
Ethnic Population:	White	78.2%	Black	10.4%	Asian	5.1%	Hispanic	10.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	15	3		10	18	10	28
Tot 12+	13.3	13.3		26.0	26.6	3.1	29.7
Avg 12+	0.9	4.4		2.6	1.5	0.3	1.1
Tot LCS	44.8	44.8		87.5	89.6	10.4	100.0
Avg LCS	3.0	14.9		8.8	5.0	1.0	3.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in New York.

FM Stations														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
															2003	2003	2003	2002	2002	2002	2002	2001	
• WLNG	Sag Harbor	A	92.1	5.3	348	Main Street Bcstg	69				Oldies	800		5.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WLIR	Garden City	A	92.7	2.0 cp	522	d Univision Comm Inc	59	0310 p	60,000		Modern Rock	2,700	0.83	5.3	1.5	1.8	1.4	1.1	1.4	2.0	1.8	1.4	1.4
• WEHM	Southampton	A	92.9	2.8 cp	489	f AAA Entertainment	93				Progressive	800		0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WMJC	Smithtown	A	94.3	2.6	315	c Bamstable Bcstg Inc	61	9711	11,000	d2	AC	2,300	1.08	3.5	1.0	1.4	0.8	0.9	1.2	0.8	1.4	1.0	1.0
• WHFM	Southampton	A	95.3	5.0	354	b Cox Radio Inc	71	9805		d3	AOR	100		0.2	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.0
• WLVG	Center Moriches	A	96.1	2.7	499	c Bamstable Bcstg Inc	96	0310 p	3,750		Lite AC	500		0.8	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.6	0.6
• WHBE	East Hampton	A	96.7	4.3	384	f AAA Entertainment	03	0003		d4	Bus News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WALK	Patchogue	B	97.5	39.0	554	a Clear Channel Comm	52	0008		g	AC	16,300	1.60	16.7	5.6	6.8	7.4	6.0	5.9	4.7	5.4	4.7	4.7
• WKJY	Hempstead	A	98.3	3.0	328	c Bamstable Bcstg Inc	47	8412	5,250	c1	Soft Rock	6,200	1.28	7.9	2.6	2.5	2.3	2.7	1.9	2.5	2.2	3.1	3.1
• WDRE	Westhampton	A	98.5	3.0	328	d Jarad Bcstg Co Inc	93	9506		st	Clsc Rock	400		0.6	1.1	0.8	0.6	0.0	0.4	0.0	0.1	0.2	0.2
• WBAB	Babylon	A	102.3	6.0	269	b Cox Radio Inc	58	9805		d3	AOR	9,000	1.12	13.2	4.3	3.0	3.4	3.8	4.5	4.3	3.8	3.7	3.7
• WBAZ	Bridgehampton	A	102.5	4.8	348	f AAA Entertainment	95	0010		na	Lite AC	400		0.6	0.5	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.0
• WBZO	Bay Shore	A	103.1	1.6	463	c Barnstable Bcstg Inc	93	9705	12,450		Oldies	4,100	0.78	8.6	2.2	2.6	2.1	1.9	2.9	2.7	2.7	2.4	2.4
• WKTU	Lake Success	B	103.5	5.4	1417	Clear Channel Comm	40	0008			CHR/Rhymc	n/a		7.2	2.5	2.3	2.3	2.4	2.3	2.4	2.4	1.8	1.8
• WRCN	Riverhead	A	103.9	1.4	486	c Bamstable Bcstg Inc	62	9711		d2	Clsc Rock	2,000	0.84	3.9	0.9	0.6	1.1	1.2	1.1	1.2	1.4	1.1	1.1
• WXXP	Calverton-Roano	A	105.3	1.0 cp	492	d Jarad Bcstg Co Inc	98				CHR/Rhymc	800	0.65	2.0	0.6	0.5	0.6	0.9	0.7	0.7	0.0	1.0	1.0
• WBLI	Patchogue	B	106.1	49.0	499	b Cox Radio Inc	58	9805		d3	Adult CHR	9,400	0.96	16.0	4.8	4.2	4.5	6.5	4.7	4.1	5.5	5.6	5.6
• WBON	Hampton Bays	A	107.1	6.0	279	Jarad Bcstg Co Inc	80	0304 p	2,000		Modern Rock	150		0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.4
# FM Stations -				18	# Combos -				15	FM TOTALS				87.1	28.3	26.6	26.5	27.8	27.5	25.9	27.5	27.0	27.0

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																2003	2003	2003	2002	2002	2002	2002	2001	
• WLIE	Islip	B	540	1.1	0.22		Long Is. Multi-Media	60	9510	1,100		Bus News	1,600	0.84	3.1	0.0	0.0	0.0	0.0	0.8	0.7	1.4	1.0	1.0
• WGSM	Huntington	D	740	25.0	0.04		K Communications	51	0112	2,500		Korean	100		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
• WHLI	Hempstead	D	1100	10.0	0.00	c	Barnstable Bcstg Inc	47	8412		c1	MOR	1,200	0.21	9.5	3.0	2.5	3.2	4.9	2.8	2.6	3.8	2.6	2.6
• WGBB	Freeport	C	1240	1.0	1.00		WGBB-AM Inc	24	9910	1,700		Variety	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WALK	East Patchogue	D	1370	0.5	0.10	a	Clear Channel Comm	52	0008		g	Big Band	200			0.3	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0
• WRIV	Riverhead	D	1390	1.0	0.06		TriA, Vincent	55	8710	220		Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WNYG	Babylon	D	1440	1.0	0.04	e	Multicultural Bcstg	58	0005	860		ChrsContern	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WTHE	Mineola	D	1520	1.0	0.00		Universal Bcstg	64	6907			Gospel	800			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WFTU	Riverhead	B	1570	1.0	0.50		Five Towns College	63	0106	72		Oldes/MdRck				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WLIM	Patchogue	B	1580	10.0	0.50		Polnet Comm Ltd	51	0106	850		Polish	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				10	# Combos -				2	AM TOTALS				12.8	3.3	3.1	3.5	4.9	3.6	3.3	5.2	3.9	3.9	
AM & FM Stations Profiled -				28	# Duopolies -				8	Total Local Commercial Share				31.6	29.7	30.0	32.7	31.1	29.2	32.7	30.9	30.9		

Other: 94.9, Montauk

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 19

Revenue Rank: 19

Baltimore, MD Market Overview



Metro Counties / Population (000)

Anne Arundel, MD	504.0
Baltimore, MD	771.1
Baltimore city, MD	639.1
Carroll, MD	156.6
Harford, MD	226.0
Howard, MD	260.4
Queen Annes, MD	42.3
Total	2,599.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$97,700	\$104,900	\$119,900	\$135,600	\$126,300	\$134,700	6.6%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	6.7%	\$141,300	\$150,500	\$158,800	\$167,500	\$175,900	5.5%

Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Capita	NA ^{1/}	\$4.21/1,000	\$4.30/1,000	Local 77%
	\$39.44	\$51.82	\$64.89	National 23%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	2,477.1	2,599.5	1.0%	2,599.5	2,710.7	0.8%
Households	918.6	997.1	1.7%	997.1	1,053.3	1.1%
Retail Sales	NA ^{1/}	31,994.6	NA ^{1/}	31,994.6	40,880.8	5.0%
EBI ^{2/}	41,391.2	52,096.3	4.7%	52,096.3	65,543.0	4.7%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	1,249.7	220.4	113.9	111.8	169.0	209.2	184.0	241.4
Women (000)	1,349.8	210.7	109.3	114.2	180.9	222.5	198.7	313.4
Total	2,599.5	431.0	223.2	226.1	349.9	431.7	382.7	554.8
Percentage	100.0%	16.6%	8.6%	8.7%	13.5%	16.6%	14.7%	21.3%
Per Capita	\$ 20,041							
				Median Household	\$ 43,303		Avg Household	\$ 52,248
Ethnic Population:	White	66.8%	Black	27.6%	Asian	2.9%	Hispanic	2.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	13		13	15	18	33
Tot 12+	7.3	48.7		55.4	56.0	15.5	71.5
Avg 12+	3.7	3.7		4.3	3.7	0.9	2.2
Tot LCS	10.2	68.1		77.5	78.3	21.7	100.0
Avg LCS	5.1	5.2		6.0	5.2	1.2	3.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Washington, D.C. and Wilmington, DE.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WERQ	Baltimore	B	92.3	37.0	571	a	Radio One Inc	60	9306	9,000	c6	Urban CHR	17,000	1.20	10.5	9.2	9.5	7.5	6.7	7.3	6.7	7.8	7.9
WPOC	Baltimore	B	93.1	16.0	866	g	Clear Channel Comm	60	9905		g5	Country	14,000	0.94	11.1	9.2	9.2	10.1	9.0	7.8	7.6	8.8	7.1
WRBS	Baltimore	B	95.1	50.0	499	a	Peter & John Radio	64	6409			Inspiration	1,600	0.42	2.8	1.7	2.1	1.6	1.6	2.2	2.1	1.7	1.9
WWIN	Glen Burnie	A	95.9	3.0	299	a	Radio One Inc	64	9202	4,700	c3	Urban AC	11,500	1.12	7.6	7.3	6.6	5.7	5.8	5.3	6.0	4.9	5.2
WIYY	Baltimore	B	97.9	13.5	945	c	Hearst-Argyle	58				AOR	9,300	1.26	5.5	3.3	3.4	3.8	4.6	3.5	3.8	3.9	4.4
WHFS	Annapolis	B	99.1	50.0	459		Infinity Bcstg	49	0102			Alternative	n/a		5.4	3.0	3.3	3.3	3.0	3.5	3.9	3.3	4.5
WZBA	Westminster	B	100.7	27.0	659	b	Times-Shamrock	59	8104	1,743	c2	Rock AC	2,200	0.74	2.2	2.0	1.9	2.2	1.8	2.0	1.3	1.5	1.5
WLIF	Baltimore	B	101.9	13.5	961	d	Infinity Bcstg	70	0102		g2	Soft AC	12,700	1.29	7.3	6.0	5.4	6.0	6.1	5.3	5.9	5.4	4.2
WQSR	Baltimore	B	102.7	50.0	436	d	Infinity Bcstg	47	0102		g2	Oldies	12,700	1.39	6.8	4.0	4.5	3.7	4.1	4.1	4.3	5.3	5.7
WRNR	Grasonville	A	103.1	6.0	328		Empire Bcstg System	79	9707	2,150		AAA	1,200	0.74	1.2	0.8	0.7	0.6	1.0	0.8	0.9	0.8	0.9
WXCX	Havre De Grac	B	103.7	37.0	551		Delmarva Bcstg Co	60	9611	See (76)		Country	n/a		0.7	0.4	0.6	0.4	0.5	0.5	0.7	0.4	0.5
• WSMJ	Baltimore	B	104.3	32.0	486	g	Clear Channel Comm	49	9905		g3	Smooth Jazz	7,100	1.32	4.0	2.3	2.3	2.1	3.1	2.9	2.6	2.8	3.1
• WXYV	Catonsville	B	105.7	50.0	492	d	Infinity Bcstg	63	0102		g2	Talk	7,100	0.84	6.3	1.9	2.4	3.9	3.8	4.5	4.6	4.6	4.2
WWMX	Baltimore	B	106.5	7.4	1217	d	Infinity Bcstg	60	0102		g2	Hot AC	10,700	1.44	5.5	3.9	4.1	5.0	4.2	3.8	3.8	4.3	3.8
WFSI	Annapolis	B	107.9	36.0	499		Family Stations Inc	60	7201			Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				15	# Combos -				10	FM TOTALS				76.9	55.0	56.0	55.9	55.3	53.5	54.2	55.5	54.9	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WCAO	Baltimore	B	600	5.0	5.00	g	Clear Channel Comm	22	9905		g3	Gospel	3,000	0.52	4.3	2.2	2.7	2.8	2.4	3.5	2.8	3.3	2.6	
• WCBM	Baltimore	B	680	50.0	20.00	e	Mangione, Nick	24	9509	1,775		News/Talk	2,900	0.62	3.5	2.6	2.9	2.2	2.4	2.2	2.2	2.4	3.2	
• WBMD	Baltimore	D	750	0.7	0.00	f	Infinity Bcstg	47	9805		g2	Religion	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WYRE	Annapolis	D	810	0.3	0.00		Bay Bcstg Inc	46	0001	200		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WBGR	Baltimore	D	860	2.5	0.07	f	Infinity Bcstg	55	9805			Gospel	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAMD	Aberdeen	B	970	0.5	0.50		Mackk Bcstg Co Inc	57				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOLB	Baltimore	D	1010	1.0	0.03	a	Radio One Inc	47	9306		c6	Nws/Tlk/Spt	500		0.6	0.4	0.4	0.4	0.6	0.4	0.9	0.4	0.0	
WBAL	Baltimore	A	1090	50.0	50.00	c	Hearst-Argyle	25	3501			Nws/Tlk/Spt	16,000	1.32	9.0	5.8	6.1	5.5	5.0	6.1	6.7	5.4	7.3	
• WBIS	Annapolis	D	1190	50.0 cp	0.00		New World Radio Inc	47	9804	400		Bus News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WITH	Baltimore	C	1230	1.0	1.00	h	Salem Comm Corp	41	9707		g	Chrst/Talk	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WJFK	Baltimore		1300	5.0	5.00	d	Infinity Bcstg	22	0102		g2	Sports	2,500	1.16	1.6	0.6	0.3	1.3	1.4	1.1	1.1	1.2	1.2	
WJSS	Havre de Grace	B	1330	5.0	0.50		Peoples Bcstg Ntwk	48	0010	350		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWLG	Baltimore	D	1370	21.0	0.00	e	Mangione, Nick	55	9808		d1	Adlt Stndrd	700	0.22	2.4	3.1	1.7	1.9	1.4	2.5	1.4	1.4	1.4	
WWIN	Baltimore	C	1400	1.0	1.00	a	Radio One Inc	51	9202		c3	Gospel	400	0.23	1.3	0.4	1.0	0.9	0.9	1.1	1.1	0.8	0.8	
WNAV	Annapolis	B	1430	5.0	1.00		Sajak Bcstg Corp	49	9806	2,200		FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTTR	Westminster	B	1470	1.0	1.00	b	Times-Shamrock	53	8104		c2	Oldies	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNST	Towson	B	1570	5.0	0.24		Nasty 1570 Sports	55	0101	1,000		Sports	200		0.2	0.4	0.4	0.5	0.3	0.0	0.3	0.0	0.4	
WJRO	Glen Burnie	B	1590	1.0	1.00		Erald Bcstg Inc	63				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -				18	# Combos -				10	AM TOTALS				22.9	15.5	15.5	15.5	14.4	16.9	16.5	14.9	16.9		
AM & FM Stations Profiled -				33	# Duopolies -				8	Total Local Commercial Share														
															70.5	71.5	71.4	69.7	70.4	70.7	70.4	71.8		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 20

Revenue Rank: 20

St. Louis, MO Market Overview



Metro Counties / Population (000)

Franklin, MO	95.5
Jefferson, MO	201.4
Lincoln, MO	40.9
St. Charles, MO	295.8
St. Louis, MO	1,012.6
Warren, MO	25.4
St. Louis city, MO	337.1
Clinton, IL	35.6
Jersey, IL	21.9
Madison, IL	258.9
Monroe, IL	28.5
St. Clair, IL	252.8
Total	2,606.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$106,400	\$118,100	\$128,500	\$139,700	\$123,500	\$133,600	4.7%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.2%	\$141,500	\$150,700	\$159,000	\$167,800	\$176,200	5.7%

Revenue/Retail Sales Revenue/Capita

	1997	2002	2007
Revenue/Retail Sales	NA ^{1/}	\$3.98/1,000	\$4.30/1,000
Revenue/Capita	\$41.70	\$51.26	\$67.15

Est. Breakout

Local	78%
National	22%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,551.3	2,606.4	0.4%	2,606.4	2,623.9	0.1%
Households	961.7	1,018.1	1.1%	1,018.1	1,036.8	0.4%
Retail Sales	NA ^{1/}	33,541.3	NA ^{1/}	33,541.3	41,008.2	4.1%
EBI ^{2/}	43,014.6	52,423.7	4.0%	52,423.7	65,536.7	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,251.2	225.0	123.0	114.3	163.4	205.1	176.7	243.7
Women (000)	1,355.2	215.7	117.8	118.6	172.0	214.4	189.8	326.8
Total	2,606.4	440.7	240.9	232.9	335.5	419.4	366.5	570.5
Percentage	100.0%	16.9%	9.2%	8.9%	12.9%	16.1%	14.1%	21.9%
Per Capita	\$ 25,734							
Median Household				\$ 49,544				
Avg Household							\$ 64,297	
Ethnic Population:	White	75.7%	Black	19.9%	Asian	2.4%	Hispanic	1.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	1	18	18	26	27	53
Tot 12+	0.5	3.6	62.2	65.8	66.3	22.0	88.3
Avg 12+	0.1	3.6	3.5	3.7	2.6	0.8	1.7
Tot LCS	0.6	4.1	70.4	74.5	75.1	24.9	100.0
Avg LCS	0.1	4.1	3.9	4.1	2.9	0.9	1.9

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WIL	St. Louis	C	92.3	100.0	984	c	Bonneville Intl	62	0010		sw	Country	9,200	0.98	7.0	6.3	5.3	6.1	5.2	5.9	6.4	6.3	6.1
KNSX	Steelville	C2	93.3	8.5	1168		Twenty-One Sound	85				Alternative	400		0.6	0.4	0.5	0.5	0.9	0.5	0.6	0.6	0.3
KSD	St. Louis	C1	93.7	100.0	860	f	Clear Channel Comm	54	9905		g2	Country	5,100	0.95	4.0	4.3	3.6	3.7	3.5	3.5	3.3	3.7	3.7
KSHE	Crestwood	C	94.7	100.0	1027	a	Emmis	61	8401		g	Clsc Rock	9,000	1.20	5.6	4.4	4.9	5.7	5.5	5.4	4.8	4.9	4.5
WFUN	Bethalto	C3	95.5	24.5	335		Radio One Inc	90	9906	13,600		Urban/RhyBl	2,500	0.53	3.5	3.5	2.9	3.6	3.3	2.4	3.0	3.0	3.8
KIHT	St. Louis	C1	96.3	80.0	1027	a	Emmis	65	0010		g1	Clsc Hits	6,600	1.41	3.5	4.0	3.8	4.4	4.1	3.1	2.8	3.0	3.3
WCXO	Carlyle	A	96.7	2.1	518		Clinton Cnty Bcstg	99				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KFTK	Florissant	C1	97.1	100.0	561	a	Emmis	77	0010		g1	Talk	1,500	0.94	1.2	1.7	2.3	1.6	1.6	1.2	1.1	1.1	0.8
WDLJ	Breese	A	97.5	2.5	512		KM Comm Inc	0				Clsc Rock				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KYKY	St. Louis	C1	98.1	90.0	1027	b	Infinity Bcstg	60	0102		g3	Hot AC	8,600	1.69	3.8	3.8	3.8	3.4	3.3	3.3	2.9	4.0	3.3
KFUO	Clayton	C	99.1	100.0	1027	e	Lutheran Ch-MO	48				Classical	2,300	0.61	2.8	2.3	2.1	2.9	2.0	2.2	3.1	2.4	2.1
KFAV	Warrenton	C3	99.9	10.5	512	h	Kaspar Bcstg Co	91				Country	200		0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.4	0.0
• KDJR	De Soto	A	100.1	4.8	371		Serendipity Ventures	91	0309 p	350		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KATZ	Alton	B	100.3	50.0	492	f	Clear Channel Comm	61	9905		g2	HpHop/RhyBl	1,200	0.23	3.9	4.0	3.6	3.7	4.4	3.3	3.3	3.9	3.3
KFNS	Troy	A	100.7	6.0	328	m	All Sports Radio LLC	93	9908	1,250		Sports				0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0
KTUI	Sullivan	A	100.9	3.0	276	i	Fidelity Bcstg	81	9711	497	c1	Sprts/Cntry				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVRV	East St. Louis	C2	101.1	44.0	518	c	Bonneville Intl	65	0010		sw	Modern AC	8,700	1.51	4.3	3.5	3.8	3.8	3.7	3.9	4.4	4.0	3.0
KLPW	Union	A	101.7	3.3	351	g	Marathon Media	66	9903		g5	Country	500			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
KEZK	St. Louis	C	102.5	100.0	1027	b	Infinity Bcstg	68	0102		g3	AC	11,300	1.08	7.8	6.0	6.1	7.0	7.1	6.8	7.4	6.9	6.3
KLOU	St. Louis	C1	103.3	100.0	919	f	Clear Channel Comm	62	9905		g2	Oldies	6,800	1.11	4.6	3.5	3.1	3.0	3.6	3.9	4.3	3.8	4.3
WMLL	Jerseyville	C2	104.1	39.0	551	a	Emmis	67	9704	42,500	c1	80s Hits	2,500	0.98	1.9	1.8	1.5	1.6	2.2	1.9	1.7	1.4	1.8
KSLQ	Washington	A	104.5	1.3 cp	574	k	CompuTraffic Inc	89	9807	1,100		AC	100		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
KMJM	Columbia	C3	104.9	7.8	574	f	Clear Channel Comm	64	9905		g2	Urban AC	6,500	0.95	5.1	4.6	4.7	4.6	3.7	4.2	4.2	5.0	4.7
KPNT	St. Genevieve	C	105.7	100.0	1375	a	Emmis	67	0010		g1	Alternative	5,900	0.92	4.8	4.0	4.6	4.0	3.7	4.1	4.7	4.2	4.1
WSSM	Granite City	C1	106.5	90.0	1027	c	Bonneville Intl	65	0010		sw	Smooth Jazz	5,600	1.05	4.0	3.4	5.0	3.4	3.8	3.2	3.1	4.2	3.6
KSLZ	St. Louis	C	107.7	100.0	1027	f	Clear Channel Comm	72	9905		g2	CHR/Top40	5,200	0.73	5.3	5.2	4.2	4.4	5.3	4.8	5.0	4.6	4.3
# FM Stations -				26	# Combos -				21	FM TOTALS				73.9	67.7	66.3	67.5	66.9	63.6	66.2	67.4	63.8	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 20

Revenue Rank: 20

St. Louis, MO Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$106,400	\$118,100	\$128,500	\$139,700	\$123,500	\$133,600
<hr/>							
Revenue/Retail Sales	1997	2002	2007		Est. Breakout		
	NA ^{1/}	\$3.98/1,000	\$4.30/1,000		Local	78%	
Revenue/Capita	\$41.70	\$51.26	\$67.15		National	22%	

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	2,551.3	2,606.4	0.4%	2,606.4	2,623.9
Households	961.7	1,018.1	1.1%	1,018.1	1,036.8	0.4%
Retail Sales	NA ^{1/}	33,541.3	NA ^{1/}	33,541.3	41,008.2	4.1%
EBI ^{2/}	43,014.6	52,423.7	4.0%	52,423.7	65,536.7	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,251.2	225.0	123.0	114.3	163.4	205.1	176.7	243.7
Women (000)	1,355.2	215.7	117.8	118.6	172.0	214.4	189.8	326.8
Total	2,606.4	440.7	240.9	232.9	335.5	419.4	366.5	570.5
Percentage	100.0%	16.9%	9.2%	8.9%	12.9%	16.1%	14.1%	21.9%
Per Capita	\$ 25,734	Median Household		\$ 49,544	Avg Household		\$ 64,297	
Ethnic Population:	White 75.7%	Black 19.9%	Asian 2.4%	Hispanic 1.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	1	18	18	26	27	53
Tot 12+	0.5	3.6	62.2	65.8	66.3	22.0	88.3
Avg 12+	0.1	3.6	3.5	3.7	2.6	0.8	1.7
Tot LCS	0.6	4.1	70.4	74.5	75.1	24.9	100.0
Avg LCS	0.1	4.1	3.9	4.1	2.9	0.9	1.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

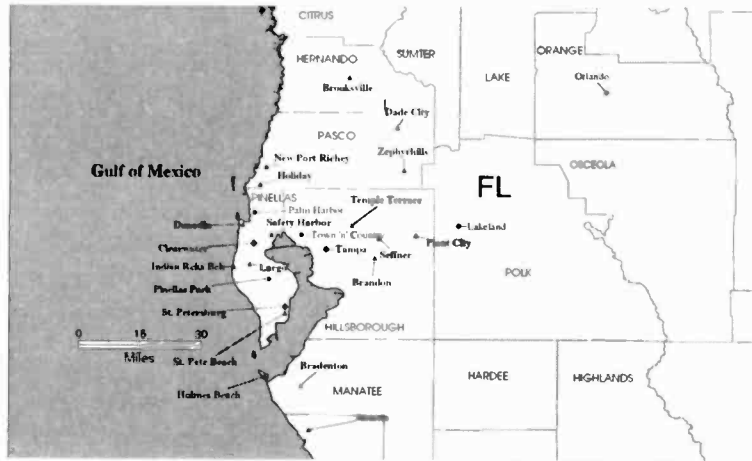
AM Stations										ARB 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
				Power (kW)	Power (kW)											2003	2003	2003	2002	2002	2002	2002	2001
KTRS	St. Louis	B	550	5.0	5.00		CH Holdings	22	9705	10,000		News/Talk	5,400	0.84	4.8	3.4	3.5	4.1	4.6	4.3	4.2	3.9	4.7
KFNS	Wood River	B	590	1.0	1.00	m	All Sports Radio LLC	61	9806	3,750		Sports	2,300	1.23	1.4	0.7	1.1	1.2	1.3	1.2	1.2	1.3	1.3
KJSL	St. Louis	B	630	5.0	5.00	d	Crawford Bcstg Co	38	9402	1,500		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSTL	St. Louis	D	690	1.0	0.02	d	Crawford Bcstg Co	48	9406	525		Gospel	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KWRE	Warrenton	D	730	1.0	0.12	h	Kaspar Bcstg Co	49				Country	200		0.5	0.5	0.6	0.4	0.0	0.5	0.3	0.5	0.4
• WEW	St. Louis	D	770	1.0	0.00		Birach Bcstg Corp	21	0309 p	1,350		Nstlg/Varty	400		0.4	0.3	0.0	0.0	0.0	0.4	0.5	0.0	0.4
KFUO	Clayton	B	850	5.0	0.00	e	Lutheran Ch-MO	24				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCBW	Highland	B	880	1.7	0.16	l	New Life Evangel Ctr	62	9812	1,250	d2	ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGNU	Granite City	B	920	0.5	0.50		Norman Bcstg	61				Talk	500		0.5	0.5	0.4	0.4	0.5	0.6	0.4	0.3	0.5
KXEN	Festus-St. Louis	D	1010	50.0	0.50		Radio Prop Ventures	51	8609		g	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRYT	Edwardsville	D	1080	0.5	0.00		Covenant Network	87	9711		nc	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMOX	St. Louis	A	1120	50.0	50.00	b	Infinity Bcstg	25	0102		g3	Nws/Tlk/Spt	22,600	1.34	12.6	10.8	11.7	10.9	9.9	12.1	12.1	9.0	11.3
KRFT	De Soto	D	1190	10.0	0.00	m	All Sports Radio LLC	68	0208	1,625		Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KLPW	Union	D	1220	1.0	0.13	g	Marathon Media	54	9903		g5	Talk				0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
• WSDZ	Belleville	B	1260	20.0	5.00		ABC/Disney	47	9808	2,500		Children	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSIV	Clayton	B	1320	4.6	0.27	j	Bott Radio Network	46	8202	900		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KWMO	Washington	D	1350	0.5	0.08	k	CompuTraffic Inc	85	9803	200		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSLG	St. Louis	B	1380	5.0	1.00		New Horizon Church	27	9802		dn	Sports	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KJFF	Festus	C	1400	1.0	1.00		Shepherd Group	51				News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRTH	St. Louis	B	1430	5.0	5.00	c	Bonneville Intl	22	0010		sw	Oldies	800	0.24	2.5	1.7	1.5	1.0	2.0	2.6	1.6	2.4	2.3
• KIRL	St. Charles	B	1460	5.0	0.00		Bronco Bcstg	58	7911			Jazz/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WJBM	Jerseyville	D	1480	0.5	0.03		DJ Two Rivers Radio	59	0309 p			Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WESL	East St. Louis	C	1490	1.0	1.00		M&R Enterprises Inc	34	9506	800		RhyBl/Gospl	100		0.8	0.5	0.7	0.8	0.7	0.8	0.7	0.6	0.8
WDID	Highland	D	1510	1.0	0.00	l	New Life Evangel Ctr	98	9812		d2	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KTUI	Sullivan	D	1560	1.0	0.00	l	Fidelity Bcstg	66	9711		c1	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBGZ	Alton	D	1570	1.0	0.07		Metroplex Comm	48	8407			News/Talk	100			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
KATZ	St. Louis	B	1600	5.0	5.00	f	Clear Channel Comm	55	9905		g2	Gospel	1,000	0.30	2.5	2.2	2.1	2.6	1.7	2.2	2.1	2.0	2.4
				# AM Stations -		27	# Combos -		15	AM TOTALS				26.0	20.6	22.0	21.4	21.1	24.7	23.1	20.0	24.1	
				AM & FM Stations Profiled -		53	# Duopolies -		10	Total Local Commercial Share				88.3	88.3	88.9	88.0	88.3	89.3	87.4	87.9		

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 21

Revenue Rank: 18

Tampa-St. Petersburg-Clearwater, FL Market Overview



Metro Counties / Population (000)

Hernando, FL	135.7
Hillsborough, FL	1,044.8
Pasco, FL	357.0
Pinellas, FL	942.0
Total	2,479.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$101,900	\$108,800	\$117,900	\$131,500	\$125,400	\$139,800	6.5%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
11.5%	\$146,300	\$156,600	\$166,000	\$175,100	\$183,900	5.6%

Revenue/Retail Sales Revenue/Capita

1997	2002	2007	Est. Breakout
NA ^{1/}	\$4.27/1,000	\$4.45/1,000	Local 75%
\$45.49	\$56.38	\$68.65	National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,240.2	2,479.5	2.1%	2,479.5	2,678.9	1.6%
Households	933.1	1,044.8	2.3%	1,044.8	1,129.5	1.6%
Retail Sales	NA ^{1/}	32,774.1	NA ^{1/}	32,774.1	41,347.4	4.8%
EBI ^{2/}	36,284.3	48,354.5	5.9%	48,354.5	63,584.3	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,194.4	183.0	94.5	94.7	152.8	183.8	165.5	320.0
Women (000)	1,285.2	173.8	89.2	95.3	153.5	188.4	176.4	408.5
Total	2,479.5	356.8	183.8	190.0	306.3	372.2	341.9	728.5
Percentage	100.0%	14.4%	7.4%	7.7%	12.4%	15.0%	13.8%	29.4%
Per Capita	\$ 19,502							
Ethnic Population:	White 82.2%	Black 10.5%	Asian 2.1%				Hispanic 11.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	17	18	24	42
Tot 12+	0.6		67.3	67.3	67.9	19.7	87.6
Avg 12+	0.6		4.0	4.0	3.8	0.8	2.1
Tot LCS	0.7		76.8	76.8	77.5	22.5	100.0
Avg LCS	0.7		4.5	4.5	4.3	0.9	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Sarasota & Lakeland.
ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)			
			Freq	(kW)									Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WYUU	Safety Harbor	C2	92.5	50.0	489	c	Infinity Bcstg	83	0102		g1	Country	7,400	2.04	2.6	1.5	1.6	1.9	1.4	1.5	1.8	3.2	2.5
WFLZ	Tampa	C	93.3	100.0	1358	b	Clear Channel Comm	48	9905		g3	CHR	13,900	1.42	7.0	5.5	5.5	5.4	5.8	6.4	6.0	5.1	6.7
WSJT	Lakeland	C	94.1	100.0	1493	c	Infinity Bcstg	67	0102		g1	Jazz	6,700	0.92	5.2	4.5	4.4	5.1	4.4	4.5	4.9	4.6	3.9
WWRM	Tampa	C	94.9	100.0	1542	a	Cox Radio Inc	70	9311	10,000	e	AC	8,000	1.14	5.0	3.8	3.9	4.0	4.3	4.3	4.1	4.1	4.8
• WSSR	Clearwater	C1	95.7	90.0	607	b	Clear Channel Comm	63	9410		g	HpHop/RhyBl	5,800	1.22	3.4	2.9	3.6	2.3	3.1	2.9	2.9	2.6	3.3
WTMP	Dade City	A	96.1	2.8	482	e	Tama Broadcasting	94	0111	3,861		Rhymc/CHR	150		0.5	0.4	0.6	0.3	0.5	0.7	0.5	0.5	0.2
WSUN	Holiday	C2	97.1	11.5	735	a	Cox Radio Inc	78	9901		sw	Alternative	1,350	0.28	3.4	2.9	2.4	2.5	2.4	2.4	2.7	3.7	3.1
WXTB	Clearwater	C	97.9	100.0	1345	b	Clear Channel Comm	67	9905		g3	Rock	8,100	1.00	5.8	5.5	3.9	4.2	4.3	5.1	5.8	4.3	5.0
WLLD	Holmes Beach	C2	98.7	50.0	489	c	Infinity Bcstg	91	0102		g1	CHR	6,300	0.59	7.6	7.1	7.2	6.8	5.5	7.3	6.8	6.4	6.0
WQYK	St. Petersburg	C1	99.5	100.0	551	c	Infinity Bcstg	58	0102		g1	Country	15,300	1.50	7.3	6.4	6.9	7.2	6.4	5.8	6.1	6.8	6.8
WMTX	Tampa	C	100.7	100.0	1358	b	Clear Channel Comm	47	9905		g3	Hot AC	7,500	1.38	3.9	3.4	3.1	3.2	3.5	3.5	2.6	3.2	4.2
WPOI	St. Petersburg	C	101.5	100.0	1542	a	Cox Radio Inc	61	9905		g4	80s Hits	4,200	0.75	4.0	3.5	3.4	3.9	4.2	3.8	4.0	3.8	2.4
WHPT	Sarasota	C	102.5	100.0	1650	a	Cox Radio Inc	60	9905		sw	Clisc Rock	4,800	1.43	2.4	1.7	1.5	1.6	2.1	1.4	2.5	2.5	1.8
WTBT	Bradenton	C	103.5	100.0	1358	b	Clear Channel Comm	63	9905		g3	Clisc Rock	5,500	1.16	3.4	2.4	2.8	2.2	2.9	3.1	2.6	3.4	2.7
WRBQ	Tampa	C1	104.7	100.0	561	c	Infinity Bcstg	54	0102		g1	Oldies	5,500	1.01	3.9	4.7	4.4	4.6	4.3	4.1	4.2	3.2	2.0
WDUV	New Port Richey	C1	105.5	46.0	1345	a	Cox Radio Inc	69	9905		sw	Soft AC	5,000	0.33	10.7	8.9	9.5	9.6	9.1	9.2	9.1	9.8	9.2
WGUL	Beverly Hills	C3	106.3	10.5 cp	505	i	WGUL FM Inc	92	9808	1,500		Adlt Stndrd	600	0.25	1.7	1.7	0.8	1.0	1.6	1.4	0.7	2.0	1.7
WBBY	St. Petersburg	C1	107.3	100.0	597	a	Cox Radio Inc	93				Clisc Hits	6,000	1.53	2.8	2.5	2.4	2.2	2.4	2.5	2.6	1.8	2.8
			# FM Stations -		18	# Combos -		18	FM TOTALS				80.6	69.3	67.9	68.0	68.2	69.9	69.9	71.0	69.1		

• Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 21

Revenue Rank: 18

Tampa-St. Petersburg-Clearwater, FL Market Overview



Metro Counties / Population (000)

Hernando, FL	135.7
Hillsborough, FL	1,044.8
Pasco, FL	357.0
Pinellas, FL	942.0
Total	2,479.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
Gross Revenues	\$101,900	\$108,800	\$117,900	\$131,500	\$125,400	\$139,800	6.5%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
Gross Revenues	11.5%	\$146,300	\$156,600	\$166,000	\$175,100	\$183,900	5.6%

Revenue/Retail Sales Revenue/Capita

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.27/1,000	\$4.45/1,000	Local 75%
Revenue/Capita	\$45.49	\$56.38	\$68.65	National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,240.2	2,479.5	2.1%	2,479.5	2,678.9	1.6%
Households	933.1	1,044.8	2.3%	1,044.8	1,129.5	1.6%
Retail Sales	NA ^{1/}	32,774.1	NA ^{1/}	32,774.1	41,347.4	4.8%
EBI ^{2/}	36,284.3	48,354.5	5.9%	48,354.5	63,584.3	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,194.4	183.0	94.5	94.7	152.8	183.8	165.5	320.0
Women (000)	1,285.2	173.8	89.2	95.3	153.5	188.4	176.4	408.5
Total	2,479.5	356.8	183.8	190.0	306.3	372.2	341.9	728.5
Percentage	100.0%	14.4%	7.4%	7.7%	12.4%	15.0%	13.8%	29.4%
Per Capita	\$ 19,502							
Median Household					\$ 35,747			
Avg Household							\$ 46,283	
Ethnic Population:	White 82.2%	Black 10.5%	Asian 2.1%	Hispanic 11.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	17	18	24	42
Tot 12+	0.6		67.3	67.3	67.9	19.7	87.6
Avg 12+	0.6		4.0	4.0	3.8	0.8	2.1
Tot LCS	0.7		76.8	76.8	77.5	22.5	100.0
Avg LCS	0.7		4.5	4.5	4.3	0.9	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Sarasota & Lakeland.
ARB 12+ Metro Shares (see rights)

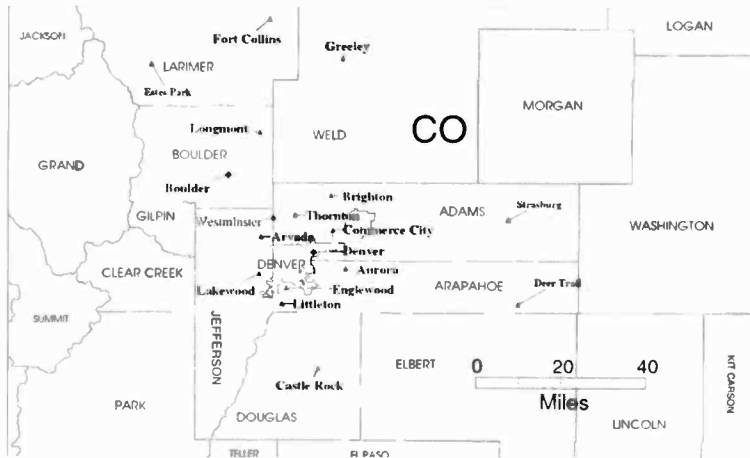
AM Stations		FCC Class	Day Power (kW)	Night Power (kW)	Year Std	Date Acq'd	Sales Price ('000)	L M A	2002 Est Revenue ('000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
Calls	City of License	Class	Freq	C	Owner			Format				2003	2003	2003	2002	2002	2002	2002	2001	
WTBN	Pinellas Park	B	570	5.0	g	Salem Comm Corp	66 0110	6,750	Chrst/Talk	600		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDAE	St. Petersburg	B	620	5.0	b	Clear Channel Comm	27 0001		sw Sports	1,600	0.50	2.3	2.0	1.8	1.9	2.0	2.2	1.8	2.3	1.6
WRMD	St. Petersburg	D	680	0.7	h	ZGS Bcst Holdings	50 9101	200	Span/Trpcl	1,100		0.6	0.0	0.5	0.6	0.6	0.6	0.5	0.5	0.4
WLCC	Brandon	B	760	10.0	e	Mega Comm Inc	88 9812		g Mexican	1,200		0.8	0.5	0.6	0.6	0.9	0.0	1.5	0.8	0.6
WMGG	Largo	B	820	50.0	e	Mega Comm Inc	72 9905		g2 Span/Trpcl	1,500		0.7	0.7	0.5	0.8	0.5	0.4	0.6	0.8	0.6
WGUL	Dunedin	B	860	5.0	i	WGUL FM Inc	59 9408		al Adlt Stndrd	2,000	0.57	2.5	1.8	3.0	3.0	2.3	2.5	2.0	2.6	1.7
WTWD	Plant City	B	910	5.0	g	Salem Comm Corp	49 0008		sw Chrst/Talk	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFLA	Tampa	B	970	25.0	b	Clear Channel Comm	24 9905		g3 Nws/Tlk/Spt	12,500	1.30	6.9	6.3	7.2	6.1	6.5	6.2	5.8	5.2	6.7
WQYK	Seffner	B	1010	50.0	c	Infinity Bcstg	60 0102		g1 Sports	700	0.50	1.0	0.6	0.5	0.8	1.0	1.0	0.6	1.0	0.9
• WWBA	Pinellas Park	B	1040	3.6 cp	d	Genesis Comm Inc	48 9801	1,500	News/Talk	700		0.4	1.1	0.9	1.1	0.7	1.0	0.5	0.0	0.0
WTIS	Tampa	D	1110	10.0		Westshore Bcstg Inc	46 9002	1,700	Christian			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
• WTMP	Egypt Lake	B	1150	10.0	e	Tama Broadcasting	54 9708	1,000	e Urban AC	1,300	0.42	2.2	2.0	2.3	2.1	1.3	1.7	1.7	2.3	1.8
WHNZ	Tampa	B	1250	25.0 cp	b	Clear Channel Comm	22 9905		g3 News/Talk	1,300		0.6	0.5	0.4	0.4	0.4	0.6	0.5	0.4	0.6
• WQBN	Temple Terrace	B	1300	5.0		Radio Tropical Inc	50 9608	750	Span/Trpcl	200		0.2	0.0	0.0	1.0	0.4	0.0	0.5	0.3	0.0
WTAN	Clearwater	C	1340	1.0	f	Wagenvoord	48 9908	120	Talk	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDCF	Dade City	B	1350	1.0	f	Wagenvoord	54 0203	425	d1 Nws/Tlk/Cty				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWMI	St. Petersburg	B	1380	5.0		ABC/Disney	39 9907	4,500	Children	700			0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
WZHR	Zephyrhills	C	1400	1.0	f	Wagenvoord	62 0203		d1 Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWJB	Brooksville	C	1450	1.0 cp		Hernando Bcstg Co	58 8202		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLVU	Dunedin	B	1470	5.0	d	Genesis Comm Inc	55 0104	2,000	BusNw/Talk	400		0.1	0.2	0.0	0.2	0.0	0.2	0.0	0.0	0.0
WPSO	New Port Richey	D	1500	0.3		AKMA Bcst Network	63 9308	250	Greek				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXYB	Indian Rocks	D	1520	0.6		ASA Bcstg Inc	63 9306	31	Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAMA	Tampa	D	1550	10.0	h	ZGS Bcst Holdings	65 9711	1,900	Mexican	300		0.2	0.6	0.5	0.5	0.5	0.0	0.0	0.0	0.6
WRXB	St. Petersburg	B	1590	5.0		Metropolitan Radio	57 9701	409	Urban AC	700		0.7	1.2	1.0	0.9	0.6	0.5	0.9	0.4	0.7
				# AM Stations -	24	# Combos -	17	AM TOTALS				19.4	17.5	19.7	20.0	17.7	16.9	16.9	16.6	16.8
				AM & FM Stations Profiled -	42	# Duopolies -	15	Total Local Commercial Share				86.8	87.6	88.0	85.9	86.8	86.8	87.6	85.9	

• Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 22

Revenue Rank: 15

Denver-Boulder, CO Market Overview



Metro Counties / Population (000)

Adams, CO	382.9
Arapahoe, CO	505.3
Boulder, CO	303.7
Denver, CO	568.5
Douglas, CO	200.7
Jefferson, CO	542.0
Total	2,503.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$134,300	\$152,200	\$175,000	\$188,100	\$181,200	\$191,100	7.3%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.5%	\$201,700	\$215,900	\$227,700	\$240,200	\$252,300	5.7%

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout
	NA ^{1/}	\$4.92/1,000	\$4.60/1,000	
	\$62.75	\$76.35	\$91.31	Local 79% National 21%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA Population	1997	2002	Growth Rate	2002	2007	Growth Rate
	2,140.4	2,503.1	3.2%	2,503.1	2,763.0	2.0%
Households	859.7	977.7	2.6%	977.7	1,073.2	1.9%
Retail Sales	NA ^{1/}	38,832.1	NA ^{1/}	38,832.1	54,791.7	7.1%
EBI ^{2/}	38,514.2	60,301.8	9.4%	60,301.8	87,835.2	7.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,252.6	217.4	109.3	127.4	209.0	214.5	185.6	189.6
Women (000)	1,250.5	207.4	102.6	116.1	193.8	211.1	186.8	232.7
Total	2,503.1	424.8	212.0	243.4	402.8	425.6	372.4	422.2
Percentage	100.0%	17.0%	8.5%	9.7%	16.1%	17.0%	14.9%	16.9%
Per Capita	\$ 24,091							
				Median Household	\$ 49,610		Avg Household	\$ 61,677
Ethnic Population:	White	79.9%	Black	4.9%	Asian	3.2%	Hispanic	18.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		18	16	19	21	40
Tot 12+	0.0		63.3	62.0	63.3	20.1	83.4
Avg 12+	0.0		3.5	3.9	3.3	1.0	2.1
Tot LCS	0.0		75.9	74.3	75.9	24.1	100.0
Avg LCS	0.0		4.2	4.6	4.0	1.1	2.5

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Ft Collins.

FM Stations

ARB 12+ Metro Shares (see rights)

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
KJMN	Castle Rock	C2	92.1	33.0	600	e	Entravision Comm Co	78	0004		g4	Span/CHR	1,700	0.47	1.9	1.4	1.2	1.6	2.2	1.0	1.8	1.7	1.7
KDJM	Broomfield	C1	92.5	56.0	1237	c	Infinity Bcstg	67	0008		g2	R&B Oldies	4,200	0.78	2.8	2.8	2.4	2.6	2.3	3.0	2.3	1.9	2.2
KTCL	Fort Collins	C	93.3	100.0	1129	a	Clear Channel Comm	65	9905		g1	Alternative	3,000	0.48	3.3	3.2	2.8	2.9	2.7	2.7	3.0	2.9	2.3
KRKS	Lafayette	C	94.7	100.0 cp	1745	f	Salem Comm Corp	71	9311	5,000		Chrst/Talk	1,300		0.5	0.5	0.8	0.0	0.5	0.4	0.4	0.4	0.5
KFMD	Denver	C	95.7	64.0	1608	a	Clear Channel Comm	68	9905		g1	CHR	5,500	0.90	3.2	2.2	2.2	2.2	1.6	2.7	3.0	2.6	2.3
KXPK	Evergreen	C	96.5	100.0	1739	e	Entravision Comm Co	94	0205	47,500		Span/Mexcn	4,700	1.17	2.1	1.4	2.3	2.8	3.5	1.6	1.6	1.8	2.1
KBCO	Boulder	C	97.3	85.0	1539	a	Clear Channel Comm	55	9905		g1	AAA	18,000	1.16	8.1	5.8	5.1	7.3	5.4	7.2	6.6	6.8	6.4
KYGO	Denver	C	98.5	100.0	1821	d	Jefferson-Pilot Comm	53	7403			Country	21,000	1.29	8.5	8.0	7.0	6.9	6.2	6.0	7.4	7.9	7.0
KQMT	Denver	C	99.5	100.0 cp	1624	b	Entercom	59	0207	180,000	c1	Prgvs/CIRck	6,000	0.92	3.4	4.5	4.0	2.7	3.5	4.3	2.8	2.3	2.0
KIMN	Denver	C	100.3	100.0	1132	c	Infinity Bcstg	59	0008		g2	Lite AC	5,700	0.88	3.4	3.5	3.1	2.8	3.3	2.9	2.6	3.0	2.9
KOSI	Denver	C	101.1	100.0	1624	b	Entercom	68	0207		c1	AC	15,400	1.15	7.0	5.7	5.4	6.1	6.1	6.2	5.7	5.1	6.3
● KXDC	Estes Park	C3	102.1	25.0	171		High Peak Bcstg	97	0005	12,000		Country	600	0.22	1.4	0.0	0.5	0.8	1.1	0.9	1.0	1.4	1.3
KAGM	Strasburg	A	102.3	6.0	328		Seeger,Guest &Fort	95	0302	3,000		Dance			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KRFX	Denver	C	103.5	100.0	1050	a	Clear Channel Comm	61	9905		g1	Clsc Rock	14,000	1.26	5.8	4.0	4.4	5.2	3.9	4.8	4.6	4.5	5.5
KJCD	Longmont	C1	104.3	100.0	676	d	Jefferson-Pilot Comm	64	9701	15,000	e	Smooth Jazz	3,000	0.37	4.2	3.7	4.1	2.8	3.1	3.5	4.2	3.9	2.4
KXKL	Denver	C	105.1	100.0	1168	c	Infinity Bcstg	56	0008		g2	Oldies	10,000	0.93	5.6	4.0	4.3	3.8	4.5	5.3	3.8	4.5	5.0
KALC	Denver	C	105.9	100.0	1470	b	Entercom	65	0205	88,000		Hot AC	9,100	1.32	3.6	3.1	2.5	2.6	2.8	3.3	3.2	2.6	2.9
KBPI	Denver	C	106.7	100.0	988	a	Clear Channel Comm	62	9905		g1	AOR	8,000	0.87	4.8	4.1	4.3	3.7	4.4	4.3	4.0	3.2	4.4
KQKS	Lakewood	C	107.5	100.0	1198	d	Jefferson-Pilot Comm	66	9301	6,100	c2	CHR/Rhymc	6,800	0.62	5.7	5.4	6.9	5.5	5.6	5.5	4.2	4.6	4.7
# FM Stations -					19	# Combs -					17	FM TOTALS			75.3	63.3	63.3	62.3	62.7	65.6	62.2	61.1	61.9

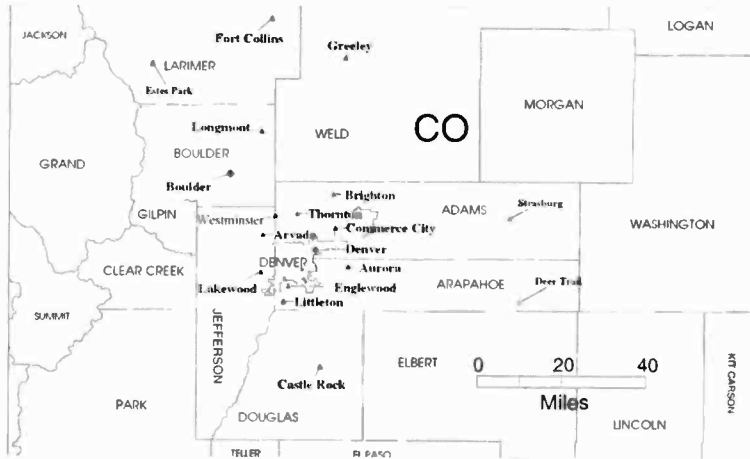
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 22

Revenue Rank: 15

Denver-Boulder, CO Market Overview



Metro Counties / Population (000)

Adams, CO	382.9
Arapahoe, CO	505.3
Boulder, CO	303.7
Denver, CO	568.5
Douglas, CO	200.7
Jefferson, CO	542.0
Total	2,503.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$134,300	\$152,200	\$175,000	\$188,100	\$181,200	\$191,100	7.3%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.5%	\$201,700	\$215,900	\$227,700	\$240,200	\$252,300	5.7%

Revenue/Retail Sales	1997	2002	2007	Est. Breakout
Revenue/Capita	NA ^{1/}	\$4.92/1,000	\$4.60/1,000	Local 79%
	\$62.75	\$76.35	\$91.31	National 21%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA Population	1997	2002	Growth Rate	2002	2007	Growth Rate
	2,140.4	2,503.1	3.2%	2,503.1	2,763.0	2.0%
Households	859.7	977.7	2.6%	977.7	1,073.2	1.9%
Retail Sales	NA ^{1/}	38,832.1	NA ^{1/}	38,832.1	54,791.7	7.1%
EBI ^{2/}	38,514.2	60,301.8	9.4%	60,301.8	87,835.2	7.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,252.6	217.4	109.3	127.4	209.0	214.5	185.6	189.6
Women (000)	1,250.5	207.4	102.6	116.1	193.8	211.1	186.8	232.7
Total	2,503.1	424.8	212.0	243.4	402.8	425.6	372.4	422.2
Percentage	100.0%	17.0%	8.5%	9.7%	16.1%	17.0%	14.9%	16.9%
Per Capita	\$ 24,091							
				Median Household	\$ 49,610		Avg Household	\$ 61,677
Ethnic Population:	White	79.9%	Black	4.9%	Asian	3.2%	Hispanic	18.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		18	16	19	21	40
Tot 12+	0.0		63.3	62.0	63.3	20.1	83.4
Avg 12+	0.0		3.5	3.9	3.3	1.0	2.1
Tot LCS	0.0		75.9	74.3	75.9	24.1	100.0
Avg LCS	0.0		4.2	4.6	4.0	1.1	2.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Ft Collins.

AM Stations										ARB 12+ Metro Shares (see rights)															
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2003	2003	2003	2002	2002	2002	2002	2001		
KLZ	Denver	B	560	5.0	5.00	g	Crawford Bcstg Co	22	9208	1,500		Sports	300		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	
KHOW	Denver	B	630	5.0	5.00	a	Clear Channel Comm	25	9905		g1	Talk	8,000	1.23	3.4	3.0	3.1	2.7	2.5	2.7	2.5	2.9	3.2		
KLTT	Commerce City	B	670	50.0	1.40	g	Crawford Bcstg Co	95	9312	750		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KNUS	Denver	B	710	5.0	5.00	f	Salem Comm Corp	41	9603	1,200		News/Talk	500	0.24	1.1	0.8	0.9	1.4	1.3	0.9	1.1	1.1	0.7		
KKZN	Thornton	B	760	50.0	1.00	a	Clear Channel Comm	87	9905		g1	Talk/Sprts	2,000		0.9	0.0	0.6	0.6	1.0	0.8	0.6	0.8	0.9		
KLDC	Brighton	D	800	1.0	0.01	g	Crawford Bcstg Co	56	9312	750		Cst/Rlg/Gsp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KOA	Denver	A	850	50.0	50.00	a	Clear Channel Comm	24	9905		g1	Nws/Tlk/Spt	27,000	1.94	7.3	6.7	6.3	6.4	6.7	5.9	5.8	5.3	7.4		
KKFN	Denver	B	950	5.0	5.00	d	Jefferson-Pilot Comm	22	7403			Sports	4,300	1.13	2.0	1.3	1.7	1.4	2.1	1.2	2.1	1.8	1.5		
KRKS	Denver	B	990	6.6	0.39	f	Salem Comm Corp	53	9311	500		Chrst/Talk	1,300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KLMO	Longmont	D	1060	10.0	0.11		Pilgrim Comm LLC	49	9805	575		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KMXA	Aurora	B	1090	50.0	0.50	e	Entravision Comm Co	72	0004		g4	Span/Oldes	2,000	0.52	2.0	0.6	0.9	1.1	1.3	1.1	1.7	1.7	2.1		
● KNRC	Englewood	B	1150	10.0	1.00		Newspaper Radio	51	0303	3,324		News/Talk	900		0.2	0.0	0.2	0.0	0.4	0.4	0.4	0.0	0.0		
KLWZ	Denver	D	1220	0.7	0.01	g	Crawford Bcstg Co	54	9909	1,500		Christian	500			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KBNO	Denver	B	1280	5.0	5.00		Latino Comm	48	0101	3,300		Span/Mexcn	800	0.32	1.3	1.5	1.8	1.1	1.0	0.4	1.7	1.4	0.7		
KJME	Denver	D	1390	5.0	0.14		Jo-Mor Comm Inc	54	9003	460		Mexican	600	0.31	1.0	0.4	0.9	0.8	0.6	0.5	1.0	1.0	0.9		
KEZW	Aurora	B	1430	10.0	5.00	b	Entercom	54	0207		c1	Adlt Stndrd	2,500	0.34	3.9	2.3	2.8	3.1	2.7	2.9	3.8	3.6	2.7		
● KCUV	Littleton	B	1510	10.0	1.30		Newspaper Radio	57	0204		st	Nws/Tlk/Inf	500			0.0	0.1	0.5	0.0	0.0	0.0	0.0	0.0		
KADZ	Arvada	D	1550	10.0	0.17	h	ABC/Disney	62	9811	3,500		Children	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KCKK	Lakewood	B	1600	5.0	5.00	d	Jefferson-Pilot Comm	55	9301		c2	Country	1,100	0.41	1.4	1.2	0.8	0.6	0.7	1.4	0.9	1.5	1.0		
KBJD	Denver	B	1650	10.0	1.00	f	Salem Comm Corp	00				Talk/News	300			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KDDZ	Arvada	B	1690	10.0	1.00	h	ABC/Disney	99	9811		cp	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					21	# Combos -					16	AM TOTALS					24.6	18.3	20.1	19.7	20.3	18.2	21.6	21.1	21.6
AM & FM Stations Profiled -					40	# Duopolies -					16	Total Local Commercial Share						81.6	83.4	82.0	83.0	83.8	83.8	82.2	83.5

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 23

Revenue Rank: 26

Pittsburgh, PA Market Overview



Metro Counties / Population (000)

Allegheny, PA	1,264.2
Beaver, PA	178.9
Butler, PA	177.0
Fayette, PA	149.4
Washington, PA	201.7
Westmoreland, PA	368.6
Total	2,339.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$86,600	\$93,300	\$95,000	\$115,300	\$109,700	\$116,300	6.1%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.0%	\$122,900	\$131,500	\$138,800	\$146,400	\$153,700	5.7%

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout
	NA ^{1/}	\$4.27/1,000	\$4.91/1,000	
	\$36.45	\$49.71	\$66.90	Local 74% National 26%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,375.6	2,339.8	-0.3%	2,339.8	2,297.4	-0.4%
Households	950.7	964.6	0.3%	964.6	961.6	-0.1%
Retail Sales	NA ^{1/}	27,245.6	NA ^{1/}	27,245.6	31,322.9	2.8%
EBI ^{2/}	40,317.6	42,926.0	1.3%	42,926.0	51,363.4	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,115.9	170.2	95.0	96.8	135.2	175.6	170.2	272.8
Women (000)	1,223.9	161.8	90.0	95.3	139.1	184.1	178.9	374.7
Total	2,339.8	331.9	185.0	192.2	274.4	359.7	349.1	647.5
Percentage	100.0%	14.2%	7.9%	8.2%	11.7%	15.4%	14.9%	27.7%
Per Capita	\$ 18,346							
				Median Household	\$ 34,260		Avg Household	\$ 44,503
Ethnic Population:	White	89.1%	Black	8.3%	Asian	1.2%	Hispanic	0.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	16		15	23	29	52
Tot 12+	3.2	59.2		59.5	62.4	23.1	85.5
Avg 12+	0.5	3.7		4.0	2.7	0.8	1.6
Tot LCS	3.7	69.2		69.6	73.0	27.0	100.0
Avg LCS	0.6	4.3		4.6	3.2	0.9	1.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Wheeling.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WPTS	Pittsburgh	D	92.1	0.0	463	Univ Pitt Commonwlt	84				Eclectic			3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLTJ	Pittsburgh	B	92.9	47.0	889	h Frischling, Saul	42	8404	3,000		Soft Rock	4,500	1.21	3.2	2.7	2.5	3.3	3.5	2.9	2.3	3.0	2.9
WBZZ	Pittsburgh	B	93.7	41.0	548	i Infinity Bcstg	48	0102		g1	CHR	8,500	1.22	6.0	3.3	3.4	3.1	3.9	4.5	4.8	5.4	5.7
WWSW	Pittsburgh	B	94.5	50.0	810	f Clear Channel Comm	40	0008		g	Oldies	8,800	1.30	5.8	5.7	5.7	5.5	5.0	5.7	4.9	4.5	4.6
WOGG	Oliver	B1	94.9	1.7	1234	b Keymarket Licenses	93	9910	2,875	c3	Country	1,500	0.86	1.5	1.7	2.1	1.1	1.6	1.3	1.6	1.3	1.1
WJPA	Washington	A	95.3	2.2	390	d Washington Bcstg Co	64				Oldies	700		0.6	0.6	0.7	0.5	0.4	0.4	0.7	0.7	0.4
WKST	Pittsburgh	B	96.1	44.0	522	f Clear Channel Comm	60	0008		g	CHR	5,500	0.97	4.9	3.7	3.6	3.4	3.8	4.4	4.3	3.5	4.7
WRRK	Braddock	B	96.9	45.0	532	h Frischling, Saul	59	9504	5,500		Clsc Rock	4,800	1.01	4.1	3.7	4.5	3.3	3.9	4.0	3.2	3.4	3.6
WLER	Butler	A	97.7	4.6	374	a WBUT Inc	49				AC	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOGI	Duquesne	A	98.3	3.5 cp	440	b Keymarket Licenses	67	0001	3,500	c2	Country	900	0.70	1.1	1.5	1.4	1.4	1.6	1.0	1.2	0.7	0.7
WPKL	Uniontown	A	99.3	3.0	295	b Keymarket Licenses	68	0101	475	c5	Oldies	350		0.7	0.7	0.5	0.4	0.7	0.8	0.4	0.5	0.8
WSHH	Pittsburgh	B	99.7	10.5	929	e Renda Bcstg Corp	48	8310	2,700		AC	4,700	0.65	6.2	4.8	5.0	5.7	6.0	5.6	5.1	6.0	4.7
WZPT	New Kensington	B	100.7	14.5	919	i Infinity Bcstg	67	0102		g1	AC	3,300	0.83	3.4	3.4	3.9	4.6	2.9	2.9	3.1	3.0	2.5
WORD	Pittsburgh	B	101.5	43.0 cp	528	c Salem Comm Corp	63	9212	6,500	c1	Chrst/Talk	3,600	2.21	1.4	1.4	1.0	2.4	1.7	1.4	1.0	1.3	1.0
WDVE	Pittsburgh	B	102.5	55.0	820	f Clear Channel Comm	62	0008		g	Rock	18,000	1.45	10.7	8.7	9.0	9.6	9.1	8.7	10.0	9.5	8.4
WOGH	Burgettstown	B	103.5	16.0	879	b Keymarket Licenses	47	0003		g4	Country	1,700		0.9	1.1	0.6	0.4	0.5	1.0	0.7	0.6	0.9
WLSW	Scottdale	A	103.9	0.3	781	j Wall, Stanley L	71				Oldies	600		0.6	0.4	0.5	0.5	0.5	0.3	0.8	0.5	0.6
• WOGF	East Liverpool	B	104.3	13.0	719	b Keymarket Licenses	59	0004	1,800	c4	Country	1,000		0.1	0.9	0.5	0.5	0.0	0.0	0.5	0.0	0.0
WJJJ	Pittsburgh	B	104.7	13.0 cp	827	f Clear Channel Comm	93	0008		g	R&B Oldies	3,300	0.69	4.1	2.4	3.2	2.1	3.0	4.1	2.6	3.3	4.2
WXDX	Pittsburgh	B	105.9	72.0	430	f Clear Channel Comm	60	0008		g	Alternative	6,500	0.89	6.3	4.9	4.2	5.6	5.1	5.1	5.8	5.0	5.6
• WAMO	Beaver Falls	B	106.7	37.0	554	g Sheridan Bcstg	60	7303			Urban	3,900	0.93	3.6	3.3	3.6	2.6	2.7	2.8	3.5	2.8	3.3
WSSZ	Greensburg	A	107.1	2.9	482	g Sheridan Bcstg	68	9609	2,400		Urban	300		0.4	0.0	0.1	0.2	0.2	0.3	0.3	0.2	0.4
WDSY	Pittsburgh	B	107.9	17.5	827	i Infinity Bcstg	62	0102		g1	Country	9,400	1.04	7.8	6.8	6.4	7.1	7.6	6.7	6.2	6.9	7.0
# FM Stations -				23	# Combos -				22	FM TOTALS				73.4	61.7	62.4	63.3	63.7	63.9	63.0	62.1	63.1

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 23

Revenue Rank: 26

Pittsburgh, PA Market Overview



Metro Counties / Population (000)

Allegheny, PA	1,264.2
Beaver, PA	178.9
Butler, PA	177.0
Fayette, PA	149.4
Washington, PA	201.7
Westmoreland, PA	368.6
Total	2,339.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$86,600	\$93,300	\$95,000	\$115,300	\$109,700	\$116,300
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.0%	\$122,900	\$131,500	\$138,800	\$146,400	\$153,700	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.27/1,000	\$4.91/1,000	Local 74%
Revenue/Capita	\$36.45	\$49.71	\$66.90	National 26%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA Population	1997	2002	Growth Rate	2002	2007	Growth Rate
		2,375.6	2,339.8	-0.3%	2,339.8	2,297.4
Households	950.7	964.6	0.3%	964.6	961.6	-0.1%
Retail Sales	NA ^{1/}	27,245.6	NA ^{1/}	27,245.6	31,322.9	2.8%
EBI ^{2/}	40,317.6	42,926.0	1.3%	42,926.0	51,363.4	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,115.9	170.2	95.0	96.8	135.2	175.6	170.2	272.8
Women (000)	1,223.9	161.8	90.0	95.3	139.1	184.1	178.9	374.7
Total	2,339.8	331.9	185.0	192.2	274.4	359.7	349.1	647.5
Percentage	100.0%	14.2%	7.9%	8.2%	11.7%	15.4%	14.9%	27.7%
Per Capita	\$ 18,346							
Median Household					\$ 34,260			
Avg Household								\$ 44,503
Ethnic Population:	White	89.1%	Black	8.3%	Asian	1.2%	Hispanic	0.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	16		15	23	29	52
Tot 12+	3.2	59.2		59.5	62.4	23.1	85.5
Avg 12+	0.5	3.7		4.0	2.7	0.8	1.6
Tot LCS	3.7	69.2		69.6	73.0	27.0	100.0
Avg LCS	0.6	4.3		4.6	3.2	0.9	1.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Wheeling.

AM Stations		ARB 12+ Metro Shares (see rights)																					
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WWCS	Canonsburg	B	540	5.0	0.50		Birach Bcstg Corp	57	9205	500	1	Children	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMBS	Uniontown	B	590	1.0	1.00		Fayette Bcstg		37			Adlt Stndrd	300		0.6	0.7	0.5	0.0	0.0	0.4	0.4	0.5	0.9
WKHB	Irwin	D	620	5.5	0.05	l	Broadcast Comm Inc	34	9610	498		Dvs/RMs/CCT	100		0.1	0.0	0.0	0.0	0.5	0.0	0.4	0.0	0.0
WISR	Butler	D	680	0.3	0.05	a	WBUT Inc	41	9701	730		Oldes/Talk	100			0.4	0.0	0.4	0.4	0.0	0.0	0.0	0.0
WPIT	Pittsburgh	D	730	5.0	0.02	c	Salem Comm Corp	47	9212		c1	Chrst/Talk	500		0.1	0.4	0.5	0.4	0.0	0.0	0.0	0.5	0.0
WEDO	McKeesport	D	810	1.0	0.00		810 Inc Bcstg	47	7206			Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAMO	Millvale	B	860	1.0	0.83	g	Sheridan Bcstg	48	7303			Urban/Oldes	500		0.4	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.0
WFGI	Charleroi	D	940	0.3	0.01	b	Keymarket Licenses	48	0001		d5	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBGD	Pittsburgh	B	970	5.0	5.00	f	Clear Channel Comm	32	0008		g	Sports	300		0.5	0.6	0.7	0.5	0.8	0.4	0.4	0.4	0.6
KDKA	Pittsburgh	A	1020	50.0	50.00	i	Infinity Bcstg	20	0102		g1	News/Talk	16,000	1.05	13.1	11.7	11.6	11.7	11.2	11.6	11.2	10.5	11.6
WBUT	Butler	D	1050	0.5	0.06	a	WBUT Inc		49			News/Info	100		0.3	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.5
WWNL	Pittsburgh	D	1080	50.0	0.00		Wilkins Comm	47	0108	900		Christian	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKZV	Washington	D	1110	1.0	0.00		Helen C. Supinski	68	9306	267	st	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WASP	Brownsville	D	1130	5.0	0.00	b	Keymarket Licenses	68	9910		c3	Oldies			0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.2	0.0
WGBN	New Kensington	D	1150	1.0	0.00		Pentacostal Temple	40	9211		dn	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBVP	Beaver Falls	C	1230	1.0	1.00	k	lorio Bcstg Inc	48	9605	450		Nws/Tlk/Spt	700		0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.5	0.0
WEAE	Pittsburgh	B	1250	5.0	5.00		ABC/Disney	22	9904	5,000	na	1 Sports	2,200	1.00	1.9	1.8	1.4	1.9	2.4	1.7	1.4	1.9	1.6
WJAS	Pittsburgh	B	1320	5.0	5.00	e	Renda Bcstg Corp	21	8501	700		Nostalgia	1,200	0.17	6.1	5.3	5.5	4.7	4.5	4.2	6.4	5.5	4.9
WPNT	Connellsville	C	1340	1.0	1.00	b	Keymarket Licenses	47	0101		c5	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPTT	McKeesport	B	1360	5.0	1.00	e	Renda Bcstg Corp	47	9710	1,250		Talk	700	0.46	1.3	1.4	1.4	1.3	1.2	1.3	0.9	1.3	1.1
KQV	Pittsburgh	B	1410	5.0 cp	5.00		Calvary Inc	19	8212	1,800		News	1,400	0.86	1.4	1.3	1.3	1.1	0.9	1.3	1.0	1.1	1.5
WJPA	Washington	C	1450	1.0	1.00	d	Washington Bcstg Co		41			Oldies			0.1	0.0	0.1	0.2	0.0	0.0	0.0	0.1	0.1
WMBA	Ambridge	B	1460	0.5	0.50	k	lorio Bcstg Inc	57	0006		na	Nws/Tlk/Spt	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCNS	Latrobe	B	1480	0.5	1.00		Longo Media Grp Inc		56			Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPGR	Monroeville	D	1510	5.0	0.00	g	Sheridan Bcstg	64	0109	625		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKTW	Jeannette	B	1530	1.0	0.00	l	Broadcast Comm Inc	74	9803	200		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WURP	Braddock	D	1550	1.0	0.00		Inner City Bcstg	47	0002			Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQTV	Latrobe	D	1570	1.0	0.00	j	Wall, Stanley L		52			Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZUM	Carnegie	D	1590	1.0 cp	0.02		Horvath, Michael L.	62	9806	80		Spt7&8/Tlk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		29	# Combos -		18	AM TOTALS					26.3	23.6	23.1	22.2	22.0	21.5	23.1	23.1	22.8
				AM & FM Stations Profiled -		52	# Duopolies -		15	Total Local Commercial Share					85.3	85.5	85.5	85.7	85.4	86.1	85.2	85.9	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 24

Revenue Rank: 22

Portland, OR Market Overview



Metro Counties / Population (000)

Clackamas, OR	344.1
Marion, OR	292.9
Multnomah, OR	676.2
Washington, OR	465.1
Yamhill, OR	87.6
Clark, WA	362.9
Total	2,228.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$95,300	\$107,200	\$114,900	\$134,800	\$118,500	\$121,600
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	2.6%	\$127,800	\$136,700	\$144,200	\$152,200	\$159,800	5.6%
Revenue/Retail Sales	NA ^{1/}	\$3.80/1,000	\$3.78/1,000				Est. Breakout
Revenue/Capita	\$47.69	\$54.56	\$66.23				Local 85%
							National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	1,998.4	2,228.8	2.2%	2,228.8	2,412.9
Households	766.1	853.1	2.2%	853.1	921.9	1.6%
Retail Sales	NA ^{1/}	32,029.0	NA ^{1/}	32,029.0	42,268.4	5.7%
EBI ^{2/}	32,089.4	42,583.9	5.8%	42,583.9	57,475.8	6.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,105.8	194.5	97.8	109.5	172.3	177.2	166.2	188.3
Women (000)	1,122.9	185.3	92.5	106.5	160.6	173.6	168.5	235.8
Total	2,228.8	379.8	190.4	216.0	333.0	350.8	334.8	424.1
Percentage	100.0%	17.0%	8.5%	9.7%	14.9%	15.7%	15.0%	19.0%
Per Capita	\$ 19,106							
Median Household				\$ 41,121				
Avg Household							\$ 49,917	
Ethnic Population:	White	83.2%	Black	2.5%	Asian	4.8%	Hispanic	9.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			16	16	16	27	43
Tot 12+			62.1	62.1	62.1	19.5	81.6
Avg 12+			3.9	3.9	3.9	0.7	1.9
Tot LCS			76.1	76.1	76.1	23.9	100.0
Avg LCS			4.8	4.8	4.8	0.9	2.3

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations															ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
			Freq	(kW)									Revenue (000)1/	Power Ratio		2003	2003	2003	2002	2002	2002	2002			
KGON	Portland	C	92.3	100.0	1266	b	Entercom	67	9808	24,500	c1	Clsc Rock	10,200	1.47	5.7	3.3	4.3	3.1	3.4	4.6	4.8	4.4	4.7		
KPDQ	Portland	C	93.7	100.0	1270	g	Salem Comm Corp	61	8609	6,500	c3	Chrst/Talk	3,800	1.84	1.7	1.3	0.9	1.5	0.9	1.4	1.8	1.1	1.2		
KNRK	Camas	C2	94.7	17.0	850	b	Entercom	92	9808		c1	Modem Rock	4,300	0.79	4.5	2.1	3.1	2.8	2.9	3.3	3.4	4.1	3.7		
KXJM	Portland	C	95.5	100.0	1266	d	Rose City Radio Corp	65	9812	55,000	c4	CHR/Rhymc	3,100	0.40	6.4	4.9	5.6	4.7	4.8	5.4	4.9	5.3	5.0		
KKSN	Portland	C	97.1	100.0	1266	b	Entercom	46	9804		g4	Oldies	8,200	0.99	6.8	4.8	5.6	4.6	5.6	5.8	5.7	5.8	4.6		
KUPL	Portland	C1	98.7	37.0	1444	c	Infinity Bcstg	48	0102		g2	Country	7,800	0.92	7.0	5.3	5.6	5.5	5.5	6.2	5.4	5.8	5.4		
● KWJJ	Portland	C1	99.5	52.0	1266	f	Entercom	68	0310	44,000	c2	Country	6,600	1.02	5.3	4.5	5.0	4.2	3.7	3.6	4.8	4.1	4.6		
KKRZ	Portland	C	100.3	100.0	1542	e	Clear Channel Comm	46	9905		g1	CHR	5,800	0.88	5.4	4.0	4.6	4.3	3.9	4.0	4.5	5.1	3.8		
KUFO	Portland	C	101.1	100.0	1444	c	Infinity Bcstg	77	0102		g2	AOR	9,200	1.33	5.7	3.5	3.9	3.8	4.1	4.4	5.0	4.7	4.4		
KINK	Portland	C	101.9	100.0	1542	c	Infinity Bcstg	68	0102		g2	AAA	8,500	1.29	5.4	4.9	3.3	4.1	3.9	4.9	3.8	4.4	4.3		
KKCW	Beaverton	C	103.3	100.0	1542	e	Clear Channel Comm	84	9905		g1	AC	10,000	1.14	7.2	4.8	5.2	4.5	4.9	6.3	4.6	6.1	6.3		
KFIS	Scappoose	C2	104.1	7.0	1266	g	Salem Comm Corp	86	0205	35,800		ChrsContem	1,300	0.34	3.1	2.6	2.3	2.5	2.4	2.5	3.3	2.1	2.3		
KRSK	Molalla	C1	105.1	64.0 cp	1184	b	Entercom	70	9805		g4	Hot AC	5,400	1.14	3.9	3.7	3.6	3.5	3.1	3.4	3.1	2.9	3.3		
KRVO	Vancouver	C1	105.9	22.5 cp	1542	e	Clear Channel Comm	01				Clsc Rock	1,700	0.56	2.5	2.7	3.2	2.6	3.8	3.2	2.1	1.2	1.7		
KLTH	Lake Oswego	C	106.7	100.0	1444	c	Infinity Bcstg	77	0102		g2	Lite Rock	4,200	0.96	3.6	3.2	2.3	3.3	3.8	2.8	3.2	2.7	3.1		
KVMX	Banks	C1	107.5	37.0 cp	1444	c	Infinity Bcstg	91	0102		g2	80s Hits	4,800	0.92	4.3	3.5	3.6	3.1	2.9	3.4	3.5	3.5	3.4		
# FM Stations -					16	# Combos -					16	FM TOTALS					78.5	59.1	62.1	58.1	59.6	65.2	63.9	63.3	61.8

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 24

Revenue Rank: 22

Portland, OR Market Overview



Metro Counties / Population (000)

Clackamas, OR	344.1
Marion, OR	292.9
Multnomah, OR	676.2
Washington, OR	465.1
Yamhill, OR	87.6
Clark, WA	362.9
Total	2,228.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$95,300	\$107,200	\$114,900	\$134,800	\$118,500	\$121,600
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	2.6%	\$127,800	\$136,700	\$144,200	\$152,200	\$159,800	5.6%

	1997	2002	2007	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$3.80/1,000	\$3.78/1,000	Local	85%
Revenue/Capita	\$47.69	\$54.56	\$66.23	National	15%

Demographic and Economic Overview (000's, except Retail Sales and EB1 in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,998.4	2,228.8	2.2%	2,228.8	2,412.9	1.6%
Households	766.1	853.1	2.2%	853.1	921.9	1.6%
Retail Sales	NA ^{1/}	32,029.0	NA ^{1/}	32,029.0	42,268.4	5.7%
EB1 ^{2/}	32,089.4	42,583.9	5.8%	42,583.9	57,475.8	6.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,105.8	194.5	97.8	109.5	172.3	177.2	166.2	188.3
Women (000)	1,122.9	185.3	92.5	106.5	160.6	173.6	168.5	235.8
Total	2,228.8	379.8	190.4	216.0	333.0	350.8	334.8	424.1
Percentage	100.0%	17.0%	8.5%	9.7%	14.9%	15.7%	15.0%	19.0%
Per Capita	\$ 19,106							
Median Household				\$ 41,121				
Avg Household							\$ 49,917	
Ethnic Population:		White 83.2%	Black 2.5%	Asian 4.8%			Hispanic 9.4%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			16	16	16	27	43
Tot 12+			62.1	62.1	62.1	19.5	81.6
Avg 12+			3.9	3.9	3.9	0.7	1.9
Tot LCS			76.1	76.1	76.1	23.9	100.0
Avg LCS			4.8	4.8	4.8	0.9	2.3

^{1/} Estimate not available. See page 6. ^{2/} EB1 estimates are for previous year than noted in column header.

Competitive Overview

AM Stations														ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall				
															2003	2003	2003	2002	2002	2002	2002	2002	2001			
• KPOJ	Portland	B	620	5.0	e	Clear Channel Comm	22	9905		g1	News/Talk	1,700	0.82	1.7	0.9	1.0	1.0	2.1	1.6	1.9	1.5	0.5				
KXL	Portland	B	750	50.0	d	Rose City Radio Corp	26	9901		c4	News/Talk	6,400	1.20	4.4	4.1	4.1	4.9	4.4	3.4	3.3	3.4	4.1				
KPDQ	Portland	B	800	1.0	g	Salem Comm Corp	47	8609		c3	Chrst/Talk	900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KPAM	Troutdale	B	860	50.0	i	Pamplin Comm Corp	97	9711		st	News/Talk	600		0.9	1.0	1.2	1.0	0.9	0.8	0.7	0.5	0.9				
KWIP	Dallas	B	880	5.0	1.00	Jupiter Comm	55	9106	21		Mexican	1,000	0.75	1.1	0.8	0.7	0.9	0.9	0.8	0.9	1.2	0.6				
KFXZ	Vancouver	B	910	10.0	cp	10.00	b	Entercom	80	9508				c1	Sprts/Talk	3,000	1.37	1.8	1.3	1.2	1.4	1.7	1.6	1.6	1.2	1.3
KWBY	Woodburn	D	940	0.3	0.20	a	Coss, Donald D.	64	9110		st	Mexican	800	0.51	1.3	2.0	1.2	1.5	1.9	1.1	1.2	0.9	1.0			
KUPL	Portland	B	970	5.0	5.00	c	Infinity Bcstg	25	0102		g2	Country	600		1.1	0.5	0.8	0.0	0.0	0.0	0.0	0.0				
• KGUJ	Milwaukie	D	1010	4.5	0.00	h	Bustos Media Holding	88	0308	p	1,000				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
• KOTK	Portland	B	1080	50.0	10.00	f	Entercom	25	0310		c2	Talk	1,400	0.64	1.8	2.0	1.4	1.6	1.7	1.5	1.8	1.6	1.0			
• KKGJ	Portland	D	1150	5.0	0.05	Bustos Media Holding	54	0309	1,250		Spanish	250		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5			
KEX	Portland	A	1190	50.0	50.00	e	Clear Channel Comm	26	9905		g1	FuSvc/AC	6,700	1.02	5.4	5.5	5.5	5.3	3.7	4.0	4.1	4.1	5.4			
KCCS	Salem	D	1220	1.0	0.17	Christian Center	61				ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
• KMUZ	Gresham	C	1230	0.9	0.00	k	Bustos Media Holding	56	0307	1,125		Mexican	700		0.9	0.7	1.0	0.9	0.9	1.0	0.8	0.7	0.5			
KLYC	McMinnville	B	1260	1.0	0.85	Bohnsack Strategies	49	9010	120		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KKSL	Lake Oswego	B	1290	5.0	5.00	j	ABC/Disney	48	0302	3,800	d1	1	Christian		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KKPZ	Portland	B	1330	5.0	5.00	Crawford Bcstg Co	23	9510	2,000		1	Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KUIK	Hillsboro	B	1360	5.0	5.00	Dolphin Comm Inc	54	7808			Nws/Tlk/Spt	900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KSLM	Salem	B	1390	5.0	0.69	b	Entercom	34	9811	605		Sprts/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KBNP	Portland	D	1410	5.0	0.01	Gottlieb, Alan M	49	9008		st	Bus News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KYKN	Keizer	B	1430	5.0	5.00	Willamette Bcstg Co	51	9108		al	Nws/Tlk/Spt	650			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KCKX	Stayton	D	1460	1.0	0.02	a	Coss, Donald D.	87	9802	130		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KBMS	Vancouver	B	1480	1.0	2.50	Bennett, C. & G.	55	8801	475		R&B Oldies	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KBZY	Salem	C	1490	1.0	1.00	Capital Bcstg Inc	57	8206			AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
• KKSJ	Oregon City	B	1520	50.0	15.00	k	Bustos Media Holding	47	0308	p	2,800			2.1	1.2	1.7	2.1	2.3	1.8	1.7	2.0	1.4				
• KKAD	Vancouver	B	1550	50.0	12.00	i	Pamplin Comm Corp	63	9812	1,650		Nws/Tlk/Spt	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KDZR	Lake Oswego	B	1640	10.0	1.00	j	ABC/Disney	00	0302		d1	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations -				27	# Combos -				16	AM TOTALS					21.6	20.6	19.5	21.4	20.5	17.6	18.0	17.1	17.2			
AM & FM Stations Profiled -				43	# Duopolies -				15	Total Local Commercial Share					79.7	81.6	79.5	80.1	82.8	81.9	80.4	79.0				

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 25

Revenue Rank: 24

Cleveland, OH Market Overview



Metro Counties / Population (000)

Cuyahoga, OH	1,380.8
Geauga, OH	92.6
Lake, OH	228.1
Lorain, OH	285.9
Medina, OH	156.0
Total	2,143.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$89,300	\$96,900	\$103,900	\$118,400	\$111,000	\$120,200
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.3%	\$126,700	\$135,600	\$143,000	\$150,900	\$158,400	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$4.31/1,000	2007 \$4.69/1,000	Est. Breakout			
Revenue/Capita	\$41.91	\$56.08	\$74.10	Local	70%		
				National	30%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,130.7	2,143.4	0.1%	2,143.4	2,137.7	-0.1%
Households	823.2	856.0	0.8%	856.0	865.8	0.2%
Retail Sales	NA ^{1/}	27,875.4	NA ^{1/}	27,875.4	33,760.1	3.9%
EBI ^{2/}	35,001.1	40,558.1	3.0%	40,558.1	48,594.8	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,024.4	181.1	94.3	85.1	132.4	163.0	150.0	218.5
Women (000)	1,119.0	174.7	90.0	86.7	139.9	172.3	159.9	295.5
Total	2,143.4	355.8	184.3	171.8	272.3	335.3	309.9	514.0
Percentage	100.0%	16.6%	8.6%	8.0%	12.7%	15.6%	14.5%	24.0%
Per Capita	\$ 18,922	Median Household		\$ 38,321	Avg Household		\$ 47,383	
Ethnic Population:	White 75.5%	Black 19.6%	Asian 1.5%	Hispanic 3.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	14		14	15	16	31
Tot 12+	1.8	67.7		68.8	69.5	15.2	84.7
Avg 12+	1.8	4.8		4.9	4.6	1.0	2.7
Tot LCS	2.1	79.9		81.2	82.1	17.9	100.0
Avg LCS	2.1	5.7		5.8	5.5	1.1	3.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Akron.

FM Stations														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
												Revenue (000)1/	Power Ratio		2003	2003	2003	2002	2002	2002	2002	2002	2001
WXTM	Cleveland	B	92.3	36.0	548	a	Infinity Bcstg	60	0008		g1	Alternative	4,600	0.81	4.7	3.3	2.9	2.8	2.6	3.9	4.6	4.0	3.4
WZAK	Cleveland	B	93.1	27.5	620	e	Radio One Inc	63	0008		g5	Urban	8,000	0.98	6.8	5.8	5.3	6.1	6.5	6.0	5.4	6.1	5.6
WQMX	Medina	B	94.9	16.0	879		Rubber City Radio	60	8806	See (73)		Country	n/a		0.6	0.9	0.7	0.5	0.8	0.5	0.6	0.7	0.4
WFHM	Cleveland	B	95.5	31.0	620	d	Salem Comm Corp	75	0107		sw	ChrsContem	2,700	0.80	2.8	2.4	2.3	2.8	2.6	1.8	2.9	2.3	2.6
• WAKS	Akron	B	96.5	31.0	620	b	Clear Channel Comm	50	0008		sw	Top 40	2,300	0.34	5.6	4.0	4.7	4.9	4.5	4.7	4.8	4.4	5.0
WNCX	Cleveland	B	98.5	16.0	961	a	Infinity Bcstg	48	0102		g1	Clsc Rock	9,500	1.34	5.9	6.2	4.6	4.5	4.7	4.8	4.9	5.5	4.8
WGAR	Cleveland	B	99.5	50.0	499	b	Clear Channel Comm	48	9905		g2	Country	9,900	1.11	7.4	7.1	7.6	6.6	6.8	5.9	6.1	7.4	5.7
WMMS	Cleveland	B	100.7	34.0	600	b	Clear Channel Comm	48	9905		g2	Rock	6,800	1.29	4.4	3.1	3.7	3.7	4.3	4.3	4.4	2.9	3.5
WDOK	Cleveland	B	102.1	12.0	1004	a	Infinity Bcstg	50	0008		g1	Soft AC	11,500	1.11	8.6	6.8	7.6	7.2	6.8	7.6	7.5	7.8	6.3
WQAL	Cleveland	B	104.1	13.0 cp	961	a	Infinity Bcstg	48	0008		g1	Hot AC	7,600	1.47	4.3	3.2	3.3	3.5	3.8	3.6	3.6	3.5	3.8
WCLV	Lorain	A	104.9	6.0	328		WCLV Foundation	75	0111		dn 1	Classical	2,400	0.87	2.3	2.0	1.8	2.1	1.6	1.9	1.5	2.4	1.9
WMJI	Cleveland	B	105.7	16.0	1129	b	Clear Channel Comm	54	9905		g2	Oldies	15,800	1.49	8.8	8.2	8.6	8.8	7.5	7.5	7.1	7.3	7.9
WMVX	Cleveland	B	106.5	11.5	1037	b	Clear Channel Comm	60	9905		g2	Hot AC	9,100	1.55	4.9	3.4	4.3	3.7	3.3	3.9	3.5	4.3	4.9
WNWV	Elyria	B	107.3	50.0	466	c	Elyria-Lorain Bcstg	47				Smooth Jazz	1,000	0.13	6.2	4.7	5.8	5.3	5.2	5.4	4.2	5.6	5.9
WENZ	Cleveland	B	107.9	15.0	892	e	Radio One Inc	59	9905		g3	R&BOd/Urba	6,650	0.81	6.8	5.8	6.3	5.2	5.9	6.6	5.3	5.4	5.9
# FM Stations -				15	# Combos -				13	FM TOTALS				80.1	66.9	69.5	67.7	66.9	68.4	66.4	69.6	67.6	

AM Stations														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
													Revenue (000)1/	Power Ratio		2003	2003	2003	2002	2002	2002	2002	2001
WKNR	Cleveland	B	850	50.0	4.70	d	Salem Comm Corp	26	0008		g4	Sports	3,500	1.08	2.7	1.7	1.7	2.0	2.6	1.7	2.2	2.8	2.4
WEOL	Elyria	B	930	1.0	1.00	c	Elyria-Lorain Bcstg	48				Nws/Tlk/Spt	700		0.6	0.6	0.0	0.7	0.5	0.5	0.6	0.3	0.5
WCCD	Parma	D	1000	0.5	0.00	d	Salem Comm Corp	73	9707		g	Chrst/Talk	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJTB	North Ridgeville	D	1040	5.0	0.00		Taylor Bcstg Co	84				Urban AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTAM	Cleveland	A	1100	50.0	50.00	b	Clear Channel Comm	23	9905		g2	News/Talk	11,400	0.99	9.6	8.7	7.1	7.5	7.2	8.4	8.7	6.4	9.0
WHK	Cleveland	B	1220	50.0	50.00	d	Salem Comm Corp	30	0107		g4	Chrst/Talk	1,900		0.6	0.0	0.0	0.3	0.5	0.5	0.6	0.4	0.4
WWMK	Cleveland	B	1260	10.0	5.00		ABC/Disney	50	9808	3,900		Children	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WERE	Cleveland	B	1300	5.0	5.00	e	Radio One Inc	49	9905		g3	News/Talk	800			0.4	0.3	0.4	0.0	0.0	0.0	0.0	0.0
WOBL	Oberlin	B	1320	1.0	1.00	f	Wilbur, Douglas	71				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WELW	Willoughby	D	1330	0.5	0.04		Spirit Bcstg Corp	65	9009	25		Oldes/Sprts	200		0.2	0.0	0.4	0.4	0.5	0.0	0.4	0.3	0.0
WDLW	Lorain	D	1380	0.5	0.06	f	Wilbur, Douglas	69	0202	250		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRMR	Cleveland	B	1420	5.0	5.00		Cleveland Classical	21	0107		sw 1	Adlt Stndrd	1,600	0.35	3.8	3.6	3.8	3.3	3.9	2.8	3.2	3.9	3.2
WBKC	Painesville	B	1460	1.0	0.50		Water's Edge Comm	56	9511	50		ClS/Nws/Spt			0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
WJMO	Cleveland	C	1490	1.0	1.00	e	Radio One Inc	47	0008		g5	Gospel	700	0.31	1.9	1.4	1.4	1.9	1.4	1.7	1.6	1.7	1.4
WABQ	Cleveland	D	1540	1.0	0.00	g	D & E	47	0207	3,000		Gospel	700		0.6	0.8	0.5	0.8	0.7	0.5	0.6	0.4	0.5
WATJ	Chardon	D	1560	1.0	0.00		Music Express Bcstg	69				Sports			0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
# AM Stations -				16	# Combos -				9	AM TOTALS				20.2	17.2	15.2	17.3	17.3	16.1	18.5	16.2	17.4	
AM & FM Stations Profiled -				31	# Duopolies -				9	Total Local Commercial Share				84.1	84.7	85.0	84.2	84.5	84.9	85.8	85.0		

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 26

Revenue Rank: 21

Cincinnati, OH Market Overview



Metro Counties / Population (000)

Brown, OH	43.3
Butler, OH	337.2
Clermont, OH	181.8
Hamilton, OH	835.4
Warren, OH	167.5
Dearborn, IN	47.1
Ohio, IN	5.6
Boone, KY	91.1
Campbell, KY	88.4
Gallatin, KY	8.3
Grant, KY	23.3
Kenton, KY	151.9
Pendleton, KY	14.8
Total	1,995.7

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$100,400	\$119,000	\$126,200	\$132,300	\$124,300	\$131,700	5.6%
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.0%	\$137,200	\$145,400	\$153,400	\$161,800	\$169,900	5.2%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$5.06/1,000	\$5.17/1,000	Local 74%
Revenue/Capita	\$52.09	\$65.99	\$83.09	National 26%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	1,927.5	1,995.7	0.7%	1,995.7	2,044.8
Households	722.6	778.9	1.5%	778.9	809.5	0.8%
Retail Sales	NA ^{1/}	26,013.1	NA ^{1/}	26,013.1	32,877.9	4.8%
EBI ^{2/}	31,543.4	39,006.8	4.3%	39,006.8	50,025.9	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	967.8	176.4	92.8	96.2	134.3	157.4	136.6	173.9
Women (000)	1,027.9	168.9	88.2	96.7	137.4	163.0	142.4	231.3
Total	1,995.7	345.3	181.0	192.9	271.7	320.4	279.0	405.3
Percentage	100.0%	17.3%	9.1%	9.7%	13.6%	16.1%	14.0%	20.3%
Per Capita	\$ 19,546							
				Median Household	\$ 40,821		Avg Household	\$ 50,082
Ethnic Population:	White 85.0%		Black 11.8%		Asian 1.4%		Hispanic 1.2%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	12	1	15	22	13	35
Tot 12+	10.5	51.4	0.5	61.2	62.4	20.3	82.7
Avg 12+	1.2	4.3	0.5	4.1	2.8	1.6	2.4
Tot LCS	12.7	62.2	0.6	74.0	75.5	24.5	100.0
Avg LCS	1.4	5.2	0.6	4.9	3.4	1.9	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Dayton.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WOFX	Cincinnati	B	92.5	16.0	cp	866 b	64	9905		g1	Clsc Rock	7,700	1.06	5.5	4.2	4.4	4.6	5.1	4.7	4.6	4.1	4.8	
WAKW	Cincinnati	B	93.3	49.0		492		61			ChrsContem			1.3	2.0	1.4	1.8	1.3	1.3	1.6	1.6	0.0	
WVMX	Cincinnati	B	94.1	32.0		600 b		55	9905		g1	Hot AC	6,700	1.27	4.0	3.8	3.9	3.0	2.8	3.0	3.5	3.5	3.2
WMOJ	Fairfield	B	94.9	10.5		1056 h		62	9801		sw	R&B Oldies	7,500	1.07	5.3	4.2	4.7	4.7	5.2	4.1	4.5	3.9	
WYGY	Lebanon	B	96.5	19.5		810 h		58	0209	45,000	Country	3,900	0.63	4.7	3.7	3.3	3.3	3.2	3.7	4.0	4.0	3.9	
• WAQZ	Fort Thomas	A	97.3	2.6		509 g		94	0102		g2	Alternative	3,800	0.93	3.1	2.4	2.2	2.5	2.5	2.5	2.5	2.9	2.5
WAXZ	Georgetown	A	97.7	2.1		387 c		76			Country			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
WOXY	Oxford	A	97.7	3.0		322		59	8107			Modern Rock	200		0.1	0.4	0.7	0.4	0.4	0.0	0.0	0.4	0.0
WRRM	Cincinnati	B	98.5	18.0		807 h		59	7201			AC	10,000	0.97	7.8	5.9	6.2	7.1	7.5	6.6	6.1	7.1	6.2
WSCH	Aurora	A	99.3	1.2		525 e		70	0207 p		na	Country	200		0.5	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.6
• WAOL	Ripley	C3	99.5	13.0		459 c		93			Country	300		0.4	0.6	0.5	0.0	0.4	0.5	0.6	0.4	0.0	
WIZF	Erlanger	A	100.9	1.3		509		65	0108		g 2	Urban	6,800	0.74	7.0	5.3	6.1	6.4	5.5	5.0	6.2	7.0	5.1
WKRQ	Cincinnati	B	101.9	16.0		866 g		47	0102		g2	CHR	8,700	1.41	4.7	3.6	3.5	2.7	3.4	3.9	4.3	3.9	3.5
WEBN	Cincinnati	B	102.7	16.0		866 b		67	9905		g1	Rock	12,100	1.13	8.1	6.6	7.1	5.8	5.7	7.4	6.6	5.5	7.5
WXCH	Versailles	A	103.1	3.0		328 e		84	0207 p		na	Country			0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	
WGRR	Hamilton	B	103.5	11.0		1037 g		61	0102		g2	Oldies	9,000	1.02	6.7	4.8	4.2	4.0	5.2	5.0	5.9	4.9	6.6
WNLT	Harrison	A	104.3	5.2		328 f		91	9106		cp 1	ChrsContem	600	0.35	1.3	1.4	1.5	1.1	1.2	1.0	1.1	1.3	0.9
WUBE	Cincinnati	B	105.1	14.5		915 g		49	0008		g2	Country	10,500	1.27	6.3	6.3	5.2	4.7	5.6	4.9	5.7	5.6	4.9
WPFB	Middletown	B	105.9	34.0		594 d		59				Country	n/a		0.8	1.3	0.6	0.9	0.6	0.7	0.7	0.6	
WNKR	Williamstown	A	106.5	1.4		476		92	9207		st	Clsc/Cntry			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKFS	Milford	B1	107.1	2.8		866 b		69	9905		g1	CHR	4,200	0.43	7.4	5.7	6.9	7.2	6.4	6.6	6.5	6.1	5.6
WIOK	Falmouth	A	107.5	1.4		696		81	9212	100	+	Gospel	200		0.3	0.4	0.0	0.4	0.4	0.0	0.6	0.0	0.4
# FM Stations -				22	# Combos -				16	FM TOTALS				75.4	62.6	62.4	60.6	61.9	62.5	65.2	63.9	60.2	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 26

Revenue Rank: 21

Cincinnati, OH Market Overview



Metro Counties / Population (000)

Brown, OH	43.3
Butler, OH	337.2
Clermont, OH	181.8
Hamilton, OH	835.4
Warren, OH	167.5
Dearborn, IN	47.1
Ohio, IN	5.6
Boone, KY	91.1
Campbell, KY	88.4
Gallatin, KY	8.3
Grant, KY	23.3
Kenton, KY	151.9
Pendleton, KY	14.8
Total	1,995.7

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$100,400	\$119,000	\$126,200	\$132,300	\$124,300	\$131,700	5.6%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.0%	\$137,200	\$145,400	\$153,400	\$161,800	\$169,900	5.2%

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout Local 74% National 26%
	NA ^{1/}	\$5.06/1,000	\$5.17/1,000	
	\$52.09	\$65.99	\$83.09	

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

MSA Population Households Retail Sales EBI ^{2/}	1997	2002	Growth Rate	2002	2007	Growth Rate
	1,927.5 722.6 NA ^{1/} 31,543.4	1,995.7 778.9 26,013.1 39,006.8	0.7% 1.5% NA ^{1/} 4.3%	1,995.7 778.9 26,013.1 39,006.8	2,044.8 809.5 32,877.9 50,025.9	0.5% 0.8% 4.8% 5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	967.8	176.4	92.8	96.2	134.3	157.4	136.6	173.9
Women (000)	1,027.9	168.9	88.2	96.7	137.4	163.0	142.4	231.3
Total	1,995.7	345.3	181.0	192.9	271.7	320.4	279.0	405.3
Percentage	100.0%	17.3%	9.1%	9.7%	13.6%	16.1%	14.0%	20.3%
Per Capita	\$ 19,546							
				Median Household	\$ 40,821		Avg Household	\$ 50,082
Ethnic Population:	White 85.0%	Black 11.8%	Asian 1.4%				Hispanic 1.2%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	12	1	15	22	13	35
Tot 12+	10.5	51.4	0.5	61.2	62.4	20.3	82.7
Avg 12+	1.2	4.3	0.5	4.1	2.8	1.6	2.4
Tot LCS	12.7	62.2	0.6	74.0	75.5	24.5	100.0
Avg LCS	1.4	5.2	0.6	4.9	3.4	1.9	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Dayton.

AM Stations												ARB 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2003	2003	2003	2002	2002	2002	2002	2001		
WKRC	Cincinnati	B	550	5.0	1.00	b	Clear Channel Comm	22	9905		g1	News/Talk	6,700	1.13	4.5	4.9	4.5	5.8	3.6	3.9	3.1	4.3	3.7		
WLW	Cincinnati	A	700	50.0	50.00	b	Clear Channel Comm	22	9905		g1	Nws/Tlk/Spt	25,500	1.55	12.5	9.4	10.1	9.9	10.3	10.2	11.1	9.4	11.0		
WNOP	Newport	D	740	1.0	0.03		Catholic Radio Found	48	0109			Religion	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WPFB	Middletown	D	910	1.0	0.10		Braden, Ruth & Doug	47				Talk	100		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0		
WTSJ	Cincinnati	B	1050	1.0	0.28	a	Salem Comm Corp	47	9707		g	Chrst/Talk	600			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0		
WBOB	Florence	B	1160	5.0	0.99	a	Salem Comm Corp	84	0008		g3	News/Talk	500		0.4	0.0	0.0	0.0	0.6	0.4	0.5	0.4	0.0		
WDBZ	Cincinnati	C	1230	1.0	1.00		Blue Chip Comm Inc	27	0003		2	Talk	200	0.14	1.1	1.2	1.7	0.6	1.2	1.0	0.9	0.9	1.0		
WCVG	Covington	B	1320	0.5	0.43	c	Plessinger Radio Grp	65				Gospel	600		0.5	0.6	0.4	0.8	0.0	0.5	0.5	0.0	0.5		
WCKY	Cincinnati	B	1360	5.0	5.00	b	Clear Channel Comm	23	9905		g1	Sports	800	0.43	1.4	1.0	1.1	1.5	1.5	1.3	0.9	1.4	1.2		
WMOH	Hamilton	C	1450	1.0	1.00		Baldwin Broadcasting	44	0303	950		Nws/Tlk/Spt			0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0		
WCIN	Cincinnati	B	1480	5.0	0.50		J4 Broadcasting Co	53	9302	425		R&B Oldies	900		0.5	0.4	0.4	0.5	0.6	0.0	0.5	0.6	0.6		
WSAI	Cincinnati	A	1530	50.0	50.00	b	Clear Channel Comm	29	9905		g1	Oldies	3,300	0.76	3.3	1.6	1.7	2.3	3.1	2.2	2.8	2.6	3.5		
WCNW	Fairfield	D	1560	5.0	0.00	f	Baldwin Broadcasting	64	8406			Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					13	# Combos -					8	AM TOTALS					24.4	19.1	20.3	21.4	20.9	19.9	20.3	20.0	21.5
AM & FM Stations Profiled -					35	# Duopolies -					11	Total Local Commercial Share						81.7	82.7	82.0	82.8	82.4	85.5	83.9	81.7

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 27

Revenue Rank: 25

Sacramento, CA Market Overview



Metro Counties / Population (000)

El Dorado, CA	125.2
Nevada, CA	77.1
Placer, CA	247.2
Sacramento, CA	1,253.8
Yolo, CA	175.3
Total	1,878.6

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$80,800	\$86,500	\$98,200	\$109,900	\$106,400	\$118,700
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	11.6%	\$126,200	\$135,100	\$142,500	\$150,300	\$157,800	5.9%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.71/1,000	\$4.40/1,000	Local 70%
Revenue/Capita	\$47.39	\$63.19	\$78.29	National 30%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,705.1	1,878.6	2.0%	1,878.6	2,015.5	1.4%
Households	633.3	696.5	1.9%	696.5	744.3	1.3%
Retail Sales	NA ^{1/}	25,205.3	NA ^{1/}	25,205.3	35,864.9	7.3%
EBI ^{2/}	26,316.3	34,350.7	5.5%	34,350.7	43,497.0	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	920.3	169.5	89.0	92.3	124.8	145.3	130.6	168.7
Women (000)	958.3	161.5	83.9	92.1	124.1	150.7	136.8	209.1
Total	1,878.6	331.0	173.0	184.4	249.0	296.0	267.5	377.7
Percentage	100.0%	17.6%	9.2%	9.8%	13.3%	15.8%	14.2%	20.1%
Per Capita	\$ 18,286							
Median Household				\$ 41,687				
Avg Household							\$ 49,320	
Ethnic Population:	White 69.5%	Black 7.1%	Asian 9.6%	Hispanic 15.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	16		17	21	14	35
Tot 12+	6.5	50.6		56.3	57.1	22.7	79.8
Avg 12+	1.3	3.2		3.3	2.7	1.6	2.3
Tot LCS	8.1	63.4		70.6	71.6	28.4	100.0
Avg LCS	1.6	4.0		4.2	3.4	2.0	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
															2003	2003	2003	2002	2002	2002	2002	2001		
• KZSA	Placerville	A	92.1	1.9	417	d	Entravision Comm Co	82	0310	p	20,000		Mexican	1,100	0.4	0.4	0.0	0.8	0.0	0.0	0.3	0.5	0.5	
KGBY	Sacramento	B	92.5	50.0	449	b	Clear Channel Comm	46	0008			g	AC	6,600	1.50	3.7	3.7	3.1	3.5	3.4	2.5	3.1	2.9	3.6
KXOA	Roseville	B1	93.7	25.0	328	c	Infinity Bcstg	70	0102			g1	Rock	2,200	1.09	1.7	1.9	1.5	1.4	1.4	1.5	1.3	1.7	1.0
• KNCO	Grass Valley	A	94.1	0.7	981	g	Nevada County Bcstrs	82	9605		1,000	st	AC	100		0.2	0.0	0.0	0.4	0.0	0.4	0.4	0.0	0.0
KSSJ	Fair Oaks	B1	94.7	25.0	325	a	Entercom	70	9808		15,900		Smooth Jazz	6,800	0.97	5.9	4.6	4.1	4.9	4.6	4.5	5.1	4.3	5.4
KYMX	Sacramento	B	96.1	50.0	476	c	Infinity Bcstg	47	0011			g1	AC	6,000	0.94	5.4	3.8	4.6	4.5	4.1	4.0	4.7	4.7	4.1
KSEG	Sacramento	B	96.9	50.0	499	a	Entercom	59	9808			d1	Clsc Rock	10,600	1.68	5.3	5.2	4.0	3.7	3.5	3.7	5.2	4.6	3.6
KTTA	Esparto	A	97.9	6.0	328		Aztec Media Inc	95	0304		7,000		Mexican	2,200		0.8	1.2	1.5	1.2	0.9	0.8	0.5	0.6	0.8
KRXQ	Sacramento	B	98.5	50.0	495	a	Entercom	59	9808			sw	AOR	10,300	1.61	5.4	3.5	2.9	3.0	3.6	4.7	3.8	4.8	4.2
KLVS	Grass Valley	B1	99.3	13.0	466		Educational Media	97	9607		65	cp	ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KRCX	Marysville	B	99.9	1.8	2182	i	Entravision Comm Co	47	0004			g2	Span/Mexcn	1,500	1.26	1.0	1.0	0.8	0.8	1.1	0.8	0.6	1.3	0.7
KZZO	Sacramento	B	100.5	115.0	328	c	Infinity Bcstg	58	0011			g1	Hot AC	7,000	1.40	4.2	3.3	3.9	3.7	2.9	3.7	3.2	2.8	3.9
KHYL	Auburn	B	101.1	36.0	577	b	Clear Channel Comm	61	0008			g	Rhymc/Oldes	4,400	0.88	4.2	3.4	3.5	3.7	3.2	4.0	3.0	3.3	3.3
KCCL	Shingle Springs	B	101.9	47.0	505	i	Entravision Comm Co	89	0004			g2	Oldies	2,000	0.35	4.8	4.4	4.4	3.8	3.9	4.7	4.4	3.0	3.5
KSFM	Woodland	B	102.5	16.0	417	c	Infinity Bcstg	61	0102			g1	CHR	6,500	0.90	6.1	5.2	5.0	6.5	5.0	5.2	5.6	4.1	4.8
KBMB	Sacramento	A	103.5	6.0	312		Diamond Radio Inc	96					CHR	3,400	0.61	4.7	4.3	3.9	4.2	4.7	3.6	3.7	3.7	4.4
• KRRE	Davis	A	104.3	3.4	436	l	Entravision Comm Co	79	0008			g4	Spanish AC	1,600	0.96	1.4	1.3	1.1	1.3	0.8	1.1	1.0	1.3	1.1
KNCI	Sacramento	B	105.1	50.0	499	c	Infinity Bcstg	60	0102			g1	Country	8,500	1.01	7.1	6.2	4.4	4.4	5.2	6.7	5.0	5.6	5.6
KKFS	Dunnigan	B1	105.5	2.6	1011	h	Salem Comm Corp	83	0112		8,000		ChrsContem	1,100	0.39	2.4	1.5	1.5	1.6	1.4	1.9	2.3	1.7	1.9
KWOD	Sacramento	B	106.5	50.0	410		Entercom	57	0305		25,000		Alternative	4,400	0.86	4.3	3.6	3.1	2.9	3.5	3.6	3.1	4.1	3.3
KDND	Sacramento	B	107.9	50.0	404	a	Entercom	45	9808		27,500		CHR	5,700	0.94	5.1	3.0	3.8	3.5	4.1	4.6	4.0	4.5	3.3
# FM Stations -				21	# Combos -				17	FM TOTALS					74.1	61.5	57.1	59.8	57.3	62.0	60.3	59.5	59.0	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 27

Revenue Rank: 25

Sacramento, CA Market Overview



Metro Counties / Population (000)

El Dorado, CA	125.2
Nevada, CA	77.1
Placer, CA	247.2
Sacramento, CA	1,253.8
Yolo, CA	175.3
Total	1,878.6

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$80,800	\$86,500	\$98,200	\$109,900	\$106,400	\$118,700	8.0%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	11.6%	\$126,200	\$135,100	\$142,500	\$150,300	\$157,800	5.9%

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout Local 70% National 30%
	NA ^{1/}	\$4.71/1,000	\$4.40/1,000	
	\$47.39	\$63.19	\$78.29	

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA Population	1997	2002	Growth Rate	2002	2007	Growth Rate
	1,705.1	1,878.6	2.0%	1,878.6	2,015.5	1.4%
Households	633.3	696.5	1.9%	696.5	744.3	1.3%
Retail Sales	NA ^{1/}	25,205.3	NA ^{1/}	25,205.3	35,864.9	7.3%
EBI ^{2/}	26,316.3	34,350.7	5.5%	34,350.7	43,497.0	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	920.3	169.5	89.0	92.3	124.8	145.3	130.6	168.7
Women (000)	958.3	161.5	83.9	92.1	124.1	150.7	136.8	209.1
Total	1,878.6	331.0	173.0	184.4	249.0	296.0	267.5	377.7
Percentage	100.0%	17.6%	9.2%	9.8%	13.3%	15.8%	14.2%	20.1%
Per Capita	\$ 18,286							
				Median Household	\$ 41,687		Avg Household	\$ 49,320
Ethnic Population:	White	69.5%	Black	7.1%	Asian	9.6%	Hispanic	15.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	16		17	21	14	35
Tot 12+	6.5	50.6		56.3	57.1	22.7	79.8
Avg 12+	1.3	3.2		3.3	2.7	1.6	2.3
Tot LCS	8.1	63.4		70.6	71.6	28.4	100.0
Avg LCS	1.6	4.0		4.2	3.4	2.0	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

AM Stations										ARB 12+ Metro Shares (see rights)												
City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
KSTE	Rancho Cordova	B	650	21.4	0.92	b Clear Channel Comm	91	0008		g	Talk	2,500	0.54	3.9	3.6	3.2	3.7	3.0	3.5	2.8	3.3	3.2
KFIA	Carmichael	B	710	25.0	1.00	h Salem Comm Corp	79	9502	4,100		Chrst/Talk	2,900		0.7	0.6	0.5	0.5	0.9	0.6	0.8	0.4	0.5
KNCO	Grass Valley	B	830	5.0	5.00	g Nevada County Bcstrs	78	9605		st	News/Talk	600		0.6	0.0	0.6	0.0	0.7	0.4	0.6	0.6	0.5
KAHI	Auburn	B	950	5.0	5.00	f IHR Educ Bcstg	57	9905	475	c1	FullService	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KLIB	Roseville	B	1110	5.0	0.50	e Multicultural Bcstg	68	0005		g3	Span/Varty	350		0.1	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.0
KHTK	Sacramento	B	1140	50.0	50.00	c Infinity Bcstg	26	0102		g1	Sports	2,800	0.55	4.3	3.0	4.0	3.9	3.8	2.9	4.4	3.1	3.4
KSOR	Sacramento	C	1240	1.0	1.00	d Moon Bcstg Corp	37	0111	1,500		Mexican	400		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
KCTC	Sacramento	B	1320	5.0	5.00	a Entercom	45	9808		sw	Nostalgia	1,000	0.21	4.0	2.9	2.8	2.6	3.6	3.1	3.8	3.0	3.0
KTKZ	Sacramento	B	1380	5.0 cp	5.00	h Salem Comm Corp	52	9704	1,500		Talk	600	0.51	1.0	0.9	1.0	0.6	1.1	1.0	0.7	0.9	0.6
KJAY	Sacramento	D	1430	0.5	0.00	KJAY LLC	63	9709		nc	Talk	100		0.2	0.5	0.0	0.0	0.0	0.0	0.3	0.0	0.4
KIID	Sacramento	B	1470	5.0	1.00	c ABC/Disney	45	0103	3,310		Children	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KFBK	Sacramento	A	1530	50.0	50.00	b Clear Channel Comm	22	0008		g	News/Talk	13,900	1.08	10.8	8.8	10.2	9.4	9.9	8.0	7.6	9.3	10.1
KSMH	West	B	1620	10.0	1.00	f IHR Educ Bcstg	99	9905		c1	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KFSG	Roseville	B	1690	10.0 cp	1.00	e Multicultural Bcstg	99	0005		g3	Span/Chrst	300			0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
# AM Stations -				14	# Combos -				13	AM TOTALS				25.8	20.3	22.7	21.3	23.0	19.5	21.3	21.2	21.7
AM & FM Stations Profiled -				35	# Duopolies -				12	Total Local Commercial Share				81.8	79.8	81.1	80.3	81.5	81.6	80.7	80.7	

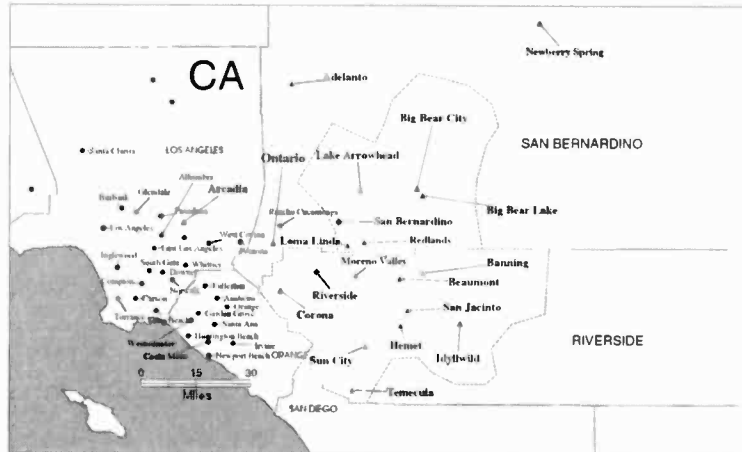
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 28

Revenue Rank: 52

Riverside-San Bernardino, CA Market Overview



Metro Counties / Population (000)

Riverside, CA	1,061.3
San Bernardino, CA	806.5
Total	1,867.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 97 - 02
	\$30,100	\$33,500	\$38,400	\$42,400	\$41,100	\$46,700	9.2%
	Δ 01 - 02	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	Δ 02 - 07
	13.6%	\$49,300	\$52,800	\$55,700	\$58,700	\$61,700	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.09/1,000	\$2.00/1,000	Local 85%
Revenue/Capita	\$17.81	\$25.00	\$30.46	National 15%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	Growth Rate	<u>2002</u>	<u>2007</u>	Growth Rate
MSA Population	1,690.4	1,867.8	2.0%	1,867.8	2,025.9	1.6%
Households	548.6	593.1	1.6%	593.1	632.8	1.3%
Retail Sales	NA ^{1/}	22,329.2	NA ^{1/}	22,329.2	30,818.4	6.7%
EBI ^{2/}	20,693.3	26,638.7	5.2%	26,638.7	31,562.1	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	930.4	198.8	98.4	96.7	124.5	143.3	112.2	156.5
Women (000)	937.4	189.4	94.1	87.7	122.2	142.2	113.0	188.9
Total	1,867.8	388.2	192.4	184.4	246.7	285.5	225.2	345.4
Percentage	100.0%	20.8%	10.3%	9.9%	13.2%	15.3%	12.1%	18.5%
Per Capita	\$ 14,262							
				Median Household	\$ 37,861		Avg Household	\$ 44,918
Ethnic Population:	White	61.3%	Black	7.6%	Asian	4.5%	Hispanic	39.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	13	3		7	16	13	29
Tot 12+	10.4	20.7		28.7	31.1	1.9	33.0
Avg 12+	0.8	6.9		4.1	1.9	0.1	1.1
Tot LCS	31.5	62.7		87.0	94.2	5.8	100.0
Avg LCS	2.4	20.9		12.4	5.9	0.4	3.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Los Angeles & Victor Valley.

FM Stations														ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
• KELT	Adelanto	A	92.7	0.3 cp	1473	j	Amaturo Group Ltd	59	9301			AC	n/a		1.2	0.5	0.0	0.5	0.0	0.0	0.0	0.8	0.9		
KXFG	Sun City	A	92.9	6.0	328	i	Infinity Bcstg	97	0102		g1	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KBHR	Big Bear City	A	93.3	1.5	663		Parallel Bcstg	95				AAA	400		0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4		
• KZBA	Ontario	A	93.5	5.0 cp	-131		Spanish Bcstg System	67	0010		g	Span/Trpcl				1.0	0.8	0.4	0.0	0.0	0.0	0.0	0.0		
KFRG	San Bernardino	B	95.1	50.0 cp	482	i	Infinity Bcstg	74	0102		g1	Country	13,000	1.42	19.6	6.5	6.3	8.6	6.9	6.6	7.0	7.8	7.7		
KWRP	San Jacinto	A	96.1	1.6 cp	653		Magic Bcstg Inc	90	9810	2,650		Mexican	700	0.29	5.1	0.0	0.0	0.5	2.1	2.2	1.3	1.3	2.8		
KCAL	Redlands	A	96.7	1.8	377	f	Anaheim Bcstg Corp	65	8612	4,000		Rock	6,100	1.31	10.0	4.1	3.5	3.2	3.5	3.8	4.9	3.6	2.6		
KGGI	Riverside	B	99.1	2.6	1844	c	Clear Channel Comm	65	0008		g	Top 40	9,200	1.04	19.0	8.4	8.8	7.4	8.9	8.6	6.8	6.0	7.0		
KOLA	San Bernardino	B	99.9	29.5	1663	f	Anaheim Bcstg Corp	59	9610	5,000		Oldies	4,600	0.78	12.7	5.6	5.6	5.3	4.9	5.0	4.5	4.6	4.8		
KAEH	Beaumont	A	100.9	1.5	479		Moon Bcstg Corp	96	0201	1,700		Mexican	800	0.90	1.9	0.5	0.7	0.4	0.8	0.8	0.9	0.7	0.4		
• KATY	Idyllwild	A	101.3	1.6	656	b	All Pro Bcstg	89	0303	2,500		AC	1,200	0.95	2.7	0.7	0.6	0.6	1.0	1.0	0.9	1.2	0.9		
KXSB	Big Bear Lake	A	101.7	0.3 cp	1414	e	Lazer Bcstg Corp	75	9502	750		Mexican	2,500	1.27	4.2	1.4	1.2	1.5	2.1	1.8	1.4	2.3	0.8		
KIQQ	Newberry	A	103.7	6.0	282	h	Moon Bcstg Corp					Mexican			0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.4	0.0		
KCXX	Lake Arrowhead	A	103.9	0.2	1798	b	All Pro Bcstg	78	9209	5,000		Alternative	3,900	0.94	8.9	2.3	2.6	2.4	2.5	2.8	2.8	4.4	3.2		
KXRS	Hemet	A	105.7	0.2	1024	e	Lazer Bcstg Corp	63	9312	550	c2	Mexican	1,100	1.57	1.5	0.3	0.3	0.5	0.7	0.6	0.6	0.3	0.8		
• KSSE	Arcadia	A	107.1	6.0	-43	d	Entravision Comm Co	60	0304			Span/CHR	n/a		8.7	1.4	0.7	3.1	4.2	3.6	3.1	3.3	3.0		
# FM Stations -					16	# Combos -					9	FM TOTALS					96.1	32.7	31.1	34.4	37.7	36.8	34.2	36.7	35.3

AM Stations														ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
KRLH	San Bernardino	B	590	1.0	1.00	a	Salem Comm Corp	29	0201	See (2)		News/Talk	n/a		0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	
KRLA	Glendale	B	870	20.0	3.00	a	Salem Comm Corp	31	9808	See (2)		News/Talk	n/a			0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0		
• KCAA	Loma Linda	D	1050	1.4 cp	0.00		Broadcast Mgmt Svcs	64	3	30		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KEZY	San Bernardino	C	1240	1.0	1.00	g	Hi-Favor Bcstg LLC	47	0110	4,000		Religion	100		0.3	0.8	0.5	0.8	0.0	0.4	0.0	0.0	0.0		
KKDD	San Bernardino	B	1290	5.0	5.00	c	Clear Channel Comm	47	0008		g	Children	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KSDT	Hemet	B	1320	0.5 cp	0.30		Rudex Bcstg Ltd	59	0204	250		Mexican	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KTDD	San Bernardino	B	1350	5.0	0.60	c	Clear Channel Comm	47	9905		g3	Country	450	0.88	1.1	0.5	0.7	1.0	0.8	0.6	1.0	0.0	0.0		
KWRM	Corona	B	1370	5.0	2.50		Major Market Stns	48	6706			Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KCAL	Redlands	B	1410	5.0	4.00	e	Lazer Bcstg Corp	54	0109	2,350		Mexican	1,000		0.9	0.5	0.0	0.4	0.4	0.4	0.6	0.0	0.4		
KDIF	Riverside	B	1440	1.0	1.00	c	Clear Channel Comm	41	9905		g3	Spn/Mex/Var	1,150	1.64	1.5	1.0	0.7	0.6	0.5	0.7	0.6	0.4	0.5		
• KMET	Banning	C	1490	1.0	1.00		Sunset Broadcasting	48	0303		al	SmJaz/Srts	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KPRO	Riverside	B	1570	5.0	0.19		Sherban, Olive	57	9205		nc	Inspiration				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KHPY	Moreno Valley	B	1670	10.0	9.00		Van Voorhis, D.L.		03			Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					13	# Combos -					6	AM TOTALS					3.9	2.8	1.9	3.2	1.7	2.1	2.2	0.4	1.1
AM & FM Stations Profiled -					29	# Duopolies -					7	Total Local Commercial Share						35.5	33.0	37.6	39.4	38.9	36.4	37.1	36.4

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 29

Revenue Rank: 31

Kansas City, MO-KS Market Overview



Metro Counties / Population (000)

Johnson, KS	465.3
Leavenworth, KS	69.0
Miami, KS	29.1
Wyandotte, KS	155.7
Cass, MO	84.9
Clay, MO	188.0
Jackson, MO	653.7
Lafayette, MO	33.2
Platte, MO	76.4
Ray, MO	23.7
<hr/>	
	1,779.0

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$73,100	\$81,500	\$89,400	\$96,500	\$90,500	\$98,200	6.1%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	8.5%	\$103,700	\$111,000	\$117,100	\$123,500	\$129,700	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
	NA ^{1/}	\$3.63/1,000	\$3.68/1,000	Local	86%		
Revenue/Capita	\$43.49	\$55.20	\$70.87	National	14%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	Population	Households	Retail Sales	EBI ^{2/}	Growth Rate		Growth Rate	
					1997	2002	2002	2007
	1,680.8	646.0	NA ^{1/}	28,583.8	1,779.0	1.1%	1,779.0	0.6%
		27,043.7	27,043.7		1,830.0	1.5%	1,830.0	0.7%
		NA ^{1/}	35,246.1		1,830.0	4.9%	1,830.0	5.4%
		36,354.7	46,421.5		1,830.0	4.9%	1,830.0	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	867.1	159.3	82.2	77.5	125.8	144.0	123.2	155.1
Women (000)	911.9	151.7	78.1	77.8	125.8	147.0	129.9	201.5
Total	1,779.0	311.0	160.4	155.4	251.7	291.0	253.1	356.6
Percentage	100.0%	17.5%	9.0%	8.7%	14.1%	16.4%	14.2%	20.0%
Per Capita	\$ 20,435							
Median Household	\$ 43,071							
Avg Household	\$ 52,113							
Ethnic Population:	White 80.1%	Black 13.0%	Asian 1.8%	Hispanic 5.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	16	18	19	37
Tot 12+	0.0		61.7	60.9	61.7	23.8	85.5
Avg 12+	0.0		3.6	3.8	3.4	1.3	2.3
Tot LCS	0.0		72.2	71.2	72.2	27.8	100.0
Avg LCS	0.0		4.2	4.5	4.0	1.5	2.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Topeka.

FM Stations										ARB 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
			Freq	(kW)									Revenue (000)1/	Power Ratio		2003	2003	2003	2002	2002	2002	2002	2001
KCCV	Olathe	C3	92.3	8.3	564	b	Bott Radio Network	93	9205	538	cp	Relgn/Talk	775	0.8	0.8	0.8	1.4	0.7	0.7	0.9	0.6	0.7	
KAYX	Richmond	A	92.5	2.4	535	b	Bott Radio Network	91	9405	225	c2	Relgn/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KMXV	Kansas City	C	93.3	100.0	1066	d	Infinity Bcstg	58	0102		g2	CHR	6,100	1.11	5.6	4.1	4.5	5.0	3.6	5.3	4.3	5.3	4.4
KFKF	Kansas City	C	94.1	100.0	994	d	Infinity Bcstg	63	0102		g2	Country	6,800	1.12	6.2	4.6	4.6	5.0	5.3	5.8	5.7	5.6	4.5
● KCMO	Kansas City	C0	94.9	100.0	1119	e	Susquehanna Radio	48	0007	113,000	d4	1 Oldies	5,300	1.06	5.1	4.1	4.3	4.6	4.7	4.7	4.4	4.0	4.5
● KCHZ	Ottawa	C1	95.7	98.0	981	g	Cumulus Bcstg Inc	62	0310 p	25,000	d1	Top 40	2,100	0.55	3.9	3.1	2.6	2.9	2.5	3.5	3.5	3.4	3.0
● KRBZ	Kansas City	C0	96.5	100.0	1099	a	Entercom	59	0007		g1	Hot AC	3,800	1.02	3.8	2.6	2.4	2.7	3.1	3.4	3.1	3.3	3.3
● KZPL	Lee'S Summit	C1	97.3	55.0	1171	f	First Bcstg Co LP	98	0304	2,600		Rock				1.7	1.6	1.2	0.0	0.0	0.0	0.0	0.0
● KUDL	Kansas City	C0	98.1	100.0	1099	a	Entercom	59	9808		sw	Lite AC	5,600	1.10	5.2	3.8	4.3	3.9	4.3	3.5	4.8	4.1	5.8
● KQRC	Leavenworth	C0	98.9	100.0	1099	a	Entercom	62	0007		g1	AOR	10,300	1.19	8.8	5.8	6.1	6.0	7.2	7.4	7.4	7.8	7.9
KYYS	Kansas City	C	99.7	100.0	1011	a	Entercom	62	9808		sw	Clsc Rock	5,200	1.39	3.8	3.9	3.1	3.8	3.1	3.3	3.6	2.5	3.9
● KCFX	Harrisonville	C1	101.1	55.0	994	e	Susquehanna Radio	74	0007		d4	1 Clsc Rock	7,400	1.79	4.2	3.6	3.2	2.9	4.4	3.5	3.5	3.4	4.1
KSRC	Kansas City	C	102.1	100.0 cp	1119	d	Infinity Bcstg	61	0102		g2	Hot AC	3,900	0.99	4.0	3.2	3.5	3.9	4.2	3.0	2.9	3.6	4.3
KPRS	Kansas City	C	103.3	100.0	994	c	Carter Broadcast Grp	63				Urban	6,800	0.81	8.6	6.9	7.3	7.9	7.9	7.5	7.9	7.5	6.9
KBEO	Kansas City	C	104.3	100.0	988	d	Infinity Bcstg	60	0102		g2	Country	5,300	1.15	4.7	4.7	4.6	4.2	3.9	4.3	4.5	3.6	3.9
KFME	Garden City	C1	105.1	69.0 cp	1145		Jesscom Inc	01			1	80&90/HotA	2,000	0.68	3.0	2.4	2.6	2.8	2.6	2.4	2.0	3.2	2.9
WDAF	Liberty	C1	106.5	100.0	981	a	Entercom	79	0007		g1	Country	3,000	0.65	4.7	4.3	3.4	3.8	4.9	4.4	3.6	4.9	3.4
● KMJK	Lexington	C	107.3	100.0	1184	g	Cumulus Bcstg Inc	69	0310 p		d1	Urban AC	2,000	0.68	3.0	3.6	2.8	2.6	3.0	2.3	3.0	2.3	2.9
			# FM Stations -		18	# Combos -		16	FM TOTALS				75.4	63.2	61.7	64.6	65.4	65.0	65.1	65.1	66.4		

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 29

Revenue Rank: 31

Kansas City, MO-KS Market Overview



Metro Counties / Population (000)

Johnson, KS	465.3
Leavenworth, KS	69.0
Miami, KS	29.1
Wyandotte, KS	155.7
Cass, MO	84.9
Clay, MO	188.0
Jackson, MO	653.7
Lafayette, MO	33.2
Platte, MO	76.4
Ray, MO	23.7
<hr/>	
	1,779.0

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES
★★★

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
Gross Revenues	\$73,100	\$81,500	\$89,400	\$96,500	\$90,500	\$98,200	6.1%
Δ 01 - 02	8.5%	\$103,700	\$111,000	\$117,100	\$123,500	\$129,700	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.63/1,000	\$3.68/1,000	Local 86%
Revenue/Capita	\$43.49	\$55.20	\$70.87	National 14%

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,680.8	1,779.0	1.1%	1,779.0	1,830.0	0.6%
Households	646.0	697.6	1.5%	697.6	722.1	0.7%
Retail Sales	NA ^{1/}	27,043.7	NA ^{1/}	27,043.7	35,246.1	5.4%
EBI ^{2/}	28,583.8	36,354.7	4.9%	36,354.7	46,421.5	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	867.1	159.3	82.2	77.5	125.8	144.0	123.2	155.1
Women (000)	911.9	151.7	78.1	77.8	125.8	147.0	129.9	201.5
Total	1,779.0	311.0	160.4	155.4	251.7	291.0	253.1	356.6
Percentage	100.0%	17.5%	9.0%	8.7%	14.1%	16.4%	14.2%	20.0%
Per Capita	\$ 20,435							
			Median Household	\$ 43,071			Avg Household	\$ 52,113
Ethnic Population: White	80.1%	Black	13.0%	Asian	1.8%		Hispanic	5.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	16	18	19	37
Tot 12+	0.0		61.7	60.9	61.7	23.8	85.5
Avg 12+	0.0		3.6	3.8	3.4	1.3	2.3
Tot LCS	0.0		72.2	71.2	72.2	27.8	100.0
Avg LCS	0.0		4.2	4.5	4.0	1.5	2.7

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Topeka.

AM Stations										ARB 12+ Metro Shares (see rights)														
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
KCSP	Kansas City	B	610	5.0	5.00	a	Entercom	22	9808		sw	Country	3,800	0.58	6.7	5.6	5.4	7.1	6.2	5.6	6.0	5.3	6.3	
KCMO	Kansas City	B	710	10.0	5.00	e	Susquehanna Radio	36	0007		d4	1 Talk	2,000	0.70	2.9	3.0	3.6	2.8	2.1	2.5	2.4	2.8	2.4	
KCCV	Overland Park	D	760	6.0	0.00	b	Bott Radio Network	47				Relgn/Talk			0.4	0.0	0.0	0.5	0.0	0.0	0.5	0.5	0.5	
WHB	Kansas City	B	810	50.0	5.00	h	Union Broadcasting	22	9912	8,000		Sports	4,000	1.04	3.9	3.9	3.3	3.6	3.4	3.2	3.4	3.4	3.5	
KGGN	Gladstone	D	890	1.0	0.00		Mortenson Bcstg Co	96	9701	450		Gospel			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.5	
KMBZ	Kansas City	B	980	5.0	5.00	a	Entercom	21	9808		sw	Nws/Spt/Tlk	9,000	1.50	6.1	6.6	7.4	4.7	5.7	5.9	5.6	5.4	4.2	
KCWJ	Blue Springs	B	1030	1.0	0.50		Stayton, D.T.	84	0204	922		Christian	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KEXS	Excelsior Springs	D	1090	1.0	0.00		Campbell, Brad L.	68	9704	350		Gospel	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KCXL	Liberty	D	1140	0.5	0.01		Alpine Bcstg	67	9403	15		Talk/AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KPHN	Kansas City	B	1190	5.0 cp	0.25		ABC/Disney	71	0207	3,800		Children	200		0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.0	
KKHK	Kansas City	B	1250	25.0	3.70	a	Entercom	01				Span/Mexcn	200	0.20	1.0	0.9	1.4	0.8	0.9	0.6	1.1	1.2	0.7	
KCKN	Kansas City	C	1340	0.2	0.00	c	Carter Broadcast Grp	25	0106	1,500		Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KCNW	Fairway	D	1380	2.5	0.03		Wilkins Comm	53	0102	725		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKLO	Leavenworth	B	1410	5.0	0.50		New Life Evangel Ctr	46	9912	1,300		Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KCZZ	Mission	B	1480	1.0	0.50		HMEB	57	9910	550		Span/Varty	600			0.4	0.7	0.0	0.0	0.0	0.0	0.0	0.0	
KCTE	Independence	D	1510	10.0	0.00	h	Union Broadcasting	89	9809	925		Talk	600		0.2	0.0	0.0	0.0	1.0	0.4	0.4	0.0	0.0	
KLEX	Lexington	D	1570	0.3	0.04	b	Bott Radio Network	56	9405		c2	Relgn/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KPRT	Kansas City	D	1590	1.0	0.05	c	Carter Broadcast Grp	50				Gospel	675	0.43	1.6	1.3	1.0	1.4	1.1	1.4	1.2	1.1	1.8	
KXTR	Kansas City	B	1660	10.0	1.00	a	Entercom	01	9906	2,750		Classical	300	0.22	1.4	1.0	1.0	1.1	0.9	1.3	1.4	1.2	0.9	
				# AM Stations -		19	# Combos -		11	AM TOTALS						24.7	22.7	23.8	22.0	21.3	20.9	22.4	21.9	20.8
				AM & FM Stations Profiled -		37	# Duopolies -		12	Total Local Commercial Share						85.9	85.5	86.6	86.7	85.9	87.5	87.0	87.2	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 30

Revenue Rank: 51

San Jose, CA Market Overview



Metro Counties / Population (000)

Santa Clara, CA	1,740.1
	1,740.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$41,600	\$41,800	\$51,800	\$54,300	\$47,600	\$49,100	3.3%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.2%	\$51,600	\$55,200	\$58,200	\$61,400	\$64,500	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$1.57/1,000	\$1.35/1,000	Local	82%		
Revenue/Capita	\$25.63	\$28.22	\$34.42	National	18%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	1,622.9	1,740.1	1.4%	1,740.1	1,873.8
Households	546.3	582.3	1.3%	582.3	619.5	1.2%
Retail Sales	NA ^{1/}	31,276.1	NA ^{1/}	31,276.1	47,608.2	8.8%
EBI ^{2/}	32,897.0	47,134.1	7.5%	47,134.1	67,794.5	7.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	881.2	149.8	70.2	87.7	159.6	155.6	117.0	141.4
Women (000)	858.9	142.0	66.1	77.5	141.1	141.1	117.8	173.3
Total	1,740.1	291.8	136.4	165.2	300.6	296.7	234.8	314.7
Percentage	100.0%	16.8%	7.8%	9.5%	17.3%	17.0%	13.5%	18.1%
Per Capita	\$ 27,086							
				Median Household	\$ 67,504		Avg Household	\$ 80,942
Ethnic Population:	White	51.9%	Black	2.7%	Asian	27.3%	Hispanic	24.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	10		12	14	9	23
Tot 12+	6.4	23.3		28.1	29.7	5.5	35.2
Avg 12+	1.6	2.3		2.3	2.1	0.6	1.5
Tot LCS	18.2	66.2		79.8	84.4	15.6	100.0
Avg LCS	4.5	6.6		6.7	6.0	1.7	4.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in San Francisco and Monterey.
ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)									Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
KSJO	San Jose	B	92.3	32.0	466	g	Clear Channel Comm	46	9905		1	AOR	n/a		8.4	2.6	2.5	2.7	3.5	3.4	3.5	3.1	2.7		
KBAA	Gilroy	B	94.5	30.0	587	e	Infinity Bcstg	70	0102		g1	Soft Rock	7,000	1.50	9.5	3.8	3.0	4.4	4.0	3.8	4.2	3.0	3.2		
KRTY	Los Gatos	A	95.3	0.9	860	c	Empire Bcstg Corp	66	9212	3,310		Country	6,500	1.39	9.5	2.2	3.1	2.6	3.4	3.6	3.7	3.8	3.2		
KSOQ	Morgan Hill	A	96.1	4.7	161		Coyote Comm Inc	90				Ethnic	600	0.87	1.4	0.7	0.4	0.0	0.0	0.5	0.5	0.7	0.4		
KFFG	Los Altos	A	97.7	3.3	449		Susquehanna Radio	60	9510	See (4)		AOR	n/a		1.7	0.8	0.8	1.3	0.7	0.5	0.9	0.7	0.5		
KUFX	San Jose	B	98.5	10.0	879	g	Clear Channel Comm	59	9905		g2	Cisc Rock	5,000	1.14	8.9	3.0	2.7	2.7	3.0	3.4	3.3	3.6	3.1		
KSOL	San Francisco	B	98.9	6.1	1342	c	Univision Comm Inc	64	0310			Spanish AC	n/a		1.7	1.2	1.2	0.4	0.4	0.3	0.6	1.1	0.6		
KSQL	Santa Cruz	B	99.1	1.1	2612		Univision Comm Inc	61	0310			Spanish AC	n/a		3.1	2.8	2.2	2.0	1.0	0.9	1.1	1.5	1.2		
KBRG	San Jose	B	100.3	14.5	2579	d	Entravision Comm Co	63	0004		g4	Span/Varty	8,200	1.80	9.3	2.7	3.2	3.1	3.3	2.9	4.0	4.1	3.1		
KDFC	San Francisco	B	102.1	33.0	1047	f	Bonneville Intl	47	9707			Classical	n/a		7.1	3.0	3.0	3.3	3.2	2.9	2.8	2.5	2.5		
KFOG	San Francisco	B	104.5	7.1	1506	b	Susquehanna Radio	63	8312	See (4)		AAA	n/a		3.8	1.7	1.5	1.7	0.9	1.5	1.6	1.5	1.1		
● KCNL	Sunnyvale	A	104.9	6.0	-154	a	Clear Channel Comm	70	0305 p		g 1	Alternative	3,300	1.60	4.2	2.6	2.1	1.9	1.6	1.5	2.1	1.5	1.2		
KEMR	Santa Clara	B	105.7	50.0	499	c	Univision Comm Inc	64	0310		st	Mexican	4,200	1.30	6.6	1.7	1.7	2.2	1.9	2.3	2.2	3.1	2.4		
KEZR	San Jose	B	106.5	42.0	538	e	Infinity Bcstg	67	0102		g1	AC	7,200	2.07	7.1	3.2	2.3	2.9	2.5	2.6	2.3	2.6	3.1		
# FM Stations -					14	# Combos -					7	FM TOTALS					82.3	32.0	29.7	31.2	29.4	30.1	32.8	32.8	28.3

AM Stations

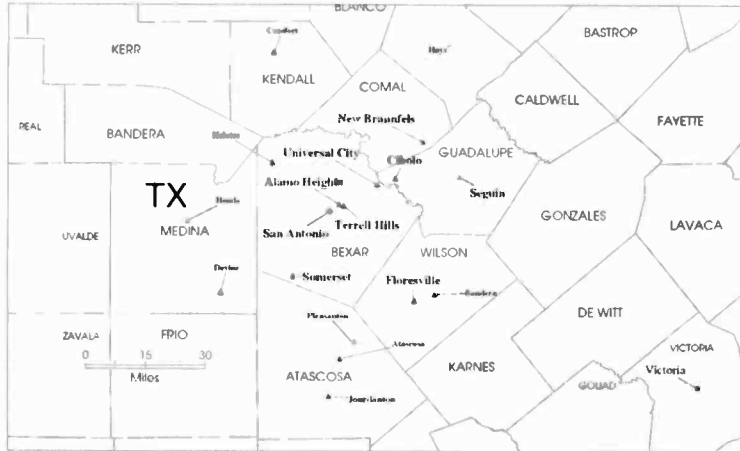
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)	(kW)								Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
KTCT	San Mateo	B	1050	10.0	10.00		Susquehanna Radio	46	9710	See (4)		Sports	n/a		2.1	0.6	0.4	0.4	0.7	0.7	0.5	0.9	1.1		
KZSJ	San Martin	D	1120	5.0	0.15	d	Entravision Comm Co	96	0008		g4	Asian	300		0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7		
KLOK	San Jose	B	1170	50.0	5.00	d	Entravision Comm Co	46	0004		g4	Spanish	5,300	1.52	7.1	1.4	1.7	2.0	2.3	1.8	2.7	3.4	2.9		
KSFB	Palo Alto	D	1220	5.0	0.15		Salem Comm Corp	47	0107	9,000		Chrst/Talk	700			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KAZA	Gilroy	D	1290	5.0	0.00		Radlo Flesta	57	7305			Span/Varty	600	0.58	2.1	0.5	1.1	0.7	1.0	0.9	0.5	1.0	0.7		
KZSF	San Jose	B	1370	5.0	5.00	d	Duharte, Carlos A.	47	0110			Span/Mexcn	200			0.5	0.6	0.0	0.4	0.0	0.0	0.0	0.0		
KVVN	Santa Clara	B	1430	1.0	2.50		Inner City Bcstg	64	9704	2,200		Asian	800	1.09	1.5	0.0	0.0	0.6	0.9	0.5	0.7	0.5	0.6		
KSJX	San Jose	B	1500	10.0	5.00		Multicultural Bcstg	48	9803		g	Asian	1,250	1.21	2.1	0.0	0.7	0.8	0.8	1.5	0.0	0.8	0.8		
KLIV	San Jose	B	1590	5.0	5.00	c	Empire Bcstg Corp	46	6707			News	1,200	1.06	2.3	0.9	1.0	0.9	1.0	0.6	0.6	0.9	1.3		
# AM Stations -					9	# Combos -					4	AM TOTALS					17.7	3.9	5.5	5.4	7.1	6.0	5.0	7.5	8.1
AM & FM Stations Profiled -					23	# Duopolies -					6	Total Local Commercial Share						35.9	35.2	36.6	36.5	36.1	37.8	40.3	36.4

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 31

Revenue Rank: 28

San Antonio, TX Market Overview



Metro Counties / Population (000)

Atascosa, TX	40.6
Bandera, TX	19.2
Bexar, TX	1,429.6
Comal, TX	83.3
Guadalupe, TX	93.7
Kendall, TX	25.6
Medina, TX	41.7
Wilson, TX	34.4
Total	1,768.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$67,600	\$73,800	\$80,000	\$95,800	\$96,000	\$101,700
★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.9%	\$107,400	\$114,900	\$121,200	\$127,900	\$134,300	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.62/1,000	\$4.47/1,000	Local 75%
Revenue/Capita	\$42.05	\$57.52	\$70.29	National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,607.5	1,768.1	1.9%	1,768.1	1,910.7	1.6%
Households	555.0	623.0	2.3%	623.0	678.1	1.7%
Retail Sales	NA ^{1/}	22,011.7	NA ^{1/}	22,011.7	30,015.1	6.4%
EBI ^{2/}	21,614.7	29,043.6	6.1%	29,043.6	38,529.4	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	861.9	167.5	87.3	92.0	123.2	130.9	112.1	149.0
Women (000)	906.2	159.8	84.6	90.4	125.2	135.9	121.6	188.7
Total	1,768.1	327.2	171.9	182.4	248.4	266.8	233.7	337.7
Percentage	100.0%	18.5%	9.7%	10.3%	14.0%	15.1%	13.2%	19.1%
Per Capita	\$ 16,426							
				Median Household	\$ 36,512		Avg Household	\$ 46,621
Ethnic Population:	White	70.9%	Black	6.3%	Asian	1.6%	Hispanic	51.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		18	15	21	22	43
Tot 12+	0.6		65.9	65.0	66.5	18.4	84.9
Avg 12+	0.2		3.7	4.3	3.2	0.8	2.0
Tot LCS	0.7		77.6	76.6	78.3	21.7	100.0
Avg LCS	0.2		4.3	5.1	3.7	1.0	2.3

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

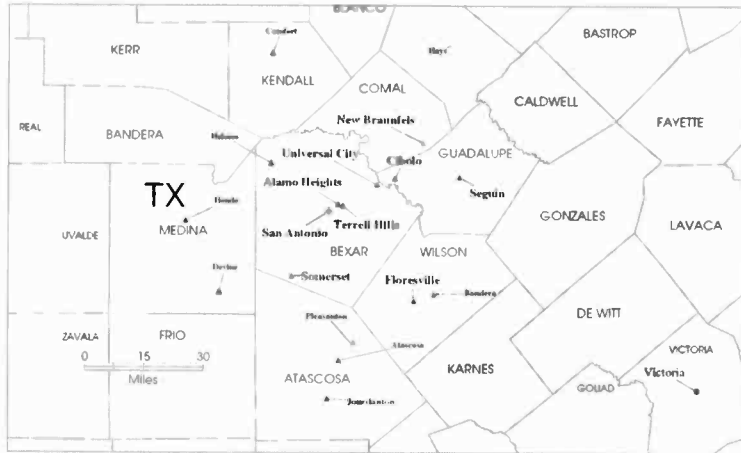
FM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
															2003	2003	2003	2002	2002	2002	2002	2001		
KNBT	New Braunfels	A	92.1	3.0	299	e	New Braunfels Comm	68	8912	975	c2	Americana	200	0.2	0.5	0.6	0.9	0.0	0.0	0.0	0.6	0.0		
KSJL	Devine	C2	92.5	35.0	cp	581	c	Clear Channel Comm	82	9810	1,500	1	Urban AC	800	0.7	0.9	0.9	0.6	0.8	0.5	0.6	0.7	0.6	
KROM	San Antonio	C1	92.9	45.0		1352	d	Univision Comm Inc	47	0310		st	Mexican	3,800	0.98	3.8	4.0	3.8	3.0	3.6	3.0	3.7	2.9	3.5
• KLEY	Floresville	C2	94.1	40.0		548	a	BMP Radio LP	77	0310	24,400	c1	Span/Intl	3,300	1.16	2.8	3.0	2.1	2.6	3.4	2.2	3.0	2.4	2.2
KCOR	Comfort	C1	95.1	100.0		925	d	Univision Comm Inc	94	0310		st	Span/Oldes	1,400	0.63	2.2	2.1	1.6	1.6	2.5	1.5	2.3	1.8	1.9
KBUC	Jourdanton	C3	95.7	12.5		463		Reding Enterprises	00				Country	600		0.6	0.4	0.0	0.0	0.4	0.7	0.6	0.7	0.0
KXXM	San Antonio	C1	96.1	100.0		597	c	Clear Channel Comm	64	9808	15,000	1	CHR	900	0.17	5.3	4.0	4.3	4.3	5.1	5.0	4.5	4.9	4.0
KAJA	San Antonio	C	97.3	100.0		984	c	Clear Channel Comm	79			1	Country	6,100	1.07	5.6	5.2	5.5	5.5	4.0	5.4	3.9	5.4	4.5
• KNGT	McQueeney	C1	97.7	100.0	cp	981		Univision Comm Inc	89	0310		st	Altve/Cntry			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KBBT	Schertz	C1	98.5	98.0		991	d	Univision Comm Inc	76	0310		st	Urban/Rhym	3,200	0.38	8.2	7.7	7.5	7.0	7.4	6.7	7.7	7.1	6.7
KISS	San Antonio	C	99.5	100.0		1112	f	Cox Radio Inc	46	9709	30,000	d3	AOR	8,600	0.99	8.5	6.6	7.3	7.0	7.0	7.0	6.8	8.5	7.1
KCYY	San Antonio	C	100.3	100.0		984	f	Cox Radio Inc	66	9704		g1	Country	7,500	1.21	6.1	5.1	4.8	6.1	5.0	5.2	4.5	5.5	5.8
KONO	Helotes	C1	101.1	98.0		991	f	Cox Radio Inc	71	9803	23,000	c4	Oldies	6,200	1.00	6.1	4.6	6.4	5.9	5.4	6.5	4.3	5.5	4.7
KQXT	San Antonio	C1	101.9	50.0		669	c	Clear Channel Comm	67	9301	8,000	1	AC	5,700	0.98	5.7	3.9	4.4	4.8	5.0	4.7	4.6	5.2	5.0
• KTFM	San Antonio	C1	102.7	100.0	cp	663	g	Infinity Bcstg	69	0102		g3	Rock	5,900	1.23	4.7	3.3	3.6	3.1	2.9	4.4	4.0	4.1	3.7
KEEP	Bandera	A	103.1	3.5		430		Fritz Bcstg Co Inc	81	9906	108		Amerc/AAA	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KZEP	San Antonio	C1	104.5	64.0		659		Lotus Comm Corp	66				Clsc Rock	5,500	1.04	5.2	3.9	4.6	4.2	4.5	5.3	4.5	3.5	4.5
KSMG	Seguin	C	105.3	100.0		1250	f	Cox Radio Inc	70	9709		d3	Hot AC	5,900	1.38	4.2	3.0	2.6	3.3	3.1	3.6	3.6	3.2	4.0
KRIO	Hondo	A	105.9	6.0		328		Barger, John	01				Cntry/Amerc	1,000	0.98	1.0	0.5	0.0	0.5	0.0	1.1	1.0	0.8	0.5
• KCJZ	Terrell Hills	C	106.7	100.0		1017	f	Cox Radio Inc	79	9704		g1	CHR	2,100	0.71	2.9	2.3	2.6	2.0	2.5	2.5	2.5	2.4	2.7
KXTN	San Antonio	C	107.5	100.0		1470	d	Univision Comm Inc	67	0310		st	Tejano	9,000	1.74	5.1	4.8	3.9	4.6	3.5	3.4	5.2	4.4	4.6
# FM Stations -					21	# Combos -					16	FM TOTALS			78.9	65.8	66.5	67.0	66.1	68.7	67.3	69.6	66.0	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 31

Revenue Rank: 28

San Antonio, TX Market Overview



Metro Counties / Population (000)

Atascosa, TX	40.6
Bandera, TX	19.2
Bexar, TX	1,429.6
Comal, TX	83.3
Guadalupe, TX	93.7
Kendall, TX	25.6
Medina, TX	41.7
Wilson, TX	34.4
Total	1,768.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$67,600	\$73,800	\$80,000	\$95,800	\$96,000	\$101,700
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		5.9%	\$107,400	\$114,900	\$121,200	\$127,900	\$134,300

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.62/1,000	\$4.47/1,000	Local 75%
Revenue/Capita	\$42.05	\$57.52	\$70.29	National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	1,607.5	1,768.1	1.9%	1,768.1	1,910.7
Households	555.0	623.0	2.3%	623.0	678.1	1.7%
Retail Sales	NA ^{1/}	22,011.7	NA ^{1/}	22,011.7	30,015.1	6.4%
EBI ^{2/}	21,614.7	29,043.6	6.1%	29,043.6	38,529.4	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	861.9	167.5	87.3	92.0	123.2	130.9	112.1	149.0
Women (000)	906.2	159.8	84.6	90.4	125.2	135.9	121.6	188.7
Total	1,768.1	327.2	171.9	182.4	248.4	266.8	233.7	337.7
Percentage	100.0%	18.5%	9.7%	10.3%	14.0%	15.1%	13.2%	19.1%
Per Capita	\$ 16,426							
				Median Household	\$ 36,512		Avg Household	\$ 46,621
Ethnic Population:	White	70.9%	Black	6.3%	Asian	1.6%	Hispanic	51.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		18	15	21	22	43
Tot 12+	0.6		65.9	65.0	66.5	18.4	84.9
Avg 12+	0.2		3.7	4.3	3.2	0.8	2.0
Tot LCS	0.7		77.6	76.6	78.3	21.7	100.0
Avg LCS	0.2		4.3	5.1	3.7	1.0	2.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

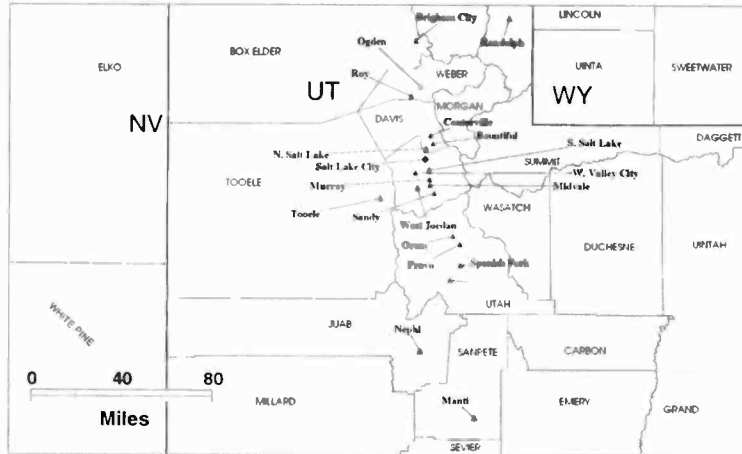
AM Stations										ARB 12+ Metro Shares (see rights)														
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
KTSA	San Antonio	B	550	5.0 cp	5.00	g	Infinity Bcstg	22	0102		g3	Nws/Tlk/Spt	6,000	1.44	4.1	3.5	3.7	3.3	3.6	3.4	3.7	3.4	3.6	
KSLR	San Antonio	B	630	5.0	4.30	b	Salem Comm Corp	26	9406		g	Chrst/Talk	1,700		0.4	0.0	0.4	0.5	0.5	0.5	0.4	0.0	0.5	
KKYX	San Antonio	B	680	50.0	10.00	f	Cox Radio Inc	26	9704		g1	Clsc/Cntry	800	0.41	1.9	1.6	1.3	1.5	1.5	1.3	1.7	1.8	1.7	
● KSAH	Universal City	B	720	10.0	0.89	a	BMP Radio LP	86	0310 p		c1	Mexican	800		0.6	1.3	0.9	0.7	0.8	0.5	1.1	0.4	0.0	
KTKR	San Antonio	B	760	50.0	1.00	c	Clear Channel Comm	84	9306	800	1	Sports	1,100	0.83	1.3	1.2	0.9	0.8	1.4	1.1	1.0	1.5	0.8	
KSJL	Somerset	B	810	0.3 cp	0.25		Maranatha Bcstg Inc	88	9804		1	Urban AC	700		0.7	0.6	0.4	0.5	0.7	0.6	0.6	0.8	0.4	
KONO	San Antonio	B	860	5.0	0.90	f	Cox Radio Inc	27	9803		c4	Oldies	600		0.8	0.7	0.4	0.6	0.7	0.7	0.6	0.6	0.8	
KLUP	Terrell Hills	B	930	5.0	1.00	b	Salem Comm Corp	47	0009		sw	Nostalgia	1,100	0.60	1.8	1.7	2.0	1.2	1.9	1.6	1.6	1.8	1.3	
KBIB	Marion	D	1000	0.3	0.00		Hispanic Commun	89				Span/Chrst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KDRY	Alamo Heights	B	1100	11.0	1.00		KDRY Radio Inc	63				Religion	500		0.3	0.4	0.4	0.5	0.5	0.4	0.0	0.5	0.0	
● KENS	San Antonio	B	1160	10.0	1.00		ABC/Disney	61	0307	3,200		Children	200		0.4	0.0	0.0	0.6	0.4	0.4	0.5	0.4	0.0	
WOAI	San Antonio	A	1200	50.0	50.00	c	Clear Channel Comm	22	7506		1	News/Talk	7,100	1.29	5.4	6.2	5.7	5.6	4.6	3.7	4.2	4.4	6.2	
● KZDC	San Antonio	B	1250	1.0	1.00	h	Multicultural Bcstg	53	0310 p		g	Spn/Nws/Tlk	700		0.8	0.6	0.6	0.8	0.5	0.5	1.1	0.5	0.8	
KXTN	San Antonio	B	1310	5.0	0.28	d	Univision Comm Inc	48	0310		st	Tejano				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KCOR	San Antonio	B	1350	5.0	5.00	d	Univision Comm Inc	46	0310		st	Span/Talk	900	0.80	1.1	0.2	0.0	0.4	1.5	0.9	1.0	1.0	0.8	
KFNI	Pleasanton	B	1380	4.0	0.17	h	Multicultural Bcstg	51	0005		g	Span/Chrst	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KGNB	New Braunfels	D	1420	1.0	0.20	e	New Braunfels Comm	50	8912		c2	News/Sprts	100			0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	
KCWM	Hondo	B	1460	0.5	0.23		Hondo Comm Inc	70	9611		na	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KCHL	San Antonio	D	1480	2.5	0.09		Martin Bcstg Inc	60	9206	150		ChrsContem	400		0.5	0.5	0.4	0.5	0.4	0.7	0.0	0.4	0.5	
KBRN	Boerne	D	1500	0.3	0.00		La Radio Cristiana	82	9310		na	Span/Chrst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KEDA	San Antonio	B	1540	5.0	1.00		D & E Bcstg	66	7610			Span/Mexcn	500	0.49	1.0	0.7	1.3	0.8	0.4	0.8	0.6	0.9	1.1	
KWED	Seguin	B	1580	1.0	0.25		Seguin Media Group	48	0206	940		Country	600		0.3	0.0	0.0	0.0	0.5	0.5	0.0	0.5	0.0	
				# AM Stations -		22	# Combos -		13	AM TOTALS						21.4	19.2	18.4	18.7	19.9	17.6	18.1	18.9	18.5
				AM & FM Stations Profiled -		43	# Duopolies -		12	Total Local Commercial Share						85.0 84.9 85.7 86.0 86.3 85.4 88.5 84.5								

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 32

Revenue Rank: 33

Salt Lake City-Ogden-Provo, UT Market Overview



Metro Counties / Population (000)

Davis, UT	245.2
Salt Lake, UT	914.3
Tooele, UT	43.4
Utah, UT	387.1
Weber, UT	202.0
Total	1,792.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

★★

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
Gross Revenues	\$62,400	\$72,200	\$78,400	\$84,800	\$85,000	\$89,800	7.5%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
Gross Revenues	5.6%	\$94,800	\$101,400	\$107,000	\$112,900	\$118,500	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.98/1,000	\$4.20/1,000	Local 80%
Revenue/Capita	\$39.47	\$50.11	\$62.18	National 20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,581.1	1,792.0	2.5%	1,792.0	1,905.8	1.2%
Households	494.5	560.0	2.5%	560.0	596.0	1.3%
Retail Sales	NA ^{1/}	22,576.3	NA ^{1/}	22,576.3	28,184.9	4.5%
EBI ^{2/}	20,644.5	29,737.8	7.6%	29,737.8	40,695.8	6.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	897.6	196.5	98.2	130.5	138.7	119.3	98.1	116.4
Women (000)	894.4	185.4	92.6	133.7	128.6	115.8	98.5	139.7
Total	1,792.0	381.9	190.7	264.2	267.3	235.1	196.6	256.1
Percentage	100.0%	21.3%	10.6%	14.7%	14.9%	13.1%	11.0%	14.3%
Per Capita	\$ 16,595							
Median Household				\$ 43,764				
Avg Household							\$ 53,108	
Ethnic Population:	White 88.1%	Black 1.0%	Asian 2.8%	Hispanic 10.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		24	21	25	23	48
Tot 12+	0.5		68.1	67.6	68.6	19.5	88.1
Avg 12+	0.5		2.8	3.2	2.7	0.8	1.8
Tot LCS	0.6		77.3	76.7	77.9	22.1	100.0
Avg LCS	0.6		3.2	3.7	3.1	1.0	2.1

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

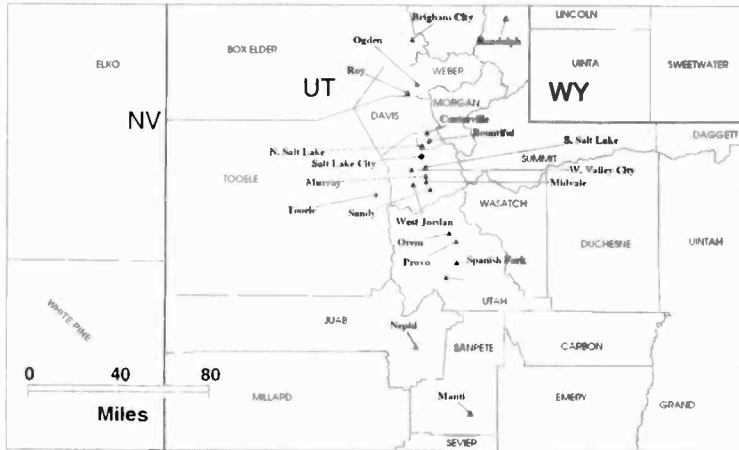
FM Stations												ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
• KUUU	Tooele	C3	92.1	9.7	532	h	Devine Holdings LLC	79	0305	p	g4	Rhymc/CHR	1,700	0.61	3.1	1.9	2.1	2.0	2.5	2.7	3.4	2.1	2.7	
	KTCE	A	92.3	0.1	2162		Moenkopi Comm Inc	99				Hip Hop	300		0.4	0.6	0.5	0.4	0.7	0.2	0.3	0.5	0.3	
• KUBL	Salt Lake City	C	93.3	25.0	3740	f	Citadel Bcstg Corp	65	9212		g2	Country	5,600	1.06	5.9	4.5	6.0	5.2	6.2	6.1	4.6	4.7	5.5	
• KODJ	Salt Lake City	C	94.1	40.0	3061	b	Clear Channel Comm	68	9905		g1	Clsc Hits	4,600	1.16	4.4	5.5	4.2	3.6	3.5	3.8	4.0	3.4	4.4	
	KZHT	C	94.9	48.0	2799	b	Clear Channel Comm	81	9905		g1	CHR	4,400	1.00	4.9	3.7	2.7	2.8	4.2	3.6	3.8	5.1	4.7	
	KXRK	C	96.3	25.0	cp	3740	d	Simmons Media Group	68	9804		Alternative	4,200	1.06	4.4	4.7	3.9	3.9	3.8	2.7	3.9	5.1	4.0	
	KISN	C	97.1	25.0	cp	3740	b	Clear Channel Comm	61	0008		na	Hot AC	3,400	1.31	2.9	1.7	1.9	1.8	1.7	2.2	2.3	2.9	2.8
	KBZN	C	97.9	26.0	3770	g	Webb, John	78	9004		al	Smooth Jazz	2,400	0.99	2.7	2.1	2.1	2.3	2.1	2.7	2.4	2.0	2.6	
	KBEE	C	98.7	40.0	2933	f	Citadel Bcstg Corp	47	9709	2,873	c3	AC	3,400	1.31	2.9	3.1	3.0	3.4	3.3	2.2	2.8	3.0	2.2	
	KURR	C	99.5	40.0	2953	b	Clear Channel Comm	88	9905		g1	Clsc Rock	2,500	1.03	2.7	1.9	2.9	2.4	1.9	2.8	2.6	2.0	2.2	
	KSFI	C	100.3	26.0	3740	j	Bonneville Intl	46	0211	p	g3	Soft AC	8,700	1.10	8.8	5.3	7.4	7.9	7.2	7.3	7.8	7.3	8.7	
	KJQN	C	100.7	81.0	cp	2165	d	Simmons Media Group	01			1	Modem Rock	500		0.9	2.1	1.9	1.8	1.0	1.1	1.4	0.7	0.0
• KBER	Ogden	C	101.1	25.0	3740	f	Citadel Bcstg Corp	75	9609	7,200		AOR	3,000	0.81	4.1	3.8	2.7	2.9	3.2	3.0	4.4	3.8	3.4	
	KKAT	C	101.9	25.0	cp	3740	b	Clear Channel Comm	64	9905		g1	Country	3,000	0.98	3.4	2.3	2.2	3.2	2.4	4.2	2.9	2.6	2.5
• KWKD	Randolph	C	102.3	89.0	2077	h	Devine Holdings LLC	00	0305	p	g4	Rock	500	0.33	1.7	1.5	1.1	1.3	1.4	1.5	1.0	1.3	2.1	
• KQMB	Midvale	C	102.7	25.0	3740	j	Bonneville Intl	95	0211	p	g3	Modem AC	2,300	0.69	3.7	4.4	4.3	4.6	4.1	3.5	3.5	3.5	2.6	
• KRSP	Salt Lake City	C	103.5	25.0	3740	j	Bonneville Intl	68	0211	p	g3	Clsc Rock	4,500	0.98	5.1	5.0	4.9	4.4	3.9	5.0	4.6	4.5	3.9	
• KMDG	Nephi	C	103.9	74.0	cp	2244	h	Devine Holdings LLC	91	0305	p	g4	CHR		0.1	0.1	0.2	0.1	0.2	0.0	0.4	0.0	0.1	
	KSOP	C	104.3	25.0	3639	c	KSOP Inc	64				Country	2,900	0.73	4.4	3.4	3.2	3.0	3.1	4.3	3.4	4.1	3.7	
• KMXU	Manti	C	105.1	74.0	2244		Devine Holdings LLC	78	0305	p	g4	1	Modem Rock			0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	
	KCPX	C	105.7	25.0	cp	3740	e	Mercury Bcstg Co Inc	79	0008		na	Altve/Rock	1,800	0.91	2.2	1.8	2.6	3.1	2.4	2.0	2.4	1.5	2.0
	KOSY	C	106.5	25.0	cp	3740	e	Mercury Bcstg Co Inc	67	0008		na	Soft AC	2,800	0.80	3.9	3.7	3.6	3.6	3.1	2.3	3.3	3.9	4.5
• KRAA	Brigham City	C	106.9	81.0	2165	e	3 Points Media	72	0310	p	2,300		Soft AC	400		0.3	0.2	0.0	0.2	0.1	0.2	0.2	0.5	
	KENZ	C	107.5	45.0	2851	f	Citadel Bcstg Corp	78	9701	5,500		Alternative	4,700	1.28	4.1	2.8	2.9	2.9	2.2	4.0	3.6	4.0	2.9	
• KUDD	Roy	C	107.9	71.0	2284	h	Devine Holdings LLC	84	0305	p	g4	CHR	400	0.19	2.4	2.3	2.0	2.2	3.0	2.4	2.1	1.8	2.1	
# FM Stations -					25	# Combos -					23	FM TOTALS			79.4	68.6	68.6	69.1	67.3	69.7	71.1	70.0	70.4	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 32

Revenue Rank: 33

Salt Lake City-Ogden-Provo, UT Market Overview



Metro Counties / Population (000)

Davis, UT	245.2
Salt Lake, UT	914.3
Tooele, UT	43.4
Utah, UT	387.1
Weber, UT	202.0
Total	1,792.0

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$62,400	\$72,200	\$78,400	\$84,800	\$85,000	\$89,800
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.6%	\$94,800	\$101,400	\$107,000	\$112,900	\$118,500	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.98/1,000	\$4.20/1,000	Local 80%
Revenue/Capita	\$39.47	\$50.11	\$62.18	National 20%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	1,581.1	1,792.0	2.5%	1,792.0	1,905.8
Households	494.5	560.0	2.5%	560.0	596.0	1.3%
Retail Sales	NA ^{1/}	22,576.3	NA ^{1/}	22,576.3	28,184.9	4.5%
EBI ^{2/}	20,644.5	29,737.8	7.6%	29,737.8	40,695.8	6.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	897.6	196.5	98.2	130.5	138.7	119.3	98.1	116.4
Women (000)	894.4	185.4	92.6	133.7	128.6	115.8	98.5	139.7
Total	1,792.0	381.9	190.7	264.2	267.3	235.1	196.6	256.1
Percentage	100.0%	21.3%	10.6%	14.7%	14.9%	13.1%	11.0%	14.3%
Per Capita	\$ 16,595							
Median Household				\$ 43,764				
Avg Household							\$ 53,108	
Ethnic Population:	White 88.1%	Black 1.0%	Asian 2.8%	Hispanic 10.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		24	21	25	23	48
Tot 12+	0.5		68.1	67.6	68.6	19.5	88.1
Avg 12+	0.5		2.8	3.2	2.7	0.8	1.8
Tot LCS	0.6		77.3	76.7	77.9	22.1	100.0
Avg LCS	0.6		3.2	3.7	3.1	1.0	2.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	2003				2002				
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
KNRS	Salt Lake City	B	570	5.0	5.00	b	Clear Channel Comm	38	9905		g1	News/Talk	2,100	0.60	3.9	4.5	4.4	4.2	3.5	3.4	3.7	3.2	3.6	
KTKK	Sandy	B	630	1.0	0.50	i	United Bcstg Company	60	9605	250		News/Talk	300			0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	
● KALL	North Salt Lake	B	700	50.0	1.00	b	Clear Channel Comm	81	9905		g1	Talk	1,900	1.32	1.6	2.1	1.6	1.6	1.6	1.5	1.4	1.2	1.7	
KSVN	Ogden	D	730	1.0	0.07		Azteca Bcstg Corp	46	8602	100		Mexican	500		0.9	0.6	1.2	0.6	0.6	1.7	0.6	0.7	0.0	
● KSOS	Brigham City	D	800	1.0	0.03	d	Simmons Media Group	48	0304		g	Sports			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	
KBEE	Salt Lake City	D	860	10.0	0.20	f	Citadel Bcstg Corp	92	9212		g2	Children	200			0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KWDZ	Salt Lake City	B	910	5.0	1.00		ABC/Disney	45	0304	3,700		Children	600	0.35	1.9	0.5	0.0	1.5	1.4	2.2	1.7	1.8	1.0	
● KOVO	Provo	B	960	5.0	1.00	h	Devine Holdings LLC	39	0305 p		g4	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KIQN	Tooele	D	1010	50.0	0.01		Comm Wireless of PC	33	0306 p	1,200		News/Talk	900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKDS	South Salt Lake	B	1060	10.0	0.15		Carlson Comm Int'l	67				Adtl Stndrd	100	0.11	1.0	0.8	1.2	0.8	1.0	0.7	0.7	1.4	0.8	
KSL	Salt Lake City	A	1160	50.0	50.00	j	Bonneville Intl	22				News/Talk	11,650	1.71	7.6	7.4	7.1	8.2	7.6	6.0	7.2	6.0	7.6	
KJQS	Murray	C	1230	1.0	1.00	f	Citadel Bcstg Corp	48	0004			Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KZNS	Salt Lake City	B	1280	10.0	0.60	d	Simmons Media Group	45	8205	750		Talk	900		0.2	1.3	1.0	0.9	0.8	0.0	0.0	0.0	0.6	
KFNZ	Salt Lake City	B	1320	5.0	5.00	f	Citadel Bcstg Corp	55	9709		c3	Sports	1,800	1.54	1.3	0.7	0.7	1.0	0.9	0.6	1.3	1.1	1.6	
KSOP	South Salt Lake	B	1370	5.0	0.50	c	KSOP Inc	55				Country	300		0.1	1.0	0.7	0.0	0.3	0.0	0.1	0.3	0.1	
KSRR	Provo	C	1400	1.0	1.00		Morey, Robert H.	47	9710		nc	FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KLO	Ogden	B	1430	10.0	5.00	g	Webb, John	24	7910	400		Nws/Tlk/Spt	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KHQN	Spanish Fork	D	1480	1.0	0.13		Sace Bcstg Corp	60				Divrs/Span			0.2	0.0	0.0	0.0	0.3	0.3	0.2	0.1	0.0	
KLLB	West Jordan	D	1510	10.0	0.00		United Security Fin	82	9106	180		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KMRI	West Valley City	B	1550	10.0	0.34		KMRI Radio LLC	56	9801	500		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KSGO	Centerville	B	1600	5.0	1.00		Utah Spanish Radio	57	9602	105		Spanish	200	0.20	1.1	0.9	0.6	0.6	1.3	0.9	0.7	1.3	0.9	
KBJA	Sandy	B	1640	10.0	1.00	i	United Bcstg Company	01				Spanish			0.7	0.0	0.5	0.8	0.6	0.5	0.8	0.4	0.7	
● KXOL	Brigham City	B	1660	10.0	1.00	a	Simmons Media Group	48	0304			Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					23	# Combos -					13	AM TOTALS				20.7	20.4	19.5	20.7	19.9	17.8	18.4	18.2	18.6
AM & FM Stations Profiled -					48	# Duopolies -					15	Total Local Commercial Share				89.0	88.1	89.8	87.2	87.5	89.5	88.2	89.0	

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 33

Revenue Rank: 34

Milwaukee-Racine, WI Market Overview



Metro Counties / Population (000)

Milwaukee, WI	932.0
Ozaukee, WI	83.6
Racine, WI	189.6
Washington, WI	121.0
Waukesha, WI	368.9
Total	1,695.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$65,000	\$72,300	\$79,100	\$85,900	\$84,800	\$89,600
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.7%	\$94,200	\$100,800	\$106,400	\$112,200	\$117,800	5.6%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.03/1,000	\$4.24/1,000	Local 80%
Revenue/Capita	\$39.52	\$52.86	\$68.71	National 20%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,644.6	1,695.1	0.6%	1,695.1	1,714.5	0.2%
Households	614.8	664.7	1.6%	664.7	683.2	0.6%
Retail Sales	NA ^{1/}	22,239.9	NA ^{1/}	22,239.9	27,791.9	4.6%
EBI ^{2/}	27,036.2	32,530.5	3.8%	32,530.5	41,257.0	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	822.6	147.9	79.5	78.3	111.2	132.6	118.4	154.7
Women (000)	872.5	142.6	75.5	77.7	113.4	136.6	122.4	204.3
Total	1,695.1	290.5	155.0	156.1	224.6	269.2	240.8	359.0
Percentage	100.0%	17.1%	9.1%	9.2%	13.3%	15.9%	14.2%	21.2%
Per Capita	\$ 19,190							
Median Household				\$ 40,859				
Avg Household							\$ 48,937	
Ethnic Population:	White 77.0%	Black 15.4%	Asian 2.1%				Hispanic 6.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	12		14	19	15	34
Tot 12+	9.5	53.8		61.4	63.3	21.4	84.7
Avg 12+	1.4	4.5		4.4	3.3	1.4	2.5
Tot LCS	11.2	63.5		72.5	74.7	25.3	100.0
Avg LCS	1.6	5.3		5.2	3.9	1.7	2.9

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations										ARB 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
• WEZY	Racine	A	92.1	2.7	492	c	Bliss Communications	62	9708	5,000	c3	StAC/Easy	500	0.5	0.5	0.0	0.6	0.6	0.5	0.5	0.4	0.3	
WBWI	West Bend	B	92.5	17.5	538	c	Bliss Communications	58				500		0.6	0.5	0.5	1.1	0.8	0.5	0.7	0.5	0.5	
WJZI	Milwaukee	B	93.3	12.5	991	a	Milwaukee Radio LLC	58	9710		st	NAC	2,900	0.95	3.4	3.2	2.6	4.2	3.3	3.5	2.7	3.0	2.7
WKTI	Milwaukee	B	94.5	14.0	955	b	Journal Comm Inc	59				8,200	1.61	5.7	5.1	5.4	4.9	5.3	5.2	4.6	4.9	5.1	
WRIT	Milwaukee	B	95.7	34.0	610	g	Clear Channel Comm	61	9710	14,500		Oldies	3,000	0.74	4.5	4.8	3.8	3.6	4.4	3.9	4.1	3.5	4.0
WKLH	Milwaukee	B	96.5	20.0	810	d	Saga Comm Inc	58	8607	4,000	e	Clsc Rock	9,900	1.65	6.7	6.7	6.5	6.3	5.7	5.9	5.8	5.3	6.0
WLTO	Milwaukee	B	97.3	15.5	912	g	Clear Channel Comm	61	0008		g	Lite AC	4,200	0.90	5.2	4.2	3.4	4.4	4.7	3.9	3.7	4.7	5.6
WJMR	Menomonee	A	98.3	4.9	364	d	Saga Comm Inc	66	9705		d5	Urban AC	1,500	0.49	3.4	3.0	4.3	2.2	3.5	2.9	3.4	3.3	2.1
WMYX	Milwaukee	B	99.1	50.0	449	f	Entercom	62	9912		g1	Hot AC	8,500	1.61	5.9	4.2	5.0	4.2	3.5	4.4	5.1	5.6	5.1
• WPJP	Port Washington	A	100.1	6.0	318	i	Starboard Media	69	0303	900		DARK	200		0.4	0.0	0.0	0.5	0.5	0.5	0.4	0.4	0.0
WKKV	Racine	B	100.7	50.0	499	g	Clear Channel Comm	48	9607		g	Urban CHR	3,300	0.45	8.2	6.9	7.3	6.0	8.1	7.7	7.1	6.5	7.2
WLUM	Milwaukee	B	102.1	20.0	761	a	Milwaukee Radio LLC	60	9710		st	Rock	2,400	1.07	2.5	2.1	2.4	2.2	2.6	2.3	2.7	2.1	1.4
WLZR	Milwaukee	B	102.9	50.0 cp	427	d	Saga Comm Inc	60	9403	7,000	c2	AOR	8,300	1.49	6.2	5.3	6.3	5.2	5.7	5.1	5.2	5.4	5.6
WXSS	Wauwatosa	B	103.7	19.5	843	f	Entercom	61	9912		g1	CHR	5,400	0.93	6.5	5.5	4.9	5.1	4.8	5.5	5.7	6.1	5.2
WEXT	Sturtevant	A	104.7	6.0 cp	322		NextMedia Group	93	0011		g	Country	700		0.3	0.6	0.5	0.6	0.4	0.0	0.3	0.5	0.4
WTKM	Hartford	A	104.9	5.8	299	e	Kettle Moraine Bcstg	73	9003	750	c1	Polka/Cntry	700	0.78	1.0	0.8	0.9	1.3	0.9	0.6	1.2	0.9	0.6
WFZH	Mukwonago	A	105.3	1.7	633	h	Salem Comm Corp	01	0110	4,131		ChrsContem	500	0.51	1.1	1.2	1.6	1.5	1.7	1.4	1.2	1.2	0.0
WMIL	Waukesha	B	106.1	13.0	974	g	Clear Channel Comm	62	9702	40,000	c4	Country	7,500	1.10	7.6	6.2	5.7	7.3	5.7	6.1	6.4	7.2	6.4
WFMR	Brookfield	A	106.9	6.0 cp	328	d	Saga Comm Inc	95	0305	5,000	d5	Classical	1,150	0.48	2.7	1.9	2.2	2.2	2.7	2.8	2.1	2.4	2.0
# FM Stations -				19	# Combos -				18	FM TOTALS				72.4	62.7	63.3	63.4	64.9	62.8	62.9	63.9	60.2	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 33

Revenue Rank: 34

Milwaukee-Racine, WI Market Overview



Metro Counties / Population (000)

Milwaukee, WI	932.0
Ozaukee, WI	83.6
Racine, WI	189.6
Washington, WI	121.0
Waukesha, WI	368.9
Total	1,695.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$65,000	\$72,300	\$79,100	\$85,900	\$84,800	\$89,600	6.6%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	5.7%	\$94,200	\$100,800	\$106,400	\$112,200	\$117,800	5.6%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.03/1,000	\$4.24/1,000	Local 80%
Revenue/Capita	\$39.52	\$52.86	\$68.71	National 20%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	1,644.6	1,695.1	0.6%	1,695.1	1,714.5	0.2%
Households	614.8	664.7	1.6%	664.7	683.2	0.6%
Retail Sales	NA ^{1/}	22,239.9	NA ^{1/}	22,239.9	27,791.9	4.6%
EBI ^{2/}	27,036.2	32,530.5	3.8%	32,530.5	41,257.0	4.9%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	822.6	147.9	79.5	78.3	111.2	132.6	118.4	154.7
Women (000)	872.5	142.6	75.5	77.7	113.4	136.6	122.4	204.3
Total	1,695.1	290.5	155.0	156.1	224.6	269.2	240.8	359.0
Percentage	100.0%	17.1%	9.1%	9.2%	13.3%	15.9%	14.2%	21.2%
Per Capita	\$ 19,190							
				Median Household	\$ 40,859		Avg Household	\$ 48,937
Ethnic Population:	White 77.0%	Black 15.4%	Asian 2.1%				Hispanic 6.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	12		14	19	15	34
Tot 12+	9.5	53.8		61.4	63.3	21.4	84.7
Avg 12+	1.4	4.5		4.4	3.3	1.4	2.5
Tot LCS	11.2	63.5		72.5	74.7	25.3	100.0
Avg LCS	1.6	5.3		5.2	3.9	1.7	2.9

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

AM Stations													ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2003	2003	2003	2002	2002	2002	2002	2001		
WRRD	Jackson	B	540	0.4	0.40	h	Salem Comm Corp	64	0101		g	Chrst/Talk	300		11.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTMJ	Milwaukee	B	620	50.0	10.00	b	Journal Comm Inc	27				Nws/Tlk/Spt	9,700	0.92	11.8	9.6	9.1	9.6	9.4	10.5	10.5	9.1	10.7	10.7	
WNOV	Milwaukee	D	860	0.3	0.01		Courier Comm	46	7301			Urban AC	1,000	0.66	1.7	1.2	1.2	1.2	0.9	1.9	1.0	1.5	1.5	1.5	
WOKY	Milwaukee	B	920	5.0	1.00	g	Clear Channel Comm	47	9702		c4	Adlt Stndrd	1,900	0.40	5.3	4.9	3.3	4.5	3.7	4.1	4.2	4.2	5.9	5.9	
WISN	Milwaukee	B	1130	50.0	10.00	g	Clear Channel Comm	22	0008		g	Talk/News	3,400	0.72	5.3	5.0	5.0	4.8	5.6	4.7	4.7	4.1	4.9	4.9	
WEMP	Milwaukee	B	1250	5.0	5.00	f	Entercom	35	9912		g1	Religion	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMCS	Greenfield	B	1290	5.0	5.00	a	Milwaukee Radio LLC	47	9710		st	Urban AC	950	0.59	1.8	1.0	1.2	1.3	1.2	1.5	1.4	1.5	1.7	1.7	
WJYI	Milwaukee	C	1340	1.0	1.00	d	Saga Comm Inc	55	0305		c2	ChrsContem	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRJN	Racine	C	1400	1.0	1.00	c	Bliss Communications	26	9705		c3	Tlk/Nws/Spt	700		0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.7	0.4	0.4	
WBJX	Racine	D	1460	0.5	0.06		WBJX Inc	50	9601	275		Spanish	100			0.4	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	
WBKV	West Bend	B	1470	2.5	2.50	c	Bliss Communications	50	7010			Nws/Tlk/Spt	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAUK	Waukesha	D	1510	10.0	0.00		Walt-West WI Inc	47	8611			Sports	600		0.8	0.7	1.1	0.7	0.8	0.7	0.6	0.7	0.9	0.9	
WTKM	Hartford	D	1540	0.5	0.00	e	Kettle Moraine Bcstg	51	9003		c1	Polka/Cntry			0.2	0.0	0.1	0.2	0.4	0.1	0.1	0.4	0.0	0.0	
● WGLB	Elm Grove	B	1560	0.2	0.25	i	Kinlow, Joel J	63	9508		c6	Gospel	300		0.3	0.4	0.4	0.5	0.0	0.5	0.5	0.0	0.0	0.0	
WKSH	Sussex	B	1640	10.0	1.00		ABC/Disney	98	0210	2,600		Children				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					15	# Combos -					11	AM TOTALS					27.6	23.7	21.4	23.5	22.0	24.4	23.0	22.2	26.0
AM & FM Stations Profiled -					34	# Duopolies -					9	Total Local Commercial Share						86.4	84.7	86.9	86.9	87.2	85.9	86.1	86.2

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 34

Revenue Rank: 49

Providence-Warwick-Pawtucket, RI Market Overview



Metro Counties / Population (000)

Bristol, RI	51.3
Kent, RI	169.5
Newport, RI	86.2
Providence, RI	631.1
Washington, RI	127.1
Bristol, MA	538.9
Total	1,604.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$39,000	\$42,000	\$47,400	\$54,000	\$51,900	\$54,300
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.6%	\$56,700	\$60,700	\$64,000	\$67,500	\$70,900	5.5%
Revenue/Retail Sales	NA ^{1/}	\$2.88/1,000	\$3.07/1,000				Est. Breakout
Revenue/Capita	\$25.98	\$33.85	\$42.88				Local 75%
							National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	1,501.2	1,604.1	1.3%	1,604.1	1,653.3
Households	562.6	625.6	2.1%	625.6	654.0	0.9%
Retail Sales	NA ^{1/}	18,857.5	NA ^{1/}	18,857.5	23,103.5	4.1%
EBI ^{2/}	23,121.4	28,727.7	4.4%	28,727.7	35,502.6	4.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	769.3	129.2	67.0	77.4	102.8	123.9	109.8	159.3
Women (000)	834.8	122.7	63.3	79.2	107.6	129.4	115.5	217.1
Total	1,604.1	251.9	130.3	156.6	210.3	253.3	225.2	376.4
Percentage	100.0%	15.7%	8.1%	9.8%	13.1%	15.8%	14.0%	23.5%
Per Capita	\$ 17,909							
Median Household					\$ 38,363			
Avg Household								\$ 45,922
Ethnic Population:	White	86.3%	Black	3.8%	Asian	2.1%	Hispanic	7.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	9		11	16	19	35
Tot 12+	8.7	41.4		47.6	50.1	12.6	62.7
Avg 12+	1.2	4.6		4.3	3.1	0.7	1.8
Tot LCS	13.9	66.0		75.9	79.9	20.1	100.0
Avg LCS	2.0	7.3		6.9	5.0	1.1	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in New Bedford-Fall River.

FM Stations		ARB 12+ Metro Shares (see rights)																					
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
													Revenue (000)1/	Power Ratio		2003	2003	2003	2002	2002	2002	2002	2002
WPRO	Providence	B	92.3	39.0	551	a	Citadel Bcstg Corp	49	9707	4,400	g1	Top 40	6,200	1.01	11.3	7.2	6.0	6.3	6.5	6.2	7.1	8.8	6.6
WSNE	Taunton	B	93.3	30.0	620	d	Clear Channel Comm	66	0008		g	Hot AC	6,600	1.81	6.7	5.1	5.2	5.7	5.9	4.8	3.8	4.7	3.8
WHJY	Providence	B	94.1	50.0	456	d	Clear Channel Comm	66	0008		g	AOR	7,700	1.42	10.0	5.5	7.0	5.1	5.9	6.9	5.9	5.9	6.7
WBRU	Providence	B	95.5	18.5	456		Brown Bcstg Svc Inc	66				Alternative	2,500	0.92	5.0	3.8	3.9	2.3	3.1	3.2	2.9	3.4	3.2
WCRI	Block Island	A	95.9	6.0	249		Charles River Bcstg	94	9905	738	na	Classical	100		0.3	0.0	0.4	0.4	0.4	0.3	0.0	0.0	0.4
WJFD	New Bedford	B	97.3	50.0	499		Dinis, Edmund	49				Portuguese	n/a		0.9	0.0	0.5	0.0	0.5	0.7	0.0	1.1	0.4
WCTK	New Bedford	B	98.1	47.0	509	g	Hall Communications	46	6610			Country	2,900	0.66	8.1	5.4	5.3	4.8	5.7	5.2	4.6	5.5	5.4
WADK	Block Island	A	99.3	6.0	256	e	Astro Tele-Comm	88	9909	1,800	c3	Dance/Jazz	100		0.1	0.4	0.6	0.0	0.3	0.3	0.0	0.0	0.0
WSKO	Wakefield-Peace	A	99.7	2.3	535	a	Citadel Bcstg Corp	95	9709	8,500	d1	Sprts/Talk	300		0.6	0.3	0.7	0.2	0.7	0.3	0.3	0.5	0.4
WKKB	Middletown	A	100.3	1.6	656	a	Citadel Bcstg Corp	78	9806		d1	Rock	900	0.97	1.7	0.8	0.9	0.8	1.2	1.3	1.5	0.6	1.0
WWBB	Providence	B	101.5	13.5	951	d	Clear Channel Comm	68	9612		g3	Oldies	5,700	1.07	9.8	6.0	5.3	6.6	5.0	6.2	6.9	6.0	5.9
WAKX	Narragansett Pier	A	102.7	2.0	226	c	Citadel Bcstg Corp	90	0301 p		g2	Rhymc/Top4			0.4	0.4	0.3	0.3	0.3	0.2	0.3	0.3	0.2
WWRX	Westerly	B	103.7	37.0	568		Phoenix Media Comm	67	0008	16,000		Alternative	2,000	1.00	3.7	2.3	1.5	2.1	2.5	2.7	2.4	2.2	2.2
WWLI	Providence	B	105.1	50.0	499	a	Citadel Bcstg Corp	48	9707		g1	AC	7,300	1.08	12.5	6.9	6.7	7.8	6.7	8.4	9.2	6.4	7.7
WWKX	Woonsocket	A	106.3	2.5 cp	518	c	Citadel Bcstg Corp	49	0301 p		g2	Rhymc/Top4	2,900	0.97	5.5	4.9	4.0	4.7	3.7	3.9	3.1	3.8	3.1
● WFHN	Fairhaven	A	107.1	6.0	325	i	Citadel Bcstg Corp	89	0004			CHR	n/a		3.1	1.9	1.8	1.4	1.7	1.4	2.6	2.1	1.8
# FM Stations -					16	# Combos -					12	FM TOTALS			79.7	50.9	50.1	48.5	50.1	52.0	50.6	51.3	48.8

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 34

Revenue Rank: 49

Providence-Warwick-Pawtucket, RI Market Overview



Metro Counties / Population (000)

Bristol, RI	51.3
Kent, RI	169.5
Newport, RI	86.2
Providence, RI	631.1
Washington, RI	127.1
Bristol, MA	538.9
Total	1,604.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$39,000	\$42,000	\$47,400	\$54,000	\$51,900	\$54,300
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.88/1,000	\$3.07/1,000	Local	75%		
	\$25.98	\$33.85	\$42.88	National	25%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	1,501.2	1,604.1	1.3%	1,604.1	1,653.3
Households	562.6	625.6	2.1%	625.6	654.0	0.9%
Retail Sales	NA ^{1/}	18,857.5	NA ^{1/}	18,857.5	23,103.5	4.1%
EBI ^{2/}	23,121.4	28,727.7	4.4%	28,727.7	35,502.6	4.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	769.3	129.2	67.0	77.4	102.8	123.9	109.8	159.3
Women (000)	834.8	122.7	63.3	79.2	107.6	129.4	115.5	217.1
Total	1,604.1	251.9	130.3	156.6	210.3	253.3	225.2	376.4
Percentage	100.0%	15.7%	8.1%	9.8%	13.1%	15.8%	14.0%	23.5%
Per Capita	\$ 17,909							
				Median Household	\$ 38,363		Avg Household	\$ 45,922
Ethnic Population:	White	86.3%	Black	3.8%	Asian	2.1%	Hispanic	7.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	9		11	16	19	35
Tot 12+	8.7	41.4		47.6	50.1	12.6	62.7
Avg 12+	1.2	4.6		4.3	3.1	0.7	1.8
Tot LCS	13.9	66.0		75.9	79.9	20.1	100.0
Avg LCS	2.0	7.3		6.9	5.0	1.1	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in New Bedford-Fall River.

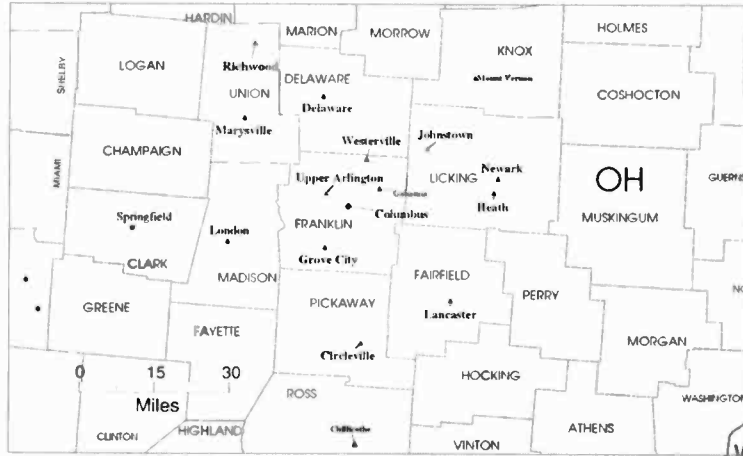
AM Stations		ARB 12+ Metro Shares (see rights)																							
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2003	2003	2003	2002	2002	2002	2002	2001		
WDDZ	Pawtucket	B	550	1.0	0.50		ABC/Disney	50	0105	2,460		Children	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPRO	Providence	B	630	5.0	5.00	a	Citadel Bcstg Corp	31	9701		g1	Nws/Tlk/Spt	3,600	0.97	6.8	4.9	4.6	5.3	5.3	3.8	4.0	5.0	4.5	4.5	
WSKO	Providence	B	790	5.0	5.00	a	Citadel Bcstg Corp	22	9707		g1	Sports	1,600	1.64	1.8	0.7	0.9	1.0	1.3	1.0	1.0	1.1	1.4	1.4	
WHJJ	Providence	B	920	5.0	5.00	d	Clear Channel Comm	22	0008		g	News/Talk	1,700	0.55	5.7	3.0	4.3	4.1	4.2	3.0	4.0	3.4	4.1	4.1	
• WALE	Greenville	B	990	50.0	5.00		Cumbre Comm Corp	48	0310	1,000		Span/Trpcl				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPMZ	East Providence	D	1110	5.0	0.00		Video Mundo Bcstg	47	9803	900		Span/Trpcl	800	0.67	2.2	0.4	1.6	2.1	2.1	1.1	1.4	0.8	2.2	2.2	
WJJF	Hope Valley	D	1180	1.8	0.00		Charles River Bcstg	85	0211 p	586		Country	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRIB	Providence	D	1220	1.0	0.17		Carter Bcstg Corp	46				Relgn/Ethnc			0.2	0.0	0.0	0.4	0.0	0.0	0.4	0.0	0.0	0.0	
WOON	Woonsocket	C	1240	1.0	1.00		O-N Radio	46	9911		na	FullService			0.7	0.4	0.0	0.0	0.0	0.0	0.5	0.7	0.5	0.5	
WARL	Attleboro	B	1320	5.0	5.00		Add Radio Group	50	9807	560		Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNBH	New Bedford	C	1340	1.0	1.00	b	Hall Communications	21	6610			Adlt Stndrd	n/a		0.1	0.2	0.0	0.2	0.1	0.3	0.0	0.0	0.0	0.0	
WNRI	Woonsocket	D	1380	2.5	0.02	f	Anastos Bcst Group	54	0108		g	News/Talk	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHTB	Fall River	C	1400	1.0	1.00	h	Karam, Bob & James	48	8905	See (172)		Portuguese	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBSM	New Bedford	B	1420	5.0	1.00	i	Citadel Bcstg Corp	49	0004			Nws/Tlk/Spt	n/a		1.6	1.3	0.7	1.2	1.3	0.7	1.4	1.2	0.8	0.8	
WLKW	West Warwick	C	1450	1.0	1.00	g	Hall Communications	56	0106	410		Adlt Stndrd			0.1	0.4	0.0	0.7	0.2	0.2	0.0	0.0	0.0		
WSAR	Fall River	B	1480	5.0	5.00	h	Karam, Bob & James	21	9211	See (172)		Nws/Tlk/Spt	n/a		0.4	0.0	0.5	0.3	0.0	0.5	0.5	0.0	0.0	0.0	
WADK	Newport	D	1540	1.0	0.00	e	Astro Tele-Comm	48	9909		c3	News/Talk	300		0.3	0.5	0.0	0.4	0.0	0.0	0.0	0.8	0.0	0.0	
WPEP	Taunton	B	1570	1.0	0.23	f	Anastos Bcst Group	49	0108		g	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WARV	Warwick	B	1590	5.0	5.00		Blount Comm Group	59	7807			Religion			0.6	0.5	0.0	0.7	0.4	0.4	0.3	0.5	0.4	0.4	
# AM Stations -					19	# Combos -					10	AM TOTALS					20.5	12.8	12.6	16.4	14.9	11.0	13.5	13.5	13.9
AM & FM Stations Profiled -					35	# Duopolies -					9	Total Local Commercial Share						63.7	62.7	64.9	65.0	63.0	64.1	64.8	62.7

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 35

Revenue Rank: 30

Columbus, OH Market Overview



Metro Counties / Population (000)

Delaware, OH	118.6
Fairfield, OH	125.8
Franklin, OH	1,083.5
Licking, OH	148.8
Madison, OH	40.5
Pickaway, OH	53.1
Union, OH	42.2
Total	1,612.5

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$76,700	\$84,100	\$91,500	\$100,600	\$95,000	\$99,500	5.3%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	4.7%	\$105,000	\$112,400	\$118,600	\$125,100	\$131,400	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.68/1,000	\$3.66/1,000	Local 70%
Revenue/Capita	\$51.48	\$61.71	\$77.47	National 30%

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	1,489.9	1,612.5	1.6%	1,612.5	1,696.2	1.0%
Households	566.9	640.9	2.5%	640.9	683.2	1.3%
Retail Sales	NA ^{1/}	27,037.8	NA ^{1/}	27,037.8	35,943.6	5.9%
EBI ^{2/}	25,008.0	31,587.7	4.8%	31,587.7	41,433.5	5.6%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	789.5	141.9	68.8	88.2	126.0	128.9	108.1	127.5
Women (000)	823.0	135.2	65.7	85.7	123.9	130.9	114.7	167.1
Total	1,612.5	277.0	134.5	173.9	249.9	259.8	222.8	294.6
Percentage	100.0%	17.2%	8.3%	10.8%	15.5%	16.1%	13.8%	18.3%
Per Capita	\$ 19,589							
				Median Household	\$ 40,703		Avg Household	\$ 49,287
Ethnic Population:	White	81.1%	Black	13.4%	Asian	2.5%	Hispanic	1.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	13	10		17	23	11	34
Tot 12+	28.0	44.2		69.6	72.2	12.4	84.6
Avg 12+	2.2	4.4		4.1	3.1	1.1	2.5
Tot LCS	33.1	52.2		82.3	85.3	14.7	100.0
Avg LCS	2.5	5.2		4.8	3.7	1.3	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

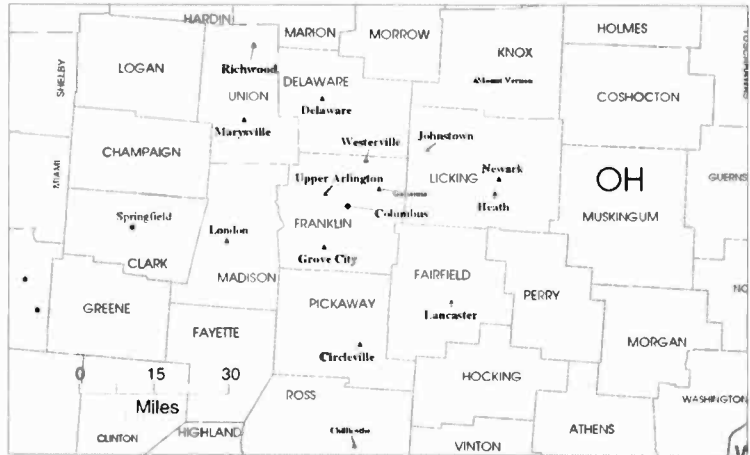
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WCOL	Columbus	B	92.3	22.0	755	g	47	9905			Country	8,800	1.25	7.1	7.0	8.2	6.3	7.0	5.5	6.9	6.0	5.7
● WFCB	Ashville	B	93.3	33.0	597	e	61	0305	17,500		AC				0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0
WQIO	Mount Vernon	B	93.7	37.0	564	g	51	0102			80s Hits	400		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
WSNY	Columbus	B	94.7	22.0	755	h	48	8607	16,900	c2	AC	13,000	1.57	8.3	5.9	6.5	7.1	7.7	6.6	7.0	7.5	7.1
WHOK	Lancaster	B	95.5	21.0	761	l	58	0102			Country	3,500	1.01	3.5	3.2	2.5	2.9	2.2	2.7	2.7	3.5	2.9
WLVQ	Columbus	B	96.3	18.0	751	l	59	0102			AOR/CIRck	8,700	1.35	6.5	6.3	6.0	6.2	4.8	5.8	6.2	5.1	5.1
WBNS	Columbus	B	97.1	20.5	781	b	59				Hot AC	7,900	1.04	7.6	5.4	4.8	5.8	5.1	6.6	5.7	6.4	7.3
WNCI	Columbus	B	97.9	105.0	561	g	61	9905			CHR	12,100	1.23	9.9	8.6	7.6	7.8	7.4	9.0	8.4	8.8	7.5
WXMG	Upper Arlington	A	98.9	2.6	505	j	89	0108			R&B Oldies	2,000	0.72	2.8	3.4	3.4	3.4	3.0	2.8	2.2	2.0	2.4
WBZX	Columbus	B	99.7	20.0	784	a	62				AOR	6,000	0.94	6.4	4.5	5.5	4.9	4.6	5.7	6.0	5.1	5.0
WCLT	Newark	B	100.3	50.0	390	f	47				Country	1,700	0.66	2.6	2.6	2.7	1.7	2.3	2.2	2.0	1.9	2.6
WWCD	Grove City	A	101.1	6.0	328		90	9110	2,000		Alternative	2,100	1.06	2.0	2.6	1.9	2.0	2.6	2.1	1.6	1.6	1.6
WNKO	Newark	A	101.7	3.0	299	c	72				Oldies	500		0.9	1.0	0.0	0.7	1.2	0.6	0.7	0.8	0.8
● WSMZ	Johnstown	A	103.1	1.6	443	d	75	9512	1,500	1	Urban	600	0.40	1.5	0.7	0.4	0.9	1.4	1.1	1.3	1.5	1.3
● WJZA	Lancaster	A	103.5	4.0	404	k	89	0308	13,000	d1	Smooth Jazz	700	0.39	1.8	1.1	1.1	1.1	1.0	1.6	1.6	1.3	1.5
WEGE	Westerville	A	103.9	5.1	348	a	98	9902	5,000		Clsc Hits	1,100	0.61	1.8	1.4	1.8	1.3	1.2	1.7	1.4	1.6	1.5
● WJZK	Richwood	A	104.3	3.4	436	k	96	0308		d1	Smooth Jazz	800	0.67	1.2	0.4	0.7	0.8	0.8	0.9	1.4	0.8	0.9
WCVO	Gahanna	A	104.9	6.0	308		72				Christian Voice, OH			2.0	2.1	2.0	2.7	2.1	2.0	1.7	1.4	1.8
WFJX	Hilliard	A	105.7	2.4	522	g	90	9905			Clsc Rock	2,800	0.94	3.0	2.8	3.0	3.0	1.9	2.6	2.4	2.7	2.7
WJYD	London	A	106.3	6.0	328	j	65	0108			Gospel	550	0.39	1.4	1.9	1.1	0.9	0.8	0.6	1.7	1.5	1.0
WAZU	Circleville	A	107.1	3.0	328	l	65	0102			New Rock	1,300	0.73	1.8	1.1	1.8	1.6	1.0	1.7	1.7	1.5	1.3
WCKX	Columbus	A	107.5	1.9	413	j	96	0108			Urban	8,000	0.93	8.6	7.7	7.5	7.6	6.2	7.5	8.2	6.8	7.0
WODB	Delaware	A	107.9	2.6	505	h	91	0303	9,000	sw	Oldies	700	0.28	2.5	2.5	3.3	2.1	2.2	2.5	2.2	2.2	1.6
# FM Stations -				23	# Combos -				20	FM TOTALS				83.3	72.7	72.2	70.8	66.5	71.8	73.0	70.4	68.6

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 35

Revenue Rank: 30

Columbus, OH Market Overview



Metro Counties / Population (000)

Delaware, OH	118.6
Fairfield, OH	125.8
Franklin, OH	1,083.5
Licking, OH	148.8
Madison, OH	40.5
Pickaway, OH	53.1
Union, OH	42.2
Total	1,612.5

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 97 - 02
	\$76,700	\$84,100	\$91,500	\$100,600	\$95,000	\$99,500	5.3%
	Δ 01 - 02	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	Δ 02 - 07
	4.7%	\$105,000	\$112,400	\$118,600	\$125,100	\$131,400	5.7%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.68/1,000	\$3.66/1,000	Local 70%			
Revenue/Capita	\$51.48	\$61.71	\$77.47	National 30%			

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	Growth Rate	<u>2002</u>	<u>2007</u>	Growth Rate
MSA Population	1,489.9	1,612.5	1.6%	1,612.5	1,696.2	1.0%
Households	566.9	640.9	2.5%	640.9	683.2	1.3%
Retail Sales	NA ^{1/}	27,037.8	NA ^{1/}	27,037.8	35,943.6	5.9%
EBI ^{2/}	25,008.0	31,587.7	4.8%	31,587.7	41,433.5	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	789.5	141.9	68.8	88.2	126.0	128.9	108.1	127.5
Women (000)	823.0	135.2	65.7	85.7	123.9	130.9	114.7	167.1
Total	1,612.5	277.0	134.5	173.9	249.9	259.8	222.8	294.6
Percentage	100.0%	17.2%	8.3%	10.8%	15.5%	16.1%	13.8%	18.3%
Per Capita	\$ 19,589	Median Household		\$ 40,703	Avg Household		\$ 49,287	
Ethnic Population:	White	81.1%	Black	13.4%	Asian	2.5%	Hispanic	1.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	13	10		17	23	11	34
Tot 12+	28.0	44.2		69.6	72.2	12.4	84.6
Avg 12+	2.2	4.4		4.1	3.1	1.1	2.5
Tot LCS	33.1	52.2		82.3	85.3	14.7	100.0
Avg LCS	2.5	5.2		4.8	3.7	1.3	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
WTVN	Columbus	B	610	5.0	50.00	g	Clear Channel Comm	24	9905		g1	Nws/Tlk/Spt	9,900	1.06	9.4	7.7	7.5	8.4	9.8	8.1	7.0	8.3	8.8		
WHTH	Heath	D	790	1.0	0.03	c	Runnymede Corp		70			Talk			0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0		
WRFD	Columbus-Worth	D	880	23.0	0.00		Salem Comm Corp	47	8202	1,800		Chrst/Talk	1,900		0.5	0.5	0.7	0.8	0.6	0.0	0.5	0.4	0.7		
WMNI	Columbus	B	920	1.0	0.50	a	N American Bcstg Co		58			Adlt Stndrd	1,300	0.41	3.2	1.6	1.7	1.7	2.2	2.7	2.3	3.2	2.6		
• WCOL	Columbus	C	1230	1.0	1.00	g	Clear Channel Comm	22	9905		g1	Sprts/Talk	350		0.7	0.5	0.4	0.6	0.9	0.7	0.4	0.6	0.7		
WUCO	Marysville	B	1270	0.5	0.50	i	Frontier Bcstg LLC	83	9812	190		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLOH	Lancaster	D	1320	0.5	0.02	i	Frontier Bcstg LLC	48	0102	325		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WCLT	Newark	D	1430	0.5	0.05	f	WCLT Radio Inc	49	5801			Nws/Tlk/Spt				0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0		
• WBNS	Columbus	B	1460	5.0	1.00	b	RadiOhio Inc.	22	3306			Sports	2,400	1.21	2.0	1.9	1.5	2.3	2.5	1.5	1.3	1.8	2.3		
WDLR	Westerville	D	1550	4.0 cp	0.19		Fifteen Fifty Corp	61	0111			1 Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WVKO	Columbus	B	1580	1.0	0.25	d	Stop 26-Riverbend	51	0303		sw	1 Gospl/Inspr	400		0.9	0.7	0.6	0.6	0.7	0.5	0.7	1.0	0.9		
# AM Stations -					11	# Combos -					9	AM TOTALS					16.8	12.9	12.4	14.4	17.1	13.5	12.6	15.3	16.0
AM & FM Stations Profiled -					34	# Duopolies -					10	Total Local Commercial Share						85.6	84.6	85.2	83.6	85.3	85.6	85.7	84.6

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 36

Revenue Rank: 117

Middlesex-Somerset-Union, NJ Market Overview



Metro Counties / Population (000)

Middlesex, NJ	763.2
Somerset, NJ	306.0
Union, NJ	526.4
Total	1,595.6

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$13,500	\$14,200	\$15,700	\$18,300	\$17,200	\$17,300	5.1%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	0.6%	\$18,200	\$19,500	\$20,600	\$21,700	\$22,800	5.6%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA ^{1/}	\$0.82/1,000	\$0.84/1,000	Local	75%		
	\$9.15	\$10.84	\$13.71	National	25%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	1,474.9	1,595.6	1.6%	1,595.6	1,663.2	0.8%
Households	532.2	569.0	1.3%	569.0	590.7	0.8%
Retail Sales	NA ^{1/}	21,064.6	NA ^{1/}	21,064.6	27,099.0	5.2%
EBI ^{2/}	30,573.5	39,591.5	5.3%	39,591.5	51,824.3	5.5%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	776.6	135.2	64.0	68.4	115.4	134.5	109.6	149.4
Women (000)	819.0	128.4	59.7	66.6	115.7	136.3	116.1	196.2
Total	1,595.6	263.6	123.7	135.1	231.1	270.8	225.8	345.6
Percentage	100.0%	16.5%	7.8%	8.5%	14.5%	17.0%	14.1%	21.7%
Per Capita	\$ 24,813	Median Household		\$ 55,938	Avg Household		\$ 69,576	
Ethnic Population:	White 68.0%	Black 13.0%	Asian 10.2%	Hispanic 15.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	2		2	3	4	7
Tot 12+	3.6	6.7		8.7	10.3	3.6	13.9
Avg 12+	3.6	3.4		4.4	3.4	0.9	2.0
Tot LCS	25.9	48.2		62.6	74.1	25.9	100.0
Avg LCS	25.9	24.1		31.3	24.7	6.5	14.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in New York, Monmouth, Morristown & Trenton.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
WMGQ	New Brunswick	A	98.3	1.2	525	a	Greater Media	47			Rock AC	5,200	0.89	33.9	4.7	3.6	5.1	4.9	4.1	4.8	4.7	3.9		
• WAWZ	Zarephath	B	99.1	28.0	656	a	Pillar of Fire	54			Christian			2.7	1.4	1.6	0.0	0.0	0.0	0.0	0.0	1.5		
WKXW	Trenton	B	101.5	15.5	902		Millennium Radio Gr	62	0202	g	Oldes/Talk	10,600	1.61	38.1	5.7	5.1	4.9	5.1	5.4	4.7	4.4	5.2		
# FM Stations -					3	# Combos -					1	FM TOTALS				74.7	11.8	10.3	10.0	10.0	9.5	9.5	9.1	10.6

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WWTR	Bridgewater	D	1170	0.2	0.00	a	Greater Media	71	0107		g	Nostalgia			3.3	0.3	0.6	0.2	0.4	0.5	0.3	0.4	0.5	
WMTR	Morristown	B	1250	5.0 cp	7.00	a	Greater Media	48	0107			Nostalgia	n/a		10.3	1.2	1.4	0.7	1.2	0.9	1.6	1.9	0.9	
WCTC	New Brunswick	C	1450	1.0	1.00	a	Greater Media	46	5705			Talk	1,500	0.74	11.7	1.5	1.6	1.5	1.5	1.3	1.4	1.5	1.9	
• WJDM	Elizabeth	D	1530	1.0	0.00		Multicultural Bcstg	70	0310 p		g	Span/Top40				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					4	# Combos -					3	AM TOTALS				25.3	3.0	3.6	2.4	3.1	2.7	3.3	3.8	3.3
AM & FM Stations Profiled -					7	# Duopolies -					1	Total Local Commercial Share					14.8	13.9	12.4	13.1	12.2	12.8	12.9	13.9

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 37

Revenue Rank: 27

Charlotte-Gastonia-Rock Hill, NC-SC Market Overview



Metro Counties / Population (000)

Cabarrus, NC	137.2
Gaston, NC	192.8
Lincoln, NC	66.0
Mecklenburg, NC	728.7
Rowan, NC	133.0
Union, NC	130.7
York, SC	170.5
Total	1,558.9

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$78,800	\$92,900	\$107,300	\$113,200	\$110,300	\$115,800	8.0%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.0%	\$122,000	\$130,000	\$137,100	\$144,700	\$151,900	5.6%
Revenue/Retail Sales	NA ^{1/}	\$5.36/1,000	\$5.35/1,000				Est. Breakout
Revenue/Capita	\$58.91	\$74.28	\$88.76				Local 70%
							National 30%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	1,337.7	1,558.9	3.1%	1,558.9	1,711.3
Households	509.5	599.7	3.3%	599.7	662.2	2.0%
Retail Sales	NA ^{1/}	21,590.1	NA ^{1/}	21,590.1	28,412.0	5.6%
EBI ^{2/}	21,472.7	30,113.5	7.0%	30,113.5	41,386.4	6.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	764.4	136.9	66.0	72.8	127.1	128.8	106.3	126.6
Women (000)	794.5	130.7	61.4	71.7	124.8	129.1	111.0	165.8
Total	1,558.9	267.5	127.4	144.6	251.9	257.9	217.3	292.4
Percentage	100.0%	17.2%	8.2%	9.3%	16.2%	16.5%	13.9%	18.8%
Per Capita	\$ 19,317							
Median Household				\$ 40,832				
Avg Household							\$ 50,217	
Ethnic Population:	White	72.9%	Black	20.8%	Asian	2.1%	Hispanic	5.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		14	15	15	26	41
Tot 12+	2.8		63.5	66.3	66.3	10.4	76.7
Avg 12+	2.8		4.5	4.4	4.4	0.4	1.9
Tot LCS	3.7		82.8	86.4	86.4	13.6	100.0
Avg LCS	3.7		5.9	5.8	5.8	0.5	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations											ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WCHH	Harrisburg	A	92.7	6.0	328		Radio One Inc	95	0006	24,000	g	Urban	2,400	0.52	4.0	3.1	2.8	3.0	3.4	3.5	2.5	3.0	3.1
WNKS	Charlotte	C	95.1	100.0	1542	b	Infinity Bcstg	62	0102		g1	CHR	11,100	1.03	9.3	6.2	5.8	5.2	5.9	6.8	7.8	7.0	6.6
WXRC	Hickory	C	95.7	100.0	1020		Pacific Bcstg Group	62	9410	3,050	1	Oldies	900	0.46	1.7	3.0	2.8	2.7	2.3	1.9	0.8	1.5	0.9
WWMG	Shelby	C	96.1	100.0	1739	c	Clear Channel Comm	48	0011			Oldies	7,900	1.03	6.6	4.8	3.6	4.1	4.5	5.2	5.3	4.8	4.8
WKKT	Statesville	C	96.9	100.0	1549	c	Clear Channel Comm	61	0008		g	Country	7,900	1.02	6.7	5.1	5.5	5.2	4.0	4.8	4.7	5.3	5.4
WPEG	Concord	C	97.9	95.0	1611	b	Infinity Bcstg	62	0102		g1	Urban/HpHo	8,000	0.77	9.0	7.4	7.3	7.7	8.2	7.9	6.4	6.4	6.4
WBT	Chester	C3	99.3	7.6	604	a	Jefferson-Pilot Comm	69	9505	1,500		News/Talk			0.8	1.0	1.2	0.9	0.5	0.7	0.5	0.4	0.7
WRFX	Kannapolis	C1	99.7	84.0	1056	c	Clear Channel Comm	64	0008		g	AOR	13,200	1.58	7.2	4.4	5.2	4.4	5.0	4.5	5.7	5.9	5.6
WBAV	Gastonia	C	101.9	100.0	988	b	Infinity Bcstg	47	0102		g1	Urban AC	5,400	0.56	8.4	5.3	6.9	5.5	5.3	6.8	6.0	6.5	6.0
WLYT	Hickory	C1	102.9	31.0	1536	c	Clear Channel Comm	59	0008		g	Lite AC	10,000	1.07	8.1	5.2	6.2	6.6	5.7	5.0	7.2	5.8	6.5
WSOC	Charlotte	C	103.7	100.0	1348	b	Infinity Bcstg	47	0102		g1	Country	9,100	1.06	7.4	5.6	6.0	6.7	6.8	5.0	6.3	6.1	5.1
WSSS	Charlotte	C	104.7	100.0	1211	b	Infinity Bcstg	72	0102		g1	AC	7,000	1.34	4.5	2.6	3.1	2.9	3.6	3.9	3.3	3.1	3.2
WNMX	Waxhaw	C2	106.1	32.0	364	d	GHB Bcstg	95	9506		st	Adlt Stndrd	1,000	0.39	2.2	2.4	2.3	1.5	2.2	1.3	1.4	2.1	1.7
WEND	Salisbury	C1	106.5	84.0	1047	c	Clear Channel Comm	46	0109			Alternative	5,300	0.92	5.0	2.9	3.6	3.0	2.9	4.2	4.0	3.3	3.7
● WLNK	Charlotte	C	107.9	100.0	1693	a	Jefferson-Pilot Comm	62				Talk/AC	7,200	0.99	6.3	3.7	4.0	4.0	3.8	4.0	5.8	5.0	4.4
# FM Stations -					15	# Combos -					13	FM TOTALS			87.2	62.7	66.3	63.4	64.1	65.5	67.7	66.2	64.1

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 37

Revenue Rank: 27

Charlotte-Gastonia-Rock Hill, NC-SC Market Overview



Metro Counties / Population (000)

Cabarrus, NC	137.2
Gaston, NC	192.8
Lincoln, NC	66.0
Mecklenburg, NC	728.7
Rowan, NC	133.0
Union, NC	130.7
York, SC	170.5
Total	1,558.9

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$78,800	\$92,900	\$107,300	\$113,200	\$110,300	\$115,800	8.0%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.0%	\$122,000	\$130,000	\$137,100	\$144,700	\$151,900	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.36/1,000	\$5.35/1,000	Local	70%		
Revenue/Capita	\$58.91	\$74.28	\$88.76	National	30%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,337.7	1,558.9	3.1%	1,558.9	1,711.3	1.9%
Households	509.5	599.7	3.3%	599.7	662.2	2.0%
Retail Sales	NA ^{1/}	21,590.1	NA ^{1/}	21,590.1	28,412.0	5.6%
EBI ^{2/}	21,472.7	30,113.5	7.0%	30,113.5	41,386.4	6.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	764.4	136.9	66.0	72.8	127.1	128.8	106.3	126.6
Women (000)	794.5	130.7	61.4	71.7	124.8	129.1	111.0	165.8
Total	1,558.9	267.5	127.4	144.6	251.9	257.9	217.3	292.4
Percentage	100.0%	17.2%	8.2%	9.3%	16.2%	16.5%	13.9%	18.8%
Per Capita	\$ 19,317	Median Household		\$ 40,832	Avg Household		\$ 50,217	
Ethnic Population:	White 72.9%	Black 20.8%	Asian 2.1%	Hispanic 5.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		14	15	15	26	41
Tot 12+	2.8		63.5	66.3	66.3	10.4	76.7
Avg 12+	2.8		4.5	4.4	4.4	0.4	1.9
Tot LCS	3.7		82.8	86.4	86.4	13.6	100.0
Avg LCS	3.7		5.9	5.8	5.8	0.5	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

AM Stations		ARB 12+ Metro Shares (see rights)																					
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2003	2003	2003	2002	2002	2002	2002	2001
WFNZ	Charlotte	B	610	5.0	1.00	b	Infinity Bcstg	41	0102		g1	Sprts/Talk	4,800	2.30	1.8	2.0	2.3	1.8	1.9	1.2	1.4	1.5	1.3
WZRH	Dallas	B	960	1.0	0.50		Zybek Media LLC	63	0303	415		News/Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBZK	York	D	980	3.0	0.17	g	Baker Family Stns	56	0009	550		Int/Spn/Rlg				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNOV	Mint Hill	D	1030	9.4	0.00	g	Baker Family Stns	87				Mexican	600	0.27	1.9	3.0	1.8	1.6	1.1	0.6	1.9	1.8	1.6
WLON	Lincolnton	D	1050	1.0	0.23	h	KTC Bcstg Inc	53	9411	450		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKRE	Monroe	D	1060	1.0	0.00		Geddings&Phillips	47	0302	425		Spanish				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBT	Charlotte	A	1110	50.0	50.00	a	Jefferson-Pilot Comm	22	4509			News/Talk	12,000	1.59	6.5	4.3	4.1	5.7	4.4	5.4	4.2	4.0	6.0
WRNA	China Grove	D	1140	1.0	0.00	e	Ford Bcstg Inc	80	9205	178		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAVO	Rock Hill	D	1150	1.0	0.06	d	GHB Bcstg	48	9202	115		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIXE	Monroe	D	1190	2.5	0.00	cp	Morgan, Archie W	68	0006	390		Cty/Tlk/Nws	400		0.6	0.6	0.0	0.4	0.4	0.5	0.0	0.6	0.6
WHVN	Charlotte	C	1240	1.0	1.00	d	GHB Bcstg	28	8307	410		Religion			0.3	0.0	0.0	0.0	0.4	0.0	0.4	0.4	0.0
WCGC	Belmont	B	1270	5.0	0.50	d	GHB Bcstg	54	9805	250		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSAT	Salisbury	B	1280	1.0	1.00		Cap Communications	39	0206	350		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGSP	Charlotte	D	1310	1.0	0.04		Willis Family Bcstg	58	9203	550		Black Gospl	200			0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
WRHI	Rock Hill	C	1340	1.0	1.00		Our Three Sons Bcstg	44	8410	650		Nws/Tlk/Inf				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WLTC	Gastonia	D	1370	12.0	0.03		Neely, Frank	48	9804	162		Gospel	200		0.5	0.6	0.4	0.7	0.4	0.4	1.0	0.0	0.0
WEGO	Concord	D	1410	1.0	0.18		GHB Bcstg	43	0208		g	Cisc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGAS	South Gastonia	D	1420	0.5	0.00	f	Victory Chrstn Centr	59	9507		st	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDEX	Monroe	B	1430	2.5	2.50		New Life Comm	83	9912			Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGNC	Gastonia	C	1450	1.0	1.00		Hastings, Calvin	39	8910	125		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRKB	Kannapolis	D	1460	2.0	0.19	e	Ford Bcstg Inc	60	9406	100		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WGFY	Charlotte	B	1480	4.4	5.00		ABC/Disney	55	0011		g	Children	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSTP	Salisbury	C	1490	1.0	1.00		Rowan Media Inc	39	0012	460		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOGF	Charlotte	D	1540	2.5	0.00	f	Victory Chrstn Centr	64	8807	431		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCSL	Cherryville	D	1590	1.0	0.04	h	KTC Bcstg Inc	67				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGIV	Charlotte	B	1600	1.0	1.00	b	Infinity Bcstg	47	0102		g1	Gospel	900	0.56	1.4	1.3	1.8	1.2	0.8	1.0	1.3	0.7	1.1
				# AM Stations -		26	# Combos -		14	AM TOTALS				13.0	12.8	10.4	11.8	9.4	9.1	10.2	9.0	10.6	
				AM & FM Stations Profiled -		41	# Duopolies -		13	Total Local Commercial Share				75.5	76.7	75.2	73.5	74.6	77.9	75.2	74.7		

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 38

Revenue Rank: 23

Orlando, FL Market Overview



Metro Counties / Population (000)

Orange, FL	951.7
Osceola, FL	187.7
Seminole, FL	379.0
Total	1,518.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$81,500	\$95,800	\$107,400	\$118,800	\$113,400	\$121,000
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		6.7%	\$127,800	\$136,700	\$144,300	\$152,200	\$159,800
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$5.31/1,000	2007 \$5.48/1,000	Est. Breakout			
Revenue/Capita	\$64.16	\$79.69	\$92.72	Local	70%		
				National	30%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	1,270.3	1,518.4	3.6%	1,518.4	1,723.5
Households	472.6	567.9	3.7%	567.9	643.0	2.5%
Retail Sales	NA ^{1/}	22,788.7	NA ^{1/}	22,788.7	29,184.7	5.1%
EBI ^{2/}	21,308.3	29,222.5	6.5%	29,222.5	39,733.1	6.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	748.4	130.9	67.2	79.6	117.6	126.2	101.2	125.7
Women (000)	770.0	123.8	63.9	77.5	114.2	126.3	106.6	157.7
Total	1,518.4	254.7	131.2	157.0	231.8	252.5	207.7	283.4
Percentage	100.0%	16.8%	8.6%	10.3%	15.3%	16.6%	13.7%	18.7%
Per Capita	\$ 19,246							
				Median Household	\$ 41,163		Avg Household	\$ 51,453
Ethnic Population:	White	72.0%	Black	15.1%	Asian	3.2%	Hispanic	19.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		14	15	15	18	33
Tot 12+	2.6		65.6	68.2	68.2	13.6	81.8
Avg 12+	2.6		4.7	4.5	4.5	0.8	2.5
Tot LCS	3.2		80.2	83.4	83.4	16.6	100.0
Avg LCS	3.2		5.7	5.6	5.6	0.9	3.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Daytona Beach and Melbourne.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WWKA	Orlando	C	92.3	100.0	1490	c	Cox Radio Inc	52	9704		g1	Country	10,600	1.23	7.1	6.8	6.0	5.9	6.2	5.9	5.0	7.7	5.3
WCFB	Daytona Beach	C	94.5	100.0	1470	c	Cox Radio Inc	47	9704		g1	Urban AC	5,700	0.79	6.0	4.9	5.1	3.7	4.6	5.2	4.8	4.6	5.4
WPYO	Apopka	A	95.3	2.9	472	c	Cox Radio Inc	68	9909	14,500		CHR/Rhymc	1,800	0.43	3.5	1.8	2.6	2.3	3.3	3.1	3.0	2.8	2.7
WHTQ	Orlando	C	96.5	100.0	1490	c	Cox Radio Inc	52	9612		sw	Clsc Rock	6,400	1.51	3.5	3.5	3.9	2.7	3.6	3.2	2.8	2.9	2.9
WNUE	Titusville	C1	98.1	100.0	476	Mega Comm Inc	68	0008	15,000			Span/Dance	4,200	1.02	3.4	3.8	3.8	3.6	2.3	3.3	2.8	2.5	2.8
WMMO	Orlando	C2	98.9	44.0	522	c	Cox Radio Inc	90	9612		sw	Soft Rock	8,000	1.32	5.0	3.6	3.8	3.2	3.2	4.6	3.8	4.0	4.5
• WSHE	Orlando	C	100.3	81.0	1598	d	Clear Channel Comm	71	9712		g3	Oldies	6,100	1.12	4.5	2.9	3.7	4.0	3.9	3.3	4.2	3.3	4.1
WJRR	Cocoa Beach	C	101.1	100.0	1598	d	Clear Channel Comm	62	9712		g3	Rock	5,000	0.98	4.2	3.4	3.6	3.4	4.2	3.0	3.7	2.8	4.4
WJHM	Daytona Beach	C	101.9	61.0	1585	b	Infinity Bcstg	67	0008		g2	Rhymc/CHR	8,000	0.81	8.2	7.3	6.9	6.4	7.6	7.3	7.1	7.2	5.7
WLOQ	Winter Park	C3	103.1	14.0	440	Gross		66	7706			Smooth Jazz	5,400	0.93	4.8	3.6	4.1	4.1	3.8	4.2	4.4	3.6	3.9
WTKS	Cocoa Beach	C	104.1	100.0	1598	d	Clear Channel Comm	61	9712		g3	Talk	9,600	1.00	7.9	5.4	4.8	5.4	7.2	6.4	4.5	8.2	7.3
WOMX	Orlando	C	105.1	100.0	1598	b	Infinity Bcstg	67	0008		g2	Mix AC	9,200	1.46	5.2	4.9	4.7	5.0	4.5	4.2	5.7	4.3	3.2
WOCL	Deland	C	105.9	100.0	1581	b	Infinity Bcstg	67	0008		g2	Alternative	7,100	1.43	4.1	3.1	2.7	3.6	3.2	3.0	3.3	3.4	3.9
WXXL	Tavares	C1	106.7	27.5 cp	1585	d	Clear Channel Comm	69	0008		g	CHR	9,000	1.22	6.1	5.2	5.8	6.5	5.4	5.5	4.9	5.1	5.1
WMGF	Mount Dora	C	107.7	100.0	1585	d	Clear Channel Comm	66	9712		g3	Soft AC	10,600	1.01	8.7	7.2	6.7	8.2	6.9	6.6	6.9	7.8	8.0
# FM Stations -					15	# Combos -					13	FM TOTALS		82.2	67.4	68.2	68.0	69.9	68.8	66.9	70.2	69.2	

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WFLF	Pine Hills	B	540	50.0	50.00	d	Clear Channel Comm	55	9712		g3	News/Talk	1,700	0.56	2.5	2.6	2.8	2.8	2.0	2.1	2.1	1.7	2.4
WDBO	Orlando	B	580	5.0	5.00	c	Cox Radio Inc	24	9704		g1	Talk	5,200	0.68	6.3	5.8	5.3	5.7	5.2	5.4	5.1	5.1	5.4
WORL	Altamonte	B	660	1.0	1.00	Floyco Inc		86				Nws/Tlk/Inf				0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
WQTM	Orlando	B	740	50.0	50.00	d	Clear Channel Comm	47	9712		g3	Sports	1,800	1.06	1.4	1.1	0.8	0.9	1.0	1.1	0.9	1.3	1.3
WTLN	Orlando	B	950	12.0	5.00	e	Moffit, Thomas H, Jr	40	9808	500		Chrst/Talk	500		0.8	0.5	0.9	0.8	1.1	0.6	0.9	0.7	0.6
WDYZ	Orlando	B	990	50.0	14.00	f	ABC/Disney	47	0102	5,000		Children	200		0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
WONQ	Oviedo	B	1030	10.0	1.70	f	Florida Bcstrs	92				Span/Trpcl	1,100	0.91	1.0	1.0	0.5	1.1	1.1	0.8	1.0	0.7	0.9
WHOO	Kissimmee	D	1080	10.0	0.00	a	Genesis Comm Inc	64	9911	1,800		Sports	400	0.19	1.7	0.4	0.7	0.0	0.0	0.7	1.4	1.8	1.7
WRMQ	Orlando	D	1140	5.0	0.00	f	Florida Bcstrs	85				Span/Trpcl	500	0.41	1.0	0.4	0.4	1.0	0.9	0.6	0.7	1.0	0.9
• WIXL	Pine Castle	D	1190	5.0	0.00	a	Genesis Comm Inc	77	0003	2,100		BusNw/Talk	500		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4
WOTS	Kissimmee	D	1220	1.0	0.11	g	J&V Comm Inc	78	9902	450		Spanish	200		0.3	0.0	0.0	0.0	0.0	0.6	0.4	0.0	0.0
WRLZ	Eatonville	B	1270	5.0	5.00	Radio Luz Inc		57	9603	382		Span/Chrst	900	0.74	1.0	0.9	1.0	0.7	0.0	0.9	1.1	0.9	0.5
• WTIR	Cocoa Beach	B	1300	5.0	1.00	h	Rama Comm Inc	59	9310		g	Nws/Tlk/Inf				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSDO	Sanford	C	1400	1.0	1.00	g	J&V Comm Inc	47	9206	300		Spanish AC	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPRD	Winter Park	B	1440	5.0	1.00	g	J&V Comm Inc	54	9411	300		Spanish	400		0.4	0.8	0.5	0.5	0.5	0.4	0.0	0.5	0.4
WUNA	Ocoee	D	1480	1.0	0.07	Multicultural Bcstg		62	0005		g	Ethnc/Span	300			0.5	0.0	1.9	0.0	0.0	0.0	0.0	0.0
WHIM	Apopka	D	1520	5.0	0.35	e	Moffit, Thomas H, Jr	64				Christian			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
WOKB	Winter Garden	D	1600	2.2 cp	0.04	h	Rama Comm Inc	58	9310		g	Urban/Gospl	700	0.53	1.1	1.3	0.7	0.9	0.9	1.4	0.8	0.7	0.8
# AM Stations -					18	# Combos -					14	AM TOTALS		17.9	15.3	13.6	16.3	13.1	14.6	14.8	14.8	15.7	
AM & FM Stations Profiled -					33	# Duopolies -					13	Total Local Commercial Share		82.7	81.8	84.3	83.0	83.4	81.7	85.0	84.9		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 39

Revenue Rank: 35

Las Vegas, NV Market Overview



Metro Counties / Population (000)

Clark, NV	1,511.7
	1,511.7

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$53,700	\$63,100	\$72,400	\$83,000	\$76,300	\$86,100	9.9%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
12.8%	\$91,000	\$96,500	\$100,900	\$106,400	\$111,700	5.3%

Revenue/Retail Sales Revenue/Capita

1997	2002	2007
NA ^{1/}	\$3.87/1,000	\$3.17/1,000
\$48.20	\$56.96	\$60.51

Est. Breakout

Local	81%
National	19%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,114.2	1,511.7	6.3%	1,511.7	1,846.1	4.1%
Households	428.2	560.2	5.5%	560.2	675.6	3.8%
Retail Sales	NA ^{1/}	22,236.2	NA ^{1/}	22,236.2	35,195.7	9.6%
EBI ^{2/}	19,083.6	30,762.5	10.0%	30,762.5	45,978.5	8.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	766.7	136.9	60.8	73.3	123.4	121.7	101.2	149.3
Women (000)	745.0	130.0	57.1	68.0	113.9	111.8	102.0	162.2
Total	1,511.7	266.9	117.8	141.4	237.3	233.5	203.2	311.5
Percentage	100.0%	17.7%	7.8%	9.4%	15.7%	15.4%	13.4%	20.6%
Per Capita	\$ 20,349							
				Median Household	\$ 43,395		Avg Household	\$ 54,911
Ethnic Population:	White	70.9%	Black	9.1%	Asian	5.9%	Hispanic	23.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		21	18	22	12	34
Tot 12+	0.0		76.2	74.2	76.2	10.6	86.8
Avg 12+	0.0		3.6	4.1	3.5	0.9	2.6
Tot LCS	0.0		87.8	85.5	87.8	12.2	100.0
Avg LCS	0.0		4.2	4.7	4.0	1.0	2.9

^{1/} available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																		
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001											
KOMP	Las Vegas	C	92.3	25.0	3688	b	66	7703			AOR	6,500	1.48	5.1	3.9	4.2	3.4	4.6	4.5	3.7	5.1	4.5											
• KRRN	Dolan Springs	C	92.7	100.0	1775	f	90	0212	12,425		Spanish AC	1,500	0.73	2.4	0.7	0.6	0.6	2.7	1.5	2.0	3.4	1.3											
KQOL	Las Vegas	C	93.1	24.0	3744	c	80	9905		g1	Oldies	3,900	0.81	5.6	4.9	4.5	5.9	6.5	5.1	4.5	4.8	5.2											
KADD	Laughlin	C1	93.5	2.8	1890	i	97	0110		st	Hot AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0											
KMXB	Henderson	C	94.1	100.0	1161	d	71	0102		g2	Hot AC	5,500	1.28	5.0	5.3	5.3	4.0	3.5	4.0	4.0	4.2	5.3											
KVNR	Henderson	C	95.5	100.0	1161	c	72	9905		g1	Country	8,000	1.12	8.3	6.9	6.8	7.8	7.9	7.3	7.8	7.7	6.0											
Z	Las Vegas	C	96.3	100.0	1175	h	84	0101		g3	Clsc Rock	3,500	1.16	3.5	2.7	2.3	3.4	2.5	3.1	2.9	3.3	2.8											
PT	Las Vegas	C	97.1	25.0	3675	b	61	9211	1,425	c2	Clsc Hits	5,400	1.84	3.4	4.1	2.8	3.2	2.5	2.2	3.0	2.5	4.2											
EG	Mesquite	C	97.5	100.0	1989		01				Chrst/Rhymc			3.4	3.2	3.0	2.7	3.0	2.9	3.5	3.0	2.4											
KLUC	Las Vegas	C	98.5	100.0	1181	d	56	0102		g2	CHR	8,000	1.52	6.1	3.9	3.8	4.8	4.3	5.4	4.8	5.6	5.6											
KQMR	Indian Springs	C0	99.3	31.0 cp	2264	g	00	0310		st	Spanish AC				3.4	3.4	3.4	0.4	0.0	0.0	0.0	0.0											
KMZQ	Henderson	C	100.5	100.0	1171	d	82	0102		g2	AC	6,000	1.55	4.5	2.6	3.7	2.3	3.8	4.4	3.8	2.8	4.8											
KWID	Las Vegas	C	101.9	100.0	1181	c	63	9905		g1	CHR/Rhymc	3,600	1.02	4.1	3.4	4.3	4.4	2.5	3.2	3.7	4.1	3.1											
KSTJ	Boulder City	C	102.7	99.0	1978	h	82	0101		g3	80s Hits	3,600	1.00	4.2	3.8	3.5	3.1	3.7	3.1	3.8	3.7	4.0											
KISF	Las Vegas	C	103.5	100.0	1158	g	89	0310		st	Mexican	4,500	0.74	7.1	6.3	5.1	5.9	7.1	6.0	7.6	6.1	4.8											
KJUL	North Las Vegas	C	104.3	24.5	3701	h	89	0101		g3	Nostalgia	3,700	0.50	8.6	7.4	6.0	5.7	6.1	7.3	8.1	6.4	8.2											
KBHQ	Moapa Valley	A	104.7	3.0	466	e	00				AC				0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0											
KQRT	Las Vegas	C2	105.1	50.0	36	f	93	0004	3,250		Mexican				1.4	1.4	1.7	0.0	0.0	0.0	0.0	0.0											
KOAS	Dolan Springs	C	105.7	98.0	1985	a	76	0010		c1	Smooth Jazz	1,050	0.61	2.0	2.1	2.3	1.8	2.6	2.0	1.4	1.6	2.1											
KSNE	Las Vegas	C	106.5	100.0	1155	c	87	9905		g1	Soft AC	5,100	0.90	6.6	5.1	5.5	5.0	4.8	6.4	4.9	5.8	6.0											
KXTE	Pahrump	C	107.5	24.5	3730	d	88	0102		g2	Alternative	5,500	0.98	6.5	5.0	6.2	5.3	4.8	5.8	5.0	6.3	5.5											
KVGS	Laughlin	C	107.9	98.0	1985	a	92	0010	7,190	c1	Urban AC	950	0.61	1.8	1.8	1.5	1.7	1.6	1.1	1.9	1.6	1.7											
# FM Stations -														22	# Combos -				20	FM TOTALS					88.2	77.9	76.2	75.9	75.4	75.3	76.4	78.0	77.5

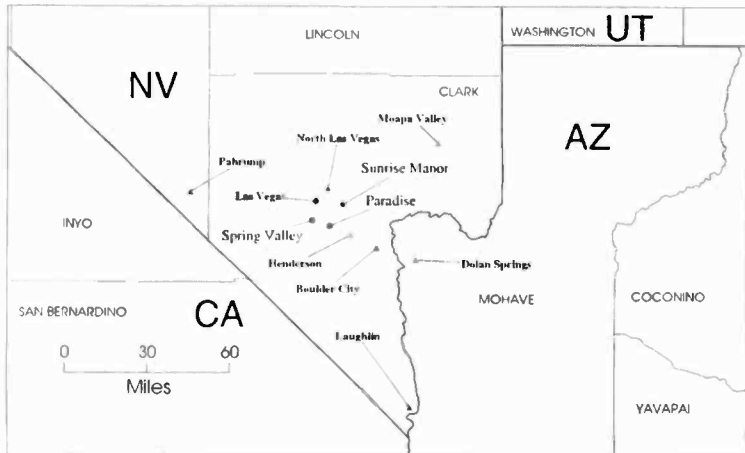
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 39

Revenue Rank: 35

Las Vegas, NV Market Overview



Metro Counties / Population (000)

Clark, NV	1,511.7
	1,511.7

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$53,700	\$63,100	\$72,400	\$83,000	\$76,300	\$86,100
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	12.8%	\$91,000	\$96,500	\$100,900	\$106,400	\$111,700	5.3%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.87/1,000	2007 \$3.17/1,000	Est. Breakout			
Revenue/Capita	\$48.20	\$56.96	\$60.51	Local	81%		
				National	19%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	1,114.2	1,511.7	6.3%	1,511.7	1,846.1
Households	428.2	560.2	5.5%	560.2	675.6	3.8%
Retail Sales	NA ^{1/}	22,236.2	NA ^{1/}	22,236.2	35,195.7	9.6%
EBI ^{2/}	19,083.6	30,762.5	10.0%	30,762.5	45,978.5	8.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	766.7	136.9	60.8	73.3	123.4	121.7	101.2	149.3
Women (000)	745.0	130.0	57.1	68.0	113.9	111.8	102.0	162.2
Total	1,511.7	266.9	117.8	141.4	237.3	233.5	203.2	311.5
Percentage	100.0%	17.7%	7.8%	9.4%	15.7%	15.4%	13.4%	20.6%
Per Capita	\$ 20,349							
Median Household					\$ 43,395			
Avg Household								\$ 54,911
Ethnic Population:	White	70.9%	Black	9.1%	Asian	5.9%	Hispanic	23.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		21	18	22	12	34
Tot 12+	0.0		76.2	74.2	76.2	10.6	86.8
Avg 12+	0.0		3.6	4.1	3.5	0.9	2.6
Tot LCS	0.0		87.8	85.5	87.8	12.2	100.0
Avg LCS	0.0		4.2	4.7	4.0	1.0	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year the indicated in column header.

Competitive Overview

AM Stations												ARB 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
KDWN	Las Vegas	B	720	50.0	50.00		Radio Nevada	75				Nws/Tlk/Spt	1,600	0.93	2.0	1.6	1.7	2.3	1.7	2.0	1.5	1.6	1.8		
KXNT	North Las Vegas	B	840	50.0	25.00	d	Infinity Bcstg	86	0102		g2	News/Talk	2,100	0.55	4.4	3.3	4.4	4.1	4.6	4.3	3.3	3.6	4.2		
KLSQ	Whitney	B	870	5.0	0.43	g	Univision Comm Inc	86	0310		st	Span/AdStd	700	0.68	1.2	1.3	0.5	1.0	1.5	0.7	1.4	1.0	1.2		
KBAD	Las Vegas	B	920	5.0	0.50	b	Lotus Comm Corp	53	9211		c2	Sprts/Talk	900		0.8	0.4	0.4	0.5	0.8	0.8	0.5	0.6	1.0		
KNUU	Paradise	B	970	5.0	0.50		CRC Bcstg Co Inc	62	9807	1,500		News/Talk	1,000		0.8	0.4	1.1	0.5	0.7	0.9	0.4	0.8	0.6		
KKVV	Las Vegas	D	1060	5.0	0.04		Las Vegas Bcstrs	90				Chrst/Talk				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KSFN	North Las Vegas	B	1140	10.0	2.50	d	Infinity Bcstg	56	0102		g2	Talk	700	0.81	1.0	0.6	1.5	0.9	0.6	0.8	1.0	0.8	0.8		
KLAV	Las Vegas	C	1230	1.0	1.00		Gore-Overgaard Bcstg	47	9507	1,240		Info/Talk	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KDOX	Henderson	D	1280	5.0	0.03	e	S & R Bcstg Inc	56	9010	600	e	Mexican	600		0.7	0.6	0.5	0.7	1.0	1.0	0.9	0.0	0.5		
KRLV	Las Vegas	C	1340	1.0	1.00		Continental Radio	47	0110	2,000		Spn/Nws/Tlk	750			0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0		
KSHV	North Las Vegas	C	1400	1.0	1.00		McNaughton-Jackle	54	9610	600		Inf/Spt/Tlk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KENO	Las Vegas	B	1460	10.0	0.62	b	Lotus Comm Corp	40	6506			Sprts/News	800		0.8	0.4	0.5	0.7	0.9	0.6	0.4	1.0	0.9		
# AM Stations -					12	# Combos -					6	AM TOTALS					11.7	9.0	10.6	11.1	11.8	11.1	9.4	9.4	11.0
AM & FM Stations Profiled -					34	# Duopolies -					11	Total Local Commercial Share						86.9	86.8	87.0	87.2	86.4	85.8	87.4	88.5

1/ See Introduction section for Interpretation of revenue estimates.

Metro Rank: 40

Revenue Rank: 41

Norfolk-Virginia Beach-Newport News, VA Market



Metro Counties / Population (000)

Chesapeake city, VA	204.6
Gloucester, VA	35.3
Hampton city, VA	148.2
James City, VA	50.6
Newport News city	181.4
Norfolk city, VA	229.6
Poquoson city, VA	11.6
Portsmouth city, VA	99.9
Suffolk city, VA	65.8
Virginia Beach city	427.9
Williamsburg city	12.1
York, VA	58.4
Total	1,525.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$45,500	\$47,200	\$53,900	\$60,300	\$58,400	\$64,800
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	11.0%	\$68,700	\$72,800	\$76,800	\$81,000	\$85,100	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.97/1,000	\$4.42/1,000	Local	75%		
Revenue/Capita	\$30.37	\$42.48	\$54.43	National	25%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	1,498.4	1,525.4	0.4%	1,525.4	1,563.4
Households	536.5	563.4	1.0%	563.4	585.8	0.8%
Retail Sales	NA ^{1/}	16,317.2	NA ^{1/}	16,317.2	19,259.5	3.4%
EBI ^{2/}	20,806.6	24,540.5	3.4%	24,540.5	29,487.1	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	750.7	135.3	69.4	95.6	110.9	124.0	95.3	120.3
Women (000)	774.7	130.2	67.0	80.7	107.7	127.1	103.5	158.5
Total	1,525.4	265.4	136.3	176.4	218.6	251.1	198.8	278.8
Percentage	100.0%	17.4%	8.9%	11.6%	14.3%	16.5%	13.0%	18.3%
Per Capita	\$ 16,088							
			Median Household	\$ 36,834			Avg Household	\$ 43,555
Ethnic Population:	White	60.9%	Black	32.1%	Asian	3.0%	Hispanic	3.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	12	3	17	19	17	36
Tot 12+	4.1	60.5	8.6	73.1	73.2	11.6	84.8
Avg 12+	1.0	5.0	2.9	4.3	3.9	0.7	2.4
Tot LCS	4.8	71.3	10.1	86.2	86.3	13.7	100.0
Avg LCS	1.2	5.9	3.4	5.1	4.5	0.8	2.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Elizabeth City-Nags Head.

FM Stations		ARB 12+ Metro Shares (see rights)																					
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
																2003	2003	2003	2002	2002	2002	2002	2001
WBHH	Moyock	C3	92.1	14.5	430	c	Clear Channel Comm	74	9608	3,350		Urban CHR	1,200	0.81	2.3	2.1	1.3	1.9	1.6	1.3	2.0	2.2	2.4
WWSO	Suffolk	B	92.9	50.0	486	f	Barnstable Bcstg Inc	65	9908		d3	Oldies	2,000	0.58	5.3	3.8	5.5	4.3	4.2	4.4	5.2	5.7	2.8
WKOC	Chesapeake	C1	93.7	100.0 cp	968	g	Sinclair Telecable	73	9610	8,100	c1	AAA	1,900	1.09	2.7	1.8	2.1	2.5	2.5	2.3	3.0	2.2	1.6
WXEZ	Yorktown	B	94.1	40.0	532	f	Barnstable Bcstg Inc	75	0009	7,000		Inspiration	1,700	0.42	6.3	6.1	5.8	5.7	4.3	6.0	4.7	5.9	4.6
WPTE	Virginia Beach	B	94.9	50.0	499	e	Entercom	84	9912		g2	Modern AC	5,400	1.44	5.8	5.6	4.7	4.2	5.0	5.3	5.7	4.3	4.4
WVKL	Norfolk	B	95.7	40.0	879	e	Entercom	61	9912		g2	Urban AC	4,100	0.99	6.4	4.7	5.2	5.5	5.8	5.7	6.4	5.1	4.4
WROX	Cape Charles	B	96.1	23.0	722	g	Sinclair Telecable	86	9309	1,500		Modern Rock	1,600	0.71	3.5	2.4	1.8	2.4	2.1	2.8	3.5	3.1	2.6
WGH	Newport News	B	97.3	74.0	394	f	Barnstable Bcstg Inc	48	9908		d3	Country	4,900	1.18	6.4	4.8	5.0	4.0	5.6	6.1	4.9	5.5	5.2
WNOR	Norfolk	B	98.7	46.0	518	d	Saga Comm Inc	61	0305	13,900	c2	AOR	6,000	1.30	7.1	5.5	5.8	5.0	5.8	6.3	5.5	5.8	6.4
WXGM	Gloucester	A	99.1	6.0	328	h	Robinson Comm Ltd	91				AC	200		0.5	0.0	0.0	0.5	0.7	0.0	0.4	0.9	0.4
WCMS	Norfolk	B	100.5	50.0	499	f	Barnstable Bcstg Inc	62	0003	15,500	c3	Country	2,600	0.72	5.6	5.3	5.5	6.3	5.0	5.2	4.1	5.2	4.4
WWDE	Hampton	B	101.3	50.0	499	e	Entercom	62	9912		g2	AC	7,700	1.40	8.5	5.8	5.9	5.4	6.3	5.9	7.2	7.2	8.3
WWHV	Virginia Beach	A	102.1	6.0 cp	328	i	On Top Comm Inc	01	0106	3,000		Urban	450	0.58	1.2	2.0	1.9	1.4	1.1	1.7	1.0	0.9	0.4
WOWI	Norfolk	B	102.9	50.0	472	c	Clear Channel Comm	48	9607		g1	Urban	6,200	1.10	8.7	6.5	7.5	6.9	6.9	6.3	6.3	7.3	9.5
WNVZ	Norfolk	B	104.5	50.0	479	e	Entercom	67	9912		g2	CHR	3,500	0.90	6.0	5.2	4.7	5.0	5.6	5.4	4.9	4.7	5.3
WSVY	Norfolk	B	105.3	50.0	499	c	Clear Channel Comm	62	9607		g1	Urban AC	1,500	0.64	3.6	3.8	3.1	4.3	4.1	2.9	3.9	3.0	2.4
WAFX	Suffolk	C	106.9	100.0	984	d	Saga Comm Inc	83	9403	4,000		Clsc Hits	5,750	1.43	6.2	5.1	5.2	4.1	3.8	6.0	4.9	4.1	6.1
WJCD	Windsor	A	107.7	1.7	620	c	Clear Channel Comm	90	9609	3,000		Smooth Jazz	1,400	0.65	3.3	1.8	2.1	2.3	3.6	2.5	3.4	2.3	3.0
● WWBR	West Point	A	107.9	6.0	328	i	On Top Comm Inc	91	0304	1,800		Urban				0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					19	# Combos -					19	FM TOTALS			89.4	72.5	73.2	71.7	74.0	76.1	77.0	75.4	74.2

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 40

Revenue Rank: 41

Norfolk-Virginia Beach-Newport News, VA Market



Metro Counties / Population (000)

Chesapeake city, VA	204.6
Gloucester, VA	35.3
Hampton city, VA	148.2
James City, VA	50.6
Newport News city	181.4
Norfolk city, VA	229.6
Poquoson city, VA	11.6
Portsmouth city, VA	99.9
Suffolk city, VA	65.8
Virginia Beach city	427.9
Williamsburg city	12.1
York, VA	58.4
Total	1,525.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$45,500	\$47,200	\$53,900	\$60,300	\$58,400	\$64,800
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	11.0%	\$68,700	\$72,800	\$76,800	\$81,000	\$85,100	5.6%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.97/1,000	\$4.42/1,000	Local 75%
Revenue/Capita	\$30.37	\$42.48	\$54.43	National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,498.4	1,525.4	0.4%	1,525.4	1,563.4	0.5%
Households	536.5	563.4	1.0%	563.4	585.8	0.8%
Retail Sales	NA ^{1/}	16,317.2	NA ^{1/}	16,317.2	19,259.5	3.4%
EBI ^{2/}	20,806.6	24,540.5	3.4%	24,540.5	29,487.1	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	750.7	135.3	69.4	95.6	110.9	124.0	95.3	120.3
Women (000)	774.7	130.2	67.0	80.7	107.7	127.1	103.5	158.5
Total	1,525.4	265.4	136.3	176.4	218.6	251.1	198.8	278.8
Percentage	100.0%	17.4%	8.9%	11.6%	14.3%	16.5%	13.0%	18.3%
Per Capita	\$ 16,088							
Median Household					\$ 36,834			
Avg Household								\$ 43,555
Ethnic Population:	White 60.9%	Black 32.1%	Asian 3.0%	Hispanic 3.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	12	3	17	19	17	36
Tot 12+	4.1	60.5	8.6	73.1	73.2	11.6	84.8
Avg 12+	1.0	5.0	2.9	4.3	3.9	0.7	2.4
Tot LCS	4.8	71.3	10.1	86.2	86.3	13.7	100.0
Avg LCS	1.2	5.9	3.4	5.1	4.5	0.8	2.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Elizabeth City-Nags Head.
ARB 12+ Metro Shares (see rights)

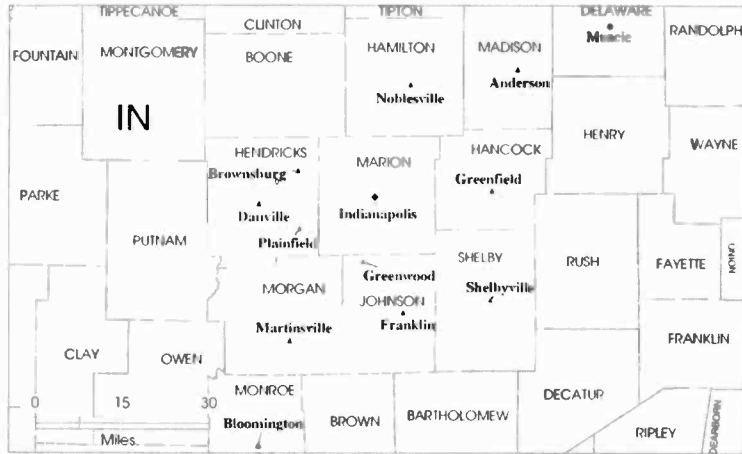
AM Stations		Day Power (kW)	Night Power (kW)	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001			
WMBG	Williamsburg	D	740	0.5	0.01	Great Sounds Inc	59	8609	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WNIS	Norfolk	B	790	5.0	5.00	g Sinclair Telecable	23	9610		c1	News/Talk	3,050	0.98	4.8	4.9	6.1	6.3	4.9	3.1	3.4	4.6	5.0
WTAR	Norfolk	B	850	50.0	25.00	g Sinclair Telecable	52	8707	725		Talk	1,200	1.23	1.5	1.5	1.3	1.0	1.2	1.1	1.0	1.6	1.4
WPMH	Portsmouth	B	1010	5.0	0.45	j ABC/Disney	72	0209	1,075	d1	1 Chrst/Talk			0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0
WFOG	Norfolk	B	1050	5.0	0.36	f Barnstable Bcstg Inc	54	0003		c3	Adlt Stndrd	0.1		0.0	1.0	0.7	0.6	0.5	0.0	0.0	0.0	0.0
WCKO	Norfolk	D	1110	50.0	0.00	Word Broadcasting	76	0307		g	Gospl/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJOI	Norfolk	C	1230	1.0	1.00	d Saga Comm Inc	49	0305		c2	Adlt Stndrd	50	0.05	1.7	1.0	0.8	1.2	1.0	1.3	1.7	1.2	1.5
WTJZ	Newport News	B	1270	1.5	0.90	j Chesapeake-Portsmout	47	9902	380	1	Gospel			0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WGH	Newport News	B	1310	20.0	5.00	f Barnstable Bcstg Inc	28	9908		d3	Sports	700	1.08	1.0	0.8	0.9	1.1	1.0	0.9	0.6	1.0	0.8
WGPL	Portsmouth	B	1350	5.0	5.00	b Willis Family Bcstg	42	9607	700		Gospel	400		0.2	0.4	0.4	0.0	0.4	0.0	0.0	0.7	0.0
WPCE	Portsmouth	C	1400	1.0	1.00	b Willis Family Bcstg	64	9203	1,200		Gospel	500	0.64	1.2	1.4	1.1	0.7	1.0	1.6	1.2	0.9	0.5
WXGM	Gloucester	D	1420	0.7	0.06	h Robinson Comm Ltd	57				AC			0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	
WBVA	Bayside	C	1450	1.0	1.00	a Cowan, Ronald, Jr	01	0103		cp	Talk/Sprts	400		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WLRT	Hampton	C	1490	1.0	1.00	Equity Bcstg Corp	48	8611	485		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVAB	Virginia Beach	D	1550	5.0	0.01	a Cowan, Ronald, Jr	54	9202	150		News	500		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCPK	Chesapeake	D	1600	4.2	0.02	Willis Bcstg Corp	67	0007		sw	Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHKT	Portsmouth	B	1650	10.0	1.00	j ABC/Disney	99	0209		d1	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		# AM Stations -		17	# Combos -		13	AM TOTALS				10.5	10.6	11.6	11.4	10.5	8.5	7.9	10.1	9.2		
		AM & FM Stations Profiled -		36	# Duopolies -		14	Total Local Commercial Share				83.1	84.8	83.1	84.5	84.6	84.9	85.5	83.4			

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 41

Revenue Rank: 29

Indianapolis, IN Market Overview



Metro Counties / Population (000)

Boone, IN	47.3
Hamilton, IN	196.6
Hancock, IN	57.0
Hendricks, IN	109.6
Johnson, IN	119.6
Marion, IN	864.2
Morgan, IN	68.2
Shelby, IN	43.9
Total	1,506.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$70,000	\$80,200	\$85,200	\$91,600	\$90,700	\$99,600
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.8%	\$105,600	\$113,000	\$119,300	\$125,800	\$132,100	5.8%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$4.39/1,000	2007 \$4.62/1,000	Est. Breakout		Local 81%	
Revenue/Capita	\$51.06	\$66.12	\$82.93			National 19%	

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	1,371.0	1,506.4	1.9%	1,506.4	1,593.0
Households	530.7	591.1	2.2%	591.1	630.4	1.3%
Retail Sales	NA ^{1/}	22,662.7	NA ^{1/}	22,662.7	28,600.3	4.8%
EBI ^{2/}	24,340.8	31,938.6	5.6%	31,938.6	42,615.3	5.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	733.9	139.2	67.1	66.5	111.9	123.9	101.8	123.5
Women (000)	772.5	132.4	64.7	67.3	113.3	126.9	106.2	161.8
Total	1,506.4	271.7	131.9	133.8	225.1	250.8	207.9	285.3
Percentage	100.0%	18.0%	8.8%	8.9%	14.9%	16.6%	13.8%	18.9%
Per Capita	\$ 21,201							
Median Household				\$ 43,866				
Avg Household							\$ 54,028	
Ethnic Population:	White 80.9%	Black 14.6%	Asian 1.4%	Hispanic 3.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	10		14	19	10	29
Tot 12+	20.5	53.7		70.7	74.2	12.6	86.8
Avg 12+	2.3	5.4		5.1	3.9	1.3	3.0
Tot LCS	23.6	61.9		81.5	85.5	14.5	100.0
Avg LCS	2.6	6.2		5.8	4.5	1.5	3.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WTTS	Bloomington	B	92.3	37.0	1089		Sarkes Tarzian Inc	60				AAA	2,400	0.96	2.5	2.9	2.6	2.5	2.4	2.8	2.1	2.2	1.7
• WNOU	Indianapolis	B	93.1	13.4 cp	991	b	Emmis	60	9406	26,000	c1	CHR	4,200	0.65	6.5	5.7	5.3	5.3	5.3	5.6	6.3	5.3	5.5
WGRL	Noblesville	A	93.9	3.3	453	e	Susquehanna Radio	93	9706	4,300		80s Hits	2,000	0.72	2.8	2.0	2.0	2.1	2.3	2.6	2.7	3.5	1.1
WFBO	Indianapolis	B	94.7	58.0	804	c	Clear Channel Comm	59	0008		g	AOR	15,700	1.59	9.9	8.7	8.6	9.2	8.5	7.9	9.4	8.6	8.4
WFMS	Indianapolis	B	95.5	13.0	991	e	Susquehanna Radio	57				Country	13,100	1.03	12.8	10.6	11.3	10.5	12.9	13.0	11.4	10.6	9.3
• WIJY	Franklin	A	95.9	3.0	299	h	Pilgrim Comm LLC	61	9710		na	Talk	450			0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHHH	Indianapolis	A	96.3	3.3	285	g	Radio One Inc	91	0006		g3	Urban	4,500	0.58	7.8	8.0	7.1	6.4	6.3	7.4	7.8	6.0	6.0
WENS	Shelbyville	B	97.1	23.0	732	b	Emmis	64	8106	1,200		AC	5,000	1.39	3.6	2.8	2.8	2.7	2.8	2.8	2.8	3.0	3.8
• WRDZ	Plainfield	A	98.3	3.0	299		ABC/Disney	64	0306	5,600		ChrsContem	1,900	1.12	1.7	0.6	1.3	1.6	1.3	1.2	1.4	1.6	1.6
• WZPL	Greenfield	B	99.5	19.0	774	f	MyStar Comm Corp	62	9405	10,800		Hot AC	4,200	1.17	3.6	3.6	3.6	3.4	3.4	2.9	2.9	2.8	3.9
• WYJZ	Speedway	A	100.9	3.4 cp	443	g	Radio One Inc	67	0006		g3	Smooth Jazz	650	0.27	2.4	1.7	2.0	1.5	2.3	2.0	2.1	2.2	2.1
WKLU	Brownsburg	A	101.9	3.7	253		Quinn Family	92				Clsc Rock	1,100	1.00	1.1	0.8	0.6	1.0	0.8	0.9	0.9	0.9	1.0
WCBK	Martinsville	A	102.3	6.0	308	a	Mid-Amer Radio Grp	68	9709		sw	Country	300		0.6	0.6	0.6	0.7	0.0	1.0	0.0	0.5	0.5
WRZX	Indianapolis	B	103.3	18.0	850	c	Clear Channel Comm	64	0008		g	Alternative	7,200	1.10	6.6	4.8	5.1	4.4	4.9	5.5	6.3	4.8	6.5
WGLD	Indianapolis	B	104.5	50.0	492	e	Susquehanna Radio	41	9310	7,150		Oldies	7,000	0.90	7.8	5.7	6.0	6.6	7.2	7.3	6.6	6.3	6.8
• WYXB	Indianapolis	B	105.7	50.0	492	b	Emmis	68	9711	14,980	c2	Soft AC	4,900	0.91	5.4	4.1	4.7	4.9	5.0	4.2	4.3	4.8	5.6
WTLC	Greenwood	A	106.7	6.0 cp	279	g	Radio One Inc	94	0006		g3	Urban/AC	5,500	0.97	5.7	5.3	5.9	5.6	5.0	4.3	5.4	4.9	5.1
WEDJ	Danville	A	107.1	1.8	604	d	Continental Bcst Grp	75	9311		st	Spn/Nws/Me	500		0.5	0.5	1.0	0.5	0.4	0.5	0.4	0.7	0.0
WTPI	Indianapolis	B	107.9	22.0	761	f	MyStar Comm Corp	84	9001	12,000		Lite Rock	5,300	1.11	4.8	3.6	3.7	4.6	3.2	4.3	3.8	4.8	3.7
# FM Stations -					19	# Combos -					16	FM TOTALS			86.1	72.6	74.2	73.5	74.0	76.2	76.6	73.5	72.6

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WSYW	Indianapolis	D	810	0.3	0.00	d	Continental Bcst Grp	63	9311		st	Span/Mexcn	400		0.5	1.2	0.5	1.0	0.0	0.0	0.0	0.7	0.9
WXLW	Indianapolis	D	950	5.0	0.12	h	Pilgrim Comm LLC	48	9508	700		Sports	200			0.9	0.5	0.5	0.6	0.0	0.0	0.0	0.0
WIBC	Indianapolis	B	1070	50.0	10.00	b	Emmis	38	9406		c1	Nws/Tlk/Spt	9,500	1.10	8.7	6.9	7.5	8.3	7.4	6.7	7.0	7.6	8.9
WNDE	Indianapolis	B	1260	5.0	5.00	c	Clear Channel Comm	24	0008		g	Sports	1,900	0.95	2.0	1.4	1.2	1.5	1.7	1.3	1.4	2.2	1.9
• WTLC	Indianapolis	B	1310	5.0	1.00	g	Radio One Inc	41	0104		g	Urban	1,000	0.53	1.9	2.3	2.0	1.7	1.5	1.6	1.9	2.0	1.2
WXNT	Indianapolis	B	1430	5.0	5.00	f	MyStar Comm Corp	23	9405	575		News/Talk	700		0.9	1.0	0.9	1.0	0.8	0.0	0.5	1.0	1.6
• WBRI	Indianapolis	D	1500	5.0	0.00		Wilkins Comm	64	0306	1,500		Religion				0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0
WKWH	Shelbyville	B	1520	1.0	0.25		RSE Broadcasting	61	9912	250		Clsc Hits				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMCB	Martinsville	D	1540	0.5	0.00	a	Mid-Amer Radio Grp	67	9709		sw	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNTS	Beech Grove	B	1590	5.0	0.50		S & M Bcstg Co Inc	56	7404			Religion				0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.4
# AM Stations -					10	# Combos -					7	AM TOTALS			14.1	14.2	12.6	14.5	12.4	9.6	10.8	13.5	14.9
AM & FM Stations Profiled -					29	# Duopolies -					6	Total Local Commercial Share			86.8	86.8	88.0	86.4	85.8	87.4	87.0	87.5	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 42

Revenue Rank: 36

Austin, TX Market Overview



Metro Counties / Population (000)

Bastrop, TX	62.3
Caldwell, TX	33.3
Hays, TX	104.6
Travis, TX	858.0
Williamson, TX	275.3
Total	1,333.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$56,300	\$64,300	\$77,800	\$89,500	\$79,900	\$82,300	7.9%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	3.0%	\$86,600	\$92,700	\$97,800	\$103,200	\$108,300	5.6%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$2.59/1,000	\$2.29/1,000	Local 80%
Revenue/Capita	\$53.90	\$61.72	\$70.30	National 20%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	1,044.6	1,333.5	5.0%	1,333.5	1,540.6	2.9%
Households	403.7	502.3	4.5%	502.3	577.0	2.8%
Retail Sales	NA ^{1/}	31,764.7	NA ^{1/}	31,764.7	47,195.0	8.2%
EBI ^{2/}	17,954.0	32,309.5	12.5%	32,309.5	52,120.3	10.0%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	675.6	117.9	56.9	93.8	125.0	112.1	86.7	83.1
Women (000)	657.9	111.0	53.2	86.7	111.2	107.5	85.8	102.6
Total	1,333.5	228.9	110.2	180.4	236.2	219.6	172.5	185.7
Percentage	100.0%	17.2%	8.3%	13.5%	17.7%	16.5%	12.9%	13.9%
Per Capita	\$ 15,278							
			Median Household	\$ 33,365			Avg Household	\$ 41,301
Ethnic Population:	White 72.2%		Black 7.8%		Asian 3.7%		Hispanic 26.8%	

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	2		17	16	19	12	31
Tot 12+	0.9		63.2	63.0	64.1	12.4	76.5
Avg 12+	0.5		3.7	3.9	3.4	1.0	2.5
Tot LCS	1.2		82.6	82.4	83.8	16.2	100.0
Avg LCS	0.6		4.9	5.1	4.4	1.4	3.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Killeen-Temple.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
• KQJZ	Hutto	A	92.1	1.7	449	e	Central Texas Radio	80	0104		nc	Smooth Jazz	200		0.7	1.1	0.5	0.4	1.1	0.4	0.5	0.4	0.8
KKLB	Elgin	A	92.5	1.6	449	d	Garcia, Lorenzo	92				3 Tejano	900		0.7	0.4	0.4	0.8	1.1	0.0	0.8	0.5	0.8
• KDHT	Cedar Park	C	93.3	100.0	cp	1926	a	Emmis	61	0306		st 2 Hip Hop	950	0.38	3.0	3.0	3.0	2.8	3.2	2.7	2.1	2.7	1.9
KLBJ	Austin	C	93.7	97.0		1050	a	Emmis	60	0306		st 2 Rock	6,500	1.61	4.9	3.3	3.6	2.7	4.5	4.4	3.4	3.8	3.6
KAMX	Luling	C	94.7	100.0		1306	c	Infinity Bcstg	87	0102		g1 Modem AC	6,400	1.56	5.0	2.9	3.4	4.9	4.1	3.8	3.7	4.5	3.4
KKMJ	Austin	C1	95.5	50.0		1306	c	Infinity Bcstg	68	0102		g1 Soft Rock	6,800	1.29	6.4	5.4	5.2	4.4	4.8	4.9	4.3	5.7	4.9
KHFI	Georgetown	C1	96.7	100.0		951	b	Clear Channel Comm	72	9303	3,500	g Top 40	4,000	0.99	4.9	3.3	3.2	2.9	3.3	4.5	3.5	3.5	3.6
KVET	Austin	C1	98.1	49.8		1303	b	Clear Channel Comm	50	0008		g Country	5,800	0.99	7.1	6.4	6.0	7.2	8.0	5.2	5.2	5.1	6.4
• KHHL	Leander	C2	98.9	40.0	cp	404	f	Amigo Bcstg LP	76	0203	22,000	g Mexican	1,000	0.26	4.6	4.0	4.9	2.3	2.8	4.1	5.6	3.3	1.1
KASE	Austin	C	100.7	100.0		1191	b	Clear Channel Comm	69	0008		g Country	10,000	1.17	10.4	8.2	8.5	7.9	7.6	8.5	8.0	8.2	7.3
KROX	Buda	C2	101.5	12.5	cp	843	a	Emmis	84	0306		st 2 Alternative	5,050	1.02	6.0	3.9	4.3	4.3	4.0	3.5	5.3	5.2	4.4
KPEZ	Austin	C2	102.3	26.0		686	b	Clear Channel Comm	76	8205	1,600	g Clsc Rock	3,100	0.92	4.1	2.6	3.6	3.8	2.8	3.2	3.7	2.6	3.1
KEYI	San Marcos	C	103.5	100.0		1257	a	Emmis	71	0306		st 2 Oldies	2,500	0.56	5.4	5.2	3.4	3.8	3.4	4.3	3.5	4.2	4.7
KQBT	Taylor	C2	104.3	48.0		492	c	Infinity Bcstg	75	0102		g1 CHR	5,500	0.80	8.4	4.7	5.9	8.4	7.8	6.4	6.7	7.2	5.5
KXXS	Marble Falls	C2	104.9	9.5		804	f	Amigo Bcstg LP	84	0006	7,650	g Mexican	1,000	0.61	2.0	0.7	0.6	0.9	0.6	1.2	0.8	0.9	3.2
KFMK	Round Rock	C2	105.9	4.5		1303	b	Clear Channel Comm	98	0008		g Rhymc/Oldes	3,300	1.00	4.0	4.2	2.0	3.2	2.7	2.9	3.5	3.0	2.8
KQQT	Gonzales	C3	106.3	15.0		423	e	Central Texas Radio	86	0104		nc Smooth Jazz	150		0.3	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.5
KGSR	Bastrop	C2	107.1	39.0		499	a	Emmis	86	0306		st 2 AAA	6,100	1.40	5.3	4.1	4.4	4.5	4.1	4.4	4.6	3.2	4.0
• KINV	Georgetown	C3	107.7	25.0		328		Univision Comm Inc	91	0303	16,000	1 Alternative	2,300	1.55	1.8	1.6	1.1	0.6	1.2	1.6	1.6	1.3	1.0
# FM Stations -					19	# Combos -					18	FM TOTALS			85.0	65.1	64.1	65.8	67.3	66.1	66.9	65.4	63.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
KLBJ	Austin	B	590	5.0	1.00	a	Emmis	39	0306		st	2 News/Talk	6,100	1.00	7.4	5.6	5.9	6.0	6.8	5.4	5.5	5.6	6.3
KIXL	Del Valle	B	970	1.0	1.00		KIXL Bcstg Corp	59	9506	1,400		Chrst/Talk	900	1.09	1.0	0.7	0.5	0.5	0.6	0.5	0.8	0.9	0.8
KFIT	Lockhart	D	1060	2.0	0.00		Onyx Bcstg Co	67	9106	400		Gospel	300		0.1	0.0	0.0	0.6	0.0	0.0	0.0	0.4	0.0
KWNX	Taylor	D	1260	1.0	0.14		Sendero Multimedia	48	0005			1 News/Talk	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KVET	Austin	B	1300	5.0	1.00	b	Clear Channel Comm	46	0008	290		Sprts/Talk	1,500	0.83	2.2	1.6	1.8	1.9	2.4	1.8	1.4	1.4	2.3
KJCE	Rollingwood	B	1370	5.0	0.50	c	Infinity Bcstg	58	0102		g1	Talk	425		0.7	0.9	1.3	0.7	0.8	1.2	0.0	0.0	1.0
KELG	Manor	B	1440	0.8	cp	0.50	d	Garcia, Lorenzo	81	8508	262	3 Mexican	800		0.9	1.0	1.2	0.0	0.8	0.4	0.9	0.9	0.7
KUOL	San Marcos	B	1470	0.5	cp	0.25		La Radio Cristiana	48	9704		na Span/Chrst			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KFON	Austin	C	1490	1.0	1.00		Pecan Partners	22	0008	1,100		3 Mexican	300	0.36	1.0	1.0	0.8	0.0	0.0	1.1	0.6	0.9	0.6
KQQA	Creedmoor	D	1530	10.0	cp	0.01		Yellow Rose Comm	62	9701	623	Mexican	100	0.08	1.5	0.5	0.8	0.0	0.5	0.9	0.4	1.6	1.6
KTXZ	West Lake Hills	B	1560	2.5	2.50	d	Garcia, Lorenzo	82	9506	342		3 Span/Top40	100		0.4	0.4	0.0	0.0	0.0	0.4	0.0	0.5	0.4
KOKE	Pflugerville	B	1600	5.0	0.70	f	Amigo Bcstg LP	00	0208	3,000		Christian			0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					12	# Combos -					6	AM TOTALS			15.2	11.7	12.4	9.7	11.9	11.7	9.6	12.2	13.7
AM & FM Stations Profiled -					31	# Duopolies -					9	Total Local Commercial Share			76.8	76.5	75.5	79.2	77.8	76.5	77.6	76.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 43

Revenue Rank: 56

Greensboro-Winston Salem-High Point, NC Market



Metro Counties / Population (000)

Alamance, NC	134.2
Davidson, NC	149.9
Davie, NC	36.1
Forsyth, NC	310.6
Guilford, NC	430.8
Randolph, NC	134.3
Stokes, NC	46.0
Yadkin, NC	37.4
Total	1,279.3

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$38,400	\$45,000	\$46,900	\$48,600	\$43,400	\$45,400	3.4%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.6%	\$48,000	\$51,400	\$55,000	\$58,000	\$60,900	6.1%

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout
	NA ^{1/}	\$2.79/1,000	\$3.21/1,000	Local 65% National 35%
	\$33.43	\$35.49	\$44.95	

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA Population	1997	2002	Growth Rate	2002	2007	Growth Rate
	1,148.7	1,279.3	2.2%	1,279.3	1,354.7	1.2%
Households	456.2	510.8	2.3%	510.8	543.5	1.2%
Retail Sales	NA ^{1/}	16,267.3	NA ^{1/}	16,267.3	18,952.0	3.1%
EBI ^{2/}	17,708.8	23,512.3	5.8%	23,512.3	30,049.3	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	617.3	105.1	51.0	60.3	92.0	98.6	88.3	122.0
Women (000)	662.0	100.3	48.9	63.3	92.3	101.0	94.8	161.4
Total	1,279.3	205.4	99.9	123.6	184.3	199.6	183.1	283.4
Percentage	100.0%	16.1%	7.8%	9.7%	14.4%	15.6%	14.3%	22.2%
Per Capita	\$ 18,379							
			Median Household	\$ 37,279			Avg Household	\$ 46,031
Ethnic Population:	White 73.7%		Black 20.4%		Asian 1.5%		Hispanic 5.6%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	14	14	27	41
Tot 12+	1.1		63.2	64.3	64.3	8.4	72.7
Avg 12+	1.1		4.9	4.6	4.6	0.3	1.8
Tot LCS	1.5		86.9	88.4	88.4	11.6	100.0
Avg LCS	1.5		6.7	6.3	6.3	0.4	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Raleigh

FM Stations										ARB 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
			Freq	(kW)									Revenue (000)1/	Power Ratio		2003	2003	2003	2002	2002	2002	2002	2001
WKRR	Asheboro	C	92.3	100.0	1289	c	Dick Bcstg Co Inc	48	8503	2,000		Clsc Rock	2,900	1.18	5.4	3.6	4.0	3.8	4.1	4.1	4.6	3.5	3.4
• WMOX	Winston-Salem	C	93.1	100.0	1099	b	Entercom	47	9912		g3	Oldies	3,600	0.84	9.4	5.8	6.1	5.2	6.2	6.2	7.7	6.8	6.3
WTHZ	Lexington	C	94.1	100.0	1014	a	Davidson Cnty Bcstg	49				80s Hits	600	0.46	2.9	2.7	3.1	2.1	1.7	2.1	1.2	2.4	2.5
WGBT	Eden	C1	94.5	91.0	981	f	Clear Channel Comm	49	9607		g1	CHR/Rhymc	1,500	1.57	2.1	2.5	3.9	2.1	1.5	1.0	1.4	1.7	2.0
WQMG	Greensboro	C	97.1	100.0	1230	b	Entercom	62	9912		g3	Urban	4,550	0.99	10.1	6.6	7.9	7.9	6.9	6.9	7.4	7.5	7.2
WBRF	Galax	C	98.1	96.0	1755	b	Blue Ridge Radio	61				Country	200	0.37	1.2	1.2	1.4	0.8	1.0	1.0	0.7	0.8	0.9
WIST	Thomasville	A	98.3	1.7	420	i	GHB Bcstg	49	9701	925		Nostalgia	200	0.37	1.2	1.3	1.1	1.5	1.1	1.1	0.7	0.8	0.9
WOZN	Greensboro	C0	98.7	100.0 cp	1073	b	Entercom	58	0202	20,500	c1	Modern AC	2,600	1.24	4.6	3.8	3.6	3.4	3.1	3.1	4.1	3.0	3.0
WMAG	High Point	C	99.5	100.0	1496	f	Clear Channel Comm	46	0008		g	AC	5,000	1.24	8.9	5.8	6.0	6.7	5.8	6.5	5.5	6.1	7.5
WVBZ	High Point	C0	100.3	100.0 cp	1125	f	Clear Channel Comm	53	0008		g	Rock	2,000	0.76	5.8	3.8	3.9	4.5	4.1	4.6	3.5	4.9	3.6
WKXU	Burlington	C	101.1	100.0	1191	d	Curtis Media Group	46	9001	See (46)		Country	n/a		2.4	2.3	2.0	2.1	2.2	1.3	1.9	2.1	1.7
WJMH	Reidsville	C	102.1	100.0	1204	b	Entercom	48	9912		g3	Urban	4,300	0.80	11.9	7.2	6.7	7.3	8.5	9.0	8.8	8.3	8.2
WTQR	Winston-Salem	C	104.1	100.0	1453	f	Clear Channel Comm	47	9607		g1	Country	7,800	1.40	12.3	10.2	9.5	10.6	8.5	9.4	10.1	8.2	7.9
WKZL	Winston-Salem	C	107.5	100.0	994	c	Dick Bcstg Co Inc	72	9210	6,500	g	CHR	3,800	0.97	8.6	4.7	5.1	6.4	6.2	5.8	7.1	5.7	6.2
			# FM Stations -		14	# Combos -		12				FM TOTALS		86.8	61.5	64.3	64.4	60.9	62.1	64.7	61.8	61.3	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 43

Revenue Rank: 56

Greensboro-Winston Salem-High Point, NC Market



Metro Counties / Population (000)

Alamance, NC	134.2
Davidson, NC	149.9
Davie, NC	36.1
Forsyth, NC	310.6
Guilford, NC	430.8
Randolph, NC	134.3
Stokes, NC	46.0
Yadkin, NC	37.4
Total	1,279.3

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$38,400	\$45,000	\$46,900	\$48,600	\$43,400	\$45,400	3.4%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.6%	\$48,000	\$51,400	\$55,000	\$58,000	\$60,900	6.1%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$2.79/1,000	\$3.21/1,000	Local	65%		
Revenue/Capita	\$33.43	\$35.49	\$44.95	National	35%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,148.7	1,279.3	2.2%	1,279.3	1,354.7	1.2%
Households	456.2	510.8	2.3%	510.8	543.5	1.2%
Retail Sales	NA ^{1/}	16,267.3	NA ^{1/}	16,267.3	18,952.0	3.1%
EBI ^{2/}	17,708.8	23,512.3	5.8%	23,512.3	30,049.3	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	617.3	105.1	51.0	60.3	92.0	98.6	88.3	122.0
Women (000)	662.0	100.3	48.9	63.3	92.3	101.0	94.8	161.4
Total	1,279.3	205.4	99.9	123.6	184.3	199.6	183.1	283.4
Percentage	100.0%	16.1%	7.8%	9.7%	14.4%	15.6%	14.3%	22.2%
Per Capita	\$ 18,379	Median Household		\$ 37,279	Avg Household		\$ 46,031	
Ethnic Population:	White 73.7%	Black 20.4%	Asian 1.5%	Hispanic 5.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	14	14	27	41
Tot 12+	1.1		63.2	64.3	64.3	8.4	72.7
Avg 12+	1.1		4.9	4.6	4.6	0.3	1.8
Tot LCS	1.5		86.9	88.4	88.4	11.6	100.0
Avg LCS	1.5		6.7	6.3	6.3	0.4	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Raleigh

AM Stations		ARB 12+ Metro Shares (see rights)																						
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																2003	2003	2003	2002	2002	2002	2002	2001	
WSJS	Winston-Salem	B	600	5.0	5.00	e	Infinity Bcstg	30	0008		g2	Nws/Tlk/Spt	2,900	1.18	5.4	3.8	3.5	3.8	5.0	3.4	3.3	4.5	4.4	
WZOO	Asheboro	D	710	1.0	0.00		Faith Enterprises	71	8611			Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WIST	Thomasville	D	790	2.5	0.03	i	GHB Bcstg	47	0009	350		Nostalgia	800		0.2	0.3	0.1	0.0	0.0	0.0	0.5	0.0	0.0	
WTRU	Kernersville	B	830	50.0	10.00	g	Truth Bcstg	70	0008		g	Christian				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPIP	Winston-Salem	D	880	0.9	0.00		Berean Chrstn Sch	95				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPCM	Burlington-Graha	D	920	5.0	0.06		Curtis Media Group	41	9001		c2	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPET	Greensboro	D	950	0.5	0.08	b	Entercom	54	0202		c1	Gospel	300		0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.6	
WAAA	Winston-Salem	D	980	1.0	0.00		Media Bcstg	50	5609			Gsp/Jaz/R&B	100		0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	
WSGH	Lewisville	D	1040	9.1	0.18	h	Baker Family Stns	86				Spanish	300		0.8	1.2	0.4	0.0	0.5	1.1	0.5	0.0	0.7	
WGSB	Mebane	D	1060	1.0	0.00		Radio Train Network	73	0008		g	ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGOS	High Point	D	1070	1.0	0.00		Ritchy Bcstg	47	7906			Cntry/Gospl	200		0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	
WKTE	King	D	1090	1.0	0.00		Boothnewsom Bcstg	63				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBAG	Burlington-Graha	D	1150	1.0	0.05		Gray Bcstg LLC	46	9811	150		Nws/Tlk/Var	100		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	
WSML	Graham	B	1200	10.0	1.00	e	Infinity Bcstg	67	0008		g2	Nws/Tlk/Spt			0.2	0.1	0.1	0.2	0.3	0.1	0.1	0.3	0.2	
WMFR	High Point	C	1230	1.0	1.00	e	Infinity Bcstg	35	0008		g2	Nws/Tlk/Spt	500		0.5	1.0	0.8	1.2	0.6	0.0	0.0	0.6	0.7	
WKXR	Asheboro	B	1260	5.0	0.50		Randolph Bcstg	47	8606	500		Country	100		0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	
WCOG	Greensboro	B	1320	5.0 cp	5.00	g	Truth Bcstg	48	9906	500		Children	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPOL	Winston-Salem	C	1340	1.0	1.00	g	Truth Bcstg	37	0006	450 sw		Gospel			1.4	0.7	0.6	1.0	1.0	1.0	0.5	1.1		
WTOB	Winston-Salem	B	1380	5.0	2.50	g	Truth Bcstg	47	9611			Span/Varty			0.4	0.5	0.4	0.2	0.4	0.3	1.0	0.0		
WKEW	Greensboro	C	1400	1.0	1.00	g	Truth Bcstg	42	0009			Gospel	500	0.85	1.3	0.9	1.0	1.0	0.8	0.8	1.0	0.9		
WLXN	Lexington	B	1440	5.0	1.00	a	Davidson Cnty Bcstg	46				Nws/Tlk/Spt				0.0	0.4	0.0	0.0	0.0	0.0	0.0		
WWBG	Greensboro	B	1470	10.0	5.00	g	Truth Bcstg	99	9704	85 cp		Span/Varty			0.7	0.3	0.3	0.2	1.2	0.8	1.2	0.0		
WSMX	Winston-Salem	D	1500	1.0	0.00		Watson Production Co	64	8206	600		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WEAL	Greensboro	D	1510	1.0	0.00	b	Entercom	62	9912		g3	Gospel	150	0.24	1.4	1.4	0.8	0.8	0.7	1.6	0.8	0.8		
WDSL	Mocksville	D	1520	5.0	0.00		Davie Bcstg Inc	64	9810	30		BIGrs/Cntry				0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBFI	Winston-Salem	D	1550	1.0	0.00	j	Word of Life Bcstg	66	8306	281		Chrst/Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● WYSR	High Point	D	1590	1.4	0.01		Eastern Bcstg Gr Inc	53	0210	417	al	Sports	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0		
				# AM Stations -		27	# Combos -		15	AM TOTALS						13.2	11.2	8.4	8.4	10.5	9.5	9.9	9.4	9.3
				AM & FM Stations Profiled -		41	# Duopolies -		10	Total Local Commercial Share						72.7	72.7	72.8	71.4	71.6	74.6	71.2	70.6	

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 44

Revenue Rank: 40

New Orleans, LA Market Overview



Metro Counties / Population (000)

Jefferson, LA	451.7
Orleans, LA	477.7
St. Bernard, LA	66.6
St. Charles, LA	48.4
St. John the Baptist	43.5
St. Tammany, LA	197.1
Total	1,285.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$49,800	\$54,400	\$59,400	\$61,400	\$60,500	\$65,400
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.60/1,000	\$5.31/1,000	Local	84%		
	\$39.31	\$50.89	\$67.55	National	16%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	1,267.0	1,285.0	0.3%	1,285.0	1,280.5
Households	467.9	490.2	0.9%	490.2	494.8	0.2%
Retail Sales	NA ^{1/}	14,232.5	NA ^{1/}	14,232.5	16,285.8	2.7%
EBI ^{2/}	18,026.4	21,769.0	3.8%	21,769.0	26,574.6	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	613.8	112.0	61.6	61.2	82.5	95.4	89.3	111.9
Women (000)	671.1	107.4	59.5	65.9	89.5	103.2	96.7	148.9
Total	1,285.0	219.4	121.1	127.0	172.0	198.6	186.0	260.7
Percentage	100.0%	17.1%	9.4%	9.9%	13.4%	15.5%	14.5%	20.3%
Per Capita	\$ 16,941							
Median Household				\$ 34,592				
Avg Household							\$ 44,408	
Ethnic Population:	White	56.5%	Black	38.1%	Asian	2.3%	Hispanic	4.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		16	14	18	17	35
Tot 12+	0.1		68.8	67.4	68.9	17.1	86.0
Avg 12+	0.1		4.3	4.8	3.8	1.0	2.5
Tot LCS	0.1		80.0	78.4	80.1	19.9	100.0
Avg LCS	0.1		5.0	5.6	4.5	1.2	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)			
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
• WCKW	Laplace	C	92.3	100.0	1946	d	Citadel Bcstg Corp	66	0309 p	14,250		Hot AC	1,400	1.13	1.9	1.5	1.6	2.1	1.5	1.9	1.5	1.5	1.5
WQUE	New Orleans	C	93.3	100.0	984	c	Clear Channel Comm	49	8409		g2	Urban	6,800	0.70	14.9	13.8	13.2	12.7	12.2	12.7	12.6	13.0	13.2
WTIX	Galliano	C1	94.3	100.0	981		Fleur de Lis Bcstg	75	9509	800		Oldies	600	0.83	1.1	0.9	0.9	1.1	1.0	0.7	1.3	1.0	0.9
• WOPR	Lacombe	A	94.7	5.2	348	e	Citadel Bcstg Corp	96	0309		g4	Inspiration			0.2	0.2	0.1	0.2	0.1	0.2	0.1	0.2	0.3
• WPRF	Reserve	C3	94.9	13.5	440	e	Citadel Bcstg Corp	92	0309		g4	Inspiration	400	0.61	1.0	1.1	1.4	1.9	0.7	0.5	0.6	0.9	1.5
WTKL	New Orleans	C	95.7	100.0	984	a	Entercom	53	9912		g3	Oldies	3,700	0.93	6.1	4.5	4.8	4.8	5.0	5.8	5.0	5.6	4.7
WEZB	New Orleans	C	97.1	100.0	984	a	Entercom	45	9912		g3	CHR	3,300	0.92	5.5	4.3	5.5	4.5	4.9	4.9	4.4	5.3	4.5
WYLD	New Orleans	C1	98.5	100.0	902	c	Clear Channel Comm	71	9303	7,500	c1	Urban AC	6,200	0.97	9.8	9.9	9.1	9.4	8.2	8.5	9.1	8.2	8.0
WRNO	New Orleans	C	99.5	100.0	1004	c	Clear Channel Comm	67	0208	12,500	sw	Clsc Rock	3,400	1.27	4.1	4.4	3.9	4.3	4.2	3.5	3.6	3.6	3.3
WNOE	New Orleans	C	101.1	100.0	1004	c	Clear Channel Comm	68	9607		g1	Country	4,500	1.03	6.7	7.3	7.2	7.1	5.4	5.6	6.7	5.4	5.5
WLMG	New Orleans	C	101.9	100.0	984	a	Entercom	70	9912		g3	Soft AC	5,800	1.18	7.5	6.4	5.2	5.7	6.6	6.4	6.4	6.6	6.5
• KMEZ	Belle Chasse	C3	102.9	4.7	604	e	Citadel Bcstg Corp	90	0309		g4	Urban/Oldes	2,600	0.52	7.6	5.0	6.0	5.4	5.4	6.5	8.0	6.0	5.7
KSTE	Houma	C	104.1	100.0	1946	c	Clear Channel Comm	68	9702	6,750		Hot AC	1,100	1.20	1.4	1.4	1.2	1.4	1.2	1.2	1.1	1.1	1.5
KNOU	Empire	C2	104.5	7.8	850		On Top Comm Inc	01	0212	8,500		Urban CHR	500	0.29	2.6	3.1	2.3	2.2	2.1	2.6	2.8	1.9	1.7
WJSH	Folsom	A	104.7	6.0	328		Southwest Bcstg Inc	96	0101	975		70s & 80s				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKZN	Kenner	C1	105.3	100.0	902	a	Entercom	70	9912		g3	Hot AC	4,300	1.53	4.3	2.8	3.1	3.6	3.5	3.5	4.4	3.8	3.2
WKSJ	Picayune	C2	106.1	50.0 cp	492		Guaranty Bcstg Co	73	9705	2,000		Soft AC	200		0.5	0.4	0.0	0.5	0.4	0.4	0.6	0.4	0.4
• KKND	Port Sulphur	C1	106.7	98.0	981	e	Citadel Bcstg Corp	85	0309		g4	Modern Rock	3,600	1.15	4.8	3.7	3.4	3.3	4.1	3.7	3.9	3.9	5.1
# FM Stations -					18	# Combos -					14	FM TOTALS			80.0	70.7	68.9	70.2	66.5	68.6	72.1	68.4	67.5

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 44

Revenue Rank: 40

New Orleans, LA Market Overview



Metro Counties / Population (000)

Jefferson, LA	451.7
Orleans, LA	477.7
St. Bernard, LA	66.6
St. Charles, LA	48.4
St. John the Baptist	43.5
St. Tammany, LA	197.1
Total	1,285.0

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$49,800	\$54,400	\$59,400	\$61,400	\$60,500	\$65,400
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.60/1,000	\$5.31/1,000	Local	84%	National	16%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	8.1%	\$69,100	\$74,000	\$78,100	\$82,300	\$86,500	5.7%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA Population Households Retail Sales EBI ^{2/}	1997	2002	Growth Rate	2002	2007	Growth Rate
		1,267.0	1,285.0	0.3%	1,285.0	1,280.5
	467.9	490.2	0.9%	490.2	494.8	0.2%
	NA ^{1/}	14,232.5	NA ^{1/}	14,232.5	16,285.8	2.7%
	18,026.4	21,769.0	3.8%	21,769.0	26,574.6	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	613.8	112.0	61.6	61.2	82.5	95.4	89.3	111.9
Women (000)	671.1	107.4	59.5	65.9	89.5	103.2	96.7	148.9
Total	1,285.0	219.4	121.1	127.0	172.0	198.6	186.0	260.7
Percentage	100.0%	17.1%	9.4%	9.9%	13.4%	15.5%	14.5%	20.3%
Per Capita	\$ 16,941							
Median Household					\$ 34,592			
Avg Household								\$ 44,408
Ethnic Population:	White	56.5%	Black	38.1%	Asian	2.3%	Hispanic	4.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		16	14	18	17	35
Tot 12+	0.1		68.8	67.4	68.9	17.1	86.0
Avg 12+	0.1		4.3	4.8	3.8	1.0	2.5
Tot LCS	0.1		80.0	78.4	80.1	19.9	100.0
Avg LCS	0.1		5.0	5.6	4.5	1.2	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

AM Stations														ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
				Power (kW)	Power (kW)											2003	2003	2003	2002	2002	2002	2002	2001		
WVOG	New Orleans	D	600	1.0	0.00		F.W. Robbert Bcstg	64	7406			Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTIX	New Orleans	B	690	10.0	5.00		GHB Bcstg	48	9202	800		News/Talk	300		0.5	1.0	1.0	0.7	0.7	0.4	0.5	0.5	0.5	0.4	
WASO	Covington	D	730	0.3	0.03		America First Comm	53	9207	200		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKNO	Gretna	D	750	0.3	0.00		Blakes, Robert C, Sr	89	9308	275		Christian	200		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
WSHO	New Orleans	B	800	1.0	0.23		Shadowlands Comm	26	9504	675		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFNO	Norco	B	830	5.0	0.75	b	MC Media LLC	87	9611	700		Span/Varty	200		0.3	0.0	0.6	0.0	0.9	0.5	0.0	0.4	0.0	0.0	
WWL	New Orleans	A	870	50.0	50.00	a	Entercom	22	9912		g3	Nws/Tlk/Spt	12,900	2.10	9.4	7.5	7.6	7.8	10.6	8.1	6.8	7.8	9.8	9.8	
WYLD	New Orleans	B	940	10.0	0.50	c	Clear Channel Comm	49	9303		c1	Gospel	700	0.26	4.1	3.0	2.3	2.8	3.5	3.7	3.2	4.1	3.3	3.3	
WGSO	New Orleans	B	990	1.0	0.40	b	MC Media LLC	46	9611	575		News/Talk	300		0.6	0.4	0.5	0.6	0.0	0.6	0.5	0.5	0.5	0.5	
WCKW	Garyville	D	1010	0.5	0.04	d	222 Corp		70			Gospel			0.1	0.0	0.0	0.4	0.0	0.0	0.4	0.0	0.0	0.0	
WLNO	New Orleans	B	1060	50.0	5.00		Communicom	25	9503	700		Religion			0.1	0.0	0.4	0.5	0.0	0.0	0.5	0.0	0.0	0.0	
WBOK	New Orleans	C	1230	1.0	1.00		Willis Bcstg Corp	51	8305	450		Gospel	700	0.89	1.2	1.1	1.1	0.9	0.9	0.9	0.8	1.4	1.0	1.0	
● WODT	New Orleans	B	1280	5.0	5.00	c	Clear Channel Comm	23	8409		g2	Sports	250	0.22	1.7	1.1	1.6	0.9	1.4	1.4	1.1	1.4	2.1	2.1	
WSMB	New Orleans	B	1350	5.0	5.00	a	Entercom	25	9912		g3	Talk	1,100	1.53	1.1	0.9	1.3	0.7	0.9	1.0	0.8	1.4	0.7	0.7	
● WBYU	New Orleans	C	1450	1.0	1.00		ABC/Disney	50	0302	1,500		Children	100			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KGLA	Gretna	D	1540	1.0	0.00		Crocodile Bcstg Corp	69	9202	300		Spanish AC	200		0.4	0.8	0.7	0.4	0.0	0.5	0.4	0.6	0.0	0.0	
WLSA	Slidell	D	1560	1.0	0.00		Mapa Bcstg LLC	63	9305		d	Sports				0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					17	# Combos -					7	AM TOTALS					19.6	16.3	17.1	16.1	19.3	17.1	15.0	18.5	17.8
AM & FM Stations Profiled -					35	# Duopolies -					10	Total Local Commercial Share					87.0	86.0	86.3	85.8	85.7	87.1	86.9	85.3	

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 45

Revenue Rank: 38

Nashville, TN Market Overview



Metro Counties / Population (000)

Cheatham, TN	37.1
Davidson, TN	570.8
Dickson, TN	44.4
Robertson, TN	56.4
Rutherford, TN	192.5
Sumner, TN	134.5
Williamson, TN	134.3
Wilson, TN	92.2
Total	1,262.2

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$58,500	\$63,000	\$70,300	\$77,500	\$73,100	\$79,200	6.2%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.3%	\$83,300	\$89,100	\$94,000	\$99,200	\$104,200	5.6%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.82/1,000	\$3.68/1,000	Local 80%
Revenue/Capita	\$51.84	\$62.75	\$77.98	National 20%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,128.4	1,262.2	2.3%	1,262.2	1,336.3	1.1%
Households	432.5	493.1	2.7%	493.1	526.6	1.3%
Retail Sales	NA ^{1/}	20,726.5	NA ^{1/}	20,726.5	28,327.1	6.4%
EBI ^{2/}	20,607.2	26,974.4	5.5%	26,974.4	36,277.3	6.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	617.5	106.8	53.5	66.1	96.8	102.5	88.7	103.1
Women (000)	644.6	101.4	50.5	65.4	96.0	106.5	91.6	133.3
Total	1,262.2	208.2	104.0	131.6	192.8	209.0	180.3	236.4
Percentage	100.0%	16.5%	8.2%	10.4%	15.3%	16.6%	14.3%	18.7%
Per Capita	\$ 21,372							
				Median Household	\$ 43,142		Avg Household	\$ 54,703
Ethnic Population:	White	79.0%	Black	15.6%	Asian	1.8%	Hispanic	3.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9		14	16	23	26	49
Tot 12+	11.0		59.2	68.8	70.2	12.2	82.4
Avg 12+	1.2		4.2	4.3	3.1	0.5	1.7
Tot LCS	13.3		71.8	83.5	85.2	14.8	100.0
Avg LCS	1.5		5.1	5.2	3.7	0.6	2.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Clarksville-Hopkinsville.
ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001			
WQQK	Hendersonville	A	92.1	3.0	463	c	Cumulus Bcstg Inc	70	0203	84,000	d1	UrbAC/R&B	5,650	0.99	7.2	5.2	5.2	5.8	5.9	5.3	5.2	6.3	7.4			
WJXA	Nashville	C	92.9	100.0	1053	f	South Central Comm	76	8005	375		Lite AC	7,100	0.94	9.5	7.4	6.9	6.5	6.7	7.6	8.6	8.4	7.4			
WFFI	Kingston Springs	A	93.7	1.2	755	l	Salem Comm Corp	91	0212	5,600	d2	ChrsContem	100		0.8	0.2	0.1	0.3	0.2	0.6	0.9	0.6	0.7			
WFFH	Smyrna	A	94.1	3.9	236	l	Salem Comm Corp	93	0212		d2	ChrsContem	100		0.1	0.2	0.7	0.5	0.4	0.0	0.1	0.0	0.1			
WJOI	Springfield	A	94.3	3.0	325	d	Saga Comm Inc	50	0211	1,500	c1	ChrsContem	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WSM	Nashville	C	95.5	100.0	1280	b	Cumulus Bcstg Inc	62	0307	65,000	d3	Country	4,600	1.32	4.4	4.5	3.8	3.7	4.5	3.6	4.0	3.8	3.6			
WMAK	Murfreesboro	C1	96.3	39.0	1417	f	South Central Comm	63	9402	6,500		Oldies	5,200	1.04	6.3	7.2	4.7	5.0	5.1	6.2	4.7	4.8	5.6			
• WRQQ	Goodlettsville	C2	97.1	45.0	518	c	Cumulus Bcstg Inc	99	0203			Hot AC	2,800	0.98	3.6	2.2	2.5	2.9	2.9	3.2	3.4	2.5	3.1			
WSIX	Nashville	C	97.9	100.0	1145	g	Clear Channel Comm	48	0008		g	Country	7,800	1.43	6.9	5.8	5.9	5.5	6.3	5.9	5.1	5.4	7.0			
WAMB	Donelson	A	98.7	0.1 cp	259	e	Great Southern Bcstg	90				Nstlg/BgBnd	75		0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.0	0.0			
WANT	Lebanon	A	98.9	5.0	318	h	Bay, Susan	94				Country	200			0.0	0.0	0.5	0.3	0.0	0.0	0.0	0.0			
WWTN	Manchester	C	99.7	100.0	1296	b	Cumulus Bcstg Inc	62	0307		d3	Nws/Tlk/Spt	5,000	1.00	6.3	4.1	5.1	5.7	5.8	4.6	5.5	5.4	5.7			
WRLT	Franklin	A	100.1	0.2	1181		Tuned In Bcstg Inc	61	9512	550		AAA	1,400	0.93	1.9	1.5	2.0	1.7	1.7	2.3	1.3	1.1	1.6			
WUBT	Russellville	C1	101.1	47.0	1289	g	Clear Channel Comm	65	0008		g	Urban	3,200	0.54	7.5	6.8	5.7	5.2	4.7	5.0	7.4	7.7	5.4			
WQZQ	Dickson	C1	102.5	100.0 cp	974	a	Cromwell Group	64	9201	1,638	e	CHR	1,500	0.65	2.9	2.1	1.9	2.2	2.0	2.2	2.3	2.5	2.7			
• WBUZ	La Vergne	C1	102.9	100.0	955	a	Cromwell Group	62	8911			New Rock	2,700	0.85	4.0	3.5	4.1	3.7	4.2	3.8	2.8	3.3	3.5			
WKDF	Nashville	C	103.3	100.0	1234	i	Citadel Bcstg Corp	67	0010		g	Country	7,000	1.64	5.4	4.9	5.0	5.8	5.2	4.3	5.1	4.6	4.4			
• WGFY	Gallatin	C1	104.5	58.0 cp	1207	i	Citadel Bcstg Corp	60	0010		g4	Spt/Nws/Tlk	2,400	0.92	3.3	2.8	3.4	2.7	2.6	3.2	2.7	2.8	2.6			
WBOZ	Woodbury	A	104.9	6.0	328	l	Salem Comm Corp	94	0002		g3	Sothn Gspel	400		0.4	0.5	0.4	0.4	0.3	0.3	0.3	0.3	0.5			
• WVRY	Waverly	C2	105.1	50.0	492	l	Salem Comm Corp	72	0002		g3	Sothn Gspel	400		0.2	0.3	0.1	0.4	0.1	0.2	0.3	0.1	0.1			
WNRQ	Nashville	C	105.9	100.0	1234	g	Clear Channel Comm	53	0008		g	Clsc Rock	5,600	1.39	5.1	6.1	5.7	5.5	4.3	5.0	4.6	3.9	3.6			
WNPL	Belle Meade	A	106.7	1.1	774	c	Cumulus Bcstg Inc	98	0203			Hip Hop	600	0.33	2.3	2.6	2.5	3.4	1.9	2.9	2.0	1.4	1.5			
WRVW	Lebanon	C1	107.5	58.0	1234	g	Clear Channel Comm	67	0008		g	Hot AC	6,000	1.08	7.0	4.8	4.4	5.9	5.2	5.5	5.8	6.3	6.0			
# FM Stations -													23	# Combos -		22	FM TOTALS									
													85.2	72.7	70.2	73.3	70.4	71.8	72.2	71.2	72.5					

• Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 45

Revenue Rank: 38

Nashville, TN Market Overview



Metro Counties / Population (000)

Cheatham, TN	37.1
Davidson, TN	570.8
Dickson, TN	44.4
Robertson, TN	56.4
Rutherford, TN	192.5
Sumner, TN	134.5
Williamson, TN	134.3
Wilson, TN	92.2
Total	1,262.2

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$58,500	\$63,000	\$70,300	\$77,500	\$73,100	\$79,200
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.3%	\$83,300	\$89,100	\$94,000	\$99,200	\$104,200	5.6%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.82/1,000	\$3.68/1,000	Local 80%
Revenue/Capita	\$51.84	\$62.75	\$77.98	National 20%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,128.4	1,262.2	2.3%	1,262.2	1,336.3	1.1%
Households	432.5	493.1	2.7%	493.1	526.6	1.3%
Retail Sales	NA ^{1/}	20,726.5	NA ^{1/}	20,726.5	28,327.1	6.4%
EBI ^{2/}	20,607.2	26,974.4	5.5%	26,974.4	36,277.3	6.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	617.5	106.8	53.5	66.1	96.8	102.5	88.7	103.1
Women (000)	644.6	101.4	50.5	65.4	96.0	106.5	91.6	133.3
Total	1,262.2	208.2	104.0	131.6	192.8	209.0	180.3	236.4
Percentage	100.0%	16.5%	8.2%	10.4%	15.3%	16.6%	14.3%	18.7%
Per Capita	\$ 21,372							
			Median Household	\$ 43,142			Avg Household	\$ 54,703
Ethnic Population:	White 79.0%	Black 15.6%	Asian 1.8%			Hispanic 3.6%		

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9		14	16	23	26	49
Tot 12+	11.0		59.2	68.8	70.2	12.2	82.4
Avg 12+	1.2		4.2	4.3	3.1	0.5	1.7
Tot LCS	13.3		71.8	83.5	85.2	14.8	100.0
Avg LCS	1.5		5.1	5.2	3.7	0.6	2.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Clarksville-Hopkinsville.
ARB 12+ Metro Shares (see rights)

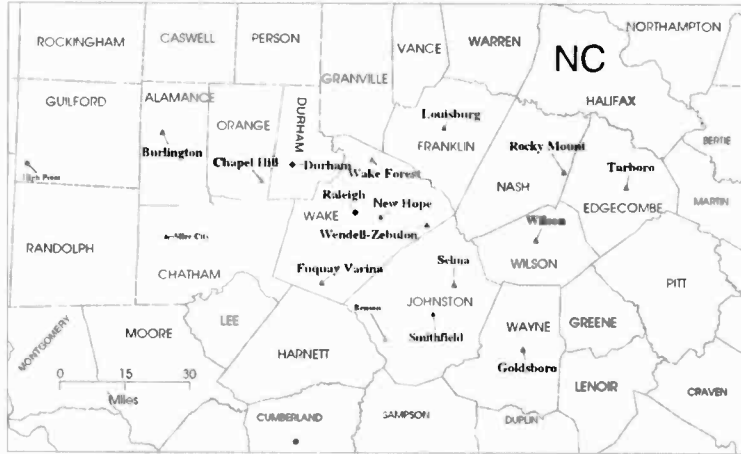
AM Stations		FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WNSR	Brentwood	D	560	1.0 cp	0.08		So Wabash Comm	85	9712	185	e	Sports	200		0.3	0.6	0.5	0.8	0.6	0.0	0.5	0.4	0.0
WSM	Nashville	A	650	50.0	50.00		Gaylord Entertain Co	25	8412		c2	Country	3,500	0.98	4.5	3.3	3.1	3.2	4.4	3.6	3.6	4.9	3.1
WENO	Nashville	D	760	1.0	0.00	j	Trevecca Nazarene U	88	9006	300		Chrst/Talk	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQSV	Ashland City	D	790	0.5	0.04		Sycamore Vly Bcstg	82	9112	55		Cntry/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMGC	Murfreesboro	D	810	5.0	0.01		Radio 810 Nashville	53	0305	300	+	Spanish	250		0.6	0.0	0.0	0.0	0.5	0.0	0.5	1.2	0.5
WPFJ	Fairview	D	850	0.5	0.00		Martin, R.L., Truste	82				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMDB	Nashville	D	880	2.5	0.00		Babb Bcstg Co	83				UrbAC/Gospl	600	0.69	1.1	0.6	0.6	0.6	0.8	0.7	1.3	0.5	1.2
WCOR	Lebanon	D	900	5.0 cp	0.14	h	Bay, Susan	49	9303	16		Country	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAKM	Franklin	D	950	5.0	0.08		Franklin Radio Assoc	53	8209	600		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHIN	Gallatin	D	1010	5.0	0.05		WHIN Inc	48				Country	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQSE	White Bluff	B	1030	1.0	0.25		Canaan	82	0304	85		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSGI	Springfield	D	1100	1.0	0.00		Lightning Bcstg LLC	82	0101	155		Variety	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYXE	Gallatin	D	1130	2.3	0.00		Deck, Richard	66	0005	50		Ntry/Oldes				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAMB	Donelson	B	1160	50.0	1.00	e	Great Southern Bcstg	71				Nstlg/BgBnd	400		0.9	0.8	0.8	1.1	0.8	1.0	0.8	0.6	0.6
WNSG	Nashville	C	1240	1.0 cp	1.00	k	Nashville Public Rad	48	0201	2,500		Urban/Gospl	400	0.27	1.9	1.5	2.7	1.6	1.7	0.9	1.9	1.2	2.3
WDKN	Dickson	D	1260	5.0	0.00		Eubank, Oscar	55	0212 p	75		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQKR	Portland	D	1270	1.0	0.00		Simpson, Devita	80				News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNQM	Nashville	B	1300	50.0 cp	5.00		F.W. Robbert Bcstg	48	8312	700		Chrst/Talk	75		0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
WNAH	Nashville	D	1360	1.0	0.03		Hermitage Bcstg	49				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WHEW	Franklin	D	1380	2.8	0.50		SG Communicaitons	69	9908	220		Spanish	100		0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
WPLN	Madison	B	1430	15.0	1.00	k	Nashville Public Rad	58	0202	3,000		Nws/Tlk/Cls				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGNS	Murfreesboro	C	1450	1.0	1.00		Rutherford Group Inc	47	0112		st	Talk	100			0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0
WVOL	Berry Hill	B	1470	5.0	1.00		Heidelberg Bcstg LLC	51	0004		sw	Urban AC	100		0.9	0.7	0.5	0.0	0.8	0.8	0.7	0.6	0.8
WLAC	Nashville	A	1510	50.0	50.00	g	Clear Channel Comm	26	0008		g	Nws/Tlk/Spt	2,800	0.77	4.6	4.7	4.0	4.6	4.2	4.2	3.3	3.7	4.2
WMRO	Gallatin	D	1560	1.0	0.00		Classic Bcstg Inc	67	9310		na	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJQY	Springfield	D	1590	0.7	0.03	d	Saga Comm Inc	50	0211		c1	ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -	26	# Combos -	7	AM TOTALS						15.0	12.2	12.2	11.9	14.5	11.7	13.1	13.1	12.7	
				AM & FM Stations Profiled -	49	# Duopolies -	10	Total Local Commercial Share						84.9	82.4	85.2	84.9	83.5	85.3	84.3	85.2		

• Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 46

Revenue Rank: 37

Raleigh-Durham, NC Market Overview



Metro Counties / Population (000)

Chatham, NC	51.1
Durham, NC	229.6
Franklin, NC	49.2
Johnston, NC	129.6
Orange, NC	122.3
Wake, NC	661.2
Total	1,243.0

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$58,500	\$69,400	\$77,900	\$84,000	\$77,800	\$81,400
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.6%	\$85,600	\$91,600	\$96,700	\$102,000	\$107,100	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.48/1,000	\$4.39/1,000	Local	78%		
Revenue/Capita	\$56.35	\$65.49	\$77.28	National	22%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	1,038.2	1,243.0	3.7%	1,243.0	1,385.9
Households	410.3	482.3	3.3%	482.3	536.8	2.2%
Retail Sales	NA ^{1/}	18,152.9	NA ^{1/}	18,152.9	24,383.8	6.1%
EBI ^{2/}	17,960.5	25,856.2	7.6%	25,856.2	36,653.2	7.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	609.9	105.4	48.7	73.3	107.7	102.9	83.2	88.8
Women (000)	633.2	100.5	46.1	73.0	104.3	105.7	88.6	115.0
Total	1,243.0	205.9	94.7	146.2	211.9	208.5	171.9	203.8
Percentage	100.0%	16.6%	7.6%	11.8%	17.1%	16.8%	13.8%	16.4%
Per Capita	\$ 20,801							
				Median Household	\$ 44,391		Avg Household	\$ 53,616
Ethnic Population:	White 68.8%	Black 22.7%	Asian 3.1%	Hispanic 6.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		12	13	16	22	38
Tot 12+	4.7		55.1	58.6	59.8	10.8	70.6
Avg 12+	1.2		4.6	4.5	3.7	0.5	1.9
Tot LCS	6.7		78.0	83.0	84.7	15.3	100.0
Avg LCS	1.7		6.5	6.4	5.3	0.7	2.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Greensboro-WS

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WRSN	Burlington	C	93.9	94.0	1263	b	Clear Channel Comm	46	0008		g	AC	7,600	1.21	7.7	4.4	3.2	4.6	6.3	4.8	5.0	5.8	6.8
WQDR	Raleigh	C	94.7	100.0	1680	d	Curtis Media Group	49	9107		g	Country	6,200	0.86	8.9	7.0	7.0	8.5	5.5	6.1	5.9	6.7	7.0
WBBB	Raleigh	C	96.1	100.0	984	d	Curtis Media Group	47	9608	16,000		Rock	4,500	0.91	6.1	4.7	4.3	3.5	3.5	5.0	4.3	4.3	4.1
WYMY	Goldsboro	C	96.9	100.0	984	d	Curtis Media Group	46	9002	2,200	c1	Span/Varty	1,200		0.8	0.8	0.7	0.8	0.4	0.3	0.4	0.9	0.6
WQOK	South Boston	C1	97.5	100.0	981	c	Radio One Inc	60	0008		g4	Urban	7,100	0.78	11.2	9.9	8.0	8.0	7.6	8.7	8.6	7.4	7.8
WTRG	Rocky Mount	C	100.7	100.0	1969	b	Clear Channel Comm	47	0008		g	Oldies	6,100	1.15	6.5	3.5	4.9	3.5	4.9	5.3	4.7	4.1	4.6
WKXU	Burlington	C	101.1	100.0	1191	d	Curtis Media Group	46	9001	3,450	c2	Country	1,200	0.67	2.2	1.8	1.5	1.2	1.3	1.9	1.7	1.5	1.4
WRAL	Raleigh	C	101.5	100.0	1821		Capitol Bcstg Co	47				AC	9,000	1.73	6.4	6.0	6.2	6.1	5.7	5.1	5.0	4.7	3.7
WKIX	Goldsboro	A	102.3	2.1	561	d	Curtis Media Group	72	9605	550		Country			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
WHLQ	Louisburg	A	102.5	6.0	328	a	Curtis Media Group	89	0303	2,800	c3	Country	200		0.5	0.4	0.5	0.7	0.5	0.5	0.6	0.3	0.0
WWMY	Raleigh	A	102.9	1.7	620	d	Curtis Media Group	98				80s Hits	1,000	0.47	2.6	1.7	1.8	0.9	1.5	1.2	1.6	3.0	1.9
WNNL	Fuquay-Varina	C3	103.9	7.9	577	c	Radio One Inc	80	0008		g3	Urban/Insp	2,800	0.35	9.8	5.3	5.7	6.0	7.5	6.5	7.4	7.4	7.1
WFXK	Tarboro	C1	104.3	100.0	981	c	Radio One Inc	52	0008		g4	Urban AC			3.6	3.4	2.1	3.0	3.2	2.6	2.7	2.5	2.5
WDCG	Durham	C	105.1	100.0	1040	b	Clear Channel Comm	48	0008		g	CHR	11,800	1.73	8.4	6.4	8.0	5.0	5.8	6.0	5.9	5.7	6.9
● WRDU	Wilson	C	106.1	100.0	1365	b	Clear Channel Comm	48	0008		g	AOR	7,300	1.87	4.8	4.5	3.5	4.6	3.3	3.9	3.2	3.4	3.5
WFXC	Durham	A	107.1	2.6	502	c	Radio One Inc	71	0008		g4	Urban AC	4,800	1.20	4.9	3.7	2.4	3.0	2.8	3.8	3.5	3.6	3.2
# FM Stations -					16	# Combos -					15	FM TOTALS			84.6	63.5	59.8	59.4	59.8	61.7	60.5	61.8	61.1

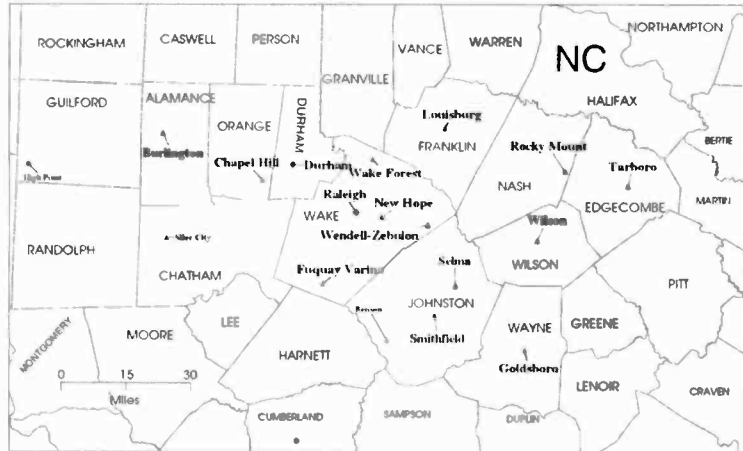
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 46

Revenue Rank: 37

Raleigh-Durham, NC Market Overview



Metro Counties / Population (000)

Chatham, NC	51.1
Durham, NC	229.6
Franklin, NC	49.2
Johnston, NC	129.6
Orange, NC	122.3
Wake, NC	661.2
Total	1,243.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$58,500	\$69,400	\$77,900	\$84,000	\$77,800	\$81,400	6.8%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.6%	\$85,600	\$91,600	\$96,700	\$102,000	\$107,100	5.6%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.48/1,000	\$4.39/1,000	Local 78%
Revenue/Capita	\$56.35	\$65.49	\$77.28	National 22%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,038.2	1,243.0	3.7%	1,243.0	1,385.9	2.2%
Households	410.3	482.3	3.3%	482.3	536.8	2.2%
Retail Sales	NA ^{1/}	18,152.9	NA ^{1/}	18,152.9	24,383.8	6.1%
EBI ^{2/}	17,960.5	25,856.2	7.6%	25,856.2	36,653.2	7.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	609.9	105.4	48.7	73.3	107.7	102.9	83.2	88.8
Women (000)	633.2	100.5	46.1	73.0	104.3	105.7	88.6	115.0
Total	1,243.0	205.9	94.7	146.2	211.9	208.5	171.9	203.8
Percentage	100.0%	16.6%	7.6%	11.8%	17.1%	16.8%	13.8%	16.4%
Per Capita	\$ 20,801							
			Median Household	\$ 44,391			Avg Household	\$ 53,616
Ethnic Population:	White 68.8%		Black 22.7%		Asian 3.1%		Hispanic 6.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		12	13	16	22	38
Tot 12+	4.7		55.1	58.6	59.8	10.8	70.6
Avg 12+	1.2		4.6	4.5	3.7	0.5	1.9
Tot LCS	6.7		78.0	83.0	84.7	15.3	100.0
Avg LCS	1.7		6.5	6.4	5.3	0.7	2.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Greensboro-WS

AM Stations		ARB 12+ Metro Shares (see rights)																							
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
WETC	Wendell-Zebulon	B	540	4.0	0.50		East Wake Bcstg Corp	59	9012			Mexican	400		0.9	0.0	0.0	0.0	0.5	0.4	1.0	0.4	0.9		
WDNZ	Raleigh	D	570	1.0	cp	d	Curtis Media Group	81	9906	1,000		Chrst/Talk	500			0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0		
WDNC	Durham	B	620	5.0	1.00	d	Curtis Media Group	34	0006	1,200		News/Sprts	500	0.61	1.0	0.9	0.5	0.7	0.6	0.7	0.7	0.9	0.6		
WPTF	Raleigh	B	680	50.0	50.00	d	Curtis Media Group	24	9107	5,000		News/Talk	5,300	0.72	9.0	5.5	6.8	6.3	6.7	5.5	6.7	7.6	6.4		
WAUG	New Hope	D	750	0.5	0.00		St Augustine's Coll	87				Gospel	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WRBZ	Raleigh	B	850	10.0	5.00		Alchemy Comm	47	8909			Sports	1,500	0.74	2.5	1.8	2.1	2.4	2.1	1.5	1.9	2.2	1.7		
WRTG	Garner	D	1000	1.0	0.00	f	Radio Train Network	69	0008		g1	ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WFTK	Wake Forest	D	1030	50.0	0.00	e	Baker Family Stns	89				Gospel			0.5	0.0	0.0	1.9	0.8	0.9	0.6	0.0	0.0		
● WBZB	Selma	D	1090	0.8	0.00		Bass Music Corp	64	0109		1	Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● WPYB	Benson	D	1130	6.5	cp		Benson Bcstg Inc	61				Cntry/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WPJL	Raleigh	C	1240	1.0	1.00		Suttles, William	39	8605	600		Religion	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMPM	Smithfield	D	1270	5.0	0.00		Carolina Bcst Svc	50				Country	400		0.7	0.0	1.1	1.1	0.6	0.0	0.7	0.6	0.7		
WTIK	Durham	B	1310	5.0	1.00	e	Baker Family Stns	45	9410	320		Black Gospl			0.2	0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.5		
WCHL	Chapel Hill	B	1360	5.0	1.00	d	Curtis Media Group	53	9708	400		Oldies	1,100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WSRC	Durham	B	1410	5.0	0.29	g	Willis Bcstg Corp	54	8611	450		Gospel	300		0.2	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0		
WCRY	Fuquay-Varina	D	1460	5.0	0.12	g	Willis Bcstg Corp	49	9701	175		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WYRN	Louisburg	D	1480	0.5	0.04	a	Curtis Media Group	58	0303		c3	Country			0.4	0.0	0.1	0.2	0.1	0.6	0.1	0.5	0.0		
WDUR	Durham	C	1490	1.0	1.00	b	Clear Channel Comm	47	9706		d3	Oldies			0.1	0.0	0.0	0.2	0.3	0.0	0.0	0.1	0.1		
WRTP	Chapel Hill	D	1530	10.0	0.00	f	Radio Train Network	73	0008			ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WCLY	Raleigh	D	1550	1.0	0.01	d	Curtis Media Group	62	9906			Gospel	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WNCA	Siler City	B	1570	1.0	0.28		Chatham Bcstg Co Inc	52				AC/Nws/Inf				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WHPY	Clayton	D	1590	5.0	0.03		Fellowship Christian	74	9809		dn	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					22	# Combos -					13	AM TOTALS					15.5	8.4	10.8	13.4	12.1	9.6	12.3	12.3	10.9
AM & FM Stations Profiled -					38	# Duopolies -					13	Total Local Commercial Share					71.9	70.6	72.8	71.9	71.3	72.8	74.1	72.0	

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 47

Revenue Rank: 45

West Palm Beach-Boca Raton, FL Market Overview



Metro Counties / Population (000)

Palm Beach, FL	1,179.9
	1,179.9

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$41,400	\$48,200	\$54,800	\$55,600	\$54,800	\$59,900
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.3%	\$63,500	\$67,900	\$71,700	\$75,600	\$79,400	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.62/1,000	\$3.96/1,000	Local 80%
Revenue/Capita	\$41.35	\$50.77	\$60.90	National 20%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,001.1	1,179.9	3.3%	1,179.9	1,303.7	2.0%
Households	420.7	494.1	3.3%	494.1	544.6	2.0%
Retail Sales	NA ^{1/}	16,545.9	NA ^{1/}	16,545.9	20,028.7	3.9%
EBI ^{2/}	22,154.6	30,328.2	6.5%	30,328.2	40,225.6	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	569.8	84.8	43.6	40.8	67.0	86.6	74.2	172.9
Women (000)	610.0	80.0	41.1	38.2	67.1	87.0	78.5	218.1
Total	1,179.9	164.8	84.7	78.9	134.1	173.7	152.6	391.0
Percentage	100.0%	14.0%	7.2%	6.7%	11.4%	14.7%	12.9%	33.1%
Per Capita	\$ 25,705							
			Median Household	\$ 43,157			Avg Household	\$ 61,380
Ethnic Population:	White	78.3%	Black	14.1%	Asian	1.7%	Hispanic	13.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		12	12	13	15	28
Tot 12+	0.0		44.7	44.7	44.7	13.2	57.9
Avg 12+	0.0		3.7	3.7	3.4	0.9	2.1
Tot LCS	0.0		77.2	77.2	77.2	22.8	100.0
Avg LCS	0.0		6.4	6.4	5.9	1.5	3.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Miami and Ft. Pierce.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)											
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001								
• WRLX	West Palm	C3	92.1	7.2	499	e	Clear Channel Comm	75	0010		g1	Smooth Jazz	2,400	1.03	3.9	1.7	3.1	2.8	2.2	2.2	1.8	3.0	1.7							
WBGF	Belle Glade	A	93.5	5.0	269	c	BGI Bcstg LP	65	9608	1,000	c2	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
• WZZR	Riviera Beach	C2	94.3	50.0	456	e	Clear Channel Comm	71	9712		g1	Talk	2,300	1.01	3.8	3.8	2.2	3.0	1.7	2.7	1.9	1.8	1.9							
WLDI	Fort Pierce	C1	95.5	100.0	cp	925	e	Clear Channel Comm	69	9808		d1	CHR	3,500	0.99	5.9	2.5	2.5	2.8	2.7	2.7	3.2	3.8	3.3						
WRMF	Palm Beach	C	97.9	100.0		1348	e	Palm Beach Bcstg	57	0206	70,000	AC	10,100	1.74	9.7	5.1	4.7	5.2	5.8	6.0	4.3	5.5	5.6							
WKGR	Fort Pierce	C1	98.7	100.0		974	e	Clear Channel Comm	61	9712		g1	Clsc Rock	5,100	1.22	7.0	3.9	3.5	4.8	4.3	4.6	3.5	3.9	3.5						
WKIS	Boca Raton	C	99.9	100.0		984		Beasley Bcst Group	65	9610	See (12)	Country	n/a		2.7	1.3	1.2	1.4	1.7	1.5	1.8	1.5	1.1							
WMBX	Jensen Beach	C1	102.3	100.0	cp	974	d	Infinity Bcstg	80	0102		g	CHR	4,000	0.61	10.9	5.9	5.4	5.3	6.2	7.1	7.2	5.7	4.2						
WPBZ	Indiantown	C1	103.1	90.0		974	d	Infinity Bcstg	65	0102		g2	Modern Rock	3,100	1.10	4.7	2.7	2.7	3.7	3.4	2.7	2.8	2.6	2.3						
WEAT	West Palm	C	104.3	100.0		1273	d	Infinity Bcstg	69	0102		g2	Soft AC	9,100	0.99	15.3	8.8	7.3	7.7	8.0	9.1	8.6	7.8	8.1						
• WOLL	Hobe Sound	C2	105.5	50.0		456	e	Clear Channel Comm	97	9808		sw	Oldies	2,700	0.98	4.6	3.9	4.7	3.4	3.6	2.0	2.9	2.9	2.3						
WJBW	Jupiter	C3	106.3	25.0	cp	308	d	Infinity Bcstg	71	0110	20,000	Urban/Oldes	1,300	0.99	2.2	1.7	1.4	1.9	1.4	0.9	0.7	0.9	2.3							
WIRK	West Palm	C1	107.9	100.0		427	d	Infinity Bcstg	65	0102		g2	Country	6,500	1.23	8.8	4.4	6.0	4.8	5.6	5.5	4.9	4.4	4.5						
# FM Stations -														13	# Combos -		11	FM TOTALS				79.5	45.7	44.7	46.8	46.6	47.0	43.6	43.8	40.8

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)										
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001							
WAFB	Clewiston	B	590	0.9	0.47		Glades Media	88	8607		1	Span/Mexcn	500		0.5	0.6	0.0	0.5	0.0	0.0	0.0	0.6	0.4							
WJNA	Royal Palm	B	640	7.5	cp	0.46	b	J Crystal Entrprises	86	9912	3,946	Nostalgia	1,900	0.50	6.4	4.1	4.0	3.1	2.4	3.6	3.8	3.9	2.7							
WSBR	Boca Raton	B	740	2.5	0.94		Beasley Bcst Group	65	0006		d3	Bus News	1,000		0.5	0.0	0.8	0.4	0.0	0.0	0.5	0.0	0.6							
• WFLA	Tequesta	B	760	0.3	cp	0.24	Star Development Gr		02		2	Sports				0.0	0.0	0.5	0.0	0.0	0.0	0.0								
• WFTL	West Palm	B	850	50.0	cp	24.00	h	J Crystal Entrprises	48	9806	1,500	Bus News	250		0.4	0.0	0.5	0.6	0.0	0.4	0.0	0.0	0.4							
WSWN	Belle Glade	D	900	1.0	0.02	c	BGI Bcstg LP	47	9608		c2	Urban/Gospl	700	0.90	1.3	1.0	1.0	0.6	1.8	0.7	0.8	0.4	1.0							
• WJBW	Jupiter	D	1000	0.7	0.02	b	J Crystal Entrprises	68	0303	1,550	d1	Adlt Stndrd	1,100		0.9	0.0	0.0	0.1	0.5	0.7	0.6	0.3	0.4							
WLVJ	Boynton Beach	B	1040	25.0	1.10	a	J Crystal Entrprises	73	0101	2,000		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WPSP	Royal Palm	B	1190	0.7	0.41	Q	Broadcasting Corp		91			Spanish	100			0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0							
WBZT	West Palm	C	1230	1.0	1.00	e	Clear Channel Comm	36	0011	2,000		Talk	600		0.9	0.0	0.5	0.4	0.5	0.7	0.0	0.5	0.7							
WJNO	West Palm	B	1290	10.0	4.90	e	Clear Channel Comm	47	9712		g1	News/Talk	2,700	0.72	6.3	4.5	5.9	5.2	3.8	3.6	3.5	3.5	3.3							
WPBR	Lantana	C	1340	0.8	0.00	O	mnilingual Bcstg	41	9403	700		News/Talk			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4							
WWRF	Lake Worth	D	1380	1.0	0.10	R	adio Fiesta Inc.	59	0003	400	1	Span/Trpcl	400	0.48	1.4	0.4	0.5	0.6	0.5	0.7	0.6	1.4	0.5							
• WDJA	Delray Beach	B	1420	5.0	cp	0.46	b	J Crystal Entrprises	52	0303		Adlt Stndrd	400	0.42	1.6	0.0	0.0	0.3	0.7	0.8	1.0	1.1	0.7							
WMNE	Riviera Beach	B	1600	5.0	cp	4.70	ABC/Disney	59	0009		g	Children	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
# AM Stations -														15	# Combos -		7	AM TOTALS				20.4	10.6	13.2	12.3	10.8	11.2	10.8	11.7	11.1
AM & FM Stations Profiled -														28	# Duopolies -		8	Total Local Commercial Share				56.3	57.9	59.1	57.4	58.2	54.4	55.5	51.9	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 48

Revenue Rank: 46

Memphis, TN Market Overview



Metro Counties / Population (000)

Fayette, TN	29.6
Shelby, TN	900.2
Tipton, TN	53.4
Crittenden, AR	50.8
Mississippi, AR	51.1
De Soto, MS	114.5
Marshall, MS	35.6
Total	1,235.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$46,800	\$52,700	\$58,800	\$58,700	\$57,200	\$59,400	4.9%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.8%	\$63,000	\$67,100	\$71,200	\$75,100	\$78,800	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.97/1,000	\$4.41/1,000	Local 85%
Revenue/Capita	\$40.30	\$48.09	\$62.35	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,161.2	1,235.2	1.2%	1,235.2	1,263.9	0.5%
Households	421.2	462.3	1.9%	462.3	478.1	0.7%
Retail Sales	NA ^{1/}	14,978.5	NA ^{1/}	14,978.5	17,885.2	3.6%
EBI ^{2/}	17,570.7	23,078.2	5.6%	23,078.2	29,833.0	5.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	593.3	118.2	59.7	59.9	86.1	91.4	81.6	96.4
Women (000)	641.9	113.2	56.8	60.7	90.7	100.3	89.3	130.8
Total	1,235.2	231.4	116.5	120.6	176.8	191.8	170.9	227.2
Percentage	100.0%	18.7%	9.4%	9.8%	14.3%	15.5%	13.8%	18.4%
Per Capita	\$ 18,684							
			Median Household	\$ 38,536			Avg Household	\$ 49,924
Ethnic Population:	White 52.6%		Black 43.6%		Asian 1.4%		Hispanic 2.6%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10		12	14	22	22	44
Tot 12+	16.5		51.0	67.5	67.5	19.4	86.9
Avg 12+	1.7		4.3	4.8	3.1	0.9	2.0
Tot LCS	19.0		58.7	77.7	77.7	22.3	100.0
Avg LCS	1.9		4.9	5.5	3.5	1.0	2.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Jonesboro.

FM Stations

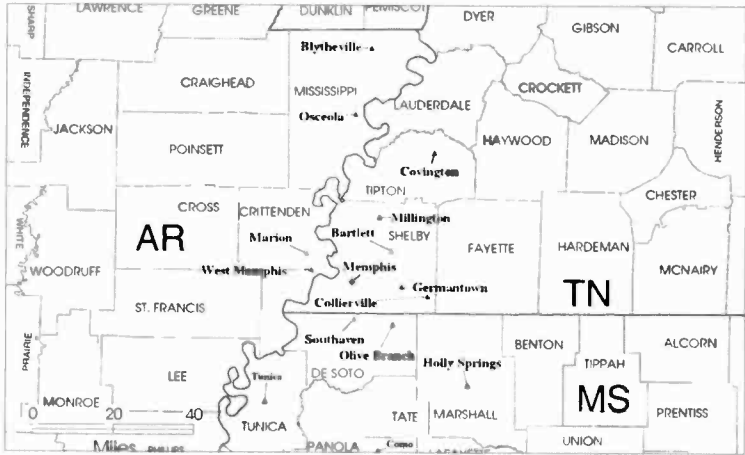
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WKRA	Holly Springs	A	92.7	3.0	299	h	Autry, Billy	76	9408	250	c1	Urban/AC			0.2	0.0	0.0	0.0	0.5	0.0	0.6	0.0	0.0
WMFS	Bartlett	A	92.9	5.8	328	c	Infinity Bcstg	94	0108	7,000		Alternative	1,200	0.70	2.9	1.7	2.4	2.8	2.5	2.4	3.1	2.5	2.3
WKBQ	Covington	A	93.5	6.0	328	f	Covington Bcstg	65	8203			Soft AC				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KAMJ	Gosnell	A	93.9	1.0 cp	489	g	Sudbury Bcst Group	99				Urban	200		0.5	0.0	0.0	0.0	0.5	0.7	1.0	0.0	0.0
WMBZ	Germantown	C2	94.1	50.0	472	e	Entercom	77	9912		g2	Hot AC	2,600	0.99	4.4	3.2	4.2	3.5	3.9	3.7	3.9	3.7	4.0
KKLV	Turrell	A	94.7	6.0	328	d	Educational Media	99	0011	2,600	d1	ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WKVF	Byhalia	A	94.9	4.1	348	d	Educational Media	99	0002	1,400		ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WHAL	Olive Branch	A	95.7	6.0	328	a	Clear Channel Comm	93	9612		g1	Inspiration	950	0.62	2.6	8.0	7.6	6.4	1.8	1.6	2.3	2.7	2.4
WYYL	Tunica	C3	96.1	25.0	328	b	Flinn Bcstg Corp	98				Spanish	250		0.9	0.0	0.0	0.0	0.0	0.8	0.6	0.0	1.8
KHLS	Blytheville	C1	96.3	100.0 cp	433	g	Sudbury Bcst Group	48				Country	150		0.3	0.6	0.0	0.5	0.0	0.0	0.0	0.0	1.2
WHRK	Memphis	C1	97.1	100.0	532	a	Clear Channel Comm	61	9607		g3	1 Urban	7,000	1.17	10.1	10.1	8.7	8.7	8.6	11.3	7.6	8.7	7.8
WSRR	Millington	C1	98.1	100.0	869	i	Barnstable Bcstg Inc	60	9305	4,250		Clsc Hits	2,600	1.46	3.0	3.0	3.9	2.3	3.0	2.7	2.4	2.7	2.8
WJZN	Munford	C1	98.9	40.0	1135	i	Barnstable Bcstg Inc	48	0008	4,000		Smooth Jazz	775	0.50	2.6	2.5	1.7	2.7	2.2	3.4	2.2	1.9	1.6
WMC	Memphis	C	99.7	100.0	909	c	Infinity Bcstg	47	0102		g4	AC	6,500	2.10	5.2	4.1	4.7	4.3	3.9	5.0	4.6	4.3	4.3
KJMS	Memphis	C1	101.1	100.0	449	a	Clear Channel Comm	65	9701	12,500	c2	1 Urban AC	4,300	0.94	7.7	7.7	7.3	4.8	5.3	7.0	6.6	6.5	6.7
WEGR	Memphis	C1	102.7	87.0	945	a	Clear Channel Comm	67	9612		g1	1 Clsc Rock	5,000	1.65	5.1	4.6	4.7	3.7	5.0	4.1	4.6	4.7	4.4
WRBO	Como	C1	103.5	100.0 cp	679	i	Barnstable Bcstg Inc	66	9710	6,300		RhyBl/Oldes	4,300	1.13	6.4	3.9	5.5	5.0	6.1	5.1	5.2	5.0	7.2
WRVR	Memphis	C1	104.5	100.0	751	e	Entercom	68	9912		g2	AC	5,200	1.54	5.7	4.4	4.3	5.2	5.5	5.4	4.5	5.3	4.7
WGKX	Memphis	C	105.9	100.0	994	i	Barnstable Bcstg Inc	68	8505	7,000	e	Country	5,100	1.30	6.6	6.8	6.0	6.0	4.9	4.8	7.3	6.1	5.0
KXHT	Marion	A	107.1	2.8	479	b	Flinn Bcstg Corp	86	9906	1,650		Hip Hop	1,600	0.39	6.9	5.2	4.7	5.1	6.0	5.6	5.7	6.7	6.0
KQDD	Osceola	A	107.3	1.6	335	g	Sudbury Bcst Group	94	9608	273		Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMPS	Germantown	A	107.5	3.9 cp	407	b	Flinn Bcstg Corp	94	9707	4,500		AAA	600	0.63	1.6	1.1	1.8	1.4	2.0	1.9	1.3	1.9	0.4
# FM Stations -					22	# Combos -					22	FM TOTALS		72.7	67.3	67.5	62.4	61.7	65.5	63.5	62.7	62.6	

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 48

Revenue Rank: 46

Memphis, TN Market Overview



Metro Counties / Population (000)

Fayette, TN	29.6
Shelby, TN	900.2
Tipton, TN	53.4
Crittenden, AR	50.8
Mississippi, AR	51.1
De Soto, MS	114.5
Marshall, MS	35.6
Total	1,235.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$46,800	\$52,700	\$58,800	\$58,700	\$57,200	\$59,400	4.9%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.8%	\$63,000	\$67,100	\$71,200	\$75,100	\$78,800	5.8%

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout Local 85% National 15%
	NA ^{1/}	\$3.97/1,000	\$4.41/1,000	
	\$40.30	\$48.09	\$62.35	

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

MSA Population	1997	2002	Growth Rate	2002	2007	Growth Rate
	1,161.2	1,235.2	1.2%	1,235.2	1,263.9	0.5%
Households	421.2	462.3	1.9%	462.3	478.1	0.7%
Retail Sales	NA ^{1/}	14,978.5	NA ^{1/}	14,978.5	17,885.2	3.6%
EBI ^{2/}	17,570.7	23,078.2	5.6%	23,078.2	29,833.0	5.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	593.3	118.2	59.7	59.9	86.1	91.4	81.6	96.4
Women (000)	641.9	113.2	56.8	60.7	90.7	100.3	89.3	130.8
Total	1,235.2	231.4	116.5	120.6	176.8	191.8	170.9	227.2
Percentage	100.0%	18.7%	9.4%	9.8%	14.3%	15.5%	13.8%	18.4%
Per Capita	\$ 18,684							
			Median Household	\$ 38,536			Avg Household	\$ 49,924
Ethnic Population:	White 52.6%	Black 43.6%	Asian 1.4%	Hispanic 2.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10		12	14	22	22	44
Tot 12+	16.5		51.0	67.5	67.5	19.4	86.9
Avg 12+	1.7		4.3	4.8	3.1	0.9	2.0
Tot LCS	19.0		58.7	77.7	77.7	22.3	100.0
Avg LCS	1.9		4.9	5.5	3.5	1.0	2.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Jonesboro.

AM Stations		ARB 12+ Metro Shares (see rights)																							
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
																2003	2003	2003	2002	2002	2002	2002	2002	2001	
WHBO	Memphis	B	560	5.0	1.00	b	Flinn Bcstg Corp	25	8807	750		Sprts/Talk	575	0.81	1.2	0.9	0.9	1.2	1.2	1.2	1.0	1.3	0.8		
WREC	Memphis	B	600	5.0	5.00	a	Clear Channel Comm	22	9612		g1	1	Talk/Info	1,800	0.78	3.9	3.4	4.3	4.1	4.7	3.8	3.1	2.8	4.1	
WCRV	Collierville	B	640	50.0	0.48		Bott Radio Network	66	8611	600			Relgn/Talk	800	0.75	1.8	0.6	1.5	0.7	1.2	1.5	1.4	2.1	1.2	
WJCE	Memphis	B	680	10.0	5.00	e	Entercom	25	9912		g2		Adlt Stndrd			2.1	1.4	1.6	1.9	0.9	1.7	1.7	1.9	1.9	
KSUD	West Memphis	B	730	1.0 cp	0.27	d	Educational Media	61	0011		d1		Inspr/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMC	Memphis	B	790	5.0	5.00	c	Infinity Bcstg	23	0102		g4		Sports	1,200		0.8	0.9	0.7	0.5	1.2	0.4	0.8	0.7	0.9	
KOSE	Wilson	D	860	1.0	0.02	g	Sudbury Bcst Group	49	9607		sw		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KLCN	Blytheville	D	910	5.0	0.00	g	Sudbury Bcst Group	22					News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KWAM	Memphis	B	990	10.0	0.45	a	Clear Channel Comm	46	0308 p	1,075	1	1	Talk	1,000	0.73	2.3	0.7	0.5	0.9	1.7	2.2	1.4	2.4	1.9	
WGSF	Memphis	B	1030	50.0 cp	1.00	b	Flinn Bcstg Corp	84	9908	1,070			Span/Mexcn	150		0.1	0.4	0.0	1.7	0.4	0.0	0.0	0.5	0.0	
● WDIA	Memphis	B	1070	50.0	5.00	a	Clear Channel Comm	47	9607		g3	1	Old/Blk/Tlk	3,200	0.69	7.8	7.2	5.3	6.4	8.1	5.7	7.9	6.4	7.3	
WKRA	Holly Springs	D	1110	1.0	0.00	h	Autry, Billy	66	9408		c1		Urban/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPLX	Germantown	D	1170	1.0	0.00	d	Educational Media	87	0011		d1		ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTCK	Bartlett	B	1210	10.0	0.25	b	Flinn Bcstg Corp	86	0102		d2		Talk	50			0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
WAVN	Southaven	C	1240	0.6	0.00	b	Flinn Bcstg Corp	90	0102		d2		Gospel	150			0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	
WKBL	Covington	D	1250	0.8	0.08	f	Covington Bcstg	54	8203				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLOK	Memphis	C	1340	1.0	1.00		Gilliam Comm Inc	56	7701				Gospel	1,500	0.40	6.3	3.0	4.1	3.8	4.5	4.9	5.1	6.3	5.9	
WLRM	Millington	B	1380	2.5	1.00		World Overcomers	62	9804	275			Religion			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	
WSTN	Somerville	B	1410	0.5	0.50		Family Worship Cntr	82	0209	50			Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOWW	Germantown	B	1430	2.5 cp	2.50	b	Flinn Bcstg Corp	55	9309		na		Children	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBBP	Memphis	D	1480	5.0	0.00		Bountiful Blessings	64	9010	420			Religion	500		0.7	0.0	0.0	0.6	0.4	0.4	1.1	0.5	0.6	
● WMQM	Lakeland	D	1600	50.0	0.04	j	F.W. Robbert Bcstg	55	0204	100			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					22	# Combos -					16	AM TOTALS					27.1	18.5	19.4	22.8	24.3	21.8	23.5	25.4	24.6
AM & FM Stations Profiled -					44	# Duopolies -					16	Total Local Commercial Share					85.8	86.9	85.2	86.0	87.3	87.0	88.1	87.2	

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 49

Revenue Rank: 39

Hartford-New Britain-Middletown, CT Market Overview



Metro Counties / Population (000)

Hartford, CT	862.2
Litchfield, CT	18.4
Middlesex, CT	106.3
New Haven, CT	58.1
Tolland, CT	138.5
Total	1,183.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$59,900	\$65,000	\$74,900	\$77,300	\$73,600	\$78,600	5.6%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.8%	\$83,300	\$89,200	\$95,400	\$100,700	\$105,700	6.1%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$5.24/1,000	\$6.05/1,000	Local 70%
Revenue/Capita	\$52.66	\$66.41	\$87.75	National 30%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,137.4	1,183.5	0.8%	1,183.5	1,204.6	0.4%
Households	431.2	461.3	1.4%	461.3	475.5	0.6%
Retail Sales	NA ^{1/}	15,005.8	NA ^{1/}	15,005.8	17,473.2	3.1%
EBI ^{2/}	22,239.1	26,528.5	3.6%	26,528.5	31,979.8	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	572.1	96.1	50.0	50.9	74.3	94.9	84.8	121.0
Women (000)	611.4	91.9	47.4	50.0	75.5	98.2	89.9	158.4
Total	1,183.5	188.0	97.4	100.9	149.9	193.2	174.8	279.4
Percentage	100.0%	15.9%	8.2%	8.5%	12.7%	16.3%	14.8%	23.6%
Per Capita	\$ 22,416							
			Median Household	\$ 47,761			Avg Household	\$ 57,503
Ethnic Population:	White 79.5%		Black 10.1%		Asian 2.5%		Hispanic 10.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	11		10	12	13	25
Tot 12+	0.8	53.7		52.8	54.5	17.8	72.3
Avg 12+	0.8	4.9		5.3	4.5	1.4	2.9
Tot LCS	1.1	74.3		73.0	75.4	24.6	100.0
Avg LCS	1.1	6.8		7.3	6.3	1.9	4.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in New Haven and Springfield, MA.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																					
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001														
WWYZ	Waterbury	B	92.5	17.0	879	c	61	0008		g	Country	8,300	1.16	9.1	6.6	5.8	4.9	7.4	6.5	6.1	8.0	7.0														
WZMX	Hartford	B	93.7	17.0	850	d	39	0102		g2	Rhythmic	6,700	0.69	12.3	10.1	9.4	9.3	9.6	9.6	10.1	7.8	9.8														
WKSS	Hartford-Meriden	B	95.7	16.5	879	c	47	0008		g	Top 40	6,800	1.22	7.1	4.5	4.9	4.6	4.8	5.5	5.2	5.6	5.2														
WTIC	Hartford	B	96.5	20.0	810	d	40	0102		g2	Modern AC	7,900	1.29	7.8	5.9	5.4	5.2	4.5	5.6	6.9	5.4	5.9														
WPXK	Enfield	A	97.9	2.2	528	c	90	0008			Country	n/a		0.6	0.8	0.8	0.6	1.1	0.3	1.0	0.3	0.3														
WPLR	New Haven	B	99.1	15.0	906	c	44	0008			AOR	n/a		2.1	1.3	1.4	1.4	1.4	1.8	1.8	1.5	1.3														
WRCH	New Britain	B	100.5	7.5	1250	d	68	0102		g2	Soft AC	14,000	1.14	15.6	12.1	10.1	11.6	11.2	10.6	11.5	11.4	13.8														
• WKCI	Hamden	B	101.3	12.0	915		69	9205	See (108)		CHR/Top40	n/a		1.3	1.2	0.9	0.7	1.1	1.0	0.8	0.9	1.1														
WDRC	Hartford	B	102.9	19.5	810	a	36				Oldies	6,000	1.02	7.5	5.5	4.8	5.5	5.3	5.8	6.0	5.4	5.5														
• WPHH	Waterbury	B	104.1	18.0	837	c	67	0008		g	HpHop/RhyBl	4,200	1.27	4.2	2.9	2.5	2.4	2.4	3.0	3.0	3.6	3.0														
WHCN	Hartford	B	105.9	16.0	866	c	39	0008		g	ClHts/RckAC	4,200	0.85	6.3	5.7	4.8	5.0	5.3	5.9	5.4	4.1	3.7														
WCCC	Hartford	B	106.9	23.0 cp	725	b	60	0308	15,000	c1	AOR	5,600	1.40	5.1	5.1	3.7	4.9	4.9	3.3	3.8	4.3	4.2														
# FM Stations - 12														# Combos - 11														FM TOTALS								
																												79.0	61.7	54.5	56.1	59.0	58.9	61.6	58.3	60.8

AM Stations

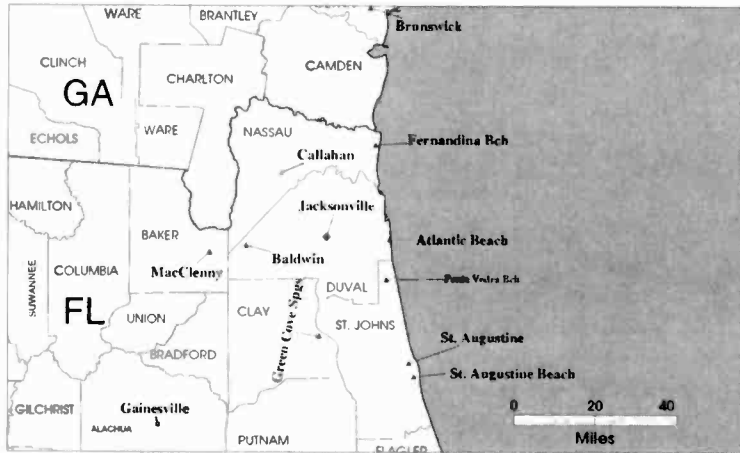
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WRYM	New Britain	D	840	1.0	0.13		Hartford Cty Bcstg	46	6108			Span/Trpcl	300		0.4	0.6	0.3	0.3	1.0	0.8	0.0	0.0	0.5
WLAT	New Britain	B	910	5.0	5.00	e	Mega Comm Inc	49	9812		g3	Tropical	1,100	0.87	1.6	1.4	1.3	2.1	1.7	2.0	0.6	0.9	1.2
• WXCT	Southington	D	990	2.5	0.08		Add Radio Group	69	9905	850	na	Nws/Tlk/Spt	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTIC	Hartford	A	1080	50.0	50.00	d	Infinity Bcstg	25	0102		g2	News/Talk	10,000	0.99	12.8	8.5	10.8	11.5	8.7	9.7	10.1	9.8	9.2
• WPRX	Bristol	B	1120	1.0	0.50		Nieves Quez Prod Inc	48	8708			Tropical	100		0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.3	0.0
WMRD	Middletown	D	1150	2.5	0.05		Crossroads Comm	48	9604	300		FSv/Tlk/Nws				0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
WNEZ	Manchester	C	1230	1.0	1.00	e	Mega Comm Inc	58	9812		g3	AC	900		0.4	0.6	0.7	0.3	0.0	0.0	0.4	0.5	0.3
• WTMI	West Hartford	D	1290	0.6 cp	0.01	b	Marlin Bcstg LLC	47	0308		c1	Classical			0.2	0.0	0.5	0.0	0.0	0.0	0.0	0.7	0.0
WDRC	Hartford	B	1360	5.0	5.00	a	Buckley Bcstg Corp	22	5908			News/Talk	1,500	0.52	3.7	2.3	3.2	3.0	2.3	2.7	2.4	3.6	2.5
WPOP	Hartford	B	1410	5.0	5.00	c	Clear Channel Comm	35	0008		g	Sports	300	0.32	1.2	0.8	0.9	0.7	1.0	0.8	0.8	0.8	1.1
WMMW	Meriden	B	1470	2.5	2.50	a	Buckley Bcstg Corp	47	9811	630		News/Talk	100		0.2	0.2	0.1	0.1	0.3	0.1	0.2	0.1	0.3
WKND	Windsor	D	1480	0.5	0.00		Hartcom Inc	61	8107	500		R&B Oldies	300		0.5	0.0	0.0	0.6	0.0	0.3	0.5	0.0	0.6
WDZK	Bloomfield	B	1550	5.0	2.40		ABC/Disney	64	0008		g	Children	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations - 13				# Combos - 7				AM TOTALS				21.1	14.4	17.8	18.6	15.6	16.4	15.0	16.7	15.7			
AM & FM Stations Profiled - 25				# Duopolies - 6				Total Local Commercial Share				76.1	72.3	74.7	74.6	75.3	76.6	75.0	76.5				

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 50

Revenue Rank: 44

Jacksonville, FL Market Overview



Metro Counties / Population (000)

Baker, FL	23.3
Clay, FL	147.4
Duval, FL	807.4
Nassau, FL	60.9
St. Johns, FL	129.1
Total	1,168.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$44,900	\$49,100	\$54,200	\$60,200	\$55,600	\$60,300
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.5%	\$65,000	\$70,600	\$76,200	\$80,400	\$84,400	6.9%
Revenue/Retail Sales	NA ^{1/}	\$4.13/1,000	\$4.61/1,000				Est. Breakout Local 75%
Revenue/Capita	\$42.90	\$51.62	\$66.00				National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,046.5	1,168.1	2.2%	1,168.1	1,278.7	1.8%
Households	391.7	451.4	2.9%	451.4	497.6	2.0%
Retail Sales	NA ^{1/}	14,597.6	NA ^{1/}	14,597.6	18,290.8	4.6%
EBI ^{2/}	16,801.9	21,889.7	5.4%	21,889.7	28,765.7	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	568.7	101.7	53.4	53.8	81.3	93.9	81.2	103.4
Women (000)	599.4	97.4	51.3	53.4	82.3	97.4	86.3	131.2
Total	1,168.1	199.0	104.7	107.2	163.6	191.4	167.5	234.6
Percentage	100.0%	17.0%	9.0%	9.2%	14.0%	16.4%	14.3%	20.1%
Per Capita	\$ 18,740							
Median Household				\$ 38,486				
Avg Household							\$ 48,495	
Ethnic Population:	White 72.2%	Black 22.0%	Asian 2.4%	Hispanic 4.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		15	15	18	19	37
Tot 12+	10.9		58.1	67.5	69.0	15.3	84.3
Avg 12+	3.6		3.9	4.5	3.8	0.8	2.3
Tot LCS	12.9		68.9	80.1	81.9	18.1	100.0
Avg LCS	4.3		4.6	5.3	4.5	1.0	2.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Brunswick, GA.

FM Stations

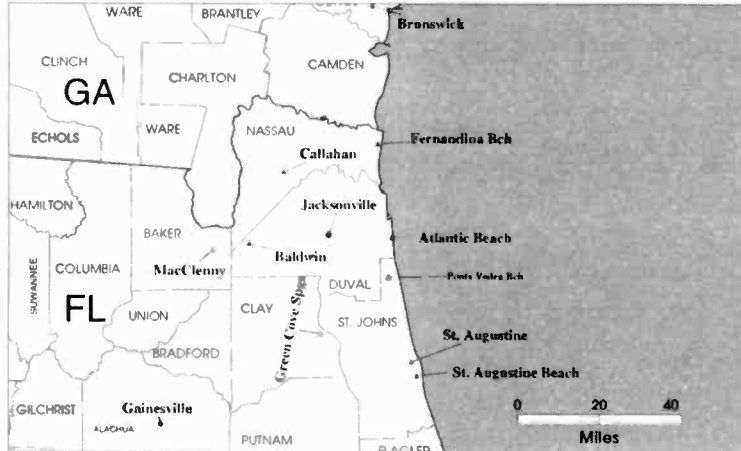
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WJXR	Macclenny	C3	92.1	25.0	328		Perich, Gregory G	78	8501	327		Talk	2,000		0.4	0.0	0.6	0.5	0.0	0.7	0.0	0.6	0.0
WJBT	Green Cove Sp	A	92.7	2.6	505	c	Clear Channel Comm	78	9905		g1	1 RhyBI/UrCH	2,000	0.42	7.9	6.6	5.0	5.8	5.9	5.5	6.1	7.6	6.6
WPLA	Callahan	C2	93.3	50.0	463	c	Clear Channel Comm	90	9712		g3	1 Alternative	2,100	0.66	5.3	3.8	4.9	5.1	5.1	3.7	4.9	5.1	3.6
WSOS	St. Augustine	C3	94.1	19.0	377		Lakeshore Media LLC	82	0307	4,000	c1	Bright AC	400		0.7	0.6	0.5	0.7	0.0	0.4	1.0	0.9	0.0
WAPE	Jacksonville	C	95.1	100.0	984	b	Cox Radio Inc	49	0008		sw	Top 40	7,200	1.51	7.9	4.7	5.0	5.6	6.3	6.8	6.5	6.0	6.5
WEJZ	Jacksonville	C	96.1	100.0	984	d	Renda Bcstg Corp	49	9003		g	Lite AC	6,000	1.28	7.8	6.6	6.9	8.2	7.0	7.0	5.1	6.6	6.9
WKQL	Jacksonville	C	96.9	100.0	1014	b	Cox Radio Inc	69	0008		sw	Oldies	4,500	1.01	7.4	6.5	5.3	6.2	6.3	7.0	6.7	5.1	5.3
● WFKS	Neptune Beach	C2	97.9	12.5	991	c	Clear Channel Comm	65	9712		g3	1 CHR	1,800	0.73	4.1	4.2	3.3	3.2	3.6	3.7	3.3	3.3	3.0
● WQIK	Jacksonville	C0	99.1	100.0	991	c	Clear Channel Comm	64	9905		g1	1 Country	5,800	1.32	7.3	5.4	5.7	5.5	5.2	5.2	6.7	6.1	5.9
WWRR	Brunswick	C1	100.7	36.0	1463	d	Renda Bcstg Corp	65	9602		g	Clsc Rock	800	0.55	2.4	3.0	1.7	1.5	1.9	2.1	2.1	2.2	1.5
WSOL	Brunswick	C	101.5	100.0	1463	c	Clear Channel Comm	66	9905		g1	1 Urban AC	4,200	0.80	8.7	6.8	8.4	6.2	6.8	6.0	7.6	7.9	7.1
WMXQ	Jacksonville	C	102.9	100.0	1014	b	Cox Radio Inc	65	0008		sw	80s Hits	5,400	1.54	5.8	4.6	4.7	4.3	4.5	4.5	4.2	5.2	5.1
WFYV	Atlantic Beach	C	104.5	100.0	1014	b	Cox Radio Inc	67	0008		sw	Clsc Rock	8,200	1.64	8.3	7.5	5.5	6.4	5.7	7.9	5.5	6.5	7.3
● WJSJ	Fernandina	A	105.3	3.9	410	g	Tama Broadcasting	99	0302	8,500	d1	Smooth Jazz	350	0.53	1.1	2.8	3.0	1.2	1.0	0.9	1.1	0.6	0.9
● WSJF	St. Augustine	C3	105.5	16.0	410	g	Tama Broadcasting	95	0302		d1	Smooth Jazz			0.4	0.4	0.4	0.2	0.2	0.4	0.4	0.4	0.2
● WHJX	Baldwin	C3	105.7	25.0 cp	328	g	Tama Broadcasting	92	0201	1,600		Urban	150		0.8	2.0	1.1	1.5	1.8	1.9	0.7	0.0	0.0
WBGB	Ponte Vedra	A	106.5	6.0	328	a	Salem Comm Corp	96	0307 p	9,250	1	ChrsContem	700	0.29	4.0	2.3	2.9	3.5	2.6	3.7	3.9	2.5	2.9
● WROO	Jacksonville	C1	107.3	98.0	991	c	Clear Channel Comm	77	9712		g3	1 Country	2,500	0.90	4.6	3.6	4.1	4.5	3.9	4.7	3.7	2.4	4.1
# FM Stations -					18	# Combos -					16	FM TOTALS			84.9	71.4	69.0	70.1	67.8	72.1	69.5	69.0	66.9

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 50

Revenue Rank: 44

Jacksonville, FL Market Overview



Metro Counties / Population (000)

Baker, FL	23.3
Clay, FL	147.4
Duval, FL	807.4
Nassau, FL	60.9
St. Johns, FL	129.1
Total	1,168.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$44,900	\$49,100	\$54,200	\$60,200	\$55,600	\$60,300
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.5%	\$65,000	\$70,600	\$76,200	\$80,400	\$84,400	6.9%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.13/1,000	\$4.61/1,000	Local 75%
Revenue/Capita	\$42.90	\$51.62	\$66.00	National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,046.5	1,168.1	2.2%	1,168.1	1,278.7	1.8%
Households	391.7	451.4	2.9%	451.4	497.6	2.0%
Retail Sales	NA ^{1/}	14,597.6	NA ^{1/}	14,597.6	18,290.8	4.6%
EBI ^{2/}	16,801.9	21,889.7	5.4%	21,889.7	28,765.7	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	568.7	101.7	53.4	53.8	81.3	93.9	81.2	103.4
Women (000)	599.4	97.4	51.3	53.4	82.3	97.4	86.3	131.2
Total	1,168.1	199.0	104.7	107.2	163.6	191.4	167.5	234.6
Percentage	100.0%	17.0%	9.0%	9.2%	14.0%	16.4%	14.3%	20.1%
Per Capita	\$ 18,740							
			Median Household	\$ 38,486			Avg Household	\$ 48,495
Ethnic Population:	White 72.2%	Black 22.0%	Asian 2.4%				Hispanic 4.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		15	15	18	19	37
Tot 12+	10.9		58.1	67.5	69.0	15.3	84.3
Avg 12+	3.6		3.9	4.5	3.8	0.8	2.3
Tot LCS	12.9		68.9	80.1	81.9	18.1	100.0
Avg LCS	4.3		4.6	5.3	4.5	1.0	2.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Brunswick, GA.

AM Stations		ARB 12+ Metro Shares (see rights)																							
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
WBWL	Jacksonville	B	600	5.0	5.00		ABC/Disney	33	0207	2,500		Children	600		0.7	0.0	0.4	0.0	0.0	0.0	0.8	0.8	0.7		
• WOKV	Jacksonville	B	690	50.0	10.00	b	Cox Radio Inc	58	0008		sw	Nws/Tlk/Spt	3,600	0.89	6.7	5.9	8.0	6.8	6.4	4.8	4.8	5.6	6.6		
WFXJ	Jacksonville	B	930	5.0	5.00	c	Clear Channel Comm	25	9712		g3	1 Sports	800	0.83	1.6	1.0	0.9	1.5	1.3	0.9	1.6	1.5	1.2		
WVOJ	Jacksonville	D	970	1.0	0.16		Morgan Media Inc	69	9803	495		Talk	100		0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.5	0.0		
WIOJ	Jacksonville	D	1010	10.0	0.14		McEntee Bcstg FL Inc	47	9603	240		Christian			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WROS	Jacksonville	D	1050	5.0	0.01		Hall, Elwyn V.	55	8506	525		Christian			0.1	0.0	0.4	0.4	0.0	0.0	0.0	0.4	0.0		
WEWC	Callahan	D	1160	5.0	0.25		P&B Comm Ltd.	99	0304	450		Rhythm/Blue	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WSOS	St. Augustine	D	1170	0.7	0.00		Lakeshore Media LLC	86	0307		c1	Bright AC	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WJAX	Jacksonville	D	1220	1.0	0.00	f	Jones College	58	8509		dn	Big Band			0.1	0.0	0.4	0.0	0.0	0.4	0.0	0.0	0.0		
WFOY	St. Augustine	C	1240	1.0 cp	0.58	e	Shull Bcstg Co Inc	36				Nws/Tlk/Spt	100		0.2	0.4	0.0	0.0	0.0	0.0	0.7	0.0	0.0		
WSVE	Jacksonville	D	1280	5.0	0.00		Willis Bcstg Corp	48	9505	338		Gospel	500	0.75	1.1	0.6	0.0	0.8	0.4	1.2	0.5	0.9	1.0		
WJGR	Jacksonville	B	1320	5.0	5.00	a	Salem Comm Corp	45	0307		d2	1 Nws/Tlk/Spt	100			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0		
WCGL	Jacksonville	D	1360	5.0	0.00		Maiden,D & Battle,B	48	8912	510		Gospel	400	0.60	1.1	0.8	0.9	0.6	1.3	0.8	1.0	0.8	1.0		
WZAZ	Jacksonville	C	1400	1.0	1.00	a	Salem Comm Corp	50	0307		d2	1 Gospel	1,000	0.50	3.3	1.7	3.3	2.3	2.9	2.3	2.7	3.1	2.8		
WAOC	St. Augustine	B	1420	2.2	0.25	e	Shull Bcstg Co Inc	53	0208	284		Country	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WZNZ	Jacksonville	B	1460	5.0	5.00	a	Salem Comm Corp	42	0307		d2	1 Sports	100		0.1	0.7	0.6	0.6	0.5	0.4	0.0	0.0	0.0		
WOBS	Jacksonville	D	1530	50.0	0.00		Word Broadcasting	76	0307		g	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WGSR	Fernandina	D	1570	10.0	0.03		FL Sports News Net	55	0304	335		Gosp/VR&BO				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WQOP	Atlantic Beach	D	1600	5.0	0.09		Queen of Peace Radio	58	9707	350		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					19	# Combos -					8	AM TOTALS					15.2	11.1	15.3	13.0	13.3	10.8	12.1	13.6	13.3
AM & FM Stations Profiled -					37	# Duopolies -					10	Total Local Commercial Share					82.5	84.3	83.1	81.1	82.9	81.6	82.6	80.2	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 51

Revenue Rank: 42

Buffalo-Niagara Falls, NY Market Overview



Metro Counties / Population (000)

Erie, NY	938.6
Niagara, NY	217.7
Total	1,156.3

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$46,700	\$52,900	\$56,100	\$61,200	\$54,900	\$64,300
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.40/1,000	\$6.52/1,000	Local 78%			
	\$39.83	\$55.61	\$75.56	National 22%			

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	1,172.4	1,156.3	-0.3%	1,156.3	1,126.3
Households	458.0	465.7	0.3%	465.7	459.8	-0.3%
Retail Sales	NA ^{1/}	11,909.7	NA ^{1/}	11,909.7	13,052.5	1.8%
EBI ^{2/}	16,681.3	19,424.5	3.1%	19,424.5	22,805.0	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	553.4	92.3	50.6	51.1	68.3	87.5	80.0	123.5
Women (000)	603.0	88.0	48.2	51.0	70.4	91.1	84.8	169.6
Total	1,156.3	180.3	98.9	102.0	138.7	178.5	164.8	293.1
Percentage	100.0%	15.6%	8.5%	8.8%	12.0%	15.4%	14.3%	25.3%
Per Capita	\$ 14,798	Median Household		\$ 32,157	Avg Household		\$ 36,810	
Ethnic Population:	White 90.3%	Black 6.4%	Asian 0.7%	Hispanic 1.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		11	1	11	13	13	26
Tot 12+		58.0	0.9	60.6	62.4	21.5	83.9
Avg 12+		5.3	0.9	5.5	4.8	1.7	3.2
Tot LCS		69.1	1.1	72.2	74.4	25.6	100.0
Avg LCS		6.3	1.1	6.6	5.7	2.0	3.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Olean, NY.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)															
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001								
WBUF	Buffalo	B	92.9	49.0	581	b	Infinity Bcstg	47	0102		g1	Rock/Talk	3,100	1.15	4.2	3.3	3.5	2.6	2.3	3.6	3.5	3.2	3.8								
WBLK	Depew	B	93.7	47.0	505	b	Infinity Bcstg	64	0102		g1	Urban AC	5,400	0.84	10.0	6.2	6.2	6.4	6.9	8.5	7.3	9.7	8.5								
WJYE	Buffalo	B	96.1	47.0	505	b	Infinity Bcstg	66	0102		g1	Soft Rock	5,300	1.13	7.3	6.5	7.4	6.4	7.4	5.7	6.9	6.3	6.0								
WGRF	Buffalo	B	96.9	24.0	712	c	Citadel Bcstg Corp	59	0004	190,000	g3	1 Clsc Rock	7,800	1.46	8.3	8.2	6.6	6.0	7.9	6.9	6.7	7.3	7.4								
• WKSE	Niagara Falls	B	98.5	46.0	420	a	Entercom	46	9912		g2	CHR	7,200	1.13	9.9	6.3	5.9	7.5	7.2	7.8	8.1	9.0	8.8								
WDCX	Buffalo	B	99.5	110.0	640	a	Crawford Bcstg Co	63				Religion	600		0.9	0.6	0.9	1.1	1.0	0.6	0.9	1.0	0.6								
CKEY	Ft Erie		101.1	52.0	262		CJRN 710 Inc	91			1	Urban			2.0	4.5	3.5	3.2	2.8	1.8	1.8	1.8	1.4								
CFNY	Brampton	C1	102.1	35.0	1381		Corus Entertainment	60				New Rock			0.8	0.6	0.9	0.9	0.8	1.0	0.6	0.6	0.6								
WTSS	Buffalo	B	102.5	110.0	1165	a	Entercom	46	9912		g2	Hot AC	4,800	1.24	6.0	6.0	6.0	6.5	5.8	5.0	5.9	4.8	4.8								
WEDG	Buffalo	B	103.3	49.0	348	c	Citadel Bcstg Corp	47	0004		g3	1 Modern Rock	4,600	1.30	5.5	3.8	4.4	4.7	5.0	4.8	5.2	4.8	4.0								
WHTT	Buffalo	B	104.1	50.0	223	c	Citadel Bcstg Corp	54	0004		g3	1 Oldies	6,000	1.20	7.8	5.8	6.6	6.1	6.8	6.7	6.7	6.7	6.5								
WYRK	Buffalo	B	106.5	50.0	466	b	Infinity Bcstg	62	0102		g1	Country	7,700	1.09	11.0	9.9	9.3	9.5	8.3	10.2	10.2	8.9	8.1								
WNSA	Wethersfield	B	107.7	19.5	801		Adelphia Comm	48	0008	1,650		Sports	1,200	1.10	1.7	1.5	1.2	1.4	1.5	0.9	1.1	1.9	1.9								
# FM Stations -															13	# Combos -		9	FM TOTALS				75.4	63.2	62.4	62.3	63.7	63.5	64.9	66.0	62.4

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)															
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001								
WGR	Buffalo	B	550	5.0	5.00	a	Entercom	22	9912		g2	Sports	2,400	1.49	2.5	1.5	1.4	1.9	2.4	2.0	1.8	2.0	2.8								
WTOR	Youngstown	D	770	9.0	0.00	cp	Birach Bcstg Corp	98	9604	409	cp	Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WBEN	Buffalo	B	930	5.0	5.00	a	Entercom	30	9912		g2	News/Talk	5,200	0.72	11.2	10.1	11.1	10.7	9.0	9.7	8.3	8.9	11.1								
WUFO	Amherst	D	1080	1.0	0.00		Sheridan Bcstg	48	7203			Gsp/Old/Jaz	200		0.9	1.0	0.8	0.7	1.0	0.6	0.8	0.9	0.8								
WMNY	Buffalo	D	1120	1.0	0.00	c	Citadel Bcstg Corp	47	0004		g3	1 Gospel	200		0.7	0.7	0.6	0.3	0.0	0.6	0.0	0.9	0.8								
WECK	Cheektowaga	C	1230	1.0	1.00	cp	Infinity Bcstg	56	0102		g1	Nostalgia	1,200	0.37	5.0	3.5	3.2	3.3	3.9	4.0	4.6	4.2	4.3								
WHLD	Niagara Falls	B	1270	5.0	1.00	c	Citadel Bcstg Corp	40	0004		g3	1 Relgn/Ethnc				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WXRL	Lancaster	B	1300	5.0	2.50	cp	Dome Bcstg	64	7011			Country	400	0.62	1.0	0.8	1.1	0.0	0.9	1.1	0.9	0.9	0.5								
WSPQ	Springville	B	1330	1.0	1.00		Hawk Comm Inc	86	9103		na	Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WLVL	Lockport	C	1340	1.0	1.00		Culver Comm	47	8109	550		Nws/Tlk/Nst	150		0.6	0.9	0.5	0.5	0.7	0.6	0.5	0.5	0.4								
WWWS	Buffalo	C	1400	1.0	1.00	a	Entercom	34	9912		g2	Urban/Oldes	400	0.35	1.8	2.0	1.4	1.5	1.6	2.2	1.4	1.4	1.2								
WJLJ	Niagara Falls	D	1440	1.0	0.06		M.J. Phillips Comm	47	9211	225		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WWKB	Buffalo	A	1520	50.0	50.00	a	Entercom	25	9912		g2	Oldies	400		0.6	1.1	1.4	1.5	0.5	0.6	0.5	0.4	0.5								
# AM Stations -															13	# Combos -		7	AM TOTALS				24.3	21.6	21.5	20.4	20.0	21.4	18.8	20.1	22.4
AM & FM Stations Profiled -															26	# Duopolies -		7	Total Local Commercial Share				84.8	83.9	82.7	83.7	84.9	83.7	86.1	84.8	

NOTE: Some stations also rated in Olean, NY.

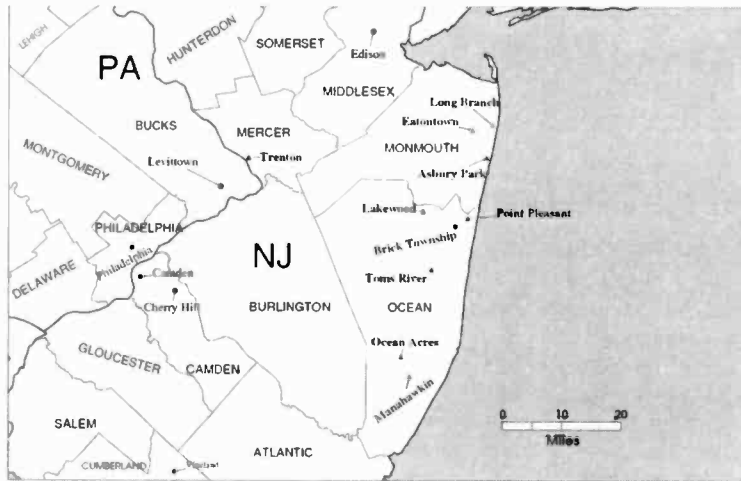
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 52

Revenue Rank: 82

Monmouth-Ocean, NJ Market Overview



Metro Counties / Population (000)

Monmouth, NJ	626.6
Ocean, NJ	522.7
Total	1,149.3

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$16,000	\$17,800	\$22,400	\$25,100	\$24,300	\$25,700
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.8%	\$27,100	\$29,000	\$30,600	\$32,300	\$33,900	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.66/1,000	\$1.80/1,000	Local 80%
Revenue/Capita	\$14.92	\$22.36	\$28.03	National 20%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,072.3	1,149.3	1.4%	1,149.3	1,209.6	1.0%
Households	396.6	434.4	1.8%	434.4	460.1	1.2%
Retail Sales	NA ^{1/}	15,457.2	NA ^{1/}	15,457.2	18,885.6	4.1%
EBI ^{2/}	19,679.2	25,436.5	5.3%	25,436.5	32,647.9	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	552.2	97.1	47.9	41.4	64.0	90.7	80.4	130.6
Women (000)	597.2	92.4	45.7	38.2	66.7	94.5	84.1	175.6
Total	1,149.3	189.5	93.5	79.6	130.7	185.2	164.5	306.3
Percentage	100.0%	16.5%	8.1%	6.9%	11.4%	16.1%	14.3%	26.6%
Per Capita	\$ 22,132							
				Median Household	\$ 46,058		Avg Household	\$ 58,552
Ethnic Population:	White 88.0%	Black 5.8%	Asian 2.9%	Hispanic 6.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	2		9	10	4	14
Tot 12+	19.8	10.2		28.9	30.0	3.9	33.9
Avg 12+	2.5	5.1		3.2	3.0	1.0	2.4
Tot LCS	58.4	30.1		85.3	88.5	11.5	100.0
Avg LCS	7.3	15.0		9.5	8.8	2.9	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in New York, Middlesex & Trenton.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WOBM	Toms River	A	92.7	1.4	486	a	68	0206	100,000	d1	AC	5,000	1.26	15.4	2.9	3.6	5.3	4.6	3.9	3.9	4.6	4.7
WJLK	Asbury Park	A	94.3	1.3	499	a	47	0206		d1	Hot AC	7,000	2.21	12.3	3.8	3.5	3.4	4.4	2.7	3.3	3.1	3.0
WRAT	Point Pleasant	A	95.9	4.0	240	c	68	0107		g	AOR/CIRck	4,600	1.92	9.3	3.6	1.9	2.9	3.0	3.4	2.7	4.3	4.7
WBBO	Ocean Acres	A	98.5	3.0	466	a	93	0303 p		d1	Top 40	2,200	1.14	7.5	2.3	1.9	2.5	2.3	3.4	3.1	2.7	2.9
WBHX	Tuckerton	A	99.7	5.6	108		99	0210	1,150		Clsc Rock	200		1.1	0.0	0.0	0.0	0.3	0.0	0.6	0.0	
WJRZ	Manahawkin	A	100.1	1.6	436	c	76	0207	8,306	st	Oldies	1,200	0.54	8.7	3.3	3.5	3.1	2.5	2.6	3.2	2.1	1.2
WKXW	Trenton	B	101.5	15.5	902		62	0202			Oldes/Talk	n/a		17.8	6.8	6.4	6.7	4.8	5.8	5.1	5.9	5.7
• WCHR	Manahawkin	B1	105.7	13.0	459	a	02	0305 p		na	Clsc Rock	500	0.88	2.2	3.4	2.2	1.5	0.0	0.0	0.0	0.0	0.0
WHTG	Eatontown	A	106.3	1.9 cp	420	b	61	0011	15,000	c2	Modern Rock	1,300	0.65	7.8	2.8	2.1	2.7	2.3	2.4	1.7	1.4	1.0
• WWZY	Long Branch	A	107.1	0.6 cp	541		60	0303	20,000		AC	2,300	1.18	7.6	0.0	0.0	1.4	3.3	3.3	3.5	3.6	4.1
# FM Stations -				10	# Combos -				7	FM TOTALS				88.6	30.0	25.1	29.5	27.2	27.8	26.5	28.3	27.3

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WOBM	Lakewood	B	1160	5.0	8.90	a	Millennium Radio Gr	70	0206		d1	Adlt Stndrd	900	0.37	9.4	2.8	4.2	3.6	2.5	2.9	2.4	4.7	3.7
WADB	Asbury Park	B	1310	2.5	1.00	a	Millennium Radlo Gr	26	0206		d1	Adlt Stndrd	400	1.04	1.5	0.6	1.2	1.0	0.0	0.9	2.4	1.2	1.3
WHTG	Eatontown	D	1410	0.3 cp	0.09	b	Press Comm LLC	57	0011		c2	Oldies	100		0.5	0.5	0.0	0.0	0.3	0.5	0.0	0.0	0.0
WJRZ	Toms River	D	1550	1.0 cp	0.01		Knox Bcstg Grp Inc	94				DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				4	# Combos -				3	AM TOTALS				11.4	3.9	5.4	4.6	2.8	4.3	4.8	5.9	5.0	
AM & FM Stations Profiled -				14	# Duopolies -				6	Total Local Commercial Share				33.9	30.5	34.1	30.0	32.1	31.3	34.2	32.3		

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 53

Revenue Rank: 53

Oklahoma City, OK Market Overview



Metro Counties / Population (000)

Canadian, OK	89.5
Cleveland, OK	212.0
Logan, OK	34.6
McClain, OK	28.4
Oklahoma, OK	664.6
Pottawatomie, OK	66.4
Total	1,095.5

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$37,300	\$41,700	\$44,300	\$47,000	\$43,600	\$46,400
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.4%	\$48,900	\$52,300	\$55,200	\$58,200	\$61,100	5.7%

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout	
		NA ^{1/}	\$3.43/1,000	\$3.94/1,000	Local
	\$36.21	\$42.36	\$54.82	National	14%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

MSA Population	1997	2002	Growth Rate	2002	2007	Growth Rate
		1,030.0	1,095.5	1.2%	1,095.5	1,114.5
Households	391.9	431.3	1.9%	431.3	443.1	0.5%
Retail Sales	NA ^{1/}	13,542.0	NA ^{1/}	13,542.0	15,492.4	2.7%
EBI ^{2/}	14,718.8	17,598.6	3.6%	17,598.6	20,804.4	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	536.1	92.8	50.3	64.0	75.9	82.1	73.8	97.2
Women (000)	559.5	88.3	47.8	62.7	74.3	84.2	77.5	124.7
Total	1,095.5	181.1	98.1	126.7	150.2	166.3	151.3	222.0
Percentage	100.0%	16.5%	9.0%	11.6%	13.7%	15.2%	13.8%	20.3%
Per Capita	\$ 16,598							
				Median Household	\$ 32,627		Avg Household	\$ 40,942
Ethnic Population:	White	69.6%	Black	15.2%	Asian	3.1%	Hispanic	9.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		13	14	17	13	30
Tot 12+	9.1		62.5	71.0	71.6	13.7	85.3
Avg 12+	2.3		4.8	5.1	4.2	1.1	2.8
Tot LCS	10.7		73.3	83.2	83.9	16.1	100.0
Avg LCS	2.7		5.6	5.9	4.9	1.2	3.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
KOMA	Oklahoma City	C	92.5	100.0	984	b	Renda Bcstg Corp	64	9901	53,000	c3	Oldies	4,000	1.33	6.5	7.5	6.7	6.2	5.7	6.5	5.3	5.5	4.7
KKNG	Newcastle	C1	93.3	100.0	797	f	Tyler Enterprises	71	9508	441		Country	700	0.21	7.3	6.3	6.2	5.3	6.7	7.1	6.5	4.9	6.2
KHBZ	Oklahoma City	C	94.7	100.0	1221	a	Clear Channel Comm	67	9401	7,500		Rock	1,600	0.68	5.1	5.0	4.9	4.8	4.4	4.7	3.4	3.6	5.3
• KQCV	Shawnee	C	95.1	100.0	1004	e	Bott Radio Network	98				Relgn/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KXXY	Oklahoma City	C	96.1	100.0	1221	a	Clear Channel Comm	64	9607		g2	Country	4,900	1.62	6.5	4.7	4.9	5.2	6.1	5.6	5.7	4.8	5.8
KQBL	Enid	C	96.9	100.0	1450		Chisholm Trail Bcstg	67			1	Country	500	0.54	2.0	2.1	3.2	1.8	3.6	2.1	1.1	1.8	1.6
KKWD	Edmond	A	97.9	6.0	315	d	Citadel Bcstg Corp	62	9912	60,000	d3	1 CHR/Rhymc	3,700	1.00	8.0	7.7	6.7	6.2	7.1	6.3	6.7	7.1	6.9
KYIS	Oklahoma City	C	98.9	100.0	1099	d	Citadel Bcstg Corp	69	9912		d3	1 AC	3,200	1.17	5.9	4.1	3.8	5.5	4.3	4.5	4.7	4.8	5.7
KATT	Oklahoma City	C	100.5	100.0	1191	d	Citadel Bcstg Corp	60	9912		d3	1 AOR	5,600	1.14	10.6	5.5	6.4	5.4	5.4	7.4	9.3	10.8	8.3
KTST	Oklahoma City	C	101.9	100.0	1221	a	Clear Channel Comm	62	9607		g2	Country	2,200	0.76	6.2	5.0	4.9	4.3	4.8	6.1	5.4	4.6	4.9
KJYO	Oklahoma City	C	102.7	100.0	1221	a	Clear Channel Comm	61	8410		g1	CHR	2,400	0.72	7.2	5.1	4.8	4.6	4.6	4.9	5.9	6.8	6.5
KMGL	Oklahoma City	C	104.1	100.0	1362	b	Renda Bcstg Corp	65	8803	3,050		AC	3,800	1.34	6.1	5.7	7.2	6.2	5.7	5.9	5.0	4.9	4.6
• WWLS	Bethany	A	104.9	6.0	328	d	Citadel Bcstg Corp	65	9912		d3	1 Spts/Talk	2,000	1.54	2.8	2.4	1.8	2.2	0.9	1.3	1.4	2.7	3.9
• KSYU	Kingfisher	A	105.3	0.9	833	d	Citadel Bcstg Corp	00	0308	3,100	1	Alternative	200		0.6	0.4	0.6	0.4	1.4	1.5	0.5	0.0	0.0
KIRC	Seminole	A	105.9	4.4	384		One Ten Bcst Group	78				Country	50		0.1	0.0	0.0	0.5	0.0	0.0	0.0	0.4	0.0
• KTUZ	Okarche	C2	106.7	13.0	958	f	Tyler Enterprises	68	9803	100	c1	Spanish	600	0.81	1.6	1.5	2.9	2.5	1.6	0.9	1.9	1.3	1.3
KRXO	Oklahoma City	C	107.7	100.0	991	b	Renda Bcstg Corp	76	9901		c3	Clsc Rock	4,700	1.22	8.3	8.0	6.6	6.5	8.1	7.9	6.9	7.4	5.8
# FM Stations -				17	# Combos -				15	FM TOTALS				84.8	71.0	71.6	67.6	70.4	72.7	69.7	71.4	71.5	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
• WWLS	Moore	B	640	5.0	1.00	d	Citadel Bcstg Corp	22	9912		1	Sports	700	1.01	1.5	1.8	1.3	1.4	1.1	1.5	1.4	1.1	1.1
KQCV	Oklahoma City	B	800	2.5	1.00	e	Bott Radio Network	48	7601			Relgn/Talk	450	0.97	1.0	0.7	0.5	0.9	0.9	0.6	0.8	0.9	1.2
KTLR	Oklahoma City	D	890	1.0	0.00	f	Tyler Enterprises	46	9908	480		Kids/Info			0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
WKY	Oklahoma City	B	930	5.0	5.00	d	Citadel Bcstg Corp	20	0212 p	7,700	1	Talk	300	0.54	1.2	1.2	0.6	1.7	1.3	0.9	0.9	1.1	1.2
KTOK	Oklahoma City	B	1000	5.0	5.00	a	Clear Channel Comm	27	8410		g1	News/Talk	3,000	1.18	5.5	5.2	5.9	6.8	5.0	4.4	5.0	4.2	4.8
KVSP	Oklahoma City	D	1140	1.0	0.00		Perry Bcstg Co Inc	46	9303	375		Urban	1,200	0.81	3.2	2.4	2.7	3.2	2.6	2.0	2.8	3.3	2.6
KTLV	Midwest City	D	1220	0.3	0.00	a	Clear Channel Comm	73	0206		sw	Black Gosp	100		0.4	0.6	0.4	0.6	0.4	0.6	0.6	0.0	0.0
KEBC	Midwest City	C	1340	1.0 cp	1.00		First Choice Bcstg	20	0206		sw	Urban	400		0.9	0.6	0.5	0.7	0.7	0.0	0.8	1.3	0.8
KREF	Norman	C	1400	1.0	1.00	c	Fox Family	49	9404	200		Spts/Talk	50			0.0	0.6	0.4	0.0	0.0	0.0	0.0	0.0
KGFF	Shawnee	C	1450	1.0	1.00		Potawatomi Tribe	30	9812	155		Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KZUE	El Reno	D	1460	0.5	0.00		La Tremenda Radio	62				Spanish	50			0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
KOKC	Guthrie	C	1490	1.0	1.00	c	Family Worship Cntr	55	0209	150		Spts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KOMA	Oklahoma City	A	1520	50.0	50.00	b	Renda Bcstg Corp	22	9901		c3	News/Talk			1.4	0.9	1.2	1.1	1.2	0.6	1.1	1.7	1.4
# AM Stations -				13	# Combos -				9	AM TOTALS				15.2	13.4	13.7	17.4	13.2	11.0	13.4	13.6	13.1	
AM & FM Stations Profiled -				30	# Duopolies -				9	Total Local Commercial Share				84.4	85.3	85.0	83.6	83.7	83.1	85.0	84.6		

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 54

Revenue Rank: 55

Rochester, NY Market Overview



Metro Counties / Population (000)

Genesee, NY	59.9
Livingston, NY	64.2
Monroe, NY	733.2
Ontario, NY	100.6
Orleans, NY	44.1
Wayne, NY	93.8
Total	1,095.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$36,700	\$39,900	\$42,100	\$45,900	\$42,300	\$45,700	4.4%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
8.0%	\$48,100	\$51,400	\$54,200	\$57,200	\$60,100	5.6%

Revenue/Retail Sales
Revenue/Capita

1997	2002	2007
NA ^{1/}	\$3.82/1,000	\$4.43/1,000
\$33.73	\$41.70	\$54.93

Est. Breakout
Local 81%
National 19%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,088.2	1,095.8	0.1%	1,095.8	1,094.1	0.0%
Households	406.9	421.1	0.7%	421.1	425.5	0.2%
Retail Sales	NA ^{1/}	11,968.3	NA ^{1/}	11,968.3	13,559.1	2.5%
EBI ^{2/}	16,204.0	18,999.5	3.2%	18,999.5	22,226.6	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	531.8	92.3	50.7	52.3	67.4	85.5	77.9	105.7
Women (000)	564.1	88.3	48.0	50.9	69.5	88.8	81.8	136.7
Total	1,095.8	180.6	98.7	103.2	136.9	174.2	159.7	242.4
Percentage	100.0%	16.5%	9.0%	9.4%	12.5%	15.9%	14.6%	22.1%
Per Capita	\$ 17,338							
Median Household				\$ 37,982				
Avg Household							\$ 45,118	
Ethnic Population: White	83.3%							
Black	10.6%							
Asian	2.0%							
Hispanic	4.6%							

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	14	7		13	21	13	34
Tot 12+	20.9	41.3		60.4	62.2	17.7	79.9
Avg 12+	1.5	5.9		4.6	3.0	1.4	2.4
Tot LCS	26.2	51.7		75.6	77.8	22.2	100.0
Avg LCS	1.9	7.4		5.8	3.7	1.7	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WBEE	Rochester	B	92.5	50.0	499	e	Entercom	61	9805		g2	Country	7,300	1.27	12.6	11.1	9.5	10.6	9.3	8.9	9.8	9.5	12.1
WBBF	Fairport	A	93.3	4.4	384	e	Entercom	93	9805		g2	Oldies	600	0.41	3.2	2.5	2.5	2.1	2.2	3.2	2.6	2.5	1.8
WDNY	Dansville	A	93.9	0.6	742	f	Miller Media Inc	90	9603	300	c3	AC	150		0.3	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.0
WZNE	Brighton	A	94.1	1.8	407	d	Infinity Bcstg	97	0102		g1	Alternative	1,200	0.69	3.8	2.5	2.2	2.5	2.8	3.5	2.3	3.5	2.7
WNVE	Honeoye Falls	B	95.1	50.0	479	g	Clear Channel Comm	48	9905		g3	Alternative	2,300	1.05	4.8	4.0	4.1	3.8	3.7	3.7	4.3	3.7	3.7
● WCMF	Rochester	B	96.5	50.0	449	d	Infinity Bcstg	60	0102		g1	Clsc Rock	5,100	1.62	6.9	6.5	5.6	5.6	6.4	5.6	5.6	5.7	5.2
WPXY	Rochester	B	97.9	50.0	400	d	Infinity Bcstg	59	0102		g1	CHR	3,700	1.33	6.1	4.5	4.9	4.8	4.9	4.3	5.4	4.7	5.1
WNYR	Waterloo	A	98.5	3.2	446	c	Finger Lakes Radio	69				AC	200		0.4	0.0	0.0	0.4	0.6	0.4	0.4	0.0	0.6
WBZA	Rochester	B	98.9	37.0	564	e	Entercom	39	9805		g2	Clsc Hits	1,200	0.63	4.2	5.5	5.5	4.6	4.7	4.3	3.2	3.2	2.8
WZXV	Palmyra	A	99.7	2.8	486		Calvery Chpl-Fgr Lke	93	9409	70	st	Christian	600	1.31	1.0	0.6	0.8	0.6	0.7	1.0	0.5	0.8	0.9
WVOR	Rochester	B	100.5	50.0	479	g	Clear Channel Comm	62	9905		g3	Hot AC	2,700	1.00	5.9	4.6	4.3	4.5	5.6	5.1	5.0	4.9	3.9
WRMM	Rochester	B	101.3	27.0	640	d	Infinity Bcstg	66	0102		g1	Soft AC	5,800	1.19	10.7	6.9	7.4	8.0	8.6	8.3	7.7	9.1	8.9
WFLK	Geneva	A	101.7	5.4	125		M.B. Communications	74	9306			Country			0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.4
WISY	Canandaigua	A	102.3	3.4	282	g	Clear Channel Comm	74	9905		g3	Soft AC	300		0.8	0.5	0.5	0.6	0.6	0.6	0.6	0.5	1.0
WDCZ	Webster	A	102.7	6.0	328	a	Crawford Bcstg Co	93	9212	950		Christian	400		0.9	1.0	0.5	0.6	0.4	0.6	0.9	0.6	0.7
WUUF	Sodus	A	103.5	6.0	243		Waynco Radio Inc	91	9004	10	cp	1 Country	500		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
WDXK	Rochester	A	103.9	0.8	541		Monroe Cnty Bcstg	74				Urban AC	2,200	0.52	9.2	6.8	7.6	8.4	6.7	7.7	8.2	6.8	6.7
WMJQ	Brockport	A	105.5	6.0 cp	328	c	Finger Lakes Radio	98			2	Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJZR	Rochester	A	105.9	3.0	180		R B Lee Rust	93				Jazz	800	0.83	2.1	1.0	1.4	1.7	1.6	1.7	1.5	1.8	1.7
WKGS	Irondequoit	A	106.7	3.5	266	g	Clear Channel Comm	92	9905		g3	CHR	2,400	1.19	4.4	3.5	3.6	2.6	3.0	3.2	3.5	3.5	3.7
WFXF	South Bristol	A	107.3	0.7	994	g	Clear Channel Comm	96	9905		g3	Clsc Rock	450	0.98	1.0	2.7	1.8	1.3	0.8	1.0	0.8	1.1	0.4
# FM Stations -					21	# Combos -					16	FM TOTALS			78.6	64.2	62.2	62.7	63.0	63.1	62.7	62.8	62.3

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 54

Revenue Rank: 55

Rochester, NY Market Overview



Metro Counties / Population (000)

Genesee, NY	59.9
Livingston, NY	64.2
Monroe, NY	733.2
Ontario, NY	100.6
Orleans, NY	44.1
Wayne, NY	93.8
Total	1,095.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$36,700	\$39,900	\$42,100	\$45,900	\$42,300	\$45,700
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.0%	\$48,100	\$51,400	\$54,200	\$57,200	\$60,100	5.6%
Revenue/Retail Sales	NA ^{1/}	\$3.82/1,000	\$4.43/1,000				Est. Breakout
Revenue/Capita	\$33.73	\$41.70	\$54.93				Local 81%
							National 19%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	1,088.2	1,095.8	0.1%	1,095.8	1,094.1
Households	406.9	421.1	0.7%	421.1	425.5	0.2%
Retail Sales	NA ^{1/}	11,968.3	NA ^{1/}	11,968.3	13,559.1	2.5%
EBI ^{2/}	16,204.0	18,999.5	3.2%	18,999.5	22,226.6	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	531.8	92.3	50.7	52.3	67.4	85.5	77.9	105.7
Women (000)	564.1	88.3	48.0	50.9	69.5	88.8	81.8	136.7
Total	1,095.8	180.6	98.7	103.2	136.9	174.2	159.7	242.4
Percentage	100.0%	16.5%	9.0%	9.4%	12.5%	15.9%	14.6%	22.1%
Per Capita	\$ 17,338							
Median Household					\$ 37,982			
Avg Household								\$ 45,118
Ethnic Population:	White	83.3%	Black	10.6%	Asian	2.0%	Hispanic	4.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	14	7		13	21	13	34
Tot 12+	20.9	41.3		60.4	62.2	17.7	79.9
Avg 12+	1.5	5.9		4.6	3.0	1.4	2.4
Tot LCS	26.2	51.7		75.6	77.8	22.2	100.0
Avg LCS	1.9	7.4		5.8	3.7	1.7	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WROC	Rochester	B	950	1.0	1.00	e	Entercom	47	9805		g2	News/Talk	100		0.2	0.6	1.1	1.1	0.0	0.0	0.3	0.3	0.0
WLZG	Rochester	B	990	5.0	2.50	a	Crawford Bcstg Co	47	9709	650		Adlt Stndrd	250	0.13	4.1	2.7	2.9	2.7	2.2	3.4	3.0	3.8	2.8
WYSL	Avon	B	1040	2.5	0.50		Radio Livingston Ltd	86				News	325		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
WHAM	Rochester	A	1180	50.0	50.00	g	Clear Channel Comm	22	9905		g3	News/Talk	5,900	0.93	13.9	11.8	12.1	11.0	9.5	10.6	10.7	10.2	12.7
WGVA	Geneva	C	1240	1.0	1.00	c	Finger Lakes Radio	47	9610			Talk/Sprts			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
WHTK	Rochester	B	1280	5.0	5.00	g	Clear Channel Comm	47	9905		g3	Talk	400	0.49	1.8	1.4	0.9	1.4	1.5	1.7	1.7	1.3	1.0
WRSB	Canandaigua	B	1310	1.0	1.00	b	Wolfe, David L.	97			2	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDNY	Dansville	C	1400	0.9	1.00	f	Miller Media Inc	78	9603		c3	Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WACK	Newark	B	1420	5.0	0.50		Pembrook Pines Inc	57			1	Nws/Tlk/Spt	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WWWG	Rochester	B	1460	5.0	5.00		Holy Family Comm	25	0305	300		Gospel	250		0.6	0.0	0.7	0.0	0.0	0.5	0.5	0.5	0.5
● WBTA	Batavia	C	1490	1.0	0.71		HPL Communications	41	0310 p	275		Nws/Tlk/AC	200		0.5	0.0	0.0	0.0	0.4	0.0	0.4	0.4	0.7
WCGR	Canandaigua	D	1550	0.3	0.00	c	Finger Lakes Radio	61	9312		na	Talk/Sprts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WASB	Brockport	B	1590	1.0	1.00	b	Wolfe, David L.	70			2	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		13	# Combos -		9	AM TOTALS				21.4	16.5	17.7	16.2	13.6	16.2	16.6	16.9	18.2	
				AM & FM Stations Profiled -		34	# Duopolies -		10	Total Local Commercial Share				80.7	79.9	78.9	76.6	79.3	79.3	79.7	80.5		

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 55

Revenue Rank: 47

Louisville, KY Market Overview



Metro Counties / Population (000)

Bullitt, KY	63.6
Jefferson, KY	694.7
Oldham, KY	48.1
Shelby, KY	34.6
Clark, IN	97.5
Floyd, IN	71.3
Harrison, IN	35.0
Scott, IN	23.3
Total	1,068.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$40,500	\$48,400	\$52,100	\$56,700	\$53,000	\$56,700	6.9%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	7.0%	\$59,900	\$64,100	\$67,600	\$71,400	\$74,900	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$4.27/1,000	\$4.79/1,000	Local 87%
Revenue/Capita	\$39.55	\$53.08	\$68.43	National 13%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	1,024.0	1,068.1	0.8%	1,068.1	1,094.6	0.5%
Households	397.8	430.5	1.6%	430.5	448.4	0.8%
Retail Sales	NA ^{1/}	13,291.2	NA ^{1/}	13,291.2	15,635.7	3.3%
EBI ^{2/}	16,311.1	20,413.6	4.6%	20,413.6	26,409.8	5.3%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	516.3	89.1	45.6	47.8	72.0	84.5	77.2	100.1
Women (000)	551.8	85.1	43.5	47.9	72.7	87.6	81.4	133.6
Total	1,068.1	174.2	89.1	95.7	144.7	172.1	158.6	233.7
Percentage	100.0%	16.3%	8.3%	9.0%	13.5%	16.1%	14.8%	21.9%
Per Capita	\$ 19,112							
					Median Household	\$ 37,245		
							Avg Household	\$ 47,415
Ethnic Population:	White	82.4%	Black	14.0%	Asian	1.2%	Hispanic	1.9%

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	14	5	2	15	21	14	35
Tot 12+	29.3	21.5	16.4	64.2	67.2	18.6	85.8
Avg 12+	2.1	4.3	8.2	4.3	3.2	1.3	2.5
Tot LCS	34.1	25.1	19.1	74.8	78.3	21.7	100.0
Avg LCS	2.4	5.0	9.6	5.0	3.7	1.5	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WJCP	Austin	A	92.7	2.0	400	Pieratt Comm Inc	93	9708	275		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WJZL	Clarksville	A	93.1	2.2	387	a Clear Channel Comm	62				Smooth Jazz	1,300	0.79	2.9	2.2	1.9	1.2	1.3	2.1	3.4	2.0	2.3	
WFIA	New Albany	A	94.7	3.3	394	d Salem Comm Corp	95	9907	5,000	c2	Chrst/Talk	500		0.7	1.1	1.0	0.4	0.7	0.3	0.7	0.9	0.6	
WQMF	Jeffersonville	B	95.7	28.5	643	a Clear Channel Comm	74	9702	13,500		Clsc Rock	3,000	1.23	4.3	3.8	3.2	3.3	3.0	3.5	3.9	4.2	3.0	
WJAA	Austin	A	96.3	3.0	328	Becker, Robert	91				AAA				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGZB	Corydon	A	96.5	6.0 cp	328	b Radio One Inc	90	0108		g2	Urban	3,000	0.81	6.5	5.2	4.3	4.0	5.1	6.1	4.3	5.8	5.8	
WAMZ	Louisville	C1	97.5	100.0 cp	666	a Clear Channel Comm	66	8606	20,056	c3	Country	9,100	1.07	15.0	14.3	11.8	13.3	13.2	13.4	12.2	13.6	11.2	
WZKF	Salem	B	98.9	50.0	492	a Clear Channel Comm	98	9702	2,400		CHR	1,300	0.67	3.4	3.0	2.7	2.8	2.9	3.2	2.5	3.5	2.2	
WDJX	Louisville	B	99.7	24.0	715	b Radio One Inc	63	0108		g2	Top 40	5,200	1.35	6.8	4.4	4.0	4.8	5.2	6.0	5.6	5.6	5.7	
WTFX	Louisville	C2	100.5	37.0	554	a Clear Channel Comm	93	9610	6,900	c4	AOR	3,000	1.00	5.3	5.2	4.6	4.4	4.7	3.8	4.6	3.9	5.5	
WMJM	Jeffersontown	A	101.3	2.0	194	b Radio One Inc	78	0108		g2	R&B Oldies	650	0.44	2.6	2.8	3.5	3.6	3.4	2.9	1.5	2.3	2.1	
● WJZO	Shelbyville	A	101.7	6.0	328	a Clear Channel Comm	89	0202		g1	Smooth Jazz	150		0.3	0.3	0.6	0.3	0.2	0.1	0.4	0.6	0.0	
WXMA	Louisville	A	102.3	6.0	285	b Radio One Inc	64	0108		g2	Hot AC	1,100	0.59	3.3	3.9	2.7	3.8	2.8	2.2	2.4	3.9	2.5	
WRKA	St. Matthews	A	103.1	6.0	312	c Cox Radio Inc	64	9601		c6	Oldies	2,600	1.00	4.6	4.1	5.3	3.5	4.0	4.4	4.3	2.9	3.8	
WPTI	Louisville	A	103.9	1.4	489	c Cox Radio Inc	74	9909	1,770		80s Hits	1,600	1.01	2.8	3.6	2.0	2.5	1.9	2.8	2.5	1.7	2.5	
WBLO	Charlestown	A	104.3	3.0	328	b Radio One Inc	98	0303	2,000		Urban	750	0.32	4.1	2.5	3.4	3.4	2.9	3.3	3.4	3.5	3.5	
● WLRS	Shepherdsville	A	105.1	2.2	446	b Radio One Inc	93	0108		g2	Alternative	1,100	0.63	3.1	2.2	3.2	1.9	1.9	1.3	2.5	2.8	3.8	
WMPI	Scottsburg	A	105.3	2.2	512	D.R. Rice Bcstg Inc	66				Country	600		0.9	0.0	0.7	0.8	0.9	0.7	1.3	0.5	0.5	
● WRVI	Valley Station	A	105.9	0.6	719	d Salem Comm Corp	93	9907		c2	ChrsContem	500		0.9	0.6	0.7	0.6	0.6	0.5	0.9	0.9	0.6	
WVEZ	Louisville	B	106.9	24.5	669	c Cox Radio Inc	67	9905		g2	AC	5,100	1.23	7.3	5.8	7.8	6.3	5.7	6.6	6.7	5.7	5.5	
WSFR	Corydon	B1	107.7	8.2	568	c Cox Radio Inc	94	9905		sw	Clsc Rock	3,200	1.25	4.5	3.8	3.8	4.3	4.8	4.0	3.0	4.6	3.4	
# FM Stations -					21	# Combos -					18	FM TOTALS			79.3	68.8	67.2	66.0	65.2	67.2	66.1	68.9	64.5

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 55

Revenue Rank: 47

Louisville, KY Market Overview



Metro Counties / Population (000)

Bullitt, KY	63.6
Jefferson, KY	694.7
Oldham, KY	48.1
Shelby, KY	34.6
Clark, IN	97.5
Floyd, IN	71.3
Harrison, IN	35.0
Scott, IN	23.3
Total	1,068.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$40,500	\$48,400	\$52,100	\$56,700	\$53,000	\$56,700	6.9%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	7.0%	\$59,900	\$64,100	\$67,600	\$71,400	\$74,900	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.27/1,000	\$4.79/1,000	Local 87%
Revenue/Capita	\$39.55	\$53.08	\$68.43	National 13%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	1,024.0	1,068.1	0.8%	1,068.1	1,094.6	0.5%
Households	397.8	430.5	1.6%	430.5	448.4	0.8%
Retail Sales	NA ^{1/}	13,291.2	NA ^{1/}	13,291.2	15,635.7	3.3%
EBI ^{2/}	16,311.1	20,413.6	4.6%	20,413.6	26,409.8	5.3%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	516.3	89.1	45.6	47.8	72.0	84.5	77.2	100.1
Women (000)	551.8	85.1	43.5	47.9	72.7	87.6	81.4	133.6
Total	1,068.1	174.2	89.1	95.7	144.7	172.1	158.6	233.7
Percentage	100.0%	16.3%	8.3%	9.0%	13.5%	16.1%	14.8%	21.9%
Per Capita	\$ 19,112							
				Median Household	\$ 37,245		Avg Household	\$ 47,415
Ethnic Population:	White	82.4%	Black	14.0%	Asian	1.2%	Hispanic	1.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	14	5	2	15	21	14	35
Tot 12+	29.3	21.5	16.4	64.2	67.2	18.6	85.8
Avg 12+	2.1	4.3	8.2	4.3	3.2	1.3	2.5
Tot LCS	34.1	25.1	19.1	74.8	78.3	21.7	100.0
Avg LCS	2.4	5.0	9.6	5.0	3.7	1.5	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				Summer 2002	Spring 2002	Winter 2002	Fall 2001		
				Power (kW)	Power (kW)											Summer 2003	Spring 2003	Winter 2003	Fall 2002						
WTMT	Louisville	B	620	0.5	0.50		Jefferson Bcstg	58			2	SpnAC/Talk	300		0.7	0.7	0.5	0.7	0.6	0.8	0.4	0.4	0.6		
WDRD	Newburg	B	680	1.0	0.45		ABC/Disney	92	0203	1,922		Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WXXA	Louisville	B	790	5.0	1.00	a	Clear Channel Comm	36	9610		c4	Sports	500		0.9	0.6	0.5	0.8	0.4	0.7	0.6	0.9	0.8		
WHAS	Louisville	A	840	50.0	50.00	a	Clear Channel Comm	22	8606		c3	News/Talk	10,000	1.22	14.4	10.6	12.2	13.9	13.1	10.2	12.6	11.3	14.5		
WFIA	Louisville	D	900	1.0	0.16	d	Salem Comm Corp	47	0102	1,750		Chrst/Talk	300		0.4	0.4	0.3	1.1	0.4	0.4	0.8	0.0	0.0		
WCND	Sneydville	D	940	0.3	0.00	a	Clear Channel Comm	64	0202		g1	Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WGTK	Louisville	B	970	5.0	5.00	d	Salem Comm Corp	33	0010	1,750		Talk	200	0.29	1.2	1.5	1.4	0.7	1.4	0.8	0.7	1.3	1.1		
WLCR	Mt Washington	D	1040	1.5	0.00		LCR Partners	55	9904	162		Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKJK	Louisville	B	1080	10.0	1.00	a	Clear Channel Comm	48	9610	2,000		Talk	400		0.6	0.7	0.8	0.0	0.4	0.5	0.0	0.0	1.4		
WLLV	Louisville	C	1240	1.0	1.00	e	Mortenson Bcstg Co	40	9612	650		Gospel	200		0.2	0.4	0.5	0.0	0.6	0.0	0.0	0.7	0.0		
WLOU	Louisville	B	1350	2.2	0.50	e	Mortenson Bcstg Co	51	9509	265		Gospel	500	0.59	1.5	1.4	1.3	1.3	1.4	1.3	1.2	1.4	1.2		
WAVG	Jeffersonville	C	1450	1.0	1.00		Susquehanna Radio	61	0105		g	1 Country	300		0.9	0.5	1.1	1.2	0.9	0.0	1.3	0.7	1.2		
WOCC	Corydon	D	1550	0.3	0.01		Richard L. Brabandt	64	9506	50		Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WXLN	New Albany	B	1570	1.5	0.23	e	Mortenson Bcstg Co	49	0104	600		Religion	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					14	# Combos -					9	AM TOTALS					20.8	16.8	18.6	19.7	19.2	14.7	17.6	16.7	20.8
AM & FM Stations Profiled -					35	# Duopolies -					13	Total Local Commercial Share					85.6	85.8	85.7	84.4	81.9	83.7	85.6	85.3	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 56

Revenue Rank: 48

Richmond, VA Market Overview



Metro Counties / Population (000)

Charles City, VA	7.0
Chesterfield, VA	267.8
Colonial Heights city	17.2
Dinwiddie, VA	24.3
Goochland, VA	17.3
Hanover, VA	89.9
Henrico, VA	272.0
Hopewell city, VA	22.2
New Kent, VA	14.1
Petersburg city, VA	33.4
Powhatan, VA	23.8
Prince George, VA	35.1
Richmond city, VA	198.3
<hr/>	
	1,022.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$42,500	\$46,800	\$49,000	\$53,000	\$52,300	\$54,800
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.8%	\$57,600	\$61,600	\$65,000	\$68,500	\$72,000	5.6%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.48/1,000	\$4.83/1,000	Local 70%
Revenue/Capita	\$45.34	\$53.60	\$66.26	National 30%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	937.4	1,022.4	1.8%	1,022.4	1,086.7	1.2%
Households	363.0	399.2	1.9%	399.2	428.1	1.4%
Retail Sales	NA ^{1/}	12,227.9	NA ^{1/}	12,227.9	14,891.9	4.0%
EBI ^{2/}	15,245.6	20,117.3	5.7%	20,117.3	25,750.4	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	490.7	86.1	45.2	45.8	69.8	81.3	74.4	88.1
Women (000)	531.7	82.3	42.9	46.6	73.0	88.2	80.2	118.4
Total	1,022.4	168.4	88.2	92.4	142.8	169.5	154.6	206.5
Percentage	100.0%	16.5%	8.6%	9.0%	14.0%	16.6%	15.1%	20.2%
Per Capita	\$ 15,846							
				Median Household	\$ 27,581		Avg Household	\$ 36,962
Ethnic Population: White	64.4%	Black	30.4%	Asian	2.2%	Hispanic	2.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	8	1	15	16	14	30
Tot 12+	15.4	46.9	5.1	67.4	67.4	13.5	80.9
Avg 12+	2.2	5.9	5.1	4.5	4.2	1.0	2.7
Tot LCS	19.0	58.0	6.3	83.3	83.3	16.7	100.0
Avg LCS	2.7	7.2	6.3	5.6	5.2	1.2	3.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
WCDX	Mechanicsville	B1	92.1	4.5	771	c	Radio One Inc	85	9908		c1	Urban	6,000	1.26	8.7	4.5	5.9	6.2	6.9	7.8	7.0	6.5	7.5		
WJZV	Ettrick	A	93.1	5.2	348		Guld, Michael	00	0006		cp	Smooth Jazz	800	0.58	2.5	2.2	2.4	2.5	2.8	2.5	2.0	2.3	1.6		
WRVQ	Richmond	B	94.5	200.0	351	b	Clear Channel Comm	48	9207		g1	CHR	4,100	1.19	6.3	4.5	3.3	4.3	3.9	5.1	5.5	4.8	5.4		
WKHK	Colonial Heights	B1	95.3	17.5	394	a	Cox Radio Inc	72	0008		g	Country	8,000	1.54	9.5	9.6	7.0	7.2	8.5	9.7	8.5	6.8	6.5		
WKLR	Fort Lee	B	96.5	50.0	453	a	Cox Radio Inc	63	0008		g	Clsc Rock	3,900	1.17	6.1	3.7	6.0	4.2	5.7	4.3	4.7	5.2	6.0		
WTVR	Richmond	B	98.1	50.0	840	b	Clear Channel Comm	40	9606	18,000	c3	AC	0,600	1.27	12.4	10.7	11.2	10.8	9.9	7.7	12.1	10.0	11.3		
WRHH	Petersburg	A	99.3	6.0	328	c	Radio One Inc	66	9908	34,000	c1	Urban	600	0.42	2.6	2.5	2.1	1.7	3.0	2.3	2.4	2.2	1.7		
WARV	Petersburg	A	100.3	4.7	371		MainQuad Comm Inc	92	0302	1,200		Sports			0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.0		
WZEZ	Goochland	A	100.5	4.8	262	d	Hoffman Comm Inc	01				Adlt Stndrd	100		0.6	1.0	0.8	1.0	1.1	0.0	0.4	0.5	1.1		
WDYL	Chester	A	101.1	4.0	367	a	Cox Radio Inc	96	0102		g	Modern Rock	1,000	0.45	4.1	2.3	3.9	3.4	2.6	3.7	3.3	3.1	3.4		
WRXL	Richmond	B	102.1	20.0	791	b	Clear Channel Comm	49	9308	9,750	c2	Alternative	3,000	1.52	3.6	2.6	3.6	2.7	2.3	2.7	3.4	3.0	3.0		
WMXB	Richmond	B	103.7	20.0	840	a	Cox Radio Inc	61	0008		g	Hot AC	2,300	0.86	4.9	5.0	3.5	4.4	3.8	3.7	3.4	4.5	4.6		
WKJS	Crewe	C1	104.7	100.0	981	c	Radio One Inc	49	9907		d1	Urban AC	3,000	0.98	5.6	5.2	5.1	4.6	5.0	3.8	4.9	4.2	5.6		
WJMO	Richmond	A	105.7	2.3	532	c	Radio One Inc	68	9908		na	R&B Oldies	1,700	0.43	7.2	5.3	4.4	5.3	3.7	6.7	5.5	6.1	5.5		
• WBTJ	Richmond	B	106.5	7.6	1234	b	Clear Channel Comm	57	0008		g	HpHop/RhyBl	1,800	0.60	5.5	5.5	6.4	6.4	5.5	4.8	4.2	4.4	4.8		
WBBT	Powhatan	A	107.3	6.0 cp	328		MainQuad Comm Inc	99				80s Hits	600	0.42	2.6	1.7	1.8	1.5	2.2	2.4	1.9	2.2	2.2		
# FM Stations -					16	# Combos -					13	FM TOTALS					82.3	66.3	67.4	66.2	67.3	67.2	69.2	66.2	70.2

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
WGGM	Chester	B	820	10.0	1.00	d	Hoffman Comm Inc	64	7610		1	Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WRNL	Richmond	B	910	5.0	1.50	b	Clear Channel Comm	37	9308		c2	Sprts/Talk	1,100	1.25	1.6	1.5	0.8	1.6	1.7	1.5	1.0	1.3	1.5		
WXGI	Richmond	D	950	3.9	0.05		Gee Comm Inc	47	9710	650		Cntry/BIGrs	350	0.38	1.7	1.3	0.9	1.1	1.2	1.4	0.7	2.0	1.6		
WLEE	Short Pump	B	990	4.4 cp	1.50	e	4M Comm Inc	51	9612		na	Talk	400	0.73	1.0	0.8	0.9	0.5	0.7	0.9	0.6	0.7	1.1		
WRVA	Richmond	A	1140	50.0	50.00	b	Clear Channel Comm	25	9207		g1	News/Talk	4,800	1.22	7.2	7.3	7.1	6.4	6.4	5.4	5.5	7.0	6.0		
• WROU	Petersburg	C	1240	1.0	1.00		Sinclair Telecable	45	9203		c1	1 Gospel	250		0.9	0.4	0.7	0.7	0.9	0.5	0.9	1.0	0.6		
WDZY	Colonial Heights	D	1290	25.0	0.04		ABC/Disney	55	0009		g	Children	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WVNZ	Richmond	D	1320	5.0	0.00	e	4M Comm Inc	55	0105	500		Spanish AC	400	0.30	2.4	1.5	1.0	1.5	1.6	2.0	2.3	1.8	1.8		
• WHAP	Hopewell	C	1340	1.0	1.00	e	4M Comm Inc	49	9902		+	Adlt Stndrd	50		0.2	0.3	0.0	0.0	0.1	0.1	0.2	0.3	0.0		
WBTK	Richmond	B	1380	5.0	5.00		Salem Comm Corp	26	0107	735		Chrst/Talk	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WHAN	Ashland	D	1430	1.0	0.03		Fifth Estate Comm	62	9808	157		BusNw/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WCLM	Highland Springs	C	1450	1.0	0.00		World Media Bcst Co	59	9410		na	Variety	200		0.8	0.4	0.5	0.5	0.7	0.8	0.4	0.8	0.5		
WREJ	Richmond	D	1540	10.0	0.00	e	4M Comm Inc	64	9912	600		Urban/Inspr	600	1.00	1.1	1.0	0.9	1.3	1.5	0.8	1.1	1.2	0.7		
WFTH	Richmond	D	1590	5.0	0.02		Johnson, James Jr.	64	9003	450		Gospel	400		0.8	0.5	0.7	0.7	0.7	0.6	0.9	0.5	0.7		
# AM Stations -					14	# Combos -					7	AM TOTALS					17.7	15.0	13.5	14.3	15.5	14.0	13.6	16.6	14.5
AM & FM Stations Profiled -					30	# Duopolles -					10	Total Local Commercial Share					81.3	80.9	80.5	82.8	81.2	82.8	82.8	84.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 57

Revenue Rank: 50

Birmingham, AL Market Overview



Metro Counties / Population (000)

Blount, AL	52.8
Jefferson, AL	655.3
St. Clair, AL	67.0
Shelby, AL	150.4
Walker, AL	70.6
Total	996.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$38,900	\$44,500	\$47,600	\$54,400	\$47,100	\$50,000
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.2%	\$53,000	\$56,800	\$59,900	\$63,200	\$66,300	5.8%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$4.18/1,000	2007 \$4.90/1,000	Est. Breakout			
Revenue/Capita	\$40.29	\$50.20	\$65.51	Local	75%		
				National	25%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	965.4	996.1	0.6%	996.1	1,012.0
Households	369.5	393.5	1.3%	393.5	405.3	0.6%
Retail Sales	NA ^{1/}	11,951.2	NA ^{1/}	11,951.2	13,530.6	2.5%
EBI ^{2/}	15,151.0	18,541.9	4.1%	18,541.9	23,514.6	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	476.4	83.2	43.9	45.2	67.6	74.1	69.5	92.9
Women (000)	519.7	78.8	41.6	47.8	69.6	79.6	75.3	127.0
Total	996.1	162.0	85.4	93.0	137.2	153.8	144.8	219.9
Percentage	100.0%	16.3%	8.6%	9.3%	13.8%	15.4%	14.5%	22.1%
Per Capita	\$ 18,614	Median Household		\$ 36,253	Avg Household		\$ 47,126	
Ethnic Population:	White 68.7%	Black 28.6%	Asian 0.9%	Hispanic 1.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		13	14	19	21	40
Tot 12+	7.4		63.6	70.0	71.0	16.1	87.1
Avg 12+	1.2		4.9	5.0	3.7	0.8	2.2
Tot LCS	8.5		73.0	80.4	81.5	18.5	100.0
Avg LCS	1.4		5.6	5.7	4.3	0.9	2.5

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Tuscaloosa.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WQOP	Dora	A	92.5	2.2	548	Queen of Peace Radio	97	9906	725		Christian			5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDJC	Birmingham	C	93.7	100.0	1007	f Crawford Bcstg Co	68				Christian	2,400	0.87	6.2	4.6	5.2	4.5	5.2	5.7	5.2	4.0	4.2
WYSF	Birmingham	C	94.5	100.0	1014	c Citadel Bcstg Corp	47	0010		g4	Soft Rock	5,200	1.68	6.2	4.8	5.8	5.9	6.9	5.3	5.8	4.9	5.6
WFFN	Cordova	A	95.3	5.0	354	e New Century Radio	87	9310	610	c3	Oldies	300		0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.5
WBHJ	Tuscaloosa	C1	95.7	100.0	981	b Cox Radio Inc	52	9811	17,000	d2	HpHop/RhyBl	5,300	1.23	8.6	8.1	7.9	7.2	9.2	6.9	7.7	7.4	8.0
• WMJJ	Birmingham	C0	96.5	100.0	1027	d Clear Channel Comm	61	0008		g	AC	4,200	1.83	4.8	3.5	3.7	4.3	3.1	3.9	3.4	3.6	4.9
WODL	Homewood	A	97.3	0.6	1004	b Cox Radio Inc	98	9912		na	Oldies	1,100	1.00	2.2	1.1	2.2	2.0	1.2	1.9	1.7	2.0	2.2
• WKLD	Oneonta	A	97.7	3.2	367	a Blount County Bcstg	68				Country	150		0.3	0.4	1.0	0.7	0.0	0.0	0.5	0.0	0.5
• WBHK	Warrior	C1	98.7	39.0	1339	b Cox Radio Inc	92	9811		d2	Urban AC	7,100	1.16	12.2	10.8	10.6	10.4	10.6	10.2	11.0	11.1	10.2
WZRR	Birmingham	C	99.5	100.0	1014	c Citadel Bcstg Corp	75	0010		g4	Clsc Rock	3,200	1.21	5.3	4.5	2.6	3.9	5.2	5.4	4.3	5.0	3.8
• WYDE	Cullman	C	101.1	100.0	1345	f Crawford Bcstg Co	49	0207	8,500		News/Talk	700	0.74	1.9	2.6	2.7	1.8	1.3	0.9	1.6	2.2	1.8
WQEM	Columbiana	A	101.5	2.0	584	d Glen Iris Baptst Sch	99	0302		+	CHR			0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1
• WDXB	Jasper	C1	102.5	90.0	1027	d Clear Channel Comm	62	0008		g	Country	1,200	0.65	3.7	6.4	5.2	4.8	4.3	4.3	3.1	3.4	2.0
WQEN	Gadsden	C1	103.7	77.0	1106	d Clear Channel Comm	66	0008		g	CHR	1,600	0.70	4.6	3.9	4.0	4.2	4.1	4.3	3.5	4.5	3.5
• WZZK	Birmingham	C0	104.7	100.0	1326	b Cox Radio Inc	48	9704		g1	Country	5,300	1.15	9.2	6.4	7.1	7.3	6.3	7.1	8.9	7.9	8.0
WQSB	Albertville	C3	105.1	2.7	1001	Courington Jr., Pat	48				Country			0.1	0.0	0.0	0.0	0.5	0.0	0.4	0.0	0.0
WENN	Trussville	A	105.9	1.4	673	d Clear Channel Comm	93	0008		g	Gospel	1,150	0.74	3.1	4.9	4.2	4.3	3.0	1.8	2.6	3.6	2.8
• WBPT	Birmingham	C0	106.9	100.0	1326	b Cox Radio Inc	59	9704		g1	80s Hits	1,800	0.80	4.5	3.8	4.0	3.7	3.0	4.0	3.3	3.7	4.6
WRAX	Birmingham	C	107.7	100.0	1237	c Citadel Bcstg Corp	69	0010		g	Alternative	2,100	0.82	5.1	4.8	4.8	3.7	4.6	5.4	4.1	4.5	3.8
		# FM Stations -		19	# Combos -		17			FM TOTALS				77.5	70.6	71.0	68.7	68.6	67.1	67.1	68.6	66.5

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 57

Revenue Rank: 50

Birmingham, AL Market Overview



Metro Counties / Population (000)

Blount, AL	52.8
Jefferson, AL	655.3
St. Clair, AL	67.0
Shelby, AL	150.4
Walker, AL	70.6
Total	996.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$38,900	\$44,500	\$47,600	\$54,400	\$47,100	\$50,000	5.1%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	6.2%	\$53,000	\$56,800	\$59,900	\$63,200	\$66,300	5.8%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$4.18/1,000	\$4.90/1,000	Local 75%
Revenue/Capita	\$40.29	\$50.20	\$65.51	National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	965.4	996.1	0.6%	996.1	1,012.0	0.3%
Households	369.5	393.5	1.3%	393.5	405.3	0.6%
Retail Sales	NA ^{1/}	11,951.2	NA ^{1/}	11,951.2	13,530.6	2.5%
EBI ^{2/}	15,151.0	18,541.9	4.1%	18,541.9	23,514.6	4.9%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	476.4	83.2	43.9	45.2	67.6	74.1	69.5	92.9
Women (000)	519.7	78.8	41.6	47.8	69.6	79.6	75.3	127.0
Total	996.1	162.0	85.4	93.0	137.2	153.8	144.8	219.9
Percentage	100.0%	16.3%	8.6%	9.3%	13.8%	15.4%	14.5%	22.1%
Per Capita	\$ 18,614							
				Median Household	\$ 36,253		Avg Household	\$ 47,126
Ethnic Population:	White	68.7%	Black	28.6%	Asian	0.9%	Hispanic	1.9%

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	6		13	14	19	21	40
Tot 12+	7.4		63.6	70.0	71.0	16.1	87.1
Avg 12+	1.2		4.9	5.0	3.7	0.8	2.2
Tot LCS	8.5		73.0	80.4	81.5	18.5	100.0
Avg LCS	1.4		5.6	5.7	4.3	0.9	2.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Tuscaloosa.

AM Stations		ARB 12+ Metro Shares (see rights)																					
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WAGG	Birmingham	B	610	5.0	1.00	b	Cox Radio Inc	26	9704		g1	Gospel	1,000	0.42	4.8	3.0	4.5	4.0	4.1	4.7	4.3	3.7	3.8
WJOX	Birmingham	B	690	50.0	0.50	c	Citadel Bcstg Corp	47	0010		g4	Sprts/Talk	1,550	1.24	2.5	2.2	2.1	2.7	2.6	2.6	2.1	2.2	1.8
WURL	Moody	D	760	1.0	0.00		Bill Davison Evangel	84	8909	175		Gospel			0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
WDJC	Birmingham	B	850	50.0 cp	1.00	f	Crawford Bcstg Co	53	9911	2,750		Christian	500	0.71	1.4	0.0	0.7	0.2	0.0	0.5	1.2	1.4	1.9
WATV	Birmingham	D	900	0.8	0.16		Birmingham Ebony	46	8811	400		Old/BGp/Tlk	250	0.14	3.5	2.0	2.0	2.1	2.2	2.7	2.6	2.4	4.3
WERC	Birmingham	B	960	5.0	5.00	d	Clear Channel Comm	25	0008		g	Nws/Tlk/Spt	1,900	0.90	4.2	3.6	3.2	4.1	2.9	3.1	4.0	4.1	3.5
WCOC	Dora	D	1010	5.0	0.04		Macias, Javier	82	0203	190		Country	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAPI	Birmingham	B	1070	50.0	5.00	c	Citadel Bcstg Corp	22	0010		g4	Talk/News	1,000	1.05	1.9	2.8	1.6	2.3	2.0	1.0	1.4	2.1	2.2
WAYE	Birmingham	D	1220	1.0	0.08	g	Willis Bcstg Corp	72	8708	225		Gospel	100		0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
WTID	Jasper	C	1240	1.0	1.00	e	New Century Radio	57	9310		c3	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WYDE	Birmingham	D	1260	5.0	0.04	f	Crawford Bcstg Co	53	9404	150		News/Talk	150	0.15	2.0	0.2	0.5	1.0	1.2	2.5	1.8	1.2	1.4
WRJS	Birmingham	D	1320	5.0	0.11	b	Cox Radio Inc	50	9710		na	Gosp/Talk	200		0.2	0.0	0.5	0.0	0.7	0.0	0.0	0.8	0.0
WZPQ	Jasper	D	1360	1.0	0.04		Lee, James	46	9909	100		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBYE	Calera	D	1370	1.0	0.00		Progressive Unit Com	58	0002	150		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJLD	Fairfield	C	1400	1.0	1.00		Richardson Bcstg	42	8712	515		R&B/Tlk/Gsp	400	0.57	1.4	1.3	1.0	0.8	0.9	1.2	1.1	1.1	1.5
WFHK	Pell City	D	1430	5.0	0.00		Stocks Bcstg Inc	56	0103	275		Country			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
WSMQ	Bessemer	C	1450	1.0	1.00		Bessemer Radio Inc	60	8807	125		Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLPH	Irondale	D	1480	5.0	0.00	g	Willis Bcstg Corp	60	9705		na	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WQCR	Alabaster	D	1500	2.3	0.00		Sides Robinson Inc	81	9204	18	+	Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRSM	Sumiton	D	1540	1.0	0.00		Steadman, Herb	78				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCRL	Oneonta	D	1570	2.5	0.00	a	Blount County Bcstg	52	5503			Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					21	# Combos -					11	AM TOTALS			22.3	15.1	16.1	17.2	16.6	18.8	18.9	19.0	21.0
AM & FM Stations Profiled -					40	# Duopolies -					11	Total Local Commercial Share			85.7	87.1	85.9	85.2	85.9	86.0	87.6	87.5	

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 58

Revenue Rank: 54

Dayton, OH Market Overview



Metro Counties / Population (000)

Clark, OH	143.3
Greene, OH	149.4
Miami, OH	99.4
Montgomery, OH	552.2
Preble, OH	42.5
Total	986.8

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 97 - 02
	\$33,900	\$37,200	\$40,100	\$46,500	\$43,700	\$46,200	6.4%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	Δ 02 - 07
	5.7%	\$48,700	\$52,100	\$55,000	\$58,000	\$60,900	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.78/1,000	\$4.29/1,000	Local 85%
Revenue/Capita	\$34.17	\$46.82	\$62.51	National 15%

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	Growth Rate	<u>2002</u>	<u>2007</u>	Growth Rate
MSA Population	992.0	986.8	-0.1%	986.8	974.3	-0.3%
Households	379.3	396.1	0.9%	396.1	398.4	0.1%
Retail Sales	NA ^{1/}	12,209.4	NA ^{1/}	12,209.4	14,197.1	3.1%
EBI ^{2/}	16,039.7	17,520.6	1.8%	17,520.6	20,607.3	3.3%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	475.9	80.7	44.0	48.4	60.9	71.8	69.3	100.9
Women (000)	510.9	77.0	41.3	50.4	62.2	75.1	74.2	130.6
Total	986.8	157.7	85.3	98.8	123.1	146.9	143.5	231.5
Percentage	100.0%	16.0%	8.6%	10.0%	12.5%	14.9%	14.5%	23.5%
Per Capita	\$ 17,755							
				Median Household	\$ 37,243		Avg Household	\$ 44,234
Ethnic Population:	White 82.5%	Black 13.9%	Asian 1.3%	Hispanic 1.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	11		14	17	10	27
Tot 12+	16.1	46.9		62.2	63.0	14.7	77.7
Avg 12+	2.7	4.3		4.4	3.7	1.5	2.9
Tot LCS	20.7	60.4		80.1	81.1	18.9	100.0
Avg LCS	3.5	5.5		5.7	4.8	1.9	3.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Cincinnati.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
• WRNB	West Carrollton	A	92.1	0.9	597	d	Radio One Inc	91	0307	9,500	st	Urban AC	3,000	0.89	7.3	5.3	5.8	6.2	5.8	5.2	5.1	6.2	6.0		
WGTV	Eaton	B	92.9	40.0	551	a	Radio One Inc	60	0108		g2	Top 40	2,700	1.22	4.8	3.6	3.6	3.4	3.6	3.5	4.2	2.9	4.2		
WFCJ	Miamisburg	B	93.7	50.0	492		Miami Valley Chrstrn	61				Inspiration	1,000	0.80	2.7	1.7	1.9	2.1	1.4	2.2	1.6	2.5	2.1		
WDFK	Englewood	A	94.5	3.6	427	c	Clear Channel Comm	94	9905		g1	Urban	1,400	0.76	4.0	2.8	2.7	2.3	2.4	2.8	3.3	3.3	2.8		
WZLR	Xenia	A	95.3	6.0	322	b	Cox Radio Inc	67	9810	6,300	d2	Clsc Rock	200		0.6	2.6	2.9	2.7	2.6	0.5	0.6	0.0	0.7		
WDPT	Piqua	B	95.7	50.0	476	b	Cox Radio Inc	60	9810		d2	80s Hits	1,400	1.17	2.6	1.6	1.4	1.4	2.0	2.4	2.0	2.3	1.3		
• WOKL	Troy	A	96.9	3.0	315	d	Educational Media	91	0307		st	Urban/Oldes	600	0.87	1.5	0.0	0.0	0.0	1.5	1.4	1.2	1.2	0.8		
WHKO	Dayton	B	99.1	50.0	1066	b	Cox Radio Inc	46				Country	7,000	1.24	12.2	9.1	9.9	11.0	9.9	10.7	8.0	9.3	9.5		
WLQT	Kettering	B	99.9	28.0	656	c	Clear Channel Comm	62	9905		g1	Lite AC	4,500	1.00	9.7	7.2	7.1	6.7	8.5	7.1	7.9	7.1	7.9		
WEEC	Springfield	B	100.7	50.0	469		World Evangelistic	61				Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKSW	Urbana	A	101.7	3.2	407	a	Radio One Inc	65	0108		g2	Country	1,000	1.35	1.6	1.8	1.2	1.8	1.7	1.3	1.1	1.4	1.1		
WDHT	Springfield	B	102.9	50.0	492	a	Radio One Inc	58	0108		g2	Urban/RhyBl	2,000	0.69	6.3	7.0	7.7	4.7	4.4	5.2	4.7	4.6	4.9		
WXEG	Beavercreek	A	103.9	2.9 cp	479	c	Clear Channel Comm	72	9905		g1	Alternative	1,800	0.57	6.8	4.8	3.5	4.0	5.5	5.2	4.9	5.1	5.6		
• WTUE	Dayton	B	104.7	28.0	656	c	Clear Channel Comm	59	9905		g1	Rock	6,000	1.31	9.9	6.9	5.7	6.5	6.9	7.1	7.9	7.2	8.2		
WPFB	Middletown	B	105.9	34.0	594		Braden, Ruth & Doug	59				Country	700	0.95	1.6	1.6	1.3	1.2	1.0	0.9	1.5	0.8	1.7		
• WDJO	Greenville	B	106.5	50.0	479	c	Clear Channel Comm	90	9905		g1	Rhymc/Oldes	400	0.87	1.0	0.5	0.8	0.6	0.5	0.5	1.0	0.8	0.8		
• WMMX	Dayton	B	107.7	28.0	656	c	Clear Channel Comm	64	9905		g1	Hot AC	6,700	1.44	10.1	7.7	7.5	8.0	9.0	8.2	9.5	6.5	7.0		
# FM Stations -					17	# Combos -					14	FM TOTALS					82.7	64.2	63.0	62.6	66.7	64.2	64.5	61.2	64.6

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
WONE	Dayton	B	980	5.0	5.00	c	Clear Channel Comm	49	9905		g1	Nostalgia	800	0.36	4.8	2.7	3.2	2.9	3.3	4.2	3.2	4.2	3.2		
WGNZ	Fairborn	D	1110	2.5	0.00		L & D Bcstrs	68	7910			Christian			0.2	0.0	0.6	0.0	0.0	0.0	0.7	0.0	0.0		
WCTM	Eaton	D	1130	0.3	0.00		Western OH Bcstg Svc	79				Easy/News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WDAO	Dayton	D	1210	1.0	0.00		Johnson Commun Inc	55	8712	725		RhyBl/Gospl	550	0.52	2.3	1.5	1.7	1.8	1.7	1.3	2.0	1.6	2.1		
WHIO	Dayton	B	1290	5.0	5.00	b	Cox Radio Inc	35				News/Talk	3,200	1.07	6.5	5.3	6.4	6.7	5.0	5.1	4.5	5.6	4.9		
WIZE	Springfield	C	1340	1.0	1.00	c	Clear Channel Comm	40	9905		g1	Adlt Stndrd	200		0.4	0.1	0.6	0.4	0.0	0.0	0.0	0.5	0.6		
WING	Dayton	B	1410	5.0	5.00	a	Radio One Inc	21	0108		g2	Nws/Spt/Tlk	525	0.95	1.2	1.2	1.2	1.3	0.7	0.8	1.0	1.3			
WBZI	Xenia	D	1500	0.5	0.00		Town & Country Bcstg	63	9512	140		Country	300	0.36	1.8	0.0	1.0	1.2	1.0	1.5	1.1	1.5	1.3		
WPTW	Piqua	B	1570	0.3	0.00		Frontier Bcstg LLC	47	9904	75	+	AC/Oldes	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WULM	Springfield	D	1600	1.0	0.03		Urban Light Minist	47	0204	250		Oldies			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0		
# AM Stations -					10	# Combos -					4	AM TOTALS					17.3	10.8	14.7	14.2	12.3	12.8	12.3	14.8	13.4
AM & FM Stations Profiled -					27	# Duopolies -					7	Total Local Commercial Share						75.0	77.7	76.8	79.0	77.0	76.8	76.0	78.0

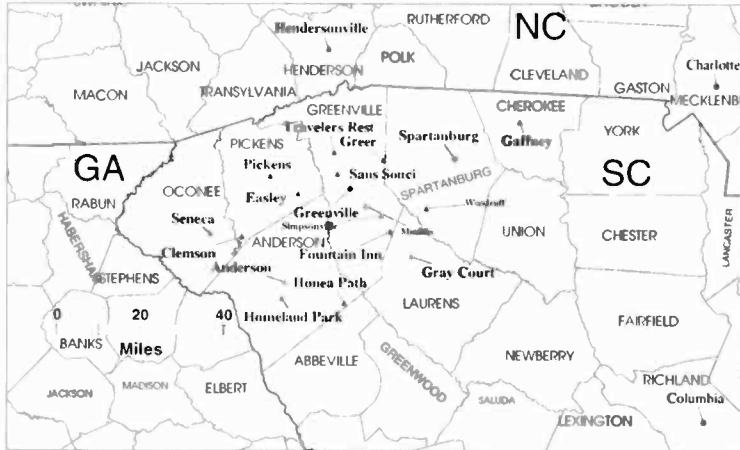
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 59

Revenue Rank: 59

Greenville-Spartanburg, SC Market Overview



Metro Counties / Population (000)

Anderson, SC	168.4
Greenville, SC	389.5
Pickens, SC	113.0
Spartanburg, SC	257.6
Total	928.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$32,000	\$35,900	\$40,900	\$44,600	\$42,200	\$44,600
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.70/1,000	\$4.01/1,000	Local	85%		
Revenue/Capita	\$37.48	\$48.03	\$59.62	National	15%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	853.9	928.5	1.7%	928.5	977.8
Households	326.7	363.6	2.2%	363.6	388.4	1.3%
Retail Sales	NA ^{1/}	12,054.0	NA ^{1/}	12,054.0	14,550.3	3.8%
EBI ^{2/}	12,147.0	15,705.8	5.3%	15,705.8	20,230.7	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	452.1	77.0	38.1	48.3	64.5	70.1	64.3	89.6
Women (000)	476.5	73.0	36.5	47.9	64.2	70.8	68.0	116.1
Total	928.5	150.0	74.7	96.2	128.7	141.0	132.3	205.7
Percentage	100.0%	16.2%	8.0%	10.4%	13.9%	15.2%	14.2%	22.2%
Per Capita	\$ 16,915							
			Median Household	\$ 36,198			Avg Household	\$ 43,197
Ethnic Population:	White 78.7%	Black 17.5%	Asian 1.3%	Hispanic 3.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		12	13	17	21	38
Tot 12+	6.3		59.7	61.6	66.0	10.8	76.8
Avg 12+	1.3		5.0	4.7	3.9	0.5	2.0
Tot LCS	8.2		77.7	80.2	85.9	14.1	100.0
Avg LCS	1.6		6.5	6.2	5.1	0.7	2.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Asheville, NC.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WESC	Greenville	C	92.5	100.0	2001	d	Clear Channel Comm	48	9807		g1	Country	4,400	0.91	10.9	8.5	9.5	8.6	7.0	7.5	8.3	10.0	7.5
WTPT	Forest City	C	93.3	93.0	2031	g	Barnstable Bcstg Inc	47	0008		g1	Rock	1,900	0.72	5.9	4.3	3.7	3.2	3.6	3.7	4.6	5.0	4.9
WFBC	Greenville	C	93.7	97.0	1850	c	Entercom	47	9912		g2	Top 40	4,200	1.11	8.5	6.0	5.7	7.0	5.8	6.6	7.3	6.1	6.1
WMUU	Greenville	C	94.5	100.0	1201	e	WMUU Inc	60				Btfl Muslc	750	0.53	3.2	3.1	2.8	2.5	2.3	2.1	2.5	2.5	2.6
WBZT	Mauldin	A	96.7	0.7	945	d	Clear Channel Comm	65	0104			Rock	250		0.6	1.6	1.1	1.6	1.7	1.3	0.5	0.0	0.0
WHZT	Seneca	C	98.1	100.0	997	f	Cox Radio Inc	47	0102		g3	CHR	2,600	0.70	7.5	5.0	5.0	5.7	6.1	6.4	4.8	6.4	5.2
WSPA	Spartanburg	C	98.9	100.0	1903	c	Entercom	46	9912		g2	Lite AC	3,300	0.85	8.7	6.0	4.4	5.7	5.7	6.4	6.6	6.7	6.8
WSSL	Gray Court	C	100.5	100.0	1240	d	Clear Channel Comm	60	0008		g	Country	6,300	1.28	11.0	8.1	8.1	8.8	7.5	8.5	8.8	8.2	8.0
WROQ	Anderson	C	101.1	100.0	988	g	Barnstable Bcstg Inc	47	0008		g4	Clsc Rock	5,500	1.60	7.7	4.5	5.1	4.7	4.9	5.6	5.3	6.3	6.5
WMI	Hendersonville	C1	102.5	19.0	1811	d	Clear Channel Comm	58	0008		g	AC	4,900	1.51	7.3	5.1	4.2	4.1	5.1	5.6	5.6	4.7	6.3
WRIX	Honea Path	A	103.1	6.0	328	a	Phillips-Small, Kar	77				Talk	300	0.52	1.3	0.7	1.7	1.2	0.7	1.0	1.0	1.0	1.0
• WOLT	Greer	A	103.3	2.7	495	c	Entercom	93	9912		d4	CCtmp/Cntry			1.6	0.9	1.0	1.2	1.3	1.1	1.3	1.4	1.1
• WOLI	Easley	A	103.9	6.0	328	c	Entercom	65	9912		d4	CCtmp/Cntry	1,300	1.39	2.1	0.7	1.7	0.7	1.3	1.3	1.8	1.5	1.8
WCCP	Clemson	A	104.9	6.0	302	b	Golden Corners Bcstg	93				Sports	400	0.82	1.1	1.3	0.8	1.1	1.2	0.6	1.0	0.9	0.8
WAGI	Gaffney	C	105.3	100.0	1191		Gaffney Bcstg Inc	59				Cty/Tlk/Gsp	50		0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
• WGVC	Simpsonville	C3	106.3	25.0	328	g	Barnstable Bcstg Inc	89	0207	4,000		Rhymc/Oldes	75			2.8	3.4	3.4	1.7	0.0	0.0	0.0	0.0
WJMZ	Anderson	C	107.3	100.0	1011	f	Cox Radio Inc	63	0102		g3	Urban	4,500	0.98	10.3	7.7	7.8	7.4	7.4	7.1	7.9	8.7	7.9
# FM Stations -					17	# Combos -					16	FM TOTALS		87.8	67.1	66.0	66.9	63.3	64.8	67.3	69.8	66.5	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 59

Revenue Rank: 59

Greenville-Spartanburg, SC Market Overview



Metro Counties / Population (000)

Anderson, SC	168.4
Greenville, SC	389.5
Pickens, SC	113.0
Spartanburg, SC	257.6
Total	928.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$32,000	\$35,900	\$40,900	\$44,600	\$42,200	\$44,600
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.7%	\$47,000	\$49,900	\$52,600	\$55,500	\$58,300	5.5%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.70/1,000	\$4.01/1,000	Local	85%		
Revenue/Capita	\$37.48	\$48.03	\$59.62	National	15%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	853.9	928.5	1.7%	928.5	977.8
Households	326.7	363.6	2.2%	363.6	388.4	1.3%
Retail Sales	NA ^{1/}	12,054.0	NA ^{1/}	12,054.0	14,550.3	3.8%
EBI ^{2/}	12,147.0	15,705.8	5.3%	15,705.8	20,230.7	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	452.1	77.0	38.1	48.3	64.5	70.1	64.3	89.6
Women (000)	476.5	73.0	36.5	47.9	64.2	70.8	68.0	116.1
Total	928.5	150.0	74.7	96.2	128.7	141.0	132.3	205.7
Percentage	100.0%	16.2%	8.0%	10.4%	13.9%	15.2%	14.2%	22.2%
Per Capita	\$ 16,915	Median Household		\$ 36,198	Avg Household		\$ 43,197	
Ethnic Population:	White 78.7%	Black 17.5%	Asian 1.3%	Hispanic 3.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		12	13	17	21	38
Tot 12+	6.3		59.7	61.6	66.0	10.8	76.8
Avg 12+	1.3		5.0	4.7	3.9	0.5	2.0
Tot LCS	8.2		77.7	80.2	85.9	14.1	100.0
Avg LCS	1.6		6.5	6.2	5.1	0.7	2.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Asheville, NC.

AM Stations		ARB 12+ Metro Shares (see rights)																							
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
																2003	2003	2003	2002	2002	2002	2002			
WLFJ	Greenville	D	660	50.0	0.00	d	Clear Channel Comm	47	9807		g1	1	Chrst/Talk	300		0.4	0.4	0.4	0.0	0.7	0.0	0.7	0.5	0.0	
WPJM	Greer	B	800	1.0	0.44		Cohen, Bobby	49	9801	200			Gospel	250	0.51	1.1	0.9	1.6	0.6	1.4	0.5	0.8	0.5	1.5	
WSPA	Spartanburg	B	910	3.6	0.89	c	Entercom	40	9912	3,000	c3		Nws/Tlk/Spt	600	1.35	1.0	0.4	0.6	0.5	0.4	1.0	0.5	0.6	1.0	
WORD	Spartanburg	B	950	5.0	5.00	c	Entercom	30	9912		c3		Nws/Tlk/Spt	1,600	1.06	3.4	1.8	2.0	2.0	2.0	3.6	2.6	1.4	2.7	
WRIX	Homeland Park	D	1020	10.0	0.00	a	Phillips-Small, Kar	86					Gospel			1.1	1.0	0.0	1.4	0.0	1.2	0.6	0.9	0.6	
WCSZ	Sans Souci	B	1070	50.0	1.50		Cherry, Glenn W.	66	9611	350,000			Sprts/Talk	100		0.4	0.3	0.0	0.0	0.4	0.4	0.4	0.5	0.0	
WAIM	Anderson	C	1230	1.0	1.00		Palmetto Bcstg Co	35	9209	80			News/Talk	50		0.2	0.0	0.0	0.0	0.4	0.0	0.6	0.0	0.0	
WMUU	Greenville	D	1260	5.0	0.02	e	WMUU Inc	49	7503				Religion			0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	
WANS	Anderson	B	1280	5.0	1.00	a	Phillips-Small, Kar	49	9405	75			Oldes/Beach				0.8	0.8	1.2	0.0	0.0	0.0	0.0	0.0	
WCKI	Greer	D	1300	1.0	0.00		Sira-Pack Radio	55	6405				Gospel				0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
WYRD	Greenville	B	1330	5.0	5.00	c	Entercom	33	9912		c3		Nws/Tlk/Spt			3.3	1.8	3.0	2.7	3.6	2.3	2.3	2.8	2.6	
WELP	Easley	D	1360	5.0	0.04		Wilkins Comm	51	9906	150			Christian	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WHPB	Belton	D	1390	1.0	0.02		Bryson, Robert	56	9705	4			Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WKDY	Spartanburg	C	1400	1.0	1.00		Fulmer Broadcasting	52	0309 p	300			Country	100		0.2	0.6	0.0	0.0	0.6	0.6	0.0	0.0	0.0	0.0
WGVL	Greenville	B	1440	5.0	5.00	d	Clear Channel Comm	50	0008		g		Spanish AC	200		0.7	0.0	0.5	0.6	0.8	0.0	0.4	1.4	0.4	
WPCI	Greenville	C	1490	1.0	1.00		Mathena, Randy R.	54	8901	15			Eclectic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDRF	Woodruff	D	1510	1.0	0.00		B&B Media Inc	67	9909	139			Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WASC	Spartanburg	D	1530	1.0	0.00		New South Bcstg	68	7602				Urban/Oldes	100			0.0	0.4	0.0	0.7	0.0	0.0	0.0	0.0	0.0
WAHT	Clemson	D	1560	1.0	0.00	b	Golden Corners Bcstg	69					Oldies	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDAB	Travelers Rest	D	1580	5.0	0.00		Robles, Belen	64	9904		na		Span/Mexcn	150		0.4	0.0	1.5	0.8	0.7	0.0	0.4	0.9	0.0	
WFIS	Fountain Inn	D	1600	1.0	0.03		Golden Strip Bcstg	56	9902	195			News/Talk	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		21	# Combos -		9	AM TOTALS					12.3	8.0	10.8	10.3	11.7	9.6	9.5	9.7	8.8		
				AM & FM Stations Profiled -		38	# Duopolies -		10	Total Local Commercial Share					75.1	76.8	77.2	75.0	74.4	76.8	79.5	75.3			

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 60

Revenue Rank: 126

Westchester, NY Market Overview



Metro Counties / Population (000)

Westchester, NY	925.5
	925.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$14,000	\$14,200	\$16,300	\$16,700	\$15,900	\$16,400
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.1%	\$17,300	\$18,500	\$19,500	\$20,600	\$21,600	5.7%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$1.21/1,000	\$1.24/1,000	Local	65%		
Revenue/Capita	\$15.65	\$17.72	\$23.10	National	35%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	894.3	925.5	0.7%	925.5	935.1	0.2%
Households	326.1	337.4	0.7%	337.4	339.7	0.1%
Retail Sales	NA ^{1/}	13,526.3	NA ^{1/}	13,526.3	17,415.9	5.2%
EBI ^{2/}	21,643.1	28,707.0	5.8%	28,707.0	36,479.2	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	442.2	80.1	38.2	34.2	58.2	73.6	64.2	93.7
Women (000)	483.3	76.4	34.9	34.1	61.4	78.4	70.9	127.2
Total	925.5	156.5	73.1	68.3	119.6	151.9	135.1	220.9
Percentage	100.0%	16.9%	7.9%	7.4%	12.9%	16.4%	14.6%	23.9%
Per Capita	\$ 31,019							
				Median Household	\$ 58,715		Avg Household	\$ 85,087
Ethnic Population:	White	70.2%	Black	14.4%	Asian	4.7%	Hispanic	16.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	2		2	6	4	10
Tot 12+	3.8	3.9		6.9	7.7	1.5	9.2
Avg 12+	1.0	2.0		3.5	1.3	0.4	0.9
Tot LCS	41.3	42.4		75.0	83.7	16.3	100.0
Avg LCS	10.3	21.2		37.5	13.9	4.1	10.0

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in New York and Poughkeepsie.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
WRTN	New Rochelle	A	93.5	3.0	331	b	Hudson Westchester	53			Nostalgia	450	1.44	1.9	0.0	0.0	0.0	0.6	0.6	0.0	0.3	0.0		
WHUD	Peekskill	B	100.7	50.0	499	c	Pamal Broadcasting	58	9701	20,000	c2	AC	7,800	1.40	34.0	3.7	3.4	4.4	4.8	5.2	4.5	3.7	2.0	
WFAS	White Plains	A	103.9	0.6	669	a	Cumulus Bcstg Inc	47	0203		g1	AC	4,800	0.85	34.3	2.8	3.5	3.0	3.4	4.1	3.0	4.0	4.0	
WSPK	Poughkeepsie	B	104.7	7.4	1250	c	Pamal Broadcasting	47	9711	See (163)		CHR	n/a			0.6	0.5	0.3	0.7	0.5	0.6	0.9	0.4	
WFAF	Mount Kisco	A	106.3	1.4	440	a	Cumulus Bcstg Inc	64	0203		g1	AC	350	1.33	1.6	0.1	0.3	0.0	0.2	0.2	0.3	0.1	0.1	
• WXPk	Brlarcliff Manor	A	107.1	1.9	591		Pamal Broadcasting	00	0304 p	20,300		CHR	1,925	1.41	8.3	0.1	0.0	0.8	0.3	0.7	0.8	0.9	1.2	
# FM Stations -					6	# Combos -					5	FM TOTALS				80.1	7.3	7.7	8.5	10.0	11.3	9.2	9.9	7.7

AM Stations

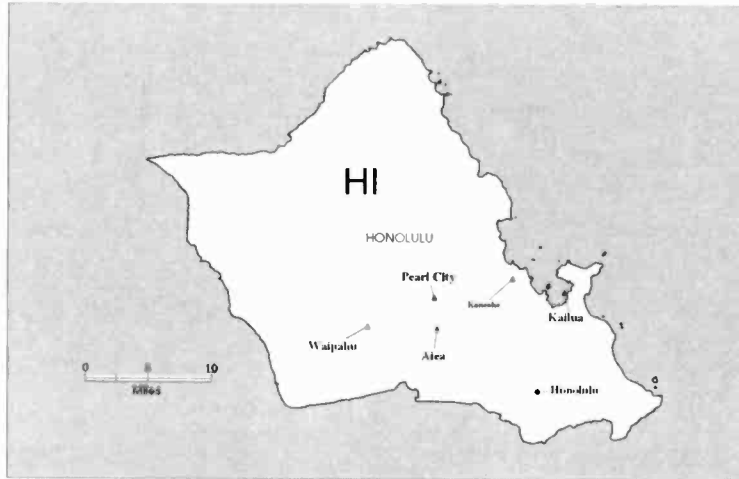
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
WFAS	White Plains	C	1230	1.0	1.00	a	Cumulus Bcstg Inc	32	0203		g1	Adlt Stndrd	750	0.28	16.6	1.0	1.5	2.4	1.0	1.8	1.9	1.9	1.7	
WVIP	Mt. Kisco	D	1310	5.0	0.03		Radio Vision Cristia	57	0207	1,360		Span/Chrst	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WLNA	Peekskill	B	1420	5.0	1.00	c	Pamal Broadcasting	48	9701		c2	Adlt Stndrd	250	0.85	1.8	0.4	0.0	0.4	0.0	0.0	0.5	0.3	0.0	
WVOX	New Rochelle	D	1460	0.5	0.12	b	Hudson Westchester	50				Talk	250	0.95	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	
# AM Stations -					4	# Combos -					3	AM TOTALS				20.0	1.4	1.5	2.8	1.0	1.8	2.4	2.2	2.3
AM & FM Stations Profiled -					10	# Duopolies -					2	Total Local Commercial Share				8.7	9.2	11.3	11.0	13.1	11.6	12.1	10.0	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 61

Revenue Rank: 69

Honolulu, HI Market Overview



Metro Counties / Population (000)

Honolulu, HI	884.2
	884.2

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$24,100	\$26,100	\$28,400	\$30,700	\$30,900	\$33,000
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		6.8%	\$34,700	\$37,100	\$39,100	\$41,300	\$43,300

	1997	2002	2007	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$3.82/1,000	\$4.49/1,000	Local	85%
Revenue/Capita	\$27.63	\$37.32	\$47.87	National	15%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	872.3	884.2	0.3%	884.2	904.6
Households	281.8	290.3	0.6%	290.3	300.0	0.7%
Retail Sales	NA ^{1/}	8,628.7	NA ^{1/}	8,628.7	9,647.5	2.3%
EBI ^{2/}	15,130.1	15,745.1	0.8%	15,745.1	19,397.5	4.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	444.3	71.8	35.9	50.2	66.1	68.1	60.8	91.4
Women (000)	440.0	68.1	33.6	41.2	61.2	65.7	62.0	108.2
Total	884.2	139.9	69.4	91.4	127.2	133.9	122.8	199.6
Percentage	100.0%	15.8%	7.9%	10.3%	14.4%	15.1%	13.9%	22.6%
Per Capita	\$ 17,806							
				Median Household	\$ 42,490		Avg Household	\$ 54,246
Ethnic Population:	White	20.8%	Black	2.3%	Asian	55.1%	Hispanic	6.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			16	16	16	17	33
Tot 12+			75.5	75.5	75.5	15.8	91.3
Avg 12+			4.7	4.7	4.7	0.9	2.8
Tot LCS			82.7	82.7	82.7	17.3	100.0
Avg LCS			5.2	5.2	5.2	1.0	3.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001									
KSSK	Waipahu	C	92.3	100.0	1949	b	Clear Channel Comm	76	0008		g	AC	6,000	1.72	10.6	9.4	9.0	9.5	10.8	9.2	9.9	10.5	9.5								
KQMQ	Honolulu	C	93.1	100.0	1854	e	New Wave Bcstg LP	67	9810	7,500	d2	80s Hits	1,600	1.15	4.2	4.5	3.8	4.3	3.0	4.6	3.8	3.8	3.4								
KIKI	Honolulu	C1	93.9	100.0	-144	b	Clear Channel Comm	79	0008		g	Hip Hop	2,000	1.55	3.9	4.4	3.8	3.8	4.2	3.1	4.3	3.5	3.5								
• KUMU	Honolulu	C1	94.7	100.0	79	c	Maverick Media	67	0108	630	st	Lite Rock	1,600	0.79	6.1	4.7	5.5	5.2	4.9	6.3	4.5	5.2	6.5								
KAIM	Honolulu	C	95.5	100.0 cp	1854	a	Salem Comm Corp	53	9912	1,800	c4	ChrsContem	500	0.84	1.8	2.4	3.2	1.8	1.7	1.3	1.7	1.8	1.7								
• KRTR	Kailua	C	96.3	75.0	2116	d	Cox Radio Inc	78	9911	16,375	d3	1 BrtAC/Top40	2,200	1.03	6.5	7.8	6.9	6.3	7.4	5.6	7.2	5.4	5.7								
KPOI	Honolulu	C1	97.5	80.0	46	e	New Wave Bcstg LP	62	9810		d2	AOR	1,100	1.19	2.8	2.4	2.5	2.5	3.4	2.2	3.2	2.0	2.9								
KDNN	Honolulu	C1	98.5	51.0	59	b	Clear Channel Comm	88	0008		g	Hawaiian	1,400	0.70	6.1	4.9	4.8	4.6	5.0	5.3	6.5	6.0	4.7								
• KHUI	Honolulu	C	99.5	81.0	1965	e	New Wave Bcstg LP	96	9904	1,650		Clsc Hits	900	0.78	3.5	3.1	2.9	3.3	3.8	4.6	3.1	3.1	1.9								
KCCN	Honolulu	C	100.3	81.0	1965	d	Cox Radio Inc	90	0004	17,800	d4	1 Hawaiian	2,800	1.05	8.1	7.2	7.3	7.6	6.4	8.6	6.8	5.7	8.5								
KUCD	Pearl City	C	101.9	81.0	1965	b	Clear Channel Comm	95	0008		g	Alternative	600	0.37	4.9	3.6	3.4	3.4	4.2	4.7	5.2	4.1	3.9								
KDDB	Waipahu	C	102.7	60.0	1893	e	New Wave Bcstg LP	88	9810		d2	Rhymc/CHR	1,400	0.83	5.1	6.2	4.0	3.8	4.0	4.2	4.5	4.7	5.3								
KXME	Kaneohe	C	104.3	75.0	2116	d	Cox Radio Inc	97	9911		d3	1 Rhymc/Urba	700	0.51	4.2	4.6	3.8	4.5	3.9	3.3	3.8	4.0	4.5								
KINE	Honolulu	C	105.1	81.0	1965	d	Cox Radio Inc	88	0004		d4	1 Hwain/CHR	2,100	0.77	8.3	6.6	6.5	5.5	5.7	7.8	7.1	9.0	6.7								
• KAHA	Honolulu	C	105.9	92.0	1965	c	Maverick Media	99	0108		st	Clsc Rock	600	0.87	2.1	1.9	4.1	4.0	3.2	2.8	1.9	1.4	1.6								
KGMZ	Aiea	C	107.9	80.0	1965		Honolulu Bcstg Inc	92	0004	6,600	1	Oldies	1,200	0.81	4.5	4.3	4.0	3.6	4.4	3.9	3.8	4.7	4.1								
# FM Stations -															16	# Combos -		15	FM TOTALS				82.7	78.0	75.5	73.7	76.0	77.5	77.3	74.9	74.4

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001									
KSSK	Honolulu	B	590	7.5	7.00	b	Clear Channel Comm	29	0008		g	AC	2,400	1.25	5.8	4.3	4.5	4.4	4.4	4.6	4.3	7.0	5.4								
KHNR	Honolulu	B	650	10.0	10.00	f	Salem Comm Corp	46	9911		c3	News/Talk	300		0.9	0.9	1.1	1.3	0.8	0.6	0.5	0.8	1.3								
• KORL	Honolulu	B	690	10.0	10.00	e	Hochman Hawaii	47	0309 p	550		Children	100		0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0								
KGU	Honolulu	B	760	10.0	10.00	f	Salem Comm Corp	22	9911	1,700	c3	Chrst/Talk	500		0.5	0.6	0.5	0.9	0.0	0.5	0.0	0.8	0.6								
KHVH	Honolulu	B	830	10.0	10.00	b	Clear Channel Comm	51	0008		g	News/Talk	1,100	0.88	3.8	2.3	3.5	3.2	4.0	2.9	3.9	3.0	4.1								
KAIM	Honolulu	B	870	50.0	50.00	a	Salem Comm Corp	56	9912		c4	Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KHCM	Waipahu	B	940	10.0	10.00	f	Salem Comm Corp	50	0208	650		Country	50		0.9	1.0	1.0	0.6	0.0	0.0	0.0	0.0	0.0								
KHBZ	Honolulu	B	990	5.0	5.00	b	Clear Channel Comm	57	0008		g	Bus News	200		0.7	0.8	0.5	1.1	0.0	0.7	0.5	0.6	0.6								
• KLHT	Honolulu	B	1040	10.0	10.00		Calvary Chapel Hono	46	8504	650		Christian	100		0.1	0.6	0.6	0.6	0.7	0.0	0.5	0.0	0.0								
KWAI	Honolulu	B	1080	5.0	5.00		Wagenvoord, Barry	72	9305		nc	Nws/Tlk/Spt			0.2	0.0	0.0	0.0	0.5	0.4	0.5	0.0	0.0								
KENT	Honolulu	B	1170	6.0 cp	4.49		Legacy	59	9908			Japanese			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KZOO	Honolulu	B	1210	1.0	1.00		Polynesia Bcstg	63	6704			Ethnic	300	0.91	1.0	0.9	0.9	1.4	0.8	0.9	0.9	0.9	0.9								
KNDI	Honolulu	B	1270	5.0	5.00		Bcst House/Pacific	60	8805	250		Ethnic	300	0.91	1.0	1.2	1.0	1.2	0.8	1.1	0.9	1.0	0.7								
KKEA	Honolulu	B	1420	5.0	5.00		Blow Up LLC	66	0206	750	1	Nws/Tlk/Spt	600	0.83	2.2	1.3	1.6	2.0	1.9	1.4	2.2	2.0	2.5								
• KHRA	Honolulu	B	1460	5.0	5.00	d	KMC Bcstg LLC	90	0308	680	1	Korean			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
• KUMU	Honolulu	B	1500	10.0	10.00	c	Maverick Media	63	0108		st	Soft AC	300	0.91	1.0	1.1	0.6	0.5	0.5	1.0	0.9	1.0	0.6								
KREA	Honolulu	B	1540	5.0	5.00		JMK Communications	73	0004	575		Korean			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5								
# AM Stations -															17	# Combos -		10	AM TOTALS				17.3	14.9	15.8	18.0	15.0	14.1	15.1	17.1	17.2
AM & FM Stations Profiled -															33	# Duopolies -		10	Total Local Commercial Share				92.9	91.3	91.7	91.0	91.6	92.4	92.0	91.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 62

Revenue Rank: 63

Tucson, AZ Market Overview



Metro Counties / Population (000)

Pima, AZ	876.7
	876.7

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$30,700	\$34,400	\$38,900	\$43,100	\$38,400	\$41,600
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.3%	\$44,000	\$47,100	\$49,700	\$52,500	\$55,100	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.88/1,000	\$3.79/1,000	Local 70%
Revenue/Capita	\$39.65	\$47.45	\$57.41	National 30%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	774.2	876.7	2.5%	876.7	959.8	1.8%
Households	303.5	346.0	2.7%	346.0	380.5	1.9%
Retail Sales	NA ^{1/}	10,726.1	NA ^{1/}	10,726.1	14,534.8	6.3%
EBI ^{2/}	10,650.6	14,931.6	7.0%	14,931.6	19,663.1	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	428.3	72.9	37.5	48.2	58.1	62.3	57.9	91.5
Women (000)	448.4	69.1	35.5	48.1	56.4	64.3	61.3	113.7
Total	876.7	142.0	73.0	96.3	114.5	126.6	119.2	205.1
Percentage	100.0%	16.2%	8.3%	11.0%	13.1%	14.4%	13.6%	23.4%
Per Capita	\$ 17,031							
				Median Household	\$ 34,352		Avg Household	\$ 43,155
Ethnic Population:	White 74.7%	Black 3.1%	Asian 2.3%				Hispanic 30.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		10	14	14	14	28
Tot 12+	12.6		47.2	59.8	59.8	22.9	82.7
Avg 12+	3.2		4.7	4.3	4.3	1.6	3.0
Tot LCS	15.2		57.1	72.3	72.3	27.7	100.0
Avg LCS	3.8		5.7	5.2	5.2	2.0	3.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
KFMA	Green Valley	C2	92.1	50.0	492	b	Lotus Comm Corp	83	9308	1,500		Alternative	3,000	0.92	7.8	6.3	6.1	6.4	4.7	5.8	6.5	7.8	6.5
KOYT	Tucson	C	92.9	93.0	2038	c	Clear Channel Comm	70	0008		g	Country	600	0.41	3.5	2.6	2.7	2.7	3.3	3.4	3.4	2.4	2.6
KRQQ	Tucson	C	93.7	94.0	2031	c	Clear Channel Comm	71	0008		g	CHR	4,200	1.16	8.7	4.9	5.7	6.4	7.3	6.3	7.2	7.9	8.0
KMXZ	Tucson	C	94.9	100.0	1952	a	Journal Comm Inc	73	9601	16,500	c1	Soft Rock	5,700	1.33	10.3	9.8	9.2	9.0	10.8	8.8	8.0	10.4	7.9
KLPX	Tucson	C	96.1	100.0	1952	b	Lotus Comm Corp	67	7906			Clsc Rock	4,400	1.89	5.6	4.9	4.3	6.7	4.1	3.8	5.9	4.1	5.1
• KWFM	Green Valley	A	97.1	1.8	614	c	Clear Channel Comm	90	0101	2,900	+	Urban AC	1,000	1.00	2.4	2.0	1.9	1.8	2.1	1.8	1.8	2.9	1.6
• KSZR	Oro Valley	A	97.5	6.0	305	d	Citadel Bcstg Corp	92	0107	63,000	d1	Hot AC	500	0.60	2.0	2.8	2.8	2.9	1.7	1.7	1.6	1.6	1.9
KOHT	Marana	A	98.3	6.0	184	c	Clear Channel Comm	84	0107	16,500	d2	Top40/Rhym	1,300	0.46	6.8	5.4	5.3	6.1	6.0	5.8	6.4	4.8	5.9
KIIM	Tucson	C	99.5	93.0	2038	d	Citadel Bcstg Corp	54	0107		d1	Country	5,200	1.40	8.9	9.0	7.7	7.6	5.8	6.7	8.9	6.2	8.5
• KCMT	Oro Valley	C1	102.1	100.0	66	b	Lotus Comm Corp	01				Mexican	500	0.45	2.7	4.7	3.6	3.5	2.8	2.6	1.9	2.5	2.0
KZPT	Tucson	A	104.1	3.0	102	a	Journal Comm Inc	94	9601		c1	Hot AC	2,600	1.49	4.2	3.1	2.6	3.1	3.4	3.0	3.7	3.7	3.8
KZLZ	Keamey	C2	105.3	50.0	492		Entravision Comm Co	92	0008			Mexican	800	1.07	1.8	0.7	1.1	1.6	1.4	2.0	1.3	1.4	1.4
KGMG	Oracle	C2	106.3	0.4	4173	a	Journal Comm Inc	84	9806	5,800		Rhymc/Oldes	500	0.33	3.6	2.0	2.1	2.3	2.2	3.2	2.9	3.1	3.0
KHYT	Tucson	C	107.5	92.0	2034	d	Citadel Bcstg Corp	93	0107		d1	Clsc Rock	2,000	1.12	4.3	4.8	4.7	4.0	4.2	3.7	3.9	3.7	3.2
# FM Stations -					14	# Combos -					13	FM TOTALS			72.6	63.0	59.8	64.1	59.8	58.6	63.4	62.5	61.4

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
KSAZ	Marana	B	580	5.0	0.39		Ehlinger, P & W	87	8904	1,050		Adlt Stndrd	300	0.40	1.8	1.7	1.9	1.7	1.9	1.2	1.5	1.5	1.8
KVOI	Tucson	D	690	0.3 cp	0.00	e	Good News Bcstg Inc	53	9602		st	Talk	500		0.7	0.8	0.8	0.5	0.5	0.7	0.4	0.8	0.5
KNST	Tucson	B	790	5.0	0.50	c	Clear Channel Comm	63	0008		g	Nws/Tlk/Spt	3,400	1.22	6.7	5.9	5.5	6.6	6.2	6.1	4.4	6.0	6.1
KGMS	Tucson	B	940	1.0 cp	0.25	e	Good News Bcstg Inc	58	0101		+	Christian	425		0.6	0.0	0.0	0.0	0.0	0.5	0.6	0.5	0.4
KTKT	Tucson	B	990	10.0	1.00	b	Lotus Comm Corp	49	7208			News/Talk	400		0.9	0.6	0.5	0.5	0.6	0.6	0.7	0.8	1.0
KEVT	Cortaro	B	1030	10.0	1.00		One Mart Inc	94	0303		sw	Mexican			1.9	0.5	1.5	0.6	1.8	2.2	1.2	1.6	1.3
KGvy	Green Valley	D	1080	1.0	0.00		Nelson Enterprises	81	9808	375		AC	500	0.75	1.6	0.8	0.7	1.1	1.3	1.4	0.8	1.6	1.6
• KQTL	Sahuarita	B	1210	10.0	1.00		Multicultural Bcstg	85	0310 p		g	Spr/Nws/Tlk	650		0.6	0.5	0.7	0.0	0.7	0.7	0.4	0.0	0.8
KCUB	Tucson	B	1290	1.0	1.00	d	Citadel Bcstg Corp	29	0301		d1	Sports	300	0.72	1.0	0.5	0.7	0.0	0.9	0.8	1.1	0.6	0.8
KJLL	South Tucson	B	1330	2.0	5.00		Hudson Comm Inc	57	9612	110		Nws/Tlk/Spt	500	0.86	1.4	1.4	1.8	1.6	0.7	1.7	0.9	1.2	1.1
KTUC	Tucson	C	1400	1.0	1.00	d	Citadel Bcstg Corp	26	0107		d1	Nostalgia	300	0.13	5.4	4.6	4.8	3.0	3.9	4.2	4.3	5.2	4.7
KTZR	Tucson	C	1450	1.0	1.00	c	Clear Channel Comm	47	0107		d2	Span/Mexcn	600	0.80	1.8	1.3	1.4	1.1	1.5	1.7	2.1	0.8	1.4
KFFN	Tucson	C	1490	1.0	1.00	a	Journal Comm Inc	57	9601		c1	Sprts/Talk	700	1.12	1.5	1.0	1.1	0.9	1.2	1.7	1.1	0.8	1.4
• KXEW	South Tucson	B	1600	1.0	1.00	c	Clear Channel Comm	63	0309	525		Span/Tejino	700	0.93	1.8	1.6	1.5	1.1	2.2	2.0	1.4	1.5	1.3
# AM Stations -					14	# Combos -					9	AM TOTALS			27.7	21.2	22.9	18.7	23.4	25.5	20.9	22.9	24.2
AM & FM Stations Profiled -					28	# Duopolies -					10	Total Local Commercial Share				84.2	82.7	82.8	83.2	84.1	84.3	85.4	85.6

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 63

Revenue Rank: 85

McAllen-Brownsville-Harlingen, TX Market Overview



Metro Counties / Population (000)

Cameron, TX	348.7
Hidalgo, TX	603.7
	952.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$15,300	\$16,200	\$18,100	\$20,600	\$20,700	\$24,000
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	15.9%	\$25,300	\$27,100	\$28,600	\$30,200	\$31,700	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.89/1,000	\$2.86/1,000	Local 88%
Revenue/Capita	\$18.64	\$25.20	\$29.52	National 12%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	Population	Households	Retail Sales	EBI ^{2/}	1997	2002	Growth Rate	2002	2007	Growth Rate
					820.8	952.4	3.0%	952.4	1,073.8	2.4%
220.7	268.4	4.0%	268.4	305.3	2.6%					
NA ^{1/}	8,317.7	NA ^{1/}	8,317.7	11,094.8	5.9%					
6,290.0	8,604.0	6.5%	8,604.0	11,286.0	5.6%					

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	459.3	113.4	54.2	52.7	63.3	55.6	46.8	73.3
Women (000)	493.1	109.9	52.3	54.6	70.3	62.4	53.4	90.1
Total	952.4	223.4	106.5	107.3	133.5	118.1	100.2	163.4
Percentage	100.0%	23.5%	11.2%	11.3%	14.0%	12.4%	10.5%	17.2%
Per Capita	\$ 9,035							
Median Household				\$ 23,765				
Avg Household							\$ 32,055	
Ethnic Population:	White	78.8%	Black	0.5%	Asian	0.6%	Hispanic	87.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		9	10	15	10	25
Tot 12+	2.4		60.0	61.4	62.8	11.3	74.1
Avg 12+	0.5		6.7	6.1	4.2	1.1	3.0
Tot LCS	3.2		81.0	82.9	84.8	15.2	100.0
Avg LCS	0.6		9.0	8.3	5.7	1.5	4.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
• XCAO	Camargo		89.1	0.0	0	BMP Radio LP	02				Mexican				0.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0
KESO	South Padre	A	92.7	3.0	299	g Alternative Bcg Corp	96	9611	140		Alternative	100		0.4	0.3	0.0	0.0	0.6	0.0	0.0	0.4	0.5
KFRQ	Harlingen	C	94.5	100.0	1158	e Entravision Comm Co	60	0008	55,000	d4	Clsc Rock	2,000	1.05	7.9	5.2	5.3	6.1	6.8	8.0	7.2	7.2	8.7
KZSP	South Padre	A	95.3	6.0	328	g Alternative Bcg Corp	90	0002			Jazz/RhyBl	50			0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
KBTQ	Harlingen	C	96.1	100.0	988	b Univision Comm Inc	75	0310		st	CHR/Rhymc	1,600	1.15	5.8	7.0	7.9	5.1	4.3	4.3	4.7	4.9	4.1
KGBT	McAllen	C	98.5	100.0	997	b Univision Comm Inc	64	0310		st	Mexican	3,100	1.00	12.9	9.9	11.8	11.0	10.0	12.3	11.3	8.8	8.4
KKPS	Brownsville	C	99.5	100.0	1037	e Entravision Comm Co	78	0008		d4	Tejano	3,700	1.05	14.7	9.9	11.0	11.0	12.9	9.1	10.3	10.0	8.6
• KTEX	Brownsville	C0	100.3	100.0	1224	c Clear Channel Comm	75	0009		sw	Country	2,100	1.01	8.7	8.2	8.1	5.6	8.6	6.7	6.1	7.9	8.4
• KNVO	Port Isabel	C2	101.1	50.0	486	e Entravision Comm Co	93	0008		d4	Spanish AC	600	0.52	4.8	4.3	2.5	6.8	0.9	1.4	0.0	0.0	0.0
KILM	Raymondville	C2	102.1	18.0	758	BMP Radio LP	80	0306		g	Mexican	650	2.26	1.2	1.6	0.9	1.1	0.9	0.8	0.5	0.7	0.6
• KBFM	Edinburg	C0	104.1	100.0	1224	c Clear Channel Comm	72	0009		sw	CHR	3,400	0.83	17.0	7.8	8.5	11.4	16.3	16.1	17.5	15.6	16.5
KJAV	Alamo	A	104.9	6.0 cp	328	d La Radio Cristiana	80	8610	475		Span/Chrst	200	0.83	1.0	0.0	0.0	0.9	0.7	0.6	0.5	0.8	0.0
• KQXX	Mission	A	105.5	3.0	285	c Clear Channel Comm	85	0308 p	6,500	d1	Span/Varty	300	0.83	1.5	1.4	1.1	1.4	1.0	1.4	1.0	1.5	1.7
• KMAZ	Mercedes	A	106.3	1.6	650	c Clear Channel Comm	82	0308 p		d1	Span/Varty	300	1.25	1.0	0.7	0.5	1.0	0.7	1.4	1.1	1.0	1.4
KVLY	Edinburg	C1	107.9	100.0	719	e Entravision Comm Co	74	0008		d4	AC	2,400	1.20	8.3	6.1	7.1	6.6	6.8	7.8	8.3	8.5	9.2
# FM Stations -				15	# Combos -				13	FM TOTALS				85.2	62.8	66.3	68.0	70.5	69.9	68.5	67.3	68.1

AM Stations

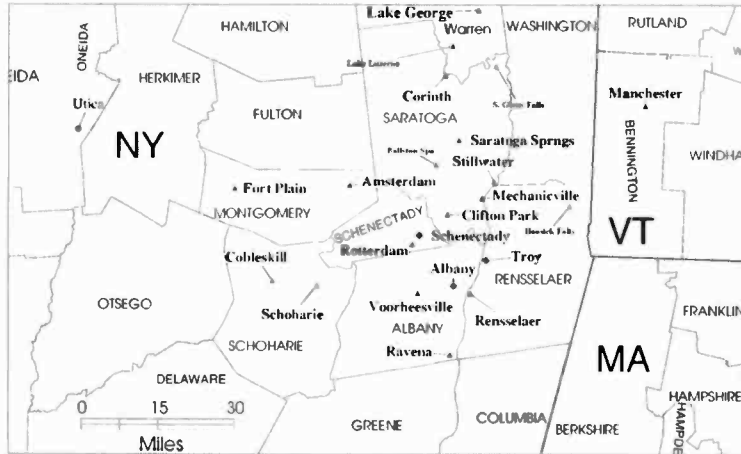
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KURV	Edinburg	B	710	1.0	0.91	a	Voice Vally Agricultr	47	8402	1,000		Nws/Tlk/Spt	1,250	1.13	4.6	3.9	4.1	3.8	3.7	2.8	3.4	2.5	2.3
• KVJY	Pharr	B	840	5.0	1.00		Multicultural Bcstg	89	0310 p		g	Spn/Nws/Tlk	75		0.6	0.0	0.0	0.3	0.7	0.7	0.5	0.8	1.8
KRIO	McAllen	B	910	5.0	5.00	f	Rio Gmde Bible Inst	47	8605			Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KUBR	San Juan	B	1210	10.0	5.00	d	La Radio Cristiana	88				Span/Chrst	150		0.3	0.0	0.0	0.5	0.0	0.5	0.7	1.0	0.4
KSOX	Raymondville	C	1240	0.5	0.85	a	Voice Vally Agricultr	57	0001	700		Sports			0.4	0.0	0.7	0.6	0.0	0.0	0.4	0.0	0.7
KRGE	Weslaco	B	1290	5.0	5.00		Christian Ministries	26	9101	300		Span/Chrst	350	0.77	1.9	1.7	1.2	2.2	0.9	1.0	2.3	0.6	0.6
KGBT	Harlingen	B	1530	50.0	10.00	b	Univision Comm Inc	41	0310		st	Span/Talk	700	0.75	3.9	2.7	2.7	3.4	3.0	3.4	4.0	6.3	5.0
KIRT	Mission	B	1580	1.0	0.30		Iglesia Del Pueblo	57	0111	1,050		Spanish	300	0.89	1.4	0.8	1.2	1.0	1.0	1.9	1.9	1.9	1.2
• KBOR	Brownsville	B	1600	1.0	1.00	c	Clear Channel Comm	49	0308 p		d1	Span/Varty	300		0.2	0.8	0.5	0.0	0.4	0.6	0.9	0.5	0.3
• KQXX	Brownsville	B	1700	8.8	0.88	c	Clear Channel Comm	99	0308 p		d1	Oldies	300	0.89	1.4	1.4	1.0	0.9	1.3	0.7	0.0	0.4	0.1
# AM Stations -				10	# Combos -				7	AM TOTALS				14.7	11.3	11.4	12.9	11.0	10.7	14.1	14.0	12.4	
AM & FM Stations Profiled -				25	# Duopolies -				9	Total Local Commercial Share				74.1	77.7	80.9	81.5	80.6	82.6	81.3	80.5		

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 64

Revenue Rank: 59

Albany-Schenectady-Troy, NY Market Overview



Metro Counties / Population (000)

Albany, NY	292.4
Montgomery, NY	48.9
Rensselaer, NY	150.5
Saratoga, NY	203.6
Schenectady, NY	144.8
Schoharie, NY	31.2
Total	871.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$32,800	\$37,200	\$41,400	\$45,000	\$42,400	\$44,600
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.2%	\$46,500	\$48,800	\$51,000	\$53,800	\$56,500	4.8%
Revenue/Retail Sales	NA ^{1/}	\$3.98/1,000	\$4.11/1,000				Est. Breakout
Revenue/Capita	\$37.40	\$51.18	\$65.35				Local 75%
							National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	877.0	871.4	-0.1%	871.4	864.6
Households	337.3	350.8	0.8%	350.8	353.8	0.2%
Retail Sales	NA ^{1/}	11,201.3	NA ^{1/}	11,201.3	13,761.6	4.2%
EBI ^{2/}	13,632.6	15,742.8	2.9%	15,742.8	18,661.3	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	421.8	68.2	37.6	42.6	53.9	66.6	64.2	88.8
Women (000)	449.6	65.2	35.5	41.1	55.5	69.4	66.1	116.8
Total	871.4	133.4	73.1	83.7	109.4	136.0	130.2	205.6
Percentage	100.0%	15.3%	8.4%	9.6%	12.6%	15.6%	14.9%	23.6%
Per Capita	\$ 20,053							
Ethnic Population:	White 88.8%	Black 6.4%	Asian 2.0%	Hispanic 2.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	18	8		16	26	15	41
Tot 12+	30.4	39.8		66.0	70.2	16.2	86.4
Avg 12+	1.7	5.0		4.1	2.7	1.1	2.1
Tot LCS	35.2	46.1		76.4	81.3	18.8	100.0
Avg LCS	2.0	5.8		4.8	3.1	1.3	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Utica-Rome

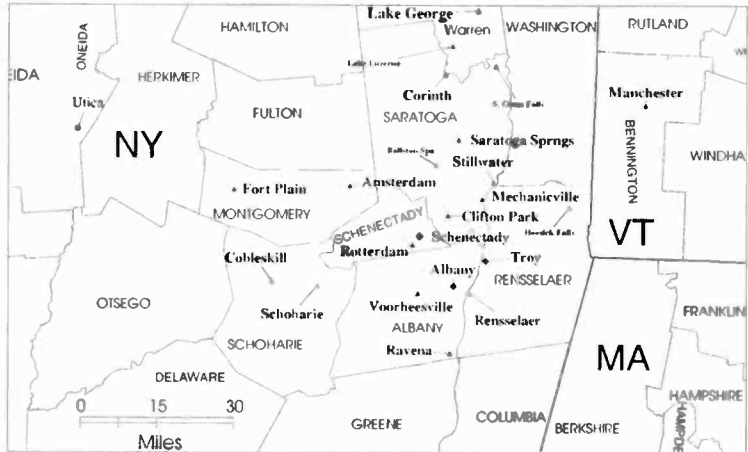
FM Stations		ARB 12+ Metro Shares (see rights)																													
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Summer				Spring				Winter				Fall			
			Freq	(kW)									Revenue (000)1/	Power Ratio		2003	2003	2003	2002	2002	2002	2002	2003	2003	2003	2002	2002	2002	2002	2003	2003
WFLY	Troy	B	92.3	17.0	850	a	Pamal Broadcasting	48	8702			Hot AC	4,200	1.36	6.9	4.8	5.3	5.2	5.5	5.3	6.7	5.4	5.7								
WKRD	Scotia	A	93.7	1.2	715	h	Galaxy Comm	81	0202	2,400		Modern Rock	100		0.2	0.8	0.6	0.5	0.0	0.4	0.4	0.0	0.0								
WRCZ	Ravena	A	94.5	3.0	328	h	Galaxy Comm	91	0201	3,500	c1	Clsc Rock	800	0.69	2.6	1.5	1.5	1.7	2.0	2.8	2.5	1.9	1.4								
WYJB	Albany	B	95.5	12.0	1024	a	Pamal Broadcasting	66	9312	5,000	c2	Soft AC	5,400	1.24	9.8	7.7	7.5	9.2	8.1	8.2	8.4	7.3	8.9								
● WAJZ	Voorheesville	A	96.3	0.5	961	a	Pamal Broadcasting	92	9608	850		Urban AC	900	0.47	4.3	3.1	4.1	3.7	2.5	3.0	3.8	3.4	4.3								
WDCD	Clifton Park	A	96.7	4.7	328	e	Crawford Bcstg Co	85	9606	820		Christian			0.7	0.4	0.6	0.6	0.5	0.4	0.8	0.5	0.5								
WMYY	Schoharie	A	97.3	0.8	886	d	Capital Media Corp	90	9202	525		Chrst/Talk			0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0								
WZEC	Hoosick Falls	A	97.5	0.4	1204		Vox Media Corp	92	0210		g	Hot AC	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WBKK	Amsterdam	A	97.7	1.6	623		GEM Associates Ltd	75	9410	400	c5	Classical	300	0.48	1.4	1.0	0.6	1.0	0.8	0.8	1.5	1.3	1.0								
WTRY	Rotterdam	A	98.3	6.0	318	c	Clear Channel Comm	86	0008		g	Oldies	1,700	0.81	4.7	4.1	3.6	4.0	4.7	3.0	3.5	4.5	4.8								
WCKM	Lake George	A	98.5	0.4	1289		Entertronics Inc	94	9404			Oldies	900			0.4	0.5	0.0	0.4	0.0	0.0	0.0	0.0								
WRVE	Schenectady	B	99.5	14.5	925	c	Clear Channel Comm	40	9906		g3	Adult Rock	4,300	1.38	7.0	7.1	7.0	6.0	5.6	5.9	5.6	6.0	6.1								
WKLI	Albany	A	100.9	6.0	299	a	Pamal Broadcasting	72	0111		d1	Oldies	900	0.53	3.8	4.9	4.8	4.5	5.2	4.1	3.8	3.5	1.5								
WBUG	Fort Plain	A	101.1	1.3	719	g	Roser	91	9411	400	c1	Country	200		0.7	0.9	0.5	1.0	0.8	0.6	0.7	0.7	0.3								
WQAR	Stillwater	A	101.3	2.9	469	b	Anastos Bcst Group	88	9810	895		AC	300		0.7	0.4	0.6	0.5	0.6	0.7	0.8	0.4	0.5								
WKKF	Ballston Spa	A	102.3	4.1	387	c	Clear Channel Comm	68	9905		d4	CHR	900	0.84	2.4	2.4	2.6	2.5	2.2	2.4	1.9	2.4	1.5								
WEQX	Manchester	B	102.7	1.3	2490		Northshire Comm	84				Altve/MdRck	700	0.98	1.6	1.1	1.4	1.0	1.4	1.3	1.4	1.4	1.4								
WHRL	Albany	A	103.1	6.0	325	c	Clear Channel Comm	66	9906		g3	Alternative	950	0.89	2.4	3.3	2.4	2.1	3.0	2.1	1.6	2.4	1.9								
WQBJ	St. Johnsville	B	103.5	50.0 cp	492	f	Regent Comm	88	0008		sw	Alternative	550	0.65	1.9	2.3	1.8	1.6	2.2	1.6	1.3	1.9	1.6								
WQBK	Rensselaer	A	103.9	6.0	302	f	Regent Comm	72	0008		sw	Alternative	2,800	1.34	4.7	3.5	3.7	3.5	3.9	3.7	4.1	3.8	4.3								
WABT	Mechanicville	A	104.5	5.0	351	f	Regent Comm	93	0008		sw	80s Hits	700	0.78	2.0	2.3	1.3	1.9	1.8	1.6	2.0	1.6	1.4								
WZMR	Altamont	A	104.9	0.5 cp	932	a	Pamal Broadcasting	68	9902	2,200	g	Smooth Jazz	400	0.39	2.3	2.0	2.2	1.7	1.4	1.9	1.6	2.5	1.7								
● WNYQ	Queensbury	B1	105.7	1.6	1273	l	Vox Media Corp	96	0006		d4	AC				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WPYX	Albany	B	106.5	15.5	902	c	Clear Channel Comm	80	0008		g	Clsc Rock	4,600	1.39	7.4	6.2	5.3	4.4	4.7	6.4	6.3	6.3	5.8								
WFFG	Corinth	A	107.1	2.9	482	i	Vox Media Corp	67	0006		d4	Country	150		0.4	0.5	0.8	0.5	0.7	0.5	0.4	0.5	0.0								
WGNA	Albany	B	107.7	12.5	984	f	Regent Comm	73	0008		sw	Country	6,700	1.21	12.4	9.9	11.5	9.0	10.3	11.3	10.1	10.3	9.9								
			# FM Stations -		26	# Combos -		22	FM TOTALS				80.4	71.3	70.2	66.1	68.3	68.2	69.2	68.0	64.5										

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 64

Revenue Rank: 59

Albany-Schenectady-Troy, NY Market Overview



Metro Counties / Population (000)

Albany, NY	292.4
Montgomery, NY	48.9
Rensselaer, NY	150.5
Saratoga, NY	203.6
Schenectady, NY	144.8
Schoharie, NY	31.2
Total	871.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$32,800	\$37,200	\$41,400	\$45,000	\$42,400	\$44,600
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.2%	\$46,500	\$48,800	\$51,000	\$53,800	\$56,500	4.8%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.98/1,000	2007 \$4.11/1,000	Est. Breakout			
Revenue/Capita	\$37.40	\$51.18	\$65.35	Local	75%		
				National	25%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	877.0	871.4	-0.1%	871.4	864.6
Households	337.3	350.8	0.8%	350.8	353.8	0.2%
Retail Sales	NA ^{1/}	11,201.3	NA ^{1/}	11,201.3	13,761.6	4.2%
EBI ^{2/}	13,632.6	15,742.8	2.9%	15,742.8	18,661.3	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	421.8	68.2	37.6	42.6	53.9	66.6	64.2	88.8
Women (000)	449.6	65.2	35.5	41.1	55.5	69.4	66.1	116.8
Total	871.4	133.4	73.1	83.7	109.4	136.0	130.2	205.6
Percentage	100.0%	15.3%	8.4%	9.6%	12.6%	15.6%	14.9%	23.6%
Per Capita	\$ 20,053	Median Household		\$ 39,843	Avg Household		\$ 48,759	
Ethnic Population:	White 88.8%	Black 6.4%	Asian 2.0%	Hispanic 2.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	18	8		16	26	15	41
Tot 12+	30.4	39.8		66.0	70.2	16.2	86.4
Avg 12+	1.7	5.0		4.1	2.7	1.1	2.1
Tot LCS	35.2	46.1		76.4	81.3	18.8	100.0
Avg LCS	2.0	5.8		4.8	3.1	1.3	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Utica-Rome

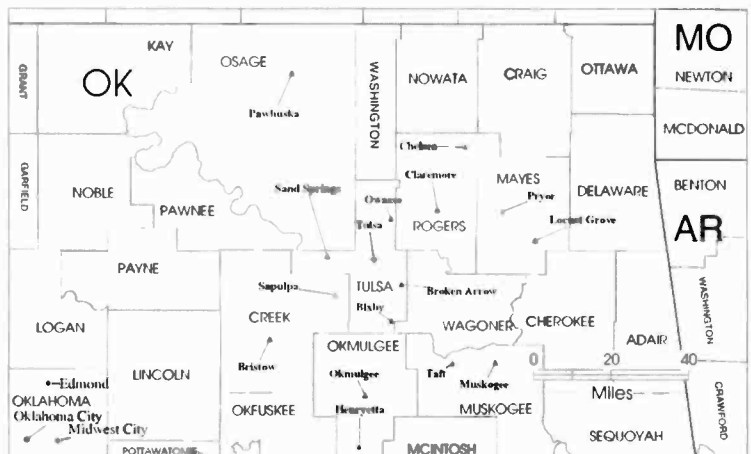
AM Stations		ARB 12+ Metro Shares (see rights)																													
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer				Spring				Winter				Fall			
																2003	2003	2003	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002
WROW	Albany	B	590	5.0	1.00	a	Pamal Broadcasting	47	9312		c2	News/Talk	1,000	0.59	3.8	3.6	3.9	4.9	3.3	3.4	2.9	2.6	3.9								
WGY	Schenectady	A	810	50.0	50.00	c	Clear Channel Comm	22	9906		g3	News/Talk	3,500	0.98	8.0	6.1	6.7	7.0	6.8	6.3	6.3	6.6	7.5								
WUAM	Saratoga Springs	D	900	0.3	0.05	b	Anastos Bcst Group	64	9908	100		AdStd/Nstlg	50		0.1	0.4	0.2	0.1	0.0	0.4	0.0	0.0	0.0								
WOFX	Troy	B	980	5.0	5.00	c	Clear Channel Comm	40	0008	1,590		Sports	550	0.95	1.3	0.6	0.8	0.8	1.1	1.0	1.2	1.2	1.0								
WABY	Mechanicville	B	1160	5.0	0.57	b	Anastos Bcst Group	81	0012			AdStd/Nstlg	50		0.6	0.6	0.6	0.6	0.8	0.5	0.4	0.5	0.5								
WXBH	Cobleskill	D	1190	1.0	0.00		NY Comm LLC	81	9808	75		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WVKZ	Schenectady	C	1240	1.0	1.00	b	Anastos Bcst Group	42	0005	138		Talk	100		0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0								
WTMM	Rensselaer	B	1300	5.0	5.00	f	Regent Comm	61	0008		sw	Sprts/Talk	100	0.19	1.2	1.4	1.5	1.0	1.5	1.6	1.2	0.5	0.8								
WHAZ	Troy	D	1330	1.0	0.05	d	Capital Media Corp	22	8707	300		Chrst/Talk			0.1	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0								
● WAMC	Albany	C	1400	1.0	1.00	h	WAMC/NE Pub Radio	34	0303	500		Modern Rock	50		0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2								
WENU	South Glen Falls	D	1410	1.0	0.10	i	Vox Media Corp	88	0006		d4	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WDDY	Albany	B	1460	5.0	5.00		ABC/Disney	24	0203	2,000		Children			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1								
WCSS	Amsterdam	C	1490	1.0	1.00		IZ Communications	48	9910	188		AC/Oldes	300		0.8	0.0	0.9	0.6	0.5	0.7	0.5	0.8	0.6								
WPTR	Albany	B	1540	50.0	50.00	e	Crawford Bcstg Co	48	9510	700		Adlt Stndrd	300	0.21	3.2	1.4	1.6	2.7	2.3	2.5	2.1	2.3	3.8								
WBUG	Amsterdam	B	1570	1.0	0.20	g	Roser	61	9411		c1	Country			0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.5								
# AM Stations -					15	# Combos -					12	AM TOTALS					19.5	14.4	16.2	18.0	16.3	17.1	14.6	14.6	18.9						
AM & FM Stations Profiled -					41	# Duopolies -					12	Total Local Commercial Share					85.7	86.4	84.1	84.6	85.3	83.8	82.6	83.4							

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 65

Revenue Rank: 57

Tulsa, OK Market Overview



Metro Counties / Population (000)

Creek, OK	68.4
Mayes, OK	38.8
Osage, OK	44.4
Rogers, OK	73.5
Tulsa, OK	568.3
Wagoner, OK	59.3
Total	852.7

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$33,500	\$36,600	\$39,800	\$41,500	\$41,700	\$44,800
Revenue/Retail Sales	1997	2002	2007		Est. Breakout		
	NA ^{1/}	\$3.79/1,000	\$3.86/1,000	Local	83%		
Revenue/Capita	\$42.05	\$52.54	\$67.86	National	17%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	796.7	852.7	1.4%	852.7	869.4
Households	310.0	335.0	1.6%	335.0	342.5	0.4%
Retail Sales	NA ^{1/}	11,821.9	NA ^{1/}	11,821.9	15,274.4	5.3%
EBI ^{2/}	11,964.2	15,199.9	4.9%	15,199.9	18,863.8	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	415.7	75.7	40.1	40.7	56.6	64.2	58.8	79.7
Women (000)	437.0	72.4	38.3	39.7	56.5	65.8	62.3	102.0
Total	852.7	148.1	78.3	80.4	113.1	130.0	121.0	181.7
Percentage	100.0%	17.4%	9.2%	9.4%	13.3%	15.2%	14.2%	21.3%
Per Capita	\$ 17,825							
Median Household				\$ 36,138				
Avg Household							\$ 45,369	
Ethnic Population:	White	75.1%	Black	8.6%	Asian	1.3%	Hispanic	5.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		15	16	21	12	33
Tot 12+	6.3		64.9	69.5	71.2	16.0	87.2
Avg 12+	1.1		4.3	4.3	3.4	1.3	2.6
Tot LCS	7.2		74.4	79.7	81.7	18.3	100.0
Avg LCS	1.2		5.0	5.0	3.9	1.5	3.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
KIZS	Broken Arrow	C2	92.1	27.0	656	a	Clear Channel Comm	70	9908		g1	CHR	1,100	0.61	4.0	3.0	3.6	2.8	4.0	3.6	3.7	3.5	3.4
KBEZ	Tulsa	C	92.9	100.0	1319	c	Renda Bcstg Corp	64	9003		g	AC	3,400	1.52	5.0	4.8	4.8	5.3	4.1	4.5	4.5	3.8	4.7
KTSO	Okmulgee	C1	94.1	100.0	807	f	Times-Shamrock	76	9607	1,800			975	0.87	2.5	1.5	0.8	1.4	1.2	2.1	1.5	2.9	2.2
KEMX	Locust Grove	A	94.5	2.3	367	b	Stephens Family LP	91	9204			ChrsContem			0.2	0.2	0.4	0.1	0.1	0.0	0.2	0.0	0.4
KWEN	Tulsa	C	95.5	100.0	1329	d	Cox Radio Inc	61	9704		g2	Country	4,100	1.12	8.2	8.5	8.7	9.0	8.1	6.4	8.4	7.8	6.4
KRAV	Tulsa	C	96.5	100.0	1329	d	Cox Radio Inc	62	9612	5,500	c2	AC	2,000	0.81	5.5	4.9	3.9	3.0	5.1	4.6	4.8	5.4	4.7
KMOD	Tulsa	C	97.5	100.0	1329	a	Clear Channel Comm	59	7904			AOR	6,100	1.38	9.9	7.2	7.3	6.8	6.9	7.6	8.9	8.9	9.4
KVOO	Tulsa	C	98.5	100.0	1227	e	Journal Comm Inc	73	9906		g3	Country	3,400	1.20	6.3	6.0	5.3	5.2	5.7	7.0	5.3	5.0	4.8
KXBL	Henryetta	C1	99.5	100.0	981	e	Journal Comm Inc	66	9906		g3	Country	1,100	0.94	2.6	4.9	5.9	4.6	1.7	1.9	2.3	2.5	2.5
• KCCR	Taft	A	100.3	3.9	410		Stephens Family LP	90	0301	1,000		ChrsContem				0.9	0.8	0.8	0.0	0.0	0.0	0.0	0.0
KTFR	Chelsea	A	100.7	6.0 cp	328	b	Stephens Family LP	98				ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KXOJ	Sapulpa	A	100.9	5.0	361	b	Stephens Family LP	77	8210	600	c1	ChrsContem	1,600	0.83	4.3	4.5	4.6	3.9	4.9	4.3	4.2	3.1	3.6
KTBT	Collinsville	C3	101.5	6.2	656	a	Clear Channel Comm	96	9710	1,900		HpHop/RhyBl	600	0.54	2.5	4.3	3.9	3.3	2.4	3.5	1.4	2.1	1.9
KRTQ	Sand Springs	C2	102.3	50.0 cp	492	d	Cox Radio Inc	89	9904	3,500	g2	Rock	300	0.25	2.7	2.9	2.0	3.4	2.9	2.0	2.8	2.3	2.3
KJSR	Tulsa	C	103.3	100.0	1280	d	Cox Radio Inc	66	9704		g2	Clsc Rock	2,500	1.24	4.5	2.9	3.4	3.2	4.1	4.5	3.3	3.9	4.0
• KBVL	Pawhuska	A	103.9	6.0	328		CBI Holdings Inc	97	0310 p	213		Top 40				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMYZ	Pryor	C1	104.5	70.0	1129	f	Times-Shamrock	69	8404			Alternative	1,600	0.76	4.7	3.8	3.9	3.7	3.7	4.5	4.7	4.0	3.5
KREK	Bristow	A	104.9	5.0	351		Big Chief Bcstg/OK	78				Country				0.0	0.5	0.4	0.0	0.0	0.0	0.0	0.0
KJMM	Bixby	C2	105.3	10.0	879	d	Perry Bcstg Co Inc	94	9412			Urban	1,500	0.96	3.5	1.6	2.1	2.1	3.1	3.1	3.7	2.5	3.1
KQLL	Owasso	C	106.1	100.0	1322	a	Clear Channel Comm	81	9908		g1	Oldies	2,800	1.04	6.0	4.5	3.9	5.1	6.3	5.4	5.4	4.9	5.3
KHTT	Muskogee	C	106.9	100.0	1011	c	Renda Bcstg Corp	72	9306	1,480		Top 40	2,700	0.97	6.2	5.0	5.4	5.0	5.7	5.0	5.2	6.1	5.4
# FM Stations -					21	# Combos -					18	FM TOTALS			78.6	71.4	71.2	69.1	70.0	70.0	70.3	68.7	67.6

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
KRMG	Tulsa	B	740	50.0	25.00	d	Cox Radio Inc	49	9704		g2	News/Talk	5,900	1.18	11.2	8.4	8.1	9.9	9.1	10.0	9.6	8.7	11.2
KCFO	Tulsa	B	970	2.5	1.00		Friendship Bcstg LP	46	9006	953		Religion	500		0.5	0.4	0.0	0.7	0.6	0.4	0.4	0.4	0.5
KGTO	Tulsa	D	1050	1.0	0.02	d	Perry Bcstg Co Inc	46	0102	455		R&B Oldies	200		0.6	0.8	1.5	1.4	0.5	0.8	0.8	0.0	0.6
KFAQ	Tulsa	A	1170	50.0	50.00	e	Journal Comm Inc	25	9906		g3	Talk	900	0.42	4.8	3.3	4.4	3.6	2.1	2.1	3.7	6.0	5.3
KRVT	Claremore	D	1270	1.0	0.03	g	Reunion Bcstg LLC	58	0004	250		Adt Stndrd	275		0.5	0.0	0.0	0.0	0.5	0.8	0.6	0.5	0.0
KAKC	Tulsa	B	1300	5.0	1.00	a	Clear Channel Comm	38	7310			Span/Varty	300		0.9	0.0	0.0	0.4	0.0	1.0	0.9	0.6	0.6
KTFX	Sand Springs	C	1340	0.5	0.90		Payne, William H.	61	9601		c3	Black Gospl	150		0.3	0.0	0.4	0.4	0.8	0.4	0.0	0.5	0.0
KTBZ	Tulsa	B	1430	25.0 cp	5.00	a	Clear Channel Comm	34	9908		g1	Sports	700	0.63	2.5	1.6	1.1	1.9	2.4	1.9	1.5	2.6	2.7
KPGM	Pawhuska	D	1500	0.5	0.00		Pearl Comm Group	94	0303	130		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KXTD	Wagoner	D	1530	5.0	0.00		Gayton Media LLC	66	0007		na	Mexican	100		0.3	0.0	0.5	0.7	0.0	0.0	0.9	0.0	0.0
KYAL	Sapulpa	D	1550	2.5	0.04	b	Stephens Family LP	62	8210		c1	Sports				0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
• KMUR	Pryor	D	1570	1.0	0.00	g	Reunion Bcstg LLC	50	0308 p	75		Cntry/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					12	# Combos -					8	AM TOTALS			21.6	14.5	16.0	19.0	16.5	17.4	18.4	19.3	20.9
AM & FM Stations Profiled -					33	# Duopolies -					11	Total Local Commercial Share			85.9	87.2	88.1	86.5	87.4	88.7	88.0	88.5	

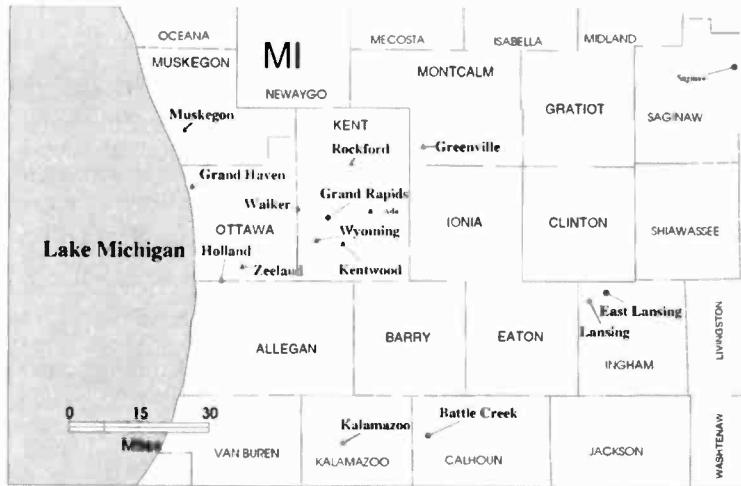
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 66

Revenue Rank: 61

Grand Rapids, MI Market Overview



Metro Counties / Population (000)

Kent, MI	585.3
Ottawa, MI	246.6
Total	831.9

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 97 - 02
	\$35,700	\$38,600	\$39,300	\$44,900	\$39,900	\$44,500	4.5%
	Δ 01 - 02	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	Δ 02 - 07
	11.5%	\$47,000	\$50,300	\$53,100	\$56,000	\$58,800	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.85/1,000	\$4.03/1,000	Local 75%
Revenue/Capita	\$47.24	\$53.49	\$66.64	National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	Growth Rate	<u>2002</u>	<u>2007</u>	Growth Rate
MSA Population	755.7	831.9	1.9%	831.9	882.4	1.2%
Households	269.8	302.7	2.3%	302.7	324.2	1.4%
Retail Sales	NA ^{1/}	11,559.9	NA ^{1/}	11,559.9	14,607.8	4.8%
EBI ^{2/}	12,666.7	15,997.6	4.8%	15,997.6	21,340.0	5.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	409.1	79.5	41.0	45.4	59.0	64.9	54.1	65.2
Women (000)	422.7	75.8	38.7	46.6	57.4	65.3	54.9	84.0
Total	831.9	155.3	79.7	92.1	116.5	130.2	108.9	149.2
Percentage	100.0%	18.7%	9.6%	11.1%	14.0%	15.6%	13.1%	17.9%
Per Capita	\$ 19,231							
				Median Household	\$ 44,029		Avg Household	\$ 52,855
Ethnic Population:	White	85.0%	Black	6.8%	Asian	2.1%	Hispanic	7.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	11		14	15	14	29
Tot 12+	10.3	52.4		62.4	62.7	14.1	76.8
Avg 12+	2.6	4.8		4.5	4.2	1.0	2.6
Tot LCS	13.4	68.2		81.3	81.6	18.4	100.0
Avg LCS	3.4	6.2		5.8	5.4	1.3	3.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Kalamazoo and Muskegon.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
WGHN	Grand Haven	A	92.1	3.0	246	g	WGHN Inc	69	8312	430	c1	AC	225		0.5	0.0	0.3	0.0	0.7	0.5	0.4	0.3	0.5		
WBCT	Grand Rapids	B	93.7	320.0	781	f	Clear Channel Comm	51	9604	42,250	c3	Country	6,800	1.31	11.7	11.7	9.5	10.4	9.6	9.9	8.6	8.3	10.0		
WKLO	Holland	B	94.5	50.0	499	a	Citadel Bcstg Corp	61	0007		g4	Rock	2,600	0.75	7.8	3.4	3.9	4.5	4.7	5.8	6.6	6.1	6.0		
WLHT	Grand Rapids	B	95.7	40.0	551	e	Regent Comm	62	0008		sw	AC	5,000	1.87	6.0	4.6	4.6	5.0	5.2	4.6	4.1	5.3	4.8		
WVTI	Holland	B	96.1	45.0	492	f	Clear Channel Comm	62	9703	4,100		CHR	1,400	0.83	3.8	3.5	2.9	3.5	2.3	2.8	3.1	2.8	3.4		
WLAV	Grand Rapids	B	96.9	50.0	489	a	Citadel Bcstg Corp	47	0007		g4	Clsc Rock	5,500	1.53	8.1	6.2	5.6	6.0	6.4	7.3	6.3	5.9	5.9		
WGRD	Grand Rapids	B	97.9	13.0	591	e	Regent Comm	62	0008		sw	Modern Rock	3,000	1.02	6.6	4.3	4.8	5.0	5.0	6.4	4.4	5.2	4.7		
WFGR	Grand Rapids	A	98.7	2.8	492	e	Regent Comm	92	0206		g	Classcal	500	0.40	2.8	1.6	2.5	2.5	2.2	1.6	3.2	2.3	1.7		
WJQK	Zeeland	A	99.3	4.7	371	c	Lanser Bcstg Corp	71	8612	844		ChrsContem	1,900	1.26	3.4	3.0	4.0	3.2	2.8	2.5	3.3	2.3	2.7		
WTRV	Walker	A	100.5	3.5	302	e	Regent Comm	93	0008		sw	Soft AC	1,300	0.68	4.3	3.5	3.5	2.6	4.2	3.7	2.6	2.8	4.4		
WBFX	Grand Rapids	B	101.3	50.0	420	f	Clear Channel Comm	65	9711		g2	Clsc Rock	1,400	0.68	4.6	4.5	3.6	3.9	4.0	3.8	3.9	3.2	3.7		
WFUR	Grand Rapids	B	102.9	50.0	492	d	Kuiper Stations		60			ChrsContem	400	0.56	1.6	1.1	1.5	1.6	1.7	1.3	1.4	1.2	1.1		
WSNX	Muskegon	B	104.5	32.0	620	f	Clear Channel Comm	71	9910	1,100	c4	CHR	3,300	0.71	10.5	7.7	7.2	6.2	6.8	8.1	9.7	8.2	7.2		
WOOD	Grand Rapids	B	105.7	265.0	810	f	Clear Channel Comm	62	9604		c3	AC	3,200	1.06	6.8	3.3	4.7	5.8	5.7	4.9	4.6	7.4	4.7		
WODJ	Greenville	B	107.3	50.0	492	a	Citadel Bcstg Corp	62	0007		g4	Oldies	1,600	0.77	4.7	4.0	4.1	3.4	3.6	3.9	3.6	3.6	3.6		
# FM Stations -					15	# Combos -					15	FM TOTALS					83.2	62.4	62.7	63.6	64.9	67.1	65.8	64.9	64.4

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
WMFN	Zeeland	B	640	1.2	0.23	b	Birach Bcstg Corp	90	0112	1,900	c5	Sprts/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMJH	Rockford	D	810	3.6	0.00	b	Birach Bcstg Corp	65	0112		c5	Adlt Stndrd	400	0.36	2.5	2.2	1.6	1.5	1.3	1.6	1.7	2.7	1.8		
● WJNZ	Kentwood	D	1140	5.0	0.00		WJNZ Radio LLC	78	0310 p	360		Urban AC	500	0.62	1.8	1.3	1.1	1.2	1.0	1.1	1.7	1.4	1.5		
WTKG	Grand Rapids	C	1230	1.0	1.00	f	Clear Channel Comm	45	9701		g2	News/Talk	500	1.02	1.1	1.0	0.7	1.0	1.0	1.1	0.5	1.1	0.7		
● WPNW	Zeeland	B	1260	10.0	1.00	c	Lanser Bcstg Corp	56	8309	950		Altve/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WOOD	Grand Rapids	B	1300	20.0 cp	20.00	f	Clear Channel Comm	24	9604		c3	Nws/Tlk/Spt	3,500	1.06	7.4	6.0	6.5	6.7	5.5	5.1	4.7	5.9	7.7		
WBBL	Grand Rapids	C	1340	1.0	1.00	a	Citadel Bcstg Corp	40	0007		g4	Sports	600	0.67	2.0	1.5	1.6	2.2	2.1	1.7	1.7	1.7	1.2		
WGHN	Grand Haven	D	1370	0.5	0.00	g	WGHN Inc	56	8312		c1	AC	50		0.1	0.0	0.1	0.0	0.0	0.0	0.2	0.1	0.0		
WNWZ	Grand Rapids	D	1410	1.0	0.05	e	Regent Comm	47	0008		na	Mexican	200		0.1	1.0	1.3	0.0	0.0	0.4	0.0	0.0	0.0		
WHTC	Holland	C	1450	1.0	1.00		Midwest Comm Inc	48	0009		g4	Clsc Hits	300		0.6	0.4	1.2	0.7	0.7	0.5	0.0	0.5	1.0		
WGVU	Kentwood	B	1480	2.0	5.00	h	Grand Valley St Univ	54	9204	1,000		News/Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WYGR	Wyoming	D	1530	0.5	0.00		WYGR Bcstg MI GP	64	8903	135		Spanish	125		0.5	0.0	0.0	0.8	0.6	1.2	0.0	0.4	0.0		
WFUR	Grand Rapids	B	1570	1.0	0.31	d	Kuiper Stations	47	5003			Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● WDSS	Ada	B	1680	10.0 cp	0.68		Goodrich Radio Mktg	99	9610	200		Oldes/Rhymc	100		0.7	0.4	0.0	0.4	0.6	0.5	0.7	0.4	0.6		
# AM Stations -					14	# Combos -					10	AM TOTALS					16.8	13.8	14.1	14.5	12.8	13.2	11.2	14.2	14.5
AM & FM Stations Profiled -					29	# Duopolies -					8	Total Local Commercial Share						76.2	76.8	78.1	77.7	80.3	77.0	79.1	78.9

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 67

Revenue Rank: 66

Ft. Myers-Naples-Marco Island, FL Market Overview



Metro Counties / Population (000)

Collier, FL	275.9
Lee, FL	469.5
Total	745.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 97 - 02
	\$22,200	\$24,600	\$27,700	\$32,300	\$31,700	\$35,200	9.6%
	Δ 01 - 02	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	Δ 02 - 07
	11.0%	\$37,700	\$40,900	\$44,000	\$46,400	\$48,700	6.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.02/1,000	\$3.05/1,000	Local 85%
Revenue/Capita	\$37.94	\$47.22	\$55.86	National 15%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	Growth Rate	<u>2002</u>	<u>2007</u>	Growth Rate
MSA Population	585.1	745.4	5.0%	745.4	871.9	3.2%
Households	238.2	314.9	5.7%	314.9	370.9	3.3%
Retail Sales	NA ^{1/}	11,673.7	NA ^{1/}	11,673.7	15,972.6	6.5%
EBI ^{2/}	10,973.9	17,597.0	9.9%	17,597.0	25,314.2	7.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	367.2	49.5	25.7	26.4	40.6	48.3	44.6	132.2
Women (000)	378.2	47.0	24.0	21.9	37.2	48.1	49.3	150.8
Total	745.4	96.4	49.8	48.3	77.8	96.3	93.9	283.0
Percentage	100.0%	12.9%	6.7%	6.5%	10.4%	12.9%	12.6%	38.0%
Per Capita	\$ 23,606							
				Median Household	\$ 40,238		Avg Household	\$ 55,880
Ethnic Population:	White	86.6%	Black	6.0%	Asian	0.8%	Hispanic	13.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		18	19	20	10	30
Tot 12+	2.4		68.9	70.7	71.3	12.7	84.0
Avg 12+	1.2		3.8	3.7	3.6	1.3	2.8
Tot LCS	2.9		82.0	84.2	84.9	15.1	100.0
Avg LCS	1.4		4.6	4.4	4.2	1.5	3.3

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WAFZ	Immokalee	A	92.1	4.1	397		Shadowlawn Assn Inc	84	0103			Intl/Mexcn				1.8	2.4	0.0	0.0	0.0	0.0	0.0	0.0
• WROC	Estero	C3	92.5	6.8 cp	620	c	Meridian Bcstg	78	0010	7,000	2	Rock	700	0.57	3.5	1.2	1.4	3.3	2.5	3.3	0.0	0.0	0.0
• WTLT	Naples	C3	93.7	21.0	328	c	Meridian Bcstg	71	9612		c2	2 AC	800	0.65	3.5	3.6	3.0	4.0	1.8	3.2	3.6	2.4	2.5
WARO	Naples	C	94.5	100.0	1014	c	Meridian Bcstg	62	9612		c2	2 Clsc Rock	2,300	1.45	4.5	3.2	3.2	3.7	3.8	3.5	2.1	3.4	2.8
WOLZ	Fort Myers	C1	95.3	79.0	476	d	Clear Channel Comm	70	9703	11,000	d1	1 Oldies	3,900	1.40	7.9	4.9	4.3	6.0	7.2	7.5	7.1	5.2	6.2
WRXK	Bonita Springs	C	96.1	100.0	1119	a	Beasley Bcst Group	74	8608	3,500		Clsc Rock	3,100	2.10	4.2	4.7	4.5	3.2	3.9	4.1	3.7	5.2	5.0
WINK	Fort Myers	C	96.9	100.0	1322	b	Ft Myers Bcstg Co	64			2	Hot AC	2,900	1.92	4.3	3.0	3.1	3.3	3.9	2.8	3.4	5.1	4.9
WTLO	Punta Rassa	C3	97.7	14.5	430	b	Ft Myers Bcstg Co	99	0010	7,000		Span/Trpcl	1,400	1.33	3.0	1.8	1.6	2.0	3.1	2.3	3.1	2.1	2.6
• WNRW	San Carlos Park	C3	98.5	18.5	371		CAM Comm Inc	95	0103	2,500	1	Smooth Jazz	1,100	0.89	3.5	3.3	2.4	2.9	3.0	1.9	2.9	1.7	2.2
WGUF	Marco	A	98.9	6.0	328	f	Renda Bcstg Corp	90	9705	2,000		Clsc Hits	200		0.5	0.6	0.7	0.0	0.8	0.6	0.6	0.4	0.0
WJBX	Fort Myers Beach	C2	99.3	45.0	466	a	Beasley Bcst Group	83	9802	6,000	d3	Alternative	2,100	1.61	3.7	3.0	2.5	3.2	3.0	3.5	4.4	5.3	6.6
• WCKT	Port Charlotte	C1	100.1	100.0	476	d	Clear Channel Comm	76	9703		d1	1 Country	500	0.65	2.2	2.3	1.5	2.2	1.5	2.1	1.9	1.1	3.8
WAVV	Marco	C1	101.1	100.0	981		Alpine Bcstg Corp	87				Easy	2,400	0.47	14.5	11.4	12.8	12.9	11.4	12.2	11.5	11.0	11.7
WWGR	Fort Myers	C	101.9	100.0	991	f	Renda Bcstg Corp	69	9407	4,000		Country	2,300	1.09	6.0	5.3	6.5	4.6	5.5	5.8	5.5	5.0	4.8
• WJGO	Tice	C2	102.9	50.0	466	f	Renda Bcstg Corp	99	0010	7,000		Rhymc/Oldes	650	0.64	2.9	3.2	1.3	2.6	2.2	3.4	1.8	2.3	2.8
WXKB	Cape Coral	C	103.9	100.0	1119	a	Beasley Bcst Group	75	9411	3,500		Adult CHR	3,000	1.74	4.9	3.5	3.3	4.0	4.2	3.8	4.8	9.1	8.7
WSGL	Naples	C2	104.7	20.0	433	f	Renda Bcstg Corp	80	9812	3,650		Hot AC	700	1.24	1.6	1.2	1.0	1.6	1.0	1.0	2.1	1.4	1.1
• WBTT	Naples Park	C2	105.5	23.5 cp	722	d	Clear Channel Comm	87	9607		g1	1 CHR/Rhymc	850	0.38	6.4	4.6	5.5	5.5	5.3	5.5	5.2	2.0	2.5
• WJPT	Fort Myers	C2	106.3	50.0	466	a	Beasley Bcst Group	92	9802		d3	Adlt Stndrd	700	0.27	7.3	4.3	6.9	6.6	5.7	3.3	3.6	4.7	2.8
• WDRR	Lehigh Acers	C2	107.1	23.5	722	d	Clear Channel Comm	76	9607		g1	1 Smooth Jazz	2,900	1.50	5.5	4.4	3.8	3.7	5.6	5.0	5.1	4.6	4.1
# FM Stations -					20	# Combos -					17	FM TOTALS		89.9	71.3	71.7	75.3	75.4	74.8	72.4	72.0	75.1	

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WWCN	North Fort Myers	B	770	10.0	1.00	a	Beasley Bcst Group	83	8711	300		Sprts/Talk	400		0.8	1.2	1.1	0.4	0.9	0.4	0.6	0.9	1.0
• WPTK	Pine Island	B	1200	10.0	1.00	b	Ft Myers Bcstg Co	86	9508	560	2	Talk	100	0.20	1.4	0.7	1.1	0.6	1.8	1.6	1.6	1.7	1.5
• WINK	Fort Myers	C	1240	1.0	1.00	b	Ft Myers Bcstg Co	40				2 News/Talk			3.6	3.8	3.2	2.4	3.6	3.0	4.6	3.1	2.8
WNOG	Naples	B	1270	5.0	1.90	c	Meridian Bcstg	54	9612		c2	2 News/Talk	1,400	1.89	2.1	3.2	2.6	2.0	1.5	1.8	2.3	2.0	2.5
WCRM	Fort Myers	D	1350	2.0	0.15		Manna Chrstn Mission	64	8904	450		Sprn/Cst/Var	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMYR	Fort Myers	B	1410	5.0	5.00		Hecksher, Robert	52				Children			0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
WWCL	Lehigh Acres	B	1440	5.0	1.00		Dwyer, Robert	70	7901			Span/Mexcn	350		0.8	1.5	1.3	0.7	0.7	1.3	0.6	1.9	1.8
WVOI	Marco Island	B	1480	1.0	1.00	e	All Financial Ntwk	75	0110	975	d2	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAFZ	Immokalee	C	1490	1.0	1.00		Glades Media	64	9603		na	Mexican	300		0.9	1.3	0.5	1.0	0.5	1.3	0.7	1.4	0.8
WCNZ	Marco Island	B	1660	10.0	1.00	e	All Financial Ntwk	99	0110		d2	Nws/BNw/Tlk			0.2	1.0	0.6	0.4	0.0	0.6	0.0	0.0	0.0
# AM Stations -					10	# Combos -					6	AM TOTALS		10.0	12.7	10.4	7.9	9.0	10.0	10.4	11.0	10.4	
AM & FM Stations Profiled -					30	# Duopolies -					10	Total Local Commercial Share		84.0	82.1	83.2	84.4	84.8	82.8	83.0	85.5		

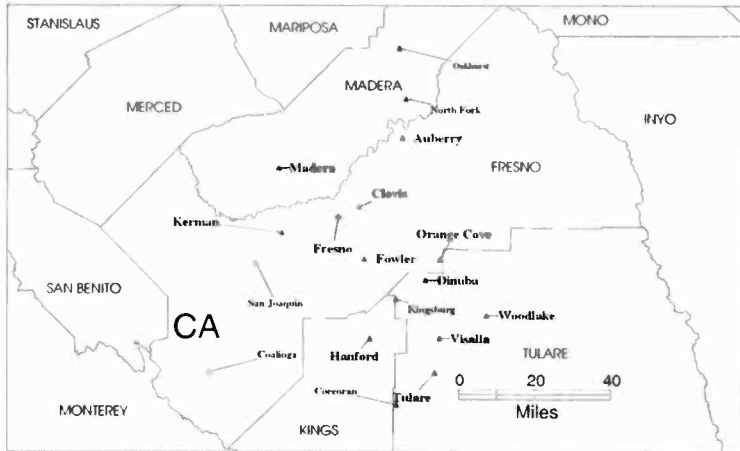
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 68

Revenue Rank: 58

Fresno, CA Market Overview



Metro Counties / Population (000)

Fresno, CA	832.1
	832.1

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$31,000	\$33,200	\$36,100	\$40,300	\$42,500	\$44,700
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.2%	\$48,200	\$52,100	\$57,300	\$60,500	\$63,500	7.3%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$5.49/1,000	\$6.09/1,000	Local 70%
Revenue/Capita	\$39.85	\$53.72	\$69.79	National 30%

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	777.9	832.1	1.4%	832.1	909.9	1.8%
Households	252.2	261.9	0.8%	261.9	282.6	1.5%
Retail Sales	NA ^{1/}	8,141.8	NA ^{1/}	8,141.8	10,419.6	5.1%
EBI ^{2/}	8,615.3	10,004.8	3.0%	10,004.8	11,860.5	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	415.9	90.1	46.2	49.0	58.5	58.7	49.5	63.9
Women (000)	416.2	86.1	43.4	44.8	54.0	58.0	50.1	79.7
Total	832.1	176.2	89.7	93.9	112.5	116.6	99.6	143.6
Percentage	100.0%	21.2%	10.8%	11.3%	13.5%	14.0%	12.0%	17.3%
Per Capita	\$ 11,840							
				Median Household	\$ 30,535		Avg Household	\$ 37,974
Ethnic Population:	White 53.2%		Black 5.4%		Asian 8.2%		Hispanic 45.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	4	23		22	27	17	44
Tot 12+	5.4	65.7		70.1	71.1	14.2	85.3
Avg 12+	1.4	2.9		3.2	2.6	0.8	1.9
Tot LCS	6.3	77.0		82.2	83.4	16.6	100.0
Avg LCS	1.6	3.3		3.7	3.1	1.0	2.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Visalia and Merced.
ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
KZFO	Clovis	B	92.1	36.9	568	d	Entravision Comm Co	74	0008		g4	Span/CHR	600	0.71	1.9	1.4	1.5	2.0	1.9	2.0	1.7	1.5	1.1
KFSO	Visalia	B	92.9	17.5	853	e	Clear Channel Comm	51	0008		g	Oldies	1,400	1.01	3.1	2.9	3.3	2.0	2.2	2.7	1.9	2.6	3.4
KSKS	Fresno	B	93.7	68.0	1903	f	Infinity Bcstg	46	0102		g2	Country	4,000	1.42	6.3	5.1	4.0	3.8	6.8	6.1	4.5	5.8	5.0
KOKO	Kerman	A	94.3	6.0	328		Big Bcst of AZ LLC	90	9812	1,140		Oldies	500	0.66	1.7	1.2	0.7	0.9	1.0	1.1	2.0	0.8	1.8
KBOS	Tulare	B	94.9	16.5	850	e	Clear Channel Comm	65	0008		g	CHR	3,300	1.17	6.3	6.2	6.0	4.5	4.8	5.2	6.1	5.6	4.3
KBHH	Kerman	A	95.3	6.0	328	h	Radio Campesina Inc		02			Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KJFX	Fresno	B	95.7	17.5	850	b	Mondosphere Bcstg	70	9512	3,000	c1	Clsc Rock	2,200	1.07	4.6	3.8	4.0	4.0	4.2	3.9	3.9	3.8	4.1
KEZL	Fowler	B1	96.7	25.0	328	e	Clear Channel Comm	80	0008		g	Smooth Jazz	1,500	0.93	3.6	3.6	3.2	3.3	2.8	3.3	3.4	3.2	2.3
KSEJ	Visalia	B	97.1	17.0	778		Buckley Bcstg Corp	84	8912	See (104)		CHR	n/a		6.1	5.3	6.1	4.3	5.6	6.0	5.4	4.8	4.3
KMGV	Fresno	B	97.9	2.1	2005	f	Infinity Bcstg	49	0102		g2	Oldies	2,200	1.05	4.7	4.6	4.0	4.5	3.5	3.7	4.6	3.8	3.8
KSOJ	Dinuba	B	98.9	19.0	820	e	Clear Channel Comm	75	0008		g	Soft AC	2,100	0.85	5.5	3.5	3.1	3.9	2.8	4.7	5.6	3.9	4.5
KJWL	Fresno	A	99.3	5.0	348		JSA Broadcasting	94				Adlt Strndrd	950	0.37	5.8	3.9	4.3	4.2	5.3	5.7	4.8	4.3	4.8
KNGS	Coalinga	B	100.1	19.0 cp	794	a	Zawilla, William L	99				Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMAK	Orange Cove	A	100.3	0.1	2074		Smith, Richard B.	90				Clsc Hits	50		0.4	0.4	0.4	0.6	1.1	0.9	0.5	0.0	0.0
• KWYE	Fresno	B	101.1	10.0	1076	f	Infinity Bcstg	63	0102		g2	CHR	1,200	0.87	3.1	3.5	3.9	3.8	3.0	3.1	2.2	2.5	2.7
KOQQ	Fresno	B	101.9	2.3	1959	f	Infinity Bcstg	48	0102		g2	Span/Mexcn	1,700	0.76	5.0	4.4	2.6	4.5	4.6	3.6	3.4	5.9	3.8
KXQX	Corcoran	B1	102.3	19.5	381	g	RAK Comm Inc	99	9408	See (104)		Span/Mexcn	n/a		0.2	0.3	0.1	0.0	0.1	0.2	0.0	0.3	0.1
KALZ	Fresno	B	102.7	50.0	499	e	Clear Channel Comm	62	0008		g	Hot AC	1,600	0.92	3.9	3.4	3.9	2.8	2.8	3.2	3.7	3.0	3.3
KAAT	Oakhurst	B1	103.1	25.0	-194		Calif-Sierra Corp	82				AC	350			0.0	0.5	0.6	0.4	0.0	0.0	0.0	0.0
KRZR	Hanford	B	103.7	50.0	499	e	Clear Channel Comm	76	0008		g	AOR	2,100	1.00	4.7	4.1	4.2	3.9	5.6	4.3	3.4	3.8	4.3
KFRR	Woodlake	B	104.1	17.0	853	b	Mondosphere Bcstg	92				Alternative	1,250	0.76	3.7	2.3	3.7	2.5	3.0	2.8	3.6	2.8	3.3
KLBN	Auberry	B1	105.1	0.6	1870	c	Lotus Comm Corp	92	9408	1,500		Span/Mexcn	2,500	1.22	4.6	3.0	2.9	4.0	3.0	3.2	4.3	4.8	3.2
KWOL	San Joaquin	B1	105.5	25.0	328	b	Mondosphere Bcstg	99				Country	400	0.53	1.7	1.7	1.4	2.6	1.4	1.0	1.1	1.8	1.9
KRNC	Fresno	B	105.9	2.4	1959	f	Infinity Bcstg	79	0102		g2	Spanish AC	700	0.71	2.2	1.3	2.2	1.3	1.7	1.2	2.5	1.8	1.9
KMMM	Madera	B1	107.1	9.9	515	c	Lotus Comm Corp	92	9904	4,500		Spanish	700	0.75	2.1	2.4	1.5	1.8	2.1	2.0	1.3	2.3	1.6
• KMPH	Hanford	B	107.5	24.6 cp	705		Pappas Telecasting	76	9202	550		News/Talk	500	0.75	1.5	1.9	1.8	1.4	1.1	1.2	1.4	1.0	1.5
KZOL	North Fork	B1	107.9	1.8	1227		Univision Comm Inc	94	0310		st	Mexican	250		0.8	2.3	1.8	2.0	1.9	2.2	0.4	0.0	0.0
# FM Stations -					27	# Combos -					18	FM TOTALS		83.5	72.5	71.1	69.2	72.7	73.3	71.7	70.1	67.0	

• Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 68

Revenue Rank: 58

Fresno, CA Market Overview



Metro Counties / Population (000)

Fresno, CA	832.1
	832.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$31,000	\$33,200	\$36,100	\$40,300	\$42,500	\$44,700
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.2%	\$48,200	\$52,100	\$57,300	\$60,500	\$63,500	7.3%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$5.49/1,000	\$6.09/1,000	Local 70%
Revenue/Capita	\$39.85	\$53.72	\$69.79	National 30%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	777.9	832.1	1.4%	832.1	909.9	1.8%
Households	252.2	261.9	0.8%	261.9	282.6	1.5%
Retail Sales	NA ^{1/}	8,141.8	NA ^{1/}	8,141.8	10,419.6	5.1%
EBI ^{2/}	8,615.3	10,004.8	3.0%	10,004.8	11,860.5	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	415.9	90.1	46.2	49.0	58.5	58.7	49.5	63.9
Women (000)	416.2	86.1	43.4	44.8	54.0	58.0	50.1	79.7
Total	832.1	176.2	89.7	93.9	112.5	116.6	99.6	143.6
Percentage	100.0%	21.2%	10.8%	11.3%	13.5%	14.0%	12.0%	17.3%
Per Capita	\$ 11,840							
				Median Household	\$ 30,535		Avg Household	\$ 37,974
Ethnic Population:	White	53.2%	Black	5.4%	Asian	8.2%	Hispanic	45.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	23		22	27	17	44
Tot 12+	5.4	65.7		70.1	71.1	14.2	85.3
Avg 12+	1.4	2.9		3.2	2.6	0.8	1.9
Tot LCS	6.3	77.0		82.2	83.4	16.6	100.0
Avg LCS	1.6	3.3		3.7	3.1	1.0	2.3

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Visalia and Merced.

AM Stations

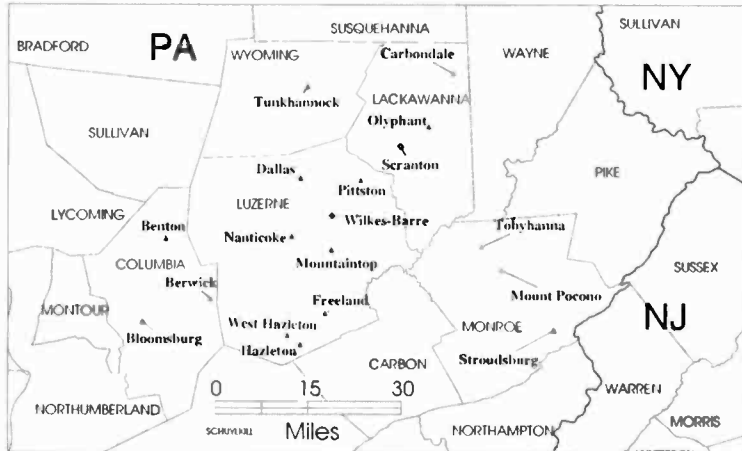
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)					
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
KMJ	Fresno	B	580	50.0 cp	50.00	f	Infinity Bcstg	25	0102		g2	Nws/Tlk/Spt	8,300	1.84	10.1	7.5	9.1	9.4	7.6	7.3	8.1	7.8	10.8		
KIGS	Hanford	B	620	1.0	1.00		P&C Broadcasting	48	8906	300		Portuguese				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KOOR	Clovis	B	790	5.0	2.50	f	Infinity Bcstg	77	0102		g2	Span/Oldes	200	0.34	1.3	0.5	0.5	0.4	1.1	0.9	0.9	1.1	1.5		
KBIF	Fresno	B	900	1.0	0.50	j	Gore-Overgaard Bcstg	47	9803	900		Relgn/Asian	300		0.6	0.5	0.7	1.0	1.6	0.6	0.0	0.0	1.4		
• KWRU	Fresno	B	940	50.0	50.00		Multicultural Bcstg	37	0310 p		g	Spn/Tlk/Spt	2,400	2.68	2.0	1.8	1.2	1.9	1.2	1.1	1.7	1.6	2.3		
KEYQ	Fresno	D	980	0.5	0.05		Assoc for Comm Educ	57	9706	200		Span/Chrst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KRDU	Dinuba	B	1130	5.0	6.20	e	Clear Channel Comm	46	0008		g	Christian	150		0.1	0.0	0.0	0.5	0.0	0.0	0.4	0.0	0.0		
KQEQ	Fowler	B	1210	0.4	0.00	i	RAK Comm Inc	62	9404	62	st	Mexican	300		0.6	0.2	0.3	0.0	0.2	0.6	0.0	0.5	0.9		
KYNO	Fresno	B	1300	5.0	1.00		Spanish Catholic	47	9909	800		Span/Relgn	50		0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.4		
KCBL	Fresno	C	1340	1.0	1.00	e	Clear Channel Comm	53	0008		g	Sports	100		0.2	0.0	0.5	0.6	0.4	0.0	0.0	0.5	0.0		
• KVBL	Visalia	C	1400	1.0	1.00	e	Clear Channel Comm	48	0008		g	Sports	100			0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0		
KFIG	Fresno	B	1430	5.0	5.00		Radio Central LLC	38	0211	2,000		Sprts/Talk	300		0.7	0.5	0.5	0.0	0.9	0.5	0.8	0.4	0.7		
KKFO	Coalinga	D	1470	0.5	0.03	a	Zawilla, William L	50				Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KIRV	Fresno	D	1510	10.0	0.00	j	Gore-Overgaard Bcstg	62	9905	425	na	Chrst/Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KXEX	Fresno	B	1550	5.0	2.50	i	RAK Comm Inc	62	9408	212		Span/Trpcl	50		0.1	0.0	0.8	0.0	0.0	0.5	0.0	0.0	0.0		
KGST	Fresno	B	1600	5.0	5.00	c	Lotus Comm Corp	49	8505	1,764		Span/Mexcn	300		0.7	0.5	0.5	1.3	0.9	0.7	0.0	0.9	0.7		
• KAVT	Fresno	B	1630	10.0	1.00	g	RAK Comm Inc	01				Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					17	# Combos -					11	AM TOTALS					16.5	11.5	14.2	15.6	13.9	12.2	11.9	12.8	18.7
AM & FM Stations Profiled -					44	# Duopolies -					13	Total Local Commercial Share					84.0	85.3	84.8	86.6	85.5	83.6	82.9	85.7	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 69

Revenue Rank: 80

Wilkes Barre-Scranton, PA Market Overview



Metro Counties / Population (000)

Columbia, PA	64.3
Lackawanna, PA	211.6
Luzerne, PA	315.6
Monroe, PA	146.2
Wyoming, PA	28.0
Total	765.7

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$24,200	\$23,800	\$26,500	\$26,000	\$24,500	\$26,600	1.9%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	8.6%	\$27,800	\$29,700	\$31,300	\$33,000	\$34,700	5.4%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$2.95/1,000	\$3.31/1,000	Local 86%
Revenue/Capita	\$32.38	\$34.74	\$44.90	National 14%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	747.4	765.7	0.5%	765.7	772.8	0.2%
Households	287.6	304.4	1.1%	304.4	310.9	0.4%
Retail Sales	NA ^{1/}	9,011.8	NA ^{1/}	9,011.8	10,490.6	3.1%
EBI ^{2/}	10,725.4	11,341.4	1.1%	11,341.4	13,189.2	3.1%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	367.9	55.0	33.0	34.1	43.6	56.8	55.5	89.8
Women (000)	397.7	52.3	30.6	35.3	43.5	57.5	55.5	123.1
Total	765.7	107.3	63.6	69.4	87.1	114.3	111.0	213.0
Percentage	100.0%	14.0%	8.3%	9.1%	11.4%	14.9%	14.5%	27.8%
Per Capita	\$ 14,813							
			Median Household	\$ 29,803			Avg Household	\$ 37,257
Ethnic Population:	White 94.8%	Black 2.5%	Asian 0.8%	Hispanic 2.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	16	5		13	21	18	39
Tot 12+	24.9	32.6		55.5	57.5	16.5	74.0
Avg 12+	1.6	6.5		4.3	2.7	0.9	1.9
Tot LCS	33.6	44.1		75.0	77.7	22.3	100.0
Avg LCS	2.1	8.8		5.8	3.7	1.2	2.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WQFM	Nanticote	A	92.1	0.7	994	c	73	9408		na	2	Oldies	1,000	0.87	4.3	3.7	3.2	3.3	3.5	3.8	3.7	3.0	2.7
WMGS	Wilkes-Barre	B	92.9	5.3	1385	d	46	0101		g2		AC	2,500	0.84	11.2	10.0	9.9	10.2	10.1	9.5	8.1	7.8	8.6
WSBG	Stroudsburg	A	93.5	0.6	764	a	64	0205		sw		Modern Rock	1,725	2.16	3.0	2.1	1.9	2.3	1.7	2.2	2.0	2.6	2.3
WCWQ	Dallas	A	93.7	1.5	679	d	89	9803	6,000	d1		Rock	700	0.69	3.8	1.4	2.1	2.2	2.2	1.8	2.6	4.5	2.5
• WCWI	Carbondale	A	94.3	1.1	771	d	65	0308		na		Country	200		0.4	0.0	0.0	0.0	0.4	0.8	0.1	0.2	0.2
WBHD	Olyphant	A	95.7	0.6	1011	d	91	9904	2,500	d1		Christian	200	0.75	1.0	0.7	0.2	0.1	0.9	0.6	0.6	0.4	1.3
• WGGI	Benton	A	95.9	4.2	384	e	85	9912		g1		Country			0.6	0.1	0.2	0.6	0.3	0.6	0.4	0.4	0.5
WBHT	Mountain Top	A	97.1	0.5	1102	d	92	9811	1,200	+		CHR	1,000	0.60	6.3	6.5	3.7	4.9	4.7	4.8	4.4	5.1	4.7
WBSX	Hazleton	B	97.9	17.5	728	d	49	9707		g2		Rock	700	0.94	2.8	2.4	2.5	3.2	3.1	2.7	2.0	2.0	1.8
WKRZ	Wilkes-Barre	B	98.5	8.7	1171	e	47	9912		g1		CHR	5,600	1.54	13.7	8.6	9.0	8.0	6.8	10.8	9.5	10.4	10.8
WQFN	Forest City	A	100.1	0.8	935	c	00				2	Oldies			0.8	0.3	0.8	0.5	0.5	0.6	0.7	0.4	0.6
WGGY	Scranton	B	101.3	7.0	1109	e	48	9912		g1		Country	3,600	0.97	14.0	10.9	9.9	9.2	9.4	11.7	10.0	11.0	9.9
WDMT	Pittston	A	102.3	5.8	72	e	83	9912		g1		Clsc Hits	1,100	1.43	2.9	2.6	2.8	3.6	2.7	1.7	2.8	1.9	2.4
WAMT	Freeland	A	103.1	0.7	679	e	76	9912		g1		Clsc Hits			0.9	0.4	0.3	0.4	0.6	0.7	0.5	0.9	0.7
WKAB	Berwick	A	103.5	4.1	387		92					Clsc Hits	450	0.77	2.2	1.6	1.9	1.2	1.6	1.5	1.6	2.2	1.3
WWDL	Scranton	A	104.9	0.3	1093	b	64				1	AC	400	1.00	1.5	1.8	1.4	1.4	1.5	1.3	1.0	1.3	1.0
WPZX	Pocono Pines	A	105.9	6.0	328		00				2	Clsc Rock			0.1	0.2	0.1	0.3	0.1	0.2	0.1	0.0	0.1
• WFYY	Bloomsburg	B	106.5	10.5	1027		56	0307		g		Hot AC	450	1.30	1.3	1.1	1.3	0.9	1.0	1.2	0.6	1.3	0.8
WEZX	Scranton	A	106.9	1.5	617	c	67				2	Clsc Rock	2,900	1.17	9.3	4.6	5.9	6.8	8.3	6.5	8.9	6.2	6.7
• WCWY	Tunkhannock	A	107.7	0.2	1161	d	90	0309	515	c1		AC			0.1	0.2	0.1	0.1	0.0	0.0	0.2	0.0	0.1
WKRF	Tobyhanna	A	107.9	0.8	876	e	93	9912		g1		CHR			1.0	0.7	0.3	0.4	0.6	0.9	1.1	1.0	0.2
# FM Stations -				21	# Combos -				18	FM TOTALS				81.2	59.9	57.5	59.6	60.0	63.9	60.9	62.6	59.2	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 69

Revenue Rank: 80

Wilkes Barre-Scranton, PA Market Overview



Metro Counties / Population (000)

Columbia, PA	64.3
Lackawanna, PA	211.6
Luzerne, PA	315.6
Monroe, PA	146.2
Wyoming, PA	28.0
Total	765.7

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$24,200	\$23,800	\$26,500	\$26,000	\$24,500	\$26,600	1.9%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	8.6%	\$27,800	\$29,700	\$31,300	\$33,000	\$34,700	5.4%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$2.95/1,000	\$3.31/1,000	Local 86%
Revenue/Capita	\$32.38	\$34.74	\$44.90	National 14%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	747.4	765.7	0.5%	765.7	772.8	0.2%
Households	287.6	304.4	1.1%	304.4	310.9	0.4%
Retail Sales	NA ^{1/}	9,011.8	NA ^{1/}	9,011.8	10,490.6	3.1%
EBI ^{2/}	10,725.4	11,341.4	1.1%	11,341.4	13,189.2	3.1%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	367.9	55.0	33.0	34.1	43.6	56.8	55.5	89.8
Women (000)	397.7	52.3	30.6	35.3	43.5	57.5	55.5	123.1
Total	765.7	107.3	63.6	69.4	87.1	114.3	111.0	213.0
Percentage	100.0%	14.0%	8.3%	9.1%	11.4%	14.9%	14.5%	27.8%
Per Capita	\$ 14,813							
				Median Household	\$ 29,803		Avg Household	\$ 37,257
Ethnic Population:	White 94.8%		Black 2.5%		Asian 0.8%		Hispanic 2.4%	

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	16	5		13	21	18	39
Tot 12+	24.9	32.6		55.5	57.5	16.5	74.0
Avg 12+	1.6	6.5		4.3	2.7	0.9	1.9
Tot LCS	33.6	44.1		75.0	77.7	22.3	100.0
Avg LCS	2.1	8.8		5.8	3.7	1.2	2.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

AM Stations										ARB 12+ Metro Shares (see rights)											
City of	FCC	Day	Night					Sales	L	2002 Est	Avg '02										
License	Class	Power	Power	Year	Date	Price	M	Revenue	A	Revenue	Power	Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
Calls		Freq	(kW)	Std	Acq'd	(000)	Format	(000)1/	Ratio	Comm	2003	2003	2003	2002	2002	2002	2002	2002	2002	2001	
WARM	Scranton	B	590	5.0	5.00	d	Citadel Bcstg Corp	40 9707	g2	Nws/Tlk/Spt	500	0.99	1.9	1.9	1.7	1.2	1.6	1.2	1.4	1.7	1.4
• WEJL	Scranton	D	630	2.0	0.03	c	Times-Shamrock	22	2	Sports	400	0.88	1.7	0.4	1.5	0.3	0.5	1.0	1.2	1.7	1.2
• WNAK	Nanticoke	D	730	1.0	0.01	c	Route 81 Radio LLC	47 0308 p		Easy	750	0.59	4.8	4.5	4.9	4.3	4.8	3.6	4.6	2.4	3.8
• WQOR	Olyphant	D	750	1.6	0.00		Holy Family Comm	87 0304		Christian	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVPO	Stroudsburg	D	840	0.3	0.00	a	Nassau Bcstg Ptrs LP	47 0205	sw	Oldies	450	1.06	1.6	0.8	2.0	2.0	2.3	1.5	1.1	1.5	0.9
WGBI	Scranton	B	910	1.0	0.50	e	Entercom	25 9912	g1	Nws/Tlk/Spt			0.4	0.3	0.4	0.7	0.4	0.4	0.2	0.2	0.3
WHLM	Bloomsburg	D	930	1.0 cp	0.02		Columbia Bcstg Co	47 0109	45	AC	150			0.0	0.5	0.4	0.0	0.0	0.0	0.0	0.0
WILT	Mount Pocono	D	960	1.0	0.02	a	Nassau Bcstg Ptrs LP	81 9909		Oldies	50		0.2	0.0	0.0	0.0	0.0	0.6	0.1	0.0	0.0
WILK	Wilkes-Barre	B	980	5.0	1.00	e	Entercom	47 9912	g1	News/Talk	900	0.79	4.3	3.7	3.0	2.6	3.3	3.4	3.8	2.6	3.2
WBAX	Wilkes-Barre	C	1240	1.0	1.00	c	Times-Shamrock	22 9408	na	2 Sports			0.6	0.5	0.2	0.5	0.2	0.4	0.4	0.7	0.4
WFBS	Berwick	D	1280	1.0	0.16	FBS Wireless	57 0002	35		Oldies	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOGY	West Hazelton	B	1300	5.0	0.50	e	Entercom	82 9912	g1	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYCK	Plains	C	1340	0.8	0.00	b	Lane, Douglas	23 9212	77	1 Oldies			0.1	0.0	0.2	0.0	0.0	0.0	0.1	0.1	0.1
WICK	Scranton	C	1400	1.0	1.00	b	Lane, Douglas	54 7809		1 Oldies	400	0.79	1.9	1.9	2.1	0.8	1.2	1.5	1.6	1.1	1.6
• WKJN	Carbondale	D	1440	5.0	0.00	d	Route 81 Radio LLC	50 0308 p	na	Nws/Tlk/Spt	100		0.5	0.0	0.0	0.0	0.0	0.2	0.0	0.8	0.6
• WEMR	Tunkhannock	B	1460	5.0	1.00	d	GEOS	86 0309 p	c1	Country			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
• WAZL	Hazleton	C	1490	1.0	1.00	d	Route 81 Radio LLC	32 0308 p	na	Nws/Tlk/Spt	200		0.6	0.3	0.0	0.0	0.0	0.6	0.6	0.7	0.0
WITK	Pittston	B	1550	10.0	0.50	Robert Cordaro Inc	53 9603	275	1	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
			# AM Stations -		18	# Combos -		13	AM TOTALS			18.7	14.3	16.5	12.8	14.3	14.4	15.1	13.7	13.5	
			AM & FM Stations Profiled -		39	# Duopolies -		13	Total Local Commercial Share			74.2	74.0	72.4	74.3	78.3	76.0	76.3	72.7		

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 70

Revenue Rank: 78

Allentown-Bethlehem, PA Market Overview



Metro Counties / Population (000)

Carbon, PA	58.6
Lehigh, PA	313.8
Northampton, PA	269.2
Warren, NJ	104.7
Total	746.3

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$23,600	\$25,000	\$26,600	\$28,000	\$26,000	\$27,600
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.2%	\$28,900	\$30,500	\$31,600	\$33,300	\$35,000	4.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.04/1,000	\$3.15/1,000	Local 80%
Revenue/Capita	\$33.14	\$36.98	\$45.86	National 20%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	712.2	746.3	0.9%	746.3	763.2	0.4%
Households	270.5	289.2	1.3%	289.2	298.7	0.6%
Retail Sales	NA ^{1/}	9,072.8	NA ^{1/}	9,072.8	11,111.8	4.1%
EBI ^{2/}	12,141.3	13,740.5	2.5%	13,740.5	16,627.3	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	361.4	58.8	32.2	31.2	44.4	59.6	54.3	80.9
Women (000)	384.9	55.8	30.4	30.5	45.2	60.9	55.4	106.7
Total	746.3	114.6	62.5	61.7	89.6	120.5	109.8	187.6
Percentage	100.0%	15.4%	8.4%	8.3%	12.0%	16.1%	14.7%	25.1%
Per Capita	\$ 18,410							
				Median Household	\$ 39,912		Avg Household	\$ 47,506
Ethnic Population:	White	89.8%	Black	3.0%	Asian	1.7%	Hispanic	7.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	5		5	7	10	17
Tot 12+	1.4	47.0		47.0	48.4	13.8	62.2
Avg 12+	0.7	9.4		9.4	6.9	1.4	3.7
Tot LCS	2.3	75.6		75.6	77.8	22.2	100.0
Avg LCS	1.1	15.1		15.1	11.1	2.2	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Reading & Sussex.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WZZO	Bethlehem	B	95.1	30.0	630	a	Clear Channel Comm	46	0008		g	AOR	4,750	1.27	13.6	7.4	8.0	7.7	9.5	8.0	8.7	9.7	8.4
WCTO	Easton	B	96.1	50.0	499	b	Citadel Bcstg Corp	48	9707		g	Country	3,800	0.88	15.7	11.4	10.4	13.4	10.1	10.4	9.7	10.4	9.7
WODE	Easton	B	99.9	50.0	449	d	Nassau Bcstg Ptrs LP	50	0102		g2	Clsc Hits	5,500	1.16	17.2	11.5	10.5	10.7	11.2	10.5	12.5	9.6	11.5
WLEV	Allentown	B	100.7	11.0	1073	b	Citadel Bcstg Corp	47	9710	23,000	+	Soft Rock	3,450	1.01	12.4	7.4	7.9	8.9	7.8	7.9	7.8	8.2	8.0
WAEB	Allentown	B	104.1	50.0	499	a	Clear Channel Comm	61	0008		g	Adult CHR	5,100	1.10	16.8	10.7	10.2	10.7	9.7	10.2	11.1	10.4	11.4
WHCY	Blairstown	A	106.3	0.4	860		Clear Channel Comm	73	0102			CHR	n/a		0.9	0.6	0.5	0.5	0.5	0.5	0.6	0.6	0.6
● WWYY	Belvidere	A	107.1	1.2	719		Nassau Bcstg Ptrs LP	92	0304		g	AC	250	0.60	1.5	0.6	0.9	0.9	1.3	0.9	0.9	1.2	0.9
# FM Stations -					7	# Combos -					5	FM TOTALS			78.1	49.6	48.4	52.8	50.1	48.4	51.3	50.1	50.5

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	(kW)								Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WAEB	Allentown	B	790	3.6	1.50	a	Clear Channel Comm	49	0008		g	Nws/Tik/Spt	1,800	0.95	6.9	3.5	4.8	3.1	3.8	4.8	4.6	4.0	4.2	
WGPA	Bethlehem	D	1100	0.3	0.00		Timmer Bcstg Co	46	9206	100		Variety	300	0.68	1.6	0.9	0.9	0.7	0.6	0.9	1.1	1.4	0.8	
WYNS	Lehighton	B	1160	4.0	1.00		Nassau Bcstg Ptrs LP	62	0305	375		Oldies	300	0.91	1.2	0.1	0.0	0.0	1.3	0.7	0.4	0.9	1.0	
WEEX	Easton	C	1230	0.8	1.00	d	Nassau Bcstg Ptrs LP	56	0102		g2	Sports	250		0.5	0.4	0.5	0.5	0.4	0.5	0.4	0.0	0.4	
WTKZ	Allentown	B	1320	0.8	0.20		Mega Comm Inc	48	0002	1,250		Spanish AC	600	1.28	1.7	1.4	0.9	0.0	0.7	0.9	1.1	1.8	0.6	
WEST	Easton	C	1400	1.0	1.00		Maranatha Bcstg Co	36	9710		sw	Adlt Stndrd	500	0.45	4.0	2.1	2.8	2.7	2.3	2.8	2.4	2.6	2.5	
WLSH	Lansford	D	1410	5.0	0.00	c	HGF Media Group	52	8812	300		Adlt Stndrd	100			0.8	0.0	0.7	0.0	0.0	0.0	0.0	0.0	
WKAP	Allentown	B	1470	5.0	5.00	a	Clear Channel Comm	23	0008		g	Oldies	400	0.26	5.5	4.1	3.5	4.4	3.6	3.5	3.6	3.0	3.9	
WRNJ	Hackettstown	B	1510	2.0	0.23		WRNJ Radio	76				Old/Nws/Tik	500		0.6	0.6	0.4	0.4	0.5	0.4	0.0	0.6	0.6	
● WHOL	Allentown	D	1600	0.5	0.06		Braccili, Matthew	48	0310 p	940		Spn/Cst/Tik				1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					10	# Combos -					3	AM TOTALS			22.0	14.9	13.8	12.5	13.2	14.5	13.6	14.3	14.0	
AM & FM Stations Profiled -					17	# Duopolies -					5	Total Local Commercial Share			64.5	62.2	65.3	63.3	62.9	64.9	64.4	64.5		

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 71

Revenue Rank: 62

Albuquerque, NM Market Overview



Metro Counties / Population (000)

Bernalillo, NM	560.4
Sandoval, NM	94.1
Valencia, NM	68.6
Total	723.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$34,400	\$38,000	\$40,000	\$44,800	\$41,200	\$43,500	4.8%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.6%	\$45,900	\$48,700	\$51,600	\$54,400	\$57,100	5.6%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.22/1,000	\$4.46/1,000	Local 84%
Revenue/Capita	\$51.05	\$60.16	\$77.08	National 16%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	673.9	723.1	1.4%	723.1	740.8	0.5%
Households	253.0	280.3	2.1%	280.3	290.7	0.7%
Retail Sales	NA ^{1/}	10,316.6	NA ^{1/}	10,316.6	12,799.7	4.4%
EBI ^{2/}	10,140.8	12,951.9	5.0%	12,951.9	16,332.8	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	353.5	62.9	33.6	36.2	49.2	56.2	50.6	64.8
Women (000)	369.6	61.0	32.2	36.0	48.6	57.7	53.8	80.2
Total	723.1	123.9	65.8	72.2	97.8	113.9	104.4	145.0
Percentage	100.0%	17.1%	9.1%	10.0%	13.5%	15.8%	14.4%	20.1%
Per Capita	\$ 17,912							
				Median Household	\$ 37,977		Avg Household	\$ 46,211
Ethnic Population:	White 68.9%	Black 2.5%	Asian 1.8%	Hispanic	42.3%			

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		21	19	23	15	38
Tot 12+	3.0		69.3	68.9	72.3	14.3	86.6
Avg 12+	1.5		3.3	3.6	3.1	1.0	2.3
Tot LCS	3.5		80.0	79.6	83.5	16.5	100.0
Avg LCS	1.7		3.8	4.2	3.6	1.1	2.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Santa Fe.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
KRST	Albuquerque	C	92.3	22.0	4160	b	Citadel Bcstg Corp	65	9610		g	Country	2,575	1.23	4.8	6.1	4.9	6.3	4.5	4.4	4.4	3.5	4.5
KKOB	Albuquerque	C	93.3	21.5	4150	b	Citadel Bcstg Corp	67	9403	9,000	c8	Hot AC	2,475	1.39	4.1	3.4	2.9	2.4	2.1	3.0	3.6	4.0	3.7
KZRR	Albuquerque	C	94.1	22.5	4131	a	Clear Channel Comm	61	9911		g1	AOR	4,600	1.63	6.5	5.2	6.9	4.4	4.6	5.3	6.3	4.8	6.3
KSYU	Corrales	C1	95.1	100.0	433	a	Clear Channel Comm	98	9911		g1	AC	500	0.50	2.3	2.2	3.2	2.8	2.8	1.8	2.5	1.5	2.2
KHFM	Santa Fe	C1	95.5	19.0	1791	d	Amer General Media	65	9609	3,500	c1	Classical	950	0.59	3.7	3.5	3.7	3.3	3.2	3.4	2.9	3.9	2.9
KBZU	Albuquerque	C	96.3	20.0	4134	b	Citadel Bcstg Corp	54	9605	5,725	c2	Clisc Rock	825	0.70	2.7	2.5	2.9	2.3	3.0	1.8	2.1	3.1	2.5
KKSS	Santa Fe	C	97.3	100.0	1877	c	Univision Comm Inc	69	0310		st	HpHop/RhyBl	1,500	0.63	5.5	3.7	4.6	3.2	3.8	4.9	5.8	4.3	4.1
KLVO	Belen	C1	97.7	100.0	860	d	Amer General Media	83	9801	5,500	d3	Span/Mexcn	1,450	1.01	3.3	3.1	3.8	2.4	3.6	3.8	3.6	2.7	1.5
KABG	Los Alamos	C	98.5	100.0	1906	d	Amer General Media	56	9609		c1	Oldies	1,800	0.96	4.3	5.0	5.4	5.6	4.5	4.3	3.7	3.3	3.8
KMGA	Albuquerque	C	99.5	22.5	4131	b	Citadel Bcstg Corp	63	9403	1,500	c4	Soft AC	3,250	1.44	5.2	5.3	3.5	4.7	4.4	4.1	2.9	5.1	6.0
KPEK	Albuquerque	C	100.3	22.5	4111	a	Clear Channel Comm	74	9911		g1	Modern AC	2,450	1.52	3.7	4.1	2.4	3.4	2.4	3.6	3.7	3.5	2.2
KJFA	Albuquerque	A	101.3	3.7	420	c	Univision Comm Inc	94	0310		st	Mexican	300	0.41	1.7	1.6	1.8	1.7	0.7	1.9	1.1	1.5	1.4
KVVF	Rio Rancho	A	101.7	5.8 cp	112	c	Univision Comm Inc	85	0310		st	Soft Hits	1,100	1.40	1.8	0.6	1.2	0.7	1.4	1.6	1.5	1.6	1.6
• KIOT	Los Lunas	C	102.5	20.0	4160	c	Univision Comm Inc	93	0310		st	Clisc Hits	1,225	1.04	2.7	4.3	3.2	4.7	2.8	2.4	1.9	3.1	2.0
KTZO	Albuquerque	C	103.3	20.0 cp	4242	b	Citadel Bcstg Corp	87	9604	5,000		Alternative	1,250	0.90	3.2	2.3	3.0	2.4	3.2	3.4	2.6	2.6	2.6
KBAC	Santa Fe	C	104.1	100.0	1877	a	Clear Channel Comm	84	9911		g	AAA	1,375	2.63	1.2	1.7	0.9	2.1	1.4	1.8	0.5	0.7	1.2
KTEG	Bosque Farms	C1	104.7	71.0 cp	840	a	Clear Channel Comm	79	0003		g3	Alternative	1,000	0.70	3.3	1.5	1.2	2.0	2.2	3.9	2.8	3.0	2.5
KAJZ	Santa Fe	C	105.1	100.0	1936	c	Univision Comm Inc	85	0310		st	Smooth Jazz	1,300	0.85	3.5	3.0	3.1	3.4	3.6	3.2	3.3	3.9	2.0
KRZY	Santa Fe	C	105.9	100.0	1919	e	Entravision Comm Co	83	0004		g4	Spanish AC	900	1.38	1.5	0.9	0.9	0.9	1.9	1.0	1.4	2.2	0.8
KYLZ	Los Lunas	C1	106.3	100.0	856	d	Amer General Media	95	9712		d3	HpHop/RhyBl	800	0.27	6.7	3.7	5.4	4.2	5.7	5.1	7.0	5.5	5.9
KZNM	Los Alamos	C1	106.7	15.5	1949	d	Amer General Media	86	0012		d1	Span/Varty	200	0.33	1.4	0.6	0.5	1.2	1.0	1.4	1.2	1.3	1.0
KNKT	Armijo	C2	107.1	24.5	705	f	Calvary Chapel Inc	88	9410			Christian	650	1.00	1.5	2.1	0.8	1.0	1.3	1.7	0.7	1.3	1.5
KBQI	Albuquerque	C	107.9	22.5	4131	a	Clear Channel Comm	87	9911		g1	Country	1,200	0.42	6.6	4.0	6.1	5.5	5.3	4.2	6.3	5.7	6.8
# FM Stations -				23	# Combos -				23	FM TOTALS				81.2	70.4	72.3	70.6	69.4	71.4	71.8	72.1	69.0	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 71

Revenue Rank: 62

Albuquerque, NM Market Overview



Metro Counties / Population (000)

Bernalillo, NM	560.4
Sandoval, NM	94.1
Valencia, NM	68.6
Total	723.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$34,400	\$38,000	\$40,000	\$44,800	\$41,200	\$43,500	4.8%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	5.6%	\$45,900	\$48,700	\$51,600	\$54,400	\$57,100	5.6%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.22/1,000	\$4.46/1,000	Local 84%
Revenue/Capita	\$51.05	\$60.16	\$77.08	National 16%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	673.9	723.1	1.4%	723.1	740.8	0.5%
Households	253.0	280.3	2.1%	280.3	290.7	0.7%
Retail Sales	NA ^{1/}	10,316.6	NA ^{1/}	10,316.6	12,799.7	4.4%
EBI ^{2/}	10,140.8	12,951.9	5.0%	12,951.9	16,332.8	4.7%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	353.5	62.9	33.6	36.2	49.2	56.2	50.6	64.8
Women (000)	369.6	61.0	32.2	36.0	48.6	57.7	53.8	80.2
Total	723.1	123.9	65.8	72.2	97.8	113.9	104.4	145.0
Percentage	100.0%	17.1%	9.1%	10.0%	13.5%	15.8%	14.4%	20.1%
Per Capita	\$ 17,912							
				Median Household	\$ 37,977		Avg Household	\$ 46,211
Ethnic Population:	White 68.9%	Black 2.5%	Asian 1.8%	Hispanic	42.3%			

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		21	19	23	15	38
Tot 12+	3.0		69.3	68.9	72.3	14.3	86.6
Avg 12+	1.5		3.3	3.6	3.1	1.0	2.3
Tot LCS	3.5		80.0	79.6	83.5	16.5	100.0
Avg LCS	1.7		3.8	4.2	3.6	1.1	2.6

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Santa Fe.

AM Stations		ARB 12+ Metro Shares (see rights)																							
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2003	2003	2003	2002	2002	2002	2002	2001		
KNML	Albuquerque	B	610	5.0 cp	5.00	b	Citadel Bcstg Corp	28	0004	5,400	sw	Sports	700	0.89	1.8	1.3	1.6	2.4	1.5	1.6	1.2	1.4	2.2		
KDAZ	Albuquerque	D	730	1.0	0.08		Pan American Bcstg	59	6506			ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KKOB	Santa Fe	B	770	50.0	50.00	b	Citadel Bcstg Corp	22	9403		c8	News/Talk	6,075	1.34	10.4	9.8	8.5	10.8	9.2	8.6	8.8	9.1	9.8		
KARS	Belen	B	860	1.3	0.19	d	Amer General Media	61	9712		d3	Cntry/Span	400		0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0		
KSVA	Albuquerque	B	920	1.0	0.13		Lifetalk Bcstg Assoc	47	0004		sw	Chrst/Talk	200			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KKIM	Albuquerque	D	1000	10.0	0.04	d	Amer General Media	72	9712		d3	Chrst/Talk	300		0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0		
KTBL	Los Ranchos	B	1050	1.0	1.00	b	Citadel Bcstg Corp	87	9605		c2	Talk	50		0.3	0.6	0.9	0.6	0.5	0.6	0.0	0.0	0.4		
KDEF	Albuquerque	B	1150	5.0	0.50		RAMH Corp	53	9609		st	Sports	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KXKS	Albuquerque	D	1190	10.0	0.02	a	Clear Channel Comm	69	0003		g3	Mexican	300		0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0		
KALY	Los Ranchos De	C	1240	1.0	1.00		ABC/Disney	82	0303	650		Mexican	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KKNS	Corrales	B	1310	5.0	0.50	c	Simmons Media Group	85	9606		st	Talk	225	0.34	1.5	0.4	0.7	0.7	1.0	1.7	0.8	1.6	1.2		
KABQ	Albuquerque	B	1350	5.0	0.50	a	Clear Channel Comm	47	0003		g3	Sports	100		0.3	0.0	0.0	0.0	0.5	0.4	0.4	0.0	0.3		
KRZY	Albuquerque	C	1450	1.0	1.00	e	Entravision Comm Co	56	0004		g4	Spanish AC	500		0.8	1.1	0.8	0.7	0.7	0.7	0.5	0.4	1.1		
KKJY	Albuquerque	D	1550	5.0	0.02		Vanguard Media LLC	71	0001			Adlt Stndrd	500	0.50	2.3	2.7	1.8	1.8	2.3	2.3	2.3	1.5	2.1		
KANM	Albuquerque	D	1600	10.0	0.13	c	Aragon Bcstg Co LLC	56	0208	500		Span/AC	200		0.8	0.4	0.0	0.0	0.0	0.0	0.6	1.1	1.2		
# AM Stations -					15	# Combos -					10	AM TOTALS					18.5	16.8	14.3	17.0	15.7	17.1	14.6	15.1	18.3
AM & FM Stations Profiled -					38	# Duopolies -					14	Total Local Commercial Share						87.2	86.6	87.6	85.1	88.5	86.4	87.2	87.3

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 72

Revenue Rank: 65

Knoxville, TN Market Overview



Metro Counties / Population (000)

Anderson, TN	70.9
Blount, TN	108.1
Knox, TN	385.1
Loudon, TN	40.2
Sevier, TN	74.0
Union, TN	18.5
Total	696.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$27,700	\$29,600	\$33,200	\$35,000	\$33,000	\$36,700	5.8%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	11.2%	\$38,700	\$41,400	\$43,700	\$46,100	\$48,400	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.94/1,000	\$2.95/1,000	Local	95%		
Revenue/Capita	\$42.43	\$52.67	\$67.04	National	5%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	652.9	696.8	1.3%	696.8	722.0	0.7%
Households	260.1	287.0	2.0%	287.0	301.7	1.0%
Retail Sales	NA ^{1/}	12,482.6	NA ^{1/}	12,482.6	16,396.8	5.6%
EBI ^{2/}	10,403.4	12,881.5	4.4%	12,881.5	16,303.3	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	336.7	52.9	27.4	35.3	46.2	52.3	50.5	72.2
Women (000)	360.1	49.6	26.2	35.5	46.6	54.4	53.4	94.3
Total	696.8	102.5	53.7	70.8	92.8	106.7	103.8	166.5
Percentage	100.0%	14.7%	7.7%	10.2%	13.3%	15.3%	14.9%	23.9%
Per Capita	\$ 18,487							
				Median Household	\$ 33,955		Avg Household	\$ 44,882
Ethnic Population:	White	91.1%	Black	5.8%	Asian	1.1%	Hispanic	1.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10		6	14	16	21	37
Tot 12+	16.7		57.0	72.3	73.7	7.8	81.5
Avg 12+	1.7		9.5	5.2	4.6	0.4	2.2
Tot LCS	20.5		69.9	88.7	90.4	9.6	100.0
Avg LCS	2.0		11.7	6.3	5.7	0.5	2.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

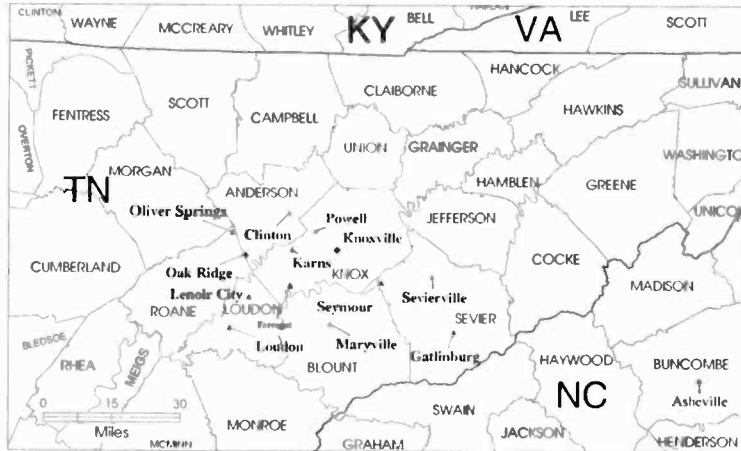
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
• WMYU	Kams	A	93.1	2.4	512	d	Journal Comm Inc	88	9707		sw	Hot AC	2,800	1.50	5.1	2.4	1.8	2.0	3.8	4.1	4.3	3.2	4.9
WKZX	Lenoir City	A	93.5	2.0	577	e	BP Broadcasters LLC	67	0102	1,000	c3	AC	250		0.6	0.4	0.6	0.4	0.4	0.7	0.5	0.0	0.6
WNFZ	Oak Ridge	A	94.3	2.6	505		Pirkle, John W	67	9304	508	2	Alternative	800	0.50	4.4	3.0	2.5	2.4	2.8	4.1	3.7	2.8	3.6
WTXM	Maryville	A	95.7	6.0 cp	322	b	South Central Comm	90	9901	3,000	c4	2 Oldies	400		0.9	1.6	0.9	1.3	0.8	0.4	0.5	0.6	1.3
WJBZ	Seymour	A	96.3	2.9	479		Seymour Comm	90				Gospel	800	0.56	3.9	3.6	2.5	2.9	2.8	3.3	3.0	2.5	3.9
WJXB	Knoxville	C	97.5	100.0	1296	b	South Central Comm	67				2 AC	5,700	1.22	12.7	7.5	8.9	10.1	10.4	10.1	11.8	9.7	9.5
WYIL	Oliver Springs	C3	98.7	8.0	571	a	Citadel Bcstg Corp	89	0010		g4	1 CHR/Rhymc	1,300	0.74	4.8	3.9	7.1	5.7	5.7	6.6	5.3	1.9	1.4
WNOX	Loudon	A	99.1	6.0	328	a	Citadel Bcstg Corp	89	0010		g4	1 News/Talk	1,100	0.97	3.1	2.1	3.1	3.7	3.4	2.2	2.7	2.3	2.7
• WOKI	Oak Ridge	C	100.3	100.0	2001		Pirkle, John W	74				1 AAA	1,900	1.29	4.0	3.6	3.9	3.3	3.1	4.2	3.3	2.8	2.7
WWST	Sevierville	C1	102.1	15.0	1978	d	Journal Comm Inc	61	9707		sw	CHR/Dance	2,700	0.63	11.6	7.8	8.3	7.7	8.1	7.1	8.3	11.8	10.4
WIMZ	Knoxville	C	103.5	100.0	1723	b	South Central Comm	49	9304	3,500	c2	2 Clsc Rock	2,800	1.17	6.5	6.2	5.6	4.5	4.8	5.4	5.1	5.6	4.8
• WKHT	Knoxville	A	104.5	2.3	528	d	Journal Comm Inc	91	9804	4,375	c3	CHR/Rhymc	200	0.18	3.1	3.9	2.1	1.8	2.0	2.7	2.0	2.9	2.5
WKVL	Loudon	A	105.3	6.0	328	h	Horne Radio LLC	91	9702	550		AAA	600	1.49	1.1	0.8	0.8	0.8	1.1	0.5	0.8	1.7	0.7
WSEV	Gatlinburg	A	105.5	0.5	1056	c	Radio Center Dalton	83	0004	1,450	c1	AC	200		0.9	0.6	1.3	1.1	1.3	0.5	0.5	0.8	1.1
WRMX	Norris	A	106.7	1.1	751	b	South Central Comm	99	0107	2,500		2 Oldies	200	0.36	1.5	1.3	1.1	0.9	0.7	1.0	0.9	1.5	1.5
WIVK	Knoxville	C	107.7	91.0	2054	a	Citadel Bcstg Corp	65	0010		g4	1 Country	11,400	1.20	25.8	22.7	23.2	22.1	20.8	18.2	19.7	21.8	24.0
# FM Stations -				16	# Combos -				13	FM TOTALS				90.0	71.4	73.7	70.7	72.0	71.1	72.4	71.9	75.6	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 72

Revenue Rank: 65

Knoxville, TN Market Overview



Metro Counties / Population (000)

Anderson, TN	70.9
Blount, TN	108.1
Knox, TN	385.1
Loudon, TN	40.2
Sevier, TN	74.0
Union, TN	18.5
Total	696.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$27,700	\$29,600	\$33,200	\$35,000	\$33,000	\$36,700
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.94/1,000	\$2.95/1,000	Local	95%	National	5%
Revenue/Capita	\$42.43	\$52.67	\$67.04				

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	652.9	696.8	1.3%	696.8	722.0
Households	260.1	287.0	2.0%	287.0	301.7	1.0%
Retail Sales	NA ^{1/}	12,482.6	NA ^{1/}	12,482.6	16,396.8	5.6%
EBI ^{2/}	10,403.4	12,881.5	4.4%	12,881.5	16,303.3	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	336.7	52.9	27.4	35.3	46.2	52.3	50.5	72.2
Women (000)	360.1	49.6	26.2	35.5	46.6	54.4	53.4	94.3
Total	696.8	102.5	53.7	70.8	92.8	106.7	103.8	166.5
Percentage	100.0%	14.7%	7.7%	10.2%	13.3%	15.3%	14.9%	23.9%
Per Capita	\$ 18,487	Median Household		\$ 33,955	Avg Household		\$ 44,882	
Ethnic Population:	White	91.1%	Black	5.8%	Asian	1.1%	Hispanic	1.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10		6	14	16	21	37
Tot 12+	16.7		57.0	72.3	73.7	7.8	81.5
Avg 12+	1.7		9.5	5.2	4.6	0.4	2.2
Tot LCS	20.5		69.9	88.7	90.4	9.6	100.0
Avg LCS	2.0		11.7	6.3	5.7	0.5	2.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

AM Stations

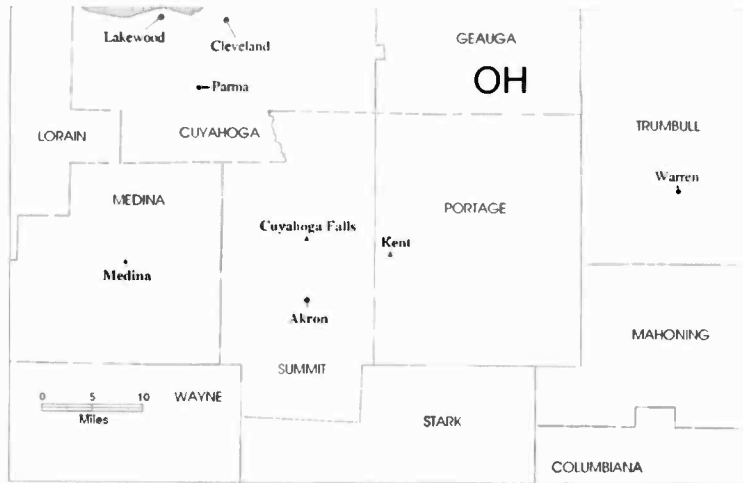
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001			
WRJZ	Knoxville	B	620	5.0	5.00		Tennessee Media	27	8611	300		RlgMs/Talk			1.2	1.3	0.7	0.8	0.7	1.0	0.7	1.2	1.0			
WMTY	Farragut	D	670	2.5	0.00	h	Horne Radio LLC	88	9812	275		Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLIL	Lenoir City	D	730	1.0	0.21	e	BP Broadcasters LLC	50	0102		c3	Country	200		0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2		
WMEN	Knoxville	D	760	2.4	0.00	g	Moffit, Thomas H, Jr	95	9412	18	cp	Motvl/Talk			0.3	0.0	0.3	0.6	0.0	0.5	0.5	0.0	0.0	0.0		
WKVL	Knoxville	D	850	50.0	0.00	h	Horne Radio LLC	53	9911		g	Talk	400	0.64	1.7	1.0	1.0	1.2	1.9	1.1	2.0	1.7	0.7			
WKXV	Knoxville	B	900	1.0	0.26		Knoxville Ra-Tel	53	8403	280	e	Gospel			0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0			
WSEV	Sevierville	D	930	5.0	0.15	c	Radio Center Dalton	55	0004		c1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WNOX	Knoxville	B	990	10.0	10.00	a	Citadel Bcstg Corp	21	0010		g4	1 News/Talk	1,800	1.11	4.4	2.7	3.9	2.9	2.8	3.0	3.6	4.0	3.5			
WQBB	Powell	D	1040	10.0	0.00	d	Journal Comm Inc	84	9804		c3	Adlt Stndrd	100		0.2	0.5	0.3	0.5	0.5	0.0	0.0	0.0	0.8			
WKCE	Maryville	D	1120	1.0	0.00	f	Kirkland Wireless	89	0206		d1	Nostalgia				0.0	0.3	0.0	0.5	0.0	0.0	0.0	0.0			
WLOD	Loudon	D	1140	1.0	0.00	h	Horne Radio LLC	83	9811	125		Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WVLZ	Knoxville	D	1180	10.0	0.00	f	Kirkland Wireless	88	0206	400	d1	Sprts/Talk				0.4	0.0	0.5	0.0	0.0	0.0	0.0	0.0			
WJXB	Knoxville	C	1240	1.0	1.00	b	South Central Comm	41	9302		c2	Sports	50		0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.2			
WATO	Oak Ridge	B	1290	5.0	0.50	h	Horne Radio LLC	48	9812	289		Talk	75			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WKGN	Knoxville	C	1340	1.0	1.00		Triple S Enterprises	46	9111	50		Urban AC	500	0.91	1.5	1.8	1.3	0.8	0.8	1.1	1.0	1.3	1.5			
WBLC	Lenoir City	D	1360	1.0	0.02		Three Angels Bcstg	65	0209	55		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WYSH	Clinton	D	1380	1.0	0.08		Clinton Bcstrs Inc	60	9104		st	Country	75		0.3	0.5	0.0	0.5	0.0	0.0	0.5	0.0	0.4			
WGAP	Maryville	C	1400	1.0	1.00	h	Horne Radio LLC	47	9908	225		Country	200			0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0			
WBCR	Alcoa	D	1470	1.0	0.08		Blount County Bcstg	57	9605	114	st	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WITA	Knoxville	C	1490	1.0	1.00		F.W. Robbert Bcstg	60	8310	675		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WAHI	Knoxville	D	1580	5.0	0.00		Metro Mgmt Corp TN	61	0203	280		Christian			0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0			
				# AM Stations -		21	# Combos -		13					AM TOTALS				10.2	8.9	7.8	8.2	7.8	6.7	9.3	8.2	8.3
				AM & FM Stations Profiled -		37	# Duopolies -		9					Total Local Commercial Share				80.3	81.5	78.9	79.8	77.8	81.7	80.1	83.9	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 73

Revenue Rank: 126

Akron, OH Market Overview



Metro Counties / Population (000)

Portage, OH	153.2
Summit, OH	545.0
Total	698.2

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$16,400	\$17,900	\$19,300	\$19,100	\$17,500	\$16,400	
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	-6.3%	\$17,000	\$17,700	\$18,100	\$19,100	\$20,000	4.0%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$1.74/1,000	\$1.69/1,000	Local 85%
Revenue/Capita	\$23.96	\$23.49	\$28.23	National 15%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	684.4	698.2	0.4%	698.2	708.5	0.3%
Households	262.2	277.2	1.1%	277.2	285.7	0.6%
Retail Sales	NA ^{1/}	9,424.9	NA ^{1/}	9,424.9	11,811.6	4.6%
EBI ^{2/}	10,859.7	12,918.3	3.5%	12,918.3	16,091.1	4.5%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	337.0	57.7	30.2	32.9	44.0	53.4	50.3	68.7
Women (000)	361.2	55.0	28.8	34.8	45.3	55.9	52.2	89.3
Total	698.2	112.7	59.0	67.6	89.3	109.2	102.4	158.0
Percentage	100.0%	16.1%	8.4%	9.7%	12.8%	15.6%	14.7%	22.6%
Per Capita	\$ 18,503							
				Median Household	\$ 37,899		Avg Household	\$ 46,604
Ethnic Population:	White 85.5%	Black 11.3%	Asian 1.4%	Hispanic 0.9%				

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	1	3		4	4	5	9
Tot 12+	7.2	14.6		21.8	21.8	5.4	27.2
Avg 12+	7.2	4.9		5.5	5.5	1.1	3.0
Tot LCS	26.5	53.7		80.1	80.1	19.9	100.0
Avg LCS	26.5	17.9		20.0	20.0	4.0	11.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Cleveland and Canton.

FM Stations											ARB 12+ Metro Shares (see rights)														
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
WOMX	Medina	B	94.9	16.0	879	a	Rubber City Radio	60	8806	4,600		Country	3,900	1.00	23.7	6.6	5.3	6.6	5.6	6.3	6.3	5.2	5.2		
WONE	Akron	B	97.5	12.0	889	a	Rubber City Radio	47	9312	9,300	c2	Rock	2,900	1.21	14.6	5.3	5.5	3.2	2.7	3.8	3.9	3.5	3.0		
● WKDD	Canton	B	98.1	50.0	345	c	Clear Channel Comm	61	0107		sw	Hot AC	3,500	1.32	16.2	3.7	3.8	3.6	4.2	3.9	4.0	4.4	3.4		
WNIR	Kent	A	100.1	4.2	394	b	Media-Com Inc	62	7100			Talk	4,200	1.07	23.9	6.8	7.2	6.7	6.6	6.5	5.2	5.2	6.2		
# FM Stations -					4	# Combos -					4	FM TOTALS					78.4	22.4	21.8	20.1	19.1	20.5	19.4	18.3	17.8
AM Stations											ARB 12+ Metro Shares (see rights)														
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
WHLO	Akron	B	640	5.0	0.50	c	Clear Channel Comm	44	0201	4,500		Talk	250		0.4	1.1	0.9	0.6	0.6	0.4	0.0	0.0	0.0		
WCUE	Cuyahoga Falls	B	1150	5.0	0.50		Family Stations Inc	50	8610		nc	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTOU	Akron	B	1350	5.0	5.00	c	Clear Channel Comm	25	0008		sw	Sports	150	0.48	1.9	0.9	0.6	0.4	0.6	0.4	0.6	0.6	0.3		
WJMP	Kent	D	1520	1.0	0.00	b	Media-Com Inc	64	7106			Nostalgia			0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0		
WAKR	Akron	B	1590	5.0	5.00	a	Rubber City Radio	40	9312		c2	FuSvc/MOR	1,500	0.49	18.6	2.9	3.9	5.3	5.0	3.9	5.2	4.7	4.2		
# AM Stations -					5	# Combos -					4	AM TOTALS					21.6	4.9	5.4	6.3	6.2	4.7	5.8	6.0	4.5
AM & FM Stations Profiled -					9	# Duopolles -					2	Total Local Commercial Share					27.3	27.2	26.4	25.3	25.2	25.2	24.3	22.3	

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 74

Revenue Rank: 64

Omaha-Council Bluffs, NE-IA Market Overview



Metro Counties / Population (000)

Pottawattamie, IA	87.7
Douglas, NE	467.9
Sarpy, NE	125.7
Washington, NE	19.1
Total	700.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 97 - 02
	\$31,600	\$36,100	\$37,700	\$40,700	\$38,200	\$40,100	4.9%
	Δ 01 - 02	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	Δ 02 - 07
	5.0%	\$42,300	\$45,300	\$47,700	\$50,400	\$52,900	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.89/1,000	\$4.20/1,000	Local 85%
Revenue/Capita	\$47.82	\$57.25	\$74.98	National 15%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	Growth Rate	<u>2002</u>	<u>2007</u>	Growth Rate
MSA Population	660.8	700.4	1.2%	700.4	705.5	0.1%
Households	246.8	270.5	1.9%	270.5	275.3	0.4%
Retail Sales	NA ^{1/}	10,309.8	NA ^{1/}	10,309.8	12,595.2	4.1%
EBI ^{2/}	12,311.3	13,782.6	2.3%	13,782.6	17,629.6	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	343.2	63.6	33.3	35.7	50.9	55.2	47.1	57.4
Women (000)	357.2	61.1	31.7	35.6	50.2	55.6	49.5	73.5
Total	700.4	124.7	65.1	71.3	101.1	110.8	96.6	130.9
Percentage	100.0%	17.8%	9.3%	10.2%	14.4%	15.8%	13.8%	18.7%
Per Capita	\$ 19,677							
				Median Household	\$ 41,625		Avg Household	\$ 50,957
Ethnic Population:	White	84.1%	Black	8.8%	Asian	1.7%	Hispanic	6.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			13	13	13	10	23
Tot 12+			60.5	60.5	60.5	19.9	80.4
Avg 12+			4.7	4.7	4.7	2.0	3.5
Tot LCS			75.2	75.2	75.2	24.8	100.0
Avg LCS			5.8	5.8	5.8	2.5	4.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Lincoln.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001									
KEZO	Omaha	C0	92.3	100.0	cp	1181 a	Journal Comm Inc	61	9412	9,000	c3	Rock	4,100	1.29	7.9	7.3	7.5	8.3	6.8	6.5	6.2	6.8	5.8								
KRQC	Omaha	C3	93.3	9.6		427 c	Clear Channel Comm	91	0008		g	Rock	1,500	0.78	4.8	3.3	3.3	3.1	4.8	3.2	4.0	4.1	4.2								
KQCH	Omaha	C	94.1	100.0		1184 a	Journal Comm Inc	59	9906		g2	CHR	1,900	0.56	8.4	4.8	5.0	5.2	7.0	7.1	6.6	7.2	6.0								
• KEFM	Omaha	C	96.1	100.0		1414	Clear Channel Comm	76	0310	10,500		AC	3,700	1.26	7.3	4.4	4.6	4.6	4.5	5.5	5.2	7.0	5.7								
KBLR	Blair	C3	97.3	24.5		302 b	Waitt Radio Inc	01	0201		g1	Rhythm/Blue			2.1	2.6	2.8	0.0	0.0	0.0	0.0	0.0	0.0								
KBBX	Nebraska City	C1	97.7	100.0		981 a	Journal Comm Inc	77	9701	5,000		Mexican	1,800	1.45	3.1	2.9	0.9	1.1	3.3	1.5	0.8	4.9	2.7								
• KQKQ	Council Bluffs	C	98.5	100.0		1102 b	Waitt Radio Inc	69	0201		g1	CHR	2,400	1.00	6.0	4.1	4.1	4.4	3.4	4.3	5.1	5.0	4.9								
KGOR	Omaha	C	99.9	115.0		1230 c	Clear Channel Comm	59	0008		g	Oldies	3,700	1.13	8.2	6.4	7.1	7.3	6.3	6.5	7.0	6.8	6.2								
KLTQ	Lincoln	C0	101.9	100.0		1198 b	Waitt Radio Inc	58	0201		g1	Lite Rock	1,000	0.66	3.8	3.4	2.8	4.4	4.3	4.0	3.6	2.6	2.0								
KXKT	Glenwood	C	103.7	82.0		1014 c	Clear Channel Comm	66	0008		g	Country	5,100	1.28	9.9	10.3	10.4	7.6	8.5	8.9	8.1	6.6	8.2								
• KSRZ	Omaha	C0	104.5	100.0		1086 a	Journal Comm Inc	72	9801	5,475	c1	Hot AC	2,500	1.09	5.7	5.9	5.9	5.1	3.4	6.2	3.7	3.8	4.7								
KKCD	Omaha	C2	105.9	50.0	cp	463 a	Journal Comm Inc	90	9501	3,500		Clisc Rock	2,800	1.16	6.0	4.5	4.3	4.4	5.1	5.3	5.9	4.3	3.8								
KCTY	Plattsmouth	C3	106.9	25.0	cp	328 b	Waitt Radio Inc	93	9805		st	AAA	550	0.46	3.0	1.5	2.0	2.2	1.9	2.0	2.5	2.8	2.2								
# FM Stations -						13		# Combos -		12		FM TOTALS		74.1		60.9		60.5		60.5		59.3		61.0		58.7		61.9		56.4	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)															
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001								
KOMJ	Omaha	B	590	5.0	5.00	a	Journal Comm Inc	23	9906		g2	Adlt Stndrd	1,400	0.51	6.9	4.0	3.7	4.7	5.9	6.7	5.7	5.6	4.3								
• KCRO	Omaha	D	660	1.0	0.05		Eternal Broadcasting	22	0201	2,000		Chrst/Talk			0.6	0.4	0.5	0.5	0.0	0.8	0.4	0.0	0.6								
• KOIL	Plattsmouth	B	1020	50.0	1.40	b	Waitt Radio Inc	70	0101	1,750		Country	150		0.2	1.3	0.4	0.0	0.4	0.6	0.0	0.0	0.0								
KFAB	Omaha	A	1110	50.0	50.00	c	Clear Channel Comm	24	0008		g	News/Talk	4,300	1.04	10.3	7.5	8.7	7.9	8.3	7.1	8.8	6.1	11.2								
• KYDZ	Bellevue	B	1180	25.0	1.00	b	Waitt Radio Inc	99	0201		g1	Children	100		0.3	0.0	0.4	0.4	0.4	0.0	0.4	0.0	0.4								
• KKAR	Omaha	B	1290	50.0	cp	5.00	b	Waitt Radio Inc	76	0201		g1	News/Talk	1,500	0.98	3.8	2.6	3.5	3.6	2.9	3.7	2.7	2.6	3.3							
KHLP	Omaha	B	1420	1.0	0.33	a	Journal Comm Inc	57	9801		c1	Talk	300	0.68	1.1	0.0	0.0	0.0	0.0	0.0	1.0	1.6	0.8								
KOSR	Omaha	C	1490	1.0	1.00	a	Journal Comm Inc	42	9412		c3	Sports	450	0.80	1.4	1.0	1.3	0.9	1.1	1.0	1.7	1.0	0.9								
KLNG	Council Bluffs	D	1560	10.0	0.00		Wilkins Comm	47	8906	250		Religion	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KOZN	Bellevue	B	1620	10.0	1.00	b	Waitt Radio Inc	87	0201		g1	Sports	500	0.89	1.4	1.8	1.4	1.5	2.4	0.7	1.2	1.1	1.4								
# AM Stations -						10		# Combos -		8		AM TOTALS		26.0		18.6		19.9		19.5		21.4		20.6		21.9		18.0		22.9	
AM & FM Stations Profiled -						23		# Duopolies -		10		Total Local Commercial Share				79.5		80.4		80.0		80.7		81.6		80.6		79.9		79.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 75

Revenue Rank: 110

Monterey-Salinas-Santa Cruz, CA Market Overview



Metro Counties / Population (000)

Monterey, CA	419.7
Santa Cruz, CA	263.5
Total	683.2

Market Ratio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$14,300	\$15,900	\$16,000	\$17,600	\$17,600	\$18,500	5.3%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
5.1%	\$19,600	\$20,900	\$22,100	\$23,300	\$24,500	5.7%	

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.14/1,000	\$1.94/1,000	Local 78%
Revenue/Capita	\$23.45	\$27.08	\$33.04	National 22%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	609.9	683.2	2.3%	683.2	741.6	1.7%
Households	201.6	219.7	1.7%	219.7	235.8	1.4%
Retail Sales	NA ^{1/}	8,635.9	NA ^{1/}	8,635.9	12,625.9	7.9%
EBI ^{2/}	10,060.6	13,318.7	5.8%	13,318.7	18,211.5	6.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	348.4	61.9	31.4	42.4	55.1	54.6	48.9	54.1
Women (000)	334.7	58.5	29.5	36.5	46.1	49.8	47.6	66.8
Total	683.2	120.4	60.9	78.8	101.2	104.4	96.5	120.9
Percentage	100.0%	17.6%	8.9%	11.5%	14.8%	15.3%	14.1%	17.7%
Per Capita	\$ 19,495							
				Median Household	\$ 49,668		Avg Household	\$ 60,629
Ethnic Population:	White 62.4%		Black 2.6%		Asian 5.4%		Hispanic 40.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	12	10		18	22	14	36
Tot 12+	28.6	25.3		51.1	53.9	12.3	66.2
Avg 12+	2.4	2.5		2.8	2.5	0.9	1.8
Tot LCS	43.2	38.2		77.2	81.4	18.6	100.0
Avg LCS	3.6	3.8		4.3	3.7	1.3	2.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in San Francisco and San Jose.

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)				
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
• KTOM	Marina	B1	92.7	6.9	620	b	Clear Channel Comm	82	9710	23,200	d1	Country	1,900	1.60	6.4	3.2	2.5	3.0	3.5	4.2	4.0	3.6	4.5
• KBTU	Hollister	A	93.5	0.1	2297	c	Mapleton Comm	79	0201	10,250	d4	1 Oldies	700	0.86	4.4	1.3	1.0	2.1	2.5	2.5	3.0	2.9	2.9
KTEE	Felton	A	93.7	0.0	1260	c	Mapleton Comm	90	0201		d4	1 80s & 90s	350	0.90	2.1	0.0	0.0	0.0	0.0	1.8	2.1	1.5	
KHDV	King City	B1	93.9	5.4	702	f	Wolfhouse Radio Gr	81	0108	5,750	d3	Spn/7&8/8&9	200	0.90	1.2	1.6	1.0	1.0	0.0	0.5	1.0	0.8	0.7
KBOQ	Carmel	A	95.5	1.7	630		J & M Bcstg Inc	93				1 Classical	500	0.47	5.8	5.0	3.3	3.6	3.7	3.4	4.4	3.4	3.4
KWAV	Monterey	B	96.9	18.0	2451	d	Buckley Bcstg Corp	61	8005	700		AC	2,400	1.75	7.4	4.5	4.5	5.0	5.1	4.7	4.9	4.6	4.5
KEBV	Salinas	A	97.9	2.9	479	f	Wolfhouse Radio Gr	97	0108		d3	Span/CHR	100	0.42	1.3	2.0	1.5	1.8	2.0	0.8	0.6	1.1	0.8
KSOL	San Francisco	B	98.9	6.1	1342	a	Univision Comm Inc	64	0310			Spanish AC	n/a		0.4	0.5	0.8	0.2	0.2	0.5	0.1	0.2	0.2
KSOL	Santa Cruz	B	99.1	1.1	2612	a	Univision Comm Inc	61	0310		st	Spanish AC	1,000	1.35	4.0	3.7	4.1	2.4	1.5	1.4	2.0	3.6	3.3
KLOK	Greenfield	B	99.5	30.0	640	e	Entravision Comm Co	89	0004		g4	Span/Mexcn	1,400	1.11	6.8	2.2	2.8	2.8	5.4	3.7	3.0	4.8	5.7
• KPRC	Salinas	B	100.7	1.4	2385	b	Clear Channel Comm	64	9710		d1	Span/Oldes	500	1.29	2.1	1.0	1.0	1.2	1.4	1.3	1.4	1.1	1.5
• KCDU	Carmel	A	101.7	2.4	528	c	Mapleton Comm	71	0201		d4	1 80s & 90s	800	1.17	3.7	2.3	1.7	2.0	1.8	2.4	2.5	2.7	1.8
KRKC	King City	B	102.1	2.6	1821	g	Radio Del Rey Inc	89				AC			0.2	0.0	0.3	0.3	0.0	0.0	0.0	0.5	0.0
• KDON	Salinas	B	102.5	15.0 cp	2372	b	Clear Channel Comm	59	9801		d1	CHR	1,700	0.84	10.9	6.0	6.4	6.3	5.1	6.4	7.7	7.3	6.3
KRAY	Salinas	A	103.5	2.5	512	f	Wolfhouse Radio Gr	77	0108		d3	Span/Mexcn	1,200	1.05	6.2	4.9	5.5	5.0	4.5	4.0	4.0	3.6	4.2
KMRV	Seaside	A	103.9	1.5	653	c	Mapleton Comm	94	0204	1,850	1	NwRck/Altve	600	0.83	3.9	1.7	1.7	1.8	2.1	3.1	2.1	1.8	2.9
KHIP	Gonzales	A	104.3	2.6	509	c	Mapleton Comm	90	0201		d4	1 Cisc Rock			0.1	2.5	3.7	3.3	2.5	0.3	0.0	0.0	0.0
KOCN	Pacific Grove	A	105.1	1.8	600	b	Clear Channel Comm	77	9710		d1	Oldies	1,200	1.10	5.9	3.3	3.3	3.9	3.8	4.1	3.7	2.9	4.2
KMJV	Soledad	A	106.3	4.7	371	f	Wolfhouse Radio Gr	91	0108		d3	Span/Mexcn				1.1	0.7	0.4	0.0	0.0	0.0	0.0	0.1
KSES	Seaside	A	107.1	1.9	587	e	Entravision Comm Co	72	0004		g4	Span/CHR	450	0.81	3.0	1.9	2.3	1.8	2.4	2.2	2.0	1.9	1.5
KPIG	Freedom	A	107.5	5.4	338	c	Mapleton Comm	87	0201		d4	1 AAA/Rck/Am	1,900	1.39	7.4	4.9	3.9	4.8	4.8	6.2	5.3	4.2	3.0
KSEA	Greenfield	B1	107.9	0.9	1637		Radio Campesina Inc	98	9701	600	cp	Mexican	300	0.46	3.5	1.4	1.9	3.5	2.6	1.7	1.6	2.8	2.7
# FM Stations -				22	# Combos -				19	FM TOTALS				86.7	55.0	53.9	56.2	54.9	53.4	55.1	55.9	55.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 75

Revenue Rank: 110

Monterey-Salinas-Santa Cruz, CA Market Overview



Metro Counties / Population (000)

Monterey, CA	419.7
Santa Cruz, CA	263.5
Total	683.2

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$14,300	\$15,900	\$16,000	\$17,600	\$17,600	\$18,500	5.3%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.1%	\$19,600	\$20,900	\$22,100	\$23,300	\$24,500	5.7%
Revenue/Retail Sales	NA ^{1/}	\$2.14/1,000	\$1.94/1,000	Est. Breakout			
Revenue/Capita	\$23.45	\$27.08	\$33.04	Local	78%		
				National	22%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	609.9	683.2	2.3%	683.2	741.6
Households	201.6	219.7	1.7%	219.7	235.8	1.4%
Retail Sales	NA ^{1/}	8,635.9	NA ^{1/}	8,635.9	12,625.9	7.9%
EBI ^{2/}	10,060.6	13,318.7	5.8%	13,318.7	18,211.5	6.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	348.4	61.9	31.4	42.4	55.1	54.6	48.9	54.1
Women (000)	334.7	58.5	29.5	36.5	46.1	49.8	47.6	66.8
Total	683.2	120.4	60.9	78.8	101.2	104.4	96.5	120.9
Percentage	100.0%	17.6%	8.9%	11.5%	14.8%	15.3%	14.1%	17.7%
Per Capita	\$ 19,495	Median Household		\$ 49,668	Avg Household		\$ 60,629	
Ethnic Population:	White 62.4%	Black 2.6%	Asian 5.4%	Hispanic 40.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	12	10		18	22	14	36
Tot 12+	28.6	25.3		51.1	53.9	12.3	66.2
Avg 12+	2.4	2.5		2.8	2.5	0.9	1.8
Tot LCS	43.2	38.2		77.2	81.4	18.6	100.0
Avg LCS	3.6	3.8		4.3	3.7	1.3	2.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in San Francisco and San Jose.

AM Stations		ARB 12+ Metro Shares (see rights)																							
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2003	2003	2003	2002	2002	2002	2002	2001		
• KSRK	Carmel Valley	B	540	10.0	0.50	i	People's Radio Inc	89	0103	1,025	d2	Sports				0.0	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0	
KIDD	Monterey	B	630	1.0	1.00	d	Buckley Bcstg Corp	55	9501	200		Nostalgia	200	0.23	4.8	2.8	2.9	2.9	2.9	2.6	2.7	3.0	4.0	4.0	
KMBX	Soledad	B	700	2.5	0.70	e	Entravision Comm Co	90	0004		g4	Span/Oldes			1.4	3.8	2.4	2.3	2.1	1.8	1.1	0.7	0.0	0.0	
KKMC	Gonzales	B	880	10.0 cp	10.00		Monterey Cnty Bcstrs	84				Religion			0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.7	0.3	0.3	
KDBV	Salinas	B	980	10.0	10.00	f	Wolfhouse Radio Gr	63	0108		d3	Span/Trpcl	50			0.5	0.0	0.3	0.5	0.0	0.0	0.0	0.0	0.0	
KSCO	Santa Cruz	B	1080	10.0	5.00	h	Zwerling Bcstg Sys	47	9012	600		News/Talk	250	0.90	1.5	1.1	1.2	1.2	0.8	0.8	1.0	1.2	0.8	0.8	
KYAA	Soquel	B	1200	25.0 cp	10.00	i	People's Radio Inc	99	0110			Oldies	200	0.72	1.5	1.0	1.3	1.8	1.3	1.8	0.8	1.1	0.0	0.0	
KNRY	Monterey	C	1240	1.0	1.00	i	People's Radio Inc	35	0103		d2	News/Talk	50			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KOMY	La Selva Beach	C	1340	1.0	0.85	h	Zwerling Bcstg Sys	37	9707	18		News/Talk				0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
KTOM	Salinas	B	1380	5.0	5.00	b	Clear Channel Comm	47	9710		d1	Sports			0.2	0.6	0.0	0.4	0.0	0.3	0.0	0.0	0.3	0.3	
KRML	Carmel	D	1410	0.5	0.02		Wisdom Bcstg	57	8512	120		Jazz				0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KION	Salinas	B	1460	10.0	10.00	b	Clear Channel Comm	47	9710		d1	Talk	200	0.77	1.4	1.6	2.4	1.3	1.4	0.8	0.5	1.1	1.1	1.1	
KRKC	King City	C	1490	1.0	1.00	g	Radio Del Rey Inc	58	8207	270		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KTGE	Salinas	B	1570	5.0	0.50	f	Wolfhouse Radio Gr	63	0108		d3	Span/Mexcn	350	0.86	2.2	1.1	1.4	2.0	2.4	0.8	1.8	1.2	1.7	1.7	
# AM Stations -					14	# Combos -					12	AM TOTALS					13.4	13.3	12.3	12.8	11.8	8.9	7.9	9.0	8.2
AM & FM Stations Profiled -					36	# Duopolies -					13	Total Local Commercial Share						68.3	66.2	69.0	66.7	62.3	63.0	64.9	63.9

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 76

Revenue Rank: 81

Wilmington, DE Market Overview



Metro Counties / Population (000)

New Castle, DE	509.4
Cecil, MD	89.6
Salem, NJ	64.1
Total	663.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$20,600	\$23,100	\$25,600	\$25,600	\$23,900	\$26,100
Δ 01 - 02							Δ 02 - 07
9.2%	2003	2004	2005	2006	2007	\$34,300	5.6%
	2003	2004	2005	2006	2007		
	\$27,500	\$29,400	\$31,000	\$32,700	\$34,300		
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.72/1,000	\$2.73/1,000	Local	78%		
Revenue/Capita	\$33.35	\$39.36	\$49.33	National	22%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	617.7	663.1	1.4%	663.1	695.3
Households	228.6	250.2	1.8%	250.2	264.9	1.1%
Retail Sales	NA ^{1/}	9,610.8	NA ^{1/}	9,610.8	12,582.0	5.5%
EBI ^{2/}	11,115.9	13,853.2	4.5%	13,853.2	17,794.4	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	322.4	56.8	29.4	31.9	45.6	52.8	45.5	60.5
Women (000)	340.7	53.9	27.3	33.5	46.7	54.6	48.1	76.6
Total	663.1	110.7	56.8	65.3	92.3	107.4	93.6	137.1
Percentage	100.0%	16.7%	8.6%	9.9%	13.9%	16.2%	14.1%	20.7%
Per Capita	\$ 20,891	Median Household		\$ 46,695	Avg Household		\$ 55,375	
Ethnic Population:	White 75.8%	Black 18.0%	Asian 2.3%	Hispanic 5.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	4		6	6	6	12
Tot 12+	4.8	25.0		29.8	29.8	8.6	38.4
Avg 12+	2.4	6.3		5.0	5.0	1.4	3.2
Tot LCS	12.5	65.1		77.6	77.6	22.4	100.0
Avg LCS	6.3	16.3		12.9	12.9	3.7	8.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Baltimore & Philadelphia .

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WDSD	Smyrna	A	92.9	1.7	377	c	Clear Channel Comm	93	0008		g	Country	2,500	2.82	3.4	2.0	1.0	1.1	1.2	1.3	1.1	1.3	1.5
WSTW	Wilmington	B	93.7	47.1	502	a	Delmarva Bcstg Co	50	8909		st	CHR	6,450	1.10	22.5	9.0	8.1	8.1	7.3	9.7	7.2	8.1	8.6
WRDX	Dover	B	94.7	50.0	377	c	Clear Channel Comm	56	0008		g	Cisc Rock	2,800	1.39	7.7	2.8	2.6	2.3	2.9	2.2	2.8	3.2	3.5
WJBR	Wilmington	B	99.5	50.0	499		NextMedia Group	57	0003	32,400		AC	6,700	1.07	24.1	9.6	9.9	9.5	7.1	10.8	10.3	10.3	9.5
● WJKS	Canton	A	101.7	3.3	299	b	QC Communications	72	9704	1,800	c1	Rhythm/Blue	850	0.49	6.6	2.8	3.6	2.3	2.2	2.4	3.2	2.7	2.5
WXCY	Havre De Grac	B	103.7	37.0	551	a	Delmarva Bcstg Co	60	9611	3,500		Country	2,200	0.86	9.8	3.6	4.0	3.7	3.0	2.9	3.3	1.8	4.3
# FM Stations -					6	# Combos -					5	FM TOTALS			74.1	29.8	29.2	27.0	23.7	29.3	27.9	27.4	29.9

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WDEL	Wilmington	B	1150	5.0	5.00	a	Delmarva Bcstg Co	22	8909		st	Nws/Tlk/Spt	2,200	1.00	8.4	2.9	3.4	3.3	2.5	3.1	3.1	1.8	2.5
WAMS	Newark	D	1260	1.0	0.04		Vin-Lor Bcstg Inc	64	0203	140		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
● WJBR	Wilmington	D	1290	2.5	0.03	c	Clear Channel Comm	47	0008			Sports	500	0.30	6.4	2.5	1.9	2.6	1.8	3.2	2.7	2.6	1.9
WILM	Wilmington	C	1450	1.0	1.00		Delaware Bcstg Co	23	4906			News/Talk	1,900	0.84	8.7	2.8	3.1	2.6	3.3	2.2	2.9	2.2	3.2
WFAI	Salem	D	1510	2.5	0.00	b	QC Communications	66	9704		c1	Gospel			2.5	0.4	0.4	0.8	0.9	0.4	0.0	0.0	0.0
WXHL	Elkton	D	1550	1.0	0.00		World-Revivals	63	9908	275		ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					6	# Combos -					3	AM TOTALS			26.0	8.6	8.8	9.3	8.5	8.9	8.7	7.0	7.6
AM & FM Stations Profiled -					12	# Duopolies -					2	Total Local Commercial Share				38.4	38.0	36.3	32.2	38.2	36.6	34.4	37.5

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 77

Revenue Rank: 224

Sarasota-Bradenton, FL Market Overview



Metro Counties / Population (000)

Manatee, FL	277.9
Sarasota, FL	340.7
Total	618.6

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$3,800	\$4,600	\$5,900	\$6,600	\$6,600	\$6,800	12.2%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	3.0%	\$7,200	\$7,700	\$8,100	\$8,600	\$9,000	5.8%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$0.84/1,000	\$0.89/1,000	Local 75%
Revenue/Capita	\$6.95	\$10.99	\$13.13	National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	547.0	618.6	2.5%	618.6	685.3	2.1%
Households	239.6	275.8	2.9%	275.8	307.3	2.2%
Retail Sales	NA ^{1/}	8,093.2	NA ^{1/}	8,093.2	10,122.8	4.6%
EBI ^{2/}	10,159.5	13,362.4	5.6%	13,362.4	17,692.7	5.8%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	295.4	37.4	20.1	19.0	29.6	38.7	38.1	112.4
Women (000)	323.3	35.6	18.8	16.9	29.1	39.8	42.6	140.4
Total	618.6	73.0	38.9	35.9	58.7	78.5	80.7	252.8
Percentage	100.0%	11.8%	6.3%	5.8%	9.5%	12.7%	13.1%	40.9%
Per Capita	\$ 23,300							
				Median Household	\$ 37,171		Avg Household	\$ 50,451
Ethnic Population:	White	89.5%	Black	6.1%	Asian	0.9%	Hispanic	7.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		9	10	10	9	19
Tot 12+	0.9		39.6	40.5	40.5	10.6	51.1
Avg 12+	0.9		4.4	4.1	4.1	1.2	2.7
Tot LCS	1.8		77.5	79.3	79.3	20.7	100.0
Avg LCS	1.8		8.6	7.9	7.9	2.3	5.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Tampa-St. Petersburg-Clearwater.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WDDV	Venice	C3	92.1	22.0	328	c	Clear Channel Comm	74	9905		g	Nstlg/Easy	900	0.69	19.2	9.7	9.3	12.4	7.8	12.1	10.7	9.6	12.3
WIKX	Charlotte Harbor	C1	92.9	100.0	807		Clear Channel Comm	70	9905		g2	Country			3.4	1.4	3.1	1.6	2.0	2.6	1.8	2.4	0.4
WFLZ	Tampa	C	93.3	100.0	1358	c	Clear Channel Comm	48	9905			CHR	n/a		10.4	4.5	6.4	4.3	6.6	5.9	4.1	6.3	5.8
WSJT	Lakeland	C	94.1	100.0	1493	b	Infinity Bcstg	67	0102			Jazz	n/a		10.2	4.6	4.6	6.5	4.2	4.0	4.0	4.4	3.5
WLLD	Holmes Beach	C2	98.7	50.0	489	b	Infinity Bcstg	91	0102			CHR	n/a		7.5	3.5	3.6	3.8	4.1	3.2	3.2	2.7	2.8
WHPT	Sarasota	C	102.5	100.0	1650		Cox Radio Inc	60	9905			Clsc Rock	n/a		5.9	3.7	3.9	2.6	3.6	3.0	4.6	3.9	5.1
WTBT	Bradenton	C	103.5	100.0	1358	a	Clear Channel Comm	63	9905			Clsc Rock	n/a		6.8	2.0	3.3	3.7	3.4	2.7	2.3	3.2	1.9
• WTZB	Englewood	A	105.9	4.3	394	c	Clear Channel Comm	99				Alternative	1,100		0.6	0.9	1.5	0.0	0.6	0.7	0.6	0.7	0.6
WCTQ	Sarasota	C2	106.5	13.0	584	c	Clear Channel Comm	65	9905		g1	Country	2,000	3.06	9.6	4.5	5.0	3.5	6.5	5.8	6.3	8.0	4.0
WSRZ	Coral Cove	C2	107.9	47.0 cp	509	c	Clear Channel Comm	95	9905		g1	Oldies	1,700	2.69	9.3	5.7	5.4	5.6	4.2	3.7	5.7	6.0	4.1
# FM Stations -				10	# Combos -				8	FM TOTALS				82.9	40.5	46.1	44.0	43.0	43.7	43.3	47.2	40.5	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WLSS	Sarasota	B	930	5.0	2.50		WGUL FM Inc	49	9909			News/Talk	275	1.84	2.2	2.9	0.8	1.7	0.6	1.1	1.1	1.2	0.5
WFLA	Tampa	B	970	25.0	11.00	a	Clear Channel Comm	24	9905			Nws/Tlk/Spt	n/a		11.0	4.5	5.1	5.4	6.1	5.2	7.0	5.3	6.2
WIBQ	Sarasota	D	1220	1.0	0.16		Nova Bcstg Co	61	0209			News/Talk	125			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTMY	Sarasota	B	1280	0.5	0.34	d	Metropolitan Radio	61	9609			Bus News	150		0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
WAMR	Venice	B	1320	5.0	1.00	c	Clear Channel Comm	60	9905		g1	Sports	100	1.13	1.3	0.6	0.4	0.6	0.8	0.0	0.6	0.4	1.1
WBRD	Palmetto	B	1420	2.5	1.00	d	Metropolitan Radio	57	9606			Gospel	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WSRQ	Sarasota	C	1450	1.0	1.00	c	Clear Channel Comm	39	9905		g1	News/Talk	100	0.70	2.1	2.1	0.5	1.1	1.1	0.4	0.4	0.4	0.5
WWPR	Bradenton	C	1490	1.0	1.00		Greenrose Bctg Svcs	46	9701			Oldies	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WENG	Englewood	D	1530	1.0	0.00		Viper Comm Inc	64	0211			Nws/Tlk/Spt	100			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				9	# Combos -				5	AM TOTALS				17.0	10.6	6.8	9.2	8.6	6.7	9.1	7.3	8.3	
AM & FM Stations Profiled -				19	# Duopolles -				7	Total Local Commercial Share				51.1	52.9	53.2	51.6	50.4	52.4	54.5	48.8		

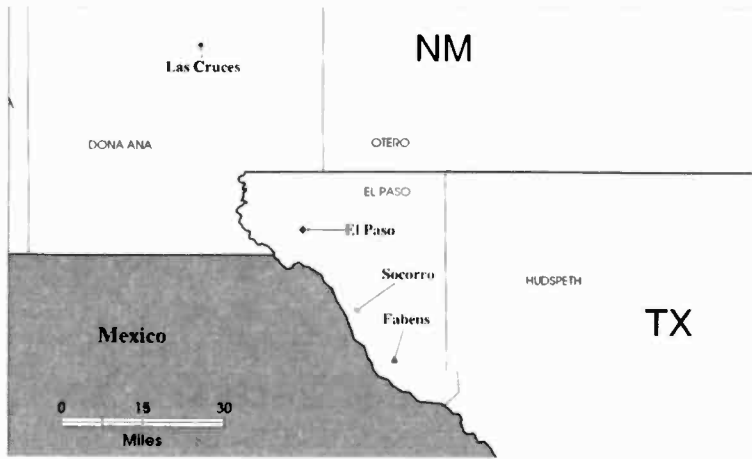
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 78

Revenue Rank: 79

El Paso, TX Market Overview



Metro Counties / Population (000)

El Paso, TX	694.8
	694.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$18,700	\$20,600	\$21,200	\$23,400	\$24,200	\$27,100
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	12.0%	\$28,500	\$30,500	\$32,200	\$34,000	\$35,700	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.93/1,000	\$4.05/1,000	Local 78%
Revenue/Capita	\$26.76	\$39.00	\$48.64	National 22%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	698.7	694.8	-0.1%	694.8	733.9	1.1%
Households	207.5	215.5	0.8%	215.5	229.9	1.3%
Retail Sales	NA ^{1/}	6,903.7	NA ^{1/}	6,903.7	8,804.4	5.0%
EBI ^{2/}	6,896.8	7,820.0	2.5%	7,820.0	9,348.0	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	334.7	74.8	38.1	38.3	47.1	47.2	38.0	51.2
Women (000)	360.1	72.4	36.8	37.0	50.3	52.6	43.6	67.4
Total	694.8	147.1	74.9	75.3	97.4	99.8	81.6	118.7
Percentage	100.0%	21.2%	10.8%	10.8%	14.0%	14.4%	11.7%	17.1%
Per Capita	\$ 11,255							
			Median Household	\$ 28,033			Avg Household	\$ 36,279
Ethnic Population:	White 73.7%	Black 3.0%	Asian 1.1%	Hispanic 79.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	3	12	16	17	13	30
Tot 12+	0.0	7.5	66.0	75.8	75.8	11.4	87.2
Avg 12+	0.0	2.5	5.5	4.7	4.5	0.9	2.9
Tot LCS	0.0	8.6	75.7	86.9	86.9	13.1	100.0
Avg LCS	0.0	2.9	6.3	5.4	5.1	1.0	3.3

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)												
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001					
KOFX	El Paso	C	92.3	100.0	1860	d	78	0004		na	Oldies	1,600	1.02	5.8	4.6	4.4	7.1	4.6	5.3	5.6	4.9	4.6					
KSII	El Paso	C	93.1	100.0	1421	c	75	0002	4,500		Hot AC	2,200	1.73	4.7	4.1	4.3	5.3	3.5	3.4	3.8	4.5	4.8					
KINT	El Paso	C	93.9	100.0	1421	d	75	9706		g3	Mexican	2,800	1.88	5.5	4.8	5.7	4.3	5.0	6.4	3.9	4.0	5.0					
KHRO	El Paso	C	94.7	67.0	1191	d	58	0004		na	Modern Rock	1,050	1.21	3.2	4.1	5.0	4.6	4.8	3.5	3.7	1.6	2.6					
KLAQ	El Paso	C	95.5	100.0	1391	c	78	0002	23,500	c2	AOR	3,500	1.24	10.4	7.7	5.6	6.5	6.9	8.3	10.1	8.7	9.4					
KHEY	El Paso	C	96.3	100.0	1391	e	74	9607		g1	Country	600	0.49	4.5	4.9	4.4	3.5	4.6	4.0	3.8	3.5	4.6					
KBNA	El Paso	C	97.5	48.0	1089	f	69	0310		st	Spanish AC	3,900	1.40	10.3	9.2	10.3	10.4	10.3	9.3	7.4	9.3	10.2					
XEPR	Ciudad Juarez		99.1	50.0	1116	e	00				Cisc Rock	400	0.57	2.6	2.0	2.3	3.2	2.0	1.9	2.5	2.1	2.6					
KTSM	El Paso	C	99.9	100.0	1821	e	62	9807	10,500	c1	Soft AC	2,350	1.14	7.6	5.5	6.5	7.9	6.9	6.0	6.6	8.0	6.0					
XHH	Ciudad Juarez	C	100.7	100.0	325	a	75				Spanish AC	350	0.52	2.5	2.2	1.9	2.5	2.0	2.4	1.6	2.2	2.4					
KPRR	El Paso	C	102.1	66.0	1191	e	69	9607		g1	CHR	2,700	0.77	12.9	12.2	12.5	10.2	10.6	9.9	10.3	12.1	13.0					
KPAS	Fabens	A	103.1	3.0	299		79	8606	375		Inspr/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
XHEM	Ciudad Juarez	B1	103.5	9.8	-85	b	72				Span/Rock	300	0.65	1.7	1.6	1.8	1.2	1.4	1.6	1.9	1.6	0.9					
XHTO	Ciudad Juarez	B	104.3	10.1	-115	b	72				Span/CHR	900	0.66	5.0	4.2	4.2	4.3	4.8	4.0	5.4	6.2	1.8					
XHIM	Ciudad Juarez	B1	105.1	14.5	-66	b	72				Span/Mexcn	500	0.60	3.1	1.3	1.5	1.7	1.4	3.1	3.7	1.8	2.3					
XHGJ	Ciudad Juarez	C	105.9	46.5	151	a	75				Spanleh AC			0.5	1.3	1.1	1.1	0.6	0.5	0.5	0.3	0.5					
XHNZ	Ciudad Juarez	C	107.5	14.8	-95	b	72				Span/Mexcn	1,000	0.75	4.9	5.6	4.3	3.9	3.3	4.9	5.1	4.3	2.8					
# FM Stations -															17	# Combos -			16	FM TOTALS							
															85.2	75.3	75.8	77.7	72.7	74.5	75.9	75.1	73.5				

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
KROD	El Paso	B	600	5.0	5.00	c	40	0002		c2	News/Talk	400	0.98	1.5	1.8	1.4	1.5	1.6	0.9	1.4	1.1	1.9
KTSM	El Paso	B	690	10.0	10.00	e	47	9607		c1	News/Talk	400	0.53	2.8	2.6	4.5	3.6	2.3	2.5	3.1	1.9	2.3
KAMA	El Paso	B	750	10.0	1.00	f	72	0310		st	Span/FuSvc	500	0.71	2.6	0.6	0.4	0.5	3.0	2.0	3.0	2.4	1.8
XROK	Ciudad Juarez		800	50.0	150.00		00				Spn/7&8/7&8			0.3	0.0	0.4	0.0	0.3	0.5	0.0	0.0	0.6
KBNA	El Paso	B	920	1.0	0.36	f	47	0310		st	Spanish AC	300	0.85	1.3	1.0	0.7	1.2	0.6	1.1	0.5	1.5	1.4
XEJ	Ciudad Juarez		970	10.0	5.00	b	72				Spanish AC	175		0.7	1.0	0.6	1.0	0.9	0.6	0.7	0.6	0.7
KXPL	El Paso	D	1060	10.0	0.00	K-FINA Results Inc	85	9102	100		Span/CCImp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSVE	El Paso	B	1150	5.0	0.38	d	58	9706		g3	Span/Oldes	200	0.41	1.8	0.6	0.5	0.0	1.2	1.4	0.9	2.1	2.0
• XEWG	Ciudad Juarez		1240	1.0	1.00	XEWG, Inc.	70				Spanish AC			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.6
XEP	Ciudad Juarez		1300	1.0	1.00	Fantastico Radio	0				Span/Varty	200		0.9	1.1	0.7	0.0	1.0	1.0	1.4	0.7	0.0
• KVIV	El Paso	C	1340	1.0	0.91	Spanish Chrstrn Bcstg	49	9505	550		Span/Chrstr	150	0.43	1.3	0.0	0.6	0.7	0.4	1.3	0.9	0.7	1.8
KHEY	El Paso	B	1380	5.0	0.50	e	29	9607		g1	Sprts/Talk	150		0.5	0.7	0.4	0.3	0.3	0.5	0.8	0.3	0.3
KELP	El Paso	B	1590	50.0	0.80	g	59	8401	590		Chrstr/Talk	400		0.9	0.8	1.2	0.5	0.9	0.6	0.4	1.1	1.2
# AM Stations -				13	# Combos -			7	AM TOTALS													
				14.6	10.6	11.4	9.3	12.5	12.4	13.1	12.7	14.6										
AM & FM Stations Profiled -				30	# Duopolies -			10	Total Local Commercial Share													
				85.9	87.2	87.0	85.2	86.9	89.0	87.8	88.1											

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 79

Revenue Rank: 67

Harrisburg-Lebanon-Carlisle, PA Market Overview



Metro Counties / Population (000)

Cumberland, PA	215.5
Dauphin, PA	251.9
Lebanon, PA	121.3
Perry, PA	43.7
Total	632.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$26,200	\$28,000	\$28,600	\$30,700	\$30,800	\$34,800
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	13.0%	\$36,700	\$39,300	\$41,500	\$43,800	\$45,900	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.82/1,000	\$4.13/1,000	Local	77%		
Revenue/Capita	\$42.53	\$55.03	\$71.48	National	23%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	616.1	632.4	0.5%	632.4	642.1
Households	237.7	251.5	1.1%	251.5	259.0	0.6%
Retail Sales	NA ^{1/}	9,114.3	NA ^{1/}	9,114.3	11,114.9	4.0%
EBI ^{2/}	10,656.1	11,721.3	1.9%	11,721.3	14,191.4	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	306.0	48.6	26.9	27.7	39.7	48.7	47.8	66.6
Women (000)	326.4	46.8	25.4	28.2	39.4	49.9	48.6	88.0
Total	632.4	95.4	52.3	55.9	79.2	98.6	96.3	154.6
Percentage	100.0%	15.1%	8.3%	8.8%	12.5%	15.6%	15.2%	24.5%
Per Capita	\$ 18,534	Median Household		\$ 39,369	Avg Household		\$ 46,603	
Ethnic Population:	White 87.3%	Black 8.0%	Asian 1.7%	Hispanic 3.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	5		11	12	11	23
Tot 12+	16.4	33.5		49.9	49.9	18.2	68.1
Avg 12+	2.3	6.7		4.5	4.2	1.7	3.0
Tot LCS	24.1	49.2		73.3	73.3	26.7	100.0
Avg LCS	3.4	9.8		6.7	6.1	2.4	4.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Lancaster and York.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WWKL	Palmyra	A	92.1	3.3	299	d	Cumulus Bcstg Inc	59	0010		g	CHR/Rhymc	250	0.26	2.8	2.8	3.4	4.2	3.3	4.1	2.3	0.9	0.5
WTPA	Mechanicsburg	A	93.5	1.3	719	d	Cumulus Bcstg Inc	78	0010		g	Clsc Rock	4,100	1.16	10.2	6.3	4.5	5.3	8.2	7.0	6.8	7.6	6.5
• WRBT	Harrisburg	B	94.9	25.0	699	c	Clear Channel Comm	62	9809		g2	Country	2,550	0.82	8.9	7.2	6.9	8.5	4.9	7.1	5.2	6.0	6.1
WRVV	Harrisburg	B	97.3	17.0	840	c	Clear Channel Comm	46	9906		g2	Rock AC	5,700	1.33	12.3	10.8	8.5	8.2	7.5	8.6	8.6	7.5	9.0
WQLV	Millersburg	A	98.9	0.8	896		Hepco Comm Inc	92				Lite AC	750		0.7	0.7	0.5	1.4	1.1	0.5	0.6	0.4	0.5
WHKF	Harrisburg	A	99.3	1.4 cp	679	c	Clear Channel Comm	65	9906		g2	Christian	2,800	0.80	10.1	4.5	5.1	3.9	5.2	5.6	6.0	8.5	7.4
WQIC	Lebanon	A	100.1	3.0	269	b	Lebanon Bcstg Co	48				Soft Rock	300	0.72	1.2	0.5	1.7	1.3	1.0	0.5	0.6	1.2	1.1
• WYGL	Elizabethville	A	100.5	1.2	515		Max Media Properties	90	0307 p		g	Country	100		0.1	0.4	0.0	0.4	0.4	0.0	0.0	0.0	0.0
WRKZ	Carlisle	A	102.3	2.8	328	a	Citadel Bcstg Corp	59	9901	4,500	c1	80s Hits	700	1.12	1.8	1.1	1.2	1.9	2.0	2.4	1.3	0.6	0.8
WNNK	Harrisburg	B	104.1	22.5	725	d	Cumulus Bcstg Inc	62	0010		g	Hot AC	6,800	1.64	11.9	7.9	7.2	8.6	6.7	8.9	8.1	7.7	7.9
WQXA	York	B	105.7	25.0	705	a	Citadel Bcstg Corp	48	9707		g1	AOR	2,300	0.74	8.9	6.1	5.1	4.7	4.9	6.0	6.0	6.0	6.4
WCAT	Hershey	B	106.7	14.0	929	a	Citadel Bcstg Corp	64	9707		g	Country	2,700	1.25	6.2	4.7	5.8	4.6	5.9	3.8	5.1	4.4	3.8
# FM Stations -				12	# Combos -				10	FM TOTALS				75.1	53.0	49.9	53.0	51.1	54.9	50.6	50.8	50.0	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WHP	Harrisburg	B	580	5.0	5.00	c	Clear Channel Comm	24	9906		g2	News/Talk	2,900	0.66	12.7	7.9	6.8	9.0	8.7	8.2	10.1	7.5	9.0
WWII	Shiremanstown	D	720	2.0	0.00		Hensley Bcstg Inc	87				ChrsContem	150		0.6	0.5	0.8	0.0	0.4	0.5	0.0	0.6	0.5
WADV	Lebanon	D	940	1.0	0.01		WADV Radio Inc	76	9809	5		Gsp/BGs/Cty			0.1	0.0	0.5	0.0	0.0	0.0	0.4	0.0	0.0
• WHYL	Carlisle	D	960	5.0	0.00	a	Route 81 Radio LLC	48	0308 p		na	Oldies	500	0.57	2.5	2.0	1.8	1.1	1.6	1.5	1.5	2.2	1.7
WIOO	Carlisle	D	1000	1.0	0.00		Swidler, Harold	65			1	Country	200	0.48	1.2	0.7	0.7	0.0	1.1	0.0	0.8	1.5	1.0
WKBO	Harrisburg	C	1230	0.5	0.00	c	Clear Channel Comm	22	9809		g2	Christian	200		0.7	1.3	0.7	0.4	1.4	0.6	0.0	0.7	0.5
WLBR	Lebanon	B	1270	5.0	1.00	b	Lebanon Bcstg Co	46				FuSvc/Talk	600	0.56	3.1	1.5	3.0	2.5	2.2	2.4	2.7	1.7	1.8
• WTCY	Harrisburg	C	1400	1.0	1.00	d	Cumulus Bcstg Inc	45	0010		g	Urban AC	800	0.82	2.8	2.5	3.4	2.4	1.6	2.4	1.6	2.1	1.5
WTKT	Harrisburg	B	1460	5.0 cp	5.00	c	Clear Channel Comm	48	9906		g2	Sports	300		0.9	0.5	0.5	0.5	0.7	0.8	0.8	0.5	0.4
WEEO	Shippensburg	D	1480	0.5	0.01		Allegheny Mtn Ntwk	61	9701			70s & 80s				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWSM	Annville-Cleona	D	1510	5.0	0.00		Sickafus, Patrick H.	68	9310			Country	100		0.3	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0
# AM Stations -				11	# Combos -				6	AM TOTALS				24.9	16.9	18.2	15.9	17.7	16.8	17.9	17.2	16.4	
AM & FM Stations Profiled -				23	# Duopolies -				6	Total Local Commercial Share				69.9	68.1	68.9	68.8	71.7	68.5	68.0	66.4		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 80

Revenue Rank: 70

Syracuse, NY Market Overview



Metro Counties / Population (000)

Madison, NY	69.3
Onondaga, NY	453.1
Oswego, NY	121.5
Total	643.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$23,500	\$28,200	\$31,200	\$32,600	\$30,600	\$32,600
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.18/1,000	\$4.64/1,000	Local	73%	National	27%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	662.7	643.9	-0.6%	643.9	630.9
Households	245.9	251.2	0.4%	251.2	250.0	-0.1%
Retail Sales	NA ^{1/}	7,797.4	NA ^{1/}	7,797.4	9,285.4	3.6%
EBI ^{2/}	9,215.7	10,717.1	3.1%	10,717.1	12,437.1	3.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	310.4	54.5	30.0	32.1	37.9	49.4	44.6	62.0
Women (000)	333.5	52.2	28.7	33.8	40.1	51.4	46.5	80.9
Total	643.9	106.7	58.7	65.8	78.0	100.8	91.1	142.9
Percentage	100.0%	16.6%	9.1%	10.2%	12.1%	15.6%	14.1%	22.2%
Per Capita	\$ 16,644							
Median Household				\$ 36,014				
Avg Household							\$ 42,671	
Ethnic Population:	White	87.8%	Black	7.2%	Asian	1.8%	Hispanic	2.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	8		13	18	12	30
Tot 12+	17.4	48.0		63.5	65.4	14.4	79.8
Avg 12+	1.7	6.0		4.9	3.6	1.2	2.7
Tot LCS	21.8	60.2		79.6	82.0	18.0	100.0
Avg LCS	2.2	7.5		6.1	4.6	1.5	3.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Ithaca.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																																							
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001																																
WSEN	Baldwinsville	B1	92.1	25.0	299	a	Buckley Bcstg Corp	67	8008	700	c1	Oldies	2,100	0.91	7.1	6.1	6.3	6.3	6.9	6.7	5.2	5.6	5.0																																
WNTQ	Syracuse	B	93.1	97.0	659	d	Citadel Bcstg Corp	56	0004		g1	CHR	4,700	1.44	10.0	7.2	7.7	8.0	8.8	9.2	7.9	7.5	6.9																																
WYYY	Syracuse	B	94.5	100.0	650	b	Clear Channel Comm	46	9901		sw	AC	4,000	1.59	7.7	6.4	6.7	5.2	6.4	6.3	6.0	5.5	6.5																																
WAQX	Manlius	B1	95.7	25.0	299	d	Citadel Bcstg Corp	78	0004		g1	AOR	2,500	0.89	8.6	6.4	5.1	6.3	7.5	7.9	6.5	6.1	6.6																																
WOLF	Oswego	A	96.7	3.0	328	f	Fox, Craig	90	9709	80		Children			0.3	0.1	0.0	0.6	0.0	0.3	0.0	0.3	0.2																																
WTKW	Bridgeport	A	99.5	5.7	338	c	Galaxy Comm	92	9408	100		Clsc Rock	2,100	1.37	4.7	3.9	4.3	4.0	3.6	3.5	4.4	3.3	3.7																																
WKRL	North Syracuse	A	100.9	6.0	164	c	Galaxy Comm	72	9402	1,375	c3	Modern Rock	1,900	1.08	5.4	2.3	3.2	2.2	4.4	4.7	4.4	3.6	4.2																																
WSCP	Pulaski	A	101.7	2.5	364	c	Galaxy Comm	87	0108	400	c2	Country	150	0.24	1.9	3.2	1.6	1.7	1.5	1.8	1.6	1.5	1.2																																
WZUN	Phoenix	A	102.1	6.0	266	c	Galaxy Comm	95	0012	3,750		AC	700	1.19	1.8	2.2	2.0	1.7	1.1	1.0	1.4	1.5	1.7																																
WVOA	Mexico	A	103.9	3.0	292	f	Fox, Craig	96	9607		3 cp	Religion	200			0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0																																
WBBS	Fulton	B	104.7	50.0	492	b	Clear Channel Comm	61	9907		sw	Country	5,300	1.28	12.7	12.4	8.6	9.9	10.7	11.1	10.0	10.3	8.7																																
WWDG	Deuyter	B	105.1	42.0	541	b	Clear Channel Comm	48	0201	5,000		New Rock			0.1	1.5	2.0	1.8	0.0	0.1	0.0	0.1	0.0																																
WTKV	Oswego	A	105.5	4.0	397	c	Galaxy Comm	73	9512	466	c5	Clsc Rock			1.3	1.2	0.7	0.8	0.5	1.0	0.8	1.0	1.2																																
WLTJ	Syracuse	A	105.9	4.0	200	d	Citadel Bcstg Corp	96	0004		g1	Soft AC	750	0.55	4.2	2.6	4.4	3.9	3.3	3.8	3.6	2.7	3.3																																
WMCR	Oneida	A	106.3	0.4	719	e	Warren Bcstg Co Inc	72				AC	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																																
WKRH	Minetto	A	106.5	5.0	328	c	Galaxy Comm	96				Modern Rock			1.1	0.8	1.2	1.0	0.8	1.0	0.8	0.9	0.9																																
● WPHR	Auburn	B	106.9	14.0	942	b	Clear Channel Comm	49	0002	3,000		Urban AC	900	0.79	3.5	3.7	4.6	3.6	3.8	2.2	2.9	3.2	2.7																																
WWHT	Syracuse	B	107.9	50.0	499	b	Clear Channel Comm	58	9907		sw	CHR	2,300	0.74	9.5	7.1	7.0	6.5	5.3	7.5	7.0	7.4	8.2																																
# FM Stations -															18	# Combos -															18	FM TOTALS															79.9	67.1	65.4	63.5	65.0	68.1	62.5	60.5	61.0

AM Stations

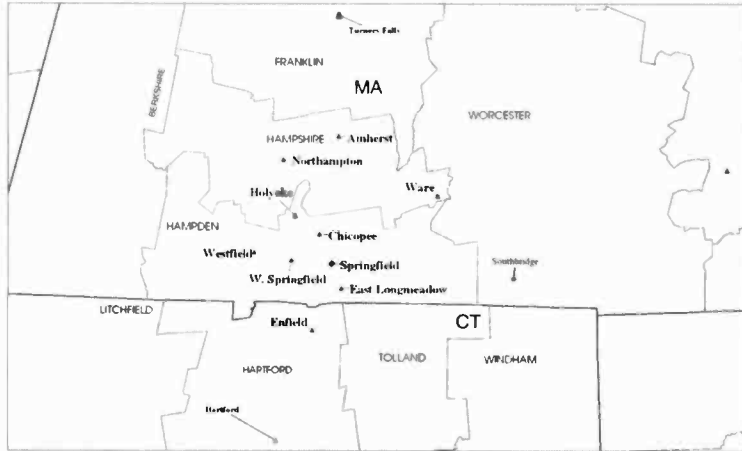
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																																							
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001																																
WSYR	Syracuse	B	570	5.0	5.00	b	Clear Channel Comm	22	9907		sw	Talk	3,200	0.94	10.4	6.8	7.2	8.8	9.1	7.4	7.9	8.8	8.7																																
WHEN	Syracuse	B	620	5.0	1.00	b	Clear Channel Comm	41	9907		sw	Sports	700	0.69	3.1	2.2	2.1	2.2	1.8	1.9	2.5	2.7	2.6																																
WFBL	Baldwinsville	D	1050	2.5	0.02	a	Buckley Bcstg Corp	59	8008		c1	News/Talk	300	0.38	2.4	1.2	1.1	0.8	0.9	0.9	1.8	2.4	2.5																																
WSCP	Sandy	D	1070	2.5	0.00	c	Galaxy Comm	74	0108		c2	Country			0.1	0.0	0.1	0.0	0.0	0.3	0.0	0.1	0.0																																
WTLA	North Syracuse	B	1200	1.0	1.00	c	Galaxy Comm	59	9402		c3	Adlt Stndrd	150	0.22	2.1	2.2	2.3	1.8	1.7	1.6	1.8	2.4	1.0																																
WNSS	Syracuse	B	1260	5.0	5.00	d	Citadel Bcstg Corp	46	0004		g1	Sports	300	0.84	1.1	1.0	0.7	1.3	1.1	0.6	0.8	1.1	0.9																																
WAMF	Fulton	D	1300	1.0	0.04		DeRosa, Donald	49	0207			Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																																
● WDCW	Syracuse	B	1390	5.0	5.00	b	Buckley Bcstg Corp	22	0309 p	1,200		Christian			0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0																																
WSGO	Oswego	D	1440	1.0	0.05	c	Galaxy Comm	60	9512		c5	Adlt Stndrd			0.6	0.1	0.5	0.5	0.1	0.4	0.7	0.4	0.4																																
WOLF	Syracuse	C	1490	1.0 cp	1.00	f	Fox, Craig	40	8210	428		Children	150		0.1	0.8	0.0	0.1	0.0	0.1	0.0	0.1	0.1																																
WSIV	E. Syracuse	D	1540	1.0 cp	0.06	f	Fox, Craig	55	9609		c1	Christian	100		0.3	0.0	0.4	0.0	0.0	0.0	0.0	0.8	0.0																																
WMCR	Oneida	D	1600	1.0	0.02	e	Warren Bcstg Co Inc	56	6901			AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																																
# AM Stations -															12	# Combos -															10	AM TOTALS															20.2	14.3	14.4	15.5	15.1	13.2	15.5	18.8	16.2
AM & FM Stations Profiled -															30	# Duopolies -															12	Total Local Commercial Share															81.4	79.8	79.0	80.1	81.3	78.0	79.3	77.2	

● Indicates a change since last edition
 1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 81

Revenue Rank: 102

Springfield, MA Market Overview



Metro Counties / Population (000)

Hampden, MA	455.4
Hampshire, MA	152.7
Total	608.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$17,100	\$17,200	\$18,300	\$19,400	\$18,700	\$19,900	3.1%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	6.4%	\$21,000	\$22,400	\$23,600	\$24,900	\$26,200	5.6%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$2.92/1,000	\$3.32/1,000	Local 75%
Revenue/Capita	\$28.81	\$32.72	\$43.08	National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	593.6	608.1	0.5%	608.1	608.2	0.0%
Households	218.8	232.5	1.2%	232.5	235.9	0.3%
Retail Sales	NA ^{1/}	6,817.4	NA ^{1/}	6,817.4	7,894.6	3.0%
EBI ^{2/}	8,483.1	9,655.8	2.6%	9,655.8	11,133.4	2.9%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	289.0	48.2	27.2	34.1	35.3	44.1	41.7	58.3
Women (000)	319.2	46.6	25.6	38.2	37.8	47.2	44.5	79.2
Total	608.1	94.8	52.8	72.3	73.1	91.3	86.2	137.5
Percentage	100.0%	15.6%	8.7%	11.9%	12.0%	15.0%	14.2%	22.6%
Per Capita	\$ 15,878							
			Median Household	\$ 34,657			Avg Household	\$ 41,537
Ethnic Population:	White	81.2%	Black	6.7%	Asian	2.0%	Hispanic	13.0%

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	6	5		9	11	10	21
Tot 12+	16.0	33.7		48.5	49.7	16.7	66.4
Avg 12+	2.7	6.7		5.4	4.5	1.7	3.2
Tot LCS	24.1	50.8		73.0	74.8	25.2	100.0
Avg LCS	4.0	10.2		8.1	6.8	2.5	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Boston & Hartford.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
• WHYN	Springfield	B	93.1	8.9	1001	d	Clear Channel Comm	46	9607		g2	Hot AC	3,425	1.55	11.1	7.1	5.8	6.7	6.1	6.6	7.4	7.0	7.5	
WZMX	Hartford	B	93.7	17.0	850	a	Infinity Bcstg	39	0102			Rhythmic	n/a		10.8	7.0	9.1	8.3	7.7	7.5	7.3	5.8	7.1	
WRSI	Turners Falls	A	93.9	4.3 cp	390	g	Vox Media Corp	94	0009	2,900		AAA	200	0.84	1.2	0.6	1.2	1.1	0.7	0.9	0.4	0.9	0.8	
WMAS	Springfield	B	94.7	50.0	194	c	Lappin Comm		47			AC	3,800	1.41	13.5	9.6	8.0	7.9	9.0	9.5	6.6	9.4	9.2	
• WPVQ	Greenfield	A	95.3	0.6	761	g	Vox Media Corp	81	9910			Country	100			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKSS	Hartford-Meriden	B	95.7	16.5	879		Clear Channel Comm	47	0008			Top 40	n/a		6.7	5.1	4.4	4.6	5.1	4.8	4.2	4.0	4.3	
WPKX	Enfield	A	97.9	2.2	528	d	Clear Channel Comm	90	0008		g	Country	2,175	1.12	9.8	7.8	6.4	6.7	5.0	5.8	6.6	6.6	6.3	
WLZX	Northampton	A	99.3	5.8	331	e	Saga Comm Inc	56	0305	12,000	c2	Rock	1,500	1.64	4.6	5.4	4.1	2.6	2.8	3.0	3.4	2.8	2.7	
• WRNX	Amherst	A	100.9	1.4	692	f	Pamal Broadcasting	90	0305	8,000	c1	AAA	1,800	2.74	3.3	2.5	2.9	1.6	2.3	1.7	1.8	3.0	2.0	
WAQY	Springfield	B	102.1	17.0	781	e	Saga Comm Inc	66	0305		g1	Clsc Rock	3,750	1.61	11.7	7.3	6.4	7.2	6.7	8.4	9.7	6.2	5.9	
WEIB	Northampton	A	106.3	3.0	289		Cutting Edge Bcstg		99			SmJaz/AC	300	0.66	2.3	1.5	1.4	1.2	1.4	2.1	1.5	1.6	0.7	
# FM Stations -					11	# Combos -					8	FM TOTALS				75.0	54.4	49.7	47.9	46.8	50.3	48.9	47.3	46.5

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WHYN	Springfield	B	560	5.0	1.00	d	Clear Channel Comm	41	9607		g2	News/Talk	1,250	0.63	10.0	6.6	6.0	7.2	6.7	5.5	7.0	8.2	5.1	
WNNZ	Westfield	B	640	50.0	1.00	d	Clear Channel Comm	57	9811	1,275		Sprts/Talk	400	0.77	2.6	0.8	1.5	1.5	1.8	1.6	1.7	1.9	1.5	
WACE	Chicopee	D	730	5.0	0.01		Carter Bcstg Corp		46			Religion			0.5	0.4	0.0	0.0	0.7	0.0	0.0	0.4	0.8	
• WARE	Ware	B	1250	5.0	2.50		Success Signal Bcstg	48	0301	250		Oldies	150			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
WSPR	Springfield	B	1270	5.0	1.00	b	Gois, Antonio F.	36	0205	500		Span/Trpcl	350	0.52	3.4	3.3	2.9	2.0	1.9	2.3	2.7	2.0	1.9	
WHMP	Northampton	C	1400	1.0	1.00	e	Saga Comm Inc	50	0007		c2	Nws/Tlk/Spt	400	1.12	1.8	0.6	1.2	1.5	1.4	1.2	1.4	0.8	1.2	
• WPNI	Amherst	D	1430	5.0	0.00	f	Pamal Broadcasting	63	0305		c1	News/Talk	75		0.2	0.4	0.5	0.5	0.6	0.0	0.4	0.0	0.0	
WMAS	Springfield	C	1450	1.0	1.00	c	Lappin Comm	32	7805			Adlt Stndrd	300	0.28	5.3	2.4	3.2	3.3	3.3	4.2	2.8	2.8	3.8	
WACM	West Springfield	C	1490	0.5	0.00	b	Gois, Antonio F.	49	9707	600		Span/Trpcl			0.9	0.5	0.7	1.2	0.4	0.6	1.3	0.0	0.4	
WHNP	East	D	1600	2.5	0.00	e	Saga Comm Inc	47	9011		g1	Information			0.3	0.1	0.3	0.0	0.1	0.1	0.3	0.3	0.0	
# AM Stations -					10	# Combos -					8	AM TOTALS				25.0	15.1	16.7	17.2	16.9	15.5	17.6	16.4	14.7
AM & FM Stations Profiled -					21	# Duopolies -					6	Total Local Commercial Share					69.5	66.4	65.1	63.7	65.8	66.5	63.7	61.2

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 82

Revenue Rank: 74

Toledo, OH Market Overview



Metro Counties / Population (000)

Fulton, OH	42.5
Lucas, OH	451.9
Wood, OH	121.9
Total	616.3

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 97 - 02
	\$25,500	\$28,100	\$30,100	\$30,500	\$29,500	\$30,000	3.3%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	Δ 02 - 07
	1.7%	\$31,600	\$33,700	\$35,600	\$37,500	\$39,400	5.6%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.66/1,000	\$4.13/1,000	Local	83%		
Revenue/Capita	\$41.65	\$48.68	\$64.27	National	17%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	Growth Rate	<u>2002</u>	<u>2007</u>	Growth Rate
MSA Population	612.2	616.3	0.1%	616.3	613.0	-0.1%
Households	230.6	244.5	1.2%	244.5	247.8	0.3%
Retail Sales	NA ^{1/}	8,199.8	NA ^{1/}	8,199.8	9,544.5	3.1%
EBI ^{2/}	9,471.7	10,766.3	2.6%	10,766.3	12,735.9	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	296.7	52.8	28.0	34.1	39.1	44.4	42.5	55.9
Women (000)	319.6	50.5	27.2	36.0	40.5	46.6	44.1	74.9
Total	616.3	103.3	55.2	70.0	79.6	91.0	86.6	130.8
Percentage	100.0%	16.8%	8.9%	11.4%	12.9%	14.8%	14.0%	21.2%
Per Capita	\$ 17,468	Median Household		\$ 35,577	Avg Household		\$ 44,027	
Ethnic Population:	White	81.5%	Black	13.1%	Asian	1.2%	Hispanic	4.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	5		11	16	6	22
Tot 12+	28.5	42.6		69.2	71.1	7.9	79.0
Avg 12+	2.6	8.5		6.3	4.4	1.3	3.6
Tot LCS	36.1	53.9		87.6	90.0	10.0	100.0
Avg LCS	3.3	10.8		8.0	5.6	1.7	4.5

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
WVKS	Toledo	B	92.5	50.0	479	b	Clear Channel Comm	57	9905		g2	CHR	3,950	1.04	12.7	7.4	8.5	8.7	8.2	9.9	9.9	8.9	11.2	
WRON	Bowling Green	A	93.5	4.1	397	a	Cumulus Bcstg Inc	64	9711		c3	Oldies	1,525	0.71	7.2	6.9	6.1	6.4	5.1	5.0	6.3	5.6	5.9	
WXKR	Port Clinton	B	94.5	30.0	630	a	Cumulus Bcstg Inc	61	9802	5,000		Clsc Rock	1,500	0.85	5.9	4.2	5.3	4.1	5.1	4.7	5.6	4.5	3.8	
• WIMX	Gibsonburg	A	95.7	3.5	433		Urban Radio Bcstg	89	0308	2,000	+	1	Urban AC	675	0.46	4.9	5.2	4.0	3.1	3.8	3.8	4.7	4.0	3.1
WMTR	Archbold	A	96.1	3.8	400		Nobco Inc		68			AOR	250		0.8	0.0	0.6	0.7	0.4	0.6	0.5	0.6	0.8	
• WXQQ	Wauseon	A	96.9	5.0	358	c	Cornerstone Church		03			CHR/Rhymc			0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WJZE	Oak Harbor	A	97.3	1.6	407		RASP Bcstg Entrprise	93	9311	200		Clsc Hits	450	1.00	1.5	0.7	1.3	1.1	1.1	1.0	1.5	1.1	1.0	
• WTWR	Luna Pier	A	98.3	3.4	440	a	Cumulus Bcstg Inc	67	9808	2,800		CHR	700	1.06	2.2	2.2	2.6	1.6	1.5	1.9	1.5	1.8	1.8	
WKKO	Toledo	B	99.9	50.0 cp	499	a	Cumulus Bcstg Inc	56	9711			Country	6,400	1.27	16.8	14.7	13.2	14.7	15.5	13.5	12.0	14.6	12.8	
WRVF	Toledo	B	101.5	41.0 cp	486	b	Clear Channel Comm	46	9905		g2	AC	4,150	1.21	11.4	7.7	9.8	8.6	8.0	10.0	7.9	8.6	9.5	
WPOS	Holland	A	102.3	6.0	312		Maumee Vly Bcst Assn	66				Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WIOT	Toledo	B	104.7	50.0	541	b	Clear Channel Comm	49	9905		g2	Rock	3,500	1.48	7.9	6.9	5.8	5.7	5.8	6.3	6.3	6.3	6.1	
WWWM	Sylvania	A	105.5	4.3	390	a	Cumulus Bcstg Inc	68	9710	10,000	c4	Hot AC	2,300	1.05	7.3	4.4	7.1	5.6	5.2	5.4	6.4	6.1	5.3	
• WRWK	Delta	A	106.5	4.8	364	a	Cumulus Bcstg Inc	94	9912	4,925		Alternative	600	0.77	2.6	2.5	2.1	3.0	2.2	2.1	2.9	1.7	1.4	
WJUC	Swanton	A	107.3	3.0	328		Welch Comm Inc		97			Urban	400	0.26	5.2	4.8	4.7	4.1	3.7	3.8	4.7	4.3	3.5	
WPFX	North Baltimore	A	107.7	3.0	328	b	Clear Channel Comm	91	9905		g2	Clsc Rock			0.1	0.0	0.0	0.0	0.8	0.0	0.0	0.4	0.0	

FM Stations - 16 # Combos - 11 FM TOTALS 86.5 68.4 71.1 67.4 66.4 68.0 70.2 68.5 66.2

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WJYM	Bowling Green	D	730	1.0	0.00		Family Worship Cntr	64	7610			Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCWA	Toledo	C	1230	1.0	1.00	b	Clear Channel Comm	38	9905		g2	Talk	700	0.75	3.1	0.8	0.9	1.0	1.4	2.2	2.1	2.5	2.9
WSPD	Toledo	B	1370	5.0	5.00	b	Clear Channel Comm	21	9905		g2	News/Talk	2,200	1.00	7.3	5.2	4.6	5.7	7.0	5.4	6.0	6.1	5.4
WLQR	Toledo	B	1470	1.0 cp	1.00	a	Cumulus Bcstg Inc	54	9710		c4	Sports	350	0.58	2.0	2.1	1.8	1.7	2.1	1.7	1.7	1.4	1.5
WDMN	Rossford	B	1520	0.5 cp	0.40	c	Cornerstone Church	66	9806	200		ChrsContern	200		0.6	0.0	0.0	1.0	0.7	0.7	0.0	0.4	0.7
WTOD	Toledo	D	1560	5.0	0.00	a	Cumulus Bcstg Inc	46	9711		c3	Country	100		0.6	0.7	0.6	1.3	0.3	0.3	0.8	0.3	0.4

AM Stations - 6 # Combos - 5 AM TOTALS 13.6 8.8 7.9 10.7 11.5 10.3 10.6 10.7 10.9
 AM & FM Stations Profiled - 22 # Duopolies - 7 Total Local Commercial Share 77.2 79.0 78.1 77.9 78.3 80.8 79.2 77.1

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 83

Revenue Rank: 75

Baton Rouge, LA Market Overview



Metro Counties / Population (000)

Ascension, LA	80.0
East Baton Rouge, LA	413.6
Livingston, LA	95.7
West Baton Rouge, LA	21.7
Total	611.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$22,700	\$25,900	\$28,900	\$29,100	\$27,600	\$29,600	5.5%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	7.2%	\$31,200	\$33,400	\$35,200	\$37,100	\$39,000	5.6%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$3.79/1,000	\$4.05/1,000	Local 90%
Revenue/Capita	\$39.90	\$48.45	\$61.46	National 10%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	568.9	611.0	1.4%	611.0	634.6	0.8%
Households	204.1	227.8	2.2%	227.8	240.5	1.1%
Retail Sales	NA ^{1/}	7,808.8	NA ^{1/}	7,808.8	9,638.6	4.3%
EBI ^{2/}	8,506.0	10,211.7	3.7%	10,211.7	13,012.4	5.0%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	295.5	54.8	30.3	38.8	41.0	44.0	39.7	46.8
Women (000)	315.5	52.4	28.0	40.8	43.3	47.3	43.0	60.7
Total	611.0	107.2	58.3	79.7	84.3	91.3	82.7	107.5
Percentage	100.0%	17.5%	9.5%	13.0%	13.8%	14.9%	13.5%	17.6%
Per Capita	\$ 16,712							
				Median Household	\$ 36,461		Avg Household	\$ 44,829
Ethnic Population:	White	64.4%	Black	32.3%	Asian	1.6%	Hispanic	1.8%

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	3		10	13	13	8	21
Tot 12+	6.8		53.9	60.7	60.7	16.6	77.3
Avg 12+	2.3		5.4	4.7	4.7	2.1	3.7
Tot LCS	8.8		69.7	78.5	78.5	21.5	100.0
Avg LCS	2.9		7.0	6.0	6.0	2.7	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Lafayette, LA.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001			
• WQCK	Clinton	C2	92.7	32.0	604	Touch Family Bcstg	81	9703	2,025	+	ChrsContem	950	1.00	3.2	2.8	2.6	2.4	2.6	2.3	3.0	1.9	2.7			
KOOJ	New Iberia	C1	93.7	100.0	971	Citadel Bcstg Corp	92	9911	9,500		Rock	400	0.48	2.8	4.2	4.3	3.8	2.3	2.2	1.9	2.5	2.0			
WEMX	Kentwood	C1	94.1	100.0	981	Citadel Bcstg Corp	67	9903		g1	Hip Hop	1,800	0.66	9.2	8.2	9.5	6.8	7.1	6.6	6.8	6.8	8.0			
• KRVE	Brusly	C2	96.1	50.0	449	b Clear Channel Comm	89	0008		g	AC	2,200	1.13	6.6	5.5	4.7	4.9	6.7	5.2	3.6	5.6	5.9			
WDGL	Baton Rouge	C	98.1	100.0	1499	c Guaranty Bcstg Co	68				Cisc Rock	5,300	1.88	9.5	6.4	6.0	6.3	6.7	6.8	8.5	7.1	6.6			
WYPY	Baton Rouge	C	100.7	100.0	1499	c Guaranty Bcstg Co	66	9608		na	Country	1,700	1.20	4.8	4.0	3.4	4.4	3.6	3.5	4.3	4.4	2.5			
WYNK	Baton Rouge	C	101.5	100.0	1499	b Clear Channel Comm	68	0008		g	Country	3,700	1.33	9.4	7.8	6.8	8.2	7.0	8.2	7.8	5.9	6.9			
WFMF	Baton Rouge	C	102.5	100.0	1260	b Clear Channel Comm	41	0008		g	Top 40	1,900	0.79	8.1	5.7	5.5	5.4	5.5	6.5	6.5	6.6	5.2			
• WBBE	Hammond	C	103.3	100.0	499	a Citadel Bcstg Corp	65	9903		g2	AC	1,400	1.03	4.6	3.9	3.3	3.4	2.9	3.8	3.7	2.5	4.2			
WNXX	Jackson	A	104.5	2.8	492	c Guaranty Bcstg Co	99	0011	1,000		Urban AC	150	0.32	1.6	0.6	0.7	0.9	2.0	0.9	1.2	1.0	1.8			
KNXX	Donaldsonville	A	104.9	3.0 cp	479	c Guaranty Bcstg Co	72	0002	1,500		Alternative	825	0.59	4.7	2.8	2.0	1.9	2.6	2.7	3.9	4.3	3.4			
KQXL	New Roads	C2	106.5	50.0	486	a Citadel Bcstg Corp	79	9903		g2	Urban	3,400	1.16	9.9	8.1	7.8	7.5	8.4	6.4	6.6	9.6	7.8			
WJNH	Baker	A	107.3	4.3 cp	387	c Guaranty Bcstg Co	94	9701	1,750		Rhymc/CHR	725	0.41	6.0	3.9	4.1	5.6	4.8	5.5	4.7	3.7	4.5			
# FM Stations -					13	# Combos -					12	FM TOTALS					80.4	63.9	60.7	61.5	62.2	60.6	62.5	61.9	61.5

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001			
WNDC	Baton Rouge	B	910	1.0	1.00	Church Point Ministr	46	8812	450		Gospel	100		0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.4			
WJBO	Baton Rouge	B	1150	5.0	5.00	b Clear Channel Comm	34	0008		g	Nws/Tlk/Spt	2,050	1.08	6.4	4.8	5.4	5.0	4.2	3.5	5.5	5.6	4.9			
WSKR	Denham Springs	B	1210	10.0	1.00	b Clear Channel Comm	59	0008		g	Sports	200		0.8	0.6	0.9	0.7	0.9	0.7	0.6	0.7	0.4			
KBRH	Baton Rouge	B	1260	5.0	0.13	E.Baton Rouge School	77	9308		nc	Cisc/R&BOd	100		0.1	0.6	0.7	0.0	0.6	0.4	0.0	0.0	0.0			
WIBR	Baton Rouge	B	1300	5.0	1.00	a Citadel Bcstg Corp	48	9903		g2	News/Talk	500	0.99	1.7	1.3	1.4	1.2	1.3	1.9	1.3	1.0	1.1			
WYNK	Baton Rouge	D	1380	5.0	0.00	b Clear Channel Comm	56	0008		g	Talk	100		0.2	0.4	0.7	0.7	0.0	0.6	0.0	0.0	0.0			
WXOK	Baton Rouge	B	1460	5.0	1.00	a Citadel Bcstg Corp	53	9903		g2	Gospel	1,800	0.65	9.3	5.7	7.5	5.0	7.2	7.2	7.8	6.2	7.1			
WPFC	Baton Rouge	D	1550	5.0	0.00	Victory & Power Inc	63	9411	450		Urban/Gospl	300		0.8	0.6	0.0	0.4	0.4	0.0	0.0	1.2	1.3			
# AM Stations -					8	# Combos -					5	AM TOTALS					19.4	14.0	16.6	13.0	15.0	14.3	15.2	14.7	15.2
AM & FM Stations Profiled -					21	# Duopolies -					8	Total Local Commercial Share					77.9	77.3	74.5	77.2	74.9	77.7	76.6	76.7	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 84

Revenue Rank: 98

Greenville-New Bern-Jacksonville, NC Market



Metro Counties / Population (000)

Beaufort, NC	45.3
Carteret, NC	60.4
Craven, NC	92.0
Greene, NC	19.6
Jones, NC	10.6
Lenoir, NC	59.2
Onslow, NC	150.2
Pamlico, NC	13.2
Pitt, NC	136.9
Total	587.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$17,300	\$20,300	\$21,000	\$22,400	\$19,600	\$21,400
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.2%	\$22,500	\$24,100	\$25,400	\$26,800	\$28,200	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.46/1,000	2007 \$3.88/1,000	Est. Breakout			
Revenue/Capita	\$31.25	\$36.43	\$46.60	Local	87%		
				National	13%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	553.6	587.4	1.2%	587.4	605.2
Households	193.1	222.4	2.9%	222.4	234.0	1.0%
Retail Sales	NA ^{1/}	6,193.2	NA ^{1/}	6,193.2	7,267.5	3.3%
EBI ^{2/}	7,332.0	8,202.4	2.3%	8,202.4	10,047.5	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	294.9	48.5	24.0	52.6	41.1	40.1	36.2	52.4
Women (000)	292.5	46.4	23.0	35.9	38.0	42.4	38.9	68.0
Total	587.4	94.8	47.0	88.5	79.1	82.5	75.0	120.4
Percentage	100.0%	16.1%	8.0%	15.1%	13.5%	14.0%	12.8%	20.5%
Per Capita	\$ 13,964	Median Household		\$ 30,667	Avg Household		\$ 36,878	
Ethnic Population:	White	68.2%	Black	26.2%	Asian	1.1%	Hispanic	4.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		20	18	25	16	41
Tot 12+	5.4		71.8	73.8	77.2	2.0	79.2
Avg 12+	1.1		3.6	4.1	3.1	0.1	1.9
Tot LCS	6.8		90.7	93.2	97.5	2.5	100.0
Avg LCS	1.4		4.5	5.2	3.9	0.2	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Raleigh and Wilmington, NC.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acqd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WRSV	Rocky Mount	A	92.1	2.4	532	i Northstar Bcstg	49	0303			Urban AC	300	0.56	2.5	1.1	0.9	1.0	0.9	2.0	2.6	1.3	2.0	
WQSL	Jacksonville	C2	92.3	22.5	725	f NextMedia Group	94	0104		sw	Rhymc/CHR	625	0.51	5.7	3.6	4.0	3.3	4.3	3.8	4.1	4.8	5.0	
WERO	Washington	C	93.3	100.0	1782	f NextMedia Group	61	0008		g3	AC	1,475	1.04	6.6	5.0	4.2	4.2	5.0	4.4	6.2	5.5	4.4	
WNBR	Oriental	C3	94.1	11.0	486	h Archway Broadcast	93	0303	6,500	d1	Country	100		0.5	2.6	1.1	1.0	0.9	0.7	0.6	0.4	0.0	
WGPM	Farmville	A	94.3	2.0 cp	407	a Archway Broadcast	74	0303	3,000	d1	Soft Rock	75		0.4	0.6	0.9	0.3	1.0	0.0	0.0	0.4	0.7	
WRNS	Kinston	C	95.1	100.0	1506	f NextMedia Group	68	0008		g3	Country	4,750	1.26	17.6	13.4	14.2	11.9	15.5	13.8	13.9	14.2	13.0	
• WRHT	Morehead City	C1	96.3	100.0	492	h Archway Broadcast	72	0303		d1	CHR	650	1.01	3.0	3.1	2.3	3.5	3.4	2.3	2.0	2.4	2.5	
• WZBR	Kinston	A	97.7	3.0	249	h Archway Broadcast	76	0303		d1	Country	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WRUP	Bayboro	C3	97.9	14.5	433	b Eure Communications	90	0309 p	800	1	Sports			0.1	0.6	0.0	0.6	0.0	0.0	0.0	0.4	0.0	
WCZI	Washington	A	98.3	1.4	489	a Archway Broadcast	88	0303		d1	Nws/Tlk/Spt	75		0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.7	
WKOQ	Jacksonville	C1	98.7	100.0	974	f NextMedia Group	65	0008		g3	Oldies	700	1.36	2.4	3.3	2.6	1.9	1.7	2.1	2.0	1.9	1.5	
WXNR	Grifton	C2	99.5	16.5	843	d Beasley Bcst Group	89	9611	2,000		Alternative	1,200	0.98	5.7	4.3	4.0	3.3	3.6	3.8	6.1	3.7	4.2	
WLGP	Harkers Island	C1	100.3	100.0	486	Barinowski Invest	96	9505		nc	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WQZL	Belhaven	C2	101.1	31.0	607	f NextMedia Group	80	0008		g3	Rhymc/CHR			2.9	3.3	3.6	3.9	3.6	2.7	3.5	2.1	0.7	
WIKS	New Bern	C1	101.9	100.0	981	d Beasley Bcst Group	77	9611	14,000	c8	Urban	3,100	1.17	12.4	8.7	8.8	7.1	8.9	9.0	10.0	8.3	11.3	
WELS	Kinston	A	102.9	3.0	295	g Willis Bcstg Corp	90	9607	150	c7	Gospel	400	0.46	4.1	2.8	3.6	2.7	2.6	2.8	3.2	3.4	3.4	
WMGV	Newport	C1	103.3	100.0	981	d Beasley Bcst Group	83	9611		c8	Soft Rock	1,200	0.97	5.8	4.7	5.5	4.9	4.9	5.1	3.9	4.9	4.1	
WCBZ	Williamston	C1	103.7	100.0	981	h Archway Broadcast	88	0303		d1	CHR	350	1.17	1.4	0.6	0.9	0.9	1.3	1.3	1.0	0.7	1.3	
• WWTB	Topsail Beach	C3	103.9	21.5	328	Jacksonville-Topsail	93	9802	See (178)		Adlt Stndrd	n/a		1.5	1.0	1.3	1.2	0.6	1.4	1.2	1.2	0.9	
WANG	Havelock	C3	105.1	18.5	384	f NextMedia Group	71	0008		g3	Adlt Stndrd	150	0.32	2.2	2.1	2.0	1.4	1.3	1.6	0.9	2.2	2.0	
WXQR	Jacksonville	C2	105.5	19.0	794	f NextMedia Group	66	0104		sw	Cisc Rock	400	0.60	3.1	3.7	3.2	3.5	2.9	3.5	2.3	2.2	1.8	
• WRDU	Wilson	C	106.1	100.0	1365	Clear Channel Comm	48	0008			AOR	n/a		1.1	1.0	1.6	0.9	0.6	1.1	0.9	0.6	0.7	
WSFL	New Bern	C1	106.5	100.0	915	d Beasley Bcst Group	68	9107			Cisc Rock	2,500	1.58	7.4	4.8	5.5	6.5	5.7	6.3	6.4	5.2	5.3	
WTKF	Atlantic	C3	107.3	7.0	607	Atlantic Ridge Tlcst	92	9512		st	Nws/Tlk/Spt	300	0.64	2.2	1.6	2.7	1.4	2.1	2.1	1.2	1.6	1.8	
WNCT	Greenville	C	107.9	100.0	1700	d Beasley Bcst Group	63	9603	3,000	c6	Oldies	2,300	1.60	6.7	3.7	4.3	5.3	4.1	5.1	6.1	4.8	4.8	
			# FM Stations -		25	# Combos -		20					FM TOTALS		95.7	76.0	77.2	70.7	74.9	74.9	78.1	72.6	72.1

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 84

Revenue Rank: 98

Greenville-New Bern-Jacksonville, NC Market



Metro Counties / Population (000)

Beaufort, NC	45.3
Carteret, NC	60.4
Craven, NC	92.0
Greene, NC	19.6
Jones, NC	10.6
Lenoir, NC	59.2
Onslow, NC	150.2
Pamlico, NC	13.2
Pitt, NC	136.9
Total	587.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$17,300	\$20,300	\$21,000	\$22,400	\$19,600	\$21,400
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.2%	\$22,500	\$24,100	\$25,400	\$26,800	\$28,200	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.46/1,000	\$3.88/1,000	Local 87%
Revenue/Capita	\$31.25	\$36.43	\$46.60	National 13%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	553.6	587.4	1.2%	587.4	605.2	0.6%
Households	193.1	222.4	2.9%	222.4	234.0	1.0%
Retail Sales	NA ^{1/}	6,193.2	NA ^{1/}	6,193.2	7,267.5	3.3%
EBI ^{2/}	7,332.0	8,202.4	2.3%	8,202.4	10,047.5	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	294.9	48.5	24.0	52.6	41.1	40.1	36.2	52.4
Women (000)	292.5	46.4	23.0	35.9	38.0	42.4	38.9	68.0
Total	587.4	94.8	47.0	88.5	79.1	82.5	75.0	120.4
Percentage	100.0%	16.1%	8.0%	15.1%	13.5%	14.0%	12.8%	20.5%
Per Capita	\$ 13,964							
				Median Household	\$ 30,667		Avg Household	\$ 36,878
Ethnic Population:	White	68.2%	Black	26.2%	Asian	1.1%	Hispanic	4.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		20	18	25	16	41
Tot 12+	5.4		71.8	73.8	77.2	2.0	79.2
Avg 12+	1.1		3.6	4.1	3.1	0.1	1.9
Tot LCS	6.8		90.7	93.2	97.5	2.5	100.0
Avg LCS	1.4		4.5	5.2	3.9	0.2	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Raleigh and Wilmington, NC.

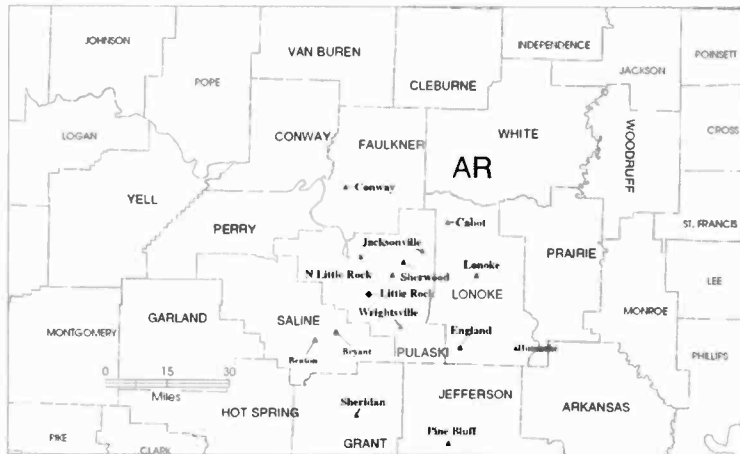
AM Stations		ARB 12+ Metro Shares (see rights)																						
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
				Power (kW)	Power (kW)											2003	2003	2003	2002	2002	2002	2002	2001	
WSTK	Jacksonville	B	910	5.0	5.00	b	Benfield, Ronald W.	54	9801	17		Nws/Tik/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDLX	Washington	B	930	5.0	1.00	f	NextMedia Group	42	0008		g3	News/Talk	100		0.5	0.7	0.4	0.7	0.0	0.7	0.0	0.0	0.0	0.7
WRNS	Kinston	B	960	5.0	1.00	f	NextMedia Group	37	0008		g3	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WELS	Kinston	D	1010	1.0	0.08	g	Willis Bcstg Corp	50	9607	150	c7	Gospel	100		0.1	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.0
WNCT	Greenville	B	1070	10.0	10.00	d	Beasley Bcst Group	40	9603		c6	Mexican	200		0.4	0.0	0.6	0.6	0.7	0.6	0.4	0.4	0.4	0.0
WSMO	Camp Lejeune	D	1120	6.0 cp	0.00	c	CTC Media Group Inc	80	9508	38		Country			0.4	0.0	0.0	1.0	0.4	0.6	0.0	0.6	0.0	0.0
● WLNR	Kinston	C	1230	1.0	1.00		Rodriguez, Estuardo	54	0308 p	315	1	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJNC	Jacksonville	C	1240	1.0	1.00	b	Benfield, Ronald W.	45	0108	358		Nws/Tik/Spt	125		0.8	0.6	0.6	0.9	0.4	0.3	0.6	0.9	0.9	0.7
● WGHB	Farmville	B	1250	5.0	2.50	b	Pirate Media Group	59	0308 p	650		Talk/Sprts				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WJCV	Jacksonville	D	1290	1.0	0.00		Down East Bcstg Co	68	8706	50		Inspiration				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTOW	Greenville	D	1320	0.5	0.05	e	Rouse, James	61	9302	75		Gospel			0.8	0.0	0.0	1.6	0.9	0.6	0.9	0.9	0.0	0.0
WANG	Havelock	D	1330	1.0	0.00	f	NextMedia Group	62	0008		g3	Adlt Sndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOOW	Greenville	C	1340	1.0	1.00	e	Rouse, James	59	8708	125	d	Religion			1.2	0.0	0.4	0.0	0.6	0.0	1.2	0.7	1.9	
WBTB	Beaufort	C	1400	1.0	1.00	h	Eastrn Carolina Bcst	54	9705	18		Beach/Oldes	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNOS	New Bern	C	1450	1.0	1.00	c	CTC Media Group Inc	42	0007	65		Adlt Sndrd			0.3	0.7	0.0	0.4	0.0	0.0	0.0	0.0	0.0	1.0
WWNB	New Bern	C	1490	1.0	1.00	c	CTC Media Group Inc	53	9010	100		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					16	# Combos -					14	AM TOTALS				4.5	2.8	2.0	5.2	3.4	2.8	3.1	3.9	4.3
AM & FM Stations Profiled -					41	# Duopolies -					14	Total Local Commercial Share				78.8	79.2	75.9	78.3	77.7	81.2	76.5	76.4	

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 85

Revenue Rank: 71

Little Rock, AR Market Overview



Metro Counties / Population (000)

Faulkner, AR	90.0
Lonoke, AR	54.8
Pulaski, AR	360.4
Saline, AR	86.3
Total	591.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$21,000	\$22,600	\$24,200	\$24,900	\$26,500	\$31,800	8.6%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	20.0%	\$33,400	\$35,800	\$37,700	\$39,800	\$41,800	5.6%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	NA ^{1/}	\$3.77/1,000	\$4.10/1,000	Local	77%		
Revenue/Capita	\$37.96	\$53.76	\$68.59	National	23%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	553.2	591.5	1.3%	591.5	609.4	0.6%
Households	209.8	235.3	2.3%	235.3	246.3	0.9%
Retail Sales	NA ^{1/}	8,431.5	NA ^{1/}	8,431.5	10,207.1	3.9%
EBI ^{2/}	8,754.2	10,843.5	4.4%	10,843.5	14,228.0	5.6%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	285.7	50.6	26.8	29.5	41.7	44.5	40.4	52.3
Women (000)	305.8	48.8	25.0	30.7	42.8	46.9	43.2	68.4
Total	591.5	99.4	51.8	60.2	84.4	91.4	83.6	120.7
Percentage	100.0%	16.8%	8.8%	10.2%	14.3%	15.4%	14.1%	20.4%
Per Capita	\$ 18,332							
				Median Household	\$ 37,863		Avg Household	\$ 46,079
Ethnic Population:	White	73.8%	Black	22.4%	Asian	1.1%	Hispanic	2.3%

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	7		14	17	21	14	35
Tot 12+	14.0		63.8	77.1	77.8	7.4	85.2
Avg 12+	2.0		4.6	4.5	3.7	0.5	2.4
Tot LCS	16.4		74.9	90.5	91.3	8.7	100.0
Avg LCS	2.3		5.3	5.3	4.3	0.6	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)			
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
KIPR	Pine Bluff	C1	92.3	100.0	938	c	Citadel Bcstg Corp	59	9709	25,000	d1	Urban AC	2,400	0.85	8.9	9.5	9.0	7.7	7.2	8.2	8.0	7.4	7.4
KASR	Conway	A	92.7	3.4	282	f	Creative Media Inc	84				Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KKZR	Bryant	C3	93.3	5.6	699		Archway Broadcast	89	0302	3,600		Rock				1.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0
KKPT	Little Rock	C	94.1	100.0	1601	b	Signal Media	60	8503	2,750	c3	Clsc Rock	2,400	1.20	6.3	4.9	4.8	4.4	3.9	5.4	5.9	5.3	5.1
• KMSX	Maumelle	C	94.9	100.0	1844	a	Clear Channel Comm	71	9710	20,000	d4	AC	1,500	0.98	4.8	4.0	3.7	3.7	3.8	4.3	4.2	4.1	4.1
KSSN	Little Rock	C	95.7	100.0	1663	a	Clear Channel Comm	66	9710		d4	Country	4,800	1.36	11.1	10.6	9.0	10.7	10.8	9.7	8.6	9.6	10.7
KHTE	England	C3	96.5	10.5	495	g	Archway Broadcast	88	0303	8,000	d3	Urban/HpHo	900	0.59	4.8	4.9	4.3	4.1	4.5	5.1	3.9	4.2	3.3
KWLR	Maumelle	A	96.9	4.6	377	d	Flinn Bcstg Corp	98				1 Christian	200		0.1	0.6	0.0	0.4	0.4	0.4	0.0	0.0	0.0
KURB	Little Rock	C	98.5	100.0	1286	c	Citadel Bcstg Corp	72	9711	12,000	d2	Lite AC	2,300	1.17	6.2	8.1	6.1	8.0	5.1	5.1	5.3	5.4	5.6
• KYFX	Little Rock	A	99.5	6.0 cp	312		ABC/Disney	92	0307	2,563		Urban AC	700	0.47	4.7	0.9	4.0	3.8	4.2	4.3	2.9	4.4	4.7
• KDJE	Jacksonville	C1	100.3	85.0	1053	a	Clear Channel Comm	92	9605		g3	Rock	1,200	0.92	4.1	5.8	3.4	3.4	2.2	4.0	2.4	3.8	3.9
KDRE	North Little Rock	A	101.1	6.0	328	d	Flinn Bcstg Corp	94	9503		st 1	Adlt Stndrd	800	0.84	3.0	3.4	3.0	2.2	3.5	2.2	3.2	2.6	2.4
KKRN	Humnoke	A	101.7	6.0	328	c	Citadel Bcstg Corp	95	9709		d1	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KOKY	Sherwood	A	102.1	4.1	387	c	Citadel Bcstg Corp	94	9709		d1	CHR	900	0.67	4.2	4.4	5.7	5.3	5.3	2.8	4.3	3.6	3.8
KARN	Cabot	A	102.5	3.0	328	c	Citadel Bcstg Corp	92	9709		d1	News/Talk	600	1.05	1.8	1.6	1.3	1.9	1.0	1.8	1.6	1.2	1.5
KVLO	Sheridan	C2	102.9	50.0	492	c	Citadel Bcstg Corp	69	9711		d2	Country	1,200	0.84	4.5	3.1	3.9	3.1	3.9	3.4	3.9	4.5	3.9
KABZ	Little Rock	C	103.7	100.0	1499	b	Signal Media	73	9311	2,000		Talk	1,500	1.05	4.5	3.0	4.0	3.2	3.5	4.0	4.2	3.6	3.9
KMJX	Conway	C1	105.1	81.0	1053	a	Clear Channel Comm	67	9605		g3	Clsc Rock	3,100	1.43	6.8	3.7	5.5	4.8	5.1	4.8	6.6	6.0	6.3
KLEC	Lonoke	C2	106.3	50.0	492	g	Archway Broadcast	82	0303		d3	Alternative	1,300	0.79	5.2	1.5	2.7	4.4	3.8	3.3	4.9	4.2	5.6
KHKN	Benton	C2	106.7	16.0	866	a	Clear Channel Comm	79	9710		d4	Country	700	0.85	2.6	1.8	2.5	3.5	3.1	2.2	1.6	2.7	2.7
KLAL	Wrightsville	C2	107.7	50.0 cp	358	c	Citadel Bcstg Corp	92	9710	900		Top 40	850	0.58	4.6	3.4	4.2	2.8	3.7	3.7	4.7	4.2	3.2
# FM Stations -					21	# Combos -					19	FM TOTALS			88.2	76.5	77.8	77.4	75.0	74.7	76.2	76.8	78.1

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 85

Revenue Rank: 71

Little Rock, AR Market Overview



Metro Counties / Population (000)

Faulkner, AR	90.0
Lonoke, AR	54.8
Pulaski, AR	360.4
Saline, AR	86.3
Total	591.5

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$21,000	\$22,600	\$24,200	\$24,900	\$26,500	\$31,800	8.6%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
20.0%	\$33,400	\$35,800	\$37,700	\$39,800	\$41,800	5.6%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.77/1,000	\$4.10/1,000	Local 77%
Revenue/Capita	\$37.96	\$53.76	\$68.59	National 23%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	553.2	591.5	1.3%	591.5	609.4	0.6%
Households	209.8	235.3	2.3%	235.3	246.3	0.9%
Retail Sales	NA ^{1/}	8,431.5	NA ^{1/}	8,431.5	10,207.1	3.9%
EBI ^{2/}	8,754.2	10,843.5	4.4%	10,843.5	14,228.0	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	285.7	50.6	26.8	29.5	41.7	44.5	40.4	52.3
Women (000)	305.8	48.8	25.0	30.7	42.8	46.9	43.2	68.4
Total	591.5	99.4	51.8	60.2	84.4	91.4	83.6	120.7
Percentage	100.0%	16.8%	8.8%	10.2%	14.3%	15.4%	14.1%	20.4%
Per Capita	\$ 18,332							
				Median Household	\$ 37,863		Avg Household	\$ 46,079
Ethnic Population:	White	73.8%	Black	22.4%	Asian	1.1%	Hispanic	2.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7		14	17	21	14	35
Tot 12+	14.0		63.8	77.1	77.8	7.4	85.2
Avg 12+	2.0		4.6	4.5	3.7	0.5	2.4
Tot LCS	16.4		74.9	90.5	91.3	8.7	100.0
Avg LCS	2.3		5.3	5.3	4.3	0.6	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

AM Stations		ARB 12+ Metro Shares (see rights)																							
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
KEWI	Benton	D	690	0.3	0.07		Landers Bcstg Co Inc	53	9506	30		Nstlg/Sprts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KMTL	Sherwood	D	760	10.0	0.00		Domerese, George	83	8808	575		Gospel			0.1	0.0	0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0	
KGHT	Sheridan	B	880	50.0	0.22		Metropolitan Radio	82	9612	338		Gospel	300	0.94	1.0	0.0	0.0	0.0	1.0	1.0	0.7	0.8	0.9	0.9	
KARN	Little Rock	B	920	5.0	5.00	c	Citadel Bcstg Corp	28	9709		d1	News/Talk	2,000	0.97	6.5	5.3	4.8	5.4	6.0	5.8	4.9	6.9	5.0		
KJBN	Little Rock	D	1050	1.0	0.02		Joshua Ministries	46	9209	250		ChrsContem	100		0.3	0.4	0.0	0.0	0.9	0.0	0.6	0.0	0.5		
KAAY	Little Rock	A	1090	50.0	50.00	c	Citadel Bcstg Corp	24	9811	5,000		Gospel	1,000		0.7	0.4	0.0	0.6	0.4	1.0	0.6	0.5	0.5		
KLRG	North Little Rock	B	1150	5.0	1.00		Willis Bcstg Corp	46	9003	250		Urban/Gospl	100		0.4	0.4	0.4	0.0	0.0	0.7	0.6	0.0	0.0		
KCON	Conway	C	1230	1.0	1.00	e	Univ of Central AR	50	9906		dn	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KLIH	Little Rock	B	1250	2.0	1.20	c	Citadel Bcstg Corp	27	9711		d2	Gospel	500	0.98	1.6	1.0	0.9	1.8	1.5	1.5	1.9	0.9	1.1		
KTOD	Conway	D	1330	0.5	0.00	f	Creative Media Inc		61			DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KZTD	Cabot	D	1350	2.5	0.07		Searcy Bcstg Inc	80	0309 p	55	+	1 Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KDXE	North Little Rock	B	1380	5.0	2.50		AM1380 LLC	57	9906	500	na	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KITA	Little Rock	B	1440	5.0	0.24		Rusk, Tom	56	8405	675		Inspiration	400	0.97	1.3	1.9	1.3	1.5	1.6	1.2	1.3	1.2	0.9		
KVDW	England	D	1530	0.3	0.00		Wells Broadcasting	79	0209	35		Gospl/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					14	# Combos -					5	AM TOTALS					11.9	9.4	7.4	9.7	11.4	11.6	10.6	10.3	8.9
AM & FM Stations Profiled -					35	# Duopolies -					11	Total Local Commercial Share						85.9	85.2	87.1	86.4	86.3	86.8	87.1	87.0

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 86

Revenue Rank: 130

Gainesville-Ocala, FL Market Overview



Metro Counties / Population (000)

Alachua, FL	229.6
Gilchrist, FL	15.1
Levy, FL	36.6
Marion, FL	273.2
Total	554.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$11,800	\$12,500	\$14,600	\$15,900	\$15,000	\$16,000
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.64/1,000	\$2.73/1,000	Local 70%			
	\$24.34	\$28.86	\$33.57	National 30%			

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA Population	1997	2002	Growth Rate	2002	2007	Growth Rate
		484.7	554.4	2.7%	554.4	622.5
Households	191.1	226.2	3.4%	226.2	257.9	2.7%
Retail Sales	NA ^{1/}	6,061.3	NA ^{1/}	6,061.3	7,660.5	4.8%
EBI ^{2/}	6,358.5	8,443.7	5.8%	8,443.7	11,281.2	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	269.2	38.2	21.6	38.2	32.4	34.8	33.6	70.5
Women (000)	285.2	36.0	20.6	38.2	31.8	37.3	36.6	84.7
Total	554.4	74.2	42.2	76.4	64.2	72.1	70.2	155.2
Percentage	100.0%	13.4%	7.6%	13.8%	11.6%	13.0%	12.7%	28.0%
Per Capita	\$ 15,229	Median Household		\$ 28,580	Avg Household		\$ 37,320	
Ethnic Population:	White 79.7%	Black 14.7%	Asian 2.0%	Hispanic 6.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11		9	14	20	10	30
Tot 12+	21.9		42.7	62.6	64.6	4.9	69.5
Avg 12+	2.0		4.7	4.5	3.2	0.5	2.3
Tot LCS	31.5		61.4	90.1	92.9	7.1	100.0
Avg LCS	2.9		6.8	6.4	4.6	0.7	3.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WNDR	Alachua	A	92.5	3.2	443	f	Dix Communications	96	9711	675	Clsc Rock			4.6	2.6	1.5	3.7	2.2	2.0	2.2	1.4	2.0		
WMFQ	Ocala	C2	92.9	50.0	476	b	Asterisk Comm Inc	77	9503	2,100	Soft AC	850	0.95	5.6	2.1	3.0	4.2	2.9	3.4	3.1	3.2	3.9		
WOGK	Ocala	C	93.7	100.0	1348	f	Dix Communications	60	8605		Country	2,200	1.19	11.6	8.9	9.5	7.3	7.4	8.6	6.9	9.9	9.9		
WNDD	Silver Springs	A	95.5	6.0	328	f	Dix Communications	91	9709	4,060	Clsc Rock	1,800	1.73	6.5	4.0	4.6	4.2	4.0	2.8	3.3	2.7	2.3		
WXOF	Yankeetown	A	96.3	3.5	433		WGUL FM Inc	98			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WSKY	Micanopy	C2	97.3	13.5	cp	948	g	Entercom	85	9804	2,850	News/Talk	1,600	0.90	11.1	10.1	7.0	7.1	6.9	5.4	6.3	4.6	4.2	
WTKT	Crystal River	C1	98.5	100.0		981	g	Entercom	76	8612	3,600	AC	2,400	1.76	8.5	6.5	5.7	5.4	5.3	6.8	6.7	6.5	7.1	
WBXY	La Crosse	A	99.5	2.2		472	b	Asterisk Comm Inc	99		70s Oldies	300	1.44	1.3	1.9	1.5	0.8	0.8	1.3	1.6	1.1	1.3		
WHHJ	Newberry	C3	100.5	11.0		492	a	Pamal Broadcasting	94	0102	2,000	Altve/Rock	200	0.83	1.5	0.7	0.7	0.9	1.0	0.7	0.0	1.0	1.0	
WXJZ	Gainesville	A	100.9	6.0		299	b	Asterisk Comm Inc	82	9310	1,400	Smooth Jazz	300	0.85	2.2	2.8	1.5	1.5	1.3	1.1	1.1	1.1	1.3	
WTMG	Williston	A	101.3	3.5		433	a	Pamal Broadcasting	83	0101	3,250	c1	Urban AC	1,200	0.85	8.8	4.8	4.8	6.0	5.1	6.7	5.0	5.0	6.6
WDJY	Trenton	A	101.7	4.3	cp	390	a	Pamal Broadcasting	88	0101	763		Country	100		0.9	0.0	0.0	0.6	0.5	1.6	0.0	0.0	0.0
WTRS	Dunnellon	C2	102.3	50.0		489	b	Asterisk Comm Inc	69	8303	385		Country	1,100	0.93	7.4	5.9	4.9	4.2	5.1	3.4	4.7	6.9	6.1
WRGO	Cedar Key	C3	102.7	12.5	cp	459	a	Pamal Broadcasting	96	0010	850		Oldies	150		0.5	1.2	0.7	0.6	0.0	0.8	0.6	0.6	0.5
WRUF	Gainesville	C1	103.7	100.0		768	d	Univ of Florida	48		Rock	1,350	0.91	9.3	5.1	6.1	5.9	5.9	4.7	6.1	6.5	5.3		
● WIFL	Inglis	A	104.3	4.4	cp	381		Cupelli, Sabatino	96	0308	p	525		Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYGC	High Springs	A	104.9	3.2		449	b	Asterisk Comm Inc	82	9905	825		Country	275	0.95	1.0	0.4	0.1	0.9	1.4	1.3	1.4	1.9	1.9
WYKS	Gainesville	A	105.3	3.0		466	c	Gillen, Albert J	70	8708	1,900	c2	CHR	650	0.73	5.6	4.5	3.1	2.9	4.2	3.7	3.4	5.0	5.4
WKZY	Cross City	C1	106.9	100.0	cp	469	a	Pamal Broadcasting	87	0008	2,750	c1	80s Hits	150	0.32	2.9	2.2	1.2	2.6	1.1	1.1	4.9	3.7	2.2
WNDN	Chieffland	A	107.9	6.0		328	f	Dix Communications	92	9912	470	c2	Clsc Rock			0.9	0.6	0.0	0.0	0.8	1.1	0.0	0.0	
# FM Stations -				20	# Combos -				18	FM TOTALS				90.1	64.6	56.5	58.8	55.1	56.2	58.4	61.1	61.0		

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WRZN	Hernando	B	720	10.0	0.25	a	Pamal Broadcasting	89	0010	650		Adlt Stndrd	200	0.36	3.5	1.2	1.3	2.2	2.2	2.6	1.1	1.4	2.1	
WRUF	Gainesville	B	850	5.0	5.00	d	Univ of Florida	28				Talk	325	0.85	2.4	1.0	1.0	1.4	1.6	2.1	1.3	1.9	0.9	
WMOP	Ocala	D	900	2.7	0.02	e	Florida Sportstalk	53	9701	350		Sports	200		0.9	0.4	1.0	0.5	0.6	0.0	0.8	0.5	1.0	
WLQH	Chieffland	D	940	0.8	0.02	f	Dix Communications	68	9912		c2	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLUS	Gainesville	D	980	5.0	0.17	a	Pamal Broadcasting	54	0101	763		Nostalgia	100		0.5	0.4	0.0	0.6	0.0	1.3	0.0	0.0	0.0	
WGGG	Gainesville	C	1230	1.0	1.00	e	Florida Sportstalk	48	9701	300		Sports				0.3	0.0	0.0	0.0	0.0	0.6	0.6	0.4	
WCFI	Ocala	B	1290	5.0	1.00		Vector Comm Inc	39	9909			News			0.4	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	
● WOCA	Ocala	D	1370	5.0	cp	0.03	Westshore Bcstg Inc	57	0004	743		News/Talk	350	0.95	2.3	0.7	0.7	0.8	2.1	1.1	1.7	1.4	2.5	
WAJD	Gainesville	D	1390	5.0	0.05	c	Gillen, Albert J	61	8708		c2	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTMN	Gainesville	D	1430	10.0	cp	0.00	a	Pamal Broadcasting	91	0101		c1	Sports	150			0.9	0.0	0.0	0.0	0.5	0.6	0.5	0.0
# AM Stations -				10	# Combos -				8	AM TOTALS				10.0	4.9	4.0	5.5	7.0	7.6	6.1	6.3	6.9		
AM & FM Stations Profiled -				30	# Duopolies -				10	Total Local Commercial Share				69.5	60.5	64.3	62.1	63.8	64.5	67.4	67.9			

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 87

Revenue Rank: 100

Bakersfield, CA Market Overview



Metro Counties / Population (000)

Kern, CA	609.6
	609.6

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES
★★★

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$15,000	\$15,000	\$16,600	\$19,300	\$19,600	\$20,400	6.3%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
4.1%	\$21,400	\$22,400	\$23,700	\$25,000	\$26,200	5.1%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.53/1,000	\$3.50/1,000	Local 81%
Revenue/Capita	\$26.44	\$33.46	\$39.76	National 19%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	567.4	609.6	1.4%	609.6	658.9	1.6%
Households	183.6	191.5	0.8%	191.5	205.0	1.4%
Retail Sales	NA ^{1/}	5,773.4	NA ^{1/}	5,773.4	7,484.6	5.3%
EBI ^{2/}	6,452.7	7,111.3	2.0%	7,111.3	8,209.9	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	312.0	65.9	33.8	34.4	45.0	48.6	37.3	47.1
Women (000)	297.7	62.8	31.8	29.2	38.2	43.9	35.9	55.9
Total	609.6	128.7	65.6	63.5	83.2	92.5	73.2	103.0
Percentage	100.0%	21.1%	10.8%	10.4%	13.7%	15.2%	12.0%	16.9%
Per Capita	\$ 11,665							
Median Household				\$ 31,223				
Avg Household							\$ 37,132	
Ethnic Population:	White 60.8%	Black 6.1%	Asian 3.6%	Hispanic 39.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	10		15	17	13	30
Tot 12+	13.1	52.2		64.7	65.3	14.0	79.3
Avg 12+	1.9	5.2		4.3	3.8	1.1	2.6
Tot LCS	16.5	65.8		81.6	82.3	17.7	100.0
Avg LCS	2.4	6.6		5.4	4.8	1.4	3.3

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)													
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001						
KPSL	Bakersfield	A	92.1	2.0	568	h	Lotus Comm Corp	85	9909	6,300	c2	Spanish AC	1,600	2.90	2.7	3.3	2.2	2.1	2.4	2.2	2.7	2.0	1.7						
KMYX	Arvin	A	92.5	1.2	751	b	Radio Campesina Inc	87				Mexican	700	0.73	4.7	3.3	3.5	4.8	5.2	3.5	4.4	4.8	2.2						
KISV	Bakersfield	B	94.1	4.5	1332	e	Amer General Media	48	8205	1,675	1	Urb/R&B/HH	2,150	0.89	11.8	6.9	7.4	10.0	10.0	7.4	10.8	10.1	9.2						
KLLY	Oildale	B1	95.3	12.5	463	c	Buckley Bcstg Corp	85	8611	1,300		Modern AC	850	1.10	3.8	3.0	3.9	3.7	2.7	3.9	3.0	3.1	2.1						
KKXX	Bakersfield	B	96.5	50.0	499	g	Clear Channel Comm	63	0012		g1	Top 40	900	0.82	5.4	4.7	3.6	4.5	5.1	3.6	5.0	4.5	4.1						
KSMJ	Shafter	A	97.7	4.1 cp	397	c	Buckley Bcstg Corp	78	0101	2,000		Smooth Jazz	800	1.09	3.6	3.4	2.4	3.2	2.8	2.4	3.0	2.8	3.3						
KDFO	Delano	B1	98.5	8.0	581	g	Clear Channel Comm	68	0012		g1	Clsc Rock	800	0.91	4.3	3.6	3.6	2.4	3.2	3.6	2.4	3.4	4.1						
● KKBB	Bakersfield	B1	99.3	5.6 cp	390	c	Buckley Bcstg Corp	90	9410	1,000		R&B Oldies	500	0.64	3.8	5.0	6.3	2.7	1.8	6.3	1.8	2.3	1.9						
KGFM	Bakersfield	B	101.5	6.7	1299	d	Lagniappe Bcstg Inc	64	9212	1,750	c2	1 AC	1,350	1.12	5.9	3.4	5.0	4.2	3.4	5.0	5.5	4.1	4.3						
KCNO	Kernville	A	102.5	0.1	1230	f	Bohn, Robert & Kathy	85	9708	200		Country	150		0.9	0.8	0.6	0.7	0.0	0.6	0.6	1.0	0.8						
● KIWI	McFarland	B1	102.9	25.0	322	h	Lotus Comm Corp	89	0102	2,500		Mexican	700	0.62	5.5	4.5	6.4	3.5	4.8	6.4	4.5	3.4	3.2						
KBDS	Taft	A	103.9	6.0	328	b	Radio Campesina Inc	99	9407	418	c1	Mexican	100		0.6	0.0	0.0	0.0	0.6	0.0	0.9	0.4	0.5						
KRFR	Shafter	A	104.3	6.0	305	e	Amer General Media	94	9712	1,500	c4	1 Rock	625	0.99	3.1	1.4	2.2	2.1	3.1	2.2	2.9	2.5	2.2						
KKDJ	Delano	B	105.3	35.0	581	g	Clear Channel Comm	87	0012		g1	AC	625	0.79	3.9	2.3	2.2	2.9	4.2	2.2	2.9	3.9	3.2						
KRAB	Greenacres	B1	106.1	25.0	328	g	Clear Channel Comm	89	0012		g1	AOR	1,100	0.75	7.2	4.0	4.6	5.5	4.1	4.6	5.2	5.8	7.0						
KCWR	Bakersfield	A	107.1	6.0	164	a	Buck Owens Prdctn Co	89	9308	900		Country	450	1.05	2.1	1.5	2.2	1.5	1.7	2.2	1.5	1.2	1.9						
KUZZ	Bakersfield	B	107.9	6.0	1365	a	Buck Owens Prdctn Co	88				Country	3,100	1.27	12.0	8.5	9.2	10.1	9.5	9.2	9.4	10.2	9.3						
# FM Stations -													17	# Combos -		17	FM TOTALS				81.3	59.6	65.3	63.9	64.6	65.3	66.5	65.5	61.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)													
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001						
KUZZ	Bakersfield	B	550	5.0	5.00	a	Buck Owens Prdctn Co	46				Country	150	0.67	1.1	0.3	1.0	0.6	0.7	1.0	0.9	0.7	0.9						
KDFO	Bakersfield	B	800	1.0	0.44	g	Clear Channel Comm	59	0012		g1	Sports	100		0.4	0.6	0.4	0.8	0.8	0.4	0.6	0.4	0.0						
KGET	Bakersfield	B	970	1.0	5.00	g	Clear Channel Comm	58	0105	1,400		News	275	0.43	3.1	1.8	3.9	2.7	1.1	3.9	2.0	2.0	1.9						
KCHJ	Delano	B	1010	5.0	1.00	h	Lotus Comm Corp	51	9909		c3	Span/Oldies	400	1.03	1.9	3.6	1.4	1.4	2.7	1.4	1.8	0.7	2.1						
● KMAP	Frazier Park	D	1050	10.0	0.01	i	IHR Educ Bcstg	93	0308 p	700		Children				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
KAFY	Bakersfield	B	1100	4.2	0.80	g	Gomez, Nelson F.	00	9603	130	cp	Span/Mexcn			0.5	0.8	1.1	0.7	0.7	1.1	0.0	0.0	0.5						
KERI	Wasco-Greenacr	B	1180	50.0	10.00	i	KWSO Inc	50				Chrst/Talk	425		0.7	1.0	0.0	0.6	0.7	0.6	1.1	0.0	0.5						
KGEO	Bakersfield	C	1230	1.0	1.00	d	Lagniappe Bcstg Inc	56	9212		c2	1 Talk/Sprts	300	1.23	1.2	1.0	0.0	0.6	1.1	1.0	0.6	1.2	0.9						
KMYX	Taft	D	1310	1.0	0.05	b	Radio Campesina Inc	48	9407		c1	Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
KBID	Bakersfield	D	1350	1.0	0.03	e	Amer General Media	58	9712		c4	1 Oldies	100	0.49	1.0	0.4	0.0	0.8	0.0	0.4	0.6	0.7	1.3						
KERN	Bakersfield	B	1410	1.0	1.00	e	Amer General Media	32	7505		1	News/Talk	1,200	1.15	5.1	3.4	4.0	3.1	3.7	4.0	3.6	4.4	4.3						
KWAC	Bakersfield	C	1490	1.0	1.00	h	Lotus Comm Corp	54	9909		c3	Spanish	500	1.89	1.3	1.0	1.1	0.0	1.4	1.1	1.2	1.3	0.6						
KNZR	Bakersfield	A	1560	25.0	10.00	c	Buckley Bcstg Corp	33	9001	1,000		Nws/Tlk/Spt	300	0.82	1.8	1.5	1.1	1.5	1.6	1.1	1.4	1.7	1.6						
# AM Stations -													13	# Combos -		11	AM TOTALS				18.1	16.0	14.0	12.8	14.5	16.0	13.8	13.1	14.6
AM & FM Stations Profiled -													30	# Duopolies -		10	Total Local Commercial Share				75.6	79.3	76.7	79.1	81.3	80.3	78.6	75.6	

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 88

Revenue Rank: 194

Stockton, CA Market Overview



Metro Counties / Population (000)

San Joaquin, CA	581.2
	581.2

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$7,800	\$7,400	\$8,200	\$9,500	\$8,200	\$8,800	2.4%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	7.3%	\$9,300	\$10,000	\$10,500	\$11,100	\$11,700	5.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA ^{1/}	\$1.43/1,000	\$1.38/1,000	Local	85%		
	\$14.43	\$15.14	\$18.74	National	15%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	540.5	581.2	1.5%	581.2	624.3	1.4%
Households	172.0	186.9	1.7%	186.9	199.6	1.3%
Retail Sales	NA ^{1/}	6,166.0	NA ^{1/}	6,166.0	8,456.4	6.5%
EBI ^{2/}	6,653.6	8,194.7	4.3%	8,194.7	9,982.8	4.0%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	290.1	60.3	32.1	31.4	38.3	43.4	36.4	48.3
Women (000)	291.1	57.5	29.5	27.5	37.1	43.2	37.0	59.1
Total	581.2	117.7	61.6	59.0	75.4	86.6	73.4	107.4
Percentage	100.0%	20.3%	10.6%	10.1%	13.0%	14.9%	12.6%	18.5%
Per Capita	\$ 14,100							
				Median Household	\$ 37,158		Avg Household	\$ 43,848
Ethnic Population:	White	56.5%	Black	6.9%	Asian	11.8%	Hispanic	31.6%

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	6	4		9	10	4	14
Tot 12+	27.1	19.5		46.5	46.6	1.1	47.7
Avg 12+	4.5	4.9		5.2	4.7	0.3	3.4
Tot LCS	56.8	40.9		97.5	97.7	2.3	100.0
Avg LCS	9.5	10.2		10.8	9.8	0.6	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Modesto.

FM Stations													ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KHOP	Oakdale	B	95.1	29.5	633		Citadel Bcstg Corp	85	9703	See (122)		Hot AC	n/a		3.1	1.6	1.6	1.3	1.5	2.4	1.8	2.2	2.1		
KMRQ	Manteca	A	96.7	1.5	466	d	Clear Channel Comm	79	0008			Rock	n/a		3.1	1.9	1.6	0.8	2.0	1.3	0.0	0.5	0.8		
KWIN	Lodi	A	97.7	3.0	299	b	Citadel Bcstg Corp	59	0304		g1	CHR	2,900	1.46	22.5	10.2	10.0	11.2	9.1	9.6	10.1	11.5	10.3		
KCVR	Columbia	A	98.9	6.0	328	f	Entravision Comm Co	95	0008			Span/Nstlg	n/a		0.6	0.1	0.3	0.5	0.0	0.0	0.0	0.0	1.5		
KJOY	Stockton	A	99.3	4.0	322	b	Citadel Bcstg Corp	68	0304		g1	AC	1,100	1.39	9.0	7.5	5.8	3.4	4.7	5.4	6.9	3.6	4.6		
KQOD	Stockton	A	100.1	6.0	328	a	Clear Channel Comm	80	0008	5,140		Urban AC	1,975	2.06	10.9	5.5	4.0	6.2	3.6	4.3	5.3	5.0	6.5		
KMIX	Tracy	A	100.9	6.0	328	f	Entravision Comm Co	66	0008		g4	Span/Mexcn	1,600	1.62	11.2	1.9	4.2	5.0	5.1	2.7	3.1	2.6	3.6		
KATM	Modesto	B	103.3	50.0	499	e	Citadel Bcstg Corp	48	9212			Country	n/a		18.3	10.8	7.4	7.5	9.0	7.3	11.1	8.4	9.2		
KHKK	Modesto	B	104.1	50.0	499	e	Citadel Bcstg Corp	49	9308			Clsc Hits	n/a		15.0	6.2	6.4	5.9	7.6	5.3	6.4	7.0	5.4		
KSTN	Stockton	B	107.3	8.1	1611	c	San Joaquin Bcstg	62				Span/Mexcn	650	1.89	3.9	0.9	1.9	1.6	1.9	1.3	1.5	1.6	2.0		
# FM Stations -					10	# Combos -					8	FM TOTALS					97.6	46.6	43.2	43.4	44.5	39.6	46.2	42.4	46.0

AM Stations													ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KWVG	Stockton	C	1230	0.9	0.90		IHR Educ Bcstg	21	9911	441		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KUYL	Stockton	B	1280	1.0	1.00	a	Clear Channel Comm	47	0008		g	Christian	150			0.0	0.0	0.0	0.0	0.6	0.7	1.7	1.0		
KSTN	Stockton	B	1420	5.0	1.00	c	San Joaquin Bcstg	49				Oldies	300			0.4	0.5	0.0	0.0	0.6	0.3	0.0	0.0		
KCVR	Lodi	B	1570	5.0	0.50	f	Entravision Comm Co	46	0008		g	Span/Nstlg	100	0.44	2.6	0.7	0.6	1.6	0.7	0.6	0.0	1.4	0.8		
# AM Stations -					4	# Combos -					3	AM TOTALS					2.6	1.1	1.1	1.6	0.7	1.8	1.0	3.1	1.8
AM & FM Stations Profiled -					14	# Duopolies -					4	Total Local Commercial Share					47.7	44.3	45.0	45.2	41.4	47.2	45.5	47.8	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 89

Revenue Rank: 83

Charleston, SC Market Overview



Metro Counties / Population (000)

Berkeley, SC	145.4
Charleston, SC	311.5
Dorchester, SC	98.9
Total	555.8

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 97 - 02
	\$18,600	\$18,900	\$21,400	\$23,800	\$22,200	\$24,500	5.7%
	Δ 01 - 02	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	Δ 02 - 07
	10.4%	\$26,000	\$27,800	\$29,300	\$30,900	\$32,500	5.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.57/1,000	\$3.96/1,000	Local	80%		
	\$37.80	\$44.08	\$56.66	National	20%		

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	Growth Rate	<u>2002</u>	<u>2007</u>	Growth Rate
MSA Population	492.0	555.8	2.5%	555.8	573.6	0.6%
Households	175.1	212.6	4.0%	212.6	224.8	1.1%
Retail Sales	NA ^{1/}	6,868.0	NA ^{1/}	6,868.0	8,198.9	3.6%
EBI ^{2/}	6,804.5	9,232.9	6.3%	9,232.9	11,988.1	5.4%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	272.0	47.6	25.3	33.5	39.4	42.2	36.6	47.3
Women (000)	283.8	45.2	24.4	29.7	39.3	44.2	40.4	60.5
Total	555.8	92.8	49.8	63.2	78.7	86.4	77.0	107.9
Percentage	100.0%	16.7%	9.0%	11.4%	14.2%	15.5%	13.9%	19.4%
Per Capita	\$ 16,612	Median Household		\$ 35,202	Avg Household		\$ 43,437	
Ethnic Population:	White 64.7%	Black 31.0%	Asian 1.4%	Hispanic 2.5%				

Market Summary

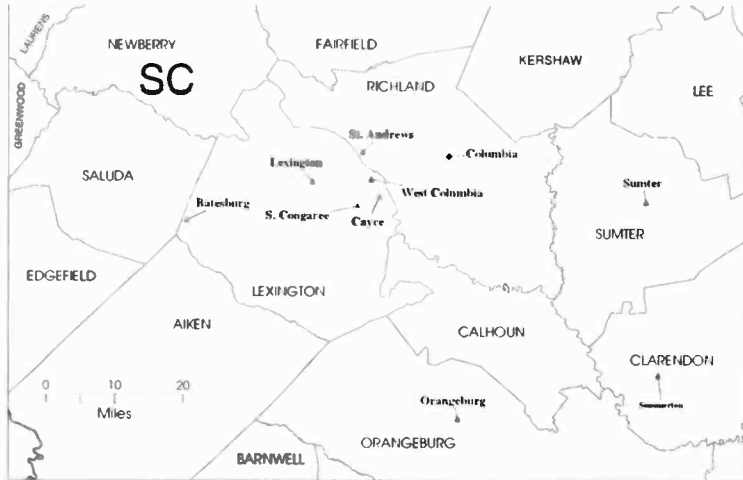
FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		17	17	19	10	29
Tot 12+	5.0		68.4	71.4	73.4	14.1	87.5
Avg 12+	2.5		4.0	4.2	3.9	1.4	3.0
Tot LCS	5.7		78.2	81.6	83.9	16.1	100.0
Avg LCS	2.9		4.6	4.8	4.4	1.6	3.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Metro Rank: 90

Revenue Rank: 72

Columbia, SC Market Overview



Metro Counties / Population (000)

Lexington, SC	222.9
Richland, SC	325.8
Total	548.7

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$23,800	\$26,700	\$28,000	\$30,700	\$27,600	\$31,100
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	12.7%	\$32,800	\$34,800	\$36,700	\$38,700	\$40,600	5.5%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$4.24/1,000	\$4.59/1,000	Local	80%		
Revenue/Capita	\$48.32	\$56.68	\$69.92	National	20%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	492.5	548.7	2.2%	548.7	580.7
Households	180.1	209.7	3.1%	209.7	226.9	1.6%
Retail Sales	NA ^{1/}	7,332.1	NA ^{1/}	7,332.1	8,849.8	3.8%
EBI ^{2/}	7,307.5	9,864.4	6.2%	9,864.4	12,907.0	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	265.3	45.6	24.2	31.9	39.4	42.4	38.0	43.9
Women (000)	283.4	43.9	22.8	32.2	41.1	45.4	40.9	57.2
Total	548.7	89.5	47.0	64.0	80.5	87.7	78.8	101.1
Percentage	100.0%	16.3%	8.6%	11.7%	14.7%	16.0%	14.4%	18.4%
Per Capita	\$ 17,979			Median Household	\$ 39,625		Avg Household	\$ 47,043
Ethnic Population:	White	63.3%	Black	32.5%	Asian	1.6%	Hispanic	2.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9		5	13	14	9	23
Tot 12+	34.8		38.1	72.6	72.9	9.9	82.8
Avg 12+	3.9		7.6	5.6	5.2	1.1	3.6
Tot LCS	42.0		46.0	87.7	88.0	12.0	100.0
Avg LCS	4.7		9.2	6.7	6.3	1.3	4.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Florence, SC.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price ('000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue ('000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
• WZMJ	Batesburg	A	93.1	2.1	561	c	Inner City Bcstg	65	0305	11,100	d1	Beach/RhyBl	250	0.73	1.1	1.0	1.3	0.7	1.1	0.9	0.8	0.9	1.2
WARQ	Columbia	A	93.5	2.8	443	c	Inner City Bcstg	71	0008		g1	Alternative	1,400	0.74	6.1	4.1	6.2	5.1	3.9	5.9	6.0	4.7	3.7
WFMV	South Congaree	A	95.3	6.0	328	d	Glory Communications	93				Gospel	1,100	0.48	7.3	8.6	6.8	6.3	7.9	6.2	6.1	5.3	6.6
• WLTY	Cayce	A	96.7	3.3	443	b	Clear Channel Comm	74	0008		g	AC	500	0.37	4.4	3.7	2.7	4.7	2.9	3.5	4.1	3.1	4.0
WCOS	Columbia	C1	97.5	100.0	981	b	Clear Channel Comm	51	0008		g	Country	5,000	1.34	12.0	9.8	10.1	9.8	10.8	10.2	10.0	10.5	9.1
WLJI	Summerton	A	98.3	6.0	328	d	Glory Communications	96	9702	108	cp	Gospel			0.2	0.2	0.3	0.0	0.0	0.2	0.2	0.2	0.0
WLXC	Lexington	A	98.5	6.0	328	a	Citadel Bcstg Corp	94	0007		g4	Urban AC	1,200	0.58	6.7	4.9	5.4	5.6	4.2	3.9	6.1	7.8	4.4
• WXBT	West Columbia	A	100.1	5.9	328	b	Clear Channel Comm	75	0008		g	Urban	900	0.88	3.3	4.1	2.1	4.2	2.5	2.4	3.0	2.5	3.2
WWDM	Sumter	C	101.3	82.0	1322	c	Inner City Bcstg	61	0008		g1	Urban	2,400	0.94	8.2	7.8	7.9	8.5	5.7	6.8	6.9	7.0	6.7
WMFX	St. Andrews	A	102.3	6.0	328	c	Inner City Bcstg	85	0008		g1	Cisc Rock	2,900	1.53	6.1	6.8	5.4	5.0	6.8	5.8	5.0	4.9	4.5
WOMG	Columbia	A	103.1	6.0	308	a	Citadel Bcstg Corp	84	0007		g4	Oldies	1,800	1.00	5.8	4.7	4.6	5.7	4.6	5.2	5.0	4.5	4.7
• WHXT	Orangeburg	C3	103.9	9.2	532	c	Inner City Bcstg	73	0305		d1	Hip Hop	2,100	0.66	10.2	7.1	7.8	8.2	7.9	9.7	8.5	8.1	7.8
WNOK	Columbia	C	104.7	96.0	1034	b	Clear Channel Comm	59	0008		g	CHR	4,000	1.38	9.3	5.9	6.0	6.7	6.8	7.7	7.4	7.7	8.1
WTCB	Orangeburg	C1	106.7	100.0	787	a	Citadel Bcstg Corp	67	0007		g4	AC	3,300	1.89	5.6	6.1	6.3	4.2	5.9	5.0	3.9	4.7	5.1
# FM Stations -				14	# Combos -				14	FM TOTALS				86.3	74.8	72.9	74.7	71.0	73.4	73.0	71.9	69.1	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price ('000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue ('000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WVOC	Columbia	B	560	5.0	5.00	b	Clear Channel Comm	30	0008		g	Nws/Tlk/Spt	2,300	1.00	7.4	3.9	4.9	4.4	5.1	4.6	6.0	6.4	7.5
• WGCV	Cayce	D	620	1.0	0.13	d	Glory Communications	58	9910	375		Gospl/Talk	150	0.48	1.0	1.2	0.5	1.2	0.5	0.9	0.6	0.6	1.3
WCEO	Columbia	D	840	50.0	0.00		Eastern Bcstg Gr Inc	93	0207	450		Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WLGO	Lexington	D	1170	10.0	0.00		Levas Comm LLC	88	0306	200		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOIC	Columbia	C	1230	1.0	1.00	c	Inner City Bcstg	47	0008		g1	Sports	75		0.8	0.8	0.6	0.7	1.1	0.6	0.6	0.6	1.0
WISW	Columbia	B	1320	5.0	2.50	a	Citadel Bcstg Corp	54	0007		g4	News	700	0.73	3.1	2.0	3.0	1.9	3.4	2.9	2.7	2.2	2.6
WCOS	Columbia	C	1400	1.0	1.00	b	Clear Channel Comm	39	0008		g	Sports	300	0.74	1.3	1.5	0.9	0.4	1.1	1.1	1.1	0.9	1.2
WBLR	Batesburg	D	1430	5.0	0.14		Barinowski Invest	56	9902		na	Spanish AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQXL	Columbia	D	1470	5.0	0.14		Metro Comm	45	8906	135		Relig Music				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				9	# Combos -				5	AM TOTALS				13.6	9.4	9.9	8.6	11.2	10.1	11.0	10.7	13.6	
AM & FM Stations Profiled -				23	# Duopolies -				8	Total Local Commercial Share					84.2	82.8	83.3	82.2	83.5	84.0	82.6	82.7	

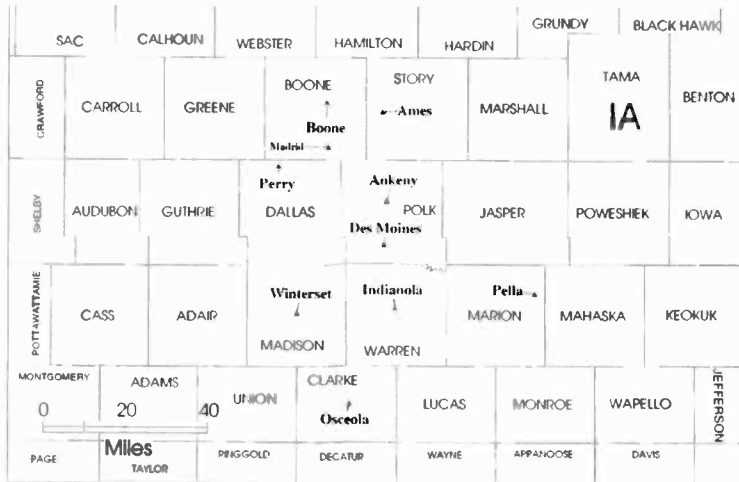
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 91

Revenue Rank: 77

Des Moines, IA Market Overview



Metro Counties / Population (000)

Dallas, IA	42.9
Polk, IA	378.7
Story, IA	80.9
Warren, IA	41.0
Total	543.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★ ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$25,300	\$27,000	\$27,300	\$28,300	\$26,800	\$27,900	2.0%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	4.1%	\$29,300	\$31,400	\$33,100	\$34,900	\$36,700	5.6%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.52/1,000	\$3.65/1,000	Local 81%
Revenue/Capita	\$50.30	\$51.33	\$64.89	National 19%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	503.0	543.5	1.6%	543.5	565.6	0.8%
Households	194.3	212.1	1.8%	212.1	221.9	0.9%
Retail Sales	NA ^{1/}	7,926.2	NA ^{1/}	7,926.2	10,066.8	4.9%
EBI ^{2/}	8,548.7	10,821.0	4.8%	10,821.0	14,220.3	5.6%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	265.8	46.2	23.2	33.6	39.7	41.1	36.6	45.4
Women (000)	277.7	44.0	21.8	32.8	39.5	42.1	38.0	59.6
Total	543.5	90.3	45.0	66.4	79.1	83.2	74.6	105.0
Percentage	100.0%	16.6%	8.3%	12.2%	14.6%	15.3%	13.7%	19.3%
Per Capita	\$ 19,908							
				Median Household	\$ 42,508		Avg Household	\$ 51,007
Ethnic Population:	White	89.5%	Black	3.8%	Asian	2.9%	Hispanic	4.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		13	13	16	9	25
Tot 12+	2.1		65.3	65.3	67.4	18.9	86.3
Avg 12+	0.7		5.0	5.0	4.2	2.1	3.5
Tot LCS	2.4		75.7	75.7	78.1	21.9	100.0
Avg LCS	0.8		5.8	5.8	4.9	2.4	4.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
● KJJY	West Des	C2	92.5	41.0	541	b	Citadel Bcstg Corp	78	0309		g3	Country	1,775	1.01	6.3	6.3	5.6	6.7	4.5	5.7	5.4	4.6	6.1	
KIOA	Des Moines	C0	93.3	100.0	cp	1122	c	Saga Comm Inc	64	9304	2,700	c1	Oldies	2,500	0.93	9.6	8.7	8.0	6.6	8.4	9.2	8.5	7.9	7.9
● KGGO	Des Moines	C	94.9	100.0		1066	b	Citadel Bcstg Corp	64	0309		g3	AOR	2,300	1.08	7.6	5.7	5.8	5.7	6.4	7.6	7.1	6.4	5.5
● KLRX	Madrid	A	96.1	2.5	515	a	Northwestern College	97	0309	p	1,800	d1	1 Sports			0.1	0.0	0.2	0.2	0.2	0.0	0.0	0.3	0.2
● KHKI	Des Moines	C1	97.3	115.0	450	b	Citadel Bcstg Corp	61	0309		g3	Country	1,400	0.93	5.4	4.3	4.5	4.2	3.6	4.7	4.8	4.1	5.3	
● KRKQ	Boone	C2	98.3	41.0	541	b	Citadel Bcstg Corp	75	0309		g3	Clsc Rock	1,100	0.86	4.6	3.1	4.0	3.3	3.8	3.9	4.2	3.8	4.0	
KZZQ	Winterset	A	99.5	6.0	328		Positiv Impact Media	92	9607		al	ChrsContem			1.6	1.7	1.4	1.7	1.5	1.7	1.5	1.1	1.4	
KMXD	Des Moines	C	100.3	100.0	1700	d	Clear Channel Comm	48	9905		g1	AC	1,400	1.09	4.6	3.5	4.9	3.1	4.0	3.9	3.7	4.7	3.6	
KSTZ	Des Moines	C	102.5	100.0	1260	c	Saga Comm Inc	70	8805	3,250	c2	Hot AC	2,500	1.32	6.8	6.4	5.8	6.6	7.1	6.4	5.6	6.5	5.3	
KAZR	Pella	C0	103.3	100.0	cp	1122	c	Saga Comm Inc	76	9610	2,700		AOR	1,800	0.91	7.1	7.3	6.5	5.5	7.1	6.0	6.6	6.5	5.5
KLTI	Ames	C	104.1	100.0	1011	c	Saga Comm Inc	67	9704	3,200		Soft AC	1,250	0.76	5.9	5.2	3.5	5.9	6.0	5.4	4.9	5.9	4.5	
KCCQ	Ames	C3	105.1	25.0	328	d	Clear Channel Comm	68	9909	4,000	c3	Modern Rock	300	0.45	2.4	2.1	1.7	1.7	2.1	2.3	2.2	2.3	1.6	
KDLS	Perry	A	105.5	6.0	305	e	Perry Bcstg	71				Country	100		0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.2	0.2	
KVJZ	Ankeny	C3	106.3	18.0	328	d	Clear Channel Comm	91	9905		g1	Smooth Jazz	1,200	0.92	4.7	2.8	3.1	2.4	3.3	3.0	4.2	3.8	5.3	
● KJJC	Osceola	C2	107.1	27.0	650	a	Northwestern College	82	0309	p	d1	1 Sports	350	0.96	1.3	0.0	1.4	1.4	1.0	1.3	1.2	0.8	1.4	
KKDM	Des Moines	C1	107.5	100.0	722	d	Clear Channel Comm	95	9907	7,350		CHR	2,000	0.62	11.6	10.8	10.5	10.4	9.8	9.7	9.8	10.3	10.6	
# FM Stations -				16		# Combos -		15		FM TOTALS				79.7 67.9 67.4 65.4 68.8 70.8 69.7 69.2 68.4										

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
KPSZ	Des Moines	B	940	10.0	5.00	c	Saga Comm Inc	47	9304		c1	Chrst/Educa	150		0.6	0.0	0.0	0.0	0.0	0.7	0.8	0.7	0.0
● WHO	Des Moines	A	1040	50.0	50.00	d	Clear Channel Comm	24	9905		g1	News/Talk	6,700	1.86	12.9	8.2	11.7	10.7	9.8	11.7	11.5	10.5	11.4
KWKY	Des Moines	B	1150	1.0	1.00		Putbreso Comm Ltd	48	0205		st	Christian	150		0.9	0.0	0.9	1.4	0.9	0.7	0.7	0.7	1.2
KDLS	Perry	B	1310	0.5	0.30	e	Perry Bcstg	61				Country			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.6
KRNT	Des Moines	B	1350	5.0	5.00	c	Saga Comm Inc	35	8805		c2	Adlt Stndrd	350	0.31	4.1	4.3	3.5	4.3	2.9	3.5	4.1	3.3	3.4
KASI	Ames	D	1430	1.0	0.03	d	Clear Channel Comm	48	9909		c3	News/Talk			0.1	0.0	0.0	0.7	0.7	0.0	0.0	0.0	0.5
KXNO	Des Moines	B	1460	5.0	5.00	d	Clear Channel Comm	21	0008		g	Sports	400		0.8	1.7	1.4	1.4	2.2	1.2	0.0	0.7	0.8
KXLQ	Indianola	C	1490	0.5	1.00		Warren Bcstg Inc	63	8511			1 Sports	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KBBG	Des Moines	B	1700	10.0	1.00	b	Citadel Bcstg Corp	47	0309		g3	News			0.3	2.8	1.4	0.7	0.0	0.0	0.0	0.5	0.5
# AM Stations -				9		# Combos -		7		AM TOTALS				20.0 17.0 18.9 19.2 16.5 17.8 17.1 16.9 18.4									
AM & FM Stations Profiled -				25		# Duopolies -		9		Total Local Commercial Share				84.9 86.3 84.6 85.3 88.6 86.8 86.1 86.8									

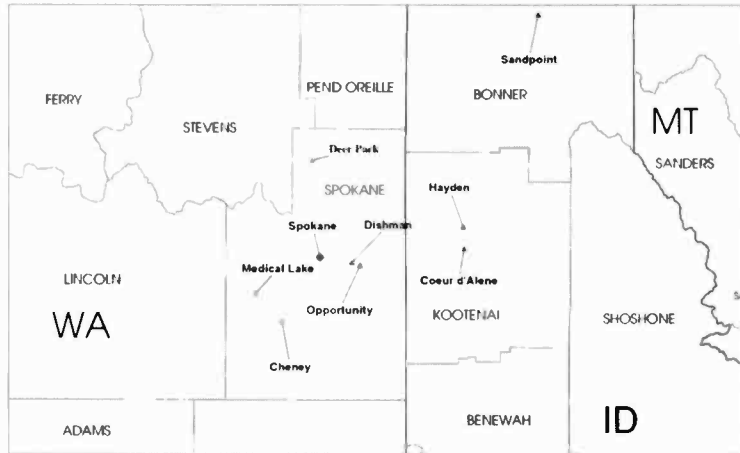
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 92

Revenue Rank: 95

Spokane, WA Market Overview



Metro Counties / Population (000)

Spokane, WA	426.4
Kootenai, ID	114.4
Total	540.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$16,600	\$18,200	\$20,100	\$22,500	\$20,900	\$21,900	5.7%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
4.8%	\$23,100	\$24,800	\$26,100	\$27,600	\$28,900	5.7%	

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.95/1,000	\$2.97/1,000	Local 70%
Revenue/Capita	\$32.59	\$40.50	\$49.97	National 30%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	509.3	540.8	1.2%	540.8	578.4	1.4%
Households	198.8	210.6	1.2%	210.6	225.5	1.4%
Retail Sales	NA ^{1/}	7,421.9	NA ^{1/}	7,421.9	9,740.1	5.6%
EBI ^{2/}	7,707.1	9,281.4	3.8%	9,281.4	11,974.2	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	265.6	46.1	25.8	27.9	34.3	40.7	39.6	51.2
Women (000)	275.3	43.7	24.4	27.9	33.3	41.5	40.5	63.9
Total	540.8	89.8	50.2	55.7	67.6	82.2	80.2	115.1
Percentage	100.0%	16.6%	9.3%	10.3%	12.5%	15.2%	14.8%	21.3%
Per Capita	\$ 17,161							
				Median Household	\$ 35,571		Avg Household	\$ 44,076
Ethnic Population:	White	92.1%	Black	1.3%	Asian	1.8%	Hispanic	2.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		15	15	18	10	28
Tot 12+	2.8		64.3	66.6	67.1	17.7	84.8
Avg 12+	0.9		4.3	4.4	3.7	1.8	3.0
Tot LCS	3.3		75.8	78.5	79.1	20.9	100.0
Avg LCS	1.1		5.1	5.2	4.4	2.1	3.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																				
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001													
KZZU	Spokane	C	92.9	85.0	2080	c	Morgan Murphy Stns	55	9508	1,750	c2	CHR	1,350	0.99	6.2	4.0	3.7	3.7	4.5	5.3	6.4	5.0	5.1													
KDRK	Spokane	C	93.7	64.0	2425	a	Citadel Bcstg Corp	65	9912		g2	Country	2,300	1.54	6.8	6.5	5.8	6.9	5.0	5.3	6.4	6.2	5.9													
KHTQ	Hayden	C	94.5	83.0	2182	d	Morgan Murphy Stns	92	9805	2,500	c4	Rock	1,200	0.65	8.4	5.0	5.7	5.6	6.9	6.8	6.7	8.6	7.4													
KIXZ	Opportunity	C	96.1	64.0	2418	b	Clear Channel Comm	61	0008		g	Country	1,400	1.12	5.7	4.2	4.5	3.8	3.6	4.1	5.1	5.1	5.6													
KEZE	Spokane	C2	96.9	8.2	1198	c	Morgan Murphy Stns	93	9906		na	80s Hits	300	0.37	3.7	3.7	2.9	2.9	4.1	3.5	3.0	3.6	2.8													
KISC	Spokane	C	98.1	100.0	1946	b	Clear Channel Comm	66	0008		g	Lite Rock	2,100	1.63	5.9	5.5	5.8	5.8	6.3	5.2	4.8	5.1	5.6													
KKZX	Spokane	C	98.9	100.0	1608	b	Clear Channel Comm	75	0008		g	Clsc Rock	2,300	1.25	8.4	7.5	6.5	7.8	9.2	8.5	6.1	7.5	7.4													
KXLY	Spokane	C	99.9	37.0	2999	c	Morgan Murphy Stns	59				Soft AC	1,450	0.99	6.7	6.3	7.1	6.4	6.4	5.3	6.4	5.5	6.1													
KEYF	Cheney	C	101.1	100.0	1608	a	Citadel Bcstg Corp	86	9905		g1	Oldies	1,800	1.14	7.2	5.7	5.5	5.0	5.6	6.1	7.0	5.1	6.8													
KTSL	Medical Lake	C2	101.9	28.5	650		Pamplin Comm Corp	89	9808	1,300		ChrsContem	700	1.00	3.2	3.3	2.1	4.3	3.4	2.4	3.3	3.0	2.6													
KIBR	Coeur D'Alene	A	102.3	0.2	1844	f	Blue Sky Bcstg	01	0108	550		Country	250	0.71	1.6	1.3	2.3	1.1	1.9	1.6	2.0	1.9	0.0													
KIBR	Sandpoint	A	102.5	6.0	-345	f	Blue Sky Bcstg	94	9502	250		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0													
● KCDA	Post Falls	C1	103.1	9.4	2451	b	Clear Channel Comm	79	0011	4,700		Hot AC	700	0.97	3.3	5.2	3.6	2.2	2.2	2.7	3.3	3.4	2.0													
KYWL	Spokane	C1	103.9	39.0	1417	a	Citadel Bcstg Corp	86	9906	4,150		CHR/Rhymc	700	0.56	5.7	5.3	4.9	5.1	5.8	6.0	5.0	4.1	4.8													
● KEEH	Spokane	C1	104.9	10.5	1549		Upper Columbia Media	91	9311	148	cp	ChrsContem			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0													
● KZBD	Spokane	C	105.7	100.0	1910	a	Citadel Bcstg Corp	65	9303	2,900	e	Clsc Rock	1,200	1.12	4.9	4.8	4.4	5.3	2.8	4.7	4.3	5.0	3.3													
KSPO	Dishman	A	106.5	2.3	528	e	Read Bcstg Network	95	9512	100	cp	Religion	100		0.6	0.5	0.5	0.5	0.0	0.6	0.0	0.9	0.5													
● KAZZ	Deer Park	C3	107.1	25.0	253		First Bcstg Co LP	83	0310	1,000	al	Adlt Stndrd	100	0.38	1.2	1.5	1.8	1.4	1.4	0.8	1.4	0.8	1.2													
# FM Stations -															18	# Combos -			15	FM TOTALS								79.5	70.3	67.1	67.8	69.1	68.9	71.2	70.8	67.1

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																				
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001													
KQNT	Spokane	B	590	5.0	5.00	b	Clear Channel Comm	72	0008		g	Nws/Tlk/Inf	300	0.60	2.3	2.8	4.2	3.4	3.4	3.1	1.7	3.3	0.0													
KXLI	Opportunity	D	630	0.5	0.05	c	Morgan Murphy Stns	55	9612	330		Sports	200	0.91	1.0	0.8	1.0	1.0	0.9	0.6	0.9	0.8	1.2													
KJRB	Spokane	B	790	5.0	3.80	a	Citadel Bcstg Corp	47	9309	125		Sprts/Talk	300	0.86	1.6	1.7	1.8	1.0	1.1	1.7	1.1	1.6	1.3													
KXLY	Spokane	B	920	20.0	5.00	c	Morgan Murphy Stns	22	6203			Nws/Tlk/Spt	1,275	0.92	6.3	6.2	6.3	5.9	6.3	6.1	5.6	3.7	6.6													
KTRW	Spokane	B	970	5.0	1.00	e	Read Bcstg Network	47	9905			Religion	200		0.2	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0													
● KDRK	Dishman	B	1050	5.0	0.26	a	Citadel Bcstg Corp	84	9905		g1	Country			1.2	0.7	0.5	1.4	1.1	1.1	1.4	0.9	0.7													
KVNI	Coeur D' Alene	B	1080	10.0	1.00	d	Morgan Murphy Stns	46	9805		c4	Old/Nws/Spt	125	0.57	1.0	1.0	0.5	0.8	0.6	1.3	0.5	1.1	0.5													
KSBN	Spokane	C	1230	1.0	1.00		Gottlieb, Alan M	21	9505	150		Bus News	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0													
KAQQ	Spokane	D	1280	5.0	0.03	b	Clear Channel Comm	65	0008		g	Nostalgia	600	0.94	2.9	2.0	1.6	2.7	1.9	2.7	1.6	2.8	3.1													
KGA	Spokane	A	1510	50.0	50.00	a	Citadel Bcstg Corp	26	9212		g2	News/Talk	850	1.00	3.9	1.2	1.8	2.2	2.5	2.4	2.8	2.7	5.6													
# AM Stations -															10	# Combos -			9	AM TOTALS								20.4	16.4	17.7	18.4	17.8	19.8	15.6	16.9	19.0
AM & FM Stations Profiled -															28	# Duopolies -			11	Total Local Commercial Share								86.7	84.8	86.2	86.9	88.7	86.8	87.7	86.1	

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 93

Revenue Rank: 99

Mobile, AL Market Overview



Metro Counties / Population (000)

Baldwin, AL	147.6
Mobile, AL	399.6
	547.2

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$14,700	\$17,600	\$20,000	\$22,200	\$20,300	\$21,000
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.4%	\$22,200	\$23,700	\$25,000	\$26,400	\$27,700	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.53/1,000	\$3.82/1,000	Local	80%		
Revenue/Capita	\$28.04	\$38.38	\$48.94	National	20%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	524.2	547.2	0.9%	547.2	566.0
Households	193.5	209.6	1.6%	209.6	220.8	1.0%
Retail Sales	NA ^{1/}	5,941.6	NA ^{1/}	5,941.6	7,259.0	4.1%
EBI ^{2/}	7,369.6	8,521.0	2.9%	8,521.0	10,745.0	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	263.1	48.2	25.8	25.2	33.3	39.3	36.6	54.7
Women (000)	284.1	46.0	24.8	26.8	35.4	42.2	39.1	69.9
Total	547.2	94.2	50.5	52.0	68.7	81.5	75.7	124.6
Percentage	100.0%	17.2%	9.2%	9.5%	12.5%	14.9%	13.8%	22.8%
Per Capita	\$ 15,573							
				Median Household	\$ 32,023		Avg Household	\$ 40,646
Ethnic Population:	White	69.0%	Black	27.6%	Asian	1.2%	Hispanic	1.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		12	12	14	13	27
Tot 12+	1.6		66.3	67.9	67.9	12.6	80.5
Avg 12+	0.8		5.5	5.7	4.9	1.0	3.0
Tot LCS	2.0		82.4	84.3	84.3	15.7	100.0
Avg LCS	1.0		6.9	7.0	6.0	1.2	3.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Pensacola .

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WZEW	Fairhope	C3	92.1	13.5	449	a .COM+Inc.	66	0205 p	1,890		AAA	750	1.23	2.9	2.9	1.3	2.5	3.6	2.2	3.1	1.7	1.9
WBLX	Mobile	C	92.9	100.0	1555	d Cumulus Bcstg Inc	73	9911	19,000	d1	Urban AC	2,725	0.77	16.8	12.5	11.8	14.4	11.4	14.7	11.3	12.6	13.5
WKSJ	Mobile	C	94.9	100.0	1555	g Clear Channel Comm	71	9705	24,000	d2	Country	4,100	1.76	11.1	8.7	8.5	8.2	8.3	8.9	8.1	8.7	8.7
WRKH	Mobile	C	96.1	100.0	1342	g Clear Channel Comm	64	9705		d2	Clsc Rock	1,900	1.26	7.2	6.0	6.4	4.9	6.6	4.5	6.3	6.3	5.2
WABB	Mobile	C	97.5	100.0	1552	f Dittman Group		73			Adult CHR	2,750	1.44	9.1	6.5	7.3	6.6	6.4	8.6	6.8	6.5	6.4
WDLT	Chickasaw	C2	98.3	40.0	548	d Cumulus Bcstg Inc	81	9911		d1	Urban AC	2,300	0.78	14.0	9.4	9.2	10.4	10.3	11.4	10.9	11.3	9.9
WMXC	Mobile	C	99.9	100.0	1755	g Clear Channel Comm	47	9705		d2	AC	1,900	1.19	7.6	6.9	7.7	6.8	6.8	5.9	5.6	6.8	5.3
WTKX	Pensacola	C	101.5	100.0	1329	Clear Channel Comm	71	9712			Rock	n/a		5.5	3.8	4.4	4.9	3.9	3.5	4.7	3.9	5.0
WQUA	Citronelle	C3	102.1	15.0	427	ABC/Disney	89	0207	1,500		Gospel	100		0.4	0.0	0.0	0.0	0.0	0.4	0.7	0.0	0.0
WYBM	Milton	C	102.7	100.0	1329	Pamal Broadcasting	64	0012			Country	n/a		2.5	2.5	3.1	2.5	1.6	1.7	1.3	2.3	2.5
WYOK	Atmore	C	104.1	100.0	1555	d Cumulus Bcstg Inc	66	9911	6,000	c1	CHR/Rhymc	350	0.67	2.5	1.6	3.2	2.1	1.6	1.4	1.5	2.4	2.4
WNSP	Bay Minette	A	105.5	5.3	348	a .COM+Inc.	64	9808	1,050		Sports	650	1.55	2.0	1.9	1.6	1.3	2.2	0.9	1.0	1.2	3.0
WCSN	Orange Beach	A	105.7	5.0	246	c Gulf Coast Bcstg	96	9711	760		AC	300		0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
WAVH	Daphne	C2	106.5	50.0	449	d Cumulus Bcstg Inc	93	0205 p	5,110		Oldies	750	1.12	3.2	2.7	3.4	2.6	1.9	2.0	2.1	3.0	2.7
# FM Stations -				14	# Combos -				11	FM TOTALS				84.9	65.4	67.9	67.2	64.6	66.1	63.8	66.7	66.5

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WDLT	Fairhope	B	660	10.0	0.85	d	Cumulus Bcstg Inc	65	9911		d1	News/Talk	100		0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4
WNTM	Mobile	B	710	1.0	1.00	g	Clear Channel Comm	46	9705		d2	News/Talk	800	0.91	4.2	2.9	4.2	3.8	3.2	3.5	2.8	3.3	3.3
WBHY	Mobile	D	840	10.0	0.00	e	Goforth Media Inc	43	8604	250	+	Christian	75		0.8	0.6	0.9	0.4	0.6	0.7	0.9	0.0	1.0
WGOK	Mobile	B	900	1.0	0.38	d	Cumulus Bcstg Inc	58	9911		c1	Gospel	850	0.60	6.8	5.9	3.9	5.1	4.2	5.6	6.8	4.1	4.7
WLPR	Prichard	B	960	5.0	1.00	e	Goforth Media Inc	85	9404	180		Gospel			0.5	0.0	0.0	0.0	1.2	0.0	0.6	0.8	0.0
WDXZ	Robertsdale	D	1000	1.0	0.00	b	Great American Radio	85	0104	180		Cntry/CIHTs				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBCA	Bay Minette	D	1110	10.0	0.00	b	Great American Radio	57	9807	65		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WABF	Fairhope	D	1220	1.0	0.03	c	Gulf Coast Bcstg	61	9906	25		Adlt Stndrd	150		0.7	0.7	0.7	0.7	1.0	0.7	0.4	1.1	0.0
• WKSJ	Prichard	D	1270	5.0	0.10	g	Satellite Radio Ntwk	66	0305	100		Adlt Stndrd	50			0.0	0.0	0.7	0.4	0.0	0.0	0.0	0.0
WHEP	Foley	D	1310	2.5 cp	0.00		Stewart Bcstg Co	53	6105			News/Sprts	100		0.7	0.9	0.6	0.4	0.7	0.4	1.3	0.5	0.0
WMOB	Mobile	B	1360	5.0	0.21	B	Tucker Assoc Inc	61	8409	350		Relgn/Gospl			0.2	0.0	0.7	0.0	0.4	0.0	0.0	0.0	0.7
WLVV	Mobile	B	1410	5.0	5.00		Martin Bcstg Inc	30	9906	264		Gospel			0.4	1.5	0.7	0.9	0.9	0.6	0.7	0.0	0.0
WABB	Mobile	B	1480	5.0	4.40	f	Dittman Group		48			News/Talk	300		0.7	0.6	0.9	0.7	0.9	0.4	0.4	0.9	0.6
# AM Stations -				13	# Combos -				10	AM TOTALS				15.3	13.1	12.6	12.7	13.5	11.9	14.3	10.7	10.7	
AM & FM Stations Profiled -				27	# Duopolies -				8	Total Local Commercial Share					78.5	80.5	79.9	78.1	78.0	78.1	77.4	77.2	

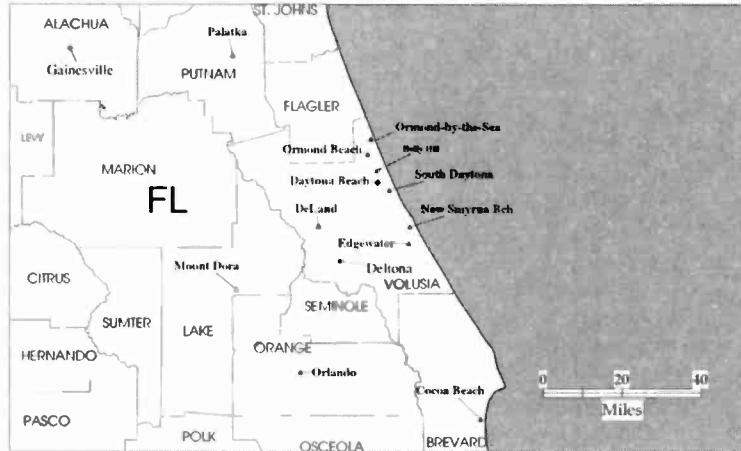
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 94

Revenue Rank: 202

Daytona Beach, FL Market Overview



Metro Counties / Population (000)

Flagler, FL	52.6
Volusia, FL	458.3
	510.9

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$7,600	\$7,100	\$6,800	\$7,300	\$7,700	\$8,000
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.9%	\$8,500	\$9,100	\$9,600	\$10,100	\$10,600	5.7%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$1.36/1,000	\$1.50/1,000	Local 90%			
Revenue/Capita	\$16.60	\$15.66	\$19.08	National 10%			

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	457.9	510.9	2.2%	510.9	555.6	1.7%
Households	187.8	213.9	2.6%	213.9	233.8	1.8%
Retail Sales	NA ^{1/}	5,888.3	NA ^{1/}	5,888.3	7,082.7	3.8%
EBI ^{2/}	6,602.7	8,325.2	4.7%	8,325.2	10,333.4	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	247.4	32.9	19.3	21.8	26.5	34.1	33.9	78.9
Women (000)	263.5	31.5	18.0	18.9	25.6	35.6	36.6	97.3
Total	510.9	64.4	37.3	40.7	52.0	69.7	70.5	176.2
Percentage	100.0%	12.6%	7.3%	8.0%	10.2%	13.6%	13.8%	34.5%
Per Capita	\$ 16,295							
				Median Household	\$ 31,102		Avg Household	\$ 38,924
Ethnic Population:	White	85.9%	Black	9.4%	Asian	1.1%	Hispanic	6.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	14	14	7	21
Tot 12+	2.8		64.4	67.2	67.2	9.0	76.2
Avg 12+	2.8		5.0	4.8	4.8	1.3	3.6
Tot LCS	3.7		84.5	88.2	88.2	11.8	100.0
Avg LCS	3.7		6.5	6.3	6.3	1.7	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Orlando & Melbourne.
ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WWKA	Orlando	C	92.3	100.0	1490	d	Cox Radio Inc	52	9704		Country	n/a		4.6	3.6	3.2	3.1	3.6	2.9	3.0	4.0	3.6	
WKRO	Edgewater	C3	93.1	15.0	427	a	Black Crow Bcstg	93	9412	1,250	Country	800	4.55	2.2	2.2	2.3	1.0	2.2	1.9	2.5	0.6	1.9	
WCFB	Daytona Beach	C	94.5	100.0	1470	d	Cox Radio Inc	47	9704		Urban AC	n/a		5.7	4.0	3.6	4.9	3.5	5.4	4.8	3.0	4.9	
WHOG	Ormond-By-The-	C3	95.7	25.0	328	a	Black Crow Bcstg	95	9610	2,000	c1	Cisc Rock	2,200	5.3	4.5	3.4	4.2	3.6	4.3	4.0	4.2	4.3	
WHTQ	Orlando	C	96.5	100.0	1490	d	Cox Radio Inc	52	9612		Cisc Rock	n/a		3.7	4.0	3.4	2.1	3.3	2.7	3.0	3.7	3.8	
WGNE	Palatka	C	99.9	100.0	1201		Renda Bcstg Corp	73	9602		g	Country	1,600	3.08	6.5	6.7	7.1	4.6	4.9	5.1	5.5	3.4	3.1
• WSHE	Orlando	C	100.3	81.0	1598	e	Clear Channel Comm	71	9712			Oldies	n/a	4.8	3.1	3.9	3.4	3.6	4.0	4.2	4.5	3.1	
WJRR	Cocoa Beach	C	101.1	100.0	1598	e	Clear Channel Comm	62	9712			Rock	n/a	6.5	5.0	3.5	4.9	4.6	4.3	4.7	6.7	3.6	
WJHM	Daytona Beach	C	101.9	61.0	1585	c	Infinity Bcstg	67	0008			Rhyme/CHR	n/a	8.7	5.9	4.7	6.1	6.6	6.8	5.0	4.2	6.0	
WVYB	Holly Hill	A	103.3	3.0	295	a	Black Crow Bcstg	96	9706	1,100		CHR	1,400	4.73	3.7	2.8	2.3	2.5	3.0	3.5	2.3	3.7	3.6
WTKS	Cocoa Beach	C	104.1	100.0	1598	b	Clear Channel Comm	61	9712			Talk	n/a	7.6	5.0	5.5	6.1	5.0	7.8	5.3	5.8	5.7	
WOMX	Orlando	C	105.1	100.0	1598	c	Infinity Bcstg	67	0008			Mix AC	n/a	6.1	3.7	4.5	4.0	4.9	2.7	3.3	3.5	2.6	
WOCL	Deland	C	105.9	100.0	1581	c	Infinity Bcstg	67	0008			Alternative	n/a	5.7	4.3	3.9	4.2	4.1	3.8	3.8	2.9	3.9	
WMGF	Mount Dora	C	107.7	100.0	1585	e	Clear Channel Comm	66	9712			Soft AC	n/a	16.4	12.4	11.5	12.2	11.9	9.5	11.5	8.5	7.5	
# FM Stations -				14	# Combos -				12	FM TOTALS				87.5	67.2	62.8	63.3	64.8	64.7	62.9	58.7	57.6	

AM Stations

Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WNDB	Daytona Beach	B	1150	1.0	1.00	a	Black Crow Bcstg	48	9610	1,500	c1	Nws/Tlk/Spt	1,200	4.05	3.7	2.6	2.6	2.5	3.0	2.7	2.7	2.6	4.2
WSBB	New Smyrna	C	1230	1.0	1.00		TK Radio Inc	50	9110	50		Adlt Stndrd	250	0.92	3.4	1.9	1.3	3.0	2.0	2.4	2.5	3.7	3.3
WYND	Deland	D	1310	8.5	0.10		B Tucker Assoc Inc	56	8902	255	al	Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WROD	Daytona Beach	C	1340	1.0	1.00		Gore-Overgaard Bcstg	47	9901	1,010		Big Band	300	0.83	4.5	3.1	4.2	3.6	3.0	5.6	4.8	4.6	4.9
WELE	Ormond Beach	B	1380	5.0	2.50		J&V Comm Inc	57	9412	313		Nws/Tlk/Spt	100		0.4	0.8	0.4	0.6	0.0	0.5	0.0	0.0	0.5
WNDA	DeLand	C	1490	1.0	1.00	a	Black Crow Bcstg	48	0004	250		Nws/Tlk/Spt	50			0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
WPUL	South Daytona	D	1590	1.0	0.03		Cherry, Glenn W.	57	8902	250		Gospel	100		0.7	0.6	1.6	1.0	0.0	0.6	0.7	0.6	1.2
# AM Stations -				7	# Combos -				2	AM TOTALS				12.7	9.0	10.1	10.7	8.0	12.0	10.7	11.5	14.1	
AM & FM Stations Profiled -				21	# Duopolies -				7	Total Local Commercial Share				76.2	72.9	74.0	72.8	76.7	73.6	70.2	71.7		

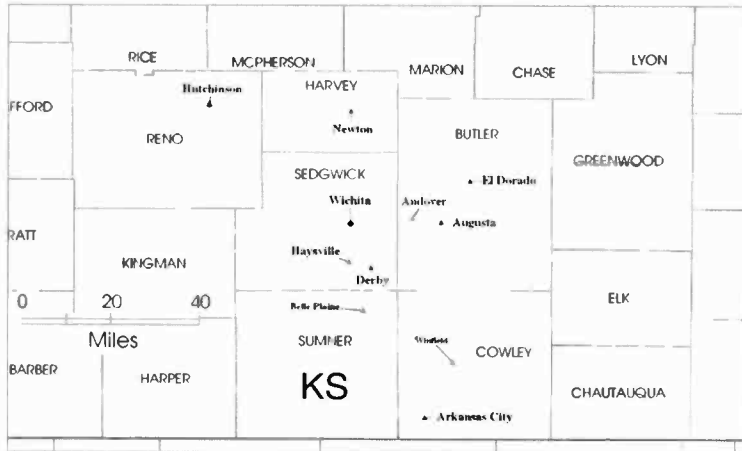
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 95

Revenue Rank: 73

Wichita, KS Market Overview



Metro Counties / Population (000)

Butler, KS	60.3
Harvey, KS	32.8
Sedgwick, KS	456.7
Total	549.8

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$24,500	\$27,100	\$30,300	\$29,500	\$28,300	\$30,500
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.8%	\$32,100	\$34,300	\$36,200	\$38,200	\$40,100	5.6%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.33/1,000	\$4.60/1,000	Local 90%
Revenue/Capita	\$47.62	\$55.47	\$71.63	National 10%

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	514.5	549.8	1.3%	549.8	559.8
Households	196.7	212.5	1.6%	212.5	216.8	0.4%
Retail Sales	NA ^{1/}	7,051.2	NA ^{1/}	7,051.2	8,720.7	4.3%
EBI ^{2/}	8,107.5	9,989.6	4.3%	9,989.6	12,152.7	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	271.5	52.1	26.4	26.7	37.3	43.4	37.9	47.8
Women (000)	278.3	49.6	25.5	26.0	35.9	42.7	37.2	61.4
Total	549.8	101.7	51.9	52.6	73.2	86.1	75.1	109.2
Percentage	100.0%	18.5%	9.4%	9.6%	13.3%	15.7%	13.7%	19.9%
Per Capita	\$ 18,170							
				Median Household	\$ 38,878		Avg Household	\$ 47,013
Ethnic Population:	White	81.0%	Black	8.0%	Asian	3.1%	Hispanic	8.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			16	15	16	8	24
Tot 12+			73.5	72.7	73.5	14.8	88.3
Avg 12+			4.6	4.8	4.6	1.9	3.7
Tot LCS			83.2	82.3	83.2	16.8	100.0
Avg LCS			5.2	5.5	5.2	2.1	4.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																			
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001												
KMXW	Newton	C1	92.3	100.0	640	a	Journal Comm Inc	59	0005	4,500		Modern Rock	400	0.87	1.5	1.4	1.6	1.9	1.3	1.8	0.9	1.1	1.5											
KANR	Belle Plaine	C3	92.7	12.0	469		Smith, Daniel D.	96				Alternative	100	0.27	1.2	0.6	0.8	1.3	1.3	1.1	0.6	1.1	1.3											
KDGS	Andover	C3	93.9	25.0	328	c	Entercom	93	0006	3,150		CHR/Rhythmc	1,700	0.71	7.9	7.3	8.3	7.2	6.5	6.1	9.5	5.7	6.8											
KICT	Wichita	C1	95.1	100.0	899	a	Joumal Comm Inc	72	9906		g2	Rock	2,250	1.07	6.9	6.6	6.5	6.4	6.2	5.3	4.8	7.9	6.6											
KRZZ	Derby	C2	96.3	50.0	492	b	Clear Channel Comm	78	0008		g	Clisc Rock	2,000	1.15	5.7	4.0	4.4	4.5	3.2	3.4	5.3	5.7	5.8											
KRBB	Wichita	C	97.9	100.0	994	b	Clear Channel Comm	48	0008		g	AC	3,400	1.38	8.1	7.1	7.3	5.8	8.7	7.4	5.3	8.0	8.1											
KFH	Clearwater	C2	98.7	50.0	492	c	Entercom	95	0006	2,000		Talk	100	0.20	1.6	2.0	1.9	2.3	1.7	1.8	1.2	1.4	1.3											
KTLI	El Dorado	C1	99.1	100.0	617		Stephens Family LP	72	9606	1,253		ChrsContem	1,100	0.97	3.7	2.6	2.8	2.7	3.0	3.9	3.0	3.6	2.6											
KFDI	Wichita	C	101.3	100.0	1139	a	Journal Comm Inc	63	9906		g2	Country	4,300	1.17	12.1	15.0	9.8	11.7	10.7	12.3	11.2	9.0	10.5											
KZSN	Hutchinson	C	102.1	100.0	1034	b	Clear Channel Comm	68	0008		g	Country	2,800	1.21	7.6	6.2	5.5	5.8	5.5	7.4	5.5	9.0	5.0											
KEYN	Wichita	C1	103.7	95.0	1007	c	Entercom	68	0002	8,000	d1	Oldies	1,400	0.69	6.7	5.4	5.8	5.5	7.8	6.5	6.1	5.4	5.7											
KFXJ	Augusta	C2	104.5	45.0	515	a	Joumal Comm Inc	92	9906		g2	ClRck/CIHts	1,400	0.88	5.2	5.1	5.5	5.0	4.2	4.0	5.5	3.6	5.2											
KFBZ	Haysville	C	105.3	100.0	988	c	Entercom	85	0002		d1	Hot AC	1,800	1.37	4.3	4.6	4.4	5.0	3.2	4.5	4.7	2.8	3.2											
KYQQ	Arkansas City	C	106.5	100.0	1280	a	Journal Comm Inc	79	9906		g2	Mexican	700	1.09	2.1	1.9	1.9	1.9	1.5	1.6	3.1	1.3	1.5											
KKRD	Wichita	C1	107.3	100.0	843	b	Clear Channel Comm	67	0008		g	CHR	2,375	1.15	6.8	3.5	5.3	3.8	4.7	6.3	7.3	4.9	5.5											
KSJM	Winfield	C2	107.9	50.0	387		Sherman Bcst Group	96	0009	1,500		Urban AC	300		0.7	1.2	1.7	0.5	1.3	1.0	0.6	0.0	1.0											
# FM Stations -														16	# Combos -		13	FM TOTALS								82.1	74.5	73.5	71.3	70.8	74.4	74.6	70.5	71.6

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																		
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001											
KSGI	Wichita	D	900	0.3	0.03	d	Agape	57	7707	400		Christian	150		0.4	0.0	0.0	0.5	0.0	0.0	0.5	0.5	0.5											
KJRG	Newton	D	950	0.5	0.15		Anderson Stations	53	5907			Gospel	100		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0										
KFTI	Wichita	B	1070	10.0	1.00	a	Joumal Comm Inc	23	9906		g2	Country	1,850	0.98	6.2	5.4	5.1	7.5	6.7	5.0	4.5	6.8	5.8											
KNSS	Wichita	C	1240	0.6	0.00	c	Entercom	47	0002		d1	Nws/Tlk/Spt	700	0.48	4.8	6.2	6.1	5.9	5.2	4.7	4.5	3.9	4.0											
KFH	Wichita	B	1330	5.0	5.00	c	Entercom	22	0002		d1	Talk	800	0.79	3.3	0.9	2.2	1.7	2.2	2.7	2.2	3.0	3.7											
KAHS	El Dorado	D	1360	1.0	0.04		Reunion Bcstg LLC	53	9806	135		Nstlg/Talk	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0											
KMYR	Wichita	B	1410	5.0	1.00	d	Agape	77	9707	250		Adlt Stndrd	100	0.22	1.5	1.4	1.4	1.6	1.7	1.1	1.2	1.3	1.6											
● KQAM	Wichita	B	1480	5.0	1.00	c	ABC/Disney	36	0207	2,000		Children	475	1.04	1.5	0.0	0.0	0.0	0.0	0.6	1.6	2.1	1.1											
# AM Stations -														8	# Combos -		6	AM TOTALS								17.9	13.9	14.8	17.2	15.8	14.1	14.5	18.2	16.7
AM & FM Stations Profiled -														24	# Duopolies -		8	Total Local Commercial Share								88.4	88.3	88.5	86.6	88.5	89.1	88.7	88.3	

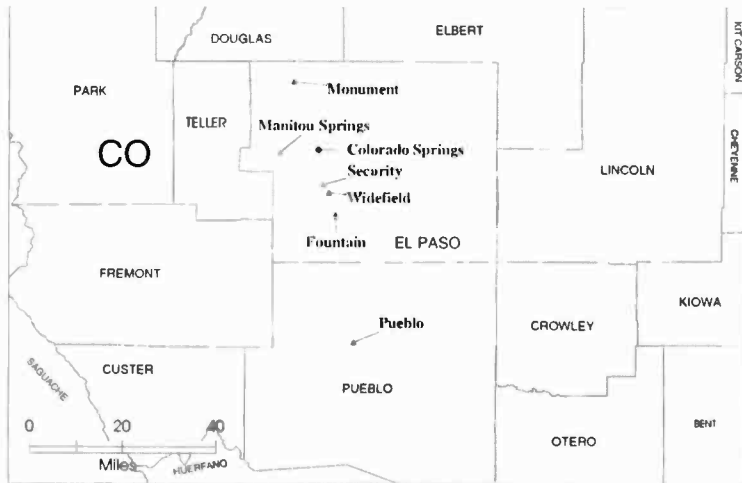
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 96

Revenue Rank: 76

Colorado Springs, CO Market Overview



Metro Counties / Population (000)

El Paso, CO	537.3
	537.3

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$15,700	\$17,500	\$23,000	\$27,000	\$26,400	\$28,100
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.4%	\$29,700	\$31,800	\$33,500	\$35,400	\$37,100	5.7%
	1997	2002	2007				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.56/1,000	\$3.42/1,000				Local 80%
Revenue/Capita	\$32.93	\$52.30	\$62.87				National 20%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	476.8	537.3	2.4%	537.3	590.1
Households	178.3	200.1	2.3%	200.1	219.9	1.9%
Retail Sales	NA ^{1/}	7,883.7	NA ^{1/}	7,883.7	10,847.0	6.6%
EBI ^{2/}	6,624.8	10,259.0	9.1%	10,259.0	14,418.4	7.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	269.6	50.4	25.9	31.2	40.3	45.7	36.7	39.3
Women (000)	267.7	47.5	24.0	26.1	37.4	46.1	38.0	48.7
Total	537.3	97.9	49.9	57.3	77.7	91.8	74.7	88.0
Percentage	100.0%	18.2%	9.3%	10.7%	14.5%	17.1%	13.9%	16.4%
Per Capita	\$ 19,095							
				Median Household	\$ 42,082		Avg Household	\$ 51,275
Ethnic Population:	White	80.8%	Black	6.5%	Asian	2.9%	Hispanic	11.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			14	13	14	8	22
Tot 12+			63.7	62.2	63.7	9.6	73.3
Avg 12+			4.6	4.8	4.6	1.2	3.3
Tot LCS			86.9	84.9	86.9	13.1	100.0
Avg LCS			6.2	6.5	6.2	1.6	4.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Pueblo.

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
KSPZ	Colorado Springs	C	92.9	79.0	2198	b	Citadel Bcstg Corp	60	9905		sw	Oldies	1,850	0.89	7.4	5.3	4.8	7.0	5.4	5.8	4.4	6.9	5.8
KILO	Colorado Springs	C	94.3	83.0	2110	a	Bahakel Comm	66	8408	3,600		AOR	1,675	0.68	8.8	7.5	7.3	8.9	5.8	6.1	6.9	7.4	6.7
KRDO	Colorado Springs	C	95.1	65.0	2093	e	Pikes Peak Bcstg	69			1	AC	1,125	0.93	4.3	3.1	3.4	3.5	2.1	4.3	3.6	2.5	2.8
KMOM	Fountain	C2	96.1	0.5	2198	d	Clear Channel Comm	92	0007			Rock	900	0.94	3.4	2.7	2.9	2.3	2.9	2.1	2.3	3.0	3.2
● KCCY	Pueblo	C	96.9	40.0 cp	2280	d	Clear Channel Comm	75	0102			Country	n/a		6.3	4.4	4.8	6.0	3.8	4.4	5.3	5.7	4.0
KKFM	Colorado Springs	C	98.1	71.0	2290	b	Citadel Bcstg Corp	58	9212		g	Clsc Rock	2,500	1.39	6.4	4.8	3.2	3.7	6.2	5.8	5.2	3.8	5.0
KKMG	Pueblo	C	98.9	72.0	2280	b	Citadel Bcstg Corp	67	9403	913		CHR	3,175	0.74	15.3	12.4	10.9	9.6	11.7	13.0	11.5	11.0	11.7
● KVUU	Pueblo	C	99.9	79.0	2198	d	Clear Channel Comm	76	0008		g	Hot AC	1,600	1.19	4.8	3.6	4.9	5.6	4.2	4.1	3.6	3.9	3.3
● KGFT	Pueblo	C	100.7	78.0	2218	g	Salem Comm Corp	76	9603	3,000		Chrst/Talk	1,600	3.80	1.5	0.8	1.5	1.1	1.4	0.8	1.6	1.4	0.8
● KKCS	Colorado Springs	C	101.9	72.0	2280	c	Superior Bcstg	67	0308	18,000		Country	3,100	1.41	7.8	6.1	4.9	6.3	6.5	4.9	5.7	6.3	7.2
● KBIQ	Manitou Springs	C	102.7	72.0	2280	g	Salem Comm Corp	74	9610	100		ChrsContem	1,100	0.93	4.2	3.6	3.4	3.5	3.4	3.8	3.2	2.7	3.2
KYZX	Pueblo	C2	103.9	1.8	2159	a	Bahakel Comm	92	9903	4,500	d2	Clsc Rock	800	0.68	4.2	3.6	3.7	3.5	5.0	3.6	3.6	3.5	2.2
KSKX	Security	C3	105.5	0.4	2228		Optima Comm	73	8902	1,460	1	Smooth Jazz	1,100	1.12	3.5	3.2	2.7	3.0	3.0	2.3	2.3	3.0	3.2
KKLI	Widefield	C2	106.3	1.6	2225	d	Clear Channel Comm	87	0008		g	Soft AC	2,500	0.99	9.0	6.3	5.3	6.1	6.1	4.9	8.9	6.2	7.7
# FM Stations -				14	# Combos -				13	FM TOTALS				86.9	67.4	63.7	70.1	67.5	65.9	68.1	67.3	66.8	

AM Stations

Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
KVOR	Colorado Springs	B	740	3.3	1.50	b	Citadel Bcstg Corp	55	9905		g1	News/Talk	1,350	0.72	6.7	5.9	6.3	5.3	6.2	4.6	5.0	4.4	6.8
KCBB	Monument	D	1040	15.0	0.00	f	Crawford Bcstg Co	85	9902	750	d1	Chrst/Talk			0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
KRDO	Colorado Springs	C	1240	1.0	1.00	e	Pikes Peak Bcstg	47			1	Sprts/Talk	500	1.37	1.3	0.7	0.5	1.4	1.0	1.0	0.6	1.1	1.3
KBZC	Colorado Springs	B	1300	5.0	1.00	b	Citadel Bcstg Corp	22	9905		g1	Talk	400	0.65	2.2	0.0	0.0	0.7	1.0	2.3	1.1	1.3	2.2
● KZNT	Colorado Springs	B	1460	5.0	0.50	c	Salem Comm Corp	56	0308		na	Talk	150	0.53	1.0	0.7	1.4	0.7	1.1	1.0	0.5	0.8	0.8
KXRE	Manitou Springs	C	1490	0.5	1.00		Latino Comm	56	0302		d1	Mexican			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCMN	Colorado Springs	D	1530	15.0	0.02	f	Crawford Bcstg Co	64	9902		d1	Adlt Stndrd	300	0.63	1.7	1.7	1.4	1.6	1.3	1.5	1.5	1.3	0.8
KWYD	Colorado Springs	D	1580	10.0	0.07		Pilgrim Comm LLC	57	9805	450		FSv/Cst/TK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				8	# Combos -				6	AM TOTALS				13.1	9.0	9.6	9.7	10.6	10.9	8.7	8.9	11.9	
AM & FM Stations Profiled -				22	# Duopolies -				7	Total Local Commercial Share				76.4	73.3	79.8	78.1	76.8	76.8	76.2	78.7		

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 97

Revenue Rank: 68

Madison, WI Market Overview



Metro Counties / Population (000)

Columbia, WI	53.5
Dane, WI	434.2
Iowa, WI	23.1
Total	510.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$24,300	\$25,700	\$28,100	\$34,000	\$31,600	\$34,500
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.2%	\$36,300	\$38,800	\$41,000	\$43,200	\$45,400	5.6%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.55/1,000	\$3.54/1,000	Local	86%		
Revenue/Capita	\$51.27	\$67.54	\$84.72	National	14%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	474.0	510.8	1.5%	510.8	535.9
Households	183.8	207.8	2.5%	207.8	221.8	1.3%
Retail Sales	NA ^{1/}	9,725.6	NA ^{1/}	9,725.6	12,816.8	5.7%
EBI ^{2/}	8,408.9	10,100.2	3.7%	10,100.2	13,382.6	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	252.7	38.7	21.3	34.3	39.6	40.9	37.2	40.6
Women (000)	258.1	37.2	20.0	34.2	37.3	40.8	37.7	50.9
Total	510.8	75.9	41.3	68.4	77.0	81.8	75.0	91.5
Percentage	100.0%	14.9%	8.1%	13.4%	15.1%	16.0%	14.7%	17.9%
Per Capita	\$ 19,772	Median Household		\$ 40,501	Avg Household		\$ 48,615	
Ethnic Population:	White	89.7%	Black	3.7%	Asian	3.2%	Hispanic	3.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	7		13	18	9	27
Tot 12+	22.5	38.3		59.6	60.8	13.2	74.0
Avg 12+	2.0	5.5		4.6	3.4	1.5	2.7
Tot LCS	30.4	51.8		80.5	82.2	17.8	100.0
Avg LCS	2.8	7.4		6.2	4.6	2.0	3.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WMAD	Sun Prairie	A	92.1	3.9 cp	410	d	Clear Channel Comm	72	0008		g1	Hot AC	1,600	1.25	3.7	1.5	1.8	2.5	2.9	2.7	2.9	3.1	2.5
• WHIT	De Forest	A	93.1	6.0	322	d	Mid-West Family Bcst	03				Clsc Hits				1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJJO	Watertown	B	94.1	50.0	492	c	Mid-West Family Bcst	61	9306	1,600		Rock	2,225	0.96	6.7	6.3	6.4	6.6	5.4	4.8	6.1	5.8	3.5
WOLX	Baraboo	B	94.9	37.0	1299	b	Entercom	45	0009	14,600	d2	Oldies	2,700	0.83	9.4	5.6	7.4	6.2	7.0	6.8	7.6	7.1	6.5
• WBKY	Portage	A	95.9	5.4	322	e	Magnum Radio Inc	99				Country			0.6	0.8	0.5	0.0	0.0	0.7	0.5	0.6	0.0
WCJZ	Sauk City	B1	96.3	5.1	673	d	Clear Channel Comm	64	0008		g1	Smooth Jazz	1,400	1.19	3.4	1.5	2.3	2.0	2.3	1.8	2.9	2.6	2.7
WMGN	Madison	B	98.1	38.0	581	c	Mid-West Family Bcst	48				AC	4,750	1.42	9.7	5.9	6.7	6.7	7.9	7.2	6.9	7.8	7.0
WDMP	Dodgeville	A	99.3	1.6	459	f	Dodge Point Bcstg Co	68				Country	400	0.53	2.2	1.5	1.8	1.5	1.1	2.0	1.2	1.8	1.7
• WDDC	Portage	A	100.1	3.1	374	g	Zoe Communications	66	0305	1,100		Country			0.8	0.8	0.0	0.5	0.5	0.7	0.7	0.5	0.5
WTLX	Columbus	A	100.5	6.0 cp	328	a	Good Karma Bcstg	90	9711		d1	Sprts/Talk	200		0.7	0.5	0.7	0.8	0.5	0.7	0.5	0.5	0.5
WIBA	Madison	B	101.5	12.0	1014	d	Clear Channel Comm	47	0008		g1	Clsc Rock	3,800	1.36	8.1	7.0	6.5	6.2	8.1	6.5	4.9	5.2	7.7
WZEE	Madison	B	104.1	12.0	1004	d	Clear Channel Comm	48	0008		g1	CHR	4,000	1.07	10.8	7.3	7.7	8.5	7.3	7.3	8.8	8.2	7.9
WBZU	Waunakee	A	105.1	6.0	243	b	Entercom	92	0009		d2	80s Hits	1,500	0.84	5.2	4.6	3.3	5.3	3.0	4.7	4.6	3.6	2.7
WMMM	Verona	A	105.5	2.0	574	b	Entercom	91	0009		d2	AAA	2,100	1.05	5.8	5.1	4.0	4.6	4.8	4.5	4.6	4.0	4.2
WKPO	Evansville	A	105.9	1.7	482	a	Good Karma Bcstg	89	0009			CHR/Rhythmc	600	0.67	2.6	2.5	2.2	2.0	1.8	2.5	1.5	2.1	1.8
WWQM	Middleton	A	106.3	4.5	374	c	Mid-West Family Bcst	70	9706	6,400	c2	Country	2,900	0.86	9.8	9.3	8.2	7.6	8.1	8.8	6.8	6.0	7.9
• WNNO	Wisconsin Dells	A	106.9	3.1	322	e	Magnum Radio Inc	74	9903	775	c1	AC			0.2	0.0	0.0	0.5	0.5	0.0	0.0	0.5	0.0
• WSJY	Fort Atkinson	B	107.3	26.0	676		NewRadio Group	59	0307		g	Lite AC	450	0.93	1.4	0.7	1.3	1.0	1.8	1.3	0.8	1.3	0.7
# FM Stations -					18	# Combos -					16	FM TOTALS			81.1	61.9	60.8	62.5	63.0	63.0	61.3	60.7	57.8

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio	Summer 2003		Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WDMP	Dodgeville	D	810	0.3	0.00	f	Dodge Point Bcstg Co	68				Country				0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WIBU	Wisconsin Dells	B	900	1.0	0.22	e	Magnum Radio Inc	69	9903		c1	Adlt Stndrd			0.3	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	
WTSO	Madison	B	1070	10.0	5.00	d	Clear Channel Comm	48	0008		g	Sports	1,000	0.97	3.0	2.0	2.0	1.8	2.2	2.2	1.9	2.6	2.3	
WHFA	Poyntette	C	1240	1.0	1.00		Starboard Media	25	0107	1,000		Religion	800			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WIBA	Madison	B	1310	5.0	5.00	d	Clear Channel Comm	25	0008		g1	News/Info	2,625	0.87	8.7	5.1	5.2	5.7	6.6	5.8	4.9	6.3	8.9	
• WPDR	Portage	D	1350	1.0	0.04	g	Zoe Communications	52	0305			Talk/AC			0.7	0.0	0.5	1.0	0.0	0.8	0.5	0.0	0.7	
WLMV	Madison	B	1480	5.0	5.00	c	Mid-West Family Bcst	48	5911			Spanish			0.2	0.0	0.5	0.0	0.0	0.2	0.2	0.2	0.0	
WTUX	Madison	D	1550	5.0	0.00	c	Mid-West Family Bcst	64	9706		c2	Nostalgia	300	0.27	3.2	2.0	2.7	2.3	2.7	2.8	3.2	2.9	0.8	
WTDY	Madison	B	1670	10.0	1.00	c	Mid-West Family Bcst	48	5911			News/Talk	1,100	1.14	2.8	1.7	2.3	2.3	2.9	2.5	1.7	1.9	2.3	
# AM Stations -					9	# Combos -					8	AM TOTALS			18.9	11.0	13.2	13.1	14.4	14.3	13.4	13.9	15.0	
AM & FM Stations Profiled -					27	# Duopolies -					10	Total Local Commercial Share			72.9	74.0	75.6	77.4	77.3	74.7	74.6	72.8		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 98

Revenue Rank: 240

Lakeland-Winter Haven, FL Market Overview



Metro Counties / Population (000)

Polk, FL	505.0
	505.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$4,700	\$5,100	\$5,600	\$5,900	\$5,600	\$5,900	4.7%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	5.4%	\$6,300	\$6,500	\$6,900	\$7,300	\$7,700	5.2%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.07/1,000	\$1.10/1,000	Local 85%
Revenue/Capita	\$10.28	\$11.68	\$13.88	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	457.3	505.0	2.0%	505.0	554.6	1.9%
Households	175.2	195.8	2.2%	195.8	216.0	2.0%
Retail Sales	NA ^{1/}	5,516.1	NA ^{1/}	5,516.1	7,026.2	5.0%
EBI ^{2/}	6,008.7	7,600.3	4.8%	7,600.3	9,538.1	4.6%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	247.1	41.3	22.1	21.5	30.0	34.4	31.3	66.5
Women (000)	257.8	39.0	20.2	20.8	29.7	34.6	33.1	80.3
Total	505.0	80.4	42.3	42.3	59.7	69.0	64.4	146.9
Percentage	100.0%	15.9%	8.4%	8.4%	11.8%	13.7%	12.7%	29.1%
Per Capita	\$ 15,051							
				Median Household	\$ 31,187		Avg Household	\$ 38,820
Ethnic Population:	White	78.8%	Black	13.8%	Asian	1.0%	Hispanic	10.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			3	3	3	9	12
Tot 12+			21.8	21.8	21.8	7.2	29.0
Avg 12+			7.3	7.3	7.3	0.8	2.4
Tot LCS			75.2	75.2	75.2	24.8	100.0
Avg LCS			25.1	25.1	25.1	2.8	8.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Tampa .

FM Stations										ARB 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
															2003	2002	2002	2001	2001	2000	2000	1999	
WSJT	Lakeland	C	94.1	100.0	1493	a	Infinity Bcstg	67	0102		Jazz	n/a		15.1	4.8	4.2	3.6	5.0	3.2	3.2	3.3	4.3	
WPCV	Winter Haven	C	97.5	100.0	1017	b	Hall Communications	62	8110	2,000	c1	Country	3,800	1.33	48.4	14.0	16.6	13.0	14.3	12.9	17.5	18.6	11.8
WWRZ	Fort Meade	C2	98.3	26.0	686	b	Hall Communications	77	9508	1,750	c1	Lite AC			6.4	3.0	2.2	1.8	1.8	2.4	2.7	1.6	2.2
# FM Stations -				3	# Combos -				2	FM TOTALS				69.9	21.8	23.0	18.4	21.1	18.5	23.4	23.5	18.3	

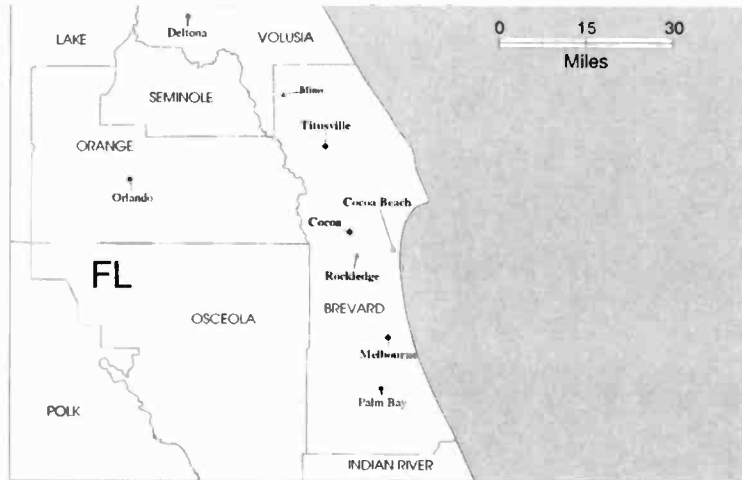
AM Stations										ARB 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
																2003	2002	2002	2001	2001	2000	2000	1999
WWBF	Bartow	B	1130	2.5	0.50		Thornburg, Thomas N	69	8401			Oldes/Sprts	100		0.8	0.7	0.8	0.0	0.5	0.5	0.8	0.3	0.7
WONN	Lakeland	C	1230	1.0	1.00	b	Hall Communications	49	8110		c1	Nostalgia	200	0.38	8.9	1.5	0.8	1.8	3.3	1.2	2.7	3.1	2.6
WIPC	Lake Wales	B	1280	1.0	0.50		Siber Media Group	51	0209	73		Nws/Tlk/Inf				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWAB	Lakeland	D	1330	1.0	0.00		Radio Sta. WWAB Inc	57	7301			Urban/Talk	100			0.8	1.0	0.0	0.0	0.5	0.8	0.0	0.8
WHNR	Cypress Gardens	B	1360	5.0	2.50		GB Enterprises Comm	58	9507	250		Urban AC	400	1.36	5.0	1.0	1.4	1.3	1.5	0.0	1.5	1.4	2.5
WLKF	Lakeland	B	1430	5.0	1.00	b	Hall Communications	36	9609	550		News/Talk	750	2.05	6.2	2.0	1.5	2.3	1.1	0.9	2.0	1.4	1.4
WBAR	Bartow	D	1460	1.0	0.16		Bartow Bcstg Co Inc	53	9509	140		Country	100			0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.3
WSIR	Winter Haven	C	1490	1.0	1.00		Anescombe Bcstg Gr	47	0109		g	Gospel	350	0.64	9.2	1.2	2.4	2.4	2.8	0.9	0.5	1.0	2.4
WTWB	Auburndale	D	1570	5.0	0.01		Evangel Christn Sch	56	0303	275	e	Gospel	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
# AM Stations -				9	# Combos -				2	AM TOTALS				30.1	7.2	7.9	7.8	9.2	4.0	8.3	8.6	12.7	
AM & FM Stations Profiled -				12	# Duopolies -				2	Total Local Commercial Share				29.0	30.9	26.2	30.3	22.5	31.7	32.1	31.0		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 99

Revenue Rank: 186

Melbourne-Titusville-Cocoa, FL Market Overview



Metro Counties / Population (000)

Brevard, FL	492.2
	492.2

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$6,600	\$7,500	\$8,800	\$9,500	\$8,000	\$9,500	7.4%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	18.8%	\$10,200	\$11,300	\$12,300	\$13,000	\$13,600	7.5%

Revenue/Retail Sales Revenue/Capita	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout Local 90% National 10%
	NA ^{1/}	\$1.76/1,000	\$2.08/1,000	
	\$14.48	\$19.30	\$25.59	

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	455.9	492.2	1.5%	492.2	531.5	1.5%
Households	184.7	206.0	2.2%	206.0	225.5	1.8%
Retail Sales	NA ^{1/}	5,389.6	NA ^{1/}	5,389.6	6,533.3	3.9%
EBI ^{2/}	7,174.2	8,876.8	4.4%	8,876.8	10,950.2	4.3%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	240.7	34.9	20.4	18.0	24.9	39.1	33.1	70.3
Women (000)	251.5	33.4	18.9	15.9	25.5	39.3	34.6	83.9
Total	492.2	68.2	39.4	33.9	50.4	78.4	67.7	154.2
Percentage	100.0%	13.9%	8.0%	6.9%	10.2%	15.9%	13.8%	31.3%
Per Capita	\$ 18,036							
				Median Household	\$ 35,281		Avg Household	\$ 43,095
Ethnic Population:	White	86.5%	Black	8.6%	Asian	1.6%	Hispanic	4.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		7	6	8	8	16
Tot 12+	4.0		23.4	26.5	27.4	10.8	38.2
Avg 12+	4.0		3.3	4.4	3.4	1.4	2.4
Tot LCS	10.5		61.3	69.4	71.7	28.3	100.0
Avg LCS	10.5		8.8	11.6	9.0	3.5	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Ft Pierce and Orlando.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)												
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999					
WBVD	Melbourne	A	95.1	6.0	210	b					Clear Channel Comm	65	0008		g	CHR	1,125	2.28	5.2	4.0	4.1	2.4	1.4	2.4	2.4	3.0	1.9
WSJZ	Sebastian	C3	95.9	25.0	289						Sebastian Bcstg Co	01			1	Smooth Jazz			0.9	0.9	2.7	0.7	0.0	0.0	0.0	0.0	0.0
WNUE	Titusville	C1	98.1	100.0	476	a					Mega Comm Inc	68	0008	See (38)		Span/Dance	n/a		2.1	0.9	0.7	0.8	0.7	0.0	0.5	1.6	1.2
WLRQ	Cocoa	C2	99.3	50.0	492	b					Clear Channel Comm	67	0008		g	AC	1,900	1.12	17.9	6.8	6.2	6.8	6.2	4.7	6.4	4.7	8.0
• WHKR	Rockledge	C2	102.7	50.0	433	c					Cumulus Bcstg Inc	89	0008		g	1 Country	1,275	1.22	11.0	4.7	5.5	5.2	2.9	2.4	2.5	3.1	3.2
WTKS	Cocoa Beach	C	104.1	100.0	1598	a					Clear Channel Comm	61	9712			Talk	n/a		15.3	4.7	5.7	4.6	6.4	6.8	8.5	8.4	7.5
WCIF	Melbourne	C3	106.3	13.5	446						First Baptist Church	80				Religion	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAOA	Melbourne	C1	107.1	100.0	486	c					Cumulus Bcstg Inc	72	0104	9,500	c1	1 CHR	2,900	1.32	23.2	5.4	6.4	7.4	9.3	9.5	11.2	9.4	8.6
# FM Stations -					8	# Combos -					6	FM TOTALS				75.6	27.4	31.3	27.9	26.9	25.8	31.5	30.2	30.4			

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• WPGS	Mims	D	840	1.0	0.00	WPGS Inc		86			Mexican	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMEL	Melbourne	B	920	5.0	1.00	Twin Towers Bcstg	56	9308	450		Nws/Tlk/Spt	1,000	2.02	5.2	2.3	1.2	2.2	1.6	3.2	3.2	3.1	2.6		
WIXC	Titusville	B	1060	10.0	5.00	Genesis Comm Inc	57	0005	650		Sports	200	0.34	6.2	0.0	0.0	3.2	1.4	0.6	0.0	0.0	0.0		
WMMB	Melbourne	C	1240	1.0	1.00	b Clear Channel Comm	47	0008		g	News/Talk	750	0.61	13.0	4.2	3.8	4.6	4.8	5.0	4.9	7.0	6.4		
WMMV	Cocoa	B	1350	1.0	1.00	b Clear Channel Comm	57	0008		g	News/Talk				0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2		
• WWBC	Cocoa	D	1510	0.8	0.00	Astro Enterprises	65	7603			Religion	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WINT	Melbourne	D	1560	5.0	0.00	c Cumulus Bcstg Inc	68	0104		c1	1 Nostalgia	75			4.3	2.7	0.0	0.0	1.1	0.0	0.0	0.0		
• WLAA	Winter Garden	B	1680	10.0	1.00	Rama Comm Inc	99				Span/Varty	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0		
# AM Stations -					8	# Combos -					3	AM TOTALS				24.4	10.8	7.7	10.0	7.8	9.9	8.3	10.6	9.2
AM & FM Stations Profiled -					16	# Duopolies -					3	Total Local Commercial Share				38.2	39.0	37.9	34.7	35.7	39.8	40.8	39.6	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 100

Revenue Rank: 109

Lafayette, LA Market Overview



Metro Counties / Population (000)

Acadia, LA	59.2
Iberia, LA	73.5
Lafayette, LA	192.7
St. Landry, LA	87.9
St. Martin, LA	49.0
Vermilion, LA	53.9
Total	516.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$11,700	\$13,000	\$14,400	\$16,600	\$16,400	\$18,600	9.7%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	13.4%	\$19,900	\$21,400	\$22,800	\$24,100	\$25,300	6.4%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.12/1,000	\$3.45/1,000	Local 90%
Revenue/Capita	\$23.79	\$36.03	\$47.92	National 10%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	491.8	516.2	1.0%	516.2	528.0	0.5%
Households	175.1	190.9	1.7%	190.9	198.9	0.8%
Retail Sales	NA ^{1/}	5,966.3	NA ^{1/}	5,966.3	7,337.6	4.2%
EBI ^{2/}	5,754.4	7,225.6	4.7%	7,225.6	9,108.2	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	249.4	48.1	26.6	26.8	32.3	38.3	33.0	44.4
Women (000)	266.8	46.3	26.1	27.6	33.9	40.8	34.2	57.7
Total	516.2	94.4	52.8	54.5	66.2	79.1	67.2	102.1
Percentage	100.0%	18.3%	10.2%	10.6%	12.8%	15.3%	13.0%	19.8%
Per Capita	\$ 13,997							
				Median Household	\$ 29,241		Avg Household	\$ 37,849
Ethnic Population:	White 70.0%	Black 27.3%	Asian 1.1%	Hispanic 1.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		17	14	23	11	34
Tot 12+	7.0		73.2	73.6	80.2	6.7	86.9
Avg 12+	1.2		4.3	5.3	3.5	0.6	2.6
Tot LCS	8.1		84.2	84.7	92.3	7.7	100.0
Avg LCS	1.3		5.0	6.0	4.0	0.7	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Baton Rouge.

FM Stations		ARB 12+ Metro Shares (see rights)																					
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Spring				Fall			
													Revenue (000)1/	Power Ratio		2003	2002	2002	2001	2001	2000	2000	2000
KOOJ	New Iberia	C1	93.7	100.0	971	c	Citadel Bcstg Corp	92	9911	See (83)		Rock	n/a		2.5	0.7	1.3	1.9	2.4	1.8	2.0	2.1	2.3
WEMX	Kentwood	C1	94.1	100.0	981	a	Citadel Bcstg Corp	67	9903			Hip Hop	n/a			0.1	0.0	0.6	0.0	0.3	0.3	0.3	0.0
KSMB	Lafayette	C	94.5	100.0	1079	c	Citadel Bcstg Corp	64	0004	8,500	d3	CHR	2,600	1.27	11.0	8.2	8.3	8.9	10.3	8.0	9.5	10.1	10.6
KRRQ	Lafayette	C2	95.5	50.0	443	c	Citadel Bcstg Corp	96	9903		g1	Urban	900	0.47	10.4	12.3	8.9	8.3	9.9	11.6	11.2	7.9	8.5
KFTE	Breaux Bridge	C2	96.5	42.0 cp	535	b	Regent Comm	92	0112	39,600	d1	Alternative	1,400	0.95	7.9	3.8	4.1	7.8	6.0	6.3	3.8	6.2	4.8
KMDL	Kaplan	C2	97.3	38.0	561	b	Regent Comm	81	0112		d1	Country	2,000	1.51	7.1	5.7	7.6	5.9	6.5	5.7	8.9	8.5	7.4
WDGL	Baton Rouge	C	98.1	100.0	1499		Guaranty Bcstg Co	68				Clsc Rock	n/a		2.1	2.8	3.1	1.5	2.1	2.3	2.9	3.2	2.2
● KXKC	New Iberia	C	99.1	100.0	984	e	Citadel Bcstg Corp	69	0305 p	7,600		Country	2,100	1.47	7.7	7.1	8.0	8.7	4.7	7.2	6.9	7.5	8.1
KTDY	Lafayette	C	99.9	100.0	984	b	Regent Comm	66	0112		d1	AC	2,900	1.90	8.2	8.4	7.7	7.1	7.2	7.8	8.2	6.6	6.3
WYPY	Baton Rouge	C	100.7	100.0	1499		Guaranty Bcstg Co	66	9608			Country	n/a		0.5	0.7	0.4	0.4	0.4	0.6	0.8	0.6	0.4
KBON	Mamou	C3	101.1	25.0	328		Marx, Rose Ann	97	9810	70		Variety	350	0.41	4.6	3.1	4.4	3.1	4.9	3.8	2.7	2.5	4.0
WYNK	Baton Rouge	C	101.5	100.0	1499		Clear Channel Comm	68	0008			Country	n/a		1.9	2.1	1.3	1.8	1.5	2.1	1.4	1.5	1.8
KQIS	Basile	C1	102.1	100.0	981	d	Broadcast Ptnrs Inc	90	9412	380		Hot AC	400	0.86	2.5	1.7	2.0	2.2	2.2	3.0	2.0	2.1	1.6
KAJN	Crowley	C	102.9	100.0	1499		Rice Capital Bcstg	77				Religion	500	0.93	2.9	2.4	2.5	3.0	2.1	2.6	3.6	1.8	1.6
KNEK	Washington	C3	104.7	25.0	328	c	Citadel Bcstg Corp	89	9903		g1	Urban AC	900	0.54	9.0	7.7	7.4	7.7	8.1	6.2	5.7	6.2	7.3
KPEL	Abbeville	C3	105.1	25.0	292	b	Regent Comm	74	0112		d1	News/Talk	675	1.04	3.5	4.1	3.1	2.4	3.8	3.5	3.0	2.5	3.9
KFMV	Franklin	A	105.5	3.0	299		R&M Bcstg Inc	75	0210 p	435		Gospl/RhyBl	200	0.83	1.3	0.9	0.4	1.6	0.7	0.6	0.5	0.4	0.5
KJJB	Eunice	A	105.5	1.0 cp	486	g	Tri-Parish Bcstg Inc	81	9311	216		Country	150	0.67	1.2	0.0	0.4	0.9	1.2	0.6	0.3	0.3	1.4
● KRXE	Opelousas	A	105.9	3.4	433	c	Bonin Bcstg Corp	89	0305 p	500		Rock	125		0.7	0.7	1.5	0.7	0.6	0.3	1.7	0.9	1.2
KFXZ	Maurice	A	106.3	2.6	495	c	Citadel Bcstg Corp	85	9903		g1	Black Gospl	675	0.96	3.8	4.0	3.8	2.7	4.0	3.3	3.5	4.0	2.8
KBEB	Rayne	A	106.7	4.5	377	d	Broadcast Ptnrs Inc	93	9304	60	cp	Oldies	300	1.15	1.4	1.4	1.3	0.7	1.8	1.2	1.1	1.9	1.7
KOGM	Opelousas	A	107.1	3.0	203	f	KSLO Bcstg Co Inc	65				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KRKA	Erath	C1	107.9	100.0	863	b	Regent Comm	92	0112		d1	Clsc Rock	825	1.43	3.1	2.3	2.8	2.4	3.1	3.8	3.3	2.3	2.5
# FM Stations -					23	# Combos -					16	FM TOTALS		93.3	80.2	80.3	80.3	83.5	82.6	83.3	79.4	80.9	

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 100

Revenue Rank: 109

Lafayette, LA Market Overview



Metro Counties / Population (000)

Acadia, LA	59.2
Iberia, LA	73.5
Lafayette, LA	192.7
St. Landry, LA	87.9
St. Martin, LA	49.0
Vermilion, LA	53.9
Total	516.2

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$11,700	\$13,000	\$14,400	\$16,600	\$16,400	\$18,600	9.7%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	13.4%	\$19,900	\$21,400	\$22,800	\$24,100	\$25,300	6.4%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	NA ^{1/}	\$3.12/1,000	\$3.45/1,000	Local	90%		
Revenue/Capita	\$23.79	\$36.03	\$47.92	National	10%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	491.8	516.2	1.0%	516.2	528.0	0.5%
Households	175.1	190.9	1.7%	190.9	198.9	0.8%
Retail Sales	NA ^{1/}	5,966.3	NA ^{1/}	5,966.3	7,337.6	4.2%
EBI ^{2/}	5,754.4	7,225.6	4.7%	7,225.6	9,108.2	4.7%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	249.4	48.1	26.6	26.8	32.3	38.3	33.0	44.4
Women (000)	266.8	46.3	26.1	27.6	33.9	40.8	34.2	57.7
Total	516.2	94.4	52.8	54.5	66.2	79.1	67.2	102.1
Percentage	100.0%	18.3%	10.2%	10.6%	12.8%	15.3%	13.0%	19.8%
Per Capita	\$ 13,997							
					Median Household	\$ 29,241		
							Avg Household	\$ 37,849
Ethnic Population:	White	70.0%	Black	27.3%	Asian	1.1%	Hispanic	1.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		17	14	23	11	34
Tot 12+	7.0		73.2	73.6	80.2	6.7	86.9
Avg 12+	1.2		4.3	5.3	3.5	0.6	2.6
Tot LCS	8.1		84.2	84.7	92.3	7.7	100.0
Avg LCS	1.3		5.0	6.0	4.0	0.7	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Baton Rouge.

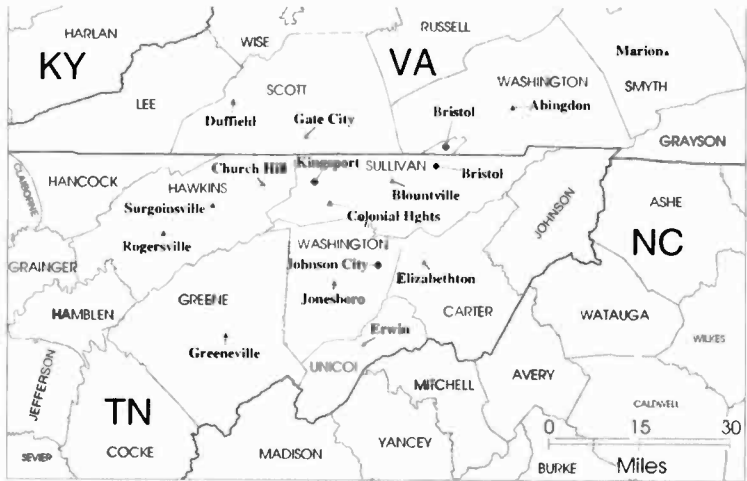
AM Stations		ARB 12+ Metro Shares (see rights)																					
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2003	2002	2002	2001	2001	2000	2000	1999
KJCB	Lafayette	B	770	1.0	0.50		R&M Bcstg Inc	82	9211		st	Urban	675	0.96	3.8	2.3	2.8	3.2	3.5	3.9	4.1	4.7	4.3
KROF	Abbeville	D	960	1.0	0.10	b	Regent Comm	48	0112		d1	Adlt Stndrd	100		0.7	1.7	0.0	0.7	0.6	0.5	0.3	0.9	0.3
KNEK	Washington	D	1190	0.3	0.00	c	Citadel Bcstg Corp	80	9903		g1	Urban AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSLO	Opelousas	C	1230	1.0	1.00	f	KSLO Bcstg Co Inc	47				Country	50			0.7	0.9	0.0	0.0	0.5	0.8	0.0	0.8
• KANE	New Iberia	C	1240	1.0	1.00		Coastl Bcstg-Larose	46	0308 p	50		Oldies	75	0.5	0.6	1.5	0.9	0.0	1.4	1.1	0.4	1.1	
KVOL	Lafayette	B	1330	5.0	1.00	c	Citadel Bcstg Corp	35	0004		d4	Sprts/Talk	75	0.1	0.4	0.7	0.1	0.0	0.0	0.5	0.0	0.4	
KNIR	New Iberia	D	1360	1.0	0.21	e	Radio Maria Inc	51	0303	45		Nostalgia			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KPEL	Lafayette	B	1420	1.0	0.75	b	Regent Comm	50	0112		d1	Sports	375	0.9	0.6	0.0	0.9	0.6	0.3	0.8	0.9	0.6	
KSIG	Crowley	C	1450	1.0	1.00	d	Broadcast Ptrns Inc	47	9212	350		Nostalgia	100	0.7	0.4	1.2	0.6	0.7	0.3	0.8	0.9	1.2	
KEUN	Eunice	C	1490	1.0	1.00	g	Tri-Parish Bcstg Inc	52				Country			0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	
KDYS	Lafayette	B	1520	10.0	0.50	c	Citadel Bcstg Corp	60	0004		d3	Children	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		11	# Combos -		9	AM TOTALS				6.7	6.7	7.1	6.4	5.4	6.9	8.4	7.9	9.0	
				AM & FM Stations Profiled -		34	# Duopolies -		10	Total Local Commercial Share				86.9	87.4	86.7	88.9	89.5	91.7	87.3	89.9		

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 101

Revenue Rank: 112

Johnson City-Kingsport-Bristol, TN-VA Market



Metro Counties / Population (000)

Carter, TN	57.5
Hawkins, TN	54.6
Sullivan, TN	153.0
Unicoi, TN	17.8
Washington, TN	108.6
Bristol City, VA	17.4
Scott, VA	23.8
Washington, VA	52.2
Total	484.9

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$13,900	\$14,700	\$16,200	\$17,700	\$16,700	\$17,600	4.7%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	5.4%	\$18,300	\$19,300	\$20,000	\$21,100	\$22,200	4.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.15/1,000	\$3.29/1,000	Local	80%		
	\$30.30	\$36.30	\$44.61	National	20%		

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	458.7	484.9	1.1%	484.9	497.6	0.5%
Households	181.2	203.0	2.3%	203.0	213.1	1.0%
Retail Sales	NA ^{1/}	5,580.4	NA ^{1/}	5,580.4	6,737.5	3.8%
EBI ^{2/}	6,312.9	7,463.8	3.4%	7,463.8	9,110.7	4.1%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	234.2	34.5	18.7	20.9	31.8	35.3	35.8	57.4
Women (000)	250.8	32.6	17.8	21.4	31.8	36.0	37.2	74.1
Total	484.9	67.0	36.5	42.2	63.6	71.3	72.9	131.4
Percentage	100.0%	13.8%	7.5%	8.7%	13.1%	14.7%	15.0%	27.1%
Per Capita	\$ 15,391	Median Household		\$ 28,714	Avg Household		\$ 36,763	
Ethnic Population:	White	96.1%	Black	2.2%	Asian	0.4%	Hispanic	1.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		7	10	12	20	32
Tot 12+	11.8		56.0	66.0	67.8	12.0	79.8
Avg 12+	2.4		8.0	6.6	5.7	0.6	2.5
Tot LCS	14.8		70.2	82.7	85.0	15.0	100.0
Avg LCS	3.0		10.0	8.3	7.1	0.8	3.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WFHG	Abingdon	A	92.7	1.6	627	e	Nininger Stations	56	0005		c1	Talk			1.4	1.5	2.2	0.9	1.7	0.9	1.4	1.1	1.1
WMEV	Marion	C	93.9	90.0	1460		Glenwood Comm Corp	61	9807		g	Country	1,100	3.13	2.0	2.7	2.0	1.5	2.0	1.9	1.4	1.1	1.8
WAEZ	Greeneville	C	94.9	86.0	1089	e	Nininger Stations	56	0008	3,800		CHR/Dance	600	0.46	7.4	5.7	7.6	6.1	6.1	5.7	6.4	5.7	5.7
WRZK	Colonial Heights	C2	95.9	6.6	1309		Murray Comm	97			2	AOR	700	0.57	7.0	4.9	4.5	3.7	5.0	6.4	6.0	5.0	4.6
WXBQ	Bristol	C	96.9	75.0	2241	e	Nininger Stations	45				Country	4,900	1.10	25.2	20.1	22.3	22.6	20.5	18.7	21.6	19.2	20.5
WTFM	Kingsport	C	98.5	74.0	2241	d	Glenwood Comm Corp	48			2	Soft Rock	2,700	1.55	9.9	7.9	7.8	6.6	5.8	5.3	9.2	8.1	8.8
WPJO	Elizabethton	C3	99.3	3.6	810	e	Nininger Stations	68	9706	3,000		Rhymc/Oldes	750	0.93	4.6	2.6	2.7	2.6	3.4	4.0	2.6	3.8	4.2
WQUT	Johnson City	C	101.5	100.0	1499	b	Citadel Bcstg Corp	48	0007		g4	Clsc Rock	2,900	1.31	12.6	11.5	9.1	10.1	12.5	11.1	8.1	10.4	10.2
WXIS	Erwin	A	103.9	2.5	328	c	WEMB Inc	68				CHR/Rhymc	350	0.55	3.6	2.4	2.9	3.5	4.5	3.4	2.8	3.1	2.2
WEYE	Surgoinsville	A	104.3	4.1	397	f	Seeger,Guest &Fort	90	0108		c2	Gospel	150	0.61	1.4	2.2	1.8	1.7	1.7	1.5	0.9	2.0	0.0
WKOS	Kingsport	A	104.9	2.8	492	b	Citadel Bcstg Corp	70	0007		g4	Oldies	600	0.68	5.0	3.8	4.9	4.6	3.9	3.2	3.3	4.5	4.8
WJDT	Rogersville	A	106.5	0.3	1378		C & S Bcstg	90			1	Country				0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
# FM Stations -				12	# Combos -				9	FM TOTALS					80.1	65.3	67.8	63.9	67.7	62.1	63.7	64.0	63.9

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WGOC	Blountville	B	640	10.0	0.81	b	Citadel Bcstg Corp	89	0007		g4	Country	200	0.25	4.5	4.4	3.3	4.0	3.5	3.4	4.5	3.8	2.4
WZAP	Bristol	D	690	10.0	0.01		RAM Comm Inc	46	7701	375		Relgn/RlgMs	375	1.64	1.3	1.3	0.7	0.9	0.0	1.1	0.9	1.1	0.9
WETB	Johnson City	D	790	5.0	0.07		Mountain Signals,Inc	47	9012		dn	Gospel	375	1.07	2.0	1.1	0.7	1.3	0.6	1.1	1.6	2.3	1.5
WPWT	Colonial Heights	D	870	10.0	0.00	a	Appalachian Educ	84	9603	80		Talk	50		0.8	0.0	0.0	0.6	0.0	0.6	0.5	0.5	0.9
WJCW	Johnson City	B	910	5.0	1.00	b	Citadel Bcstg Corp	38	0007		g4	Nws/Tlk/Inf	800	1.14	4.0	2.4	3.8	2.4	3.0	4.2	2.4	2.7	3.3
WFHG	Bristol	B	900	5.0	1.00	e	Nininger Stations	47	7206			News/Talk	200	0.95	1.2	1.1	0.0	0.0	0.7	0.8	0.9	0.9	1.1
WGAT	Gate City	B	1050	1.0	0.27		Tri-Cities Bcst Corp	39	0304			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHGG	Kingsport	D	1090	10.0	0.00	a	Appalachian Educ	67	9505	20		ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDFU	Duffield	D	1120	1.0	0.00		Duffield Bcstg Co	86				Gsp/BGs/Old				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WABN	Abingdon	C	1230	1.0	1.00	e	Appalachian Educ	56	0310 p	50		Oldes/AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBEJ	Elizabethton	C	1240	1.0	1.00		CB Radio	46	8209	335		Country	75		0.9	0.5	0.5	0.7	0.0	0.8	0.7	0.5	0.9
WMCH	Church Hill	D	1260	1.0	0.00	f	Seeger,Guest &Fort	54	0108		c2	Gospel			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
● WKIN	Kingsport	B	1320	5.0	0.50	b	Citadel Bcstg Corp	51	0007		g4	Nws/Inf/Spt	100		0.4	0.4	0.7	0.4	0.0	0.0	0.0	0.5	0.7
WRGS	Rogersville	D	1370	1.0	0.00		Beal, C. Philip	54				Contry/Gospl	100	0.44	1.3	0.9	0.5	0.9	0.6	1.3	0.7	0.9	1.3
WKPT	Kingsport	C	1400	1.0	1.00	d	Glenwood Comm Corp	40	6606		2	Adlt Stndrd	400	1.03	2.2	0.9	1.6	1.1	1.5	1.5	1.6	1.8	2.2
WEMB	Erwin	D	1420	5.0	0.02	c	WEMB Inc	56	6104			Contry/Gospl	100	0.52	1.1	0.9	0.0	1.5	0.7	1.1	0.7	0.7	0.9
WOPI	Bristol (Bristol)	C	1490	1.0	1.00	d	Glenwood Comm Corp	29	9604	140	2	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHHQ	Elizabethton	D	1520	1.0	0.00		St. Thomas More Bcst	64	9907	65	na	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBCV	Bristol	D	1550	5.0	0.00		Sunshine Bcstrs	62				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKTP	Jonesborough	B	1590	5.0	5.00	d	Glenwood Comm Corp	58	8912	90	2	Adlt Stndrd			0.2	0.2	0.2	0.4	0.2	0.2	0.2	0.2	0.0
# AM Stations -				20	# Combos -				12	AM TOTALS					20.1	14.1	12.0	14.2	10.8	16.1	14.7	16.4	16.1
AM & FM Stations Profiled -				32	# Duopolies -				8	Total Local Commercial Share					79.4	79.8	78.1	78.5	78.2	78.4	80.4	80.0	

● Indicates a change since last edition
 1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 102

Revenue Rank: 94

Lexington-Fayette, KY Market Overview



Metro Counties / Population (000)

Bourbon, KY	19.3
Clark, KY	33.7
Fayette, KY	265.0
Jessamine, KY	40.3
Madison, KY	72.9
Scott, KY	34.7
Woodford, KY	23.6
Total	489.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$18,700	\$19,800	\$19,200	\$20,900	\$21,800	\$22,100	3.4%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	1.4%	\$23,400	\$25,100	\$26,400	\$27,900	\$29,300	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.19/1,000	\$3.43/1,000	Local 90%
Revenue/Capita	\$42.33	\$45.15	\$56.63	National 10%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	441.8	489.5	2.1%	489.5	517.4	1.1%
Households	168.8	196.5	3.1%	196.5	211.6	1.5%
Retail Sales	NA ^{1/}	6,929.6	NA ^{1/}	6,929.6	8,535.3	4.3%
EBI ^{2/}	6,781.1	9,075.2	6.0%	9,075.2	12,148.5	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	238.6	38.4	18.6	33.7	38.7	36.8	32.9	39.6
Women (000)	250.9	36.3	17.6	34.6	37.1	38.6	35.0	51.7
Total	489.5	74.7	36.2	68.3	75.8	75.4	67.8	91.2
Percentage	100.0%	15.3%	7.4%	14.0%	15.5%	15.4%	13.9%	18.6%
Per Capita	\$ 18,540							
				Median Household	\$ 35,833		Avg Household	\$ 46,177
Ethnic Population:	White	86.1%	Black	9.5%	Asian	1.7%	Hispanic	2.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7		10	13	17	11	28
Tot 12+	17.6		48.4	63.8	66.0	11.5	77.5
Avg 12+	2.5		4.8	4.9	3.9	1.0	2.8
Tot LCS	22.7		62.5	82.3	85.2	14.8	100.0
Avg LCS	3.2		6.2	6.3	5.0	1.3	3.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations													ARB 12+ Metro Shares (see rights)															
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)													
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999						
WBVX	Carlisle	C2	92.1	32.0	610	a	L. M. Communications	94	0110	4,800		80s Hits	500	0.71	3.2	0.9	1.5	3.1	2.2	0.6	0.5	0.4	0.5					
• WLXX	Lexington	C1	92.9	100.0	850	e	Cumulus Bcstg Inc	79	9909	44,500	d4	Country	2,800	1.36	9.3	5.2	8.2	7.3	8.3	8.6	9.1	11.8	11.3					
WMXL	Lexington	C1	94.5	100.0	637	b	Clear Channel Comm	40	9905		g1	Hot AC	2,100	1.64	5.8	3.0	4.1	4.2	5.5	6.0	5.3	5.5	5.5					
WVRB	Wilmore	A	95.3	4.1	397		Baldwin Broadcasting	95	9507	45	cp	ChrsContem			3.9	0.0	0.0	4.2	2.4	2.1	1.1	1.1	0.8					
WLXO	Stamping Ground	A	96.1	6.0	328		Clarity Comm Inc	94	0110	400	1	Talk	250		0.8	1.3	0.7	0.6	0.7	1.1	0.9	0.0	0.0					
WGKS	Paris	C2	96.9	50.0	492	a	L. M. Communications	68	8407	700	1	AC	1,300	1.31	4.5	3.6	4.6	4.6	3.0	2.8	5.3	4.4	5.0					
WBUL	Lexington	C1	98.1	100.0	561	b	Clear Channel Comm	69	9905		g1	Country	3,200	1.12	12.9	11.4	11.2	10.7	11.1	8.6	10.0	6.9	8.2					
WJMM	Harrodsburg	C3	99.3	7.0	617	c	Mortenson Bcstg Co	69	9811	1,200	c1	CCtmp/Talk	150	0.38	1.8	0.9	0.6	1.3	1.8	2.3	2.0	0.7	1.0					
WKQQ	Winchester	C2	100.1	20.0	637	b	Clear Channel Comm	74	9905		g1	Clsc Rock	2,100	1.38	6.9	7.3	6.3	5.9	5.7	6.0	5.1	7.3	6.7					
WLRO	Richmond	C3	101.5	9.0	541	e	Cumulus Bcstg Inc	72	9909		d4	Rock & Roll	600	0.82	3.3	2.6	1.7	2.7	2.8	3.2	2.6	3.5	3.0					
• WLTO	Nicholasville	A	102.5	4.6	371	e	Cumulus Bcstg Inc	88	9909		d4	Country	400	0.86	2.1	3.7	2.2	1.5	2.0	1.9	1.5	2.9	3.2					
WXZZ	Georgetown	A	103.3	2.7 cp	499	e	Cumulus Bcstg Inc	73	9909		d4	Alternative	750	0.74	4.6	3.4	4.6	4.0	3.7	3.6	3.1	5.1	4.1					
WLKT	Lexington-Fayett	C2	104.5	50.0	466	b	Clear Channel Comm	95	9905		g1	CHR	1,550	0.71	9.9	8.8	10.2	8.4	8.3	10.9	8.4	11.5	7.9					
WMKJ	Mount Sterling	C3	105.5	25.0 cp	328	b	Clear Channel Comm	68	0104	2,500		Oldies	1,100	1.19	4.2	4.7	3.9	3.1	3.9	4.1	5.5	0.0	0.0					
WCDA	Versailles	A	106.3	3.7	420	a	L. M. Communications	73	9902	3,350	1	Hot AC	800	1.34	2.7	3.2	2.0	2.3	2.2	3.9	2.9	2.6	3.2					
• WLFX	Berea	A	106.7	3.3	453	d	Wallingford Bcstg Co	91	9906	765	d5	Clsc Hits				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WBTF	Midway	A	107.9	6.0	328	a	L. M. Communications	98	0102		c2	1 Rhymc/UrCH	900	0.54	7.5	6.0	7.2	6.7	5.9	6.0	5.7	4.4	5.9					
# FM Stations -													17	# Combos -		15	FM TOTALS			83.4	66.0	69.0	70.6	69.5	71.7	69.0	68.1	66.3

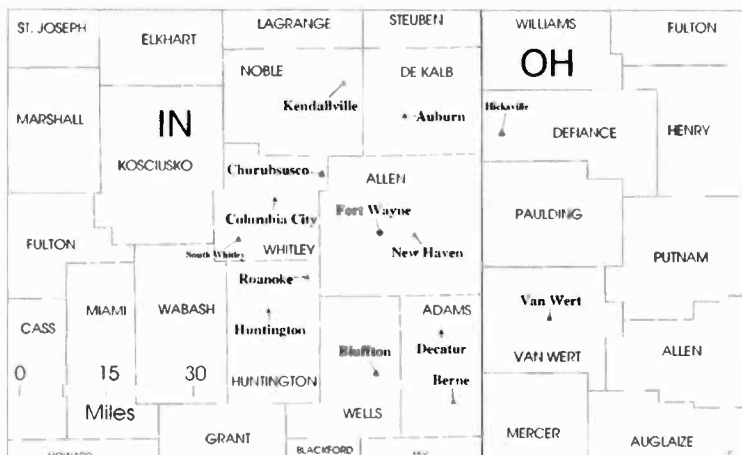
AM Stations													ARB 12+ Metro Shares (see rights)															
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)													
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999						
WVLK	Lexington	B	590	5.0	1.00	e	Cumulus Bcstg Inc	47	9909		d4	FullService	1,450	1.01	6.5	5.2	4.8	5.5	5.5	4.7	5.1	5.6	7.4					
WLAP	Lexington	B	630	5.0	1.00	b	Clear Channel Comm	22	9905		g1	News/Talk	800	0.82	4.4	3.2	3.7	2.9	4.6	2.8	4.0	2.7	3.0					
WCGW	Nicholasville	D	770	1.0	0.00	c	Mortenson Bcstg Co	86				Sothn Gspel	250	1.03	1.1	0.7	1.3	0.6	1.3	1.1	0.5	0.9	0.6					
WCBR	Richmond	D	1110	0.3	0.00		WCBR Radio Inc	69	9612			Gospel				0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.6					
WWFT	Nicholasville	D	1250	0.5	0.00	c	Mortenson Bcstg Co	62	9808	150		Talk	300	0.97	1.4	0.9	0.0	1.7	0.7	0.6	0.9	0.7	1.4					
WLXG	Lexington	B	1300	2.5	1.00	a	L. M. Communications	46	8510	881	1	Sports	600	1.60	1.7	1.5	1.3	1.3	1.5	0.9	1.6	1.3	0.8					
WEKY	Richmond	C	1340	1.0	1.00	d	Wallingford Bcstg Co	53	9906		d5	Oldes/Talk	50		0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0					
WMJR	Winchester	D	1380	2.5	0.04		Thy Kingdom Come	54	9904	583		Religion	50		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WYGH	Paris	D	1440	1.0	0.00		Hammond Bcstg Inc	93	9412	50		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WKXO	Berea	D	1500	0.3	0.00	d	Wallingford Bcstg Co	71	9906		d5	Oldes/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
• WXRA	Georgetown	D	1580	10.0	0.05	b	Clear Channel Comm	57	9905		g1	Sprts/Talk	100	0.28	1.6	0.0	0.0	1.0	1.7	1.9	1.1	1.3	0.8					
# AM Stations -													11	# Combos -		8	AM TOTALS			16.7	11.5	11.1	13.0	15.3	12.8	13.2	12.5	14.6
AM & FM Stations Profiled -													28	# Duopolies -		9	Total Local Commercial Share			77.5	80.1	83.6	84.8	84.5	82.2	80.6	80.9	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 103

Revenue Rank: 92

Ft. Wayne, IN Market Overview



Metro Counties / Population (000)

Adams, IN	33.8
Allen, IN	335.0
De Kalb, IN	41.1
Huntington, IN	38.3
Wells, IN	27.7
Whitley, IN	30.9
Total	506.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$18,200	\$19,600	\$21,500	\$21,000	\$20,300	\$22,300	4.1%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	9.9%	\$23,700	\$25,400	\$26,500	\$28,000	\$29,400	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$3.53/1,000	\$3.99/1,000	Local 86%
Revenue/Capita	\$38.16	\$44.00	\$56.48	National 14%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	477.0	506.8	1.2%	506.8	520.5	0.5%
Households	178.6	194.9	1.8%	194.9	202.9	0.8%
Retail Sales	NA ^{1/}	6,318.6	NA ^{1/}	6,318.6	7,376.5	3.1%
EBI ^{2/}	7,587.2	9,084.0	3.7%	9,084.0	11,122.0	4.1%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	248.5	47.2	24.3	24.1	33.7	38.7	35.4	45.2
Women (000)	258.3	45.0	23.3	23.5	33.0	39.0	35.7	58.8
Total	506.8	92.2	47.5	47.6	66.7	77.7	71.1	103.9
Percentage	100.0%	18.2%	9.4%	9.4%	13.2%	15.3%	14.0%	20.5%
Per Capita	\$ 17,926							
				Median Household	\$ 39,490		Avg Household	\$ 46,616
Ethnic Population:	White	87.6%	Black	7.8%	Asian	1.1%	Hispanic	3.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	12	6		13	18	8	26
Tot 12+	35.6	34.3		68.9	69.9	12.8	82.7
Avg 12+	3.0	5.7		5.3	3.9	1.6	3.2
Tot LCS	43.0	41.5		83.3	84.5	15.5	100.0
Avg LCS	3.6	6.9		6.4	4.7	1.9	3.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WFWI	Fort Wayne	A	92.3	2.7	482	e	Federated Media	93	9702	4,350	1	Clsc Rock	1.20	8.6	7.0	5.9	6.7	7.4	8.1	4.8	6.9	6.6	
WZBD	Berne	A	92.7	4.1	394		Weaver, Robert Alan	93				AC	100	0.6	0.0	0.7	0.0	0.9	0.5	0.5	0.0	0.3	
● WBTU	Kendallville	B1	93.3	18.5	384	f	Artistic Media Ptnrs	55	0008	5,000		Country	1,000	1.15	3.9	3.9	3.3	3.6	2.8	5.1	4.4	4.9	5.0
● WCKZ	Roanoke	A	94.1	6.0	328	d	Travis Broadcasting	91	0206	7,500	d1	Clsc Rock	450	0.88	2.3	1.5	1.1	2.3	1.5	1.8	2.3	2.9	2.4
WAJI	Fort Wayne	B	95.1	39.0	679	c	Sarkes Tarzian Inc	59				AC/StRk	3,200	1.73	8.3	6.7	7.5	5.9	7.7	7.7	6.9	7.6	7.9
WNHT	Churubusco	B1	96.3	6.7	554	d	Travis Broadcasting	94	0206		d1	Top 40	500	0.93	2.4	3.7	3.9	3.0	0.9	0.7	2.1	2.0	2.5
WMEE	Fort Wayne	B	97.3	26.0	689	e	Federated Media	65			1	Hot AC	2,000	1.06	8.5	6.7	6.2	6.4	7.4	6.7	6.4	8.1	6.3
WBYS	Van Wert	B	98.9	50.0	453	e	Federated Media	62	9610	5,800	e	1 Clsc Rock	2,350	1.27	8.3	5.7	6.0	8.2	5.3	7.5	8.0	7.8	5.9
WNUY	Bluffton	A	100.1	5.2	351	b	Wells County Radio	63	9312		st	AC	50			0.0	0.0	0.0	0.0	0.4	0.3	0.0	0.0
WLZQ	South Whitley	A	101.1	6.0	328	a	Larko Comm Inc	92				Hot AC	50			0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
WLDE	Fort Wayne	A	101.7	3.0	328	c	Sarkes Tarzian Inc	70	9304	1,500		Oldies	2,000	1.08	8.3	8.1	6.5	7.1	6.5	7.5	5.4	5.6	6.8
WXTW	Auburn	A	102.3	6.0	315	d	Travis Broadcasting	67	0206		d1	Modern Rock	325	0.69	2.1	1.3	1.8	1.8	1.7	2.5	3.1	3.4	3.1
● WXKE	Huntington	A	102.9	2.7	299	d	Travis Broadcasting	65	0305	4,000	d2	Rock	550	0.85	2.9	0.3	0.8	2.5	2.2	2.5	2.1	2.0	2.1
WYLT	Fort Wayne	A	103.9	3.0	328	d	Travis Broadcasting	76	0305		d2	Hot AC	175		0.3	0.7	0.5	0.0	0.5	0.4	0.3	0.0	0.0
WQHK	Decatur	B1	105.1	13.5	449		JAM Communications	66	9309		1	Country	2,700	1.30	9.3	7.6	8.0	8.7	6.5	9.3	10.2	9.8	9.5
WSHI	Columbia City	A	106.3	2.0	407	f	Artistic Media Ptnrs	68	0305	1,800		Adlt Sndrd	400	0.21	8.6	5.5	7.2	7.9	6.2	7.7	8.9	6.6	9.1
WFJZ	Hicksville	A	106.7	2.9	482	e	Federated Media	02				NAC/SmJaz	150		0.8	0.8	1.1	1.3	0.0	0.0	0.0	0.0	0.0
WJFX	New Haven	A	107.9	3.2	453		Ft. Wayne Radio Corp	90	9901	1,300		CHR/Rhymc	1,500	0.69	9.7	10.4	8.0	7.1	8.8	6.3	7.1	5.6	4.9
# FM Stations -				18	# Combos -				15	FM TOTALS				84.9	69.9	68.5	72.5	66.3	74.7	73.1	73.2	72.4	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WFCV	Fort Wayne	B	1090	2.5 cp	0.00	Bott Radio Network	68	8005	240		Chrst/Talk	100	0.37	1.2	0.7	0.0	1.0	1.0	0.5	0.5	0.8	1.0	
● WOWO	Fort Wayne	A	1190	50.0	50.00	e	Federated Media	25	9506		1	Nws/Tlk/Spt	2,200	0.90	11.0	9.1	7.7	6.4	11.5	7.0	6.7	7.6	6.8
● WGL	Fort Wayne	B	1250	2.3	1.00	d	Travis Broadcasting	24	0206		d1	Nws/Tlk/Spt	375	1.12	1.5	1.7	1.6	1.3	1.2	0.7	1.1	0.8	1.5
WBZQ	Huntington	D	1300	0.5	0.02	a	Larko Comm Inc	57	0009	17		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WONO	Fort Wayne	B	1380	5.0	5.00	e	Federated Media	47			1	Sports	250	0.86	1.3	1.3	1.8	0.7	1.4	0.5	0.7	0.7	0.6
WLYV	Fort Wayne	C	1450	1.0	1.00		Christian Bcstg Sys	48	9412	90		Gospl/Talk				0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
WADM	Decatur	D	1540	0.3	0.00	b	Wells County Radio	64	9409	28		AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGLL	Auburn	D	1570	0.5	0.15		R&D Moore Found	68	0303		dn	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				8	# Combos -				5	AM TOTALS				15.0	12.8	11.8	9.4	15.1	8.7	9.0	9.9	9.9	
AM & FM Stations Profiled -				26	# Duopolies -				7	Total Local Commercial Share				82.7	80.3	81.9	81.4	83.4	82.1	83.1	82.3		

● Indicates a change since last edition
 1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 104

Revenue Rank: 240

Visalia-Tulare-Hanford, CA Market Overview



Metro Counties / Population (000)

Kings, CA	136.3
Tulare, CA	380.4
	516.7

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,200	\$4,200	\$4,600	\$5,700	\$5,600	\$5,900
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$1.57/1,000	\$1.69/1,000	Local	80%	National	20%
	\$8.77	\$11.42	\$13.86				

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA Population	1997	2002	Growth Rate	2002	2007	Growth Rate
		478.9	516.7	1.5%	516.7	562.6
Households	143.6	149.7	0.8%	149.7	161.2	1.5%
Retail Sales	NA ^{1/}	3,748.7	NA ^{1/}	3,748.7	4,610.9	4.2%
EBI ^{2/}	4,913.8	5,591.0	2.6%	5,591.0	6,717.8	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	266.9	56.8	29.4	31.7	40.6	39.6	30.5	38.4
Women (000)	249.7	54.6	27.2	25.9	32.7	34.2	28.9	46.3
Total	516.7	111.4	56.6	57.6	73.3	73.8	59.3	84.7
Percentage	100.0%	21.6%	11.0%	11.1%	14.2%	14.3%	11.5%	16.4%
Per Capita	\$ 10,821							
				Median Household	\$ 30,157		Avg Household	\$ 37,338
Ethnic Population:	White	56.1%	Black	3.4%	Asian	3.3%	Hispanic	50.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	11		12	14	8	22
Tot 12+	3.2	46.6		49.0	49.8	8.6	58.4
Avg 12+	1.1	4.2		4.1	3.6	1.1	2.7
Tot LCS	5.5	79.8		83.9	85.3	14.7	100.0
Avg LCS	1.8	7.3		7.0	6.1	1.8	4.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Fresno.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KFSO	Visalia	B	92.9	17.5	853	Clear Channel Comm	51	0008			Oldies	n/a		6.1	4.4	2.9	4.0	3.4	5.1	4.4	6.0	3.9
KSKS	Fresno	B	93.7	68.0	1903	a Infinity Bcstg	46	0102			Country	n/a		7.5	3.9	5.3	4.0	5.1	4.9	5.1	3.9	3.7
KGEN	Hanford	A	94.5	3.3	446	e Azteca Bcstg Corp	96	9906			Span/Mexcn	75		0.2	0.0	0.5	0.0	0.3	0.3	0.0	1.0	0.3
KBOS	Tulare	B	94.9	16.5	850	Clear Channel Comm	65	0008			CHR	n/a		9.9	5.3	4.2	6.3	5.7	4.7	5.7	6.0	5.6
• KSLK	Visalia	A	96.1	4.8	361	New Visalia Bcstg	94	9006		st	Smooth Jazz	175	2.12	1.4	0.8	1.4	0.7	1.0	0.8	0.7	1.0	1.4
KSEQ	Visalia	B	97.1	17.0	778	c Buckley Bcstg Corp	84	8912	1,975		CHR	1,550	2.65	9.9	6.0	6.4	6.0	6.0	5.8	5.4	5.3	5.6
KSOF	Dinuba	B	98.9	19.0	820	f Clear Channel Comm	75	0008			Soft AC	n/a		12.0	4.7	5.8	6.9	7.7	6.8	9.0	6.1	6.6
KIOO	Porterville	B	99.7	24.0	689	c Buckley Bcstg Corp	72	9404	360		Clsc Rock	650	2.69	4.1	3.1	2.4	2.6	2.4	3.7	1.5	4.5	2.5
KMQA	East Porterville	B1	100.5	2.1	1109	Moon Bcstg Corp	89	9901	849		Span/Mexcn	725	4.24	2.9	4.5	6.3	1.8	1.7	2.2	2.5	1.1	1.7
KXOX	Corcoran	B1	102.3	19.5	381	d RAK Comm Inc	99	9408	117	cp	Span/Mexcn	125	0.54	3.9	2.4	3.1	2.0	2.7	2.4	2.0	1.8	0.0
KZPO	Lindsay	B1	103.3	0.3	2625	Lindsay Bcstg	98				AC	100	0.42	4.0	2.6	2.4	3.1	1.7	2.5	2.1	3.1	3.0
KFRR	Woodlake	B	104.1	17.0	853	Mondosphere Bcstg	92				Alternative	n/a		11.2	4.4	5.6	6.9	6.7	7.4	6.4	6.0	6.9
KCRZ	Tipton	A	104.9	2.3	528	b Westcoast Bcstg Inc	79	0005	850		80s Hits	200	1.36	2.5	2.4	1.7	1.8	1.2	1.0	0.7	0.6	0.6
KJUG	Tulare	B	106.7	1.2	2553	b Westcoast Bcstg Inc	65	8105		c2	Country	1,500	3.10	8.2	5.3	5.9	5.3	4.6	6.3	5.1	5.5	6.0
# FM Stations -				14	# Combos -				6	FM TOTALS				83.8	49.8	53.9	51.4	50.2	53.9	50.6	51.9	47.8

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KMJ	Fresno	B	580	50.0	cp	50.00	a Infinity Bcstg	25	0102			Nws/Tik/Spt	n/a		10.6	6.6	6.3	6.3	6.5	7.8	7.9	6.0	4.3
KIGS	Hanford	B	620	1.0	1.00		P&C Broadcasting	48	8906	See (68)		Portuguese			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
KQEQ	Fowler	B	1210	0.4	0.00	d	RAK Comm Inc	62	9404	See (68)		Mexican	n/a		0.2	0.2	0.2	0.2	0.0	0.0	0.2	0.0	0.0
KJOP	Lemoore	C	1240	0.3	1.00		IHR Educ Bcstg	63	0010	125		Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KJUG	Tulare	B	1270	5.0	cp	1.00	b Westcoast Bcstg Inc	46	8105		c2	Country	400	2.19	3.1	0.8	0.0	1.3	2.4	0.8	2.1	1.1	1.3
KGEN	Tulare	D	1370	1.0	0.14	e	Azteca Bcstg Corp	57	8507			Span/Mexcn			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KVBL	Visalia	C	1400	1.0	1.00		Clear Channel Comm	48	0008			Sports	n/a		0.8	0.5	0.0	0.7	0.3	0.5	0.0	0.5	0.4
KTIP	Porterville	C	1450	1.0	1.00		Stoneburner, L&M	47	0010	130		News/Talk	350	3.71	1.6	0.5	0.8	0.7	1.2	0.5	1.5	0.6	0.8
# AM Stations -				8	# Combos -				4	AM TOTALS				16.3	8.6	7.3	9.2	10.4	9.6	11.7	8.7	6.8	
AM & FM Stations Profiled -				22	# Duopolies -				3	Total Local Commercial Share				58.4	61.2	60.6	60.6	63.5	62.3	60.6	54.6		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 105

Revenue Rank: 83

Chattanooga, TN Market Overview



Metro Counties / Population (000)

Hamilton, TN	308.8
Marion, TN	28.2
Sequatchie, TN	11.7
Catoosa, GA	55.2
Dade, GA	15.6
Walker, GA	61.6
Total	481.1

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$19,800	\$21,200	\$22,100	\$23,600	\$21,200	\$24,500	4.3%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	15.6%	\$25,900	\$27,700	\$29,200	\$30,800	\$32,300	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$4.10/1,000	\$4.40/1,000	Local 81%
Revenue/Capita	\$43.25	\$50.92	\$65.41	National 19%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	457.8	481.1	1.0%	481.1	493.8	0.5%
Households	176.8	192.5	1.7%	192.5	200.5	0.8%
Retail Sales	NA ^{1/}	5,973.7	NA ^{1/}	5,973.7	7,345.5	4.2%
EBI ^{2/}	6,787.2	8,827.4	5.4%	8,827.4	11,332.5	5.1%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	231.3	38.1	20.2	22.6	31.3	35.1	35.1	48.9
Women (000)	249.9	36.1	19.2	22.8	31.8	37.1	37.2	65.6
Total	481.1	74.2	39.4	45.4	63.1	72.3	72.3	114.5
Percentage	100.0%	15.4%	8.2%	9.4%	13.1%	15.0%	15.0%	23.8%
Per Capita	\$ 18,347							
				Median Household	\$ 35,757		Avg Household	\$ 45,846
Ethnic Population:	White	82.8%	Black	14.1%	Asian	1.1%	Hispanic	1.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7		7	12	14	14	28
Tot 12+	24.3		51.5	73.3	75.8	8.0	83.8
Avg 12+	3.5		7.4	6.1	5.4	0.6	3.0
Tot LCS	29.0		61.5	87.5	90.5	9.5	100.0
Avg LCS	4.1		8.8	7.3	6.5	0.7	3.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WDEF	Chattanooga	C	92.3	100.0	1181	b	Bahakel Comm	64	9609	7,700	c3	Soft AC	2,550	1.01	10.3	10.5	9.8	10.1	8.2	9.4	7.7	7.7	9.4
WMPZ	Ringgold	A	93.7	4.9	302	e	Brewer Bcstg Corp	94	9612	960		Black Gospl	500	1.57	1.3	3.1	1.6	3.4	1.6	0.7	0.9	1.5	1.2
WJTT	Red Bank	A	94.3	4.7	371	e	Brewer Bcstg Corp	72	9401		al	Urban	2,100	1.03	8.3	7.0	6.2	8.3	7.4	6.1	7.3	7.1	7.1
WDOD	Chattanooga	C	96.5	88.0	1079	b	Bahakel Comm	60				Adult Rock	1,450	1.00	5.9	3.6	4.9	5.6	4.6	5.4	5.2	4.2	5.0
WMXF	South Pittsburg	C2	97.3	16.0	856	d	Clear Channel Comm	90	0009		sw	Urban AC	300	0.31	3.9	3.1	2.7	2.9	2.5	3.1	2.8	4.2	3.0
WKXJ	Signal Mountain	A	98.1	1.0	794	d	Clear Channel Comm	94	0009		sw	CHR	500	0.33	6.2	5.6	5.1	4.6	5.5	5.4	5.6	4.0	5.5
WUSY	Cleveland	C	100.7	100.0	1191	d	Clear Channel Comm	61	0009		sw	Country	8,000	1.48	22.1	17.0	23.0	17.1	18.6	17.9	17.9	19.0	18.7
WSGC	Ringgold	A	101.9	1.3	702	d	Clear Channel Comm	89	0010	2,500		Cisc Hits	300	0.58	2.1	1.8	1.6	0.5	0.9	2.6	1.6	1.6	1.1
WGOW	Soddy-Daisy	A	102.3	6.0	285	c	Citadel Bcstg Corp	77	0007		g4	Talk	1,450	1.00	5.9	4.5	4.2	4.7	5.9	4.2	5.6	5.3	4.6
WBDX	Trenton	A	102.7	0.3	1375		Ptrs for Chrtm Media	90	9807	1,189	1	ChrsContem	1,000	1.86	2.2	2.5	1.8	1.7	1.4	2.3	1.7	1.6	1.8
WLLJ	Etowah	C2	103.1	50.0	492		Friendship Bcstg LLC	77	9803	645	1	ChrsContem	150		0.6	0.5	0.9	0.5	0.9	0.7	0.5	0.6	0.2
WRXR	Rossville	A	105.5	1.6	646	d	Clear Channel Comm	66	0009		sw	Rock	900	0.77	4.8	4.0	3.8	2.9	4.3	4.0	3.8	4.7	3.4
WSKZ	Chattanooga	C	106.5	100.0	1079	c	Citadel Bcstg Corp	60	0007		g4	Cisc Rock	2,450	1.12	8.9	7.0	6.2	5.9	7.6	6.9	7.7	7.4	7.5
WOGT	East Ridge	C3	107.9	2.9	968	c	Citadel Bcstg Corp	90	0007		g4	Oldies	900	0.67	5.5	4.2	4.0	5.7	4.3	5.0	5.2	3.7	4.6
# FM Stations -				14	# Combos -				12	FM TOTALS				88.0	74.4	75.8	73.9	73.7	73.7	73.5	72.6	73.1	

AM Stations

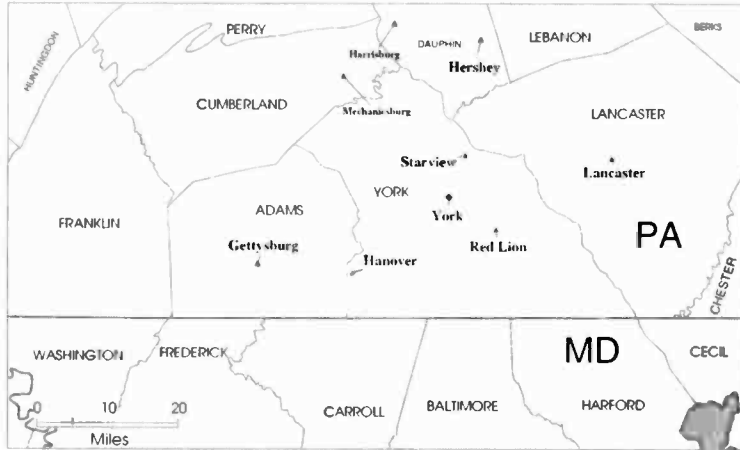
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WWAM	Jasper	D	820	1.0	0.00		Shelton Bctg Systems	87	9602		st	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WEPG	South Pittsburg	D	910	5.0	0.00	a	Stone/Collins Comm	54	0004	500		Cntry/BIGrs	150		0.8	0.7	0.7	0.7	0.7	0.9	1.0	0.0	0.7
WUUS	Rossville	D	980	0.5	0.11	d	Clear Channel Comm	58	0009		sw	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFLI	Lookout Mountain	B	1070	50.0	2.50		WFLI Inc	61				Religion	125		0.9	0.0	0.7	0.5	0.0	0.7	0.5	1.1	0.7
WGOW	Chattanooga	B	1150	5.0	1.00	c	Citadel Bcstg Corp	36	0007		g4	News/Talk	400	0.54	3.0	2.7	2.9	2.9	2.5	2.3	3.0	2.6	2.0
WSDQ	Dunlap	D	1190	5.0	0.00	a	Stone/Collins Comm	80	0208	165		Country	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSDT	Soddy-Daisy	C	1240	1.0	1.00		Willis Bcstg Corp	70	9905		na	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNOO	Chattanooga	D	1260	5.0	0.03		RA-AD of Trenton	51	9312			Gospel	300	0.49	2.5	1.4	0.7	2.7	2.1	1.7	1.4	2.6	2.7
WDOD	Chattanooga	B	1310	5.0	5.00	b	Bahakel Comm	25	6206			Nostalgia	200	0.25	3.3	2.2	1.8	1.9	2.1	2.9	2.8	2.1	3.2
WDEF	Chattanooga	B	1370	5.0	5.00	b	Bahakel Comm	41	9609		c3	Nws/Tlk/Spt	200		0.9	0.5	0.7	0.5	0.5	0.9	0.9	0.5	0.7
WKWN	Trenton	D	1420	2.5	0.00		Dade County Bcstg	84	9712	63		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLMR	Chattanooga	C	1450	1.0	1.00		Wilkins Comm	61	9301	307		Chrst/Talk	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJOC	Chattanooga	C	1490	1.0	1.00		Fryar, Sarah M.	48	9709	230		Christian	150		0.5	0.0	0.5	0.0	0.0	0.0	0.7	1.0	0.0
WQCH	Lafayette	D	1590	5.0	0.00		Gwyn, Charles	54	8804	300		Cntry/News	50		0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.8	0.0
# AM Stations -				14	# Combos -				6	AM TOTALS				12.1	8.0	8.0	9.2	7.9	9.4	10.3	10.7	10.0	
AM & FM Stations Profiled -				28	# Duopolies -				8	Total Local Commercial Share				82.4	83.8	83.1	81.6	83.1	83.8	83.3	83.1		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 106

Revenue Rank: 122

York, PA Market Overview



Metro Counties / Population (000)

Adams, PA	92.8
York, PA	388.0
Total	480.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$15,200	\$16,200	\$17,000	\$17,900	\$15,200	\$17,000	2.2%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	11.8%	\$17,900	\$19,200	\$20,400	\$21,500	\$22,500	5.9%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$3.39/1,000	\$3.73/1,000	Local 87%
Revenue/Capita	\$33.38	\$35.36	\$44.87	National 13%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	455.4	480.8	1.1%	480.8	501.5	0.8%
Households	171.2	185.8	1.7%	185.8	196.2	1.1%
Retail Sales	NA ^{1/}	5,015.4	NA ^{1/}	5,015.4	6,027.7	3.7%
EBI ^{2/}	7,113.9	8,293.6	3.1%	8,293.6	10,074.3	4.0%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	236.1	39.0	21.6	19.5	29.9	39.5	35.9	50.6
Women (000)	244.7	37.0	20.3	19.1	30.4	39.8	36.3	61.8
Total	480.8	76.0	42.0	38.5	60.3	79.3	72.2	112.4
Percentage	100.0%	15.8%	8.7%	8.0%	12.5%	16.5%	15.0%	23.4%
Per Capita	\$ 17,250							
				Median Household	\$ 38,400		Avg Household	\$ 44,643
Ethnic Population:	White	92.9%	Black	3.3%	Asian	0.9%	Hispanic	3.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	8		10	10	6	16
Tot 12+	6.5	49.7		56.2	56.2	7.8	64.0
Avg 12+	3.3	6.2		5.6	5.6	1.3	4.0
Tot LCS	10.2	77.7		87.8	87.8	12.2	100.0
Avg LCS	5.1	9.7		8.8	8.8	2.0	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Harrisburg & Lancaster.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
• WHBO	Starview	A	92.7	0.8	cp	922	71	9512	3,200		Oldies	600	1.36	2.6	1.3	1.1	1.6	1.3	1.5	1.8	2.0	1.2
WTPA	Mechanicsburg	A	93.5	1.3		719	78	0010			Clisc Rock	n/a		7.6	5.8	5.4	5.8	4.1	5.0	5.3	4.2	4.4
WSOX	Red Lion	B	96.1	50.0		499	60	0307	23,000		Oldies	3,300	1.75	11.1	6.9	6.7	5.4	7.6	6.2	7.2	6.7	7.6
WRVW	Harrisburg	B	97.3	17.0		840	46	9906			Rock AC	n/a		6.5	4.8	4.0	4.3	4.6	3.4	4.5	4.1	4.1
WYCR	York-Hanover	B	98.5	10.5		929	b				Radio Hanover Inc	62		9.8	5.9	4.8	4.8	5.8	6.7	6.4	5.7	5.6
WROZ	Lancaster	B	101.3	7.4		1243					Hall Communications	44		7.4	4.3	4.6	4.8	4.3	4.0	5.6	5.1	3.7
WARM	York	B	103.3	6.4		1306	c				Susquehanna Radio	62		13.3	7.7	9.2	9.4	9.4	6.9	8.0	10.3	7.8
WQXA	York	B	105.7	25.0		705	a	9707			Citadel Bcstg Corp	48		10.3	6.9	6.8	6.6	7.0	7.2	5.9	6.0	6.6
WCAT	Hershey	B	106.7	14.0		929	a	9707			Citadel Bcstg Corp	64		8.3	4.2	6.1	5.3	5.6	4.8	4.5	5.4	5.9
WGTY	Gettysburg	B	107.7	15.5		850	d				Times & News Publ	62		12.3	8.9	7.5	8.4	6.8	8.9	6.5	7.7	7.5
# FM Stations -						10					# Combos -	6		FM TOTALS								
														89.2	56.7	56.2	56.4	56.5	54.6	55.7	57.2	54.4

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WSBA	York	B	910	5.0	1.00	c	42				News/Talk	2,000	2.22	5.3	3.7	3.5	4.1	4.0	2.9	3.0	2.5	4.9
WQXA	York	D	1250	1.0	0.03		48	9707		g1	Country	200	0.78	1.5	0.8	1.3	1.2	0.0	1.2	1.4	0.0	1.0
WHVR	Hanover	B	1280	5.0	0.50	b	49				Radio Hanover Inc	475	2.33	1.2	1.0	1.4	1.2	1.0	0.5	0.6	1.3	0.5
WGET	Gettysburg	B	1320	1.0	0.50	d	50				Times & News Publ	600	3.21	1.1	0.5	0.5	0.8	0.5	0.7	0.5	0.8	0.7
WOYK	York	B	1350	5.0	1.00		32	8711	250		Starview Media Inc	300	1.04	1.7	0.8	1.1	1.0	1.3	0.9	1.3	1.0	1.0
WTHM	Red Lion	D	1440	1.0	0.06		50	9305		c2	Pioneer Bcstg Corp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -						6					# Combos -	3		AM TOTALS								
														10.8	6.8	7.8	8.3	6.8	6.2	6.8	5.6	8.1
AM & FM Stations Profiled -						16					# Duopolies -	3		Total Local Commercial Share								
														63.5	64.0	64.7	63.3	60.8	62.5	62.8	62.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 107

Revenue Rank: 133

Santa Rosa, CA Market Overview



Metro Counties / Population (000)

Sonoma, CA	474.8
	474.8

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES
★

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$10,300	\$11,500	\$13,400	\$15,300	\$14,600	\$15,400	8.4%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
5.5%	\$16,300	\$17,400	\$18,400	\$19,400	\$20,400	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.09/1,000	\$1.87/1,000	Local 70%
Revenue/Capita	\$23.66	\$32.43	\$39.71	National 30%

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	435.3	474.8	1.8%	474.8	513.7	1.6%
Households	164.7	178.2	1.6%	178.2	192.0	1.5%
Retail Sales	NA ^{1/}	7,371.7	NA ^{1/}	7,371.7	10,907.1	8.2%
EBI ^{2/}	7,282.5	10,096.0	6.8%	10,096.0	13,475.6	5.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	233.4	38.2	21.4	22.4	30.3	37.2	38.3	45.5
Women (000)	241.3	36.0	20.0	20.5	28.0	38.4	40.4	58.0
Total	474.8	74.2	41.4	42.9	58.3	75.6	78.7	103.5
Percentage	100.0%	15.6%	8.7%	9.0%	12.3%	15.9%	16.6%	21.8%
Per Capita	\$ 21,266							
				Median Household	\$ 47,908		Avg Household	\$ 56,661
Ethnic Population:	White	80.6%	Black	1.5%	Asian	3.4%	Hispanic	18.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	4		10	12	3	15
Tot 12+	24.6	14.1		36.7	38.7	4.7	43.4
Avg 12+	3.1	3.5		3.7	3.2	1.6	2.9
Tot LCS	56.7	32.5		84.6	89.2	10.8	100.0
Avg LCS	7.1	8.1		8.5	7.4	3.6	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in San Francisco.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KFGY	Healdsburg	B	92.9	2.3	1949	a	Maverick Media	79	0108		st	Country	1,200	1.15	6.8	2.7	2.1	3.0	2.6	2.8	4.7	3.6	3.6
KJZY	Sebastopol	A	93.7	6.0	217	b	Redwood Empire	95	9608	725		Smooth Jazz	1,700	1.10	10.0	4.9	5.0	3.4	4.8	3.3	3.8	2.9	4.2
• KRSH	Healdsburg	A	95.9	2.7 cp	502	d	Sinclair Telecable	96	0108		d1	AAA	725	0.78	6.0	2.9	1.8	2.5	2.4	2.8	1.2	2.4	2.6
KTOL	Healdsburg	A	96.7	2.4	525		JYH Broadcasting		02			1 Oldies				1.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
• KVRV	Monte Rio	B1	97.7	2.1	1122	a	Maverick Media	77	0108		st	Clsc Rock	1,000	1.16	5.6	4.4	2.8	2.5	2.1	3.3	3.3	3.1	2.6
KSXY	Middletown	A	98.7	0.2 cp	1877	d	Sinclair Telecable	93	0108		d1	1 CHR	650	0.52	8.1	2.9	2.5	3.0	3.6	4.0	3.5	4.3	2.9
KZST	Santa Rosa	A	100.1	6.0	246	b	Redwood Empire	71				AC	3,000	1.26	15.4	8.1	7.3	7.1	5.5	6.5	9.7	9.2	6.4
KXTS	Calistoga	A	100.9	0.1	2946	d	Sinclair Telecable	96	0108			1 Spanish	725	0.81	5.8	2.0	3.9	3.4	1.4	0.5	1.0	0.7	0.5
KXFX	Santa Rosa	B1	101.7	2.2	1089	a	Maverick Media	74	0108		st	AOR	1,700	0.98	11.3	3.5	3.0	4.1	5.1	3.9	3.5	3.3	4.6
KMHX	Windsor	A	104.1	0.3	1106	e	Results Radio LLC	97	9811	1,332		Hot AC	200	0.24	5.4	1.8	2.3	2.7	1.7	2.5	2.1	2.6	3.5
• KRPO	Rohnert Park	B1	104.9	6.6	548	e	Results Radio LLC	86	9409	2,080		Country	1,300	1.02	8.3	3.5	3.7	3.2	3.6	4.0	4.2	4.7	5.1
KSRT	Cloverdale	A	107.1	3.5	430		Point Broadcasting	02				R&BOd/HpH				1.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					12	# Combos -					10	FM TOTALS		82.7	38.7	36.0	34.9	32.8	33.6	37.0	36.8	36.0	

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)								Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KSRO	Santa Rosa	B	1350	5.0	5.00	a	Maverick Media	37	0108		st	Nws/Tlk/Spt	1,950	1.53	8.3	2.2	3.5	2.5	4.3	3.9	3.6	3.1	4.4
KRRS	Santa Rosa	D	1460	1.0	0.03	c	Moon Bcstg Corp	62	9308	400		Span/Mexcn	850	0.89	6.2	1.3	2.7	2.9	2.2	2.3	1.7	1.7	1.3
KTOB	Petaluma	C	1490	1.0	1.00	c	Moon Bcstg Corp	50	0201	1,275		Span/Mexcn	400	0.93	2.8	1.2	1.6	1.3	1.0	0.9	1.2	1.2	0.6
# AM Stations -					3	# Combos -					3	AM TOTALS		17.3	4.7	7.8	6.7	7.5	7.1	6.5	6.0	6.3	
AM & FM Stations Profiled -					15	# Duopolies -					6	Total Local Commercial Share		43.4	43.8	41.6	40.3	40.7	43.5	42.8	42.3		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 108

Revenue Rank: 111

New Haven, CT Market Overview



Metro Counties / Population (000)

Middlesex, CT	12.5
New Haven, CT	469.0
Total	481.5

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 97 - 02
	\$15,900	\$16,100	\$17,300	\$17,800	\$17,500	\$18,400	3.0%
	Δ 01 - 02	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	Δ 02 - 07
	5.1%	\$19,400	\$20,800	\$21,900	\$23,100	\$24,200	5.6%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.83/1,000	\$3.05/1,000	Local 70%
Revenue/Capita	\$34.52	\$38.21	\$49.39	National 30%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	460.6	481.5	0.9%	481.5	490.0	0.4%
Households	175.3	187.3	1.3%	187.3	192.4	0.5%
Retail Sales	NA ^{1/}	6,503.0	NA ^{1/}	6,503.0	7,942.0	4.1%
EBI ^{2/}	8,577.9	10,230.1	3.6%	10,230.1	12,334.4	3.8%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	231.1	39.5	20.4	21.2	31.0	37.3	33.1	48.5
Women (000)	250.4	37.8	19.1	21.2	32.2	38.9	35.6	65.6
Total	481.5	77.3	39.5	42.4	63.3	76.2	68.7	114.1
Percentage	100.0%	16.1%	8.2%	8.8%	13.1%	15.8%	14.3%	23.7%
Per Capita	\$ 21,245							
				Median Household	\$ 45,238		Avg Household	\$ 54,632
Ethnic Population:	White 78.8%		Black 11.4%		Asian 2.5%		Hispanic 10.6%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	3		4	4	4	8
Tot 12+	5.2	17.2		22.4	22.4	9.4	31.8
Avg 12+	5.2	5.7		5.6	5.6	2.4	4.0
Tot LCS	16.4	54.1		70.4	70.4	29.6	100.0
Avg LCS	16.4	18.0		17.6	17.6	7.4	12.5

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in markets Hartford & Bridgeport.

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WWYZ	Waterbury	B	92.5	17.0	879	a	Clear Channel Comm	61	0008		Country	n/a		16.2	5.8	3.9	5.8	4.2	4.9	5.1	6.3	6.5
WYBC	New Haven	A	94.3	2.6	472	b	Yale Bcstg Co	59			Urban AC	1,800	0.54	18.0	5.2	6.7	5.0	6.0	5.8	5.4	6.6	6.6
WPLR	New Haven	B	99.1	15.0	906		Cox Radio Inc	44	0008	sw	AOR	8,600	2.28	20.5	6.3	8.8	6.7	5.9	5.0	6.6	6.8	5.0
• WKCI	Hamden	B	101.3	12.0	915	a	Clear Channel Comm	69	9205		CHR/Top40	4,750	1.28	20.2	5.1	4.6	6.4	6.0	6.3	6.1	6.9	5.8
# FM Stations -				4	# Combos -				3	FM TOTALS				74.9	22.4	24.0	23.9	22.1	22.0	23.2	26.6	23.9

AM Stations

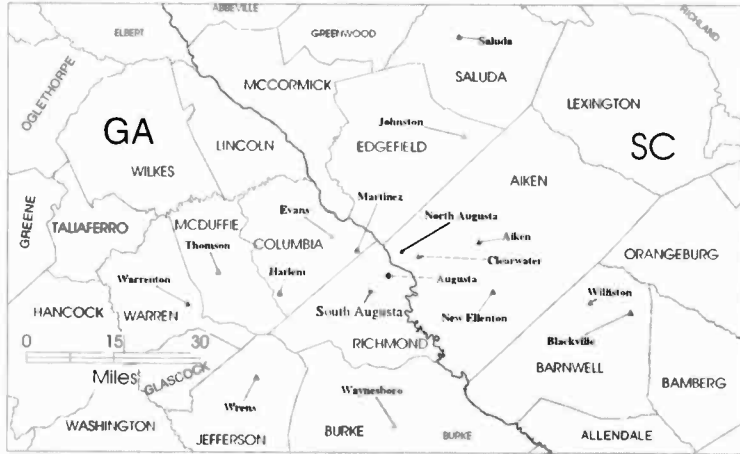
Calls	City of License	FCC Class	Day Power Freq (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WELI	New Haven	B	960	5.0	5.00	a	Clear Channel Comm	35	8409	g	News/Talk	1,600	0.76	11.4	4.3	3.5	4.0	3.0	4.4	5.1	3.9	5.1
• WQUN	Hamden	D	1220	1.0	0.31	c	Quinnipiac Univ	60	9608		Nostalgia	550	0.33	9.0	5.1	4.8	3.8	1.8	2.1	2.6	2.5	3.1
WAVZ	New Haven	B	1300	1.0	1.00	a	Clear Channel Comm	47	9212		Sports	1,000	1.16	4.7	0.0	0.0	0.0	2.8	2.1	2.5	2.4	1.4
WYBC	New Haven	C	1340	1.0	1.00	b	Yale Bcstg Co	44	9808		Variety	100			0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
# AM Stations -				4	# Combos -				4	AM TOTALS				25.1	9.4	8.3	7.8	7.6	8.6	10.2	9.1	9.6
AM & FM Stations Profiled -				8	# Duopolies -				2	Total Local Commercial Share				31.8	32.3	31.7	29.7	30.6	33.4	35.7	33.5	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 109

Revenue Rank: 119

Augusta, GA Market Overview



Metro Counties / Population (000)

Columbia, GA	93.2
McDuffie, GA	21.4
Richmond, GA	200.5
Aiken, SC	145.8
Edgefield, SC	25.7
Total	486.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$15,000	\$15,100	\$16,200	\$17,500	\$16,300	\$17,100	2.6%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	4.9%	\$17,900	\$19,200	\$20,300	\$21,400	\$22,400	5.6%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$3.12/1,000	\$3.28/1,000	Local 80%
Revenue/Capita	\$32.75	\$35.14	\$43.85	National 20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	458.0	486.6	1.2%	486.6	510.8	1.0%
Households	166.1	181.3	1.8%	181.3	193.3	1.3%
Retail Sales	NA ^{1/}	5,480.1	NA ^{1/}	5,480.1	6,823.1	4.5%
EBI ^{2/}	6,046.0	7,247.5	3.7%	7,247.5	8,772.5	3.9%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	235.6	43.4	23.6	25.2	31.8	36.5	33.2	42.0
Women (000)	250.9	41.6	22.6	23.8	32.8	39.3	36.0	54.7
Total	486.6	85.0	46.2	49.0	64.6	75.8	69.3	96.7
Percentage	100.0%	17.5%	9.5%	10.1%	13.3%	15.6%	14.2%	19.9%
Per Capita	\$ 14,895							
				Median Household	\$ 33,758		Avg Household	\$ 39,971
Ethnic Population:	White	60.8%	Black	34.8%	Asian	1.6%	Hispanic	2.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11		9	14	20	11	31
Tot 12+	27.8		44.5	68.2	72.3	9.5	81.8
Avg 12+	2.5		4.9	4.9	3.6	0.9	2.6
Tot LCS	34.0		54.4	83.4	88.4	11.6	100.0
Avg LCS	3.1		6.0	6.0	4.4	1.1	3.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WJES	Saluda	A	92.1	6.0	cp	328 e	Edgefield Saluda	87	9606	200		Oldies	75	0.3	0.0	0.0	0.0	0.4	0.5	0.0	0.0	0.0	
WAEG	Evans	A	92.3	3.0		328 c	Radio One Inc	91	0006		g3	Altve/Rock	100	0.9	0.9	0.5	0.8	0.6	0.2	0.4	0.6	0.5	
WKSX	Johnston	A	92.7	1.8		577 e	Edgefield Saluda	85	9212		st	Oldies	200	0.97	1.2	0.8	0.0	1.5	0.4	0.9	0.5	0.6	0.5
• WGAC	Warrenton	A	93.1	4.1		400 a	Beasley Bcst Group	97	0005	800	c4	News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGOR	Martinez	C3	93.9	13.0	cp	456 a	Beasley Bcst Group	84	9211	810		Oldies	600	0.82	4.3	2.8	3.3	4.0	2.7	4.6	3.6	3.8	3.2
• WAAW	Williston	A	94.7	2.1		561	Neely, Frank	94	0207	700		Gospel			1.3	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCHZ	Harlem	C3	95.1	5.7		538 a	Beasley Bcst Group	92	9701	1,200		Modern Rock	1,000	1.04	5.6	3.2	6.3	3.8	4.9	3.4	3.5	4.8	4.5
WKSP	Aiken	C2	96.3	17.5		846 b	Clear Channel Comm	66	0101		sw	Urban AC	975	0.95	6.0	3.9	4.9	3.6	5.7	5.0	3.5	2.9	2.9
WAKB	Wrens	C3	96.9	0.8		1365 c	Radio One Inc	79	0006		g3	Urban	600	0.75	4.7	3.2	4.0	4.0	3.3	4.1	4.0	3.3	3.7
WIIZ	Blackville	C2	97.9	50.0		433	NicWild Comm Inc	96	9610	340		Urban	450	0.94	2.8	2.1	2.9	2.3	2.0	2.0	2.0	3.5	3.8
WSLT	Clearwater	A	98.3	2.8		486 a	Beasley Bcst Group	87	0104		d1	Soft AC	600	0.95	3.7	4.3	3.8	2.3	3.5	5.7	4.4	4.4	3.0
WKXC	Aiken	C2	99.5	24.0		712 a	Beasley Bcst Group	66	0104	12,000	d1	Country	2,325	1.32	10.3	9.8	11.0	8.0	8.0	10.5	10.4	9.4	8.1
WTHB	Waynesboro	A	100.9	6.0		328 c	Radio One Inc	75	0006		g3	Black Gospl	75		0.8	3.9	2.4	0.4	0.8	0.4	0.2	0.2	0.2
WTHO	Thomson	A	101.7	5.1		354 d	Camellia City Comm	71	9302	110	c1	Country	150	0.80	1.1	1.1	0.9	1.1	0.6	0.5	1.5	0.6	0.3
WEKL	Augusta	A	102.3	1.5		666 b	Clear Channel Comm	67	0101		sw	Clsc Rock	1,300	1.33	5.7	5.6	5.8	3.6	5.3	6.2	6.0	5.2	4.3
WAJY	New Ellenton	A	102.7	6.0	cp	328 a	Beasley Bcst Group	90	9502	700		Adlt Sndrd	450	0.58	4.5	2.8	2.5	4.0	2.9	3.2	2.9	2.7	2.5
WFXA	Augusta	A	103.1	6.0		302 c	Radio One Inc	68	0006		g3	Urban	1,500	1.03	8.5	7.1	5.2	6.9	6.3	9.6	6.0	5.8	7.8
WBQQ	Augusta	C	104.3	100.0		1001 b	Clear Channel Comm	55	0101		sw	AC	1,550	1.13	8.0	6.2	3.3	5.3	7.2	5.3	5.8	7.3	7.8
WZNY	Augusta	C	105.7	100.0		1217 b	Clear Channel Comm	52	0101		sw	CHR	1,300	1.00	7.6	5.8	5.1	5.3	6.5	9.4	7.1	7.3	8.1
WPRW	Martinez	C2	107.7	24.5		577 b	Clear Channel Comm	93	0101		sw	Urban	1,000	0.57	10.3	7.5	7.4	9.2	6.7	6.9	7.1	7.1	6.0
# FM Stations -			20	# Combos -			18	FM TOTALS						86.3	72.3	70.7	66.1	67.8	78.4	68.9	69.5	67.2	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WGAC	Augusta	B	580	5.0	0.84	a	Beasley Bcst Group	40	9205		na	News/Talk	1,550	1.18	7.7	6.8	5.8	5.5	6.5	4.4	9.5	6.1	6.5
WFAM	Augusta	D	1050	5.0	0.00		Wilkins Comm	52	9701	330		Chrst/Talk	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJES	Saluda	D	1190	0.4	0.00	e	Edgefield Saluda	61				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WKIM	Augusta	C	1230	1.0	1.00		Eastern Bcstg Gr Inc	46	0309 p	425		Jazz/Varty	150			0.0	0.0	0.0	0.0	0.4	0.5	0.0	0.5
WTWA	Thomson	C	1240	1.0	1.00	d	Camellia City Comm	48	9302		c1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WINZ	Augusta	C	1340	1.0	1.00	b	Clear Channel Comm	47	0101		sw	Sports	75		0.3	0.0	0.5	0.0	0.4	0.0	0.0	1.0	0.0
• WPCH	North Augusta	D	1380	4.0	0.07	b	Clear Channel Comm	58	0101		sw	Nostalgia	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WGUS	Augusta	B	1480	5.0	5.00	a	Beasley Bcst Group	30	0005		c4	Country	150	0.88	1.0	0.8	0.7	0.4	1.2	0.4	1.1	0.6	1.4
WTHB	Augusta	D	1550	5.0	0.00	c	Radio One Inc	60	0006		g3	Gospel	150	0.35	2.5	0.9	1.4	2.3	1.6	1.4	2.7	2.3	4.1
WKZK	North Augusta	D	1600	0.5	0.00		Gospel Radio Inc	62	8309	190		Gospel	350	1.02	2.0	0.8	1.1	1.5	1.6	2.3	1.3	1.9	2.6
WRDW	Augusta	B	1630	10.0	1.00	a	Beasley Bcst Group	00				Sports			0.1	0.2	0.4	0.0	0.2	0.0	0.4	0.0	0.0
# AM Stations -			11	# Combos -			8	AM TOTALS						13.6	9.5	9.9	9.7	11.5	8.9	15.5	11.9	15.1	
AM & FM Stations Profiled -			31	# Duopolies -			11	Total Local Commercial Share						81.8	80.6	75.8	79.3	87.3	84.4	81.4	82.3		

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 110

Revenue Rank: 96

Roanoke-Lynchburg, VA Market Overview



Metro Counties / Population (000)

Amherst, VA	32.7
Appomattox, VA	13.9
Bedford, VA	63.3
Bedford city, VA	6.0
Botetourt, VA	31.6
Campbell, VA	51.8
Lynchburg city, VA	65.3
Roanoke, VA	87.3
Roanoke city, VA	94.8
Salem city, VA	25.0
Total	471.7

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$16,500	\$18,300	\$20,800	\$22,300	\$20,500	\$21,600
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.4%	\$22,700	\$24,300	\$25,700	\$27,100	\$28,400	5.7%
Revenue/Retail Sales	NA ^{1/}	\$3.18/1,000	\$3.43/1,000				Est. Breakout
Revenue/Capita	\$36.68	\$45.79	\$58.03				Local 90%
							National 10%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	449.8	471.7	1.0%	471.7	489.4
Households	176.7	192.3	1.7%	192.3	203.1	1.1%
Retail Sales	NA ^{1/}	6,784.6	NA ^{1/}	6,784.6	8,287.0	4.1%
EBI ^{2/}	6,748.9	8,052.1	3.6%	8,052.1	10,061.8	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	224.9	35.8	19.3	19.3	28.1	35.0	35.1	52.3
Women (000)	246.8	34.0	18.4	22.1	29.3	36.7	37.1	69.2
Total	471.7	69.7	37.7	41.4	57.5	71.7	72.2	121.5
Percentage	100.0%	14.8%	8.0%	8.8%	12.2%	15.2%	15.3%	25.8%
Per Capita	\$ 17,071							
Median Household				\$ 34,673				
Avg Household							\$ 41,872	
Ethnic Population:	White	81.4%	Black	15.7%	Asian	1.1%	Hispanic	1.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	1	9	12	18	19	37
Tot 12+	14.9	2.3	50.9	63.6	68.1	10.5	78.6
Avg 12+	1.9	2.3	5.7	5.3	3.8	0.6	2.1
Tot LCS	19.0	2.9	64.8	80.9	86.6	13.4	100.0
Avg LCS	2.4	2.9	7.2	6.7	4.8	0.7	2.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Blacksburg.

FM Stations		ARB 12+ Metro Shares (see rights)																					
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02		ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio	Local Comm	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WXLK	Roanoke	C	92.3	88.0	2051	e	Wheeler, Mel	60	9702	7,500	d3	CHR	2,200	1.14	8.9	5.5	7.9	7.0	6.5	6.0	6.2	5.9	7.9
WSNV	Salem	A	93.5	5.8	98	g	Clear Channel Comm	69	0008		g	AC	1,175	2.09	2.6	4.4	3.2	2.5	1.4	1.7	2.6	3.6	3.1
WSLC	Roanoke	C	94.9	100.0	1982	e	Wheeler, Mel	48	0005	6,500	d4	Country	1,100	0.49	10.3	12.2	7.6	8.7	7.0	6.2	5.0	4.5	3.4
WROV	Martinsville	C1	96.3	14.0	2077	g	Clear Channel Comm	50	0008		g	AOR	3,200	1.29	11.5	8.0	9.3	7.6	9.9	9.8	8.6	7.6	9.8
WZZU	Lynchburg	C3	97.9	0.6	1926	b	Travis Broadcasting	70	9907	1,150	nc	Oldies	275	0.91	1.4	1.6	1.9	1.1	1.0	0.7	0.5	1.8	2.4
WSLQ	Roanoke	C	99.1	200.0	1992	e	Wheeler, Mel	47				AC	3,875	1.33	13.5	11.5	10.2	11.9	8.7	10.4	11.4	9.7	8.6
WVBE	Lynchburg	C3	100.1	20.0	328	e	Wheeler, Mel	48	9704		d3	Urban AC	800	0.95	3.9	2.5	3.9	2.6	3.3	1.8	0.2	0.0	0.0
WZZI	Vinton	A	101.5	0.5	784	b	Travis Broadcasting	95	0002	1,300		Modern Rock	450	0.43	4.8	1.2	1.1	2.5	4.8	2.7	4.1	3.2	2.5
WJXX	Lynchburg	A	101.7	3.4	289	g	Clear Channel Comm	64	0008		g	Top 40	475	1.16	1.9	1.1	1.4	1.9	1.0	1.8	1.0	1.4	1.7
WMJA	Appomattox	B	102.7	22.0	745	g	Clear Channel Comm	89	0008		g	70&80/AC	500	0.77	3.0	2.3	2.8	1.7	2.9	2.5	2.1	1.6	1.5
WMGR	Roanoke	C3	104.9	3.1	925	g	Clear Channel Comm	92	0008		g	70&80/AC	900	1.54	2.7	1.8	1.9	2.6	1.5	5.2	1.6	2.9	2.4
WBRW	Blacksburg	C3	105.3	12.0	479		New River Valley Rad	64	9906		1	Clsc Rock	n/a		0.4	0.4	0.4	0.6	0.0	0.5	0.3	0.0	0.0
WKDE	Altavista	A	105.5	6.0	328	c	DJ Bcstg Inc	69	9201	375	c1	Country	150	0.58	1.2	0.9	0.7	0.9	1.0	1.0	0.5	0.4	0.4
WLNI	Lynchburg	A	105.9	6.0	266		Burns Media Stratgis	93	9805	700		Talk	450	0.87	2.4	1.8	2.8	1.5	2.2	1.7	1.6	1.4	1.9
● WJJS	Vinton	A	106.1	6.0	95	g	Clear Channel Comm	94	0008		g	Top 40	1,000	0.69	6.7	5.0	5.4	5.1	5.1	6.8	5.7	5.4	5.2
WBWR	Bedford	A	106.9	0.3	1276		Hammond Radio Ptrs	92	0010	925	1	Clsc Rock	100		0.7	0.5	1.1	0.6	0.5	0.8	1.6	2.5	2.9
WTTX	Appomattox	A	107.1	1.7	427	d	CLL Inc	76	8812	350	c2	Sothn Gspel			0.9	0.0	0.0	0.8	0.5	0.0	0.5	0.9	0.0
WYYD	Amherst	C1	107.9	20.5	1768	g	Clear Channel Comm	81	0008		g	Country	2,550	1.26	9.4	7.4	6.9	7.2	7.2	8.0	11.7	13.8	9.8
# FM Stations -					18	# Combos -					15	FM TOTALS			86.2	68.1	68.5	66.8	64.5	67.6	65.2	66.6	63.5

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 110

Revenue Rank: 96

Roanoke-Lynchburg, VA Market Overview



Metro Counties / Population (000)

Amherst, VA	32.7
Appomattox, VA	13.9
Bedford, VA	63.3
Bedford city, VA	6.0
Botetourt, VA	31.6
Campbell, VA	51.8
Lynchburg city, VA	65.3
Roanoke, VA	87.3
Roanoke city, VA	94.8
Salem city, VA	25.0

471.7

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$16,500	\$18,300	\$20,800	\$22,300	\$20,500	\$21,600	5.5%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	5.4%	\$22,700	\$24,300	\$25,700	\$27,100	\$28,400	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$3.18/1,000	\$3.43/1,000	Local 90%
Revenue/Capita	\$36.68	\$45.79	\$58.03	National 10%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	449.8	471.7	1.0%	471.7	489.4	0.7%
Households	176.7	192.3	1.7%	192.3	203.1	1.1%
Retail Sales	NA ^{1/}	6,784.6	NA ^{1/}	6,784.6	8,287.0	4.1%
EBI ^{2/}	6,748.9	8,052.1	3.6%	8,052.1	10,061.8	4.6%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>	
Men (000)	224.9	35.8	19.3	19.3	28.1	35.0	35.1	52.3	
Women (000)	246.8	34.0	18.4	22.1	29.3	36.7	37.1	69.2	
Total	471.7	69.7	37.7	41.4	57.5	71.7	72.2	121.5	
Percentage	100.0%	14.8%	8.0%	8.8%	12.2%	15.2%	15.3%	25.8%	
Per Capita	\$ 17,071								
					Median Household	\$ 34,673		Avg Household	\$ 41,872
Ethnic Population:	White	81.4%	Black	15.7%	Asian	1.1%	Hispanic	1.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	1	9	12	18	19	37
Tot 12+	14.9	2.3	50.9	63.6	68.1	10.5	78.6
Avg 12+	1.9	2.3	5.7	5.3	3.8	0.6	2.1
Tot LCS	19.0	2.9	64.8	80.9	86.6	13.4	100.0
Avg LCS	2.4	2.9	7.2	6.7	4.8	0.7	2.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Blacksburg.

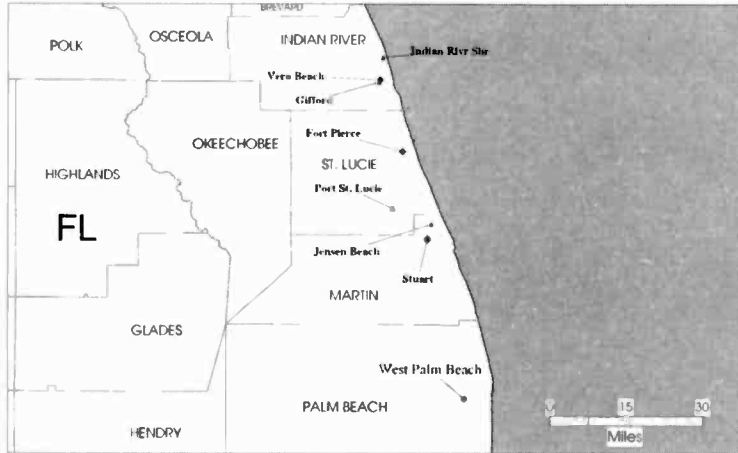
AM Stations		ARB 12+ Metro Shares (see rights)																							
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WLVA	Lynchburg	B	590	5.0	1.00		Kovas Comm	30	0206			News	50			0.0	0.0	0.0	0.0	1.7	0.5	0.0	0.0		
WVBE	Roanoke	B	610	5.0	1.00	e	Wheeler, Mel	40	7610			Urban AC	50	0.4	0.4	0.7	0.6	0.0	0.2	0.7	2.0	2.9			
WCQV	Moneta	D	880	0.9	0.00	a	Perception Media Grp	91	9906		na	Adlt Stndrd	50		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WWWR	Roanoke	D	910	1.0	0.08	a	Perception Media Grp	57	9104	150		Gospel	150		0.9	0.0	0.0	0.0	1.4	0.5	0.5	0.5	0.9		
• WLLL	Lynchburg	D	930	9.0 cp	0.04		Hubbards Ad Agency	63	9602	28		Gospel	125	0.24	2.4	2.0	1.6	2.6	1.0	3.2	1.9	3.2	3.4		
WFIR	Roanoke	B	960	5.0	5.00	e	Wheeler, Mel	24	0005		d4	News/Talk	1,000	0.77	6.0	5.5	4.7	3.8	5.3	3.5	4.7	3.1	5.0		
WNRV	Narrows-Pearisb	D	990	5.0	0.00	a	Perception Media Grp	53	9907		na	Gospel	100		0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0		
WKDE	Altavista	D	1000	1.0	0.00	c	DJ Bcstg Inc	62	9201		c1	News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBRG	Lynchburg	D	1050	1.0	0.10		Tri-County Bcstg Inc	56	6707			Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WODI	Brookneal	C	1230	1.0	1.00		D & M Comm Inc	65	9608	47		Oldes/Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WGMN	Roanoke	C	1240	1.0	1.00	g	Clear Channel Comm	46	0008		g	Sprts/Talk	300	0.99	1.4	1.2	0.7	1.1	1.0	0.7	0.5	0.4	0.5		
WOWZ	Appomattox	D	1280	1.0	0.00	d	OneCom Inc	74	0202	30		News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WVGM	Lynchburg	D	1320	1.0	0.02	g	Clear Channel Comm	62	0008		g	Sprts/Talk	75		0.6	0.4	0.2	0.6	0.3	0.0	0.2	0.2	0.2		
• WBLT	Bedford	D	1350	1.0	0.05		WBLT Inc	50	0204	140		Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKPA	Lynchburg	D	1390	4.7 cp	0.03	f	Moran, David H	88				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WRIS	Roanoke	D	1410	5.0	0.07		WRIS LLC	53	6405	117		Inspiration				0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0		
• WAMV	Amherst	D	1420	2.2	0.05		Community First Bcst	76	8801	50		BlGrs/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTOY	Salem	D	1480	5.0	0.02		Ward Bcstg Corp	56	8711	375		Urban/Gospl	400	0.88	2.1	0.5	0.9	1.1	2.1	0.0	0.5	0.7	0.9		
WKBA	Vinton	D	1550	10.0	0.00	f	Moran, David H	61	8301	350		Gospel				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					19	# Combos -					11	AM TOTALS					13.9	10.5	8.8	9.8	11.3	10.5	9.5	10.1	13.8
AM & FM Stations Profiled -					37	# Duopolies -					11	Total Local Commercial Share					78.6	77.3	76.6	75.8	78.1	74.7	76.7	77.3	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 111

Revenue Rank: 222

Ft. Pierce-Stuart-Vero Beach, FL Market Overview



Metro Counties / Population (000)

Indian River, FL	120.5
Martin, FL	132.9
St. Lucie, FL	202.3
Total	455.7

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$10,000	\$8,800	\$7,500	\$7,100	\$6,700	\$7,100
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.0%	\$7,500	\$8,100	\$8,500	\$9,000	\$9,400	5.7%
Revenue/Retail Sales	NA ^{1/}	\$1.34/1,000	\$1.45/1,000				Est. Breakout
Revenue/Capita	\$25.18	\$15.58	\$18.39				Local 90%
							National 10%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	397.1	455.7	2.8%	455.7	511.2
Households	159.8	192.2	3.8%	192.2	218.5	2.6%
Retail Sales	NA ^{1/}	5,290.7	NA ^{1/}	5,290.7	6,476.4	4.1%
EBI ^{2/}	6,795.0	9,315.7	6.5%	9,315.7	12,289.6	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	222.0	30.5	17.4	15.2	21.7	30.3	28.6	78.2
Women (000)	233.7	29.1	16.2	12.9	21.2	31.1	30.1	93.2
Total	455.7	59.6	33.6	28.1	42.9	61.4	58.7	171.4
Percentage	100.0%	13.1%	7.4%	6.2%	9.4%	13.5%	12.9%	37.6%
Per Capita	\$ 20,442							
Median Household					\$ 35,503			
Avg Household								\$ 48,467
Ethnic Population:	White	84.1%	Black	10.6%	Asian	0.9%	Hispanic	8.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		10	12	12	6	18
Tot 12+	4.2		48.6	52.8	52.8	5.8	58.6
Avg 12+	2.1		4.9	4.4	4.4	1.0	3.3
Tot LCS	7.2		82.9	90.1	90.1	9.9	100.0
Avg LCS	3.6		8.3	7.5	7.5	1.6	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in W. Palm Beach-Boca Raton.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WAVW	Stuart	C2	92.7	50.0 cp	482	c	Clear Channel Comm	64	0008		g1	Country	750	1.63	6.5	4.7	5.4	3.5	3.3	3.2	2.5	2.1	2.1	
WGYL	Vero Beach	C2	93.7	50.0	479	b	Treasure/Space Coast	70	0007	5,150	c1	AC	1,125	1.84	8.6	2.8	4.7	4.5	4.5	2.2	5.6	3.8	3.6	
• WSYR	Gifford	C2	94.7	0.0 cp	331	c	Clear Channel Comm	94	0008		g1	Hot AC	1,200			2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLDI	Fort Pierce	C1	95.5	100.0 cp	925	b	Clear Channel Comm	69	9808			CHR	n/a		8.8	4.3	3.4	4.9	4.3	8.5	6.6	6.8	7.6	
WOSN	Indian River	C3	97.1	23.0	348	b	Treasure/Space Coast	96	0008	4,100		Adlt Stndrd	950	0.59	22.8	10.9	10.6	13.1	10.9	12.1	12.5	12.0	12.2	
WKGR	Fort Pierce	C1	98.7	100.0	974		Clear Channel Comm	61	9712			Clsc Rock	n/a		10.1	7.3	5.7	5.4	5.2	4.6	3.9	3.4	6.1	
WGNX	Vero Beach	C2	99.7	26.0 cp	440	b	Treasure/Space Coast	95	9807		st	Rock	350	0.97	5.1	1.9	3.5	1.5	3.8	3.7	1.0	1.6	3.3	
WHLG	Port St. Lucie	A	101.3	6.0	299		Horton Bcstg Co	99				AC	325	1.31	3.5	1.7	1.7	1.3	2.4	2.4	2.5	2.7	3.4	
WCZR	Vero Beach	A	101.7	4.2	394	c	Clear Channel Comm	79	0008		g1	Talk/Rock	200	2.01	1.4	2.5	0.0	0.5	1.0	0.0	0.5	0.5	0.4	
WMBX	Jensen Beach	C1	102.3	100.0 cp	974		Infinity Bcstg	80	0102			CHR	n/a		9.0	5.4	6.5	5.0	4.5	1.5	2.9	3.9	3.3	
WQOL	Vero Beach	C2	103.7	50.0	476	c	Clear Channel Comm	86	0008		g1	Oldies	650	1.58	5.8	5.0	6.7	2.7	3.4	2.0	3.9	2.7	3.8	
WFLM	White City	C3	104.7	17.5 cp	390		Midway Bcstg Co	93				Urban AC	1,225	2.03	8.5	4.1	3.5	4.2	4.7	4.8	5.4	9.7	5.3	
# FM Stations -					12	# Combos -					8	FM TOTALS				90.1	52.8	51.7	46.6	48.0	45.0	47.3	49.2	51.1

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)								Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
• WJNX	Fort Pierce	B	1330	5.0	1.00	a	Port St Lucie Bcstrs	52	0310 p	400		News/Talk	350	1.90	2.6	2.2	0.8	1.5	1.2	0.5	0.7	0.7	0.7	
WAXE	Vero Beach	D	1370	1.0	0.07	c	Clear Channel Comm	54	0008		g1	News/Talk	175	1.12	2.2	0.8	0.5	1.8	0.5	0.9	0.5	0.9	1.3	
WIRA	Fort Pierce	C	1400	1.0	1.00	a	Port St Lucie Bcstrs	46	0108	350		Spanish	200	2.01	1.4	1.7	0.0	1.2	0.3	0.3	0.0	0.0	0.0	
WSTU	Stuart	C	1450	1.0	1.00	a	Port St Lucie Bcstrs	54	0203	500		BusNw/Sprts	200		0.7	0.0	0.8	0.0	0.7	1.0	0.3	0.5	0.3	
WTTB	Vero Beach	C	1490	1.0	1.00	b	Treasure/Space Coast	54	0007	5,150	c1	Talk/Oldes	50			0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	
WPSL	Port St. Lucie	D	1590	5.0	0.06	a	Port St Lucie Bcstrs	85	9304	200		Nws/Tlk/Spt	550	2.50	3.1	1.1	0.7	1.7	1.6	3.1	2.0	2.3	1.8	
# AM Stations -					6	# Combos -					6	AM TOTALS				10.0	5.8	2.8	6.2	4.3	5.8	3.5	5.1	4.1
AM & FM Stations Profiled -					18	# Duopolies -					6	Total Local Commercial Share				58.6	54.5	52.8	52.3	50.8	50.8	54.3	55.2	

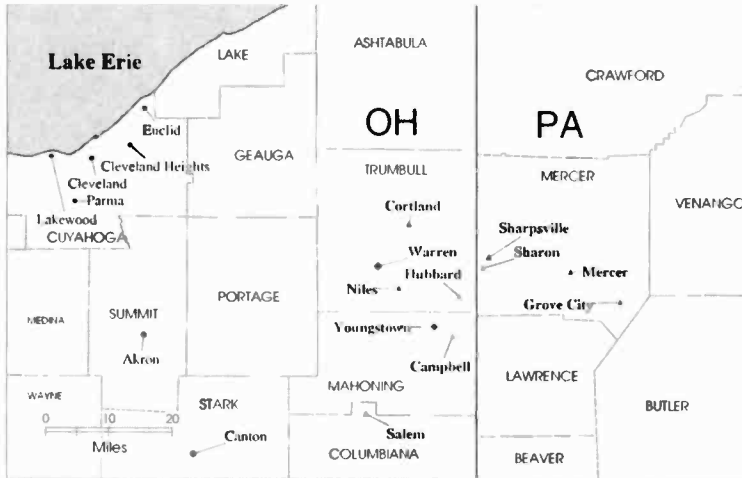
• Indicates a change since last edition

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 112

Revenue Rank: 88

Youngstown-Warren, OH Market Overview



Metro Counties / Population (000)

Mahoning, OH	253.6
Trumbull, OH	223.1
	476.7

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$16,900	\$19,000	\$21,500	\$24,100	\$20,400	\$23,600	6.9%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	15.7%	\$24,700	\$26,000	\$27,000	\$28,500	\$29,900	4.9%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.15/1,000	\$4.73/1,000	Local 89%
Revenue/Capita	\$34.70	\$49.51	\$64.54	National 11%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	Growth Rate	<u>2002</u>	<u>2007</u>	Growth Rate
MSA Population	487.0	476.7	-0.4%	476.7	463.3	-0.6%
Households	187.1	190.7	0.4%	190.7	189.2	-0.2%
Retail Sales	NA ^{1/}	5,687.1	NA ^{1/}	5,687.1	6,323.7	2.1%
EBI ^{2/}	6,752.3	7,246.7	1.4%	7,246.7	8,187.5	2.5%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	228.6	37.2	20.6	19.9	27.2	33.8	35.0	54.8
Women (000)	248.1	35.9	20.0	19.3	27.2	35.5	36.8	73.5
Total	476.7	73.1	40.5	39.2	54.4	69.3	71.9	128.3
Percentage	100.0%	15.3%	8.5%	8.2%	11.4%	14.5%	15.1%	26.9%
Per Capita	\$ 15,203							
				Median Household	\$ 31,535		Avg Household	\$ 37,994
Ethnic Population:	White	84.9%	Black	12.4%	Asian	0.5%	Hispanic	2.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	6		9	11	11	22
Tot 12+	18.2	39.7		56.3	57.9	18.2	76.1
Avg 12+	3.6	6.6		6.3	5.3	1.7	3.5
Tot LCS	23.9	52.2		74.0	76.1	23.9	100.0
Avg LCS	4.8	8.7		8.2	6.9	2.2	4.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Canton.

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WNCD	Youngstown	B	93.3	50.0	279	c	Clear Channel Comm	59	9911	p	g4	1	Clsc Rock	2,275	1.06	9.1	5.1	6.7	6.7	7.2	6.7	6.9	6.2	6.3
• WICT	Grove City	B	95.1	17.0	804	c	Forever Bcstg Inc	62	0308	p		1	Country	650	1.02	2.7	1.9	1.9	2.1	2.1	1.9	1.6	2.1	1.9
WAKZ	Sharpville	A	95.9	3.0	328	c	Clear Channel Comm	76	9911	p	g4	1	CHR	1,075	0.89	5.1	4.9	5.4	4.9	2.9	4.0	2.6	1.4	1.9
• WLLF	Mercer	A	96.7	1.4	486	b	Cumulus Bcstg Inc	85	0010		g		Oldies	175			0.8	0.0	0.0	0.0	0.5	0.3	0.0	0.0
WMXY	Youngstown	B	98.9	5.9	1371	c	Clear Channel Comm	47	9905		g1	1	Mix AC	2,000	0.89	9.5	7.8	8.1	7.4	7.2	8.1	7.4	7.9	6.5
WHOT	Youngstown	B	101.1	24.5	705	b	Cumulus Bcstg Inc	59	0010		g		CHR	2,700	1.32	8.7	6.9	7.5	7.4	5.9	8.4	9.5	9.3	11.5
WRBP	Hubbard	A	101.9	3.0	328	a	Stop 26-Riverbend	93					Urban AC	300	0.25	5.0	4.1	4.6	2.6	5.0	3.0	1.1	3.5	3.0
WYFM	Sharon	B	102.9	33.0	604	b	Cumulus Bcstg Inc	47	0010		g		Clsc Hits	3,650	1.65	9.4	7.9	8.0	7.7	6.7	7.5	7.4	7.1	8.1
• WWIZ	Mercer	A	103.9	3.0	299	b	Cumulus Bcstg Inc	72	0010		g		Rock	100	0.22	1.9	0.8	0.8	1.3	1.6	1.3	1.8	1.3	1.3
• WQXK	Salem	B	105.1	88.0	446	b	Cumulus Bcstg Inc	58	0010		g		Country	4,100	1.29	13.5	10.1	9.9	11.4	9.3	11.3	11.8	13.4	9.8
WBBG	Niles	A	106.1	3.0	328	c	Clear Channel Comm	59	9905		g1	1	Oldies	1,550	1.03	6.4	7.6	6.1	4.7	5.1	5.4	5.7	7.4	5.8
# FM Stations -				11	# Combos -				11	FM TOTALS				71.3	57.9	59.0	56.2	53.0	58.1	56.1	59.6	56.1		

AM Stations

Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
• WKBN	Youngstown	B	570	5.0	5.00	c	Clear Channel Comm	26	9905		g1	1	News/Talk	3,000	0.83	15.4	10.8	8.5	11.1	12.4	11.6	9.0	9.3	9.0
WSOM	Salem	D	600	1.0	0.05	b	Cumulus Bcstg Inc	65	0010		g		Oldies	250	0.33	3.2	3.9	2.9	2.3	2.6	2.2	3.2	2.1	1.9
WPIC	Sharon	D	790	1.0	0.05	b	Cumulus Bcstg Inc	38	0010		g		News/Talk	375		0.8	0.0	0.5	0.7	0.6	0.6	0.5	0.8	0.7
WKTU	Cortland	D	830	1.0	0.00		Kossanyi Family	85	9108	160			Varty/Ethnc	200	0.71	1.2	0.0	0.8	1.3	0.5	0.5	0.0	0.3	0.3
WBBW	Youngstown	C	1240	1.0	1.00	b	Cumulus Bcstg Inc	49	0010		g		Sports	350	1.35	1.1	0.7	1.0	0.7	1.0	0.8	1.3	0.6	0.7
WASN	Campbell	B	1330	0.5	1.00	a	Stop 26-Riverbend	55	0211	p	48	d	BkGsp/Reign			0.7	0.0	0.0	0.0	1.0	0.5	0.6	0.5	0.0
• WNIO	Youngstown	B	1390	9.5	4.80	c	Clear Channel Comm	39	9911	p	g4	1	Nstlg/Sprts	400	0.39	4.4	2.0	2.1	3.3	3.5	2.9	3.2	2.7	2.4
WHKW	Warren	B	1440	5.0	5.00		Salem Comm Corp	41	0107				Chrst/Talk	100			0.0	0.0	0.0	0.0	0.0	0.3	1.7	1.9
WGFT	Youngstown	D	1500	0.5	0.00		Esquire Comm Inc	76	9509				Chrst/Talk	150	0.33	1.9	0.8	1.6	1.3	1.6	1.8	1.9	0.6	1.9
WRTK	Niles	D	1540	0.5	0.00	c	D & E	63	0105		d1		Urban	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
WANR	Warren	D	1570	0.5	0.12		Beacon Broadcasting	71	9811	178			Nws/Old/Tik				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				11	# Combos -				7	AM TOTALS				28.7	18.2	17.4	20.7	23.2	20.9	20.0	18.6	21.2		
AM & FM Stations Profiled -				22	# Duopolles -				7	Total Local Commercial Share				76.1	76.4	76.9	76.2	79.0	76.1	78.2	77.3			

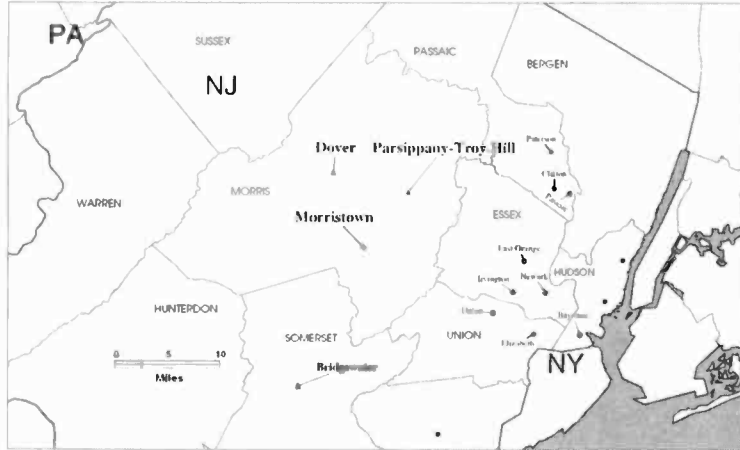
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 113

Revenue Rank: 207

Morristown, NJ Market Overview



Metro Counties / Population (000)

Morris, NJ	478.8
	478.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	N/A	\$7,000	\$7,400	\$6,400	\$7,900
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	23.4%	\$8,400	\$9,000	\$9,500	\$10,000	\$10,500	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$0.71/1,000	\$0.64/1,000	Local 75%
Revenue/Capita	N/A	\$16.50	\$20.97	National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	451.8	478.8	1.2%	478.8	500.8	0.9%
Households	159.8	173.5	1.7%	173.5	183.3	1.1%
Retail Sales	NA ^{1/}	11,056.4	NA ^{1/}	11,056.4	16,373.5	8.2%
EBI ^{2/}	11,134.6	15,862.2	7.3%	15,862.2	21,859.1	6.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	234.1	41.5	19.2	16.0	31.1	42.0	36.7	47.6
Women (000)	244.7	39.1	18.2	15.2	31.7	43.0	39.1	58.5
Total	478.8	80.6	37.4	31.2	62.8	85.0	75.8	106.1
Percentage	100.0%	16.8%	7.8%	6.5%	13.1%	17.8%	15.8%	22.2%
Per Capita	\$ 33,126							
Median Household					\$ 68,518			
Avg Household								\$ 91,424
Ethnic Population:	White	86.6%	Black	2.8%	Asian	6.7%	Hispanic	8.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1			1	1	4	5
Tot 12+	5.8			5.8	5.8	2.7	8.5
Avg 12+	5.8			5.8	5.8	0.7	1.7
Tot LCS	68.2			68.2	68.2	31.8	100.0
Avg LCS	68.2			68.2	68.2	7.9	20.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in New York & Middlesex.

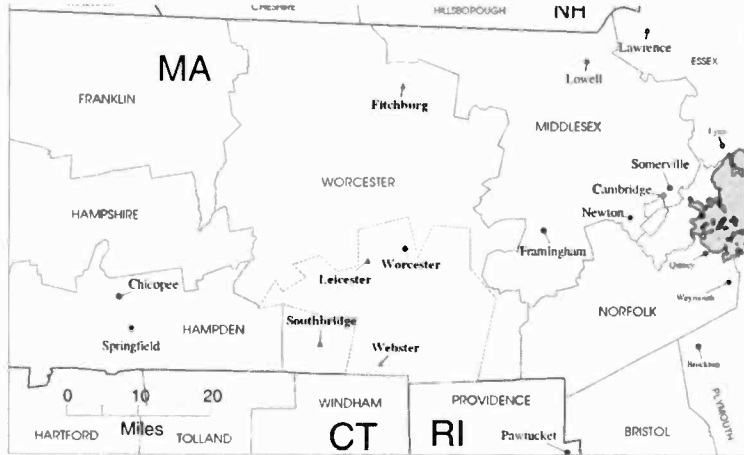
FM Stations										ARB 12+ Metro Shares (see rights)															
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WDHA	Dover	A	105.5	1.0	574	b	Greater Media	61	0107		g1	AOR	6,200	1.24	63.2	5.8	4.6	5.8	4.7	7.1	5.2	4.5	6.5		
# FM Stations -					1	# Combos -					0	FM TOTALS					63.2	5.8	4.6	5.8	4.7	7.1	5.2	4.5	6.5
AM Stations										ARB 12+ Metro Shares (see rights)															
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WKMB	Stirling	D	1070	0.3	0.00		King's Temple Minist	72	0209 p	400		Christian	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WWTR	Bridgewater	D	1170	0.2	0.00	b	Greater Media	71	0107			Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1		
WMTR	Morristown	B	1250	5.0 cp	7.00	a	Greater Media	48	0107		g1	Nostalgia	1,600	0.55	36.8	2.7	3.3	2.6	3.5	4.9	3.4	5.5	4.0		
WXMC	Parsippany-Troy	D	1310	1.0	0.09		Chladek, James	73	9301	200		Span/Varty	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					4	# Combos -					1	AM TOTALS					36.8	2.7	3.3	2.6	3.5	4.9	3.4	5.5	4.1
AM & FM Stations Profiled -					5	# Duopolies -					1	Total Local Commercial Share					8.5	7.9	8.4	8.2	12.0	8.6	10.0	10.6	

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 114

Revenue Rank: 146

Worcester, MA Market Overview



Metro Counties / Population (000)

Worcester, MA	475.1
	475.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$11,100	\$12,400	\$14,400	\$14,700	\$12,400	\$13,300
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.3%	\$14,100	\$15,100	\$15,900	\$16,800	\$17,600	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.05/1,000	\$1.99/1,000	Local 70%
Revenue/Capita	\$24.50	\$27.99	\$36.08	National 30%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	453.0	475.1	1.0%	475.1	487.8	0.5%
Households	168.0	180.4	1.4%	180.4	187.2	0.7%
Retail Sales	NA ^{1/}	6,489.8	NA ^{1/}	6,489.8	8,827.8	6.3%
EBI ^{2/}	7,147.3	8,948.2	4.6%	8,948.2	11,103.9	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	231.8	41.2	21.1	20.3	31.0	40.1	33.7	44.4
Women (000)	243.3	39.0	19.7	20.3	31.9	40.0	33.9	58.5
Total	475.1	80.2	40.8	40.5	63.0	80.1	67.6	102.9
Percentage	100.0%	16.9%	8.6%	8.5%	13.3%	16.9%	14.2%	21.7%
Per Capita	\$ 18,834							
				Median Household	\$ 41,767		Avg Household	\$ 49,605
Ethnic Population:	White	89.0%	Black	2.9%	Asian	2.8%	Hispanic	7.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	3		4	5	8	13
Tot 12+	4.3	29.2		31.5	33.5	9.3	42.8
Avg 12+	2.2	9.7		7.9	6.7	1.2	3.3
Tot LCS	10.0	68.2		73.6	78.3	21.7	100.0
Avg LCS	5.0	22.7		18.4	15.7	2.7	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Boston.

FM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
															2003	2002	2002	2001	2001	2000	2000	1999	
WSRS	Worcester	B	96.1	16.5	863	b	Clear Channel Comm	40	0008		g	Lite Rock	6,700	1.57	32.1	14.4	13.4	14.0	14.1	13.5	13.9	15.4	15.6
WORC	Webster	A	98.9	1.9	410	a	Citadel Bcstg Corp	94	0002	24,500	d4	Oldies	650	1.69	2.9	2.0	1.3	1.8	0.8	1.4	1.2	1.0	1.5
WWFX	Southbridge	A	100.1	2.9	479	a	Citadel Bcstg Corp	68	0002		d4	Clsc Rock	925	0.97	7.2	2.3	3.9	3.2	3.1	3.9	2.1	3.7	3.3
WXLO	Fitchburg	B	104.5	37.0	564	a	Citadel Bcstg Corp	60	0002		d4	Hot AC	2,900	1.42	15.4	6.9	5.9	6.6	6.9	7.1	6.3	7.4	8.4
WAAF	Worcester	B	107.3	9.6 cp	1099	d	Entercom	61	9811			Rock	n/a		15.9	7.9	7.5	8.0	6.0	6.8	7.6	7.8	8.8
# FM Stations -				5	# Combos -				5	FM TOTALS				73.5	33.5	32.0	33.6	30.9	32.7	31.1	35.3	37.6	

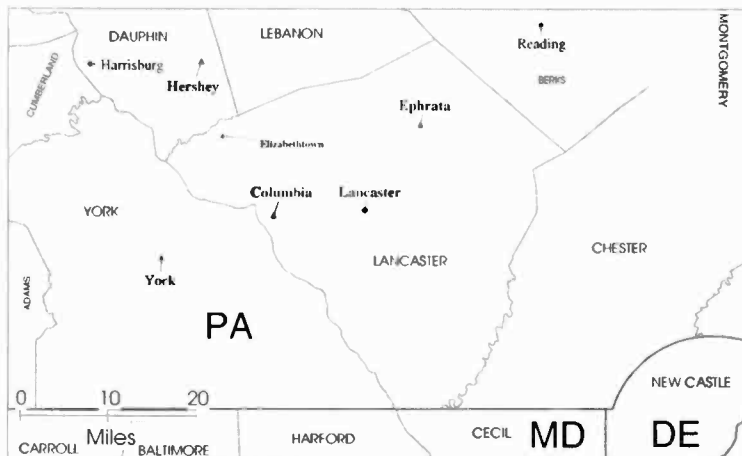
AM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Day Power Freq (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
															2003	2002	2002	2001	2001	2000	2000	1999	
WTAG	Worcester	B	580	5.0	5.00	b	Clear Channel Comm	24	0008		g	Nws/Tlk/Spt	1,350	0.70	14.6	6.0	5.4	5.9	6.9	9.1	8.5	7.9	6.7
WVNE	Leicester	D	760	25.0	0.00		Blount Comm Group	91				Christian	100	0.40	1.9	0.0	0.0	0.9	0.8	0.0	0.7	0.5	0.3
WCRN	Worcester	B	830	50.0 cp	5.00		Carter Bcstg Corp	94				Variety	125	0.27	3.5	1.3	1.7	1.4	1.7	3.0	0.0	0.0	0.0
WEEI	Boston	B	850	50.0	50.00	d	Entercom	26	9811			Sports	n/a		3.8	1.1	1.7	1.8	1.5	2.2	1.8	1.5	0.6
WGFP	Webster	D	940	1.0	0.00	c	Just Because Inc	80	0301			Country	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
• WNEB	Worcester	C	1230	1.0	1.00		Windsor Financial	46	0308 p		d	ChrsContem	50			0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
WORC	Worcester	B	1310	5.0	1.00	c	Chowder Bcst Grp LLC	25	9805	790		Talk	300		0.9	0.5	0.5	0.4	0.4	0.5	0.0	0.5	0.9
WVEI	Worcester	B	1440	5.0	5.00		Entercom	26	9811		g	Sports	150	0.66	1.7	0.4	1.2	0.9	0.6	0.7	0.9	0.5	0.8
# AM Stations -				8	# Combos -				4	AM TOTALS				26.4	9.3	10.5	11.3	11.9	15.5	12.3	10.9	9.4	
AM & FM Stations Profiled -				13	# Duopolies -				2	Total Local Commercial Share				42.8	42.5	44.9	42.8	48.2	43.4	46.2	47.0		

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 115

Revenue Rank: 156

Lancaster, PA Market Overview



Metro Counties / Population (000)

Lancaster, PA	475.4
	475.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$11,100	\$12,800	\$13,800	\$14,800	\$12,100	\$12,500	2.4%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	3.3%	\$13,100	\$14,000	\$14,800	\$15,600	\$16,400	5.5%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA ^{1/}	\$1.91/1,000	\$2.05/1,000	Local	75%		
	\$24.58	\$26.29	\$33.50	National	25%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	451.5	475.4	1.0%	475.4	489.5	0.6%
Households	162.0	175.0	1.6%	175.0	182.2	0.8%
Retail Sales	NA ^{1/}	6,540.4	NA ^{1/}	6,540.4	7,991.2	4.1%
EBI ^{2/}	7,283.9	8,438.4	3.0%	8,438.4	10,298.8	4.1%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	231.4	42.7	21.9	21.9	28.5	35.8	32.2	48.4
Women (000)	244.0	40.4	20.8	22.3	29.1	36.6	33.2	61.6
Total	475.4	83.1	42.7	44.3	57.7	72.4	65.3	110.0
Percentage	100.0%	17.5%	9.0%	9.3%	12.1%	15.2%	13.7%	23.1%
Per Capita	\$ 17,751			Median Household	\$ 40,891		Avg Household	\$ 48,210
Ethnic Population:	White	91.1%	Black	2.9%	Asian	1.5%	Hispanic	6.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		7		7	7	4	11
Tot 12+		43.5		43.5	43.5	0.4	43.9
Avg 12+		6.2		6.2	6.2	0.1	4.0
Tot LCS		99.1		99.1	99.1	0.9	100.0
Avg LCS		14.2		14.2	14.2	0.2	9.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Harrisburg, York & Reading.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WDAC	Lancaster	B	94.5	19.0	810		WDAC Radio Co Inc	59	8103	900	e	Christian	1,900	1.29	11.8	6.4	8.0	5.3	6.5	6.6	6.2	7.0	9.3	
WLAN	Lancaster	B	96.9	50.0	499	b	Clear Channel Comm	48	9707	7,000	c1	CHR	2,700	1.16	18.6	7.5	8.7	11.5	7.3	8.7	8.2	11.3	10.4	
WROZ	Lancaster	B	101.3	7.4	1243	a	Hall Communications	44				Soft Rock	2,900	1.76	13.2	6.7	6.5	7.8	5.5	5.5	9.2	6.9	6.9	
WARM	York	B	103.3	6.4	1306		Susquehanna Radio	62				AC	n/a		13.3	6.0	7.4	5.3	8.0	7.0	7.9	4.4	6.0	
WIOV	Ephrata	B	105.1	25.0	702	cp	Regent Comm	62	0302		g	Country	4,000	2.41	13.3	7.6	5.5	6.2	7.1	5.9	4.1	6.3	7.6	
WQXA	York	B	105.7	25.0	705		Citadel Bcstg Corp	48	9707			AOR	n/a		17.7	6.0	7.6	8.8	9.0	8.1	6.2	6.7	6.1	
WCAT	Hershey	B	106.7	14.0	929		Citadel Bcstg Corp	64	9707			Country	n/a		7.0	3.3	4.7	3.4	3.6	3.5	4.3	7.2	4.0	
# FM Stations -					7	# Combos -					2	FM TOTALS				94.9	43.5	48.4	48.3	47.0	45.3	46.1	49.8	50.3

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WLAN	Lancaster	B	1390	5.0	1.00	b	Clear Channel Comm	46	9707		c1	Sports	475	1.09	3.5	0.0	0.4	1.8	1.7	1.1	2.6	2.1	1.6			
WLPA	Lancaster	C	1490	0.6	0.00	a	Hall Communications	22	7702			Sports	100	0.47	1.7	0.4	1.5	0.9	0.8	1.5	0.7	1.2	0.8			
WVZN	Columbia	D	1580	0.5	0.01		Esfuerzo de Union	84	0112	165		News/Talk	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WPDC	Elizabethtown	D	1600	0.5	0.08		JVJ Comm Inc	58				Sports	350			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations -					4	# Combos -					2	AM TOTALS				5.2	0.4	1.9	2.7	2.5	2.6	3.3	3.3	2.4		
AM & FM Stations Profiled -					11	# Duopolies -					1	Total Local Commercial Share														

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 116

Revenue Rank: 125

Portsmouth-Dover-Rochester, NH Market Overview



Metro Counties / Population (000)

Rockingham, NH	286.6
Strafford, NH	115.2
York, ME	57.9
Total	459.7

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$12,100	\$14,800	\$15,600	\$15,200	\$14,000	\$16,500	6.4%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	17.9%	\$17,300	\$18,300	\$19,000	\$20,100	\$21,100	5.0%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$1.90/1,000	\$1.75/1,000	Local 80%
Revenue/Capita	\$28.48	\$35.89	\$42.78	National 20%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	424.9	459.7	1.6%	459.7	493.2	1.4%
Households	155.3	176.0	2.5%	176.0	191.9	1.7%
Retail Sales	NA ^{1/}	8,672.8	NA ^{1/}	8,672.8	12,040.2	6.8%
EBI ^{2/}	7,736.5	10,263.7	5.8%	10,263.7	14,003.2	6.4%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	225.4	38.6	20.9	18.6	28.6	41.2	35.5	42.1
Women (000)	234.3	37.1	20.1	19.5	29.6	42.2	35.8	50.0
Total	459.7	75.7	41.0	38.1	58.2	83.4	71.3	92.1
Percentage	100.0%	16.5%	8.9%	8.3%	12.7%	18.1%	15.5%	20.0%
Per Capita	\$ 22,325							
				Median Household	\$ 48,671		Avg Household	\$ 58,319
Ethnic Population:	White	96.6%	Black	0.6%	Asian	1.2%	Hispanic	1.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	2		6	10	7	17
Tot 12+	16.4	15.4		27.5	31.8	4.2	36.0
Avg 12+	2.1	7.7		4.6	3.2	0.6	2.1
Tot LCS	45.6	42.8		76.4	88.3	11.7	100.0
Avg LCS	5.7	21.4		12.7	8.8	1.7	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Manchester, NH.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WPHX	Sanford	A	92.1	1.8	512		Phoenix Media Comm	75	9906	1,025	c1	Alternative	200	0.34	3.6	1.1	1.8	0.9	1.5	1.3	0.4	0.6	0.0
WUBB	York Center	A	95.3	1.4	682	b	Clear Channel Comm	87	0008		g1	Country	350		0.6	1.5	0.5	0.4	0.0	0.8	0.5	1.3	0.6
WQSO	Rochester	A	96.7	3.0	328	b	Clear Channel Comm	79	0008		g1	Oldies	575	0.42	8.2	2.3	1.8	3.0	2.4	1.9	2.0	1.7	2.2
WOKQ	Dover	B	97.5	50.0	492	a	Citadel Bcstg Corp	70	9909		g2	Country	6,000	1.32	27.6	9.5	8.9	7.1	11.2	9.9	10.8	9.7	7.1
WBYY	Somersworth	A	98.7	6.0	315	c	Garrison City Bcstg	95				Soft AC	400	0.35	7.0	3.0	2.2	2.4	2.2	1.7	1.4	3.3	4.0
WHEB	Portsmouth	B	100.3	50.0	459	b	Clear Channel Comm	64	0008		g1	Rock	4,350	1.46	18.0	5.9	6.4	5.9	6.0	5.1	6.3	7.0	6.7
WSAK	Hampton	A	102.1	3.0	328	a	Citadel Bcstg Corp	92	9909		g2	Clsc Rock			2.0	0.6	0.4	0.6	0.7	0.4	0.5	0.2	1.3
WSHK	Kittery	A	105.3	2.2	371	a	Citadel Bcstg Corp	92	9909		g2	Clsc Rock	1,300	1.18	6.7	1.7	2.4	2.0	2.4	1.9	3.2	2.8	1.5
WMEX	Farmington	A	106.5	2.9	486		Jackson, Dennis	99				Oldies	50	0.28	1.1	1.1	1.3	0.7	0.0	0.0	0.4	0.0	0.0
WERZ	Exeter	A	107.1	5.2	348	b	Clear Channel Comm	72	0008		g1	Top 40	2,550	1.05	14.7	5.1	4.9	5.0	4.7	7.5	8.2	8.5	6.7
# FM Stations -					10	# Combos -					8	FM TOTALS			89.5	31.8	30.6	28.0	31.1	30.5	33.7	35.1	30.1

AM Stations

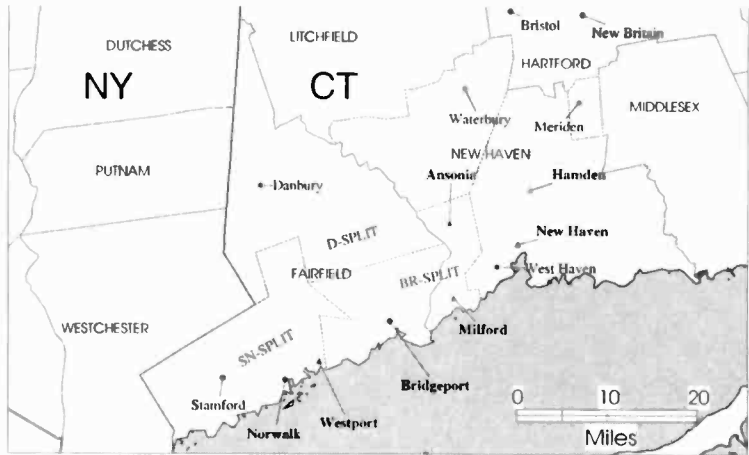
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WGIN	Rochester	B	930	5.0	5.00	b	Clear Channel Comm	47	0008		g1	Nws/Tlk/Spt				0.4	0.5	0.0	0.0	0.8	0.4	0.2	0.4
WCEC	Salem	D	1110	5.0	0.00		Costa Comm Corp	77				Span/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTSN	Dover	B	1270	5.0	5.00	c	Garrison City Bcstg	56	8303	1,100		Talk/Sprts	375	0.41	5.6	2.1	1.3	2.0	1.7	0.6	2.5	1.7	2.5
WDER	Derry	B	1320	10.0	1.00		Blount Comm Group	83	0009	See (186)		Christian	n/a		0.9	0.0	0.4	0.6	0.0	0.0	0.0	0.0	0.0
WWNH	Madbury	C	1340	0.3 cp	0.00		Harvest Bcstg Svcs	89				1 Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMYF	Portsmouth	B	1380	1.0	1.00	b	Clear Channel Comm	60	0008		g	Nostalgia	200	0.31	3.9	1.7	1.8	1.3	1.3	1.1	1.4	1.1	1.0
WGIP	Exeter	D	1540	5.0	0.00	b	Clear Channel Comm	66	0008		g1	Nws/Tlk/Spt	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					7	# Combos -					4	AM TOTALS			10.4	4.2	4.0	3.9	3.0	2.5	4.3	3.0	3.9
AM & FM Stations Profiled -					17	# Duopolies -					5	Total Local Commercial Share			36.0	34.6	31.9	34.1	33.0	38.0	38.1	34.0	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 117

Revenue Rank: 170

Bridgeport, CT Market Overview



Metro Counties / Population (000)

Fairfield, CT	347.8
New Haven, CT	116.2
Total	464.0

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$9,500	\$10,200	\$10,800	\$12,400	\$10,500	\$11,400
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	8.6%	\$12,100	\$12,900	\$13,700	\$14,400	\$15,100	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.31/1,000	\$1.29/1,000	Local 75%
Revenue/Capita	\$21.78	\$24.57	\$31.66	National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	436.1	464.0	1.2%	464.0	476.9
Households	162.2	172.9	1.3%	172.9	178.1	0.6%
Retail Sales	NA ^{1/}	8,723.7	NA ^{1/}	8,723.7	11,712.2	6.1%
EBI ^{2/}	11,467.8	14,530.2	4.8%	14,530.2	18,813.6	5.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	223.5	40.8	19.0	17.7	29.5	37.6	32.4	46.4
Women (000)	240.5	38.8	18.0	17.3	30.8	39.6	34.8	61.3
Total	464.0	79.7	37.0	35.0	60.3	77.2	67.2	107.7
Percentage	100.0%	17.2%	8.0%	7.5%	13.0%	16.6%	14.5%	23.2%
Per Capita	\$ 31,315							
Median Household				\$ 59,834				
Avg Household							\$ 84,023	
Ethnic Population:	White	78.5%	Black	10.5%	Asian	3.3%	Hispanic	12.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		4		4	4	5	9
Tot 12+		32.0		32.0	32.0	11.3	43.3
Avg 12+		8.0		8.0	8.0	2.3	4.8
Tot LCS		73.9		73.9	73.9	26.1	100.0
Avg LCS		18.5		18.5	18.5	5.2	11.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in markets New Haven and Stamford.

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WPLR	New Haven	B	99.1 15.0	906		Cox Radio Inc	44	0008			AOR	n/a		9.8	4.7	5.5	4.6	3.6	5.5	4.7	4.3	3.9
WEZN	Bridgeport	B	99.9 27.5	669		Cox Radio Inc	60	9704		g	AC	6,500	2.38	24.0	9.4	11.9	9.8	10.4	10.5	11.8	13.3	12.5
• WKCI	Hamden	B	101.3 12.0	915		Clear Channel Comm	69	9205	See (108)		CHR/Top40	n/a		9.5	3.4	5.1	4.1	3.9	4.0	5.2	5.4	5.6
WEBE	Westport	B	107.9 50.0	384	b	Cumulus Bcstg Inc	82	0203			AC	n/a		29.1	14.5	14.1	12.7	11.8	12.9	9.7	10.3	9.4
# FM Stations -				4	# Combos -				0	FM TOTALS				72.4	32.0	36.6	31.2	29.7	32.9	31.4	33.3	31.4

AM Stations

Calls	City of License	FCC Class	Day Power Freq (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WICC	Bridgeport	B	600 1.0	0.50	a	Cumulus Bcstg Inc	26	0203		g	FullService	4,000	1.35	25.9	10.3	9.7	9.3	12.6	10.7	11.3	11.1	10.0
WADS	Ansonia	D	690 3.2	0.00		Radio Amor Inc	56	9401	450		Span/CCtmp	200			0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
WCUM	Bridgeport	C	1450 1.0	1.00		Radio Cumbre Bcstg	41	9007	550	st	Span/Varty	400		0.3	0.5	1.1	0.0	0.3	0.8	0.5	0.8	0.3
WFIF	Milford	D	1500 5.0	0.00		Blount Comm Group	65	8204	538		Christian	300	2.02	1.3	0.5	0.9	0.5	0.6	0.7	0.3	1.0	0.5
WDJZ	Bridgeport	D	1530 5.0	0.00		Peoples Bcstg Ntwk	77	0108	425		Divrs/Gospl				0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				5	# Combos -				0	AM TOTALS				27.5	11.3	12.0	9.8	13.5	12.2	13.1	12.9	10.8
AM & FM Stations Profiled -				9	# Duopolies -				1	Total Local Commercial Share				43.3	48.6	41.0	43.2	45.1	44.5	46.2	42.2	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 118

Revenue Rank: 107

Huntsville, AL Market Overview



Metro Counties / Population (000)

Limestone, AL	66.9
Madison, AL	280.0
Morgan, AL	111.8
Total	458.7

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$15,700	\$16,300	\$17,100	\$19,100	\$18,400	\$19,100	3.9%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
3.8%	\$20,200	\$21,700	\$22,900	\$24,100	\$25,300	5.8%	
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
NA ^{1/}	\$3.50/1,000	\$3.90/1,000		Local	75%		
Revenue/Capita	\$35.80	\$41.64	\$53.36	National	25%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	438.5	458.7	0.9%	458.7	474.1
Households	168.6	181.5	1.5%	181.5	190.7	1.0%
Retail Sales	NA ^{1/}	5,455.6	NA ^{1/}	5,455.6	6,479.5	3.5%
EBI ^{2/}	7,213.9	8,581.5	3.5%	8,581.5	10,723.2	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	225.2	39.2	20.3	21.5	30.6	38.6	31.9	43.1
Women (000)	233.5	37.4	19.1	21.0	31.0	38.3	33.2	53.5
Total	458.7	76.6	39.4	42.4	61.7	76.8	65.1	96.7
Percentage	100.0%	16.7%	8.6%	9.3%	13.4%	16.7%	14.2%	21.1%
Per Capita	\$ 18,710							
				Median Household	\$ 38,792		Avg Household	\$ 47,287
Ethnic Population:	White	76.3%	Black	19.0%	Asian	1.4%	Hispanic	2.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		8	11	13	15	28
Tot 12+	7.5		53.6	60.3	61.1	12.9	74.0
Avg 12+	1.5		6.7	5.5	4.7	0.9	2.6
Tot LCS	10.1		72.4	81.5	82.6	17.4	100.0
Avg LCS	2.0		9.1	7.4	6.4	1.2	3.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WEUZ	Minor Hill	A	92.1	2.6	479	d	Batts, H & Caples, V	83	9402	310	Urban			0.4	0.2	0.0	0.2	0.4	0.0	0.0	1.1	0.2	
WWXQ	Trinity	A	92.5	3.1	423	c	Clear Channel Comm	92	0008		g	Oldies	350	0.92	2.0	1.7	1.7	0.9	1.7	1.7	1.8	1.1	1.4
• WHRP	Tullahoma	C1	93.3	100.0	981	b	Cumulus Bcstg Inc	62	0306		st	Urban	425	1.24	1.8	1.9	1.1	1.3	1.1	1.5	1.2	1.1	1.6
WXQW	Meridianville	A	94.1	0.4	1155	c	Clear Channel Comm	95	0008		g	Oldies	225	0.45	2.6	2.6	3.1	1.7	2.9	2.3	2.7	1.1	1.7
WRTT	Huntsville	C2	95.1	12.0	909	a	BCA Media LLC	60	0004		na	Adult Rock	1,250	0.75	8.7	6.6	5.7	5.9	6.3	6.9	6.7	6.3	6.6
WRSA	Decatur	C	96.9	100.0	1011		NCA Inc	65				Lite AC	1,325	0.95	7.3	2.4	4.2	4.9	8.2	4.8	4.8	4.9	7.9
WAHR	Huntsville	C	99.1	100.0	984	a	BCA Media LLC	59	9906	11,250		AC	3,000	1.28	12.3	8.3	8.2	8.3	7.4	9.6	10.4	8.7	8.7
WRJL	Eva	A	99.9	6.0	328		French, Jo & Rolland	96				Gospel	175	0.61	1.5	0.8	0.8	0.8	1.5	1.0	1.2	1.5	0.9
WDRM	Decatur	C1	102.1	100.0	981	c	Clear Channel Comm	51	0008		g	Country	5,300	1.33	20.8	15.4	14.9	18.0	13.0	12.7	15.4	19.2	16.3
• WEUP	Moulton	C3	103.1	11.5	492	d	Batts, H & Caples, V	91	9907	775	c1	Urban AC	1,475	0.63	12.2	8.8	9.0	10.2	8.8	8.8	9.6	9.3	9.6
• WZYP	Athens	C	104.3	100.0	1116	b	Cumulus Bcstg Inc	58	0307		st	Top 40	1,850	1.05	9.2	4.7	5.7	7.0	7.1	7.3	6.2	6.3	8.2
WQAH	Addison	A	105.7	6.0	328		Abercrombie, Alvin	99				Country	200	0.55	1.9	3.0	1.9	2.3	2.3	1.9	1.6	0.8	1.6
WTAK	Hartselle	C3	106.1	5.4	725	c	Clear Channel Comm	92	0008		g	Clsc Rock	1,000	0.97	5.4	4.5	4.8	4.4	4.6	4.2	4.6	4.0	3.7
# FM Stations -				13	# Combos -				10	FM TOTALS				86.1	60.9	61.1	65.9	65.3	62.7	66.2	65.4	68.4	

AM Stations

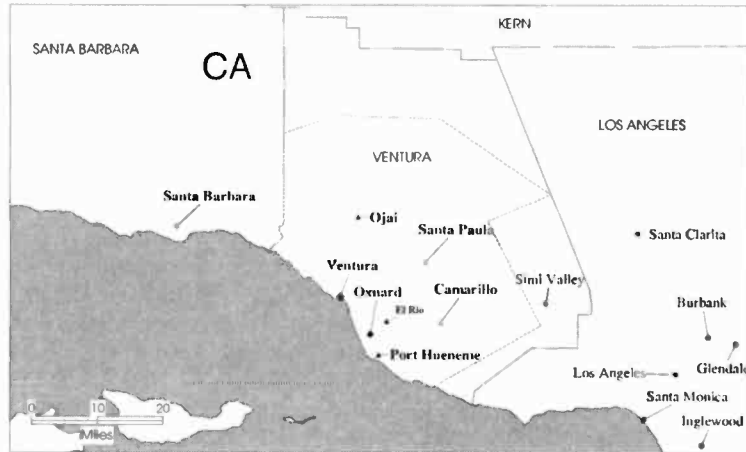
Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001
• WUMP	Madison	D	730	1.0	0.13	b	Cumulus Bcstg Inc	83	0306		st	Sports	75	0.39	1.0	1.1	1.0	1.1	1.5	0.8	0.0	1.1	1.0
• WVNN	Athens	D	770	7.0	0.25	b	Cumulus Bcstg Inc	48	0307		st	News/Talk	500	0.59	4.4	4.9	4.6	4.5	4.0	3.1	3.0	3.2	4.0
WHOS	Decatur	D	800	1.0	0.22	c	Clear Channel Comm	48	0008		g	News	50		0.3	0.2	0.0	0.4	0.4	0.4	0.4	0.2	0.0
• WYAM	Hartselle	D	890	2.5	0.00		Decatur Communicatio	56	0308	60	+	Nws/Tlk/Var				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDJL	Huntsville	D	1000	1.1	0.00	cp	Sharp, James K	68	9701	110		Gospel	200	0.62	1.7	3.0	1.3	0.4	0.6	0.4	2.7	1.1	0.9
WKAC	Athens	D	1080	5.0	0.00		Limestone Bcstg Co	64				Span/Oldes	25		0.2	0.0	0.8	0.0	0.0	0.6	0.0	0.0	0.0
WBXR	Hazel Green	D	1140	15.0	0.00		Wilkins Comm	70	9710	150		Chrst/Talk	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBHP	Huntsville	C	1230	1.0	1.00	c	Clear Channel Comm	37	0008		g	News	175	0.65	1.4	0.6	0.8	0.9	1.9	1.3	1.1	0.6	1.4
WQAH	Priceville	D	1310	1.0	0.00		Abercrombia Bcstg	86				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWTM	Decatur	C	1400	1.0	1.00		R & B	35	8609			Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTKI	Huntsville	C	1450	1.0	1.00		Mtn Mist Media	46	0010			Sports	100		0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.3
• WAJF	Decatur	C	1490	1.0	1.00		WAJF Inc	53	0304	150		Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLOR	Huntsville	B	1550	50.0	0.40	a	BCA Media LLC	48	0004	425		Urban AC	425	1.31	1.7	0.6	2.1	0.9	1.5	1.2	2.1	1.1	0.9
WEUP	Huntsville	B	1600	5.0	0.50	d	Batts, H & Caples, V	58	8709	855		Black Gosp	575	0.97	3.1	2.3	2.1	2.5	1.5	2.3	1.6	3.0	2.4
WEUV	Huntsville	B	1700	10.0	1.00	d	Batts, H & Caples, V	00				Black Gosp				0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				15	# Combos -				7	AM TOTALS				14.0	12.7	12.9	10.7	11.4	10.1	11.3	10.3	10.9	
AM & FM Stations Profiled -				28	# Duopolies -				8	Total Local Commercial Share				73.6	74.0	76.6	76.7	72.8	77.5	75.7	79.3		

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 119

Revenue Rank: 106

Oxnard-Ventura, CA Market Overview



Metro Counties / Population (000)

Ventura, CA	467.8
	467.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$14,500	\$14,700	\$15,700	\$18,000	\$18,100	\$19,600	6.2%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	8.3%	\$20,600	\$22,100	\$23,300	\$24,600	\$25,800	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$2.98/1,000	\$2.86/1,000	Local 85%
Revenue/Capita	\$32.96	\$41.90	\$52.06	National 15%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	439.9	467.8	1.2%	467.8	495.6	1.2%
Households	138.9	150.9	1.7%	150.9	159.6	1.1%
Retail Sales	NA ^{1/}	6,568.0	NA ^{1/}	6,568.0	9,022.5	6.6%
EBI ^{2/}	7,034.0	9,249.4	5.6%	9,249.4	11,460.0	4.4%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	233.4	45.1	22.7	23.1	32.2	38.1	32.7	39.6
Women (000)	234.3	43.1	21.3	19.8	30.5	38.1	33.4	48.1
Total	467.8	88.2	44.1	42.9	62.7	76.2	66.1	87.7
Percentage	100.0%	18.8%	9.4%	9.2%	13.4%	16.3%	14.1%	18.7%
Per Capita	\$ 19,772							
				Median Household	\$ 52,048		Avg Household	\$ 61,282
Ethnic Population:	White	68.8%	Black	1.9%	Asian	5.7%	Hispanic	34.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	5		9	10	5	15
Tot 12+	18.5	20.7		38.1	39.2	8.0	47.2
Avg 12+	3.7	4.1		4.2	3.9	1.6	3.1
Tot LCS	39.2	43.9		80.7	83.1	16.9	100.0
Avg LCS	7.8	8.8		9.0	8.3	3.4	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KBBY	Ventura	B	95.1	12.5	876	a	Cumulus Bcstg Inc	62	0010			g3	AC	2,800	1.24	11.5	5.8	5.4	5.0	6.3	4.8	3.6	5.5	3.4
KOCP	Camarillo	B1	95.9	1.2	1457	b	Point Bcstg Co	72	9502	1,200	c3	Clisc Rock	2,175	2.05	5.4	1.8	1.5	2.5	2.8	3.0	2.9	2.8	3.0	
KCZN	Santa Paula	A	96.7	0.3 cp	1499	c	Lazer Bcstg Corp	76	9804	1,000		Span/CHR	450	0.44	5.2	2.2	2.9	2.3	2.8	1.3	1.6	2.2	3.7	
KDAR	Oxnard	B1	98.3	1.5	1289		Salem Comm Corp	48				Chrst/Talk	1,200	2.55	2.4	1.1	0.8	0.9	1.5	0.9	1.4	2.2	1.2	
KHAY	Ventura	B	100.7	39.0	1211	a	Cumulus Bcstg Inc	62	0010			g3	Country	2,825	1.21	11.9	4.4	4.8	4.6	7.2	5.5	7.7	5.6	6.6
KXLM	Oxnard	A	102.9	5.5	112	c	Lazer Bcstg Corp	91				Mexican	1,475	0.54	14.0	6.7	6.7	6.6	7.2	4.7	5.7	8.1	6.0	
KMLA	El Rio	A	103.7	0.5	807	b	Gold Coast Radio	96				Mexican	1,300	0.75	8.8	5.6	4.0	5.3	3.3	3.8	3.1	4.6	3.1	
● KCAQ	Oxnard	B	104.7	4.0 cp	1595	b	Point Bcstg Co	58	9608	3,650	c2	CHR	2,700	1.17	11.8	7.6	7.3	6.9	4.6	7.0	6.8	5.5	8.4	
● KFYV	Ojai	A	105.5	0.3	1437	b	Point Bcstg Co	72	9709	2,000	c1	CHR/Rhymc	1,250	1.45	4.4	0.9	1.9	2.3	2.0	2.9	1.4	2.8	2.4	
KSSC	Ventura	A	107.1	0.4	1296		Entravision Comm Co	89	0304			g	Span/CHR	100	0.09	5.4	3.1	3.3	2.5	2.8	2.3	2.9	2.0	3.0
# FM Stations -					10		# Combos -		8		FM TOTALS					80.8	39.2	38.6	38.9	40.5	36.2	37.1	41.3	40.8

AM Stations

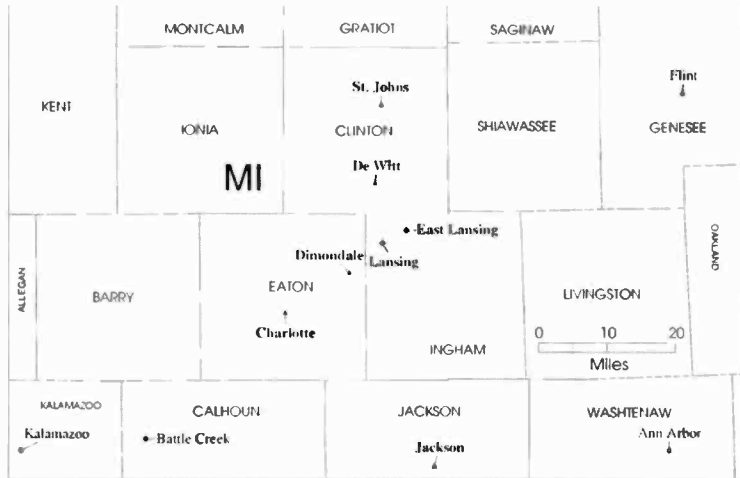
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KOXR	Oxnard	B	910	5.0	1.00	c	Lazer Bcstg Corp	55	9903	370		Span/Mexcn	325	0.61	2.7	0.9	1.2	1.2	1.5	1.3	1.3	2.2	1.3	
KKZZ	Santa Paula	C	1400	1.0	1.00	b	Point Bcstg Co	48	9502			c3	Adlt Strndrd	800	0.52	7.8	2.4	2.3	3.5	4.2	3.2	2.5	2.2	4.4
KVEN	Ventura	C	1450	1.0	1.00	a	Cumulus Bcstg Inc	48	0010			g3	Oldies	700	1.49	2.4	1.3	1.2	1.4	0.9	1.1	1.4	1.3	1.6
KVTA	Port Hueneme	B	1520	10.0	1.00	b	Point Bcstg Co	58	9608			c2	Talk	650	0.92	3.6	2.5	1.7	1.8	1.7	2.5	2.3	1.2	1.2
KUNX	Ventura	B	1590	5.0 cp	5.00	b	Point Bcstg Co	47	9905			c1	Span/Talk	800	1.51	2.7	0.9	1.2	0.9	1.8	1.8	2.3	1.2	2.6
# AM Stations -					5		# Combos -		5		AM TOTALS					19.2	8.0	7.6	8.8	10.1	9.9	9.8	8.1	11.1
AM & FM Stations Profiled -					15		# Duopolies -		5		Total Local Commercial Share						47.2	46.2	47.7	50.6	46.1	46.9	49.4	51.9

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 120

Revenue Rank: 87

Lansing-East Lansing, MI Market Overview



Metro Counties / Population (000)

Clinton, MI	66.0
Eaton, MI	105.0
Ingham, MI	277.8
Total	448.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$15,700	\$18,900	\$19,800	\$23,200	\$21,800	\$23,700	8.5%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	8.7%	\$25,000	\$26,800	\$28,300	\$29,800	\$31,300	5.8%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$4.55/1,000	\$5.40/1,000	Local 80%
Revenue/Capita	\$35.02	\$52.81	\$69.11	National 20%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	448.3	448.8	0.0%	448.8	452.9	0.2%
Households	164.0	174.2	1.2%	174.2	179.4	0.6%
Retail Sales	NA ^{1/}	5,208.6	NA ^{1/}	5,208.6	5,798.2	2.2%
EBI ^{2/}	6,915.8	8,077.8	3.2%	8,077.8	9,875.2	4.1%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	217.9	36.3	20.1	32.7	29.2	31.8	31.1	36.7
Women (000)	231.0	34.8	18.9	34.1	29.8	34.0	33.1	46.3
Total	448.8	71.1	39.0	66.8	59.0	65.8	64.2	83.0
Percentage	100.0%	15.8%	8.7%	14.9%	13.1%	14.7%	14.3%	18.5%
Per Capita	\$ 17,997							
				Median Household	\$ 45,700		Avg Household	\$ 46,363
Ethnic Population:	White	83.9%	Black	8.3%	Asian	2.8%	Hispanic	4.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	6		10	10	7	17
Tot 12+	17.8	40.5		58.3	58.3	12.3	70.6
Avg 12+	4.5	6.8		5.8	5.8	1.8	4.2
Tot LCS	25.2	57.4		82.6	82.6	17.4	100.0
Avg LCS	6.3	9.6		8.3	8.3	2.5	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Battle Creek.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
• WKMY	St. Johns	A	92.1	4.0	400	b	Rubber City Radio	72	0010		d1	Hot AC	600	0.42	6.1	3.9	4.8	4.5	3.1	4.7	3.3	4.6	4.7
WQTX	Charlotte	A	92.7	1.5	466	b	Rubber City Radio	65	0103	600		Sprts/Talk	500	1.32	1.6	1.6	1.9	1.5	1.7	1.1	1.1	1.3	1.0
WVIC	Jackson	B	94.1	40.0	551	b	Rubber City Radio	55	0010	10,500	d1	Rock	1,150	0.97	5.0	4.3	3.8	3.0	3.9	2.5	4.4	3.8	3.5
WMMQ	East Lansing	B	94.9	50.0	492	d	Citadel Bcstg Corp	63	0008		g1	Clsc Rock	3,600	1.60	9.5	4.7	8.0	6.0	5.6	6.5	7.0	6.5	6.8
• WOHH	Dewitt	A	96.5	6.0	322	a	Mid-Michigan FM Inc	91				Urban	625	0.42	6.3	5.7	4.8	4.9	4.2	5.4	3.9	5.3	3.3
WJIM	Lansing	B	97.5	45.0 cp	512	d	Citadel Bcstg Corp	60	0008		g1	Oldies	3,200	1.13	11.9	8.1	6.9	7.9	8.5	6.8	8.9	10.1	8.0
WFMK	East Lansing	B	99.1	28.0	600	d	Citadel Bcstg Corp	59	0008		g1	AC	4,800	1.86	10.9	7.3	8.8	9.0	9.8	7.5	7.6	6.9	8.8
WITL	Lansing	B	100.7	26.5	643	d	Citadel Bcstg Corp	64	0008		g1	Country	3,700	1.08	14.4	9.4	8.4	8.3	11.4	9.9	11.4	9.9	9.7
WHZZ	Lansing	A	101.7	4.1	397	c	MacDonald Bcstg Co	67	8903	2,150	c1	CHR	1,850	0.72	10.8	7.9	6.3	8.3	6.9	8.3	6.8	6.9	8.6
WJXQ	Jackson	B	106.1	50.0	489	b	Rubber City Radio	76	0010		d1	AOR	2,100	0.84	10.5	7.3	4.6	5.8	7.3	7.5	8.9	6.7	6.8
# FM Stations -				10		# Combos -				10		FM TOTALS		87.0	60.2	58.3	59.2	62.4	60.2	63.3	62.0	61.2	

AM Stations

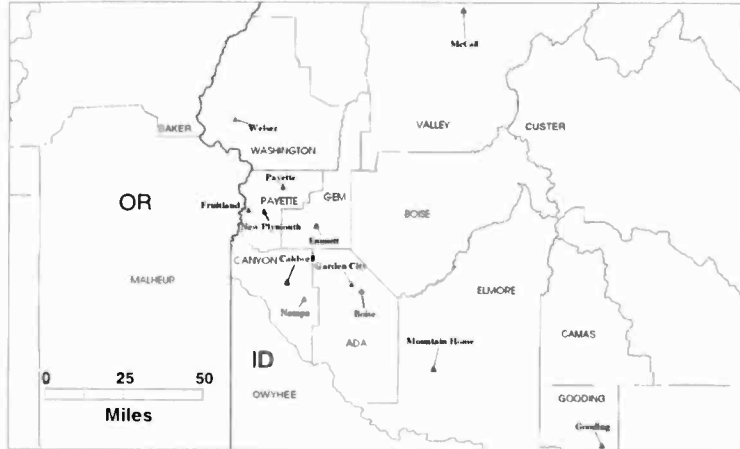
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
WVFN	East Lansing	D	730	0.5	0.05	d	Citadel Bcstg Corp	65	0008		g1	Sprts/Talk			1.1	0.6	1.0	0.9	0.8	0.9	0.6	0.8	0.8	
WKAR	East Lansing	D	870	10.0	0.00		Michigan St Univ	22				News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WXLA	Dimondale	D	1180	1.0	0.00	a	Mid-Michigan FM Inc	82	9602	225		Urban/Oldes	200		0.9	1.2	0.6	0.0	0.0	1.8	0.9	0.0	0.0	
WJIM	Lansing	C	1240	0.9	0.89	d	Citadel Bcstg Corp	34	0008		g1	News/Talk	1,300	1.12	4.9	3.3	6.5	5.1	2.7	3.4	3.7	2.7	4.1	
WILS	Lansing	B	1320	5.0	1.00	c	MacDonald Bcstg Co	47	8903		c1	Nostalgia			5.6	4.1	4.2	2.8	3.7	3.9	4.1	3.6	4.3	
WLCM	Charlotte	D	1390	5.0	0.07		Christian Bcstg Sys	56	9301	120		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWSJ	St. Johns	D	1580	1.0	0.00		Harp, Larry	59	9611	128		Gospel			0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.6
# AM Stations -				7		# Combos -				4		AM TOTALS		12.9	9.2	12.3	8.8	7.2	10.4	9.3	7.1	9.8		
AM & FM Stations Profiled -				17		# Duopolies -				5		Total Local Commercial Share		69.4	70.6	68.0	69.6	70.6	72.6	69.1	71.0			

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 121

Revenue Rank: 92

Boise, ID Market Overview



Metro Counties / Population (000)

Ada, ID	315.9
Canyon, ID	139.0
Total	454.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$16,400	\$17,800	\$19,500	\$23,100	\$21,400	\$22,300	6.3%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
4.2%	\$23,600	\$25,100	\$26,600	\$28,100	\$29,500	5.7%

Revenue/Retail Sales	1997	2002	2007
	NA ^{1/}	\$3.33/1,000	\$3.13/1,000
Revenue/Capita	\$43.43	\$49.02	\$57.45

Est. Breakout

Local	74%
National	26%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	377.6	454.9	3.8%	454.9	513.5	2.5%
Households	138.6	166.8	3.8%	166.8	188.5	2.5%
Retail Sales	NA ^{1/}	6,696.8	NA ^{1/}	6,696.8	9,422.9	7.1%
EBI ^{2/}	6,096.8	7,773.3	5.0%	7,773.3	10,702.0	6.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	227.0	44.2	21.8	24.3	35.2	35.1	30.8	35.5
Women (000)	227.9	42.1	20.7	23.7	32.8	34.3	30.5	43.8
Total	454.9	86.3	42.5	48.0	68.0	69.5	61.3	79.4
Percentage	100.0%	19.0%	9.3%	10.5%	15.0%	15.3%	13.5%	17.4%
Per Capita	\$ 17,087							
				Median Household	\$ 37,300		Avg Household	\$ 46,605
Ethnic Population:	White	89.5%	Black	0.6%	Asian	1.6%	Hispanic	9.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			18	12	18	9	27
Tot 12+			67.7	63.1	67.7	17.1	84.8
Avg 12+			3.8	5.3	3.8	1.9	3.1
Tot LCS			79.8	74.4	79.8	20.2	100.0
Avg LCS			4.4	6.2	4.4	2.2	3.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KIZN	Boise	C	92.3	48.0	2717	d	Citadel Bcstg Corp	68	9801		d4	Country	2,200	1.32	7.5	7.3	6.2	5.3	7.2	6.5	6.8	7.4	5.8
KZMG	New Plymouth	C	93.1	48.0	2717	d	Citadel Bcstg Corp	82	9801		d4	CHR	1,175	0.96	5.5	4.8	5.7	4.9	4.2	4.5	3.7	4.6	5.7
• KBXL	Caldwell	C	94.1	40.0	2635	e	KSPD Inc	61	8906	200		Chrst/Talk	125	0.56	1.0	0.4	1.3	0.9	0.8	1.1	0.8	0.4	1.4
KRVB	Nampa	C	94.9	49.0	2694	c	Journal Comm Inc	75	0004	3,750		Rock	625	0.78	3.6	3.1	3.4	3.2	2.8	3.6	3.7	2.8	2.3
KKGL	Nampa	C	96.9	48.0	2717	d	Citadel Bcstg Corp	77	9801		d4	Clsc Rock	1,825	1.15	7.1	5.9	3.8	6.4	5.4	6.3	4.5	4.3	3.3
KQFC	Boise	C	97.9	48.0	2717	d	Citadel Bcstg Corp	60	9801		d4	Country	2,025	1.34	6.8	6.5	7.0	4.1	7.2	5.4	5.1	8.5	5.5
KDZY	McCall	C1	98.3	3.9	1873	e	KSPD Inc	01	0204	75		Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KTPZ	Mountain Home	C	99.1	80.0	2192	f	Amer General Media	82	0304		g3	CHR	500	1.18	1.9	1.3	0.6	1.7	1.4	1.8	1.9	2.0	3.8
KWEI	Fruitland	C1	99.5	8.0	2635	c	Treasure Valley Bctg	94				Span/AC	375	1.40	1.2	0.6	0.4	1.9	0.0	0.7	1.0	0.4	0.4
KQXR	Payette	C1	100.3	100.0	709	c	Journal Comm Inc	78	9807		g1	Alternative	850	0.52	7.4	6.3	5.5	5.1	7.2	7.8	6.6	7.8	7.3
• KISY	Gooding	C	100.7	80.0	2192	f	Amer General Media	95	0304 p		g3	Soft AC	300	1.22	1.1	1.3	0.6	0.9	1.0	1.1	0.4	0.7	0.4
• KJHY	Emmett	C	101.9	57.0	2533	a	First Western Inc	73	0308	1,050	1	Span/Varty	325	0.86	1.7	1.0	0.6	2.1	0.8	0.9	1.9	0.9	0.4
KSAS	Caldwell	C	103.3	54.0	2579	b	Clear Channel Comm	82	9905		g2	Top 40	1,300	0.99	5.9	5.0	4.2	4.1	5.8	7.4	7.0	5.0	3.1
KLTB	Boise	C	104.3	52.0	2579	b	Clear Channel Comm	79	9905		g2	Oldies	2,000	1.00	9.0	6.3	5.1	5.8	9.3	8.1	6.8	7.2	8.3
KJOT	Boise	C	105.1	53.0	2589	c	Journal Comm Inc	79	9807		g1	Rock	1,200	0.93	5.8	3.6	2.1	5.3	4.4	3.8	5.3	6.9	5.3
KCIX	Garden City	C	105.9	49.0	2700	b	Clear Channel Comm	85	9905		g2	AC	1,500	1.27	5.3	3.6	3.4	4.9	4.0	2.5	3.1	2.0	3.2
KTHI	Caldwell	C	107.1	52.0 cp	2579	c	Journal Comm Inc	83	9807		g1	AC	700	1.01	3.1	7.1	4.2	3.4	1.8	2.5	3.1	4.1	3.6
KXLT	Eagle	C	107.9	45.0	2684	b	Clear Channel Comm	94	9905		g2	Soft AC	1,650	1.16	6.4	3.6	5.7	5.8	4.8	4.3	5.6	5.2	6.8
# FM Stations -					18	# Combos -					17	FM TOTALS		80.3	67.7	59.8	65.8	68.1	68.3	67.3	70.2	66.6	

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KIDO	Nampa	B	580	5.0	5.00	b	Clear Channel Comm	20	9905		g2	News/Talk	1,350	0.93	6.5	3.8	5.9	5.3	5.6	4.5	7.8	5.9	7.7
KFXD	Boise	B	630	5.0	5.00	b	Clear Channel Comm	28	9905		g2	Country	225	0.35	2.9	2.9	2.3	2.3	2.6	2.2	2.1	2.6	1.8
KBOI	Boise	B	670	50.0	50.00	d	Citadel Bcstg Corp	47	9801		d4	News/Talk	1,450	1.25	5.2	4.4	6.4	4.5	4.2	3.4	4.3	3.0	4.8
KSPD	Boise	D	790	1.0	0.06	e	KSPD Inc	59	8303	200		Chrst/Talk				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KNJY	Boise	D	950	3.5	0.04	a	First Western Inc	61	0308	150		Christian				0.0	0.0	0.0	0.0	0.0	0.6	0.4	0.0
KBGN	Caldwell	D	1060	10.0	0.00		Wilson, N. & K.	60	8909	188		Christian			0.4	0.4	0.4	0.6	0.0	0.7	0.6	0.0	0.6
KGEM	Boise	B	1140	10.0	10.00	c	Journal Comm Inc	46	9807		g1	Adlt Stndrd	150	0.26	2.6	3.1	4.7	2.1	2.2	3.8	3.3	3.3	3.6
KTIK	Nampa	B	1350	5.0	0.60	d	Citadel Bcstg Corp	62	0304	750		Sprts/Talk	400	0.90	2.0	2.1	2.3	1.9	1.4	1.3	1.0	1.3	2.2
• KCID	Caldwell	C	1490	1.0	1.00	c	Journal Comm Inc	47	9807		g1	Oldies	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
# AM Stations -					9	# Combos -					8	AM TOTALS		19.6	17.1	22.0	16.7	16.0	15.9	19.7	16.5	21.1	
AM & FM Stations Profiled -					27	# Duopolies -					11	Total Local Commercial Share		84.8	81.8	82.5	84.1	84.2	87.0	86.7	87.7		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 122

Revenue Rank: 108

Modesto, CA Market Overview



Metro Counties / Population (000)

Stanislaus, CA	461.9
	461.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$16,700	\$17,500	\$18,900	\$20,500	\$18,100	\$18,900
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.4%	\$19,900	\$21,300	\$22,500	\$23,700	\$24,900	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.64/1,000	2007 \$3.64/1,000	Est. Breakout			
Revenue/Capita	\$39.22	\$40.92	\$49.88	Local	80%		
				National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	425.8	461.9	1.6%	461.9	499.2
Households	138.5	149.2	1.5%	149.2	159.1	1.3%
Retail Sales	NA ^{1/}	5,190.7	NA ^{1/}	5,190.7	6,835.3	5.7%
EBI ^{2/}	5,101.1	6,518.0	5.0%	6,518.0	7,863.4	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	226.9	48.2	25.3	23.4	30.4	34.0	28.5	37.2
Women (000)	235.0	45.8	24.1	22.9	30.5	34.8	29.7	47.1
Total	461.9	94.0	49.4	46.4	60.9	68.7	58.1	84.4
Percentage	100.0%	20.4%	10.7%	10.0%	13.2%	14.9%	12.6%	18.3%
Per Capita	\$ 14,111							
				Median Household	\$ 36,180		Avg Household	\$ 43,692
Ethnic Population:	White	68.1%	Black	2.7%	Asian	4.6%	Hispanic	33.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	7		14	18	7	25
Tot 12+	32.5	30.6		62.2	63.1	7.9	71.0
Avg 12+	3.0	4.4		4.4	3.5	1.1	2.8
Tot LCS	45.8	43.1		87.6	88.9	11.1	100.0
Avg LCS	4.2	6.2		6.3	4.9	1.6	4.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Stockton and Merced.
ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
• KOSO	Patterson	B	93.1	50.0	492	b	Clear Channel Comm	66	0008		g1	Modem AC	1,800	1.32	7.2	6.1	6.2	5.4	4.4	5.6	6.8	6.7	5.0
KEJC	Modesto	A	93.9	4.0	404		Modesto Comm Corp	99				Country	700	1.00	3.7	5.0	2.3	2.5	2.5	3.2	4.7	1.3	1.8
KHOP	Oakdale	B	95.1	29.5	633	d	Citadel Bcstg Corp	85	9703	5,000		Hot AC	1,500	1.94	4.1	4.6	3.9	2.3	3.2	5.2	5.5	5.0	4.6
KBYN	Arnold	A	95.9	0.8 cp	886	a	Gomez, Nelson F.	95	9802	300		Span/Mexcn	500	0.83	3.2	0.9	1.2	0.7	3.6	0.0	0.0	0.0	0.0
KSKD	Dos Palos	A	95.9	3.3 cp	443	a	Gomez, Nelson F.	85	9302	See (189)		Span/Mexcn	n/a			0.0	0.0	0.0	0.0	2.8	2.8	3.0	2.4
KMRQ	Manteca	A	96.7	1.5	466	b	Clear Channel Comm	79	0008		g	Rock	1,875	1.18	8.4	7.2	6.6	5.8	5.5	5.2	1.3	3.4	5.0
KTSE	Patterson	A	97.1	1.4	495	g	Entravision Comm Co	96	0008		g3	Spanish AC	600	1.32	2.4	2.4	1.2	2.0	1.3	0.8	2.3	1.5	1.3
KABX	Merced	B	97.5	8.8	1161		Mapleton Comm	36	0205	See (189)		Oldies	n/a		4.2	1.8	1.6	3.6	2.1	2.4	3.0	2.5	2.9
KWNN	Turlock	A	98.3	2.0	390		Citadel Bcstg Corp	78	0302 p		g	CHR	875	0.54	8.6	4.6	6.8	6.7	4.9	6.0	4.3	6.1	6.3
KCVR	Columbia	A	98.9	6.0	328	g	Entravision Comm Co	95	0008		g3	Span/Nstlg	550	1.08	2.7	1.7	1.4	1.8	1.9	1.6	0.8	1.1	0.8
KMIX	Tracy	A	100.9	6.0	328	g	Entravision Comm Co	66	0008			Span/Mexcn	n/a		8.1	2.6	2.5	5.9	5.1	3.4	2.8	1.5	2.5
KJSN	Modesto	A	102.3	6.0	289	b	Clear Channel Comm	77	0008		g1	Soft AC	1,975	1.15	9.1	5.9	6.2	6.8	5.5	4.4	6.4	7.8	7.0
KATM	Modesto	B	103.3	50.0	499	d	Citadel Bcstg Corp	48	9212		g2	Country	4,775	1.63	15.5	8.3	8.9	10.1	10.8	9.7	11.5	13.3	12.7
KDJK	Maniposa	A	103.9	0.1	2047	d	Citadel Bcstg Corp	92	9308		g	Clsc Hits			0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0
KHKK	Modesto	B	104.1	50.0	499	d	Citadel Bcstg Corp	49	9308		g	Clsc Hits	1,700	1.20	7.5	7.6	5.4	5.4	4.7	4.8	5.5	6.1	5.6
KHTN	Los Banos	B	104.7	50.0	469	e	Buckley Bcstg Corp	66	9508	See (189)		Rhymc/CHR	n/a		3.3	2.2	3.5	2.5	1.9	3.0	2.1	1.9	2.2
KRVR	Copperopolis	A	105.5	1.0	781	c	Threshold Comm	94				Smooth Jazz	860	1.00	4.5	2.2	1.7	3.1	3.0	2.4	1.3	2.1	3.3
KCFA	Arnold	B1	106.1	3.6 cp	866	a	Gomez, Nelson F.	97	0112	900		Span/Mexcn				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				18		# Combos -				14		FM TOTALS			92.7	63.1	59.4	64.6	60.6	60.5	61.1	63.5	63.4

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KCBC	Riverbank	B	770	50.0	1.00		Crawford Bcstg Co	87				Christian	100		0.3	0.0	0.0	0.4	0.0	0.6	0.0	0.0	0.3
KTRB	Modesto	B	860	50.0	10.00	h	Pappas Telecasting	33	0005	9,000		News/Talk	150		0.3	0.0	0.0	0.0	0.4	0.8	0.6	0.4	1.1
• KVIN	Ceres	B	920	0.5	2.50	c	Threshold Comm	63	0202	400		Adlt Stndrd	225	0.41	2.9	1.5	2.5	2.2	1.7	0.6	0.0	0.0	0.0
KESP	Modesto	B	970	1.0	1.00	d	Citadel Bcstg Corp	51	9212		g2	Sports	250		0.5	1.5	1.2	0.0	0.6	0.0	0.9	0.6	0.4
KFIV	Modesto	B	1360	4.0 cp	0.95	b	Clear Channel Comm	50	0008		g	News/Talk	325	0.52	3.3	4.1	2.3	2.0	2.5	3.0	2.5	1.3	3.9
• KLOC	Turlock	B	1390	5.0	5.00	c	Gomez, Nelson F.	49	0305	500		Mexican	150			0.6	0.2	0.0	0.0	0.8	1.3	2.5	0.9
KCVR	Lodi	B	1570	5.0	0.50	f	Entravision Comm Co	46	0008			Span/Nstlg	n/a			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				7		# Combos -				5		AM TOTALS			7.3	7.9	6.2	4.6	5.2	5.8	5.3	4.8	6.6
AM & FM Stations Profiled -				25		# Duopolies -				7		Total Local Commercial Share			71.0	65.6	69.2	65.8	66.3	66.4	68.3	70.0	

• Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 123

Revenue Rank: 90

Jackson, MS Market Overview



Metro Counties / Population (000)

Hinds, MS	248.4
Madison, MS	77.4
Rankin, MS	119.5
Total	445.3

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$18,300	\$20,600	\$20,800	\$21,400	\$22,000	\$23,400	5.0%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
6.4%	\$24,800	\$26,500	\$28,000	\$29,500	\$31,000	5.8%

Revenue/Retail Sales	1997	2002	2007	Est. Breakout
	NA ^{1/}	\$4.30/1,000	\$4.85/1,000	Local 85%
Revenue/Capita	\$43.10	\$52.55	\$68.31	National 15%

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	424.6	445.3	1.0%	445.3	453.8	0.4%
Households	150.4	162.9	1.6%	162.9	168.3	0.7%
Retail Sales	NA ^{1/}	5,444.6	NA ^{1/}	5,444.6	6,395.6	3.3%
EBI ^{2/}	6,369.5	8,070.5	4.8%	8,070.5	10,478.4	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	211.7	40.6	21.5	23.8	30.0	32.3	28.8	34.7
Women (000)	233.6	39.2	20.7	25.1	32.6	36.1	31.9	47.9
Total	445.3	79.8	42.1	49.0	62.7	68.4	60.7	82.6
Percentage	100.0%	17.9%	9.5%	11.0%	14.1%	15.4%	13.6%	18.6%
Per Capita	\$ 15,846							
				Median Household	\$ 36,895		Avg Household	\$ 43,409
Ethnic Population:	White	52.1%	Black	46.1%	Asian	0.8%	Hispanic	1.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		15	16	17	14	31
Tot 12+	5.3		63.2	68.5	68.5	12.6	81.1
Avg 12+	2.7		4.2	4.3	4.0	0.9	2.6
Tot LCS	6.5		77.9	84.5	84.5	15.5	100.0
Avg LCS	3.3		5.2	5.3	5.0	1.1	3.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)																																				
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001																																	
WHJT	Clinton	A	93.5	6.0		328					1	ChrsContem	250	0.41	2.6	2.8	1.9	1.4	1.5	2.3	2.4	1.8	1.6																																
WRXW	Pearl	C3	93.9	25.0		328	e	Backyard Bcstg	94	0207		4,830	d1	Rock	475	0.51	4.0	3.6	2.9	3.2	5.3	4.0	2.6	2.4	3.3																														
WTYX	Jackson	C	94.7	100.0		1116	e	Backyard Bcstg	71	0207			d1	Clsc Rock	1,375	1.47	4.0	2.8	2.7	4.0	5.1	2.1	2.8	4.2	3.5																														
• WDBT	Jackson	C0	95.5	100.0		1116	c	Clear Channel Comm	73	0008			g	1 CHR/Rhymc	1,250	0.97	5.5	3.4	2.9	3.8	3.4	3.1	4.8	4.8	4.3																														
• WUSJ	Jackson	C0	96.3	100.0	cp	1283	a	New South Comm Inc	66	9907		5,500		Country	750	0.63	5.1	4.7	5.0	4.4	4.9	4.8	4.6	3.5	2.9																														
WFMN	Flora	C3	97.3	20.5	cp	367		TeleSouth Comm Inc	97	9709		99	st	News/Talk	400	0.59	2.9	3.8	2.9	3.0	2.8	2.3	3.0	2.0	1.8																														
WRJH	Brandon	A	97.7	6.0	cp	308		On Top Comm Inc	74	0105			st	2 Urban	400	0.36	4.7	4.7	3.4	4.0	3.4	2.9	4.4	3.9	3.5																														
• WJKK	Vicksburg	C1	98.7	52.0	cp	1283	a	New South Comm Inc	66	9512		1,620		Soft AC	800	0.88	3.9	4.5	4.4	2.8	3.6	3.5	3.2	2.6	2.9																														
WJMI	Jackson	C	99.7	100.0		1060	d	Inner City Bcstg	67	0003			g1	Urban	2,500	0.88	12.2	9.3	10.5	11.3	10.6	9.1	9.7	9.8	9.4																														
• WRTM	Port Gibson	C3	100.5	25.0		285		Commander Comm	99	9906		225	cp	3 Rhythm/Blue			0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0																														
• WJXN	Utica	C2	100.9	39.0	cp	551		Flinn Bcstg Corp	90	9801		800	2	Urban AC	150		0.7	3.6	2.7	1.6	0.9	1.2	0.6	0.4	0.0																														
WYOY	Gluckstadt	C2	101.7	50.0		456	a	New South Comm Inc	76	9411		750	c2	CHR	1,375	1.25	4.7	3.0	3.0	2.8	2.6	3.7	3.8	3.3	3.7																														
WMSI	Jackson	C	102.9	100.0		1887	c	Clear Channel Comm	48	0008			g	1 Country	4,650	2.18	9.1	7.9	8.6	7.3	7.4	6.7	6.9	7.0	7.6																														
• WQJQ	Kosciusko	C1	105.1	100.0		981	c	Clear Channel Comm	65	0008			g3	1 Oldies	900	0.96	4.0	3.6	2.5	3.0	3.4	3.3	2.6	3.3	3.3																														
WYJS	Pickens	C2	105.9	23.0		735	d	Inner City Bcstg	80	0003			g2	Urban/RhyBl	200	0.43	2.0	1.8	2.9	0.8	1.1	1.2	1.4	1.5	2.0																														
WSTZ	Vicksburg	C	106.7	85.0		1887	c	Clear Channel Comm	68	0008			g3	1 Clsc Rock	2,550	1.63	6.7	3.8	4.2	5.0	2.8	4.4	4.8	5.0	6.7																														
WKXI	Magee	C1	107.5	100.0		951	d	Inner City Bcstg	70	0003			g1	Urban	3,100	1.26	10.5	7.3	8.0	8.9	7.8	7.7	7.1	9.9	7.8																														
# FM Stations -															17	# Combos -															12	FM TOTALS															82.6	70.6	68.5	67.9	66.6	62.3	64.7	65.4	64.3

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)																																				
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001																																	
WJDX	Jackson	B	620	5.0	1.00	c	Clear Channel Comm	29	0008			g3	1 Sports	425	1.14	1.6	0.8	1.7	1.2	1.3	1.2	0.8	1.3	1.6																															
WWDF	Richland	D	720	5.0	0.00	b	Willis Bcstg Corp	91	9802		225		Gospel			0.3	0.6	0.0	0.0	1.1	0.4	0.0	0.4	0.0																															
WIIN	Ridgeland	D	780	5.0	0.00	a	New South Comm Inc	84	9411			c2	Gospel			0.7	0.4	0.0	0.6	0.6	0.6	0.4	0.7	0.4																															
WSLI	Jackson	B	930	5.0	5.00		Sportsrad Inc	38	0201		223		Sports	150		0.7	0.4	0.0	0.6	0.6	0.6	0.4	0.7	0.4																															
WRKN	Brandon	D	970	1.0	0.00		Harris, June	67					Gospel			0.7	0.4	0.0	0.6	0.6	0.6	0.4	0.7	0.4																															
WTWZ	Clinton	D	1120	7.5	0.00		Wood, Terry E.	82					Cst/BGs/Gsp			0.3	0.0	0.0	0.0	0.4	0.6	0.0	0.4	0.0																															
WONG	Canton	D	1150	0.5	0.02		Williams, Marion R.	89	9908		50	na	Gosp/RhyBl			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																															
WJNT	Pearl	B	1180	50.0	0.50		Buchanan Bcstg Co	80					News/Talk	750	0.94	3.4	2.8	3.6	2.8	1.7	2.1	3.8	2.6	2.0																															
• WPBQ	Flowood	C	1240	0.9	0.00		TalkQ Corporation	98	0309	p	42	+	News/Talk	75		0.4	0.0	0.0	0.0	0.0	0.4	0.4	0.6	0.0																															
WOAD	Jackson	B	1300	5.0	1.00	d	Inner City Bcstg	29	0003			g1	Gospel	300	0.29	4.4	2.4	2.5	3.6	2.8	3.3	4.8	2.8	2.9																															
WMGO	Canton	D	1370	1.0	0.03		WMGO Bcstg Corp	54	9305		90		AC/News	300	0.64	2.0	2.0	1.7	0.8	0.9	1.3	1.2	1.8	2.0																															
WKXI	Jackson	C	1400	1.0	1.00	d	Inner City Bcstg	47	0003			g1	Urban/Oldes			0.7	0.4	0.8	0.6	0.6	1.0	0.6	0.0	0.6																															
WJXN	Jackson	C	1450	1.0	1.00	b	Willis Bcstg Corp	45	9309			g2	HpHop/RhyBl			0.7	0.4	0.8	0.6	0.6	1.0	0.6	0.0	0.6																															
WZRX	Jackson	B	1590	5.0	1.00		Clear Channel Comm	65	0008			g3	3 Gospel	275	0.33	3.6	2.0	2.3	2.2	2.5	3.1	2.8	2.2	3.1																															
# AM Stations -															14	# Combos -															6	AM TOTALS															17.4	11.4	12.6	11.8	11.9	14.0	14.8	12.8	12.6
AM & FM Stations Profiled -															31	# Duopolies -															9	Total Local Commercial Share															82.0	81.1	79.7	78.5	76.3	79.5	78.2	76.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 124

Revenue Rank: 146

Pensacola, FL Market Overview



Metro Counties / Population (000)

Escambia, FL	305.5
Santa Rosa, FL	121.3
Total	426.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$11,400	\$11,700	\$12,500	\$12,900	\$12,200	\$13,300	3.1%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	9.0%	\$14,000	\$15,000	\$15,900	\$16,700	\$17,600	5.7%

Revenue/Retail Sales
Revenue/Capita

	<u>1997</u>	<u>2002</u>	<u>2007</u>
	NA ^{1/}	\$3.20/1,000	\$3.52/1,000
	\$28.72	\$31.16	\$38.14

Est. Breakout
Local 82%
National 18%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	397.0	426.8	1.5%	426.8	461.5	1.6%
Households	143.9	161.7	2.4%	161.7	178.2	2.0%
Retail Sales	NA ^{1/}	4,160.9	NA ^{1/}	4,160.9	5,001.3	3.7%
EBI ^{2/}	5,308.2	6,468.0	4.0%	6,468.0	8,176.2	4.8%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	212.1	34.4	18.9	25.4	29.2	33.2	28.3	42.8
Women (000)	214.7	32.7	17.9	21.1	26.2	33.1	30.1	53.6
Total	426.8	67.1	36.8	46.5	55.5	66.2	58.4	96.3
Percentage	100.0%	15.7%	8.6%	10.9%	13.0%	15.5%	13.7%	22.6%
Per Capita	\$ 15,154							
				Median Household	\$ 32,232		Avg Household	\$ 40,011
Ethnic Population:	White	77.1%	Black	16.9%	Asian	2.1%	Hispanic	2.7%

Market Summary

FM Classes	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	1		11	11	12	9	21
Tot 12+	1.6		62.2	63.8	63.8	13.4	77.2
Avg 12+	1.6		5.7	5.8	5.3	1.5	3.7
Tot LCS	2.1		80.6	82.6	82.6	17.4	100.0
Avg LCS	2.1		7.3	7.5	6.9	1.9	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Mobile.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WBLX	Mobile	C	92.9	100.0	1555		Cumulus Bcstg Inc	73	9911	See (93)		Urban AC	n/a		11.5	13.0	10.2	7.8	9.4	9.4	12.4	11.4	12.2
WMEZ	Pensacola	C0	94.1	100.0	1329	c	Pamal Broadcasting	60	0012	43,900	d1	AC	2,200	1.67	9.9	7.4	4.8	7.8	7.0	5.8	7.1	6.1	8.5
WGCX	Navarre	C3	95.7	25.0	282	d	Satellite Radio Ntwk	99	9605	125	cp	Christian	75	0.35	1.6	3.0	1.1	1.6	0.8	2.2	1.0	0.8	0.0
WRKH	Mobile	C	96.1	100.0	1342		Clear Channel Comm	64	9705			Clsc Rock	n/a		6.7	3.4	3.3	5.0	5.0	6.2	4.3	2.4	3.1
WABB	Mobile	C	97.5	100.0	1552		Dittman Group	73				Adult CHR	n/a		5.8	4.8	3.3	5.2	3.4	4.8	7.1	7.1	6.9
WMXC	Mobile	C	99.9	100.0	1755	a	Clear Channel Comm	47	9705			AC	n/a		6.0	4.4	3.3	3.8	5.2	2.6	2.7	2.8	3.1
WJLQ	Pensacola	C	100.7	100.0	1555	b	Cumulus Bcstg Inc	65	9911	9,000	c1	Hot AC	750	1.17	4.8	3.2	3.3	3.2	4.0	4.2	2.7	2.8	3.2
WTKX	Pensacola	C	101.5	100.0	1329	e	Clear Channel Comm	71	9712		g2	Rock	1,525	1.45	7.9	7.6	5.0	5.0	6.8	5.4	6.5	7.3	10.8
WXBM	Milton	C	102.7	100.0	1329	c	Pamal Broadcasting	64	0012		d1	Country	4,400	1.93	17.1	11.2	13.9	12.4	13.2	12.2	12.9	12.8	10.2
WPFL	Century	C3	105.1	25.0	328		Tri-County Bcg Inc	89	0104	525		Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRRX	Gulf Breeze	A	106.1	3.9	407	b	Cumulus Bcstg Inc	00	0001	1,400		Rock	700	1.32	4.0	1.6	5.0	2.8	3.2	3.6	2.7	1.4	0.0
• WYCL	Pensacola	C	107.3	100.0	1408	f	Clear Channel Comm	76	0308 p	2,200		Oldies	925	0.89	7.8	4.2	6.1	6.4	5.2	6.4	4.7	5.7	5.5
# FM Stations -					12	# Combos -					5	FM TOTALS			83.1	63.8	59.3	61.0	63.2	62.8	64.1	60.6	63.5

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WVTJ	Pensacola	D	610	0.5	0.00	d	Satellite Radio Ntwk	59	9808	130		Gospl/Talk			0.5	0.0	0.4	0.8	0.0	0.4	0.0	0.0	0.4
WPNN	Pensacola	D	790	1.0	0.07		Schroeder, Gerald D	56	8106	350		News	150	0.70	1.6	1.0	1.3	1.0	1.4	0.6	0.8	0.6	0.4
WRNE	Gulf Breeze	B	980	2.5	1.00		Media One Comm Inc	57	9010	284		Urb/Old/Gsp	325	0.56	4.4	2.8	3.3	4.2	2.4	4.2	3.3	5.3	3.6
• WNVY	Cantonment	D	1090	10.0	0.00	d	Satellite Radio Ntwk	55	9705	12	+	Black Gospl	100	0.68	1.1	1.4	0.9	1.0	0.6	1.4	0.0	1.4	1.5
WZNO	Pensacola	C	1230	1.0	1.00	d	Satellite Radio Ntwk	47	9701	85		Gospel			0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WEBY	Milton	D	1330	5.0	0.08		Spinnaker Comm	70	0208	150		News/Talk	100	0.68	1.1	0.8	1.3	0.8	0.8	0.6	0.0	0.0	0.0
WCOA	Pensacola	B	1370	5.0	5.00	b	Cumulus Bcstg Inc	26	9911		c1	Talk	1,200	1.33	6.8	5.8	5.9	4.4	5.8	5.2	6.3	4.9	6.2
WBSR	Pensacola	C	1450	1.0	1.00		Easy Media Inc	46	8503	330		Soft AC	200	1.16	1.3	1.0	1.1	1.6	0.4	0.6	0.6	0.4	0.0
• WECM	Milton	C	1490	1.0	1.00		Worldlink Tech Grp	57	0310	90		Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					9	# Combos -					4	AM TOTALS			16.8	13.4	14.2	13.8	11.4	13.0	11.0	12.6	12.1
AM & FM Stations Profiled -					21	# Duopolies -					6	Total Local Commercial Share			77.2	73.5	74.8	74.6	75.8	75.1	73.2	75.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 125

Revenue Rank: 113

Flint, MI Market Overview



Metro Counties / Population (000)

Genesee, MI	436.5
	436.5

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$12,000	\$15,000	\$15,800	\$16,700	\$16,300	\$17,500	7.8%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	7.4%	\$18,600	\$20,000	\$21,200	\$22,400	\$23,500	6.1%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$3.07/1,000	\$3.69/1,000	Local 75%
Revenue/Capita	\$27.49	\$40.09	\$53.70	National 25%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	436.5	436.5	0.0%	436.5	437.6	0.1%
Households	165.4	171.0	0.7%	171.0	174.2	0.4%
Retail Sales	NA ^{1/}	5,693.8	NA ^{1/}	5,693.8	6,365.9	2.3%
EBI ^{2/}	6,406.4	7,732.4	3.8%	7,732.4	9,414.8	4.0%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	209.8	40.5	20.1	19.5	27.6	32.6	29.9	39.6
Women (000)	226.7	38.8	19.3	20.0	29.9	35.1	32.4	51.2
Total	436.5	79.3	39.4	39.5	57.5	67.7	62.2	90.7
Percentage	100.0%	18.2%	9.0%	9.1%	13.2%	15.5%	14.3%	20.8%
Per Capita	\$ 17,716							
				Median Household	\$ 38,124		Avg Household	\$ 45,217
Ethnic Population:	White	74.8%	Black	20.7%	Asian	0.9%	Hispanic	2.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	3		8	9	8	17
Tot 12+	29.9	22.3		51.6	52.2	8.0	60.2
Avg 12+	5.0	7.4		6.5	5.8	1.0	3.5
Tot LCS	49.7	37.0		85.7	86.7	13.3	100.0
Avg LCS	8.3	12.3		10.7	9.6	1.7	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Saginaw.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WDZZ	Flint	A	92.7	3.0	256	c	Cumulus Bcstg Inc	79	0010		g1	Urban AC	3,900	1.15	19.3	9.1	8.7	10.1	12.5	11.2	11.9	10.8	9.8	
• WRCL	Frankenmuth	A	93.7	3.5 cp	436	b	Regent Comm	01	0111		g	AC	100	0.16	3.5	6.4	4.0	4.1	0.0	0.0	0.0	0.0	0.0	
WFBE	Flint	B	95.1	50.0	243	a	Citadel Bcstg Corp	53	0003		g3	Country	1,600	0.82	11.1	4.2	7.8	6.5	6.5	6.2	6.3	7.0	7.2	
WOWE	Vassar	A	98.9	3.0	328		Shumpert, Michael	90				R&B Oldies	400	0.36	6.3	2.4	3.5	3.7	3.7	2.5	2.6	4.0	3.8	
• WWBN	Tuscola	A	101.5	1.8	489	b	Regent Comm	87	9806		g2	AOR/CIRck	1,100	0.95	6.6	5.8	4.5	4.6	3.1	4.3	2.9	3.1	4.9	
WQUS	Lapeer	A	103.1	3.0	299	b	Regent Comm	68	0209	1,300	c1	Rock	675	1.84	2.1	0.6	0.5	0.7	1.8	2.0	0.9	1.3	1.0	
WRSR	Owosso	A	103.9	2.9	482	c	Cumulus Bcstg Inc	65	0010		g1	Clsc Rock	1,000	0.71	8.1	5.6	5.6	4.4	5.1	5.7	4.4	1.5	2.1	
WWCK	Flint	B1	105.5	25.0	328	c	Cumulus Bcstg Inc	64	0010		g1	Top 40	2,600	1.19	12.5	5.4	6.0	6.5	8.2	8.9	7.5	8.8	10.7	
WCRZ	Flint	B	107.9	50.0	331	b	Regent Comm	61	9806		g2	AC	4,050	1.36	17.0	12.7	12.2	9.9	10.0	9.8	10.1	9.5	9.3	
# FM Stations -					9	# Combos -					8	FM TOTALS				86.5	52.2	52.8	50.5	50.9	50.6	46.6	46.0	48.8

AM Stations

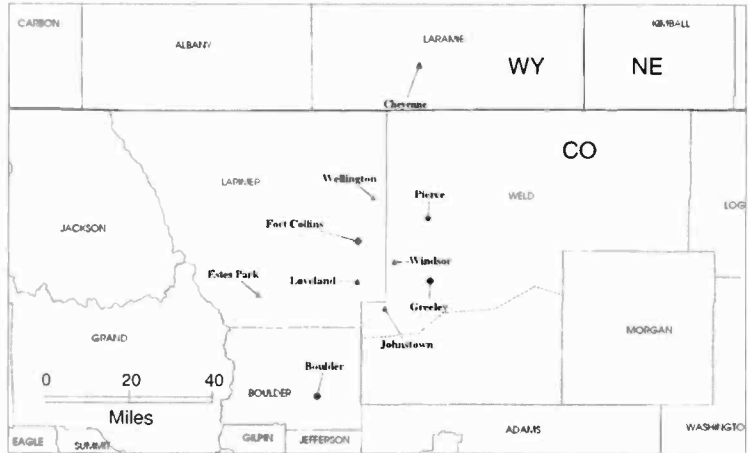
Calls	City of License	FCC Class	Freq	Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
				Day (kW)	Night (kW)								Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WSNL	Flint	B	600	1.0	0.24		Christian Bcstg Sys	46	9301	400		ChrsContem	200			0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFDF	Flint	B	910	5.0	1.00		ABC/Disney	22	0207	3,000		Children	600	1.07	3.2	0.0	0.4	1.7	2.0	2.0	2.4	2.8	3.1	
WCXI	Fenton	B	1160	1.0	1.00		Birach Bcstg Corp	85	9910	708		Country	300	0.90	1.9	1.0	1.3	1.2	1.0	1.6	0.7	1.1	0.0	
WTRX	Flint	B	1330	5.0	1.00	a	Citadel Bostg Corp	47	0011	180		Sprts/Talk	200	0.71	1.6	0.8	0.9	0.9	1.0	1.1	0.6	0.4	0.6	
WFLT	Flint	D	1420	0.5	0.14		Christian Evangelicl	55	9107	225		Gospel	400	0.63	3.6	2.0	1.8	2.6	1.6	1.2	2.2	1.5	2.1	
WFNT	Flint	B	1470	5.0	1.00	b	Regent Comm	53	9806		g2	Adlt Stndrd	200	0.48	2.4	2.4	1.5	1.0	1.8	1.4	1.8	1.1	2.0	
WLSP	Lapeer	D	1530	5.0	0.00	b	Regent Comm	62	0209		c1	Sports	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWCK	Flint	D	1570	1.0	0.18	c	Cumulus Bcstg Inc	46	0010		g1	Black Gospl	125			0.8	1.0	0.9	0.0	1.0	0.0	0.0	0.0	
# AM Stations -					8	# Combos -					4	AM TOTALS				13.5	8.0	6.8	7.4	8.4	7.3	7.7	6.9	7.8
AM & FM Stations Profiled -					17	# Duopolies -					4	Total Local Commercial Share				60.2	59.6	57.9	59.3	57.9	54.3	52.9	56.6	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 126

Revenue Rank: 160

Ft. Collins-Greeley, CO Market Overview



Metro Counties / Population (000)

Larimer, CO	263.9
Weld, CO	146.2
Total	410.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$8,700	\$9,700	\$11,700	\$13,100	\$12,000	\$12,100	6.8%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	0.8%	\$12,800	\$13,700	\$14,400	\$15,200	\$15,900	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.16/1,000	\$1.98/1,000	Local	80%		
Revenue/Capita	\$25.62	\$29.50	\$34.36	National	20%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	339.6	410.1	3.8%	410.1	462.8	2.4%
Households	126.9	153.2	3.8%	153.2	173.2	2.5%
Retail Sales	NA ^{1/}	5,595.1	NA ^{1/}	5,595.1	8,048.0	7.5%
EBI ^{2/}	4,852.1	7,499.3	9.1%	7,499.3	10,864.1	7.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	204.9	34.8	18.7	28.9	29.6	31.7	29.1	32.2
Women (000)	205.2	32.7	17.6	28.2	27.3	32.0	28.8	38.6
Total	410.1	67.5	36.2	57.0	56.9	63.7	57.9	70.8
Percentage	100.0%	16.5%	8.8%	13.9%	13.9%	15.5%	14.1%	17.3%
Per Capita	\$ 18,287			Median Household	\$ 39,856		Avg Household	\$ 48,940
Ethnic Population:	White	87.5%	Black	0.6%	Asian	1.4%	Hispanic	15.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			8	6	8	8	16
Tot 12+			25.6	24.8	25.6	4.9	30.5
Avg 12+			3.2	4.1	3.2	0.6	1.9
Tot LCS			83.9	81.3	83.9	16.1	100.0
Avg LCS			10.5	13.6	10.5	2.0	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Cheyenne & Denver.
ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• KKQZ	Wellington	C3	94.3	8.7	551	b	Regent Comm	02	0302		g2	Clsc Rock			14.6	0.8	0.4	0.0	0.0	0.0	0.0	0.0	0.0		
• KSME	Greeley	C1	96.1	100.0	735	a	Clear Channel Comm	75	9905		g1	CHR	1,400	0.79	14.6	4.7	4.9	3.3	3.8	3.9	1.5	2.1	2.3		
• KQLF	Cheyenne	C1	97.9	100.0 cp	810	a	Clear Channel Comm	68	9905		g2	AC	300			3.3	2.7	0.0	0.0	0.0	0.0	0.0	0.0		
• KUAD	Windsor	C1	99.1	100.0 cp	837	b	Regent Comm	75	0302		g2	Country	2,700	0.80	27.9	7.2	8.4	6.7	6.8	8.1	5.4	7.1	7.2		
• KKPL	Cheyenne	C2	99.9	50.0	492	b	Regent Comm	97	0301 p		g	Alternative	200	1.38	1.2	1.6	1.0	0.5	0.0	0.0	0.0	0.0	0.0		
• KXDC	Estes Park	C3	102.1	25.0	171		High Peak Bcstg	97	0005	See (22)		Country	n/a			0.0	0.0	0.0	0.0	1.2	1.5	0.0	0.0		
• KTRR	Loveland	C2	102.5	50.0	410	b	Regent Comm	66	0302		g2	AC	1,400	0.68	16.9	3.9	5.3	3.3	5.1	4.4	5.6	5.6	5.9		
• KPAW	Fort Collins	C1	107.9	100.0	640	a	Clear Channel Comm	75	9905		g1	Clsc Rock	2,200	1.04	17.4	4.1	2.9	3.8	4.7	3.0	3.9	2.8	5.2		
# FM Stations -					8	# Combos -					7	FM TOTALS					78.0	25.6	25.6	17.6	20.4	20.6	17.9	17.6	20.6

AM Stations

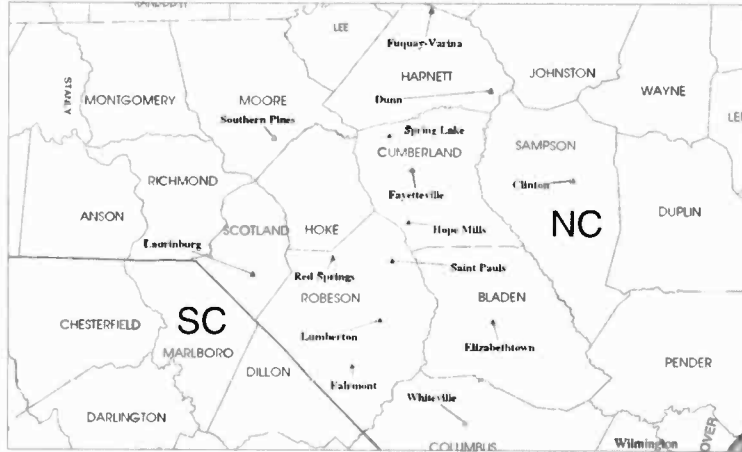
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KCOL	Wellington	B	600	5.0 cp	0.50	a	Clear Channel Comm	59	9905		g1	News/Talk	1,000	1.05	7.9	1.0	1.8	1.9	1.9	1.6	0.7	2.8	0.8		
KJJD	Windsor	D	1170	1.0	0.00		Rodriguez-Gallegos	69	0005	300		Span/Mexcn	150	0.89	1.4	1.9	0.6	0.0	0.8	0.7	0.7	0.5	0.0		
KFKA	Greeley	B	1310	5.0	1.00	c	Music Ventures LLC	21	0209	1,600		Nws/Tlk/Spt	800	3.48	1.9	0.6	0.4	0.5	0.4	1.2	0.7	0.5	0.8		
• KHNC	Johnstown	B	1360	10.0 cp	0.45		Wiedeman,	93				News	400	1.44	2.3	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0		
KIIX	Fort Collins	B	1410	1.0	1.00	a	Clear Channel Comm	59	9905		g1	Sports	100		0.7	0.0	0.6	0.0	0.4	0.0	0.0	0.0	0.0		
KGRE	Greeley	C	1450	1.0	1.00		Greeley Bcstg Corp	48	0112	150		Span/Mexcn	500	0.53	7.8	1.4	3.9	1.4	2.5	3.7	1.5	1.6	2.1		
KEZZ	Estes Park	D	1470	1.0	0.05	c	MK Inc	67	0004	185		AC	450			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KSXT	Loveland	D	1570	1.0	0.02	c	Pratt, OJ & Carol	55	0209	500		Country	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5		
# AM Stations -					8	# Combos -					5	AM TOTALS					22.0	4.9	7.3	3.8	7.3	7.2	3.6	5.4	4.2
AM & FM Stations Profiled -					16	# Duopolies -					4	Total Local Commercial Share						30.5	32.9	21.4	27.7	27.8	21.5	23.0	24.8

• Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 127

Revenue Rank: 96

Fayetteville, NC Market Overview



Metro Counties / Population (000)

Cumberland, NC	305.1
Robeson, NC	124.9
	430.0

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$15,200	\$18,300	\$19,700	\$21,500	\$19,900	\$21,600	7.2%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	8.5%	\$22,800	\$24,400	\$25,700	\$27,100	\$28,500	5.7%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$4.79/1,000	\$5.33/1,000	Local	85%		
Revenue/Capita	\$38.08	\$50.23	\$64.42	National	15%		

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	399.2	430.0	1.5%	430.0	442.4	0.6%
Households	134.3	153.4	2.7%	153.4	160.6	0.9%
Retail Sales	NA ^{1/}	4,505.0	NA ^{1/}	4,505.0	5,342.5	3.5%
EBI ^{2/}	5,408.5	5,868.6	1.6%	5,868.6	7,299.2	4.5%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	214.7	42.1	19.6	32.3	35.7	31.1	24.6	29.3
Women (000)	215.3	40.5	19.1	23.8	33.0	32.8	26.7	39.4
Total	430.0	82.5	38.7	56.2	68.7	63.8	51.3	68.7
Percentage	100.0%	19.2%	9.0%	13.1%	16.0%	14.8%	11.9%	16.0%
Per Capita	\$ 13,647		Median Household	\$ 32,045		Avg Household	\$ 38,256	
Ethnic Population:	White	47.9%	Black	32.5%	Asian	1.7%	Hispanic	6.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		10	10	13	10	23
Tot 12+	4.9		65.7	67.2	70.6	8.6	79.2
Avg 12+	1.6		6.6	6.7	5.4	0.9	3.4
Tot LCS	6.2		83.0	84.8	89.1	10.9	100.0
Avg LCS	2.1		8.3	8.5	6.9	1.1	4.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Raleigh.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WKML	Lumberton	C0	95.7	87.0	1043	b	Beasley Bcst Group	60			Country	4,625	1.51	14.2	11.0	11.0	12.1	10.3	16.1	12.5	15.4	12.3		
WFLB	Laurinburg	C	96.5	100.0	1043	b	Beasley Bcst Group	51	6,900	c4	Oldies	1,700	1.12	7.0	6.2	6.1	6.6	4.4	5.9	8.0	8.1	5.2		
WQSM	Fayetteville	C1	98.1	100.0	830	a	Cumulus Bcstg Inc	47		g4	Hot AC	3,000	1.35	10.3	8.6	6.5	8.3	7.9	10.0	9.8	8.5	12.0		
WZFX	Whiteville	C1	99.1	100.0	981	b	Beasley Bcst Group	62	11,500	+	Urban	4,400	1.01	20.1	13.2	12.8	16.1	15.6	13.6	16.2	15.4	14.9		
WSTS	Fairmont	C2	100.9	50.0	489	c	Pro Media Inc	75	600	c1	Gospel	500	0.80	2.9	1.8	1.7	2.8	1.8	1.9	2.7	2.3	1.5		
WFNC	Lumberton	A	102.3	6.0	269	a	Cumulus Bcstg Inc	64		g4	News/Talk	250	0.89	1.3	0.9	1.1	1.1	1.0	1.3	0.7	0.6	0.5		
WRCQ	Dunn	C2	103.5	48.0	502	a	Cumulus Bcstg Inc	71		g4	Rock	1,500	0.89	7.8	4.4	6.3	5.3	6.9	3.6	3.4	4.2	5.8		
WNNL	Fuquay-Varina	C3	103.9	7.9	577		Radio One Inc	80			Urban/Inspr	n/a		5.3	4.8	4.3	4.2	4.2	2.5	3.0	2.5	3.5		
WCCG	Hope Mills	A	104.5	6.0	276		Carson, James E.	97			Urban AC	800	0.71	5.2	3.3	4.5	4.0	4.2	4.5	1.6	1.7	1.8		
WGQR	Elizabethtown	A	105.7	4.3	387		Sound Bus Elizabeth	89		g	Oldes/Beach	300		0.6	0.7	0.6	0.6	0.4	0.4	0.0	0.0	0.0		
● WKQB	Southern Pines	C2	106.9	50.0 cp	492	a	Cumulus Bcstg Inc	73	6,150		Country	1,100	1.70	3.0	3.1	4.3	2.3	2.4	3.8	2.7	1.9	3.8		
WCLN	Clinton	C3	107.3	9.2	535		Christian Listening	67			ChrsContem			2.7	3.1	3.5	1.7	2.6	2.1	3.6	2.1	1.3		
WUKS	St. Pauls	C3	107.7	5.2	656	b	Beasley Bcst Group	94	1,200	c5	Urban	1,000	0.66	7.0	9.5	9.1	5.5	5.5	5.7	5.0	4.8	5.0		
# FM Stations -					13	# Combos -					9	FM TOTALS				87.4	70.6	71.8	70.6	67.2	71.4	69.2	67.5	67.6

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WTSB	Lumberton	D	580	0.5	0.07		Willis Bcstg Corp	54	75		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFNC	Fayetteville	B	640	10.0	1.00	a	Cumulus Bcstg Inc	40		g4	News/Talk	1,050	1.13	4.3	3.5	3.2	3.2	3.6	4.2	5.5	3.1	3.6		
WFMO	Fairmont	D	860	1.0	0.01	c	Pro Media Inc	53		c1	1 Gospel	375	1.02	1.7	0.4	0.9	1.5	1.2	0.0	0.9	0.6	1.7		
WKKE	St. Pauls	D	1080	5.0	0.00		Locklear, Ferris Y	66	74		Gospel			1.5	0.7	0.4	1.1	1.2	1.3	0.7	0.6	0.8		
WYRU	Red Springs	B	1160	5.0	0.25	b	Beasley Bcst Group	70		c5	Gospel	100	0.39	1.2	0.9	1.3	0.4	1.4	1.1	0.0	0.8	0.0		
WFAY	Fayetteville	C	1230	1.0	1.00	d	Colonial Radio Group	47	175		Sports	300		0.5	0.0	0.6	0.4	0.4	0.0	0.5	0.0	0.0		
WAGR	Lumberton	C	1340	1.0	1.00		WAGR Bcstg Inc	46	50		Black Gospl	50			0.7	0.0	0.0	0.0	0.0	0.0	0.6	0.0		
WCIE	Spring Lake	C	1450	1.0	1.00	d	Colonial Radio Group	63			Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAZZ	Fayetteville	C	1490	1.0	1.00	b	Beasley Bcst Group	47	229		Adt Stndrd	250	0.89	1.3	1.1	0.6	1.1	1.0	0.8	0.7	0.4	0.7		
WIDU	Fayetteville	D	1600	5.0	0.15		WIDU Inc	58			1 Gospl/Talk	250	0.58	2.0	1.3	1.3	1.3	1.8	1.5	1.1	2.9	3.1		
# AM Stations -					10	# Combos -					6	AM TOTALS				12.5	8.6	8.3	9.0	10.6	8.9	9.4	9.0	9.9
AM & FM Stations Profiled -					23	# Duopolies -					6	Total Local Commercial Share				79.2	80.1	79.6	77.8	80.3	78.6	76.5	77.5	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 128

Revenue Rank: 88

Reno, NV Market Overview



Metro Counties / Population (000)

Carson City, NV	55.2
Washoe, NV	355.6
Total	410.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$15,500	\$17,100	\$19,700	\$21,400	\$22,100	\$23,600
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.95/1,000	\$4.20/1,000	Local	87%		
	\$43.98	\$57.45	\$68.11	National	13%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	352.4	410.8	3.1%	410.8	458.1
Households	139.9	158.9	2.6%	158.9	175.3	2.0%
Retail Sales	NA ^{1/}	5,973.9	NA ^{1/}	5,973.9	7,423.5	4.4%
EBI ^{2/}	6,862.0	9,160.4	5.9%	9,160.4	12,556.4	6.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	208.1	34.8	17.0	20.5	29.8	33.6	31.7	40.7
Women (000)	202.6	33.3	15.9	19.3	26.8	31.6	30.7	45.0
Total	410.8	68.1	32.9	39.8	56.6	65.2	62.4	85.8
Percentage	100.0%	16.6%	8.0%	9.7%	13.8%	15.9%	15.2%	20.9%
Per Capita	\$ 22,300							
				Median Household	\$ 45,644		Avg Household	\$ 57,650
Ethnic Population:	White	80.2%	Black	2.1%	Asian	4.5%	Hispanic	17.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		15	15	17	11	28
Tot 12+	6.9		61.0	64.9	67.9	21.8	89.7
Avg 12+	3.5		4.1	4.3	4.0	2.0	3.2
Tot LCS	7.7		68.0	72.4	75.7	24.3	100.0
Avg LCS	3.8		4.5	4.8	4.5	2.2	3.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)											
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
KJZS	Sparks	C3	92.1	9.0 cp	390	b	NextMedia Group	93	0005	1,300		Smooth Jazz	550	0.58	4.0	3.7	3.9	3.7	3.5	3.6	3.7	3.1	2.1				
• KNHK	Reno	C	92.9	45.0	2654	f	NextMedia Group	90	0304 p	4,250	1	Clsc Rock	650	0.95	2.9	1.4	1.4	2.1	3.1	1.4	2.5	2.7	4.7				
• KYWD	Sun Valley	A	93.7	3.6 cp	423	h	Flinn Bcstg Corp	98			1	80s Hits	450	0.62	3.1	1.6	2.8	2.3	3.3	4.1	0.6	0.4	0.4				
• KHXR	Sun Valley	C2	94.5	50.0 cp	459	e	Lotus Comm Corp	99				Country	1,000	1.09	3.9	2.9	3.4	4.1	3.1	4.5	3.7	2.3	1.6				
KNEV	Reno	C	95.5	60.0	2280	f	Citadel Bcstg Corp	53	9304	500	1	AC	1,100	1.33	3.5	3.1	3.9	3.7	2.6	2.8	3.9	4.6	3.6				
KLCA	Tahoe City	C1	96.5	6.1	2963	g	Americom	85	9603	1,225		Modern AC	1,100	1.17	4.0	3.7	4.3	3.9	3.3	4.9	4.7	4.6	4.7				
KWNZ	Carson City	C	97.3	87.0	2113	g	Americom	72	9806		sw	CHR/Top40	900	0.61	6.3	3.5	4.9	5.2	6.3	6.7	7.4	6.3	5.7				
KBUL	Carson City	C	98.1	74.0	2293	f	Citadel Bcstg Corp	85	9212	1,300	1	Country	2,050	1.17	7.4	6.4	5.5	7.6	5.9	8.3	7.2	7.3	11.3				
KTHX	Dayton	C2	100.1	0.4	2976	c	NextMedia Group	83	0003		na	AAA	1,900	1.49	5.4	5.4	4.7	4.5	5.3	5.5	4.1	3.8	4.5				
KRZQ	Sparks	A	100.9	6.0	203	c	NextMedia Group	83	0003		na	Alternative	900	0.87	4.4	5.3	4.5	3.7	4.3	3.6	4.7	4.8	5.6				
• KRNV	Reno	C3	102.1	11.0 cp	492		Entravision Comm Co	86	0004		g4	Spanish	1,000	1.03	4.1	3.7	3.7	3.9	3.5	4.5	5.6	2.3	3.3				
• KWYL	S. Lake Tahoe	C	102.9	39.0 cp	2927	h	Citadel Bcstg Corp	66	0304		g	CHR/Rhymc	450	0.53	3.6	3.9	4.3	3.1	3.5	1.6	1.6	1.3	1.4				
KODS	Camelian Bay	C1	103.7	6.3	2986	g	Americom	70	8508	495		Oldies	1,300	0.87	6.3	5.8	4.7	6.4	5.1	4.5	2.7	4.8	4.4				
KDOT	Reno	C	104.5	25.0	2930	e	Lotus Comm Corp	66	9305	600	c1	AOR	1,500	1.55	4.1	4.9	3.2	3.7	3.7	4.7	6.2	7.1	7.3				
KOZZ	Reno	C	105.7	25.0	2930	e	Lotus Comm Corp	69	7801			Clsc Rock	2,400	1.88	5.4	4.7	5.5	5.2	4.7	6.3	4.7	6.1	3.7				
KRNO	Incline Village	C	106.9	37.0	2989	g	Americom	74	9806		sw	AC/StRk	2,400	1.20	8.5	6.0	6.9	8.0	7.5	7.7	9.7	7.8	6.2				
• KSRN	Kings Beach	C3	107.7	0.2	2868	b	Lazer Bcstg Corp	94	0307 p	2,500		AC	200	0.30	2.8	1.9	3.9	3.1	2.0	2.6	2.7	4.8	3.3				
# FM Stations -													17	# Combos -													16
FM TOTALS													79.7	67.9	71.5	74.2	70.7	77.3	75.7	74.1	73.8						

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KPTT	Reno	B	630	5.0	1.00	e	Lotus Comm Corp	55				Sports	200	0.85	1.0	0.6	1.0	0.4	1.4	0.4	0.6	1.0	1.2		
KKOH	Reno	B	780	50.0	50.00	f	Citadel Bcstg Corp	70	9212		g	1 News/Talk	2,400	0.88	11.5	12.8	8.9	11.3	9.6	7.9	8.7	9.9	9.1		
KIHM	Reno	B	920	4.6	0.85	a	Thomas Aquinas Schl	46	9606	170		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KPLY	Reno	C	1230	0.8	0.00	g	Americom	63	9806		sw	Sprts/Talk	250	0.81	1.3	1.0	1.2	1.4	1.0	0.8	2.5	1.9	3.4		
KBZZ	Sparks	B	1270	13.0	5.00	g	Americom	60	9604		c2	Talk	475	0.58	3.5	2.9	3.7	2.5	3.9	3.0	1.9	3.8	1.2		
KPTL	Carson City	B	1300	5.0	0.50	d	Casino Radio LLC	55	0206	350		Oldies	50		0.2	0.4	0.6	0.0	0.4	0.0	0.6	0.4	0.5		
KXEQ	Reno	C	1340	1.0	0.00	d	Azteca Bcstg Corp	46	9110	30		Mexican	150		0.7	2.3	1.0	0.6	0.6	0.8	0.6	0.0	1.2		
KBDB	Sparks	C	1400	0.6	0.60	h	Flinn Bcstg Corp	02				Cntry/Talk				1.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0		
KHIT	Reno	C	1450	1.0	1.00	e	Lotus Comm Corp	28	6709			Big Band	100	0.24	1.8	0.4	0.6	1.6	1.6	0.8	0.4	0.0	0.6		
KXTO	Reno	D	1550	2.5	0.09		First Bcstg of NV	89				Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KQLO	Sun Valley	D	1590	5.0	0.07	a	Universal Bcstg Inc	84	0304	140	2	Spanish AC	100		0.4	0.4	0.6	0.8	0.0	0.0	0.0	0.6	0.0		
# AM Stations -					11	# Combos -					8	AM TOTALS					20.4	21.8	18.4	18.6	18.5	13.7	15.3	17.6	17.2
AM & FM Stations Profiled -					28	# Duopolies -					9	Total Local Commercial Share					89.7	89.9	92.8	89.2	91.0	91.0	91.7	91.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 129

Revenue Rank: 167

Canton, OH Market Overview



Metro Counties / Population (000)

Carroll, OH	28.9
Stark, OH	377.6
Total	406.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$9,600	\$9,900	\$11,100	\$11,400	\$11,200	\$11,700	4.0%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	4.5%	\$12,400	\$13,200	\$13,900	\$14,600	\$15,400	5.6%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$2.26/1,000	\$2.51/1,000	Local 88%
Revenue/Capita	\$23.81	\$28.78	\$37.86	National 12%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	403.2	406.5	0.2%	406.5	406.8	0.0%
Households	153.8	160.1	0.8%	160.1	162.5	0.3%
Retail Sales	NA ^{1/}	5,178.1	NA ^{1/}	5,178.1	6,136.6	3.5%
EBI ^{2/}	5,884.1	6,614.1	2.4%	6,614.1	7,790.8	3.3%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	195.4	33.2	18.3	16.7	23.3	30.0	29.8	44.2
Women (000)	211.0	31.6	17.2	17.4	24.2	31.5	31.2	57.9
Total	406.5	64.7	35.5	34.1	47.5	61.5	61.0	102.0
Percentage	100.0%	15.9%	8.7%	8.4%	11.7%	15.1%	15.0%	25.1%
Per Capita	\$ 16,272							
				Median Household	\$ 34,654		Avg Household	\$ 41,306
Ethnic Population:	White	90.6%	Black	6.9%	Asian	0.6%	Hispanic	0.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	5		5	6	6	12
Tot 12+	0.6	30.8		30.8	31.4	15.0	46.4
Avg 12+	0.6	6.2		6.2	5.2	2.5	3.9
Tot LCS	1.3	66.4		66.4	67.7	32.3	100.0
Avg LCS	1.3	13.3		13.3	11.3	5.4	8.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Akron, Cleveland & Youngstown-Warren.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
W7KI	Alliance	B	92.5	50.0	499	b	D A Feiertson Inc	47			Top 40	1,100	1.32	7.1	2.7	2.4	3.1	3.9	5.0	4.0	3.8	6.0	
WHBC	Canton	B	94.1	45.0	515	c	NextMedia Group	48	0010	43,500	c1	AC	3,900	1.65	20.2	10.0	11.5	10.1	9.7	14.6	13.4	11.7	12.1
WNPQ	New Philadelphia	A	95.9	2.0	397		Tuscarawas Bcstg	69				ChrsContem	150		0.9	0.6	0.4	0.5	0.4	1.0	1.2	1.2	0.4
• WKDD	Canton	B	98.1	50.0	345		Clear Channel Comm	61	0107			Hot AC	n/a		8.3	4.1	3.6	3.5	4.7	3.2	5.2	3.8	3.7
• WOXK	Salem	B	105.1	88.0	446	a	Cumulus Bcstg Inc	58	0010			Country	n/a		14.0	7.1	6.6	5.9	8.0	6.6	7.1	9.9	9.0
WRQK	Canton	B	106.9	27.5	341		Cumulus Bcstg Inc	61	0010		g	Rock	2,700	1.43	16.1	6.9	7.0	7.0	8.9	7.0	6.7	6.3	6.5
# FM Stations -				6	# Combos -				2	FM TOTALS				66.6	31.4	31.5	30.1	35.6	37.4	37.6	36.7	37.7	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WCER	Canton	D	900	0.5	0.08	Melodynamic Bcstg	47	9107	85		Rlg/Spt/Tlk	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTIG	Massillon	D	990	0.3	0.11	WTIG Inc	57	9109	110		Sports	50			0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
WRCW	Canton	D	1060	5.0	0.00	Arcey Bcstg	46	8203	450		AC/Talk	150	0.58	2.2	0.4	0.6	0.5	1.7	0.4	0.4	0.8	0.0	0.0
WDPN	Alliance	B	1310	1.0	0.48	b	D A Peterson Inc	53			Nostalgia	275	0.71	3.3	1.4	1.0	1.8	1.4	0.8	1.2	1.4	1.5	
WHBC	Canton	B	1480	15.0	5.00	c	NextMedia Group	25	0010		c1	FullService	3,200	1.02	26.9	12.2	14.1	13.0	13.4	14.0	13.6	12.6	9.6
WINW	Canton	D	1520	1.0	0.00	Pinebrook Corp	66	9610	75		ChrsContem	100	0.85	1.0	0.6	0.0	0.9	0.0	0.4	1.3	0.0	0.6	
# AM Stations -				6	# Combos -				2	AM TOTALS				33.4	15.0	15.7	16.2	16.5	15.6	16.9	14.8	11.7	
AM & FM Stations Profiled -				12	# Duopolies -				1	Total Local Commercial Share				46.4	47.2	46.3	52.1	53.0	54.5	51.5	49.4		

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 130

Revenue Rank: 91

Saginaw-Bay City-Midland, MI Market Overview



Metro Counties / Population (000)

Bay, MI	109.6
Midland, MI	83.7
Saginaw, MI	209.1
Total	402.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 97 - 02
	\$16,100	\$17,500	\$16,700	\$18,700	\$20,400	\$22,500	6.9%
	Δ 01 - 02	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	Δ 02 - 07
	10.3%	\$23,600	\$25,100	\$26,400	\$27,900	\$29,300	5.4%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$4.15/1,000	\$4.79/1,000	Local	80%		
	\$39.88	\$55.91	\$73.01	National	20%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	Growth Rate	<u>2002</u>	<u>2007</u>	Growth Rate
MSA Population	403.7	402.4	-0.1%	402.4	401.3	-0.1%
Households	151.4	157.1	0.7%	157.1	159.8	0.3%
Retail Sales	NA ^{1/}	5,417.4	NA ^{1/}	5,417.4	6,116.8	2.5%
EBI ^{2/}	5,979.6	6,795.0	2.6%	6,795.0	8,166.1	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	194.6	34.4	19.0	17.9	23.8	29.6	28.9	41.0
Women (000)	207.9	33.0	17.8	18.0	24.5	31.4	30.5	52.8
Total	402.4	67.4	36.8	35.9	48.3	60.9	59.3	93.8
Percentage	100.0%	16.7%	9.1%	8.9%	12.0%	15.1%	14.7%	23.3%
Per Capita	\$ 16,884	Median Household		\$ 35,716	Avg Household		\$ 43,250	
Ethnic Population:	White	84.4%	Black	10.5%	Asian	0.9%	Hispanic	5.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	2	3	12	15	5	20
Tot 12+	25.6	17.0	23.3	64.7	65.9	14.7	80.6
Avg 12+	2.6	8.5	7.8	5.4	4.4	2.9	4.0
Tot LCS	31.8	21.1	28.9	80.3	81.8	18.2	100.0
Avg LCS	3.2	10.5	9.6	6.7	5.5	3.6	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Flint.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WKQZ	Midland	C2	93.3	39.0	554	e	Citadel Bcstg Corp	76	9902		d2	AOR	1,900	0.85	9.9	7.9	8.0	8.7	7.0	7.4	7.3	8.3	8.4
• WRCL	Frankenmuth	A	93.7	3.5 cp	436	a	Regent Comm	01	0111			AC	n/a		1.3	3.0	4.3	2.0	0.0	0.0	0.0	0.0	0.0
WCEN	Hemlock	C1	94.5	100.0	981	b	NextMedia Group	63	0301	55,500	d1	Country	2,150	1.49	6.4	6.3	7.2	5.6	4.6	6.8	2.9	3.3	3.7
WHNN	Bay City	C	96.1	100.0	1020	e	Citadel Bcstg Corp	47	0002		g4	Oldies	3,300	1.10	13.3	9.1	9.1	10.5	10.5	9.0	11.2	9.3	11.2
WEEG	Essexville	A	97.3	3.0	328	c	MacDonald Bcstg Co	92	9811	512		Cisc Rock	300	0.49	2.7	2.6	2.9	3.0	1.3	3.6	2.6	3.7	3.2
WMRX	Beaverton	A	97.7	4.1	400	d	Steel Broadcasting	80	9212		c1	Adlt Stndrd	200	0.89	1.0	1.2	0.6	0.8	0.8	1.0	0.0	0.2	0.6
WKCO	Saginaw	B	98.1	50.0	492	c	MacDonald Bcstg Co	47				Country	2,300	0.86	11.9	9.3	8.2	8.7	10.1	10.4	8.4	13.0	8.3
WTCF	Carrollton	A	100.5	6.0 cp	328	b	NextMedia Group	91	0301		d1	Hot AC	1,100	1.81	2.7	1.8	1.6	2.0	2.3	2.4	3.7	6.5	6.6
WYLZ	Pinconning	A	100.9	2.6	495	e	Citadel Bcstg Corp	84	9902		d2	Cisc Rock	300	0.67	2.0	1.0	1.2	1.6	1.5	1.6	0.9	0.9	0.9
WPRJ	Coleman	A	101.7	4.6	374		Come Together Mins	92	9001	8	cp	ChrsContem	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIOG	Bay City	B	102.5	86.0	801	e	Citadel Bcstg Corp	61	9902		d2	Hot AC	2,600	1.11	10.4	7.7	9.1	7.6	8.9	8.4	10.3	9.5	7.3
• WSAG	Pinconning	A	104.1	6.0	213		Michael Radio Group	02	0209	195	cp	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WILZ	Saginaw	A	104.5	2.9	413	e	Citadel Bcstg Corp	92	9902		d2	Cisc Rock	1,000	0.84	5.3	3.6	3.1	4.2	4.2	3.4	2.2	3.3	2.8
WGER	Saginaw	A	106.3	4.4 cp	381	b	NextMedia Group	69	0301		d1	Soft Rock	1,850	1.04	7.9	5.5	6.6	6.2	6.3	4.6	5.5	5.0	5.5
WTLZ	Saginaw	A	107.1	4.9	361	b	NextMedia Group	68	0301		d1	Urban AC	1,650	0.95	7.7	6.9	5.6	4.6	7.6	8.0	7.3	6.1	5.7
# FM Stations -				15	# Combos -				12	FM TOTALS				82.5	65.9	67.5	65.5	65.1	66.6	62.3	69.1	64.2	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WSGW	Saginaw	B	790	5.0	1.00	b	NextMedia Group	50	0301		d1	News/Talk	2,350	0.99	10.6	11.1	9.1	7.2	9.5	10.0	12.5	7.1	9.2
WKNX	Bay City	D	1250	1.0	0.00		J & K Media Company	47	9707	210		Talk/Oldes	300		0.8	0.6	0.6	0.6	0.6	0.8	0.4	0.6	0.8
WSAM	Saginaw	C	1400	1.0	1.00	c	MacDonald Bcstg Co	40	6211			AC	300	0.28	4.8	2.4	2.5	4.4	3.2	3.4	2.6	3.3	4.4
WMAX	Bay City	B	1440	5.0	2.50		990 Investors LLC	25	0101	485		Religion	200			0.0	0.0	0.0	0.0	0.0	1.3	0.7	0.9
WMPX	Midland	C	1490	1.0	1.00	d	Steel Broadcasting	48	9212		c1	Adlt Stndrd	300	1.03	1.3	0.6	0.2	1.6	0.4	1.0	0.4	0.6	0.5
# AM Stations -				5	# Combos -				3	AM TOTALS				17.5	14.7	12.4	13.8	13.7	15.2	17.2	12.3	15.8	
AM & FM Stations Profiled -				20	# Duopolies -				5	Total Local Commercial Share				80.6	79.9	79.3	78.8	81.8	79.5	81.4	80.0		

NOTE: Market rated only twice yearly beginning Spring 2001

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 131

Revenue Rank: 141

Beaumont-Port Arthur, TX Market Overview



Metro Counties / Population (000)

Hardin, TX	49.6
Jefferson, TX	254.1
Orange, TX	85.7
Total	389.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 97 - 02
	\$11,300	\$12,400	\$12,900	\$14,200	\$13,200	\$13,900	4.2%
	Δ 01 - 02	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	Δ 02 - 07
	5.3%	\$14,600	\$15,700	\$16,500	\$17,400	\$18,300	5.6%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$2.94/1,000	\$3.17/1,000	Local 90%			
Revenue/Capita	\$29.85	\$35.70	\$45.85	National 10%			

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	Growth Rate	<u>2002</u>	<u>2007</u>	Growth Rate
MSA Population	378.6	389.4	0.6%	389.4	399.1	0.5%
Households	139.0	144.5	0.8%	144.5	149.6	0.7%
Retail Sales	NA ^{1/}	4,723.6	NA ^{1/}	4,723.6	5,775.7	4.1%
EBI ^{2/}	5,237.7	6,071.1	3.0%	6,071.1	7,324.2	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	193.7	33.2	19.3	20.0	26.2	30.2	26.8	38.0
Women (000)	195.6	32.0	18.0	18.0	23.3	29.1	26.4	48.8
Total	389.4	65.2	37.3	38.0	49.6	59.3	53.1	86.9
Percentage	100.0%	16.7%	9.6%	9.8%	12.7%	15.2%	13.6%	22.3%
Per Capita	\$ 15,593	Median Household		\$ 33,184	Avg Household		\$ 42,016	
Ethnic Population:	White 67.4%	Black 25.1%	Asian 2.2%	Hispanic 8.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		10	8	11	9	20
Tot 12+	0.2		66.4	64.9	66.6	9.7	76.3
Avg 12+	0.2		6.6	8.1	6.1	1.1	3.8
Tot LCS	0.3		87.0	85.1	87.3	12.7	100.0
Avg LCS	0.3		8.7	10.6	7.9	1.4	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Houston.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KCOL	Groves	C2	92.5	50.0	440	a	Clear Channel Comm	83	0108	p	4,500		Oldies	1,300	0.66	14.2	10.1	9.3	11.9	7.9	3.3	4.3	4.8	2.3
• KQBU	Port Arthur	C	93.3	100.0	1952		Univision Comm Inc	92	0310			500	3.27	1.1	0.0	0.0	1.2	0.4	1.2	0.4	1.2	0.9	1.8	0.8
KQXY	Beaumont	C1	94.1	100.0	600	c	Cumulus Bcstg Inc	66	9804		10,500	d1	CHR	1,450	1.10	9.5	5.3	6.9	6.5	6.7	6.0	4.3	8.6	9.0
KYKR	Beaumont	C1	95.1	100.0	430	a	Clear Channel Comm	69	0008			g	Country	1,500	1.10	9.8	6.6	7.4	8.2	5.4	7.9	11.4	8.1	7.0
KRWP	Beaumont	C	97.5	100.0	1955	c	Cumulus Bcstg Inc	48	9804				Urban	n/a		8.0	3.9	5.5	6.3	4.8	8.3	8.7	10.4	9.8
KTJM	Port Arthur	C	98.5	100.0	1952	b	Liberian Bcstg Inc	63	0103		See (7)		Mexican	n/a		2.1	1.5	0.5	1.9	1.0	2.9	2.3	3.4	6.2
• KSTB	Crystal Beach	A	101.5	6.0	184	c	Cumulus Bcstg Inc	95	0206		See (7)		Country				0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KAYD	Silsbee	C3	101.7	10.5	502	c	Cumulus Bcstg Inc	80	0107	p	2,100		Country	300	1.03	2.1	9.2	9.1	1.2	1.7	3.1	4.1	0.0	0.0
KTCX	Beaumont	C2	102.5	50.0	492	c	Cumulus Bcstg Inc	96	9804		3,600		Urban	3,050	1.02	21.6	15.6	11.9	13.3	16.6	11.0	11.9	14.5	13.0
KKMY	Orange	C1	104.5	100.0	404	a	Clear Channel Comm	72	0008			g	AC	1,800	1.82	7.1	4.6	5.3	5.6	4.2	5.0	3.4	4.3	8.1
• KIOC	Orange	C	106.1	100.0	1070	a	Clear Channel Comm	77	0008			g	Rock	1,400	0.97	10.4	9.6	8.1	6.3	8.1	7.3	4.1	5.2	7.1
		# FM Stations -		11		# Combos -		9		FM TOTALS				85.9	66.6	64.0	62.4	56.8	56.0	55.4	61.1	63.3		

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
• KLVI	Beaumont	B	560	5.0	5.00	a	Clear Channel Comm	24	0008		g	News/Talk	2,200	1.91	8.3	5.3	6.2	6.3	5.2	8.7	8.2	7.2	6.4
KZZB	Beaumont	B	990	1.0	1.00		Martin Bcstg Inc	47	9208	70		Gospel	25			1.8	0.5	0.0	0.0	0.0	0.5	2.3	0.0
KUHD	Port Neches	D	1150	0.5	0.06		Vision Latina Bcstg	59	9612		nc	Spn/Cst/Nws				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSET	Silsbee	D	1300	0.5	0.00		Hill, William G.	59	0102		c1	Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KOLE	Port Arthur	C	1340	1.0	1.00		Voice Broadcasting	47	9510	80		Talk	225		0.4	1.5	0.5	0.0	0.6	0.0	0.5	0.7	0.0
KRCM	Beaumont	D	1380	1.0	0.13		Voice Broadcasting	47	0305	255		Gospel				0.0	0.0	0.0	0.0	0.0	1.1	0.5	0.0
KIKH	Beaumont	C	1450	1.0	1.00	c	Cumulus Bcstg Inc	38	9804		d1	Sprts/Talk	25			0.0	0.7	0.0	0.0	0.0	0.5	0.0	0.0
KQHN	Nederland	D	1510	5.0	0.00	c	Cumulus Bcstg Inc	69	9804		d1	Black Gospl	400	0.59	4.9	1.1	0.5	1.9	4.8	1.5	2.7	2.0	2.2
KOGT	Orange	B	1600	1.0	1.00		G-CAP	48	9208	250		Cntry/Talk	200		0.4	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.7
		# AM Stations -		9		# Combos -		3		AM TOTALS				14.0	9.7	8.4	8.2	11.2	10.2	13.5	12.7	9.3	
		AM & FM Stations Profiled -		20		# Duopolles -		6		Total Local Commercial Share				76.3	72.4	70.6	68.0	66.2	68.9	73.8	72.6		

NOTE: KRWP moved to Houston market 1/02. Prior year station revenues reflected in Beaumont.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 132

Revenue Rank: 124

Shreveport, LA Market Overview



Metro Counties / Population (000)

Bossier, LA	99.8
Caddo, LA	250.8
Webster, LA	41.4
Total	392.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES
★★★

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$13,000	\$14,000	\$14,400	\$15,900	\$14,800	\$16,600	4.9%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
12.2%	\$17,500	\$18,800	\$19,800	\$20,900	\$21,900	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.68/1,000	\$4.16/1,000	Local 80%
Revenue/Capita	\$34.25	\$42.35	\$55.75	National 20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	379.6	392.0	0.6%	392.0	392.8	0.0%
Households	142.3	151.9	1.3%	151.9	154.6	0.4%
Retail Sales	NA ^{1/}	4,510.7	NA ^{1/}	4,510.7	5,259.4	3.1%
EBI ^{2/}	5,195.5	6,264.7	3.8%	6,264.7	7,761.5	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	187.0	34.3	19.3	19.7	23.9	27.4	25.4	37.0
Women (000)	205.0	32.8	18.6	19.9	25.4	29.6	27.8	51.0
Total	392.0	67.1	37.8	39.5	49.3	57.0	53.2	88.0
Percentage	100.0%	17.1%	9.7%	10.1%	12.6%	14.5%	13.6%	22.5%
Per Capita	\$ 15,983							
				Median Household	\$ 32,598		Avg Household	\$ 41,246
Ethnic Population:	White	58.9%	Black	38.0%	Asian	0.9%	Hispanic	2.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		12	13	15	10	25
Tot 12+	8.5		67.7	75.7	76.2	14.1	90.3
Avg 12+	2.8		5.6	5.8	5.1	1.4	3.6
Tot LCS	9.4		75.0	83.8	84.4	15.6	100.0
Avg LCS	3.1		6.2	6.4	5.6	1.6	4.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Texarkana.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001		
• KSYR	Benton	A	92.1	6.0	322	b	Access.1 Comm	82	0006	1,999		1	Alternative	500	0.84	3.6	2.7	2.1	3.1	2.3	2.6	2.9	4.0	3.2
KTKC	Springhill	C2	92.9	13.3	548	d	Metropolitan Radio	75	9705	195	c1	Black/Gospl	150	0.90	1.0	0.0	0.5	0.9	0.9	1.1	1.6	0.9	0.0	
KXKS	Shreveport	C	93.7	100.0	1011	c	Clear Channel Comm	68	9905	24,000	d2	Country	800	0.98	4.9	4.4	5.9	6.2	7.7	5.2	3.8	4.7	3.9	
KRUF	Shreveport	C	94.5	100.0	1096	c	Clear Channel Comm	48	9905		d2	CHR	875	0.96	5.5	5.3	4.6	5.3	4.7	6.2	5.6	4.0	3.7	
KLKL	Minden	C2	95.7	50.0	469	b	Access.1 Comm	78	0009	7,900	c1	1	Oldies	1,625	1.51	6.5	6.2	6.4	4.0	5.2	7.1	4.7	5.5	5.7
KVKI	Shreveport	C1	96.5	100.0	797	c	Clear Channel Comm	59	9812		d2	Soft Rock	1,800	1.49	7.3	6.2	4.1	5.8	7.4	6.2	6.2	6.7	6.9	
KTAL	Texarkana	C	98.1	61.0	1362	b	Access.1 Comm	45	0103	2,900	1	Clsc Rock	1,075	1.38	4.7	4.9	4.8	5.1	3.2	4.3	4.5	4.4	3.4	
KTUX	Carthage	C1	98.9	100.0	719	c	Clear Channel Comm	85	9911	5,500		Rock	550	0.95	3.5	4.0	3.7	2.7	2.3	3.4	3.1	2.2	3.7	
KMJJ	Shreveport	C2	99.7	50.0	463	a	Cumulus Bcstg Inc	76	0008		g	Urban	1,700	0.87	11.8	13.3	12.8	10.4	10.2	9.4	11.8	10.6	10.3	
KRMD	Shreveport	C	101.1	100.0 cp	1755	a	Cumulus Bcstg Inc	48	0008		g	Country	2,000	1.53	7.9	8.2	5.9	6.0	7.9	8.2	7.3	6.0	6.7	
• KDKS	Blanchard	C3	102.1	20.0	367	b	Access.1 Comm	93	0009		c1	1	Urban	2,150	0.97	13.3	10.2	12.1	13.5	11.5	10.9	10.9	12.2	13.5
KBED	Shreveport	C2	102.9	42.0	535	a	Cumulus Bcstg Inc		00			Hot AC	550	0.87	3.8	3.8	4.8	3.5	3.2	4.3	2.9	3.5	3.0	
KBTT	Haughton	A	103.7	6.0	328	b	Access.1 Comm	98	0006	7,690	c2	1	Urban	650	0.52	7.6	8.0	6.4	7.3	6.5	6.4	7.8	5.1	7.6
• KNCB	Vivian	A	105.3	3.2	449	e	North Caddo Bcstg Co	96				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KYLA	Homer	C2	106.7	50.0	459		NWLA Bcstg Co	98				1	Country	300	0.58	3.1	2.0	2.1	2.9	2.3	2.8	3.6	2.9	1.6
# FM Stations -				15	# Combos -				14	FM TOTALS				84.5	79.2	76.2	76.7	75.3	78.1	76.7	72.7	73.2		

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	
KEEL	Shreveport	B	710	50.0	5.00	c	Clear Channel Comm	22	9905		d2	News/Talk	625	0.72	5.2	4.7	6.8	6.0	6.8	4.3	3.6	6.0	4.6	
KOKA	Shreveport	D	980	5.0	0.00	b	Access.1 Comm	50	0006		c2	1	Gospel	700	0.66	6.4	4.7	4.6	3.5	3.6	3.9	6.2	5.8	6.9
KBCL	Bossier City	D	1070	0.3	0.00		Barnabas Center Min	57	0209		dn	CCtmp/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KWKH	Shreveport	A	1130	50.0	50.00	c	Clear Channel Comm	25	9905		d2	Country	250	0.89	1.7	0.9	1.1	1.6	1.6	0.9	0.9	1.8	2.3	
KASO	Minden	C	1240	1.0	1.00		Greenwd Bptst Church	52	0008	375		Adlt Stndrd	150		0.3	0.0	0.5	0.7	0.0	0.0	0.0	0.9	0.0	
KSYB	Shreveport	D	1300	5.0	0.03		AMISTAD Comm Inc	75	0011	900		Gospel			1.1	0.4	1.1	1.1	1.4	0.4	1.1	1.8	0.7	
KNCB	Vivian	D	1320	5.0	0.06	e	North Caddo Bcstg Co	66				Cntry/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KRMD	Shreveport	C	1340	1.0	1.00	a	Cumulus Bcstg Inc	28	0008		g	Sports	100		0.6	0.0	0.0	0.9	0.0	1.1	0.0	0.4	0.5	
KBSF	Springhill	B	1460	1.0	0.22	d	Metropolitan Radio	54	9705		c1	Black/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KIOU	Shreveport	D	1480	1.0	0.00	d	Metropolitan Radio	89	9707	71		Gospel			0.4	0.0	0.0	0.0	0.0	0.4	0.7	0.0	0.5	
# AM Stations -				10	# Combos -				7	AM TOTALS				15.7	10.7	14.1	13.8	13.4	11.0	12.5	16.7	15.5		
AM & FM Stations Profiled -				25	# Duopolies -				8	Total Local Commercial Share				89.9	90.3	90.5	88.7	89.1	89.2	89.4	88.7			

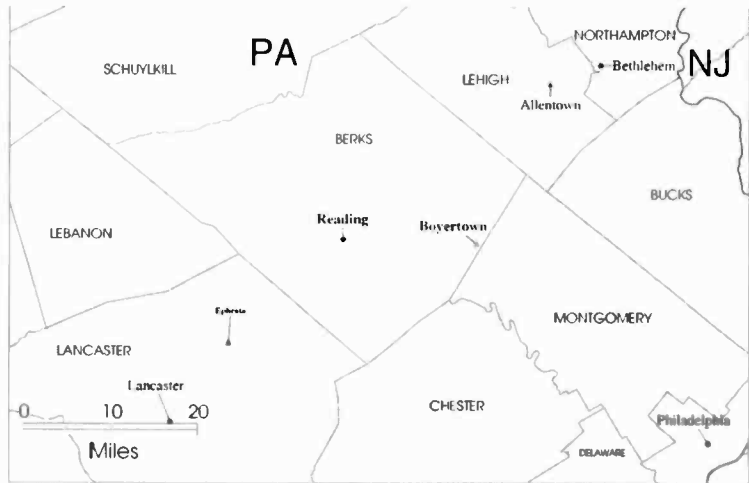
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 133

Revenue Rank: 163

Reading, PA Market Overview



Metro Counties / Population (000)

Berks, PA	377.3
	377.3

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$9,700	\$10,300	\$11,100	\$10,600	\$10,900	\$11,800
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.3%	\$12,400	\$13,300	\$14,000	\$14,800	\$15,600	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$2.59/1,000	2007 \$2.86/1,000	Est. Breakout			
Revenue/Capita	\$27.45	\$31.27	\$40.19	Local	85%	National	15%

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	353.4	377.3	1.3%	377.3	388.2
Households	134.4	143.1	1.3%	143.1	147.5	0.6%
Retail Sales	NA ^{1/}	4,564.0	NA ^{1/}	4,564.0	5,463.0	3.7%
EBI ^{2/}	5,743.9	6,624.0	2.9%	6,624.0	7,906.8	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	184.5	31.2	16.5	17.0	23.2	29.6	26.8	40.2
Women (000)	192.9	29.1	15.7	17.1	23.2	29.5	26.9	51.4
Total	377.3	60.3	32.2	34.1	46.4	59.1	53.7	91.6
Percentage	100.0%	16.0%	8.5%	9.0%	12.3%	15.7%	14.2%	24.3%
Per Capita	\$ 17,555							
				Median Household	\$ 38,987		Avg Household	\$ 46,295
Ethnic Population:	White	87.3%	Black	3.9%	Asian	1.1%	Hispanic	10.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		4		3	4	3	7
Tot 12+		24.4		22.9	24.4	14.4	38.8
Avg 12+		6.1		7.6	6.1	4.8	5.5
Tot LCS		62.9		59.0	62.9	37.1	100.0
Avg LCS		15.7		19.7	15.7	12.4	14.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Allentown and Lancaster.

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WLEV	Allentown	B	100.7	11.0		1073		47	9710	See (70)	Soft Rock	n/a		5.6	1.5	3.3	1.8	2.4	4.2	1.6	1.3	2.5
WRFY	Reading	B	102.5	10.0		807	a	62	9607		Top 40	8,000	1.71	39.6	13.2	12.0	15.1	14.7	11.0	12.0	13.2	14.7
WIOV	Ephrata	B	105.1	25.0 cp		702	b	62	0302		Country	n/a		15.4	6.0	8.2	4.8	6.7	5.3	9.1	6.5	6.6
WBYN	Boyertown	B	107.5	30.0		610		60	9111	4,300	Christian	1,000	1.88	4.5	3.7	3.1	2.2	1.2	2.6	1.6	1.3	1.9
# FM Stations -						4		# Combos -		1	FM TOTALS			65.1	24.4	26.6	23.9	25.0	23.1	24.3	22.3	25.7

AM Stations

Calls	City of License	FCC Class	Day Power Freq (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WEEU	Reading	B	830	20.0 cp		6.00		31	4612		FullService	1,750	0.62	24.0	11.0	8.9	10.7	7.5	9.9	11.6	5.5	11.5
WIOV	Reading	C	1240	1.0		1.00		46	0302		Sports	400	2.12	1.6	0.4	0.0	0.6	0.6	0.0	0.0	1.0	0.0
WRAW	Reading	C	1340	1.0		1.00	a	22	9607		Oldies	600	0.55	9.3	3.0	5.1	4.0	3.0	4.8	4.1	7.3	3.5
# AM Stations -						3		# Combos -		1	AM TOTALS			34.9	14.4	14.0	15.3	11.1	14.7	15.7	13.8	15.0
AM & FM Stations Profiled -						7		# Duopolies -		0	Total Local Commercial Share				38.8	40.6	39.2	36.1	37.8	40.0	36.1	40.7

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 134

Revenue Rank: 142

Corpus Christi, TX Market Overview



Metro Counties / Population (000)

Nueces, TX	316.5
San Patricio, TX	68.7
Total	385.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$11,200	\$12,000	\$11,700	\$12,700	\$12,800	\$13,600	4.0%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
6.3%	\$14,400	\$15,400	\$16,200	\$17,100	\$18,000	5.7%

Revenue/Retail Sales Revenue/Capita

1997	2002	2007
NA ^{1/}	\$3.13/1,000	\$3.34/1,000
\$28.96	\$35.31	\$45.35

Est. Breakout

Local	75%
National	25%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	386.8	385.2	-0.1%	385.2	396.9	0.6%
Households	130.3	134.7	0.7%	134.7	140.5	0.8%
Retail Sales	NA ^{1/}	4,351.2	NA ^{1/}	4,351.2	5,392.7	4.4%
EBI ^{2/}	5,074.8	5,872.7	3.0%	5,872.7	7,266.3	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	188.9	36.6	20.0	20.4	24.6	28.3	25.6	33.5
Women (000)	196.2	35.2	18.8	20.3	24.9	29.2	26.2	41.7
Total	385.2	71.8	38.8	40.6	49.5	57.5	51.8	75.2
Percentage	100.0%	18.6%	10.1%	10.5%	12.8%	14.9%	13.4%	19.5%
Per Capita	\$ 15,247							
				Median Household	\$ 33,769		Avg Household	\$ 43,613
Ethnic Population:	White	72.6%	Black	4.0%	Asian	1.2%	Hispanic	55.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		19	15	20	9	29
Tot 12+	3.0		67.6	69.4	70.6	13.2	83.8
Avg 12+	3.0		3.6	4.6	3.5	1.5	2.9
Tot LCS	3.6		80.7	82.8	84.2	15.8	100.0
Avg LCS	3.6		4.2	5.5	4.2	1.8	3.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KKBA	Kingsville	C2	92.7	12.5	869	b	Malkan Bcstg Assoc	81			AC	750	1.10	5.0	4.0	3.8	4.3	4.1	4.2	4.8	5.3	3.8	
• KMXR	Corpus Christ	C1	93.9	100.0	932	c	Clear Channel Comm	70	0008		g	Oldies	1,350	1.48	6.7	6.1	8.2	6.1	5.2	8.3	5.2	3.3	3.0
KBSO	Corpus Christi	C3	94.7	25.0	285	d	Davila, Manuel	92			Americana	250	0.80	2.3	0.8	1.7	2.3	1.6	2.2	1.6	0.8	2.0	
KZFM	Corpus Christi	C	95.5	100.0	994	b	Malkan Bcstg Assoc	64	7910			Hip Hop	1,200	0.89	9.9	6.4	6.9	7.2	9.5	7.7	7.7	6.2	6.9
KLTG	Corpus Christi	C1	96.5	100.0	955	a	Amigo Bcstg LP	67	0104	6,500	d2	Hot AC	550	0.58	7.0	6.6	4.2	6.8	5.0	3.0	4.8	2.9	4.3
KFTX	Kingsville	C1	97.5	100.0	955		Dobson, Tom & Grace	70	8902	800		Country	250	0.40	4.6	4.0	5.0	4.5	3.2	2.8	3.2	3.9	3.6
KLHB	Odem	C2	98.3	50.0	433	a	Amigo Bcstg LP	85	0005		na	Tejano	400	0.95	3.1	4.2	2.9	2.5	2.7	2.6	4.1	2.9	3.5
KRYS	Corpus Christi	C1	99.1	100.0	932	c	Clear Channel Comm	83	0008		g	Country	2,000	1.53	9.6	7.4	7.5	8.4	7.9	8.3	7.9	8.6	8.5
• KSAB	Robstown	C1	99.9	100.0	932	c	Clear Channel Comm	66	0008		g	Tejano	1,550	1.30	8.8	5.3	6.1	6.8	8.1	7.7	7.7	8.6	7.9
KNCN	Sinton	C1	101.3	100.0	361	c	Clear Channel Comm	72	0008		g	AOR	1,775	1.31	10.0	6.1	6.9	7.7	9.2	9.7	5.7	7.0	6.3
• KKPKN	Rockport	C2	102.3	50.0	446	e	Convergent Bcstg LLC	86	0307 p	5,000	d1	Modem AC	700	1.47	3.5	3.4	3.8	3.2	2.7	2.8	2.5	4.3	5.0
KNDA	Alice	C2	102.9	50.0	492		Guerra Enterprises	74	9507	650		Rhythm/Blue	300	0.63	3.5	3.6	2.9	3.2	2.7	3.6	1.4	2.1	0.9
KOUL	Sinton	C1	103.7	100.0	942	a	Amigo Bcstg LP	68	0104		d2	Country	400	0.59	5.0	4.0	3.8	4.3	4.1	3.4	3.2	3.9	3.5
• KPUS	Gregory	C3	104.5	14.0 cp	446	e	Convergent Bcstg LLC	98	0307 p		d1	Clsc Rock	400	0.74	4.0	2.5	3.1	2.0	4.7	4.2	5.2	6.8	5.6
• KMIQ	Robstown	C2	104.9	31.0	482	f	Cotton Bcstg	89				Tejano	75			0.4	0.0	0.0	0.0	0.4	1.4	0.4	0.0
KMJR	Portland	A	105.5	1.9	354	a	Amigo Bcstg LP	79	0104		d2	Mexican	225	0.57	2.9	3.0	4.0	2.9	2.0	1.4	2.9	3.1	2.9
• KTKY	Taft	C2	106.5	50.0 cp	446	e	Convergent Bcstg LLC	79	0307 p	1,300		DARK				0.0	0.0	0.0	0.0	0.0	0.7	0.8	0.7
• KFLZ	Bishop	C3	106.9	25.0	299	d	Davila, Manuel	80	9607	550		Modem Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KCCG	Ingleside	C3	107.3	14.0	446	e	Convergent Bcstg LLC	96	0307 p		d1	Rock	325	0.68	3.5	2.8	3.1	3.4	2.5	2.8	2.9	3.7	3.3
KXTM	Benavides	C2	107.7	50.0 cp	492		Lopez, Humberto	01				Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				20	# Combos -				17	FM TOTALS				89.4	70.6	73.9	75.6	75.2	75.1	72.9	74.6	71.7	

AM Stations

Calls	City of License	FCC Class	Day Power Freq (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KCTA	Corpus Christi	D	1030	50.0	0.00	Bcstg Corp Southwest	59				Christian	75		0.3	0.6	0.0	0.0	0.5	0.6	0.5	0.4	0.7
KCCT	Corpus Christi	B	1150	1.0	0.50	d Davila, Manuel	54	7408			ChrsContem			0.4	0.0	0.0	0.7	0.0	0.0	0.9	0.4	1.0
KSIX	Corpus Christi	C	1230	1.0	1.00	Withers Family LP	47	0211		sw	Sports	125	0.84	1.1	1.1	0.8	0.9	0.9	0.6	0.9	0.8	0.9
KINE	Kingsville	B	1330	1.0	0.28	f Cotton Bcstg	48				Span/Chrst			0.8	0.4	0.0	0.0	1.4	0.0	0.0	0.0	0.0
KKTX	Corpus Christi	B	1360	1.0	1.00	c Clear Channel Comm	27	0008		g	News/Talk	150	0.92	1.2	3.0	1.5	2.0	0.0	0.4	0.0	0.0	0.0
KUNO	Corpus Christi	C	1400	1.0	1.00	c Clear Channel Comm	50	0008		g	Spanish	250	0.84	2.2	3.0	2.9	2.0	1.8	4.0	2.9	3.9	4.4
KEYS	Corpus Christi	B	1440	1.0	1.00	b Malkan Bcstg Assoc	41	6612			Nws/Tlk/Spt	500	0.77	4.8	5.1	2.7	2.7	5.4	4.5	5.0	4.5	5.8
KROB	Robstown	D	1510	0.5	0.00	B Comm Joint Vent	63	0201	10		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KDAE	Sinton	B	1590	1.0	0.50	The Worship Center	54	9902	500		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				9	# Combos -				5	AM TOTALS				10.8	13.2	7.9	8.3	10.0	10.1	10.2	10.0	12.8
AM & FM Stations Profiled -				29	# Duopolles -				9	Total Local Commercial Share				83.8	81.8	83.9	85.2	85.2	83.1	84.6	84.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 135

Revenue Rank: 172

Victor Valley, CA Market Overview



Metro Counties / Population (000)

San Bernardino, CA	389.2
	389.2

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	N/A	N/A	N/A	\$9,000	\$11,000
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	22.2%	\$11,700	\$12,500	\$13,200	\$13,900	\$14,600	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.66/1,000	\$2.64/1,000	Local	80%		
Revenue/Capita	N/A	\$28.26	\$34.91	National	20%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	358.2	389.2	1.7%	389.2	418.2	1.4%
Households	114.2	119.4	0.9%	119.4	125.9	1.1%
Retail Sales	NA ^{1/}	4,133.6	NA ^{1/}	4,133.6	5,520.6	6.0%
EBI ^{2/}	4,187.9	5,298.4	4.8%	5,298.4	6,196.0	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	194.2	42.9	21.3	21.7	26.9	29.8	23.9	27.7
Women (000)	195.0	40.9	20.3	19.2	26.6	30.2	24.3	33.6
Total	389.2	83.8	41.6	40.9	53.5	60.0	48.1	61.3
Percentage	100.0%	21.5%	10.7%	10.5%	13.7%	15.4%	12.4%	15.7%
Per Capita	\$ 13,615							
				Median Household	\$ 38,392		Avg Household	\$ 44,369
Ethnic Population:	White	81.2%	Black	10.2%	Asian	6.0%	Hispanic	40.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	12	10		6	22	7	29
Tot 12+	24.2	7.1		23.5	31.3	3.0	34.3
Avg 12+	2.0	0.7		3.9	1.4	0.4	1.2
Tot LCS	70.6	20.7		68.5	91.3	8.7	100.0
Avg LCS	5.9	2.1		11.4	4.1	1.2	3.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
	KDHI	Joshua Tree	A	92.1	6.0	230	Three D Radio Inc	96	9711	41		Country	450			1.2	1.6	0.0	0.0	0.0	0.0	0.0	0.0
•	KELT	Adelanto	A	92.7	0.3 cp	1473	Amaturo Group Ltd	59	9301		nc	AC	1,000			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	KDUC	Barstow	B1	94.3	4.6	784	Dos Costas Comm	86	0306	1,075	d1	70s Oldies	350			1.7	1.2	0.0	0.0	0.0	0.0	0.0	0.0
•	KHRQ	Baker	B1	94.9	1.4	1286	a KHWHY Inc		02			Rock	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
•	KXXZ	Barstow	B1	95.9	8.9	486	Dos Costas Comm	91	0306		d1	Oldies	350			0.7	1.2	0.0	0.0	0.0	0.0	0.0	0.0
	KKJT	Twentynine	A	96.3	6.0	243	f Three D Radio Inc	65	9206	70	c1	Alternative	400			1.2	1.6	0.0	0.0	0.0	0.0	0.0	0.0
•	KHDR	Lenwood	A	96.9	1.0	797	a KHWHY Inc		02			Rock				1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	KRXV	Yermo	B	98.1	1.2	2280	a KHWHY Inc		80			Lite AC	1,100			1.2	3.3	0.0	0.0	0.0	0.0	0.0	0.0
	KHWY	Essex	B	98.9	10.0	1073	a KHWHY Inc		91			Lite AC				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	KHYZ	Mountain Pass	B	99.7	8.4	1808	a KHWHY Inc		80			Lite AC				0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
	KHWZ	Ludlow	B1	100.1	25.0 cp	249	a KHWHY Inc		00			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	KATJ	George	A	100.7	0.3	1549	e Clear Channel Comm	89	0008		sw	Country	1,500			5.2	4.9	0.0	0.0	0.0	0.0	0.0	0.0
	KIXF	Baker	B	101.5	4.3	1322	a KHWHY Inc	94	9803	1,800	c1	Country				0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
	KZXY	Apple Valley	A	102.3	6.0	328	e Clear Channel Comm	68	0008		sw	AC	2,050			8.3	7.0	0.0	0.0	0.0	0.0	0.0	0.0
•	KDUQ	Ludlow	A	102.5	6.0	-164	Dos Costas Comm	95	0306		d1	70s Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	KVFG	Victorville	A	103.1	0.1	1424	d Infinity Bcstg	80	0102		g1	Country	450			1.9	1.6	0.0	0.0	0.0	0.0	0.0	0.0
	KIQQ	Newberry	A	103.7	6.0	282	b Moon Bcstg Corp		00			Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	KBTW	Lenwood	A	104.5	1.1	768	Lazer Bcstg Corp		00			Spanish AC	150			0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
	KJAT	Yermo	B1	105.3	0.4	2274	e Clear Channel Comm	96	9905		g	Country				0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0
	KIXA	Lucerne Valley	A	106.5	0.6	1066	e Clear Channel Comm	93	0008		sw	Rock	750			3.8	2.6	0.0	0.0	0.0	0.0	0.0	0.0
	KIXW	Lenwood	A	107.3	1.0 cp	781	a KHWHY Inc	93	9803		c1	Country	200			0.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0
	KCDZ	Twentynine	B1	107.7	6.7	305	Morongo Basin Bcstg	89				AC	1,300			2.6	4.5	0.0	0.0	0.0	0.0	0.0	0.0
	# FM Stations -					22	# Combos -		16			FM TOTALS			0.0	31.3	31.4	0.0	0.0	0.0	0.0	0.0	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
	KRAK	Hesperia	B	910	0.7	0.50	d Infinity Bcstg	90	0008		g1	Nostalgia	550			2.1	1.9	0.0	0.0	0.0	0.0	0.0	0.0
	KIXW	Apple Valley	D	960	5.0	0.02	e Clear Channel Comm	54	0008		sw	Talk	150			0.9	0.5	0.0	0.0	0.0	0.0	0.0	0.0
•	KSZL	Barstow	C	1230	1.0	1.00	c Dos Costas Comm	86	0303		d1	Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	KQYN	Twenty Nine	D	1250	1.0	0.11	f Three D Radio Inc		61			News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	KIQQ	Barstow	D	1310	5.0	0.12	b Moon Bcstg Corp	60	0008	175		Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	KWRN	Apple Valley	B	1550	5.0	0.50	Major Market Stns	91	9405	425		Mexican	150			0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
	KATJ	Victorville	D	1590	0.5	0.13	e Clear Channel Comm	61	0008		sw	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	# AM Stations -					7	# Combos -		6			AM TOTALS			0.0	3.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0
	AM & FM Stations Profiled -					29	# Duopolies -		9			Total Local Commercial Share				34.3	34.3	0.0	0.0	0.0	0.0	0.0	0.0

NOTE: Market first rated Fall 2002

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 136

Revenue Rank: 163

Biloxi-Gulfport-Pascagoula, MS Market Overview



Metro Counties / Population (000)

Hancock, MS	44.9
Harrison, MS	193.1
Jackson, MS	133.2
Total	371.2

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$8,700	\$11,100	\$11,300	\$12,000	\$11,100	\$11,800
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.72/1,000	\$2.72/1,000	Local	85%		
Revenue/Capita	\$25.19	\$31.79	\$40.66	National	15%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	345.4	371.2	1.5%	371.2	383.7
Households	125.0	139.8	2.3%	139.8	146.9	1.0%
Retail Sales	NA ^{1/}	4,332.8	NA ^{1/}	4,332.8	5,730.4	5.8%
EBI ^{2/}	4,699.5	5,922.2	4.7%	5,922.2	7,763.9	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	184.3	32.8	17.3	20.1	24.7	29.0	25.3	35.2
Women (000)	186.8	31.4	16.5	17.7	24.9	28.9	25.6	41.8
Total	371.2	64.1	33.8	37.8	49.6	57.9	50.9	77.0
Percentage	100.0%	17.3%	9.1%	10.2%	13.4%	15.6%	13.7%	20.7%
Per Capita	\$ 15,956							
Median Household				\$ 34,278				
Avg Household							\$ 42,375	
Ethnic Population:	White	75.5%	Black	19.6%	Asian	2.2%	Hispanic	2.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		9	12	13	7	20
Tot 12+	13.3		47.5	59.9	60.8	4.8	65.6
Avg 12+	3.3		5.3	5.0	4.7	0.7	3.3
Tot LCS	20.3		72.4	91.3	92.7	7.3	100.0
Avg LCS	5.1		8.0	7.6	7.1	1.0	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Laurel-Hattiesburg.
ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WQYZ	Ocean Springs	A	92.5 6.0	322		Clear Channel Comm	92	0212 p		sw	70s & 80s	200	1.00	1.7	0.9	0.5	0.7	1.5	0.0	1.1	2.7	1.2
• WMJY	Biloxi	C	93.7 98.3	984	b	Clear Channel Comm	66	0305 p		g1	AC	2,000	1.63	10.4	7.7	7.4	5.9	7.8	6.9	7.1	5.4	5.0
WJZD	Long Beach	A	94.5 6.0	322		WJZD Inc	94				Urban AC	450	0.31	12.2	5.4	8.8	8.1	8.1	6.9	12.1	8.3	5.1
• WZNF	Lumberton	C1	95.3 50.0	1181	c	Dowdy & Dowdy	83	0004	5,000		Clsc Rock	300	0.85	3.0	5.4	3.2	2.5	1.5	2.7	1.9	2.4	2.6
WUJM	Gulfport	A	96.7 4.4	384	a	Triad Bcstg Co	77	9907	7,800	d1	80s Hits	250	0.85	2.5	2.1	2.7	1.8	1.5	2.5	2.6	2.0	3.9
WCPR	Wiggins	C2	97.9 50.0	466	a	Triad Bcstg Co	93	9907		d1	Modern Rock	850	0.71	10.1	6.5	5.6	6.6	6.8	7.4	7.1	7.8	8.0
• WKNN	Pascagoula	C1	99.1 97.3	984	b	Clear Channel Comm	64	0305 p		g1	Country	2,300	1.51	12.9	6.5	7.2	8.8	8.3	7.4	6.0	8.5	8.8
WGCM	Gulfport	C3	102.3 16.0	358	c	Dowdy & Dowdy	69	9411		c3	Oldies	500	0.56	7.6	4.9	5.2	5.7	4.4	5.2	3.9	5.1	6.4
WOSM	Ocean Springs	C2	103.1 50.0	459		Cooper, Charles H.	71				Religion	150	0.49	2.6	1.6	2.3	2.0	1.5	2.5	1.7	2.2	0.9
• WBUV	Moss Point	C2	104.9 33.0	600	b	Clear Channel Comm	64	9901		sw	Urban AC	825		0.7	3.5	0.9	1.1	1.2	1.2	0.9	1.2	1.2
WXRG	Pascagoula	C3	105.9 25.0	312	a	Triad Bcstg Co	76	9907		d1	Clsc Rock	1,500	1.43	8.9	4.4	5.4	5.9	5.9	6.2	5.4	8.0	6.9
WXYK	Gulfport	A	107.1 2.8	400	a	Triad Bcstg Co	64	9907		d1	Dance	750	0.63	10.1	4.9	6.5	6.1	7.3	5.4	5.4	6.8	3.2
WZKX	Bay St. Louis	C	107.9 100.0	1460	c	Dowdy & Dowdy	66				Country	1,125	0.92	10.4	7.0	5.9	6.1	7.6	7.4	6.9	5.9	5.1
# FM Stations -				13	# Combos -				10	FM TOTALS				93.1	60.8	61.6	61.3	63.4	61.7	62.1	66.3	58.3

AM Stations

Calls	City of License	FCC Class	Day Power Freq (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WQFX	Gulfport	D	1130 1.0 cp	0.00		Walk By Faith Minist	75	9604	34		Gospel			0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.5	0.0
WBSL	Bay St. Louis	D	1190 5.0	0.00		Hancock Bcstg	74	8810	237		Rhythm/Blue			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGCM	Gulfport	C	1240 1.0	1.00	c	Dowdy & Dowdy	28	9411	1,100	c3	Entry/Oldies	200	0.81	2.1	1.6	0.9	1.6	1.2	0.7	0.6	0.0	1.2
WROA	Gulfport	B	1390 5.0	5.00	c	Dowdy & Dowdy	55	8612			Easy	100	0.37	2.3	1.6	1.4	2.3	0.7	0.7	1.3	0.7	1.3
WXBD	Biloxi	C	1490 1.0	1.00	a	Triad Bcstg Co	48	9907		d1	Sports	100		0.4	0.0	0.7	0.5	0.0	0.0	0.0	0.5	0.0
WZZJ	Pascagoula-Mos	D	1580 5.0	0.05		Judah Bcstg Ntwk Inc	51	9401		dn	Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WTNI	Biloxi	B	1640 10.0	1.00	a	Triad Bcstg Co	03				Nws/Tlk/Inf	200	0.63	2.7	1.6	1.6	1.4	2.2	0.7	1.1	1.7	2.7
# AM Stations -				7	# Combos -				4	AM TOTALS				7.5	4.8	6.0	5.8	4.1	2.1	3.0	3.4	5.2
AM & FM Stations Profiled -				20	# Duopolies -				7	Total Local Commercial Share				65.6	67.6	67.1	67.5	63.8	65.1	69.7	63.5	

• Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 137

Revenue Rank: 113

Appleton-Oshkosh, WI Market Overview



Metro Counties / Population (000)

Calumet, WI	41.8
Outagamie, WI	163.9
Winnebago, WI	158.6
Total	364.3

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$13,800	\$13,800	\$14,900	\$16,200	\$16,600	\$17,500
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.4%	\$18,300	\$19,200	\$20,000	\$21,100	\$22,100	4.8%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.35/1,000	2007 \$3.29/1,000	Est. Breakout			
Revenue/Capita	\$40.32	\$48.04	\$58.10	Local	75%		
				National	25%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	342.3	364.3	1.3%	364.3	380.4
Households	126.1	139.9	2.1%	139.9	148.7	1.2%
Retail Sales	NA ^{1/}	5,230.2	NA ^{1/}	5,230.2	6,724.8	5.2%
EBI ^{2/}	5,489.8	6,497.4	3.4%	6,497.4	8,448.3	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	181.3	31.1	17.4	18.7	25.4	30.9	25.4	32.4
Women (000)	183.1	29.3	16.8	18.1	24.0	29.8	24.6	40.5
Total	364.3	60.4	34.2	36.8	49.4	60.7	49.9	72.9
Percentage	100.0%	16.6%	9.4%	10.1%	13.6%	16.7%	13.7%	20.0%
Per Capita	\$ 17,833	Median Household		\$ 40,107	Avg Household		\$ 46,455	
Ethnic Population:	White	94.3%	Black	0.8%	Asian	2.2%	Hispanic	2.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		10	9	13	6	19
Tot 12+	5.5		54.0	56.2	59.5	12.3	71.8
Avg 12+	1.8		5.4	6.2	4.6	2.1	3.8
Tot LCS	7.7		75.2	78.3	82.9	17.1	100.0
Avg LCS	2.6		7.5	8.7	6.4	2.9	5.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Green Bay.

FM Stations

Calls	City of License	FCC Class	Power Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WOZZ	New London	C2	93.5	50.0	492	b	Midwest Comm Inc	67	9307		g	Clsc Rock	2,200	1.37	9.2	4.3	7.7	6.1	7.2	6.8	5.8	5.0	5.9
WROE	Neenah-Menash	C3	94.3	13.0	459	b	Midwest Comm Inc	71	9702		sw	Lite Rock	2,200	1.37	9.2	5.3	8.0	5.4	7.9	6.6	8.2	5.2	5.4
WWWX	Oshkosh	A	96.9	6.0	328	a	Cumulus Bcstg Inc	67	9709	5,200	d1	Rock	1,300	1.14	6.5	4.3	4.6	4.1	5.3	4.5	4.6	5.9	5.4
• WPKR	Omro	C2	99.5	25.0 cp	495	c	Cumulus Bcstg Inc	74	0305 p	8,100	d2	Country	1,600	1.19	7.7	4.3	2.2	5.0	6.2	2.9	5.1	4.3	4.6
WNCY	Neenah-Menash	C2	100.3	45.0	489	b	Midwest Comm Inc	77	9702		sw	Country	2,600	0.95	15.6	13.2	10.4	13.3	9.1	10.4	7.7	10.4	8.5
WIXX	Green Bay	C	101.1	100.0	1079	b	Midwest Comm Inc	60				CHR	n/a		11.2	10.6	9.2	8.3	7.9	9.5	10.4	10.0	13.1
WOGB	Kaukauna	C3	103.1	3.6	879	a	Cumulus Bcstg Inc	96	9709			Oldies	n/a		5.4	2.4	2.2	4.5	3.3	1.8	3.1	2.2	2.3
WVBO	Winneconne	C3	103.9	25.0	318	a	Cumulus Bcstg Inc	66	9709		d1	Oldies	1,650	1.31	7.2	5.8	4.6	5.9	4.5	6.3	4.6	5.7	6.5
• WECB	Seymour	A	104.3	2.8	341		Woodward Comm Inc	98	0303	1,750		Soft AC	100		0.5	0.7	1.0	0.0	0.7	0.5	0.5	0.7	0.6
• WPCCK	Denmark	C3	104.9	10.0 cp	515	c	Cumulus Bcstg Inc	69	0305 p		d2	Country			0.5	0.2	0.5	0.2	0.5	0.2	0.2	0.4	0.1
WAPL	Appleton	C	105.7	100.0	1175	d	Woodward Comm Inc	65	7506			Clsc Rock	3,200	1.79	10.2	6.0	5.8	6.8	7.9	6.3	6.5	5.9	7.2
KFIZ	Fond Du Lac	A	107.1	3.0	299		RBH Enterprises Inc	67	9702		g 1	Hot AC	100		0.7	0.5	0.7	0.5	0.5	0.0	1.0	0.4	1.0
WXWX	Brillion	C3	107.5	3.6	879	a	Cumulus Bcstg Inc	92	9809	See (187)		Rock	n/a		1.3	1.9	1.0	0.9	1.0	2.0	0.7	2.4	3.0
# FM Stations -					13	# Combos -					11	FM TOTALS			85.2	59.5	57.9	61.0	62.0	57.8	58.4	58.5	63.6

AM Stations

Calls	City of License	FCC Class	Day Power Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WJOK	Kaukauna	B	1050	1.0	0.50		Starboard Media	65	0012	500		Christian	100			0.0	0.0	0.0	0.0	0.0	0.7	1.3	0.0
WHBY	Kimberly	B	1150	5.0	5.00	d	Woodward Comm Inc	70	9111	965		News/Talk	1,100	1.08	5.8	4.6	4.8	4.1	4.3	5.7	4.8	4.3	7.9
WNAM	Neenah-Menash	B	1280	5.0	5.00	a	Cumulus Bcstg Inc	47	9709		d1	Nostalgia	475	0.47	5.8	4.8	5.8	3.2	5.3	5.9	3.4	6.3	4.7
WOSH	Oshkosh	C	1490	1.0	1.00	a	Cumulus Bcstg Inc	41	9709		d1	Nws/Tlk/Spt	525	1.36	2.2	1.4	1.7	1.8	1.4	2.3	1.7	1.7	3.1
WMBE	Chilton	D	1530	0.3	0.00		Maszja-Pacer Radio	84	9012		4 st 1	Sports	100			0.5	0.0	0.0	0.0	0.0	0.0	0.9	0.9
• WSCO	Appleton	B	1570	0.5 cp	0.25	d	Woodward Comm Inc	52	0112	450		BgBnd/Nstlg	200	1.14	1.0	1.0	0.0	0.5	1.0	2.0	1.9	0.7	0.0
# AM Stations -					6	# Combos -					4	AM TOTALS			14.8	12.3	12.3	9.6	12.0	15.9	12.5	15.2	16.6
AM & FM Stations Profiled -					19	# Duopolies -					8	Total Local Commercial Share			71.8	70.2	70.6	74.0	73.7	70.9	73.7	80.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 138

Revenue Rank: 113

Atlantic City-Cape May, NJ Market Overview



Metro Counties / Population (000)

Atlantic, NJ	257.0
Cape May, NJ	102.8
Total	359.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$14,500	\$14,500	\$15,700	\$17,900	\$16,900	\$17,500
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.6%	\$18,400	\$19,700	\$20,800	\$22,000	\$23,100	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.64/1,000	2007 \$4.24/1,000	Est. Breakout			
Revenue/Capita	\$43.27	\$48.64	\$61.90	Local	85%		
				National	15%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	335.1	359.8	1.4%	359.8	373.2
Households	128.2	139.2	1.7%	139.2	144.6	0.8%
Retail Sales	NA ^{1/}	4,803.1	NA ^{1/}	4,803.1	5,446.1	2.5%
EBI ^{2/}	5,131.6	6,239.4	4.0%	6,239.4	7,331.7	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	173.4	29.5	15.4	14.2	21.0	28.5	24.9	40.1
Women (000)	186.4	28.2	14.4	13.7	22.2	29.6	25.8	52.5
Total	359.8	57.7	29.7	27.9	43.2	58.0	50.7	92.6
Percentage	100.0%	16.0%	8.3%	7.8%	12.0%	16.1%	14.1%	25.7%
Per Capita	\$ 17,341	Median Household		\$ 36,620	Avg Household		\$ 44,836	
Ethnic Population:	White	74.1%	Black	14.2%	Asian	4.2%	Hispanic	10.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	8		12	19	7	26
Tot 12+	28.0	35.5		58.2	63.5	10.4	73.9
Avg 12+	2.5	4.4		4.9	3.3	1.5	2.8
Tot LCS	37.9	48.0		78.8	85.9	14.1	100.0
Avg LCS	3.4	6.0		6.6	4.5	2.0	3.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in New York, Middlesex & Philadelphia

FM Stations

ARB 12+ Metro Shares (see rights)

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WBNJ	Wildwood Cres	A	93.1 4.2	217	b	Equity Comm LP	93	0205	13,000	d2	Urban AC	175		0.9	0.2	0.2	0.4	0.9	0.7	0.2	1.1	0.2
WWZK	Avalon	A	94.3 3.3	299	a	Coastal Bcstg System	76	9804	470		Oldies	300		0.9	1.7	1.1	0.8	0.6	0.7	0.7	1.5	1.3
WAYV	Atlantic City	B	95.1 50.0	331	b	Equity Comm LP	61	9606	3,100		AdStd/FuSvc	2,150	1.29	9.5	7.1	5.3	7.5	6.7	9.0	6.2	8.8	7.8
WTTT	Margate City	A	96.1 2.8	400	b	Equity Comm LP	92	0205		d2	Urban AC	1,250	1.10	6.5	4.5	5.3	4.1	5.6	5.5	6.2	7.3	6.6
WFPG	Atlantic City	B	96.9 50.0	361	d	Millennium Radio Gr	62	0107	19,400	d1	1 Lite Rock	2,550	1.30	11.2	8.9	7.9	8.5	8.2	8.8	7.8	7.9	6.4
WIXM	Millville	B	97.3 50.0	466	d	Millennium Radio Gr	62	0202		g	Hot AC	400	0.85	2.7	3.5	4.4	1.4	2.6	1.3	1.8	2.6	2.3
• WTKU	Ocean City	A	98.3 6.0	328	c	Access.1 Comm	83	0308 p		g1	Oldies	1,100	1.21	5.2	3.7	2.8	3.7	4.1	3.1	5.7	4.3	4.5
WCZT	Villas	A	98.7 6.0	328	a	Coastal Bcstg System	90	0106	1,400		AC	375	1.26	1.7	0.9	1.8	1.2	1.3	2.2	2.1	1.7	2.1
WZBW	Pleasantville	A	99.3 3.0	328	b	Equity Comm LP	74	0205		d2	CHR/Dance	1,200	1.01	6.8	10.6	9.2	6.4	3.7	2.6	2.5	2.6	1.9
WZXL	Wildwood	B	100.7 38.0	331	b	Equity Comm LP	59	9801		c2	Adult Rock	1,900	2.13	5.1	3.7	3.5	4.1	3.5	5.3	6.9	3.9	6.0
WKXW	Trenton	B	101.5 15.5	902	d	Millennium Radio Gr	62	0202			Oldes/Talk	n/a		2.2	1.3	0.9	1.4	1.9	1.3	1.6	0.6	1.0
WAIV	Cape May	A	102.3 3.2	292	b	Equity Comm LP	67	0205		d2	Top 40	250	0.79	1.8	0.2	1.1	1.4	1.3	0.9	1.6	0.6	2.6
WJSE	Petersburg	A	102.7 3.3	295		Parinello Entrprises	91	9411	356		Alternative	1,100	1.03	6.1	2.8	2.6	4.8	4.3	3.3	3.2	2.6	1.8
• WMGM	Atlantic City	B	103.7 50.0	348	c	Access.1 Comm	61	0308 p		g1	Clsc Rock	1,400	1.25	6.4	5.4	5.5	5.4	4.1	5.1	5.0	4.5	4.0
• WOJZ	Egg Harbor City	B1	104.9 10.0	509		Nassau Bcstg Ptrs LP	71	0304	See (6)		Smooth Jazz	n/a		3.5	0.4	1.8	1.7	3.5	1.5	1.6	1.7	2.9
WGBZ	Cape May Court	A	105.5 3.3	295	b	Equity Comm LP	86	0205		d2	CHR/Dance	150	0.32	2.7	1.5	1.1	2.3	1.7	1.5	2.3	2.4	1.0
WKOE	Ocean City	A	106.3 3.0	308		Ocean Comm Bcstg	72	0308		c3	1 Oldes/Talk	450	1.22	2.1	1.3	1.1	0.8	2.4	2.4	2.3	3.0	2.9
WDOX	North Cape May	A	106.7 3.0	233		Marc Scott Comm Inc	93	9410	34		Altve/Rock	100		0.5	0.6	0.9	0.4	0.4	0.7	0.0	0.0	0.0
WPUR	Atlantic City	B1	107.3 13.5	449	d	Millennium Radio Gr	98	0107		d1	1 Country	950	0.84	6.5	5.2	6.3	5.8	3.9	4.8	6.2	5.4	7.0
# FM Stations -				19	# Combos -				15	FM TOTALS				82.3	63.5	62.8	62.1	60.7	60.7	63.9	62.5	62.3

AM Stations

ARB 12+ Metro Shares (see rights)

Calls	City of License	FCC Class	Day Power Freq (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WIBG	Ocean	D	1020 0.5	0.00		Brancadora, Enrico	64	9212	140		ChrsContem	50		0.3	0.4	0.0	0.0	0.4	0.0	0.5	0.0	0.8
WCMC	Wildwood	C	1230 1.0	1.00	b	Equity Comm LP	51	9801		c2	Nostalgia	200	0.29	4.0	2.2	2.4	2.3	3.7	2.2	3.0	2.8	1.3
WMID	Atlantic City	C	1340 0.9	0.00	b	Equity Comm LP	47	0205		d2	Adlt Stndrd	300	0.34	5.1	3.5	3.7	3.3	4.3	5.7	3.0	3.2	5.3
• WOND	Pleasantville	C	1400 1.0	1.00	c	Access.1 Comm	50	0308 p		g1	News/Talk	800	0.69	6.6	3.7	4.8	4.6	5.2	4.0	5.0	3.4	3.4
WKXW	Atlantic City	C	1450 1.0	1.00	d	Millennium Radio Gr	40	0107		d1	1 Talk/CIHts	150		0.5	0.6	0.9	0.6	0.2	0.9	1.6	1.3	2.3
• WUSS	Pleasantville	C	1490 0.4	0.40	c	Access.1 Comm	55	0308 p		g1	Rhythm/Blue			1.1	0.0	0.0	0.6	1.1	0.9	0.0	0.0	0.0
• WGYM	Hammonton	D	1580 1.0	0.01	c	Access.1 Comm	61	0308 p		g1	News/Talk	150			0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.6
# AM Stations -				7	# Combos -				6	AM TOTALS				17.6	10.4	11.8	11.4	14.9	13.7	13.6	10.7	13.7
AM & FM Stations Profiled -				26	# Duopolies -				10	Total Local Commercial Share				73.9	74.6	73.5	75.6	74.4	77.5	73.2	76.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 139

Revenue Rank: 144

Burlington-Plattsburgh, VT-NY Market Overview



Metro Counties / Population (000)

Clinton, NY	78.9
Essex, NY	38.9
Addison, VT	36.5
Chittenden, VT	148.3
Franklin, VT	46.4
Grand Isle, VT	7.2
Total	356.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$11,000	\$12,100	\$11,800	\$13,000	\$12,600	\$13,500	4.1%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.1%	\$14,100	\$14,900	\$15,400	\$16,300	\$17,100	4.9%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.59/1,000	\$2.59/1,000	Local 80%
Revenue/Capita	\$31.93	\$37.90	\$47.04	National 20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	344.5	356.2	0.7%	356.2	363.5	0.4%
Households	124.9	135.5	1.6%	135.5	140.9	0.8%
Retail Sales	NA ^{1/}	5,216.9	NA ^{1/}	5,216.9	6,590.6	4.8%
EBI ^{2/}	4,977.5	5,808.3	3.1%	5,808.3	7,031.2	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	177.1	27.8	16.0	20.6	24.2	30.0	26.3	32.1
Women (000)	179.1	26.6	15.0	20.2	22.4	29.3	26.1	39.4
Total	356.2	54.3	31.0	40.9	46.6	59.3	52.4	71.6
Percentage	100.0%	15.3%	8.7%	11.5%	13.1%	16.7%	14.7%	20.1%
Per Capita	\$ 16,306							
				Median Household	\$ 37,439		Avg Household	\$ 42,872
Ethnic Population:	White	94.8%	Black	1.6%	Asian	1.2%	Hispanic	1.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		14	11	19	11	30
Tot 12+	9.1		60.3	63.5	69.4	9.8	79.2
Avg 12+	1.8		4.3	5.8	3.7	0.9	2.6
Tot LCS	11.5		76.1	80.2	87.6	12.4	100.0
Avg LCS	2.3		5.4	7.3	4.6	1.1	3.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
• WVTK	Port Henry	C3	92.1	18.0	10	g	Clear Channel Comm	82	0101		g	Smooth Jazz	200		0.3	0.5	0.4	0.0	0.5	1.0	0.0	0.0	0.0
WEZF	Burlington	C	92.9	46.0	2704	g	Clear Channel Comm	69	0008		g	1 AC	2,500	1.73	10.7	6.5	6.9	7.4	9.6	6.5	8.4	9.5	7.1
WXAL	Addison	C3	93.7	25.0	289	c	Northeast Bcstg Co	99	0101	434		Hot AC	200	0.74	2.0	1.9	1.8	1.5	1.6	0.0	0.0	0.0	0.0
WXXX	South Burlington	C3	95.5	25.0	236	b	Sison Bcstg Inc	84	9704	2,939	c2	CHR	1,600	0.97	12.2	9.1	9.1	9.3	10.1	9.5	13.4	15.3	13.5
• WDOT	Danville	A	95.7	4.9	154	c	Northeast Bcstg Co	96	9512	153	cp	AAA				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDEV	Warren	C3	96.1	0.4	2277	d	Radio Vermont Group	89	9210	643		FullService			0.3	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0
WX70	Willsboro	A	96.7	1.0	797	g	Clear Channel Comm	95	0008		g	1 Talk	300	1.17	1.9	2.3	3.3	2.1	0.9	1.5	0.6	0.0	1.7
WOKO	Burlington	C1	98.9	100.0	308	a	Hall Communications	62	8312	1,950		Country	2,600	0.82	23.5	14.5	18.7	19.5	17.8	14.9	12.3	15.3	14.1
WBTZ	Plattsburgh	C	99.9	100.0	984	f	Burlington Bcstrs	60				Altve/80Hts	700	0.70	7.4	7.5	6.7	5.1	6.6	8.0	7.8	4.7	4.5
WCPV	Essex	A	101.3	1.0	797	g	Clear Channel Comm	94	0008		g	1 Clsc Rock	1,300	1.42	6.8	4.0	6.0	6.1	4.7	9.0	7.8	6.8	10.9
WCVT	Stowe	C3	101.7	0.5 cp	2067	d	Radio Vermont Group	77	9708	450		Classical	75	0.31	1.8	1.6	1.1	2.3	0.5	0.5	2.2	2.1	1.1
• WCVR	Randolph	C3	102.1	11.0	436		Clear Channel Comm	82	0101		g	Country				0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLFE	St. Albans	A	102.3	0.9 cp	846	c	Northeast Bcstg Co	70	0105	575	c1	3 Country	100	0.35	2.1	2.8	1.1	1.7	1.6	0.0	0.0	1.1	0.0
• WCLX	Westport	A	102.9	6.0 cp	312		Jackson, Dennis	97				Progressive	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WLKC	Waterbury	C3	103.3	2.9	932	c	Northeast Bcstg Co	85	9910	700		Hot AC	200	0.74	2.0	1.2	0.9	1.7	1.4	2.0	1.1	2.6	1.5
WNCS	Montpelier	C2	104.7	1.9	2080	c	Northeast Bcstg Co	77	8702	750		AAA	800	1.48	4.0	3.0	3.6	2.8	3.5	3.5	2.8	4.2	5.2
WKOL	Plattsburgh	C3	105.1	23.5	338	a	Hall Communications	94	9504	1,100		Oldies	1,000	0.93	8.0	7.5	5.3	5.9	6.8	6.0	6.1	6.3	7.5
WLPW	Lake Placid	C3	105.5	25.0 cp	-194	e	Radlo Lake Placid	79	8812	1,000	c1	2 Clsc Rock				0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIZN	Vergennes	C2	106.7	50.0	374	f	Burlington Bcstrs	83	8806	2,350		AOR	1,150	1.20	7.1	5.6	4.4	5.9	5.4	6.5	7.3	5.3	6.7
# FM Stations -					19	# Combos -					17	FM TOTALS			90.1	69.4	69.7	71.7	71.0	68.9	69.8	73.2	73.8

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WVMT	Burlington	B	620	5.0	5.00	b	Sison Bcstg Inc	22	9704		c2	Nws/Spt/Tlk	200	0.87	1.7	3.5	2.7	1.3	1.4	2.5	1.1	1.1	1.4
WCHP	Champlain	D	760	35.0	0.01		Champlain Radio Inc	85				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WIRD	Lake Placid	D	920	5.0	0.09	e	Nardiello Bcstg Inc	61	0310 p		nc	2 Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WEAV	Plattsburgh	B	960	5.0	5.00	g	Clear Channel Comm	35	0201	150	1	Talk			0.9	0.9	0.7	0.8	0.7	1.5	2.2	0.0	1.4
WTWK	Plattsburgh	D	1070	5.0	0.00	c	Northeast Bcstg Co	68	0202	150	3	Talk			0.3	0.5	0.0	0.4	0.0	0.0	0.0	0.0	0.0
WJOY	Burlington	C	1230	1.0	1.00	a	Hall Communications	46	8312			MOR	100	0.32	2.3	1.9	2.2	1.7	1.9	5.5	5.6	4.7	5.8
WIPS	Ticonderoga	D	1250	1.0	0.00		Empire State Radio	55				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIRY	Plattsburgh	C	1340	1.0	1.00		Hometown Radio Inc	50	9408	175		AC	200	0.39	3.8	1.4	2.2	2.5	3.5	0.0	0.0	0.0	0.0
WVAA	Burlington	B	1390	5.0	5.00	d	Radio Vermont Group	54	9905	428	na	Nws/Tlk/Spt	150	1.11	1.0	1.6	1.1	0.4	1.2	2.5	2.8	2.6	2.3
WRSA	St. Albans	D	1420	1.0	0.11	c	Northeast Bcstg Co	30	0105		c1	3 Talk/AdStd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFAD	Middlebury	C	1490	1.0	1.00	c	Northeast Bcstg Co	65	0107	180		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					11	# Combos -					8	AM TOTALS			10.0	9.8	8.9	7.1	8.7	12.0	11.7	8.4	10.9
AM & FM Stations Profiled -					30	# Duopolies -					9	Total Local Commercial Share			79.2	78.6	78.8	79.7	80.9	81.5	81.6	84.7	

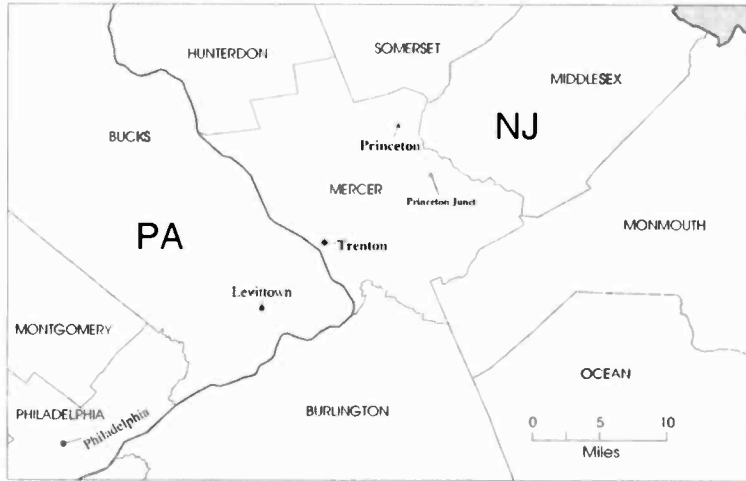
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 140

Revenue Rank: 139

Trenton, NJ Market Overview



Metro Counties / Population (000)

Mercer, NJ	357.1
	357.1

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$14,200	\$16,400	\$13,000	\$14,700	\$13,600	\$14,100
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		3.7%	\$14,900	\$16,000	\$16,900	\$17,800	\$18,700
Revenue/Retail Sales	NA ^{1/}	\$3.24/1,000	\$3.54/1,000				Est. Breakout
Revenue/Capita	\$42.90	\$39.48	\$50.31				Local 72%
							National 28%

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	331.0	357.1	1.5%	357.1	371.7
Households	118.1	128.4	1.7%	128.4	134.5	0.9%
Retail Sales	NA ^{1/}	4,347.6	NA ^{1/}	4,347.6	5,278.3	4.0%
EBI ^{2/}	6,840.1	8,702.0	4.9%	8,702.0	11,621.1	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	173.5	29.0	14.7	18.7	24.5	28.4	25.0	33.2
Women (000)	183.6	27.9	13.8	18.2	23.8	28.8	26.7	44.3
Total	357.1	56.9	28.5	37.0	48.3	57.1	51.7	77.6
Percentage	100.0%	15.9%	8.0%	10.4%	13.5%	16.0%	14.5%	21.7%
Per Capita	\$ 24,369							
				Median Household	\$ 52,050		Avg Household	\$ 67,760
Ethnic Population:	White	67.4%	Black	20.2%	Asian	5.3%	Hispanic	10.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		4		3	5	5	10
Tot 12+		23.7		23.7	23.7	6.7	30.4
Avg 12+		5.9		7.9	4.7	1.3	3.0
Tot LCS		78.0		78.0	78.0	22.0	100.0
Avg LCS		19.5		26.0	15.6	4.4	10.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in markets 1, 6, 36, 52.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WTHK	Trenton	B	94.5	48.0	492	a	Nassau Bcstg Ptrs LP	65	0204	20,000	c2	1	Clsc Rock	3,300	1.54	15.2	5.3	3.9	4.2	3.6	4.4	5.9	6.2	6.3
WPST	Trenton	B	97.5	48.0	430	a	Nassau Bcstg Ptrs LP	49	9508		st	1	CHR	7,600	1.48	36.5	9.4	7.3	9.8	8.9	11.7	11.8	10.0	9.5
WKXW	Trenton	B	101.5	15.5	902	b	Millennium Radio Gr	62	0202				Oldes/Talk	n/a		28.5	9.0	6.1	9.1	5.7	6.8	5.6	8.9	5.1
WPRB	Princeton	B	103.3	14.0	732		Princeton Bcstg Svc	55					Rck/Clsc/Jaz	200			0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.4
WWPH	Princeton	D	107.9	0.0	36		W Windsor Plainsboro	75					Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				5	# Combos -				2	FM TOTALS				80.2	23.7	17.3	23.1	18.2	22.9	23.3	25.6	21.3		

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WPHY	Trenton	B	920	1.4	1.00	a	Nassau Bcstg Ptrs LP	42	0204		c2	1	Sports	550		9.4	0.0	0.0	0.0	0.0	0.0	0.7	0.7	0.0
WBUD	Trenton	B	1260	5.0	2.50		Millennium Radio Gr	47	0202		g		Oldes/News	1,000	0.75	10.5	3.5	2.2	1.7	3.0	2.8	3.3	3.9	4.0
WIMG	Ewing	B	1300	3.2	1.30		Morris Bcstg Co	23	9307	450			UrbAC/Gospl	1,000	0.68		3.2	2.0	2.9	2.5	4.2	2.8	2.1	4.3
WHWH	Princeton	B	1350	5.0	5.00		Multicultural Bcstg	63	0205		sw	1	Bus News	400			0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
WTTM	Princeton	B	1680	10.0	1.00		Multicultural Bcstg	99	0205		sw		Asian	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				5	# Combos -				1	AM TOTALS				19.9	6.7	4.2	4.6	5.5	7.0	7.7	6.7	8.3		
AM & FM Stations Profiled -				10	# Duopolies -				2	Total Local Commercial Share				30.4	21.5	27.7	23.7	29.9	31.0	32.3	29.6			

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 141

Revenue Rank: 118

Quad Cities, IA-IL Market Overview



Metro Counties / Population (000)

Scott, IA	158.5
Henry, IL	50.8
Rock Island, IL	148.3
Total	357.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$13,000	\$14,600	\$14,900	\$16,700	\$15,900	\$17,200
Δ 01 - 02	8.2%	2003	2004	2005	2006	2007	Δ 02 - 07
		\$18,200	\$19,500	\$20,500	\$21,600	\$22,700	5.7%
Revenue/Retail Sales	1997		2002		2007		Est. Breakout
	NA ^{1/}		\$3.50/1,000		\$3.90/1,000		Local 86%
Revenue/Capita	1997		2002		2007		National 14%
	\$36.39		\$48.10		\$63.87		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

MSA Population	1997	2002	Growth Rate	2002	2007	Growth Rate
		357.2	357.6	0.0%	357.6	355.4
Households	139.8	143.1	0.5%	143.1	143.9	0.1%
Retail Sales	NA ^{1/}	4,908.0	NA ^{1/}	4,908.0	5,824.3	3.5%
EBI ^{2/}	5,355.6	6,026.5	2.4%	6,026.5	7,103.9	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	174.2	29.4	16.5	16.8	22.2	26.1	26.4	36.9
Women (000)	183.4	27.9	15.7	17.2	21.8	27.0	26.4	47.5
Total	357.6	57.3	32.1	34.0	44.0	53.1	52.8	84.4
Percentage	100.0%	16.0%	9.0%	9.5%	12.3%	14.8%	14.8%	23.6%
Per Capita	\$ 16,852							
				Median Household	\$ 33,049		Avg Household	\$ 42,102
Ethnic Population:	White	87.9%	Black	6.1%	Asian	1.3%	Hispanic	6.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	3	5	9	11	6	17
Tot 12+	5.5	19.4	42.0	66.4	66.9	15.0	81.9
Avg 12+	1.8	6.5	8.4	7.4	6.1	2.5	4.8
Tot LCS	6.7	23.7	51.3	81.1	81.7	18.3	100.0
Avg LCS	2.2	7.9	10.3	9.0	7.4	3.1	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KORB	Bettendorf	A	93.5	6.0	318	c	Cumulus Bcstg Inc	84	0010		g	Rock	950	0.59	9.3	5.0	6.1	7.3	8.0	5.4	5.2	6.7	4.0	
● WYEC	Kewanee	A	93.9	3.1	453	b	Miller Comm Inc	66	9412	400	c3	Easy	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KMXG	Clinton	C1	96.1	100.0	981	a	Clear Channel Comm	74	0012	85,000	d1	Hot AC	1,850	1.22	8.8	6.8	6.6	7.8	6.6	8.4	7.1	5.7	6.4	
WXLP	Moline	B	96.9	50.0	499	c	Cumulus Bcstg Inc	70	0010		g	Clsc Rock	1,025	0.95	6.3	5.5	5.1	5.8	4.5	5.4	5.2	5.9	8.9	
WHTS	Rock Island	B	98.9	39.0	899	d	Mercury Bcstg Co Inc	47	0102		c4	CHR	1,650	0.83	11.6	8.4	7.6	10.3	8.8	9.1	8.5	10.5	12.4	
KBEA	Muscatine	C1	99.7	100.0	869	c	Cumulus Bcstg Inc	49	0010	1,700	g	Top 40	500	0.41	7.1	5.5	3.6	5.0	6.6	6.2	4.5	5.0	2.9	
KUUL	East Moline	B	101.3	50.0	499	a	Clear Channel Comm	76	0012		d1	70s Hits	1,100	0.85	7.5	5.5	5.3	6.0	6.4	6.2	6.2	6.7	6.7	
● WJRE	Galva	A	102.5	3.1	328	b	Miller Comm Inc	95	0304	475	c1	Lite Rock	100		0.6	0.5	0.5	1.0	0.0	0.7	0.0	0.5	0.0	
WLLR	Davenport	C	103.7	100.0	1191	a	Clear Channel Comm	48	0012		d1	Country	3,600	1.40	15.0	15.3	15.0	12.5	12.2	13.1	14.5	12.6	12.3	
KBOB	De Witt	C3	104.9	12.5	469	c	Cumulus Bcstg Inc	77	0010		g	Country	600	0.87	4.0	4.7	3.1	5.0	1.6	1.7	1.9	2.9	3.6	
KCQQ	Davenport	C1	106.5	100.0	896	a	Clear Channel Comm	66	0012		d1	Clsc Hits	3,300	1.68	11.4	9.7	11.2	8.5	10.3	12.6	11.4	10.7	10.1	
# FM Stations -					11	# Combos -					11	FM TOTALS				81.6	66.9	64.1	69.2	65.0	68.8	64.5	67.2	67.3

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KJOC	Davenport	B	1170	1.0 cp	1.00	c	Cumulus Bcstg Inc	46	0010		g	Sports	175	0.64	1.6	1.1	0.8	1.0	1.6	1.0	1.2	1.4	1.5	
● WFXN	Moline	C	1230	1.0	1.00	a	Clear Channel Comm	46	0012		d1	News/Sprts	200	0.97	1.2	0.8	0.5	0.8	1.1	0.5	0.7	0.5	1.0	
WKBF	Rock Island	B	1270	5.0	5.00	d	Mercury Bcstg Co Inc	25	0102		c4	Big Band	500	0.51	5.7	3.4	3.8	3.8	5.6	4.9	4.0	4.5	6.1	
WOC	Davenport	B	1420	5.0	5.00	a	Clear Channel Comm	22	0012		d1	News/Talk	1,300	0.83	9.1	7.9	5.1	7.0	8.0	7.4	7.8	7.8	5.8	
WKEI	Kewanee	C	1450	0.5	1.00	b	Miller Comm Inc	52	9412		c3	Nws/Tlk/Spt	100		0.8	1.8	0.5	0.5	0.8	0.0	1.7	0.7	0.9	
WGEN	Geneseo	D	1500	0.3	0.00	b	Miller Comm Inc	63	0304		c1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					6	# Combos -					6	AM TOTALS				18.4	15.0	10.7	13.1	17.1	13.8	15.4	14.9	15.3
AM & FM Stations Profiled -					17	# Duopolies -					7	Total Local Commercial Share				81.9	74.8	82.3	82.1	82.6	79.9	82.1	82.6	

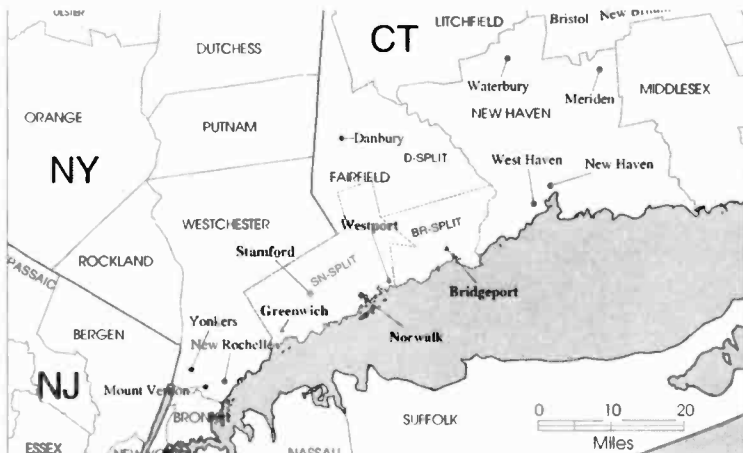
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 142

Revenue Rank: 100

Stamford-Norwalk, CT Market Overview



Metro Counties / Population (000)

Fairfield, CT	358.5
	358.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$15,600	\$16,300	\$16,600	\$18,000	\$18,700	\$20,400
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.1%	\$21,500	\$23,000	\$24,300	\$25,600	\$26,900	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.77/1,000	\$2.67/1,000	Local	70%		
Revenue/Capita	\$46.57	\$56.90	\$72.74	National	30%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	335.0	358.5	1.4%	358.5	369.8
Households	123.6	131.7	1.3%	131.7	135.8	0.6%
Retail Sales	NA ^{1/}	7,369.3	NA ^{1/}	7,369.3	10,090.5	6.5%
EBI ^{2/}	9,692.2	12,438.2	5.1%	12,438.2	16,333.2	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	172.9	32.2	14.5	13.0	22.7	29.5	25.2	35.8
Women (000)	185.6	30.6	13.8	12.5	23.7	31.2	27.0	46.8
Total	358.5	62.9	28.3	25.5	46.4	60.6	52.2	82.6
Percentage	100.0%	17.5%	7.9%	7.1%	13.0%	16.9%	14.6%	23.0%
Per Capita	\$ 34,694							
			Median Household	\$ 65,033			Avg Household	\$ 94,442
Ethnic Population:	White 78.5%	Black 10.2%	Asian 3.5%	Hispanic 12.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	2		4	4	3	7
Tot 12+	6.0	12.9		18.9	18.9	3.1	22.0
Avg 12+	3.0	6.5		4.7	4.7	1.0	3.1
Tot LCS	27.3	58.6		85.9	85.9	14.1	100.0
Avg LCS	13.6	29.3		21.5	21.5	4.7	14.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in New York & Bridgeport.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WEFX	Norwalk	A	95.9	3.0	299	b	Cox Radio Inc	66	0008		sw	Clisc Rock	4,000	2.06	9.5	2.4	3.4	2.3	1.8	3.4	2.4	3.4	1.5
WKHL	Stamford	A	96.7	3.0	328	b	Cox Radio Inc	47	0008		g5	Oldies	3,500	0.87	19.8	3.6	2.1	5.0	3.5	3.6	2.8	4.2	2.5
WEZN	Bridgeport	B	99.9	27.5	669		Cox Radio Inc	60	9704			AC	n/a		20.1	5.1	5.2	3.3	5.3	3.6	4.7	4.7	5.3
WEBE	Westport	B	107.9	50.0	384	a	Cumulus Bcstg Inc	82	0203		g	AC	11,400	1.88	29.8	7.8	8.1	7.3	5.5	8.3	7.1	9.1	4.8
# FM Stations -				4	# Combos -				2	FM TOTALS				79.2	18.9	18.8	17.9	16.1	18.9	17.0	21.4	14.1	

AM Stations

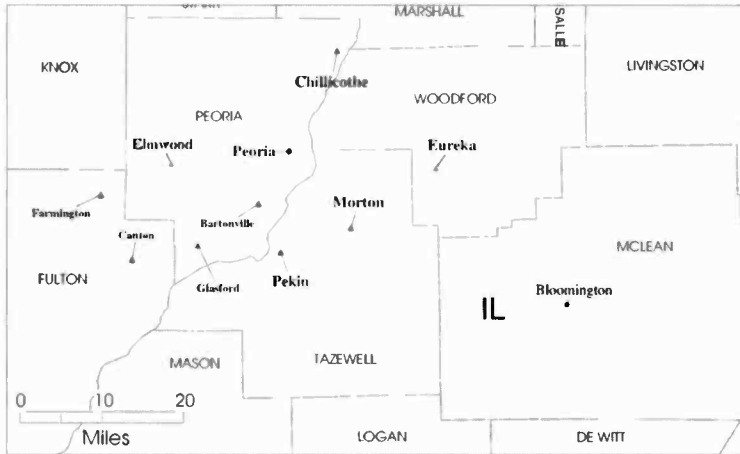
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WNLK	Norwalk	B	1350	1.0	0.50	b	Cox Radio Inc	48	0008		g	News/Talk	500	0.50	4.9	0.7	0.8	0.8	1.3	0.5	0.5	0.5	1.2
WSTC	Stamford	C	1400	0.8	0.00	b	Cox Radio Inc	41	0003		g5	News/Talk	500	0.25	10.0	1.7	1.8	2.0	2.3	1.0	2.1	1.6	3.1
WGCH	Greenwich	C	1490	1.0 cp	1.00		BusinessTalkRadio	64	0305	1,100		Talk	500	0.42	5.8	0.7	0.0	1.0	1.5	0.0	1.4	0.5	0.0
# AM Stations -				3	# Combos -				2	AM TOTALS				20.7	3.1	2.6	3.8	5.1	1.5	4.0	2.6	4.3	
AM & FM Stations Profiled -				7	# Duopolies -				2	Total Local Commercial Share				22.0	21.4	21.7	21.2	20.4	21.0	24.0	18.4		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 143

Revenue Rank: 134

Peoria, IL Market Overview



Metro Counties / Population (000)

Peoria, IL	182.1
Tazewell, IL	127.9
Woodford, IL	36.0
Total	346.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$12,100	\$13,800	\$13,300	\$14,000	\$13,900	\$14,900
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.2%	\$15,800	\$16,900	\$17,800	\$18,800	\$19,700	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.34/1,000	\$3.68/1,000	Local 86%
Revenue/Capita	\$34.94	\$43.06	\$57.28	National 14%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	346.3	346.0	0.0%	346.0	343.9	-0.1%
Households	132.5	136.0	0.5%	136.0	136.7	0.1%
Retail Sales	NA ^{1/}	4,465.9	NA ^{1/}	4,465.9	5,347.2	3.7%
EBI ^{2/}	5,601.2	6,273.0	2.3%	6,273.0	7,633.3	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	167.8	28.7	15.5	16.5	21.4	24.6	24.8	36.4
Women (000)	178.2	27.5	14.6	16.6	21.3	25.6	25.7	47.0
Total	346.0	56.1	30.1	33.1	42.7	50.1	50.5	83.4
Percentage	100.0%	16.2%	8.7%	9.6%	12.3%	14.5%	14.6%	24.1%
Per Capita	\$ 19,164							
				Median Household	\$ 38,132		Avg Household	\$ 48,152
Ethnic Population:	White	87.5%	Black	9.2%	Asian	1.2%	Hispanic	1.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	7		11	14	5	19
Tot 12+	22.3	40.3		61.3	62.6	12.4	75.0
Avg 12+	3.2	5.8		5.6	4.5	2.5	3.9
Tot LCS	29.7	53.7		81.7	83.5	16.5	100.0
Avg LCS	4.2	7.7		7.4	6.0	3.3	5.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WZPW	Peoria	B1	92.3	19.2	374	a	AAA Entertainment	92	0010	2,300		CHR	950	0.64	10.0	5.5	5.7	7.2	8.5	9.1	3.4	1.9	2.7		
WPBG	Peoria	B	93.3	41.0	551	c	Triad Bcstg Co	47	0303	37,000	d3	Oldies	2,250	1.30	11.6	11.1	9.1	9.3	8.8	10.7	11.2	11.4	11.2		
WPMJ	Chillicothe	A	94.3	6.0	299	b	Kelly Communications	77	0301		sw	AC	100	0.32	2.1	0.8	0.3	1.9	1.3	1.6	1.6	1.2	1.2		
WGLO	Pekin	B1	95.5	7.0	620	d	Regent Comm	71	0108	20,000	d2	AOR	1,500	1.27	7.9	7.4	7.8	5.9	6.5	6.7	7.3	7.8	7.8		
• WWCT	Farmington	A	96.5	4.3	37	a	AAA Entertainment	97	0006	2,625		Rock & Roll	1,000	1.22	5.5	3.4	4.4	5.6	3.0	5.1	5.5	5.1	6.9		
WFYR	Elmwood	B1	97.3	23.5	338	d	Regent Comm	93	0108		d2	Country	750	0.76	6.6	4.2	5.5	4.8	5.5	3.2	3.4	4.4	4.8		
WRVP	Eureka	A	98.5	6.0	328	d	Regent Comm	89	0108		d2	Top 40	225	0.60	2.5	1.8	2.6	1.9	2.0	2.4	3.6	5.6	5.0		
WIXO	Bartonville	A	99.9	1.5	584	d	Regent Comm	97	0108		d2	Alternative	325	0.43	5.1	5.3	5.0	4.0	4.0	3.2	4.2	4.9	4.3		
WPPY	Glasford	A	101.1	3.3	449	d	Regent Comm	99	0108		d2	Top 40			1.8	1.3	1.8	1.3	1.5	1.9	2.1	1.9	1.4		
WDQX	Morton	A	102.3	6.0	299	a	AAA Entertainment	76	0101		d1	Clsc Hits	850	1.00	5.7	3.9	2.9	4.0	5.0	5.4	3.9	1.9	1.3		
WXCL	Pekin	A	104.9	3.0	328	a	AAA Entertainment	73	0301	4,000	+	Country	1,100	0.72	10.2	5.8	5.2	8.2	7.8	7.5	9.1	7.5	7.8		
• WXMP	Peoria	B	105.7	33.0	591	a	AAA Entertainment	71	0006	7,500		Hot AC	500		0.5	0.5	0.8	0.3	0.5	1.1	1.0	2.2	1.1		
WSWT	Peoria	B	106.9	50.0	479	c	Triad Bcstg Co	64	0303		d3	Lite Rock	2,500	1.31	12.8	11.6	10.2	9.6	10.5	9.1	9.4	10.0	9.4		
WBYS	Canton	B1	107.9	25.0	269		WPW Broadcasting	68	9901	800	c1	Lite AC				0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					14	# Combos -					13	FM TOTALS					82.3	62.6	62.1	64.0	64.9	67.0	65.7	65.8	64.9

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WPEO	Peoria	D	1020	1.0	0.00		Pinebrook Foundation	46	7001			Christian	450	1.68	1.8	1.1	1.6	1.1	1.8	1.3	1.6	1.2	0.9		
WVEL	Pekin	D	1140	5.0	0.00	d	Regent Comm	48	0108		d2	Religion	150	0.92	1.1	0.5	0.0	0.5	1.3	0.0	0.0	0.0	0.5		
WWFS	Peoria	B	1290	5.0	5.00	c	Triad Bcstg Co	47	0303		d3	Sports	250	0.84	2.0	2.1	1.8	2.1	1.0	1.1	3.4	2.9	4.2		
WOAM	Peoria	B	1350	1.0	1.00	b	Kelly Communications	60	8611		c2	Adlt Slndrd	350	0.56	4.2	2.4	3.4	3.2	3.3	0.0	0.5	1.0	1.1		
WMBD	Peoria	B	1470	5.0	5.00	c	Triad Bcstg Co	22	0303		d3	News/Talk	1,600	1.26	8.5	6.3	6.3	6.1	7.3	7.2	5.5	7.8	6.0		
# AM Stations -					5	# Combos -					4	AM TOTALS					17.6	12.4	13.1	13.0	14.7	9.6	11.0	12.9	12.7
AM & FM Stations Profiled -					19	# Duopolies -					7	Total Local Commercial Share					75.0	75.2	77.0	79.6	76.6	76.7	78.7	77.6	

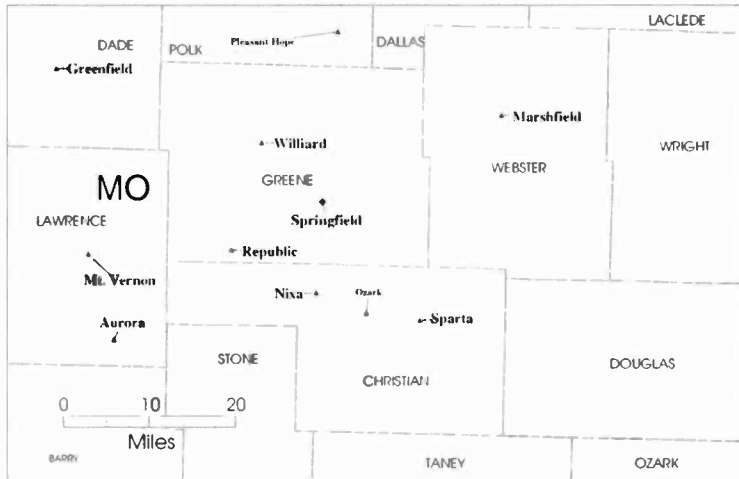
• Indicates a change since last edition

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 144

Revenue Rank: 103

Springfield, MO Market Overview



Metro Counties / Population (000)

Christian, MO	58.0
Greene, MO	244.1
Webster, MO	32.4
Total	334.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$15,900	\$17,700	\$19,000	\$18,700	\$18,400	\$19,700
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.71/1,000	\$3.88/1,000	Local	90%		
Revenue/Capita	\$53.37	\$58.89	\$72.07	National	10%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	297.9	334.5	2.3%	334.5	358.0
Households	113.9	133.5	3.2%	133.5	144.9	1.7%
Retail Sales	NA ^{1/}	5,303.3	NA ^{1/}	5,303.3	6,645.0	4.6%
EBI ^{2/}	4,250.3	5,603.1	5.7%	5,603.1	7,423.5	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	162.7	26.9	14.0	20.1	22.9	24.6	22.2	32.0
Women (000)	171.8	25.3	13.4	21.2	22.1	24.9	23.3	41.6
Total	334.5	52.2	27.4	41.3	45.0	49.5	45.5	73.6
Percentage	100.0%	15.6%	8.2%	12.3%	13.5%	14.8%	13.6%	22.0%
Per Capita	\$ 16,752							
Median Household	\$ 33,248							
Avg Household	\$ 41,959							
Ethnic Population:	White	94.2%	Black	1.9%	Asian	1.0%	Hispanic	1.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		13	15	15	7	22
Tot 12+	6.1		67.4	73.5	73.5	8.1	81.6
Avg 12+	3.1		5.2	4.9	4.9	1.2	3.7
Tot LCS	7.5		82.6	90.1	90.1	9.9	100.0
Avg LCS	3.7		6.4	6.0	6.0	1.4	4.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KOMG	Ozark	C2	92.9	50.0	492	f	Mid-West Family Bcst	95	9912	3,000		AC	400	1.69	1.2	2.9	1.4	0.7	1.4	2.3	1.7	1.4	0.0
KTTS	Springfield	C	94.7	100.0	1102	d	Journal Comm Inc	48	9906		g1	Country	2,800	0.93	15.3	12.4	12.4	12.0	14.0	12.6	6.2	10.3	10.3
KTOZ	Pleasant Hope	C2	95.5	44.0	522	e	Clear Channel Comm	94	0010		g2	Rock AC	1,500	0.92	8.3	6.6	6.5	9.1	4.9	5.4	4.2	6.4	7.2
KSPW	Sparta	C2	96.5	50.0	492	d	Journal Comm Inc	89	9906		g1	CHR	775	0.52	7.5	6.3	6.2	6.1	6.6	6.9	3.1	5.0	3.9
KXUS	Springfield	C1	97.3	100.0	581	e	Clear Channel Comm	69	0010		g2	Clsc Rock	1,550	1.19	6.6	3.7	5.6	5.2	6.0	4.6	4.8	5.6	5.4
KWTO	Springfield	C1	98.7	100.0	551	c	Meyer Comm Inc	67	9501	1,880	c1	Sports	700	1.02	3.5	2.6	3.1	2.7	3.2	1.7	2.8	1.7	2.9
KADI	Republic	A	99.5	6.0	328		Vision Comm (MO)	90	0008	550		ChrsContem	600	1.22	2.5	2.1	1.1	1.7	2.6	1.7	2.3	2.2	2.4
KGMV	Aurora	C2	100.5	33.0	600	e	Clear Channel Comm	68	0010		g2	Country	2,000	1.27	8.0	8.4	7.3	7.9	5.7	8.3	7.9	7.5	7.5
• KTXR	Springfield	C	101.3	100.0	1486	c	Meyer Comm Inc	62				Easy	1,150	0.87	6.7	4.2	2.5	6.1	5.2	7.2	5.4	3.6	4.8
KORA	Brookline	A	102.1	4.9 cp	361		Mid-West Family Bcst	02				Alternative			4.0	7.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KZRQ	Ash Grove	C3	104.1	10.5 cp	505	a	Journal Comm Inc	94	0309 p	5,000	d1	Rock	800	0.71	5.7	1.8	2.5	4.2	5.4	4.3	5.7	6.4	4.7
KKLH	Marshfield	C2	104.7	34.0	594	f	Mid-West Family Bcst	79	9607	1,800		Clsc Rock	1,000	1.00	5.1	4.5	3.4	4.9	3.7	4.3	6.2	3.1	4.4
KOSP	Willard	C2	105.1	50.0	492	f	Mid-West Family Bcst	92				Oldies	1,050	0.85	6.3	4.0	5.4	4.4	6.3	4.3	5.1	4.7	3.0
KGBX	Nixa	C2	105.9	38.0	558	e	Clear Channel Comm	42	0010		g2	AC	3,300	1.31	12.8	7.4	9.6	10.8	10.9	10.6	6.2	7.8	10.5
• KHTO	Mount Vernon	C3	106.7	17.5 cp	394	a	Journal Comm Inc	93	0309 p		d1	CHR	500	1.02	2.5	2.6	2.3	2.2	2.0	4.9	8.2	8.7	7.4
# FM Stations -					15	# Combos -					13	FM TOTALS			92.0	73.5	76.6	78.0	77.9	79.1	69.8	74.4	74.4

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KWTO	Springfield	B	560	5.0	4.00	c	Meyer Comm Inc	33	9501		c1	Talk	1,000	1.02	5.0	4.2	3.7	4.4	4.0	4.6	8.2	3.1	4.2
KTOZ	Springfield	D	1060	0.5	0.00		T.E.N. USA Inc	72	9406	35		MOR	25		0.4	0.5	0.6	0.7	0.0	0.9	0.6	0.6	0.5
KSGF	Springfield	B	1260	5.0	5.00	d	Journal Comm Inc	42	9906		g1	News/Talk	250	0.79	1.6	2.6	1.7	0.5	2.3	4.3	6.5	5.0	4.9
KIDS	Springfield	C	1340	1.0	1.00		Thirteen Forty Prod	49	0006	140		Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KGMV	Springfield	C	1400	1.0	1.00	e	Clear Channel Comm	26	0010		g2	Sports	250	1.15	1.1	0.8	1.7	1.0	0.9	1.1	1.7	0.0	1.2
KMRF	Marshfield	D	1510	5.0 cp	0.00	b	New Life Evangel Ctr	69	9406	28		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KLFJ	Springfield	D	1550	5.0	0.03		127 Inc.	74	9904	432		Tlk/Inf/Cdy				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					7	# Combos -					4	AM TOTALS			8.1	8.1	7.7	6.6	7.2	10.9	17.0	8.7	10.8
AM & FM Stations Profiled -					22	# Duopolies -					7	Total Local Commercial Share			81.6	84.3	84.6	85.1	90.0	86.8	83.1	85.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 145

Revenue Rank: 146

Eugene-Springfield, OR Market Overview



Metro Counties / Population (000)

Lane, OR	329.3
	329.3

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$10,200	\$10,700	\$11,400	\$12,600	\$11,900	\$13,300	5.4%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
11.8%	\$14,000	\$15,000	\$15,900	\$16,700	\$17,600	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.95/1,000	\$3.23/1,000	Local 75%
Revenue/Capita	\$33.01	\$40.39	\$50.88	National 25%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	309.0	329.3	1.3%	329.3	345.9	1.0%
Households	121.3	133.6	2.0%	133.6	142.0	1.2%
Retail Sales	NA ^{1/}	4,512.2	NA ^{1/}	4,512.2	5,450.5	3.9%
EBI ^{2/}	4,202.5	5,071.7	3.8%	5,071.7	6,337.5	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	161.8	24.2	13.9	20.2	21.4	22.6	25.7	33.8
Women (000)	167.5	23.0	13.4	19.9	19.9	23.4	26.5	41.3
Total	329.3	47.2	27.3	40.1	41.3	46.0	52.2	75.2
Percentage	100.0%	14.3%	8.3%	12.2%	12.5%	14.0%	15.8%	22.8%
Per Capita	\$ 15,403							
Median Household					\$ 30,791			
Avg Household								\$ 37,959
Ethnic Population:	White	90.2%	Black	0.8%	Asian	2.3%	Hispanic	4.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		9	9	12	11	23
Tot 12+	0.0		58.2	58.2	58.2	16.0	74.2
Avg 12+	0.0		6.5	6.5	4.9	1.5	3.2
Tot LCS	0.0		78.4	78.4	78.4	21.6	100.0
Avg LCS	0.0		8.7	8.7	6.5	2.0	4.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KKNU	Springfield-Euge	C	93.1	43.0	1299	b	McKenzie River Bcstg	58	9212			Country	2,200	1.03	16.1	14.2	15.2	12.0	11.5	11.1	12.3	10.7	9.9
KMGE	Eugene	C1	94.5	21.0	1299	b	McKenzie River Bcstg	65	8609	950		AC	1,400	1.33	7.9	7.1	5.9	5.6	6.0	8.2	7.1	8.5	8.2
KUJZ	Creswell	C3	95.3	0.6	1207	c	Cumulus Bcstg Inc	83	0010		g3	Smooth Jazz	450	0.72	4.7	2.5	3.7	3.7	3.2	1.8	4.4	3.0	5.0
KZEL	Eugene	C	96.1	43.0	1093	c	Cumulus Bcstg Inc	62	0010		g3	Cisc Rock	1,150	1.27	6.8	6.0	3.7	4.0	6.0	7.0	5.5	7.4	6.3
KNRQ	Eugene	C	97.9	75.0	1011	c	Cumulus Bcstg Inc	58	0009	7,780	d3	Alternative	1,225	0.89	10.3	3.8	3.7	9.4	5.7	5.6	5.8	5.8	5.7
KODZ	Eugene	C	99.1	100.0	1631	d	Clear Channel Comm	68	0102		g1	Oldies	800	0.94	6.4	6.0	5.3	5.6	3.7	4.7	5.5	7.7	4.5
KCGR	Cottage Grove	A	100.5	6.0	115	a	O'Renick, Robt&Diane	94				AC/Span				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KFLY	Corvallis	C0	101.5	28.0	2320	d	Clear Channel Comm	66	9909	2,300	c3	Rock	225			5.2	4.8	0.0	0.0	0.0	0.0	0.0	0.0
● KEHK	Brownsville	C1	102.3	43.0	919	c	Cumulus Bcstg Inc	91	0009		d3	Hot AC	750	0.97	5.8	3.6	3.7	5.1	3.4	3.8	4.1	3.8	4.4
KDUK	Florence	C	104.7	63.0	2326	d	Clear Channel Comm	83	0102		g1	CHR	1,325	0.84	11.8	9.8	9.3	8.6	8.6	10.5	8.5	10.4	11.8
● KEUG	Cottage Grove	A	105.5	5.2	345	b	McKenzie River Bcstg	98	0310	1,015		AC/Sprts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCST	Florence	A	106.9	2.3	509	e	Coast Bcstg Co Inc	92	9805	400		AC/Cty/Old	400		0.6	0.0	0.0	0.8	0.0	0.9	0.0	0.8	0.8
# FM Stations -					12	# Combos -					12	FM TOTALS			70.4	58.2	55.3	54.8	48.1	53.6	53.2	58.1	56.6

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio	Spring 2003		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KUGN	Eugene	B	590	5.0	5.00	c	Cumulus Bcstg Inc	46	0009		d3	News/Talk	1,200	1.04	8.7	4.1	6.9	4.8	8.0	3.5	7.4	5.8	7.7	
KZTU	Junction City	D	660	10.0	0.08		Pamplin Comm Corp	98	9806	100	cp	News/Talk	125	0.94	1.0	0.8	1.1	0.5	0.9	0.0	0.0	0.0	0.0	
● KWIL	Albany	B	790	1.0	1.00	f	Albany Radio Corp	41				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KKNX	Eugene	D	840	1.0	0.17		Willamette Media Grp	92	9608	150		Oldies	250	0.75	2.5	0.5	0.8	0.8	2.9	0.6	0.8	0.0	0.0	
KORE	Springfield-Euge	D	1050	5.0	0.15		Support Chrstn Bcstg	27	8708			Chrst/Talk			1.2	0.8	0.8	0.8	0.9	0.6	0.0	0.5	0.7	
KPNW	Eugene	B	1120	50.0	50.00	d	Clear Channel Comm	62	0102		g1	Nws/Tlk/Spt	1,300	1.18	8.3	5.7	5.3	6.4	5.7	5.8	6.8	6.8	4.6	
KCST	Florence	D	1250	1.0	0.07	e	Coast Bcstg Co Inc	85	9805			AdStd/BgBnd	100		0.6	0.0	0.0	0.8	0.0	1.2	0.0	1.4	0.0	
KSCR	Eugene	D	1320	1.0	0.05	c	Cumulus Bcstg Inc	62	0010		g3	Sports	100	0.68	1.1	1.1	1.3	0.5	1.1	0.6	0.5	0.0	0.0	
KNND	Cottage Grove	C	1400	1.0	0.95	a	O'Renick, Robt&Diane	53	8812	63		Country	100		0.7	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	
KKXO	Eugene	C	1450	1.0	1.00	b	McKenzie River Bcstg	54	8703	185		Nostalgia	150	0.21	5.5	2.5	1.9	3.2	4.9	5.3	4.1	3.8	5.0	
KEED	Eugene	B	1600	5.0	1.00	f	Albany Radio Corp	47	9407	35		Gospel				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					11	# Combos -					8	AM TOTALS			29.6	16.0	18.1	17.8	25.5	17.6	19.6	18.3	18.0	
AM & FM Stations Profiled -					23	# Duopolies -					7	Total Local Commercial Share			74.2	73.4	72.6	73.6	71.2	72.8	76.4	74.6		

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 146

Revenue Rank: 256

Ann Arbor, MI Market Overview



Metro Counties / Population (000)

Washtenaw, MI	330.2
	330.2

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$4,600	\$4,800	\$4,900	\$5,400	\$4,900	\$5,200	2.5%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
6.1%	\$5,500	\$5,900	\$6,300	\$6,600	\$6,900	5.8%

Revenue/Retail Sales Revenue/Capita

1997	2002	2007	Est. Breakout
NA ^{1/}	\$0.83/1,000	\$0.74/1,000	Local 85%
\$15.54	\$15.75	\$19.78	National 15%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	296.0	330.2	2.2%	330.2	348.9	1.1%
Households	110.1	129.1	3.2%	129.1	138.9	1.5%
Retail Sales	NA ^{1/}	6,237.3	NA ^{1/}	6,237.3	9,373.6	8.5%
EBI ^{2/}	5,838.1	7,946.4	6.4%	7,946.4	11,155.3	7.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	164.0	25.1	12.2	28.2	27.7	24.9	22.7	23.3
Women (000)	166.2	23.7	11.6	28.9	25.4	24.7	23.5	28.4
Total	330.2	48.8	23.8	57.1	53.1	49.6	46.1	51.7
Percentage	100.0%	14.8%	7.2%	17.3%	16.1%	15.0%	14.0%	15.7%
Per Capita	\$ 22,383							
Median Household				\$ 47,679				
Avg Household							\$ 59,352	
Ethnic Population:	White	76.6%	Black	12.6%	Asian	6.7%	Hispanic	2.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	1		2	2	5	7
Tot 12+	3.0	5.4		8.4	8.4	4.2	12.6
Avg 12+	3.0	5.4		4.2	4.2	0.8	1.8
Tot LCS	23.8	42.9		66.7	66.7	33.3	100.0
Avg LCS	23.8	42.9		33.3	33.3	6.7	14.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WWWW	Ann Arbor	B	102.9	42.0	499	a	Clear Channel Comm	62	0008		sw	Country	2,050	0.99	39.8	5.4	4.9	3.9	5.9	4.7	1.9	2.4	2.3
WQKL	Ann Arbor	A	107.1	3.0	289	a	Clear Channel Comm	67	0008		sw	AC	1,400	1.11	24.3	3.0	2.7	2.6	3.3	3.6	4.5	4.9	5.6
# FM Stations -				2	# Combos -				2	FM TOTALS				64.1	8.4	7.6	6.5	9.2	8.3	6.4	7.3	7.9	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WDEO	Ypsilanti	B	990	9.2	0.25	Ave Marie Found	62	9909	2,500		News/Talk	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTKA	Ann Arbor	B	1050	10.0	0.50	a	Clear Channel Comm	45	0008		sw	Sprts/Talk	1,100	1.29	16.4	2.1	2.1	2.3	1.5	1.5	1.3	1.2	1.7
WHNE	Saline	D	1290	0.5	0.03	a	Clear Channel Comm	58	0008		sw	Oldies				0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
WSDS	Salem Township	B	1480	0.8	3.80		Koch Bcstg	62	6806			Country	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WAAM	Ann Arbor	B	1600	5.0	5.00		First Bcstg Co LP	47	0310	1,500		FullService	400	0.39	19.5	2.1	1.5	1.6	3.3	2.4	3.5	2.1	2.4
# AM Stations -				5	# Combos -				2	AM TOTALS				35.9	4.2	4.5	3.9	4.8	3.9	4.8	3.3	4.1	
AM & FM Stations Profiled -				7	# Duopolies -				2	Total Local Commercial Share					12.6	12.1	10.4	14.0	12.2	11.2	10.6	12.0	

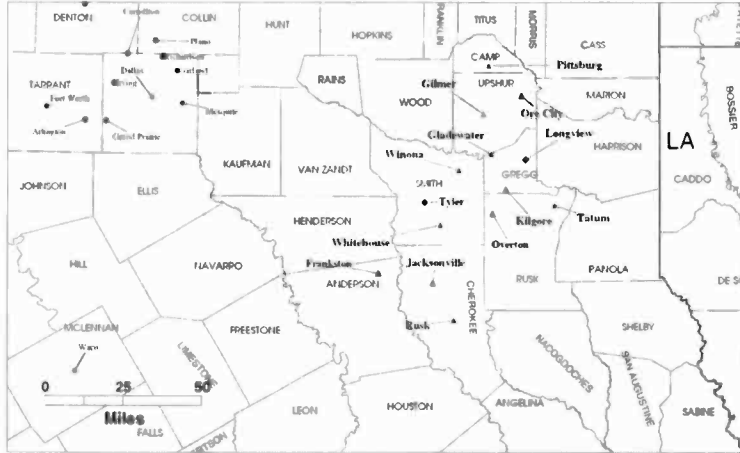
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 147

Revenue Rank: 128

Tyler-Longview, TX Market Overview



Metro Counties / Population (000)

Cherokee, TX	48.1
Gregg, TX	112.0
Smith, TX	179.5
	<hr/>
	339.6

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 97 - 02
	\$13,100	\$13,000	\$15,200	\$15,400	\$15,700	\$16,100	4.2%
	Δ 01 - 02	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	Δ 02 - 07
	2.5%	\$17,000	\$18,200	\$19,200	\$20,200	\$21,200	5.7%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$2.74/1,000	\$2.62/1,000	Local 85%			
Revenue/Capita	\$40.80	\$47.41	\$59.47	National 15%			

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	321.1	339.6	1.1%	339.6	356.5	1.0%
Households	120.5	127.8	1.2%	127.8	134.7	1.1%
Retail Sales	NA ^{1/}	5,871.6	NA ^{1/}	5,871.6	8,100.3	6.6%
EBI ^{2/}	4,639.3	5,824.6	4.7%	5,824.6	7,496.2	5.2%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	164.3	29.8	16.2	17.4	20.8	23.9	21.8	34.4
Women (000)	175.3	28.5	15.4	16.9	21.4	24.5	23.3	45.4
Total	339.6	58.3	31.6	34.4	42.2	48.3	45.1	79.8
Percentage	100.0%	17.2%	9.3%	10.1%	12.4%	14.2%	13.3%	23.5%
Per Capita	\$ 17,151	Median Household		\$ 35,208	Avg Household		\$ 45,574	
Ethnic Population:	White 72.4%	Black 18.9%	Asian 0.7%	Hispanic 11.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	13	18	9	27
Tot 12+	0.0		71.5	68.4	71.5	6.3	77.8
Avg 12+	0.0		4.2	5.3	4.0	0.7	2.9
Tot LCS	0.0		91.9	87.9	91.9	8.1	100.0
Avg LCS	0.0		5.4	6.8	5.1	0.9	3.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
• KDOK	Tyler	C3	92.1	9.6	443	e	Gleiser Comm LP	75	0310	6,000	d2	Oldies	900	1.24	4.5	3.6	3.2	2.4	4.2	4.0	3.6	5.5	6.2	
KTYL	Tyler	C1	93.1	82.0	938	c	Clear Channel Comm	66	0008		g	Oldies	800	0.65	7.6	4.9	3.7	4.5	6.6	5.3	4.7	6.3	6.1	
• KFRO	Gilmer	C3	95.3	5.9	666	d	Waller Media LLC	80	0012		d1	Mexican	100	0.28	2.2	1.6	1.6	1.8	1.5	1.3	1.7	1.6	2.1	
KKTX	Kilgore	C2	96.1	32.0	620	c	Clear Channel Comm	76	0008		g	Clsc Rock	900	0.92	6.1	5.2	4.3	4.7	4.2	6.0	7.5	3.7	3.7	
KOYE	Frankston	C2	96.7	50.0	492	d	Waller Media LLC	70	0012	1,100		Mexican	425	0.47	5.6	6.5	5.9	5.5	2.7	0.0	0.0	0.0	0.0	
KWRW	Rusk	C3	97.7	14.5	407	f	Whitehead, E.H.	81				Oldies	75		0.3	0.8	0.5	0.5	0.0	1.0	0.8	0.0	0.0	
KIXK	White Oak	C2	99.3	34.0 cp	541	b	Reynolds, Kenneth	02				Country			2.6	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KXAL	Tatum	A	100.3	2.5	518	a	Hunt Bcstg Inc	65	9710	1,300		Clsc Rock			0.0	0.5	0.0	0.0	1.0	1.4	0.0	0.0	0.0	
KPXI	Overton	C3	100.7	8.1 cp	571	g	Salem Comm Corp	61	0103		sw	Chrst/Talk			0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.0	
KNUJ	Tyler	C	101.5	100.0	1073	c	Clear Channel Comm	64	0008		g	Country	1,750	1.22	8.9	6.2	5.6	5.8	7.2	7.8	6.9	6.1	8.1	
• KLJT	Jacksonville	C2	102.3	50.0	492	d	Waller Media LLC	95	0212			Smooth Jazz	275	1.00	1.7	2.3	1.6	1.6	0.9	1.8	1.1	1.1	0.9	
KBLZ	Winona	C3	102.7	9.3	532	b	Reynolds, Kenneth	99				Urban/Rhym	950	0.46	12.7	10.1	10.1	10.6	8.1	10.6	14.1	10.3	3.0	
• KDVE	Pittsburg	C2	103.1	10.0	673	a	Hunt Bcstg Inc	86	0101			Country			0.0	0.5	0.0	0.0	0.3	0.0	0.0	0.0	2.9	
KKUS	Tyler	C2	104.1	50.0	492	d	Waller Media LLC	90	0012		d1	Country	725	0.70	6.4	5.9	4.5	5.5	3.9	4.0	2.8	3.4	3.2	
KYKX	Longview	C	105.7	100.0	1155	d	Waller Media LLC	63	0012		d1	Country	2,175	2.14	6.3	4.4	4.0	4.7	4.5	5.8	7.2	7.9	6.1	
KOOI	Jacksonville	C	106.5	100.0	1467	d	Waller Media LLC	67				AC	2,575	1.14	14.0	8.3	9.1	9.5	11.0	10.1	4.2	5.3	7.4	
KAZE	Ore City	C3	106.9	8.2	502	b	Reynolds, Kenneth	91	9612	28		Urban/RhyBl	150	0.20	4.6	2.6	2.9	3.2	3.6	1.8	1.4	1.6	0.0	
KISX	Whitehouse	C2	107.3	50.0	486	c	Clear Channel Comm	82	0008		g	CHR	1,700	1.20	8.8	6.5	6.4	6.3	6.6	7.3	6.1	8.4	9.5	
# FM Stations -					18	# Combos -					17	FM TOTALS				89.7	71.5	66.6	66.6	65.0	68.1	63.5	61.2	60.2

AM Stations

Calls	City of License	FCC Class	Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
			Day (kW)	Night (kW)											Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• KTBB	Tyler	B	600	5.0	2.50	e	Gleiser Comm LP	47	0310		d2	Nws/Tlk/Spt	750	0.66	7.1	3.4	5.1	5.0	5.4	4.5	3.6	3.9	5.8	
KZEY	Tyler	D	690	1.0	0.09		Community Bcst	58	9307	150		Urban	150	0.52	1.8	1.3	1.6	0.5	2.1	1.8	1.7	2.6	3.6	
KBGE	Kilgore	C	1240	1.0	1.00	c	Clear Channel Comm	36	0008		g	Clsc Rock			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KGLD	Tyler	D	1330	1.0	0.08	e	Gleiser Comm LP	61	0310		d2	Oldies	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KFRO	Longview	B	1370	1.0	1.00	d	Waller Media LLC	35	0012		d1	Nws/Tlk/Spt	75		0.8	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KEBE	Jacksonville	C	1400	1.0	1.00	d	Waller Media LLC	47	5811			Country	75		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KEES	Gladewater	B	1430	5.0	1.00	e	Gleiser Comm LP	47	0310		d2	News/Talk	250	1.04	1.5	0.8	0.5	1.3	0.9	0.0	0.0	0.8	0.8	
• KYZS	Tyler	C	1490	1.0	1.00	e	Gleiser Comm LP	30	0310		d2	Sprts/Talk	75		0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	
KTLU	Rusk	D	1580	0.8	0.17	f	Whitehead, E.H.	55				Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					9	# Combos -					8	AM TOTALS				10.4	6.3	7.7	6.8	8.4	6.8	5.3	7.3	10.2
AM & FM Stations Profiled -					27	# Duopolies -					10	Total Local Commercial Share				77.8	74.3	73.4	73.4	74.9	68.8	68.5	70.4	

Docket 80-90 Allocations: 97.3, C2, Longview

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 148

Revenue Rank: 132

Salisbury-Ocean City, MD Market Overview



Metro Counties / Population (000)

Somerset, MD	25.2
Wicomico, MD	87.0
Worcester, MD	48.9
Sussex, DE	164.2
Total	325.3

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$13,400	\$13,400	\$14,000	\$14,900	\$14,200	\$15,600	3.1%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.9%	\$16,400	\$17,400	\$18,300	\$19,300	\$20,300	5.3%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.20/1,000	\$3.35/1,000	Local 80%
Revenue/Capita	\$48.29	\$47.96	\$56.82	National 20%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	277.5	325.3	3.2%	325.3	357.3	1.9%
Households	106.0	128.8	4.0%	128.8	143.8	2.2%
Retail Sales	NA ^{1/}	4,879.5	NA ^{1/}	4,879.5	6,051.1	4.4%
EBI ^{2/}	3,662.1	4,674.8	5.0%	4,674.8	5,813.4	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	158.4	24.0	13.4	14.6	18.6	23.8	22.3	41.8
Women (000)	166.9	23.0	12.5	14.6	18.2	24.0	23.4	51.2
Total	325.3	47.0	25.9	29.2	36.7	47.9	45.7	93.0
Percentage	100.0%	14.5%	7.9%	9.0%	11.3%	14.7%	14.0%	28.6%
Per Capita	\$ 14,369							
				Median Household	\$ 30,390		Avg Household	\$ 36,308
Ethnic Population:	White	76.3%	Black	19.4%	Asian	1.1%	Hispanic	3.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	22	6		15	28	8	36
Tot 12+	47.9	27.6		65.9	75.5	6.2	81.7
Avg 12+	2.2	4.6		4.4	2.7	0.8	2.3
Tot LCS	58.6	33.8		80.7	92.4	7.6	100.0
Avg LCS	2.7	5.6		5.4	3.3	0.9	2.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

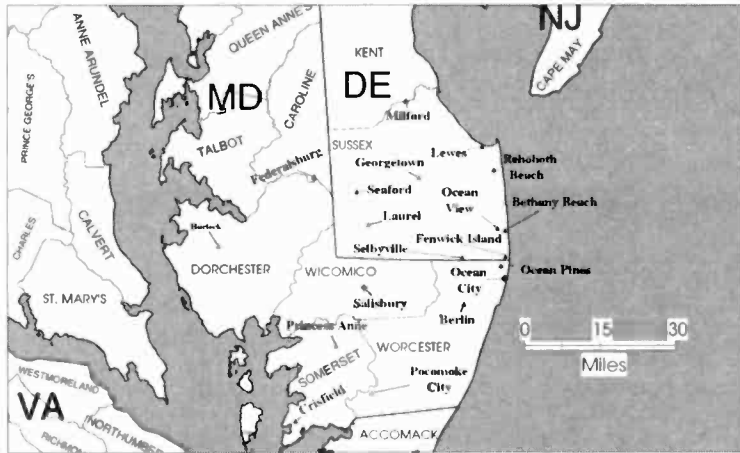
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WLBW	Fenwick Islan	A	92.1	3.0	469	c	Clear Channel Comm	94	0008		sw	Oldies			3.5	1.7	2.8	3.3	2.2	2.8	1.7	2.4	2.4		
WXMD	Pocomoke City	A	92.5	3.0	472	b	Delmarva Bcstg Co	00	0011	425	cp	Rock AC	100	0.64	1.0	1.3	0.0	0.8	0.7	1.0	0.0	0.0	0.0		
WGMD	Rehoboth Beach	A	92.7	4.5	308	a	Resort Bcstg Co	75	8007			Nws/Tlk/Inf	1,000	2.21	2.9	3.9	5.1	2.0	2.5	2.6	4.5	3.2	2.7		
WZBH	Georgetown	B1	93.5	11.0	486	a	Great Scott Bcstg	69				AOR	1,100	0.85	8.3	7.1	5.6	7.0	6.1	5.6	5.8	10.3	6.4		
WKDB	Laurel	A	95.3	6.0	328	a	Great Scott Bcstg	91	9803	1,500		Rhythm/Blue	300	0.69	2.8	1.5	0.5	1.0	3.4	2.8	2.5	2.7	2.2		
WOSC	Bethany Beach	B1	95.9	19.0	377	c	Clear Channel Comm	58	0008		sw	Rock	400	0.63	4.1	1.9	2.3	2.5	3.9	3.8	2.5	2.4	3.1		
WBEB	Crisfield	A	96.9	2.8	404		Bay Bcstg Inc	95			1	Country	300	1.75	1.1	0.0	0.5	0.8	1.0	0.5	0.8	0.5	0.0		
WQJZ	Ocean Pines	A	97.1	4.6	374	b	Delmarva Bcstg Co	94	9708		d2	Jazz	300	1.75	1.1	2.4	1.3	0.5	1.2	0.8	1.9	1.9	2.5		
WICO	Salisbury	A	97.5	4.5	299	b	Delmarva Bcstg Co	69	9708		d2	Country	1,550	2.61	3.8	5.2	2.0	3.0	2.9	2.6	3.1	2.9	3.7		
WAFI	Milford	A	97.7	3.0	328	b	Delmarva Bcstg Co	73	9708		d2	AC	2,100		1.9	1.1	1.3	1.5	1.5	0.8	1.1	1.3	1.6		
WOCM	Selbyville	A	98.1	3.0	469		Irie Radio Inc	93	0210	1,078		AAA	200	0.67	1.9	1.3	1.0	1.3	1.7	0.0	0.0	0.0	0.0		
WGBG	Seaford	A	98.5	6.0	322	a	Great Scott Bcstg	72	9805	1,200	c1	Clsc Hits	300	0.49	3.9	2.6	2.0	3.0	3.2	2.8	2.8	2.9	3.0		
WSBY	Salisbury	A	98.9	6.0	325	c	Clear Channel Comm	89	0008		sw	Urban AC	300	0.36	5.3	5.6	5.6	4.0	4.4	5.1	7.0	8.8	0.4		
• WWFG	Ocean City	B	99.9	38.0	469	c	Clear Channel Comm	78	0008		sw	Country	1,600	1.07	9.6	6.7	8.4	7.5	7.6	9.0	7.8	8.0	8.8		
WAAI	Hurlock	A	100.9	1.3	502	d	MTS Broadcasting	89	9701		g	Country				0.9	0.0	0.0	0.0	0.0	0.0	1.6	0.0		
WQMR	Snow Hill	A	101.1	1.2 cp	489		Snow Hill Bcstg LLC	02				Talk				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WxPZ	Milford	A	101.3	3.0	328		Delmarva Bcstg Co	90	0209 p	1,600		ChrsContem	500	2.91	1.1	0.4	1.0	0.8	1.0	1.8	1.9	0.5	0.9		
WZEB	Ocean View	A	101.7	3.3	446	a	Great Scott Bcstg	86	9806	1,500		Clsc Hits	200	0.43	3.0	1.1	2.3	2.5	2.2	0.5	0.8	0.5	1.9		
WOLC	Princess Anne	B	102.5	50.0	499		Maranatha Inc	76				Christian	300	0.47	4.1	3.5	3.0	2.5	3.9	2.8	3.1	2.7	2.9		
WJNE	Bethany Beach	A	103.5	1.5	479	a	Great Scott Bcstg	95				Lite Rock	100	0.31	2.1	0.6	1.3	2.3	1.0	1.0	1.4	0.8	0.9		
WOCQ	Berlin	A	103.9	6.0	328	a	Great Scott Bcstg	81	9712	2,800		HpHop/RhyBl	850	0.45	12.0	11.9	10.1	9.3	9.6	14.1	7.8	9.0	14.4		
WQHQ	Ocean	B	104.7	33.0	610	c	Clear Channel Comm	65	0008		sw	AC	2,100	1.16	11.6	8.0	11.6	9.0	9.3	7.7	8.1	7.2	8.3		
WLWV	Salisbury	A	105.5	2.1	384	c	Clear Channel Comm	82	0008		sw	Oldies	550	1.41	2.5	1.7	2.5	2.5	1.5	2.6	2.2	2.4	2.3		
WXJN	Lewes	A	105.9	6.0	328	b	Delmarva Bcstg Co	92	9708		d2	Country			3.8	2.6	3.3	3.5	2.5	2.6	3.3	2.7	3.5		
WKHW	Pocomoke City	A	106.5	1.8	341	a	Great Scott Bcstg	92	9909		g	1 Oldies	100		0.3	0.4	0.0	0.5	0.0	0.5	0.6	0.0	0.7		
WRXS	Ocean City	A	106.9	4.5 cp	384		Atlantic Radio Bcstg	94	9805	360		CHR	350	2.24	1.0	0.4	0.5	0.5	1.0	1.0	0.8	0.8	1.1		
WTDK	Federalburg	A	107.1	3.9	407	d	MTS Broadcasting	78	9701		g	Oldies	200		0.8	0.9	0.5	0.5	0.7	0.0	0.6	0.5	0.6		
WKHI	Fruitland	B1	107.5	18.5 cp	338	a	Great Scott Bcstg	72	9909		g	Lite Rock			0.5	0.4	1.5	0.8	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					28	# Combos -					21	FM TOTALS					94.0	75.5	76.0	72.9	75.0	74.8	72.1	76.0	74.3

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 148

Revenue Rank: 132

Salisbury-Ocean City, MD Market Overview



Metro Counties / Population (000)

Somerset, MD	25.2
Wicomico, MD	87.0
Worcester, MD	48.9
Sussex, DE	164.2
Total	325.3

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$13,400	\$13,400	\$14,000	\$14,900	\$14,200	\$15,600
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.9%	\$16,400	\$17,400	\$18,300	\$19,300	\$20,300	5.3%
Revenue/Retail Sales	NA ^{1/}	\$3.20/1,000	\$3.35/1,000				Est. Breakout
Revenue/Capita	\$48.29	\$47.96	\$56.82				Local 80%
							National 20%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	277.5	325.3	3.2%	325.3	357.3	1.9%
Households	106.0	128.8	4.0%	128.8	143.8	2.2%
Retail Sales	NA ^{1/}	4,879.5	NA ^{1/}	4,879.5	6,051.1	4.4%
EBI ^{2/}	3,662.1	4,674.8	5.0%	4,674.8	5,813.4	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	158.4	24.0	13.4	14.6	18.6	23.8	22.3	41.8
Women (000)	166.9	23.0	12.5	14.6	18.2	24.0	23.4	51.2
Total	325.3	47.0	25.9	29.2	36.7	47.9	45.7	93.0
Percentage	100.0%	14.5%	7.9%	9.0%	11.3%	14.7%	14.0%	28.6%
Per Capita	\$ 14,369							
				Median Household	\$ 30,390		Avg Household	\$ 36,308
Ethnic Population:	White	76.3%	Black	19.4%	Asian	1.1%	Hispanic	3.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	22	6		15	28	8	36
Tot 12+	47.9	27.6		65.9	75.5	6.2	81.7
Avg 12+	2.2	4.6		4.4	2.7	0.8	2.3
Tot LCS	58.6	33.8		80.7	92.4	7.6	100.0
Avg LCS	2.7	5.6		5.4	3.3	0.9	2.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

AM Stations										ARB 12+ Metro Shares (see rights)															
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
				Power (kW)	Power (kW)											Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WDMV	Brinklow	B	540	1.0 cp	1.00		Birach Bcstg Corp	55			1	Nostalgia	100			0.9	0.0	0.0	0.0	0.5	1.1	0.8	1.3		
WJWL	Georgetown	B	900	10.5	1.08	a	Great Scott Bcstg	51	6104			Nostalgia	200	0.51	2.5	1.9	1.8	2.5	1.5	2.6	1.1	3.4	2.0		
WYUS	Milford	D	930	0.5	0.00	b	Delmarva Bcstg Co	53	9708		d2	Spanish	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTGM	Salisbury	B	960	5.0	5.00	c	Clear Channel Comm	40	0008		sw	Sprts/Talk	100	0.58	1.1	1.1	0.0	0.8	1.0	1.0	0.0	0.0	0.7		
WJWK	Seaford	B	1280	0.8	0.21	a	Great Scott Bcstg	55	9805		c1	Nostalgia			0.4	0.2	0.0	0.5	0.2	0.3	0.0	0.0	0.4		
WICO	Salisbury	D	1320	1.0	0.03	b	Delmarva Bcstg Co	57	9708		d2	Talk/News	300	1.07	1.8	1.7	0.0	1.3	1.5	0.8	0.8	1.9	1.2		
WJDY	Salisbury	D	1470	5.0	0.04	c	Clear Channel Comm	58	0008		sw	Gospel	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKHZ	Ocean City	B	1590	1.0	0.23		Radio Bcst Comm	60	0102	100		Nws/Tlk/Spt				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					8	# Combos -					6	AM TOTALS					5.8	6.2	1.8	5.1	4.2	5.2	3.0	6.1	5.6
AM & FM Stations Profiled -					36	# Duopolies -					14	Total Local Commercial Share					81.7	77.8	78.0	79.2	80.0	75.1	82.1	79.9	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 149

Revenue Rank: 243

Newburgh-Middletown, NY Market Overview



Metro Counties / Population (000)

Orange, NY	345.1
	345.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$3,100	\$3,200	\$3,800	\$4,100	\$4,900	\$5,800
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	18.4%	\$6,100	\$6,500	\$6,700	\$7,100	\$7,500	5.0%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$1.41/1,000	\$1.54/1,000	Local	80%		
Revenue/Capita	\$9.52	\$16.81	\$21.06	National	20%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	325.5	345.1	1.2%	345.1	356.1
Households	106.6	116.3	1.8%	116.3	120.7	0.7%
Retail Sales	NA ^{1/}	4,104.4	NA ^{1/}	4,104.4	4,883.6	3.5%
EBI ^{2/}	4,868.3	5,732.3	3.3%	5,732.3	6,903.1	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	172.2	34.5	17.3	17.1	21.1	28.9	24.6	28.7
Women (000)	173.0	32.1	16.2	13.5	21.5	28.6	24.8	36.3
Total	345.1	66.6	33.5	30.6	42.5	57.5	49.4	65.0
Percentage	100.0%	19.3%	9.7%	8.9%	12.3%	16.7%	14.3%	18.8%
Per Capita	\$ 16,303							
			Median Household	\$ 40,338			Avg Household	\$ 47,675
Ethnic Population:	White	83.0%	Black	8.3%	Asian	1.6%	Hispanic	12.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	3		8	11	6	17
Tot 12+	17.5	28.0		43.1	45.5	1.4	46.9
Avg 12+	2.2	9.3		5.4	4.1	0.2	2.8
Tot LCS	37.3	59.7		91.9	97.0	3.0	100.0
Avg LCS	4.7	19.9		11.5	8.8	0.5	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Poughkeepsie and Westchester.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WRRV	Middletown	A	92.7	6.0 cp	269	e	Cumulus Bcstg Inc	66	0203		g2	Alternative	2,600	3.32	13.5	5.3	5.5	6.0	5.1	7.3	4.7	4.1	5.8
WPKF	Poughkeepsie	A	96.1	4.4	184	f	Clear Channel Comm	97	0008			CHR	n/a		0.4	1.2	1.9	0.3	0.0	0.0	0.0	0.0	0.0
WTSX	Port Jervis	A	96.7	3.0	299	d	Clear Channel Comm	70	0108 p	3,000	c1	Oldies	925		1.8	1.0	2.1	0.5	1.0	0.5	2.4	0.9	0.0
WRRB	Arlington	A	96.9	0.3	1007	b	Cumulus Bcstg Inc	89	0203			Alternative	n/a			0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
WZAD	Wurtsboro	A	97.3	0.6	719	e	Cumulus Bcstg Inc	91	0203		g2	Oldies	1,075		3.6	1.0	1.7	1.5	1.5	2.5	1.8	3.2	3.7
WCZX	Hyde Park	A	97.7	0.3	1030	b	Cumulus Bcstg Inc	70	0203			Oldies	n/a		6.9	2.6	2.6	2.3	3.4	3.5	1.3	1.8	3.7
WFKP	Ellenville	A	99.3	0.1	1631	f	Clear Channel Comm	70	0008	See (163)		CHR	n/a		4.8	2.1	3.3	1.8	2.2	1.8	2.6	1.8	0.7
WHUD	Peekskill	B	100.7	50.0	499	a	Pamal Broadcasting	58	9701	See (60)		AC	n/a		18.5	12.2	7.4	7.3	8.0	9.1	10.2	9.2	10.0
WPDH	Poughkeepsie	B	101.5	4.4	1539	b	Cumulus Bcstg Inc	62	0203			Clsc Rock	n/a		15.4	6.7	6.7	7.3	5.4	6.3	7.6	6.2	5.0
WGNV	Newburgh	A	103.1	6.0	279	c	Sunrise Bcstg Corp	66	9007		st	Hot AC	750	2.05	6.3	4.1	2.9	2.8	2.4	3.5	2.6	3.7	4.4
WSPK	Poughkeepsie	B	104.7	7.4	1250	a	Pamal Broadcasting	47	9711	See (163)		CHR	n/a		28.7	9.1	9.7	11.3	12.4	13.1	12.9	11.8	15.4
# FM Stations -				11		# Combos -				11		FM TOTALS			99.9	45.5	44.0	41.1	41.4	47.6	46.1	42.7	48.7

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WTBQ	Warwick	D	1110	0.3	0.00	FST Bcstg Corp	69	9406	145		Oldies/AC	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWLE	Cornwall	D	1170	0.8	0.00	Stewart, Charles	69	0001	100		News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGNV	Newburgh	D	1220	5.0 cp	0.18	c	Sunrise Bcstg Corp	33	9007		st	Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WALL	Middletown	C	1340	1.0	1.00	e	Cumulus Bcstg Inc	42	0203		g2	Sports	250		1.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	1.1
WEOK	Poughkeepsie	D	1390	5.0	0.11	e	Cumulus Bcstg Inc	49	0203			Sports	n/a		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDLC	Port Jervis	C	1490	1.0	1.00	d	Clear Channel Comm	53	0108 p		c1	Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				6		# Combos -				4		AM TOTALS			0.0	1.4	0.0	0.0	0.0	0.0	0.5	0.0	1.1
AM & FM Stations Profiled -				17		# Duopolies -				6		Total Local Commercial Share			46.9	44.0	41.1	41.4	47.6	46.6	42.7	49.8	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 150

Revenue Rank: 122

Montgomery, AL Market Overview



Metro Counties / Population (000)

Autauga, AL	44.8
Elmore, AL	68.3
Montgomery, AL	221.9
Total	335.0

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$14,500	\$14,900	\$15,600	\$17,200	\$15,900	\$17,000	3.1%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.9%	\$17,800	\$19,100	\$20,100	\$21,200	\$22,300	5.6%

Revenue/Retail Sales Revenue/Capita

	1997	2002	2007
Revenue/Retail Sales	NA ^{1/}	\$4.47/1,000	\$5.12/1,000
Revenue/Capita	\$45.31	\$50.75	\$65.20

Est. Breakout

Local	88%
National	12%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	320.0	335.0	0.9%	335.0	342.0	0.4%
Households	116.3	126.6	1.7%	126.6	132.1	0.9%
Retail Sales	NA ^{1/}	3,806.4	NA ^{1/}	3,806.4	4,355.1	2.7%
EBI ^{2/}	4,546.3	5,483.6	3.8%	5,483.6	6,788.8	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	161.6	29.3	15.3	18.8	22.9	24.9	21.7	28.7
Women (000)	173.5	28.3	14.5	17.7	23.7	26.6	23.8	38.9
Total	335.0	57.6	29.8	36.5	46.6	51.5	45.5	67.5
Percentage	100.0%	17.2%	8.9%	10.9%	13.9%	15.4%	13.6%	20.2%
Per Capita	\$ 16,367							
				Median Household	\$ 34,509		Avg Household	\$ 43,315
Ethnic Population:	White	58.1%	Black	39.3%	Asian	0.9%	Hispanic	1.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		7	10	11	8	19
Tot 12+	19.9		48.0	66.6	67.9	13.1	81.0
Avg 12+	5.0		6.9	6.7	6.2	1.6	4.3
Tot LCS	24.6		59.3	82.2	83.8	16.2	100.0
Avg LCS	6.1		8.5	8.2	7.6	2.0	5.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Dothan.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WLWI	Montgomery	C	92.3	100.0	1096	b	Cumulus Bcstg Inc	69	9807		g2	Country	4,150	1.56	15.6	11.5	14.1	13.5	10.7	13.5	10.2	11.1	14.4		
WFXF	Prattville	C2	95.1	50.0	476	b	Cumulus Bcstg Inc	77	0105	10,000	d2	Clsc Rock	1,600	1.29	7.3	3.6	5.5	6.3	5.0	5.3	6.3	7.1	4.6		
● WTGZ	Tuskegee	A	95.9	4.3	377	d	Tiger Comm Inc	75	9609	450		New Rock			1.0	1.3	0.5	1.0	0.5	0.8	0.8	1.8	0.9		
WQKS	Montgomery	A	96.1	0.9	820	c	Montgomery Bcst Prop	90				1 Clsc Hits	750	1.13	3.9	2.8	1.9	3.1	3.0	3.3	2.1	2.1	2.8		
WMCZ	Millbrook	A	97.1	1.3	702	a	Clear Channel Comm	92	0008		g	R&BOd/UrbA	1,150	0.94	7.2	7.4	6.9	6.0	5.2	5.8	7.6	5.8	5.2		
WJWZ	Wetumpka	A	97.9	3.0	328	c	Montgomery Bcst Prop	98				1 Urban	400	0.25	9.6	8.4	8.3	6.5	8.2	9.8	8.9	6.6	8.2		
WBAM	Montgomery	C1	98.9	100.0 cp	981		Deep South Bcstg Co	61	7809			1 Top 40	900	1.20	4.4	3.3	2.2	3.9	3.0	3.0	3.1	3.7	3.4		
WHHY	Montgomery	C0	101.9	100.0	1096	b	Cumulus Bcstg Inc	62	0105		d2	CHR	900	1.15	4.6	4.1	4.1	3.9	3.2	3.8	5.8	5.8	5.9		
WMXS	Montgomery	C	103.3	100.0	1096	b	Cumulus Bcstg Inc	61	9807		g2	AC	1,500	1.24	7.1	5.4	7.7	5.3	5.7	5.8	5.5	5.3	3.9		
WQLD	Luverne	C1	104.3	13.5	1831	a	Clear Channel Comm	97	0008		g	Oldies	800	1.02	4.6	3.8	3.9	3.9	3.2	3.0	5.0	5.5	3.1		
WZHT	Troy	C	105.7	100.0	1831	a	Clear Channel Comm	73	0008		g	Urban	3,275	1.04	18.6	16.3	11.6	14.9	13.9	14.0	12.6	14.2	10.8		
# FM Stations -					11	# Combos -					9	FM TOTALS					83.9	67.9	66.7	68.3	61.6	68.1	67.9	69.0	63.2

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WMSP	Montgomery	B	740	10.0	0.17	b	Cumulus Bcstg Inc	53	9807		g2	Sports	350	0.86	2.4	1.8	1.7	1.7	2.0	2.0	1.3	2.1	1.9		
WMGY	Montgomery	D	800	1.0	0.00		GHB Bcstg	46	7507			Christian	100	0.53	1.1	0.5	0.8	1.0	0.7	0.8	0.8	0.5	0.7		
WNZZ	Montgomery	D	950	1.0	0.04	b	Cumulus Bcstg Inc	53	9807		g2	Adit Stndrd	100	0.23	2.6	1.3	1.9	2.4	1.7	1.8	1.8	1.8	2.1		
WACV	Montgomery	B	1170	10.0	1.00	c	Montgomery Bcst Prop	39	9306	125	1	Nws/Tlk/Spt	500	0.84	3.5	2.0	1.9	2.9	2.5	2.3	2.4	1.8	5.9		
WAPZ	Wetumpka	D	1250	5.0	0.08		Darity Bcstg Corp	54	8006	295		Gsp/R&B/Ur	150	0.52	1.7	1.3	1.1	1.4	1.2	1.3	1.6	1.1	1.4		
● WIQR	Prattville	B	1410	5.0	1.00		Star Power Comm	69	0103	167		Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WLWI	Montgomery	B	1440	5.0	1.00	b	Cumulus Bcstg Inc	30	0105		d2	News	100	0.28	2.1	3.1	1.9	1.7	1.5	1.5	1.8	1.6	0.9		
WXVI	Montgomery	B	1600	5.0	1.00		Sunshine 16 Radio	47	9411	225		Gospel	200	0.44	2.7	3.1	2.2	1.7	2.5	1.8	2.6	2.4	4.7		
# AM Stations -					8	# Combos -					4	AM TOTALS					16.1	13.1	11.5	12.8	12.1	11.5	12.3	11.3	17.6
AM & FM Stations Profiled -					19	# Duopolies -					6	Total Local Commercial Share					81.0	78.2	81.1	73.7	79.6	80.2	80.3	80.8	

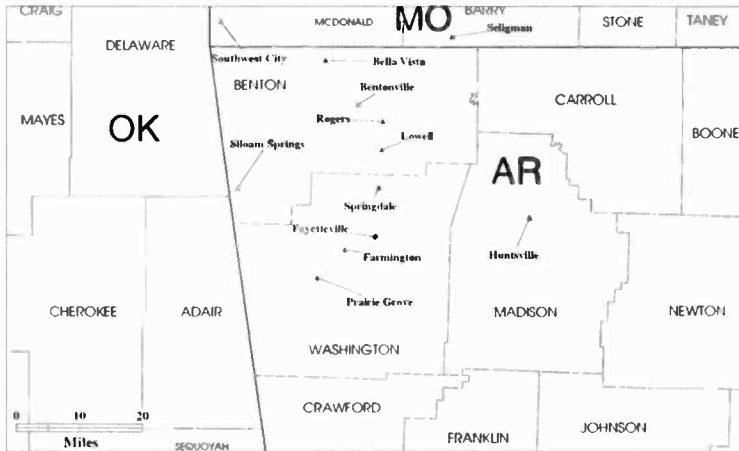
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 151

Revenue Rank: 156

Fayetteville, AR Market Overview



Metro Counties / Population (000)

Benton, AR	161.9
Washington, AR	163.4
Total	325.3

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$9,600	\$11,000	\$12,000	\$12,500	\$10,800	\$12,500	5.4%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	15.7%	\$13,200	\$14,200	\$15,000	\$15,800	\$16,600	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.25/1,000	\$3.29/1,000	Local 90%
Revenue/Capita	\$36.27	\$38.43	\$46.66	National 10%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	264.7	325.3	4.2%	325.3	355.8	1.8%
Households	102.4	123.7	3.9%	123.7	135.1	1.8%
Retail Sales	NA ^{1/}	3,841.3	NA ^{1/}	3,841.3	5,043.9	5.6%
EBI ^{2/}	3,826.4	5,102.2	5.9%	5,102.2	6,791.4	5.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	161.6	28.6	14.3	20.4	24.5	23.6	19.8	30.4
Women (000)	163.7	27.3	13.5	19.0	22.7	23.1	20.6	37.6
Total	325.3	55.9	27.7	39.4	47.1	46.7	40.4	68.0
Percentage	100.0%	17.2%	8.5%	12.1%	14.5%	14.4%	12.4%	20.9%
Per Capita	\$ 15,686							
				Median Household	\$ 33,497		Avg Household	\$ 41,248
Ethnic Population:	White	88.7%	Black	1.4%	Asian	1.7%	Hispanic	9.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		11	12	14	7	21
Tot 12+	7.2		63.7	68.9	70.9	6.9	77.8
Avg 12+	2.4		5.8	5.7	5.1	1.0	3.7
Tot LCS	9.3		81.9	88.6	91.1	8.9	100.0
Avg LCS	3.1		7.4	7.4	6.5	1.3	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Ft. Smith.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KKEG	Fayetteville	C3	92.1	7.6	532	c	Cumulus Bcstg Inc	64	9902	5,800	d2	AOR	475	1.00	3.8	2.6	2.4	2.7	3.2	4.8	1.6	1.5	3.8
KIGL	Seligman	C1	93.3	100.0	492	a	Clear Channel Comm	86	0008		g	Clsc Rock	1,275	1.23	8.3	8.6	7.9	6.8	6.1	5.4	8.4	8.3	8.0
KAMO	Rogers	C2	94.3	25.0	692	c	Cumulus Bcstg Inc	71	9901	6,525	d1	Country	400	0.64	5.0	6.9	5.2	5.2	2.6	4.2	3.2	5.8	3.0
• KDAB	Prairie Grove	C2	94.9	21.0	761	c	Cumulus Bcstg Inc	93	0104	2,000		80s Hits	300	0.96	2.5	3.4	2.1	1.9	2.0	2.7	2.9	0.6	0.0
KSEC	Bentonville	A	95.7	6.0	328		Bentonville Bcstg	02				NAC/SJz/8&	125	0.63	1.6	2.0	3.0	2.5	0.0	0.0	0.0	0.0	0.0
KFAY	Bentonville	C1	98.3	100.0	617	c	Cumulus Bcstg Inc	83	9902		d2	Country	500	0.71	5.6	4.0	4.6	4.1	4.6	3.9	2.9	6.1	5.3
KREB	Huntsville	C3	99.5	13.5	443	b	Butler Bcstg Co LLC	55	0002	1,500	d1	Mexican				1.7	0.9	0.0	0.0	0.0	0.0	0.6	0.9
• KURM	Southwest City	A	100.3	1.8	610	d	Kerm Inc	77	0204	350	+	Nws/Tlk/Spt				0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMXF	Lowell	C2	101.9	23.0	709	a	Clear Channel Comm	92	0008		g	CHR	950	0.71	10.7	7.4	7.0	7.4	9.2	8.5	10.6	7.7	4.7
KKIX	Fayetteville	C1	103.9	100.0	482	a	Clear Channel Comm	66	0008		g	Country	2,750	1.22	18.1	8.6	9.5	14.2	13.9	12.4	10.0	14.1	11.6
KXNA	Springdale	A	104.9	2.8	486	b	Butler Bcstg Co LLC	68	0002		d1	New Rock	700	0.77	7.3	4.9	4.9	5.5	5.8	4.2	4.8	3.4	3.1
KMCK	Siloam Springs	C1	105.7	100.0	476	c	Cumulus Bcstg Inc	47	9901		d1	CHR	1,075	0.79	10.9	7.1	4.3	8.8	8.1	6.9	11.6	13.8	10.9
KBVA	Bella Vista	C2	106.5	37.0	568		Hendren Radio	91				Variety	600	0.60	8.0	5.1	5.8	5.5	6.9	7.6	6.8	7.4	6.0
KEZA	Fayetteville	C	107.9	100.0	1260	a	Clear Channel Comm	83	0008		g	Soft AC	2,250	1.62	11.1	8.3	8.5	8.8	8.4	10.0	9.0	7.4	8.2
# FM Stations -				14	# Combos -				12	FM TOTALS				92.9	70.9	66.1	73.4	70.8	70.6	71.8	76.7	65.5	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KURM	Rogers	B	790	5.0	0.50	d	Kerm Inc	79				Nws/Tlk/Spt	250	0.87	2.3	1.7	3.7	1.6	2.0	1.5	1.9	2.1	2.8
KFAY	Farmington	B	1030	10.0	1.00	c	Cumulus Bcstg Inc	46	9902		d2	Talk	350	0.80	3.5	4.3	4.0	1.9	3.5	3.3	4.5	2.8	2.8
KREB	Bentonville-Bella	D	1190	2.5	0.00	b	Butler Bcstg Co LLC	79	0001	100		Sports	100	0.80	1.0	0.0	0.0	1.6	0.0	0.9	0.6	0.6	0.0
KOFC	Fayetteville	D	1250	0.9	0.05		Disney, Wm & Martha	57	8711	135		Gospl/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KUOA	Siloam Springs	D	1290	5.0	0.03		KUOA Inc	23	3303			Country	300		0.4	0.9	0.0	0.0	0.6	0.0	0.0	0.0	0.0
KZAR	Rogers	D	1390	1.0	0.05	b	Butler Bcstg Co LLC	54	0002		d1	Spn/Nws/Tlk				0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
KZRA	Springdale	D	1590	2.5	0.06	c	Cumulus Bcstg Inc	66	9901		d1	Spanish	100			0.0	0.0	0.0	0.0	0.0	1.6	0.0	2.1
# AM Stations -				7	# Combos -				5	AM TOTALS				7.2	6.9	7.7	5.1	6.1	5.7	9.2	5.5	7.7	
AM & FM Stations Profiled -				21	# Duopolies -				7	Total Local Commercial Share				77.8	73.8	78.5	76.9	76.3	81.0	82.2	73.2		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 152

Revenue Rank: 151

Huntington-Ashland, WV-KY Market Overview



Metro Counties / Population (000)

Boyd, KY	48.9
Carter, KY	27.2
Greenup, KY	36.6
Lawrence, OH	62.2
Cabell, WV	96.2
Wayne, WV	42.9
Total	314.0

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$10,900	\$10,900	\$12,100	\$12,500	\$12,200	\$12,900	3.3%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.7%	\$13,600	\$14,500	\$15,300	\$16,100	\$17,000	5.7%
Revenue/Retail Sales	NA ^{1/}	\$3.82/1,000	\$4.42/1,000				Est. Breakout
Revenue/Capita	\$34.46	\$41.08	\$54.61				Local 90%
							National 10%

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	316.3	314.0	-0.1%	314.0	311.3
Households	122.3	128.5	1.0%	128.5	130.2	0.3%
Retail Sales	NA ^{1/}	3,374.3	NA ^{1/}	3,374.3	3,843.3	2.6%
EBI ^{2/}	3,998.8	4,269.0	1.3%	4,269.0	4,907.6	2.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	151.5	22.9	12.9	16.1	19.0	21.7	22.3	35.8
Women (000)	162.5	21.9	12.1	16.5	19.8	22.7	23.7	45.9
Total	314.0	44.8	25.1	32.6	39.6	44.3	46.0	81.7
Percentage	100.0%	14.3%	8.0%	10.4%	12.6%	14.1%	14.7%	26.0%
Per Capita	\$ 13,594							
Median Household				\$ 25,847				
Avg Household							\$ 33,215	
Ethnic Population:								
White	96.0%							
Black		2.3%						
Asian					0.5%			
Hispanic							0.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	6	2	12	12	10	22
Tot 12+	16.7	41.6	10.8	69.1	69.1	8.8	77.9
Avg 12+	4.2	6.9	5.4	5.8	5.8	0.9	3.5
Tot LCS	21.4	53.4	13.9	88.7	88.7	11.3	100.0
Avg LCS	5.4	8.9	6.9	7.4	7.4	1.1	4.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Charleston, WV.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WRVC	Catlettsburg	A	92.7	2.4	532	a	KenMar Inc	72	9503	750	c2	Variety	650	1.68	3.0	3.7	1.9	2.1	2.6	3.1	3.2	2.1	2.4
WDGG	Ashland	C1	93.7	100.0	742	a	KenMar Inc	48	8712	1,900	c1	Country	1,700	1.42	9.3	7.1	7.7	7.9	6.7	6.1	6.0	6.7	5.9
WBVB	Coal Grove	A	97.1	3.0	472	b	Clear Channel Comm	90	0008		g	Oldies	425	0.51	6.5	6.5	4.5	6.0	4.2	5.5	4.4	5.5	4.8
WKEE	Huntington	B	100.5	53.0	561	b	Clear Channel Comm	57	0008		g	CHR	3,500	1.23	22.1	13.7	15.1	18.7	16.0	20.2	18.4	17.7	18.2
WRYV	Gallipolis	B	101.5	50.0	492		Legend Comm LLC	61	9810		g	Clsc Hits	350	0.80	3.4	2.8	2.9	2.4	2.9	3.4	3.2	1.8	2.6
WUGO	Grayson	A	102.3	4.8	364	c	Carter County Bcst	67				AC	200	0.86	1.8	2.5	2.9	1.2	1.6	1.2	1.9	3.7	1.8
WTCR	Huntington	B	103.3	50.0	492	b	Clear Channel Comm	66	0008		g	Country	3,200	1.22	20.4	12.7	15.1	14.5	17.3	14.4	15.2	15.6	14.1
WKLC	St. Albans	B	105.1	3.6	1663		L. M. Communications	66	8002	See (177)		AOR	n/a		3.6	1.9	2.9	3.0	2.6	2.4	2.5	1.8	2.2
WLGC	Greenup	C3	105.7	12.5	466	d	Hometown Bcstg Inc	82				Country	400	1.29	2.4	3.7	2.9	1.8	1.9	2.1	2.2	2.4	2.5
WAMX	Milton	B1	106.3	1.7	1109	b	Clear Channel Comm	80	0008		g	Rock	950	0.69	10.6	7.1	7.4	9.4	7.3	8.6	8.6	8.0	8.3
WBKS	Ironton	A	107.1	3.0	125	b	Clear Channel Comm	73	0008		g	Urban	250	0.51	3.8	4.0	3.2	3.3	2.6	1.8	1.6	1.2	2.9
WEMM	Huntington	B	107.9	50.0	499		Mortenson Bcstg Co	71				Gospel	450	0.92	3.8	3.4	2.9	3.3	2.6	2.4	2.9	4.0	4.7
# FM Stations -				12	# Combos -				9	FM TOTALS				90.7	69.1	69.4	73.6	68.3	71.2	70.1	70.5	70.4	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WVHU	Huntington	D	800	5.0	0.19	b	Clear Channel Comm	47	0008		g	News/Talk	150	0.34	3.4	4.3	3.5	2.7	2.6	1.2	2.9	3.7	2.8
WRVC	Huntington	B	930	5.0	1.00	a	KenMar Inc	23	8712		c1	Talk	150	0.73	1.6	1.2	1.0	1.2	1.3	0.9	2.9	2.1	1.4
WOKT	Cannonsburg	D	1040	2.5	0.00		WOKT Inc	87				Christian			0.4	0.0	0.0	0.0	0.6	0.6	0.0	0.6	0.9
WIRO	Ironton	C	1230	1.0	1.00	b	Clear Channel Comm	51	0008		g	News/Talk	100		0.4	0.6	0.3	0.3	0.3	0.0	0.6	0.9	0.6
WCMI	Ashland	C	1340	0.7	0.70	a	KenMar Inc	35	9503	750	c2	Sports			0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGOH	Grayson	D	1370	5.0	0.02	c	Carter County Bcst	59				Country	100	0.78	1.0	0.6	1.9	0.6	1.0	0.0	1.3	0.0	1.5
WTCR	Kenova	B	1420	5.0	0.50	b	Clear Channel Comm	54	0008		g	ChrsContem	100		0.4	0.6	1.0	0.6	0.0	1.2	1.0	0.9	0.8
● WHRD	Huntington	D	1470	5.0	0.07		Mortenson Bcstg Co	46	0305 p	200		Adlt Stndrd	150	0.48	2.4	0.9	1.3	2.1	1.6	3.4	0.6	0.0	0.0
WLGC	Greenup	D	1520	5.0 cp	0.00	d	Hometown Bcstg Inc	84				Gsp/Cty/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZZW	Milton	D	1600	5.0	0.03	b	Clear Channel Comm	73	0008		g	ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				10	# Combos -				8	AM TOTALS				9.6	8.8	9.0	7.5	7.4	7.3	9.3	8.2	8.0	
AM & FM Stations Profiled -				22	# Duopolles -				6	Total Local Commercial Share				77.9	78.4	81.1	75.7	78.5	79.4	78.7	78.4		

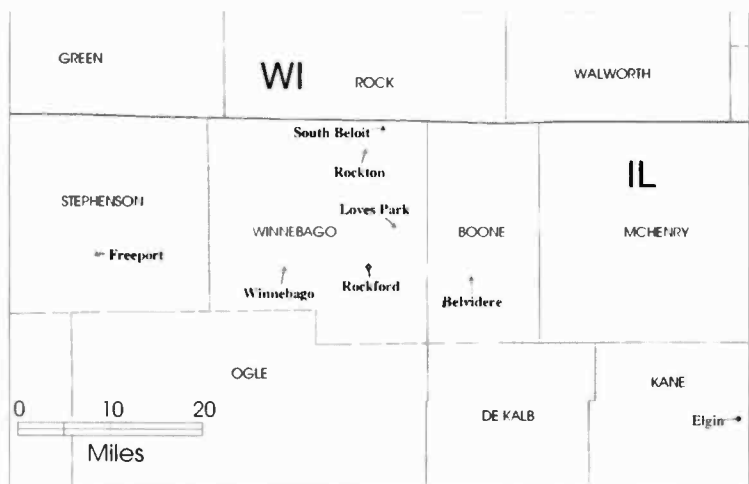
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 153

Revenue Rank: 137

Rockford, IL Market Overview



Metro Counties / Population (000)

Boone, IL	43.5
Winnebago, IL	280.3
Total	323.8

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	Δ 97 - 02
	\$11,500	\$12,800	\$13,900	\$15,500	\$14,100	\$14,400	4.6%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	Δ 02 - 07
	2.1%	\$15,400	\$16,500	\$17,100	\$18,100	\$19,000	5.6%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.57/1,000	\$3.95/1,000	Local 90%			
Revenue/Capita	\$37.84	\$44.47	\$56.75	National 10%			

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	Growth Rate	<u>2002</u>	<u>2007</u>	Growth Rate
MSA Population	303.9	323.8	1.3%	323.8	334.8	0.7%
Households	115.5	124.1	1.4%	124.1	128.7	0.7%
Retail Sales	NA ^{1/}	4,035.2	NA ^{1/}	4,035.2	4,808.7	3.6%
EBI ^{2/}	4,794.5	5,770.2	3.8%	5,770.2	7,048.0	4.1%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	158.7	29.2	15.1	13.9	21.5	25.2	22.6	31.2
Women (000)	165.1	27.8	14.3	13.5	21.5	25.2	23.4	39.4
Total	323.8	57.0	29.4	27.4	43.0	50.4	46.1	70.5
Percentage	100.0%	17.6%	9.1%	8.5%	13.3%	15.6%	14.2%	21.8%
Per Capita	\$ 17,818							
				Median Household	\$ 38,893		Avg Household	\$ 46,486
Ethnic Population:	White	82.7%	Black	9.5%	Asian	1.7%	Hispanic	8.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	2		7	7	4	11
Tot 12+	33.0	18.1		51.1	51.1	8.7	59.8
Avg 12+	6.6	9.1		7.3	7.3	2.2	5.4
Tot LCS	55.2	30.3		85.5	85.5	14.5	100.0
Avg LCS	11.0	15.1		12.2	12.2	3.6	9.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WYHY	Winnebago	A	95.3	1.3	512	b	71	9409		g	Clsc Hits	2,100	1.26	11.6	8.2	7.2	7.5	6.7	8.8	8.3	15.1	5.8			
● WKMQ	Loves Park	A	96.7	2.2	551	a	64	0010			Oldies	850	0.84	7.0	6.1	5.0	4.9	3.7	5.6	4.7	0.0	0.0			
WZOK	Rockford	B	97.5	50.0	430	a	49	0010		g	Top40/CHR	3,325	0.93	24.9	10.7	12.5	14.8	15.7	12.6	9.4	11.0	16.2			
WXXQ	Freeport	B1	98.5	11.0	492	a	47	0010		g	Country	2,200	0.99	15.5	7.4	15.4	9.1	9.8	9.7	10.6	10.4	10.3			
WQFL	Rockford	A	100.9	2.7	489		74	8006	590		ChrsContem	300	0.41	5.1	3.1	2.1	3.4	2.8	2.4	2.2	2.1	1.5			
WGFB	Rockton	A	103.1	1.2	525	b	63	9910		g5	AC	1,825	1.56	8.1	6.4	5.3	5.4	4.5	4.6	5.0	5.2	8.1			
WXRX	Belvidere	A	104.9	4.0	400	b	71	8908		c1	Clsc Rock	2,200	1.07	14.3	9.2	8.2	8.8	8.7	9.4	7.5	7.8	11.0			
# FM Stations -														7	# Combos -		6	FM TOTALS							
														86.5	51.1	55.7	53.9	51.9	53.1	47.7	51.6	52.9			

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WNTA	Rockford	D	1330	1.0	0.09	b	53	8908		c1	Nws/Tlk/Old	600	0.61	6.8	4.1	3.2	4.7	3.7	4.0	3.3	4.4	3.6			
WTJK	South Beloit	B	1380	5.0	5.00		48	0010	236		Sports	100		6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WROK	Rockford	B	1440	5.0	0.27	a	23	0010		g	News/Talk	900	0.92	6.8	4.6	2.7	4.1	4.2	3.5	4.2	3.1	5.3			
WLUV	Loves Park	D	1520	0.5	0.01		62				Country			6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations -														4	# Combos -		2	AM TOTALS							
														13.6	8.7	5.9	8.8	7.9	7.5	7.5	7.5	8.9			
AM & FM Stations Profiled -														11	# Duopolies -		3	Total Local Commercial Share							
														59.8	61.6	62.7	59.8	60.6	55.2	59.1	61.8				

Docket 80-90 Allocations: 106.1, A, Oregon

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 154

Revenue Rank: 136

Macon, GA Market Overview



Metro Counties / Population (000)

Bibb, GA	153.3
Houston, GA	114.7
Jones, GA	24.3
Peach, GA	24.2
Total	316.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$11,000	\$11,100	\$12,100	\$12,400	\$12,000	\$14,700
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	22.5%	\$15,500	\$16,600	\$17,500	\$18,500	\$19,400	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.91/1,000	\$4.57/1,000	Local	85%		
Revenue/Capita	\$36.01	\$46.45	\$59.06	National	15%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	305.5	316.5	0.7%	316.5	328.5	0.7%
Households	112.9	119.9	1.2%	119.9	126.0	1.0%
Retail Sales	NA ^{1/}	3,761.0	NA ^{1/}	3,761.0	4,247.9	2.5%
EBI ^{2/}	3,890.8	5,066.8	5.4%	5,066.8	6,222.4	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	150.4	28.7	14.7	15.0	20.2	24.0	21.0	26.8
Women (000)	166.1	27.5	14.5	17.2	22.1	25.7	22.5	36.6
Total	316.5	56.2	29.2	32.3	42.2	49.7	43.5	63.3
Percentage	100.0%	17.7%	9.2%	10.2%	13.3%	15.7%	13.8%	20.0%
Per Capita	\$ 16,009			Median Household	\$ 34,793		Avg Household	\$ 42,245
Ethnic Population:	White	58.5%	Black	38.0%	Asian	1.3%	Hispanic	2.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7		7	11	14	11	25
Tot 12+	17.3		48.0	62.4	65.3	16.5	81.8
Avg 12+	2.5		6.9	5.7	4.7	1.5	3.3
Tot LCS	21.1		58.7	76.3	79.8	20.2	100.0
Avg LCS	3.0		8.4	6.9	5.7	1.8	4.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WMKS	Macon	A	92.3	3.0	328	d	Cumulus Bcstg Inc	92	0301	35,500	d1	Clsc Hits	550	0.94	4.0	1.4	2.2	2.7	4.0	2.5	2.4	2.0	2.2
WPEZ	Jeffersonville	C1	93.7	100.0 cp	679	d	Cumulus Bcstg Inc	73	0303			AC/LIRck	1,750	1.42	8.4	6.6	6.6	6.1	8.0	9.9	8.7	9.3	8.1
WMGB	Montezuma	C2	95.1	46.0	390	d	Cumulus Bcstg Inc	93	0301		d1	CHR	1,200	1.12	7.3	5.5	5.3	6.1	6.1	8.0	6.5	9.6	6.7
WYNF	Gray	C3	96.5	8.0	571	c	Clear Channel Comm	94	0102		g1	AdHts/Top40	75		0.9	1.7	2.2	0.0	1.6	1.1	2.4	2.0	1.1
• WIBB	Fort Valley	C3	97.9	10.5	499	c	Clear Channel Comm	90	0102		g1	Urban AC	2,275	1.01	15.3	12.7	11.9	12.6	13.0	12.1	12.3	10.8	12.9
WDEN	Macon	C1	99.1	100.0	581	d	Cumulus Bcstg Inc	47	0303		d1	Country	2,750	1.60	11.7	11.5	12.2	8.0	11.7	11.6	12.8	12.3	12.4
WCOP	Unadilla	A	99.9	6.0	328	e	Toccoa Falls College	95	9512	168		Christian	75		0.8	0.6	0.6	0.5	0.8	0.0	0.0	0.5	0.0
WQMJ	Forsyth	A	100.1	3.0	299	a	Roberts Comm	73	9707	550	c4	R&B Oldies	50	0.34	1.0	0.6	2.2	0.8	0.8	0.6	0.0	0.0	1.8
WPGA	Perry	A	100.9	3.3	446	b	Register Comm Inc	66			nc	Hot AC	300	0.97	2.1	2.3	1.9	2.4	1.1	2.2	2.7	1.7	1.7
WRBV	Warner Robins	A	101.7	4.9	354	c	Clear Channel Comm	69	0102		g1	Urban/AC	800	0.56	9.7	5.5	7.2	9.4	6.9	5.8	4.6	5.9	6.5
WELV	Warner Robins	A	102.5	4.0	328	c	Clear Channel Comm	94	0102		g1	Smooth Jazz	275	0.29	6.4	2.3	2.8	5.1	5.6	4.7	6.1	4.2	5.8
WAYS	Macon	C3	105.5	6.1	659	d	Cumulus Bcstg Inc	68	0301		d1	Oldies	400	0.85	3.2	3.7	4.7	2.7	2.7	4.1	3.4	4.7	6.1
WQBZ	Fort Valley	C2	106.3	50.0	492	c	Clear Channel Comm	81	0102		g1	AOR	1,650	1.63	6.9	6.3	5.3	5.6	5.9	5.2	5.8	5.4	6.8
WFXM	Gordon	A	107.1	2.3	541	a	Roberts Comm	76	9707	575	c1	Urban CHR	450	0.44	6.9	4.6	5.0	7.2	4.3	6.3	6.1	7.1	5.9
# FM Stations -				14	# Combos -				14	FM TOTALS				84.6	65.3	70.1	69.2	72.5	74.1	73.8	75.5	78.0	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WBML	Macon	D	900	2.0	0.15	Rodgers Bcstg Corp	40	7909			Religion	150		0.3	0.6	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.6
WMAC	Macon	B	940	50.0	10.00	d	Cumulus Bcstg Inc	22	0301		d1	Nws/Tlk/Spt	750	0.81	6.3	6.3	7.5	4.5	6.1	5.0	4.6	3.4	5.3
• WPGA	Perry	D	980	2.6 cp	0.08	b	Register Comm Inc	55	6006	57		Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXJO	Gordon	D	1120	10.0	0.00	a	Roberts Comm	69	9707		c1	Black Gospl			0.3	0.0	0.3	0.0	0.5	0.0	0.0	0.0	0.0
WXKO	Fort Valley	D	1150	1.0	0.06	a	Roberts Comm	51	9707		c4	Black Gospl	75		0.8	0.6	0.9	0.5	0.8	1.1	1.7	0.7	0.4
WDDO	Macon	C	1240	1.0	1.00	d	Cumulus Bcstg Inc	57	0301		d1	Black Gospl	200	0.30	4.6	4.0	1.6	4.8	2.9	4.1	5.8	5.1	4.6
WLCG	Macon	D	1280	5.0	0.10	c	Clear Channel Comm	48	0102		g1	Black Gospl	200	0.85	1.6	2.6	1.3	2.4	0.3	0.0	0.0	0.0	0.0
WNNG	Warner Robins	B	1350	5.0	0.50	e	Chase Bcstg Inc	54	0108	63		Adlt Stndrd	450	2.78	1.1	1.2	0.6	1.3	0.5	0.0	0.0	0.0	0.0
• WNEX	Macon	C	1400	1.0 cp	1.00	b	Register Comm Inc	45	0003	170		Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDEN	Macon	D	1500	1.0	0.00	d	Cumulus Bcstg Inc	67	0303		d1	Country			0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRNC	Dry Branch	B	1670	10.0 cp	1.00	c	Clear Channel Comm	66	0102		g1	Gospel	200		0.5	0.6	0.6	0.5	0.3	0.0	0.0	0.0	0.0
# AM Stations -				11	# Combos -				10	AM TOTALS				15.5	16.5	12.8	14.0	11.9	10.2	12.1	9.2	10.9	
AM & FM Stations Profiled -				25	# Duopolies -				10	Total Local Commercial Share				81.8	82.9	83.2	84.4	84.3	85.9	84.7	88.9		

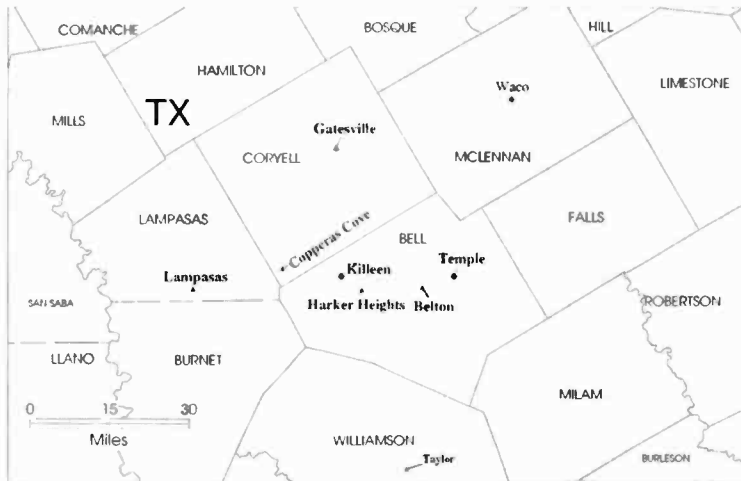
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 155

Revenue Rank: 243

Killeen-Temple, TX Market Overview



Metro Counties / Population (000)

Bell, TX	245.5
Coryell, TX	76.2
Total	321.7

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$5,300	\$5,800	\$5,900	\$6,000	\$5,500	\$5,800	1.7%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.5%	\$6,100	\$6,600	\$6,900	\$7,300	\$7,700	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.87/1,000	\$1.84/1,000	Local 85%
Revenue/Capita	\$17.72	\$18.03	\$22.33	National 15%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	299.1	321.7	1.5%	321.7	344.8	1.4%
Households	98.4	108.9	2.0%	108.9	117.9	1.6%
Retail Sales	NA ^{1/}	3,104.6	NA ^{1/}	3,104.6	4,193.7	6.2%
EBI ^{2/}	3,524.7	4,472.3	4.9%	4,472.3	5,773.0	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	162.1	32.2	14.5	27.1	28.6	22.9	16.1	20.7
Women (000)	159.6	30.8	13.9	20.3	26.6	24.4	17.4	26.2
Total	321.7	63.0	28.4	47.3	55.2	47.3	33.6	46.9
Percentage	100.0%	19.6%	8.8%	14.7%	17.2%	14.7%	10.4%	14.6%
Per Capita	\$ 13,902							
			Median Household	\$ 33,201			Avg Household	\$ 41,084
Ethnic Population:	White 63.1%	Black 21.0%	Asian 2.9%				Hispanic 16.2%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		7	8	10	4	14
Tot 12+	16.3		32.2	44.3	48.5	3.3	51.8
Avg 12+	5.4		4.6	5.5	4.9	0.8	3.7
Tot LCS	31.5		62.2	85.5	93.6	6.4	100.0
Avg LCS	10.5		8.9	10.7	9.4	1.6	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Austin.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KIIZ	Killeen	A	92.3	3.6	259	b	Clear Channel Comm	91	0008		g	Urban	1,600	1.07	25.9	10.0	11.8	14.2	12.1	11.2	13.7	9.4	12.6
• KDHT	Cedar Park	C	93.3	100.0 cp	1926	b	Emmis	61	0306		1	Hip Hop	n/a		5.3	4.2	3.2	2.0	3.3	2.9	2.3	4.4	2.2
• KVLZ	Gatesville	A	98.3	0.2	279	b	Educational Media	76	0304	100		ChrsContem			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KHHL	Leander	C2	98.9	40.0 cp	404	a	Amigo Bcstg LP	76	0203	See (42)		Mexican	n/a		4.6	3.0	2.1	2.9	1.8	2.9	1.5	2.9	2.5
KLTD	Temple	C3	101.7	16.5	410	a	Cumulus Bcstg Inc	95	0105	1,250		Clsc Rock	650	1.84	6.1	3.6	2.9	3.5	2.7	6.4	3.5	3.2	4.0
KSSM	Copperas Cove	C3	103.1	8.6	558	a	Cumulus Bcstg Inc	77	0004	2,750		Urban AC	825	1.69	8.4	7.6	5.3	4.3	4.2	5.8	6.1	4.1	4.7
KQBT	Taylor	C2	104.3	48.0	492		Infinity Bcstg	75	0102			CHR	n/a		8.2	3.6	3.8	4.1	4.2	6.7	4.9	3.5	4.0
KUSJ	Harker Heights	C2	105.5	33.0	600	a	Cumulus Bcstg Inc	94	0003	2,250		Country	1,000	1.34	12.9	6.0	7.1	6.4	6.6	4.5	5.8	5.3	6.8
KOOC	Belton	C3	106.3	11.5	489	a	Cumulus Bcstg Inc	70	0004	2,750		Hot AC	400	1.15	6.0	4.2	3.2	4.1	2.1	3.8	4.7	4.4	5.7
KLFX	Nolanville	A	107.3	2.0	525	b	Clear Channel Comm	87	0108 p	2,600		Rock	850	0.95	15.5	6.3	6.5	8.1	7.6	6.7	8.1	6.7	6.2
# FM Stations -					10	# Combos -					7	FM TOTALS			92.9	48.5	45.9	49.6	44.6	50.9	50.6	43.9	48.7

AM Stations

Calls	City of License	FCC Class	Freq	Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
				Day (kW)	Night (kW)								Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KREH	Pecan Grove	D	900	5.0	0.01		Bustos Media Holding	52	9905	750		Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KTON	Belton	D	940	1.0	0.01		M&M Broadcasters Ltd	61	0305 p	400		Christian				0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.5	
KRMV	Killeen	D	1050	0.3	0.00		Martin Bcstg Inc	55	9308	118		Mexican	100			0.9	0.0	0.0	0.0	0.6	0.0	1.2	0.0	
• KTEM	Temple	C	1400	1.0 cp	0.95	a	Cumulus Bcstg Inc	36	0201	425		Nws/Tlk/Spt	350	0.85	7.1	2.4	3.8	3.2	3.9	1.9	5.2	2.1	3.7	
# AM Stations -					4	# Combos -					1	AM TOTALS			7.1	3.3	3.8	3.2	3.9	2.5	5.2	5.1	4.2	
AM & FM Stations Profiled -					14	# Duopolies -					3	Total Local Commercial Share			51.8	49.7	52.8	48.5	53.4	55.8	49.0	52.9		

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 156

Revenue Rank: 228

Flagstaff-Prescott, AZ Market Overview



Metro Counties / Population (000)

Coconino, AZ	120.2
Yavapai, AZ	179.0
Total	299.2

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	\$6,000	\$6,700	\$7,400	\$6,300	\$6,600
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.8%	\$7,000	\$7,500	\$7,900	\$8,300	\$8,700	5.7%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$1.92/1,000	\$1.97/1,000	Local	80%		
Revenue/Capita	N/A	\$22.06	\$25.72	National	20%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	258.1	299.2	3.0%	299.2	338.2
Households	95.1	117.4	4.3%	117.4	134.9	2.8%
Retail Sales	NA ^{1/}	3,442.6	NA ^{1/}	3,442.6	4,405.7	5.1%
EBI ^{2/}	3,258.8	4,432.2	6.3%	4,432.2	5,983.8	6.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	147.6	23.4	13.7	15.8	16.5	19.3	21.2	37.8
Women (000)	151.6	22.0	12.7	14.8	15.6	21.1	22.3	43.1
Total	299.2	45.4	26.4	30.6	32.0	40.4	43.5	80.9
Percentage	100.0%	15.2%	8.8%	10.2%	10.7%	13.5%	14.5%	27.0%
Per Capita	\$ 14,813							
		Median Household	\$ 30,599				Avg Household	\$ 37,740
Ethnic Population:	White 80.1%	Black 0.7%	Asian 0.7%	Hispanic 10.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		15	12	18	11	29
Tot 12+	1.3		58.9	56.3	60.2	8.9	69.1
Avg 12+	0.4		3.9	4.7	3.3	0.8	2.4
Tot LCS	1.9		85.2	81.5	87.1	12.9	100.0
Avg LCS	0.6		5.7	6.8	4.8	1.2	3.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Phoenix.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KSGC	Tusayan	A	92.1	4.1	335	Tusayan Bcstg Co	91				Hot AC	100		6.7	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0
KAFF	Flagstaff	C	92.9	100.0	1513	Guyann Corporation	68				Country	700	1.58	5.4	5.7	5.1	4.5	5.7	3.6	0.0	0.0	
KXAZ	Page	C2	93.3	12.5	922	Lake Powell Comm	80				AC	50		0.8	1.0	0.6	1.1	0.0	0.0	0.0	0.0	
KMGN	Flagstaff	C	93.9	100.0	1509	Guyann Corporation	75				Clsc Rock	300	0.69	6.6	5.1	5.7	4.3	5.1	5.1	4.2	0.0	0.0
• KZGL	Cottonwood	C1	95.9	9.0	2494	Hafley, W. Grant	83	0008		d1	NwRck/Altve	550	0.80	10.4	5.1	7.4	7.1	7.8	6.2	6.3	0.0	0.0
KWMX	Williams	C2	96.7	10.5	1066	Red Rock Comm Ltd	97	9802	385		Oldies	175	1.06	2.5	2.2	2.7	2.0	1.5	1.1	2.1	0.0	0.0
KVNA	Flagstaff	C	97.5	43.0	1509	3 Points Media	88	0301	4,650		AC	150	0.58	3.9	2.2	2.1	2.3	3.3	3.2	2.7	0.0	0.0
KKLD	Prescott Valley	C2	98.3	0.9	2546	3 Points Media	96	0207	8,000		Oldies	550	1.57	5.3	3.8	2.4	3.4	4.2	2.4	5.1	0.0	0.0
KNOT	Prescott	A	99.1	6.0	200	Payne-Prescott Bcstg	77				Country	250	1.31	2.9	1.3	1.5	1.7	2.4	1.9	2.1	0.0	0.0
KLOD	Flagstaff	C2	100.1	5.3	1434	Rocket Radio Corp	99				Hot AC	100	0.95	1.6	1.6	0.6	1.4	0.9	1.1	1.8	0.0	0.0
KAHM	Prescott	C	102.1	58.0	2526	SW FM Bcstg	81				Easy	500	0.56	13.5	9.2	8.9	11.4	7.8	10.0	10.2	0.0	0.0
KQST	Sedona	C	102.9	100.0	1434	Rocket Radio Corp	84	9411	378		CHR	600	0.74	12.3	8.6	8.0	7.1	10.5	11.9	9.6	0.0	0.0
• KZKE	Seligman	A	103.3	3.7	423	Route 66 Bcstg LLC	95	9805	175		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFPB	Chino Valley	C3	103.9	8.1	568	Prescott Radio LLC	98				AC	50	0.76	1.0	0.0	1.2	1.4	0.0	0.0	0.0	0.0	
KFLX	Kachina Village	C2	105.1	5.0	1457	Red Rock Comm Ltd	94				Rock	200	0.78	3.9	2.9	3.3	2.9	2.7	1.4	0.9	0.0	0.0
KVRD	Cottonwood	C3	105.7	0.3	2556	Hafley, W. Grant	91	9509	750	c1	Country	200	0.52	5.8	3.5	3.9	4.6	3.6	5.4	6.9	0.0	0.0
KPPV	Prescott Valley	C2	106.7	3.7	1618	Prescott Valley Bcst	85				AC	300	0.83	5.5	3.5	2.7	3.1	4.8	3.5	2.7	0.0	0.0
KSED	Sedona	C	107.5	100.0	1463	Red Rock Comm Ltd	93	9212	100	cp	Country	250	0.71	5.3	4.8	5.4	3.4	4.2	5.1	3.9	0.0	0.0
# FM Stations -				18	# Combos -				13	FM TOTALS				88.0	60.2	62.1	62.3	63.3	65.9	61.8	0.0	0.0

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KVNA	Flagstaff	D	600	1.0	0.05	c	Hafley, W. Grant	50	0008		d1	Nws/Tlk/Spt	150	1.08	2.1	1.0	0.9	0.6	2.4	0.8	0.6	0.0	0.0
• KMIA	Black Canyon	B	710	22.0	3.90		Entravision Comm Co	81	0008			Mexcn/Oldes				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KAZM	Sedona	B	780	5.0	0.25		Tabback Bcstg Co	74				Nws/Tlk/Spt	875		1.4	0.6	1.2	1.1	0.9	0.5	0.6	0.0	0.0
KAFF	Flagstaff	D	930	5.0	0.03	a	Guyann Corporation	63				Country	150	0.99	2.3	1.9	1.2	0.9	2.4	1.1	2.4	0.0	0.0
KTBA	Tuba City	D	1050	5.0	0.01		Western Indian Minst	80				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KQNA	Prescott Valley	D	1130	1.0	0.00	f	Prescott Valley Bcst	86				Nws/Tlk/Var			0.4	0.0	0.0	0.0	0.6	0.0	0.0	0.0	
KYET	Williams	B	1180	10.0	0.25		Grand Canyon	92	9710	290		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KPGE	Page	C	1340	1.0	1.00	g	Lake Powell Comm	71				Oldies			1.0	0.0	0.6	1.4	0.0	0.0	0.0	0.0	
KNOT	Prescott	C	1450	1.0	1.00	d	Payne-Prescott Bcstg	57				BgBnd/Oldes	100	0.95	1.6	0.6	0.9	1.4	0.9	1.1	0.6	0.0	0.0
KYCA	Prescott	C	1490	1.0	1.00		SW Bcst Co	40	7104	125		News/Talk	200	1.26	2.4	3.8	2.7	1.4	2.1	3.5	2.1	0.0	0.0
KYBC	Cottonwood	D	1600	1.0	0.05	b	Hafley, W. Grant	64	9509		c1	Adlt Stndrd	100		0.6	1.0	0.6	0.9	0.0	1.9	2.1	0.0	0.0
# AM Stations -				11	# Combos -				6	AM TOTALS				11.8	8.9	8.1	7.7	9.3	8.9	8.4	0.0	0.0	
AM & FM Stations Profiled -				29	# Duopolies -				6	Total Local Commercial Share				69.1	70.2	70.0	72.6	74.8	70.2	0.0	0.0		

NOTE: Market first rated Fall 2000

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 157

Revenue Rank: 119

Evansville, IN Market Overview



Metro Counties / Population (000)

Posey, IN	27.0
Vanderburgh, IN	171.6
Warrick, IN	53.3
Henderson, KY	44.7
Total	296.6

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$14,100	\$15,700	\$17,200	\$18,200	\$16,200	\$17,100	3.9%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	5.6%	\$18,000	\$19,300	\$20,400	\$21,500	\$22,600	5.7%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	NA ^{1/}	\$3.84/1,000	\$3.95/1,000	Local 80%			
Revenue/Capita	\$48.60	\$57.65	\$75.64	National 20%			

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	290.1	296.6	0.4%	296.6	298.8	0.1%
Households	114.0	119.2	0.9%	119.2	121.7	0.4%
Retail Sales	NA ^{1/}	4,450.7	NA ^{1/}	4,450.7	5,715.5	5.1%
EBI ^{2/}	4,470.2	5,303.0	3.5%	5,303.0	6,504.4	4.2%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	142.5	23.7	12.9	14.2	17.7	22.9	21.3	29.8
Women (000)	154.1	22.5	12.7	15.5	18.2	23.5	21.9	39.8
Total	296.6	46.2	25.6	29.7	36.0	46.4	43.2	69.6
Percentage	100.0%	15.6%	8.6%	10.0%	12.1%	15.6%	14.6%	23.5%
Per Capita	\$ 17,881	Median Household		\$ 36,254	Avg Household		\$ 44,506	
Ethnic Population:	White 91.6%	Black 6.2%	Asian 0.7%	Hispanic 0.9%				

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	6	3	2	10	11	8	19
Tot 12+	27.1	26.3	21.2	73.8	74.6	10.5	85.1
Avg 12+	4.5	8.8	10.6	7.4	6.8	1.3	4.5
Tot LCS	31.8	30.9	24.9	86.7	87.7	12.3	100.0
Avg LCS	5.3	10.3	12.5	8.7	8.0	1.5	5.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WJPS	Chandler	A	93.5	3.2 cp	446	b	South Central Comm	94				Oldies	1,300	1.19	6.4	5.9	4.6	5.2	5.6	5.1	6.5	7.8	3.9
• WYNG	Mount Carmel	B	94.9	50.0	420	a	Regent Comm	60	0302 p	2,700	sw	Country	1,000	0.81	7.2	2.8	7.4	5.8	6.2	6.5	5.6	6.1	5.7
WSTO	Owensboro	C	96.1	100.0	1001	b	South Central Comm	48	0209 p	13,000		CHR	1,700	1.33	7.5	7.6	5.4	6.3	6.2	7.6	10.6	9.5	11.5
WKDQ	Henderson	C	99.5	100.0	984		Regent Comm	47	0302		g2	Country	2,200	1.07	12.0	13.6	11.2	7.8	12.4	8.8	9.7	11.5	11.0
WGBF	Henderson	A	103.1	3.2	453	a	Regent Comm	71	0302 p		sw	AOR	1,675	1.19	8.2	5.7	6.0	8.1	5.6	5.9	5.9	7.5	7.5
WIKY	Evansville	B	104.1	39.0	571	b	South Central Comm	48				FuSvc/AC	4,400	1.13	22.8	20.1	19.2	19.3	18.9	19.8	20.0	19.3	21.8
• WJLT	Evansville	B	105.3	50.0	492	a	Regent Comm	64	0302 p		sw	Lite AC	400	1.38	1.7	3.4	1.4	1.7	1.2	2.5	2.6	2.8	2.0
WDKS	Newburgh	A	106.1	6.0	328	a	Regent Comm	91	0302 p		sw	Top 40	900	0.59	8.9	7.4	8.9	7.5	7.4	9.6	4.1	2.5	2.7
WYFX	Mount Vernon	A	106.7	3.0	295	d	The Original Co Inc	92	9904	360	c1	Country	100		0.4	0.8	0.0	0.6	0.0	0.0	0.0	0.0	0.0
WYXY	Boonville	A	107.1	1.6	640		Engelbrecht, John P	67	0009	400	c2	Clsc Hits	500	0.71	4.1	2.8	4.3	3.5	3.3	0.6	0.0	0.0	0.0
WABX	Evansville	A	107.5	2.0	561	b	South Central Comm	96				Rock	1,400	0.92	8.9	4.5	4.3	8.1	6.8	6.2	6.8	5.6	6.3
# FM Stations -					11	# Combos -					9	FM TOTALS			88.1	74.6	72.7	73.9	73.6	72.6	71.8	72.6	72.4

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	(kW)								Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WSWI	Evansville	D	820	0.3	0.00		Univ of Southern IN	47					Modern Rock			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSON	Henderson	B	860	0.5	0.50		Lackey, Henry G	41	7907				Adlt Stndrd	350	0.89	2.3	1.7	2.6	2.0	1.8	2.8	2.9	1.7	1.9
WGAB	Newburgh	D	1180	0.7	0.00	c	Newburgh Bcstg Co	84					Talk	300	0.65	2.7	1.1	0.9	1.2	3.3	3.4	2.6	3.1	2.2
WGBF	Evansville	B	1280	5.0	1.00	a	Regent Comm	23	0302 p		sw	News/Talk	300	0.39	4.5	3.7	4.0	3.7	3.8	3.4	5.0	3.4	3.1	
WVHI	Evansville	B	1330	5.0	1.00		Word Broadcasting	48	9906	440			Religion	150		0.0	0.6	0.0	0.0	0.6	0.9	0.6	0.0	
WEOA	Evansville	C	1400	1.0	1.00	b	South Central Comm	36	8111	1,000			Urban	350	0.79	2.6	3.7	4.3	1.7	2.7	2.0	1.8	2.0	3.0
WBNL	Boonville	D	1540	0.3	0.00		Turpen	50	0106				Easy			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRCY	Mt. Vernon	D	1590	0.5	0.04	d	The Original Co Inc	55	9904		c1	Country	75			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					8	# Combos -					3	AM TOTALS			12.1	10.5	12.4	8.6	11.6	12.2	13.2	10.8	10.2	
AM & FM Stations Profiled -					19	# Duopolies -					4	Total Local Commercial Share			85.1	85.1	82.5	85.2	84.8	85.0	83.4	82.6		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 158

Revenue Rank: 103

Savannah, GA Market Overview



Metro Counties / Population (000)

Bryan, GA	24.8
Chatham, GA	234.4
Effingham, GA	40.1
Total	299.3

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$14,300	\$17,100	\$18,600	\$20,000	\$17,700	\$19,700
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	11.3%	\$20,800	\$22,300	\$23,500	\$24,800	\$26,100	5.7%
Revenue/Retail Sales	NA ^{1/}	\$4.65/1,000	\$4.69/1,000				Est. Breakout
Revenue/Capita	\$50.16	\$65.82	\$82.80				Local 85%
							National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	285.1	299.3	1.0%	299.3	315.2
Households	104.8	114.1	1.7%	114.1	121.7	1.3%
Retail Sales	NA ^{1/}	4,233.6	NA ^{1/}	4,233.6	5,560.9	5.6%
EBI ^{2/}	3,674.4	4,809.0	5.5%	4,809.0	6,074.3	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	145.0	26.3	13.6	16.3	20.6	22.1	19.2	26.9
Women (000)	154.3	25.2	12.8	16.1	21.0	23.3	21.1	34.8
Total	299.3	51.4	26.5	32.3	41.6	45.4	40.4	61.7
Percentage	100.0%	17.2%	8.8%	10.8%	13.9%	15.2%	13.5%	20.6%
Per Capita	\$ 16,069							
				Median Household	\$ 34,452		Avg Household	\$ 42,163
Ethnic Population:	White	60.7%	Black	35.2%	Asian	1.6%	Hispanic	2.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			15	12	15	5	20
Tot 12+			68.4	64.5	68.4	16.1	84.5
Avg 12+			4.6	5.4	4.6	3.2	4.2
Tot LCS			80.9	76.3	80.9	19.1	100.0
Avg LCS			5.4	6.4	5.4	3.8	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WEAS	Savannah	C1	93.1	100.0		981 c		67	9810		Cumulus Bcstg Inc	5,250	0.73	17.9	9.6	10.1	12.1	17.0	18.3	16.2	14.3	17.2
WQBT	Savannah	C0	94.1	100.0		1299 a		46	0008		Clear Channel Comm	1,000	0.71	7.1	7.1	9.0	9.4	2.2	3.0	3.6	3.9	6.2
WIXV	Savannah	C1	95.5	100.0		856 c		72	9808		Cumulus Bcstg Inc	1,450	1.57	4.7	4.2	3.6	4.4	3.3	3.9	6.1	3.4	4.5
WJCL	Savannah	C	96.5	100.0		1161 c		72	9804	7,250	Cumulus Bcstg Inc	2,450	1.50	8.3	7.6	8.1	7.9	5.6	5.0	6.7	5.1	4.6
WAEV	Savannah	C0	97.3	100.0	cp	1299 a		69	0008		Clear Channel Comm	1,200	1.96	3.1	4.2	3.3	2.9	2.2	3.6	3.9	5.3	6.6
WGCO	Midway	C1	98.3	100.0		981 b		74	0009		Triad Bcstg Co	1,400	1.09	6.5	3.4	3.0	5.6	5.0	3.9	3.3	2.0	4.3
WYKZ	Beaufort	C1	98.7	100.0		715 a		62	0008		Clear Channel Comm	1,500	1.21	6.3	4.0	3.9	4.1	6.1	3.6	2.8	4.8	5.5
WL VH	Hardeeville	C2	101.1	50.0		476 a		92	0008		Clear Channel Comm	2,025	1.37	7.5	7.6	7.2	5.6	6.7	8.6	7.8	9.3	8.4
WZAT	Savannah	C	102.1	100.0		1322 c		71	9810	3,500	Cumulus Bcstg Inc	850	1.03	4.2	4.0	4.2	3.8	3.1	6.4	4.5	5.3	4.9
WGZO	Parris Island	C3	103.1	17.5		328		85	0108	100	Zip Communications	250	0.79	1.6	1.4	2.4	0.9	1.7	1.4	1.7	0.8	0.0
WSIS	Springfield	C3	103.9	14.0		328 c		77	9808		Cumulus Bcstg Inc	150	0.36	2.1	1.1	0.9	1.8	1.7	1.4	1.9	4.2	0.7
WRHQ	Richmond Hill	C3	105.3	11.0		486		91			Thoroughbred Comm	1,400	1.27	5.6	4.0	4.5	4.4	4.7	2.5	3.3	2.8	2.1
WFXH	Hilton Head	C2	106.1	25.0		594 b		73	0009		Triad Bcstg Co	550	0.75	3.7	5.1	4.8	2.9	3.1	4.4	2.8	2.0	2.1
● WGZR	Bluffton	C1	106.9	100.0		801 b		89	0009		Triad Bcstg Co	675		0.4	1.4	0.6	0.6	0.0	0.0	0.6	0.0	0.0
● WLOW	Port Royal	C2	107.9	24.0		725 b		88	0009		Triad Bcstg Co	800	0.80	5.1	3.7	4.5	4.4	3.9	3.9	2.5	4.2	3.5
# FM Stations -				15	# Combos -				13	FM TOTALS				84.1	68.4	70.1	70.8	66.3	69.9	67.7	67.4	70.6

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WBMQ	Savannah	B	630	5.0		5.00 c		39	9808		Cumulus Bcstg Inc	575	0.73	4.0	2.8	2.1	2.6	3.9	3.3	3.6	2.8	4.4
WJLG	Savannah	D	900	4.4		0.15 c		50	9810		Cumulus Bcstg Inc	125	0.25	2.5	1.7	1.8	2.4	1.7	2.2	1.7	2.2	1.8
WSOK	Savannah	C	1230	1.0		1.00 a		46	0008		Clear Channel Comm	400	0.29	7.0	8.5	6.9	4.4	7.0	6.4	7.0	7.9	6.5
WTKS	Savannah	B	1290	5.0		5.00 a		29	0008		Clear Channel Comm	100		0.9	2.3	2.1	1.5	0.0	0.6	0.0	0.6	0.0
● WHGM	Savannah	C	1400	0.7		0.65		56	9909	500	Gilliam Comm Inc	225	0.71	1.6	0.8	1.2	0.9	1.7	0.8	1.9	0.8	1.4
# AM Stations -				5	# Combos -				4	AM TOTALS				16.0	16.1	14.1	11.8	14.3	13.3	14.2	14.3	14.1
AM & FM Stations Profiled -				20	# Duopolies -				8	Total Local Commercial Share				84.5	84.2	82.6	80.6	83.2	81.9	81.7	84.7	

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 159

Revenue Rank: 180

Utica-Rome, NY Market Overview



Metro Counties / Population (000)

Herkimer, NY	63.4
Oneida, NY	231.4
Total	294.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$8,000	\$9,100	\$9,800	\$10,600	\$9,500	\$10,000
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.3%	\$10,500	\$11,300	\$11,900	\$12,500	\$13,100	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.18/1,000	\$3.65/1,000	Local 87%
Revenue/Capita	\$26.64	\$33.92	\$46.31	National 13%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	300.3	294.8	-0.4%	294.8	282.9	-0.8%
Households	110.8	115.0	0.7%	115.0	112.2	-0.5%
Retail Sales	NA ^{1/}	3,148.0	NA ^{1/}	3,148.0	3,589.8	2.7%
EBI ^{2/}	3,667.8	4,089.3	2.2%	4,089.3	4,501.2	1.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	145.4	22.4	13.6	13.6	18.4	22.9	20.9	33.6
Women (000)	149.4	21.6	12.7	12.0	16.5	21.4	20.9	44.3
Total	294.8	44.0	26.2	25.6	34.9	44.3	41.8	77.9
Percentage	100.0%	14.9%	8.9%	8.7%	11.8%	15.0%	14.2%	26.4%

Per Capita	\$ 13,873	Median Household	\$ 29,557	Avg Household	\$ 35,561
Ethnic Population:	White 91.3%	Black 4.9%	Asian 1.1%	Hispanic 2.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	7		12	15	9	24
Tot 12+	15.1	47.8		62.4	62.9	12.4	75.3
Avg 12+	1.9	6.8		5.2	4.2	1.4	3.1
Tot LCS	20.1	63.5		82.9	83.5	16.5	100.0
Avg LCS	2.5	9.1		6.9	5.6	1.8	4.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WXUR	Herkimer	A	92.7	3.0	299	b	Arjuna Bcstg Corp	79	9403	118	c1	Oldies	225	0.90	2.5	1.6	1.0	2.0	1.8	1.4	1.9	1.3	1.3	
WUCL	Remsen	A	93.5	1.2	748	c	Clear Channel Comm	83	9906		g1	Oldies	300	1.00	3.0	2.2	3.4	2.0	2.6	2.2	2.2	2.3	3.4	
WKLL	Frankfort	B	94.9	34.0	568	e	Galaxy Comm	90	9004	165	cp	Modern Rock	525	0.72	7.3	4.1	4.7	3.8	7.3	6.1	5.1	5.7	5.9	
WODZ	Rome	B1	96.1	7.4	604	a	Regent Comm	68	0001		g5	Oldies	400	0.61	6.6	7.0	5.8	5.3	4.7	5.8	6.2	6.5	4.3	
WOURL	Utica	B	96.9	19.5	791	c	Clear Channel Comm	67	9906		g1	AdStd/NwRc	950	1.08	8.8	7.8	6.5	7.4	6.0	8.0	6.2	9.1	6.0	
WSKS	Whitesboro	A	97.9	1.5	669	c	Clear Channel Comm	94	0103		g3	Adult CHR	725	0.99	7.3	5.4	5.0	4.3	6.8	8.3	5.7	8.1	6.1	
WLZW	Utica	B	98.7	25.0	659	a	Regent Comm	74	0001		g5	AC	2,200	1.38	16.0	11.6	12.8	11.7	12.6	9.4	11.1	11.7	10.2	
WBGK	Newport Village	A	99.7	1.4	676	f	Roser	00	0105	575		Country	200	0.77	2.6	1.9	1.0	1.5	2.4	1.7	0.3	0.0	0.0	
• WBGJ	Sylvan Beach	A	100.3	6.0	328	cp	Fox, Craig	01	0203	350	cp	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKVU	Utica	A	100.7	1.6	627		Educational Media	94	0108	1,250		ChrsContem			0.0	0.0	0.0	0.0	0.0	1.7	2.2	0.5	0.8	
WBRV	Boonville	A	101.3	5.5	341	d	Flack Bctg Group LLC	89	9809		g	Country	100		0.9	0.5	0.8	0.8	0.5	0.6	0.0	0.8	0.0	
WRBY	Rome	B	102.5	27.0	650	c	Clear Channel Comm	82	9906		g1	Country	300	0.83	3.6	2.7	3.9	3.1	2.4	2.8	1.6	1.3	1.3	
WFRG	Utica	B	104.3	100.0	495	a	Regent Comm	48	0001		g5	Country	1,800	1.13	16.0	11.1	9.7	11.7	12.6	13.3	15.6	13.3	17.2	
WSKU	Little Falls	A	105.5	2.3	528	c	Clear Channel Comm	92	0103		g3	CHR	400	0.93	4.3	3.5	2.9	4.6	1.8	1.7	1.3	1.3	1.5	
WRCK	Utica	B	107.3	50.0	499	e	Galaxy Comm	62	9409	1,000	c5	Clsc Rock	750	1.07	7.0	3.5	6.0	4.8	5.8	5.5	4.9	4.9	6.2	
# FM Stations -					15	# Combos -					12	FM TOTALS				85.9	62.9	63.5	63.0	67.3	68.5	64.3	66.8	64.2

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
• WBRV	Boonville	D	900	1.0	0.05	d	Flack Bctg Group LLC	55	9809		g2	Country			0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
WIBX	Utica	B	950	5.0	5.00	a	Regent Comm	25	0001		g5	News/Talk	700	0.90	7.8	7.3	6.3	5.3	6.5	5.8	6.5	6.5	7.2	
• WHUN	Utica	B	1150	5.0	1.00	a	Regent Comm	48	0001		g5	Nostalgia			0.5	0.5	0.0	0.5	0.3	0.6	0.0	0.3	0.5	
WLFH	Little Falls	C	1230	1.0	1.00	c	Clear Channel Comm	52	0103		g3	Sports	50		0.0	0.0	0.0	0.0	0.3	0.3	0.8	0.7		
WTLB	Utica	B	1310	5.0	0.50	e	Galaxy Comm	46	9409		c5	Nostalgia	50	0.09	5.6	4.6	3.7	5.1	3.4	3.6	4.0	3.6	3.5	
WRNY	Rome	D	1350	0.5	0.06	c	Clear Channel Comm	59	9906		g1	Sports	150		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNRS	Herkimer	D	1420	1.0	0.00	b	Arjuna Bcstg Corp	56	9403		c1	Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WADR	Remsen	D	1480	5.0	0.00	c	Clear Channel Comm	66	9906		g1	Sports			0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	
WUTQ	Utica	D	1550	1.0	0.00	c	Clear Channel Comm	62	9906		g1	Sports	100		0.3	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.4	
# AM Stations -					9	# Combos -					9	AM TOTALS				14.2	12.4	11.0	11.4	10.2	10.6	10.8	11.5	12.3
AM & FM Stations Profiled -					24	# Duopolies -					8	Total Local Commercial Share				75.3	74.5	74.4	77.5	79.1	75.1	78.3	76.5	

• Indicates a change since last edition

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 160

Revenue Rank: 176

Asheville, NC Market Overview



Metro Counties / Population (000)

Buncombe, NC	210.4
Haywood, NC	55.0
Madison, NC	20.0
Total	285.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$8,000	\$9,000	\$9,500	\$10,600	\$10,500	\$10,500	5.6%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	\$11,100	\$11,900	\$12,600	\$13,300	\$13,900	5.7%

Revenue/Retail Sales Revenue/Capita

1997	2002	2007
NA ^{1/}	\$2.80/1,000	\$3.12/1,000
\$30.52	\$36.79	\$46.30

Est. Breakout

Local	80%
National	20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	262.1	285.4	1.7%	285.4	300.2	1.0%
Households	107.1	119.8	2.3%	119.8	127.9	1.3%
Retail Sales	NA ^{1/}	3,752.7	NA ^{1/}	3,752.7	4,450.1	3.5%
EBI ^{2/}	3,720.1	4,697.3	4.8%	4,697.3	5,989.4	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	137.1	20.5	11.1	12.0	18.5	20.7	20.9	33.3
Women (000)	148.3	19.3	10.5	12.0	18.1	21.7	22.7	44.0
Total	285.4	39.8	21.6	24.0	36.6	42.4	43.6	77.4
Percentage	100.0%	13.9%	7.6%	8.4%	12.8%	14.9%	15.3%	27.1%
Per Capita	\$ 16,458							
Median Household				\$ 32,298				
Avg Household							\$ 39,198	
Ethnic Population:	White	90.9%	Black	5.8%	Asian	0.6%	Hispanic	2.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		5	6	8	10	18
Tot 12+	7.0		41.8	48.2	48.8	9.9	58.7
Avg 12+	2.3		8.4	8.0	6.1	1.0	3.3
Tot LCS	11.9		71.2	82.1	83.1	16.9	100.0
Avg LCS	4.0		14.2	13.7	10.4	1.7	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Greenville-Spartanburg, SC.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WTPT	Forest City	C	93.3	93.0	2031	b	Barnstable Bcstg Inc	47	0008			Rock	n/a		8.2	5.4	4.3	4.8	5.1	4.4	2.0	2.5	4.1		
WFBC	Greenville	C	93.7	97.0	1850	a	Entercom	47	9912			Top 40	n/a		11.6	4.2	6.3	6.5	7.6	6.0	6.0	6.7	6.4		
WOXL	Biltmore Forest	C3	96.5	1.9	1171		Liberty Productions		02			1 Oldies	1,350	1.01	12.7	12.1	10.6	15.3	0.0	0.0	0.0	0.0	0.0		
WZLS	Biltmore Forest	A	96.5	0.5	1116		Orion Comm Ltd		94			DARK	100	0.26	3.6	0.0	0.0	0.0	4.4	6.0	5.6	5.9	4.9		
WKSF	Asheville	C	99.9	53.0	2622	c	Clear Channel Comm	47	0008		g	Country	5,600	2.71	19.7	15.0	18.2	13.7	10.2	14.7	16.1	17.6	14.4		
WMYI	Hendersonville	C1	102.5	19.0	1811		Clear Channel Comm	58	0008			AC	n/a		10.6	5.1	3.0	4.8	8.0	5.6	7.7	6.3	9.1		
WQNQ	Old Fort	A	104.3	0.6	1043	c	Clear Channel Comm	91	0112	7,500	d1	Clsc Rock	325	1.00	3.1	0.6	1.3	1.6	2.2	0.8	2.4	0.4	0.5		
WQNS	Waynesville	A	104.9	0.3	1581	c	Clear Channel Comm	79	0112		d1	Clsc Rock	575	1.17	4.7	6.4	6.3	2.8	2.9	2.8	0.8	4.2	2.1		
# FM Stations -					8	# Combos -					3	FM TOTALS					74.2	48.8	50.0	49.5	40.4	40.3	40.6	43.6	41.5

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)											
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WWNC	Asheville	B	570	5.0	5.00	c	Clear Channel Comm	27	0008		g	News/Talk	1,300	1.07	11.6	5.4	5.6	5.6	8.4	10.8	10.1	10.0	11.3				
WPEK	Fairview	D	880	5.0	0.00	c	Clear Channel Comm	97	0112		d1	Country	700	0.91	7.3	2.2	1.7	1.6	7.3	7.6	5.2	2.9	3.6				
WPTL	Canton	D	920	0.5	0.00		Skycountry Bcstg Inc		63			Country				0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0				
• WOXL	Canton	D	970	5.0	0.03		Saga Comm Inc	54	0303	311	1	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WSKY	Asheville	C	1230	1.0	1.00		Wilkins Comm	47	9606	150		Chrst/Talk	300		0.3	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0				
WISE	Asheville	B	1310	5.0	1.00		Seeger, Guest & Fort	39	0205	1,700	1	Talk	175	0.28	5.9	1.3	1.3	3.6	3.6	2.8	4.8	5.0	5.8				
WWRN	Black Mountain	D	1350	1.0 cp	0.04		Lucky Stone Mgmt Inc	66	0105	35	na	Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WKJV	Asheville	B	1380	25.0	1.00		Intl Baptist Outrch	47	9907	300		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WMXF	Waynesville	C	1400	1.0	1.00	c	Clear Channel Comm	47	0112		d1	AC				1.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0				
WHBK	Marshall	D	1460	5.0	0.14		Southern Bcstg Inc	56	9110		na	Gospel	75		0.6	0.0	0.0	0.0	0.7	0.0	1.2	0.0	1.3				
# AM Stations -					10	# Combos -					3	AM TOTALS					25.7	9.9	11.3	10.8	20.4	21.2	21.3	17.9	22.0		
AM & FM Stations Profiled -					18	# Duopolies -					3	Total Local Commercial Share															
																58.7	61.3	60.3	60.8	61.5	61.9	61.5	63.5				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 161

Revenue Rank: 128

Tallahassee, FL Market Overview



Metro Counties / Population (000)

Leon, FL	254.3
Wakulla, FL	25.0
Total	279.3

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$11,100	\$12,300	\$14,800	\$15,800	\$15,700	\$16,100	7.7%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	2.5%	\$16,900	\$18,100	\$19,100	\$20,200	\$21,200	5.6%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	NA ^{1/}	\$4.99/1,000	\$5.02/1,000	Local 85%			
Revenue/Capita	\$45.66	\$57.64	\$66.56	National 15%			

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	243.1	279.3	2.8%	279.3	318.5	2.7%
Households	93.6	112.8	3.8%	112.8	131.3	3.1%
Retail Sales	NA ^{1/}	3,227.1	NA ^{1/}	3,227.1	4,219.7	5.5%
EBI ^{2/}	3,947.3	5,450.2	6.7%	5,450.2	7,921.4	7.8%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	134.1	20.2	11.0	26.5	19.5	18.6	18.4	20.0
Women (000)	145.2	19.3	10.4	30.4	19.6	20.5	19.8	25.3
Total	279.3	39.5	21.4	56.8	39.1	39.1	38.2	45.2
Percentage	100.0%	14.1%	7.7%	20.3%	14.0%	14.0%	13.7%	16.2%
Per Capita	\$ 19,510	Median Household		\$ 37,193	Avg Household		\$ 48,318	
Ethnic Population:	White 67.3%	Black 28.3%	Asian 1.9%	Hispanic 3.5%				

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	3		12	12	15	5	20
Tot 12+	4.0		63.4	65.0	67.4	6.4	73.8
Avg 12+	1.3		5.3	5.4	4.5	1.3	3.7
Tot LCS	5.4		85.9	88.1	91.3	8.7	100.0
Avg LCS	1.8		7.2	7.3	6.1	1.7	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WAKU	Crawfordville	A	94.1	3.0	459		Altrua Investments	95	9808	550		ChrsContem	300	0.78	2.4	1.5	0.6	1.3	2.1	1.0	2.8	0.6	1.3
WTNT	Tallahassee	C1	94.9	100.0	840	a	Clear Channel Comm	67	9712		g2	Country	1,900	1.62	7.3	7.4	4.7	4.1	6.2	5.5	6.4	3.8	7.5
WHBX	Tallahassee	C2	96.1	37.0	479	b	Cumulus Bcstg Inc	82	9711	15,400	d1	Urban AC	3,100	1.09	17.7	10.2	9.2	12.7	12.4	12.6	11.3	11.8	10.5
• WJZT	Woodville	A	97.9	6.0	313		Woodville Comm		03			Smooth Jazz			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBZE	Tallahassee	C1	98.9	100.0	604	b	Cumulus Bcstg Inc	62	9711		d1	AC	1,900	1.59	7.4	7.1	5.1	5.7	4.8	7.2	5.0	6.7	6.2
WEGT	Lafayette	C2	99.9	50.0	492	c	Triad Bcstg Co	89	0008	15,000	d2	CIHts/70Hts	600	0.96	3.9	2.8	2.8	3.2	2.4	3.8	2.8	4.5	5.0
WBWT	Midway	C3	100.7	11.5	489	a	Clear Channel Comm	95	9712		g2	CHR/Rlymnc	850	0.78	6.8	7.4	8.5	6.7	3.1	4.1	5.0	4.2	5.5
WXSR	Quincy	C2	101.5	37.0	489	a	Clear Channel Comm	66	9712		g2	Alternative	1,175	1.12	6.5	3.4	6.0	5.1	4.1	4.8	4.6	4.5	3.2
• WWLD	Cairo	C2	102.3	26.7	604	b	Cumulus Bcstg Inc	83	0111	1,528		Hip Hop	600	0.64	5.8	4.3	2.5	4.4	3.8	4.4	2.8	6.7	3.5
WAIB	Tallahassee	C2	103.1	42.0	541	c	Triad Bcstg Co	76	0008		d2	Country	825	0.87	5.9	5.0	6.0	5.7	2.7	3.4	3.5	5.8	3.9
WGLF	Tallahassee	C	104.1	100.0	1394	b	Cumulus Bcstg Inc	67	0003	4,000		Clsc Rock	1,875	1.29	9.0	2.8	5.4	7.3	5.5	6.5	7.4	4.8	6.3
WHTF	Havana	C2	104.9	47.0	505	c	Triad Bcstg Co	84	0008		d2	Top 40	900	0.68	8.2	5.3	4.4	5.1	6.5	6.5	7.1	6.4	6.4
• WVHT	Monticello	C3	105.7	16.0 cp	410		Faith Radio Ntwk Inc	89	0310 p	800		Urban	350	0.70	3.1	0.9	0.9	1.3	3.1	2.0	2.1	2.9	2.2
WUTL	Tallahassee	A	106.1	6.0	328	c	Triad Bcstg Co	92	0107	1,725		Clsc Rock			2.5	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTLY	Thomasville	C1	107.1	100.0	824	a	Clear Channel Comm	95	9712		g2	Soft AC	850	0.80	6.6	6.8	5.4	3.8	5.5	4.4	5.0	3.5	4.5
# FM Stations -					15	# Combos -					12	FM TOTALS		90.6	67.4	63.4	66.4	62.2	66.2	65.8	66.2	66.0	

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WFRF	Tallahassee	D	1070	10.0	0.00		Faith Radio Ntwk Inc	74	9710	150		Christian	200	0.78	1.6	0.0	1.6	1.6	0.7	0.7	0.7	2.6	1.3
WNLS	Tallahassee	B	1270	5.0	5.00	a	Clear Channel Comm	46	9712		g2	Sprts/Talk	400	0.67	3.7	4.3	3.8	2.9	2.4	3.1	2.1	2.2	2.5
WCVC	Tallahassee	D	1330	5.0	0.00		Borrink, Wendell	53	8509	500		Cst/Tlk/Gsp	50		0.5	0.0	0.0	0.0	0.7	1.7	0.0	0.0	0.0
WHBT	Tallahassee	D	1410	5.0	0.02	b	Cumulus Bcstg Inc	59	9711		d1	Gospel	175	0.36	3.0	0.9	2.5	2.2	2.1	2.7	2.5	3.2	3.9
WTAL	Tallahassee	C	1450	1.0	1.00		Live Communications	35	0110	400		Talk	50		0.5	1.2	0.9	0.0	0.7	0.0	3.5	2.2	4.1
# AM Stations -					5	# Combos -					2	AM TOTALS		9.3	6.4	8.8	6.7	6.6	8.2	8.8	10.2	11.8	
AM & FM Stations Profiled -					20	# Duopolies -					6	Total Local Commercial Share				73.8	72.2	73.1	68.8	74.4	74.6	76.4	77.8

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 162

Revenue Rank: 146

Palm Springs, CA Market Overview



Metro Counties / Population (000)

Riverside, CA	302.6
	302.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$10,700	\$12,300	\$13,100	\$13,500	\$12,700	\$13,300
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.7%	\$13,900	\$14,900	\$15,700	\$16,600	\$17,400	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.39/1,000	\$3.15/1,000	Local	80%		
Revenue/Capita	\$39.59	\$43.95	\$52.65	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	270.3	302.6	2.3%	302.6	330.5
Households	88.9	98.5	2.1%	98.5	106.0	1.5%
Retail Sales	NA ^{1/}	3,923.3	NA ^{1/}	3,923.3	5,523.9	7.1%
EBI ^{2/}	3,424.9	4,463.7	5.4%	4,463.7	5,336.9	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	150.5	31.3	15.5	14.8	19.6	23.2	17.9	28.2
Women (000)	152.0	29.9	14.8	13.7	19.1	22.7	17.9	34.0
Total	302.6	61.2	30.3	28.4	38.7	45.9	35.8	62.3
Percentage	100.0%	20.2%	10.0%	9.4%	12.8%	15.2%	11.8%	20.6%
Per Capita	\$ 14,753							
				Median Household	\$ 37,480		Avg Household	\$ 45,311
Ethnic Population:	White	88.1%	Black	5.9%	Asian	4.9%	Hispanic	34.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	6		11	13	8	21
Tot 12+	45.6	28.6		71.6	74.2	8.9	83.1
Avg 12+	6.5	4.8		6.5	5.7	1.1	4.0
Tot LCS	54.9	34.4		86.2	89.3	10.7	100.0
Avg LCS	7.8	5.7		7.8	6.9	1.3	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
• KKUU	Indio	A	92.7	4.2	394	c	MCC Radio LLC	84	9805	7,250	d4	CHR	550	0.39	10.6	7.9	9.1	8.0	10.1	5.1	6.8	8.9	5.5
KCLB	Coachella	B	93.7	26.5	646	c	MCC Radio LLC	60	9805	7,000	d3	AOR	1,000	1.17	6.4	3.7	6.5	5.5	5.5	8.6	4.3	8.1	6.8
KLOB	Thousand Palms	A	94.7	1.7	640	c	Entravision Comm Co	94	9704		nc	Span/CHR	1,150	0.78	11.1	9.4	9.4	9.0	9.9	7.0	7.3	6.1	6.8
KUNA	La Quinta	A	96.7	1.0	581	d	News-Press & Gazette	87	9703	1,825	c2	Span/Mexcn	1,950	0.86	17.1	16.0	15.7	15.7	13.5	14.3	13.9	8.9	10.9
KRCK	Mecca	A	97.7	1.3	719		Royce Intl Bcstg Co	01				80s Hits	300	0.90	2.5	1.3	1.8	1.7	2.6	0.0	0.0	0.0	0.0
KWXY	Cathedral City	B	98.5	50.0	499	a	Glen Barnett Inc	69				Btfl Music	1,400	1.11	9.5	7.9	6.3	7.7	8.6	11.1	7.6	7.4	6.6
KMRJ	Rancho Mirage	A	99.5	3.0	328		Mitchell, Daniel P	98				Modern Rock	700	1.10	4.8	4.2	3.4	5.0	3.1	4.6	4.3	5.1	4.3
KPSI	Palm Springs	B1	100.5	25.0	121	b	KPSI Radio Corp	81				Hot AC	1,000	1.07	7.0	5.0	4.7	5.5	6.5	5.7	7.1	8.4	8.5
KJJZ	Indio	A	102.3	2.6 cp	331	e	RM Bcstg LLC	93	9701	1,400		NAC	800	1.63	3.7	2.6	3.4	2.7	3.6	2.7	3.5	2.0	4.2
KEZN	Palm Desert	A	103.1	1.9	591		Infinity Bcstg	77	0102		g	Soft AC	1,300	1.40	7.0	4.2	5.5	6.5	5.5	4.9	4.3	5.8	5.2
• KDES	Palm Springs	B	104.7	41.0	538	b	KPSI Radio Corp	63	9608	2,000	c1	Oldies	900	1.09	6.2	6.8	3.9	5.7	4.9	7.3	5.8	9.6	7.8
KPLM	Palm Springs	B	106.1	50.0	397	e	RM Bcstg LLC	83	9512	1,550		Country	700	1.35	3.9	3.9	4.7	4.0	2.6	6.2	8.1	4.3	6.8
KYOR	Yucca Valley	B	106.9	4.0	1371	c	MCC Radio LLC	88	9801		d4	CHR	300	0.94	2.4	1.3	2.1	2.0	2.1	3.5	2.8	2.0	2.1
# FM Stations -				13	# Combos -				9	FM TOTALS				92.2	74.2	76.5	79.0	78.5	81.0	75.8	76.6	75.5	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KPSI	Palm Springs	B	920	5.0 cp	1.00	b	KPSI Radio Corp	56	9608		c1	News/Talk	300	0.68	3.3	3.1	2.3	2.0	3.6	3.0	2.8	1.8	3.7
KNWZ	Coachella	B	970	5.0	1.00	c	MCC Radio LLC	54	9805		d3	News/Talk	400	2.31	1.3	1.6	0.8	1.0	1.3	0.5	1.8	2.3	1.4
KXPS	Thousand Palms	B	1010	3.6	0.40	c	MCC Radio LLC	92	9801		d4	Sports	75		0.3	0.5	1.0	0.0	0.5	0.5	0.0	0.8	0.4
KNWQ	Palm Springs	B	1140	10.0	2.50	c	MCC Radio LLC	46	9801		d4	News/Talk	100		0.7	0.8	0.5	0.7	0.5	0.5	0.8	0.5	0.7
KCMJ	Thousand Palms	B	1270	5.0	0.75	c	MCC Radio LLC	63	9801		d4	Talk	100		0.3	0.5	0.8	0.0	0.5	1.1	3.0	1.5	1.1
KWXY	Cathedral City	C	1340	1.0	1.00	a	Glen Barnett Inc	64				Btfl Music	100		0.9	0.8	0.8	0.7	0.8	0.0	0.5	1.0	1.1
KESQ	Indio	C	1400	1.0	1.00	d	News-Press & Gazette	46	9703		c2	Span/RlgMs	50		0.4	0.8	0.5	0.7	0.0	0.0	0.0	0.0	0.0
KGAM	Palm Springs	C	1450	1.0	0.96	b	KPSI Radio Corp	54				News/Talk	50		0.5	0.8	0.8	0.0	0.8	0.0	0.5	0.8	0.7
# AM Stations -				8	# Combos -				8	AM TOTALS				7.7	8.9	7.5	5.1	8.0	5.6	9.4	8.7	9.1	
AM & FM Stations Profiled -				21	# Duopolies -				6	Total Local Commercial Share				83.1	84.0	84.1	86.5	86.6	85.2	85.3	84.6		

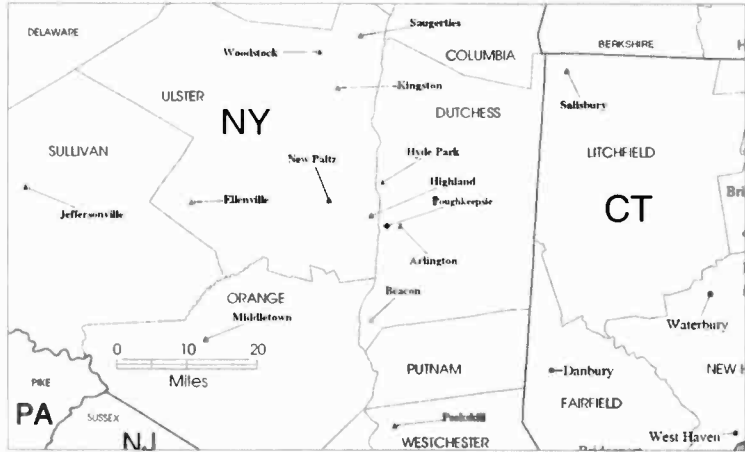
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 163

Revenue Rank: 86

Poughkeepsie, NY Market Overview



Metro Counties / Population (000)

Dutchess, NY	284.7
	284.7

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$14,300	\$16,600	\$19,200	\$21,800	\$20,800	\$23,800	10.7%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	14.4%	\$25,100	\$26,900	\$28,400	\$29,900	\$31,400	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$7.21/1,000	\$7.69/1,000	Local	80%		
Revenue/Capita	\$54.31	\$83.60	\$106.08	National	20%		

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	263.3	284.7	1.6%	284.7	296.0	0.8%
Households	90.8	101.6	2.3%	101.6	106.8	1.0%
Retail Sales	NA ^{1/}	3,301.4	NA ^{1/}	3,301.4	4,085.5	4.4%
EBI ^{2/}	4,283.3	5,419.2	4.8%	5,419.2	6,665.1	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	142.2	23.9	12.6	14.0	17.7	25.1	21.1	27.7
Women (000)	142.5	22.6	11.9	13.1	16.7	23.7	20.8	33.7
Total	284.7	46.5	24.5	27.1	34.4	48.8	41.9	61.5
Percentage	100.0%	16.3%	8.6%	9.5%	12.1%	17.1%	14.7%	21.6%
Per Capita	\$ 19,031							
				Median Household	\$ 46,068		Avg Household	\$ 53,332
Ethnic Population:	White	83.0%	Black	9.6%	Asian	2.6%	Hispanic	6.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	13	2		11	15	5	20
Tot 12+	41.0	15.0		54.0	56.0	3.1	59.1
Avg 12+	3.2	7.5		4.9	3.7	0.6	3.0
Tot LCS	69.4	25.4		91.4	94.8	5.2	100.0
Avg LCS	5.3	12.7		8.3	6.3	1.0	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Newburgh-Middletown.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WRNQ	Poughkeepsie	A	92.1	0.5	1030	c	Clear Channel Comm	89	0008		g1	Soft Rock	2,500	1.04	10.1	4.0	8.1	6.6	4.9	3.3	5.9	7.5	4.7		
WRRV	Middletown	A	92.7	6.0 cp	269	a	Cumulus Bcstg Inc	66	0203			Alternative	n/a		7.6	3.2	3.3	4.4	4.3	4.4	3.6	1.4	2.6		
WRKW	Saugerties	A	92.9	6.0	289	c	Clear Channel Comm	99	0008		g1	Rock	100		0.5	1.4	2.2	0.6	0.0	0.8	0.0	0.8	0.0		
WBWZ	New Paltz	A	93.3	0.4	948	c	Clear Channel Comm	92	0102		g3	Hot AC	1,900	1.01	7.9	2.9	3.3	5.0	4.0	4.1	3.9	5.0	4.9		
• WKXP	Kingston	A	94.3	2.3 cp	545	a	Cumulus Bcstg Inc	65	0302 p	3,500		Oldies	200	0.56	1.5	3.2	1.9	0.6	1.1	1.6	2.1	3.0	2.0		
WPKF	Poughkeepsie	A	96.1	4.4	184	c	Clear Channel Comm	97	0008		g1	CHR	1,600	0.82	8.2	5.8	7.8	5.3	4.0	5.5	1.8	0.8	1.2		
WRRB	Arlington	A	96.9	0.3	1007	a	Cumulus Bcstg Inc	89	0203		g2	Alternative	750	0.88	3.6	2.6	2.2	2.2	1.9	2.5	2.4	2.5	4.2		
WCZX	Hyde Park	A	97.7	0.3	1030	a	Cumulus Bcstg Inc	70	0203		g2	Oldies	3,600	1.40	10.8	6.1	7.8	5.3	7.0	9.6	8.9	5.8	4.8		
WKZE	Salisbury	A	98.1	1.8	604	a	Johnson Development	92	9703	2,000	c1	AAA			0.6	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WFKP	Ellenville	A	99.3	0.1	1631	c	Clear Channel Comm	70	0008	18,400	g1	CHR	1,000		0.3	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0		
WDST	Woodstock	A	100.1	3.0	315		CHET-5 Bcstg LP	80	9301	1,650		AAA	2,100	2.15	4.1	2.0	1.7	3.1	1.6	0.8	0.6	1.4	1.1		
WPDH	Poughkeepsie	B	101.5	4.4	1539	a	Cumulus Bcstg Inc	62	0203		g2	Clsc Rock	4,200	1.33	13.3	5.8	5.3	5.6	9.4	7.1	9.2	8.3	9.9		
WSPK	Poughkeepsie	B	104.7	7.4	1250	b	Pamal Broadcasting	47	9711	14,000	c2	CHR	2,900	0.76	16.1	9.2	9.2	10.0	8.4	7.9	15.1	16.0	13.6		
• WPDA	Jeffersonville	A	106.1	1.6	627	a	Cumulus Bcstg Inc	93	0203		g	Clsc Rock			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WRWD	Highland	A	107.3	0.3	968	c	Clear Channel Comm	89	0102		g3	Country	2,000	0.65	13.0	9.2	5.8	7.8	7.0	4.6	5.3	7.2	5.4		
# FM Stations -					15	# Combos -					13	FM TOTALS					97.0	56.0	60.3	56.8	53.6	52.2	58.8	59.7	54.4

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WHVW	Hyde Park	D	950	0.5	0.06		Ferraro, Joseph-Paul	63	9203	350		MOR	50		0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0		
WBNR	Beacon	B	1260	1.0	0.40	b	Pamal Broadcasting	59	9711		c2	Adlt Stndrd	200		0.7	1.7	0.8	0.0	0.8	1.6	1.5	1.7	2.9		
WEOK	Poughkeepsie	D	1390	5.0	0.11	a	Cumulus Bcstg Inc	49	0203		g2	Sports	250	0.95	1.1	0.0	1.4	1.3	0.0	1.4	1.2	1.7	0.9		
• WLNA	Peekskill	B	1420	5.0	1.00	b	Pamal Broadcasting	48	9701			Adlt Stndrd	n/a		0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0		
• WKIP	Poughkeepsie	C	1450	1.0	1.00	c	Clear Channel Comm	40	0008		g1	AdStd/Nstlg	200	0.70	1.2	1.4	1.4	0.0	1.3	1.6	1.2	1.1	1.6		
# AM Stations -					5	# Combos -					4	AM TOTALS					3.0	3.1	3.6	1.3	2.1	6.0	3.9	4.5	5.4
AM & FM Stations Profiled -					20	# Duopolies -					7	Total Local Commercial Share						59.1	63.9	58.1	55.7	58.2	62.7	64.2	59.8

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 164

Revenue Rank: 171

Erie, PA Market Overview



Metro Counties / Population (000)

Erie, PA	279.0
	279.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$10,200	\$10,700	\$9,700	\$10,800	\$10,400	\$11,100
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.7%	\$11,700	\$12,500	\$13,400	\$14,100	\$14,800	6.0%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.55/1,000	\$4.19/1,000	Local	80%		
Revenue/Capita	\$36.36	\$39.78	\$53.70	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	280.5	279.0	-0.1%	279.0	275.6
Households	104.1	106.5	0.5%	106.5	106.8	0.1%
Retail Sales	NA ^{1/}	3,125.8	NA ^{1/}	3,125.8	3,528.3	2.5%
EBI ^{2/}	4,151.2	4,376.0	1.1%	4,376.0	5,109.8	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	135.8	23.0	12.9	15.0	17.2	20.2	19.6	28.0
Women (000)	143.3	21.6	12.0	15.3	16.7	20.7	19.8	37.1
Total	279.0	44.6	24.9	30.2	33.9	40.9	39.4	65.2
Percentage	100.0%	16.0%	8.9%	10.8%	12.1%	14.7%	14.1%	23.4%
Per Capita	\$ 15,682							
				Median Household	\$ 33,592		Avg Household	\$ 41,103
Ethnic Population:	White	90.5%	Black	6.4%	Asian	0.8%	Hispanic	2.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	4		8	8	6	14
Tot 12+	22.9	49.8		72.7	72.7	10.8	83.5
Avg 12+	5.7	12.5		9.1	9.1	1.8	6.0
Tot LCS	27.4	59.6		87.1	87.1	12.9	100.0
Avg LCS	6.9	14.9		10.9	10.9	2.2	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999									
• WUSE	Fairview	A	93.9	3.0	469	b	NextMedia Group	01	0107			Country	400	0.58	6.2	3.2	7.2	6.0	4.5	0.0	0.0	0.0	0.0								
WFGO	Erie	A	94.7	1.7	614	b	NextMedia Group	93	0008	10,000	d3	Oldies	1,550	1.07	13.1	8.6	8.8	9.8	12.4	11.5	10.8	10.9	7.0								
WXTA	Edinboro	B1	97.9	10.0	505	a	Regent Comm	88	9909		c1	Country	1,400	0.89	14.1	10.8	12.9	12.8	11.2	13.1	12.7	9.1	9.9								
WXKC	Erie	B	99.9	50.0	492	a	Regent Comm	49	9909	13,500	c1	AC	1,500	1.16	11.6	8.6	6.6	8.6	11.2	9.2	9.2	11.2	10.7								
• WRKT	North East	B1	100.9	4.2	797	b	NextMedia Group	70	0004	15,000	d1	Rock	1,675	1.40	10.8	11.7	7.5	8.9	9.4	9.9	14.0	14.5	11.8								
WQHZ	Erie	A	102.3	1.7	614	a	Regent Comm	71	0110	5,000		Clisc Rock	700	0.83	7.6	7.0	9.4	6.3	6.6	6.1	4.4	4.1	7.3								
WRTS	Erie	B	103.7	50.0	499	b	NextMedia Group	69	0004		d1	Hot AC	2,500	1.17	19.2	18.7	12.6	15.8	16.9	13.4	18.4	16.8	19.3								
WCTL	Union City	A	106.3	3.4	430		Inspiration Time	67	7203			ChrsContem	250	0.61	3.7	4.1	3.5	4.5	1.8	2.5	1.3	2.4	1.3								
# FM Stations -															8	# Combos -															7
																FM TOTALS															
																86.3	72.7	68.5	72.7	74.0	65.7	70.8	69.0	67.3							

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999									
WRIE	Erie	B	1260	5.0	5.00	a	Regent Comm	41	9909		c1	Nostalgia	150	0.23	5.8	4.1	6.9	5.1	4.8	7.6	6.3	6.2	5.7								
WFNN	Erie	B	1330	5.0	5.00	b	NextMedia Group	47	0004		d1	Sports	200	1.00	1.8	1.3	1.3	1.2	1.8	1.0	1.9	2.1	3.5								
WWCB	Corry	B	1370	1.0	0.50	c	Corry Comm Corp	55	8912	190		Oldes/AC			0.5	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0								
WJET	Erie	C	1400	1.0	1.00	b	NextMedia Group	51	0004		d1	News/Talk	450	0.83	4.9	5.4	5.0	4.5	3.9	4.1	4.4	3.2	3.4								
WPSE	Erie	C	1450	1.0	1.00		Penn State Univ	35	8905	25		BusNw/Sprts	75		0.7	0.0	0.0	0.6	0.6	0.6	0.6	1.2	0.6								
WEYZ	North East	D	1530	1.0	0.00	c	Corry Comm Corp	66	9512		na	Oldes/AC	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
# AM Stations -															6	# Combos -															5
																AM TOTALS															
AM & FM Stations Profiled -															14	# Duopolies -															5
																Total Local Commercial Share															
																13.7	10.8	13.2	12.3	11.1	13.3	13.2	12.7	13.2							
																83.5	81.7	85.0	85.1	79.0	84.0	81.7	80.5								

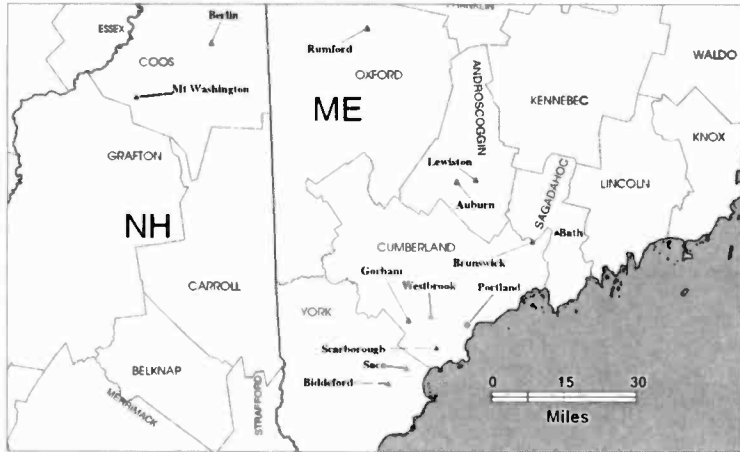
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 165

Revenue Rank: 116

Portland, ME Market Overview



Metro Counties / Population (000)

Cumberland, ME	270.9
	270.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$14,600	\$15,300	\$16,100	\$17,200	\$16,700	\$17,400	3.5%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	4.2%	\$18,300	\$19,600	\$20,700	\$21,800	\$22,900	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
	NA ^{1/}	\$2.87/1,000	\$2.78/1,000	Local	90%		
Revenue/Capita	\$57.66	\$64.23	\$80.75	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	253.2	270.9	1.4%	270.9	283.6	0.9%
Households	99.4	111.0	2.2%	111.0	118.4	1.3%
Retail Sales	NA ^{1/}	6,054.8	NA ^{1/}	6,054.8	8,229.4	6.3%
EBI ^{2/}	4,242.1	5,550.4	5.5%	5,550.4	7,215.5	5.4%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	130.9	21.0	11.6	11.4	17.8	22.1	20.6	26.3
Women (000)	140.0	19.5	10.8	11.5	18.4	23.5	21.4	34.9
Total	270.9	40.5	22.4	22.9	36.3	45.7	42.0	61.2
Percentage	100.0%	15.0%	8.3%	8.5%	13.4%	16.9%	15.5%	22.6%
Per Capita	\$ 20,490	Median Household		\$ 41,235	Avg Household		\$ 50,015	
Ethnic Population:	White	95.5%	Black	1.1%	Asian	1.5%	Hispanic	1.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	9	4	12	17	7	24
Tot 12+	10.3	39.1	15.3	60.9	64.7	13.7	78.4
Avg 12+	2.6	4.3	3.8	5.1	3.8	2.0	3.3
Tot LCS	13.1	49.9	19.5	77.7	82.5	17.5	100.0
Avg LCS	3.3	5.5	4.9	6.5	4.9	2.5	4.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Augusta-Waterville & Lewiston-Auburn, ME.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WMGX	Portland	B	93.1	50.0	443	a	Saga Comm Inc	77	0305		g1	Hot AC	3,100	2.28	7.8	5.1	5.6	6.0	6.2	5.9	6.2	7.3	5.5	
WCYI	Lewiston	B	93.9	27.5	633	c	Citadel Bcstg Corp	48	9909		g2	Modern Rock	100		0.6	0.3	0.6	0.6	0.3	1.0	0.7	0.6	0.2	
WCYY	Biddeford	B1	94.3	11.5	482	c	Citadel Bcstg Corp	72	9909		g2	Modern Rock	700	0.46	8.8	4.4	5.9	7.3	6.5	6.9	6.6	5.3	5.7	
WHOM	Mt. Washington	C	94.9	50.0	3744	c	Citadel Bcstg Corp	58	9909		g2	Soft AC	1,500	1.37	6.3	4.4	5.0	4.7	5.2	5.6	4.9	5.0	4.6	
WJJB	Topsham	A	95.5	3.0	456	b	Atlantic Coast Radlo	93	9910	1,300		Sports	200	1.15	1.0	1.4	0.6	0.9	0.7	1.7	0.3	1.5	0.0	
WRED	Saco	A	95.9	1.4	299	b	Atlantic Coast Radio	82	9908	1,150		CHR	600	0.60	5.7	5.8	3.4	5.0	3.9	3.3	2.3	2.6	3.1	
• WLOB	Rumford	C	96.3	100.0 cp	1483	b	Atlantic Coast Radio	75	0011			Talk	n/a			0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0	
WJWB	Portland	B	97.9	16.0	889	c	Citadel Bcstg Corp	60	9909		g2	CHR	800	0.50	9.2	6.1	5.6	7.9	6.5	7.3	6.6	7.3	9.5	
WCLZ	Brunswick	B	98.9	50.0 cp	492	c	Citadel Bcstg Corp	65	9909		g2	AAA	300	0.52	3.3	4.8	3.1	2.8	2.3	1.7	2.0	1.8	3.0	
WMEK	Auburn	B	99.9	28.5	643	d	WMTW Bcst Group	77	0004		g3	Hot AC	700	0.96	4.2	2.4	2.5	3.2	3.3	3.3	2.0	3.2	3.5	
WYNZ	Westbrook	B1	100.9	25.0	328	a	Saga Comm Inc	76	0305	850	c3	Oldies	1,150	0.85	7.8	6.8	5.9	6.3	5.9	7.3	4.6	6.7	4.7	
WPOR	Portland	B	101.9	33.0 cp	604	a	Saga Comm Inc	67	0305	10,000	c4	Country	2,400	1.30	10.6	8.5	7.1	8.5	8.1	6.9	9.8	8.2	9.4	
• WBLM	Portland	C	102.9	100.0	1427	c	Citadel Bcstg Corp	67	9909		g2	Clisc Rock	2,700	1.36	11.4	6.8	9.0	9.1	8.8	12.5	8.2	9.1	8.7	
WBCI	Bath	B	105.9	50.0	499		Blount Comm Group	71	9504	375		Chrst/Talk			0.8	0.7	0.6	0.6	0.7	0.7	0.7	0.0	0.7	
WBQW	Scarborough	A	106.3	3.0	299		Maniner Bcstg Ltd	60	9805	1,030		Classical	500	1.15	2.5	2.4	2.8	1.6	2.3	2.3	2.3	1.8	1.9	
WMTW	North Windham	A	106.7	0.8	623	d	WMTW Bcst Group	94	0004		g3	News	300		0.8	0.7	0.6	0.6	0.7	1.7	2.0	4.4	4.3	
WTHT	Lewiston	C1	107.5	100.0 cp	929	d	WMTW Bcst Group	73	0004		g3	Country	1,500	2.33	3.7	3.4	3.4	3.5	2.3	1.7	4.9	3.5	3.6	
# FM Stations -					17		# Combos -					15		FM TOTALS										
																84.5	64.7	62.3	68.6	63.7	69.8	64.1	68.3	68.4

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WGAN	Portland	B	560	5.0	5.00	a	Saga Comm Inc	38	9011		g1	News/Talk	1,150	0.93	7.1	6.5	5.9	3.8	7.2	5.3	6.6	6.7	6.3	
WMTW	Gorham	B	870	10.0	1.00	d	WMTW Bcst Group	80	0004		g3	News	200		0.4	0.7	0.3	0.3	0.3	0.3	3.3	2.0	1.6	
WJJB	Brunswick	D	900	0.6 cp	0.07	b	Atlantic Coast Radio	55	9908		c3	Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WZAN	Portland	B	970	5.0	5.00	a	Saga Comm Inc	25	9306		c3	Sprts/Talk	450	0.89	2.9	2.4	3.7	1.6	2.9	2.6	2.0	1.8	3.5	
WLOB	Portland	B	1310	5.0	5.00	b	Atlantic Coast Radio	67	0011			Talk				0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
WJAE	Westbrook	B	1440	5.0	5.00	b	Atlantic Coast Radio	59	9908		c3	Sports	100	0.48	1.2	0.7	0.9	0.9	1.0	1.3	1.0	1.2	0.9	
• WBAE	Portland	C	1490	1.0	1.00	a	Saga Comm Inc	46	9606		c4	Adlt Stndrd	100	0.15	3.9	3.1	2.8	4.1	2.0	2.3	1.0	1.2	0.0	
# AM Stations -					7		# Combos -					7		AM TOTALS										
																15.5	13.7	13.9	10.7	13.4	11.8	13.9	12.9	12.3
AM & FM Stations Profiled -					24		# Duopolies -					10		Total Local Commercial Share										
																78.4	76.2	79.3	77.1	81.6	78.0	81.2	80.7	

NOTE: \$1.2 M revenues reflected in Lewiston market.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 166

Revenue Rank: 183

Fredericksburg, VA Market Overview



Metro Counties / Population (000)

Caroline, VA	22.6
Fredericksburg city	19.8
King George, VA	17.2
Orange, VA	26.5
Spotsylvania, VA	96.1
Stafford, VA	96.8
Total	279.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES
★★★

1997	1998	1999	2000	2001	2002	Δ 97 - 02
N/A	N/A	\$4,200	\$8,100	\$8,500	\$9,700	
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
14.1%	\$10,400	\$11,100	\$11,700	\$12,300	\$12,900	5.9%

Revenue/Retail Sales
Revenue/Capita

1997	2002	2007	Est. Breakout
NA ^{1/}	\$3.08/1,000	\$3.08/1,000	Local 75%
N/A	\$34.77	\$41.53	National 25%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	243.7	279.0	2.7%	279.0	310.6	2.2%
Households	82.9	98.7	3.6%	98.7	111.6	2.5%
Retail Sales	NA ^{1/}	3,151.5	NA ^{1/}	3,151.5	4,189.6	5.9%
EBI ^{2/}	3,454.1	4,707.6	6.4%	4,707.6	6,047.0	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	137.4	26.6	14.0	12.0	18.1	23.9	19.9	22.9
Women (000)	141.5	25.3	13.2	12.4	18.8	24.7	20.2	27.0
Total	279.0	51.9	27.2	24.4	36.9	48.6	40.1	49.9
Percentage	100.0%	18.6%	9.7%	8.8%	13.2%	17.4%	14.4%	17.9%
Per Capita	\$ 16,876	Median Household		\$ 41,849	Avg Household		\$ 47,696	
Ethnic Population:	White 79.6%	Black 15.4%	Asian 1.4%	Hispanic 3.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	2		6	7	3	10
Tot 12+	13.8	23.8		36.6	37.6	1.6	39.2
Avg 12+	2.8	11.9		6.1	5.4	0.5	3.9
Tot LCS	35.2	60.7		93.4	95.9	4.1	100.0
Avg LCS	7.0	30.4		15.6	13.7	1.4	10.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Washington, DC.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)															
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001								
WFLS	Fredericksburg	B	93.3	50.0	492	a	Free Lance-Star	62				Country	2,800	0.69	41.7	14.9	14.8	17.5	13.4	14.7	17.9	17.9	17.2								
WGRQ	Colonial Beach	A	95.9	2.4	525	b	Telemedia Bcstg	86	8805	350		Oldies	1,500	1.89	8.2	2.2	3.5	2.2	2.1	3.9	3.4	2.4	3.7								
WWUZ	Bowling Green	A	96.9	3.0	472	a	Free Lance-Star	98	0110	2,150		Clsc Rock	400	0.75	5.5	2.8	3.5	4.0	1.8	3.3	2.8	1.0	2.0								
• WJMA	Orange	A	98.9	3.1	322	d	MainQuad Comm Inc	71	0309 p	6,250		Country	500	1.43	3.6	1.3	1.0	1.5	1.8	1.0	1.3	2.4	1.1								
WYSK	Spotsylvania	A	99.3	3.0	328	a	Free Lance-Star	88	9304	200		Modern Rock	650	1.06	6.3	3.2	3.9	5.5	3.6	3.3	2.2	2.7	2.0								
WBQB	Fredericksburg	B	101.5	50.0	492	c	Mid Atlantic Network	60				Hot AC	2,800	1.29	22.3	10.1	9.0	6.8	10.0	9.8	8.5	8.6	9.3								
WGRX	Falmouth	A	104.5	2.7 cp	492	b	Telemedia Bcstg	01	0103	1,800 cp		Country	525	0.93	5.8	3.8	1.9	1.5	2.7	2.0	4.4	2.1	1.1								
# FM Stations -															7	# Combos -															7
																FM TOTALS															
																93.4	38.3	37.6	39.0	35.4	38.0	40.5	37.1	36.4							

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)															
													Revenue (000)1/	Power Ratio		Summer 2003	Spring 2003	Winter 2003	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001								
WFVA	Fredericksburg	C	1230	1.0	1.00	c	Mid Atlantic Network	39				AdStd/Talk	500	0.79	6.5	1.3	1.6	3.7	1.5	2.9	3.4	2.4	2.0								
WVCV	Orange	C	1340	1.0	1.00	d	Piedmont Comm Inc	49	9301		c1	Talk/Oldes				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WYSK	Fredericksburg	D	1350	1.0	0.04	a	Free Lance-Star	60				Modern Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
# AM Stations -															3	# Combos -															3
																AM TOTALS															
AM & FM Stations Profiled -															10	# Duopolies -															2
																Total Local Commercial Share															
																6.5	1.3	1.6	3.7	1.5	2.9	3.4	2.4	2.0							
																39.6	39.2	42.7	36.9	40.9	43.9	39.5	38.4								

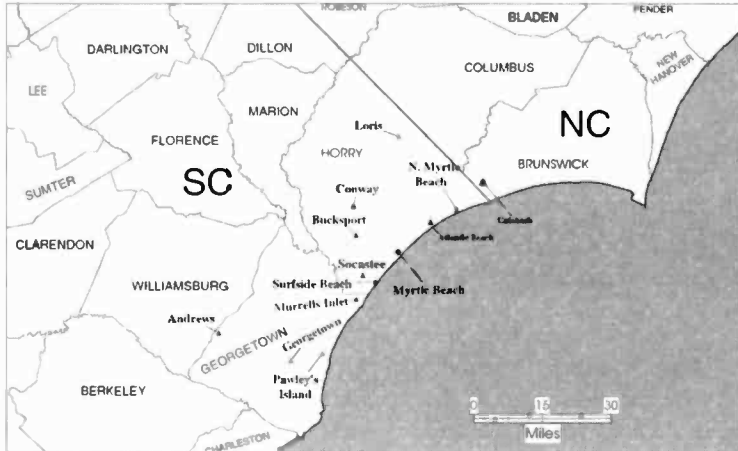
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 167

Revenue Rank: 163

Myrtle Beach, SC Market Overview



Metro Counties / Population (000)

Georgetown, SC	57.7
Horry, SC	206.3
Total	264.0

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$9,100	\$9,200	\$10,600	\$12,100	\$11,300	\$11,800
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.4%	\$12,400	\$13,300	\$14,000	\$14,800	\$15,600	5.7%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$2.55/1,000	\$2.66/1,000	Local	90%		
Revenue/Capita	\$41.69	\$44.70	\$53.17	National	10%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	218.3	264.0	3.9%	264.0	293.4	2.1%
Households	85.4	109.3	5.1%	109.3	124.6	2.7%
Retail Sales	NA ^{1/}	4,631.1	NA ^{1/}	4,631.1	5,867.8	4.8%
EBI ^{2/}	2,954.3	4,666.9	9.6%	4,666.9	6,652.9	7.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	128.7	19.5	10.2	12.1	17.7	18.6	18.1	32.4
Women (000)	135.3	18.4	9.8	12.0	17.1	19.4	20.0	38.6
Total	264.0	38.0	20.1	24.1	34.7	37.9	38.1	71.1
Percentage	100.0%	14.4%	7.6%	9.1%	13.2%	14.4%	14.4%	26.9%
Per Capita	\$ 17,678	Median Household		\$ 34,265	Avg Household		\$ 42,696	
Ethnic Population:	White 76.4%	Black 20.4%	Asian 0.7%	Hispanic 2.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		15	15	18	8	26
Tot 12+	1.5		73.2	73.2	74.7	4.2	78.9
Avg 12+	0.5		4.9	4.9	4.2	0.5	3.0
Tot LCS	1.9		92.8	92.8	94.7	5.3	100.0
Avg LCS	0.6		6.2	6.2	5.3	0.7	3.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WMYB	Myrtle Beach	C2	92.1	50.0	351	b	NextMedia Group	65	0008		na	AC	1,075	1.01	9.0	2.7	7.5	3.9	8.2	4.2	4.3	4.9	3.2
WXJY	Georgetown	A	93.7	6.0	328	c	Cumulus Bcstg Inc	90	9802		d2	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.3
WJXY	Conway	A	93.9	3.7	420	c	Cumulus Bcstg Inc	90	9802	2,300	d2	Sports	200	0.85	2.0	0.6	0.6	0.6	2.1	1.9	3.9	2.5	1.7
• WYEZ	Murrells Inlet	C3	94.5	25.0	328	a	Fidelity Bcstg	91	0011	1,000		Easy	300	0.43	5.9	2.1	1.7	6.0	2.1	3.5	2.1	8.1	0.0
• WVCO	Loris	C3	94.9	11.0	489		Carolina Beach Music	93	0305	2,200		Oldes/Beach	100		0.7	3.9	0.9	0.0	0.9	1.6	1.1	1.4	0.9
WWXM	Garden City	C1	97.7	100.0 cp	719	d	Qantum Comm	71	0307		g1	CHR	1,775	1.67	9.0	4.2	5.5	3.9	8.2	4.8	7.8	7.4	8.7
• WDAI	Pawleys Island	C3	98.5	6.1	666	c	Cumulus Bcstg Inc	93	9803	8,000	d7	Urban	950	0.83	9.7	8.9	3.8	5.4	7.6	6.1	7.4	7.0	5.8
• WRNN	Socastee	C3	99.5	21.5 cp	354	b	NextMedia Group	95	0008		g3	News/Talk	725	0.55	11.1	6.2	5.8	8.2	6.8	4.5	7.8	6.7	8.3
• WSEA	Atlantic Beach	C3	100.3	12.0	476	c	Cumulus Bcstg Inc	98	9804	1,300	cp	Top 40	200		0.7	2.1	0.9	0.3	0.6	1.9	2.8	1.8	1.5
WGTN	Andrews	A	100.7	3.1	446	e	Coastline Comm	85	0009	800		70s & 80s	100	0.65	1.3	0.9	0.9	0.9	0.6	0.0	0.0	0.0	0.0
WKZQ	Myrtle Beach	C2	101.7	38.0	558	b	NextMedia Group	69	0008		na	AOR	950	1.05	7.7	4.2	5.5	5.7	4.7	4.8	5.7	4.6	5.7
WYAK	Surfside Beach	C3	103.1	8.0 cp	545	c	Cumulus Bcstg Inc	77	0104		sw	Country	150	0.36	3.5	3.6	4.3	2.7	2.1	2.9	1.4	3.2	4.0
WYAV	Myrtle Beach	C1	104.1	100.0	981	b	NextMedia Group	64	0008		g3	Clsc Rock	650	1.20	4.6	5.6	4.6	3.3	2.9	4.8	3.5	4.6	5.6
WYNA	Calabash	C3	104.9	23.5	338	e	Coastline Comm	64	9902	1,100		70s & 80s	500	1.06	4.0	4.5	2.9	3.9	1.5	4.5	3.2	4.6	3.3
WEZV	North Myrtle	C3	105.9	17.0	361	a	Fidelity Bcstg	72	0003	2,600	c3	Easy	675	1.04	5.5	5.6	6.1	4.2	3.2	4.8	3.5	0.7	1.8
WSYN	Georgetown	C2	106.5	50.0	492	c	Cumulus Bcstg Inc	73	9803		d7	Oldies	1,250	1.20	8.8	10.1	7.0	6.3	5.6	6.5	6.0	6.3	6.7
WQSD	Briarcliff Acres	C2	107.1	50.0	492	d	Qantum Comm	75	0307		g1	Clsc Rock	400	0.83	4.1	1.8	2.0	3.0	2.6	2.3	1.4	2.1	3.1
WGTR	Bucksport	C2	107.9	20.0 cp	784	d	Qantum Comm	93	0307		g1	Country	1,500	1.44	8.8	7.7	6.1	6.6	5.3	5.8	8.2	6.7	8.0
# FM Stations -					18	# Combos -					17	FM TOTALS			96.4	74.7	66.1	64.9	65.3	65.5	70.1	73.0	68.6

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WNMB	North Myrtle	B	900	0.5	0.50	a	Fidelity Bcstg	83	0003		c3	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIQB	Charleston	B	1040	25.0 cp	1.00	c	Cumulus Bcstg Inc	77	9802		d2	Oldies			1.1	0.0	0.0	0.6	0.9	0.6	1.1	0.7	0.0
WMIR	Atlantic Beach	D	1200	6.5	0.01		Altman, Gardner	97				Gospel				0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0
WLSC	Loris	C	1240	1.0 cp	1.00		JARC Bcstg Inc	58	8808	76		FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPJS	Conway	D	1330	5.0 cp	0.03		WPJS Bcstg Inc	45	9606		nc	Gospel			1.3	2.7	0.0	1.8	0.0	1.9	0.4	1.4	1.2
• WGTN	Georgetown	C	1400	1.0	1.00		Stalvey, RJ	49	0101	100		Talk/Oldes	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQJM	Myrtle Beach	C	1450	1.0	1.00	b	NextMedia Group	65	0008		na	News/Talk	50			0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.0
WLMC	Georgetown	D	1470	1.0	0.00		Altman, Gardner	62	0210 p	200		Gospl/Insp	100	0.77	1.1	1.2	1.4	1.5	0.0	1.6	1.1	0.0	0.6
# AM Stations -					8	# Combos -					3	AM TOTALS			3.5	4.2	1.4	3.9	0.9	5.1	2.6	2.5	1.8
AM & FM Stations Profiled -					26	# Duopolies -					9	Total Local Commercial Share			78.9	67.5	68.8	66.2	70.6	72.7	75.5	70.4	

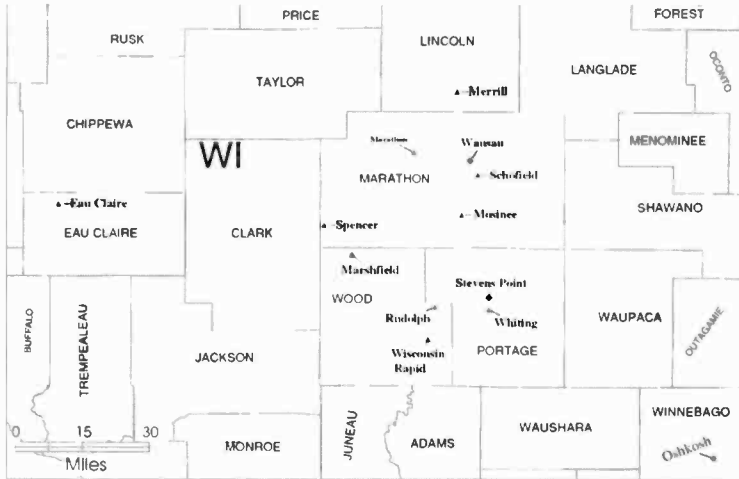
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 168

Revenue Rank: 155

Wausau-Stevens Point, WI Market Overview



Metro Counties / Population (000)

Marathon, WI	126.9
Portage, WI	67.8
Wood, WI	75.4
Total	270.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$10,600	\$11,300	\$12,300	\$12,700	\$12,000	\$12,600	3.4%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	5.0%	\$13,400	\$14,300	\$15,300	\$16,100	\$16,900	6.2%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.03/1,000	\$3.21/1,000	Local 75%
Revenue/Capita	\$40.00	\$46.65	\$61.45	National 25%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	265.0	270.1	0.4%	270.1	275.0	0.4%
Households	96.2	104.4	1.6%	104.4	108.9	0.8%
Retail Sales	NA ^{1/}	4,160.2	NA ^{1/}	4,160.2	5,263.2	4.8%
EBI ^{2/}	3,866.7	4,531.4	3.2%	4,531.4	5,749.4	4.9%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	134.0	22.3	13.4	14.0	16.7	21.2	19.6	26.8
Women (000)	136.2	20.8	12.7	13.6	16.0	21.1	18.9	33.0
Total	270.1	43.1	26.1	27.6	32.7	42.2	38.6	59.7
Percentage	100.0%	15.9%	9.7%	10.2%	12.1%	15.6%	14.3%	22.1%
Per Capita	\$ 16,776							
				Median Household	\$ 36,905		Avg Household	\$ 43,387
Ethnic Population:	White	94.7%	Black	0.3%	Asian	3.5%	Hispanic	1.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	12	14	6	20
Tot 12+	0.9		70.3	70.3	71.2	10.1	81.3
Avg 12+	0.9		5.4	5.9	5.1	1.7	4.1
Tot LCS	1.1		86.5	86.5	87.6	12.4	100.0
Avg LCS	1.1		6.7	7.2	6.3	2.1	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• WOSQ	Spencer	A	92.3	6.0	299	a	NewRadio Group	84	0302		g	Country	150	0.74	1.6	0.9	0.9	1.8	0.9	0.0	0.0	0.0	0.0	
• WMMA	Nekoosa	C3	93.9	25.0	318		Starboard Media	00	0302	1,300	1	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOFM	Mosinee	C2	94.7	50.0	492	c	Midwest Comm Inc	92	9710	1,400		Oldies	750	1.32	4.5	2.6	3.8	3.9	3.6	3.4	5.1	4.3	3.0	
WIFC	Wausau	C	95.5	100.0	cp	1079	c	Midwest Comm Inc	47	9608	3,500	c3	CHR	2,100	1.09	15.3	13.2	12.4	13.6	11.8	14.8	15.2	16.1	16.0
WYTE	Whiting	C2	96.7	50.0	492	a	NewRadio Group	85	0210	p	g	Country	1,200	0.77	12.3	10.9	10.0	11.0	9.4	8.9	4.2	3.7	5.0	
WSPT	Stevens Point	C1	97.9	100.0	338	e	Muzzy Broadcasting	68	9603	1,200	c2	AC	300	0.77	3.1	3.8	4.1	3.0	2.1	2.5	2.3	2.9	2.1	
WIZD	Rudolph	C3	99.9	13.0	453	c	Midwest Comm Inc	90	9901	1,400		Oldies	800	1.30	4.9	5.0	4.7	4.2	3.9	5.3	5.6	5.2	6.1	
WDEZ	Wausau	C	101.9	100.0	cp	1079	c	Midwest Comm Inc	64			Country	1,700	1.05	12.9	9.1	10.6	8.9	12.4	8.7	13.2	14.7	16.8	
WGLX	Wisconsin	C1	103.3	100.0	325	b	Bliss Communications	46	8201	1,145	c1	Clsc Rock	1,200	1.67	5.7	5.3	4.1	4.7	4.8	6.1	5.4	4.9	4.1	
WMZK	Merrill	C2	104.1	24.0	617		Badger Comm LLC	68	0108		g	AOR	1,100	0.98	8.9	8.5	4.4	5.6	9.1	6.4	6.5	8.9	9.1	
WAXX	Eau Claire	C	104.5	100.0	1801		Maverick Media	65	0306			Country	n/a		5.1	2.9	3.2	3.6	4.8	3.4	4.2	3.2	1.2	
WKQH	Marathon	C3	104.9	21.0	358	e	Muzzy Broadcasting	88	9402	150		Clsc Rock	400	0.76	4.2	2.6	2.6	3.6	3.3	4.7	2.5	2.6	4.9	
• WLJY	Marshfield	C1	106.5	100.0	801	a	NewRadio Group	65	0302		g2	Soft AC	800	0.98	6.5	4.1	5.0	5.6	5.2	3.4	4.2	4.0	3.5	
• WYCO	Wausau	C	107.9	100.0	1030	d	Badger Comm LLC	85	0308	3,400	c4	Hot AC	500	1.04	3.8	2.3	3.5	3.3	3.0	2.0	2.3	1.7	1.5	
# FM Stations -				14	# Combos -				11	FM TOTALS				88.8	71.2	69.3	72.8	74.3	69.6	70.7	72.2	73.3		

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WSAU	Wausau	B	550	15.0	cp	20.00	c	Midwest Comm Inc	37	9608	c3	News/Talk	550	0.97	4.5	6.5	4.4	3.6	3.9	3.4	3.7	4.3	3.5
WSPT	Stevens Point	D	1010	10.0	cp	0.01	e	Muzzy Broadcasting	49	9603	c2	Nws/Tlk/Spt	150	1.08	1.1	0.0	0.6	0.9	0.9	0.8	1.1	1.2	0.9
• WXCO	Wausau	C	1230	1.0	1.00	d	Badger Comm LLC	53	0309		c4	Sports	100		0.4	0.6	1.2	0.6	0.0	0.6	0.0	0.6	1.4
WFHR	Wisconsin	B	1320	5.0	0.50	b	Bliss Communications	40	8201		c1	News/Talk	350	1.39	2.0	0.9	2.6	1.5	1.8	2.5	2.3	1.7	2.2
• WRIG	Schofield	B	1390	5.0	5.00	c	Midwest Comm Inc	58				Talk/Sprts	100	0.57	1.4	0.0	1.2	1.2	1.2	1.4	0.8	0.9	1.1
WDLB	Marshfield	C	1450	0.8	1.00	a	NewRadio Group	47	0302	p	g2	Nws/Tlk/Spt	300	1.32	1.8	2.1	1.5	2.4	0.6	2.2	2.5	2.0	2.3
# AM Stations -				6	# Combos -				6	AM TOTALS				11.2	10.1	11.5	10.2	8.4	10.9	10.4	10.7	11.4	
AM & FM Stations Profiled -				20	# Duopolles -				6	Total Local Commercial Share				81.3	80.8	83.0	82.7	80.5	81.1	82.9	84.7		

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 169

Revenue Rank: 178

Hagerstown-Chambersburg-Waynesboro, MD-PA



Metro Counties / Population (000)

Washington, MD	134.6
Franklin, PA	130.3
Total	264.9

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$7,700	\$9,400	\$10,300	\$10,800	\$9,700	\$10,200
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.2%	\$10,700	\$11,500	\$12,100	\$12,800	\$13,400	5.6%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.15/1,000	2007 \$3.36/1,000	Est. Breakout			
Revenue/Capita	\$30.23	\$38.51	\$48.91	Local	80%		
				National	20%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	254.7	264.9	0.8%	264.9	274.0	0.7%
Households	95.6	102.4	1.4%	102.4	107.4	1.0%
Retail Sales	NA ^{1/}	3,234.3	NA ^{1/}	3,234.3	3,993.3	4.3%
EBI ^{2/}	3,526.7	4,085.9	3.0%	4,085.9	4,895.5	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	132.0	20.8	11.3	11.5	18.6	21.2	19.1	29.5
Women (000)	132.9	19.8	10.7	10.2	16.4	19.9	18.8	37.3
Total	264.9	40.6	22.0	21.7	35.0	41.1	37.9	66.8
Percentage	100.0%	15.3%	8.3%	8.2%	13.2%	15.5%	14.3%	25.2%
Per Capita	\$ 15,422	Median Household		\$ 33,813	Avg Household		\$ 39,913	
Ethnic Population:	White	92.2%	Black	5.2%	Asian	0.8%	Hispanic	1.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	5		10	10	6	16
Tot 12+	18.0	33.1		51.1	51.1	6.7	57.8
Avg 12+	3.6	6.6		5.1	5.1	1.1	3.6
Tot LCS	31.1	57.3		88.4	88.4	11.6	100.0
Avg LCS	6.2	11.5		8.8	8.8	1.9	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Frederick.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WSRT	Mercersburg	A	92.1	4.0	295	c	VerStandig Bcstg	76	9308	1,600	c1	Clsc Rock	650	0.87	7.3	2.1	2.9	5.2	3.3	3.1	4.7	5.4	4.6
WQCM	Greencastle	A	94.3	3.5	430	a	Dame Broadcasting	67	0005	8,300	d3	Rock	850	1.28	6.5	5.8	3.8	3.7	3.9	5.2	4.1	3.8	2.7
WIKZ	Chambersburg	B	95.1	42.0	449	a	Dame Broadcasting	48	0004		d3	AC	1,750	1.56	11.0	6.7	7.0	6.4	6.5	5.2	8.8	9.1	8.2
WKMZ	Williamsport	A	95.9	3.3	299	d	Prettyman Bcstg Co	72	9804	1,050		Clsc Rock	1,100	2.63	4.1	1.5	1.3	2.5	2.3	1.8	2.0	2.8	2.0
WDLD	Halfway	A	96.7	4.8	164	a	Dame Broadcasting	65	0110	3,400	c2	RhyBl/HpHop	275	0.66	4.1	5.2	5.1	2.8	2.0	1.8	2.4	3.2	3.5
WLTF	Martinsburg	B	97.5	12.5	1007	d	Prettyman Bcstg Co	49	8610			Soft AC	800	0.81	9.7	5.8	5.4	5.2	6.2	4.0	3.7	3.8	4.7
WWMD	Waynesboro	B	101.5	48.0	230	c	VerStandig Bcstg	46	9811	550		CHR	1,000	0.71	13.8	6.4	6.4	8.3	7.8	5.5	3.4	9.5	9.6
WEEO	McConnellsburg	A	103.7	0.1	1555		Allegheny Mtn Ntwk	97				Modern Rock	500	0.66	7.4	3.4	1.3	5.8	2.9	4.0	5.4	4.1	4.7
WAYZ	Hagerstown	B	104.7	8.3	1378	c	VerStandig Bcstg	46	0008	500		Country	1,200	1.16	10.1	7.1	12.4	4.6	7.2	8.9	9.8	5.7	6.1
WARX	Hagerstown	B	106.9	15.5 cp	853	b	Manning Bcstg Inc	57	8210	730		Oldies	1,300	1.27	10.0	7.1	3.2	4.9	6.8	6.8	7.5	5.7	6.0
# FM Stations -					10	# Combos -					9	FM TOTALS			84.0	51.1	48.8	49.4	48.9	46.3	51.8	53.1	52.1

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
• WCHA	Chambersburg	D	800	1.0	0.20	a	Dame Broadcasting	46	0004		d3	Nostalgia	250	0.60	4.1	0.6	1.9	2.5	2.3	2.2	2.7	2.2	1.8
WJEJ	Hagerstown	C	1240	1.0	1.00		Hagerstown Bcstg Co	32	7212			Easy	100	0.13	7.3	3.4	5.7	4.3	4.2	4.0	6.1	2.2	2.2
WHGT	Waynesboro	D	1380	1.0	0.00	c	VerStandig Bcstg	53	8110			Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WHAG	Halfway	D	1410	1.0	0.10	a	Dame Broadcasting	62	0110		c2	Nostalgia	200	0.93	2.1	1.2	1.9	1.2	1.3	3.1	1.4	1.6	1.9
WARK	Hagerstown	C	1490	0.9 cp	0.00	b	Manning Bcstg Inc	47	8210			Talk/Oldes	100	0.61	1.6	1.5	0.6	0.9	1.0	0.9	1.0	1.3	0.7
WCBG	Chambersburg	B	1590	5.0	1.00	c	VerStandig Bcstg	56	9308		c1	News/Talk	100		0.9	0.0	0.6	0.0	1.0	0.6	0.0	0.0	0.7
# AM Stations -					6	# Combos -					5	AM TOTALS			16.0	6.7	10.7	8.9	9.8	10.8	11.2	7.3	7.3
AM & FM Stations Profiled -					16	# Duopolles -					6	Total Local Commercial Share				57.8	59.5	58.3	58.7	57.1	63.0	60.4	59.4

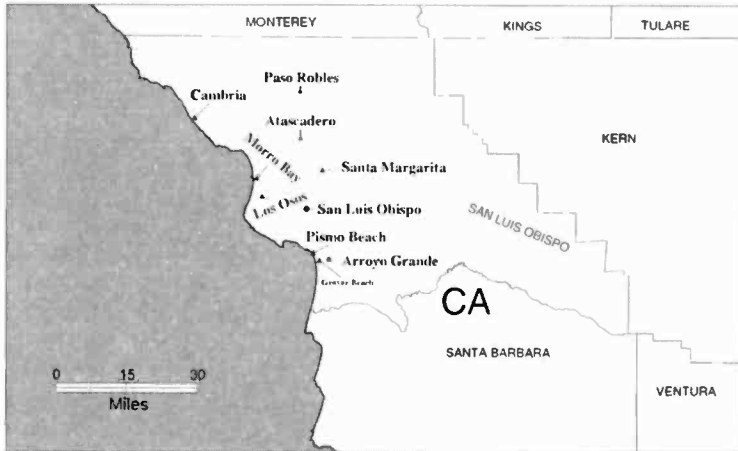
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 170

Revenue Rank: 190

San Luis Obispo, CA Market Overview



Metro Counties / Population (000)

San Luis Obispo	254.6
	254.6

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$6,700	\$7,100	\$8,200	\$8,900	\$8,800	\$9,300
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.7%	\$9,800	\$10,500	\$11,000	\$11,600	\$12,200	5.7%
Revenue/Retail Sales	NA ^{1/}	\$2.83/1,000	\$2.55/1,000				Est. Breakout
Revenue/Capita	\$28.23	\$36.53	\$44.66				Local 85%
							National 15%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	237.3	254.6	1.4%	254.6	273.2
Households	87.1	96.1	2.0%	96.1	104.2	1.6%
Retail Sales	NA ^{1/}	3,286.3	NA ^{1/}	3,286.3	4,791.8	7.8%
EBI ^{2/}	3,481.4	4,617.6	5.8%	4,617.6	5,922.3	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	129.7	17.8	10.9	19.3	15.7	19.8	19.3	26.9
Women (000)	124.9	16.8	9.9	15.5	12.3	18.4	19.0	33.0
Total	254.6	34.6	20.8	34.8	28.0	38.2	38.3	60.0
Percentage	100.0%	13.6%	8.2%	13.7%	11.0%	15.0%	15.0%	23.6%
Per Capita	\$ 18,137							
				Median Household	\$ 39,906		Avg Household	\$ 48,028
Ethnic Population:	White	84.1%	Black	2.0%	Asian	2.8%	Hispanic	16.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	10		14	15	7	22
Tot 12+	9.5	41.7		49.9	51.2	13.1	64.3
Avg 12+	1.9	4.2		3.6	3.4	1.9	2.9
Tot LCS	14.8	64.9		77.6	79.6	20.4	100.0
Avg LCS	3.0	6.5		5.5	5.3	2.9	4.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KWSR	Paso Robles	B	92.5	4.8	1486	Lagniappe Bcstg Inc	72	9605	675	1	Hot AC	400	1.27	3.4	1.6	3.4	1.7	2.8	3.2	2.4	3.3	3.3
KZOZ	San Luis Obispo	B	93.3	23.0	1549	a Amer General Media	62	8906	2,000	1	Rock	800	0.95	9.1	4.9	7.8	4.6	7.4	6.8	4.5	6.2	8.6
• KLMM	Morro Bay	A	94.1	0.9	863	c Lazer Bcstg Corp	97	0009	1,150	c1	Mexican	75		0.8	2.3	1.0	0.7	0.4	1.1	0.7	0.0	1.5
KOTR	Cambria	B1	94.9	25.0	328	d Mapleton Comm	84	0207	600		AAA	350	0.88	4.3	3.3	1.7	4.0	1.8	2.5	3.5	2.3	1.7
KXTZ	Pismo Beach	A	95.3	4.2	390	d Mapleton Comm	74	0207	600		Clsc Rock	150	0.90	1.8	2.3	2.7	1.3	1.1	3.6	2.1	3.6	2.5
KSLY	San Luis Obispo	B	96.1	3.4 cp	1686	b Clear Channel Comm	59	0012		g1	Top 40	1,200	1.34	9.6	3.3	5.4	5.6	7.1	6.4	9.4	6.6	8.4
KLRM	San Luis Obispo	B1	97.1	1.2	1457	Hutton Media LLC	95	0103	1,000		Spanish AC	125	0.75	1.8	2.0	1.7	1.7	0.7	1.8	0.3	0.3	0.6
KKJG	San Luis Obispo	B	98.1	4.5	1519	a Amer General Media	84	9707	1,500	1	Country	1,500	1.23	13.1	9.4	8.1	9.6	7.8	8.9	8.0	9.8	7.0
KKAL	Morro Bay	A	99.7	0.3	1490	e Salisbury Bcstg Corp	93	9406	185		Talk/Sprts	150	0.77	2.1	1.3	1.4	1.0	1.8	1.1	0.7	0.7	1.3
KXDZ	Templeton	A	100.5	1.4	361	d Mapleton Comm	01	0207	600		Clsc Rock	250	1.08	2.5	2.3	2.7	2.3	1.1	0.0	0.0	0.0	0.0
KSTT	Los	B	101.3	3.4	1686	b Clear Channel Comm	87	0012		g1	AC	1,000	1.71	6.3	4.2	5.4	3.0	5.3	4.3	4.2	7.2	8.5
KLUN	Paso Robles	A	103.1	1.1	761	c Lazer Bcstg Corp	95	0009		c1	Mexican	100	0.72	1.5	1.3	1.7	1.3	0.7	0.7	0.7	0.0	0.0
• KIQO	Atascadero	B	104.5	4.7	1444	a Amer General Media	79	9903	1,500	1	Oldies	900	0.90	10.7	3.6	5.1	7.9	6.4	4.3	5.9	4.9	6.6
• KWWV	Santa Margarita	B1	106.1	1.1	1447	e Salisbury Bcstg Corp	86	9901	1,000		CHR	225	0.40	6.0	5.2	4.7	3.6	4.3	5.4	4.5	4.9	4.8
KURQ	Grover Beach	B	107.3	3.5	1650	b Clear Channel Comm	84	0012		g1	Rock	675	0.94	7.7	4.2	4.1	5.6	4.6	7.9	8.7	5.9	4.7
# FM Stations -				15	# Combos -				13	FM TOTALS				80.7	51.2	56.9	53.9	53.3	58.0	55.6	55.7	59.5

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
• KLFF	Arroyo Grande	B	890	5.0 cp	5.00		Collins, Jerry J.	02				Chrst/Talk			5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KVEC	San Luis Obispo	B	920	1.0	0.50	b	Clear Channel Comm	37	0102	950		Nws/Tlk/Spt	500	1.00	5.4	4.2	4.1	4.0	3.2	3.2	2.4	4.6	2.5
KJDJ	San Luis Obispo	B	1030	2.5	0.70		Padre Serra Comm	88	9212	155		RlgMs/Span				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KPRL	Paso Robles	C	1230	1.0	1.00		No County Comm	46	0304	900		Nws/Tlk/Spt	400	0.75	5.7	4.6	2.7	3.0	4.6	3.9	3.5	3.3	1.8
KXTK	Arroyo Grande	B	1280	10.0	2.50		Pamplin Comm Corp	62	9905	550	na	Talk	50	0.30	1.8	0.7	0.0	1.3	1.1	0.7	0.0	0.0	0.0
• KYNS	San Luis Obispo	C	1340	0.8	0.79		Mapleton Comm	49	0304	370		Talk	100	0.83	1.3	0.7	0.7	1.7	0.0	1.1	2.1	1.3	2.3
KKJL	San Luis Obispo	C	1400	1.0	1.00		San Luis Obispo Bcg	60	9612			Adlt Stndrd	300	0.63	5.1	2.9	2.7	4.0	2.8	3.6	3.8	4.3	4.6
# AM Stations -				7	# Combos -				1	AM TOTALS				19.3	13.1	10.2	14.0	11.7	12.5	11.8	13.5	11.2	
AM & FM Stations Profiled -				22	# Duopolies -				6	Total Local Commercial Share				64.3	67.1	67.9	65.0	70.5	67.4	69.2	70.7		

Other Rulemaking: 103.5, A, Cambria

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 171

Revenue Rank: 119

South Bend, IN Market Overview



Metro Counties / Population (000)

St. Joseph, IN	266.2
	266.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
\$15,200	\$17,300	\$17,600	\$18,900	\$16,200	\$17,100	2.4%
<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
5.6%	\$18,100	\$19,400	\$20,400	\$21,500	\$22,600	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$4.93/1,000	\$5.64/1,000	Local 88%
Revenue/Capita	\$58.35	\$64.24	\$83.89	National 12%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	260.5	266.2	0.4%	266.2	269.4	0.2%
Households	98.7	101.3	0.5%	101.3	103.1	0.4%
Retail Sales	NA ^{1/}	3,466.9	NA ^{1/}	3,466.9	4,010.2	3.0%
EBI ^{2/}	4,014.7	4,523.7	2.4%	4,523.7	5,438.2	3.8%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	128.3	22.8	11.9	15.5	16.9	18.8	17.9	24.5
Women (000)	137.9	22.3	11.2	16.5	17.1	19.3	18.3	33.3
Total	266.2	45.1	23.1	32.0	34.0	38.0	36.2	57.9
Percentage	100.0%	16.9%	8.7%	12.0%	12.8%	14.3%	13.6%	21.7%
Per Capita	\$ 16,991							
				Median Household	\$ 36,411		Avg Household	\$ 44,678
Ethnic Population:	White	81.5%	Black	11.9%	Asian	1.5%	Hispanic	5.2%

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	9	6		11	15	4	19
Tot 12+	33.3	40.6		70.8	73.9	9.7	83.6
Avg 12+	3.7	6.8		6.4	4.9	2.4	4.4
Tot LCS	39.8	48.6		84.7	88.4	11.6	100.0
Avg LCS	4.4	8.1		7.7	5.9	2.9	5.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
														Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WNDV	South Bend	B	92.9	12.0	cp	879	c	Artistic Media Ptnrs	62	9811	6,123	c1	Top 40	3,200	1.33	14.1	12.5	12.3	11.6	11.7	12.6	14.5	14.9	13.6	
WZOC	Plymouth	B1	94.3	11.5		492		Plymouth Bcstg Inc	66	9610	575		2 Oldies	1,400	1.11	7.4	3.8	4.0	6.0	6.3	5.0	5.7	4.7	4.8	
• WAOR	Niles	A	95.3	5.5		276	b	Federated Media	68	9908		g	1 AOR/CIRck	1,100	0.96	6.7	7.6	3.3	5.0	6.0	6.0	4.7	6.0	5.5	
• WLRX	Nappanee	A	95.7	1.3		515		Dille & Erlacher	91	0008	1,200		AC			1.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHPZ	Bremen	A	96.9	2.0		463	d	LeSea Bcstg Corp	93	0002	280		ChrsContem	300	1.10	1.6	0.7	1.3	2.0	0.6	0.9	0.3	0.0	0.2	
WZOW	Goshen	A	97.7	2.9		482	c	Artistic Media Ptnrs	77	0204	925		Clsc Rock	450	0.91	2.9	3.5	3.0	2.0	2.8	2.5	1.7	2.2	2.4	
WSMK	Buchanan	A	99.1	3.0		328		Williams, Marion R.	91				Urban	200	0.20	5.9	8.0	8.0	4.3	5.4	4.4	4.1	4.1	3.1	
WHFB	Benton Harbor	B	99.9	50.0		407		WinCom Comm	47				2 Country	350	0.89	2.3	1.4	1.7	2.3	1.6	0.6	1.7	1.3	1.7	
WBYT	Elkhart	B	100.7	15.0		909	b	Federated Media	47				1 Country	2,000	1.05	11.1	9.0	9.0	10.3	8.2	10.7	11.5	9.2	13.7	
WNSN	South Bend	B	101.5	13.0		971	a	Schurz Comm Inc	62				2 AC	2,500	1.23	11.9	11.8	11.6	9.3	10.4	10.4	9.1	10.4	10.5	
WWLV	New Carlisle	A	102.3	2.0		397	c	Artistic Media Ptnrs	84	0203	1,500		Country	450	2.39	1.1	0.7	0.0	1.0	0.9	1.3	1.7	0.6	1.0	
WHME	South Bend	A	103.1	3.0		299	d	LeSea Bcstg Corp	68				ChrsContem	200		0.4	0.7	0.0	0.7	0.0	0.6	0.0	0.0	0.0	
WRBR	South Bend	A	103.9	3.0		328		Dille & Erlacher	65	0206		st	1 Rock	1,600	1.00	9.4	6.6	5.6	8.6	7.0	7.2	6.4	7.6	7.2	
WFRN	Elkhart	B	104.7	50.0		459		Progressive Bcst Sys	63				ChrsContem	1,000	1.95	3.0	2.1	1.7	2.7	2.2	1.9	1.4	1.9	3.0	
WUBU	South Bend	A	106.3	3.0		292	b	Federated Media	93	0001		na	1 Urban	850	0.73	6.8	4.5	5.3	6.6	4.7	5.3	4.7	5.4	4.3	
# FM Stations -					15	# Combos -					9	FM TOTALS					84.6	73.9	68.8	72.4	67.8	69.4	67.5	68.3	71.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
														Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WSBT	South Bend	B	960	5.0	5.00	a	Schurz Comm Inc	22	7609				2 News/Talk	1,200	0.75	9.4	7.3	7.6	7.3	8.2	8.2	7.1	7.3	8.0	
WNDV	South Bend	C	1490	1.0	1.00	c	Artistic Media Ptnrs	44	9811				c1 70s Oldies			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
WHLY	South Bend	B	1580	1.0	0.50	c	Artistic Media Ptnrs	47	9912	750			c2 Adlt Stndrd	100	0.11	5.3	2.1	3.3	4.3	4.4	4.7	3.4	3.8	4.0	
WDND	South Bend	B	1620	10.0	1.00	c	Artistic Media Ptnrs	98	9912				c2 Sports	200		0.8	0.0	0.7	0.7	0.6	0.0	1.0	0.9	1.6	
# AM Stations -					4	# Combos -					4	AM TOTALS					15.5	9.7	11.6	12.3	13.2	12.9	11.5	12.0	13.7
AM & FM Stations Profiled -					19	# Duopolies -					6	Total Local Commercial Share					83.6	80.4	84.7	81.0	82.3	79.0	80.3	84.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 172

Revenue Rank: 256

New Bedford-Fall River, MA Market Overview



Metro Counties / Population (000)

Bristol, MA	260.8
	260.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES
★★

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$4,000	\$4,500	\$5,200	\$5,700	\$5,000	\$5,200	5.2%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
4.0%	\$5,500	\$5,900	\$6,200	\$6,500	\$6,800	5.7%

Revenue/Retail Sales
Revenue/Capita

1997	2002	2007
NA ^{1/}	\$1.56/1,000	\$1.75/1,000
\$16.04	\$19.94	\$25.54

Est. Breakout
Local 85%
National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	249.3	260.8	0.9%	260.8	266.2	0.4%
Households	92.8	100.8	1.7%	100.8	104.5	0.7%
Retail Sales	NA ^{1/}	3,341.2	NA ^{1/}	3,341.2	3,880.6	3.0%
EBI ^{2/}	3,673.5	4,482.9	4.1%	4,482.9	5,509.6	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	125.1	21.6	11.1	11.2	17.2	20.4	17.8	25.8
Women (000)	135.8	20.5	10.7	11.5	18.0	21.3	18.8	35.0
Total	260.8	42.1	21.8	22.7	35.2	41.6	36.6	60.8
Percentage	100.0%	16.1%	8.4%	8.7%	13.5%	16.0%	14.1%	23.3%
Per Capita	\$ 17,187							
				Median Household	\$ 37,513		Avg Household	\$ 44,464
Ethnic Population:	White	90.4%	Black	2.2%	Asian	1.4%	Hispanic	3.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	5		7	7	5	12
Tot 12+	11.1	25.5		36.6	36.6	7.2	43.8
Avg 12+	5.6	5.1		5.2	5.2	1.4	3.7
Tot LCS	25.3	58.2		83.6	83.6	16.4	100.0
Avg LCS	12.7	11.6		11.9	11.9	3.3	8.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Providence-Warwick-Pawtucket.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WSNE	Taunton	B	93.3	30.0	620	d	Clear Channel Comm	66	0008			Hot AC	n/a		4.8	3.3	4.5	1.1	3.0	1.9	4.8	5.1	4.7		
WHJY	Providence	B	94.1	50.0	456	d	Clear Channel Comm	66	0008			AOR	n/a		14.6	6.9	6.6	6.3	6.5	3.5	7.7	7.7	5.4		
WJFD	New Bedford	B	97.3	50.0	499		Dinis, Edmund	49				Portuguese	600	3.30	3.5	2.1	1.5	0.9	2.1	0.8	3.6	2.3	2.4		
WCTK	New Bedford	B	98.1	47.0	509	a	Hall Communications	46	6610			Country	n/a		14.8	6.6	7.2	7.2	5.9	4.3	7.4	6.3	5.8		
WKKB	Middletown	A	100.3	1.6	656		Citadel Bcstg Corp	78	9806			Rock	n/a		4.6	1.5	2.1	2.3	1.8	1.9	0.3	0.6	0.2		
WWLI	Providence	B	105.1	50.0	499	b	Citadel Bcstg Corp	48	9707			AC	n/a		13.4	6.6	7.2	6.6	5.3	5.9	7.1	7.4	7.9		
• WFHN	Fairhaven	A	107.1	6.0	325	b	Citadel Bcstg Corp	89	0004		g1	CHR	2,875	2.17	25.5	9.6	10.5	13.5	9.2	6.5	10.1	10.0	12.2		
# FM Stations -					7	# Combos -					5	FM TOTALS					81.2	36.6	39.6	37.9	33.8	24.8	41.0	39.4	38.6

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WNBH	New Bedford	C	1340	1.0	1.00		Hall Communications	21	6610			Adlt Stndrd	150	2.06	1.4	0.3	0.9	0.0	1.2	1.4	1.5	0.0	1.9		
WHTB	Fall River	C	1400	1.0	1.00	c	Karam, Bob & James	48	8905	650		Portuguese	100			0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0		
WBSM	New Bedford	B	1420	5.0	1.00	b	Citadel Bcstg Corp	49	0004		g1	Nws/Tlk/Spt	925	1.24	14.4	4.5	8.4	7.8	5.0	7.0	6.0	4.3	7.7		
WLKW	West Warwick	C	1450	1.0	1.00	a	Hall Communications	56	0106	See (34)		Adlt Stndrd				0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0		
WSAR	Fall River	B	1480	5.0	5.00	c	Karam, Bob & James	21	9211	550		Nws/Tlk/Spt	500	3.21	3.0	2.1	0.9	1.1	1.5	1.9	2.1	3.4	4.4		
# AM Stations -					5	# Combos -					4	AM TOTALS					18.8	7.2	10.5	8.9	7.7	10.8	9.6	7.7	14.0
AM & FM Stations Profiled -					12	# Duopolies -					4	Total Local Commercial Share						43.8	50.1	46.8	41.5	35.6	50.6	47.1	52.6

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 173

Revenue Rank: 180

New London, CT Market Overview



Metro Counties / Population (000)

New London, CT	260.1
	260.1

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$7,100	\$7,900	\$9,100	\$10,400	\$9,600	\$10,000
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.2%	\$10,400	\$10,900	\$11,300	\$11,900	\$12,500	4.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.23/1,000	\$3.45/1,000	Local	85%		
Revenue/Capita	\$28.13	\$38.45	\$47.60	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	252.4	260.1	0.6%	260.1	262.6
Households	93.2	100.9	1.6%	100.9	103.7	0.5%
Retail Sales	NA ^{1/}	3,091.5	NA ^{1/}	3,091.5	3,625.3	3.2%
EBI ^{2/}	4,779.0	5,466.7	2.7%	5,466.7	6,714.6	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	128.5	21.0	10.9	12.4	17.2	22.2	18.8	26.0
Women (000)	131.5	20.6	10.6	10.3	16.9	22.0	18.7	32.4
Total	260.1	41.6	21.5	22.7	34.1	44.2	37.6	58.4
Percentage	100.0%	16.0%	8.3%	8.7%	13.1%	17.0%	14.4%	22.5%
Per Capita	\$ 21,021							
				Median Household	\$ 45,934		Avg Household	\$ 54,175
Ethnic Population:	White	86.4%	Black	5.5%	Asian	2.2%	Hispanic	5.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9			8	9	2	11
Tot 12+	52.6			52.6	52.6	2.8	55.4
Avg 12+	5.8			6.6	5.8	1.4	5.0
Tot LCS	94.9			94.9	94.9	5.1	100.0
Avg LCS	10.5			11.9	10.5	2.5	9.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations													ARB 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
			Freq	(kW)									Revenue (000)1/	Power Ratio		2003	2002	2002	2001	2001	2000	2000	1999			
WCTY	Norwich	A	97.7	1.9	410	b	Hall Communications	68				Country	1,650	0.99	16.6	7.3	6.7	10.4	6.6	5.9	9.4	12.5	12.0			
WNLC	East Lyme	A	98.7	5.5	269	d	Hall Communications	94	9707	2,000		Adlt Stndrd	650	0.41	15.9	8.7	7.0	6.1	10.4	11.4	9.4	6.6	7.5			
WKNL	New London	A	100.9	3.0	299	d	Hall Communications	70	9503	3,500	c1	Oldies	650	0.64	10.1	7.3	6.0	4.6	5.9	4.6	8.0	5.6	4.6			
WBEA	Southold	A	101.7	5.5	341	e	AAA Entertainment	85	0010		na	Hot AC	400			0.0	0.7	0.0	0.0	1.0	1.7	1.3	1.4			
WXLM	Stonington	A	102.3	3.0	328	c	Citadel Bcstg Corp	81	0004		g1	AC	725	1.32	5.5	1.4	3.7	3.2	2.4	2.3	5.2	4.0	4.4			
WMOS	Montauk	A	104.7	6.0	315	e	Citadel Bcstg Corp	93	0303		g	Clsc Rock	975	1.32	7.4	6.3	5.4	2.5	5.2	0.0	0.0	0.0	0.0			
WQGN	Groton	A	105.5	3.0	276	c	Citadel Bcstg Corp	71	0004		g1	CHR	1,800	1.08	16.7	7.3	7.0	8.9	8.3	9.5	9.1	9.9	8.8			
WBMW	Ledyard	A	106.5	3.1	459	a	Red Wolf Bcstg	92	9312		st	AC	1,900	1.17	16.2	9.1	6.0	7.5	9.3	11.8	5.2	7.3	4.9			
WHJM	Pawcatuck	A	107.7	1.9	400	a	Red Wolf Bcstg	95	0303	3,750		Rhymc/Top4	800	1.03	7.8	5.2	5.7	3.9	4.2	5.2	4.5	5.0	7.8			
# FM Stations -													9	# Combos -		9	FM TOTALS									
															96.2	52.6	48.2	47.1	52.3	51.7	52.5	52.2	51.4			

AM Stations													ARB 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
			Freq	(kW)	(kW)	(kW)								Revenue (000)1/	Power Ratio		2003	2002	2002	2001	2001	2000	2000	1999		
WSUB	Groton	D	980	1.0	0.07	c	Citadel Bcstg Corp	58	0004		g1	News/Talk	100			0.0	1.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0		
WICH	Norwich	B	1310	5.0	5.00	b	Hall Communications	46				AC/Talk	300	0.79	3.8	2.8	2.3	2.9	1.0	1.3	1.0	2.3	1.9			
# AM Stations -													2	# Combos -		2	AM TOTALS									
															3.8	2.8	3.3	2.9	1.0	1.3	1.0	3.3	1.9			
AM & FM Stations Profiled -													11	# Duopolies -		4	Total Local Commercial Share									
															55.4	51.5	50.0	53.3	53.0	53.5	55.5	53.3				

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 174

Revenue Rank: 202

Ft. Smith, AR Market Overview



Metro Counties / Population (000)

Crawford, AR	54.9
Sebastian, AR	116.5
Le Flore, OK	48.9
Sequoyah, OK	39.8
Total	260.1

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$4,700	\$6,600	\$7,000	\$8,200	\$7,300	\$8,000	11.2%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.6%	\$8,400	\$9,000	\$9,500	\$10,000	\$10,500	5.6%

Revenue/Retail Sales
Revenue/Capita

	1997	2002	2007
Revenue/Retail Sales	NA ^{1/}	\$2.89/1,000	\$3.27/1,000
Revenue/Capita	\$19.71	\$30.76	\$39.00

Est. Breakout
Local 90%
National 10%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	238.4	260.1	1.8%	260.1	269.2	0.7%
Households	90.1	99.6	2.0%	99.6	103.8	0.8%
Retail Sales	NA ^{1/}	2,766.4	NA ^{1/}	2,766.4	3,214.9	3.1%
EBI ^{2/}	3,039.3	3,790.9	4.5%	3,790.9	4,778.4	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	127.8	23.0	12.5	12.3	16.9	19.1	17.5	26.6
Women (000)	132.3	21.8	11.6	11.6	16.6	19.2	18.2	33.3
Total	260.1	44.9	24.1	23.9	33.4	38.3	35.7	59.9
Percentage	100.0%	17.2%	9.3%	9.2%	12.9%	14.7%	13.7%	23.0%
Per Capita	\$ 14,576							
				Median Household	\$ 30,901		Avg Household	\$ 38,044
Ethnic Population:	White	81.2%	Black	3.7%	Asian	2.0%	Hispanic	5.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		13	12	15	9	24
Tot 12+	1.9		69.0	69.0	70.9	10.2	81.1
Avg 12+	1.0		5.3	5.8	4.7	1.1	3.4
Tot LCS	2.3		85.1	85.1	87.4	12.6	100.0
Avg LCS	1.2		6.5	7.1	5.8	1.4	4.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Fayetteville-Springdale.

ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KREU	Roland	A	92.3	0.7	932		Baker, Fred, et al	95	0304	10	1	Spanish	175	0.75	2.9	1.1	3.1	2.5	2.3	3.3	4.1	1.6	1.2	
KPRV	Heavener	A	92.5	1.6	640	e	Billy, Leroy	88				Country	50		0.4	0.8	1.1	0.7	0.0	0.0	0.0	1.2	0.7	
KISR	Fort Smith	C	93.7	100.0	1250	a	Baker, Fred, et al	72				1 CHR	900	1.11	10.1	9.2	8.4	7.2	9.7	11.5	11.1	13.4	10.7	
KOLX	Barling	C2	94.5	31.0	502	f	Pharis Bcstg Inc	88	0203	400		Country	100			0.0	0.8	0.0	0.0	0.7	2.5	1.6	1.9	
• KERX	Paris	C2	95.3	50.0 cp	459		Pearson, Max H.	81	9310		g	AAA	225		0.7	3.1	1.5	1.1	0.0	0.0	1.2	0.0	1.2	
KKBD	Sallisaw	C2	95.9	30.0	623	c	Clear Channel Comm	72	0008		g	Clsc Rock	900	0.95	11.8	7.3	7.3	9.8	10.0	6.3	6.1	3.9	3.7	
KZBB	Poteau	C	97.9	100.0	2001	c	Clear Channel Comm	67	0008		g	CHR	1,100	1.18	11.7	7.3	7.6	12.0	7.7	8.6	7.4	9.8	13.2	
KMAG	Fort Smith	C	99.1	100.0	1969	c	Clear Channel Comm	64	0008		g	Country	1,550	1.92	10.1	11.5	8.0	7.2	9.7	12.6	10.2	13.0	10.3	
KTCS	Fort Smith	C	99.9	100.0	1919	d	Big Chief Bcstg Co	64	6106		c3	Country	700	0.62	14.1	9.2	7.6	10.1	13.5	7.4	8.2	8.7	15.5	
KBQB	Fort Smith	C2	100.7	50.0	459	b	Cumulus Bcstg Inc	78	9908	1,000	nc	Oldies	575	1.22	5.9	3.8	3.8	6.5	5.2	3.7	5.5	5.2		
KLSZ	Van Buren	C2	102.7	27.5 cp	476	b	Cumulus Bcstg Inc	83	9906	2,100	c1	Clsc Rock	100	0.38	3.3	2.7	2.7	2.5	3.1	4.1	2.5	5.1	3.1	
KRBK	Booneville	C2	104.7	50.0	492	f	Pharis Bcstg Inc	81	9712	800		Oldies	200	1.56	1.6	1.9	2.3	1.1	1.5	4.5	0.8	0.8	1.4	
• KZKZ	Greenwood	C3	106.3	15.0	397		Family Comm Inc	81	9305	5	d	2 ChrsContem	150	0.78	2.4	2.3	3.4	2.5	1.5	2.6	2.9	2.4	1.3	
KOMS	Poteau	C	107.3	100.0	1811	b	Cumulus Bcstg Inc	69	9906	520	c1	Country	750	0.85	11.0	7.6	9.9	9.1	9.3	10.4	8.6	7.1	7.1	
KEZA	Fayetteville	C	107.9	100.0	1260		Clear Channel Comm	83	0008			Soft AC	n/a		4.8	3.1	3.8	1.8	6.2	3.3	5.7	3.9	3.0	
# FM Stations -					15	# Combos -					11	FM TOTALS				90.8	70.9	71.3	74.1	78.0	80.5	75.0	78.0	79.5

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KFSA	Fort Smith	B	950	1.0	0.50	a	Baker, Fred, et al	47	8111	297	2	Religion			0.4	1.1	0.0	0.7	0.0	0.0	0.0	0.0	0.0	
KAYR	Van Buren	D	1060	0.5	0.00	b	Cumulus Bcstg Inc	79	0003	160		Span/Mexcn				0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	
• KFPW	Fort Smith	C	1230	1.0	1.00	f	Pharis Bcstg Inc	30	0203	450		Adlt Sndrd	150	0.85	2.2	1.9	1.5	2.2	1.5	0.7	2.0	2.0	1.9	
KPRV	Poteau	D	1280	1.0	0.11	e	Billy, Leroy	53	8805	45		AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KYHN	Fort Smith	B	1320	5.0	5.00	c	Clear Channel Comm	47	0008		g	Nws/Tlk/Spt			1.1	2.3	2.7	1.1	0.8	0.4	0.0	0.0	0.0	
KTCS	Fort Smith	D	1410	1.0	0.00	d	Big Chief Bcstg Co	56	6106		c3	Country			1.5	0.0	0.0	2.5	0.0	0.0	0.0	0.4	0.0	
KKUZ	Sallisaw	D	1560	0.3	0.00		MIX 96 LLC	68	9805		c1	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KHGG	Van Buren	D	1580	1.0	0.05	f	Pharis Bcstg Inc	58	9309	110		Sprts/Talk	100	0.83	1.5	1.5	0.8	1.4	1.2	0.0	1.2	0.0	0.6	
KWHN	Fort Smith	B	1650	10.0	1.00	c	Clear Channel Comm	00				Nws/Tlk/Spt	200	0.96	2.6	3.4	2.7	2.5	1.9	2.6	6.1	4.3	3.6	
# AM Stations -					9	# Combos -					8	AM TOTALS				9.3	10.2	9.2	10.4	5.4	3.7	9.3	6.7	6.1
AM & FM Stations Profiled -					24	# Duopolies -					7	Total Local Commercial Share				81.1	80.5	84.5	83.4	84.2	84.3	84.7	85.6	

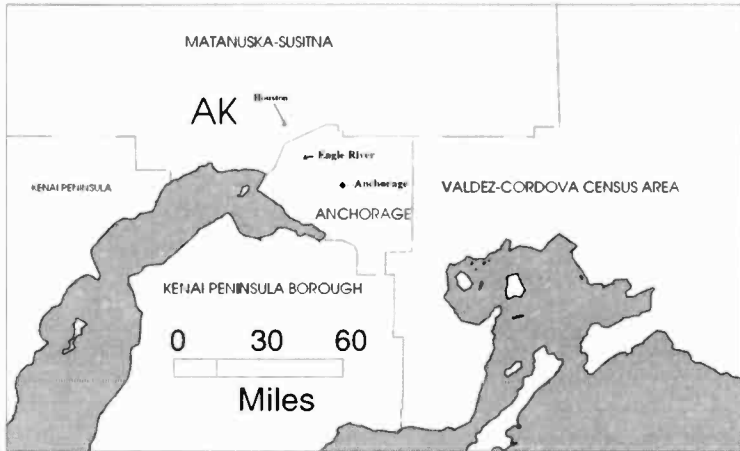
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 175

Revenue Rank: 131

Anchorage, AK Market Overview



Metro Counties / Population (000)

Anchorage, AK	265.4
	265.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$14,800	\$15,300	\$14,600	\$16,200	\$14,800	\$15,700
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.1%	\$16,600	\$17,700	\$18,700	\$19,700	\$20,700	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.88/1,000	2007 \$4.39/1,000	Est. Breakout			
Revenue/Capita	\$59.18	\$59.16	\$74.25	Local	90%		
				National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	250.1	265.4	1.2%	265.4	278.8
Households	91.6	96.8	1.1%	96.8	101.8	1.0%
Retail Sales	NA ^{1/}	4,051.3	NA ^{1/}	4,051.3	4,712.3	3.1%
EBI ^{2/}	4,905.5	7,104.3	7.7%	7,104.3	9,292.5	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	134.1	25.9	13.3	13.4	20.2	23.7	21.0	16.5
Women (000)	131.3	25.0	12.8	12.5	19.4	23.9	20.0	17.8
Total	265.4	51.0	26.1	25.9	39.6	47.6	41.0	34.3
Percentage	100.0%	19.2%	9.8%	9.8%	14.9%	17.9%	15.4%	12.9%
Per Capita	\$ 26,770	Median Household		\$ 58,342	Avg Household		\$ 73,430	
Ethnic Population:	White 71.4%	Black 5.9%	Asian 6.8%	Hispanic 5.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			15	15	15	7	22
Tot 12+			72.5	72.5	72.5	12.3	84.8
Avg 12+			4.8	4.8	4.8	1.8	3.9
Tot LCS			85.5	85.5	85.5	14.5	100.0
Avg LCS			5.7	5.7	5.7	2.1	4.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• KOEZ	Houston	C2	92.1	10.0	cp	886	f New NW Bcstrs	97	9909	1,300		AC	800	0.96	5.3	3.6	5.2	4.4	4.3	2.9	6.3	3.9	4.0		
KFAT	Anchorage	C2	92.9	10.0	cp	886	f New NW Bcstrs	99	9908	1,250	na	Rhymc/HpHo	950	0.83	7.3	6.9	8.0	6.9	5.0	7.2	6.6	10.9	10.4		
KAFC	Anchorage	C2	93.7	27.0		663	d Christian Bcstg, Inc	99				ChrsContem			2.5	2.6	2.5	1.9	2.3	2.9	2.5	1.0	3.2		
• KRPM	Houston	C2	96.3	10.0	cp	886	f New NW Bcstrs	99				Clsc Rock	400	0.73	3.5	6.6	2.8	2.5	3.3	3.9	3.5	3.9	1.0		
KEAG	Anchorage	C1	97.3	100.0		594	b MCC Radio LLC	86	9812		g3	Oldies	1,500	1.17	8.2	5.3	4.6	7.9	5.6	6.2	4.7	6.6	5.1		
KLEF	Anchorage	C1	98.1	25.0		30	c Chinook Concert Bcst	88				Classical	625	0.88	4.5	3.3	2.5	4.1	3.3	2.6	3.2	3.0	3.9		
• KYMG	Anchorage	C1	98.9	100.0		-151	a Clear Channel Comm	89	0008		g	AC	1,000	1.16	5.5	6.9	6.4	3.8	5.3	4.9	7.9	8.2	4.5		
KBFX	Anchorage	C3	100.5	25.0		174	a Clear Channel Comm	78	0008		g	Clsc Rock	1,200	1.09	7.0	4.0	4.6	5.0	6.6	7.2	6.6	5.3	5.8		
KGOT	Anchorage	C2	101.3	26.0		-66	a Clear Channel Comm	75	0008		g	CHR	850	0.93	5.8	5.9	5.5	5.0	4.6	6.5	6.0	5.6	6.3		
KDBZ	Anchorage	C3	102.1	23.0		82	f New NW Bcstrs	73	9909	1,500		Modern AC	650	0.84	4.9	3.3	5.2	4.1	4.0	3.6	2.8	3.9	3.1		
KMXS	Anchorage	C1	103.1	51.0	cp	7	b MCC Radio LLC	87	9812		g3	Hot AC	1,075	1.67	4.1	2.3	2.8	3.5	3.3	4.2	2.8	3.9	7.2		
KBRJ	Anchorage	C1	104.1	55.0		62	b MCC Radio LLC	66	9812		g3	Country	1,700	1.30	8.3	9.6	5.8	6.3	7.3	6.2	6.3	7.9	6.5		
KNIK	Anchorage	C1	105.7	51.0		1070	Ubik Corporation	60	9912	950		Smooth Jazz	500	0.91	3.5	3.0	4.3	3.8	2.0	3.6	4.4	3.3	4.1		
KWHL	Anchorage	C1	106.5	100.0		66	b MCC Radio LLC	82	9812		g3	Rock	1,450	1.47	6.3	3.6	3.1	5.0	5.3	5.6	4.4	4.3	7.9		
KASH	Anchorage	C1	107.5	68.0		-289	a Clear Channel Comm	85	0008		g	Country	825	0.82	6.4	5.6	5.5	5.0	5.6	5.6	4.7	5.9	4.8		
# FM Stations -					15	# Combos -					14	FM TOTALS					83.1	72.5	68.8	69.2	67.8	73.1	72.7	77.6	77.8

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KTZN	Anchorage	B	550	5.0	5.00	a	Clear Channel Comm	48	0008		g	Sports	300	0.96	2.0	1.7	0.9	1.6	1.7	1.3	2.2	0.7	0.8		
KHAR	Anchorage	B	590	5.0	5.00	b	MCC Radio LLC	61	9812		g3	Nostalgia	200	0.53	2.4	1.7	2.5	1.6	2.3	2.3	1.9	3.0	2.6		
KENI	Anchorage	A	650	50.0	50.00	a	Clear Channel Comm	67	0008		g	Talk	300	0.29	6.5	4.6	6.4	3.8	7.0	4.2	5.7	4.3	5.3		
KBYR	Anchorage	A	700	10.0	10.00		Cobb Comm	48	0206	270		Talk/News	100		0.6	2.3	2.8	0.9	0.0	1.0	0.6	0.7	1.0		
KFQD	Anchorage	A	750	50.0	cp	50.00	b MCC Radio LLC	24	9812		g3	News/Talk	725	1.07	4.3	2.0	2.8	2.8	4.3	3.6	3.5	3.0	3.4		
KAXX	Eagle River	A	1020	10.0	10.00	e	Amer Radio Brokers	86	9702	150		Sports	400			0.0	0.0	0.0	0.0	0.7	0.0	0.7	0.0		
KUDO	Anchorage	A	1080	10.0	10.00	c	Chinook Concert Bcst	75	9811	135		News/Talk	150	0.96	1.0	0.0	0.0	0.6	1.0	1.0	0.6	0.0	0.5		
# AM Stations -					7	# Combos -					5	AM TOTALS					16.8	12.3	15.4	11.3	16.3	14.1	14.5	12.4	13.6
AM & FM Stations Profiled -					22	# Duopolies -					8	Total Local Commercial Share						84.8	84.2	80.5	84.1	87.2	87.2	90.0	91.4

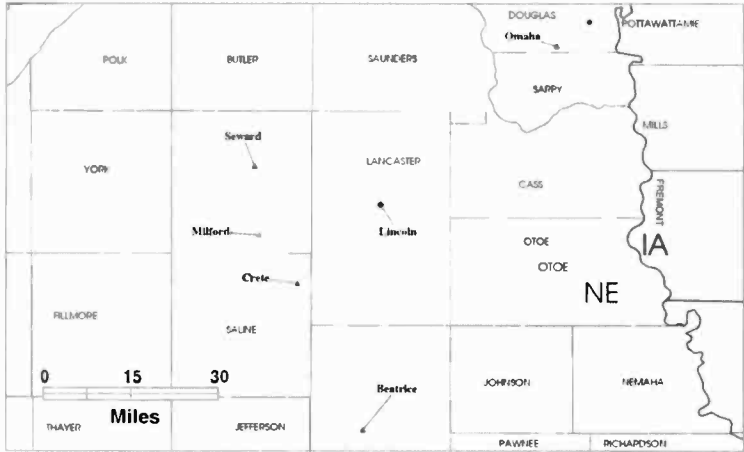
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 176

Revenue Rank: 135

Lincoln, NE Market Overview



Metro Counties / Population (000)

Lancaster, NE	254.7
	254.7

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$10,900	\$12,000	\$13,400	\$14,800	\$13,700	\$14,800	6.2%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	8.0%	\$15,700	\$16,800	\$17,900	\$18,800	\$19,800	6.0%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	NA ^{1/}	\$4.66/1,000	\$5.19/1,000	Local	85%		
Revenue/Capita	\$46.76	\$58.11	\$77.01	National	15%		

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	233.1	254.7	1.8%	254.7	257.1	0.2%
Households	90.1	101.3	2.4%	101.3	103.0	0.3%
Retail Sales	NA ^{1/}	3,175.4	NA ^{1/}	3,175.4	3,818.1	3.8%
EBI ^{2/}	4,296.7	4,928.8	2.8%	4,928.8	6,348.5	5.2%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	127.0	20.2	10.2	20.6	19.8	19.0	17.1	20.0
Women (000)	127.7	19.3	10.0	19.3	17.7	18.4	17.4	25.6
Total	254.7	39.4	20.2	39.9	37.5	37.4	34.5	45.7
Percentage	100.0%	15.5%	7.9%	15.7%	14.7%	14.7%	13.6%	17.9%
Per Capita	\$ 19,355			Median Household	\$ 40,102		Avg Household	\$ 48,672
Ethnic Population:	White	89.5%	Black	3.0%	Asian	3.1%	Hispanic	3.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		9	9	10	3	13
Tot 12+	2.4		45.8	46.8	48.2	19.3	67.5
Avg 12+	2.4		5.1	5.2	4.8	6.4	5.2
Tot LCS	3.6		67.9	69.3	71.4	28.6	100.0
Avg LCS	3.6		7.5	7.7	7.1	9.5	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Omaha.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)												
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999					
KTGL	Beatrice	C1	92.9	100.0		810 c					Clear Channel Comm	62	0008		g	Clsc Rock	1,000	1.07	6.3	4.4	4.2	5.2	3.4	3.2	3.2	5.8	3.6
KRKR	Lincoln	C2	95.1	50.0		285 d					Three Eagles Comm	75	9608		g1	Clsc Rock	700	0.88	5.4	7.1	5.1	4.2	3.1	5.0	3.2	3.3	4.6
KZKX	Seward	C1	96.9	100.0		581 c					Clear Channel Comm	76	0008		g	Country	3,500	2.32	10.2	8.1	8.0	7.3	6.5	8.2	10.3	6.2	7.9
KFGE	Milford	C1	98.1	100.0		981 b					Triad Bcstg Co	96	0005		g2	Country	950	1.19	5.4	6.1	5.8	4.2	3.1	5.3	5.3	3.3	4.9
KLTO	Lincoln	C0	101.9	100.0		1198					Waitt Radio Inc	58	0201			Lite Rock	n/a		3.5	1.7	2.6	2.4	2.4	1.8	2.1	2.2	3.2
KFRX	Lincoln	C1	102.7	100.0		430 d			5,300		Three Eagles Comm	65	9612		c1	CHR	1,200	0.75	10.8	4.4	5.8	7.0	7.6	7.5	5.7	9.5	9.5
KSLI	Crete	C2	104.1	31.0		614 c					Clear Channel Comm	76	0008		g	CHR	300	0.97	2.1	1.4	1.6	1.4	1.4	2.1	3.2	5.1	3.6
KKUL	Lincoln	A	105.3	6.0		328 b					Triad Bcstg Co	92	0005		g2	Oldies	800	0.68	7.9	2.4	4.5	5.2	5.5	3.9	5.3	4.7	5.1
KIBZ	Lincoln	C1	106.3	100.0		702 a					Clear Channel Comm	73	0008		g	Rock	1,300	0.71	12.4	7.5	7.7	8.7	8.2	8.2	6.4	6.9	8.9
KBBK	Lincoln	C1	107.3	100.0		551 b					Triad Bcstg Co	68	0005		g2	Hot AC	1,700	1.40	8.2	5.1	6.4	5.9	5.2	7.1	5.3	4.4	4.3
# FM Stations -						10	# Combos -				8	FM TOTALS						72.2	48.2	51.7	51.5	46.4	52.3	50.0	51.4	55.6	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)												
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999					
KFOR	Lincoln	C	1240	1.0	1.00	d					Three Eagles Comm	24	9612		c1	AC/Nws/Spt	1,700	0.82	14.0	9.8	9.3	9.4	9.6	11.0	9.6	10.5	8.0
• KLIN	Lincoln	C	1400	1.0 cp	1.00	b					Triad Bcstg Co	47	0005		g2	Nws/Tlk/Spt	1,200	0.68	11.9	7.1	5.4	8.0	8.2	4.3	6.4	4.7	6.0
KLMS	Lincoln	B	1480	1.0	0.75	d					Three Eagles Comm	49	9608		g1	Sports	400	1.35	2.0	2.4	2.2	1.0	1.7	1.8	2.1	1.5	2.2
# AM Stations -						3	# Combos -				3	AM TOTALS						27.9	19.3	16.9	18.4	19.5	17.1	18.1	16.7	16.2	
AM & FM Stations Profiled -						13	# Duopolies -				5	Total Local Commercial Share						67.5	68.6	69.9	65.9	69.4	68.1	68.1	71.8		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 177

Revenue Rank: 138

Charleston, WV Market Overview



Metro Counties / Population (000)

Kanawha, WV	196.5
Putnam, WV	52.8
Total	249.3

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$13,000	\$12,300	\$13,600	\$14,300	\$13,500	\$14,200	1.8%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	5.2%	\$15,000	\$16,100	\$17,000	\$17,900	\$18,800	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA ^{1/}	\$3.68/1,000	\$4.03/1,000	Local	85%		
	\$50.86	\$56.96	\$76.86	National	15%		

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	255.6	249.3	-0.5%	249.3	244.6	-0.4%
Households	104.0	106.1	0.4%	106.1	106.3	0.0%
Retail Sales	NA ^{1/}	3,858.7	NA ^{1/}	3,858.7	4,661.9	3.9%
EBI ^{2/}	4,002.1	4,473.6	2.3%	4,473.6	5,362.9	3.7%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	119.3	18.1	9.9	10.4	15.0	18.4	19.6	27.8
Women (000)	130.0	17.2	9.4	10.5	15.6	19.7	20.5	37.1
Total	249.3	35.3	19.2	20.9	30.6	38.1	40.2	64.9
Percentage	100.0%	14.2%	7.7%	8.4%	12.3%	15.3%	16.1%	26.0%
Per Capita	\$ 17,946	Median Household		\$ 33,394	Avg Household		\$ 42,167	
Ethnic Population:	White	91.7%	Black	5.8%	Asian	0.9%	Hispanic	0.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	7		8	9	8	17
Tot 12+	9.0	61.1		68.2	70.1	16.9	87.0
Avg 12+	4.5	8.7		8.5	7.8	2.1	5.1
Tot LCS	10.3	70.2		78.4	80.6	19.4	100.0
Avg LCS	5.2	10.0		9.8	9.0	2.4	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Huntington, WV-Ashland, KY.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WZJO	Dunbar	B1	94.5	9.6	525	a	Nininger Stations	89	9604		c1	Altve/Rock	450	0.67	4.7	4.1	4.0	4.6	3.3	3.3	2.0	3.9	5.2
WKWS	Charleston	B	96.1	45.0	515	b	West Virginia Radio	69	9206	1,744	c3	Country	1,700	1.43	8.4	5.2	6.0	7.5	6.7	6.5	8.3	6.0	4.8
WQBE	Charleston	B	97.5	50.0	499	a	Nininger Stations	59				Country	3,050	1.00	21.4	18.3	19.1	18.0	18.1	16.0	20.5	18.7	15.2
WRVZ	Pocatalico	A	98.7	0.6	617	b	West Virginia Radio	94	0105	800		Urban	1,250	1.01	8.7	7.1	8.4	6.9	7.7	9.8	7.3	8.1	2.3
WVAF	Charleston	B	99.9	50.0	430	b	West Virginia Radio	65	9307	1,600	c4	Hot AC	1,800	1.07	11.8	10.8	10.1	10.2	9.7	8.0	6.3	6.3	4.1
WJYP	South Charleston	A	100.9	3.0	299	c	L. M. Communications	85	0209		g1	ChrsContem	300	1.17	1.8	1.9	1.7	2.0	1.0	2.5	1.7	3.2	1.9
WVSR	Charleston	B	102.7	50.0	404	a	Nininger Stations	64	9906	2,800	c1	CHR	1,400	0.74	13.3	10.4	8.1	11.1	11.4	12.7	14.2	11.3	19.2
WKLC	St. Albans	B	105.1	3.6	1663	c	L. M. Communications	66	8002	287	c2	AOR	1,000	0.86	8.2	5.2	7.4	7.5	6.4	8.0	5.6	7.0	10.4
WKAZ	Miami	B	107.3	23.5	676	b	West Virginia Radio	85	9707	2,140	c5	Oldies	1,000	0.93	7.6	7.1	7.4	6.9	6.0	5.5	6.3	8.1	8.6
# FM Stations -					9	# Combos -					9	FM TOTALS			85.9	70.1	72.2	74.7	70.3	72.3	72.2	72.6	71.7

AM Stations

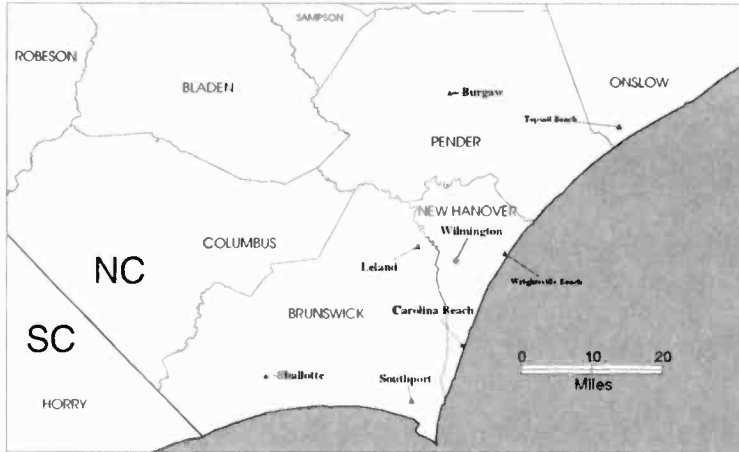
Calls	City of License	FCC Class	Freq	Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
				Day (kW)	Night (kW)								Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WCHS	Charleston	B	580	5.0	5.00	b	West Virginia Radio	27	9206		c3	Nws/Tlk/Spt	1,550	1.16	9.4	8.2	8.7	7.5	8.4	8.4	8.9	6.0	10.4
WCAW	Charleston	B	680	10.0	0.22	b	West Virginia Radio	46	9307		c4	Nostalgia	200	0.94	1.5	1.9	1.7	1.3	1.3	1.1	1.3	1.4	1.6
WVTS	Charleston	B	950	5.0	1.00	a	Nininger Stations	57	6405			Talk	150	0.66	1.6	1.9	1.7	2.0	0.7	0.7	0.0	0.7	1.4
WOKU	Hurricane	D	1080	1.0	0.00		Baker Family Stns	71	9607	20		ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBES	Dunbar	C	1240	1.0	1.00	a	Nininger Stations	46	9604		c1	Sprts/Talk				1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJYP	St. Albans	D	1300	1.0	0.05	c	L. M. Communications	56	8002		c2	ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
WSCW	South Charleston	D	1410	5.0	0.00	c	L. M. Communications	63	0209		g1	Sothn Gspel	150	0.88	1.2	1.9	0.7	0.0	2.0	0.0	0.0	0.0	0.0
WSWW	Charleston	C	1490	1.0	1.00	b	West Virginia Radio	39	9707		c5	Sports	200		0.4	1.9	1.0	0.0	0.7	0.7	0.0	0.0	0.0
# AM Stations -					8	# Combos -					7	AM TOTALS			14.1	16.9	13.8	10.8	13.1	10.9	10.2	8.1	13.5
AM & FM Stations Profiled -					17	# Duopolies -					8	Total Local Commercial Share			87.0	86.0	85.5	83.4	83.2	82.4	80.7	85.2	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 178

Revenue Rank: 151

Wilmington, NC Market Overview



Metro Counties / Population (000)

Brunswick, NC	77.5
New Hanover, NC	165.6
Total	243.1

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$9,600	\$10,100	\$12,300	\$12,800	\$11,900	\$12,900	6.2%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
8.4%	\$13,600	\$14,400	\$15,200	\$16,100	\$16,900	5.5%

Revenue/Retail Sales
Revenue/Capita

1997	2002	2007
NA ^{1/}	\$3.19/1,000	\$3.35/1,000
\$45.93	\$53.06	\$62.97

Est. Breakout
Local 85%
National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	209.0	243.1	3.1%	243.1	268.4
Households	83.9	103.7	4.3%	103.7	117.4	2.5%
Retail Sales	NA ^{1/}	4,041.2	NA ^{1/}	4,041.2	5,038.3	4.5%
EBI ^{2/}	2,982.9	4,245.4	7.3%	4,245.4	5,786.1	6.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	117.7	17.1	8.7	12.6	16.8	17.0	16.9	28.6
Women (000)	125.3	16.4	8.5	13.2	16.0	17.9	19.0	34.4
Total	243.1	33.5	17.2	25.7	32.8	34.9	35.9	63.1
Percentage	100.0%	13.8%	7.1%	10.6%	13.5%	14.3%	14.8%	25.9%
Per Capita	\$ 17,467							
				Median Household	\$ 33,050		Avg Household	\$ 40,946
Ethnic Population:	White	80.7%	Black	15.9%	Asian	0.7%	Hispanic	2.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		9	12	15	6	21
Tot 12+	15.5		50.4	61.7	65.9	6.2	72.1
Avg 12+	2.6		5.6	5.1	4.4	1.0	3.4
Tot LCS	21.5		69.9	85.6	91.4	8.6	100.0
Avg LCS	3.6		7.8	7.1	6.1	1.4	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Greenville-New Bern & Fayetteville, NC.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WDZD	Ocean Isle	A	93.5	6.0	328	Qantum Comm	99	0307		g	Soft AC	100	0.60	1.3	0.7	1.1	0.7	1.1	0.4	0.0	0.0	0.5			
WBNE	Wrightsville	A	93.7	6.0	328	b Sea-Comm Inc	00	0007	1,200	2	Clisc Rock	250	0.63	3.1	6.2	4.2	3.0	1.4	2.5	0.0	0.0	0.0			
WKXS	Leland	A	94.1	5.0	135	c Cumulus Bcstg Inc	94	9708	1,600	c2	Urban	125	0.51	1.9	1.4	1.1	1.3	1.4	2.2	3.8	2.5	2.6			
WMNX	Wilmington	C1	97.3	100.0	883	c Cumulus Bcstg Inc	70	0105		g4	Urban AC	1,425	0.90	12.3	8.6	9.5	6.1	11.4	9.1	10.5	13.1	8.5			
WAZO	Oak Island	C3	98.3	18.5	381	d Ocean Bcstg LLC	00	0205	2	c4	CHR	700	1.02	5.3	3.1	4.6	3.7	3.9	3.3	2.8	0.0	0.0			
WKOJ	Jacksonville	C1	98.7	100.0	974	NextMedia Group	65	0008			Oldies	n/a		6.3	4.8	2.8	4.0	5.0	3.6	5.2	6.0	5.1			
• WKXB	Burgaw	C1	99.9	100.0	774	b Sea-Comm Inc	64	9302	600	2	Oldies	1,700	1.86	7.1	5.9	5.6	3.4	6.8	5.8	8.0	5.0	8.9			
WWQQ	Wilmington	C2	101.3	40.0	545	c Cumulus Bcstg Inc	69	9708		g	Country	1,500	1.14	10.2	9.7	6.0	7.4	7.1	5.4	9.8	4.3	7.1			
WGNI	Wilmington	C1	102.7	100.0	981	c Cumulus Bcstg Inc	70	0105		g4	AC	2,150	1.25	13.3	7.6	5.3	10.4	8.5	8.3	5.6	7.8	8.2			
• WBNU	Shallotte	C3	103.7	25.0 cp	325	Burns Media Stratgis	77	0204	1,200	e 2	Clisc Rock	250	0.33	5.8	3.4	3.2	4.7	3.6	1.4	1.7	2.5	2.4			
• WWTB	Topsail Beach	C3	103.9	21.5	328	Jacksonville-Topsail	93	9802	650		Adlt Stndrd	250	0.72	2.7	2.1	1.8	2.4	1.4	2.5	2.4	2.1	1.3			
WRQR	Wilmington	A	104.5	3.1	449	d Ocean Bcstg LLC	94	0205	6	c4	AOR	1,850	2.11	6.8	3.4	6.0	5.1	4.6	6.5	4.9	8.2	7.4			
• WLTT	Shallotte	A	106.3	6.0 cp	305	b Sea-Comm Inc	77	0305 p	3,400	2	Nws/Tlk/Inf	100	0.24	3.2	2.1	3.2	2.4	2.1	1.4	0.7	1.4	1.4			
• WUIN	Carolina Beach	A	106.7	5.6	341	d Ocean Bcstg LLC	96	0303	1,500	c1	1 Alternative	400	0.86	3.6	1.7	2.5	2.4	2.8	2.9	1.4	2.1	0.8			
WSFM	Southport	C2	107.5	32.0	594	b Sea-Comm Inc	78	8710	1,300	2	Modern Rock	1,100	1.61	5.3	5.2	3.9	4.7	2.8	4.7	6.3	6.7	9.0			
# FM Stations -														15	# Combos -		11	FM TOTALS							
															88.2	65.9	60.8	61.7	63.9	60.0	63.1	61.7	63.2		

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
• WMFD	Wilmington	B	630	0.8 cp	1.00	d Ocean Bcstg LLC	35	0304		c1	1 Spts/Talk			1.7	1.0	0.7	1.0	1.4	0.0	0.0	0.0	0.0
WAAV	Leland	B	980	5.0	5.00	c Cumulus Bcstg Inc	57	9708		c2	Nws/Tlk/Spt	725	0.66	8.5	3.8	5.6	7.1	5.0	6.5	4.5	2.8	4.0
WMYT	Carolina Beach	D	1180	10.0	0.00	a Family Radio Network	89	0104		g	Span/CCTmp	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLSG	Wilmington	C	1340	1.0	1.00	a Family Radio Network	46	0007		na	Sothn Gspel				0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
WVCB	Shallotte	D	1410	0.5	0.17	Worrell, John G	64	8401	30		Religion	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWIL	Wilmington	C	1490	1.0	1.00	a Family Radio Network	63	9211	35		Gospel	100	0.46	1.7	1.4	1.4	1.0	1.4	1.8	1.0	0.0	0.0
# AM Stations -				6	# Combos -		5	AM TOTALS														
					11.9	6.2	8.4	9.1	7.8	8.3	5.5	2.8	4.0									
AM & FM Stations Profiled -				21	# Duopolies -		7	Total Local Commercial Share														
					72.1	69.2	70.8	71.7	68.3	68.6	64.5	67.2										

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 179

Revenue Rank: 169

Binghamton, NY Market Overview



Metro Counties / Population (000)

Broome, NY	197.2
Tioga, NY	51.3
Total	248.5

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$8,800	\$9,500	\$10,300	\$11,800	\$10,900	\$11,500
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.5%	\$12,100	\$13,000	\$13,700	\$14,500	\$15,200	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.64/1,000	2007 \$3.97/1,000	Est. Breakout			
Revenue/Capita	\$34.78	\$46.28	\$63.44	Local	88%		
				National	12%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	253.0	248.5	-0.4%	248.5	239.6
Households	95.8	99.7	0.8%	99.7	98.0	-0.3%
Retail Sales	NA ^{1/}	3,155.6	NA ^{1/}	3,155.6	3,833.2	4.0%
EBI ^{2/}	3,324.3	3,682.1	2.1%	3,682.1	4,006.5	1.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	120.3	19.1	11.2	12.9	13.3	19.1	17.2	27.5
Women (000)	128.2	18.2	10.4	12.9	13.6	19.4	17.7	36.1
Total	248.5	37.3	21.6	25.8	27.0	38.4	34.9	63.6
Percentage	100.0%	15.0%	8.7%	10.4%	10.8%	15.5%	14.0%	25.6%
Per Capita	\$ 14,816	Median Household		\$ 30,833	Avg Household		\$ 36,931	
Ethnic Population:	White 92.0%	Black 3.0%	Asian 2.5%	Hispanic 1.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	3		9	11	5	16
Tot 12+	35.2	26.4		61.6	61.6	18.9	80.5
Avg 12+	4.4	8.8		6.8	5.6	3.8	5.0
Tot LCS	43.7	32.8		76.5	76.5	23.5	100.0
Avg LCS	5.5	10.9		8.5	7.0	4.7	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WKGB	Conklin	A	92.5	1.5 cp	676	b	Clear Channel Comm	89	0005	20,000	d3	AOR	1,100	0.99	9.7	9.2	8.9	6.7	8.8	4.5	6.6	5.0	4.3	
WIYN	Deposit	A	94.7	0.8	643		BanJo Comm Group	91	0011		g	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHWK	Binghamton	B	98.1	10.0	951	a	Citadel Bcstg Corp	56	9906		g1	Country	1,800	1.05	14.9	12.0	8.9	13.4	10.2	8.6	9.6	13.0	12.3	
WAAL	Binghamton	B	99.1	7.1	1089	a	Citadel Bcstg Corp	54	9906		g1	Clsc Rock	1,800	1.51	10.4	7.9	8.5	7.7	8.8	7.0	10.3	7.7	10.8	
WCDW	Conklin	A	100.5	1.4	692		Equinox Bcstg Corp	94	9410	70	cp	Oldies	100	0.46	1.9	3.4	2.7	2.3	0.7	1.6	1.7	1.5	2.2	
WLTB	Johnson City	A	101.7	1.3	699		G M Broadcasting Inc	72	9309		st	AC	1,200	2.22	4.7	6.5	4.8	4.3	3.1	5.7	4.7	5.3	3.3	
• WAVR	Waverly	A	102.1	4.1	400		WATS Bcstg Inc	74	8610	470	c1	AC	200			0.0	0.0	0.0	0.0	1.0	1.3	0.3	0.0	
WMXW	Vestal	A	103.3	0.6	1014	b	Clear Channel Comm	89	0005		d3	AC/Oldes	1,100	0.87	11.0	5.8	8.2	8.7	8.8	5.4	6.6	7.1	6.3	
WWYL	Chenango Bridge	A	104.1	0.9	833	a	Citadel Bcstg Corp	96	9906		g1	CHR	100	0.16	5.6	6.5	8.5	6.4	2.4	3.5	1.0	2.2	2.1	
WMRV	Endicott	B	105.7	35.0	571	b	Clear Channel Comm	69	0005		d3	Adult CHR	1,300	0.84	13.4	6.5	6.8	8.4	12.9	17.5	15.0	17.6	14.0	
• WBBI	Endwell	A	107.5	1.1	545	b	Clear Channel Comm	98	0005			Clsc Rock	700	0.98	6.2	3.8	3.4	5.4	4.4	7.0	7.3	2.5	3.3	
# FM Stations -					11	# Combos -					7	FM TOTALS				77.8	61.6	60.7	63.3	60.1	61.8	64.1	62.2	58.6

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WINR	Binghamton	B	680	5.0	0.50	b	Clear Channel Comm	46	0102	1,000		News/AdStd	350	0.80	3.8	5.5	4.1	3.0	3.1	3.2	4.0	2.5	3.5	
WNBF	Binghamton	B	1290	9.3	5.00	a	Citadel Bcstg Corp	28	9906		g1	News/Talk	800	0.70	10.0	10.3	9.9	8.4	7.5	8.3	6.6	8.0	8.6	
WEBO	Owego	D	1330	5.0	0.05		Tioga Media	57	0008		dn	News/Jazz				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WYOS	Binghamton	B	1360	5.0	0.50	a	Citadel Bcstg Corp	47	9912		sw	Oldies	650	0.99	5.7	1.4	1.0	1.3	7.8	6.7	5.6	4.3	6.4	
WENE	Endicott	B	1430	5.0	5.00	b	Clear Channel Comm	47	0005		d3	Sports	275	0.85	2.8	1.7	2.7	2.0	2.4	2.5	2.0	1.9	2.9	
# AM Stations -					5	# Combos -					4	AM TOTALS				22.3	18.9	17.7	14.7	20.8	20.7	18.2	16.7	21.4
AM & FM Stations Profiled -					16	# Duopolies -					5	Total Local Commercial Share				80.5	78.4	78.0	80.9	82.5	82.3	78.9	80.0	

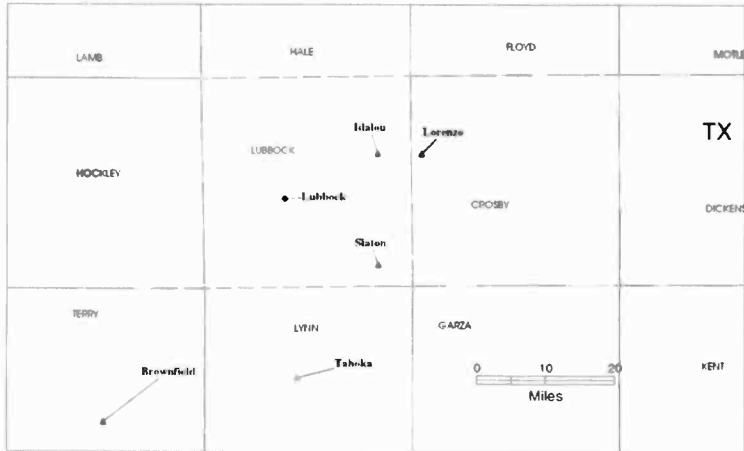
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 180

Revenue Rank: 159

Lubbock, TX Market Overview



Metro Counties / Population (000)

Lubbock, TX	246.7
	246.7

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
ESTIMATED GROSS REVENUES	\$10,400	\$11,300	\$12,000	\$12,600	\$11,500	\$12,200	3.2%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
ESTIMATED GROSS REVENUES	6.1%	\$12,900	\$13,800	\$14,500	\$15,300	\$16,100	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.34/1,000	\$3.84/1,000	Local 90%
Revenue/Capita	\$44.39	\$49.45	\$62.67	National 10%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	234.3	246.7	1.0%	246.7	256.9	0.8%
Households	84.6	94.7	2.3%	94.7	100.1	1.1%
Retail Sales	NA ^{1/}	3,654.9	NA ^{1/}	3,654.9	4,196.0	2.8%
EBI ^{2/}	3,138.0	4,061.4	5.3%	4,061.4	5,106.7	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	120.4	21.1	11.2	20.5	16.7	16.5	14.4	19.9
Women (000)	126.3	20.0	10.5	20.4	16.3	17.0	15.4	26.7
Total	246.7	41.1	21.7	40.9	33.0	33.5	29.9	46.6
Percentage	100.0%	16.7%	8.8%	16.6%	13.4%	13.6%	12.1%	18.9%
Per Capita	\$ 16,463							
				Median Household	\$ 32,420		Avg Household	\$ 42,910
Ethnic Population:	White	73.6%	Black	7.8%	Asian	1.4%	Hispanic	28.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	12	14	7	21
Tot 12+	2.8		72.0	73.9	74.8	10.3	85.1
Avg 12+	2.8		5.5	6.2	5.3	1.5	4.1
Tot LCS	3.3		84.6	86.8	87.9	12.1	100.0
Avg LCS	3.3		6.5	7.2	6.3	1.7	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KJAK	Staton	C1	92.7	100.0	584	Williams Bcstg	78	8106	575		Religion	500	2.93	1.4	0.9	1.0	1.0	1.4	1.3	1.7	1.0	1.0
KXTQ	Lubbock	C1	93.7	100.0	742	c Ramar	63	9308	363	c2	Tejano	750	1.31	4.7	2.8	3.0	4.1	3.8	5.2	3.4	4.3	3.5
KFMX	Lubbock	C1	94.5	100.0	817	a Clear Channel Comm	66	0008		g	AOR	1,400	1.08	10.6	10.0	8.3	9.2	8.7	5.6	8.4	8.5	9.3
● KAIQ	Wolfforth	C1	95.5	100.0 cp	768	Seeger, Guest & Fort	00	0108	750		Relig Music				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KLLL	Lubbock	C1	96.3	100.0	817	b NextMedia Group	58	0008		g3	Country	2,100	1.39	12.4	11.9	12.2	9.8	11.1	17.3	11.8	14.4	14.6
● KKCL	Lorenzo	C2	98.1	36.0	574	a Clear Channel Comm	87	0008		g	Oldies	1,000	0.99	8.3	7.5	8.3	6.7	7.3	6.2	6.1	6.9	7.7
KQBR	Lubbock	C1	99.5	100.0	817	a Clear Channel Comm	64	0008		g	Country	300	0.46	5.3	4.1	5.3	4.1	4.8	5.9	4.1	5.2	4.1
KMMX	Tahoka	C1	100.3	100.0	883	b NextMedia Group	87	0008		g3	AdHts/Top40	725	0.78	7.6	6.9	6.3	7.0	5.9	6.5	6.4	5.9	5.0
KONE	Lubbock	C1	101.1	100.0	883	b NextMedia Group	75	0008		g3	Rock	450	0.72	5.1	4.7	6.3	4.1	4.5	4.2	7.1	5.2	4.1
KZII	Lubbock	C1	102.5	100.0	817	a Clear Channel Comm	82	0008		g	CHR	2,100	1.34	12.8	13.8	15.5	13.7	8.0	9.5	11.1	10.5	11.3
KAMZ	Tahoka	C3	103.5	20.0 cp	328	Benavides, Albert		01			Mexican	300	1.02	2.4	2.5	1.3	1.6	2.4	3.6	0.0	0.0	0.0
KLZK	Brownfield	C2	104.3	50.0	476	c Ramar	94	9904	1,025		CHR	500	0.55	7.5	4.4	3.3	5.1	7.6	5.6	7.8	8.2	7.1
KRBL	Idalou	A	105.7	5.5	328	Ramsey, Kenneth	95	9506		cp	Country	200	0.36	4.5	2.8	1.7	3.8	3.8	2.6	2.0	4.6	2.3
KEJS	Lubbock	C2	106.5	34.0	587	Barton Bcstg Co		92			Tejano	300	0.85	2.9	2.5	2.6	2.5	2.4	2.6	3.0	2.6	2.4
# FM Stations -				14	# Combos -				9	FM TOTALS				85.5	74.8	75.1	72.7	71.7	76.1	72.9	77.3	72.4

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KRFE	Lubbock	B	580	0.5	0.29		KRFE Radio Inc	53	9402	75		Nostalgia	175	0.72	2.0	0.9	2.0	1.6	1.7	2.0	2.0	2.0	2.7
KFYO	Lubbock	B	790	5.0	1.00	a	Clear Channel Comm	27	0008		g	Nws/Tlk/Spt	675	1.13	4.9	5.3	4.3	3.8	4.5	3.9	5.4	3.6	2.7
KJTV	Lubbock	B	950	5.0	0.50	c	Ramar	46	9308		c2	News	150	1.02	1.2	1.9	1.3	1.0	1.0	0.3	0.7	1.0	0.5
KKAM	Lubbock	C	1340	1.0	1.00	a	Clear Channel Comm	55	0008		g	Sports	300	0.66	3.7	0.9	2.3	3.2	3.1	2.0	2.4	1.3	2.3
KLFB	Lubbock	B	1420	0.5	0.50		Ballard Broadcasting	66	9103		st	Span/Chrst				0.0	1.0	0.0	0.0	0.0	0.0	0.0	1.7
KBZO	Lubbock	B	1460	1.0	0.24		Entravision Comm Co	53	9910	2,300		Mexican	175	1.02	1.4	0.0	0.0	1.0	1.4	1.0	1.0	0.7	2.1
KDAV	Lubbock	B	1590	1.0	1.00		Renaissance Bcstg	47	9808	150		Oldies	75	0.44	1.4	1.3	1.0	1.6	0.7	2.3	1.0	1.6	1.5
# AM Stations -				7	# Combos -				3	AM TOTALS				14.6	10.3	11.9	12.2	12.4	11.5	12.5	10.2	13.5	
AM & FM Stations Profiled -				21	# Duopolies -				5	Total Local Commercial Share				85.1	87.0	84.9	84.1	87.6	85.4	87.5	85.9		

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 181

Revenue Rank: 150

Columbus, GA Market Overview



Metro Counties / Population (000)

Chattahoochee, GA	14.6
Muscogee, GA	186.4
Russell, AL	49.6
Total	250.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$9,700	\$10,600	\$10,700	\$12,700	\$12,000	\$13,000	5.9%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
8.3%	\$13,700	\$14,700	\$15,500	\$16,400	\$17,200	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.26/1,000	\$4.74/1,000	Local 87%
Revenue/Capita	\$38.61	\$51.88	\$68.58	National 13%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	251.2	250.6	0.0%	250.6	250.8	0.0%
Households	88.9	92.9	0.9%	92.9	94.3	0.3%
Retail Sales	NA ^{1/}	3,048.3	NA ^{1/}	3,048.3	3,626.2	3.5%
EBI ^{2/}	3,048.2	3,643.5	3.6%	3,643.5	4,414.4	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	123.5	22.6	11.4	18.8	18.7	17.7	14.5	19.7
Women (000)	127.2	21.9	10.9	12.8	17.4	18.7	16.3	29.0
Total	250.6	44.5	22.4	31.6	36.2	36.4	30.9	48.7
Percentage	100.0%	17.7%	8.9%	12.6%	14.4%	14.5%	12.3%	19.5%
Per Capita	\$ 14,538							
				Median Household	\$ 31,357		Avg Household	\$ 39,219
Ethnic Population:	White	51.0%	Black	43.3%	Asian	1.5%	Hispanic	4.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		7	12	12	6	18
Tot 12+	41.7		30.3	72.0	72.0	13.6	85.6
Avg 12+	8.3		4.3	6.0	6.0	2.3	4.8
Tot LCS	48.7		35.4	84.1	84.1	15.9	100.0
Avg LCS	9.7		5.1	7.0	7.0	2.6	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WIOF	Eufaula	C2	92.7	39.0	551	Woodfin Group	69	9705	275		Clsc Rock	500	1.01	3.8	2.3	2.4	3.4	3.1	6.2	0.0	0.0	0.0
WRLD	Valley	C3	95.3	25.0 cp	328	Archway Broadcast	93	0304	15,000	d1	Oldies	550	1.01	4.2	3.4	2.4	3.1	4.2	5.5	3.5	2.2	0.0
WKZJ	Greenville	C3	95.7	3.4	876	a Davis Bcstg	95	9712	450		Urban AC	300	0.92	2.5	3.8	5.2	2.4	1.9	2.4	1.8	2.9	3.4
WAGH	Fort Mitchell	A	98.3	6.0	328	c Clear Channel Comm	89	0204		g1	Urban AC	1,100	0.98	8.6	6.8	8.0	7.2	7.7	6.9	6.3	5.9	7.0
WKCN	Lumpkin	C2	99.3	50.0	492	b Archway Broadcast	92	0304		d1	Country	800	1.18	5.2	4.9	5.2	5.5	3.5	5.5	6.7	6.6	5.1
WGSY	Phenix City	A	100.1	6.0	328	c Clear Channel Comm	71	0204		g1	AC	1,200	1.25	7.4	7.6	8.4	5.5	7.3	5.5	5.6	5.1	7.2
• WEAM	Buena Vista	A	100.7	2.6	502	Davis Bcstg	01	0304	1,000		Adlt Stndrd	100	0.45	1.7	2.7	1.0	1.4	1.5	0.0	0.0	0.0	0.0
WBFA	Smiths	A	101.3	6.0 cp	328	c Clear Channel Comm	98	0204		g1	Top 40	700	0.82	6.6	4.9	3.8	6.1	5.4	6.2	6.3	7.4	8.1
WVRK	Columbus	C	102.9	100.0	1519	c Clear Channel Comm	46	0204		g1	Rock	1,600	1.60	7.7	6.4	6.3	6.5	6.9	5.2	7.0	6.3	6.7
WFXE	Columbus	A	104.9	6.0	289	a Davis Bcstg	69	8605		g1	Urban	2,300	0.74	24.0	19.7	18.1	20.8	20.8	19.7	21.1	18.0	18.9
WSTH	Alexander City	C1	106.1	86.0	1047	c Clear Channel Comm	49	0305	4,500	c1	Country	900	2.10	3.3	3.8	3.1	3.1	2.7	4.2	2.8	4.4	3.4
WCGQ	Columbus	C	107.3	100.0	1011	b Archway Broadcast	66	0304		d1	AC	1,250	1.78	5.4	5.7	7.0	5.8	3.5	4.2	7.0	6.6	4.4
# FM Stations -				12	# Combos -				10	FM TOTALS				80.4	72.0	70.9	70.8	68.5	71.5	68.1	65.4	64.2

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WDAK	Columbus	B	540	5.0	0.50	c Clear Channel Comm	40	0305		c1	News/Talk	200	0.81	1.9	1.9	1.4	1.4	1.9	1.0	1.1	1.1	0.8
WMLF	Columbus	D	1270	5.0	0.19	c Clear Channel Comm	47	0204		g1	Sports	100		0.9	0.0	0.0	0.7	0.8	1.0	2.8	2.2	2.7
WOKS	Columbus	C	1340	1.0	1.00	a Davis Bcstg	59	8605		g1	Urb/Old/Gsp	400	0.53	5.8	4.9	4.5	5.5	4.6	4.8	4.2	5.9	3.9
WRCG	Columbus	B	1420	5.0	5.00	b Archway Broadcast	28	0303		d1	Nws/Tlk/Spt	300	0.56	4.1	2.3	2.8	2.0	5.0	3.5	6.0	5.5	5.6
• WHAL	Phenix	B	1460	4.0	0.14	c Clear Channel Comm	51	0204		g1	Gospel	200	1.18	1.3	1.5	1.4	1.4	0.8	2.1	1.1	0.7	2.0
WEAM	Columbus	B	1580	2.3	1.00	a Davis Bcstg	54	0105	400		Gospel	450	0.62	5.6	3.0	4.2	5.5	4.2	5.5	4.6	4.8	5.0
# AM Stations -				6	# Combos -				6	AM TOTALS				19.6	13.6	14.3	16.5	17.3	17.9	19.8	20.2	20.0
AM & FM Stations Profiled -				18	# Duopolies -				8	Total Local Commercial Share				85.6	85.2	87.3	85.8	89.4	87.9	85.6	84.2	

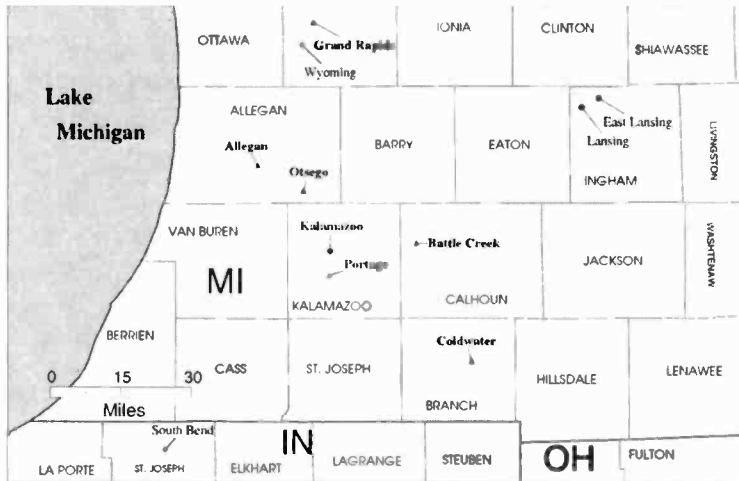
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 182

Revenue Rank: 142

Kalamazoo, MI Market Overview



Metro Counties / Population (000)

Kalamazoo, MI	240.3
	240.3

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES
★★★

<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
\$10,000	\$11,500	\$12,900	\$13,300	\$12,700	\$13,600	6.3%
<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
7.1%	\$14,400	\$15,400	\$16,200	\$17,100	\$18,000	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$4.90/1,000	\$5.81/1,000	Local 86%
Revenue/Capita	\$43.14	\$56.60	\$73.41	National 14%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	231.8	240.3	0.7%	240.3	245.2	0.4%
Households	87.2	94.8	1.7%	94.8	98.5	0.8%
Retail Sales	NA ^{1/}	2,774.0	NA ^{1/}	2,774.0	3,096.3	2.2%
EBI ^{2/}	3,710.6	4,380.6	3.4%	4,380.6	5,352.3	4.1%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>	
Men (000)	116.0	19.3	9.9	17.9	15.7	16.8	15.9	20.5	
Women (000)	124.3	18.5	9.5	19.1	15.7	17.4	17.1	27.0	
Total	240.3	37.9	19.4	37.0	31.4	34.2	33.0	47.5	
Percentage	100.0%	15.8%	8.1%	15.4%	13.1%	14.2%	13.7%	19.8%	
Per Capita	\$ 16,698								
					Median Household	\$ 35,046		Avg Household	\$ 42,826
Ethnic Population:	White	84.1%	Black	10.0%	Asian	1.9%	Hispanic	2.8%	

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	3	5		7	8	6	14
Tot 12+	8.1	39.4		46.7	47.5	14.0	61.5
Avg 12+	2.7	7.9		6.7	5.9	2.3	4.4
Tot LCS	13.2	64.1		75.9	77.2	22.8	100.0
Avg LCS	4.4	12.8		10.8	9.7	3.8	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Grand Rapids and Battle Creek.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• WZUU	Allegan	A	92.3	0.9	600	b	Forum	91	9707	425		Clsc Rock	250	1.08	1.7	0.8	1.6	1.5	0.7	1.9	1.9	1.9	1.3		
WBCT	Grand Rapids	B	93.7	320.0	781		Clear Channel Comm	51	9604	See (66)		Country	n/a		11.1	8.4	5.8	8.4	6.3	10.1	6.9	9.0	6.5		
• WFAT	Portage	A	96.5	6.0	249	d	Midwest Comm Inc	91	9505		g1	Clsc Hits	1,475	1.32	8.2	4.6	5.8	6.9	4.0	4.7	5.0	7.1	5.2		
WNWN	Coldwater	B	98.5	50.0	469	d	Midwest Comm Inc	50	9505		g1	Country	950	1.01	6.9	2.7	2.3	4.7	4.4	5.0	5.8	4.1	4.0		
WQXC	Otsego	A	100.9	3.0 cp	299	b	Forum	81	8303	445		Oldies	500	0.74	5.0	2.7	3.1	2.9	3.7	2.7	3.1	3.4	4.5		
WKFR	Battle Creek	B	103.3	50.0	482	c	Cumulus Bcstg Inc	63	9809	14,000	d1	CHR	2,900	1.15	18.5	10.7	12.8	12.0	12.5	12.8	14.7	13.5	11.7		
WQLR	Kalamazoo	B	106.5	33.0	600	a	Fairfield Bcstg Co	64	7206	150		AC	2,350	1.76	9.8	5.7	5.0	5.5	7.4	6.2	5.4	7.1	7.0		
WRKR	Portage	B	107.7	50.0	486	c	Cumulus Bcstg Inc	88	9809		d1	AOR/CIRck	2,650	1.26	15.5	11.9	10.5	9.8	10.7	10.5	10.4	10.5	10.8		
# FM Stations -					8	# Combos -					7	FM TOTALS					76.7	47.5	46.9	51.7	49.7	53.9	53.2	56.6	51.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WKZO	Kalamazoo	B	590	5.0	5.00	a	Fairfield Bcstg Co	31	9512	900		News/Talk	1,150	1.39	6.1	3.4	4.7	4.4	3.7	3.5	5.0	3.7	6.3		
WKMI	Kalamazoo	B	1360	5.0 cp	1.00	c	Cumulus Bcstg Inc	47	9809		d1	Talk	575	0.74	5.7	5.7	5.4	3.6	4.0	2.7	3.1	4.1	3.1		
WKPR	Kalamazoo	D	1420	1.0	0.00		Kuiper Stations	60				Religion	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKLZ	Kalamazoo	B	1470	0.8	1.00	a	Fairfield Bcstg Co	56	8506	130		Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WNWN	Portage	D	1560	4.1	0.00	d	Midwest Comm Inc	66	9505		g1	Urban AC	450	0.32	10.2	3.8	5.0	5.8	7.7	4.7	4.6	2.2	1.6		
WQSN	Kalamazoo	B	1660	10.0 cp	1.00	a	Fairfield Bcstg Co	98				Sports	200	1.05	1.4	1.1	1.2	1.1	0.7	0.4	0.8	0.7	0.6		
# AM Stations -					6	# Combos -					5	AM TOTALS					23.4	14.0	16.3	14.9	16.1	11.3	13.5	10.7	11.6
AM & FM Stations Profiled -					14	# Duopolies -					4	Total Local Commercial Share						61.5	63.2	66.6	65.8	65.2	66.7	67.3	62.6

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 183

Revenue Rank: 145

Cape Cod, MA Market Overview



Metro Counties / Population (000)

Barnstable, MA	228.4
	228.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$10,500	\$12,000	\$12,500	\$14,000	\$12,200	\$13,400
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.8%	\$14,100	\$15,000	\$15,800	\$16,700	\$17,500	5.5%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.18/1,000	\$3.11/1,000	Local	90%		
Revenue/Capita	\$51.65	\$58.67	\$71.69	National	10%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	203.3	228.4	2.4%	228.4	244.1
Households	85.7	98.0	2.7%	98.0	106.1	1.6%
Retail Sales	NA ^{1/}	4,208.4	NA ^{1/}	4,208.4	5,619.0	6.0%
EBI ^{2/}	3,377.7	4,652.5	6.6%	4,652.5	6,044.7	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	108.0	15.2	8.7	6.5	10.2	16.0	16.6	34.8
Women (000)	120.4	14.2	8.2	5.7	11.2	17.6	18.3	45.2
Total	228.4	29.4	16.9	12.2	21.3	33.7	34.9	80.0
Percentage	100.0%	12.9%	7.4%	5.3%	9.3%	14.7%	15.3%	35.0%
Per Capita	\$ 20,371		Median Household	\$ 38,586		Avg Household	\$ 47,493	
Ethnic Population:	White	94.0%	Black	1.9%	Asian	0.7%	Hispanic	1.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	7		11	12	0	12
Tot 12+	16.5	44.4		60.3	60.9	0.0	60.9
Avg 12+	3.3	6.3		5.5	5.1	0.0	5.1
Tot LCS	27.1	72.9		99.0	100.0	0.0	100.0
Avg LCS	5.4	10.4		9.0	8.3	0.0	8.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WMVY	Tisbury	A	92.7	3.0	315	Aritaur Comm Inc	81	9807	1,000		AAA	800	1.17	5.1	3.3	3.1	3.0	3.5	2.6	2.5	3.5	1.4
WDVT	Harwich Port	A	93.5	3.0	328	a Boch Bcstg LP	89	9607	3,100	d1	Oldies			1.8	0.6	0.7	1.2	1.1	0.6	1.6	2.5	0.9
WXTK	West Yarmouth	B	95.1	50.0	262	a Boch Bcstg LP	48	9209	800	c1	News/Talk	1,200	0.79	11.4	12.3	7.7	8.4	6.4	10.2	7.5	6.0	7.3
• WRZE	Nantucket	B	96.3	50.0	430	b Qantum Comm	81	0307	32,000	d2	CHR	1,475	1.16	9.5	4.5	6.6	6.6	5.7	6.1	8.7	6.3	7.1
WQRC	Barnstable	B	99.9	50.0	381	c Sandab Comm LP	70	9112		g	AC/News	2,475	1.37	13.5	9.0	7.7	7.8	9.5	8.6	9.7	9.5	9.9
WTWV	Mashpee	A	101.1	6.0	272	a Boch Bcstg LP	87	9607		d1	Oldies	500	1.10	3.4	2.7	2.4	1.8	2.5	2.6	1.9	3.2	1.2
WCIB	Falmouth	B	101.9	50.0	479	b Qantum Comm	70	0307		d2	AC/Sprts	1,550	1.45	8.0	6.3	4.5	4.5	5.7	4.5	6.9	6.3	6.0
• WPXC	Hyannis	A	102.9	3.1 cp	463	b Qantum Comm	87	0307		d2	Rock	1,800	1.43	9.4	4.2	5.2	5.7	6.4	5.8	4.7	6.3	6.8
WOCN	South Yarmouth	A	103.9	5.5 cp	341	c Sandab Comm LP	92	9805	1,200		Nostalgia	800	0.43	13.9	5.7	9.1	11.7	6.4	7.0	9.3	8.9	9.1
WKPE	Orleans	B	104.7	36.0	459	d Charles River Bcstg	74	9908	2,800		Clsc Rock	950	0.80	8.9	2.7	2.1	4.2	7.1	4.8	4.4	3.5	4.2
WCOD	Hyannis	B	106.1	45.0	430	a Boch Bcstg LP	67	9607		d1	Hot AC	1,200	1.47	6.1	3.9	4.5	5.1	2.8	7.7	3.4	5.4	4.1
WFCC	Chatham	B	107.5	50.0	341	d Charles River Bcstg	87	9607	1,190		Classical	600	0.49	9.1	5.7	8.4	6.9	4.9	5.8	5.9	7.6	8.1
# FM Stations -				12	# Combos -				11	FM TOTALS				100.1	60.9	62.0	66.9	62.0	66.3	66.5	69.0	66.1

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 184

Revenue Rank: 229

Johnstown, PA Market Overview



Metro Counties / Population (000)

Cambria, PA	149.5
Somerset, PA	80.0
Total	229.5

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$6,000	\$6,100	\$6,500	\$6,700	\$5,700	\$6,500
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	14.0%	\$6,800	\$7,300	\$7,700	\$8,100	\$8,500	5.7%
	1997	2002	2007				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.17/1,000	\$3.74/1,000				Local 82%
Revenue/Capita	\$25.17	\$28.32	\$38.25				National 18%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	238.4	229.5	-0.8%	229.5	222.2
Households	90.8	91.3	0.1%	91.3	90.3	-0.2%
Retail Sales	NA ^{1/}	2,052.5	NA ^{1/}	2,052.5	2,274.0	2.1%
EBI ^{2/}	2,978.4	2,868.0	-0.8%	2,868.0	3,171.2	2.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	112.1	15.6	9.5	10.4	13.8	17.0	17.5	28.4
Women (000)	117.4	15.0	9.0	9.6	12.3	16.1	16.8	38.7
Total	229.5	30.5	18.4	20.0	26.1	33.2	34.3	67.1
Percentage	100.0%	13.3%	8.0%	8.7%	11.4%	14.5%	14.9%	29.3%
Per Capita	\$ 12,494							
				Median Household	\$ 25,823		Avg Household	\$ 31,412
Ethnic Population:	White	96.1%	Black	2.5%	Asian	0.4%	Hispanic	0.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	3		7	10	9	19
Tot 12+	19.9	40.3		57.6	60.2	8.5	68.7
Avg 12+	2.8	13.4		8.2	6.0	0.9	3.6
Tot LCS	29.0	58.7		83.8	87.6	12.4	100.0
Avg LCS	4.1	19.6		12.0	8.8	1.4	5.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Altoona.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WQKK	Johnstown	A	92.1	0.6	1043	c	Dame Broadcasting	62	0004		g2	Rock	475	0.72	10.2	6.0	6.6	6.2	7.3	4.5	6.5	6.8	7.3		
WQZS	Meyersdale	A	93.3	0.6	965		Wahl, Roger & Helen	91				Oldies	350	1.63	3.3	1.1	2.8	1.5	3.0	3.5	3.3	2.8	2.1		
WHPA	Barnesboro	A	93.5	1.3	499	d	Vernal Enterprises	99				Clsc Hits	50			0.4	0.0	0.0	0.0	0.0	0.7	1.5	2.0		
WBXO	Cresson	A	94.7	1.0	794		Sounds Good Inc	81				Clsc Rock	n/a		1.2	1.1	0.3	0.9	0.7	0.6	1.6	0.9	1.8		
WKYE	Johnstown	B	95.5	57.0	1060	b	Forever Bcstg Inc	49	9709		st	AC	1,975	1.88	16.2	14.5	11.1	10.5	11.0	11.0	12.4	13.2	11.2		
• WMTZ	Johnstown	B	96.5	50.0	489	a	Forever Bcstg Inc	73	0308 p	9,125	c3	Country	1,400	0.92	23.3	17.3	16.3	14.9	15.9	9.4	13.1	12.9	15.2		
WUZY	Somerset	A	97.7	3.5	430	b	Forever Bcstg Inc	66	9709		st	Clsc Hits	225	0.60	5.8	0.7	3.5	3.7	4.0	1.9	2.0	5.5	3.1		
WGLU	Ebensburg	B	99.1	50.0	499	c	Dame Broadcasting	74	0004		g2	CHR	650	0.74	13.6	8.5	8.3	8.4	9.6	10.6	11.4	8.6	9.1		
WCCL	Central City	A	101.7	0.7	643	c	Dame Broadcasting	72	0012	1,800	c1	Oldies	375	0.48	12.1	7.8	7.6	7.7	8.3	9.4	3.9	4.3	3.8		
WUZI	Portage	A	105.7	3.0	322	b	Forever Bcstg Inc	90	9801	325	c2	Clsc Hits	375	1.13	5.1	2.8	3.5	2.8	4.0	4.5	4.2	4.3	0.0		
# FM Stations -					10	# Combos -					8	FM TOTALS					90.8	60.2	60.0	56.6	63.8	55.4	59.1	60.8	55.6

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• WFJY	Wilkesburg	D	660	0.3 cp	0.00		Langer Bcstg Corp	60	9806	25		Clsc Hits				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLYE	Johnstown	B	850	10.0	10.00	b	Forever Bcstg Inc	25	9708		st	Country	75		0.7	1.4	2.8	0.6	0.3	1.0	1.6	3.7	1.8		
WNCC	Barnesboro	D	950	0.5	0.00	d	Cambria Radiowerks	50	0208	320	c3	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WVSC	Somerset	D	990	10.0	0.10	b	Vital Licenses LLC	51	0308 p	25		Country	25			0.4	0.3	0.0	0.0	0.0	1.6	0.9	0.0		
WCRO	Johnstown	C	1230	1.0	1.00		Johnstown School Dst	47	9902	85		Adlt Stndrd	100	0.28	5.4	3.2	1.7	4.3	2.7	3.9	1.0	3.1	1.8		
WYSN	Somerset	D	1330	5.0	0.04	c	Dame Broadcasting	81	0012		c1	Talk	25		0.7	0.7	0.3	0.0	1.0	1.6	0.7	1.5	1.8		
WWGE	Loretto	C	1400	1.0	1.00		Penn Radiowerks	63	0006	160		Nws/Tlk/Spt	225			0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0		
• WNTJ	Johnstown	C	1490	1.0	1.00	a	Forever Bcstg Inc	46	0308 p		c3	Nws/Tlk/Spt	125	0.80	2.4	2.8	1.4	1.5	1.7	2.3	1.6	1.8	1.4		
WRDD	Ebensburg	D	1580	1.0	0.00	d	Cambria Radiowerks	61	0208		c3	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					9	# Combos -					6	AM TOTALS					9.2	8.5	6.5	6.4	5.7	8.8	6.8	11.0	6.8
AM & FM Stations Profiled -					19	# Duopolies -					5	Total Local Commercial Share						68.7	66.5	63.0	69.5	64.2	65.9	71.8	62.4

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 185

Revenue Rank: 224

Tupelo, MS Market Overview



Metro Counties / Population (000)

Chickasaw, MS	19.6
Itawamba, MS	23.1
Lee, MS	76.6
Monroe, MS	38.1
Pontotoc, MS	27.5
Prentiss, MS	25.7
Union, MS	25.8
Total	236.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,000	\$5,800	\$6,700	\$6,900	\$6,000	\$6,800
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	13.3%	\$7,100	\$7,500	\$8,000	\$8,400	\$8,900	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.74/1,000	\$2.92/1,000	Local	70%		
Revenue/Capita	\$22.49	\$28.76	\$36.84	National	30%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	222.3	236.4	1.2%	236.4	241.6
Households	83.7	91.1	1.7%	91.1	94.5	0.7%
Retail Sales	NA ^{1/}	2,483.9	NA ^{1/}	2,483.9	3,050.9	4.2%
EBI ^{2/}	2,837.6	3,384.3	3.6%	3,384.3	4,229.8	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	113.5	21.2	11.2	11.0	15.3	16.7	15.4	22.6
Women (000)	123.0	20.2	10.5	11.3	16.1	17.6	16.0	31.3
Total	236.4	41.4	21.7	22.3	31.5	34.3	31.4	53.9
Percentage	100.0%	17.5%	9.2%	9.4%	13.3%	14.5%	13.3%	22.8%
Per Capita	\$ 14,314							
Median Household					\$ 30,321			
Avg Household								\$ 37,137
Ethnic Population:	White	76.5%	Black	21.9%	Asian	0.3%	Hispanic	1.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		8	10	14	10	24
Tot 12+	19.3		48.2	61.8	67.5	2.1	69.6
Avg 12+	3.2		6.0	6.2	4.8	0.2	2.9
Tot LCS	27.7		69.3	88.8	97.0	3.0	100.0
Avg LCS	4.6		8.7	8.9	6.9	0.3	4.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Columbus-Starkville-West Point
ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WESE	Baldwyn	A	92.5	5.4	328	e	Clear Channel Comm	80	0101		sw	Urban	500	0.55	13.3	8.6	10.9	9.7	9.4	9.4	8.4	11.1	10.3
WSYE	Houston	C	93.3	100.0	1805		Dowdy & Dowdy	68	9910	3,100		AC	600	1.12	7.9	3.2	3.2	6.2	5.1	5.9	4.2	4.8	7.0
WCMR	Bruce	A	94.5	5.1	358		Humphrey, R &	94				Country			0.6	0.0	0.4	0.4	0.4	0.4	0.0	0.0	0.3
WAFM	Amory	A	95.3	6.0	272	a	Stanford Comm Inc	74	9208	85	c2	Oldies	175	0.83	3.1	1.4	1.6	1.6	2.8	1.6	2.7	1.9	1.5
WCNA	Potts Camp	C3	95.9	14.0	436	b	Air South Radio Inc	95				Clisc Rock	400	1.96	3.0	1.8	1.6	1.9	2.4	1.6	0.8	0.4	0.8
WSEL	Pontotoc	A	96.7	3.0	299	c	Tupelo Comm	66	8905	323	c4	Gospel	300	1.16	3.8	2.5	2.0	2.7	2.8	1.6	2.7	2.6	1.7
WWMS	Oxford	C1	97.5	100.0	981	d	San-Dow Bcstg Inc	69	8505			Country	700	1.47	7.0	7.6	5.7	5.4	4.7	5.5	8.8	6.3	8.2
WZLQ	Tupelo	C1	98.5	100.0	981	d	San-Dow Bcstg Inc	68	9312	890	c5	Hot AC	450	1.35	4.9	6.1	4.0	2.7	4.3	4.7	5.4	5.2	5.6
WBIP	Booneville	A	99.3	6.0	299	e	Clear Channel Comm	76	0110	700		Gospel	375	0.88	6.3	3.2	3.6	3.9	5.1	3.5	3.4	4.4	2.4
WSMS	Artesia	C2	99.9	47.0	505		Cumulus Bcstg Inc	85	0204		g1	Rock	300	0.65	6.8	3.6	5.7	5.4	4.3	5.9	8.0	9.3	8.2
WFTA	Fulton	C2	101.9	50.0	479	b	Air South Radio Inc	76				AC	350	0.86	6.0	4.0	3.2	3.5	5.1	5.5	2.3	4.4	2.8
• WKZU	Ripley	A	102.3	3.5	433		Kudzu	79	9808	400		Country	100	0.53	2.8	3.6	3.6	1.6	2.4	2.0	3.1	1.5	1.5
WWKZ	Aberdeen	C2	105.3	27.5	673	e	Clear Channel Comm	75	0101		sw	CHR	1,100	1.12	14.4	8.6	13.4	11.3	9.4	10.2	8.4	6.3	6.9
WWZD	New Albany	C2	106.7	28.0	656	e	Clear Channel Comm	86	0101		sw	Country	1,200	1.10	16.1	13.3	10.9	12.1	11.0	12.6	11.1	12.6	12.4
# FM Stations -					14	# Combos -					10	FM TOTALS			96.0	67.5	69.8	68.4	69.2	70.4	69.3	70.8	69.6

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WELO	Tupelo	D	580	0.8	0.10	d	San-Dow Bcstg Inc	44	9312		c5	Nostalgia			0.3	0.7	0.0	0.0	0.4	1.2	0.8	0.4	0.0
WCPC	Houston	B	940	50.0	0.25		WCPC Bcstg	55				Cntry/Gospl	50	0.53	1.4	0.0	1.2	0.8	1.2	2.0	2.3	0.4	1.7
WKMQ	Tupelo	D	1060	1.0	0.00	e	Clear Channel Comm	44	0101		sw	News/Talk	100	1.34	1.1	1.4	1.2	0.8	0.8	0.0	0.0	0.0	0.3
WWZQ	Aberdeen	C	1240	1.0	1.00	a	Stanford Comm Inc	52	0001			News/Sprts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFTO	Fulton	D	1330	5.0	0.00	b	Air South Radio Inc	67				DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBIP	Booneville	C	1400	1.0	1.00		Community Bctg of MS	50	9509		c6	Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSEL	Pontotoc	D	1440	1.0	0.07	c	Tupelo Comm	62	8905		c4	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNAU	New Albany	B	1470	0.5	0.50		MPM Investment	55	9306	60		Oldies				0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
WTUP	Tupelo	C	1490	1.0	1.00	e	Clear Channel Comm	53	0101		sw	Sprts/Talk	50		0.6	0.0	0.0	0.8	0.0	0.0	0.4	0.7	1.3
WAMY	Amory	D	1580	1.0	0.02	a	Stanford Comm Inc	55	9208		c2	Nws/Tlk/Spt			0.8	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0
# AM Stations -					10	# Combos -					7	AM TOTALS			4.2	2.1	2.4	3.6	2.4	3.2	4.3	1.5	3.3
AM & FM Stations Profiled -					24	# Duopolies -					6	Total Local Commercial Share			69.6	72.2	72.0	71.6	73.6	73.6	72.3	72.9	

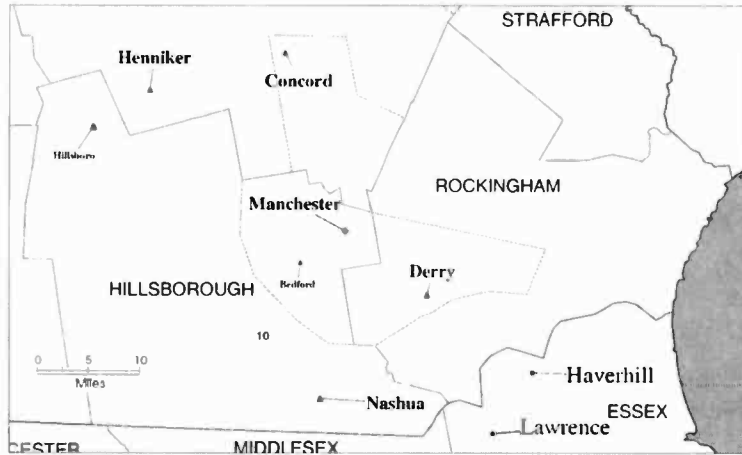
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 186

Revenue Rank: 103

Manchester, NH Market Overview



Metro Counties / Population (000)

Hillsborough, NH	145.2
Merrimack, NH	28.0
Rockingham, NH	59.3
Total	232.5

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$15,000	\$16,500	\$17,300	\$18,600	\$18,100	\$19,700	5.6%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	8.8%	\$20,800	\$22,300	\$23,500	\$24,800	\$26,000	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.36/1,000	\$4.23/1,000	Local 80%
Revenue/Capita	\$70.85	\$84.73	\$104.17	National 20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	211.7	232.5	1.9%	232.5	249.6	1.4%
Households	78.6	88.5	2.4%	88.5	96.1	1.7%
Retail Sales	NA ^{1/}	4,521.7	NA ^{1/}	4,521.7	6,143.5	6.3%
EBI ^{2/}	3,964.9	5,430.8	6.5%	5,430.8	7,353.5	6.2%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	114.6	20.4	10.7	8.8	15.4	21.1	17.9	20.5
Women (000)	118.0	19.4	10.2	8.6	15.6	21.1	17.8	25.3
Total	232.5	39.8	20.8	17.4	30.9	42.2	35.7	45.7
Percentage	100.0%	17.1%	9.0%	7.5%	13.3%	18.1%	15.4%	19.7%
Per Capita	\$ 23,355							
				Median Household	\$ 50,967		Avg Household	\$ 61,354
Ethnic Population:	White	94.7%	Black	1.1%	Asian	1.8%	Hispanic	2.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	2		4	9	6	15
Tot 12+	11.1	23.5		31.0	34.6	9.4	44.0
Avg 12+	1.6	11.8		7.8	3.8	1.6	2.9
Tot LCS	25.2	53.4		70.5	78.6	21.4	100.0
Avg LCS	3.6	26.7		17.6	8.7	3.6	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Boston & Portsmouth-Dover-Rochester.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WNHI	Belmont	A	93.3	0.3	1020	c	Vox Media Corp	96	0001	3,600	d3	Clsc Rock	400	1.69	1.2	1.1	0.4	1.1	0.0	0.4	1.1	0.0	0.4
WZID	Manchester	B	95.7	14.5	925	b	Saga Comm Inc	48	0305		g1	AC	7,750	0.96	41.0	16.4	17.9	18.0	18.9	21.7	20.5	16.8	19.7
WQLL	Bedford	A	96.5	0.7	935	b	Saga Comm Inc	96	0305	3,300		Oldies	1,400	0.89	8.0	5.7	6.8	4.0	3.2	5.1	4.5	4.6	3.4
WNNH	Henniker	A	99.1	2.8	479	d	Tele-Media Bcstg Co	89	0006	2,500		Oldies	900	3.81	1.2	0.4	0.4	0.4	0.7	0.7	1.1	0.8	0.5
WGIR	Manchester	B	101.1	11.5	1027	a	Clear Channel Comm	63	0008		g	Rock	4,900	1.43	17.4	7.1	9.0	8.6	7.1	10.1	8.6	9.5	9.7
WOTX	Concord	A	102.3	3.0	285	c	Vox Media Corp	72	9906	1,500	c3	Country	450	0.82	2.8	0.7	0.4	1.4	1.1	0.4	1.1	0.8	0.0
WJYY	Concord	A	105.5	1.6	456	c	Vox Media Corp	83	0001		d3	Hot AC	800	0.80	5.1	1.8	1.8	1.8	2.8	2.9	2.2	1.9	3.6
WHOB	Nashua	A	106.3	1.0	541	d	Tele-Media Bcstg Co	87	0007	5,000		Hot AC	1,175	1.49	4.0	1.4	1.1	1.8	1.8	2.5	2.2	1.5	1.5
WTPL	Hillsboro	A	107.7	0.6	738	c	Vox Media Corp	89	9911		d3	Nws/Tlk/Spt	50		0.4	0.0	0.4	0.4	0.0	0.0	0.4	0.0	0.2
# FM Stations -					9	# Combos -					9	FM TOTALS			81.1	34.6	38.2	37.5	35.6	43.8	41.7	35.9	39.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WGIR	Manchester	B	610	5.0	1.00	a	Clear Channel Comm	41	0008		g	News/Talk	1,000	0.63	8.0	2.9	2.9	2.9	4.3	2.9	2.2	5.0	5.2
• WSNH	Nashua	D	900	0.9	0.06		Balance View LLC	91	0308 p	635		News/CIRck				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKBR	Manchester	B	1250	5.0	5.00		Northeast Bcstg Co	46	9708	170		News/Talk	200	0.63	1.6	0.4	0.0	0.0	1.4	0.0	0.7	0.8	1.0
WDER	Derry	B	1320	10.0	1.00		Blount Comm Group	83	0009	793		Christian	250	1.06	1.2	1.1	0.7	0.7	0.4	0.0	0.0	0.4	0.3
WFEA	Manchester	B	1370	5.0	5.00	b	Saga Comm Inc	32	9011		g1	Adit Stndrd	350	0.23	7.6	5.0	4.3	3.6	3.2	2.9	3.7	4.6	3.7
WKXL	Concord	C	1450	1.0	1.00	c	Embro Comm LLC	46	0210	370		Nws/Tlk/Spt	50		0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
# AM Stations -					6	# Combos -					3	AM TOTALS			18.8	9.4	7.9	7.6	9.3	5.8	6.6	10.8	10.2
AM & FM Stations Profiled -					15	# Duopolies -					4	Total Local Commercial Share				44.0	46.1	45.1	44.9	49.6	48.3	46.7	49.2

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 187

Revenue Rank: 156

Green Bay, WI Market Overview



Metro Counties / Population (000)

Brown, WI	231.3
	231.3

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$10,500	\$11,700	\$12,400	\$12,700	\$12,300	\$12,500
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	1.6%	\$13,200	\$14,200	\$15,000	\$15,800	\$16,600	5.8%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.68/1,000	\$3.95/1,000	Local	95%		
Revenue/Capita	\$48.97	\$54.04	\$68.26	National	5%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	214.4	231.3	1.5%	231.3	243.2	1.0%
Households	80.3	89.7	2.2%	89.7	96.1	1.4%
Retail Sales	NA ^{1/}	3,399.3	NA ^{1/}	3,399.3	4,201.0	4.3%
EBI ^{2/}	3,466.1	4,274.8	4.3%	4,274.8	5,657.8	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	114.9	20.2	10.5	12.5	17.3	19.4	16.1	18.9
Women (000)	116.4	19.1	10.2	12.1	15.9	18.9	16.0	24.2
Total	231.3	39.3	20.7	24.6	33.1	38.3	32.1	43.1
Percentage	100.0%	17.0%	8.9%	10.6%	14.3%	16.6%	13.9%	18.6%
Per Capita	\$ 18,485							
				Median Household	\$ 40,195		Avg Household	\$ 47,669
Ethnic Population:	White	90.5%	Black	1.2%	Asian	2.4%	Hispanic	4.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		10	10	11	3	14
Tot 12+	0.3		61.2	61.2	61.5	12.8	74.3
Avg 12+	0.3		6.1	6.1	5.6	4.3	5.3
Tot LCS	0.4		82.4	82.4	82.8	17.2	100.0
Avg LCS	0.4		8.2	8.2	7.5	5.7	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Appleton-Oshkosh.

ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• WAUN	Kewaunee	A	92.7	6.0	328		Magnum Radio Inc	73	9901	105		Talk	100	0.57	1.4	0.3	0.4	1.0	1.1	0.0	1.3	0.4	0.0		
WZOR	Mishicot	C3	94.7	21.5	354	c	Woodward Comm Inc	94	0003	2,100		Rock	425	0.92	3.7	5.2	3.0	2.4	3.2	4.3	2.3	4.1	1.5		
WKSZ	De Pere	C3	95.9	4.5	774	c	Woodward Comm Inc	84	9510	2,265		Hot AC	950	0.97	7.8	3.1	4.5	4.8	7.1	6.8	6.0	7.4	6.6		
• WQLH	Green Bay	C1	98.5	100.0	499	b	Cumulus Bcstg Inc	67	0207	6,000	c1	Hot AC	1,600	1.23	10.4	7.6	7.4	8.3	7.5	6.5	5.0	6.7	5.1		
WLYD	Sturgeon Bay	C2	99.7	46.0	512	a	Midwest Comm Inc	82	9306		g	Top 40	625	1.47	3.4	5.2	6.3	4.1	1.1	3.9	2.3	3.7	3.3		
WNCY	Neenah-Menash	C2	100.3	45.0	489	a	Midwest Comm Inc	77	9702			Country	n/a		15.7	12.8	11.9	13.4	10.3	11.8	10.4	10.4	10.1		
WIXX	Green Bay	C	101.1	100.0	1079	a	Midwest Comm Inc	60				CHR	3,800	2.00	15.2	10.0	10.8	11.0	12.1	11.1	13.7	12.6	14.5		
WOGB	Kaukauna	C3	103.1	3.6	879	b	Cumulus Bcstg Inc	96	9709		d1	Oldies	1,500	0.96	12.5	6.9	7.4	9.3	9.6	6.5	6.7	7.8	5.4		
WAPL	Appleton	C	105.7	100.0	1175		Woodward Comm Inc	65	7506			Clsc Rock	n/a		6.7	4.5	3.3	5.5	4.6	5.4	7.0	5.9	6.9		
WJLW	Allouez	C3	106.7	25.0	328	b	Cumulus Bcstg Inc	96	9810	2,500		Clsc Rock	500	1.03	3.9	3.8	4.1	3.4	2.5	3.6	5.0	4.1	6.5		
WXWX	Brillion	C3	107.5	3.6	879	b	Cumulus Bcstg Inc	92	9809	2,065		Rock	500	0.91	4.4	2.1	3.3	3.1	3.6	2.2	3.0	3.0	5.0		
# FM Stations -					11	# Combos -					9	FM TOTALS					85.1	61.5	62.4	66.3	62.7	62.1	62.7	66.1	64.9

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• WTAQ	Green Bay	B	1360	10.0 cp	5.00	a	Midwest Comm Inc	25	7506			News/Info	950	1.21	6.3	6.9	4.8	3.8	5.7	5.0	5.4	5.9	3.4		
WDUZ	Green Bay	C	1400	1.0	1.00	b	Cumulus Bcstg Inc	47	0207		c1	Sports	900	1.36	5.3	3.5	4.8	3.1	5.0	2.5	4.3	2.6	2.6		
WNFL	Green Bay	B	1440	5.0	0.50	a	Midwest Comm Inc	47	9702		sw	Nws/Tlk/Spt	475	1.19	3.2	2.4	2.6	2.1	2.8	2.9	2.3	2.2	5.8		
# AM Stations -					3	# Combos -					3	AM TOTALS					14.8	12.8	12.2	9.0	13.5	10.4	12.0	10.7	11.8
AM & FM Stations Profiled -					14	# Duopolies -					6	Total Local Commercial Share						74.3	74.6	75.3	76.2	72.5	74.7	76.8	76.7

Docket 80-90 Allocations: 104.3, A, Seymour

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 188

Revenue Rank: 191

Odessa-Midland, TX Market Overview



Metro Counties / Population (000)

Ector, TX	121.1
Midland, TX	117.0
Total	238.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$8,100	\$9,100	\$8,800	\$9,100	\$8,000	\$9,200
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	15.0%	\$9,700	\$10,400	\$10,900	\$11,500	\$12,100	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.54/1,000	\$2.56/1,000	Local	80%		
Revenue/Capita	\$33.68	\$38.64	\$50.21	National	20%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	240.5	238.1	-0.2%	238.1	241.0	0.2%
Households	86.8	87.2	0.1%	87.2	88.9	0.4%
Retail Sales	NA ^{1/}	3,622.3	NA ^{1/}	3,622.3	4,723.8	5.5%
EBI ^{2/}	3,388.7	3,928.7	3.0%	3,928.7	4,633.8	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	115.2	23.3	13.2	11.4	13.8	17.5	15.7	20.4
Women (000)	122.8	22.4	12.8	12.1	14.8	18.8	16.1	25.8
Total	238.1	45.7	26.0	23.5	28.6	36.3	31.8	46.2
Percentage	100.0%	19.2%	10.9%	9.9%	12.0%	15.2%	13.4%	19.4%
Per Capita	\$ 16,502	Median Household		\$ 33,344	Avg Household		\$ 45,053	
Ethnic Population:	White 75.0%	Black 5.8%	Asian 0.9%	Hispanic 37.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			15	13	15	6	21
Tot 12+			78.8	77.4	78.8	6.6	85.4
Avg 12+			5.3	6.0	5.3	1.1	4.1
Tot LCS			92.3	90.6	92.3	7.7	100.0
Avg LCS			6.2	7.0	6.2	1.3	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KNFM	Midland	C	92.3	100.0	984	c	Cumulus Bcstg Inc	59	9807	13,500	d1	Country	800	1.45	6.0	3.3	5.4	4.6	5.5	10.4	6.6	7.4	5.2		
KBAT	Midland	C1	93.3	100.0	440	c	Cumulus Bcstg Inc	74	9807		d1	CHR	500	1.07	5.1	4.6	3.4	4.9	3.8	6.0	12.8	12.9	13.9		
KQRX	Midland	C3	95.1	10.5	505	a	Encore Bcstg LLC	96	0103	1,200		Alternative	375	0.61	6.7	7.6	7.1	6.8	4.5	4.0	4.5	3.7	3.7		
KMRK	Odessa	C1	96.1	100.0 cp	492	b	Clear Channel Comm	91	0008		g	Urban	550	0.67	8.9	8.6	6.1	8.5	6.6	6.7	7.6	4.0	4.4		
KMCM	Odessa	C1	96.9	100.0	420	a	Encore Bcstg LLC	61	0209	2,500		Oldies	650	0.98	7.2	6.3	5.4	5.5	6.6	7.4	4.9	4.9	4.7		
KODM	Odessa	C1	97.9	100.0	361	c	Cumulus Bcstg Inc	65	9807		d1	AC	900	1.46	6.7	7.3	6.1	6.2	5.2	8.1	5.2	7.1	4.7		
● KHKX	Odessa	C1	99.1	100.0	407	a	Encore Bcstg LLC	77	0105	1,475		Country	500	1.29	4.2	4.6	4.7	3.6	3.5	0.0	0.0	0.0	0.0		
KGEE	Monahans	C1	99.9	100.0	574	c	Cumulus Bcstg Inc	83	9807		d1	Country	850	1.36	6.8	6.3	4.4	5.2	6.2	6.4	5.9	7.7	7.8		
KKKK	Crane	C1	101.3	100.0	486		Cook, Don L.	95				Relig Music	200	2.17	1.0	0.7	0.3	0.3	1.4	0.3	0.7	0.3	0.9		
KFZX	Gardendale	C	102.1	100.0	984	b	Clear Channel Comm	84	0008		g	Clsc Rock	750	1.20	6.8	4.6	6.8	6.8	4.8	5.7	8.0	7.4	7.3		
KCRS	Midland	C1	103.3	100.0	919	b	Clear Channel Comm	76	0009	2,700	c2	CHR	550	0.91	6.6	5.6	4.4	4.9	6.2	6.0	5.9	5.2	5.2		
KTXC	Lamesa	C1	104.7	100.0	794		Midessa Bcstg LP	77	0211	740		Span/Mexcn	600	0.72	9.1	7.6	6.8	8.8	6.6	1.7	1.0	4.0	2.1		
KKJW	Stanton	C2	105.9	32.0	440		Unique Bcstg LLC	97				Country	200	0.56	3.9	0.7	1.7	3.9	2.8	2.3	5.2	2.8	4.4		
KCHX	Midland	C1	106.7	100.0	679	b	Clear Channel Comm	89	0008		g	Oldies	500	1.24	4.4	5.0	3.1	2.9	4.5	7.0	7.3	5.8	9.0		
KQLM	Odessa	C1	107.9	100.0	846		Stellar Media Inc	96	0302		nc 1	Mexican	475	0.64	8.1	6.0	6.4	7.5	6.2	7.4	5.9	6.7	5.8		
# FM Stations -					15	# Combos -					11	FM TOTALS					91.5	78.8	72.1	80.4	74.4	79.4	81.5	79.9	79.1

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KCRS	Midland	B	550	5.0	1.00	b	Clear Channel Comm	35	0009		c2	News/Talk	350	0.79	4.8	4.3	6.4	3.6	4.5	5.0	1.4	1.2	1.8		
● KWEL	Midland	D	1070	2.5	0.00		Quiroz, Faustino	57	9303	140		Talk	100	0.78	1.4	1.3	0.0	1.0	1.4	1.3	0.0	1.8	0.0		
KJBC	Midland	D	1150	1.0	0.00		La Promesa Found	50	0202	85		Chrst/Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KOZA	Odessa	C	1230	1.0	1.00		Mesa Entertainment	47	8903	85	1	Mexican	100		0.2	0.0	0.7	0.3	0.0	1.3	2.1	1.8	0.0		
KRIL	Odessa	B	1410	1.0	1.00	c	Cumulus Bcstg Inc	46	9909	110	na	Nws/Tlk/Spt			0.8	0.3	0.3	0.7	0.7	0.3	0.7	0.3	0.0		
KMND	Midland	D	1510	2.4	0.00	c	Cumulus Bcstg Inc	63	9807		d1	News/Talk	100	0.84	1.3	0.7	2.0	0.7	1.4	1.3	3.1	3.4	5.8		
# AM Stations -					6	# Combos -					3	AM TOTALS					8.5	6.6	9.4	6.3	8.0	9.2	7.3	8.5	7.6
AM & FM Stations Profiled -					21	# Duopolies -					6	Total Local Commercial Share					85.4	81.5	86.7	82.4	88.6	88.8	88.4	86.7	

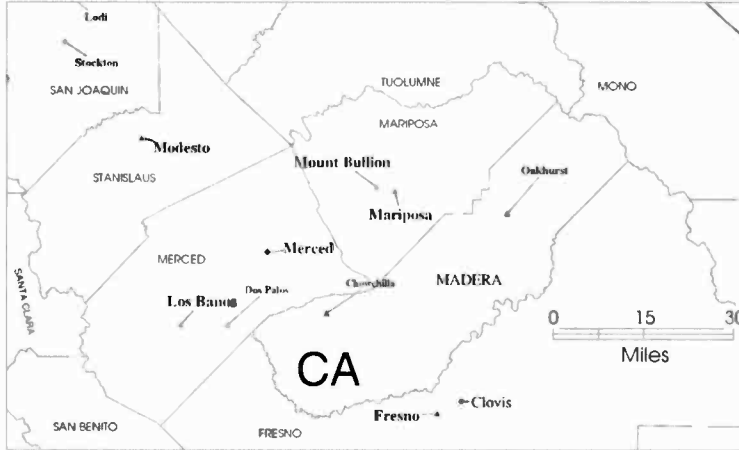
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 189

Revenue Rank: 260

Merced, CA Market Overview



Metro Counties / Population (000)

Mariposa, CA	17.8
Merced, CA	219.7
Total	237.5

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,100	\$4,400	\$4,700	\$4,700	\$4,700	\$4,900
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.3%	\$5,200	\$5,600	\$5,900	\$6,200	\$6,600	5.8%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$2.52/1,000	2007 \$2.49/1,000			Est. Breakout	
Revenue/Capita	\$18.68	\$20.63	\$25.33			Local	80%
						National	20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

MSA Population	1997	2002	Growth Rate	2002	2007	Growth Rate
		219.5	237.5	1.6%	237.5	260.6
Households	68.2	73.3	1.5%	73.3	79.8	1.7%
Retail Sales	NA ^{1/}	1,944.0	NA ^{1/}	1,944.0	2,652.8	6.4%
EBI ^{2/}	2,175.3	2,503.8	2.9%	2,503.8	2,922.8	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	118.5	26.4	14.1	12.9	15.2	16.5	14.0	19.4
Women (000)	119.0	25.4	13.3	11.4	15.0	16.8	13.8	23.2
Total	237.5	51.9	27.4	24.3	30.2	33.3	27.8	42.7
Percentage	100.0%	21.8%	11.5%	10.2%	12.7%	14.0%	11.7%	18.0%
Per Capita	\$ 10,542	Median Household		\$ 27,266	Avg Household		\$ 34,169	
Ethnic Population:	White	57.6%	Black	3.6%	Asian	6.4%	Hispanic	44.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	9		12	17	4	21
Tot 12+	15.8	31.0		45.6	46.8	2.9	49.7
Avg 12+	2.0	3.4		3.8	2.8	0.7	2.4
Tot LCS	31.8	62.4		91.8	94.2	5.8	100.0
Avg LCS	4.0	6.9		7.6	5.5	1.5	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Fresno and Modesto.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KBRE	Atwater	A	92.5	6.0	328	b	Mapleton Comm	95	0206	2,800	d2	Rock	350	1.04	6.9	6.5	3.1	5.0	2.4	2.4	2.2	3.8	1.9		
• KNTO	Chowchilla	A	93.3	3.0	335	a	Gomez, Nelson F.	93	0104	450		Span/Mexcn			2.7	0.8	1.2	1.2	1.6	1.2	1.1	1.1	0.0		
KSKS	Fresno	B	93.7	68.0	1903		Infinity Bcstg	46	0102			Country	n/a		4.5	3.3	2.0	2.3	2.4	4.0	4.1	3.0	2.7		
KBKY	Merced	A	94.1	6.0	328		KM Comm Inc		01			Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KHOP	Oakdale	B	95.1	29.5	633	c	Citadel Bcstg Corp	85	9703	See (122)		Hot AC	n/a		5.2	3.3	3.1	2.7	2.8	4.8	6.7	6.8	4.3		
KSKD	Dos Palos	A	95.9	3.3 cp	443	a	Gomez, Nelson F.	85	9302	198		Span/Mexcn	600	4.22	2.9	1.2	0.8	1.5	1.6	1.2	0.7	1.1	1.9		
KUBB	Mariposa	B	96.3	1.9	2097	d	Buckley Bcstg Corp	77	8507			Country	475	1.33	7.3	3.3	5.1	4.6	3.2	6.3	6.7	5.3	4.6		
KABX	Merced	B	97.5	8.8	1161	b	Mapleton Comm	36	0205	4,300	d1	Oldies	1,100	1.74	12.9	4.9	3.9	7.7	6.0	4.0	7.1	6.8	8.0		
KLOQ	Winton	A	98.7	6.0	299	b	Mapleton Comm	94	0206		d2	Spanish	450	1.13	8.1	6.1	8.6	4.6	4.0	1.6	3.7	3.0	2.5		
• K CIV	Mount Bullion	B	99.9	1.9	2093		Bott Radio Network	89				Relgn/Talk	150	2.04	1.5	0.4	2.0	1.2	0.4	2.4	0.7	0.8	1.5		
KAMB	Merced	B	101.5	1.9	2093		Central Valley Bcstg	67				ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KATM	Modesto	B	103.3	50.0	499	c	Citadel Bcstg Corp	48	9212			Country	n/a		6.4	2.4	2.3	3.1	3.6	3.6	4.1	4.9	3.9		
KDJK	Mariposa	A	103.9	0.1	2047	c	Citadel Bcstg Corp	92	9308			Clsc Hits			1.7	0.0	1.6	1.5	0.4	1.6	0.4	1.5	0.4		
KHKK	Modesto	B	104.1	50.0	499	c	Citadel Bcstg Corp	49	9308			Clsc Hits	n/a		4.4	1.6	2.0	2.7	2.0	2.4	3.0	1.5	2.6		
KHTN	Los Banos	B	104.7	50.0	469	d	Buckley Bcstg Corp	66	9508	510		Rhymc/CHR	900	0.72	25.4	11.8	10.5	13.9	12.9	10.7	11.6	13.9	9.5		
KIBG	Merced	A	106.3	3.0	476	b	Mapleton Comm	89	0205		d1	AC	375	1.44	5.3	1.2	0.8	2.3	3.2	2.8	3.7	2.6	4.2		
KQLB	Los Banos	A	106.9	6.0	328		VLB Bcstg Inc	92	9112		na	Spanish	100			0.0	0.0	0.0	0.0	0.0	1.9	3.4	1.0		
# FM Stations -					17	# Combos -					12	FM TOTALS					95.2	46.8	47.0	54.3	46.5	49.0	57.7	59.5	49.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KLBS	Los Banos	B	1330	0.4	5.00		Ethnic Radio Inc	61	8205			Portuguese	100			0.0	0.0	0.0	0.0	0.0	0.7	1.9	0.0		
KYOS	Merced	B	1480	5.0	5.00	b	Mapleton Comm	83	0205		d1	News/Talk	200	0.83	4.9	2.9	3.5	2.3	2.8	3.6	4.1	3.4	4.6		
KVVY	Merced	B	1580	1.0	0.30	b	Mapleton Comm	56	0206		d2	Country	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7		
KTIQ	Merced	B	1660	10.0	1.00	b	Mapleton Comm	01	0206		d2	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					4	# Combos -					3	AM TOTALS					4.9	2.9	3.5	2.3	2.8	3.6	4.8	5.3	5.3
AM & FM Stations Profiled -					21	# Duopolies -					7	Total Local Commercial Share					49.7	50.5	56.6	49.3	52.6	62.5	64.8	54.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 190

Revenue Rank: 186

Topeka, KS Market Overview



Metro Counties / Population (000)

Jackson, KS	12.7
Jefferson, KS	18.8
Osage, KS	16.8
Shawnee, KS	169.7
Wabaunsee, KS	6.9
Total	224.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$8,300	\$9,000	\$9,800	\$10,300	\$9,100	\$9,500	2.6%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
4.4%	\$10,000	\$10,700	\$11,300	\$11,900	\$12,500	5.7%

Revenue/Retail Sales
Revenue/Capita

1997	2002	2007
NA ^{1/}	\$3.09/1,000	\$3.07/1,000
\$37.92	\$42.24	\$55.26

Est. Breakout
Local 75%
National 25%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	218.9	224.9	0.5%	224.9	226.2	0.1%
Households	85.2	90.0	1.1%	90.0	91.4	0.3%
Retail Sales	NA ^{1/}	3,076.7	NA ^{1/}	3,076.7	4,078.2	5.8%
EBI ^{2/}	3,169.2	3,805.8	3.7%	3,805.8	4,484.6	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	109.5	18.9	10.9	9.5	13.1	16.6	16.8	23.7
Women (000)	115.4	17.9	10.1	9.5	13.5	17.7	17.0	29.7
Total	224.9	36.8	21.0	19.0	26.6	34.3	33.8	53.4
Percentage	100.0%	16.3%	9.3%	8.5%	11.8%	15.2%	15.0%	23.8%
Per Capita	\$ 16,924							
					Median Household	\$ 35,690		
						Avg Household	\$ 42,273	
Ethnic Population:	White	85.4%	Black	7.1%	Asian	0.8%	Hispanic	6.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			11	8	11	3	14
Tot 12+			58.5	57.4	58.5	11.4	69.9
Avg 12+			5.3	7.2	5.3	3.8	5.0
Tot LCS			83.7	82.1	83.7	16.3	100.0
Avg LCS			7.6	10.3	7.6	5.4	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Kansas City.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KCVT	Silver Lake	C3	92.5	6.7	387		Bott Radio Network	96				Relgn/Talk	75		0.6	0.4	0.4	0.4	0.4	0.4	0.7	0.4	0.7	
● KKYD	Osage City	C3	92.9	7.9 cp	538		3 Points Media	82	0308	1,300		Hip Hop	50			0.0	0.4	0.0	0.0	0.4	0.4	0.4	0.0	
● WIBW	Topeka	C	94.5	100.0	1221	b	MCC Radio LLC	61	9612		g1	Country	2,400	1.08	23.4	13.9	13.1	16.8	14.9	19.6	18.5	15.2	18.4	
● KCHZ	Ottawa	C1	95.7	98.0	981		Cumulus Bcstg Inc	62	0310 p	See (29)		Top 40	n/a		7.4	6.4	4.4	6.2	3.8	5.1	4.7	4.6	3.8	
● KWIC	Topeka	C3	99.3	6.8 cp	538	a	Cumulus Bcstg Inc	93	0105	3,000	c3	Oldies	700	0.84	8.8	6.8	6.3	6.2	5.7	6.2	4.0	5.3	3.8	
KDVV	Topeka	C	100.3	100.0	984	a	Cumulus Bcstg Inc	60	9810	10,440	d1	Clsc Rock	1,300	0.86	15.9	10.7	8.7	10.3	11.1	6.5	7.2	5.3	6.6	
KMKF	Manhattan	C2	101.5	36.0	577		Seaton Stations	72				Rock	100	0.81	1.3	0.7	1.2	0.7	1.1	0.7	1.1	0.8	1.2	
● KQTP	St. Marys	C2	102.9	30.0	597	a	Cumulus Bcstg Inc	94	0105		c3	Country	225	0.79	3.0	4.6	3.2	2.6	1.5	4.0	2.2	3.8	3.9	
KLZR	Lawrence	C1	105.9	100.0	774		Zimmer Radio Group	63	9808	3,000	c1	Top 40	950	2.13	4.7	3.9	5.2	3.3	3.1	4.0	3.6	4.2	3.4	
KTPK	Topeka	C	106.9	100.0	1211		Kansas Capital Bcstg	74	9706	2,900		Country	825	1.64	5.3	2.5	3.6	3.3	3.8	4.0	5.8	6.8	6.0	
KMAJ	Topeka	C	107.7	100.0 cp	988	a	Cumulus Bcstg Inc	71	9810		d1	AC	1,225	0.88	14.7	8.6	9.5	9.5	10.3	10.9	12.3	11.8	9.1	
# FM Stations -					11	# Combos -					5	FM TOTALS				85.1	58.5	56.0	59.3	55.7	61.8	60.5	58.6	56.9

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WIBW	Topeka	B	580	5.0	5.00	b	MCC Radio LLC	27	9612		g1	Nws/Tlk/Spt	1,200	2.26	5.6	3.9	3.6	3.7	3.8	4.7	5.4	4.6	4.8	
KMAJ	Topeka	B	1440	5.0	1.00	a	Cumulus Bcstg Inc	47	9810		d1	Nws/Tlk/Spt	300	0.72	4.4	4.6	4.4	2.9	3.1	3.6	3.6	3.0	2.1	
KTOP	Topeka	C	1490	1.0	1.00	a	Cumulus Bcstg Inc	47	9810		d1	AST/Tlk/Spt	75	0.16	5.0	2.9	3.2	3.3	3.4	3.3	1.4	2.7	3.4	
# AM Stations -					3	# Combos -					3	AM TOTALS				15.0	11.4	11.2	9.9	10.3	11.6	10.4	10.3	10.3
AM & FM Stations Profiled -					14	# Duopolies -					3	Total Local Commercial Share				69.9	67.2	69.2	66.0	73.4	70.9	68.9	67.2	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 191

Revenue Rank: 194

Dothan, AL Market Overview



Metro Counties / Population (000)

Coffee, AL	43.4
Dale, AL	48.5
Geneva, AL	26.0
Henry, AL	16.4
Houston, AL	89.5
Total	223.8

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$7,800	\$7,900	\$8,500	\$9,200	\$8,400	\$8,800	2.4%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	4.8%	\$9,300	\$10,000	\$10,500	\$11,100	\$11,700	5.7%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	NA ^{1/}	\$3.42/1,000	\$4.02/1,000	Local 90%			
Revenue/Capita	\$35.75	\$39.32	\$51.93	National 10%			

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	218.2	223.8	0.5%	223.8	225.3	0.1%
Households	82.8	90.1	1.7%	90.1	92.9	0.6%
Retail Sales	NA ^{1/}	2,574.0	NA ^{1/}	2,574.0	2,907.0	2.5%
EBI ^{2/}	2,848.0	3,225.9	2.5%	3,225.9	3,800.8	3.3%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>	
Men (000)	108.0	18.7	10.4	9.9	14.3	16.0	15.4	23.4	
Women (000)	115.7	17.6	9.8	9.7	14.6	16.7	16.3	31.0	
Total	223.8	36.3	20.2	19.6	28.8	32.7	31.7	54.4	
Percentage	100.0%	16.2%	9.0%	8.7%	12.9%	14.6%	14.2%	24.3%	
Per Capita	\$ 14,417								
					Median Household	\$ 29,456		Avg Household	\$ 35,821
Ethnic Population:	White	74.6%	Black	21.8%	Asian	0.8%	Hispanic	2.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		11	12	17	9	26
Tot 12+	12.5		62.2	70.5	74.7	7.9	82.6
Avg 12+	2.1		5.7	5.9	4.4	0.9	3.2
Tot LCS	15.1		75.3	85.4	90.4	9.6	100.0
Avg LCS	2.5		6.8	7.1	5.3	1.1	3.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Montgomery and Panama City.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WJJN	Columbia	A	92.1	2.6	499	a	Wilson Bcstg Inc	95				Urban	500	0.81	7.0	7.2	5.8	4.8	6.1	6.5	5.3	4.5	5.9
WRJM	Geneva	C1	93.7	100.0	853		Stage Door Developmnt	69	8710	242	c1	Talk	200	1.03	2.2	4.5	2.3	2.2	1.2	3.0	1.6	3.4	2.1
WIZB	Abbeville	C3	94.3	19.5	371		Celebration Comm Co	68	9808	540		ChrsContem	250	1.29	2.2	1.5	0.4	2.6	0.8	1.9	1.6	1.9	1.8
WTVY	Dothan	C0	95.5	100.0	1060	b	Styles Bcstg Inc	68	0107			Country	950	1.06	10.2	4.5	5.8	7.4	8.5	7.2	6.6	5.6	9.8
WDJR	Enterprise	C	96.9	100.0	1516	f	Gulf South Comm Inc	68	9207	700		Country	1,600	1.13	16.1	13.2	14.3	12.9	12.1	12.9	11.1	10.1	12.2
WYYX	Bonifay	C1	97.7	100.0	830		Styles Bcstg Inc	83	0210	See (238)		Rock	n/a		3.5	3.0	2.7	2.6	2.8	2.3	2.9	2.6	2.1
WOOF	Dothan	C1	99.7	100.0	981	d	WOOF Inc	64				AC	1,400	1.53	10.4	6.4	9.7	8.9	7.3	9.1	7.8	10.1	7.5
• WXUS	Fort Rucker	A	100.5	2.8	476		Styles Bcstg Inc	91	0308	750		Oldies	175	1.33	1.5	2.3	1.9	1.1	1.2	3.0	1.6	2.6	1.6
WZTZ	Elba	A	101.1	0.6	682	e	Elba Radio Co	86				Country	200		0.5	0.4	0.4	0.4	0.4	1.1	2.5	1.1	0.9
WAGF	Dothan	A	101.3	1.2	535	a	Wilson Bcstg Inc	91				Urban AC	400	0.89	5.1	2.6	3.5	3.0	4.9	3.4	2.5	1.9	2.2
WTOT	Graceville	A	101.7	6.0	328		BRO Management Inc	96	9612	175	cp	Nostalgia	50		0.5	0.0	0.4	0.4	0.4	0.4	0.8	0.4	0.3
WESP	Dothan	C3	102.5	16.5 cp	404	f	Gulf South Comm Inc	90	9903	1,400		Rock	575	0.98	6.7	4.5	5.8	4.4	6.1	5.7	5.3	5.6	5.3
• WJRL	Ozark	C3	103.9	25.0	292	b	Styles Bcstg Inc	68	0208		c2	Clsc Rock	400	0.81	5.6	5.7	2.3	5.5	3.2	0.4	0.8	1.1	0.9
WOAB	Ozark	A	104.9	6.0	269	c	Ozark Bcstg Corp	67				Country	100	0.60	1.9	0.0	0.0	1.8	1.2	0.4	0.0	0.0	0.0
WZND	Headland	C3	105.3	11.5	486	f	Gulf South Comm Inc	92	9702	745		CHR	550	0.77	8.1	3.8	5.0	4.1	8.5	5.3	6.1	3.7	4.2
WZHT	Troy	C	105.7	100.0	1831		Clear Channel Comm	73	0008			Urban	n/a		7.2	4.5	5.8	6.3	4.9	6.5	8.2	7.1	5.5
WKMX	Enterprise	C	106.7	100.0	1070		WKMX Inc	74	7908			HotAC/Top4	1,000	1.42	8.0	10.6	8.5	6.3	6.1	9.9	9.8	10.1	15.3
# FM Stations -					17	# Combos -					10	FM TOTALS			96.7	74.7	74.6	74.7	75.7	79.0	74.5	71.8	77.6

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WOOF	Dothan	D	560	5.0	0.00	d	WOOF Inc	47				Sprts/Talk	100	0.95	1.2	1.1	0.8	0.7	1.2	1.1	1.6	0.7	1.7
• WGZS	Dothan	D	700	1.6	0.00		Good Samaritan	95	0308 p	165		ChrsContem	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOZK	Ozark	D	900	1.0	0.07	c	Ozark Bcstg Corp	53				Easy	50			0.0	0.0	0.0	0.0	1.1	0.8	0.0	0.0
WGEA	Geneva	D	1150	1.0	0.04		Shelley Bcstg Co	53	8710		c1	Cntry/Gospl	50			0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
WQLS	Ozark	B	1200	10.0	0.00	b	Styles Bcstg Inc	68	0208			Gospel				2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WAGF	Dothan	D	1320	1.0 cp	0.09	a	Wilson Bcstg Inc	32	9208	60		Gospel		0.8	0.8	1.9	1.2	0.0	1.2	0.8	1.2	1.1	1.2
WELB	Elba	D	1350	1.0	0.04	e	Elba Radio Co	58				Cntry/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWNT	Dothan	C	1450	1.0	1.00		WWNT LLC	47	0008	15		News/Talk	150	1.42	1.2	2.3	1.9	1.1	0.8	1.5	2.5	2.2	1.8
WTKN	Daleville	D	1560	5.0	0.00		News/Talk 1560 Inc	83				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					9	# Combos -					5	AM TOTALS			3.2	7.9	3.9	1.8	3.2	4.5	6.1	5.1	4.7
AM & FM Stations Profiled -					26	# Duopolles -					4	Total Local Commercial Share			82.6	78.5	76.5	78.9	83.5	80.6	76.9	82.3	

• Indicates a change since last edition

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 192

Revenue Rank: 153

Traverse City-Petoskey, MI Market Overview



Metro Counties / Population (000)

Antrim, MI	24.2
Benzie, MI	16.7
Charlevoix, MI	26.8
Emmet, MI	32.5
Grand Traverse, MI	80.1
Kalkaska, MI	17.2
Leelanau, MI	21.8
Total	219.3

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$8,900	\$9,700	\$11,000	\$13,200	\$12,200	\$12,800
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.64/1,000	\$3.55/1,000	Local	89%		
	\$46.02	\$58.37	\$71.07	National	11%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	193.4	219.3	2.5%	219.3	237.8
Households	73.7	87.6	3.5%	87.6	96.9	2.0%
Retail Sales	NA ^{1/}	3,512.1	NA ^{1/}	3,512.1	4,759.0	6.3%
EBI ^{2/}	2,799.0	3,767.8	6.1%	3,767.8	5,129.6	6.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	108.1	17.8	10.4	8.1	12.2	17.0	16.9	25.7
Women (000)	111.2	16.6	9.9	7.7	12.1	17.6	17.0	30.3
Total	219.3	34.4	20.4	15.8	24.4	34.5	33.9	56.0
Percentage	100.0%	15.7%	9.3%	7.2%	11.1%	15.7%	15.5%	25.5%
Per Capita	\$ 17,183	Median Household		\$ 34,929	Avg Household		\$ 43,032	
Ethnic Population:	White 95.9%	Black 0.3%	Asian 0.4%	Hispanic 1.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		19	14	22	8	30
Tot 12+	1.0		70.6	67.5	71.6	9.2	80.8
Avg 12+	0.3		3.7	4.8	3.3	1.2	2.7
Tot LCS	1.2		87.4	83.5	88.6	11.4	100.0
Avg LCS	0.4		4.6	6.0	4.0	1.4	3.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WOUF	Beulah	A	92.1	1.6	600	f	Henderson, Roy E	99	0010	590		AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WFDX	Atlanta	C1	92.5	100.0	869	c	Northern Bcstg	75	9401	965		Country			1.5	1.0	0.0	1.1	1.2	0.4	0.0	0.4	0.2		
WJZQ	Cadillac	C1	92.9	100.0	912	b	Midwestern Bcstg Co	61				NAC/SmJaz	200		0.5	5.5	1.0	0.7	0.0	0.0	0.0	0.0	0.0		
WBCM	Boyne City	C2	93.5	14.0	929	b	Midwestern Bcstg Co	78	9009	250		Country	200	1.20	1.3	0.7	1.3	1.1	0.8	2.0	0.7	0.4	1.0		
WAVC	Mio	C2	93.9	50.0	433	d	Northern Star Bcstg	94	9809		g1	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WFCX	Leland	C2	94.3	20.5	764	c	Northern Bcstg	91	9401	200		Country	500	1.35	2.9	2.7	4.0	3.2	1.2	3.1	2.6	2.8	2.5		
WLJZ	Mackinaw City	C2	94.5	40.0	381	d	Northern Star Bcstg	89	9809		g1	Modern Rock			1.5	2.0	0.7	1.1	1.2	0.4	0.0	0.4	0.4		
WJZJ	Glen Arbor	C2	95.5	21.0	738	d	Northern Star Bcstg	97	9809		g1	Modern Rock	750	1.05	5.6	4.1	5.3	3.9	4.6	6.3	3.7	2.8	4.2		
WLXT	Petoskey	C1	96.3	100.0	981	a	MacDonald Garber	67	9812		g2	Soft AC	450	1.17	3.0	3.4	4.0	1.4	3.1	3.9	3.7	5.6	3.8		
WKLT	Kalkaska	C2	97.5	32.0	617	c	Northern Bcstg	79				AOR/CIRck	1,300	1.64	6.2	4.4	5.0	3.6	5.8	6.3	7.0	8.0	6.8		
WGFN	Glen Arbor	C2	98.1	21.0	738	d	Northern Star Bcstg	91	9809		g1	Clsc Rock	550	0.68	6.3	2.0	4.0	5.3	4.2	5.1	6.3	5.6	3.6		
WKLZ	Petoskey	C1	98.9	100.0	801	c	Northern Bcstg	65	9107	800		AOR/CIRck	300	1.23	1.9	1.4	1.3	1.4	1.5	2.7	1.5	1.2	2.1		
WBNZ	Frankfort	C2	99.3	27.0 cp	571	f	Henderson, Roy E	78	0109			Hot AC	125	0.98	1.0	0.0	0.3	0.7	0.8	1.2	0.4	1.2	0.0		
WKVK	Honor	A	100.7	4.7	367	c	Northern Bcstg	02				CHR				0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0		
WLDR	Traverse City	C1	101.9	100.0	630	f	Henderson, Roy E	66	0106	3,600		AC	1,000	0.88	8.9	3.1	3.7	5.7	7.7	5.5	4.0	5.2	5.0		
WMKC	St. Ignace	C	102.9	100.0	1102	d	Northern Star Bcstg	82	9809		g1	Country	450	0.93	3.8	5.5	5.0	4.3	1.5	5.1	2.9	2.0	3.7		
WTCM	Traverse City	C	103.5	100.0	991	b	Midwestern Bcstg Co	65				Country	2,200	1.11	15.5	14.0	12.0	13.9	9.6	11.3	11.0	13.2	16.0		
WGFM	Cheboygan	C1	105.1	100.0	610	d	Northern Star Bcstg	68	9809		g1	Clsc Rock	500	1.06	3.7	2.4	2.3	2.5	3.1	2.7	1.5	3.6	1.4		
WKHQ	Charlevoix	C1	105.9	100.0	892	a	MacDonald Garber	80	9812		g2	CHR/AC	950	0.99	7.5	6.8	6.7	6.0	5.4	5.1	5.9	5.2	4.6		
WKPK	Gaylord	C1	106.7	100.0	581	c	Northern Bcstg	72	9610		g	CHR	700	0.91	6.0	3.8	5.3	2.8	6.2	5.1	5.9	4.4	7.2		
WCCW	Traverse City	C2	107.5	50.0	492	b	Midwestern Bcstg Co	67	9610	2,200	c4	Oldies	1,350	0.97	10.9	7.8	9.0	10.3	6.2	5.9	7.0	4.0	5.6		
WCZW	Charlevoix	A	107.9	5.0	164	b	Midwestern Bcstg Co	03				Oldies				0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					22	# Combos -					22	FM TOTALS					88.0	71.6	71.2	69.0	64.1	72.1	64.1	66.0	68.1

AM Stations

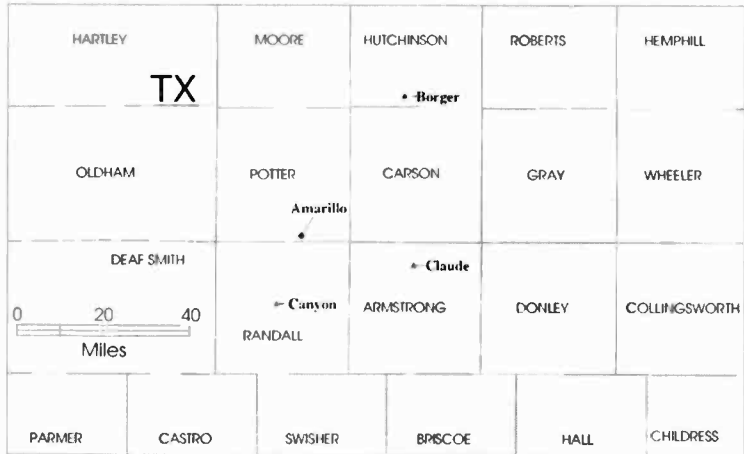
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WTCM	Traverse City	B	580	15.0	0.80	b	Midwestern Bcstg Co	41				News/Talk	800	0.61	10.3	8.2	8.3	7.1	8.5	5.5	7.7	8.8	6.0		
WWKK	Petoskey	B	750	1.0	0.33	e	Stone Comm Inc	99				Sprts/Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WJML	Petoskey	D	1110	10.0	0.01	e	Stone Comm Inc	66				News/Talk	325			0.0	0.0	0.0	0.0	1.2	0.0	0.0	1.4		
WLDR	Kingsley	D	1210	50.0	0.00	f	Henderson, Roy E	56	0106	225		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMKT	Charlevoix	B	1270	5.0	5.00	a	MacDonald Garber	74	9812		g2	News/Talk			0.3	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0		
WCCW	Traverse City	D	1310	5.0	0.00	b	Midwestern Bcstg Co	60	9610		c4	Sports	100		0.8	0.0	1.0	0.0	1.2	2.3	2.2	2.8	3.3		
WMBN	Petoskey	C	1340	1.0	1.00	a	MacDonald Garber	46	9812		g2	Oldies	50		0.3	1.0	0.0	0.4	0.0	0.8	0.0	1.2	2.0		
WKJF	Cadillac	B	1370	5.0	1.00	b	Midwestern Bcstg Co	68				Sports			0.3	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.0		
# AM Stations -					8	# Combos -					8	AM TOTALS					12.0	9.2	9.6	7.9	10.1	9.8	10.3	12.8	12.7
AM & FM Stations Profiled -					30	# Duopolies -					14	Total Local Commercial Share					80.8	80.8	76.9	74.2	81.9	74.4	78.8	80.8	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 193

Revenue Rank: 180

Amarillo, TX Market Overview



Metro Counties / Population (000)

Potter, TX	116.0
Randall, TX	107.1
Total	223.1

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$6,900	\$7,000	\$8,100	\$9,100	\$8,600	\$10,000
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	16.3%	\$10,500	\$11,300	\$11,900	\$12,600	\$13,200	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.23/1,000	\$3.35/1,000	Local	90%		
Revenue/Capita	\$32.89	\$44.82	\$55.96	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	209.8	223.1	1.2%	223.1	235.9
Households	78.7	84.1	1.3%	84.1	89.3	1.2%
Retail Sales	NA ^{1/}	3,100.5	NA ^{1/}	3,100.5	3,943.7	4.9%
EBI ^{2/}	3,042.2	3,730.7	4.2%	3,730.7	4,720.2	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	110.0	20.4	10.3	12.7	15.2	17.1	14.6	19.7
Women (000)	113.1	19.5	10.1	12.5	14.5	16.3	14.6	25.5
Total	223.1	39.9	20.4	25.3	29.7	33.4	29.2	45.2
Percentage	100.0%	17.9%	9.2%	11.3%	13.3%	15.0%	13.1%	20.3%
Per Capita	\$ 16,725							
				Median Household	\$ 34,646		Avg Household	\$ 44,361
Ethnic Population:	White	78.5%	Black	5.9%	Asian	1.9%	Hispanic	20.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		12	13	13	7	20
Tot 12+	4.0		69.3	73.3	73.3	10.5	83.8
Avg 12+	4.0		5.8	5.6	5.6	1.5	4.2
Tot LCS	4.8		82.7	87.5	87.5	12.5	100.0
Avg LCS	4.8		6.9	6.7	6.7	1.8	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KQIZ	Amarillo	C1	93.1	100.0	699	b	Cumulus Bcstg Inc	76	9804	3,140		CHR/Rhymc	525	0.58	9.1	10.9	7.2	8.5	6.3	7.5	6.2	3.2	5.0		
KMXJ	Amarillo	C	94.1	100.0	1083	a	Clear Channel Comm	46	0008		g	AC	950	1.02	9.3	4.4	5.0	6.4	8.6	3.2	5.4	6.0	3.7		
KARX	Claude	C1	95.7	100.0	390	b	Cumulus Bcstg Inc	92	9803	675		Clsc Rock	1,100	1.04	10.6	4.4	4.3	8.9	8.2	8.2	6.2	5.0	3.1		
KMML	Amarillo	C1	96.9	100.0	614	a	Clear Channel Comm	85	0008		g	Country	750	0.99	7.6	6.2	5.7	5.3	7.0	5.4	7.0	6.4	5.8		
KGNC	Amarillo	C	97.9	100.0	1283	c	MCC Radio LLC	58	9612		g1	Country	850	1.29	6.6	6.9	7.2	6.0	4.7	9.3	7.4	8.5	9.5		
KPRF	Amarillo	C1	98.7	100.0	469	a	Clear Channel Comm	79	0008		g	Hot AC	675	0.87	7.8	6.2	6.5	6.0	6.6	6.5	8.9	10.7	10.3		
KBZD	Amarillo	C3	99.7	21.5	351	d	Amigo Bcstg LP	93	0210	1,100	c2	1 Tejano	25		0.4	1.8	2.2	0.7	0.0	0.4	1.6	2.1	1.2		
KXGL	Amarillo	C1	100.9	100.0	591		Feuer & McCord	97	0209	3,000		Clsc Rock	100			8.4	4.7	0.0	0.0	2.2	2.7	1.1	1.7		
KATP	Amarillo	C1	101.9	100.0	935	a	Clear Channel Comm	76	0105	1,500		Country	550	0.87	6.3	7.3	6.1	6.7	3.5	3.6	3.9	3.6	6.8		
KQFX	Borger	C1	104.3	100.0	574	d	Amigo Bcstg LP	75	0007	1,000	d4	1 Mexican	900	1.96	4.6	5.1	5.0	2.8	4.7	2.5	1.2	2.1	1.0		
KAEZ	Amarillo	C2	105.7	43.0 cp	525		Stephens Family LP	91	9911	750		ChrsContem	100	0.31	3.2	2.2	3.6	2.5	2.7	3.6	3.5	3.6	4.9		
KPUR	Canyon	A	107.1	6.0	315	b	Cumulus Bcstg Inc	81	9804	820	c1	Oldies	1,000	1.09	9.2	4.0	9.3	7.1	7.8	9.0	5.0	10.0	6.9		
KZRK	Canyon	C1	107.9	100.0	476	b	Cumulus Bcstg Inc	81	9804	1,000	c3	Rock	700	0.74	9.4	5.5	9.3	8.9	6.3	8.2	7.8	7.8	7.9		
# FM Stations -					13	# Combos -					11	FM TOTALS					84.1	73.3	76.1	69.8	66.4	69.6	66.8	70.1	67.8

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KGNC	Amarillo	B	710	10.0	10.00	c	MCC Radio LLC	22	9612		g1	Nws/Tlk/Spt	1,100	1.53	7.2	6.9	6.1	5.3	6.3	6.8	5.8	7.1	7.3		
● KIXZ	Amarillo	B	940	5.0	1.00	a	Clear Channel Comm	47	0008		g	Adlt Stndrd	125	0.25	5.1	1.8	3.2	3.5	4.7	4.7	5.4	5.7	4.6		
KTNZ	Amarillo	B	1010	5.0	0.50	d	Amigo Bcstg LP	46	0210		c2	1 Mexican			0.5	0.0	0.7	0.4	0.4	0.0	0.4	0.0	0.0		
KZIP	Amarillo	D	1310	1.0	0.00		Del Norte Inc		55			1 Mexican	200			1.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0		
● KD JW	Amarillo	D	1360	0.5	0.14		Avondale Operating	55	0310 p		a1	Country	100	0.83	1.2	0.0	0.0	0.4	1.6	1.1	1.2	0.0	1.8		
KPUR	Amarillo	B	1440	5.0	1.00	b	Cumulus Bcstg Inc	39	9804		c1	Sports	125	0.74	1.7	0.7	1.1	1.1	1.6	0.4	1.6	1.1	1.3		
● KZRK	Canyon	B	1550	1.0	0.22	b	Cumulus Bcstg Inc	62	9804		c3	Sports	50		0.2	0.0	0.0	0.0	0.4	0.7	1.2	0.0	0.7		
# AM Stations -					7	# Combos -					5	AM TOTALS					15.9	10.5	11.8	10.7	15.0	13.7	15.6	13.9	15.7
AM & FM Stations Profiled -					20	# Duopolies -					6	Total Local Commercial Share						83.8	87.9	80.5	81.4	83.3	82.4	84.0	83.5

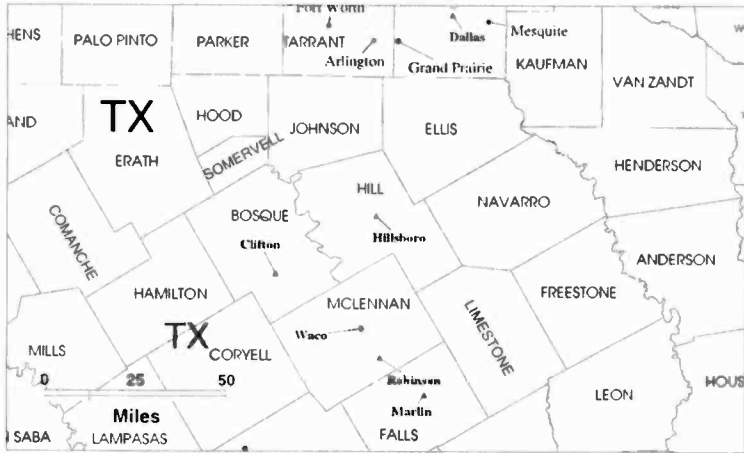
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 194

Revenue Rank: 202

Waco, TX Market Overview



Metro Counties / Population (000)

McLennan, TX	218.1
	218.1

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$6,600	\$7,000	\$7,700	\$7,900	\$7,500	\$8,000
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		6.7%	\$8,400	\$9,000	\$9,500	\$10,000	\$10,500
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.25/1,000	2007 \$3.54/1,000	Est. Breakout			
Revenue/Capita	\$32.56	\$36.68	\$45.75	Local	85%	National	15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	202.7	218.1	1.5%	218.1	229.5
Households	75.2	80.6	1.4%	80.6	84.9	1.0%
Retail Sales	NA ^{1/}	2,461.2	NA ^{1/}	2,461.2	2,963.4	3.8%
EBI ^{2/}	2,713.1	3,496.2	5.2%	3,496.2	4,563.7	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	105.7	19.1	10.6	16.1	12.9	14.3	13.0	19.5
Women (000)	112.4	18.1	10.0	16.2	13.2	15.1	13.5	26.4
Total	218.1	37.2	20.5	32.3	26.2	29.4	26.6	45.9
Percentage	100.0%	17.1%	9.4%	14.8%	12.0%	13.5%	12.2%	21.0%
Per Capita	\$ 16,032		Median Household	\$ 33,510		Avg Household	\$ 43,384	
Ethnic Population:	White	71.4%	Black	15.3%	Asian	1.2%	Hispanic	18.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		7	9	9	4	13
Tot 12+	2.8		53.1	55.9	55.9	4.8	60.7
Avg 12+	1.4		7.6	6.2	6.2	1.2	4.7
Tot LCS	4.6		87.5	92.1	92.1	7.9	100.0
Avg LCS	2.3		12.5	10.2	10.2	2.0	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Dallas.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KLRK	Marlin	C2	92.9	50.0	492	b	Goodall, Van Jr	77	8812	410		AC	400	1.43	3.5	2.0	2.9	2.0	2.6	2.6	1.3	3.4	0.4		
KBCT	Waco	A	94.5	3.2	453		Kennelwood Bcstg Co	96				Smooth Jazz	350	0.75	5.8	1.2	2.1	3.6	3.9	2.2	3.4	2.9	3.5		
KBGO	Waco	C2	95.7	24.0	505	a	Clear Channel Comm	59	0008		g	1 Oldies	700	0.65	13.4	9.3	10.0	9.3	8.2	10.6	6.8	7.3	4.3		
KWTX	Waco	C	97.5	100.0	1479	a	Clear Channel Comm	70	0008		g	1 CHR	1,900	1.56	15.2	8.9	10.0	10.5	9.4	10.1	11.5	12.2	14.3		
WACO	Waco	C	99.9	90.0	1660	a	Clear Channel Comm	60	0008		g	1 Country	2,400	1.13	26.5	15.3	17.2	16.9	17.6	17.6	18.4	16.1	17.4		
• KBRQ	Hillsboro	C1	102.5	100.0	449		Clear Channel Comm	59	0309 p	300	1	Rock	1,100	1.23	11.2	5.6	7.1	7.3	7.3	7.5	9.8	11.2	7.3		
KWOW	Clifton	C2	104.1	16.0	459		Amigo Bcstg LP	89	0309	2,000		Mexican	450	0.82	6.9	6.0	3.8	5.2	3.9	5.7	4.3	5.4	5.4		
• KKDA	Dallas	C	104.5	100.0	1667		Service Bcstg Corp	47				Urban	n/a		9.5	6.0	7.5	6.0	6.4	7.5	8.5	10.2	11.3		
KDOS	Robinson	A	107.9	6.0	328		Univision Comm Inc	87	0310		st	Mexican	100	0.83	1.5	1.6	3.3	2.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					9	# Combos -					4	FM TOTALS					93.5	55.9	63.9	62.8	59.3	63.8	64.0	68.7	63.9

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KBBW	Waco-Marlin	B	1010	10.0	2.50		Amer Bcstg of TX	53	8604	600		Chrst/Talk	150		0.6	0.8	0.4	0.8	0.0	0.0	1.3	1.0	0.7		
KWIX	Waco	C	1230	1.0	1.00	a	Clear Channel Comm	46	0008		g	1 Talk	150	0.75	2.5	2.4	1.3	1.6	1.7	0.4	0.0	1.0	0.5		
KRZI	Waco	B	1680	1.0	0.50	b	Goodall, Van Jr	62	8609	340		Nws/Tlk/Spt	200	0.89	2.8	1.6	1.3	2.4	1.3	1.8	2.6	2.0	3.2		
KRZX	Waco	B	1660	10.0	1.00	b	Goodall, Van Jr	99				Nws/Tlk/Spt	50		0.6	0.0	0.0	0.4	0.4	0.0	0.9	0.0	0.0		
# AM Stations -					4	# Combos -					3	AM TOTALS					6.5	4.8	3.0	5.2	3.4	2.2	4.8	4.0	4.4
AM & FM Stations Profiled -					13	# Duopolies -					3	Total Local Commercial Share					60.7	66.9	68.0	62.7	66.0	68.8	72.7	68.3	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 195

Revenue Rank: 245

Chico, CA Market Overview



Metro Counties / Population (000)

Butte, CA	209.5
	209.5

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$4,200	\$4,400	\$4,600	\$5,500	\$5,600	\$5,700	6.3%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
1.8%	\$6,000	\$6,300	\$6,500	\$6,900	\$7,200	4.8%

Revenue/Retail Sales Revenue/Capita

1997	2002	2007	Est. Breakout
NA ^{1/}	\$2.68/1,000	\$2.70/1,000	Local 75%
\$20.49	\$27.21	\$32.14	National 25%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	205.0	209.5	0.4%	209.5	224.0	1.3%
Households	80.0	82.1	0.5%	82.1	87.9	1.4%
Retail Sales	NA ^{1/}	2,124.2	NA ^{1/}	2,124.2	2,662.0	4.6%
EBI ^{2/}	2,424.8	3,033.3	4.6%	3,033.3	3,740.6	4.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	102.3	16.3	9.7	14.3	11.8	13.2	14.1	23.0
Women (000)	107.2	15.1	8.9	14.4	11.1	14.0	14.6	29.1
Total	209.5	31.3	18.7	28.7	22.9	27.1	28.7	52.0
Percentage	100.0%	14.9%	8.9%	13.7%	10.9%	13.0%	13.7%	24.8%
Per Capita	\$ 14,480							
				Median Household	\$ 29,570		Avg Household	\$ 36,953
Ethnic Population:	White	83.8%	Black	1.4%	Asian	3.6%	Hispanic	11.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	10		10	14	3	17
Tot 12+	6.9	50.2		53.2	57.1	8.5	65.6
Avg 12+	1.7	5.0		5.3	4.1	2.8	3.9
Tot LCS	10.5	76.5		81.1	87.0	13.0	100.0
Avg LCS	2.6	7.7		8.1	6.2	4.3	5.9

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KLRS	Chico	A	92.7	1.5	643	d	Results Radio LLC	93	9909			g2	Top 40	400	0.55	12.7	4.2	7.5	8.0	6.6	6.7	7.0	6.5	10.8	
KFMF	Chico	B1	93.9	2.0	1129	c	Regent Comm	68	9806			g2	AOR	600	1.24	8.5	3.1	4.2	7.6	2.6	3.1	4.8	4.1	3.4	
KMXI	Chico	B	95.1	8.7	1171	a	Clear Channel Comm	72	0102			g1	AC	350	0.69	8.9	3.9	3.3	4.2	5.7	2.2	5.2	4.1	2.8	
KALF	Red Bluff	B	95.7	7.0	1266	c	Regent Comm	78	9806			g2	Country	1,000	1.50	11.7	6.9	7.5	6.7	6.6	9.4	9.2	8.5	6.1	
KZAP	Paradise	B1	96.7	1.5	1289	c	Regent Comm	77	0009	1,400		st	CHR/Rhymc	200	1.10	3.2	4.6	2.5	1.3	2.2	1.3	2.2	2.0	1.4	
KHHZ	Oroville	B1	97.7	1.5	1276	a	Clear Channel Comm	79	0106			c1	Spanish AC	400	2.13	3.3	1.2	1.7	2.1	1.7	0.4	0.9	4.5	0.0	
KTHU	Corning	B	100.7	50.0	272	d	Results Radio LLC	98	9909			g2	Clsc Rock	400	0.83	8.5	6.2	4.2	3.8	5.7	5.4	4.8	3.7	4.8	
KMJE	Gridley	A	101.5	0.1	1975	d	Results Radio LLC	96	9909			g2	AC	200	3.51	1.0	1.2	0.4	1.3	0.0	1.3	2.6	0.8	1.0	
KCEZ	Los Molinos	B1	102.1	25.0 cp	266	d	Results Radio LLC	88	9909			g2	70s Oldies	300	0.91	5.8	5.8	4.2	4.2	2.6	3.6	3.1	3.7	5.6	
KKCY	Colusa	A	103.1	0.1	1965	d	Results Radio LLC	92	9909			g2	Country	300	2.77	1.9	1.5	1.3	0.8	1.3	3.6	2.6	1.6	3.3	
KHSL	Paradise	B1	103.5	1.6	1250	a	Clear Channel Comm	83	0102			g1	Country	350	0.84	7.3	6.2	4.2	5.0	3.5	4.5	3.5	6.5	4.0	
KYIX	South Oroville	A	104.9	0.3	1549	b	Butte Bcstg Co	95		40		cp	ChrsContem	50		0.9	0.0	1.3	0.0	0.9	1.3	0.9	0.8	0.0	
KRQR	Orland	B	106.7	50.0	308	d	Results Radio LLC	94	9909			g2	Rock/Altve	200	0.41	8.6	8.1	4.2	7.1	3.1	4.5	3.1	3.3	4.4	
KQPT	Colusa	B	107.5	28.0	633	c	Regent Comm	86	9806			g2	Modern AC	475	1.30	6.4	4.2	2.9	3.8	3.5	6.3	4.4	4.1	3.3	
# FM Stations -					14	# Combos -					14	FM TOTALS					88.7	57.1	49.4	55.9	46.0	53.6	54.3	54.2	50.9

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KKXX	Paradise	D	930	1.0	0.04	b	Butte Bcstg Co	60	6612			Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KPAY	Chico	B	1290	5.0	5.00	a	Clear Channel Comm	59	0102			g1	Nws/Tlk/Spt	475	0.96	8.7	5.0	6.3	4.6	5.2	6.3	7.9	6.9	5.8	
KEWE	Oroville	C	1340	1.0	1.00	a	Clear Channel Comm	62	0106			c1	Big Band			2.7	3.5	2.9	3.4	0.0	0.0	2.6	3.3	2.7	
# AM Stations -					3	# Combos -					3	AM TOTALS					11.4	8.5	9.2	8.0	5.2	6.3	10.5	10.2	8.5
AM & FM Stations Profiled -					17	# Duopolies -					7	Total Local Commercial Share					65.6	58.6	63.9	51.2	59.9	64.8	64.4	59.4	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 196

Revenue Rank: 163

Morgantown-Clarksburg-Fairmont, WV Market



Metro Counties / Population (000)

Harrison, WV	68.0
Marion, WV	56.3
Monongalia, WV	82.6

206.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$9,600	\$9,900	\$10,700	\$11,900	\$11,100	\$11,800	4.2%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
6.3%	\$12,500	\$13,400	\$14,100	\$14,900	\$15,600	5.7%	

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.90/1,000	\$5.54/1,000	Local 85%
Revenue/Capita	\$46.40	\$57.03	\$75.36	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	206.9	206.9	0.0%	206.9	207.0	0.0%
Households	81.7	85.6	0.9%	85.6	87.3	0.4%
Retail Sales	NA ^{1/}	2,408.9	NA ^{1/}	2,408.9	2,814.6	3.2%
EBI ^{2/}	2,732.5	3,195.0	3.2%	3,195.0	3,959.8	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	100.7	13.7	7.8	16.0	13.7	13.9	14.5	21.2
Women (000)	106.2	13.2	7.4	15.1	12.8	14.3	14.8	28.7
Total	206.9	26.8	15.2	31.1	26.5	28.1	29.3	49.9
Percentage	100.0%	13.0%	7.3%	15.0%	12.8%	13.6%	14.2%	24.1%
Per Capita	\$ 15,442							
				Median Household	\$ 29,622		Avg Household	\$ 37,345
Ethnic Population:	White	94.2%	Black	2.9%	Asian	1.4%	Hispanic	0.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	7		12	17	7	24
Tot 12+	29.3	42.5		67.3	71.8	10.6	82.4
Avg 12+	2.9	6.1		5.6	4.2	1.5	3.4
Tot LCS	35.6	51.6		81.7	87.1	12.9	100.0
Avg LCS	3.6	7.4		6.8	5.1	1.8	4.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WGIE	Clarksburg	A	92.7	0.6	669	e	Burbach WV LLC	75	0012		c2	Bright AC	200	1.54	1.1	0.9	0.9	0.9	0.9	0.4	0.9	1.3	1.2		
WBVO	Barrackville	A	93.1	2.6	495	f	Elkins Radio Corp	94	9611		g1	Country	100		0.9	0.9	0.0	0.9	0.5	0.0	0.4	0.0	0.9		
• WBTO	Buckhannon	B1	93.5	16.0	417		Elkins Radio Corp	84	9603	205		Oldies			0.8	0.9	0.9	0.4	0.9	0.0	1.3	0.0	0.5		
WRLF	Fairmont	A	94.3	3.6	249	a	Fantasia Bcstg Inc	48				Clsc Rock	300	1.82	1.4	3.1	2.3	0.9	1.4	1.3	2.7	1.3	0.8		
WOTR	Lost Creek	A	96.3	3.0	302		Allman, James W	91				Gsp/Tlk/Cst	25			0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKKW	Fairmont	B	97.9	29.0	640		Descendants Trust	75	0010	1,500	1	Country	2,700	1.07	21.3	14.6	16.1	15.9	18.9	17.2	14.2	16.5	17.4		
WCLG	Morgantown	A	100.1	6.0	299	b	Bowers Bcstg Corp	74				Clsc Rock	900	1.02	7.5	8.0	8.3	5.8	6.5	9.9	10.2	9.7	8.2		
WZST	Westover	A	100.9	3.0	266	c	Tschudy Comm Corp	83	8805			Country	125	0.96	1.1	0.9	0.5	0.9	0.9	0.9	0.4	1.3	1.3		
WBRB	Buckhannon	B	101.3	50.0	492	f	Elkins Radio Corp	90	9611		g1	Country	350	0.96	3.1	2.2	1.4	2.7	2.3	3.4	4.4	2.5	2.0		
WVAQ	Morgantown	B	101.9	50.0	499	d	West Virginia Radio	48				1 CHR	2,500	0.97	21.9	13.3	18.9	21.2	14.3	15.0	15.9	17.7	12.8		
WFBY	Weston	B1	102.3	10.0	509	d	West Virginia Radio	72	9406	250	1	ClRck/Rock	1,075	1.27	7.2	2.7	3.2	6.6	5.1	7.7	4.9	7.6	6.0		
WGYE	Mannington	A	102.7	3.2	453	e	Burbach WV LLC	92	9902	575		Country	400	0.77	4.4	4.4	4.6	4.0	3.2	3.0	2.2	3.0	3.7		
WAJR	Salem	A	103.3	1.8	587	d	West Virginia Radio	99				1 News/Talk	400	1.54	2.2	4.0	2.3	1.3	2.3	1.3	1.8	0.4	1.1		
WDCI	Bridgeport	A	104.1	2.5	518		Coshocton Bcstg Co	91	9809	405		Soft AC	250	0.37	5.8	4.0	3.2	3.5	6.0	3.9	4.0	4.2	4.2		
WPDX	Clarksburg	B1	104.9	7.4	597	c	Tschudy Comm Corp	74	9111	405	c1	Country	350	0.90	3.3	3.5	1.4	3.5	1.8	4.7	5.3	4.2	5.2		
WOBG	Salem	A	105.7	2.0	581	e	Burbach WV LLC	90	9810	625	c3	Clsc Rock	300	0.77	3.3	2.2	2.8	2.2	3.2	2.6	3.5	4.2	1.7		
WWLW	Clarksburg	B	106.5	28.0	653	d	West Virginia Radio	73	9303	1,200	1	AC	150	0.75	1.7	5.3	3.7	1.3	1.4	2.1	0.9	1.3	1.8		
# FM Stations -					17	# Combos -					13	FM TOTALS					87.0	71.8	70.5	72.0	69.6	73.4	73.0	75.2	68.8

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WPDX	Clarksburg	D	750	1.0	0.00	c	Tschudy Comm Corp	47	9111		c1	Nostalgia				1.3	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMMN	Fairmont	D	920	5.0	0.20	a	Fantasia Bcstg Inc	28	9211	80		News/Info	125	0.96	1.1	1.3	0.9	0.9	0.9	0.4	0.9	0.8	0.9		
WCLG	Morgantown	D	1300	2.5	0.04	b	Bowers Bcstg Corp	54	5912			Oldies	250	1.12	1.9	2.2	3.7	0.9	2.3	1.3	2.7	1.7	3.3		
WXXK	Clarksburg	C	1340	1.0	1.00	e	Burbach WV LLC	46	0012		c2	Nws/Tlk/Spt	50		0.3	0.0	0.0	0.0	0.5	0.0	0.9	0.8	0.5		
WOBG	Clarksburg	C	1400	1.0	1.00	e	Burbach WV LLC	36	9810		c3	Adlt Stndrd	50		0.3	0.0	0.5	0.0	0.5	0.0	0.9	1.3	0.0		
WAJR	Morgantown	B	1440	5.0	0.50	d	West Virginia Radio	40				1 FullService	1,000	0.95	8.9	5.8	6.0	6.2	8.3	6.9	6.6	5.9	5.0		
WTCS	Fairmont	C	1490	1.0	1.00	a	Fantasia Bcstg Inc	48	5605			Oldies	200		0.5	0.0	0.5	0.0	0.9	0.0	0.0	0.0	0.0		
# AM Stations -					7	# Combos -					7	AM TOTALS					13.0	10.6	13.4	8.0	13.4	8.6	12.0	10.5	9.7
AM & FM Stations Profiled -					24	# Duopolles -					8	Total Local Commercial Share					82.4	83.9	80.0	83.0	82.0	85.0	85.7	78.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 197

Revenue Rank: 175

Danbury, CT Market Overview



Metro Counties / Population (000)

Fairfield, CT	187.7
Litchfield, CT	29.0
Total	216.7

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES
★★★

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$7,100	\$7,600	\$8,000	\$9,600	\$9,900	\$10,700	8.5%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
8.1%	\$11,300	\$12,100	\$12,800	\$13,500	\$14,100	5.7%

Revenue/Retail Sales
Revenue/Capita

1997	2002	2007
NA ^{1/}	\$2.51/1,000	\$2.42/1,000
\$34.80	\$49.38	\$63.17

Est. Breakout

Local	85%
National	15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	204.0	216.7	1.2%	216.7	223.2	0.6%
Households	75.7	80.4	1.2%	80.4	82.9	0.6%
Retail Sales	NA ^{1/}	4,261.4	NA ^{1/}	4,261.4	5,814.8	6.4%
EBI ^{2/}	5,632.7	7,168.7	4.9%	7,168.7	9,321.9	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	104.7	19.2	8.9	7.7	13.5	18.0	15.6	21.9	
Women (000)	112.0	18.3	8.4	7.4	14.1	18.9	16.5	28.5	
Total	216.7	37.5	17.3	15.0	27.6	36.8	32.1	50.4	
Percentage	100.0%	17.3%	8.0%	6.9%	12.7%	17.0%	14.8%	23.3%	
Per Capita	\$ 33,074								
					Median Household	\$ 62,453		Avg Household	\$ 89,149
Ethnic Population:	White	80.8%	Black	9.0%	Asian	3.2%	Hispanic	11.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	3		5	5	4	9
Tot 12+	11.1	17.4		28.5	28.5	10.8	39.3
Avg 12+	5.6	5.8		5.7	5.7	2.7	4.4
Tot LCS	28.2	44.3		72.5	72.5	27.5	100.0
Avg LCS	14.1	14.8		14.5	14.5	6.9	11.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Bridgeport & Stamford.
ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WRKI	Brookfield	B	95.1	29.5	637	b	Cumulus Bcstg Inc	57	0203		g1	AOR	3,675	1.93	17.8	9.1	11.0	6.7	8.1	8.5	8.1	7.7	5.9		
WDAQ	Danbury	A	98.3	0.9 cp	551	a	Berkshire Bcstg Corp	53				Hot AC	4,175	1.55	25.2	9.5	11.0	9.5	11.5	12.0	14.1	14.4	11.8		
WEZN	Bridgeport	B	99.9	27.5	669		Cox Radio Inc	60	9704			AC	n/a		15.8	6.3	4.9	6.7	6.5	4.6	8.9	7.0	7.1		
WDBY	Patterson	A	105.5	0.9	610	b	Cumulus Bcstg Inc	64	0203		g1	Hot AC	850	1.05	7.6	1.6	2.0	3.6	2.7	3.1	4.0	3.0	2.7		
WEBE	Westport	B	107.9	50.0	384	b	Cumulus Bcstg Inc	82	0203			AC	n/a		10.2	2.0	4.5	4.7	3.8	3.1	4.0	2.6	2.2		
# FM Stations -					5	# Combos -					4	FM TOTALS					76.6	28.5	33.4	31.2	32.6	31.3	39.1	34.7	29.7

AM Stations

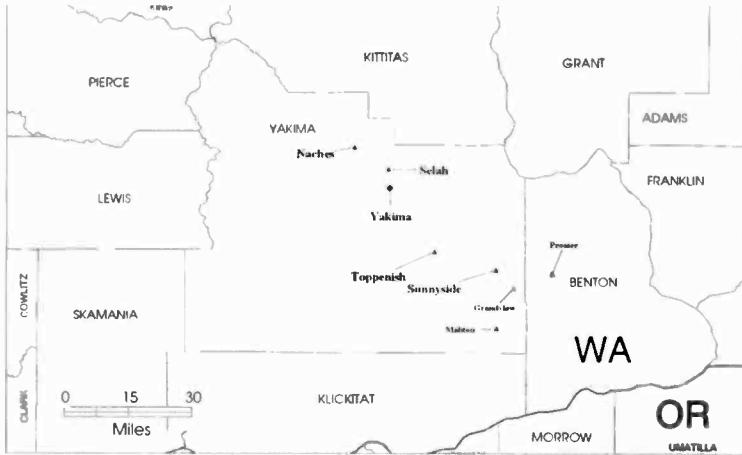
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WLAD	Danbury	B	800	1.0	0.29	a	Berkshire Bcstg Corp	47				FullService	1,200	0.89	12.6	6.0	4.9	5.5	5.0	6.6	5.6	3.7	7.9		
WREF	Ridgefield	D	850	2.5	0.00	a	Berkshire Bcstg Corp	82	9701	550		Oldies	200	0.36	5.2	1.2	0.8	2.0	2.3	0.0	0.0	0.7	0.0		
WINE	Brookfield	D	940	0.7	0.00	b	Cumulus Bcstg Inc	66	0203		g1	Adlt Stndrd	600	1.00	5.6	3.6	2.0	2.8	1.9	3.9	2.8	0.7	0.7		
WPUT	Brewster	D	1510	1.0	0.00	b	Cumulus Bcstg Inc	58	0203		g1	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					4	# Combos -					4	AM TOTALS					23.4	10.8	7.7	10.3	9.2	10.5	8.4	5.1	8.6
AM & FM Stations Profiled -					9	# Duopolies -					3	Total Local Commercial Share					39.3	41.1	41.5	41.8	41.8	47.5	39.8	38.3	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 198

Revenue Rank: 194

Yakima, WA Market Overview



Metro Counties / Population (000)

Yakima, WA	223.3
	223.3

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$7,000	\$7,600	\$8,000	\$8,500	\$8,500	\$8,800	4.6%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.5%	\$9,300	\$10,000	\$10,500	\$11,100	\$11,700	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.21/1,000	\$5.08/1,000	Local 85%
Revenue/Capita	\$32.29	\$39.41	\$51.29	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	216.8	223.3	0.6%	223.3	228.1	0.4%
Households	74.9	73.6	-0.3%	73.6	73.8	0.1%
Retail Sales	NA ^{1/}	2,088.3	NA ^{1/}	2,088.3	2,304.3	2.0%
EBI ^{2/}	2,808.1	3,058.1	1.7%	3,058.1	3,549.9	3.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	111.4	24.1	12.1	11.8	14.7	15.4	13.7	19.5
Women (000)	111.9	23.0	11.3	10.7	14.1	15.1	14.0	23.7
Total	223.3	47.1	23.5	22.5	28.8	30.5	27.7	43.2
Percentage	100.0%	21.1%	10.5%	10.1%	12.9%	13.7%	12.4%	19.4%
Per Capita	\$ 13,698							
					Median Household	\$ 32,539		
							Avg Household	\$ 41,525
Ethnic Population:	White	64.5%	Black	1.0%	Asian	1.1%	Hispanic	37.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		9	10	11	8	19
Tot 12+	7.3		56.5	63.8	63.8	13.9	77.7
Avg 12+	3.7		6.3	6.4	5.8	1.7	4.1
Tot LCS	9.4		72.7	82.1	82.1	17.9	100.0
Avg LCS	4.7		8.1	8.2	7.5	2.2	5.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Richland-Kennewick-Pasco.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• KDBL	Toppenish	C2	92.9	17.0	843	a	Clear Channel Comm	00	9911		g5	Country	350	0.97	4.1	4.7	4.0	4.4	2.1	3.9	0.0	0.0	0.0		
• KATS	Yakima	C1	94.5	100.0	909	a	Clear Channel Comm	68	9911	19,710	g5	AOR/CIRck	900	1.01	10.1	7.7	10.1	9.5	6.7	7.5	9.6	9.9	7.5		
	KZTA	A	96.9	0.5 cp	1063	b	Butterfield Bcstg	88	9410	247		Mexican	550	1.56	4.0	4.7	4.5	3.3	3.2	2.4	1.8	3.2	2.0		
• KLES	Mabton	C2	98.7	11.5	873		Hunt Bcstg Inc	98	0101	500		Top 40	100			0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.3		
• KQSN	Naches	A	99.3	0.8	899	a	Clear Channel Comm	77	0104	1,300		AC	325	1.03	3.6	2.6	4.0	3.3	2.5	3.5	2.9	3.6	3.1		
	KHHK	C3	99.7	4.1	804	c	New NW Bcstrs	84	9905	8,700	d4	CHR	350	0.41	9.6	7.3	9.7	9.1	6.3	7.5	1.1	3.2	2.8		
	KARY	C2	100.9	6.9	1270	c	New NW Bcstrs	89	9509			Oldies	500	0.92	6.2	4.7	4.9	4.4	5.6	3.5	3.9	5.1	5.9		
	KMNA	C3	101.7	3.5	869		Moon Bcstg Corp	62	0005	1,250	c2	Mexican	700	1.53	5.2	6.2	5.3	2.5	6.0	3.5	6.4	1.2	0.9		
	KXDD	C1	104.1	100.0	804	c	New NW Bcstrs	71	9905		d4	Country	1,900	1.32	16.4	16.1	9.7	12.7	13.7	11.8	15.7	15.4	13.9		
	KRSE	C1	105.7	100.0 cp	545	c	New NW Bcstrs	77	9808		d1	AC	325	0.58	6.4	4.0	4.9	4.7	5.6	3.1	3.9	3.2	4.3		
• KFFM	Yakima	C	107.3	100.0	1513	a	Clear Channel Comm	70	9911		g5	CHR	900	1.12	9.1	5.8	7.7	6.5	8.1	6.7	15.7	14.2	16.8		
# FM Stations -					11	# Combos -					9	FM TOTALS					74.7	63.8	64.8	60.4	59.8	53.4	61.0	59.4	57.5

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• KYAK	Yakima	D	930	10.0	0.13		Read Bcstg Network	62	9803	150		Religion	100		0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	1.1	
	KJOX	B	980	5.0	0.50	c	New NW Bcstrs	55	9905		d4	Sprts/Talk	50		0.7	0.7	2.0	0.7	0.4	1.2	0.4	0.0	0.9		
	KYXE	B	1020	4.0 cp	0.40	b	Butterfield Bcstg	83	9811		c3	Mexican	250	1.05	2.7	2.6	1.6	1.1	3.2	1.6	1.4	0.0	1.6		
	KZTS	B	1210	10.0	1.00	b	Butterfield Bcstg	50	9710		c1	Mexican	100		0.7	0.4	0.4	0.7	0.4	0.4	0.0	0.8	0.0		
• KIT	Yakima	B	1280	5.0	1.00	a	Clear Channel Comm	29	9911		g5	News/Talk	1,100	0.82	15.3	6.2	8.1	11.6	13.0	11.0	11.8	11.9	11.7		
	KBBO	B	1390	5.0	0.50	c	New NW Bcstrs	47	9812		d1	Religion	75		0.9	0.0	0.0	1.1	0.4	1.6	0.4	0.4	0.5		
• KUTI	Yakima	B	1460	5.0	3.70	a	Clear Channel Comm	44	9911		g5	Country	200	0.47	4.8	4.0	3.2	3.6	4.2	3.9	3.2	2.0	1.5		
• KYNR	Toppenish	C	1490	1.0	1.00		Yakama Nation Confed	53	0102	300		80&90/Top40	100			0.0	0.0	0.0	0.0	0.0	0.0	3.2	1.0		
# AM Stations -					8	# Combos -					6	AM TOTALS					25.3	13.9	15.3	18.8	22.0	19.7	17.2	18.3	18.3
AM & FM Stations Profiled -					19	# Duopolies -					7	Total Local Commercial Share						77.7	80.1	79.2	81.8	73.1	78.2	77.7	75.8

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 199

Revenue Rank: 167

Santa Barbara, CA Market Overview



Metro Counties / Population (000)

Santa Barbara, CA	209.7
	209.7

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$9,300	\$9,000	\$9,500	\$11,000	\$10,200	\$11,700	4.7%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	14.7%	\$12,400	\$13,400	\$14,500	\$15,300	\$16,000	6.5%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.12/1,000	\$4.02/1,000	Local 86%
Revenue/Capita	\$45.81	\$55.79	\$71.68	National 14%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	203.0	209.7	0.7%	209.7	223.2	1.3%
Households	69.6	71.5	0.5%	71.5	75.6	1.1%
Retail Sales	NA ^{1/}	2,841.1	NA ^{1/}	2,841.1	3,982.3	7.0%
EBI ^{2/}	3,170.7	3,780.6	3.6%	3,780.6	4,581.3	3.9%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	104.7	17.8	9.0	14.4	15.0	15.6	13.3	19.6
Women (000)	105.0	16.9	8.3	13.8	13.3	15.0	13.3	24.5
Total	209.7	34.7	17.3	28.3	28.3	30.5	26.7	44.0
Percentage	100.0%	16.5%	8.2%	13.5%	13.5%	14.6%	12.7%	21.0%
Per Capita	\$ 18,027							
				Median Household	\$ 41,440		Avg Household	\$ 52,847
Ethnic Population:	White	72.3%	Black	2.3%	Asian	4.4%	Hispanic	35.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	6		10	10	5	15
Tot 12+	18.2	27.4		45.6	45.6	19.8	65.4
Avg 12+	4.6	4.6		4.6	4.6	4.0	4.4
Tot LCS	27.8	41.9		69.7	69.7	30.3	100.0
Avg LCS	7.0	7.0		7.0	7.0	6.1	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KJEE	Montecito	A	92.9	0.8	886		Montecito FM Inc		94			Modern Rock	1,000	0.64	13.4	7.6	8.9	8.9	8.1	6.4	4.5	7.1	5.4		
KDB	Santa Barbara	B	93.7	12.5	869		Pacific Bcstg Co	60	7104			Classical	300	0.43	6.0	3.0	2.7	3.8	3.8	3.4	3.7	5.1	8.5		
KSPE	Ellwood	B	94.5	0.9	2950	b	Clear Channel Comm	89	9905		g1	Mexican	800	1.71	4.0	4.6	6.2	2.5	2.6	3.8	2.1	2.4	5.7		
KMGQ	Santa Barbara	B	97.5	17.5	2920	a	Cumulus Bcstg Inc	57	0104	6,524	d1	Smooth Jazz	400	0.60	5.7	3.8	3.6	3.4	3.8	3.8	5.8	5.5	3.8		
KTYD	Santa Barbara	B	99.9	34.0	1280	b	Clear Channel Comm	62	9905		g1	AOR	1,800	1.71	9.0	6.3	7.1	5.5	6.0	6.4	8.3	6.3	8.5		
KSBL	Carpinteria	A	101.7	1.0	804	b	Clear Channel Comm	81	9905		g1	AC	1,800	1.24	12.4	5.1	4.4	7.2	8.5	5.1	6.2	7.9	8.0		
KRUZ	Santa Barbara	B	103.3	105.0	2969	a	Cumulus Bcstg Inc	61	0004	10,000		Hot AC	1,750	1.78	8.4	5.1	6.2	4.7	6.0	5.1	5.8	5.5	7.8		
KRAZ	Santa Ynez	A	105.9	0.1 cp	2933		Knight Bcstg Inc	01	0105	325	cp	Country	400		0.3	2.1	0.9	0.4	0.0	0.0	0.0	0.0	0.0		
KKSB	Goleta	A	106.3	0.9	827	a	Cumulus Bcstg Inc	82	0104		d1	Oldies	400	0.60	5.7	3.4	3.6	5.1	2.1	2.6	2.5	2.4	2.2		
KIST	Santa Barbara	B1	107.7	0.9	1627	b	Clear Channel Comm	97	9905		g1	CHR	850	0.81	9.0	4.6	5.3	6.4	5.1	6.8	4.1	5.5	4.0		
# FM Stations -					10	# Combos -					7	FM TOTALS					73.9	45.6	48.9	47.9	46.0	43.4	43.0	47.7	53.9

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KTMS	Santa Barbara	B	990	5.0	0.50	b	Clear Channel Comm	62	9905		g1	News/Talk	700	0.59	10.1	6.3	6.2	5.5	7.3	6.4	5.4	5.1	6.1		
• KEYT	Santa Barbara	B	1250	2.5	1.00		Mapleton Comm	37	0308 p	1,700		News	500	1.16	3.7	3.0	2.7	3.0	1.7	3.0	2.9	2.4	2.3		
KZBN	Santa Barbara	D	1290	0.5	0.12		Rotijefco Inc	61	9411	299		Adlt Stndrd	150	0.26	5.0	4.6	2.2	3.0	3.4	4.3	4.5	3.1	2.0		
KTLK	Santa Barbara	C	1340	0.7	0.00	b	Clear Channel Comm	46	9905		g1	Sprts/Talk	125		0.9	1.3	0.9	0.8	0.4	1.3	0.8	1.6	0.8		
KBKO	Santa Barbara	C	1490	1.0	1.00	b	Clear Channel Comm	26	9905		g1	Mexican	700	0.93	6.4	4.6	6.2	3.4	4.7	3.0	2.9	2.4	3.2		
# AM Stations -					5	# Combos -					3	AM TOTALS					26.1	19.8	18.2	15.7	17.5	18.0	16.5	14.6	14.4
AM & FM Stations Profiled -					15	# Duopolies -					5	Total Local Commercial Share					65.4	67.1	63.6	63.5	61.4	59.5	62.3	68.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 200

Revenue Rank: 226

Terre Haute, IN Market Overview



Metro Counties / Population (000)

Clay, IN	26.8
Sullivan, IN	21.9
Vermillion, IN	16.7
Vigo, IN	104.5
Clark, IL	17.2
Edgar, IL	19.6
Total	206.7

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,200	\$5,100	\$6,100	\$6,200	\$6,000	\$6,700
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	11.7%	\$7,100	\$7,600	\$8,000	\$8,400	\$8,800	5.7%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$2.02/1,000	\$2.39/1,000	Local	75%		
Revenue/Capita	\$25.30	\$32.41	\$42.88	National	25%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	205.5	206.7	0.1%	206.7	205.2
Households	79.1	80.5	0.4%	80.5	80.5	0.0%
Retail Sales	NA ^{1/}	3,311.6	NA ^{1/}	3,311.6	3,677.6	2.1%
EBI ^{2/}	2,851.5	2,946.1	0.7%	2,946.1	3,393.6	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	102.0	15.8	9.0	12.8	13.5	15.3	14.4	21.3
Women (000)	104.7	15.2	8.3	11.2	11.9	14.4	14.1	29.5
Total	206.7	31.0	17.3	24.0	25.4	29.7	28.5	50.8
Percentage	100.0%	15.0%	8.4%	11.6%	12.3%	14.4%	13.8%	24.6%
Per Capita	\$ 14,253			Median Household	\$ 30,005		Avg Household	\$ 36,599
Ethnic Population:	White	93.7%	Black	3.9%	Asian	0.7%	Hispanic	1.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	5		9	12	6	18
Tot 12+	24.0	48.2		71.0	72.2	0.4	72.6
Avg 12+	3.4	9.6		7.9	6.0	0.1	4.0
Tot LCS	33.1	66.4		97.8	99.4	0.6	100.0
Avg LCS	4.7	13.3		10.9	8.3	0.1	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WPFR	Clinton	A	93.9	2.4 cp	528	f	Word Power Inc	00			Christian			0.9	0.0	0.0	0.9	0.4	0.0	0.0	0.0	0.0	
WNDI	Sullivan	A	95.3	6.0 cp	328	e	JTM Bcstg Corp	82	9407	237	c4	Country	100	0.3	0.0	0.9	0.0	0.4	0.5	0.0	0.4	0.7	
WWSY	Seelyville	A	95.9	4.1	397	a	Bright Tower Comm	95	9909	665		Hot AC	225	1.08	3.1	2.0	1.4	2.6	2.1	2.4	2.6	2.4	2.7
WSDM	Brazil	A	97.7	6.0	299	b	Crossroads Investmnt	73	9007	350	c1	Oldies	400	1.01	5.9	4.4	6.5	5.2	3.8	5.3	3.5	5.7	3.1
WACF	Paris	B	98.5	50.0	499	d	Key Bcstg Inc	52	9402	675	c3	Country	400	1.66	3.6	4.0	2.3	2.2	3.3	1.9	2.2	3.3	3.3
WTHI	Terre Haute	B	99.9	50.0	489	c	Emmis	48	9810		g1	Country	2,000	1.09	27.4	21.1	22.8	21.2	20.5	23.1	22.3	21.1	17.3
WMGI	Terre Haute	B	100.7	50.0	499	a	Bright Tower Comm	60	8505	750		CHR	1,225	0.82	22.3	14.7	14.9	17.3	16.7	15.4	14.4	14.2	13.0
• WBOW	Terre Haute	B	102.7	28.0	659		Crossroads Investmnt	62	0304	2,092		Soft AC	500	0.96	7.8	4.8	7.4	4.8	7.1	4.8	3.5	3.7	5.8
WCBH	Casey	B1	104.3	11.0	495		Cromwell Group	89	0202		g	Lite AC	225	2.10	1.6	3.6	1.9	1.7	0.8	0.0	0.4	1.2	0.8
WAXI	Rockville	A	104.9	1.2	440	b	Crossroads Investmnt	77	9805	485		Adit Stndrd	275	0.61	6.7	4.8	4.7	4.8	5.4	4.3	3.1	4.1	5.1
WWVR	West Terre	A	105.5	3.3	295	c	Emmis	67	9810		g1	Clsc Rock	975	0.83	17.6	11.6	9.8	14.7	12.1	7.7	12.2	8.9	7.8
• WMMC	Marshall	A	105.9	2.3	525		JDL Broadcasting Inc	89	9810	300		AC	50	0.34	2.2	1.2	1.9	0.9	2.5	2.4	1.3	0.8	1.3
# FM Stations -				12	# Combos -				9	FM TOTALS				99.4	72.2	74.5	76.3	75.1	67.8	65.5	65.8	60.9	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WKZI	Casey	B	800	0.3	0.25	f	Word Power Inc	63	9303	152		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSDX	Brazil	D	1130	0.5	0.00	b	Crossroads Investmnt	59	9007		c1	Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBOW	Terre Haute	D	1300	0.5	0.08	b	Crossroads Investmnt	58	9709	56		Sports	175	0.3	0.4	0.5	0.0	0.4	0.0	0.4	0.4	0.0
WPRS	Paris	B	1440	1.0	0.25	d	Key Bcstg Inc	51	9402		c3	Old/Nws/Tlk	100	0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.5
WPFR	Terre Haute	B	1480	5.0	1.00	f	Word Power Inc	48	0001		na	Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
WNDI	Sullivan	D	1550	0.3	0.00	e	JTM Bcstg Corp	63	9407		c4	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				6	# Combos -				6	AM TOTALS				0.6	0.4	0.5	0.4	0.4	0.0	0.4	0.4	2.1
AM & FM Stations Profiled -				18	# Duopolies -				5	Total Local Commercial Share				72.6	75.0	76.7	75.5	67.8	65.9	66.2	63.0	

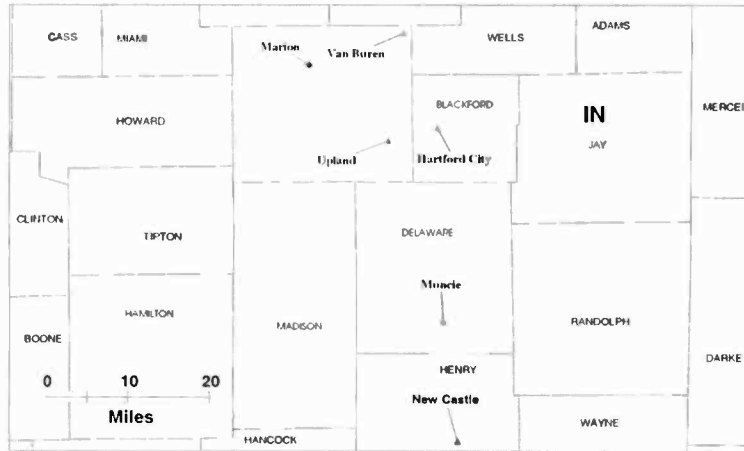
Other Rulemaking: 107.5, B, Terre Haute

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 201

Revenue Rank: 223

Muncie-Marion, IN Market Overview



Metro Counties / Population (000)

Blackford, IN	14.0
Delaware, IN	117.7
Grant, IN	72.7
Total	204.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	N/A	N/A	N/A	N/A	\$6,300	\$6,900	
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.5%	\$7,300	\$7,800	\$8,300	\$8,700	\$9,200	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.82/1,000	\$3.29/1,000	Local 80%
Revenue/Capita	N/A	\$33.76	\$45.86	National 20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	205.5	204.4	-0.1%	204.4	200.6	-0.4%
Households	77.8	80.9	0.8%	80.9	80.7	0.0%
Retail Sales	NA ^{1/}	2,449.4	NA ^{1/}	2,449.4	2,793.5	2.7%
EBI ^{2/}	2,927.3	3,075.2	1.0%	3,075.2	3,518.1	2.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	98.0	15.3	8.2	14.4	11.9	13.2	13.3	21.7
Women (000)	106.3	14.9	7.8	15.6	11.9	13.8	14.2	28.2
Total	204.4	30.1	16.0	30.0	23.8	27.1	27.5	49.8
Percentage	100.0%	14.7%	7.9%	14.7%	11.7%	13.3%	13.4%	24.4%
Per Capita	\$ 15,046							
				Median Household	\$ 31,145		Avg Household	\$ 38,001
Ethnic Population:	White	90.4%	Black	6.6%	Asian	0.7%	Hispanic	1.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	3		6	6	4	10
Tot 12+	15.9	25.4		41.3	41.3	3.3	44.6
Avg 12+	5.3	8.5		6.9	6.9	0.8	4.5
Tot LCS	35.7	57.0		92.6	92.6	7.4	100.0
Avg LCS	11.9	19.0		15.4	15.4	1.8	10.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WHTY	Hartford City	A	93.5	3.9 cp	407	c	Backyard Bcstg	65	0210		st	Clisc Hits	500			3.3	4.3	0.0	0.0	0.0	0.0	0.0	0.0		
WCJC	Van Buren	A	99.3	3.0	328	a	Mid-Amer Radio Grp	89				Country	1,100			7.0	6.7	0.0	0.0	0.0	0.0	0.0	0.0		
WMDH	New Castle	B	102.5	50.0	499		Citadel Bcstg Corp	47	9906		g	Country	1,700			12.7	11.1	0.0	0.0	0.0	0.0	0.0	0.0		
WLBC	Muncie	B	104.1	41.0	459	c	Backyard Bcstg	47	0210		st	AC	1,500			8.9	11.1	0.0	0.0	0.0	0.0	0.0	0.0		
WERK	Muncie	A	104.9	3.0	328	c	Backyard Bcstg	86	0210		st	Oldies	500			5.6	2.9	0.0	0.0	0.0	0.0	0.0	0.0		
WMRI	Marion	B	106.9	50.0	499	b	Mid-Amer Radio Grp	48	0304	1,634	c1	Lite AC	800			3.8	4.3	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					6	# Combos -					5	FM TOTALS					0.0	41.3	40.4	0.0	0.0	0.0	0.0	0.0	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WGOM	Marion	B	860	1.0	0.50	b	Mid-Amer Radio Grp	55	0304		c1	Talk/Sprts	400			0.9	1.4	0.0	0.0	0.0	0.0	0.0	0.0		
WLHN	Muncie	D	990	0.3	0.00		Electronic App	65	9904			Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WXFN	Muncie	C	1340	1.0	1.00	c	Backyard Bcstg	26	0210		st	Sports	100			0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0		
WBAT	Marion	C	1400	1.0	1.00	a	Mid-Amer Radio Grp	47				Oldies	300			1.9	1.9	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					4	# Combos -					3	AM TOTALS					0.0	3.3	3.8	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					10	# Duopolies -					3	Total Local Commercial Share					44.6	44.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0

NOTE: Market first rated Fall 2002

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 202

Revenue Rank: 198

Duluth-Superior, MN-WI Market Overview



Metro Counties / Population (000)

Carlton, MN	32.1
St. Louis, MN	123.8
Douglas, WI	43.3

199.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$6,600	\$7,500	\$8,000	\$8,300	\$7,900	\$8,400	4.9%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	6.3%	\$8,900	\$9,500	\$10,100	\$10,600	\$11,100	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.47/1,000	\$3.74/1,000	Local 80%
Revenue/Capita	\$33.83	\$42.17	\$55.47	National 20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	195.1	199.2	0.4%	199.2	200.1	0.1%
Households	77.5	81.6	1.0%	81.6	83.4	0.4%
Retail Sales	NA ^{1/}	2,417.9	NA ^{1/}	2,417.9	2,968.3	4.2%
EBI ^{2/}	2,524.3	3,133.6	4.4%	3,133.6	3,925.0	4.6%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	98.3	14.4	9.2	10.9	11.0	15.0	15.7	22.0
Women (000)	100.9	13.5	8.6	10.4	10.5	14.9	14.9	28.0
Total	199.2	27.9	17.8	21.3	21.5	30.0	30.7	50.0
Percentage	100.0%	14.0%	8.9%	10.7%	10.8%	15.0%	15.4%	25.1%
Per Capita	\$ 15,733							
				Median Household	\$ 32,570		Avg Household	\$ 38,397
Ethnic Population:	White	94.2%	Black	0.9%	Asian	0.7%	Hispanic	0.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	9	14	7	21
Tot 12+	0.0		60.3	58.7	60.3	17.6	77.9
Avg 12+	0.0		4.6	6.5	4.3	2.5	3.7
Tot LCS	0.0		77.4	75.4	77.4	22.6	100.0
Avg LCS	0.0		6.0	8.4	5.5	3.2	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WWAX	Hermantown	C3	92.1	5.4	705	c	Red Rock Radio Corp	96	9910	2,100	c1	AC	300	0.40	8.9	6.3	8.0	6.8	7.0	9.3	8.9	9.1	9.0		
KQDS	Duluth	C1	94.9	100.0 cp	846	c	Red Rock Radio Corp	76	9811		g1	Clsc Hits	1,400	1.30	12.8	9.0	7.6	10.1	9.8	11.1	10.3	9.1	8.1		
KDAL	Duluth	C1	95.7	100.0	804	b	Midwest Comm Inc	85	0109	7,500	d1	AC	700	1.44	5.8	5.9	4.2	4.3	4.7	5.1	5.6	6.3	6.8		
WKLK	Cloquet	C3	96.5	25.0	315	d	Quarnstrom, Alan		92			Clsc Rock				1.2	1.3	0.5	0.5	0.5	0.0	0.0	0.0		
KTCO	Duluth	C1	98.9	100.0	600	b	Midwest Comm Inc	72	0109		d1	Country	700	0.98	8.5	6.6	5.5	6.3	7.0	5.6	5.1	3.8	5.3		
KLDJ	Duluth	C2	101.7	18.5	824	a	Clear Channel Comm	94	0303		sw	Oldies	900	1.07	10.0	6.3	5.9	8.2	7.4	6.0	7.0	6.7	6.6		
KRBR	Superior	C1	102.5	100.0	600	b	Midwest Comm Inc	79	0109		d1	CHR	600	0.75	9.5	5.9	8.8	8.7	6.0	6.5	6.5	6.7	6.4		
KZIO	Two Harbors	C2	104.3	50.0	397	c	Red Rock Radio Corp	95	9910		c1	Rock	75	0.50	1.8	3.5	1.7	1.9	0.9	0.9	1.4	2.9	3.2		
KKCB	Duluth	C1	105.1	100.0	791	a	Clear Channel Comm	66	0305		sw	Country	1,700	1.67	12.1	10.9	10.5	8.7	10.2	9.3	9.8	11.5	10.0		
KBAJ	Deer River	C1	105.5	100.0	509	c	Red Rock Radio Corp		99			Clsc Hits				0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0		
KAOD	Babbitt	C2	106.7	33.0	430	c	Red Rock Radio Corp		99			Clsc Hits				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1		
• WMOZ	Moose Lake	A	106.9	6.0	118	d	Quarnstrom, Alan		00			Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WNXR	Iron River	C3	107.3	21.0	361		Bay Broadcasting	94	9909	300		Oldies	100		0.6	0.4	0.8	0.5	0.5	0.5	0.5	0.5	0.4		
KBMX	Proctor	C2	107.7	7.7	912	a	Clear Channel Comm	94	0303		sw	Modern AC	350	0.97	4.3	4.3	3.4	3.9	2.8	4.6	4.7	3.4	2.4		
# FM Stations -					14	# Combos -					13	FM TOTALS					74.3	60.3	57.7	59.9	56.8	59.4	59.8	60.5	58.3

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WEBC	Duluth	B	560	50.0 cp	5.00	a	Clear Channel Comm	24	0305		sw	Talk	575	0.83	8.2	6.3	5.0	6.8	6.0	5.1	5.1	4.8	4.2		
KDAL	Duluth	B	610	5.0	5.00	b	Midwest Comm Inc	36	0109		d1	FullService	725	0.71	12.1	6.6	10.1	8.7	10.2	10.2	7.9	7.7	9.3		
WDSM	Superior	B	710	10.0	5.00	b	Midwest Comm Inc	39	0109		d1	Talk	150	0.94	1.9	1.2	0.8	1.0	1.9	1.9	2.3	2.9	2.6		
WWJC	Duluth	D	850	10.0	0.00		WWJC Inc	63	8309	515		Chrst/Talk	50		0.6	0.0	0.4	0.0	0.9	0.9	0.0	1.9	2.1		
• WGEE	Superior	D	970	1.0	0.02	b	Midwest Comm Inc	59	0109		d1	Talk			0.6	0.8	0.0	0.5	0.5	0.0	0.5	0.5	0.5		
WKLK	Cloquet	C	1230	0.7	0.00	d	Quarnstrom, Alan		50			Nostalgia				2.3	2.1	3.4	0.9	0.9	1.9	1.9	1.4		
KQDS	Duluth	C	1490	1.0	1.00	c	Red Rock Radio Corp	63	9811		g1	News	75	0.43	2.1	0.4	0.4	0.0	3.3	3.2	2.8	1.9	0.0		
# AM Stations -					7	# Combos -					6	AM TOTALS					25.5	17.6	18.8	20.4	23.7	22.2	20.5	21.6	20.1
AM & FM Stations Profiled -					21	# Duopolies -					8	Total Local Commercial Share					77.9	76.5	80.3	80.5	81.6	80.3	82.1	78.4	

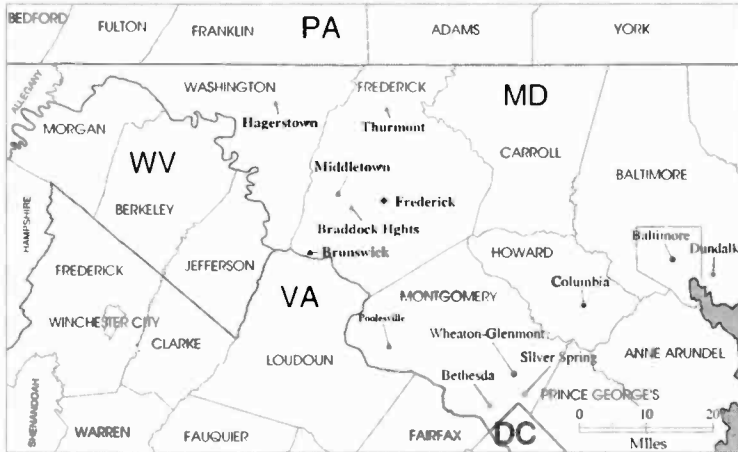
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 203

Revenue Rank: 217

Frederick, MD Market Overview



Metro Counties / Population (000)

Frederick, MD	205.4
	205.4

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$5,100	\$5,800	\$6,500	\$6,200	\$6,800	\$7,300	7.3%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	7.4%	\$7,700	\$8,200	\$8,700	\$9,200	\$9,600	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout			
	NA ^{1/}	\$2.15/1,000	\$1.82/1,000	Local	86%		
Revenue/Capita	\$28.21	\$35.54	\$41.70	National	14%		

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	180.8	205.4	2.6%	205.4	230.2	2.3%
Households	63.9	74.1	3.0%	74.1	83.9	2.5%
Retail Sales	NA ^{1/}	3,392.2	NA ^{1/}	3,392.2	5,279.9	9.3%
EBI ^{2/}	2,952.9	4,375.6	8.2%	4,375.6	6,145.6	7.0%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	101.0	19.2	9.8	7.6	13.4	18.6	15.6	16.8
Women (000)	104.4	18.3	9.3	7.9	14.1	18.9	15.4	20.5
Total	205.4	37.5	19.1	15.5	27.6	37.5	31.0	37.3
Percentage	100.0%	18.2%	9.3%	7.6%	13.4%	18.3%	15.1%	18.1%
Per Capita	\$ 21,297							
				Median Household	\$ 51,780		Avg Household	\$ 59,085
Ethnic Population:	White	88.9%	Black	6.5%	Asian	1.8%	Hispanic	2.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	3		4	5	5	10
Tot 12+	11.0	20.6		31.2	31.6	4.8	36.4
Avg 12+	5.5	6.9		7.8	6.3	1.0	3.6
Tot LCS	30.2	56.6		85.7	86.8	13.2	100.0
Avg LCS	15.1	18.9		21.4	17.4	2.6	10.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Washington, D.C. and Hagerstown.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WFRE	Frederick	B	99.9	7.9	1165	a	Clear Channel Comm	61	0008		g	Country	4,500	1.43	43.2	16.6	16.5	16.9	15.5	18.5	12.7	16.3	16.2		
WAFY	Middletown	A	103.1	1.0	571		Frederick Bcstg LLC	90				AC	1,525	1.04	20.1	6.1	4.6	8.0	7.1	6.6	10.0	6.4	7.9		
WWVZ	Braddock	A	103.9	0.4	912	b	Bonneville Intl	72	9607			Hot AC			9.3	4.9	3.8	4.8	2.2	2.3	2.3	3.4	2.2		
WWZZ	Waldorf	B	104.1	20.0	801	b	Bonneville Intl	65	9607			Hot AC	n/a		3.5	0.4	0.8	0.8	1.8	3.1	5.4	4.3	2.5		
WARX	Hagerstown	B	106.9	15.5 cp	853		Manning Bcstg Inc	57	8210	See (169)		Oldies	n/a		10.7	3.6	4.2	4.0	4.0	5.4	4.1	4.3	3.2		
# FM Stations -					5	# Combos -					3	FM TOTALS					86.8	31.6	29.9	34.5	30.6	35.9	34.5	34.7	32.0

AM Stations

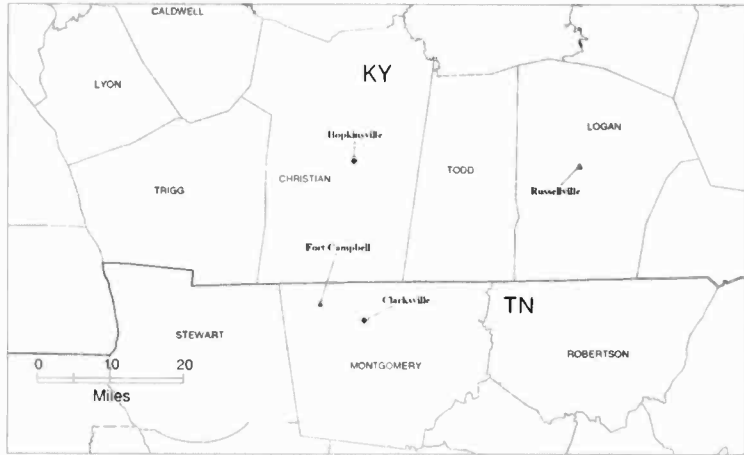
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WGOP	Poolesville	D	700	25.0 cp	0.00		Birach Bcstg Corp	95				Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WXTR	Frederick	B	820	4.3	0.43		Bonneville Intl	60	9607		g1	News			2.3	0.8	0.4	0.8	0.9	0.0	0.5	0.9	0.0		
WFMD	Frederick	B	930	5.0	2.50	a	Clear Channel Comm	36	0008		g	News/Talk	1,100	1.38	10.9	4.0	2.5	3.2	4.9	3.5	4.1	5.2	5.9		
WTHU	Thurmont	C	1450	0.5	0.40		Walmer, Charles	67	9204	125		Adit Stndrd	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTRI	Brunswick	D	1520	17.0 cp	0.00		JMK Communications	66	0005	900		Korean	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					5	# Combos -					1	AM TOTALS					13.2	4.8	2.9	4.0	5.8	3.5	4.6	6.1	5.9
AM & FM Stations Profiled -					10	# Duopolies -					1	Total Local Commercial Share						36.4	32.8	38.5	36.4	39.4	39.1	40.8	37.9

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 204

Revenue Rank: 260

Clarksville-Hopkinsville, TN-KY Market Overview



Metro Counties / Population (000)

Christian, KY	72.0
Montgomery, TN	139.1
Total	211.1

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	N/A	N/A	\$3,200	\$3,900	\$4,400	\$4,900	
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	11.4%	\$5,200	\$5,600	\$5,900	\$6,200	\$6,500	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.08/1,000	\$2.22/1,000	Local 90%
Revenue/Capita	N/A	\$23.21	\$29.29	National 10%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	188.5	211.1	2.3%	211.1	221.9	1.0%
Households	63.0	74.8	3.5%	74.8	79.3	1.2%
Retail Sales	NA ^{1/}	2,355.0	NA ^{1/}	2,355.0	2,927.7	4.4%
EBI ^{2/}	2,377.4	2,940.8	4.3%	2,940.8	3,705.9	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	107.0	21.8	9.0	16.6	19.4	15.3	10.9	14.1
Women (000)	104.0	20.5	8.5	12.5	17.3	15.4	11.5	18.3
Total	211.1	42.3	17.5	29.1	36.7	30.7	22.4	32.4
Percentage	100.0%	20.0%	8.3%	13.8%	17.4%	14.5%	10.6%	15.4%
Per Capita	\$ 13,933							
				Median Household	\$ 32,752		Avg Household	\$ 39,295
Ethnic Population:	White	71.5%	Black	20.9%	Asian	1.8%	Hispanic	5.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		4	5	5	6	11
Tot 12+	6.8		43.3	50.1	50.1	6.8	56.9
Avg 12+	6.8		10.8	10.0	10.0	1.1	5.2
Tot LCS	12.0		76.1	88.0	88.0	12.0	100.0
Avg LCS	12.0		19.0	17.6	17.6	2.0	9.1

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Nashville.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• WZZP	Hopkinsville	A	97.5	6.0	328	c	Saga Comm Inc	00	0102		d1	Rock	475	1.51	6.4	6.8	7.9	3.7	2.0	3.5	0.0	0.0	0.0		
WHOP	Hopkinsville	C1	98.7	100.0	295	b	Key Bcstg Inc	48	9911	2,740	c1	Lite AC	700	1.25	11.4	6.8	6.4	4.6	5.4	7.0	7.1	0.0	0.0		
WVVR	Hopkinsville	C	100.3	100.0	1001	c	Saga Comm Inc	60	0102	7,000		Country	1,400	2.38	12.0	9.9	9.4	7.3	3.4	9.3	7.6	0.0	0.0		
WUBT	Russellville	C1	101.1	47.0	1289	a	Clear Channel Comm	65	0008			Urban	n/a		32.2	18.9	13.3	14.2	14.2	3.1	2.2	0.0	0.0		
WCVQ	Fort Campbell	C1	107.9	100.0	902	c	Saga Comm Inc	69	0102	6,700	d1	Hot AC	1,300	1.83	14.5	7.7	6.4	6.4	6.4	7.9	6.2	0.0	0.0		
# FM Stations -					5	# Combos -					4	FM TOTALS					76.5	50.1	43.4	36.2	31.4	30.8	23.1	0.0	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• WJQI	Clarksville	D	540	1.0	0.06	c	Saga Comm Inc	54	0102		d1	ChrsContem	75			0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0		
WHOP	Hopkinsville	C	1230	1.0	1.00	b	Key Bcstg Inc	40	9911		c1	Nws/Tlk/Spt	100	0.38	5.4	1.8	1.5	2.3	2.5	2.2	2.7	0.0	0.0		
WJMR	Fort Campbell	D	1370	1.0	0.05	c	Saga Comm Inc	63	0102		d1	Urban/AC	200	0.46	8.8	1.8	2.0	2.8	4.9	4.8	4.9	0.0	0.0		
WJZM	Clarksville	C	1400	1.0	1.00		Comberland Radio	41	9004	210		Nws/Spt/Tlk	150	0.93	3.3	1.4	2.0	1.4	1.5	2.2	1.8	0.0	0.0		
WHVO	Hopkinsville	D	1480	1.0	0.02		Ham Bcstg Co Inc	54	9509	90		Oldies	150	1.80	1.7	0.9	1.0	0.5	1.0	1.3	0.4	0.0	0.0		
WCTZ	Clarksville	B	1550	2.5 cp	0.01		Cromwell Group	80				Black Gospl	350	1.66	4.3	0.9	2.5	2.3	1.5	1.3	0.9	0.0	0.0		
# AM Stations -					6	# Combos -					3	AM TOTALS					23.5	6.8	9.0	9.3	11.4	11.8	11.6	0.0	0.0
AM & FM Stations Profiled -					11	# Duopolies -					2	Total Local Commercial Share					56.9	52.4	45.5	42.8	42.6	34.7	0.0	0.0	

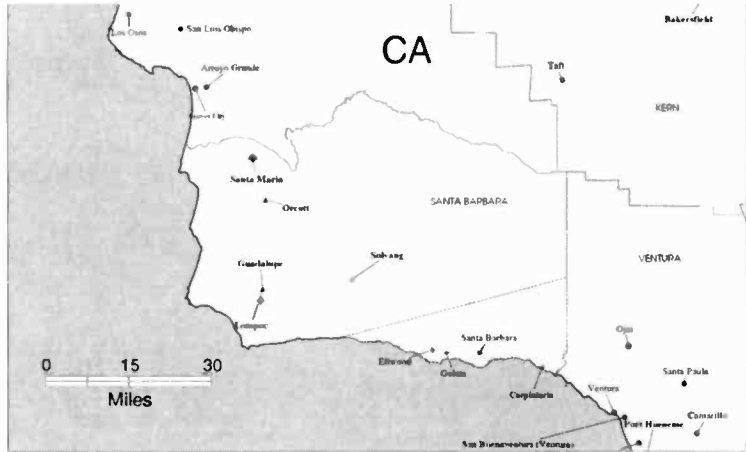
NOTE: Market first rated Fall 2000

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 205

Revenue Rank: 235

Santa Maria-Lompoc, CA Market Overview



Metro Counties / Population (000)

Santa Barbara, CA	201.5
	201.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$3,200	\$3,400	\$4,200	\$5,300	\$6,000	\$6,100
Δ 01 - 02							
	1.7%	\$6,400	\$6,800	\$7,300	\$7,700	\$8,000	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.23/1,000	\$2.09/1,000	Local	88%		
Revenue/Capita	\$16.41	\$30.27	\$37.30	National	12%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	195.0	201.5	0.7%	201.5	214.5
Households	66.8	68.7	0.6%	68.7	72.6	1.1%
Retail Sales	NA ^{1/}	2,729.7	NA ^{1/}	2,729.7	3,826.2	7.0%
EBI ^{2/}	3,046.3	3,632.4	3.6%	3,632.4	4,401.7	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	100.6	17.1	8.6	13.9	14.4	14.9	12.8	18.8
Women (000)	100.9	16.2	8.0	13.3	12.7	14.4	12.8	23.5
Total	201.5	33.3	16.6	27.2	27.2	29.3	25.6	42.3
Percentage	100.0%	16.5%	8.2%	13.5%	13.5%	14.5%	12.7%	21.0%
Per Capita	\$ 18,027	Median Household		\$ 41,440	Avg Household		\$ 52,847	
Ethnic Population:	White	89.6%	Black	2.8%	Asian	5.2%	Hispanic	34.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	6		6	9	6	15
Tot 12+	8.2	31.7		37.1	39.9	4.3	44.2
Avg 12+	2.7	5.3		6.2	4.4	0.7	2.9
Tot LCS	18.6	71.7		83.9	90.3	9.7	100.0
Avg LCS	6.2	12.0		14.0	10.0	1.6	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KPAT	Orcutt	B1	95.7	3.3 cp	883	c	Amer General Media	87	0001	900		HpHop/R&B	300	0.76	6.5	4.3	7.8	3.3	2.8	3.2	3.1	2.0	3.9	
KSYV	Solvang	A	96.7	5.8	-52		Knight Bcstg Inc	82	0112	655		AC	175	2.87	1.0	0.0	0.0	0.9	0.0	0.0	0.8	0.0	1.9	
KXFM	Santa Maria	B	99.1	2.3	1906	a	Clear Channel Comm	59	0012		g1	Clsc Rock	725	1.00	11.9	4.3	7.8	3.7	7.6	2.4	3.9	4.7	5.0	
KRQK	Lompoc	B1	100.3	3.6 cp	853	c	Amer General Media	79	9912	1,300		Mexican	650	0.81	13.2	9.4	4.3	7.5	4.8	2.0	5.0	2.7	6.1	
KSNI	Santa Maria	B	102.5	13.5	860	a	Clear Channel Comm	60	0012		g1	Country	1,350	2.01	11.0	9.4	4.8	5.1	5.2	6.3	6.2	12.5	5.3	
KBOX	Lompoc	B1	104.1	3.9 cp	824	c	Amer General Media	68	0004		na	AC	500	1.15	7.1	3.1	5.7	2.3	4.4	4.4	4.3	3.1	2.8	
KWSZ	Lompoc	A	105.1	0.4	1217		Mapleton Comm	99	0301	1,050		Lite Rock	100	0.75	2.2	1.6	1.3	0.9	1.2	0.0	1.2	0.0	0.0	
KIDI	Guadalupe	A	105.5	0.4	1342	b	Emerald Wave Media	92	0204		st	Spn/Mex/VHt	650	0.73	14.6	6.6	5.2	8.4	5.2	6.7	10.5	1.6	4.4	
KSMY	Lompoc	B1	106.7	3.5	879	a	Clear Channel Comm	98	0012		g1	Hot AC	325	1.16	4.6	1.2	1.3	1.9	2.4	2.8	1.6	2.7	0.7	
# FM Stations -					9	# Combos -					7	FM TOTALS				72.1	39.9	38.2	34.0	33.6	27.8	36.6	29.3	30.1

AM Stations

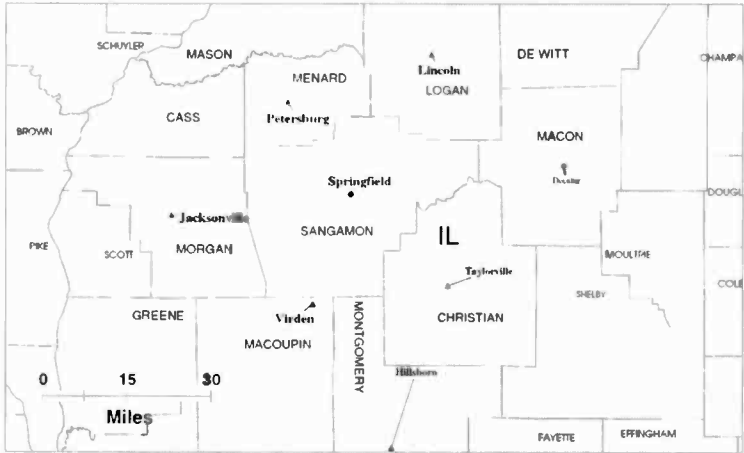
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KGDP	Orcutt	B	660	10.0	1.00		Radio Reps Inc	87				Chrst/Talk	350	2.21	2.6	0.0	0.9	0.9	1.6	0.4	0.8	0.0	0.6	
KSMA	Santa Maria	C	1240	1.0	1.00	a	Clear Channel Comm	46	0012		g1	Nws/Tlk/Spt	250	0.66	6.2	2.3	3.9	1.9	4.0	3.6	3.1	2.0	2.0	
KTME	Lompoc	D	1410	0.5	0.08	d	Mapleton Comm	63	0304	1,300	c1	Talk			1.2	0.8	0.0	0.0	1.2	0.8	0.8	1.2	0.0	
KUHL	Santa Maria	B	1440	5.0	1.00	d	Mapleton Comm	46	0304		c1	Talk	500	0.67	12.2	1.2	2.2	4.7	6.8	7.1	7.8	6.6	4.6	
KSBO	Santa Maria	D	1480	1.0	0.06		Lazer Bcstg Corp	61	0002	225		Mexican			1.5	0.0	0.0	1.4	0.0	0.0	0.8	0.0	0.0	
KTAP	Santa Maria	D	1600	0.5	0.00	b	Emerald Wave Media	62	0204		st	Mexlcan	200	0.76	4.3	0.0	1.3	2.8	1.2	0.0	3.5	0.0	0.0	
# AM Stations -					6	# Combos -					4	AM TOTALS				28.0	4.3	8.3	11.7	14.8	11.9	16.8	9.8	7.2
AM & FM Stations Profiled -					15	# Duopolies -					4	Total Local Commercial Share				44.2	46.5	45.7	48.4	39.7	53.4	39.1	37.3	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 206

Revenue Rank: 161

Springfield, IL Market Overview



Metro Counties / Population (000)

Menard, IL	12.6
Sangamon, IL	188.7
Total	201.3

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$9,800	\$11,000	\$10,700	\$11,100	\$11,500	\$11,900	4.0%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	3.5%	\$12,600	\$13,500	\$14,200	\$15,000	\$15,700	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$5.85/1,000	\$7.05/1,000	Local 91%
Revenue/Capita	\$47.85	\$59.12	\$77.65	National 9%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	204.8	201.3	-0.3%	201.3	202.2	0.1%
Households	82.8	83.9	0.3%	83.9	85.3	0.3%
Retail Sales	NA ^{1/}	2,034.0	NA ^{1/}	2,034.0	2,227.1	1.8%
EBI ^{2/}	3,467.1	3,801.8	1.9%	3,801.8	4,541.6	3.6%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	96.2	16.5	9.1	8.1	12.5	15.5	14.8	19.6
Women (000)	105.1	15.6	8.8	8.3	13.0	16.6	16.1	26.7
Total	201.3	32.1	17.9	16.4	25.5	32.1	30.9	46.2
Percentage	100.0%	16.0%	8.9%	8.2%	12.7%	16.0%	15.4%	23.0%
Per Capita	\$ 18,887							
				Median Household	\$ 37,421		Avg Household	\$ 45,295
Ethnic Population:	White 87.6%	Black 9.5%	Asian 1.1%	Hispanic 1.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	8		9	10	3	13
Tot 12+	7.1	52.9		57.5	60.0	16.3	76.3
Avg 12+	3.6	6.6		6.4	6.0	5.4	5.9
Tot LCS	9.3	69.3		75.4	78.6	21.4	100.0
Avg LCS	4.7	8.7		8.4	7.9	7.1	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WQLZ	Taylorville	B1	92.7	11.5	482	b	Mid-West Family Bcst	67	9211	1,000		AOR	1,000	0.82	10.3	5.4	6.7	7.9	7.6	6.9	6.4	8.1	9.8	
WMHX	Lincoln	B1	93.9	15.0	430	c	Saga Comm Inc	93	0305	6,000	c2	Hot AC	400	1.08	3.1	2.5	1.3	2.2	2.5	4.9	4.4	2.7	5.0	
WCVS	Viriden	A	96.7	6.0	328	a	Clear Channel Comm	82	0008		g	Clsc Rock	600	1.48	3.4	3.3	3.3	2.6	2.5	5.7	3.6	4.3	3.7	
WYVR	Petersburg	A	97.7	6.0	328	b	Mid-West Family Bcst		02			Hot AC	100	0.42	2.0	3.8	4.2	3.1	0.0	0.0	0.0	0.0	0.0	
WNNS	Springfield	B	98.7	50.0	469	b	Mid-West Family Bcst	80	8502			AC	1,650	1.23	11.3	6.3	7.1	8.7	8.4	7.3	9.6	10.9	7.3	
WXAJ	Hillsboro	B	99.7	50.0	492	a	Clear Channel Comm	01	0108	2,800		CHR	300	0.43	5.9	3.3	4.2	5.2	3.8	0.0	0.0	0.0	0.0	
WYMG	Jacksonville	B	100.5	45.0	492	c	Saga Comm Inc	48	0305		g	Clsc Rock	1,300	1.73	6.3	5.0	7.1	3.9	5.5	5.7	9.6	7.4	9.1	
WQQL	Springfield	B	101.9	50.0	272	c	Saga Comm Inc	65	0305	1,500	e	Oldies	900	0.89	8.5	7.9	10.0	7.4	5.5	8.1	7.2	7.0	5.1	
WDBR	Springfield	B	103.7	20.0 cp	768	c	Saga Comm Inc	48	0305		c2	CHR	1,775	1.31	11.4	5.8	9.2	7.4	9.7	13.0	14.3	14.7	12.2	
WFMB	Springfield	B	104.5	43.0	430	a	Clear Channel Comm	65	0008		g	Country	2,000	0.77	21.8	16.7	9.6	17.5	15.5	15.0	9.6	12.0	12.0	
# FM Stations -					10	# Combos -					10	FM TOTALS				84.0	60.0	62.7	65.9	61.0	66.6	64.7	67.1	64.2

AM Stations

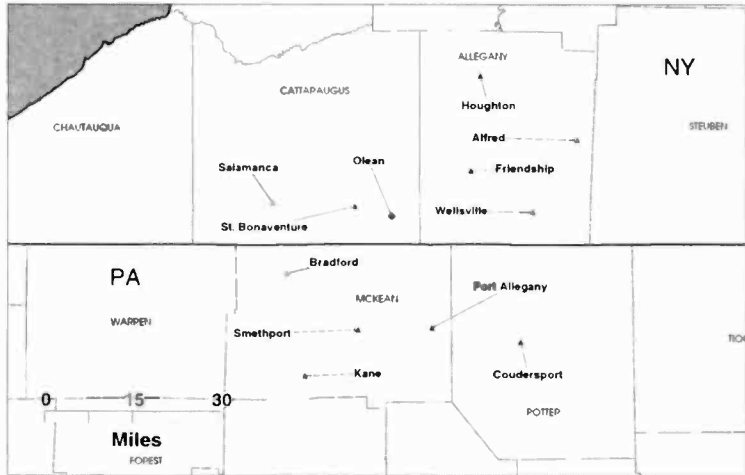
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WMAY	Springfield	B	970	1.0	0.50	b	Mid-West Family Bcst	50	7612			News/Talk	850	1.21	5.9	6.7	8.3	5.2	3.8	4.9	6.8	6.2	6.7	
WTAX	Springfield	C	1240	1.0	1.00	c	Saga Comm Inc	30	0305		c2	Nws/Tlk/Spt	725	0.86	7.1	6.7	5.0	4.8	5.9	5.7	6.0	5.8	6.9	
WFMB	Springfield	C	1450	1.0	1.00	a	Clear Channel Comm	22	0008		g	Sports	300	0.81	3.1	2.9	2.1	2.6	2.1	2.4	2.4	2.3	2.7	
# AM Stations -					3	# Combos -					3	AM TOTALS				16.1	16.3	15.4	12.6	11.8	13.0	15.2	14.3	16.3
AM & FM Stations Profiled -					13	# Duopolies -					5	Total Local Commercial Share				76.3	78.1	78.5	72.8	79.6	79.9	81.4	80.5	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 207

Revenue Rank: 270

Olean, NY Market Overview



Metro Counties / Population (000)

Allegany, NY	49.4
Cattaraugus, NY	83.1
McKean, PA	45.3
Potter, PA	18.3
Total	196.1

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	N/A	N/A	N/A	\$3,300	\$4,000
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	21.2%	\$4,300	\$4,500	\$4,800	\$5,100	\$5,300	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.59/1,000	\$2.96/1,000	Local	80%		
Revenue/Capita	N/A	\$20.40	\$27.55	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	201.8	196.1	-0.6%	196.1	192.4
Households	72.9	74.9	0.5%	74.9	74.9	0.0%
Retail Sales	NA ^{1/}	1,546.3	NA ^{1/}	1,546.3	1,788.4	3.0%
EBI ^{2/}	2,344.5	2,493.5	1.2%	2,493.5	2,844.9	2.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	96.9	15.5	9.8	10.4	11.0	14.2	14.0	22.1
Women (000)	99.2	14.6	9.2	9.9	10.6	14.1	13.8	27.0
Total	196.1	30.1	19.0	20.3	21.5	28.2	27.8	49.1
Percentage	100.0%	15.3%	9.7%	10.4%	11.0%	14.4%	14.2%	25.1%
Per Capita	\$ 12,716							
				Median Household	\$ 28,141		Avg Household	\$ 33,289
Ethnic Population:	White	95.8%	Black	1.2%	Asian	0.5%	Hispanic	1.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	3		10	12	6	18
Tot 12+	22.0	28.3		50.3	50.3	6.0	56.3
Avg 12+	2.4	9.4		5.0	4.2	1.0	3.1
Tot LCS	39.1	50.3		89.3	89.3	10.7	100.0
Avg LCS	4.3	16.8		8.9	7.4	1.8	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Buffalo-Niagara Falls.
ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WBUF	Buffalo	B	92.9	49.0	581		Infinity Bcstg	47	0102			Rock/Talk	n/a			5.1	5.0	0.0	0.0	0.0	0.0	0.0	0.0		
WHKS	Port Allegany	A	94.9	1.2	758		L-Com Incorporated	91				Soft AC	125			1.3	3.2	0.0	0.0	0.0	0.0	0.0	0.0		
WPIG	Olean	B	95.7	43.0	742	e	Backyard Bcstg	49	0210		st	Country	1,000			18.1	19.5	0.0	0.0	0.0	0.0	0.0	0.0		
WFRM	Coudersport	A	96.7	1.5	666	a	Allegheny Mtn Ntwk	85				Bright AC	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WQRT	Salamanca	A	98.3	3.2 cp	443	f	Washington, Michael	88				Clsc Rock	375			5.1	5.9	0.0	0.0	0.0	0.0	0.0	0.0		
WBRR	Bradford	A	100.1	1.7	525	d	Radio Stn WESB Inc	87				70s & 80s	600			3.4	3.6	0.0	0.0	0.0	0.0	0.0	0.0		
WMXO	Olean	A	101.5	1.5	404	b	Vox Media Corp	78	0010	790	c1	Hot AC	500			3.4	3.6	0.0	0.0	0.0	0.0	0.0	0.0		
WZKZ	Alfred	A	101.9	1.0	801		Pembrook Pines Inc	99				Country	100			2.5	1.8	0.0	0.0	0.0	0.0	0.0	0.0		
WTSS	Buffalo	B	102.5	110.0	1165		Entercom	46	9912			Hot AC	n/a			5.1	5.4	0.0	0.0	0.0	0.0	0.0	0.0		
WJQZ	Wellsville	A	103.5	1.7	620	c	DBM Comm Inc	86	9810	850	c1	Oldies	200			4.6	3.6	0.0	0.0	0.0	0.0	0.0	0.0		
WLMI	Kane	A	103.9	3.0	289		Beech Tree Bcstg Co	84	9212	245		Country	275			1.7	2.3	0.0	0.0	0.0	0.0	0.0	0.0		
• WORM	Smethport	A	106.3	1.0	787		Allegheny Mtn Ntwk	90				Adlt Stndrd	50			0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					12	# Combos -					6	FM TOTALS					0.0	50.3	54.4	0.0	0.0	0.0	0.0	0.0	0.0

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WFRM	Coudersport	D	600	1.0	0.05	a	Allegheny Mtn Ntwk	53				Cntry/News	200				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLSV	Wellsville	D	790	1.0	0.04	c	DBM Comm Inc	55	9810			c1	Country	150			3.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	
WOEN	Olean	D	1360	1.0	0.03	b	Vox Media Corp	57	0010			c1	Nostalgia	100			0.4	1.4	0.0	0.0	0.0	0.0	0.0	0.0	
WHDL	Olean	C	1450	1.0	1.00	e	Backyard Bcstg	29	0210		st	Oldies	100			1.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0		
WESB	Bradford	C	1490	1.0	1.00	d	Radio Stn WESB Inc	47				AC	150			1.3	2.3	0.0	0.0	0.0	0.0	0.0	0.0		
WGGO	Salamanca	D	1590	5.0	0.00	f	Washington, Michael	57				Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					6	# Combos -					6	AM TOTALS					0.0	6.0	6.9	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					18	# Duopolies -					1	Total Local Commercial Share					56.3	61.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0

NOTE: Market first rated Fall 2002 . Some stations also rated in Buffalo.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 208

Revenue Rank: 245

Bowling Green, KY Market Overview



Metro Counties / Population (000)

Allen, KY	18.1
Barren, KY	38.6
Edmonson, KY	11.9
Hart, KY	17.8
Metcalfe, KY	10.2
Warren, KY	94.4
Total	191.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	N/A	N/A	\$4,800	\$5,400	\$5,300	\$5,700	
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.5%	\$6,000	\$6,500	\$6,800	\$7,200	\$7,600	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.51/1,000	\$2.75/1,000	Local 75%
Revenue/Capita	N/A	\$29.84	\$37.87	National 25%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	175.0	191.0	1.8%	191.0	200.7	1.0%
Households	66.9	74.8	2.3%	74.8	79.6	1.3%
Retail Sales	NA ^{1/}	2,273.3	NA ^{1/}	2,273.3	2,767.3	4.0%
EBI ^{2/}	2,234.2	2,695.7	3.8%	2,695.7	3,476.3	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	93.3	15.3	8.1	11.9	12.6	13.9	12.8	18.7
Women (000)	97.7	14.3	7.7	12.0	12.5	14.1	13.2	23.8
Total	191.0	29.6	15.8	23.9	25.1	28.0	26.0	42.5
Percentage	100.0%	15.5%	8.3%	12.5%	13.2%	14.7%	13.6%	22.3%
Per Capita	\$ 14,115							
			Median Household	\$ 28,684			Avg Household	\$ 36,037
Ethnic Population:	White 91.0%	Black 5.9%	Asian 0.9%				Hispanic 1.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		8	11	13	6	19
Tot 12+	9.8		52.7	61.3	62.5	10.3	72.8
Avg 12+	2.0		6.6	5.6	4.8	1.7	3.8
Tot LCS	13.5		72.4	84.2	85.9	14.1	100.0
Avg LCS	2.7		9.0	7.7	6.6	2.4	5.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WDNS	Bowling Green	C3	93.3	12.0	472	c	Daily News Bcstg Co	73				Clsc Rock	350	0.80	7.7	4.0	5.7	5.6	5.2	5.3	6.3	7.5	0.0		
WGBV	Glasgow	A	94.1	4.5	299	a	Forever Comm Inc	97	0302	416		Country			1.4	0.6	2.1	1.0	1.0	1.6	0.6	3.0	0.0		
WGGC	Glasgow	C0	95.1	100.0	988		Skytower Comm Inc	61	9711		st	Country	900	0.97	16.3	10.9	7.8	10.6	12.6	10.0	12.6	11.6	0.0		
• WBVR	Auburn	C2	96.7	45.0	423	a	Forever Comm Inc	65	9510		nc	Country	1,475	1.84	14.1	9.1	10.9	8.1	12.0	9.5	10.9	12.6	0.0		
WKNK	Edmonton	A	99.1	6.0	328		Hart County Comm Inc	90	0107	350		Country	300	0.86	6.1	2.9	2.1	3.0	5.8	4.7	4.6	4.5	0.0		
WVLE	Scottsville	A	99.3	6.0	328	f	Sherandan Bcstg Co	67				Country	250	1.02	4.3	3.4	3.1	3.0	3.1	3.2	4.6	3.0	0.0		
WKLX	Brownsville	C3	100.7	8.0	584		Anderson, Charles	99			1	Hot AC	200	0.69	5.1	4.6	4.1	3.0	4.2	4.7	5.2	5.5	0.0		
WUBT	Russellville	C1	101.1	47.0	1289	b	Clear Channel Comm	65	0008			Urban	n/a		8.4	6.9	7.3	6.1	5.8	1.1	2.9	1.0	0.0		
WCLU	Munfordville	A	102.3	2.8	410	e	Royse Radio Inc	64	9804	226		Lite Rock	100	0.80	2.2	0.6	1.6	1.0	2.1	1.6	1.7	1.0	0.0		
WPTQ	Cave City	C3	103.7	13.5	449	d	Commonwealth Bcstg	88	9801		c1	1 Clsc Rock	300	0.60	8.7	6.9	6.7	5.6	6.8	4.2	3.4	3.5	0.0		
WOVO	Glasgow	C3	105.3	25.0	318	d	Commonwealth Bcstg	72	9801		c1	1 Oldies	300	1.46	3.6	4.0	4.7	3.0	2.1	2.6	2.9	3.5	0.0		
WHHT	Horse Cave	A	106.7	2.9	476	d	Commonwealth Bcstg	94	9801		c1	1 Country	125	0.76	2.9	2.3	2.1	1.5	2.6	2.1	0.0	0.5	0.0		
WUHU	Smiths Grove	C2	107.1	50.0	492	a	Forever Comm Inc	86	0102		g1	Hot AC	875	1.23	12.5	6.3	7.8	11.1	6.3	5.8	4.6	5.0	0.0		
# FM Stations -					13	# Combos -					9	FM TOTALS					93.3	62.5	66.0	62.6	69.6	56.4	60.3	62.2	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WKCT	Bowling Green	B	930	5.0	0.50	c	Daily News Bcstg Co	47				News/Talk	50	0.35	2.5	4.6	1.6	2.5	1.0	2.6	2.3	2.0	0.0		
• WLOC	Munfordville	B	1150	1.0	0.06		Forbis Comms Inc	93	0310 p	120		City/Gsp/Old	200	2.51	1.4	1.7	0.0	1.0	1.0	1.1	0.6	0.0	0.0		
WLCK	Scottsville	D	1250	0.9	0.08	f	Sherandan Bcstg Co	58				Gospel	50		0.7	0.6	0.5	0.0	1.0	2.6	1.7	0.0	0.0		
WBGN	Bowling Green	C	1340	1.0	1.00	a	Forever Comm Inc	59	0102		g1	Talk/Sprts	150		0.7	1.7	1.0	0.5	0.5	1.6	1.7	1.5	0.0		
WCDS	Glasgow	D	1440	0.5	0.03	d	Commonwealth Bcstg	62	9801		c1	1 Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WCLU	Glasgow	C	1490	1.0	1.00	e	Royse Radio Inc	46				Oldies	50	0.63	1.4	1.7	1.6	1.0	1.0	2.1	1.1	2.0	0.0		
# AM Stations -					6	# Combos -					5	AM TOTALS					6.7	10.3	4.7	5.0	4.5	10.0	7.4	5.5	0.0
AM & FM Stations Profiled -					19	# Duopolies -					3	Total Local Commercial Share					72.8	70.7	67.6	74.1	66.4	67.7	67.7	0.0	

NOTE: Market first rated Spring 2000

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 209

Revenue Rank: 140

Cedar Rapids, IA Market Overview



Metro Counties / Population (000)

Linn, IA	194.3
	194.3

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$12,700	\$13,600	\$14,500	\$15,500	\$13,400	\$14,000
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.5%	\$14,700	\$15,800	\$16,600	\$17,600	\$18,400	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.87/1,000	\$5.14/1,000	Local	86%		
Revenue/Capita	\$69.90	\$72.05	\$91.18	National	14%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	181.7	194.3	1.3%	194.3	201.8	0.8%
Households	70.8	78.2	2.0%	78.2	82.3	1.0%
Retail Sales	NA ^{1/}	2,874.5	NA ^{1/}	2,874.5	3,578.4	4.5%
EBI ^{2/}	3,019.9	3,880.3	5.1%	3,880.3	5,015.3	5.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	95.1	16.7	8.2	9.8	13.5	15.0	13.6	18.2
Women (000)	99.2	16.0	7.8	10.2	13.3	15.0	13.9	23.0
Total	194.3	32.7	16.0	20.0	26.9	30.0	27.5	41.2
Percentage	100.0%	16.9%	8.2%	10.3%	13.8%	15.4%	14.1%	21.2%
Per Capita	\$ 19,970							
				Median Household	\$ 42,431		Avg Household	\$ 49,611
Ethnic Population:	White	93.6%	Black	2.7%	Asian	1.5%	Hispanic	1.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			8	8	8	5	13
Tot 12+			57.1	57.1	57.1	20.8	77.9
Avg 12+			7.1	7.1	7.1	4.2	6.0
Tot LCS			73.3	73.3	73.3	26.7	100.0
Avg LCS			9.2	9.2	9.2	5.3	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Waterloo-Cedar Falls.
ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KRNA	Iowa City	C1	94.1	100.0	981	b	Cumulus Bcstg Inc	74	0008		g	Rock	1,100	1.48	5.3	4.7	5.2	4.8	3.7	5.4	6.4	6.3	5.9	
WMT	Cedar Rapids	C1	96.5	100.0	518	a	Clear Channel Comm	63	9905		g1	AC	1,800	1.26	10.2	2.8	3.8	8.2	8.3	6.3	7.3	8.4	7.2	
KHAK	Cedar Rapids	C1	98.1	100.0	459	b	Cumulus Bcstg Inc	61	0008		g	Country	2,300	1.21	13.6	10.4	11.4	10.4	11.6	11.7	12.7	14.2	12.4	
KKRQ	Iowa City	C1	100.7	100.0	532	a	Clear Channel Comm	66	9905		g1	Clsc Hits	1,700	1.17	10.4	6.6	6.6	8.2	8.7	9.9	8.2	7.9	8.9	
KZIA	Cedar Rapids	C1	102.9	100.0	942		KZIA Inc	75	9405	2,000		CHR	2,250	1.09	14.7	12.3	13.7	12.6	11.2	9.9	12.7	10.9	11.8	
KDAT	Cedar Rapids	C1	104.5	100.0	551	b	Cumulus Bcstg Inc	71	0008		g	Soft Rock	1,300	0.97	9.6	9.4	7.1	6.9	8.7	6.7	9.1	9.2	10.2	
KOKZ	Waterloo	C	105.7	100.0	1322		Bahakel Comm	62				Oldies	n/a		5.2	5.7	3.8	3.5	5.0	4.5	3.6	2.9	2.9	
KFMW	Waterloo	C	107.9	100.0	1805	c	Bahakel Comm	68	9608	See (241)		Rock	n/a		8.2	5.2	6.6	8.2	5.0	4.9	2.3	3.3	4.5	
# FM Stations -					8	# Combos -					5	FM TOTALS				77.2	57.1	58.2	62.8	62.2	59.3	62.3	63.1	63.8

AM Stations

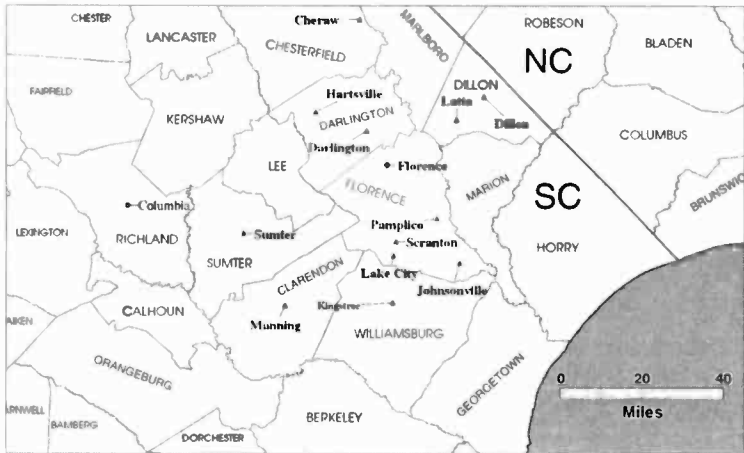
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WMT	Cedar Rapids	B	600	5.0	5.00	a	Clear Channel Comm	22	9905		g1	FullService	2,300	1.49	11.0	11.8	9.5	7.4	10.4	9.4	11.8	10.0	11.7	
KXIC	Iowa City	D	800	1.0	0.20	a	Clear Channel Comm	48	9905		g1	Nws/Tlk/Spt	100			0.5	0.5	0.0	0.0	0.4	0.5	0.4	0.3	
KMJM	Cedar Rapids	D	1360	1.0	0.12	a	Clear Channel Comm	61	0008		g	ChrsContem			1.1	0.0	0.9	1.7	0.0	0.0	0.0	0.0	0.0	
KMRY	Cedar Rapids	C	1450	1.0	1.00		Sellers Bcstg Inc	49	9804	475		Adlt Stndrd	600	0.58	7.4	6.6	6.2	6.1	5.8	6.7	6.4	6.3	5.3	
KCRG	Cedar Rapids	B	1600	5.0	5.00		The Gazette Co	47				Sprts/News	500	1.05	3.4	1.9	2.8	2.2	3.3	1.8	2.7	1.7	3.0	
# AM Stations -					5	# Combos -					3	AM TOTALS				22.9	20.8	19.9	17.4	19.5	18.3	21.4	18.4	20.3
AM & FM Stations Profiled -					13	# Duopolies -					5	Total Local Commercial Share				77.9	78.1	80.2	81.7	77.6	83.7	81.5	84.1	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 210

Revenue Rank: 191

Florence, SC Market Overview



Metro Counties / Population (000)

Darlington, SC	67.9
Florence, SC	126.7
Total	194.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$6,800	\$7,000	\$8,500	\$9,600	\$8,800	\$9,200
★★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.5%	\$9,700	\$10,400	\$11,000	\$11,600	\$12,100	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.15/1,000	\$4.81/1,000	Local	80%		
Revenue/Capita	\$35.86	\$47.28	\$60.80	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	189.6	194.6	0.5%	194.6	199.0
Households	67.9	74.2	1.8%	74.2	77.9	1.0%
Retail Sales	NA ^{1/}	2,218.1	NA ^{1/}	2,218.1	2,515.4	2.5%
EBI ^{2/}	2,295.2	2,873.6	4.6%	2,873.6	3,565.4	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	91.6	16.7	8.9	9.0	11.9	13.3	14.0	17.8
Women (000)	103.0	16.2	8.5	9.8	13.4	15.2	15.3	24.6
Total	194.6	32.9	17.4	18.7	25.3	28.5	29.4	42.4
Percentage	100.0%	16.9%	8.9%	9.6%	13.0%	14.6%	15.1%	21.8%
Per Capita	\$ 14,768							
				Median Household	\$ 30,885		Avg Household	\$ 38,709
Ethnic Population:	White 57.5%	Black 40.6%	Asian 0.6%	Hispanic 1.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		7	10	13	8	21
Tot 12+	29.8		37.3	65.0	67.1	6.9	74.0
Avg 12+	5.0		5.3	6.5	5.2	0.9	3.5
Tot LCS	40.3		50.4	87.8	90.7	9.3	100.0
Avg LCS	6.7		7.2	8.8	7.0	1.2	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Columbia, SC & Wilmington, NC.
ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WEGX	Dillon	C	92.9	100.0 cp	1801	b	Quantum Comm	54	0307		g1	Country	825	1.45	6.2	4.3	3.5	3.6	5.4	6.5	4.9	4.9	5.1		
WGSS	Kingstree	A	94.1	6.0	328	b	Quantum Comm	98	0307		g1	Gospel	300	1.02	3.2	0.4	1.3	1.4	3.2	1.4	1.8	0.0	1.5		
WCMG	Latta	C3	94.3	10.5	502	a	Cumulus Bcstg Inc	70	9904	525		R&B/Urba	500	1.60	3.4	5.6	2.6	2.7	2.3	3.2	4.0	1.8	2.6		
• WBZF	Hartsville	A	98.5	6.0	328	a	Cumulus Bcstg Inc	92	9806	700	c1	Gospel	500	0.75	7.2	7.7	6.1	3.2	7.2	3.7	8.9	6.7	4.0		
WWFN	Lake City	A	100.1	3.3	433	a	Cumulus Bcstg Inc	77	0104	850		Top 40	275	0.70	4.3	1.7	1.7	4.1	2.3	3.7	3.1	2.2	2.8		
• WHLZ	Marion	C3	100.5	25.0	328	a	Cumulus Bcstg Inc	91	9904	3,800	d3	Country	975	1.06	10.0	4.7	8.3	5.5	9.0	6.5	5.3	5.8	6.0		
WWDM	Sunter	C	101.3	82.0	1322		Inner City Bcstg	61	0008			Urban	n/a		5.9	5.6	2.6	4.5	4.1	3.7	4.0	5.8	6.7		
WMXT	Pamplico	C2	102.1	49.0	479	a	Cumulus Bcstg Inc	90	9904		d3	Clsc Rock	1,250	1.62	8.4	7.7	5.2	6.4	5.9	6.9	8.0	4.5	5.1		
WURV	Scranton	A	102.9	2.9	466	b	Quantum Comm	91	0307		g1	Oldies	250	0.80	3.4	2.1	3.1	3.2	1.8	3.7	3.1	2.7	4.4		
WJMX	Cheraw	C2	103.3	50.0	492	b	Quantum Comm	79	0307		g1	CHR	1,550	1.48	11.4	4.3	6.1	9.5	7.2	7.4	8.0	9.4	7.8		
WPDT	Johnsonville	A	105.1	4.4	374		Glory Communications	95	0207	200		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WDAR	Darlington	C3	105.5	17.0	400	b	Quantum Comm	65	0307		g1	Soft AC	500	1.09	5.0	5.1	3.1	4.1	3.2	5.1	2.7	5.4	3.7		
WYNN	Florence	A	106.3	6.0	328	a	Cumulus Bcstg Inc	64	9803	4,100	c2	Urban	1,600	0.91	19.1	17.9	19.7	15.9	12.2	15.2	14.7	11.2	10.6		
# FM Stations -					13	# Combos -					11	FM TOTALS					87.5	67.1	63.3	64.1	63.8	67.0	68.5	60.4	60.3

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WYNN	Florence	D	540	0.3	0.17	a	Cumulus Bcstg Inc	58	9803		c2	Gospel	375	0.49	8.3	2.6	3.5	6.8	5.4	5.5	4.9	8.1	6.2		
WYMB	Manning	B	920	2.3	1.00	a	Cumulus Bcstg Inc	57	9904		c4	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WJMX	Florence	B	970	10.0	3.00	b	Quantum Comm	47	0307		g1	Nws/Tlk/Spt	200	0.59	3.7	3.4	3.9	3.2	2.3	3.2	2.7	2.2	3.1		
WOLS	Florence	C	1230	1.0	1.00	c	GHB Bcstg	37	8712	20		Nostalgia	100		0.3	0.9	1.7	0.5	0.0	1.8	1.3	0.9	0.0		
WHYM	Lake City	D	1260	5.0	0.06	c	GHB Bcstg	53	9205	35		Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WPFM	Darlington	C	1400	1.0	1.00	b	Quantum Comm	55	0307		g1	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WHSC	Hartsville	C	1450	1.0	1.00	a	Cumulus Bcstg Inc	46	9806		c1	Rhymc/CHR			0.3	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0		
WJDJ	Hartsville	C	1490	1.0	1.00		Beaver Comm	72	0204	20		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					8	# Combos -					7	AM TOTALS					12.6	6.9	9.1	11.0	7.7	10.5	8.9	11.2	9.3
AM & FM Stations Profiled -					21	# Duopolies -					9	Total Local Commercial Share					74.0	72.4	75.1	71.5	77.5	77.4	71.6	69.6	

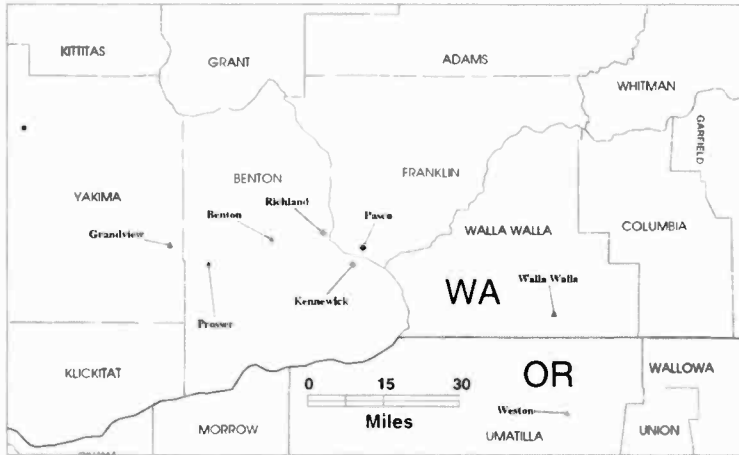
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 211

Revenue Rank: 183

Richland-Kennewick-Pasco, WA Market Overview



Metro Counties / Population (000)

Benton, WA	147.1
Franklin, WA	50.5
Total	197.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
Gross Revenues	\$5,700	\$7,100	\$7,800	\$8,600	\$9,300	\$9,700	11.1%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
Growth	4.3%	\$10,300	\$11,100	\$11,700	\$12,400	\$13,000	6.1%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.97/1,000	\$4.13/1,000	Local 75%
Revenue/Capita	\$31.16	\$49.09	\$60.95	National 25%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	182.9	197.6	1.6%	197.6	213.3	1.5%
Households	66.0	69.5	1.0%	69.5	74.5	1.4%
Retail Sales	NA ^{1/}	2,440.6	NA ^{1/}	2,440.6	3,150.6	5.2%
EBI ^{2/}	3,073.0	3,287.1	1.4%	3,287.1	4,170.2	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	99.4	20.3	11.1	9.5	12.5	14.8	14.3	16.8
Women (000)	98.2	19.1	10.4	8.9	12.2	14.7	13.6	19.2
Total	197.6	39.4	21.5	18.4	24.7	29.5	28.0	36.0
Percentage	100.0%	20.0%	10.9%	9.3%	12.5%	14.9%	14.2%	18.2%
Per Capita	\$ 16,636							
					Median Household	\$ 39,543		
							Avg Household	\$ 47,264
Ethnic Population:	White 79.3%	Black 1.3%	Asian 2.2%				Hispanic 22.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		13	10	15	5	20
Tot 12+	2.5		59.0	56.0	61.5	14.0	75.5
Avg 12+	1.3		4.5	5.6	4.1	2.8	3.8
Tot LCS	3.3		78.1	74.2	81.5	18.5	100.0
Avg LCS	1.7		6.0	7.4	5.4	3.7	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Yakima.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• KZHR	Dayton	C1	92.5	54.0	1243	d	Cherry Creek Radio	92	0310 p		g2	Spanish	400	1.09	3.8	2.5	3.3	3.3	2.4	1.4	2.8	1.3	3.4		
KGSG	Pasco	A	93.7	0.6	958		Gospel Music Bcstg	97				Gospel	100	0.69	1.5	2.5	2.8	2.3	0.0	0.0	0.9	0.4	0.7		
KIOK	Richland	C	94.9	100.0	1250	c	New NW Bcstrs	78	0001		g1	Country	1,300	2.39	5.6	4.5	2.8	5.6	2.9	6.0	5.6	5.8	3.8		
KNLT	Walla Walla	C	95.7	100.0	1401	c	New NW Bcstrs	80	0002			Oldies	800	1.45	5.7	3.0	5.6	4.7	3.8	3.2	6.0	4.0	5.0		
• KZTB	Benton City	A	96.7	1.4 cp	692	a	Butterfield Bcstg	74	9710	425	c1	Mexican	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KXRX	Walla Walla	C0	97.1	100.0 cp	1329	b	Clear Channel Comm	77	0102		g	Rock	850	1.22	7.2	5.6	5.6	6.5	4.3	5.6	7.9	6.7	6.5		
• KOLW	Milton-Freewater	C1	97.9	20.0	1322	b	Clear Channel Comm	92	0102		g	70s Hits	400	0.71	5.8	2.0	2.8	3.3	5.3	2.3	4.2	3.1	2.3		
KEYW	Pasco	C2	98.3	12.5	997	b	Clear Channel Comm	87	0102		g	Hot AC	750	1.23	6.3	8.1	7.0	5.1	4.3	6.5	4.6	8.1	8.1		
KUJ	Walla Walla	C1	99.1	100.0 cp	738		Hodgins, Tom	97				CHR	750	0.77	10.1	6.1	8.4	6.5	8.6	7.4	8.8	9.4	8.4		
KGDN	Pasco	C3	101.3	2.8	1001		Read Bcstg Network	92				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.8		
KMNA	Prosser	C3	101.7	3.5	869		Moon Bcstg Corp	62	0005	See (198)		Mexican	n/a		2.2	1.5	0.9	1.9	1.4	0.9	1.4	0.9	0.0		
KZZM	Weston	C2	101.9	13.5	958		Butterfield Bcstg	97	9904	425		Spanish	200	0.59	3.5	1.5	3.3	2.8	2.4	1.9	1.9	0.0	0.0		
KORD	Richland	C	102.7	100.0	1099	b	Clear Channel Comm	65	0102		g	Country	1,200	1.09	11.4	11.6	9.8	7.9	9.1	9.3	8.8	11.7	9.2		
• KONA	Kennewick	C	105.3	100.0	1139	d	Cherry Creek Radio	69	0310 p		g2	CHR	550	0.39	14.5	10.1	6.5	11.2	10.5	6.5	8.3	8.1	7.6		
KEGX	Richland	C	106.5	100.0	1050	c	New NW Bcstrs	77	0003		g1	Clsc Rock	1,000	2.34	4.4	2.5	2.8	3.3	3.3	5.6	3.7	4.5	7.5		
# FM Stations -					15	# Combos -					9	FM TOTALS					82.0	61.5	61.6	64.4	58.3	56.6	64.9	64.4	63.3

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• KONA	Kennewick-Richl	B	610	5.0	5.00	d	Cherry Creek Radio	48	0310 p		g2	Nws/Tlk/Spt	400	0.64	6.4	4.0	6.0	4.2	5.3	7.9	6.0	5.8	7.3		
KFLD	Pasco	B	870	10.0	0.25	b	Clear Channel Comm	56	0102		g	Talk/Sprts	250	0.47	5.5	4.5	2.8	3.3	4.8	5.1	1.9	2.7	1.3		
• KALE	Richland	B	960	5.0	1.00	c	New NW Bcstrs	50	0001		g1	Sports	125	0.37	3.5	2.5	2.3	2.8	2.4	1.9	2.8	3.6	2.6		
KZXR	Prosser	D	1310	5.0	0.07		Moon Bcstg Corp	56	0002		c2	Nws/Tlk/Spt	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KTCR	Kennewick	C	1340	1.0	1.00	c	New NW Bcstrs	45	0001		g1	Talk	325	1.20	2.8	3.0	2.8	2.8	1.4	4.2	3.7	2.2	3.3		
# AM Stations -					5	# Combos -					4	AM TOTALS					18.2	14.0	13.9	13.1	13.9	19.1	14.4	14.3	14.5
AM & FM Stations Profiled -					20	# Duopolies -					6	Total Local Commercial Share					75.5	75.5	77.5	72.2	75.7	79.3	78.7	77.8	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 212

Revenue Rank: 211

Medford-Ashland, OR Market Overview



Metro Counties / Population (000)

Jackson, OR	186.4
	186.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$6,200	\$6,800	\$7,100	\$7,700	\$7,100	\$7,700
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.5%	\$8,100	\$8,700	\$9,100	\$9,600	\$10,100	5.5%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$1.95/1,000	\$1.78/1,000	Local	80%		
Revenue/Capita	\$36.45	\$41.31	\$50.47	National	20%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	170.1	186.4	1.8%	186.4	200.1
Households	66.8	73.6	2.0%	73.6	79.3	1.5%
Retail Sales	NA ^{1/}	3,946.9	NA ^{1/}	3,946.9	5,668.2	7.5%
EBI ^{2/}	2,259.6	2,728.3	3.8%	2,728.3	3,408.7	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	90.3	14.6	8.5	8.1	10.0	12.3	14.5	22.3
Women (000)	96.0	14.0	8.1	8.4	10.2	13.5	15.1	26.8
Total	186.4	28.6	16.6	16.5	20.2	25.8	29.6	49.1
Percentage	100.0%	15.3%	8.9%	8.8%	10.8%	13.8%	15.9%	26.4%
Per Capita	\$ 14,640							
			Median Household	\$ 30,016			Avg Household	\$ 37,047
Ethnic Population:	White	91.3%	Black	0.4%	Asian	1.1%	Hispanic	7.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		10	11	11	6	17
Tot 12+	1.6		57.5	59.1	59.1	12.6	71.7
Avg 12+	1.6		5.8	5.4	5.4	2.1	4.2
Tot LCS	2.2		80.2	82.4	82.4	17.6	100.0
Avg LCS	2.2		8.0	7.5	7.5	2.9	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KTMT	Medford	C	93.7	31.0	3265	b	Mapleton Comm	70	0111	8,850	d1	Top 40	400	0.72	7.2	6.0	6.4	6.6	3.7	4.6	3.8	8.0	8.5		
KRRM	Rogue River	A	94.7	0.1	2044		Bell, Shirley M.	94				Country	125	0.71	2.3	1.6	3.7	1.0	2.3	0.0	2.4	1.5	1.6		
KBOY	Medford	C1	95.7	60.0	981	b	Mapleton Comm	58	0111		d1	Clsc Rock	950	1.18	10.5	6.0	5.5	8.6	6.5	6.4	4.3	5.5	7.9		
KROG	Grants Pass	C	96.9	25.0	2228	a	Opus Bcstg Systems	01	9609	550	c3	Altomative	300	1.44	2.7	2.2	4.1	1.5	2.3	2.3	2.9	3.5	4.7		
KRWQ	Gold Hill	C1	100.3	30.0	991	c	Clear Channel Comm	80	9905		g2	Country	1,700	1.86	11.9	9.3	10.1	7.6	9.3	12.4	13.3	11.5	8.8		
KCMX	Ashland	C	101.9	42.0	1437	b	Mapleton Comm	78	0111		d1	AC	800	0.93	11.2	10.4	10.6	7.6	8.4	8.7	6.7	6.5	7.0		
KCNA	Cave Junction	C	102.7	100.0	1975	a	Opus Bcstg Systems	85	9609	750		Oldies	400	1.53	3.4	2.2	2.8	3.0	1.9	5.5	2.9	3.0	3.1		
KLDZ	Medford	C1	103.5	100.0	440	c	Clear Channel Comm	91	9905		g2	Oldies	650	0.77	10.9	7.1	2.8	8.1	7.5	4.1	7.1	4.5	3.7		
KAKT	Phoenix	C1	105.1	52.0	545	b	Mapleton Comm	91	0111		d1	Country	275	0.50	7.2	3.3	5.5	6.1	4.2	3.7	4.8	3.0	3.9		
KZZE	Eagle Point	C3	106.3	0.9	1591	c	Clear Channel Comm	94	9905		g2	Rock	600	1.15	6.8	4.4	8.7	6.1	3.7	7.3	9.5	7.0	7.3		
KIFS	Ashland	C2	107.5	5.3	1421	c	Clear Channel Comm	96	9905		g2	CHR	350	0.55	8.2	6.6	7.8	6.6	5.1	5.0	4.8	6.5	3.5		
# FM Stations -					11	# Combos -					10	FM TOTALS					82.3	59.1	68.0	62.8	54.9	60.0	62.5	60.5	60.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KTMT	Ashland	B	580	1.0	1.00	b	Mapleton Comm	46	0111		d1	Sports	125	0.77	2.1	1.1	3.2	1.0	1.9	2.8	1.4	2.5	2.6		
KRTA	Medford	B	610	2.5	5.00	a	Opus Bcstg Systems	47	9609		c3	Mexcn/Span	200			0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0		
● KEZX	Medford	D	730	1.0	0.07	a	Opus Bcstg Systems	54	0310 p	70		ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KCMX	Phoenix	B	880	1.0	1.00	b	Mapleton Comm	62	0111		d1	News/Talk	400	0.67	7.7	4.4	3.7	4.5	6.5	5.5	8.1	7.5	6.1		
KAPL	Phoenix	B	1300	20.0	5.00		Applegate Media Inc	77	9504	375	st	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KMED	Medford	B	1440	5.0	1.00	c	Clear Channel Comm	22	9905		g2	News/Talk	400	0.66	7.9	7.1	4.6	5.1	6.1	3.2	4.8	6.5	8.2		
# AM Stations -					6	# Combos -					5	AM TOTALS					17.7	12.6	12.9	10.6	14.5	11.5	14.3	16.5	16.9
AM & FM Stations Profiled -					17	# Duopolies -					7	Total Local Commercial Share					71.7	80.9	73.4	69.4	71.5	76.0	77.0	76.9	

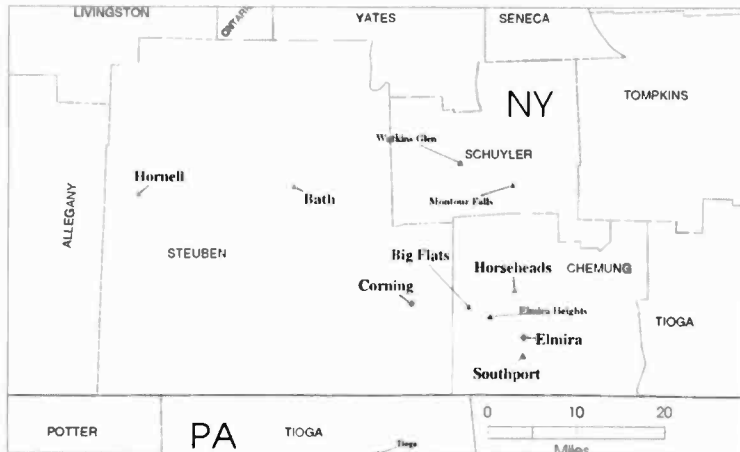
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 213

Revenue Rank: 226

Elmira-Corning, NY Market Overview



Metro Counties / Population (000)

Chemung, NY	89.7
Steuben, NY	98.2
Total	187.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,900	\$5,200	\$5,900	\$6,600	\$6,300	\$6,700
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.3%	\$7,100	\$7,600	\$8,000	\$8,400	\$8,800	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.14/1,000	\$3.53/1,000	Local	85%		
Revenue/Capita	\$25.49	\$35.66	\$47.93	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	192.2	187.9	-0.5%	187.9	183.6
Households	72.1	73.9	0.5%	73.9	73.5	-0.1%
Retail Sales	NA ^{1/}	2,131.3	NA ^{1/}	2,131.3	2,493.2	3.2%
EBI ^{2/}	2,413.7	2,736.9	2.5%	2,736.9	3,134.0	2.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	92.2	15.2	8.9	7.8	11.1	14.3	13.9	21.0
Women (000)	95.7	14.5	8.4	7.7	10.5	14.2	13.8	26.5
Total	187.9	29.7	17.3	15.5	21.7	28.5	27.7	47.6
Percentage	100.0%	15.8%	9.2%	8.2%	11.5%	15.2%	14.7%	25.3%
Per Capita	\$ 14,566							
				Median Household	\$ 30,517		Avg Household	\$ 37,045
Ethnic Population:	White	93.6%	Black	3.6%	Asian	0.9%	Hispanic	1.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	3		11	12	11	23
Tot 12+	37.2	17.7		52.6	54.9	6.4	61.3
Avg 12+	4.1	5.9		4.8	4.6	0.6	2.7
Tot LCS	60.7	28.9		85.8	89.6	10.4	100.0
Avg LCS	6.7	9.6		7.8	7.5	0.9	4.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• WCKR	Hornell	A	92.1	2.6	509	a	Doran, Kevin	49	9010	538	c3	Country	150	0.40	5.6	2.3	1.3	2.8	4.7	4.8	2.2	5.4	1.8	
• WENY	Elmira	A	92.7	1.2	715	c	Route 81 Radio LLC	65	0308 p		na	Soft AC	600	1.49	6.0	4.1	2.6	5.2	2.6	0.9	3.1	4.0	3.1	
• WLKY	Elmira	A	94.3	1.8	499	b	Pembrook Pines Inc	66	7710		c5	CHR	600	0.69	12.9	9.5	12.4	6.1	11.1	13.9	13.4	11.7	8.6	
• WMTT	Tioga	B1	94.7	12.0	462	e	Europa Comm Inc	31				AAA/CRK/RA	250	0.50	7.5	4.1	4.7	5.2	4.7	4.8	4.5	4.5	6.1	
• WGMM	Big Flats	A	97.7	0.6	722	c	Route 81 Radio LLC	89	0308 p		na	Rock/Oldes	250	0.60	6.2	4.1	6.0	4.7	3.4	5.2	3.6	6.7	5.6	
• WVIN	Bath	A	98.3	4.5 cp	367	b	Pembrook Pines Inc	71	9004	225	c1	Soft AC	400	0.62	9.6	3.6	4.7	6.6	6.0	3.9	2.7	3.6	4.2	
• WCBA	Corning	A	98.7	1.2 cp	722	c	Route 81 Radio LLC	48	0308 p		na	Soft AC	300	2.13	2.1	3.2	1.3	1.9	0.9	2.6	1.3	0.9	2.6	
• WOKN	Southport	A	99.5	1.3 cp	725	b	Pembrook Pines Inc	93	9512	77		Country	400	0.83	7.2	3.6	4.3	5.7	3.8	8.3	6.3	8.5	5.2	
• WPGI	Horseheads	A	100.9	3.8	246	e	Backyard Bcstg	70	0210		st	Country	250	0.52	7.2	4.5	4.3	5.2	4.3	6.5	3.1	4.0	1.6	
• WNGZ	Montour Falls	A	104.9	1.0	479	e	Backyard Bcstg	73	0210		st	Clsc Rock	325	0.60	8.1	2.3	4.3	4.7	6.0	6.5	4.9	3.6	2.7	
• WKPO	Hornell	B	105.3	43.0	532	d	Bilbat Radio Inc	46	8306	450	c4	Adult Hits	725	2.64	4.1	5.0	5.2	2.8	2.6	2.6	3.1	2.2	1.4	
• WNKI	Corning	B	106.1	40.0	532	e	Backyard Bcstg	47	0210		st	CHR	1,650	1.94	12.7	8.6	9.9	6.6	10.3	8.7	11.6	9.0	10.3	
# FM Stations -				12		# Combos -				11		FM TOTALS				89.2	54.9	61.0	57.5	60.4	68.7	59.8	64.1	53.2

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
• WWLZ	Horseheads	B	820	4.1	0.85	e	Backyard Bcstg	66	0210		st	Nws/Tlk/Spt	225	0.78	4.3	3.2	2.6	1.9	3.8	2.2	2.2	0.9	1.3	
• WLNL	Horseheads	D	1000	5.0	0.00		Lighthouse Media	67	9110	256		Relgn/Chrst	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WENY	Elmira	C	1230	1.0	1.00	c	Route 81 Radio LLC	39	0308 p		na	Talk	100		0.3	0.9	0.0	0.0	0.4	0.0	2.7	1.3	1.5	
• WHHO	Hornell	D	1320	5.0	0.02	d	Bilbat Radio Inc	49	8306		c4	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	
• WCBA	Corning	D	1350	1.0	0.04	c	Route 81 Radio LLC	48	0308 p		na	Nostalgia				0.0	0.0	0.0	0.0	0.0	1.3	0.9	1.3	
• WABH	Bath	B	1380	2.5	0.12	b	Pembrook Pines Inc	62	9004		c1	Oldies	100		0.4	0.0	0.0	0.5	0.0	0.0	0.0	0.4	1.9	
• WELM	Elmira	B	1410	5.0	1.00	b	Pembrook Pines Inc	47	7710		c6	Sports	175	1.00	2.6	0.9	0.0	0.9	2.6	1.3	1.8	1.3	0.5	
• WCLI	Corning	C	1450	1.0	0.93	c	Route 81 Radio LLC	49	0308 p		na	News/Talk				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WLEA	Hornell	D	1480	2.5	0.02	a	Doran, Kevin	51	9010		c3	AC	50			0.9	1.7	0.0	0.0	0.0	0.4	1.3	2.5	
• WGMF	Watkins Glen	C	1490	0.4	0.00	e	Backyard Bcstg	68	0210		st	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WEHH	Elmira	B	1600	5.0 cp	0.17	b	Pembrook Pines Inc	56	8210	150		Adlt Strdrd	100	0.47	3.2	0.0	0.0	3.3	0.9	0.0	0.0	0.0	0.0	
# AM Stations -				11		# Combos -				10		AM TOTALS				10.8	6.4	4.3	6.6	7.7	3.5	8.4	6.1	9.7
AM & FM Stations Profiled -				23		# Duopolies -				8		Total Local Commercial Share				61.3	65.3	64.1	68.1	72.2	68.2	70.2	62.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 214

Revenue Rank: 197

Bangor, ME Market Overview



Metro Counties / Population (000)

Penobscot, ME	145.8
Waldo, ME	37.2
Total	183.0

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02						
		\$7,000	\$7,300	\$8,000	\$8,200	\$8,000	\$8,500	3.9%					
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout									
	NA ^{1/}	\$2.99/1,000	\$3.12/1,000	Local 85%				National 15%					
Δ 01 - 02	6.3%	2003	\$9,000	2004	\$9,600	2005	\$10,200	2006	\$10,700	2007	\$11,200	Δ 02 - 07	5.7%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	181.0	183.0	0.2%	183.0	186.7
Households	68.0	74.3	1.8%	74.3	77.8	0.9%
Retail Sales	NA ^{1/}	2,845.0	NA ^{1/}	2,845.0	3,591.4	4.8%
EBI ^{2/}	2,325.7	2,611.8	2.3%	2,611.8	3,100.1	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	89.3	13.5	8.1	9.8	10.7	14.1	14.2	19.0
Women (000)	93.6	12.6	7.8	9.6	11.2	14.9	14.4	23.2
Total	183.0	26.1	15.9	19.4	21.9	29.0	28.5	42.2
Percentage	100.0%	14.2%	8.7%	10.6%	12.0%	15.8%	15.6%	23.1%
Per Capita	\$ 14,275	Median Household		\$ 29,337	Avg Household		\$ 35,156	
Ethnic Population:	White 96.7%	Black 0.5%	Asian 0.7%	Hispanic 0.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		8	6	11	14	4	18
Tot 12+		36.2	36.1	70.1	72.3	6.2	78.5
Avg 12+		4.5	6.0	6.4	5.2	1.6	4.4
Tot LCS		46.1	46.0	89.3	92.1	7.9	100.0
Avg LCS		5.8	7.7	8.1	6.6	2.0	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Augusta, ME

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WEZQ	Bangor	B	92.9	20.0	787	a	Cumulus Bcstg Inc	76	9903	4,000	d3	Soft AC	600	1.10	6.4	4.0	5.7	5.8	4.4	4.1	6.6	8.7	6.8		
WKSQ	Ellsworth	B	94.5	11.5	1027	d	Clear Channel Comm	82	0011		g1	AC	1,300	2.59	5.9	4.0	5.2	4.5	4.8	4.1	4.7	5.4	3.4		
WSYY	Millinocket	C2	94.9	25.0	692	c	Katahdin Comm Inc	78				Country	75		0.2	0.4	0.5	0.4	0.0	0.9	0.0	0.0	0.0		
• WWMJ	Ellsworth	B	95.7	11.5	1030	a	Cumulus Bcstg Inc	65	9903		d3	Oldies	475	1.12	5.0	4.8	4.7	4.5	3.5	2.7	6.6	8.7	4.3		
WWBX	Bangor	B	97.1	6.5	1230	d	Clear Channel Comm	61	0108	3,750	c2	CHR	450	0.79	6.7	6.2	6.6	5.8	4.8	7.3	5.7	7.6	8.5		
WKIT	Brewer	B	100.3	16.0	883	b	Zone Corp	79	9510	450		AOR	1,000	1.05	11.2	7.9	8.0	9.9	7.9	7.3	13.2	9.8	7.4		
• WFZX	Searsport	B1	101.7	2.7	1004	d	Clear Channel Comm	94	0011		g1	Clsc Rock	500	1.00	5.9	3.1	3.8	5.4	3.9	5.0	0.0	1.1	0.0		
• WGUY	Dexter	C2	102.1	23.0	673	d	Clear Channel Comm	93	0305 p	1,200		Oldies	325	1.23	3.1	1.8	1.4	1.3	3.5	1.8	2.8	2.2	1.3		
WVOM	Howland	C	103.9	89.9	1509	d	Clear Channel Comm	93	0011		g1	News/Talk	700	1.13	7.3	7.5	6.1	4.5	7.0	6.4	4.7	4.3	8.3		
WBFB	Belfast	B	104.7	10.0	1099	d	Clear Channel Comm	86	0011		g1	Country	525	0.74	8.3	6.2	5.2	5.8	7.4	4.5	4.7	5.4	8.1		
• WTOS	Skowhegan	C	105.1	57.0	2451	a	Clear Channel Comm	69	0101			AOR	n/a		5.9	4.8	3.8	5.4	3.9	6.4	2.8	3.3	4.8		
WBYA	Islesboro	B1	105.5	20.0 cp	305		Mariner Bcstg Ltd	99	0209 p	1,150		Big Band			1.1	0.0	0.5	0.9	0.9	0.5	0.0	0.0	0.0		
WQCB	Brewer	C	106.5	100.0	1079	a	Cumulus Bcstg Inc	86	9807	500	d1	Country	1,625	1.14	16.8	15.9	12.7	12.6	14.0	13.2	8.5	10.9	13.9		
WBZN	Old Town	C2	107.3	50.0	436	a	Cumulus Bcstg Inc	95	9807		d1	CHR	500	0.70	8.4	5.7	5.7	6.3	7.0	7.7	6.6	9.8	7.1		
# FM Stations -					14	# Combos -					13	FM TOTALS					92.2	72.3	69.9	73.1	73.0	71.9	66.9	77.2	73.9

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WZON	Bangor	B	620	5.0	5.00	b	Zone Corp	26	9309	236		Sports	200	0.78	3.0	3.1	2.4	3.1	1.7	3.2	2.8	3.3	4.1		
WABI	Bangor	B	910	5.0	5.00	d	Clear Channel Comm	24	0108		c2	Nostalgia	200	0.49	4.8	3.1	2.4	4.5	3.1	4.1	8.5	5.4	6.0		
WSYY	Millinocket	C	1240	1.0	1.00	c	Katahdin Comm Inc	63				Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WNZS	Veazie	C	1340	1.0	0.63		Waterfront Comm Inc	02				News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					4	# Combos -					3	AM TOTALS					7.8	6.2	4.8	7.6	4.8	7.3	11.3	8.7	10.1
AM & FM Stations Profiled -					18	# Duopolies -					5	Total Local Commercial Share					78.5	74.7	80.7	77.8	79.2	78.2	85.9	84.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 215

Revenue Rank: 268

Laredo, TX Market Overview



Metro Counties / Population (000)

Webb, TX	204.4
	204.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02						
		\$3,100	\$3,300	\$3,700	\$4,100	\$3,900	\$4,200	6.0%					
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout									
	NA ^{1/}	\$1.59/1,000	\$1.39/1,000	Local	75%	National	25%						
Δ 01 - 02	7.7%	2003	\$4,400	2004	\$4,700	2005	\$5,000	2006	\$5,300	2007	\$5,500	Δ 02 - 07	5.7%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	179.0	204.4	2.7%	204.4	232.8
Households	45.3	53.9	3.5%	53.9	61.9	2.8%
Retail Sales	NA ^{1/}	2,639.2	NA ^{1/}	2,639.2	3,961.4	8.5%
EBI ^{2/}	1,536.6	1,965.4	5.0%	1,965.4	2,706.5	6.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	98.4	25.7	11.7	11.7	15.0	12.8	9.7	11.9
Women (000)	106.0	25.3	11.2	12.1	16.6	13.7	10.7	16.3
Total	204.4	51.0	22.9	23.8	31.6	26.5	20.4	28.2
Percentage	100.0%	24.9%	11.2%	11.6%	15.5%	13.0%	10.0%	13.8%
Per Capita	\$ 9,616	Median Household		\$ 26,327	Avg Household		\$ 36,468	
Ethnic Population:	White	83.4%	Black	0.4%	Asian	0.5%	Hispanic	94.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		3	5	5	3	8
Tot 12+	21.5		37.4	58.9	58.9	4.1	63.0
Avg 12+	10.8		12.5	11.8	11.8	1.4	7.9
Tot LCS	34.1		59.4	93.5	93.5	6.5	100.0
Avg LCS	17.1		19.8	18.7	18.7	2.2	12.5

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KJBZ	Laredo	A	92.7	3.0	289	a	Guerra Enterprises	82	8912	750	Tejano	1,100	1.25	21.0	9.5	10.6	12.1	15.4	14.5	15.5	16.6	13.8
KQUR	Laredo	C1	94.9	100.0	810		Border Bcstrs Inc	52			1 70s & 80s	700	1.11	15.0	5.8	9.2	9.5	10.2	14.1	10.9	12.0	12.2
KRRG	Laredo	C1	98.1	100.0	699	a	Guerra Enterprises	82	9211	1,200	CHR	900	0.94	22.7	7.5	12.4	17.7	12.2	17.6	18.8	23.2	15.8
KDDN	Mirando City	C2	100.6	42.0	535		RMP Radio LP	93	0306		g Mexican	500	0.69	17.2	24.1	13.8	9.5	13.0	8.8	8.8	4.1	5.5
KNEX	Laredo	A	106.1	6.0	174	b	Amigo Bcstg LP	93	0005	3,000	c3 1 Rhymc/CHR	800	0.94	20.2	12.0	12.9	16.0	10.6	12.3	10.5	10.0	10.9
# FM Stations -				5	# Combos -				3	FM TOTALS				96.1	58.9	58.9	64.8	61.4	67.3	64.5	65.9	58.2

AM Stations

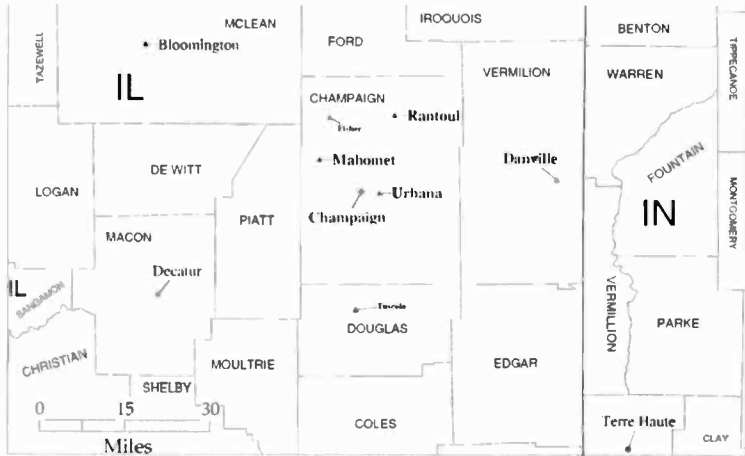
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KVOZ	Del Mar Hills	B	890	10.0	1.00	La Radio Cristiana	52	9704	1,850		Span/Chrst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KLAR	Laredo	D	1300	1.0	0.08	Faith & Power Comm	56	9603	450		Span/Chrst	50	0.63	1.9	0.0	0.9	1.3	1.2	1.3	0.0	1.2	1.1
KLNT	Laredo	C	1490	1.0	1.00	b Amigo Bcstg LP	90	0005		c3 1	Talk	100	1.25	1.9	4.1	2.8	0.9	1.6	0.9	1.7	2.1	2.2
# AM Stations -				3	# Combos -				1	AM TOTALS				3.8	4.1	3.7	2.2	2.8	2.2	1.7	3.3	3.3
AM & FM Stations Profiled -				8	# Duopolies -				1	Total Local Commercial Share				63.0	62.6	67.0	64.2	69.5	66.2	69.2	61.5	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 216

Revenue Rank: 154

Champaign, IL Market Overview



Metro Counties / Population (000)

Champaign, IL	180.4
	180.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$8,700	\$10,700	\$11,900	\$13,400	\$12,500	\$12,700
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	1.6%	\$13,300	\$14,300	\$15,100	\$15,900	\$16,700	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$6.43/1,000	\$7.19/1,000	Local	88%		
Revenue/Capita	\$51.91	\$70.40	\$91.31	National	12%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	167.6	180.4	1.5%	180.4	182.9
Households	62.3	71.3	2.7%	71.3	73.5	0.6%
Retail Sales	NA ^{1/}	1,976.5	NA ^{1/}	1,976.5	2,323.1	3.3%
EBI ^{2/}	2,587.4	3,032.1	3.2%	3,032.1	3,757.3	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	90.4	12.8	6.6	22.6	13.3	11.6	10.5	13.1
Women (000)	90.0	12.1	6.2	19.8	12.3	11.9	10.9	16.9
Total	180.4	24.9	12.8	42.4	25.6	23.5	21.4	29.9
Percentage	100.0%	13.8%	7.1%	23.5%	14.2%	13.0%	11.8%	16.6%
Per Capita	\$ 16,805							
				Median Household	\$ 33,486			
						Avg Household	\$ 42,509	
Ethnic Population:	White 77.9%		Black 11.6%		Asian 6.8%		Hispanic 3.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	5		9	11	3	14
Tot 12+	18.2	39.4		56.0	57.6	9.4	67.0
Avg 12+	3.0	7.9		6.2	5.2	3.1	4.8
Tot LCS	27.2	58.8		83.6	86.0	14.0	100.0
Avg LCS	4.5	11.8		9.3	7.8	4.7	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WKIO	Urbana	B1	92.5	16.0	410	a	Saga Comm Inc	67	0009	7,000		Oldies	750	0.55	10.7	5.7	7.9	6.7	7.0	5.6	5.4	6.8	6.9		
WEBX	Tuscola	A	93.5	6.0	308	c	AAA Entertainment	70	0006	500		AOR	400	0.64	4.9	1.6	0.6	1.9	4.5	1.7	2.7	3.7	2.6		
WLRW	Champaign	B	94.5	50.0 cp	390	a	Saga Comm Inc	63	0305		g	Adult CHR	1,250	0.96	10.3	9.3	6.1	6.7	6.5	5.0	8.1	8.9	6.2		
WEVX	Rantoul	A	95.3	1.9	413	c	AAA Entertainment	72	0006	5,300	d1	Rock	400	1.02	3.1	3.6	1.2	2.9	1.0	1.7	1.1	2.6	3.1		
WQQB	Rantoul	A	96.1	3.8	404	c	AAA Entertainment	93	0006		d1	Top 40	800	0.66	9.6	6.2	5.5	6.2	6.0	7.3	7.6	8.9	5.9		
WHMS	Champaign	B	97.5	50.0	358	b	DWS Inc		49			Lite Rock	1,000	0.82	9.6	5.2	8.5	6.2	6.0	6.7	6.5	5.2	6.6		
WXLS	Danville	B	99.1	50.0	499		Key Bcstg Inc	70	9304	1,300		Clsc Hits	1,100	3.21	2.7	3.1	2.4	2.4	1.0	1.7	1.1	0.5	1.5		
WIXY	Champaign	B1	100.3	13.0	453	a	Saga Comm Inc	92	9210	250		Country	2,200	1.03	16.8	16.1	10.3	10.0	11.5	13.4	11.9	11.0	13.0		
WGNN	Fisher	A	102.5	6.0	328	d	Good News Radio Inc	93	9607	310		Religion	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WGKC	Mahomet	A	105.9	2.5	512	c	AAA Entertainment	90	0006		d1	Clsc Rock	1,100	1.08	8.0	4.7	4.8	5.2	5.0	5.0	6.5	8.9	6.6		
WPGU	Urbana	A	107.1	3.0	236		Illini Media Co		67			Alternative	950	1.08	6.9	2.1	3.6	4.8	4.0	4.5	4.3	3.7	5.1		
# FM Stations -					11	# Combos -					9	FM TOTALS					82.6	57.6	50.9	53.0	52.5	52.6	55.2	60.2	57.5

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WDWS	Champaign	C	1400	1.0	1.00	b	DWS Inc	37				News/Talk	1,400	0.79	14.0	7.8	11.5	7.1	11.0	10.6	11.9	7.3	9.9		
WJCI	Rantoul	D	1460	0.5	0.07		Vanguard Bcstg Inc	63	9912	175		Sports	100		0.8	0.0	0.6	0.0	1.0	0.0	0.0	0.0	0.0		
WBCP	Urbana	D	1580	0.3	0.01		WBCP Inc	48	9003	135		Urban AC	700	2.12	2.6	1.6	2.4	1.4	2.0	2.8	1.1	1.6	2.4		
# AM Stations -					3	# Combos -					1	AM TOTALS					17.4	9.4	14.5	8.5	14.0	13.4	13.0	8.9	12.3
AM & FM Stations Profiled -					14	# Duopolies -					3	Total Local Commercial Share					67.0	65.4	61.5	66.5	66.0	68.2	69.1	69.8	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 217

Revenue Rank: 235

Alexandria, LA Market Overview



Metro Counties / Population (000)

Avoyelles, LA	41.8
Grant, LA	18.9
Rapides, LA	125.1
Total	185.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,900	\$5,000	\$5,600	\$6,200	\$5,900	\$6,100
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.4%	\$6,500	\$7,000	\$7,300	\$7,700	\$8,100	5.8%
Revenue/Retail Sales	NA ^{1/}	\$3.10/1,000	\$3.49/1,000				Est. Breakout
Revenue/Capita	\$26.19	\$32.83	\$44.02				Local 85%
							National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	187.1	185.8	-0.1%	185.8	184.0
Households	65.8	69.3	1.0%	69.3	70.3	0.3%
Retail Sales	NA ^{1/}	1,970.8	NA ^{1/}	1,970.8	2,319.2	3.3%
EBI ^{2/}	2,119.9	2,438.2	2.8%	2,438.2	2,931.6	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	89.3	16.4	9.2	8.7	11.4	13.2	12.1	18.3
Women (000)	96.5	15.9	9.1	8.8	11.6	13.9	12.8	24.3
Total	185.8	32.3	18.3	17.5	23.1	27.1	25.0	42.5
Percentage	100.0%	17.4%	9.9%	9.4%	12.4%	14.6%	13.4%	22.9%
Per Capita	\$ 13,125							
			Median Household	\$ 27,293			Avg Household	\$ 35,184
Ethnic Population:	White 68.1%		Black 28.9%		Asian 0.7%		Hispanic 1.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		7	10	13	4	17
Tot 12+	16.7		46.8	61.9	63.5	2.5	66.0
Avg 12+	2.8		6.7	6.2	4.9	0.6	3.9
Tot LCS	25.3		70.9	93.8	96.2	3.8	100.0
Avg LCS	4.2		10.1	9.4	7.4	0.9	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KLIL	Moreauville	A	92.1	6.0	299	c	Cajun Bcstg Corp	80				Oldies	450	1.51	4.9	2.5	2.3	3.1	3.8	2.8	3.5	5.2	3.3
KQID	Alexandria	C	93.1	100.0	1522	a	Cenla Bcstg Co Inc	78	8008	600	2	CHR	700	1.21	9.5	7.6	8.4	5.8	7.7	5.7	4.0	5.6	9.0
KFAD	Alexandria	A	93.9	6.0	328		FM Bcstg Corp	93	9306			Urban/Oldes	150	1.89	1.3	0.8	1.4	0.9	0.9	4.3	5.1	3.3	3.5
KZLG	Mansura	A	95.9	6.0	322	c	Cajun Bcstg Corp	01				AC	25		0.3	0.0	0.9	0.4	0.0	0.5	0.0	0.0	0.0
KZMZ	Alexandria	C0	96.9	100.0	1053	b	Clear Channel Comm	47	0008		g	Clsc Rock	675	1.12	9.9	4.6	7.4	6.3	7.7	7.1	7.1	7.0	5.2
KAPB	Marksville	A	97.7	6.0	328		Radio Group	71	8811	350	c1	Country	600	1.23	8.0	4.6	3.3	7.6	3.8	3.8	4.0	4.7	4.1
KKST	Oakdale	C1	98.7	35.0	1053	b	Clear Channel Comm	72	0008		g	AC	425	1.24	5.6	3.8	7.4	3.6	4.3	5.7	3.5	2.8	4.9
KRRV	Alexandria	C	100.3	100.0	1053	b	Clear Channel Comm	69	0008		g	Country	900	1.33	11.1	11.4	7.9	7.2	8.5	10.9	11.6	15.0	13.0
KBCE	Boyce	C3	102.3	21.0	289		Urban Radio Bcstg	82	0206	1,450	st 1	Urban AC	475	0.53	14.8	8.4	7.4	10.3	10.7	8.1	11.1	10.3	20.8
KLAA	Tioga	C2	103.5	50.0	476	d	Cajun Comm TX Inc	84	9212	7	e	Country	400	0.85	7.7	5.9	4.2	6.3	4.7	7.1	6.1	7.0	8.1
KEZP	Bunkie	C3	104.3	18.0	384		Owensville Comm	91				Oldies	400	1.07	6.1	5.1	6.0	4.0	4.7	7.6	9.1	8.0	4.1
KHFX	Ball	A	105.5	6.0	318	d	Cajun Comm TX Inc	98	9810		cp	AC	200	1.31	2.5	0.8	1.4	2.2	1.3	2.8	2.0	0.9	1.6
KEDG	Alexandria	A	106.9	6.0	328		Flinn Bcstg Corp	00				2 Urban	300	0.39	12.7	8.0	9.3	10.3	7.7	10.0	7.6	8.9	0.0
# FM Stations -					13	# Combos -					8	FM TOTALS			94.4	63.5	67.3	68.0	65.8	76.4	74.7	78.7	77.6

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	(kW)								Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
• KWDF	Ball	D	840	8.0	0.00		Educational Media	87	0308	p	375		Gospel			0.9	0.0	0.9	1.3	0.0	0.0	0.5	0.0	0.0
KSYL	Alexandria	B	970	1.0	1.00	a	Cenla Bcstg Co Inc	47	8008			2	Nws/Tlk/Spt	350	1.25	4.6	2.5	3.7	2.7	3.8	0.9	4.0	1.4	1.3
KTTP	Pineville	D	1110	2.0	0.00		Peoples Bcstg Ntwk	74	0008		180		Ethnc/Gospl			0.3	0.0	0.0	0.0	0.4	1.4	2.5	0.0	0.0
KDBS	Alexandria	D	1410	1.0	0.05	b	Clear Channel Comm	53	0008		g	Sports	25				0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					4	# Combos -					2	AM TOTALS			5.8	2.5	5.5	4.0	4.2	2.3	7.0	1.4	1.3	
AM & FM Stations Profiled -					17	# Duopolles -					3	Total Local Commercial Share			66.0	72.8	72.0	70.0	78.7	81.7	80.1	78.9		

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 218

Revenue Rank: 193

Lake Charles, LA Market Overview



Metro Counties / Population (000)

Calcasieu, LA	184.7
	184.7

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02	
		\$5,900	\$6,400	\$7,500	\$8,000	\$7,500	\$9,100	8.9%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout				
	NA ^{1/}	\$4.12/1,000	\$4.42/1,000	Local	90%			
	\$32.74	\$49.27	\$63.16	National	10%			

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	180.2	184.7	0.5%	184.7	188.4
Households	65.0	69.6	1.4%	69.6	72.4	0.8%
Retail Sales	NA ^{1/}	2,208.5	NA ^{1/}	2,208.5	2,694.3	4.1%
EBI ^{2/}	2,498.4	2,942.4	3.3%	2,942.4	3,713.6	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	89.6	16.7	9.1	9.5	11.2	13.7	12.4	16.9
Women (000)	95.1	15.8	8.9	9.6	11.8	14.4	12.9	21.8
Total	184.7	32.4	18.0	19.2	23.1	28.1	25.3	38.7
Percentage	100.0%	17.6%	9.7%	10.4%	12.5%	15.2%	13.7%	20.9%
Per Capita	\$ 15,930							
			Median Household	\$ 34,100			Avg Household	\$ 42,289
Ethnic Population:	White	73.0%	Black	24.4%	Asian	0.7%	Hispanic	1.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			8	8	8	5	13
Tot 12+			66.6	66.6	66.6	8.3	74.9
Avg 12+			8.3	8.3	8.3	1.7	5.8
Tot LCS			88.9	88.9	88.9	11.1	100.0
Avg LCS			11.1	11.1	11.1	2.2	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• KHLA	Jennings	C2	92.9	30.0	640	c	Apex Bcstg Inc	63	0010	865	c1	Gospel	1,000	1.43	7.7	9.9	6.2	6.8	4.2	1.5	2.6	1.9	1.5		
KYKZ	Lake Charles	C1	96.1	100.0	479	a	Cumulus Bcstg Inc	76	9806	14,848	d1	Country	2,100	1.02	22.7	12.0	19.1	14.5	17.9	23.1	24.5	21.7	19.3		
KQLK	De Ridder	C2	97.9	50.0	492	d	Pittman Bcst Service	91	9803	243		Top 40	500	0.87	6.3	3.6	1.5	4.3	4.7	4.0	0.0	0.0	0.0		
KBXG	Lake Charles	C1	99.5	100.0	955	b	Apex Bcstg Inc	65	0009			Country	1,200	1.32	10.0	7.8	6.2	9.7	4.7	6.5	8.3	12.1	8.8		
KKGB	Sulphur	C3	101.3	25.0	289	a	Cumulus Bcstg Inc	77	9806		d1	Clsc Rock	1,000	1.10	10.0	5.2	7.2	6.3	8.0	8.0	6.8	10.1	9.5		
KBIU	Lake Charles	C1	103.7	100.0	489	a	Cumulus Bcstg Inc	76	9806		d1	Hot AC	1,100	1.03	11.7	5.7	5.7	9.2	7.5	6.5	9.9	7.7	6.8		
KZWA	Moss Bluff	C3	104.9	25.0 cp	328		B & C Bcstg Inc	94				Urban AC	850	0.90	10.4	14.6	10.8	6.3	8.5	9.0	7.8	10.1	12.6		
KVEE	Lake Arthur	C2	107.5	50.0	463	b	Apex Bcstg Inc	98	9707	74	cp	Urban AC	550	0.50	12.1	7.8	8.8	8.7	8.5	7.5	9.4	4.8	2.5		
# FM Stations -					8	# Combos -					6	FM TOTALS					90.9	66.6	65.5	65.8	64.0	66.1	69.3	68.4	61.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KJEF	Jennings	B	1290	1.0	0.28	b	Apex Bcstg Inc	50	0010		c1	Nws/Tik/Spt			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KEZM	Sulphur	D	1310	0.5	0.05		Merchant Bcstg Inc	55	9803	75		Sports	25		0.4	0.0	1.0	0.0	0.5	1.0	0.5	1.9	1.3		
KAOK	Lake Charles	C	1400	1.0	1.00	d	Pittman Bcst Service	47	9803	150		Talk	150	0.97	1.7	2.1	1.5	1.9	0.5	0.0	3.1	4.3	3.4		
KLCL	Lake Charles	B	1470	5.0	0.50	b	Apex Bcstg Inc	35	0008			Nws/Tik/Spt	175		1.7	0.5	1.0	0.0	0.0	1.5	0.0	1.9	1.1		
KXZZ	Lake Charles	B	1580	1.0	1.00	a	Cumulus Bcstg Inc	47	9806		d1	Urban AC	375	0.59	7.0	5.7	4.6	4.8	5.2	7.5	4.7	3.4	3.6		
# AM Stations -					5	# Combos -					4	AM TOTALS					9.1	8.3	8.1	6.7	6.2	10.0	8.3	11.5	9.4
AM & FM Stations Profiled -					13	# Duopolies -					4	Total Local Commercial Share					74.9	73.6	72.5	70.2	76.1	77.6	79.9	70.4	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 219

Revenue Rank: 198

Ft. Walton Beach, FL Market Overview



Metro Counties / Population (000)

Okaloosa, FL	178.5
	178.5

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,100	\$5,200	\$5,500	\$5,700	\$7,600	\$8,400
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	10.5%	\$8,900	\$9,600	\$10,100	\$10,600	\$11,200	6.0%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.25/1,000	\$3.25/1,000	Local	93%		
Revenue/Capita	\$30.59	\$47.06	\$56.80	National	7%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	166.7	178.5	1.4%	178.5	197.2
Households	61.5	70.0	2.6%	70.0	78.8	2.4%
Retail Sales	NA ^{1/}	2,582.6	NA ^{1/}	2,582.6	3,448.8	6.0%
EBI ^{2/}	2,466.9	3,071.2	4.5%	3,071.2	4,062.1	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	89.8	14.4	8.1	9.7	12.4	15.2	11.9	18.0
Women (000)	88.8	13.9	7.7	7.9	11.4	14.4	12.3	21.3
Total	178.5	28.3	15.8	17.5	23.8	29.7	24.2	39.2
Percentage	100.0%	15.9%	8.9%	9.8%	13.3%	16.6%	13.6%	22.0%
Per Capita	\$ 17,202							
			Median Household	\$ 35,553			Avg Household	\$ 43,903
Ethnic Population:	White	83.0%	Black	9.2%	Asian	2.7%	Hispanic	4.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		8	10	10	5	15
Tot 12+	11.9		47.3	59.2	59.2	8.3	67.5
Avg 12+	6.0		5.9	5.9	5.9	1.7	4.5
Tot LCS	17.6		70.1	87.7	87.7	12.3	100.0
Avg LCS	8.8		8.8	8.8	8.8	2.5	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
• WMMK	Destin	C3	92.1	25.0	200	a	81	0309	2,500		AC	300	2.98	1.2	2.1	3.2	1.1	0.5	1.0	3.0	4.0	2.9			
• WZNS	Fort Walton	C1	96.5	100.0	436	c	97	0302	30,000	d1	Top 40	1,000	0.63	19.0	10.9	13.4	12.2	12.4	13.4	12.6	10.9	14.3			
• WTKE	Holt	C1	98.1	100.0	482		50	0309	3,000		Sports	650	2.15	3.6	2.6	5.3	2.6	2.1	1.5	2.0	1.5	1.9			
• WKSM	Fort Walton	C2	99.5	50.0	436	c	65	0303		d1	Rock	1,250	0.99	15.0	9.9	11.2	10.6	8.8	10.9	10.6	15.8	7.3			
• WNCV	Niceville	A	100.3	3.5	440	c	93	0303		d1	Soft AC	1,150	1.18	11.6	8.3	5.3	6.9	8.2	6.9	5.0	5.0	9.2			
• WWAV	Santa Rosa	C2	102.1	50.0	374	d	85	0307		g1	Clsc Rock	500	0.92	6.5	3.1	3.7	3.2	5.2	3.5	5.5	2.0	4.7			
• WMXZ	Valparaiso	C2	103.1	50.0	482	d	74	0307		g1	Hot AC	1,000	1.83	6.5	3.1	3.2	3.2	5.2	2.5	4.0	5.4	3.8			
• WAAZ	Crestview	C1	104.7	100.0	486	b	65	7008			Country	200	0.74	3.2	3.1	2.1	2.6	1.5	0.5	3.5	2.0	1.5			
• WYZB	Mary Esther	C3	105.5	25.0	305	c	86	0303		d1	Country	1,950	1.33	17.4	12.5	8.0	10.6	11.9	10.9	13.1	7.4	7.9			
• WSBZ	Miramar Beach	A	106.3	3.0	328		94				Smooth Jazz	150	0.30	6.0	3.6	1.6	4.2	3.6	2.5	1.5	1.5	4.6			
# FM Stations -														10	# Combos -		8	FM TOTALS							
														90.0	59.2	57.0	57.2	59.4	53.6	60.8	55.5	58.1			

AM Stations

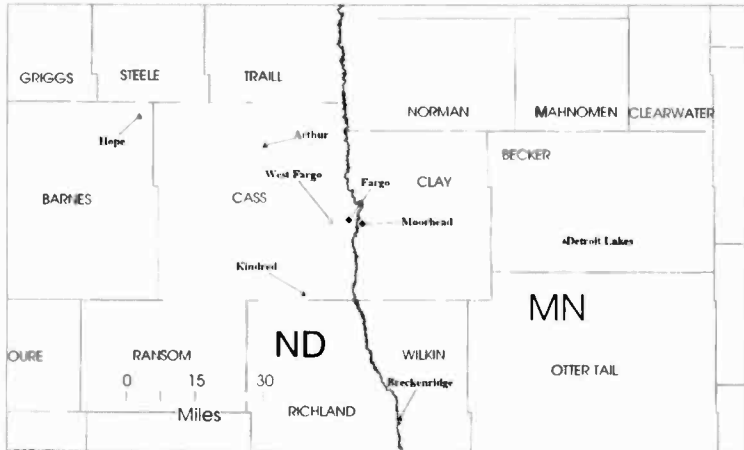
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WJSB	Crestview	D	1050	3.1	0.00	b	54	7008			Country	100	0.60	2.0	0.5	1.1	1.6	1.0	1.0	0.0	0.5	1.7
• WBZR	Destin	D	1120	2.2	0.00		88	0308	400	1	Talk/News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WFTW	Fort Walton	D	1260	2.5	0.13	c	53	0303		d1	News/Talk	625	1.16	6.4	4.7	4.8	4.2	4.1	4.0	4.0	1.5	2.9
• WFSH	Valparaiso-Nicevi	C	1340	1.0	1.00		58	0308	225	1	Oldies			1.6	2.1	1.6	1.1	1.0	1.0	0.0	0.5	0.0
• WJGC	Fort Walton	C	1400	1.0	1.00	a	56	0008	190		Urban	100			1.0	0.0	0.0	0.0	3.0	1.5	0.5	1.0
# AM Stations -				5	# Combos -		3	AM TOTALS														
AM & FM Stations Profiled -				15	# Duopolies -		5	Total Local Commercial Share														
														10.0	8.3	7.5	6.9	6.1	9.0	5.5	3.0	5.6
														67.5	64.5	64.1	65.5	62.6	66.3	58.5	63.7	

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 220

Revenue Rank: 161

Fargo-Moorhead, ND-MN Market Overview



Metro Counties / Population (000)

Cass, ND	125.4
Clay, MN	51.2
Total	176.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$11,100	\$12,000	\$12,900	\$13,500	\$11,500	\$11,900
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.5%	\$12,500	\$13,400	\$14,100	\$14,900	\$15,700	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$4.11/1,000	2007 \$4.37/1,000	Est. Breakout		Local 65%	
Revenue/Capita	\$66.47	\$67.38	\$85.65			National 35%	

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	167.0	176.6	1.1%	176.6	183.3
Households	63.6	71.5	2.4%	71.5	75.9	1.2%
Retail Sales	NA ^{1/}	2,898.2	NA ^{1/}	2,898.2	3,596.2	4.4%
EBI ^{2/}	2,552.6	3,270.2	5.1%	3,270.2	4,365.5	5.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	87.4	14.0	7.5	14.4	12.9	13.0	11.8	13.8
Women (000)	89.2	13.5	7.1	14.8	11.9	13.0	11.4	17.5
Total	176.6	27.4	14.6	29.2	24.7	26.0	23.3	31.4
Percentage	100.0%	15.5%	8.3%	16.5%	14.0%	14.7%	13.2%	17.8%
Per Capita	\$ 18,516	Median Household		\$ 37,192	Avg Household		\$ 45,723	
Ethnic Population:	White 94.5%	Black 0.8%	Asian 1.2%	Hispanic 2.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			11	9	11	4	15
Tot 12+			53.3	51.1	53.3	26.9	80.2
Avg 12+			4.8	5.7	4.8	6.7	5.3
Tot LCS			66.5	63.7	66.5	33.5	100.0
Avg LCS			6.0	7.1	6.0	8.4	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000) ^{1/}	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KFAB	Kindred	C3	92.7	25.0	328	c	Clear Channel Comm	93	0012		g2	Country	100	0.25	3.3	2.6	3.5	2.1	3.5	4.8	4.0	5.3	3.6		
WDAY	Fargo	C	93.7	100.0	1030	c	Clear Channel Comm	65	0012		g2	CHR	800	0.65	10.3	10.6	10.0	9.1	8.4	10.0	8.9	11.0	9.8		
KRVI	Detroit Lakes	C1	95.1	100.0	971	c	Clear Channel Comm	76	0012		g2	Soft AC	800	1.10	6.1	3.5	4.3	5.4	4.9	4.8	4.5	5.3	4.1		
KQWB	Moorhead	C1	98.7	100.0	581	b	Triad Bcstg Co	66	9909		g1	Modern Rock	900	0.64	11.8	5.7	8.3	10.4	9.7	12.4	8.9	9.7	6.0		
KVOX	Moorhead	C1	99.9	100.0	381	b	Triad Bcstg Co	66	9909		g1	Country	1,350	1.02	11.1	9.7	11.3	9.1	9.7	8.0	8.0	10.1	10.4		
• KDJZ	Harwood	C3	100.7	25.0	328	a	Educational Media	01	0310 p	750		Smooth Jazz	500	0.91	4.6	0.9	1.3	2.9	4.9	0.0	0.0	0.0	0.0		
• KKBX	Fargo	C1	101.9	93.0	1001	c	Clear Channel Comm	84	0012		g2	Country	400	0.70	4.8	4.8	3.5	4.6	3.5	4.4	4.9	6.2	6.3		
• KVMI	Arthur	C3	103.9	25.0	328	a	Vision Media Inc	94	9507		na	Oldies	150		0.7	1.3	1.7	0.8	0.4	1.6	1.3	0.9	2.6		
• KDAM	Hope	C1	104.7	100.0	702		Clear Channel Comm	02	0006	800		Rock				4.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0		
KLTA	Breckenridge	C1	105.1	100.0	650	b	Triad Bcstg Co	70	9909		g1	AC	1,250	1.54	6.8	6.2	5.2	6.2	5.3	4.8	5.4	5.7	9.3		
KPFX	Fargo	C1	107.9	100.0	656	b	Triad Bcstg Co	93	9909		g1	Clsc Rock	1,200	1.17	8.6	4.0	4.3	7.1	7.5	9.6	7.6	7.0	7.5		
# FM Stations -					11	# Combos -					10	FM TOTALS					68.1	53.3	54.3	57.7	57.8	60.4	53.5	61.2	59.6

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000) ^{1/}	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KFGO	Fargo	B	790	5.0	5.00	c	Clear Channel Comm	48	0012		g2	News/Talk	3,600	1.50	20.2	14.5	17.4	17.0	17.3	15.9	18.8	16.7	15.8		
WDAY	Fargo	B	970	5.0	5.00		Forum Comm Co	22				News/Talk	750	0.89	7.1	8.8	7.0	6.2	5.8	5.6	7.6	6.2	6.1		
KVOX	Moorhead	B	1280	5.0	1.00	c	Clear Channel Comm	37	0012		g2	Sports	175	0.74	2.0	1.8	2.6	2.1	1.3	2.0	2.7	2.6	1.9		
KQWB	West Fargo	B	1660	10.0	1.00	b	Triad Bcstg Co	00	9909		g1	Talk	150	0.45	2.8	1.8	2.6	2.5	2.2	2.4	1.3	2.2	2.5		
# AM Stations -					4	# Combos -					3	AM TOTALS					32.1	26.9	29.6	27.8	26.6	25.9	30.4	27.7	26.3
AM & FM Stations Profiled -					15	# Duopolies -					5	Total Local Commercial Share					80.2	83.9	85.5	84.4	86.3	83.9	88.9	85.9	

• Indicates a change since last edition

^{1/} See introduction section for interpretation of revenue estimates.

Metro Rank: 221

Revenue Rank: 286

Blacksburg-Christiansburg-Radford-Pulaski Market



Metro Counties / Population (000)

Floyd, VA	14.4
Giles, VA	17.0
Montgomery, VA	86.3
Pulaski, VA	35.3
Radford city, VA	15.9
Total	168.9

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$2,300	\$2,500	\$2,500	\$2,300	\$1,900	\$2,100
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	10.5%	\$2,200	\$2,400	\$2,500	\$2,600	\$2,700	5.8%

	1997	2002	2007	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$1.24/1,000	\$1.35/1,000	Local	90%
Revenue/Capita	\$14.65	\$12.43	\$15.21	National	10%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	157.0	168.9	1.5%	168.9	177.5	1.0%
Households	57.7	66.3	2.8%	66.3	71.2	1.4%
Retail Sales	NA ^{1/}	1,689.6	NA ^{1/}	1,689.6	1,998.8	3.4%
EBI ^{2/}	1,759.7	2,276.8	5.3%	2,276.8	2,833.0	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	85.1	10.3	5.5	21.3	11.6	10.2	10.5	15.6
Women (000)	83.8	9.8	5.2	17.6	10.4	10.4	10.9	19.4
Total	168.9	20.1	10.7	39.0	22.1	20.6	21.4	35.0
Percentage	100.0%	11.9%	6.3%	23.1%	13.1%	12.2%	12.6%	20.7%
Per Capita	\$ 13,483		Median Household	\$ 28,184		Avg Household	\$ 34,359	
Ethnic Population:	White	91.5%	Black	4.2%	Asian	2.3%	Hispanic	1.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		6	7	10	8	18
Tot 12+	5.5		62.1	66.6	67.6	7.0	74.6
Avg 12+	1.4		10.4	9.5	6.8	0.9	4.1
Tot LCS	7.4		83.2	89.3	90.6	9.4	100.0
Avg LCS	1.8		13.9	12.8	9.1	1.2	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some Roanoke stations are also rated in this market.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WXLK	Roanoke	C	92.3	88.0	2051		Wheeler, Mel	60	9702	See (110)		CHR	n/a		20.3	13.6	10.7	12.9	14.4	12.7	14.9	15.3	13.0		
WSLC	Roanoke	C	94.9	100.0	1982		Wheeler, Mel	48	0005	See (110)		Country	n/a		18.5	14.6	15.7	15.4	9.9	11.0	10.7	5.6	3.1		
WROV	Martinsville	C1	96.3	14.0	2077		Clear Channel Comm	50	0008			AOR	n/a		7.9	7.6	5.1	4.5	6.1	5.0	6.0	8.5	5.1		
WSLQ	Roanoke	C	99.1	200.0	1992		Wheeler, Mel	47				AC	n/a		16.9	15.2	13.7	12.4	10.5	11.0	14.3	14.1	12.4		
WFNR	Christiansburg	A	100.7	0.8	886	a	New River Valley Rad	90	9906	6,455	d1	1 Nws/Tlk/Spt	275	4.68	2.8	1.0	1.5	1.5	2.2	0.6	1.8	0.0	2.5		
WZFM	Narrows	A	101.3	0.2 cp	1201		Old Dominion Media	91	9501	34		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WWBU	Radford	A	101.7	5.8	66	a	New River Valley Rad	65	9906		d1	1 Country	150	2.98	2.4	4.5	3.0	1.5	1.7	2.2	1.8	1.7	1.2		
WBRW	Blacksburg	C3	105.3	12.0	479	a	New River Valley Rad	64	9906		d1	1 Clsc Rock	650	3.03	10.2	3.5	6.6	6.5	7.2	5.5	6.5	4.0	3.3		
WBWR	Bedford	A	106.9	0.3	1276		Hammond Radio Ptrs	92	0010	See (110)		1 Clsc Rock	n/a			0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0		
WPSK	Pulaski	C3	107.1	1.8	1207	a	New River Valley Rad	67	9906		d1	1 Country	550	2.05	12.8	7.6	7.6	8.5	8.8	11.0	7.1	13.6	17.1		
# FM Stations -					10	# Combos -					4	FM TOTALS					91.8	67.6	64.4	63.2	60.8	59.0	63.1	62.8	57.7

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WFNR	Blacksburg	D	710	10.0	0.00	a	New River Valley Rad	73	9906		d1	1 Nws/Tlk/Spt	100	1.29	3.7	3.5	2.0	4.0	1.1	2.2	3.0	1.1	3.3		
WPIN	Dublin	D	810	4.2	0.00	b	Baker Family Stns	95				Chrst/CCtmp	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKNV	Fairlawn	D	890	10.0	0.00	b	Baker Family Stns	98				Gospel			0.7	2.0	0.0	1.0	0.0	1.1	0.0	1.7	1.0		
WNRV	Narrows-Pearisb	D	990	5.0	0.00		Perception Media Grp	53	9907			Gospel	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WGFC	Floyd	D	1030	1.0	0.00		New Life Church &Min	85	0308	15		Gospel	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBLB	Pulaski	C	1340	1.0	0.25		Nipper Auto Parts	73				Gospel	100	1.98	2.4	0.5	0.0	1.5	1.7	2.2	1.2	1.7	4.6		
WKEX	Blacksburg	D	1430	1.0	0.06	b	Baker Family Stns	69	9808	60		Blue Grass	50		0.4	1.0	0.5	0.5	0.0	1.7	0.0	2.3	1.3		
WRAD	Radford	B	1460	5.0	0.50	a	New River Valley Rad	50	9906		d1	1 Adlt Stndrd	100	3.97	1.2	0.0	1.0	1.0	0.6	0.0	0.0	0.0	0.0		
# AM Stations -					8	# Combos -					5	AM TOTALS					8.4	7.0	3.5	8.0	3.4	7.2	4.2	6.8	10.2
AM & FM Stations Profiled -					18	# Duopolies -					6	Total Local Commercial Share					74.6	67.9	71.2	64.2	66.2	67.3	69.6	67.9	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 222

Revenue Rank: 177

St. Cloud, MN Market Overview



Metro Counties / Population (000)

Benton, MN	35.0
Sherburne, MN	17.4
Stearns, MN	125.3
Total	177.7

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$9,100	\$8,700	\$8,500	\$9,600	\$9,900	\$10,400
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.1%	\$10,900	\$11,700	\$12,400	\$13,000	\$13,700	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.08/1,000	2007 \$2.84/1,000	Est. Breakout			
Revenue/Capita	\$54.85	\$58.53	\$73.11	Local	70%		
				National	30%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	165.9	177.7	1.4%	177.7	187.4
Households	56.4	64.6	2.8%	64.6	69.8	1.6%
Retail Sales	NA ^{1/}	3,378.9	NA ^{1/}	3,378.9	4,815.5	7.3%
EBI ^{2/}	2,076.3	2,697.5	5.4%	2,697.5	3,470.1	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	89.2	15.2	9.0	13.4	12.1	13.7	11.3	14.5
Women (000)	88.5	14.4	8.4	13.1	11.2	13.1	10.8	17.5
Total	177.7	29.6	17.4	26.5	23.4	26.8	22.1	31.9
Percentage	100.0%	16.6%	9.8%	14.9%	13.1%	15.1%	12.4%	18.0%
Per Capita	\$ 15,181		Median Household	\$ 36,006		Avg Household	\$ 41,756	
Ethnic Population:	White	95.8%	Black	0.9%	Asian	1.6%	Hispanic	1.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		8	8	10	6	16
Tot 12+	5.5		38.5	40.6	44.0	20.0	64.0
Avg 12+	2.8		4.8	5.1	4.4	3.3	4.0
Tot LCS	8.6		60.2	63.4	68.8	31.3	100.0
Avg LCS	4.3		7.5	7.9	6.9	5.2	6.3

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KKJM	St. Joseph	C3	92.9	25.0	328		St. Cloud Diocese	96	0001		dn	Christian	100	0.46	2.1	1.3	1.3	2.2	0.4	0.9	0.9	1.8	2.8
KMXK	Cold Spring	C2	94.9	50.0	492	d	Regent Comm	68	9905	12,700	c1	Hot AC	650	1.36	4.6	3.0	3.1	3.6	2.1	2.3	4.7	2.3	1.3
KKSR	Sartell	C2	96.7	50.0	453	d	Regent Comm	88	0105		d1	Dance/CHR	150	0.47	3.1	2.6	3.1	1.8	2.1	3.7	3.0	0.9	1.3
WWJO	St. Cloud	C	98.1	100.0	1001	d	Regent Comm	75	9905			Country	1,900	1.49	12.3	8.9	9.7	7.1	8.2	9.3	10.3	10.0	10.9
KZPK	Paynesville	C2	98.9	47.0	499	b	Leighton Broadcastin	95	9705	1,000		Country	1,600	1.33	11.6	7.7	7.5	7.1	7.3	7.0	9.0	8.7	8.9
KCML	St. Joseph	A	99.9	2.9	476	b	Leighton Broadcastin	98				Soft Hits	900	1.24	7.0	3.4	4.9	3.1	5.6	4.2	3.8	4.1	2.9
WHMH	Sauk Rapids	C2	101.7	50.0 cp	476	c	Hoppe, Herbert M	75				AOR	100	0.11	8.8	6.0	6.2	5.8	5.2	6.1	6.0	6.4	7.1
KLZZ	Waite Park	C3	103.7	9.0	413	d	Regent Comm	90	0105	5,000	d1	Clsc Rock	875	0.85	9.9	4.7	4.9	6.7	5.6	6.5	4.3	4.6	8.3
KCLD	St. Cloud	C	104.7	100.0	984	b	Leighton Broadcastin	48	7509			CHR	1,800	1.70	10.2	4.3	5.8	6.3	6.4	6.1	5.6	12.8	9.2
KDDG	Albany	A	105.5	6.0	328	a	Starcom	93	9612	1,250	c2	Oldies	150	1.03	1.4	2.1	0.9	0.9	0.9	1.4	1.3	1.4	1.0
# FM Stations -					10	# Combos -					9	FM TOTALS			71.0	44.0	47.4	44.6	43.8	47.5	48.9	53.0	53.7

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WBHR	Sauk Rapids	B	660	10.0	0.25	c	Hoppe, Herbert M	63				Sports			3.5	0.4	0.9	0.0	0.0	0.0	0.0	0.0	0.0
WVAL	Sauk Rapids	B	800	2.6	0.85	c	Hoppe, Herbert M	99				Country	175	0.48	3.5	3.8	2.2	2.2	2.1	3.3	3.0	1.4	2.5
KASM	Albany	D	1150	2.1	0.02	a	Starcom	50	9612		c2	FullService	300	0.33	8.8	6.8	6.2	4.5	6.4	5.1	6.0	2.3	6.2
• WJON	St. Cloud	C	1240	1.0	1.00	d	Regent Comm	50	9905		c1	News	1,100	1.20	8.8	4.7	7.1	5.4	5.6	4.7	3.8	5.5	6.6
KXSS	Waite Park	B	1390	2.5	1.00	d	Regent Comm	81	0105		d1	Sprts/Talk	50	0.34	1.4	0.9	0.4	0.9	0.9	1.9	0.9	0.9	0.8
KNSI	St. Cloud	C	1450	1.0	1.00	b	Leighton Broadcastin	38	7509			Talk	500	0.75	6.4	3.4	0.9	4.5	3.4	2.8	3.0	1.4	1.1
# AM Stations -					6	# Combos -					6	AM TOTALS			28.9	20.0	17.7	17.5	18.4	17.8	16.7	11.5	17.2
AM & FM Stations Profiled -					16	# Duopolies -					5	Total Local Commercial Share			64.0	65.1	62.1	62.2	65.3	65.6	64.5	70.9	

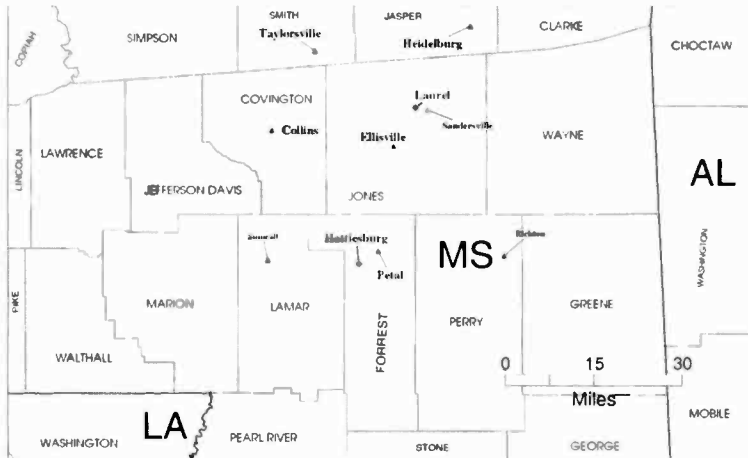
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 223

Revenue Rank: 245

Laurel-Hattiesburg, MS Market Overview



Metro Counties / Population (000)

Forrest, MS	73.0
Jones, MS	64.7
Lamar, MS	40.5
Total	178.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,800	\$5,100	\$5,300	\$5,800	\$5,500	\$5,700
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.64/1,000	\$2.90/1,000	Local	80%	National	20%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
3.6%	\$6,000	\$6,500	\$6,800	\$7,200	\$7,600	5.7%	

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	170.8	178.2	0.9%	178.2	181.1
Households	62.6	66.7	1.3%	66.7	68.6	0.6%
Retail Sales	NA ^{1/}	2,155.1	NA ^{1/}	2,155.1	2,617.1	4.0%
EBI ^{2/}	2,107.8	2,546.9	3.9%	2,546.9	3,203.0	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	85.1	15.3	7.9	11.6	11.7	12.0	10.9	15.6
Women (000)	93.1	14.7	7.8	12.8	12.0	12.8	11.6	21.3
Total	178.2	30.0	15.8	24.4	23.7	24.9	22.5	36.9
Percentage	100.0%	16.8%	8.8%	13.7%	13.3%	14.0%	12.6%	20.7%
Per Capita	\$ 14,295							
Median Household					\$ 29,477			
Avg Household								\$ 38,162
Ethnic Population:	White	71.0%	Black	26.7%	Asian	0.6%	Hispanic	1.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		7	12	13	5	18
Tot 12+	24.0		51.1	74.6	75.1	3.5	78.6
Avg 12+	4.0		7.3	6.2	5.8	0.7	4.4
Tot LCS	30.5		65.0	94.9	95.5	4.5	100.0
Avg LCS	5.1		9.3	7.9	7.3	0.9	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Biloxi

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WJMG	Hattiesburg	A	92.1	6.0	299	b	Floyd, Vernon C	82	8610			Urban	350	0.99	6.2	4.1	4.4	5.6	4.1	3.6	5.9	9.0	7.5		
WKZW	Sandersville	C2	94.3	50.0	492	d	Blakeney Comm Inc	75	9803	553		Hot AC	200	1.03	3.4	3.1	4.4	3.2	2.1	3.6	2.2	2.0	3.7		
WBBN	Taylorville	C2	95.9	31.0	623	d	Blakeney Comm Inc	85				Country	1,300	1.62	14.1	9.2	11.1	10.2	11.9	12.8	14.1	10.4	13.7		
WXHB	Richton	A	96.5	6.0	328	a	Blakeney Comm Inc	95	0303	650		Gospel	75	0.20	6.6	6.6	2.8	5.1	5.2	3.1	3.2	2.0	2.6		
WFMM	Sumrall	A	97.3	6.0 cp	328		TeleSouth Comm Inc	98	9902	200		News/Talk	100	0.57	3.1	2.6	2.2	2.8	2.1	1.5	0.5	0.0	0.0		
WMXI	Laurel	A	98.1	2.6	512	a	Rainey Bcstg Inc	89	9611	75	1	Talk	150	1.39	1.9	3.6	2.2	1.4	1.6	1.0	3.8	6.0	4.3		
WHER	Heidelberg	C2	99.3	50.0	492	c	Clear Channel Comm	80	0101		sw	Oldies	550	1.46	6.6	3.6	3.9	5.6	4.7	6.1	3.8	4.5	1.6		
WNSL	Laurel	C	100.3	100.0	1066	c	Clear Channel Comm	59	0101		sw	CHR	800	1.20	11.7	11.7	10.0	10.6	7.8	13.3	13.5	12.9	9.4		
WJKX	Ellisville	C2	102.5	50.0	492	c	Clear Channel Comm	73	0101		sw	Urban	650	1.13	10.1	11.2	11.7	6.9	8.8	9.7	14.6	11.9	11.0		
WUSW	Hattiesburg	C	103.7	100.0 cp	1056	c	Clear Channel Comm	66	0101		sw	Country	300	0.92	5.7	3.6	4.4	3.7	5.2	4.1	3.8	3.0	5.0		
WXRR	Hattiesburg	C1	104.5	100.0	981	d	Blakeney Comm Inc	67	9410	450		Clsc Rock	550	0.96	10.0	8.7	8.9	7.9	7.8	5.6	6.5	8.5	10.2		
• WZLD	Petal	A	106.3	1.8	400	c	Clear Channel Comm	86	0101		sw	RhyBl/HpHop	300	0.37	14.4	6.6	8.3	13.4	9.3	9.7	2.2	4.5	2.3		
WKNZ	Collins	A	107.1	2.3	541	a	Rainey Bcstg Inc	78	0011	690	c1	Soft AC	225	0.99	4.0	0.5	1.7	4.2	2.1	1.0	1.1	1.0	1.5		
# FM Stations -					13	# Combos -					12	FM TOTALS					97.8	75.1	76.0	80.6	72.7	75.1	75.2	75.7	72.8

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WEEZ	Laurel	D	890	10.0	0.00	c	Clear Channel Comm	57	0101		sw	Urban/Gospl	50		0.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBKH	Hattiesburg	D	950	5.0	0.00		Southern Air Comm	54	8911			Gospel			0.3	0.0	1.1	0.0	0.5	0.0	0.0	0.0	0.0		
WAML	Laurel	C	1340	1.0	1.00		Williams, Gerald	32	9112		st	Gospel	50		2.0	1.7	0.0	0.0	0.0	0.0	0.0	1.0	0.8		
WFOR	Hattiesburg	C	1400	1.0	1.00	c	Clear Channel Comm	24	0101		sw	Sports			2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WORV	Hattiesburg	D	1580	1.0	0.09	b	Floyd, Vernon C	69	8610			Gospel	50	0.44	2.0	1.5	1.7	0.5	2.6	3.1	3.8	3.0	3.3		
# AM Stations -					5	# Combos -					3	AM TOTALS					2.3	3.5	5.1	0.5	3.1	3.1	3.8	4.0	4.1
AM & FM Stations Profiled -					18	# Duopolies -					6	Total Local Commercial Share						78.6	81.1	81.1	75.8	78.2	79.0	79.7	76.9

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 224

Revenue Rank: 229

Charlottesville, VA Market Overview



Metro Counties / Population (000)

Albemarle, VA	81.6
Charlottesville city	46.1
Fluvanna, VA	21.3
Greene, VA	16.1
Total	165.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,400	\$6,000	\$6,400	\$6,600	\$6,100	\$6,500
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.6%	\$6,900	\$7,400	\$7,800	\$8,200	\$8,600	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.60/1,000	\$2.49/1,000	Local 80%
Revenue/Capita	\$37.19	\$39.37	\$48.04	National 20%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	145.2	165.1	2.6%	165.1	179.0	1.6%
Households	54.0	64.3	3.6%	64.3	71.0	2.0%
Retail Sales	NA ^{1/}	2,501.8	NA ^{1/}	2,501.8	3,458.7	6.7%
EBI ^{2/}	2,346.5	3,283.2	6.9%	3,283.2	4,504.0	6.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	78.5	12.4	6.3	11.4	11.0	11.7	10.8	15.0
Women (000)	86.6	11.8	6.0	12.6	11.8	13.1	11.9	19.3
Total	165.1	24.3	12.3	24.0	22.7	24.8	22.7	34.4
Percentage	100.0%	14.7%	7.4%	14.5%	13.8%	15.0%	13.7%	20.8%
Per Capita	\$ 19,882							
				Median Household	\$ 40,401		Avg Household	\$ 51,044
Ethnic Population:	White	80.3%	Black	14.1%	Asian	3.0%	Hispanic	2.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	2		7	8	4	12
Tot 12+	29.3	22.2		50.3	51.5	8.8	60.3
Avg 12+	4.9	11.1		7.2	6.4	2.2	5.0
Tot LCS	48.6	36.8		83.4	85.4	14.6	100.0
Avg LCS	8.1	18.4		11.9	10.7	3.6	8.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WUVA	Charlottesville	A	92.7	0.8	899		WUVA Inc		79			1 Urban AC	400	0.50	12.4	8.2	6.0	9.6	6.0	8.6	13.1	11.5	10.1		
WQMZ	Charlottesville	A	95.1	6.0	325	a	Eure Communications	54	9710		st	1 AC	1,100	1.21	14.0	7.6	7.4	8.4	9.0	6.8	7.6	7.9	5.7		
• WWWV	Charlottesville	B	97.5	8.9	1132	a	Eure Communications	59	9712		st	Clsc Rock	1,200	1.15	16.0	9.9	8.7	7.8	12.0	9.9	8.3	11.5	7.7		
WCYK	Staunton	B	99.7	3.3	1693	b	Clear Channel Comm	84	9909	6,350	c3	Country	1,275	0.97	20.2	12.3	8.1	13.8	11.4	8.6	8.3	12.1	11.6		
WHTT	Ruckersville	A	101.9	6.0	223	b	Clear Channel Comm	90	9909		c3	CHR/Top40	250	0.42	9.1	7.0	8.1	7.2	4.2	7.4	1.4	3.6	3.1		
WSUH	Crozet	A	102.3	4.9	354	b	Clear Channel Comm	80	9909		c3	Clsc Rock	375	1.34	4.3	1.8	2.0	2.4	3.0	4.3	3.4	3.0	3.6		
• WLSA	Louisa	A	105.5	3.3	299		Piedmont Comm Inc	80	0310 p	550		Country				1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WUMX	Charlottesville	A	107.5	0.2 cp	1109	b	Clear Channel Comm	95	0005 p	5,900		Hot AC	1,000	2.70	5.7	3.5	3.4	4.8	2.4	4.9	3.4	4.8	4.0		
# FM Stations -					8	# Combos -					6	FM TOTALS					81.7	51.5	43.7	54.0	48.0	50.5	45.5	54.4	45.8

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WKTR	Earlsville	D	840	8.2	0.00		Baker Family Stns		91			Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WINA	Charlottesville	B	1070	5.0	5.00	a	Eure Communications	49	0007		st	Nws/Tlk/Spt	700	0.82	13.1	5.3	8.1	6.6	9.6	7.4	7.6	7.9	12.4		
WCHV	Charlottesville	B	1260	5.0	2.50	b	Clear Channel Comm	30	0007	900	d2	News/Talk	100	0.81	1.9	2.9	2.7	1.2	1.2	0.6	0.0	1.2	0.0		
WKAV	Charlottesville	C	1400	1.0	1.00	b	Clear Channel Comm	57	0007	450		Sports	75	0.34	3.4	0.6	2.0	2.4	1.8	3.1	4.1	4.2	3.7		
# AM Stations -					4	# Combos -					3	AM TOTALS					18.4	8.8	12.8	10.2	12.6	11.1	11.7	13.3	16.1
AM & FM Stations Profiled -					12	# Duopolies -					4	Total Local Commercial Share					60.3	56.5	64.2	60.6	61.6	57.2	67.7	61.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 225

Revenue Rank: 275

Muskegon, MI Market Overview



Metro Counties / Population (000)

Muskegon, MI	171.8
	171.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,500	\$3,200	\$3,100	\$3,900	\$3,300	\$3,700
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	12.1%	\$3,900	\$4,200	\$4,400	\$4,700	\$4,900	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.05/1,000	\$2.32/1,000	Local	90%		
Revenue/Capita	\$32.74	\$21.54	\$27.83	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	168.0	171.8	0.4%	171.8	176.1
Households	61.6	64.2	0.8%	64.2	66.6	0.7%
Retail Sales	NA ^{1/}	1,803.7	NA ^{1/}	1,803.7	2,113.7	3.2%
EBI ^{2/}	2,707.0	2,484.8	-1.7%	2,484.8	3,019.9	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	84.7	15.8	8.6	7.7	11.2	13.3	11.9	16.2
Women (000)	87.2	14.8	8.1	7.6	10.4	13.2	12.1	21.0
Total	171.8	30.5	16.7	15.3	21.7	26.5	24.0	37.2
Percentage	100.0%	17.8%	9.7%	8.9%	12.6%	15.4%	14.0%	21.6%
Per Capita	\$ 14,460							
			Median Household	\$ 32,760			Avg Household	\$ 38,687
Ethnic Population:	White	80.8%	Black	14.5%	Asian	0.5%	Hispanic	3.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	4	1	6	9	4	13
Tot 12+	8.5	38.6	3.0	47.6	50.1	6.0	56.1
Avg 12+	2.1	9.7	3.0	7.9	5.6	1.5	4.3
Tot LCS	15.2	68.8	5.3	84.8	89.3	10.7	100.0
Avg LCS	3.8	17.2	5.3	14.1	9.9	2.7	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Grand Rapids.

FM Stations

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WGVS	Whitehall	A	95.3	2.0	361	d	Grand Valley St Univ	75	9503		dn	Jaz/Nws/Tlk	25		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WEFG	Whitehall	A	97.5	1.7	427	e	Unity Bcstg Inc	91	0211	635	d	Country	200	1.46	3.7	1.0	1.1	1.1	3.2	4.4	4.9	3.9	3.4
● WLCS	North Muskegon	A	98.3	1.6	456	e	Unity Bcstg Inc	83	0211		d	Oldies	250	0.76	8.9	6.0	5.4	5.1	4.8	5.9	5.4	5.6	4.8
WSHN	Holton	A	100.1	2.9 cp	472	c	Noordyk Broadcasting	71	9604		st	Top 40	150		1.5	0.5	0.0	0.0	0.5	0.0	1.1	0.0	
WMRR	Muskegon	B1	101.7	12.0	476	b	Clear Channel Comm	74	0010		g1	Clsc Rock	775	1.55	13.5	7.0	9.2	7.9	7.0	8.3	9.8	9.6	7.8
WSNX	Muskegon	B	104.5	32.0	620	a	Clear Channel Comm	71	9910	See (66)		CHR	n/a		20.4	8.0	9.2	9.6	13.4	15.1	13.2	13.5	11.2
WCXT	Hart	C2	105.3	50.0 cp	492		Waters Bcstg Corp	83				Lite AC	75	0.84	2.4	3.0	1.6	1.1	1.6	2.4	2.4	2.8	2.1
WMUS	Muskegon	B	106.9	50.0	479	b	Clear Channel Comm	62	0010		g1	Country	1,800	1.95	25.0	15.6	12.4	12.4	15.6	13.2	10.7	15.7	16.9
WSHZ	Muskegon	B1	107.9	15.0	420	b	Clear Channel Comm	95	0010		g1	Bright AC	300	0.56	14.4	8.0	7.6	8.4	7.5	3.4	3.4	3.9	4.2
# FM Stations -				9	# Combos -				6	FM TOTALS				88.3	50.1	47.0	45.6	53.1	53.2	49.8	56.1	50.4	

AM Stations

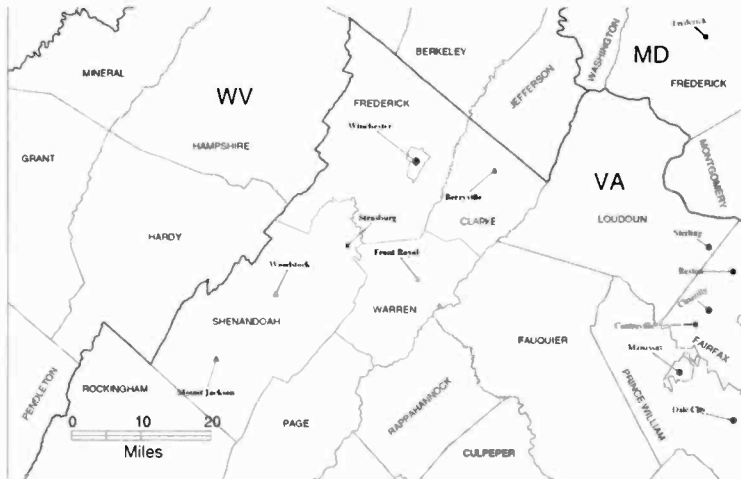
Calls	City of License	FCC Class	Day Power Freq (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WGVS	Muskegon	B	850	1.0	1.00	d	Grand Valley St Univ	26	9503		dn	News/Talk	25		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMUS	Muskegon	D	1090	1.0	0.00	b	Clear Channel Comm	47	0010		g1	Talk		4.0	2.5	2.7	2.2	2.2	1.5	0.0	0.0	1.4	
WUBR	Whitehall	C	1490	1.0	1.00	e	Unity Bcstg Inc	59	0211		d	Adlt Stndrd	25		0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	
WMHG	Muskegon	B	1600	5.0	5.00	b	Clear Channel Comm	49	0010		g1	MOR	50	0.17	7.8	3.5	3.8	3.4	5.4	4.9	2.4	2.8	2.5
# AM Stations -				4	# Combos -				4	AM TOTALS				11.8	6.0	6.5	5.6	7.6	6.4	2.4	2.8	5.7	
AM & FM Stations Profiled -				13	# Duopolies -				4	Total Local Commercial Share				56.1	53.5	51.2	60.7	59.6	52.2	58.9	56.1		

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 226

Revenue Rank: 217

Winchester, VA Market Overview



Metro Counties / Population (000)

Clarke, VA	12.9
Frederick, VA	61.7
Shenandoah, VA	36.2
Warren, VA	32.1
Winchester city, VA	23.9
Total	166.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$6,200	\$6,500	\$7,500	\$7,400	\$7,000	\$7,300	3.2%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.3%	\$7,700	\$8,200	\$8,700	\$9,200	\$9,600	5.6%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.99/1,000	\$2.97/1,000	Local 80%
Revenue/Capita	\$40.36	\$43.76	\$53.72	National 20%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	153.6	166.8	1.7%	166.8	178.7	1.4%
Households	58.8	65.6	2.2%	65.6	71.2	1.7%
Retail Sales	NA ^{1/}	2,444.7	NA ^{1/}	2,444.7	3,227.1	5.7%
EBI ^{2/}	2,125.8	2,794.7	5.6%	2,794.7	3,531.8	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	82.1	13.6	7.1	6.8	10.4	13.9	12.4	18.0
Women (000)	84.7	12.8	6.8	6.6	10.6	13.7	12.2	21.9
Total	166.8	26.4	14.0	13.4	21.0	27.6	24.5	39.9
Percentage	100.0%	15.9%	8.4%	8.0%	12.6%	16.6%	14.7%	23.9%
Per Capita	\$ 16,751							
			Median Household	\$ 36,534			Avg Household	\$ 42,599
Ethnic Population:	White 92.2%		Black 4.3%		Asian 0.7%		Hispanic 3.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	4		7	8	5	13
Tot 12+	13.7	34.2		46.5	47.9	3.6	51.5
Avg 12+	3.4	8.6		6.6	6.0	0.7	4.0
Tot LCS	26.6	66.4		90.3	93.0	7.0	100.0
Avg LCS	6.7	16.6		12.9	11.6	1.4	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Harrisonburg.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WINC	Winchester	B	92.5	22.0	1424	c					Mid Atlantic Network	46		AC	2,575	1.27	27.7	16.4	9.3	12.8	15.4	14.3	17.2	17.0	11.4	
WAZR	Woodstock	B1	93.7	8.5 cp	420	b					Clear Channel Comm	85 0206	See (264)	Top 40	n/a		5.0	1.4	0.9	2.4	2.7	3.4	3.0	3.9	4.4	
WZRV	Front Royal	A	95.3	6.0	299	a					Royal Broadcasting	81 0007	950	c2	Oldies	350	1.17	4.1	4.1	1.8	1.9	2.3	3.0	3.5	2.9	2.5
• WSIG	Mount Jackson	B1	96.9	7.0 cp	558	d					Shenandoah Valley TV	88 0211	675	c1	Country	300	0.76	5.4	0.0	3.6	1.4	4.1	3.9	2.0	3.4	2.5
WFOX	Front Royal	A	99.3	3.0	269	b					Clear Channel Comm	73 0008		g	Clsc Rock	400	0.55	9.9	3.2	5.8	3.8	6.3	5.4	5.6	4.4	6.8
WUSQ	Winchester	B	102.5	32.0	630	b					Clear Channel Comm	65 0008		g	Country	2,600	1.05	33.9	16.4	21.3	19.0	15.4	16.7	17.7	14.1	19.7
WWRT	Strasburg	A	104.9	4.1	220	c					Mid Atlantic Network	87 9707	850	d1	Clsc Rock	250	1.04	3.3	2.3	1.8	1.9	1.4	2.0	1.5	1.5	1.0
WWRE	Berryville	A	105.5	3.0	299	c					Mid Atlantic Network	80 9707		d1	Clsc Rock	500	1.34	5.1	4.1	2.2	4.3	0.9	2.5	1.0	1.0	1.7
# FM Stations -				8		# Combos -				8		FM TOTALS			94.4	47.9	46.7	47.5	48.5	51.2	51.5	48.2	50.0			

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
WTFX	Winchester	B	610	0.5	0.50	b					Clear Channel Comm	61 0008		g	Sports	50		0.0	0.4	0.0	0.0	0.0	0.5	0.0	0.6	
WSVG	Mount Jackson	D	790	1.0	0.04	d					Shenandoah Valley TV	54 0211		c1	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WAMM	Woodstock	C	1230	1.0	1.00						Hometown Bcstg LLC	81 0210	140		BgBnd/Nstlg			1.8	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
WINC	Winchester	C	1400	1.0	1.00	c					Mid Atlantic Network	41			News/Talk	225	0.62	5.0	1.8	1.8	2.4	2.7	3.0	1.5	1.0	1.1
WFTR	Front Royal	C	1450	1.0	1.00	a					Royal Broadcasting	48 0007		c2	Nws/Tlk/Spt	25		0.5	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
# AM Stations -				5		# Combos -				4		AM TOTALS			5.5	3.6	2.6	2.9	2.7	3.0	2.0	1.0	1.7			
AM & FM Stations Profiled -				13		# Duopolies -				3		Total Local Commercial Share			51.5	49.3	50.4	51.2	54.2	53.5	49.2	51.7				

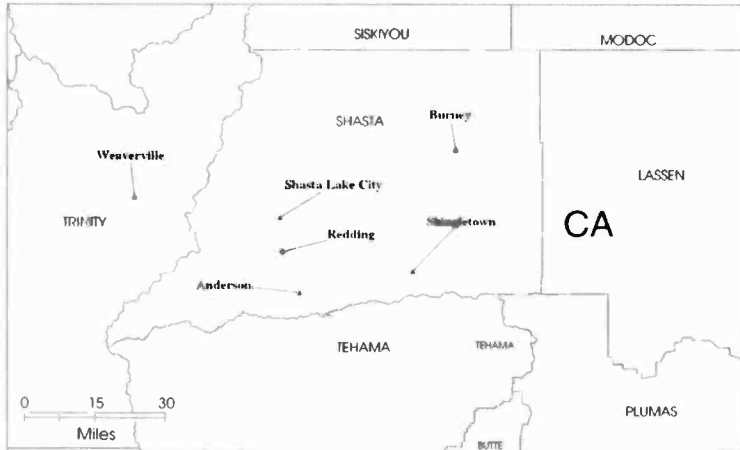
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 227

Revenue Rank: 250

Redding, CA Market Overview



Metro Counties / Population (000)

Shasta, CA	166.9
	166.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,300	\$5,500	\$4,700	\$5,600	\$5,100	\$5,400
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.9%	\$5,700	\$6,100	\$6,400	\$6,700	\$7,100	5.6%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$2.58/1,000	2007 \$2.62/1,000	Est. Breakout			
Revenue/Capita	\$31.70	\$32.35	\$40.43	Local	77%		
				National	23%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	167.2	166.9	0.0%	166.9	175.6
Households	63.5	65.1	0.5%	65.1	69.1	1.2%
Retail Sales	NA ^{1/}	2,091.5	NA ^{1/}	2,091.5	2,707.9	5.3%
EBI ^{2/}	1,981.9	2,320.9	3.2%	2,320.9	2,717.4	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	81.2	13.7	8.6	7.0	8.1	11.5	12.4	19.9
Women (000)	85.7	12.8	8.1	6.8	8.5	12.6	13.0	23.9
Total	166.9	26.5	16.7	13.8	16.6	24.0	25.4	43.7
Percentage	100.0%	15.9%	10.0%	8.3%	10.0%	14.4%	15.2%	26.2%
Per Capita	\$ 13,909							
			Median Household	\$ 29,242			Avg Household	\$ 35,664
Ethnic Population:	White	88.9%	Black	0.8%	Asian	2.1%	Hispanic	5.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		9	8	10	5	15
Tot 12+	2.0		54.5	54.5	56.5	20.0	76.5
Avg 12+	2.0		6.1	6.8	5.7	4.0	5.1
Tot LCS	2.6		71.2	71.2	73.9	26.1	100.0
Avg LCS	2.6		7.9	8.9	7.4	5.2	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KEWB	Anderson	C2	94.7	4.2	1565	b	Results Radio LLC	83	0007		d4	CHR	500	1.04	8.9	8.0	5.1	5.6	7.1	6.6	6.3	10.7	8.7		
KKXS	Shingletown	A	96.1	0.5	1175	b	Results Radio LLC		01			Country			1.4	2.0	2.0	1.0	1.0	0.0	0.0	0.0	0.0		
KNCO	Redding	C	97.3	28.0	3570	b	Results Radio LLC	85	0007		d4	Country	1,100	1.09	18.7	10.0	9.6	14.3	12.7	7.2	10.2	7.8	13.9		
KVIP	Redding	C	98.1	30.0	1709	a	Pacific Cascade		75			Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KNNN	Shasta Lake City	C2	99.3	1.6	1526	c	Regent Comm	89	9806	3,500	d2	Top 40	600	1.56	7.1	9.0	3.6	4.1	6.1	7.2	6.8	6.8	7.0		
KHRD	Weaverville	C2	103.1	0.6	3593	b	Results Radio LLC		99			Clsc Rock	250	0.99	4.7	3.5	4.6	2.6	4.1	3.9	1.9	3.4	0.0		
KSHA	Redding	C	104.3	100.0	1558	c	Regent Comm	81	9806		g1	Soft Rock	700	1.07	12.1	8.0	9.1	7.7	9.6	8.8	7.8	7.8	9.1		
KRDG	Shingletown	C1	105.3	28.0 cp	1243	c	Regent Comm	94	9806		d2	Oldies	450	0.79	10.6	8.0	11.7	8.7	6.6	5.5	7.8	5.8	6.2		
KRRX	Burney	C	106.1	100.0	1969	c	Regent Comm	85	9806		d2	Rock & Roll	500	0.85	10.9	5.5	5.6	9.2	6.6	8.8	8.3	9.7	5.5		
KESR	Shasta Lake City	C3	107.1	1.4	1362	b	Results Radio LLC	98	0007		d4	Modern AC	350	1.16	5.6	2.5	4.1	5.6	2.5	5.0	4.9	1.9	1.9		
# FM Stations -					10	# Combos -					10	FM TOTALS					80.0	56.5	55.4	58.8	56.3	53.0	54.0	53.9	52.3

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KVIP	Redding	D	540	2.5	0.01	a	Pacific Cascade		70			Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KLXR	Redding	C	1230	1.0	1.00		Quinn, Michael	56	9912	125	na	Adlt Strndrd	75	0.30	4.6	5.5	5.6	3.6	3.0	2.8	6.8	4.4	5.8		
KQMS	Redding	C	1400	1.0	1.00	c	Regent Comm	54	9806		g1	News/Talk	700	0.97	13.4	13.0	12.2	9.7	9.6	15.5	14.6	10.2	12.5		
KCNR	Shasta	B	1460	0.8	0.75		M C Allen Production	67	9610	35		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KNRO	Redding	B	1670	10.0 cp	1.00	c	Regent Comm		01			Sports	125	1.10	2.1	1.5	1.0	2.0	1.0	0.6	1.9	0.0	0.0		
# AM Stations -					5	# Combos -					3	AM TOTALS					20.1	20.0	18.8	15.3	13.6	18.9	23.3	14.6	18.3
AM & FM Stations Profiled -					15	# Duopolies -					5	Total Local Commercial Share					76.5	74.2	74.1	69.9	71.9	77.3	68.5	70.6	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 228

Revenue Rank: 215

Tuscaloosa, AL Market Overview



Metro Counties / Population (000)

Tuscaloosa, AL	166.4
	166.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,800	\$6,600	\$7,200	\$7,200	\$6,900	\$7,400
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.2%	\$7,800	\$8,400	\$8,900	\$9,300	\$9,800	5.8%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.69/1,000	2007 \$4.16/1,000	Est. Breakout			
Revenue/Capita	\$36.20	\$44.47	\$57.41	Local	90%	National	10%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	160.2	166.4	0.8%	166.4	170.7
Households	59.6	65.7	2.0%	65.7	68.8	0.9%
Retail Sales	NA ^{1/}	2,003.8	NA ^{1/}	2,003.8	2,354.6	3.3%
EBI ^{2/}	2,209.4	2,650.6	3.7%	2,650.6	3,351.6	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	80.1	13.1	6.7	13.3	11.1	10.9	10.9	14.1
Women (000)	86.3	12.5	6.4	14.7	11.2	11.8	11.5	18.3
Total	166.4	25.6	13.1	28.0	22.3	22.7	22.4	32.4
Percentage	100.0%	15.4%	7.9%	16.8%	13.4%	13.6%	13.4%	19.5%
Per Capita	\$ 15,931							
			Median Household	\$ 31,258			Avg Household	\$ 40,367
Ethnic Population:	White	67.5%	Black	29.8%	Asian	1.0%	Hispanic	1.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		7	9	9	5	14
Tot 12+	7.9		45.9	53.8	53.8	15.1	68.9
Avg 12+	4.0		6.6	6.0	6.0	3.0	4.9
Tot LCS	11.5		66.6	78.1	78.1	21.9	100.0
Avg LCS	5.7		9.5	8.7	8.7	4.4	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Birmingham.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WTUG	Tuscaloosa	C1	92.9	100.0	981	b	Radio South Inc	79	9302		st	Urban AC	1,400	1.39	13.6	8.3	7.1	7.9	10.3	13.4	9.9	10.8	10.9
WZBQ	Carrollton	C	94.1	100.0	1007	a	Clear Channel Comm	70	0008		g	CHR	1,250	1.32	12.8	4.2	7.1	9.8	7.5	8.4	9.4	9.2	5.7
WBHJ	Tuscaloosa	C1	95.7	100.0	981		Cox Radio Inc	52	9811	See (57)		HpHop/RhyBi	n/a		17.5	9.9	8.2	12.6	10.9	10.1	9.9	10.3	14.5
WTXT	Fayette	C1	98.1	100.0	906	a	Clear Channel Comm	77	0008		g	Country	1,700	1.87	12.3	9.4	9.7	7.9	8.6	11.2	8.8	11.9	8.3
WDGM	Greensboro	C3	99.1	3.2	623		Warrior Bcstg Inc		02			Oldies	200	0.73	3.7	4.7	4.1	5.1	0.0	0.0	0.0	0.0	0.0
WANZ	Northport	C1	100.5	85.0 cp	912	b	Radio South Inc		91			Alternative	600	1.33	6.1	4.7	2.0	4.2	4.0	2.8	4.4	4.9	1.7
● WBEI	Reform	C2	101.7	22.5	725	b	Radio South Inc	91	9607	800		AC	400	1.42	3.8	4.7	4.1	2.8	2.3	4.5	4.4	3.8	5.2
WQZZ	Eutaw	A	104.3	4.7	371	c	Lawson Comm	90	9211	160		Rhythm/Blue	350	1.10	4.3	6.3	5.1	4.2	1.7	1.1	0.6	0.0	0.5
WRTR	Tuscaloosa	A	105.5	6.0	299	a	Clear Channel Comm	66	0008		g	Rock	500	1.15	5.9	1.6	3.1	3.3	4.6	2.8	4.4	3.8	3.6
# FM Stations -					9	# Combos -					7	FM TOTALS			80.0	53.8	50.5	57.8	49.9	54.3	51.8	54.7	50.4

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WTSK	Tuscaloosa	D	790	5.0	0.04	b	Radio South Inc	58	7707			Gospel	300	0.57	7.1	6.8	6.1	3.7	5.7	3.9	7.2	5.9	4.7	
WSPZ	Tuscaloosa	B	1150	5.0	1.00	d	Radio South Inc	36	0303	125		Oldies			5.2	4.7	3.1	2.3	4.6	3.9	2.2	2.2	1.8	
WTBC	Tuscaloosa	C	1230	1.0	1.00		John Sisty Enterpris	46	0203		na	News/Talk	250	0.65	2.7	1.0	2.0	1.9	1.7	0.6	1.1	1.1	1.4	
WWPG	Tuscaloosa	B	1280	5.0	0.50	c	Lawson Comm	51	9303	160		Gospel	150	0.75	4.9	2.6	2.6	3.7	2.9	3.4	3.9	3.2	4.6	
WACT	Tuscaloosa	D	1420	5.0	0.11	a	Clear Channel Comm	58	0008		g	Gospel	275	0.76	19.9	15.1	13.8	11.6	14.9	11.8	14.4	12.4	12.5	
# AM Stations -					5	# Combos -					3	AM TOTALS			19.9	15.1	13.8	11.6	14.9	11.8	14.4	12.4	12.5	
AM & FM Stations Profiled -					14	# Duopolies -					4	Total Local Commercial Share			68.9	64.3	69.4	64.8	66.1	66.2	67.1	62.9		

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 229

Revenue Rank: 183

Rochester, MN Market Overview



Metro Counties / Population (000)

Dodge, MN	18.2
Olmsted, MN	127.0
Wabasha, MN	22.0
Total	167.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$8,100	\$8,600	\$9,000	\$9,600	\$9,100	\$9,700	3.6%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	6.6%	\$10,200	\$10,900	\$11,500	\$12,100	\$12,700	5.7%

Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Capita	NA ^{1/}	\$3.38/1,000	\$3.03/1,000	Local 85%
	\$53.32	\$58.01	\$72.00	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	151.9	167.2	1.9%	167.2	176.4	1.1%
Households	56.8	64.1	2.4%	64.1	68.4	1.3%
Retail Sales	NA ^{1/}	2,866.0	NA ^{1/}	2,866.0	4,190.5	7.9%
EBI ^{2/}	2,427.3	3,433.3	7.2%	3,433.3	4,609.4	6.1%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	82.3	14.8	8.5	7.1	11.2	14.0	11.5	15.3
Women (000)	84.9	14.1	8.1	6.9	11.2	14.2	11.6	18.8
Total	167.2	28.9	16.6	14.0	22.3	28.1	23.0	34.1
Percentage	100.0%	17.3%	9.9%	8.4%	13.4%	16.8%	13.8%	20.4%
Per Capita	\$ 20,538							
			Median Household	\$ 44,505			Avg Household	\$ 53,524
Ethnic Population:	White	91.4%	Black	2.3%	Asian	3.5%	Hispanic	2.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		6	7	9	5	14
Tot 12+	3.3		54.0	57.3	57.3	8.3	65.6
Avg 12+	1.1		9.0	8.2	6.4	1.7	4.7
Tot LCS	5.0		82.3	87.3	87.3	12.7	100.0
Avg LCS	1.7		13.7	12.5	9.7	2.5	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Mason City, IA.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KFSI	Rochester	A	92.9	6.0	318		Faith Sound Inc	81				ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KLCH	Lake City	A	94.9	5.0	328		Waitt Radio Inc	01	0207	280	1	Lite AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KWWK	Rochester	C2	96.5	43.0	528	a	Bill, Howard G.	67				Country	1,575	1.38	11.8	8.3	6.5	8.2	7.5	9.0	9.2	8.8	8.4		
KNXR	Rochester	C	97.5	100.0	1040		United Audio Corp	65				Adlt Stndrd	600	0.46	13.5	9.9	7.7	9.4	8.6	7.2	7.5	11.8	10.2		
KRCH	Rochester	C2	101.7	39.0	554	b	Clear Channel Comm	68	0010		g1	Clsc Rock	1,500	1.27	12.2	8.8	10.7	8.2	8.0	12.6	10.3	11.2	8.8		
KMFX	Lake City	C3	102.5	9.4	528	b	Clear Channel Comm	93	0010		g1	Country	950	0.94	10.4	8.3	7.1	7.6	6.3	6.6	5.2	8.8	7.1		
KYBA	Stewartville	C2	105.3	50.0	492	c	Southern Minn Bcstg	92	9307	125		Soft AC	1,425	1.35	10.9	8.8	8.3	7.0	7.5	7.8	8.6	5.9	5.5		
KROC	Rochester	C0	106.9	100.0	1109	c	Southern Minn Bcstg	65				Top 40	1,450	0.80	18.8	9.9	8.9	13.5	11.5	13.2	14.4	12.4	12.9		
KLCX	St. Charles	A	107.7	2.0	571	a	Bill, Howard G.	97	9808	67		Oldies	600	0.95	6.5	3.3	3.0	4.7	4.0	3.0	1.7	1.8	2.8		
# FM Stations -					9	# Combos -					6	FM TOTALS					84.1	57.3	52.2	58.6	53.4	59.4	56.9	60.7	55.7

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KNFX	Austin	B	970	5.0	0.50	b	Clear Channel Comm	60	0010		g1	Nws/Spt/Tlk	100	0.47	2.2	0.0	1.2	1.8	1.1	1.8	1.1	0.6	0.0		
KMFX	Wabasha	D	1190	1.0	0.00	b	Clear Channel Comm	76	0010		g1	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KWFB	Rochester	B	1270	5.0	1.00	b	Clear Channel Comm	57	0010		g1	Sports	250	1.43	1.8	0.6	2.4	0.6	1.7	1.2	1.1	1.2	0.9		
KROC	Rochester	C	1340	1.0	1.00	c	Southern Minn Bcstg	35				News/Talk	1,000	0.98	10.5	5.5	7.7	6.4	7.5	6.0	5.2	5.3	7.5		
KOLM	Rochester	D	1520	10.0	0.80	a	Bill, Howard G.	63				News/Talk	200	1.59	1.3	2.2	0.0	0.6	1.1	0.0	1.1	0.6	0.8		
# AM Stations -					5	# Combos -					5	AM TOTALS					15.8	8.3	11.3	9.4	11.4	9.0	8.5	7.7	9.2
AM & FM Stations Profiled -					14	# Duopolies -					4	Total Local Commercial Share					65.6	63.5	68.0	64.8	68.4	65.4	68.4	64.9	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 230

Revenue Rank: 214

Bryan-College Station, TX Market Overview



Metro Counties / Population (000)

Brazos, TX	158.6
	158.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,500	\$6,000	\$6,500	\$6,900	\$7,200	\$7,500
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.2%	\$7,900	\$8,400	\$8,900	\$9,400	\$9,900	5.6%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.37/1,000	2007 \$3.21/1,000			Est. Breakout	
Revenue/Capita	\$41.64	\$47.29	\$56.96			Local	70%
						National	30%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	132.1	158.6	3.7%	158.6	173.8
Households	47.1	57.6	4.1%	57.6	63.5	2.0%
Retail Sales	NA ^{1/}	2,225.7	NA ^{1/}	2,225.7	3,088.3	6.8%
EBI ^{2/}	1,768.8	2,534.3	7.5%	2,534.3	3,596.7	7.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	80.0	11.6	6.0	26.5	11.7	8.7	7.0	8.5
Women (000)	78.6	10.9	5.4	24.6	10.7	8.8	7.3	11.0
Total	158.6	22.5	11.4	51.0	22.3	17.6	14.2	19.5
Percentage	100.0%	14.2%	7.2%	32.2%	14.1%	11.1%	9.0%	12.3%
Per Capita	\$ 15,981							
				Median Household	\$ 30,992		Avg Household	\$ 43,997
Ethnic Population:	White	74.0%	Black	10.7%	Asian	4.2%	Hispanic	18.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		6	8	9	4	13
Tot 12+	23.0		35.0	55.8	58.0	15.3	73.3
Avg 12+	7.7		5.8	7.0	6.4	3.8	5.6
Tot LCS	31.4		47.7	76.1	79.1	20.9	100.0
Avg LCS	10.5		8.0	9.5	8.8	5.2	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																																								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999																																	
• KNDE	College Station	C2	95.1	36.0	571	b	Bryan Bcstg Lic	64	9708	500	c3	CHR	650	1.04	8.3	12.6	6.8	6.3	5.3	7.2	7.7	9.6	8.9																																
KAGG	Madisonville	C2	96.1	40.0	538	c	Clear Channel Comm	89	0010		g1	Country	1,150	1.33	11.5	6.0	8.7	7.0	9.2	10.5	11.3	11.4	10.8																																
KORA	Bryan	A	98.3	0.9	528	a	Equicom, Inc	66	9711		c1	Country	900	1.25	9.6	9.3	10.6	7.6	5.9	9.2	7.7	13.9	7.2																																
KNFX	Bryan	A	99.5	3.0	328	c	Clear Channel Comm	92	0108	2,500		Clsc Rock	825	0.85	12.9	5.5	6.2	8.2	9.9	3.3	4.9	7.2	6.1																																
KZTR	Franklin	C3	101.9	25.0 cp	328	a	Equicom, Inc	94	9902	1,000		Soft AC	275	0.89	4.1	1.6	1.9	3.2	2.6	1.3	3.5	4.2	4.0																																
KVJM	Hearne	A	103.1	4.9	361		Marshall Media Group	85	9411	187	e	Urban	300	0.45	8.8	8.2	7.5	5.7	6.6	7.2	5.6	6.6	7.5																																
KXCS	Cameron	C2	103.9	25.0	696	a	Equicom, Inc	85	9711			Altve/MdRck	450	0.68	8.8	4.4	3.1	7.0	5.3	4.6	8.5	4.8	5.1																																
KKYS	Bryan	C2	104.7	50.0	285	c	Clear Channel Comm	84	0010		g1	Hot AC	1,400	1.12	16.6	8.2	8.1	10.8	12.5	17.6	17.6	16.3	13.1																																
KTTX	Brenham	C2	106.1	50.0	492		Tom S. Whitehead Inc	64				Country	125	0.72	2.3	2.2	1.2	1.9	1.3	5.2	2.1	3.6	3.3																																
# FM Stations -															9	# Combos -															7	FM TOTALS															82.9	58.0	54.1	57.7	58.6	66.1	68.9	77.6	66.0

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																																								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999																																	
KZNE	College Station	B	1150	1.0	0.50	b	Bryan Bcstg Lic	00	0308	300		Sports	325	2.28	1.9	2.2	3.1	1.3	1.3	0.7	1.4	0.6	0.0																																
KTAM	Bryan	C	1240	0.4	0.00	a	Equicom, Inc	47	9711		c1	Span/Varty	275	0.53	6.9	4.9	5.6	3.8	5.9	5.2	2.8	1.8	2.6																																
KAGC	Bryan	D	1510	0.5	0.00		Divcon Associates	77	8703	300		ChrsContem			0.4	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0																																
WTAW	College Station	B	1620	10.0	1.00	b	Bryan Bcstg Lic	22	0308	250	c3	1 News/Talk	775	1.31	7.9	8.2	9.3	5.7	5.3	3.3	7.7	3.0	6.1																																
# AM Stations -															4	# Combos -															3	AM TOTALS															17.1	15.3	18.0	11.4	12.5	9.2	11.9	5.4	8.7
AM & FM Stations Profiled -															13	# Duopolies -															4	Total Local Commercial Share															73.3	72.1	69.1	71.1	75.3	80.8	83.0	74.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 231

Revenue Rank: 200

Marion-Carbondale, IL Market Overview



Metro Counties / Population (000)

Franklin, IL	38.5
Jackson, IL	59.1
Williamson, IL	61.5
Total	159.1

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$6,000	\$6,800	\$7,200	\$7,900	\$7,700	\$8,200
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.78/1,000	\$5.64/1,000	Local	80%	National	20%
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.5%	\$8,700	\$9,300	\$9,800	\$10,400	\$10,900	5.8%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	162.7	159.1	-0.4%	159.1	157.6
Households	64.5	66.0	0.5%	66.0	66.2	0.1%
Retail Sales	NA ^{1/}	1,717.0	NA ^{1/}	1,717.0	1,934.3	2.4%
EBI ^{2/}	1,959.6	2,118.9	1.6%	2,118.9	2,484.6	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	78.3	10.9	6.5	12.8	10.4	10.4	10.3	16.9
Women (000)	80.8	10.7	5.9	11.3	9.6	10.4	10.5	22.4
Total	159.1	21.6	12.4	24.1	20.0	20.9	20.8	39.3
Percentage	100.0%	13.6%	7.8%	15.2%	12.6%	13.1%	13.1%	24.7%
Per Capita	\$ 13,318							
				Median Household	\$ 25,179		Avg Household	\$ 32,122
Ethnic Population:	White	90.4%	Black	6.1%	Asian	1.4%	Hispanic	1.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	7		9	11	6	17
Tot 12+	7.6	56.3		62.3	63.9	11.9	75.8
Avg 12+	1.9	8.0		6.9	5.8	2.0	4.5
Tot LCS	10.0	74.3		82.2	84.3	15.7	100.0
Avg LCS	2.5	10.6		9.1	7.7	2.6	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WVZA	Herrin	B1	92.7	25.0	328	a	Clear Channel Comm	94	0101		sw	CHR	300	1.02	3.6	7.1	4.1	3.2	2.3	5.5	1.8	4.1	2.6
WUEZ	Carterville	B1	95.1	17.6	390	b	Zimmer Radio Group	92	9706	1,250	c3	AC	850	1.07	9.7	6.6	7.0	7.5	7.5	6.0	5.9	3.1	5.1
WQUL	West Frankfort	A	97.7	3.5	433	a	Clear Channel Comm	72	0101		sw	Clsc Rock	275	0.56	6.0	3.3	4.7	5.9	3.4	3.8	4.1	4.1	3.7
WOOZ	Harrisburg	B	99.9	32.0	620	b	Zimmer Radio Group	47	8907	713		Country	1,025	0.83	15.1	9.8	12.9	11.3	12.1	11.5	10.1	7.2	8.1
WCIL	Carbondale	B	101.5	28.5	653	b	Zimmer Radio Group	68	9608	1,765	c1	CHR	900	1.14	9.6	8.7	7.6	9.1	5.7	8.7	11.8	10.8	13.0
WXLT	Christopher	A	103.5	6.0	328	b	Zimmer Radio Group	91	9805	675		Alternative	300	1.26	2.9	2.7	1.8	1.6	2.9	3.3	2.4	3.6	3.7
WXAN	Ava	A	103.9	2.9	469		Lawder, Harold L	82	0305			Gospel	200	0.84	2.9	0.5	2.9	2.2	2.3	1.6	2.4	2.1	3.9
WBVN	Carrier Mills	A	104.5	6.0	328		Anderson, K & J	90				ChrsContem	100	0.49	2.5	1.1	1.8	2.2	1.7	1.6	1.2	1.5	1.6
WTAO	Murphysboro	B1	105.1	25.0	308	a	Clear Channel Comm	72	0101		sw	Rock	1,000	1.14	10.7	4.9	8.8	8.6	8.0	12.0	8.9	11.9	10.2
WQRL	Benton	B1	106.3	12.5	459		Dana Comm Corp	73	9204	250		Oldies	525	0.94	6.8	4.4	4.7	4.3	6.3	4.9	4.7	4.1	3.4
WDDD	Marion	B	107.3	50.0	492	a	Clear Channel Comm	70	0101		sw	Country	1,700	1.30	15.9	14.8	9.9	10.2	14.4	10.9	17.8	11.3	12.4
# FM Stations -				11	# Combos -				8	FM TOTALS				85.7	63.9	66.2	66.1	66.6	69.8	71.1	63.8	67.7	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WDDD	Johnston City	B	810	0.3	0.25	a	Clear Channel Comm	79	0101		sw	Sprts/Talk			0.7	0.5	0.6	0.5	0.6	0.0	0.6	1.0	0.5
WCIL	Carbondale	D	1020	1.0	0.00	b	Zimmer Radio Group	46	9608		c1	News			1.4	1.1	1.8	1.1	1.1	0.5	0.6	1.0	0.5
WGGH	Marion	D	1150	5.0	0.00		Vine Bcstg Inc	49	9204	396		Gospel	175	1.26	1.7	1.1	0.6	1.6	1.1	1.1	0.6	1.0	1.7
• WFRX	West Frankfort	D	1300	1.0	0.06	a	Clear Channel Comm	51	0101		sw	Adlt Stndrd	200	0.68	3.6	1.6	4.1	2.2	3.4	2.7	2.4	2.6	3.4
WJPF	Herrin	C	1340	0.8	0.00	b	Zimmer Radio Group	40	9706		c3	News/Talk	500	1.30	4.7	7.1	4.1	3.8	3.4	4.4	2.4	3.1	2.6
WINI	Murphysboro	B	1420	0.4	0.50		Radio Station WINI	54	6807			Nws/Tlk/Spt	125	0.73	2.1	0.5	1.2	1.6	1.7	0.0	1.2	0.5	1.4
# AM Stations -				6	# Combos -				4	AM TOTALS				14.2	11.9	12.4	10.8	11.3	8.7	7.8	9.2	10.1	
AM & FM Stations Profiled -				17	# Duopolies -				6	Total Local Commercial Share				75.8	78.6	76.9	77.9	78.5	78.9	73.0	77.8		

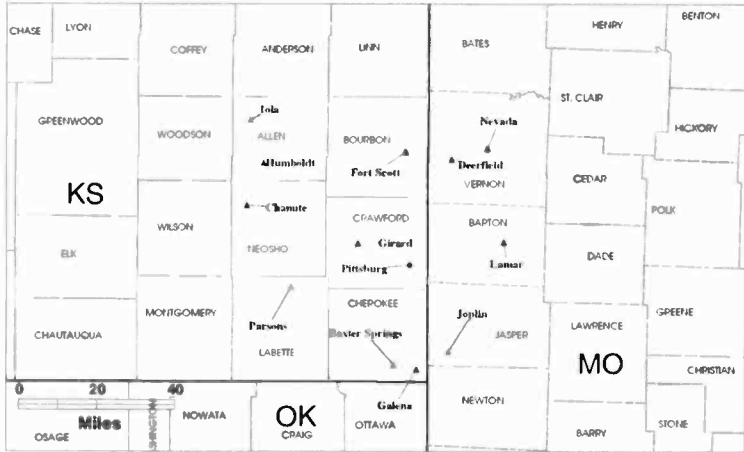
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 232

Revenue Rank: 279

Pittsburg, KS Market Overview



Metro Counties / Population (000)

Allen, KS	14.1
Bourbon, KS	15.3
Cherokee, KS	22.6
Crawford, KS	38.2
Labette, KS	22.5
Neosho, KS	16.8
Barton, MO	12.6
Vernon, MO	20.6
Total	162.7

Market Ratio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
N/A	N/A	N/A	N/A	\$3,000	\$3,200	
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
6.7%	\$3,400	\$3,600	\$3,800	\$4,000	\$4,200	5.7%

Revenue/Retail Sales Revenue/Capita

1997	2002	2007	Est. Breakout
NA ^{1/}	\$1.90/1,000	\$2.00/1,000	Local 60%
N/A	\$19.66	\$25.85	National 40%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	159.7	162.8	0.4%	162.8	162.5	0.0%
Households	63.3	64.9	0.5%	64.9	64.8	0.0%
Retail Sales	NA ^{1/}	1,684.6	NA ^{1/}	1,684.6	2,097.6	4.5%
EBI ^{2/}	1,817.6	2,137.2	3.3%	2,137.2	2,483.9	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	79.0	13.1	7.9	9.1	8.9	11.0	10.7	18.2
Women (000)	83.8	12.5	7.4	8.5	8.8	11.1	10.9	24.4
Total	162.8	25.6	15.4	17.7	17.8	22.1	21.7	42.6
Percentage	100.0%	15.7%	9.4%	10.9%	10.9%	13.6%	13.3%	26.2%
Per Capita	\$ 13,131							
Median Household					\$ 27,322			
Avg Household								\$ 32,949
Ethnic Population:	White	93.4%	Black	1.8%	Asian	0.6%	Hispanic	2.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8		6	5	14	7	21
Tot 12+	14.6		35.5	38.8	50.1	9.3	59.4
Avg 12+	1.8		5.9	7.8	3.6	1.3	2.8
Tot LCS	24.6		59.8	65.3	84.3	15.7	100.0
Avg LCS	3.1		10.0	13.1	6.0	2.2	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Joplin, MO

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)														
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999							
KSYN	Joplin	C1	92.5	100.0	407	a	Zimmer Radio Group	60	9707	See (235)	Adult CHR	n/a			9.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KLKC	Parsons	A	93.5	3.0	266	d	Comunty Bcstg Co Inc	78			AC/Oldes	100			1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KINZ	Humboldt	C3	95.3	24.0	335		Sutcliffe Comm	98			Clsc Hits	250			1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KKOW	Pittsburg	C1	96.9	100.0	912	b	American Media Invst	75	8605	747	Country	750			19.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
• KNMO	Nevada	A	97.5	6.0	282	h	Harbit Comm Inc	84	9801	475	Country	100			1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KSEK	Girard	A	99.1	3.0	325	g	Innovative Bcstg	88	9707	270	Clsc Rock	200			2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KIKS	Iola	A	99.3	3.0	299	i	Iola Bcstg Inc	61			AC	350			3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KBZI	Deerfield	C3	100.7	17.5	390	b	American Media Invst	00			Adult CHR	400			4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KHST	Lamar	C3	101.7	22.0 cp	328	g	Innovative Bcstg	92	9810	330	Rock	100			1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KOMB	Fort Scott	A	103.9	4.1	400	e	Fort Scott Bcstg Co	81	9604	250 c1	Oldies	300			1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
• KCAR	Galena	A	104.3	6.0	328	c	Petracom Media LLC	99	0007		Oldies	n/a			1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KVCY	Fort Scott	C3	104.7	16.0	410		VCY America Inc	83			Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KKOY	Chanute	A	105.5	4.3	161	f	Southeast Kansas Bcg	71	9706	450 c1	Hot AC	100			1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
• KMOQ	Baxter Springs	A	107.1	6.0	299	c	Petracom Media LLC	79	0007	See (235)	CHR	n/a			1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
# FM Stations -														14	# Combos -		11	FM TOTALS				0.0	50.1	0.0	0.0	0.0	0.0	0.0	0.0

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)														
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999							
• KKOW	Pittsburg	B	860	10.0	5.00	b	American Media Invst	37	8105		News/Talk	500			6.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KNEM	Nevada	C	1240	0.5	0.00	h	Harbit Comm Inc	49	9801	c1	Country				1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KSEK	Pittsburg	C	1340	1.0	1.00	g	Innovative Bcstg	48	9707	na	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KALN	Iola	D	1370	0.5	0.06	i	Iola Bcstg Inc	61			Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KKOY	Chanute	D	1460	1.0	0.06	f	Southeast Kansas Bcg	52	9706	c1	News/Talk				1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KLKC	Parsons	D	1540	0.3	0.00	d	Comunty Bcstg Co Inc	48			AC/Oldes				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KMDO	Fort Scott	D	1600	0.5	0.03	e	Fort Scott Bcstg Co	54	9604	c1	Oldies				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
# AM Stations -														7	# Combos -		7	AM TOTALS				0.0	9.3	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -														21	# Duopolies -		3	Total Local Commercial Share				59.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0

NOTE: Market first rated Spring 2003

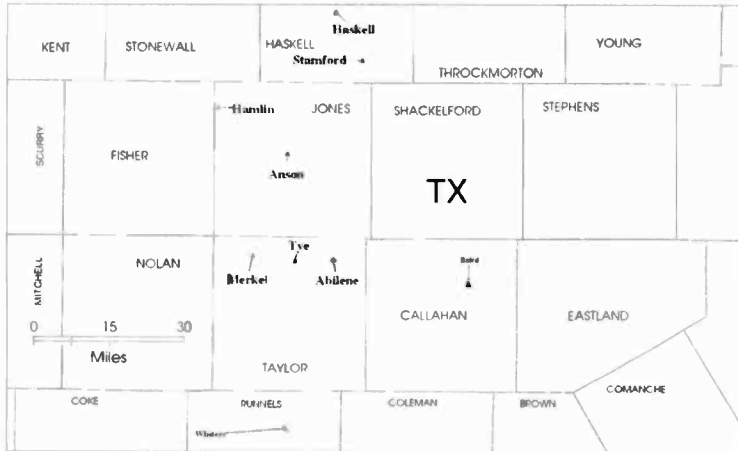
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 233

Revenue Rank: 233

Abilene, TX Market Overview



Metro Counties / Population (000)

Callahan, TX	13.2
Jones, TX	21.6
Taylor, TX	127.4
Total	162.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$4,900	\$5,500	\$5,800	\$5,900	\$5,300	\$6,400	5.2%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
20.8%	\$6,800	\$7,200	\$7,700	\$8,100	\$8,500	5.9%

Revenue/Retail Sales	1997	2002	2007	Est. Breakout
Revenue/Capita	NA ^{1/}	\$3.20/1,000	\$3.74/1,000	Local 80%
	\$32.17	\$39.46	\$50.96	National 20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	152.3	162.2	1.3%	162.2	166.8	0.6%
Households	55.2	59.4	1.5%	59.4	61.8	0.8%
Retail Sales	NA ^{1/}	1,998.2	NA ^{1/}	1,998.2	2,271.0	2.6%
EBI ^{2/}	1,892.3	2,385.1	4.7%	2,385.1	2,885.6	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	80.8	13.5	8.0	11.4	10.9	12.1	9.8	15.2
Women (000)	81.4	13.0	7.4	9.9	9.6	11.4	10.0	20.0
Total	162.2	26.5	15.4	21.3	20.5	23.5	19.8	35.2
Percentage	100.0%	16.4%	9.5%	13.1%	12.6%	14.5%	12.2%	21.7%
Per Capita	\$ 14,708							
			Median Household	\$ 31,289			Avg Household	\$ 40,136
Ethnic Population:	White 81.2%		Black 6.9%		Asian 1.2%		Hispanic 17.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			13	12	13	6	19
Tot 12+			74.1	73.1	74.1	8.3	82.4
Avg 12+			5.7	6.1	5.7	1.4	4.3
Tot LCS			89.9	88.7	89.9	10.1	100.0
Avg LCS			6.9	7.4	6.9	1.7	5.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
KULL	Abilene	C2	92.5	44.0	525	b	Clear Channel Comm	97	0012		g1	Oldies	300	0.88	5.3	9.3	5.4	5.2	3.8	7.2	5.7	6.1	6.8			
KNCE	Baird	C1	95.1	100.0	742	a	Doud Media Group	81	0301	900		AC	250	0.83	4.7	4.7	1.6	3.1	4.9	3.1	2.6	3.3	2.9			
● KORQ	Winters	C2	96.1	50.0	492	a	Doud Media Group	99	0209	500,000		CHR/Rhythmic	250	1.03	3.8	8.3	2.2	2.6	3.8	2.1	3.1	1.7	0.0			
KVRP	Haskell	C1	97.1	100.0	532	c	Rolling Plains Bcstg	81				Country	325	2.67	1.9	2.1	1.6	2.1	1.1	1.0	2.6	0.0	0.9			
KFQX	Anson	C1	98.1	100.0 cp	295	d	Cumulus Bcstg Inc	88	9911	200	sw	Mix AC	200	1.12	2.8	2.1	6.0	2.6	2.2	2.1	3.1	2.2	4.4			
● KBCY	Tye	C1	99.7	99.2	745	d	Cumulus Bcstg Inc	83	9803	1,812	d1	Country	775	0.85	14.3	8.3	12.5	14.4	9.8	9.7	8.9	8.3	7.2			
● KHYS	Abilene	C1	100.7	100.0	768	b	Clear Channel Comm	74	0012		g1	CHR	325	0.68	7.5	4.7	6.0	7.2	5.5	7.7	7.3	9.4	8.1			
● KHXS	Merkel	C1	102.7	100.0	745	d	Cumulus Bcstg Inc	76	9806	1,600		Clsc Rock	750	1.21	9.7	8.8	9.2	7.7	8.7	6.7	6.8	2.2	5.7			
KCDD	Hamlin	C	103.7	100.0	984	d	Cumulus Bcstg Inc	87	9803		d1	CHR	625	0.89	11.0	6.2	7.1	8.8	9.8	10.8	9.9	12.2	11.2			
KEAN	Abilene	C1	105.1	100.0	886	b	Clear Channel Comm	69	0012		g1	Country	950	1.08	13.8	9.8	12.5	10.8	12.6	11.8	15.1	17.1	16.6			
KKHR	Abilene	C2	106.3	50.0 cp	184		Powell Meredith	89	0005		sw	Tejano	400	0.86	7.3	3.1	4.9	3.6	8.7	4.1	3.1	3.9	3.4			
KOES	Stamford	C2	106.9	40.0	548		Texas Gulfwest Comm	99	0106	400		Country	125	0.89	2.2	1.0	1.6	2.6	1.1	4.1	2.1	1.7	1.5			
KEYJ	Abilene	C1	107.9	100.0	886	b	Clear Channel Comm	61	0012		g1	Rock	550	0.95	9.0	5.7	5.4	9.8	5.5	8.2	8.9	6.6	6.9			
# FM Stations -															13	# Combos -		11	FM TOTALS							
																93.3	74.1	76.0	80.5	77.5	78.6	79.2	74.7	75.6		

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KSLI	Abilene	B	1280	0.5	0.23	b	Clear Channel Comm	57	0012		g1	Easy	100	1.04	1.5	2.6	2.2	1.5	1.1	1.0	0.0	0.0	0.0
KWKC	Abilene	C	1340	1.0	1.00	e	Dynamic Bcstg Co	48	9901	100		News/Talk	250	1.12	3.5	4.7	4.3	2.1	3.8	3.1	3.6	3.9	2.3
KVRP	Stamford	C	1400	1.0	1.00	c	Rolling Plains Bcstg	47	8607			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KEAN	Abilene	B	1470	5.0	1.00	b	Clear Channel Comm	36	0302		g1	Country			0.6	0.5	1.6	0.5	0.5	0.5	0.5	0.0	0.4
KMXO	Merkel	D	1500	0.3	0.00		Silva, Ray R	63	8602			1 Span/CCtmp	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KZQQ	Abilene	D	1560	0.5	0.00	e	Dynamic Bcstg Co	62	8204			Sprts/Talk	100		0.9	0.5	1.1	0.5	1.1	0.0	0.0	0.0	3.6
# AM Stations -					6	# Combos -		5	AM TOTALS														
						6.5	8.3	9.2	4.6	6.5	4.6	4.1	3.9	6.3									
AM & FM Stations Profiled -					19	# Duopolies -		7	Total Local Commercial Share														
						82.4	85.2	85.1	84.0	83.2	83.3	78.6	81.9										

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 234

Revenue Rank: 235

Dubuque, IA Market Overview



Metro Counties / Population (000)

Dubuque, IA	88.6
Grant, WI	49.5
Jo Daviess, IL	22.4
Total	160.5

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$5,800	\$5,700	\$5,700	\$6,000	\$5,900	\$6,100	0.8%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.4%	\$6,400	\$6,900	\$7,300	\$7,700	\$8,100	5.8%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.02/1,000	\$3.36/1,000	Local	88%		
Revenue/Capita	\$35.98	\$38.01	\$50.75	National	12%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	161.2	160.5	-0.1%	160.5	159.6	-0.1%
Households	58.3	61.8	1.2%	61.8	63.0	0.4%
Retail Sales	NA ^{1/}	2,018.7	NA ^{1/}	2,018.7	2,410.1	3.6%
EBI ^{2/}	2,190.2	2,501.3	2.7%	2,501.3	3,025.6	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	79.1	12.7	7.5	9.7	8.9	11.6	11.1	17.6
Women (000)	81.3	12.0	7.2	8.3	8.6	11.5	11.1	22.6
Total	160.5	24.7	14.6	18.0	17.5	23.2	22.2	40.2
Percentage	100.0%	15.4%	9.1%	11.2%	10.9%	14.4%	13.8%	25.0%
Per Capita	\$ 15,588	Median Household		\$ 33,803	Avg Household		\$ 40,505	
Ethnic Population:	White 97.5%	Black 0.7%	Asian 0.6%	Hispanic 1.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7		5	9	12	4	16
Tot 12+	21.3		41.4	60.4	62.7	10.8	73.5
Avg 12+	3.0		8.3	6.7	5.2	2.7	4.6
Tot LCS	29.0		56.3	82.2	85.3	14.7	100.0
Avg LCS	4.1		11.3	9.1	7.1	3.7	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• KATF	Dubuque	C1	92.9	92.0	1014	c	Radio Dubuque Inc	67	0006	3,680	c3	AC	1,000	1.26	13.0	7.9	8.0	9.8	9.0	9.0	8.4	9.1	8.6		
KGRR	Epworth	C3	97.3	19.0	381	c	Radio Dubuque Inc	94	0006	1,500		Clsc Rock	350	0.93	6.2	4.2	5.5	3.4	5.7	4.3	6.5	7.2	6.5		
WGLR	Lancaster	C3	97.7	11.5 cp	482	a	Television Wisconsin	82	9806	1,660	c1	Country	700	1.11	10.3	7.0	5.5	6.9	8.1	5.1	6.1	6.7	4.8		
KDST	Dyersville	A	99.3	3.0	299		Design Homes Inc	85	8811	22		Country	325	1.97	2.7	1.4	2.5	2.5	1.4	1.7	2.3	2.4	3.4		
• WVRE	Dickeyville	A	101.1	3.7	423	c	Radio Dubuque Inc	03				Country				5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WQLF	Lena	A	102.1	5.2	351		Thompson & Spielman	02	0203	170	cp	Clsc Hits				0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0		
KXGE	Dubuque	A	102.3	2.0	308	b	Cumulus Bcstg Inc	80	9810	6,000	d3	AOR	500	0.88	9.3	7.4	6.5	5.9	7.6	5.1	7.9	7.2	4.6		
WJOD	Asbury	C3	103.3	6.6	643	b	Cumulus Bcstg Inc	94	9803	1,350		Country	1,025	0.88	19.2	12.1	9.5	11.3	16.6	12.0	11.7	11.5	16.4		
KLYV	Dubuque	C2	105.3	50.0	331	b	Cumulus Bcstg Inc	65	9810		d3	Top 40	700	0.80	14.4	10.2	10.1	12.3	8.5	13.2	10.3	10.5	10.1		
KIYX	Sageville	A	106.1	4.2	394	a	Television Wisconsin	99				Lite AC	100	1.26	1.3	1.4	1.0	0.5	1.4	1.3	0.9	0.5	1.5		
WPVL	Platteville	A	107.1	4.2	394	a	Television Wisconsin	66	9804	825	c2	Oldies	425		0.7	0.9	1.5	0.5	0.5	0.4	0.5	1.0	1.4		
WDBQ	Galena	A	107.5	6.0	328	b	Cumulus Bcstg Inc	89	9810		d3	Oldies	150	0.41	6.0	5.1	5.5	4.9	3.8	6.4	5.6	6.2	5.5		
# FM Stations -					12	# Combos -					10	FM TOTALS					83.1	62.7	56.6	58.0	62.6	58.5	60.2	62.3	62.8

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WGLR	Lancaster	D	1280	0.5	0.02	a	Television Wisconsin	77	9804		c1	Country				0.0	0.0	0.0	0.0	0.0	0.5	0.5	0.2		
KDTH	Dubuque	B	1370	5.0	5.00	c	Radio Dubuque Inc	41	0006		c3	Adlt Stndrd	600	0.80	12.3	8.4	10.1	9.3	8.5	8.1	10.3	7.2	7.3		
WDBQ	Dubuque	C	1490	1.0	1.00	b	Cumulus Bcstg Inc	33	9810		d3	Nws/Tlk/Spt	175	0.87	3.3	1.9	3.0	2.9	1.9	2.6	1.9	1.9	1.8		
WPVL	Platteville	B	1590	1.0	0.50	a	Television Wisconsin	55	9804		c2	Oldies			1.3	0.5	0.5	1.0	0.9	1.7	0.9	1.4	0.9		
# AM Stations -					4	# Combos -					4	AM TOTALS					16.9	10.8	13.6	13.2	11.3	12.4	13.6	11.0	10.2
AM & FM Stations Profiled -					16	# Duopolies -					6	Total Local Commercial Share						73.5	70.2	71.2	73.9	70.9	73.8	73.3	73.0

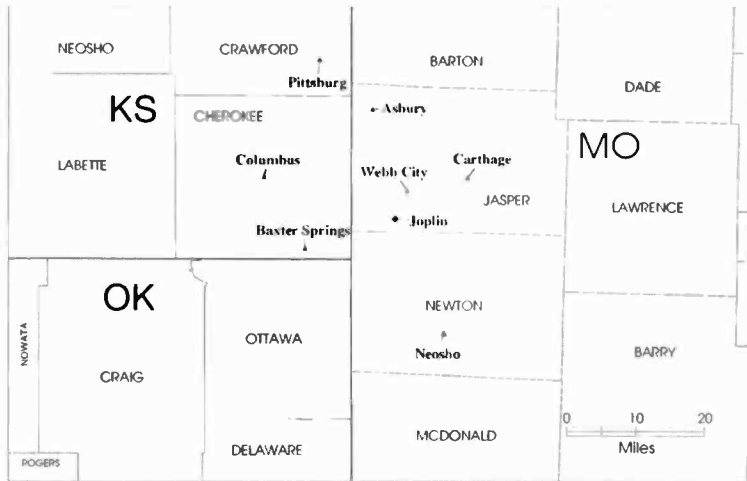
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 235

Revenue Rank: 234

Joplin, MO Market Overview



Metro Counties / Population (000)

Jasper, MO	106.8
Newton, MO	53.8
Total	160.6

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$3,900	\$5,000	\$5,300	\$5,600	\$6,000	\$6,200
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.3%	\$6,500	\$6,900	\$7,400	\$7,800	\$8,200	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.03/1,000	\$3.16/1,000	Local	60%		
Revenue/Capita	\$26.57	\$38.61	\$48.46	National	40%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	146.8	160.6	1.8%	160.6	169.2
Households	57.9	62.8	1.6%	62.8	66.2	1.1%
Retail Sales	NA ^{1/}	2,043.9	NA ^{1/}	2,043.9	2,592.1	4.9%
EBI ^{2/}	1,916.7	2,432.2	4.9%	2,432.2	3,129.6	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	77.8	14.0	7.3	8.3	9.9	11.4	10.5	16.5
Women (000)	82.7	13.2	6.8	8.5	10.1	11.6	11.0	21.6
Total	160.6	27.2	14.1	16.7	20.0	23.0	21.5	38.0
Percentage	100.0%	17.0%	8.8%	10.4%	12.4%	14.3%	13.4%	23.7%
Per Capita	\$ 15,149	Median Household		\$ 31,045	Avg Household		\$ 38,718	
Ethnic Population:	White	92.4%	Black	1.2%	Asian	0.7%	Hispanic	3.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		8	11	11	6	17
Tot 12+	17.6		47.0	64.6	64.6	7.4	72.0
Avg 12+	5.9		5.9	5.9	5.9	1.2	4.2
Tot LCS	24.4		65.3	89.7	89.7	10.3	100.0
Avg LCS	8.1		8.2	8.2	8.2	1.7	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Pittsburg, KS

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KSYN	Joplin	C1	92.5	100.0	407	a	Zimmer Radio Group	60	9707	10,800	d1	Adult CHR	950	1.29	11.9	7.5	6.6	8.5	8.1	14.6	15.2	15.4	15.9	
KJMK	Webb City	C2	93.9	48.0	505	a	Zimmer Radio Group	85	9707		d1	Soft Rock	525	1.46	5.8	4.8	6.0	3.4	4.7	4.9	4.9	6.0	4.3	
KMXL	Carthage	C2	95.1	50.0	472	b	Petersen, Ronald L.	72	7512			Lite AC	450	1.19	6.1	6.4	2.4	5.1	3.5	6.7	4.9	4.4	6.5	
KKOW	Pittsburg	C1	96.9	100.0	912		American Media Invst	75	8605	See (232)		Country	n/a		4.9	4.3	5.4	3.4	3.5	3.7	3.0	6.0	4.4	
KXDG	Webb City	A	97.9	3.4	443	a	Zimmer Radio Group	88	9707		d1	Clsc Rock	900	1.41	10.3	11.2	8.4	7.4	7.0	4.9	7.9	11.5	9.6	
KBTN	Neosho	C3	99.7	16.5	404	c	Petracom Media LLC	95	0007	1,300	c4	Country	275	0.54	8.2	6.4	7.2	6.8	4.7	6.1	4.9	3.3	4.0	
KIXQ	Joplin	C1	102.5	100.0	410	a	Zimmer Radio Group	74	9707		d1	Country	1,275	0.92	22.3	11.8	15.7	14.8	16.3	17.1	14.6	14.3	17.5	
KWXD	Asbury	C3	103.5	16.0	413		Innovative Bcstg	93				Oldies	350	1.49	3.8	2.1	0.6	1.1	4.1	3.7	3.0	4.9	1.4	
● KCAR	Galena	A	104.3	6.0	328	c	Petracom Media LLC	99	0007		d3	Oldies	175	0.88	3.2	2.7	3.0	2.8	1.7	1.8	0.6	1.1	0.0	
KJML	Columbus	C3	105.3	12.5	289	c	Petracom Media LLC	82	0007		d3	Modern Rock	275	0.54	8.2	3.7	7.8	7.4	4.1	3.7	4.3	4.4	3.4	
● KMOQ	Baxter Springs	A	107.1	6.0	299	c	Petracom Media LLC	79	0007	3,200	d3	CHR	275	0.67	6.6	3.7	1.8	4.0	5.2	2.4	1.8	2.7	1.5	
# FM Stations -					11	# Combos -					9	FM TOTALS				91.3	64.6	64.9	64.7	62.9	69.6	65.1	74.0	68.5

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KKLL	Webb City	D	1100	5.0	0.00	d	New Life Evangel Ctr	84	9809	730	d2	Christian			0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6
KWAS	Joplin	C	1230	1.0	1.00	d	New Life Evangel Ctr	46	9809		d2	Christian	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KBTN	Neosho	B	1420	1.0	0.50	c	Petracom Media LLC	54	0007		c4	Country	275	2.77	1.6	1.1	0.6	1.1	1.2	1.2	0.0	0.0	0.9
KQYX	Joplin	C	1450	1.0 cp	1.00	c	Petracom Media LLC	27	0007		d3	News/Talk	100	0.38	4.2	3.7	3.0	2.3	3.5	1.2	3.7	2.2	2.2
KDMO	Carthage	C	1490	1.0	1.00	b	Petersen, Ronald L.	47	7512			Easy/Oldes	150	0.97	2.5	2.1	1.2	2.3	1.2	1.8	1.2	1.6	1.1
WMBH	Joplin	D	1560	0.3	0.01	c	Petracom Media LLC	62	0007		d3	Sports	50		0.4	0.5	1.8	0.6	0.0	1.2	1.2	0.5	1.1
# AM Stations -				6	# Combos -				6	AM TOTALS				8.7	7.4	7.8	6.3	5.9	5.4	6.1	4.3	5.9	
AM & FM Stations Profiled -				17	# Duopolies -				6	Total Local Commercial Share				72.0	72.7	71.0	68.8	75.0	71.2	78.3	74.4		

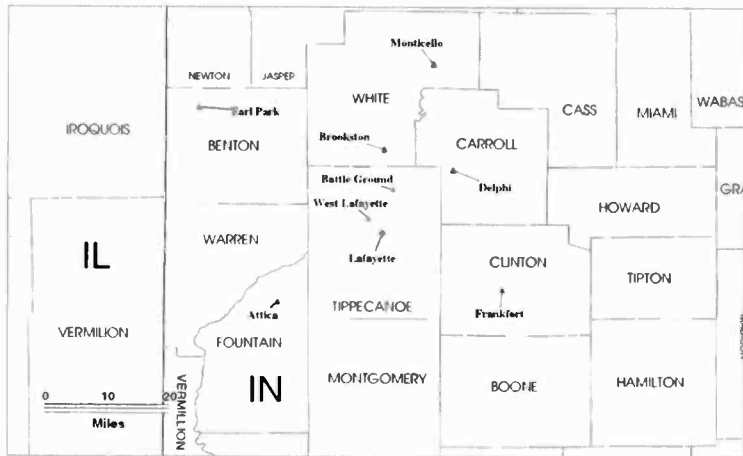
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 236

Revenue Rank: 200

Lafayette, IN Market Overview



Metro Counties / Population (000)

Tippecanoe, IN	152.0
	152.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02	
		\$7,300	\$8,200	\$8,500	\$8,700	\$7,400	\$8,200	2.2%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout				
	NA ^{1/}	\$3.68/1,000	\$3.72/1,000	Local	60%			
	\$52.59	\$53.95	\$66.79	National	40%			

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	138.8	152.0	1.8%	152.0	160.2
Households	49.7	56.8	2.7%	56.8	60.9	1.4%
Retail Sales	NA ^{1/}	2,228.7	NA ^{1/}	2,228.7	2,877.9	5.2%
EBI ^{2/}	2,143.2	2,584.9	3.8%	2,584.9	3,412.6	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	77.9	10.9	5.4	21.7	11.6	9.2	8.3	10.7
Women (000)	74.2	10.4	5.0	17.2	10.0	9.2	8.9	13.5
Total	152.0	21.4	10.4	38.9	21.6	18.4	17.2	24.3
Percentage	100.0%	14.1%	6.8%	25.6%	14.2%	12.1%	11.3%	16.0%
Per Capita	\$ 16,652							
			Median Household	\$ 35,953			Avg Household	\$ 44,655
Ethnic Population:	White	88.2%	Black	2.6%	Asian	4.7%	Hispanic	5.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	4		8	11	2	13
Tot 12+	43.4	21.5		62.8	64.9	1.4	66.3
Avg 12+	6.2	5.4		7.9	5.9	0.7	5.1
Tot LCS	65.5	32.4		94.7	97.9	2.1	100.0
Avg LCS	9.4	8.1		11.8	8.9	1.1	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WKHY	Lafayette	A	93.5	6.0	246	c	RadioWorks Inc	70	9908		c1	AOR/CIRck	900	0.89	12.4	6.9	10.7	9.4	9.2	10.7	13.8	10.1	12.0		
WLFF	Brookston	A	95.3	2.3	505	b	Artistic Media Ptnrs	67	9810	1,800		Country	300	0.64	5.7	5.5	4.3	4.3	4.2	4.0	4.3	3.6	3.2		
WSHP	Attica	A	95.7	3.1	433	b	Artistic Media Ptnrs	90	9412	410		Clsc Rock	900	0.95	11.5	4.8	7.9	8.7	8.5	8.1	8.7	10.9	10.2		
WAZY	Lafayette	B	96.5	50.0	499	b	Artistic Media Ptnrs	65	8808	3,360		Top 40	1,300	0.98	16.2	9.7	12.9	12.3	12.0	18.8	8.7	11.6	12.3		
• WIBN	Earl Park	B1	98.1	25.0	328		Brothers Bcstg Corp	83		100		Oldies				0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WASK	Battle Ground	A	98.7	4.4	384	a	Schurz Comm Inc	93	9503	860		Oldies	1,100	1.01	13.3	9.7	7.9	10.1	9.9	10.7	9.4	8.7	8.9		
WSHW	Frankfort	B	99.7	50.0	459		Kaspar Bcstg Co	62				AC	275	2.40	1.4	1.4	0.7	0.7	1.4	1.3	2.2	1.4	1.7		
WXXB	Delphi	A	102.9	2.8	489	c	RadioWorks Inc	89	9910	1,000		CHR	400	0.37	13.3	11.0	10.7	10.1	9.9	2.0	2.2	2.2	2.0		
WKOA	Lafayette	B	105.3	50.0	308	a	Schurz Comm Inc	63	9101	8,500	c1	Country	2,050	1.75	14.3	9.7	10.0	8.7	12.7	10.1	13.8	14.5	14.3		
WGLM	West Lafayette	A	106.7	6.0	328		KVB Bcstg	92	9112		st	AC	900	1.44	7.6	5.5	4.3	6.5	4.9	5.4	6.5	7.2	7.2		
WMRS	Monticello	A	107.7	2.5	515		Quinn, Gerald Norman	89				AC			0.5	0.0	0.7	0.0	0.7	0.0	0.0	0.0	0.0		
# FM Stations -					11	# Combos -					7	FM TOTALS					96.2	64.9	70.1	70.8	73.4	71.1	69.6	70.2	71.8

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• WLAS	Lafayette	D	1410	1.0	0.06	b	Artistic Media Ptnrs	59	9808	400		Country			1.9	0.0	0.0	1.4	1.4	1.3	1.4	0.0	0.5		
WASK	Lafayette	C	1450	1.0	1.00	a	Schurz Comm Inc	42	9101 p		c1	Oldies			1.9	1.4	1.4	2.2	0.7	2.0	1.4	3.6	2.1		
# AM Stations -					2	# Combos -					2	AM TOTALS					3.8	1.4	1.4	3.6	2.1	3.3	2.8	3.6	2.6
AM & FM Stations Profiled -					13	# Duopolies -					3	Total Local Commercial Share					66.3	71.5	74.4	75.5	74.4	72.4	73.8	74.4	

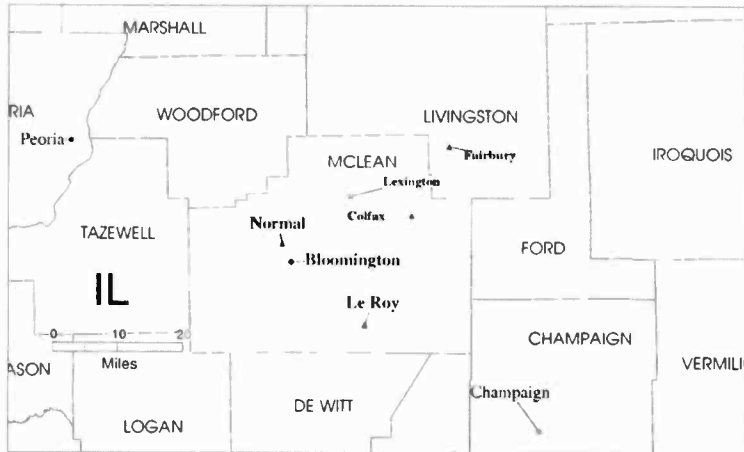
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 237

Revenue Rank: 202

Bloomington, IL Market Overview



Metro Counties / Population (000)

McLean, IL	153.5
	153.5

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$6,700	\$7,500	\$7,800	\$8,500	\$7,800	\$8,000	3.6%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	2.6%	\$8,500	\$9,100	\$9,600	\$10,200	\$10,700	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.91/1,000	\$4.11/1,000	Local 80%
Revenue/Capita	\$47.45	\$52.12	\$66.13	National 20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	141.2	153.5	1.7%	153.5	161.8	1.1%
Households	51.8	58.2	2.4%	58.2	62.3	1.4%
Retail Sales	NA ^{1/}	2,047.5	NA ^{1/}	2,047.5	2,606.0	4.9%
EBI ^{2/}	2,459.3	3,068.5	4.5%	3,068.5	4,219.7	6.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	74.2	12.3	6.1	13.3	10.6	11.0	9.6	11.3
Women (000)	79.3	11.7	5.8	15.4	10.5	11.4	9.8	14.7
Total	153.5	24.0	11.9	28.7	21.1	22.4	19.4	26.0
Percentage	100.0%	15.6%	7.7%	18.7%	13.8%	14.6%	12.6%	17.0%
Per Capita	\$ 19,989							
				Median Household	\$ 42,164		Avg Household	\$ 52,693
Ethnic Population:	White	88.6%	Black	6.5%	Asian	2.2%	Hispanic	2.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	3		5	6	1	7
Tot 12+	14.7	22.1		35.6	36.8	11.7	48.5
Avg 12+	4.9	7.4		7.1	6.1	11.7	6.9
Tot LCS	30.3	45.6		73.4	75.9	24.1	100.0
Avg LCS	10.1	15.2		14.7	12.6	24.1	14.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WRPW	Colfax	A	92.9	6.0	328	a	AAA Entertainment	98	0101	3,057	d1	R&BOd/HpH	100	0.12	10.4	3.7	5.3	5.8	5.5	4.9	1.3	2.5	2.7		
WIHN	Normal	A	96.7	3.9	410	a	AAA Entertainment	73	0101		d1	Modern Rock	150	0.23	8.1	6.1	4.6	3.9	4.9	6.7	3.8	5.0	6.2		
WDQZ	Lexington	A	99.5	6.0	328	a	AAA Entertainment	01	0009	1,300		Clsc Hits	775	1.04	9.3	4.9	5.9	6.5	3.7	0.0	0.0	0.0	0.0		
WBNQ	Bloomington	B	101.5	50.0	466	b	Citadel Bcstg Corp	47	0007		g4	Hot AC	2,600	1.25	26.0	11.7	13.2	13.6	14.7	16.5	13.9	14.5	16.0		
WBWN	Le Roy	B1	104.1	25.0	328	b	Citadel Bcstg Corp	79	0007		g4	Country	2,075	1.21	21.5	9.2	12.5	14.3	9.2	12.8	15.2	16.4	14.5		
• WYST	Fairbury	B1	107.7	22.5	351	a	AAA Entertainment	00	0204	1,700		Clsc Hits			2.3	1.2	0.7	1.3	1.2	1.2	1.3	0.0	0.0		
# FM Stations -					6	# Combos -					6	FM TOTALS					77.6	36.8	42.2	45.4	39.2	42.1	35.5	38.4	39.4

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WJBC	Bloomington	C	1230	1.0	1.00	b	Citadel Bcstg Corp	25	0007		g4	FullService	2,300	1.28	22.4	11.7	9.9	9.7	14.7	11.6	16.5	17.6	16.0		
# AM Stations -					1	# Combos -					1	AM TOTALS					22.4	11.7	9.9	9.7	14.7	11.6	16.5	17.6	16.0
AM & FM Stations Profiled -					7	# Duopolies -					3	Total Local Commercial Share					48.5	52.1	55.1	53.9	53.7	52.0	56.0	55.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 238

Revenue Rank: 213

Panama City, FL Market Overview



Metro Counties / Population (000)

Bay, FL	152.4
	152.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$5,700	\$6,000	\$6,700	\$7,300	\$7,000	\$7,600	5.8%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
*	8.6%	\$8,000	\$8,600	\$9,100	\$9,500	\$10,000	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$3.85/1,000	\$4.28/1,000	Local 90%
Revenue/Capita	\$39.07	\$49.87	\$61.35	National 10%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	145.9	152.4	0.9%	152.4	163.0	1.4%
Households	55.6	61.7	2.1%	61.7	67.2	1.7%
Retail Sales	NA ^{1/}	1,975.9	NA ^{1/}	1,975.9	2,336.3	3.4%
EBI ^{2/}	2,039.4	2,460.3	3.8%	2,460.3	3,128.5	4.9%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	75.3	12.2	6.6	6.9	9.9	12.3	10.7	16.7
Women (000)	77.1	11.4	6.4	6.5	9.6	12.4	11.1	19.8
Total	152.4	23.6	13.0	13.4	19.5	24.7	21.7	36.5
Percentage	100.0%	15.5%	8.5%	8.8%	12.8%	16.2%	14.2%	24.0%
Per Capita	\$ 16,139							
			Median Household	\$ 31,961			Avg Household	\$ 39,853
Ethnic Population:	White	83.9%	Black	10.7%	Asian	1.9%	Hispanic	2.5%

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations			13	13	13	3	16
Tot 12+			81.1	81.1	81.1	1.0	82.1
Avg 12+			6.2	6.2	6.2	0.3	5.1
Tot LCS			98.8	98.8	98.8	1.2	100.0
Avg LCS			7.6	7.6	7.6	0.4	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Dothan.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WPAP	Panama City	C1	92.5	82.0 cp	1066	a	Clear Channel Comm	67	9712		g1	Country	1,600	1.22	17.2	17.3	16.1	18.2	12.0	17.2	14.3	17.7	12.0	
WEBZ	Port St. Joe	C2	93.5	14.5	669	a	Clear Channel Comm	90	9909	1,000		RhyBl/HpHop	400	0.54	9.7	5.2	6.0	7.7	9.3	9.4	8.0	8.6	6.5	
WFBX	Parker	C	94.5	100.0	991	a	Clear Channel Comm	77	9712		g1	Clsc Rock	325	1.22	3.5	2.6	4.2	2.8	3.3	5.0	5.1	4.3	3.5	
• WRBA	Springfield	C2	95.9	50.0	282	c	Pilot Group Radio	87	0310 p	6,000	d1	Clsc Rock	450	0.90	6.6	5.2	4.8	6.1	5.5	6.1	7.4	4.3	5.0	
WYYX	Bonifay	C1	97.7	100.0	830	b	Styles Bcstg Inc	83	0210	5,250	d4	Rock	500	1.04	6.3	4.2	7.1	5.0	6.0	5.0	3.4	6.5	5.2	
WFSY	Panama City	C0	98.5	100.0 cp	1066	a	Clear Channel Comm	71	9712		g1	AC	1,050	1.30	10.6	9.9	7.1	7.7	10.9	9.4	14.3	9.7	10.7	
WPBH	Mexico Beach	C2	99.3	50.0	492	a	Clear Channel Comm	90	9712		g1	Oldies	350	0.92	5.0	4.2	3.6	3.9	4.9	6.1	3.4	3.2	4.3	
WVVE	Panama City	C3	100.1	12.0 cp	404	b	Styles Bcstg Inc	89	0210		d4	Easy	650	1.43	6.0	5.8	6.5	6.1	4.4	1.7	1.7	6.5	2.4	
WYOO	Springfield	C3	101.1	12.0 cp	404	b	Styles Bcstg Inc	92	0210		d4	News/Talk	500	0.91	7.2	5.2	5.4	5.0	7.7	3.3	2.3	3.2	6.5	
• WMXP	Callaway	C1	103.5	100.0 cp	748	c	Pilot Group Radio	90	0310 p		d1	Country	150	0.58	3.4	4.2	3.6	3.3	2.7	2.2	4.0	1.1	1.8	
• WASJ	Panama City	C2	105.1	50.0	335	c	Pilot Group Radio	93	0310 p		d1	Smooth Jazz	325	0.68	6.3	3.7	6.5	6.1	4.9	2.8	8.6	7.0	6.1	
WILN	Panama City	C2	105.9	50.0	384	b	Styles Bcstg Inc	85	0210		d4	CHR	600	1.05	7.5	7.3	6.5	6.1	7.1	7.8	5.1	8.1	8.9	
• WLHR	Panama City	C1	107.9	100.0	781	c	Pilot Group Radio	63	0310 p		d1	Dance/Top40	350	0.98	4.7	6.3	3.6	3.9	4.4	5.6	2.9	3.8	4.0	
# FM Stations -					13	# Combos -					13	FM TOTALS				94.0	81.1	81.0	81.9	83.1	81.6	80.5	84.0	76.9

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WDIZ	Panama City	B	590	1.7	2.50	a	Clear Channel Comm	40	9712		g1	Sports	100	0.32	4.1	0.0	0.0	3.9	3.3	5.0	4.6	3.2	5.6	
WPCF	Panama City	D	1290	0.3	0.06	b	Styles Bcstg Inc	58	0210		d4	Christian	50			0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	
• WLTG	Panama City	B	1430	5.0	5.00		Williams Comm Inc	49	0308	500		News/Talk	150	0.90	2.2	1.0	3.0	2.2	1.6	3.3	1.7	1.1	2.1	
# AM Stations -					3	# Combos -					2	AM TOTALS				6.3	1.0	3.0	6.1	4.9	8.3	6.3	5.4	7.7
AM & FM Stations Profiled -					16	# Duopolies -					6	Total Local Commercial Share				82.1	84.0	88.0	88.0	89.9	86.8	89.4	84.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 239

Revenue Rank: 239

Wheeling, WV Market Overview



Metro Counties / Population (000)

Marshall, WV	34.9
Ohio, WV	46.4
Belmont, OH	69.0
Total	150.3

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,100	\$5,600	\$5,300	\$5,600	\$5,800	\$6,000
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.4%	\$6,400	\$6,800	\$7,200	\$7,600	\$8,000	5.7%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.47/1,000	\$3.99/1,000	Local	85%		
Revenue/Capita	\$32.69	\$39.92	\$55.63	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	156.0	150.3	-0.7%	150.3	143.8
Households	62.3	61.5	-0.3%	61.5	59.8	-0.6%
Retail Sales	NA ^{1/}	1,727.0	NA ^{1/}	1,727.0	2,005.0	3.0%
EBI ^{2/}	2,005.4	2,173.2	1.6%	2,173.2	2,433.2	2.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	72.5	10.4	6.4	6.7	8.7	10.8	11.8	17.8
Women (000)	77.8	9.8	6.0	6.3	8.2	11.1	11.8	24.6
Total	150.3	20.2	12.4	13.1	16.9	21.9	23.6	42.4
Percentage	100.0%	13.4%	8.2%	8.7%	11.2%	14.5%	15.7%	28.2%
Per Capita	\$ 14,458		Median Household	\$ 28,228		Avg Household	\$ 35,352	
Ethnic Population:	White	95.4%	Black	3.0%	Asian	0.5%	Hispanic	0.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	6		7	10	6	16
Tot 12+	8.0	60.6		65.2	68.6	17.0	85.6
Avg 12+	2.0	10.1		9.3	6.9	2.8	5.4
Tot LCS	9.3	70.8		76.2	80.1	19.9	100.0
Avg LCS	2.3	11.8		10.9	8.0	3.3	6.3

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Pittsburgh

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
• WBNV	Barnesville	A	93.5	2.5	489	Hafley, W. Grant	92				AC	50		0.9	1.1	1.2	1.0	0.6	1.7	1.2	1.1	1.9	
WEEL	Shadyside	A	95.7	1.7	627	Ohio Valley Comm Inc	91	9302		sw	1 Oldies	200	0.46	7.2	4.6	5.2	5.7	6.7	6.6	6.9	4.2	4.9	
WRKP	Moundsville	A	96.5	1.5 cp	594	RKP International	90				ChrisContem	50		0.9	1.7	0.0	0.5	1.1	1.1	0.6	1.1	1.6	
WKWK	Wheeling	B	97.3	50.0	420	a Clear Channel Comm	48	0008		g	1 Lite Rock	500	0.81	10.3	8.6	7.0	9.3	8.4	6.6	7.5	9.5	9.8	
WOVK	Wheeling	B	98.7	50.0	390	a Clear Channel Comm	47	0008		g	1 Country	1,500	1.18	21.1	20.0	16.9	19.1	17.4	19.9	18.5	19.6	18.2	
WOMP	Bellaire	B	100.5	48.0	499	b Keymarket Licenses	47	0003		g4	Hot AC	1,600	2.38	11.2	8.6	11.0	10.3	9.0	11.0	11.6	13.2	15.3	
WOGH	Burgettstown	B	103.5	16.0	879	b Keymarket Licenses	47	0003			Country	n/a		7.5	6.9	7.0	6.7	6.2	6.1	6.4	5.3	6.1	
WVKF	Bethlehem	B1	105.5	13.5	312	a Clear Channel Comm	85	0008		g	1 CHR	100	0.30	5.6	7.4	5.2	4.6	5.1	7.2	5.8	5.8	5.5	
WCDK	Cadiz	A	106.3	2.7	495	Priority Comm Inc	85	9812	475	c1	Oldies	200	1.75	1.9	0.6	1.2	1.5	1.7	1.1	1.7	1.6	0.6	
• WEGW	Wheeling	B	107.5	16.0	883	a Clear Channel Comm	66	0008		g	1 New Rock	900	1.01	14.9	9.1	12.8	13.4	12.4	12.2	9.8	11.1	10.1	
# FM Stations -					10	# Combos -				6	FM TOTALS				81.5	68.6	67.5	72.1	68.6	73.5	70.0	72.5	74.0

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WWVA	Wheeling	A	1170	50.0	50.00	a Clear Channel Comm	26	0008		g	1 Talk/Relgn	500	0.86	9.7	9.7	9.3	6.7	10.1	8.3	6.9	7.4	6.9	
WOMP	Bellaire	D	1290	1.0	0.03	b Keymarket Licenses	47	0003		g4	News/Talk	50	0.33	2.5	1.1	1.7	2.1	2.2	2.8	5.2	5.3	4.4	
WSTV	Steubenville	C	1340	1.0	1.00	b Keymarket Licenses	40	0003		g4	News/Talk	225			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WVLY	Moundsville	D	1370	5.0	0.02	c Scott Radio Group	50	0203	160		Nws/Tlk/Inf	50	0.83	1.0	1.1	0.6	0.0	1.7	0.6	0.0	0.0	0.0	
WBBD	Wheeling	C	1400	1.0	1.00	a Clear Channel Comm	41	0008		g	1 Nostalgia	50	0.16	5.3	4.0	5.2	5.2	3.9	5.0	4.0	3.2	5.1	
WKKX	Wheeling	D	1600	5.0	0.03	c Scott Radio Group	63	0205	130		Sprts/Talk	25			1.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					6	# Combos -				6	AM TOTALS				18.5	17.0	17.4	14.0	17.9	16.7	16.1	15.9	16.4
AM & FM Stations Profiled -					16	# Duopolies -				6	Total Local Commercial Share				85.6	84.9	86.1	86.5	90.2	86.1	88.4	90.4	

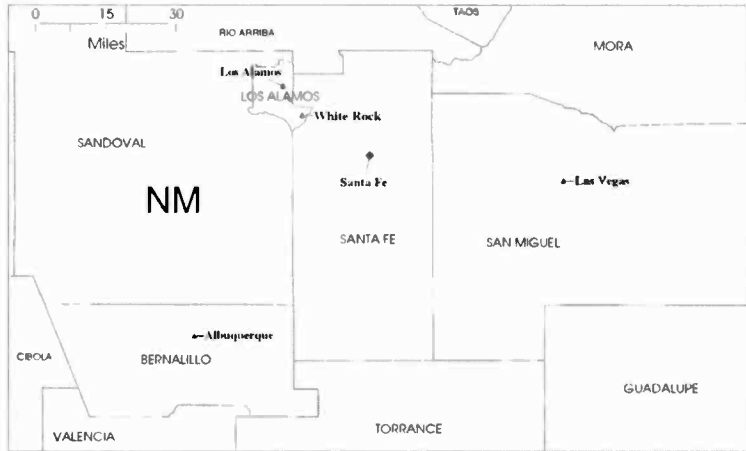
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 240

Revenue Rank: 280

Santa Fe, NM Market Overview



Metro Counties / Population (000)

Los Alamos, NM	18.1
Santa Fe, NM	132.8
Total	150.9

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$3,400	\$3,300	\$3,100	\$3,500	\$3,100	\$3,100	-2.3%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$1.48/1,000	\$1.60/1,000	Local	75%		
Revenue/Capita	\$24.50	\$20.54	\$25.62	National	25%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	138.8	150.9	1.7%	150.9	156.1
Households	53.8	61.8	2.8%	61.8	65.2	1.1%
Retail Sales	NA ^{1/}	2,095.2	NA ^{1/}	2,095.2	2,505.8	3.6%
EBI ^{2/}	2,586.5	3,387.1	5.5%	3,387.1	4,413.1	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	74.0	11.8	6.8	6.2	9.4	11.9	12.9	15.0
Women (000)	76.9	11.4	6.4	5.6	9.3	12.4	14.0	17.7
Total	150.9	23.2	13.3	11.8	18.6	24.3	27.0	32.7
Percentage	100.0%	15.4%	8.8%	7.8%	12.3%	16.1%	17.9%	21.7%
Per Capita	\$ 21,548	Median Household		\$ 41,152	Avg Household		\$ 52,644	
Ethnic Population:	White 74.9%	Black 0.6%	Asian 1.4%	Hispanic 44.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			15	12	15	5	20
Tot 12+			56.3	52.3	56.3	7.4	63.7
Avg 12+			3.8	4.4	3.8	1.5	3.2
Tot LCS			88.4	82.1	88.4	11.6	100.0
Avg LCS			5.9	6.8	5.9	2.3	5.0

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Albuquerque.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KRST	Albuquerque	C	92.3	22.0	4160	g	Citadel Bcstg Corp	65	9610			Country	n/a		5.9	5.2	3.1	4.1	3.2	5.6	3.1	4.0	2.6		
KKOB	Albuquerque	C	93.3	21.5	4150		Citadel Bcstg Corp	67	9403	See (71)		Hot AC	n/a		4.2	4.0	1.5	3.1	2.1	2.8	3.1	1.7	4.0		
KZRR	Albuquerque	C	94.1	22.5	4131	f	Clear Channel Comm	61	9911			AOR	n/a		9.0	2.3	5.6	4.6	6.8	3.4	7.3	4.6	2.7		
KBOM	Santa Fe	C1	94.7	100.0	787	e	Amer General Media	00	0012	7,000	d1	1	Hip Hop	700	4.3	1.7	1.5	3.6	1.6	1.1	3.1	4.0	2.3		
KHFM	Santa Fe	C1	95.5	19.0	1791		Amer General Media	65	9609	See (71)		Classical	n/a		9.3	8.0	8.7	3.1	8.9	5.1	2.1	4.6	4.7		
KKSS	Santa Fe	C	97.3	100.0	1877	c	Univision Comm Inc	69	0310			HpHop/RhyBl	n/a		9.6	5.2	4.1	6.2	5.8	4.0	7.3	4.6	4.3		
• KLSK	Las Vegas	C	98.1	100.0	1037	a	Clear Channel Comm	89	0009		g		Clsc Rock	800	4.69	5.5	1.1	0.0	4.6	2.1	4.0	3.1	2.9	5.0	
KABG	Los Alamos	C	98.5	100.0	1906	d	Amer General Media	56	9609			Oldies	n/a		8.0	5.2	5.1	6.2	3.7	5.1	6.3	2.9	2.5		
KSFQ	White Rock	C3	101.1	0.6	1864		Clear Channel Comm	90	0009		g	AC	350	4.03	2.8	2.3	1.5	1.0	2.6	1.1	0.5	1.1	0.6		
KBAC	Santa Fe	C	104.1	100.0	1877	h	Clear Channel Comm	84	9911			AAA	n/a		8.5	5.2	4.6	2.6	8.4	3.4	3.7	5.2	3.5		
KAJZ	Santa Fe	C	105.1	100.0	1936	c	Univision Comm Inc	85	0310			Smooth Jazz	n/a		1.7	2.3	4.6	2.0	0.0	0.0	0.0	0.0	0.0		
KRZY	Santa Fe	C	105.9	100.0	1919	g	Entravision Comm Co	83	0004			Spanish AC	n/a		3.2	6.3	4.6	1.5	2.6	3.4	2.1	2.3	4.8		
KZNM	Los Alamos	C1	106.7	15.5	1949	e	Amer General Media	86	0012			Span/Varty	n/a		3.4	2.9	2.6	2.1	2.1	1.7	0.0	0.0	0.0		
KQBA	Los Alamos	C1	107.5	100.0	797		Hutton Media LLC	00	0012		1	Rock	150	1.42	3.4	0.6	1.5	2.1	2.1	2.3	0.0	0.0	0.0		
KBQI	Albuquerque	C	107.9	22.5	4131	a	Clear Channel Comm	87	9911			Country	n/a		6.2	4.0	5.1	3.6	4.2	2.8	2.1	4.0	0.0		
# FM Stations -					15	# Combos -					7	FM TOTALS					85.0	56.3	54.1	50.4	56.2	45.8	43.8	41.9	37.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KKOB	Santa Fe	B	770	50.0	50.00	b	Citadel Bcstg Corp	22	9403			News/Talk	n/a		8.8	6.3	7.7	6.2	4.7	5.6	6.8	3.4	6.3		
KSWV	Santa Fe	D	810	5.0	0.00		La Voz Bcstg Co Inc	66	9010	113		Easy/Span	475	4.79	3.2	0.0	0.0	1.0	3.2	3.4	1.6	1.7	3.6		
KTRC	Santa Fe	B	1260	5.0	1.00	e	Amer General Media	35	0012		d1	1	Talk	75	1.21	2.0	1.1	0.5	1.0	1.6	1.7	1.6	4.0	2.4	
KVSF	Santa Fe	C	1400	1.0	1.00	e	Amer General Media	46	0012		d1	1	Country	200		0.8	0.0	0.5	0.0	1.1	0.0	0.5	1.7	1.1	
KRSN	Los Alamos	C	1490	1.0	1.00		RealRadio, LLC	49	9607		na		Nws/Tlk/Inf	275		0.4	0.0	0.5	0.0	0.5	0.6	1.0	2.9	1.1	
# AM Stations -					5	# Combos -					2	AM TOTALS					15.2	7.4	9.2	8.2	11.1	11.3	11.5	13.7	14.5
AM & FM Stations Profiled -					20	# Duopolies -					7	Total Local Commercial Share						63.7	63.3	58.6	67.3	57.1	55.3	55.6	51.5

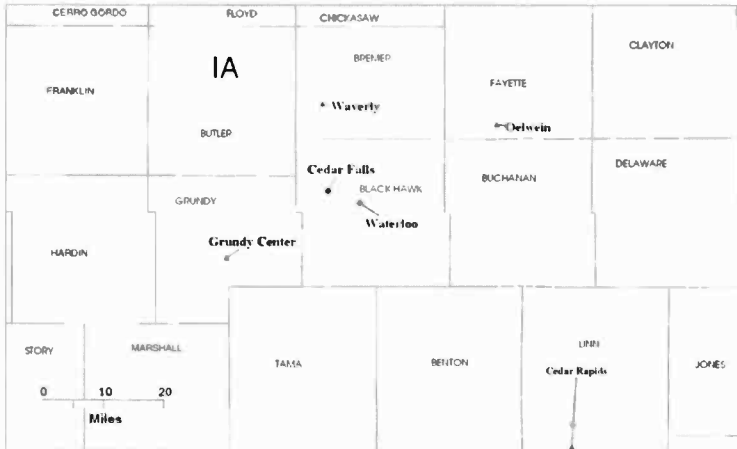
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 241

Revenue Rank: 217

Waterloo-Cedar Falls, IA Market Overview



Metro Counties / Population (000)

Black Hawk, IA	127.3
Bremer, IA	23.2
Total	150.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,800	\$6,100	\$6,500	\$6,800	\$7,200	\$7,300
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	1.4%	\$7,700	\$8,300	\$8,700	\$9,200	\$9,700	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.83/1,000	\$4.44/1,000	Local	90%		
Revenue/Capita	\$39.78	\$48.50	\$64.97	National	10%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	145.8	150.5	0.6%	150.5	149.3
Households	55.4	58.4	1.1%	58.4	58.5	0.0%
Retail Sales	NA ^{1/}	1,908.1	NA ^{1/}	1,908.1	2,184.4	2.7%
EBI ^{2/}	2,130.3	2,388.4	2.3%	2,388.4	2,854.2	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	72.2	11.4	6.4	10.8	8.5	9.4	10.4	15.2
Women (000)	78.3	10.7	6.2	12.4	8.4	10.1	10.7	19.9
Total	150.5	22.1	12.6	23.2	16.9	19.5	21.1	35.2
Percentage	100.0%	14.7%	8.4%	15.4%	11.2%	13.0%	14.0%	23.4%
Per Capita	\$ 15,870		Median Household	\$ 34,174		Avg Household	\$ 40,884	
Ethnic Population:	White	89.5%	Black	7.0%	Asian	1.0%	Hispanic	1.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		6	7	8	6	14
Tot 12+	6.2		53.1	57.4	59.3	11.1	70.4
Avg 12+	3.1		8.9	8.2	7.4	1.9	5.0
Tot LCS	8.8		75.4	81.5	84.2	15.8	100.0
Avg LCS	4.4		12.6	11.6	10.5	2.6	7.1

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Cedar Rapids.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
• KKHQ	Oelwein	C	92.3	100.0	1969	c	Cumulus Bcstg Inc	71	0010		g	CHR	700	0.77	12.4	5.6	8.7	9.8	8.3	7.1	7.4	10.7	7.7
KCVM	Hudson	A	96.1	6.0	328	d	Fife Comm Co LC	97	9507			Hot AC	850	1.25	9.3	4.3	6.4	5.8	7.7	7.7	8.0	8.3	8.9
KCRR	Grundy Center	C3	97.7	16.0	407	c	Cumulus Bcstg Inc	83	0010		g	Clsc Rock	775	0.92	11.6	10.5	7.6	9.8	7.1	8.3	8.0	7.7	7.5
• KOEL	Cedar Falls	C3	98.5	15.0	423	c	Cumulus Bcstg Inc	93	0010		g	Country	1,050	1.07	13.5	7.4	7.6	8.7	10.9	8.9	10.5	9.5	16.5
KWAY	Waverly	A	99.3	4.6	180	b	Suhr, Aelvin Edwin	71	8410	844	c1	AC	225	2.57	1.2	1.9	1.7	1.2	0.6	0.6	1.2	1.2	2.3
KZIA	Cedar Rapids	C1	102.9	100.0	942		KZIA Inc	75	9405	See (209)		CHR	n/a		9.6	6.8	8.7	7.5	6.4	7.7	6.2	8.3	3.7
KOKZ	Waterloo	C	105.7	100.0	1322	a	Bahakel Comm	62				Oldies	1,400	1.24	15.5	10.5	10.5	10.4	12.2	11.8	8.0	8.9	7.0
KFMW	Waterloo	C	107.9	100.0	1805	a	Bahakel Comm	68	9608	3,500	c2	Rock	1,350	1.27	14.6	12.3	9.9	11.0	10.3	10.1	12.3	10.1	8.8
# FM Stations -					8	# Combos -					7	FM TOTALS			87.7	59.3	61.1	64.2	63.5	62.2	61.6	64.7	62.4

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KWOF	Waterloo	D	850	0.5	0.00		Friendship Commun	72	9503		nc	Christian	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCNZ	Cedar Falls	B	1250	0.5	0.50	d	Fife Comm Co LC	58	9508	100		Nws/Tlk/Spt	100		0.8	0.6	0.6	0.6	0.6	1.2	0.6	0.6	0.7
KWLO	Waterloo	B	1330	5.0	5.00	a	Bahakel Comm	47	9608		c2	Nostalgia	425	0.77	7.6	5.6	5.2	5.2	5.8	5.9	4.9	7.1	4.9
KWAY	Waverly	D	1470	1.0	0.06	b	Suhr, Aelvin Edwin	58	8410		c1	CHR	75			0.0	0.0	0.0	0.0	0.6	1.2	0.0	0.0
KXEL	Waterloo	A	1540	50.0	50.00	a	Bahakel Comm	42	5801			News/Talk	225	1.03	3.0	4.9	2.3	1.7	2.6	2.4	2.5	2.4	2.2
KDNZ	Cedar Falls	B	1650	10.0 cp	1.00	d	Fife Comm Co LC	98				Nws/Tlk/Spt			0.8	0.0	0.6	1.2	0.0	0.6	0.0	0.6	0.2
# AM Stations -					6	# Combos -					5	AM TOTALS			12.2	11.1	8.7	8.7	9.0	10.7	9.2	10.7	8.0
AM & FM Stations Profiled -					14	# Duopolies -					4	Total Local Commercial Share			70.4	69.8	72.9	72.5	72.9	70.8	75.4	70.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 242

Revenue Rank: 240

Parkersburg-Marietta, WV-OH Market Overview



Metro Counties / Population (000)

Washington, OH	63.0
Wood, WV	87.2
Total	150.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,000	\$5,300	\$6,000	\$6,500	\$6,000	\$5,900
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	-1.7%	\$6,200	\$6,700	\$7,000	\$7,400	\$7,800	5.5%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.31/1,000	2007 \$3.92/1,000			Est. Breakout	
Revenue/Capita	\$32.85	\$39.28	\$52.63			Local 82%	National 18%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	152.2	150.2	-0.3%	150.2	148.2
Households	59.7	61.4	0.6%	61.4	61.8	0.1%
Retail Sales	NA ^{1/}	1,785.1	NA ^{1/}	1,785.1	1,989.1	2.2%
EBI ^{2/}	2,128.5	2,291.7	1.5%	2,291.7	2,661.1	3.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	72.4	11.2	6.4	6.4	8.7	11.1	11.1	17.5
Women (000)	77.8	10.7	6.1	6.4	9.0	11.5	11.7	22.3
Total	150.2	21.9	12.6	12.8	17.7	22.6	22.8	39.8
Percentage	100.0%	14.6%	8.4%	8.5%	11.8%	15.1%	15.2%	26.5%
Per Capita	\$ 15,154	Median Household		\$ 32,232	Avg Household		\$ 40,011	
Ethnic Population:	White 97.2%	Black 1.0%	Asian 0.6%	Hispanic 0.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	3		8	9	6	15
Tot 12+	46.1	28.8		73.0	74.9	7.0	81.9
Avg 12+	7.7	9.6		9.1	8.3	1.2	5.5
Tot LCS	56.3	35.2		89.1	91.5	8.5	100.0
Avg LCS	9.4	11.7		11.1	10.2	1.4	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WXIL	Parkersburg	B	95.1	50.0	499	c	Burbach WV LLC	75	8009	880	Hot AC	500	1.35	6.3	3.8	5.1	5.6	5.0	6.1	9.8	11.0	11.8		
WVVV	Williamstown	A	96.9	3.5	423		Bennco Inc	00	0111	1,300	1	Variety Hit	350	0.96	6.2	6.4	5.1	4.3	6.2	2.8	3.5	0.0	0.0	
WGGE	Parkersburg	B1	99.1	11.5	486	c	Burbach WV LLC	65	9805	1,775	c4	Country	400	0.66	10.3	10.9	9.6	9.9	7.5	7.8	9.1	8.5	8.5	
WDMX	Vienna	A	100.1	1.7	440	a	Clear Channel Comm	89	0105		g3	1	Oldies	700	1.15	10.3	9.6	8.3	9.9	7.5	7.8	7.0	10.4	7.3
WJAW	McConnelsville	A	100.9	0.9	577	b	JAWCO Inc	92	9707	659	c5	Sports	75		0.4	1.9	1.9	0.0	0.6	0.6	0.7	1.2	0.0	
WRVB	Marietta	B1	102.1	11.0	492	a	Clear Channel Comm	64	0105		g3	1	AC	1,000	1.00	16.9	14.1	12.7	14.3	14.3	15.1	13.3	14.0	11.9
WHBR	Parkersburg	A	103.1	2.2	551	c	Burbach WV LLC	67	9612	1,700	c1	AC	550	0.63	14.7	10.9	8.3	9.9	14.9	11.2	9.1	9.1	11.0	
WRZZ	Elizabeth	A	106.1	3.0	469	a	Clear Channel Comm	89	0105		g3	1	Clsc Rock	600	1.27	8.0	3.8	7.0	6.8	6.8	6.1	5.6	6.7	5.4
WNUS	Belpre	A	107.1	4.7	351	a	Clear Channel Comm	81	0105		g3	1	Country	900	0.82	18.7	13.5	18.5	18.0	13.7	12.8	16.1	17.7	19.8
# FM Stations -				9	# Combos -				8	FM TOTALS				91.8	74.9	76.5	78.7	76.5	70.3	74.2	78.6	75.7		

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WJAW	St. Marys	D	630	1.0	0.04	b	JAWCO Inc	84	0101	25		Sports					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBRJ	Marietta	D	910	5.0	0.04	a	Clear Channel Comm	64	0210	450		1	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
WADC	Parkersburg	D	1050	5.0	0.00	c	Burbach WV LLC	54	9805		c4	Nostalgia	100	0.46	3.7	1.9	3.2	3.1	3.1	5.0	3.5	2.4	5.3	
WKYG	Parkersburg	C	1230	1.0	1.00	c	Burbach WV LLC	47	9612		c1	Children	50		0.4	0.0	0.0	0.6	0.0	0.6	0.7	0.6	0.5	
WLTP	Parkersburg	C	1450	1.0	1.00	a	Clear Channel Comm	35	0105		g3	1	Nws/Tlk/Spt	175	1.35	2.2	3.2	3.8	1.9	1.9	4.5	4.2	1.8	0.9
● WMOA	Marietta	C	1490	1.0	1.00	b	JAWCO Inc	46	9707		c5	Soft AC	400	3.08	2.2	1.9	2.5	1.2	2.5	1.7	2.1	2.4	2.0	
# AM Stations -				6	# Combos -				6	AM TOTALS				8.5	7.0	9.5	6.8	7.5	11.8	10.5	7.2	9.8		
AM & FM Stations Profiled -				15	# Duopolies -				6	Total Local Commercial Share				81.9	86.0	85.5	84.0	82.1	84.7	85.8	85.5			

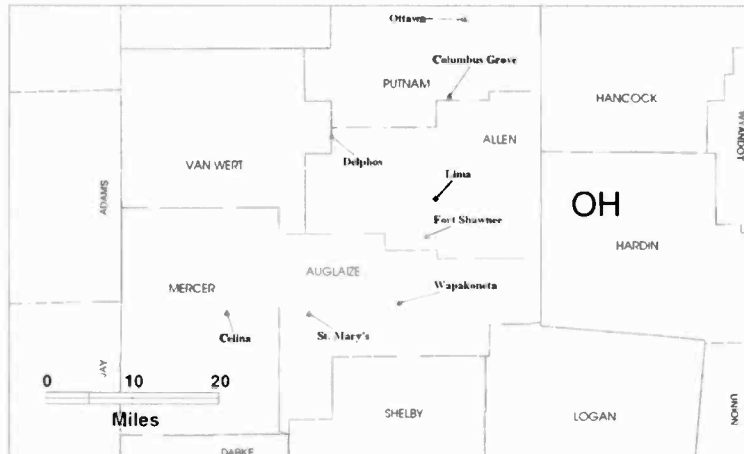
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 243

Revenue Rank: 248

Lima, OH Market Overview



Metro Counties / Population (000)

Allen, OH	107.6
Auglaize, OH	46.7
Total	154.3

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES **

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$5,300	\$5,200	\$5,000	\$5,400	\$5,100	\$5,600	0.9%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
9.8%	\$5,900	\$6,300	\$6,700	\$7,000	\$7,400	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.55/1,000	\$2.90/1,000	Local 89%
Revenue/Capita	\$34.13	\$36.29	\$48.43	National 11%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	155.3	154.3	-0.1%	154.3	152.8	-0.2%
Households	55.7	58.2	0.9%	58.2	58.8	0.2%
Retail Sales	NA ^{1/}	2,199.0	NA ^{1/}	2,199.0	2,548.5	3.0%
EBI ^{2/}	2,111.6	2,278.9	1.5%	2,278.9	2,617.3	2.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	76.4	13.4	7.5	7.7	9.4	11.8	11.0	15.5
Women (000)	78.0	12.7	7.1	6.8	8.9	11.3	10.8	20.4
Total	154.3	26.1	14.6	14.6	18.3	23.1	21.8	35.9
Percentage	100.0%	16.9%	9.5%	9.4%	11.9%	14.9%	14.1%	23.3%
Per Capita	\$ 14,765							
				Median Household	\$ 33,856		Avg Household	\$ 39,160
Ethnic Population:	White 88.6%		Black 8.8%		Asian 0.5%		Hispanic 1.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	2		8	10	2	12
Tot 12+	41.6	16.8		55.9	58.4	9.3	67.7
Avg 12+	5.2	8.4		7.0	5.8	4.7	5.6
Tot LCS	61.4	24.8		82.6	86.3	13.7	100.0
Avg LCS	7.7	12.4		10.3	8.6	6.9	8.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Ft Wayne.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• WZOQ	Wapakoneta	A	92.1	3.0	328	b	Maverick Media	64	0310	p	7,000	c1	CHR	825	0.79	18.7	6.2	11.6	10.9	10.5	13.4	9.7	10.0	9.1
• WFGF	Lima	A	93.1	3.0	318	b	Maverick Media	92	0310	p		c1	Country	475	0.62	13.7	9.3	9.3	8.0	7.6	4.7	8.0	5.0	8.5
• WLWD	Columbus Grove	B1	93.9	14.0	cp	436	a	Clear Channel Comm	03				Top 40				5.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKKI	Cellina	A	94.3	1.2		449		Rice, Wm, Receiver	60	9203			AC	75		0.5	0.6	0.6	0.0	0.6	0.6	1.1	0.6	0.8
WIMT	Lima	B	102.1	11.0		1060	a	Clear Channel Comm	48	9905		g1	Country	1,300	1.17	19.9	11.2	12.2	9.2	13.5	14.0	10.8	11.3	14.5
WMLX	St. Marys	A	103.3	2.0		558	a	Clear Channel Comm	98	9905		g1	Hot AC	275	0.65	7.6	5.0	4.7	6.9	1.8	5.2	8.5	6.9	6.0
• WUZZ	Lima	A	104.9	3.0		220	b	Maverick Media	70	0310	p	c1	Clsc Hits	350	0.58	10.7	4.3	2.9	6.9	5.3	2.9	5.1	3.8	3.7
WBUK	Ottawa	A	106.3	1.4	cp	489	a	Clear Channel Comm	77	9905		g	Oldies	450	0.88	9.1	3.7	3.5	6.3	4.1	6.4	8.5	5.6	4.9
WDOH	Delphos	A	107.1	3.3		299		Vogel Roach Corp	72				Country	500	2.98	3.0	1.9	1.2	1.1	2.3	1.2	2.3	1.9	1.1
WZRZ	Fort Shawnee	A	107.5	1.3		495	a	Clear Channel Comm	92	9905		g1	Rock				10.6	8.7	4.6	2.3	4.1	2.3	4.4	3.3
# FM Stations -						10	# Combos -		8	FM TOTALS				83.2	58.4	54.7	53.9	48.0	52.5	56.3	49.5	51.9		

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
• WLJM	Lima	D	940	0.3	0.01	b	Maverick Media	63	0310	p	c1	Urban	150	0.86	3.1	0.0	0.0	2.3	1.2	3.5	3.4	3.8	3.3
WIMA	Lima	B	1150	1.0	1.00	a	Clear Channel Comm	48	9905		g1	Nws/Tlk/Spt	1,150	1.49	13.8	9.3	8.1	6.3	9.4	8.1	8.5	8.1	8.0
# AM Stations -						2	# Combos -		2	AM TOTALS				16.9	9.3	8.1	8.6	10.6	11.6	11.9	11.9	11.3	
AM & FM Stations Profiled -						12	# Duopolies -		4	Total Local Commercial Share				67.7	62.8	62.5	58.6	64.1	68.2	61.4	63.2		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 244

Revenue Rank: 178

Eau Claire, WI Market Overview



Metro Counties / Population (000)

Chippewa, WI	55.8
Eau Claire, WI	94.0
Total	149.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$9,200	\$9,700	\$9,600	\$9,300	\$9,000	\$10,200
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	13.3%	\$10,800	\$11,500	\$12,200	\$12,800	\$13,500	5.8%
Revenue/Retail Sales	NA ^{1/}	\$3.86/1,000	\$3.62/1,000				Est. Breakout
Revenue/Capita	\$63.93	\$68.09	\$87.89				Local 81%
							National 19%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	143.9	149.8	0.8%	149.8	153.6
Households	52.9	58.2	1.9%	58.2	60.9	0.9%
Retail Sales	NA ^{1/}	2,643.8	NA ^{1/}	2,643.8	3,734.0	7.1%
EBI ^{2/}	1,899.3	2,365.1	4.5%	2,365.1	3,057.6	5.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	73.1	11.8	7.0	9.8	9.1	10.9	10.4	14.1
Women (000)	76.6	11.1	6.7	10.9	8.7	10.8	10.5	18.0
Total	149.8	22.8	13.7	20.7	17.8	21.7	21.0	32.1
Percentage	100.0%	15.2%	9.2%	13.8%	11.9%	14.5%	14.0%	21.4%
Per Capita	\$ 15,794							
				Median Household	\$ 33,950		Avg Household	\$ 40,644
Ethnic Population:	White 95.8%		Black 0.4%		Asian 2.0%		Hispanic 0.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		10	10	11	6	17
Tot 12+	6.2		75.1	79.6	81.3	7.9	89.2
Avg 12+	6.2		7.5	8.0	7.4	1.3	5.2
Tot LCS	7.0		84.2	89.2	91.1	8.9	100.0
Avg LCS	7.0		8.4	8.9	8.3	1.5	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WMEQ	Menomonie	C2	92.1	17.5	719	b	Clear Channel Comm	67	0009		sw	Clsc Rock	700	0.84	8.2	8.5	8.4	8.7	5.3	8.9	8.4	5.8	7.9
• WECL	Elk Mound	A	92.9	3.3	446	a	Maverick Media	91	0306	17,000	d1	Oldies	800	0.88	8.9	6.2	6.1	7.7	7.4	6.7	8.9	8.4	6.3
WIAL	Eau Claire	C1	94.1	84.0	351	a	Maverick Media	48	0306		d1	AC	800	0.85	9.2	7.9	6.7	6.6	9.0	11.2	12.4	12.6	8.4
WQRB	Bloomer	C3	95.1	8.9	545	b	Clear Channel Comm	92	0009		sw	Country	1,400	1.04	13.2	14.1	11.2	13.1	9.5	12.8	8.4	10.5	11.4
WISM	Altoona	C3	98.1	10.0	174	b	Clear Channel Comm	92	0211	2,400		AC	300	0.92	3.2	2.8	3.9	3.8	1.6	3.9	4.0	4.7	2.4
WDRK	Cornell	C3	99.9	25.0	328	a	Maverick Media	01	0306		d1	Rock	1,000	0.88	11.1	5.6	7.8	8.2	10.6	0.0	0.0	0.0	0.0
WBIZ	Eau Claire	C1	100.7	100.0	482	b	Clear Channel Comm	67	0008		sw	CHR	500	0.71	6.9	8.5	6.1	5.5	6.3	6.1	8.9	7.4	12.1
WWIB	Hallie	C1	103.7	100.0	679	c	Stewards of Sound	72				ChrsContem	800	4.13	1.9	1.7	1.1	1.6	1.6	1.7	1.5	3.7	1.8
WAXX	Eau Claire	C	104.5	100.0	1801	a	Maverick Media	65	0306		d1	Country	1,700	1.28	13.0	14.1	13.4	12.0	10.1	14.0	11.4	15.3	17.7
WCFW	Chippewa Falls	C3	105.7	25.0	305		Bushland Radio	68				Lite AC	400	0.78	5.0	5.1	6.1	4.4	4.2	3.4	3.5	4.2	2.5
WATQ	Chetek	C2	106.7	35.0	584	b	Clear Channel Comm	97	0009		sw	Country	450	0.46	9.5	6.8	6.1	8.2	7.9	8.9	11.4	1.6	8.2
# FM Stations -					11	# Combos -					10	FM TOTALS			90.1	81.3	76.9	79.8	73.5	77.6	78.8	74.2	78.7

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
• WOGO	Hallie	B	680	2.5	0.50	c	Stewards of Sound	85				Nws/Tlk/Spt	100			0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAYY	Eau Claire	B	790	5.0	5.00	a	Maverick Media	37	0306		d1	Nws/Tlk/Spt	350	0.84	4.1	3.4	3.9	2.7	4.2	2.2	3.0	4.2	1.9
WMEQ	Menomonie	B	880	10.0	0.21	b	Clear Channel Comm	51	0009		sw	News/Talk	300	1.34	2.2	1.7	2.8	1.6	2.1	1.1	1.0	1.6	1.1
WDVM	Eau Claire	B	1050	1.0	0.50		Starboard Media	48	0109		dn	Relgn/Chrst	175		0.3	0.0	0.0	0.0	0.5	0.0	0.5	0.5	0.6
WEAQ	Chippewa Falls	D	1150	5.0	0.05	a	Maverick Media	58	0306		d1	Easy	225	1.00	2.2	1.1	2.2	1.1	2.6	2.8	3.0	3.2	2.4
WBIZ	Eau Claire	C	1400	1.0	1.00	b	Clear Channel Comm	47	0008		sw	Sports	200	1.51	1.3	1.1	0.6	1.1	1.1	2.2	1.5	2.1	1.1
# AM Stations -					6	# Combos -					5	AM TOTALS			10.1	7.9	9.5	6.5	10.5	8.3	9.0	11.6	7.1
AM & FM Stations Profiled -					17	# Duopolies -					6	Total Local Commercial Share			89.2	86.4	86.3	84.0	85.9	87.8	85.8	85.8	

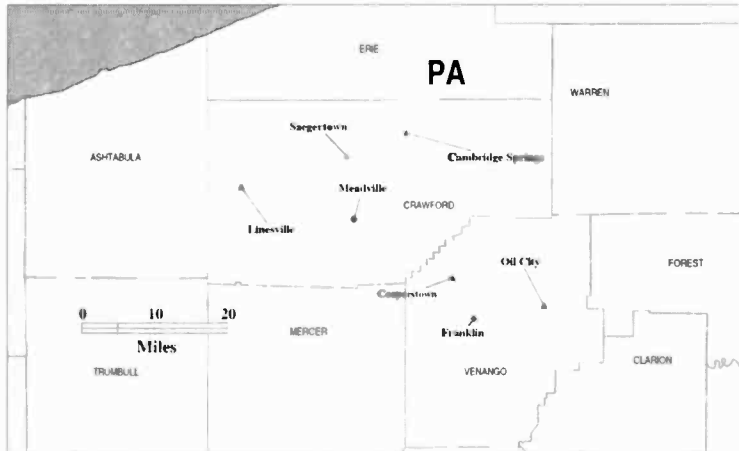
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 245

Revenue Rank: 276

Meadville-Franklin, PA Market Overview



Metro Counties / Population (000)

Crawford, PA	90.7
Venango, PA	57.2
Total	147.9

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	N/A	N/A	N/A	\$3,500	\$3,000	\$3,600	
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	20.0%	\$3,800	\$4,100	\$4,300	\$4,500	\$4,700	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.76/1,000	\$3.18/1,000	Local 90%
Revenue/Capita	N/A	\$24.34	\$31.78	National 10%

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	148.4	147.9	-0.1%	147.9	147.9	0.0%
Households	56.0	57.8	0.6%	57.8	58.8	0.3%
Retail Sales	NA ^{1/}	1,306.5	NA ^{1/}	1,306.5	1,478.5	2.5%
EBI ^{2/}	1,886.4	1,996.5	1.1%	1,996.5	2,315.7	3.0%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	72.0	11.5	7.1	6.4	8.1	10.4	11.0	17.4
Women (000)	75.9	10.9	6.5	6.2	8.2	11.2	11.1	21.7
Total	147.9	22.4	13.6	12.6	16.4	21.6	22.1	39.1
Percentage	100.0%	15.2%	9.2%	8.5%	11.1%	14.6%	14.9%	26.4%
Per Capita	\$ 13,501							
				Median Household	\$ 28,253		Avg Household	\$ 34,552
Ethnic Population:	White 97.1%		Black 1.5%		Asian 0.3%		Hispanic 0.6%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	3		8	8	5	13
Tot 12+	24.4	23.8		48.2	48.2	6.8	55.0
Avg 12+	4.9	7.9		6.0	6.0	1.4	4.2
Tot LCS	44.4	43.3		87.6	87.6	12.4	100.0
Avg LCS	8.9	14.4		11.0	11.0	2.5	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WHUZ	Saegertown	A	94.3	2.2	551	a	Forever Bcstg Inc	79	0008	4,950	d3	Clsc Hits	450	0.77	16.2	6.8	7.1	7.1	11.8	8.2	0.0	0.0	0.0		
WKQW	Oil City	A	96.3	6.0	328	b	Olszowka, Stephen A.	92				Oldies	250	0.87	8.0	4.0	5.1	4.4	5.0	4.1	0.0	0.0	0.0		
WGYI	Oil City	B1	98.5	20.0	299	a	Forever Bcstg Inc	57	0008		g1	Country	475	1.13	11.7	5.1	6.4	8.2	5.6	6.5	0.0	0.0	0.0		
WOXX	Franklin	B1	99.3	7.3	600	a	Forever Bcstg Inc	71	0008		g1	Hot AC	550	1.10	13.9	8.5	12.2	8.2	8.1	10.0	0.0	0.0	0.0		
WGYI	Meadville	B	100.3	20.0	587	a	Forever Bcstg Inc	48	0008		d3	Country	825	1.12	20.4	10.2	10.3	11.5	12.4	10.0	0.0	0.0	0.0		
• WMVL	Linesville	A	101.7	3.0	220		Vilkie Comm Inc	70	0302	330		Adlt Stndrd	100	0.52	5.3	1.7	1.9	3.8	2.5	1.2	0.0	0.0	0.0		
WXXO	Cambridge	A	104.5	2.6	512	a	Forever Bcstg Inc	98	0008		g1	Hot AC	325	1.07	8.4	5.1	5.1	4.9	5.0	8.2	0.0	0.0	0.0		
WUUZ	Cooperstown	A	107.7	4.5	377	a	Forever Bcstg Inc	02	0108	342	cp	Clsc Rock	125	0.85	4.1	6.8	7.7	4.9	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					8	# Combos -					7	FM TOTALS					88.0	48.2	55.8	53.0	50.4	48.2	0.0	0.0	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WKQW	Oil City	D	1120	0.9 cp	0.00	b	Olszowka, Stephen A.	86				Talk				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTIV	Titusville	C	1230	1.0 cp	1.00	a	Forever Bcstg Inc	55	0008		g1	MOR	100	0.79	3.5	0.6	0.6	1.6	2.5	2.4	0.0	0.0	0.0		
WOYL	Oil City	C	1340	1.0	1.00	a	Forever Bcstg Inc	46	0008		g1	News/Talk	50	0.58	2.4	1.1	1.3	2.2	0.6	1.2	0.0	0.0	0.0		
• WFRA	Franklin	C	1450	1.0	0.99	a	Forever Bcstg Inc	58	0008		g1	Nostalgia	75	1.04	2.0	1.7	0.6	1.1	1.2	0.6	0.0	0.0	0.0		
WMGW	Meadville	C	1490	1.0	1.00	a	Forever Bcstg Inc	47	0008		d3	Nws/Tlk/Spt	226	1.56	4.0	2.8	3.2	2.2	2.5	3.5	0.0	0.0	0.0		
# AM Stations -					5	# Combos -					5	AM TOTALS					11.9	6.8	5.7	7.1	6.8	7.7	0.0	0.0	0.0
AM & FM Stations Profiled -					13	# Duopolies -					5	Total Local Commercial Share						55.0	61.5	60.1	57.2	55.9	0.0	0.0	0.0

NOTE: Market first rated Spring 2001

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 246

Revenue Rank: 215

Florence-Muscle Shoals, AL Market Overview



Metro Counties / Population (000)

Colbert, AL	54.7
Lauderdale, AL	89.1
Total	143.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
N/A	\$4,800	\$6,600	\$7,200	\$7,000	\$7,400	
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
5.7%	\$7,800	\$8,400	\$8,900	\$9,300	\$9,800	5.7%

Revenue/Retail Sales Revenue/Capita

1997	2002	2007	Est. Breakout
NA ^{1/}	\$4.87/1,000	\$5.68/1,000	Local 80%
N/A	\$51.46	\$66.89	National 20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	136.0	143.8	1.1%	143.8	146.5	0.4%
Households	53.5	59.4	2.1%	59.4	61.9	0.8%
Retail Sales	NA ^{1/}	1,520.2	NA ^{1/}	1,520.2	1,725.3	2.6%
EBI ^{2/}	1,971.3	2,144.8	1.7%	2,144.8	2,556.2	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	68.7	10.9	6.1	6.7	8.8	10.1	9.9	16.3
Women (000)	75.1	10.6	5.7	7.0	9.0	10.7	10.6	21.4
Total	143.8	21.5	11.8	13.7	17.8	20.8	20.6	37.7
Percentage	100.0%	14.9%	8.2%	9.5%	12.4%	14.5%	14.3%	26.2%
Per Capita	\$ 14,915							
Median Household				\$ 28,209				
Avg Household							\$ 36,100	
Ethnic Population:	White	85.5%	Black	12.6%	Asian	0.4%	Hispanic	1.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		5	7	8	7	15
Tot 12+	9.0		42.6	49.7	51.6	11.5	63.1
Avg 12+	3.0		8.5	7.1	6.5	1.6	4.2
Tot LCS	14.3		67.5	78.8	81.8	18.2	100.0
Avg LCS	4.8		13.5	11.3	10.2	2.6	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Huntsville

FM Stations													ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
															2003	2002	2002	2001	2001	2000	2000	2000	1999	
WYTK	Rogersville	A	93.9	2.3	532				900		AC	150	1.01	2.0	1.9	1.7	1.2	1.2	1.9	0.6	2.4	2.4		
WMSR	Collinwood	C3	94.9	7.7 cp	594				1,500		Soft Hits	1,000	0.99	13.6	5.2	7.5	9.4	7.4	11.4	10.8	7.2	4.8		
WXFL	Florence	C2	96.1	20.5	781	a			566		Country	900	0.93	13.1	9.0	10.4	10.0	6.2	7.0	8.9	5.4	8.1		
WLAY	Tuscumbia	C1	100.3	83.0	246	b				sw	Country	1,100	1.58	9.4	7.1	5.8	5.3	6.2	5.1	7.0	5.4	5.5		
• WMXV	Russellville	A	103.5	3.5	430	b				sw	Oldies	850	1.47	7.8	3.2	3.5	5.3	4.3	5.1	3.2	4.8	4.9		
WVNA	Muscle Shoals	A	105.5	1.1	742	b				sw	Clsc Rock	700	0.96	9.9	3.9	6.9	4.7	7.4	5.1	8.3	6.6	7.5		
WBTG	Sheffield	C3	106.3	6.0	682	c					Sothn Gspel	300	0.60	6.8	3.2	6.4	3.5	4.9	4.4	5.1	3.0	5.6		
WQLT	Florence	C1	107.3	93.0	1017	a					AC	1,700	1.27	18.1	18.1	12.1	10.0	12.3	9.5	7.6	13.2	11.4		
# FM Stations - 8													# Combos - 6		FM TOTALS									
															80.7	51.6	54.3	49.4	49.9	49.5	51.5	48.0	50.2	
AM Stations													ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
															2003	2002	2002	2001	2001	2000	2000	2000	1999	
WZNN	Lexington	D	620	5.0	0.10				100		Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBCF	Florence	C	1240	1.0	1.00						Nws/Tlk/Spt	100	0.56	2.4	0.6	1.2	1.8	1.2	1.3	1.3	1.2	0.0		
WBTG	Sheffield	D	1290	1.0	0.08	c					Chrst/Talk			2.9	0.6	0.0	2.4	1.2	1.3	0.6	1.2	1.5		
WSBM	Florence	C	1340	1.0	1.00	a					Urban AC	200	0.60	4.5	4.5	2.9	2.4	3.1	3.2	3.8	6.0	3.4		
WZZA	Tuscumbia	D	1410	0.5	0.05						Urban/Gospl	150	0.58	3.5	3.2	1.7	1.8	2.5	1.9	3.2	2.4	4.7		
• WLAY	Muscle Shoals	C	1450	1.0 cp	1.00	b				sw	Country			2.4	1.3	0.6	1.8	1.2	3.2	2.5	1.2	2.5		
WVNA	Tuscumbia	B	1590	5.0	1.00	b				sw	Nws/Tlk/Spt	250	0.97	3.5	1.3	1.7	2.4	1.9	2.5	1.9	2.4	2.9		
# AM Stations - 7													# Combos - 4		AM TOTALS									
															19.2	11.5	8.1	12.6	11.1	13.4	13.3	14.4	15.0	
AM & FM Stations Profiled - 15													# Duopolies - 3		Total Local Commercial Share									
															63.1	62.4	62.0	61.0	62.9	64.8	62.4	65.2		

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 247

Revenue Rank: 250

State College, PA Market Overview



Metro Counties / Population (000)

Centre, PA	137.5
	137.5

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,800	\$5,000	\$5,100	\$5,600	\$5,200	\$5,400
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.8%	\$5,700	\$6,100	\$6,500	\$6,800	\$7,200	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.85/1,000	\$4.36/1,000	Local	75%		
Revenue/Capita	\$36.45	\$39.27	\$50.67	National	25%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	131.7	137.5	0.9%	137.5	142.1
Households	45.1	50.3	2.2%	50.3	52.9	1.0%
Retail Sales	NA ^{1/}	1,404.0	NA ^{1/}	1,404.0	1,649.5	3.3%
EBI ^{2/}	1,810.5	2,022.5	2.2%	2,022.5	2,503.8	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	70.0	8.2	4.4	19.7	9.7	8.9	8.1	11.1
Women (000)	67.4	7.8	4.3	17.7	8.1	8.3	7.8	13.5
Total	137.5	16.0	8.7	37.3	17.8	17.2	15.9	24.6
Percentage	100.0%	11.6%	6.3%	27.2%	12.9%	12.5%	11.5%	17.9%
Per Capita	\$ 14,714			Median Household	\$ 31,915		Avg Household	\$ 40,213
Ethnic Population:	White	91.1%	Black	2.7%	Asian	4.2%	Hispanic	1.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	2		9	10	4	14
Tot 12+	56.7	14.7		69.3	71.4	7.0	78.4
Avg 12+	7.1	7.4		7.7	7.1	1.8	5.6
Tot LCS	72.3	18.8		88.4	91.1	8.9	100.0
Avg LCS	9.0	9.4		9.8	9.1	2.2	7.1

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Altoona.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WBUS	Boalsburg	A	93.7	0.3	1362	b	Dame Broadcasting	98	0202	4,000		Clisc Rock	925	1.26	13.6	5.6	8.0	12.1	9.0	14.0	8.8	9.5	3.9
WLTS	State College	A	94.5	1.9	587	d	Forever Bcstg Inc	91	9312		na	Soft AC	150	0.56	5.0	7.0	4.4	4.8	3.0	4.0	1.3	4.4	3.2
WZWW	Bellefonte	A	95.3	0.8	637		First Media	86	0009	6,000		Hot AC	1,300	1.59	15.1	7.7	8.8	9.1	14.3	14.0	11.9	15.3	14.3
WQWK	University Park	A	97.1	2.0	404	b	Dame Broadcasting	65	0004		g1	Modern Rock	375	0.83	8.4	9.8	10.2	8.5	4.5	4.0	10.7	5.8	12.4
WFGY	Altoona	B	98.1	30.0	942	a	Forever Bcstg Inc	60	9012	See (256)		Country	n/a		13.2	10.5	13.1	8.5	12.0	6.7	8.2	10.9	11.1
• WOWY	Pleasant Gap	A	98.7	2.2	551	d	Forever Bcstg Inc	96	9902	485		Oldies	150	1.74	1.6	4.9	0.7	2.4	0.0	0.0	0.0	0.0	0.0
WGMR	Tyrone	B	101.1	8.5	1171		Allegheny Mtn Ntwk	61				Modern Rock	n/a		5.7	4.2	4.4	3.6	5.3	6.7	5.0	7.3	4.5
WBHV	State College	A	103.1	0.4	1306	d	Forever Bcstg Inc	65	9805	2,900	c1	CHR	1,175	1.41	15.4	8.4	7.3	10.3	13.5	12.7	12.6	10.2	11.8
WUBZ	Phillipsburg	A	105.9	0.7	951	c	Moshannon Valley Net	96	9610	350	c2	Modern Rock	100	0.97	1.9	2.1	1.5	0.6	2.3	0.7	0.0	0.7	0.0
WJHT	Port Matilda	A	107.9	0.5	1175	b	Dame Broadcasting	94	0004		g1	Top 40	150	0.50	5.6	11.2	5.1	4.2	4.5	2.7	3.8	5.1	6.1
# FM Stations -					10	# Combos -				7	FM TOTALS				85.5	71.4	63.5	64.1	68.4	65.5	62.3	69.2	67.3

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WBLF	Bellefonte	D	970	1.0	0.07	b	Dame Broadcasting	58	0004		g1	Nws/Spt/Tlk			0.4	0.7	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.3
WPHB	Phillipsburg	D	1260	5.0	0.03	c	Moshannon Valley Net	56	9610		c2	Country	100	0.81	2.3	0.0	0.0	3.6	0.0	0.0	3.1	0.0	0.0	
WRSC	State College	B	1390	2.0	1.00	b	Dame Broadcasting	61	0004		g1	Nws/Tlk/Spt	225	0.54	7.7	4.9	5.1	6.7	5.3	3.3	4.4	3.6	6.2	
WMAJ	State College	C	1450	1.0	1.00	d	Forever Bcstg Inc	45	9805		c1	Sports	250	1.16	4.0	1.4	2.2	2.4	3.8	1.3	3.8	2.9	2.0	
# AM Stations -					4	# Combos -				4	AM TOTALS				14.4	7.0	8.0	13.3	9.1	4.6	11.3	6.5	8.5	
AM & FM Stations Profiled -					14	# Duopolies -				4	Total Local Commercial Share				78.4	71.5	77.4	77.5	70.1	73.6	75.7	75.8		

Note: Includes \$500K revenues from Altoona Station

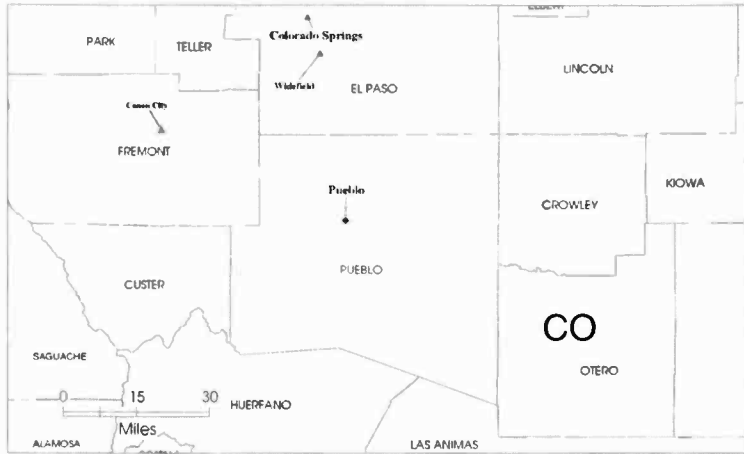
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 248

Revenue Rank: 284

Pueblo, CO Market Overview



Metro Counties / Population (000)

Pueblo, CO	144.6
	144.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$3,900	\$4,000	\$3,300	\$2,800	\$2,300	\$2,400	-9.3%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
4.3%	\$2,600	\$2,800	\$2,900	\$3,100	\$3,200	5.8%	
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
NA ^{1/}	\$29.68	\$1.46/1,000	\$1.66/1,000	Local	90%		
Revenue/Capita		\$16.60	\$20.97	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	131.4	144.6	1.9%	144.6	152.6
Households	50.5	56.0	2.1%	56.0	59.5	1.2%
Retail Sales	NA ^{1/}	1,641.5	NA ^{1/}	1,641.5	1,932.2	3.3%
EBI ^{2/}	1,514.0	1,976.0	5.5%	1,976.0	2,500.1	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	70.7	12.2	6.8	7.0	8.7	10.2	10.0	15.7
Women (000)	73.9	11.6	6.4	6.9	8.6	10.5	10.2	19.8
Total	144.6	23.8	13.2	13.9	17.3	20.7	20.2	35.5
Percentage	100.0%	16.5%	9.1%	9.6%	12.0%	14.3%	14.0%	24.5%
Per Capita	\$ 13,663							
				Median Household	\$ 29,014		Avg Household	\$ 35,317
Ethnic Population:	White	78.8%	Black	1.9%	Asian	0.8%	Hispanic	38.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		11	9	12	5	17
Tot 12+	1.1		51.8	46.7	52.9	6.8	59.7
Avg 12+	1.1		4.7	5.2	4.4	1.4	3.5
Tot LCS	1.8		86.8	78.2	88.6	11.4	100.0
Avg LCS	1.8		7.9	8.7	7.4	2.3	5.9

Competitive Overview

Some stations also rated in Colorado Springs.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KILO	Colorado Springs	C	94.3	83.0	2110		Bahakel Comm	66	8408	See (96)		AOR	n/a		9.5	4.5	6.5	5.7	6.4	6.4	7.2	7.7	4.5	
KRDO	Colorado Springs	C	95.1	65.0	2093		Pikes Peak Bcstg	69			1	AC	n/a		2.7	3.4	2.7	1.7	1.7	1.8	2.2	1.1	1.8	
• KCCY	Pueblo	C	96.9	40.0 cp	2280	b	Clear Channel Comm	75	0102		g	Country	2,350		13.6	8.0	9.7	8.0	9.2	9.4	14.4	10.5	11.9	
• KFMM	Colorado Springs	C	98.1	71.0	2290	a	Citadel Bcstg Corp	58	9212			Clsc Rock	n/a		7.7	6.3	4.8	5.1	4.6	7.0	5.0	5.0	6.8	
• KMG	Pueblo	C	98.9	72.0	2280	a	Citadel Bcstg Corp	67	9403	See (96)		CHR	n/a		9.9	5.7	7.5	5.7	6.9	11.7	8.3	8.3	8.8	
• KVUU	Pueblo	C	99.9	79.0	2198	b	Clear Channel Comm	76	0008			Hot AC	n/a		5.5	3.4	2.7	3.4	3.5	2.9	2.2	2.8	2.8	
• KGFT	Pueblo	C	100.7	78.0	2218		Salem Comm Corp	76	9603	See (96)		Chrst/Talk	n/a		1.8	1.7	1.1	1.1	1.2	0.6	1.1	1.1	1.2	
	Pueblo	C2	103.9	1.8	2159		Bahakel Comm	92	9903	See (96)		Clsc Rock	n/a		3.6	3.4	3.8	2.8	1.7	2.3	1.7	2.2	3.6	
	Canon City	A	104.5	6.0	46		Royal Gorge Bcstg	75	0001		g	Country	75	1.42	2.2	1.1	2.2	1.1	1.7	1.2	0.6	0.6	0.7	
	Deffield	C2	106.3	1.6	2225	b	Clear Channel Comm	87	0008			Soft AC	n/a		7.6	3.4	3.8	4.5	5.2	2.9	4.4	5.0	3.3	
	Pueblo	C2	106.9	27.5 cp	666	d	Metropolitan Radio	79	9708	725	c1	Span/Varty	450	3.54	5.3	2.3	1.6	2.3	4.6	2.9	3.3	6.6	3.1	
	Pueblo	C1	107.9	100.0	240	c	Clear Channel Comm	88	0102		g1	Oldies	1,100	2.76	16.6	9.7	10.2	9.1	12.1	11.1	11.0	8.8	8.0	
# FM Stations -					12	# Combos -					6	FM TOTALS				86.0	52.9	56.6	50.5	58.8	60.2	61.4	59.7	56.5

Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio	Spring 2003		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KSJ	Pueblo	B	590	1.0	1.00	c	Clear Channel Comm	47	0108		g1	Nws/Tlk/Spt	375	2.60	6.0	4.5	4.8	4.5	2.9	4.1	3.3	4.4	5.2	
KMX	Pueblo	D	690	0.3	0.02	d	Metropolitan Radio	58	9711	172		Span/Mexcn	125	3.72	1.4	0.6	1.6	1.1	0.6	0.6	0.6	0.6	0.9	
FEL	Pueblo	D	970	3.2	0.18		Wellspring Harvest	56	9812	390		Christian			0.5	0.6	0.0	0.6	0.0	0.0	0.0	0.6	0.0	
KGHF	Pueblo	B	1350	5.0	0.28	c	Clear Channel Comm	28	0108		g1	Sports	275	2.39	4.8	1.1	1.1	1.7	4.6	4.7	2.8	3.9	5.7	
KAVA	Pueblo	D	1480	1.0	0.11		Latino Comm	63	0302	350	d1	Spanish			1.2	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	
# AM Stations -					5	# Combos -					3	AM TOTALS				13.9	6.8	7.5	7.9	9.8	9.4	6.7	9.5	11.8
AM & FM Stations Profiled -					17	# Duopolies -					5	Total Local Commercial Share				59.7	64.1	58.4	68.6	69.6	68.1	69.2	68.3	

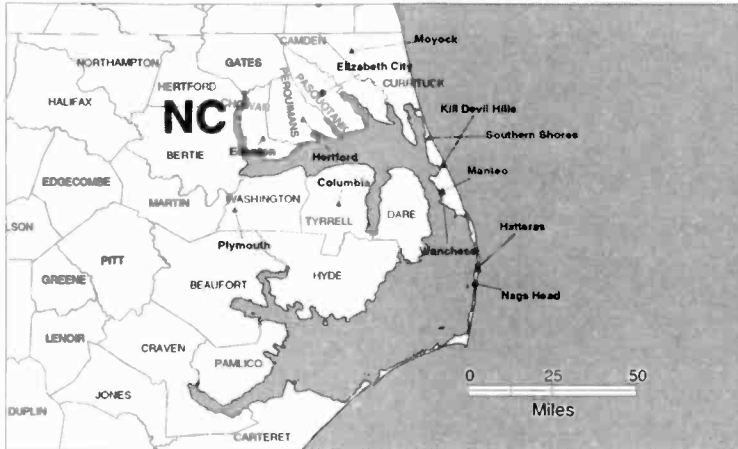
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 249

Revenue Rank: 276

Elizabeth City-Nags Head, NC Market Overview



Metro Counties / Population (000)

Camden, NC	7.0
Chowan, NC	14.6
Currituck, NC	18.9
Dare, NC	31.4
Hyde, NC	5.8
Pasquotank, NC	35.1
Perquimans, NC	11.4
Tyrell, NC	4.2
Washington, NC	13.6
Total	142.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	N/A	N/A	\$4,200	\$4,800	\$3,500	\$3,600	
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	2.9%	\$3,800	\$4,000	\$4,300	\$4,500	\$4,700	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.94/1,000	\$1.97/1,000	Local 85%
Revenue/Capita	N/A	\$25.35	\$31.63	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	134.0	142.0	1.2%	142.0	148.6	0.9%
Households	50.6	55.8	2.0%	55.8	59.5	1.3%
Retail Sales	NA ^{1/}	1,853.5	NA ^{1/}	1,853.5	2,381.6	5.1%
EBI ^{2/}	1,700.4	1,983.1	3.1%	1,983.1	2,434.7	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	69.5	10.8	6.3	6.3	8.4	11.0	10.2	16.4
Women (000)	72.5	10.3	6.1	5.8	8.1	11.3	10.6	20.4
Total	142.0	21.2	12.3	12.0	16.5	22.4	20.8	36.7
Percentage	100.0%	14.9%	8.7%	8.5%	11.7%	15.7%	14.6%	25.9%
Per Capita	\$ 13,966							
Median Household				\$ 29,557				
Avg Household							\$ 35,511	
Ethnic Population:	White	71.5%	Black	25.8%	Asian	0.6%	Hispanic	1.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		13	7	15	5	20
Tot 12+	1.8		36.0	27.0	37.8	4.8	42.6
Avg 12+	0.9		2.8	3.9	2.5	1.0	2.1
Tot LCS	4.2		84.5	63.4	88.7	11.3	100.0
Avg LCS	2.1		6.5	9.1	5.9	2.3	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Norfolk.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WBHH	Moyock	C3	92.1	14.5	430	a	Clear Channel Comm	74	9608	See (40)		Urban CHR	n/a		1.8	2.4	0.7	1.1	0.6	1.1	1.8	2.5	0.0	
• WZPR	Nags Head	C3	92.3	18.0	384	c	Convergent Bcstg LLC	90	0301		d1	CHR	250	1.61	4.3	0.6	0.7	1.1	2.9	2.9	2.4	2.5	0.0	
WWOC	Hatteras	C1	94.5	100.0	981	b	Max Media Properties	99	0211		g1	Country	50	0.33	4.2	1.8	2.0	2.2	1.7	1.7	1.8	1.8	0.0	
WOBR	Wanchese	C3	95.3	25.0	295	e	East Carolina Radio	73	9606	600	c1	Clsc Rock	450	2.05	6.1	3.6	7.3	2.8	2.9	6.3	3.6	4.9	0.0	
WPNC	Plymouth	A	95.9	2.6	331		Durlyn Bcstg	79	9603		na	Lite AC	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKJX	Elizabeth City	A	96.7	3.0	282	e	East Carolina Radio	84	9806	475		Rock	125	1.93	1.8	1.8	0.7	0.6	1.1	0.6	1.2	1.2	0.0	
• WYND	Hatteras	C1	97.1	48.0	558	c	Convergent Bcstg LLC	95	0301		d1	Easy	50	0.46	3.0	1.8	2.0	1.7	1.1	0.6	1.2	1.8	0.0	
WOBX	Manteo	C2	98.1	40.0	233	e	East Carolina Radio	01				AC	125	1.16	3.0	0.0	0.7	2.2	0.6	0.0	0.0	0.0	0.0	
WVOD	Manteo	C2	99.1	50.0	492		Convergent Bcstg LLC	86	0301	1,000		AAA	350	1.35	7.2	1.8	2.7	3.3	3.4	2.9	3.0	3.7	0.0	
WBXB	Edenton	C2	100.1	50.0 cp	492	d	Willis Family Bcstg	76	9202	550		Gospel	75	0.21	9.7	4.2	5.3	3.3	5.7	4.0	4.2	2.5	0.0	
• WFMI	Southern Shores	C2	100.9	39.0	486		Communications Sys	03				Gospel				2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WERX	Columbia	C1	102.5	64.0	689	e	East Carolina Radio	83	9005	400	c1	Oldies	550	1.20	12.7	5.4	4.7	4.4	7.4	8.0	7.2	6.1	0.0	
WCXL	Kill Devil Hills	C1	104.1	100.0	981	b	Max Media Properties	93	0211		g1	AC	250	0.50	13.8	4.8	4.0	7.8	5.1	5.7	4.2	4.9	0.0	
• WFMZ	Hertford	C2	104.9	50.0	492		Convergent Bcstg LLC	97	0306 p	2,100		ChrsContem	150	0.76	5.5	2.4	4.7	2.8	2.3	1.7	3.6	1.2	0.0	
WRSF	Columbia	C1	105.7	100.0	614	e	East Carolina Radio	83	9512	950		Country	600	0.84	19.8	4.8	6.7	9.4	9.1	6.3	7.8	5.5	0.0	
# FM Stations -					15	# Combos -					9	FM TOTALS				92.9	37.8	42.2	42.7	43.9	41.8	42.0	38.6	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WGAI	Elizabeth City	B	560	1.0	0.50	b	Max Media Properties	47	0302		g1	Nws/Tlk/Spt	125	2.67	1.3	1.8	1.3	0.6	0.6	0.6	0.6	0.6	0.0	
WCNC	Elizabeth City	C	1240	1.0	1.00	e	East Carolina Radio	39	9808	230		Adlt Stndrd	150	0.79	5.3	2.4	2.7	3.3	1.7	1.1	2.4	3.1	0.0	
WZBO	Edenton	D	1260	1.0	0.00	e	East Carolina Radio	55	9005		c1	Adlt Stndrd	50		0.6	0.6	0.0	0.6	0.0	0.0	0.0	1.8	0.0	
WJPI	Plymouth	D	1470	5.0	0.00		Free Temple Ministry	59	9901		na	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOBX	Wanchese	D	1530	1.0	0.00	e	East Carolina Radio	70	9606		c1	Gospel	75			0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	
# AM Stations -					5	# Combos -					4	AM TOTALS				7.2	4.8	4.0	4.5	2.3	1.7	3.0	6.7	0.0
AM & FM Stations Profiled -					20	# Duopolies -					7	Total Local Commercial Share					42.6	46.2	47.2	46.2	43.5	45.0	45.3	0.0

NOTE: Market first rated Spring 2000

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 250

Revenue Rank: 259

Sussex, NJ Market Overview



Metro Counties / Population (000)

Sussex, NJ	146.3
	146.3

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$2,800	\$4,200	\$4,500	\$5,400	\$4,900	\$5,100
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.1%	\$5,400	\$5,800	\$6,100	\$6,500	\$6,800	5.8%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.79/1,000	2007 \$4.09/1,000			Est. Breakout	
Revenue/Capita	\$19.65	\$34.86	\$44.80			Local 85%	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	142.5	146.3	0.5%	146.3	151.8
Households	48.3	51.9	1.4%	51.9	54.6	1.0%
Retail Sales	NA ^{1/}	1,346.8	NA ^{1/}	1,346.8	1,664.4	4.3%
EBI ^{2/}	2,625.3	3,054.1	3.1%	3,054.1	3,715.0	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	72.4	13.4	7.3	4.8	8.3	13.5	12.3	12.7
Women (000)	73.9	12.9	6.9	4.5	8.9	13.9	12.3	14.6
Total	146.3	26.4	14.1	9.3	17.2	27.4	24.6	27.3
Percentage	100.0%	18.0%	9.6%	6.3%	11.7%	18.7%	16.8%	18.7%
Per Capita	\$ 20,882	Median Household		\$ 50,777	Avg Household		\$ 58,888	
Ethnic Population:	White 95.5%	Black 1.1%	Asian 1.3%	Hispanic 3.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	1		3	3	1	4
Tot 12+	18.9	9.1		28.0	28.0	0.0	28.0
Avg 12+	9.5	9.1		9.3	9.3	0.0	7.0
Tot LCS	67.5	32.5		**	100.0	0.0	100.0
Avg LCS	33.8	32.5		33.3	33.3	0.0	25.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Allentown-Bethlehem.
ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WSUS	Franklin	A	102.3	0.6	745	a	Clear Channel Comm	65	0102		g1	Soft Rock	1,900	0.79	47.4	14.9	13.9	15.0	11.4	12.0	12.0	11.6	12.7
WNNJ	Newton	B1	103.7	2.3	892	a	Clear Channel Comm	61	0102		g1	Clsc Hits	2,100	1.30	31.7	9.1	8.4	8.1	9.2	7.6	9.4	7.9	12.2
WHCY	Blairstown	A	106.3	0.4	860	a	Clear Channel Comm	73	0102		g1	CHR	975	1.12	17.1	4.0	3.6	5.2	4.3	6.0	3.1	4.8	3.6
# FM Stations -					3	# Combos -					3	FM TOTALS											
															96.2	28.0	25.9	28.3	24.9	25.6	24.5	24.3	28.5

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
• WNNJ	Newton	B	1360	2.0	0.32	a	Clear Channel Comm	53	0102		g1	Country	125	0.64	3.8	0.0	0.0	2.3	0.0	2.7	3.1	4.8	3.1
# AM Stations -					1	# Combos -					1	AM TOTALS											
															3.8	0.0	0.0	2.3	0.0	2.7	3.1	4.8	3.1
AM & FM Stations Profiled -					4	# Duopolies -					1	Total Local Commercial Share											
															28.0	25.9	30.6	24.9	28.3	27.6	29.1	31.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 251

Revenue Rank: 172

Monroe, LA Market Overview



Metro Counties / Population (000)

Ouachita, LA	146.2
	146.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$9,900	\$10,000	\$11,500	\$11,600	\$10,600	\$11,000
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.8%	\$11,600	\$12,400	\$13,100	\$13,800	\$14,500	5.6%
	1997	2002	2007				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$5.68/1,000	\$6.62/1,000				Local 90%
Revenue/Capita	\$66.98	\$75.24	\$100.28				National 10%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	147.8	146.2	-0.2%	146.2	144.6
Households	52.2	55.3	1.2%	55.3	55.8	0.2%
Retail Sales	NA ^{1/}	1,937.7	NA ^{1/}	1,937.7	2,188.7	2.5%
EBI ^{2/}	1,815.9	2,194.0	3.9%	2,194.0	2,657.5	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	68.9	13.2	7.3	8.5	9.0	9.7	8.7	12.4
Women (000)	77.3	12.8	7.3	9.4	10.0	10.7	9.8	17.4
Total	146.2	26.0	14.6	17.9	19.0	20.3	18.5	29.8
Percentage	100.0%	17.8%	10.0%	12.2%	13.0%	13.9%	12.6%	20.4%
Per Capita	\$ 15,009							
				Median Household	\$ 30,435		Avg Household	\$ 39,710
Ethnic Population:	White	63.9%	Black	34.1%	Asian	0.7%	Hispanic	1.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		10	10	13	5	18
Tot 12+	15.7		61.3	73.6	77.0	9.6	86.6
Avg 12+	5.2		6.1	7.4	5.9	1.9	4.8
Tot LCS	18.1		70.8	85.0	88.9	11.1	100.0
Avg LCS	6.0		7.1	8.5	6.8	2.2	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KMYV	Rayville	C3	92.3	11.5	486	d	Monroe Radio Prtnrs	84	0104		g1	Country	700	1.93	3.3	2.2	2.4	1.9	3.7	3.5	5.7	2.3	4.0
KWJM	Farmerville	A	92.7	6.0	328		Union Bcstg Co Inc	79				AC	250	0.99	2.3	1.7	3.0	2.6	1.2	1.2	1.3	1.7	2.6
KJMG	Bastrop	A	97.3	5.9	328	c	Holladay Bcstg	96	9811	700		Urban AC	900	0.58	14.2	12.9	8.9	12.9	11.0	10.5	6.9	12.1	9.9
● KPCH	Dubach	C1	97.7	60.0 cp	509		Comm Capital Mgrs	84	0306	1,500		Oldies	200	1.01	1.8	0.6	0.6	0.6	2.5	0.6	0.6	1.7	0.0
KZRZ	West Monroe	C2	98.3	50.0	492	d	Monroe Radio Prtnrs	67	0104		g1	AC	600	1.30	4.2	3.4	3.0	3.9	3.1	6.4	5.0	4.0	3.3
KRVV	Bastrop	C2	100.1	50.0	492	c	Holladay Bcstg	77	9110	1,036	1	Urban	1,300	0.45	26.0	25.3	20.1	18.7	25.2	19.8	19.5	20.2	15.5
KHLL	Richwood	A	100.9	6.0	328		Gilliland, Dan	94				ChrsContem	200	1.01	1.8	1.1	1.8	1.3	1.8	1.7	3.1	1.7	4.0
KNOE	Monroe	C	101.9	99.0	1516	b	Noe, James A	67				Adult CHR	1,800	2.10	7.8	3.4	5.3	6.5	6.7	6.4	8.2	8.1	6.3
KQLO	Columbia	C3	103.1	25.0	328	d	Monroe Radio Prtnrs	80	0104		g1	Oldies	300	1.24	2.2	2.2	1.8	1.9	1.8	2.3	3.1	2.9	4.4
KJLO	Monroe	C	104.1	100.0	1017	a	New South Comm Inc	46	8601	1,700	1	Country	1,800	1.00	16.4	11.8	13.6	13.5	14.1	11.0	10.1	14.5	13.8
● KLIP	Monroe	C2	105.3	50.0	433	c	Holladay Bcstg	93	0309 p	3,000	d1	1 Clsc Hits	700	1.30	4.9	4.5	6.5	3.9	4.3	6.4	7.5	5.8	6.0
KXRR	Monroe	C	106.1	100.0	1017	d	Monroe Radio Prtnrs	65	0104		g1	Clsc Rock	350	0.86	3.7	6.2	10.7	3.2	3.1	4.1	4.4	4.6	3.5
KXKZ	Ruston	C	107.5	100.0	1066		Comm Capital Mgrs	66	0111		g	Country	550	2.78	1.8	1.7	1.8	1.3	1.8	1.7	3.8	2.3	2.5
# FM Stations -					13	# Combos -					8	FM TOTALS			90.4	77.0	79.5	72.2	80.3	75.6	79.2	81.9	75.8

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KNOE	Monroe	B	540	5.0	1.00	b	Noe, James A	44				Nws/Tlk/Spt	600	1.82	3.0	1.1	1.2	1.9	3.1	1.2	1.3	1.2	3.5
KLIC	Monroe	C	1230	1.0	1.00		Media Ministries	50	9211	165		News/Talk	50		0.3	0.0	0.0	0.0	0.6	0.6	1.3	0.0	0.0
KMBS	West Monroe	D	1310	5.0	0.05		Red Bear Bcstg	56	9306	200		Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KMLB	Monroe	B	1440	5.0	1.00	c	Holladay Bcstg	30	0309 p		d1	1 Talk/Sprts	275	1.14	2.2	3.4	3.0	1.9	1.8	4.1	4.4	4.0	3.3
● KRJO	Monroe	B	1680	10.0	1.00	c	Holladay Bcstg	01	0309 p		d1	1 Black Gospl	400	0.93	3.9	5.1	3.0	6.5	0.0	0.0	0.0	0.0	0.0
# AM Stations -					5	# Combos -					3	AM TOTALS			9.4	9.6	7.2	10.3	5.5	5.9	7.0	5.2	6.8
AM & FM Stations Profiled -					18	# Duopolies -					5	Total Local Commercial Share			86.6	86.7	82.5	85.8	81.5	86.2	87.1	82.6	

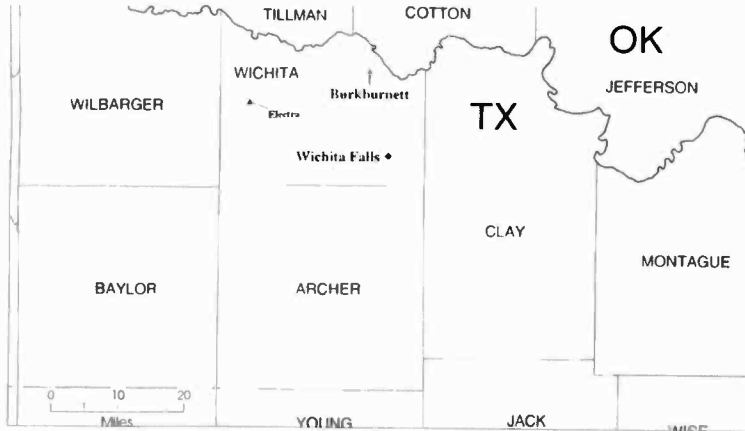
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 252

Revenue Rank: 264

Wichita Falls, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$3,400	\$4,100	\$4,300	\$4,900	\$4,500	\$4,800	
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
6.7%	\$5,100	\$5,500	\$5,800	\$6,100	\$6,400	5.7%	

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout Local 80% National 20%
	NA ^{1/}	\$2.81/1,000	\$3.06/1,000	
	\$24.89	\$33.87	\$44.23	

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	136.6	141.7	0.7%	141.7	144.7
Households	51.2	52.5	0.5%	52.5	54.2	0.6%
Retail Sales	NA ^{1/}	1,705.4	NA ^{1/}	1,705.4	2,088.8	4.1%
EBI ^{2/}	1,912.0	2,116.0	2.0%	2,116.0	2,541.7	3.7%

Metro Counties / Population (000)

Archer, TX	9.0
Wichita, TX	132.7
Total	141.7

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	71.7	11.9	6.4	11.4	9.7	10.8	8.6	12.9
Women (000)	70.0	11.4	6.0	7.8	8.6	10.2	8.7	17.2
Total	141.7	23.3	12.4	19.2	18.3	21.1	17.3	30.2
Percentage	100.0%	16.5%	8.8%	13.5%	12.9%	14.9%	12.2%	21.3%
Per Capita	\$ 14,931							
				Median Household	\$ 31,752		Avg Household	\$ 40,334
Ethnic Population:	White 79.2%	Black 9.7%	Asian 1.9%	Hispanic 12.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			7	7	7	1	8
Tot 12+			71.0	71.0	71.0	2.0	73.0
Avg 12+			10.1	10.1	10.1	2.0	9.1
Tot LCS			97.3	97.3	97.3	2.7	100.0
Avg LCS			13.9	13.9	13.9	2.7	12.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KNIN	Wichita Falls	C1	92.9	100.0	919	a	Clear Channel Comm	75	0012	6,500	d2	CHR	750	1.03	15.2	9.2	9.0	11.9	8.6	9.4	13.9	12.6	12.3		
KOLI	Electra	C2	94.9	50.0	492	b	Cumulus Bcstg Inc	98	9806	238	cp	Country	400	0.80	10.4	3.9	3.2	5.9	7.9	9.4	2.2	2.4	2.7		
• KLUR	Wichita Falls	C1	99.9	100.0	807	b	Cumulus Bcstg Inc	63	9711	6,000	c1	Country	1,350	1.00	28.1	17.8	17.3	19.3	18.4	19.5	16.1	18.9	24.9		
KWFS	Wichita Falls	C1	102.3	100.0	449	a	Clear Channel Comm	61	0012		d2	Country	625	1.25	10.4	9.2	7.1	5.9	7.9	6.0	10.9	15.7	10.0		
KQXC	Wichita Fall	C2	103.9	19.0 cp	807	b	Cumulus Bcstg Inc	93	9711		c1	Dance/CHR	500	0.69	15.1	11.8	12.8	11.1	9.2	16.8	10.2	3.9	4.3		
KYYI	Burkburnett	C1	104.7	92.0	1017	b	Cumulus Bcstg Inc	90	9711		c1	Clsc Rock	650	1.08	12.5	13.8	7.7	11.1	5.9	6.7	10.9	11.0	10.5		
• KBZS	Wichita Falls	C2	106.3	33.0 cp	600	a	Clear Channel Comm	84	0012		d2	Rock	425	1.30	6.8	5.3	3.8	3.7	5.3	6.0	5.8	7.1	7.2		
# FM Stations -					7	# Combos -					7	FM TOTALS					98.5	71.0	60.9	68.9	63.2	73.8	70.0	71.6	71.9

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KWFS	Wichita Falls	D	1290	5.0	0.07	a	Clear Channel Comm	48	0012		d2	News/Talk	100	1.39	1.5	2.0	1.9	0.7	1.3	0.0	1.5	0.0	1.7		
# AM Stations -					1	# Combos -					1	AM TOTALS					1.5	2.0	1.9	0.7	1.3	0.0	1.5	0.0	1.7
AM & FM Stations Profiled -					8	# Duopolies -					3	Total Local Commercial Share						73.0	62.8	69.6	64.5	73.8	71.5	71.6	73.6

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 253

Revenue Rank: 172

Columbia, MO Market Overview



Metro Counties / Population (000)

Boone, MO	138.5
	138.5

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$6,700	\$8,100	\$9,200	\$10,300	\$10,100	\$11,000	10.3%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.9%	\$11,500	\$12,300	\$13,000	\$13,700	\$14,400	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.45/1,000	\$5.73/1,000	Local	90%		
Revenue/Capita	\$53.01	\$79.42	\$97.96	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	126.4	138.5	1.8%	138.5	147.0
Households	48.0	54.5	2.6%	54.5	58.5	1.4%
Retail Sales	NA ^{1/}	2,016.9	NA ^{1/}	2,016.9	2,511.3	4.5%
EBI ^{2/}	1,917.6	2,526.8	5.7%	2,526.8	3,436.5	6.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	66.8	10.6	5.3	13.2	10.2	9.4	8.5	9.5
Women (000)	71.7	10.3	5.2	14.7	10.2	10.2	9.0	12.1
Total	138.5	20.9	10.5	27.9	20.4	19.7	17.5	21.6
Percentage	100.0%	15.1%	7.6%	20.1%	14.7%	14.2%	12.6%	15.6%
Per Capita	\$ 18,250							
Median Household				\$ 36,650				
Avg Household							\$ 46,369	
Ethnic Population:	White	85.0%	Black	8.8%	Asian	3.1%	Hispanic	1.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		10	8	12	3	15
Tot 12+	4.5		62.8	62.8	67.3	10.3	77.6
Avg 12+	2.3		6.3	7.9	5.6	3.4	5.2
Tot LCS	5.8		80.9	80.9	86.7	13.3	100.0
Avg LCS	2.9		8.1	10.1	7.2	4.4	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KMFC	Centralia	A	92.1	3.9 cp	400		Clair Group Ltd	88				ChrsContem	125	1.14	1.0	0.6	0.6	0.7	0.7	1.3	1.5	0.6	0.7		
KWRT	Boonville	A	93.1	3.8 cp	413		Big Country of MO	00				Adlt Stndrd	50	0.16	2.8	3.9	2.5	1.4	2.7	3.2	2.3	0.0	0.0		
KSSZ	Fayette	C3	93.9	25.0	328	a	Zimmer Radio Group	94	9610	550		Talk	100	0.51	1.8	3.2	4.4	1.4	1.3	1.9	2.3	1.9	1.1		
KWWR	Mexico	C	95.7	100.0	1181		KXEO Radio Inc	66	8605	385	e	Country	725	1.10	6.0	1.3	2.5	4.8	4.0	3.2	2.3	4.4	2.9		
KCMQ	Columbia	C1	96.7	100.0	912	a	Zimmer Radio Group	72	9308	625	c1	Rock	1,100	1.03	9.7	10.4	9.5	7.5	6.7	8.4	3.0	6.3	5.7		
KCLR	Boonville	C2	99.3	33.0	591	a	Zimmer Radio Group	74	9006	1,500		Country	2,200	1.32	15.1	11.0	10.1	8.2	14.1	9.7	8.3	11.9	14.8		
KPLA	Columbia	C1	101.5	42.0	1063	c	Premier Marketing	83				AC	1,475	1.15	11.7	8.4	8.9	11.6	5.4	7.8	10.6	8.1	9.0		
KBXR	Columbia	C3	102.3	3.5	856	c	Premier Marketing	94	9709	650		AAA	900	0.89	9.2	7.8	6.3	6.1	7.4	3.9	6.1	8.8	4.0		
● KRES	Moberly	C	104.7	100.0	1020	b	Shepherd Group	66				Country			0.5	1.3	1.9	0.7	0.0	0.6	0.0	0.6	0.4		
KZZT	Moberly	C2	105.5	50.0 cp	492		Best Broadcast Group	87	9707		st	Oldies	100	0.65	1.4	1.3	1.3	0.7	1.3	0.6	0.0	0.0	0.4		
KOOL	Ashland	C1	106.1	69.0	958	c	Premier Marketing	93	9408	400		Rhythm/Blue	1,000	0.99	9.2	11.0	8.2	7.5	6.0	3.2	3.8	5.6	4.0		
KTXV	Jefferson City	C	106.9	100.0	1250	a	Zimmer Radio Group	69	0002		g	Top 40	1,700	0.94	16.5	7.1	7.6	9.5	14.8	15.6	15.2	14.4	13.6		
# FM Stations -					12	# Combos -					7	FM TOTALS					84.9	67.3	63.8	60.1	64.4	59.4	55.4	62.6	56.6

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)	Spring 2003											Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KFAL	Fulton	D	900	1.0	0.14	a	Zimmer Radio Group	50	9912		c1	Country	100			0.6	0.0	0.0	0.0	0.6	0.0	0.0	0.4		
KFRU	Columbia	C	1400	1.0 cp	1.00	c	Premier Marketing	25	9207	449		Nws/Tlk/Spt	1,200	0.81	13.4	7.8	10.1	9.5	10.1	11.7	12.9	9.4	14.0		
KTGR	Columbia	D	1580	0.3	0.02	a	Zimmer Radio Group	55	9402		c1	Sports	150	0.76	1.8	1.9	3.2	1.4	1.3	1.3	3.0	1.3	1.2		
# AM Stations -					3	# Combos -					3	AM TOTALS					15.2	10.3	13.3	10.9	11.4	13.6	15.9	10.7	15.6
AM & FM Stations Profiled -					15	# Duopolies -					4	Total Local Commercial Share					77.6	77.1	71.0	75.8	73.0	71.3	73.3	72.2	

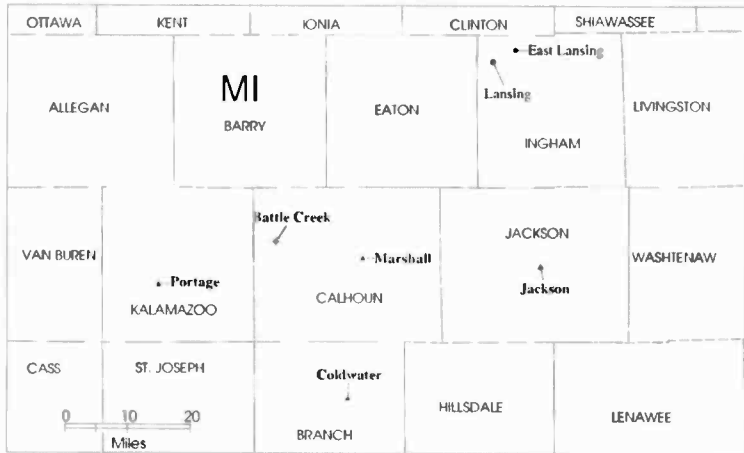
Other Rulemaking: 98.3, C2, Columbia

● Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 254

Revenue Rank: 285

Battle Creek, MI Market Overview



Metro Counties / Population (000)

Calhoun, MI	138.0
	138.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$2,000	\$2,300	\$2,500	\$2,800	\$2,300	\$2,300	2.8%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	\$2,500	\$2,600	\$2,800	\$2,900	\$3,100	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.19/1,000	\$1.21/1,000	Local 90%
Revenue/Capita	\$14.04	\$16.67	\$22.42	National 10%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	142.4	138.0	-0.6%	138.0	138.3	0.0%
Households	54.9	54.3	-0.2%	54.3	55.0	0.3%
Retail Sales	NA ^{1/}	1,938.0	NA ^{1/}	1,938.0	2,560.6	5.7%
EBI ^{2/}	2,039.3	2,163.4	1.2%	2,163.4	2,529.5	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	67.0	11.7	6.6	6.1	8.5	10.1	9.9	14.0
Women (000)	71.0	11.3	5.9	6.5	8.7	10.3	10.1	18.2
Total	138.0	23.0	12.6	12.6	17.2	20.4	20.0	32.3
Percentage	100.0%	16.7%	9.1%	9.1%	12.5%	14.8%	14.5%	23.4%
Per Capita	\$ 15,675							
				Median Household	\$ 33,466		Avg Household	\$ 39,812
Ethnic Population:	White	83.4%	Black	11.1%	Asian	1.2%	Hispanic	3.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	4		5	6	3	9
Tot 12+	13.2	44.0		49.4	57.2	12.0	69.2
Avg 12+	6.6	11.0		9.9	9.5	4.0	7.7
Tot LCS	19.1	63.6		71.4	82.7	17.3	100.0
Avg LCS	9.5	15.9		14.3	13.8	5.8	11.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Lansing and Kalamazoo.
ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WBXX	Battle Creek	A	95.3	3.0 cp	269	b	Clear Channel Comm	75	0008		g	AC	425	3.77	4.9	7.8	1.9	2.6	4.0	4.7	7.0	2.9	9.7
WNWN	Coldwater	B	98.5	50.0	469		Midwest Comm Inc	50	9505			Country	n/a		25.5	17.5	14.5	17.8	16.6	14.1	11.4	15.4	12.5
WKFR	Battle Creek	B	103.3	50.0	482	a	Cumulus Bcstg Inc	63	9809	See (182)		CHR	n/a		17.7	14.5	14.5	14.5	9.3	12.9	18.4	12.6	12.4
WWKN	Marshall	A	104.9	6.0	328	b	Clear Channel Comm	68	0008		g	Oldies	500	2.98	7.3	5.4	4.4	5.3	4.6	6.5	7.6	7.4	6.5
WJXQ	Jackson	B	106.1	50.0	489		Rubber City Radio	76	0010			AOR	n/a		11.3	4.8	7.5	8.6	6.6	7.1	7.0	5.7	8.3
WRKR	Portage	B	107.7	50.0	486	a	Cumulus Bcstg Inc	88	9809			AOR/CIRck	n/a		11.3	7.2	6.9	5.3	9.9	8.8	6.3	4.6	4.3
# FM Stations -					6	# Combos -					4	FM TOTALS			78.0	57.2	49.7	54.1	51.0	54.1	57.7	48.6	53.7

AM Stations

Calls	City of License	FCC Class	Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)								Day Power (kW)	Night Power (kW)		Revenue (000)1/	Power Ratio	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000
WBCK	Battle Creek	B	930	5.0	1.00	b	Clear Channel Comm	48	0008		g	News/Talk	1,150	3.52	14.2	7.2	10.7	7.9	11.3	8.8	9.5	10.3	10.9
WRCC	Battle Creek	C	1400	1.0	1.00	b	Clear Channel Comm	25	0008		g	Big Band	175	1.19	6.4	3.6	3.8	3.3	5.3	3.5	4.4	5.1	3.7
WOLY	Battle Creek	D	1500	1.0	0.00		Christian Family Net	63	8812	100		Christian	50	1.45	1.5	1.2	0.0	2.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					3	# Combos -					2	AM TOTALS			22.1	12.0	14.5	13.2	16.6	12.3	13.9	15.4	14.6
AM & FM Stations Profiled -					9	# Duopolies -					3	Total Local Commercial Share			69.2	64.2	67.3	67.6	66.4	71.6	64.0	68.3	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 255

Revenue Rank: 235

Texarkana, TX-AR Market Overview



Metro Counties / Population (000)

Miller, AR	40.5
Bowie, TX	91.5
Total	132.0

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,900	\$5,100	\$5,600	\$5,900	\$5,700	\$6,100
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$3.42/1,000	\$3.38/1,000	Local	90%		
	\$38.67	\$46.21	\$56.20	National	10%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	126.7	132.0	0.8%	132.0	137.0
Households	46.5	49.9	1.4%	49.9	52.8	1.1%
Retail Sales	NA ^{1/}	1,782.5	NA ^{1/}	1,782.5	2,277.9	5.0%
EBI ^{2/}	1,541.2	1,899.8	4.3%	1,899.8	2,324.6	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	65.4	11.2	6.0	6.9	9.7	9.9	8.8	13.0
Women (000)	66.6	10.5	5.7	6.0	8.1	9.5	9.3	17.6
Total	132.0	21.7	11.7	12.8	17.9	19.4	18.0	30.6
Percentage	100.0%	16.4%	8.9%	9.7%	13.5%	14.7%	13.6%	23.1%
Per Capita	\$ 14,388	Median Household		\$ 30,118	Avg Household		\$ 38,054	
Ethnic Population:	White	72.9%	Black	23.7%	Asian	0.5%	Hispanic	3.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		9	11	13	5	18
Tot 12+	23.8		52.9	74.6	76.7	4.1	80.8
Avg 12+	6.0		5.9	6.8	5.9	0.8	4.5
Tot LCS	29.5		65.5	92.3	94.9	5.1	100.0
Avg LCS	7.4		7.3	8.4	7.3	1.0	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Shreveport.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KMJL	Ashdown	C3	93.3	7.4	597	a	Clear Channel Comm	85	0207	1,500		AC	500	1.67	4.9	4.1	5.0	2.1	5.1	4.0	5.6	6.0	3.9
KEWL	New Boston	C2	95.1	22.0 cp	472	b	Petracom Media LLC	94	0101		g1	2 Oldies	550	1.70	5.3	3.4	5.8	2.1	5.8	6.6	7.7	6.0	14.5
KPWW	Hooks	C3	95.9	11.5	486	a	Clear Channel Comm	85	0008		g	AC	900	0.89	16.6	8.8	9.4	14.8	9.4	7.9	7.7	7.5	9.6
KTAL	Texarkana	C	98.1	61.0	1362		Access.1 Comm	45	0103	See (132)	1	Clsc Rock	n/a		3.9	2.0	3.6	3.5	2.2	2.6	0.7	4.5	1.3
KNRB	Atlanta	C2	100.1	50.0	492		Family Worship Cntr	78	0203		g	AC	50		0.5	1.4	1.4	0.0	0.7	1.3	4.2	3.7	3.9
• KJMY	Hope	C2	101.7	50.0	492	c	ArkLaTex LLC	84	9909	843	c3	Oldies	300	0.93	5.3	2.0	3.6	2.8	5.1	3.3	4.9	3.0	1.7
KKYR	Texarkana	C1	102.5	100.0	459	a	Clear Channel Comm	65	0008		g	Country	1,650	1.54	17.6	16.3	15.8	14.8	10.9	12.6	14.0	23.9	13.7
KZRB	New Boston	C2	103.5	50.0	492		B&H Bcstg System Inc	91	9303	90		Urban	300	0.68	7.2	8.8	7.2	2.1	8.7	9.9	5.6	4.5	5.5
KPGG	Ashdown	A	103.9	5.1	354	b	Petracom Media LLC	72	0101		g1	2 Country	175	0.39	7.3	6.1	4.3	7.7	2.9	3.3	1.4	1.5	3.4
• KLMZ	Fouke	A	104.3	5.0	361		Educational Media	01	0310 p	500	2	AC				0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KTOY	Texarkana	A	104.7	3.0	390		Jo-Al Bcstg Inc		92			Urban	600	0.56	17.5	11.6	10.8	12.7	13.0	10.6	17.5	13.4	12.3
KYGL	Texarkana	C2	106.3	50.0	492	a	Clear Channel Comm	95	0008		g	Clsc Rock	500	1.30	6.3	6.1	4.3	6.3	2.9	5.3	6.3	4.5	5.5
KFYX	Texarkana	A	107.1	2.9	479	c	ArkLaTex LLC	68	0108		g	Country	250	0.95	4.3	5.4	5.0	2.8	3.6	4.0	0.0	2.2	2.0
# FM Stations -					13	# Combos -					8	FM TOTALS			96.7	76.7	76.2	71.7	70.3	71.4	75.6	80.7	77.3

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KCMC	Texarkana	B	740	1.0	1.00	c	ArkLaTex LLC	32	0102	50		Sprts/Talk	75		0.5	0.7	0.7	0.0	0.7	0.0	0.0	1.5	1.7
KOSY	Texarkana	B	790	1.0	0.50	a	Clear Channel Comm	51	0008		g	Adlt Stndrd	25		0.5	0.7	1.4	0.0	0.7	0.0	0.7	0.0	0.1
KTFS	Texarkana	D	940	2.5	0.01	c	ArkLaTex LLC	61	0108		c2	News/Talk	100	0.68	2.4	2.0	2.2	0.0	3.6	2.0	3.5	1.5	1.8
KKTK	Texarkana	C	1400	1.0	1.00	b	Petracom Media LLC	46	0101		g1	2 Oldies	25			0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KNBO	New Boston	D	1530	2.5	0.00		Bowie County Bcstg		69			Christian	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					5	# Combos -					4	AM TOTALS			3.4	4.1	4.3	0.0	5.0	2.0	4.2	3.0	3.6
AM & FM Stations Profiled -					18	# Duopolles -					5	Total Local Commercial Share			80.8	80.5	71.7	75.3	73.4	79.8	83.7	80.9	

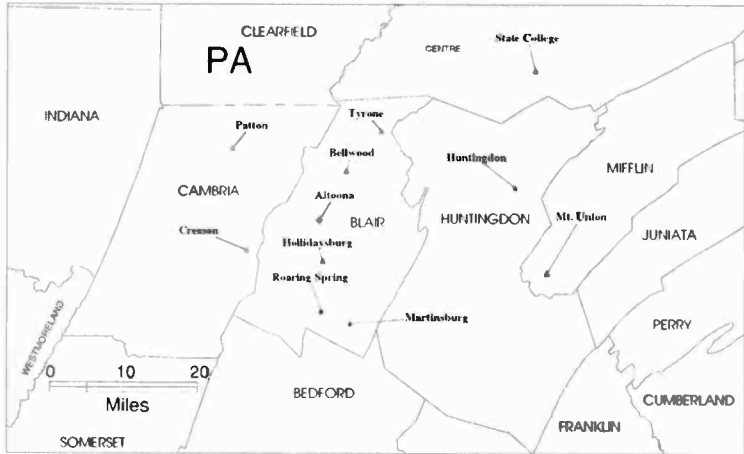
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 256

Revenue Rank: 221

Altoona, PA Market Overview



Metro Counties / Population (000)

Blair, PA	128.4
	128.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$5,700	\$5,200	\$5,600	\$6,600	\$6,100	\$7,200	4.6%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
18.0%	\$7,600	\$8,100	\$8,600	\$9,100	\$9,500	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.68/1,000	\$3.85/1,000	Local 80%
Revenue/Capita	\$43.54	\$56.07	\$74.92	National 20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	130.9	128.4	-0.4%	128.4	126.8	-0.3%
Households	50.8	51.6	0.3%	51.6	51.7	0.0%
Retail Sales	NA ^{1/}	1,956.3	NA ^{1/}	1,956.3	2,469.6	4.8%
EBI ^{2/}	1,836.2	1,949.1	1.2%	1,949.1	2,328.4	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	61.4	9.3	5.5	5.8	7.4	9.3	9.2	14.8
Women (000)	67.0	9.0	5.1	5.8	7.4	9.4	9.7	20.5
Total	128.4	18.3	10.6	11.7	14.8	18.7	19.0	35.4
Percentage	100.0%	14.3%	8.3%	9.1%	11.5%	14.6%	14.8%	27.5%
Per Capita	\$ 15,176							
				Median Household	\$ 31,122		Avg Household	\$ 37,796
Ethnic Population:	White	97.5%	Black	1.3%	Asian	0.4%	Hispanic	0.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	3		7	10	6	16
Tot 12+	29.3	33.6		61.7	62.9	15.2	78.1
Avg 12+	4.2	11.2		8.8	6.3	2.5	4.9
Tot LCS	37.5	43.0		79.0	80.5	19.5	100.0
Avg LCS	5.4	14.3		11.3	8.1	3.2	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Johnstown and State College.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WJSM	Martinsburg	A	92.7	0.6	965	c	Martinsburg Bcstg	65				Christian	50	0.4	1.2	0.6	0.0	0.7	0.7	1.2	1.2	1.1	
WBRX	Patton	A	94.3	2.1	548	B&F Enterprises	91 9412		235			Clsc Rock	200	0.66	4.2	3.7	3.0	1.9	4.7	3.3	2.4	0.6	2.3
WBXQ	Cresson	A	94.7	1.0	794	Sounds Good Inc	81					Clsc Rock	400	0.90	6.2	7.3	6.1	5.1	4.7	5.9	5.4	6.6	8.3
WFGY	Altoona	B	98.1	30.0	942	b	Forever Bcstg Inc	60 9012		2,100	c2	Country	2,650	1.48	24.8	19.5	17.1	20.3	18.8	19.0	17.3	15.7	16.9
WXMJ	Mount Union	A	99.5	0.3	1440	b	Forever Bcstg Inc	89 0205		875	c1	Clsc Rock	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WPRR	Altoona	B1	100.1	3.0	955	b	Forever Bcstg Inc	76 0310 p		2,100	c3	Top 40	900	0.80	15.7	9.8	9.8	13.3	11.4	9.2	11.3	10.2	12.1
WGMR	Tyrone	B	101.1	8.5	1171	a	Allegheny Mtn Ntwk	61				Modern Rock	700	2.63	3.7	4.3	3.0	3.8	2.0	2.0	3.0	3.6	3.4
WALY	Bellwood	A	103.9	0.4 cp	919	b	Forever Bcstg Inc	70 9708			st	Oldies	900	0.91	13.7	9.8	10.4	10.1	11.4	12.4	11.9	12.0	9.2
WMAJ	Hollidaysburg	A	104.9	0.7	906	b	Forever Bcstg Inc	78 9909		1,975	e	Rock AC	750	1.09	9.6	7.3	6.1	7.0	8.1	7.2	8.9	9.6	6.6
WWLY	Huntingdon	A	106.3	6.0	154	b	Forever Bcstg Inc	92 0204		620		Oldies	125		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					10	# Combos -		8	FM TOTALS				78.3	62.9	56.1	61.5	61.8	59.7	61.4	59.5	59.9		

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	C						Owner	Revenue (000)1/		Power Ratio	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000
WJSM	Martinsburg	D	1110	1.0	0.00	c	Martinsburg Bcstg	68 7510			Chrst/Cntry			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRTA	Altoona	C	1240	1.0	1.00		Altoona Trans Audio	46 8411	909		News/Talk	450	0.69	9.1	8.5	7.3	7.0	7.4	7.8	8.9	6.0	7.7
WFBG	Altoona	B	1290	5.0	1.00	b	Forever Bcstg Inc	24 9012		c2	Soft AC	150	0.32	6.6	3.7	6.7	5.7	4.7	6.5	4.2	5.4	6.4
WTRN	Tyrone	C	1340	1.0	1.00	a	Allegheny Mtn Ntwk	55			AC	50	0.58	1.2	0.6	0.6	0.6	1.3	0.7	1.2	1.2	0.4
WKMC	Roaring Spring	D	1370	5.0	0.04	a	Allegheny Mtn Ntwk	55 9801		sw	Country	100	0.58	2.4	1.2	1.8	2.5	1.3	2.0	2.4	2.4	1.8
• WVAM	Altoona	B	1430	5.0	1.00	b	Forever Bcstg Inc	48 0310 p		c3	Sports	100	0.58	2.4	1.2	2.4	2.5	1.3	1.3	1.2	2.4	1.8
# AM Stations -					6	# Combos -		5	AM TOTALS				21.7	15.2	18.8	18.3	16.0	18.3	17.9	17.4	18.1	
AM & FM Stations Profiled -					16	# Duopolies -		5	Total Local Commercial Share				78.1	74.9	79.8	77.8	78.0	79.3	76.9	78.0		

Docket 80-90 Allocations: 93.5, A, Barnesboro

Note: \$500 from WGMR go to State College market.

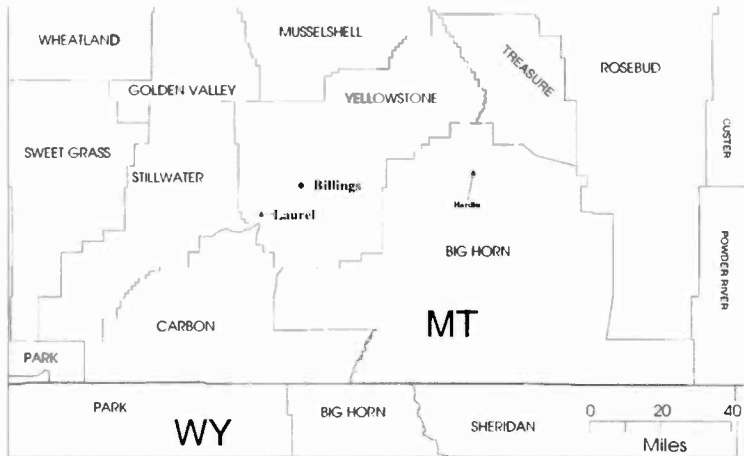
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 257

Revenue Rank: 202

Billings, MT Market Overview



Metro Counties / Population (000)

Yellowstone, MT	130.0
	130.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$6,300	\$6,500	\$6,700	\$7,700	\$7,400	\$8,000
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.1%	\$8,500	\$9,100	\$9,600	\$10,100	\$10,600	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$4.36/1,000	2007 \$5.33/1,000	Est. Breakout		Local	92%
Revenue/Capita	\$49.92	\$61.54	\$80.67			National	8%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	126.2	130.0	0.6%	130.0	131.4
Households	49.9	52.6	1.1%	52.6	53.7	0.4%
Retail Sales	NA ^{1/}	1,835.7	NA ^{1/}	1,835.7	1,989.2	1.6%
EBI ^{2/}	1,817.8	2,126.0	3.2%	2,126.0	2,489.5	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	63.3	11.0	6.0	5.9	7.8	9.9	9.7	12.9
Women (000)	66.8	10.2	5.8	6.4	7.9	10.4	9.7	16.4
Total	130.0	21.2	11.8	12.3	15.7	20.3	19.4	29.4
Percentage	100.0%	16.3%	9.1%	9.5%	12.1%	15.6%	14.9%	22.6%
Per Capita	\$ 16,350	Median Household		\$ 34,047	Avg Household		\$ 40,435	
Ethnic Population:	White	92.5%	Black	0.5%	Asian	0.6%	Hispanic	3.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		10	10	11	6	17
Tot 12+	1.8		73.3	73.3	75.1	14.4	89.5
Avg 12+	1.8		7.3	7.3	6.8	2.4	5.3
Tot LCS	2.0		81.9	81.9	83.9	16.1	100.0
Avg LCS	2.0		8.2	8.2	7.6	2.7	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KYYA	Billings	C1	93.3	100.0	699	a	Fisher Comm Inc	69	9305	415		Hot AC	375	1.02	4.6	6.5	6.9	3.5	4.7	5.0	5.8	7.0	4.4		
KRKX	Billings	C1	94.1	100.0	591	a	Fisher Comm Inc	89	8909			AOR	750	1.04	9.0	6.0	6.4	8.1	8.1	6.2	9.1	10.2	12.3		
KMHK	Hardin	C	95.5	100.0	984	b	Clear Channel Comm	75	0102		g	Clsc Rock	325	1.02	4.0	4.2	5.2	4.6	2.7	1.9	2.6	3.2	4.5		
KRZN	Billings	C1	96.3	100.0	696	a	Fisher Comm Inc	98				Rock	625	0.90	8.7	8.9	7.5	7.5	8.1	8.1	7.8	1.3	1.3		
KKBR	Billings	C2	97.1	28.0	400	b	Clear Channel Comm	63	0102		g	Oldies	600	1.00	7.5	11.3	6.9	7.5	6.0	11.8	9.1	7.6	12.4		
KGHL	Billings	C1	98.5	85.0	371	c	New NW Bcstrs	78	9911	3,900	c1	Country	800	1.15	8.7	6.0	5.8	7.5	8.1	4.3	3.9	5.1	5.9		
KRSQ	Laurel	C1	101.9	100.0 cp	367	c	New NW Bcstrs	94	9911		c1	CHR	400	0.47	10.7	8.3	9.2	9.8	9.4	8.7	11.7	8.9	13.5		
KCTR	Billings	C1	102.9	100.0	499	b	Clear Channel Comm	79	0102		g	Country	1,650	1.07	19.3	14.3	19.1	17.3	17.4	14.9	17.5	22.9	14.2		
KBBB	Billings	C1	103.7	100.0	479	b	Clear Channel Comm	87	0102		g	Hot AC	250	0.76	4.1	5.4	5.2	4.0	3.4	4.3	5.2	5.1	7.6		
• KNDZ	Billings	A	105.1	6.0	328	c	New NW Bcstrs	99	9912		na	Clsc Hits	450	1.61	3.5	1.8	1.7	2.9	3.4	3.7	1.9	5.1	1.8		
KZRV	Billings	C1	107.5	100.0	446	c	New NW Bcstrs	00				80s Hits	250	0.63	5.0	2.4	6.4	3.5	5.4	6.2	1.3	0.0	0.0		
# FM Stations -					11	# Combos -					11	FM TOTALS					85.1	75.1	80.3	76.2	76.7	75.1	75.9	76.4	77.9

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KURL	Billings	D	730	5.0	0.24	d	Elenbaas Media Inc	59	9411	300		Religion	400	2.50	2.0	0.6	1.2	2.3	1.3	1.2	1.9	1.3	1.4		
KGHL	Billings	B	790	5.0	5.00	c	New NW Bcstrs	28	9911		c1	Country	475	1.56	3.8	4.8	2.9	3.5	3.4	3.1	3.9	3.2	3.0		
KBLG	Billings	D	910	1.0	0.06	a	Fisher Comm Inc	55	8810	351	e	Nws/Tlk/Spt	200	0.93	2.7	3.0	2.9	2.9	2.0	5.6	7.1	5.7	5.0		
KBUL	Billings	B	970	5.0	5.00	b	Clear Channel Comm	51	0102		g	News	400	0.78	6.4	6.0	5.2	6.9	4.7	0.6	0.6	0.0	1.9		
KMZK	Billings	C	1240	1.0 cp	1.00	d	Elenbaas Media Inc	46	9802	115		ChrsContem	50		0.0	0.6	0.0	0.0	0.0	0.6	0.6	0.6	0.5		
KBSR	Laurel	C	1490	1.0	1.00		Sun Mountain Inc	79	0012		nc	Nws/Tlk/Spt			0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					6	# Combos -					5	AM TOTALS					14.9	14.4	13.4	15.6	11.4	11.1	14.1	10.8	11.8
AM & FM Stations Profiled -					17	# Duopolies -					6	Total Local Commercial Share					89.5	93.7	91.8	88.1	86.2	90.0	87.2	89.7	

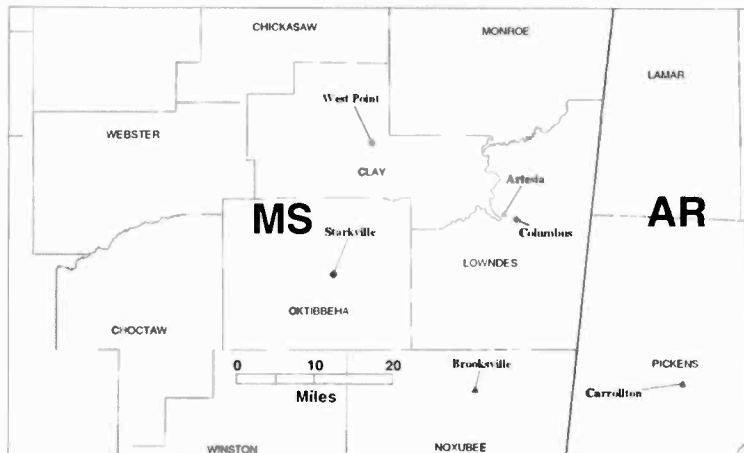
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 258

Revenue Rank: 283

Columbus-Starkville-West Point, MS Market Overview



Metro Counties / Population (000)

Clay, MS	22.1
Lowndes, MS	61.0
Oktibbeha, MS	43.7
Total	126.8

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$1,300	\$2,300	\$2,500	\$2,300	\$2,400	\$2,800	16.2%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	16.7%	\$2,900	\$3,100	\$3,300	\$3,500	\$3,600	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$2.07/1,000	\$2.22/1,000	Local	70%		
	\$10.66	\$22.08	\$28.19	National	30%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	121.9	126.8	0.8%	126.8	127.7	0.1%
Households	43.0	47.5	2.0%	47.5	48.8	0.5%
Retail Sales	NA ^{1/}	1,354.4	NA ^{1/}	1,354.4	1,620.6	3.7%
EBI ^{2/}	1,416.9	1,710.9	3.8%	1,710.9	2,077.1	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	60.9	11.1	5.7	10.9	7.8	8.0	7.4	9.9
Women (000)	65.9	10.6	5.6	10.8	8.4	9.0	7.9	13.6
Total	126.8	21.6	11.4	21.7	16.2	17.0	15.3	23.5
Percentage	100.0%	17.1%	9.0%	17.1%	12.8%	13.4%	12.1%	18.6%
Per Capita	\$ 13,494	Median Household		\$ 28,171	Avg Household		\$ 36,049	
Ethnic Population:	White	54.0%	Black	43.4%	Asian	1.2%	Hispanic	1.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		9	8	10	5	15
Tot 12+	10.3		55.1	62.6	65.4	0.0	65.4
Avg 12+	10.3		6.1	7.8	6.5	0.0	4.4
Tot LCS	15.7		84.3	95.7	100.0	0.0	100.0
Avg LCS	15.7		9.4	12.0	10.0	0.0	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Tupelo & Tuscaloosa
ARB 12+ Metro Shares (see rights)

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WMSU	Starkville	A	92.1	1.1	499	a	Urban Radio Bcstg	79	0012		1	Rhymc/CHR	350	0.66	18.8	10.3	9.6	12.2	14.4	11.3	13.2	15.3	11.2		
WZBQ	Carrollton	C	94.1	100.0	1007		Clear Channel Comm	70	0008			CHR	n/a		7.1	5.5	6.2	6.1	4.1	5.0	8.1	7.6	6.5		
WKOR	Columbus	C2	94.9	50.0 cp	361	c	Cumulus Bcstg Inc	92	0204		g1	Country	800	2.86	10.0	4.8	6.8	8.8	5.5	7.8	8.1	3.8	6.8		
WAJV	Brooksville	C3	98.9	5.8	676	a	Urban Radio Bcstg	95	0105	500	1	Urban/Gospl	175	0.37	17.1	11.0	13.0	12.8	11.6	3.5	1.5	1.5	2.2		
WSMS	Artesia	C2	99.9	47.0	505	c	Cumulus Bcstg Inc	85	0204			Rock	n/a		9.0	5.5	6.2	7.4	5.5	12.1	5.9	10.7	5.7		
• WKBB	West Point	C3	100.9	25.0 cp	328	b	TeleSouth Comm Inc	74	0310 p	900	c1	Jazz	100	1.49	2.4	1.4	1.4	2.0	1.4	1.4	0.7	1.5	1.2		
WMBC	Columbus	C2	103.1	22.0	755	c	Cumulus Bcstg Inc	69	0204		g1	CHR	225	2.11	3.8	5.5	2.1	2.7	2.7	2.1	5.1	3.1	2.4		
WACR	Columbus	C2	103.9	50.0	492	d	T & W Comm Inc	78				Urban AC	350	0.97	12.9	12.4	11.6	9.5	8.9	9.2	5.9	7.6	10.5		
• WQJB	State College	C3	104.5	25.0	328		Flinn Bcstg Corp	02			1	Country				1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMXU	Starkville	C2	106.1	40.0	502	c	Cumulus Bcstg Inc	68	0204		g1	Urban	550	1.24	15.8	7.6	10.3	11.5	11.0	10.6	12.5	10.7	8.4		
# FM Stations -					10	# Combos -					8	FM TOTALS					96.9	65.4	67.2	73.0	65.1	63.0	61.0	61.8	54.9

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)	(kW)											Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WKOR	Starkville	D	980	1.0	0.00	c	Cumulus Bcstg Inc	68	0204		g1	News/Talk	75			0.0	0.0	0.0	0.0	3.5	2.9	3.1	3.7		
WACR	Columbus	D	1050	1.0	0.05	d	T & W Comm Inc	50				Black Gospl	50	0.71	2.5	0.0	0.0	1.4	2.1	3.5	1.5	3.8	4.0		
WSSO	Starkville	C	1230	1.0	1.00	c	Cumulus Bcstg Inc	48	0204		g1	News/Talk	25			0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.9		
WJWF	Columbus	C	1400	1.0	1.00	c	Cumulus Bcstg Inc	69	0204		g1	News/Talk	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WROB	West Point	C	1450	1.0	1.00	b	TeleSouth Comm Inc	47	0310 p		c1	Black Gospl	25		0.5	0.0	0.7	0.0	0.7	0.0	1.5	0.8	0.0		
# AM Stations -					5	# Combos -					5	AM TOTALS					3.0	0.0	0.7	1.4	2.8	7.0	5.9	8.5	8.6
AM & FM Stations Profiled -					15	# Duopolies -					4	Total Local Commercial Share					65.4	67.9	74.4	67.9	70.0	66.9	70.3	63.5	

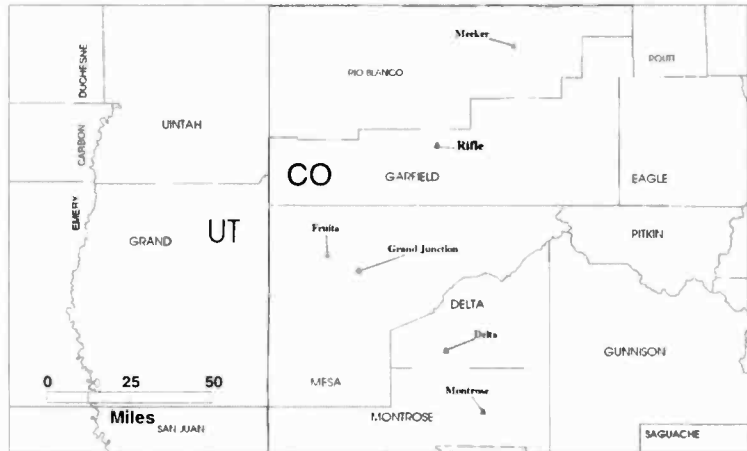
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 259

Revenue Rank: 254

Grand Junction, CO Market Overview



Metro Counties / Population (000)

Mesa, CO	120.0
	120.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$5,000	\$5,400	\$6,100	\$6,500	\$5,200	\$5,300	1.2%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
1.9%	\$5,600	\$5,800	\$6,200	\$6,500	\$6,800	5.0%

Revenue/Retail Sales
Revenue/Capita

1997	2002	2007
NA ^{1/}	\$3.05/1,000	\$2.86/1,000
\$45.54	\$44.17	\$52.43

Est. Breakout
Local 72%
National 28%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	109.8	120.0	1.8%	120.0	129.7	1.6%
Households	43.4	47.5	1.8%	47.5	51.7	1.7%
Retail Sales	NA ^{1/}	1,736.9	NA ^{1/}	1,736.9	2,374.9	6.5%
EBI ^{2/}	1,495.5	1,917.9	5.1%	1,917.9	2,532.1	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	58.7	9.6	5.7	5.7	6.7	8.7	8.9	13.4
Women (000)	61.3	9.2	5.4	5.7	6.5	9.2	9.1	16.4
Total	120.0	18.8	11.1	11.4	13.2	17.8	18.0	29.8
Percentage	100.0%	15.6%	9.2%	9.5%	11.0%	14.9%	15.0%	24.9%
Per Capita	\$ 15,983							
			Median Household	\$ 33,053			Avg Household	\$ 40,418
Ethnic Population:	White	92.1%	Black	0.5%	Asian	0.6%	Hispanic	10.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			11	8	11	3	14
Tot 12+			63.2	60.6	63.2	14.8	78.0
Avg 12+			5.7	7.6	5.7	4.9	5.6
Tot LCS			81.0	77.7	81.0	19.0	100.0
Avg LCS			7.4	9.7	7.4	6.3	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KJYE	Grand Junction	C	92.3	100.0	1378	b	Maranatha Bcstg Co	60	8909	520	c2	Soft AC	400	0.79	9.5	7.1	6.3	6.4	8.4	6.2	6.2	6.5	6.1		
• KMGJ	Grand Junction	C0	93.1	100.0	1434	b	Maranatha Bcstg Co	73	0004	1,200	c4	Hot AC	300	0.59	9.6	14.2	17.5	10.0	5.3	4.8	4.8	3.9	6.0		
KKNN	Delta	C	95.1	100.0	1424	a	Cumulus Bcstg Inc	80	0001	2,000	d1	Clsc Rock	925	1.24	14.1	10.3	6.3	11.4	10.7	10.3	10.3	9.2	9.8		
• KSTR	Montrose	C	96.1	100.0	1099	a	Leggett Bcstg	80	9406	1,100	c4	Talk/Sprts	300	1.11	5.1	3.2	4.2	5.0	3.1	8.9	5.5	5.2	5.2		
• KAYW	Meeker	C	98.1	100.0	1191	c	W Slope Comm		01			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KEKB	Fruita	C	99.9	79.0	1542	a	Cumulus Bcstg Inc	84	9804	5,000	d5	Country	900	1.57	10.8	9.0	9.8	8.6	8.4	9.6	17.8	15.7	13.4		
KMOZ	Grand Junction	C1	100.7	42.0	1378	b	Maranatha Bcstg Co		99			Country	300	0.67	8.5	4.5	4.9	5.7	7.6	6.2	4.1	11.8	3.7		
KMXY	Grand Junction	C	104.3	100.0	1460	a	Cumulus Bcstg Inc	96	9804		d5	Hot AC	775	1.42	10.3	5.2	7.7	8.6	7.6	8.2	10.3	9.8	12.8		
KZKS	Rifle	C	105.3	60.0	2444	c	W Slope Comm	94	9406		g	Country	175	1.74	1.9	1.3	1.4	1.4	1.5	2.1	5.5	2.6	2.2		
KWGL	Ouray	C	105.7	60.0 cp	1752	c	W Slope Comm	86	9503	55		AC	100	0.79	2.4	1.3	1.4	1.4	2.3	0.0	0.0	0.0	0.0		
KBKL	Grand Junction	C	107.9	100.0	1460	a	Cumulus Bcstg Inc	90	9804		d5	Oldies	600	1.27	8.9	7.1	4.9	7.9	6.1	5.5	6.8	7.2	8.7		
# FM Stations -					11	# Combos -					10	FM TOTALS					81.1	63.2	64.4	66.4	61.0	61.8	71.3	71.9	67.9

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KNZZ	Grand Junction	B	1100	50.0	10.00	b	Maranatha Bcstg Co	26	9906		c2	News/Talk	300	0.34	16.5	11.6	11.2	12.9	13.0	8.2	11.6	4.6	10.9		
KEXO	Grand Junction	C	1230	1.0	1.00	a	Cumulus Bcstg Inc	48	0001		d1	Spanish	100			0.6	0.0	0.0	0.0	0.0	1.4	0.0	0.0		
KTMM	Grand Junction	C	1340	1.0 cp	1.00	b	Maranatha Bcstg Co	61	0004		c4	Sports	125	1.03	2.3	2.6	2.1	2.9	0.8	1.4	2.1	2.0	1.1		
# AM Stations -					3	# Combos -					3	AM TOTALS					18.8	14.8	13.3	15.8	13.8	9.6	15.1	6.6	12.0
AM & FM Stations Profiled -					14	# Duopolies -					6	Total Local Commercial Share					78.0	77.7	82.2	74.8	71.4	86.4	78.5	79.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 260

Revenue Rank: 249

Williamsport, PA Market Overview



Metro Counties / Population (000)

Lycoming, PA	119.9
	119.9

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,400	\$5,400	\$5,200	\$5,300	\$5,100	\$5,500
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.8%	\$5,800	\$6,300	\$6,600	\$7,000	\$7,300	5.7%

	1997	2002	2007	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$3.97/1,000	\$4.68/1,000	Local	85%
Revenue/Capita	\$45.38	\$45.87	\$60.99	National	15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	119.0	119.9	0.2%	119.9	119.7	0.0%
Households	45.7	47.3	0.7%	47.3	48.1	0.3%
Retail Sales	NA ^{1/}	1,384.8	NA ^{1/}	1,384.8	1,561.1	2.4%
EBI ^{2/}	1,636.0	1,682.3	0.6%	1,682.3	1,934.4	2.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	58.5	9.0	5.4	6.3	7.0	8.8	8.6	13.4
Women (000)	61.5	8.4	5.2	5.4	7.0	9.3	8.8	17.6
Total	119.9	17.4	10.5	11.7	14.0	18.0	17.4	31.0
Percentage	100.0%	14.5%	8.8%	9.7%	11.6%	15.0%	14.5%	25.9%
Per Capita	\$ 14,025							
				Median Household	\$ 29,664		Avg Household	\$ 35,550
Ethnic Population:	White	93.5%	Black	4.7%	Asian	0.5%	Hispanic	0.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	4		6	9	5	14
Tot 12+	30.4	44.0		71.0	74.4	9.4	83.8
Avg 12+	6.1	11.0		11.8	8.3	1.9	6.0
Tot LCS	36.3	52.5		84.7	88.8	11.2	100.0
Avg LCS	7.3	13.1		14.1	9.9	2.2	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WBZD	Muncy	B1	93.3	1.7	1221	a	Backyard Bcstg	83	0210		st	Oldies	725	1.00	13.2	11.5	10.7	10.5	11.4	9.9	11.3	8.0	9.5		
WBYL	Salladasburg	A	95.5	3.9	240	b	Clear Channel Comm	89	9906		g1	Country	75	0.76	1.8	4.1	5.7	1.4	1.5	5.7	2.1	5.6	9.1		
WJSA	Jersey Shore	B1	96.3	4.4	778	c	Covenant Bcstg Co	84	8508			Religion	200	1.65	2.2	0.7	1.4	2.1	1.5	1.4	2.1	1.9	0.0		
WVRT	Mill Hall	A	97.7	6.0 cp	295	b	Clear Channel Comm	79	0103	1,500		CHR	250	0.33	13.7	12.8	10.0	11.2	11.4	11.3	12.0	9.9	10.1		
WZXR	South	A	99.3	0.4	1237	a	Backyard Bcstg	57	0210		st	Clsc Rock	500	0.69	13.1	10.8	9.3	11.9	9.8	11.3	9.9	7.4	6.1		
WQBR	Avis	A	99.9	0.9	824		Maximum Impact	89	9309	270	1	Cntry/Amerc	150	2.10	1.3	0.7	0.7	1.4	0.8	0.7	1.4	1.9	2.5		
WKSJ	Williamsport	B	102.7	53.0	1270	b	Clear Channel Comm	48	9906		g1	Hot AC	1,450	1.36	19.4	14.9	22.1	15.4	16.7	19.1	19.7	20.4	18.7		
WILQ	Williamsport	B	105.1	9.2	1135	a	Backyard Bcstg	49	0210		st	Country	1,800	1.38	23.8	16.9	17.9	19.6	19.7	14.9	18.3	22.2	21.9		
WRVH	Williamsport	A	107.9	0.4	1289	a	Backyard Bcstg	90	0210		st	Hot AC	100	0.83	2.2	2.0	1.4	1.4	2.3	2.1	2.1	1.9	2.5		
# FM Stations -					9	# Combos -					8	FM TOTALS					90.7	74.4	79.2	74.9	75.1	76.4	78.9	79.2	80.4

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
• WLYC	Williamsport	D	1050	1.0	0.03		Nardone Bcstg Svcs	51	0309 p	55		SftAC/MOR				2.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRKK	Hughesville	B	1200	10.0	0.25	b	Clear Channel Comm	85	9906		g1	Nws/Tlk/Spt			0.9	0.0	0.0	0.7	0.8	0.0	0.0	0.0	0.0	0.4	
WWPA	Williamsport	C	1340	1.0	1.00	a	Backyard Bcstg	49	0210		st	News	50	0.70	1.3	2.0	0.7	1.4	0.8	0.0	0.0	0.0	0.0	0.0	
WRAK	Williamsport	C	1400	1.0	1.00	b	Clear Channel Comm	30	9906		g1	Nws/Tlk/Spt	200	0.51	7.1	5.4	5.0	5.6	6.1	7.8	7.0	6.2	4.9		
WJSA	Jersey Shore	D	1600	1.0	0.02	c	Covenant Bcstg Co	79	8508			Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					5	# Combos -					4	AM TOTALS					9.3	9.4	7.1	7.7	7.7	7.8	7.0	6.2	5.3
AM & FM Stations Profiled -					14	# Duopolies -					4	Total Local Commercial Share					83.8	86.3	82.6	82.8	84.2	85.9	85.4	85.7	

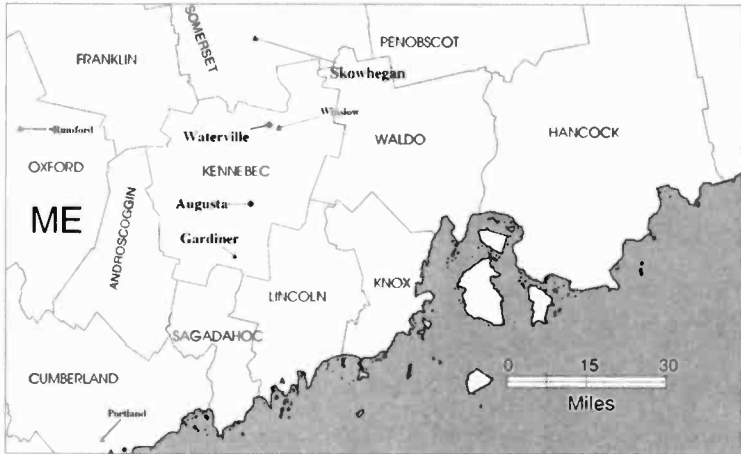
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 261

Revenue Rank: 265

Augusta-Waterville, ME Market Overview



Metro Counties / Population (000)

Kennebec, ME	118.2
	118.2

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$3,600	\$3,900	\$4,600	\$4,400	\$4,300	\$4,500
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$2.46/1,000	\$2.73/1,000	Local	85%		
Revenue/Capita	\$31.09	\$38.07	\$49.83	National	15%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	115.8	118.2	0.4%	118.2	120.4
Households	44.2	48.6	1.9%	48.6	50.8	0.9%
Retail Sales	NA ^{1/}	1,832.6	NA ^{1/}	1,832.6	2,197.2	3.7%
EBI ^{2/}	1,555.0	1,742.4	2.3%	1,742.4	2,020.7	3.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	57.2	8.7	5.6	5.1	6.6	9.2	9.2	12.8
Women (000)	60.9	8.4	5.2	5.1	7.0	9.9	9.4	16.0
Total	118.2	17.1	10.8	10.2	13.6	19.0	18.6	28.8
Percentage	100.0%	14.5%	9.2%	8.6%	11.5%	16.1%	15.7%	24.4%
Per Capita	\$ 14,895	Median Household		\$ 33,758	Avg Household		\$ 39,971	
Ethnic Population:	White	97.3%	Black	0.4%	Asian	0.6%	Hispanic	0.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	3	4	6	8	5	13
Tot 12+	0.0	26.3	19.0	43.8	45.3	1.4	46.7
Avg 12+	0.0	8.8	4.8	7.3	5.7	0.3	3.6
Tot LCS	0.0	56.3	40.7	93.8	97.0	3.0	100.0
Avg LCS	0.0	18.8	10.2	15.6	12.1	0.6	7.7

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Portland, Bangor & Lewiston, ME.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WMME	Augusta	B	92.3	50.0	499	c	Citadel Bcstg Corp	81	0004		g1	CHR	900	1.07	18.7	9.5	10.1	9.4	10.4	11.0	11.4	9.6	9.4	
WWWA	Winslow	A	95.3	5.8	335	e	Light of Life Minist	97				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WLOB	Rumford	C	96.3	100.0 cp	1483	a	Atlantic Coast Radio	75	0011		g	Talk	50		0.7	1.5	0.8	0.7	0.0	0.0	0.0	0.0	0.0	
WEBB	Waterville	C1	98.5	61.0	305	c	Citadel Bcstg Corp	68	0004		g1	Country	1,000	1.29	17.2	7.3	7.0	8.0	10.4	14.5	6.8	8.8	11.4	
WKCG	Augusta	B	101.3	50.0	322	d	Clear Channel Comm	61	0101		sw	AC	400	0.85	10.4	4.4	4.7	5.1	5.9	2.1	5.3	5.6	5.1	
• WBLM	Portland	C	102.9	100.0	1427	b	Citadel Bcstg Corp	67	9909			Clsc Rock	n/a		15.0	5.8	4.7	6.5	9.6	9.0	8.3	12.8	13.4	
WABK	Gardiner	B	104.3	50.0	371	d	Clear Channel Comm	74	0101		sw	Oldies	1,200	1.20	22.3	12.4	7.8	11.6	11.9	12.4	13.6	13.6	9.3	
• WTOS	Skowhegan	C	105.1	57.0	2451	d	Clear Channel Comm	69	0101		sw	AOR	900	1.27	15.7	4.4	5.4	7.2	9.6	4.1	10.6	7.2	6.6	
# FM Stations -					8	# Combos -					7	FM TOTALS				100.0	45.3	40.5	48.5	57.8	53.1	56.0	57.6	55.2

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WFAU	Gardiner	B	1280	5.0	5.00	d	Clear Channel Comm	68	0101		sw	Sports	50			0.7	0.0	0.0	0.0	0.0	1.5	0.0	1.2	
WLOB	Portland	B	1310	5.0	5.00	a	Atlantic Coast Radio	67	0011		g3	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMDR	Augusta	C	1340	1.0	1.00	e	Light of Life Minist	46	9410		na	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WEZW	Augusta	C	1400	1.0	1.00	c	Citadel Bcstg Corp	32	0004		g1	Nostalgia				0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WTVL	Waterville	C	1490	1.0	1.00	c	Citadel Bcstg Corp	46	0004		g1	Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	
# AM Stations -					5	# Combos -					5	AM TOTALS				0.0	1.4	0.0	0.0	0.0	0.0	1.5	0.0	3.3
AM & FM Stations Profiled -					13	# Duopolies -					4	Total Local Commercial Share					46.7	40.5	48.5	57.8	53.1	57.5	57.6	58.5

• Indicates a change since last edition
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 262

Revenue Rank: 209

Sioux City, IA Market Overview



Metro Counties / Population (000)

Woodbury, IA	103.4
Dakota, NE	20.6
Total	124.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,800	\$6,100	\$6,500	\$7,100	\$7,200	\$7,800
Revenue/Retail Sales Revenue/Capita	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.3%	\$8,200	\$8,800	\$9,300	\$9,800	\$10,300	5.7%
	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$4.90/1,000	\$5.53/1,000	Local	90%		
	\$47.74	\$62.90	\$83.20	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	121.5	124.0	0.4%	124.0	123.8
Households	45.6	46.2	0.3%	46.2	46.0	-0.1%
Retail Sales	NA ^{1/}	1,590.4	NA ^{1/}	1,590.4	1,862.2	3.2%
EBI ^{2/}	1,852.2	1,959.9	1.1%	1,959.9	2,361.4	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	60.8	11.6	6.0	6.4	8.5	8.9	8.2	11.2
Women (000)	63.2	11.3	5.5	6.6	8.0	8.8	8.3	14.8
Total	124.0	22.9	11.4	13.0	16.5	17.7	16.5	26.0
Percentage	100.0%	18.5%	9.2%	10.5%	13.3%	14.2%	13.3%	21.0%
Per Capita	\$ 13,464							
			Median Household	\$ 34,343			Avg Household	\$ 39,590
Ethnic Population:	White	85.0%	Black	1.8%	Asian	2.8%	Hispanic	12.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		8	6	9	4	13
Tot 12+	5.6		60.6	58.5	66.2	14.1	80.3
Avg 12+	5.6		7.6	9.8	7.4	3.5	6.2
Tot LCS	7.0		75.5	72.9	82.4	17.6	100.0
Avg LCS	7.0		9.4	12.1	9.2	4.4	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KGLI	Sioux City	C1	95.5	100.0	cp	899 b	Clear Channel	Comm	74	0102	12,275	g1	Top 40	1,350	0.88	19.7	14.1	14.6	16.1	17.0	17.0	18.0	17.4	18.1
KSEZ	Sioux City	C1	97.9	100.0		643 b	Clear Channel	Comm	60	0102		g1	AOR	1,275	1.14	14.3	10.6	15.4	12.9	11.1	10.6	16.5	11.4	13.5
KKMA	Le Mars	C1	99.5	100.0		791 c	Powell Bcstg Co Inc		67	9910		g	Oldes/Talk	600	0.99	7.8	5.6	10.0	6.5	6.7	7.1	6.0	3.4	4.3
KKYY	Whiting	C2	101.3	50.0		492 a	Waitt Radio Inc		79	0008			Country	200	0.95	2.7	7.0	1.5	2.4	2.2	0.0	0.0	0.0	0.0
KZSR	Onawa	C1	102.3	100.0		643 a	Waitt Radio Inc		96	9904	1,850		AC	750	1.23	7.8	9.9	6.9	6.5	6.7	9.9	7.5	5.4	4.4
KTFC	Sioux City	C1	103.3	100.0		669 e	Swanson, Donald A		65				Gospl/Talk			0.9	0.0	1.5	0.0	1.5	0.0	0.8	0.0	0.0
WNAX	Yankton	C1	104.1	100.0		981 d	Saga Comm Inc		73	9606	7,000	c4	Country	225	2.06	1.4	0.7	0.8	0.8	1.5	1.4	0.8	5.4	5.7
KSUX	Winnebago	C2	105.7	50.0		463 c	Powell Bcstg Co Inc		91	9603	3,800	c2	Country	1,500	1.03	18.7	12.7	12.3	14.5	17.0	19.1	15.8	22.1	18.6
● KSFT	South Sioux City	A	107.1	2.3		325 b	Clear Channel	Comm	97	0102		g1	Soft Hits	650	1.00	8.3	5.6	6.9	7.3	6.7	5.7	4.5	4.0	4.3
# FM Stations -						9		# Combos -		8		FM TOTALS		81.6	66.2	69.9	67.0	70.4	70.8	69.9	69.1	68.9		

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KMNS	Sioux City	B	620	1.0	1.00	b	Clear Channel	Comm	49	0102		g1	Talk	350	0.98	4.6	3.5	3.1	4.0	3.7	1.4	3.8	2.0	2.7
KTFJ	Dakota City	B	1250	0.5	0.70	e	Swanson, Donald A		91				Gospl/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSCJ	Sioux City	B	1360	5.0	5.00	c	Powell Bcstg Co Inc		27	9603		c2	Nws/Tlk/Spt	800	0.83	12.4	9.9	6.9	10.5	10.4	5.7	7.5	7.4	10.2
KWSL	Sioux City	B	1470	5.0	5.00	b	Clear Channel	Comm	38	0102		g1	Sports	100	0.92	1.4	0.7	2.3	1.6	0.7	1.4	3.8	2.7	3.1
# AM Stations -						4		# Combos -		4		AM TOTALS		18.4	14.1	12.3	16.1	14.8	8.5	15.1	12.1	16.0		
AM & FM Stations Profiled -						13		# Duopolies -		4		Total Local Commercial Share		80.3	82.2	83.1	85.2	79.3	85.0	81.2	84.9			

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 263

Revenue Rank: 217

Albany, GA Market Overview



Metro Counties / Population (000)

Dougherty, GA	95.4
Lee, GA	26.3
	121.7

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$6,600	\$7,000	\$6,900	\$7,500	\$6,500	\$7,300
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	12.3%	\$7,600	\$8,200	\$8,600	\$9,100	\$9,600	5.6%
	1997	2002	2007				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$5.17/1,000	\$6.17/1,000				Local 85%
Revenue/Capita	\$55.56	\$59.98	\$77.23				National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	118.8	121.7	0.5%	121.7	124.3
Households	41.6	44.4	1.3%	44.4	46.1	0.8%
Retail Sales	NA ^{1/}	1,411.9	NA ^{1/}	1,411.9	1,555.3	2.0%
EBI ^{2/}	1,407.0	1,783.2	4.9%	1,783.2	2,223.9	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	57.7	11.3	6.1	6.7	7.9	8.2	7.9	9.6
Women (000)	64.0	11.1	5.8	7.4	8.5	9.2	8.7	13.4
Total	121.7	22.4	11.9	14.1	16.4	17.5	16.5	23.0
Percentage	100.0%	18.4%	9.8%	11.6%	13.5%	14.3%	13.6%	18.9%
Per Capita	\$ 14,649							
				Median Household	\$ 33,033		Avg Household	\$ 40,156
Ethnic Population:	White	45.9%	Black	51.9%	Asian	0.7%	Hispanic	1.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		7	11	12	4	16
Tot 12+	29.0		47.6	75.8	76.6	8.7	85.3
Avg 12+	5.8		6.8	6.9	6.4	2.2	5.3
Tot LCS	34.0		55.8	88.9	89.8	10.2	100.0
Avg LCS	6.8		8.0	8.1	7.5	2.5	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WMTM	Moultrie	C1	93.9	100.0	554	Colquitt Bcstg Co	64				Oldies	100	0.81	1.7	3.9	0.8	0.8	2.2	0.7	0.8	0.0	0.0		
WJIZ	Albany	C1	96.3	100.0	466	a Clear Channel Comm	65	0005		na	Urban AC	1,550	1.04	20.4	19.5	22.1	17.1	18.1	21.3	17.8	16.5	17.6		
• WRAK	Bainbridge	C	97.3	100.0 cp	1555	a Clear Channel Comm	67	0008		na	Altve/Rock	400	1.44	3.8	3.1	1.6	2.3	4.3	8.8	3.1	3.8	3.7		
WOBB	Tifton	C	100.3	100.0	997	a Clear Channel Comm	75	0008		na	Country	800	2.49	4.4	4.7	4.1	4.7	2.9	3.7	3.1	3.8	3.0		
WNUQ	Albany	A	101.7	3.0	299	b Cumulus Bcstg Inc	72	9901	3,300	d2	CHR	700	0.93	10.3	3.9	4.9	7.0	10.9	5.1	3.9	7.5	4.1		
WZBN	Sylvester	A	102.1	6.0 cp	259	b Cumulus Bcstg Inc	00	0105	700	cp	HpHop/RhyBl	250	0.71	4.8	6.3	4.9	5.4	2.9	3.7	1.6	0.0	0.0		
WJAD	Leesburg	C3	103.5	12.5	463	b Cumulus Bcstg Inc	89	9808		d2	Clsc Rock	650	1.27	7.0	7.8	4.9	6.2	5.8	8.1	10.1	6.8	6.4		
WKAK	Albany	C1	104.5	100.0	981	b Cumulus Bcstg Inc	63	9901	2,250	c3	Country	550	1.00	7.5	4.7	6.8	8.5	4.3	4.4	6.2	5.3	8.2		
WQVE	Camilla	A	105.5	6.0	276	b Cumulus Bcstg Inc	77	9910	675		Urban AC	650	0.76	11.7	10.2	13.1	9.3	10.9	10.3	12.4	6.8	10.1		
WRXZ	Sylvester	A	106.1	6.0	328	c On Top Comm Inc	93	9804		g	UrbAC/HpHo	500	0.61	11.2	7.8	9.0	7.8	11.6	11.0	10.1	15.8	11.2		
WZIQ	Smithville	A	106.5	2.5	515	Barinowski Invest	95	9802	275		Christian	50		0.5	0.8	0.0	0.8	0.0	0.0	1.6	0.8	0.6		
WEGC	Sasser	C3	107.7	11.5	312	b Cumulus Bcstg Inc	95	9808		d2	AC	350	0.92	5.2	3.9	3.3	3.9	5.1	2.9	4.7	6.8	7.4		
# FM Stations -					12	# Combos -					9	FM TOTALS				88.5	76.6	75.3	73.8	79.0	80.0	75.4	73.9	72.3

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WJYZ	Albany	B	960	5.0	0.39	a Clear Channel Comm	52	0008		na	Inspiratlon	500	1.04	6.6	5.5	2.5	7.0	4.3	5.9	9.3	7.5	7.2		
WSRA	Albany	D	1250	1.0	0.05	Lifeline Comm	62	8512	300		Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0		
WGPC	Albany	C	1450	1.0	1.00	b Cumulus Bcstg Inc	33	9901		c3	Gospel	100	0.44	3.1	1.6	0.0	3.1	2.2	3.7	1.6	5.3	4.3		
WALG	Albany	B	1590	5.0	1.00	b Cumulus Bcstg Inc	40	9901		d2	Nws/Tlk/Spt	75	0.60	1.7	1.6	3.3	0.8	2.2	2.2	2.3	1.5	0.9		
# AM Stations -					4	# Combos -					3	AM TOTALS				11.4	8.7	5.8	10.9	8.7	11.8	13.2	15.1	12.4
AM & FM Stations Profiled -					16	# Duopolies -					5	Total Local Commercial Share				85.3	81.1	84.7	87.7	91.8	88.6	80.0	84.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 264

Revenue Rank: 189

Harrisonburg, VA Market Overview



Metro Counties / Population (000)

Harrisonburg city	42.1
Rockingham, VA	71.0
Total	113.1

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$6,000	\$6,200	\$7,600	\$7,900	\$8,000	\$9,400
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	17.5%	\$9,900	\$10,600	\$11,200	\$11,800	\$12,400	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$5.59/1,000	2007 \$5.34/1,000	Est. Breakout			
Revenue/Capita	\$61.35	\$83.11	\$99.44	Local	75%		
				National	25%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	97.8	113.1	2.9%	113.1	124.7
Households	35.0	40.4	2.9%	40.4	44.9	2.1%
Retail Sales	NA ^{1/}	1,680.4	NA ^{1/}	1,680.4	2,323.5	6.7%
EBI ^{2/}	1,306.1	1,660.9	4.9%	1,660.9	2,180.3	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	54.7	8.0	4.3	10.9	6.8	7.7	7.0	10.1
Women (000)	58.4	7.7	3.9	12.7	6.5	7.5	7.0	13.1
Total	113.1	15.7	8.2	23.5	13.3	15.2	14.0	23.2
Percentage	100.0%	13.9%	7.3%	20.8%	11.7%	13.5%	12.4%	20.5%
Per Capita	\$ 14,688	Median Household		\$ 34,318	Avg Household		\$ 41,128	
Ethnic Population:	White 91.9%	Black 3.1%	Asian 1.4%	Hispanic 5.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	7		9	10	4	14
Tot 12+	8.8	52.4		60.4	61.2	18.5	79.7
Avg 12+	2.9	7.5		6.7	6.1	4.6	5.7
Tot LCS	11.0	65.7		75.8	76.8	23.2	100.0
Avg LCS	3.7	9.4		8.4	7.7	5.8	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Winchester, VA.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WAZR	Woodstock	B1	93.7	8.5 cp	420	b	Clear Channel Comm	85	0206	1,350		Top 40	250	0.55	4.8	8.9	11.3	4.3	3.4	2.7	2.6	0.8	1.6
WTON	Staunton	B1	94.3	0.3	2231		High Impact Comm Inc	90	9602		g	AC	150	0.61	2.6	0.8	0.8	3.4	0.8	1.8	0.9	0.0	0.0
WBHB	Broadway	B1	96.1	2.6	1011	a	VerStandig Bcstg	89	0103		sw	Oldies	500	0.66	8.0	4.8	4.0	6.0	6.7	2.7	4.3	3.4	3.9
WACL	Elkton	B1	98.5	0.9	1608	b	Clear Channel Comm	89	0206	7,200	d1	Clsc Rock	1,200	1.01	12.7	10.5	9.7	9.4	10.9	8.1	5.2	8.5	9.8
WQPO	Harrisonburg	B	100.7	50.0	492	a	VerStandig Bcstg	46	8704	2,650	c1	CHR	1,300	1.04	13.3	10.5	12.1	10.3	10.9	18.9	13.8	11.9	11.3
WLTK	New Market	A	103.3	2.1	554	d	Massanutten Bcstg Co	95	0108		sw	1 ChrsContem	275	0.68	4.3	1.6	3.2	4.3	2.5	3.6	6.0	5.1	4.5
WKCY	Harrisonburg	B	104.3	50.0	410	b	Clear Channel Comm	80	0206		d1	Country	1,375	1.10	13.3	13.7	9.7	9.4	11.8	10.8	10.3	11.9	11.9
WJDV	Bridgewater	A	105.1	6.0 cp	328	a	VerStandig Bcstg	89	9608	875	c1	Lite Rock	350	0.64	5.8	4.8	2.4	4.3	5.0	3.6	6.9	5.1	3.6
WMXH	Luray	A	105.7	0.1	2054	c	Easy Radio Inc	79				Nostalgia	200		0.5	2.4	1.6	0.0	0.8	0.9	1.7	0.8	0.0
WBOP	Churchville	B1	106.3	6.4	574		Lechman, Peter	91				Rock	750	1.16	6.9	3.2	2.4	5.1	5.9	4.5	6.0	9.3	7.7
# FM Stations -				10		# Combos -				7		FM TOTALS		72.2	61.2	57.2	56.5	58.7	57.6	57.7	56.8	54.3	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WSVA	Harrisonburg	B	550	5.0	1.00	a	VerStandig Bcstg	35	8704		c1	Nws/Tik/Spt	1,650	0.92	19.1	12.1	15.3	14.5	16.0	18.0	13.8	15.3	19.9
WKCY	Harrisonburg	D	1300	5.0	0.03	b	Clear Channel Comm	67	0206		d1	AC/Nws/Tik	250	1.02	2.6	2.4	0.8	3.4	0.8	0.9	1.7	1.7	3.1
WHBG	Harrisonburg	D	1360	5.0 cp	0.01	a	VerStandig Bcstg	56	9608		c1	Sports	900		1.6	0.8	1.6	0.9	1.7	0.9	2.6	1.7	1.8
WBTX	Broadway-Timbe	D	1470	5.0	0.00	d	Massanutten Bcstg Co	72				1 Gospel	200	0.49	4.3	3.2	3.2	4.3	2.5	3.6	2.6	1.7	2.6
# AM Stations -				4		# Combos -				4		AM TOTALS		27.6	18.5	20.9	23.1	21.0	23.4	20.7	20.4	27.4	
AM & FM Stations Profiled -				14		# Duopolies -				4		Total Local Commercial Share		79.7	78.1	79.6	79.7	81.0	78.4	77.2	81.7		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 265

Revenue Rank: 211

Mankato-New Ulm-St Peter, MN Market Overview



Metro Counties / Population (000)

Blue Earth, MN	56.3
Brown, MN	26.9
Nicollet, MN	29.9
Total	113.1

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	\$6,500	\$7,500	\$7,900	\$7,500	\$7,700
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	N/A	\$4.22/1,000	\$3.99/1,000	Local 75%			
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
2.7%	\$8,100	\$8,700	\$9,200	\$9,700	\$10,200	5.7%	

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	111.3	113.1	0.3%	113.1	114.5
Households	40.0	42.8	1.4%	42.8	44.2	0.6%
Retail Sales	NA ^{1/}	1,823.1	NA ^{1/}	1,823.1	2,556.1	7.0%
EBI ^{2/}	1,538.3	1,854.1	3.8%	1,854.1	2,402.8	5.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	56.0	8.2	5.2	10.1	6.7	7.8	7.6	10.4
Women (000)	57.1	7.6	5.0	10.1	6.1	7.8	7.2	13.3
Total	113.1	15.8	10.2	20.2	12.8	15.6	14.8	23.8
Percentage	100.0%	14.0%	9.1%	17.8%	11.3%	13.8%	13.1%	21.0%
Per Capita	\$ 16,391	Median Household		\$ 37,023	Avg Household		\$ 43,300	
Ethnic Population:	White 95.7%	Black 0.9%	Asian 1.4%	Hispanic 2.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		7	6	8	4	12
Tot 12+	0.7		55.0	55.0	55.7	9.8	65.5
Avg 12+	0.7		7.9	9.2	7.0	2.5	5.5
Tot LCS	1.1		84.0	84.0	85.0	15.0	100.0
Avg LCS	1.1		12.0	14.0	10.6	3.7	8.3

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KXLP	New Ulm	C1	93.1	100.0	489	a	Clear Channel Comm	66	0010		g1	Clsc Rock	1,275	1.01	16.4	8.3	7.7	11.3	9.4	8.6	9.9	11.5	12.7
KNSG	Springfield	C2	94.7	50.0	472	a	Ingstad, James	95	0303	250	+	Country	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KDOG	North Mankato	C3	96.7	4.0	650	c	Linder Bcstg Group	85	9512			Modern AC	375	0.59	8.2	4.2	2.8	4.5	5.8	5.3	5.3	10.9	6.9
KEEZ	Mankato	C1	99.1	100.0	784		Three Eagles Comm	68	0007	10,000	g3	AC	1,000	0.96	13.5	13.2	7.7	9.8	7.2	5.3	8.6	12.8	12.2
KXAC	St. James	C2	100.5	34.0	591	d	Linder Bcstg Group	93	9608		c1	Oldies	350	0.46	9.9	5.6	4.9	6.0	6.5	3.9	3.3	3.2	5.3
KYSM	Mankato	C1	103.5	100.0	541	a	Clear Channel Comm	48	0010		g1	Country	1,400	1.12	16.3	17.4	18.9	9.0	11.6	14.5	14.5	13.5	15.4
KRBI	St. Peter	C3	105.5	25.0 cp	200	b	Three Eagles Comm	66	0305	3,200	c2	Clsc Hits	1,000	0.92	14.1	6.3	5.6	9.8	8.0	7.9	7.9	1.3	0.6
KNUJ	Sleepy Eye	A	107.3	1.9	400	a	Ingstad, James	94	0303		+	AC	300	1.62	2.4	0.7	1.4	3.0	0.0	0.7	0.7	1.3	0.8
# FM Stations -					8	# Combos -					6	FM TOTALS			80.8	55.7	49.0	53.4	48.5	46.2	50.2	54.5	53.9

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)												Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KNUJ	New Ulm	D	860	1.0	0.01	a	Ingstad, James	49	0303		+	News/Info	750	1.68	5.8	3.5	3.5	3.0	4.3	4.6	3.9	5.8	6.7
KYSM	Mankato	C	1230	1.0	1.00	a	Clear Channel Comm	38	0010		g1	Sprts/Talk	200	0.74	3.5	0.7	2.1	1.5	2.9	3.3	3.3	2.6	3.2
• KRBI	St. Peter	B	1310	0.9	0.26	b	Three Eagles Comm	57	0305		c2	Contry/Talk	100			0.0	0.0	0.0	0.0	1.3	1.3	0.6	0.3
KTOE	Mankato	B	1420	5.0	5.00	c	Linder Bcstg Group	50				Nws/Tlk/Spt	725	0.95	9.9	5.6	7.7	5.3	7.2	3.3	6.6	4.5	4.5
# AM Stations -					4	# Combos -					4	AM TOTALS			19.2	9.8	13.3	9.8	14.4	12.5	15.1	13.5	14.7
AM & FM Stations Profiled -					12	# Duopolies -					4	Total Local Commercial Share			65.5	62.3	63.2	62.9	58.7	65.3	68.0	68.6	

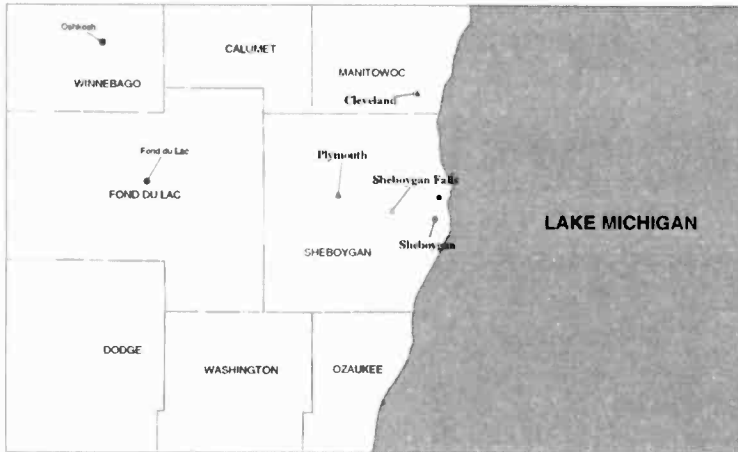
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 266

Revenue Rank: 276

Sheboygan, WI Market Overview



Metro Counties / Population (000)

Sheboygan, WI	113.6
	113.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	N/A	N/A	\$3,000	\$3,300	\$3,600
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.1%	\$3,800	\$4,100	\$4,300	\$4,500	\$4,700	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.06/1,000	2007 \$3.34/1,000	Est. Breakout			
Revenue/Capita	N/A	\$31.69	\$40.41	Local	80%	National	20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	109.8	113.6	0.7%	113.6	116.3
Households	40.9	44.2	1.6%	44.2	46.2	0.9%
Retail Sales	NA ^{1/}	1,175.6	NA ^{1/}	1,175.6	1,406.5	3.7%
EBI ^{2/}	1,671.7	1,941.9	3.0%	1,941.9	2,427.0	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	56.9	9.2	5.4	5.3	7.5	9.5	8.3	11.6
Women (000)	56.7	9.0	5.2	4.4	6.7	8.9	7.9	14.6
Total	113.6	18.2	10.6	9.8	14.3	18.4	16.2	26.2
Percentage	100.0%	16.1%	9.3%	8.6%	12.6%	16.2%	14.3%	23.0%
Per Capita	\$ 17,094	Median Household		\$ 38,336	Avg Household		\$ 43,885	
Ethnic Population:	White 92.2%	Black 1.2%	Asian 3.6%	Hispanic 3.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4			4	4	3	7
Tot 12+	28.3			28.3	28.3	12.3	40.6
Avg 12+	7.1			7.1	7.1	4.1	5.8
Tot LCS	69.7			69.7	69.7	30.3	100.0
Avg LCS	17.4			17.4	17.4	10.1	14.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WBFM	Sheboygan	A	93.7	6.0	253	b	Midwest Comm Inc	77	0009		g4	Country	850	1.04	22.7	8.0	5.5	9.6	0.0	0.0	0.0	0.0	0.0
WLKN	Cleveland	A	98.1	5.8	292		Radio K-T Inc.	85	9911	980		Country	550	2.94	5.2	2.2	3.4	2.2	0.0	0.0	0.0	0.0	0.0
WXER	Plymouth	A	104.5	6.0	328	a	RBH Enterprises Inc	91	0007	700	c1	AC	650	1.47	12.3	5.8	6.2	5.2	0.0	0.0	0.0	0.0	0.0
WHBZ	Sheboygan Falls	A	106.5	6.0	240	b	Midwest Comm Inc	97	0009		g4	Rock	1,100	1.16	26.3	12.3	9.0	11.1	0.0	0.0	0.0	0.0	0.0
# FM Stations -					4	# Combos -					3	FM TOTALS		66.5	28.3	24.1	28.1	0.0	0.0	0.0	0.0	0.0	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WCLB	Sheboygan	D	950	0.5	0.01	a	RBH Enterprises Inc	56	0007		c1	Oldies	100	0.23	12.3	2.9	2.8	5.2	0.0	0.0	0.0	0.0	0.0
WHBL	Sheboygan	B	1330	5.0	1.00	b	Midwest Comm Inc	26	0009		g4	FullService	200	0.32	17.5	8.7	10.3	7.4	0.0	0.0	0.0	0.0	0.0
WJUB	Plymouth	D	1420	0.5	0.06		Jubilation Ministri	54				Easy	100	0.77	3.6	0.7	0.7	1.5	0.0	0.0	0.0	0.0	0.0
# AM Stations -					3	# Combos -					2	AM TOTALS		33.4	12.3	13.8	14.1	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					7	# Duopolies -					1	Total Local Commercial Share		40.6	37.9	42.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0

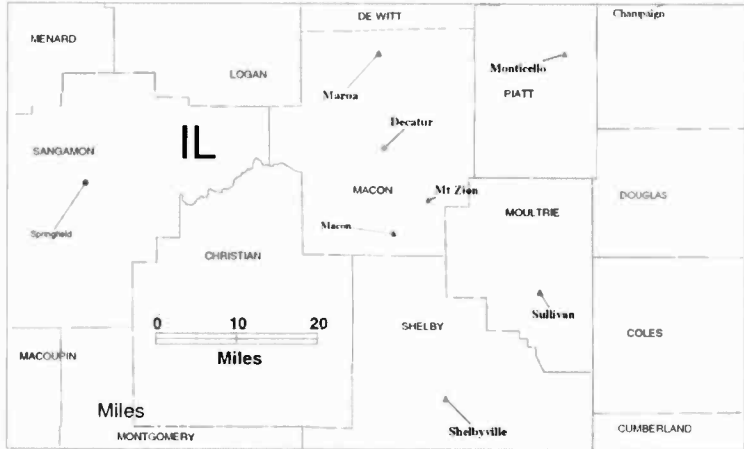
NOTE: Market first rated Spring 2002

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 267

Revenue Rank: 260

Decatur, IL Market Overview



Metro Counties / Population (000)

Macon, IL	113.3
	113.3

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$3,900	\$4,100	\$4,900	\$5,100	\$4,600	\$4,900	4.6%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	6.5%	\$5,200	\$5,400	\$5,600	\$5,900	\$6,200	4.8%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$3.11/1,000	\$3.25/1,000	Local 75%
Revenue/Capita	\$33.71	\$43.25	\$56.31	National 25%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	115.7	113.3	-0.4%	113.3	110.1	-0.6%
Households	45.6	46.2	0.3%	46.2	45.6	-0.3%
Retail Sales	NA ^{1/}	1,575.1	NA ^{1/}	1,575.1	1,905.9	3.9%
EBI ^{2/}	1,828.0	2,057.2	2.4%	2,057.2	2,420.9	3.3%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	54.0	9.1	4.9	5.4	6.2	7.9	8.3	12.4
Women (000)	59.3	8.9	4.7	5.9	6.5	8.4	8.6	16.3
Total	113.3	18.0	9.6	11.3	12.7	16.3	16.9	28.6
Percentage	100.0%	15.9%	8.5%	9.9%	11.2%	14.3%	14.9%	25.3%
Per Capita	\$ 18,164							
			Median Household	\$ 36,519			Avg Household	\$ 44,487
Ethnic Population:	White	82.9%	Black	14.5%	Asian	0.6%	Hispanic	1.1%

Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viable FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	5	4		9	9	2	11
Tot 12+	22.5	25.8		48.3	48.3	18.3	66.6
Avg 12+	4.5	6.5		5.4	5.4	9.2	6.1
Tot LCS	33.8	38.7		72.5	72.5	27.5	100.0
Avg LCS	6.8	9.7		8.1	8.1	13.7	9.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WYDS	Decatur	A	93.1	4.6	367	b	Cromwell Group	93				Top 40	400	0.59	13.9	7.5	6.9	10.1	9.4	12.9	9.8	11.4	10.0		
WDZQ	Decatur	B	95.1	50.0	492	c	NextMedia Group	76	0008		g3	Country	775	1.16	13.6	7.5	10.0	8.0	10.9	11.3	10.7	10.5	11.7		
WXFM	Mount Zion	A	99.3	1.2	495	a	Mary Ellen Burns Trs	84				Soft AC	350	1.07	6.7	1.7	3.8	4.3	5.1	4.8	4.1	6.1	5.9		
WZUS	Macon	A	100.9	6.0 cp	328	b	Cromwell Group	77	0205	5,950		Country	75	1.02	1.5	4.2	3.1	2.2	0.0	0.0	0.0	0.0	0.0		
WSOY	Decatur	B	102.9	54.0	443	c	NextMedia Group	46	0008		g3	Adult Hits	550	1.04	10.8	5.8	9.2	8.0	7.2	7.3	7.4	7.9	4.9		
WEJT	Shelbyville	B1	105.1	13.0	466	b	Cromwell Group	69				AC	350	1.15	6.2	6.7	4.6	5.1	3.6	6.5	4.1	7.0	8.3		
• WCZQ	Monticello	A	105.5	3.0	292		NextMedia Group	72	0008		g3	Hip Hop	175	1.23	2.9	5.8	3.8	4.3	0.0	0.0	0.0	0.0	0.6		
WZNX	Sullivan	B1	106.7	9.5 cp	528	b	Cromwell Group	74	9703	730		Clsc Rock	650	1.43	9.3	5.8	4.6	8.0	5.1	5.6	5.7	7.0	6.5		
WDKR	Maroa	A	107.3	3.0	456	a	Mary Ellen Burns Trs	96	0204		nc	Oldies	350	0.99	7.2	3.3	4.6	5.8	4.3	3.2	2.5	3.5	3.2		
# FM Stations -					9	# Combos -					8	FM TOTALS					72.1	48.3	50.6	55.8	45.6	51.6	44.3	53.4	51.1

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WDZ	Decatur	B	1050	1.0 cp	0.25	c	NextMedia Group	21	0008		g3	Urban	400	0.66	12.4	5.8	10.0	8.7	8.7	6.5	6.6	1.8	0.0		
WSOY	Decatur	C	1340	1.0	1.00	c	NextMedia Group	25	0008		g3	Nws/Tik/Spt	800	1.05	15.6	12.5	12.3	8.7	13.0	9.7	13.9	12.3	11.5		
# AM Stations -					2	# Combos -					2	AM TOTALS					28.0	18.3	22.3	17.4	21.7	16.2	20.5	14.1	11.5
AM & FM Stations Profiled -					11	# Duopolles -					5	Total Local Commercial Share					66.6	72.9	73.2	67.3	67.8	64.8	67.5	62.6	

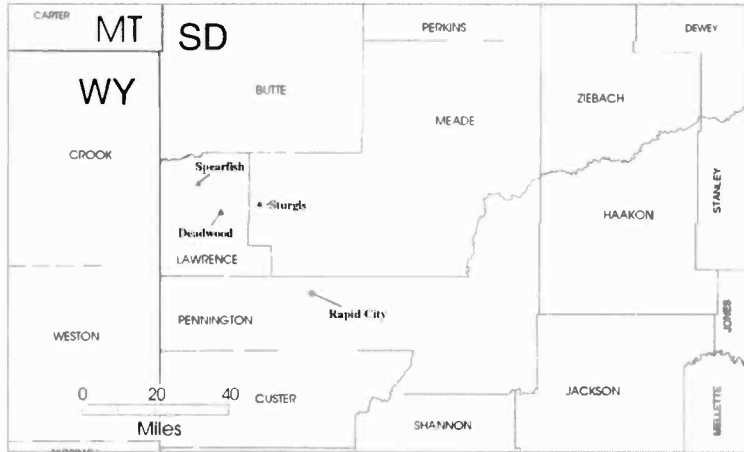
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 268

Revenue Rank: 186

Rapid City, SD Market Overview



Metro Counties / Population (000)

Meade, SD	24.5
Pennington, SD	89.1
Total	113.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$7,700	\$8,300	\$8,700	\$9,400	\$8,800	\$9,500
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.0%	\$10,000	\$10,700	\$11,300	\$11,900	\$12,500	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$5.95/1,000	2007 \$6.57/1,000			Est. Breakout	
Revenue/Capita	1997 \$69.31	2002 \$83.63	2007 \$108.23			Local	85%
						National	15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	111.1	113.6	0.4%	113.6	115.5
Households	40.4	44.1	1.8%	44.1	45.8	0.8%
Retail Sales	NA ^{1/}	1,596.2	NA ^{1/}	1,596.2	1,903.2	3.6%
EBI ^{2/}	1,810.9	1,922.3	1.2%	1,922.3	2,451.2	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	56.4	10.2	5.5	6.4	7.1	8.8	8.0	10.4
Women (000)	57.1	9.4	5.5	5.7	7.0	9.1	8.1	12.4
Total	113.6	19.6	10.9	12.1	14.2	17.9	16.1	22.8
Percentage	100.0%	17.2%	9.6%	10.7%	12.5%	15.8%	14.2%	20.1%
Per Capita	\$ 16,928	Median Household		\$ 34,878	Avg Household		\$ 43,601	
Ethnic Population:	White 87.7%	Black 1.0%	Asian 0.9%	Hispanic 2.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			11	9	11	5	16
Tot 12+			69.8	66.5	69.8	21.7	91.5
Avg 12+			6.3	7.4	6.3	4.3	5.7
Tot LCS			76.3	72.7	76.3	23.7	100.0
Avg LCS			6.9	8.1	6.9	4.7	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
• KQRQ	Rapid City	C1	92.3	100.0	581	New Generation Bcstg	02			1	Clsc Rock				10.8	4.5	0.0	0.0	0.0	0.0	0.0	0.0	
KRCS	Sturgis	C	93.1	100.0	1060	Triad Bcstg Co	72	9910		g1	CHR	400	0.48	8.7	9.2	9.1	7.9	7.4	9.9	8.1	10.2	14.9	
KKMK	Rapid City	C1	93.9	100.0 cp	686	Triad Bcstg Co	59	9910		g1	AC	1,000	1.42	7.4	5.8	7.6	5.0	8.1	10.7	7.4	7.9	11.4	
KSOY	Deadwood	C	95.1	100.0	1709	Haugo Bcstg Inc	82				AOR	550	1.18	4.9	3.3	4.5	6.4	2.2	6.1	3.7	7.1	6.8	
• KLMP	Rapid City	C	97.9	100.0	1900	Bethesda Chrstn Bctg	68	9605	350		Christian	400	2.11	2.0	0.8	0.8	2.1	1.5	2.3	3.7	0.8	0.9	
KOUT	Rapid City	C1	98.7	100.0	463	Triad Bcstg Co	94	9910		g1	Country	1,000	0.99	10.6	8.3	8.3	10.7	8.1	6.9	8.9	9.4	11.0	
KFXS	Rapid City	C1	100.3	100.0	463	Triad Bcstg Co	77	9910			Clsc Rock	1,100	0.93	12.5	8.3	8.3	7.9	14.1	12.2	11.9	8.7	11.4	
KDDX	Spearfish	C	101.1	100.0	1788	Duhamel Bcstg Entpr	85	9203	525	1	Rock	1,275	0.96	14.0	10.0	9.1	11.4	13.3	9.2	10.4	14.2	4.1	
KIQK	Rapid City	C1	104.1	100.0	538	Haugo Bcstg Inc	92	9812	1,970	c2	Country	1,075	1.24	9.1	5.8	9.1	8.6	7.4	9.9	7.4	6.3	5.5	
KZLK	Rapid City	C1	106.3	100.0 cp	696	Duffy, Steven E.	01			1	AC	400	0.86	4.9	5.0	5.3	5.0	3.7	0.0	0.0	0.0	0.0	
KSLT	Spearfish	C	107.3	100.0	1900	Bethesda Chrstn Bctg	84				ChrsContem	200	1.75	1.2	2.5	1.5	1.4	0.7	2.3	3.0	2.4	0.9	
# FM Stations -				11		# Combos -				9		FM TOTALS			75.3	69.8	68.1	66.4	66.5	69.5	64.5	67.0	66.9

AM Stations

Calls	City of License	FCC Class	Day Power (kW)		Night Power (kW)		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	Power (kW)	Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KBHB	Sturgis	D	810	25.0	0.06	b	Triad Bcstg Co	62	9909		g1	Cntry/Oldes	600	1.29	4.9	5.8	4.5	5.0	3.7	3.8	2.2	3.9	3.3	
KKLS	Rapid City	D	920	5.0	0.11	b	Triad Bcstg Co	59	9910		g1	Oldies	350	0.80	4.6	1.7	2.3	2.9	5.2	2.3	5.9	3.1	3.8	
KIMM	Rapid City	B	1150	5.0	0.50		KIMM Radio Inc	62	9802	150		Country	100	0.32	3.3	2.5	4.5	3.6	2.2	2.3	4.4	3.9	4.6	
KTOQ	Rapid City	C	1340	1.0	1.00	d	Haugo Bcstg Inc	53	9812		c2	Talk	350	1.27	2.9	2.5	3.8	2.9	2.2	2.3	2.2	2.4	1.8	
KOTA	Rapid City	B	1380	5.0	5.00	c	Duhamel Bcstg Entpr	36	5405		1	News/Talk	850	0.98	9.1	9.2	7.6	7.9	8.1	9.9	9.6	10.2	6.5	
# AM Stations -				5		# Combos -				4		AM TOTALS			24.8	21.7	22.7	22.3	21.4	20.6	24.3	23.5	20.0	
AM & FM Stations Profiled -				16		# Duopolies -				5		Total Local Commercial Share			91.5	90.8	88.7	87.9	90.1	88.8	90.5	86.9		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 269

Revenue Rank: 281

Lawton, OK Market Overview



Metro Counties / Population (000)

Comanche, OK	114.6
	114.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$2,700	\$2,800	\$3,100	\$3,100	\$3,000	\$3,000	2.1%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
		\$3,200	\$3,300	\$3,400	\$3,600	\$3,800	4.6%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.52/1,000	\$4.10/1,000	Local 85%
Revenue/Capita	\$24.32	\$26.18	\$33.22	National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	111.0	114.6	0.6%	114.6	114.4	0.0%
Households	36.8	39.9	1.6%	39.9	40.3	0.2%
Retail Sales	NA ^{1/}	853.2	NA ^{1/}	853.2	927.3	1.7%
EBI ^{2/}	1,295.8	1,490.0	2.8%	1,490.0	1,756.1	3.3%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	58.9	11.0	5.4	10.1	9.3	8.5	6.1	8.6
Women (000)	55.8	10.4	5.2	6.3	7.8	8.3	6.5	11.3
Total	114.6	21.4	10.6	16.4	17.1	16.7	12.6	19.9
Percentage	100.0%	18.7%	9.2%	14.3%	14.9%	14.6%	11.0%	17.3%
Per Capita	\$ 12,997							
				Median Household	\$ 32,136		Avg Household	\$ 37,361
Ethnic Population:	White	64.4%	Black	19.3%	Asian	2.5%	Hispanic	8.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			6	6	6	2	8
Tot 12+			65.2	65.2	65.2	4.1	69.3
Avg 12+			10.9	10.9	10.9	2.1	8.7
Tot LCS			94.1	94.1	94.1	5.9	100.0
Avg LCS			15.7	15.7	15.7	3.0	12.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KZCD	Lawton	C2	94.1	18.0	525	b	Clear Channel Comm	87	0008		g	Rock	450	1.05	14.3	9.9	10.1	14.0	6.2	11.6	7.6	9.7	9.4		
KMGZ	Lawton	C3	95.3	14.0	312		Broadco of Texas Inc	82	9203		sw	1 CHR	600	1.28	15.6	14.0	9.2	12.5	9.3	11.6	11.4	15.0	10.6		
KJMZ	Lawton	C1	98.1	100.0	200	a	Perry Bcstg Co Inc	70	9703	489	c1	Urban AC	275	0.33	27.8	12.4	11.9	16.2	22.5	12.5	16.2	19.5	13.5		
KBZQ	Lawton	C3	99.5	16.0	338		Fritsch, Wm, Jr.	92	9203		sw	AC	275	1.58	5.8	6.6	5.5	5.1	3.1	3.6	2.9	4.4	6.3		
KLAW	Lawton	C1	101.3	100.0	584	b	Clear Channel Comm	65	0008		g	Country	1,100	1.76	20.8	14.9	16.5	11.8	17.1	17.0	26.7	20.4	21.0		
KVRW	Lawton	C2	107.3	50.0	492		Pat-Tower Inc	91	9712	200	1	Oldies	200	0.54	12.4	7.4	8.3	8.8	8.5	8.0	6.7	7.1	8.0		
# FM Stations -					6	# Combos -					3	FM TOTALS					96.7	65.2	61.5	68.4	66.7	64.3	71.5	76.1	68.8

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KKRX	Lawton	D	1050	0.3	0.01	a	Perry Bcstg Co Inc	56	9703		c1	Rhythm/Blue	50	1.52	1.1	3.3	2.8	1.5	0.0	0.9	2.9	0.0	2.4		
KXCA	Lawton	B	1380	1.0	1.00	a	Perry Bcstg Co Inc	41	0301		g	Sports	50	0.76	2.2	0.8	0.9	1.5	1.6	0.0	0.0	0.0	0.0		
# AM Stations -					2	# Combos -					2	AM TOTALS					3.3	4.1	3.7	3.0	1.6	0.9	2.9	0.0	2.4
AM & FM Stations Profiled -					8	# Duopolies -					2	Total Local Commercial Share					69.3	65.2	71.4	68.3	65.2	74.4	76.1	71.2	

1/ See introduction section for interpretation of revenue estimates.

Competitive Overview

Some stations also rated in Beckley, WV

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WSTG	Princeton	A	95.9	0.5	1142	d	Princeton Bcstg Inc	73	9512	1,000	c1	Hot AC	925	1.57	12.0	6.6	10.3	8.3	8.8	8.3	8.6	10.3	6.1
WJLS	Beckley	B	99.5	34.0	1050	a	First Media	46	0202	See (283)		Country	n/a		7.3	7.4	8.6	6.5	4.0	5.8	9.4	5.6	4.2
WKQY	Tazewell	A	100.1	4.2	390	b	Triad Bcstg Co	68	0009		g3	Clsc Rock			6.0	1.6	0.9	4.6	4.0	2.5	1.7	2.4	2.6
WRIC	Richlands	A	100.7	1.3	705		Peggy Sue Bcstg	89	9901	190		Hot AC	150	2.55	1.2	0.8	0.9	0.9	0.8	0.8	1.7	1.6	1.3
WKOY	Princeton	A	100.9	0.3	1342	b	Triad Bcstg Co	83	0009		g3	Clsc Rock	450	1.01	9.1	9.8	6.9	8.3	4.8	6.7	6.0	9.5	5.8
WHAJ	Bluefield	C	104.5	80.0	1549	b	Triad Bcstg Co	63	0009		g3	AC	1,250	1.18	21.6	10.7	12.1	14.8	16.0	15.8	14.7	15.1	13.3
WGTH	Richlands	A	105.5	0.5	801	c	High Knob Bcstrs Inc		77			Gospel	250	1.06	4.8	2.5	3.4	3.7	3.2	0.8	1.7	2.4	3.1
WHKX	Bluefield	A	106.3	0.3	1378	b	Triad Bcstg Co	70	0009		g3	Country	800	0.90	18.1	11.5	16.4	13.0	12.8	13.3	10.3	11.9	7.4
WHQX	Cedar Bluff	C3	107.7	9.1 cp	541	b	Triad Bcstg Co	89	0009		g3	Country			3.6	4.1	2.6	1.9	3.2	3.3	1.7	1.6	2.3
# FM Stations -					9	# Combos -					7	FM TOTALS			83.7	55.0	62.1	62.0	57.6	57.3	55.8	60.4	46.1

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	(kW)								Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WGTH	Richlands	D	540	1.0	0.10	c	High Knob Bcstrs Inc	51	9503	540		Gospel	100	0.38	5.4	3.3	2.6	4.6	3.2	0.0	0.9	1.6	4.4	
WYRV	Cedar Bluff	D	770	5.0	0.00		Ratliff, Bradley	85	0004		st	ChrsContem	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAMN	Green Valley	D	1050	1.4	0.20	e	Baker Family Stns		87			Religion	125	1.34	1.9	0.8	0.0	1.9	0.8	0.0	1.7	0.0	0.0	
WBDY	Bluefield	D	1190	10.0	0.00	b	Triad Bcstg Co	80	0009		g3	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKEZ	Bluefield	C	1240	1.0	1.00	b	Triad Bcstg Co	48	0009		g3	Easy	100	0.89	2.3	0.0	0.0	0.9	2.4	0.0	0.0	0.8	3.3	
WHIS	Bluefield	B	1440	5.0	0.50	b	Triad Bcstg Co	29	0009		g3	News/Talk	200	2.27	1.8	1.6	3.4	0.9	1.6	1.7	2.6	1.6	1.4	
WTZE	Tazewell	D	1470	5.0	0.00	b	Triad Bcstg Co	66	0009		g3	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
WAEY	Princeton	C	1490	1.0	1.00	d	Princeton Bcstg Inc	47	9512		c1	Gospel	400	1.70	4.8	1.6	0.9	2.8	4.0	2.5	3.4	1.6	4.4	
# AM Stations -					8	# Combos -					7	AM TOTALS			16.2	7.3	6.9	11.1	12.0	4.2	8.6	5.6	13.9	
AM & FM Stations Profiled -					17	# Duopolies -					4	Total Local Commercial Share			62.3	69.0	73.1	69.6	61.5	64.4	66.0	60.0		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 271

Revenue Rank: 268

Watertown, NY Market Overview



Metro Counties / Population (000)

Jefferson, NY	110.6
	110.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,200	\$4,300	\$4,300	\$4,600	\$4,000	\$4,200
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.0%	\$4,400	\$4,800	\$5,000	\$5,300	\$5,600	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.18/1,000	\$3.88/1,000	Local 87%
Revenue/Capita	\$37.00	\$37.97	\$51.66	National 13%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	113.5	110.6	-0.5%	110.6	108.4	-0.4%
Households	37.5	40.0	1.3%	40.0	40.0	0.0%
Retail Sales	NA ^{1/}	1,322.8	NA ^{1/}	1,322.8	1,443.6	1.8%
EBI ^{2/}	1,246.2	1,329.9	1.3%	1,329.9	1,458.9	1.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	56.6	10.2	5.0	8.5	8.2	8.6	6.8	9.3
Women (000)	54.0	9.8	4.8	5.3	7.5	8.2	6.6	11.8
Total	110.6	20.0	9.8	13.8	15.7	16.8	13.4	21.1
Percentage	100.0%	18.1%	8.9%	12.5%	14.2%	15.2%	12.1%	19.0%
Per Capita	\$ 12,023			Median Household	\$ 28,345		Avg Household	\$ 33,262
Ethnic Population:	White	88.4%	Black	5.9%	Asian	1.1%	Hispanic	4.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		2	6	7	3	10
Tot 12+	30.7		34.7	65.4	65.4	4.0	69.4
Avg 12+	6.1		17.4	10.9	9.3	1.3	6.9
Tot LCS	44.2		50.0	94.2	94.2	5.8	100.0
Avg LCS	8.8		25.0	15.7	13.5	1.9	10.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
• WWJS	Watertown	A	90.1	1.0	499	Liberty Comm Family	02				Relig Music			17.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WCIZ	Watertown	A	93.3	6.0	328	b Regent Comm	86	0001		g1	Clsc Hits	800	1.10	15.3	15.3	9.7	12.2	15.7	13.6	13.1	12.4	15.4			
WFRY	Watertown	C1	97.5	97.0	476	b Regent Comm	68	0001		g1	Country	1,500	1.15	31.0	25.0	26.6	26.0	24.0	29.5	23.4	33.3	24.9			
WOTT	Henderson	A	100.7	6.0	328	a Mance & Clancy	90				CIRck/NwRc	425	0.82	12.4	6.5	12.1	9.2	10.7	8.3	5.8	8.5	13.0			
WBDR	Cape Vincent	A	102.7	6.0	328	a Mance & Clancy	92	9811	50		CHR	400	3.81	2.5	1.6	3.2	2.3	1.7	2.3	2.2	2.3	3.3			
WTOJ	Carthage	A	103.1	1.8	594	a Mance & Clancy	84	8805	1,675	c2	AC	300	0.63	11.4	7.3	5.6	8.4	9.9	4.5	5.1	6.2	7.1			
WBDI	Copenhagen	C3	106.7	1.8	1191	a Mance & Clancy	94	9609	1,400		CHR	500	0.81	14.7	9.7	9.7	13.0	10.7	9.8	16.1	10.1	13.0			
# FM Stations -														7	# Combos -		6	FM TOTALS							
														89.3	65.4	66.9	71.1	72.7	68.0	65.7	72.8	76.7			

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
WTNY	Watertown	B	790	1.0	1.00	b Regent Comm	41	0001		g1	Talk	100	0.43	5.5	3.2	3.2	3.8	5.0	3.8	6.6	4.7	2.9			
WATN	Watertown	C	1240	1.0	1.00	a Mance & Clancy	41	8805		c2	Talk	50	0.48	2.5	0.8	1.6	2.3	1.7	3.0	0.7	1.6	2.9			
WNER	Watertown	D	1410	3.5	0.06	b Regent Comm	59	0001		g1	Sports	100	0.85	2.8	0.0	0.0	4.6	0.0	0.0	0.0	0.0	0.0			
# AM Stations -														3	# Combos -		3	AM TOTALS							
AM & FM Stations Profiled -														10	# Duopolies -		4	Total Local Commercial Share							
														10.8	4.0	4.8	10.7	6.7	6.8	7.3	6.3	5.8			
														69.4	71.7	81.8	79.4	74.8	73.0	79.1	82.5				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 272

Revenue Rank: 287

Lewiston-Auburn, ME Market Overview



Metro Counties / Population (000)

Androscoggin, ME	104.3
	104.3

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$1,100	\$1,500	\$1,700	\$1,700	\$1,500	\$1,600
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.7%	\$1,700	\$1,900	\$2,000	\$2,100	\$2,200	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$0.88/1,000	\$0.99/1,000	Local	93%		
Revenue/Capita	\$10.55	\$15.34	\$20.95	National	7%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	104.3	104.3	0.0%	104.3	105.0
Households	39.9	42.6	1.3%	42.6	44.0	0.6%
Retail Sales	NA ^{1/}	1,813.8	NA ^{1/}	1,813.8	2,221.3	4.1%
EBI ^{2/}	1,407.1	1,526.1	1.6%	1,526.1	1,775.1	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	50.6	8.1	4.6	4.8	6.6	8.4	7.5	10.7
Women (000)	53.6	7.7	4.5	4.9	6.8	8.3	7.5	14.0
Total	104.3	15.8	9.1	9.7	13.3	16.6	15.0	24.8
Percentage	100.0%	15.1%	8.7%	9.3%	12.8%	15.9%	14.4%	23.8%
Per Capita	\$ 14,639	Median Household		\$ 30,739	Avg Household		\$ 35,787	
Ethnic Population:	White	96.8%	Black	0.7%	Asian	0.6%	Hispanic	1.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		3	4	7	7	3	10
Tot 12+		24.0	31.6	55.6	55.6	0.9	56.5
Avg 12+		8.0	7.9	7.9	7.9	0.3	5.7
Tot LCS		42.5	55.9	98.4	98.4	1.6	100.0
Avg LCS		14.2	14.0	14.1	14.1	0.5	10.0

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Portland, ME and Augusta, ME.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WHOM	Mt. Washington	C	94.9	50.0	3744	a	Citadel Bcstg Corp	58	9909			Soft AC	n/a		13.5	6.0	4.2	7.2	8.2	6.1	7.5	5.3	5.0		
WJBQ	Portland	B	97.9	16.0	889		Citadel Bcstg Corp	60	9909			CHR	n/a		16.8	10.3	7.5	10.1	9.0	10.7	12.0	8.4	7.3		
WMEK	Auburn	B	99.9	28.5	643	b	WMTW Bcst Group	77	0004			Hot AC	n/a		10.9	7.7	4.2	5.0	7.4	5.3	8.3	4.6	4.0		
WPOR	Portland	B	101.9	33.0 cp	604		Saga Comm Inc	67	0305	See (165)		Country	n/a		9.4	6.0	8.3	5.8	4.9	8.4	5.3	4.6	5.9		
• WBLM	Portland	C	102.9	100.0	1427		Citadel Bcstg Corp	67	9909			Clsc Rock	n/a		17.6	11.1	7.5	8.6	11.5	14.5	8.3	14.5	13.0		
• WTOS	Skowhegan	C	105.1	57.0	2451		Clear Channel Comm	69	0101			AOR	n/a		6.1	3.4	2.5	3.6	3.3	5.3	4.5	4.6	5.7		
WTHT	Lewiston	C1	107.5	100.0 cp	929	b	WMTW Bcst Group	73	0004			Country	n/a		20.7	11.1	13.3	14.4	9.0	9.9	15.0	11.5	13.1		
# FM Stations -					7	# Combos -					2	FM TOTALS					95.0	55.6	47.5	54.7	53.3	60.2	60.9	53.5	54.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
WMTW	Gorham	B	870	10.0	1.00	b	WMTW Bcst Group	80	0004			News	n/a			0.0	0.0	0.0	0.0	1.5	5.3	4.6	5.9		
WCNM	Lewiston	C	1240	1.0	1.00	c	Gleason Mktg Svcs	38	9012	75		News	100			0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0		
WLAM	Lewiston	B	1470	5.0	5.00	b	WMTW Bcst Group	47	0004		g3	News	300	3.91	4.8	0.9	0.8	0.7	4.9	5.3	2.3	1.5	1.3		
# AM Stations -					3	# Combos -					1	AM TOTALS					4.8	0.9	1.6	0.7	4.9	6.8	7.6	6.1	7.2
AM & FM Stations Profiled -					10	# Duopolies -					3	Total Local Commercial Share					56.5	49.1	55.4	58.2	67.0	68.5	59.6	61.2	

NOTE: \$1.2 M revenues from FM stations in Portland reflected in Lewiston market.

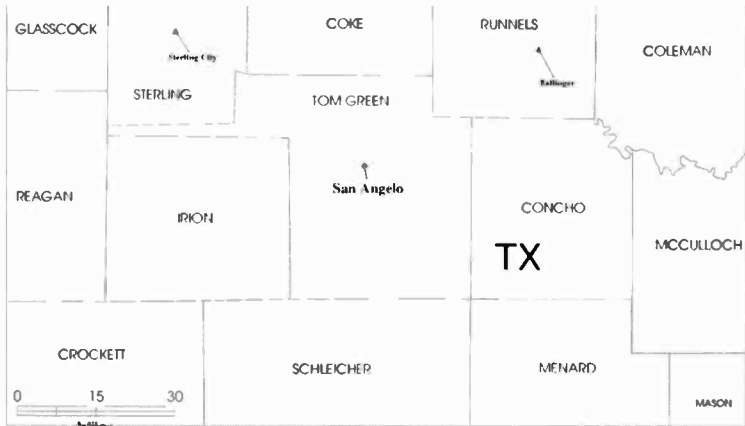
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 273

Revenue Rank: 270

San Angelo, TX Market Overview



Metro Counties / Population (000)

Tom Green, TX	105.1
	105.1

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$3,700	\$3,800	\$3,700	\$4,000	\$3,900	\$4,000
Δ 01 - 02	2.6%	\$4,300	\$4,600	\$4,800	\$5,100	\$5,300	Δ 02 - 07
							5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$3.28/1,000	2007 \$3.63/1,000	Est. Breakout			
Revenue/Capita	\$35.61	\$38.06	\$49.03	Local	90%		
				National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	103.9	105.1	0.2%	105.1	108.1
Households	37.3	40.2	1.5%	40.2	42.0	0.9%
Retail Sales	NA ^{1/}	1,219.1	NA ^{1/}	1,219.1	1,458.3	3.6%
EBI ^{2/}	1,364.5	1,629.9	3.6%	1,629.9	2,000.2	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	50.7	8.9	5.1	6.7	6.3	7.1	6.5	10.1
Women (000)	54.4	8.5	4.8	6.8	6.5	7.6	7.0	13.3
Total	105.1	17.4	9.9	13.5	12.8	14.8	13.4	23.4
Percentage	100.0%	16.6%	9.4%	12.8%	12.2%	14.0%	12.8%	22.2%
Per Capita	\$ 15,503	Median Household		\$ 31,964	Avg Household		\$ 40,558	
Ethnic Population:	White 78.9%	Black 4.2%	Asian 0.9%	Hispanic 31.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			10	10	10	2	12
Tot 12+			66.8	66.8	66.8	11.0	77.8
Avg 12+			6.7	6.7	6.7	5.5	6.5
Tot LCS			85.9	85.9	85.9	14.1	100.0
Avg LCS			8.6	8.6	8.6	7.1	8.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KDCD	San Angelo	C1	92.9	100.0	600	d	Regency Bcstg Inc	80	9208	186		Country	250	1.23	5.1	2.4	4.2	3.4	5.3	3.2	5.6	5.0	4.3
KIXY	San Angelo	C1	94.7	100.0	358	a	Foster Comm	66	8404	1,275	c2	CHR	675	1.08	15.6	13.4	15.0	11.9	15.0	19.0	13.6	15.7	18.7
• KCSE	Sterling City	C2	96.5	40.0	545	c	Graham Brothers	98	9803	14	cp	Hot AC	325	1.25	6.5	2.4	6.7	5.9	5.3	6.3	4.0	0.7	1.8
KGKL	San Angelo	C1	97.5	100.0	410	b	KGKL Inc	65	7104			Country	850	1.25	17.0	9.4	10.0	16.1	13.3	13.5	10.4	12.9	15.5
KELI	San Angelo	C	98.7	100.0	1289	b	KGKL Inc	86	9911			Oldies	300	0.93	8.1	3.9	7.5	5.9	8.0	7.1	10.4	9.3	9.1
KYZZ	San Angelo	C2	100.1	35.0	338		DH Carver Corp	95				Tejano	100	0.32	7.9	7.1	8.3	9.3	4.4	7.1	4.0	5.7	8.7
KWFR	San Angelo	C1	101.9	100.0	341	a	Foster Comm	91	9412		g	Clsc Rock	325	1.25	6.5	5.5	9.2	5.1	6.2	8.7	10.4	12.1	6.2
KKCN	Ballinger	C1	103.1	100.0	456	c	Graham Brothers	77	9804	395	c1	Country	350	1.11	7.9	9.4	4.2	8.5	5.3	4.0	4.0	6.4	4.2
KMDX	San Angelo	C2	106.1	50.0	456	d	Regency Bcstg Inc	98				Adult Rock	175	0.67	6.5	3.9	4.2	6.8	4.4	4.8	5.6	6.4	4.6
KSJT	San Angelo	C1	107.5	100.0	604		La Unica Bcstg Co	85				Variety	300	1.07	7.0	9.4	9.2	6.8	5.3	2.4	4.8	4.3	2.5
# FM Stations -					10	# Combos -					8	FM TOTALS		88.1	66.8	78.5	79.7	72.5	76.1	72.8	78.5	75.6	

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KGKL	San Angelo	B	960	5.0	1.00	b	KGKL Inc	28	7104			Country	150	0.50	7.5	4.7	4.2	5.9	7.1	4.8	4.0	5.7	3.0
KKSA	San Angelo	D	1260	0.5	0.00	a	Foster Comm	54	8404		c2	Nws/Tlk/Spt	200	1.11	4.5	6.3	5.0	2.5	5.3	5.6	8.0	4.3	5.7
# AM Stations -					2	# Combos -					2	AM TOTALS		12.0	11.0	9.2	8.4	12.4	10.4	12.0	10.0	8.7	
AM & FM Stations Profiled -					12	# Duopolies -					4	Total Local Commercial Share		77.8	87.7	88.1	84.9	86.5	84.8	88.5	84.3		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 274

Revenue Rank: 273

Ithaca, NY Market Overview



Metro Counties / Population (000)

Tompkins, NY	96.5
	96.5

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$2,800	\$3,000	\$3,400	\$3,900	\$3,600	\$3,800
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.6%	\$4,000	\$4,300	\$4,600	\$4,900	\$5,100	5.9%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$4.51/1,000	2007 \$5.31/1,000			Est. Breakout	
Revenue/Capita	\$28.84	\$39.38	\$52.74			Local	70%
						National	30%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	97.1	96.5	-0.1%	96.5	96.7
Households	34.2	36.7	1.4%	36.7	37.7	0.5%
Retail Sales	NA ^{1/}	843.2	NA ^{1/}	843.2	960.7	2.6%
EBI ^{2/}	1,293.2	1,388.1	1.4%	1,388.1	1,616.7	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	47.5	5.8	3.6	12.7	6.3	5.8	6.1	7.1
Women (000)	49.0	5.4	3.3	12.3	6.1	6.2	6.5	9.2
Total	96.5	11.3	6.9	25.0	12.4	12.0	12.6	16.4
Percentage	100.0%	11.7%	7.2%	25.9%	12.8%	12.4%	13.0%	17.0%
Per Capita	\$ 14,384	Median Household		\$ 29,512	Avg Household		\$ 37,776	
Ethnic Population:	White	84.9%	Black	3.7%	Asian	7.6%	Hispanic	3.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	4		5	5	3	8
Tot 12+	7.8	46.7		54.5	54.5	7.7	62.2
Avg 12+	7.8	11.7		10.9	10.9	2.6	7.8
Tot LCS	12.5	75.1		87.6	87.6	12.4	100.0
Avg LCS	12.5	18.8		17.5	17.5	4.1	12.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Syracuse.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WVBR	Ithaca	A	93.5	3.0	249	Cornell Radio Guild	58				AOR	350	1.01	9.1	7.8	5.9	4.6	5.1	5.8	4.2	5.4	6.5
WYXL	Ithaca	B	97.3	26.0	879	a Eagle Bcstg Co Inc	47	8604	1,475	c2	AC	1,200	1.35	23.4	14.4	11.9	12.8	12.2	18.3	14.7	18.3	15.9
WIII	Cortland	B	99.9	23.5	732	Citadel Bcstg Corp	47	0004		g	Clsc Rock	950	1.64	15.2	6.7	9.9	9.2	7.1	7.7	7.4	5.4	8.1
• WQNY	Ithaca	B	103.7	15.5	879	a Eagle Bcstg Co Inc	48	9603	2,100	c3	Country	800	0.79	26.7	18.9	9.9	16.5	12.2	11.5	15.8	10.8	11.8
• WPHR	Auburn	B	106.9	14.0	942	Clear Channel Comm	49	0002	See (80)		Urban AC	n/a		9.1	6.7	7.9	4.6	5.1	4.8	5.3	2.2	1.3
# FM Stations -				5		# Combos -				2		FM TOTALS		83.5	54.5	45.5	47.7	41.7	48.1	47.4	42.1	43.6

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WHCU	Ithaca	B	870	5.0	1.00	a Eagle Bcstg Co Inc	23	8604		c2	Nws/Tlk/Spt	300	0.72	11.0	3.3	5.9	4.6	7.1	6.7	7.4	6.5	9.0
WPIE	Trumansburg	B	1160	5.0	0.31	Pembrook Pines Inc	90	9303	150		Sports	50			1.1	1.0	0.0	0.0	0.0	1.1	0.0	0.0
WTKO	Ithaca	B	1470	5.0	1.00	a Eagle Bcstg Co Inc	56	9603		c3	Oldies	150	0.72	5.5	3.3	4.0	2.8	3.1	1.9	2.1	2.2	3.4
# AM Stations -				3		# Combos -				2		AM TOTALS		16.5	7.7	10.9	7.4	10.2	8.6	10.6	8.7	12.4
AM & FM Stations Profiled -				8		# Duopolies -				2		Total Local Commercial Share		62.2	56.4	55.1	51.9	56.7	58.0	50.8	56.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 275

Revenue Rank: 282

Sebring, FL Market Overview



Metro Counties / Population (000)

Highlands, FL	92.6
	92.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	N/A	\$2,700	\$3,000	\$2,700	\$2,900
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.4%	\$3,100	\$3,300	\$3,500	\$3,700	\$3,900	5.8%

	1997	2002	2007	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$3.67/1,000	\$4.13/1,000	Local	80%
Revenue/Capita	N/A	\$31.32	\$37.21	National	20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	76.0	92.6	4.0%	92.6	104.8	2.5%
Households	33.7	39.7	3.3%	39.7	44.9	2.5%
Retail Sales	NA ^{1/}	789.8	NA ^{1/}	789.8	944.3	3.6%
EBI ^{2/}	948.7	1,338.8	7.1%	1,338.8	1,723.2	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	45.1	5.8	3.4	3.3	4.0	4.8	4.6	19.3
Women (000)	47.5	5.4	3.0	2.6	3.7	4.9	5.2	22.8
Total	92.6	11.2	6.4	5.9	7.6	9.6	9.8	42.0
Percentage	100.0%	12.1%	6.9%	6.4%	8.2%	10.4%	10.6%	45.4%
Per Capita	\$ 14,461							
			Median Household	\$ 26,469			Avg Household	\$ 33,724
Ethnic Population:	White	82.9%	Black	9.5%	Asian	1.2%	Hispanic	13.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			2	2	2	4	6
Tot 12+			17.2	17.2	17.2	19.1	36.3
Avg 12+			8.6	8.6	8.6	4.8	6.1
Tot LCS			47.4	47.4	47.4	52.6	100.0
Avg LCS			23.7	23.7	23.7	13.2	16.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WWOJ	Avon Park	C3	99.1	10.0	515	b	Cohan Radio Group	82	9811	910	c2	Country	1,200	1.16	35.7	14.5	10.7	10.9	13.4	14.1	9.8	15.2	0.0
WWLL	Sebring	C3	105.7	19.0	351	b	Cohan Radio Group	67	9811	585	c1	AC	375	1.70	7.6	2.7	4.9	3.0	2.1	3.0	3.3	4.8	0.0
# FM Stations -					2	# Combos -					2	FM TOTALS											
															43.3	17.2	15.6	13.9	15.5	17.1	13.1	20.0	0.0

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999									
WWTK	Lake Placid	B	730	0.5	0.34	b	Cohan Radio Group	89	9811		c2	News/Talk	500	1.28	13.5	5.5	6.8	5.0	4.1	5.1	8.7	4.8	0.0									
WJCM	Sebring	D	1050	1.0	0.01	b	Cohan Radio Group	50	9811	150		Oldies	250	0.81	10.6	1.8	2.9	5.0	2.1	3.0	1.1	0.0	0.0									
WITS	Sebring	C	1340	1.0	1.00	a	Cohan Radio Group	59	9811		c1	Adlt Stndrd	550	0.71	26.8	9.1	10.7	8.9	9.3	12.1	17.4	14.3	0.0									
WAVP	Avon Park	D	1390	1.0	0.00		Anscombe Bcstg Gr	70	0109		g	Gospel			5.8	2.7	0.0	0.0	4.1	0.0	0.0	0.0	0.0									
# AM Stations -					4	# Combos -					2	AM TOTALS																				
															56.7	19.1	20.4	18.9	19.6	20.2	27.2	19.1	0.0									
AM & FM Stations Profiled -															6	# Duopolies -					2	Total Local Commercial Share										
															36.3	36.0	32.8	35.1	37.3	40.3	39.1	0.0										

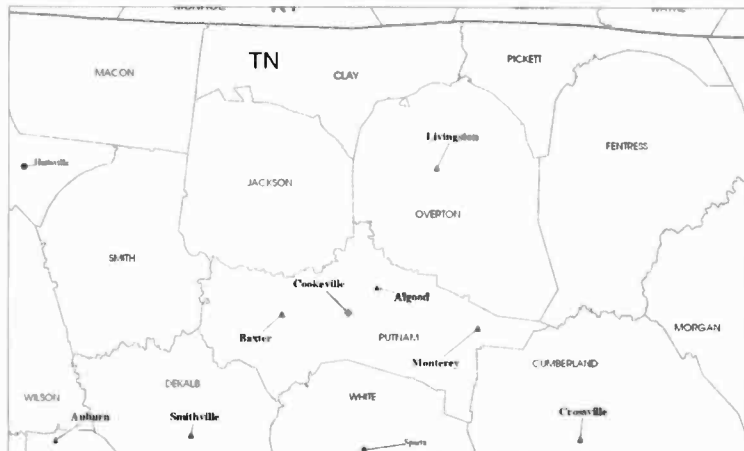
NOTE: Market first rated Spring 2000

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 276

Revenue Rank: 254

Cookeville, TN Market Overview



Metro Counties / Population (000)

Jackson, TN	11.3
Overton, TN	20.3
Putnam, TN	63.5
Total	95.1

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$3,500	\$4,100	\$5,000	\$5,500	\$5,000	\$5,300	8.3%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.0%	\$5,500	\$5,900	\$6,300	\$6,600	\$6,900	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.60/1,000	\$4.66/1,000	Local 90%
Revenue/Capita	\$40.56	\$55.73	\$69.49	National 10%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	86.3	95.1	2.0%	95.1	99.3	0.9%
Households	33.9	38.3	2.5%	38.3	40.5	1.1%
Retail Sales	NA ^{1/}	1,153.0	NA ^{1/}	1,153.0	1,480.7	5.1%
EBI ^{2/}	1,080.5	1,391.1	5.2%	1,391.1	1,748.0	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	47.0	7.0	3.8	6.5	6.5	6.4	6.4	10.3
Women (000)	48.1	6.8	3.5	5.5	6.0	6.7	6.6	13.0
Total	95.1	13.8	7.3	12.0	12.5	13.1	13.0	23.3
Percentage	100.0%	14.5%	7.7%	12.6%	13.1%	13.8%	13.7%	24.5%
Per Capita	\$ 14,629			Median Household	\$ 28,462		Avg Household	\$ 36,320
Ethnic Population:	White	95.6%	Black	1.3%	Asian	0.8%	Hispanic	2.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		5	5	6	4	10
Tot 12+	0.9		54.4	54.4	55.3	10.9	66.2
Avg 12+	0.9		10.9	10.9	9.2	2.7	6.6
Tot LCS	1.4		82.2	82.2	83.5	16.5	100.0
Avg LCS	1.4		16.4	16.4	13.9	4.1	10.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WBXE	Baxter	C3	93.7	6.1	659	b	JWC Broadcasting	95	0303	50		Clsc Rock	925	1.40	12.5	4.5	7.8	8.0	8.8	8.5	5.8	7.8	8.5
WGSQ	Cookeville	C	94.7	100.0	1319	a	Clear Channel Comm	63	9712		g1	Country	1,800	0.96	35.2	24.5	24.3	26.8	20.4	21.7	19.2	19.0	24.0
WLQK	Livingston	C2	95.9	20.0	784	b	JWC Broadcasting	66	0303	1,000		Modern AC	350	1.41	4.7	3.6	4.3	3.6	2.7	1.9	3.3	3.4	3.1
WGIC	Cookeville	C2	98.5	50.0	492	a	Clear Channel Comm	64	9712		g1	CHR	925	0.98	17.9	13.6	10.4	11.6	12.4	15.1	12.5	12.9	11.1
WLIV	Monterey	A	104.7	1.3	712		WKXN Inc	97	9611	32	cp	1 Country	50	0.73	1.3	0.9	0.9	0.9	0.9	0.9	1.7	0.9	1.1
WKXD	Monterey	C2	106.9	23.0	735	b	JWC Broadcasting	86	0303	475	+	Hot AC	600	1.01	11.2	8.2	4.3	5.4	9.7	10.4	8.3	8.6	11.2
# FM Stations -					6	# Combos -					5	FM TOTALS			82.8	55.3	52.0	56.3	54.9	58.5	50.8	52.6	59.0

AM Stations

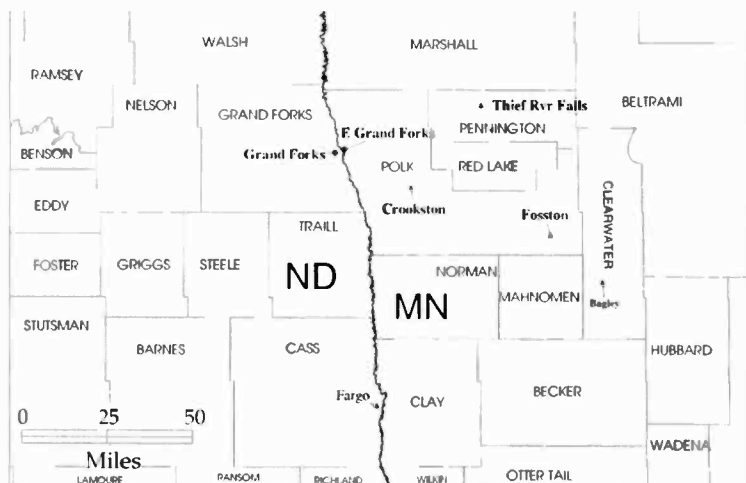
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WPTN	Cookeville	D	780	1.0	0.00	a	Clear Channel Comm	62	9712		g1	Oldes/Talk	150	0.71	4.0	1.8	3.5	2.7	2.7	2.8	3.3	4.3	3.0	
WLIV	Livingston	D	920	1.0	0.00		Sunny Bcstg LLC	56	9603		c1	1 Country	100	0.70	2.7	0.9	0.9	1.8	1.8	2.8	2.5	3.4	2.2	
WHUB	Cookeville	C	1400	1.0	1.00	a	Clear Channel Comm	40	9712		g1	Country	325	0.58	10.5	8.2	6.1	5.4	8.8	4.7	5.0	5.2	4.9	
WATX	Algood	D	1590	1.0	0.04	b	JWC Broadcasting	81				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					4	# Combos -					3	AM TOTALS			17.2	10.9	10.5	9.9	13.3	10.3	10.8	12.9	10.1	
AM & FM Stations Profiled -					10	# Duopolies -					3	Total Local Commercial Share			66.2	62.5	66.2	68.2	68.8	61.6	65.5	69.1		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 277

Revenue Rank: 207

Grand Forks, ND-MN Market Overview



Metro Counties / Population (000)

Grand Forks, ND	65.3
Polk, MN	31.3
	96.6

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,700	\$6,300	\$7,100	\$7,900	\$7,400	\$7,900
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.8%	\$8,300	\$8,900	\$9,400	\$9,900	\$10,400	5.7%
Revenue/Retail Sales	1997 NA ^{1/}		2002 \$5.35/1,000		2007 \$5.84/1,000		Est. Breakout
Revenue/Capita	1997 \$45.24		2002 \$81.78		2007 \$110.17		Local 92%
							National 8%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	103.9	96.6	-1.4%	96.6	94.4
Households	37.9	37.4	-0.3%	37.4	37.3	-0.1%
Retail Sales	NA ^{1/}	1,476.6	NA ^{1/}	1,476.6	1,781.9	3.8%
EBI ^{2/}	1,384.7	1,517.7	1.9%	1,517.7	1,860.0	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	48.6	7.7	4.5	8.7	6.3	6.8	6.4	8.3
Women (000)	48.0	7.2	4.2	7.5	5.7	6.8	5.9	10.7
Total	96.6	14.9	8.6	16.1	12.0	13.6	12.3	19.0
Percentage	100.0%	15.4%	8.9%	16.7%	12.5%	14.1%	12.8%	19.7%
Per Capita	\$ 15,715							
				Median Household	\$ 33,730		Avg Household	\$ 40,530
Ethnic Population:	White	93.1%	Black	1.0%	Asian	0.8%	Hispanic	3.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			9	8	9	5	14
Tot 12+			64.0	62.1	64.0	11.1	75.1
Avg 12+			7.1	7.8	7.1	2.2	5.4
Tot LCS			85.2	82.7	85.2	14.8	100.0
Avg LCS			9.5	10.3	9.5	3.0	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KKXL	Grand Forks	C1	92.9	100.0	358	a	Clear Channel Comm	75	9911		g5	CHR	900	0.67	17.1	14.8	12.5	12.2	13.1	13.7	13.2	11.1	12.1	
KNOX	Grand Forks	C1	94.7	100.0	249	d	Leighton Broadcastin	67	9611	1,100	c1	Country	400	1.03	4.9	3.7	3.3	2.6	4.7	4.3	5.0	6.0	5.6	
KQHT	Crookston	C1	96.1	100.0	413	a	Clear Channel Comm	85	9911		g5	Clsc Rock	900	1.10	10.4	2.8	7.5	6.1	9.3	7.7	3.3	3.4	2.5	
KKCQ	Bagley	C3	96.7	25.0	328	c	Pine To Prairie Bcst	97	9707		6	cp	Country	100		2.8	1.7	0.0	0.0	0.0	0.0	1.7	1.0	
KYCK	Crookston	C1	97.1	100.0	361	d	Leighton Broadcastin	80				Country	1,325	1.25	13.4	13.0	12.5	11.3	8.4	12.0	8.3	13.7	11.9	
KSNR	Thief River Falls	C1	100.3	100.0	564	a	Clear Channel Comm	76	9911		g5	Oldies	750	0.98	9.7	7.4	7.5	7.8	6.5	9.4	4.1	6.8	7.0	
• KZLT	East Grand Forks	C1	104.3	100.0	443	b	Leighton Broadcastin	75	0309		c2	Soft AC	450	0.85	6.7	4.6	3.3	5.2	4.7	3.4	3.3	5.1	6.0	
KKEQ	Fosston	C2	107.1	50.0	482	c	Pine To Prairie Bcst	69	9201	170		ChrsContem				1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KJKJ	Grand Forks	C1	107.5	100.0	456	a	Clear Channel Comm	85	9911		g5	AOR	1,100	0.82	17.0	13.0	15.8	13.9	11.2	14.5	15.7	16.2	16.5	
# FM Stations -				9		# Combos -				9		FM TOTALS				79.2	64.0	64.1	59.1	57.9	65.0	52.9	64.0	62.6

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KROX	Crookston	B	1260	1.0	0.50	Gopher Comm Co	48	8705	198	al	AC/Nws/Tlk	500	0.94	6.7	2.8	5.8	4.3	5.6	1.7	4.1	5.1	3.0		
KNOX	Grand Forks	B	1310	5.0	5.00	d	Leighton Broadcastin	47	9611		c1	Nws/Tlk/Inf	350	0.90	4.9	4.6	3.3	3.5	3.7	2.6	3.3	3.4	4.1	
KKXL	Grand Forks	B	1440	0.6	0.30	a	Clear Channel Comm	41	9911		g5	Talk	100	0.53	2.4	0.9	0.8	1.7	1.9	2.6	3.3	3.4	1.7	
KKCQ	Fosston	D	1480	5.0	0.09	c	Pine To Prairie Bcst	66	9201	150		Country	150			0.0	1.7	0.0	0.0	0.0	0.8	0.0	0.7	
KCNN	East Grand Forks	B	1590	5.0	1.00	b	Leighton Broadcastin	59	0309		c2	Nws/Tlk/Spt	800	1.51	6.7	2.8	4.2	4.3	5.6	6.8	6.6	4.3	5.1	
# AM Stations -				5		# Combos -				4		AM TOTALS				20.7	11.1	15.8	13.8	16.8	13.7	18.1	16.2	14.6
AM & FM Stations Profiled -				14		# Duopolies -				5		Total Local Commercial Share				75.1	79.9	72.9	74.7	78.7	71.0	80.2	77.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 278

Revenue Rank: 229

Bismarck, ND Market Overview



Metro Counties / Population (000)

Burleigh, ND	70.1
Morton, ND	25.3
Total	95.4

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,900	\$6,700	\$7,100	\$7,300	\$5,900	\$6,500
Δ 01 - 02	10.2%	2003	2004	2005	2006	2007	Δ 02 - 07
		\$6,800	\$7,300	\$7,700	\$8,100	\$8,500	5.5%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.07/1,000	\$5.55/1,000	Local	86%		
Revenue/Capita	\$64.76	\$68.13	\$86.82	National	14%		

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	91.1	95.4	0.9%	95.4	97.9
Households	34.6	38.2	2.0%	38.2	40.2	1.0%
Retail Sales	NA ^{1/}	1,281.2	NA ^{1/}	1,281.2	1,531.0	3.6%
EBI ^{2/}	1,389.3	1,686.7	4.0%	1,686.7	2,149.2	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	46.6	7.6	4.7	5.0	5.9	7.3	7.0	9.0
Women (000)	48.8	7.5	4.4	4.9	5.7	7.7	7.1	11.5
Total	95.4	15.1	9.1	9.9	11.6	15.1	14.1	20.5
Percentage	100.0%	15.8%	9.5%	10.4%	12.2%	15.8%	14.8%	21.5%
Per Capita	\$ 17,677	Median Household		\$ 36,224	Avg Household		\$ 44,146	
Ethnic Population:	White	95.0%	Black	0.3%	Asian	0.4%	Hispanic	0.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			7	6	7	4	11
Tot 12+			61.6	59.2	61.6	31.2	92.8
Avg 12+			8.8	9.9	8.8	7.8	8.4
Tot LCS			66.4	63.8	66.4	33.6	100.0
Avg LCS			9.5	10.6	9.5	8.4	9.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999				
KYYY	Bismarck	C	92.9	100.0	1181	c	Clear Channel Comm	66	9905		g1	Hot AC	875	0.88	15.3	21.6	17.4	14.2	13.6	14.4	12.7	12.8	9.2			
KODY	Bismarck	C	94.5	100.0	1119	a	Ingstad, James	68	0205	4,200	d2	Country	500	0.84	9.2	9.6	10.7	7.5	9.3	7.2	1.7	1.7	3.5			
KBYZ	Bismarck	C	96.5	100.0	1001	b	Cumulus Bcstg Inc	86	9808	7,000	d1	Clsc Rock	475	0.84	8.7	6.4	8.3	9.0	6.8	9.0	17.8	18.8	12.4			
KKCT	Bismarck	C1	97.5	100.0	830	b	Cumulus Bcstg Inc	93	9808		d1	Country	500	0.96	8.0	6.4	5.8	5.2	9.3	9.9	14.4	15.4	15.9			
KACL	Bismarck	C1	98.7	100.0	830	b	Cumulus Bcstg Inc	97	9808		d1	Oldies	400	0.67	9.2	8.0	7.4	7.5	9.3	8.1	7.6	9.4	6.2			
KSSS	Bismarck	C	101.5	100.0	988	a	Ingstad, James	94	0205		d2	Clsc Rock	525	0.72	11.2	7.2	8.3	12.7	7.6	6.3	4.2	5.1	5.8			
KNDR	Mandan	C1	104.7	100.0	853		Central Dakota Entpr	77				Religion	300	1.78	2.6	2.4	2.5	3.0	1.7	3.6	0.8	1.7	1.5			
# FM Stations -															7	# Combos -		6	FM TOTALS							
															64.2	61.6	60.4	59.1	57.6	58.5	59.2	64.9	54.5			

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999			
• KFYZ	Bismarck	B	550	5.0	5.00	c	Clear Channel Comm	25	9905		g1	News/Talk	1,700	1.66	15.8	14.4	14.9	12.7	16.1	14.4	9.3	12.0	16.7			
KXMR	Bismarck	B	710	50.0	4.00		Clear Channel Comm	99	0301 p		+	News/Talk	125	0.36	5.3	0.8	3.3	4.5	5.1	3.6	4.2	1.7	4.5			
KBMR	Bismarck	D	1130	10.0	0.00	a	Ingstad, James	58	0205		d2	Country	950	1.16	12.6	12.8	10.7	11.9	11.0	11.7	14.4	10.3	12.3			
KLXX	Bismarck-Manda	B	1270	1.0	0.25	b	Cumulus Bcstg Inc	25	9808		d1	Nostalgia	100	0.73	2.1	3.2	1.7	2.2	1.7	2.7	3.4	3.4	2.5			
# AM Stations -															4	# Combos -		3	AM TOTALS							
AM & FM Stations Profiled -															11	# Duopolies -		3	Total Local Commercial Share							
															35.8	31.2	30.6	31.3	33.9	32.4	31.3	27.4	36.0			
															92.8	91.0	90.4	91.5	90.9	90.5	92.3	90.5				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 279

Revenue Rank: 209

Jackson, TN Market Overview



Metro Counties / Population (000)

Madison, TN	93.6
	93.6

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES
★★★

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$6,700	\$6,900	\$7,400	\$7,000	\$7,000	\$7,800	2.9%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
11.4%	\$8,200	\$8,800	\$9,300	\$9,800	\$10,300	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.38/1,000	\$4.39/1,000	Local 85%
Revenue/Capita	\$78.73	\$83.33	\$105.53	National 15%

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	85.1	93.6	1.9%	93.6	97.6	0.8%
Households	32.4	36.4	2.4%	36.4	38.4	1.1%
Retail Sales	NA ^{1/}	1,778.9	NA ^{1/}	1,778.9	2,346.6	5.7%
EBI ^{2/}	1,296.4	1,773.1	6.5%	1,773.1	2,433.2	6.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	44.9	8.3	4.1	5.1	6.0	6.7	6.3	8.3
Women (000)	48.7	7.7	3.9	5.4	6.3	7.4	6.8	11.3
Total	93.6	16.0	8.0	10.5	12.3	14.1	13.1	19.6
Percentage	100.0%	17.1%	8.6%	11.2%	13.1%	15.1%	14.0%	21.0%
Per Capita	\$ 18,152		Median Household	\$ 36,678		Avg Household	\$ 47,096	
Ethnic Population:	White 64.5%	Black 33.0%	Asian 0.7%	Hispanic 1.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		6	10	11	3	14
Tot 12+	43.9		29.6	71.6	73.5	4.8	78.3
Avg 12+	8.8		4.9	7.2	6.7	1.6	5.6
Tot LCS	56.1		37.8	91.4	93.9	6.1	100.0
Avg LCS	11.2		6.3	9.1	8.5	2.0	7.1

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WYNU	Milan	C	92.3	100.0	991	b	Clear Channel Comm	64	0008		g	Rock	1,000	2.07	6.2	2.9	6.8	5.0	4.8	5.3	3.0	5.3	7.0	
WWGM	Alamo	C3	93.1	14.0	443		Grace Bcstg Services	89	9709	800		Gospel	300	1.24	3.1	1.9	2.3	3.0	1.9	4.2	2.0	4.2	2.3	
WOJG	Bolivar	A	94.7	6.0	328		Shaw, Johnny & Opal	92				Gospel	200	0.47	5.5	4.8	6.8	5.9	2.9	8.4	4.0	6.3	9.2	
WFKX	Henderson	A	95.7	6.0	315	c	Black Crow Bcstg	84	0008	3,340	d3	Urban AC	1,075	0.67	20.5	21.9	17.0	14.9	17.3	15.8	25.7	16.8	18.7	
WNWS	Jackson	A	101.5	2.2	381		Wireless Group Inc	93	0012	925		Nws/Tik/Spt	600	0.65	11.8	6.7	11.4	8.9	9.6	7.4	10.9	4.2	6.2	
WZDQ	Humboldt	A	102.3	6.0	299	c	Black Crow Bcstg	64	0008		d3	CHR	750	0.86	11.2	4.8	6.8	8.9	8.7	9.5	5.0	6.3	6.1	
WMXX	Jackson	C2	103.1	42.0	538	a	Hunt, Gerald W.	79				Oldies	400	0.64	8.0	4.8	3.4	5.9	6.7	4.2	6.9	7.4	5.8	
WTVN	Jackson	C1	104.1	100.0	679	b	Clear Channel Comm	47	0008		g	Country	1,200	1.65	9.3	7.6	8.0	6.9	7.7	8.4	6.9	7.4	14.5	
WLSZ	Humboldt	A	105.3	3.0	328		Boyd Enterprises Inc	88				CHR/Top40	400	0.93	5.5	5.7	5.7	5.0	3.8	4.2	5.9	6.3	5.2	
WWYN	McKenzie	C1	106.9	100.0	892	c	Black Crow Bcstg	54	0003	1,873		Country	1,000	2.10	6.1	5.7	5.7	6.9	2.9	6.3	1.0	3.2	1.6	
WHHM	Henderson	C2	107.7	50.0	308	c	Black Crow Bcstg	90	0008	1,350		70&80/Varty	525	1.22	5.5	6.7	3.4	5.0	3.8	4.2	5.0	2.1	1.7	
# FM Stations -					11	# Combos -					7	FM TOTALS				92.7	73.5	77.3	76.3	70.1	77.9	76.3	69.5	78.3

AM Stations

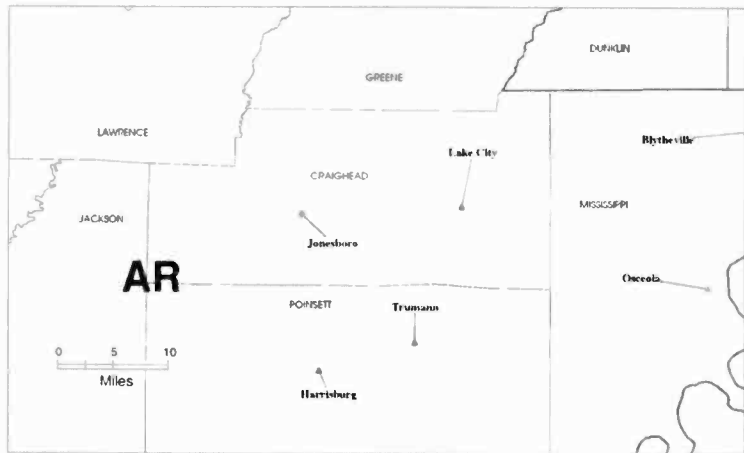
Calls	City of License	FCC Class	Day Power		Night Power	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WDXI	Jackson	B	1310	5.0	1.00	a	Hunt, Gerald W.	48	9301	480		Bus News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTJS	Jackson	B	1390	5.0	1.00	b	Clear Channel Comm	31	0008		g	Nws/Spt/Tik	150	0.77	2.5	1.0	1.1	1.0	2.9	2.1	4.0	4.2	3.9	
WJAK	Jackson	D	1460	1.0	0.13		Wolfe Comm Inc	54	9902		c1	R&B Oldies	125	0.33	4.8	3.8	4.5	5.9	1.9	0.0	1.0	5.3	0.0	
# AM Stations -					3	# Combos -					2	AM TOTALS				7.3	4.8	5.6	6.9	4.8	2.1	5.0	9.5	3.9
AM & FM Stations Profiled -					14	# Duopolies -					3	Total Local Commercial Share				78.3	82.9	83.2	74.9	80.0	81.3	79.0	82.2	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 280

Revenue Rank: 250

Jonesboro, AR Market Overview



Metro Counties / Population (000)

Craighead, AR	83.8
	83.8

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	\$4,900	\$5,600	\$6,300	\$5,100	\$5,400
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		5.9%	\$5,700	\$6,100	\$6,400	\$6,800	\$7,100
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$4.68/1,000	\$5.07/1,000	Local	70%		
	N/A	\$64.44	\$81.24	National	30%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	76.3	83.8	1.9%	83.8	87.4
Households	29.1	33.1	2.6%	33.1	34.9	1.1%
Retail Sales	NA ^{1/}	1,154.7	NA ^{1/}	1,154.7	1,401.6	4.0%
EBI ^{2/}	1,090.6	1,301.4	3.6%	1,301.4	1,665.4	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	40.5	6.9	3.4	5.7	5.9	5.7	5.4	7.4
Women (000)	43.3	6.6	3.2	6.1	5.8	5.8	5.7	10.0
Total	83.8	13.5	6.7	11.8	11.6	11.6	11.1	17.5
Percentage	100.0%	16.1%	8.0%	14.1%	13.9%	13.8%	13.3%	20.8%
Per Capita	\$ 15,538	Median Household		\$ 31,068	Avg Household		\$ 39,325	
Ethnic Population:	White	88.6%	Black	8.3%	Asian	0.6%	Hispanic	2.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		5	6	6	2	8
Tot 12+	7.3		55.2	62.5	62.5	5.2	67.7
Avg 12+	7.3		11.0	10.4	10.4	2.6	8.5
Tot LCS	10.8		81.5	92.3	92.3	7.7	100.0
Avg LCS	10.8		16.3	15.4	15.4	3.8	12.5

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Memphis.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KBZR	Harrisburg	C2	95.9	50.0 cp	492	a	Clear Channel Comm	99	0207	2,000	c1	Adlt Stndrd	350	0.85	7.6	9.4	2.2	4.7	5.8	4.6	5.7	4.6	7.6	
• KDEZ	Jonesboro	C2	100.5	38.0	558	b	Saga Comm Inc	86	0211		d1	AOR	800	0.70	21.2	8.3	12.1	16.3	12.8	17.2	12.5	11.5	11.2	
KIYS	Jonesboro	C	101.9	100.0	1060	a	Clear Channel Comm	47	0101		sw	CHR	900	0.94	17.8	9.4	11.0	10.5	14.0	11.5	11.4	12.6	13.4	
KDXY	Lake City	C3	104.9	13.5	449	b	Saga Comm Inc	94	0211		d1	Country	950	0.83	21.2	14.6	13.2	12.8	16.3	11.5	17.0	14.9	15.2	
KJBX	Trumann	A	106.7	6.0	328	b	Saga Comm Inc	91	0211		d1	AC	225	0.99	4.2	7.3	5.5	2.3	3.5	4.6	5.7	3.4	3.7	
KFIN	Jonesboro	C1	107.9	100.0	600	a	Clear Channel Comm	74	0101		sw	Country	1,700	1.49	21.1	13.5	16.5	17.4	11.6	16.1	13.6	17.2	16.2	
# FM Stations -					6	# Combos -					6	FM TOTALS				93.1	62.5	60.5	64.0	64.0	65.5	65.9	64.2	67.3

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Power (kW)	Revenue (000)1/		Power Ratio	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
• KNEA	Jonesboro	D	970	1.0	0.04	a	Clear Channel Comm	50	0207		c1	Sprts/Talk	100	0.74	2.5	2.1	2.2	2.3	1.2	0.0	2.3	3.4	2.0	
KBTM	Jonesboro	C	1230	1.0	1.00	a	Clear Channel Comm	30	0101		sw	Nws/Tlk/Spt	325	1.43	4.2	3.1	2.2	2.3	3.5	2.3	2.3	2.3	2.1	
# AM Stations -					2	# Combos -					2	AM TOTALS				6.7	5.2	4.4	4.6	4.7	2.3	4.6	5.7	4.1
AM & FM Stations Profiled -					8	# Duopolies -					4	Total Local Commercial Share					67.7	64.9	68.6	68.7	67.8	70.5	69.9	71.4

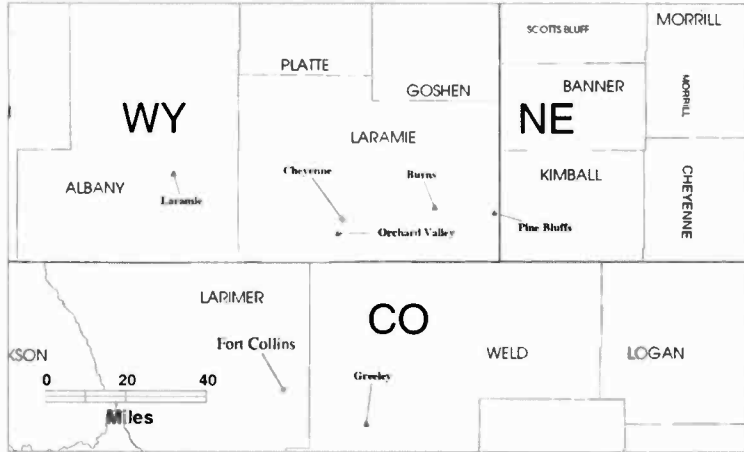
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 281

Revenue Rank: 266

Cheyenne, WY Market Overview



Metro Counties / Population (000)

Laramie, WY	82.7
	82.7

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$3,000	\$3,300	\$4,100	\$4,200	\$4,000	\$4,400	8.0%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	10.0%	\$4,700	\$5,000	\$5,300	\$5,600	\$5,800	5.6%
Revenue/Retail Sales	NA ^{1/}	\$3.55/1,000	\$3.73/1,000				Est. Breakout
Revenue/Capita	\$37.97	\$53.20	\$69.38				Local 85%
							National 15%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	79.0	82.7	0.9%	82.7	83.6
Households	30.6	32.6	1.3%	32.6	33.4	0.5%
Retail Sales	NA ^{1/}	1,240.6	NA ^{1/}	1,240.6	1,555.9	4.6%
EBI ^{2/}	1,251.8	1,540.8	4.2%	1,540.8	1,931.3	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	41.5	7.0	3.8	4.4	6.0	6.6	6.0	7.7
Women (000)	41.2	6.6	3.7	3.7	5.3	6.4	6.1	9.3
Total	82.7	13.6	7.5	8.1	11.4	13.0	12.1	17.0
Percentage	100.0%	16.4%	9.1%	9.8%	13.7%	15.7%	14.6%	20.6%
Per Capita	\$ 18,636							
				Median Household	\$ 38,774		Avg Household	\$ 47,326
Ethnic Population:	White	88.9%	Black	2.6%	Asian	1.1%	Hispanic	11.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		7	7	10	5	15
Tot 12+	14.0		42.0	53.2	56.0	12.1	68.1
Avg 12+	4.7		6.0	7.6	5.6	2.4	4.5
Tot LCS	20.6		61.7	78.1	82.2	17.8	100.0
Avg LCS	6.9		8.8	11.2	8.2	3.6	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Ft Collins-Greeley, CO.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KCGY	Laramie	C	95.1	100.0	1070		Clear Channel Comm	83	0204	1,900		Country			0.8	0.9	0.0	0.0	1.0	1.1	0.0	0.0	2.7
KSME	Greeley	C1	96.1	100.0	735	b	Clear Channel Comm	75	9905			CHR	n/a		12.2	11.2	12.2	9.5	6.3	7.5	3.2	0.0	0.0
● KOLF	Cheyenne	C1	97.9	100.0 cp	810	a	Clear Channel Comm	68	9905			AC	n/a		4.2	3.7	2.2	0.0	5.2	7.5	7.5	10.9	6.7
KOLZ	Cheyenne	C1	100.7	100.0	489	a	Clear Channel Comm	61	9905		g2	Country	900	1.22	16.7	13.1	12.2	7.6	13.5	12.9	11.8	12.9	8.1
KIGN	Burns	C2	101.9	50.0	492	a	Clear Channel Comm	90	9905		g2	Rock	700	1.10	14.5	9.3	6.7	11.4	7.3	9.7	11.8	11.9	13.0
KROU	Laramie	C2	104.5	10.5	938	c	Mountain States Rad	96	0208	200		Clsc Rock	250	1.21	4.7	1.9	1.1	2.9	3.1	3.2	1.1	2.0	2.0
KRRR	Cheyenne	A	104.9	6.0	4	c	Mountain States Rad	97	0202	800	c2	Oldies	300	0.47	14.4	9.3	6.7	12.4	6.3	8.6	6.5	6.9	6.0
KREO	Pine Bluffs	A	105.3	0.4 cp	157	c	Mountain States Rad	01	0109	425	cp	Clsc Rock			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KIMX	Laramie	C2	105.5	25.0 cp	702	c	Mountain States Rad	89	0103	925		Hot AC	300	1.75	3.9	1.9	2.2	2.9	2.1	1.1	2.2	3.0	2.3
KLEN	Cheyenne	A	106.3	3.0	-3	a	Clear Channel Comm	83	9905		g2	Soft AC	300	1.05	6.5	4.7	3.3	1.9	6.3	6.5	5.4	7.9	5.6
# FM Stations -					10	# Combos -					8	FM TOTALS			77.9	56.0	46.6	48.6	51.1	58.1	49.5	55.5	46.4

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)								Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KGAB	Orchard Valley	B	650	8.5	0.50	a	Clear Channel Comm	52	9905		g2	News/Talk	325	1.21	6.1	4.7	4.4	4.8	3.1	3.2	4.3	5.0	6.4
KFBC	Cheyenne	C	1240	0.7	0.00		Montgomery Bcstg Ltd	40	9307	250		Nws/Tlk/AC	725	3.05	5.4	3.7	3.3	3.8	3.1	1.1	4.3	3.0	2.9
● KJJL	Cheyenne	D	1380	1.0 cp	0.01	d	MK Inc	70	0308 p	150	d1	Adlt Stndrd	300	1.14	6.0	1.9	3.3	5.7	2.1	3.2	5.4	3.0	6.2
● KRAE	Cheyenne	D	1480	1.0	0.07	c	Mountain States Rad	61	0202		c2	Nws/Tlk/Spt	225	1.65	3.1	0.9	3.3	1.9	2.1	3.2	1.1	2.0	2.0
● KKWY	Fox Farm	B	1630	10.0 cp	1.00	d	MK Inc	98	0308 p		d1	Country	75	1.22	1.4	0.9	1.1	1.9	0.0	0.0	0.0	0.0	0.0
# AM Stations -					5	# Combos -					4	AM TOTALS			22.0	12.1	15.4	18.1	10.4	10.7	15.1	13.0	17.5
AM & FM Stations Profiled -					15	# Duopolies -					6	Total Local Commercial Share			68.1	62.0	66.7	61.5	68.8	64.6	68.5	63.9	

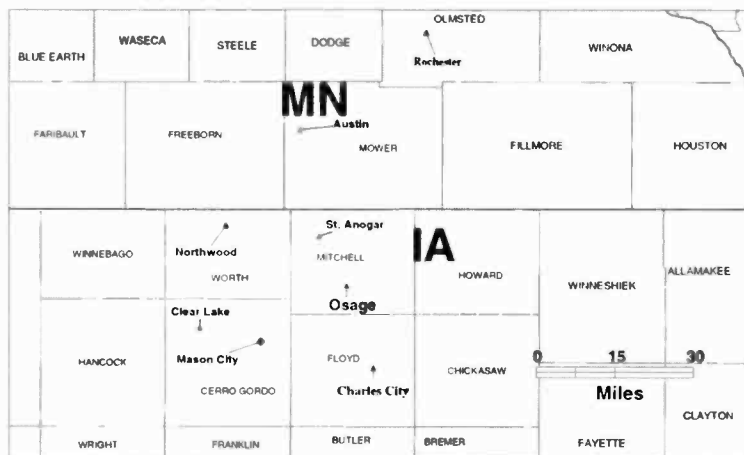
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 282

Revenue Rank: 250

Mason City, IA Market Overview



Metro Counties / Population (000)

Cerro Gordo, IA	46.0
Floyd, IA	16.8
Mitchell, IA	10.8
Worth, IA	7.8
Total	81.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	N/A	\$4,500	\$4,700	\$5,100	\$5,000	\$5,400	
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.0%	\$5,700	\$6,100	\$6,500	\$6,800	\$7,200	5.8%

Revenue/Retail Sales Revenue/Capita

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.98/1,000	\$5.62/1,000	Local 80%
Revenue/Capita	N/A	\$66.34	\$89.89	National 20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	82.0	81.4	-0.1%	81.4	80.1	-0.3%
Households	33.6	33.6	0.0%	33.6	33.3	-0.2%
Retail Sales	NA ^{1/}	1,083.4	NA ^{1/}	1,083.4	1,281.7	3.4%
EBI ^{2/}	1,169.0	1,261.4	1.5%	1,261.4	1,480.3	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	39.3	6.4	3.8	3.4	4.2	5.8	5.8	10.0
Women (000)	42.2	6.1	3.6	3.2	4.2	5.9	5.7	13.5
Total	81.4	12.5	7.3	6.6	8.4	11.7	11.5	23.4
Percentage	100.0%	15.3%	9.0%	8.1%	10.3%	14.4%	14.1%	28.8%
Per Capita	\$ 15,487							
				Median Household	\$ 32,118		Avg Household	\$ 37,553
Ethnic Population:	White	97.1%	Black	0.6%	Asian	0.6%	Hispanic	2.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		7	8	10	3	13
Tot 12+	2.1		55.8	57.9	57.9	12.7	70.6
Avg 12+	0.7		8.0	7.2	5.8	4.2	5.4
Tot LCS	3.0		79.0	82.0	82.0	18.0	100.0
Avg LCS	1.0		11.3	10.3	8.2	6.0	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Rochester, MN.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
KIAI	Mason City	C1	93.9	100.0	791	a	Clear Channel Comm	85	0010		g1	Country	1,100	1.15	17.7	14.7	12.4	11.2	12.2	11.4	12.9	14.2	15.3	
KJCY	Saint Ansgar	A	95.5	6.0	328		MN/IA Christian Bcst	00	0109	200		ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KCHA	Charles City	A	95.9	6.0	299	a	Clear Channel Comm	71	0010		g1	AC	200	2.65	1.4	2.1	2.1	0.9	1.0	2.9	3.2	1.9	1.7	
KCMR	Mason City	A	97.9	6.0	315		TLC Bcstg Corp		79			Easy	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KSMA	Osage	C3	98.7	25.0	328	a	Clear Channel Comm	80	0010		g1	CHR	400	1.01	7.3	7.4	8.2	7.5	2.0	1.0	2.2	0.0	0.0	
KAUS	Austin	C1	99.9	100.0	929		Three Eagles Comm	63	0007		g1	Country	250	0.91	5.1	4.2	5.2	3.7	3.0	3.8	5.3	5.7	4.8	
KYTC	Northwood	C3	102.7	25.0	308	b	Three Eagles Comm	90	0008		na	Oldies	275	0.69	7.4	7.4	6.2	4.7	5.1	6.7	6.5	4.7	4.5	
KLKK	Clear Lake	C3	103.7	25.0	187	a	Clear Channel Comm	78	0010		g1	Clsc Rock	975	1.37	13.2	8.4	6.2	10.3	7.1	10.5	6.5	4.7	7.7	
KLSS	Mason City	C1	106.1	100.0	315	b	Three Eagles Comm	67	9703	3,500	c1	AC	1,200	1.20	18.5	8.4	11.3	11.2	13.3	14.3	14.0	15.1	10.4	
KROC	Rochester	C0	106.9	100.0	1109		Southern Minn Bcstg		65			Top 40	n/a		11.7	5.3	5.2	6.5	9.1	10.4	9.6	13.2	14.0	
# FM Stations -					10	# Combos -					6	FM TOTALS				82.3	57.9	56.8	56.0	52.8	61.0	60.2	59.5	58.4

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	(kW)								Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KGLO	Mason City	B	1300	5.0	5.00	a	Clear Channel Comm	37	0010		g1	FullService	775	1.29	11.1	9.5	8.2	5.6	9.2	7.6	7.5	11.3	7.5	
KRIB	Mason City	C	1490	1.0	1.00	b	Three Eagles Comm	48	9703		c1	Adlt Stndrd	150	0.41	6.7	3.2	3.1	2.8	6.1	3.8	7.5	4.7	4.6	
KCHA	Charles City	D	1580	0.5	0.01	a	Clear Channel Comm	49	0010		g1	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					3	# Combos -					3	AM TOTALS				17.8	12.7	11.3	8.4	15.3	11.4	15.0	16.0	12.1
AM & FM Stations Profiled -					13	# Duopolies -					4	Total Local Commercial Share				70.6	68.1	64.4	68.1	72.4	75.2	75.5	70.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 283

Revenue Rank: 256

Beckley, WV Market Overview



Metro Counties / Population (000)

Raleigh, WV	79.0
	79.0

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,700	\$4,900	\$5,000	\$5,400	\$4,900	\$5,200
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.1%	\$5,400	\$5,800	\$6,100	\$6,500	\$6,800	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$5.15/1,000	2007 \$5.89/1,000	Est. Breakout			
Revenue/Capita	\$59.80	\$65.82	\$86.51	Local	85%	National	15%

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	78.6	79.0	0.1%	79.0	78.6
Households	30.7	32.0	0.8%	32.0	32.6	0.4%
Retail Sales	NA ^{1/}	1,009.7	NA ^{1/}	1,009.7	1,153.8	2.7%
EBI ^{2/}	975.7	1,086.0	2.2%	1,086.0	1,279.6	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	38.8	5.4	3.2	3.7	5.7	5.7	6.5	8.6
Women (000)	40.2	5.3	3.0	3.4	4.8	5.7	6.4	11.7
Total	79.0	10.7	6.2	7.1	10.5	11.4	12.9	20.3
Percentage	100.0%	13.5%	7.8%	9.0%	13.3%	14.4%	16.3%	25.7%
Per Capita	\$ 15,133	Median Household		\$ 34,340	Avg Household		\$ 38,651	
Ethnic Population:	White	89.4%	Black	8.7%	Asian	0.8%	Hispanic	1.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	4		5	5	4	9
Tot 12+	4.9	58.1		63.0	63.0	13.5	76.5
Avg 12+	4.9	14.5		12.6	12.6	3.4	8.5
Tot LCS	6.4	75.9		82.4	82.4	17.6	100.0
Avg LCS	6.4	19.0		16.5	16.5	4.4	11.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Market: Beckley, WV

Competitive Overview

Metro Rank: 283

Some stations also rated in Bluefield, WV

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WAXS	Oak Hill	B	94.1	26.5	650	a	Plateau Bcstg Inc	48	9209	500	1	Oldies	500	0.85	11.3	9.9	5.1	10.3	7.4	6.4	2.5	3.5	3.9
WJLS	Beckley	B	99.5	34.0	1050	b	First Media	46	0202	3,600	c1	Country	1,275	0.93	26.4	21.0	21.8	25.3	16.0	20.5	18.5	25.6	20.6
WMTD	Hinton	A	102.3	0.4	1273	c	Southern Comm Corp	85	0005	1,070	c4	Clsc Rock	725	1.39	10.0	4.9	11.5	6.9	8.6	9.0	8.6	8.1	7.5
WCIR	Beckley	B	103.7	5.0	1483	c	Southern Comm Corp	71	9906			1 AC	1,300	1.09	23.0	17.3	15.4	17.2	18.5	17.9	23.5	18.6	15.1
WTNJ	Mount Hope	B	105.9	50.0	499	c	Southern Comm Corp	80	0103	2,375	1	Country	950	1.07	17.1	9.9	9.0	10.3	16.0	9.0	16.0	16.3	15.2
# FM Stations -				5	# Combos -				4	FM TOTALS				87.8	63.0	62.8	70.0	66.5	62.8	69.1	72.1	62.3	

AM Stations

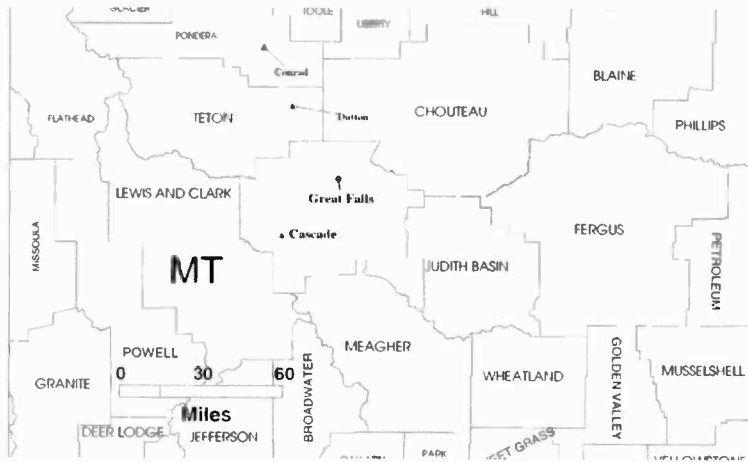
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WJLS	Beckley	B	560	4.5	0.47	b	First Media	39	0202		c1	Gospel	125	0.45	5.3	8.6	6.4	4.6	3.7	7.7	7.4	7.0	13.5
WWNR	Beckley	D	620	5.0	0.03	c	Southern Comm Corp	46	0111	p		1 Nws/Tlk/Spt	150	0.54	5.3	3.7	3.8	4.6	3.7	6.4	3.7	4.7	4.9
WOAY	Oak Hill	D	860	10.0	0.01		Ellison, Eugene C.	47	9007	100		Religion	100	1.28	1.5	1.2	0.0	1.1	1.2	1.3	0.0	0.0	0.0
WIWS	Beckley	D	1070	10.0	0.00	c	Southern Comm Corp	66	7606			1 Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
# AM Stations -				4	# Combos -				3	AM TOTALS				12.1	13.5	10.2	10.3	8.6	15.4	11.1	11.7	20.8	
AM & FM Stations Profiled -				9	# Duopolles -				2	Total Local Commercial Share				76.5	73.0	80.3	75.1	78.2	80.2	83.8	83.1		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 284

Revenue Rank: 272

Great Falls, MT Market Overview



Metro Counties / Population (000)

Cascade, MT	79.4
	79.4

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$3,400	\$3,500	\$3,600	\$3,600	\$3,700	\$3,900
★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.4%	\$4,100	\$4,400	\$4,600	\$4,900	\$5,100	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.18/1,000	\$5.15/1,000	Local 70%
Revenue/Capita	\$41.67	\$49.12	\$64.80	National 30%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	81.6	79.4	-0.5%	79.4	78.7	-0.2%
Households	31.0	32.4	0.9%	32.4	32.5	0.1%
Retail Sales	NA ^{1/}	932.1	NA ^{1/}	932.1	990.1	1.2%
EBI ^{2/}	1,086.4	1,194.1	1.9%	1,194.1	1,345.5	2.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	39.3	6.7	3.7	3.9	4.8	6.1	5.5	8.6
Women (000)	40.2	6.4	3.7	3.5	4.6	6.0	5.5	10.4
Total	79.4	13.1	7.4	7.4	9.4	12.1	11.0	19.0
Percentage	100.0%	16.5%	9.3%	9.3%	11.8%	15.2%	13.9%	24.0%
Per Capita	\$ 15,036							
Median Household					\$ 30,006			
Avg Household								\$ 36,906
Ethnic Population:		White 90.5%	Black 1.1%	Asian 0.9%			Hispanic 2.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			9	9	9	4	13
Tot 12+			67.1	67.1	67.1	14.9	82.0
Avg 12+			7.5	7.5	7.5	3.7	6.3
Tot LCS			81.8	81.8	81.8	18.2	100.0
Avg LCS			9.1	9.1	9.1	4.5	7.7

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
● KLFM	Great Falls	C1	92.9	100.0	410	b	Cherry Creek Radio	82	0310 p		g2	Oldies	275	0.87	8.1	5.3	5.5	7.6	6.8	14.1	9.6	12.6	14.6	
	Conrad	C1	93.7	100.0	558		Mason, Jeannine M.	97				Clsc Rock	175	0.66	6.8	3.2	2.2	5.4	6.8	7.1	7.2	9.5	1.1	
● KMON	Great Falls	C1	94.5	100.0	495	b	Cherry Creek Radio	72	0310 p		g2	Country	700	1.15	15.6	16.0	14.3	12.0	15.9	15.3	19.3	23.2	16.1	
● KVVR	Dutton	C1	97.9	100.0	715	b	Cherry Creek Radio	01	0310 p		g2	Lite Rock	275	0.67	10.6	8.5	12.1	7.6	11.4	0.0	0.0	0.0	0.0	
KAAK	Great Falls	C1	98.9	100.0 cp	482	c	Fisher Comm Inc	72	8805	598	c3	AC	750	0.99	19.4	12.8	12.1	16.3	18.2	18.8	18.1	17.9	15.6	
● KEHT	Great Falls	C1	100.3	100.0	495		Flinn Bcstg Corp	03				Clsc Rock				5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KIKF	Cascade	C	104.9	94.0 cp	2038	a	Fisher Radio Region	01				Country	50	0.99	1.3	4.3	2.2	2.2	0.0	0.0	0.0	0.0	0.0	
KQDI	Great Falls	C1	106.1	100.0	371	c	Fisher Comm Inc	63	9604	850	c1	Clsc Rock	475	1.38	8.8	5.3	6.6	7.6	8.0	9.4	10.8	7.4	13.7	
KINX	Great Falls	C	107.3	94.0 cp	2038	a	Fisher Radio Region	02				Rock	125	0.56	5.7	6.4	6.6	9.8	0.0	0.0	0.0	0.0	0.0	
# FM Stations -					9	# Combos -					7	FM TOTALS				76.3	67.1	61.6	68.5	67.1	64.7	65.0	70.6	61.1

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
● KMON	Great Falls	B	560	5.0	5.00	b	Cherry Creek Radio	47	0310 p		g2	Country	650	1.40	11.9	7.4	9.9	8.7	12.5	10.6	9.6	7.4	10.8	
KEIN	Great Falls	B	1310	5.0	1.00		Munson Radio Inc	22	9707	80		Adit Stndrd	200	1.17	4.4	0.0	2.2	3.3	4.5	1.2	1.2	2.1	0.0	
KXGF	Great Falls	C	1400	0.7	0.68	c	Fisher Comm Inc	47	8805		c3	Nostalgia	75	0.44	4.4	1.1	7.7	3.3	4.5	8.2	8.4	6.3	5.5	
KQDI	Great Falls	C	1450	0.7	0.00	c	Fisher Comm Inc	55	9906		c1	Talk	100	0.83	3.1	6.4	4.4	2.2	3.4	4.7	2.4	4.2	3.2	
# AM Stations -					4	# Combos -					3	AM TOTALS				23.8	14.9	24.2	17.5	24.9	24.7	21.6	20.0	19.5
AM & FM Stations Profiled -					13	# Duopolies -					4	Total Local Commercial Share					82.0	85.8	86.0	92.0	89.4	86.6	90.6	80.6

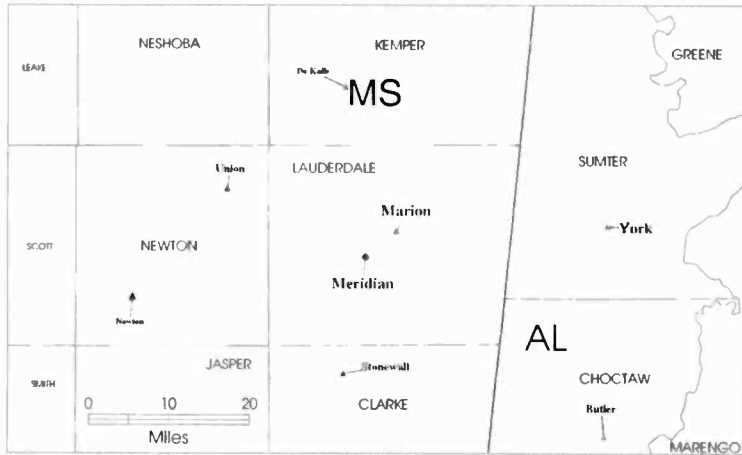
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 285

Revenue Rank: 229

Meridian, MS Market Overview



Metro Counties / Population (000)

Lauderdale, MS	77.7
	77.7

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,600	\$4,900	\$6,200	\$7,000	\$6,100	\$6,500
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.6%	\$6,900	\$7,400	\$7,800	\$8,200	\$8,600	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA ^{1/}	\$5.87/1,000	\$6.43/1,000	Local	90%		
Revenue/Capita	\$60.29	\$83.66	\$111.40	National	10%		

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	76.3	77.7	0.4%	77.7	77.2	-0.1%
Households	28.9	30.0	0.7%	30.0	30.2	0.1%
Retail Sales	NA ^{1/}	1,107.0	NA ^{1/}	1,107.0	1,338.1	3.9%
EBI ^{2/}	1,004.5	1,126.4	2.3%	1,126.4	1,344.2	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	36.9	7.0	3.7	3.9	4.8	5.3	4.9	7.4
Women (000)	40.8	6.5	3.5	3.9	5.3	5.5	5.4	10.6
Total	77.7	13.5	7.2	7.8	10.1	10.8	10.3	18.0
Percentage	100.0%	17.4%	9.2%	10.0%	13.0%	13.9%	13.3%	23.2%
Per Capita	\$ 14,497	Median Household		\$ 29,498	Avg Household		\$ 37,577	
Ethnic Population:	White	59.1%	Black	39.1%	Asian	0.6%	Hispanic	1.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		8	8	10	5	15
Tot 12+	3.1		70.7	70.7	73.8	13.5	87.3
Avg 12+	1.6		8.8	8.8	7.4	2.7	5.8
Tot LCS	3.6		81.0	81.0	84.5	15.5	100.0
Avg LCS	1.8		10.1	10.1	8.5	3.1	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WKZB	Butler	C2	93.5	32.0	610		Holladay Bcstg	78	0209	772	1	Clsc Rock	300	0.94	4.9	5.2	4.1	3.4	4.8	3.7	3.8	4.2	5.4
WYYW	Marion	C2	95.1	26.0	597	a	Clear Channel Comm	87	0105	10,000	d1	Country	200	1.10	2.8	3.1	4.1	2.3	2.4	3.7	2.5	2.1	4.6
WOKK	Meridian	C1	97.1	100.0	600	b	New South Comm Inc	67				Country	1,475	1.23	18.4	12.5	15.5	17.2	13.3	12.3	15.0	14.7	13.9
WMSO	Newton	C3	97.9	8.7	551	a	Clear Channel Comm	75	0105		d1	Oldies	650	2.04	4.9	3.1	3.1	3.4	4.8	4.9	3.8	3.2	2.8
WJDQ	Meridian	C1	101.3	100.0	577	a	Clear Channel Comm	68	0105		d1	AC	800	1.17	10.5	13.5	9.3	5.7	12.0	12.3	10.0	11.6	11.3
WMMZ	Meridian	A	102.1	0.9	509	c	Holladay Bcstg	93	9301	244	cp	1 ChrsContem	350	1.92	2.8	2.1	1.0	2.3	2.4	3.7	3.8	3.2	5.6
WZKS	Union	C2	104.1	19.0	535	a	Clear Channel Comm	96	0105		d1	Urban AC	700	0.96	11.2	13.5	10.3	6.9	12.0	9.9	15.0	11.6	9.9
WSLY	York	C2	104.9	50.0	492		Grantell Bcstg Co	76				Rhythm/Blue	450	1.10	6.3	4.2	4.1	4.6	6.0	3.7	3.8	10.5	6.6
• WJXM	De Kalb	C2	105.7	50.0	384	c	Holladay Bcstg	99				1 Urban	500	0.40	19.1	15.6	18.6	19.5	12.0	9.9	10.0	4.2	3.2
WMLV	Stonewall	A	106.9	2.3	538	c	Holladay Bcstg	98				1 Soft AC	200	1.10	2.8	1.0	2.1	2.3	2.4	2.5	3.8	4.2	2.8
# FM Stations -					10	# Combos -		8	FM TOTALS				83.7	73.8	72.2	67.6	72.1	66.6	71.5	69.5	66.1		

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
• WALT	Meridian	B	910	5.0	1.00	b	New South Comm Inc	46	5704			Talk/Sprts	50	0.18	4.2	2.1	2.1	2.3	4.8	4.9	6.3	5.3	5.5
WMOX	Meridian	B	1010	10.0	1.00		Magnolia State Bcstg	45	9301	65		Talk	450	0.89	7.8	8.3	5.2	9.2	3.6	8.6	5.0	6.3	7.4
WNBN	Meridian	D	1290	2.5	0.09		Rackley, Frank, Jr.	88				Gsp/H&B/Tik	150	0.82	2.8	2.1	1.0	1.1	3.6	1.2	2.5	2.1	2.7
WMER	Meridian	D	1390	5.0	0.10		Glass, Michael H.	73	9802	55		Gospel	100	1.10	1.4	1.0	2.1	0.0	2.4	0.0	1.3	0.0	0.0
WFFX	Meridian	C	1450	1.0	1.00	a	Clear Channel Comm	57	0105		d1	Sprts/Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					5	# Combos -		2	AM TOTALS				16.2	13.5	10.4	12.6	14.4	14.7	15.1	13.7	15.6		
AM & FM Stations Profiled -					15	# Duopolies -		4	Total Local Commercial Share				87.3	82.6	80.2	86.5	81.3	86.6	83.2	81.7			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 286

Revenue Rank: 266

Brunswick, GA Market Overview



Metro Counties / Population (000)

Glynn, GA	68.3
	68.3

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$2,600	\$3,000	\$3,600	\$4,100	\$4,100	\$4,400	10.8%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	7.3%	\$4,600	\$4,900	\$5,200	\$5,500	\$5,800	5.6%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA ^{1/}	\$4.42/1,000	\$5.01/1,000	Local	85%		
	\$39.45	\$64.42	\$82.62	National	15%		

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	65.9	68.3	0.7%	68.3	70.2	0.6%
Households	25.2	27.7	1.9%	27.7	29.1	1.0%
Retail Sales	NA ^{1/}	995.3	NA ^{1/}	995.3	1,157.2	3.1%
EBI ^{2/}	992.9	1,279.0	5.2%	1,279.0	1,637.5	5.1%

Demographic Breakdown

	<u>Total</u>	<u>Under 12</u>	<u>12 - 17</u>	<u>18 - 24</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>Over 55</u>
Men (000)	32.6	5.6	3.2	2.9	3.9	4.7	4.9	7.5
Women (000)	35.6	5.3	3.0	2.8	4.1	5.4	5.3	9.6
Total	68.3	11.0	6.2	5.7	8.1	10.1	10.2	17.1
Percentage	100.0%	16.0%	9.1%	8.3%	11.8%	14.8%	14.9%	25.0%
Per Capita	\$ 18,730	Median Household		\$ 35,993	Avg Household		\$ 46,137	
Ethnic Population:	White	70.2%	Black	26.8%	Asian	0.7%	Hispanic	3.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		5	7	7	3	10
Tot 12+	12.9		37.2	50.1	50.1	14.2	64.3
Avg 12+	6.5		7.4	7.2	7.2	4.7	6.4
Tot LCS	20.1		57.9	77.9	77.9	22.1	100.0
Avg LCS	10.0		11.6	11.1	11.1	7.4	10.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Competitive Overview

Some stations also rated in Jacksonville

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	
WHFX	St. Simons Island	A	92.7	6.0	328	b	Qantum Comm	90	0307		g1	Clisc Rock	375	0.98	8.7	2.9	3.9	2.3	10.0	6.2	4.8	5.1	6.7
WSOL	Brunswick	C	101.5	100.0	1463		Clear Channel Comm	66	9905		1	Urban AC	n/a		11.5	10.0	7.8	8.1	7.5	11.1	10.8	11.4	8.5
WYNR	Waycross	C1	102.5	97.0	994	b	Qantum Comm	71	0307		g1	Country	625	1.01	14.1	12.9	11.7	9.3	10.0	8.6	13.3	7.6	12.6
WWSN	Waycross	C	103.3	100.0	994	b	Qantum Comm	72	0307		g1	AC/StRk	1,100	2.81	8.9	4.3	3.9	5.8	6.3	3.7	7.2	7.6	7.4
• WRJY	Brunswick	A	104.1	4.2	390	a	Hickey & Esserman	94	0103	2,800	d1	Urban/Gospl	600	0.73	18.7	10.0	11.7	14.0	11.3	16.0	12.0	11.4	8.4
WXMK	Dock Junction	C3	105.9	15.0	420	a	Hickey & Esserman	91	0103		d1	Adult CHR	600	1.10	12.4	7.1	6.5	9.3	7.5	6.2	7.2	8.9	8.1
WBGA	Darien	C2	107.7	50.0	482	b	Qantum Comm	93	0307		g1	Oldies	450	2.92	3.5	2.9	3.9	2.3	2.5	6.2	3.6	2.5	5.9
# FM Stations -				7	# Combos -				6	FM TOTALS				77.8	50.1	49.4	51.1	55.1	58.0	58.9	54.5	57.6	

AM Stations

Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WSFN	Brunswick	D	790	0.5	0.12	MarMac Comm LLC	66	9805	350		Sports	100	1.26	1.8	1.4	1.3	1.2	1.3	1.2	1.2	2.5	2.9
WGIG	Brunswick	B	1440	5.0	1.00	b Qantum Comm	49	0307		g1	Nws/Tlk/Spt	400	0.79	11.5	5.7	10.4	7.0	8.8	6.2	9.6	7.6	4.9
WMOG	Brunswick	C	1490	0.6	0.00	b Qantum Comm	40	0307		g1	Nostalgia	100	0.26	8.8	7.1	6.5	4.7	7.5	7.4	8.4	10.1	7.0
# AM Stations -				3	# Combos -				2	AM TOTALS				22.1	14.2	18.2	12.9	17.6	14.8	19.2	20.2	14.8
AM & FM Stations Profiled -				10	# Duopolies -				4	Total Local Commercial Share					64.3	67.6	64.0	72.7	72.8	78.1	74.7	72.4

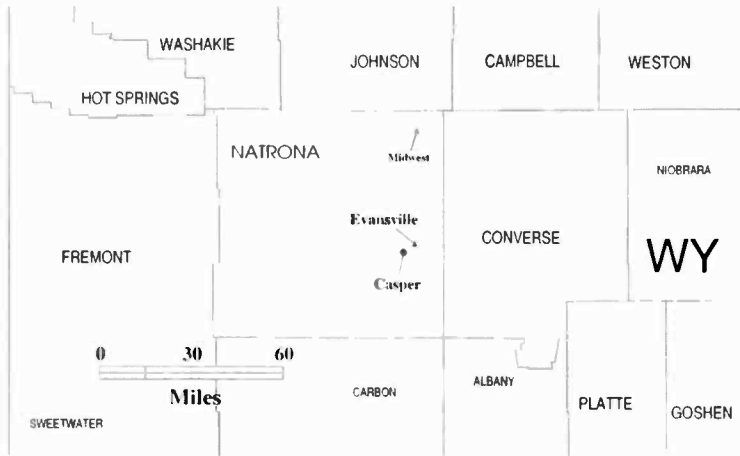
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 287

Revenue Rank: 273

Casper, WY Market Overview



Metro Counties / Population (000)

Natrona, WY	66.7
	66.7

Market Radio Financials

(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$3,100	\$3,100	\$3,500	\$3,900	\$3,600	\$3,800
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.6%	\$4,000	\$4,300	\$4,500	\$4,800	\$5,000	5.7%
Revenue/Retail Sales	1997 NA ^{1/}	2002 \$4.07/1,000	2007 \$4.29/1,000			Est. Breakout	
Revenue/Capita	\$47.99	\$56.97	\$74.63			Local	80%
						National	20%

Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	64.6	66.7	0.6%	66.7	67.0
Households	25.7	27.1	1.1%	27.1	27.7	0.4%
Retail Sales	NA ^{1/}	932.6	NA ^{1/}	932.6	1,164.5	4.5%
EBI ^{2/}	1,122.6	1,277.8	2.6%	1,277.8	1,589.0	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	32.9	5.5	3.3	3.4	3.9	5.0	5.2	6.6
Women (000)	33.8	5.3	3.1	3.5	3.9	5.2	5.0	7.9
Total	66.7	10.8	6.4	6.9	7.7	10.2	10.2	14.5
Percentage	100.0%	16.1%	9.6%	10.4%	11.6%	15.3%	15.3%	21.7%
Per Capita	\$ 19,153	Median Household		\$ 38,850	Avg Household		\$ 47,179	
Ethnic Population:	White	93.9%	Black	0.8%	Asian	0.5%	Hispanic	5.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			8	8	8	4	12
Tot 12+			71.9	71.9	71.9	16.7	88.6
Avg 12+			9.0	9.0	9.0	4.2	7.4
Tot LCS			81.2	81.2	81.2	18.8	100.0
Avg LCS			10.1	10.1	10.1	4.7	8.3

^{1/} Estimate not available. See page 6. ^{2/} EBI estimates are for previous year than noted in column header.

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KMLD	Casper	C	94.5	65.0	1910	b	Mountain States Rad	97	9907		sw	Oldies	100	0.57	4.6	7.7	2.6	3.4	4.7	6.4	5.4	6.3	6.6		
KWYY	Casper	C	95.5	100.0	cp	1870	b	Clear Channel Comm	81	0104	2,100	d4	1 Country	350	1.15	8.0	7.7	6.5	6.8	7.1	6.4	10.8	10.1	7.7	
KMGW	Casper	C2	96.7	2.9	cp	1772	b	Clear Channel Comm	67	0104		d4	1 Mix AC	150	0.60	6.6	7.7	6.5	5.7	5.9	5.1	6.8	6.3	4.1	
KHOC	Casper	C	102.5	100.0		1860	a	Mt Rushmore Bcstg	98	9810	300	cp	1 Hot AC	300	1.49	5.3	5.1	3.9	6.8	2.4	2.6	2.7	2.5	3.3	
KQLT	Casper	C	103.7	100.0		1860	a	Mt Rushmore Bcstg	83	9408	230		1 Country	375	0.93	10.6	9.0	5.2	8.0	10.6	6.4	10.8	10.1	7.3	
KTRS	Casper	C1	104.7	18.0		1811	b	Clear Channel Comm	97	0104		d4	1 CHR	725	1.03	18.5	16.7	14.3	15.9	16.5	16.7	16.2	12.7	15.8	
KASS	Casper	C	106.9	100.0		1765	a	Mt Rushmore Bcstg	85	9506		na	1 Clsc Rock	375	0.87	11.3	10.3	13.0	8.0	11.8	12.8	9.5	8.9	9.3	
KRVK	Midwest	C	107.9	100.0	cp	1949	b	Clear Channel Comm	98	0104	200		1 Clsc Hits	600	0.96	16.5	7.7	10.4	13.6	15.3	12.8	8.1	16.5	11.4	
# FM Stations -					8	# Combos -					8	FM TOTALS					81.4	71.9	62.4	68.2	74.3	69.2	70.3	73.4	65.5

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999		
KUYO	Evansville	D	830	25.0	0.00		Wyoming Christian	86	9906	75	na	Chrst/Talk			0.6	1.3	2.6	1.1	0.0	0.0	1.4	0.0	0.0		
KTWO	Casper	B	1030	50.0	50.00	b	Clear Channel Comm	30	9905		g1	1 FuSvc/Cntry	675	1.49	11.9	11.5	13.0	12.5	8.2	12.8	12.2	11.4	16.0		
• KVOC	Casper	C	1230	1.0	1.00	a	Mt Rushmore Bcstg	46	9707	105		1 Nstlg/Sprts	50	0.34	3.9	2.6	6.5	3.4	3.5	3.8	4.1	6.3	6.3		
KKTL	Casper	C	1400	1.0	1.00	b	Clear Channel Comm	98	9905		g1	1 Talk	75	0.99	2.0	1.3	2.6	1.1	2.4	1.3	1.4	0.0	1.7		
# AM Stations -					4	# Combos -					3	AM TOTALS					18.4	16.7	24.7	18.1	14.1	17.9	19.1	17.7	24.0
AM & FM Stations Profiled -					12	# Duopolies -					4	Total Local Commercial Share					88.6	87.1	86.3	88.4	87.1	89.4	91.1	89.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

BIA Financial
fn network

Cross Market Analyses

This section of the book compares markets in terms of selected demographic, economic and competitive factors.

Table Number	Table Name	Table Description
Table 1	Growth Rate Projections By Market	Listed in Market Rank order, this table projects 2002-2007 annual growth rates for population, households, estimated retail sales and effective buying income.
Table 2	Number of Radio Stations in Market	Indexed on Market Rank order, this table lists the number of commercial AM and FM stations, as well as the total number of commercial stations in each market.
Table 3	2002 Estimated Gross Revenues by Market Rank	Indexed on Market Rank order, this table profiles the estimated 2002 gross revenues for radio in each Arbitron-rated market.
Table 4	2002 Estimated Gross Revenues by Revenue Amount	Listed by BIA <i>fn</i> 's Market Revenue Rank, this table highlights the estimated 2002 gross revenues for each Arbitron-rated market.
Table 5	Station Calls to Market Rank	A cross reference for locating the Arbitron-rated market in which a station is rated.
Table 6	City of License to Market Rank	A cross reference for identifying the Arbitron-rated market in which a City of License is located.

Table 1

Growth Rate Projections By Market Rank

Population (Pop), Households (HH), Retail Sales (RS), and Effective Buying Income (EBI)

Rank	Market	% Growth Rate 2002 - 2007			
		Pop	HH	RS	EBI
1	New York, NY	0.5%	0.4%	5.0%	4.8%
2	Los Angeles, CA	1.2	1.0	6.2	3.9
3	Chicago, IL	0.6	0.6	4.5	5.6
4	San Francisco, CA	1.3	1.1	7.8	6.6
5	Dallas-Ft. Worth, TX	2.1	2.0	6.9	7.2
6	Philadelphia, PA	0.1	0.4	3.9	4.5
7	Houston-Galveston, TX	1.8	1.7	6.6	6.5
8	Washington, DC	1.4	1.5	5.2	6.1
9	Boston, MA	0.4	0.6	6.0	5.6
10	Detroit, MI	0.2	0.5	4.7	5.1
11	Atlanta, GA	2.4	2.3	6.5	7.1
12	Miami-Ft. Lauderdale-Hollywood, FL	1.3	1.1	3.4	3.9
13	Puerto Rico	0.4	0.5	2.8	4.0
14	Seattle-Tacoma, WA	1.2	1.3	7.6	7.3
15	Phoenix, AZ	2.7	2.5	6.9	6.9
16	Minneapolis-St. Paul, MN	1.1	1.2	7.4	6.6
17	San Diego, CA	1.3	1.2	7.1	4.9
18	Nassau-Suffolk, NY	0.3	0.4	4.0	4.4
19	Baltimore, MD	0.8	1.1	5.0	4.7
20	St. Louis, MO	0.1	0.4	4.1	4.6
21	Tampa-St. Petersburg-Clearwater, FL	1.6	1.6	4.8	5.6
22	Denver-Boulder, CO	2.0	1.9	7.1	7.8
23	Pittsburgh, PA	-0.4	-0.1	2.8	3.7
24	Portland, OR	1.6	1.6	5.7	6.2
25	Cleveland, OH	-0.1	0.2	3.9	3.7
26	Cincinnati, OH	0.5	0.8	4.8	5.1
27	Sacramento, CA	1.4	1.3	7.3	4.8
28	Riverside-San Bernardino, CA	1.6	1.3	6.7	3.5
29	Kansas City, MO-KS	0.6	0.7	5.4	5.0
30	San Jose, CA	1.5	1.2	8.8	7.5
31	San Antonio, TX	1.6	1.7	6.4	5.8
32	Salt Lake City-Ogden-Provo, UT	1.2	1.3	4.5	6.5
33	Milwaukee-Racine, WI	0.2	0.6	4.6	4.9
34	Providence-Warwick-Pawtucket, RI	0.6	0.9	4.1	4.3
35	Columbus, OH	1.0	1.3	5.9	5.6
36	Middlesex-Somerset-Union, NJ	0.8	0.8	5.2	5.5

Rank	Market	% Growth Rate 2002 - 2007			
		Pop	HH	RS	EBI
37	Charlotte-Gastonia-Rock Hill, NC-SC	1.9%	2.0%	5.6%	6.6%
38	Orlando, FL	2.6	2.5	5.1	6.3
39	Las Vegas, NV	4.1	3.8	9.6	8.4
40	Norfolk-Virginia Beach-Newport News, VA	0.5	0.8	3.4	3.7
41	Indianapolis, IN	1.1	1.3	4.8	5.9
42	Austin, TX	2.9	2.8	8.2	10.0
43	Greensboro-Winston Salem-High Point, NC	1.2	1.2	3.1	5.0
44	New Orleans, LA	-0.1	0.2	2.7	4.1
45	Nashville, TN	1.1	1.3	6.4	6.1
46	Raleigh-Durham, NC	2.2	2.2	6.1	7.2
47	West Palm Beach-Boca Raton, FL	2.0	2.0	3.9	5.8
48	Memphis, TN	0.5	0.7	3.6	5.3
49	Hartford-New Britain-Middletown, CT	0.4	0.6	3.1	3.8
50	Jacksonville, FL	1.8	2.0	4.6	5.6
51	Buffalo-Niagara Falls, NY	-0.5	-0.3	1.8	3.3
52	Monmouth-Ocean, NJ	1.0	1.2	4.1	5.1
53	Oklahoma City, OK	0.3	0.5	2.7	3.4
54	Rochester, NY	0.0	0.2	2.5	3.2
55	Louisville, KY	0.5	0.8	3.3	5.3
56	Richmond, VA	1.2	1.4	4.0	5.1
57	Birmingham, AL	0.3	0.6	2.5	4.9
58	Dayton, OH	-0.3	0.1	3.1	3.3
59	Greenville-Spartanburg, SC	1.0	1.3	3.8	5.2
60	Westchester, NY	0.2	0.1	5.2	4.9
61	Honolulu, HI	0.5	0.7	2.3	4.3
62	Tucson, AZ	1.8	1.9	6.3	5.7
63	McAllen-Brownsville-Harlingen, TX	2.4	2.6	5.9	5.6
64	Albany-Schenectady-Troy, NY	-0.2	0.2	4.2	3.5
65	Tulsa, OK	0.4	0.4	5.3	4.4
66	Grand Rapids, MI	1.2	1.4	4.8	5.9
67	Ft. Myers-Naples-Marco Island, FL	3.2	3.3	6.5	7.5
68	Fresno, CA	1.8	1.5	5.1	3.5
69	Wilkes Barre-Scranton, PA	0.2	0.4	3.1	3.1
70	Allentown-Bethlehem, PA	0.4	0.6	4.1	3.9
71	Albuquerque, NM	0.5	0.7	4.4	4.7
72	Knoxville, TN	0.7	1.0	5.6	4.8

Table 1

Growth Rate Projections By Market Rank

Population (Pop), Households (HH), Retail Sales (RS), and Effective Buying Income (EBI)

Rank	Market	% Growth Rate 2002 - 2007				Rank	Market	% Growth Rate 2002 - 2007			
		Pop	HH	RS	EBI			Pop	HH	RS	EBI
73	Akron, OH	0.3%	0.6%	4.6%	4.5%	109	Augusta, GA	1.0%	1.3%	4.5%	3.9%
74	Omaha-Council Bluffs, NE-IA	0.1	0.4	4.1	5.0	110	Roanoke-Lynchburg, VA	0.7	1.1	4.1	4.6
75	Monterey-Salinas-Santa Cruz, CA	1.7	1.4	7.9	6.5	111	Ft. Pierce-Stuart-Vero Beach, FL	2.3	2.6	4.1	5.7
76	Wilmington, DE	1.0	1.1	5.5	5.1	112	Youngstown-Warren, OH	-0.6	-0.2	2.1	2.5
77	Sarasota-Bradenton, FL	2.1	2.2	4.6	5.8	113	Morristown, NJ	0.9	1.1	8.2	6.6
78	El Paso, TX	1.1	1.3	5.0	3.6	114	Worcester, MA	0.5	0.7	6.3	4.4
79	Harrisburg-Lebanon-Carlisle, PA	0.3	0.6	4.0	3.9	115	Lancaster, PA	0.6	0.8	4.1	4.1
80	Syracuse, NY	-0.4	-0.1	3.6	3.0	116	Portsmouth-Dover-Rochester, NH	1.4	1.7	6.8	6.4
81	Springfield, MA	0.0	0.3	3.0	2.9	117	Bridgeport, CT	0.5	0.6	6.1	5.3
82	Toledo, OH	-0.1	0.3	3.1	3.4	118	Huntsville, AL	0.7	1.0	3.5	4.6
83	Baton Rouge, LA	0.8	1.1	4.3	5.0	119	Oxnard-Ventura, CA	1.2	1.1	6.6	4.4
84	Greenville-New Bern-Jacksonville, NC	0.6	1.0	3.3	4.1	120	Lansing-East Lansing, MI	0.2	0.6	2.2	4.1
85	Little Rock, AR	0.6	0.9	3.9	5.6	121	Boise, ID	2.5	2.5	7.1	6.6
86	Gainesville-Ocala, FL	2.3	2.7	4.8	6.0	122	Modesto, CA	1.6	1.3	5.7	3.8
87	Bakersfield, CA	1.6	1.4	5.3	2.9	123	Jackson, MS	0.4	0.7	3.3	5.4
88	Stockton, CA	1.4	1.3	6.5	4.0	124	Pensacola, FL	1.6	2.0	3.7	4.8
89	Charleston, SC	0.6	1.1	3.6	5.4	125	Flint, MI	0.1	0.4	2.3	4.0
90	Columbia, SC	1.1	1.6	3.8	5.5	126	Ft. Collins-Greeley, CO	2.4	2.5	7.5	7.7
91	Des Moines, IA	0.8	0.9	4.9	5.6	127	Fayetteville, NC	0.6	0.9	3.5	4.5
92	Spokane, WA	1.4	1.4	5.6	5.2	128	Reno, NV	2.2	2.0	4.4	6.5
93	Mobile, AL	0.7	1.0	4.1	4.7	129	Canton, OH	0.0	0.3	3.5	3.3
94	Daytona Beach, FL	1.7	1.8	3.8	4.4	130	Saginaw-Bay City-Midland, MI	-0.1	0.3	2.5	3.7
95	Wichita, KS	0.4	0.4	4.3	4.0	131	Beaumont-Port Arthur, TX	0.5	0.7	4.1	3.8
96	Colorado Springs, CO	1.9	1.9	6.6	7.0	132	Shreveport, LA	0.0	0.4	3.1	4.4
97	Madison, WI	1.0	1.3	5.7	5.8	133	Reading, PA	0.6	0.6	3.7	3.6
98	Lakeland-Winter Haven, FL	1.9	2.0	5.0	4.6	134	Corpus Christi, TX	0.6	0.8	4.4	4.4
99	Melbourne-Titusville-Cocoa, FL	1.5	1.8	3.9	4.3	135	Victor Valley, CA	1.4	1.1	6.0	3.2
100	Lafayette, LA	0.5	0.8	4.2	4.7	136	Biloxi-Gulfport-Pascagoula, MS	0.7	1.0	5.8	5.6
101	Johnson City-Kingsport-Bristol, TN-VA	0.5	1.0	3.8	4.1	137	Appleton-Oshkosh, WI	0.9	1.2	5.2	5.4
102	Lexington-Fayette, KY	1.1	1.5	4.3	6.0	138	Atlantic City-Cape May, NJ	0.7	0.8	2.5	3.3
103	Ft. Wayne, IN	0.5	0.8	3.1	4.1	139	Burlington-Plattsburgh, VT-NY	0.4	0.8	4.8	3.9
104	Visalia-Tulare-Hanford, CA	1.7	1.5	4.2	3.7	140	Trenton, NJ	0.8	0.9	4.0	6.0
105	Chattanooga, TN	0.5	0.8	4.2	5.1	141	Quad Cities, IA-IL	-0.1	0.1	3.5	3.3
106	York, PA	0.8	1.1	3.7	4.0	142	Stamford-Norwalk, CT	0.6	0.6	6.5	5.6
107	Santa Rosa, CA	1.6	1.5	8.2	5.9	143	Peoria, IL	-0.1	0.1	3.7	4.0
108	New Haven, CT	0.4	0.5	4.1	3.8	144	Springfield, MO	1.4	1.7	4.6	5.8

Growth Rate Projections By Market Rank

Population (Pop), Households (HH), Retail Sales (RS), and Effective Buying Income (EBI)

Rank	Market	% Growth Rate 2002 - 2007			
		Pop	HH	RS	EBI
145	Eugene-Springfield, OR	1.0%	1.2%	3.9%	4.6%
146	Ann Arbor, MI	1.1	1.5	8.5	7.0
147	Tyler-Longview, TX	1.0	1.1	6.6	5.2
148	Salisbury-Ocean City, MD	1.9	2.2	4.4	4.5
149	Newburgh-Middletown, NY	0.6	0.7	3.5	3.8
150	Montgomery, AL	0.4	0.9	2.7	4.4
151	Fayetteville, AR	1.8	1.8	5.6	5.9
152	Huntington-Ashland, WV-KY	-0.2	0.3	2.6	2.8
153	Rockford, IL	0.7	0.7	3.6	4.1
154	Macon, GA	0.7	1.0	2.5	4.2
155	Killeen-Temple, TX	1.4	1.6	6.2	5.2
156	Flagstaff-Prescott, AZ	2.5	2.8	5.1	6.2
157	Evansville, IN	0.1	0.4	5.1	4.2
158	Savannah, GA	1.0	1.3	5.6	4.8
159	Utica-Rome, NY	-0.8	-0.5	2.7	1.9
160	Asheville, NC	1.0	1.3	3.5	5.0
161	Tallahassee, FL	2.7	3.1	5.5	7.8
162	Palm Springs, CA	1.8	1.5	7.1	3.6
163	Poughkeepsie, NY	0.8	1.0	4.4	4.2
164	Erie, PA	-0.2	0.1	2.5	3.1
165	Portland, ME	0.9	1.3	6.3	5.4
166	Fredericksburg, VA	2.2	2.5	5.9	5.1
167	Myrtle Beach, SC	2.1	2.7	4.8	7.3
168	Wausau-Stevens Point, WI	0.4	0.8	4.8	4.9
169	Hagerstown-Chambersburg-Waynesboro, MD-PA	0.7	1.0	4.3	3.7
170	San Luis Obispo, CA	1.4	1.6	7.8	5.1
171	South Bend, IN	0.2	0.4	3.0	3.8
172	New Bedford-Fall River, MA	0.4	0.7	3.0	4.2
173	New London, CT	0.2	0.5	3.2	4.2
174	Ft. Smith, AR	0.7	0.8	3.1	4.7
175	Anchorage, AK	1.0	1.0	3.1	5.5
176	Lincoln, NE	0.2	0.3	3.8	5.2
177	Charleston, WV	-0.4	0.0	3.9	3.7
178	Wilmington, NC	2.0	2.5	4.5	6.4
179	Binghamton, NY	-0.7	-0.3	4.0	1.7
180	Lubbock, TX	0.8	1.1	2.8	4.7

Rank	Market	% Growth Rate 2002 - 2007			
		Pop	HH	RS	EBI
181	Columbus, GA	0.0%	0.3%	3.5%	3.9%
182	Kalamazoo, MI	0.4	0.8	2.2	4.1
183	Cape Cod, MA	1.3	1.6	6.0	5.4
184	Johnstown, PA	-0.6	-0.2	2.1	2.0
185	Tupelo, MS	0.4	0.7	4.2	4.6
186	Manchester, NH	1.4	1.7	6.3	6.2
187	Green Bay, WI	1.0	1.4	4.3	5.8
188	Odessa-Midland, TX	0.2	0.4	5.5	3.4
189	Merced, CA	1.9	1.7	6.4	3.1
190	Topeka, KS	0.1	0.3	5.8	3.3
191	Dothan, AL	0.1	0.6	2.5	3.3
192	Traverse City-Petoskey, MI	1.6	2.0	6.3	6.4
193	Amarillo, TX	1.1	1.2	4.9	4.8
194	Waco, TX	1.0	1.0	3.8	5.5
195	Chico, CA	1.3	1.4	4.6	4.3
196	Morgantown-Clarksburg-Fairmont, WV	0.0	0.4	3.2	4.4
197	Danbury, CT	0.6	0.6	6.4	5.4
198	Yakima, WA	0.4	0.1	2.0	3.0
199	Santa Barbara, CA	1.3	1.1	7.0	3.9
200	Terre Haute, IN	-0.1	0.0	2.1	2.9
201	Muncie-Marion, IN	-0.4	0.0	2.7	2.7
202	Duluth-Superior, MN-WI	0.1	0.4	4.2	4.6
203	Frederick, MD	2.3	2.5	9.3	7.0
204	Clarksville-Hopkinsville, TN-KY	1.0	1.2	4.4	4.7
205	Santa Maria-Lompoc, CA	1.3	1.1	7.0	3.9
206	Springfield, IL	0.1	0.3	1.8	3.6
207	Olean, NY	-0.4	0.0	3.0	2.7
208	Bowling Green, KY	1.0	1.3	4.0	5.2
209	Cedar Rapids, IA	0.8	1.0	4.5	5.3
210	Florence, SC	0.4	1.0	2.5	4.4
211	Richland-Kennewick-Pasco, WA	1.5	1.4	5.2	4.9
212	Medford-Ashland, OR	1.4	1.5	7.5	4.6
213	Elmira-Corning, NY	-0.5	-0.1	3.2	2.7
214	Bangor, ME	0.4	0.9	4.8	3.5
215	Laredo, TX	2.6	2.8	8.5	6.6
216	Champaign, IL	0.3	0.6	3.3	4.4

Table 1

Growth Rate Projections By Market Rank

Population (Pop), Households (HH), Retail Sales (RS), and Effective Buying Income (EBI)

Rank	Market	% Growth Rate 2002 - 2007			
		Pop	HH	RS	EBI
217	Alexandria, LA	-0.2%	0.3%	3.3%	3.8%
218	Lake Charles, LA	0.4	0.8	4.1	4.8
219	Ft. Walton Beach, FL	2.0	2.4	6.0	5.8
220	Fargo-Moorhead, ND-MN	0.7	1.2	4.4	5.9
221	Blacksburg-Christiansburg-Radford-Pulaski	1.0	1.4	3.4	4.5
222	St. Cloud, MN	1.1	1.6	7.3	5.2
223	Laurel-Hattiesburg, MS	0.3	0.6	4.0	4.7
224	Charlottesville, VA	1.6	2.0	6.7	6.5
225	Muskegon, MI	0.5	0.7	3.2	4.0
226	Winchester, VA	1.4	1.7	5.7	4.8
227	Redding, CA	1.0	1.2	5.3	3.2
228	Tuscaloosa, AL	0.5	0.9	3.3	4.8
229	Rochester, MN	1.1	1.3	7.9	6.1
230	Bryan-College Station, TX	1.8	2.0	6.8	7.3
231	Marion-Carbondale, IL	-0.2	0.1	2.4	3.2
232	Pittsburg, KS	0.0	0.0	4.5	3.1
233	Abilene, TX	0.6	0.8	2.6	3.9
234	Dubuque, IA	-0.1	0.4	3.6	3.9
235	Joplin, MO	1.0	1.1	4.9	5.2
236	Lafayette, IN	1.1	1.4	5.2	5.7
237	Bloomington, IL	1.1	1.4	4.9	6.6
238	Panama City, FL	1.4	1.7	3.4	4.9
239	Wheeling, WV	-0.9	-0.6	3.0	2.3
240	Santa Fe, NM	0.7	1.1	3.6	5.4
241	Waterloo-Cedar Falls, IA	-0.2	0.0	2.7	3.6
242	Parkersburg-Marietta, WV-OH	-0.3	0.1	2.2	3.0
243	Lima, OH	-0.2	0.2	3.0	2.8
244	Eau Claire, WI	0.5	0.9	7.1	5.3
245	Meadville-Franklin, PA	0.0	0.3	2.5	3.0
246	Florence-Muscle Shoals, AL	0.4	0.8	2.6	3.6
247	State College, PA	0.7	1.0	3.3	4.4
248	Pueblo, CO	1.1	1.2	3.3	4.8
249	Elizabeth City-Nags Head, NC	0.9	1.3	5.1	4.2
250	Sussex, NJ	0.7	1.0	4.3	4.0
251	Monroe, LA	-0.2	0.2	2.5	3.9
252	Wichita Falls, TX	0.4	0.6	4.1	3.7

Rank	Market	% Growth Rate 2002 - 2007			
		Pop	HH	RS	EBI
253	Columbia, MO	1.2%	1.4%	4.5%	6.3%
254	Battle Creek, MI	0.0	0.3	5.7	3.2
255	Texarkana, TX-AR	0.7	1.1	5.0	4.1
256	Altoona, PA	-0.3	0.0	4.8	3.6
257	Billings, MT	0.2	0.4	1.6	3.2
258	Columbus-Starkville-West Point, MS	0.1	0.5	3.7	4.0
259	Grand Junction, CO	1.6	1.7	6.5	5.7
260	Williamsport, PA	0.0	0.3	2.4	2.8
261	Augusta-Waterville, ME	0.4	0.9	3.7	3.0
262	Sioux City, IA	0.0	-0.1	3.2	3.8
263	Albany, GA	0.4	0.8	2.0	4.5
264	Harrisonburg, VA	2.0	2.1	6.7	5.6
265	Mankato-New Ulm-St Peter, MN	0.2	0.6	7.0	5.3
266	Sheboygan, WI	0.5	0.9	3.7	4.6
267	Decatur, IL	-0.6	-0.3	3.9	3.3
268	Rapid City, SD	0.3	0.8	3.6	5.0
269	Lawton, OK	0.0	0.2	1.7	3.3
270	Bluefield, WV	-0.3	0.2	3.2	2.5
271	Watertown, NY	-0.4	0.0	1.8	1.9
272	Lewiston-Auburn, ME	0.1	0.6	4.1	3.1
273	San Angelo, TX	0.6	0.9	3.6	4.2
274	Ithaca, NY	0.0	0.5	2.6	3.1
275	Sebring, FL	2.5	2.5	3.6	5.2
276	Cookeville, TN	0.9	1.1	5.1	4.7
277	Grand Forks, ND-MN	-0.5	-0.1	3.8	4.2
278	Bismarck, ND	0.5	1.0	3.6	5.0
279	Jackson, TN	0.8	1.1	5.7	6.5
280	Jonesboro, AR	0.8	1.1	4.0	5.1
281	Cheyenne, WY	0.2	0.5	4.6	4.6
282	Mason City, IA	-0.3	-0.2	3.4	3.3
283	Beckley, WV	-0.1	0.4	2.7	3.3
284	Great Falls, MT	-0.2	0.1	1.2	2.4
285	Meridian, MS	-0.1	0.1	3.9	3.6
286	Brunswick, GA	0.6	1.0	3.1	5.1
287	Casper, WY	0.1	0.4	4.5	4.5

Table 2
Number of Radio Stations in Market
 Ranked by Market

Rank	Market	# AM Stations	# FM Stations	Total Stations
1	New York, NY	35	41	76
2	Los Angeles, CA	36	38	74
3	Chicago, IL	42	45	87
4	San Francisco, CA	28	41	69
5	Dallas-Ft. Worth, TX	27	36	63
6	Philadelphia, PA	25	18	43
7	Houston-Galveston, TX	25	31	56
8	Washington, DC	28	25	53
9	Boston, MA	38	27	65
10	Detroit, MI	20	23	43
11	Atlanta, GA	42	26	68
12	Miami-Ft. Lauderdale-Hollywood, FL	26	19	45
13	Puerto Rico	52	42	94
14	Seattle-Tacoma, WA	36	21	57
15	Phoenix, AZ	22	24	46
16	Minneapolis-St. Paul, MN	22	20	42
17	San Diego, CA	17	28	45
18	Nassau-Suffolk, NY	10	18	28
19	Baltimore, MD	18	15	33
20	St. Louis, MO	27	26	53
21	Tampa-St. Petersburg-Clearwater, FL	24	18	42
22	Denver-Boulder, CO	21	19	40
23	Pittsburgh, PA	29	23	52
24	Portland, OR	27	16	43
25	Cleveland, OH	16	15	31
26	Cincinnati, OH	13	22	35
27	Sacramento, CA	14	21	35
28	Riverside-San Bernardino, CA	13	16	29
29	Kansas City, MO-KS	19	18	37
30	San Jose, CA	9	14	23
31	San Antonio, TX	22	21	43
32	Salt Lake City-Ogden-Provo, UT	23	25	48
33	Milwaukee-Racine, WI	15	19	34
34	Providence-Warwick-Pawtucket, RI	19	16	35
35	Columbus, OH	11	23	34
36	Middlesex-Somerset-Union, NJ	4	3	7

Rank	Market	# AM Stations	# FM Stations	Total Stations
37	Charlotte-Gastonia-Rock Hill, NC-SC	26	15	41
38	Orlando, FL	18	15	33
39	Las Vegas, NV	12	22	34
40	Norfolk-Virginia Beach-Newport News, VA	17	19	36
41	Indianapolis, IN	10	19	29
42	Austin, TX	12	19	31
43	Greensboro-Winston Salem-High Point, NC	27	14	41
44	New Orleans, LA	17	18	35
45	Nashville, TN	26	23	49
46	Raleigh-Durham, NC	22	16	38
47	West Palm Beach-Boca Raton, FL	15	13	28
48	Memphis, TN	22	22	44
49	Hartford-New Britain-Middletown, CT	13	12	25
50	Jacksonville, FL	19	18	37
51	Buffalo-Niagara Falls, NY	13	13	26
52	Monmouth-Ocean, NJ	4	10	14
53	Oklahoma City, OK	13	17	30
54	Rochester, NY	13	21	34
55	Louisville, KY	14	21	35
56	Richmond, VA	14	16	30
57	Birmingham, AL	21	19	40
58	Dayton, OH	10	17	27
59	Greenville-Spartanburg, SC	21	17	38
60	Westchester, NY	4	6	10
61	Honolulu, HI	17	16	33
62	Tucson, AZ	14	14	28
63	McAllen-Brownsville-Harlingen, TX	10	15	25
64	Albany-Schenectady-Troy, NY	15	26	41
65	Tulsa, OK	12	21	33
66	Grand Rapids, MI	14	15	29
67	Ft. Myers-Naples-Marco Island, FL	10	20	30
68	Fresno, CA	17	27	44
69	Wilkes Barre-Scranton, PA	18	21	39
70	Allentown-Bethlehem, PA	10	7	17
71	Albuquerque, NM	15	23	38
72	Knoxville, TN	21	16	37

Table 2
Number of Radio Stations in Market
 Ranked by Market

Rank	Market	# AM Stations	# FM Stations	Total Stations
73	Akron, OH	5	4	9
74	Omaha-Council Bluffs, NE-IA	10	13	23
75	Monterey-Salinas-Santa Cruz, CA	14	22	36
76	Wilmington, DE	6	6	12
77	Sarasota-Bradenton, FL	9	10	19
78	El Paso, TX	13	17	30
79	Harrisburg-Lebanon-Carlisle, PA	11	12	23
80	Syracuse, NY	12	18	30
81	Springfield, MA	10	11	21
82	Toledo, OH	6	16	22
83	Baton Rouge, LA	8	13	21
84	Greenville-New Bern-Jacksonville, NC	16	25	41
85	Little Rock, AR	14	21	35
86	Gainesville-Ocala, FL	10	20	30
87	Bakersfield, CA	13	17	30
88	Stockton, CA	4	10	14
89	Charleston, SC	10	19	29
90	Columbia, SC	9	14	23
91	Des Moines, IA	9	16	25
92	Spokane, WA	10	18	28
93	Mobile, AL	13	14	27
94	Daytona Beach, FL	7	14	21
95	Wichita, KS	8	16	24
96	Colorado Springs, CO	8	14	22
97	Madison, WI	9	18	27
98	Lakeland-Winter Haven, FL	9	3	12
99	Melbourne-Titusville-Cocoa, FL	8	8	16
100	Lafayette, LA	11	23	34
101	Johnson City-Kingsport-Bristol, TN-VA	20	12	32
102	Lexington-Fayette, KY	11	17	28
103	Ft. Wayne, IN	8	18	26
104	Visalia-Tulare-Hanford, CA	8	14	22
105	Chattanooga, TN	14	14	28
106	York, PA	6	10	16
107	Santa Rosa, CA	3	12	15
108	New Haven, CT	4	4	8

Rank	Market	# AM Stations	# FM Stations	Total Stations
109	Augusta, GA	11	20	31
110	Roanoke-Lynchburg, VA	19	18	37
111	Ft. Pierce-Stuart-Vero Beach, FL	6	12	18
112	Youngstown-Warren, OH	11	11	22
113	Morristown, NJ	4	1	5
114	Worcester, MA	8	5	13
115	Lancaster, PA	4	7	11
116	Portsmouth-Dover-Rochester, NH	7	10	17
117	Bridgeport, CT	5	4	9
118	Huntsville, AL	15	13	28
119	Oxnard-Ventura, CA	5	10	15
120	Lansing-East Lansing, MI	7	10	17
121	Boise, ID	9	18	27
122	Modesto, CA	7	18	25
123	Jackson, MS	14	17	31
124	Pensacola, FL	9	12	21
125	Flint, MI	8	9	17
126	Ft. Collins-Greeley, CO	8	8	16
127	Fayetteville, NC	10	13	23
128	Reno, NV	11	17	28
129	Canton, OH	6	6	12
130	Saginaw-Bay City-Midland, MI	5	15	20
131	Beaumont-Port Arthur, TX	9	11	20
132	Shreveport, LA	10	15	25
133	Reading, PA	3	4	7
134	Corpus Christi, TX	9	20	29
135	Victor Valley, CA	7	22	29
136	Biloxi-Gulfport-Pascagoula, MS	7	13	20
137	Appleton-Oshkosh, WI	6	13	19
138	Atlantic City-Cape May, NJ	7	19	26
139	Burlington-Plattsburgh, VT-NY	11	19	30
140	Trenton, NJ	5	5	10
141	Quad Cities, IA-IL	6	11	17
142	Stamford-Norwalk, CT	3	4	7
143	Peoria, IL	5	14	19
144	Springfield, MO	7	15	22

Table 2
Number of Radio Stations in Market
 Ranked by Market

Rank	Market	# AM Stations	# FM Stations	Total Stations
145	Eugene-Springfield, OR	11	12	23
146	Ann Arbor, MI	5	2	7
147	Tyler-Longview, TX	9	18	27
148	Salisbury-Ocean City, MD	8	28	36
149	Newburgh-Middletown, NY	6	11	17
150	Montgomery, AL	8	11	19
151	Fayetteville, AR	7	14	21
152	Huntington-Ashland, WV-KY	10	12	22
153	Rockford, IL	4	7	11
154	Macon, GA	11	14	25
155	Killeen-Temple, TX	4	10	14
156	Flagstaff-Prescott, AZ	11	18	29
157	Evansville, IN	8	11	19
158	Savannah, GA	5	15	20
159	Utica-Rome, NY	9	15	24
160	Asheville, NC	10	8	18
161	Tallahassee, FL	5	15	20
162	Palm Springs, CA	8	13	21
163	Poughkeepsie, NY	5	15	20
164	Erie, PA	6	8	14
165	Portland, ME	7	17	24
166	Fredericksburg, VA	3	7	10
167	Myrtle Beach, SC	8	18	26
168	Wausau-Stevens Point, WI	6	14	20
169	Hagerstown-Chambersburg-Waynesboro, MD-PA	6	10	16
170	San Luis Obispo, CA	7	15	22
171	South Bend, IN	4	15	19
172	New Bedford-Fall River, MA	5	7	12
173	New London, CT	2	9	11
174	Ft. Smith, AR	9	15	24
175	Anchorage, AK	7	15	22
176	Lincoln, NE	3	10	13
177	Charleston, WV	8	9	17
178	Wilmington, NC	6	15	21
179	Binghamton, NY	5	11	16
180	Lubbock, TX	7	14	21

Rank	Market	# AM Stations	# FM Stations	Total Stations
181	Columbus, GA	6	12	18
182	Kalamazoo, MI	6	8	14
183	Cape Cod, MA	0	12	12
184	Johnstown, PA	9	10	19
185	Tupelo, MS	10	14	24
186	Manchester, NH	6	9	15
187	Green Bay, WI	3	11	14
188	Odessa-Midland, TX	6	15	21
189	Merced, CA	4	17	21
190	Topeka, KS	3	11	14
191	Dothan, AL	9	17	26
192	Traverse City-Petoskey, MI	8	22	30
193	Amarillo, TX	7	13	20
194	Waco, TX	4	9	13
195	Chico, CA	3	14	17
196	Morgantown-Clarksburg-Fairmont, WV	7	17	24
197	Danbury, CT	4	5	9
198	Yakima, WA	8	11	19
199	Santa Barbara, CA	5	10	15
200	Terre Haute, IN	6	12	18
201	Muncie-Marion, IN	4	6	10
202	Duluth-Superior, MN-WI	7	14	21
203	Frederick, MD	5	5	10
204	Clarksville-Hopkinsville, TN-KY	6	5	11
205	Santa Maria-Lompoc, CA	6	9	15
206	Springfield, IL	3	10	13
207	Olean, NY	6	12	18
208	Bowling Green, KY	6	13	19
209	Cedar Rapids, IA	5	8	13
210	Florence, SC	8	13	21
211	Richland-Kennewick-Pasco, WA	5	15	20
212	Medford-Ashland, OR	6	11	17
213	Elmira-Corning, NY	11	12	23
214	Bangor, ME	4	14	18
215	Laredo, TX	3	5	8
216	Champaign, IL	3	11	14

Table 2
Number of Radio Stations in Market
 Ranked by Market

Rank	Market	# AM Stations	# FM Stations	Total Stations	Rank	Market	# AM Stations	# FM Stations	Total Stations
217	Alexandria, LA	4	13	17	253	Columbia, MO	3	12	15
218	Lake Charles, LA	5	8	13	254	Battle Creek, MI	3	6	9
219	Ft. Walton Beach, FL	5	10	15	255	Texarkana, TX-AR	5	13	18
220	Fargo-Moorhead, ND-MN	4	11	15	256	Altoona, PA	6	10	16
221	Blacksburg-Christiansburg-Radford-Pulaski	8	10	18	257	Billings, MT	6	11	17
222	St. Cloud, MN	6	10	16	258	Columbus-Starkville-West Point, MS	5	10	15
223	Laurel-Hattiesburg, MS	5	13	18	259	Grand Junction, CO	3	11	14
224	Charlottesville, VA	4	8	12	260	Williamsport, PA	5	9	14
225	Muskegon, MI	4	9	13	261	Augusta-Waterville, ME	5	8	13
226	Winchester, VA	5	8	13	262	Sioux City, IA	4	9	13
227	Redding, CA	5	10	15	263	Albany, GA	4	12	16
228	Tuscaloosa, AL	5	9	14	264	Harrisonburg, VA	4	10	14
229	Rochester, MN	5	9	14	265	Mankato-New Ulm-St Peter, MN	4	8	12
230	Bryan-College Station, TX	4	9	13	266	Sheboygan, WI	3	4	7
231	Marion-Carbondale, IL	6	11	17	267	Decatur, IL	2	9	11
232	Pittsburg, KS	7	14	21	268	Rapid City, SD	5	11	16
233	Abilene, TX	6	13	19	269	Lawton, OK	2	6	8
234	Dubuque, IA	4	12	16	270	Bluefield, WV	8	9	17
235	Joplin, MO	6	11	17	271	Watertown, NY	3	7	10
236	Lafayette, IN	2	11	13	272	Lewiston-Auburn, ME	3	7	10
237	Bloomington, IL	1	6	7	273	San Angelo, TX	2	10	12
238	Panama City, FL	3	13	16	274	Ithaca, NY	3	5	8
239	Wheeling, WV	6	10	16	275	Sebring, FL	4	2	6
240	Santa Fe, NM	5	15	20	276	Cookeville, TN	4	6	10
241	Waterloo-Cedar Falls, IA	6	8	14	277	Grand Forks, ND-MN	5	9	14
242	Parkersburg-Marietta, WV-OH	6	9	15	278	Bismarck, ND	4	7	11
243	Lima, OH	2	10	12	279	Jackson, TN	3	11	14
244	Eau Claire, WI	6	11	17	280	Jonesboro, AR	2	6	8
245	Meadville-Franklin, PA	5	8	13	281	Cheyenne, WY	5	10	15
246	Florence-Muscle Shoals, AL	7	8	15	282	Mason City, IA	3	10	13
247	State College, PA	4	10	14	283	Beckley, WV	4	5	9
248	Pueblo, CO	5	12	17	284	Great Falls, MT	4	9	13
249	Elizabeth City-Nags Head, NC	5	15	20	285	Meridian, MS	5	10	15
250	Sussex, NJ	1	3	4	286	Brunswick, GA	3	7	10
251	Monroe, LA	5	13	18	287	Casper, WY	4	8	12
252	Wichita Falls, TX	1	7	8					

Table 3
2002 Estimated Gross Market Revenues
 Ranked by Market

Rank	Market	2002 Est. Gross Revenues (\$000)	Rank	Market	2002 Est. Gross Revenues (\$000)
1	New York, NY	\$772,200	37	Charlotte-Gastonia-Rock Hill, NC-SC	\$115,800
2	Los Angeles, CA	953,200	38	Orlando, FL	121,000
3	Chicago, IL	560,600	39	Las Vegas, NV	86,100
4	San Francisco, CA	409,200	40	Norfolk-Virginia Beach-Newport News, VA	64,800
5	Dallas-Ft. Worth, TX	383,800	41	Indianapolis, IN	99,600
6	Philadelphia, PA	313,600	42	Austin, TX	82,300
7	Houston-Galveston, TX	357,500	43	Greensboro-Winston Salem-High Point, NC	45,400
8	Washington, DC	359,300	44	New Orleans, LA	65,400
9	Boston, MA	342,000	45	Nashville, TN	79,200
10	Detroit, MI	263,400	46	Raleigh-Durham, NC	81,400
11	Atlanta, GA	373,900	47	West Palm Beach-Boca Raton, FL	59,900
12	Miami-Ft. Lauderdale-Hollywood, FL	274,400	48	Memphis, TN	59,400
13	Puerto Rico	95,200	49	Hartford-New Britain-Middletown, CT	78,600
14	Seattle-Tacoma, WA	231,100	50	Jacksonville, FL	60,300
15	Phoenix, AZ	201,800	51	Buffalo-Niagara Falls, NY	64,300
16	Minneapolis-St. Paul, MN	172,500	52	Monmouth-Ocean, NJ	25,700
17	San Diego, CA	165,500	53	Oklahoma City, OK	46,400
18	Nassau-Suffolk, NY	61,100	54	Rochester, NY	45,700
19	Baltimore, MD	134,700	55	Louisville, KY	56,700
20	St. Louis, MO	133,600	56	Richmond, VA	54,800
21	Tampa-St. Petersburg-Clearwater, FL	139,800	57	Birmingham, AL	50,000
22	Denver-Boulder, CO	191,100	58	Dayton, OH	46,200
23	Pittsburgh, PA	116,300	59	Greenville-Spartanburg, SC	44,600
24	Portland, OR	121,600	60	Westchester, NY	16,400
25	Cleveland, OH	120,200	61	Honolulu, HI	33,000
26	Cincinnati, OH	131,700	62	Tucson, AZ	41,600
27	Sacramento, CA	118,700	63	McAllen-Brownsville-Harlingen, TX	24,000
28	Riverside-San Bernardino, CA	46,700	64	Albany-Schenectady-Troy, NY	44,600
29	Kansas City, MO-KS	98,200	65	Tulsa, OK	44,800
30	San Jose, CA	49,100	66	Grand Rapids, MI	44,500
31	San Antonio, TX	101,700	67	Ft. Myers-Naples-Marco Island, FL	35,200
32	Salt Lake City-Ogden-Provo, UT	89,800	68	Fresno, CA	44,700
33	Milwaukee-Racine, WI	89,600	69	Wilkes Barre-Scranton, PA	26,600
34	Providence-Warwick-Pawtucket, RI	54,300	70	Allentown-Bethlehem, PA	27,600
35	Columbus, OH	99,500	71	Albuquerque, NM	43,500
36	Middlesex-Somerset-Union, NJ	17,300	72	Knoxville, TN	36,700

Table 3
2002 Estimated Gross Market Revenues
 Ranked by Market

Rank	Market	2002 Est. Gross Revenues (\$000)	Rank	Market	2002 Est. Gross Revenues (\$000)
73	Akron, OH	\$16,400	109	Augusta, GA	\$17,100
74	Omaha-Council Bluffs, NE-IA	40,100	110	Roanoke-Lynchburg, VA	21,600
75	Monterey-Salinas-Santa Cruz, CA	18,500	111	Ft. Pierce-Stuart-Vero Beach, FL	7,100
76	Wilmington, DE	26,100	112	Youngstown-Warren, OH	23,600
77	Sarasota-Bradenton, FL	6,800	113	Morristown, NJ	7,900
78	El Paso, TX	27,100	114	Worcester, MA	13,300
79	Harrisburg-Lebanon-Carlisle, PA	34,800	115	Lancaster, PA	12,500
80	Syracuse, NY	32,600	116	Portsmouth-Dover-Rochester, NH	16,500
81	Springfield, MA	19,900	117	Bridgeport, CT	11,400
82	Toledo, OH	30,000	118	Huntsville, AL	19,100
83	Baton Rouge, LA	29,600	119	Oxnard-Ventura, CA	19,600
84	Greenville-New Bern-Jacksonville, NC	21,400	120	Lansing-East Lansing, MI	23,700
85	Little Rock, AR	31,800	121	Boise, ID	22,300
86	Gainesville-Ocala, FL	16,000	122	Modesto, CA	18,900
87	Bakersfield, CA	20,400	123	Jackson, MS	23,400
88	Stockton, CA	8,800	124	Pensacola, FL	13,300
89	Charleston, SC	24,500	125	Flint, MI	17,500
90	Columbia, SC	31,100	126	Ft. Collins-Greeley, CO	12,100
91	Des Moines, IA	27,900	127	Fayetteville, NC	21,600
92	Spokane, WA	21,900	128	Reno, NV	23,600
93	Mobile, AL	21,000	129	Canton, OH	11,700
94	Daytona Beach, FL	8,000	130	Saginaw-Bay City-Midland, MI	22,500
95	Wichita, KS	30,500	131	Beaumont-Port Arthur, TX	13,900
96	Colorado Springs, CO	28,100	132	Shreveport, LA	16,600
97	Madison, WI	34,500	133	Reading, PA	11,800
98	Lakeland-Winter Haven, FL	5,900	134	Corpus Christi, TX	13,600
99	Melbourne-Titusville-Cocoa, FL	9,500	135	Victor Valley, CA	11,000
100	Lafayette, LA	18,600	136	Biloxi-Gulfport-Pascagoula, MS	11,800
101	Johnson City-Kingsport-Bristol, TN-VA	17,600	137	Appleton-Oshkosh, WI	17,500
102	Lexington-Fayette, KY	22,100	138	Atlantic City-Cape May, NJ	17,500
103	Ft. Wayne, IN	22,300	139	Burlington-Plattsburgh, VT-NY	13,500
104	Visalia-Tulare-Hanford, CA	5,900	140	Trenton, NJ	14,100
105	Chattanooga, TN	24,500	141	Quad Cities, IA-IL	17,200
106	York, PA	17,000	142	Stamford-Norwalk, CT	20,400
107	Santa Rosa, CA	15,400	143	Peoria, IL	14,900
108	New Haven, CT	18,400	144	Springfield, MO	19,700

Table 3
2002 Estimated Gross Market Revenues
 Ranked by Market

Rank	Market	2002 Est. Gross Revenues (\$000)	Rank	Market	2002 Est. Gross Revenues (\$000)
145	Eugene-Springfield, OR	\$13,300	181	Columbus, GA	\$13,000
146	Ann Arbor, MI	5,200	182	Kalamazoo, MI	13,600
147	Tyler-Longview, TX	16,100	183	Cape Cod, MA	13,400
148	Salisbury-Ocean City, MD	15,600	184	Johnstown, PA	6,500
149	Newburgh-Middletown, NY	5,800	185	Tupelo, MS	6,800
150	Montgomery, AL	17,000	186	Manchester, NH	19,700
151	Fayetteville, AR	12,500	187	Green Bay, WI	12,500
152	Huntington-Ashland, WV-KY	12,900	188	Odessa-Midland, TX	9,200
153	Rockford, IL	14,400	189	Merced, CA	4,900
154	Macon, GA	14,700	190	Topeka, KS	9,500
155	Killeen-Temple, TX	5,800	191	Dothan, AL	8,800
156	Flagstaff-Prescott, AZ	6,600	192	Traverse City-Petoskey, MI	12,800
157	Evansville, IN	17,100	193	Amarillo, TX	10,000
158	Savannah, GA	19,700	194	Waco, TX	8,000
159	Utica-Rome, NY	10,000	195	Chico, CA	5,700
160	Asheville, NC	10,500	196	Morgantown-Clarksburg-Fairmont, WV	11,800
161	Tallahassee, FL	16,100	197	Danbury, CT	10,700
162	Palm Springs, CA	13,300	198	Yakima, WA	8,800
163	Poughkeepsie, NY	23,800	199	Santa Barbara, CA	11,700
164	Erie, PA	11,100	200	Terre Haute, IN	6,700
165	Portland, ME	17,400	201	Muncie-Marion, IN	6,900
166	Fredericksburg, VA	9,700	202	Duluth-Superior, MN-WI	8,400
167	Myrtle Beach, SC	11,800	203	Frederick, MD	7,300
168	Wausau-Stevens Point, WI	12,600	204	Clarksville-Hopkinsville, TN-KY	4,900
169	Hagerstown-Chambersburg-Waynesboro, MD-PA	10,200	205	Santa Maria-Lompoc, CA	6,100
170	San Luis Obispo, CA	9,300	206	Springfield, IL	11,900
171	South Bend, IN	17,100	207	Olean, NY	4,000
172	New Bedford-Fall River, MA	5,200	208	Bowling Green, KY	5,700
173	New London, CT	10,000	209	Cedar Rapids, IA	14,000
174	Ft. Smith, AR	8,000	210	Florence, SC	9,200
175	Anchorage, AK	15,700	211	Richland-Kennewick-Pasco, WA	9,700
176	Lincoln, NE	14,800	212	Medford-Ashland, OR	7,700
177	Charleston, WV	14,200	213	Elmira-Corning, NY	6,700
178	Wilmington, NC	12,900	214	Bangor, ME	8,500
179	Binghamton, NY	11,500	215	Laredo, TX	4,200
180	Lubbock, TX	12,200	216	Champaign, IL	12,700

Table 3
2002 Estimated Gross Market Revenues
 Ranked by Market

Rank	Market	2002 Est. Gross Revenues (\$000)	Rank	Market	2002 Est. Gross Revenues (\$000)
217	Alexandria, LA	\$6,100	253	Columbia, MO	\$11,000
218	Lake Charles, LA	9,100	254	Battle Creek, MI	2,300
219	Ft. Walton Beach, FL	8,400	255	Texarkana, TX-AR	6,100
220	Fargo-Moorhead, ND-MN	11,900	256	Altoona, PA	7,200
221	Blacksburg-Christiansburg-Radford-Pulaski	2,100	257	Billings, MT	8,000
222	St. Cloud, MN	10,400	258	Columbus-Starkville-West Point, MS	2,800
223	Laurel-Hattiesburg, MS	5,700	259	Grand Junction, CO	5,300
224	Charlottesville, VA	6,500	260	Williamsport, PA	5,500
225	Muskegon, MI	3,700	261	Augusta-Waterville, ME	4,500
226	Winchester, VA	7,300	262	Sioux City, IA	7,800
227	Redding, CA	5,400	263	Albany, GA	7,300
228	Tuscaloosa, AL	7,400	264	Harrisonburg, VA	9,400
229	Rochester, MN	9,700	265	Mankato-New Ulm-St Peter, MN	7,700
230	Bryan-College Station, TX	7,500	266	Sheboygan, WI	3,600
231	Marion-Carbondale, IL	8,200	267	Decatur, IL	4,900
232	Pittsburg, KS	3,200	268	Rapid City, SD	9,500
233	Abilene, TX	6,400	269	Lawton, OK	3,000
234	Dubuque, IA	6,100	270	Bluefield, WV	4,900
235	Joplin, MO	6,200	271	Watertown, NY	4,200
236	Lafayette, IN	8,200	272	Lewiston-Auburn, ME	1,600
237	Bloomington, IL	8,000	273	San Angelo, TX	4,000
238	Panama City, FL	7,600	274	Ithaca, NY	3,800
239	Wheeling, WV	6,000	275	Sebring, FL	2,900
240	Santa Fe, NM	3,100	276	Cookeville, TN	5,300
241	Waterloo-Cedar Falls, IA	7,300	277	Grand Forks, ND-MN	7,900
242	Parkersburg-Marietta, WV-OH	5,900	278	Bismarck, ND	6,500
243	Lima, OH	5,600	279	Jackson, TN	7,800
244	Eau Claire, WI	10,200	280	Jonesboro, AR	5,400
245	Meadville-Franklin, PA	3,600	281	Cheyenne, WY	4,400
246	Florence-Muscle Shoals, AL	7,400	282	Mason City, IA	5,400
247	State College, PA	5,400	283	Beckley, WV	5,200
248	Pueblo, CO	2,400	284	Great Falls, MT	3,900
249	Elizabeth City-Nags Head, NC	3,600	285	Meridian, MS	6,500
250	Sussex, NJ	5,100	286	Brunswick, GA	4,400
251	Monroe, LA	11,000	287	Casper, WY	3,800
252	Wichita Falls, TX	4,800			

2002 Estimated Gross Market Revenues

Ranked by Amount

Revenue Rank	Market Rank	Market	2002 Est. Gross Revenues (\$000)	Revenue Rank	Market Rank	Market	2002 Est. Gross Revenues (\$000)
1	2	Los Angeles, CA	\$953,200	37	46	Raleigh-Durham, NC	\$81,400
2	1	New York, NY	772,200	38	45	Nashville, TN	79,200
3	3	Chicago, IL	560,600	39	49	Hartford-New Britain-Middletown, CT	78,600
4	4	San Francisco, CA	409,200	40	44	New Orleans, LA	65,400
5	5	Dallas-Ft. Worth, TX	383,800	41	40	Norfolk-Virginia Beach-Newport News, VA	64,800
6	11	Atlanta, GA	373,900	42	51	Buffalo-Niagara Falls, NY	64,300
7	8	Washington, DC	359,300	43	18	Nassau-Suffolk, NY	61,100
8	7	Houston-Galveston, TX	357,500	44	50	Jacksonville, FL	60,300
9	9	Boston, MA	342,000	45	47	West Palm Beach-Boca Raton, FL	59,900
10	6	Philadelphia, PA	313,600	46	48	Memphis, TN	59,400
11	12	Miami-Ft. Lauderdale-Hollywood, FL	274,400	47	55	Louisville, KY	56,700
12	10	Detroit, MI	263,400	48	56	Richmond, VA	54,800
13	14	Seattle-Tacoma, WA	231,100	49	34	Providence-Warwick-Pawtucket, RI	54,300
14	15	Phoenix, AZ	201,800	50	57	Birmingham, AL	50,000
15	22	Denver-Boulder, CO	191,100	51	30	San Jose, CA	49,100
16	16	Minneapolis-St. Paul, MN	172,500	52	28	Riverside-San Bernardino, CA	46,700
17	17	San Diego, CA	165,500	53	53	Oklahoma City, OK	46,400
18	21	Tampa-St. Petersburg-Clearwater, FL	139,800	54	58	Dayton, OH	46,200
19	19	Baltimore, MD	134,700	55	54	Rochester, NY	45,700
20	20	St. Louis, MO	133,600	56	43	Greensboro-Winston Salem-High Point, NC	45,400
21	26	Cincinnati, OH	131,700	57	65	Tulsa, OK	44,800
22	24	Portland, OR	121,600	58	68	Fresno, CA	44,700
23	38	Orlando, FL	121,000	59	64	Albany-Schenectady-Troy, NY	44,600
24	25	Cleveland, OH	120,200	59	59	Greenville-Spartanburg, SC	44,600
25	27	Sacramento, CA	118,700	61	66	Grand Rapids, MI	44,500
26	23	Pittsburgh, PA	116,300	62	71	Albuquerque, NM	43,500
27	37	Charlotte-Gastonia-Rock Hill, NC-SC	115,800	63	62	Tucson, AZ	41,600
28	31	San Antonio, TX	101,700	64	74	Omaha-Council Bluffs, NE-IA	40,100
29	41	Indianapolis, IN	99,600	65	72	Knoxville, TN	36,700
30	35	Columbus, OH	99,500	66	67	Ft. Myers-Naples-Marco Island, FL	35,200
31	29	Kansas City, MO-KS	98,200	67	79	Harrisburg-Lebanon-Carlisle, PA	34,800
32	13	Puerto Rico	95,200	68	97	Madison, WI	34,500
33	32	Salt Lake City-Ogden-Provo, UT	89,800	69	61	Honolulu, HI	33,000
34	33	Milwaukee-Racine, WI	89,600	70	80	Syracuse, NY	32,600
35	39	Las Vegas, NV	86,100	71	85	Little Rock, AR	31,800
36	42	Austin, TX	82,300	72	90	Columbia, SC	31,100

Table 4
2002 Estimated Gross Market Revenues
 Ranked by Amount

Revenue Rank	Market Rank	Market	2002 Est. Gross Revenues (\$000)	Revenue Rank	Market Rank	Market	2002 Est. Gross Revenues (\$000)
73	95	Wichita, KS	\$30,500	109	100	Lafayette, LA	\$18,600
74	82	Toledo, OH	30,000	110	75	Monterey-Salinas-Santa Cruz, CA	18,500
75	83	Baton Rouge, LA	29,600	111	108	New Haven, CT	18,400
76	96	Colorado Springs, CO	28,100	112	101	Johnson City-Kingsport-Bristol, TN-VA	17,600
77	91	Des Moines, IA	27,900	113	125	Flint, MI	17,500
78	70	Allentown-Bethlehem, PA	27,600	113	137	Appleton-Oshkosh, WI	17,500
79	78	El Paso, TX	27,100	113	138	Atlantic City-Cape May, NJ	17,500
80	69	Wilkes Barre-Scranton, PA	26,600	116	165	Portland, ME	17,400
81	76	Wilmington, DE	26,100	117	36	Middlesex-Somerset-Union, NJ	17,300
82	52	Monmouth-Ocean, NJ	25,700	118	141	Quad Cities, IA-IL	17,200
83	89	Charleston, SC	24,500	119	109	Augusta, GA	17,100
83	105	Chattanooga, TN	24,500	119	171	South Bend, IN	17,100
85	63	McAllen-Brownsville-Harlingen, TX	24,000	119	157	Evansville, IN	17,100
85	163	Poughkeepsie, NY	23,800	122	150	Montgomery, AL	17,000
87	120	Lansing-East Lansing, MI	23,700	122	106	York, PA	17,000
88	128	Reno, NV	23,600	124	132	Shreveport, LA	16,600
88	112	Youngstown-Warren, OH	23,600	125	116	Portsmouth-Dover-Rochester, NH	16,500
90	123	Jackson, MS	23,400	126	73	Akron, OH	16,400
91	130	Saginaw-Bay City-Midland, MI	22,500	126	60	Westchester, NY	16,400
92	121	Boise, ID	22,300	128	161	Tallahassee, FL	16,100
92	103	Ft. Wayne, IN	22,300	128	147	Tyler-Longview, TX	16,100
94	102	Lexington-Fayette, KY	22,100	130	86	Gainesville-Ocala, FL	16,000
95	92	Spokane, WA	21,900	131	175	Anchorage, AK	15,700
96	127	Fayetteville, NC	21,600	132	148	Salisbury-Ocean City, MD	15,600
96	110	Roanoke-Lynchburg, VA	21,600	133	107	Santa Rosa, CA	15,400
98	84	Greenville-New Bern-Jacksonville, NC	21,400	134	143	Peoria, IL	14,900
99	93	Mobile, AL	21,000	135	176	Lincoln, NE	14,800
100	87	Bakersfield, CA	20,400	136	154	Macon, GA	14,700
100	142	Stamford-Norwalk, CT	20,400	137	153	Rockford, IL	14,400
102	81	Springfield, MA	19,900	138	177	Charleston, WV	14,200
103	158	Savannah, GA	19,700	139	140	Trenton, NJ	14,100
103	144	Springfield, MO	19,700	140	209	Cedar Rapids, IA	14,000
103	186	Manchester, NH	19,700	141	131	Beaumont-Port Arthur, TX	13,900
106	119	Oxnard-Ventura, CA	19,600	142	134	Corpus Christi, TX	13,600
107	118	Huntsville, AL	19,100	142	182	Kalamazoo, MI	13,600
108	122	Modesto, CA	18,900	144	139	Burlington-Plattsburgh, VT-NY	13,500

Table 4
2002 Estimated Gross Market Revenues
 Ranked by Amount

Revenue Rank	Market Rank	Market	2002 Est. Gross Revenues (\$000)	Revenue Rank	Market Rank	Market	2002 Est. Gross Revenues (\$000)
145	183	Cape Cod, MA	\$13,400	180	193	Amarillo, TX	\$10,000
146	114	Worcester, MA	13,300	180	173	New London, CT	10,000
146	145	Eugene-Springfield, OR	13,300	183	211	Richland-Kennewick-Pasco, WA	9,700
146	162	Palm Springs, CA	13,300	183	229	Rochester, MN	9,700
146	124	Pensacola, FL	13,300	183	166	Fredericksburg, VA	9,700
150	181	Columbus, GA	13,000	186	190	Topeka, KS	9,500
151	178	Wilmington, NC	12,900	186	268	Rapid City, SD	9,500
151	152	Huntington-Ashland, WV-KY	12,900	186	99	Melbourne-Titusville-Cocoa, FL	9,500
153	192	Traverse City-Petoskey, MI	12,800	189	264	Harrisonburg, VA	9,400
154	216	Champaign, IL	12,700	190	170	San Luis Obispo, CA	9,300
155	168	Wausau-Stevens Point, WI	12,600	191	188	Odessa-Midland, TX	9,200
156	151	Fayetteville, AR	12,500	191	210	Florence, SC	9,200
156	187	Green Bay, WI	12,500	193	218	Lake Charles, LA	9,100
156	115	Lancaster, PA	12,500	194	198	Yakima, WA	8,800
159	180	Lubbock, TX	12,200	194	88	Stockton, CA	8,800
160	126	Ft. Collins-Greeley, CO	12,100	194	191	Dothan, AL	8,800
161	220	Fargo-Moorhead, ND-MN	11,900	197	214	Bangor, ME	8,500
161	206	Springfield, IL	11,900	198	219	Ft. Walton Beach, FL	8,400
163	196	Morgantown-Clarksburg-Fairmont, WV	11,800	198	202	Duluth-Superior, MN-WI	8,400
163	167	Myrtle Beach, SC	11,800	200	236	Lafayette, IN	8,200
163	136	Biloxi-Gulfport-Pascagoula, MS	11,800	200	231	Marion-Carbondale, IL	8,200
163	133	Reading, PA	11,800	202	174	Ft. Smith, AR	8,000
167	199	Santa Barbara, CA	11,700	202	194	Waco, TX	8,000
167	129	Canton, OH	11,700	202	257	Billings, MT	8,000
169	179	Binghamton, NY	11,500	202	237	Bloomington, IL	8,000
170	117	Bridgeport, CT	11,400	202	94	Daytona Beach, FL	8,000
171	164	Erie, PA	11,100	207	277	Grand Forks, ND-MN	7,900
172	135	Victor Valley, CA	11,000	207	113	Morristown, NJ	7,900
172	253	Columbia, MO	11,000	209	262	Sioux City, IA	7,800
172	251	Monroe, LA	11,000	209	279	Jackson, TN	7,800
175	197	Danbury, CT	10,700	211	212	Medford-Ashland, OR	7,700
176	160	Asheville, NC	10,500	211	265	Mankato-New Ulm-St Peter, MN	7,700
177	222	St. Cloud, MN	10,400	213	238	Panama City, FL	7,600
178	169	Hagerstown-Chambersburg-Waynesboro, MD-PA	10,200	214	230	Bryan-College Station, TX	7,500
178	244	Eau Claire, WI	10,200	215	228	Tuscaloosa, AL	7,400
180	159	Utica-Rome, NY	10,000	215	246	Florence-Muscle Shoals, AL	7,400

Table 4
2002 Estimated Gross Market Revenues
 Ranked by Amount

Revenue Rank	Market Rank	Market	2002 Est. Gross Revenues (\$000)	Revenue Rank	Market Rank	Market	2002 Est. Gross Revenues (\$000)
217	241	Waterloo-Cedar Falls, IA	\$7,300	250	280	Jonesboro, AR	\$5,400
217	263	Albany, GA	7,300	254	259	Grand Junction, CO	5,300
217	226	Winchester, VA	7,300	254	276	Cookeville, TN	5,300
217	203	Frederick, MD	7,300	256	146	Ann Arbor, MI	5,200
221	256	Altoona, PA	7,200	256	172	New Bedford-Fall River, MA	5,200
222	111	Ft. Pierce-Stuart-Vero Beach, FL	7,100	256	283	Beckley, WV	5,200
223	201	Muncie-Marion, IN	6,900	259	250	Sussex, NJ	5,100
224	185	Tupelo, MS	6,800	260	189	Merced, CA	4,900
224	77	Sarasota-Bradenton, FL	6,800	260	204	Clarksville-Hopkinsville, TN-KY	4,900
226	200	Terre Haute, IN	6,700	260	270	Bluefield, WV	4,900
226	213	Elmira-Corning, NY	6,700	260	267	Decatur, IL	4,900
228	156	Flagstaff-Prescott, AZ	6,600	264	252	Wichita Falls, TX	4,800
229	278	Bismarck, ND	6,500	265	261	Augusta-Waterville, ME	4,500
229	184	Johnstown, PA	6,500	266	281	Cheyenne, WY	4,400
229	285	Meridian, MS	6,500	266	286	Brunswick, GA	4,400
229	224	Charlottesville, VA	6,500	268	215	Laredo, TX	4,200
233	233	Abilene, TX	6,400	268	271	Watertown, NY	4,200
234	235	Joplin, MO	6,200	270	273	San Angelo, TX	4,000
235	217	Alexandria, LA	6,100	270	207	Olean, NY	4,000
235	255	Texarkana, TX-AR	6,100	272	284	Great Falls, MT	3,900
235	234	Dubuque, IA	6,100	273	287	Casper, WY	3,800
235	205	Santa Maria-Lompoc, CA	6,100	273	274	Ithaca, NY	3,800
239	239	Wheeling, WV	6,000	275	225	Muskegon, MI	3,700
240	242	Parkersburg-Marietta, WV-OH	5,900	276	249	Elizabeth City-Nags Head, NC	3,600
240	104	Visalia-Tulare-Hanford, CA	5,900	276	245	Meadville-Franklin, PA	3,600
240	98	Lakeland-Winter Haven, FL	5,900	276	266	Sheboygan, WI	3,600
243	155	Killeen-Temple, TX	5,800	279	232	Pittsburg, KS	3,200
243	149	Newburgh-Middletown, NY	5,800	280	240	Santa Fe, NM	3,100
245	195	Chico, CA	5,700	281	269	Lawton, OK	3,000
245	223	Laurel-Hattiesburg, MS	5,700	282	275	Sebring, FL	2,900
245	208	Bowling Green, KY	5,700	283	258	Columbus-Starkville-West Point, MS	2,800
248	243	Lima, OH	5,600	284	248	Pueblo, CO	2,400
249	260	Williamsport, PA	5,500	285	254	Battle Creek, MI	2,300
250	227	Redding, CA	5,400	286	221	Blacksburg-Christiansburg-Radford-Pulaski	2,100
250	247	State College, PA	5,400	287	272	Lewiston-Auburn, ME	1,600
250	282	Mason City, IA	5,400				

Station Calls to Market Rank

CFNY-FM	51	KALI-FM	2	KAYO-FM	14	KBGO-FM	194	KBRJ-FM	175	KCAQ-FM	119	KCMC-AM	255	KCVT-FM	190	KDJZ-FM	220	KEBN-FM	2
CIDR-FM	10	KALL-AM	32	KAYR-AM	174	KBHB-AM	268	KBRN-AM	31	KCAR-FM	235	KCMJ-AM	162	KCWJ-AM	29	KDKA-AM	23	KEBV-FM	75
CIMX-FM	10	KALN-AM	232	KAYW-FM	259	KBHH-FM	68	KBRO-AM	14	KCBC-AM	122	KCML-FM	222	KCWM-AM	31	KDKB-FM	15	KECR-AM	17
CKEY-FM	51	KALY-AM	71	KAYX-FM	29	KBHQ-FM	39	KBRQ-FM	194	KCBL-AM	68	KCMN-AM	96	KCWR-FM	87	KDKS-FM	132	KEDA-AM	31
CKLW-AM	10	KALZ-FM	68	KAZA-AM	30	KBHR-FM	28	KBRT-AM	2	KCBQ-AM	17	KCMO-AM	29	KCXL-AM	29	KDLD-FM	2	KEDG-FM	217
CKWW-AM	10	KAMA-AM	78	KAZE-FM	147	KBIB-AM	31	KBRZ-AM	7	KCBR-AM	96	KCMO-FM	29	KCXR-FM	65	KDLE-FM	2	KEDJ-FM	15
KAAK-FM	284	KAMJ-FM	48	KAZG-AM	15	KBID-AM	87	KBSF-AM	132	KCBS-AM	4	KCMQ-FM	253	KCXX-FM	28	KDLS-AM	91	KEED-AM	145
KAAM-AM	5	KAMO-FM	151	KAZM-AM	156	KBIF-AM	68	KBSG-FM	14	KCBS-FM	2	KCMR-FM	282	KCYY-FM	31	KDLS-FM	91	KEEH-FM	92
KAAT-FM	68	KAMX-FM	42	KAZN-AM	2	KBIG-FM	2	KBSO-FM	134	KCCG-FM	134	KCMS-FM	14	KCZN-FM	119	KDMO-AM	235	KEEL-AM	132
KAAY-AM	85	KAMZ-FM	180	KAZR-FM	91	KBIQ-FM	96	KBSR-AM	257	KCCL-FM	27	KCMT-FM	62	KCZZ-AM	29	KDMX-FM	5	KEEP-FM	31
KABC-AM	2	KANE-AM	100	KAZZ-FM	92	KBIS-AM	5	KBSZ-AM	15	KCCN-FM	61	KCMX-AM	212	KDAE-AM	134	KDND-FM	27	KEES-AM	147
KABG-FM	71	KANM-AM	71	KBAA-FM	30	KBIU-FM	218	KBTM-AM	280	KCCO-AM	16	KCMX-FM	212	KDAL-AM	202	KDNN-FM	61	KEEY-FM	16
KABL-AM	4	KANR-FM	95	KBAC-FM	71	KBJA-AM	32	KBTN-AM	235	KCCQ-FM	91	KCNA-FM	212	KDAL-FM	202	KDNZ-AM	241	KEEZ-FM	265
KABN-AM	4	KAOD-FM	202	KBAD-AM	39	KBJD-AM	22	KBTN-FM	235	KCCS-AM	24	KCNL-FM	30	KDAR-FM	119	KDOG-FM	265	KEFM-FM	74
KABQ-AM	71	KAOK-AM	218	KBAJ-FM	202	KBKL-FM	259	KBTQ-FM	63	KCCT-AM	134	KCNN-AM	277	KDAT-FM	209	KDOK-FM	147	KEGL-FM	5
KABX-FM	189	KAPB-FM	217	KBAT-FM	188	KBKO-AM	199	KBTT-FM	132	KCCV-AM	29	KCNQ-FM	87	KDAV-AM	180	KDON-FM	75	KEGX-FM	211
KABZ-FM	85	KAPL-AM	212	KBAY-FM	4	KBKS-FM	14	KBTU-FM	75	KCCV-FM	29	KCNR-AM	227	KDAZ-AM	71	KDOS-FM	194	KEHK-FM	145
KACL-FM	278	KAQQ-AM	92	KBBB-FM	257	KBKY-FM	189	KBTW-FM	135	KCCY-FM	248	KCNW-AM	29	KDB-FM	199	KDOT-FM	128	KEHT-FM	284
KADD-FM	39	KARN-AM	85	KBBK-FM	176	KBLA-AM	2	KBUA-FM	2	KCDA-FM	92	KCNZ-AM	241	KDBL-FM	198	KDOX-AM	39	KEIN-AM	284
KADI-FM	144	KARN-FM	85	KBBO-AM	198	KBLE-AM	14	KBUC-FM	31	KCDD-FM	233	KCOH-AM	7	KDBN-FM	5	KDRE-FM	85	KEJC-FM	122
KADZ-AM	22	KARR-AM	14	KBBQ-FM	174	KBLG-AM	257	KBUE-FM	2	KCDU-FM	75	KCOL-AM	126	KDBS-AM	217	KDRK-AM	92	KEJS-FM	180
KAEH-FM	28	KARS-AM	71	KBBT-FM	31	KBLR-FM	74	KBUL-AM	257	KCDZ-FM	135	KCOL-FM	131	KDBV-AM	75	KDRK-FM	92	KEKB-FM	259
KAEZ-FM	193	KARX-FM	193	KBBW-AM	194	KBLX-FM	4	KBUL-FM	128	KCEO-AM	17	KCON-AM	85	KDBZ-FM	175	KDRY-AM	31	KELG-AM	42
KAFC-FM	175	KARY-FM	198	KBBX-FM	74	KBLZ-FM	147	KBVA-FM	151	KCEZ-FM	195	KCOR-AM	31	KDCD-FM	273	KDST-FM	234	KELI-FM	273
KAFF-AM	156	KASA-AM	15	KBBY-FM	119	KBMB-FM	27	KBVL-FM	65	KCFA-FM	122	KCOR-FM	31	KDDB-FM	61	KDTH-AM	234	KELP-AM	78
KAFF-FM	156	KASE-FM	42	KBCE-FM	217	KBME-AM	7	KBXG-FM	218	KCFO-AM	65	KCPX-FM	32	KDDG-FM	222	KDUC-FM	135	KELT-FM	135
KAFY-AM	87	KASH-FM	175	KBCL-AM	132	KBMR-AM	278	KBXL-FM	121	KCFX-FM	29	KCQQ-FM	141	KDDX-FM	268	KDUF-FM	145	KEMR-FM	30
KAGC-AM	230	KASI-AM	91	KBCO-FM	22	KBMS-AM	24	KBXR-FM	253	KCGR-FM	145	KCRG-AM	209	KDDZ-AM	22	KDUQ-FM	135	KEMX-FM	65
KAGG-FM	230	KASM-AM	222	KBCT-FM	194	KBMX-FM	202	KBXX-FM	7	KCGY-FM	281	KCRO-AM	74	KDEF-AM	71	KDUS-AM	15	KENI-AM	175
KAGM-FM	22	KASO-AM	132	KBCY-FM	233	KBNA-AM	78	KBYN-FM	122	KCHA-AM	282	KCRR-AM	241	KDES-FM	162	KDVA-FM	15	KENO-AM	39
KAHA-FM	61	KASR-FM	85	KBDB-AM	128	KBNA-FM	78	KBYR-AM	175	KCHA-FM	282	KCRS-AM	188	KDEZ-FM	280	KDVE-FM	147	KENS-AM	31
KAHI-AM	27	KASS-FM	287	KBDR-FM	215	KBNO-AM	22	KBYZ-FM	278	KCHJ-AM	87	KCRS-FM	188	KDFC-FM	4	KDVV-FM	190	KENT-AM	61
KAHM-FM	156	KATD-AM	4	KBDS-FM	87	KBNP-AM	24	KBZC-AM	96	KCHL-AM	31	KCRZ-FM	104	KDFO-AM	87	KDWA-AM	16	KENU-AM	14
KAHS-AM	95	KATF-FM	234	KBEA-FM	141	KBOB-FM	141	KBZD-FM	193	KCHN-AM	7	KCSE-FM	273	KDFO-FM	87	KDWB-FM	16	KENZ-FM	32
KAHZ-AM	5	KATJ-FM	135	KBEB-FM	100	KBOC-FM	5	KBZI-FM	232	KCHX-FM	188	KCSJ-AM	248	KDFT-AM	5	KDWN-AM	39	KERI-AM	87
KAIM-AM	61	KATM-FM	122	KBEC-AM	5	KBOI-AM	121	KBZN-FM	32	KCHZ-FM	29	KCSP-AM	29	KDGE-FM	5	KDXE-AM	85	KERN-AM	87
KAIM-FM	61	KATP-FM	193	KBED-FM	132	KBOM-FM	240	KBZO-AM	180	KCID-AM	121	KCST-AM	145	KDGI-FM	95	KDXX-FM	5	KERX-FM	174
KAIQ-FM	180	KATS-FM	198	KBEE-AM	32	KBON-FM	100	KBZQ-FM	269	KCIS-AM	14	KCST-FM	145	KDHI-FM	135	KDYA-FM	280	KESN-FM	5
KAJA-FM	31	KATT-FM	53	KBEE-FM	32	KBOQ-FM	75	KBZR-FM	280	KCIV-FM	189	KCTA-AM	134	KDHT-FM	42	KDYA-AM	4	KESO-FM	63
KAJM-FM	15	KATY-FM	28	KBEQ-FM	29	KBOR-AM	63	KBZS-FM	252	KCIX-FM	121	KCTC-AM	27	KDIA-AM	4	KDYS-AM	100	KESP-AM	122
KAJN-FM	100	KATZ-AM	20	KBER-FM	32	KBOS-FM	68	KBZT-FM	17	KCJZ-FM	31	KCTE-AM	29	KDIF-AM	28	KDZA-FM	248	KESQ-AM	162
KAJZ-FM	71	KATZ-FM	20	KBEZ-FM	65	KBOX-FM	205	KBZU-FM	71	KCKK-AM	22	KCTR-FM	257	KDIS-AM	2	KDZR-AM	24	KESR-FM	227
KAKC-AM	65	KAUS-FM	282	KBFB-FM	5	KBOY-FM	212	KBZY-AM	24	KCKN-AM	29	KCTY-FM	74	KDIZ-AM	16	KDZY-FM	121	KESS-AM	5
KAKT-FM	212	KAVA-AM	248	KBFM-FM	63	KBPI-FM	22	KBZZ-AM	128	KCKX-AM	24	KCUB-AM	62	KDJE-FM	85	KEAG-FM	175	KESS-FM	5
KALC-FM	22	KAVL-AM	2	KBFX-FM	175	KBQI-FM	71	KCAA-AM	28	KCLB-FM	162	KCUV-AM	22	KDJK-FM	122	KEAN-FM	233	KEST-AM	4
KALE-AM	211	KAVT-AM	68	KBGE-AM	147	KBRE-FM	189	KCAF-AM	5	KCLD-FM	222	KCVM-FM	241	KDJM-FM	22	KEAR-FM	4	KESZ-FM	15
KALF-FM	195	KAXX-AM	175	KBGG-AM	91	KBRG-FM	30	KCAL-AM	28	KCLE-AM	5	KCVR-AM	88	KDJR-FM	20	KEBC-AM	53	KEUG-FM	145
KALI-AM	2	KAYD-FM	131	KBGN-AM	121	KBRH-AM	83	KCAL-FM	28	KCLR-FM	253	KCVR-FM	122	KDJW-AM	193	KEBE-AM	147	KEUN-AM	100

Station Calls to Market Rank

KEVT-AM	62	KFGO-AM	220	KFRO-AM	147	KGEN-FM	104	KHAR-AM	175	KHRQ-FM	135	KIKI-FM	61	KIST-FM	199	KJJZ-FM	162	KKBD-FM	174
KEWB-FM	227	KFGY-FM	107	KFRO-FM	147	KGEO-AM	87	KHAY-FM	119	KHSL-FM	195	KIKK-AM	7	KISV-FM	87	KJKJ-FM	277	KKBQ-FM	7
KEWE-AM	195	KFH-AM	95	KFRQ-FM	63	KGET-AM	87	KHBZ-AM	61	KHST-FM	232	KIKR-AM	131	KISW-FM	14	KJLH-FM	2	KKBR-FM	257
KEWI-AM	85	KFI-AM	95	KFRR-FM	68	KGFF-AM	53	KHBZ-FM	53	KHTE-FM	85	KIKS-FM	232	KISX-FM	147	KJLL-AM	62	KKBT-FM	2
KEWL-FM	255	KFI-AM	2	KFRU-AM	253	KGFM-FM	87	KHCK-AM	5	KHTK-AM	27	KILE-AM	7	KISY-FM	121	KJLO-FM	251	KKBX-FM	220
KEX-AM	24	KFIA-AM	27	KFRX-FM	176	KGFT-FM	96	KHCK-FM	5	KHTN-FM	189	KILM-FM	63	KIT-AM	198	KJME-AM	22	KKCB-FM	202
KEZO-AM	259	KFIG-AM	68	KFSA-AM	174	KGGI-FM	28	KHCM-AM	61	KHTO-FM	144	KILO-FM	96	KITA-AM	85	KJMG-FM	251	KKCD-FM	74
KEYS-AM	29	KFIN-FM	280	KFSD-AM	17	KGGN-AM	29	KHDR-FM	135	KHTQ-FM	92	KILT-AM	7	KITS-FM	4	KJMK-FM	235	KKCL-FM	180
KEYF-AM	92	KFIS-FM	24	KFSD-FM	17	KGGO-FM	91	KHDV-FM	75	KHTS-AM	2	KILT-FM	7	KITZ-AM	14	KJML-FM	235	KKCN-FM	273
KEYH-AM	7	KFIT-AM	42	KFSG-AM	27	KGGR-AM	5	KHEY-AM	78	KHTS-FM	17	KIMM-AM	268	KIWI-FM	87	KJMM-FM	65	KKCQ-AM	277
KEYI-FM	42	KFIV-AM	122	KFSH-FM	2	KGHF-AM	248	KHEY-FM	78	KHTT-FM	65	KIMN-FM	22	KIXA-FM	135	KJMN-FM	22	KKCQ-FM	277
KEYJ-FM	233	KFIZ-FM	137	KFSI-FM	229	KGHL-AM	257	KHFI-FM	42	KHUI-FM	61	KIMX-FM	281	KIXF-FM	135	KJMS-FM	48	KKCS-FM	95
KEYN-FM	95	KFJO-FM	4	KFSO-FM	68	KGHL-FM	257	KHFM-FM	71	KHVH-AM	61	KINE-AM	134	KIXI-AM	14	KJMY-FM	255	KKCT-FM	278
KEYS-AM	134	KFJZ-AM	5	KFTE-FM	100	KGHO-AM	14	KHFX-FM	217	KHVN-AM	5	KINE-FM	61	KIXK-FM	147	KJMZ-FM	269	KKCW-FM	24
KEYT-AM	199	KFKA-AM	126	KFTI-AM	95	KGHT-AM	85	KHGG-AM	174	KHWY-FM	135	KING-FM	14	KIXL-AM	42	KJOC-AM	141	KKCY-FM	195
KEYW-FM	211	KFKF-FM	29	KFTK-FM	20	KGKL-AM	273	KHHK-FM	198	KHWZ-FM	135	KINK-FM	24	KIXQ-FM	235	KJOJ-AM	7	KKDA-AM	5
KEZA-FM	151	KFLD-AM	211	KFTX-FM	134	KGKL-FM	273	KHHL-FM	42	KHXR-FM	128	KINT-FM	78	KIXW-AM	135	KJOJ-FM	7	KKDA-FM	5
KEZE-FM	92	KFLX-FM	156	KFUO-AM	20	KGLA-AM	44	KHHO-AM	14	KHXS-FM	233	KINV-FM	42	KIXW-FM	135	KJON-AM	5	KKDD-AM	28
KEZK-FM	20	KFLY-FM	145	KFUO-FM	20	KGLD-AM	147	KHHT-FM	2	KHYI-FM	5	KINX-FM	284	KIXY-FM	273	KJOP-AM	104	KKDJ-FM	87
KEZL-FM	68	KFLZ-FM	134	KFWB-AM	2	KGLI-FM	262	KHHZ-FM	195	KHYL-FM	27	KINZ-FM	232	KIXZ-AM	193	KJOT-FM	121	KKDL-FM	5
KEZM-AM	218	KFMA-FM	62	KFWR-FM	5	KGLO-AM	282	KHIP-FM	75	KHYS-FM	233	KIOA-FM	91	KIXZ-FM	92	KJOX-AM	198	KKDM-FM	91
KEZN-FM	162	KFMB-AM	17	KFXD-AM	121	KGME-AM	15	KHIT-AM	128	KHYT-FM	62	KIOC-FM	131	KIYS-FM	280	KJOY-FM	88	KKDS-AM	32
KEZO-FM	74	KFMB-FM	17	KFXJ-FM	95	KGMG-FM	62	KHJ-AM	2	KHYZ-FM	135	KIOI-FM	4	KIYX-FM	234	KJQN-FM	32	KKDZ-AM	14
KEZP-FM	217	KFMD-FM	22	KFXN-AM	16	KGMS-AM	62	KHJZ-FM	7	KIAI-FM	282	KIOK-FM	211	KIZN-FM	121	KJQS-AM	32	KKEA-AM	61
KEZR-FM	30	KFME-FM	29	KFXR-AM	5	KGMX-FM	2	KHKI-FM	91	KIBG-FM	189	KION-AM	75	KIZS-FM	65	KJR-AM	14	KKEG-FM	151
KEZW-AM	22	KFMF-FM	195	KFXS-FM	268	KGMY-AM	144	KHKK-FM	122	KIBR-FM	92	KIOO-FM	104	KJAK-FM	180	KJR-FM	14	KKEQ-FM	277
KEZY-AM	28	KFMV-FM	42	KFXX-AM	24	KGMY-FM	144	KHKN-FM	85	KIBZ-FM	176	KIOT-FM	71	KJAV-FM	63	KJRB-AM	92	KKFM-FM	95
KEZZ-AM	126	KFMV-FM	100	KFXZ-FM	100	KGMZ-FM	61	KHKS-FM	5	KICR-FM	92	KIOU-AM	132	KJAY-AM	27	KJRG-AM	95	KKFN-AM	22
KFAB-AM	74	KFMW-FM	241	KFYI-AM	15	KGNB-AM	31	KHXX-FM	188	KICT-FM	95	KIOX-FM	7	KJBC-AM	188	KJSL-AM	20	KKFO-AM	68
KFAB-FM	220	KFMX-FM	180	KFYO-AM	180	KGNC-AM	193	KHLA-FM	218	KIDD-AM	75	KIOZ-FM	17	KJBN-AM	85	KJSN-FM	122	KKFR-FM	15
KFAD-FM	217	KFNI-AM	31	KFYR-AM	278	KGNC-FM	193	KHLL-FM	251	KIDI-FM	205	KIPR-FM	85	KJBX-FM	280	KJSR-FM	65	KKFS-FM	27
KFAL-AM	253	KFNK-FM	14	KFYV-FM	119	KGNW-AM	14	KHLP-AM	74	KIDO-AM	121	KIQI-AM	4	KJBZ-FM	215	KJTV-AM	180	KKGB-FM	218
KFAN-AM	16	KFNN-AM	15	KFYX-FM	255	KGO-AM	4	KHLS-FM	48	KIDR-AM	15	KIQK-FM	268	KJCB-AM	100	KJUG-AM	104	KKGL-FM	121
KFAQ-AM	65	KFNS-AM	20	KFZX-FM	188	KGOL-AM	7	KHMX-FM	7	KIDS-AM	144	KIQN-AM	32	KJCD-FM	22	KJUG-FM	104	KKGT-AM	24
KFAT-FM	175	KFNS-FM	20	KGA-AM	92	KGON-FM	24	KHNC-AM	126	KIEV-AM	2	KIQO-FM	170	KJCE-AM	42	KJUL-FM	39	KKHK-AM	29
KFAV-FM	20	KFNX-AM	15	KGAB-AM	281	KGOR-FM	74	KHNR-AM	61	KIFM-FM	17	KIQQ-AM	135	KJCY-FM	282	KJWL-FM	68	KKHQ-FM	241
KFAX-AM	4	KFNZ-AM	32	KGAM-AM	162	KGOT-FM	175	KHOC-FM	287	KIFS-FM	212	KIQQ-FM	135	KJDJ-AM	170	KJYE-FM	259	KKHR-FM	233
KFAY-AM	151	KFOG-FM	4	KGB-FM	17	KGRE-AM	126	KHOP-FM	122	KIGL-FM	151	KIRC-FM	53	KJEE-FM	199	KJYO-FM	53	KKHT-AM	7
KFAY-FM	151	KFON-AM	42	KGBC-AM	7	KGRR-FM	234	KHOT-FM	15	KIGN-FM	281	KIRL-AM	20	KJEF-AM	218	KJZI-FM	16	KKIM-AM	71
KFBC-AM	281	KFOR-AM	176	KGBT-AM	63	KGSS-FM	211	KHOV-FM	15	KIGS-AM	68	KIRO-AM	14	KJFA-FM	71	KJZS-FM	128	KKIQ-FM	4
KFBK-AM	27	KFOX-AM	2	KGBT-FM	63	KGSR-FM	42	KHOW-AM	22	KIHM-AM	128	KIRT-AM	63	KJFF-AM	20	KJZF-FM	107	KKIX-FM	151
KFBZ-FM	95	KFPB-FM	156	KGXB-FM	144	KGST-AM	68	KHPI-AM	28	KIHT-FM	20	KIRV-AM	68	KJFX-FM	68	KKAD-AM	24	KKJG-FM	170
KFDI-FM	95	KFPW-AM	174	KGBY-FM	27	KGTO-AM	65	KHPT-FM	7	KIID-AM	27	KISC-FM	92	KJHY-FM	121	KKAL-FM	170	KKJL-AM	170
KFEL-AM	248	KFQD-AM	175	KGDN-FM	211	KGU-AM	61	KHPY-AM	28	KIIM-FM	62	KISF-FM	39	KJJB-FM	100	KKAM-AM	180	KKJM-FM	222
KFFG-FM	4	KFQX-FM	233	KGDP-AM	205	KGUY-AM	24	KHQN-AM	32	KIIS-FM	2	KISN-FM	32	KJJC-FM	91	KKAR-AM	74	KKJT-FM	135
KFFM-FM	198	KFRC-AM	4	KGEE-FM	188	KGUY-AM	62	KHRA-AM	61	KIIX-AM	126	KISQ-FM	4	KJJD-AM	126	KKAT-FM	32	KKJW-FM	188
KFFN-AM	62	KFRC-FM	4	KGEM-AM	121	KGY-AM	14	KHRD-FM	227	KIIZ-FM	155	KISR-FM	174	KJLL-AM	281	KKBA-FM	134	KKJY-AM	71
KFGE-FM	176	KFRG-FM	28	KGEN-AM	104	KHAK-FM	209	KHRO-FM	78	KIKF-FM	284	KISS-FM	31	KJJY-FM	91	KKBB-FM	87	KKKK-FM	188

Station Calls to Market Rank

KKLA-FM 2	KKSB-FM 199	KLBN-FM 68	KLMP-FM 268	KLUP-AM 31	KMGZ-FM 269	KMRK-FM 188	KNCO-AM 27	KNRQ-FM 145	KOKC-AM 53
KKLB-FM 42	KKSF-FM 4	KLBP-AM 16	KLMS-AM 176	KLUR-FM 252	KMHK-FM 257	KMRQ-FM 122	KNCO-FM 27	KNRS-AM 32	KOKE-AM 42
KKLD-FM 156	KKSL-AM 24	KLBS-AM 189	KLMT-FM 257	KLUV-FM 5	KMHX-FM 107	KMRR-FM 15	KNCQ-FM 227	KNRY-AM 75	KOKO-FM 68
KKLH-FM 144	KKSM-AM 17	KLCA-FM 128	KLMZ-FM 255	KLVE-FM 2	KMIA-AM 15	KMRY-AM 209	KNDA-FM 134	KNSG-FM 265	KOKY-FM 85
KKLI-FM 96	KKSN-AM 24	KLCH-FM 229	KLNG-AM 74	KLVI-AM 131	KMIC-AM 7	KMSX-FM 85	KNDD-FM 14	KNSI-AM 222	KOKZ-FM 241
KKLL-AM 235	KKSN-FM 24	KLCI-FM 16	KLNO-FM 5	KLVL-AM 7	KMIK-AM 15	KMTL-AM 85	KNDE-FM 230	KNSS-AM 95	KOLA-FM 28
KKLO-AM 29	KKSR-FM 222	KLCL-AM 218	KLNT-AM 215	KLVO-FM 71	KMIQ-FM 134	KMTT-FM 14	KNDI-AM 61	KNST-AM 62	KOLE-AM 131
KKLS-AM 268	KKSS-FM 71	KLCN-AM 48	KLNV-FM 17	KLVZ-AM 22	KMIX-FM 88	KMUR-AM 65	KNDR-FM 278	KNSX-FM 20	KOLI-FM 252
KKLT-FM 15	KKST-FM 217	KLCX-FM 229	KLNZ-FM 15	KLXR-AM 227	KMJ-AM 68	KMUZ-AM 24	KNDZ-FM 257	KNTB-AM 14	KOLM-AM 229
KKLZ-FM 39	KKTK-AM 255	KLDC-AM 22	KLO-AM 32	KLXX-AM 278	KMJE-FM 195	KMVP-AM 15	KNEA-AM 280	KNTO-FM 189	KOLW-FM 211
KKMA-FM 262	KKTL-AM 287	KLDE-FM 7	KLOB-FM 162	KLYC-AM 24	KMJI-FM 255	KMXA-AM 22	KNEK-AM 100	KNUE-FM 147	KOLX-FM 174
KKMC-AM 75	KKTJ-AM 134	KLDJ-FM 202	KLOC-AM 122	KLYV-FM 234	KMJJ-FM 132	KMXB-FM 39	KNEK-FM 100	KNUJ-AM 265	KOLZ-FM 281
KKMG-FM 96	KKTX-FM 147	KLDZ-FM 212	KLOD-FM 156	KLYY-FM 2	KMKJ-FM 29	KMXD-FM 91	KNEM-AM 232	KNUJ-FM 265	KOMA-AM 53
KKMJ-FM 42	KKUL-FM 176	KLEC-FM 85	KLOK-AM 30	KLZ-AM 22	KMJM-AM 209	KMXF-FM 151	KNEV-FM 128	KNUS-AM 22	KOMA-FM 53
KKMK-FM 268	KKUS-FM 147	KLEF-FM 175	KLOK-FM 75	KLZK-FM 180	KMJM-FM 20	KMXG-FM 141	KNEW-AM 4	KNUU-AM 39	KOMB-FM 232
KKMO-AM 14	KKUU-FM 162	KLEN-FM 281	KLOL-FM 7	KLZR-FM 190	KMJQ-FM 7	KMXI-FM 195	KNEX-FM 215	KNVO-FM 63	KOMG-FM 144
KKMS-AM 16	KKUZ-AM 174	KLES-FM 198	KLOQ-FM 189	KLZZ-FM 222	KMJR-FM 134	KMXJ-FM 193	KNFM-FM 188	KNWQ-AM 162	KOMJ-AM 74
KKMY-FM 131	KKVV-AM 39	KLEX-AM 29	KLOS-FM 2	KMAG-FM 174	KMJV-FM 75	KMXK-FM 222	KNFX-AM 229	KNWX-AM 14	KOMO-AM 14
KKND-FM 44	KKWD-FM 53	KLEY-FM 31	KLOU-FM 20	KMAJ-AM 190	KMJX-FM 85	KMXL-FM 235	KNFX-FM 230	KNWZ-AM 162	KOMP-FM 39
KKNG-FM 53	KKWY-AM 281	KLFB-AM 180	KLPW-AM 20	KMAJ-FM 190	KMKF-FM 190	KMXO-AM 233	KNGS-FM 68	KNX-AM 2	KOMR-FM 15
KKNN-FM 259	KKXL-AM 277	KLFE-AM 14	KLPW-FM 20	KMAK-FM 68	KMKI-AM 5	KMXP-FM 15	KNGT-FM 31	KNXR-FM 229	KOMS-FM 174
KKNO-AM 44	KKXL-FM 277	KLFF-AM 170	KLPX-FM 62	KMAP-AM 87	KMKY-AM 4	KMXR-FM 134	KNHK-FM 128	KNXX-FM 83	KOMY-AM 75
KKNS-AM 71	KKXO-AM 145	KLFJ-AM 144	KLQV-FM 17	KMAZ-FM 63	KMLA-FM 119	KMXS-FM 175	KNIK-FM 175	KNZR-AM 87	KONA-AM 211
KKNT-AM 15	KKXS-AM 227	KLFM-FM 284	KLRG-AM 85	KMBS-AM 251	KMLB-AM 251	KMXU-FM 32	KNIN-FM 252	KNZZ-AM 259	KONA-FM 211
KKNU-FM 145	KKXX-AM 195	KLFX-FM 155	KLRK-FM 194	KMBX-AM 75	KMLD-FM 287	KMXV-FM 29	KNIR-AM 100	KOA-AM 22	KONE-FM 180
KKNW-AM 14	KKXX-FM 87	KLHB-FM 134	KLRM-FM 170	KMBY-FM 75	KMLE-FM 15	KMXW-FM 95	KNIX-FM 15	KOAI-FM 5	KONO-AM 31
KKNX-AM 145	KKYD-FM 190	KLHT-AM 61	KLRS-FM 195	KMBZ-AM 29	KMML-FM 193	KMYX-FM 259	KNJY-AM 121	KOAS-FM 39	KONO-FM 31
KKOB-AM 71	KKYR-FM 255	KLIB-AM 27	KLRX-FM 91	KMCK-FM 151	KMMM-FM 68	KMXZ-FM 62	KNKN-FM 248	KOBT-FM 7	KOOC-FM 155
KKOB-FM 71	KKYS-FM 230	KLIC-AM 251	KLSK-FM 240	KMCM-FM 188	KMMX-FM 180	KMYI-FM 17	KNKT-FM 71	KOCL-FM 17	KOOI-FM 147
KKOH-AM 128	KKYX-AM 31	KLIF-AM 5	KLSQ-AM 39	KMDG-FM 32	KMNA-FM 198	KMYL-AM 15	KNLT-FM 211	KOCN-FM 75	KOOJ-FM 83
KKOL-AM 14	KKYY-AM 262	KLIH-AM 85	KLSS-FM 282	KMDL-FM 100	KMND-AM 188	KMYR-AM 95	KNML-AM 71	KOCP-FM 119	KOOL-FM 15
KKOW-AM 232	KKZN-AM 22	KLIL-FM 217	KLSX-FM 2	KMDO-AM 232	KMNS-AM 262	KMYX-AM 87	KNMO-FM 232	KODA-FM 7	KOOR-AM 68
KKOW-FM 232	KKZR-FM 85	KLIN-AM 176	KLSY-FM 14	KMDX-FM 273	KMNY-AM 2	KMYX-FM 87	KNND-AM 145	KODJ-FM 32	KOQL-FM 253
KKOY-AM 232	KKZX-FM 92	KLIP-FM 251	KLSZ-FM 174	KMED-AM 212	KMOD-FM 65	KMYZ-FM 65	KNNN-FM 227	KODM-FM 188	KOQO-FM 68
KKOY-FM 232	KKZZ-AM 119	KLIT-FM 2	KLTA-FM 220	KMEL-FM 4	KMOM-FM 96	KMYZ-FM 65	KNOE-AM 251	KODS-FM 128	KORA-FM 230
KKPL-FM 126	KLAA-FM 217	KLIV-AM 30	KLTB-FM 121	KMET-AM 28	KMON-AM 284	KMZK-AM 257	KNOE-FM 251	KODZ-FM 145	KORB-FM 141
KKPN-FM 134	KLAC-AM 2	KLJT-FM 147	KLTD-FM 155	KMEZ-FM 44	KMON-FM 284	KMZQ-FM 39	KNOF-FM 16	KOEL-FM 241	KORD-FM 211
KKPS-FM 63	KLAL-FM 85	KLKC-AM 232	KLTG-FM 134	KMFC-FM 253	KMOQ-FM 235	KMZT-AM 4	KNOR-FM 5	KOES-FM 233	KORE-AM 145
KKPT-FM 85	KLAQ-FM 78	KLKC-FM 232	KLTH-FM 24	KMFJ-AM 229	KMOX-AM 20	KMZT-FM 2	KNOT-AM 156	KOFC-AM 151	KORL-AM 61
KKPZ-AM 24	KLAR-AM 215	KLKK-FM 282	KLTI-FM 91	KMFX-FM 229	KMOZ-FM 259	KNAX-AM 5	KNOT-FM 156	KOFX-FM 78	KORQ-FM 233
KKQZ-FM 126	KLAT-AM 7	KLKL-FM 132	KLTN-FM 7	KMGA-FM 71	KMPC-AM 2	KNBO-AM 255	KNOU-FM 44	KOGM-FM 100	KOSE-AM 48
KKRD-FM 95	KLAV-AM 39	KLLB-AM 32	KLTO-FM 7	KMGE-FM 145	KMPH-FM 68	KNBR-AM 4	KNOX-AM 277	KOGO-AM 17	KOSI-FM 22
KKRN-FM 85	KLAW-FM 269	KLLC-FM 4	KLTQ-FM 74	KMGJ-FM 259	KMPS-FM 14	KNBT-FM 31	KNOX-FM 277	KOGT-AM 131	KOSO-FM 122
KKRQ-FM 209	KLAX-FM 2	KLLI-FM 5	KLTT-AM 22	KMGL-FM 53	KMQA-FM 104	KNCB-AM 132	KNRB-FM 255	KOHT-FM 62	KOSR-AM 74
KKRW-FM 7	KLAY-AM 14	KLLL-FM 180	KLTX-AM 2	KMGN-FM 156	KMRB-AM 2	KNCB-AM 132	KNRC-AM 22	KOIL-AM 74	KOST-FM 74
KKRX-AM 269	KLBB-AM 16	KLLY-FM 87	KLTY-FM 5	KMGQ-FM 199	KMRF-AM 144	KNCE-FM 233	KNRJ-AM 15	KOIT-AM 4	KOST-FM 2
KKRZ-FM 24	KLBJ-AM 42	KLMM-FM 170	KLUC-FM 39	KMGV-FM 68	KMRI-AM 32	KNCI-FM 27	KNRK-FM 24	KOIT-FM 4	KOSY-AM 255
KKSA-AM 273	KLBJ-FM 42	KLMO-AM 22	KLUN-FM 170	KMGW-FM 287	KMRJ-FM 162	KNCN-FM 134	KNRO-AM 227	KOKA-AM 132	KOSY-FM 32

Table 5

Station Calls to Market Rank

KTFS-AM 255	KTPK-FM 190	KUDL-FM 29	KVFG-FM 135	KVYN-FM 4	KWNZ-FM 128	KXEM-AM 15	KXRS-FM 28	KYKZ-FM 218	KZEP-FM 31
KTFW-AM 5	KTPZ-FM 121	KUDO-AM 175	KVGS-FM 39	KWAC-AM 87	KWOD-FM 27	KXEN-AM 20	KXRX-FM 211	KYLA-FM 132	KZEY-AM 147
KTFW-FM 5	KTRB-AM 122	KUFO-FM 24	KVI-AM 14	KWAI-AM 61	KWOF-AM 241	KXEQ-AM 128	KXSB-FM 28	KYLD-FM 4	KZFM-FM 134
KTFX-AM 65	KTRC-AM 240	KUFX-FM 30	KVIL-FM 5	KWAM-AM 48	KWOL-FM 68	KXEW-AM 62	KXSS-AM 222	KYLZ-FM 71	KZFO-FM 68
KTGE-AM 75	KTRH-AM 7	KUGN-AM 145	KVIN-AM 122	KWAS-AM 235	KWOM-AM 16	KXEX-AM 68	KXTA-AM 2	KYMG-FM 175	KZFX-AM 75
KTGL-FM 176	KTRR-AM 126	KUHD-AM 131	KVIP-AM 227	KWAV-FM 75	KWOW-FM 194	KXEZ-FM 5	KXTD-AM 65	KYMX-FM 27	KZGL-FM 156
KTGR-AM 253	KTRS-AM 20	KUHL-AM 205	KVIP-FM 227	KWAY-AM 241	KWPZ-FM 14	KXFG-FM 28	KXTE-FM 39	KYND-AM 7	KZHR-FM 211
KTHI-FM 121	KTRS-FM 287	KUIC-FM 4	KVIV-AM 78	KWAY-FM 241	KWRD-FM 5	KXFM-FM 205	KXTK-AM 170	KYNF-FM 151	KZHT-FM 32
KTHT-FM 7	KTRW-AM 92	KUIK-AM 24	KVJM-FM 230	KWBY-AM 24	KWRE-AM 20	KXFX-FM 107	KXTM-FM 134	KYNO-AM 68	KZIA-FM 209
KTHU-FM 195	KTSA-AM 31	KUJ-FM 211	KVJY-AM 63	KWDB-AM 14	KWRM-AM 28	KXGE-FM 234	KXTN-AM 31	KYNR-AM 198	KZII-FM 180
KTHX-FM 128	KTSE-FM 122	KUJZ-FM 145	KVJZ-FM 91	KWDF-AM 217	KWRN-AM 135	KXGF-AM 284	KXTN-FM 31	KYNS-AM 170	KZIO-FM 202
KTIE-AM 2	KTSL-FM 92	KULL-FM 233	KVKI-FM 132	KWDZ-AM 32	KWRP-FM 28	KXGJ-FM 7	KXTO-AM 128	KYOK-AM 7	KZIP-AM 193
KTIK-AM 121	KTSM-AM 78	KUMU-AM 61	KVLO-FM 85	KWEB-AM 229	KWRT-FM 253	KXGL-FM 193	KXTQ-FM 180	KYOR-FM 162	KZIZ-AM 14
KTIP-AM 104	KTSM-FM 78	KUMU-FM 61	KVLY-FM 63	KWED-AM 31	KWRU-AM 68	KXHT-FM 48	KXTR-AM 29	KYOS-AM 189	KZKE-FM 156
KTIQ-AM 189	KTSO-FM 65	KUNA-FM 162	KVMI-FM 220	KWEI-FM 121	KWRW-FM 147	KXIC-AM 209	KXTS-FM 107	KYOT-FM 15	KZKS-FM 259
KTJM-FM 7	KTST-FM 53	KUNO-AM 134	KVMX-FM 24	KWEL-AM 188	KWSL-AM 262	KXJM-FM 24	KXTZ-FM 170	KYPA-AM 2	KZKX-FM 176
KTKC-FM 132	KTTA-FM 27	KUNX-AM 119	KVNA-AM 156	KWEN-FM 65	KWSR-FM 170	KXKC-FM 100	KXUS-FM 144	KYPT-FM 14	KZKZ-FM 174
KTKE-FM 27	KTTB-FM 16	KUOA-AM 151	KVNA-FM 156	KWFM-FM 62	KWSZ-FM 205	KXKL-FM 22	KXXM-FM 31	KYQQ-FM 95	KZLA-FM 2
KTKK-AM 32	KTTH-AM 14	KUOL-AM 42	KVNI-AM 92	KWFR-FM 273	KWTO-AM 144	KXKS-AM 71	KXXO-FM 14	KYSM-FM 265	KZLG-FM 217
KTKR-AM 31	KTTP-AM 217	KUPD-FM 15	KVNR-AM 2	KWFS-AM 252	KWTO-FM 144	KXKS-FM 132	KXXR-FM 16	KYSM-FM 265	KZLK-FM 268
KTKT-AM 62	KTTS-FM 144	KUPL-AM 24	KVOC-AM 287	KWFS-FM 252	KWTX-AM 194	KXKT-FM 74	KXXS-FM 42	KYSR-FM 2	KZLT-FM 277
KTKY-FM 134	KTTX-FM 230	KUPL-FM 24	KVOI-AM 62	KWG-AM 88	KWTX-FM 194	KXKZ-FM 251	KXXY-FM 53	KYST-AM 7	KZLZ-FM 62
KTKZ-AM 27	KTUC-AM 62	KURB-FM 85	KVOL-AM 100	KWGL-FM 259	KWVE-FM 2	KXL-AM 24	KXXZ-FM 135	KYTC-FM 282	KZMG-FM 121
KTLI-FM 96	KTUI-AM 20	KURL-AM 257	KVON-AM 4	KWHL-FM 175	KWWJ-AM 7	KXLI-AM 92	KXYZ-AM 7	KYW-AM 6	KZMP-AM 5
KTLK-AM 199	KTUI-FM 20	KURM-AM 151	KVOO-FM 65	KWHN-AM 174	KWWK-FM 229	KXLM-FM 119	KXZZ-AM 218	KYWD-FM 128	KZMP-FM 5
KTLR-AM 53	KTUX-FM 132	KURM-FM 151	KVOR-AM 96	KWIC-FM 190	KWWR-FM 253	KXLP-FM 265	KYAA-AM 75	KYWL-FM 92	KZMZ-FM 217
KTLU-AM 147	KTUZ-FM 53	KURQ-FM 170	KVOX-AM 220	KWID-FM 39	KWWV-FM 170	KXLQ-AM 91	KYAK-AM 198	KYXE-AM 198	KZNE-AM 230
KTLV-AM 53	KTWO-AM 287	KURR-FM 32	KVOX-FM 220	KWIL-AM 145	KWXD-FM 235	KXLT-FM 121	KYAL-AM 65	KYXY-FM 17	KZNM-FM 71
KTME-AM 205	KTWV-FM 2	KURS-AM 17	KVOZ-AM 215	KWIN-FM 88	KWXY-AM 162	KXLY-AM 92	KYBA-FM 229	KYYA-FM 257	KZNS-AM 32
KTMM-AM 259	KTXC-FM 188	KURV-AM 63	KVRD-FM 156	KWIP-AM 24	KWXY-FM 162	KXLY-FM 92	KYBC-AM 156	KYYI-FM 252	KZNT-AM 96
KTMS-AM 199	KTXR-FM 144	KUSJ-FM 155	KVRP-AM 233	KWIZ-FM 2	KWYD-AM 96	KXME-FM 61	KYCA-AM 156	KYYK-FM 147	KZOK-FM 14
KTMT-AM 212	KTXY-FM 253	KUST-FM 7	KVRP-FM 233	KWJJ-FM 24	KWYE-FM 68	KXMR-AM 278	KYCK-FM 277	KYYF-FM 29	KZOL-FM 68
KTMT-FM 212	KTXZ-AM 42	KUTI-AM 198	KVRV-FM 107	KWJL-AM 2	KWYL-FM 128	KXMX-AM 2	KYCR-AM 16	KYYY-FM 278	KZON-FM 15
KTNO-AM 5	KTYD-FM 199	KUTY-AM 2	KVRW-FM 269	KWJM-FM 251	KWYY-FM 287	KXNA-FM 151	KYCW-AM 14	KYZS-AM 147	KZOO-AM 61
KTNQ-AM 2	KTYL-FM 147	KUUL-FM 141	KVSF-AM 240	KWJZ-FM 14	KWYZ-AM 14	KXNO-AM 91	KYCY-AM 4	KYZX-FM 96	KZOZ-FM 170
KTNZ-AM 193	KTYM-AM 2	KUUU-FM 32	KVSN-AM 14	KWKC-AM 233	KXAC-FM 265	KXNT-AM 39	KYDZ-AM 74	KYZZ-FM 273	KZPK-FM 222
KTOB-AM 107	KTYS-FM 5	KUYL-AM 88	KVSP-AM 53	KWKD-FM 32	KXAL-FM 147	KXOA-FM 27	KYET-AM 156	KZAB-FM 2	KZPL-FM 29
KTOD-AM 85	KTZN-AM 175	KUYO-AM 287	KVST-FM 7	KWKH-AM 132	KXAM-AM 15	KXOJ-FM 65	KYFX-FM 85	KZAP-FM 195	KZPO-FM 104
KTOE-AM 265	KTZO-FM 71	KUZZ-AM 87	KVTA-AM 119	KWKU-AM 2	KXAZ-FM 156	KXOL-FM 2	KYGL-FM 255	KZAR-AM 151	KZPS-FM 5
KTOK-AM 53	KTZR-AM 62	KUZZ-FM 87	KVTO-AM 4	KWKW-AM 2	KXBL-FM 65	KXPA-AM 14	KYGO-FM 22	KZBA-FM 28	KZPT-FM 62
KTOL-FM 107	KTZZ-FM 284	KVBL-AM 68	KVUU-FM 96	KWKY-AM 91	KXCA-AM 269	KXPK-FM 22	KYHN-AM 174	KZBB-FM 174	KZQQ-AM 233
KTOM-FM 75	KUAD-FM 126	KVDW-AM 85	KVVA-FM 15	KWLO-AM 241	KXCS-FM 230	KXPL-AM 78	KYIS-FM 53	KZBD-FM 92	KZRA-AM 151
KTON-AM 155	KUBB-FM 189	KVEC-AM 170	KVVF-FM 71	KWLR-FM 85	KXDC-FM 22	KXPS-AM 162	KYIX-FM 195	KZBN-AM 199	KZRB-FM 255
KTOP-AM 190	KUBE-FM 14	KVEE-FM 218	KVVN-FM 30	KWMO-AM 20	KXDD-FM 198	KXPT-FM 39	KYIZ-AM 14	KZBR-FM 4	KZRK-AM 193
KTOQ-AM 268	KUBL-FM 32	KVEG-FM 39	KVVN-FM 284	KVMX-FM 156	KXDG-FM 235	KXQX-FM 104	KYKN-AM 24	KZCD-FM 269	KZRF-FM 193
KTOY-FM 255	KUBR-AM 63	KVEN-AM 119	KVVS-FM 2	KWNN-FM 122	KXDZ-FM 170	KXRE-AM 96	KYKR-FM 131	KZDC-AM 31	KZRR-FM 144
KTOZ-AM 144	KUCD-FM 61	KVET-AM 42	KVVY-AM 189	KWNR-FM 39	KXEG-AM 15	KXRR-FM 251	KYKX-FM 147	KZEE-AM 5	KZRR-FM 71
KTOZ-FM 144	KUDD-FM 32	KVET-FM 42	KVVZ-AM 233	KWNX-AM 42	KXEL-AM 241		KYKY-FM 20	KZEL-FM 145	KZRV-FM 257

Station Calls to Market Rank

KZRZ-FM	251	WACA-AM	8	WAIB-FM	161	WAMT-FM	69	WATJ-AM	25	WBAM-FM	150	WBEY-FM	148	WBLI-FM	18	WBRV-AM	159	WBXB-FM	249
KZSA-FM	27	WACC-AM	12	WAIM-AM	59	WAMV-AM	110	WATN-AM	271	WBAP-AM	5	WBFA-FM	181	WBLK-FM	51	WBRV-FM	159	WBXE-FM	276
KZSF-AM	30	WACE-AM	81	WAIT-AM	3	WAMX-FM	152	WATO-AM	72	WBAR-AM	98	WBFB-FM	214	WBLM-FM	165	WBRW-FM	221	WBXQ-FM	256
KZSJ-AM	30	WACF-FM	200	WAIV-FM	138	WAMY-AM	185	WATQ-FM	244	WBAT-AM	201	WBFFJ-AM	43	WBLO-FM	55	WBXX-FM	118	WBXR-AM	118
KZSN-FM	95	WACK-AM	54	WAJD-AM	86	WAMZ-FM	55	WATV-AM	57	WBAV-FM	37	WBFM-FM	266	WBLR-AM	90	WBSL-AM	136	WBXX-FM	254
KZSP-FM	63	WACL-FM	264	WAJF-AM	118	WANG-AM	84	WATX-AM	276	WBAX-AM	69	WBFX-FM	66	WBLS-FM	1	WBSM-AM	172	WBXY-FM	86
KZSR-FM	262	WACM-AM	81	WAJI-FM	103	WANG-FM	84	WAUG-AM	46	WBAZ-FM	18	WBGA-FM	286	WBLT-AM	110	WBSR-AM	124	WBYA-FM	214
KZST-FM	107	WACO-FM	194	WAJR-AM	195	WANR-AM	112	WAUK-AM	33	WBBB-FM	46	WGBB-FM	50	WBLX-FM	93	WBSX-FM	69	WBYE-AM	57
KZTA-FM	198	WACR-AM	258	WAJR-FM	196	WANS-AM	59	WAUN-FM	187	WBBD-AM	239	WGBF-FM	47	WBMD-AM	19	WBT-AM	37	WBYL-FM	260
KZTB-FM	211	WACR-FM	258	WAJV-FM	258	WANT-FM	45	WAVA-FM	8	WBBE-FM	83	WGGG-AM	23	WBMJ-AM	13	WBT-FM	37	WBYN-FM	133
KZTD-AM	85	WACT-AM	228	WAJY-FM	109	WANZ-FM	228	WAVC-FM	192	WBBF-FM	54	WGGG-FM	12	WBML-AM	154	WBTA-AM	54	WBYR-FM	103
KZTR-FM	230	WACV-AM	150	WAJZ-FM	64	WAOA-FM	99	WAVF-FM	89	WBBG-FM	112	WBGJ-FM	159	WBMQ-AM	158	WBTB-AM	84	WBYT-FM	143
KZTS-AM	198	WADB-AM	52	WAKB-FM	109	WAOA-FM	50	WAVG-AM	55	WBBI-FM	179	WBGK-FM	159	WBMW-FM	173	WBTB-FM	102	WBYT-FM	171
KZTU-AM	145	WADC-AM	242	WAKE-AM	3	WAOK-AM	11	WAVH-FM	93	WBBL-AM	66	WBGK-FM	159	WBMX-FM	9	WBTG-AM	246	WBYU-AM	44
KZUE-AM	53	WADK-AM	34	WAKM-AM	45	WAOL-FM	26	WAVN-AM	48	WBBM-AM	3	WBGK-FM	159	WBMX-FM	9	WBTG-AM	246	WBYU-AM	44
KZUA-FM	218	WADK-FM	34	WAKR-AM	73	WAOR-FM	171	WAVO-AM	37	WBBM-FM	3	WBGK-FM	159	WBMX-FM	9	WBTG-AM	246	WBYU-AM	44
KZXR-AM	211	WADM-AM	103	WAKS-FM	25	WAOS-AM	11	WAVP-AM	275	WBBN-FM	223	WBGX-AM	3	WBNQ-FM	237	WBTJ-FM	56	WBYZ-AM	9
KZXY-FM	135	WADO-AM	1	WAKU-FM	161	WAPA-AM	13	WAVR-FM	179	WBBO-FM	52	WBGZ-AM	20	WBNR-AM	163	WBTJ-FM	56	WBYZ-AM	9
KZZB-AM	131	WADR-AM	159	WAKW-FM	26	WAPE-FM	50	WAVS-AM	12	WBBP-AM	48	WBHB-FM	264	WBNS-AM	35	WBTR-FM	11	WBZA-FM	54
KZZE-FM	212	WADS-AM	117	WAKX-FM	34	WAPI-AM	57	WAVV-FM	67	WBBQ-FM	109	WBHD-FM	69	WBNS-FM	35	WBTS-FM	11	WBZA-FM	54
KZZM-FM	211	WADV-AM	79	WAKZ-FM	112	WAPL-FM	137	WAVW-FM	111	WBBR-AM	1	WBHF-AM	11	WBNS-FM	35	WBTT-FM	67	WBZE-FM	161
KZZO-FM	27	WAEB-AM	70	WALC-FM	89	WAPZ-AM	150	WAVZ-AM	108	WBBS-FM	80	WBHH-FM	40	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
KZZP-FM	15	WAEB-FM	70	WALE-AM	34	WAQI-AM	12	WAWZ-FM	36	WBBS-FM	80	WBHH-FM	40	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
KZZQ-FM	91	WAEK-AM	11	WALG-AM	263	WAQX-FM	80	WAXE-AM	111	WBBT-FM	56	WBHJ-FM	57	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
KZZT-FM	253	WAEK-FM	109	WALK-AM	18	WAQY-FM	81	WAXI-FM	200	WBBW-AM	112	WBHK-FM	57	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
KZZU-FM	92	WAL-AM	13	WALK-FM	18	WAQZ-FM	26	WAXQ-FM	1	WBBY-FM	21	WBHP-AM	118	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WAAA-AM	43	WAL-AM	13	WALL-AM	149	WARE-AM	81	WAXS-FM	283	WBBC-AM	6	WBHT-FM	69	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WAAF-FM	9	WAEV-FM	158	WALO-AM	13	WARK-AM	169	WAXX-FM	244	WBBC-AM	6	WBHT-FM	69	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WAAI-FM	148	WAEV-AM	270	WALR-AM	11	WARL-AM	34	WAXY-AM	12	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WAAL-FM	179	WAEZ-FM	101	WALR-FM	11	WARM-AM	69	WAXZ-FM	26	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WAAM-AM	146	WAF-AM	47	WALT-AM	285	WARM-FM	106	WAYE-AM	57	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WAAV-AM	178	WAF-AM	47	WALT-AM	285	WARM-FM	106	WAYE-AM	57	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WAAW-FM	109	WAF-AM	47	WALT-AM	285	WARM-FM	106	WAYE-AM	57	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WAAZ-FM	219	WAF-AM	47	WALT-AM	285	WARM-FM	106	WAYE-AM	57	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WABA-AM	13	WAF-AM	47	WALT-AM	285	WARM-FM	106	WAYE-AM	57	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WABB-AM	93	WAF-AM	47	WALT-AM	285	WARM-FM	106	WAYE-AM	57	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WABB-FM	93	WAF-AM	47	WALT-AM	285	WARM-FM	106	WAYE-AM	57	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WABC-AM	1	WAG-AM	8	WAMF-AM	80	WASB-AM	54	WAZO-FM	178	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WABF-AM	93	WAG-AM	8	WAMF-AM	80	WASB-AM	54	WAZO-FM	178	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WABH-AM	213	WAG-AM	8	WAMF-AM	80	WASB-AM	54	WAZO-FM	178	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WABI-AM	214	WAG-AM	8	WAMF-AM	80	WASB-AM	54	WAZO-FM	178	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WABK-FM	261	WAGH-FM	181	WAMM-AM	226	WASK-AM	236	WAZX-AM	11	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WABN-AM	101	WAGI-FM	59	WAMN-AM	270	WASK-FM	236	WAZY-FM	236	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WABQ-AM	25	WAGR-AM	127	WAMO-AM	23	WASN-AM	112	WAZZ-AM	127	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WABS-AM	8	WAHI-AM	72	WAMO-FM	23	WASO-AM	44	WBAB-FM	18	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WABT-FM	64	WAHL-FM	9	WAMR-AM	77	WASP-AM	23	WBAE-AM	165	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WABX-FM	157	WAHR-FM	118	WAMR-FM	12	WATB-AM	11	WBAG-AM	43	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210
WABY-AM	64	WAHT-AM	59	WAMS-AM	76	WATD-FM	9	WBAL-AM	19	WBCE-FM	246	WBHV-FM	247	WBNS-FM	35	WBTT-FM	67	WBZF-FM	210

Station Calls to Market Rank

WCBS-AM	1	WCIF-FM	99	WCNS-AM	23	WCUE-AM	73	WDCG-FM	46	WDKN-AM	45	WDSM-AM	202	WEDG-FM	51	WEMP-AM	33	WEXS-AM	13
WCBS-FM	1	WCIL-AM	231	WCNW-AM	26	WCUM-AM	117	WDCI-FM	196	WDKR-FM	267	WDSS-AM	66	WEDJ-FM	41	WEMR-AM	69	WEXT-FM	33
WCBW-AM	20	WCIL-FM	231	WCNZ-AM	67	WCVC-AM	161	WDCT-AM	8	WDKS-FM	157	WDST-FM	163	WEDO-AM	23	WEMX-FM	83	WEXY-AM	12
WCBZ-FM	84	WCIN-AM	26	WCOA-AM	124	WCVG-AM	26	WDCW-AM	80	WDKX-FM	54	WDSY-FM	23	WEDR-FM	12	WENA-AM	13	WEYE-FM	101
WCCC-FM	49	WCIR-FM	283	WCOC-AM	57	WCVO-FM	35	WDCX-FM	51	WDLB-AM	168	WDTH-FM	138	WEEC-FM	58	WEND-FM	37	WEYZ-AM	164
WCCD-AM	25	WCIZ-FM	271	WCOD-FM	183	WCVQ-FM	204	WDCY-AM	11	WDLA-AM	149	WDTJ-FM	10	WEEF-AM	3	WENE-AM	179	WEZB-FM	44
WCCG-FM	127	WCJC-FM	201	WCOG-AM	43	WCVR-FM	139	WDCZ-FM	54	WDLR-AM	169	WDTW-FM	10	WEEG-FM	130	WENG-AM	77	WEZE-AM	9
WCCL-FM	184	WCJZ-FM	97	WCOH-AM	11	WCVS-FM	206	WDDC-FM	97	WDLR-AM	35	WDUF-AM	101	WEEI-AM	9	WENN-FM	57	WEZF-FM	139
WCCM-AM	9	WCKG-FM	3	WCOJ-AM	6	WCVT-FM	139	WDDD-AM	231	WDLT-AM	93	WDUR-AM	46	WEEI-AM	239	WENO-AM	45	WEZL-FM	89
WCCO-AM	16	WCKI-AM	59	WCOL-AM	35	WCWA-AM	82	WDDD-AM	231	WDLT-AM	93	WDUV-FM	21	WEEO-AM	79	WENS-FM	41	WEZN-FM	117
WCCP-FM	59	WCKM-FM	64	WCOL-FM	35	WCWI-FM	69	WDDO-AM	154	WDLW-AM	25	WDUZ-FM	187	WEEO-FM	169	WENU-AM	64	WEZQ-FM	214
WCCQ-FM	3	WCKO-AM	40	WCOO-FM	89	WCWQ-FM	69	WDDV-FM	77	WDLX-AM	84	WDVD-FM	10	WEEU-AM	133	WENY-AM	213	WEZV-FM	167
WCCW-AM	192	WCKR-FM	213	WCOF-FM	154	WCWY-FM	69	WDDY-AM	64	WDMK-FM	10	WDVE-FM	23	WEEY-AM	70	WENY-FM	213	WEZW-AM	261
WCCW-FM	192	WCKT-FM	67	WCOR-AM	45	WCXI-AM	125	WDDZ-AM	34	WDMN-AM	82	WDVM-AM	244	WEEZ-AM	223	WENZ-FM	25	WEZX-FM	69
WCDA-FM	102	WCKW-AM	44	WCOS-AM	90	WCXL-FM	249	WDEF-AM	105	WDMP-AM	97	WDVT-FM	183	WEEZ-AM	225	WEOA-AM	157	WEZY-FM	33
WCDA-FM	102	WCKW-AM	44	WCOS-AM	90	WCXO-FM	20	WDEF-AM	105	WDMP-AM	97	WDWD-AM	11	WEFL-AM	47	WEOK-AM	163	WFAD-AM	139
WCDS-AM	208	WCKX-FM	35	WCPC-AM	185	WCXT-FM	225	WDEK-FM	3	WDMT-FM	69	WDWS-AM	216	WEFX-FM	142	WEOL-AM	25	WFAF-FM	60
WCDW-FM	179	WCKY-AM	26	WCPK-AM	40	WCYI-FM	165	WDEL-AM	76	WDMV-AM	148	WDXB-FM	57	WEGC-FM	263	WEPG-AM	105	WFAI-AM	76
WCDX-FM	56	WCKZ-FM	103	WCPR-FM	136	WCYK-FM	224	WDEN-AM	154	WDMX-FM	242	WDXI-AM	279	WEGE-FM	35	WEPN-AM	1	WFAM-AM	109
WCEC-AM	116	WCLB-AM	266	WCPV-FM	139	WCYY-FM	165	WDEN-FM	154	WDNC-AM	46	WDXZ-AM	93	WEGM-FM	13	WEQX-FM	64	WFAN-AM	1
WCEN-FM	130	WCLG-AM	196	WCQV-AM	110	WCZI-FM	84	WDEO-AM	146	WDND-AM	171	WDYL-FM	56	WEGO-AM	37	WERC-AM	57	WFAS-AM	60
WCEO-AM	90	WCLG-FM	196	WCRB-FM	9	WCZQ-FM	267	WDEP-AM	13	WDNS-FM	208	WDYZ-AM	38	WEGR-FM	48	WERE-AM	25	WFAS-FM	60
WCER-AM	129	WCLI-AM	213	WCRI-FM	34	WCZR-FM	111	WDER-AM	186	WDNY-AM	54	WDZ-AM	267	WEGT-FM	161	WERK-FM	201	WFAT-FM	182
WCEV-AM	3	WCLM-AM	56	WCRL-AM	57	WCZT-FM	138	WDEV-FM	139	WDNY-FM	54	WDZD-FM	178	WEGW-FM	239	WERO-FM	84	WFAU-AM	261
WCFB-FM	38	WCLN-FM	127	WCRM-AM	67	WCZW-FM	192	WDEX-AM	37	WDNZ-AM	46	WDZK-AM	49	WEGX-FM	210	WERQ-FM	19	WFAX-AM	8
WCFI-AM	86	WCLT-AM	35	WCRN-AM	114	WCZX-FM	163	WDEZ-FM	168	WDOD-AM	105	WDZQ-FM	267	WEHH-AM	213	WERR-FM	13	WFAY-AM	127
WCFJ-AM	3	WCLT-FM	35	WCRO-AM	184	WDAB-AM	59	WDFN-AM	10	WDOD-FM	105	WDZY-AM	56	WEHM-FM	18	WERV-FM	3	WFBC-FM	59
WCFW-FM	244	WCLU-AM	208	WCRV-AM	48	WDAC-FM	115	WDGG-FM	152	WDOH-FM	243	WZZZ-FM	125	WEIB-FM	81	WERX-FM	249	WFBE-FM	125
WCGB-AM	13	WCLU-FM	208	WCRY-AM	46	WDAE-AM	21	WDGL-FM	83	WDOK-FM	25	WEAE-AM	23	WEIM-AM	9	WERZ-FM	116	WFBG-AM	256
WCGC-AM	37	WCLV-FM	25	WCRZ-FM	125	WDAF-FM	29	WDGM-FM	228	WDOT-FM	139	WEAL-AM	43	WEJL-AM	69	WESB-AM	207	WFBM-AM	80
WCGL-AM	50	WCLX-FM	139	WCSJ-AM	3	WDAI-AM	167	WDGY-AM	16	WDOX-FM	138	WEAM-AM	181	WEJT-FM	267	WESC-FM	59	WFBQ-FM	41
WCGO-AM	3	WCLY-AM	46	WCSL-AM	37	WDAK-AM	181	WDHA-FM	113	WDPC-AM	11	WEAM-FM	181	WEJZ-FM	50	WESE-FM	185	WFBM-AM	69
WCGQ-FM	181	WCLZ-FM	165	WCSN-AM	3	WDAO-AM	58	WDHT-FM	58	WDPN-AM	129	WEAQ-AM	244	WEKL-FM	109	WESL-AM	20	WFBX-FM	238
WCGR-AM	54	WCMA-FM	13	WCSN-FM	93	WDAQ-FM	197	WDIA-AM	48	WDPT-FM	58	WEAS-FM	158	WEKO-AM	13	WESP-FM	191	WFBY-FM	196
WCGW-AM	102	WCMA-FM	13	WCSQ-FM	89	WDAR-FM	210	WDID-AM	20	WDQX-FM	143	WEAT-FM	47	WEKY-AM	102	WEST-AM	70	WFCB-FM	35
WCHA-AM	169	WCMA-FM	13	WCSQ-FM	89	WDAR-FM	210	WDID-AM	20	WDQZ-FM	237	WEAV-AM	139	WEKY-AM	102	WEST-AM	70	WFCB-FM	35
WCHB-AM	10	WCMG-FM	210	WCSX-FM	10	WDAS-AM	6	WDIN-FM	13	WDRC-AM	49	WEBB-FM	261	WELE-AM	94	WESB-AM	207	WFCC-FM	183
WCHC-AM	6	WCMI-AM	152	WCSZ-AM	59	WDAS-FM	6	WDIS-AM	9	WDRC-AM	49	WEBB-FM	261	WELE-AM	94	WESB-AM	207	WFCC-FM	183
WCHD-AM	6	WCMI-AM	152	WCSZ-AM	59	WDAY-AM	220	WDIZ-AM	238	WDRD-AM	55	WEBE-FM	142	WELI-AM	108	WETC-AM	46	WFCJ-FM	58
WCHH-FM	37	WCMN-AM	13	WCTC-AM	36	WDAY-FM	220	WDJA-AM	47	WDRD-AM	55	WEBE-FM	142	WELI-AM	108	WETC-AM	46	WFCV-AM	103
WCHK-AM	11	WCMN-FM	13	WCTK-FM	34	WDBO-AM	38	WDJC-AM	57	WDRE-FM	18	WEBN-FM	26	WELM-AM	213	WEUP-AM	118	WFCX-FM	192
WCHL-AM	46	WCMQ-FM	12	WCTL-FM	164	WDBQ-AM	234	WDJC-FM	57	WDRF-AM	59	WEBO-AM	179	WELM-AM	213	WEUP-AM	118	WFDF-AM	125
WCHP-AM	139	WCMR-FM	185	WCTM-AM	58	WDBQ-FM	234	WDJL-AM	118	WDRK-FM	244	WEBO-AM	179	WELP-AM	59	WEUV-AM	118	WFDT-FM	13
WCHR-FM	52	WCMS-FM	40	WCTN-AM	8	WDBR-FM	206	WDJO-FM	58	WDRM-FM	118	WEBX-FM	216	WELS-AM	84	WEUZ-FM	118	WFDX-FM	192
WCHS-AM	177	WCNA-FM	185	WCTO-FM	70	WDBT-FM	123	WDJR-FM	191	WDRQ-FM	10	WEBY-AM	124	WELS-FM	84	WEVR-AM	16	WFEA-AM	186
WCHV-AM	224	WCNC-AM	249	WCTQ-FM	77	WDBY-FM	197	WDJX-FM	55	WDRR-FM	67	WEBZ-FM	238	WELV-FM	154	WEVR-FM	16	WFEX-FM	9
WCHZ-FM	109	WCND-AM	55	WCTS-AM	16	WDBZ-AM	26	WDJY-FM	86	WDRV-FM	3	WECK-AM	51	WELW-AM	25	WEVX-FM	216	WFFG-FM	64
WCIB-FM	183	WCNM-AM	272	WCTY-FM	173	WDCD-FM	64	WDJZ-AM	117	WDSD-FM	76	WECL-FM	244	WELW-AM	25	WEVX-FM	216	WFFH-FM	45
WCIE-AM	127	WCNN-AM	11	WCTZ-AM	204	WDCF-AM	21	WDKF-FM	58	WDSL-AM	43	WECL-FM	244	WELW-AM	25	WEVX-FM	216	WFFI-FM	45
												WECM-AM	124	WELW-AM	25	WEVX-FM	216	WFFN-FM	57
												WEMM-FM	152	WEXL-AM	10				

Table 5
Station Calls to Market Rank

WFFX-AM	285	WFMP-FM	16	WFWI-FM	103	WGFC-AM	221	WGMM-FM	213	WGSY-FM	181	WHBK-AM	160	WHKS-FM	207	WHRP-FM	118	WIBW-AM	190
WFGF-FM	243	WFMR-FM	33	WFXA-FM	109	WGFM-FM	192	WGMM-FM	110	WGTH-AM	270	WHBL-AM	266	WHKT-AM	40	WHSC-AM	210	WIBW-FM	190
WFGI-AM	23	WFMS-FM	41	WFXC-FM	46	WGFN-FM	192	WGMR-FM	256	WGTH-FM	270	WHBO-FM	106	WHKW-AM	112	WHSR-AM	12	WIBX-AM	159
WFGO-FM	164	WFMT-FM	3	WFXE-FM	181	WGFP-AM	114	WGMS-FM	8	WGTK-AM	55	WHBQ-AM	48	WHKX-FM	270	WHTA-FM	11	WICC-AM	117
WFGR-FM	66	WFMV-FM	90	WFXF-FM	54	WGFS-AM	11	WGN-AM	3	WGTM-AM	167	WHBR-FM	242	WHLD-AM	51	WHTB-AM	172	WICH-AM	173
WFGY-FM	256	WFMZ-FM	249	WFXH-FM	158	WGFT-AM	112	WGNA-FM	64	WGTM-FM	167	WHBT-AM	161	WHLG-FM	111	WHTC-AM	66	WICK-AM	69
WFHG-AM	101	WFNC-AM	127	WFXJ-AM	50	WGFY-AM	45	WGNC-AM	37	WGTR-FM	167	WHBX-FM	161	WHLI-AM	18	WHTE-FM	224	WICO-AM	148
WFHG-FM	101	WFNC-FM	127	WFXK-FM	46	WGFY-AM	37	WGNE-FM	94	WGTY-FM	106	WHBY-AM	137	WHLM-AM	69	WHTF-FM	161	WICO-FM	148
WFHK-AM	57	WFNN-AM	164	WFXM-FM	154	WGGE-FM	208	WGNL-FM	178	WGTF-FM	58	WHBZ-FM	266	WHLO-AM	73	WHTG-AM	52	WICT-FM	112
WFHL-FM	172	WFNO-AM	44	WFXN-AM	141	WGGE-FM	242	WGNM-FM	216	WGUF-FM	67	WHCN-FM	49	WHLQ-FM	46	WHTG-FM	52	WIDA-AM	13
WFHM-FM	25	WFNR-AM	221	WFXR-FM	143	WGGG-AM	86	WGNS-AM	45	WGUL-AM	21	WHCU-AM	274	WHLS-AM	10	WHTH-AM	35	WIDI-FM	13
WFHN-FM	172	WFNR-FM	221	WFYV-FM	50	WGGH-AM	231	WGNU-AM	20	WGUL-FM	21	WHCY-FM	250	WHLX-AM	10	WHTK-AM	54	WIDU-AM	127
WFHR-AM	168	WFNT-AM	125	WFYY-FM	69	WGGI-FM	69	WGNX-FM	111	WGUN-AM	11	WHDL-AM	207	WHLY-AM	171	WHTQ-FM	38	WIFC-FM	168
WFIA-AM	55	WFNX-FM	9	WFZH-FM	33	WGGM-AM	56	WGNY-AM	149	WGUS-AM	109	WHEB-FM	116	WHLZ-FM	210	WHTS-FM	141	WIFI-AM	6
WFIA-FM	55	WFNZ-AM	37	WFZX-FM	214	WGGO-AM	207	WGNY-FM	149	WGUY-FM	214	WHEN-AM	80	WHME-FM	171	WHTT-FM	51	WIFL-FM	86
WFID-FM	13	WFOG-AM	40	WGAB-AM	157	WGGY-FM	69	WGNZ-AM	58	WGV-AM	54	WHEP-AM	93	WHMH-FM	222	WHTY-FM	201	WIHN-FM	237
WFIF-AM	117	WFO-AM	11	WGAC-AM	109	WGH-AM	40	WGOC-AM	101	WGV-AM	59	WHER-FM	223	WHMI-FM	10	WHTZ-FM	1	WIHT-FM	8
WFIL-AM	6	WFOR-AM	223	WGAC-FM	109	WGH-FM	40	WGOH-AM	152	WGV-AM	59	WHEW-AM	45	WHMP-AM	81	WHUB-AM	276	WIII-FM	274
WFIR-AM	110	WFOX-FM	11	WGAI-AM	249	WGHB-AM	84	WGOK-AM	93	WGV-AM	225	WHFA-AM	97	WHMS-FM	216	WHUD-FM	60	WIIL-FM	3
WFIS-AM	59	WFOY-AM	50	WGAN-AM	165	WGHN-AM	66	WGOM-AM	201	WGV-AM	225	WHFB-FM	171	WHNE-AM	146	WHUR-FM	8	WIIN-AM	123
WFJX-FM	35	WFPG-FM	138	WGAP-AM	72	WGHN-FM	66	WGOP-AM	8	WGV-AM	16	WHFM-FM	18	WHNN-FM	130	WHUZ-FM	245	WIIZ-FM	109
WFJY-AM	184	WFQX-FM	226	WGAR-FM	25	WGHT-AM	1	WGOR-FM	109	WGV-AM	16	WHFS-FM	8	WHNP-AM	81	WHVN-AM	37	WIJD-AM	93
WFJZ-FM	103	WFRA-AM	245	WGAS-AM	37	WGIC-FM	276	WGOS-AM	43	WGV-AM	16	WHFX-FM	286	WHNR-AM	98	WHVO-AM	204	WIJY-FM	41
WFKP-FM	163	WFRE-FM	203	WGAT-AM	101	WGIE-FM	196	WGOW-AM	105	WGY-AM	64	WHGG-AM	101	WHNZ-AM	21	WHVR-AM	106	WIKS-FM	84
WFKS-FM	50	WFRF-AM	161	WGAW-AM	9	WGIG-AM	286	WGOW-FM	105	WGYE-FM	196	WHGM-AM	158	WHO-AM	91	WHVW-AM	163	WIKX-FM	77
WFKX-FM	279	WFRG-FM	159	WGBB-AM	18	WGIN-AM	116	WGPA-AM	70	WGYI-FM	245	WHGT-AM	169	WHOB-FM	186	WHWH-AM	140	WIKY-FM	157
WFLA-AM	21	WFRM-AM	207	WGBF-AM	157	WGIP-AM	116	WGPC-AM	263	WGYL-FM	111	WHIII-FM	41	WHOG-FM	94	WHWK-FM	179	WIKZ-FM	169
WFLB-FM	127	WFRM-FM	207	WGBF-FM	157	WGIR-AM	186	WGPL-AM	40	WGYM-AM	138	WHHM-FM	279	WHOK-FM	35	WHXT-FM	90	WIL-FM	20
WFLC-FM	12	WFRN-FM	171	WGBG-FM	148	WGIR-FM	186	WGPM-FM	84	WGYM-FM	245	WHHO-AM	213	WHOL-AM	70	WHYI-FM	12	WILC-AM	8
WFLF-AM	38	WFRX-AM	231	WGBI-AM	69	WGIT-AM	13	WGPR-FM	10	WGZB-FM	55	WHHQ-AM	101	WHOM-FM	165	WHYL-AM	79	WILD-AM	9
WFLI-AM	105	WFRY-FM	271	WGBN-AM	23	WGIV-AM	37	WGQR-FM	127	WGZO-FM	158	WHHT-FM	208	WHOO-AM	38	WHYM-AM	210	WILK-AM	69
WFLK-FM	54	WFSH-AM	219	WGBT-FM	43	WGKA-AM	11	WGR-AM	51	WGZR-FM	158	WHHY-FM	150	WHOP-AM	204	WHYN-AM	81	WILM-AM	76
WFLM-AM	12	WFSH-FM	11	WGBV-FM	208	WGKC-FM	216	WGRD-FM	66	WGZS-AM	191	WHHZ-FM	86	WHOP-FM	204	WHYN-FM	81	WILN-FM	238
WFLM-FM	111	WFSI-FM	19	WGBZ-FM	138	WGKS-FM	102	WGRF-FM	51	WHAG-AM	169	WHIE-AM	11	WHOS-AM	118	WHZT-FM	59	WILQ-FM	260
WFLS-FM	166	WFSY-FM	238	WGCH-AM	142	WGKX-FM	48	WGRL-FM	41	WHAJ-FM	270	WHIM-AM	38	WHOT-FM	112	WHZZ-FM	120	WILS-AM	120
WFLT-AM	125	WFTA-FM	185	WGCI-AM	3	WGL-AM	103	WGRQ-FM	166	WHAL-AM	181	WHIN-AM	45	WHOY-AM	13	WIAC-AM	13	WILT-AM	69
WFLY-FM	64	WFTD-AM	11	WGCI-FM	3	WGLB-AM	33	WGRR-FM	26	WHAL-FM	48	WHIO-AM	58	WHP-AM	79	WIAC-FM	13	WILZ-FM	130
WFLZ-FM	21	WFTH-AM	56	WGCM-AM	136	WGLD-FM	41	WGRT-FM	10	WHAM-AM	54	WHIS-AM	270	WHPA-FM	184	WIAL-FM	244	WIMA-AM	243
WFMB-AM	206	WFTK-AM	46	WGCM-FM	136	WGLF-FM	161	WGRX-FM	166	WHAN-AM	56	WHIT-FM	97	WHPB-AM	59	WIBA-AM	97	WIMG-AM	140
WFMB-FM	206	WFTL-AM	47	WGCO-FM	158	WGLL-AM	103	WGSB-AM	43	WHAP-AM	56	WHJ-AM	34	WHPT-FM	21	WIBA-FM	97	WIMO-AM	11
WFMD-AM	203	WFTO-AM	185	WGCV-AM	90	WGLM-FM	236	WGSF-AM	48	WHAS-AM	56	WHJM-FM	173	WHPY-AM	46	WIBB-FM	154	WIMT-FM	243
WFME-FM	1	WFTR-AM	226	WGCV-FM	124	WGLO-FM	143	WGS-AM	18	WHAT-AM	6	WHJT-FM	123	WHPZ-FM	171	WIBC-AM	41	WIMX-FM	82
WFMF-FM	83	WFTU-AM	18	WGEA-AM	191	WGLR-AM	234	WGSO-AM	44	WHAZ-AM	64	WHJX-FM	50	WHQT-FM	12	WIBG-AM	138	WIMZ-FM	72
WFMI-FM	249	WFTW-AM	219	WGEE-AM	202	WGLR-FM	234	WGSP-AM	37	WHB-AM	29	WHJY-FM	34	WHQX-FM	270	WIBN-FM	236	WINA-AM	224
WFMK-FM	120	WFUN-FM	20	WGEN-AM	141	WGLU-FM	184	WGSQ-FM	276	WHBC-AM	129	WHK-AM	25	WHRB-FM	9	WIBQ-AM	77	WINC-AM	226
WFMM-FM	223	WFUR-AM	66	WGER-FM	130	WGLX-FM	168	WGS-AM	50	WHBC-FM	129	WHKF-FM	79	WHRD-AM	152	WIBR-AM	83	WINC-FM	226
WFMN-FM	123	WFUR-FM	66	WGET-AM	106	WGMD-FM	148	WGSS-FM	210	WHBE-FM	18	WHKO-FM	58	WHRK-FM	48	WIBS-AM	13	WIND-AM	3
WFMO-AM	127	WFVA-AM	166	WGFB-FM	153	WGMD-FM	213	WGST-AM	11	WHBG-AM	264	WHKR-FM	99	WHRL-FM	64	WIBU-AM	97	WINE-AM	197

Table 5
Station Calls to Market Rank

WING-AM	58	WIVA-FM	13	WJDJ-AM	210	WJLW-FM	187	WJRO-AM	19	WJZO-FM	55	WKEZ-AM	270	WKLB-FM	9	WKPR-AM	182	WKTW-AM	23
WINI-AM	231	WIVK-FM	72	WJDK-FM	3	WJMA-FM	166	WJRR-FM	38	WJZQ-FM	192	WKFE-AM	13	WKLC-FM	177	WKPT-AM	101	WKTX-AM	112
WINK-AM	67	WIWS-AM	283	WJDM-AM	36	WJMG-FM	223	WJRZ-AM	52	WJZR-FM	54	WKFN-AM	204	WKLD-FM	57	WKQB-FM	127	WKUN-AM	11
WINK-FM	67	WIXC-AM	99	WJDQ-FM	285	WJMH-FM	43	WJRZ-FM	52	WJZT-FM	161	WKFR-FM	182	WKLH-FM	33	WKQH-FM	168	WKVK-FM	192
WINQ-FM	9	WIXE-AM	37	WJDT-FM	101	WJMI-FM	123	WJSA-AM	260	WJZV-FM	56	WKFS-FM	26	WKLI-FM	64	WKQI-FM	10	WKVL-AM	72
WINR-AM	179	WIXK-AM	16	WJDV-FM	264	WJMK-FM	3	WJSA-FM	260	WJZW-FM	8	WKGB-FM	179	WKLK-AM	202	WKQL-FM	50	WKVL-FM	72
WINS-AM	1	WIXL-AM	38	WJDX-AM	123	WJML-AM	192	WJSB-AM	219	WJZZ-FM	11	WKGN-AM	72	WKLK-FM	202	WKQQ-FM	102	WKVM-AM	13
WINT-AM	99	WIXM-FM	138	WJDY-AM	148	WJMM-FM	102	WJSE-FM	138	WKAB-FM	69	WKGR-FM	47	WKLK-FM	159	WKQW-AM	245	WKWH-AM	41
WINW-AM	129	WIXO-FM	143	WJEJ-AM	169	WJMN-FM	9	WJSH-FM	44	WKAC-AM	118	WKGS-FM	54	WKLQ-FM	66	WKQW-FM	245	WKWK-FM	239
WINZ-AM	109	WIXV-FM	158	WJES-AM	109	WJMO-AM	25	WJSJ-FM	50	WKAK-FM	263	WKHB-AM	23	WKLR-FM	56	WKQX-FM	3	WKWN-AM	105
WIOA-FM	13	WIXX-FM	187	WJES-FM	109	WJMO-FM	56	WJSM-AM	256	WKAP-AM	70	WKHI-FM	148	WKLS-FM	11	WKQY-FM	270	WKWS-FM	177
WIOB-FM	13	WIXY-FM	216	WJET-AM	164	WJMP-AM	73	WJSM-FM	256	WKAQ-AM	13	WKHK-FM	56	WKLT-FM	192	WKQZ-FM	130	WKXB-FM	178
WIOC-FM	13	WIYN-FM	179	WJFD-FM	172	WJMR-FM	33	WJSS-AM	19	WKAQ-FM	13	WKHL-FM	142	WKLX-FM	41	WKRA-AM	48	WKXC-FM	109
WIOD-AM	12	WIYY-FM	19	WJFK-AM	19	WJMX-AM	210	WJTB-AM	25	WKAR-AM	120	WKHQ-FM	192	WKLX-FM	208	WKRA-AM	48	WKXD-FM	276
WIOG-FM	130	WIZB-FM	191	WJFK-FM	8	WJMX-FM	210	WJTT-FM	105	WKAT-AM	12	WKHT-FM	72	WKLZ-AM	182	WKRC-AM	26	WKXI-AM	123
WIOJ-AM	50	WIZD-FM	168	WJFX-FM	103	WJMZ-FM	59	WJUB-AM	266	WKAV-AM	224	WKHW-FM	148	WKLZ-FM	192	WKRD-FM	64	WKXI-FM	123
WIOK-FM	26	WIZE-AM	58	WJGC-AM	219	WJNA-AM	47	WJUC-FM	82	WKAZ-FM	177	WKHX-FM	11	WKMB-AM	113	WKRE-AM	37	WKXJ-FM	105
WIOL-FM	181	WIZF-FM	26	WJGO-FM	67	WJNC-AM	84	WJWD-FM	97	WKBA-AM	110	WKHY-FM	236	WKMC-AM	256	WKRF-FM	69	WKXL-AM	186
WIOO-AM	79	WIZN-FM	139	WJGR-AM	50	WJNE-FM	148	WJWF-AM	258	WKBB-FM	258	WKHZ-AM	148	WKMI-AM	182	WKRH-FM	80	WKXO-AM	102
WIOQ-FM	6	WJAA-FM	55	WJHM-FM	38	WJNH-FM	83	WJWK-AM	148	WKBF-AM	141	WKIE-FM	3	WKML-FM	127	WKRL-FM	10	WKXP-FM	163
WIOT-FM	82	WJAD-FM	263	WJHT-FM	247	WJNI-FM	89	WJWL-AM	148	WKBL-AM	48	WKIK-AM	8	WKMQ-AM	185	WKRL-FM	80	WKXR-AM	43
WIOV-AM	133	WJAE-AM	165	WJIB-AM	9	WJNO-AM	47	WJWZ-FM	150	WKBN-AM	112	WKIM-AM	109	WKMQ-FM	153	WKRO-FM	94	WKXS-FM	178
WIOV-FM	115	WJAK-AM	279	WJIM-AM	120	WJNT-AM	123	WJXA-FM	45	WKBO-AM	79	WKIN-AM	101	WKMX-FM	191	WKRQ-FM	26	WKXU-FM	46
WIP-AM	6	WJAS-AM	23	WJIM-FM	120	WJNX-AM	111	WJXB-AM	72	WKBQ-FM	48	WKIO-FM	216	WKMY-FM	120	WKRR-FM	43	WKXV-AM	72
WIPC-AM	98	WJAW-AM	242	WJIZ-FM	263	WJNZ-AM	66	WJXB-FM	72	WKBR-AM	186	WKIP-AM	163	WKMZ-FM	169	WKRS-AM	3	WKXW-AM	138
WIPS-AM	139	WJAW-FM	242	WJJB-AM	165	WJOB-AM	3	WJXM-FM	285	WKCE-AM	72	WKIS-FM	12	WKND-AM	49	WKRS-AM	69	WKXW-FM	36
WIQB-AM	167	WJAX-AM	50	WJJB-FM	165	WJOC-AM	105	WJXN-AM	123	WKCG-FM	261	WKIT-FM	214	WKNF-FM	208	WKSA-FM	13	WKY-AM	53
WIQR-AM	150	WJBC-AM	237	WJFF-AM	34	WJOD-FM	234	WJXN-FM	123	WKCI-FM	108	WKIX-FM	46	WKNL-FM	173	WKSJ-FM	260	WKYE-FM	184
WIRA-AM	111	WJBM-AM	20	WJJG-AM	3	WJOI-AM	40	WJXQ-FM	120	WKCN-FM	181	WKJB-AM	13	WKNN-FM	136	WKSC-FM	3	WKYG-AM	242
WIRD-AM	139	WJBO-AM	83	WJJJ-FM	23	WJOI-FM	45	WJXR-FM	50	WKCQ-FM	130	WKJF-AM	192	WKNR-AM	25	WKSE-FM	51	WKYS-FM	8
WIRK-FM	47	WJBQ-FM	165	WJLL-AM	51	WJOK-AM	137	WJXY-FM	167	WKCT-AM	208	WKJG-AM	103	WKNV-AM	221	WKSJ-FM	160	WKZB-FM	285
WIRO-AM	152	WJBR-AM	76	WJJN-FM	191	WJOL-AM	3	WJYD-FM	35	WKCY-AM	264	WKJK-AM	55	WKNX-AM	130	WKSJ-FM	93	WKZE-FM	163
WIRY-AM	139	WJBR-FM	76	WJJO-FM	97	WJON-AM	222	WJYE-FM	51	WKCY-FM	264	WKJN-AM	69	WKNZ-FM	223	WKSM-FM	219	WKZI-AM	200
WISA-AM	13	WJBT-FM	50	WJJS-FM	110	WJOX-AM	57	WJYI-AM	33	WKDB-FM	148	WKJS-FM	56	WKOA-FM	236	WKSP-FM	109	WKZJ-FM	181
WISE-AM	160	WJBW-AM	47	WJJX-FM	110	WJOY-AM	139	WJYM-AM	82	WKDD-FM	73	WKJV-AM	160	WKOC-FM	40	WKSQ-FM	214	WKZK-AM	109
WISM-FM	244	WJBW-FM	47	WJJZ-FM	6	WJPA-AM	23	WJYP-AM	177	WKDE-AM	110	WKJX-FM	249	WKOE-FM	138	WKSS-FM	49	WKZL-FM	43
WISN-AM	33	WJBX-FM	67	WJJK-FM	123	WJPA-FM	23	WJYP-FM	177	WKDF-FM	110	WKJY-FM	18	WKOL-FM	139	WKST-FM	23	WKZN-FM	44
WISO-AM	13	WJBZ-FM	72	WJKL-FM	3	WJPF-AM	231	WJYY-FM	186	WKDF-FM	45	WKKB-FM	34	WKOI-FM	84	WKSU-FM	58	WKZO-AM	182
WISR-AM	23	WJCC-AM	12	WJKS-FM	76	WJPI-AM	249	WJYZ-AM	263	WKDL-AM	8	WKKD-AM	3	WKOR-AM	258	WKSX-FM	109	WKZQ-FM	167
WIST-AM	43	WJCD-FM	40	WJKX-FM	223	WJPS-FM	157	WJZA-FM	35	WKDM-AM	1	WKKF-AM	127	WKOR-FM	258	WKSY-FM	44	WKZU-FM	185
WIST-FM	43	WJCE-AM	48	WJLB-FM	10	WJPT-FM	67	WJZD-FM	136	WKDQ-FM	157	WKKF-FM	64	WKOS-FM	101	WKSZ-FM	187	WKZV-AM	23
WISW-AM	90	WJCI-AM	216	WJLD-AM	57	WJQI-AM	204	WJZE-FM	82	WKDV-AM	8	WKKI-FM	243	WKOX-AM	9	WKTA-AM	3	WKZW-FM	223
WISY-FM	54	WJCL-AM	158	WJLG-AM	158	WJQK-FM	66	WJZI-FM	33	WKDY-AM	59	WKKO-FM	82	WKOY-FM	270	WKTE-AM	43	WKZX-FM	72
WITA-AM	72	WJCM-AM	275	WJLK-FM	52	WJQY-AM	45	WJZJ-FM	192	WKEE-FM	152	WKKP-AM	11	WKPA-AM	110	WKTI-FM	33	WKZY-FM	86
WITH-AM	19	WJCP-FM	55	WJLQ-FM	124	WJQZ-FM	207	WJZK-FM	35	WKEI-AM	141	WKKT-FM	37	WKPE-FM	183	WKTK-FM	86	WLAA-AM	38
WITK-AM	69	WJCV-AM	84	WJLS-AM	283	WJRS-AM	10	WJZL-FM	55	WKEU-AM	11	WKKV-FM	33	WKP-AM	192	WKTP-AM	101	WLAC-AM	45
WITL-FM	120	WJCW-AM	101	WJLS-FM	283	WJRE-FM	141	WJZM-AM	204	WKEW-AM	43	WKKW-FM	196	WKPO-FM	97	WKTR-AM	224	WLAD-AM	197
WITS-AM	275	WJDA-AM	9	WJLT-FM	157	WJRL-FM	191	WJZN-FM	48	WKEX-AM	221	WKKX-AM	239	WKPQ-FM	213	WKTU-FM	1	WLAM-AM	272

Station Calls to Market Rank

WNPL-FM	45	WNYR-FM	54	WOGF-AM	37	WOON-AM	34	WPAZ-AM	6	WPHH-FM	49	WPPC-AM	13	WPZX-FM	69	WQKR-AM	45	WQUA-FM	93
WNPQ-FM	129	WNZK-AM	10	WOGT-FM	105	WOOW-AM	84	WPBC-AM	11	WPHI-FM	6	WPPY-FM	143	WQAH-AM	118	WQKS-FM	150	WQUE-FM	44
WNPV-AM	6	WNZS-AM	214	WOGY-AM	69	WOOZ-FM	231	WPBG-FM	143	WPHM-AM	10	WPR-AM	13	WQAH-FM	118	WQLD-FM	150	WQUL-FM	231
WNQM-AM	45	WNZZ-AM	150	WOIC-AM	90	WOPI-AM	101	WPBH-FM	238	WPHR-FM	80	WPRB-FM	140	WQAL-FM	25	WQLF-FM	234	WQUN-AM	108
WNRI-AM	34	WOAB-FM	191	WOIR-AM	12	WOPR-FM	44	WPBQ-AM	123	WPHT-AM	6	WPRD-AM	38	WQAM-AM	12	WQLH-FM	187	WQUS-FM	125
WNRQ-FM	45	WOAD-AM	123	WOJG-FM	279	WOQI-AM	13	WPBR-AM	47	WPHY-FM	116	WPRF-FM	44	WQAR-FM	64	WQLL-FM	186	WQUT-FM	101
WNRS-AM	159	WOAI-AM	31	WOJO-FM	3	WOR-AM	1	WPBS-AM	11	WPHY-AM	140	WPRJ-FM	130	WQBA-AM	12	WQLR-FM	182	WQVE-FM	263
WNRV-AM	110	WOAM-AM	143	WOJZ-FM	6	WORA-AM	13	WPBZ-FM	47	WPIC-AM	112	WPRM-FM	13	WQBB-AM	72	WQLS-AM	191	WQWK-FM	247
WNRW-FM	67	WOAY-AM	283	WOKB-AM	38	WORC-AM	114	WPCE-AM	40	WPIE-AM	274	WPRO-AM	34	WQBE-FM	177	WQLT-FM	246	WQXA-AM	106
WNSA-FM	51	WOBB-FM	263	WOKI-FM	72	WORC-FM	114	WPCF-AM	238	WPIG-FM	207	WPRO-FM	34	WQBH-AM	10	WQLV-FM	79	WQXA-FM	79
WNSG-AM	45	WOBG-AM	196	WOKK-FM	285	WORD-AM	59	WPCJ-AM	109	WPIN-AM	221	WPRP-AM	13	WQBJ-FM	64	WQLZ-FM	206	WQXC-FM	182
WNSH-AM	9	WOBG-FM	196	WOKL-FM	58	WORD-FM	23	WPCI-AM	59	WPIP-AM	43	WPRR-FM	256	WQBK-FM	64	WQMF-FM	55	WQXI-AM	11
WNSL-FM	223	WOBK-AM	25	WOKN-FM	213	WORD-AM	23	WPKI-AM	137	WPIT-AM	23	WPRS-AM	200	WQBN-AM	21	WQMJ-FM	43	WQXK-FM	112
WNSN-FM	171	WOBM-AM	52	WOKO-FM	139	WORD-AM	23	WPKI-AM	137	WPJL-AM	46	WPRW-FM	109	WQBR-FM	260	WQNJ-FM	154	WQXL-AM	90
WNSP-FM	93	WOBM-FM	52	WOKQ-FM	116	WORD-AM	23	WPKI-AM	137	WPJM-AM	59	WPRX-AM	49	WQBS-AM	13	WQMR-FM	148	WQXR-FM	1
WNSR-AM	45	WOBM-FM	52	WOKQ-FM	116	WORD-AM	23	WPKI-AM	137	WPJO-FM	101	WPSE-AM	164	WQBT-FM	158	WQMX-FM	73	WQYK-AM	21
WNSS-AM	80	WOBX-AM	249	WOKS-AM	181	WORD-AM	23	WPKI-AM	137	WPJP-FM	33	WPSK-FM	221	WQBZ-FM	154	WQMZ-FM	224	WQYK-FM	21
WNST-AM	19	WOBX-FM	249	WOKT-AM	152	WORD-AM	23	WPKI-AM	137	WPJS-AM	167	WPSL-AM	111	WQCB-FM	214	WQNF-FM	160	WQYZ-FM	136
WNSW-AM	1	WOBX-FM	249	WOKU-AM	177	WORD-AM	23	WPKI-AM	137	WPJX-AM	3	WPSO-AM	21	WQCD-FM	1	WQNS-FM	160	WQZL-FM	84
WNSY-FM	11	WOC-AM	141	WOKV-AM	50	WORD-AM	23	WPKI-AM	137	WPKF-FM	163	WPSO-AM	21	WQCH-AM	105	WQNT-AM	89	WQZQ-FM	45
WNTA-AM	153	WOC-AM	141	WOKY-AM	33	WORD-AM	23	WPKI-AM	137	WPKF-FM	163	WPSO-AM	21	WQCK-FM	83	WQNY-FM	274	WQZS-FM	184
WNTD-AM	3	WOC-AM	141	WOL-AM	8	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQCM-FM	169	WQOK-FM	46	WQZZ-FM	228
WNTJ-AM	184	WOC-AM	141	WOL-AM	8	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQCR-AM	57	WQOL-FM	111	WRAD-AM	221
WNTM-AM	93	WOC-AM	141	WOLB-AM	19	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQDR-FM	46	WQOR-AM	69	WRAD-AM	221
WNTN-AM	9	WOC-AM	141	WOLC-FM	148	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEM-FM	57	WQPO-FM	264	WRAD-AM	221
WNTQ-FM	80	WOC-AM	141	WOLF-AM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNTS-AM	41	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNUA-FM	3	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNUE-FM	38	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNUQ-FM	263	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNUS-FM	242	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNUY-FM	103	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNVE-FM	54	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNV-AM	3	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNVY-AM	124	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNVZ-FM	40	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNWI-AM	3	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNWN-AM	182	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNWN-FM	182	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNWR-AM	6	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNWS-FM	279	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNWV-FM	25	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNWZ-AM	66	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNXR-FM	202	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNXX-FM	83	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNYG-AM	18	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WNYQ-FM	64	WOC-AM	141	WOLF-FM	80	WORD-AM	23	WPKI-AM	137	WPKL-FM	23	WPSO-AM	21	WQEN-FM	57	WQQB-FM	216	WRAL-FM	46
WOGF-AM	37	WOGT-FM	105	WOGY-AM	69	WOIC-AM	90	WOPI-AM	101	WOPR-FM	44	WPBR-AM	47	WPHX-AM	140	WPRJ-FM	130	WQBA-AM	12
WOOZ-FM	231	WOPI-AM	101	WOPR-FM	44	WPBR-AM	47	WPHX-AM	140	WPRJ-FM	130	WQBA-AM	12	WQBB-AM	72	WQLS-AM	191	WQWK-FM	247
WOPI-AM	101	WOPR-FM	44	WPBR-AM	47	WPHX-AM	140	WPRJ-FM	130	WQBA-AM	12	WQBB-AM	72	WQLS-AM	191	WQWK-FM	247	WQXL-AM	90
WOPR-FM	44	WPBR-AM	47	WPHX-AM	140	WPRJ-FM	130	WQBA-AM	12	WQBB-AM	72	WQLS-AM	191	WQWK-FM	247	WQXL-AM	90	WQXR-FM	1
WPBR-AM	47	WPHX-AM	140	WPRJ-FM	130	WQBA-AM	12	WQBB-AM	72	WQLS-AM	191	WQWK-FM	247	WQXL-AM	90	WQXR-FM	1	WQYK-AM	21
WPHX-AM	140	WPRJ-FM	130	WQBA-AM	12	WQBB-AM	72	WQLS-AM	191	WQWK-FM	247	WQXL-AM	90	WQXR-FM	1	WQYK-AM	21	WQYZ-FM	136
WPRJ-FM	130	WQBA-AM	12	WQBB-AM	72	WQLS-AM	191	WQWK-FM	247	WQXL-AM	90	WQXR-FM	1	WQYK-AM	21	WQYZ-FM	136	WRAD-AM	221
WQBA-AM	12	WQBB-AM	72	WQLS-AM	191	WQWK-FM	247	WQXL-AM	90	WQXR-FM	1	WQYK-AM	21	WQYZ-FM	136	WRAD-AM	221	WRAL-FM	46
WQBB-AM	72	WQLS-AM	191	WQWK-FM	247	WQXL-AM	90	WQXR-FM	1	WQYK-AM	21	WQYZ-FM	136	WRAD-AM	221	WRAL-FM	46	WRBR-FM	171
WQLS-AM	191	WQWK-FM	247	WQXL-AM	90	WQXR-FM	1	WQYK-AM	21	WQYZ-FM	136	WRAD-AM	221	WRAL-FM	46	WRBR-FM	171	WRBS-FM	19
WQWK-FM	247	WQXL-AM	90	WQXR-FM	1	WQYK-AM	21	WQYZ-FM	136	WRAD-AM	221	WRAL-FM	46	WRBR-FM	171	WRBS-FM	19	WRBT-FM	79
WQXL-AM	90	WQXR-FM	1	WQYK-AM	21	WQYZ-FM	136	WRAD-AM	221	WRAL-FM	46	WRBR-FM	171	WRBS-FM	19	WRBT-FM	79	WRBV-FM	154
WQXR-FM	1	WQYK-AM	21	WQYZ-FM	136	WRAD-AM	221	WRAL-FM	46	WRBR-FM	171	WRBS-FM	19	WRBT-FM	79	WRBV-FM	154	WRBY-FM	159
WQYK-AM	21	WQYZ-FM	136	WRAD-AM	221	WRAL-FM	46	WRBR-FM	171	WRBS-FM	19	WRBT-FM	79	WRBV-FM	154	WRBY-FM	159	WRCC-AM	254
WQYZ-FM	136	WRAD-AM	221	WRAL-FM	46	WRBR-FM	171	WRBS-FM	19	WRBT-FM	79	WRBV-FM	154	WRBY-FM	159	WRCC-AM	254	WRCG-AM	181
WRAD-AM	221	WRAL-FM	46	WRBR-FM	171	WRBS-FM	19	WRBT-FM	79	WRBV-FM	154	WRBY-FM	159	WRCC-AM	254	WRCG-AM	181	WRCH-FM	49
WRAL-FM	46	WRBR-FM	171	WRBS-FM	19	WRBT-FM	79	WRBV-FM	154	WRBY-FM	159	WRCC-AM	254	WRCG-AM	181	WRCH-FM	49	WRCK-FM	159
WRBR-FM	171	WRBS-FM	19	WRBT-FM	79	WRBV-FM	154	WRBY-FM	159	WRCC-AM	254	WRCG-AM	181	WRCH-FM	49	WRCK-FM	159	WRCL-FM	125
WRBS-FM	19	WRBT-FM	79	WRBV-FM	154	WRBY-FM	159	WRCC-AM	254	WRCG-AM	181	WRCH-FM	49	WRCK-FM	159	WRCL-FM	125	WRCN-FM	18
WRBT-FM	79	WRBV-FM	154	WRBY-FM	159	WRCC-AM	254	WRCG-AM	181	WRCH-FM	49	WRCK-FM	159	WRCL-FM	125	WRCN-FM	18	WRCQ-FM	127
WRBV-FM	154	WRBY-FM	159	WRCC-AM	254	WRCG-AM	181	WRCH-FM	49	WRCK-FM	159	WRCL-FM	125	WRCN-FM	18	WRCQ-FM	127	WRCR-AM	1
WRBY-FM	159	WRCC-AM	254	WRCG-AM	181	WRCH-FM	49	WRCK-FM	159	WRCL-FM	125	WRCN-FM	18	WRCQ-FM	127	WRCR-AM	1	WRD-AM	221
WRCC-AM	254	WRCG-AM	181	WRCH-FM	49	WRCK-FM	159	WRCL-FM	125	WRCN-FM	18	WRCQ-FM	127	WRCR-AM	1	WRD-AM	221	WRD-AM	221

Table 5
Station Calls to Market Rank

WRCW-AM	129	WRKI-FM	197	WROR-FM	9	WRUP-FM	84	WSBM-AM	246	WSIX-FM	45	WSOS-AM	50	WSUA-AM	12	WTFX-AM	226	WTLA-AM	80
WRCY-AM	157	WRKK-AM	260	WROS-AM	50	WRVA-AM	56	WSBR-AM	47	WSJF-FM	50	WSOS-FM	50	WSUB-AM	173	WTFX-FM	55	WTLB-AM	159
WRCZ-FM	64	WRKL-AM	1	WROU-AM	56	WRVB-AM	242	WSBT-AM	171	WSJS-AM	43	WSOX-FM	106	WSUH-FM	224	WTGM-AM	148	WTLG-AM	41
WRDD-AM	184	WRKN-AM	123	WROV-FM	110	WRVC-AM	152	WSBY-FM	148	WSJT-FM	21	WSOY-AM	267	WSUN-FM	21	WTGZ-FM	150	WTLF-AM	41
WRDT-AM	10	WRKO-AM	9	WROW-AM	64	WRVC-FM	152	WSBZ-FM	219	WSJY-FM	97	WSOY-FM	267	WSUS-FM	250	WTHB-AM	109	WTLN-AM	38
WRDU-FM	46	WRKP-FM	239	WROX-FM	40	WRVE-FM	64	WSCC-AM	89	WSJZ-FM	99	WSPA-AM	59	WSUY-FM	89	WTHB-FM	109	WTLQ-FM	67
WRDW-AM	109	WRKR-FM	182	WROZ-FM	115	WRVF-FM	82	WSCH-FM	26	WSKN-AM	13	WSPA-FM	59	WSVA-AM	264	WTHE-AM	18	WTLT-FM	67
WRDX-FM	76	WRKS-FM	1	WRPW-FM	237	WRVH-FM	260	WSCO-AM	137	WSKO-AM	34	WSPD-AM	82	WSVE-AM	50	WTHI-FM	200	WTLX-FM	97
WRDZ-AM	3	WRKT-FM	164	WRQC-FM	67	WRVI-FM	55	WSCP-AM	80	WSKO-FM	34	WSPK-FM	163	WSVG-AM	226	WTHK-FM	140	WTLY-FM	161
WRDZ-FM	41	WRKW-FM	163	WRQK-FM	129	WRVP-FM	143	WSCP-FM	80	WSKQ-FM	1	WSPQ-AM	51	WSVY-FM	40	WTHM-AM	106	WTLZ-FM	130
WREC-AM	48	WRKZ-FM	79	WRQN-FM	82	WRVQ-FM	56	WSCR-AM	3	WSKR-AM	83	WSPR-AM	81	WSWI-AM	157	WTHO-FM	109	WTMA-AM	89
WRED-FM	165	WRLD-FM	181	WRQQ-FM	45	WRVR-FM	48	WSCW-AM	177	WSKS-FM	159	WSPT-AM	168	WSWN-AM	47	WTHT-FM	165	WTMG-FM	86
WREF-AM	197	WRLF-FM	196	WRQR-FM	178	WRVV-FM	79	WSDM-FM	200	WSKU-FM	159	WSPT-FM	168	WSWT-FM	143	WTHU-AM	203	WTMI-AM	49
WREJ-AM	56	WRLL-AM	3	WRQX-FM	8	WRVW-FM	45	WSDO-AM	38	WSKY-AM	160	WSPY-AM	3	WSWW-AM	177	WTHZ-FM	43	WTMJ-AM	33
WRFD-AM	35	WRLT-FM	45	WRR-FM	5	WRVZ-FM	177	WSDQ-AM	105	WSKY-FM	86	WSPY-FM	3	WSYE-FM	185	WTIC-AM	49	WTMM-AM	64
WRFQ-FM	89	WRLX-FM	47	WRRB-FM	163	WRWD-FM	163	WSDS-AM	146	WSKZ-FM	105	WSPZ-AM	228	WSYN-FM	167	WTIC-FM	49	WTMN-AM	86
WRFX-AM	12	WRLZ-AM	38	WRRD-AM	33	WRWK-FM	82	WSDT-AM	105	WSLA-AM	44	WSRA-AM	263	WSYR-AM	80	WTID-AM	57	WTMP-AM	21
WRFY-FM	37	WRMA-FM	12	WRRH-FM	13	WRXB-AM	21	WSDX-AM	200	WSLC-FM	110	WSRB-FM	3	WSYR-FM	111	WTIG-AM	129	WTMP-FM	21
WRFY-FM	133	WRMD-AM	21	WRRK-FM	23	WRXK-FM	67	WSDZ-AM	20	WSLI-AM	123	WSRC-AM	46	WSYW-AM	41	WTIK-AM	46	WTMR-AM	6
WRGO-FM	86	WRMF-FM	47	WRRM-FM	26	WRXL-FM	56	WSEA-FM	167	WSLQ-FM	110	WSRF-AM	12	WSYY-AM	214	WTIL-AM	13	WTMT-AM	55
WRGS-AM	101	WRMM-FM	54	WRRV-FM	149	WRXQ-FM	3	WSEL-AM	185	WSLT-FM	109	WSRO-AM	9	WSYY-FM	214	WTIR-AM	38	WTMX-FM	3
WRHB-AM	12	WRMN-AM	3	WRRX-FM	124	WRXR-FM	105	WSEL-FM	185	WSLY-FM	285	WSRQ-AM	77	WTAG-AM	114	WTIS-AM	21	WTMY-AM	77
WRHC-AM	12	WRMQ-AM	38	WRSA-AM	139	WRXS-FM	148	WSEN-FM	80	WSM-AM	45	WSRR-FM	48	WTAK-FM	118	WTIV-AM	245	WTMZ-AM	89
WRHH-FM	56	WRMR-AM	25	WRSA-FM	118	WRXW-FM	123	WSEV-AM	72	WSM-FM	45	WSRS-FM	114	WTAL-AM	161	WTIX-AM	44	WTNI-AM	136
WRHI-AM	37	WRMX-FM	72	WRSB-AM	54	WRXZ-FM	263	WSEV-FM	72	WSMB-AM	44	WSRT-FM	169	WTAM-AM	25	WTIX-FM	44	WTNJ-FM	283
WRHQ-FM	158	WRNA-AM	37	WRSC-AM	247	WRYM-AM	49	WSFL-FM	84	WSME-AM	84	WSRZ-FM	77	WTAN-AM	21	WTJH-AM	11	WTNT-AM	8
WRHT-FM	84	WRNB-FM	58	WRSF-FM	249	WRYV-FM	152	WSFM-FM	178	WSMJ-FM	19	WSSA-AM	11	WTAO-FM	231	WTJK-AM	153	WTNT-FM	161
WRIB-AM	34	WRNC-AM	154	WRSJ-FM	81	WRZA-FM	3	WSFN-AM	286	WSMK-FM	171	WSSL-FM	59	WTAQ-AM	187	WTJS-AM	279	WTNV-FM	279
WRIC-FM	270	WRNE-AM	124	WRSJ-AM	13	WRZE-FM	183	WSFR-FM	55	WSML-AM	43	WSSM-FM	20	WTAR-AM	40	WTJZ-AM	40	WTNY-AM	271
WRIE-AM	164	WRNJ-AM	70	WRSM-AM	57	WRZK-FM	101	WSGC-FM	105	WSMN-AM	9	WSSO-AM	258	WTAW-AM	230	WTKA-AM	146	WTOB-AM	43
WRIF-FM	10	WRNL-AM	56	WRSN-FM	46	WRZN-AM	86	WSGH-AM	43	WSMQ-AM	57	WSSP-FM	89	WTAX-AM	206	WTKE-FM	219	WTOD-AM	82
WRIG-AM	168	WRNN-FM	167	WRSR-FM	125	WRZX-FM	41	WSGI-AM	45	WSMS-FM	185	WSSR-FM	21	WTBC-AM	228	WTKF-FM	84	WTOJ-FM	271
WRIO-FM	13	WRNO-FM	44	WRSV-FM	84	WRZZ-FM	242	WSGL-FM	67	WSMX-AM	43	WSSS-FM	37	WTBN-AM	21	WTKG-AM	66	WTON-FM	264
WRIS-AM	110	WRNQ-FM	163	WRTA-AM	256	WSAG-FM	130	WSGO-AM	80	WSMZ-FM	35	WSSX-FM	89	WTBQ-AM	149	WTKI-AM	118	WTOP-AM	8
WRIT-FM	33	WRNR-FM	19	WRTG-AM	46	WSAI-AM	26	WSGW-AM	130	WSNE-FM	34	WSSZ-FM	23	WTBT-FM	21	WTKK-FM	9	WTOP-FM	8
WRIV-AM	18	WRNS-AM	84	WRTH-AM	20	WSAK-FM	116	WSHE-FM	38	WSNH-AM	186	WSTC-AM	142	WTCB-FM	90	WTKL-FM	44	WTOR-AM	51
WRIX-AM	59	WRNS-FM	84	WRTK-AM	112	WSAM-AM	130	WSHH-FM	23	WSNI-FM	6	WSTG-FM	270	WTCF-FM	130	WTKM-AM	33	WTOS-FM	261
WRIX-FM	59	WRNX-FM	81	WRTM-FM	123	WSAN-FM	13	WSHI-FM	103	WSNL-AM	125	WSTH-FM	181	WTCK-AM	48	WTKM-FM	33	WTOT-FM	191
WRJH-FM	123	WRNY-AM	159	WRTN-FM	60	WSAQ-FM	10	WSHK-FM	116	WSNR-AM	1	WSTK-AM	84	WTCM-AM	192	WTKN-AM	191	WTOU-AM	73
WRJL-FM	118	WROA-AM	136	WRTO-AM	3	WSAR-AM	172	WSHN-FM	225	WSNV-FM	110	WSTN-AM	48	WTCM-FM	192	WTKO-AM	274	WTOV-AM	84
WRJM-FM	191	WROB-AM	258	WRTO-FM	12	WSAT-AM	37	WSHO-AM	44	WSNX-FM	66	WSTO-FM	157	WTCR-AM	152	WTKS-AM	158	WTOY-AM	110
WRJN-AM	33	WROC-AM	54	WRTP-AM	46	WSAU-AM	168	WSHP-FM	236	WSNY-FM	35	WSTP-AM	37	WTCR-FM	152	WTKS-FM	38	WTPA-FM	79
WRJS-AM	57	WROD-AM	94	WRTR-FM	228	WSB-AM	11	WSHW-FM	236	WSOC-FM	37	WSTR-FM	11	WTCS-AM	196	WTKT-AM	79	WTPI-FM	41
WRJY-FM	286	WROE-FM	137	WRTS-FM	164	WSB-FM	11	WSHZ-FM	225	WSOK-AM	158	WSTS-FM	127	WTCY-AM	79	WTKU-FM	138	WTPL-FM	186
WRJZ-AM	72	WROK-AM	153	WRTT-FM	118	WSBA-AM	106	WSIG-FM	226	WSOL-AM	13	WSTU-AM	111	WTDK-FM	148	WTKV-FM	80	WTPM-FM	13
WRKA-FM	55	WROL-AM	9	WRUF-AM	86	WSBB-AM	94	WSIR-AM	98	WSOL-FM	50	WSTV-AM	239	WTDY-AM	97	WTKW-FM	80	WTPT-FM	59
WRKB-AM	37	WROO-FM	50	WRUF-FM	86	WSBC-AM	3	WSIS-FM	158	WSOM-AM	112	WSTW-FM	76	WTEM-AM	8	WTKX-FM	124	WTQR-FM	43
WRKH-FM	93	WROQ-FM	59	WRUN-AM	159	WSBG-FM	69	WSIV-AM	80	WSON-AM	157	WSTZ-FM	123	WTFM-FM	101	WTKZ-AM	70	WTRG-FM	46

Table 5

Station Calls to Market Rank

WTRI-AM	203	WUBZ-FM	247	WVBE-AM	110	WVOG-AM	44	WWCL-AM	67	WWLG-AM	19	WWST-FM	72	WXCY-FM	76	WXMJ-FM	256	WXYT-AM	10
WTRN-AM	256	WUCL-FM	159	WVBE-FM	110	WVOI-AM	67	WWCN-AM	67	WWLI-FM	34	WWSW-FM	23	WXDJ-FM	12	WXMK-FM	286	WXYV-FM	19
WTRS-FM	86	WUCO-AM	35	WVBF-AM	9	WVOJ-AM	50	WWCS-AM	23	WWLL-FM	275	WWSY-FM	200	WXDX-AM	10	WXMP-FM	143	WXYX-FM	13
WTRU-AM	43	WUEZ-FM	231	WVBO-FM	137	WVOL-AM	45	WWCT-FM	143	WWLS-AM	53	WWTB-FM	178	WXDX-FM	23	WXNR-FM	84	WXZO-FM	139
WTRV-FM	66	WUFO-AM	51	WVBR-FM	274	WVOM-FM	214	WWDB-AM	6	WWLS-FM	53	WWTC-AM	16	WXEG-FM	58	WXNT-AM	41	WXZX-FM	13
WTRX-AM	125	WUGO-FM	152	WVBZ-FM	43	WVON-AM	3	WWDC-FM	8	WWLV-FM	171	WWTK-AM	275	WXEM-AM	11	WXOF-FM	86	WXZZ-FM	102
WTRY-FM	64	WUHU-FM	208	WVCB-AM	178	WVOR-FM	54	WWDE-FM	40	WWLW-FM	196	WWTM-AM	118	WXER-FM	266	WXOK-AM	83	WYAK-FM	167
WTSB-AM	127	WUIN-FM	178	WVCG-AM	12	WVOX-AM	60	WWDF-AM	123	WWLY-FM	256	WWTN-FM	45	WXEW-AM	13	WXPK-FM	60	WYAM-AM	118
WTSJ-FM	11	WUJM-FM	136	WVCH-AM	6	WVOZ-AM	13	WWDG-FM	80	WWLZ-AM	213	WWTR-AM	36	WXEZ-FM	40	WXPT-FM	16	WYAV-FM	167
WTSK-AM	26	WUKQ-AM	13	WVCO-FM	167	WVOZ-FM	13	WWDJ-AM	1	WWMD-FM	169	WWUZ-FM	166	WXFL-FM	246	WXPZ-FM	148	WYAY-FM	11
WTSN-AM	116	WUKQ-FM	13	WVCV-AM	166	WVPO-AM	69	WWDL-FM	69	WWMG-FM	37	WWVA-AM	239	WXFM-FM	267	WXQQ-FM	82	WYBB-FM	89
WTSO-AM	97	WUKS-FM	127	WVEE-FM	11	WVRE-FM	102	WWDM-FM	90	WWMI-AM	21	WWVR-FM	200	WXFN-AM	201	WXQR-FM	84	WYBC-AM	108
WTSS-FM	51	WULM-AM	58	WVEI-AM	114	WVRE-FM	234	WWDV-FM	3	WWMJ-FM	214	WWVZ-FM	8	WXFX-FM	150	WXQW-FM	118	WYBC-FM	108
WTSS-FM	51	WUMP-AM	118	WVEL-AM	143	WVRK-FM	181	WWFE-AM	12	WWMK-AM	25	WWVA-FM	261	WXGI-AM	56	WXRA-AM	102	WYCA-FM	3
WTSX-FM	149	WUMX-FM	224	WVEZ-FM	55	WVRT-FM	260	WWFG-FM	148	WWMS-FM	185	WWWE-AM	11	WXGM-AM	40	WXRC-FM	37	WYCB-AM	8
WTTB-AM	111	WUNA-AM	38	WVFJ-FM	11	WVRV-FM	20	WWFN-FM	210	WWMX-FM	19	WWWG-AM	54	WXGM-FM	40	WXRD-FM	3	WYCD-FM	10
WTTH-FM	138	WUNO-AM	13	WVFN-AM	120	WVRY-FM	45	WWFS-AM	143	WWMY-FM	46	WWWM-FM	82	WXHB-FM	223	WXRF-AM	13	WYCK-AM	69
WTTM-AM	140	WUNR-AM	9	WVGM-AM	110	WVSC-AM	184	WWFT-AM	102	WWNB-AM	84	WWWQ-FM	11	WXHL-AM	76	WXRG-FM	136	WYCL-FM	124
WTRR-AM	19	WUPR-AM	13	WVHI-AM	157	WVSR-FM	177	WWFX-FM	114	WWNC-AM	160	WWWR-AM	110	WXIL-FM	242	WXRK-FM	1	WYCO-FM	168
WTTT-FM	41	WURD-AM	6	WVHT-FM	161	WVTI-FM	66	WWBG-AM	8	WWNH-AM	116	WWWS-AM	51	WXIS-FM	101	WXRL-AM	51	WYCR-FM	106
WTTX-FM	110	WURL-AM	57	WVHU-AM	152	WVTJ-AM	124	WWGE-AM	184	WWNL-AM	23	WWVV-FM	224	WXJN-FM	148	WXRR-FM	223	WYDE-AM	57
WTUA-FM	89	WURP-AM	23	WVIC-FM	120	WVTK-FM	139	WWGM-FM	279	WWNN-AM	12	WWWV-FM	146	WXJO-AM	154	WXRT-FM	3	WYDE-FM	57
WTUE-FM	58	WURV-FM	210	WVIN-FM	213	WVTS-AM	177	WWGR-FM	67	WWNR-AM	283	WWWX-FM	137	WXJY-FM	167	WXRV-FM	9	WYDS-FM	267
WTUG-FM	228	WUSE-FM	164	WVIV-FM	3	WVVE-FM	238	WWHN-AM	3	WWNT-AM	191	WWWZ-FM	89	WXJZ-FM	86	WXRX-FM	153	WYEC-FM	141
WTUP-AM	185	WUSJ-FM	123	WVIX-FM	3	WVVR-FM	204	WWHT-FM	80	WWOF-FM	249	WWWX-FM	167	WXKB-FM	67	WXSR-FM	161	WYEF-FM	167
WTUX-AM	97	WUSL-FM	6	WVJP-AM	13	WVVV-FM	242	WWHV-FM	40	WWOJ-FM	275	WWWQ-FM	118	WXKC-FM	164	WXSS-FM	33	WYFM-FM	112
WTVL-AM	261	WUSN-FM	3	WVJP-FM	13	WVYB-FM	94	WWIB-FM	244	WWPA-AM	260	WWYL-FM	179	WXKE-FM	103	WXTS-FM	89	WYFX-FM	157
WTVN-AM	35	WUSQ-FM	226	WVKF-FM	239	WVZA-FM	231	WWII-AM	79	WWPG-AM	228	WWYN-FM	279	WXKO-AM	154	WXTA-FM	164	WYGC-FM	86
WTVR-FM	56	WUSS-AM	138	WVKL-FM	40	WVZN-AM	115	WWIL-AM	178	WWPR-AM	77	WWYY-FM	70	WXKR-FM	82	WXTB-FM	21	WYGH-AM	102
WTVY-FM	191	WUST-AM	8	WVKO-AM	35	WWAB-AM	98	WWIN-AM	19	WWPR-FM	1	WWYZ-FM	49	WXKS-AM	9	WXTC-AM	89	WYGL-FM	79
WTWA-AM	109	WUSW-FM	223	WVKS-FM	82	WWAM-AM	105	WWIN-FM	19	WWQM-FM	97	WWZD-FM	185	WXKS-FM	9	WXTK-FM	183	WYGR-AM	66
WTWB-AM	98	WUSY-FM	105	WVKZ-FM	64	WWAV-FM	219	WWIZ-FM	112	WWQQ-FM	178	WWZK-FM	138	WXKX-AM	196	WXTM-FM	25	WYGY-FM	26
WTWD-AM	21	WUTL-FM	161	WVLE-FM	208	WWAX-FM	202	WWJ-AM	10	WWRC-AM	8	WWZL-AM	9	WXL-AM	120	WXTR-AM	203	WYHY-FM	153
WTWK-AM	139	WUTQ-AM	159	WVLK-AM	102	WWBA-AM	21	WWJB-AM	21	WWRE-FM	226	WWZQ-AM	185	WXL-AM	3	WXTU-FM	6	WYIL-FM	72
WTVR-FM	82	WUUF-FM	54	WVLY-AM	239	WWBB-FM	34	WWJC-AM	202	WWRF-AM	47	WWZY-FM	52	WXLK-FM	110	WXTW-FM	103	WYJB-FM	64
WTWV-FM	183	WUUS-AM	105	WVLZ-AM	72	WWBC-AM	99	WWJO-FM	222	WWRL-AM	1	WWZZ-FM	8	WXML-FM	173	WXUR-FM	159	WYJS-FM	123
WTWZ-AM	123	WUUZ-FM	245	WVMT-AM	139	WWBF-AM	98	WWJS-FM	271	WWRM-FM	21	WXAJ-FM	206	WXLN-AM	55	WXUS-FM	191	WYJZ-FM	41
WTXM-FM	72	WUVA-FM	224	WVMV-FM	10	WWBG-AM	43	WWJZ-AM	6	WWRN-AM	160	WXAL-FM	139	WXLO-FM	114	WXVI-AM	150	WYKO-AM	13
WTTX-FM	228	WUZI-FM	184	WVMX-FM	26	WWBN-FM	125	WWKA-FM	38	WWRN-FM	50	WXAN-FM	231	WXLQ-FM	141	WXXA-AM	55	WYKS-FM	86
WTYX-FM	123	WUZY-FM	184	WVNA-AM	246	WWBR-FM	40	WWKB-AM	51	WVRT-FM	226	WXBD-AM	136	WXL-AM	216	WXXB-FM	236	WYKT-FM	3
WTZB-FM	77	WUZZ-FM	243	WVNA-FM	246	WWBU-FM	221	WWKK-AM	192	WVRU-AM	1	WXBH-AM	64	WXL-AM	231	WXXL-FM	38	WYKZ-FM	158
WTZE-AM	270	WVAA-AM	139	WVNE-AM	114	WWBX-FM	214	WWKL-FM	79	WVRV-AM	1	WXBM-FM	124	WXLW-AM	41	WXXO-FM	245	WYLD-AM	44
WUAM-AM	64	WVAB-AM	40	WVNJ-AM	1	WWBZ-FM	89	WWKN-FM	254	WVRX-FM	34	WXBQ-FM	101	WXLX-FM	13	WXXP-FM	18	WYLD-FM	44
WUBB-FM	116	WVAF-FM	177	WVNN-AM	118	WWCA-AM	3	WWKX-FM	34	WVRZ-FM	98	WXBT-FM	90	WXL-AM	89	WXXQ-FM	153	WYLL-AM	3
WUBE-FM	26	WVAL-AM	222	WVNZ-AM	56	WWCB-AM	164	WWKZ-FM	185	WWSJ-AM	120	WXCH-FM	26	WXMA-FM	55	WXXX-FM	139	WYLT-FM	103
WUBR-AM	225	WVAM-AM	256	WVOA-FM	80	WWCD-FM	35	WWL-AM	44	WWSM-AM	79	WXCL-FM	143	WXMC-AM	113	WXXY-FM	138	WYLY-FM	130
WUBT-FM	45	WVAQ-FM	196	WVOC-AM	90	WWCK-AM	125	WWLD-FM	161	WWSN-FM	286	WXCO-AM	168	WXMD-FM	148	WXYB-AM	21	WYMB-AM	210
WUBU-FM	171	WVAZ-FM	3	WVOD-FM	249	WWCK-FM	125	WWLE-AM	149	WWSO-FM	40	WXCT-AM	49	WXMG-FM	35	WXYK-FM	136	WYMG-FM	206

Table 5
Station Calls to Market Rank

WYMY-FM 46	WYQE-FM 13	WYUU-FM 21	WZAP-AM 101	WZEZ-FM 56	WZLR-FM 58	WZOC-FM 171	WZRX-FM 243	WZZI-FM 110	XHGU-FM 78
WYNA-FM 167	WYRD-AM 59	WYVR-FM 206	WZAR-FM 13	WZFM-FM 221	WZLS-FM 160	WZOK-FM 153	WZSR-FM 3	WZZJ-AM 136	XHH-FM 78
WYND-AM 94	WYRE-AM 19	WYXB-FM 41	WZAT-FM 158	WZFS-FM 3	WZLX-FM 9	WZOL-FM 13	WZST-FM 196	WZZK-FM 57	XHIM-FM 78
WYND-FM 249	WYRK-FM 51	WYXC-AM 11	WZAZ-AM 50	WZFX-FM 127	WZMJ-FM 90	WZON-AM 214	WZTA-FM 12	WZZN-FM 3	XHNZ-FM 78
WYNF-FM 154	WYRN-AM 46	WYXE-AM 45	WZBA-FM 19	WZGC-FM 11	WZMQ-FM 12	WZOO-AM 43	WZTZ-FM 191	WZZO-FM 70	XHRM-FM 17
WYNG-FM 157	WYRU-AM 127	WYXL-FM 274	WZBD-FM 103	WZHF-AM 8	WZMR-FM 64	WZOQ-FM 243	WZUM-AM 23	WZZP-FM 204	XHTO-FM 78
WYNK-AM 83	WYRV-AM 270	WYXX-FM 3	WZBH-FM 148	WZHR-AM 21	WZMT-FM 13	WZOR-FM 187	WZUN-FM 80	WZZR-FM 47	XHTY-FM 17
WYNK-FM 83	WYSF-FM 57	WYXY-FM 157	WZBN-FM 263	WZHT-FM 150	WZMX-FM 49	WZOW-FM 171	WZUP-FM 84	WZZU-FM 110	XHTZ-FM 17
WYNN-AM 210	WYSH-AM 72	WYYD-FM 110	WZBO-AM 249	WZID-FM 186	WZNA-AM 13	WZPL-FM 41	WZUS-FM 267	WZZW-AM 152	XLTN-FM 17
WYNN-FM 210	WYSK-AM 166	WYYL-FM 48	WZBQ-FM 228	WZIQ-FM 263	WZND-FM 191	WZPQ-AM 57	WZUU-FM 182	XCAO-FM 63	XMOR-FM 17
WYNR-FM 286	WYSK-FM 166	WYYW-FM 285	WZBR-FM 84	WZJO-FM 177	WZNE-FM 54	WZPR-FM 249	WZVN-FM 3	XEJ-AM 78	XPRS-AM 17
WYNS-AM 70	WYSL-AM 54	WYYX-FM 238	WZBZ-FM 138	WZJY-AM 89	WZNF-FM 136	WZPT-FM 23	WZWW-FM 247	XEMO-AM 17	XRCN-AM 17
WYNU-FM 279	WYSN-AM 184	WYYY-FM 80	WZCH-FM 3	WZKF-FM 55	WZNN-AM 246	WZPW-FM 143	WZXL-FM 138	XEPR-FM 78	XROK-AM 78
WYNZ-FM 165	WYSP-FM 6	WYYZ-AM 11	WZDQ-FM 279	WZKL-FM 129	WZNO-AM 124	WZRC-AM 1	WZXR-FM 260	XEWG-AM 78	XRST-FM 17
WYOK-FM 93	WYSR-AM 43	WYZB-FM 219	WZEB-FM 148	WZKS-FM 285	WZNS-FM 219	WZRH-AM 37	WZXV-FM 54	XGLX-FM 17	XSUR-AM 17
WYOO-FM 238	WYST-FM 237	WYZE-AM 11	WZEC-FM 64	WZKX-FM 136	WZNT-FM 13	WZRQ-FM 160	WZYP-FM 118	XHCR-FM 17	XTIM-FM 17
WYOS-AM 179	WYTE-FM 168	WZAD-FM 149	WZEE-FM 97	WZKZ-FM 207	WZNX-FM 267	WZRR-FM 57	WZZA-AM 246	XHEM-FM 78	XTRA-AM 17
WYOY-FM 123	WYTK-FM 246	WZAK-FM 25	WZET-FM 13	WZLD-FM 223	WZNY-FM 109	WZRV-FM 226	WZZD-AM 6	XHFG-FM 17	XTRA-FM 17
WYPY-FM 83	WYUS-AM 148	WZAN-AM 165	WZEW-FM 93	WZLQ-FM 185	WZNZ-AM 50	WZRX-AM 123			

Table 6
City of License to Market Rank

Abbeville,AL	191	Altoona,WI	244	Ash Grove,MO	144	Avalon,CA	2	Battle Ground,IN	236	Belvidere,IL	153
Abbeville,LA	100	Alvin,TX	7	Ashdown,AR	255	Avalon,NJ	138	Baxter,TN	276	Belvidere,NJ	70
Aberdeen,MD	19	Amarillo,TX	193	Asheboro,NC	43	Avis,PA	260	Baxter Springs,KS	235	Benavides,TX	134
Aberdeen,MS	185	Ambridge,PA	23	Asheville,NC	160	Avon,NY	54	Bay City,MI	130	Benbrook,TX	5
Abilene,TX	233	Ames,IA	91	Ashland,KY	152	Avon Park,FL	275	Bay City,TX	7	Bennett,CO	22
Abingdon,VA	101	Amherst,MA	81	Ashland,MA	9	Azle,TX	5	Bay Minette,AL	93	Benson,NC	46
Ada,MI	66	Amherst,NY	51	Ashland,MO	253	Babbitt,MN	202	Bay Shore,NY	18	Benton,AR	85
Addison,AL	118	Amherst,VA	110	Ashland,OR	212	Babylon,NY	18	Bay St. Louis,MS	136	Benton,IL	231
Addison,VT	139	Amory,MS	185	Ashland,VA	56	Bagdad,AZ	156	Bayamon,PR	13	Benton,LA	132
Adelanto,CA	135	Amsterdam,NY	64	Ashland City,TN	45	Bagley,MN	277	Bayboro,NC	84	Benton,PA	69
Adjuntas,PR	13	Anaheim,CA	2	Ashville,OH	35	Bainbridge,GA	263	Bayside,VA	40	Benton City,WA	211
Aguada,PR	13	Anchorage,AK	175	Atascadero,CA	170	Baird,TX	233	Baytown,TX	7	Benton Harbor,MI	171
Aguadilla,PR	13	Anderson,CA	227	Athens,AL	118	Baker,CA	135	Beacon,NY	163	Bentonville,AR	151
Aiea,HI	61	Anderson,SC	59	Athens,GA	11	Baker,LA	83	Beatrice,NE	176	Bentonville-Bella Vi,AR	151
Aiken,SC	109	Andover,KS	95	Athol,MA	9	Bakersfield,CA	87	Beaufort,NC	84	Berea,KY	102
Akron,OH	73	Andrews,SC	167	Atlanta,GA	11	Balch Springs,TX	5	Beaufort,SC	158	Berkeley,CA	4
Alabaster,AL	57	Ankeny,IA	91	Atlanta,MI	192	Baldwin,FL	50	Beaumont,CA	28	Berlin,MD	148
Alachua,FL	86	Ann Arbor,MI	146	Atlanta,TX	255	Baldwinsville,NY	80	Beaumont,TX	131	Berne,IN	103
Alameda,CA	4	Annapolis,MD	19	Atlantic,NC	84	Baldwyn,MS	185	Beaver Falls,PA	23	Berry Hill,TN	45
Alamo,TN	279	Annville-Cleona,PA	79	Atlantic Beach,FL	50	Ball,LA	217	Beavercreek,OH	58	Berryville,VA	226
Alamo,TX	63	Anoka,MN	16	Atlantic Beach,SC	167	Ballinger,TX	273	Beaverton,MI	130	Berwick,PA	69
Alamo Heights,TX	31	Anson,TX	233	Atlantic City,NJ	138	Ballston Spa,NY	64	Beaverton,OR	24	Berwyn,IL	3
Albany,GA	263	Ansonia,CT	117	Atmore,AL	93	Baltimore,MD	19	Beckley,WV	283	Bessemer,AL	57
Albany,MN	222	Apache Junction,AZ	15	Attica,IN	236	Bandera,TX	31	Bedford,NH	186	Bethalto,IL	20
Albany,NY	64	Apopka,FL	38	Attleboro,MA	34	Bangor,ME	214	Bedford,VA	110	Bethany,OK	53
Albany,OR	145	Apple Valley,CA	135	Atwater,CA	189	Banks,OR	24	Beech Grove,IN	41	Bethany Beach,DE	148
Albertville,AL	57	Appleton,WI	137	Auberry,CA	68	Banning,CA	28	Belen,NM	71	Bethesda,MD	8
Albuquerque,NM	71	Appomattox,VA	110	Auburn,CA	27	Baraboo,WI	97	Belfast,ME	214	Bethlehem,PA	70
Alcoa,TN	72	Arcadia,CA	2	Auburn,IN	103	Barling,AR	174	Belhaven,NC	84	Bethlehem,WV	239
Alexander City,AL	181	Archbold,OH	82	Auburn,KY	208	Barnesboro,PA	184	Bella Vista,AR	151	Bettendorf,IA	141
Alexandria,LA	217	Arecibo,PR	13	Auburn,ME	165	Barnesville,OH	239	Bellaire,OH	239	Beulah,MI	192
Alexandria,VA	8	Arkansas City,KS	95	Auburn,NY	80	Barnstable,MA	183	Bellaire,TX	7	Beverly,MA	9
Alfred,NY	207	Arlington,NY	163	Auburn-Federal Way,WA	14	Barrackville,WV	196	Belle Chasse,LA	44	Beverly Hills,CA	2
Algood,TN	276	Arlington,TX	5	Auburndale,FL	98	Barstow,CA	135	Belle Glade,FL	47	Beverly Hills,FL	21
Alice,TX	134	Arlington,VA	8	Augusta,GA	109	Bartlett,TN	48	Belle Meade,TN	45	Biddeford,ME	165
Allegan,MI	182	Arlington Heights,IL	3	Augusta,KS	95	Bartonville,IL	143	Belle Plaine,KS	95	Big Bear City,CA	28
Allen,TX	5	Armijo,NM	71	Augusta,ME	261	Bartow,FL	98	Bellefonte,PA	247	Big Bear Lake,CA	28
Allentown,PA	70	Arnold,CA	122	Aurora,CO	22	Basile,LA	100	Belleville,IL	20	Big Flats,NY	213
Alliance,OH	129	Arroyo Grande,CA	170	Aurora,IL	3	Bastrop,LA	251	Bellevue,NE	74	Billings,MT	257
Allouez,WI	187	Artesia,MS	185	Aurora,IN	26	Bastrop,TX	42	Bellevue,WA	14	Biloxi,MS	136
Alpharetta,GA	11	Arthur,ND	220	Aurora,MO	144	Batavia,NY	54	Bellwood,PA	256	Biltmore Forest,NC	160
Altamont,NY	64	Arvada,CO	22	Austell,GA	11	Batesburg,SC	90	Belmont,NC	37	Binghamton,NY	179
Altamonte Springs,FL	38	Arvin,CA	87	Austin,IN	55	Bath,ME	165	Belmont,NH	186	Birmingham,AL	57
Altavista,VA	110	Asbury,IA	234	Austin,MN	282	Bath,NY	213	Belpre,OH	242	Birmingham,MI	10
Alton,IL	20	Asbury,MO	235	Austin,TX	42	Baton Rouge,LA	83	Belton,SC	59	Bishop,TX	134
Altoona,PA	256	Asbury Park,NJ	52	Ava,IL	231	Battle Creek,MI	254	Belton,TX	155	Bismarck,ND	278

City of License to Market Rank

Bismarck-Mandan,ND	278	Boyce,LA	217	Brookline,MO	144	Cadiz,OH	239	Carlyle,IL	20	Champlain,NY	139
Bixby,OK	65	Boyetown,PA	133	Brooklyn Park,MN	16	Caguas,PR	13	Carmel,CA	75	Chandler,AZ	15
Black Canyon City,AZ	15	Boyne City,MI	192	Brookneal,VA	110	Cairo,GA	161	Carmel Valley,CA	75	Chandler,IN	157
Black Mountain,NC	160	Braddock,PA	23	Brookshire,TX	7	Calabash,NC	167	Carmichael,CA	27	Chanute,KS	232
Blacksburg,VA	221	Braddock Heights,MD	8	Brookston,IN	236	Caldwell,ID	121	Carnegie,PA	23	Chapel Hill,NC	46
Blackville,SC	109	Bradenton,FL	21	Brooksville,FL	21	Calera,AL	57	Carnelian Bay,CA	128	Chardon,OH	25
Blair,NE	74	Bradford,PA	207	Brooksville,MS	258	Calistoga,CA	107	Carolina,PR	13	Charleroi,PA	23
Blairstown,NJ	250	Brampton,ON	51	Broomfield,CO	22	Callahan,FL	50	Carolina Beach,NC	178	Charles City,IA	282
Blanchard,LA	132	Brandon,FL	21	Brownfield,TX	180	Callaway,FL	238	Carpinteria,CA	199	Charleston,SC	89
Block Island,RI	34	Brandon,MS	123	Brownsburg,IN	41	Calverton-Roanoke,NY	18	Carrier Mills,IL	231	Charleston,WV	177
Bloomer,WI	244	Brazil,IN	200	Brownsville,KY	208	Camargo,TM	63	Carrollton,AL	228	Charlestown,IN	55
Bloomfield,CT	49	Breaux Bridge,LA	100	Brownsville,OR	145	Camarillo,CA	119	Carrollton,GA	11	Charlevoix,MI	192
Bloomington,IL	237	Breckenridge,MN	220	Brownsville,PA	23	Camas,WA	24	Carrollton,MI	130	Charlotte,MI	120
Bloomington,IN	41	Bremen,IN	171	Brownsville,TX	63	Cambria,CA	170	Carrollton,TX	5	Charlotte,NC	37
Bloomsburg,PA	69	Bremerton,WA	14	Bruce,MS	185	Cambridge,MA	9	Carson City,NV	128	Charlotte Harbor,FL	77
Blountville,TN	101	Brenham,TX	230	Brunswick,GA	50	Cambridge,MN	16	Cartersville,GA	11	Charlottesville,VA	224
Blue Springs,MO	29	Brentwood,TN	45	Brunswick,MD	203	Cambridge Springs,PA	245	Cartersville,IL	231	Chatham,MA	183
Bluefield,VA	270	Brewer,ME	214	Brunswick,ME	165	Camden,NJ	6	Carthage,MO	235	Chattanooga,TN	105
Bluefield,WV	270	Brewster,NY	197	Brusly,LA	83	Cameron,TX	230	Carthage,NY	271	Cheboygan,MI	192
Bluffton,IN	103	Briarcliff Acres,SC	167	Bryan,TX	230	Camilla,GA	263	Carthage,TX	132	Cheektowaga,NY	51
Bluffton,SC	158	Briarcliff Manor,NY	60	Bryant,AR	85	Camp Lejeune,NC	84	Cascade,MT	284	Chelsea,OK	65
Blytheville,AR	48	Bridgehampton,NY	18	Buchanan,MI	171	Campbell,OH	112	Casey,IL	200	Chenango Bridge,NY	179
Boalsburg,PA	247	Bridgeport,CT	117	Buckeye,AZ	15	Camuy,PR	13	Casper,WY	287	Cheney,WA	92
Boca Raton,FL	12	Bridgeport,NY	80	Buckhannon,WV	196	Canandaigua,NY	54	Castle Rock,CO	22	Cheraw,SC	210
Boeme,TX	31	Bridgeport,TX	5	Bucksport,SC	167	Cannonsburg,KY	152	Cathedral City,CA	162	Cherryville,NC	37
Boise,ID	121	Bridgeport,WV	196	Buda,TX	42	Canon City,CO	248	Catlettsburg,KY	152	Chcsapeake,VA	40
Bolivar,TN	279	Bridgewater,NJ	36	Buena Vista,GA	181	Canonsburg,PA	23	Catonsville,MD	19	Chester,PA	6
Bonifay,FL	238	Bridgewater,VA	264	Buffalo,MN	16	Canovanas,PR	13	Cave City,KY	208	Chester,SC	37
Bonita Springs,FL	67	Brigham City,UT	32	Buffalo,NY	51	Canton,GA	11	Cave Creek,AZ	15	Chester,VA	56
Boone,IA	91	Brighton,CO	22	Buford,GA	11	Canton,IL	143	Cave Junction,OR	212	Chetek,WI	244
Booneville,AR	174	Brighton,NY	54	Bunkie,LA	217	Canton,MS	123	Cayce,SC	90	Cheyenne,WY	281
Booneville,MS	185	Brillion,WI	187	Burgaw,NC	178	Canton,NJ	76	Cayey,PR	13	Chicago,IL	3
Boonville,IN	157	Brinklow,MD	148	Burgettstown,PA	23	Canton,OH	129	Cedar Bluff,VA	270	Chicago Heights,IL	3
Boonville,MO	253	Bristol,CT	49	Burien-Seattle,WA	14	Cantonment,FL	124	Cedar Falls,IA	241	Chickasaw,AL	93
Boonville,NY	159	Bristol,TN	101	Burkburnett,TX	252	Canyon,TX	193	Cedar Key,FL	86	Chico,CA	195
Borger,TX	193	Bristol,VA	101	Burleson,TX	5	Canyon Country,CA	2	Cedar Park,TX	42	Chicopee,MA	81
Bosque Farms,NM	71	Bristol (Bristol, TN,VA)	101	Burlington,NC	46	Cape Charles,VA	40	Cedar Rapids,IA	209	Chiefland,FL	86
Bossier City,LA	132	Bristow,OK	65	Burlington,VT	139	Cape Coral,FL	67	Celina,OH	243	Chillicothe,IL	143
Boston,MA	9	Broadway,VA	264	Burlington-Graham,NC	43	Cape May,NJ	138	Center Moriches,NY	18	Chilton,WI	137
Boulder,CO	22	Broadway-Timberville,VA	264	Burney,CA	227	Cape May Court House,NJ	138	Centerville,UT	32	China Grove,NC	37
Boulder City,NV	39	Brockport,NY	54	Burns,WY	281	Cape Vincent,NY	271	Central City,PA	184	Chino Valley,AZ	156
Bountiful,UT	32	Brockton,MA	9	Butler,AL	285	Carbondale,IL	231	Centralia,MO	253	Chippewa Falls,WI	244
Bowdon,GA	11	Broken Arrow,OK	65	Butler,PA	23	Carbondale,PA	69	Century,FL	124	Chowchilla,CA	189
Bowling Green,KY	208	Brookfield,CT	197	Cabo Rojo,PR	13	Carlisle,KY	102	Ceres,CA	122	Christiansburg,VA	221
Bowling Green,OH	82	Brookfield,WI	33	Cabot,AR	85	Carlisle,PA	79	Chambersburg,PA	169	Christopher,IL	231
Bowling Green,VA	166	Brookline,MA	9	Cadillac,MI	192	Carlsbad,CA	17	Champaign,IL	216	Church Hill,TN	101

Table 6

City of License to Market Rank

Churchville, VA	264	Cocoa Beach, FL	38	Conroe, TX	7	Crete, IL	3	De Witt, IA	141	Dishman, WA	92
Churubusco, IN	103	Coeur D'Alene, ID	92	Conway, AR	85	Crete, NE	176	Deadwood, SD	268	Dock Junction, GA	286
Cicero, IL	3	Coeur D'Alene, ID	92	Conway, SC	167	Crewe, VA	56	Dearborn, MI	10	Dodgeville, WI	97
Cidra, PR	13	Cold Spring, MN	222	Conyers, GA	11	Crisfield, MD	148	Dearborn Heights, MI	10	Dolan Springs, AZ	39
Cincinnati, OH	26	Coldwater, MI	182	Cookeville, TN	276	Crookston, MN	277	Decatur, AL	118	Donaldsonville, LA	83
Circleville, OH	35	Coleman, MI	130	Coon Rapids, MN	16	Cross City, FL	86	Decatur, GA	11	Donelson, TN	45
Citronelle, AL	93	Colfax, IL	237	Cooperstown, PA	245	Crowley, LA	100	Decatur, IL	267	Dora, AL	57
Ciudad Juarez, MX	78	College Park, GA	11	Copenhagen, NY	271	Crown Point, IN	3	Decatur, IN	103	Dorchester Terr.-Bre, SC	89
Claremore, OK	65	College Station, TX	230	Copperas Cove, TX	155	Crozet, VA	224	Decatur, TX	5	Dos Palos, CA	189
Clarksburg, WV	196	Collierville, TN	48	Copperopolis, CA	122	Crystal Beach, TX	7	Dedham, MA	9	Dothan, AL	191
Clarksville, IN	55	Collins, MS	223	Coral Cove, FL	77	Crystal Lake, IL	3	Deer Park, WA	92	Douglasville, GA	11
Clarksville, TN	204	Collinsville, OK	65	Coral Gables, FL	12	Crystal River, FL	86	Deer River, MN	202	Dover, DE	76
Claude, TX	193	Collinwood, TN	246	Corcoran, CA	104	Culebra, PR	13	Deerfield, MO	232	Dover, NH	116
Clayton, MO	20	Colonial Beach, VA	166	Cordova, AL	57	Cullman, AL	57	DeKalb, IL	3	Dover, NJ	113
Clayton, NC	46	Colonial Heights, TN	101	Corinth, NY	64	Culver City, CA	2	Del Mar Hills, TX	215	Dry Branch, GA	154
Clear Lake, IA	282	Colonial Heights, VA	56	Cornell, WI	244	Cuyahoga Falls, OH	73	Del Valle, TX	42	Dubach, LA	251
Clearwater, FL	21	Colorado Springs, CO	96	Corning, CA	195	Cypress, TX	7	Deland, FL	38	Dublin, VA	221
Clearwater, KS	95	Columbia, AL	191	Corning, NY	213	Cypress Gardens, FL	98	Delano, CA	87	Dubuque, IA	234
Clearwater, SC	109	Columbia, CA	122	Cornwall, NY	149	Dade City, FL	21	Delaware, OH	35	Duffield, VA	101
Cleburne, TX	5	Columbia, IL	20	Corona, CA	28	Dakota City, NE	262	Delphi, IN	236	Duluth, MN	202
Clemson, SC	59	Columbia, LA	251	Corozal, PR	13	Daleville, AL	191	Delphos, OH	243	Dumfries-Triangle, VA	8
Cleveland, OH	25	Columbia, MO	253	Corpus Christ, TX	134	Dallas, GA	11	Delray Beach, FL	47	Dunbar, WV	177
Cleveland, TN	105	Columbia, NC	249	Corpus Christi, TX	134	Dallas, NC	37	Delta, CO	259	Dundee, IL	3
Cleveland, TX	7	Columbia, PA	115	Corrales, NM	71	Dallas, OR	24	Delta, OH	82	Dunedin, FL	21
Cleveland, WI	266	Columbia, SC	90	Corry, PA	164	Dallas, PA	69	Denham Springs, LA	83	Dunlap, TN	105
Cleveland Heights, OH	25	Columbia City, IN	103	Cortaro, AZ	62	Dallas, TX	5	Denmark, WI	137	Dunn, NC	127
Clewiston, FL	47	Columbiana, AL	57	Cortland, NY	274	Danbury, CT	197	Denton, TX	5	Dunnellon, FL	86
Clifton, TX	194	Columbus, GA	181	Cortland, OH	112	Dansville, NY	54	Denver, CO	22	Dunnigan, CA	27
Clifton Park, NY	64	Columbus, MO	235	Corvallis, OR	145	Danville, IL	216	Depew, NY	51	Duquesne, PA	23
Clinton, IA	141	Columbus, MS	258	Corydon, IN	55	Danville, IN	41	Deposit, NY	179	Durham, NC	46
Clinton, IN	200	Columbus, OH	35	Cottage Grove, OR	145	Danville, VT	139	Derby, KS	95	Dutton, MT	284
Clinton, LA	83	Columbus, WI	97	Cottonwood, AZ	156	Daphne, AL	93	Derry, NH	186	Dyersville, IA	234
Clinton, MS	123	Columbus Grove, OH	243	Coudersport, PA	207	Darien, GA	286	Deruyter, NY	80	E. Syracuse, NY	80
Clinton, NC	127	Columbus-Worthington, OH	35	Council Bluffs, IA	74	Darlington, SC	210	Des Moines, IA	91	Eagle, ID	121
Clinton, TN	72	Colusa, CA	195	Covington, GA	11	Davenport, IA	141	Des Plaines, IL	3	Eagle Point, OR	212
Cloquet, MN	202	Comfort, TX	31	Covington, KY	26	Davie, FL	12	Destin, FL	219	Eagle River, AK	175
Cloverdale, CA	107	Commerce City, CO	22	Covington, LA	44	Davis, CA	27	Detroit, MI	10	Earl Park, IN	236
Clovis, CA	68	Como, MS	48	Covington, TN	48	Dayton, NV	128	Detroit Lakes, MN	220	Earlsville, VA	224
Coachella, CA	162	Compton, CA	2	Crane, TX	188	Dayton, OH	58	Devine, TX	31	Easley, SC	59
Coal City, IL	3	Concord, CA	4	Crawfordville, FL	161	Dayton, WA	211	Dewitt, MI	120	East Grand Forks, MN	277
Coal Grove, OH	152	Concord, MA	9	Creedmoor, TX	42	Daytona Beach, FL	38	Dexter, ME	214	East Hampton, NY	18
Coalinga, CA	68	Concord, NC	37	Cresson, PA	256	De Forest, WI	97	Dickeyville, WI	234	East Lansing, MI	120
Coatesville, PA	6	Concord, NH	186	Crest Hill, IL	3	De Kalb, MS	285	Dickson, TN	45	East Liverpool, OH	23
Cobleskill, NY	64	Conklin, NY	179	Crestview, FL	219	De Pere, WI	187	Dillon, SC	210	East Longmeadow, MA	81
Cockrell Hill, TX	5	Connellsville, PA	23	Crestwood, MO	20	De Ridder, LA	218	Dimondale, MI	120	East Los Angeles, CA	2
Cocoa, FL	99	Conrad, MT	284	Creswell, OR	145	De Soto, MO	20	Dinuba, CA	68	East Lyme, CT	173

Table 6
 City of License to Market Rank

East Moline,IL	141	Elkton,VA	264	Eva,AL	118	Fayetteville,AR	151	Fort Scott,KS	232	Fuquay-Varina,NC	46
East Palchogue,NY	18	Ellenville,NY	163	Evans,GA	109	Fayetteville,GA	11	Fort Shawnee,OH	243	Gadsden,AL	57
East Point,GA	11	Ellisville,MS	223	Evanston,IL	3	Fayetteville,NC	127	Fort Smith,AR	174	Gaffney,SC	59
East Porterville,CA	104	Ellsworth,ME	214	Evansville,IN	157	Federalsburg,MD	148	Fort Thomas,KY	26	Gahanna,OH	35
East Providence,RI	34	Ellwood,CA	199	Evansville,WI	97	Felton,CA	75	Fort Valley,GA	154	Gainesville,FL	86
East Ridge,TN	105	Elm Grove,WI	33	Evansville,WY	287	Fenton,MI	125	Fort Walton Beach,FL	219	Gainesville,GA	11
East St. Louis,IL	20	Elma,WA	14	Everett,MA	9	Fenwick Islan,DE	148	Fort Wayne,IN	103	Gainesville,TX	5
Easton,PA	70	Elmhurst,IL	3	Everett,WA	14	Fernandina Beach,FL	50	Fort Worth,TX	5	Gaithersburg,MD	8
Eaton,OH	58	Elmira,NY	213	Evergreen,CO	22	Ferris,TX	5	Fosston,MN	277	Galax,VA	43
Eatontown,NJ	52	Elmira Hts-Horsehds,NY	213	Ewing,NJ	140	Festus,MO	20	Fouke,AR	255	Galena,IL	234
Eatonville,FL	38	Elmwood,IL	143	Excelsior Springs,MO	29	Festus-St. Louis,MO	20	Fountain,CO	96	Galena,KS	235
Eatonville,WA	14	Elmwood Park,IL	3	Exeter,NH	116	Fisher,IL	216	Fountain Inn,SC	69	Gallatin,TN	45
Eau Claire,WI	244	Elyria,OH	25	Fabens,TX	78	Fitchburg,MA	9	Fountain Valley,CA	2	Galliano,LA	44
Ebensburg,PA	184	Emmett,ID	121	Fair Oaks,CA	27	Flagstaff,AZ	156	Fowler,CA	68	Gallipolis,OH	152
Eden,NC	43	Empire,LA	44	Fairborn,OH	58	Flint,MI	125	Fox Farm,WY	281	Galva,IL	141
Eden Prairie,MN	16	Encinitas,CA	17	Fairbury,IL	237	Flora,MS	123	Framingham,MA	9	Galveston,TX	7
Edenton,NC	249	Endicott,NY	179	Fairfax,VA	8	Florence,AL	246	Frankenmuth,MI	125	Garden City,ID	121
Edgewater,FL	94	Endwell,NY	179	Fairfield,AL	57	Florence,KY	26	Frankfort,IN	236	Garden City,MO	29
Edinboro,PA	164	Enfield,CT	81	Fairfield,OH	26	Florence,NJ	6	Frankfort,MI	192	Garden City,NY	18
Edinburg,TX	63	England,AR	85	Fairhaven,MA	172	Florence,OR	145	Frankfort,NY	159	Garden City,SC	167
Edmond,OK	53	Englewood,CO	22	Fairhope,AL	93	Florence,SC	210	Franklin,IN	41	Garden Grove,CA	2
Edmonds,WA	14	Englewood,FL	77	Fairlawn,VA	221	Floresville,TX	31	Franklin,LA	100	Gardendale,TX	188
Edmonton,KY	208	Englewood,OH	58	Fairmont,NC	127	Florissant,MO	20	Franklin,NJ	250	Gardiner,ME	261
Egg Harbor City,NJ	6	Enid,OK	53	Fairmont,WV	196	Flower Mound,TX	5	Franklin,PA	245	Gardner,MA	9
Egypt Lake,FL	21	Enterprise,AL	191	Fairport,NY	54	Flowood,MS	123	Franklin,TN	45	Garland,TX	5
El Cajon,CA	17	Enumclaw,WA	14	Fairview,NC	160	Floyd,VA	221	Franklin,TX	230	Garner,NC	46
El Campo,TX	7	Ephrata,PA	115	Fairview,PA	164	Foley,AL	93	Frankston,TX	147	Gary,IN	3
El Dorado,KS	96	Epworth,IA	234	Fairview,TN	45	Folly Beach,SC	89	Frazier Park,CA	87	Garyville,LA	44
El Paso,TX	78	Erath,LA	100	Fairway,KS	29	Folsom,LA	44	Frederick,MD	203	Gastonia,NC	37
El Reno,OK	53	Erie,PA	164	Fajardo,PR	13	Fond Du Lac,WI	137	Fredericksburg,VA	166	Gate City,VA	101
El Rio,CA	119	Erlanger,KY	26	Fall River,MA	172	Forest City,NC	59	Freedom,CA	75	Gatlinburg,TN	72
Elba,AL	191	Erwin,TN	101	Fallbrook,CA	17	Forest City,PA	69	Freeland,PA	69	Gaylord,MI	192
Electra,TX	252	Escondido,CA	17	Falls Church,VA	8	Forest Lake,MN	16	Freeport,IL	153	Geneseo,IL	141
Elgin,IL	3	Esparto,CA	27	Falmouth,KY	26	Forsyth,GA	154	Freeport,NY	18	Geneva,AL	191
Elgin,TX	42	Essex,CA	135	Falmouth,MA	183	Fort Atkinson,WI	97	Freeport,TX	7	Geneva,IL	3
Elizabeth,NJ	36	Essex,NY	139	Falmouth,VA	166	Fort Campbell,KY	204	Fresno,CA	68	Geneva,NY	54
Elizabeth,WV	242	Essexville,MI	130	Fargo,ND	220	Fort Collins,CO	126	Front Royal,VA	226	George,CA	135
Elizabeth City,NC	249	Ester,FL	67	Farmersville,TX	5	Fort Lauderdale,FL	12	Fruita,CO	259	Georgetown,DE	148
Elizabethton,TN	101	Estes Park,CO	126	Farmerville,LA	251	Fort Lee,VA	56	Fruitland,ID	121	Georgetown,KY	102
Elizabethtown,NC	127	Etowah,TN	105	Farmington,AR	151	Fort Meade,FL	98	Fruitland,MD	148	Georgetown,OH	26
Elizabethtown,PA	115	Ettrick,VA	56	Farmington,IL	143	Fort Mitchell,AL	181	Ft Erie,ON	51	Georgetown,SC	167
Elizabethville,PA	79	Eufaula,AL	181	Farmington,NH	116	Fort Myers,FL	67	Fi Worth-Dallas,TX	5	Georgetown,TX	42
Elk Mound,WI	244	Eugene,OR	145	Farmville,NC	84	Fort Myers Beach,FL	67	Ft. Worth,TX	5	Germantown,TN	48
Elk River,MN	16	Eunice,LA	100	Farragut,TN	72	Fort Pierce,FL	111	Fulton,MO	253	Gettysburg,PA	106
Elkhart,IN	171	Eureka,IL	143	Fayette,AL	228	Fort Plain,NY	64	Fulton,MS	185	Gibsonburg,OH	82
Elkton,MD	76	Eutaw,AL	228	Fayette,MO	253	Fort Rucker,AL	191	Fulton,NY	80	Gifford,FL	111

Table 6

City of License to Market Rank

Gilbert,AZ	15	Grass Valley,CA	27	Gulf Breeze,FL	124	Harwich Port,MA	183	High Springs,FL	86	Horseheads,NY	213
Gilmer,TX	147	Gray,GA	154	Gulfport,MS	136	Harwood,ND	220	Highland,IL	20	Houma,LA	44
Gilroy,CA	30	Gray Court,SC	59	Guthrie,OK	53	Haskell,TX	233	Highland,NY	163	Houston,AK	175
Girard,KS	232	Grayson,GA	11	Hackensack,NJ	1	Hastings,MN	16	Highland Park,IL	3	Houston,MS	185
Gladewater,TX	147	Grayson,KY	152	Hackettstown,NJ	70	Hatillo,PR	13	Highland Park,TX	5	Houston,TX	7
Gladstone,MO	29	Great Falls,MT	284	Hagerstown,MD	169	Hatteras,NC	249	Highland Springs,VA	56	Howe,TX	5
Glasford,IL	143	Greeley,CO	126	Halfway,MD	169	Hattiesburg,MS	223	Highland Village,TX	5	Howell,MI	10
Glasgow,KY	208	Green Bay,WI	187	Hallie,WI	244	Haughton,LA	132	Hilliard,OH	35	Howland,ME	214
Glen Arbor,MI	192	Green Cove Sp,FL	50	Haltom City,TX	5	Havana,FL	161	Hillsboro,IL	206	Hubbard,OH	112
Glen Burnie,MD	19	Green Valley,AZ	62	Hamden,CT	108	Havelock,NC	84	Hillsboro,NH	186	Hudson,IA	241
Glen Rose,TX	5	Green Valley,WV	270	Hamilton,OH	26	Haverhill,MA	9	Hillsboro,OR	24	Hudson,WI	16
Glencoe,MN	16	Greenacres,CA	87	Hamlin,TX	233	Havre De Grac,MD	76	Hillsboro,TX	194	Hughesville,PA	260
Glendale,AZ	15	Greencastle,PA	169	Hammond,IN	3	Havre de Grace,MD	19	Hilton Head Island,SC	158	Humacao,PR	13
Glendale,CA	2	Greeneville,TN	101	Hammond,LA	83	Hayden,ID	92	Hinton,WV	283	Humble,TX	7
Glenwood,IA	74	Greenfield,CA	75	Hammonton,NJ	138	Haysville,KS	95	Hobe Sound,FL	47	Humboldt,KS	232
Globe,AZ	15	Greenfield,IN	41	Hampton,GA	11	Hazel Green,AL	118	Holiday,FL	21	Humboldt,TN	279
Gloucester,MA	9	Greenfield,MA	81	Hampton,NH	116	Hazleton,PA	69	Holland,MI	66	Humnoke,AR	85
Gloucester,VA	40	Greenfield,WI	33	Hampton,VA	40	Headland,AL	191	Holland,OH	82	Huntingdon,PA	256
Gluckstadt,MS	123	Greensboro,AL	228	Hampton Bays,NY	18	Healdsburg,CA	107	Holidaysburg,PA	256	Huntington,IN	103
Gold Hill,OR	212	Greensboro,NC	43	Hanahan,SC	89	Heame,TX	230	Hollister,CA	75	Huntington,NY	18
Golden Valley,MN	16	Greensburg,PA	23	Hanford,CA	68	Heath,OH	35	Holly Hill,FL	94	Huntington,WV	152
Goldsboro,NC	46	Greensburg,PA	23	Hanover,PA	106	Heavener,OK	174	Holly Springs,MS	48	Huntsville,AL	118
Goleta,CA	199	Greenville,GA	181	Hapeville,GA	11	Heidelberg,MS	223	Hollywood,FL	12	Huntsville,AR	151
Gonzales,CA	75	Greenville,MI	66	Hardeeville,SC	158	Helotes,TX	31	Hollywood,SC	89	Hurlock,MD	148
Gonzales,TX	42	Greenville,NC	84	Hardin,MT	257	Hemet,CA	28	Holmes Beach,FL	21	Hurricane,WV	177
Goochland,VA	56	Greenville,OH	58	Harker Heights,TX	155	Hemlock,MI	130	Holt,FL	219	Hurst,TX	5
Gooding,ID	121	Greenville,RI	34	Harkers Island,NC	84	Hempstead,NY	18	Holton,MI	225	Hutchinson,KS	95
Goodlettsville,TN	45	Greenville,SC	59	Harlem,GA	109	Henderson,KY	157	Homeland Park,SC	59	Hutto,TX	42
Goose Creek,SC	89	Greenwich,CT	142	Harlingen,TX	63	Henderson,NV	39	Homer,LA	132	Hyannis,MA	183
Gordon,GA	154	Greenwood,AR	174	Harrisburg,AR	280	Henderson,NY	271	Homestead,FL	12	Hyde Park,NY	163
Gorham,ME	165	Greenwood,IN	41	Harrisburg,IL	231	Henderson,TN	279	Homewood,AL	57	Idalou,TX	180
Goshen,IN	171	Greer,SC	59	Harrisburg,NC	37	Hendersonville,NC	59	Hondo,TX	31	Idyllwild,CA	28
Gosnell,AR	48	Gregory,TX	134	Harrisburg,PA	79	Hendersonville,TN	45	Honea Path,SC	59	Immokalee,FL	67
Goulds,FL	12	Gresham,OR	24	Harrison,OH	26	Henniker,NH	186	Honeoye Falls,NY	54	Incline Village,NV	128
Graceville,FL	191	Gretna,LA	44	Harrisonburg,VA	264	Henryetta,OK	65	Honolulu,HI	61	Independence,MO	29
Graham,NC	43	Gridley,CA	195	Harrisonville,MO	29	Herkimer,NY	159	Honor,MI	192	Indian Head,MD	8
Granbury,TX	5	Griffin,GA	11	Harrodsburg,KY	102	Hermantown,MN	202	Hooks,TX	255	Indian River Shores,FL	111
Grand Forks,ND	277	Grifton,NC	84	Hart,MI	225	Hemando,FL	86	Hoosick Falls,NY	64	Indian Rocks Beach,FL	21
Grand Haven,MI	66	Groton,CT	173	Hartford,CT	49	Herrin,IL	231	Hope,AR	255	Indian Springs,NV	39
Grand Junction,CO	259	Grove City,OH	35	Hartford,WI	33	Hershey,PA	79	Hope Mills,NC	127	Indianapolis,IN	41
Grand Prairie,TX	5	Grove City,PA	112	Hartford City,IN	201	Hertford,NC	249	Hope Valley,RI	34	Indianola,IA	91
Grand Rapids,MI	66	Grover Beach,CA	170	Hartford-Meriden,CT	49	Hesperia,CA	135	Hopewell,VA	56	Indiantown,FL	47
Grandview,WA	198	Groves,TX	131	Hartselle,AL	118	Hialeah,FL	12	Hopkinsville,KY	204	Indio,CA	162
Granite City,IL	20	Grundy Center,IA	241	Hartsville,SC	210	Hickory,NC	37	Hormigueros,PR	13	Ingleside,TX	134
Grants Pass,OR	212	Guadalupe,CA	205	Harvard,IL	3	Hicksville,OH	103	Hornell,NY	213	Inglewood,CA	2
Grasonville,MD	19	Guayama,PR	13	Harvey,IL	3	High Point,NC	43	Horse Cave,KY	208	Inglis,FL	86

City of License to Market Rank

Inkster,MI	10	Joliet,IL	3	Kindred,ND	220	Lake Success,NY	1	Lebanon,TN	45	Lompoc,CA	205
Iola,KS	232	Jonesboro,AR	280	King,NC	43	Lake Wales,FL	98	Ledyard,CT	173	London,OH	35
Iowa City,IA	209	Jonesborough,TN	101	King City,CA	75	Lake Worth,FL	98	Lee'S Summit,MO	29	Long Beach,CA	2
Iron River,WI	202	Joplin,MO	235	Kingfisher,OK	53	Lakeland,FL	98	Leesburg,GA	263	Long Beach,MS	136
Irondale,AL	57	Joshua Tree,CA	135	Kings Beach,CA	128	Lakeland,TN	48	Leesburg,VA	8	Long Branch,NJ	52
Irondequoit,NY	54	Jourdanton,TX	31	Kingsley,MI	192	Lakeville,MN	16	Lehigh Acers,FL	67	Longmont,CO	22
Ironton,OH	152	Juana Diaz,PR	13	Kingsport,TN	101	Lakewood,CO	22	Lehigh Acres,FL	67	Longview,TX	147
Irwin,PA	23	Junction City,OR	145	Kingston,NY	163	Lakewood,WA	14	Lehighton,PA	70	Lonoke,AR	85
Isabela,PR	13	Jupiter,FL	47	Kingston Springs,TN	45	Lakewood Township,NJ	52	Leicester,MA	114	Lookout Mountain,TN	105
Islesboro,ME	214	Kachina Village,AZ	156	Kingstree,SC	210	Lamar,MO	232	Leland,MI	192	Lorain,OH	25
Islip,NY	18	Kailua,HI	61	Kingsville,TX	134	Lamesa,TX	188	Leland,NC	178	Lorenzo,TX	180
Ithaca,NY	274	Kalamazoo,MI	182	Kinston,NC	84	Lancaster,CA	2	Lemoore,CA	104	Loretto,PA	184
Jackson,LA	83	Kalkaska,MI	192	Kirkland,WA	14	Lancaster,NY	51	Lena,IL	234	Loris,SC	167
Jackson,MI	120	Kane,PA	207	Kissimmee,FL	38	Lancaster,OH	35	Lenoir City,TN	72	Los Alamos,NM	240
Jackson,MS	123	Kaneohe,HI	61	Kittery,ME	116	Lancaster,PA	115	Lenwood,CA	135	Los Altos,CA	4
Jackson,TN	279	Kannapolis,NC	37	Knoxville,TN	72	Lancaster,WI	234	Levittown-Fairless H,PA	6	Los Angeles,CA	2
Jackson,WI	33	Kansas City,KS	29	Kosciusko,MS	123	Lansdale,PA	6	Lewes,DE	148	Los Banos,CA	189
Jacksonville,AR	85	Kansas City,MO	29	Krum,TX	5	Lansford,PA	70	Lewiston,ME	165	Los Gatos,CA	30
Jacksonville,FL	50	Kaplan,LA	100	La Crosse,FL	86	Lansing,IL	3	Lewisville,NC	43	Los Lunas,NM	71
Jacksonville,IL	206	Karns,TN	72	La Grange,GA	11	Lansing,MI	120	Lewisville,TX	5	Los Molinos,CA	195
Jacksonville,NC	84	Kaukauna,WI	137	La Grange,IL	3	Lantana,FL	47	Lexington,AL	246	Los Osos-Baywood Par,CA	170
Jacksonville,TX	147	Kearney,AZ	62	La Grange,NC	84	Lapeer,MI	125	Lexington,IL	237	Los Ranchos,NM	71
Jacksonville Beach,FL	50	Keizer,OR	24	La Plata,MD	8	Laplace,LA	44	Lexington,KY	102	Los Ranchos De Albuq,NM	71
Jasper,AL	57	Kendall,FL	12	La Quinta,CA	162	Laramie,WY	281	Lexington,MO	29	Lost Creek,WV	196
Jasper,GA	11	Kendallville,IN	103	La Selva Beach,CA	75	Laredo,TX	215	Lexington,NC	43	Loudon,TN	72
Jasper,TN	105	Kenner,LA	44	La Vergne,TN	45	Largo,FL	21	Lexington,SC	90	Louisa,VA	224
Jeannette,PA	23	Kennewick,WA	211	Lacombe,LA	44	Las Piedras,PR	13	Lexington-Fayette,KY	102	Louisburg,NC	46
Jefferson City,MO	253	Kennewick-Richland-P,WA	211	Ladson,SC	89	Las Vegas,NM	240	Liberty,MO	29	Louisville,KY	55
Jeffersontown,KY	55	Kenosha,WI	3	Lafayette,CO	22	Las Vegas,NV	39	Liberty,TX	7	Loveland,CO	126
Jeffersonville,GA	154	Kenova,WV	152	Lafayette,FL	161	Latrobe,PA	23	Lima,OH	243	Loves Park,IL	153
Jeffersonville,IN	55	Kent,OH	73	Lafayette,GA	105	Latta,SC	210	Lincoln,IL	206	Lowell,AR	151
Jeffersonville,NY	163	Kentwood,LA	83	Lafayette,IN	236	Laughlin,NV	39	Lincoln,NE	176	Lowell,IN	3
Jenkintown,PA	6	Kentwood,MI	66	Lafayette,LA	100	Laurel,DE	148	Lincolnton,NC	37	Lowell,MA	9
Jennings,LA	218	Kerens,TX	5	Lajas,PR	13	Laurel,MD	8	Lindsay,CA	104	Lubbock,TX	180
Jensen Beach,FL	47	Kerman,CA	68	Lake Arrowhead,CA	28	Laurel,MS	223	Linesville,PA	245	Lucerne Valley,CA	135
Jersey City,NJ	1	Kernersville,NC	43	Lake Arthur,LA	218	Laurel,MT	257	Little Falls,NY	159	Ludlow,CA	135
Jersey Shore,PA	260	Kernville,CA	87	Lake Charles,LA	218	Laurinburg,NC	127	Little Rock,AR	85	Luling,TX	42
Jerseyville,IL	20	Kettering,OH	58	Lake City,AR	280	Lawrence,KS	190	Littleton,CO	22	Lumberton,MS	136
Johnson City,NY	179	Kewanee,IL	141	Lake City,MN	229	Lawrence,MA	9	Livermore,CA	4	Lumberton,NC	127
Johnson City,TN	101	Kewaunee,WI	187	Lake City,SC	210	Lawton,OK	269	Livingston,TN	276	Lumpkin,GA	181
Johnsonville,SC	210	Key Largo,FL	12	Lake George,NY	64	Le Mars,IA	262	Livonia,MI	10	Luna Pier,MI	82
Johnston,SC	109	Kiawah Island,SC	89	Lake Isabella,CA	87	Le Roy,IL	237	Lockhart,TX	42	Luquillo,PR	13
Johnston City,IL	231	Kilgore,TX	147	Lake Jackson,TX	7	Leander,TX	42	Lockport,NY	51	Luray,VA	264
Johnstown,CO	126	Kill Devil Hills,NC	249	Lake Oswego,OR	24	Leavenworth,KS	29	Locust Grove,OK	65	Luveme,AL	150
Johnstown,OH	35	Killeen,TX	155	Lake Placid,FL	275	Lebanon,OH	26	Lodi,CA	88	Lynchburg,VA	110
Johnstown,PA	184	Kimberly,WI	137	Lake Placid,NY	139	Lebanon,PA	79	Loma Linda,CA	28	Lynden,WA	14

Table 6

City of License to Market Rank

Lynn, MA	9	Marina, CA	75	McQueeney, TX	31	Middletown, OH	26	Moca, PR	13	Moss Point, MS	136
Mableton, GA	11	Marine City, MI	10	Meadville, PA	245	Middletown, RI	34	Mocksville, NC	43	Moulton, AL	118
Mabton, WA	198	Marion, AR	48	Mebane, NC	43	Midland, MI	130	Modesto, CA	122	Moultrie, GA	263
Maccleenny, FL	50	Marion, IL	231	Mecca, CA	162	Midland, TX	188	Mojave, CA	2	Moundsville, WV	239
Mackinaw City, MI	192	Marion, IN	201	Mechanicsburg, PA	79	Midvale, UT	32	Molalla, OR	24	Mount Bullion, CA	189
Macon, GA	154	Marion, MS	285	Mechanicsville, VA	56	Midway, FL	161	Moline, IL	141	Mount Carmel, IL	157
Macon, IL	267	Marion, SC	210	Mechanicville, NY	64	Midway, GA	158	Monahans, TX	188	Mount Clemens, MI	10
Madbury, NH	116	Marion, TX	31	Medford, MA	9	Midway, KY	102	Moncks Corner, SC	89	Mount Dora, FL	38
Madera, CA	68	Marion, VA	101	Medford, OR	212	Midwest, WY	287	Moneta, VA	110	Mount Holly, NJ	6
Madison, AL	118	Mariposa, CA	189	Media, PA	6	Midwest City, OK	53	Monroeville, PA	23	Mount Hope, WV	283
Madison, WI	97	Marksville, LA	217	Medical Lake, WA	92	Milan, TN	279	Monroe, LA	251	Mount Jackson, VA	226
Madisonville, TX	230	Marlin, TX	194	Medina, OH	73	Milford, CT	117	Monroe, MI	10	Mount Kisco, NY	60
Madrid, IA	91	Maroa, IL	267	Meeker, CO	259	Milford, DE	148	Monroe, NC	37	Mount Pleasant, SC	89
Magee, MS	123	Marshall, IL	200	Melbourne, FL	99	Milford, MA	9	Monroeville, PA	23	Mount Pocono, PA	69
Mahomet, IL	216	Marshall, MI	254	Memphis, TN	48	Milford, NE	176	Montauk, NY	173	Mount Sterling, KY	102
Mamou, LA	100	Marshall, NC	160	Menomonee Falls, WI	33	Milford, OH	26	Monte Rio, CA	107	Mount Union, PA	256
Manahawkin, NJ	5	Marshall, WI	97	Menomonie, WI	244	Mill Hall, PA	260	Montecito, CA	199	Mount Vernon, IN	157
Manassas, VA	82	Marshfield, MA	9	Merced, CA	189	Millbrook, AL	150	Monterey, CA	75	Mount Vernon, MO	144
Manati, PR	13	Marshfield, MO	144	Mercedes, TX	63	Millersburg, PA	79	Monterey, TN	276	Mount Vernon, OH	35
Manchester, CT	49	Marshfield, WI	168	Mercer, PA	112	Millington, TN	48	Montezuma, GA	154	Mount Zion, IL	267
Manchester, GA	11	Martinez, GA	109	Mercer Island-Seattle, WA	14	Millinocket, ME	214	Montgomery, AL	150	Mountain Home, ID	121
Manchester, NH	186	Martinsburg, PA	256	Mercersburg, PA	169	Millvale, PA	23	Monticello, FL	161	Mountain Pass, CA	135
Manchester, TN	45	Martinsburg, WV	169	Meriden, CT	49	Millville, NJ	138	Monticello, IL	267	Mountain Top, PA	69
Manchester, VT	64	Martinsville, IN	41	Meridian, MS	285	Milton, FL	124	Monticello, IN	236	Moyock, NC	40
Mandan, ND	278	Martinsville, VA	110	Meridianville, AL	118	Milton, WV	152	Montour Falls, NY	213	Mt Washington, KY	55
Manhattan, KS	190	Mary Esther, FL	219	Merkel, TX	233	Milton-Freewater, OR	211	Montpelier, VT	139	Mt. Vernon, IN	157
Manitou Springs, CO	96	Marysville, CA	27	Merrill, WI	168	Milwaukee, WI	33	Montrose, CO	259	Mt. Washington, NH	165
Mankato, MN	265	Marysville, OH	35	Mesa, AZ	15	Milwaukie, OR	24	Monument, CO	96	Muenster, TX	5
Manlius, NY	80	Maryville, TN	72	Mesquite, NV	39	Mims, FL	99	Moody, AL	57	Mukwonago, WI	33
Manning, SC	210	Mashpee, MA	183	Mexico, MO	253	Minden, LA	132	Moore, OK	53	Muncie, IN	201
Mannington, WV	196	Mason City, IA	282	Mexico, NY	80	Mineola, NY	18	Moorhead, MN	220	Muncy, PA	260
Manor, TX	42	Massillon, OH	129	Mexico Beach, FL	238	Mineral Wells, TX	5	Moose Lake, MN	202	Munford, TN	48
Marsura, LA	217	Mauldin, SC	59	Meyersdale, PA	184	Minetto, NY	80	Moreauville, LA	217	Munfordville, KY	208
Manteca, CA	122	Maumelle, AR	85	Miami, FL	12	Minneapolis, MN	16	Morehead City, NC	84	Murfreesboro, TN	45
Manteo, NC	249	Maurice, LA	100	Miami, WV	177	Minor Hill, TN	118	Moreno Valley, CA	28	Murphysboro, IL	231
Manti, UT	32	Mayaguez, PR	13	Miami Beach, FL	12	Mint Hill, NC	37	Morgan Hill, CA	30	Murray, UT	32
Maplewood, MN	16	McAllen, TX	63	Miami Springs, FL	12	Mio, MI	192	Morgantown, WV	196	Murrells Inlet, SC	167
Marana, AZ	62	McCall, ID	121	Miamisburg, OH	58	Miramar Beach, FL	219	Morningside, MD	8	Muscatine, IA	141
Marathon, WI	168	McClellanville, SC	89	Micanopy, FL	86	Mirando City, TX	215	Morovis, PR	13	Muscle Shoals, AL	246
Marble Falls, TX	42	McConnellsburg, PA	169	Middleborough Cente, MA	9	Mishicot, WI	187	Morris, IL	3	Muskegon, MI	225
Marco, FL	67	McConnellsville, OH	242	Middlebury, VT	139	Mission, KS	29	Morristown, NJ	113	Muskegon Heights, MI	225
Marco Island, FL	67	McDonough, GA	11	Middleton, WI	97	Mission, TX	63	Morro Bay, CA	170	Muskogee, OK	65
Margate City, NJ	138	McFarland, CA	87	Middletown, CA	107	Missouri City, TX	7	Morrow, GA	11	Myrtle Beach, SC	167
Maricao, PR	13	McKeesport, PA	23	Middletown, CT	49	Moapa Valley, NV	39	Morton, IL	143	Naches, WA	198
Marietta, GA	11	McKenzie, TN	279	Middletown, MD	203	Moberly, MO	253	Mosinee, WI	168	Nags Head, NC	249
Marietta, OH	242	McMinnville, OR	24	Middletown, NY	149	Mobile, AL	93	Moss Bluff, LA	218	Naguabo, PR	13

City of License to Market Rank

Nampa, ID	121	New Plymouth, ID	121	North Augusta, SC	109	Oceanside, CA	17	Ormond-By-The-Sea, FL	94	Paris, AR	174
Nanticoke, PA	69	New Port Richey, FL	21	North Baltimore, OH	82	Ocoee, FL	38	Oro Valley, AZ	62	Paris, IL	200
Nanticoke, PA	69	New Richmond, WI	16	North Cape May, NJ	138	Odem, TX	134	Oroville, CA	195	Paris, KY	102
Nantucket, MA	183	New Roads, LA	83	North Charleston, SC	89	Odessa, TX	188	Osage, IA	282	Park Forest, IL	3
Napa, CA	4	New Rochelle, NY	60	North East, PA	164	Oelwein, IA	241	Osage City, KS	190	Parker, FL	238
Naples, FL	67	New Smyrna Beach, FL	94	North Fork, CA	68	Ogden, UT	32	Osceola, AR	48	Parkersburg, WV	242
Naples Park, FL	67	New Ulm, MN	265	North Fort Myers, FL	67	Oil City, PA	245	Osceola, IA	91	Parma, OH	25
Nappanee, IN	171	New York, NY	1	North Las Vegas, NV	39	Oildale, CA	87	Oshkosh, WI	137	Parris Island, SC	158
Narragansett Pier, RI	34	Newark, DE	76	North Little Rock, AR	85	Ojai, CA	119	Oswego, NY	80	Parsippany-Troy Hill, NJ	113
Narrows, VA	221	Newark, NJ	1	North Mankato, MN	265	Okarche, OK	53	Otsego, MI	182	Parsons, KS	232
Narrows-Pearisburg, VA	110	Newark, NY	54	North Miami, FL	12	Oklahoma City, OK	53	Ottawa, KS	29	Pasadena, CA	2
Nashua, NH	186	Newark, OH	35	North Miami Beach, FL	12	Okmulgee, OK	65	Ottawa, OH	243	Pasadena, TX	7
Nashville, TN	45	Newberry, FL	86	North Muskegon, MI	225	Olathe, KS	29	Ouray, CO	259	Pascagoula, MS	136
Natick, MA	9	Newberry Springs, CA	135	North Myrtle Beach, SC	167	Old Fort, NC	160	Overland Park, KS	29	Pascagoula-Moss Poin, MS	136
Navarre, FL	124	Newburg, KY	55	North Ridgeville, OH	25	Old Town, ME	214	Overton, TX	147	Pasco, WA	211
Nebraska City, NE	74	Newburgh, IN	157	North Salt Lake City, UT	32	Olean, NY	207	Oviedo, FL	38	Paso Robles, CA	170
Nederland, TX	131	Newburgh, NY	149	North Syracuse, NY	80	Olive Branch, MS	48	Owasso, OK	65	Patchogue, NY	18
Neenah-Menasha, WI	137	Newburyport, MA	9	North Windham, ME	165	Oliver, PA	23	Owego, NY	179	Paterson, NJ	1
Nekoosa, WI	168	Newcastle, OK	53	Northampton, MA	81	Oliver Springs, TN	72	Owensboro, KY	157	Patillas, PR	13
Neosho, MO	235	Newnan, GA	11	Northport, AL	228	Olympia, WA	14	Owosso, MI	125	Patterson, CA	122
Nephi, UT	32	Newport, KY	26	Northwood, IA	282	Olyphant, PA	69	Oxford, MS	185	Patterson, NY	197
Neptune Beach, FL	50	Newport, NC	84	Norwalk, CT	142	Omaha, NE	74	Oxford, OH	26	Patton, PA	256
Nevada, MO	232	Newport, RI	34	Norwich, CT	173	Omro, WI	137	Oxnard, CA	119	Pawcatuck, CT	173
New Albany, IN	55	Newport Beach, CA	2	Oak Harbor, OH	82	Onawa, IA	262	Ozark, AL	191	Pawhuska, OK	65
New Albany, MS	185	Newport News, VA	40	Oak Harbor, WA	14	Oneida, NY	80	Ozark, MO	144	Pawleys Island, SC	167
New Bedford, MA	172	Newport Village, NY	159	Oak Hill, WV	283	Oneonta, AL	57	Pacific Grove, CA	75	Pawtucket, RI	34
New Bern, NC	84	Newton, KS	95	Oak Island, NC	178	Ontario, CA	28	Page, AZ	156	Payette, ID	121
New Boston, TX	255	Newton, MA	9	Oak Lawn, IL	3	Opelousas, LA	100	Pahrump, NV	39	Paynesville, MN	222
New Braunfels, TX	31	Newton, MS	285	Oak Park, IL	3	Opportunity, WA	92	Painesville, OH	25	Payson, AZ	15
New Britain, CT	49	Newton, NJ	250	Oak Ridge, TN	72	Oracle, AZ	62	Palatka, FL	94	Payson, UT	32
New Brunswick, NJ	36	Niagara Falls, NY	51	Oakdale, CA	122	Orange, CA	2	Palestine, TX	147	Peachtree City, GA	11
New Carlisle, IN	171	Niceville, FL	219	Oakdale, LA	217	Orange, TX	131	Palm Beach, FL	47	Pearl, MS	123
New Castle, IN	201	Nicholasville, KY	102	Oakhurst, CA	68	Orange, VA	166	Palm Desert, CA	162	Pearl City, HI	61
New City, NY	1	Niles, MI	171	Oakland, CA	4	Orange Beach, AL	93	Palm Springs, CA	162	Pecan Grove, TX	155
New Ellenton, SC	109	Niles, OH	112	Oakland, NJ	1	Orange Cove, CA	68	Palmdale, CA	2	Peekskill, NY	60
New Haven, CT	108	Nixa, MO	144	Oberlin, OH	25	Orangeburg, SC	90	Palmetto, FL	77	Pekin, IL	143
New Haven, IN	103	Noblesville, IN	41	Ocala, FL	86	Orchard Valley, WY	281	Palmyra, NY	54	Pell City, AL	57
New Hope, NC	46	Nolanville, TX	155	Ocean Acres, NJ	52	Orcutt, CA	205	Palmyra, PA	79	Pella, IA	91
New Iberia, LA	100	Norco, LA	44	Ocean City, MD	148	Ore City, TX	147	Palo Alto, CA	30	Pensacola, FL	124
New Kensington, PA	23	Norfolk, MA	9	Ocean City, NJ	138	Oregon City, OR	24	Pamplico, SC	210	Penuelas, PR	13
New London, CT	173	Norfolk, VA	40	Ocean City-Salisbury, MD	148	Orem, UT	32	Panama City, FL	238	Peonia, IL	143
New London, WI	137	Normal, IL	237	Ocean City-Somers Po, NJ	138	Oriental, NC	84	Panama City Beach, FL	238	Perry, GA	154
New Market, VA	264	Norman, OK	53	Ocean Isle Beach, NC	178	Orland, CA	195	Paradise, CA	195	Perry, IA	91
New Orleans, LA	44	Norris, TN	72	Ocean Pines, MD	148	Orlando, FL	38	Paradise, NV	39	Petal, MS	223
New Paltz, NY	163	Norristown, PA	6	Ocean Springs, MS	136	Orleans, MA	183	Paradise Valley, AZ	15	Petaluma, CA	107
New Philadelphia, OH	129	North Atlanta, GA	11	Ocean View, DE	148	Ormond Beach, FL	94	Paramount, CA	2	Peterborough, NH	9

Table 6

City of License to Market Rank

Petersburg,IL	206	Plymouth,IN	171	Potomac-Cabin John,MD	8	Red Bank,TN	105	Robstown,TX	134	Saegertown,PA	245
Petersburg,NJ	138	Plymouth,MA	9	Potts Camp,MS	185	Red Bluff,CA	195	Rochester,MN	229	Safety Harbor,FL	21
Petersburg,VA	56	Plymouth,NC	249	Pottstown,PA	6	Red Lion,PA	106	Rochester,NH	116	Sag Harbor,NY	18
Petoskey,MI	192	Plymouth,WI	266	Poughkeepsie,NY	163	Red Springs,NC	127	Rochester,NY	54	Sageville,IA	234
Pflugerville,TX	42	Pocatalico,WV	177	Powell,TN	72	Redding,CA	227	Rock Hill,SC	37	Saginaw,MI	130
Pharr,TX	63	Pocomoke City,MD	148	Powhatan,VA	56	Redlands,CA	28	Rock Island,IL	141	Sahuarita,AZ	62
Phenix City,AL	181	Pocono Pines,PA	69	Poynette,WI	97	Redondo Beach,CA	2	Rockford,IL	153	Saint Ansgar,IA	282
Phenix City(Columbus),AL	181	Point Pleasant,NJ	52	Prairie Grove,AR	151	Reform,AL	228	Rockford,MI	66	Salamanca,NY	207
Philadelphia,PA	6	Pomona,CA	2	Prattville,AL	150	Rehoboth Beach,DE	148	Rockledge,FL	99	Salem,IN	55
Philipsburg,PA	247	Pompano Beach,FL	12	Prescott,AZ	156	Reidsville,NC	43	Rockmart,GA	11	Salem,MA	9
Phoenix,AZ	15	Pompton Lakes,NJ	1	Prescott Valley,AZ	156	Remsen,NY	159	Rockport,TX	134	Salem,NH	116
Phoenix,NY	80	Ponce,PR	13	Priceville,AL	118	Reno,NV	128	Rockton,IL	153	Salem,NJ	76
Phoenix,OR	212	Ponte Vedra Beach,FL	50	Prichard,AL	93	Rensselaer,NY	64	Rockville,IN	200	Salem,OH	112
Phoenixville,PA	6	Pontotoc,MS	185	Prince Frederick,MD	8	Renton,WA	14	Rockville,MD	8	Salem,OR	24
Picayune,MS	44	Poolesville,MD	8	Princess Anne,MD	148	Republic,MO	144	Rocky Mount,NC	46	Salem,VA	110
Pickens,MS	123	Port Allegany,PA	207	Princeton,NJ	140	Reserve,LA	44	Rogers,AR	151	Salem,WV	196
Piedmont,CA	4	Port Arthur,TX	7	Princeton,WV	270	Richfield,MN	16	Rogersville,AL	246	Salem Township,MI	146
Pilot Point,TX	5	Port Charlotte,FL	67	Proctor,MN	202	Richland,MS	123	Rogersville,TN	101	Salinas,CA	75
Pinconning,MI	130	Port Clinton,OH	82	Prosser,WA	198	Richland,WA	211	Rogue River,OR	212	Salinas,PR	13
Pine Bluff,AR	85	Port Gibson,MS	123	Providence,RI	34	Richlands,VA	270	Rohnert Park,CA	107	Saline,MI	146
Pine Bluffs,WY	281	Port Henry,NY	139	Provo,UT	32	Richmond,KY	102	Roland,OK	174	Salisbury,CT	163
Pine Castle,FL	38	Port Hueneme,CA	119	Pryor,OK	65	Richmond,MO	29	Rollingwood,TX	42	Salisbury,MD	148
Pine Hills,FL	38	Port Huron,MI	10	Pueblo,CO	248	Richmond,VA	56	Rome,NY	159	Salisbury,NC	37
Pine Island Center,FL	67	Port Isabel,TX	63	Pulaski,NY	80	Richmond Hill,GA	158	Rosarita Beach,BN	17	Salladasburg,PA	260
Pinellas Park,FL	21	Port Jervis,NY	149	Pulaski,VA	221	Richton,MS	223	Rosarito,MX	17	Sallisaw,OK	174
Pineville,LA	217	Port Matilda,PA	247	Punta Rassa,FL	67	Richwood,LA	251	Rosenburg-Richmond,TX	7	Salt Lake City,UT	32
Piqua,OH	58	Port Neches,TX	131	Puyallup,WA	14	Richwood,OH	35	Roseville,CA	27	Saluda,SC	109
Pismo Beach,CA	170	Port Republic,NJ	138	Quebradillas,PR	13	Ridgefield,CT	197	Rossford,OH	82	San Angelo,TX	273
Pittsburg,CA	4	Port Royal,SC	158	Queensbury,NY	64	Ridgeland,MS	123	Rossville,GA	105	San Antonio,TX	31
Pittsburg,KS	232	Port St. Joe,FL	238	Quincy,FL	161	Ridgeville,SC	89	Roswell,GA	11	San Bernardino,CA	28
Pittsburg,TX	147	Port St. Lucie,FL	111	Quincy,MA	9	Rifle,CO	259	Rotterdam,NY	64	San Carlos Park,FL	67
Pittsburgh,PA	23	Port Sulphur,LA	44	Racine,WI	33	Ringgold,GA	105	Round Rock,TX	42	San Clemente,CA	2
Pittston,PA	69	Port Washington,WI	33	Radford,VA	221	Rio Piedras,PR	13	Roy,UT	32	San Diego,CA	17
Placerville,CA	27	Portage,IN	3	Raleigh,NC	46	Rio Rancho,NM	71	Royal Oak,MI	10	San Fernando,CA	2
Plainfield,IN	41	Portage,MI	182	Rancho Cordova,CA	27	Ripley,MS	185	Royal Palm Beach,FL	47	San Francisco,CA	4
Plains,PA	69	Portage,PA	184	Rancho Mirage,CA	162	Ripley,OH	26	Ruckersville,VA	224	San Gabriel,CA	2
Plano,IL	3	Portage,WI	97	Randolph,UT	32	River Falls,WI	16	Rudolph,WI	168	San German,PR	13
Plano,TX	5	Porterville,CA	104	Randolph,VT	139	Riverbank,CA	122	Rumford,ME	261	San Jacinto,CA	28
Plant City,FL	21	Portland,ME	165	Rantoul,IL	216	Riverhead,NY	18	Rusk,TX	147	San Joaquin,CA	68
Platteville,WI	234	Portland,OR	24	Rapid City,SD	268	Riverside,CA	28	Russellville,AL	246	San Jose,CA	30
Plattsburgh,NY	139	Portland,TN	45	Ravena,NY	64	Riviera Beach,FL	47	Russellville,KY	45	San Juan,PR	13
Plattsmouth,NE	74	Portland,TX	134	Ravenel,SC	89	Roanoke,IN	103	Ruston,LA	251	San Juan,TX	63
Pleasant Gap,PA	247	Portsmouth,NH	116	Raymondville,TX	63	Roanoke,VA	110	S. Lake Tahoe,CA	128	San Luis Obispo,CA	170
Pleasant Hope,MO	144	Portsmouth,VA	40	Rayne,LA	100	Roaring Spring,PA	256	Sabana Grande,PR	13	San Marcos,TX	42
Pleasanton,TX	31	Post Falls,ID	92	Rayville,LA	251	Robertsdale,AL	93	Saco,ME	165	San Marcos-Poway,CA	17
Pleasantville,NJ	138	Poteau,OK	174	Reading,PA	133	Robinson,TX	194	Sacramento,CA	27	San Martin,CA	30

City of License to Market Rank

San Mateo, CA	4	Seabrook, TX	7	Shippensburg, PA	79	South Congaree, SC	90	Springville, NY	51	Stillwater, MN	16
San Rafael, CA	4	Seaford, DE	148	Shiremanstown, PA	79	South Daytona, FL	94	St. Albans, VT	139	Stillwater, NY	64
San Sebastian, PR	13	Searsport, ME	214	Short Pump, VA	56	South Gastonia, NC	37	St. Albans, WV	177	Stirling, NJ	113
Sand Springs, OK	65	Seaside, CA	75	Shreveport, LA	132	South Glen Falls, NY	64	St. Andrews, SC	90	Stockton, CA	88
Sandersville, MS	223	Seattle, WA	14	Signal Mountain, TN	105	South Miami, FL	12	St. Augustine, FL	50	Stonewall, MS	285
Sandpoint, ID	92	Sebastian, FL	99	Siler City, NC	46	South Oroville, CA	195	St. Augustine Beach, FL	50	Stonington, CT	173
Sandy, UT	32	Sebastopol, CA	107	Siloam Springs, AR	151	South Padre Island, TX	63	St. Charles, MN	229	Stowe, VT	139
Sandy Creek-Pulaski, NY	80	Sebring, FL	275	Silsbee, TX	131	South Pittsburg, TN	105	St. Charles, MO	20	Strasburg, CO	22
Sanford, FL	38	Security, CO	96	Silver Lake, KS	190	South Salt Lake, UT	32	St. Cloud, MN	222	Strasburg, VA	226
Sanford, ME	116	Sedona, AZ	156	Silver Spring, MD	8	South Sioux City, NE	262	St. Genevieve, MO	20	Stroudsburg, PA	69
Sanger, TX	5	Seelyville, IN	200	Silver Springs, FL	86	South Tucson, AZ	62	St. George, SC	89	Stuart, FL	111
Sans Souci, SC	59	Seffner, FL	21	Silverdale, WA	14	South Whitley, IN	103	St. Helena, CA	4	Sturgeon Bay, WI	187
Santa Ana, CA	2	Seguin, TX	31	Simpsonville, SC	59	South Williamsport, PA	260	St. Ignace, MI	192	Sturgis, SD	268
Santa Barbara, CA	199	Selah, WA	198	Sinton, TX	134	South Yarmouth, MA	183	St. James, MN	265	Sturtevant, WI	33
Santa Clara, CA	30	Selbyville, DE	148	Sioux City, IA	262	Southampton, NY	18	St. Johns, MI	120	Suffolk, VA	40
Santa Cruz, CA	75	Seligman, AZ	156	Skokie, IL	3	Southaven, MS	48	St. Johnsville, NY	64	Sullivan, IL	267
Santa Fe, NM	240	Seligman, MO	151	Skowhegan, ME	261	Southbridge, MA	114	St. Joseph, MN	222	Sullivan, IN	200
Santa Margarita, CA	170	Selma, NC	46	Slaton, TX	180	Southern Pines, NC	127	St. Louis, MO	20	Sullivan, MO	20
Santa Maria, CA	205	Seminole, OK	53	Sleepy Eye, MN	265	Southern Shores, NC	249	St. Louis Park, MN	16	Sulphur, LA	218
Santa Monica, CA	2	Seneca, IL	3	Slidell, LA	44	Southington, CT	49	St. Marys, KS	190	Summiton, AL	57
Santa Paula, CA	119	Seneca, SC	59	Smethport, PA	207	Southold, NY	173	St. Marys, OH	243	Summerton, SC	90
Santa Rosa, CA	107	Sevierville, TN	72	Smithfield, NC	46	Southport, NC	178	St. Marys, WV	242	Summerville, SC	89
Santa Rosa Beach, FL	219	Seward, NE	176	Smiths, AL	181	Southport, NY	213	St. Matthews, KY	55	Sumner, WA	14
Santa Ynez, CA	199	Seymour, TN	72	Smiths Grove, KY	208	Southwest City, MO	151	St. Paul, MN	16	Sumrall, MS	223
Sapulpa, OK	65	Seymour, WI	137	Smithtown, NY	18	Spanish Fork, UT	32	St. Pauls, NC	127	Sumter, SC	90
Sarasota, FL	21	Shadyside, OH	239	Smithville, GA	263	Sparks, NV	120	St. Peter, MN	265	Sun City, AZ	15
Saratoga Springs, NY	64	Shafter, CA	87	Smyrna, DE	76	Sparta, MO	144	St. Petersburg, FL	21	Sun City, CA	28
Sartell, MN	222	Shallotte, NC	178	Smyrna, GA	11	Spartanburg, SC	59	St. Petersburg Beach, FL	21	Sun Prairie, WI	97
Sasser, GA	263	Sharon, PA	112	Smyrna, TN	45	Spearfish, SD	268	St. Simons Island, GA	286	Sun Valley, NV	128
Saugerties, NY	163	Sharpsville, PA	112	Snow Hill, MD	148	Speedway, IN	41	St. Stephen, SC	89	Sunnyside, WA	198
Sauk City, WI	97	Shasta, CA	227	Socastee, SC	167	Spencer, WI	168	Stamford, CT	142	Sunnyvale, CA	30
Sauk Rapids, MN	222	Shasta Lake City, CA	227	Soddy-Daisy, TN	105	Spokane, WA	92	Stamford, TX	233	Superior, WI	202
Savannah, GA	158	Shawnee, OK	53	Sodus, NY	54	Spotsylvania, VA	166	Stamping Ground, KY	102	Surfside Beach, SC	167
Scappoose, OR	24	Sheboygan, WI	266	Soledad, CA	75	Spring Lake, NC	127	Stanton, TX	188	Surgoinville, TN	101
Scarborough, ME	165	Sheboygan Falls, WI	266	Solvang, CA	205	Spring Valley, NY	1	Starkville, MS	258	Swanton, OH	82
Schenectady, NY	64	Sheffield, AL	246	Somerset, PA	184	Springdale, AR	151	Starview, PA	106	Sylvan Beach, NY	159
Schertz, TX	31	Shelby, NC	37	Somerset, TX	31	Springfield, FL	238	State College, MS	258	Sylvania, OH	82
Schofield, WI	168	Shelbyville, IL	267	Somersworth, NH	116	Springfield, GA	158	State College, PA	247	Sylvester, GA	263
Schoharie, NY	64	Shelbyville, IN	41	Sornerville, TN	48	Springfield, IL	206	Statesville, NC	37	Syracuse, NY	80
Scotia, NY	64	Shelbyville, KY	55	Soquel, CA	75	Springfield, MA	81	Staunton, VA	224	Tacoma, WA	14
Scottsdale, PA	23	Shepherdsville, KY	55	South Beloit, IL	153	Springfield, MN	265	Stayton, OR	24	Taft, CA	87
Scottsburg, IN	55	Sheridan, AR	85	South Bend, IN	171	Springfield, MO	144	Steelville, MO	20	Taft, OK	65
Scottsdale, AZ	15	Sherman, TX	5	South Boston, VA	46	Springfield, OH	58	Sterling City, TX	273	Taft, TX	134
Scottsville, KY	208	Sherwood, AR	85	South Bristol Townsh, NY	54	Springfield, TN	45	Stebenville, OH	239	Tahoe City, CA	128
Scranton, PA	69	Shingle Springs, CA	27	South Burlington, VT	139	Springfield-Eugene, OR	145	Stevens Point, WI	168	Tahoka, TX	180
Scranton, SC	210	Shingletown, CA	227	South Charleston, WV	177	Springhill, LA	132	Stewartville, MN	229	Talking Rock, GA	11

Table 6
City of License to Market Rank

Tallahassee,FL	161	Toppenish,WA	198	Union,MO	20	Vivian,LA	132	Waunakee,WI	97	Westerly,RI	34
Tampa,FL	21	Topsail Beach,NC	178	Union,MS	285	Voorheesville,NY	64	Wausau,WI	168	Westerville,OH	35
Tarboro,NC	46	Topsham,ME	165	Union City,PA	164	Wabasha,MN	229	Wauseon,OH	82	Westfield,MA	81
Tatum,TX	147	Torrance,CA	2	Union Gap,WA	198	Waco,TX	194	Wauwatosa,WI	33	Westhampton,NY	18
Taunton,MA	34	Towson,MD	19	Uniontown,PA	23	Waco-Marin,TX	194	Waverly,IA	241	Westminster,MD	19
Tavares,FL	38	Tracy,CA	88	Universal City,TX	31	Wagoner,OK	65	Waverly,NY	179	Weston,OR	211
Taylor,MI	10	Travelers Rest,SC	59	University Park,PA	247	Waipahu,HI	61	Waverly,TN	45	Weston,WV	196
Taylor,TX	42	Traverse City,MI	192	University Park,TX	5	Waite Park,MN	222	Waxahachie,TX	5	Westover,WV	196
Taylorville,MS	223	Trenton,FL	86	Upper Arlington,OH	35	Wake Forest,NC	46	Waxhaw,NC	37	Westport,CT	142
Taylorville,IL	206	Trenton,GA	105	Urbana,IL	216	Wakefield-Peacedale,RI	34	Waycross,GA	286	Westport,NY	139
Tazewell,VA	270	Trenton,NJ	140	Urbana,OH	58	Waldorf,MD	8	Waynesboro,GA	109	Wethersfield Twnshp,NY	51
Tempe,AZ	15	Trinity,AL	118	Utica,MS	123	Walker,MI	66	Waynesboro,PA	169	Wetumpka,AL	150
Temple,TX	155	Troutdale,OR	24	Utica,NY	159	Walla Walla,WA	211	Waynesville,NC	160	Wheaton,MD	8
Temple Terrace,FL	21	Troy,AL	150	Utahdo,PR	13	Walled Lake,MI	10	Weatherford,TX	5	Wheeling,WV	239
Templeton,CA	170	Troy,MO	20	Vacaville,CA	4	Walnut Creek,CA	4	Weaverville,CA	227	White Bluff,TN	45
Tequesta,FL	47	Troy,NY	64	Vallejo,CA	4	Waltham,MA	9	Webb City,MO	235	White City,FL	111
Terre Haute,IN	200	Troy,OH	58	Valley,AL	181	Wanchese,NC	249	Webster,MA	114	White Oak,TX	147
Terrell,TX	5	Truckee,CA	27	Valley Station,KY	55	Wapakoneta,OH	243	Webster,NY	54	White Plains,NY	60
Terrell Hills,TX	31	Trumann,AR	280	Valparaiso,FL	219	Ware,MA	81	Wellington,CO	126	White Rock,NM	240
Texarkana,AR	255	Trumansburg,NY	274	Valparaiso,IN	3	Warner Robins,GA	154	Wellsville,NY	207	Whitehall,MI	225
Texarkana,TX	255	Trussville,AL	57	Valparaiso-Niceville,FL	219	Warren,OH	112	Wendell-Zebulon,NC	46	Whitehouse,TX	147
Texas City,TX	7	Tuba City,AZ	156	Van Buren,AR	174	Warren,VT	139	Weslaco,TX	63	Whitesboro,NY	159
Thief River Falls,MN	277	Tuckerton,NJ	52	Van Buren,IN	201	Warrenton,GA	109	West Bend,WI	33	Whiteville,NC	127
Thomasville,GA	161	Tucson,AZ	62	Van Wert,OH	103	Warrenton,MO	20	West Carrollton,OH	58	Whiting,IA	262
Thomasville,NC	43	Tulare,CA	68	Vancouver,WA	24	Warrenton,VA	8	West Chester,PA	6	Whiting,WI	168
Thomson,GA	109	Tullahoma,TN	118	Vassar,MI	125	Warrior,AL	57	West Columbia,SC	90	Whitney,NV	39
Thomton,CO	22	Tulsa,OK	65	Veazie,ME	214	Warwick,NY	149	West Covina,CA	2	Wichita,KS	95
Thousand Palms,CA	162	Tumwater,WA	14	Venice,FL	77	Warwick,RI	34	West Des Moines,IA	91	Wichita Fall,TX	252
Thurmont,MD	203	Tunica,MS	48	Ventura,CA	119	Wasco-Greenacres,CA	87	West Fargo,ND	220	Wichita Falls,TX	252
Tice,FL	67	Tunkhannock,PA	69	Vergennes,VT	139	Washington,DC	8	West Frankfort,IL	231	Wickenburg,AZ	15
Ticonderoga,NY	139	Tupelo,MS	185	Vernon Hills,IL	3	Washington,LA	100	West Hartford,CT	49	Widefield,CO	96
Tifton,GA	263	Turlock,CA	122	Vero Beach,FL	111	Washington,MO	20	West Hazelton,PA	69	Wiggins,MS	136
Tijuana,MX	17	Turners Falls,MA	81	Verona,WI	97	Washington,NC	84	West Jordan,UT	32	Wildwood,NJ	138
Tioga,LA	217	Tusayan,AZ	156	Versailles,IN	26	Washington,PA	23	West Lafayette,IN	236	Wildwood Cres,NJ	138
Tioga,PA	213	Tuscaloosa,AL	228	Versailles,KY	102	Waterbury,CT	49	West Lake Hills,TX	42	Wilkes-Barre,PA	69
Tipton,CA	104	Tuscola,IL	216	Vestal,NY	179	Waterbury,VT	139	West Monroe,LA	251	Wilksburg,PA	184
Tisbury,MA	183	Tuscola,MI	125	Vicksburg,MS	123	Waterloo,IA	241	West Palm Beach,FL	47	Willard,MO	144
Titusville,FL	38	Tuscumbia,AL	246	Victorville,CA	135	Waterloo,NY	54	West Point,MS	258	Williams,AZ	156
Titusville,PA	245	Tuskegee,AL	150	Vienna,WV	242	Watertown,MA	9	West Point,VA	40	Williamsburg,VA	40
Tobyhanna,PA	69	Twenty Nine Palms,CA	135	Villas,NJ	138	Watertown,MN	16	West Sacramento,CA	27	Williamsport,MD	169
Toledo,OH	82	Twentynine Palms,CA	135	Vineland,NJ	6	Watertown,NY	271	West Springfield,MA	81	Williamsport,PA	260
Tolleson,AZ	15	Two Harbors,MN	202	Vinton,VA	110	Watertown,WI	97	West Terre Haute,IN	200	Williamston,NC	84
Tomball,TX	7	Tye,TX	233	Viriden,IL	206	Waterville,ME	261	West Valley City,UT	32	Williamstown,KY	26
Toms River,NJ	52	Tyler,TX	147	Virginia Beach,VA	40	Watkins Glen,NY	213	West Warwick,RI	34	Williamstown,WV	242
Tooele,UT	32	Tyrone,PA	256	Visalia,CA	68	Waukegan,IL	3	West Yarmouth,MA	183	Willis,TX	7
Topeka,KS	190	Unadilla,GA	154	Vista,CA	17	Waukesha,WI	33	Westbrook,ME	165	Williston,FL	86

Table 6

City of License to Market Rank

Williston, SC 109	Winder, GA 11	Winston-Salem, NC 43	Woodbury, TN 45	Wrightsville Beach, NC 178	York, SC 37
Willoughby, OH 25	Windsor, CA 107	Winter Garden, FL 38	Woodlake, CA 68	Wurtsboro, NY 149	York Center, ME 116
Willsboro, NY 139	Windsor, CO 126	Winter Haven, FL 98	Woodland, CA 27	Wyoming, MI 66	York-Hanover, PA 106
Wilmington, DE 76	Windsor, CT 49	Winter Park, FL 38	Woodruff, SC 59	Xenia, OH 58	Yorktown, VA 40
Wilmington, IL 3	Windsor, ON 10	Winters, TX 233	Woodstock, IL 3	Yabucoa, PR 13	Youngstown, NY 51
Wilmington, NC 178	Windsor, VA 40	Winterset, IA 91	Woodstock, NY 163	Yakima, WA 198	Youngstown, OH 112
Wilmore, KY 102	Winfield, KS 95	Winton, CA 189	Woodstock, VA 226	Yankeetown, FL 86	Ypsilanti, MI 146
Wilson, AR 48	Winnebago, IL 153	Wisconsin Dells, WI 97	Woodville, FL 161	Yankton, SD 262	Yucca Valley, CA 162
Wilson, NC 46	Winnebago, NE 262	Wisconsin Rapids, WI 168	Woonsocket, RI 34	Yauco, PR 13	Zarephath, NJ 36
Wilton Manors, FL 12	Winneconne, WI 137	Wolfforth, TX 180	Worcester, MA 114	Yermo, CA 135	Zeeland, MI 66
Winchendon, MA 9	Winnie, TX 7	Wood River, IL 20	Wrens, GA 109	York, AL 285	Zephyrhills, FL 21
Winchester, KY 102	Winona, TX 147	Woodbridge, VA 8	Wrightsville, AR 85	York, PA 106	Zion, IL 3
Winchester, VA 226	Winslow, ME 261	Woodburn, OR 24			

About





Since 1983, we have experienced first hand the significant shifts and changes in the media and telecommunications industries. We witnessed the rise of new television stations and networks, the creation and build-out of the cellular and then PCS industries, the rapid growth of the Internet, the demise and subsequent repositioning of AM radio, and the widespread consolidation that has effected all of communications. Through our on-going work with owners, lenders and investors, we have seen the ebb and flow of capital availability and the creation of billions of dollars of value, as well as the bankruptcy of previous high flying companies.

In this climate, BIAfn built a reputation for providing valuable financial and strategic assistance to our clients. We have built this reputation on a few simple tenets, which we remain committed to today.

- Listen carefully and provide services designed to help clients accomplish their goals.
- Consistently fulfill what we promise leaving all clients satisfied in their dealings with us.
- Be flexible and ready to adapt to inevitable change.

BIAfn has served literally thousands of clients and our offerings continue to expand to reflect the environment and the changing needs of our clients. Originally a valuation firm serving broadcasting, BIAfn is now a well-respected and diversified company offering merchant banking services and a broad range of financial and strategic services to telecom and media companies. I am proud of the history we have of serving the media and telecom industries and I look forward to continuing opportunities to provide expert assistance to companies like yours.

Thomas J. Buono

CEO, BIA Financial Network

P.S. I hope you will take an opportunity to visit our web site www.bia.com where you will find detailed information about your industry and BIAfn, as well as important industry studies. Registering on our web site gives you access to free white papers authored by our professional staff, sample project overviews documenting our financial consulting experience and analytical studies of the media and telecommunications industries

About **BIA** Financial fn network

BIA Financial Network, Inc. provides the synergistic benefits of merchant banking capabilities to the media, telecommunications and related industries. The investment banking experience and relationships that we have amassed over many years in these targeted segments are enhanced further by our direct in-house investment capability.

BIA/fn built a reputation for providing valuable financial and strategic assistance to our clients. We have served literally thousands of clients and our offerings continue to expand to reflect the environment and your changing needs. Originally a valuation firm serving broadcasting, BIA/fn is now a well-respected and diversified consulting company offering merchant banking services and a broad range of strategic and financial services to media and telecom companies. For nearly 20 years, our clients have turned to us for superior financial and strategic consulting and information services. Our goal is to be a part of your team, to work with you as a strategic partner.

Funding and Strategic Advisory Services

Along with our affiliate BIA Capital Corp., we focus on providing or raising capital for privately-held communications businesses and assisting clients with strategic and financial advisory services. We offer funding through BIA Digital Partners LP with investments ranging from \$2 million to \$15 million with a special focus on the \$5 million to \$8 million-sized transactions, a range underserved by larger equity groups and mezzanine providers with a communications specialization. Our strategic advisory services include:

- Strategic advice and business plans
- Market research and demand forecasts
- Marketing plans and market entry strategies
- Financial modeling and valuations
- Mergers and acquisitions due diligence
- Opportunity assessments
- Strategic alliances and partnership analysis

Valuations and Appraisals

In our more than 18 years of providing trusted valuations for the communications industry, we have valued over \$40 billion in tangible and intangible assets. We help owners, executives, investors, attorneys and consultants value and appraise communications properties for:

- Acquisition or divestiture
- ESOP or limited partnership updates
- Corporate recapitalization
- Income, gift, estate and inheritance taxes
- Gift or estate planning
- Insurance or property tax purposes
- Reorganization
- Wireless telecommunications license value
- Financing requirements
- Purchase price allocations
- Litigation matters
- Buy-sell agreements

Financial Advisory Services

- Due diligence review
- Fairness opinions
- Litigation support
- Solvency opinions
- Expert testimony
- Publications and studies
- Technology assessments
- Market research
- Financial recovery services
- Industry data software

We Create Value Through Excellence

Visit our web site at www.bia.com for industry news, trends, analysis and information on BIA/fn's portfolio of services.

Turn Your Digital Stream Into REVENUE STREAM



Invest your spectrum in a profitable model.
Spectrum + Equity = CASH.

BIA Financial Network introduces SpectraRep™, the most profitable business model available to broadcasters for creating value in unused spectrum by:

- Creating profitable revenue streams from your underutilized digital spectrum.
- Building equity for your company in a limited liability partnership.
- Increasing your capitalization.
- Handling all the details for you.
- Positioning you in the new digital economy.



SpectraRep™

creates an efficient secondary market in digital spectrum by aggregating available capacity from DTV stations on a local, regional or national basis for resale to datacasting and mediacasting customers.

SpectraRep™ is a service of
the



financial
network

The SpectraRep™ model is simple:

Offer your excess digital capacity.

Generate additional revenue.

Maintain your ability to offer HDTV, multicasting, or other service.

No up-front capital investment on your end.

1-800-331-5086

Please visit our web site for more information on SpectraRep™ and BIAfn at www.spectrerep.com

15120 Enterprise Ct.,
Suite 100
Chantilly, VA 20151

RADIO AND
TELEVISION



BOOKS



800-331-5086
www.bia.com

Broadcasting's most
complete and accurate reference books

Investing In[®] Series

AVAILABLE IN BOTH RADIO AND TELEVISION EDITIONS

Investing in Market Reports

The most comprehensive, up-to-date, market-by-market reference guides published. These reports include estimated station and market advertising revenues, growth statistics, demographics information, Arbitron or Nielsen ratings, technical, acquisition, ownership data, and much more.

Investing in Ownership Files

These reference books scrutinize the activity and performance of broadcasting's major players. They include station summary information by owner, acquisition information, ratings and more.

Yearbook

These publications provide a directory of more than 10,000 radio and 1,600 television stations as well as a quick overview of a market's performance, its major players and service providers.

State of the Industry Reports

Go beyond the numbers and statistics and discover what BIA's analysts say about broadcasting's past, present and future. These insightful books report on the current status of the major players and offer the most comprehensive analysis of industry trends, revenues, ratings, advertising, ownership and the transaction marketplace available today.

BIAfn's Investing In® Series

Market Report

Market: Terre Haute, IN

Competitive Overview

Metro Rank: 187

City	Pop.	Pop. Chg.	Pop. Density	Pop. Density Chg.
Terre Haute	100,000	+1.2%	1,200	+0.5%
Indianapolis	1,800,000	+0.8%	1,800	+0.2%
Fort Wayne	1,200,000	+0.5%	1,200	+0.1%
Bloomington	800,000	+0.3%	800	+0.1%
Columbus	700,000	+0.2%	700	+0.1%
Evansville	600,000	+0.1%	600	+0.1%
South Bend	500,000	+0.1%	500	+0.1%
Ellettsville	400,000	+0.1%	400	+0.1%
Greensburg	300,000	+0.1%	300	+0.1%
Michigan City	200,000	+0.1%	200	+0.1%
Wabash	150,000	+0.1%	150	+0.1%
Bluffton	100,000	+0.1%	100	+0.1%
Watts	50,000	+0.1%	50	+0.1%
Watts	50,000	+0.1%	50	+0.1%

Terre Haute, IN Market Overview

Metro Rank: 187

Year	Pop.	Pop. Chg.	Pop. Density	Pop. Density Chg.
2000	100,000	+1.2%	1,200	+0.5%
2001	101,000	+1.0%	1,210	+0.5%
2002	102,000	+0.9%	1,220	+0.5%
2003	103,000	+0.8%	1,230	+0.5%
2004	104,000	+0.7%	1,240	+0.5%
2005	105,000	+0.6%	1,250	+0.5%
2006	106,000	+0.5%	1,260	+0.5%
2007	107,000	+0.4%	1,270	+0.5%
2008	108,000	+0.3%	1,280	+0.5%
2009	109,000	+0.2%	1,290	+0.5%
2010	110,000	+0.1%	1,300	+0.5%

Market Fund Analysis

Year	Pop.	Pop. Chg.	Pop. Density	Pop. Density Chg.
2000	100,000	+1.2%	1,200	+0.5%
2001	101,000	+1.0%	1,210	+0.5%
2002	102,000	+0.9%	1,220	+0.5%
2003	103,000	+0.8%	1,230	+0.5%
2004	104,000	+0.7%	1,240	+0.5%
2005	105,000	+0.6%	1,250	+0.5%
2006	106,000	+0.5%	1,260	+0.5%
2007	107,000	+0.4%	1,270	+0.5%
2008	108,000	+0.3%	1,280	+0.5%
2009	109,000	+0.2%	1,290	+0.5%
2010	110,000	+0.1%	1,300	+0.5%

Radio

Tucson, AZ Ratings Overview

DMA Rank: 72

Station	City	Pop.	Pop. Chg.	Pop. Density	Pop. Density Chg.
KTAR	Tucson	1,000,000	+0.5%	1,000	+0.2%
KTVB	Tucson	1,000,000	+0.5%	1,000	+0.2%
KTNV	Tucson	1,000,000	+0.5%	1,000	+0.2%
KTVZ	Tucson	1,000,000	+0.5%	1,000	+0.2%
KTVH	Tucson	1,000,000	+0.5%	1,000	+0.2%
KTVW	Tucson	1,000,000	+0.5%	1,000	+0.2%
KTVX	Tucson	1,000,000	+0.5%	1,000	+0.2%
KTVY	Tucson	1,000,000	+0.5%	1,000	+0.2%
KTVZ	Tucson	1,000,000	+0.5%	1,000	+0.2%
KTVW	Tucson	1,000,000	+0.5%	1,000	+0.2%
KTVX	Tucson	1,000,000	+0.5%	1,000	+0.2%
KTVY	Tucson	1,000,000	+0.5%	1,000	+0.2%

Market: Terre Haute, IN

Competitive Overview

Metro Rank: 187

City	Pop.	Pop. Chg.	Pop. Density	Pop. Density Chg.
Terre Haute	100,000	+1.2%	1,200	+0.5%
Indianapolis	1,800,000	+0.8%	1,800	+0.2%
Fort Wayne	1,200,000	+0.5%	1,200	+0.1%
Bloomington	800,000	+0.3%	800	+0.1%
Columbus	700,000	+0.2%	700	+0.1%
Evansville	600,000	+0.1%	600	+0.1%
South Bend	500,000	+0.1%	500	+0.1%
Ellettsville	400,000	+0.1%	400	+0.1%
Greensburg	300,000	+0.1%	300	+0.1%
Michigan City	200,000	+0.1%	200	+0.1%
Wabash	150,000	+0.1%	150	+0.1%
Bluffton	100,000	+0.1%	100	+0.1%
Watts	50,000	+0.1%	50	+0.1%
Watts	50,000	+0.1%	50	+0.1%

Television

City	Pop.	Pop. Chg.	Pop. Density	Pop. Density Chg.
Terre Haute	100,000	+1.2%	1,200	+0.5%
Indianapolis	1,800,000	+0.8%	1,800	+0.2%
Fort Wayne	1,200,000	+0.5%	1,200	+0.1%
Bloomington	800,000	+0.3%	800	+0.1%
Columbus	700,000	+0.2%	700	+0.1%
Evansville	600,000	+0.1%	600	+0.1%
South Bend	500,000	+0.1%	500	+0.1%
Ellettsville	400,000	+0.1%	400	+0.1%
Greensburg	300,000	+0.1%	300	+0.1%
Michigan City	200,000	+0.1%	200	+0.1%
Wabash	150,000	+0.1%	150	+0.1%
Bluffton	100,000	+0.1%	100	+0.1%
Watts	50,000	+0.1%	50	+0.1%
Watts	50,000	+0.1%	50	+0.1%

BIAfn's Investing In® Series

Ownership File

[Radio] 500+ pages.
[Television] 120+ pages.
Both published annually.

TELEVISION STATIONS LISTED BY OWNER

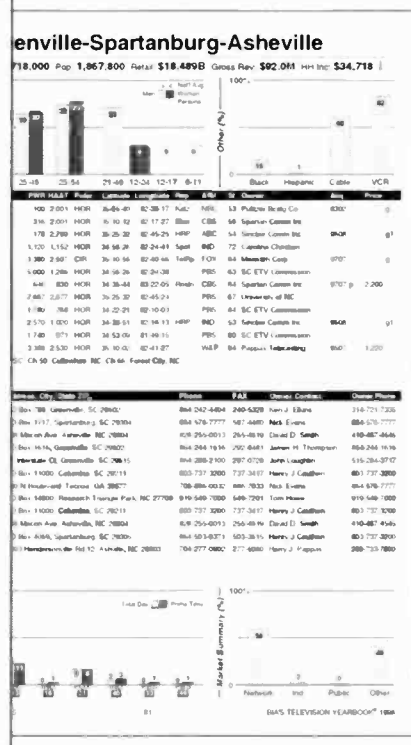
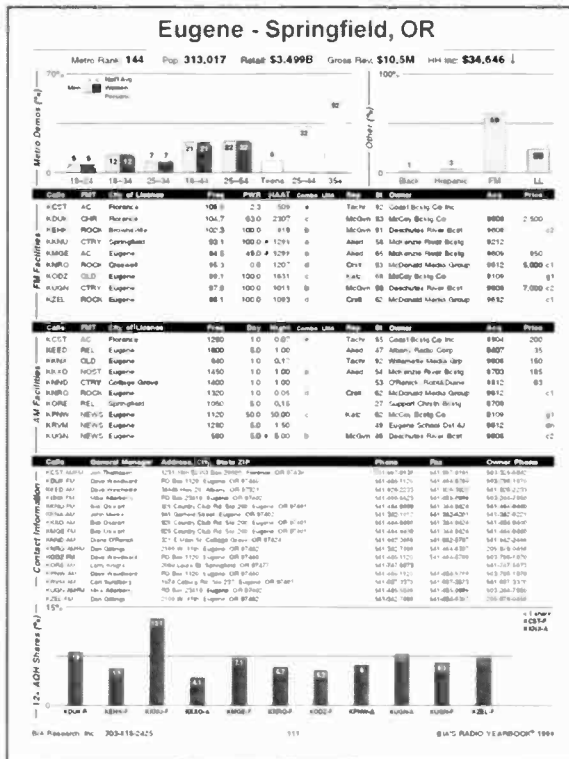
Station	Market	Class	Power	Frequency	Channel	City	State	Lat	Long	Altitude	Effective Date	Comments
WISN-TV	Madison	Class A	1000	123.0	12	Madison	WI	43.07	-89.38	1000	12/1/99	WISN-TV
WISN-TV	Madison	Class A	1000	123.0	12	Madison	WI	43.07	-89.38	1000	12/1/99	WISN-TV

RADIO STATIONS LISTED BY OWNER

Station	Market	Class	Power	Frequency	Channel	City	State	Lat	Long	Altitude	Effective Date	Comments
WISN-TV	Madison	Class A	1000	123.0	12	Madison	WI	43.07	-89.38	1000	12/1/99	WISN-TV
WISN-TV	Madison	Class A	1000	123.0	12	Madison	WI	43.07	-89.38	1000	12/1/99	WISN-TV

Yearbook

[Radio] 800+ pages.
[Television] 350+ pages.
Published annually.





MEDIA
DATABASE
SOFTWARE

RADIO
TELEVISION
NEWSPAPER
CABLE

MEDIA ACCESSPRO™

timely, accurate
and comprehensive
media information.

Contacts
Stations
Newspapers
Cable Systems
Owner/Parent Profiles
Revenues
Markets
Ratings
Coverage Maps



800-331-5086
www.bia.com



MEDIA
DATABASE
SOFTWARE

RADIO
TELEVISION
NEWSPAPER
CABLE

MEDIA
ACCESS PRO™

Contacts and Analyzer

Contacts

MEDIA Access Pro™ **Contacts** introduces you to the power of BIA*fin*'s trusted information. This program offers comprehensive information on individual medium, as well as owner and parent contact information with both mailing addresses and physical addresses—ideal for use as a contact manager or for direct mail campaigns. Easy-to-use pull down menus provide several levels of contact information. Even provides you with the ability to save custom contacts of your own.

features

- Quick and easy searches
- Daily updates via the Internet
- All commercial U.S. radio and television stations, newspapers and cable systems
- Over 500 searchable fields of information available for each station
- Built-in reports
- Exportable data
- Integrated data for multi-media analysis

Analyzer

Note:
There are up to 9 direct screens for each medium containing more than 700 fields of information.

Call us to receive a **FREE** demo of **MEDIA Access**



800-331-5086
www.bia.com

MEDIA Access Pro™ **Analyzer** is BIA*fin*'s flagship software program. This leading business tool provides a multitude of revenue, technical, statistical, demographic and transactional history information on every medium and the owner in the U.S. BIA*fin* uses many sources to gather this data. FCC filings and actions are united with data received through our intense survey and information collection efforts. BIA*fin* regularly performs ownership surveys which provide estimated station revenues and commentaries on projected market growth. Stations, newspapers and cable systems are also contacted regularly to update personnel, address and other changes.

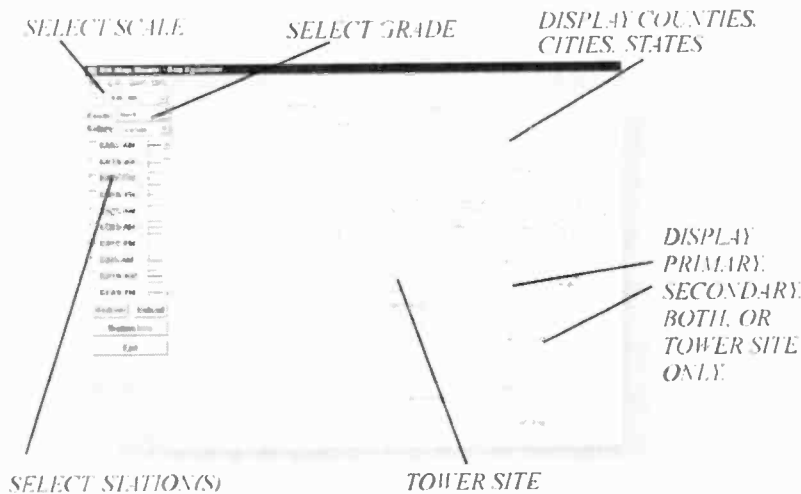
Available Modules



MEDIA
ACCESS PRO™

MEDIA
DATABASE
SOFTWARE

Coverage Maps



Features

- Easy to operate
- Zoomable viewing to see one station, the entire market or the country
- Printable and exportable (Color or B&W)
- Available for both radio and television
- DTV Contours
- Ability to display more than one medium
- Pop counts

BIAfn's MEDIA Access Pro™ Coverage Maps will produce contours by market, within a 50-mile radius of a selected station, newspaper or cable system, or you can view an unlimited number of stations in the United States—with just a few quick steps.

Now you don't have to wait days for a coverage map to be produced and delivered. You'll have the power to draw, view and print maps with the click of a mouse. Just select the station(s), scale, grade and tower site. You can display as much or as little detail as you want. You're in control.

Expanded Ratings

Call Letters	AM/PM	12+	12-17	18-24	18-49	25-34	25-49	25-54	35-44	35-64
Persons	Persons	Persons	Persons	Persons	Persons	Persons	Persons	Persons	Persons	Persons
137	1	2	11	30	3	56	50	1	74	74
Women										
All	220	2	2	16	53	14	61	85	29	134

BIAfn's MEDIA Access Pro™ Expanded Radio Ratings gives you the ability to track a radio station's actual Arbitron shares, AQH persons, and rankings by the most critical demographics and dayparts for every market in which it's rated by Arbitron.

With Expanded Ratings you can generate a custom report profiling a station's shares and ranking within a rated market.

With MEDIA Access Pro™'s Expanded Ratings module, you can even perform due diligence for an acquisition or another important strategic maneuver—all within minutes!

Also Available—the Rankers Module—when you don't need all the detail but when seeing where a station ranks compared to its market competition would be enough to help make your strategic decisions.

Call us to
receive a
FREE demo of
MEDIA Access



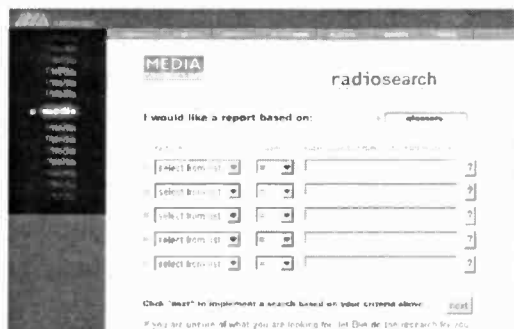
800-331-5086
www.bia.com



MEDIA
DATABASE
SOFTWARE

RADIO
TELEVISION
NEWSPAPER
CABLE

MEDIA Web Search™



BIAfri's on-line solution for your immediate research needs. Based on a limited version of our powerful MEDIA Access Pro™ database software, MEDIA Web Search™ is perfect for occasional users. You can access BIAfri's powerful database via the Internet anytime you want and get the accurate and reliable broadcasting information you need. We developed this site with ease-of-use in mind, yet included the vital information you need to customize your search.

Features

- Daily updates
- All U.S. radio and television stations, newspapers, and cable systems
- Limited version of MEDIA Access Pro
- Exportable data
- Purchase reports on-line
- Built-in report options

MEDIA by Request™ Custom Research



Call us to receive a FREE demo of MEDIA Access



800-331-5086
www.bia.com

BIAfri's custom media research is the perfect solution when you have too little time and too few resources. When it comes to market research our professional analytical and research teams are ready to pull together the data for you. Just give us a call with your research criteria and we'll provide you a comprehensive report with the information you need.

Features

- Market and competitive reports
- Data searches
- Mailing lists

MEDIA Access Pro™
subscribers – call for
special book pricing!

Mail, call, fax, e-mail or order online:
BIA Financial Network, Inc.
15120 Enterprise Ct
Chantilly VA 20151-1217
800-331-5086 Toll Free
703-818-2425 Phone
703-803-3299 Fax
E-mail: pubs@bia.com
Online: www.bia.com/publications.asp

PUBLICATIONS

2003 PRICE LIST

Pricing and Package Options Effective:
September 18, 2003

Description	Radio			Television			Newspaper			TOTAL
	Qty	Item #	Price Ea	Qty	Item #	Price Ea	Qty	Item #	Price Ea	
Investing in... Market Reports® - Single Edition Radio: <input type="checkbox"/> Fall-1st <input type="checkbox"/> Winter-2nd <input type="checkbox"/> Spring-3rd <input type="checkbox"/> Summer-4th TV: <input type="checkbox"/> February-1st <input type="checkbox"/> May-2nd <input type="checkbox"/> July-3rd <input type="checkbox"/> November-4th Newspaper: <input type="checkbox"/> 1st Edition		03123	550.00		03223	660.00		03331	995.00	\$
Investing in... Market Reports® Quarterlies* Receive all available Market Reports for the publication year		03120	645.00		03220	740.00				\$
The BIA_{fn} Yearbook®		03110	99.00		03210	99.00				\$
BEST VALUE: The Resource Set* All available Market Reports + Yearbook		03100	720.00		03200	845.00				\$
								Multi-Media		
Multi-Media Set: All above publications for all media.								03810	2,225.00	\$
BIA _{fn} Use Only	Acct Exec:	SUBTOTAL								\$
MAS90:	TM Entered:	SALES TAX - Virginia Customers Add 4.5%								\$
ORDER#	Shipped:	(UPS Shipping & Handling Included) TOTAL								\$

*Pricing prorated to reflect out of print editions.

PAYMENT AND SHIPPING INFORMATION			
<input type="checkbox"/> My check is enclosed payable to BIA Financial Network, Inc. or <input type="checkbox"/> Charge the total order to my credit card <input type="checkbox"/> American Express <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard			
Card#	Expiration Date:		
Signature:	Order Date:		
Name:	Title:		
Company:	Type of Business:		
Street Address:			
City:	State:	Zip:	
Phone:	Fax:	E-mail:	Website:
Special Instructions:			



Database Software

- Get the entire data in the BIA_{fn} books above and much, much more **updated daily**.
- The most powerful broadcasting database available.
- Contains more than 700 fields of information for every radio or TV station



Custom Research

- Custom media research. Historic data back to 1983.
- Simply give us your research criteria and we provide you with a comprehensive report of just the information you need (examples: Comparable Sales, Mailings Lists, Market Reports, etc.).

BIA Financial
fn network

BIA **Financial** fn network

BIA Financial Network, Inc. assists telecommunications and media companies succeed in today's competitive marketplace by developing strategic plans, assessing risks, raising capital, and maximizing stockholder returns.

As an expert in media and telecommunications values, we have performed over \$25 billion worth of valuations during our 20-year history. In addition, BIAfn helps companies evaluate business opportunities, develop strategies, increase operational efficiency, and secure the financing that can take them to the next level.

BIAfn stands alone in its ability to analyze and evaluate the financial, competitive, regulatory, and technological conditions impacting the media and telecommunications industries. Helping companies and their investors succeed in today's progressive business climate is the cornerstone of our organization.

Increasing value for your company is the mission of our company.

Investment Banking

- Private Funding Up to \$200 million
- Start-up and Early Stage Funding from \$2MM-\$10MM
- \$88MM Mezzanine Fund

Strategic Consulting

- Business Plans
- Market Research
- Economic Analyses
- Strategic Alliances and Partnerships
- Technical Due Diligence
- Feasibility Studies

Financial Consulting

- Fairness Opinions
- Fair Market Valuations
- Purchase Price Allocations
- Telecommunications Audits
- Operational Due Diligence
- Litigation Consulting and Testimony
- Digital Television Datacasting

Research & Analysis

- Custom Research and Analyses
- MEDIA Access Pro Database Software

Telecommunications

Media / Entertainment

Cable

BIA Financial Network, Inc.
15120 Enterprise Court, Suite 100
Chantilly, Virginia 20151
703.818.2425 fax 703.803.3299

www.bia.com
info@bia.com

BIA Financial Network

BIA Capital Corp.

BIA Digital Partners

SecuraRep



BIA Financial Network, Inc.

BIA Financial Network offers a portfolio of financial services including Strategic Consulting, Business Plans, Market Research and Benchmarking, as well as Funding up to \$125 million, Start-Up and Early Stage Funding and Strategic Advisory Services. BIAfn also conducts expert Fairness Opinions, Fair Market Valuations, Purchase Price Allocations, Technical Consulting, Operational Due Diligence and Litigation Support and Testimony. Our comprehensive databases on radio, TV, newspaper and cable, MEDIA Access Pro™, are considered the definitive source for accurate data on the media industries. BIAfn also publishes industry studies and white papers.

BIA Financial Network, Inc. Products & Services

Investing in Radio® Market Report

Investing in Television® Market Report

These market-by-market reference guides include estimated station and market advertising revenues, growth statistics, demographics information, Arbitron or Nielsen ratings, technical, acquisition and ownership data, and much more.

Investing in Radio® Ownership File

Investing in Television® Ownership File

The reference books scrutinize the activity and performance of broadcasting's major players to include station summary information by owner, acquisition information, ratings and more.

BIAfn's Radio Yearbook®

BIAfn's Television Yearbook®

These publications provide a directory of more than 10,000 radio and 1,600 television stations—as well as a quick overview of a market's performance and its major players.

BIAfn's State of the Industry Studies

Go beyond the numbers and statistics and discover what BIAfn's analysts say about broadcasting's past, present and future.

MEDIA Access Pro™ Database Software

The most powerful and flexible tool available for analyzing radio, television, newspaper and cable markets, owners, revenues, transactions and more. Add-on modules are available to create station coverage maps and track station ratings performance.

MEDIA Web Search™

The most comprehensive and timely tool available on-line for accessing commercial radio and television station data. The perfect on-line solution to your immediate research needs designed with ease-of-use in mind.

MEDIA by Request™

Our research department can quickly provide the facts you need on stations, systems, markets, owners or coverage maps. Simply give us the informational parameters you require, and we'll prepare your report promptly.



BIA Financial
fn network

15120 Enterprise Court
Chantilly, Virginia 20151

Phone: (703) 818-2425

Fax: (703) 803-3299

E-mail: pubs@bia.com

www.bia.com