

SAN FRANCISCO

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
KGO	18.2	17.7	18.2	18.1	18.5	18.3	18.0	17.1	17.2	17.3	17.1	15.3	17.6	21.3	18.5	19.4	18.7	17.8	16.3	17.4	15.9	14.7	15.8	14.3	14.6
KKSF-F	9.7	9.7	9.5	5.5	5.3	6.4	7.2	8.7	9.2	5.7	7.2	6.5	6.8	7.0	8.1	8.0	6.7	8.3	7.0	8.2	8.2	7.7	8.1	7.3	7.0
KFRC	19.4	16.2	18.8	16.0	17.2	13.8	9.7	6.9	8.5	8.4	9.3	10.7	10.0	9.6	4.1	-	-	-	-	-	-	-	2.3	2.6	3.0
KSFO	9.6	9.0	13.9	10.7	9.4	8.9	7.3	6.8	12.9	8.8	9.5	9.4	8.8	5.9	4.0	3.4	4.4	5.1	4.9	5.7	5.4	6.8	7.8	6.6	6.5
KCBS	15.9	16.7	16.3	15.1	16.2	12.6	15.0	16.6	16.1	15.4	15.2	13.5	16.9	19.1	17.5	17.7	16.5	16.5	16.2	15.1	15.6	15.9	16.8	14.6	14.6
KLLC-F	-	6.3	8.1	10.2	7.7	7.3	5.8	5.1	6.2	8.7	8.6	8.5	8.2	5.8	7.8	8.0	5.6	7.6	9.8	9.7	9.1	8.3	9.5	7.7	7.9
KNBR	16.8	13.6	14.2	11.8	12.2	12.0	10.8	13.3	14.9	11.4	12.0	13.0	12.7	10.4	12.8	11.4	10.7	9.9	11.5	9.2	8.8	7.1	7.0	10.0	8.2
KFRC-F	8.2	9.9	10.6	9.3	11.3	10.6	11.1	11.1	10.1	9.2	10.2	9.2	8.4	7.7	7.9	11.0	9.9	10.3	9.7	9.5	8.4	7.7	6.6	7.3	7.2
KMEL-F	-	7.3	10.7	11.4	9.4	6.7	11.0	10.9	12.4	14.6	15.4	13.9	15.5	13.5	12.7	13.0	12.4	12.2	10.0	10.8	9.1	9.9	9.7	11.6	11.2
KSAN-F	8.1	9.0	8.8	10.0	7.4	11.4	10.3	10.6	10.9	10.1	8.9	8.5	11.1	10.9	13.1	12.0	11.7	12.3	3.8	5.3	5.1	5.8	4.1	4.6	6.2
KIOI-F	11.2	9.3	9.7	10.0	10.6	10.9	10.6	9.8	9.7	11.4	11.2	10.6	10.4	11.6	11.1	10.6	10.3	10.0	9.4	9.9	8.4	8.1	8.1	8.9	9.2
KFOG-F	9.5	10.5	6.8	7.8	4.2	4.8	6.8	7.2	6.4	5.8	7.2	7.8	7.3	5.6	6.8	6.8	8.0	9.8	8.5	8.6	7.5	7.4	8.0	7.8	7.3
KABL	10.7	8.6	7.6	7.4	8.6	6.7	6.1	4.6	*	*	*	*	*	*	4.5	5.5	5.5	4.2	5.8	5.2	4.7	4.2	4.9	4.1	4.3
KISQ-F	7.5	7.8	8.1	7.2	8.7	7.1	7.8	8.2	10.3	10.7	9.9	8.0	7.8	8.7	7.3	5.9	6.8	8.1	8.0	9.2	9.1	8.5	7.2	7.1	8.2
KNEW	7.2	7.7	8.6	8.0	6.9	6.0	6.4	5.2	4.3	3.8	4.0	3.0	3.4	2.6	2.2	1.8	2.5	2.6	2.8	-	-	-	-	-	3.7
KYLD-F	-	6.6	6.7	6.7	9.4	7.9	7.9	7.0	7.6	7.8	8.7	7.0	7.4	9.0	8.2	7.2	6.2	5.5	11.9	11.7	11.5	11.8	11.4	12.7	11.8
KOIT-F	8.7	7.9	6.3	6.6	7.1	6.9	6.6	8.3	10.3	11.6	13.3	12.7	10.8	9.8	10.2	11.5	12.2	11.7	11.1	11.5	11.5	11.3	11.3	11.9	11.6
KMKY	8.1	8.2	7.8	7.6	7.2	5.7	3.9	2.9	3.0	2.7	3.1	3.5	2.7	2.7	1.7	2.2	2.2	1.9	1.8	-	-	-	-	-	-
KBLX-F	-	-	6.3	7.8	6.4	6.4	6.7	6.9	7.7	6.4	6.4	5.4	7.1	8.3	8.3	7.6	6.8	7.4	6.7	7.3	7.0	5.5	5.9	5.8	5.7
KOIT	9.4	8.3	7.0	6.2	5.6	2.6	2.8	1.8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	0.7	0.5	0.9
KBAY-F	8.5	7.9	6.6	6.0	3.6	3.9	3.0	5.0	5.2	5.6	5.9	5.3	4.5	5.2	6.8	4.3	4.6	4.1	4.2	4.0	5.1	4.7	4.6	3.3	3.5
KZBR-F	-	-	-	-	5.3	5.9	5.4	5.8	5.2	5.4	5.6	6.5	6.5	6.8	6.4	1.7	5.0	4.8	10.5	9.2	10.7	9.8	9.9	4.6	4.0
KITS-F	-	-	-	-	0.5	6.6	9.7	9.8	8.7	7.4	6.4	5.0	7.6	7.1	7.7	9.0	9.4	8.3	7.4	9.0	8.8	8.7	8.2	7.8	8.4
KSOL-F	-	-	-	-	4.8	4.8	5.5	2.8	2.9	2.8	3.4	2.4	5.4	2.5	5.6	6.0	6.5	4.2	4.2	3.9	4.7	4.2	3.0	2.8	4.5
KPTI-F	-	-	-	-	2.9	3.0	3.2	3.2	3.1	2.3	3.1	3.1	3.3	2.8	2.9	0.9	1.2	1.0	1.1	-	-	-	-	3.5	2.8
KDFC-F	-	-	5.9	5.0	4.3	4.0	4.9	4.6	6.6	6.4	7.3	7.4	7.9	7.5	7.3	9.0	7.5	7.5	7.4	8.4	9.7	9.1	8.5	9.1	8.2
KCNL-F	-	-	-	-	-	-	-	-	1.4	1.1	1.8	2.4	2.1	2.5	1.4	1.2	1.8	0.9	1.6	0.8	3.3	3.4	2.9	3.3	3.3
KIQI-F	-	-	-	-	-	-	-	-	1.6	2.0	2.0	3.0	2.1	1.5	1.6	1.1	1.4	1.4	1.3	2.1	2.0	1.8	1.8	1.9	2.1
KSQL-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.6
KTCT	-	-	-	-	-	-	-	-	-	-	-	-	2.4	3.3	1.9	1.9	1.9	1.5	2.2	2.9	3.8	2.5	4.4	4.4	4.0
KBAA-F	5.0	-	-	-	3.2	5.2	5.3	6.3	4.4	4.2	4.0	3.5	3.9	3.5	4.3	3.5	2.8	3.4	4.0	3.6	3.0	2.8	2.7	3.5	2.8
KBRG-F	5.1	-	-	4.3	5.0	5.3	4.8	4.6	4.2	4.6	4.8	4.3	5.3	3.7	3.9	4.4	4.4	4.5	3.8	3.1	3.8	3.2	3.6	5.1	4.5
KEMR-F	-	-	-	-	-	-	-	-	3.1	2.9	3.9	2.5	3.3	2.6	2.8	2.5	2.6	2.4	2.7	2.3	2.7	2.4	2.1	3.5	2.5
KEZR-F	-	-	-	-	-	-	-	-	-	-	-	-	-	3.4	3.0	3.1	3.7	4.1	3.4	3.6	3.9	3.5	2.9	3.1	3.2
KLOK	6.6	5.5	5.3	5.7	5.5	4.9	4.6	3.9	3.1	2.4	1.9	2.2	1.7	2.2	2.2	2.6	2.6	2.4	2.4	2.6	2.1	1.8	1.8	2.0	2.0
KRTY-F	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	2.6	2.9	2.6	2.2	2.2	2.1	2.4	2.3	2.1	2.6	2.7
KSJO-F	-	-	-	6.8	6.7	4.5	3.6	3.8	3.9	4.1	4.2	4.8	5.0	5.4	5.8	5.6	5.7	5.9	5.0	5.4	6.0	6.0	4.2	4.6	3.5
KUFX-F	-	-	6.3	6.1	5.6	5.4	4.8	4.9	5.6	4.7	5.2	4.7	5.2	3.9	4.2	6.6	7.1	6.7	6.4	3.6	3.9	2.9	3.6	3.5	3.4

* KABL simulcasted with KABL-F

** KOIT simulcasted with KOIT-F

SAN FRANCISCO

	Market Revenue	Revenue Change	Population	Revenue Per Capita	Retail Sales	Rev. as % Retail Sales	Revenue Per Share Point	Highest Billing Stations	Average Person Rating(APR)	FM Share	Total Stations	Viable Stations	Unlisted Station Listening	
1976	49.0	--	--	--	--	--	--	--	16.1 %	37.6 %	--	--	--	1976
1977	58.2	18.8 %	--	--	--	--	--	--	15.4	42.1	44	--	--	1977
1978	67.0	15.1	--	--	--	--	--	--	16.8	42.1	45	--	--	1978
1979	73.4	9.5	--	--	--	--	--	--	16.4	48.2	47	--	--	1979
1980	80.3	9.4	--	--	--	--	--	--	16.5	51.2	45	--	--	1980
1981	93.6	16.6	3.86	24.25	22.9	.0041	--	--	17.1	53.7	47	--	--	1981
1982	102.5	9.5	3.90	26.28	23.9	.0043	--	--	17.6	53.4	47	--	--	1982
1983	115.3	12.5	3.98	28.97	26.0	.0044	1.01	--	17.8	52.7	47	27	--	1983
1984	132.1	14.8	4.33	30.50	28.4	.0047	1.41	KGO	17.9	56.6	48	27	--	1984
1985	142.0	7.5	4.45	32.27	30.0	.0046	1.62	KGO	17.2	61.4	52	27	--	1985
1986	144.1	14.7	4.50	32.09	31.5	.0043	1.66	KGO	17.1	60.4	49	26	--	1986
1987	146.0	1.3	4.49	31.94	34.6	.0042	1.51	KGO	16.7	60.3	54	26	9.8	1987
1988	164.2	12.5	4.57	35.39	36.7	.0044	2.22	KGO	17.4	63.7	51	24	9.8	1988
1989	173.2	5.5	4.64	36.85	37.3	.0046	2.30	KGO	17.2	64.7	51	24	9.5	1989
1990	183.6	6.0	4.70	38.57	39.3	.0047	2.06	KGO	17.3	62.4	50	24	11.4	1990
1991	170.7	-7.4	4.82	35.20	40.8	.0042	1.96	KGO	16.8	65.0	54	24	12.5	1991
1992	167.3	-2.0	4.95	33.80	40.2	.0042	1.93	KGO	16.7	65.5	51	24	12.1	1992
1993	174.0	3.6	5.02	34.66	43.8	.0040	2.11	KGO	16.7	64.6	49	24	12.4	1993
1994	187.0	7.5	5.03	37.18	43.0	.0043	2.16	KGO	16.4	65.4	50	24	12.0	1994
1995	198.0	5.9	5.05	39.21	44.8	.0044	2.64	KGO	15.8	66.2	54	22.5	14.1	1995
1996	229.7	15.8	5.14	44.69	47.1	.0048	3.10	KGO	15.8	66.1	49	22	14.8	1996
1997	255.0	11.0	5.18	49.23	50.0	.0051	3.53	KGO	15.4	66.1	48	21.5	16.1	1997
1998	308.7	21.1	5.24	58.91	51.5	.0060	3.74	KGO	15.0	67.9	49	22	16.5	1998
1999	405.2	24.0	5.43	74.80	55.4	.0073	5.05	KGO	14.8	71.1	44	22	19.2	1999
2000	475.8	17.1	5.44	87.43	69.4	.0069	5.93	KGO	14.0	71.0	42	24.5	18.9	2000
2001	375.0	-22.1	5.50	68.18	73.9	.0051	4.72	KGO	14.2	70.1	45	24.5	20.1	2001
2002	410.5	9.5	5.56	73.83	76.4	.0054	5.190	KGO	13.8	69.5	47	--	19.6	2002
2003	424.0	3.3	5.64	75.18	81.6	.0052	5.374	KGO	13.6	68.8	48	25	19.9	2003

MAJOR STATIONS - JANUARY 2004

KABL	960 5KW (DA-1)	Standards	Clear Channel	KFRC-F	99.7 40KW@1299	Oldies	CBS
KCBS	740 50KW (DA-2)	News	CBS	KIOI-F	101.3 125KW@1160 (DA)	AC/CHR	Clear Channel
KFRC	610 5KW	Oldies	CBS	KISQ-F	98.1 100KW@960	Black Oldies	Clear Channel
KGO	810 50KW (DA-1_)	News/Talk	Disney/ABC	KITS-F	105.3 15KW@1200	AOR	CBS
KIQI	1010 10KW/0.5KW (DA-2)	Hispanic	Radio Unica	KKSF-F	103.7 7KW@1512	Jazz	Clear Channel
KNBR	680 50KW	Sports	Susquehanna	KLLC-F	97.3 82KW@1014	AC-Modern	CBS
KNEW	910 5KW (DA-N)	Talk	Clear Channel	KMEL-F	106.1 69KW@1290	Urban AC	Clear Channel
KOIT	1260 5KW/1KW	Soft AC	Bonneville	KOIT-F	96.5 24KW@1575	Spot AC	Bonneville
KSFO	560 5KW (DA-N)	Talk	Disney/ABC	KPTI-F	92.7 3.6KW@420	CHR/Dance	SBS
				KSAN-F	107.7 9KW@1162	Classic AOR	Bonneville
KBAY-F	93.3 50KW@492	AC	CBS	KSOL-F	98.9 6KW@1342	Hispanic	Univision
KBLX-F	102.9 7KW@1290	Black AC	Inner City	KSQL-F	99.1 1.1KW@2608 (DA)	Hispanic	Univision
KCNL-F	104.9 6KW@-154	AOR	Clear Channel	KYLD-F	94.9 30KW@1207	Black	Clear Channel
KDFC-F	102.1 33KW@1046	Classical	Bonneville	KZBR-F	95.7 7KW@1289	Country	Bonneville
KFOG-F	104.5 14KW@928	AOR-Prog.	Susquehanna				

See San Jose for more stations

SAN FRANCISCO

FORMAT SHARES (%)

	77	80	82	84	87	90	92	95	98	2000
CHR/AOR	30	28	28	14	14	14	8	11	8	3
				12	9	9	12	13	11	15
MOR/AC	16	17	14	4	7	5	--	5	--	See Talk
				11	14	19	15	6	9	7
COUNTRY	6	5	8	8	7	5	7	7	7	6
BTF/EZ/SAC	19	16	13	13	10	5	7	5	4	4
							SOFT AC	10	6	7
NEWS/TALK	16	16	15	14	16	12	22	19	17	20
SPORTS									6	4
BLACK/URBAN	7	11	13	13	7	6	5	3	9	15
SMOOTH JAZZ				--	2	6	7	7	7	4
STANDARDS	1	2	3	5	4	6	4	4	3	2
HISPANIC	--	2	2	1	4	5	5	6	7	7
RELIG/GOSPEL	1	1	1	1	1	1	1	1	1	1
CLASSICAL	4	3	4	4	4	6	5	4	4	5

STATION NOTES

(Major call letter and format changes)

KKSF-F	KSFX until 82; KGO until 84; KLOK until 87; AOR until 82; Talk until 84; CHR or AC until 87
KLLC-F	KCBS until 82; KRQR until 96; Oldies or AC until 82; AOR or Classic AOR until 96
KMKY	KDIA until 84; KFYI until 85; KDIA again until 98; Black until 83; News/Talk until 84; Black again until 98
KBAY-F	KYA until 81; KLHT until 84; KYA again until 94; AOR until 80; Oldies until 94; KYCY until 01; Country until 01; KKWW until 03; CHR until 03
KFRC-F	KYUU until 88; KXXX until 91; AC until 88; CHR until 91
KSOL-F	KKCY until 88; KHIT until 89; KOFY until 90; KDBK until 93; KSRY until 94; Eclectic Mix until 88; Standards during 88; Oldies until 89; AC until 90; AOR until 93; AC until 94; Black AC until 86
KZBR-F	KKHI until 94; KPIX until 97; Classical until 94; Talk until 97; KZQZ until 01; CHR until 03; KKDV until 03; Classic Hits until 02
KPTI-F	KJAZ until 95; KZSF until 01; Jazz until 95
KCNL-F	KBRG until 96; KRPO until 99; Hispanic until 96; Country until 97
KSOL	KZMR until 03
KSFO	MOR/FS until 83; MOR or Standards until 86; AC or Oldies until 93
KMEL-F	KFRC until 77; AOR until 84
KFOG-F	EZ until 83
KOIT-F	EZ until 85
KBLX-F	KRE until 79
KYLD-F	KSAN until 97; AOR until 80; Country until 97
KFRC	CHR until 86; Standards until 93; 94-00 simulcasted
KNBR	Talk changing to Sports by 99
KSAN-F	KSOL until 94; KYLD until 97; Black until 97; Classic Hits to Classic AOR
KABL	EZ or Soft AC until 93
KISQ-F	KABL until 94; KBGG until 97; EZ or Soft AC until 94; Oldies - 70's until 97
KNEW	Country until 98
KTCT	KOFY until 97; Hispanic until 97

MAJOR STATION TRANSACTIONS: 1970 to 2003

		\$
1970 KRE, KBLX-F	Sold to Horizons	1,427,000
1972 KABL A/F	From McLendon to Starr	10,800,000
1974 KIQI-F	Sold to Jim Gabbert	1,180,000
1974 KFOG-F	Sold by Kaise to GE	1,600,000
1976 KOIT-F	From SF Chronicle to Bonneville	2,850,000
1977 KMEL-F	From RKO to Century	1,500,000
1977 KOIT, KYA-F	From AVCO to King	N/A
1980 KNEW	From Metromedia to Matrite	5,000,000
1981 KSAN-F	From Metromedia to Matrite	7,000,000
1982 KKCY-F	Sold by Gene Chenault	5,500,000
1983 KIOI-F	From Charter to Price Comm.	12,400,000
1983 KSFO	From Golden West to King	7,000,000
1983 KFOG-F	From GE to Susquehanna	4,750,000
1983 KLOK-F	From ABC to Dvais/Weaver	5,300,000
1983 KOIT	From King to Bonneville	3,500,000
1984 KDIA	Sold by BENI	3,475,000
1984 KFAX	Sold to Salem	6,000,000
1985 KKCY-F	Sold to Olympic	7,000,000
1987 KKSF-F	From Davis/Weaver to Brown	15,000,000
1987 KIOI-F	From Price to Fairmont	N/A
1987 KOFY-F	Sold by Olympic	11,000,000
1988 KFRC	From RKO to Daytona	8,000,000 (cancelled)
1988 KXXX-F	From NBC to Emmis	21,500,000
1988 KEST	Sold by Universal	7,000,000
1989 KNBR	From NBC to Susquehanna	20,300,000
1989 KDBK A/F	Sold to Viacom	20,200,000
1989 KXXX-F	From Emmis to Hayes	26,000,000 (cancelled)
1990 KXXX-F	From Emmis to Bedford	18,500,000
1990 KRFC	From RKO to Bedford	8,000,000
1991 KSFO, KYA-F	Sold by King	13,300,000
1992 KDIA	Sold by Ragan Henry	1,600,000
1992 KMEL-F	From Century to Evergreen	37,000,000
1993 KDFC A/F	Sold to Brown	13,000,000
1993 KSOL-F	From United to Crescent	13,500,000
1993 KFRC A/F	From Bedford to Alliance	20,200,000
1993 KNEW, KSAN-F	From Matrite to Shamrock	31,000,000
1993 KJAZ-F (Alameda)	Control given to Sunrise Bank	2,600,000
1993 KIOI-F	From Fairmont to Evergreen	45,000,000
1993 KKHI A/F	From Buckley to Westinghouse	14,200,000
1994 KSRY, KSRI-F	From Viacom to KSOL owner	16,000,000
1994 KJAZ-F (Alameda)		6,000,000
1994 KSFO	Sold to Cap Cities/ABC	9,500,000
1994 KDIA	Sold to KOFY owner	3,000,000
1995 KABL, KNEW, KBGG-F	From Shamrock to Chancellor	55,000,000
1995 KSAN-F		
1995 KSFO, KGO	From Cap Cities/ABC to Disney	72,000,000
1995 KCBS, KNOR-F	From CBS to Westinghouse	73,000,000
1995 KFRC A/F	From Alliance to Infinity	61,000,000
1995 KYCY-F	From Alliance to Infinity	30,000,000
1996 KYLD-F	From Crescent to Evergreen	44,000,000
1996 KSOL-F, KYLZ-F	From Crescent to Tichenor	40,000,000
1996 KFRC A/F	From Infinity to Westinghouse	96,000,000
1996 KYCY-F	From Infinity to Westinghouse	47,000,000
1996 KKSF-F, KDFC A/F	From Brown to Evergreen	115,000,000
1997 KITS-F	Traded by Entercom to CBS	
1997 KPIX-F	From Entercom to Bonneville	KPIX-F, KLOU-F in St. Louis 39,600,000
1997	Evergreen stations merged into Chancellor	
1997 KDFC-F	From Chancellor to Bonneville	45,000,000
1997 107.7 facility + KSAN calls	From Chancellor to Bonneville	N/A
1997 KOFY	Sold to Susquehanna	14,500,000
1997 KDFC	From Chancellor to John Douglas	8,000,000

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SAN FRANCISCO

HIGHEST BILLING STATIONS

HIGHEST BILLING RADIO ENTITIES

1994	1995	1996	1997	1998	1999
1 KGO 15.0	KGO 17.5	KGO 19.0	KGO 20.0	KGO 19.5	KGO 21.5
2 KCBS 11.4	KCBS 13.3	KCBS 14.2	KCBS 13.5	KCBS 14.5	KCBS 15.0
3 KNBR 10.6	KNBR 11.2	KNBR 12.1	KNBR 11.5	KNBR 13.8	KNBR 13.0
4 KSAN-F 8.4	KYUU-F 11.1	KYUU-F 10.1	NEWS/SAN 10.8	NEWS/SAN 12.0	KIOI-F 12.1
5 KYUU-F 8.3	KSAN-F 8.6	KSAN-F 8.7	KYUU-F 9.1	KMEL-F 8.8	NEWS/SAN 12.0
6 KFRC 6.6	KIOI-F 8.4	KIOI-F 7.6	SFO/KYA 8.7	SFO/KYA 8.5	KMEL-F 11.0
7 KIOI-F 6.2	KABL AF 8.0	KBLX-F 7.4	KBLX-F 7.6	KOIT-F 8.1	KOIT AF 10.0
8	KSOL-F 7.0	SFO/KYA 7.3	KABL AF 6.7	KIOI-F 7.5	SFO/KYA 8.6
9	KFRC 6.0	KABL AF 6.7	KSOL-F 6.2	KSOL-F 7.2	KRQR-F 6.6
10	KBLX-F 5.6	KSOL-F 6.6	KMEL-F 6.0	KABL AF 6.6	KKSF-F 6.5

1994	1995	1996
1 Susquehanna \$ 31.4 (16.8)	1 Susquehanna \$ 31.3 (15.6)	1 Evergreen \$ 53.7 (23.4)
2 Cap Cities/ABC 29.2 (15.8)	2 Disney/CC 29.5 (14.8)	2 Westing/CBS 50.5 (22.0)
3 Evergreen 24.2 (12.9)	3 Westing/CBS 28.9 (14.4)	3 Susquehanna 36.7 (16.0)
4 CBS 22.6 (12.1)	4 Evergreen 26.5 (13.3)	4 Disney/ABC 31.9 (13.9)
5 Shamrock 15.6 (8.3)	5 Infinity 14.5 (7.3)	5 Chancellor 14.8 (6.4)
6 Alliance 11.4 (6.1)	6 Brown 13.5 (6.8)	6 Bonneville 13.7 (6.0)
7 Brown 10.9 (5.8)	7 Bonneville 11.8 (5.9)	7 Entercom 10.4 (4.5)
8 Bonneville 10.8 (5.8)	8 Crescent 10.3 (5.2)	8 Inner City 8.6 (3.7)
	9 Chancellor 12.4 (5.0)	

1990	1991	1992	1993	1994	1995
1 KGO 25.0	KGO 23.0	KGO 25.0	KGO 25.6	KGO 27.4	KGO 27.8
2 KCBS 15.7	KCBS 14.6	KCBS 14.0	KNBR 18.0	KNBR 23.0	KNBR 21.6
3 KNBR 13.0	KNBR 12.8	KNBR 13.1	KCBS 16.1	KCBS 17.0	KCBS 18.0
4 KIOI-F 12.7	KMEL-F 12.7	KMEL-F 11.6	KSAN AF 12.3	KIOI-F 12.6	KIOI-F 13.9
5 KOIT AF 12.4	KIOI-F 12.4	KSAN AF 11.5	KMEL-F 11.5	KMEL-F 11.6	KMEL-F 12.6
6 NEWS/SAN 12.3	NEWS/SAN 12.0	KIOI-F 9.6	KIOI-F 11.4	KOIT AF 10.8	KOIT AF 11.8
7 KMEL-F 11.6	KOIT AF 11.2	KOIT AF 8.8	KOIT AF 9.2	KSAN AF 10.2	KFRC AF 11.3
8 SFO/KYA 10.0	SFO/KYA 7.7	SFO/KYA 7.4	KKSF-F 7.6	KITS-F 8.8	KKSF-F 10.0
9 KKSF-F 7.5	KITS-F 7.2	KITS-F 7.0	KITS-F 7.2	KFRC-F 8.7	KITS-F 9.8
10 KRQR-F 6.7	KSF-F 6.9	KKSF-F 6.9	KFRC AF 7.0	KFOG-F 8.4	KFOG-F 9.7
11		KFOG-F 5.6	KBLX AF 6.1	KBLX AF 8.4	KBLX AF 8.4
12		KBLX AF 4.9	KRQR-F 5.7	KKSF-F 7.6	KYLD FF 7.7
13		KRQR-F 4.9	KFOG-F 5.6	KYLD FF 7.1	KSAN-F 7.0
14		KSOL-F 4.7	KSOL-F 5.1	KRQR-F 5.4	KRQR-F 6.7

1997	1998	1999
1 Chancellor \$ 64.1 (25.1)	1 Chancellor \$ 60.8 (26.2)	1 Clear Channel \$ 97.1 (23.9)
2 CBS 63.6 (24.9)	2 CBS 75.1 (24.3)	2 CBS 93.8 (23.1)
3 Susquehanna 49.7 (19.5)	3 Susquehanna 58.1 (18.8)	3 Susquehanna 73.3 (18.0)
4 Disney/ABC 36.2 (14.2)	4 Disney/ABC 42.7 (13.8)	4 Disney/ABC 51.1 (12.6)
5 Bonneville 21.5 (8.4)	5 Bonneville 31.4 (10.2)	5 Bonneville 47.4 (11.7)
6 Inner City 10.0 (3.9)	6 Inner City 12.6 (4.1)	6 Inner City 15.7 (3.9)
7 Heffel 5.7 (2.2)	7 Heffel 6.4 (2.1)	7 Hispanic 10.7 (2.6)
		8 EXCL 7.7 (1.9)

1996	1997	1998	1999	2000	2001
1 KGO 29.1	KGO 30.7	KGO 36.0	KGO 41.8	KGO 47.9	KGO 33.6
2 KNBR 24.5	KNBR 28.0	KNBR 29.0	KNBR 37.0	KNBR 44.0	KCBS 30.4
3 KCBS 20.5	KCBS 25.0	KCBS 27.5	KCBS 31.5	KCBS 39.9	KNBR 27.2
4 KIOI-F 15.3	KFOG FF 17.8	KFOG FF 20.2	KOIT AF 27.3	KOIT AF 33.0	KOIT AF 25.4
5 KFRC AF 14.6	KOIT AF 15.5	KOIT AF 18.5	KFOG FF 27.0	KFOG FF 32.0	KFOG FF 24.7
6 KMEL-F 13.7	KIOI-F 15.4	KFRC AF 18.4	KFRC AF 24.4	KFRC AF 24.9	KYLD-F 20.0
7 KOIT AF 13.7	KFRC AF 15.0	KIOI-F 17.8	KKSF-F 21.0	KIOI-F 24.1	KMEL-F 19.3
8 KFOG FF 12.2	KMEL-F 14.8	KKSF-F 16.4	KMEL-F 20.0	KITS-F 23.9	KLLC-F 18.9
9 KKSF-F 11.3	KMEL-F 14.1	KMEL-F 16.2	KIOI-F 19.2	KKSF-F 22.9	KIOI-F 18.6
10 KITS-F 10.4	KYLD-F 10.4	KYLD-F 14.3	KYLD-F 18.3	KISQ-F 21.7	KISQ-F 17.8
11 KBLX AF 8.6	KBLX AF 10.0	KLLC-F 14.1	KLLC-F 17.5	KYLD-F 21.6	KITS-F 16.0
12 KYLD-F 8.4	KLLC-F 9.5	KISQ-F 13.2	KBLX AF 15.7	KLLC-F 21.5	KKSF-F 15.6
13 KSAN AF 7.1	KITS-F 8.8	KBLX-F 12.6	KISQ-F 14.9	KMEL-F 20.9	KBLX-F 14.5
14 KPIX AF 5.3	KSOL FF 5.7	KITS-F 9.6	KITS-F 12.9	KBLX-F 19.0	KFRC AF 14.0
15				KDFC-F 13.6	KSFO 13.0
16				KZQZ-F 12.5	KSOL FF 10.9
17					KDFC-F 10.8
18					KZQZ-F 10.4

2000	2001	2002
1 CBS \$ 117.6 (24.7)	1 Clear Channel \$ 107.0 (28.4)	1 Clear Channel \$ 108.5
2 Clear Channel 117.3 (24.7)	2 CBS 84.8 (22.6)	2 CBS 90.6
3 Susquehanna 89.8 (18.9)	3 Susquehanna 64.9 (17.4)	3 Susquehanna 69.7
4 Disney/ABC 60.8 (12.8)	4 Disney/ABC 46.6 (12.5)	4 Disney/ABC 52.7
5 Bonneville 59.1 (12.4)	5 Bonneville 46.6 (12.5)	5 Bonneville 43.9
6 Inner City 19.0 (4.0)	6 Inner City 15.4 (4.1)	6 Inner City 17.2
7 Hispanic 10.4 (2.2)	7 Hispanic 10.9 (2.9)	
8 Entravision 7.0 (1.5)	8 Entravision 6.0 (1.6)	
9 Radio Unica 4.5 (0.9)	9 Radio Unica 3.5 (0.9)	

2002	2003
1 KGO 37.2	KGO 37.0
2 KCBS 33.7	KCBS 33.8
3 KNBR 30.0	KNBR 30.0
4 KOIT-F 27.7	KOIT-F 28.3
5 KFOG-F 25.4	KFOG-F 25.0
6 KIOI-F 20.0	KIOI-F 20.1
7 KKSF-F 19.4	KMEL-F 20.0
8 KYLD-F 19.0	KYLD-F 19.8
9 KMEL-F 18.6	KKSF-F 19.5
10 KISQ-F 17.0	KFRC-F 19.0
11 KFRC-F 17.0	KISQ-F 17.4
12 KLLC-F 17.0	KLLC-F 17.2
13 KBLX-F 15.9	KBLX-F 16.7
14 KSFO 14.4	KSFO 15.7
15 KITS-F 12.1	KITS-F 12.3
16 KDFC-F 9.8	KDFC-F 10.4
	KSAN-F 9.8

DUNCAN'S COMMENTS
 San Francisco has always struck me as boom or bust market. In the four year period from 1996 to 2000 radio revenues grew by about \$250 million. Then in just one year, 2001, revenues fell by \$100 million. Overall, San Francisco has been a good major radio market. Listening levels have held up fairly well. Listening levels to unlisted stations has always been fairly high and now appears to be going higher.
 There are so many wonderful stations in San Francisco. The first, and most obvious, selection is KGO. This station has never missed a beat. Always the market leader in revenue and 12+ ratings. KGO is truly a legendary station.
 KNBR, KSFO and KCBS should also be noted for their role in keeping San Francisco's AM listening share one of the highest in the country. KKSF is a very good Smooth Jazz station - one that has an adventuresome playlist. KOIT is one of the best AC's. KFOG is my favorite station in the market to listen to. Finally KDFC is one of the three or four most successful commercial classical stations in the country.

MAJOR STATION TRANSACTION: CONTINUED

1997 KZSF-F	From Z-Spanish to Radio One	\$ 16,000,000
1997 KZWC-F	From Z-Spanish to Radio One	6,000,000
1998 KEST	From Douglas to Multicultural	N/A
1998 KIOI	Sold to Radio Unica	12,000,000
1998 KZWC-F (Walnut Creek)	Sold to Jacor	4,500,000
1998 KKIQ-F (Livormoro)	Sold to Levitt	9,000,000
1998 KZSF (92.7)	From Z-Spanish to Jacor	16,500,000
1998 KFJO-F, KZSF-F	From Jacor to Clear Channel	
1999	All AM/FM (Chancellor) stations sold to Clear Channel	---
1999 KJQI	From Mt. Wilson to Salem	8,000,000
2000 KFJO-F	Divested by Clear Channel to Chase	---
2000 KXJO-F	Divested by Clear Channel to Rodriguez to Spanish	---

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