

**PORTLAND, OR.**  
**12+ METRO SHARE**

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03	
KGON-F	-	3.4	5.2	5.2	8.1	9.1	10.3	11.2	4.8	4.4	6.3	6.9	6.1	4.8	6.2	4.5	4.1	4.4	5.0	5.8	5.3	5.0	4.8	5.1	5.0	4.6	4.9	4.3	3.8	KGON-F, 92.3 (CL AOR)
KKSN	6.4	3.4	3.9	4.3	3.5	4.3	4.1	4.5	3.2	2.9	1.7	2.1	0.6	0.8	0.4	0.3	0.2	1.2	1.2	1.5	1.5	0.9	1.5	2.8	2.2	2.4	1.9	2.0	1.6	KKSN, 1520 (ST)
KEX	7.8	9.7	7.7	6.8	7.3	8.3	7.8	5.8	5.7	4.9	7.2	6.0	6.2	5.9	7.9	8.7	9.0	8.4	6.4	5.8	5.3	5.3	5.4	5.0	5.4	6.3	5.9	4.0	5.4	KEX, 1190 (T)
KPOJ	9.8	13.2	12.7	13.4	12.5	10.1	9.1	6.5	7.3	6.4	8.2	6.1	4.5	2.6	1.8	2.6	-	-	-	-	1.1	1.9	2.9	3.9	3.0	0.7	0.6	1.8	1.0	KPOJ, 620 (O)
KXL	6.5	8.0	6.5	6.0	6.3	5.0	4.0	3.8	3.4	4.0	6.8	6.3	7.2	6.6	6.3	5.6	5.8	7.0	8.0	7.4	7.2	6.7	5.3	3.7	3.6	3.1	3.4	3.6	4.4	KXL, 750 (NT)
KXJM-F	-	5.0	4.0	5.4	5.0	7.4	6.2	5.6	5.4	8.4	7.9	8.3	6.8	6.3	5.8	4.5	3.4	3.4	3.1	2.6	2.9	2.0	2.3	1.2	4.8	5.5	4.9	5.1	4.9	KXJM-F, 95.5 (CHR)
KINK-F	-	4.3	3.7	3.9	4.9	4.5	6.9	6.7	6.1	6.4	6.4	6.7	6.5	6.8	6.2	6.1	9.8	6.0	5.6	5.3	4.8	3.8	3.5	3.4	4.6	4.8	4.5	4.3	4.0	KINK-F, 101.9 (AOR)
KKPZ	-	-	2.5	4.5	2.4	3.1	3.2	3.7	5.1	1.0	0.6	1.1	0.9	1.0	1.2	1.2	1.0	-	-	-	-	-	-	-	-	-	-	-	-	KKPZ, 1330 (REL)
KUPL-F	5.9	7.3	5.9	4.7	7.0	6.9	7.1	7.2	7.9	3.7	4.4	4.8	6.2	5.5	6.7	9.1	8.3	9.9	8.5	7.5	6.4	6.0	5.8	5.8	5.6	5.6	5.7	5.7	5.4	KUPL-F, 98.7 (C)
KKSN-F	6.2	7.0	8.5	4.0	5.5	2.3	4.1	6.1	6.9	4.3	3.3	3.9	2.5	4.1	4.1	6.0	5.7	5.8	4.5	6.0	5.3	5.2	5.5	5.8	5.0	6.0	5.8	5.8	5.0	KKSN-F, 97.1 (O)
KOTK	6.5	7.2	8.5	8.3	6.4	5.4	5.4	4.7	4.3	4.5	2.7	3.3	1.9	1.4	1.4	1.9	1.0	-	-	-	-	1.4	1.2	1.2	1.4	1.3	1.2	1.7	1.6	KOTK, 1080 (T)
KWJJ-F	-	2.5	3.9	3.8	3.5	2.5	2.7	3.4	5.7	3.5	2.1	4.3	3.5	2.5	2.8	2.8	3.6	6.4	7.1	8.7	8.4	6.7	5.5	4.6	4.6	4.3	5.4	4.1	4.5	KWJJ-F, 99.5 (C)
KUFO-F	-	-	-	3.2	2.8	2.7	4.1	4.2	7.4	4.5	2.3	2.8	4.2	3.4	2.0	5.1	6.4	6.0	6.9	6.3	5.4	5.3	4.4	4.8	4.8	3.8	4.5	4.6	3.7	KUFO-F, 101.1 (AOR)
KUPL	4.5	4.2	6.4	6.5	3.9	5.2	4.0	3.2	3.1	5.9	4.7	4.1	4.0	3.8	1.0	1.2	0.8	0.7	1.1	1.5	0.6	-	0.9	0.9	0.9	1.0	-	0.9	0.9	KUPL, 970 (C/O)
KFXX	5.9	4.2	-	-	-	1.3	1.1	1.6	3.0	3.0	1.8	1.1	0.6	0.7	2.6	3.6	3.6	3.9	3.4	3.8	3.7	3.6	2.9	1.4	1.5	1.7	1.1	1.5	1.4	KFXX, 910 (S)
KKGT	-	3.0	3.1	3.7	4.4	3.5	3.3	2.6	1.7	2.6	1.6	1.0	1.5	0.9	0.8	-	-	0.7	0.4	0.4	0.5	-	0.6	0.4	-	-	-	-	-	KKGT, 1150 (T)
KLTH-F	-	-	1.2	2.7	4.2	5.3	3.2	2.9	6.4	8.5	6.2	4.5	4.6	4.8	4.0	1.5	2.1	1.8	1.2	3.4	3.6	3.4	3.6	3.4	3.1	3.2	3.2	3.1	3.1	KLTH-F, 106.7 (AC)
KKRZ-F	-	-	-	0.7	1.5	2.1	3.0	2.7	2.2	5.1	9.4	7.4	8.5	8.7	9.8	8.5	8.6	8.0	7.5	6.8	6.3	7.2	9.1	10.2	7.9	5.8	4.7	4.4	4.1	KKRZ-F, 100.3 (CHR)
KKCW-F	-	-	-	-	-	-	-	-	-	5.0	5.3	5.7	5.6	7.2	8.3	7.3	6.8	5.9	6.2	5.4	5.8	6.6	6.3	6.6	6.7	7.0	6.1	5.5	5.0	KKCW-F, 103.3 (AC)
KRSK-S	-	-	-	-	-	-	-	-	-	-	1.7	5.0	6.5	6.4	6.4	4.0	3.1	3.0	3.9	3.1	3.2	3.3	3.1	3.6	3.3	3.2	2.9	3.1	3.7	KRSK-F, 105.1 (AC)
KPDQ-F	-	-	-	-	-	-	-	-	-	-	1.8	1.5	2.0	1.6	1.6	1.6	1.5	1.5	1.4	1.3	1.4	1.4	1.5	1.6	0.8	1.3	1.2	1.3	1.3	KPDQ-F, 93.7 (REL)
KFIS-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.3	2.6	2.5	KFIS-F, 104.1 (REL)
KNRK-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	1.4	3.5	4.0	2.9	3.4	3.5	3.1	3.4	3.4	2.7	KNRK-F, 94.7 (AOR)
KPAM	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.4	-	-	0.6	0.7	0.7	1.2	KPAM, 860 (T)
KRVO-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.7	2.6	2.7	KRVO-F, 105.9 (CH)
KVMX-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.7	0.9	0.8	1.2	1.9	3.1	2.8	2.7	4.2	3.6	3.3	3.6	KVMX-F, 107.5 (O-80)
KWBY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.6	-	0.8	0.4	-	-	0.8	1.3	1.6	KWBY, 940 (SP)

**12+ CUME RATINGS**

	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03
KGON-F	11.1	14.8	17.7	22.0	11.4	12.4	15.5	15.1	14.6	13.0	12.1	20.0	12.5	12.8	15.0	15.9	14.7	13.8	14.4	14.0	12.9	11.0	11.1	11.1	11.6
KKSN	11.7	11.6	12.3	12.7	12.2	5.8	6.8	6.3	4.4	3.7	2.7	2.1	1.4	3.8	4.1	5.6	5.0	3.8	5.3	4.2	5.0	4.7	3.8	3.6	3.0
KEX	17.0	18.5	17.4	17.0	15.4	12.2	19.8	15.2	14.5	13.2	15.7	24.9	30.7	20.9	19.0	15.5	14.8	13.7	15.1	11.8	16.8	14.9	15.4	10.5	13.5
KPOJ	34.2	30.9	26.0	24.2	24.7	20.7	23.9	21.0	13.5	12.1	7.7	8.0	7.9	-	-	1.2	4.6	5.4	9.3	9.9	5.7	3.3	3.0	4.9	2.1
KXL	12.8	10.5	11.3	9.3	8.6	9.8	11.5	13.3	14.7	13.2	14.4	13.6	11.6	17.3	18.0	17.3	15.6	16.2	11.6	11.0	10.3	10.1	11.8	11.4	11.2
KXJM-F	9.8	14.1	13.5	9.7	10.9	13.7	11.6	13.1	12.4	9.5	10.7	10.2	8.3	8.3	8.9	9.7	8.6	7.2	8.3	5.5	12.6	12.6	13.0	13.1	11.0
KINK-F	11.0	9.1	11.7	13.1	15.0	12.5	12.2	12.4	12.6	13.1	15.2	14.2	15.6	12.8	13.8	12.7	10.5	9.6	9.2	9.2	10.4	10.7	9.3	9.0	9.0
KKPZ	-	-	-	9.8	-	3.7	2.6	3.5	2.9	1.5	2.7	3.8	2.9	-	-	-	-	-	-	-	-	-	-	-	-
KUPL-F	12.7	13.0	16.3	13.9	14.5	8.3	7.6	11.1	11.2	10.6	10.3	14.8	15.6	19.8	17.5	16.8	12.9	14.5	13.5	12.6	14.4	12.5	12.6	12.2	11.4
KKSN-F	-	-	-	5.5	7.8	-	-	3.8	9.5	10.6	9.8	13.7	14.4	17.9	13.1	17.6	15.6	15.0	16.6	15.4	15.8	13.7	12.7	14.7	12.6
KOTK	15.8	15.2	13.7	13.5	11.2	11.8	8.7	8.6	5.6	5.6	5.0	5.2	3.6	-	-	-	4.2	3.5	4.1	3.4	4.1	3.5	4.4	4.3	
KWJJ-F	9.5	7.3	7.7	6.9	8.6	8.2	5.1	8.8	7.6	7.6	7.1	7.6	8.4	14.9	17.2	21.8	18.4	15.3	12.7	11.8	12.8	10.7	11.9	10.3	12.1
KUFO-F	-	8.5	12.2	12.9	15.5	11.3	7.2	8.9	8.2	8.3	5.0	12.1	14.4	15.5	14.5	16.8	13.8	12.4	11.5	12.9	11.3	10.7	10.4	11.0	10.7
KUPL	16.4	11.0	11.0	10.0	7.3	7.8	8.0	8.3	7.5	6.5	3.0	3.2	1.9	3.5	3.5	4.9	3.5	-	2.4	2.3	2.9	2.5	2.5	-	2.3
KFXX	-	-	-	5.5	7.8	-	-	3.8	3.5	2.8	5.7	8.6	6.2	7.7	7.3	7.5	7.8	7.2	6.2	4.7	4.5	4.6	4.9	5.2	4.9
KKGT	-	-	-	3.3	3.1	-	2.4	1.5	2.7	1.9	2.1	-	-	1.6	1.8	1.2	1.0	-	1.3	1.1	-	-	-	-	-
KLTH-F	-	12.2	9.9	6.8	13.4	20.1	16.6	14.6	12.4	10.8	9.0	7.4	7.3	5.9	4.3	9.9	7.6	8.0	7.9	7.3	7.2	7.5	6.8	8.6	8.4
KKRZ-F	-	-	-	6.4	8.2	10.6	19.7	19.3	21.2	20.9	22.2	22.2	23.3	18.3	20.0	16.4	17.8	19.7	23.3	23.7	19.1	16.7	14.1	14.5	13.2

PORTLAND, OR.

	Market Revenue	Revenue Change	Population	Revenue Per Capita	Retail Sales	Rev. as % Retail Sales	Revenue Per Share Point	Highest Billing Stations	Average Person Rating(APR)	FM Share	Total Stations	Viable Stations	Unlisted Station List	
1976	\$ 13.2	--	--	--	--	--	--	--	15.3 %	34.8 %	--	--	--	1976
1977	14.9	12.9 %	--	--	--	--	--	--	14.8	36.6	23	--	--	1977
1978	18.7	25.5	--	--	--	--	--	--	14.7	36.8	26	--	--	1978
1979	18.4	-1.6	--	--	--	--	--	--	14.2	44.7	24	--	--	1979
1980	23.3	26.6	--	--	--	--	--	--	15.3	46.6	26	--	--	1980
1981	25.9	11.2	1.24	20.89	6.3	.0041	--	--	15.5	49.5	25	--	--	1981
1982	27.5	6.2	1.28	21.48	6.8	.0040	--	--	16.3	55.9	26	--	--	1982
1983	29.2	6.2	1.33	21.95	7.6	.0038	.307	--	15.6	59.3	24	19	--	1983
1984	30.2	3.4	1.35	22.37	7.8	.0039	.351	KGW	15.3	61.2	27	20	--	1984
1985	32.8	8.6	1.36	24.12	8.3	.0038	.353	KGW	16.0	57.8	25	19	--	1985
1986	35.5	8.2	1.36	25.91	9.1	.0040	.384	KGW	16.2	62.6	24	18	--	1986
1987	38.9	9.6	1.39	27.99	9.2	.0043	.435	KINK-F	15.6	66.7	25	17	8.1	1987
1988	43.8	12.6	1.40	31.29	9.9	.0044	.479	KINK-F	15.2	68.1	29	15.5	7.5	1988
1989	46.0	5.0	1.42	32.39	10.9	.0042	.513	KKCW-F	15.7	71.0	26	15.5	11.3	1989
1990	48.4	5.0	1.49	32.48	12.1	.0040	.547	KKCW-F	15.9	69.3	27	15.5	11.0	1990
1991	48.3	-0.2	1.50	32.20	12.8	.0038	.544	KKCW-F	15.8	72.3	24	15	12.9	1991
1992	52.5	8.4	1.55	33.87	13.0	.0040	.608	KINK-F	15.7	68.5	24	15	13.7	1992
1993	57.5	9.3	1.64	35.06	15.0	.0038	.671	KUPL A/F	15.8	70.3	29	15	14.3	1993
1994	64.4	12.0	1.70	37.88	16.6	.0039	.731	KKCW-F	15.4	72.9	27	15	11.9	1994
1995	72.4	12.4	1.74	41.60	18.0	.0040	.833	KKCW-F	14.8	74.6	26	15.5	13.1	1995
1996	86.2	18.8	1.77	48.64	19.0	.0045	1.00	KKCW-F	15.2	72.4	31	16.5	12.9	1996
1997	91.8	6.6	1.82	50.44	20.0	.0046	1.13	KKCW-F	14.8	76.5	25	18.5	18.0	1997
1998	107.5	12.1	1.85	58.11	20.5	.0052	1.31	KKCW-F	14.4	76.2	24	18.5	17.3	1998
1999	111.7	3.8	1.87	59.73	23.6	.0047	1.35	KKCW-F	15.1	76.6	29	18	17.0	1999
2000	125.0	11.9	1.90	65.93	27.5	.0045	1.52	KKCW-F	14.0	77.0	29		17.1	2000
2001	106.0	-15.2	1.95	54.36	29.0	.0037	1.30	KKCW-F	13.8	78.2	29	19	18.7	2001
2002	123.6	NM	1.95	63.38	30.1	.0041	1.537	KINK-F	13.1	74.4	27	--	19.1	2002
2003	122.5	-0.9	2.00	61.25	31.9	.0038	1.529	KINK-F	13.0	74.4	28	20	19.3	2003

MAJOR STATIONS - JANUARY 2004

KEX	1190	50 KW (DA-N)	Talk	Clear Channel	KKSN-F	97.1	97KW@1266	Oldies	Entercom
KFXN	910	5 KW (DA-2)	Sports	Entercom	KLTH-F	106.7	100KW@1444	AC	CBS
KKSN	1520	50 KW/15 KW (DA-2)	Standards	Entercom	KNRK-F	94.7	6KW@1322 (DA)	AOR	Entercom
KOTK	1080	50 KW/10KW (DA-2)	Talk	Entercom	KPDQ-F	93.7	97KW@1269	Religion	Salem
KPAM	860	50 KW/5KW (DA-N)	Talk		KRSK-F	105.1	97KW@1890	AC/CHR	Entercom
KPOJ	620	5 KW (DA-N)	Oldies	Clear Channel	KRVO-F	105.9	21KW@1542	Classic Hits	Clear Channel
KUPL	970	5 KW (DA-N)	Country Oldies	CBS	KUFO-F	101.1	100KW@1444	AOR	CBS
KWBY	940	250W	Hispanic		KUPL-F	98.7	37KW@1443	Country	CBS
KXL	750	50KW/20KW (DA-2)	News/Talk		KVMX-F	107.5	37KW@1443	Oldies-80's	CBS
KFIS-F	104.1	1.7KW@1266	Religion	Salem	KWJJ-F	99.5	50KW@1266	Country	Entercom
KGON-F	92.3	97KW@1266	Classic AOR	Entercom	KXJM-F	95.5	100KW@1266	CHR/Dance	
KINK-F	101.9	95KW@1542	AOR-Prog.	CBS					
KKCW-F	103.3	95KW@1542	AC	Clear Channel					
KKRZ-F	100.3	95KW@1542	CHR	Clear Channel					

PORTLAND, OR.

FORMAT SHARES (%)

CHR/AOR	77	80	82	CHR	84	87	90	92	95	98	2000
	39	40	41	AOR/CL	15	19	15	13	7	14	10
					17	14	21	21	25	21	20
MOR/AC	26	13	13	MOR/FS	4	7	10	9	5	6	See Talk
				AC/OLD	19	18	14	16	9	12	8
COUNTRY	10	14	14		16	13	16	19	11	10	15
BTF/EZ/SAC	12	22	13		9	8	6		18	14	14
								SOFT AC	3		
NEWS/TALK	8	9	11		7	8	9	12			
SPORTS									11	10	15
BLACK/URBAN									2	1	2
SMOOTH JAZZ					--	--	1	1	1	--	6
STANDARDS	1	--	4		8	5	5	4	5	5	2
HISPANIC										1	2
RELIG/GOSPEL	3	2	2		2	3	4	3	3	2	2
CLASSICAL					2	3	--				

STATION NOTES

(Major call letter and format changes)

KPOJ	KGW until 95; KOTK until 97; KEWS until 00; CHR to AC by 83; AC until 89; Talk until 91; AOR until 95; KTLK until 03
KUFO-F	KRCK until 85; KYTE until 88; KKCY until 89; CHR to AC until 83; AOR until mid 80's; Classical until 88; Jazz until 89
KUPL	KOIN until 78; KYTE until 90; KESI until 91; KKBT until 96; MOR until 77; CHR until 84; Standards until 89; Classical until 90; EZ until 91; AOR until 96
KLTH-F	KMJK until 91; KMXI until 93; KKBK until 94; AC until 82; CHR until 87; Classic AOR until 90; AC/Oldies until 94; KKJZ until 02; Jazz until 02
KXJM-F	KXL until 99; EZ to Soft AC by late 80's; Oldies 70's until 96; AC until 97; AOR until 99
KOTK	KWJJ until 97; Country until 97
KKGT	KKEY until 98; Variety until 98
KRSK-F	KXYQ until 95; KKRH until 98; CHR until 95; Classic AOR until 98
KVMX-F	KDBX until 96; KBBT until 00; Religion until 96; New Rock until 00
KKPZ	KUPL until 93; EZ until 81; Standards until 84; Country until 93
KUPL-F	EZ until 84; Moved from 98.5 to 98.7 in 97 (reduced interference from KOIN-TV)
KWJJ-F	KJIB until 85; EZ until 80
KKRZ-F	KQFM until 83; AOR until 81; Oldies until 83
KXL	EZ or MOR until 81
KEX	AC until 80; then Full Service evolving to Talk
KFXX	KISN until 79; KKSJ until 98; CHR to AC by 82; Classical 83-87; Standards until 98
KKSJ-F	KPAM until 80; KCNR until 85; KKLI until 88; CHR to AC by 83; AC until 88
KKSJ	KYXI until 83; KSGO until 89; KFXX until 98; News/Talk until 83; Oldies until 89; AOR until early 90's; Sports until 98
KNRK-F	KMUZ until 95; EZ until 95

MAJOR STATION TRANSACTIONS: 1970 to 2003

1971 KSGO		NA
1971 KYTE A/F	To Newhouse	NA
1973 KWJJ	Sold to Park	\$ 2,500,000
1973 KSGO	Sold to McCoy	1,500,000
1973 KUPL A/F		1,050,000
1973 KGON-F	From Cascade to McCoy	400,000
1974 KWJJ-F	Sold to Park	250,000
1977 KYTE A/F	From Newhouse to Gaylord	1,500,000
1978 KVAN (Vancouver)	Sold to Capps	730,000
1979 KMJK-F	Sold to Harte-Hanks	1,300,000
1979 KSGO, KGON-F	From McCoy to Des Moines Reg.	NA
1979 KVAN	Sold to Patten	968,000
1981 KCNR, KCNR-F	Sold to Bob Duffy	3,500,000
1982 KYTE A/F	From Gaylord to Henry	4,500,000
1983 KMGK-F	Sold by Harte-Hanks	2,500,000
1983 KEX, KQFM-F	From Goldwn West to Taft	8,000,000
1985 KKCW-F	Sold to Fairwest	5,000,000
1985 KSGO, KGON-F	Sold to Ackery	6,000,000
1985 KCNR-F	Sold by Duffy	7,000,000
1985 KMJK (Lake Oswego)	Sold to Ives	1,600,000
1986 KRDR (Gresham)	Sold by Comm. Pacific	600,000
1986 KPQJ A/F	Sold to Salem	6,500,000
1986 KCNR-A		425,000
1987 KMJK-F	From Ives to Capps	3,900,000
1987 KKCW-F (Beaverton)	Sold to Trumper	7,500,000
1988 KAAAR (Vancouver)		475,000
1988 KKSJ A/F	Sold to Heritage	5,900,000
1988 KKUL		225,000
1989 KVAN, KMJK-F	Sold to Fairmont	7,600,000
1991 KLVS	From Tamarack to Crawford	450,000
1992 KFXX, KGON-F	Sold by Ackery	5,500,000
1992 KGW, KINK-F	Sold by King	11,500,000
1992 KZRC, KXYQ-F	From Daylton to Van Halen	1,300,000
1993 KMXI-F (Lake Oswego)	From Fairmont to BayCom	3,625,000
1993 KUPL A/F	From Scripps-Howard to BayCom	23,000,000
1994 KZRC, KXYQ-F	From Van Halen to Trumper	5,600,000
1994 KWJJ A/F	From Park to Tomlin/Knapp	12,000,000
1995 KKCW-F	From Trumper to Citicasters	30,000,000
1995 KXYQ-F (Salom)	From Trumper to Heritage	7,000,000
1995 KMUZ-F (Camas)	Sold to Apogee	3,500,000
1995 KDBX-F (Banks)	Sold to Salem	1,300,000
1995 KUPL (1330)	From Baycom to Crawford	2,000,000
1995 KFXX, KMUZ-F, KGON-F	From Apogee to Entercom	24,500,000
1995 KXYQ (Milwaukie)	Sold by Heritage	200,000
1996 KEX	From Citicasters to Jacor	20,300,000
1996 KKCW-F	From Citicasters to Jacor	38,400,000
1996 KKRZ-F	From Citicasters to Jacor	24,500,000
1996 KBBT, KUFO-F	From Henry to Amer. Radio	34,000,000
1996 KKJZ-F	From BayCom to Amer. Radio	16,000,000
1996 KUPL-F	From BayCom to Amer. Radio	34,000,000
1996 KDBX-F (Banks)	From Salem to Amer. Radio	14,000,000
1996 KWJJ A/F	From Tomlin/Park to Fisher	35,000,000
1997 KOTK	From EXCL to Jacor	8,300,000
1997 KINK-F	From EXCL to ARS	Trade
1997 KKSJ	From Heritage to Sinclair TV	3,800,000
1997 KKRH-F	From Heritage to Sinclair TV	20,000,000
1997 KKSJ-F	From Heritage to Sinclair TV	33,500,000
1997 KKEY		345,000
1997 KBBT-F	From ARS to CBS	22,000,000
1997 KINK-F	From ARS to CBS	34,000,000
1997 KKJZ-F	From ARS to CBS	24,000,000
1997 KUFO-F	From ARS to CBS	43,000,000

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PORTLAND, OR.

HIGHEST BILLING STATIONS

1984	1985	1986	1987	1988	1989
1 KGW 4.4	KGW 4.9	KGW 4.8	KINK-F 4.7	KINK-F 5.8	KKCW-F 6.4
2 KXL-F 2.4	KXL AF 4.0	KINK-F 3.5	KKCW-F 4.1	KKCW-F 4.6	KINK-F 5.7
3 KWJJ 1.9	KEX 3.5	KEX 3.4	KGON-F 4.0	KKRZ-F 4.5	KKRZ-F 4.9
4 KINK-F 1.8	KINK-F 3.0	KKRZ-F 3.2	KEX 4.0	KEX 4.4	KEX 4.4
5 KCNR-F 1.7	KKRZ-F 2.5	KXL 2.8	KKRZ-F 3.6	KGON-F 4.0	KGON-F 4.1
6	KKCW-F 2.0	KGON-F 2.7	KGW 3.1	KXL 3.6	KXL 3.7
7	KMJK-F 1.9	KKCW-F 2.4	KXL 3.0	KUPL-F 3.1	KUPL-F 3.1
8	KWJJ AF 1.9	KUPL-F 2.3	KUPL-F 2.7	KGW 2.7	KMJK-F 2.6
9		KWJJ-F 2.3	KXL-F 2.3	KMJK-F 2.5	KKSN AF 2.5
10		KXL-F 2.0	KWJJ-F 1.8	KXYQ-F 2.4	KXYQ-F 2.3

1990	1991	1992	1993	1994	1995
1 KKCW-F 7.0	KKCW-F 7.0	KINK AF 6.8	KUPL AF 7.4	KKCW-F 7.5	KKCW-F 7.3
2 KEX 5.6	KEX 5.9	KKCW-F 6.6	KUPL-F 6.7	KUPL-F 6.7	KUPL AF 6.3
3 KKRZ-F 5.5	KINK-F 5.8	KEX 6.1	KINK AF 6.6	KINK AF 6.5	KUPL-F 6.2
4 KINK-F 5.3	KUPL AF 5.1	KUPL AF 6.0	KEX 6.2	KEX 6.3	KWJJ AF 6.1
5 KUPL-F 5.0	KKRZ-F 4.6	KKRZ-F 4.2	KXL 5.0	KUFO AF 6.0	KEX 5.8
6 KGON-F 3.7	KKSN AF 4.2	KKSN-F 4.1	KUFO AF 4.4	KXL 5.4	KXL 5.8
7 KXL 3.7	KXL 3.6	KXL 4.0	KKSN-F 4.2	KWJJ AF 4.6	KGON-F 5.7
8 KKS AF 3.4	KUFO-F 2.9	KUFO AF 3.4	KKRZ-F 4.1	KKRZ-F 4.4	KINK-F 5.5
9 KXYQ-F 2.4	KGON-F 2.4	KGON-F 2.3	KGON-F 2.9	KKSN-F 4.4	KKRZ-F 5.2
10 KXL-F 2.3	KXL-F 2.0	KXL-F 2.0	KWJJ AF 2.7	KGON-F 4.3	KKSN-F 5.2
11		KWJJ AF 1.7	KXL-F 2.2	KXYQ-F 2.3	KKJZ-F 2.7
12		KXYQ-F 1.3	KKSN-F 1.2	KXL-F 2.3	KXL-F 2.6
13		KKSN-F 1.1	KXYQ-F 1.1	KFXX 1.2	KFXX 1.4

1996	1997	1998	1999	2000	2001
1 KKCW-F 9.2	KKCW-F 10.4	KKCW-F 11.4	KKCW-F 11.9	KKCW-F 13.2	KKCW-F 10.2
2 KWJJ AF 7.5	KKRZ-F 8.0	KKRZ-F 11.0	KKRZ-F 11.7	KKRZ-F 12.0	KINK-F 9.7
3 KUPL AF 7.4	KGON-F 7.8	KGON-F 10.1	KGON-F 10.0	KGON-F 11.3	KUPL-F 8.9
4 KEX 6.9	KUPL AF 7.1	KUPL-F 9.2	KUPL-F 9.6	KUPL AF 10.2	KGON-F 8.6
5 KGON-F 6.9	KWJJ-F 6.9	KKSN-F 8.7	KKSN-F 8.4	KINK-F 10.0	KKSN-F 8.5
6 KXL 6.3	KEX 6.4	KEX 6.8	KUFO-F 7.6	KKSN-F 9.6	KKRZ-F 7.5
7 KKRZ-F 6.2	KKSN-F 6.2	KUFO-F 6.5	KINK-F 7.5	KUFO-F 7.9	KVMX-F 7.3
8 KKS-F 6.0	KXL 6.1	KWJJ-F 6.5	KEX 6.1	KEX 6.9	KUFO-F 6.5
9 KINK-F 6.0	KUFO-F 5.9	KINK-F 6.5	KWJJ-F 5.4	KWJJ-F 5.7	KEX 6.1
10 KUFO-F 5.8	KINK-F 5.5	KXL 5.9	KXL 5.2	KXL 5.7	KWJJ-F 5.0
11 KKRH-F 3.5	KKRH-F 3.6	KKJZ-F 4.2	KRSK-F 5.0	KXJM-F 5.4	KXL 4.5
12 KKJZ-F 3.4	KKJZ-F 3.4	KBBT-F 4.2	KBBT-F 4.4	KRSK-F 5.4	KRSK-F 4.4
13 KNRK-F 3.1	KBBT-F 3.3	KRSK-F 3.6	KNRK-F 3.9	KVMX-F 4.8	KXJM-F 3.5
14 KXL-F 2.6	KNRK-F 3.0	KNRK-F 3.3	KKJZ-F 3.5	KNRK-F 4.2	KLTH-F 3.5
15				KKJZ-F 3.9	KNRK-F 3.3
16				KFXX 3.4	KFXX 3.0

2002	2003
1 KINK-F 10.5	KINK-F 8.9
2 KGON-F 10.2	KGON-F 8.8
3 KKCW-F 10.0	KKCW-F 8.6
4 KUFO-F 9.2	KUFO-F 8.0
5 KKSN-F 8.2	KUPL-F 7.8
6 KUPL-F 7.8	KEX 7.8
7 KEX 6.7	KKSN-F 7.5
8 KXL 6.4	KXL 6.9
9 KWJJ-F 6.4	KRSK-F 6.6
10 KKRZ-F 5.8	KWJJ-F 5.7
11 KRSK-F 5.4	KKRZ-F 5.7
12 KVMX-F 4.8	KLTH-F 4.7
13 KNRK-F 4.3	KVMX-F 4.7

HIGHEST BILLING RADIO ENTITIES

1994	1995	1996
1 Citicasters \$ 10.7 (16.6)	1 Citicasters \$ 18.3 (25.4)	1 Jacor \$ 22.4 (26.0)
2 Trumper 9.8 (15.2)	2 Bay Com 8.9 (12.4)	2 Amer. Radio 16.9 (19.6)
3 KXL AF 7.7 (12.0)	3 Entercom 8.7 (12.1)	3 Entercom 11.6 (13.4)
4 Baycom 7.7 (12.0)	4 Kaye-Smith 8.4 (11.7)	4 Heritage 11 (12.8)
5 Nogales: KINK-F 6.5 (10.1)	5 Heritage 7.8 (10.8)	5 Kaye-Smith 8.9 (10.3)
6 Henry 6.0 (9.3)	6 Henry 6.3 (8.8)	6 Fisher: KWJJ 7.5 (8.7)
7 Heritage 5.5 (8.5)	7 Park 6.1 (8.5)	EXCL 7.0 (8.1)
8 Apogee 5.5 (8.5)	8 Nogales 5.9 (8.2)	

  

1997	1998	1999
1 Jacor \$ 26.1 (28.4)	1 Jacor \$ 31.9 (29.6)	1 Clear Channel \$ 32.7 (29.3)
2 CBS 25.1 (27.3)	2 CBS 30.6 (28.4)	2 CBS 32.7 (29.3)
3 Entercom 23.7 (25.8)	3 Entercom 28.5 (26.5)	3 Entercom 30.4 (27.2)
4 Alexander: KXL 8.6 (9.4)	4 KXL AF 7.9 (7.3)	4 KXL, KXJM 7.6 (6.8)
5 Fisher 7.3 (7.9)	5 Fisher 7.3 (6.8)	5 Fisher 6.9 (6.2)

  

2000	2001	2002
1 CBS \$ 36.9 (29.5)	1 CBS \$ 36.1 (34.2)	1 Entercom \$ 39.1
2 Entercom 34.4 (27.5)	2 Entercom 28.1 (26.6)	2 CBS 37.1
3 Clear Channel 33.1 (26.5)	3 Clear Channel 25.0 (23.6)	3 Clear Channel 25.9
4 KXL, KXJM 11.1 (8.9)	4 KXL, KXJM 8.0 (7.6)	4 KXL et.al. 9.5
5 Fisher 7.6 (6.1)	5 Fisher 6.3 (6.0)	5 Salem 6.0

  

2003	All 2002 and 2003 financial data is provided by BIA Financial.	
1 Entercom \$ 37.1		
2 CBS 35.0		
3 Clear Channel 26.5		
4 KXL et.al. 10.0		
5 Salem 6.6		

MAJOR STATION TRANSACTIONS: CONTINUED

1997 KKRH-F	From Sinclair TV to Entercom	\$ 26,300,000
1997 KKS	From Sinclair TV to Entercom	4,800,000
1997 KKS-F	From Sinclair TV to Entercom	44,400,000
1998 KKRH-F/KKS-F	From Sinclair BG to Entercom	126,500,000
1998 FM CP	Sold to Jacor	20,600,000
1998 KSLM (1390; Salem)	Sold to Entercom	605,000
1998 KXL-AF	From Les Smith to Paul Allen	55,000,000
1998 KEWS AM, KEX AM, KKCW FM, KKRZ FM, KKLQ FM	From Jacor to Clear Channel	---
1998 KVAN		1,650,000
2003 KKG		1,250,000
2003 KOTK, KWJJ-F	From Fisher to Entercom	44,000,000
2003 KKS (Oregon City)		2,800,000

DUNCAN'S COMMENTS:

Portland is a much above average large radio market. Radio revenues grew by more than 500% between 1980 and 2000. Population grew so much that Portland is on the cusp between large market status and major market status (two million people or more). The usual negatives apply to Portland and to most radio markets: declining overall listening levels and an increasing amount of listening to unlisted stations.

KINK is one of the finest AOR stations in all of radio. It's relatively free form format puts it in a class with KBCO, WXRT, KFOG and a few other AOR's scattered around the nation. This format takes years to develop and mature. Most group owners do not have the patience and/or resources to allow this to happen. That is unfortunate because this is great radio.