

2002



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MARKET REPORT

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Radio MARKET REPORT

2002

Fourth Edition

Summer 2002 Ratings

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Alphabetic Listing of Arbitron Markets

Rank	Market	Rank	Market	Rank	Market
229	A bilene, TX	174	Charleston, WV	70	Ft. Myers-Naples-Marco Island, FL
73	Akron, OH	37	Charlotte-Gastonia-Rock Hill, NC	115	Ft. Pierce-Stuart-Vero Beach, FL
259	Albany, GA	223	Charlottesville, VA	173	Ft. Smith, AR
61	Albany-Schenectady-Troy, NY	104	Chattanooga, TN	217	Ft. Walton Beach, FL
71	Albuquerque, NM	279	Cheyenne, WY	102	Ft. Wayne, IN
212	Alexandria, LA	3	Chicago, IL	86	G ainesville - Ocala, FL
69	Allentown - Bethlehem, PA	198	Chico, CA	273	Grand Forks, ND-MN
251	Altoona, PA	26	Cincinnati, OH	257	Grand Junction, CO
191	Amarillo, TX	200	Clarksville-Hopkinsville, TN-KY	66	Grand Rapids, MI
175	Anchorage, AK	25	Cleveland, OH	280	Great Falls, MT
145	Ann Arbor, MI	96	Colorado Springs, CO	186	Green Bay, WI
136	Appleton - Oshkosh, WI	249	Columbia, MO	43	Greensboro-Winston Salem-High Point, NC
183	Asheville, NC	90	Columbia, SC	84	Greenville-New Bern-Jacksonville, NC
11	Atlanta, GA	178	Columbus, GA	59	Greenville-Spartanburg, SC
139	Atlantic City - Cape May, NJ	35	Columbus, OH	167	H agerstown-Chambersburg-Waynesboro, MD-PA
109	Augusta, GA	254	Columbus-Starkville-West Point, MS	78	Harrisburg-Lebanon-Carlisle, PA
258	Augusta-Waterville, ME	271	Cookeville, TN	263	Harrisonburg, VA
42	Austin, TX	134	Corpus Christi, TX	49	Hartford-New Britain-Middletown, CT
87	B akersfield, CA	5	D allas - Ft. Worth, TX	62	Honolulu, HI
20	Baltimore, MD	196	Danbury, CT	7	Houston-Galveston, TX
211	Bangor, ME	58	Dayton, OH	151	Huntington, WV - Ashland, KY
83	Baton Rouge, LA	95	Daytona Beach, FL	117	Huntsville, AL
250	Battle Creek, MI	261	Decatur, IL	40	I ndianapolis, IN
132	Beaumont-Port Arthur, TX	22	Denver - Boulder, CO	270	Ithaca, NY
278	Beckley, WV	91	Des Moines, IA	122	J ackson, MS
252	Billings, MT	10	Detroit, MI	275	Jackson, TN
135	Biloxi-Gulfport-Pascagoula, MS	188	Dothan, AL	52	Jacksonville, FL
176	Binghamton, NY	228	Dubuque, IA	100	Johnson City-Kingsport-Bristol, TN-VA
57	Birmingham, AL	220	Duluth, MN - Superior, WI	181	Johrstown, PA
272	Bismarck, ND	240	E au Claire, WI	276	Jonesboro, AR
218	Blacksburg-Christiansburg-Radford-Pulaski	77	El Paso, TX	231	Joplin, MO
234	Bloomington, IL	243	Elizabeth City-Nags Head, NC	180	K alamazoo, MI
266	Bluefield, WV	207	Elmira-Corning, NY	29	Kansas City, MO-KS
121	Boise, ID	161	Erie, PA	154	Killeen-Temple, TX
9	Boston, MA	143	Eugene - Springfield, OR	72	Knoxville, TN
205	Bowling Green, KY	155	Evansville, IN	233	L afayette, IN
118	Bridgeport, CT	215	F argo, ND - Moorhead, MN	98	Lafayette, LA
282	Brunswick, GA	150	Fayetteville, AR	213	Lake Charles, LA
230	Bryan-College Station, TX	126	Fayetteville, NC	101	Lakeland-Winter Haven, FL
50	Buffalo-Niagara Falls, NY	157	Flagstaff-Prescott, AZ	113	Lancaster, PA
138	Burlington, VT-Plattsburgh, NY	124	Flint, MI	119	Lansing-East Lansing, MI
127	C anton, OH	204	Florence, SC	214	Laredo, TX
182	Cape Cod, MA	242	Florence-Muscle Shoals, AL	41	Las Vegas, NV
283	Casper, WY	203	Frederick, MD	216	Laurel-Hattiesburg, MS
206	Cedar Rapids, IA	165	Fredericksburg, VA	265	Lawton, OK
210	Champaign, IL	68	Fresno, CA	268	Lewiston-Auburn, ME
88	Charleston, SC	130	Ft Collins-Greeley, CO	103	Lexington-Fayette, KY

237	Lima, OH	239	Panama City, FL	168	South Bend, IN
172	Lincoln, NE	236	Parkersburg-Marietta, WV-OH	94	Spokane, WA
85	Little Rock, AR	125	Pensacola, FL	201	Springfield, IL
2	Los Angeles, CA	142	Peoria, IL	82	Springfield, MA
55	Louisville, KY	6	Philadelphia, PA	144	Springfield, MO
179	Lubbock, TX	15	Phoenix, AZ	219	St. Cloud, MN
153	M acon, GA	23	Pittsburgh, PA	19	St. Louis, MO
97	Madison, WI	163	Portland, ME	141	Stamford-Norwalk, CT
189	Manchester, NH	24	Portland, OR	245	State College, PA
260	Mankato-New Ulm-St Peter, MN	120	Portsmouth-Dover-Rochester, NH	89	Stockton, CA
226	Marion-Carbondale, IL	160	Poughkeepsie, NY	247	Sussex, NJ
277	Mason City, IA	34	Providence-Warwick-Pawtucket, RI	79	Syracuse, NY
64	McAllen-Brownsville-Harlingen, TX	246	Pueblo, CO	162	T allahassee, FL
241	Meadville-Franklin, PA	13	Puerto Rico	21	Tampa-St. Petersburg-Clearwater, FL
208	Medford-Ashland, OR	137	Q uad Cities, IA-IL	197	Terre Haute, IN
99	Melbourne-Titusville-Cocoa, FL	46	R aleigh - Durham, NC	253	Texarkana, TX-AR
47	Memphis, TN	264	Rapid City, SD	81	Toledo, OH
192	Merced, CA	133	Reading, PA	187	Topeka, KS
281	Meridian, MS	225	Redding, CA	190	Traverse City-Petoskey, MI
12	Miami-Ft. Lauderdale-Hollywood, FL	128	Reno, NV	140	Trenton, NJ
36	Middlesex-Somerset-Union, NJ	209	Richland-Kennewick-Pasco, WA	63	Tucson, AZ
33	Milwaukee - Racine, WI	56	Richmond, VA	65	Tulsa, OK
16	Minneapolis - St. Paul, MN	28	Riverside-San Bernardino, CA	104	Tupelo, MS
92	Mobile, AL	110	Roanoke-Lynchburg, VA	222	Tuscaloosa, AL
123	Modesto, CA	227	Rochester, MN	146	Tyler - Longview, TX
51	Monmouth-Ocean, NJ	54	Rochester, NY	156	U tica - Rome, NY
244	Monroe, LA	152	Rockford, IL	108	V isalia-Tulare-Hanford, CA
75	Monterey-Salinas-Santa Cruz, CA	27	S acramento, CA	194	W aco, TX
147	Montgomery, AL	129	Saginaw-Bay City-Midland, MI	8	Washington, DC
195	Morgantown-Clarksburg-Fairmont, WV	149	Salisbury-Ocean City, MD	238	Waterloo-Cedar Falls, IA
111	Morristown, NJ	32	Salt Lake City - Ogden, UT	267	Watertown, NY
221	Muskegon, MI	269	San Angelo, TX	164	Wausau-Stevens Point, WI
166	Myrtle Beach, SC	30	San Antonio, TX	48	West Palm Beach-Boca Raton, FL
45	N ashville, TN	17	San Diego, CA	60	Westchester, NY
18	Nassau-Suffolk, NY	4	San Francisco, CA	232	Wheeling, WV
170	New Bedford-Fall River, MA	31	San Jose, CA	248	Wichita Falls, TX
105	New Haven, CT	169	San Luis Obispo, CA	93	Wichita, KS
171	New London, CT	199	Santa Barbara, CA	67	Wilkes Barre - Scranton, PA
44	New Orleans, LA	235	Santa Fe, NM	256	Williamsport, PA
1	New York, NY	202	Santa Maria-Lompoc, CA	76	Wilmington, DE
148	Newburgh-Middletown, NY	112	Santa Rosa, CA	177	Wilmington, NC
38	Norfolk-Virginia Beach-Newport News, VA	80	Sarasota - Bradenton, FL	224	Winchester, VA
185	O dessa - Midland, TX	158	Savannah, GA	116	Worcester, MA
53	Oklahoma City, OK	14	Seattle-Tacoma, WA	193	Y akima, WA
74	Omaha - Council Bluffs, NE-IA	274	Sebring, FL	106	York, PA
39	Orlando, FL	262	Sheboygan, WI	107	Youngstown - Warren, OH
114	Oxnard - Ventura, CA	131	Shreveport, LA		
159	P alm Springs, CA	255	Sioux City, IA		

Rank Listing of Arbitron Markets

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

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

Introduction

Welcome to BIA*fn*'s *Investing in Radio*® 2002 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 283 of its rated radio markets.

Of the 283 markets profiled in this publication, 283 including Puerto Rico, have 2001 gross market revenue estimates totaling \$11.846 billion. The combined estimated population of all markets (excluding Puerto Rico) is 234.1 million which represents 82.5% of the total U.S. population in 2001. Combined estimated 2001 retail sales for these markets are \$3.186.9 billion which is 87.1% of estimated total retail sales for the country. As of the end of December 2001, there were 4,866 commercial AM and 6,297 commercial FM stations licensed to operate in the U.S. Over 46% of these stations (1,866 AMs and 3,309 FM) are profiled with revenue estimates in these markets (includes Puerto Rico).

New in Recent Editions

1. Beginning with the 3rd edition of the Radio Market Report, radio market revenue projections for 2002 through 2006 have been revised. The overall growth for 2002 over 2001 is projected to be 5.5%.
2. With the Spring 2002 ratings period, Arbitron added one market (Sheboygan, WI. #262) and deleted three markets (Owensboro, KY ; Sioux Falls, SD; and St. George-Cedar City, UT).
3. **IMPORTANT NOTE:** With its 2000 edition of Demographics USA, Market Statistics, BIA*fn*'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*fn*'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 2000 in this edition.
4. 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 FM's 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

2001 Population ¹	283,876,400
2001 Households ¹	106,206,000
2001 Retail Sales ¹	\$3,658,748,622,000
2000 Effective Buying Income ¹	\$5,230,824,904,000
2001 BIA <i>fn</i> 's Estimated Gross Radio Advertising Revenues	\$16,198,000,000

2000 National Income

Per Capita	\$18,426
Median Household	\$39,130
Average Household	\$49,252

2001 National

Ethnic Breakdown

Asian	4.3%
Black	13.0
White	81.3
Hispanic-Origin	12.8

National Growth Rates

	'96-'01	'01-'06
Population (POP)	1.4%	0.9%
Households (HH)	1.7	1.1
Retail Sales (RS)	N/A ³	3.9
Effective Buying Income (EBI) ²	5.7	4.5

National Revenue Ratio Averages

	1996	2001	2006
Revenue/\$1,000			
Retail Sales	NA ³	\$3.69	\$4.06
Revenue/Capita	\$37.66	\$50.25	\$64.35

2001 National Demographic Breakdown

	Men	Women	Total
Under 12	8.9%	8.5%	17.4%
12-17	4.2	4.1	8.3
18-24	4.7	4.5	9.1
25-34	7.0	6.8	13.7
35-44	7.9	8.0	15.9
45-54	6.9	7.2	14.1
Over 55	9.4	12.1	21.4

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.

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Market Statistics, Inc.

The market demographic and economic data in this publication is based on data prepared by Market Statistics, published in Demographics USA© 2001—County Edition and is Copyright 2001 by Interactive Market Systems, Inc. Any questions or comments regarding these data should be directed to:

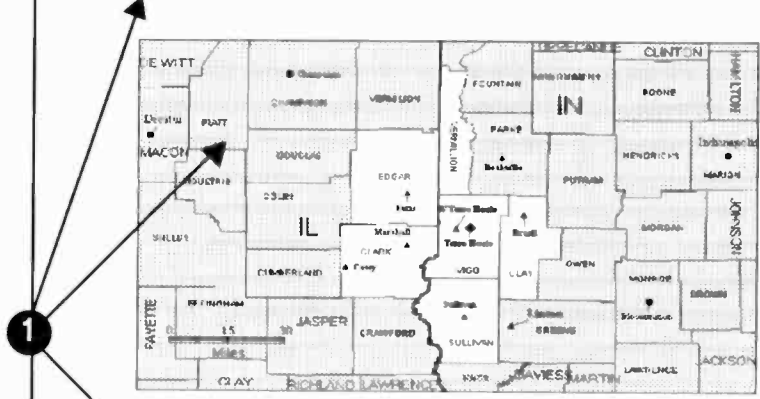
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Every effort has been made to ensure the accuracy of the information in this publication. However, any errors detected or called to our attention, which in our opinion are material, will be corrected in future releases.

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

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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/}	\$1,841,000	\$2,321,000	Local	75%	National	25%

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Demographic and Economic Overview

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

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

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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 BIAfn's estimate of 2001 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 2001 population (presented in thousands or 000s), licensed from Market Statistics, Inc..

2 Market Radio Financials

Estimated Historic, Present and Projected Revenues: These are BIAfn's estimates of the gross advertising revenues (presented in thousands [\$000s]) for this market for the period 1996 to 2006. 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. BIAfn'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 (△ 96-01); Last year (△ 00-01); and projected for the next five years (△ 01-06).

★★★ **Confidence Rating:** These stars indicate BIAfn'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 1996 are readjusted as well so that data from 1996, 2001 and 2006 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.

Market: Terre Haute, IN

Competitive Overview

Metro Rank: 197

FM Stations

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Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000) 1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															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	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		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	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	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	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	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	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	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		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		89	0110		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	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
WVVR	W Terre Haute	A	105.5	3.3	295	c	67	9810		g1	Clsc Rock	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		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

6

7

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11

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	2001 Est Revenue (000) 1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																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	
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
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	66.0	67.2	68.9	66.1		

Other Rulemaking: 107.5, B, Terre Haute

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• 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/fn, 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/fn’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/fn 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	ClHts	CHt	Classic Hits	Rock
AAA	AAA	AAA	Album Oriented Rock/Classic Rock	ClRck	CRk	Classic Rock	Album Oriented Rock/Classic Rock
AC	AC	AC	Adult Contemporary	ClscI	ClS	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	Pubc	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&Rl	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	355.6
Bergen, NJ	888.5
Essex, NJ	794.8
Hudson, NJ	613.2
Middlesex, NJ	756.0
Monmouth, NJ	620.0
Morris, NJ	473.9
Passaic, NJ	491.7
Somerset, NJ	301.8
Union, NJ	524.7
Bronx, NY	1,342.3
Kings, NY	2,477.7
Nassau, NY	1,338.1
New York, NY	1,540.9
Putnam, NY	96.6
Queens, NY	2,250.2
Richmond, NY	448.6
Rockland, NY	288.3
Suffolk, NY	1,426.7
Westchester, NY	927.1
Total	17,956.7

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$499,300	\$551,800	\$623,900	\$708,900	\$830,500	\$706,700	7.2%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06	
-14.9%	\$751,200	\$800,800	\$852,900	\$904,000	\$962,800	6.4%	

	1996	2001	2006	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$3.35/1,000	\$3.89/1,000	Local	82%
Revenue/Capita	\$29.92	\$39.36	\$52.68	National	18%

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	16,688.9	17,956.7	1.5%	17,956.7	18,275.4	0.4%
Households	6,040.4	6,556.2	1.7%	6,556.2	6,713.8	0.5%
Retail Sales	NA ^{1/}	211,021.3	NA ^{1/}	211,021.3	247,662.3	3.3%
EBI ^{2/}	304,050.4	401,163.4	5.7%	401,163.4	473,685.4	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	8,588.9	1,404.0	696.5	795.1	1,267.9	1,394.8	1,295.5	1,735.2
Women (000)	9,367.7	1,347.4	672.5	795.0	1,263.5	1,497.7	1,447.0	2,344.5
Total	17,956.7	2,751.5	1,369.0	1,590.1	2,531.4	2,892.6	2,742.5	4,079.6
Percentage	100.0%	15.3%	7.6%	8.9%	14.1%	16.1%	15.3%	22.7%
Per Capita	\$ 22,341		Median Household	\$ 49,185		Avg Household	\$ 61,189	
Ethnic Population:	White 69.6%	Black 21.0%	Asian 8.5%	Hispanic 20.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	18	23		24	41	35	76
Tot 12+	3.5	62.1		62.8	65.6	20.6	86.2
Avg 12+	0.2	2.7		2.6	1.6	0.6	1.1
Tot LCS	4.1	72.0		72.9	76.1	23.9	100.0
Avg LCS	0.2	3.1		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), (51), (59), (105),(139)

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)†/	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
WXRK	New York	B	92.3	6.0	1362	a	Infinity Bcstg	51	0102		g1	Alternative	44,200	1.65	3.8	3.4	3.2	3.3	3.2	3.2	3.2	3.3	3.7
WLIR	Garden City	A	92.7	2.0 cp	522		Jarad Bcstg Co Inc	59				Modern Rock	n/a		0.6	0.4	0.5	0.5	0.4	0.4	0.5	0.5	0.6
WPAT	Paterson	B	93.1	5.4	1421	h	Spanish Bcstg System	57	9608	83,500		Spanish	14,200	0.67	3.0	2.2	2.5	2.5	2.4	2.4	2.9	2.7	2.5
WRTN	New Rochelle	A	93.5	3.0	331	i	Hudson Westchester	53				Nostalgia	n/a		0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3
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	0.0
WMJC	Smithtown	A	94.3	3.0	299	p	Barnstable Bcstg Inc	61	9711	See (18)	2	AC	n/a		0.0	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	1.1	1.0	0.7	0.7	1.0	0.9	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	0.0
WPLJ	New York	B	95.5	6.7	1335	c	ABC Radio Inc	60	9602		g2	1 Hot AC	34,900	1.76	2.8	3.0	2.6	2.6	2.3	2.5	2.4	2.3	2.6
WQXR	New York	B	96.3	6.0	1362		New York Times Co	39				Classical	14,000	0.68	2.9	3.0	2.4	2.7	2.8	2.2	2.5	3.0	2.5
• 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	0.0
• WQHT	New York	B	97.1	6.7	1339	k	Emmis	61	8809		g	Urban CHR	41,300	0.85	6.9	4.8	4.3	6.1	5.7	6.6	5.9	6.0	5.5
WALK	Patchogue	B	97.5	39.0	554	g	Clear Channel Comm	52	0008			AC	n/a		1.0	0.9	0.7	0.8	0.7	0.9	1.0	0.9	0.8
WSKO	New York	B	97.9	6.0	1362	h	Spanish Bcstg System	50	8901	55,500		Spanish	33,100	0.98	4.8	3.9	4.1	4.3	4.1	4.4	3.8	4.4	4.0
WKJY	Hempstead	A	98.3	3.0	328	p	Barnstable Bcstg Inc	47	8412	See (18)	2	Soft Rock	n/a		0.5	0.4	0.5	0.3	0.5	0.5	0.5	0.5	0.4
WMGQ	New Brunswick	A	98.3	1.2	525	d	Greater Media	47				Rock AC	n/a		0.4	0.4	0.4	0.4	0.3	0.3	0.4	0.4	0.4
WDRE	Westhampton	A	98.5	6.0	282	o	Jarad Bcstg Co Inc	93	9506			Clisc Rock	n/a		0.0	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		st	Urban AC	23,400	0.87	3.8	3.0	3.6	3.4	2.7	3.3	3.3	3.0	3.8
WAWZ	Zarephath	B	99.1	28.0 cp	656		Pillar of Fire	54				Inspiration		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
WHTZ	Newark	B	100.3	6.0	1362	g	Clear Channel Comm	61	0008		g3	CHR	39,700	1.12	5.0	4.7	4.2	4.1	4.3	4.6	4.3	4.4	4.2
WHUD	Peekskill	B	100.7	50.0	499	s	Pamal Broadcasting	58	9701	See (60)		AC	n/a		0.5	0.5	0.6	0.4	0.3	0.5	0.4	0.5	0.5
WCBS	New York	B	101.1	6.8	1326	a	Infinity Bcstg	41	0102		g1	Oldies	32,600	0.98	4.7	4.5	4.1	4.5	4.1	4.3	4.1	4.0	4.1
WKXW	Trenton	B	101.5	15.5	902		Millennium Radio Gr	62	0202			Oldes/Talk	n/a		1.0	0.8	0.8	0.8	0.8	0.9	0.9	0.9	0.7
WQCD	New York	B	101.9	6.2	1355	k	Emmis	45	9804		sw	NAC/Jazz	23,400	0.89	3.7	2.9	3.4	3.2	3.4	3.2	3.0	3.6	3.2
WBAB	Babylon	A	102.3	6.0	269	q	Cox Radio Inc	58	9805			AOR	n/a		0.7	0.7	0.7	0.6	0.5	0.6	0.6	0.5	0.6
WNEW	New York	B	102.7	6.0	1362	a	Infinity Bcstg	58	0102		g1	Talk	15,100	1.07	2.0	1.3	1.7	1.2	1.3	1.6	1.7	1.5	2.0
WBZO	Bay Shore	A	103.1	1.6 cp	463		Barnstable Bcstg Inc	93	9705	See (18)	2	Oldies	n/a		0.5	0.6	0.4	0.5	0.4	0.5	0.5	0.4	0.4
WKTU	Lake Success	B	103.5	5.4	1417	g	Clear Channel Comm	40	0008		g3	CHR/Rhymc	39,800	1.31	4.3	3.5	3.1	3.6	3.0	3.8	3.9	3.9	3.5
WFAS	White Plains	A	103.9	0.6	669	b	Cumulus Bcstg Inc	47	0203			AC	n/a		0.3	0.0	0.0	0.3	0.3	0.3	0.3	0.3	0.0
WRCN	Riverhead	A	103.9	1.4	486	p	Barnstable Bcstg Inc	62	9711		2	Clisc Hits	n/a		0.0	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	0008		g3	Clisc Rock	30,100	1.42	3.0	2.8	2.7	2.8	2.4	2.6	2.9	2.5	2.5
WWPR	New York	B	105.1	17.0	850	g	Clear Channel Comm	53	0008		g3	CHR/Rhymc	17,500	0.92	2.7	4.1	4.2	2.8	2.5	2.1	2.4	2.7	2.3
WDHA	Dover	A	105.5	1.0	574	r	Greater Media	61	0107			AOR	n/a		0.5	0.4	0.4	0.4	0.3	0.4	0.4	0.5	0.4
WCAA	Newark	B1	105.9	0.6 cp	1365	e	Univision Comm Inc	62	0206 p		st	Span/Trpcl	4,100	0.28	2.1	2.3	2.2	1.8	1.6	1.7	1.8	1.9	1.8
WBLI	Patchogue	B	106.1	47.0	499	q	Cox Radio Inc	58	9805			Adult CHR	n/a		0.9	0.8	0.7	0.9	0.9	0.8	0.7	0.9	0.8
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	0.0
WLTW	New York	B	106.7	6.0	1362	g	Clear Channel Comm	61	0008		g3	Lite AC	56,300	1.19	6.7	6.2	6.4	6.3	6.4	6.0	6.2	5.7	5.6
WWXY	Hampton Bays	A	107.1	6.0	279	j	Big City Radio	80	9702	See (18)		Spanish AC	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWZY	Long Branch	A	107.1	0.6 cp	541	j	Big City Radio	60	9702	See (51)		Spanish AC	n/a		0.4	0.0	0.3	0.2	0.2	0.3	0.3	0.4	0.3
WYNY	Briarcliff Manor	A	107.1	1.9	591	j	Big City Radio	60	9412	See (60)		Spanish AC	n/a		0.8	0.0	0.3	0.5	0.6	0.8	0.7	0.8	0.6
WBLS	New York	B	107.5	4.2	1362	f	Inner City Bcstg	65				Urban	21,600	0.80	3.8	3.3	3.6	4.2	4.5	3.2	3.5	3.1	3.4
				# FM Stations -	41	# Combos -				31	FM TOTALS			75.4	65.9	65.6	66.7	63.6	65.9	66.2	66.5	65.0	

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Competitive Overview

Some stations also rated in markets (18), (36), (51), (59), (105),(139)

AM Stations		FCC Class	Freq	Day Power (kW)	Night Power (kW)	City of License	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
Calls	License															Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
•	WLIE	Islip	B	540	1.1 cp	0.22	Long Is. Multi-Media	60	9510	See (18)		News/Talk	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	Salem Comm Corp	25	8909	15,000		Chrst/Talk	6,300		0.5	0.4	0.4	0.5	0.0	0.4	0.5	0.3	0.4
•	WSNR	Jersey City	B	620	3.0 cp	7.60	Vulcan Ventures Inc	48	0102		g	Sprts/Talk	3,300			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	Infinity Bcstg	22	0102		g1	Sprts/Talk	51,300	2.42	3.0	2.1	2.7	2.4	2.6	2.5	2.6	2.5	2.8
	WOR	New York	A	710	50.0	50.00	Buckley Bcstg Corp	22	8809	24,000		News/Talk	20,500	1.00	2.9	2.5	2.3	2.3	2.4	2.4	2.8	2.6	
•	WGSM	Huntington	D	740	25.0	0.04	p K Radio Inc	51	0112	See (18)		Korean	n/a			0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0
	WABC	New York	A	770	50.0	50.00	c ABC Radio Inc	21	9602		g2	1 Nws/Tlk/Spt	20,000	0.69	4.1	3.4	3.6	3.6	4.0	3.7	3.9	2.9	3.7
	WCBS	New York	A	880	50.0	50.00	a Infinity Bcstg	24	0102		g1	News	38,700	1.66	3.3	3.4	3.3	2.6	3.6	2.9	2.8	2.7	3.0
	WRKL	New City	B	910	1.0 cp	0.80	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
	WPAT	Paterson	B	930	5.0	5.00	m Multicultural Bcstg	41	9803		sw	Span/Ethnc	1,900		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
	WWDJ	Hackensack	B	970	5.0	5.00	i Salem Comm Corp	21	9406		g	Chrst/Talk	4,200			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	49,700	1.64	4.3	3.7	3.7	4.0	4.8	4.3	3.4	3.7	3.7
•	WEVD	New York	B	1050	50.0	50.00	ABC Radio Inc	22	0209 p	78,000	1	Sports	700		0.5	0.0	0.0	0.0	0.0	0.6	0.5	0.4	0.4
•	WHLI	Hempstead	D	1100	10.0	0.00	p Bamstable Bcstg Inc	47	8412		2	MOR	n/a		0.7	0.5	0.5	0.7	0.7	0.7	0.4	0.7	0.7
	WBBR	New York	A	1130	50.0	50.00	Bloomberg Comm Inc	34	9211	13,580		News	3,900		0.7	0.6	0.6	0.6	0.7	0.6	0.5	0.7	0.6
	WVNJ	Oakland	B	1160	20.0	2.50	Universal Bcstg	93				Adlt Stndrd	800		0.2	0.3	0.0	0.0	0.0	0.4	0.0	0.0	0.3
•	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
	WLIB	New York	B	1190	10.0	30.00	f Inner City Bcstg	42	7207	3,400		Talk	4,000	0.51	1.1	1.0	1.3	1.3	1.4	1.0	1.1	1.0	0.9
	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
•	WMTR	Morristown	B	1250	5.0 cp	7.00	r Greater Media	48	0107			Nostalgia	n/a		0.1	0.0	0.0	0.4	0.0	0.0	0.5	0.0	0.0
	WADO	New York	B	1280	50.0	7.20	e Univision Comm Inc	34	0206 p		st	Spn/Nws/Spt	7,600	0.60	1.8	1.3	1.5	1.1	1.6	1.3	1.6	1.6	1.9
•	WRCR	Spring Valley	D	1300	0.5	0.08	Alexander Bcstg	65	0004	270		Soft AC	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	WWRV	New York	B	1330	10.0 cp	5.00	Radio Vlsion Crlstla	72	8906	13,000		Span/Chrst				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
	WLXE	New York	B	1380	5.0	5.00	Mega Comm Inc	27	0005	24,500	+	Mexican	800		0.2	0.4	0.4	0.4	0.3	0.0	0.3	0.3	0.0
	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
	WNSW	Newark	B	1430	5.0 cp	5.00	m Multicultural Bcstg	47	9803		g	Ethnic	500		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4
	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
•	WVOX	New Rochelle	D	1460	0.5	0.12	i Hudson Westchester	50				Talk				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	Korean				0.0	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
•	WJDM	Elizabeth	D	1530	1.0	0.00	Radio Unica	70	9901			Span/Top40				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	Children	1,800			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		R&B0d/Trpcl	2,500			0.0	0.3	0.0	0.4	0.0	0.0	0.0	0.0
	WWRU	Jersey City	B	1660	10.0 cp	10.00	Radio Unica	97	9901		g	Span/Top40	2,500		0.5	0.0	0.0	0.0	0.5	0.5	0.3	0.5	0.4
				# AM Stations -		35	# Combos -	20				AM TOTALS			24.2	19.6	20.6	19.9	23.0	21.3	20.8	20.5	22.1
				AM & FM Stations Profiled -		76	# Duopolies -	24				Total Local Commercial Share				85.5	86.2	86.6	86.6	87.2	87.0	87.0	87.1

• 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



Metro Counties / Population (000)

Los Angeles, CA	9,568.6
Orange, CA	2,879.0
Total	12,447.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$538,100	\$576,500	\$658,200	\$780,200	\$927,400	\$852,500	9.6%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-8.1%	\$901,900	\$943,400	1000,000	\$1,040,000	\$1,107,600	5.4%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$5.42/1,000	\$5.51/1,000	Local 78%
Revenue/Capita	\$45.25	\$68.49	\$85.37	National 22%

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	11,892.5	12,447.6	0.9%	12,447.6	12,974.2	0.8%
Households	3,898.6	4,121.2	1.1%	4,121.2	4,287.8	0.8%
Retail Sales	NA ^{1/}	157,253.7	NA ^{1/}	157,253.7	201,135.1	5.0%
EBI ^{2/}	173,860.0	231,748.1	5.9%	231,748.1	271,624.4	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	6,223.4	1,148.1	523.3	706.7	1,039.9	999.7	839.5	966.2
Women (000)	6,224.2	1,099.3	493.7	614.5	928.6	997.3	864.8	1,226.0
Total	12,447.6	2,247.3	1,017.0	1,321.2	1,968.5	1,997.0	1,704.3	2,192.2
Percentage	100.0%	18.1%	8.2%	10.6%	15.8%	16.0%	13.7%	17.6%
Per Capita	\$ 18,618							
				Median Household	\$ 44,823		Avg Household	\$ 56,233
Ethnic Population:	White	75.8%	Black	8.6%	Asian	13.8%	Hispanic	41.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	17	22		27	39	36	75
Tot 12+	9.3	60.7		67.7	70.0	16.9	86.9
Avg 12+	0.5	2.8		2.5	1.8	0.5	1.2
Tot LCS	10.7	69.9		77.9	80.6	19.4	100.0
Avg LCS	0.6	3.2		2.9	2.1	0.5	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 Riverside.

FM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Date		Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
			Freq	(kW)				Std	Acq'd				Revenue (000)†	Power Ratio		2002	2002	2002	2001	2001	2001	2000		
KHHT	Los Angeles	B	92.3	43.0	2910	d	Clear Channel Comm	48	0008		g2	Urban/RhyBl	23,800	1.00	2.8	2.5	2.5	3.3	3.0	2.6	2.6	2.3	2.2	
• KLIT	Fountain Valley	A	92.7	0.7 cp	961		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	Clsc Rock	32,900	1.43	2.7	2.4	2.4	2.0	2.1	2.2	2.4	2.2	2.6	
KFSB	Ontario	A	93.5	6.0	-131	k	Spanish Bcstg System	67	0010		g	3 Christian			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	
KFSG	Redondo Beach	A	93.5	6.0	282	k	Spanish Bcstg System	61	0007		g	3 Christian			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	
KZLA	Los Angeles	B	93.9	16.0	3137	j	Emmis	57	0010		sw	Country	18,900	0.76	2.9	2.4	2.3	1.9	2.2	2.2	2.3	2.9	2.6	
KBUA	San Fernando	A	94.3	3.0	95	h	Lieberman Bcstg Inc	58	9701	10,800		Mexican			0.3	0.3	0.4	0.4	0.3	0.3	0.3	0.2	0.3	
KMXN	Garden Grove	A	94.3	3.0	246		Astor Bcst Group	61	7607	1,400		Mix AC	1,200		0.1	0.4	0.4	0.0	0.0	0.0	0.3	0.0	0.0	
KTVV	Los Angeles	B	94.7	58.0	2832	a	Infinity Bcstg	61	0102		g4	NAC/Jazz	39,000	1.14	4.0	3.6	3.4	3.4	3.5	3.6	3.3	3.4	3.7	
KLOS	Los Angeles	B	95.5	63.0	3130	b	ABC Radio Inc	47	9602		g1	AOR	33,700	1.36	2.9	2.7	2.1	1.9	2.6	2.3	2.6	2.7	2.6	
KFSH	Anaheim	A	95.9	6.0	328	f	Salem Comm Corp	61	0008		g7	ChrsContem	4,600		0.5	0.7	0.6	0.7	0.6	0.5	0.6	0.6	0.0	
KXOL	Los Angeles	B	96.3	54.0	479	k	Spanish Bcstg System	49	0105	250,000		SpnAC/Mexc	900	0.06	1.7	1.9	2.5	1.9	1.9	2.9	1.2	0.8	0.9	
KWIZ	Santa Ana	A	96.7	6.0	203	h	Lieberman Bcstg Inc	47	9612	11,200		Span/Trpcl	2,900		0.4	1.0	1.1	0.8	0.9	0.5	0.3	0.4	0.3	
KLSX	Los Angeles	B	97.1	21.0	3002	a	Infinity Bcstg	54	0102		g4	Talk	34,800	1.51	2.7	2.3	2.2	2.5	2.5	2.5	2.5	2.1	2.1	
KSSE	Riverside	B	97.5	72.0	1828	g	Entravision Comm Co	59	0004		g	Span/CHR	11,300	0.88	1.5	0.9	1.2	1.1	1.1	1.4	1.1	1.2	1.4	
KVVS	Mojave	A	97.7	3.0	299	d	Clear Channel Comm	66	9905		g5	Top 40	500		0.1	0.2	0.3	0.2	0.1	0.1	0.1	0.2	0.1	
KLAX	East Los Angeles	B	97.9	33.0	604	k	Spanish Bcstg System	49	8712	15,000		Span/Mexcn	11,300	0.49	2.7	2.3	2.7	2.5	2.2	2.5	3.0	2.1	1.8	
KRCV	West Covina	A	98.3	0.6	1004	e	Univision Comm Inc	57	0206 p		st	Span/Oldes			0.6	0.8	0.7	0.9	0.5	0.5	0.5	0.5	0.6	
KYCR	Los Angeles	B	98.7	75.0	1181	d	Clear Channel Comm	54	0008		g	Modem AC	43,600	1.60	3.2	2.6	2.3	2.4	2.5	2.6	3.2	2.5	2.7	
• KKLA	Los Angeles	B	99.5	9.0	669	f	Salem Comm Corp	85				Chrst/Talk	13,000		0.6	0.6	0.5	0.7	0.5	0.5	0.6	0.5	0.5	
• KKBT	Los Angeles	B	100.3	15.0	1125		Radio One Inc	57	0008		g6	Urban	37,600	1.05	4.2	3.3	3.5	3.3	4.3	3.8	3.4	3.6	3.6	
KRTH	Los Angeles	B	101.1	58.0	2930	a	Infinity Bcstg	41	0102		g4	Oldies	30,100	0.98	3.6	3.2	3.1	3.2	3.1	3.2	3.0	3.1	3.1	
KSCA	Glendale	B	101.9	4.8	2832	e	Univision Comm Inc	48	0206 p		st	Ranchera	33,100	0.75	5.2	3.2	4.7	4.0	4.2	4.0	4.8	4.8	4.3	
KJLH	Compton	A	102.3	5.6	338		Taxi Prod Inc	65	7906			Urban	3,400	0.22	1.8	1.5	1.4	1.4	1.3	1.5	1.7	1.7	1.5	
KIIS	Los Angeles	B	102.7	8.0	2959	d	Clear Channel Comm	48	9905		g5	Top 40	61,300	1.38	5.2	4.6	3.7	3.8	4.4	4.2	4.6	4.5	4.6	
• KSSC	Santa Monica	A	103.1	3.0	266	g	Entravision Comm Co	60	0008	85,000	d5	Span/CHR	900		0.2	0.3	0.2	0.2	0.3	0.2	0.1	0.3	0.2	
KSSD	Newport Beach	A	103.1	2.0	299	g	Entravision Comm Co	62	0008		d5	Span/CHR			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	
KOST	Los Angeles	B	103.5	12.5	3114	d	Clear Channel Comm	57	0008		g2	AC	40,500	1.19	4.0	3.4	3.9	4.4	4.1	3.3	3.2	3.7	3.8	
KRCD	Inglewood	A	103.9	4.1	387	e	Univision Comm Inc	59	0206 p		st	Span/Oldes	3,900		0.9	0.8	1.0	0.6	0.5	0.6	0.7	0.8	1.0	
KBIG	Los Angeles	B	104.3	105.0	2894	d	Clear Channel Comm	59	0008		g2	AC	32,500	1.31	2.9	2.2	2.8	2.5	2.4	2.7	2.5	2.5	2.3	
KMZT	Los Angeles	B	105.1	18.0	2887	c	Mt Wilson FM Bcstrs	59				Classical	7,100	0.49	1.7	2.0	1.6	2.1	1.8	1.7	1.2	1.6	1.3	
KBUE	Long Beach	A	105.5	3.0	466	h	Lieberman Bcstg Inc	61	9412	13,000	e	Mexican	19,500	0.82	2.8	2.6	2.3	2.3	2.1	2.1	2.3	2.8	2.5	
KPWR	Los Angeles	B	105.9	25.0	3035	j	Emmis	56	8401		g	Urban/CHR	42,600	0.98	5.1	5.1	4.9	5.0	4.0	4.7	4.8	3.9	4.3	
KALI	Santa Ana	A	106.3	6.0 cp	328	i	Multicultural Bcstg	60	9512	9,100		Variety				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	47,700	1.04	5.4	4.9	4.3	5.1	5.0	4.7	5.1	4.5	4.4	
KLYY	Arcadia	A	107.1	6.0	-43		Big City Radio	60	9606		g7	Spanish AC	7,400	0.58	1.5	1.1	0.9	1.2	1.0	1.0	1.2	1.6	1.4	
KLVE	Los Angeles	B	107.5	29.5	2999	e	Univision Comm Inc	59	0206 p		st	Span/Varty	33,000	0.76	5.1	3.0	3.6	3.5	3.6	3.7	4.3	4.6	4.9	
KWVE	San Clemente	B	107.9	0.5	3793		Calvary Chapel	71	8504	2,000		Christian	1,000		0.7	0.6	0.5	0.5	0.4	0.5	0.5	0.6	0.7	
# FM Stations -					39	# Combos -					33	FM TOTALS				80.3	69.4	70.0	69.7	69.0	69.1	70.3	69.9	68.5

• Indicates a change since last edition

† See introduction section for interpretation of revenue estimates.

Metro Rank: 2

Revenue Rank: 1

Los Angeles, CA Market Overview



Metro Counties / Population (000)

Los Angeles, CA	9,568.6
Orange, CA	2,879.0
Total	12,447.6

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

ESTIMATED GROSS REVENUES ★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$538,100	\$576,500	\$658,200	\$780,200	\$927,400	\$852,500	9.6%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-8.1%	\$901,900	\$943,400	1,000,000	\$1,040,000	\$1,107,600	5.4%

Revenue/Retail Sales Revenue/Capita

1996	2001	2006	Est. Breakout
NA ^{1/}	\$5.42/1,000	\$5.51/1,000	Local 78%
\$45.25	\$68.49	\$85.37	National 22%

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	11,892.5	12,447.6	0.9%	12,447.6	12,974.2	0.8%
Households	3,898.6	4,121.2	1.1%	4,121.2	4,287.8	0.8%
Retail Sales	NA ^{1/}	157,253.7	NA ^{1/}	157,253.7	201,135.1	5.0%
EBI ^{2/}	173,860.0	231,748.1	5.9%	231,748.1	271,624.4	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	6,223.4	1,148.1	523.3	706.7	1,039.9	999.7	839.5	966.2
Women (000)	6,224.2	1,099.3	493.7	614.5	928.6	997.3	864.8	1,226.0
Total	12,447.6	2,247.3	1,017.0	1,321.2	1,968.5	1,997.0	1,704.3	2,192.2
Percentage	100.0%	18.1%	8.2%	10.6%	15.8%	16.0%	13.7%	17.6%
Per Capita	\$ 18,618							
				Median Household	\$ 44,823		Avg Household	\$ 56,233
Ethnic Population:	White 75.8%		Black 8.6%		Asian 13.8%		Hispanic 41.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	17	22		27	39	36	75
Tot 12+	9.3	60.7		67.7	70.0	16.9	86.9
Avg 12+	0.5	2.8		2.5	1.8	0.5	1.2
Tot LCS	10.7	69.9		77.9	80.6	19.4	100.0
Avg LCS	0.6	3.2		2.9	2.1	0.5	1.3

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

Some stations also rated in Riverside.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000				
• XSUR	Tijuana	B	540	1.0	1.00	c	Mt Wilson FM Bcstrs	97				Adlt Stndrd	n/a			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
• KLAC	Los Angeles	B	570	50.0	5.00	d	Clear Channel Comm	24	0008		g2	Talk/AdStd	15,500	1.14	1.6	1.1	1.1	0.8	0.6	1.0	1.6	1.4	1.4				
	KRLH	B	590	1.0	1.00	f	Salem Comm Corp	29	0201	7,000		News/Talk	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
	KAVL	B	610	4.9	4.00	d	Clear Channel Comm	50	9905		g	1 Sprts/Talk				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	29,300	0.88	3.9	4.5	3.8	4.0	4.2	3.7	3.6	3.1	3.0				
	KIRN	B	670	5.0	3.00	m	Lotus Comm Corp	84	9702	4,200		Ethnic	2,100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
	KDIS	B	710	50.0	10.00	b	ABC Radio Inc	27	9602		g1	Children	1,700		0.4	0.0	0.4	0.3	0.4	0.0	0.4	0.5	0.5				
• 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	B	790	5.0	5.00	b	ABC Radio Inc	29	9602		g1	Talk	10,700	0.52	2.4	2.5	2.0	2.2	2.6	2.2	1.9	1.8	2.3				
	KPLS	B	830	50.0	20.00		Catholic Radio Netwk	92	9810		g	Talk	700			0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0				
	KRLA	B	870	20.0	3.00	f	Salem Comm Corp	31	9808	33,400		News/Talk	4,700	0.46	1.2	0.7	0.5	0.8	0.8	0.7	1.3	1.3	0.7				
• KALI	West Covina	D	900	0.5	0.08	i	Multicultural Bcstg	63	9811	9,000		Variety	600			0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0				
	KHJ	B	930	5.0	5.00	h	Lieberman Bcstg Inc	22	9003	23,000		Mexican	6,500	0.54	1.4	0.7	0.8	1.0	0.7	0.9	0.9	1.5	1.4				
• KFWB	Los Angeles	B	980	5.0	5.00	a	Infinity Bcstg	25	0102		g4	News	28,400	1.59	2.1	1.6	1.8	1.7	2.1	1.8	1.7	2.1	1.8				
	KTNQ	B	1020	50.0	50.00	e	Univision Comm Inc	25	0206 p		st	Span/Varty	4,200	0.45	1.1	0.4	0.6	0.6	0.6	0.6	0.9	1.0	1.3				
	KNX	A	1070	50.0	50.00	a	Infinity Bcstg	20	0102		g4	News	34,200	1.43	2.8	2.1	2.3	2.5	2.4	2.4	2.2	2.7	2.5				
	KSPN	B	1110	50.0	20.00	b	ABC Radio Inc	42	0103	65,000		Sports	2,200		0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.6				
	KXTA	B	1150	50.0	44.00	d	Clear Channel Comm	27	9905		g5	Sprts/Talk	19,600		0.6	0.7	0.7	0.6	0.4	0.7	0.6	0.4	0.3				
• KXMX	Paramount	B	1190	25.0	1.00	f	Salem Comm Corp	59	0008		g9	Ethnic	2,000			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
	KIIS	B	1220	1.0	0.50	d	Clear Channel Comm	89	9905	2,200	1	Top 40				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
	KWKU	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	1.00	i	Multicultural Bcstg	26	9803		g9	Korean	1,200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
• KSUR	Beverly Hills	B	1260	20.0	7.50	c	Mt Wilson FM Bcstrs	47	9212	2,500		Adlt Stndrd	1,000			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
	KAZN	B	1300	5.0	1.00	i	Multicultural Bcstg	42	9806	12,000		Asian	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
	KWKW	B	1330	5.0	5.00	m	Lotus Comm Corp	31	8902	8,700		Spn/Tlk/Spt	8,200		0.6	0.5	0.5	0.5	0.7	0.5	0.6	0.5	0.6				
• 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	2	Span/Chrst			0.6	0.9	0.9	1.1	0.9	0.5	0.5	0.4	0.6				
	KMRB	B	1430	5.0	5.00	i	Multicultural Bcstg	42	9408	5,750		Asian/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
	KTYM	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	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	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	4.30		Royce Intl Bcstg Co	86				Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
	KMPC	B	1540	50.0	10.00		Vulcan Ventures Inc	52	0102		g	Sports	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
	KBLA	B	1580	50.0	50.00		Radio Unica	47	9812	21,000		Span/Talk	3,400	0.40	1.0	0.8	0.9	0.9	1.1	1.3	0.8	0.8	0.5				
	KMNY	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				
																19.9	16.9	16.9	17.0	17.8	16.3	17.0	17.5	17.5			
																AM TOTALS				86.3	86.9	86.7	86.8	85.4	87.3	87.4	86.0
AM & FM Stations Profiled -																Total Local Commercial Share											
# AM Stations -					36	# Combos -					28																
# Duopolies -					75						28																

• 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	5,397.1
DuPage, IL	913.3
Grundy, IL	37.9
Kane, IL	410.6
Kendall, IL	55.7
Lake, IL	654.0
McHenry, IL	265.8
Will, IL	513.1
Lake, IN	485.2
Porter, IN	148.1
Kenosha, WI	151.2
Total	9,032.0

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

ESTIMATED GROSS REVENUES ★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$349,700	\$388,600	\$439,400	\$534,800	\$589,900	\$532,600	8.8%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-9.7%	\$560,800	\$580,400	\$618,100	\$655,200	\$697,800	5.6%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.62/1,000	\$5.19/1,000	Local 72%
Revenue/Capita	\$41.44	\$58.97	\$74.59	National 28%

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	8,438.1	9,032.0	1.4%	9,032.0	9,355.7	0.7%
Households	3,021.9	3,266.5	1.6%	3,266.5	3,412.1	0.9%
Retail Sales	NA ^{1/}	115,351.2	NA ^{1/}	115,351.2	134,559.1	3.1%
EBI ^{2/}	147,594.0	196,399.2	5.9%	196,399.2	241,467.6	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	4,402.7	827.1	390.3	400.2	654.1	715.5	631.7	783.8
Women (000)	4,629.3	793.1	372.3	386.7	646.2	740.6	667.5	1,023.0
Total	9,032.0	1,620.2	762.6	786.9	1,300.3	1,456.0	1,299.2	1,806.7
Percentage	100.0%	17.9%	8.4%	8.7%	14.4%	16.1%	14.4%	20.0%
Per Capita	\$ 21,745		Median Household	\$ 50,348		Avg Household	\$ 60,125	
Ethnic Population:	White	75.2%	Black	19.4%	Asian	4.8%	Hispanic	17.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	21	25		25	46	42	88
Tot 12+	4.3	61.5		62.6	65.8	22.2	88.0
Avg 12+	0.2	2.5		2.5	1.4	0.5	1.0
Tot LCS	4.9	69.9		71.1	74.8	25.2	100.0
Avg LCS	0.2	2.8		2.8	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.

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)																																								
												Revenue (000)1/	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000																																	
WPWX	Hammond	B	92.3	44.0	492	o	Crawford Bcstg Co	59	5909		Urban	6,000	0.51	2.2	3.5	3.0	3.3	3.5	3.5	2.9	0.8	0.6																																	
WDEK	Dekalb	B	92.5	20.0	489	g	Big City Radio	61	9902	5,000	CHR/Rhymc			0.4	0.2	0.1	0.3	0.2	0.2	0.4	0.3	0.5																																	
WKIE	Arlington Heights	A	92.7	1.8	381	g	Big City Radio	60	9808		CHR/Rhymc	4,000	0.75	1.0	1.0	0.7	0.6	0.9	0.6	1.1	1.0	0.9																																	
WKIF	Kankakee	A	92.7	3.0	328	g	Big City Radio	86	9808		CHR/Rhymc			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																																	
WXRT	Chicago	B	93.1	6.7	1309	a	Infinity Bcstg	59	0102		Progressive	22,300	1.55	2.7	2.5	2.4	2.6	2.2	2.0	2.4	2.6	2.4																																	
WJTW	Joliet	A	93.5	3.0	276	f	NextMedia Group	60	0011		AC	700		0.0	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		Soft AC	18,100	1.10	3.1	2.8	3.4	3.1	3.8	2.5	2.6	2.5	3.2																																	
WJKL	Elgin	A	94.3	6.0	328	k	McNaughton-Jackle	60			ChrsContem			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																																	
WZZN	Chicago	B	94.7	4.4	1536	b	ABC Radio Inc	25	9602		Alternative	9,000	0.80	2.1	1.8	1.7	1.7	1.4	1.5	1.6	2.2	2.1																																	
WILJ	Kenosha	B	95.1	50.0	384	f	NextMedia Group	61	0011		Adult Rock	2,750		0.4	0.4	0.5	0.3	0.5	0.0	0.7	0.3	0.5																																	
WNUA	Chicago	B	95.5	8.3	1175	d	Clear Channel Comm	59	0008		Smooth Jazz	22,500	0.88	4.8	4.2	4.8	3.8	4.5	4.7	4.5	3.9	3.8																																	
WJDK	Seneca	A	95.7	3.0	328	n	Nelson Enterprises	97	9511		AC	400		0.0	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	Clsc Hits	800		0.2	0.5	0.4	0.6	0.4	0.4	0.3	0.0	0.0																																	
WBBM	Chicago	B	96.3	4.2	1555	a	Infinity Bcstg	41	0102		CHR/Dance	28,100	0.96	5.5	4.3	4.0	4.5	4.5	4.2	4.4	5.3	5.6																																	
WLLI	Joliet	A	96.7	3.5	276	f	NextMedia Group	60	0011		Rock	500		0.3	0.0	0.5	0.3	0.7	0.5	0.0	0.4	0.0																																	
WTNX	Zion	B	96.9	38.0	486	p	Bonneville Intl	62	0102	165,000	AC			0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1																																	
WDRV	Chicago	B	97.1	7.9	1214	p	Bonneville Intl	55	0102		Rock	3,500	0.27	2.4	2.5	2.9	3.0	2.7	3.3	2.2	1.3	1.7																																	
WLUP	Chicago	B	97.9	4.0	1394	p	Bonneville Intl	42	9707		Clsc Rock	18,300	1.23	2.8	2.1	2.6	2.5	2.0	2.5	2.5	2.5	2.3																																	
WCCQ	Crest Hill	A	98.3	3.0	469		Three Eagles Comm	76	9702	3,300	Country	500		0.1	0.3	0.3	0.0	0.3	0.4	0.0	0.0	0.0																																	
WFMT	Chicago	B	98.7	6.0	1542		Window to World	51	7003		Classical	6,200	0.53	2.2	2.0	2.3	2.9	2.0	2.5	1.9	1.9	1.6																																	
WUSN	Chicago	B	99.5	5.7	1394	a	Infinity Bcstg	40	0102		Country	28,800	1.46	3.7	3.8	3.4	2.9	2.9	3.9	2.8	3.1	3.4																																	
WRZA	Park Forest	B	99.9	50.0	492	j	Entravision Comm Co	62	0008		Spanish	2,100		0.4	0.6	0.5	0.3	0.2	0.3	0.5	0.5	0.0																																	
WNNZ	Chicago	B	100.3	5.7	1394	p	Bonneville Intl	47	9707		AC	16,000	1.04	2.9	2.1	2.3	2.4	2.2	2.2	2.2	2.9	2.9																																	
WBVS	Coal City	A	100.7	2.5	482	f	NextMedia Group	91	0011		CHR	300		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																																	
WKQX	Chicago	B	101.1	5.7	1394		Emmis	48	8809		Alternative	21,600	1.27	3.2	2.3	3.1	2.8	2.8	2.8	2.7	2.8	2.9																																	
WTMX	Skokie	B	101.9	4.2	1562	p	Bonneville Intl	61	7508		AC	30,100	1.45	3.9	3.3	2.6	3.1	2.8	3.1	3.5	3.5	3.5																																	
WXLC	Waukegan	A	102.3	3.0	322	f	NextMedia Group	63	0011	9,400	Hot AC	1,600		0.4	0.0	0.4	0.0	0.0	0.4	0.4	0.4	0.3																																	
WYBA	Crete	A	102.3	1.1	499	o	Crawford Bcstg Co	65	9710	1,800	70s & 80s	3,000		0.0	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		Urban AC	23,100	0.92	4.7	4.2	3.5	4.2	4.4	4.5	4.2	4.3	3.7																																	
WXXY	Highland Park	A	103.1	6.0	328	g	Big City Radio	63	9707	9,500	Spanish	3,400		0.7	0.8	0.5	0.6	0.5	0.5	0.3	0.6	0.9																																	
WYXX	Morris	A	103.1	6.0	328	g	Big City Radio	93	9707	1,100	Spanish	250		0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0																																	
WKSC	Chicago	B	103.5	4.3	1549	d	Clear Channel Comm	57	0008		CHR	13,700	0.92	2.8	2.9	2.2	2.6	2.0	2.4	2.6	2.4	2.5																																	
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	0.0																																	
WZCH	Dundee	A	103.9	2.6	322	j	Entravision Comm Co	67	0008		Spanish	500		0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.0																																	
WJMK	Chicago	B	104.3	4.1	1575	a	Infinity Bcstg	61	0102		Oldies	19,400	1.07	3.4	3.6	2.7	3.0	2.6	2.9	3.0	3.2	2.8																																	
WOJO	Evanston	B	105.1	5.7	1394	e	Univision Comm Inc	46	0206 p		st Mexcn/Trpcl	11,200	1.05	2.0	2.8	2.2	2.0	2.3	1.7	1.7	1.9	1.8																																	
WLJE	Valparaiso	A	105.5	1.3	512	h	Porter County Bcstg	67			Country	800		0.2	0.0	0.0	0.3	0.0	0.0	0.3	0.4	0.0																																	
WYKT	Wilmington	A	105.5	1.3	482		STARadio Corp	80	9808	900	AAA	300		0.0	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		AC	3,200		0.5	0.4	0.8	0.4	0.4	0.5	0.4	0.4	0.4																																	
WCKG	Elmwood Park	B	105.9	4.1	1581	a	Infinity Bcstg	47	0102		Talk/Rock	16,800	1.50	2.1	1.9	2.1	1.7	1.4	1.5	1.9	1.8	2.1																																	
WYCA	Lansing	A	106.3	2.0	397	o	Crawford Bcstg Co	61	9705	14,750	Gospl/Relgn	1,700		0.9	0.4	0.5	0.6	0.6	0.7	0.8	0.9	0.8																																	
WZFS	Des Plaines	B	106.7	50.0	423	l	Salem Comm Corp	71	8909	8,000	ChrsContem	5,300		0.7	1.0	0.9	0.7	1.1	0.8	0.9	0.4	0.5																																	
WSPY	Plano	A	107.1	1.5	466	n	Nelson Enterprises	74			AC	1,000		0.0	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	0.0																																	
WGCI	Chicago	B	107.5	3.7	1549	d	Clear Channel Comm	58	0008		g4 Urban	36,000	0.99	6.8	5.2	4.7	4.9	4.8	5.3	4.8	6.9	6.8																																	
WLEY	Aurora	B	107.9	21.0	761		Spanish Bcstg System	65	9704	30,000	e Mexican	12,300	0.72	3.2	3.1	3.6	3.3	2.6	3.0	2.9	2.7	2.8																																	
# FM Stations -															46	# Combos -															41	FM TOTALS															72.9	66.6	65.8	65.4	63.3	65.5	63.5	64.3	63.4

• 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	5,397.1
DuPage, IL	913.3
Grundy, IL	37.9
Kane, IL	410.6
Kendall, IL	55.7
Lake, IL	654.0
McHenry, IL	265.8
Will, IL	513.1
Lake, IN	485.2
Porter, IN	148.1
Kenosha, WI	151.2
Total	9,032.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$349,700	\$388,600	\$439,400	\$534,800	\$589,900	\$532,600
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-9.7%	\$560,800	\$580,400	\$618,100	\$655,200	\$697,800	5.6%
	1996	2001	2006				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.62/1,000	\$5.19/1,000				Local 72%
Revenue/Capita	\$41.44	\$58.97	\$74.59				National 28%

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	8,438.1	9,032.0	1.4%	9,032.0	9,355.7	0.7%
Households	3,021.9	3,266.5	1.6%	3,266.5	3,412.1	0.9%
Retail Sales	NA ^{1/}	115,351.2	NA ^{1/}	115,351.2	134,559.1	3.1%
EBI ^{2/}	147,594.0	196,399.2	5.9%	196,399.2	241,467.6	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	4,402.7	827.1	390.3	400.2	654.1	715.5	631.7	783.8
Women (000)	4,629.3	793.1	372.3	386.7	646.2	740.6	667.5	1,023.0
Total	9,032.0	1,620.2	762.6	786.9	1,300.3	1,456.0	1,299.2	1,806.7
Percentage	100.0%	17.9%	8.4%	8.7%	14.4%	16.1%	14.4%	20.0%
Per Capita	\$ 21,745							
Ethnic Population:								
White	75.2%							
Black	19.4%							
Asian	4.8%							
Hispanic	17.0%							

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	21	25		25	46	42	88
Tot 12+	4.3	61.5		62.6	65.8	22.2	88.0
Avg 12+	0.2	2.5		2.5	1.4	0.5	1.0
Tot LCS	4.9	69.9		71.1	74.8	25.2	100.0
Avg LCS	0.2	2.8		2.8	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														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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000	
WIND	Chicago	B	560	5.0	5.00	e	Univision Comm Inc	27	0206	p	st	Span/News	5,700		0.4	0.5	0.5	0.5	0.4	0.0	0.5	0.5	0.4	0.4
WSCR	Chicago	A	670	50.0	50.00	a	Infinity Bcstg	22	0008		g2	Sprts/Talk	20,500	2.14	1.8	1.5	1.1	1.6	1.8	1.4	1.5	1.6	1.7	1.7
WGN	Chicago	A	720	50.0	50.00	a	Tribune Bcstg Co	24				News/Talk	37,000	0.96	7.2	6.0	6.4	5.6	5.5	6.7	7.0	5.6	6.2	6.2
• 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	0.0
• WBBM	Chicago	A	780	50.0	50.00	a	Infinity Bcstg	23	0102		g2	News	26,200	0.88	5.6	4.8	4.9	5.1	6.2	5.0	4.6	4.8	5.2	5.2
• WCSN	Chicago	D	820	5.0	0.00	q	NewsWeb Corp	41	0102	10,500		Sports	2,000			0.0	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	NextMedia Group	65	0011		g4	News/Talk	1,150	0.10	2.2	0.0	0.0	0.8	1.1	1.4	1.6	2.5	2.1	2.1
WLS	Chicago	A	890	50.0	50.00	b	ABC Radio Inc	24	9602		g1	News/Talk	18,600	0.68	5.1	3.7	5.0	4.2	4.8	3.9	4.2	4.8	5.0	5.0
WNTD	Chicago	B	950	1.0	5.00		Radio Unica	22	9905	16,750		Spn/Nws/Tlk	1,600		0.3	0.4	0.0	0.4	0.5	0.4	0.5	0.0	0.3	0.3
WMVP	Chicago	A	1000	50.0	50.00	b	ABC Radio Inc	26	9904	21,000		Sports	6,700	1.14	1.1	0.9	1.2	0.9	1.0	1.0	1.2	0.8	0.9	0.9
• WNVR	Vernon Hills	D	1030	5.0	0.12	m	Polnet Comm Ltd	88	9104	495		Polish	1,800			0.0	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	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	0.0
WYLL	Chicago	B	1160	50.0	5.00	l	Salem Comm Corp	24	0102	29,000		Chrst/Talk	300			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLXX	Chicago	B	1200	10.0	1.00	e	Univision Comm Inc	89	0206	p	st	Span/Talk	2,500		0.6	0.7	0.6	0.5	0.6	0.6	0.3	0.5	0.7	0.7
• WKRS	Waukegan	D	1220	1.0	0.09	f	NextMedia Group	49	0011		c3	News/Talk	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJOB	Hammond	C	1230	1.0	1.00		St. George Bcstg	28	9911		g	1 Nws/Tlk/Spt				0.0	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	0.0
WWCA	Gary	B	1270	1.0	1.00		Starboard Bcstg Inc	49	0207	p	1,500	Gospel				0.0	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	0.0
WRDZ	La Grange	B	1300	4.5	4.00	b	ABC Radio Inc	50	9904		d6	Children	2,000			0.0	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	0.0
WJOL	Joliet	C	1340	1.0	1.00	f	NextMedia Group	24	0011		g4	Talk	700			0.0	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				0.0	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	4,000	0.50	1.5	1.5	1.3	1.4	1.4	1.5	1.5	1.0	1.2	1.2
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	0.0
• WEEF	Highland Park	D	1430	1.0	0.03		Leveton Comm Inc	63	9604	835		Ethnic				0.0	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	0.0
WVON	Cicero	C	1450	1.0	1.00		Midway Bcstg	79				Talk	1,800	0.31	1.1	0.9	0.8	1.0	0.7	0.9	0.9	0.9	0.9	1.2
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	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	0.0
WPNA	Oak Park	C	1490	1.0	1.00		Polish Natl Alliance	50	8703	2,000		Polish	1,400			0.0	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	0.0
• WPJX	Zion	D	1500	0.3	0.00		Multicult of Chicag	67	0208	70		DARK				0.0	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	0.0
WJGG	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	0.0
• WCSJ	Morris	D	1550	0.3	0.01	n	Nelson Enterprises	64	9708	425		Adlt Stndrd	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBEE	Harvey	B	1570	1.0	0.50		Mariner Bcstrs Inc	55	8706	1,000		Jazz/Gospl				0.0	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	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	0.0
• WCGO	Chicago Heights	D	1600	1.0	0.00		Kovas Comm	59	0207	p	750	Nostalgia	500		0.3	0.0	0.4	0.5	0.4	0.5	0.3	0.4	0.0	0.0
• 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	0.0
				# AM Stations -		42		# Combos -		26		AM TOTALS		27.2		21.2	22.2	22.5	24.4	23.3	24.1	23.4	24.9	
				AM & FM Stations Profiled -		88		# Duopolies -		29		Total Local Commercial Share				87.8	88.0	87.9	87.7	88.8	87.6	87.7	88.3	

• 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	1,456.1
Contra Costa, CA	959.7
Marin, CA	248.6
Napa, CA	125.3
San Francisco, CA	780.7
San Mateo, CA	711.5
Santa Clara, CA	1,696.5
Solano, CA	398.6
Sonoma, CA	463.9
	<hr/>
	6,840.9

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$238,100	\$260,000	\$316,800	\$413,000	\$503,100	\$392,800	10.5%
	2002	2003	2004	2005	2006	Δ 01 - 06	
	-21.9%	\$409,600	\$432,600	\$454,200	\$481,500	\$512,800	5.5%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.74/1,000	\$3.70/1,000	Local 70%
Revenue/Capita	\$36.80	\$57.42	\$71.09	National 30%

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	6,470.0	6,840.9	1.1%	6,840.9	7,213.3	1.1%
Households	2,360.8	2,515.7	1.3%	2,515.7	2,648.5	1.0%
Retail Sales	NA ^{1/}	105,017.0	NA ^{1/}	105,017.0	138,408.9	5.7%
EBI ^{2/}	120,465.9	173,797.1	7.6%	173,797.1	225,913.3	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	3,409.8	563.4	249.4	313.2	553.1	623.5	516.2	591.1
Women (000)	3,431.1	537.2	237.4	285.1	502.2	614.0	515.7	739.5
Total	6,840.9	1,100.7	486.7	598.2	1,055.3	1,237.6	1,031.8	1,330.5
Percentage	100.0%	16.1%	7.1%	8.7%	15.4%	18.1%	15.1%	19.4%
Per Capita	\$ 25,406							
				Median Household	\$ 58,702		Avg Household	\$ 69,085
Ethnic Population:	White	69.0%	Black	8.2%	Asian	21.5%	Hispanic	19.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	12	28		25	40	28	68
Tot 12+	3.0	49.6		51.3	52.6	26.3	78.9
Avg 12+	0.3	1.8		2.1	1.3	0.9	1.2
Tot LCS	3.8	62.9		65.0	66.7	33.3	100.0
Avg LCS	0.3	2.2		2.6	1.7	1.2	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 Monterey, San Jose & Santa Rosa.

ARB 12+ Metro Shares (see rights)

FM Stations												2001 Est		Avg '01											
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	Revenue (000)1/	Power Ratio	Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000			
KFJO	Walnut Creek	A	92.1	3.0	89	r	Chase Radio Partners	59	0008		g2	1	Rock	400	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.1			
KSJO	San Jose	B	92.3	32.0	466	d	Clear Channel Comm	46	9905		g2	1	AOR	8,500	0.98	2.2	1.4	2.0	1.6	1.5	1.4	1.7	1.6	2.4	
• KPTI	Alameda	A	92.7	3.6	420		Spanish Bcstg System	59	0008		g		Dance	600		1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KFGY	Healdsburg	B	92.9	2.3	1949	o	Maverick Media	79	0108				Country	n/a	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4		
KKWV	San Francisco	B	93.3	47.0	492	b	Infinity Bcstg	59	0102		g1		Rhymc/AC	6,700	0.68	2.5	1.0	1.0	0.7	1.4	1.8	2.3	2.1	1.8	
KJZY	Sebastopol	A	93.7	6.0	217	m	Redwood Empire	95	9608	See (112)			Smooth Jazz	n/a	0.3	0.4	0.0	0.0	0.4	0.5	0.0	0.6	0.0		
KBAY	Gilroy	B	94.5	30.0	587	g	Infinity Bcstg	70	0102				Soft Rock	n/a	0.9	1.0	1.1	0.8	0.9	0.8	0.6	0.8	0.7		
KYLD	San Francisco	B	94.9	30.0	1211	d	Clear Channel Comm	58	0008		g1	1	CHR/Dance	18,000	0.95	4.8	3.7	3.6	3.8	4.0	3.9	3.9	3.9	3.7	
KRTY	Los Gatos	A	95.3	0.9	860	n	Empire Bcstg Corp	66	9212	See (31)			Country	n/a	1.0	1.3	1.2	1.1	0.8	0.7	0.7	0.8	1.0		
KUIC	Vacaville	B1	95.3	0.5	2024	k	Alta Bcstg Co	68	9807	7,000			AC	700	0.3	0.6	0.4	0.4	0.0	0.0	0.4	0.0	0.4		
KKDV	San Francisco	B	95.7	6.9	1289	a	Bonneville Intl	47	9706	39,600			Top 40	10,700	0.83	3.3	1.2	1.6	2.2	2.4	2.7	2.8	2.6	2.4	
KOIT	San Francisco	B	96.5	24.0	1575	a	Bonneville Intl	59	7606				Soft AC	25,500	1.25	5.2	4.6	3.8	5.0	4.5	4.2	3.8	4.1	4.5	
KLLC	San Francisco	B	97.3	82.0	1014	b	Infinity Bcstg	48	0102		g1		AC	16,400	1.49	2.8	2.3	2.0	1.9	2.6	2.3	2.1	2.2	2.2	
KFFG	Los Altos	A	97.7	3.3	449	i	Susquehanna Radio	60	9510	8,000			AOR	700	0.2	0.1	0.2	0.3	0.2	0.2	0.2	0.2	0.1		
KMGG	Monte Rio	B1	97.7	2.1	1122	g	Maverick Media	77	0108				Oldies	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	1014	d	Clear Channel Comm	58	0008		g1	1	Rhythm/Blue	16,300	1.30	3.2	2.4	2.1	2.0	2.9	2.7	2.5	2.3	2.7	
KUFX	San Jose	B	98.5	10.0	879	g	Clear Channel Comm	59	9905				Clsc Rock	n/a	1.1	1.0	1.3	1.2	1.1	1.2	0.7	0.9	0.8		
KEMR	San Francisco	B	98.9	6.1	1342	h	Univision Comm Inc	64	0206	p	st		Spanish AC	6,500	0.64	2.6	1.7	1.6	2.5	1.7	2.6	1.8	2.3	1.6	
KZMR	Santa Cruz	B	99.1	1.1	2612	h	Univision Comm Inc	61	0206	p			Spanish AC	n/a	0.9	0.3	0.3	0.5	0.3	0.6	0.9	0.7	0.7		
KVYN	St. Helena	A	99.3	6.0	259	q	CBM Napa LLC	76	9901	1,690	c1		AC	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	17,000	1.55	2.8	2.3	2.2	2.3	2.3	2.7	2.6	1.9	1.9	
KZST	Santa Rosa	A	100.1	6.0	246	m	Redwood Empire	71					AC	n/a	0.7	0.6	0.5	0.5	0.4	0.7	0.4	0.4	0.7		
KBRG	San Jose	B	100.3	14.5	2579	l	Entravision Comm Co	63	0004				Span/Varty	n/a	2.5	1.9	2.1	2.2	1.8	2.0	2.5	2.0	1.5		
KSFB	San Rafael	A	100.7	6.0	328	e	Salem Comm Corp	61	0001	8,000			ChrsContem	200		0.0	0.0	0.0	0.0	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	19,000	1.56	3.1	2.4	2.5	2.3	2.2	2.3	2.4	2.9	2.3	
KKIQ	Livermore	A	101.7	4.5	381	k	Alta Bcstg Co	69	9807	9,000			AC	2,700	0.2	0.5	0.4	0.5	0.4	0.0	0.0	0.0	0.5		
KXFX	Santa Rosa	B1	101.7	2.2	1089	o	Maverick Media	74	0108				AOR	n/a	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.0		
KDFC	San Francisco	B	102.1	33.0	1047	a	Bonneville Intl	47	9707		g		Classical	10,600	0.56	4.8	3.6	3.4	3.5	3.9	3.5	4.1	3.6	4.1	
KBLX	Berkeley	B	102.9	6.6	1289	f	Inner City Bcstg	49	7906				AC	16,000	1.16	3.5	2.3	2.9	2.4	2.6	2.8	2.8	3.3	2.4	
KKSF	San Francisco	B	103.7	7.2	1513	d	Clear Channel Comm	47	0008		g1	1	Smooth Jazz	18,400	1.14	4.1	3.4	3.1	2.7	3.0	3.0	3.7	3.0	3.3	
KMHX	Windsor	A	104.1	0.3	1106	Results Radio	97	9811	See (112)				Modem 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	24,000	1.65	3.7	2.7	3.0	2.5	2.9	3.4	3.0	2.7	2.6	
KCNL	Fremont	A	104.9	5.7	338	r	Chase Radio Partners	70	0008		g2	1	Alternative	3,100	0.8	0.9	0.7	0.8	0.6	0.5	0.5	0.6	0.8		
KRPQ	Rohnert Park	A	104.9	2.3	548	Results Radio	86	9409	See (112)				Country	n/a		0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0		
KITS	San Francisco	B	105.3	15.0	1201	b	Infinity Bcstg	64	0102		g1		Alternative	11,400	1.00	2.9	2.2	2.5	2.3	2.2	2.1	2.1	2.4	2.7	
KSOL	Santa Clara	B	105.7	50.0	499	h	Univision Comm Inc	64	0206	p			Mexican	n/a	1.1	0.9	0.9	0.8	0.8	0.9	0.8	0.9	0.9		
KMEL	San Francisco	B	106.1	69.0	1289	d	Clear Channel Comm	60	0008		g1	1	Urban CHR	17,500	1.04	4.3	4.3	3.8	3.3	3.6	3.5	3.4	3.4	3.4	
KEZR	San Jose	B	106.5	42.0	538	g	Infinity Bcstg	67	0102				AC	n/a	0.9	0.7	0.6	0.7	0.8	0.7	0.5	0.9	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	9,000	0.95	2.4	1.7	1.8	1.6	1.3	1.6	2.0	2.0	2.1	
# FM Stations -				40		# Combos -				34		FM TOTALS		69.5	54.4				52.6	53.0	54.0	55.7	55.3	55.6	55.5

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Revenue Rank: 4

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Market Radio Financials

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

ESTIMATED GROSS REVENUES

1996	1997	1998	1999	2000	2001	Δ 96 - 01
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Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-21.9%	\$409,600	\$432,600	\$454,200	\$481,500	\$512,800	5.5%

Revenue/Retail Sales Revenue/Capita

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NA ^{1/}	\$3.74/1,000	\$3.70/1,000	Local 70%
\$36.80	\$57.42	\$71.09	National 30%

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

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Women (000)	3,431.1	537.2	237.4	285.1	502.2	614.0	515.7	739.5
Total	6,840.9	1,100.7	486.7	598.2	1,055.3	1,237.6	1,031.8	1,330.5
Percentage	100.0%	16.1%	7.1%	8.7%	15.4%	18.1%	15.1%	19.4%
Per Capita	\$ 25,406		Median Household	\$ 58,702		Avg Household	\$ 69,085	
Ethnic Population:	White 69.0%	Black 8.2%	Asian 21.5%			Hispanic 19.7%		

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
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Tot 12+	3.0	49.6		51.3	52.6	26.3	78.9
Avg 12+	0.3	1.8		2.1	1.3	0.9	1.2
Tot LCS	3.8	62.9		65.0	66.7	33.3	100.0
Avg LCS	0.3	2.2		2.6	1.7	1.2	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 Monterey, San Jose & Santa Rosa.

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acc'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000	
KSFO	San Francisco	B	560	5.0	5.00	j	ABC Radio Inc	25	9602		g3	Talk	11,300	0.51	5.6	3.9	4.6	4.4	5.3	4.2	4.2	4.9	4.7	
KFRC	San Francisco	B	610	5.0	5.00	b	Infinity Bcstg	24	0102		g1	Oldies	3,400	0.87	1.0	1.2	1.1	0.8	0.6	1.1	0.8	0.7	0.6	
• KNBR	San Francisco	A	680	50.0	50.00	i	Susquehanna Radio	22	8905	21,000	e	Sports	30,000	2.46	3.1	3.5	2.9	2.0	1.9	2.8	2.9	1.9	2.3	
KCBS	San Francisco	B	740	50.0	50.00	b	Infinity Bcstg	09	0102		g1	News	31,800	1.42	5.7	4.1	4.3	5.1	5.0	4.3	4.4	4.6	4.9	
KGO	San Francisco	A	810	50.0	50.00	j	ABC Radio Inc	24	9602		g3	News/Talk	35,400	1.10	8.2	6.5	6.2	6.7	7.4	6.5	6.7	6.3	6.6	
• KNEW	Oakland	B	910	20.0	cp	5.00	d	Clear Channel Comm	21	0008		g1	1 Information	400		0.0	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	2,000	0.19	2.7	2.2	2.4	2.0	2.2	2.4	2.2	2.4	1.7	
KATD	Pittsburg	B	990	5.0	5.00	p	Radio Unica	49	0009	4,500		Spn/Nws/Tlk				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	Radio Unica	57	9808	12,000		Spn/Nws/Tlk	2,700	0.53	1.3	1.0	0.8	0.9	0.9	1.2	0.8	1.0	1.0
• KTCT	San Mateo	B	1050	10.0	10.00	i	Susquehanna Radio	46	9710	14,500		Sports	4,700		0.8	0.8	0.6	0.9	1.0	0.9	0.5	0.6	0.6	
KFAX	San Francisco	B	1100	50.0	50.00	e	Salem Comm Corp	25	8407	6,700		Chrst/Talk	3,500		0.6	0.6	0.4	0.4	0.6	0.0	0.6	0.6	0.6	
KLOK	San Jose	B	1170	50.0	5.00	l	Entravision Comm Co	46	0004			Spanish	n/a		1.1	0.8	1.3	1.3	1.2	0.8	0.9	0.9	0.9	
• KDYA	Vallejo	D	1190	1.0	0.00	s	Baybridge Comm LLC	47	9312	850		Gospel			0.1	0.0	0.8	0.0	0.0	0.0	0.0	0.4	0.0	
• KSFB	Palo Alto	D	1220	5.0	0.15		Salem Comm Corp	47	0107	See (31)		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			0.1	0.2	0.2	0.2	0.2	0.1	0.0	0.1	0.2	
• KMKY	Oakland	B	1310	5.0	5.00	j	ABC Radio Inc	22	9805	6,250		Children	1,200			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			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KZSF	San Jose	B	1370	5.0	5.00	c	Duarte, Carlos A.	47	0110			Spanish	n/a			0.0	0.0	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		0.2	0.4	0.7	0.4	0.0	0.5	0.0	0.0	0.0	
KVVN	Santa Clara	B	1430	1.0	2.50		Inner City Bcstg	64	9704	See (31)		AC	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	CBM Napa LLC	47	9901		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		Multicultural Bcstg	22	9804		g	Asian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KCKC	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	
• KTIM	Piedmont	B	1510	8.0	cp	0.20	Mt Wilson FM Bcstrs	47	9605		c1	Country	650			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	Infinity Bcstg	47	0102		g1	Talk	1,700			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	cp	1.00	Baybridge Comm LLC	98				Bus News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		28	# Combos -		23	AM TOTALS					30.5	25.2	26.3	25.1	26.3	24.8	24.0	24.4	24.1	
				AM & FM Stations Profiled -		68	# Duopolies -		26	Total Local Commercial Share					79.6	78.9	78.1	80.3	80.5	79.3	80.0	79.6		

• 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	508.7
Dallas, TX	2,246.4
Denton, TX	444.9
Ellis, TX	113.3
Hood, TX	42.0
Johnson, TX	129.0
Kaufman, TX	72.7
Parker, TX	90.3
Rockwall, TX	44.4
Tarrant, TX	1,466.9
Wise, TX	49.9
Total	5,208.5

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$221,800	\$251,800	\$287,200	\$329,500	\$398,100	\$374,100
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-6.0%	\$403,200	\$429,800	\$455,600	\$487,500	\$519,200	6.8%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$4.64/1,000	\$4.95/1,000	Local	79%		
Revenue/Capita	\$50.05	\$71.82	\$90.77	National	21%		

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

MSA Population	1996	2001	Growth Rate	2001	2006	Growth Rate
		4,432.0	5,208.5	3.3%	5,208.5	5,720.0
Households	1,641.6	1,957.9	3.6%	1,957.9	2,174.3	2.1%
Retail Sales	NA ^{1/}	80,585.5	NA ^{1/}	80,585.5	104,814.9	5.4%
EBI ^{2/}	76,753.3	113,009.4	8.0%	113,009.4	151,820.5	6.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,581.0	511.0	223.2	243.0	445.1	444.1	366.4	348.3
Women (000)	2,627.5	488.4	214.5	240.4	419.9	447.8	367.0	449.5
Total	5,208.5	999.4	437.7	483.4	865.0	891.9	733.3	797.8
Percentage	100.0%	19.2%	8.4%	9.3%	16.6%	17.1%	14.1%	15.3%
Per Capita	\$ 21,697	Median Household		\$ 47,157	Avg Household		\$ 57,720	
Ethnic Population:	White	80.3%	Black	14.3%	Asian	4.4%	Hispanic	22.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		32	27	35	28	63
Tot 12+	0.0		73.4	72.6	73.4	14.4	87.8
Avg 12+	0.0		2.3	2.7	2.1	0.5	1.4
Tot LCS	0.0		83.6	82.7	83.6	16.4	100.0
Avg LCS	0.0		2.6	3.1	2.4	0.6	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

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price ('000)	L M A	Format	2001 Est Revenue ('000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
• KXEZ	Farmersville	A	92.1	2.7	492	m	Metro Bcstrs-TX Inc	98				Ethnic					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KZPS	Dallas	C	92.5	100.0	1667	i	Clear Channel Comm	48	0008		g	Clsc Rock	16,950	1.05	4.3	2.6	2.3	2.5	3.1	3.4	4.3	4.1	3.4	
KDBN	Haltom City	C2	93.3	2.9	456	g	Susquehanna Radio	96				Clsc Rock	5,800	0.97	1.6	2.8	2.8	3.1	1.4	1.4	1.4	1.2	1.7	
KLNO	Fort Worth	C	94.1	100.0	1591	c	Univision Comm Inc	64	0206 p		st	Mexican	5,000	0.36	3.7	4.5	5.5	4.4	3.7	3.1	3.3	3.5	3.4	
KSOC	Gainesville	C	94.5	100.0	1906	k	Radio One Inc	58	0102		g	Urban AC	5,600	1.25	1.2	2.0	1.3	1.5	0.8	0.8	0.7	0.8	2.0	
• KLTY	Arlington	C	94.9	100.0	cp	1667	j	Salem Comm Corp	49	9612	sw	ChrsContem	10,200	0.91	3.0	3.9	3.2	2.5	2.9	3.1	3.1	2.7	1.7	
KHYI	Howe	C2	95.3	19.0	cp	801	m	Metro Bcstrs-TX Inc	49			Country	500		0.4	0.3	0.5	0.0	0.0	0.4	0.4	0.0	0.7	
KSCS	Fort Worth	C	96.3	100.0	1611	b	ABC Radio Inc	49	9602		g3	Country	22,600	1.08	5.6	4.3	3.8	3.8	5.0	5.2	4.1	5.0	5.6	
KMEO	Flower Mound	C	96.7	93.0	2038	b	ABC Radio Inc	69	9811	23,000		Oldies	3,400	0.38	2.4	1.9	1.8	1.9	1.9	2.2	2.0	2.0	2.3	
KEGL	Fort Worth	C	97.1	100.0	1667	i	Clear Channel Comm	59	9905		g4	Rock	11,300	0.86	3.5	2.8	2.9	2.1	3.2	2.8	3.4	3.4	3.0	
KBFB	Dallas	C	97.9	100.0	1611	k	Radio One Inc	61	0008		g4	Urban	8,000	0.56	3.8	2.7	2.6	2.3	2.7	2.4	3.3	4.2	3.5	
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	
KLUV	Dallas	C	98.7	100.0	1663	e	Infinity Bcstg	61	0102		g2	Oldies	23,200	1.27	4.9	3.6	4.3	4.1	3.9	4.6	4.6	4.1	4.2	
KHXC	Denton	C	99.1	100.0	1168	c	Univision Comm Inc	88	0206 p		st	Tejano	2,800		0.8	1.4	0.8	0.9	0.8	0.7	0.8	0.6	0.7	
KPLX	Fort Worth	C	99.5	100.0	1677	g	Susquehanna Radio	62	9701			Country	22,500	0.97	6.2	6.0	5.8	5.6	6.1	4.8	5.6	5.7	5.9	
KRBV	Dallas	C	100.3	100.0	cp	1821	e	Infinity Bcstg	65	0102		g2	Top 40	6,400	0.66	2.6	1.9	2.2	2.3	2.6	2.4	2.6	2.2	2.1
• KWRD	Highland Village	C	100.7	100.0	1841	j	Salem Comm Corp	88	0012		sw	Chrst/Talk	4,900		0.6	0.0	0.0	0.0	0.0	0.6	0.4	0.6	0.6	
WRR	Dallas	C	101.1	100.0	1509		City of Dallas	48				Classical	4,400	0.42	2.8	2.0	1.8	2.8	2.0	2.7	2.6	1.7	2.8	
KZMP	Azle	C	101.7	92.0	cp	2034	f	Entravision Comm Co	67	0008	g4	Mexican	2,600		0.7	2.0	1.4	2.2	1.2	0.7	0.6	0.6	0.5	
KDGE	Fort	C	102.1	100.0	1447	i	Clear Channel Comm	62	0008		g	Alternative	10,400	0.77	3.6	3.1	3.2	3.3	3.2	3.8	3.2	3.1	2.6	
KDMX	Dallas	C	102.9	100.0	1348	i	Clear Channel Comm	65	9905		g4	AC	16,900	1.29	3.5	2.8	2.3	2.7	2.6	3.2	3.3	3.1	2.8	
KESN	Allen	C	103.3	100.0	cp	1841	b	ABC Radio Inc	93	0010	18,000	Sports	600		0.1	0.4	0.8	0.6	0.6	0.4	0.0	0.0	0.0	
KVIL	Highland	C	103.7	100.0	cp	1663	e	Infinity Bcstg	61	0102		g2	Lite Rock	27,200	1.97	3.7	3.0	3.6	3.5	3.0	3.2	3.3	3.4	3.4
KTDK	Sanger	C3	104.1	11.0	492	g	Susquehanna Radio	89	9806		g	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKDA	Dallas	C	104.5	100.0	cp	1667	a	Service Bcstg Corp	47			Urban	22,500	0.90	6.7	6.4	6.2	5.4	5.7	5.5	6.1	6.0	6.4	
KTCY	Pilot Point	C1	104.9	16.0	1755	f	Entravision Comm Co	83	0208	35,000		Span/CHR	1,400	0.37	1.0	0.6	1.3	1.0	0.8	0.7	0.6	1.2	1.1	
KYNG	Dallas	C	105.3	100.0	1529	e	Infinity Bcstg	68	0102		g2	Talk	8,500	1.03	2.2	2.4	2.2	2.3	3.0	2.4	2.3	2.1	0.9	
KRNB	Decatur	C	105.7	94.0	1890	a	Service Bcstg Corp	68	9503	1,500		Rhythm/Blue	3,700	0.52	1.9	1.5	1.0	1.5	1.9	1.4	1.7	1.4	2.1	
KHKS	Denton	C	106.1	100.0	1667	i	Clear Channel Comm	47	0008		g	CHR	22,900	1.11	5.5	3.9	4.5	4.7	4.8	4.5	5.3	5.0	4.8	
• KKDL	Muenster	C	106.7	75.0	cp	2034	f	Entravision Comm Co	91	0101	18,875	CHR/Dance				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KRVF	Kerens	C3	106.9	25.0	cp	157	h	First Bcstg Co LP	79	0101		DARK				0.0	0.0	0.5	0.3	0.0	0.0	0.0	0.0	
KDXT	Benbrook	C1	107.1	74.0	cp	1050	c	Univision Comm Inc	90	0206 p		Mexican				0.4	0.3	0.6	0.0	0.0	0.0	0.0	0.0	
KRVA	Campbell	A	107.1	3.6	cp	423	h	First Bcstg Co LP	69	0101		DARK	800			0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	
KOAI	Fort Worth	C1	107.5	28.0	1591	e	Infinity Bcstg	65	0102		g2	Smooth Jazz	10,100	0.67	4.0	3.7	3.5	4.1	3.5	4.0	3.6	3.5	3.1	
KDXX	Lewisville	C1	107.9	100.0	981	c	Univision Comm Inc	99	0206 p		st	Spanish AC	800		0.2	1.4	1.5	0.8	0.3	0.0	0.0	0.5	0.2	
# FM Stations -					35	# Combos -					33	FM TOTALS				80.5	74.3	73.4	73.0	71.1	70.4	72.6	71.7	71.5

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

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

	1996	2001	Growth Rate	2001	2006	Growth Rate
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Percentage	100.0%	19.2%	8.4%	9.3%	16.6%	17.1%	14.1%	15.3%
Per Capita	\$ 21,697							
			Median Household	\$ 47,157			Avg Household	\$ 57,720
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Market Summary

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Avg 12+	0.0		2.3	2.7	2.1	0.5	1.4
Tot LCS	0.0		83.6	82.7	83.6	16.4	100.0
Avg LCS	0.0		2.6	3.1	2.4	0.6	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2001	2000	
• KDFT	Ferris	D	540	1.0 cp	0.25	Multicultural Bcstg	88 0007				g	Ethnic				0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	KLIF	Dallas	B	570	5.0	5.00 g	Susquehanna Radio	22 9702		4,200		Talk	5,000	1.34	1.0	1.3	1.2	0.8	1.0	0.8	0.8	0.9	1.2		
	KMKI	Plano	B	620	5.0	4.50 b	ABC Radio Inc	39 9812		12,000	e	Children	1,000		0.2	0.4	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.0	
• KSKY	Balch Springs	B	660	20.0 cp	0.70	j	Salem Comm Corp	41 0007		7,500	sw	BkGsp/Talk	700			0.0	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	1,200		0.9	0.6	0.6	0.6	0.7	0.8	0.7	1.0	0.8		
	KAAM	Garland	B	770	10.0	1.00	Crawford Bcstg Co	90				AdStd/Nstlg			1.5	1.6	1.3	1.1	1.2	1.6	1.5	1.3	1.1		
• WBAP	Fort Worth	A	820	50.0	50.00 b	ABC Radio Inc	22 9602				g3	Nws/Tlk/Spt	26,100	1.20	5.8	4.4	3.8	4.5	5.2	5.5	4.6	5.3	5.1		
• KFJZ	Fort Worth	D	870	0.5	0.00		Lujan, Christobal	47 8804		1,300		Mexican	800			0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KXEB	Frisco	B	910	1.0 cp	0.50	l	Amigo Bcstg LP	36 9906			c4	Mexican	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KKLF	Denison-Sherma	B	950	0.5	0.50	g	Susquehanna Radio	48 9806			g	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KHVN	Fort Worth	B	970	1.0	0.27	d	Mortenson Bcstg Co	46 0206		4,500		Gospel	2,100	0.37	1.5	0.9	1.1	1.1	1.6	1.3	1.4	1.5	1.0		
• KGGR	Dallas	D	1040	3.3 cp	0.00	d	Mortenson Bcstg Co	47 9604		1,150		Gospel	800		0.5	0.0	0.0	0.4	0.5	0.5	0.4	0.5	0.4		
	KRLD	Dallas	A	1080	50.0	50.00 e	Infinity Bcstg	26 0102			g2	News	26,100	1.89	3.7	2.5	2.6	2.9	3.1	3.7	3.1	3.2	3.3		
	KCLE	Cleburne	B	1140	0.9	0.71	M&M Broadcasters Ltd	47 9607			nc	Country				0.0	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		Marcos Rodriguez Inc	60 9701			na	Ethnic	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KFJR	Dallas	B	1190	50.0	5.00	i	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	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	0.0	
• KESS	Fort Worth	B	1270	5.0	5.00	c	Univision Comm Inc	22 0206 p			st	Spn/Nws/Spt	3,100		0.7	0.4	1.0	1.1	0.5	0.5	0.5	0.8	0.7		
	KTCK	Dallas	B	1310	9.0	5.00	g	Susquehanna Radio	20 9609		14,000		Sports	20,000	1.49	3.6	2.8	1.8	2.8	2.4	3.3	3.2	2.8	3.5	
• KAHZ	Hurst	B	1360	50.0 cp	0.89		Radio Unica	47 9901			g	Spn/Nws/Tlk	600			0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	
	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	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	0.0	
• KTNO	University Park	B	1440	10.0 cp	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	0.0	
• KHCK	Dallas	B	1480	5.0	1.90	c	Univision Comm Inc	52 0206 p			st	Span/Rhymc	2,500		0.1	0.1	0.0	0.0	0.4	0.0	0.0	0.2	0.2		
• KZMP	University Park	D	1540	32.0 cp	0.75	f	Entravision Comm Co	45 0008			g4	Mexican	700		0.1	0.1	0.2	0.3	0.2	0.2	0.1	0.1	0.0		
• KPYK	Terrell	D	1570	0.3	0.01		Mohnkern Electronics	86 9202		25	+	Big Band				0.0	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			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KTBK	Sherman	B	1700	10.0	0.70	g	Susquehanna Radio	99				Sports				0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0		
				# AM Stations -		28	# Combos -		17	AM TOTALS					19.6	15.1	14.4	15.6	17.3	18.6	16.6	17.7	17.3		
				AM & FM Stations Profiled -		63	# Duopolies -		23	Total Local Commercial Share					89.4	87.8	88.6	88.4	89.0	89.2	89.4	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	601.9
Chester, PA	437.8
Delaware, PA	551.1
Montgomery, PA	755.5
Philadelphia, PA	1,512.4
Burlington, NJ	425.5
Camden, NJ	509.4
Gloucester, NJ	256.5
Total	5,050.1

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

ESTIMATED GROSS REVENUES ★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$211,500	\$223,400	\$259,000	\$297,300	\$315,300	\$287,000	6.3%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-9.0%	\$306,500	\$326,700	\$346,400	\$360,200	\$383,600	6.0%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.40/1,000	\$5.19/1,000	Local 70%
Revenue/Capita	\$43.25	\$56.83	\$75.49	National 30%

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	4,890.2	5,050.1	0.6%	5,050.1	5,081.6	0.1%
Households	1,794.6	1,873.3	0.9%	1,873.3	1,908.9	0.4%
Retail Sales	NA ^{1/}	65,189.1	NA ^{1/}	65,189.1	73,875.5	2.5%
EBI ^{2/}	87,060.0	112,565.7	5.3%	112,565.7	138,186.6	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,425.5	429.3	201.0	222.2	345.5	386.6	344.6	496.4
Women (000)	2,624.6	411.4	192.3	223.0	346.9	408.1	374.0	668.9
Total	5,050.1	840.7	393.3	445.2	692.4	794.7	718.6	1,165.2
Percentage	100.0%	16.6%	7.8%	8.8%	13.7%	15.7%	14.2%	23.1%
Per Capita	\$ 22,290							
				Median Household	\$ 50,290		Avg Household	\$ 60,090
Ethnic Population:	White	74.5%	Black	21.2%	Asian	3.9%	Hispanic	5.2%

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+	2.6	60.5		61.9	63.1	18.4	81.5
Avg 12+	2.6	3.8		3.9	3.5	0.7	1.9
Tot LCS	3.2	74.2		76.0	77.4	22.6	100.0
Avg LCS	3.2	4.6		4.7	4.3	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

Some stations also rated in 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
															2002	2002	2002	2001	2001	2001	2001	2000	
WXTU	Philadelphia	B	92.5	15.0 cp	909	a	Beasley Bcst Group	58	8308	6,000		Country	10,200	0.71	5.0	3.8	3.7	3.7	3.4	4.2	4.5	3.3	4.2
WMMR	Philadelphia	B	93.3	16.5 cp	866	c	Greater Media	42	9708		sw	Rock	15,500	1.29	4.2	3.2	2.7	3.5	2.9	3.5	3.1	3.3	3.7
WYSP	Philadelphia	B	94.1	16.0	899	b	Infinity Bcstg	71	0102		g1	Rock	25,400	1.50	5.9	4.0	5.2	5.0	5.0	5.2	4.8	4.3	4.8
WMWX	Philadelphia	B	95.7	11.0	1148	c	Greater Media	49	9707	41,800		Hot AC	5,000	0.79	2.2	1.6	1.5	0.9	1.5	1.5	1.7	2.0	2.1
WPTP	Philadelphia	B	96.5	17.0	866	a	Beasley Bcst Group	57	9705	65,000		80s Hits	3,550	0.44	2.8	1.9	1.5	1.6	2.0	2.5	2.2	2.2	2.2
WZZE	Glen Mills	D	97.3	0.0	184		Glen Mills School	75				CHR			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPST	Trenton	B	97.5	48.0	430		Nassau Bcstg Ptrs LP	49	9508		1	CHR	n/a		1.7	1.1	1.2	1.2	1.2	1.5	1.3	1.4	1.2
WOGI	Philadelphia	B	98.1	12.5	1001	b	Infinity Bcstg	44	0102		g1	Oldies	15,000	1.07	4.9	4.8	5.0	5.0	4.3	4.5	3.5	4.1	4.0
WUSL	Philadelphia	B	98.9	18.0	830	d	Clear Channel Comm	61	0008		g1	Urban	12,700	0.70	6.3	5.5	6.0	5.2	5.7	5.3	4.6	5.7	5.0
WPLY	Media	B	100.3	17.0 cp	863	g	Radio One Inc	82	0002	80,000		Alternative	8,500	0.90	3.3	3.0	3.2	2.2	2.1	2.4	2.7	2.6	3.1
WBEB	Philadelphia	B	101.1	14.0	942		WEAZ-FM Radio Inc	63				Soft Rock	25,000	1.06	8.2	6.9	7.1	7.5	7.0	6.7	6.7	6.7	6.6
WIOQ	Philadelphia	B	102.1	27.0	669	d	Clear Channel Comm	41	0008		g1	CHR/Top40	18,000	1.00	6.3	5.2	5.7	5.2	5.3	4.9	5.5	5.1	4.9
WMGK	Philadelphia	B	102.9	8.9	1148	c	Greater Media	42				Clsc Hits	15,000	1.41	3.7	3.8	3.3	3.0	2.3	2.7	3.1	3.3	3.0
WPHI	Jenkintown	A	103.9	0.3	1001	g	Radio One Inc	60	9705	20,000		CHR/Rhymc	5,900	0.59	3.5	2.7	2.6	3.2	2.7	3.0	2.8	2.6	2.9
WSNI	Philadelphia	B	104.5	16.0	873	d	Clear Channel Comm	65	0008		g1	AC	11,600	1.35	3.0	1.8	2.1	2.1	2.0	1.7	2.5	2.3	3.3
WEMG	Egg Harbor City	B1	104.9	10.0	509	f	Mega Comm Inc	71	9905	15,500		Spanish	2,800		0.6	0.4	0.6	0.7	0.6	0.3	0.3	0.5	0.8
WDAS	Philadelphia	B	105.3	16.5	873	d	Clear Channel Comm	59	0008		g1	Urban AC	20,300	1.01	7.0	6.8	6.5	6.1	5.8	5.6	6.2	5.7	5.4
WJJZ	Philadelphia	B	106.1	22.5	742	d	Clear Channel Comm	59	0008		g1	Smooth Jazz	15,100	0.91	5.8	4.9	5.2	5.9	5.4	5.3	4.5	4.3	4.7
# FM Stations -				18	# Combos -				15	FM TOTALS					74.4	61.4	63.1	62.0	59.2	60.8	60.0	59.4	61.9

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	601.9
Chester, PA	437.8
Delaware, PA	551.1
Montgomery, PA	755.5
Philadelphia, PA	1,512.4
Burlington, NJ	425.5
Camden, NJ	509.4
Gloucester, NJ	256.5
Total	5,050.1

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

ESTIMATED GROSS REVENUES ★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$211,500	\$223,400	\$259,000	\$297,300	\$315,300	\$287,000	6.3%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-9.0%	\$306,500	\$326,700	\$346,400	\$360,200	\$383,600	6.0%

Revenue/Retail Sales Revenue/Capita

1996	2001	2006	Est. Breakout
NA ^{1/}	\$4.40/1,000	\$5.19/1,000	Local 70%
\$43.25	\$56.83	\$75.49	National 30%

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	4,890.2	5,050.1	0.6%	5,050.1	5,081.6	0.1%
Households	1,794.6	1,873.3	0.9%	1,873.3	1,908.9	0.4%
Retail Sales	NA ^{1/}	65,189.1	NA ^{1/}	65,189.1	73,875.5	2.5%
EBI ^{2/}	87,060.0	112,565.7	5.3%	112,565.7	138,186.6	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,425.5	429.3	201.0	222.2	345.5	386.6	344.6	496.4
Women (000)	2,624.6	411.4	192.3	223.0	346.9	408.1	374.0	668.9
Total	5,050.1	840.7	393.3	445.2	692.4	794.7	718.6	1,165.2
Percentage	100.0%	16.6%	7.8%	8.8%	13.7%	15.7%	14.2%	23.1%
Per Capita	\$ 22,290							
				Median Household	\$ 50,290		Avg Household	\$ 60,090
Ethnic Population:	White	74.5%	Black	21.2%	Asian	3.9%	Hispanic	5.2%

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+	2.6	60.5		61.9	63.1	18.4	81.5
Avg 12+	2.6	3.8		3.9	3.5	0.7	1.9
Tot LCS	3.2	74.2		76.0	77.4	22.6	100.0
Avg LCS	3.2	4.6		4.7	4.3	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

Some stations also rated in Trenton, NJ.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
																2002	2002	2002	2001	2001	2001	2001	2000
WFIL	Philadelphia	B	560	5.0	5.00	e	Salem Comm Corp	22	9310	4,000		Chrst/Talk	2,250		0.4	0.5	0.5	0.0	0.5	0.5	0.0	0.4	0.5
WIP	Philadelphia	B	610	5.0	5.00	b	Infinity Bcstg	22	0102		g1	Sprts/Talk	16,950	1.55	3.8	2.8	2.9	3.2	3.1	2.8	3.2	3.0	3.5
• WWJZ	Mount Holly	B	640	50.0	0.95		ABC Radio Inc	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				Spanish				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	1,300			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	Mega Comm Inc	58	9812		g	News/Info	600		0.5	0.0	0.0	0.0	0.0	0.0	0.6	0.4	0.6
WPEN	Philadelphia	B	950	50.0	cp	50.00	c	Greater Media	29	7501		Big Band	4,500	0.36	4.4	3.6	3.0	3.4	3.3	3.1	3.2	4.1	4.1
WZZD	Philadelphia	B	990	50.0	10.00	e	Salem Comm Corp	24	9406		g	CCtmp/Chrst	1,850			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	37,900	1.61	8.2	6.7	5.8	6.8	7.9	7.1	6.8	6.8	6.2
• WNAP	Norristown	D	1110	4.8	0.00		GHB Bcstg	46				Gospel	500		0.3	0.8	0.4	0.4	0.3	0.4	0.0	0.3	0.4
WPHT	Philadelphia	A	1210	50.0	50.00	b	Infinity Bcstg	22	0102		g1	Talk	4,800	0.38	4.4	2.9	3.0	2.4	3.6	4.0	3.6	4.0	2.9
WEMG	Camden	B	1310	1.0	0.25	f	Mega Comm Inc	25	9812	2,000		Spanish			0.5	1.0	0.5	0.6	0.5	0.4	0.2	0.4	0.5
WHAT	Philadelphia	C	1340	1.0	1.00		Inner City Bcstg	25	0002	1,500		Talk	1,300	0.35	1.3	0.7	0.6	1.1	0.8	1.2	0.9	1.3	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		WCOJ Radio Co	49	9801	750		Nws/Tlk/Old	1,000			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	2,500	0.48	1.8	1.3	1.7	1.4	1.2	1.5	1.6	1.6	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		Nws/Tlk/Cls				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 -		11	AM TOTALS					25.6	20.3	18.4	19.3	21.2	21.0	20.1	22.3	20.7
				AM & FM Stations Profiled -		43	# Duopolies -		11	Total Local Commercial Share					81.7	81.5	81.3	80.4	81.8	80.1	81.7	82.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 7

Revenue Rank: 9

Houston-Galveston, TX Market Overview



Metro Counties / Population (000)

Brazoria, TX	245.5
Chambers, TX	26.5
Fort Bend, TX	364.1
Galveston, TX	252.6
Harris, TX	3,444.3
Liberty, TX	71.5
Montgomery, TX	302.1
Waller, TX	33.4
Total	4,740.0

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$207,600	\$226,600	\$259,300	\$288,000	\$325,800	\$309,800
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.9%	\$327,700	\$346,100	\$363,400	\$385,200	\$410,200	5.8%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$4.92/1,000	\$5.05/1,000	Local	74%		
Revenue/Capita	\$49.45	\$65.36	\$79.90	National	26%		

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	4,198.0	4,740.0	2.5%	4,740.0	5,134.0
Households	1,491.2	1,711.8	2.8%	1,711.8	1,874.7	1.8%
Retail Sales	NA ^{1/}	62,935.2	NA ^{1/}	62,935.2	81,278.0	5.2%
EBI ^{2/}	69,877.8	97,689.1	6.9%	97,689.1	131,023.3	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,370.7	484.3	222.6	215.6	380.4	422.3	331.8	313.6
Women (000)	2,369.3	464.9	212.5	206.5	360.5	414.6	327.4	382.9
Total	4,740.0	949.3	435.1	422.1	740.9	836.8	659.2	696.6
Percentage	100.0%	20.0%	9.2%	8.9%	15.6%	17.7%	13.9%	14.7%
Per Capita	\$ 20,610	Median Household		\$ 45,388	Avg Household		\$ 57,068	
Ethnic Population:	White	76.3%	Black	17.3%	Asian	5.5%	Hispanic	29.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		27	23	29	26	55
Tot 12+	0.1		68.0	67.4	68.1	15.3	83.4
Avg 12+	0.1		2.5	2.9	2.3	0.6	1.5
Tot LCS	0.1		81.5	80.8	81.7	18.3	100.0
Avg LCS	0.1		3.0	3.5	2.8	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	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
KRTS	Seabrook	C1	92.1	50.0	981		Stude, M.S., et al	84	8705	2,250	e	Classical	1,800	0.58	1.0	0.8	0.7	0.8	0.9	0.6	0.7	1.1	0.9
KKBQ	Pasadena	C	92.9	100.0	1919	d	Cox Radio Inc	62	0008		g	Country	17,300	1.60	3.5	3.2	2.6	3.3	2.8	2.8	3.3	3.2	2.6
KQBU	Port Arthur	C	93.3	100.0	1952	g	Univision Comm Inc	92	0206 p		st	Mexican	200		0.9	0.9	0.9	0.7	0.7	0.4	0.9	1.0	0.8
KKRW	Houston	C	93.7	100.0	1719	b	Clear Channel Comm	64	0008		g	Clsc Rock	12,500	1.03	3.9	2.7	3.1	3.4	2.8	3.1	3.7	3.5	2.9
KTBZ	Houston	C	94.5	100.0	1919	b	Clear Channel Comm	63	0008		g	Modern Rock	9,100	0.64	4.6	4.0	4.1	4.3	3.8	4.4	3.5	3.6	4.3
KIKK	Houston	C	95.7	100.0	1919	a	Infinity Bcstg	59	0102		g1	Country	9,800	1.09	2.9	1.9	2.0	2.4	1.8	2.2	1.6	3.0	3.2
KHMX	Houston	C	96.5	100.0	1919	b	Clear Channel Comm	61	9905		g8	Hot AC	15,300	1.45	3.4	2.5	2.5	2.7	3.0	2.7	2.3	3.2	3.3
KTHT	Cleveland	C	97.1	100.0	1847	d	Cox Radio Inc	92	0008		g6	CHR/Dance	3,000	0.46	2.1	1.6	1.7	1.7	1.9	1.8	2.6	2.1	0.7
KRWP	Beaumont	C	97.5	100.0	1955	i	Cumulus Bcstg Inc	48	9804		d1	Urban	2,100			1.1	0.8	0.7	0.0	0.0	0.0	0.0	0.0
KBXX	Houston	C	97.9	100.0	1919	e	Radio One Inc	58	0008		g5	R&B/Od/HpH	17,100	0.70	7.9	4.9	4.8	5.4	5.9	6.1	7.3	6.6	6.9
KTJM	Port Arthur	C	98.5	100.0	1952	c	Liberman Bcstg Inc	63	0103	44,000	d2	Mexican	4,000	0.81	1.6	2.0	1.7	2.5	2.1	1.4	1.7	1.1	1.3
KODA	Houston	C	99.1	100.0	1919	b	Clear Channel Comm	58	0008		g	Soft AC	29,800	1.23	7.8	5.9	6.2	7.0	7.6	6.3	6.2	7.5	6.4
KUST	Willis	A	99.7	3.5 cp	433	j	New Wavo Comm	98	9704	158	2c	Country			0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.1
KSHN	Liberty	C2	99.9	26.5	679		Trinity River Valley	91				AC/Old/Cty	450			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	27,100	1.39	6.3	3.9	4.1	4.5	4.1	4.2	5.6	5.4	6.2
KLAT	Winnie	C	100.7	100.0	1952	g	Univision Comm Inc	87	0206 p		st	Spn/Rym/CH			1.3	0.1	0.2	1.1	1.4	1.3	1.1	1.1	1.0
KLOL	Houston	C	101.1	100.0	1919	b	Clear Channel Comm	47	0008		g	Rock	15,300	1.37	3.6	2.5	2.4	2.8	2.9	2.9	3.3	3.4	2.7
KSTB	Crystal Beach	C3	101.5	14.0	449	i	Cumulus Bcstg Inc	95	0206	2,500		Hot AC				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	19,800	0.97	6.6	4.9	5.3	5.7	6.7	6.7	6.2	4.6	4.9
KLTN	Houston	C	102.9	100.0	984	g	Univision Comm Inc	60	0206 p		st	Mexican	22,300	1.16	6.2	6.5	6.7	5.8	5.6	4.6	5.3	4.5	6.6
KJOJ	Freeport	C	103.3	100.0	994	c	Liberman Bcstg Inc	65	0103		d2	Mexican	700		0.1	0.7	0.6	0.6	0.6	0.3	0.0	0.1	0.0
KVST	Willis	C3	103.7	15.0	427	j	New Wavo Comm	93	9107	125	2c	Country	1,300		0.5	0.4	0.4	0.4	0.0	0.4	0.4	0.6	0.3
KRBE	Houston	C	104.1	100.0	1919		Susquehanna Radio	59	8610			CHR	20,000	1.04	6.2	5.1	4.4	4.8	4.6	5.7	5.4	4.8	5.3
KPTY	Missouri City	C3	104.9	2.7 cp	981	g	Univision Comm Inc	68	0206 p		st	Spn/Rym/CH	2,000		0.7	2.8	2.1	0.5	0.6	0.4	0.8	0.7	0.5
KLTO	Crystal Beach	A	105.3	6.0 cp	180	g	Univision Comm Inc	89	0206 p		st	Spanish AC				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	0206 p		st	Span/AdCHR	6,700	1.14	1.9	3.2	3.3	3.2	2.9	1.5	1.4	1.7	1.7
KHPT	Conroe	C	106.9	100.0	1900	d	Cox Radio Inc	91	0009		sw	Variety	2,200	0.24	3.0	2.5	2.6	2.0	2.1	2.3	2.6	2.5	2.8
KLDE	Lake Jackson	C	107.5	98.0	1972	d	Cox Radio Inc	64	0008		g	Oldies	14,900	1.37	3.5	3.1	3.9	3.1	2.7	3.5	2.7	2.9	2.7
KQQK	Beaumont	C	107.9	100.0	1808	c	Liberman Bcstg Inc	67	0210	24,000		Span/CHR	2,400	0.41	1.9	2.6	0.9	1.0	1.0	1.2	1.4	2.0	1.7
# FM Stations -					29	# Combos -					26	FM TOTALS			81.5	69.8	68.1	70.5	68.5	66.9	70.0	70.2	69.8

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 7

Revenue Rank: 9

Houston-Galveston, TX Market Overview



Metro Counties / Population (000)

Brazoria, TX	245.5
Chambers, TX	26.5
Fort Bend, TX	364.1
Galveston, TX	252.6
Harris, TX	3,444.3
Liberty, TX	71.5
Montgomery, TX	302.1
Waller, TX	33.4
Total	4,740.0

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$207,600	\$226,600	\$259,300	\$288,000	\$325,800	\$309,800
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.9%	\$327,700	\$346,100	\$363,400	\$385,200	\$410,200	5.8%

	1996	2001	2006	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$4.92/1,000	\$5.05/1,000	Local	74%
Revenue/Capita	\$49.45	\$65.36	\$79.90	National	26%

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	4,198.0	4,740.0	2.5%	4,740.0	5,134.0	1.6%
Households	1,491.2	1,711.8	2.8%	1,711.8	1,874.7	1.8%
Retail Sales	NA ^{1/}	62,935.2	NA ^{1/}	62,935.2	81,278.0	5.2%
EBI ^{2/}	69,877.8	97,689.1	6.9%	97,689.1	131,023.3	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,370.7	484.3	222.6	215.6	380.4	422.3	331.8	313.6
Women (000)	2,369.3	464.9	212.5	206.5	360.5	414.6	327.4	382.9
Total	4,740.0	949.3	435.1	422.1	740.9	836.8	659.2	696.6
Percentage	100.0%	20.0%	9.2%	8.9%	15.6%	17.7%	13.9%	14.7%
Per Capita	\$ 20,610							
			Median Household	\$ 45,388			Avg Household	\$ 57,068
Ethnic Population:	White	76.3%	Black	17.3%	Asian	5.5%	Hispanic	29.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		27	23	29	26	55
Tot 12+	0.1		68.0	67.4	68.1	15.3	83.4
Avg 12+	0.1		2.5	2.9	2.3	0.6	1.5
Tot LCS	0.1		81.5	80.8	81.7	18.3	100.0
Avg LCS	0.1		3.0	3.5	2.8	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		Day	Night	Sales		L	2001 Est	Avg '01	ARB 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Freq	Power (kW)	Power (kW)	C	Year Date Std Acc'd	Price (000)	M A	Format	Revenue (000)1/	Power Ratio	Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
KILT	Houston	B	610	5.0	5.00	a	Infinity Bcstg 48 0102		g1	Sports	5,900	1.19	1.6	1.3	1.6	1.2	1.1	1.3	0.9	1.3	1.8	
• KIKK	Pasadena	D	650	0.3	0.00	a	Infinity Bcstg 57 0102		g1	Bus News			0.3	0.4	0.0	0.4	0.0	0.4	0.3	0.4	0.0	
• KSEV	Tomball	B	700	15.0	1.00	c	Liberman Bcstg Inc 86 0103		d2	Talk	3,800	0.82	1.5	1.8	1.8	1.8	2.0	2.1	2.1	0.4	0.6	
KTRH	Houston	B	740	50.0	50.00	b	Clear Channel Comm 30 0008		g	News/Sprts	20,200	1.42	4.6	3.9	4.0	3.8	4.4	4.7	3.9	3.5	3.6	
KBME	Houston	B	790	5.0	5.00	b	Clear Channel Comm 44 0008		g	Adlt Stndrd	2,400	0.39	2.0	1.6	1.2	1.4	1.6	1.8	1.8	1.8	1.5	
• KEYH	Houston	D	850	10.0	0.18	c	Liberman Bcstg Inc 74 0205 p	6,000		Tropical	1,300		0.5	0.5	0.0	0.0	0.0	0.4	0.6	0.0	0.6	
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	News/Talk	8,500	0.83	3.3	2.5	2.9	2.6	2.9	2.3	2.4	3.3	3.2	
• KRTX	Rosenburg-Rich	B	980	1.0	4.00	g	Univision Comm Inc 48 0206 p		st	Spn/Rym/CH				0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	
• KLAT	Houston	B	1010	5.0	3.60	g	Univision Comm Inc 61 0206 p		st	Span/Talk	4,800	1.29	1.2	0.5	0.6	0.9	1.0	1.3	0.7	0.9	1.1	
• KCHN	Brookshire	D	1050	0.4 cp	0.00		Multicultural Bcstg 68 9507		5	Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKKT	Houston	B	1070	10.0	5.00	f	Salem Comm Corp 68 9503	5,000		Chrst/Talk	700		0.5	0.4	0.0	0.0	0.0	0.6	0.5	0.3	0.4	
• KTEK	Alvin	D	1110	2.5	0.00	f	Salem Comm Corp 81 9810		g	Cst/Tlk/Eth	400			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	100		0.2	0.7	1.1	1.0	0.4	0.6	0.0	0.0	0.0	
KXYZ	Houston	B	1320	5.0	5.00		Radio Unica 30 9804	6,400		Spn/Nws/Tlk	2,600		0.9	0.5	0.7	0.6	0.8	0.9	0.7	0.6	0.9	
KWWJ	Baytown	B	1360	5.0	1.00		Salt of Earth Bcstg 47 8808			Religion	600		0.5	0.5	0.5	0.5	0.8	0.5	0.0	0.6	0.6	
KCOH	Houston	B	1430	5.0	0.33		KCOH Inc 48 7602			Urban	1,800		0.7	0.5	0.6	0.6	0.7	0.7	0.6	0.5	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		Span/Chrst			0.4	0.4	0.3	0.0	0.0	0.3	0.5	0.0	0.4	
• 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		Oldes/Sprts	700			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KILE	Bellaire	D	1560	0.8	0.00		The Raftt Corp 61 9911	75		Ethnic			0.4	0.0	0.0	0.0	0.0	0.8	0.0	0.5	0.0	
KMIC	Houston	B	1590	5.0	5.00		ABC Radio Inc 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 -		26	# Combos -		13	AM TOTALS					18.6	15.5	15.3	14.9	15.9	18.7	15.0	14.1	15.4	
		AM & FM Stations Profiled -		55	# Duopolies -		20	Total Local Commercial Share					85.3	83.4	85.4	84.4	85.6	85.0	84.3	85.2		

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: 6

Washington, DC Market Overview



Metro Counties / Population (000)

Dist. of Col.	569.4
Calvert, MD	76.3
Charles, MD	122.0
Frederick, MD	198.7
Montgomery, MD	882.1
Pr Georges, MD	806.9
Alexandria city	129.6
Arlington, VA	190.8
Fairfax, VA	981.1
Fairfax City, VA	21.6
Falls Church city	10.4
Loudoun, VA	175.9
Manassas city	35.7
Manassas Pk city	10.6
Pr William, VA	285.7
Stafford, VA	94.8
Total	4,591.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$215,200	\$232,000	\$261,100	\$326,000	\$395,200	\$347,700
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06	
	-12.0%	\$364,400	\$392,100	\$427,400	\$453,000	\$482,500	6.8%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$5.91/1,000	2006 \$7.00/1,000	Est. Breakout			
Revenue/Capita	\$51.30	\$75.73	\$99.31	Local	75%		
				National	25%		

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	4,194.8	4,591.6	1.8%	4,591.6	4,858.7
Households	1,553.0	1,730.8	2.2%	1,730.8	1,848.2	1.3%
Retail Sales	NA ^{1/}	58,874.1	NA ^{1/}	58,874.1	68,928.6	3.2%
EBI ^{2/}	86,926.0	116,966.8	6.1%	116,966.8	145,368.1	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,251.0	385.6	175.3	211.8	368.9	415.9	364.9	328.6
Women (000)	2,340.6	370.2	168.2	214.4	367.9	439.0	369.2	411.7
Total	4,591.6	755.8	343.4	426.2	736.8	854.9	734.1	740.3
Percentage	100.0%	16.5%	7.5%	9.3%	16.0%	18.6%	16.0%	16.1%
Per Capita	\$ 25,474		Median Household	\$ 59,070		Avg Household	\$ 67,580	
Ethnic Population:	White 62.8%	Black 28.5%	Asian 8.1%	Hispanic 9.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	19		21	25	27	52
Tot 12+	7.0	60.1		66.0	67.1	13.6	80.7
Avg 12+	1.2	3.2		3.1	2.7	0.5	1.6
Tot LCS	8.7	74.5		81.8	83.1	16.9	100.0
Avg LCS	1.4	3.9		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														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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall								
															2002	2002	2002	2001	2001	2001	2001	2000								
WBZS	Prince Frederick	A	92.7	2.9 cp	476	f	Mega Comm Inc	71	0002	5,250		Tropical	500	0.5	1.1	0.9	1.2	0.5	0.4	0.4	0.7	0.0								
WFLS	Fredericksburg	B	93.3	50.0	492		Free Lance-Star	62				Country	n/a	0.8	0.6	0.7	0.5	0.6	0.8	0.7	0.5	0.5								
WKYS	Washington	B	93.9	24.5	705	a	Radio One Inc	47	9506	34,000		Urban AC	19,000	0.83	6.6	5.2	5.1	4.2	5.1	5.7	5.0	5.3	5.2							
WBPS	Warrenton	A	94.3	2.0 cp	574	f	Mega Comm Inc	66	0007	5,250		Tropical	600	0.3	0.2	0.4	0.4	0.3	0.2	0.3	0.4	0.0								
WARW	Bethesda	B	94.7	20.5	771	c	Infinity Bcstg	59	0102		g2	Clsc Rock	10,900	0.92	3.4	2.7	2.2	2.0	2.3	2.8	2.5	2.5	3.1							
WPGC	Morningside	B	95.5	50.0	486	c	Infinity Bcstg	59	0102		g2	CHR/Rhymc	27,400	1.05	7.5	6.0	6.2	6.1	6.7	6.6	6.0	5.7	5.9							
WHUR	Washington	B	96.3	24.0	669		Howard Univ Bd	71				Urban AC	17,100	0.95	5.2	4.8	4.8	4.7	4.5	4.7	4.1	4.0	4.0							
WASH	Washington	B	97.1	17.5 cp	794	e	Clear Channel Comm	48	0008		g	Soft Rock	17,800	1.11	4.6	2.9	3.8	4.2	4.5	3.5	3.4	4.0	3.9							
WMZQ	Washington	B	98.7	50.0	489	e	Clear Channel Comm	68	0008		g	Country	19,000	1.09	5.0	3.4	3.7	3.8	3.2	4.5	4.4	3.5	3.6							
WHFS	Annapolis	B	99.1	50.0	459	c	Infinity Bcstg	49	0102		g2	Alternative	12,200	1.46	2.4	1.3	1.6	1.7	1.5	1.7	2.1	1.8	2.2							
WIHT	Washington	B	99.5	22.0	751	e	Clear Channel Comm	60	0008		g	CHR	11,300	1.16	2.8	2.8	3.2	2.9	2.7	2.1	1.9	2.2	2.7							
WFRE	Frederick	B	99.9	7.9	1165	h	Clear Channel Comm	61	0008			Country	n/a	1.1	1.1	0.9	0.8	0.8	0.6	1.2	1.2	0.6								
WBIG	Washington	B	100.3	36.0	574	e	Clear Channel Comm	48	0008		g	Oldies	20,400	1.22	4.8	4.3	4.1	4.1	4.3	3.8	4.1	4.0	3.6							
WWDC	Washington	B	101.1	22.5	761	e	Clear Channel Comm	47	0008		g	Rock	16,000	0.94	4.9	3.4	3.6	3.9	3.8	4.0	4.4	3.8	3.6							
WMMJ	Bethesda	A	102.3	2.9	479	a	Radio One Inc	61	8709	7,500		Urban AC	20,000	0.87	6.6	6.0	5.0	6.0	5.1	5.1	5.4	5.7	5.1							
WAFY	Middletown	A	103.1	1.0	571		Frederick Bcstg LLC	90				AC	n/a	0.5	0.0	0.4	0.0	0.0	0.5	0.4	0.4	0.4								
WGMS	Washington	B	103.5	44.0	518	d	Bonneville Intl	47	9804		sw	Classical	9,800	0.51	5.5	3.9	4.1	4.4	4.7	4.3	3.9	5.1	4.5							
WWVZ	Braddock	A	103.9	0.4	912	d	Bonneville Intl	72	9607		g1	Hot AC		0.1	0.1	0.3	0.2	0.1	0.1	0.1	0.1	0.1								
WWZZ	Waldorf	B	104.1	20.0	801	d	Bonneville Intl	65	9607		g	Hot AC	8,400	0.62	3.9	2.5	2.4	2.1	2.0	2.4	3.4	3.4	3.5							
WGRX	Falmouth	A	104.5	2.7 cp	492		Telemedia Bcstg	01	0103	See (165)		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	6,700	1.38	1.4	1.0	1.1	0.9	0.8	1.1	0.9	1.2	1.2							
WJZW	Woodbridge	B	105.9	25.0	650	b	ABC Radio Inc	58	9707		g	Smooth Jazz	12,000	0.72	4.8	4.4	3.8	3.2	4.2	4.3	3.7	4.0	3.5							
WJFK	Manassas	B	106.7	18.5	732	c	Infinity Bcstg	68	0102		g2	Talk	30,000	1.76	4.9	3.8	3.6	3.8	3.7	3.4	4.4	3.5	4.5							
● WRQX	Washington	B	107.3	34.0	604	b	ABC Radio Inc	48	9602		g1	Urban AC	24,000	1.30	5.3	3.9	3.5	3.7	3.8	4.2	4.5	3.9	4.4							
WTOP	Warrenton	B	107.7	29.0	646	d	Bonneville Intl	78	9806		sw	News		1.8	1.8	1.7	1.7	1.7	1.7	1.7	1.3	1.5	1.4							
# FM Stations -														25	# Combos -		21	FM TOTALS				84.7	67.2	67.1	66.5	66.9	68.5	68.5	68.4	67.5

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 8

Revenue Rank: 6

Washington, DC Market Overview



Metro Counties / Population (000)

Dist. of Col.	569.4
Calvert, MD	76.3
Charles, MD	122.0
Frederick, MD	198.7
Montgomery, MD	882.1
Pr Georges, MD	806.9
Alexandria city	129.6
Arlington, VA	190.8
Fairfax, VA	981.1
Fairfax City, VA	21.6
Falls Church city	10.4
Loudoun, VA	175.9
Manassas city	35.7
Manassas Pk city	10.6
Pr William, VA	285.7
Stafford, VA	94.8
Total	4,591.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$215,200	\$232,000	\$261,100	\$326,000	\$395,200	\$347,700
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-12.0%	\$364,400	\$392,100	\$427,400	\$453,000	\$482,500	6.8%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$5.91/1,000	\$7.00/1,000	Local	75%		
Revenue/Capita	\$51.30	\$75.73	\$99.31	National	25%		

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	4,194.8	4,591.6	1.8%	4,591.6	4,858.7	1.1%
Households	1,553.0	1,730.8	2.2%	1,730.8	1,848.2	1.3%
Retail Sales	NA ^{1/}	58,874.1	NA ^{1/}	58,874.1	68,928.6	3.2%
EBI ^{2/}	86,926.0	116,966.8	6.1%	116,966.8	145,368.1	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,251.0	385.6	175.3	211.8	368.9	415.9	364.9	328.6
Women (000)	2,340.6	370.2	168.2	214.4	367.9	439.0	369.2	411.7
Total	4,591.6	755.8	343.4	426.2	736.8	854.9	734.1	740.3
Percentage	100.0%	16.5%	7.5%	9.3%	16.0%	18.6%	16.0%	16.1%
Per Capita	\$ 25,474		Median Household	\$ 59,070		Avg Household	\$ 67,580	
Ethnic Population:	White	62.8%	Black	28.5%	Asian	8.1%	Hispanic	9.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	19		21	25	27	52
Tot 12+	7.0	60.1		66.0	67.1	13.6	80.7
Avg 12+	1.2	3.2		3.1	2.7	0.5	1.6
Tot LCS	8.7	74.5		81.8	83.1	16.9	100.0
Avg LCS	1.4	3.9		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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000		
• WTNT	Bethesda	B	570	5.0	1.00	e	Clear Channel Comm	47	0008		g	Talk	2,300		0.7	0.5	0.5	0.8	0.6	0.0	0.4	1.0	0.9		
	WMAL	Washington	B	630	5.0	5.00	b	ABC Radio Inc	25	9602		g1	News/Talk	14,000	0.84	4.8	3.2	3.0	4.1	3.3	3.7	4.0	4.2	3.6	
• WKDL	Alexandria	B	730	8.0	0.03	f	Mega Comm Inc	45	9910		g	Mexican	1,400		0.4	0.6	0.6	0.6	0.9	0.4	0.5	0.5	0.0		
• WABS	Arlington	D	780	5.0	0.00	i	Salem Comm Corp	46	0001	4,100		Chrst/Talk	800			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 Int'l	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	600			0.0	0.5	0.5	0.5	0.0	0.0	0.0	0.0		
	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	7,200	1.04	2.0	1.9	1.8	1.5	1.6	1.5	1.6	1.5	1.8	
• WWGB	Indian Head	D	1030	50.0	0.00		Joo, Sun Young	86	0207	2,900		Reign/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	g	Multicultural Bcstg	46	0204	3,000		Mexican	1,400		0.1	0.1	0.2	0.0	0.0	0.2	0.0	0.1	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	0.0	0.0	0.0	0.0	0.0		
• WMET	Gaithersburg	B	1160	50.0 cp	1.50		IDT Corporation	83	0207		st	Bus News				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	Bus News	2,200		0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.5	
	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	1,500		0.8	0.8	0.9	0.5	0.7	0.7	0.5	0.7	0.8	
	WZHF	Arlington	B	1390	5.0	5.00	g	Multicultural Bcstg	47	0007		sw	Ethnic	1,000			0.0	0.0	0.0	0.0	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	1,600		0.8	1.4	1.0	0.9	0.9	0.7	0.8	0.5	0.7	
	WKDV	Manassas	B	1460	5.0	5.00	g	Multicultural Bcstg	57	0007		sw	Ethnic				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		Cty/Gsp/BGs				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 Int'l	26	9804		sw	News	24,800	1.88	3.8	3.3	3.5	3.7	3.8	3.3	2.9	3.0	3.2	
• WACA	Wheaton	D	1540	5.0	0.00		AC Communications	54	0101	2,500		Spanish	800		0.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.4	0.7	
• 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	4,000	0.82	1.4	1.3	1.0	1.3	1.3	1.1	0.9	1.3	1.3	
• WKDM	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 -					27	# Combos -					16	AM TOTALS					15.4	13.1	13.6	13.9	13.6	11.6	11.6	13.6	13.5
AM & FM Stations Profiled -					52	# Duopolies -					16	Total Local Commercial Share					80.3	80.7	80.4	80.5	80.1	80.1	82.0	81.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 9

Revenue Rank: 8

Boston, MA Market Overview



Metro Counties / Population (000)

Essex, MA	727.4
Middlesex, MA	1,470.4
Norfolk, MA	652.9
Plymouth, MA	475.6
Suffolk, MA	691.8
Worcester, MA	257.9
Hillsborough, NH	246.7
Total	4,522.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$201,400	\$224,300	\$259,200	\$312,800	\$361,200	\$321,800	9.8%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-10.9%	\$337,200	\$359,400	\$382,800	\$405,800	\$432,200	6.1%

Revenue/Retail Sales Revenue/Capita

1996	2001	2006	Est. Breakout
NA ^{1/}	\$4.74/1,000	\$5.14/1,000	Local 63%
\$46.82	\$71.15	\$92.90	National 37%

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	4,301.2	4,522.7	1.0%	4,522.7	4,652.1	0.6%
Households	1,601.9	1,716.5	1.4%	1,716.5	1,792.8	0.9%
Retail Sales	NA ^{1/}	67,940.9	NA ^{1/}	67,940.9	84,072.0	4.4%
EBI ^{2/}	78,093.2	108,205.4	6.7%	108,205.4	131,291.2	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,181.8	351.1	162.2	230.1	346.6	363.1	310.5	418.3
Women (000)	2,340.8	335.8	155.5	232.0	336.9	375.3	328.8	576.4
Total	4,522.7	686.9	317.7	462.2	683.5	738.4	639.3	994.7
Percentage	100.0%	15.2%	7.0%	10.2%	15.1%	16.3%	14.1%	22.0%
Per Capita	\$ 23,925		Median Household	\$ 54,302		Avg Household	\$ 63,040	
Ethnic Population:	White 87.0%	Black 7.3%	Asian 5.2%	Hispanic 6.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	17		18	27	37	64
Tot 12+	3.0	56.0		58.1	59.0	20.1	79.1
Avg 12+	0.3	3.3		3.2	2.2	0.5	1.2
Tot LCS	3.8	70.8		73.5	74.6	25.4	100.0
Avg LCS	0.4	4.2		4.1	2.8	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 Springfield, Manchester & Worcester.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																2002	2002	2002	2001	2001	2001	2001	2000	
WFEX	Peterborough	A	92.1	0.2	1388	i	Phoenix Media Comm	71	9911			Alternative	400		0.2	0.1	0.1	0.0	0.1	0.2	0.1	0.1	0.1	0.1
WXRV	Haverhill	B	92.5	25.0	712		Northeast Bcstg Co	59				AAA	3,400	0.96	1.1	1.4	1.2	0.9	0.9	0.9	0.9	0.9	1.0	0.8
WBOS	Brookline	B	92.9	18.5	735	b	Greater Media	55	9708		sw	AAA	9,000	1.17	2.4	1.9	2.3	1.8	1.8	1.7	2.0	1.9	2.1	
WQSX	Lawrence	B	93.7	34.0 cp	587	k	Entercom	60	9811		g3	AC	11,400	1.04	3.4	2.7	2.8	3.0	3.0	3.0	2.8	2.7	2.2	
WJMN	Boston	B	94.5	11.5	1053	d	Clear Channel Comm	48	0008		g	UrCHR/Rhy	17,900	0.86	6.5	4.9	6.2	5.2	4.8	5.6	5.3	4.8	4.9	
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		0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
WTKK	Boston	B	96.9	22.5	735	b	Greater Media	45	9708		sw	Talk	4,800	0.60	2.5	2.1	2.3	2.4	2.5	1.7	2.4	1.9	2.1	
WBOT	Brockton	A	97.7	2.7	492	g	Radio One Inc	48	9909	10,000		UrCHR/Rhy	700	0.09	2.4	1.8	1.7	1.8	1.5	2.2	1.4	2.0	2.0	
WINQ	Winchendon	A	97.7	1.8	433		Aritaur Comm Inc	83	0005	775		AAA	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBMX	Boston	B	98.5	9.0	1145	c	Infinity Bcstg	48	0102		g2	AC	19,100	1.19	5.0	4.1	3.8	3.6	4.1	3.4	4.4	4.1	4.0	
● WPLM	Plymouth	B	99.1	50.0	430	e	Plymouth Rock Bcstg	61				Easy	2,400	0.31	2.4	2.4	2.2	2.6	2.0	1.6	1.7	2.3	2.1	
WKLB	Lowell	B	99.5	27.0	653	b	Greater Media	47	9708	11,750		Country	8,200	0.64	4.0	3.6	2.8	3.4	2.9	3.2	3.3	2.9	3.5	
WAHL	Athol	A	99.9	1.9	407		Citadel Comm Corp	89	0005	875	c1	Hot AC				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	
WZLX	Boston	B	100.7	21.5	771	c	Infinity Bcstg	79	0102		g2	Clsc Rock	25,000	1.65	4.7	4.2	3.6	3.0	4.3	4.0	3.5	3.4	4.0	
WFNX	Lynn	A	101.7	1.7	449	i	Phoenix Media Comm	63	8211	1,400		Alternative	3,800	0.79	1.5	1.2	1.2	1.2	1.2	1.2	1.3	1.0	1.2	
WCRB	Waltham	B	102.5	8.1	1152		Charles River Bcstg	54				Classical	7,900	0.50	4.9	3.4	4.1	4.0	3.1	3.0	4.2	4.5	4.0	
WODS	Boston	B	103.3	16.0	886	c	Infinity Bcstg	48	0102		g2	Oldies	20,000	1.15	5.4	4.6	4.5	5.0	4.5	4.0	4.5	4.4	4.4	
WBCN	Boston	B	104.1	21.0	771	c	Infinity Bcstg	58	0102		g2	Alternative	27,400	1.77	4.8	3.7	3.6	3.6	3.9	4.4	3.3	3.6	4.0	
WXLO	Fitchburg	B	104.5	37.0	564		Citadel Comm Corp	60	0002			Hot AC	n/a		1.1	1.0	0.8	1.1	1.1	1.0	1.0	0.8	0.8	
WBOQ	Gloucester	A	104.9	3.2	446		Martin Bcstg LLC	64	0005		g1	Classical	1,100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WROR	Framingham	B	105.7	23.0	735	b	Greater Media	59	9610		sw	Clsc Hits	10,200	0.79	4.0	2.7	2.7	2.7	3.3	3.3	2.8	3.5	3.0	
WHOB	Nashua	A	106.3	1.0	541		Tele-Media Bcstg Co	87	0007	See (189)		Hot AC	n/a		0.4	0.0	0.0	0.0	0.5	0.0	0.4	0.5	0.4	
WMJX	Boston	B	106.7	21.5	771	b	Greater Media	82	8201	5,000		AC	23,000	1.05	6.8	5.5	5.3	5.8	5.5	5.3	5.8	5.4	5.2	
WAAF	Worcester	B	107.3	9.6 cp	1099	k	Entercom	61	9811		g3	Rock	11,800	1.05	3.5	2.1	2.4	1.9	2.7	3.0	2.6	2.6	2.8	
WXKS	Medford	B	107.9	20.5	771	d	Clear Channel Comm	60	0008		g	CHR	26,100	1.21	6.7	5.1	5.4	4.9	5.6	5.6	5.7	4.9	5.3	
# FM Stations -					27	# Combos -					17	FM TOTALS			73.8	58.5	59.0	57.9	59.3	58.3	59.7	58.3	58.9	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 9

Revenue Rank: 8

Boston, MA Market Overview



Metro Counties / Population (000)

Essex, MA	727.4
Middlesex, MA	1,470.4
Norfolk, MA	652.9
Plymouth, MA	475.6
Suffolk, MA	691.8
Worcester, MA	257.9
Hillsborough, NH	246.7
Total	4,522.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★
Revenue/Retail Sales
Revenue/Capita

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$201,400	\$224,300	\$259,200	\$312,800	\$361,200	\$321,800	9.8%
Δ 00 - 01	-10.9%						
	2002	2003	2004	2005	2006	Δ 01 - 06	
Gross Revenues	\$337,200	\$359,400	\$382,800	\$405,800	\$432,200	6.1%	
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$4.74/1,000	\$5.14/1,000	Local	63%		
Revenue/Capita	\$46.82	\$71.15	\$92.90	National	37%		

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	4,301.2	4,522.7	1.0%	4,522.7	4,652.1	0.6%
Households	1,601.9	1,716.5	1.4%	1,716.5	1,792.8	0.9%
Retail Sales	NA ^{1/}	67,940.9	NA ^{1/}	67,940.9	84,072.0	4.4%
EBI ^{2/}	78,093.2	108,205.4	6.7%	108,205.4	131,291.2	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,181.8	351.1	162.2	230.1	346.6	363.1	310.5	418.3
Women (000)	2,340.8	335.8	155.5	232.0	336.9	375.3	328.8	576.4
Total	4,522.7	686.9	317.7	462.2	683.5	738.4	639.3	994.7
Percentage	100.0%	15.2%	7.0%	10.2%	15.1%	16.3%	14.1%	22.0%
Per Capita	\$ 23,925							
				Median Household	\$ 54,302		Avg Household	\$ 63,040
Ethnic Population:	White	87.0%	Black	7.3%	Asian	5.2%	Hispanic	6.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	17		18	27	37	64
Tot 12+	3.0	56.0		58.1	59.0	20.1	79.1
Avg 12+	0.3	3.3		3.2	2.2	0.5	1.2
Tot LCS	3.8	70.8		73.5	74.6	25.4	100.0
Avg LCS	0.4	4.2		4.1	2.8	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 Springfield, Manchester & Worcester.

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	2001 Est		Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2002	2002	2002	2001	2001	2001	2001	2000
WEZE	Boston	B	590	5.0	5.00	h	Salem Comm Corp	24	9702	6,000		Chrst/Talk	2,200		0.7	0.3	0.0	0.4	0.7	0.6	0.5	0.6	0.4
• WJLT	Ashland	D	650	0.3	0.01	a	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	8,300	0.50	5.2	4.2	3.9	3.8	3.9	3.8	4.1	4.5	4.2
• WJIB	Cambridge	D	740	0.3	0.01	j	Bob Bittner Bcstg	48	9109	160		Easy	200			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
WEEI	Boston	B	850	50.0	50.00	k	Entercom	26	9811		g3	Sports	26,600	1.62	5.1	4.8	4.1	3.3	3.1	4.3	4.9	3.3	3.7
WBPS	Dedham	B	890	25.0	cp	l	Mega Comm Inc	95	9811	4,000		Talk	800			0.4	0.0	0.0	0.0	0.4	0.4	0.4	0.0
• WROL	Boston	D	950	5.0	0.00	h	Salem Comm Corp	50	0104	11,000		Chrst/Talk	1,000		0.2	0.0	0.0	0.4	0.0	0.3	0.3	0.0	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	c	Infinity Bcstg	21	0102		g2	Nws/Tlk/Spt	35,800	1.16	9.6	8.2	8.1	9.2	8.7	7.6	7.2	8.1	7.8
• WBIX	Natick	D	1060	40.0	0.00	a	Langer Bcstg Corp	72	9509	71		Bus News	200		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
• WILD	Boston	D	1090	5.0	cp	g	Radio One Inc	46	0101	5,000		Urban AC	3,500	0.78	1.4	1.2	0.9	1.1	1.5	1.3	0.8	1.1	1.3
• WCEC	Salem	D	1110	5.0	0.00	j	Costa Comm Corp	77				Span/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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
WAMG	Boston	B	1150	5.0	5.00	l	Mega Comm Inc	79	9811	5,000		Span/Varty	1,400	0.40	1.1	0.9	0.6	0.8	1.4	1.1	0.6	0.9	0.8
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	Frammingham	B	1200	50.0	cp	1.00	d	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	f	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 Radio Inc	22	0009		g	Children	1,600			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	f	Asher, James D.	47				Soft AC	500		0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3
• WRCA	Watertown	B	1330	5.0	cp	17.00	Beasley Bcst Group	48	0005	6,000		Span/Ethnc	1,050		0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.4
WGAW	Gardner	C	1340	1.0	1.00		Anastos Bcst Group	46	0108		g	Chrst/Span				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WLYN	Lynn	D	1360	0.7	0.08		Multicultural Bcstg	47	0208	1,775		Span/Relgn				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPLM	Plymouth	B	1390	5.0	5.00	e	Plymouth Rock Bcstg	55				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	l	Mega Comm Inc	34	9905	936		Span/Varty	600	0.3	0.2	0.4	0.5	0.5	0.4	0.2	0.2	0.3
• 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	d	Clear Channel Comm	52	0008		g	Nostalgia	800	0.15	1.7	1.2	1.2	1.1	1.1	1.2	1.6	1.1	1.5
• 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
• WSRO	Watertown	B	1470	1.4	cp	3.40	a	Multicultural Bcstg	58	0210	1,800		Talk			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	Nws/Tlk/Nst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMRC	Millford	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	Vulcan Ventures Inc	34	0102		g	Sprts/Talk	800			0.0	0.5	0.5	0.0	0.0	0.0	0.0	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	B	1570	0.5	0.50		Willow Farm Inc	63	9710	50		News/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				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		37	# Combos -		19	AM TOTALS				26.2	21.4	20.1	21.1	20.9	21.6	20.6	20.5	20.7	
				AM & FM Stations Profiled -		64	# Duopolies -		18	Total Local Commercial Share				79.9	79.1	79.0	80.2	79.9	80.3	78.8	79.6		

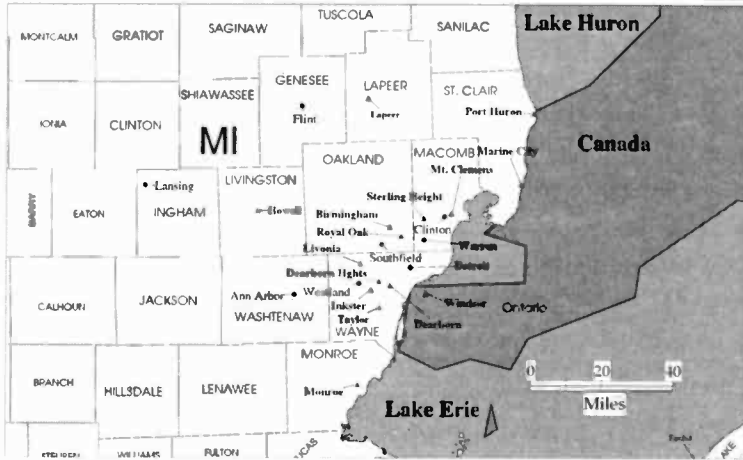
• Indicates a change since last edition

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	88.9
Livingston, MI	160.0
Macomb, MI	793.5
Monroe, MI	146.9
Oakland, MI	1,202.4
St. Clair, MI	165.6
Wayne, MI	2,057.4
Total	4,614.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$192,200	\$213,500	\$218,300	\$244,200	\$275,700	\$252,100
Δ 00 - 01	-8.6%						
★★★		\$266,700	\$279,000	\$295,700	\$313,500	\$333,900	5.8%
Revenue/Retail Sales	NA ^{1/}	\$3.70/1,000	\$4.03/1,000				Est. Breakout
Revenue/Capita	\$43.15	\$54.63	\$70.62				Local 76%
							National 24%

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	4,454.4	4,614.7	0.7%	4,614.7	4,728.3	0.5%
Households	1,652.4	1,741.4	1.1%	1,741.4	1,815.4	0.8%
Retail Sales	NA ^{1/}	68,135.8	NA ^{1/}	68,135.8	82,772.8	4.0%
EBI ^{2/}	71,155.2	91,419.2	5.1%	91,419.2	110,384.5	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,233.8	409.7	202.5	191.2	314.1	366.7	327.9	421.7
Women (000)	2,380.9	392.5	195.6	195.4	319.7	384.3	345.1	548.4
Total	4,614.7	802.1	398.1	386.6	633.8	751.0	673.0	970.1
Percentage	100.0%	17.4%	8.6%	8.4%	13.7%	16.3%	14.6%	21.0%
Per Capita	\$ 19,810							
				Median Household	\$ 44,846		Avg Household	\$ 52,498
Ethnic Population:	White	74.1%	Black	22.6%	Asian	2.6%	Hispanic	2.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	18	2	19	23	20	43
Tot 12+	0.0	61.9	4.0	65.0	65.9	19.5	85.4
Avg 12+	0.0	3.4	2.0	3.4	2.9	1.0	2.0
Tot LCS	0.0	72.5	4.7	76.1	77.2	22.8	100.0
Avg LCS	0.0	4.0	2.3	4.0	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

FM Stations

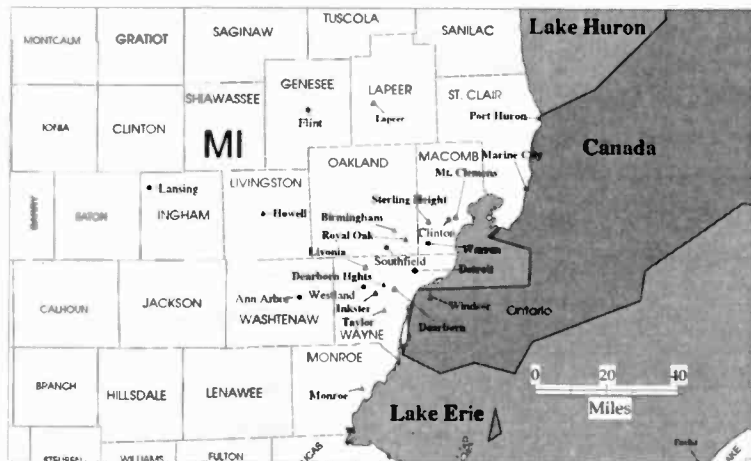
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)																
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000									
CIMX	Windsor	C1	88.7	100.0	577	e	CHUM Group Radio	67				Alternative			3.2	3.3	3.1	3.1	3.2	3.2	2.6	2.8	2.5									
WMXD	Detroit	B	92.3	45.0	479	d	Clear Channel Comm	64	0008		g	Urban AC	12,000	1.03	4.6	3.5	4.0	4.2	4.4	4.3	3.8	4.2	3.7									
WDRQ	Detroit	B	93.1	26.5	669	b	ABC Radio Inc	47	9804		g	AC	10,200	0.81	5.0	3.9	3.7	4.0	4.2	3.9	4.6	4.9	3.9									
WHMI	Howell	A	93.5	5.2	354		Livingston Radio	77	8810	477	c2	Clsc Hits	500		0.2	0.6	0.0	0.4	0.4	0.0	0.3	0.4	0.0									
CIDR	Windsor	C1	93.9	100.0	656	e	CHUM Group Radio	49	8505			AC			1.1	0.8	0.9	0.8	1.0	0.9	1.3	0.9	0.8									
WCSX	Birmingham	B	94.7	13.5 cp	951	a	Greater Media	58	7307			Clsc Rock	13,000	1.47	3.5	3.0	3.4	3.5	3.1	2.8	3.2	3.2	2.8									
WKQI	Detroit	B	95.5	100.0	427	d	Clear Channel Comm	49	0008		g	Top 40	16,500	1.49	4.4	3.8	3.1	3.1	3.1	3.8	3.7	4.1	3.5									
WDVD	Detroit	B	96.3	18.0 cp	764	b	ABC Radio Inc	48	9602		g3	Modern AC	4,800	0.79	2.4	2.1	2.1	2.1	1.6	2.1	2.5	1.9	1.9									
WKRK	Detroit	B	97.1	15.0	892	c	Infinity Bcstg	41	0102		g1	Talk	7,100	1.22	2.3	2.3	2.1	2.0	2.2	2.3	1.7	1.6	2.2									
WJLB	Detroit	B	97.9	50.0	489	d	Clear Channel Comm	26	0008		g	Urban AC	17,500	1.07	6.5	4.9	5.2	5.6	4.7	6.1	5.2	5.3	5.8									
WVMV	Detroit	B	98.7	50.0	463	c	Infinity Bcstg	61	0102		g1	Smooth Jazz	12,600	0.86	5.8	5.2	5.9	4.7	5.0	5.1	5.4	4.5	5.1									
WYCD	Detroit	B	99.5	17.5	787	c	Infinity Bcstg	60	0102		g1	Country	11,000	0.87	5.0	3.8	4.4	3.8	3.7	4.3	4.0	4.0	4.9									
WNIC	Dearborn	B	100.3	32.0	600	d	Clear Channel Comm	46	0008		g	AC	28,000	1.44	7.7	4.9	3.5	4.5	4.8	5.3	6.3	7.6	7.6									
WRIF	Detroit	B	101.1	11.0	955	a	Greater Media	48	9409	11,500		AOR	19,500	1.36	5.7	5.0	4.6	4.8	4.1	4.8	5.3	4.9	4.9									
WGRT	Port Huron	A	102.3	3.0	318		Pt Huron Family Rad	91				AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WDMK	Mount Clemens	B	102.7	50.0	499	f	Radio One Inc	60	9901	27,000		Urban AC	2,400	0.73	1.3	2.4	2.3	1.8	2.3	1.5	1.1	1.0	1.0									
WMUZ	Detroit	B	103.5	50.0	466	g	Crawford Bcstg Co	58				ChrsContem	1,500	0.54	1.1	0.9	0.9	0.9	1.0	0.9	0.8	0.9	1.2									
WOMC	Detroit	B	104.3	190.0	361	c	Infinity Bcstg	48	0102		g1	Oldies	18,400	1.28	5.7	6.5	5.2	4.8	4.9	5.1	5.2	4.9	4.6									
WMGC	Detroit	B	105.1	13.5	955	a	Greater Media	60	9701		sw	AC	6,300	0.89	2.8	3.2	3.5	3.9	4.2	2.7	2.5	2.4	2.1									
WDTJ	Detroit	B	105.9	20.0	725	f	Radio One Inc	60	9806	34,000		Urban	7,400	0.61	4.8	4.3	4.3	4.6	4.7	4.0	4.0	3.9	4.7									
WDTW	Detroit	B	106.7	61.0 cp	535	d	Clear Channel Comm	60	0008		g	Clsc Hits	6,500	0.99	2.6	2.4	2.6	2.3	2.1	2.4	2.7	1.8	2.1									
WSAQ	Port Huron	A	107.1	6.0	299	h	Liggett Comm LLC	64	0005	3,200	c4	Country	500		0.2	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.4									
WGPR	Detroit	B	107.5	50.0	361		WGPR Inc	61	6407			Black/AAA	2,400	0.73	1.3	1.4	1.1	1.1	1.0	1.1	1.0	1.0	1.4									
# FM Stations -																23	# Combos -		20	FM TOTALS				77.2	68.2	65.9	66.0	66.1	66.6	67.6	66.2	67.1

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	88.9
Livingston, MI	160.0
Macomb, MI	793.5
Monroe, MI	146.9
Oakland, MI	1,202.4
St. Clair, MI	165.6
Wayne, MI	2,057.4
Total	4,614.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$192,200	\$213,500	\$218,300	\$244,200	\$275,700	\$252,100	5.6%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
Gross Revenues	-8.6%	\$266,700	\$279,000	\$295,700	\$313,500	\$333,900	5.8%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.70/1,000	\$4.03/1,000	Local 76%
Revenue/Capita	\$43.15	\$54.63	\$70.62	National 24%

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	4,454.4	4,614.7	0.7%	4,614.7	4,728.3	0.5%
Households	1,652.4	1,741.4	1.1%	1,741.4	1,815.4	0.8%
Retail Sales	NA ^{1/}	68,135.8	NA ^{1/}	68,135.8	82,772.8	4.0%
EBI ^{2/}	71,155.2	91,419.2	5.1%	91,419.2	110,384.5	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,233.8	409.7	202.5	191.2	314.1	366.7	327.9	421.7
Women (000)	2,380.9	392.5	195.6	195.4	319.7	384.3	345.1	548.4
Total	4,614.7	802.1	398.1	386.6	633.8	751.0	673.0	970.1
Percentage	100.0%	17.4%	8.6%	8.4%	13.7%	16.3%	14.6%	21.0%
Per Capita	\$ 19,810							
			Median Household	\$ 44,846			Avg Household	\$ 52,498
Ethnic Population:	White 74.1%	Black 22.6%	Asian 2.6%				Hispanic 2.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	18	2	19	23	20	43
Tot 12+	0.0	61.9	4.0	65.0	65.9	19.5	85.4
Avg 12+	0.0	3.4	2.0	3.4	2.9	1.0	2.0
Tot LCS	0.0	72.5	4.7	76.1	77.2	22.8	100.0
Avg LCS	0.0	4.0	2.3	4.0	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)										
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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
• WLLZ	Monroe	D	560	0.5	0.01	g	Crawford Bcstg Co	56	9707	3,150		Religion			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
CKWW	Windsor	B	580	0.5	0.50	e	CHUM Group Radio	82	9303			Adlt Stndrd			2.8	2.0	2.5	2.4	1.9	1.8	2.4	2.8	2.6	
• 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 Radio Inc	22	9602		g3	FullService	17,800	1.02	6.9	6.4	6.1	6.6	6.2	6.6	5.7	6.0	5.7	
CKLW	Windsor	B	800	50.0	50.00	e	CHUM Group Radio	32	8505			News/Talk			0.5	0.4	0.4	0.5	0.3	0.6	0.4	0.4	0.4	
• WWJ	Detroit	B	950	50.0	50.00	c	Infinity Bcstg	20	0102		g1	News	22,000	1.34	6.5	5.2	5.3	5.8	6.1	5.7	5.5	5.8	5.4	
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	5,000	1.42	1.4	1.1	1.6	1.2	1.2	1.2	1.0	1.1	1.4	
WCHB	Taylor	B	1200	50.0	15.00	f	Radio One Inc	56	9806			Gospel	600		0.7	0.7	0.7	1.0	0.8	0.5	0.5	0.7	0.7	
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 cp	48.00	c	Infinity Bcstg	25	0102		g1	Talk	6,500	1.12	2.3	1.1	1.6	1.2	1.6	1.4	1.4	2.3	3.0	
• 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			0.5	0.5	0.6	0.4	0.6	0.4	0.5	0.4	0.5	
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	2,100	0.76	1.1	0.6	0.7	1.1	1.1	0.8	1.1	0.9	0.9	
WMKM	Inkster	B	1440	1.0	1.00	e	Gallagher, M. & K.	89	8911	850		Gospel				0.0	0.0	0.0	0.0	0.0	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 cp	10.00		Midwest Bcstg Corp	25	9312	2,650		Chrst/Talk			0.1	0.0	0.0	0.0	0.0	0.0	0.3	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				22.9	18.0	19.5	20.2	19.8	19.0	18.8	20.7	20.6
AM & FM Stations Profiled -					43	# Duopolies -					14	Total Local Commercial Share				86.2	85.4	86.2	85.9	85.6	86.4	86.9	87.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 11

Revenue Rank: 7

Atlanta, GA Market Overview



Metro Counties / Population (000)

Barrow, GA	47.4
Bartow, GA	77.5
Carroll, GA	88.5
Cherokee, GA	145.8
Clayton, GA	240.6
Cobb, GA	619.8
Coweta, GA	91.9
De Kalb, GA	674.9
Douglas, GA	93.8
Fayette, GA	93.4
Forsyth, GA	102.5
Fulton, GA	828.5
Gwinnett, GA	606.1
Henry, GA	123.9
Newton, GA	63.5
Paulding, GA	84.7
Pickens, GA	23.6
Rockdale, GA	71.3
Spalding, GA	58.7
Walton, GA	62.3
Total	4,198.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES

Revenue/Retail Sales
Revenue/Capita

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
GROSS REVENUES	\$192,900	\$226,900	\$261,000	\$305,300	\$358,400	\$326,300	11.1%
Δ 00 - 01	-9.0%						
	2002	2003	2004	2005	2006	Δ 01 - 06	
GROSS REVENUES	\$343,600	\$366,300	\$390,100	\$413,500	\$440,400	6.2%	
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$5.05/1,000	\$5.40/1,000	Local	80%		
Revenue/Capita	\$55.41	\$77.71	\$94.33	National	20%		

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	3,481.5	4,198.7	3.8%	4,198.7	4,668.8	2.1%
Households	1,291.0	1,583.4	4.2%	1,583.4	1,781.6	2.4%
Retail Sales	NA ^{1/}	64,611.4	NA ^{1/}	64,611.4	81,499.3	4.8%
EBI ^{2/}	56,913.7	83,387.2	7.9%	83,387.2	108,946.2	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,056.8	384.3	179.5	193.0	334.4	376.4	311.8	277.4
Women (000)	2,141.9	367.3	172.2	195.0	335.1	395.7	313.9	362.8
Total	4,198.7	751.7	351.7	388.0	669.4	772.1	625.7	640.2
Percentage	100.0%	17.9%	8.4%	9.2%	15.9%	18.4%	14.9%	15.2%
Per Capita	\$ 19,860		Median Household	\$ 33,225		Avg Household	\$ 52,663	
Ethnic Population:	White	65.8%	Black	29.9%	Asian	3.8%	Hispanic	6.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		21	20	27	43	70
Tot 12+	1.7		70.3	71.3	72.0	15.5	87.5
Avg 12+	0.3		3.3	3.6	2.7	0.4	1.3
Tot LCS	1.9		80.3	81.5	82.3	17.7	100.0
Avg LCS	0.3		3.8	4.1	3.0	0.4	1.4

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																2002	2002	2002	2001	2001	2001	2001	2000	
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	0.0
WZGC	Atlanta	C1	92.9	100.0	909	c	Infinity Bcstg	65	0102		g1	Clsc Rock	14,300	1.10	4.0	2.9	2.7	2.9	2.6	4.0	3.8	3.1	3.4	
WVFX	Manchester	C1	93.3	27.0 cp	1611		Provident Bcstg Co	67	8108			ChrsContem	2,000	0.47	1.3	0.4	0.6	0.7	0.7	1.0	1.1	0.9	1.5	
WSTR	Smyrna	C	94.1	100.0	1020	g	Jefferson-Pilot Comm	66	7401			Top 40	23,700	1.17	6.2	4.4	4.2	4.3	4.0	5.4	5.2	5.4	5.9	
WPCH	Atlanta	C1	94.9	100.0	978	d	Clear Channel Comm	62	9905		g2	Soft AC	18,600	1.06	5.4	3.8	3.9	4.2	5.6	4.0	4.2	5.5	5.2	
WBTS	Athens	C1	95.5	74.0	1116	b	Cox Radio Inc	48	9908	78,000		CHR/Rhymc	7,500	0.62	3.7	3.1	3.2	2.9	2.7	2.9	3.1	3.8	3.4	
WKLS	Atlanta	C	96.1	100.0	984	d	Clear Channel Comm	60	9905		g2	Rock	16,400	1.12	4.5	3.9	3.5	3.7	4.1	3.6	4.3	4.2	3.9	
WBZY	Peachtree City	A	96.7	2.2	551	d	Clear Channel Comm	48	9903		g4	Modern Rock	1,000	0.31	1.0	0.7	0.0	0.1	0.0	0.7	1.2	0.9	0.8	
WFOX	Gainesville	C	97.1	100.0	1585	b	Cox Radio Inc	65	0008		g	Oldies	13,700	1.45	2.9	2.6	3.4	2.4	2.5	2.6	2.5	2.2	3.0	
WPZE	Fayetteville	C3	97.5	7.9	574	j	Radio One Inc	66	9501	4,500	1	Gospel				5.4	6.3	5.1	3.1	0.0	0.0	0.0	0.0	
WSB	Atlanta	C	98.5	100.0	1027	b	Cox Radio Inc		34			Soft AC	20,600	1.13	5.6	3.1	4.0	4.7	3.9	5.0	4.8	4.0	6.1	
WNNX	Atlanta	C0	99.7	100.0	1034	n	Susquehanna Radio	63	7402			Modern Rock	20,200	1.11	5.6	4.2	4.2	4.7	5.5	4.6	5.4	5.7	4.0	
WNSY	Talking Rock	C3	100.1	7.0	617	q	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 cp	955	n	Susquehanna Radio	47	9705	15,050	c1	CHR	2,000	0.61	1.0	2.1	1.9	2.0	2.0	1.5	1.3	0.6	0.0	
WKHX	Marietta	C	101.5	100.0	984	a	ABC Radio Inc	60	9602		g3	Country	19,100	0.98	6.0	4.8	4.1	5.4	4.7	5.5	4.8	5.5	5.5	
WAZX	Cleveland	A	101.9	3.2	453	l	Macias, Javier	89	9502	450		Mexican				0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	
WLKQ	Buford	A	102.3	4.2 cp	390		Buford Bcstg Inc		70			Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAMJ	Mableton	A	102.5	3.0 cp	469		New Mableton Bcstg		01		1	R&B Oldies				2.0	1.6	1.9	0.0	0.0	0.0	0.0	0.0	
WVEE	Atlanta	C	103.3	100.0	1017	c	Infinity Bcstg	48	0102		g1	Urban	35,900	0.99	11.1	9.4	9.3	9.4	10.0	10.1	9.9	10.8	8.6	
WALR	La Grange	C1	104.1	60.0 cp	1217	b	Cox Radio Inc	47	9704		g	Urban AC	20,800	1.16	5.5	4.4	4.2	4.4	5.6	4.9	5.1	5.1	4.5	
WFSH	Athens	C1	104.7	100.0	981	e	Salem Comm Corp	64	0009		sw	ChrsContem	400	0.05	2.3	2.4	2.1	2.7	2.2	2.4	2.3	2.2	1.3	
WHEL	Helen	A	105.1	1.7	614	d	Clear Channel Comm	93	9905		g	News/Talk				0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	
WMAX	Bowdon	C1	105.3	61.0 cp	1204	d	Clear Channel Comm	98	0012	7,000		80s Hits				1.4	2.0	0.6	0.0	0.0	0.0	0.0	0.0	
WMXV	Canton	C2	105.7	16.5	827	d	Clear Channel Comm	64	9905		g2	Rock AC	6,200	1.12	1.7	1.4	1.1	1.1	1.2	1.7	1.5	1.8	1.1	
WYAY	Gainesville	C	106.7	100.0	1417	a	ABC Radio Inc	49	9602		g3	Country	8,100	0.80	3.1	3.2	2.4	3.0	2.5	2.6	2.3	2.8	3.2	
WJZZ	Roswell	C3	107.5	25.0	328	j	Radio One Inc	97	9904		st	1 Smooth Jazz	6,200	0.73	2.6	3.4	2.8	3.0	3.1	3.5	2.1	2.0	1.7	
WHTA	Hampton	C2	107.9	41.0	492	j	Radio One Inc	66	0108	55,000	1	Urban AC	11,100	0.72	4.7	4.4	4.4	3.8	3.3	4.3	4.4	3.5	4.3	
# FM Stations -					27	# Combos -					24	FM TOTALS				78.2	73.5	72.0	73.0	69.3	70.3	69.4	70.0	67.4

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 11

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Atlanta, GA Market Overview



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Paulding, GA	84.7
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Total	4,198.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$192,900	\$226,900	\$261,000	\$305,300	\$358,400	\$326,300
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-9.0%	\$343,600	\$366,300	\$390,100	\$413,500	\$440,400	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$5.05/1,000	2006 \$5.40/1,000	Est. Breakout			
Revenue/Capita	\$55.41	\$77.71	\$94.33	Local	80%		
				National	20%		

Demographic and Economic Overview

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

	1996	2001	Growth Rate	2001	2006	Growth Rate
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Retail Sales	NA ^{1/}	64,611.4	NA ^{1/}	64,611.4	81,499.3	4.8%
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	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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Women (000)	2,141.9	367.3	172.2	195.0	335.1	395.7	313.9	362.8
Total	4,198.7	751.7	351.7	388.0	669.4	772.1	625.7	640.2
Percentage	100.0%	17.9%	8.4%	9.2%	15.9%	18.4%	14.9%	15.2%
Per Capita	\$ 19,860							
				Median Household	\$ 33,225		Avg Household	\$ 52,663
Ethnic Population:	White	65.8%	Black	29.9%	Asian	3.8%	Hispanic	6.8%

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Tot 12+	1.7		70.3	71.3	72.0	15.5	87.5
Avg 12+	0.3		3.3	3.6	2.7	0.4	1.3
Tot LCS	1.9		80.3	81.5	82.3	17.7	100.0
Avg LCS	0.3		3.8	4.1	3.0	0.4	1.4

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

Competitive Overview

AM Stations		Day		Night				Sales		L		2001 Est		Avg '01		ARB 12+ Metro Shares (see rights)								
Calls	City of License	FCC Class	Freq	Power (kW)	Power (kW)	C	Owner	Year Std	Date Acq'd	Price (000)	M A	Format	Revenue (000)†/	Power Ratio	Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
WDWD	Atlanta	B	590	5.0	4.50	a	ABC Radio Inc	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	m	Prieto Comm Inc	59	9607	1,300		Spanish	1,000		0.3	0.0	0.5	0.0	0.5	0.4	0.3	0.0	0.4	
WGST	Atlanta	B	640	50.0	1.00	d	Clear Channel Comm	22	9905		g2	News	15,000	1.21	3.8	2.5	2.5	2.5	3.1	2.8	2.7	4.0	3.8	
• WCNN	North Atlanta	B	680	50.0	10.00	f	Dickey Bros Bcstg	67	0009		d1	Sports	3,500		0.9	0.7	0.8	0.9	0.5	0.8	0.8	0.9	0.6	
• WSB	Atlanta	A	750	50.0	50.00	b	Cox Radio Inc	22	3906			News/Talk	40,100	1.10	11.2	9.0	9.3	8.9	11.0	10.2	10.1	9.9	9.5	
• WQXI	Atlanta	B	790	28.0	1.00	g	Jefferson-Pilot Comm	47	7403			Sports	3,500	1.07	1.0	0.9	0.7	1.2	0.8	0.9	0.8	0.7	1.0	
WAEC	Atlanta	B	860	5.0	0.50	o	Beasley Bcst Group	47	0001		c3	Religion	1,300			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			0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	
• 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	
• WPBS	Conyers	D	1040	12.0	cp	0.08	Midway Holiness Ch	79	9302	85		Christian	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WFTD	Marietta	D	1080	10.0	0.00	m	Prieto Comm Inc	55	0111	2,100		Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WWWE	Hapeville	D	1100	5.0	0.00	o	Beasley Bcst Group	47	0001		c3	Span/Relgn	550		0.4	0.0	0.0	0.0	0.0	0.9	0.4	0.0	0.0	
• WLBA	Gainesville	D	1130	10.0	0.00	h	La Favorita Inc	57	9703	275		Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WMLB	East Point	D	1160	50.0	cp	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	
• WMLC	Cumming	D	1170	5.0	0.00	i	i Corey, William E.	62	0105			AdStd/Oldes				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WGKA	Atlanta	D	1190	25.0	cp		e Salem Comm Corp	55	0002	8,000		Gospel	200			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	
• 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	
• 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	
WCHK	Canton	B	1290	5.0	0.50	q	McClure Bcstg	57				News/Talk				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	
• WNEA	Newnan	D	1300	1.0	0.05	p	Word Christian Bcstg	62	0005	135		Christian				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	
• 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	
• WI BB	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	
WALR	Atlanta	C	1340	1.0	1.00	f	Dickey Bros Bcstg	55	0009		d1	Talk	3,600	1.00	1.1	0.0	0.0	0.0	0.0	0.0	1.3	0.9	1.7	
WAOK	Atlanta	B	1380	5.0	4.20	c	Infinity Bcstg	54	0102		g1	News/Talk	4,000	0.77	1.6	0.0	0.0	0.9	1.7	1.9	1.4	1.3	1.2	
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	
WLTA	Alpharetta	C	1400	1.0	1.00	e	Salem Comm Corp	86	9912		c4	Chrst/Talk	700			0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	
• 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	
• WATB	Decatur	D	1420	1.0	0.00		Multicultural Bcstg	58	0005		g	Internat'l				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WGFJ	Covington	B	1430	3.9	0.21		IPS Inc.	46	9911	200		Oldes/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBHF	Cartersville	C	1450	1.0	cp	1.00	Anverse Inc	46	0007			Oldies				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	
WXEM	Buford	B	1460	5.0	0.19	h	La Favorita Inc	57	9106	120	+	Spanish	350		0.1	0.3	0.4	0.2	0.0	0.0	0.1	0.0	0.3	
• 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	
• WKUN	Monroe	C	1490	1.0	cp	1.00	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	
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	
• WDCY	Dallas	D	1500	5.0	cp	0.00	p Word Christian Bcstg	79	9606	85		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WDCY	Douglasville	D	1520	2.5	0.00	p	Word Christian Bcstg	64	9304	95	+	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAZX	Smyrna	B	1550	50.0	0.50	l	Macias, Javier	62	9308	1,100		Mexican	1,500		0.8	1.0	1.2	1.0	0.4	0.9	0.6	0.5	1.0	
• 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	
• WAOS	Austell	D	1600	20.0	cp	0.00	h La Favorita Inc	68	9006		st	Mexican	600		0.3	0.2	0.1	0.6	0.0	0.3	0.3	0.0	0.6	
		# AM Stations -		43		# Combos -		27				AM TOTALS				21.5	14.6	15.5	16.2	18.4	19.1	18.8	18.2	20.1
		AM & FM Stations Profiled -		70		# Duopolies -		19				Total Local Commercial Share					88.1	87.5	89.2	87.7	89.4	88.2	88.2	87.5

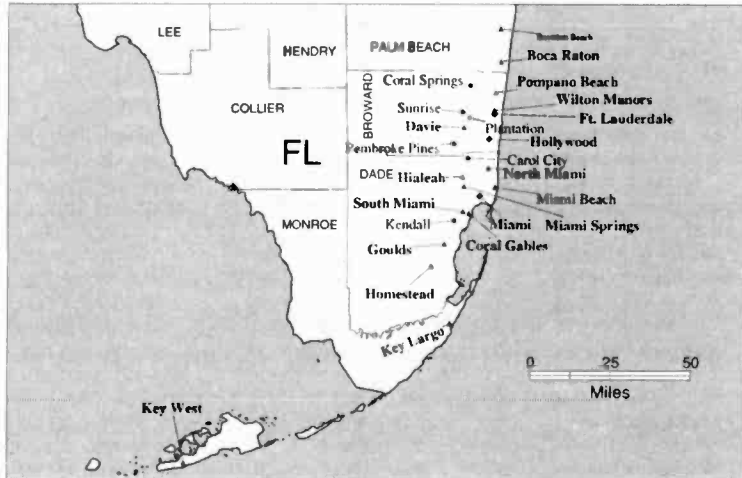
• Indicates a change since last edition

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	1,650.6
Dade, FL	2,277.1
Total	3,927.7

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$180,300	\$200,300	\$215,400	\$242,200	\$270,100	\$258,700
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.2%	\$272,400	\$290,400	\$309,300	\$327,800	\$349,100	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.85/1,000	\$5.86/1,000	Local 70%
Revenue/Capita	\$52.11	\$65.87	\$82.38	National 30%

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	3,460.3	3,927.7	2.6%	3,927.7	4,237.7	1.5%
Households	1,316.7	1,512.3	2.8%	1,512.3	1,646.2	1.7%
Retail Sales	NA ^{1/}	53,343.7	NA ^{1/}	53,343.7	59,525.5	2.2%
EBI ^{2/}	52,032.6	69,463.1	5.9%	69,463.1	86,446.8	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,891.5	306.8	144.7	152.4	264.8	292.8	275.9	454.2
Women (000)	2,036.2	293.1	137.5	154.1	261.4	302.5	292.5	595.1
Total	3,927.7	599.9	282.2	306.5	526.2	595.3	568.4	1,049.3
Percentage	100.0%	15.3%	7.2%	7.8%	13.4%	15.2%	14.5%	26.7%
Per Capita	\$ 17,685							
				Median Household	\$ 34,714		Avg Household	\$ 45,932
Ethnic Population:	White	75.5%	Black	21.9%	Asian	2.2%	Hispanic	40.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			20	18	20	27	47
Tot 12+			68.1	68.1	68.1	19.6	87.7
Avg 12+			3.4	3.8	3.4	0.7	1.9
Tot LCS			77.7	77.7	77.7	22.3	100.0
Avg LCS			3.9	4.3	3.9	0.8	2.1

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 W. Palm Beach-Boca Raton.

FM Stations

ARB 12+ Metro Shares (see rights)

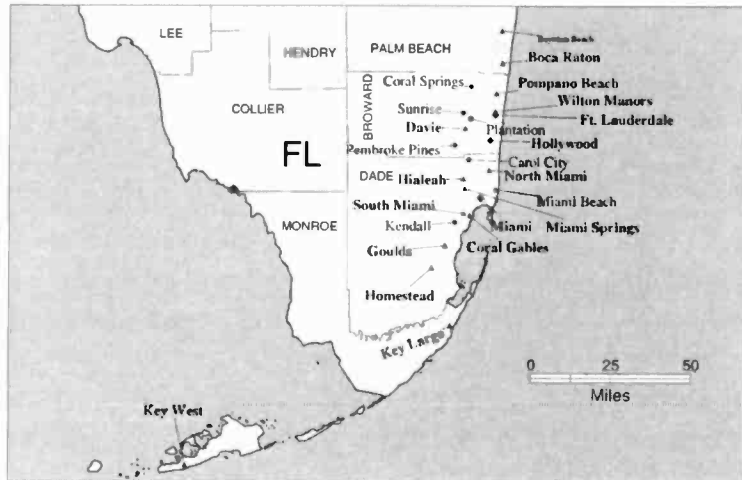
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
															2002	2002	2002	2001	2001	2001	2001	2000
WCMQ	Hialeah	C2	92.3	31.0	617	d	Spanish Bcstg System	69	8611		Spanish	6,000	0.59	3.9	3.9	4.0	3.7	3.5	3.4	3.9	2.8	3.4
WPYM	Miami	C	93.1	100.0	1007	b	Cox Radio Inc	60	0007		CHR/Rhymc	6,200	0.56	4.3	2.9	3.0	3.6	3.4	3.7	3.5	3.9	3.8
WLVE	Miami Beach	C	93.9	100.0	1007	g	Clear Channel Comm	68	9712	g1	1 Smooth Jazz	11,100	1.07	4.0	3.3	4.1	4.0	3.3	3.5	3.5	3.5	3.5
WZTA	Miami Beach	C	94.9	100.0	1007	g	Clear Channel Comm	61	9712	g1	1 Rock	10,000	1.25	3.1	2.8	3.2	2.8	2.6	3.0	2.3	3.3	2.3
WXDJ	North Miami	C2	95.7	40.0	548	d	Spanish Bcstg System	86	9704	d1	Spanish	12,500	1.27	3.8	3.1	2.5	2.9	3.0	3.3	3.6	3.4	3.1
WPOW	Miami	C	96.5	100.0	1007	f	Beasley Bcst Group	85	8603		CHR/Dance	14,700	0.92	6.2	6.0	5.2	4.8	5.5	5.6	6.0	5.1	5.1
WFLC	Miami	C	97.3	100.0	1007	b	Cox Radio Inc	51			AC	11,900	1.31	3.5	2.8	3.3	2.7	3.0	2.8	3.1	2.7	3.5
WRTO	Goulds	C	98.3	100.0	1408	a	Univision Comm Inc	76	0206 p	st	Span/Trpcl	7,300	0.97	2.9	3.8	2.8	2.6	2.5	3.5	2.6	2.3	1.8
WEDR	Miami	C1	99.1	100.0	919	b	Cox Radio Inc	63	0008	sw	Urban	18,000	0.85	8.2	7.3	7.6	8.1	7.8	7.4	6.8	7.2	7.3
WKIS	Boca Raton	C	99.9	100.0	984	f	Beasley Bcst Group	65	9610	c2	Country	12,400	1.30	3.7	2.6	2.9	3.1	2.9	3.6	3.4	3.3	2.8
WHYI	Fort Lauderdale	C	100.7	100.0	1007	g	Clear Channel Comm	60	9410	g	1 CHR	11,900	1.05	4.4	3.3	3.4	3.6	3.7	3.4	3.8	3.8	4.3
WLYF	Miami	C1	101.5	100.0	810	e	Jefferson-Pilot Comm	70			AC	15,200	1.11	5.3	4.1	5.2	4.4	4.7	4.1	4.9	4.8	4.9
WMXJ	Pompano Beach	C	102.7	100.0	1007	e	Jefferson-Pilot Comm	60	9402		Oldies	8,600	0.98	3.4	2.8	3.3	3.1	3.2	3.3	2.6	2.9	3.1
WMGE	Fort Lauderdale	C	103.5	100.0	1007	g	Clear Channel Comm	59	9712	g1	1 Dance/70&80	5,000	0.64	3.0	2.5	1.8	2.2	2.4	2.4	3.0	2.2	2.9
WHQT	Coral Gables	C	105.1	100.0	1007	b	Cox Radio Inc	58	9212	sw	Urban AC	13,900	1.12	4.8	4.1	4.6	5.0	5.1	4.5	4.4	3.8	4.2
WBGJ	Fort Lauderdale	C	105.9	100.0	1024	g	Clear Channel Comm	60	9403	1	Clsc Rock	8,600	1.01	3.3	2.8	3.1	2.8	2.7	3.1	2.5	3.2	2.7
WZMQ	Key Largo	C2	106.3	50.0	430	c	South Bcstg System	90	0002	d2	Span/Top40	900			0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
WRMA	Fort Lauderdale	C	106.7	100.0	984	d	Spanish Bcstg System	62	9704	d1	Spanish	8,800	0.97	3.5	4.4	3.7	3.3	3.4	3.0	2.8	3.6	2.9
WAMR	Miami	C1	107.5	95.0	1007	a	Univision Comm Inc	47	0206 p	st	Spanish AC	17,600	1.33	5.1	4.2	4.4	5.5	4.7	4.1	4.0	4.6	5.1
WMFM	Key West	C1	107.9	100.0	548	c	South Bcstg System	94	0002	d2	Span/Top40				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				20	# Combos -				20	FM TOTALS				76.4	66.7	68.1	68.5	67.4	67.7	66.7	66.4	66.7

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)

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Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★

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Total	3,927.7	599.9	282.2	306.5	526.2	595.3	568.4	1,049.3
Percentage	100.0%	15.3%	7.2%	7.8%	13.4%	15.2%	14.5%	26.7%
Per Capita	\$ 17,685			Median Household	\$ 34,714		Avg Household	\$ 45,932
Ethnic Population:	White 75.5%	Black 21.9%	Asian 2.2%				Hispanic 40.8%	

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Avg 12+			3.4	3.8	3.4	0.7	1.9
Tot LCS			77.7	77.7	77.7	22.3	100.0
Avg LCS			3.9	4.3	3.9	0.8	2.1

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 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000		
WQAM	Miami	B	560	5.0	1.00	f	Beasley Bcst Group	21	9610		c2	Sports	17,700	2.53	2.7	2.5	2.8	2.8	2.9	2.0	2.4	2.8	2.3		
• WIOD	Miami	B	610	5.0	5.00	g	Clear Channel Comm	26	9712		g1	1 Nws/Tlk/Spt	8,200	0.99	3.2	3.1	3.1	3.0	3.3	2.9	2.2	2.9	3.3		
WWFE	Miami	B	670	50.0	1.00	h	Carreras,Carlos etal	89	9306	2,700		Spn/Spt/Nws	650		0.9	0.7	0.6	0.6	0.7	0.5	0.8	0.9	0.8		
WAQI	Miami	B	710	50.0	50.00	a	Univision Comm Inc	39	0206 p		st	Span/Varty	8,000	0.52	5.9	4.1	4.9	4.2	4.0	5.1	4.6	5.5	5.6		
• WAXY	South Miami	B	790	5.0	5.00	e	Jefferson-Pilot Comm	47	8511	6,000		Talk/Nstlg	1,300		0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0		
WACC	Hialeah	B	830	1.0	1.00		Radio Peace Catholic	87	9701	2,550	1	Span/Relgn	500		0.9	0.8	0.7	0.7	0.9	0.5	1.2	0.6	0.9		
• WRFX	Miami	B	940	50.0	10.00	g	Clear Channel Comm	46	9712		g1	1 Spts/Talk	3,500	1.04	1.3	0.4	0.6	0.4	0.5	1.0	1.4	1.1	0.9		
WHSR	Pompano Beach	B	980	5.0 cp	2.20	f	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	0.0		
WMYM	Miami	B	990	5.0	5.00		ABC Radio Inc	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				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WJNA	Boynton Beach	B	1040	25.0 cp	1.10		J Crystal Enterprises	73	0101	See (48)		Nostalgia	n/a		1.6	1.0	1.1	0.9	1.2	1.3	1.5	1.5	1.2		
WVCG	Coral Gables	B	1080	50.0	10.00		Radio One Inc	49	0008		g5	Ethnic	1,200			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	0206 p		st	Spn/Nws/Tlk	3,550	0.69	2.0	1.9	2.0	2.0	1.9	2.2	2.0	1.3	1.6		
• WAVS	Davie	B	1170	5.0	0.25		Radio WAVS Inc	83	8305	600	e	Ethnic	1,100		0.8	0.8	0.5	0.8	0.6	0.5	0.7	0.8	0.8		
• WNMA	Miami Springs	B	1210	25.0	2.50	i	Radio Unica	58	9808		na	Spn/Nws/Tlk	2,000		0.8	1.0	0.5	0.8	0.9	0.7	0.6	0.8	0.6		
WSUA	Miami	B	1260	5.0	5.00		El Dorado Bcstg Corp	69	9505	2,750		Span/News	3,700	0.84	1.7	1.7	1.4	1.3	1.3	1.6	1.4	1.6	1.4		
WLQY	Hollywood	B	1320	5.0	5.00		Entravision Comm Co	53	0008		g4	Ethnic	400		0.2	0.0	0.0	0.0	0.4	0.0	0.7	0.0	0.0		
• WKAT	North Miami	B	1360	5.0	1.00		Spanish Media Bcstg	37	9912	7,800		Classical	1,300		0.6	0.3	0.3	0.0	0.3	0.4	0.4	0.6	0.6		
• WFTL	Fort Lauderdale	C	1400	1.0	1.00		J Crystal Enterprises	46	9808		sw	Bus News	900			0.0	0.0	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		Span/Relgn				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			0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0		
WWNN	Pompano Beach	B	1470	50.0	2.50	f	Beasley Bcst Group	59	0006		d3	Motivationl	1,100			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	700		0.9	1.3	1.1	1.3	1.0	1.0	0.7	0.7	0.8		
WEXY	Wilton Manors	B	1520	3.5	0.25		Celebrities Inc	63	8905		na	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	h	Carreras,Carlos etal	63	9303	525		Span/Easy				0.0	0.0	0.0	0.0	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	200			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	i	Radio Unica	98				2 Span/Varty				0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0		
# AM Stations -					27	# Combos -					12	AM TOTALS					23.6	20.0	19.6	18.8	20.5	19.7	20.9	21.1	20.8
AM & FM Stations Profiled -					47	# Duopolies -					16	Total Local Commercial Share					86.7	87.7	87.3	87.9	87.4	87.6	87.5	87.5	

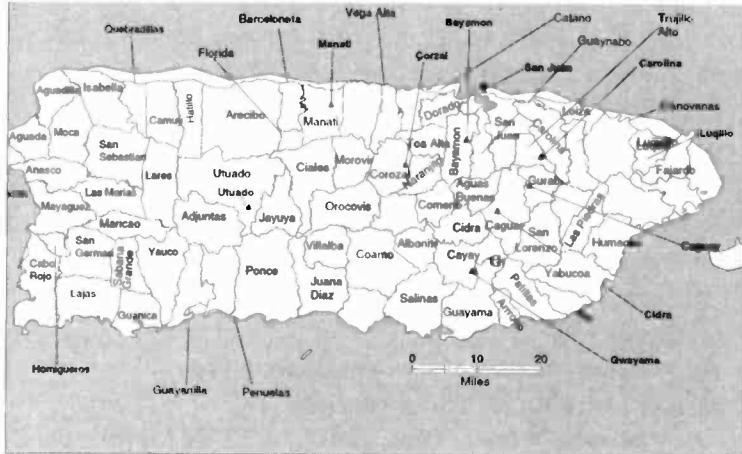
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 13

Revenue Rank: 33

Puerto Rico Market Overview



Metro Counties / Population (000)

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$70,000	\$73,500	\$77,300	\$79,900	\$80,000	\$85,000
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	6.3%	\$89,100	\$95,000	\$101,100	\$107,200	\$114,200	6.1%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$4.97/1,000	\$5.83/1,000	Local	60%		
Revenue/Capita	\$18.96	\$21.62	\$28.44	National	40%		

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

MSA Population	1996	2001	Growth Rate	2001	2006	Growth Rate
		3,692.0	3,931.7	1.3%	3,931.7	4,014.9
Households	1,216.8	1,057.4	-2.8%	1,057.4	1,084.1	0.5%
Retail Sales	NA ^{1/}	17,088.0	NA ^{1/}	17,088.0	19,581.0	2.8%
EBI ^{2/}	25,516.1	35,611.1	6.9%	35,611.1	43,954.9	4.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,847.9	341.7	202.4	235.9	297.5	240.2	208.0	322.2
Women (000)	2,083.7	417.5	196.4	231.0	307.1	275.9	247.7	408.1
Total	3,931.7	759.2	398.8	466.9	604.6	516.1	455.7	730.3
Percentage	100.0%	19.3%	10.1%	11.9%	15.4%	13.1%	11.6%	18.6%
Per Capita	\$ 9,058		Median Household	\$ 8,895		Avg Household	\$ 33,679	
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		27	42	51	93
Tot 12+	5.7	64.7		65.5	70.4	18.5	88.9
Avg 12+	0.6	2.0		2.4	1.7	0.4	1.0
Tot LCS	6.4	72.8		73.7	79.2	20.8	100.0
Avg LCS	0.6	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	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)														
												Revenue (000)†	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000							
WZET	Hormigueros	A	92.1	3.0	1106	i	Spanish Bcstg System	80	9904	16,000	c1	Span/Trpcl	600	0.8	0.0	0.0	0.0	0.0	0.3	0.3	1.0	1.1							
WZOL	Luquillo	A	92.1	4.6	915	i	Asn PR Advent 7D	75				Span/Chrst	100	0.1	0.4	0.0	0.4	0.3	0.0	0.0	0.4	0.0							
WORO	Corozal	B	92.5	50.0	1198	j	Roman Catholic	68				Spn/Btf/SJst	2,400	0.88	3.2	3.3	3.1	2.9	2.4	2.7	2.8	3.4	2.4						
WTPM	Aguadilla	B	92.9	50.0	1207	i	Corp 7th Day Advent	71				Span/Chrst	300	0.3	0.0	0.7	0.4	0.4	0.0	0.3	0.4	0.3							
WYQE	Naguabo	A	92.9	3.9	751	i	El Yunque Bcstg Inc	94				Span/Trpcl	500	0.5	0.0	0.4	0.3	0.5	0.4	0.5	0.3	0.4							
WZMT	Ponce	B1	93.3	14.5	-226	i	Spanish Bcstg System	69	0001		g	Span/Trpcl	400	0.7	0.8	0.9	0.7	0.9	0.6	0.6	0.6	0.5							
WZNT	San Juan	B	93.7	32.0	1778	i	Spanish Bcstg System	59	0001	90,800	d1	Span/Trpcl	3,400	0.87	4.6	5.3	5.4	5.1	4.1	4.1	4.8	3.8	3.6						
• WPRU	Mayaguez	B	94.1	25.0	1959	i	Spanish Bcstg System	60	0001		d1	Span/Top40	1,100	0.76	1.7	1.2	1.1	1.4	1.7	2.3	1.2	1.2	1.4						
WCOM	Bayamon	B	94.7	31.0	cp	1837	i	Spanish Bcstg System	59	0001		d1	Span/CHR	1,400	0.97	1.7	0.7	1.2	1.6	1.2	1.5	1.4	1.3	1.8					
WEGM	San German	B	95.1	25.0	1969	i	Spanish Bcstg System	69	0001		d1	Span/CHR	700	0.63	1.3	1.4	1.1	1.5	1.5	1.7	0.9	1.3	0.8						
WFID	Rio Piedras	B	95.7	11.5	cp	2782	m	Arso Radio Corp	58	9805	11,538	c1	Span/BtfMs	4,600	1.18	4.6	4.1	4.0	3.7	5.8	4.9	3.8	3.4	4.0					
WAEL	Maricao	B	96.1	24.0	2011	c	WAEL Inc	70				Span/Top40	500	0.59	1.0	1.0	0.8	0.9	1.3	0.8	0.9	0.8	1.2						
WCMA	Fajardo	B	96.5	11.5	2795	i	Spanish Bcstg System	69	9901	8,250		80s & 90s	1,300	0.57	2.7	1.6	1.7	1.6	1.9	2.0	1.5	2.8	3.3						
WNRT	Manati	B	96.9	50.0	951	i	Arecibo Bcstg Corp	73				Span/RlgMs	1,200	1.01	1.4	0.8	0.8	1.3	0.8	1.1	1.6	1.0	1.1						
WIOB	Mayaguez	B	97.5	50.0	cp	1194	i	Spanish Bcstg System	47	0001		d1	Span/Trpcl	1,700	1.05	1.9	1.6	1.5	2.2	1.6	1.5	1.4	1.6	2.1					
WBRQ	Cidra	A	97.7	4.4	899	i	Newlife Bcstg Inc	72	0104	3,600		Span/Chrst	1,300	1.09	1.4	3.4	2.2	1.1	1.5	1.3	1.3	1.3	0.9						
WIDI	Quebradillas	A	98.3	3.0	1001	i	Arzuaga, Jose J	74				Span/Oldes	500	0.5	0.3	0.4	0.4	0.2	0.3	0.6	0.4	0.3							
WSAN	Las Piedras	A	98.3	0.8	cp	1959	m	Colon-Ventura, Carl	78			Spn/Old/Trp	300	0.3	0.0	0.0	0.4	0.0	0.0	0.5	0.5	0.0	0.0						
WPRM	San Juan	B	98.5	25.0	1910	m	Arso Radio Corp	59	7304			Span/Trpcl	10,000	1.07	11.0	6.1	7.8	7.4	8.0	7.2	10.2	10.8	10.5						
WUKQ	Mayaguez	B	99.1	25.0	1972	g	El Mundo Bcstg Corp	63	9709		na	Span/Top40	1,900	0.97	2.3	1.7	1.7	1.6	1.7	2.2	2.5	1.5	1.9						
WIOA	San Juan	B	99.9	31.0	1837	i	Spanish Bcstg System	61	0001		d1	Span/BtfMs	3,950	1.03	4.5	4.8	4.6	4.5	4.4	3.9	3.9	4.3	3.6						
WIVA	Aguadilla	B	100.3	22.0	2015	m	Arso Radio Corp	64				Span/Trpcl	1,500	0.65	2.7	2.4	2.3	2.4	2.5	2.8	2.2	2.1	2.4						
WXYX	Bayamon	B	100.7	50.0	1093	RAAD	Bcstg	79				Spanish AC	2,000	0.78	3.0	2.3	2.6	2.8	2.2	2.5	2.8	2.7	2.4						
WRIO	Ponce	B	101.1	50.0	cp	-108	m	Arso Radio Corp	86	9503	1,500		Span/Trpcl	1,500	1.47	1.2	0.8	0.6	1.2	1.2	0.8	0.8	1.5	1.0					
WKSA	Isabela	B	101.5	50.0	423	a	Isabela Bcstg Co Inc	61				Spanish AC	500	0.5	0.7	0.3	0.3	0.4	0.5	0.5	0.3	0.6	0.6						
WZAR	Ponce	B	101.9	14.0	2589	m	Arso Radio Corp	66	9910	10,750	d3	Span/Varty	2,400	1.13	2.5	2.8	2.1	2.8	3.0	1.9	2.0	2.3	2.6						
WMIO	Cabo Rojo	A	102.3	3.0	781	n	Bestov Bcstg	88	9905	3,650	c1	Span/UrCHR			0.6	1.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0						
WIAC	San Juan	B	102.5	50.0	1139	h	Bestov Bcstg	61				Spanish AC	2,500	0.89	3.3	2.4	2.8	2.7	3.3	3.1	3.2	2.9	2.4						
WDIN	Camuy	B	102.9	50.0	cp	892	North Coast Bcstrs	68				Span/Trpcl	600		0.4	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0						
WVJP	Caguas	B	103.3	28.0	1906	b	Borinquen Bcstg Co	68				Span/Top40	900	0.71	1.5	1.5	1.1	1.2	0.8	1.0	1.0	1.4	1.8						
WXLX	Lajas	B	103.7	50.0	456	Radio X Bcstg Corp	79					Span/CHR	100	0.1	0.4	0.0	0.0	0.4	0.0	0.3	0.0	0.0	0.0						
WERR	Utua	B	104.1	50.0	709	Radio Redentor Inc	70	7506				Span/Varty	500	0.59	1.0	0.8	0.9	0.9	1.2	0.9	1.2	1.0	0.5						
WKAQ	San Juan	B	104.7	50.0	1221	g	El Mundo Bcstg Corp	58				Spn/T40/Nws	4,900	0.99	5.8	4.8	4.8	4.9	4.9	5.0	5.0	5.2	5.4						
WIOC	Ponce	B	105.1	47.0	-200	i	Spanish Bcstg System	70	0001		d1	Span/BtfMs	850	1.00	1.0	0.6	0.5	0.6	0.6	0.8	0.7	0.9	1.0						
WFDT	Aguada	A	105.5	3.0	cp	997	m	Arso Radio Corp	75	0105	3,200		Span/BtfMs		0.1	0.0	0.3	0.4	0.3	0.0	0.0	0.0	0.0	0.3					
WCAD	San Juan	B	105.7	50.0	1099	Bcstg Systems/PR	68					Span/AOR	1,450	1.42	1.2	1.2	0.9	0.9	1.0	1.2	0.9	0.9	1.2						
WRRH	Hormigueros	A	106.1	0.4	1893	Renacer Broadcasters	99					Span/CCtmp	400	0.4	0.5	1.1	0.5	0.5	0.6	0.5	0.3	0.0	0.0						
WNIK	Arecibo	B1	106.5	19.5	-269	Kelly Bcstg System	65					Span/Top40		0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.0						
WXZX	Culebra	A	106.5	6.0	545	f	Matos, Aurio	96				Span/News			0.0	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	3,000	0.84	4.2	2.7	3.3	3.9	3.7	3.4	3.7	4.0	3.8						
WCMN	Arecibo	B	107.3	1.5	-79	Caribbean Bcst Corp	67					Span/Top40	750	0.55	1.6	1.4	1.2	1.4	1.4	1.5	0.7	1.8	1.7						
WVOZ	Carolina	B	107.7	12.0	2759	k	Collazo, Pedro	67				Span/VarHt	1,200	0.44	3.2	5.5	4.6	4.6	3.9	3.9	2.7	2.9	1.9						
		# FM Stations -		42		# Combos -		28		FM TOTALS		80.0		70.3		70.4		71.7		71.5		69.1		69.2		72.6		70.2	

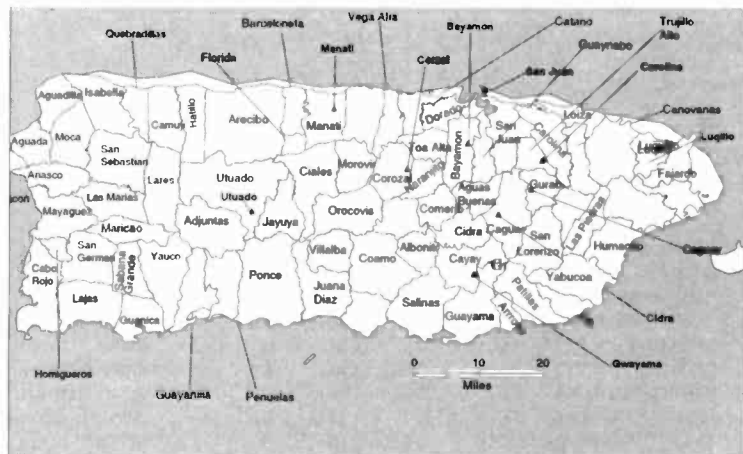
• Indicates a change since last edition

† See introduction section for interpretation of revenue estimates.

Metro Rank: 13

Revenue Rank: 33

Puerto Rico Market Overview



Metro Counties / Population (000)

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$70,000	\$73,500	\$77,300	\$79,900	\$80,000	\$85,000	4.0%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
6.3%	\$89,100	\$95,000	\$101,100	\$107,200	\$114,200	6.1%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.97/1,000	\$5.83/1,000	Local 60%
Revenue/Capita	\$18.96	\$21.62	\$28.44	National 40%

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	3,692.0	3,931.7	1.3%	3,931.7	4,014.9	0.4%
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	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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Total	3,931.7	759.2	398.8	466.9	604.6	516.1	455.7	730.3
Percentage	100.0%	19.3%	10.1%	11.9%	15.4%	13.1%	11.6%	18.6%
Per Capita	\$ 9,058		Median Household	\$ 8,895		Avg Household	\$ 33,679	
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		27	42	51	93
Tot 12+	5.7	64.7		65.5	70.4	18.5	88.9
Avg 12+	0.6	2.0		2.4	1.7	0.4	1.0
Tot LCS	6.4	72.8		73.7	79.2	20.8	100.0
Avg LCS	0.6	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

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)															
														2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000								
														2002	2002	2002	2001	2001	2001	2001	2000								
WPAB	Ponce	B	550	5.0	e	WPAB Inc	40				800	0.94	1.0	0.5	0.3	0.5	0.2	1.0	1.0	1.0	0.6								
WKAQ	San Juan	B	580	10.0	g	El Mundo Bcstg Corp	22	4910			4,400	1.15	4.5	3.0	3.5	3.6	4.1	3.8	4.2	3.9	4.0								
WAEI	Mayaguez	B	600	5.0	c	WAEI Inc	99				500		0.8	0.6	0.3	0.7	0.5	0.5	0.6	0.3	0.8								
WEXS	Patillas	B	610	0.3	1.00	Community Bcstg II	99				200		0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4								
WUNO	San Juan	B	630	5.0	5.00	m	Arso Radio Corp	60	9804	c1	2,000	1.96	1.2	2.0	2.4	1.7	1.1	1.2	1.1	0.8	1.1								
WAPA	San Juan	B	680	10.0	9.50	d	Blanco Pi, Wilfredo	47	9101		1,820	0.99	3.1	3.3	3.5	2.1	3.3	3.0	2.7	2.5	2.7								
WKJB	Mayaguez	B	710	10.0	0.75	WKJB Inc	99				200		0.5	0.5	0.4	0.6	0.4	0.6	0.3	0.4									
WIAC	San Juan	B	740	10.0	10.00	h	Bestov Bcstg	47			900	1.06	1.0	1.5	1.3	0.7	0.8	0.8	0.9	1.1	0.7								
WORA	Mayaguez	B	760	5.0	5.00	m	Arso Radio Corp	47	0106	d2	100		0.1	1.1	0.5	1.0	0.8	0.5	0.0	0.0	0.0								
WKVM	San Juan	B	810	50.0	50.00	j	Roman Catholic	51	8203		1,019		0.8	0.8	0.7	0.7	0.7	1.0	0.5	0.5	0.9								
WXEW	Yabucoa	B	840	5.0	5.00	cp	WXEW Radio Victoria	78		2	400		0.4	0.0	0.4	0.3	0.3	0.4	0.0	0.6	0.3								
WABA	Aguadilla	B	850	5.0	1.00	Aguadilla Radio & TV	51				500		0.5	0.7	1.2	0.4	0.6	0.4	0.4	0.6	0.4								
WQBS	San Juan	B	870	5.0	5.00	cp	Aerco Bcstg Corp	54	9009		600		0.4	0.0	0.0	0.0	0.3	0.0	0.4	0.3	0.6								
WYKO	Sabana Grande	B	880	1.0	0.50	Juan Gallano Rivera	99				100		0.1	0.3	0.0	0.0	0.3	0.4	0.0	0.0	0.0								
WPRP	Ponce	B	910	4.4	4.40	m	Arso Radio Corp	36	0106	d2	300		0.3	0.6	0.3	0.7	0.4	0.3	0.4	0.0	0.3								
WEKO	Cabo Rojo	B	930	2.5	2.00	n	Bestov Bcstg	70	9905	c1			0.0	0.0	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		100		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0								
WOQI	Adjuntas	B	1020	1.0	0.28	e	WPAB Inc	97	0102		450			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	m	Sherman Bcstg Corp	77			1,000		0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.5								
WZNA	Moca	D	1040	5.0	0.25	Dominga Barreto Sant	83							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							0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WLEY	Cayey	B	1080	0.3	0.00	m	Arso Radio Corp	65	9910	d3	100		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0								
WSOL	San German	B	1090	0.3	0.73	San German Bcstg Gr	55				200		0.2	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0								
WVJP	Caguas	B	1110	2.5	0.50	b	Borinquen Bcstg Co	47						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WMSW	Hatillo	B	1120	2.6	5.00	Aurora Bcstg Corp	99							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						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WZUR	Ponce	B	1170	0.3	0.00	m	Arso Radio Corp	96	9910	d3				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WBMJ	San Juan	B	1190	10.0	5.00	Calvry Evangel Missn	68	8904	700	nc	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					0.1	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0								
WALO	Humacao	C	1240	1.0	1.00	Ochoa Bcstg Corp	58						0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.3								
WISO	Ponce	B	1260	1.0	2.50	d	Blanco Pi, Wilfredo	53	9602		500		0.7	0.9	0.6	0.3	0.0	1.1	0.7	0.3	0.4								
WCMN	Arecibo	B	1280	5.0	1.00	l	Caribbean Bcst Corp	47			450		0.8	0.4	1.5	1.1	0.9	0.7	0.7	0.5	0.8								
WTLI	Mayaguez	B	1300	1.0	1.00	Francisco Acosta	50							0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0								
WSKN	San Juan	B	1320	5.0	2.30	m	Arso Radio Corp	49	0106	d2	1,300		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0								
WENA	Yauco	B	1330	2.0	1.40	Southern Bcstg	78				200		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3								
WISA	Isabela	B	1390	1.0	1.00	a	Isabela Bcstg Co Inc	61					0.2	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.3								
WIDA	Carolina	B	1400	1.0	1.00	Primera Iglesia Baut	64	8007	750		500		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3								
WUQO	Ponce	B	1420	1.0	1.00	g	El Mundo Bcstg Corp	88	0004		1,450		0.1	0.0	0.3	0.4	0.0	0.3	0.0	0.0	0.0								
WNEL	Caguas	B	1430	5.0	5.00	Turabo Radio Corp	47	7304			500		0.8	0.5	0.3	0.8	0.7	0.7	0.6	0.7	0.8								
WLRP	San Sebastian	B	1460	0.5	0.00	Las Raices Pepiniana	67				100		0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0								
WLEO	Ponce	B	1490	5.0	1.00	m	Arso Radio Corp	96	9910	d3	200		0.2	0.4	0.3	0.3	0.0	0.0	0.0	0.6	0.0								
WVOZ	San Juan	B	1520	25.0	10.00	k	Collazo, Pedro	49			600		0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0								
WUPR	Utua	B	1530	1.0	0.25	Central Bcstg Corp	64				500		0.5	0.5	0.4	1.2	1.1	1.3	0.5	0.0	0.0								
WIBS	Guayama	D	1540	1.0	0.00	k	Collazo, Pedro	81	0112		300			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	Arso Radio Corp	98	9910	d3			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3								
WRSJ	Bayamon	B	1560	5.0	0.75	Concillio Mision	47	9701	968		500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WPPC	Penuelas	D	1570	1.0	0.13	Radio Felicidad	99							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			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			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WLJZ	Bayamon	B	1600	5.0	5.00	Mkting Promo	66	9811	1,600		300		0.7	0.5	0.3	0.3	0.3	0.6	0.7	0.6	0.7								
WGIT	Canovanas	B	1660	10.0	1.00	f	Matos, Aurio	01			200		0.2	0.0	0.0	0.0	0.0	0.3	0.4	0.0	0.0								
													# AM Stations -	51	# Combos -	26	AM TOTALS				20.4	18.8	18.5	17.7	17.1	20.1	17.6	15.9	17.9
													AM & FM Stations Profiled -	93	# Duopolies -	20	Total Local Commercial Share				89.1	88.9	89.4	88.6	89.2	86.8	88.5	88.1	

• 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	72.4
King, WA	1,754.3
Kitsap, WA	235.1
Pierce, WA	709.4
Snohomish, WA	616.6
Thurston, WA	210.8
Total	3,598.6

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$138,000	\$153,500	\$181,200	\$224,200	\$252,900	\$220,200
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-12.9%	\$230,700	\$245,900	\$261,900	\$277,600	\$295,700	6.1%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$4.03/1,000	\$3.93/1,000	Local	80%		
Revenue/Capita	\$41.83	\$61.19	\$76.54	National	20%		

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	3,299.1	3,598.6	1.8%	3,598.6	3,863.4
Households	1,276.8	1,411.1	2.0%	1,411.1	1,527.5	1.6%
Retail Sales	NA ^{1/}	54,676.5	NA ^{1/}	54,676.5	75,161.5	6.6%
EBI ^{2/}	61,962.3	87,859.1	7.2%	87,859.1	122,895.0	6.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,791.3	324.0	139.0	157.1	277.4	325.6	263.8	304.3
Women (000)	1,807.3	309.6	133.3	149.5	262.6	323.9	257.4	371.1
Total	3,598.6	633.6	272.3	306.6	540.0	649.5	521.2	675.4
Percentage	100.0%	17.6%	7.6%	8.5%	15.0%	18.0%	14.5%	18.8%
Per Capita	\$ 24,415	Median Household		\$ 52,807	Avg Household		\$ 62,263	
Ethnic Population:	White	82.9%	Black	5.4%	Asian	9.8%	Hispanic	5.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			21	18	21	36	57
Tot 12+			62.8	61.4	62.8	22.5	85.3
Avg 12+			3.0	3.4	3.0	0.6	1.5
Tot LCS			73.6	72.0	73.6	26.4	100.0
Avg LCS			3.5	4.0	3.5	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

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
KLSY	Bellevue	C	92.5	58.0	2343	e	Sandusky Radio	64	7801	1,700		AC	12,800	1.61	3.6	2.9	2.9	2.9	2.7	3.1	3.0	2.7	3.6	
KUBE	Seattle	C	93.3	100.0 cp	1270	k	Clear Channel Comm	64	0206		g	2 CHR	8,600	0.60	6.5	5.8	5.8	5.1	5.1	5.4	5.8	5.0	5.8	
KMPS	Seattle	C	94.1	73.0	2290	d	Infinity Bcstg	61	0102		g1	Country	17,000	1.06	7.3	5.9	5.6	6.9	6.0	6.1	6.3	6.5	5.9	
KJR-	Seattle	C	95.7	100.0	1270	k	Clear Channel Comm	60	0206		g	2 Clsc Hits	6,900	1.21	2.6	2.1	2.0	1.8	1.9	2.1	2.6	3.0	1.0	
KXXO	Olympia	C	96.1	85.0	2100		Three Cities FM Inc	90				Soft AC	1,300		0.7	0.4	0.6	0.7	0.5	0.6	0.7	0.7	0.5	
KYPT	Seattle	C	96.5	52.0 cp	2290	d	Infinity Bcstg	59	0102		g1	80s Hits	7,600	1.23	2.8	2.0	2.2	2.1	1.9	2.3	2.3	2.6	2.4	
KBSG	Tacoma	C	97.3	55.0	2392	i	Entercom	48	9607		sw	1 Oldies	12,400	1.06	5.3	4.1	5.0	5.0	4.0	3.9	5.3	4.3	4.7	
KING	Seattle	C	98.1	58.0	2343		Beethoven	47	9501	9,000	st	1 Classical	4,900	0.57	3.9	3.0	2.7	3.2	2.8	3.2	3.5	2.5	4.1	
KWJZ	Seattle	C	98.9	53.0	2343	e	Sandusky Radio	58	9604	26,000	c4	Smooth Jazz	8,000	0.79	4.6	5.0	5.8	3.6	3.8	4.0	3.6	4.1	3.8	
• KAYO	Elma	C1	99.3	12.0	2133	i	South Sound Bcstg LP	81	9905	249	na	3 Country	200		0.1	0.9	0.4	0.0	0.0	0.0	0.0	0.0	0.4	
KISW	Seattle	C	99.9	55.0	2343	i	Entercom	50	9808		sw	Rock	8,000	1.30	2.8	3.0	3.1	3.1	2.9	2.8	2.4	2.1	2.3	
KQBZ	Seattle	C	100.7	53.0	2343	i	Entercom	46	9703		sw	1 Talk	4,500	0.73	2.8	2.2	2.1	2.4	2.6	2.2	2.1	2.5	2.6	
KPLZ	Seattle	C	101.5	100.0 cp	1263	f	Fisher Comm Inc	59	9403	11,000	c2	Hot AC	11,000	1.43	3.5	2.5	2.2	3.2	2.6	2.9	3.0	2.7	3.3	
KZOK	Seattle	C	102.5	73.0	2290	d	Infinity Bcstg	64	0102		g1	Clsc Rock	16,000	1.69	4.3	3.6	3.7	4.3	3.8	2.9	4.0	4.1	3.8	
KMTT	Tacoma	C	103.7	58.0	2343	i	Entercom	58	9808			Adult Rock	9,500	1.27	3.4	2.7	2.8	2.9	2.8	2.7	2.8	3.3	2.7	
KFNK	Eatonville	C3	104.9	17.0 cp	407		Bedrock & Associates	95	9909	4,500	2	Rock	1,100	0.38	1.3	1.5	1.3	1.4	1.1	1.2	0.9	1.1	1.2	
KCMS	Edmonds	C1	105.3	54.0	1263	c	Crista Ministries	60				ChrsContem	3,500	0.55	2.9	2.7	2.5	2.5	2.3	2.9	2.1	2.8	2.0	
KBKS	Tacoma	C	106.1	68.0	2290	d	Infinity Bcstg	59	0102		g1	AC	8,600	0.95	4.1	4.0	3.7	3.6	3.6	3.3	4.1	3.3	3.3	
KWPZ	Lynden	C	106.5	68.0	2333	c	Crista Ministries	60				ChrsContem	200		0.4	0.0	0.4	0.0	0.0	0.4	0.4	0.4	0.0	
KRWM	Bremerton	C1	106.9	49.0	1299	e	Sandusky Radio	64	9609	29,250		Soft AC	8,000	0.77	4.7	4.5	4.1	4.9	5.4	3.8	3.9	4.3	4.0	
KNDD	Seattle	C	107.7	50.0	2343	i	Entercom	62	9607		sw	Modern Rock	11,800	1.22	4.4	3.2	3.9	3.5	3.4	3.5	3.1	4.5	3.8	
# FM Stations -					21	# Combos -					17	FM TOTALS				72.0	62.0	62.8	63.1	59.2	59.3	61.9	62.5	61.2

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Metro Rank: 14

Revenue Rank: 13

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

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<hr/>							
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<hr/>							
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Per Capita	\$ 24,415	Median Household		\$ 52,807	Avg Household		\$ 62,263	
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Tot LCS			73.6	72.0	73.6	26.4	100.0
Avg LCS			3.5	4.0	3.5	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

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000
KVI	Seattle	B	570	5.0	5.00	f	Fisher Comm Inc	29	9403		c2	Talk	8,000	0.71	5.1	3.2	3.9	5.2	4.2	3.8	3.9	4.8	4.9
● KCIS	Edmonds	B	630	2.3	0.05	c	Crista Ministries	54				Inspiration	800		0.3	0.0	0.4	0.0	0.4	0.0	0.5	0.0	0.5
● KBRD	Lacey	D	680	0.3	0.00	b	Marrow, Skip	86	9504	50		Big Band				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	1 Nws/Tlk/Spt	29,300	1.33	10.0	9.9	8.8	6.2	9.1	11.5	9.7	5.0	7.9
KNWX	Seattle	B	770	50.0	5.00	i	Entercom	25	9808		sw	1 Bus News	3,000	0.91	1.5	0.9	0.9	1.5	1.2	1.2	1.2	1.4	1.3
● KGNW	Burien-Seattle	B	820	50.0	5.00	h	Salem Comm Corp	70	8611	2,770		Chrst/Talk	2,400		0.1	0.5	0.5	0.0	0.4	0.0	0.0	0.4	0.0
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			3.7	2.7	2.9	3.4	2.9	3.2	2.9	3.2	3.3
● KGHO	Olympia	D	920	3.0	0.01		MCC Radio LLC	56	9910	650		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KJR	Seattle	B	950	50.0	50.00	k	Clear Channel Comm	21	0206		g	2 Sports	5,000	0.95	2.4	1.8	1.4	2.1	2.0	1.7	2.1	2.0	2.3
● KOMO	Seattle	A	1000	50.0	50.00	f	Fisher Comm Inc	26				News	7,000	0.96	3.3	2.1	2.8	2.8	3.1	2.4	2.6	3.3	2.9
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	100	0.04	1.2	0.6	0.0	0.0	0.0	0.8	1.3	1.2	0.7
● KWDB	Oak Harbor	D	1110	0.5	0.00	h	West Beach Bcstg	84	0004		na	AC				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	News				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
● KBSG	Auburn-Federal	B	1210	27.5	10.00	i	Entercom	58	9607		sw	1 Oldies			0.1	0.0	0.0	0.1	0.1	0.1	0.2	0.0	0.1
KWYZ	Everett	C	1230	1.0	1.00	g	Suh, Jean	57	9905	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 Radio Inc	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	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		Mexican	200			0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0
KRKO	Everett	B	1380	5.0	5.00		SR Broadcasting Inc	20	8801	600		Talk				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	9704	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	B	1480	1.0	0.00	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	Ethnc/Span	950		0.3	0.4	0.4	0.0	0.8	0.0	0.5	0.0	0.4
● 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					28.0	22.6	22.5	21.3	24.2	24.7	24.9	21.3	24.3
				AM & FM Stations Profiled -		57	# Duopolies -		18	Total Local Commercial Share					84.6	85.3	84.4	83.4	84.0	86.8	83.8	85.5	

● 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	3,143.4
	3,143.4

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$113,800	\$125,300	\$144,800	\$170,600	\$187,000	\$185,000
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-1.1%	\$194,800	\$207,700	\$221,200	\$234,400	\$249,700	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.89/1,000	\$3.98/1,000	Local 72%
Revenue/Capita	\$46.06	\$58.85	\$69.22	National 28%

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	2,470.6	3,143.4	4.9%	3,143.4	3,607.5	2.8%
Households	941.0	1,216.8	5.3%	1,216.8	1,416.7	3.1%
Retail Sales	NA ^{1/}	47,522.8	NA ^{1/}	47,522.8	62,677.0	5.7%
EBI ^{2/}	35,819.1	55,173.0	9.0%	55,173.0	73,946.6	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,552.5	294.9	129.3	147.2	237.3	245.5	206.5	291.7
Women (000)	1,590.9	282.1	124.6	137.9	223.4	246.2	215.9	360.8
Total	3,143.4	577.0	253.9	285.1	460.7	491.7	422.4	652.5
Percentage	100.0%	18.4%	8.1%	9.1%	14.7%	15.6%	13.4%	20.8%
Per Capita	\$ 17,552							
				Median Household	\$ 36,710		Avg Household	\$ 45,343
Ethnic Population:	White	90.3%	Black	4.3%	Asian	2.8%	Hispanic	25.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		24	21	26	21	47
Tot 12+	0.2		66.3	66.2	66.5	15.5	82.0
Avg 12+	0.1		2.8	3.2	2.6	0.7	1.7
Tot LCS	0.2		80.9	80.7	81.1	18.9	100.0
Avg LCS	0.1		3.4	3.8	3.1	0.9	2.1

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 Flagstaff.

FM Stations														ARB 12+ Metro Shares (see rights)																
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acc'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall							
																2002	2002	2002	2001	2001	2001	2001	2000							
KKFR	Glendale	C	92.3	100.0	1640	e	Emmis	79	0008		g	CHR	8,300	0.82	5.5	4.3	4.9	4.2	4.4	4.2	3.9	5.2	4.9							
KDKB	Mesa	C	93.3	100.0	1539	f	Sandusky Radio	68	7810	3,700		AOR	10,400	1.41	4.0	3.4	2.5	3.2	3.0	3.2	2.9	4.1	3.1							
KOOL	Phoenix	C	94.5	100.0	1654	a	Infinity Bcstg	56	0008		g3	Oldies	15,500	1.18	7.1	5.3	5.6	6.1	4.8	7.0	5.5	5.5	5.7							
KYOT	Phoenix	C	95.5	100.0	1572	d	Clear Channel Comm	63	0008		g	Smooth Jazz	10,100	0.93	5.9	3.5	4.5	5.3	4.9	4.7	5.8	4.8	4.4							
KSWG	Wickenburg	C3	96.3	6.4 cp	646		Circle S Bcstg Co	92				Country	1,000		0.6	0.0	0.0	0.0	0.0	0.4	0.4	0.5	0.7							
KMXP	Phoenix	C	96.9	100.0	1558	d	Clear Channel Comm	64	9905		g1	Rock AC	5,600	0.80	3.8	3.1	2.7	3.3	2.4	3.5	3.0	3.0	3.2							
KUPD	Tempe	C	97.9	100.0	1621	f	Sandusky Radio	60	9405	20,000	c2	AOR	11,100	1.18	5.1	3.5	3.6	4.0	3.7	4.1	4.1	4.4	4.5							
KKLT	Phoenix	C	98.7	100.0	1788	e	Emmis	60	0103	160,000	d1	AC	6,400	0.84	4.1	4.1	3.7	3.6	3.7	3.2	3.6	3.1	3.7							
KESZ	Phoenix	C	99.9	100.0	1703	d	Clear Channel Comm	82	9906	142,000	c1	Soft AC	15,700	1.39	6.1	4.3	4.8	4.4	5.1	4.6	4.7	5.1	6.0							
KMRR	Globe	C	100.3	90.0	2047	b	Univision Comm Inc	80	0206 p		st	Alternative	2,000	0.90	1.2	0.6	0.9	0.5	1.0	1.1	1.2	0.7	1.0							
KSLX	Scottsdale	C	100.7	100.0	1841	f	Sandusky Radio	69	9807		c4	Clsc Rock	7,900	1.07	4.0	2.9	3.3	2.4	2.5	3.2	4.7	2.8	2.8							
KNRJ	Payson	C1	101.1	57.0 cp	1237	i	Lakeshore Media LLC	98	0201	8,000		Dance				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KZON	Phoenix	C	101.5	100.0	1739	a	Infinity Bcstg	64	0008		g3	Alternative	7,800	1.00	4.2	5.3	5.5	4.8	3.6	3.9	3.4	3.7	2.9							
KAHM	Prescott	C	102.1	58.0	2526		SW FM Bcstg	81				Btll Music	n/a		0.9	0.7	0.8	0.6	0.0	0.7	0.8	1.1	0.4							
KNIX	Phoenix	C	102.5	100.0	1621	d	Clear Channel Comm	69	9906		c1	Country	15,200	1.33	6.2	4.8	4.1	4.2	4.4	4.6	5.5	5.0	5.7							
KLNZ	Glendale	C	103.5	62.0	2428	g	Entravision Comm Co	94	0009		g	Mexican	1,400	0.40	1.9	4.0	3.0	4.0	3.2	2.1	1.6	1.5	1.0							
KEDJ	Gilbert	C2	103.9	50.0	492		New Planet Radio	81	9609	7,350		Modern Rock	4,400	0.99	2.4	2.9	2.2	2.9	2.1	1.9	2.1	1.9	2.1							
KAJM	Payson	C	104.3	100.0 cp	1969	i	Lakeshore Media LLC	84	0201			R&B Oldies	1,000		0.8	1.0	1.2	1.0	0.9	0.7	0.8	0.5	0.6							
KZZP	Mesa	C	104.7	100.0	1549	d	Clear Channel Comm	76	9905		g1	CHR	5,300	0.68	4.2	3.9	4.3	4.1	3.8	4.1	3.6	3.5	2.9							
KHOV	Wickenburg	C2	105.3	6.0	1365	b	Univision Comm Inc	83	0206 p		st	Span/Top40	200		0.1	0.1	0.1	0.1	0.0	0.0	0.4	0.0	0.0							
KHOT	Paradise Valley	C2	105.9	36.0 cp	577	b	Univision Comm Inc	96	0206 p		st	Mexican	3,000	0.65	2.5	2.0	2.5	2.1	2.5	2.1	2.3	1.9	2.2							
KOMR	Sun City	C2	106.3	23.0 cp	725	b	Univision Comm Inc	75	0206 p		st	Spanish AC	2,200	0.52	2.3	1.3	0.7	1.2	0.2	1.9	1.7	2.1	2.1							
KKMR	Arizona City	A	106.5	6.0	292	b	Univision Comm Inc	85	0206 p		st	1 Alternative				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
KDVA	Buckeye	A	106.9	6.0	305	g	Entravision Comm Co	92	0011	10,000		Span/Easy	400		0.2	0.4	0.2	0.1	0.4	0.3	0.2	0.2	0.0							
KVVA	Apache Junction	C3	107.1	23.5	335	g	Entravision Comm Co	73	0008		g4	Span/Easy	1,300	0.59	1.2	1.1	1.1	1.2	1.3	0.9	1.2	1.0	0.9							
KMLE	Chandler	C	107.9	100.0	1736	a	Infinity Bcstg	80	0008		g3	Country	16,000	1.49	5.8	3.8	4.3	4.4	4.2	4.2	4.4	6.0	4.9							
# FM Stations -														26	# Combos -		23	FM TOTALS				80.1	66.8	66.5	67.7	62.1	66.6	67.8	67.6	65.7

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	3,143.4
	3,143.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$113,800	\$125,300	\$144,800	\$170,600	\$187,000	\$185,000	10.2%
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-1.1%	\$194,800	\$207,700	\$221,200	\$234,400	\$249,700	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.89/1,000	\$3.98/1,000	Local 72%
Revenue/Capita	\$46.06	\$58.85	\$69.22	National 28%

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	2,470.6	3,143.4	4.9%	3,143.4	3,607.5	2.8%
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Retail Sales	NA ^{1/}	47,522.8	NA ^{1/}	47,522.8	62,677.0	5.7%
EBI ^{2/}	35,819.1	55,173.0	9.0%	55,173.0	73,946.6	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,552.5	294.9	129.3	147.2	237.3	245.5	206.5	291.7
Women (000)	1,590.9	282.1	124.6	137.9	223.4	246.2	215.9	360.8
Total	3,143.4	577.0	253.9	285.1	460.7	491.7	422.4	652.5
Percentage	100.0%	18.4%	8.1%	9.1%	14.7%	15.6%	13.4%	20.8%
Per Capita	\$ 17,552							
				Median Household	\$ 36,710		Avg Household	\$ 45,343
Ethnic Population:	White	90.3%	Black	4.3%	Asian	2.8%	Hispanic	25.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		24	21	26	21	47
Tot 12+	0.2		66.3	66.2	66.5	15.5	82.0
Avg 12+	0.1		2.8	3.2	2.6	0.7	1.7
Tot LCS	0.2		80.9	80.7	81.1	18.9	100.0
Avg LCS	0.1		3.4	3.8	3.1	0.9	2.1

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 Flagstaff.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer				Spring				Winter				Fall			
																2002	2002	2002	2001	2001	2001	2001	2001	2001	2001	2001	2001	2001	2001	2001	2001
KFYI	Phoenix	B	550	5.0	1.00	d	Clear Channel Comm	21	0008		g	News/Talk	7,900	0.76	5.6	2.7	5.1	4.8	5.8	4.2	4.8	4.0	5.6								
KTAR	Phoenix	B	620	5.0	5.00	e	Emmis	22	0103		d1	Nws/Tlk/Spt	13,300	1.06	6.8	7.8	5.3	5.7	6.8	6.5	5.6	5.0	5.6								
KIDR	Phoenix	B	740	1.0	0.29		Radio Unlca	58	9812		g	Spn/Nws/Tlk	500		0.4	0.6	0.5	0.5	0.8	0.5	0.5	0.0	0.5								
KMVP	Phoenix	B	860	1.0	1.00	e	Emmis	49	0103		d1	Sports	1,200		0.5	0.4	0.5	0.4	0.4	0.0	0.4	0.4	0.9								
KGME	Phoenix	B	910	5.0	5.00	d	Clear Channel Comm	40	0008		g	Sports	1,800		0.9	1.1	0.9	0.7	1.3	0.9	0.6	1.0	0.6								
• KKNT	Phoenix	B	960	5.0	5.00	c	Salem Comm Corp	47	9610	6,500		Talk	400		0.4	0.4	0.6	0.0	0.6	0.0	0.5	0.5	0.5								
KXEM	Tolleson	B	1010	15.0	0.25	h	J Crystal Entrprises	62	0008	4,500		Nws/Tlk/Spt			0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.3								
KDUS	Tempe	B	1060	5.0	0.50	f	Sandusky Radio	60	9405		c2	Sports			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4								
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	500		0.3	0.0	0.0	0.0	0.0	0.4	0.0	0.5	0.0								
KOY	Phoenix	C	1230	1.0	1.00	d	Clear Channel Comm	49	0008		g	Adlt Stndrd	2,600	0.44	3.2	1.9	2.2	2.9	2.8	2.6	2.7	2.7	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		Gerson, B., D. & M.	46	8912	975		Talk	600			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	1,600		0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0								
KSUN	Phoenix	C	1400	1.0	1.00		Fiesta Radio Inc	54	8612	600		Spanish	400		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7								
• 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		Spanish	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		0.8	0.4	0.4	0.4	0.0	1.2	0.7	0.6	0.3								
• KASA	Phoenix	D	1540	10.0	0.02		KASA Radio Hogar Inc	67	9208	475		Span/CCtmp				0.6	0.0	0.0	0.4	0.0	0.0	0.0	0.0								
KMIK	Tempe	B	1580	50.0	50.00		ABC Radio Inc	60	9811	5,850		Children	300		0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.3								
				# AM Stations -		21	# Combos -		11	AM TOTALS					19.6	15.9	15.5	15.8	18.9	16.3	16.6	14.7	18.5								
				AM & FM Stations Profiled -		47	# Duopolles -		17	Total Local Commercial Share					82.7	82.0	83.5	81.0	82.9	84.4	82.3	84.2									

• 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	302.2
Carver, MN	71.9
Chisago, MN	41.9
Dakota, MN	362.0
Hennepin, MN	1,122.5
Isanti, MN	31.7
Ramsey, MN	512.9
Scott, MN	91.9
Sherburne, MN	48.1
Washington, MN	205.3
Wright, MN	91.6
Pierce, WI	37.1
St. Croix, WI	64.1

2,983.2

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

ESTIMATED GROSS REVENUES
★★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$119,400	\$129,400	\$147,700	\$165,600	\$181,100	\$162,200	6.3%
Δ 00 - 01	-10.4%						
	2002	2003	2004	2005	2006	Δ 01 - 06	
Gross Revenues	\$170,800	\$182,100	\$193,900	\$205,500	\$218,900	6.2%	

Revenue/Retail Sales
Revenue/Capita

	1996	2001	2006
Revenue/Retail Sales	NA ^{1/}	\$3.00/1,000	\$3.11/1,000
Revenue/Capita	\$43.85	\$54.37	\$69.16

Est. Breakout
Local 76%
National 24%

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	2,722.8	2,983.2	1.8%	2,983.2	3,165.2	1.2%
Households	1,027.6	1,136.8	2.0%	1,136.8	1,218.4	1.4%
Retail Sales	NA ^{1/}	53,985.7	NA ^{1/}	53,985.7	70,372.4	5.4%
EBI ^{2/}	46,735.8	65,032.9	6.8%	65,032.9	83,845.1	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,468.2	286.9	121.4	127.3	241.0	257.9	208.1	225.6
Women (000)	1,514.9	275.5	115.8	130.8	234.1	258.3	209.5	290.8
Total	2,983.2	562.4	237.2	258.2	475.1	516.2	417.6	516.4
Percentage	100.0%	18.9%	8.0%	8.7%	15.9%	17.3%	14.0%	17.3%
Per Capita	\$ 21,800							
Median Household					\$ 49,899			
Avg Household								\$ 57,206
Ethnic Population:	White	88.1%	Black	6.1%	Asian	4.7%	Hispanic	3.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		15	12	21	24	45
Tot 12+	1.4		54.9	54.8	56.3	20.3	76.6
Avg 12+	0.2		3.7	4.6	2.7	0.8	1.7
Tot LCS	1.8		71.7	71.5	73.5	26.5	100.0
Avg LCS	0.3		4.8	6.0	3.5	1.1	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
															2002	2002	2002	2001	2001	2001	2001		
KQRS	Golden Valley	C	92.5	100.0	1034	a	ABC Radio Inc	63	9602		g5	Clsc Rock	26,000	1.26	12.7	8.5	9.8	9.2	10.4	9.8	9.6	9.4	11.2
KXXR	Minneapolis	C	93.7	100.0	1034	a	ABC Radio Inc	61	9602		g5	Rock	9,100	0.89	6.3	5.8	5.2	4.8	5.5	4.6	5.4	4.9	4.9
KSTP	St. Paul	C	94.5	100.0	1221	b	Hubbard Bcstg Inc	65	9701			AC	9,300	1.17	4.9	3.9	3.9	3.6	3.7	4.1	3.6	3.8	3.9
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
KRDS	New Prague	A	95.5	3.0	328	j	Ingstad, James	90	0112			Oldies				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	1,000	0.17	3.7	3.4	3.9	3.7	3.2	3.1	2.7	3.0	2.8
KTCZ	Minneapolis	C	97.1	100.0	1034	e	Clear Channel Comm	56	0008		g	AAA	9,400	1.21	4.8	4.7	4.4	3.8	4.8	4.8	4.2	3.4	2.7
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
WLOL	Minneapolis	C1	100.3	89.0 cp	1034	e	Clear Channel Comm	65	0008		g	Clsc Hits	6,400	1.01	3.9	2.5	2.6	2.5	2.8	3.1	3.2	3.0	3.0
KDWB	Richfield	C	101.3	100.0	1034	e	Clear Channel Comm	59	0008		g	CHR	11,600	0.86	8.3	5.5	6.9	6.1	6.2	5.7	7.3	7.1	5.9
KEEY	St. Paul	C	102.1	100.0	1034	e	Clear Channel Comm	69	0008		g	Country	15,300	1.05	9.0	5.9	5.4	6.8	6.3	7.4	6.0	7.9	7.1
WLTE	Minneapolis	C	102.9	100.0	1034	d	Infinity Bcstg	73	0008		g1	Lite Rock	14,100	1.28	6.8	5.6	5.7	5.3	5.3	5.3	5.3	5.0	5.7
WXPT	St. Louis Park	C1	104.1	89.0	1034	d	Infinity Bcstg	62	0102		g1	80s Hits	5,600	0.84	4.1	2.9	2.5	2.9	2.3	3.4	3.6	3.3	2.6
WGVX	Lakeville	A	105.1	2.6	499	a	ABC Radio Inc	93	9708	17,500	c2	AAA	1,900	0.98	1.2	0.7	1.0	1.0	0.8	0.8	1.1	1.0	0.9
WGVY	Cambridge	C3	105.3	25.0	299	a	ABC Radio Inc	73	9708		c2	AAA				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGVZ	Eden Prairie	A	105.7	5.8	240	a	ABC Radio Inc	93	9708		c2	AAA			0.9	0.4	0.4	0.5	0.5	0.7	0.9	0.6	0.6
KLCI	Elk River	C3	106.1	9.1	538	h	Starcom	74	9811		st	Country	400		0.2	0.8	0.5	0.7	0.0	0.0	0.4	0.0	0.3
WEVR	River Falls	A	106.3	6.0	328	i	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	0.47	1.3	0.0	0.6	0.6	0.5	0.9	1.3	1.1	0.9
KQQL	Anoka	C	107.9	100.0	1089	e	Clear Channel Comm	68	0008		g	Oldies	8,300	1.04	4.9	4.2	3.5	4.4	4.6	3.7	3.7	3.7	4.2
# FM Stations -					21	# Combos -					18	FM TOTALS			73.0	54.8	56.3	55.9	56.9	57.4	58.3	57.2	56.7

● 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)

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Wright, MN	91.6
Pierce, WI	37.1
St. Croix, WI	64.1

2,983.2

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$119,400	\$129,400	\$147,700	\$165,600	\$181,100	\$162,200
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-10.4%	\$170,800	\$182,100	\$193,900	\$205,500	\$218,900	6.2%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.00/1,000	\$3.11/1,000	Local	76%		
	\$43.85	\$54.37	\$69.16	National	24%		

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	2,722.8	2,983.2	1.8%	2,983.2	3,165.2
Households	1,027.6	1,136.8	2.0%	1,136.8	1,218.4	1.4%
Retail Sales	NA ^{1/}	53,985.7	NA ^{1/}	53,985.7	70,372.4	5.4%
EBI ^{2/}	46,735.8	65,032.9	6.8%	65,032.9	83,845.1	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,468.2	286.9	121.4	127.3	241.0	257.9	208.1	225.6
Women (000)	1,514.9	275.5	115.8	130.8	234.1	258.3	209.5	290.8
Total	2,983.2	562.4	237.2	258.2	475.1	516.2	417.6	516.4
Percentage	100.0%	18.9%	8.0%	8.7%	15.9%	17.3%	14.0%	17.3%
Per Capita	\$ 21,800	Median Household		\$ 49,899	Avg Household		\$ 57,206	
Ethnic Population:	White	88.1%	Black	6.1%	Asian	4.7%	Hispanic	3.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		15	12	21	24	45
Tot 12+	1.4		54.9	54.8	56.3	20.3	76.6
Avg 12+	0.2		3.7	4.6	2.7	0.8	1.7
Tot LCS	1.8		71.7	71.5	73.5	26.5	100.0
Avg LCS	0.3		4.8	6.0	3.5	1.1	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	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000	
• WDGY	Hudson	B	630	2.3 cp	5.00	g	Borgen Bcstg Corp	59	9609	87		Sports				0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0	0.0
• WMIN	Hudson	D	740	0.9	0.00	g	Borgen Bcstg Corp	83	8805	25	+	Sprts/Talk	300		0.3	0.0	0.6	0.0	0.0	0.0	0.0	0.5	0.0	0.5
WCCO	Minneapolis	A	830	50.0	50.00	d	Infinity Bcstg	24	0102		g1	Nws/Tlk/Spt	20,400	1.04	12.1	10.7	8.7	7.2	8.8	10.0	9.7	8.8	9.4	
KCCO	St. Louis Park	B	950	1.0	1.00	d	Infinity Bcstg	58	0102		g1	BusNw/Talk	150		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
KKMS	Richfield	B	980	5.0	5.00	k	Salem Comm Corp	49	9701	3,000		Chrst/Talk	1,500		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
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	0.0
KFAN	Minneapolis	B	1130	50.0	25.00	e	Clear Channel Comm	23	0008		g	Sprts/Talk	7,300	1.41	3.2	2.4	2.1	3.3	2.6	2.0	1.8	3.3	2.9	
• WEZU	Stillwater	B	1220	5.0	0.25		Endurance Bcstg LLC	49	0108	200		MOR/Nstlg	850		0.7	0.4	0.5	0.3	0.0	0.5	0.5	0.7	0.5	
WWTC	Minneapolis	B	1280	5.0	5.00	k	Salem Comm Corp	25	0101		g	Talk	250			0.9	0.4	0.6	0.5	0.0	0.0	0.0	0.0	0.0
• WQPM	Princeton	D	1300	1.0	0.08	h	Starcom	67	9811		st	Talk/Cntry				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WMNN	Minneapolis	B	1330	9.7	5.10	c	Minn Public Radio	39			1	News	1,000		0.7	0.5	0.5	0.6	0.6	0.5	0.4	0.8	0.6	
• KCHK	New Prague	D	1350	0.5	0.07	j	Ingstad, James	69	0112			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• 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	0.0
• KLBB	St. Paul	C	1400	1.0	1.00	c	Minn Public Radio	36	9905		na	1 Nostalgia	1,600	0.52	1.9	1.1	1.5	1.6	1.4	1.6	1.5	1.2	1.6	
KDIZ	Golden Valley	B	1440	5.0	0.50	a	ABC Radio Inc	48	9602		g5	Children	600			0.0	0.3	0.0	0.0	0.0	0.0	0.0	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	0.0
KLBP	Brooklyn Park	B	1470	5.0	5.00	c	Minn Public Radio	56	9905		na	1 Nostalgia			0.1	0.2	0.1	0.3	0.1	0.2	0.0	0.0	0.0	0.0
KSTP	St. Paul	A	1500	50.0	50.00	b	Hubbard Bcstg Inc	24	9701			Talk	8,200	0.67	7.6	5.0	5.6	6.3	5.8	5.4	5.6	6.1	6.7	
• KSMM	Shakopee	D	1530	8.6	0.01		Twin Hearts Media	63	0209	850		Religion				0.0	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	i	Hanten Bcstg Co Inc	69				Lite AC				0.0	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	k	Salem Comm Corp	61	9810		g	Chrst/Talk	450			0.0	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	0.1	0.0	0.1	0.0	0.0	0.0
KWOM	Watertown	B	1600	5.0	5.00		Linder Bcstg Group	95				Adit Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		24	# Combos -		18	AM TOTALS						26.9	21.2	20.3	20.5	19.9	20.2	20.1	21.2	22.8
				AM & FM Stations Profiled -		45	# Duopolies -		14	Total Local Commercial Share						76.0	76.6	76.4	76.8	77.6	78.4	78.4	79.5	

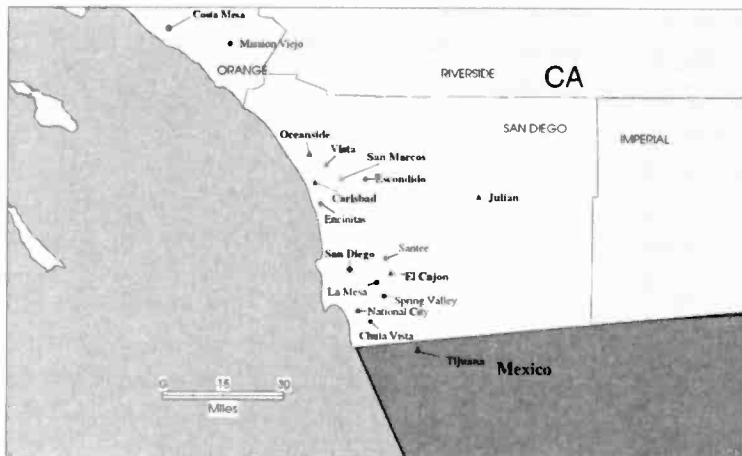
• Indicates a change since last edition

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	2,837.5
	2,837.5

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$125,600	\$129,100	\$140,800	\$156,900	\$186,000	\$153,000
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-17.7%	\$161,100	\$171,700	\$182,800	\$193,800	\$206,400	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.10/1,000	\$4.15/1,000	Local 75%
Revenue/Capita	\$46.13	\$53.92	\$67.87	National 25%

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	2,722.7	2,837.5	0.8%	2,837.5	3,041.1	1.4%
Households	940.1	987.0	1.0%	987.0	1,056.2	1.4%
Retail Sales	NA ^{1/}	37,324.5	NA ^{1/}	37,324.5	49,706.9	5.9%
EBI ^{2/}	39,777.1	54,337.7	6.4%	54,337.7	67,559.0	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,441.8	254.6	107.6	189.2	244.4	233.0	174.0	238.9
Women (000)	1,395.7	242.5	102.8	139.6	208.8	225.8	180.3	295.8
Total	2,837.5	497.1	210.5	328.9	453.3	458.8	354.3	534.6
Percentage	100.0%	17.5%	7.4%	11.6%	16.0%	16.2%	12.5%	18.8%
Per Capita	\$ 19,150			Median Household	\$ 44,292		Avg Household	\$ 55,053
Ethnic Population:	White	81.0%	Black	6.5%	Asian	10.8%	Hispanic	27.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	19	3	20	28	17	45
Tot 12+	2.9	50.0	11.7	62.3	64.6	15.3	79.9
Avg 12+	0.5	2.6	3.9	3.1	2.3	0.9	1.8
Tot LCS	3.6	62.6	14.6	78.0	80.9	19.1	100.0
Avg LCS	0.6	3.3	4.9	3.9	2.9	1.1	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

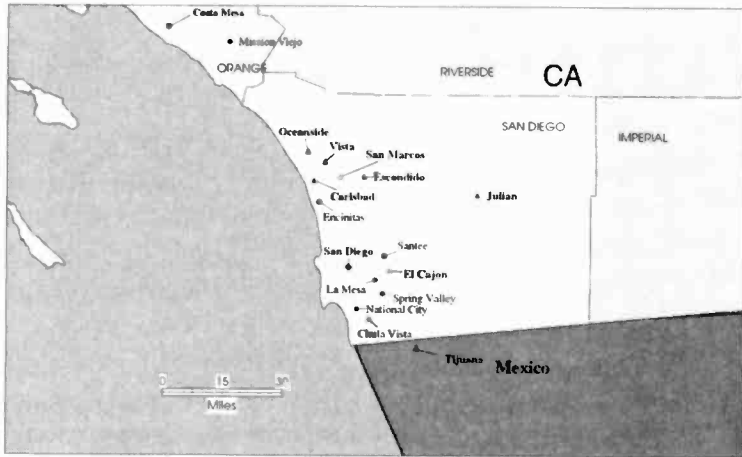
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)				
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
XHTZ	Tijuana	C	90.3	93.1	456	c	XETRA	73	0205 p		na	3 CHR	6,000	0.69	5.7	5.0	4.6	4.7	4.3	5.0	4.6	4.3	4.8	
XTRA	Tijuana	C	91.1	100.0	804	h	XETRA	69	9905		g1	3 Alternative	6,500	0.82	5.2	3.9	3.9	4.7	4.1	4.1	4.2	4.2	4.7	
XGLX	Tijuana	B	91.7	60.0	994		MVS Radio	99				Spanish AC	300		0.2	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.4	
KFSD	Escondido	A	92.1	0.6	1024	f	Astor Bcst Group	66	8707	2,970	c3	Modern Rock	2,300	1.00	1.5	1.4	1.4	1.2	1.3	1.0	0.8	1.7	1.4	
XHRM	Tijuana	C	92.5	100.0	1844		BiNational Bcstg	81				3 Oldies	4,200	0.65	4.2	3.8	3.2	3.6	3.4	3.2	4.0	2.9	3.6	
KHTS	El Cajon	B	93.3	50.0 cp	482	b	Clear Channel Comm	61	9905		g1	3 Top 40	6,100	0.66	6.0	5.3	4.9	4.7	5.6	5.1	5.0	4.9	4.6	
KMYI	San Diego	B	94.1	100.0	617	b	Clear Channel Comm	49	9905		g1	3 Hot AC	3,600	0.98	2.4	3.2	3.4	2.8	1.5	1.3	2.0	2.4	2.1	
KBZT	San Diego	B	94.9	26.5	686	d	Jefferson-Pilot Comm	60	9610	30,000		80s Hits	5,700	1.28	2.9	1.2	1.7	1.6	2.1	2.8	2.0	2.4	2.4	
KOCL	Carlsbad	B	95.7	29.0	640	b	Clear Channel Comm	65	9905		g1	3 Oldies	4,500	0.64	4.6	2.2	2.4	2.7	2.7	3.6	3.9	4.4	3.2	
KYXY	San Diego	B	96.5	26.5	686	g	Infinity Bcstg	60	0008		g2	Clsc Hits	10,000	1.11	5.9	5.1	5.4	4.8	5.6	5.1	4.4	4.7	5.2	
KSON	San Diego	B	97.3	50.0	440	d	Jefferson-Pilot Comm	64	9612	5,575	c2	Country	11,000	1.36	5.3	3.3	3.7	3.7	4.0	5.0	4.3	4.0	4.1	
XTIM	Tijuana	A	97.7	0.7	459		Sociedad Mexicana	93			1	Mexican	200		0.1	0.0	0.6	0.4	0.4	0.0	0.0	0.0	0.4	
KIFM	San Diego	B	98.1	26.5	686	d	Jefferson-Pilot Comm	60	9612	28,750		NAC/Jazz	5,000	0.63	5.2	4.3	4.6	5.3	4.2	4.1	4.5	4.4	4.0	
XMOR	Tijuana	B	98.9	50.0	233		Mayans, Mario	93				Span/Rock	600	0.39	1.0	0.9	0.8	1.1	0.7	0.8	0.6	1.0	0.9	
XHCR	Tijuana	B	99.3	25.0	328	c	XETRA	75	0205 p		na	3 Country	1,300	0.53	1.6	1.2	1.5	1.2	1.5	1.2	1.4	1.2	1.4	
XHTY	Tijuana	A	99.7	2.0	200	j	Uni-Radio Corp	0				Mexican	750		0.8	0.9	0.9	1.0	0.8	0.6	0.6	0.7	0.6	
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	e	Midwest TV Inc	59				Adult CHR	13,550	1.67	5.3	3.8	4.0	4.0	3.9	4.5	4.2	4.7	3.9	
KGB	San Diego	B	101.5	50.0	499	b	Clear Channel Comm	56	9905		g1	3 Clsc Rock	7,000	1.06	4.3	3.7	2.7	3.7	3.5	3.1	3.3	3.6	4.2	
KPRI	Encinitas	B	102.1	14.5 cp	817		Compass Radio Group	62	9603		nc	AAA	2,700	0.84	2.1	1.7	1.5	1.5	1.6	2.0	1.6	1.4	2.0	
KLQV	San Diego	B	102.9	32.0	617	i	Univision Comm Inc	63	0206 p		st	Span/BtFMs	3,400	1.17	1.9	1.4	1.7	1.6	1.5	1.3	1.9	1.9	1.1	
KGBB	Temecula	A	103.3	1.3	715	b	Clear Channel Comm	01	0103	6,225	cp	3 Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KPLN	San Diego	B	103.7	36.0	581	g	Infinity Bcstg	65	0008		g2	Clsc Rock	4,400	1.11	2.6	2.2	2.1	2.2	2.0	2.2	2.3	2.0	2.2	
XLTN	Tijuana	B	104.5	57.3	351	c	Diaz, Victor&Martha	75				1 Span/BtFMs	1,100	0.45	1.6	0.9	1.0	1.1	1.7	1.3	1.3	1.1	1.5	
KIOZ	San Diego	B	105.3	23.5	715	b	Clear Channel Comm	54	9905		d1	3 AOR	8,000	0.95	5.5	3.9	4.1	4.0	4.2	4.7	4.8	4.0	4.5	
KLNV	San Diego	B	106.5	50.0	440	i	Univision Comm Inc	60	0206 p		st	Mexican	7,700	1.17	4.3	4.3	4.5	4.2	3.0	3.0	4.2	3.6	3.4	
KSYY	Fallbrook	A	107.1	3.0	299		Big City Radio	77	9606		g	Spanish AC	300			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
XHFG	Tijuana	B1	107.3	15.0	994	j	Uni-Radio Corp	80				Spanish AC	350			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# FM Stations -					28	# Combos -					21	FM TOTALS				80.2	64.4	64.6	65.8	63.6	65.4	65.9	65.5	66.6

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	2,837.5
	2,837.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$125,600	\$129,100	\$140,800	\$156,900	\$186,000	\$153,000
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-17.7%	\$161,100	\$171,700	\$182,800	\$193,800	\$206,400	6.2%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$4.10/1,000	\$4.15/1,000	Local	75%		
Revenue/Capita	\$46.13	\$53.92	\$67.87	National	25%		

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	2,722.7	2,837.5	0.8%	2,837.5	3,041.1	1.4%
Households	940.1	987.0	1.0%	987.0	1,056.2	1.4%
Retail Sales	NA ^{1/}	37,324.5	NA ^{1/}	37,324.5	49,706.9	5.9%
EBI ^{2/}	39,777.1	54,337.7	6.4%	54,337.7	67,559.0	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,441.8	254.6	107.6	189.2	244.4	233.0	174.0	238.9
Women (000)	1,395.7	242.5	102.8	139.6	208.8	225.8	180.3	295.8
Total	2,837.5	497.1	210.5	328.9	453.3	458.8	354.3	534.6
Percentage	100.0%	17.5%	7.4%	11.6%	16.0%	16.2%	12.5%	18.8%
Per Capita	\$ 19,150		Median Household	\$ 44,292		Avg Household	\$ 55,053	
Ethnic Population:	White 81.0%	Black 6.5%	Asian 10.8%	Hispanic 27.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	19	3	20	28	17	45
Tot 12+	2.9	50.0	11.7	62.3	64.6	15.3	79.9
Avg 12+	0.5	2.6	3.9	3.1	2.3	0.9	1.8
Tot LCS	3.6	62.6	14.6	78.0	80.9	19.1	100.0
Avg LCS	0.6	3.3	4.9	3.9	2.9	1.1	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	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000
• XSUR	Tijuana	B	540	1.0	1.00		Mt Wilson FM Bcstrs	97				Adlt Stndrd	500		0.3	0.8	0.5	0.4	0.5	0.3	0.6	0.0	0.0
KOGO	San Diego	B	600	5.0	5.00	b	Clear Channel Comm	26	9905		g1	3 Tlk/Nws/Spt	12,000	1.01	7.8	5.1	5.6	5.6	6.1	6.6	6.5	6.4	6.3
XTRA	Tijuana	A	690	50.0	50.00	h	XETRA	34	9905		g1	3 Spts/Talk	6,000	1.87	2.1	1.6	1.7	2.2	1.8	1.3	1.8	1.6	2.1
KFMB	San Diego	B	760	5.0	50.00	e	Midwest TV Inc	41	6404			Talk	7,550	2.24	2.2	3.8	2.7	2.1	2.5	1.8	1.2	2.2	2.2
XEMO	Tijuana	B	860	5.0	5.00	j	Uni-Radio Corp	37				Mexican	600			0.0	0.4	0.4	0.0	0.0	0.0	0.0	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	f	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	0208 p	8,500	2	Spn/T40/Spt	800		0.6	0.5	0.0	0.5	0.6	0.5	0.6	0.5	0.4
XPRS	Rosarito	A	1090	50.0	50.00		Fregoso, Teddy	47				Span/Trpcl	400		0.3	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.4
KSDO	San Diego	B	1130	10.0	10.00		Chase Radio Partners	47	0008		g	3 Talk	1,300		0.8	0.8	0.7	0.5	0.6	0.6	0.6	0.6	0.8
• KCBQ	San Diego	B	1170	50.0 cp	4.50	a	Salem Comm Corp	46	0009	5,000		Talk	500	0.30	1.1	0.6	0.7	0.7	0.8	0.8	0.7	1.2	1.0
• KPRZ	San	B	1210	20.0	10.00	a	Salem Comm Corp	85				Chrst/Talk	2,900		0.9	0.7	0.5	0.7	0.9	0.7	0.7	0.8	0.6
KSON	San Diego	C	1240	1.0	1.00	d	Jefferson-Pilot Comm	46	9612		c2	Children	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	3 Nostalgia	2,500	0.53	3.1	2.4	2.1	2.5	2.0	2.9	2.6	2.8	2.0
• KFSD	Escondido	C	1450	1.0	1.00	f	Astor Bcst Group	58	8707		c3	Adlt Stndrd	550		0.8	0.4	0.4	0.4	0.4	0.5	0.5	0.6	0.9
XRCN	Tijuana	B	1470	5.0	5.00	j	Unl-Radio Corp	97				Spn/Nws/Tik				0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		17	# Combos -		11	AM TOTALS					20.0	17.1	15.3	16.4	16.2	16.5	15.8	16.7	16.7
				AM & FM Stations Profiled -		45	# Duopolies -		13	Total Local Commercial Share						81.5	79.9	82.2	79.8	81.9	81.7	82.2	83.3

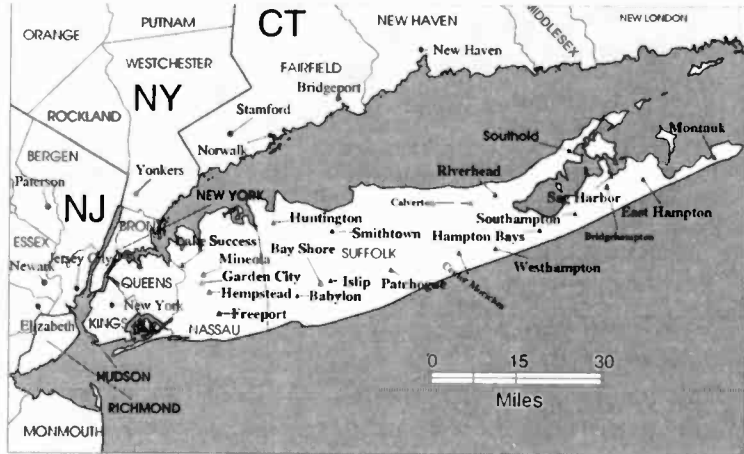
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 18

Revenue Rank: 44

Nassau-Suffolk, NY Market Overview



Metro Counties / Population (000)

Nassau, NY	1,338.1
Suffolk, NY	1,426.7
Total	2,764.8

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$40,600	\$41,000	\$45,600	\$55,100	\$61,200	\$56,400
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.8%	\$59,700	\$63,600	\$67,700	\$71,800	\$76,500	6.3%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.33/1,000	\$1.60/1,000	Local 70%
Revenue/Capita	\$15.30	\$20.40	\$27.18	National 30%

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	2,653.0	2,764.8	0.8%	2,764.8	2,814.8	0.4%
Households	864.3	911.5	1.1%	911.5	935.1	0.5%
Retail Sales	NA ^{1/}	42,264.8	NA ^{1/}	42,264.8	47,738.6	2.5%
EBI ^{2/}	49,649.4	63,418.5	5.0%	63,418.5	72,435.1	2.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,346.9	213.7	114.9	123.1	180.9	218.2	213.5	282.7
Women (000)	1,417.9	203.3	109.0	117.0	175.4	231.0	232.4	349.8
Total	2,764.8	416.9	223.9	240.2	356.3	449.1	445.9	632.5
Percentage	100.0%	15.1%	8.1%	8.7%	12.9%	16.2%	16.1%	22.9%
Per Capita	\$ 22,938							
Ethnic Population:	White	86.3%	Black	9.3%	Asian	4.0%	Hispanic	10.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	14	3		10	17	10	27
Tot 12+	14.7	11.2		25.4	25.9	3.3	29.2
Avg 12+	1.1	3.7		2.5	1.5	0.3	1.1
Tot LCS	50.3	38.4		87.0	88.7	11.3	100.0
Avg LCS	3.6	12.8		8.7	5.2	1.1	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 New York.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)					
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
WLNG	Sag Harbor	A	92.1	5.3	348		Main Street Bcstg	69				Oldies	800		0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.5	
WLIR	Garden City	A	92.7	2.0 cp	522	d	Jarad Bcstg Co Inc	59				Modern Rock	2,600	0.84	5.5	1.4	2.0	1.8	1.4	1.5	1.9	1.7	1.8		
WMJC	Smithtown	A	94.3	3.0	299	c	Barnstable Bcstg Inc	61	9711	11,000	d2	1 AC	1,000	0.42	4.2	1.2	0.8	1.4	1.0	1.1	1.7	1.4	1.0		
WHFM	Southampton	A	95.3	5.0	354	b	Cox Radio Inc	71	9805		d3	AOR	50		0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.0		
WLVG	Center Moriches	A	96.1	2.7 cp	499	e	Multicultural Bcstg	96	0004	3,000	1	Lite AC	150		0.3	0.0	0.4	0.0	0.6	0.0	0.4	0.0	0.0		
WEHM	East Hampton	A	96.7	4.3	384	f	AAA Entertainment	93	0003		d4	Progressive	800			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	16,400	1.63	17.8	5.9	4.7	5.4	4.7	5.6	5.7	5.7	5.2		
WKJY	Hempstead	A	98.3	3.0	328	c	Barnstable Bcstg Inc	47	8412	5,250	c1	1 Soft Rock	5,800	1.30	7.9	1.9	2.5	2.2	3.1	2.3	2.8	2.5	2.2		
WDRE	Westhampton	A	98.5	6.0	282	d	Jarad Bcstg Co Inc	93	9506		st	Clsc Rock	400		0.5	0.4	0.0	0.1	0.2	0.1	0.2	0.1	0.2		
WBAB	Babylon	A	102.3	6.0	269	b	Cox Radio Inc	58	9805		d3	AOR	8,300	1.26	11.7	4.5	4.3	3.8	3.7	3.5	3.8	3.4	3.8		
WBAZ	Bridgehampton	A	102.5	4.8	348	f	AAA Entertainment	95	0010		na	Lite AC	400			0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0		
WBZO	Bay Shore	A	103.1	1.6 cp	463	c	Barnstable Bcstg Inc	93	9705	12,450	1	Oldies	3,900	0.76	9.1	2.9	2.7	2.7	2.4	2.7	3.4	2.5	2.7		
WKTU	Lake Success	B	103.5	5.4	1417		Clear Channel Comm	40	0008			CHR/Rhymc	n/a		8.4	2.3	2.4	2.4	1.8	2.7	2.1	2.7	2.9		
WRCN	Riverhead	A	103.9	1.4	486	c	Barnstable Bcstg Inc	62	9711		d2	1 Clsc Hits	1,700	0.97	3.1	1.1	1.2	1.4	1.1	1.0	1.1	1.0	0.8		
WXXP	Calverton-Roano	A	105.3	1.0 cp	492	d	Jarad Bcstg Co Inc	98				CHR/Rhymc	800	0.59	2.4	0.7	0.7	0.0	1.0	0.7	0.6	0.9	0.8		
WBLI	Patchogue	B	106.1	47.0	499	b	Cox Radio Inc	58	9805		d3	Adult CHR	8,300	0.98	15.0	4.7	4.1	5.5	5.6	4.7	4.5	4.8	4.7		
WWXY	Hampton Bays	A	107.1	6.0	279		Big City Radio	80	9702	8,000		Spanish AC	200	0.25	1.4	0.0	0.0	0.4	0.4	0.4	0.6	0.4	0.4		
# FM Stations -					17	# Combos -					14	FM TOTALS					88.0	27.5	25.9	27.5	27.0	26.3	28.8	27.5	27.0

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)					
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
• WLIE	Islip	B	540	1.1 cp	0.22		Long Is, Multi-Media	60	9510	1,100		News/Talk	1,150	0.89	2.3	0.8	0.7	1.4	1.0	0.9	0.6	0.6	0.7		
• WGSM	Huntington	D	740	25.0	0.04		K Radio Inc	51	0112	2,500		Korean	100		0.5	0.0	0.0	0.0	0.3	0.2	0.0	0.3	0.1		
• WHLI	Hempstead	D	1100	10.0	0.00	c	Barnstable Bcstg Inc	47	8412		c1	1 MOR	1,100	0.21	9.2	2.8	2.6	3.8	2.6	2.8	2.3	3.2	3.1		
• 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		
• WALK	East Patchogue	D	1370	0.5	0.10	a	Clear Channel Comm	52	0008		g	Big Band	200			0.0	0.0	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		MOR/AdStd				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		ChrsContem	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WTTH	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		
WFTU	Riverhead	B	1570	1.0	0.50		Five Towns College	63	0106	72	1	Rock				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	550			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					10	# Combos -					3	AM TOTALS					12.0	3.6	3.3	5.2	3.9	3.9	2.9	4.1	3.9
AM & FM Stations Profiled -					27	# Duopolies -					7	Total Local Commercial Share					31.1	29.2	32.7	30.9	30.2	31.7	31.6	30.9	

Other: 92.9, Southampton; 94.9, Montauk

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 19

Revenue Rank: 21

St. Louis, MO Market Overview



Metro Counties / Population (000)

Franklin, MO	94.8
Jefferson, MO	200.1
Lincoln, MO	39.7
St. Charles, MO	289.2
St. Louis, MO	1,018.0
Warren, MO	24.9
St. Louis city, MO	344.6
Clinton, IL	35.7
Jersey, IL	21.8
Madison, IL	259.7
Monroe, IL	28.0
St. Clair, IL	255.6

2,612.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
GROSS REVENUES	\$101,400	\$106,400	\$118,100	\$128,500	\$139,700	\$123,800	4.1%
Δ 00 - 01	-11.4%						
	2002	2003	2004	2005	2006	Δ 01 - 06	
GROSS REVENUES	\$129,700	\$138,300	\$147,300	\$156,100	\$166,300	6.1%	

Revenue/Retail Sales Revenue/Capita

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.62/1,000	\$4.15/1,000	Local 78%
Revenue/Capita	\$39.77	\$47.39	\$62.37	National 22%

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	2,549.6	2,612.1	0.5%	2,612.1	2,666.2	0.4%
Households	963.6	995.7	0.7%	995.7	1,029.4	0.7%
Retail Sales	NA ^{1/}	34,184.1	NA ^{1/}	34,184.1	40,109.1	3.2%
EBI ^{2/}	40,975.9	51,354.9	4.6%	51,354.9	61,654.7	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,258.3	240.1	111.2	104.2	180.1	199.9	180.0	242.8
Women (000)	1,353.8	229.6	107.5	107.0	181.2	210.1	190.9	327.5
Total	2,612.1	469.7	218.8	211.2	361.3	410.1	370.9	570.3
Percentage	100.0%	18.0%	8.4%	8.1%	13.8%	15.7%	14.2%	21.8%
Per Capita	\$ 19,660							
			Median Household	\$ 40,389			Avg Household	\$ 51,577
Ethnic Population:	White	79.1%	Black	18.7%	Asian	1.7%	Hispanic	1.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	1	18	17	25	26	51
Tot 12+	0.1	3.3	62.8	65.5	66.2	23.1	89.3
Avg 12+	0.0	3.3	3.5	3.9	2.6	0.9	1.8
Tot LCS	0.1	3.7	70.3	73.3	74.1	25.9	100.0
Avg LCS	0.0	3.7	3.9	4.3	3.0	1.0	2.0

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)					
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
WIL	St. Louis	C	92.3	100.0	984	c	Bonneville Intl	62	0010		sw	Country	10,150	1.14	7.2	5.9	6.4	6.3	6.1	5.9	6.1	7.1	6.7		
KNSX	Steelville	C2	93.3	8.5	1168		Twenty-One Sound	85				Alternative	200		0.4	0.5	0.6	0.6	0.3	0.5	0.5	0.4	0.0		
• KSD	St. Louis	C1	93.7	100.0	860	f	Clear Channel Comm	54	9905		g2	Country	3,900	0.98	3.2	3.5	3.3	3.7	3.7	3.7	3.0	2.6	2.1		
KSHE	Crestwood	C	94.7	100.0	1027	a	Emmis	61	8401		g	Clsc Rock	8,500	1.32	5.2	5.4	4.8	4.9	4.5	5.0	5.1	4.0	4.4		
WFUN	Bethalto	C3	95.5	24.5	335		Radio One Inc	90	9906	13,600		Urban/RhyBl	150	0.04	3.2	2.4	3.0	3.0	3.8	3.3	3.1	2.6	2.4		
KIHT	St. Louis	C1	96.3	80.0	1027	a	Emmis	65	0010		g1	Clsc Hits	7,500	1.44	4.2	3.1	2.8	3.0	3.3	2.9	4.2	4.1	3.9		
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	1,050		0.9	1.2	1.1	1.1	0.8	0.9	0.8	0.7	0.9		
KYKY	St. Louis	C1	98.1	90.0	1027	b	Infinity Bcstg	60	0102		g3	Hot AC	8,700	1.76	4.0	3.3	2.9	4.0	3.3	3.2	3.5	3.6	4.0		
KFUO	Clayton	C	99.1	100.0	1027	e	Lutheran Ch-MO	48				Classical	2,300	0.64	2.9	2.2	3.1	2.4	2.1	2.3	2.3	3.3	2.6		
KFAV	Warrenton	C3	99.9	10.5	512	h	Kaspar Bcstg Co	91				Country	150			0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0		
KDJR	De Soto	A	100.1	4.8	371		Grizzly Broadcasting	91	0004	310		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	1,100	0.25	3.6	3.3	3.3	3.9	3.3	3.1	3.3	3.1	3.3		
KFNS	Troy	A	100.7	6.0	328	m	All Sports Radio LLC	93	9908	1,250		Sports				0.0	0.1	0.0	0.0	0.0	0.0	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	6,900	1.21	4.6	3.9	4.4	4.0	3.0	4.2	4.5	4.2	3.6		
KLPW	Union	A	101.7	3.3	351	g	Marathon Media	66	9903		g5	Country	500			0.0	0.0	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	10,400	1.15	7.3	6.8	7.4	6.9	6.3	6.8	6.0	6.6	6.6		
KLOU	St. Louis	C1	103.3	100.0	919	f	Clear Channel Comm	62	9905		g2	Oldies	6,400	1.17	4.4	3.9	4.3	3.8	4.3	3.9	3.6	3.7	4.6		
WMLL	Jerseyville	C2	104.1	39.0	551	a	Emmis	67	9704	42,500	c1	80s Hits	2,600	0.84	2.5	1.9	1.7	1.4	1.8	1.9	2.0	2.3	2.6		
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	0.5	0.0	0.0	0.0	0.4		
KMJM	Columbia	C3	104.9	7.8	574	f	Clear Channel Comm	64	9905		g2	Urban AC	5,900	0.99	4.8	4.2	4.2	5.0	4.7	4.1	4.0	4.9	4.2		
KPNT	St. Genevieve	C	105.7	100.0	1375	a	Emmis	67	0010		g1	Alternative	5,600	1.10	4.1	4.1	4.7	4.2	4.1	3.9	3.2	4.2	3.3		
WSSM	Granite City	C1	106.5	90.0	1027	c	Bonneville Intl	65	0010		sw	Smooth Jazz	2,350	0.46	4.1	3.2	3.1	4.2	3.6	3.8	3.5	4.1	3.1		
KSLZ	St. Louis	C	107.7	100.0	1027	f	Clear Channel Comm	72	9905		g2	CHR/Top40	5,000	0.70	5.8	4.8	5.0	4.6	4.3	4.9	5.6	5.1	5.0		
# FM Stations -					25	# Combos -					21	FM TOTALS					72.5	63.6	66.2	67.4	63.8	64.3	64.3	66.6	63.7

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 19

Revenue Rank: 21

St. Louis, MO Market Overview



Metro Counties / Population (000)

Franklin, MO	94.8
Jefferson, MO	200.1
Lincoln, MO	39.7
St. Charles, MO	289.2
St. Louis, MO	1,018.0
Warren, MO	24.9
St. Louis city, MO	344.6
Clinton, IL	35.7
Jersey, IL	21.8
Madison, IL	259.7
Monroe, IL	28.0
St. Clair, IL	255.6
Total	2,612.1

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

ESTIMATED GROSS REVENUES ★★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
GROSS REVENUES	\$101,400	\$106,400	\$118,100	\$128,500	\$139,700	\$123,800	4.1%
	2002	2003	2004	2005	2006	Δ 01 - 06	
Δ 00 - 01	-11.4%	\$129,700	\$138,300	\$147,300	\$156,100	\$166,300	6.1%

Revenue/Retail Sales Revenue/Capita

	1996	2001	2006
Revenue/Retail Sales	NA ^{1/}	\$3.62/1,000	\$4.15/1,000
Revenue/Capita	\$39.77	\$47.39	\$62.37

Est. Breakout

Local	78%
National	22%

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	2,549.6	2,612.1	0.5%	2,612.1	2,666.2	0.4%
Households	963.6	995.7	0.7%	995.7	1,029.4	0.7%
Retail Sales	NA ^{1/}	34,184.1	NA ^{1/}	34,184.1	40,109.1	3.2%
EBI ^{2/}	40,975.9	51,354.9	4.6%	51,354.9	61,654.7	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,258.3	240.1	111.2	104.2	180.1	199.9	180.0	242.8
Women (000)	1,353.8	229.6	107.5	107.0	181.2	210.1	190.9	327.5
Total	2,612.1	469.7	218.8	211.2	361.3	410.1	370.9	570.3
Percentage	100.0%	18.0%	8.4%	8.1%	13.8%	15.7%	14.2%	21.8%
Per Capita	\$ 19,660							
				Median Household	\$ 40,389		Avg Household	\$ 51,577
Ethnic Population:	White	79.1%	Black	18.7%	Asian	1.7%	Hispanic	1.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	1	18	17	25	26	51
Tot 12+	0.1	3.3	62.8	65.5	66.2	23.1	89.3
Avg 12+	0.0	3.3	3.5	3.9	2.6	0.9	1.8
Tot LCS	0.1	3.7	70.3	73.3	74.1	25.9	100.0
Avg LCS	0.0	3.7	3.9	4.3	3.0	1.0	2.0

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)			
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
KTRS	St. Louis	B	550	5.0	5.00		CH Holdings	22	9705	10,000		News/Talk	5,100	0.98	4.2	4.3	4.2	3.9	4.7	3.6	3.7	3.4	4.4
KFNS	Wood River	B	590	1.0	1.00	m	All Sports Radio LLC	61	9806	3,750		Sports	2,200	1.37	1.3	1.2	1.2	1.3	1.3	1.0	0.9	1.2	1.5
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		0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
● KWRE	Warrenton	D	730	1.0	0.12	h	Kaspar Bcstg Co	49				Country	100		0.3	0.5	0.3	0.5	0.4	0.3	0.4	0.5	0.0
● WEW	St. Louis	D	770	1.0	0.00		Metropolitan Radio	21	9605	435		Nstlg/Varty	300		0.4	0.4	0.5	0.0	0.4	0.5	0.3	0.3	0.3
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	400		0.3	0.6	0.4	0.3	0.5	0.5	0.0	0.7	0.0
● 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			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
KMOX	St. Louis	A	1120	50.0	50.00	b	Infinity Bcstg	25	0102		g3	Nws/Tlk/Spt	23,900	1.38	14.0	12.1	12.1	9.0	11.3	13.1	13.1	10.0	13.7
● KLPW	Union	D	1220	1.0	0.13	g	Marathon Media	54	9903		g5	Talk			0.2	0.0	0.0	0.0	0.0	0.4	0.3	0.0	0.0
WSDZ	Belleville	B	1260	5.0 cp	5.00		ABC Radio Inc	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		Oldies				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	Gospel	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	Nostalgia	750	0.22	2.7	2.6	1.6	2.4	2.3	2.1	1.7	2.9	2.8
● KIRL	St. Charles	D	1460	5.0	0.00		Bronco Bcstg	58	7911			Jazz/Gospl			0.2	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
● WJBM	Jerseyville	D	1480	0.5	0.03		Brown Radio Group	59	9111	180		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		RhyBI/Gospl	100		0.8	0.8	0.7	0.6	0.8	0.9	0.6	0.7	0.5
● WDID	Highland	D	1510	1.0	0.00	l	New Life Evangel Ctr	98	9812		d2	Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KTUI	Sullivan	D	1560	1.0	0.00	i	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		0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.0
KATZ	St. Louis	B	1600	5.0	5.00	f	Clear Channel Comm	55	9905		g2	Gospel	900	0.29	2.5	2.2	2.1	2.0	2.4	2.4	2.0	2.5	2.1
				# AM Stations -		26	# Combos -		14	AM TOTALS					27.3	24.7	23.1	20.0	24.1	24.8	24.4	23.0	25.3
				AM & FM Stations Profiled -		51	# Duopolies -		9	Total Local Commercial Share					88.3	89.3	87.4	87.9	89.1	88.7	89.6	89.0	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 20

Revenue Rank: 19

Baltimore, MD Market Overview



Metro Counties / Population (000)

Anne Arundel, MD	494.3
Baltimore, MD	759.0
Baltimore city, MD	644.8
Carroll, MD	153.0
Harford, MD	221.3
Howard, MD	252.4
Queen Annes, MD	41.1
Total	2,565.9

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$95,600	\$97,700	\$104,900	\$119,900	\$135,600	\$126,400
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-6.8%	\$132,500	\$141,200	\$150,400	\$159,400	\$169,800	6.1%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.95/1,000	\$4.40/1,000	Local	73%		
Revenue/Capita	\$38.56	\$49.26	\$64.27	National	27%		

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	2,479.0	2,565.9	0.7%	2,565.9	2,642.1	0.6%
Households	919.8	963.1	0.9%	963.1	1,005.7	0.9%
Retail Sales	NA ^{1/}	31,992.1	NA ^{1/}	31,992.1	38,564.7	3.8%
EBI ^{2/}	39,957.7	51,364.0	5.2%	51,364.0	62,178.8	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,249.3	218.8	96.1	114.2	188.4	213.6	189.8	228.4
Women (000)	1,316.6	210.7	92.5	112.1	187.9	222.3	195.6	295.5
Total	2,565.9	429.4	188.6	226.3	376.3	435.9	385.4	524.0
Percentage	100.0%	16.7%	7.4%	8.8%	14.7%	17.0%	15.0%	20.4%
Per Capita	\$ 20,018	Median Household		\$ 53,425	Avg Household		\$ 53,332	
Ethnic Population:	White 68.3%	Black 28.1%	Asian 3.1%	Hispanic 2.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	14		13	16	18	34
Tot 12+	6.9	47.7		53.5	54.6	16.5	71.1
Avg 12+	3.5	3.4		4.1	3.4	0.9	2.1
Tot LCS	9.7	67.1		75.2	76.8	23.2	100.0
Avg LCS	4.9	4.8		5.8	4.8	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

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
WERQ	Baltimore	B	92.3	37.0	571	a	Radio One Inc	60	9306	9,000	c6	Urban CHR	17,400	0.99	13.9	7.3	6.7	7.8	7.9	9.6	10.5	10.4	9.6
WPOC	Baltimore	B	93.1	16.0	866	g	Clear Channel Comm	60	9905		g5	Country	12,800	0.96	10.5	7.8	7.6	8.8	7.1	7.3	7.9	7.6	7.6
WRBS	Baltimore	B	95.1	50.0	499		Peter & John Radio	64	6409			Inspiration	1,500	0.41	2.9	2.2	2.1	1.7	1.9	2.5	1.7	2.0	2.1
WWIN	Glen Burnie	A	95.9	3.0	299	a	Radio One Inc	64	9202	4,700	c3	Urban AC	10,800	0.99	8.6	5.3	6.0	4.9	5.2	5.7	6.4	6.4	6.3
WIYY	Baltimore	B	97.9	13.5	945	c	Hearst-Argyle	58				AOR	8,100	1.28	5.0	3.5	3.8	3.9	4.4	3.7	4.4	3.2	3.0
WHFS	Annapolis	B	99.1	50.0	459		Infinity Bcstg	49	0102			Alternative	n/a		5.1	3.5	3.9	3.3	4.5	3.5	3.9	3.5	3.9
WZBA	Westminster	B	100.7	27.0	659	b	Shamrock Comm Inc	59	8104	1,743	c2	Rock AC	1,600	0.84	1.5	2.0	1.3	1.5	1.5	1.2	1.2	1.0	0.9
WLIF	Baltimore	B	101.9	13.5	961	d	Infinity Bcstg	70	0102		g2	Soft AC	12,400	1.31	7.5	5.3	5.9	5.4	4.2	5.5	5.1	5.3	5.7
WQSR	Baltimore	B	102.7	50.0	436	d	Infinity Bcstg	47	0102		g2	Oldies	12,300	1.41	6.9	4.1	4.3	5.3	5.7	5.2	4.4	4.9	5.3
WRNR	Grasonville	A	103.1	6.0	328		Empire Bcstg System	79	9707	2,150		Progressive	800		0.9	0.8	0.9	0.8	0.9	0.8	0.9	0.6	0.4
WXCX	Havre De Grace	B	103.7	42.0	341		Delmarva Bcstg Co	60	9611	See (76)		Country	n/a		0.4	0.5	0.7	0.4	0.5	0.6	0.3	0.3	0.0
• WFXB	Baltimore	B	104.3	32.0	486	g	Clear Channel Comm	49	9905		g3	Clsc Rock	6,600	1.45	3.6	2.9	2.6	2.8	3.1	3.3	2.6	2.5	2.1
WAVA	Arlington	B	105.1	41.0	541	h	Salem Comm Corp	48	9202	See (8)		Chrst/Talk	n/a		0.4	0.4	0.0	0.0	0.4	0.0	0.3	0.0	
WXYV	Catonsville	B	105.7	50.0	492	d	Infinity Bcstg	63	0102		g2	Urban	6,500	0.92	5.6	4.5	4.6	4.6	4.2	3.7	3.7	4.7	4.1
WWMX	Baltimore	B	106.5	7.4	1217	d	Infinity Bcstg	60	0102		g2	Hot AC	9,500	1.47	5.1	3.8	3.8	4.3	3.8	3.9	3.4	4.1	3.4
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 -				16	# Combos -				11	FM TOTALS				77.5	53.9	54.6	55.5	54.9	56.9	56.4	56.8	54.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 20

Revenue Rank: 19

Baltimore, MD Market Overview



Metro Counties / Population (000)

Anne Arundel, MD	494.3
Baltimore, MD	759.0
Baltimore city, MD	644.8
Carroll, MD	153.0
Harford, MD	221.3
Howard, MD	252.4
Queen Annes, MD	41.1
Total	2,565.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>Δ 96 - 01</u>
	\$95,600	\$97,700	\$104,900	\$119,900	\$135,600	\$126,400	5.7%
	<u>Δ 00 - 01</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>Δ 01 - 06</u>
	-6.8%	\$132,500	\$141,200	\$150,400	\$159,400	\$169,800	6.1%
	<u>1996</u>	<u>2001</u>	<u>2006</u>	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.95/1,000	\$4.40/1,000	Local	73%		
Revenue/Capita	\$38.56	\$49.26	\$64.27	National	27%		

Demographic and Economic Overview

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

	<u>1996</u>	<u>2001</u>	<u>Growth Rate</u>	<u>2001</u>	<u>2006</u>	<u>Growth Rate</u>
MSA Population	2,479.0	2,565.9	0.7%	2,565.9	2,642.1	0.6%
Households	919.8	963.1	0.9%	963.1	1,005.7	0.9%
Retail Sales	NA ^{1/}	31,992.1	NA ^{1/}	31,992.1	38,564.7	3.8%
EBI ^{2/}	39,957.7	51,364.0	5.2%	51,364.0	62,178.8	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)	1,249.3	218.8	96.1	114.2	188.4	213.6	189.8	228.4
Women (000)	1,316.6	210.7	92.5	112.1	187.9	222.3	195.6	295.5
Total	2,565.9	429.4	188.6	226.3	376.3	435.9	385.4	524.0
Percentage	100.0%	16.7%	7.4%	8.8%	14.7%	17.0%	15.0%	20.4%
Per Capita	\$ 20,018	Median Household		\$ 53,425	Avg Household		\$ 53,332	
Ethnic Population:	White 68.3%	Black 28.1%	Asian 3.1%	Hispanic 2.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	14		13	16	18	34
Tot 12+	6.9	47.7		53.5	54.6	16.5	71.1
Avg 12+	3.5	3.4		4.1	3.4	0.9	2.1
Tot LCS	9.7	67.1		75.2	76.8	23.2	100.0
Avg LCS	4.9	4.8		5.8	4.8	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

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

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
				Power	Power	2002	2002											2002	2001	2001	2001	2001	2000		
WCAO	Baltimore	B	600	5.0	5.00	g	Clear Channel Comm	22	9905			g3	Gospel	2,700	0.53	4.0	3.5	2.8	3.3	2.6	3.0	2.6	2.6	2.6	3.2
● WCBM	Baltimore	B	680	50.0	cp	20.00	e	Mangione, Nick	24	9509	1,775		News/Talk	2,700	0.61	3.5	2.2	2.2	2.4	3.2	2.2	2.7	3.0	2.2	2.2
● WBMD	Baltimore	D	750	0.7	0.00	f	Expanse Comm	47	0011 p		5,400	d2	Religion	100			0.0	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	0.0
● WBGR	Baltimore	D	860	2.5	0.07	f	Expanse Comm	55	0011 p			d2	Gospel	700		0.8	0.0	0.0	0.0	0.0	1.0	0.4	0.4	0.4	0.4
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	0.0
● WOLB	Baltimore	D	1010	1.0	0.03	a	Radio One Inc	47	9306			c6	Nws/Tlk/Spt	400		0.5	0.4	0.9	0.4	0.0	0.0	0.6	0.5	0.3	
WBAL	Baltimore	A	1090	50.0	50.00	c	Hearst-Argyle	25	3501				Nws/Tlk/Spt	15,400	1.35	9.0	6.1	6.7	5.4	7.3	6.9	6.5	5.7	6.9	
● 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	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	0.0
WJFK	Baltimore	B	1300	5.0	5.00	d	Infinity Bcstg	22	0102			g2	Talk	2,400	1.00	1.9	1.1	1.1	1.2	1.2	1.5	1.4	1.3	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	0.0
WWLG	Pikesville	B	1370	21.0	cp	6.00	e	Mangione, Nick	55	9808		d1	Adlt Stndrd	500	0.23	1.7	2.5	1.4	1.4	0.8	1.1	1.1	1.7	1.3	
WWIN	Baltimore	C	1400	1.0	1.00	a	Radio One Inc	51	9202			c3	Gospel	500	0.40	1.0	1.1	1.1	0.8	0.8	0.8	0.5	0.5	1.0	
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	0.0
WTTR	Westminster	B	1470	1.0	1.00	b	Shamrock Comm Inc	53	8104			c2	Oldies	400		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
WNST	Towson	B	1570	5.0	0.24		Nasty 1570 Sports	55	0101		1,000		Sports				0.0	0.3	0.0	0.4	0.0	0.0	0.0	0.0	
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						22.5	16.9	16.5	14.9	16.9	16.2	15.8	16.1	16.5	
				AM & FM Stations Profiled -		34	# Duopolies -		7	Total Local Commercial Share						70.8	71.1	70.4	71.8	73.1	72.2	72.9	70.9		

● 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	133.0
Hillsborough, FL	1,011.3
Pasco, FL	349.5
Pinellas, FL	926.7
Total	2,420.5

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$92,100	\$101,900	\$108,800	\$117,900	\$131,500	\$127,300
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$3.78/1,000	\$4.30/1,000	Local	70%	National	30%

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	2,200.3	2,420.5	1.9%	2,420.5	2,550.8	1.1%
Households	921.6	1,016.5	2.0%	1,016.5	1,077.1	1.2%
Retail Sales	NA ^{1/}	33,656.6	NA ^{1/}	33,656.6	39,936.4	3.5%
EBI ^{2/}	34,113.2	44,993.0	5.7%	44,993.0	57,268.9	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,160.9	171.3	81.6	86.8	150.8	172.5	157.2	340.7
Women (000)	1,259.6	164.1	78.2	88.6	148.3	177.1	169.8	433.4
Total	2,420.5	335.4	159.8	175.4	299.1	349.7	327.0	774.1
Percentage	100.0%	13.9%	6.6%	7.2%	12.4%	14.4%	13.5%	32.0%
Per Capita	\$ 18,588		Median Household	\$ 29,089		Avg Household	\$ 44,263	
Ethnic Population:	White	86.3%	Black	10.8%	Asian	2.3%	Hispanic	10.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	16	18	24	42
Tot 12+	0.5		69.4	68.7	69.9	16.9	86.8
Avg 12+	0.5		4.1	4.3	3.9	0.7	2.1
Tot LCS	0.6		80.0	79.1	80.5	19.5	100.0
Avg LCS	0.6		4.7	4.9	4.5	0.8	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		ARB 12+ Metro Shares (see rights)																					
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acc'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WYUU	Safety Harbor	C2	92.5	50.0	489	c	Infinity Bcstg	83	0102		g1	Country	7,000	1.45	3.8	1.5	1.8	3.2	2.5	2.7	3.3	3.8	3.4
WFLZ	Tampa	C	93.3	100.0	1358	b	Clear Channel Comm	48	9905		g3	CHR	13,300	1.45	7.2	6.4	6.0	5.1	6.7	6.1	6.4	5.8	6.6
WSJT	Lakeland	C	94.1	100.0	1493	c	Infinity Bcstg	67	0102		g1	Jazz	6,200	0.97	5.0	4.5	4.9	4.6	3.9	4.3	4.4	4.9	3.9
● WWRM	Tampa	C	94.9	100.0	1542	a	Cox Radio Inc	70	9311	10,000	e	AC	7,600	1.36	4.4	4.3	4.1	4.1	4.8	3.9	4.0	4.2	3.3
WSSR	Clearwater	C1	95.7	90.0	607	b	Clear Channel Comm	63	9410		g	Hot AC	5,500	1.27	3.4	2.9	2.9	2.6	3.3	3.5	3.0	2.6	2.6
WTMP	Dade City	A	96.1	2.8	482	e	Tama Broadcasting	94	0111	3,861		Rhymc/CHR	1,400		0.2	0.7	0.5	0.5	0.2	0.0	0.3	0.1	0.2
WSUN	Holiday	C2	97.1	11.5	735	a	Cox Radio Inc	78	9901		sw	Alternative	1,000	0.28	2.8	2.4	2.7	3.7	3.1	2.7	2.7	2.2	2.0
WXTB	Clearwater	C	97.9	100.0	1345	b	Clear Channel Comm	67	9905		g3	Rock	8,200	1.13	5.7	5.1	5.8	4.3	5.0	5.2	5.5	3.7	5.3
WLLD	Holmes Beach	C2	98.7	50.0	489	c	Infinity Bcstg	91	0102		g1	CHR	5,400	0.57	7.4	7.3	6.8	6.4	6.0	6.3	6.3	6.3	6.9
WQYK	St. Petersburg	C1	99.5	100.0	551	c	Infinity Bcstg	58	0102		g1	Country	14,400	1.51	7.5	5.8	6.1	6.8	6.8	7.7	5.6	6.5	6.4
WMTX	Tampa	C	100.7	100.0	1358	b	Clear Channel Comm	47	9905		g3	Hot AC	6,900	1.39	3.9	3.5	2.6	3.2	4.2	3.3	3.7	3.2	3.3
WPOI	St. Petersburg	C	101.5	100.0	1542	a	Cox Radio Inc	61	9905		g4	80s Hits	2,100	0.52	3.2	3.8	4.0	3.8	2.4	3.1	2.7	2.5	2.8
WHPT	Sarasota	C	102.5	100.0	1650	a	Cox Radio Inc	60	9905		sw	Clsc Rock	4,700	1.42	2.6	1.4	2.5	2.5	1.8	2.2	2.3	2.5	1.9
WTBT	Bradenton	C	103.5	100.0	1358	b	Clear Channel Comm	63	9905		g3	Clsc Rock	5,200	0.97	4.2	3.1	2.6	3.4	2.7	3.5	3.1	4.5	3.4
WRBQ	Tampa	C1	104.7	100.0	561	c	Infinity Bcstg	54	0102		g1	Oldies	4,600	1.00	3.6	4.1	4.2	3.2	2.0	3.1	3.5	3.2	2.8
● WDUV	New Port Richey	C1	105.5	46.0	1345	a	Cox Radio Inc	69	9905		sw	Soft AC	4,700	0.32	11.6	9.2	9.1	9.8	9.2	10.0	8.6	11.5	10.4
WGUL	Beverly Hills	C3	106.3	10.5 cp	505	i	WGUL FM Inc	92	9808	1,500		Adlt Stndrd	500	0.25	1.6	1.4	0.7	2.0	1.7	1.2	2.4	0.9	1.1
WBBY	St. Petersburg	C1	107.3	100.0	597	a	Cox Radio Inc	93				Soft Rock	5,800	1.30	3.5	2.5	2.6	1.8	2.8	3.1	3.2	3.0	2.8
# FM Stations -					18	# Combos -					18	FM TOTALS			81.6	69.9	69.9	71.0	69.1	71.9	71.0	71.4	69.1

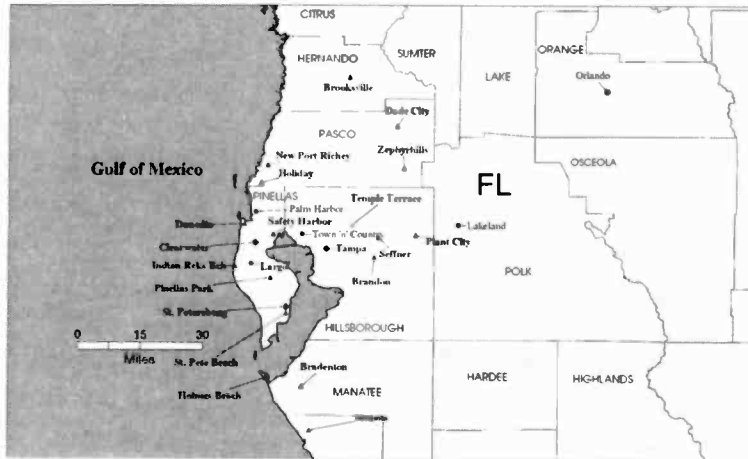
● Indicates a change since last edition

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	133.0
Hillsborough, FL	1,011.3
Pasco, FL	349.5
Pinellas, FL	926.7
Total	2,420.5

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$92,100	\$101,900	\$108,800	\$117,900	\$131,500	\$127,300
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$3.78/1,000	\$4.30/1,000	Local 70%			
	\$41.86	\$52.59	\$67.31				

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	2,200.3	2,420.5	1.9%	2,420.5	2,550.8	1.1%
Households	921.6	1,016.5	2.0%	1,016.5	1,077.1	1.2%
Retail Sales	NA ^{1/}	33,656.6	NA ^{1/}	33,656.6	39,936.4	3.5%
EBI ^{2/}	34,113.2	44,993.0	5.7%	44,993.0	57,268.9	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,160.9	171.3	81.6	86.8	150.8	172.5	157.2	340.7
Women (000)	1,259.6	164.1	78.2	88.6	148.3	177.1	169.8	433.4
Total	2,420.5	335.4	159.8	175.4	299.1	349.7	327.0	774.1
Percentage	100.0%	13.9%	6.6%	7.2%	12.4%	14.4%	13.5%	32.0%
Per Capita	\$ 18,588			Median Household	\$ 29,089		Avg Household	\$ 44,263
Ethnic Population:	White 86.3%	Black 10.8%	Asian 2.3%	Hispanic 10.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	16	18	24	42
Tot 12+	0.5		69.4	68.7	69.9	16.9	86.8
Avg 12+	0.5		4.1	4.3	3.9	0.7	2.1
Tot LCS	0.6		80.0	79.1	80.5	19.5	100.0
Avg LCS	0.6		4.7	4.9	4.5	0.8	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		Day	Night			Sales	L	2001 Est	Avg '01	ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Power (kW)	Power (kW)	Year Std	Date Acq'd	Price (000)	M A	Revenue (000)1/	Power Ratio	Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
WTBN	Pinellas Park	B	570	5.0	5.00	g	Salem Comm Corp	66 0110	6,750	Chrst/Talk	1,100	0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	
WDAE	St. Petersburg	B	620	5.0	5.00	b	Clear Channel Comm	27 0001		sw Sports	1,000	0.39	2.0	2.2	1.8	2.3	1.6	2.1	1.6	1.8	1.6
• WRMD	St. Petersburg	D	680	0.7	0.13	h	ZGS Bcst Holdings	50 9101	200	Spanish	900	0.3	0.6	0.5	0.5	0.4	0.5	0.0	0.3	0.4	
• WLCC	Brandon	B	760	10.0	1.00	e	Mega Comm Inc	88 9812		g Mexican	900	0.7	0.0	1.5	0.8	0.6	0.5	0.8	0.5	0.8	
WMGG	Largo	B	820	50.0	1.00	e	Mega Comm Inc	72 9905		g2 Span/Trpcl	1,000	0.4	0.4	0.6	0.8	0.6	0.0	0.6	0.4	0.4	
• WGUL	Dunedin	B	860	5.0	1.50	i	WGUL FM Inc	59 9408		al Adlt Stndrd	1,800	0.54	2.6	2.5	2.0	2.6	1.7	1.7	2.2	3.0	2.3
WTWD	Plant City	B	910	5.0	5.00	g	Salem Comm Corp	49 0008		sw Chrst/Talk	300	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
WFLA	Tampa	B	970	25.0	11.00	b	Clear Channel Comm	24 9905		g3 Nws/Tlk/Spt	10,600	1.14	7.3	6.2	5.8	5.2	6.7	4.8	6.2	6.9	7.4
WQYK	Seffner	B	1010	50.0	5.00	c	Infinity Bcstg	60 0102		g1 Sports	500	0.9	1.0	0.6	1.0	0.9	0.7	0.5	1.0	0.8	
WWBA	Pinellas Park	B	1040	3.6	0.42	d	Genesis Comm Inc	48 9801	1,500	News/Talk	450		1.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	
• WTIS	Tampa	D	1110	10.0	0.00		Westshore Bcstg Inc	46 9002	1,700	Christian			0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	
• WTMP	Egypt Lake	B	1150	10.0	0.50	e	Tama Broadcasting	54 9708	1,000	e Urban AC	1,100	0.39	2.2	1.7	1.7	2.3	1.8	2.0	1.3	1.9	2.3
WHNZ	Tampa	B	1250	25.0	5.90	b	Clear Channel Comm	22 9905		g3 News/Talk	1,200	0.5	0.6	0.5	0.4	0.6	0.5	0.6	0.7	0.0	
• WQBN	Temple Terrace	D	1300	5.0	0.16		Radio Tropical Inc	50 9608	750	Spanish	200	0.3	0.0	0.5	0.3	0.0	0.4	0.6	0.0	0.0	
WTAN	Clearwater	C	1340	1.0	1.00	f	Wagenvoord	48 9908	120	Talk	200	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4	
WDCF	Dade City	B	1350	1.0	0.50	f	Wagenvoord	54 0203	425	d1 Nws/Tlk/Spt			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWMI	St. Petersburg	B	1380	5.0	5.00		ABC Radio Inc	39 9907	4,500	Children	700	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.4	
WZHR	Zephyrhills	C	1400	1.0	1.00	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	0.62		Hernando Bcstg Co	58 8202		News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WLUV	Dunedin	B	1470	5.0	0.50	d	Genesis Comm Inc	55 0104		na BusNw/Talk	200		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WPSO	New Port Richey	D	1500	0.3	0.00		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	0.00		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	0.13	h	ZGS Bcst Holdings	65 9711	1,900	Spanlsh	200	0.1	0.0	0.0	0.0	0.6	0.0	0.3	0.0	0.0	
• WRXB	St. Petersburg	B	1590	5.0	1.00		Metropolitan Radio	57 9701	409	Urban AC	400	0.5	0.5	0.9	0.4	0.7	0.6	0.3	0.3	0.4	
				# AM Stations -	24	# Combos -	17	AM TOTALS					18.5	16.9	16.9	16.6	16.8	13.8	15.7	17.1	18.0
				AM & FM Stations Profiled -	42	# Duopolies -	15	Total Local Commercial Share					86.8	86.8	87.6	85.9	85.7	86.7	88.5	87.1	

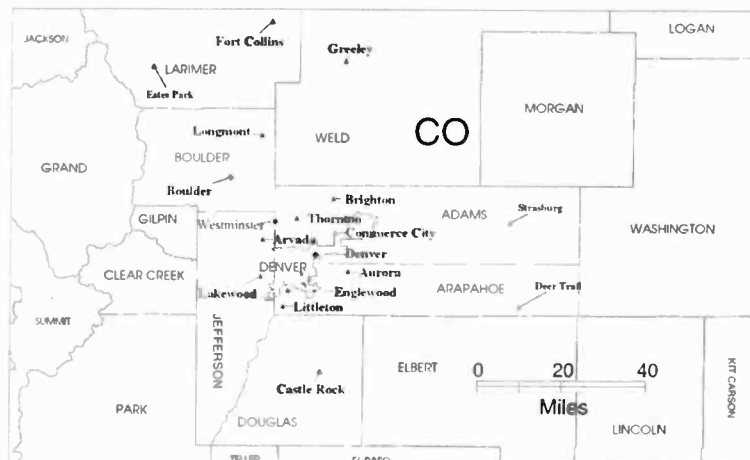
• Indicates a change since last edition

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	371.3
Arapahoe, CO	495.2
Boulder, CO	296.2
Denver, CO	561.2
Douglas, CO	184.4
Jefferson, CO	533.7
Total	2,442.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$117,600	\$134,300	\$152,200	\$175,000	\$188,200	\$184,000	9.4%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
Gross Revenues	-2.2%	\$192,800	\$205,600	\$218,900	\$232,100	\$247,100	6.1%

Revenue/Retail Sales Revenue/Capita

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.85/1,000	\$5.20/1,000	Local 72%
Revenue/Capita	\$55.74	\$75.35	\$93.69	National 28%

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	2,109.9	2,442.0	3.0%	2,442.0	2,637.3	1.6%
Households	847.6	992.5	3.2%	992.5	1,085.4	1.8%
Retail Sales	NA ^{1/}	37,974.9	NA ^{1/}	37,974.9	47,488.5	4.6%
EBI ^{2/}	36,469.3	53,432.8	7.9%	53,432.8	69,966.2	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,208.0	225.5	98.2	99.3	190.8	234.3	178.4	181.6
Women (000)	1,234.0	215.2	94.3	98.0	187.5	232.2	180.9	226.1
Total	2,442.0	440.6	192.5	197.2	378.3	466.4	359.2	407.7
Percentage	100.0%	18.0%	7.9%	8.1%	15.5%	19.1%	14.7%	16.7%
Per Capita	\$ 21,881							
Median Household				\$ 45,439				
Avg Household							\$ 53,837	
Ethnic Population:		White 89.2%	Black 5.5%	Asian 3.7%			Hispanic 18.2%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		18	17	19	22	41
Tot 12+	0.0		62.2	61.8	62.2	21.6	83.8
Avg 12+	0.0		3.5	3.6	3.3	1.0	2.0
Tot LCS	0.0		74.2	73.7	74.2	25.8	100.0
Avg LCS	0.0		4.1	4.3	3.9	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	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																2002	2002	2002	2001	2001	2001	2001	2000	
KJMN	Castle Rock	C2	92.1	33.0	600	e	Entravision Comm Co	78	0004		g4	Spanish	1,000	0.54	1.0	1.0	1.8	1.7	1.7	1.0	1.0	0.6	0.7	
KDJM	Broomfield	C1	92.5	56.0	1237	c	Infinity Bcstg	67	0008		g2	R&B Oldies	4,000	0.70	3.1	3.0	2.3	1.9	2.2	2.3	3.0	2.1	2.9	
KTCL	Fort Collins	C	93.3	100.0	1129	a	Clear Channel Comm	65	9905		g1	Alternative	2,600	0.61	2.3	2.7	3.0	2.9	2.3	2.1	2.0	1.8	2.0	
KRKS	Lafayette	C	94.7	100.0	1745	f	Salem Comm Corp	71	9311	5,000		Chrst/Talk	2,100		0.4	0.4	0.4	0.4	0.5	0.6	0.4	0.4	0.0	
KFMD	Denver	C	95.7	64.0	1608	a	Clear Channel Comm	68	9905		g1	CHR	5,000	0.91	3.0	2.7	3.0	2.6	2.3	3.2	2.3	2.3	2.2	
KXPK	Evergreen	C	96.5	100.0	1739	e	Entravision Comm Co	94	0205	47,500		Span/Mexcn	4,500	0.82	3.0	1.6	1.6	1.8	2.1	2.5	2.1	2.4	3.3	
KBCO	Boulder	C	97.3	85.0	1539	a	Clear Channel Comm	55	9905		g1	Alternative	16,400	1.24	7.2	7.2	6.6	6.8	6.4	5.6	6.5	6.4	5.6	
KYGO	Denver	C	98.5	100.0	1821	d	Jefferson-Pilot Comm	53	7403			Country	19,900	1.20	9.0	6.0	7.4	7.9	7.0	7.6	7.2	7.3	8.2	
KQMT	Denver	C	99.5	100.0	1624	b	Entercom	59	0205	180,000	c1	Prgvs/ClRck	8,300	1.29	3.5	4.3	2.8	2.3	2.0	3.0	2.5	2.8	3.4	
KIMN	Denver	C	100.3	100.0	1132	c	Infinity Bcstg	59	0008		g2	Lite AC	5,400	0.75	3.9	2.9	2.6	3.0	2.9	3.1	3.2	3.1	3.7	
● KOSI	Denver	C	101.1	100.0	1624	b	Entercom	68	0207		c1	AC	11,500	0.98	6.4	6.2	5.7	5.1	6.3	4.7	5.3	5.2	6.3	
● KXDC	Estes Park	C3	102.1	25.0	171		High Peak Bcstg	97	0005	12,000		Dance	500	0.17	1.6	0.9	1.0	1.4	1.3	1.2	1.1	1.4	1.6	
● KAGM	Strasburg	A	102.3	6.0	328		Seeger, Guest & Fort	95	0209	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	13,800	1.32	5.7	4.8	4.6	4.5	5.5	4.0	4.8	4.9	5.5	
KJCD	Longmont	C1	104.3	100.0	676	d	Jefferson-Pilot Comm	64	9701	15,000	e	Smooth Jazz	2,800	0.35	4.3	3.5	4.2	3.9	2.4	3.1	4.1	4.4	2.9	
KXKL	Denver	C	105.1	100.0	1168	c	Infinity Bcstg	56	0008		g2	Oldies	10,700	1.00	5.8	5.3	3.8	4.5	5.0	5.8	4.7	4.9	4.2	
KALC	Denver	C	105.9	100.0	1470		Entercom	65	0205	88,000		Hot AC	9,700	1.35	3.9	3.3	3.2	2.6	2.9	3.3	3.3	3.6	3.1	
KBPI	Denver	C	106.7	100.0	988	a	Clear Channel Comm	62	9905		g1	Alternative	7,900	0.88	4.9	4.3	4.0	3.2	4.4	4.5	4.5	3.8	3.8	
KQKS	Lakewood	C	107.5	100.0	1198	d	Jefferson-Pilot Comm	66	9301	6,100	c2	CHR/Rhymc	6,000	0.58	5.6	5.5	4.2	4.6	4.7	5.3	4.3	5.0	4.4	
# FM Stations -					19	# Combos -					16	FM TOTALS				74.6	65.6	62.2	61.1	61.9	62.9	62.3	62.4	63.8

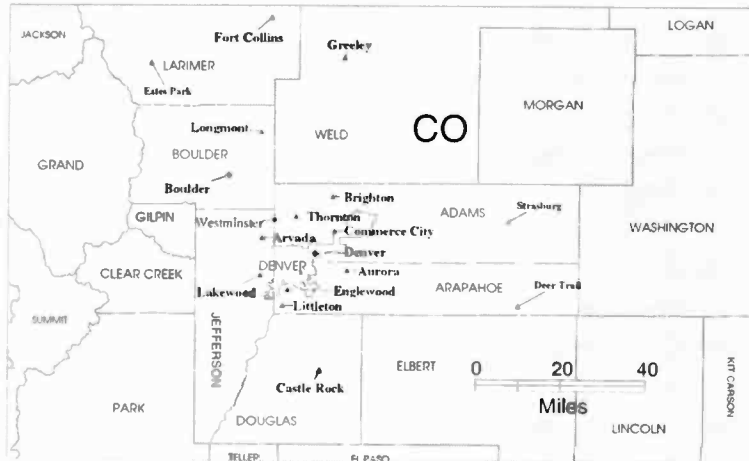
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Revenue Rank: 15

Denver - Boulder, CO Market Overview



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

ESTIMATED GROSS REVENUES ★★★

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Per Capita	\$ 21,881			Median Household	\$ 45,439		Avg Household	\$ 53,837
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• KLZ	Denver	B	560	5.0	5.00	g	Crawford Bcstg Co	22	9208	1,500		Sports	300	0.13	1.3	0.0	0.0	0.0	0.5	1.1	0.7	1.5	1.2	
	KHOW	Denver	B	630	5.0	5.00	a	Clear Channel Comm	25	9905		g1	Talk	7,900	1.13	3.8	2.7	2.5	2.9	3.2	3.4	3.2	3.3	2.9
• 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	800	0.43	1.0	0.9	1.1	1.1	0.7	0.7	1.0	1.0	0.8	
• KKZN	Thomton	B	760	50.0	1.00	a	Clear Channel Comm	87	9905		g1	Talk/Sprts	1,900		0.9	0.8	0.6	0.8	0.9	0.8	0.8	0.8	0.6	0.7
• 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	0.0
	KOA	Denver	A	850	50.0	50.00	a	Clear Channel Comm	24	9905		g1	Nws/Tlk/Spt	29,000	2.05	7.7	5.9	5.8	5.3	7.4	6.2	6.1	6.2	7.6
	KKFN	Denver	B	950	5.0	5.00	d	Jefferson-Pilot Comm	22	7403			Sports	4,300	0.97	2.4	1.2	2.1	1.8	1.5	1.6	2.5	1.8	2.1
• KRKS	Denver	B	990	6.6	0.39	f	Salem Comm Corp	53	9311	500		Chrst/Talk	500			0.0	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	0.0
	KMXA	Aurora	B	1090	50.0	0.50	e	Entravision Comm Co	72	0004		g4	Span/Mexcn	1,300	0.71	1.0	1.1	1.7	1.7	2.1	0.8	1.3	0.7	0.7
	KCUV	Englewood	B	1150	10.0	cp	Radio Unica	51	0001	2,800		Spn/Nws/Tlk	600			0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
• KLVZ	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	0.4	0.4	0.5	0.0	0.0
• KBNO	Denver	B	1280	5.0	cp	5.00	Latino Comm	48	0101	3,300		Spanish	700	0.35	1.1	0.4	1.7	1.4	0.7	1.0	0.7	0.7	1.4	
• KTMG	Deer Trail	D	1370	5.0	0.16		Wiedeman,	83				News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KJME	Denver	D	1390	5.0	0.14		Jo-Mor Comm Inc	54	9003	460		Mexican	400		0.8	0.5	1.0	1.0	0.9	0.6	0.5	0.4	1.1	
• KEZW	Aurora	B	1430	10.0	5.00	b	Entercom	54	0207		c1	BgBnd/Nstlg	1,700	0.32	2.9	2.9	3.8	3.6	2.7	2.3	2.3	2.8	2.5	
	KNRC	Littleton	B	1510	10.0	1.30		Newspaper Radio	57	0204		st	Nws/Tlk/Inf	500		0.3	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5
• KADZ	Arvada	D	1550	10.0	0.17	h	ABC Radio Inc	62	9811	3,500		Children	500		0.1	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0
	KCKK	Lakewood	B	1600	5.0	5.00	d	Jefferson-Pilot Comm	55	9301		c2	Country	1,000	0.36	1.5	1.4	0.9	1.5	1.0	1.6	0.8	1.5	1.3
	KBJD	Denver	B	1650	10.0	1.00	f	Salem Comm Corp	00				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KDDZ	Arvada	B	1690	10.0	1.00	h	ABC Radio Inc	99	9811		cp	Children			0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
				# AM Stations -	22		# Combos -	16				AM TOTALS			25.3	18.2	21.6	21.1	21.6	21.3	20.6	21.0	22.8	
				AM & FM Stations Profiled -	41		# Duopolies -	15				Total Local Commercial Share				83.8	83.8	82.2	83.5	84.2	82.9	83.4	86.6	

• 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	1,277.6
Beaver, PA	181.1
Butler, PA	175.7
Fayette, PA	148.9
Washington, PA	202.8
Westmoreland, PA	370.0
Total	2,356.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$78,800	\$86,600	\$93,300	\$95,000	\$115,300	\$109,800	6.9%
	2002	2003	2004	2005	2006	Δ 01 - 06	
Δ 00 - 01	-4.8%	\$115,000	\$122,600	\$130,600	\$138,400	\$147,400	6.1%

Revenue/Retail Sales Revenue/Capita

	1996	2001	2006
Revenue/Retail Sales	NA ^{1/}	\$3.91/1,000	\$4.81/1,000
Revenue/Capita	\$32.95	\$46.60	\$64.18

Est. Breakout

Local	74%
National	26%

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	2,391.3	2,356.1	-0.3%	2,356.1	2,296.8	-0.5%
Households	957.0	954.6	-0.1%	954.6	946.6	-0.2%
Retail Sales	NA ^{1/}	28,087.1	NA ^{1/}	28,087.1	30,637.1	1.8%
EBI ^{2/}	39,022.3	46,799.0	3.7%	46,799.0	56,977.7	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,120.6	176.2	87.8	95.1	143.7	178.0	159.1	280.6
Women (000)	1,235.5	168.0	84.2	96.1	146.4	185.2	176.7	378.9
Total	2,356.1	344.3	172.0	191.2	290.1	363.3	335.7	659.5
Percentage	100.0%	14.6%	7.3%	8.1%	12.3%	15.4%	14.3%	28.0%
Per Capita	\$ 19,863							
				Median Household	\$ 40,999		Avg Household	\$ 49,025
Ethnic Population:	White	90.1%	Black	8.4%	Asian	1.3%	Hispanic	0.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	16		13	23	29	52
Tot 12+	3.4	59.6		57.4	63.0	23.1	86.1
Avg 12+	0.6	3.7		4.4	2.7	0.8	1.7
Tot LCS	3.9	69.2		66.7	73.2	26.8	100.0
Avg LCS	0.7	4.3		5.1	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		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	2001 Est		Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
													Revenue (000)1/	Power Ratio		2002	2002	2002	2001	2001	2001	2001	2001	2001
WPTS	Pittsburgh	D	92.1	0.0	463		Univ Pitt Commonwlth	84				Eclectic				0.0	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	4,600	1.23	3.4	2.9	2.3	3.0	2.9	2.6	3.3	2.9	2.8	2.8
WBZZ	Pittsburgh	B	93.7	41.0	548	i	Infinity Bcstg	48	0102		g1	CHR	8,900	1.13	7.2	4.5	4.8	5.4	5.7	5.4	6.0	6.2	7.3	7.3
WWSW	Pittsburgh	B	94.5	50.0	810	f	Clear Channel Comm	40	0008		g	Oldies	8,700	1.32	6.0	5.7	4.9	4.5	4.6	4.9	5.9	5.5	4.3	4.3
WOGG	Oliver	B1	94.9	1.7	1234	b	Keymarket Comm	93	9910	2,875	c3	Country	1,300	0.79	1.5	1.3	1.6	1.3	1.1	1.5	1.4	1.3	0.9	0.9
WJPA	Washington	A	95.3	2.2	390	d	Washington Bcstg Co	64				Oldies	700		0.8	0.4	0.7	0.7	0.4	0.7	0.7	0.8	0.7	0.7
WKST	Pittsburgh	B	96.1	44.0	522	f	Clear Channel Comm	60	0008		g	CHR	5,400	0.95	5.2	4.4	4.3	3.5	4.7	4.9	5.1	4.7	3.2	3.2
WRRK	Braddock	B	96.9	45.0	532	h	Frischling, Saul	59	9504	5,500		Clsc Rock	4,800	1.02	4.3	4.0	3.2	3.4	3.6	4.2	4.0	3.4	3.2	3.2
WLER	Butler	A	97.7	4.6	374	a	WBUT Inc	49				AC	50		0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
WOGI	Duquesne	A	98.3	3.5 cp	440	b	Keymarket Comm	67	0001	3,500	c2	Country			0.8	1.0	1.2	0.7	0.7	1.0	0.6	0.5	0.5	0.5
WPKL	Uniontown	A	99.3	3.0	295	b	Keymarket Comm	68	0101	475	c5	Oldies	50			0.8	0.4	0.5	0.8	0.0	0.0	0.0	0.0	0.0
WSHH	Pittsburgh	B	99.7	10.5	929	e	Renda Bcstg Corp	48	8310	2,700		AC	4,100	0.66	5.7	5.6	5.1	6.0	4.7	4.8	4.4	5.1	5.2	5.2
WZPT	New Kensington	B	100.7	14.5	919	i	Infinity Bcstg	67	0102		g1	80s Hits	3,100	0.83	3.4	2.9	3.1	3.0	2.5	3.2	2.7	2.5	3.2	3.2
WORD	Pittsburgh	B	101.5	43.0 cp	528	c	Salem Comm Corp	63	9212	6,500	c1	Chrst/Talk	4,350	2.64	1.5	1.4	1.0	1.3	1.0	1.3	1.4	1.4	1.2	1.2
WDVE	Pittsburgh	B	102.5	55.0	820	f	Clear Channel Comm	62	0008		g	Rock	15,900	1.49	9.7	8.7	10.0	9.5	8.4	8.9	7.9	7.8	8.7	8.7
WOGH	Burgettstown	B	103.5	16.0	879	b	Keymarket Comm	47	0003		g4	Country	1,500		0.7	1.0	0.7	0.6	0.9	0.6	0.8	0.6	0.5	0.5
WLSW	Scottsdale	A	103.9	0.3	781	j	Wall, Stanley L	71				Oldies	500		0.6	0.3	0.8	0.5	0.6	0.5	0.7	0.4	0.4	0.4
WOGF	East Liverpool	B	104.3	50.0	331	b	Keymarket Comm	59	0004	1,800	c4	Country	850		0.2	0.0	0.5	0.0	0.0	0.4	0.0	0.0	0.3	0.3
WJJB	Pittsburgh	B	104.7	13.0 cp	827	f	Clear Channel Comm	93	0008		g	R&B Oldies	2,800	0.69	3.7	4.1	2.6	3.3	4.2	2.7	3.3	3.1	3.5	3.5
WXDX	Pittsburgh	B	105.9	72.0	430	f	Clear Channel Comm	60	0008		g	Alternative	5,700	0.90	5.8	5.1	5.8	5.0	5.6	5.1	4.9	4.4	5.6	5.6
WAMO	Beaver Falls	B	106.7	47.0	518	g	Sheridan Bcstg	60	7303			Urban	3,800	0.94	3.7	2.8	3.5	2.8	3.3	3.0	3.1	3.1	3.4	3.4
WSSZ	Greensburg	A	107.1	2.9 cp	482	g	Sheridan Bcstg	68	9609	2,400		Urban	300		0.3	0.3	0.3	0.2	0.4	0.4	0.2	0.4	0.1	0.1
WDSY	Pittsburgh	B	107.9	17.5	827	i	Infinity Bcstg	62	0102		g1	Country	8,900	1.04	7.8	6.7	6.2	6.9	7.0	6.0	6.6	7.1	7.2	7.2
# FM Stations -					23	# Combos -					22	FM TOTALS			72.4	63.9	63.0	62.1	63.1	62.5	63.0	61.2	62.2	

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	1,277.6
Beaver, PA	181.1
Butler, PA	175.7
Fayette, PA	148.9
Washington, PA	202.8
Westmoreland, PA	370.0
Total	2,356.1

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$78,800	\$86,600	\$93,300	\$95,000	\$115,300	\$109,800
***	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.8%	\$115,000	\$122,600	\$130,600	\$138,400	\$147,400	6.1%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.91/1,000	2006 \$4.81/1,000	Est. Breakout			
Revenue/Capita	\$32.95	\$46.60	\$64.18	Local	74%		
				National	26%		

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	2,391.3	2,356.1	-0.3%	2,356.1	2,296.8
Households	957.0	954.6	-0.1%	954.6	946.6	-0.2%
Retail Sales	NA ^{1/}	28,087.1	NA ^{1/}	28,087.1	30,637.1	1.8%
EBI ^{2/}	39,022.3	46,799.0	3.7%	46,799.0	56,977.7	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,120.6	176.2	87.8	95.1	143.7	178.0	159.1	280.6
Women (000)	1,235.5	168.0	84.2	96.1	146.4	185.2	176.7	378.9
Total	2,356.1	344.3	172.0	191.2	290.1	363.3	335.7	659.5
Percentage	100.0%	14.6%	7.3%	8.1%	12.3%	15.4%	14.3%	28.0%
Per Capita	\$ 19,863							
				Median Household	\$ 40,999		Avg Household	\$ 49,025
Ethnic Population:	White	90.1%	Black	8.4%	Asian	1.3%	Hispanic	0.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	16		13	23	29	52
Tot 12+	3.4	59.6		57.4	63.0	23.1	86.1
Avg 12+	0.6	3.7		4.4	2.7	0.8	1.7
Tot LCS	3.9	69.2		66.7	73.2	26.8	100.0
Avg LCS	0.7	4.3		5.1	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.

														ARB 12+ Metro Shares (see rights)								
AM Stations		Day	Night			Year	Date	Sales	L	2001 Est	Avg '01											
Calls	City of License	FCC Class	Freq	Power (kW)	Power (kW)	C	Owner	Price (000)	M A	Revenue (000)1/	Power Ratio	Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
• 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	0.0	
	WMBS	Uniontown	B	590	1.0	1.00	Fayette Bcstg	37			Oldies	400	0.36	1.0	0.4	0.4	0.5	0.9	0.9	0.6	1.2	0.8
• WKHB	Irwin	D	620	5.5	0.05	l	Broadcast Comm Inc	34 9610	498		Dvs/RMs/CCt	100	0.3	0.0	0.4	0.0	0.0	0.0	0.4	0.5	0.0	0.0
• WISR	Butler	D	680	0.3	0.05	a	WBUT Inc	41 9701	730		Oldes/Talk	100	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
• WPIT	Pittsburgh	D	730	5.0	0.02	c	Salem Comm Corp	47 9212		c1	Chrst/Talk			0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	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	0.0
• WAMO	Millvale	B	860	1.0	0.83	g	Sheridan Bcstg	48 7303			Urban/Oldes	500	0.5	0.0	0.6	0.6	0.0	0.4	0.5	0.4	0.5	0.5
• WFGI	Charleroi	D	940	0.3	0.01	b	Keymarket Comm	48 0001		d5	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	WBGJ	Pittsburgh	B	970	5.0	5.00	f	Clear Channel Comm	32 0008		Sports	200	0.4	0.4	0.4	0.4	0.6	0.6	0.4	0.4	0.0	0.0
	KDKA	Pittsburgh	A	1020	50.0	50.00	i	Infinity Bcstg	20 0102		News/Talk	15,900	1.06	13.6	11.6	11.2	10.5	11.6	11.7	10.5	12.6	11.9
• WBUT	Butler	D	1050	0.5	0.06	a	WBUT Inc	49			Oldies	50	0.2	0.6	0.0	0.0	0.5	0.0	0.4	0.0	0.4	0.4
• 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	0.0
• WKZV	Washington	D	1110	1.0	0.00		Helen Supinski	68 9306	267	st	Country			0.0	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 Comm	68 9910		c3	Oldies		0.1	0.0	0.0	0.2	0.0	0.0	0.5	0.0	0.0	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	0.0
	WBVP	Beaver Falls	C	1230	1.0	1.00	k	Iorio Bcstg Inc	48 9605	450	Nws/Tlk/Spt	700	0.1	0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.4
	WEAE	Pittsburgh	B	1250	5.0	5.00	ABC Radio Inc	22 1999	5,000	na	1 Sports	1,900	1.02	1.7	1.7	1.4	1.9	1.6	1.3	1.3	1.5	1.6
	WJAS	Pittsburgh	B	1320	5.0	5.00	e	Renda Bcstg Corp	21 8501	700	Nostalgia	1,200	0.17	6.3	4.2	6.4	5.5	4.9	5.8	4.9	5.9	5.2
	WPNT	Connellsville	C	1340	1.0	1.00	b	Keymarket Comm	47 0101		Oldies			0.0	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	0.38	1.7	1.3	0.9	1.3	1.1	1.7	1.4	1.7	1.2
	KQV	Pittsburgh	B	1410	5.0	5.00	cp	Calvary Inc	19 8212	1,800	News	1,400	0.85	1.5	1.3	1.0	1.1	1.5	1.1	1.4	1.3	1.2
	WJPA	Washington	C	1450	1.0	1.00	d	Washington Bcstg Co	41		Oldies			0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
	WMBA	Ambridge	B	1460	0.5	0.50	k	Iorio 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	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	0.0
	WKTW	Jeannette	B	1530	1.0	0.00	l	Broadcast Comm Inc	74 9803	200	News/Talk			0.0	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			DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WQTW	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	0.0
• WZUM	Carnegie	D	1590	1.0	0.02		Horvath, Michael L.	62 9806	80		Spt/7&8/Tlk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		29	# Combos -		18	AM TOTALS			27.5	21.5	23.1	23.1	22.8	23.5	22.6	25.5	23.2	
				AM & FM Stations Profiled -		52	# Duopolies -		15	Total Local Commercial Share			85.4	86.1	85.2	85.9	86.0	85.6	86.7	85.4		

• 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	342.9
Marion, OR	289.1
Multnomah, OR	666.2
Washington, OR	455.4
Yamhill, OR	86.5
Clark, WA	353.3
Total	2,193.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$88,000	\$95,300	\$107,200	\$114,900	\$134,800	\$118,500	6.1%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
Gross Revenues	-12.1%	\$124,800	\$133,000	\$141,700	\$150,200	\$159,900	6.2%

Revenue/Retail Sales Revenue/Capita

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.61/1,000	\$3.87/1,000	Local 85%
Revenue/Capita	\$45.22	\$54.03	\$66.95	National 15%

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	1,946.1	2,193.4	2.4%	2,193.4	2,388.5	1.7%
Households	746.1	851.8	2.7%	851.8	935.3	1.9%
Retail Sales	NA ^{1/}	32,819.5	NA ^{1/}	32,819.5	41,369.1	4.7%
EBI ^{2/}	29,834.7	42,773.6	7.5%	42,773.6	57,777.7	6.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,080.5	197.7	92.1	86.6	150.8	200.4	159.2	193.8
Women (000)	1,112.9	189.0	88.1	84.9	145.5	199.9	156.9	248.6
Total	2,193.4	386.6	180.3	171.5	296.3	400.3	316.1	442.4
Percentage	100.0%	17.6%	8.2%	7.8%	13.5%	18.3%	14.4%	20.2%
Per Capita	\$ 19,501							
				Median Household	\$ 42,284		Avg Household	\$ 50,215
Ethnic Population:	White	89.9%	Black	3.0%	Asian	5.4%	Hispanic	9.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			16	15	16	28	44
Tot 12+			63.9	62.1	63.9	18.0	81.9
Avg 12+			4.0	4.1	4.0	0.6	1.9
Tot LCS			78.0	75.8	78.0	22.0	100.0
Avg LCS			4.9	5.1	4.9	0.8	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

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)				
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
KGON	Portland	C	92.3	100.0	1266	b	Entercom	67	9808	24,500	c1	Clsc Rock	8,500	1.24	5.8	4.6	4.8	4.4	4.7	5.1	5.1	4.7	3.9	
KPDQ	Portland	C	93.7	100.0	1270	g	Salem Comm Corp	61	8609	6,500	c3	Chrst/Talk	9,000		1.5	1.4	1.8	1.1	1.2	1.2	1.4	1.0	1.4	
KNRK	Camas	C2	94.7	17.0	850	b	Entercom	92	9808		c1	Modern Rock	3,200	0.68	4.0	3.3	3.4	4.1	3.7	3.6	3.6	2.7	3.0	
KXJM	Portland	C	95.5	100.0	1266	d	Vulcan Ventures Inc	65	9812	55,000	c4	CHR/Rhymc	2,900	0.39	6.2	5.4	4.9	5.3	5.0	4.7	5.8	4.2	5.3	
KKSN	Portland	C	97.1	100.0	1266	b	Entercom	46	9804		g4	Oldies	8,300	0.95	7.4	5.8	5.7	5.8	4.6	5.9	6.0	6.5	5.7	
KUPL	Portland	C1	98.7	37.0	1444	c	Infinity Bcstg	48	0102		g2	Country	7,600	0.90	7.1	6.2	5.4	5.8	5.4	4.9	5.7	6.6	5.9	
KWJJ	Portland	C1	99.5	52.0	1266	f	Fisher Comm Inc	68	9605	35,000	c2	Country	7,000	0.90	6.6	3.6	4.8	4.1	4.6	5.9	4.8	6.1	4.7	
KKRZ	Portland	C	100.3	100.0	1542	e	Clear Channel Comm	46	9905		g1	CHR	5,700	0.78	6.2	4.0	4.5	5.1	3.8	5.1	4.8	5.2	5.1	
KUFO	Portland	C	101.1	100.0	1444	c	Infinity Bcstg	77	0102		g2	AOR	8,650	1.35	5.4	4.4	5.0	4.7	4.4	4.5	4.3	4.6	4.2	
KINK	Portland	C	101.9	100.0	1542	c	Infinity Bcstg	68	0102		g2	AAA	8,800	1.26	5.9	4.9	3.8	4.4	4.3	4.9	3.8	4.9	5.7	
KKCW	Beaverton	C	103.3	100.0	1542	e	Clear Channel Comm	84	9905		g1	AC	10,000	1.11	7.6	6.3	4.6	6.1	6.3	6.2	6.1	5.8	6.7	
KFIS	Scappoose	C2	104.1	7.0	1266	g	Salem Comm Corp	86	0205	35,800		ChrsContem				2.5	3.3	2.1	2.3	0.0	0.0	0.0	0.0	
KRSK	Molalla	C1	105.1	64.0 cp	1184	b	Entercom	70	9805		g4	Hot AC	4,500	1.03	3.7	3.4	3.1	2.9	3.3	3.1	2.9	2.4	3.5	
KRVO	Vancouver	C1	105.9	22.5 cp	1542	e	Clear Channel Comm		01			Hot AC	1,000	0.56	1.5	3.2	2.1	1.2	1.7	2.0	1.8	1.1	0.0	
KLTH	Lake Oswego	C	106.7	100.0	1444	c	Infinity Bcstg	77	0102		g2	Lite Rock	4,100	0.86	4.0	2.8	3.2	2.7	3.1	3.2	3.6	2.7	3.5	
● KVMX	Banks	C1	107.5	37.0 cp	1444	c	Infinity Bcstg	91	0102		g2	80s Hits	4,700	0.81	4.9	3.4	3.5	3.5	3.4	4.1	3.7	3.1	4.9	
					# FM Stations -	16	# Combos -	16						FM TOTALS		77.8	65.2	63.9	63.3	61.8	64.4	63.4	61.6	63.5

● 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	342.9
Marion, OR	289.1
Multnomah, OR	666.2
Washington, OR	455.4
Yamhill, OR	86.5
Clark, WA	353.3
Total	2,193.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$88,000	\$95,300	\$107,200	\$114,900	\$134,800	\$118,500	6.1%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
Gross Revenues	-12.1%	\$124,800	\$133,000	\$141,700	\$150,200	\$159,900	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.61/1,000	\$3.87/1,000	Local 85%
Revenue/Capita	\$45.22	\$54.03	\$66.95	National 15%

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	1,946.1	2,193.4	2.4%	2,193.4	2,388.5	1.7%
Households	746.1	851.8	2.7%	851.8	935.3	1.9%
Retail Sales	NA ^{1/}	32,819.5	NA ^{1/}	32,819.5	41,369.1	4.7%
EBI ^{2/}	29,834.7	42,773.6	7.5%	42,773.6	57,777.7	6.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,080.5	197.7	92.1	86.6	150.8	200.4	159.2	193.8
Women (000)	1,112.9	189.0	88.1	84.9	145.5	199.9	156.9	248.6
Total	2,193.4	386.6	180.3	171.5	296.3	400.3	316.1	442.4
Percentage	100.0%	17.6%	8.2%	7.8%	13.5%	18.3%	14.4%	20.2%
Per Capita	\$ 19,501							
				Median Household	\$ 42,284		Avg Household	\$ 50,215
Ethnic Population:	White	89.9%	Black	3.0%	Asian	5.4%	Hispanic	9.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			16	15	16	28	44
Tot 12+			63.9	62.1	63.9	18.0	81.9
Avg 12+			4.0	4.1	4.0	0.6	1.9
Tot LCS			78.0	75.8	78.0	22.0	100.0
Avg LCS			4.9	5.1	4.9	0.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000	
	KTLK	Portland	B	620	5.0 cp	5.00	e Clear Channel Comm	22	9905		g1	News/Talk	1,000		0.9	1.6	1.9	1.5	0.5	0.5	0.6	0.7	1.0	
●	KXL	Portland	B	750	50.0	20.00	d Vulcan Ventures Inc	26	9901		c4	News/Talk	5,800	1.26	3.9	3.4	3.3	3.4	4.1	3.2	3.2	3.2	2.9	
	KPDQ	Portland	B	800	1.0	0.50	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	5.00	i Pamplin Comm Corp	97	9711		st	News/Talk	300		0.7	0.8	0.7	0.5	0.9	0.5	0.8	0.4	0.7	
	KWIP	Dallas	B	880	5.0	1.00	Jupiter Comm	55	9106	21		Mexican	600		0.7	0.8	0.9	1.2	0.6	0.7	0.5	0.5	0.7	
	KFXZ	Vancouver	B	910	10.0 cp	10.00	b Entercom	80	9508		c1	Sprts/Talk	2,800	1.69	1.4	1.6	1.6	1.2	1.3	1.1	1.1	1.0	1.3	
●	KWBY	Woodburn	D	940	0.3	0.20	a Coss, Donald D.	64	9110		st	Mexican	500		0.7	1.1	1.2	0.9	1.0	0.5	0.9	0.8	0.0	
●	KUPL	Portland	B	970	5.0	5.00	c Infinity Bcstg	25	0102		g2	Country	600	0.46	1.1	0.0	0.0	0.0	0.0	0.4	0.9	0.8	1.4	
●	KGUY	Milwaukie	D	1010	4.5	0.00	h Sizemore, William	88	0201	750		Ethnic				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 Fisher Comm Inc	25	9605		c2	Talk	1,150	0.61	1.6	1.5	1.8	1.6	1.0	1.3	1.2	1.4	1.3	
●	KKGT	Portland	D	1150	5.0	0.05	h Sizemore, William	54	9708	345		Talk	100		0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.4	0.0	
	KEX	Portland	A	1190	50.0	50.00	e Clear Channel Comm	26	9905		g1	FuSvc/AC	8,000	0.89	7.6	4.0	4.1	4.1	5.4	5.6	6.0	6.7	6.3	
●	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	
●	KMUZ	Gresham	C	1230	0.9	0.00	Pacific Northwest	56	9203	82		Spanish	300		0.4	1.0	0.8	0.7	0.5	0.4	0.0	0.0	0.8	
●	KLYC	Mcminnville	B	1260	1.0	0.85	Bohnsack Strategies	49	9010	120		AC/Oldes				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 Radio Inc	48	0209 p	3,800	d1	1 Christian				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	
●	KUIK	Hillsboro	B	1360	5.0	5.00	Dolphin Comm Inc	54	7808			Nws/Tlk/Spt	1,000		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	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	
●	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	
	KYKN	Keizer	B	1430	5.0	5.00	Willamette Bcstg Co	51	9108		al	Nws/Tlk/Spt	700		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	
●	KBPS	Portland	C	1450	1.0	1.00	School District #1	23				Classical				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	
●	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	
	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	
	KKSN	Oregon City	B	1520	50.0	15.00	b Entercom	47	9805		g4	Nostalgia	500	0.17	2.5	1.8	1.7	2.0	1.4	2.0	1.9	2.2	2.0	
●	KVAN	Vancouver	B	1550	50.0 cp	12.00	i Pamplin Comm Corp	63	9812	1,650		Nws/Tlk/Spt	100		0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	
●	KPBC	Lake Oswego	B	1640	10.0	1.00	j ABC Radio Inc	00	0209 p		d1	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		28	# Combos -		17			AM TOTALS			22.2	17.6	18.0	17.1	17.2	16.2	17.6	19.2	18.4	
				AM & FM Stations Profiled -		44	# Duopolies -		13			Total Local Commercial Share				82.8	81.9	80.4	79.0	80.6	81.0	80.8	81.9	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 25

Revenue Rank: 23

Cleveland, OH Market Overview



Metro Counties / Population (000)

Cuyahoga, OH	1,392.6
Geauga, OH	91.6
Lake, OH	228.4
Lorain, OH	285.7
Medina, OH	153.3
Total	2,151.6

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$83,800	\$89,300	\$96,900	\$103,900	\$118,400	\$113,800
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-3.9%	\$119,300	\$124,700	\$131,000	\$138,800	\$147,900	5.4%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.99/1,000	\$4.38/1,000	Local	70%		
Revenue/Capita	\$39.50	\$52.89	\$69.17	National	30%		

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	2,121.5	2,151.6	0.3%	2,151.6	2,138.1
Households	818.7	847.2	0.7%	847.2	855.9	0.2%
Retail Sales	NA ^{1/}	28,497.3	NA ^{1/}	28,497.3	33,793.8	3.5%
EBI ^{2/}	33,427.3	41,775.9	4.6%	41,775.9	49,869.9	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,028.8	183.6	89.6	83.9	138.0	164.0	148.3	221.4
Women (000)	1,122.8	176.4	86.3	85.6	142.7	174.0	163.3	294.5
Total	2,151.6	359.9	175.9	169.5	280.7	338.0	311.7	515.9
Percentage	100.0%	16.7%	8.2%	7.9%	13.0%	15.7%	14.5%	24.0%
Per Capita	\$ 19,416	Median Household		\$ 40,843	Avg Household		\$ 49,311	
Ethnic Population:	White	78.0%	Black	19.9%	Asian	1.7%	Hispanic	3.5%

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+	1.5	64.9		65.8	66.4	18.5	84.9
Avg 12+	1.5	4.6		4.7	4.4	1.2	2.7
Tot LCS	1.8	76.4		77.5	78.2	21.8	100.0
Avg LCS	1.8	5.5		5.5	5.2	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 Akron and Canton.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WXTM	Cleveland	B	92.3	36.0	548	a	Infinity Bcstg	60	0008		g1	Alternative	3,900	0.82	4.2	3.9	4.6	4.0	3.4	3.7	3.5	3.7	3.6
WZAK	Cleveland	B	93.1	27.5	620	e	Radio One Inc	63	0008		g5	Urban	8,000	1.12	6.3	6.0	5.4	6.1	5.6	6.6	5.6	5.9	3.7
WQMX	Medina	B	94.9	16.0	879		Rubber City Radio	60	8806	See (73)		Country	n/a		0.7	0.5	0.6	0.7	0.4	0.6	0.5	0.6	0.6
WFHM	Cleveland	B	95.5	31.0	620	d	Salem Comm Corp	75	0107		sw	ChrsContem	100		0.6	1.8	2.9	2.3	2.6	1.9	0.0	0.0	0.1
WAKS	Akron	B	96.5	50.0	440	b	Clear Channel Comm	50	0008		sw	Top 40	1,700	0.34	4.4	4.7	4.8	4.4	5.0	3.7	3.4	4.4	3.5
WNCX	Cleveland	B	98.5	16.0	961	a	Infinity Bcstg	48	0102		g1	Clsc Rock	9,400	1.35	6.1	4.8	4.9	5.5	4.8	5.0	5.5	5.3	5.2
WGAR	Cleveland	B	99.5	50.0	499	b	Clear Channel Comm	48	9905		g2	Country	9,800	1.12	7.7	5.9	6.1	7.4	5.7	6.0	6.3	6.6	7.5
WMMS	Cleveland	B	100.7	34.0	600	b	Clear Channel Comm	48	9905		g2	Rock	7,500	1.14	5.8	4.3	4.4	2.9	3.5	4.1	5.7	5.1	5.0
• WDOK	Cleveland	B	102.1	12.0	1004	a	Infinity Bcstg	50	0008		g1	Soft AC	10,500	1.20	7.7	7.6	7.5	7.8	6.3	6.8	7.5	6.2	6.1
WQAL	Cleveland	B	104.1	13.0 cp	961	a	Infinity Bcstg	48	0008		g1	Hot AC	8,500	1.49	5.0	3.6	3.6	3.5	3.8	3.6	3.8	4.6	5.2
WCLV	Lorain	A	104.9	6.0	328		WCLV Foundation	75	0111		dn 1	Classical	2,400	0.60	3.5	1.9	1.5	2.4	1.9	2.1	3.7	3.2	3.0
WMJI	Cleveland	B	105.7	16.0	1129	b	Clear Channel Comm	54	9905		g2	Oldies	15,000	1.50	8.8	7.5	7.1	7.3	7.9	7.9	6.9	7.6	8.0
WMVX	Cleveland	B	106.5	11.5	1037	b	Clear Channel Comm	60	9905		g2	Hot AC	8,500	1.56	4.8	3.9	3.5	4.3	4.9	4.2	4.6	4.2	3.6
WNWV	Elyria	B	107.3	50.0	466	c	Elyria-Lorain Bcstg	47				Smooth Jazz	700	0.11	5.8	5.4	4.2	5.6	5.9	4.6	5.4	4.7	5.3
WENZ	Cleveland	B	107.9	15.0	892	e	Radio One Inc	59	9905		g3	R&BOd/Urba	3,200	0.40	7.1	6.6	5.3	5.4	5.9	6.6	6.3	5.8	5.9
# FM Stations -					15	# Combos -					13	FM TOTALS			78.5	68.4	66.4	69.6	67.6	67.4	68.7	67.9	66.3

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio	Summer 2002		Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
WKNR	Cleveland	B	850	50.0	4.70	d	Salem Comm Corp	26	0008		g4	Sports	2,900	0.85	3.0	1.7	2.2	2.8	2.4	2.4	2.6	2.7	2.7	
WEOL	Elyria	B	930	1.0	1.00	c	Elyria-Lorain Bcstg	48				Nws/Tlk/Spt	700		0.7	0.5	0.6	0.3	0.5	0.7	0.5	0.6	0.5	
• WCCD	Parma	D	1000	0.5	0.00	d	Salem Comm Corp	73	9707		g	Chrst/Talk	600			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	10,900	0.97	9.9	8.4	8.7	6.4	9.0	10.6	8.5	7.0	8.1	
WHK	Cleveland	B	1220	50.0	50.00	d	Salem Comm Corp	30	0107		g4	Chrst/Talk	2,100		0.1	0.5	0.6	0.4	0.4	0.0	0.0	0.0	0.2	
WWMK	Cleveland	B	1260	10.0	5.00		ABC Radio Inc	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	700		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
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		Variety	200		0.3	0.0	0.4	0.3	0.0	0.6	0.3	0.3	0.0	
• WDLW	Lorain	D	1380	0.5	0.06	f	Wilbur, Douglas	69	0202	250		Span/Varty				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCLV	Cleveland	B	1420	5.0	5.00		Cleveland Classical	21	0107		sw 1	Adlt Stndrd	1,800	0.32	5.0	2.8	3.2	3.9	3.2	3.8	4.0	4.2	5.2	
WBKC	Painesville	B	1460	1.0	0.50		Water's Edge Comm	56	9511	50		Cls/Nws/Spt				0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	
• WJMO	Cleveland	C	1490	1.0	1.00	e	Radio One Inc	47	0008		g5	Gospel	800	0.44	1.6	1.7	1.6	1.7	1.4	1.0	1.5	1.8	1.3	
• WABQ	Cleveland	D	1540	1.0	0.00		D & E	47	0207	3,000		Gospel	600		0.8	0.5	0.6	0.4	0.5	0.5	0.4	0.7	1.3	
• WATJ	Chardon	D	1560	1.0	0.00		Music Express Bcstg	69				Adlt Stndrd				0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					16	# Combos -					9	AM TOTALS			21.5	16.1	18.5	16.2	17.4	19.6	17.8	17.3	19.6	
AM & FM Stations Profiled -					31	# Duopolies -					9	Total Local Commercial Share			84.5	84.9	85.8	85.0	87.0	86.5	85.2	85.9		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 26

Revenue Rank: 20

Cincinnati, OH Market Overview



Metro Counties / Population (000)

Brown, OH	42.8
Butler, OH	335.9
Clermont, OH	180.1
Hamilton, OH	843.7
Warren, OH	161.7
Dearborn, IN	46.7
Ohio, IN	5.6
Boone, KY	88.1
Campbell, KY	89.0
Gallatin, KY	8.1
Grant, KY	22.9
Kenton, KY	152.2
Pendleton, KY	14.6

1,991.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$92,700	\$100,300	\$118,900	\$126,100	\$132,200	\$125,600	6.3%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
Gross Revenues	-5.0%	\$134,100	\$140,300	\$147,300	\$156,200	\$166,300	5.8%

Revenue/Retail Sales Revenue/Capita

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.74/1,000	\$5.11/1,000	Local 87%
Revenue/Capita	\$48.42	\$63.07	\$80.92	National 13%

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	1,914.6	1,991.4	0.8%	1,991.4	2,055.0	0.6%
Households	717.1	759.0	1.1%	759.0	796.7	1.0%
Retail Sales	NA ^{1/}	26,513.4	NA ^{1/}	26,513.4	32,547.0	4.2%
EBI ^{2/}	29,984.7	39,094.0	5.4%	39,094.0	49,764.1	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	963.2	187.2	86.8	88.7	136.1	154.7	133.9	175.9
Women (000)	1,028.2	178.2	82.9	90.9	138.0	158.8	143.3	236.0
Total	1,991.4	365.5	169.7	179.6	274.1	313.5	277.2	411.9
Percentage	100.0%	18.4%	8.5%	9.0%	13.8%	15.7%	13.9%	20.7%
Per Capita	\$ 19,631		Median Household	\$ 43,042		Avg Household	\$ 51,507	
Ethnic Population:	White 86.1%	Black 12.0%	Asian 1.5%	Hispanic 1.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	12	1	12	22	13	35
Tot 12+	11.0	53.6	0.6	60.0	65.2	20.3	85.5
Avg 12+	1.2	4.5	0.6	5.0	3.0	1.6	2.4
Tot LCS	12.9	62.7	0.7	70.2	76.3	23.7	100.0
Avg LCS	1.4	5.2	0.7	5.8	3.5	1.8	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	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)																	
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000										
WOFX	Cincinnati	B	92.5	16.0 cp	866	b	Clear Channel Comm	64	9905		g1	Clsc Rock	7,200	1.10	5.2	4.7	4.6	4.1	4.8	3.5	4.0	4.7	4.9										
WAKW	Cincinnati	B	93.3	49.0	492		Pillar of Fire		61			ChrsContem				1.3	1.6	1.6	0.0	0.0	0.0	0.0	0.0										
WVMX	Cincinnati	B	94.1	32.0	600	b	Clear Channel Comm	55	9905		g1	Hot AC	6,300	1.07	4.7	3.0	3.5	3.5	3.2	3.8	3.7	4.3	3.6										
WMOJ	Fairfield	B	94.9	10.5	1056	h	Susquehanna Radio	62	9801		sw	R&B Oldies	7,100	0.97	5.8	5.2	4.1	4.5	3.9	4.2	4.4	5.2	5.3										
• WYGY	Lebanon	B	96.5	19.5	810	h	Susquehanna Radio	58	0209	45,000		Country	3,100	0.50	4.9	3.7	4.0	4.0	3.9	5.1	3.8	4.0	3.2										
WAQZ	Lebanon	A	97.3	5.0	358	g	Infinity Bcstg	94	0102		g2	Alternative	3,800	0.84	3.6	2.5	2.5	2.9	2.5	2.9	3.4	2.9	2.5										
WAXZ	Georgetown	A	97.7	2.1	387	c	Plessinger Radio Grp		76			Country				0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0										
WOXY	Oxford	A	97.7	3.0	322		Balogh Bcstg Co	59	8107			Modern Rock	200		0.1	0.0	0.0	0.4	0.0	0.4	0.0	0.0	0.0										
WRRM	Cincinnati	B	98.5	18.0	807	h	Susquehanna Radio	59	7201			AC	9,400	0.97	7.7	6.6	6.1	7.1	6.2	6.6	6.6	5.7	6.3										
WSCH	Aurora	A	99.3	1.2	525	e	Pieratt Comm Inc	70	0207 p		na	Country	100		0.3	0.5	0.5	0.0	0.6	0.0	0.0	0.5	0.4										
WAOL	Ripley	C3	99.5	13.0 cp	459	c	Plessinger Radio Grp		93			Country	200		0.3	0.5	0.6	0.4	0.0	0.4	0.6	0.0	0.0										
WIZF	Erlanger	A	100.9	1.3	509		Radio One Inc	65	0108		g 2	Urban	6,100	0.68	7.1	5.0	6.2	7.0	5.1	5.6	5.7	5.6	6.6										
WKRQ	Cincinnati	B	101.9	16.0	866	g	Infinity Bcstg	47	0102		g2	CHR	8,200	1.42	4.6	3.9	4.3	3.9	3.5	3.7	4.0	3.8	3.7										
WEBN	Cincinnati	B	102.7	16.0	866	b	Clear Channel Comm	67	9905		g1	Rock & Roll	11,900	1.11	8.5	7.4	6.6	5.5	7.5	6.8	7.4	7.3	6.5										
WXCH	Versailles	A	103.1	3.0	328	e	Pieratt Comm Inc	84	0207 p		na	Country				0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0										
WGRR	Hamilton	B	103.5	11.0	1037	g	Infinity Bcstg	61	0102		g2	Oldies	8,400	1.11	6.0	5.0	5.9	4.9	6.6	4.8	5.1	5.1	4.7										
WNLT	Harrison	A	104.3	5.2	328	f	Baldwin Broadcasting	91	9106		cp 1	ChrsContem	600	0.48	1.0	1.0	1.1	1.3	0.9	1.2	0.8	0.7	0.7										
WUBE	Cincinnati	B	105.1	14.5	915	g	Infinity Bcstg	49	0008		g2	Country	10,600	1.17	7.2	4.9	5.7	5.6	4.9	5.9	5.8	4.6	7.4										
WPFB	Middletown	B	105.9	34.0	594	d	Braden, Ruth & Doug		59			Country	n/a		0.8	0.7	0.7	0.7	0.6	0.6	0.5	0.7	0.7										
WNKR	Williamstown	A	106.5	1.4	476		Grant County Bcstrs	92	9207		st	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0										
WKFS	Millford	B1	107.1	2.8	866	b	Clear Channel Comm	69	9905		g1	CHR	4,000	0.45	7.1	6.6	6.5	6.1	5.6	6.2	5.2	5.8	6.0										
WIOK	Falmouth	A	107.5	1.4	696		Hammond Bcstg Inc	81	9212	100	+	Gospel			0.2	0.0	0.6	0.0	0.4	0.0	0.0	0.5	0.0										
																# FM Stations -	22			# Combos -	17			FM TOTALS	75.1	62.5	65.2	63.9	60.2	61.7	61.0	61.4	62.5

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 26

Revenue Rank: 20

Cincinnati, OH Market Overview



Metro Counties / Population (000)

Brown, OH	42.8
Butler, OH	335.9
Clermont, OH	180.1
Hamilton, OH	843.7
Warren, OH	161.7
Dearborn, IN	46.7
Ohio, IN	5.6
Boone, KY	88.1
Campbell, KY	89.0
Gallatin, KY	8.1
Grant, KY	22.9
Kenton, KY	152.2
Pendleton, KY	14.6

1,991.4

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$92,700	\$100,300	\$118,900	\$126,100	\$132,200	\$125,600
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.0%	\$134,100	\$140,300	\$147,300	\$156,200	\$166,300	5.8%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$4.74/1,000	\$5.11/1,000	Local	87%		
Revenue/Capita	\$48.42	\$63.07	\$80.92	National	13%		

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	1,914.6	1,991.4	0.8%	1,991.4	2,055.0	0.6%
Households	717.1	759.0	1.1%	759.0	796.7	1.0%
Retail Sales	NA ^{1/}	26,513.4	NA ^{1/}	26,513.4	32,547.0	4.2%
EBI ^{2/}	29,984.7	39,094.0	5.4%	39,094.0	49,764.1	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	963.2	187.2	86.8	88.7	136.1	154.7	133.9	175.9
Women (000)	1,028.2	178.2	82.9	90.9	138.0	158.8	143.3	236.0
Total	1,991.4	365.5	169.7	179.6	274.1	313.5	277.2	411.9
Percentage	100.0%	18.4%	8.5%	9.0%	13.8%	15.7%	13.9%	20.7%
Per Capita	\$ 19,631	Median Household		\$ 43,042	Avg Household		\$ 51,507	
Ethnic Population:	White	86.1%	Black	12.0%	Asian	1.5%	Hispanic	1.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	12	1	12	22	13	35
Tot 12+	11.0	53.6	0.6	60.0	65.2	20.3	85.5
Avg 12+	1.2	4.5	0.6	5.0	3.0	1.6	2.4
Tot LCS	12.9	62.7	0.7	70.2	76.3	23.7	100.0
Avg LCS	1.4	5.2	0.7	5.8	3.5	1.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000		
WKRC	Cincinnati	B	550	5.0	1.00	b	Clear Channel Comm	22	9905		g1	News/Talk	6,800	0.97	5.6	3.9	3.1	4.3	3.7	4.5	4.4	4.7	4.8		
WLW	Cincinnati	A	700	50.0	50.00	b	Clear Channel Comm	22	9905		g1	Nws/Tlk/Spt	24,100	1.61	11.9	10.2	11.1	9.4	11.0	11.1	10.1	8.7	9.2		
• WNOP	Newport	D	740	1.0	0.03		Catholic Radio Found	48	0109			Religion	300		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4		
• WPFB	Middletown	D	910	1.0	0.10	d	Braden, Ruth & Doug	47				Talk	n/a		0.4	0.0	0.0	0.4	0.0	0.0	1.0	0.4	0.0		
WTSJ	Cincinnati	B	1050	1.0	0.28	a	Salem Comm Corp	47	9707		g	Chrst/Talk	600			0.0	0.0	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	Sports	1,000		0.1	0.4	0.5	0.4	0.0	0.0	0.0	0.4	0.0		
WDBZ	Cincinnati	C	1230	1.0 cp	1.00		Blue Chip Comm Inc	27	0003		2	Talk	200		0.9	1.0	0.9	0.9	1.0	0.8	0.9	0.7	0.5		
WCVG	Covington	B	1320	0.5	0.43	c	Plessinger Radio Grp	65				Gospel	700		0.7	0.5	0.5	0.0	0.5	0.8	0.6	0.4	0.6		
WCKY	Cincinnati	B	1360	5.0	5.00	b	Clear Channel Comm	23	9905		g1	Sports	700	0.46	1.2	1.3	0.9	1.4	1.2	0.9	1.1	0.9	0.9		
WMOH	Hamilton	C	1450	1.0	1.00		Findlay Publishing	44	8512	1,250		Nws/Tlk/Spt				0.4	0.0	0.0	0.0	0.0	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	0.0	0.5	0.6	0.6	0.0	0.6	0.4	0.8		
WSAI	Cincinnati	A	1530	50.0	50.00	b	Clear Channel Comm	29	9905		g1	Nostalgia	3,100	0.69	3.6	2.2	2.8	2.6	3.5	2.9	2.9	3.2	2.8		
• 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 -					9	AM TOTALS					25.0	19.9	20.3	20.0	21.5	21.0	21.6	19.8	20.0
AM & FM Stations Profiled -					35	# Duopolies -					10	Total Local Commercial Share						82.4	85.5	83.9	81.7	82.7	82.6	81.2	82.5

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 27

Revenue Rank: 27

Sacramento, CA Market Overview



Metro Counties / Population (000)

El Dorado, CA	114.2
Nevada, CA	76.8
Placer, CA	242.9
Sacramento, CA	1,237.2
Yolo, CA	170.7
Total	1,841.8

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

ESTIMATED GROSS REVENUES ★★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
ESTIMATED GROSS REVENUES	\$75,400	\$80,800	\$86,500	\$98,200	\$109,900	\$106,300	7.1%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-3.3%	\$113,600	\$122,200	\$134,400	\$142,500	\$151,700	7.4%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.42/1,000	\$4.71/1,000	Local 72%
Revenue/Capita	\$44.81	\$57.72	\$76.85	National 28%

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	1,682.8	1,841.8	1.8%	1,841.8	1,974.0	1.4%
Households	626.4	693.2	2.0%	693.2	748.0	1.5%
Retail Sales	NA ^{1/}	24,061.8	NA ^{1/}	24,061.8	32,224.2	6.0%
EBI ^{2/}	25,068.0	35,191.1	7.0%	35,191.1	44,795.6	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	908.7	173.0	73.8	81.3	134.6	157.7	125.3	163.0
Women (000)	933.2	165.3	70.5	80.6	131.5	159.0	129.9	196.3
Total	1,841.8	338.3	144.4	161.9	266.1	316.6	255.2	359.3
Percentage	100.0%	18.4%	7.8%	8.8%	14.4%	17.2%	13.9%	19.5%
Per Capita	\$ 19,107							
				Median Household	\$ 42,631		Avg Household	\$ 50,769
Ethnic Population:	White	79.0%	Black	7.9%	Asian	10.6%	Hispanic	15.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	16		16	22	17	39
Tot 12+	5.9	54.4		58.5	60.3	21.3	81.6
Avg 12+	1.0	3.4		3.7	2.7	1.3	2.1
Tot LCS	7.2	66.7		71.7	73.9	26.1	100.0
Avg LCS	1.2	4.2		4.5	3.4	1.5	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	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
KZSA	Placerville	A	92.1	1.9	417	e	Moon Bcstg Corp	82	0111	3,000		Mexican	1,000		0.3	0.0	0.3	0.5	0.5	0.0	0.5	0.0	0.5
KGBY	Sacramento	B	92.5	50.0	449	b	Clear Channel Comm	46	0008		g	AC	6,200	1.67	3.5	2.5	3.1	2.9	3.6	2.9	3.0	2.6	2.8
• KXOA	Roseville	B1	93.7	25.0	328	c	Infinity Bcstg	70	0102		g1	Rock	2,500	0.87	2.7	1.5	1.3	1.7	1.0	1.6	2.7	1.8	2.7
KRLT	South Lake	A	93.9	3.0	-105	d	Commonwealth Comm	76	9910	1,250	c4	AC	550			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KNCO	Grass Valley	A	94.3	0.7 cp	981	h	First Bcstg Co LP	82	0210 p	3,000		AC				0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
KSSJ	Fair Oaks	B1	94.7	25.0	325	a	Entercom	70	9808	15,900		Smooth Jazz	5,300	0.96	5.2	4.5	5.1	4.3	5.4	4.3	4.0	4.3	4.1
KYMX	Sacramento	B	96.1	50.0	476	c	Infinity Bcstg	47	0011		g1	Soft Rock	4,900	1.07	4.3	4.0	4.7	4.7	4.1	3.9	2.9	3.4	3.7
KSEG	Sacramento	B	96.9	50.0	499	a	Entercom	59	9808		d1	Clisc Rock	9,300	1.51	5.8	3.7	5.2	4.6	3.6	5.0	4.2	4.6	4.8
KTTA	Esparto	A	97.9	6.0	328		Pacific Spanish Ntwk	95				Mexican	500	0.34	1.4	0.8	0.5	0.6	0.8	0.9	1.2	1.0	1.4
KRXQ	Sacramento	B	98.5	50.0	495	a	Entercom	59	9808		sw	AOR	8,900	1.37	6.1	4.7	3.8	4.8	4.2	5.1	4.7	4.4	5.4
KLVS	Grass Valley	B1	99.3	0.6	1056		Educational Media	97	9607	65	cp	ChrsContem	100		0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
KRCX	Marysville	B	99.9	1.8	2182	j	Entravision Comm Co	47	0004		g2	Mexican	1,650	1.03	1.5	0.8	0.6	1.3	0.7	1.4	1.6	1.4	0.6
KZZO	Sacramento	B	100.5	115.0	328	c	Infinity Bcstg	58	0011		g1	Hot AC	6,800	1.49	4.3	3.7	3.2	2.8	3.9	4.5	3.7	3.2	2.5
KHYL	Auburn	B	101.1	36.0	577	b	Clear Channel Comm	61	0008		g	R&B Oldies	3,700	0.94	3.7	4.0	3.0	3.3	3.3	3.0	3.1	3.2	2.8
KCCL	Shingle Springs	B	101.9	47.0	505	j	Entravision Comm Co	89	0004		g2	Oldies	1,700	0.42	3.8	4.7	4.4	3.0	3.5	4.1	4.6	2.8	0.7
• KSFM	Woodland	B	102.5	16.0	417	c	Infinity Bcstg	61	0102		g1	CHR	5,300	0.94	5.3	5.2	5.6	4.1	4.8	3.8	4.5	4.5	4.5
KBMB	Sacramento	A	103.5	6.0	312		Diamond Radio	96				CHR	3,300	0.61	5.1	3.6	3.7	3.7	4.4	3.6	4.4	4.3	4.1
KRRE	Davis	A	104.3	6.0	328	j	Entravision Comm Co	79	0008		g4	Spanish AC	1,400	1.01	1.3	1.1	1.0	1.3	1.1	1.4	1.0	1.0	0.8
KNCI	Sacramento	B	105.1	50.0	499	c	Infinity Bcstg	60	0102		g1	Country	8,100	1.06	7.2	6.7	5.0	5.6	5.6	5.4	6.1	5.2	6.5
KKFS	Dunnigan	B1	105.5	2.6	1011	i	Salem Comm Corp	83	0112	8,000		ChrsContem	600	0.38	1.5	1.9	2.3	1.7	1.9	1.7	0.8	1.1	1.1
KWOD	Sacramento	B	106.5	50.0	410		Royce Intl Bcstg Co	57				Alternative	4,300	0.92	4.4	3.6	3.1	4.1	3.3	3.8	3.2	3.9	3.3
KDND	Sacramento	B	107.9	50.0	404	a	Entercom	45	9808	27,500		CHR	4,800	0.89	5.1	4.6	4.0	4.5	3.3	3.8	3.9	4.3	4.4
# FM Stations -					22	# Combos -					18	FM TOTALS			72.6	62.0	60.3	59.5	59.0	60.2	60.5	57.0	56.7

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 27

Revenue Rank: 27

Sacramento, CA Market Overview



Metro Counties / Population (000)

El Dorado, CA	114.2
Nevada, CA	76.8
Placer, CA	242.9
Sacramento, CA	1,237.2
Yolo, CA	170.7
Total	1,841.8

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

ESTIMATED GROSS REVENUES ***

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$75,400	\$80,800	\$86,500	\$98,200	\$109,900	\$106,300	7.1%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-3.3%	\$113,600	\$122,200	\$134,400	\$142,500	\$151,700	7.4%

Revenue/Retail Sales Revenue/Capita

1996	2001	2006	Est. Breakout
NA ^{1/}	\$4.42/1,000	\$4.71/1,000	Local 72%
\$44.81	\$57.72	\$76.85	National 28%

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	1,682.8	1,841.8	1.8%	1,841.8	1,974.0	1.4%
Households	626.4	693.2	2.0%	693.2	748.0	1.5%
Retail Sales	NA ^{1/}	24,061.8	NA ^{1/}	24,061.8	32,224.2	6.0%
EBI ^{2/}	25,068.0	35,191.1	7.0%	35,191.1	44,795.6	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	908.7	173.0	73.8	81.3	134.6	157.7	125.3	163.0
Women (000)	933.2	165.3	70.5	80.6	131.5	159.0	129.9	196.3
Total	1,841.8	338.3	144.4	161.9	266.1	316.6	255.2	359.3
Percentage	100.0%	18.4%	7.8%	8.8%	14.4%	17.2%	13.9%	19.5%
Per Capita	\$ 19,107							
				Median Household	\$ 42,631		Avg Household	\$ 50,769
Ethnic Population:	White	79.0%	Black	7.9%	Asian	10.6%	Hispanic	15.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	16		16	22	17	39
Tot 12+	5.9	54.4		58.5	60.3	21.3	81.6
Avg 12+	1.0	3.4		3.7	2.7	1.3	2.1
Tot LCS	7.2	66.7		71.7	73.9	26.1	100.0
Avg LCS	1.2	4.2		4.5	3.4	1.5	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)										
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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
• KTHO	South Lake	B	590	2.5	0.50		Paradise Bcstg Inc	63	0111			Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KSTE	Rancho Cordova	B	650	21.4	0.92	b	Clear Channel Comm	91	0008		g	Talk	2,400	0.68	3.3	3.5	2.8	3.3	3.2	3.0	2.4	3.0	2.4	2.4
	KFIA Carmichael	B	710	25.0	1.00	i	Salem Comm Corp	79	9502	4,100		Chrst/Talk	2,600	2.45	1.0	0.6	0.8	0.4	0.5	0.4	0.9	0.7	1.1	
	KNCO Grass Valley	B	830	5.0	5.00	h	Nevada County Bcstrs	78	9605		st	News/Talk	500		0.8	0.4	0.6	0.6	0.5	0.5	0.6	0.9	0.5	
• KAHJ	Auburn	B	950	5.0	5.00	g	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	0.0
	KLIB Roseville	B	1110	5.0	0.50	f	Multicultural Bcstg	68	0005		g3	Span/Varty	300			0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	KHTK Sacramento	B	1140	50.0	50.00	c	Infinity Bcstg	26	0102		g1	Sports	3,000	0.56	5.0	2.9	4.4	3.1	3.4	3.5	4.3	4.3	4.0	
	KSQR Sacramento	C	1240	1.0	1.00	e	Moon Bcstg Corp	37	0111	1,500		Mexican	400		0.2	0.0	0.0	0.6	0.0	0.0	0.6	0.0	0.0	0.0
	KCTC Sacramento	B	1320	5.0	5.00	a	Entercom	45	9808		sw	Nostalgia	1,100	0.25	4.2	3.1	3.8	3.0	3.0	2.9	3.6	4.1	3.1	
	KTKZ Sacramento	B	1380	5.0 cp	5.00	i	Salem Comm Corp	52	9704	1,500		Talk	500	0.43	1.1	1.0	0.7	0.9	0.6	0.7	0.8	0.9	1.1	
	KMYC Marysville	B	1410	5.0	1.00		Huth, Tom	40	9908	425	1	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KJAY	Sacramento	D	1430	0.5	0.00		KJAY LLC	63	9709		nc	Talk				0.0	0.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0
	KIID Sacramento	B	1470	5.0	1.00	c	ABC Radio Inc	45	0103	3,310		Children	300		0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.7
• KOWL	South Lake	C	1490	1.0	1.00	d	Commonwealth Comm	56	9910		c4	Nws/Tlk/Spt	125			0.0	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	1.13	11.6	8.0	7.6	9.3	10.1	8.4	8.5	9.5	11.1	
• KSMH	West	B	1620	10.0	1.00	g	IHR Educ Bcstg	99	9905		c1	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	KSXX Roseville	B	1690	10.0 cp	1.00	f	Multicultural Bcstg	99	0005		g3	Span/Chrst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	# AM Stations -				17		# Combos -	14				AM TOTALS			27.5	19.5	21.3	21.2	21.7	19.4	21.7	23.8	24.0	
	AM & FM Stations Profiled -				39		# Duopolies -	11				Total Local Commercial Share				81.5	81.6	80.7	80.7	79.6	82.2	80.8	80.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 28

Revenue Rank: 55

Riverside-San Bernardino, CA Market Overview



Metro Counties / Population (000)

Riverside, CA	1,104.6
San Bernardino, CA	768.7
	0.7
	<hr/>
	1,874.0

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$30,700	\$31,300	\$34,800	\$39,600	\$43,800	\$43,200
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-1.4%	\$47,400	\$50,500	\$53,800	\$57,000	\$60,700	7.1%
		1996	2001	2006			
Revenue/Retail Sales		NA ^{1/}	\$1.98/1,000	\$2.12/1,000			Est. Breakout
Revenue/Capita		\$17.95	\$23.06	\$29.51			Local 85%
							National 15%

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	1,710.2	1,873.3	1.8%	1,873.3	2,057.0	1.9%
Households	559.5	617.1	2.0%	617.1	677.1	1.9%
Retail Sales	NA ^{1/}	21,847.3	NA ^{1/}	21,847.3	28,616.9	5.5%
EBI ^{2/}	20,747.3	28,369.6	6.5%	28,369.6	34,370.5	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	939.9	203.0	83.6	86.7	142.8	146.1	114.1	163.7
Women (000)	933.4	194.8	78.9	77.4	133.7	139.2	112.8	196.6
Total	1,873.3	397.8	162.4	164.1	276.5	285.3	226.8	360.4
Percentage	100.0%	21.2%	8.7%	8.8%	14.8%	15.2%	12.1%	19.2%
Per Capita	\$ 15,144							
				Median Household	\$ 38,230		Avg Household	\$ 45,970
Ethnic Population:	White	83.9%	Black	8.4%	Asian	5.3%	Hispanic	38.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	12	4		9	16	13	29
Tot 12+	12.8	21.4		32.7	34.2	2.2	36.4
Avg 12+	1.1	5.4		3.6	2.1	0.2	1.3
Tot LCS	35.2	58.8		89.8	94.0	6.0	100.0
Avg LCS	2.9	14.7		10.0	5.9	0.5	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.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
• KELT	Adelanto	A	92.7	0.3 cp	1473			59	9301	nc	DARK	1,400	0.79	4.1	0.0	0.0	0.8	0.9	1.5	1.4	1.5	2.0	
KXFG	Sun City	A	92.9	6.0	328	g		97	0102	g1	Country				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			95			AAA	350			0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	
KFSB	Ontario	A	93.5	6.0	-131			67	0010	2	Christian			1.9	0.0	0.0	0.0	0.0	0.0	0.4	0.9	1.6	
KOGO	Temecula	A	94.5	0.3	771	b		00	0106		Tik/Nws/Spt	4,500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFRG	San Bernardino	B	95.1	50.0 cp	482	g		74	0102	g1	Country	13,500	1.39	22.5	6.6	7.0	7.8	7.7	8.7	8.8	8.1	9.3	
KWRP	San Jacinto	A	96.1	1.6 cp	653			90	9810		Adlt Stndrd	800	0.26	7.2	2.2	1.3	1.3	2.8	2.9	2.9	3.0	2.4	
KCAL	Redlands	A	96.7	1.8	377	e		65	8612		Clsc Rock	5,500	1.41	9.0	3.8	4.9	3.6	2.6	3.4	3.3	3.3	3.9	
KSSE	Riverside	B	97.5	72.0	1828	c		59	0004		Span/CHR	n/a		8.4	3.6	3.1	3.3	3.0	3.2	3.5	3.4	2.9	
KGGI	Riverside	B	99.1	2.6	1844	b		65	0008	g	Top 40	7,500	1.09	16.0	8.6	6.8	6.0	7.0	6.9	5.4	7.2	5.4	
KOLA	San Bernardino	B	99.9	29.5	1663	e		59	9610		Oldies	4,000	0.75	12.4	5.0	4.5	4.6	4.8	4.5	4.8	5.2	4.8	
KAEH	Beaumont	A	100.9	1.5	479			96	0201		Mexican	1,700			0.8	0.9	0.7	0.4	0.0	0.0	0.0	0.0	
KATY	Idyllwild	A	101.3	1.9	597	a		89	0103		AC	1,000	0.93	2.5	1.0	0.9	1.2	0.9	0.7	1.1	0.7	1.3	
KXSB	Big Bear Lake	A	101.7	0.3 cp	1414	d		75	9502		Mexican	2,000	1.29	3.6	1.8	1.4	2.3	0.8	1.9	1.1	1.0	1.6	
KCXX	Lake Arrowhead	A	103.9	0.2	1798	a		78	9209		Alternative	2,900	0.92	7.3	2.8	2.8	4.4	3.2	2.7	3.3	3.1	2.2	
KXRS	Hemet	A	105.7	0.2	1024	d		63	9312	c2	Mexican	1,200	1.32	2.1	0.6	0.6	0.3	0.8	0.7	0.8	1.2	0.5	
# FM Stations -				16		# Combos -				10		FM TOTALS			97.0	36.8	34.2	36.3	35.3	37.1	36.8	38.6	37.9

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
KRLH	San Bernardino	B	590	1.0	1.00		Salem Comm Corp	29	0201	See (2)		News/Talk	n/a		0.1	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0
• KCAA	Loma Linda	D	1050	1.4 cp	0.00		Washington Bcst	64	9903	30		DARK				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	f	Hi-Favor Bcstg LLC	47	0110	4,000		Religion				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KKDD	San Bernardino	B	1290	5.0	5.00	b	Clear Channel Comm	47	0008		g	Children	250			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	b	Clear Channel Comm	47	9905		g3	Country	350		0.3	0.6	1.0	0.0	0.0	0.0	0.0	0.5	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	d	Lazer Bcstg Corp	54	0109	2,350		Mexican	1,000	2.31	1.0	0.4	0.6	0.0	0.4	0.4	0.5	0.6	0.0
KDIF	Riverside	B	1440	1.0	1.00	b	Clear Channel Comm	41	9905		g3	Spanish	700	1.25	1.3	0.7	0.6	0.4	0.5	0.4	0.4	0.4	0.8
KMET	Banning	C	1490	1.0	1.00		Delphi Comm Inc	48	9806	500		NAC/SmJaz	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KSPA	Ontario	B	1510	10.0	1.00		Astor Bcst Group	46	9908	2,500		Adlt Stndrd	100		0.3	0.4	0.0	0.0	0.0	0.5	0.0	0.0	0.0
• KHPY	Moreno Valley	D	1530	10.0	0.00		Van Voorhis, D.L.	90	9604	737		1 Variety				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
# AM Stations -				13		# Combos -				4		AM TOTALS			3.0	2.5	2.2	0.4	1.1	1.5	0.9	1.5	0.8
AM & FM Stations Profiled -				29		# Duopolies -				6		Total Local Commercial Share			39.3	36.4	36.7	36.4	38.6	37.7	40.1	38.7	

• 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	458.3
Leavenworth, KS	69.0
Miami, KS	28.7
Wyandotte, KS	157.6
Cass, MO	83.5
Clay, MO	186.3
Jackson, MO	656.5
Lafayette, MO	33.1
Platte, MO	75.0
Ray, MO	23.5
Total	1,771.5

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$66,700	\$73,100	\$81,500	\$89,400	\$96,500	\$90,400
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-6.3%	\$95,600	\$100,000	\$106,000	\$109,200	\$116,300	5.2%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.26/1,000	\$3.36/1,000	Local	86%		
Revenue/Capita	\$40.35	\$51.03	\$62.13	National	14%		

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	1,653.2	1,771.5	1.4%	1,771.5	1,871.8	1.1%
Households	635.3	691.3	1.7%	691.3	740.3	1.4%
Retail Sales	NA ^{1/}	27,747.0	NA ^{1/}	27,747.0	34,622.6	4.5%
EBI ^{2/}	26,991.2	36,145.5	6.0%	36,145.5	45,665.0	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	860.3	163.9	74.7	67.2	127.4	146.1	126.1	154.8
Women (000)	911.2	156.7	72.2	69.7	127.6	150.5	130.6	203.9
Total	1,771.5	320.6	147.0	136.9	255.0	296.5	256.7	358.7
Percentage	100.0%	18.1%	8.3%	7.7%	14.4%	16.7%	14.5%	20.2%
Per Capita	\$ 20,404							
				Median Household	\$ 44,526		Avg Household	\$ 52,286
Ethnic Population:	White	83.7%	Black	13.4%	Asian	2.0%	Hispanic	5.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	15	18	19	37
Tot 12+	0.0		65.6	64.2	65.6	22.4	88.0
Avg 12+	0.0		3.9	4.3	3.6	1.2	2.4
Tot LCS	0.0		74.5	73.0	74.5	25.5	100.0
Avg LCS	0.0		4.4	4.9	4.1	1.3	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 Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)					
															Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
KCCV	Olathe	C3	92.3	8.3	564	b	Bott Radio Network	93	9205	538	cp	Reign/Talk	500	0.9	0.7	0.9	0.6	0.7	0.6	1.0	0.9	0.8		
KAYX	Richmond	A	92.5	2.4	535	b	Bott Radio Network	91	9405	225	c2	Reign/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	6,300	1.18	5.9	5.3	4.3	5.3	4.4	4.7	5.4	5.3		
KFKF	Kansas City	C	94.1	100.0	994	d	Infinity Bcstg	63	0102		g2	Country	6,700	1.18	6.3	5.8	5.7	5.6	4.5	6.3	5.3	4.9	5.5	
KCMO	Kansas City	C	94.9	100.0	cp	1119	e	Susquehanna Radio	48	0007	113,000	d4	Oldies	5,000	0.95	5.8	4.7	4.4	4.0	4.5	4.6	6.0	5.5	4.3
KCHZ	Ottawa	C1	95.7	98.0	981	f	Syncrom Radio Corp	62	9905	10,750		Top 40	2,200	0.61	4.0	3.5	3.5	3.4	3.0	3.3	3.5	3.3	3.8	
KRBZ	Kansas City	C	96.5	100.0	984	a	Entercom	59	0007		g1	Hot AC	3,900	0.83	5.2	3.4	3.1	3.3	3.3	3.5	4.4	5.2	5.1	
KUDL	Kansas City	C	98.1	82.0	994	a	Entercom	59	9808		sw	Lite AC	5,500	1.24	4.9	3.5	4.8	4.1	5.8	3.9	4.1	5.1	4.2	
KQRC	Leavenworth	C	98.9	100.0	1056	a	Entercom	62	0007		g1	AOR	8,400	1.15	8.1	7.4	7.4	7.8	7.9	7.6	8.7	6.2	6.0	
KYYS	Kansas City	C	99.7	100.0	1011	a	Entercom	62	9808		sw	Clisc Rock	5,600	1.44	4.3	3.3	3.6	2.5	3.9	3.4	3.8	4.3	3.5	
KMZU	Carrollton	C1	100.7	99.0	991		KANZA Inc	62				Country			0.1	0.4	0.5	0.4	0.0	0.0	0.4	0.0		
KCFX	Harrisonville	C1	101.1	80.0	994	e	Susquehanna Radio	74	0007		d4	Clisc Rock	7,000	1.80	4.3	3.5	3.5	3.4	4.1	3.7	3.4	3.6	4.5	
KSRC	Kansas City	C	102.1	100.0	cp	1119	d	Infinity Bcstg	61	0102		g2	Hot AC	4,000	0.96	4.6	3.0	2.9	3.6	4.3	3.7	4.2	3.8	4.5
KPRS	Kansas City	C	103.3	100.0	994	c	Carter Broadcast Grp	63				Urban	6,100	0.88	7.7	7.5	7.9	7.5	6.9	7.0	6.8	7.3	6.0	
KBEQ	Kansas City	C	104.3	100.0	988	d	Infinity Bcstg	60	0102		g2	Country	5,300	1.20	4.9	4.3	4.5	3.6	3.9	4.3	4.2	3.8	4.7	
KFME	Garden City	C1	105.1	69.0	cp	1145	e	Jesscom Inc	01			80s & 90s	600		0.7	2.4	2.0	3.2	2.9	2.5	0.0	0.0	0.0	
KCIY	Liberty	C1	106.5	100.0	981	a	Entercom	79	0007		g1	Smooth Jazz	1,800	0.41	4.9	4.4	3.6	4.9	3.4	4.6	4.5	3.7	4.3	
KMJK	Lexington	C	107.3	100.0	1184	f	Syncrom Radio Corp	69	9606	2,420		R&B Oldies	1,800	0.69	2.9	2.3	3.0	2.3	2.9	2.0	2.1	3.1	2.9	
# FM Stations -				18	# Combos -				17	FM TOTALS				75.5	65.4	65.6	65.5	66.4	65.7	67.4	66.4	65.5		

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	458.3
Leavenworth, KS	69.0
Miami, KS	28.7
Wyandotte, KS	157.6
Cass, MO	83.5
Clay, MO	186.3
Jackson, MO	656.5
Lafayette, MO	33.1
Platte, MO	75.0
Ray, MO	23.5
Total	1,771.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Revenue/Retail Sales	NA ^{1/}	\$3.26/1,000	\$3.36/1,000				Est. Breakout
Revenue/Capita	\$40.35	\$51.03	\$62.13				Local 86%
							National 14%

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	1,653.2	1,771.5	1.4%	1,771.5	1,871.8	1.1%
Households	635.3	691.3	1.7%	691.3	740.3	1.4%
Retail Sales	NA ^{1/}	27,747.0	NA ^{1/}	27,747.0	34,622.6	4.5%
EBI ^{2/}	26,991.2	36,145.5	6.0%	36,145.5	45,665.0	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	860.3	163.9	74.7	67.2	127.4	146.1	126.1	154.8
Women (000)	911.2	156.7	72.2	69.7	127.6	150.5	130.6	203.9
Total	1,771.5	320.6	147.0	136.9	255.0	296.5	256.7	358.7
Percentage	100.0%	18.1%	8.3%	7.7%	14.4%	16.7%	14.5%	20.2%
Per Capita	\$ 20,404							
Ethnic Population:								
White	83.7%							
Black	13.4%							
Asian	2.0%							
Hispanic	5.4%							

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	15	18	19	37
Tot 12+	0.0		65.6	64.2	65.6	22.4	88.0
Avg 12+	0.0		3.9	4.3	3.6	1.2	2.4
Tot LCS	0.0		74.5	73.0	74.5	25.5	100.0
Avg LCS	0.0		4.4	4.9	4.1	1.3	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														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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000	
WDAF	Kansas City	B	610	5.0	5.00	a	Entercom	22	9808		sw	Country	3,400	0.53	7.1	5.6	6.0	5.3	6.3	5.7	6.4	6.4	6.4	6.4
KCMO	Kansas City	B	710	10.0	5.00	e	Susquehanna Radio	36	0007		d4	Talk	2,000	0.74	3.0	2.5	2.4	2.8	2.4	2.2	1.9	2.8	3.6	3.6
● KCCV	Overland Park	D	760	6.0	0.00	b	Bott Radio Network	47				Relgn/Talk			0.1	0.0	0.5	0.5	0.5	0.5	0.0	0.0	0.0	0.0
WHB	Kansas City	B	810	50.0	5.00	g	Union Broadcasting	22	9912	8,000		Sports	3,600	1.21	3.3	3.2	3.4	3.4	3.5	2.3	2.7	2.8	3.7	3.7
● KGGN	Gladstone	D	890	1.0	0.00		Mortenson Bcstg Co	96	9701	450		Gospel			0.1	0.0	0.0	0.6	0.5	0.0	0.4	0.0	0.0	0.0
KMBZ	Kansas City	B	980	5.0	5.00	a	Entercom	21	9808		sw	Nws/Spt/Tlk	7,800	1.31	6.6	5.9	5.6	5.4	4.2	5.9	5.9	5.5	5.8	5.8
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	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	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	0.0
KPHN	Kansas City	B	1190	5.0 cp	0.25		ABC Radio Inc	71	0207	3,800		Children	500		0.5	0.0	0.4	0.4	0.0	0.5	0.5	0.5	0.4	0.4
● KKHK	Kansas City	B	1250	25.0	3.70	a	Entercom	01				Span/Varty	150		0.3	0.6	1.1	1.2	0.7	1.1	0.0	0.0	0.0	0.0
● 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	0.0
● KCNW	Fairway	D	1380	2.5	0.03		Wilkins Comm	53	0102	725		Christian			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.6	0.6
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	0.0
● KCZZ	Mission	B	1480	1.0	0.50		HME Communications	57	0002	550		Spanish	300		0.3	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.0	0.0
● KCTE	Independence	D	1510	10.0	0.00	g	Union Broadcasting	89	9809	925		Talk	600			0.4	0.4	0.0	0.0	0.0	0.0	0.0	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	0.0
● KPRT	Kansas City	D	1590	1.0	0.05	c	Carter Broadcast Grp	50				Gospel	500	0.43	1.3	1.4	1.2	1.1	1.8	1.3	1.0	1.1	1.0	1.0
KXTR	Kansas City	B	1660	10.0	1.00	a	Entercom	01	9906	2,750		Classical	350	0.28	1.4	1.3	1.4	1.2	0.9	1.2	1.1	1.6	0.9	0.9
				# AM Stations -	19	# Combos -	11	AM TOTALS							24.3	20.9	22.4	21.9	20.8	21.2	20.4	21.2	22.4	
				AM & FM Stations Profiled -	37	# Duopolies -	12	Total Local Commercial Share							86.3	88.0	87.4	87.2	86.9	87.8	87.6	87.9		

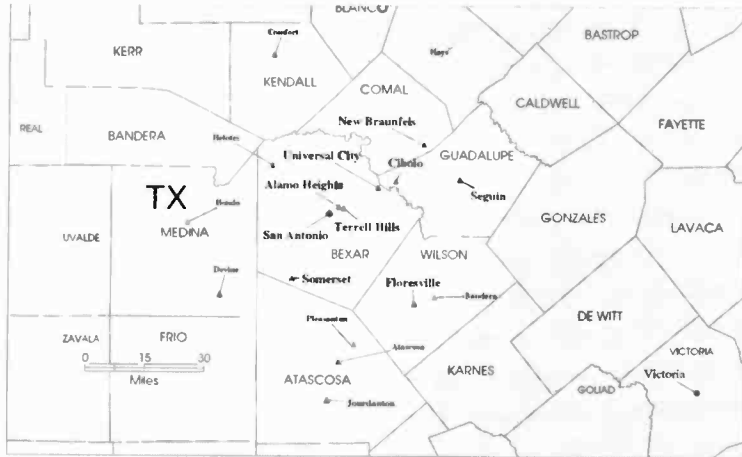
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 30

Revenue Rank: 28

San Antonio, TX Market Overview



Metro Counties / Population (000)

Atascosa, TX	39.2
Bandera, TX	18.2
Bexar, TX	1,408.5
Comal, TX	80.0
Guadalupe, TX	90.8
Kendall, TX	24.4
Medina, TX	40.2
Wilson, TX	33.1
Total	1,734.4

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$64,700	\$67,600	\$73,800	\$80,000	\$95,800	\$95,200
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$4.25/1,000	\$4.34/1,000	Local 75%			
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06	
-0.6%	\$100,700	\$107,300	\$114,300	\$121,100	\$129,000	6.3%	

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	1,579.5	1,734.4	1.9%	1,734.4	1,893.0	1.8%
Households	545.8	611.3	2.3%	611.3	678.2	2.1%
Retail Sales	NA ^{1/}	22,417.8	NA ^{1/}	22,417.8	29,711.9	5.8%
EBI ^{2/}	20,531.9	27,366.9	5.9%	27,366.9	35,974.7	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	845.3	174.6	83.6	80.3	118.7	130.5	111.2	146.5
Women (000)	889.1	167.7	80.8	80.0	118.6	137.6	119.7	184.8
Total	1,734.4	342.3	164.3	160.3	237.3	268.1	230.9	331.2
Percentage	100.0%	19.7%	9.5%	9.2%	13.7%	15.5%	13.3%	19.1%
Per Capita	\$ 15,779	Median Household		\$ 34,864	Avg Household		\$ 44,768	
Ethnic Population:	White 90.0%	Black 6.7%	Asian 1.9%	Hispanic 50.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		17	16	20	21	41
Tot 12+	1.0		66.3	66.1	67.3	18.1	85.4
Avg 12+	0.3		3.9	4.1	3.4	0.9	2.1
Tot LCS	1.2		77.6	77.4	78.8	21.2	100.0
Avg LCS	0.4		4.6	4.8	3.9	1.0	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

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)			
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
KNBT	New Braunfels	A	92.1	3.0	299	e	New Braunfels Comm	68	8912	975	c2	Americana	150		0.3	0.0	0.0	0.6	0.0	0.0	0.7	0.4	0.0
KSJL	Devine	C2	92.5	35.0 cp	581	c	Clear Channel Comm	82	9810	1,500	1	Urban AC	700		0.8	0.5	0.6	0.7	0.6	0.7	0.8	0.4	0.8
KROM	San Antonio	C1	92.9	45.0	1352	d	Univision Comm Inc	47	0206 p		st	Mexican	3,500	0.99	3.7	3.0	3.7	2.9	3.5	3.3	2.7	3.4	3.5
KLEY	Floresville	C2	94.1	40.0	548	a	Spanish Bcstg System	77	9804	9,000		Spanish	3,350	1.14	3.1	2.2	3.0	2.4	2.2	2.2	3.1	3.2	2.3
KCOR	Comfort	C1	95.1	100.0	925	d	Univision Comm Inc	94	0206 p		st	Span/Oldes	1,500	0.58	2.7	1.5	2.3	1.8	1.9	3.3	2.0	1.8	2.4
KBUC	Jourdanton	C3	95.7	12.5	463		Reding Enterprises	00				Country	400		0.6	0.7	0.6	0.7	0.0	0.4	0.6	0.0	1.0
KXXM	San Antonio	C1	96.1	100.0	597	c	Clear Channel Comm	64	9808	15,000	1	CHR	900	0.17	5.5	5.0	4.5	4.9	4.0	5.6	4.6	4.3	4.7
KAJA	San Antonio	C	97.3	100.0	984	c	Clear Channel Comm	79			1	Country	5,500	1.09	5.3	5.4	3.9	5.4	4.5	3.8	5.0	5.5	4.3
KBBT	Schertz	C1	98.5	98.0	991	d	Univision Comm Inc	76	0206 p		st	Urban/Rhym	3,000	0.36	8.8	6.7	7.7	7.1	6.7	8.2	8.6	7.9	6.1
KISS	San Antonio	C	99.5	100.0	1112	f	Cox Radio Inc	46	9709	30,000	d3	AOR	7,600	1.00	8.0	7.0	6.8	8.5	7.1	7.2	6.0	7.3	7.5
KCYY	San Antonio	C	100.3	100.0	984	f	Cox Radio Inc	66	9704		g1	Country	6,800	1.40	5.1	5.2	4.5	5.5	5.8	4.3	4.8	4.4	4.5
KONO	Helotes	C1	101.1	98.0	991	f	Cox Radio Inc	71	9803	23,000	c4	Oldies	6,100	0.99	6.5	6.5	4.3	5.5	4.7	6.1	5.5	5.1	6.1
KQXT	San Antonio	C1	101.9	50.0	669	c	Clear Channel Comm	67	9301	8,000	1	AC	4,300	1.00	4.5	4.7	4.6	5.2	5.0	3.4	4.0	4.2	4.1
KTFM	San Antonio	C1	102.7	100.0 cp	663	g	Infinity Bcstg	69	0102		g3	CHR	6,600	1.24	5.6	4.4	4.0	4.1	3.7	4.3	4.1	5.5	5.9
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
KZEP	San Antonio	C1	104.5	64.0	659		Lotus Comm Corp	66				Clsc Rock	5,700	1.13	5.3	5.3	4.5	3.5	4.5	4.1	5.1	5.1	4.2
KSMG	Seguin	C	105.3	100.0	1250	f	Cox Radio Inc	70	9709		d3	Hot AC	5,600	1.43	4.1	3.6	3.6	3.2	4.0	3.8	3.3	3.7	3.5
● KRIO	Hondo	A	105.9	6.0	328		Barger, John	01				Cntry/Amerc				1.1	1.0	0.8	0.5	0.0	0.0	0.0	0.0
KCJZ	Terrell Hills	C	106.7	100.0	1017	f	Cox Radio Inc	79	9704		g1	CHR/Rym/Dn	1,800	0.73	2.6	2.5	2.5	2.4	2.7	2.3	2.6	2.1	2.0
KXTN	San Antonio	C	107.5	100.0	1470	d	Univision Comm Inc	67	0206 p		st	Tejano	9,700	1.62	6.3	3.4	5.2	4.4	4.6	5.5	5.5	6.2	5.0
# FM Stations -					20	# Combos -					16	FM TOTALS			78.8	68.7	67.3	69.6	66.0	68.5	69.0	70.5	67.9

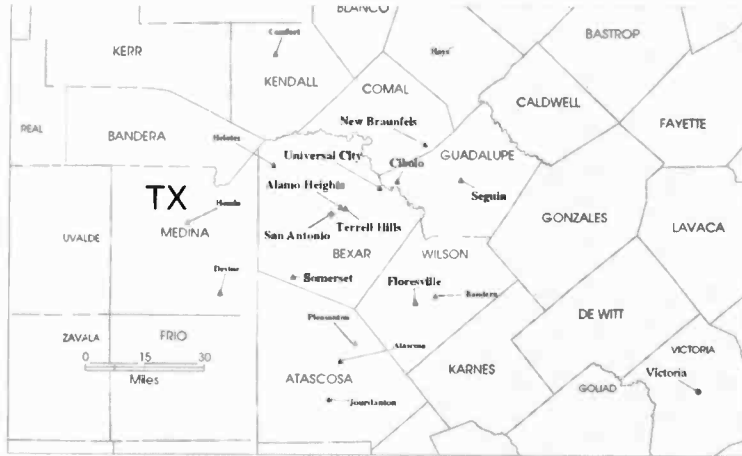
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 30

Revenue Rank: 28

San Antonio, TX Market Overview



Metro Counties / Population (000)

Atascosa, TX	39.2
Bandera, TX	18.2
Bexar, TX	1,408.5
Comal, TX	80.0
Guadalupe, TX	90.8
Kendall, TX	24.4
Medina, TX	40.2
Wilson, TX	33.1
Total	1,734.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$64,700	\$67,600	\$73,800	\$80,000	\$95,800	\$95,200
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-0.6%	\$100,700	\$107,300	\$114,300	\$121,100	\$129,000	6.3%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.25/1,000	\$4.34/1,000	Local 75%
Revenue/Capita	\$40.96	\$54.89	\$68.15	National 25%

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	1,579.5	1,734.4	1.9%	1,734.4	1,893.0	1.8%
Households	545.8	611.3	2.3%	611.3	678.2	2.1%
Retail Sales	NA ^{1/}	22,417.8	NA ^{1/}	22,417.8	29,711.9	5.8%
EBI ^{2/}	20,531.9	27,366.9	5.9%	27,366.9	35,974.7	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	845.3	174.6	83.6	80.3	118.7	130.5	111.2	146.5
Women (000)	889.1	167.7	80.8	80.0	118.6	137.6	119.7	184.8
Total	1,734.4	342.3	164.3	160.3	237.3	268.1	230.9	331.2
Percentage	100.0%	19.7%	9.5%	9.2%	13.7%	15.5%	13.3%	19.1%
Per Capita	\$ 15,779							
				Median Household	\$ 34,864		Avg Household	\$ 44,768
Ethnic Population:	White 90.0%	Black 6.7%	Asian 1.9%	Hispanic 50.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		17	16	20	21	41
Tot 12+	1.0		66.3	66.1	67.3	18.1	85.4
Avg 12+	0.3		3.9	4.1	3.4	0.9	2.1
Tot LCS	1.2		77.6	77.4	78.8	21.2	100.0
Avg LCS	0.4		4.6	4.8	3.9	1.0	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000	
• KTSA	San Antonio	B	550	5.0 cp	5.00	g	Infinity Bcstg	22	0102		g3	Nws/Tlk/Spt	5,600	1.55	3.8	3.4	3.7	3.4	3.6	3.4	3.5	3.1	3.3	
• KSLR	San Antonio	B	630	5.0	4.30	b	Salem Comm Corp	26	9406		g	Chrst/Talk	1,600		0.6	0.5	0.4	0.0	0.5	0.4	0.5	0.4	0.7	
KKYX	San Antonio	B	680	50.0	10.00	f	Cox Radio Inc	26	9704		g1	Country	700	0.41	1.8	1.3	1.7	1.8	1.7	1.1	1.8	1.8	1.6	
KSAH	Universal City	B	720	10.0	0.89	a	Spanish Bcstg System	86	0010		g	Spanish	900		0.7	0.5	1.1	0.4	0.0	0.6	0.8	0.6	0.4	
KTKR	San Antonio	B	760	50.0	1.00	c	Clear Channel Comm	84	9306	800	1	Sports	800		0.9	1.1	1.0	1.5	0.8	0.6	1.0	0.8	0.8	
KSJL	Somerset	B	810	0.3 cp	0.25	f	Maranatha Bcstg Inc	88	9804	750	1	Urban AC	600		0.7	0.6	0.6	0.8	0.4	0.8	0.5	0.6	0.4	
KONO	San Antonio	B	860	5.0	0.90	f	Cox Radio Inc	27	9803		c4	Oldies	600		0.7	0.7	0.6	0.6	0.8	0.6	0.6	0.6	0.5	
KLUP	Terrell Hills	B	930	5.0	1.00	b	Salem Comm Corp	47	0009		sw	Nostalgia	500	0.31	1.7	1.6	1.6	1.8	1.3	1.4	1.2	1.6	1.6	
• 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	450		0.5	0.4	0.0	0.5	0.0	0.4	0.7	0.0	0.5	
KENS	San Antonio	B	1160	10.0	1.00		Belo Corp	61	9712		g	News/Talk	50		0.2	0.4	0.5	0.4	0.0	0.0	0.4	0.4	0.0	
WOAI	San Antonio	A	1200	50.0	50.00	c	Clear Channel Comm	22	7506		1	News/Talk	7,100	1.31	5.7	3.7	4.2	4.4	6.2	5.1	4.9	5.1	4.9	
KZDC	San Antonio	B	1250	1.0	1.00		Radio Unica	53	0007	1,800		Spn/Nws/Tlk	400		0.7	0.5	1.1	0.5	0.8	0.9	0.7	0.4	0.6	
KXTN	San Antonio	B	1310	5.0	0.28	d	Univision Comm Inc	48	0206 p		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	0206 p		st	Span/Talk	1,100	0.72	1.6	0.9	1.0	1.0	0.8	1.1	1.4	1.0	2.3	
KFNI	Pleasanton	B	1380	4.0	0.17		Multicultural Bcstg	51	0005		g	Span/Chrst				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	Nws/Tlk/Spt	50		0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.3	
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		0.4	0.7	0.0	0.4	0.5	0.4	0.5	0.0	0.6	
KEDA	San Antonio	B	1540	5.0	1.00		D & E Bcstg	66	7610			Spanish	400	0.42	1.0	0.8	0.6	0.9	1.1	1.0	1.0	0.7	0.9	
KWED	Seguin	B	1580	1.0	0.25		Seguin Media Group	48	0206	940		Country	600		0.4	0.5	0.0	0.5	0.0	0.4	0.4	0.3	0.4	
# AM Stations -					21	# Combos -					11	AM TOTALS				21.6	17.6	18.1	18.9	18.5	18.2	20.3	17.4	19.8
AM & FM Stations Profiled -					41	# Duopolies -					10	Total Local Commercial Share					86.3	85.4	88.5	84.5	86.7	89.3	87.9	87.7

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 31

Revenue Rank: 51

San Jose, CA Market Overview



Metro Counties / Population (000)

Santa Clara, CA	1,696.5
	1,696.5

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

ESTIMATED GROSS REVENUES ★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$40,400	\$41,600	\$41,800	\$51,800	\$54,300	\$47,000	3.1%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-13.4%	\$49,700	\$53,000	\$56,500	\$59,800	\$63,700	6.3%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.62/1,000	\$1.60/1,000	Local 82%
Revenue/Capita	\$25.22	\$27.70	\$35.41	National 18%

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	1,601.6	1,696.5	1.2%	1,696.5	1,798.7	1.2%
Households	540.5	577.0	1.3%	577.0	609.9	1.1%
Retail Sales	NA ^{1/}	28,933.3	NA ^{1/}	28,933.3	39,871.0	6.6%
EBI ^{2/}	30,823.4	47,115.4	8.9%	47,115.4	64,101.2	6.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	860.4	145.2	65.0	88.7	155.0	149.1	128.7	128.7
Women (000)	836.1	138.8	61.8	77.0	130.1	142.5	129.3	156.7
Total	1,696.5	284.0	126.8	165.7	285.1	291.6	258.0	285.4
Percentage	100.0%	16.7%	7.5%	9.8%	16.8%	17.2%	15.2%	16.8%
Per Capita	\$ 27,772							
				Median Household	\$ 72,124		Avg Household	\$ 81,656
Ethnic Population:	White	67.0%	Black	3.3%	Asian	28.2%	Hispanic	24.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	10		11	14	9	23
Tot 12+	7.2	25.6		30.8	32.8	5.0	37.8
Avg 12+	1.8	2.6		2.8	2.3	0.6	1.6
Tot LCS	19.0	67.7		81.5	86.8	13.2	100.0
Avg LCS	4.8	6.8		7.4	6.2	1.5	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 San Francisco and Monterey.

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
KSJO	San Jose	B	92.3	32.0	466	f	Clear Channel Comm	46	9905		1	AOR	n/a		9.3	3.4	3.5	3.1	2.7	2.8	3.5	3.6	4.0	
KBAY	Gilroy	B	94.5	30.0	587	d	Infinity Bcstg	70	0102		g1	Soft Rock	5,200	1.52	7.3	3.8	4.2	3.0	3.2	2.8	2.4	2.9	2.7	
KRTY	Los Gatos	A	95.3	0.9	860	b	Empire Bcstg Corp	66	9212	3,310		Country	6,100	1.62	8.0	3.6	3.7	3.8	3.2	2.6	2.6	2.9	3.8	
KSQQ	Morgan Hill	A	96.1	4.7	161		Coyote Comm Inc	90				Ethnic	300		0.9	0.5	0.5	0.7	0.4	0.5	0.4	0.4	0.0	
KFFG	Los Altos	A	97.7	3.3	449		Susquehanna Radio	60	9510	See (4)		AOR	n/a		1.7	0.5	0.9	0.7	0.5	0.6	0.7	0.7	0.5	
KUFX	San Jose	B	98.5	10.0	879	f	Clear Channel Comm	59	9905		g2	Clsc Rock	4,300	1.27	7.2	3.4	3.3	3.6	3.1	3.4	2.3	2.6	2.4	
KEMR	San Francisco	B	98.9	6.1	1342	b	Univision Comm Inc	64	0206 p			Spanish AC	n/a			0.3	0.6	1.1	0.6	1.3	0.8	1.6	1.2	
KZMR	Santa Cruz	B	99.1	1.1	2612		Univision Comm Inc	61	0206 p			Spanish AC	n/a		7.5	0.9	1.1	1.5	1.2	2.3	3.5	2.7	2.7	
KBRG	San Jose	B	100.3	14.5	2579	c	Entravision Comm Co	63	0004		g4	Span/Varty	8,000	1.79	9.5	2.9	4.0	4.1	3.1	3.3	4.4	3.2	3.2	
KDFC	San Francisco	B	102.1	33.0	1047	e	Bonneville Intl	47	9707			Classical	n/a		9.3	2.9	2.8	2.5	2.5	3.2	3.7	3.4	3.6	
KFOG	San Francisco	B	104.5	7.1	1506	a	Susquehanna Radio	63	8312	See (4)		AAA	n/a		4.1	1.5	1.6	1.5	1.1	2.1	1.7	1.4	0.9	
KCNL	Fremont	A	104.9	5.7	338	f	Chase Radio Partners	70	0008		1	Alternative	n/a		3.8	1.5	2.1	1.5	1.2	1.1	1.1	1.6	1.8	
KSOL	Santa Clara	B	105.7	50.0	499	b	Univision Comm Inc	64	0206 p		st	Mexican	4,900	1.27	8.2	2.3	2.2	3.1	2.4	3.0	2.9	3.1	3.2	
KEZR	San Jose	B	106.5	42.0	538	d	Infinity Bcstg	67	0102		g1	AC	6,800	2.10	6.9	2.6	2.3	2.6	3.1	2.5	1.9	2.9	3.0	
# FM Stations -					14	# Combos -					8	FM TOTALS				83.7	30.1	32.8	32.8	28.3	31.5	31.9	33.0	33.0

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
• KTCT	San Mateo	B	1050	10.0	10.00		Susquehanna Radio	46	9710	See (4)		Sports	n/a		1.7	0.7	0.5	0.9	1.1	0.6	0.5	0.8	0.6	
• KZSJ	San Martin	D	1120	5.0	0.15	c	Entravision Comm Co	96	0008		g4	Asian	400		0.9	0.0	0.0	0.0	0.7	0.0	0.0	0.5	0.8	
KLOK	San Jose	B	1170	50.0	5.00	c	Entravision Comm Co	46	0004		g4	Spanish	5,000	1.74	6.1	1.8	2.7	3.4	2.9	2.6	2.5	2.2	1.8	
• KSFB	Palo Alto	D	1220	5.0	0.15		Salem Comm Corp	47	0107	9,000		Chrst/Talk	2,600		0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
• KAZA	Gilroy	D	1290	5.0	0.00		Radio Fiesta	57	7305			Spanish	600	0.47	2.7	0.9	0.5	1.0	0.7	0.8	1.0	1.3	1.0	
• KZSF	San Jose	B	1370	5.0	5.00	c	Duarte, Carlos A.	47	0110			Spanish	200		0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	
KVVN	Santa Clara	B	1430	1.0	2.50		Inner City Bcstg	64	9704	2,200		AC	800		0.3	0.5	0.7	0.5	0.6	0.0	0.5	0.0	0.0	
KSJX	San Jose	B	1500	10.0	5.00		Multicultural Bcstg	48	9803		g	Asian	700	0.78	1.9	1.5	0.0	0.8	0.8	0.6	1.0	0.5	0.7	
KLIV	San Jose	B	1590	5.0	5.00	b	Empire Bcstg Corp	46	6707			News	1,100	1.17	2.0	0.6	0.6	0.9	1.3	0.6	0.6	1.0	0.8	
# AM Stations -					9	# Combos -					4	AM TOTALS				16.3	6.0	5.0	7.5	8.1	5.2	6.5	6.3	6.3
AM & FM Stations Profiled -					23	# Duopolies -					5	Total Local Commercial Share				36.1	37.8	40.3	36.4	36.7	38.4	39.3	39.3	

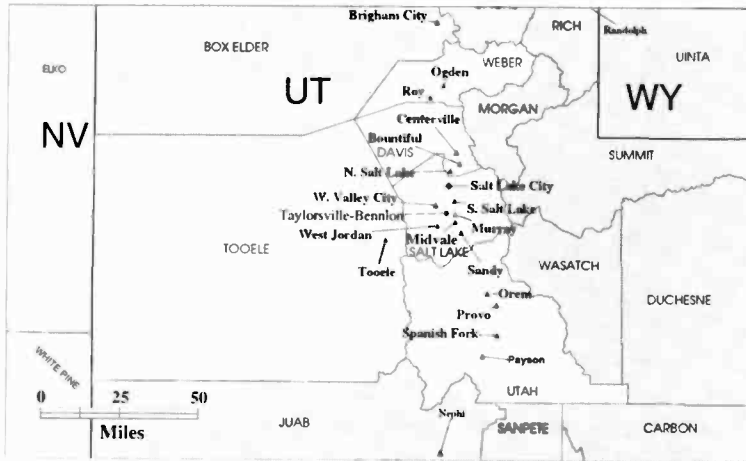
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 32

Revenue Rank: 34

Salt Lake City - Ogden, UT Market Overview



Metro Counties / Population (000)

Davis, UT	242.8
Salt Lake, UT	911.3
Tooele, UT	41.8
Utah, UT	376.4
Weber, UT	199.4
Total	1,771.7

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

ESTIMATED GROSS REVENUES ***

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$57,700	\$62,400	\$72,200	\$78,400	\$84,800	\$84,900	8.0%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
0.1%	\$90,600	\$94,800	\$100,500	\$106,500	\$113,400	6.0%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.60/1,000	\$3.96/1,000	Local 84%
Revenue/Capita	\$37.29	\$47.92	\$59.12	National 16%

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	1,547.3	1,771.7	2.7%	1,771.7	1,918.1	1.6%
Households	482.5	570.5	3.4%	570.5	632.8	2.1%
Retail Sales	NA ^{1/}	23,567.5	NA ^{1/}	23,567.5	28,635.2	4.0%
EBI ^{2/}	19,305.5	27,131.1	7.0%	27,131.1	36,306.1	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	882.1	226.2	105.3	89.9	118.9	123.6	98.8	119.3
Women (000)	889.6	215.0	101.7	92.5	113.3	123.0	101.2	142.8
Total	1,771.7	441.3	207.0	182.4	232.2	246.7	200.0	262.1
Percentage	100.0%	24.9%	11.7%	10.3%	13.1%	13.9%	11.3%	14.8%
Per Capita	\$ 15,314							
				Median Household	\$ 40,551		Avg Household	\$ 47,557
Ethnic Population:	White	94.3%	Black	1.2%	Asian	3.3%	Hispanic	10.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		23	21	24	23	47
Tot 12+	0.3		70.8	70.2	71.1	18.4	89.5
Avg 12+	0.3		3.1	3.3	3.0	0.8	1.9
Tot LCS	0.3		79.1	78.4	79.4	20.6	100.0
Avg LCS	0.3		3.4	3.7	3.3	0.9	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

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
KUUU	Tooele	C3	92.1	9.7	532	h	Millcreek Bcstg LLC	79	9905	3,000		Rhymc/CHR	1,600	0.55	3.4	2.7	3.4	2.1	2.7	2.7	2.9	3.5	2.9
KTCE	Payson	A	92.3	0.1	2162		Moenkopi Comm Inc	99				CHR			0.5	0.2	0.3	0.5	0.3	0.4	0.6	0.5	0.4
KUBL	Salt Lake City	C	93.3	25.0 cp	3740	f	Citadel Comm Corp	65	9212		g2	Country	4,700	1.04	5.3	6.1	4.6	4.7	5.5	5.0	4.4	5.0	4.6
KODJ	Salt Lake City	C	94.1	40.0	3061	b	Clear Channel Comm	68	9905		g1	Oldies	4,500	1.15	4.6	3.8	4.0	3.4	4.4	4.3	4.5	4.0	3.8
KZHT	Provo	C	94.9	48.0	2799	b	Clear Channel Comm	81	9905		g1	CHR	4,300	0.92	5.5	3.6	3.8	5.1	4.7	4.4	5.2	5.3	4.7
KXRK	Provo	C	96.3	25.0 cp	3740	d	Simmons Media Group	68	9804	10,400		Alternative	4,700	1.13	4.9	2.7	3.9	5.1	4.0	4.2	3.9	4.1	5.4
KISN	Salt Lake City	C	97.1	25.0 cp	3740	b	Clear Channel Comm	61	0008		na	Hot AC	4,200	1.30	3.8	2.2	2.3	2.9	2.8	3.6	3.5	3.3	3.2
KBZN	Ogden	C	97.9	26.0	3770	g	Webb, John	78	9004		al	Smooth Jazz	2,200	0.96	2.7	2.7	2.4	2.0	2.6	1.9	2.7	3.0	2.0
KBEE	Salt Lake City	C	98.7	40.0	2933	f	Citadel Comm Corp	47	9709	2,873	c3	AC	3,300	1.34	2.9	2.2	2.8	3.0	2.2	2.5	2.8	2.6	2.4
KURR	Bountiful	C	99.5	40.0	2953	b	Clear Channel Comm	88	9905		g1	Clsc Rock	2,600	1.02	3.0	2.8	2.6	2.0	2.2	2.9	2.8	2.2	2.8
KSFI	Salt Lake City	C	100.3	26.0	3740	d	Simmons Media Group	46				Soft AC	8,200	1.11	8.7	7.3	7.8	7.3	8.7	6.8	7.8	8.1	8.4
KJQN	Brigham City	C	100.7	81.0 cp	2165	d	Simmons Media Group	01				Modern Rock				1.1	1.4	0.7	0.0	0.0	0.0	0.0	0.0
KBER	Ogden	C	101.1	25.0	3740	f	Citadel Comm Corp	75	9609	7,200		AOR	2,800	0.80	4.1	3.0	4.4	3.8	3.4	3.8	3.5	3.4	4.1
KKAT	Ogden	C	101.9	25.0 cp	3740	b	Clear Channel Comm	64	9905		g1	Country	2,800	0.87	3.8	4.2	2.9	2.6	2.5	2.9	3.0	3.2	4.6
KWKD	Randolph	C	102.3	89.0	2077	h	Millcreek Bcstg LI C	00	9912		cp	Rock	400	0.29	1.6	1.5	1.0	1.3	2.1	1.9	1.7	1.4	0.7
KQMB	Midvale	C	102.7	25.0 cp	3740	d	Simmons Media Group	95	9802	3,425		Modern AC	2,200	0.76	3.4	3.5	3.5	3.5	2.6	3.1	3.4	2.9	2.7
KRSP	Salt Lake City	C	103.5	25.0 cp	3740	d	Simmons Media Group	68	9701	1,200		Clsc Rock	4,200	1.15	4.3	5.0	4.6	4.5	3.9	4.0	4.0	4.2	3.3
KMDG	Nephi	C	103.9	74.0 cp	2244	h	Millcreek Bcstg LLC	91	0006	1,500		CHR				0.0	0.4	0.0	0.1	0.1	0.0	0.0	0.0
KSOP	Salt Lake City	C	104.3	25.0	3639	c	KSOP Inc	64				Country	2,400	0.72	3.9	4.3	3.4	4.1	3.7	4.0	2.9	3.6	3.5
● KCPX	Centerville	C	105.7	25.0 cp	3740	e	Mercury Bcstg Co Inc	79	0008		na	Alternative	1,600	0.94	2.0	2.0	2.4	1.5	2.0	1.3	1.7	1.7	2.4
KOSY	Spanish Fork	C	106.5	25.0 cp	3740	e	Mercury Bcstg Co Inc	67	0008		na	Soft AC	2,600	0.79	3.9	2.3	3.3	3.9	4.5	4.0	2.4	3.8	3.7
KRAR	Brigham City	C	106.9	89.0 cp	2070	e	Mercury Bcstg Co Inc	72	0008		na	Soft AC	400		0.1	0.1	0.2	0.2	0.5	0.1	0.2	0.1	0.1
KENZ	Orem	C	107.5	45.0	2851	f	Citadel Comm Corp	78	9701	5,500		Alternative	4,200	1.27	3.9	4.0	3.6	4.0	2.9	2.7	3.9	3.8	3.5
KUDD	Roy	C	107.9	71.0 cp	2284	h	Millcreek Bcstg LLC	84	9909	3,250		CHR	200	0.15	1.6	2.4	2.1	1.8	2.1	2.4	1.8	0.7	0.8
# FM Stations -					24	# Combos -					23	FM TOTALS			77.9	69.7	71.1	70.0	70.4	69.0	69.6	70.4	70.0

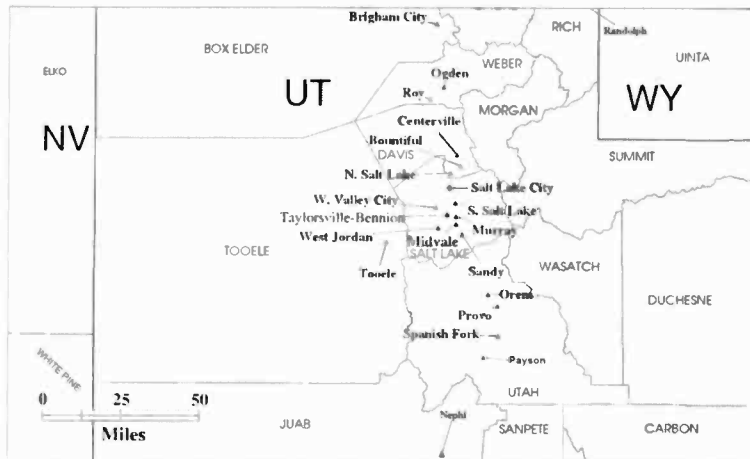
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 32

Revenue Rank: 34

Salt Lake City - Ogden, UT Market Overview



Metro Counties / Population (000)

Davis, UT	242.8
Salt Lake, UT	911.3
Tooele, UT	41.8
Utah, UT	376.4
Weber, UT	199.4
Total	1,771.7

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$57,700	\$62,400	\$72,200	\$78,400	\$84,800	\$84,900
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	0.1%	\$90,600	\$94,800	\$100,500	\$106,500	\$113,400	6.0%

	1996	2001	2006	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$3.60/1,000	\$3.96/1,000	Local	84%
Revenue/Capita	\$37.29	\$47.92	\$59.12	National	16%

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	1,547.3	1,771.7	2.7%	1,771.7	1,918.1	1.6%
Households	482.5	570.5	3.4%	570.5	632.8	2.1%
Retail Sales	NA ^{1/}	23,567.5	NA ^{1/}	23,567.5	28,635.2	4.0%
EBI ^{2/}	19,305.5	27,131.1	7.0%	27,131.1	36,306.1	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	882.1	226.2	105.3	89.9	118.9	123.6	98.8	119.3
Women (000)	889.6	215.0	101.7	92.5	113.3	123.0	101.2	142.8
Total	1,771.7	441.3	207.0	182.4	232.2	246.7	200.0	262.1
Percentage	100.0%	24.9%	11.7%	10.3%	13.1%	13.9%	11.3%	14.8%
Per Capita	\$ 15,314							
				Median Household	\$ 40,551		Avg Household	\$ 47,557
Ethnic Population:	White	94.3%	Black	1.2%	Asian	3.3%	Hispanic	10.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		23	21	24	23	47
Tot 12+	0.3		70.8	70.2	71.1	18.4	89.5
Avg 12+	0.3		3.1	3.3	3.0	0.8	1.9
Tot LCS	0.3		79.1	78.4	79.4	20.6	100.0
Avg LCS	0.3		3.4	3.7	3.3	0.9	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000	
KNRS	Salt Lake City	B	570	5.0	5.00	b	Clear Channel Comm	38	9905		g1	News/Talk	2,000	0.59	4.0	3.4	3.7	3.2	3.6	3.3	3.9	3.9	3.3	
KTKK	Sandy	B	630	1.0	0.50	i	United Bcstg Company	60	9605	250		News/Talk	250		0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.0	0.8
• KWLW	North Salt Lake	B	700	50.0	1.00	b	Clear Channel Comm	81	9905		g1	Country	600	0.37	1.9	2.2	1.7	1.8	1.0	2.4	1.4	1.4	1.6	
• KSVN	Ogden	D	730	1.0	0.07		Azteca Bcstg	46	8602	100		Mexican	500	0.59	1.0	1.7	0.6	0.7	0.0	1.3	0.4	0.5	1.2	
• KSOS	Brigham City	D	800	1.0	0.03	a	First National Bcstg	48	8306		c1	Oldies			0.1	0.0	0.0	0.7	0.0	0.0	0.4	0.0	0.0	
• KBEE	Salt Lake City	D	860	10.0	0.20	f	Citadel Comm Corp	92	9212		g2	Children	200		0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
KALL	Salt Lake City	B	910	5.0	1.00	b	Mercury Bcstg Co Inc	45	0110	232		Talk	1,900	1.32	1.7	1.5	1.4	1.2	1.7	1.3	1.6	1.8	1.5	
KOVO	Provo	B	960	5.0	1.00	h	Millcreek Bcstg LLC	39	0106			Sports			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	
• KIQN	Tooele	D	1010	50.0	0.01		InteliQuest Media	33	9811	585	+	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				Adlt Stndrd	100	0.12	1.0	0.7	0.7	1.4	0.8	0.6	1.0	1.1	0.7	
KSL	Salt Lake City	A	1160	50.0	50.00		Bonneville Intl	22				News/Talk	10,900	1.83	7.0	6.0	7.2	6.0	7.6	6.5	6.8	5.8	5.8	
KJQS	Murray	C	1230	1.0	1.00	f	Citadel Comm 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	500		0.6	0.0	0.0	0.0	0.6	0.6	0.5	0.6	0.6	
KFNZ	Salt Lake City	B	1320	5.0	5.00	f	Citadel Comm Corp	55	9709		c3	Sports	2,100	1.12	2.2	0.6	1.3	1.1	1.6	1.7	2.1	2.0	2.0	
• KSOP	South Salt Lake	B	1370	5.0	0.50	c	KSOP Inc	55				Country	300		0.1	0.0	0.1	0.3	0.1	0.2	0.0	0.1	0.2	
KSRR	Provo	C	1400	1.0	1.00		Morey, Robert H.	47	9710		nc	FullService			0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
• KLO	Ogden	B	1430	10.0	5.00	g	Webb, John	24	7910	400		AST/Tlk/Spt	300		0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.9	
• KHQN	Spanish Fork	D	1480	1.0	0.13		Sace Bcstg Corp	60				Divrs/Span				0.3	0.2	0.1	0.0	0.0	0.0	0.0	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		Lobo Bcstg Corp	57	0103 p	811		Spanish	200	0.24	1.0	0.9	0.7	1.3	0.9	1.3	0.9	0.6	0.7	
KBJA	Sandy	B	1640	10.0	1.00	i	United Bcstg Company	01				Spanish				0.5	0.8	0.4	0.7	0.0	0.0	0.0	0.0	
• KXOL	Brigham City	B	1660	10.0	1.00	a	First National Bcstg	48	8306		c1	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		23	# Combos -		14	AM TOTALS					21.9	17.8	18.4	18.2	18.6	19.8	20.4	18.4	19.8	
				AM & FM Stations Profiled -		47	# Duopolies -		15	Total Local Commercial Share					87.5	89.5	88.2	89.0	88.8	90.0	88.8	89.8		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 33

Revenue Rank: 35

Milwaukee - Racine, WI Market Overview



Metro Counties / Population (000)

Milwaukee, WI	938.7
Ozaukee, WI	83.0
Racine, WI	189.9
Washington, WI	119.2
Waukesha, WI	365.0
Total	1,695.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$63,800	\$65,000	\$72,300	\$79,100	\$85,900	\$84,800
Δ 00 - 01	-1.3%						
	2002	2003	2004	2005	2006	Δ 01 - 06	
	\$88,800	\$93,800	\$98,500	\$104,400	\$111,200	5.6%	
Revenue/Retail Sales	NA ^{1/}	\$3.72/1,000	\$4.04/1,000				Est. Breakout
Revenue/Capita	\$38.88	\$50.01	\$65.32				Local 80%
							National 20%

Demographic and Economic Overview

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

MSA	1996	2001	Growth Rate	2001	2006	Growth Rate
	Population	1,641.0	1,695.8	0.7%	1,695.8	1,702.5
Households	613.9	642.4	0.9%	642.4	653.2	0.3%
Retail Sales	NA ^{1/}	22,813.2	NA ^{1/}	22,813.2	27,507.7	3.8%
EBI ^{2/}	25,857.9	32,268.5	4.5%	32,268.5	38,556.1	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	821.9	156.4	72.6	70.4	116.3	133.1	114.6	158.6
Women (000)	873.9	149.5	69.7	71.6	117.4	137.2	121.1	207.5
Total	1,695.8	305.8	142.2	142.0	233.7	270.3	235.6	366.0
Percentage	100.0%	18.0%	8.4%	8.4%	13.8%	15.9%	13.9%	21.6%
Per Capita	\$ 19,028							
				Median Household	\$ 43,390		Avg Household	\$ 50,231
Ethnic Population:	White	81.1%	Black	15.8%	Asian	2.3%	Hispanic	6.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	12		13	19	15	34
Tot 12+	9.1	53.8		58.6	62.9	23.0	85.9
Avg 12+	1.3	4.5		4.5	3.3	1.5	2.5
Tot LCS	10.6	62.6		68.2	73.2	26.8	100.0
Avg LCS	1.5	5.2		5.2	3.9	1.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)				
															Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
WEZY	Racine	A	92.1	2.7	492	c	Bliss Communications	62	9708	5,000	c3	Soft AC	600	0.9	0.6	0.5	0.4	0.3	0.5	0.6	0.9	1.1	
WBWI	West Bend	B	92.5	17.5	538	c	Bliss Communications	58				Country	500	0.6	0.5	0.7	0.5	0.5	0.5	0.6	0.6	0.5	
WJZI	Milwaukee	B	93.3	12.5	991	a	Milwaukee Radio LLC	58	9710		st	NAC	2,800	0.92	3.6	3.5	2.7	3.0	2.7	2.5	3.4	3.1	3.7
WKTI	Milwaukee	B	94.5	14.0	955	b	Journal Bcst Group	59				Hot AC	7,900	1.79	5.2	5.2	4.6	4.9	5.1	4.5	4.6	4.5	4.8
WRIT	Milwaukee	B	95.7	34.0	610	g	Clear Channel Comm	61	9710	14,500		Oldies	2,900	0.70	4.9	3.9	4.1	3.5	4.0	3.9	5.2	3.6	4.6
WKLH	Milwaukee	B	96.5	20.0	810	d	Saga Comm Inc	58	8607	4,000	e	Clsc Rock	9,300	1.61	6.8	5.9	5.8	5.3	6.0	5.8	5.9	6.7	5.3
WLTQ	Milwaukee	B	97.3	15.5	912	g	Clear Channel Comm	61	0008		g	Lite AC	3,800	1.00	4.5	3.9	3.7	4.7	5.6	3.7	3.9	3.7	4.4
WJMR	Menomonee	A	98.3	4.9	364	d	Saga Comm Inc	66	9705		d5	Urban AC	1,250	0.61	2.4	2.9	3.4	3.3	2.1	2.0	2.2	2.2	1.9
WMYX	Milwaukee	B	99.1	50.0	449	f	Entercom	62	9912		g1	Hot AC	7,200	1.52	5.6	4.4	5.1	5.6	5.1	4.3	5.8	4.8	4.7
• WGLB	Port Washington	A	100.1	6.0	318	i	Starboard Bcstg Inc	69	0209 p	900		70s Oldies	100	0.2	0.5	0.4	0.4	0.0	0.0	0.3	0.3	0.0	0.0
WKKV	Racine	B	100.7	50.0	499	g	Clear Channel Comm	48	9607		g	Urban CHR	3,000	0.47	7.6	7.7	7.1	6.5	7.2	7.4	6.0	5.8	7.4
WLUM	Milwaukee	B	102.1	20.0	761	a	Milwaukee Radio LLC	60	9710		st	Rock	2,300	1.08	2.5	2.3	2.7	2.1	1.4	2.1	2.2	2.1	2.3
WLZR	Milwaukee	B	102.9	50.0 cp	427	d	Saga Comm Inc	60	9403	7,000	c2	AOR	8,450	1.63	6.1	5.1	5.2	5.4	5.6	5.4	5.9	4.6	5.6
WXSS	Wauwatosa	B	103.7	19.5	843	f	Entercom	61	9912		g1	CHR	5,400	0.87	7.3	5.5	5.7	6.1	5.2	7.0	5.6	6.6	6.4
WEXT	Sturtevant	A	104.7	6.0 cp	322		NextMedia Group	93	0011		g	Country	700		0.7	0.0	0.3	0.5	0.4	1.0	0.5	0.3	0.5
WTKM	Hartford	A	104.9	5.8	299	e	Kettle Moraine Bcstg	73	9003	750	c1	Polka/Cntry	700	0.75	1.1	0.6	1.2	0.9	0.6	1.4	0.7	0.9	0.7
WFZH	Mukwonago	A	105.3	1.7	633	h	Salem Comm Corp	01	0110	4,131		ChrsContem				1.4	1.2	1.2	0.0	0.0	0.0	0.0	0.0
WMIL	Waukesha	B	106.1	13.0	974	g	Clear Channel Comm	62	9702	40,000	c4	Country	7,500	1.11	8.0	6.1	6.4	7.2	6.4	6.7	6.5	7.3	7.5
WFMR	Brookfield	A	106.9	6.0 cp	328	d	Saga Comm Inc	95	9705	5,000	d5	Classical	1,150	0.50	2.7	2.8	2.1	2.4	2.0	2.1	1.9	2.8	2.7
# FM Stations -				19	# Combos -				18	FM TOTALS				70.7	62.8	62.9	63.9	60.2	60.8	61.8	60.8	64.1	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 33

Revenue Rank: 35

Milwaukee - Racine, WI Market Overview



Metro Counties / Population (000)

Milwaukee, WI	938.7
Ozaukee, WI	83.0
Racine, WI	189.9
Washington, WI	119.2
Waukesha, WI	365.0
Total	1,695.8

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

ESTIMATED GROSS REVENUES ★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$63,800	\$65,000	\$72,300	\$79,100	\$85,900	\$84,800	5.8%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-1.3%	\$88,800	\$93,800	\$98,500	\$104,400	\$111,200	5.6%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.72/1,000	\$4.04/1,000	Local 80%
Revenue/Capita	\$38.88	\$50.01	\$65.32	National 20%

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	1,641.0	1,695.8	0.7%	1,695.8	1,702.5	0.1%
Households	613.9	642.4	0.9%	642.4	653.2	0.3%
Retail Sales	NA ^{1/}	22,813.2	NA ^{1/}	22,813.2	27,507.7	3.8%
EBI ^{2/}	25,857.9	32,268.5	4.5%	32,268.5	38,556.1	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	821.9	156.4	72.6	70.4	116.3	133.1	114.6	158.6
Women (000)	873.9	149.5	69.7	71.6	117.4	137.2	121.1	207.5
Total	1,695.8	305.8	142.2	142.0	233.7	270.3	235.6	366.0
Percentage	100.0%	18.0%	8.4%	8.4%	13.8%	15.9%	13.9%	21.6%
Per Capita	\$ 19,028							
				Median Household	\$ 43,390		Avg Household	\$ 50,231
Ethnic Population:	White	81.1%	Black	15.8%	Asian	2.3%	Hispanic	6.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	12		13	19	15	34
Tot 12+	9.1	53.8		58.6	62.9	23.0	85.9
Avg 12+	1.3	4.5		4.5	3.3	1.5	2.5
Tot LCS	10.6	62.6		68.2	73.2	26.8	100.0
Avg LCS	1.5	5.2		5.2	3.9	1.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000	
• WRRD	Jackson	B	540	0.4	0.40	h	Salem Comm Corp	64	0101		g	Chrst/Talk				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 Bcst Group	27				Nws/Tlk/Spt	9,500	0.94	11.9	10.5	10.5	9.1	10.7	11.0	10.3	10.2	10.4	
• WNOV	Milwaukee	D	860	0.3	0.01		Courier Comm	46	7301			Urban AC	850	0.67	1.5	1.9	1.0	1.5	1.5	1.3	1.3	1.7	1.0	
• WOKY	Milwaukee	B	920	5.0	1.00	g	Clear Channel Comm	47	9702		c4	Adlt Stndrd	1,800	0.35	6.0	4.1	4.2	4.2	5.9	5.6	5.1	4.8	5.4	
• WISN	Milwaukee	B	1130	50.0	10.00	g	Clear Channel Comm	22	0008		g	Talk	3,200	0.65	5.8	4.7	4.7	4.1	4.9	5.2	4.7	5.5	4.9	
• WEMP	Milwaukee	B	1250	5.0	5.00	f	Entercom	35	9912		g1	Religion	700		0.3	0.0	0.0	0.0	0.0	0.3	0.3	0.3	0.0	
• WMCS	Greenfield	B	1290	5.0	5.00	a	Milwaukee Radio LLC	47	9710		st	Urban AC	900	0.59	1.8	1.5	1.4	1.5	1.7	1.6	1.3	1.7	1.8	
• WJYI	Milwaukee	C	1340	1.0	1.00	d	Saga Comm Inc	55	9403		c2	ChrsContem	600		0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.4	
• WRJN	Racine	C	1400	1.0	1.00	c	Bliss Communications	26	9705		c3	Tlk/Nws/Spt	700		0.4	0.4	0.0	0.7	0.4	0.4	0.6	0.0	0.4	
• WBJX	Racine	D	1460	0.5	0.06		WBJX Inc	50	9601	275		Spanish	100		0.3	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	
• WBKV	West Bend	B	1470	2.5	2.50	c	Bliss Communications	50	7010			Nws/Tlk/Spt	50		0.2	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	
• WAUK	Waukesha	D	1510	10.0	0.00		WALT-WEST WI Inc	47	8611			Sports	500		0.9	0.7	0.6	0.7	0.9	0.8	0.8	0.8	0.7	
• WTKM	Hartford	D	1540	0.5	0.00	e	Kettle Moraine Bcstg	51	9003		c1	Polka/Cntry			0.1	0.1	0.1	0.4	0.0	0.1	0.0	0.0	0.1	
• WZRK	Lake Geneva	D	1550	1.0	0.00		Starboard Bcstg Inc	64	0107			Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WGLB	Elm Grove	B	1560	0.2 cp	0.25	i	Kinlow, Joel J	63	9508		c6	Gospel	300		0.1	0.5	0.5	0.0	0.0	0.0	0.0	0.3	0.0	
				# AM Stations -		15	# Combos -		11	AM TOTALS						29.6	24.4	23.0	22.2	26.0	26.6	25.9	25.8	25.1
				AM & FM Stations Profiled -		34	# Duopolies -		9	Total Local Commercial Share						87.2	85.9	86.1	86.2	87.4	87.7	86.6	89.2	

• 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	50.8
Kent, RI	167.5
Newport, RI	85.3
Providence, RI	623.5
Washington, RI	124.6
Bristol, MA	536.8
Total	1,588.5

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$37,500	\$39,000	\$42,000	\$47,400	\$54,000	\$51,900
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$2.85/1,000	\$3.44/1,000	Local	70%	National	30%
	\$24.93	\$32.67	\$43.62				

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

MSA	1996	2001	Growth Rate	2001	2006	Growth Rate
	Population	1,504.0	1,588.5	1.1%	1,588.5	1,595.5
Households	563.2	604.2	1.4%	604.2	614.9	0.4%
Retail Sales	NA ^{1/}	18,241.2	NA ^{1/}	18,241.2	20,253.7	2.1%
EBI ^{2/}	22,240.1	28,595.2	5.2%	28,595.2	33,458.8	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	763.0	128.1	61.0	78.3	107.6	121.7	104.8	161.5
Women (000)	825.5	121.5	58.9	79.3	106.5	124.4	110.6	224.3
Total	1,588.5	249.6	119.9	157.6	214.1	246.1	215.4	385.8
Percentage	100.0%	15.7%	7.5%	9.9%	13.5%	15.5%	13.6%	24.3%
Per Capita	\$ 18,001							
				Median Household	\$ 40,232		Avg Household	\$ 47,327
Ethnic Population:	White	91.8%	Black	5.0%	Asian	2.4%	Hispanic	7.2%

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+	7.8	42.8		50.0	50.6	13.5	64.1
Avg 12+	1.1	4.8		4.5	3.2	0.7	1.8
Tot LCS	12.2	66.8		78.0	78.9	21.1	100.0
Avg LCS	1.7	7.4		7.1	4.9	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

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)			
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WPRO	Providence	B	92.3	39.0	551	a	Citadel Comm Corp	49	9707	4,400	g1	CHR	5,900	1.01	11.3	6.2	7.1	8.8	6.6	7.3	7.1	6.9	7.8
WSNE	Taunton	B	93.3	30.0	620	d	Clear Channel Comm	66	0008		g	AC	6,600	1.61	7.9	4.8	3.8	4.7	3.8	4.7	4.9	5.5	5.2
WHJY	Providence	B	94.1	50.0	456	d	Clear Channel Comm	66	0008		g	AOR	7,600	1.37	10.7	6.9	5.9	5.9	6.7	7.9	5.8	7.8	6.3
WBRU	Providence	B	95.5	18.5	456		Brown Bcstg Svc Inc	66				Alternative	2,400	0.78	5.9	3.2	2.9	3.4	3.2	3.9	3.4	4.0	4.0
WCRI	Block Island	A	95.9	6.0	249		Charles River Bcstg	94	9905	738	na	Classical			0.3	0.3	0.0	0.0	0.4	0.4	0.0	0.3	0.0
WJFD	New Bedford	B	97.3	50.0	499		Dinis, Edmund	49				Portuguese	n/a		0.6	0.7	0.0	1.1	0.4	0.4	0.4	0.0	0.8
WCTK	New Bedford	B	98.1	47.0	509	g	Hall Communications	46	6610			Country	2,900	0.69	8.1	5.2	4.6	5.5	5.4	5.3	4.9	4.9	5.9
WADK	Block Island	A	99.3	6.0	256	e	Astro Tele-Comm	88	9909	1,800	c3	Dance/Jazz	150		0.3	0.3	0.0	0.0	0.0	0.7	0.0	0.0	0.0
● WSKO	Wakefield-Peace	A	99.7	2.3	535	a	Citadel Comm Corp	95	9709	8,500	d1	Sprts/Talk	300		0.6	0.3	0.3	0.5	0.4	0.5	0.2	0.4	0.4
WZRI	Middletown	A	100.3	1.6	656	a	Citadel Comm Corp	78	9806		d1	80s Hits	900	0.79	2.2	1.3	1.5	0.6	1.0	2.2	1.0	1.1	1.3
WWBB	Providence	B	101.5	13.5	951	d	Clear Channel Comm	68	9612		g3	Oldies	5,350	1.11	9.3	6.2	6.9	6.0	5.9	6.2	6.3	5.6	5.8
WAKX	Narragansett Pier	A	102.7	2.0	226	c	AAA Entertainment	90	9801	1,000		Rhymc/Top4			0.3	0.2	0.3	0.3	0.2	0.3	0.1	0.1	0.2
WWRX	Westerly	B	103.7	37.0	568		Phoenix Media Comm	67	0008	16,000		Alternative	1,850	1.49	2.4	2.7	2.4	2.2	2.2	1.7	1.6	1.7	1.2
WWLI	Providence	B	105.1	50.0	499	a	Citadel Comm Corp	48	9707		g1	AC	6,700	1.08	11.9	8.4	9.2	6.4	7.7	6.7	7.3	8.8	8.1
WWKX	Woonsocket	A	106.3	2.5 cp	518	c	AAA Entertainment	49	9009	2,400		Rhymc/Top4	2,800	0.93	5.8	3.9	3.1	3.8	3.1	3.9	5.1	3.4	2.6
WFHN	Fairhaven	A	107.1	6.0 cp	325	i	Citadel Comm Corp	89	0004			CHR	n/a		3.1	1.4	2.6	2.1	1.8	2.1	1.4	2.6	2.0
# FM Stations -					16	# Combos -					12	FM TOTALS			80.7	52.0	50.6	51.3	48.8	54.2	49.5	53.1	51.6

● 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	50.8
Kent, RI	167.5
Newport, RI	85.3
Providence, RI	623.5
Washington, RI	124.6
Bristol, MA	536.8
Total	1,588.5

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

ESTIMATED GROSS REVENUES ★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$37,500	\$39,000	\$42,000	\$47,400	\$54,000	\$51,900	6.7%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-3.9%	\$54,300	\$57,900	\$61,700	\$65,400	\$69,600	6.1%

Revenue/Retail Sales Revenue/Capita

1996	2001	2006	Est. Breakout
NA ^{1/}	\$2.85/1,000	\$3.44/1,000	Local 70%
\$24.93	\$32.67	\$43.62	National 30%

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	1,504.0	1,588.5	1.1%	1,588.5	1,595.5	0.1%
Households	563.2	604.2	1.4%	604.2	614.9	0.4%
Retail Sales	NA ^{1/}	18,241.2	NA ^{1/}	18,241.2	20,253.7	2.1%
EBI ^{2/}	22,240.1	28,595.2	5.2%	28,595.2	33,458.8	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	763.0	128.1	61.0	78.3	107.6	121.7	104.8	161.5
Women (000)	825.5	121.5	58.9	79.3	106.5	124.4	110.6	224.3
Total	1,588.5	249.6	119.9	157.6	214.1	246.1	215.4	385.8
Percentage	100.0%	15.7%	7.5%	9.9%	13.5%	15.5%	13.6%	24.3%
Per Capita	\$ 18,001			Median Household	\$ 40,232		Avg Household	\$ 47,327
Ethnic Population:	White 91.8%	Black 5.0%	Asian 2.4%	Hispanic 7.2%				

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+	7.8	42.8		50.0	50.6	13.5	64.1
Avg 12+	1.1	4.8		4.5	3.2	0.7	1.8
Tot LCS	12.2	66.8		78.0	78.9	21.1	100.0
Avg LCS	1.7	7.4		7.1	4.9	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.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000			
WDDZ	Pawtucket	B	550	1.0	0.50	ABC Radio Inc	50 0105	2,460		Children	400	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.7		
WPRO	Providence	B	630	5.0	5.00	a Citadel Comm Corp	31 9701		g1	Nws/Tlk/Spt	3,350	1.04	6.2	3.8	4.0	5.0	4.5	4.0	4.9	3.7	3.5
WSKO	Providence	B	790	5.0	5.00	a Citadel Comm Corp	22 9707		g1	Sports	1,500	1.61	1.8	1.0	1.0	1.1	1.4	1.0	1.1	1.3	1.2
WHJJ	Providence	B	920	5.0	5.00	d Clear Channel Comm	22 0008		g	News/Talk	1,500	0.57	5.1	3.0	4.0	3.4	4.1	3.1	3.3	3.6	3.2
WALE	Greenville	B	990	50.0	5.00	Moon Song Comm Inc	48 0209	1,200		Talk			0.0	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		Spanish	600	0.96	1.2	1.1	1.4	0.8	2.2	0.5	0.8	0.7	1.2
● WJJF	Hope Valley	D	1180	1.8	0.00	Fuller, John	85			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			0.1	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.0
WOON	Woonsocket	C	1240	1.0	1.00	O-N Radio	46 9911		NA	FullService			0.2	0.0	0.5	0.7	0.5	0.0	0.0	0.0	0.6
● WARL	Attleboro	B	1320	5.0	5.00	Add Radio Group	50 9807	560		Spt/Inf/Spn	100		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
● WNBH	New Bedford	C	1340	1.0	1.00	b Hall Communications	21 6610			Adlt Stndrd	n/a		0.2	0.3	0.0	0.0	0.0	0.4	0.0	0.0	0.0
● WNRI	Woonsocket	D	1380	2.5	0.02	f Anastos Bcst Group	54 0108		g	Nws/Tlk/Jaz	300			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 (170)		Portuguese	n/a			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 Comm Corp	49 0004			Nws/Tlk/Spt	n/a		1.9	0.7	1.4	1.2	0.8	1.1	1.3	1.4	1.1
● WLKW	West Warwick	C	1450	1.0	1.00	g Hall Communications	56 0106	410		Adlt Stndrd				0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSAR	Fall River	B	1480	5.0	5.00	h Karam, Bob & James	21 9211	See (170)		Nws/Tlk/Spt	n/a		0.7	0.5	0.5	0.0	0.0	0.5	0.4	0.4	0.4
● WADK	Newport	D	1540	1.0	0.00	e Astro Tele-Comm	48 9909		c3	News/Talk	350		0.7	0.0	0.0	0.8	0.0	0.5	0.8	0.5	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
● WARV	Warwick	B	1590	5.0	5.00	Blount Comm Group	59 7807			Religion			0.6	0.4	0.3	0.5	0.4	0.0	0.4	0.8	0.4
		# AM Stations -		19	# Combos -		10	AM TOTALS		19.4		11.0	13.5	13.5	13.9	11.1	13.3	12.9	12.8		
		AM & FM Stations Profiled -		35	# Duopolies -		9	Total Local Commercial Share		63.0		64.1	64.8	62.7	65.3	62.8	66.0	64.4			

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 35

Revenue Rank: 29

Columbus, OH Market Overview



Metro Counties / Population (000)

Delaware, OH	113.2
Fairfield, OH	124.2
Franklin, OH	1,077.0
Licking, OH	146.8
Madison, OH	40.4
Pickaway, OH	53.1
Union, OH	41.6
Total	1,596.3

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

ESTIMATED GROSS REVENUES ★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$68,000	\$76,700	\$84,100	\$91,500	\$100,600	\$94,600	6.8%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-6.0%	\$99,100	\$105,600	\$112,500	\$119,200	\$127,000	6.1%

Revenue/Retail Sales Revenue/Capita

1996	2001	2006	Est. Breakout
NA ^{1/}	\$3.49/1,000	\$3.63/1,000	Local 79%
\$45.83	\$59.26	\$76.12	National 21%

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	1,483.6	1,596.3	1.5%	1,596.3	1,668.5	0.9%
Households	564.0	618.2	1.9%	618.2	655.9	1.2%
Retail Sales	NA ^{1/}	27,091.1	NA ^{1/}	27,091.1	34,990.9	5.3%
EBI ^{2/}	23,874.7	32,505.2	6.4%	32,505.2	42,429.0	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	781.1	140.9	65.9	85.5	122.4	130.1	108.3	128.0
Women (000)	815.2	134.8	62.8	81.7	117.8	134.0	115.6	168.5
Total	1,596.3	275.7	128.7	167.2	240.2	264.0	223.8	296.5
Percentage	100.0%	17.3%	8.1%	10.5%	15.0%	16.5%	14.0%	18.6%
Per Capita	\$ 20,363							
				Median Household	\$ 43,864		Avg Household	\$ 52,580
Ethnic Population:	White	82.9%	Black	13.9%	Asian	2.7%	Hispanic	1.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	13	9		17	22	12	34
Tot 12+	28.1	44.9		67.5	73.0	12.6	85.6
Avg 12+	2.2	5.0		4.0	3.3	1.1	2.5
Tot LCS	32.8	52.5		78.9	85.3	14.7	100.0
Avg LCS	2.5	5.8		4.6	3.9	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	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)														
															Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000											
WCOL	Columbus	B	92.3	22.0	755	f	Clear Channel Comm	47	9905		g1	Country	8,900	1.25	7.5	5.5	6.9	6.0	5.7	6.0	6.3	6.5	7.0										
WOIO	Mount Vernon	B	93.7	37.0	564	f	Clear Channel Comm	51	0102		g1	80s Hits	600		0.2	0.0	0.0	0.4	0.0	0.0	0.6	0.0	0.0										
WSNY	Columbus	B	94.7	22.0	755	d	Saga Comm Inc	48	8607	16,900	c2	AC	13,000	1.66	8.3	6.6	7.0	7.5	7.1	7.0	6.8	7.2	7.4										
WHOK	Lancaster	B	95.5	21.0	761	k	Infinity Bcstg	58	0102		g2	Country	3,600	0.93	4.1	2.7	2.7	3.5	2.9	3.3	4.1	3.6	3.2										
WLVO	Columbus	B	96.3	18.0	751	k	Infinity Bcstg	59	0102		g2	AOR/CIRck	8,900	1.33	7.1	5.8	6.2	5.1	5.1	5.1	6.5	6.6	6.1										
WBNS	Columbus	B	97.1	20.5	781	b	Radio Ohio, Inc.	59				Hot AC	5,500	0.89	6.5	6.6	5.7	6.4	7.3	6.7	5.8	4.9	5.1										
WNCI	Columbus	B	97.9	105.0	561	f	Clear Channel Comm	61	9905		g1	CHR	12,500	1.28	10.3	9.0	8.4	8.8	7.5	9.2	9.0	9.0	8.3										
WXMG	Upper Arlington	A	98.9	2.6	505	i	Radio One Inc	89	0108		g3	R&B Oldies	1,400	0.45	3.3	2.8	2.2	2.0	2.4	3.3	2.7	2.5	2.8										
WBZX	Columbus	B	99.7	20.0	784	a	N American Bcstg Co	62				AOR	5,500	0.99	5.9	5.7	6.0	5.1	5.0	4.6	5.5	5.0	5.0										
WCLT	Newark	B	100.3	50.0	390	e	WCLT Radio Inc	47				Country	1,600	0.68	2.5	2.2	2.0	1.9	2.6	2.1	1.8	2.3	2.5										
WWCD	Grove City	A	101.1	6.0	328		Ingleside Radio Inc	90	9110	2,000		Alternative	2,300	1.11	2.2	2.1	1.6	1.6	1.6	2.2	2.0	1.9	1.6										
WNKO	Newark	A	101.7	3.0	299	c	Runnymede Corp	72				Oldies	400		0.7	0.6	0.7	0.8	0.8	1.0	0.0	0.4	0.9										
WSMZ	Johnstown	A	103.1	1.6	443	g	Stop 26-Riverbend	75	9512	1,500		Urban AC	400		0.9	1.1	1.3	1.5	1.3	1.1	0.7	0.8	0.6										
WJZA	Lancaster	A	103.5	4.0 cp	404	j	Scantland Bcstg Ltd	89	9806	1,200		Smooth Jazz	650	0.40	1.7	1.6	1.6	1.3	1.5	2.1	1.1	1.3	1.5										
WEGE	Westerville	A	103.9	5.1	348	a	N American Bcstg Co	98	9902	5,000		Clsc Hits	1,200	0.60	2.1	1.7	1.4	1.6	1.5	1.7	1.6	1.6	2.4										
WJZK	Richwood	A	104.3	3.4	436	j	Scantland Bcstg Ltd	96				Smooth Jazz	700		0.9	0.9	1.4	0.8	0.9	0.7	0.7	0.8	1.0										
WCVO	Gahanna	A	104.9	6.0	308		Christian Voice, OH	72				Religion			1.1	2.0	1.7	1.4	1.8	2.0	1.8	0.0	0.0										
WFJX	Hilliard	A	105.7	2.4	522	f	Clear Channel Comm	90	9905		g1	Clsc Rock	2,300	1.01	2.4	2.6	2.4	2.7	2.7	1.9	2.5	2.0	1.9										
WJYD	London	A	106.3	6.0	328	i	Radio One Inc	65	0108		g3	Gospel	300	0.21	1.5	0.6	1.7	1.5	1.0	1.2	1.3	1.1	1.5										
WAZU	Circleville	A	107.1	3.0	328	k	Infinity Bcstg	65	0102		g2	New Rock	1,500	0.76	2.1	1.7	1.7	1.5	1.3	1.7	1.7	1.8	1.9										
WCKX	Columbus	A	107.5	1.9	413	i	Radio One Inc	96	0108		g3	Urban	6,900	0.79	9.2	7.5	8.2	6.8	7.0	7.8	7.9	7.9	8.1										
WODB	Delaware	A	107.9	2.6	505	g	Stop 26-Riverbend	91	0001		g5	Oldies	700	0.34	2.2	2.5	2.2	2.2	1.6	2.3	2.1	1.8	1.3										
															# FM Stations -	22			# Combos -	20	FM TOTALS				82.7	71.8	73.0	70.4	68.6	73.0	72.5	69.0	70.1

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 35

Revenue Rank: 29

Columbus, OH Market Overview



Metro Counties / Population (000)

Delaware, OH	113.2
Fairfield, OH	124.2
Franklin, OH	1,077.0
Licking, OH	146.8
Madison, OH	40.4
Pickaway, OH	53.1
Union, OH	41.6
Total	1,596.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
ESTIMATED GROSS REVENUES	\$68,000	\$76,700	\$84,100	\$91,500	\$100,600	\$94,600	6.8%
Δ 00 - 01	-6.0%	\$99,100	\$105,600	\$112,500	\$119,200	\$127,000	6.1%

Revenue/Retail Sales Revenue/Capita

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.49/1,000	\$3.63/1,000	Local 79%
Revenue/Capita	\$45.83	\$59.26	\$76.12	National 21%

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	1,483.6	1,596.3	1.5%	1,596.3	1,668.5	0.9%
Households	564.0	618.2	1.9%	618.2	655.9	1.2%
Retail Sales	NA ^{1/}	27,091.1	NA ^{1/}	27,091.1	34,990.9	5.3%
EBI ^{2/}	23,874.7	32,505.2	6.4%	32,505.2	42,429.0	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	781.1	140.9	65.9	85.5	122.4	130.1	108.3	128.0
Women (000)	815.2	134.8	62.8	81.7	117.8	134.0	115.6	168.5
Total	1,596.3	275.7	128.7	167.2	240.2	264.0	223.8	296.5
Percentage	100.0%	17.3%	8.1%	10.5%	15.0%	16.5%	14.0%	18.6%
Per Capita	\$ 20,363							
				Median Household	\$ 43,864		Avg Household	\$ 52,580
Ethnic Population:	White	82.9%	Black	13.9%	Asian	2.7%	Hispanic	1.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	13	9		17	22	12	34
Tot 12+	28.1	44.9		67.5	73.0	12.6	85.6
Avg 12+	2.2	5.0		4.0	3.3	1.1	2.5
Tot LCS	32.8	52.5		78.9	85.3	14.7	100.0
Avg LCS	2.5	5.8		4.6	3.9	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000	
● WTVN	Columbus	B	610	5.0	50.00	f	Clear Channel Comm	24	9905		g1	Nws/Tlk/Spt	9,900	1.11	9.4	8.1	7.0	8.3	8.8	7.1	8.2	8.7	8.2	
● WHTH	Heath	D	790	1.0	0.03	c	Runnymede Corp		70			Talk				0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
● WRFD	Columbus-Worth	D	880	23.0	0.00		Salem Comm Corp	47	8202	1,800		Chrst/Talk	1,800		0.6	0.0	0.5	0.4	0.7	1.0	0.0	0.7	0.5	
	WMNI	Columbus	B	920	1.0	0.50	a	N American Bcstg Co		58		Adlt Stndrd	1,200	0.42	3.0	2.7	2.3	3.2	2.6	3.4	1.8	2.6	2.4	
	WZNW	Columbus	C	1230	1.0	1.00	f	Clear Channel Comm	22	9905		Sprts/Talk	500	0.53	1.0	0.7	0.4	0.6	0.7	0.9	0.9	1.0	0.8	
	WUCO	Marysville	B	1270	0.5	0.50	h	Frontier Bcstg LLC	83	9812	190	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● WMVO	Mount Vernon	D	1300	0.4	0.05	f	Clear Channel Comm	53	0102		g1	Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● WLOH	Lancaster	D	1320	0.5	0.02	h	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	e	WCLT Radio Inc	49	5801			Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	WBNS	Columbus	B	1460	5.0	1.00	b	Radio Ohio, Inc.	22	3306		Sprts/Talk	1,800	0.95	2.0	1.5	1.3	1.8	2.3	1.0	1.7	2.2	2.1	
● WDLR	Westerville	D	1550	4.0 cp	0.19		Fifteen Fifty Corp	61	0111			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	Saga Comm Inc	51	8607		Gospl/Inspr	500	0.48	1.1	0.5	0.7	1.0	0.9	0.7	0.8	0.8	1.4	
							# AM Stations -		12			# Combos -	10											
							AM & FM Stations Profiled -		34			# Duopolies -	10											
												AM TOTALS			17.1	13.5	12.6	15.3	16.0	14.1	13.4	16.0	15.4	
												Total Local Commercial Share				85.3	85.6	85.7	84.6	87.1	85.9	85.0	85.5	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 36

Revenue Rank: 111

Middlesex-Somerset-Union, NJ Market Overview



Metro Counties / Population (000)

Middlesex, NJ	756.0
Somerset, NJ	301.8
Union, NJ	524.7
Total	1,582.5

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		N/A	\$13,500	\$14,200	\$15,700	\$18,300	\$17,200
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	N/A	\$0.84/1,000	\$1.01/1,000	Local 75%			
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06	
-6.0%	\$18,200	\$19,400	\$20,700	\$21,900	\$23,300	6.3%	

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	1,466.9	1,582.5	1.5%	1,582.5	1,644.0
Households	527.5	575.9	1.8%	575.9	604.5	1.0%
Retail Sales	NA ^{1/}	20,511.4	NA ^{1/}	20,511.4	23,161.5	2.5%
EBI ^{2/}	29,213.0	39,551.9	6.2%	39,551.9	46,846.3	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	773.9	119.5	57.4	71.8	120.3	128.4	118.0	158.5
Women (000)	808.6	113.6	54.1	70.7	115.7	130.8	123.5	200.2
Total	1,582.5	233.1	111.5	142.6	235.9	259.2	241.5	358.7
Percentage	100.0%	14.7%	7.0%	9.0%	14.9%	16.4%	15.3%	22.7%
Per Capita	\$ 24,993	Median Household		\$ 60,206	Avg Household		\$ 68,678	
Ethnic Population:	White 75.4%	Black 13.7%	Asian 10.4%	Hispanic 15.0%				

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+	4.8	4.7		9.5	9.5	3.3	12.8
Avg 12+	4.8	2.4		4.8	3.2	0.8	1.8
Tot LCS	37.5	36.7		74.2	74.2	25.8	100.0
Avg LCS	37.5	18.4		37.1	24.7	6.4	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 New York, Monmouth & 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
															Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
WMGQ	New Brunswick	A	98.3	1.2	525	a	Greater Media	47			Rock AC	4,700	0.86	31.7	4.1	4.8	4.7	3.9	3.8	3.8	4.8	4.1		
WAWZ	Zarephath	B	99.1	28.0 cp	656		Pillar of Fire	54			Inspiration			12.8	0.0	0.0	0.0	1.5	1.7	1.7	1.5	1.7		
WKXW	Trenton	B	101.5	15.5	902		Millennium Radio Gr	62	0202	g	Oldes/Talk	10,500	1.51	40.4	5.4	4.7	4.4	5.2	5.2	5.6	5.1	5.0		
# FM Stations -					3	# Combos -					1	FM TOTALS				84.9	9.5	9.5	9.1	10.6	10.7	11.1	11.4	10.8

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
• WWTR	Bridgewater	D	1170	0.2	0.00	a	Greater Media	71	0107		g	Nostalgia			2.1	0.5	0.3	0.4	0.5	0.1	0.1	0.4	0.5	
• WMTR	Morristown	B	1250	5.0 cp	7.00	a	Greater Media	48	0107			Nostalgia	n/a			0.9	1.6	1.9	0.9	1.8	1.6	1.3	0.9	
• WCTC	New Brunswick	C	1450	1.0	1.00	a	Greater Media	46	5705			Talk	2,000	0.89	13.1	1.3	1.4	1.5	1.9	1.0	2.1	2.3	1.5	
• WJDM	Elizabeth	D	1530	1.0	0.00		Radio Unica	70	9901		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				15.2	2.7	3.3	3.8	3.3	2.9	3.8	4.0	2.9
AM & FM Stations Profiled -					7	# Duopolies -					1	Total Local Commercial Share					12.2	12.8	12.9	13.9	13.6	14.9	15.4	13.7

NOTE: Market first rated Fall 2000

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 37

Revenue Rank: 25

Charlotte-Gastonia-Rock Hill, NC Market Overview



Metro Counties / Population (000)

Cabarrus, NC	133.5
Gaston, NC	191.5
Lincoln, NC	64.8
Mecklenburg, NC	709.3
Rowan, NC	131.8
Union, NC	126.6
York, SC	167.1
Total	1,524.6

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$70,600	\$78,800	\$92,900	\$107,300	\$113,200	\$110,300
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-2.6%	\$115,600	\$123,200	\$131,200	\$139,100	\$148,100	6.1%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$5.04/1,000	\$5.40/1,000	Local	70%		
	\$54.50	\$72.35	\$87.63	National	30%		

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	1,295.5	1,524.6	3.3%	1,524.6	1,690.0	2.1%
Households	493.1	590.8	3.7%	590.8	666.1	2.4%
Retail Sales	NA ^{1/}	21,906.2	NA ^{1/}	21,906.2	27,424.2	4.6%
EBI ^{2/}	19,809.8	29,076.9	8.0%	29,076.9	39,453.1	6.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	738.8	130.0	62.7	70.3	111.1	125.5	111.1	128.1
Women (000)	785.8	125.4	60.8	72.5	109.9	130.2	116.1	171.0
Total	1,524.6	255.4	123.5	142.8	221.1	255.7	227.2	299.1
Percentage	100.0%	16.8%	8.1%	9.4%	14.5%	16.8%	14.9%	19.6%
Per Capita	\$ 19,072	Median Household		\$ 39,799	Avg Household		\$ 49,216	
Ethnic Population:	White	76.2%	Black	21.0%	Asian	2.2%	Hispanic	5.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		14	13	15	26	41
Tot 12+	2.5		65.2	66.4	67.7	10.2	77.9
Avg 12+	2.5		4.7	5.1	4.5	0.4	1.9
Tot LCS	3.2		83.7	85.2	86.9	13.1	100.0
Avg LCS	3.2		6.0	6.6	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

Some stations also rated in markets Greensboro-Winston Salem.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)				
			Freq	(kW)												Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
WCHH	Harrisburg	A	92.7	6.0	328		Radio One Inc	95	0006	24,000	g	Urban	1,800	0.41	4.0	3.5	2.5	3.0	3.1	3.4	3.7	2.7	2.5	
• WNKS	Charlotte	C	95.1	100.0	1542	b	Infinity Bcstg	62	0102		g1	CHR	11,300	1.03	9.9	6.8	7.8	7.0	6.6	6.6	8.0	7.5	8.7	
WXRC	Hickory	C	95.7	100.0	1020		Pacific Bcstg Group	62	9410	3,050	1	Clisc Rock	1,100	0.40	2.5	1.9	0.8	1.5	0.9	1.1	1.8	2.7	2.3	
WWMG	Shelby	C	96.1	100.0	1739	c	Clear Channel Comm	48	0011			Oldies	8,300	1.03	7.3	5.2	5.3	4.8	4.8	4.9	6.0	6.3	5.3	
WKKT	Statesville	C	96.9	100.0	1549	c	Clear Channel Comm	61	0008		g	Country	7,700	1.03	6.8	4.8	4.7	5.3	5.4	5.7	5.0	4.2	6.1	
WPEG	Concord	C	97.9	95.0	1611	b	Infinity Bcstg	62	0102		g1	Urban	7,900	0.75	9.6	7.9	6.4	6.4	6.4	6.7	5.4	8.9	8.8	
WBT	Chester	C3	99.3	7.6	604	a	Jefferson-Pilot Comm	69	9505	1,500		News/Talk	350		0.9	0.7	0.5	0.4	0.7	0.7	0.7	0.6	0.9	
• WRFX	Kannapolis	C1	99.7	84.0	1056	c	Clear Channel Comm	64	0008		g	AOR	12,900	1.62	7.2	4.5	5.7	5.9	5.6	6.1	5.1	6.2	5.0	
WBAV	Gastonia	C	101.9	100.0	988	b	Infinity Bcstg	47	0102		g1	Urban AC	4,000	0.56	6.5	6.8	6.0	6.5	6.0	6.1	4.6	4.6	4.8	
WLYT	Hickory	C1	102.9	31.0	1536	c	Clear Channel Comm	59	0008		g	Lite AC	9,000	1.07	7.6	5.0	7.2	5.8	6.5	5.6	5.6	6.2	6.2	
WSOC	Charlotte	C	103.7	100.0	1348	b	Infinity Bcstg	47	0102		g1	Country	9,000	1.07	7.6	5.0	6.3	6.1	5.1	6.9	7.3	5.7	3.7	
WSSS	Charlotte	C	104.7	100.0	1211	b	Infinity Bcstg	72	0102		g1	AC	7,000	1.11	5.7	3.9	3.3	3.1	3.2	4.6	3.8	4.9	4.4	
WNMX	Waxhaw	C2	106.1	32.0	364	d	GHB Bcstg	95	9506		st	Adlt Stndrd	900	0.34	2.4	1.3	1.4	2.1	1.7	2.5	1.9	1.4	1.5	
WEND	Salisbury	C1	106.5	84.0	1047	c	Clear Channel Comm	46	0109			Alternative	4,800	0.97	4.5	4.2	4.0	3.3	3.7	2.9	3.3	3.8	4.1	
WLNK	Charlotte	C	107.9	100.0	1693	a	Jefferson-Pilot Comm	62				AC	6,100	1.18	4.7	4.0	5.8	5.0	4.4	3.4	4.0	3.3	4.0	
# FM Stations -					15	# Combos -					13	FM TOTALS				87.2	65.5	67.7	66.2	64.1	67.2	66.2	69.0	68.3

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 37

Revenue Rank: 25

Charlotte-Gastonia-Rock Hill, NC Market Overview



Metro Counties / Population (000)

Cabarrus, NC	133.5
Gastonia, NC	191.5
Lincoln, NC	64.8
Mecklenburg, NC	709.3
Rowan, NC	131.8
Union, NC	126.6
York, SC	167.1
Total	1,524.6

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$70,600	\$78,800	\$92,900	\$107,300	\$113,200	\$110,300
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-2.6%	\$115,600	\$123,200	\$131,200	\$139,100	\$148,100	6.1%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$5.04/1,000	\$5.40/1,000	Local	70%		
	\$54.50	\$72.35	\$87.63	National	30%		

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	1,295.5	1,524.6	3.3%	1,524.6	1,690.0
Households	493.1	590.8	3.7%	590.8	666.1	2.4%
Retail Sales	NA ^{1/}	21,906.2	NA ^{1/}	21,906.2	27,424.2	4.6%
EBI ^{2/}	19,809.8	29,076.9	8.0%	29,076.9	39,453.1	6.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	738.8	130.0	62.7	70.3	111.1	125.5	111.1	128.1
Women (000)	785.8	125.4	60.8	72.5	109.9	130.2	116.1	171.0
Total	1,524.6	255.4	123.5	142.8	221.1	255.7	227.2	299.1
Percentage	100.0%	16.8%	8.1%	9.4%	14.5%	16.8%	14.9%	19.6%
Per Capita	\$ 19,072							
				Median Household	\$ 39,799		Avg Household	\$ 49,216
Ethnic Population:	White	76.2%	Black	21.0%	Asian	2.2%	Hispanic	5.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		14	13	15	26	41
Tot 12+	2.5		65.2	66.4	67.7	10.2	77.9
Avg 12+	2.5		4.7	5.1	4.5	0.4	1.9
Tot LCS	3.2		83.7	85.2	86.9	13.1	100.0
Avg LCS	3.2		6.0	6.6	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

Some stations also rated in markets Greensboro-Winston Salem.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
	WFNZ	Charlotte	B	610	5.0	1.00	b Infinity Bcstg	41	0102		g1	Sprts/Talk	4,600	2.32	1.8	1.2	1.4	1.5	1.3	0.7	1.5	1.7	1.6		
•	WAAK	Dallas	B	960	1.0	0.50	Martin, Billy	63	0210 p		+	Gospel				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	500	0.28	1.6	0.6	1.9	1.8	1.6	1.8	1.8	0.5	0.8		
•	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	Helms Comm Corp	47	9607		dn	Nws/Tlk/Inf				0.0	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	11,500	1.56	6.7	5.4	4.2	4.0	6.0	5.2	4.9	4.8	5.8		
•	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 cp	0.00	Morgan, Archie W	68	0006	390		Cty/Tlk/Nws	300		0.5	0.5	0.0	0.6	0.6	0.0	0.0	0.6	0.9		
	WHVN	Charlotte	C	1240	1.0	1.00	d GHB Bcstg	28	8307	410		Religion			0.2	0.0	0.4	0.4	0.0	0.0	0.7	0.0	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		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
	WRHI	Rock Hill	C	1340	1.0	1.00	Our Three Sons Bcstg	44	8410	650		Nws/Tlk/Inf				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
•	WLTC	Gastonia	D	1370	12.0 cp	0.03	Neely, Frank	48	9804	162		Gospel			0.3	0.4	1.0	0.0	0.0	0.4	0.0	0.0	0.5		
•	WEGO	Concord	D	1410	1.0	0.18	GHB Bcstg	43	0207 p		g	Clsc 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 cp	5.00	ABC Radio Inc	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		
•	WQGR	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	850	0.51	1.5	1.0	1.3	0.7	1.1	1.5	0.7	1.4	1.1		
							# AM Stations -	26				# Combos -	14			AM TOTALS	12.7	9.1	10.2	9.0	10.6	9.6	10.0	9.0	10.7
							AM & FM Stations Profiled -	41				# Duopolies -	13			Total Local Commercial Share	74.6	77.9	75.2	74.7	76.8	76.2	78.0	79.0	

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

Metro Rank: 38

Revenue Rank: 41

Norfolk-Virginia Beach-Newport News, VA Market



Metro Counties / Population (000)

Chesapeake city, VA	202.7
Gloucester, VA	35.1
Hampton city, VA	147.4
James City, VA	49.1
Newport News city	180.9
Norfolk city, VA	232.4
Poquoson city, VA	11.6
Portsmouth city, VA	100.3
Suffolk city, VA	64.5
Virginia Beach city	427.7
Williamsburg city	12.0
York, VA	57.3
Total	1,521.0

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$44,100	\$44,900	\$47,300	\$53,600	\$60,400	\$59,300
***	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-1.8%	\$61,200	\$65,300	\$67,900	\$72,000	\$76,600	5.3%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$3.56/1,000	\$4.07/1,000	Local	83%		
Revenue/Capita	\$29.47	\$38.99	\$49.08	National	17%		

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	1,496.4	1,521.0	0.3%	1,521.0	1,560.6	0.5%
Households	535.3	550.6	0.6%	550.6	574.7	0.9%
Retail Sales	NA ^{1/}	16,652.0	NA ^{1/}	16,652.0	18,824.4	2.5%
EBI ^{2/}	20,138.4	24,155.8	3.7%	24,155.8	28,092.4	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	759.0	146.7	62.0	98.7	126.6	120.0	95.1	109.8
Women (000)	762.0	141.0	60.9	77.7	116.8	121.1	100.4	144.0
Total	1,521.0	287.7	122.9	176.4	243.5	241.1	195.5	253.8
Percentage	100.0%	18.9%	8.1%	11.6%	16.0%	15.9%	12.9%	16.7%
Per Capita	\$ 15,882	Median Household		\$ 36,728	Avg Household		\$ 43,872	
Ethnic Population:	White 63.3%	Black 32.5%	Asian 3.4%	Hispanic 3.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	12	3	17	18	19	37
Tot 12+	4.8	62.3	9.9	76.6	77.0	7.9	84.9
Avg 12+	1.6	5.2	3.3	4.5	4.3	0.4	2.3
Tot LCS	5.7	73.4	11.7	90.2	90.7	9.3	100.0
Avg LCS	1.9	6.1	3.9	5.3	5.0	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	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)			
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WBHH	Moyock	C3	92.1	14.5	430	c	Clear Channel Comm	74	9608	3,350		Urban CHR	1,100	0.84	2.2	1.3	2.0	2.2	2.4	2.3	2.3	1.6	1.3
WWSO	Suffolk	B	92.9	50.0	486	f	Barnstable Bcstg Inc	65	9908		d3	Oldies	1,800	0.78	3.9	4.4	5.2	5.7	2.8	2.7	2.6	3.9	4.0
WKOC	Chesapeake	C1	93.7	100.0 cp	968	g	Sinclair Telecable	73	9610	8,100	c1	AAA	2,100	1.18	3.0	2.3	3.0	2.2	1.6	2.6	2.6	2.6	2.2
WXEZ	Yorktown	B	94.1	40.0	532	f	Barnstable Bcstg Inc	75	0009	7,000		Black Gospl	1,600	0.46	5.9	6.0	4.7	5.9	4.6	5.9	4.7	3.9	5.4
WPTE	Virginia Beach	B	94.9	50.0	499	e	Entercom	84	9912		g2	Modern AC	4,300	1.32	5.5	5.3	5.7	4.3	4.4	5.0	4.3	4.7	4.6
WVKL	Norfolk	B	95.7	40.0	879	e	Entercom	61	9912		g2	Urban AC	2,400	0.71	5.7	5.7	6.4	5.1	4.4	4.5	5.4	5.5	3.8
• WROX	Cape Charles	B	96.1	23.0	722	g	Sinclair Telecable	86	9309	1,500		Modern Rock	1,450	0.76	3.2	2.8	3.5	3.1	2.6	2.6	2.5	2.7	2.9
WGH	Newport News	B	97.3	74.0	394	f	Barnstable Bcstg Inc	48	9908		d3	Country	4,600	1.25	6.2	6.1	4.9	5.5	5.2	5.1	5.6	5.7	4.6
WNOR	Norfolk	B	98.7	46.0	518	d	Saga Comm Inc	61	8607	13,900	c2	AOR	5,450	1.33	6.9	6.3	5.5	5.8	6.4	6.0	5.8	6.0	5.7
WXGM	Gloucester	A	99.1	6.0	328	h	Robinson Comm Ltd	91				AC			0.6	0.0	0.4	0.9	0.4	0.6	0.4	0.5	0.7
WCMS	Norfolk	B	100.5	50.0	499	f	Barnstable Bcstg Inc	62	0003	15,500	c3	Country	2,600	0.64	6.8	5.2	4.1	5.2	4.4	6.3	5.8	5.9	4.9
WWDE	Hampton	B	101.3	50.0	499	e	Entercom	62	9912		g2	AC	7,000	1.55	7.6	5.9	7.2	7.2	8.3	5.9	6.9	7.0	6.1
WWHV	Virginia Beach	A	102.1	6.0 cp	328		On Top Comm Inc	01	0106	3,000		Urban			1.7	1.0	0.9	0.4	0.0	0.0	0.0	0.0	0.0
WOWI	Norfolk	B	102.9	50.0	472	c	Clear Channel Comm	48	9607		g1	Urban	6,700	1.12	10.1	6.3	6.3	7.3	9.5	7.6	8.3	7.7	10.7
WNVZ	Norfolk	B	104.5	50.0	479	e	Entercom	67	9912		g2	CHR	3,500	0.78	7.6	5.4	4.9	4.7	5.3	6.0	5.1	6.5	8.0
WSVY	Norfolk	B	105.3	50.0	499	c	Clear Channel Comm	62	9607		g1	Urban AC	1,300	0.88	2.5	2.9	3.9	3.0	2.4	1.9	2.0	2.3	2.3
WAFX	Suffolk	C	106.9	100.0	984	d	Saga Comm Inc	83	9403	4,000		Clsc Hits	5,050	1.33	6.4	6.0	4.9	4.1	6.1	6.3	5.9	5.0	4.3
WJCD	Windsor	A	107.7	1.7	620	c	Clear Channel Comm	90	9609	3,000		Smooth Jazz	1,600	0.66	4.1	2.5	3.4	2.3	3.0	2.6	4.3	4.0	3.1
# FM Stations -					18	# Combos -					17	FM TOTALS			88.2	76.1	77.0	75.4	74.2	73.9	74.5	75.5	74.6

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 38

Revenue Rank: 41

Norfolk-Virginia Beach-Newport News, VA Market



Metro Counties / Population (000)

Chesapeake city, VA	202.7
Gloucester, VA	35.1
Hampton city, VA	147.4
James City, VA	49.1
Newport News city	180.9
Norfolk city, VA	232.4
Poquoson city, VA	11.6
Portsmouth city, VA	100.3
Suffolk city, VA	64.5
Virginia Beach city	427.7
Williamsburg city	12.0
York, VA	57.3

1,521.0

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

ESTIMATED GROSS REVENUES

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$44,100	\$44,900	\$47,300	\$53,600	\$60,400	\$59,300	6.1%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-1.8%	\$61,200	\$65,300	\$67,900	\$72,000	\$76,600	5.3%

Revenue/Retail Sales	1996	2001	2006	Est. Breakout
Revenue/Capita	NA ^{1/}	\$3.56/1,000	\$4.07/1,000	Local 83%
	\$29.47	\$38.99	\$49.08	National 17%

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	1,496.4	1,521.0	0.3%	1,521.0	1,560.6	0.5%
Households	535.3	550.6	0.6%	550.6	574.7	0.9%
Retail Sales	NA ^{1/}	16,652.0	NA ^{1/}	16,652.0	18,824.4	2.5%
EBI ^{2/}	20,138.4	24,155.8	3.7%	24,155.8	28,092.4	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	759.0	146.7	62.0	98.7	126.6	120.0	95.1	109.8
Women (000)	762.0	141.0	60.9	77.7	116.8	121.1	100.4	144.0
Total	1,521.0	287.7	122.9	176.4	243.5	241.1	195.5	253.8
Percentage	100.0%	18.9%	8.1%	11.6%	16.0%	15.9%	12.9%	16.7%
Per Capita	\$ 15,882							
				Median Household	\$ 36,728		Avg Household	\$ 43,872
Ethnic Population:	White	63.3%	Black	32.5%	Asian	3.4%	Hispanic	3.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	12	3	17	18	19	37
Tot 12+	4.8	62.3	9.9	76.6	77.0	7.9	84.9
Avg 12+	1.6	5.2	3.3	4.5	4.3	0.4	2.3
Tot LCS	5.7	73.4	11.7	90.2	90.7	9.3	100.0
Avg LCS	1.9	6.1	3.9	5.3	5.0	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														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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
• WRJR	Claremont	D	670	20.0	0.01	i	Chesapeake-Portsmout	97	0105	950	1	Spanish	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WMBG	Williamsburg	D	740	0.5	0.01		Great Sounds Inc	59	8609	250		Nostalgia				0.0	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	3,000	0.99	5.1	3.1	3.4	4.6	5.0	4.5	3.7	4.0	5.0	
• WTAR	Norfolk	B	850	50.0	25.00	g	Sinclair Telecable	52	8707	725		Talk	1,150	1.39	1.4	1.1	1.0	1.6	1.4	1.3	1.2	1.1	1.3	
• WKGM	Smithfield	B	940	10.0	3.10		Baker Family Stns	74				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WPMH	Portsmouth	B	1010	5.0	0.45	i	ABC Radio Inc	72	0209	1,075	d1	Chrst/Talk				0.0	0.0	0.0	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			0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.4	0.2	
• WCKO	Norfolk	D	1110	50.0	0.00		Word Broadcasting	76	0209 p		g	Gospl/Talk			0.2	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	
• WJOI	Norfolk	C	1230	1.0	1.00	d	Saga Comm Inc	49	8607		c2	Adlt Stndrd	50	0.05	1.8	1.3	1.7	1.2	1.5	2.0	1.6	1.3	1.2	
• WTJZ	Newport News	B	1270	1.5	0.90	i	Chesapeake-Portsmout	47	9902	380	1	Gospel				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	550	0.77	1.2	0.9	0.6	1.0	0.8	0.8	1.0	1.1	1.2	
• WGPL	Portsmouth	B	1350	5.0	5.00	b	Willis Family Bcstg	42	9607	700		Gospel	400		0.1	0.0	0.0	0.7	0.0	0.0	0.5	0.0		
• WPCE	Portsmouth	C	1400	1.0	1.00	b	Willis Family Bcstg	64	9203	1,200		Gospel	650	0.64	1.7	1.6	1.2	0.9	0.5	1.3	1.4	1.1	2.0	
• WXGM	Gloucester	D	1420	0.7	0.06	h	Robinson Comm Ltd	57				AC				0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	
• WBVA	Bayside	C	1450	1.0	1.00	a	Cowan, Ronald, Jr	01	0103		cp	Talk/Sprts	375			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WBYM	Hampton	C	1490	1.0	1.00		Equity Bcstg Corp	48	8611	485		Country			0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	
• WVAB	Virginia Beach	D	1550	5.0	0.01	a	Cowan, Ronald, Jr	54	9202	150		News	450			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	
• WHKT	Portsmouth	B	1650	10.0	1.00	i	ABC Radio Inc	99	0209		d1	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		19	# Combos -		14	AM TOTALS						11.8	8.5	7.9	10.1	9.2	9.9	10.4	9.3	10.7
				AM & FM Stations Profiled -		37	# Duopolies -		14	Total Local Commercial Share						84.6	84.9	85.5	83.4	83.8	84.9	84.8	85.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 39

Revenue Rank: 24

Orlando, FL Market Overview



Metro Counties / Population (000)

Orange, FL	912.8
Osceola, FL	177.4
Seminole, FL	371.0

1,461.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES

Revenue/Retail Sales
Revenue/Capita

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
ESTIMATED GROSS REVENUES	\$73,600	\$81,500	\$95,800	\$107,400	\$118,800	\$113,100	9.0%
Δ 00 - 01	-4.8%						
	2002	2003	2004	2005	2006	Δ 01 - 06	
ESTIMATED GROSS REVENUES	\$121,900	\$131,100	\$140,300	\$148,700	\$158,400	7.0%	

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.89/1,000	\$5.71/1,000	Local 70%
Revenue/Capita	\$59.61	\$77.40	\$98.84	National 30%

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	1,234.7	1,461.2	3.4%	1,461.2	1,602.6	1.9%
Households	461.1	553.2	3.7%	553.2	612.5	2.1%
Retail Sales	NA ^{1/}	23,139.0	NA ^{1/}	23,139.0	27,762.2	3.7%
EBI ^{2/}	20,054.4	28,134.2	7.0%	28,134.2	37,364.4	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	719.3	126.0	58.3	71.6	116.0	118.7	100.3	128.6
Women (000)	741.9	121.2	56.6	69.4	109.8	120.9	104.6	159.4
Total	1,461.2	247.2	114.8	141.0	225.8	239.5	204.9	288.0
Percentage	100.0%	16.9%	7.9%	9.7%	15.5%	16.4%	14.0%	19.7%
Per Capita	\$ 19,254							
				Median Household	\$ 41,453		Avg Household	\$ 50,857
Ethnic Population:	White	79.7%	Black	16.0%	Asian	3.7%	Hispanic	18.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	1		14	15	15	19	34
Tot 12+	3.0		63.9	66.9	66.9	14.8	81.7
Avg 12+	3.0		4.6	4.5	4.5	0.8	2.4
Tot LCS	3.7		78.2	81.9	81.9	18.1	100.0
Avg LCS	3.7		5.6	5.5	5.5	1.0	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 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WWKA	Orlando	C	92.3	100.0	1490	c	Cox Radio Inc	52	9704		g1	Country	10,400	1.23	7.5	5.9	5.0	7.7	5.3	6.1	5.9	7.0	6.4
WCFB	Daytona Beach	C	94.5	100.0	1470	c	Cox Radio Inc	47	9704		g1	Urban AC	4,800	0.79	5.4	5.2	4.8	4.6	5.4	5.8	4.5	3.6	4.3
WPYO	Apopka	A	95.3	2.9	472	c	Cox Radio Inc	68	9909	14,500		CHR/Rhymc	1,700	0.38	4.0	3.1	3.0	2.8	2.7	3.4	2.5	3.6	4.0
WHTQ	Orlando	C	96.5	100.0	1490	c	Cox Radio Inc	52	9612		sw	Clsc Rock	6,000	1.56	3.4	3.2	2.8	2.9	2.9	2.2	3.5	3.2	2.6
WNUE	Titusville	C1	98.1	100.0	476	c	Mega Comm Inc	68	0008	15,000		Span/Dance	3,000	1.02	2.6	3.3	2.8	2.5	2.8	2.0	1.9	2.2	2.7
WMMO	Orlando	C2	98.9	44.0	522	c	Cox Radio Inc	90	9612		sw	Soft Rock	7,500	1.33	5.0	4.6	3.8	4.0	4.5	3.5	5.1	4.5	3.8
WSHE	Orlando	C	100.3	100.0 cp	1499	d	Clear Channel Comm	71	9712		g3	Oldies	6,000	0.98	5.4	3.3	4.2	3.3	4.1	3.9	5.0	4.8	4.6
WJRR	Cocoa Beach	C	101.1	100.0	1598	d	Clear Channel Comm	62	9712		g3	Rock	4,900	0.92	4.7	3.0	3.7	2.8	4.4	2.9	3.5	4.8	4.8
WJHM	Daytona Beach	C	101.9	61.0	1585	b	Infinity Bcstg	67	0008		g2	Rhymc/CHR	6,200	0.90	6.1	7.3	7.1	7.2	5.7	5.8	3.9	5.1	5.9
WLOQ	Winter Park	C3	103.1	14.0	440		Gross	66	7706			Smooth Jazz	5,300	0.90	5.2	4.2	4.4	3.6	3.9	4.5	5.7	3.7	3.6
WTKS	Cocoa Beach	C	104.1	100.0	1598	d	Clear Channel Comm	61	9712		g3	Talk	9,300	1.07	7.7	6.4	4.5	8.2	7.3	5.9	6.5	7.2	6.4
WOMX	Orlando	C	105.1	100.0	1598	b	Infinity Bcstg	67	0008		g2	Mix AC	10,100	1.42	6.3	4.2	5.7	4.3	3.2	5.4	6.1	4.8	5.0
WOCL	Deland	C	105.9	100.0	1581	b	Infinity Bcstg	67	0008		g2	Alternative	7,100	1.43	4.4	3.0	3.3	3.4	3.9	4.0	3.9	4.4	2.7
WXXL	Tavares	C1	106.7	27.5 cp	1585	d	Clear Channel Comm	69	0008		g	CHR	9,400	1.15	7.2	5.5	4.9	5.1	5.1	6.9	5.3	6.1	6.3
WMGF	Mount Dora	C	107.7	100.0	1585	d	Clear Channel Comm	66	9712		g3	Soft AC	8,800	1.02	7.6	6.6	6.9	7.8	8.0	6.1	5.5	7.0	7.3
# FM Stations -					15	# Combos -					13	FM TOTALS			82.5	68.8	66.9	70.2	69.2	68.4	68.8	72.0	70.4

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 39

Revenue Rank: 24

Orlando, FL Market Overview



Metro Counties / Population (000)

Orange, FL	912.8
Osceola, FL	177.4
Seminole, FL	371.0

1,461.2

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$73,600	\$81,500	\$95,800	\$107,400	\$118,800	\$113,100
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.8%	\$121,900	\$131,100	\$140,300	\$148,700	\$158,400	7.0%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$4.89/1,000	\$5.71/1,000	Local	70%		
Revenue/Capita	\$59.61	\$77.40	\$98.84	National	30%		

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	1,234.7	1,461.2	3.4%	1,461.2	1,602.6	1.9%
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Retail Sales	NA ^{1/}	23,139.0	NA ^{1/}	23,139.0	27,762.2	3.7%
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Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	719.3	126.0	58.3	71.6	116.0	118.7	100.3	128.6
Women (000)	741.9	121.2	56.6	69.4	109.8	120.9	104.6	159.4
Total	1,461.2	247.2	114.8	141.0	225.8	239.5	204.9	288.0
Percentage	100.0%	16.9%	7.9%	9.7%	15.5%	16.4%	14.0%	19.7%
Per Capita	\$ 19,254			Median Household	\$ 41,453		Avg Household	\$ 50,857
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Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		14	15	15	19	34
Tot 12+	3.0		63.9	66.9	66.9	14.8	81.7
Avg 12+	3.0		4.6	4.5	4.5	0.8	2.4
Tot LCS	3.7		78.2	81.9	81.9	18.1	100.0
Avg LCS	3.7		5.6	5.5	5.5	1.0	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 Daytona Beach and Melbourne.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
	WFLF	Pine Hills	B	540	50.0	d	Clear Channel Comm	55	9712		g3	News/Talk	1,500	0.58	2.3	2.1	2.1	1.7	2.4	2.9	2.7	1.8	0.5	
	WDBO	Orlando	B	580	5.0	c	Cox Radio Inc	24	9704		g1	Talk	4,900	0.68	6.4	5.4	5.1	5.1	5.4	5.4	4.7	4.9	6.8	
●	WORL	Altamonte	B	660	1.0		Floyco Inc		86			Nws/Tlk/Inf				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	WQTM	Orlando	B	740	50.0	d	Clear Channel Comm	47	9712		g3	Sports	1,750	1.03	1.5	1.1	0.9	1.3	1.3	1.0	1.6	1.1	1.4	
●	WTLN	Orlando	B	950	12.0	e	Moffit, Thomas H, Jr	40	9808	500		Chrst/Talk	400		0.8	0.6	0.9	0.7	0.6	0.7	0.6	0.6	0.9	
	WDYZ	Orlando	B	990	50.0		ABC Radio Inc	47	0102	5,000		Children	200			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
	WONQ	Oviedo	B	1030	10.0	f	Florida Bcstrs		92			Spanish	1,000	0.74	1.2	0.8	1.0	0.7	0.9	1.5	1.0	1.0	0.7	
●	WHOO	Kissimmee	D	1080	10.0	a	Genesis Comm Inc	64	9911	1,800		Sports	225	0.09	2.3	0.7	1.4	1.8	1.7	1.2	2.3	2.2	2.1	
	WRMQ	Orlando	D	1140	5.0	f	Florida Bcstrs		85			Spanish	500		0.9	0.6	0.7	1.0	0.9	0.5	0.6	1.0	0.8	
●	WIXL	Pine Castle-Sky	D	1190	5.0 cp	a	Genesis Comm Inc	77	0003	2,100		BusNw/Talk	375		0.1	0.0	0.0	0.4	0.4	0.5	0.0	0.0	0.0	
●	WOTS	Kissimmee	D	1220	1.0	g	J&V Comm Inc	78	9902	450		Spanish				0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
	WRLZ	Eatonville	B	1270	5.0		Radio Luz Inc	57	9603	382		Spanish	600		0.7	0.9	1.1	0.9	0.5	0.5	0.5	0.5	1.0	
	WSDO	Sanford	C	1400	1.0	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	g	J&V Comm Inc	54	9411	300		Spanish	200			0.4	0.0	0.5	0.4	0.0	0.0	0.0	0.0	
●	WUNA	Ocoee	D	1480	1.0		Multicultural Bcstg	62	0005		g	Ethnc/Span				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
●	WHIM	Apopka	D	1520	5.0	e	Moffit, Thomas H, Jr		64			Christian				0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	
●	WNTF	Bithlo	D	1580	10.0 cp		Rama Comm Inc	74	0206 p		g	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
●	WOKB	Winter Garden	D	1600	2.2 cp	h	Rama Comm Inc	58	9310		g	Urban/Gospl	700	0.48	1.3	1.4	0.8	0.7	0.8	1.2	1.8	0.7	0.7	
	WTIR	Winter Garden	B	1680	10.0	h	Rama Comm Inc		99			Nws/Tlk/Inf				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	# AM Stations -				19	# Combos -				14	AM TOTALS					17.5	14.6	14.8	14.8	15.7	15.4	15.8	13.8	14.9
	AM & FM Stations Profiled -				34	# Duopolies -				13	Total Local Commercial Share					83.4	81.7	85.0	84.9	83.8	84.6	85.8	85.3	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 40

Revenue Rank: 30

Indianapolis, IN Market Overview



Metro Counties / Population (000)

Boone, IN	46.7
Hamilton, IN	188.3
Hancock, IN	56.1
Hendricks, IN	106.2
Johnson, IN	117.2
Marion, IN	865.2
Morgan, IN	67.5
Shelby, IN	43.7
Total	1,490.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$66,800	\$70,000	\$80,200	\$85,200	\$91,600	\$90,700	6.3%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
Gross Revenues	-1.0%	\$95,500	\$98,900	\$105,800	\$109,000	\$116,100	5.1%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.89/1,000	\$4.10/1,000	Local 82%
Revenue/Capita	\$49.18	\$60.84	\$74.13	National 18%

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	1,358.4	1,490.9	1.9%	1,490.9	1,566.2	1.0%
Households	524.2	587.0	2.3%	587.0	628.4	1.4%
Retail Sales	NA ^{1/}	23,288.1	NA ^{1/}	23,288.1	28,322.8	4.0%
EBI ^{2/}	23,199.8	31,345.4	6.2%	31,345.4	41,201.0	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	720.9	137.2	64.8	60.6	108.7	119.1	104.7	126.0
Women (000)	770.0	131.5	62.0	63.9	110.6	125.2	109.8	167.0
Total	1,490.9	268.7	126.8	124.5	219.4	244.3	214.4	292.9
Percentage	100.0%	18.0%	8.5%	8.3%	14.7%	16.4%	14.4%	19.6%
Per Capita	\$ 21,025							
				Median Household	\$ 45,290		Avg Household	\$ 53,399
Ethnic Population:	White 83.0%	Black 15.0%	Asian 1.6%				Hispanic 2.9%	

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+	20.7	55.9		73.9	76.6	10.8	87.4
Avg 12+	2.3	5.6		5.3	4.0	1.1	3.0
Tot LCS	23.7	64.0		84.6	87.6	12.4	100.0
Avg LCS	2.6	6.4		6.0	4.6	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
WTTS	Bloomington	B	92.3	37.0	1089		Sarkes Tarzian Inc	60				AAA	2,600	0.92	3.1	2.8	2.1	2.2	1.7	2.5	3.4	2.8	2.4		
WNOU	Indianapolis	B	93.1	12.5	1024	b	Emmis	60	9406	26,000	c1	CHR	3,400	0.69	5.4	5.6	6.3	5.3	5.5	5.2	4.6	4.8	4.7		
WGRL	Noblesville	A	93.9	3.3	453	e	Susquehanna Radio	93	9706	4,300		80s Hits	900	0.99	1.0	2.6	2.7	3.5	1.1	0.7	1.3	0.7	0.7		
WFBQ	Indianapolis	B	94.7	58.0	804	c	Clear Channel Comm	59	0008		g	AOR	14,800	1.70	9.6	7.9	9.4	8.6	8.4	8.1	8.3	8.3	9.3		
WFMS	Indianapolis	B	95.5	13.0	991	e	Susquehanna Radio	57				Country	12,400	1.03	13.3	13.0	11.4	10.6	9.3	11.5	11.4	12.6	11.8		
WPZZ	Franklin	A	95.9	3.0	299	h	Pilgrim Comm LLC	61	9710		na	Talk	200			0.0	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	4,000	0.79	5.6	7.4	7.8	6.0	6.0	6.3	5.2	4.0	4.5		
WENS	Shelbyville	B	97.1	23.0	732	b	Emmis	64	8106	1,200		AC	6,400	1.28	5.5	2.8	2.8	3.0	3.8	4.7	4.5	4.7	5.5		
WXIR	Plainfield	A	98.3	3.0	299		Radio 1500	64	8010	800		ChrsContem	1,700	1.17	1.6	1.2	1.4	1.6	1.6	1.3	1.4	1.8	1.3		
WZPL	Greenfield	B	99.5	12.5	991	f	MyStar Comm Corp	62	9405	10,800		Hot AC	4,700	1.15	4.5	2.9	2.9	2.8	3.9	4.0	3.6	3.9	4.4		
WYJZ	Lebanon	A	100.9	6.0	328	g	Radio One Inc	67	0006		g3	Smooth Jazz	600	0.28	2.4	2.0	2.1	2.2	2.1	1.9	2.4	2.3	2.0		
WKLU	Brownsburg	A	101.9	3.7	253		Quinn Family	92				Clisc Rock	1,000	1.10	1.0	0.9	0.9	0.9	1.0	0.8	0.6	1.5	0.8		
WCBK	Martinsville	A	102.3	6.0	308	a	Mid-Amer Radio Grp	68	9709		sw	Country	250		0.4	1.0	0.0	0.5	0.5	0.4	0.5	0.0	0.5		
WRZX	Indianapolis	B	103.3	18.0	850	c	Clear Channel Comm	64	0008		g	Alternative	6,800	1.25	6.0	5.5	6.3	4.8	6.5	5.2	6.2	5.0	4.9		
WGLD	Indianapolis	B	104.5	50.0	492	e	Susquehanna Radio	41	9310	7,150		Oldies	6,400	0.98	7.2	7.3	6.6	6.3	6.8	7.0	6.1	6.5	6.0		
WYXB	Indianapolis	B	105.7	50.0	449	b	Emmis	68	9711	14,980	c2	Soft AC	3,400	0.96	3.9	4.2	4.3	4.8	5.6	5.5	4.7	1.6	2.0		
WTLC	Greenwood	A	106.7	6.0 cp	279	g	Radio One Inc	94	0006		g3	Urban/AC	1,100	0.18	6.8	4.3	5.4	4.9	5.1	5.8	5.9	6.0	6.3		
WEDJ	Danville	A	107.1	1.8	604	d	Continental Bcst Grp	75	9311		st	Spn/Nws/Me	700		0.8	0.5	0.4	0.7	0.0	0.5	0.6	1.0	0.9		
WTPI	Indianapolis	B	107.9	22.0	761	f	MyStar Comm Corp	84	9001	12,000		Lite Rock	5,500	1.17	5.2	4.3	3.8	4.8	3.7	3.8	4.6	5.4	4.7		
# FM Stations -					19	# Combos -					16	FM TOTALS					83.3	76.2	76.6	73.5	72.6	75.2	75.3	72.9	72.7

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
• WSYW	Indianapolis	D	810	0.3	0.00	d	Continental Bcst Grp	63	9311		st	Mexican	400		0.5	0.0	0.0	0.7	0.9	0.4	0.7	0.8	0.0		
• WXLW	Indianapolis	D	950	5.0	0.12	h	Pilgrim Comm LLC	48	9508	700		Sports	200		0.3	0.0	0.0	0.0	0.0	0.4	0.5	0.0	0.0		
WIBC	Indianapolis	B	1070	50.0	10.00	b	Emmis	38	9406		c1	Nws/Tlk/Spt	9,400	1.16	8.9	6.7	7.0	7.6	8.9	7.3	7.0	8.3	9.1		
WNDE	Indianapolis	B	1260	5.0	5.00	c	Clear Channel Comm	24	0008		g	Sports	1,900	1.00	2.1	1.3	1.4	2.2	1.9	1.8	1.7	1.8	2.2		
WTLC	Indianapolis	B	1310	5.0	1.00	g	Radio One Inc	41	0104		g	Black Gospl	1,000	0.61	1.8	1.6	1.9	2.0	1.2	0.8	1.6	1.5	2.4		
WXNT	Indianapolis	B	1430	5.0	5.00	f	MyStar Comm Corp	23	9405	575		News/Talk	900	0.35	2.8	0.0	0.5	1.0	1.6	2.9	2.3	2.4	2.5		
• WBRI	Indianapolis	D	1500	5.0	0.00		Amer Bible Radio	64				Religion			0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0		
WKWH	Shelbyville	B	1520	1.0	0.25		RSE Broadcasting	61	9912	250		Oldies				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	0.5	0.0	0.0	0.0		
# AM Stations -					10	# Combos -					7	AM TOTALS					16.6	9.6	10.8	13.5	14.9	14.5	13.8	14.8	16.2
AM & FM Stations Profiled -					29	# Duopolies -					6	Total Local Commercial Share						85.8	87.4	87.0	87.5	89.7	89.1	87.7	88.9

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 41

Revenue Rank: 36

Las Vegas, NV Market Overview



Metro Counties / Population (000)

Clark, NV	1,423.3
	1,423.3

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$45,700	\$53,700	\$63,100	\$72,400	\$83,000	\$81,900
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-1.3%	\$86,700	\$91,500	\$96,100	\$101,800	\$108,500	5.8%
	1996	2001	2006				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.79/1,000	\$3.55/1,000				Local 83%
Revenue/Capita	\$43.28	\$57.54	\$65.57				National 17%

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	1,055.9	1,423.3	6.2%	1,423.3	1,654.6
Households	406.8	555.0	6.4%	555.0	650.8	3.2%
Retail Sales	NA ^{1/}	21,626.2	NA ^{1/}	21,626.2	30,548.4	7.2%
EBI ^{2/}	17,395.2	27,004.3	9.2%	27,004.3	38,096.1	7.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	723.2	125.4	53.4	62.9	111.1	118.6	113.7	138.1
Women (000)	700.1	120.2	51.8	60.5	99.0	114.1	110.4	144.2
Total	1,423.3	245.5	105.1	123.4	210.2	232.7	224.1	282.3
Percentage	100.0%	17.2%	7.4%	8.7%	14.8%	16.4%	15.7%	19.8%
Per Capita	\$ 18,973							
				Median Household	\$ 39,448		Avg Household	\$ 48,656
Ethnic Population:	White	81.9%	Black	9.8%	Asian	7.0%	Hispanic	22.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		20	18	21	12	33
Tot 12+	0.0		76.4	76.4	76.4	9.4	85.8
Avg 12+	0.0		3.8	4.2	3.6	0.8	2.6
Tot LCS	0.0		89.0	89.0	89.0	11.0	100.0
Avg LCS	0.0		4.5	4.9	4.2	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

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
KOMP	Las Vegas	C	92.3	25.0	3688	b	66	7703			AOR	5,850	1.49	4.8	4.5	3.7	5.1	4.5	4.5	3.6	4.2	4.1	
KQOL	Las Vegas	C	93.1	24.0	3744	c	80	9905		g1	Oldies	3,700	0.82	5.5	5.1	4.5	4.8	5.2	5.2	4.6	3.9	5.2	
KADD	Laughlin	C1	93.5	2.8	1890		97	0110		st	Hot AC			0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
KMXP	Henderson	C	94.1	100.0	1161	d	71	0102		g2	Hot AC	5,600	1.10	6.2	4.0	4.0	4.2	5.3	5.9	5.2	5.0	5.1	
KWNR	Henderson	C	95.5	100.0	1161	c	72	9905		g1	Country	8,400	1.17	8.8	7.3	7.8	7.7	6.0	7.7	7.1	7.3	8.1	
KKLZ	Las Vegas	C	96.3	100.0	1175	g	84	0101		g3	Clsc Rock	3,100	1.18	3.2	3.1	2.9	3.3	2.8	3.3	2.2	3.1	2.3	
KXPT	Las Vegas	C	97.1	25.0	3675	b	61	9211	1,425	c2	Clsc Hits	4,750	1.14	5.1	2.2	3.0	2.5	4.2	4.6	4.3	5.1	3.6	
KVEG	Mesquite	C	97.5	100.0	1969						CHR/Dance			0.2	2.9	3.5	3.0	2.4	0.8	0.0	0.0	0.0	
KLUC	Las Vegas	C	98.5	100.0	1181	d	56	0102		g2	CHR	8,300	1.08	9.4	5.4	4.8	5.6	5.6	6.9	8.8	7.8	8.5	
KQMR	Indian Springs	C0	99.3	31.0	2264	f	00	0206 p		st	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KMZO	Henderson	C	100.5	100.0	1171	d	82	0102		g2	AC	5,800	1.51	4.7	4.4	3.8	2.8	4.8	3.1	4.4	4.4	4.3	
• KFMS	Las Vegas	C	101.9	100.0	1181	c	63	9905		g1	CHR	3,900	1.04	4.6	3.2	3.7	4.1	3.1	3.5	4.3	3.4	4.6	
KSTJ	Boulder City	C	102.7	99.0	1978	g	82	0101		g3	80s Hits	3,400	0.81	5.1	3.1	3.8	3.7	4.0	4.4	4.9	4.2	4.0	
KISF	Las Vegas	C	103.5	100.0	1158	f	89	0206 p		st	Mexican	4,300	1.01	5.2	6.0	7.6	6.1	4.8	4.9	4.2	5.0	3.7	
KJUL	North Las Vegas	C	104.3	24.5	3701	g	89	0101		g3	Nostalgia	3,500	0.46	9.2	7.3	8.1	6.4	8.2	8.4	6.8	9.3	7.0	
KBHQ	Moapa Valley	A	104.7	3.0	466	e					AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KRRN	Las Vegas	C2	105.1	50.0	36		93	0004	3,250		Spanish AC	1,200	0.73	2.0	1.5	2.0	3.4	1.3	2.0	1.7	2.0	1.0	
KOAS	Dolan Springs	C	105.7	98.0	1985	a	76	0010		c1	Smooth Jazz	100			2.0	1.4	1.6	2.1	0.0	0.0	0.0	0.0	
KSNE	Las Vegas	C	106.5	100.0	1155	c	87	9905		g1	Soft AC	6,200	1.13	6.7	6.4	4.9	5.8	6.0	5.2	5.9	4.9	7.0	
KXTE	Pahrump	C	107.5	24.5	3730	d	88	0102		g2	Alternative	5,600	1.05	6.5	5.8	5.0	6.3	5.5	5.3	4.8	5.8	6.4	
KVGS	Laughlin	C	107.9	98.0	1985	a	92	0010	7,190	c1	Urban	300		0.5	1.1	1.9	1.6	1.7	1.8	0.0	0.0	0.0	
# FM Stations - 21														# Combos - 18		FM TOTALS							
														87.8	75.3	76.4	78.0	77.5	77.5	73.1	75.4	74.9	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
KDWN	Las Vegas	B	720	50.0	50.00		75				Nws/Tlk/Spt	1,500	0.80	2.3	2.0	1.5	1.6	1.8	1.9	2.3	2.0	1.5	
• KXNT	North Las Vegas	B	840	50.0	25.00	d	86	0102		g2	News/Talk	2,000	0.56	4.4	4.3	3.3	3.6	4.2	3.2	3.8	4.4	3.8	
• KLSQ	Whitney	B	870	5.0	0.43	f	86	0206 p		st	Span/AdStd	500		0.7	0.7	1.4	1.0	1.2	1.2	0.6	0.6	0.0	
KBAD	Las Vegas	B	920	5.0	0.50	b	53	9211		c2	Sprts/Talk	650		0.6	0.8	0.5	0.6	1.0	0.5	0.0	0.7	0.8	
KNUU	Paradise	B	970	5.0	0.50		62	9807	1,500		News/Talk	900		0.9	0.9	0.4	0.8	0.6	0.8	0.7	0.8	0.7	
• KKVV	Las Vegas	D	1060	5.0	0.04		90				Chrst/Talk				0.0	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	56	0102		g2	Talk	500	0.56	1.1	0.8	1.0	0.8	0.8	0.8	0.9	1.1	0.9	
KLAV	Las Vegas	C	1230	1.0	1.00		47	9507	1,240		Info/Talk	550		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
• KDOX	Henderson	D	1280	5.0	0.03	e	56	9010	600	e	Mexican	500		0.7	1.0	0.9	0.0	0.5	0.6	0.4	0.5	0.9	
KRLV	Las Vegas	C	1340	1.0	1.00		47	0112	2,000		Nws/Tlk/Spt			0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
• KSHP	North Las Vegas	C	1400	1.0	1.00		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	40	6506			Sprts/News	800	0.81	1.2	0.6	0.4	1.0	0.9	1.0	0.9	1.1	1.0	
# AM Stations - 12														# Combos - 6		AM TOTALS							
														12.1	11.1	9.4	9.4	11.0	10.0	9.9	11.5	9.6	
AM & FM Stations Profiled - 33														# Duopolies - 10		Total Local Commercial Share							
														86.4	85.8	87.4	88.5	87.5	83.0	86.9	84.5		

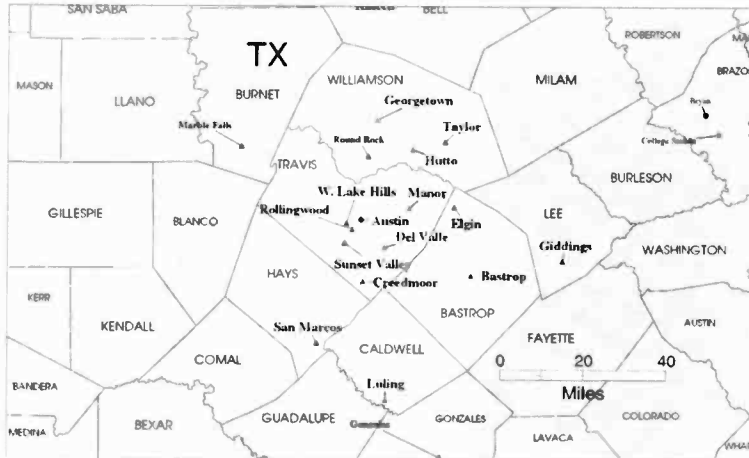
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 42

Revenue Rank: 32

Austin, TX Market Overview



Metro Counties / Population (000)

Bastrop, TX	59.2
Caldwell, TX	32.6
Hays, TX	100.0
Travis, TX	830.0
Williamson, TX	258.2
	<hr/>
	1,280.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$49,500	\$56,300	\$64,300	\$77,800	\$88,700	\$88,200
Δ 00 - 01		2002	2003	2004	2005	2006	Δ 01 - 06
	-0.6%	\$93,300	\$99,500	\$105,900	\$112,300	\$119,600	6.3%
		1996	2001	2006	Est. Breakout		
Revenue/Retail Sales		NA ^{1/}	\$2.87/1,000	\$2.90/1,000	Local	85%	
Revenue/Capita		\$48.98	\$68.91	\$82.86	National	15%	

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	1,010.7	1,280.0	4.8%	1,280.0	1,443.4
Households	390.6	503.0	5.2%	503.0	575.3	2.7%
Retail Sales	NA ^{1/}	30,770.1	NA ^{1/}	30,770.1	41,237.9	6.0%
EBI ^{2/}	16,628.0	27,725.6	10.8%	27,725.6	40,830.9	8.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	640.5	120.9	52.3	80.2	111.0	114.8	78.9	82.4
Women (000)	639.5	115.3	50.2	77.7	103.6	109.7	79.7	103.2
Total	1,280.0	236.2	102.5	157.9	214.6	224.5	158.6	185.6
Percentage	100.0%	18.5%	8.0%	12.3%	16.8%	17.5%	12.4%	14.5%
Per Capita	\$ 21,661			Median Household	\$ 34,040		Avg Household	\$ 55,120
Ethnic Population:	White	86.2%	Black	8.4%	Asian	4.1%	Hispanic	26.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		17	15	19	12	31
Tot 12+	1.3		65.6	64.7	66.9	9.6	76.5
Avg 12+	0.7		3.9	4.3	3.5	0.8	2.5
Tot LCS	1.7		85.8	84.6	87.5	12.5	100.0
Avg LCS	0.8		5.0	5.6	4.6	1.0	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	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
KQQQ	Hutto	A	92.1	1.7	449	e	Central Texas Radio	80	0104		nc	Tejano	150	0.14	1.2	0.4	0.5	0.4	0.8	1.0	1.0	0.6	1.1	
KKLB	Elgin	A	92.5	1.6	449	d	Garcia, Lorenzo	92				3 Tejano	850		0.8	0.0	0.8	0.5	0.8	0.5	0.4	0.9	0.6	
KXMG	Cedar Park	C	93.3	100.0 cp	1926	a	LBJs Bcstg LP	61	9711	80,000	d3	2 CHR/Rhymc	800	0.43	2.1	2.7	2.1	2.7	1.9	1.3	1.9	1.7	1.7	
KLBJ	Austin	C	93.7	97.0	1050	a	LBJs Bcstg LP	60	9711		d3	2 Rock	6,500	1.57	4.7	4.4	3.4	3.8	3.6	3.5	3.8	3.2	4.4	
KAMX	Luling	C	94.7	100.0	1306	c	Infinity Bcstg	87	0102		g1	Modem AC	6,800	1.45	5.3	3.8	3.7	4.5	3.4	4.0	3.9	4.5	4.3	
KKMJ	Austin	C1	95.5	50.0	1306	c	Infinity Bcstg	68	0102		g1	Soft Rock	8,700	1.49	6.6	4.9	4.3	5.7	4.9	3.2	6.4	5.8	5.2	
• KHFI	Georgetown	C1	96.7	100.0	951	b	Clear Channel Comm	72	9303	3,500		Top 40	4,600	0.98	5.3	4.5	3.5	3.5	3.6	2.8	4.7	4.0	5.1	
• KVET	Austin	C1	98.1	62.0 cp	1198	b	Clear Channel Comm	50	0008		g	Country	5,800	1.11	5.9	5.2	5.2	5.1	6.4	4.7	4.8	4.6	4.5	
KHHL	Leander	C2	98.9	40.0 cp	404	f	Amigo Bcstg LP	76	0203	22,000		Rock AC	750	0.71	1.2	4.1	5.6	3.3	1.1	1.2	1.3	0.8	0.6	
• KASE	Austin	C	100.7	100.0	1191	b	Clear Channel Comm	69	0008		g	Country	11,000	1.25	10.0	8.5	8.0	8.2	7.3	8.7	8.5	6.2	8.1	
KROX	Buda	C2	101.5	12.5 cp	843	a	LBJs Bcstg LP	84	9711		d3	2 Alternative	5,300	0.95	6.3	3.5	5.3	5.2	4.4	5.3	5.6	4.2	4.8	
KPEZ	Austin	C2	102.3	26.0	686	b	Clear Channel Comm	76	8205	1,600		Clsc Rock	3,800	1.03	4.2	3.2	3.7	2.6	3.1	3.7	2.7	3.0	3.6	
KEYI	San Marcos	C	103.5	100.0	1257		Sinclair Telecabl	71	0106	22,500	2	Oldies	3,600	0.80	5.1	4.3	3.5	4.2	4.7	3.7	3.9	4.4	4.1	
KQBT	Taylor	C2	104.3	48.0	492	c	Infinity Bcstg	75	0102		g1	CHR	6,100	0.74	9.3	6.4	6.7	7.2	5.5	7.4	6.7	7.5	7.4	
KXXS	Marble Falls	C2	104.9	9.5	804	f	Amigo Bcstg LP	84	0006	7,650		Mexican	500	0.33	1.7	1.2	0.8	0.9	3.2	2.5	1.1	1.2	0.4	
KFMK	Round Rock	C2	105.9	4.5	1303	b	Clear Channel Comm	98	0008		g	Oldies	3,400	0.79	4.9	2.9	3.5	3.0	2.8	3.6	3.5	3.9	4.3	
KQQT	Gonzales	C3	106.3	15.0	423	e	Central Texas Radio	86	0104		nc	Tejano			0.1	0.1	0.1	0.1	0.5	0.1	0.0	0.1	0.1	
KGSR	Bastrop	C2	107.1	39.0	499	a	LBJs Bcstg LP	86	9711		d3	2 AAA	6,100	1.21	5.7	4.4	4.6	3.2	4.0	4.9	4.3	4.0	4.6	
• KTND	Georgetown	C3	107.7	25.0	328		Simmons Media Group	91	9710	2,000	1	Alternative	1,400	0.55	2.9	1.6	1.6	1.3	1.0	2.4	2.3	3.2	1.1	
# FM Stations -													19	# Combos -		17	FM TOTALS							
													83.3	66.1	66.9	65.4	63.0	64.5	66.8	63.8	66.0			

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio	Summer 2002		Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
KLBJ	Austin	B	590	5.0	1.00	a	LBJs Bcstg LP	39	9711		d3	2 News/Talk	6,700	1.00	7.6	5.4	5.5	5.6	6.3	5.7	5.8	6.0	6.3	
KIXL	Del Valle	B	970	1.0	1.00		KIXL Bcstg Corp	59	9506	1,400		Chrst/Talk	900		0.9	0.5	0.8	0.9	0.8	0.8	1.1	0.5	0.5	
• KFIT	Lockhart	D	1060	2.0	0.00		Onyx Bcstg Co	67	9106	400		Gospel	300		0.6	0.0	0.0	0.4	0.0	0.5	0.5	0.4	0.4	
• KWNX	Taylor	D	1260	1.0	0.14		Sendero Multimedia	48	0005			1 News/Talk	400		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	
KVET	Austin	B	1300	5.0	1.00	b	Clear Channel Comm	46	0008	290		Sports	1,900	0.83	2.6	1.8	1.4	1.4	2.3	1.9	2.2	2.2	1.9	
KJCE	Rollingwood	B	1370	5.0	0.50	c	Infinity Bcstg	58	0102		g1	Talk	300	0.34	1.0	1.2	0.0	0.0	1.0	0.7	1.0	0.6	1.0	
KELG	Manor	B	1440	0.8 cp	0.50	d	Garcia, Lorenzo	81	8508	262		3 Mexican	1,100	0.89	1.4	0.4	0.9	0.9	0.7	1.3	0.4	1.2	1.6	
• 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	
KFON	Austin	C	1490	1.0	1.00		Pecan Partners	22	0008	1,100	3	Mexican	300		0.7	1.1	0.6	0.9	0.6	1.0	0.7	0.6	0.0	
• KQQA	Creedmoor	D	1530	10.0 cp	0.01		Yellow Rose Comm	62	9701	623		Spanish	50	0.05	1.1	0.9	0.4	1.6	1.6	1.1	0.6	0.5	1.1	
• KTXZ	West Lake Hills	B	1560	2.5	2.50	d	Garcia, Lorenzo	82	9506	342	3	Span/Top40	100		0.5	0.4	0.0	0.5	0.4	0.0	0.4	0.4	0.8	
• KOKE	Pflugerville	B	1600	5.0	0.70	f	Amigo Bcstg LP	00	0206 p	3,000		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -													12	# Combos -		6	AM TOTALS							
													16.6	11.7	9.6	12.2	13.7	13.0	12.7	12.4	14.1			
AM & FM Stations Profiled -													31	# Duopolies -		9	Total Local Commercial Share							
													77.8	76.5	77.6	76.7	77.5	79.5	76.2	80.1				

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

Metro Rank: 43

Revenue Rank: 54

Greensboro-Winston Salem-High Point, NC Market



Metro Counties / Population (000)

Alamance, NC	132.5
Davidson, NC	148.8
Davie, NC	35.4
Forsyth, NC	309.1
Guilford, NC	426.6
Randolph, NC	132.2
Stokes, NC	45.3
Yadkin, NC	36.8
Total	1,266.7

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

ESTIMATED GROSS REVENUES ★★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$35,900	\$38,400	\$45,000	\$46,900	\$48,600	\$43,300	3.8%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
Gross Revenues	-10.9%	\$45,500	\$48,500	\$51,700	\$54,800	\$58,400	6.2%

Revenue/Retail Sales Revenue/Capita

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.54/1,000	\$3.07/1,000	Local 85%
Revenue/Capita	\$31.77	\$34.18	\$43.50	National 15%

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	1,129.9	1,266.7	2.3%	1,266.7	1,342.5	1.2%
Households	448.8	510.2	2.6%	510.2	549.8	1.5%
Retail Sales	NA ^{1/}	17,027.7	NA ^{1/}	17,027.7	19,018.3	2.2%
EBI ^{2/}	16,694.2	21,847.7	5.5%	21,847.7	26,749.1	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	607.7	97.5	50.0	59.7	85.3	100.8	94.9	119.5
Women (000)	659.0	93.0	48.3	63.7	85.5	106.6	100.7	161.2
Total	1,266.7	190.5	98.4	123.5	170.8	207.3	195.6	280.7
Percentage	100.0%	15.0%	7.8%	9.7%	13.5%	16.4%	15.4%	22.2%
Per Capita	\$ 17,248			Median Household	\$ 33,854		Avg Household	\$ 42,822
Ethnic Population:	White 76.9%	Black 20.8%	Asian 1.6%	Hispanic 5.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		14	13	15	27	42
Tot 12+	0.7		65.4	64.7	66.1	9.9	76.0
Avg 12+	0.7		4.7	5.0	4.4	0.4	1.8
Tot LCS	0.9		86.1	85.1	87.0	13.0	100.0
Avg LCS	0.9		6.1	6.5	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

Some stations also rated in Charlotte and Raleigh-Durham.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																2002	2002	2002	2001	2001	2001	2001	2000	
WKRR	Asheboro	C	92.3	100.0	1289	c	Dick Bcstg Co Inc	48	8503	2,000		Clsc Rock	2,800	1.20	5.4	4.1	4.6	3.5	3.4	3.2	4.6	4.0	4.5	
WMQX	Winston-Salem	C	93.1	100.0	1099	b	Entercom	47	9912		g3	Oldies	3,400	0.97	8.1	6.2	7.7	6.8	6.3	6.4	6.5	5.5	6.1	
WTHZ	Lexington	C	94.1	100.0	1014	a	Davidson Cnty Bcstg	49				80s Hits	600	0.40	3.5	2.1	1.2	2.4	2.5	3.1	3.3	3.2	1.0	
WWCC	Eden	C1	94.5	91.0	981	f	Clear Channel Comm	49	9607		g1	Country	1,700	1.40	2.8	1.0	1.4	1.7	2.0	1.4	1.8	1.7	3.7	
WQMG	Greensboro	C	97.1	100.0	1230	b	Entercom	62	9912		g3	Urban	4,400	1.02	10.0	6.9	7.4	7.5	7.2	8.2	7.3	7.4	7.3	
WBRF	Galax	C	98.1	96.0	1755		Blue Ridge Radio	61				Country	200	0.29	1.6	1.0	0.7	0.8	0.9	1.1	1.4	1.3	0.9	
WIST	Thomasville	A	98.3	1.7	420	i	GHB Bcstg	49	9701	925		Nostalgia	200	0.33	1.4	1.1	0.7	0.8	0.9	1.4	0.5	1.3	1.0	
WOZN	Greensboro	C	98.7	100.0	1037	b	Entercom	58	0202	20,500	c1	Modern AC	2,900	1.42	4.7	3.1	4.1	3.0	3.0	3.2	2.8	4.4	3.8	
WMAG	High Point	C	99.5	100.0	1496	f	Clear Channel Comm	46	0008		g	AC	4,500	1.27	8.2	6.5	5.5	6.1	7.5	6.0	6.4	6.0	6.4	
WVBZ	High Point	C0	100.3	100.0 cp	1125	f	Clear Channel Comm	53	0008		g	Rock	1,900	0.69	6.4	4.6	3.5	4.9	3.6	5.0	5.0	4.0	5.3	
WKXU	Burlington	C	101.1	100.0	1191	d	Curtis Media Group	46	9001	See (46)		Country	n/a		2.3	1.3	1.9	2.1	1.7	1.4	1.8	2.2	1.7	
WJMH	Reidsville	C	102.1	100.0	1204	b	Entercom	48	9912		g3	Urban	4,000	0.80	11.6	9.0	8.8	8.3	8.2	9.6	7.8	8.6	9.0	
WTQR	Winston-Salem	C	104.1	100.0	1453	f	Clear Channel Comm	47	9607		g1	Country	7,100	1.49	11.0	9.4	10.1	8.2	7.9	7.5	8.8	8.6	8.4	
WEND	Salisbury	C1	106.5	84.0	1047		Clear Channel Comm	46	0109			Alternative	n/a		1.8	1.6	1.4	2.2	2.2	1.8	1.3	1.2	1.1	
WKZL	Winston-Salem	C	107.5	100.0	994	c	Dick Bcstg Co Inc	72	9210	6,500	g	CHR	3,800	0.99	8.9	5.8	7.1	5.7	6.2	7.1	7.6	5.9	6.4	
# FM Stations -					15	# Combos -					12	FM TOTALS				87.7	63.7	66.1	64.0	63.5	66.4	66.9	65.3	66.6

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Metro Rank: 43

Revenue Rank: 54

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Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
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	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-10.9%	\$45,500	\$48,500	\$51,700	\$54,800	\$58,400	6.2%

Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout Local 85% National 15%
	NA ^{1/}	\$2.54/1,000	\$3.07/1,000	
	\$31.77	\$34.18	\$43.50	

Demographic and Economic Overview

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

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Women (000)	659.0	93.0	48.3	63.7	85.5	106.6	100.7	161.2
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Percentage	100.0%	15.0%	7.8%	9.7%	13.5%	16.4%	15.4%	22.2%
Per Capita	\$ 17,248							
				Median Household	\$ 33,854		Avg Household	\$ 42,822
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Avg 12+	0.7		4.7	5.0	4.4	0.4	1.8
Tot LCS	0.9		86.1	85.1	87.0	13.0	100.0
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														Avg '01																				
														Local	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall												
AM Stations	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	2001 Est Revenue (000)1/	Power Ratio	Comm	2002	2002	2002	2001	2001	2001	2001	2000											
WSJS	Winston-Salem	B	600	5.0	5.00	e	Infinity Bcstg	30	0008		g2	Nws/Tlk/Spt	2,900	1.22	5.5	3.4	3.3	4.5	4.4	4.7	4.0	3.9	4.1											
• 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											
• WTNC	Thomasville	D	790	2.5	0.03	i	GHB Bcstg	47	0009	350		Gospel	800		0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.4	0.0											
WTRU	Kernersville	B	830	50.0	10.00	g	Truth Bcstg	70	0008		g	RlgMs/CCtm				0.0	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		0.1	0.0	0.0	0.6	0.0	0.0	0.4	0.0	0.0											
• WAAA	Winston-Salem	D	980	1.0	0.00		Media Bcstg	50	5609			Gsp/Jaz/R&B	100		0.7	0.4	0.0	0.0	0.0	0.0	0.4	0.9	0.9											
• WSGH	Lewisville	D	1040	9.1	0.18	h	Baker Family Stns	86				Spanish	300	0.58	1.2	1.1	0.5	0.0	0.7	0.7	0.0	2.4	0.6											
• 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	150			0.0	0.5	0.0	0.0	0.0	0.0	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		Variety			0.3	0.0	0.0	0.6	0.0	0.5	0.0	0.0	0.4											
WSML	Graham	B	1200	10.0	1.00	e	Infinity Bcstg	67	0008		g2	Nws/Tlk/Spt			0.3	0.1	0.1	0.3	0.2	0.1	0.3	0.3	0.2											
WMFR	High Point	C	1230	1.0	1.00	e	Infinity Bcstg	35	0008		g2	Nws/Tlk/Spt	500	1.05	1.1	0.0	0.0	0.6	0.7	0.7	0.8	0.9	0.8											
WKXR	Asheboro	B	1260	5.0	0.50		Randolph Bcstg	47	8606	500		Country				0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0											
WCOG	Greensboro	B	1320	5.0 cp	5.00	g	Truth Bcstg	48	9906	500		Children	50			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			0.8	1.0	0.5	1.1	1.4	0.6	0.5	0.5	0.8											
WTOB	Winston-Salem	B	1380	5.0	2.50	g	Truth Bcstg	47	9611			Spn/Nws/Tlk			0.1	0.3	1.0	0.0	0.0	0.4	0.0	0.0	0.0											
WKEW	Greensboro	C	1400	1.0	1.00	g	Truth Bcstg	42	0009			Gospel	250		0.4	0.8	1.0	0.9	1.1	0.6	0.5	0.0	0.0											
WLXN	Lexington	B	1440	5.0	1.00	a	Davidson Cnty Bcstg	46				Nws/Tlk/Spt				0.0	0.0	0.0	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				0.8	1.2	0.0	0.0	0.0	0.0	0.0	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	0.0											
• WEAL	Greensboro	D	1510	1.0	0.00	b	Entercom	62	9912		g3	Gospel	175	0.24	1.7	1.6	0.8	0.8	0.8	0.8	0.8	1.1	1.1	2.1										
• WDSL	Mocksville	D	1520	5.0	0.00		Davie Bcstg Inc	64	9810	30		BIGrs/Cntry	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0											
• WBFJ	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	0.0											
• WOKX	High Point	D	1590	1.4	0.01		Eastern Bcstg Gr Inc	53	0208 p	417	al	Gospl/Inspr	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0											
# AM Stations -														27	# Combos -		15	AM TOTALS								12.3	9.5	9.9	9.4	9.3	9.1	8.0	10.4	9.9
AM & FM Stations Profiled -														42	# Duopolies -		11	Total Local Commercial Share								73.2	76.0	73.4	72.8	75.5	74.9	75.7	76.5	

• 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	456.0
Orleans, LA	483.8
St. Bernard, LA	67.3
St. Charles, LA	48.5
St. John the Baptist	43.3
St. Tammany, LA	194.8
Total	1,293.7

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$47,200	\$49,800	\$54,400	\$59,400	\$61,400	\$60,400
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$4.09/1,000	\$5.00/1,000	Local	84%	National	16%
Δ 00 - 01	-1.6%	\$63,300	\$67,500	\$71,900	\$76,200	\$81,100	Δ 01 - 06
							6.1%

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	1,270.4	1,293.7	0.4%	1,293.7	1,294.7
Households	467.9	487.4	0.8%	487.4	496.9	0.4%
Retail Sales	NA ^{1/}	14,778.5	NA ^{1/}	14,778.5	16,207.9	1.9%
EBI ^{2/}	17,231.6	21,020.6	4.1%	21,020.6	24,989.7	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	619.7	124.6	60.3	55.2	86.4	101.5	84.8	106.9
Women (000)	674.0	119.8	59.2	58.5	90.5	108.6	92.6	144.9
Total	1,293.7	244.5	119.4	113.8	176.9	210.0	177.4	251.7
Percentage	100.0%	18.9%	9.2%	8.8%	13.7%	16.2%	13.7%	19.5%
Per Capita	\$ 16,248							
Ethnic Population:	White	58.7%	Black	38.3%	Asian	2.4%	Hispanic	4.5%

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		72.0	70.8	72.1	15.0	87.1
Avg 12+	0.1		4.5	5.1	4.0	0.9	2.5
Tot LCS	0.1		82.7	81.3	82.8	17.2	100.0
Avg LCS	0.1		5.2	5.8	4.6	1.0	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

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)				
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
WCKW	Laplace	C	92.3	100.0	1946	d	222 Corp	66				Hot AC	1,800	0.99	3.0	1.9	1.5	1.5	1.5	2.2	2.7	3.3	2.2	
WQUE	New Orleans	C	93.3	100.0	984	c	Clear Channel Comm	49	8409		g2	Urban	6,500	0.71	15.1	12.7	12.6	13.0	13.2	13.1	13.4	13.2	13.1	
WTIX	Galliano	C1	94.3	100.0	981		Fleur de Lls Bcstg	75	9509	800		Oldies	400		0.8	0.7	1.3	1.0	0.9	0.7	1.0	0.4	0.7	
● WXXF	Lacombe	A	94.7	5.2	348	e	Wilks Bcstg LLC	96	0209	3,950	d2	Rock			0.1	0.2	0.1	0.2	0.3	0.0	0.0	0.3	0.0	
● WXXM	Reserve	C3	94.9	13.5	440	e	Wilks Bcstg LLC	92	0209		d2	Rock	350	0.36	1.6	0.5	0.6	0.9	1.5	1.6	1.1	1.6	1.4	
WTKL	New Orleans	C	95.7	100.0	984	a	Entercom	53	9912		g3	Oldies	3,600	0.95	6.3	5.8	5.0	5.6	4.7	5.3	5.7	5.5	5.5	
WEZB	New Orleans	C	97.1	100.0	984	a	Entercom	45	9912		g3	CHR	3,000	0.84	5.9	4.9	4.4	5.3	4.5	4.6	4.9	6.2	5.0	
WYLD	New Orleans	C1	98.5	100.0	902	c	Clear Channel Comm	71	9303	7,500	c1	Urban AC	5,200	0.99	8.7	8.5	9.1	8.2	8.0	8.1	6.7	8.2	7.4	
● WRNO	New Orleans	C	99.5	100.0	1004	e	Clear Channel Comm	67	0208	12,500	sw	Clsc Rock	3,500	1.26	4.6	3.5	3.6	3.6	3.3	4.4	4.3	3.5	3.7	
WNOE	New Orleans	C	101.1	100.0	1004	c	Clear Channel Comm	68	9607		g1	Country	4,350	1.06	6.8	5.6	6.7	5.4	5.5	6.0	6.2	5.6	6.0	
WLMG	New Orleans	C	101.9	100.0	984	a	Entercom	70	9912		g3	Soft AC	4,500	1.05	7.1	6.4	6.4	6.6	6.5	6.3	5.8	6.0	6.8	
KMEZ	Belle Chasse	C3	102.9	4.7	604	e	Wilks Bcstg LLC	90	0203		d1	Urban/Oldes	2,400	0.64	6.2	6.5	8.0	6.0	5.7	5.2	5.6	5.3	5.5	
● KSTE	Houma	C	104.1	100.0	1946	c	Clear Channel Comm	68	9702	6,750		Hot AC	1,350	0.89	2.5	1.2	1.1	1.1	1.5	1.6	2.3	2.3	2.7	
KNOU	Empire	C2	104.5	7.8	850		On Top Comm Inc	01	0207 p	8,500		Urban CHR	100		0.5	2.6	2.8	1.9	1.7	1.9	0.0	0.0	0.0	
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	3,600	1.27	4.7	3.5	4.4	3.8	3.2	5.0	4.2	3.4	3.7	
WKSJ	Picayune	C2	106.1	50.0 cp	492		Guaranty Bcstg Co	73	9705	2,000		Soft AC			0.1	0.4	0.6	0.4	0.4	0.0	0.0	0.4	0.0	
KKND	Port Sulphur	C1	106.7	100.0	981	e	Wilks Bcstg LLC	85	0208		sw	Modern Rock	3,650	1.18	5.1	3.7	3.9	3.9	5.1	4.5	4.7	3.9	4.6	
# FM Stations -					18	# Combos -					14	FM TOTALS				79.1	68.6	72.1	68.4	67.5	70.5	68.6	69.1	68.3

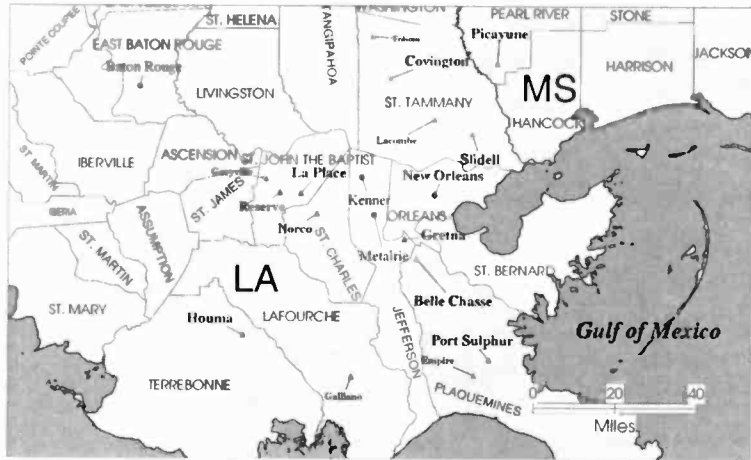
● Indicates a change since last edition

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	456.0
Orleans, LA	483.8
St. Bernard, LA	67.3
St. Charles, LA	48.5
St. John the Baptist	43.3
St. Tammany, LA	194.8
Total	1,293.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$47,200	\$49,800	\$54,400	\$59,400	\$61,400	\$60,400
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$4.09/1,000	\$5.00/1,000	Local	84%	National	16%
	\$37.15	\$46.69	\$62.64				

Demographic and Economic Overview

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

MSA Population	1996	2001	Growth Rate	2001	2006	Growth Rate
		1,270.4	1,293.7	0.4%	1,293.7	1,294.7
Households	467.9	487.4	0.8%	487.4	496.9	0.4%
Retail Sales	NA ^{1/}	14,778.5	NA ^{1/}	14,778.5	16,207.9	1.9%
EBI ^{2/}	17,231.6	21,020.6	4.1%	21,020.6	24,989.7	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	619.7	124.6	60.3	55.2	86.4	101.5	84.8	106.9
Women (000)	674.0	119.8	59.2	58.5	90.5	108.6	92.6	144.9
Total	1,293.7	244.5	119.4	113.8	176.9	210.0	177.4	251.7
Percentage	100.0%	18.9%	9.2%	8.8%	13.7%	16.2%	13.7%	19.5%
Per Capita	\$ 16,248							
				Median Household	\$ 33,150		Avg Household	\$ 43,128
Ethnic Population:	White	58.7%	Black	38.3%	Asian	2.4%	Hispanic	4.5%

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		72.0	70.8	72.1	15.0	87.1
Avg 12+	0.1		4.5	5.1	4.0	0.9	2.5
Tot LCS	0.1		82.7	81.3	82.8	17.2	100.0
Avg LCS	0.1		5.2	5.8	4.6	1.0	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)										
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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
• 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		0.7	0.4	0.5	0.5	0.4	0.6	0.6	0.7	0.6	0.6
• 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	150			0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	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		Spanish	200		0.6	0.5	0.0	0.4	0.0	0.7	0.8	0.5	0.0	0.0
WWL	New Orleans	A	870	50.0	50.00	a	Entercom	22	9912		g3	Nws/Tlk/Spt	12,300	2.10	9.7	8.1	6.8	7.8	9.8	8.8	8.3	7.4	9.3	9.3
WYLD	New Orleans	B	940	10.0	0.50	c	Clear Channel Comm	49	9303		c1	Gospel	650	0.30	3.6	3.7	3.2	4.1	3.3	2.7	3.4	3.1	3.4	3.4
WGSO	New Orleans	B	990	1.0	0.40	b	MC Media LLC	46	9611	575		News	250		0.6	0.6	0.5	0.5	0.5	0.4	0.6	0.5	0.5	0.5
• WCKW	Garyville	D	1010	0.5	0.04	d	222 Corp		70			Gospel			0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.4	0.4
WLNO	New Orleans	B	1060	50.0	5.00		Communicom	25	9503	700		Religion				0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBOK	New Orleans	C	1230	1.0	1.00		Willis Bcstg Corp	51	8305	450		Gospel	650	0.98	1.1	0.9	0.8	1.4	1.0	0.9	0.9	1.0	1.0	1.0
WODT	New Orleans	B	1280	5.0	5.00	c	Clear Channel Comm	23	8409		g2	Rhythm/Blue	200	0.25	1.3	1.4	1.1	1.4	2.1	1.0	1.1	1.4	1.2	1.2
WSMB	New Orleans	B	1350	5.0	5.00	a	Entercom	25	9912		g3	Talk	1,100	1.52	1.2	1.0	0.8	1.4	0.7	0.8	0.8	1.2	1.3	1.3
• WBYU	New Orleans	C	1450	1.0 cp	1.00		ABC Radio Inc	50	0210 p	1,500		Motivationl	100	0.17	1.0	0.0	0.0	0.0	0.0	0.0	0.8	1.3	1.4	1.4
• KGLA	Gretna	D	1540	1.0	0.00		Crocodile Bcstg Corp	69	9202	300		Spanish AC	200		0.7	0.5	0.4	0.6	0.0	0.6	0.5	0.7	0.8	0.8
• WSLA	Slidell	D	1560	1.0	0.00		Mapa Bcstg LLC	63	9305		d	Sports			0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
				# AM Stations -			17	# Combos -		7	AM TOTALS				20.8	17.1	15.0	18.5	17.8	16.9	17.8	18.2	19.9	
				AM & FM Stations Profiled -			35	# Duopolies -		9	Total Local Commercial Share					85.7	87.1	86.9	85.3	87.4	86.4	87.3	88.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 45

Revenue Rank: 39

Nashville, TN Market Overview



Metro Counties / Population (000)

Cheatham, TN	36.6
Davidson, TN	574.3
Dickson, TN	43.8
Robertson, TN	55.4
Rutherford, TN	186.8
Sumner, TN	132.5
Williamson, TN	130.1
Wilson, TN	90.4
Total	1,249.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$54,100	\$58,500	\$61,800	\$70,300	\$77,500	\$70,800	5.5%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
Gross Revenues	-8.6%	\$74,600	\$79,500	\$84,600	\$89,700	\$95,500	6.2%

Revenue/Retail Sales Revenue/Capita

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.35/1,000	\$3.35/1,000	Local 80%
Revenue/Capita	\$48.84	\$56.64	\$70.83	National 20%

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	1,107.6	1,249.9	2.4%	1,249.9	1,348.3	1.5%
Households	424.3	487.1	2.8%	487.1	533.4	1.8%
Retail Sales	NA ^{1/}	21,149.3	NA ^{1/}	21,149.3	28,486.6	6.1%
EBI ^{2/}	19,219.8	26,607.4	6.7%	26,607.4	36,547.3	6.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	607.6	109.8	53.4	56.8	90.5	105.0	90.6	101.5
Women (000)	642.3	104.4	50.9	59.3	92.5	107.7	93.4	134.1
Total	1,249.9	214.2	104.3	116.1	183.0	212.7	184.0	235.6
Percentage	100.0%	17.1%	8.3%	9.3%	14.6%	17.0%	14.7%	18.8%
Per Capita	\$ 21,288			Median Household	\$ 40,687		Avg Household	\$ 54,624
Ethnic Population:	White	81.5%	Black	16.0%	Asian	2.0%	Hispanic	3.4%

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+	9.9		62.3	70.5	72.2	13.1	85.3
Avg 12+	1.1		4.5	4.4	3.1	0.5	1.7
Tot LCS	11.6		73.0	82.6	84.6	15.4	100.0
Avg LCS	1.3		5.2	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

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
● WQQK	Hendersonville	A	92.1	3.0	463	c	Cumulus Bcstg Inc	70	0203	84,000	d1	UrbAC/R&B	4,000	0.47	11.9	5.3	5.2	6.3	7.4	9.2	11.6	10.0	10.6
● WJXA	Nashville	C	92.9	100.0	1053	f	South Central Comm	76	8005	375		Lite AC	5,300	1.12	6.7	7.6	8.6	8.4	7.4	6.2	6.8	5.2	5.1
● WYYB	Kingston Springs	A	93.7	1.2	755	l	Salem Comm Corp	91	0208 p	5,600	d2	ChrsContem	150		0.7	0.6	0.9	0.6	0.7	1.0	0.8	0.7	0.0
● WRLG	Smyrna	A	94.1	3.9	236	l	Salem Comm Corp	93	0208 p		d2	ChrsContem	400		0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.0	0.2
● WDBL	Springfield	A	94.3	3.0	325	d	Saga Comm Inc	50	0208 p	1,500	c1	AAA	200		0.3	0.0	0.0	0.0	0.0	0.4	0.0	0.7	0.0
● WSM	Nashville	C	95.5	100.0	1280	b	Gaylord Entertain Co	62	8412	10,000	c2	Country	4,900	1.41	4.9	3.6	4.0	3.8	3.6	3.9	4.9	4.2	4.0
● WMAK	Murfreesboro	C1	96.3	39.0	1417	f	South Central Comm	63	9402	6,500		Oldies	4,600	1.12	5.8	6.2	4.7	4.8	5.6	4.7	4.7	6.0	4.9
● WRQQ	Goodlettsville	C2	97.1	45.0	518	c	Cumulus Bcstg Inc	99	0203			80s Hits	1,400	0.82	2.4	3.2	3.4	2.5	3.1	2.3	2.4	2.0	1.6
WSIX	Nashville	C	97.9	100.0	1145	g	Clear Channel Comm	48	0008		g	Country	7,400	1.58	6.6	5.9	5.1	5.4	7.0	5.7	6.7	5.4	5.4
WAMB	Donelson	A	98.7	0.1 cp	259	e	Great Southern Bcstg	90				Nstlg/BgBnd				0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0
WANT	Lebanon	A	98.9	5.0	318	h	Bay, Susan	94				Country	250		0.2	0.0	0.0	0.0	0.0	0.4	0.3	0.0	0.0
WWTN	Manchester	C	99.7	100.0	1296	b	Gaylord Entertain Co	62	9508	3,800		Nws/Tlk/Spt	3,500	1.07	4.6	4.6	5.5	5.4	5.7	4.7	3.4	4.3	3.7
WRLT	Franklin	A	100.1	0.2	1181	d	Tuned In Bcstg Inc	61	9512	550		AAA	1,250	1.18	1.5	2.3	1.3	1.1	1.6	1.7	1.6	1.0	0.9
WUBT	Russellville	C1	101.1	47.0	1289	g	Clear Channel Comm	65	0008		g	Urban	2,000	0.83	3.4	5.0	7.4	7.7	5.4	3.6	2.6	2.5	3.1
WQZQ	Dickson	C1	102.5	100.0 cp	974	a	Cromwell Group	64	9201	1,638	e	CHR	1,700	0.67	3.6	2.2	2.3	2.5	2.7	2.8	3.4	3.0	3.4
WBUZ	Shelbyville	C1	102.9	100.0	955	a	Cromwell Group	62	8911			New Rock	2,600	0.82	4.5	3.8	2.8	3.3	3.5	3.9	3.4	4.7	3.7
WKDF	Nashville	C	103.3	100.0	1234	i	Citadel Comm Corp	67	0010		g	Country	6,400	1.74	5.2	4.3	5.1	4.6	4.4	4.1	4.8	4.1	5.1
WGFX	Gallatin	C1	104.5	58.0 cp	1207	i	Citadel Comm Corp	60	0010		g4	70s & 80s	2,300	0.85	3.8	3.2	2.7	2.8	2.6	2.6	3.1	2.8	4.7
WBOZ	Woodbury	A	104.9	6.0	328	l	Salem Comm Corp	94	0002		g3	Gospel	300		0.7	0.3	0.3	0.3	0.5	0.7	0.3	0.9	0.5
WVRY	Waverly	C2	105.1	50.0	492	l	Salem Comm Corp	72	0002		g3	Gospel	200		0.4	0.2	0.3	0.1	0.1	0.3	0.2	0.3	0.5
WNRQ	Nashville	C	105.9	100.0	1234	g	Clear Channel Comm	53	0008		g	Clsc Rock	6,100	1.41	6.1	5.0	4.6	3.9	3.6	5.0	4.9	5.5	5.9
WNPL	Belle Meade	A	106.7	1.1	774	c	Cumulus Bcstg Inc	98	0203			Hip Hop	500	0.34	2.1	2.9	2.0	1.4	1.5	2.5	1.6	1.5	1.7
WRVW	Lebanon	C1	107.5	58.0	1234	g	Clear Channel Comm	67	0008		g	Hot AC	6,200	1.00	8.8	5.5	5.8	6.3	6.0	7.0	7.7	7.2	8.9
# FM Stations -					23	# Combos -					23	FM TOTALS			84.3	71.8	72.2	71.2	72.5	72.9	75.3	72.0	73.9

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 45

Revenue Rank: 39

Nashville, TN Market Overview



Metro Counties / Population (000)

Cheatham, TN	36.6
Davidson, TN	574.3
Dickson, TN	43.8
Robertson, TN	55.4
Rutherford, TN	186.8
Sumner, TN	132.5
Williamson, TN	130.1
Wilson, TN	90.4
Total	1,249.9

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$54,100	\$58,500	\$61,800	\$70,300	\$77,500	\$70,800
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-8.6%	\$74,600	\$79,500	\$84,600	\$89,700	\$95,500	6.2%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.35/1,000	\$3.35/1,000	Local	80%		
Revenue/Capita	\$48.84	\$56.64	\$70.83	National	20%		

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	1,107.6	1,249.9	2.4%	1,249.9	1,348.3
Households	424.3	487.1	2.8%	487.1	533.4	1.8%
Retail Sales	NA ^{1/}	21,149.3	NA ^{1/}	21,149.3	28,486.6	6.1%
EBI ^{2/}	19,219.8	26,607.4	6.7%	26,607.4	36,547.3	6.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	607.6	109.8	53.4	56.8	90.5	105.0	90.6	101.5
Women (000)	642.3	104.4	50.9	59.3	92.5	107.7	93.4	134.1
Total	1,249.9	214.2	104.3	116.1	183.0	212.7	184.0	235.6
Percentage	100.0%	17.1%	8.3%	9.3%	14.6%	17.0%	14.7%	18.8%
Per Capita	\$ 21,288	Median Household		\$ 40,687	Avg Household		\$ 54,624	
Ethnic Population:	White	81.5%	Black	16.0%	Asian	2.0%	Hispanic	3.4%

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+	9.9		62.3	70.5	72.2	13.1	85.3
Avg 12+	1.1		4.5	4.4	3.1	0.5	1.7
Tot LCS	11.6		73.0	82.6	84.6	15.4	100.0
Avg LCS	1.3		5.2	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

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000		
• WNSR	Brentwood	D	560	1.0 cp	0.08	k	Wabash Comm Corp	85	9712	185	e	Sports	300		0.5	0.0	0.5	0.4	0.0	0.0	0.5	0.7	0.5		
WSM	Nashville	A	650	50.0	50.00	b	Gaylord Entertain Co	25	8412		c2	Country	3,300	1.04	4.5	3.6	3.6	4.9	3.1	4.0	3.3	4.9	3.6		
• WENO	Nashville	D	760	1.0	0.00		Radio Corp of Nashvl	88	9005	300		Chrst/Talk	200			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	k	Wabash Comm Corp	53	9906	300	+	Span/Sprts	300		0.9	0.0	0.5	1.2	0.5	0.9	0.5	1.0	0.7		
• WPFD	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				Urban AC	500		0.7	0.7	1.3	0.5	1.2	1.3	0.4	0.4	0.5		
• 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	350			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				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		Cntry/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	500	0.64	1.1	1.0	0.8	0.6	0.6	0.8	0.8	1.2	0.9		
WNSG	Nashville	C	1240	1.0 cp	1.00	j	Nashville Public Rad	48	0201	2,500		Urban/Gospl	300	0.33	1.3	0.9	1.9	1.2	2.3	0.9	1.6	0.9	1.2		
• WDKN	Dickson	D	1260	5.0	0.00		Edmisson/Eubank	55	8705	220		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	100		0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.6	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 cp	0.50		SG Communicaitons	69	9908	220		Spanish	200		0.4	0.0	0.5	0.0	0.0	0.5	0.0	0.0	0.9		
• WPLN	Madison	B	1430	15.0	1.00	j	Nashville Public Rad	58	0202	3,000		Nws/Tlk/Inf				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		0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0		
WVOL	Berry Hill	B	1470	5.0	1.00		Heidelberg Bcstg LLC	51	0004		sw	Urban AC	200	0.19	1.5	0.8	0.7	0.6	0.8	1.4	1.2	0.9	1.7		
WLAC	Nashville	A	1510	50.0	50.00	g	Clear Channel Comm	26	0008		g	Nws/Tlk/Spt	2,600	0.82	4.5	4.2	3.3	3.7	4.2	3.9	3.3	4.6	3.8		
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		
• WDBL	Springfield	D	1590	0.7	0.03	d	Saga Comm Inc	50	0208 p		c1	Country			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0		
# AM Stations -					26	# Combos -					9	AM TOTALS					15.8	11.7	13.1	13.1	12.7	13.7	12.1	15.4	13.8
AM & FM Stations Profiled -					49	# Duopolies -					11	Total Local Commercial Share					83.5	85.3	84.3	85.2	86.6	87.4	87.4	87.7	

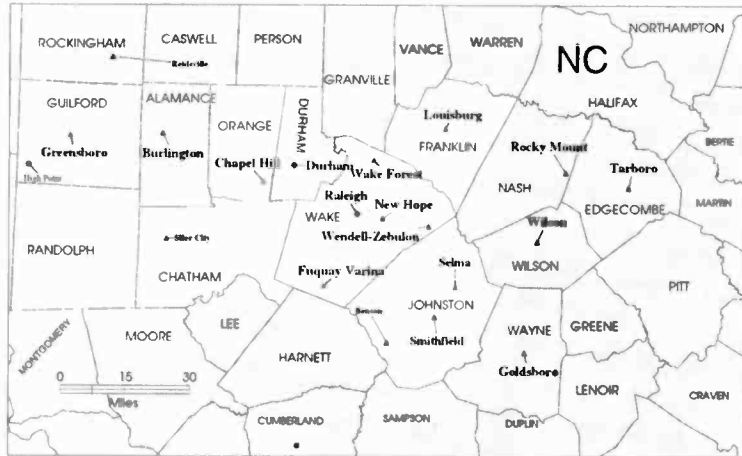
• Indicates a change since last edition

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	50.1
Durham, NC	226.4
Franklin, NC	48.1
Johnston, NC	125.0
Orange, NC	120.1
Wake, NC	643.2
Total	1,212.9

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

ESTIMATED GROSS REVENUES ★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$51,500	\$58,500	\$69,400	\$77,900	\$84,000	\$77,800	8.6%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-7.4%	\$80,400	\$84,900	\$89,100	\$94,500	\$100,600	5.3%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.27/1,000	\$4.44/1,000	Local 78%
Revenue/Capita	\$51.09	\$64.14	\$73.99	National 22%

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	1,008.0	1,212.9	3.8%	1,212.9	1,359.7	2.3%
Households	398.1	487.6	4.1%	487.6	556.7	2.7%
Retail Sales	NA ^{1/}	18,238.8	NA ^{1/}	18,238.8	22,655.7	4.4%
EBI ^{2/}	16,729.6	24,386.2	7.8%	24,386.2	33,017.3	6.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	588.5	97.5	45.7	67.9	98.1	105.6	85.0	88.7
Women (000)	624.4	94.2	44.2	69.3	97.2	110.8	87.9	120.8
Total	1,212.9	191.7	89.9	137.3	195.3	216.4	172.9	209.6
Percentage	100.0%	15.8%	7.4%	11.3%	16.1%	17.8%	14.3%	17.3%
Per Capita	\$ 20,106							
				Median Household	\$ 34,666		Avg Household	\$ 50,013
Ethnic Population:	White	72.9%	Black	23.2%	Asian	3.3%	Hispanic	6.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		14	13	18	23	41
Tot 12+	5.7		57.6	59.5	63.3	12.3	75.6
Avg 12+	1.4		4.1	4.6	3.5	0.5	1.8
Tot LCS	7.5		76.2	78.7	83.7	16.3	100.0
Avg LCS	1.9		5.4	6.1	4.7	0.7	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 Greensboro-WS & Greenville-New Bern.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																2002	2002	2002	2001	2001	2001	2001		
WRSN	Burlington	C	93.9	94.0	1263	c	Clear Channel Comm	46	0008		g	AC	7,088	1.30	7.0	4.8	5.0	5.8	6.8	5.0	5.7	4.9	5.6	
WQDR	Raleigh	C	94.7	100.0	1680	e	Curtis Media Group	49	9107		g	Country	5,538	0.90	7.9	6.1	5.9	6.7	7.0	5.6	5.2	6.5	6.8	
WBBB	Raleigh	C	96.1	100.0	984	e	Curtis Media Group	47	9608	16,000		Rock	4,307	0.94	5.9	5.0	4.3	4.3	4.1	4.7	3.9	4.3	5.0	
WYMY	Goldsboro	C	96.9	100.0	984	e	Curtis Media Group	46	9002	2,200	c1	80s Hits	1,700	1.37	1.6	0.3	0.4	0.9	0.6	1.0	1.0	1.0	1.8	
WQMG	Greensboro	C	97.1	100.0	1230		Entercom	62	9912			Urban	n/a		0.9	0.0	0.7	0.6	0.4	0.8	0.5	0.7	0.7	
WQOK	South Boston	C1	97.5	100.0	981	d	Radio One Inc	60	0008		g4	Urban	6,295	0.74	11.0	8.7	8.6	7.4	7.8	9.2	8.8	7.9	7.5	
WTRG	Rocky Mount	C	100.7	100.0	1969	c	Clear Channel Comm	47	0008		g	Oldies	5,801	1.10	6.8	5.3	4.7	4.1	4.6	5.9	5.0	4.9	4.8	
WKXU	Burlington	C	101.1	100.0	1191	e	Curtis Media Group	46	9001	3,450	c2	Country	1,000	0.68	1.9	1.9	1.7	1.5	1.4	1.0	2.1	1.6	1.2	
WRAL	Raleigh	C	101.5	100.0	1821		Capitol Bcstg Co	47				AC	9,410	1.68	7.2	5.1	5.0	4.7	3.7	4.9	5.3	5.2	6.4	
WJMH	Reidsville	C	102.1	100.0	1204	a	Entercom	48	9912			Urban	n/a		2.8	1.5	2.1	1.7	1.7	2.6	1.8	2.0	2.2	
WKIX	Goldsboro	A	102.3	2.1	561	e	Curtis Media Group	72	9605	550		Country			0.4	0.0	0.0	0.5	0.0	0.0	0.5	0.7	0.0	
WHLO	Louisburg	A	102.5	6.0	328	b	Franklin Bcstg Co	89				Country			0.4	0.5	0.6	0.3	0.0	0.3	0.3	0.3	0.4	
WWMY	Raleigh	A	102.9	1.7	620	e	Curtis Media Group	98				80s Hits	1,000	0.46	2.8	1.2	1.6	3.0	1.9	2.2	2.3	2.0	2.0	
WNNL	Fuquay-Varina	C3	103.9	7.9	577	d	Radio One Inc	80	0008		g3	Urban/Insp	3,220	0.52	8.0	6.5	7.4	7.4	7.1	5.6	5.4	6.1	7.4	
WFXK	Tarboro	C1	104.3	100.0	981	d	Radio One Inc	52	0008		g4	Urban AC			2.9	2.6	2.7	2.5	2.5	2.7	2.6	1.9	1.6	
WDCG	Durham	C	105.1	100.0	1040	c	Clear Channel Comm	48	0008		g	CHR	12,160	1.80	8.7	6.0	5.9	5.7	6.9	7.9	5.9	6.0	6.7	
WRDU	Wilson	C	106.1	100.0	1348	c	Clear Channel Comm	48	0008		g	AOR	7,518	1.86	5.2	3.9	3.2	3.4	3.5	3.5	4.4	3.8	4.2	
WFXC	Durham	A	107.1	2.6	502	d	Radio One Inc	71	0008		g4	Urban AC	3,157	1.13	3.6	3.8	3.5	3.6	3.2	2.8	3.1	2.8	2.4	
# FM Stations -					18	# Combos -					15	FM TOTALS				85.0	63.2	63.3	64.1	63.2	65.7	63.8	62.6	66.7

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	50.1
Durham, NC	226.4
Franklin, NC	48.1
Johnston, NC	125.0
Orange, NC	120.1
Wake, NC	643.2
Total	1,212.9

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$51,500	\$58,500	\$69,400	\$77,900	\$84,000	\$77,800
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.4%	\$80,400	\$84,900	\$89,100	\$94,500	\$100,600	5.3%

	1996	2001	2006	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$4.27/1,000	\$4.44/1,000	Local	78%
Revenue/Capita	\$51.09	\$64.14	\$73.99	National	22%

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	1,008.0	1,212.9	3.8%	1,212.9	1,359.7	2.3%
Households	398.1	487.6	4.1%	487.6	556.7	2.7%
Retail Sales	NA ^{1/}	18,238.8	NA ^{1/}	18,238.8	22,655.7	4.4%
EBI ^{2/}	16,729.6	24,386.2	7.8%	24,386.2	33,017.3	6.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	588.5	97.5	45.7	67.9	98.1	105.6	85.0	88.7
Women (000)	624.4	94.2	44.2	69.3	97.2	110.8	87.9	120.8
Total	1,212.9	191.7	89.9	137.3	195.3	216.4	172.9	209.6
Percentage	100.0%	15.8%	7.4%	11.3%	16.1%	17.8%	14.3%	17.3%
Per Capita	\$ 20,106							
				Median Household	\$ 34,666		Avg Household	\$ 50,013
Ethnic Population:	White	72.9%	Black	23.2%	Asian	3.3%	Hispanic	6.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	4		14	13	18	23	41
Tot 12+	5.7		57.6	59.5	63.3	12.3	75.6
Avg 12+	1.4		4.1	4.6	3.5	0.5	1.8
Tot LCS	7.5		76.2	78.7	83.7	16.3	100.0
Avg LCS	1.9		5.4	6.1	4.7	0.7	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 Greensboro-WS & Greenville-New Bern.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
• WETC	Wendell-Zebulon	B	540	4.0	0.50		East Wake Bcstg Corp	59	9012			Mexican	400	0.43	1.2	0.4	1.0	0.4	0.9	0.8	1.1	1.0	0.7
• WDTF	Raleigh	D	570	1.0 cp	0.05	e	Curtis Media Group	81	9906	1,000		Chrst/Talk	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WDNC	Durham	B	620	5.0	1.00	e	Curtis Media Group	34	0006	1,200		News/Sprts	400	0.51	1.0	0.7	0.7	0.9	0.6	0.7	0.9	0.7	0.6
• WPTF	Raleigh	B	680	50.0	50.00	e	Curtis Media Group	24	9107	5,000		News/Talk	4,724	0.75	8.1	5.5	6.7	7.6	6.4	5.6	6.9	6.7	5.6
• WAUG	New Hope	D	750	0.5	0.00		St Augustine's Coll	87				Gospel	100		0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.7	0.0
• WRBZ	Raleigh	B	850	10.0	5.00		Alchemy Comm	47	8909			Sports	1,300	0.76	2.2	1.5	1.9	2.2	1.7	1.7	1.6	2.0	1.3
• WRTG	Garner	D	1000	1.0	0.00	g	Radio Train Network	69	0008		g1	ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
• WFTK	Wake Forest	D	1030	50.0	0.00	f	Baker Family Stns	89				Gospel				0.9	0.6	0.0	0.0	0.0	0.0	0.0	0.0
• WBZB	Selma	D	1090	0.8 cp	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	1.0	0.00		Benson Bcstg Inc	61				Cntry/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WGBR	Goldsboro	B	1150	5.0 cp	0.80	e	Curtis Media Group	39	9002		c1	News/Talk				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	0.47	1.1	0.0	0.7	0.6	0.7	0.7	0.5	1.0	1.2
• WTIK	Durham	B	1310	5.0	1.00	f	Baker Family Stns	45	9410	320		Black Gospl			0.3	0.0	0.0	0.0	0.5	0.0	0.4	0.4	0.0
• WCHL	Chapel Hill	B	1360	5.0	1.00	e	Curtis Media Group	53	9708	400		Oldies	1,000			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WSRC	Durham	B	1410	5.0	0.29	h	Willis Bcstg Corp	54	8611	450		Gospel	300		0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.4
• WCRY	Fuquay-Varina	D	1460	5.0	0.12	h	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	b	Franklin Bcstg Co	58	6903			Country			0.3	0.6	0.1	0.5	0.0	0.2	0.3	0.4	0.1
• WDUR	Durham	C	1490	1.0	1.00	c	Clear Channel Comm	47	9706		d3	Oldies				0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1
• WRTP	Chapel Hill	D	1530	10.0	0.00	g	Radio Train Network	73	0008			ChrsContem			0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.6	0.0
• WCLY	Raleigh	D	1550	1.0	0.01	e	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 -				23		# Combos - 14				AM TOTALS				15.0	9.6	12.3	12.3	10.9	10.1	12.0	13.6	10.0	
AM & FM Stations Profiled -				41		# Duopolies - 14				Total Local Commercial Share				72.8	75.6	76.4	74.1	75.8	75.8	76.2	76.7		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 47

Revenue Rank: 43

Memphis, TN Market Overview



Metro Counties / Population (000)

Fayette, TN	29.1
Shelby, TN	902.8
Tipton, TN	52.3
Crittenden, AR	50.9
Mississippi, AR	51.6
De Soto, MS	110.1
Marshall, MS	35.3
Total	1,232.1

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$43,900	\$46,800	\$52,700	\$58,800	\$58,700	\$56,900	5.3%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06	
-3.1%	\$59,600	\$62,100	\$65,200	\$67,100	\$71,500	4.7%	

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.71/1,000	\$3.94/1,000	Local 85%
Revenue/Capita	\$37.88	\$46.18	\$55.79	National 15%

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	1,158.8	1,232.1	1.2%	1,232.1	1,281.6	0.8%
Households	419.6	457.7	1.8%	457.7	485.8	1.2%
Retail Sales	NA ^{1/}	15,346.1	NA ^{1/}	15,346.1	18,125.8	3.4%
EBI ^{2/}	16,645.4	21,613.2	5.4%	21,613.2	27,902.3	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	591.5	120.3	57.4	58.5	83.2	95.3	79.6	97.2
Women (000)	640.6	115.1	55.5	57.0	88.3	102.7	88.1	133.8
Total	1,232.1	235.4	112.9	115.5	171.5	198.0	167.8	231.0
Percentage	100.0%	19.1%	9.2%	9.4%	13.9%	16.1%	13.6%	18.8%
Per Capita	\$ 17,542							
				Median Household	\$ 37,159		Avg Household	\$ 47,221
Ethnic Population:	White	54.3%	Black	43.7%	Asian	1.6%	Hispanic	2.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11		12	14	23	21	44
Tot 12+	14.0		49.5	61.3	63.5	23.5	87.0
Avg 12+	1.3		4.1	4.4	2.8	1.1	2.0
Tot LCS	16.1		56.9	70.5	73.0	27.0	100.0
Avg LCS	1.5		4.7	5.0	3.2	1.3	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

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
WKRA	Holly Springs	A	92.7	3.0	299	h	Autry, Billy	76	9408	250	c1	Urban/AC			0.3	0.0	0.6	0.0	0.0	0.4	0.0	0.0	0.5
WMFS	Bartlett	A	92.9	5.8	328	c	Infinity Bcstg	94	0108	7,000		Alternative	1,000	0.65	2.7	2.4	3.1	2.5	2.3	2.2	2.0	2.6	2.8
WKQB	Covington	A	93.5	6.0	328	f	Covington Bcstg	65	8203			Soft AC				0.0	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			0.1	0.7	1.0	0.0	0.0	0.0	0.0	0.0	0.3
WMBZ	Germantown	C2	94.1	50.0	472	e	Entercom	77	9912		g2	Rock	1,500	0.71	3.7	3.7	3.9	3.7	4.0	3.8	3.2	3.7	2.4
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 cp	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
WVIM	Coldwater	A	95.3	3.0	299		Tate & Desota Bcstg	76				CCtmp/Span				0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
WOTO	Olive Branch	A	95.7	6.0	328	a	Clear Channel Comm	93	9612		g1	1 Oldies	1,000	0.63	2.8	1.6	2.3	2.7	2.4	1.8	2.8	2.7	2.4
WYYL	Tunica	C3	96.1	25.0	328	b	Flinn Bcstg Corp	98				Country	1,200	0.59	3.6	0.8	0.6	0.0	1.8	3.0	2.5	2.7	4.4
KHLS	Blytheville	C1	96.3	100.0 cp	433	g	Sudbury Bcst Group	48				Country	100			0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
WHRK	Memphis	C1	97.1	100.0	532	a	Clear Channel Comm	61	9607		g3	1 Urban	6,400	1.36	8.3	11.3	7.6	8.7	7.8	7.1	6.7	7.8	7.6
WSRR	Millington	C1	98.1	100.0	869	i	Barnstable Bcstg Inc	60	9305	4,250		Clsc Hits	3,000	1.35	3.9	2.7	2.4	2.7	2.8	3.3	3.4	4.3	2.6
WJZN	Munford	C1	98.9	40.0	1135	i	Barnstable Bcstg Inc	48	0008	4,000		Smooth Jazz	300		0.6	3.4	2.2	1.9	1.6	1.4	0.6	0.0	0.0
WMC	Memphis	C	99.7	100.0	909	c	Infinity Bcstg	47	0102		g4	AC	6,350	2.32	4.8	5.0	4.6	4.3	4.3	4.1	4.2	4.1	4.3
KJMS	Memphis	C1	101.1	100.0	449	a	Clear Channel Comm	65	9701	12,500	c2	1 Urban AC	4,000	1.02	6.9	7.0	6.6	6.5	6.7	7.0	5.7	6.0	5.6
WEGR	Memphis	C1	102.7	87.0	945	a	Clear Channel Comm	67	9612		g1	1 Clsc Rock	5,200	1.63	5.6	4.1	4.6	4.7	4.4	5.5	5.2	4.3	4.7
WRBO	Como	C1	103.5	100.0 cp	679	i	Barnstable Bcstg Inc	66	9710	6,300		RhyBI/Oldes	4,900	1.15	7.5	5.1	5.2	5.0	7.2	5.0	5.7	7.5	8.1
WRVR	Memphis	C1	104.5	100.0	751	e	Entercom	68	9912		g2	Soft AC	5,400	1.66	5.7	5.4	4.5	5.3	4.7	4.1	4.9	5.2	5.8
WGKX	Memphis	C	105.9	100.0	994	i	Barnstable Bcstg Inc	68	8505	7,000	e	Country	4,900	1.32	6.5	4.8	7.3	6.1	5.0	5.4	6.7	6.2	4.6
KXHT	Marion	A	107.1	2.8	479	b	Flinn Bcstg Corp	86	9906	1,650		Hip Hop	1,100	0.29	6.7	5.6	5.7	6.7	6.0	6.4	5.1	6.5	5.4
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			0.3	1.9	1.3	1.9	0.4	0.4	0.6	0.0	0.0
# FM Stations -				23	# Combos -				22	FM TOTALS				70.0	65.5	63.5	63.1	62.6	60.9	59.3	63.6	61.5	

1/ See introduction section for interpretation of revenue estimates.

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Revenue Rank: 43

Memphis, TN Market Overview



Metro Counties / Population (000)

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Marshall, MS	35.3
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Market Radio Financials

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

ESTIMATED GROSS REVENUES

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Revenue/Retail Sales
Revenue/Capita

1996	2001	2006	Est. Breakout
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(000's, except Retail Sales and EBI in 000,000's)

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Percentage	100.0%	19.1%	9.2%	9.4%	13.9%	16.1%	13.6%	18.8%
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Tot 12+	14.0		49.5	61.3	63.5	23.5	87.0
Avg 12+	1.3		4.1	4.4	2.8	1.1	2.0
Tot LCS	16.1		56.9	70.5	73.0	27.0	100.0
Avg LCS	1.5		4.7	5.0	3.2	1.3	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)											
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WHBQ	Memphis	B	560	5.0	1.00	b	Flinn Bcstg Corp	25	8807	750		Sports	550	0.74	1.3	1.2	1.0	1.3	0.8	1.2	1.0	1.2	1.2		
WREC	Memphis	B	600	5.0	5.00	a	Clear Channel Comm	22	9612		g1	1	Talk/Info	2,000	0.76	4.6	3.8	3.1	2.8	4.1	4.3	3.7	3.5	4.6	
WCRV	Collierville	B	640	50.0	0.48		Bott Radio Network	66	8611	600			Relgn/Talk	800	0.78	1.8	1.5	1.4	2.1	1.2	1.6	1.7	1.2	2.0	
WJCE	Memphis	B	680	10.0	5.00	e	Entercom	25	9912		g2		Adlt Stndrd			1.8	1.7	1.7	1.9	1.9	1.6	1.3	1.3	2.2	
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	700	1.03	1.2	0.4	0.8	0.7	0.9	0.8	1.1	1.4	1.0	
● 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		Concord Media Group	46	0011		1		Gospel	950	0.62	2.7	2.2	1.4	2.4	1.9	2.4	3.4	2.0	1.8	
WGSF	Memphis	B	1030	50.0 cp	1.00	b	Flinn Bcstg Corp	84	9908	1,070			Spanish	150	0.24	1.1	0.0	0.0	0.5	0.0	1.2	2.3	0.0	0.4	
WDIA	Memphis	B	1070	50.0	5.00	a	Clear Channel Comm	47	9607		g3	1	Urban AC	3,250	0.72	7.9	5.7	7.9	6.4	7.3	7.3	7.3	6.1	6.9	
● 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	150			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		Sprts/Talk			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	
● WAVN	Southaven	C	1240	0.6	0.00	b	Flinn Bcstg Corp	90	0102		d2		Gospel			0.1	0.0	0.0	0.0	0.0	0.0	0.4	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	0.43	6.2	4.9	5.1	6.3	5.9	4.3	4.4	7.1	5.9	
WOOM	Millington	B	1380	2.5	1.00		World Overcomers	62	9804	275			Religion			0.4	0.0	0.0	0.5	0.0	0.5	0.8	0.0	0.0	
WSTN	Somerville	B	1410	0.5	0.50		Family Worship Cntr	82	0204 p	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				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		0.9	0.4	1.1	0.5	0.6	0.5	1.1	0.5	1.0	
# AM Stations -					21	# Combos -					15	AM TOTALS					30.1	21.8	23.5	25.4	24.6	25.7	28.5	24.3	27.5
AM & FM Stations Profiled -					44	# Duopolies -					15	Total Local Commercial Share						87.3	87.0	88.5	87.2	86.6	87.8	87.9	89.0

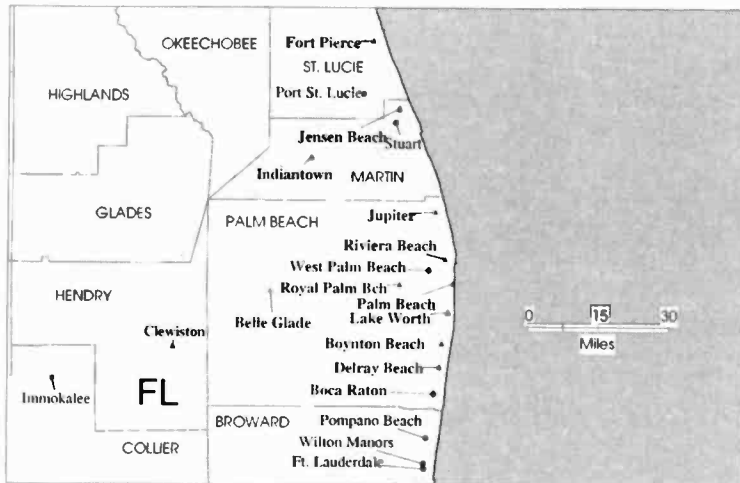
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 48

Revenue Rank: 42

West Palm Beach-Boca Raton, FL Market Overview



Metro Counties / Population (000)

Palm Beach, FL	1,151.3
	1,151.3

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

ESTIMATED GROSS REVENUES *	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$39,200	\$41,400	\$47,800	\$56,500	\$59,700	\$57,500
Revenue/Retail Sales	1996	2001	2006		Est. Breakout		
	NA ^{1/}	\$3.48/1,000	\$4.23/1,000		Local	80%	
Revenue/Capita	1996	2001	2006				
	\$39.85	\$49.94	\$62.11		National	20%	

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	983.6	1,151.3	3.2%	1,151.3	1,247.8
Households	415.4	488.5	3.3%	488.5	533.4	1.8%
Retail Sales	NA ^{1/}	16,503.1	NA ^{1/}	16,503.1	18,303.7	2.1%
EBI ^{2/}	21,112.7	29,339.1	6.8%	29,339.1	38,735.7	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	556.6	80.0	34.6	37.1	73.2	81.8	72.1	177.9
Women (000)	594.7	76.2	33.6	36.9	69.3	81.2	75.8	221.8
Total	1,151.3	156.2	68.2	73.9	142.4	163.0	147.8	399.7
Percentage	100.0%	13.6%	5.9%	6.4%	12.4%	14.2%	12.8%	34.7%
Per Capita	\$ 25,483							
Ethnic Population:	White	82.7%	Black	15.0%	Asian	1.9%	Hispanic	12.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	11	14	16	30
Tot 12+	0.0		44.4	42.9	44.4	10.8	55.2
Avg 12+	0.0		3.4	3.9	3.2	0.7	1.8
Tot LCS	0.0		80.4	77.7	80.4	19.6	100.0
Avg LCS	0.0		6.2	7.1	5.7	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

Some stations also rated in Miami and Ft. Pierce.

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WRLX	West Palm	C3	92.1	7.2	499	e	Clear Channel Comm	75	0010		g1	Modern Rock	1,300	1.13	2.0	1.0	0.8	1.2	1.1	1.1	1.1	1.0	1.4
WZZR	Stuart	C2	92.7	50.0 cp	482	e	Clear Channel Comm	64	0008		g1	Talk	2,200	1.06	3.6	2.7	1.9	1.8	1.9	2.0	2.3	2.1	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
WWLV	Riviera Beach	C3	94.3	4.1	807	e	Clear Channel Comm	71	9712		g1	Smooth Jazz	2,100	1.22	3.0	2.2	1.8	3.0	1.7	1.4	2.4	1.5	1.6
WLDI	Fort Pierce	C1	95.5	100.0 cp	925	e	Clear Channel Comm	69	9808		d1	CHR	3,700	0.86	7.5	2.7	3.2	3.8	3.3	4.5	4.1	3.4	5.0
WRMF	Palm Beach	C	97.9	100.0	1348		Palm Beach Bcstg	57	0206	70,000		AC	10,000	1.76	9.9	6.0	4.3	5.5	5.6	5.5	5.4	6.2	5.5
WKGR	Fort Pierce	C1	98.7	100.0	974	e	Clear Channel Comm	61	9712		g1	Cisc Rock	4,400	1.50	5.1	4.6	3.5	3.9	3.5	2.6	3.2	2.7	3.1
WKIS	Boca Raton	C	99.9	100.0	984		Beasley Bcst Group	65	9610	See (12)		Country	n/a		2.5	1.5	1.8	1.5	1.1	1.3	1.8	1.4	1.2
WMBX	Jensen Beach	C1	102.3	100.0 cp	974	d	Infinity Bcstg	80	0102		g	CHR	1,200	0.60	3.5	7.1	7.2	5.7	4.2	1.7	2.3	1.6	2.3
WPBZ	Indiantown	C1	103.1	90.0	974	d	Infinity Bcstg	65	0102		g2	Modern Rock	3,000	0.95	5.5	2.7	2.8	2.6	2.3	3.1	3.2	3.0	3.1
WEAT	West Palm	C	104.3	100.0	1273	d	Infinity Bcstg	69	0102		g2	Soft AC	8,600	1.11	13.5	9.1	8.6	7.8	8.1	6.4	8.2	8.0	8.2
WOLL	Hobe Sound	C2	105.5	19.0	807	e	Clear Channel Comm	97	9808		sw	Oldies	2,100	1.11	3.3	2.0	2.9	2.9	2.3	2.3	1.5	1.7	2.0
WJBW	Jupiter	C3	106.3	25.0 cp	308	d	Infinity Bcstg	71	0110	20,000		Urban/Oldes	2,000	0.31	11.1	0.9	0.7	0.9	2.3	5.8	6.2	7.6	5.7
WIRK	West Palm	C1	107.9	100.0	427	d	Infinity Bcstg	65	0102		g2	Country	6,600	1.25	9.2	5.5	4.9	4.4	4.5	5.9	4.6	5.2	5.3
# FM Stations -					14	# Combos -					12	FM TOTALS			79.7	48.0	44.4	45.0	41.9	43.6	46.3	45.4	46.1

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
				Power (kW)	Power (kW)	Revenue (000)1/	Power Ratio								Summer 2002	Spring 2002		Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
• WAFC	Clewiston	B	590	0.9	0.47				Glades Media	88			1	Spanish	500		0.4	0.0	0.0	0.6	0.4	0.0	0.0	0.6	0.4
• WLWJ	Royal Palm	B	640	7.5	0.46	b			J Crystal Entrprises	86	9912	3,946		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WSBR	Boca Raton	B	740	2.5	0.94				Beasley Bcst Group	65	0006		d3	Bus News	1,200		0.6	0.0	0.5	0.0	0.6	0.4	0.0	0.4	0.5
	WEFL	B	760	0.3 cp	0.24				Star Development Gr	02				Adlt Sndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WDJA	West Palm	B	850	50.0 cp	24.00	b			J Crystal Entrprises	48	9806	1,500		Bus News	250		0.5	0.4	0.0	0.4	0.4	0.4	0.4	0.4	0.0
• WSWN	Belle Glade	D	900	1.0	0.02	c			BGI Bcstg LP	47	9608		c2	Urban/Gospl	900	0.71	2.2	0.7	0.8	0.4	1.0	1.5	1.1	1.5	1.0
• WJBW	Jupiter	D	1000	0.7	0.02	a			Treasure/Space Coast	68	9902	450	cp	News/Talk	1,000		0.2	0.7	0.6	0.3	0.4	0.1	0.1	0.1	0.1
• WJNA	Boynton Beach	B	1040	25.0 cp	1.10	b			J Crystal Entrprises	73	0101	2,000		Nostalgia	1,300	0.53	4.3	3.6	3.8	3.9	2.7	3.4	3.1	1.2	2.0
• WPSP	Royal Palm	B	1190	0.7	0.41				Q Broadcasting Corp	91				Spanish	100		0.4	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.0
• WBZT	West Palm	C	1230	1.0	1.00	e			Clear Channel Comm	36	0011	2,000		Talk	500		0.9	0.7	0.0	0.5	0.7	0.4	0.0	0.8	0.9
• WJNO	West Palm	B	1290	10.0	4.90	e			Clear Channel Comm	47	9712		g1	News/Talk	3,600	0.87	7.2	3.6	3.5	3.5	3.3	4.4	4.0	3.3	4.6
• WJNX	Fort Pierce	B	1330	5.0	1.00	e			Clear Channel Comm	52	9808			News/Talk	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WPBR	Lantana	C	1340	0.8	0.00				Omnilingual Bcstg	41	9403	700		News/Talk			0.3	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.4
• WWRF	Lake Worth	D	1380	1.0	0.10				Radio Fiesta Inc.	59	0003	400	1	Spanish	200		0.8	0.7	0.6	1.4	0.5	0.6	0.0	0.8	0.3
• WPBI	Delray Beach	B	1420	5.0 cp	0.46	a			Treasure/Space Coast	52	9805	1,100		News/Talk	500	0.40	2.2	0.8	1.0	1.1	0.7	0.4	0.7	1.9	2.1
• WMNE	Riviera Beach	B	1600	5.0 cp	4.70				ABC Radio Inc	59	0009		g	Children	200		0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
# AM Stations -					16	# Combos -					9	AM TOTALS			20.2	11.2	10.8	11.7	11.1	12.0	10.7	11.0	12.3		
AM & FM Stations Profiled -					30	# Duopolies -					9	Total Local Commercial Share			59.2	55.2	56.7	53.0	55.6	57.0	56.4	58.4			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 49

Revenue Rank: 38

Hartford-New Britain-Middletown, CT Market Overview



Metro Counties / Population (000)

Hartford, CT	857.6
Litchfield, CT	18.8
Middlesex, CT	103.7
New Haven, CT	52.8
Tolland, CT	136.9
Total	1,169.8

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01	
		\$54,200	\$59,900	\$65,000	\$74,900	\$77,300	\$72,300	5.9%
	Δ 00 - 01		2002	2003	2004	2005	2006	Δ 01 - 06
	-6.5%		\$75,000	\$77,700	\$84,000	\$89,000	\$94,800	5.6%
	1996	2001	2006		Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$4.74/1,000	\$5.73/1,000		Local 70%			
Revenue/Capita	\$47.78	\$61.80	\$81.10		National 30%			

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	1,134.3	1,169.9	0.6%	1,169.9	1,168.9
Households	430.3	447.7	0.8%	447.7	452.9	0.2%
Retail Sales	NA ^{1/}	15,258.2	NA ^{1/}	15,258.2	16,550.8	1.6%
EBI ^{2/}	21,601.2	27,111.5	4.6%	27,111.5	31,331.6	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	568.4	91.5	42.8	54.9	83.4	94.3	85.0	116.6
Women (000)	601.5	87.8	41.2	54.1	81.0	97.5	88.2	151.7
Total	1,169.9	179.3	83.9	109.0	164.4	191.8	173.2	268.3
Percentage	100.0%	15.3%	7.2%	9.3%	14.1%	16.4%	14.8%	22.9%
Per Capita	\$ 23,174							
				Median Household	\$ 52,525		Avg Household	\$ 60,564
Ethnic Population:	White	85.6%	Black	11.1%	Asian	2.8%	Hispanic	9.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	11		10	13	15	28
Tot 12+	1.0	60.6		59.8	61.6	15.0	76.6
Avg 12+	0.5	5.5		6.0	4.7	1.0	2.7
Tot LCS	1.3	79.1		78.1	80.4	19.6	100.0
Avg LCS	0.7	7.2		7.8	6.2	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

Some stations also rated in New Haven and Springfield, MA.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WVYZ	Waterbury	B	92.5	17.0	879	c	Clear Channel Comm	61	0008		g	Country	8,000	1.19	9.3	6.5	6.1	8.0	7.0	6.7	7.6	7.6	6.6
WZMX	Hartford	B	93.7	17.0	850	d	Infinity Bcstg	39	0102		g2	Rhythm/Blue	4,300	0.78	7.6	9.6	10.1	7.8	9.8	9.6	7.7	2.7	3.1
WKSS	Hartford-Meriden	B	95.7	16.5	879	c	Clear Channel Comm	47	0008		g	Top 40	6,900	1.03	9.3	5.5	5.2	5.6	5.2	4.4	5.9	8.3	9.7
WTIC	Hartford	B	96.5	20.0	810	d	Infinity Bcstg	40	0102		g2	Modern AC	6,900	1.06	9.0	5.6	6.9	5.4	5.9	7.0	6.5	7.0	6.8
WPXK	Enfield	A	97.9	2.2	528	c	Clear Channel Comm	90	0008			Country	n/a		0.8	0.3	1.0	0.3	0.3	0.4	0.8	0.7	0.6
WPLR	New Haven	B	99.1	15.0	906	c	Cox Radio Inc	44	0008		1	AOR	n/a		1.7	1.8	1.8	1.5	1.3	1.3	1.7	1.1	1.1
WRCH	New Britain	B	100.5	7.5	1250	d	Infinity Bcstg	68	0102		g2	Soft AC	13,000	1.21	14.9	10.6	11.5	11.4	13.8	12.3	10.9	10.5	11.8
WKCI	Hamden	B	101.3	11.0	965		Clear Channel Comm	69	9205	See (105)		CHR/Top40	n/a		1.7	1.0	0.8	0.9	1.1	0.8	1.1	1.5	1.7
WDRC	Hartford	B	102.9	19.5	810	a	Buckley Bcstg Corp	36				Oldies	6,200	1.21	7.1	5.8	6.0	5.4	5.5	5.4	5.4	4.9	6.0
WQQQ	Sharon	A	103.3	1.5	610		Jackson Group	93				FuSvc/AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMRQ	Waterbury	B	104.1	18.0	837	c	Clear Channel Comm	67	0008		g	Modern Rock	4,400	1.32	4.6	3.0	3.0	3.6	3.0	3.5	3.5	3.7	3.3
WHCN	Hartford	B	105.9	16.0	866	c	Clear Channel Comm	39	0008		g	CHts/RckAC	3,100	1.00	4.3	5.9	5.4	4.1	3.7	3.3	3.9	3.1	2.8
WCCC	Hartford	B	106.9	23.0 cp	725	b	Marlin Bcstg LLC	60	0005		g1	AOR	4,200	1.04	5.6	3.3	3.8	4.3	4.2	3.9	4.8	4.7	3.7
# FM Stations - 13													# Combos - 11		FM TOTALS								
													75.9	58.9	61.6	58.3	60.8	58.6	59.8	55.8	57.2		

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio	Summer 2002		Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
WSNG	Torrington	B	610	1.0	0.50	a	Buckley Bcstg Corp	48	9701	425		News/Talk			0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● WRYM	New Britain	D	840	1.0	0.13		Hartford Cty Bcstg	46	6108			Span/Trpcl	250		0.6	0.8	0.0	0.0	0.5	0.0	0.4	0.7	0.7	
WLAT	New Britain	B	910	5.0	5.00	f	Mega Comm Inc	49	9812		g3	Tropical	1,000	0.81	1.7	2.0	0.6	0.9	1.2	1.1	1.1	1.7	1.3	
● WNTY	Southington	D	990	2.5	0.08		Add Radio Group	69	9905	850	na	Variety	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	10,700	1.01	14.6	9.7	10.1	9.8	9.2	10.3	11.0	13.0	10.3	
WPRX	Bristol	B	1120	1.0	0.50		Nieves Quez Prod Inc	48	8708			Tropical	100			0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	
● WMRD	Middletown	D	1150	2.5	0.05	e	Crossroads Comm	48	9604	300		FSv/Tlk/Nws				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNEZ	Manchester	C	1230	1.0	1.00	f	Mega Comm Inc	58	9812		g3	Tropical	1,100	1.38	1.1	0.0	0.4	0.5	0.3	0.3	0.6	1.0	1.5	
● WTMI	West Hartford	D	1290	0.5	0.00	b	Marlin Bcstg LLC	47	0005		g1	Classical				0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.1	
WDRC	Hartford	B	1360	5.0	5.00	a	Buckley Bcstg Corp	22	5908			News/Talk	1,400	0.43	4.5	2.7	2.4	3.6	2.5	3.5	3.0	3.7	3.6	
WPOP	Hartford	B	1410	5.0	5.00	c	Clear Channel Comm	35	0008		g	Sports	250	0.31	1.1	0.8	0.8	0.8	1.1	1.0	1.0	0.7	0.7	
WLIS	Old Saybrook	B	1420	5.0	0.50	e	Crossroads Comm	56	9609	675		FSv/Tlk/Nws				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMMW	Meriden	B	1470	2.5	2.50	a	Buckley Bcstg Corp	47	9811	630		News/Talk	100		0.2	0.1	0.2	0.1	0.3	0.1	0.1	0.3	0.1	
● WKND	Windsor	D	1480	0.5	0.00		Hartcom Inc	61	8107	500		Rhythm/Blue	100		0.2	0.3	0.5	0.0	0.6	0.0	0.0	0.5	0.0	
WDZK	Bloomfield	B	1550	5.0	2.40		ABC Radio Inc	64	0008		g	Children	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations - 15													# Combos - 10		AM TOTALS									
AM & FM Stations Profiled - 28													# Duopolies - 8		Total Local Commercial Share									
													24.0	16.4	15.0	16.7	15.7	16.3	17.2	21.6	18.3			
													75.3	76.6	75.0	76.5	74.9	77.0	77.4	75.5				

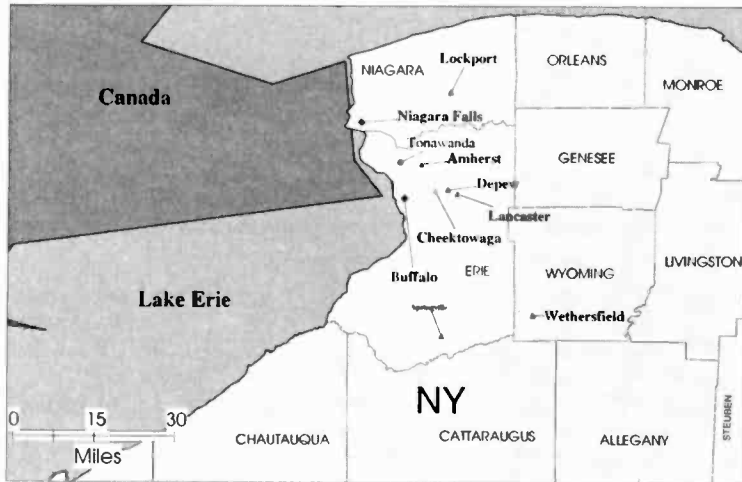
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 50

Revenue Rank: 45

Buffalo-Niagara Falls, NY Market Overview



Metro Counties / Population (000)

Erie, NY	948.9
Niagara, NY	219.8
Total	1,168.7

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$43,700	\$46,700	\$52,900	\$56,100	\$61,200	\$55,500
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$4.60/1,000	\$6.11/1,000	Local 83%			
Revenue/Retail Sales	\$37.00	\$47.49	\$66.39				

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	1,181.1	1,168.7	-0.2%	1,168.7	1,122.1	-0.8%
Households	461.5	462.9	0.1%	462.9	451.7	-0.5%
Retail Sales	NA ^{1/}	12,072.8	NA ^{1/}	12,072.8	12,200.8	0.2%
EBI ^{2/}	16,099.3	19,279.6	3.7%	19,279.6	21,365.1	2.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	558.9	95.2	45.0	52.4	75.0	85.6	77.6	128.1
Women (000)	609.8	90.9	43.4	52.3	75.7	89.5	85.5	172.5
Total	1,168.7	186.0	88.4	104.7	150.7	175.1	163.1	300.7
Percentage	100.0%	15.9%	7.6%	9.0%	12.9%	15.0%	14.0%	25.7%
Per Capita	\$ 16,497	Median Household		\$ 34,962	Avg Household		\$ 41,650	
Ethnic Population:	White 85.3%	Black 12.3%	Asian 1.5%	Hispanic 3.0%				

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+		62.5	0.6	63.4	64.9	18.8	83.7
Avg 12+		5.7	0.6	5.8	5.0	1.4	3.2
Tot LCS		74.7	0.7	75.7	77.5	22.5	100.0
Avg LCS		6.8	0.7	6.9	6.0	1.7	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	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)																
												Revenue (000)1/	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000									
WBUF	Buffalo	B	92.9	49.0	581	b	Infinity Bcstg	47	0102		g1	Rock	2,200	1.02	3.9	3.6	3.5	3.2	3.8	3.4	3.8	2.8	3.3								
WBLK	Depew	B	93.7	47.0	505	b	Infinity Bcstg	64	0102		g1	Urban AC	4,200	0.84	9.0	8.5	7.3	9.7	8.5	8.3	7.2	7.4	7.9								
WJYE	Buffalo	B	96.1	47.0	505	b	Infinity Bcstg	66	0102		g1	Soft Rock	4,900	1.03	8.6	5.7	6.9	6.3	6.0	6.8	7.8	7.8	7.1								
WGRF	Buffalo	B	96.9	24.0	712	c	Citadel Comm Corp	59	0004	190,000	g3	1 Clisc Rock	7,400	1.35	9.9	6.9	6.7	7.3	7.4	7.8	8.7	8.7	8.7								
WKSE	Niagara Falls	B	98.5	46.0	420	a	Entercom	46	9912		g2	CHR	6,000	1.06	10.2	7.8	8.1	9.0	8.8	9.3	8.4	9.1	8.0								
WDCX	Buffalo	B	99.5	110.0	640	a	Crawford Bcstg Co	63				Religion	500		0.8	0.6	0.9	1.0	0.6	0.6	0.8	0.8	0.5								
• CKEY	Ft Erie		101.1	52.0	262		CJRN 710 Inc	91			1	Urban			1.8	1.8	1.8	1.8	1.4	1.9	1.6	1.4	1.3								
CFNY	Brampton	C1	102.1	35.0	1381		Corus Entertainment	60				New Rock			0.9	1.0	0.6	0.6	0.6	0.7	0.8	0.7	0.8								
WTSS	Buffalo	B	102.5	110.0	1165	a	Entercom	46	9912		g2	Hot AC	4,600	1.43	5.8	5.0	5.9	4.8	4.8	5.5	5.0	4.5	5.0								
WEDG	Buffalo	B	103.3	49.0	348	c	Citadel Comm Corp	47	0004		g3	1 Modern Rock	4,000	1.33	5.4	4.8	5.2	4.8	4.0	5.3	4.1	4.3	4.9								
• WHTT	Buffalo	B	104.1	50.0	223	c	Citadel Comm Corp	54	0004		g3	1 Oldies	4,900	1.21	7.3	6.7	6.7	6.7	6.5	6.6	6.2	6.8	5.5								
WYRK	Buffalo	B	106.5	50.0	466	b	Infinity Bcstg	62	0102		g1	Country	6,300	1.01	11.2	10.2	10.2	8.9	8.1	9.0	10.2	8.5	10.5								
WNSA	Wetherfield	B	107.7	19.5	801		Adelphia Comm	48	0008	1,650		Sports	1,300	1.17	2.0	0.9	1.1	1.9	1.9	1.2	3.0	1.4	1.4								
# FM Stations -															13	# Combos -		9	FM TOTALS				76.8	63.5	64.9	66.0	62.4	66.4	67.6	64.2	64.9

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)																
												Revenue (000)1/	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000									
WGR	Buffalo	B	550	5.0	5.00	a	Entercom	22	9912		g2	Sports	2,500	1.50	3.0	2.0	1.8	2.0	2.8	2.4	1.8	3.3	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	4,400	0.72	11.0	9.7	8.3	8.9	11.1	8.3	9.4	10.0	10.0								
• WUFO	Amherst	D	1080	1.0	0.00		Sheridan Bcstg	48	7203			Gsp/Old/Jaz	150		0.6	0.6	0.8	0.9	0.8	0.5	0.8	0.7	0.0								
• WMNY	Buffalo	D	1120	1.0	0.00	c	Citadel Comm Corp	47	0004		g3	1 Gospel	100		0.2	0.6	0.0	0.9	0.8	0.0	0.6	0.0	0.0								
WECK	Cheektowaga	C	1230	1.0	1.00	cp	Infinity Bcstg	56	0102		g1	Nostalgia	1,000	0.36	5.0	4.0	4.6	4.2	4.3	3.9	4.4	4.7	4.0								
WHLD	Niagara Falls	B	1270	5.0	1.00	c	Citadel Comm Corp	40	0004		g3	1 Relgn/Ethnc			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3								
WXRL	Lancaster	B	1300	5.0	2.50	cp	Dome Bcstg	64	7011			Country	300		0.8	1.1	0.9	0.9	0.5	0.6	0.8	0.6	0.7								
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	0.6	0.5	0.5	0.4	0.6	0.5	0.7	0.4								
WWWS	Buffalo	C	1400	1.0	1.00	a	Entercom	34	9912		g2	Urban/Oldes	275	0.38	1.3	2.2	1.4	1.4	1.2	0.8	1.0	1.2	1.4								
• WJLJ	Niagara Falls	D	1440	1.0	0.06		M.J. Phillips Comm	47	9211	225		Oldies			0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0								
WWKB	Buffalo	A	1520	50.0	50.00	a	Entercom	25	9912		g2	BusNw/70Ht	300		0.5	0.6	0.5	0.4	0.5	0.5	0.5	0.3	0.4								
# AM Stations -															13	# Combos -		7	AM TOTALS				23.2	21.4	18.8	20.1	22.4	17.9	19.8	21.5	20.0
AM & FM Stations Profiled -															26	# Duopolies -		7	Total Local Commercial Share				84.9	83.7	86.1	84.8	84.3	87.4	85.7	84.9	

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

Metro Rank: 51

Revenue Rank: 80

Monmouth-Ocean, NJ Market Overview



Metro Counties / Population (000)

Monmouth, NJ	620.0
Ocean, NJ	516.7
Total	1,136.7

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$14,500	\$16,000	\$17,800	\$22,400	\$25,100	\$24,300
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-3.2%	\$25,700	\$27,400	\$29,100	\$30,900	\$32,900	6.3%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.59/1,000	\$1.90/1,000	Local 80%
Revenue/Capita	\$13.80	\$21.38	\$27.09	National 20%

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	1,050.9	1,136.7	1.6%	1,136.7	1,214.5	1.3%
Households	388.9	426.4	1.9%	426.4	460.6	1.6%
Retail Sales	NA ^{1/}	15,252.1	NA ^{1/}	15,252.1	17,307.5	2.6%
EBI ^{2/}	18,883.3	24,486.1	5.3%	24,486.1	28,721.0	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	547.4	90.7	44.7	41.9	69.5	89.4	80.2	131.1
Women (000)	589.3	87.6	42.9	39.9	69.2	92.5	82.0	175.2
Total	1,136.7	178.2	87.6	81.8	138.7	181.9	162.2	306.2
Percentage	100.0%	15.7%	7.7%	7.2%	12.2%	16.0%	14.3%	26.9%
Per Capita	\$ 21,541							
				Median Household	\$ 55,334		Avg Household	\$ 57,425
Ethnic Population:	White	90.4%	Black	6.2%	Asian	3.1%	Hispanic	5.8%

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+	21.3	8.2		29.5	29.5	4.6	34.1
Avg 12+	2.7	4.1		3.3	3.0	1.2	2.4
Tot LCS	62.5	24.0		86.5	86.5	13.5	100.0
Avg LCS	7.8	12.0		9.6	8.7	3.4	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 New York, Middlesex & Trenton.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WOBM	Toms River	A	92.7	1.4	486	a	Millennium Radio Gr	68	0206	100,000	d1	AC	4,000	1.34	12.3	5.3	4.6	3.9	3.9	4.6	4.7	4.2	4.0	
WJLK	Asbury Park	A	94.3	1.3	499	a	Millennium Radio Gr	47	0206		d1	Hot AC	5,900	2.56	9.5	3.4	4.4	2.7	3.3	3.1	3.0	3.7	3.2	
WRAT	Point Pleasant	A	95.9	4.0	240	c	Greater Media	68	0107		g	AOR/CIRck	4,500	1.93	9.6	2.9	3.0	3.4	2.7	4.3	4.7	2.7	4.3	
WBBO	Ocean Acres	A	98.5	3.0	466	a	Millennium Radio Gr	93	0206		d1	CHR	2,800	1.13	10.2	2.5	2.3	3.4	3.1	2.7	2.9	3.0	2.9	
WBHX	Tuckerton	A	99.7	5.6	108		Press Comm LLC	99	0207 p	1,150		Clsc Rock	200		0.5	0.0	0.0	0.3	0.0	0.6	0.0	0.0	0.0	
WJRZ	Manahawkin	A	100.1	1.6	436	c	Greater Media	76	0207	8,306	st	Oldies	1,900	0.85	9.2	3.1	2.5	2.6	3.2	2.1	1.2	2.1	1.6	
WKXW	Trenton	B	101.5	15.5	902		Millennium Radio Gr	62	0202			Oldes/Talk	n/a		17.2	6.7	4.8	5.8	5.1	5.9	5.7	5.8	6.2	
WCHR	Manahawkin	B1	105.7	13.0	459		Manahawkin Comm	02			1	Clsc Rock				1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHTG	Eatontown	A	106.3	1.9 cp	420	b	Press Comm LLC	61	0011	15,000	c2	Modern Rock	1,000	0.63	6.5	2.7	2.3	2.4	1.7	1.4	1.0	1.8	1.0	
WWZY	Long Branch	A	107.1	0.6 cp	541		Big City Radio	60	9702	12,000		Spanish AC	2,500	0.96	10.7	1.4	3.3	3.3	3.5	3.6	4.1	3.6	4.5	
# FM Stations -					10	# Combos -					6	FM TOTALS				85.7	29.5	27.2	27.8	26.5	28.3	27.3	26.9	27.7

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• WOBM	Lakewood	B	1160	5.0	8.90	a	Millennium Radio Gr	70	0206		d1	News/MOR	750	0.37	8.4	3.6	2.5	2.9	2.4	4.7	3.7	2.2	2.9	
• WADB	Asbury Park	B	1310	2.5	1.00	a	Millennium Radio Gr	26	0206		d1	Adlt Stndrd	600	0.47	5.2	1.0	0.0	0.9	2.4	1.2	1.3	2.8	1.5	
• WHTG	Eatontown	D	1410	0.3 cp	0.09	b	Press Comm LLC	57	0011		c2	Oldies	100		0.8	0.0	0.3	0.5	0.0	0.0	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	
# AM Stations -					4	# Combos -					3	AM TOTALS				14.4	4.6	2.8	4.3	4.8	5.9	5.0	5.0	4.4
AM & FM Stations Profiled -					14	# Duopolies -					5	Total Local Commercial Share				34.1	30.0	32.1	31.3	34.2	32.3	31.9	32.1	

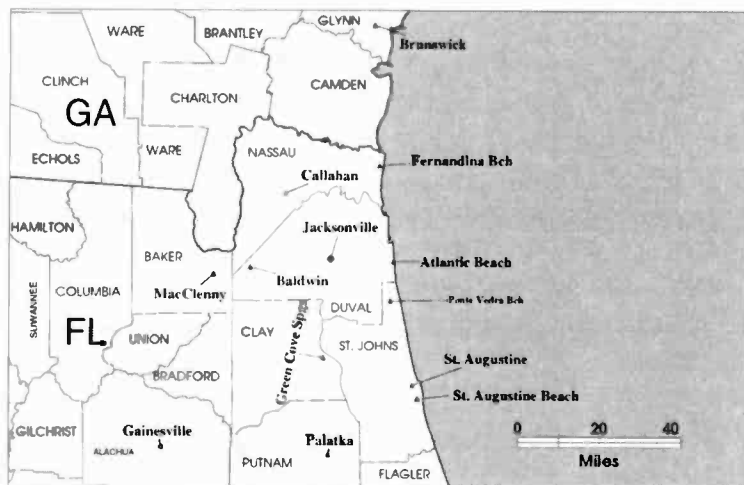
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 52

Revenue Rank: 46

Jacksonville, FL Market Overview



Metro Counties / Population (000)

Baker, FL	22.5
Clay, FL	143.4
Duval, FL	786.8
Nassau, FL	58.7
St. Johns, FL	126.1
Total	1,137.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$40,600	\$44,900	\$49,100	\$54,200	\$60,200	\$55,100
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-8.5%	\$58,000	\$61,800	\$65,800	\$69,800	\$74,300
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.81/1,000	2006 \$4.38/1,000	Est. Breakout		Local 80%	
Revenue/Capita	\$40.00	\$48.44	\$60.56			National 20%	

Demographic and Economic Overview

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

MSA	1996	2001	Growth Rate	2001	2006	Growth Rate
	Population	1,014.9	1,137.5	2.3%	1,137.5	1,226.8
Households	381.8	432.2	2.5%	432.2	469.5	1.7%
Retail Sales	NA ^{1/}	14,460.2	NA ^{1/}	14,460.2	16,952.1	3.2%
EBI ^{2/}	15,696.9	20,947.5	5.9%	20,947.5	27,529.5	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	554.9	104.4	47.2	51.5	84.2	92.0	78.0	97.6
Women (000)	582.6	100.9	46.5	49.1	81.9	94.8	82.6	126.8
Total	1,137.5	205.3	93.7	100.6	166.2	186.7	160.6	224.4
Percentage	100.0%	18.1%	8.2%	8.8%	14.6%	16.4%	14.1%	19.7%
Per Capita	\$ 18,415			Median Household	\$ 38,975		Avg Household	\$ 48,467
Ethnic Population:	White 74.5%	Black 22.1%	Asian 2.8%	Hispanic 3.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		16	13	19	19	38
Tot 12+	11.1		59.5	66.3	70.6	12.1	82.7
Avg 12+	3.7		3.7	5.1	3.7	0.6	2.2
Tot LCS	13.4		71.9	80.2	85.4	14.6	100.0
Avg LCS	4.5		4.5	6.2	4.5	0.8	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 Daytona Beach & 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WJXR	Macclenny	C3	92.1	25.0	328		Perich, Gregory G	78	8501			Talk	1,000		0.2	0.7	0.0	0.6	0.0	0.4	0.4	0.0	0.0
WJBT	Green Cove	A	92.7	2.6	505	c	Clear Channel Comm	78	9905		g1	RhyBI/UrCH	2,100	0.50	7.6	5.5	6.1	7.6	6.6	6.0	5.7	6.5	7.4
WPLA	Callahan	C2	93.3	50.0	463	c	Clear Channel Comm	90	9712		g3	1 Alternative	2,000	0.67	5.4	3.7	4.9	5.1	3.6	4.3	5.2	3.3	5.3
● WSOS	St. Augustine	C3	94.1	19.0	377		Westshore Bcstg Inc	82	9005	1,620		Bright AC	200		0.4	0.4	1.0	0.9	0.0	0.6	0.5	0.0	0.4
WAPE	Jacksonville	C	95.1	100.0	984	b	Cox Radio Inc	49	0008		sw	Top 40	6,400	1.43	8.1	6.8	6.5	6.0	6.5	7.4	6.2	7.4	6.4
WEJZ	Jacksonville	C	96.1	100.0	984	d	Renda Bcstg Corp	49	9003		g	Lite AC	5,600	1.27	8.0	7.0	5.1	6.6	6.9	6.9	7.2	6.6	6.3
WKQL	Jacksonville	C	96.9	100.0	1014	b	Cox Radio Inc	69	0008		sw	Oldies	4,200	1.14	6.7	7.0	6.7	5.1	5.3	5.4	6.3	5.5	5.3
WFKS	Neptune Beach	C2	97.9	12.5 cp	991	c	Clear Channel Comm	65	9712		g3	1 CHR	1,700	0.75	4.1	3.7	3.3	3.3	3.0	4.0	3.5	3.4	3.1
WQIK	Jacksonville	C0	99.1	100.0 cp	991	c	Clear Channel Comm	64	9905		g1	1 Country	5,500	1.28	7.8	5.2	6.7	6.1	5.9	7.2	7.0	6.0	6.3
WGNE	Palatka	C	99.9	100.0	1201	d	Renda Bcstg Corp	73	9602			Country	n/a		0.9	0.9	1.1	1.0	1.4	0.7	0.8	0.9	0.6
WWRR	Brunswick	C1	100.7	36.0	1463	d	Renda Bcstg Corp	65	9602		g	Rock	500	0.60	1.5	2.1	2.1	2.2	1.5	1.4	1.3	1.2	1.3
WSOL	Brunswick	C	101.5	100.0	1463	c	Clear Channel Comm	66	9905		g1	1 Urban AC	3,600	0.75	8.7	6.0	7.6	7.9	7.1	7.3	7.3	6.9	7.8
WMXQ	Jacksonville	C	102.9	100.0	1014	b	Cox Radio Inc	65	0008		sw	80s Hits	3,500	1.01	6.3	4.5	4.2	5.2	5.1	5.0	6.7	4.9	4.6
WFYV	Atlantic Beach	C	104.5	100.0	1014	b	Cox Radio Inc	67	0008		sw	Clsc Rock	6,800	1.52	8.1	7.9	5.5	6.5	7.3	6.5	6.7	7.2	6.9
● WXGV	Fernandina	A	105.3	3.9	410	g	Tama Broadcasting	99	0210 p	8,500	d1	Hot AC	1,200	1.45	1.5	0.9	1.1	0.6	0.9	1.3	1.1	1.0	1.5
● WYGV	St. Augustine	C3	105.5	16.0	410	g	Tama Broadcasting	95	0210 p		d1	Hot AC			0.6	0.4	0.4	0.4	0.2	0.6	0.4	0.5	0.4
WHJX	Baldwin	C3	105.7	12.0 cp	479		Tama Broadcasting	92	0201	1,600		Urban				1.9	0.7	0.0	0.0	0.0	0.0	0.0	0.0
WBGB	Ponte Vedra	A	106.5	6.0	328	a	Concord Media Group	96	9907		c3	1 ChrsContem	500	0.32	2.8	3.7	3.9	2.5	2.9	2.3	2.7	2.1	2.4
WROO	Jacksonville	C1	107.3	98.0 cp	991	c	Clear Channel Comm	77	9712		g3	1 Country	2,900	1.07	4.9	4.7	3.7	2.4	4.1	4.1	3.5	4.7	4.2
# FM Stations -					19	# Combos -					16	FM TOTALS		83.6	73.0	70.6	70.0	68.3	71.4	72.5	68.1	70.2	

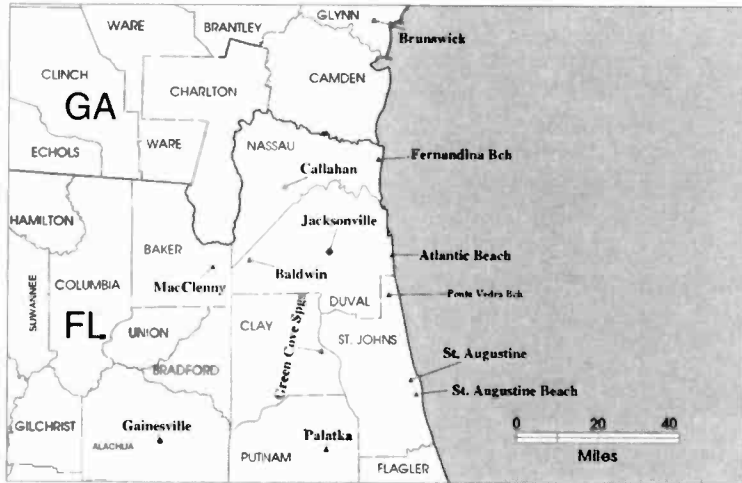
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 52

Revenue Rank: 46

Jacksonville, FL Market Overview



Metro Counties / Population (000)

Baker, FL	22.5
Clay, FL	143.4
Duval, FL	786.8
Nassau, FL	58.7
St. Johns, FL	126.1
Total	1,137.5

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$40,600	\$44,900	\$49,100	\$54,200	\$60,200	\$55,100
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-8.5%	\$58,000	\$61,800	\$65,800	\$69,800	\$74,300
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.81/1,000	2006 \$4.38/1,000	Est. Breakout		Local 80%	National 20%
Revenue/Capita	\$40.00	\$48.44	\$60.56				

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	1,014.9	1,137.5	2.3%	1,137.5	1,226.8	1.5%
Households	381.8	432.2	2.5%	432.2	469.5	1.7%
Retail Sales	NA ^{1/}	14,460.2	NA ^{1/}	14,460.2	16,952.1	3.2%
EBI ^{2/}	15,696.9	20,947.5	5.9%	20,947.5	27,529.5	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	554.9	104.4	47.2	51.5	84.2	92.0	78.0	97.6
Women (000)	582.6	100.9	46.5	49.1	81.9	94.8	82.6	126.8
Total	1,137.5	205.3	93.7	100.6	166.2	186.7	160.6	224.4
Percentage	100.0%	18.1%	8.2%	8.8%	14.6%	16.4%	14.1%	19.7%
Per Capita	\$ 18,415	Median Household		\$ 38,975	Avg Household		\$ 48,467	
Ethnic Population:	White 74.5%	Black 22.1%	Asian 2.8%	Hispanic 3.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		16	13	19	19	38
Tot 12+	11.1		59.5	66.3	70.6	12.1	82.7
Avg 12+	3.7		3.7	5.1	3.7	0.6	2.2
Tot LCS	13.4		71.9	80.2	85.4	14.6	100.0
Avg LCS	4.5		4.5	6.2	4.5	0.8	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 Daytona Beach & 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WBWL	Jacksonville	B	600	5.0	5.00		ABC Radio Inc	33	0207	2,500		Sports	700		0.9	0.0	0.8	0.8	0.7	0.5	0.6	0.8	1.0
• WOKV	Jacksonville	B	690	50.0	10.00	b	Cox Radio Inc	58	0008		sw	Nws/Tlk/Spt	3,400	0.93	6.6	4.8	4.8	5.6	6.6	5.1	4.4	6.2	6.6
WFXJ	Jacksonville	B	930	5.0	5.00	c	Clear Channel Comm	25	9712		g3	1 Sports	800	0.91	1.6	0.9	1.6	1.5	1.2	1.1	1.2	1.5	1.6
• WVOJ	Jacksonville	D	970	1.0	0.16		Morgan Media Inc	69	9803	495		Talk	100			0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
• WIOJ	Jacksonville	D	1010	10.0	0.14		McEntee Bcstg FL Inc	47	9603	240		Christian				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			0.3	0.0	0.0	0.4	0.0	1.0	0.0	0.0	0.0
• WEWC	Callahan	D	1160	5.0	0.25		P&B Comm Ltd.	99	0012 p	450		Rhythm/Blue	100		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
• WKLN	St. Augustine	D	1170	0.8	0.00		Westshore Bcstg Inc	86	0208	225		Adlt Stndrd	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			0.3	0.4	0.0	0.0	0.0	0.0	0.5	0.6	0.0
• WFOY	St. Augustine	C	1240	1.0 cp	0.58	e	Shull Bcstg Co Inc	36				Nws/Tlk/Spt	150		0.3	0.0	0.7	0.0	0.0	0.4	0.0	0.0	0.7
• WSVE	Jacksonville	D	1280	5.0	0.00		Willis Bcstg Corp	48	9505	338		Gospel	400		0.7	1.2	0.5	0.9	1.0	0.7	0.7	0.5	0.5
WJGR	Jacksonville	B	1320	5.0	5.00	a	Concord Media Group	45	9912		d1	1 Nws/Tlk/Spt	100		0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
• WCGL	Jacksonville	D	1360	5.0	0.00		Maiden,D & Battle,B	48	8912	510		Gospel	400	0.56	1.3	0.8	1.0	0.8	1.0	0.9	1.2	1.6	0.7
WZAZ	Jacksonville	C	1400	1.0	1.00	a	Concord Media Group	50	9912		d1	1 Gospel	900	0.43	3.8	2.3	2.7	3.1	2.8	3.4	4.0	3.4	2.2
• WAOC	St. Augustine	B	1420	2.2	0.25	e	Shull Bcstg Co Inc	53	0208	284		Country	125			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	Concord Media Group	42	9907		c3	1 Sports	100			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.1
• WOBS	Jacksonville	D	1530	50.0	0.00		Word Broadcasting	76	0209 p		g	Gospel			0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
• WGSR	Fernandina	D	1570	10.0	0.03		RJM Comm Inc	55	9904	225		Gospl/R&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							16.2	10.8	12.1	13.6	13.3	14.0	12.6	15.3	13.4
AM & FM Stations Profiled -					38	# Duopolies -	10	Total Local Commercial Share							83.8	82.7	83.6	81.6	85.4	85.1	83.4	83.6	

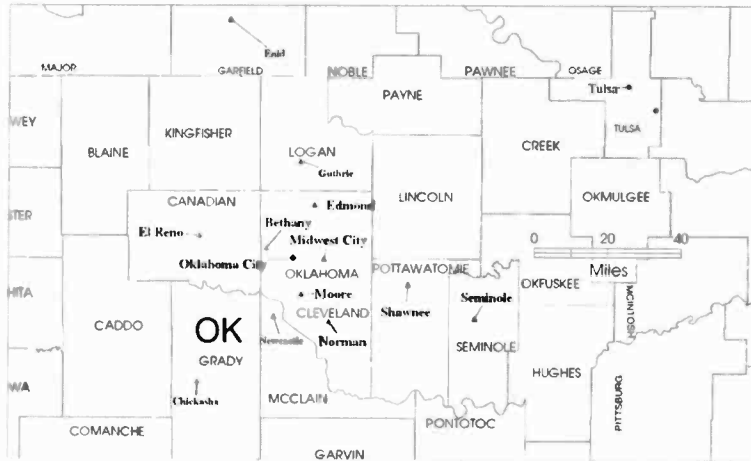
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 53

Revenue Rank: 52

Oklahoma City, OK Market Overview



Metro Counties / Population (000)

Canadian, OK	88.7
Cleveland, OK	210.5
Logan, OK	34.3
McClain, OK	28.1
Oklahoma, OK	665.0
Pottawatomie, OK	66.0
Total	1,092.6

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

ESTIMATED GROSS REVENUES

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
GROSS REVENUES	\$35,600	\$37,300	\$41,700	\$44,300	\$47,000	\$43,600	4.1%
Δ 00 - 01	-7.2%						
	2002	2003	2004	2005	2006	Δ 01 - 06	
GROSS REVENUES	\$45,900	\$48,900	\$52,100	\$55,200	\$58,800	6.2%	

Revenue/Retail Sales Revenue/Capita

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.21/1,000	\$3.91/1,000	Local 86%
Revenue/Capita	\$34.77	\$39.90	\$51.77	National 14%

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	1,024.0	1,092.6	1.3%	1,092.6	1,135.9	0.8%
Households	389.7	420.9	1.6%	420.9	442.4	1.0%
Retail Sales	NA ^{1/}	13,602.4	NA ^{1/}	13,602.4	15,055.9	2.1%
EBI ^{2/}	14,273.2	17,572.1	4.2%	17,572.1	21,793.5	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	533.1	100.9	47.9	52.0	77.8	86.0	75.4	93.1
Women (000)	559.5	96.4	45.9	51.8	75.6	88.2	79.0	122.6
Total	1,092.6	197.3	93.8	103.8	153.4	174.3	154.3	215.7
Percentage	100.0%	18.1%	8.6%	9.5%	14.0%	16.0%	14.1%	19.7%
Per Capita	\$ 16,083							
Median Household				\$ 45,140				
Avg Household							\$ 41,749	
Ethnic Population:								
White	80.2%							
Black		11.1%						
Asian					3.0%			
Hispanic							7.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		13	15	18	13	31
Tot 12+	8.6		61.1	69.7	69.7	13.4	83.1
Avg 12+	1.7		4.7	4.6	3.9	1.0	2.7
Tot LCS	10.3		73.5	83.9	83.9	16.1	100.0
Avg LCS	2.1		5.7	5.6	4.7	1.2	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	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)				
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
KOMA	Oklahoma City	C	92.5	100.0	984	b	Renda Bcstg Corp	64	9901	53,000	c3	Oldies	4,000	1.27	7.2	6.5	5.3	5.5	4.7	5.9	6.4	6.0	6.1	
KKNG	Newcastle	C1	93.3	100.0	797	f	Tyler Bcstg Corp	71	9508	441		Country	550	0.18	7.0	7.1	6.5	4.9	6.2	6.1	7.8	4.8	4.8	
KHBZ	Oklahoma City	C	94.7	100.0	1221	a	Clear Channel Comm	67	9401	7,500	1	Rock	1,550	0.62	5.7	4.7	3.4	3.6	5.3	3.1	4.5	5.2	6.3	
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	1	Country	5,150	1.64	7.2	5.6	5.7	4.8	5.8	5.4	6.7	5.8	6.5
KMMZ	Enid	C	96.9	100.0	1450	a	Chisholm Trail Bcstg	67				Soft AC			1.1	2.1	1.1	1.8	1.6	1.6	1.5	0.7	0.0	
KKWD	Edmond	A	97.9	6.0	315	d	Citadel Comm Corp	62	9912	60,000	d3	CHR/Rhymc	3,100	1.02	7.0	6.3	6.7	7.1	6.9	5.6	5.3	6.8	5.9	
KYIS	Oklahoma City	C	98.9	100.0	1099	d	Citadel Comm Corp	69	9912		d3	AC	3,000	1.17	5.9	4.5	4.7	4.8	5.7	5.6	4.5	4.7	5.2	
KATT	Oklahoma City	C	100.5	100.0	1191	d	Citadel Comm Corp	60	9912		d3	AOR	5,150	1.27	9.3	7.4	9.3	10.8	8.3	8.6	7.9	7.9	6.9	
KTST	Oklahoma City	C	101.9	100.0	1221	a	Clear Channel Comm	62	9607		g2	1	Country	2,000	0.75	6.1	6.1	5.4	4.6	4.9	5.3	5.3	5.2	4.9
KJYO	Oklahoma City	C	102.7	100.0	1221	a	Clear Channel Comm	61	8410		g1	1	CHR	2,300	0.71	7.4	4.9	5.9	6.8	6.5	6.7	6.6	6.3	5.2
KMGL	Oklahoma City	C	104.1	100.0	1362	b	Renda Bcstg Corp	65	8803	3,050		AC	3,700	1.37	6.2	5.9	5.0	4.9	4.6	5.3	6.1	4.6	4.8	
KQBL	Bethany	A	104.9	6.0	328	d	Citadel Comm Corp	65	9912		d3	Country				1.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	
• WWLS	Kingfisher	A	105.3	0.8	840	d	Citadel Comm Corp	00	0209	3,100		Sprts/Talk	2,000	1.39	3.3	1.3	1.4	2.7	3.9	2.6	2.6	2.7	3.1	
KWCO	Chickasha	A	105.5	3.3	443	f	Tyler Bcstg Corp	66	9802	200		Clsc Hits				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KIRC	Seminole	A	105.9	4.4	384		One Ten Bcst Group	78				Country	50		0.3	0.0	0.0	0.4	0.0	0.0	0.5	0.0	0.4	
KTUZ	Okarche	C2	106.7	13.0	965	f	Tyler Bcstg Corp	68	9803	100	c1	Spanish	500	0.88	1.3	0.9	1.9	1.3	1.3	1.3	1.3	1.0	0.7	
KRXO	Oklahoma City	C	107.7	100.0	991	b	Renda Bcstg Corp	76	9901		c3	Clsc Rock	4,500	1.23	8.4	7.9	6.9	7.4	5.8	7.3	5.1	7.1	8.9	
# FM Stations -					18	# Combos -					16	FM TOTALS				83.4	72.7	69.7	71.4	71.5	70.4	72.1	68.8	69.7

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)				
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
WWLS	Moore	B	640	5.0	1.00	d	Citadel Comm Corp	22	9912			Sports	500	1.04	1.1	1.5	1.4	1.1	1.1	1.0	0.7	1.0	1.0	
• KQCV	Oklahoma City	B	800	2.5	1.00	e	Bott Radio Network	48	7601			Relgn/Talk	300		0.8	0.6	0.8	0.9	1.2	0.9	0.5	0.8	0.6	
• KTLR	Oklahoma City	D	890	1.0	0.00	f	Tyler Bcstg Corp	46	9908	480		Religion				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKY	Oklahoma City	B	930	5.0	5.00		Gaylord Entertain Co	20	2808		1	Talk	250	0.44	1.3	0.9	0.9	1.1	1.2	0.9	1.3	0.9	1.2	
KTOK	Oklahoma City	B	1000	5.0	5.00	a	Clear Channel Comm	27	8410		g1	1	News/Talk	3,500	1.06	7.6	4.4	5.0	4.2	4.8	7.0	5.7	6.8	6.0
• KVSP	Oklahoma City	D	1140	1.0	0.00		Perry Bcstg Co Inc	46	9303	375		Urban	1,100	0.70	3.6	2.0	2.8	3.3	2.6	2.7	2.4	2.7	4.5	
• KTLV	Midwest City	D	1220	0.3	0.00	a	Clear Channel Comm	73	0206		sw	Black Gospl	50		0.4	0.6	0.6	0.0	0.0	0.4	0.4	0.6	0.0	
• KEBC	Midwest City	C	1340	1.0 cp	1.00		First Choice Bcstg	20	0206		sw	Urban	200		0.4	0.0	0.8	1.3	0.8	0.4	0.4	0.0	0.7	
KREF	Norman	C	1400	1.0	1.00	c	Fox Family	49	9404	200		Sports	50			0.0	0.0	0.0	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		0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
KOKC	Guthrie	C	1490	1.0	1.00	c	Family Worship Cntr	55	0207 p	150		DARK				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	Oldies			1.3	0.6	1.1	1.7	1.4	0.9	0.9	1.2	1.3	
# AM Stations -					13	# Combos -					8	AM TOTALS				16.6	11.0	13.4	13.6	13.1	14.2	12.7	14.0	15.3
AM & FM Stations Profiled -					31	# Duopolies -					8	Total Local Commercial Share				83.7	83.1	85.0	84.6	84.6	84.8	82.8	85.0	

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

Metro Rank: 54

Revenue Rank: 57

Rochester, NY Market Overview



Metro Counties / Population (000)

Genesee, NY	60.4
Livingston, NY	64.5
Monroe, NY	736.9
Ontario, NY	100.6
Orleans, NY	44.3
Wayne, NY	94.1
Total	1,100.8

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$33,600	\$35,800	\$39,500	\$41,800	\$45,800	\$42,200
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.9%	\$44,200	\$47,100	\$50,100	\$53,200	\$56,600	6.1%
	1996	2001	2006				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.48/1,000	\$4.40/1,000				Local 81%
Revenue/Capita	\$30.86	\$38.34	\$51.79				National 19%

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	1,088.7	1,100.8	0.2%	1,100.8	1,092.8	-0.1%
Households	407.3	416.6	0.5%	416.6	419.1	0.1%
Retail Sales	NA ^{1/}	12,119.8	NA ^{1/}	12,119.8	12,866.8	1.2%
EBI ^{2/}	15,674.7	19,127.6	4.1%	19,127.6	21,165.8	2.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	534.7	96.9	43.6	52.8	75.0	87.3	77.4	101.7
Women (000)	566.1	92.8	41.3	52.5	75.4	90.7	80.0	133.3
Total	1,100.8	189.7	84.9	105.4	150.5	178.0	157.3	235.0
Percentage	100.0%	17.2%	7.7%	9.6%	13.7%	16.2%	14.3%	21.3%
Per Capita	\$ 17,376							
				Median Household	\$ 34,294		Avg Household	\$ 45,914
Ethnic Population:	White	86.2%	Black	11.1%	Asian	2.1%	Hispanic	4.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	16	7		12	23	13	36
Tot 12+	21.7	41.0		59.1	62.7	16.6	79.3
Avg 12+	1.4	5.9		4.9	2.7	1.3	2.2
Tot LCS	27.4	51.7		74.5	79.1	20.9	100.0
Avg LCS	1.7	7.4		6.2	3.4	1.6	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)			
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WBEE	Rochester	B	92.5	50.0	499	e	Entercom	61	9805		g2	Country	5,200	0.97	12.7	8.9	9.8	9.5	12.1	8.7	11.7	10.8	8.7
WBBF	Fairport	A	93.3	4.4	384	e	Entercom	93	9805		g2	Oldies	700	0.47	3.5	3.2	2.6	2.5	1.8	3.0	2.5	2.1	3.4
WDNY	Dansville	A	93.9	0.6	742	f	Miller Media Inc	90	9603	300	c3	AC	200		0.4	0.0	0.4	0.4	0.0	0.0	0.5	0.4	0.4
WZNE	Brighton	A	94.1	1.8	407	d	Infinity Bcstg	97	0102		g1	Alternative	1,100	0.69	3.8	3.5	2.3	3.5	2.7	3.1	3.3	3.1	2.6
WNVE	Honeoye Falls	B	95.1	50.0	479	g	Clear Channel Comm	48	9905		g3	Alternative	2,200	0.97	5.4	3.7	4.3	3.7	3.7	4.4	4.7	3.2	4.7
WCMF	Rochester	B	96.5	50.0	449	d	Infinity Bcstg	60	0102		g1	AOR	5,250	1.62	7.7	5.6	5.6	5.7	5.2	5.6	5.9	5.9	7.0
WPXY	Rochester	B	97.9	50.0	400	d	Infinity Bcstg	59	0102		g1	CHR	4,700	1.39	8.0	4.3	5.4	4.7	5.1	7.0	5.8	6.3	6.2
WNYR	Waterloo	A	98.5	3.2	446	c	Finger Lakes Radio	69				AC			0.1	0.4	0.4	0.0	0.6	0.4	0.0	0.0	0.0
WBZA	Rochester	B	98.9	37.0	564	e	Entercom	39	9805		g2	80s Hits	1,200	0.61	4.7	4.3	3.2	3.2	2.8	4.4	4.0	5.3	1.1
WLLW	Seneca Falls	A	99.3	3.0	236	c	Finger Lakes Radio	96	0010	875	sw	Clsc Rock				0.7	0.0	0.4	0.4	0.0	0.0	0.0	0.0
WZXV	Palmyra	A	99.7	2.8	486		Calvery Chpl-Fgr Lke	93	9409	70	st	Christian	550	1.00	1.3	1.0	0.5	0.8	0.9	1.1	0.9	1.3	0.7
• WVOR	Rochester	B	100.5	50.0	479	g	Clear Channel Comm	62	9905		g3	Hot AC	2,600	1.04	5.9	5.1	5.0	4.9	3.9	4.9	4.0	4.8	5.0
WRMM	Rochester	B	101.3	27.0	640	d	Infinity Bcstg	66	0102		g1	Soft AC	5,350	1.33	9.5	8.3	7.7	9.1	8.9	8.5	7.9	7.6	6.1
WFLK	Geneva	A	101.7	5.4	125		M.B. Communications	74	9306			Country				0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
WLOF	Attica	A	101.7	3.2 cp	446		Holy Family Comm	77	9912	655		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WISY	Canandaigua	A	102.3	3.4	282	g	Clear Channel Comm	74	9905		g3	Soft AC	200		0.4	0.6	0.6	0.5	1.0	0.0	0.0	0.5	0.7
WDCZ	Webster	A	102.7	6.0	328	a	Crawford Bcstg Co	93	9212	950		Christian	300		0.8	0.6	0.9	0.6	0.7	0.7	0.5	0.4	0.8
WUUF	Sodus	A	103.5	6.0	243		Waynco Radio Inc	91	9004	10	cp	1 Country	500		0.3	0.0	0.0	0.5	0.0	0.4	0.0	0.4	0.0
WDKX	Rochester	A	103.9	0.8	541		Monroe Cnty Bcstg	74				Urban AC	1,900	0.56	8.1	7.7	8.2	6.8	6.7	5.2	7.3	7.0	5.9
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
WJZR	Rochester	A	105.9	3.0	180		R B Lee Rust	93				Jazz	700	0.83	2.0	1.7	1.5	1.8	1.7	1.3	1.6	1.9	1.4
WKGS	Irondequoit	A	106.7	3.5	266	g	Clear Channel Comm	92	9905		g3	CHR	2,200	1.30	4.0	3.2	3.5	3.5	3.7	3.2	3.3	2.2	3.8
WLCL	South Bristol	A	107.3	0.7	994	g	Clear Channel Comm	96	9905		q3	R&B Oldies	350		0.8	1.0	0.8	1.1	0.4	0.4	0.4	0.7	1.0
# FM Stations -					23	# Combos -					17	FM TOTALS			79.4	63.8	62.7	63.2	62.7	62.3	64.3	63.9	59.5

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 54

Revenue Rank: 57

Rochester, NY Market Overview



Metro Counties / Population (000)

Genesee, NY	60.4
Livingston, NY	64.5
Monroe, NY	736.9
Ontario, NY	100.6
Orleans, NY	44.3
Wayne, NY	94.1
Total	1,100.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$33,600	\$35,800	\$39,500	\$41,800	\$45,800	\$42,200	4.6%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
Gross Revenues	-7.9%	\$44,200	\$47,100	\$50,100	\$53,200	\$56,600	6.1%

Revenue/Retail Sales Revenue/Capita

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.48/1,000	\$4.40/1,000	Local 81%
Revenue/Capita	\$30.86	\$38.34	\$51.79	National 19%

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	1,088.7	1,100.8	0.2%	1,100.8	1,092.8	-0.1%
Households	407.3	416.6	0.5%	416.6	419.1	0.1%
Retail Sales	NA ^{1/}	12,119.8	NA ^{1/}	12,119.8	12,866.8	1.2%
EBI ^{2/}	15,674.7	19,127.6	4.1%	19,127.6	21,165.8	2.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	534.7	96.9	43.6	52.8	75.0	87.3	77.4	101.7
Women (000)	566.1	92.8	41.3	52.5	75.4	90.7	80.0	133.3
Total	1,100.8	189.7	84.9	105.4	150.5	178.0	157.3	235.0
Percentage	100.0%	17.2%	7.7%	9.6%	13.7%	16.2%	14.3%	21.3%
Per Capita	\$ 17,376							
				Median Household	\$ 34,294		Avg Household	\$ 45,914
Ethnic Population:	White	86.2%	Black	11.1%	Asian	2.1%	Hispanic	4.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	16	7		12	23	13	36
Tot 12+	21.7	41.0		59.1	62.7	16.6	79.3
Avg 12+	1.4	5.9		4.9	2.7	1.3	2.2
Tot LCS	27.4	51.7		74.5	79.1	20.9	100.0
Avg LCS	1.7	7.4		6.2	3.4	1.6	2.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.
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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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
																2002	2002	2002	2001	2001	2001	2001	2000		
• WROC	Rochester	B	950	1.0	1.00	e	Entercom	47	9805		g2	Talk	100		0.7	0.0	0.3	0.3	0.0	0.4	0.3	0.4	1.0		
WLJZ	Rochester	B	990	5.0	2.50	a	Crawford Bcstg Co	47	9709	650		Adlt Stndrd	200	0.13	3.7	3.4	3.0	3.8	2.8	3.6	3.0	2.4	2.7		
WYSL	Avon	B	1040	2.5	0.50		Radio Livingston Ltd		86			News	150			0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0		
WHAM	Rochester	A	1180	50.0	50.00	g	Clear Channel Comm	22	9905		g3	News/Talk	5,550	0.97	13.6	10.6	10.7	10.2	12.7	11.1	10.4	9.3	12.2		
WGVA	Geneva	C	1240	1.0	1.00	c	Finger Lakes Radio	47	9610			Talk/Sprts				0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.1		
WHTK	Rochester	B	1280	5.0	5.00	g	Clear Channel Comm	47	9905		g3	Talk	400	0.50	1.9	1.7	1.7	1.3	1.0	1.5	1.2	1.6	1.8		
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	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WWWG	Rochester	B	1460	5.0	5.00		HHH Broadcasting	25	0010	975		Gospel	150		0.3	0.5	0.5	0.5	0.5	0.0	0.8	0.0	0.0		
WBTA	Batavia	C	1490	1.0	0.71		Doran, Kevin	41	9504		c1	Nws/Tlk/AC	150		0.3	0.0	0.4	0.4	0.7	0.4	0.0	0.0	0.6		
• WCGR	Canandaigua	D	1550	0.3	0.00	c	Finger Lakes Radio	61	9312		na	Talk/Sprts			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4		
• 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					20.6	16.2	16.6	16.9	18.2	17.0	15.7	13.7	18.8
AM & FM Stations Profiled -					36	# Duopolies -					10	Total Local Commercial Share					80.0	79.3	80.1	80.9	79.3	80.0	77.6	78.3	

• 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	62.3
Jefferson, KY	695.8
Oldham, KY	47.1
Shelby, KY	34.0
Clark, IN	97.1
Floyd, IN	71.3
Harrison, IN	34.7
Scott, IN	23.1
Total	1,065.4

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$39,000	\$40,500	\$48,300	\$52,100	\$56,900	\$53,100
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-6.7%	\$55,600	\$59,300	\$63,200	\$67,000	\$71,300	6.1%

Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout	
		NA ^{1/}	\$3.82/1,000	\$4.44/1,000	Local
	\$38.29	\$49.84	\$64.94	National	13%

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	1,018.6	1,065.4	0.9%	1,065.4	1,097.9
Households	395.0	421.6	1.3%	421.6	442.5	1.0%
Retail Sales	NA ^{1/}	13,891.2	NA ^{1/}	13,891.2	16,041.3	2.9%
EBI ^{2/}	15,482.1	20,235.7	5.5%	20,235.7	25,832.2	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	512.1	90.6	47.1	42.6	70.9	86.2	75.6	99.2
Women (000)	553.3	86.4	45.2	43.2	72.5	90.4	80.4	135.3
Total	1,065.4	177.0	92.2	85.8	143.4	176.6	156.0	234.5
Percentage	100.0%	16.6%	8.7%	8.0%	13.5%	16.6%	14.6%	22.0%
Per Capita	\$ 18,993							
				Median Household	\$ 39,180		Avg Household	\$ 47,997
Ethnic Population:	White	84.0%	Black	14.2%	Asian	1.3%	Hispanic	1.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	15	5	3	15	23	14	37
Tot 12+	27.6	21.7	17.5	62.8	66.8	17.6	84.4
Avg 12+	1.8	4.3	5.8	4.2	2.9	1.3	2.3
Tot LCS	32.7	25.7	20.7	74.4	79.1	20.9	100.0
Avg LCS	2.2	5.1	6.9	5.0	3.4	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

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
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	
WYBL	Clarksville	A	93.1	2.2	387	a Clear Channel Comm	62				Country	900	1.06	1.6	2.1	3.4	2.0	2.3	2.4	1.1	0.8	1.2
• WFIA	New Albany	A	94.7	3.3	394	d Salem Comm Corp	95	9907	5,000	c2	Chrst/Talk	200		0.3	0.3	0.7	0.9	0.6	0.5	0.5	0.0	0.0
WQMF	Jeffersonville	B	95.7	28.5	643	a Clear Channel Comm	74	9702	13,500		Clsc Rock	3,000	1.18	4.8	3.5	3.9	4.2	3.0	4.3	3.9	4.2	4.1
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
WXZB	Corydon	A	96.5	6.0 cp	328	b Radio One Inc	90	0108		g2	Urban	2,750	0.78	6.6	6.1	4.3	5.8	5.8	5.7	5.7	4.7	6.5
WAMZ	Louisville	C1	97.5	100.0 cp	666	a Clear Channel Comm	66	8606	20,056	c3	Country	8,500	1.16	13.8	13.4	12.2	13.6	11.2	11.5	12.4	9.5	14.0
WZKF	Salem	B	98.9	50.0	492	a Clear Channel Comm	98	9702	2,400		CHR	1,100	0.67	3.1	3.2	2.5	3.5	2.2	3.4	2.4	2.1	2.7
WDJX	Louisville	B	99.7	24.0	715	b Radio One Inc	63	0108		g2	Top 40	4,600	1.02	8.5	6.0	5.6	5.6	5.7	6.9	7.0	7.8	7.5
WTFX	Louisville	C2	100.5	37.0	554	a Clear Channel Comm	93	9610	6,900	c4	AOR	2,800	1.05	5.0	3.8	4.6	3.9	5.5	3.3	4.6	4.9	4.5
WMJM	Jeffersontown	A	101.3	2.0	194	b Radio One Inc	78	0108		g2	R&B Oldies	600	0.38	3.0	2.9	1.5	2.3	2.1	2.3	3.1	2.0	2.9
WIBL	Shelbyville	A	101.7	6.0	328	a Clear Channel Comm	89	0202		g1	Country	100		0.3	0.1	0.4	0.6	0.0	0.0	0.6	0.5	0.0
• WXMA	Louisville	A	102.3	6.0	285	b Radio One Inc	64	0108		g2	Hot AC	750	0.42	3.4	2.2	2.4	3.9	2.5	4.0	2.8	2.4	2.5
WRKA	St. Matthews	A	103.1	6.0	312	c Cox Radio Inc	64	9601		c6	Oldies	2,500	1.07	4.4	4.4	4.3	2.9	3.8	4.1	3.1	3.6	4.2
WASE	Radcliff	C3	103.5	3.5	761	W & B Bcstg Inc	94				Oldies	150		0.6	1.5	0.7	0.6	0.8	0.7	0.4	0.4	0.5
WPTI	Louisville	A	103.9	1.4	489	c Cox Radio Inc	74	9909	1,770		80s Hits	1,750	1.00	3.3	2.8	2.5	1.7	2.5	3.2	2.9	2.6	2.5
WBLO	Charlestown	A	104.3	3.0	328	b Radio One Inc	98	0108		g2	Urban	650	0.32	3.8	3.3	3.4	3.5	3.5	2.9	3.7	3.6	3.0
WLRS	Shepherdsville	A	105.1	1.6	446	b Radio One Inc	93	0108		g2	Alternative	500	0.31	3.0	1.3	2.5	2.8	3.8	2.4	2.8	2.6	2.5
WMPI	Scottsburg	A	105.3	2.2	512	D.R. Rice Bcstg Inc	66				Country	550		0.7	0.7	1.3	0.5	0.5	0.0	0.6	1.0	0.8
WTSZ	Eminence	A	105.7	3.0	328	Commonwealth Bcstg	88	0005	600	c1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRVI	Valley Station	A	105.9	1.9	413	d Salem Comm Corp	93	9907		c2	ChrsContem	200		0.5	0.5	0.9	0.9	0.6	0.6	0.5	0.5	0.0
WVEZ	Louisville	B	106.9	24.5	669	c Cox Radio Inc	67	9905		g2	AC	4,700	1.34	6.6	6.6	6.7	5.7	5.5	6.0	5.5	5.8	5.5
WSFR	Corydon	B1	107.7	8.2	568	c Cox Radio Inc	94	9905		sw	Clsc Rock	3,100	1.39	4.2	4.0	3.0	4.6	3.4	4.5	4.6	2.9	2.4
# FM Stations -				23	# Combos -				18	FM TOTALS				77.5	68.7	66.8	69.5	65.3	68.7	68.2	61.9	67.3

• 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	62.3
Jefferson, KY	695.8
Oldham, KY	47.1
Shelby, KY	34.0
Clark, IN	97.1
Floyd, IN	71.3
Harrison, IN	34.7
Scott, IN	23.1
Total	1,065.4

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

ESTIMATED GROSS REVENUES ★ ★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$39,000	\$40,500	\$48,300	\$52,100	\$56,900	\$53,100	6.4%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-6.7%	\$55,600	\$59,300	\$63,200	\$67,000	\$71,300	6.1%

Revenue/Retail Sales Revenue/Capita

1996	2001	2006	Est. Breakout
NA ^{1/}	\$3.82/1,000	\$4.44/1,000	Local 87%
\$38.29	\$49.84	\$64.94	National 13%

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	1,018.6	1,065.4	0.9%	1,065.4	1,097.9	0.6%
Households	395.0	421.6	1.3%	421.6	442.5	1.0%
Retail Sales	NA ^{1/}	13,891.2	NA ^{1/}	13,891.2	16,041.3	2.9%
EBI ^{2/}	15,482.1	20,235.7	5.5%	20,235.7	25,832.2	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	512.1	90.6	47.1	42.6	70.9	86.2	75.6	99.2
Women (000)	553.3	86.4	45.2	43.2	72.5	90.4	80.4	135.3
Total	1,065.4	177.0	92.2	85.8	143.4	176.6	156.0	234.5
Percentage	100.0%	16.6%	8.7%	8.0%	13.5%	16.6%	14.6%	22.0%
Per Capita	\$ 18,993			Median Household	\$ 39,180		Avg Household	\$ 47,997
Ethnic Population:	White 84.0%	Black 14.2%	Asian 1.3%	Hispanic 1.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	15	5	3	15	23	14	37
Tot 12+	27.6	21.7	17.5	62.8	66.8	17.6	84.4
Avg 12+	1.8	4.3	5.8	4.2	2.9	1.3	2.3
Tot LCS	32.7	25.7	20.7	74.4	79.1	20.9	100.0
Avg LCS	2.2	5.1	6.9	5.0	3.4	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

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day	Night	City of	Year	Date	Sales Price	L	2001 Est	Avg '01	ARB 12+ Metro Shares (see rights)											
				Power (kW)	Power (kW)								Owner	Std	Acc'd	(000)	M	Revenue (000)1/	Power Ratio	Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001
WTMT	Louisville	B	620	0.5	0.50	Jefferson Bcstg	58						0.5	0.8	0.4	0.4	0.6	0.0	0.8	0.0	0.8			
WDRD	Newburg	B	680	1.0	0.45	ABC Radio Inc	92	0203	1,922					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	0.7	0.6	0.9	0.8	0.4	0.6	1.0	1.1			
WHAS	Louisville	A	840	50.0	50.00	a Clear Channel Comm	22	8606		c3	FullService	9,700	1.29	14.2	10.2	12.6	11.3	14.5	11.8	11.5	14.8	10.7		
• WFIA	Louisville	D	900	1.0	0.16	d Salem Comm Corp	47	0102	1,750		Chrst/Talk	500	0.5	0.4	0.8	0.0	0.0	0.0	0.5	0.5	0.8			
WCND	Shelbyville	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			
WGTK	Louisville	B	970	5.0	5.00	d Salem Comm Corp	33	0010	1,750		Talk	800	1.16	1.3	0.8	0.7	1.3	1.1	0.9	0.6	1.5	1.4		
• WLCR	Mt Washington	D	1040	1.5 cp	0.00	LCR Partners	55	9904	162		Religion			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	750	0.59	2.4	0.5	0.0	0.0	1.4	1.8	1.6	2.9	1.8		
WLLV	Louisville	C	1240	1.0	1.00	e Mortenson Bcstg Co	40	9612	650		Gospel	250		0.8	0.0	0.0	0.7	0.0	0.6	0.4	0.8	0.9		
WLOU	Louisville	B	1350	2.2	0.50	e Mortenson Bcstg Co	51	9509	265		Gospel	450	0.56	1.5	1.3	1.2	1.4	1.2	0.8	1.7	1.5	1.0		
WAVG	Jeffersonville	C	1450	1.0	1.00	Susquehanna Radio	61	0105		g	Country	300		0.8	0.0	1.3	0.7	1.2	0.0	0.6	1.6	0.4		
• 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				22.9	14.7	17.6	16.7	20.8	16.3	18.3	24.6	18.9
AM & FM Stations Profiled -					37	# Duopolies -					13	Total Local Commercial Share				83.4	84.4	86.2	86.1	85.0	86.5	86.5	86.2	

• Indicates a change since last edition

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	263.7
Colonial Heights cty	17.0
Dinwiddie, VA	24.8
Goochland, VA	17.1
Hanover, VA	88.0
Henrico, VA	265.6
Hopewell city, VA	22.3
New Kent, VA	13.7
Petersburg city, VA	33.4
Powhatan, VA	22.9
Prince George, VA	33.5
Richmond city, VA	197.4
Total	1,006.4

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$40,200	\$42,700	\$47,500	\$49,000	\$53,000	\$52,300	5.4%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-1.3%	\$55,000	\$58,700	\$62,500	\$66,200	\$70,500	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.21/1,000	\$5.12/1,000	Local 70%
Revenue/Capita	\$43.11	\$51.97	\$66.77	National 30%

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	932.5	1,006.4	1.5%	1,006.4	1,055.8	1.0%
Households	359.8	393.9	1.8%	393.9	420.2	1.3%
Retail Sales	NA ^{1/}	12,422.8	NA ^{1/}	12,422.8	13,758.5	2.1%
EBI ^{2/}	14,458.3	19,857.2	6.6%	19,857.2	24,471.8	4.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	483.5	85.3	40.2	43.3	71.5	87.2	72.3	83.8
Women (000)	522.9	82.5	38.6	45.8	75.1	91.2	75.9	113.7
Total	1,006.4	167.8	78.8	89.1	146.6	178.4	148.2	197.4
Percentage	100.0%	16.7%	7.8%	8.9%	14.6%	17.7%	14.7%	19.6%
Per Capita	\$ 19,731							
					Median Household	\$ 33,168		
							Avg Household	\$ 50,412
Ethnic Population:	White	66.1%	Black	30.8%	Asian	2.4%	Hispanic	2.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	8	2	14	17	14	31
Tot 12+	15.5	48.8	4.9	68.8	69.2	13.6	82.8
Avg 12+	2.2	6.1	2.5	4.9	4.1	1.0	2.7
Tot LCS	18.7	58.9	5.9	83.1	83.6	16.4	100.0
Avg LCS	2.7	7.4	3.0	5.9	4.9	1.2	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	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
WCDX	Mechanicville	B1	92.1	4.5	771	c	Radio One Inc	85	9908		c1	Urban	6,800	0.96	13.5	7.8	7.0	6.5	7.5	9.0	13.0	12.4	11.2		
WJZV	Etrick	A	93.1	5.2	348		Guld, Michael	00	0006		cp	Smooth Jazz	800	0.46	3.3	2.5	2.0	2.3	1.6	2.8	2.5	3.3	2.5		
• WBBC	Blackstone	C3	93.5	17.5	394	e	Denbar Comm Inc	75	9106	200	c1	Country				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WRVQ	Richmond	B	94.5	200.0	351	b	Clear Channel Comm	48	9207		g1	CHR	4,400	1.17	7.2	5.1	5.5	4.8	5.4	6.5	6.1	5.8	5.8		
WKHK	Colonial Heights	B1	95.3	17.5	394	a	Cox Radio Inc	72	0008		g	2 Country	7,000	1.67	8.0	9.7	8.5	6.8	6.5	7.6	6.4	7.1	5.9		
WKLR	Fort Lee	B	96.5	50.0	453	a	Cox Radio Inc	63	0008		g	2 Clsc Rock	3,600	1.17	5.9	4.3	4.7	5.2	6.0	5.0	5.3	4.5	5.1		
WTVR	Richmond	B	98.1	50.0	840	b	Clear Channel Comm	46	9606	18,000	c3	AC	7,500	1.33	10.8	7.7	12.1	10.0	11.3	8.7	8.5	9.6	9.6		
WRHH	Petersburg	A	99.3	6.0	328	c	Radio One Inc	66	9908	34,000	c1	Urban	750	0.96	1.5	2.3	2.4	2.2	1.7	2.1	1.2	0.0	2.0		
WARV	Petersburg	A	100.3	4.7	371		Honolulu Bcstg Inc	92	0012	1,000	2	Country			0.3	0.0	0.0	0.4	0.0	0.0	0.7	0.0	0.3		
WZEE	Goochland	A	100.5	4.8	262	d	Hoffman Comm Inc		01			Adlt Stndrd				0.0	0.4	0.5	1.1	0.0	0.0	0.0	0.0		
WDYL	Chester	A	101.1	4.0	367	a	Cox Radio Inc	96	0102		g	2 Modern Rock	750	0.46	3.1	3.7	3.3	3.1	3.4	2.8	3.1	2.2	2.3		
• WRXL	Richmond	B	102.1	20.0	791	b	Clear Channel Comm	49	9308	9,750	c2	Alternative	3,400	1.48	4.4	2.7	3.4	3.0	3.0	3.4	4.5	2.9	4.0		
WMXB	Richmond	B	103.7	20.0	840	a	Cox Radio Inc	61	0008		g	2 Hot AC	2,150	0.79	5.2	3.7	3.4	4.5	4.6	4.3	4.1	4.2	5.0		
WKJS	Crewe	C1	104.7	100.0	981	c	Radio One Inc	49	9907		d1	Urban AC	3,300	1.00	6.3	3.8	4.9	4.2	5.6	4.9	6.4	4.5	5.5		
WJMO	Richmond	A	105.7	2.3	532	c	Radio One Inc	68	9908		na	R&B Oldies	1,500	0.54	5.3	6.7	5.5	6.1	5.5	5.7	5.1	3.4	3.6		
WBTJ	Richmond	B	106.5	7.6	1234	b	Clear Channel Comm	57	0008		g	HpHop/RhyBl	1,250	0.52	4.6	4.8	4.2	4.4	4.8	6.0	3.7	2.8	3.2		
WBBT	Powhatan	A	107.3	6.0 cp	328		MainQuad Comm Inc	99				Hot AC	500	0.40	2.4	2.4	1.9	2.2	2.2	2.2	2.1	1.6	2.2		
# FM Stations -					17	# Combos -					13	FM TOTALS					81.8	67.6	69.2	66.2	70.2	71.0	72.7	64.3	68.2

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
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		
WRNL	Richmond	B	910	5.0	1.50	b	Clear Channel Comm	37	9308		c2	Sprts/News	1,100	1.17	1.8	1.5	1.0	1.3	1.5	1.5	0.8	2.0	1.8		
• WXGI	Richmond	D	950	3.9	0.05		Gee Comm Inc	47	9710	650		Country	300	0.38	1.5	1.4	0.7	2.0	1.6	1.6	1.1	1.1	1.3		
• WLEE	Short Pump	B	990	4.4 cp	1.50	f	4M Comm Inc	51	9612		na	Talk	450	0.78	1.1	0.9	0.6	0.7	1.1	0.6	0.7	1.4	0.9		
WRVA	Richmond	A	1140	50.0	50.00	b	Clear Channel Comm	25	9207		g1	News/Talk	4,900	1.20	7.8	5.4	5.5	7.0	6.0	5.7	5.2	7.8	7.6		
WGCV	Petersburg	C	1240	1.0	1.00		Sinclair Telecable	45	9203		c1	1 Gospel	300	0.52	1.1	0.5	0.9	1.0	0.6	0.5	0.7	0.9	1.6		
• WDZY	Colonial Heights	D	1290	25.0	0.04		ABC Radio Inc	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	f	4M Comm Inc	55	0105	500		Adlt Stndrd	400		0.4	2.0	2.3	1.8	1.8	1.4	0.0	0.0	0.0		
WHAP	Hopewell	C	1340	1.0	1.00	f	4M Comm Inc	49	9902		+	Talk			0.1	0.1	0.2	0.3	0.0	0.0	0.0	0.1	0.3		
WBTk	Richmond	B	1380	5.0	5.00		Salem Comm Corp	26	0107	735		Chrst/Talk			1.7	0.0	0.0	0.0	0.0	0.7	1.8	1.9	1.3		
• 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	50		0.5	0.8	0.4	0.8	0.5	0.6	0.7	0.0	0.4		
• WREJ	Richmond	D	1540	10.0	0.00	f	4M Comm Inc	64	9912	600		Urban/Insp	450	0.78	1.1	0.8	1.1	1.2	0.7	0.9	0.8	0.8	1.2		
• WFTH	Richmond	D	1590	5.0	0.02		Johnson, James Jr.	64	9003	450		Gospel	400	0.70	1.1	0.6	0.9	0.5	0.7	0.7	0.7	0.7	1.7		
# AM Stations -					14	# Combos -					7	AM TOTALS					18.2	14.0	13.6	16.6	14.5	14.2	12.5	16.7	18.1
AM & FM Stations Profiled -					31	# Duopolies -					9	Total Local Commercial Share					81.6	82.8	82.8	84.7	85.2	85.2	81.0	86.3	

• 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	51.9
Jefferson, AL	662.8
St.Clair, AL	65.8
Shelby, AL	146.6
Walker, AL	70.9
Total	998.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$38,500	\$38,900	\$44,500	\$47,600	\$54,400	\$47,100
Δ 00 - 01	-13.4%						
★★★							
		\$49,100	\$50,900	\$52,900	\$55,600	\$59,200	4.7%
Revenue/Retail Sales							Est. Breakout
	1996	2001	2006				Local 75%
	NA ^{1/}	\$3.67/1,000	\$4.01/1,000				National 25%
Revenue/Capita	\$40.45	\$47.19	\$57.35				

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	951.9	998.0	1.0%	998.0	1,032.2	0.7%
Households	363.3	391.6	1.5%	391.6	413.9	1.1%
Retail Sales	NA ^{1/}	12,848.6	NA ^{1/}	12,848.6	14,767.3	2.8%
EBI ^{2/}	14,300.0	18,106.8	4.8%	18,106.8	23,384.8	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	475.5	86.1	43.1	41.2	65.0	78.9	67.9	93.3
Women (000)	522.5	82.5	42.1	43.7	67.5	83.1	74.5	129.1
Total	998.0	168.6	85.2	84.9	132.5	162.0	142.4	222.4
Percentage	100.0%	16.9%	8.5%	8.5%	13.3%	16.2%	14.3%	22.3%
Per Capita	\$ 18,143							
				Median Household	\$ 36,871		Avg Household	\$ 46,238
Ethnic Population:	White 69.9%	Black 28.7%	Asian 1.0%	Hispanic 1.8%				

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+	4.8		62.3	66.2	67.1	18.9	86.0
Avg 12+	0.8		4.8	4.7	3.5	0.9	2.2
Tot LCS	5.6		72.4	77.0	78.0	22.0	100.0
Avg LCS	0.9		5.6	5.5	4.1	1.0	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)				
															Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
WQOP	Dora	A	92.5	2.2	548	Queen of Peace Radio	97	9906	725		Christian				0.0	0.0	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	2,000	0.92	4.6	5.7	5.2	4.0	4.2	4.8	3.8	4.9	2.4	
WYSF	Birmingham	C	94.5	100.0	1014	c Citadel Comm Corp	47	0010		g4	Soft AC	5,000	1.71	6.2	5.3	5.8	4.9	5.6	4.8	5.8	5.9	5.1	
WFFN	Cordova	A	95.3	5.0	354	e New Century Radio	87	9310	610	c3	Oldies	250			0.0	0.0	0.7	0.5	0.0	0.0	0.0	0.0	
WBHJ	Tuscaloosa	C1	95.7	100.0	981	b Cox Radio Inc	52	9811	17,000	d2	CHR/Rhymc	5,000	1.25	8.5	6.9	7.7	7.4	8.0	6.5	7.0	8.0	7.8	
WMJJ	Birmingham	C	96.5	100.0	1027	d Clear Channel Comm	61	0008		g	AC	4,000	1.39	6.1	3.9	3.4	3.6	4.9	5.3	5.7	4.3	5.9	
WODL	Homewood	A	97.3	0.6	1004	b Cox Radio Inc	98	9912		na	Oldies	1,050	0.86	2.6	1.9	1.7	2.0	2.2	1.8	2.0	2.4	2.7	
WKLD	Oneonta	A	97.7	3.2 cp	367	a Blount County Bcstg	68				Country	200		0.9	0.0	0.5	0.0	0.5	0.5	0.6	1.3	0.6	
WBHK	Warrior	C2	98.7	9.4 cp	1125	b Cox Radio Inc	92	9811		d2	Urban AC	6,000	1.19	10.7	10.2	11.0	11.1	10.2	7.9	10.2	9.4	9.7	
WZRR	Birmingham	C	99.5	100.0	1014	c Citadel Comm Corp	75	0010		g4	Clsc Rock	3,000	1.25	5.1	5.4	4.3	5.0	3.8	5.1	4.4	3.4	4.7	
WYDE	Cullman	C	101.1	100.0 cp	1345	f Crawford Bcstg Co	49	0207	8,500		News/Talk	600	0.80	1.6	0.9	1.6	2.2	1.8	1.6	1.2	1.0	1.6	
WQEM	Columbiana	A	101.5	2.0	584	d Clear Channel Comm	99	0008			Top 40				0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	
WDXB	Jasper	C1	102.5	90.0 cp	1027	d Clear Channel Comm	62	0008		g	Country	1,000	0.66	3.2	4.3	3.1	3.4	2.0	2.3	2.7	3.2	2.8	
WQEN	Gadsden	C1	103.7	77.0	1106	d Clear Channel Comm	66	0008		g	CHR	1,750	0.66	5.6	4.3	3.5	4.5	3.5	4.9	4.8	4.6	5.1	
WZZK	Birmingham	C	104.7	100.0	1299	b Cox Radio Inc	48	9704		g1	Country	5,500	1.17	10.0	7.1	8.9	7.9	8.0	8.9	9.6	8.6	7.5	
WQSB	Albertville	C3	105.1	2.7	1001	Courington Jr., Pat	48				Country				0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
WENN	Trussville	A	105.9	1.4	673	d Clear Channel Comm	93	0008		g	Urban AC	900	0.76	2.5	1.8	2.6	3.6	2.8	3.1	2.5	2.1	0.8	
WBPT	Birmingham	C	106.9	100.0	1152	b Cox Radio Inc	59	9704		g1	80s Hits	2,000	0.83	5.1	4.0	3.3	3.7	4.6	4.1	5.2	4.0	4.5	
WRAX	Birmingham	C	107.7	100.0	1237	c Citadel Comm Corp	69	0010		g	Alternative	2,000	0.83	5.1	5.4	4.1	4.5	3.8	4.4	3.9	4.0	5.5	
# FM Stations -				19	# Combos -				17	FM TOTALS				77.8	67.1	67.1	68.6	66.5	66.0	69.4	67.1	66.8	

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	51.9
Jefferson, AL	662.8
St.Clair, AL	65.8
Shelby, AL	146.6
Walker, AL	70.9
Total	998.0

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$38,500	\$38,900	\$44,500	\$47,600	\$54,400	\$47,100
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-13.4%	\$49,100	\$50,900	\$52,900	\$55,600	\$59,200	4.7%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.67/1,000	\$4.01/1,000	Local	75%		
Revenue/Capita	\$40.45	\$47.19	\$57.35	National	25%		

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

MSA	1996	2001	Growth Rate	2001	2006	Growth Rate
	Population	951.9	998.0	1.0%	998.0	1,032.2
Households	363.3	391.6	1.5%	391.6	413.9	1.1%
Retail Sales	NA ^{1/}	12,848.6	NA ^{1/}	12,848.6	14,767.3	2.8%
EBI ^{2/}	14,300.0	18,106.8	4.8%	18,106.8	23,384.8	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	475.5	86.1	43.1	41.2	65.0	78.9	67.9	93.3
Women (000)	522.5	82.5	42.1	43.7	67.5	83.1	74.5	129.1
Total	998.0	168.6	85.2	84.9	132.5	162.0	142.4	222.4
Percentage	100.0%	16.9%	8.5%	8.5%	13.3%	16.2%	14.3%	22.3%
Per Capita	\$ 18,143	Median Household		\$ 36,871	Avg Household		\$ 46,238	
Ethnic Population:	White 69.9%	Black 28.7%	Asian 1.0%	Hispanic 1.8%				

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+	4.8		62.3	66.2	67.1	18.9	86.0
Avg 12+	0.8		4.8	4.7	3.5	0.9	2.2
Tot LCS	5.6		72.4	77.0	78.0	22.0	100.0
Avg LCS	0.9		5.6	5.5	4.1	1.0	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
WAGG	Birmingham	B	610	5.0	1.00	b	Cox Radio Inc	26	9704		g1	Gospel	950	0.43	4.7	4.7	4.3	3.7	3.8	5.5	3.0	3.9	3.9		
WJOX	Birmingham	B	690	50.0	0.50	c	Citadel Comm Corp	47	0010		g4	Sprts/Talk	1,750	1.24	3.0	2.6	2.1	2.2	1.8	2.5	2.0	2.3	3.4		
• WURL	Moody	D	760	1.0	0.00		Bill Davison Evangel	84	8909	175		Gospel			0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.6		
• WDJC	Birmingham	B	850	50.0 cp	1.00	f	Crawford Bcstg Co	53	9911	2,750		Christian	400	0.71	1.2	0.5	1.2	1.4	1.9	1.1	1.1	0.9	0.9		
• WATV	Birmingham	D	900	0.8	0.16		Birmingham Ebony	46	8811	400		Old/BGp/Tlk	200	0.15	2.9	2.7	2.6	2.4	4.3	2.4	2.2	3.4	2.1		
WERC	Birmingham	B	960	5.0	5.00	d	Clear Channel Comm	25	0008		g	Nws/Tlk/Spt	1,750	0.91	4.1	3.1	4.0	4.1	3.5	2.9	3.2	3.9	4.2		
• WCOC	Dora	D	1010	5.0	0.04		Macias, Javier	82	0203	190		Country	100		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8		
• WAPI	Birmingham	B	1070	50.0	5.00	c	Citadel Comm Corp	22	0010		g4	Talk	900	1.12	1.7	1.0	1.4	2.1	2.2	1.5	1.5	1.7	1.3		
• WAYE	Birmingham	D	1220	1.0	0.08	g	Willis Bcstg Corp	72	8708	225		Gospel	150		0.5	0.0	0.4	0.0	0.0	0.0	1.0	0.0	0.8		
WARF	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		
• WLGS	Birmingham	D	1260	5.0	0.04	f	Crawford Bcstg Co	53	9404	150		Oldies	100	0.14	1.5	2.5	1.8	1.2	1.4	1.1	2.0	1.3	0.7		
WRJS	Birmingham	D	1320	5.0	0.11	b	Cox Radio Inc	50	9710		na	Gospl/Talk	200		0.1	0.0	0.0	0.8	0.0	0.0	0.5	0.0	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	350	0.37	2.0	1.2	1.1	1.1	1.5	1.3	2.0	1.8	1.8		
• WFHK	Pell City	D	1430	5.0	0.00		Stocks Bcstg Inc	56	0103	275		Country				0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0		
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 cp	0.00		Sides Robinson Inc	81	9204	18	+	Gospel				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					22.1	18.8	18.9	19.0	21.0	18.3	18.5	19.2	20.5
AM & FM Stations Profiled -					40	# Duopolies -					11	Total Local Commercial Share					85.9	86.0	87.6	87.5	84.3	87.9	86.3	87.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 58

Revenue Rank: 52

Dayton, OH Market Overview



Metro Counties / Population (000)

Clark, OH	144.5
Greene, OH	148.7
Miami, OH	99.3
Montgomery, OH	558.0
Preble, OH	42.5
Total	993.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$31,900	\$34,000	\$37,300	\$40,000	\$46,600	\$43,600	6.4%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
Gross Revenues	-6.4%	\$45,700	\$48,700	\$51,900	\$55,000	\$58,600	6.1%

Revenue/Retail Sales Revenue/Capita

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.47/1,000	\$4.01/1,000	Local 85%
Revenue/Capita	\$31.98	\$43.91	\$59.27	National 15%

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	997.5	993.0	-0.1%	993.0	988.7	-0.1%
Households	380.7	386.5	0.3%	386.5	391.1	0.2%
Retail Sales	NA ^{1/}	12,563.2	NA ^{1/}	12,563.2	14,600.3	3.1%
EBI ^{2/}	15,310.9	18,798.4	4.2%	18,798.4	22,848.4	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	480.6	86.2	41.8	45.3	63.7	76.0	73.0	94.6
Women (000)	512.4	82.4	40.0	46.0	64.1	80.2	76.8	122.8
Total	993.0	168.6	81.9	91.3	127.8	156.2	149.8	217.5
Percentage	100.0%	17.0%	8.2%	9.2%	12.9%	15.7%	15.1%	21.9%
Per Capita	\$ 18,931		Median Household	\$ 41,618		Avg Household	\$ 48,637	
Ethnic Population:	White 83.9%	Black 14.1%	Asian 1.5%	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	11	28
Tot 12+	16.2	48.3		62.9	64.5	12.3	76.8
Avg 12+	2.7	4.4		4.5	3.8	1.1	2.7
Tot LCS	21.1	62.9		81.9	84.0	16.0	100.0
Avg LCS	3.5	5.7		5.9	4.9	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 Cincinnati.

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
WROU	West Carrollton	A	92.1	0.9	597	e	Hawes-Saunders Bcst	91			Urban	2,800	0.64	10.0	5.2	5.1	6.2	6.0	8.2	8.5	7.4	7.2	
WGTV	Eaton	B	92.9	40.0	551	a	Radio One Inc	60	0108	g2	CHR	2,600	0.96	6.2	3.5	4.2	2.9	4.2	5.0	5.0	4.8	4.6	
WFCJ	Miamisburg	B	93.7	50.0	492		Miami Valley Chrstn	61			Inspiration	900	0.83	2.5	2.2	1.6	2.5	2.1	2.2	2.2	1.8	1.7	
WDKF	Englewood	A	94.5	3.6	427	d	Clear Channel Comm	94	9905	g1	Urban	1,350	0.61	5.1	2.8	3.3	3.3	2.8	4.4	4.1	3.8	3.7	
• WZLR	Xenia	A	95.3	6.0	322	c	Cox Radio Inc	67	9810	6,300	d2 1	Clsc Rock		0.9	0.5	0.6	0.0	0.7	0.9	0.8	0.5	0.7	
WDPT	Piqua	B	95.7	50.0	476	c	Cox Radio Inc	60	9810		d2 1	80s Hits	1,200	1.31	2.1	2.4	2.0	2.3	1.3	2.0	2.0	1.4	1.3
WRNB	Troy	A	96.9	3.0	315	e	Hawes-Saunders Bcst	91	9602	1,100		Urban/Oldes	650	0.65	2.3	1.4	1.2	1.2	0.8	1.9	1.6	2.0	1.7
WHKO	Dayton	B	99.1	50.0	1066	c	Cox Radio Inc	46			1	Country	6,950	1.26	12.7	10.7	8.0	9.3	9.5	10.8	9.0	10.1	9.9
• WLQT	Kettering	B	99.9	50.0	499	d	Clear Channel Comm	62	9905		g1	Lite AC	4,500	0.98	10.5	7.1	7.9	7.1	7.9	7.5	8.3	9.0	8.3
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	
WKSU	Urbana	A	101.7	3.2	407	a	Radio One Inc	65	0108		g2	Country	900	1.47	1.4	1.3	1.1	1.4	1.1	1.2	0.6	1.4	1.3
WDHT	Springfield	B	102.9	50.0	492	a	Radio One Inc	58	0108		g2	Urban/RhyBl	2,500	0.99	5.8	5.2	4.7	4.6	4.9	3.6	4.9	4.8	5.0
WXEG	Beavercreek	A	103.9	2.9 cp	479	d	Clear Channel Comm	72	9905		g1	Alternative	1,500	0.67	5.1	5.2	4.9	5.1	5.6	4.2	5.0	3.7	3.1
WTUE	Dayton	B	104.7	50.0	499	d	Clear Channel Comm	59	9905		g1	Rock	5,600	1.61	8.0	7.1	7.9	7.2	8.2	7.2	6.3	5.3	6.5
WPFB	Middletown	B	105.9	34.0	594	b	Braden, Ruth & Doug	59				Country	600	1.15	1.2	0.9	1.5	0.8	1.7	0.8	0.8	0.6	1.6
WBKI	Greenville	B	106.5	50.0	479	d	Clear Channel Comm	90	9905		g1	Country	150		0.7	0.5	1.0	0.8	0.8	0.6	0.6	0.9	0.0
WMMX	Dayton	B	107.7	28.0 cp	656	d	Clear Channel Comm	64	9905		g1	Hot AC	6,050	1.48	9.4	8.2	9.5	6.5	7.0	6.7	6.3	7.9	8.8
# FM Stations -				17	# Combos -				15	FM TOTALS				83.9	64.2	64.5	61.2	64.6	67.2	66.0	65.4	65.4	

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
• WPFB	Middletown	D	910	1.0	0.10	b	Braden, Ruth & Doug	47				Talk	100		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
WONE	Dayton	B	980	5.0	5.00	d	Clear Channel Comm	49	9905		g1	Nostalgia	700	0.36	4.5	4.2	3.2	4.2	3.1	3.7	3.3	4.2	
• WGNZ	Fairborn	D	1110	2.5	0.00		L & D Bcstrs	68	7910			Christian			0.1	0.0	0.7	0.0	0.0	0.4	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	
• WDAO	Dayton	D	1210	1.0	0.00		Johnson Commun Inc	55	8712	725		RhyBl/Gospl	600	0.55	2.5	1.3	2.0	1.6	2.1	1.5	1.9	2.2	2.2
• WHIO	Dayton	B	1290	5.0	5.00	c	Cox Radio Inc	35			1	News/Talk	3,000	1.11	6.2	5.1	4.5	5.6	4.9	4.2	4.5	5.0	5.7
WIZE	Springfield	C	1340	1.0	1.00	d	Clear Channel Comm	40	9905		g1	Adlt Stndrd	200		0.7	0.0	0.0	0.5	0.6	0.6	0.0	0.8	0.9
WING	Dayton	B	1410	5.0	5.00	a	Radio One Inc	21	0108		g2	Nws/Spt/Tlk	400		0.8	0.7	0.8	1.0	1.3	0.5	0.8	0.5	0.7
• WBZI	Xenia	D	1500	0.5	0.00		Town & Country Bcstg	63	9512	140		Country	200	0.42	1.1	1.5	1.1	1.5	1.3	0.6	1.4	0.7	0.8
• WPTW	Piqua	B	1570	0.3	0.00		Frontier Bcstg LLC	47	9904	75	+	1	AC/Oldes	150			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		Nws/Tlk/Spt				0.0	0.0	0.4	0.0	0.0	0.0	0.0	
# AM Stations -				11	# Combos -				5	AM TOTALS				16.0	12.8	12.3	14.8	13.4	10.9	12.3	12.9	14.5	
AM & FM Stations Profiled -				28	# Duopolies -				8	Total Local Commercial Share				77.0	76.8	76.0	78.0	78.1	78.3	78.3	79.9		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 59

Revenue Rank: 56

Greenville-Spartanburg, SC Market Overview



Metro Counties / Population (000)

Anderson, SC	167.3
Greenville, SC	384.1
Pickens, SC	112.0
Spartanburg, SC	255.8
Total	919.2

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$31,400	\$32,000	\$35,900	\$40,900	\$44,600	\$42,300
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.2%	\$44,300	\$47,200	\$50,300	\$53,300	\$56,800	6.1%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.25/1,000	\$3.49/1,000	Local	82%		
Revenue/Capita	\$37.47	\$46.02	\$58.13	National	18%		

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	837.9	919.2	1.9%	919.2	977.2	1.2%
Households	319.0	351.7	2.0%	351.7	379.2	1.5%
Retail Sales	NA ^{1/}	13,023.3	NA ^{1/}	13,023.3	16,278.6	4.6%
EBI ^{2/}	11,272.4	14,781.0	5.6%	14,781.0	18,980.6	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	445.0	75.1	38.7	46.4	59.5	71.7	69.1	84.6
Women (000)	474.2	72.0	37.8	45.8	58.0	74.8	72.1	113.5
Total	919.2	147.1	76.5	92.2	117.5	146.5	141.2	198.2
Percentage	100.0%	16.0%	8.3%	10.0%	12.8%	15.9%	15.4%	21.6%
Per Capita	\$ 16,080	Median Household		\$ 34,982	Avg Household		\$ 42,027	
Ethnic Population:	White 80.6%	Black 17.6%	Asian 1.4%	Hispanic 2.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		12	12	17	22	39
Tot 12+	5.6		61.7	64.8	67.3	9.5	76.8
Avg 12+	1.1		5.1	5.4	4.0	0.4	2.0
Tot LCS	7.3		80.3	84.4	87.6	12.4	100.0
Avg LCS	1.5		6.7	7.0	5.2	0.6	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														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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
															2002	2002	2002	2001	2001	2001	2001	2000	
WESC	Greenville	C	92.5	100.0	2001	d	Clear Channel Comm	48	9807	g1	Country	4,300	0.93	10.9	7.5	8.3	10.0	7.5	9.5	8.7	7.9	8.0	
WTPT	Forest City	C	93.3	93.0	2031	h	Bamstable Bcstg Inc	47	0008	g1	Rock	2,000	0.74	6.4	3.7	4.6	5.0	4.9	5.8	4.4	4.3	5.5	
WFBC	Greenville	C	93.7	97.0	1850	c	Entercom	47	9912	g2	Top 40	4,000	0.93	10.2	6.6	7.3	6.1	6.1	6.6	8.5	8.1	8.8	
WMUU	Greenville	C	94.5	100.0	1201	e	WMUU Inc	60			Btfl Music	700	0.53	3.1	2.1	2.5	2.5	2.6	2.3	1.9	2.9	2.5	
WBZT	Mauldin	A	96.7	0.7	945	d	Clear Channel Comm	65	0104		Rock				1.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	
WHZT	Seneca	C	98.1	100.0	997	g	Cox Radio Inc	47	0102	g3	CHR	1,800	0.89	4.8	6.4	4.8	6.4	5.2	6.1	5.3	1.3	2.3	
WSPA	Spartanburg	C	98.9	100.0	1903	c	Entercom	46	9912	g2	Lite AC	3,300	1.10	7.1	6.4	6.6	6.7	6.8	6.1	4.3	5.9	6.0	
WKSF	Asheville	C	99.9	53.0	2622		Clear Channel Comm	47	0008		Country	n/a		0.9	0.0	0.0	0.5	0.4	0.7	0.5	0.7	0.9	
WSSL	Gray Court	C	100.5	100.0	1240	d	Clear Channel Comm	60	0008	g	Country	6,300	1.32	11.3	8.5	8.8	8.2	8.0	8.9	8.9	8.3	9.5	
WROQ	Anderson	C	101.1	100.0	988	h	Bamstable Bcstg Inc	47	0008	g4	Clsc Rock	5,400	1.45	8.8	5.6	5.3	6.3	6.5	6.0	6.6	7.3	7.6	
WMYI	Hendersonville	C1	102.5	19.0	1811	d	Clear Channel Comm	58	0008	g	AC	4,600	1.60	6.8	5.6	5.6	4.7	6.3	5.5	5.4	5.7	4.8	
WRIX	Honea Path	A	103.1	6.0	328	a	Phillips-Small, Kar	77			Cntry/Talk	250	0.59	1.0	1.0	1.0	1.0	1.0	0.9	0.8	0.7	0.6	
WOLT	Greer	A	103.3	2.7	495	c	Entercom	93	9912	d4	80s Hits			2.7	1.1	1.3	1.4	1.1	2.0	1.8	3.0	1.7	
WOLI	Easley	A	103.9	6.0	328	c	Entercom	65	9912	d4	80s Hits	1,400	1.18	2.8	1.3	1.8	1.5	1.8	1.8	2.6	2.5	1.9	
WCCP	Clemson	A	104.9	6.0	302	b	Golden Corners Bcstg	93			Sports	300		0.7	0.6	1.0	0.9	0.8	0.5	0.6	0.6	0.6	
WAGI	Gaffney	C	105.3	100.0	1191	f	Gaffney Bcstg Inc	59			Cty/Tlk/Gsp	50		0.4	0.0	0.0	0.4	0.0	0.4	0.0	0.4	0.4	
WJMZ	Anderson	C	107.3	100.0	1011	g	Cox Radio Inc	63	0102	g3	Urban	4,700	1.00	11.1	7.1	7.9	8.7	7.9	7.9	7.2	9.8	9.9	
# FM Stations -				17	# Combos -				16	FM TOTALS					89.0	64.8	67.3	70.3	66.9	71.0	67.5	69.4	71.0

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 59

Revenue Rank: 56

Greenville-Spartanburg, SC Market Overview



Metro Counties / Population (000)

Anderson, SC	167.3
Greenville, SC	384.1
Pickens, SC	112.0
Spartanburg, SC	255.8
Total	919.2

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$31,400	\$32,000	\$35,900	\$40,900	\$44,600	\$42,300
Δ 00 - 01	-5.2%						
★★		2002	2003	2004	2005	2006	Δ 01 - 06
		\$44,300	\$47,200	\$50,300	\$53,300	\$56,800	6.1%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.25/1,000	\$3.49/1,000	Local	82%		
	\$37.47	\$46.02	\$58.13	National	18%		

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	837.9	919.2	1.9%	919.2	977.2	1.2%
Households	319.0	351.7	2.0%	351.7	379.2	1.5%
Retail Sales	NA ^{1/}	13,023.3	NA ^{1/}	13,023.3	16,278.6	4.6%
EBI ^{2/}	11,272.4	14,781.0	5.6%	14,781.0	18,980.6	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	445.0	75.1	38.7	46.4	59.5	71.7	69.1	84.6
Women (000)	474.2	72.0	37.8	45.8	58.0	74.8	72.1	113.5
Total	919.2	147.1	76.5	92.2	117.5	146.5	141.2	198.2
Percentage	100.0%	16.0%	8.3%	10.0%	12.8%	15.9%	15.4%	21.6%
Per Capita	\$ 16,080							
				Median Household	\$ 34,982		Avg Household	\$ 42,027
Ethnic Population:	White	80.6%	Black	17.6%	Asian	1.4%	Hispanic	2.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		12	12	17	22	39
Tot 12+	5.6		61.7	64.8	67.3	9.5	76.8
Avg 12+	1.1		5.1	5.4	4.0	0.4	2.0
Tot LCS	7.3		80.3	84.4	87.6	12.4	100.0
Avg LCS	1.5		6.7	7.0	5.2	0.6	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
• WLFJ	Greenville	D	660	50.0	0.00	d	Clear Channel Comm	47	9807		g1	1 Chrst/Talk	300			0.0	0.7	0.5	0.0	0.0	0.0	0.0	0.0
WPJM	Greer	B	800	1.0	0.44		Cohen, Bobby	49	9801	200		Gospel	300	0.47	1.5	0.5	0.8	0.5	1.5	1.2	0.5	1.3	1.7
WSPA	Spartanburg	B	910	3.6	0.89	c	Entercom	40	9912	3,000	c3	Nws/Tlk/Spt	600	1.09	1.3	1.0	0.5	0.6	1.0	0.6	1.5	1.0	1.1
WORD	Spartanburg	B	950	5.0	5.00	c	Entercom	30	9912		c3	Nws/Tlk/Spt	1,100	0.93	2.8	3.6	2.6	1.4	2.7	2.7	2.2	1.5	2.5
• WRIX	Homeland Park	D	1020	10.0	0.00	a	Phillips-Small, Kar		86			Gospel			1.0	1.2	0.6	0.9	0.6	0.5	1.2	0.6	0.8
WCSZ	Sans Souci	B	1070	50.0	1.50		Edwards Bcstg Inc	66	0204	1,600		Sprts/Talk			0.3	0.4	0.4	0.5	0.0	0.0	0.4	0.4	0.0
WAIM	Anderson	C	1230	1.0	1.00		Palmetto Bcstg Co	35	9209	80		News/Talk				0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
• WMUU	Greenville	D	1260	5.0	0.02	e	WMUU Inc	49	7503			Religion			0.1	0.0	0.2	0.2	0.0	0.4	0.0	0.0	0.0
WANS	Anderson	B	1280	5.0	1.00	a	Phillips-Small, Kar	49	9405	75		Oldes/Beach			0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
• WCKI	Greer	D	1300	1.0	0.00		Sira-Pack Radio	55	6405			Gospel			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
WYRD	Greenville	B	1330	5.0	5.00	c	Entercom	33	9912		c3	Nws/Tlk/Spt			2.3	2.3	2.3	2.8	2.6	2.3	1.5	2.0	1.4
• 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
• WHPB	Belton	D	1390	1.0	0.00		Bryson, Robert	56	9705	4		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKDY	Spartanburg	C	1400	1.0	1.00		Associated Bcstg	52	9109	80		Oldies	50		0.5	0.6	0.0	0.0	0.0	0.0	0.6	0.5	0.4
WGVL	Greenville	B	1440	5.0	5.00	d	Clear Channel Comm	50	0008		g	Spanish AC	200		0.6	0.0	0.4	1.4	0.4	0.0	0.4	0.8	0.6
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
• WEAC	Gaffney	D	1500	1.0	0.00	f	Gaffney Bcstg Inc		62			Cntry/Talk				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
• WASC	Spartanburg	D	1530	1.0	0.00		New South Bcstg	68	7602			Urban/Oldes	100		0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.8	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
• WDAB	Travelers Rest	D	1580	5.0	0.00		Robles, Belen	64	9904		na	Spanish	50		0.1	0.0	0.4	0.9	0.0	0.0	0.4	0.0	0.0
• WFIS	Fountain Inn	D	1600	1.0	0.03		Golden Strip Bcstg	56	9902	195		News/Talk	175		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
				# AM Stations -		22	# Combos -		10	AM TOTALS					11.3	9.6	9.5	9.7	8.8	8.2	8.7	9.3	9.0
				AM & FM Stations Profiled -		39	# Duopolies -		10	Total Local Commercial Share					74.4	76.8	80.0	75.7	79.2	76.2	78.7	80.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 60

Revenue Rank: 114

Westchester, NY Market Overview



Metro Counties / Population (000)

Westchester, NY	927.1
	927.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		N/A	N/A	N/A	\$16,800	\$18,100	\$16,600
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-8.3%	\$17,600	\$19,100	\$21,000	\$22,200	\$23,700	7.4%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.23/1,000	\$1.45/1,000	Local 65%
Revenue/Capita	N/A	\$17.91	\$25.06	National 35%

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	890.9	927.1	0.8%	927.1	945.6	0.4%
Households	324.1	342.2	1.1%	342.2	352.4	0.6%
Retail Sales	NA ^{1/}	13,535.7	NA ^{1/}	13,535.7	16,293.4	3.8%
EBI ^{2/}	20,743.4	27,715.0	6.0%	27,715.0	33,163.1	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	440.9	68.4	34.0	36.9	60.3	71.8	69.8	99.6
Women (000)	486.2	65.5	31.7	38.2	60.5	77.9	79.6	132.9
Total	927.1	133.9	65.7	75.1	120.8	149.7	149.5	232.5
Percentage	100.0%	14.4%	7.1%	8.1%	13.0%	16.2%	16.1%	25.1%
Per Capita	\$ 29,894		Median Household	\$ 62,511		Avg Household	\$ 80,991	
Ethnic Population:	White 78.8%		Black 15.5%		Asian 5.1%		Hispanic 16.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	1		2	5	4	9
Tot 12+	4.1	4.5		7.5	8.6	2.4	11.0
Avg 12+	1.0	4.5		3.8	1.7	0.6	1.2
Tot LCS	37.3	40.9		68.2	78.2	21.8	100.0
Avg LCS	9.3	40.9		34.1	15.6	5.5	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 New York and Newburgh-Middletown.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
WRTN	New Rochelle	A	93.5	3.0	331	b	Hudson Westchester	53				Nostalgia	950	0.76	7.5	0.6	0.0	0.3	0.0	1.0	0.5	0.5	1.4		
WHUD	Peekskill	B	100.7	50.0	499		Pamal Broadcasting	58	9701	20,000	c2	AC	7,400	1.49	30.0	5.2	4.5	3.7	2.0	2.8	3.2	3.3	4.5		
WFAS	White Plains	A	103.9	0.6	669	a	Cumulus Bcstg Inc	47	0203		g1	AC	4,700	0.73	38.6	4.1	3.0	4.0	4.0	3.5	5.1	5.6	3.6		
WFAF	Mount Kisco	A	106.3	1.4	440	a	Cumulus Bcstg Inc	64	0203		g1	AC	250		0.6	0.2	0.3	0.1	0.1	0.0	0.1	0.1	0.1		
WYNY	Briarcliff Manor	A	107.1	1.9	591		Big City Radio	60	9412	2,500		Spanish AC	2,500	1.10	13.7	0.7	0.8	0.9	1.2	1.5	2.1	1.2	1.5		
# FM Stations -					5	# Combos -					3	FM TOTALS					90.4	10.8	8.6	9.0	7.3	8.8	11.0	10.7	11.1
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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
WFAS	White Plains	C	1230	1.0	1.00	a	Cumulus Bcstg Inc	32	0203		g1	Adlt Stndrd	550	0.39	8.6	1.8	1.9	1.9	1.7	1.2	0.8	1.1	0.8		
• WVIP	Mt. Kisco	D	1310	5.0	0.03		Radio Vision Cristia	57	0207	1,360		Nws/Tlk/Spt	250			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			Adlt Stndrd	n/a			0.0	0.5	0.3	0.0	0.0	0.0	0.0	0.0		
• WVOX	New Rochelle	D	1460	0.5	0.12	b	Hudson Westchester	50				Talk	50		1.0	0.0	0.0	0.0	0.6	0.4	0.0	0.0	0.0		
# AM Stations -					4	# Combos -					2	AM TOTALS					9.6	1.8	2.4	2.2	2.3	1.6	0.8	1.1	0.8
AM & FM Stations Profiled -					9	# Duopolles -					1	Total Local Commercial Share					12.6	11.0	11.2	9.6	10.4	11.8	11.8	11.9	

NOTE: Market first rated Fall 2000

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 61

Revenue Rank: 58

Albany-Schenectady-Troy, NY Market Overview



Metro Counties / Population (000)

Albany, NY	294.7
Montgomery, NY	49.5
Rensselaer, NY	152.4
Saratoga, NY	202.1
Schenectady, NY	146.4
Schoharie, NY	31.6
Total	876.7

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$31,100	\$32,800	\$37,100	\$41,600	\$44,400	\$41,900	6.1%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.6%	\$43,900	\$46,800	\$49,800	\$52,800	\$56,200	6.1%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.72/1,000	2006 \$4.25/1,000	Est. Breakout			
Revenue/Capita	\$35.61	\$47.79	\$64.99	Local	75%		
				National	25%		

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	873.4	876.7	0.1%	876.7	864.8
Households	335.9	341.2	0.3%	341.2	340.5	0.0%
Retail Sales	NA ^{1/}	11,273.6	NA ^{1/}	11,273.6	13,215.2	3.2%
EBI ^{2/}	13,222.5	15,769.3	3.6%	15,769.3	17,661.7	2.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	424.5	70.5	34.0	45.6	57.7	70.3	59.1	87.3
Women (000)	452.2	67.5	32.5	43.2	57.8	71.1	62.1	117.9
Total	876.7	138.0	66.5	88.8	115.5	141.5	121.2	205.2
Percentage	100.0%	15.7%	7.6%	10.1%	13.2%	16.1%	13.8%	23.4%
Per Capita	\$ 17,987	Median Household		\$ 40,416	Avg Household		\$ 46,217	
Ethnic Population:	White 90.7%	Black 6.7%	Asian 2.1%	Hispanic 2.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	19	10		17	29	16	45
Tot 12+	30.1	40.4		66.1	70.5	14.6	85.1
Avg 12+	1.6	4.0		3.9	2.4	0.9	1.9
Tot LCS	35.4	47.5		77.7	82.8	17.2	100.0
Avg LCS	1.9	4.7		4.6	2.9	1.1	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 Utica-Rome

FM Stations

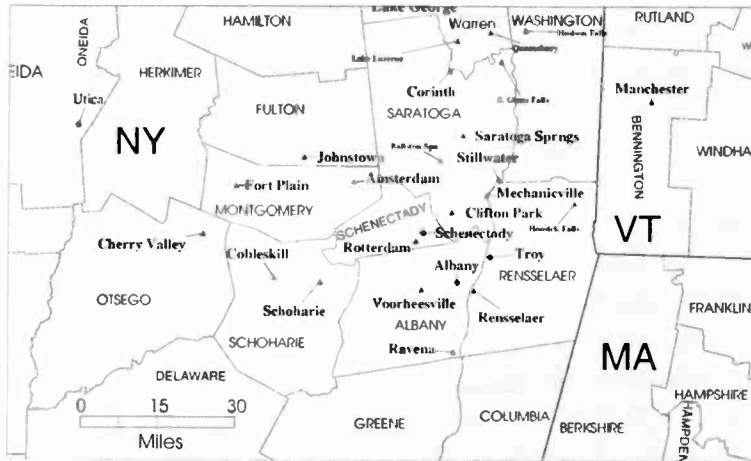
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WFLY	Troy	B	92.3	17.0	850	a	Pamal Broadcasting	48	8702		Hot AC	4,300	1.41	7.3	5.3	6.7	5.4	5.7	6.0	6.5	6.1	6.2
• WKRD	Scotia	A	93.7	1.2	715	h	Galaxy Comm	81	0202	2,400		Modern Rock		0.1	0.4	0.4	0.0	0.0	0.0	0.0	0.4	0.0
WRCZ	Ravena	A	94.5	3.0	328	h	Galaxy Comm	91	0201	3,500	c1	Clsc Rock	700	0.98	1.7	2.8	2.5	1.9	1.4	1.0	1.6	1.6
WYJB	Albany	B	95.5	12.0	1024	a	Pamal Broadcasting	66	9312	5,000	c2	Soft AC	5,100	1.28	9.5	8.2	8.4	7.3	8.9	7.2	8.7	8.0
WAJZ	Voorheesville	A	96.3	0.5 cp	961	a	Pamal Broadcasting	92	9608	850		Urban AC	850	0.52	3.9	3.0	3.8	3.4	4.3	3.2	3.2	3.5
WDCC	Clifton Park	A	96.7	4.7	328	e	Crawford Bcstg Co	85	9606	320		Christian		0.5	0.4	0.8	0.5	0.5	0.4	0.4	0.6	
WMYY	Schoharie	A	97.3	0.8	886	d	Capital Media Corp	90	9202	525		Chrst/Talk			0.2	0.0	0.0	0.0	0.0	0.1	0.0	
WZEC	Hoosick Falls	A	97.5	0.4	1204		Vox Media Corp	92	0208 p		g	Hot AC	100		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	250	0.35	1.7	0.8	1.5	1.3	1.0	1.5	0.8	
WTRY	Rotterdam	A	98.3	6.0	318	c	Clear Channel Comm	86	0008		g	Oldies	1,600	0.75	5.1	3.0	3.5	4.5	4.8	4.6	4.9	
WCKM	Lake George	A	99.1	0.4 cp	1289		Entertronics Inc	94	9404			Oldies			0.0	0.0	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	4,100	1.40	7.0	5.9	5.6	6.0	6.1	6.5	5.4	
WKBE	Warrensburg	B1	100.3	1.5	1312	a	Pamal Broadcasting	91	0111		d1	Hot AC			0.5	0.6	0.0	0.0	0.0	0.0		
WKLI	Albany	A	100.9	6.0	299	a	Pamal Broadcasting	72	0111		d1	Oldies	650	0.97	1.6	4.1	3.8	3.5	1.5	1.4		
WBUG	Fort Plain	A	101.1	1.3	719	g	Roser	91	9411	400	c1	Country	150		0.7	0.6	0.7	0.7	0.3	0.6		
WQAR	Stillwater	A	101.3	2.9	469	b	Anastos Bcst Group	88	9810	895		AC	250		0.6	0.7	0.8	0.4	0.5	0.6		
WENU	Hudson Falls	A	101.7	4.6	180	i	Vox Media Corp	83	0006		d4	Adlt Stndrd	150		0.7	0.0	0.7	0.0	0.0	0.7		
WJIV	Cherry Valley	B	101.9	11.5	1024		Midwest Bcstg Corp	48	0008	1,300		Religion			0.4	0.5	0.0	0.0	0.0	0.4		
WKKF	Ballston Spa	A	102.3	4.1	387	c	Clear Channel Comm	68	9905		d4	CHR	750	0.99	1.8	2.4	1.9	2.4	1.5	1.6		
WEQX	Manchester	B	102.7	1.3	2490		Northshire Comm	84				Altve/MdRck	650	0.97	1.6	1.3	1.4	1.4	1.4	1.2		
WHRL	Albany	A	103.1	6.0	325	c	Clear Channel Comm	66	9906		g3	Alternative	1,000	0.82	2.9	2.1	1.6	2.4	1.9	2.3		
WQBJ	St. Johnsville	B	103.5	50.0 cp	492	f	Regent Comm	88	0008		sw	Rock	500	0.66	1.8	1.6	1.3	1.9	1.6	1.5		
WQBK	Rensselaer	A	103.9	6.0	302	f	Regent Comm	72	0008		sw	Alternative	2,650	1.41	4.5	3.7	4.1	3.8	4.3	4.4		
WABT	Mechanicville	A	104.5	5.0	351	f	Regent Comm	93	0008		sw	80s Hits	650	0.57	2.7	1.6	2.0	1.6	1.4	2.6		
WZMR	Altamont	A	104.9	0.5 cp	932	a	Pamal Broadcasting	68	9902	2,200	c3	Smooth Jazz	350	0.40	2.1	1.9	1.6	2.5	1.7	2.3		
WNYQ	Queensbury	B1	105.7	1.6	1273	i	Vox Media Corp	96	0006		d4	AC			0.2	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	4,550	1.41	7.7	6.4	6.3	6.3	5.8	6.2		
• WFG	Corinth	A	107.1	2.9	482	i	Vox Media Corp	67	0006		d4	Country			0.5	0.4	0.5	0.0	0.5			
WGNA	Albany	B	107.7	12.5	984	f	Regent Comm	73	0008		sw	Country	6,650	1.24	12.8	11.3	10.1	10.3	9.9	12.3		
# FM Stations -				29	# Combos -				24	FM TOTALS				78.9	69.2	70.5	68.0	64.5	68.9	67.4	66.3	67.9

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

Metro Rank: 61

Revenue Rank: 58

Albany-Schenectady-Troy, NY Market Overview



Metro Counties / Population (000)

Albany, NY	294.7
Montgomery, NY	49.5
Rensselaer, NY	152.4
Saratoga, NY	202.1
Schenectady, NY	146.4
Schoharie, NY	31.6
Total	876.7

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$31,100	\$32,800	\$37,100	\$41,600	\$44,400	\$41,900
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.6%	\$43,900	\$46,800	\$49,800	\$52,800	\$56,200	6.1%
Revenue/Retail Sales	1996	2001	2006		Est. Breakout		
	NA ^{1/}	\$3.72/1,000	\$4.25/1,000		Local	75%	
Revenue/Capita	\$35.61	\$47.79	\$64.99		National	25%	

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

MSA	1996	2001	Growth Rate	2001	2006	Growth Rate
	Population	873.4	876.7	0.1%	876.7	864.8
Households	335.9	341.2	0.3%	341.2	340.5	0.0%
Retail Sales	NA ^{1/}	11,273.6	NA ^{1/}	11,273.6	13,215.2	3.2%
EBI ^{2/}	13,222.5	15,769.3	3.6%	15,769.3	17,661.7	2.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	424.5	70.5	34.0	45.6	57.7	70.3	59.1	87.3
Women (000)	452.2	67.5	32.5	43.2	57.8	71.1	62.1	117.9
Total	876.7	138.0	66.5	88.8	115.5	141.5	121.2	205.2
Percentage	100.0%	15.7%	7.6%	10.1%	13.2%	16.1%	13.8%	23.4%
Per Capita	\$ 17,987	Median Household		\$ 40,416	Avg Household		\$ 46,217	
Ethnic Population:	White 90.7%	Black 6.7%	Asian 2.1%	Hispanic 2.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	19	10		17	29	16	45
Tot 12+	30.1	40.4		66.1	70.5	14.6	85.1
Avg 12+	1.6	4.0		3.9	2.4	0.9	1.9
Tot LCS	35.4	47.5		77.7	82.8	17.2	100.0
Avg LCS	1.9	4.7		4.6	2.9	1.1	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 Utica-Rome

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000		
WROW	Albany	B	590	5.0	1.00	a	Pamal Broadcasting	47	9312		c2	News/Talk	800	0.64	3.0	3.4	2.9	2.6	3.9	2.4	2.6	2.9	2.2		
WGY	Schenectady	A	810	50.0	50.00	c	Clear Channel Comm	22	9906		g3	News/Talk	3,700	0.95	9.3	6.3	6.3	6.6	7.5	7.3	6.8	9.3	8.3		
• WUAM	Saratoga Springs	D	900	0.3	0.05	b	Anastos Bcst Group	64	9908	100		AdStd/Nstlg	50		0.4	0.4	0.0	0.0	0.0	0.0	0.4	0.6	0.4		
• WIZR	Johnstown	D	930	1.0	0.03	a	Pamal Broadcasting	64	9902		c3	AC	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WOFX	Troy	B	980	5.0	5.00	c	Clear Channel Comm	40	0008	1,590		Sports	400	0.95	1.0	1.0	1.2	1.2	1.0	0.7	0.8	0.7	1.1		
• WMVI	Mechanicville	B	1150	5.0	0.57	b	Anastos Bcst Group	81	0012			AdStd/Nstlg	50		0.9	0.5	0.4	0.3	0.5	1.1	0.9	1.1	0.0		
• 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		Country	100		0.6	0.4	0.0	0.0	0.0	0.5	0.0	1.1	0.4		
WTMM	Rensselaer	B	1300	5.0	5.00	f	Regent Comm	61	0008		sw	Sports	100	0.24	1.0	1.6	1.2	0.5	0.8	1.0	1.2	0.6	0.7		
• 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	0.0	0.3	0.0	0.0		
• WHTR	Albany	C	1400	1.0	1.00	h	Galaxy Comm	34	0201		c1	Modern Rock	50		0.1	0.0	0.0	0.0	0.2	0.0	0.2	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 Radio Inc	24	0203	2,000		Children			0.2	0.0	0.0	0.1	0.1	0.2	0.3	0.1	0.0		
WCSS	Amsterdam	C	1490	1.0	1.00		IZ Communications	48	9910	188		AC/Oldes	250		0.6	0.7	0.5	0.8	0.6	0.6	0.4	0.4	0.5		
WPTR	Albany	B	1540	50.0	50.00	e	Crawford Bcstg Co	48	9510	700		Adlt Stndrd	250	0.16	3.8	2.5	2.1	2.3	3.8	3.2	3.4	2.4	3.8		
WBUG	Amsterdam	B	1570	1.0	0.20	g	Roser	61	9411		c1	Country			0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.2		
# AM Stations -					16	# Combos -					13	AM TOTALS					21.1	17.1	14.6	14.6	18.9	17.0	17.3	19.2	17.8
AM & FM Stations Profiled -					45	# Duopolies -					14	Total Local Commercial Share					86.3	85.1	82.6	83.4	85.9	84.7	85.5	85.7	

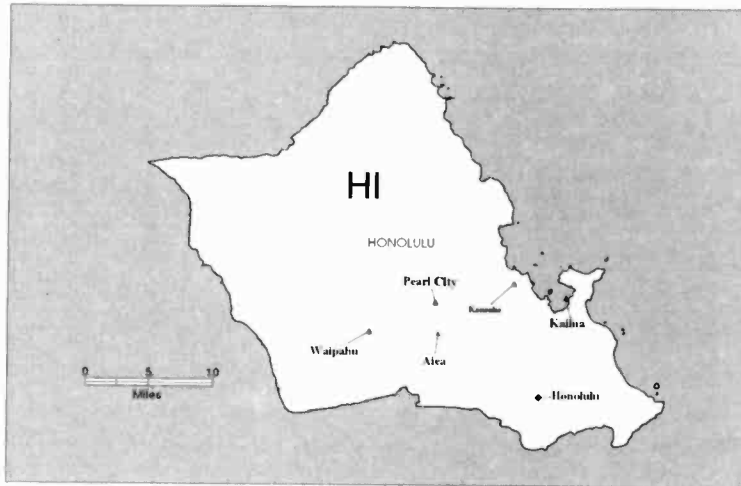
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 62

Revenue Rank: 69

Honolulu, HI Market Overview



Metro Counties / Population (000)

Honolulu, HI	879.2
	879.2

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$23,500	\$24,100	\$26,100	\$28,400	\$30,700	\$30,900	5.6%
★ ★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	0.7%	\$32,300	\$34,500	\$36,700	\$38,900	\$41,400	6.1%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.44/1,000	\$4.59/1,000	Local 85%
Revenue/Capita	\$26.69	\$35.15	\$47.40	National 15%

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	880.5	879.2	0.0%	879.2	873.5	-0.1%
Households	283.8	292.4	0.6%	292.4	298.7	0.4%
Retail Sales	NA ^{1/}	8,981.1	NA ^{1/}	8,981.1	9,029.3	0.1%
EBI ^{2/}	15,035.6	16,852.9	2.3%	16,852.9	19,487.5	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	448.5	76.7	34.7	50.3	69.5	73.9	59.7	83.6
Women (000)	430.7	72.5	32.9	39.4	61.2	71.3	60.4	93.0
Total	879.2	149.2	67.7	89.7	130.7	145.2	120.1	176.6
Percentage	100.0%	17.0%	7.7%	10.2%	14.9%	16.5%	13.7%	20.1%
Per Capita	\$ 19,168							
			Median Household	\$ 48,521			Avg Household	\$ 57,637
Ethnic Population:	White 28.7%		Black 2.9%		Asian 67.4%		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+			77.3	77.3	77.3	15.1	92.4
Avg 12+			4.8	4.8	4.8	0.9	2.8
Tot LCS			83.7	83.7	83.7	16.3	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	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
KSSK	Waipahu	C	92.3	100.0	1949	b	Clear Channel Comm	76	0008		g		AC	5,900	1.75	10.9	9.2	9.9	10.5	9.5	10.6	10.1	10.1	9.5	
KQMQ	Honolulu	C	93.1	100.0	1854	e	New Wave Bcstg LP	67	9810	7,500	d2		80s Hits	1,500	1.10	4.4	4.6	3.8	3.8	3.4	4.0	5.0	4.5	2.7	
KIKI	Honolulu	C1	93.9	100.0	-144	b	Clear Channel Comm	79	0008		g		CHR	2,200	1.55	4.6	3.1	4.3	3.5	3.5	4.1	3.5	4.5	5.0	
KUMU	Honolulu	C1	94.7	100.0	79	c	Maverick Media	67	0108		st		Lite Rock	1,500	0.81	6.0	6.3	4.5	5.2	6.5	4.8	5.2	6.3	5.8	
KAIM	Honolulu	C	95.5	100.0	cp 1854	a	Salem Comm Corp	53	10	1,800	c4		ChrsContem	1,050	1.79	1.9	1.3	1.7	1.8	1.7	1.8	2.3	1.3	1.8	
KRTR	Kailua	C	96.3	75.0	2116	d	Cox Radio Inc	70	9911	10,375	d3	1	CI IN	2,150	1.02	6.0	5.6	7.2	5.4	5.7	6.4	7.3	6.8	4.8	
KPOI	Honolulu	C1	97.5	80.0	46	e	New Wave Bcstg LP	62	9810		d2		AOR	1,150	0.98	3.8	2.2	3.2	2.0	2.9	4.2	2.7	3.6	3.5	
KDNN	Honolulu	C1	98.5	51.0	59	b	Clear Channel Comm	88	0008		g		Clsc Rock	1,300	0.61	6.9	5.3	6.5	6.0	4.7	5.1	5.7	6.7	8.1	
KHUI	Honolulu	C	99.5	81.0	1965	e	New Wave Bcstg LP	96	9904	1,650			Hawaiian	700	0.94	2.4	4.6	3.1	3.1	1.9	2.2	2.2	2.2	2.1	
KCCN	Honolulu	C	100.3	81.0	1965	d	Cox Radio Inc	90	0004	17,800	d4	1	Hwain/CHR	2,550	1.06	7.8	8.6	6.8	5.7	8.5	8.5	6.6	7.2	6.7	
KUCD	Pearl City	C	101.9	81.0	1965	b	Clear Channel Comm	95	0008		g		Modern AC	450	0.38	3.8	4.7	5.2	4.1	3.9	3.6	3.3	3.2	3.9	
KDDB	Waipahu	C	102.7	60.0	1893	e	New Wave Bcstg LP	88	9810		d2		Rhymc/CHR	1,100	0.87	4.1	4.2	4.5	4.7	5.3	3.8	4.6	4.6	2.3	
• KXME	Kaneohe	C	104.3	75.0	2116	d	Cox Radio Inc	97	9911		d3	1	Rhymc/CHR	700	0.42	5.4	3.3	3.8	4.0	4.5	4.7	5.2	4.4	5.7	
KINE	Honolulu	C	105.1	81.0	1965	d	Cox Radio Inc	88	0004		d4	1	Hawaiian	2,000	0.74	8.7	7.8	7.1	9.0	6.7	9.8	6.9	6.6	9.0	
KAHA	Honolulu	C	105.9	92.0	1965	c	Maverick Media	99	0108		st		Clsc Rock	400	0.92	1.4	2.8	1.9	1.4	1.6	1.4	1.5	0.6		
KGMZ	Aiea	C	107.9	80.0	1965		Honolulu Bcstg Inc	92	0004	6,600		1	Oldies	1,100	0.77	4.6	3.9	3.8	4.7	4.1	4.1	4.9	4.3	3.8	
# FM Stations - 16																# Combos - 15					FM TOTALS				
																83.5	77.5	77.3	74.9	74.4	79.3	76.9	77.8	75.1	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
• KSSK	Honolulu	B	590	7.5	7.00	b	Clear Channel Comm	29	0008		g		AC	2,200	1.42	5.0	4.6	4.3	7.0	5.4	4.6	4.5	4.3	5.1	
KHNR	Honolulu	B	650	10.0	10.00	f	Salem Comm Corp	46	9911		c3		News/Talk			0.8	0.6	0.5	0.8	1.3	0.6	0.8	0.5	0.9	
KORL	Honolulu	B	690	10.0	10.00	e	New Wave Bcstg LP	47	9810		d2		Children	100			0.0	0.0	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			0.7	0.5	0.0	0.8	0.6	0.5	0.5	0.6	1.0	
KHVH	Honolulu	B	830	10.0	10.00	b	Clear Channel Comm	51	0008		g		News/Talk	950	0.96	3.2	2.9	3.9	3.0	4.1	2.7	3.0	2.7	3.6	
KAIM	Honolulu	B	870	50.0	50.00	a	Salem Comm Corp	56	9912		c4		DARK			0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.4	
• KHCM	Waipahu	B	940	10.0	10.00	f	Salem Comm Corp	50	0208	650			Country	100		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	
KHBZ	Honolulu	B	990	5.0	5.00	b	Clear Channel Comm	57	0008		g		Bus News	50			0.7	0.5	0.6	0.6	0.0	0.0	0.0	0.1	
KLHT	Honolulu	B	1040	7.5	7.50		Calvary Chapel Hono	46	8504	650			Christian	250		0.9	0.0	0.5	0.0	0.0	0.8	1.0	0.5	0.9	
KWAI	Honolulu	B	1080	5.0	5.00		Wagenvoord, Barry	72	9305		nc		Nws/Tlk/Spt			0.1	0.4	0.5	0.0	0.0	0.4	0.0	0.0	0.0	
• KENT	Honolulu	B	1170	6.0	cp 4.49		Canyon Media	59	9908				News				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	200		0.7	0.9	0.9	0.9	0.9	0.9	0.7	0.6	0.4	
KNDI	Honolulu	B	1270	5.0	5.00		Bcst House/Pacific	60	8805	250			Ethnic	450	0.97	1.5	1.1	0.9	1.0	0.7	1.0	1.9	1.4	1.1	
KKEA	Honolulu	B	1420	5.0	5.00		Blow Up LLC	66	0206	750	1		Nws/Tlk/Spt	400	0.86	1.5	1.4	2.2	2.0	2.5	1.1	1.3	1.2	1.9	
KHRA	Honolulu	B	1460	5.0	5.00	d	Trade Center Mgmt	90	0202	575	1		AC			0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	
KUMU	Honolulu	B	1500	10.0	10.00	c	Maverick Media	63	0108		st		Soft AC	400	0.81	1.6	1.0	0.9	1.0	0.6	1.1	1.6	1.5	1.7	
KREA	Honolulu	B	1540	5.0	5.00		JMK Communications	73	0004	575			Korean				0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	
# AM Stations - 17																# Combos - 10					AM TOTALS				
																16.5	14.1	15.1	17.1	17.2	13.8	15.9	14.0	17.1	
AM & FM Stations Profiled - 33																# Duopolies - 10					Total Local Commercial Share				
																91.6	92.4	92.0	91.6	93.1	92.8	91.8	92.2		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 63

Revenue Rank: 60

Tucson, AZ Market Overview



Metro Counties / Population (000)

Pima, AZ	857.0
	857.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$27,700	\$30,700	\$34,400	\$38,900	\$43,100	\$40,400	7.8%
	2002	2003	2004	2005	2006		Δ 01 - 06
	-6.3%	\$42,500	\$45,300	\$48,200	\$51,100	\$54,500	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.71/1,000	\$3.87/1,000	Local 83%
Revenue/Capita	\$36.03	\$47.14	\$58.61	National 17%

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	768.8	857.0	2.2%	857.0	929.9	1.6%
Households	301.7	341.5	2.5%	341.5	376.3	2.0%
Retail Sales	NA ^{1/}	10,886.1	NA ^{1/}	10,886.1	14,097.4	5.3%
EBI ^{2/}	9,968.3	13,509.3	6.3%	13,509.3	17,251.8	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	420.8	75.5	34.1	43.6	59.8	66.8	53.9	87.0
Women (000)	436.2	72.3	32.9	41.5	56.6	66.3	58.2	108.4
Total	857.0	147.8	67.0	85.1	116.4	133.1	112.1	195.4
Percentage	100.0%	17.2%	7.8%	9.9%	13.6%	15.5%	13.1%	22.8%
Per Capita	\$ 15,763							
				Median Household	\$ 30,557		Avg Household	\$ 39,559
Ethnic Population:	White	89.4%	Black	3.6%	Asian	2.7%	Hispanic	29.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		9	14	14	14	28
Tot 12+	15.4		48.0	63.4	63.4	20.9	84.3
Avg 12+	3.1		5.3	4.5	4.5	1.5	3.0
Tot LCS	18.3		56.9	75.2	75.2	24.8	100.0
Avg LCS	3.7		6.3	5.4	5.4	1.8	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		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
			Freq	(kW)												2002	2002	2002	2001	2001	2001	2001	2001
KFMA	Green Valley	C2	92.1	50.0	492	b	Lotus Comm Corp	83	9308	1,500		Alternative	2,250	0.80	7.0	5.8	6.5	7.8	6.5	6.4	5.7	4.9	6.4
KOYT	Tucson	C	92.9	93.0	2038	c	Clear Channel Comm	70	0008		g	Country	400	0.45	2.2	3.4	3.4	2.4	2.6	3.1	2.7	0.0	1.4
KROQ	Tucson	C	93.7	94.0	2031	c	Clear Channel Comm	71	0008		g	CHR	4,500	1.24	9.0	6.3	7.2	7.9	8.0	7.4	7.8	6.7	8.3
KMXZ	Tucson	C	94.9	100.0	1952	a	Journal Bcst Group	73	9601	16,500	c1	AC	5,400	1.39	9.6	8.8	8.0	10.4	7.9	7.8	8.3	8.3	7.9
KLPX	Tucson	C	96.1	100.0	1952	b	Lotus Comm Corp	67	7906			Clsc Rock	3,700	1.48	6.2	3.8	5.9	4.1	5.1	4.5	5.4	5.4	5.5
KWGM	Green Valley	A	97.1	1.0 sp	C14	c	Clear Channel Comm	90	0101	2,900	+	Oldies	1,450	1.03	3.5	1.0	1.0	2.9	1.6	1.7	1.9	4.2	3.9
KOAZ	Oro Valley	A	97.5	6.0	305	d	Citadel Comm Corp	92	0107	63,000	d1	Country	600	0.44	3.4	1.7	1.6	1.6	1.9	2.1	2.3	3.1	4.1
KOHT	Marana	A	98.3	6.0	184	c	Clear Channel Comm	84	0107	17,000	d2	CHR/Rhymc	1,650	0.65	6.3	5.8	6.4	4.8	5.9	4.6	5.9	5.2	5.5
KIIM	Tucson	C	99.5	93.0	2038	d	Citadel Comm Corp	54	0107		d1	Country	6,300	1.30	12.0	6.7	8.9	6.2	8.5	9.1	8.4	11.8	11.1
• KCMT	Oro Valley	A	101.9	5.0	56	b	Lotus Comm Corp	01				Mexican	200	0.50	1.0	2.6	1.9	2.5	2.0	2.1	1.2	0.0	0.0
KZPT	Tucson	A	104.1	3.0	102	a	Journal Bcst Group	94	9601		c1	Hot AC	2,150	0.99	5.4	3.0	3.7	3.7	3.8	4.1	4.9	4.4	4.7
KZLZ	Keamey	C2	105.3	50.0	492		Entravision Comm Co	92	0008			Mexican	800	1.16	1.7	2.0	1.3	1.4	1.4	1.8	1.3	1.9	0.6
KGMG	Oracle	C2	106.3	0.4	4173	a	Journal Bcst Group	84	9806	5,800		Rhymc/Oldes	450	0.38	2.9	3.2	2.9	3.1	3.0	2.4	3.3	2.3	1.8
KHYT	Tucson	C	107.5	92.0	2034	d	Citadel Comm Corp	93	0107		d1	Clsc Rock	2,500	1.09	5.7	3.7	3.9	3.7	3.2	4.0	5.2	5.1	5.0
# FM Stations - 14 # Combos - 13														FM TOTALS									
														75.9	58.6	63.4	62.5	61.4	61.1	64.3	63.3	66.2	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
			Freq	(kW)	(kW)												2002	2002	2002	2001	2001	2001	2001	2001
• KSAZ	Marana	B	580	5.0	0.39		Ehlinger, P & W	87	8904	1,050		Adlt Stndrd	300	0.53	1.4	1.2	1.5	1.5	1.8	1.3	0.8	1.3	1.2	
• KVOI	Tucson	D	690	0.3 cp	0.00	e	Good News Bcstg Inc	53	9602		st	Talk	350		0.2	0.7	0.4	0.8	0.5	0.4	0.0	0.0	0.4	
KNST	Tucson	B	790	5.0	0.50	c	Clear Channel Comm	63	0008		g	Nws/Tlk/Spt	2,800	1.17	5.9	6.1	4.4	6.0	6.1	5.9	4.5	4.5	5.1	
KGMS	Tucson	B	940	1.0 cp	0.25	e	Good News Bcstg Inc	58	0101		+	Christian	600		0.5	0.5	0.6	0.5	0.4	0.4	0.0	0.5	0.7	
KTKT	Tucson	B	990	10.0	1.00	b	Lotus Comm Corp	49	7208			News/Talk	400	0.99	1.0	0.6	0.7	0.8	1.0	0.7	0.9	0.7	0.9	
KEVT	Cortaro	B	1030	10.0	1.00		One Mart Inc	94	0207 p		sw	Mexican			1.0	2.2	1.2	1.6	1.3	1.1	1.0	0.7	0.4	
• KGVY	Green Valley	D	1080	1.0	0.00		Nelson Enterprises	81	9808	375		AC	500	0.77	1.6	1.4	0.8	1.6	1.6	2.1	0.0	1.5	1.8	
KQTL	Sahuarita	B	1210	10.0	1.00		Radio Unica	85	0008	3,300		Spn/Nws/Tlk	350		0.9	0.7	0.4	0.0	0.8	0.5	0.4	0.8	1.3	
KCUB	Tucson	B	1290	1.0	1.00	d	Citadel Comm Corp	29	0107		d1	Sports	250	0.41	1.5	0.8	1.1	0.6	0.8	0.9	1.3	1.2	1.8	
KJLL	South Tucson	B	1330	2.0	5.00		Hudson Comm Inc	57	9612	110		Nws/Tlk/Spt	200	0.50	1.0	1.7	0.9	1.2	1.1	0.6	0.9	0.9	0.8	
KTUC	Tucson	C	1400	1.0	1.00	d	Citadel Comm Corp	26	0107		d1	Nostalgia	250	0.16	3.9	4.2	4.3	5.2	4.7	4.0	4.6	2.4	2.1	
KTZR	Tucson	C	1450	1.0	1.00	c	Clear Channel Comm	47	0107		d2	Spanish	700	0.83	2.1	1.7	2.1	0.8	1.4	1.9	1.2	2.1	1.9	
KFFN	Tucson	C	1490	1.0	1.00	a	Journal Bcst Group	57	9601		c1	Sprts/Talk	650	1.01	1.6	1.7	1.1	0.8	1.4	1.4	1.3	1.2	1.6	
KXEW	South Tucson	B	1600	1.0	1.00	c	Clear Channel Comm	63	0107		d2	Tejano	650	1.01	1.6	2.0	1.4	1.5	1.3	1.2	0.7	2.6	1.0	
# AM Stations - 14 # Combos - 9														AM TOTALS										
AM & FM Stations Profiled - 28 # Duopolies - 10														Total Local Commercial Share										
														24.2	25.5	20.9	22.9	24.2	22.4	17.6	20.4	21.0		
														84.1	84.3	85.4	85.6	83.5	81.9	83.7	87.2			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 64

Revenue Rank: 99

McAllen-Brownsville-Harlingen, TX Market Overview



Metro Counties / Population (000)

Cameron, TX	340.9
Hidalgo, TX	583.4
	924.3

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$15,200	\$15,300	\$16,200	\$18,100	\$20,600	\$19,700
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.4%	\$20,700	\$22,100	\$23,600	\$25,000	\$26,600	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.37/1,000	\$2.45/1,000	Local 88%
Revenue/Capita	\$18.92	\$21.31	\$25.67	National 12%

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	803.2	924.3	2.8%	924.3	1,036.4	2.3%
Households	216.3	253.8	3.2%	253.8	288.6	2.6%
Retail Sales	NA ^{1/}	8,309.8	NA ^{1/}	8,309.8	10,845.6	5.5%
EBI ^{2/}	5,999.7	8,175.0	6.4%	8,175.0	10,813.0	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	446.6	109.4	62.0	44.2	51.2	58.1	47.3	74.4
Women (000)	477.7	106.3	60.4	45.9	55.3	66.4	54.7	88.7
Total	924.3	215.7	122.4	90.1	106.5	124.5	102.0	163.1
Percentage	100.0%	23.3%	13.2%	9.7%	11.5%	13.5%	11.0%	17.6%
Per Capita	\$ 8,845							
				Median Household	\$ 22,529		Avg Household	\$ 32,210
Ethnic Population:	White	98.0%	Black	0.6%	Asian	0.7%	Hispanic	87.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7		9	9	16	10	26
Tot 12+	3.3		64.7	65.0	68.0	12.9	80.9
Avg 12+	0.5		7.2	7.2	4.3	1.3	3.1
Tot LCS	4.1		80.0	80.3	84.1	15.9	100.0
Avg LCS	0.6		8.9	8.9	5.3	1.6	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													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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
															2002	2001	2001	2000	2000	1999	1999	1999	1998
KESO	South Padre	A	92.7	3.0	299	h	Alternative Bcg Corp	96	9611	140	Alternative				0.0	0.6	0.0	0.0	0.4	0.5	0.5	0.7	
KFRQ	Harlingen	C	94.5	100.0	1158	f	Entravision Comm Co	60	0008	55,000	d4	Clsc Rock	1,900	1.04	9.3	6.1	6.8	8.0	7.2	7.2	8.7	7.7	8.3
KZSP	South Padre	A	95.3	6.0	328	h	Alternative Bcg Corp	90	0002			Jazz/RhyBI	50			0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
• KBTQ	Harlingen	C	96.1	100.0	988	b	Univision Comm Inc	75	0206	p	st	CHR/Rhymc	1,300	1.20	5.5	5.1	4.3	4.3	4.7	4.9	4.1	4.9	5.5
KGBT	Mcallen	C	98.5	100.0	997	b	Univision Comm Inc	64	0206	p	st	Mexican	2,800	0.99	14.4	11.0	10.0	12.3	11.3	8.8	8.4	9.5	10.1
KKPS	Brownsville	C	99.5	100.0	1037	f	Entravision Comm Co	78	0008		d1	Tejano	2,050	1.26	11.9	11.0	12.9	9.1	10.3	10.0	8.8	8.4	7.9
KTEX	Brownsville	C	100.3	100.0	1125	c	Clear Channel Comm	75	0009		sw	Country	1,550	1.01	7.8	5.6	8.6	6.7	6.1	7.9	8.4	5.7	7.9
KVPA	Port Isabel	C2	101.1	50.0	486	f	Entravision Comm Co	93	0008		d4	Clsc Rock	100		0.9	6.8	0.9	1.4	0.0	0.0	0.0	0.0	0.0
KILM	Raymondville	C2	102.1	18.0	758	f	Border Media Ptnrs	80	0207	p	g	Mexican	700		0.8	1.1	0.9	0.8	0.5	0.7	0.6	1.5	1.7
KBFM	Edinburg	C0	104.1	100.0	1224	c	Clear Channel Comm	72	0009		sw	CHR	2,850	0.71	20.5	11.4	16.3	16.1	17.5	15.6	16.5	15.6	15.9
KJAV	Alamo	A	104.9	6.0	328	e	La Radio Cristiana	80	8610	475		Span/Chrst	100		0.7	0.9	0.7	0.6	0.5	0.8	0.0	0.0	0.4
KBOR	Misslon	A	105.5	3.0	285	d	Trevino, Edgar	85	9305	350		Span/Varty	250	0.85	1.5	1.4	1.0	1.4	1.0	1.5	1.7	1.2	1.3
KBIC	Raymondville	A	105.7	1.8	427	i	Christian Ministries	97	9306	10	cp	Span/Chrst			0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
XHNA	Matamoros	A	105.9	5.0	180		Radiofonica, SA	98				Tejano				0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
KTJN	Mercedes	A	106.3	1.6	650	d	Trevino, Edgar	82	8906	300		Span/Varty	300	1.02	1.5	1.0	0.7	1.4	1.1	1.0	1.4	1.7	1.9
KVLY	Edinburg	C1	107.9	100.0	719	f	Entravision Comm Co	74	0008		d4	AC	2,300	1.19	9.8	6.6	6.8	7.8	8.3	8.5	9.2	8.5	7.3
# FM Stations -				16	# Combos -				14	FM TOTALS				84.8	68.0	71.0	70.2	68.5	67.3	68.1	65.8	68.9	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
															2002	2001	2001	2000	2000	1999	1999	1999	1998
KURV	Edinburg	B	710	1.0	0.91	a	Voice Vally Agricultr	47	8402	1,000		Nws/Tlk/Spt	950	1.27	3.8	3.8	3.7	2.8	3.4	2.5	2.3	3.3	2.3
KVJY	Pharr	B	840	5.0	1.00		Radio Unica	89	0006	2,500		Spn/Nws/Tlk			0.7	0.3	0.7	0.7	0.5	0.8	1.8	0.9	0.5
KRIO	McAllen	B	910	5.0	5.00	g	Rio Grnde 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	e	La Radio Cristiana	88				Span/Chrst	150		0.7	0.5	0.0	0.5	0.7	1.0	0.4	0.4	1.4
• KSOX	Raymondville	C	1240	0.5	0.85	a	Voice Vally Agricultr	57	0001	700		Sports			0.2	0.6	0.0	0.0	0.4	0.0	0.7	0.6	0.5
KRGE	Westlaco	B	1290	5.0	5.00	i	Christian Ministries	26	9101	300		Span/Chrst	300	0.76	2.0	2.2	0.9	1.0	2.3	0.6	0.6	2.1	0.9
KGBT	Harlingen	B	1530	50.0	10.00	b	Univision Comm Inc	41	0206	p	st	Span/Talk	600	0.68	4.5	3.4	3.0	3.4	4.0	6.3	5.0	6.0	5.3
KIRT	Mission	B	1580	1.0	0.30		Iglesia Del Pueblo	57	0111	1,050		Spanish	250	0.71	1.8	1.2	1.0	1.0	1.9	1.9	1.2	1.7	1.0
KBOR	Brownsville	B	1600	1.0	1.00	d	Trevino, Edgar	49	8506	325		Span/Varty	300		0.9	0.0	0.4	0.6	0.9	0.5	0.3	0.6	0.7
KQXX	Brownsville	B	1700	8.8	0.88	d	Trevino, Edgar	99				Oldies			0.4	0.9	1.3	0.7	0.0	0.4	0.1	0.0	0.0
# AM Stations -				10	# Combos -				8	AM TOTALS				15.0	12.9	11.0	10.7	14.1	14.0	12.4	15.6	12.6	
AM & FM Stations Profiled -				26	# Duopolies -				8	Total Local Commercial Share				80.9	82.0	80.9	82.6	81.3	80.5	81.4	81.5		

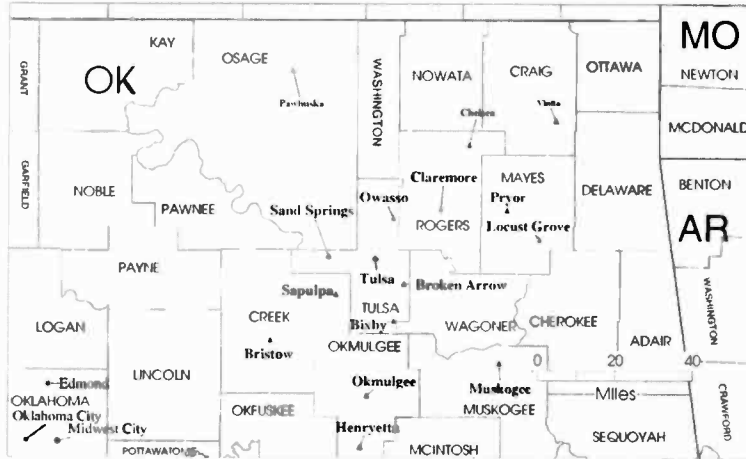
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 65

Revenue Rank: 59

Tulsa, OK Market Overview



Metro Counties / Population (000)

Creek, OK	67.9
Mayes, OK	38.7
Osage, OK	44.6
Rogers, OK	71.8
Tulsa, OK	567.8
Wagoner, OK	58.2
Total	849.0

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$33,000	\$33,500	\$36,600	\$39,600	\$41,500	\$41,700
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	0.5%	\$43,900	\$46,800	\$49,900	\$52,800	\$56,300	6.2%

Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout	
		NA ^{1/}	\$3.48/1,000	\$3.63/1,000	Local
	\$42.06	\$49.12	\$62.64	National	17%

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

MSA Population	1996	2001	Growth Rate	2001	2006	Growth Rate
		784.6	849.0	1.6%	849.0	898.8
Households	305.6	334.7	1.8%	334.7	358.2	1.4%
Retail Sales	NA ^{1/}	11,993.5	NA ^{1/}	11,993.5	15,504.7	5.3%
EBI ^{2/}	11,456.6	14,634.9	5.0%	14,634.9	18,882.9	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	413.2	78.3	37.7	34.0	57.0	68.1	61.2	76.9
Women (000)	435.8	75.4	35.5	33.6	56.5	70.6	64.4	99.7
Total	849.0	153.7	73.2	67.6	113.5	138.7	125.7	176.6
Percentage	100.0%	18.1%	8.6%	8.0%	13.4%	16.3%	14.8%	20.8%
Per Capita	\$ 17,238		Median Household	\$ 34,695		Avg Household	\$ 43,725	
Ethnic Population:	White	79.9%	Black	8.9%	Asian	1.5%	Hispanic	4.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		16	16	21	13	34
Tot 12+	4.4		65.9	70.1	70.3	18.4	88.7
Avg 12+	0.9		4.1	4.4	3.3	1.4	2.6
Tot LCS	5.0		74.3	79.0	79.3	20.7	100.0
Avg LCS	1.0		4.6	4.9	3.8	1.6	2.9

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

Competitive Overview

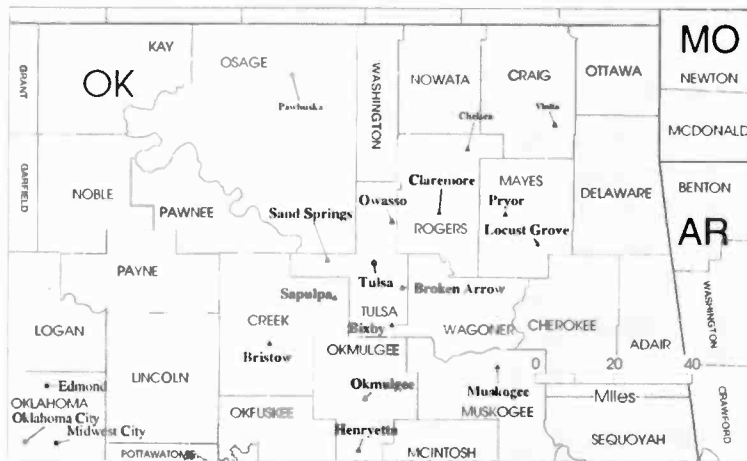
FM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
KIZS	Broken Arrow	C2	92.1	27.0	656	a	Clear Channel Comm	70	9908		g1	CHR	1,000	0.65	3.7	3.6	3.7	3.5	3.4	4.1	2.9	3.3	3.1
KBEZ	Tulsa	C	92.9	100.0	1319	c	Renda Bcstg Corp	64	9003		g	AC	3,500	1.53	5.5	4.5	4.5	3.8	4.7	4.9	4.1	5.8	4.8
KTSO	Okmulgee	C1	94.1	100.0	807	f	Shamrock Comm Inc	76	9607	1,800		Oldies	500	0.41	2.9	2.1	1.5	2.9	2.2	2.1	2.7	2.7	3.0
KEMX	Locust Grove	A	94.5	2.3	367	b	Stephens Family LP	91	9204			ChrsContem				0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0
KWEN	Tulsa	C	95.5	100.0	1329	d	Cox Radio Inc	61	9704		g2	Country	3,800	1.18	7.7	6.4	8.4	7.8	6.4	7.3	6.8	6.4	7.3
KITQ	Vinita	C2	96.1	50.0	402	g	DLB Bostg Corp	81				Country	50		0.2	0.4	0.0	0.0	0.0	0.3	0.5	0.0	0.0
KRAV	Tulsa	C	96.5	100.0	1329	d	Cox Radio Inc	62	9612	5,500	c2	AC	1,750	0.81	5.2	4.6	4.8	5.4	4.7	4.4	4.2	4.5	5.5
KMOD	Tulsa	C	97.5	100.0	1329	a	Clear Channel Comm	59	7904			AOR	5,300	1.46	8.7	7.6	8.9	8.9	9.4	7.6	9.3	7.4	6.9
KVOO	Tulsa	C	98.5	100.0	1227	e	Journal Bcst Group	73	9906		g3	Country	3,200	1.28	6.0	7.0	5.3	5.0	4.8	5.8	4.6	5.5	5.6
KXBL	Henryetta	C1	99.5	100.0	981	e	Journal Bcst Group	66	9906		g3	Country	1,000	0.83	2.9	1.9	2.3	2.5	2.5	2.4	2.8	2.9	2.2
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	1,500	0.71	5.1	4.3	4.2	3.1	3.6	4.3	3.7	5.0	5.5
KTBT	Collinsville	C3	101.5	6.2	656	a	Clear Channel Comm	96	9710	1,900		CHR/Rhymc	400	0.64	1.5	3.5	1.4	2.1	1.9	1.5	1.5	1.3	1.1
KRTQ	Sand Springs	C2	102.3	50.0 cp	492	d	Cox Radio Inc	89	9904	3,500	g2	Rock	300	0.23	3.1	2.0	2.8	2.3	2.3	2.7	2.4	3.1	2.8
KJSR	Tulsa	C	103.3	100.0	1280	d	Cox Radio Inc	66	9704		g2	Clsc Rock	2,600	1.25	5.0	4.5	3.3	3.9	4.0	4.7	3.5	4.7	4.9
KBVL	Pawhuska	A	103.9	6.0	328		Borgen Bcstg Co	97	0010	225		Oldes/Rock				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	Shamrock Comm Inc	69	8404			Alternative	1,800	0.98	4.4	4.5	4.7	4.0	3.5	4.0	4.4	4.2	3.2
KREK	Bristow	A	104.9	5.0	351		Big Chief Bcstg/OK	78				Country				0.0	0.0	0.0	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	0.82	4.4	3.1	3.7	2.5	3.1	3.6	3.9	4.1	4.1
KQLL	Owasso	C	106.1	100.0	1322	a	Clear Channel Comm	81	9908		g1	Oldies	2,600	1.11	5.6	5.4	5.4	4.9	5.3	3.7	5.8	5.2	5.4
KHTT	Muskogee	C	106.9	100.0	1011	c	Renda Bcstg Corp	72	9306	1,480		Top 40	2,700	0.95	6.8	5.0	5.2	6.1	5.4	5.7	7.3	6.7	4.8
# FM Stations -					21	# Combos -					19	FM TOTALS			78.7	70.4	70.3	68.7	67.6	69.1	70.4	72.8	70.2

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 65

Revenue Rank: 59

Tulsa, OK Market Overview



Metro Counties / Population (000)

Creek, OK	67.9
Mayes, OK	38.7
Osage, OK	44.6
Rogers, OK	71.8
Tulsa, OK	567.8
Wagoner, OK	58.2
Total	849.0

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

ESTIMATED GROSS REVENUES **	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$33,000	\$33,500	\$36,600	\$39,600	\$41,500	\$41,700
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$3.48/1,000	\$3.63/1,000	Local	83%	National	17%
Δ 00 - 01	0.5%	\$43,900	\$46,800	\$49,900	\$52,800	\$56,300	Δ 01 - 06
							6.2%

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

MSA Population	1996	2001	Growth Rate	2001	2006	Growth Rate
		784.6	849.0	1.6%	849.0	898.8
Households	305.6	334.7	1.8%	334.7	358.2	1.4%
Retail Sales	NA ^{1/}	11,993.5	NA ^{1/}	11,993.5	15,504.7	5.3%
EBI ^{2/}	11,456.6	14,634.9	5.0%	14,634.9	18,882.9	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	413.2	78.3	37.7	34.0	57.0	68.1	61.2	76.9
Women (000)	435.8	75.4	35.5	33.6	56.5	70.6	64.4	99.7
Total	849.0	153.7	73.2	67.6	113.5	138.7	125.7	176.6
Percentage	100.0%	18.1%	8.6%	8.0%	13.4%	16.3%	14.8%	20.8%
Per Capita	\$ 17,238		Median Household	\$ 34,695		Avg Household	\$ 43,725	
Ethnic Population:	White	79.9%	Black	8.9%	Asian	1.5%	Hispanic	4.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		16	16	21	13	34
Tot 12+	4.4		65.9	70.1	70.3	18.4	88.7
Avg 12+	0.9		4.1	4.4	3.3	1.4	2.6
Tot LCS	5.0		74.3	79.0	79.3	20.7	100.0
Avg LCS	1.0		4.6	4.9	3.8	1.6	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	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000	
KRMG	Tulsa	B	740	50.0	25.00	d	Cox Radio Inc	49	9704		g2	News/Talk	5,600	1.26	10.7	10.0	9.6	8.7	11.2	9.5	8.9	9.4	10.8	
KCFO	Tulsa	B	970	2.5	1.00		Friendship Bcstg LP	46	9006	953		Religion	600		0.8	0.4	0.4	0.4	0.5	0.7	0.8	0.6	0.6	
KGTO	Tulsa	D	1050	1.0	0.02	d	Perry Bcstg Co Inc	46	0102	455		Clsc Rock	200	0.44	1.1	0.8	0.8	0.0	0.6	0.6	0.5	0.9	2.1	
KFAQ	Tulsa	A	1170	50.0	50.00	e	Journal Bcst Group	25	9906		g3	Talk	1,000	0.40	6.0	2.1	3.7	6.0	5.3	5.9	6.8	5.1	3.9	
● KRVT	Claremore	D	1270	1.0	0.03		Reunion Bcstg LLC	58	0004	250		Adlt Stndrd				0.8	0.6	0.5	0.0	0.0	0.0	0.0	0.0	
KAKC	Tulsa	D	1300	5.0	1.00	a	Clear Channel Comm	30	7310			Spar/Varity	150		0.2	1.0	0.9	0.6	0.6	0.0	0.8	0.0	0.0	
KTFX	Sand Springs	C	1340	0.5	0.90		K95.5 Inc	61	9601		c3	Black Gospl	150		0.6	0.4	0.0	0.5	0.0	0.7	0.4	0.5	0.4	
● KTbz	Tulsa	B	1430	25.0	5.00	a	Clear Channel Comm	34	9908		g1	Sports	500	0.71	1.7	1.9	1.5	2.6	2.7	1.3	1.7	1.5	1.6	
● KITO	Vinita	D	1470	0.5	0.09	g	DLB Bcstg Corp	54	9212	70		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KPGM	Pawhuska	D	1500	0.5	0.00		OK Area Radio	94	9909	75		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			0.1	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.5	
● KXOJ	Sapulpa	D	1550	2.5	0.04	b	Stephens Family LP	62	8210		c1	Gospel			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
● KMUR	Pryor	D	1570	1.0	0.00		Weinberg, Fred	50	9605	40		Cst//Tik				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		13	# Combos -		7	AM TOTALS						21.3	17.4	18.4	19.3	20.9	18.7	19.9	18.0	20.3
				AM & FM Stations Profiled -		34	# Duopolies -		9	Total Local Commercial Share						87.8	88.7	88.0	88.5	87.8	90.3	90.8	90.5	

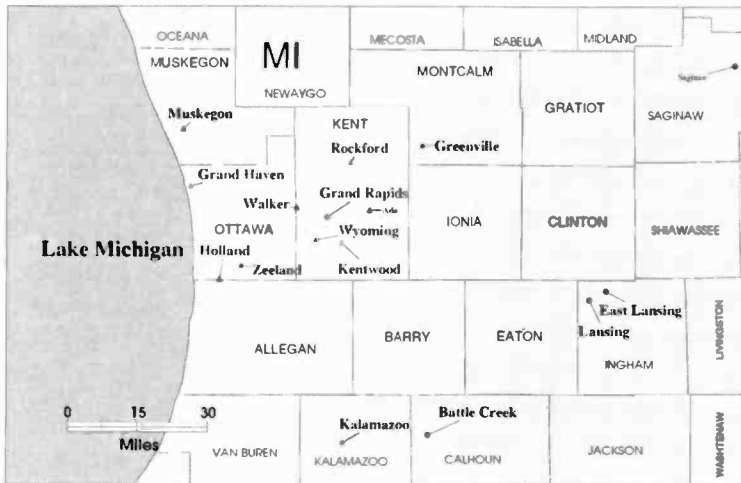
● Indicates a change since last edition

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	579.9
Ottawa, MI	242.1
Total	822.0

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$31,600	\$35,700	\$38,600	\$39,300	\$44,900	\$40,200
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-10.5%	\$42,500	\$45,300	\$48,500	\$51,400	\$54,700	6.4%
	1996	2001	2006				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.36/1,000	\$3.81/1,000				Local 75%
Revenue/Capita	\$42.71	\$48.91	\$62.50				National 25%

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	739.8	822.0	2.1%	822.0	875.2	1.3%
Households	263.4	297.2	2.4%	297.2	322.1	1.6%
Retail Sales	NA ^{1/}	11,954.2	NA ^{1/}	11,954.2	14,338.4	3.7%
EBI ^{2/}	11,523.6	16,515.6	7.5%	16,515.6	21,933.8	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	401.7	84.5	36.2	38.3	60.3	64.3	52.1	66.1
Women (000)	420.3	81.2	34.5	40.4	59.2	65.3	54.4	85.5
Total	822.0	165.7	70.7	78.7	119.4	129.5	106.5	151.5
Percentage	100.0%	20.2%	8.6%	9.6%	14.5%	15.8%	13.0%	18.4%
Per Capita	\$ 20,092							
				Median Household	\$ 48,084		Avg Household	\$ 55,571
Ethnic Population:	White	89.6%	Black	7.3%	Asian	2.3%	Hispanic	7.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	13		13	17	15	32
Tot 12+	9.5	58.0		64.0	67.5	11.2	78.7
Avg 12+	2.4	4.5		4.9	4.0	0.7	2.5
Tot LCS	12.1	73.7		81.3	85.8	14.2	100.0
Avg LCS	3.0	5.7		6.3	5.0	0.9	3.1

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 Kalamazoo and Muskegon.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WGHN	Grand Haven	A	92.1	3.0	246	g	WGHN Inc	69	8312	430	c1	AC	200		0.8	0.5	0.4	0.3	0.5	0.5	0.3	0.7	1.2
WBCT	Grand Rapids	B	93.7	320.0	781	f	Clear Channel Comm	51	9604	42,250	c3	Country	6,300	1.36	11.5	9.9	8.6	8.3	10.0	9.3	9.1	8.7	10.4
WKLQ	Holland	B	94.5	50.0	499	a	Citadel Comm Corp	61	0007		g4	AOR	2,000	0.77	6.5	5.8	6.6	6.1	6.0	4.7	6.2	5.4	4.8
WLHT	Grand Rapids	B	95.7	40.0	551	e	Regent Comm	62	0008		sw	AC	4,900	1.93	6.3	4.6	4.1	5.3	4.8	4.9	4.6	5.5	5.6
WVTI	Holland	B	96.1	45.0	492	f	Clear Channel Comm	62	9703	4,100		CHR	1,100	0.68	4.0	2.8	3.1	2.8	3.4	3.3	3.3	3.0	3.5
WLAV	Grand Rapids	B	96.9	50.0	489	a	Citadel Comm Corp	47	0007		g4	Clsc Rock	5,075	1.56	8.1	7.3	6.3	5.9	5.9	7.4	6.5	6.3	6.3
WGRD	Grand Rapids	B	97.9	13.0	591	e	Regent Comm	62	0008		sw	Modern Rock	2,825	1.08	6.5	6.4	4.4	5.2	4.7	5.1	5.2	5.5	5.5
WFGR	Grand Rapids	A	98.7	2.8	492	e	Regent Comm	92	0206		g	Classical	675	0.73	2.3	1.6	3.2	2.3	1.7	2.0	1.8	2.0	1.7
WJOK	Zeeland	A	99.3	4.7	371	c	Lanser Bcstg Corp	71	8612	844		ChrsContem	1,575	1.57	2.5	2.5	3.3	2.3	2.7	1.7	2.4	2.1	2.0
WTRV	Walker	A	100.5	3.5	302	e	Regent Comm	93	0008		sw	Soft AC	1,300	0.87	3.7	3.7	2.6	2.8	4.4	2.9	3.0	3.0	3.2
WBFX	Grand Rapids	B	101.3	50.0	420	f	Clear Channel Comm	65	9711		g2	Clsc Rock	1,100	0.64	4.3	3.8	3.9	3.2	3.7	3.4	4.0	3.8	2.8
WMRR	Muskegon	B1	101.7	12.0	476	k	Clear Channel Comm	74	0010			Clsc Rock	n/a		1.0	0.8	0.7	1.6	0.4	0.7	0.8	0.9	0.8
WFUR	Grand Rapids	B	102.9	50.0	492	d	Kuiper Stations	60				ChrsContem	350	0.51	1.7	1.3	1.4	1.2	1.1	1.3	1.5	1.7	1.1
WSNX	Muskegon	B	104.5	32.0	620	f	Clear Channel Comm	71	9910	1,100	c4	CHR	2,900	0.75	9.6	8.1	9.7	8.2	7.2	7.2	7.8	8.4	7.9
WOOD	Grand Rapids	B	105.7	265.0	810	f	Clear Channel Comm	62	9604		c3	AC	2,800	1.12	6.2	4.9	4.6	7.4	4.7	4.9	4.4	5.5	5.3
WMUS	Muskegon	B	106.9	50.0	479	h	Clear Channel Comm	62	0010			Country	n/a		1.8	1.5	1.0	0.9	1.3	1.5	1.7	1.1	1.6
WODJ	Greenville	B	107.3	50.0	492	a	Citadel Comm Corp	62	0007		g4	Oldies	1,400	0.73	4.8	3.9	3.6	3.6	3.6	4.3	4.1	3.5	3.9
# FM Stations -				17	# Combos -				16	FM TOTALS				81.6	69.4	67.5	67.4	66.1	65.1	66.7	67.1	67.6	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WMFN	Zeeland	B	640	1.2	0.23	b	Birach Bcstg Corp	90	0112	1,900	c5		Sports				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	0.28	3.6	1.6	1.7	2.7	1.8	2.6	3.1	2.1	4.0
• WMUS	Muskegon	D	1090	1.0	0.00	h	Clear Channel Comm	47	0010				Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WKWM	Kentwood	D	1140	5.0	0.00	i	Goodrich Radio Mktg	78	9610	200			Oldes/Rhymc	100	0.25	1.0	0.5	0.7	0.4	0.6	1.6	0.4	0.7	0.5
WTKG	Grand Rapids	C	1230	1.0	1.00	f	Clear Channel Comm	45	9701		g2		News/Talk	300		0.9	1.1	0.5	1.1	0.7	0.5	0.8	0.7	0.9
WWJQ	Zeeland	B	1260	10.0	1.00	c	Lanser Bcstg Corp	56	8309	950			Altve/Talk			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
• WOOD	Grand Rapids	B	1300	20.0 cp	20.00	f	Clear Channel Comm	24	9604		c3		Nws/Tlk/Spt	3,600	1.04	8.6	5.1	4.7	5.9	7.7	6.8	7.2	7.2	6.9
WBBL	Grand Rapids	C	1340	1.0	1.00	a	Citadel Comm Corp	40	0007		g4		Sports	250	0.52	1.2	1.7	1.7	1.7	1.2	0.9	1.1	1.0	1.0
• WGHN	Grand Haven	D	1370	0.5	0.00	g	WGHN Inc	56	8312		c1		AC				0.0	0.2	0.1	0.0	0.0	0.1	0.0	0.0
• WNWZ	Grand Rapids	D	1410	1.0	0.05	e	Regent Comm	47	0008		na		News	150			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHTC	Holland	C	1450	1.0	1.00		Midwest Comm Inc	48	0009		g4		FullService	300		0.7	0.5	0.0	0.5	1.0	0.5	0.6	0.7	0.5
WGUV	Kentwood	B	1480	2.0	5.00	j	Grand Valley St Univ	54	9204	1,000			News/Talk	75			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	75		0.2	1.2	0.0	0.4	0.0	0.6	0.0	0.0	0.0
WFUR	Grand Rapids	B	1570	1.0	0.31	d	Kuiper Stations	47	5003				Religion			0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
WJNZ	Ada	B	1680	10.0 cp	0.68	i	Goodrich Radio Mktg	98					Urban AC	400	0.59	1.7	1.1	1.7	1.4	1.5	2.5	1.0	1.1	1.1
# AM Stations -				15	# Combos -				13	AM TOTALS				18.1	13.2	11.2	14.2	14.5	16.4	14.3	13.5	15.3		
AM & FM Stations Profiled -				32	# Duopolies -				10	Total Local Commercial Share				82.6	78.7	81.6	80.6	81.5	81.0	80.6	82.9			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 67

Revenue Rank: 78

Wilkes Barre - Scranton, PA Market Overview



Metro Counties / Population (000)

Columbia, PA	64.2
Lackawanna, PA	212.9
Luzerne, PA	318.6
Monroe, PA	141.9
Wyoming, PA	28.1
Total	765.7

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$22,600	\$24,200	\$23,800	\$26,500	\$26,000	\$24,700
***	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.0%	\$25,800	\$27,500	\$29,300	\$31,100	\$33,100	6.1%

	1996	2001	2006	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$2.74/1,000	\$3.38/1,000	Local	80%
Revenue/Capita	\$30.11	\$32.26	\$43.70	National	20%

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	750.5	765.7	0.4%	765.7	757.5	-0.2%
Households	288.8	299.4	0.7%	299.4	300.8	0.1%
Retail Sales	NA ^{1/}	9,026.5	NA ^{1/}	9,026.5	9,803.5	1.7%
EBI ^{2/}	10,317.6	12,709.9	4.3%	12,709.9	14,984.6	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	366.0	58.0	29.4	33.2	44.7	57.4	52.6	90.7
Women (000)	399.7	55.1	28.4	34.0	43.6	56.4	54.0	128.3
Total	765.7	113.0	57.8	67.2	88.3	113.7	106.5	219.0
Percentage	100.0%	14.8%	7.6%	8.8%	11.5%	14.9%	13.9%	28.6%
Per Capita	\$ 16,599							
				Median Household	\$ 34,288		Avg Household	\$ 42,451
Ethnic Population:	White	96.2%	Black	2.6%	Asian	0.9%	Hispanic	2.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	17	5		11	22	18	40
Tot 12+	31.9	30.2		55.6	62.1	15.1	77.2
Avg 12+	1.9	6.0		5.1	2.8	0.8	1.9
Tot LCS	41.3	39.1		72.0	80.4	19.6	100.0
Avg LCS	2.4	7.8		6.5	3.7	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 Allentown and Sussex.
ARB 12+ Metro Shares (see rights)

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	2001 Est		Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
													Revenue (000)1/	Power Ratio		2002	2002	2002	2001	2001	2001	2001	2001	2000
WQFM	Nanticoke	A	92.1	0.7	994	c	Shamrock Comm Inc	73	9408		na	3	Oldies	700	0.64	4.4	3.8	3.7	3.0	2.7	4.0	3.8	2.8	3.1
WMGS	Wilkes-Barre	B	92.9	5.3	1385	d	Citadel Comm Corp	46	0101		g2	AC	2,125	0.89	9.7	9.5	8.1	7.8	8.6	6.7	8.4	6.8	8.2	
WSBG	Stroudsburg	A	93.5	0.6	764	a	Nassau Bcstg Ptrs LP	64	0205		sw	Modern Rock	1,600	2.59	2.5	2.2	2.0	2.6	2.3	2.1	2.1	1.9	1.5	
WCWQ	Dallas	A	93.7	1.5	679	d	Citadel Comm Corp	89	9803	6,000	d1	Modern Rock	700	0.75	3.8	1.8	2.6	4.5	2.5	3.8	2.6	3.2	2.2	
WCWI	Carbondale	A	94.3	1.1 cp	771	d	Citadel Comm Corp	65	9803		d1	Country	225		0.6	0.8	0.1	0.2	0.2	0.2	0.3	0.1	1.3	
WEOZ	Olyphant	A	95.7	0.6	1011	d	Citadel Comm Corp	91	9904	2,500	d1	Rock/Talk	225	0.54	1.7	0.6	0.6	0.4	1.3	1.5	0.8	1.2	1.8	
WGGI	Benton	A	95.9	6.0	328	e	Entercom	85	9912		g1	Country			0.2	0.6	0.4	0.4	0.5	0.4	0.1	0.2	0.0	
WBHT	Mountain Top	A	97.1	0.5	1102	d	Citadel Comm Corp	92	9811	1,200	+	CHR	900	0.65	5.6	4.8	4.4	5.1	4.7	4.3	4.6	4.4	4.1	
WBSX	Hazleton	B	97.9	17.5	728	d	Citadel Comm Corp	49	9707		g2	Modern Rock	1,000	0.94	4.3	2.7	2.0	2.0	1.8	2.9	3.0	2.3	5.0	
WKRZ	Wilkes-Barre	B	98.5	8.7	1171	e	Entercom	47	9912		g1	CHR	5,400	1.71	12.8	10.8	9.5	10.4	10.8	10.2	10.1	9.4	10.0	
WQFN	Forest City	A	100.1	0.8	935	c	Shamrock Comm Inc		00			3	Oldies			0.5	0.6	0.7	0.4	0.6	0.5	0.4	0.4	
WGGY	Scranton	B	101.3	7.0	1109	e	Entercom	48	9912		g1	Country	2,700	0.97	11.3	11.7	10.0	11.0	9.9	9.3	9.5	8.1	8.1	
WBZJ	Pittston	A	102.3	5.8	72	e	Entercom	83	9912		g1	80s Hits	800	0.95	3.4	1.7	2.8	1.9	2.4	2.3	2.8	3.4	1.9	
WBZH	Freeland	A	103.1	0.7	679	e	Entercom	76	9912		g1	80s Hits			1.3	0.7	0.5	0.9	0.7	0.9	1.3	1.1	0.6	
WKAB	Berwick	A	103.5	4.1	387		4M Bcstg Inc	92					Clsc Hits	450	0.76	2.4	1.5	1.6	2.2	1.3	1.4	1.3	2.2	2.6
WDDL	Scranton	A	104.9	0.3	1093	b	Lane, Douglas	64				1	AC	350	1.01	1.4	1.3	1.0	1.3	1.0	1.2	1.2	0.9	0.9
WPZX	Pocono Pines	A	105.9	6.0	328		STPM Radio		00			3	Clsc Rock			0.2	0.2	0.1	0.0	0.1	0.1	0.1	0.1	0.3
WHCY	Blairstown	A	106.3	0.4	860		Clear Channel Comm	73	0102				CHR	n/a		1.0	1.0	1.2	1.3	0.9	1.0	1.0	0.7	0.5
WFYY	Bloomsburg	B	106.5	10.5	1027		Radio Friendz Inc	56	9812	2,510	c4	2	Hot AC	650	1.39	1.9	1.2	0.6	1.3	0.8	1.7	1.3	1.5	1.3
WEZX	Scranton	A	106.9	1.5	617	c	Shamrock Comm Inc	67				3	Clsc Rock	2,600	1.30	8.1	6.5	8.9	6.2	6.7	6.9	5.4	5.6	7.2
WCWY	Tunkhannock	A	107.7	0.2	1161	d	Citadel Comm Corp	90	9712	815	c2	AC			0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.2	
WKRf	Tobyhanna	A	107.9	0.8	876	e	Entercom	93	9912		g1	CHR			0.7	0.9	1.1	1.0	0.2	0.5	0.6	0.4	0.6	
# FM Stations -					22	# Combos -					18	FM TOTALS		77.9	64.9	62.1	63.9	60.1	61.9	60.7	56.7	61.8		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 67

Revenue Rank: 78

Wilkes Barre - Scranton, PA Market Overview



Metro Counties / Population (000)

Columbia, PA	64.2
Lackawanna, PA	212.9
Luzerne, PA	318.6
Monroe, PA	141.9
Wyoming, PA	28.1
Total	765.7

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$22,600	\$24,200	\$23,800	\$26,500	\$26,000	\$24,700
***	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-5.0%	\$25,800	\$27,500	\$29,300	\$31,100	\$33,100
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$2.74/1,000	2006 \$3.38/1,000			Est. Breakout	
Revenue/Capita	\$30.11	\$32.26	\$43.70			Local	80%
						National	20%

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	750.5	765.7	0.4%	765.7	757.5
Households	288.8	299.4	0.7%	299.4	300.8	0.1%
Retail Sales	NA ^{1/}	9,026.5	NA ^{1/}	9,026.5	9,803.5	1.7%
EBI ^{2/}	10,317.6	12,709.9	4.3%	12,709.9	14,984.6	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	366.0	58.0	29.4	33.2	44.7	57.4	52.6	90.7
Women (000)	399.7	55.1	28.4	34.0	43.6	56.4	54.0	128.3
Total	765.7	113.0	57.8	67.2	88.3	113.7	106.5	219.0
Percentage	100.0%	14.8%	7.6%	8.8%	11.5%	14.9%	13.9%	28.6%
Per Capita	\$ 16,599			Median Household	\$ 34,288		Avg Household	\$ 42,451
Ethnic Population:	White	96.2%	Black	2.6%	Asian	0.9%	Hispanic	2.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	17	5		11	22	18	40
Tot 12+	31.9	30.2		55.6	62.1	15.1	77.2
Avg 12+	1.9	6.0		5.1	2.8	0.8	1.9
Tot LCS	41.3	39.1		72.0	80.4	19.6	100.0
Avg LCS	2.4	7.8		6.5	3.7	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 Allentown and Sussex.
ARB 12+ Metro Shares (see rights)

AM Stations		Day		Night				Sales	L	2001 Est		Avg '01	ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	Power (kW)	C	Owner	Year Std	Date Acq'd	Price (000)	M A	Format	Revenue (000)1/	Power Ratio	Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WARM	Scranton	B	590	5.0	5.00	d	Citadel Comm Corp	40	9707		g2	News/Talk	500	1.27	1.6	1.2	1.4	1.7	1.4	1.2	1.6	0.9	1.4
• WEJL	Scranton	D	630	2.0	0.03	cp	c Shamrock Comm Inc	22			3	Sports	300		0.8	1.0	1.2	1.7	1.2	0.8	0.5	0.7	0.6
• WNAK	Nanticoke	D	730	1.0	0.01		Seven Thirty Bctrs	47	6603			Easy	1,100	0.62	7.2	3.6	4.6	2.4	3.8	4.6	6.2	6.0	5.5
• WAAT	Olyphant	D	750	1.6	0.00		Fennessy Bcstg Stns	87	9804	77		Relgn/Ethnc	100		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
• WVPO	Stroudsburg	D	840	0.3	0.00	a	Nassau Bcstg Ptrs LP	47	0205		sw	Adlt Stndrd	550	1.06	2.1	1.5	1.1	1.5	0.9	2.2	1.2	2.4	0.8
WGBI	Scranton	B	910	1.0	0.50	e	Entercom	25	9912		g1	Nws/Tlk/Spt			0.8	0.4	0.2	0.2	0.3	1.4	0.5	0.4	0.3
• WHLM	Bloomsburg	D	930	1.0	0.02	cp	Columbia Bcstg Co	47	0109	45		AC	150			0.0	0.0	0.0	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			AC	50			0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0
• WILK	Wilkes-Barre	B	980	5.0	1.00	e	Entercom	47	9912		g1	News/Talk	800	0.53	6.1	3.4	3.8	2.6	3.2	5.3	4.5	5.2	3.8
• WBAX	Wilkes-Barre	C	1240	1.0	1.00	c	Shamrock Comm Inc	22	9408		na	3 Sports			0.2	0.4	0.4	0.7	0.4	0.2	0.4	0.1	0.0
• WFBS	Berwick	D	1280	1.0	0.16		FBS Wireless	57	0002	35		Adlt Stndrd	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				0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0
WICK	Scranton	C	1400	1.0	1.00	b	Lane, Douglas	54	7809			1 Oldies	400	0.85	1.9	1.5	1.6	1.1	1.6	0.9	1.4	1.7	1.8
• WKJN	Carbondale	D	1440	5.0	0.00	d	Citadel Comm Corp	50	9803	6,000	d1	Adlt Stndrd	50		0.1	0.2	0.0	0.8	0.6	0.0	0.0	0.0	0.2
WEMR	Tunkhannock	B	1460	5.0	1.00	d	Citadel Comm Corp	86	9712		c2	Oldies			0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.5
WAZL	Hazleton	C	1490	1.0	1.00	d	Citadel Comm Corp	32	9707		g2	Adlt Stndrd	200		0.7	0.6	0.6	0.7	0.0	0.0	0.8	0.9	0.4
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				21.9	14.4	15.1	13.7	13.5	16.6	17.1	18.3	15.8	
AM & FM Stations Profiled -				40	# Duopolies -				14	Total Local Commercial Share				79.3	77.2	77.6	73.6	78.5	77.8	75.0	77.6		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 68

Revenue Rank: 63

Fresno, CA Market Overview



Metro Counties / Population (000)

Fresno, CA	809.3
	809.3

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

ESTIMATED GROSS REVENUES ★★★	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>Δ 96 - 01</u>
	\$28,600	\$30,700	\$33,300	\$35,500	\$39,300	\$38,300	6.0%
	<u>Δ 00 - 01</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>Δ 01 - 06</u>
	-2.5%	\$40,900	\$44,000	\$48,400	\$51,300	\$54,600	7.4%
	<u>1996</u>	<u>2001</u>	<u>2006</u>	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$4.80/1,000	\$5.84/1,000	Local	80%		
Revenue/Capita	\$37.13	\$47.32	\$64.52	National	20%		

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

	<u>1996</u>	<u>2001</u>	<u>Growth Rate</u>	<u>2001</u>	<u>2006</u>	<u>Growth Rate</u>
MSA Population	770.3	809.3	1.0%	809.3	846.3	0.9%
Households	250.4	264.3	1.1%	264.3	277.6	1.0%
Retail Sales	NA ^{1/}	7,978.8	NA ^{1/}	7,978.8	9,349.5	3.2%
EBI ^{2/}	8,513.2	10,642.7	4.6%	10,642.7	12,407.8	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)	402.3	92.0	39.6	40.7	55.8	60.2	49.1	64.9
Women (000)	407.0	87.9	37.0	37.5	53.7	60.0	50.1	81.0
Total	809.3	179.9	76.6	78.2	109.5	120.1	99.2	145.9
Percentage	100.0%	22.2%	9.5%	9.7%	13.5%	14.8%	12.3%	18.0%
Per Capita	\$ 13,150	Median Household		\$ 30,764	Avg Household		\$ 40,267	
Ethnic Population:	White	80.8%	Black	6.2%	Asian	9.4%	Hispanic	44.6%

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	4	22		20	26	16	42
Tot 12+	7.3	64.4		69.4	71.7	11.9	83.6
Avg 12+	1.8	2.9		3.5	2.8	0.7	2.0
Tot LCS	8.7	77.0		83.0	85.8	14.2	100.0
Avg LCS	2.2	3.5		4.2	3.3	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 Visalia and Merced.
ARB 12+ Metro Shares (see rights)

FM Stations		FCC		Power	HAAT		Year	Date	Sales	L	2001 Est		Avg '01	ARB 12+ Metro Shares (see rights)								
Calls	City of License	Class	Freq	(kW)	C	Owner	Std	Acq'd	Price (000)	M	Revenue (000)1/	Power Ratio	Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
KZFO	Clovis	B	92.1	36.9	568	c	74	0008		g4	Spanish	400	0.8	2.0	1.7	1.5	1.1	0.8	0.8	0.4	0.9	
KFSO	Visalia	B	92.9	17.5	853	d	51	0008		g	Oldies	1,350	0.95	3.7	2.7	1.9	2.6	3.4	2.7	3.1	3.2	3.8
KSKS	Fresno	B	93.7	68.0	1903	e	46	0102		g2	Country	3,350	1.29	6.8	6.1	4.5	5.8	5.0	5.0	4.8	6.7	6.8
KOKO	Kerman	A	94.3	6.0	328		90	9812	1,140		Oldies	450	0.65	1.8	1.1	2.0	0.8	1.8	1.6	2.1	1.2	1.2
KBOS	Tulare	B	94.9	16.5	850	d	65	0008		g	CHR	2,625	1.05	6.5	5.2	6.1	5.6	4.3	5.5	6.6	5.1	5.0
• KBHH	Kerman	A	95.3	6.0	328	g					Mexican			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KJFX	Fresno	B	95.7	17.5	850	a	70	9512	3,000	c1	Clsc Rock	2,100	1.44	3.8	3.9	3.9	3.8	4.1	3.5	3.3	2.9	3.2
KEZL	Fowler	B1	96.7	25.0	328	d	80	0008		g	Smooth Jazz	1,450	1.05	3.6	3.3	3.4	3.2	2.3	2.6	3.8	3.1	2.7
KSEQ	Visalia	B	97.1	17.0	778		84	8912	See (108)		CHR	n/a		4.3	6.0	5.4	4.8	4.3	3.8	4.6	3.5	2.9
KMGV	Fresno	B	97.9	2.1	2005	e	49	0102		g2	Oldies	2,050	1.12	4.8	3.7	4.6	3.8	3.8	4.0	4.0	4.3	4.1
KSOE	Dinuba	B	98.9	19.0	820	d	75	0008		g	Soft AC	2,000	1.14	4.6	4.7	5.6	3.9	4.5	3.7	3.7	3.1	5.2
KJWL	Fresno	A	99.3	5.0	348		94				Adlt Stndrd	650	0.31	5.4	5.7	4.8	4.3	4.8	3.6	4.3	5.9	4.6
KMAK	Orange Cove	A	100.3	0.1	2074		90				Clsc Hits			0.9	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KVSF	Fresno	B	101.1	10.0	1076	e	63	0102		g2	CHR	1,200	0.73	4.3	3.1	2.2	2.5	2.7	2.9	3.4	3.8	4.5
KOQO	Fresno	B	101.9	2.3	1959	e	48	0102		g2	Spanish	1,650	0.76	5.7	3.6	3.4	5.9	3.8	5.6	3.7	4.5	5.6
KXQX	Corcoran	B1	102.3	19.5	381	f	99	9408	See (108)		Mexican	n/a		0.3	0.2	0.0	0.3	0.1	0.0	0.0	1.0	0.0
KALZ	Fresno	B	102.7	50.0	499	d	62	0008		g	Hot AC	1,200	1.04	3.0	3.2	3.7	3.0	3.3	3.5	2.6	2.1	2.2
KAAT	Oakhurst	B1	103.1	25.0	-194		82				AC	500		0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.0
KRZR	Hanford	B	103.7	50.0	499	d	76	0008		g	AOR	1,950	1.04	4.9	4.3	3.4	3.8	4.3	4.0	3.8	4.0	5.0
KFRR	Woodlake	B	104.1	17.0	853	a	92				Alternative	1,300	0.92	3.7	2.8	3.6	2.8	3.3	2.7	2.8	3.7	3.6
KLBN	Aubery	B1	105.1	0.6	1870	b	92	9408	1,500		Spanish	1,950	0.88	5.8	3.2	4.3	4.8	3.2	6.0	5.4	3.8	4.6
KWOL	San Joaquin	B1	105.5	25.0	328	a	99				Country	400	0.65	1.6	1.0	1.1	1.8	1.9	1.9	0.7	1.5	1.3
KRNC	Fresno	B	105.9	2.4	1959	e	79	0102		g2	Spanish AC	650	0.63	2.7	1.2	2.5	1.8	1.9	2.4	2.2	2.5	2.1
KMMM	Madera	B1	107.1	9.9	515	b	92	9904	4,500		Spanish	700	0.87	2.1	2.0	1.3	2.3	1.6	2.0	1.4	1.5	2.2
KMPH	Hanford	B	107.5	24.5 cp	705		76	9202	550		News/Talk	450	0.90	1.3	1.2	1.4	1.0	1.5	0.9	1.4	1.2	1.1
KZOL	North Fork	B1	107.9	1.8	1227		94	0206 p		st	Mexican	150		2.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					26	# Combos -					17	FM TOTALS		81.7	73.3	71.7	70.1	67.0	68.7	68.9	69.4	72.6

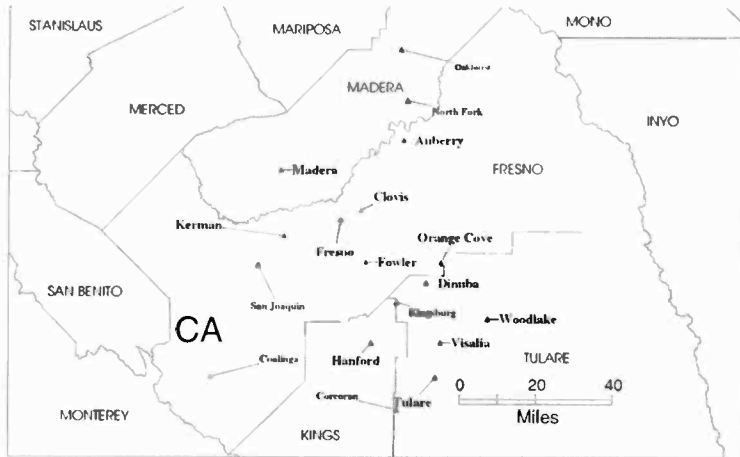
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 68

Revenue Rank: 63

Fresno, CA Market Overview



Metro Counties / Population (000)

Fresno, CA	809.3
	809.3

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$28,600	\$30,700	\$33,300	\$35,500	\$39,300	\$38,300
★★★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-2.5%	\$40,900	\$44,000	\$48,400	\$51,300	\$54,600

	1996	2001	2006	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$4.80/1,000	\$5.84/1,000	Local	80%
Revenue/Capita	\$37.13	\$47.32	\$64.52	National	20%

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	770.3	809.3	1.0%	809.3	846.3	0.9%
Households	250.4	264.3	1.1%	264.3	277.6	1.0%
Retail Sales	NA ^{1/}	7,978.8	NA ^{1/}	7,978.8	9,349.5	3.2%
EBI ^{2/}	8,513.2	10,642.7	4.6%	10,642.7	12,407.8	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	402.3	92.0	39.6	40.7	55.8	60.2	49.1	64.9
Women (000)	407.0	87.9	37.0	37.5	53.7	60.0	50.1	81.0
Total	809.3	179.9	76.6	78.2	109.5	120.1	99.2	145.9
Percentage	100.0%	22.2%	9.5%	9.7%	13.5%	14.8%	12.3%	18.0%
Per Capita	\$ 13,150							
			Median Household	\$ 30,764			Avg Household	\$ 40,267
Ethnic Population:	White	80.8%	Black	6.2%	Asian	9.4%	Hispanic	44.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	22		20	26	16	42
Tot 12+	7.3	64.4		69.4	71.7	11.9	83.6
Avg 12+	1.8	2.9		3.5	2.8	0.7	2.0
Tot LCS	8.7	77.0		83.0	85.8	14.2	100.0
Avg LCS	2.2	3.5		4.2	3.3	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 Visalia and Merced.
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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
KMJ	Fresno	B	580	50.0 cp	50.00	e	Infinity Bcstg	25	0102		g2	Nws/Tlk/Spt	6,500	1.49	11.4	7.3	8.1	7.8	10.8	10.1	8.3	10.9	9.8		
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	e	Infinity Bcstg	77	0102		g2	Span/Oldes	100	0.20	1.3	0.9	0.9	1.1	1.5	1.7	1.4	0.7	0.7		
KBIF	Fresno	B	900	1.0	0.50	i	Gore-Overgaard Bcstg	47	9803	900		Relgn/Asian	400	1.04	1.0	0.6	0.0	0.0	1.4	0.9	0.7	0.6	1.1		
KWRU	Fresno	B	940	50.0	50.00		Radio Unica	37	0004	7,500		Spn/Tlk/Spt	750	0.98	2.0	1.1	1.7	1.6	2.3	1.7	2.3	2.1	0.8		
• KEYQ	Fresno	D	980	0.5	0.05		Assoc for Comm Educ	57	9706	200		Span/Chrst	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KRDU	Dinuba	B	1130	5.0	6.20	d	Clear Channel Comm	46	0008		g	Christian	300		0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.5		
• KOEQ	Fowler	B	1210	0.4	0.00	h	RAK Comm Inc	62	9404	62	st	Mexican	350		0.3	0.6	0.0	0.5	0.9	0.6	0.0	0.4	0.0		
• KHOT	Madera	D	1250	0.5	0.08		IHR Educ Bcstg	56	0111	150		Spanish	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KYNO	Fresno	B	1300	5.0	1.00		Spanish Catholic	47	9909	800		Span/Relgn	100		0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.7	0.0		
KCBL	Fresno	C	1340	1.0	1.00	d	Clear Channel Comm	53	0008		g	Sports	150		0.3	0.0	0.0	0.5	0.0	0.4	0.5	0.0	0.0		
• KFIG	Fresno	B	1430	5.0	5.00		Radio Central LLC	38	0208 p	2,000		Sports	400		0.7	0.5	0.8	0.4	0.7	1.0	0.6	0.4	0.5		
• KIRV	Fresno	D	1510	10.0	0.00	i	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	h	RAK Comm Inc	62	9408	212		Spanish	25		0.3	0.5	0.0	0.0	0.0	0.0	0.0	1.1	0.0		
KGST	Fresno	B	1600	5.0	5.00	b	Lotus Comm Corp	49	8505	1,764		Spanish	350		0.8	0.7	0.0	0.9	0.7	0.4	0.7	1.1	0.5		
KAVT	Fresno	B	1680	10.0 cp	1.00	f	RAK Comm Inc		01			Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					16	# Combos -					9	AM TOTALS					18.4	12.2	11.9	12.8	18.7	16.8	14.5	18.0	13.9
AM & FM Stations Profiled -					42	# Duopolies -					12	Total Local Commercial Share					85.5	83.6	82.9	85.7	85.5	83.4	87.4	86.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 69

Revenue Rank: 76

Allentown - Bethlehem, PA Market Overview



Metro Counties / Population (000)

Carbon, PA	58.9
Lehigh, PA	313.7
Northampton, PA	268.6
Warren, NJ	103.2
	<hr/>
	744.4

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

ESTIMATED GROSS REVENUES *	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$22,600	\$23,600	\$25,000	\$26,600	\$28,000	\$26,100
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-6.8%	\$27,300	\$29,100	\$31,000	\$32,900	\$35,000

Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout	
		NA ^{1/}	\$2.88/1,000	\$3.43/1,000	Local
	\$31.80	\$35.06	\$46.19	National	20%

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	710.6	744.4	0.9%	744.4	757.8
Households	270.1	286.8	1.2%	286.8	296.4	0.7%
Retail Sales	NA ^{1/}	9,075.4	NA ^{1/}	9,075.4	10,207.8	2.4%
EBI ^{2/}	11,636.2	14,803.2	4.9%	14,803.2	17,914.7	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	361.6	59.4	28.1	31.8	48.5	59.2	52.8	81.7
Women (000)	382.8	56.6	27.1	31.0	47.7	59.4	54.2	106.8
Total	744.4	116.0	55.2	62.8	96.2	118.6	107.0	188.6
Percentage	100.0%	15.6%	7.4%	8.4%	12.9%	15.9%	14.4%	25.3%
Per Capita	\$ 19,886							
				Median Household	\$ 44,425		Avg Household	\$ 51,615
Ethnic Population:	White	94.3%	Black	3.5%	Asian	1.8%	Hispanic	7.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	5		5	8	10	18
Tot 12+	1.5	49.8		49.8	51.3	13.6	64.9
Avg 12+	0.5	10.0		10.0	6.4	1.4	3.6
Tot LCS	2.3	76.7		76.7	79.0	21.0	100.0
Avg LCS	0.8	15.3		15.3	9.9	2.1	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 Wilkes Barre, Reading & Sussex.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall				
																2002	2002	2002	2001	2001	2001	2001	2000				
WZZO	Bethlehem	B	95.1	30.0	630	a	Clear Channel Comm	46	0008		g	AOR	4,900	1.29	14.6	8.1	8.7	9.7	8.4	9.9	10.6	8.7	9.2				
WCTO	Easton	B	96.1	50.0	499	b	Citadel Comm Corp	48	9707		g	Country	3,750	0.90	16.0	10.8	9.7	10.4	9.7	11.9	10.5	9.6	10.1				
WODE	Easton	B	99.9	50.0	449	d	Nassau Bcstg Ptrs LP	50	0102		g2	Clsc Hits	4,300	1.10	15.0	11.5	12.5	9.6	11.5	10.5	8.8	9.3	10.8				
WLEV	Allentown	B	100.7	11.0	1073	b	Citadel Comm Corp	47	9710	23,000	+	Soft Rock	3,400	1.03	12.7	8.3	7.8	8.2	8.0	8.3	8.5	8.6	7.9				
WAEB	Allentown	B	104.1	50.0	499	a	Clear Channel Comm	61	0008		g	CHR	5,050	1.14	17.0	9.3	11.1	10.4	11.4	10.8	11.7	11.1	11.1				
WMGH	Tamaqua	A	105.5	1.4	406	c	HGF Media Group	65				AC				0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WHCY	Blairstown	A	106.3	0.4	860		Clear Channel Comm	73	0102			CHR	n/a		1.0	0.7	0.6	0.6	0.6	0.6	0.8	0.9	0.4				
WWYY	Belvidere	A	107.1	1.2	719		Big City Radio	92	9808	6,350		Spanish AC	225	0.66	1.3	1.0	0.9	1.2	0.9	1.1	1.0	0.8	0.6				
# FM Stations -														8	# Combos -				6	FM TOTALS							
															77.6	50.4	51.3	50.1	50.5	53.1	51.9	49.0	50.1				
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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall				
																2002	2002	2002	2001	2001	2001	2001	2000				
• WAEB	Allentown	B	790	3.6	1.50	a	Clear Channel Comm	49	0008		g	Nws/Tlk/Spt	1,700	1.03	6.3	4.6	4.6	4.0	4.2	3.7	3.5	4.9	4.6				
• WGPA	Bethlehem	D	1100	0.3	0.00		Timmer Bcstg Co	46	9206	100		Variety	250	0.74	1.3	0.6	1.1	1.4	0.8	0.5	1.0	0.4	1.6				
WYNS	Lehighton	B	1160	4.0	1.00		US Radio LP	62	0011	550		Oldies	325	0.89	1.4	0.7	0.4	0.9	1.0	0.9	0.7	1.1	1.0				
WEEX	Easton	C	1230	0.8	1.00	d	Nassau Bcstg Ptrs LP	56	0102		g2	Sports	150		0.2	0.5	0.4	0.0	0.4	0.0	0.0	0.5	0.0				
WTKZ	Allentown	B	1320	0.8	0.20		Mega Comm Inc	48	0002	1,250		Spanish AC	550	1.40	1.5	1.1	1.1	1.8	0.6	0.6	1.0	1.2	1.2				
WEST	Easton	C	1400	1.0	1.00		Maranatha Bcstg Co	36	9710		sw	Adlt Stndrd	350	0.56	2.4	2.9	2.4	2.6	2.5	1.0	2.0	1.8	1.5				
• WLSH	Lansford	D	1410	5.0	0.00	c	HGF Media Group	52	8812	300		Adlt Stndrd	125		0.5	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.4				
WKAP	Allentown	B	1470	5.0	5.00	a	Clear Channel Comm	23	0008		g	Oldies	500	0.24	8.0	2.1	3.6	3.0	3.9	3.8	4.8	6.3	6.1				
• WRNJ	Hackettstown	B	1510	2.0	0.23		WRNJ Radio	76				Old/Nws/Tlk	475		0.7	0.4	0.0	0.6	0.6	0.5	0.4	0.5	0.4				
• WHOI	Allentown	D	1600	0.5	0.06		Lehigh Valley Bcstg	48	8509	500		Spn/Cst/Tlk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
# AM Stations -														10	# Combos -				4	AM TOTALS							
															22.3	12.9	13.6	14.3	14.0	11.0	13.8	17.1	16.8				
AM & FM Stations Profiled -														18	# Duopolies -				3	Total Local Commercial Share							
																63.3	64.9	64.4	64.5	64.1	65.7	66.1	66.9				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 70

Revenue Rank: 66

Ft. Myers-Naples-Marco Island, FL Market Overview



Metro Counties / Population (000)

Collier, FL	258.8
Lee, FL	448.8
	707.6

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$21,300	\$23,200	\$24,600	\$28,200	\$33,800	\$33,000
Δ 00 - 01	-2.4%	\$34,900	\$37,200	\$40,200	\$42,600	\$45,400	Δ 01 - 06 6.6%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.92/1,000	\$3.27/1,000	Local 88%
Revenue/Capita	\$37.45	\$46.64	\$58.60	National 12%

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	568.8	707.6	4.5%	707.6	774.7	1.8%
Households	232.6	292.1	4.7%	292.1	321.4	1.9%
Retail Sales	NA ^{1/}	11,303.5	NA ^{1/}	11,303.5	13,902.4	4.2%
EBI ^{2/}	10,364.7	15,887.6	8.9%	15,887.6	21,103.4	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	346.5	48.9	22.2	22.7	40.8	46.3	45.1	120.5
Women (000)	361.1	47.1	20.9	21.6	38.4	46.9	49.9	136.3
Total	707.6	96.0	43.1	44.3	79.2	93.2	95.0	256.8
Percentage	100.0%	13.6%	6.1%	6.3%	11.2%	13.2%	13.4%	36.3%
Per Capita	\$ 22,453			Median Household	\$ 40,212		Avg Household	\$ 54,391
Ethnic Population:	White	92.0%	Black	6.5%	Asian	1.0%	Hispanic	13.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		18	18	22	12	34
Tot 12+	4.5		71.8	75.3	76.3	8.6	84.9
Avg 12+	1.1		4.0	4.2	3.5	0.7	2.5
Tot LCS	5.3		84.6	88.7	89.9	10.1	100.0
Avg LCS	1.3		4.7	4.9	4.1	0.8	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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WAFZ	Immokalee	A	92.1	4.1	397	Shadowlawn Assn Inc	84	0103				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRQC	Estero	C3	92.5	6.8 cp	620	Meridian Bcstg	78	0010	7,000	2		Rock	300	0.48	1.9	3.3	2.5	3.3	0.0	0.0	0.0	0.0	0.0
WIKX	Charlotte Harbor	C1	92.9	100.0	807	Clear Channel Comm	70	9905		g2	1	Country			0.4	0.5	0.0	0.3	0.3	0.4	0.3	0.0	0.6
WTLT	Naples	A	93.5	6.0	328	Meridian Bcstg	71	9612		c2	2	AC	700	0.53	4.0	4.0	1.8	3.2	3.6	2.4	2.5	1.7	2.4
WARO	Naples	C	94.5	100.0	1014	Meridian Bcstg	62	9612		c2	2	Clsc Rock	1,400	1.29	3.3	3.7	3.8	3.5	2.1	3.4	2.8	3.7	2.9
WOLZ	Fort Myers	C1	95.3	79.0	476	Clear Channel Comm	70	9703	11,000	d1	1	Oldies	2,900	1.02	8.6	6.0	7.2	7.5	7.1	5.2	6.2	5.0	6.5
WRXK	Bonita Springs	C	96.1	100.0	1119	Beasley Bcst Group	74	8608	3,500			Clsc Rock	2,950	1.94	4.6	3.2	3.9	4.1	3.7	5.2	5.0	5.9	5.5
• WINK	Fort Myers	C	96.9	100.0	1322	Ft Myers Bcstg Co	64			2		Hot AC	2,800	2.36	3.6	3.3	3.9	2.8	3.4	5.1	4.9	4.8	5.8
WYPT	Punta Rassa	C3	97.7	14.5	430	Ft Myers Bcstg Co	99	0010	7,000			80s Hits	800	0.76	3.2	2.0	3.1	2.3	3.1	2.1	2.6	2.0	0.0
WDRR	San Carlos Park	C3	98.5	18.5	371	CAM Comm Inc	95	0103	2,500	1		Smooth Jazz	800	0.87	2.8	2.9	3.0	1.9	2.9	1.7	2.2	1.8	2.0
WGUF	Marco	A	98.9	6.0	328	Renda Bcstg Corp	90	9705	2,000			Clsc Hits	200		0.7	0.0	0.8	0.6	0.6	0.4	0.0	0.9	0.7
WJBX	Fort Myers Beach	C2	99.3	45.0	466	Beasley Bcst Group	83	9802	6,000	d3		Alternative	2,850	1.88	4.6	3.2	3.0	3.5	4.4	5.3	6.6	5.3	4.6
WRLR	Port Charlotte	C1	100.1	100.0	476	Clear Channel Comm	76	9703		d1	1	Talk	500	0.66	2.3	2.2	1.5	2.1	1.9	1.1	3.8	2.3	2.4
WAVV	Marco	C1	101.1	100.0	981	Alpine Bcstg Corp	87					Easy	2,300	0.50	13.9	12.9	11.4	12.2	11.5	11.0	11.7	11.9	15.2
WWGR	Fort Myers	C	101.9	100.0	991	Renda Bcstg Corp	69	9407	4,000			Country	2,400	1.10	6.6	4.6	5.5	5.8	5.5	5.0	4.8	4.4	5.2
WJGO	Tice	C2	102.9	48.0 cp	466	Renda Bcstg Corp	99	0010	7,000			Oldies	600	0.61	3.0	2.6	2.2	3.4	1.8	2.3	2.8	0.0	0.0
WXKB	Cape Coral	C	103.9	100.0	1119	Beasley Bcst Group	75	9411	3,500			Adult CHR	3,400	2.02	5.1	4.0	4.2	3.8	4.8	9.1	8.7	8.5	8.0
WSGL	Naples	C2	104.7	20.0	433	Renda Bcstg Corp	80	9812	3,650			Hot AC	700	1.18	1.8	1.6	1.0	1.0	2.1	1.4	1.1	2.1	1.5
WCVU	Solana	A	104.9	6.0	318	Clear Channel Comm	93	9905		g2	1	Easy			0.4	0.5	0.4	0.0	0.6	0.0	0.5	0.0	0.6
WBTT	Naples Park	C2	105.5	23.5 cp	722	Clear Channel Comm	87	9607		g1	1	UrbAC/R&B	700	0.34	6.3	5.5	5.3	5.5	5.2	2.0	2.5	2.1	2.7
WJPT	Fort Myers Villas	C2	106.3	50.0 cp	466	Beasley Bcst Group	92	9802		d3		Adlt Stndrd	500	0.37	4.1	6.6	5.7	3.3	3.6	4.7	2.8	5.4	3.8
WCKT	Lehigh Acres	C2	107.1	23.5 cp	722	Clear Channel Comm	76	9607		g1	1	Country	3,300	1.69	5.9	3.7	5.6	5.0	5.1	4.6	4.1	5.5	5.1
# FM Stations -				22	# Combos -				19	FM TOTALS				87.1	76.3	75.8	75.1	73.3	72.4	75.9	73.3	75.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 70

Revenue Rank: 66

Ft. Myers-Naples-Marco Island, FL Market Overview



Metro Counties / Population (000)

Collier, FL	258.8
Lee, FL	448.8
	707.6

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$21,300	\$23,200	\$24,600	\$28,200	\$33,800	\$33,000
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$2.92/1,000	\$3.27/1,000	Local	88%	National	12%

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	568.8	707.6	4.5%	707.6	774.7
Households	232.6	292.1	4.7%	292.1	321.4	1.9%
Retail Sales	NA ^{1/}	11,303.5	NA ^{1/}	11,303.5	13,902.4	4.2%
EBI ^{2/}	10,364.7	15,887.6	8.9%	15,887.6	21,103.4	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	346.5	48.9	22.2	22.7	40.8	46.3	45.1	120.5
Women (000)	361.1	47.1	20.9	21.6	38.4	46.9	49.9	136.3
Total	707.6	96.0	43.1	44.3	79.2	93.2	95.0	256.8
Percentage	100.0%	13.6%	6.1%	6.3%	11.2%	13.2%	13.4%	36.3%
Per Capita	\$ 22,453	Median Household		\$ 40,212	Avg Household		\$ 54,391	
Ethnic Population:	White 92.0%	Black 6.5%	Asian 1.0%	Hispanic 13.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		18	18	22	12	34
Tot 12+	4.5		71.8	75.3	76.3	8.6	84.9
Avg 12+	1.1		4.0	4.2	3.5	0.7	2.5
Tot LCS	5.3		84.6	88.7	89.9	10.1	100.0
Avg LCS	1.3		4.7	4.9	4.1	0.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
				Power (kW)	Power (kW)												2002	2001	2001	2000	2000	1999	1999	1998
• WWCN	North Fort Myers	B	770	10.0	1.00	a	Beasley Bcst Group	83	8711	300			Talk	350		0.6	0.4	0.9	0.4	0.6	0.9	1.0	1.0	0.6
WKII	Solana	B	1070	3.1	0.26	d	Clear Channel Comm	86	9703		d1	1	Adlt Stndrd	300		0.9	0.7	0.5	0.6	1.0	1.0	1.2	1.1	1.4
• WINK	Pine Island	B	1200	10.0	1.00	b	Ft Myers Bcstg Co	86	9508	560		2	News/Talk			4.5	2.4	3.6	3.0	4.6	3.1	2.8	4.2	3.6
• WTLQ	Fort Myers	C	1240	1.0	1.00	b	Ft Myers Bcstg Co		40			2	Spanish	100	0.16	1.9	0.6	1.8	1.6	1.6	1.7	1.5	2.0	1.9
• WNOG	Naples	B	1270	5.0	1.90	c	Meridian Bcstg	54	9612		c2	2	News/Talk	1,400	1.77	2.4	2.0	1.5	1.8	2.3	2.0	2.5	3.7	2.6
• WCRM	Fort Myers	D	1350	2.0	0.15		Manna Chrstn Mission	64	8904	450			Span/Chrst	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				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWCL	Lehigh Acres	B	1440	5.0	1.00		Dwyer, Robert	70	7901				Spanish	350	0.96	1.1	0.7	0.7	1.3	0.6	1.9	1.8	0.9	1.1
WVOI	Marco Island	B	1480	1.0	1.00	e	All Financial Ntwk	75	0110	975	d2		Adlt Stndrd				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	0.76	1.2	1.0	0.5	1.3	0.7	1.4	0.8	1.1	0.8
WCCF	Punta Gorda	B	1580	1.3	0.11	d	Clear Channel Comm	61	9905		g2	1	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCNZ	Marco Island	B	1660	10.0	1.00	e	All Financial Ntwk	99	0110		d2		Nws/BNw/Tlk			0.4	0.4	0.0	0.6	0.0	0.0	0.0	0.0	0.0
				# AM Stations -			12	# Combos -		8	AM TOTALS					13.0	8.6	9.5	10.6	11.4	12.0	11.6	14.0	12.0
				AM & FM Stations Profiled -			34	# Duopolies -		12	Total Local Commercial Share						84.9	85.3	85.7	84.7	84.4	87.5	87.3	87.5

• 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	562.4
Sandoval, NM	91.9
Valencia, NM	67.7
Total	722.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★
Revenue/Retail Sales
Revenue/Capita

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
ESTIMATED GROSS REVENUES	\$32,700	\$34,600	\$38,200	\$38,100	\$42,500	\$39,500	3.9%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.1%	\$41,600	\$44,300	\$47,200	\$50,100	\$53,300	6.2%

	1996	2001	2006
Revenue/Retail Sales	NA ^{1/}	\$3.72/1,000	\$4.16/1,000
Revenue/Capita	\$49.13	\$54.71	\$70.56

Est. Breakout

Local	82%
National	18%

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	665.6	722.0	1.6%	722.0	755.4	0.9%
Households	250.2	277.0	2.1%	277.0	294.1	1.2%
Retail Sales	NA ^{1/}	10,612.3	NA ^{1/}	10,612.3	12,825.6	3.9%
EBI ^{2/}	9,573.5	12,288.8	5.1%	12,288.8	15,527.0	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	355.0	70.1	30.8	30.6	53.8	61.0	48.2	60.4
Women (000)	367.0	67.5	29.6	30.6	52.4	61.6	51.2	74.0
Total	722.0	137.6	60.4	61.2	106.3	122.6	99.5	134.4
Percentage	100.0%	19.1%	8.4%	8.5%	14.7%	17.0%	13.8%	18.6%
Per Capita	\$ 17,020							
				Median Household	\$ 35,712		Avg Household	\$ 44,364
Ethnic Population:	White	88.0%	Black	3.1%	Asian	2.3%	Hispanic	41.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		22	21	24	14	38
Tot 12+	2.6		70.4	70.6	73.0	14.6	87.6
Avg 12+	1.3		3.2	3.4	3.0	1.0	2.3
Tot LCS	3.0		80.4	80.6	83.3	16.7	100.0
Avg LCS	1.5		3.7	3.8	3.5	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

Some stations also rated in Santa Fe.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer				Spring				Winter				Fall				
																2002	2002	2002	2001	2001	2001	2001	2001	2001	2001	2001	2001	2001	2001	2001	2001	2001
KRST	Albuquerque	C	92.3	22.0	4160	b	Citadel Comm Corp	65	9610		g	Country	5,000	2.53	5.0	4.4	4.4	3.5	4.5	4.6	5.0	3.7	4.1									
KKOB	Albuquerque	C	93.3	21.5	4150	b	Citadel Comm Corp	67	9403	9,000	c8	80s & 90s	2,100	1.44	3.7	3.0	3.6	4.0	3.7	3.2	2.9	3.5	3.3									
KZRR	Albuquerque	C	94.1	22.5	4131	a	Clear Channel Comm	61	9911		g1	AOR	3,700	1.34	7.0	5.3	6.3	4.8	6.3	5.3	4.2	8.2	6.8									
KSYU	Corrales	C1	95.1	100.0	433	a	Clear Channel Comm	98	9911		g1	AC	400	0.44	2.3	1.8	2.5	1.5	2.2	2.0	2.2	1.5	2.5									
KHFM	Santa Fe	C1	95.5	19.0	1791	d	Amer General Media	65	9609	3,500	c1	Classical	1,300	0.77	4.3	3.4	2.9	3.9	2.9	4.4	4.4	3.2	3.1									
KBZU	Albuquerque	C	96.3	20.0	4134	b	Citadel Comm Corp	54	9605	5,725	c2	Clsc Rock	450	0.44	2.6	1.8	2.1	3.1	2.5	2.6	1.7	2.3	2.7									
• KKSS	Santa Fe	C	97.3	100.0	1877	c	Univision Comm Inc	69	0206 p		st	CHR/Top40	1,500	0.97	3.9	4.9	5.8	4.3	4.1	3.9	3.6	3.3	2.9									
KLVO	Belen	C1	97.7	100.0	860	d	Amer General Media	83	9801	5,500	d3	Spanish AC	1,225	0.94	3.3	3.8	3.6	2.7	1.5	2.6	3.5	2.6	3.0									
KLSK	Las Vegas	C	98.1	100.0	1037	a	Clear Channel Comm	89	0009		g	Clsc Rock	700	0.89	2.0	0.0	1.2	1.2	1.9	1.6	1.9	1.6	1.8									
KABG	Los Alamos	C	98.5	100.0	1906	d	Amer General Media	56	9609		c1	Oldies	850	0.60	3.6	4.3	3.7	3.3	3.8	3.0	3.2	3.2	3.2									
KMGA	Albuquerque	C	99.5	22.5	4131	b	Citadel Comm Corp	63	9403	1,500	c4	Soft Rock	2,300	1.14	5.1	4.1	2.9	5.1	6.0	4.5	4.9	4.4	4.1									
KPEK	Albuquerque	C	100.3	22.5	4111	a	Clear Channel Comm	74	9911		g1	Modern AC	2,600	1.32	5.0	3.6	3.7	3.5	2.2	3.8	4.0	3.9	5.7									
• KKRK	Albuquerque	A	101.3	3.7	420	c	Univision Comm Inc	94	0206 p		st	Mexican	250	0.25	2.5	1.9	1.1	1.5	1.4	1.7	1.1	2.6	3.3									
• KOSZ	Rio Rancho	A	101.7	5.8 cp	112	c	Univision Comm Inc	85	0206 p		st	Spanish AC	1,000	1.01	2.5	1.6	1.5	1.6	1.6	2.1	1.7	2.3	2.7									
• KIOT	Los Lunas	C	102.5	17.0	4160	c	Univision Comm Inc	93	0206 p		st	Clsc Hits	1,400	0.98	3.6	2.4	1.9	3.1	2.0	2.2	2.9	4.0	3.4									
KTZO	Albuquerque	C	103.3	20.0 cp	4242	b	Citadel Comm Corp	87	9604	5,000		Alternative	1,450	0.99	3.7	3.4	2.6	2.6	2.6	3.5	3.5	2.3	3.7									
KBAC	Santa Fe	C	104.1	100.0	1877	a	Clear Channel Comm	84	9911			AAA	n/a		0.9	1.8	0.5	0.7	1.2	0.8	0.7	0.8	0.7									
KTEG	Bosque Farms	C1	104.7	71.0 cp	840	a	Clear Channel Comm	79	0003		g3	Alternative	800	0.70	2.9	3.3	2.8	3.0	2.5	3.3	1.7	2.9	2.3									
• KRQS	Santa Fe	C	105.1	100.0	1936	c	Univision Comm Inc	85	0206 p		st	Smooth Jazz	900	0.84	2.7	3.2	3.3	3.9	2.0	3.3	3.2	2.0	1.1									
KRZY	Santa Fe	C	105.9	100.0	1919	e	Entravision Comm Co	83	0004		g4	Spanish AC	800	1.45	1.4	1.0	1.4	2.2	0.8	2.4	1.1	0.9	0.7									
KYLZ	Los Lunas	C1	106.3	100.0	856	d	Amer General Media	95	9712		d3	CHR/Dance	400	0.18	5.5	5.1	7.0	5.5	5.9	5.4	5.8	4.4	3.7									
KZNM	Los Alamos	C1	106.7	15.5	1949	d	Amer General Media	86	0012		d1	Mexican	200		0.8	1.4	1.2	1.3	1.0	0.9	0.8	1.0	0.0									
KNKT	Armijo	C2	107.1	24.5	705	f	Calvary Chapel Inc	88	9410			Christian	450	0.95	1.2	1.7	0.7	1.3	1.5	1.3	0.8	1.1	0.9									
KBQI	Albuquerque	C	107.9	22.5	4131	a	Clear Channel Comm	87	9911		g1	Country	1,000	0.43	5.9	4.2	6.3	5.7	6.8	4.8	6.5	4.9	4.7									
																# FM Stations -	24	# Combos -	24	FM TOTALS				81.4	71.4	73.0	73.3	70.9	73.2	71.3	70.6	70.4

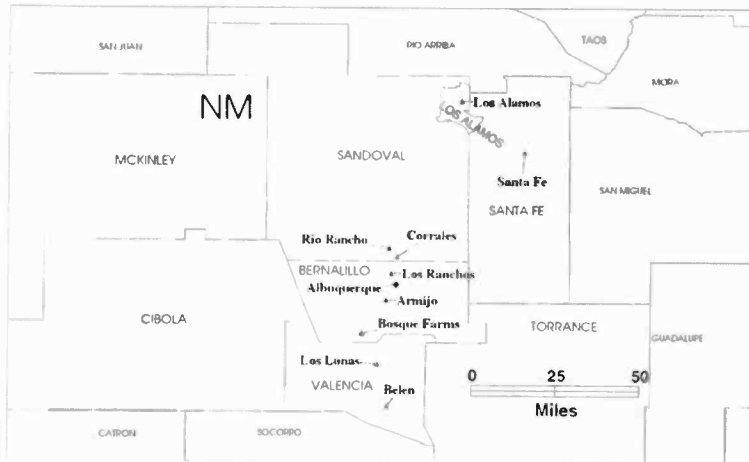
• Indicates a change since last edition

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	562.4
Sandoval, NM	91.9
Valencia, NM	67.7
Total	722.0

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$32,700	\$34,600	\$38,200	\$38,100	\$42,500	\$39,500	3.9%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.1%	\$41,600	\$44,300	\$47,200	\$50,100	\$53,300	6.2%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$3.72/1,000	\$4.16/1,000	Local	82%		
Revenue/Capita	\$49.13	\$54.71	\$70.56	National	18%		

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	665.6	722.0	1.6%	722.0	755.4	0.9%
Households	250.2	277.0	2.1%	277.0	294.1	1.2%
Retail Sales	NA ^{1/}	10,612.3	NA ^{1/}	10,612.3	12,825.6	3.9%
EBI ^{2/}	9,573.5	12,288.8	5.1%	12,288.8	15,527.0	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	355.0	70.1	30.8	30.6	53.8	61.0	48.2	60.4
Women (000)	367.0	67.5	29.6	30.6	52.4	61.6	51.2	74.0
Total	722.0	137.6	60.4	61.2	106.3	122.6	99.5	134.4
Percentage	100.0%	19.1%	8.4%	8.5%	14.7%	17.0%	13.8%	18.6%
Per Capita	\$ 17,020	Median Household		\$ 35,712	Avg Household		\$ 44,364	
Ethnic Population:	White	88.0%	Black	3.1%	Asian	2.3%	Hispanic	41.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		22	21	24	14	38
Tot 12+	2.6		70.4	70.6	73.0	14.6	87.6
Avg 12+	1.3		3.2	3.4	3.0	1.0	2.3
Tot LCS	3.0		80.4	80.6	83.3	16.7	100.0
Avg LCS	1.5		3.7	3.8	3.5	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

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	2001 Est		Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2002	2002	2002	2001	2001	2001	2001	2000
	KNML	Albuquerque	B	610	5.0 cp	5.00	b Citadel Comm Corp	28	0004	5,400	sw	Sports	500	0.97	1.3	1.6	1.2	1.4	2.2	0.9	1.5	1.1	1.0
•	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	D	770	0.2	0.23	b Citadel Comm Corp	22	9403		c8	News/Talk	5,575	1.34	10.5	8.6	8.8	9.1	9.8	7.9	8.9	10.5	9.7
	KARS	Belen	B	860	1.3	0.19	d Amer General Media	61	9712		d3	Cntry/Span	350			0.4	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	250		0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.0
•	KTBL	Los Ranchos	B	1050	1.0	1.00	b Citadel Comm Corp	87	9605		c2	News/Talk	150		0.2	0.6	0.0	0.0	0.4	0.3	0.0	0.0	0.3
	KDEF	Albuquerque	B	1150	5.0	0.50	RAMH Corp	53	9609		st	Children	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		0.8	0.4	0.0	0.0	0.0	0.6	0.5	0.7	0.9
•	KALY	Los Ranchos De	C	1240	1.0	1.00	ABC Radio Inc	82	0210 p	650		Mexican	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	KBTK	Corrales	B	1310	5.0	0.50	c Simmons Media Group	85	9606		st	Talk	200	0.39	1.3	1.7	0.8	1.6	1.2	1.0	1.0	1.1	1.5
	KABQ	Albuquerque	B	1350	5.0	0.50	a Clear Channel Comm	47	0003		g3	Mexican	100		0.6	0.4	0.4	0.0	0.3	0.5	0.6	0.6	0.3
	KRZY	Albuquerque	C	1450	1.0	1.00	e Entravision Comm Co	56	0004		g4	Spanish AC	400	1.01	1.0	0.7	0.5	0.4	1.1	1.0	1.0	0.7	0.7
•	KKJY	Albuquerque	D	1550	5.0	0.02	Vanguard Media LLC	71	0001			Adlt Stndrd	300	0.29	2.6	2.3	2.3	1.5	2.1	2.3	2.3	2.3	2.4
•	KANM	Albuquerque	D	1600	10.0	0.13	c Aragon Bcstg Co LLC	56	0208	500		Span/AC	100		0.5	0.0	0.6	1.1	1.2	0.6	0.3	0.3	0.5
				# AM Stations -		14	# Combos -	10				AM TOTALS			18.9	17.1	14.6	15.1	18.3	15.1	16.1	17.6	17.3
				AM & FM Stations Profiled -		38	# Duopolies -	14				Total Local Commercial Share				88.5	87.6	88.4	89.2	88.3	87.4	88.2	87.7

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 72

Revenue Rank: 67

Knoxville, TN Market Overview



Metro Counties / Population (000)

Anderson, TN	71.6
Blount, TN	107.3
Knox, TN	385.5
Loudon, TN	39.7
Sevier, TN	72.7
Union, TN	18.1
Total	694.9

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$23,800	\$27,700	\$29,600	\$33,200	\$35,000	\$32,700
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-6.6%	\$34,300	\$36,500	\$38,900	\$41,200	\$43,900	6.1%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$2.61/1,000	2006 \$2.69/1,000	Est. Breakout		Local 88%	National 12%
Revenue/Capita	1996 \$36.80	2001 \$47.06	2006 \$59.74				

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	646.8	694.9	1.4%	694.9	734.9
Households	257.5	281.9	1.8%	281.9	303.9	1.5%
Retail Sales	NA ^{1/}	12,534.5	NA ^{1/}	12,534.5	16,325.8	5.4%
EBI ^{2/}	9,877.0	12,779.4	5.3%	12,779.4	16,696.7	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	334.7	53.4	27.8	33.4	44.7	55.4	52.2	67.9
Women (000)	360.2	51.1	26.6	32.6	45.3	57.8	55.0	91.8
Total	694.9	104.5	54.3	66.1	90.0	113.2	107.2	159.6
Percentage	100.0%	15.0%	7.8%	9.5%	12.9%	16.3%	15.4%	23.0%
Per Capita	\$ 18,390	Median Household		\$ 33,962	Avg Household		\$ 45,333	
Ethnic Population:	White 92.3%	Black 6.0%	Asian 1.2%	Hispanic 1.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11		6	12	17	22	39
Tot 12+	19.4		53.5	70.1	72.9	9.3	82.2
Avg 12+	1.8		8.9	5.8	4.3	0.4	2.1
Tot LCS	23.6		65.1	85.3	88.7	11.3	100.0
Avg LCS	2.1		10.8	7.1	5.2	0.5	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														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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
			Freq	(kW)													2002	2002	2002	2001	2001	2001	2001	2000	
WUFX	Harriman	A	92.7	0.8	663	h	P&G Properties Inc	81	9611	172			Gospel				0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMYU	Karns	A	93.1	2.4	512	d	Journal Bcst Group	88	9707		sw		Oldies	3,000	1.26	7.3	4.1	4.3	3.2	4.9	5.1	4.8	7.4	7.2	
WKZX	Lenoir City	A	93.5	2.0	577	e	BP Broadcasters LLC	67	0102	1,000	c3		AC	100		0.3	0.7	0.5	0.0	0.6	0.5	0.4	0.0	0.0	
WNFZ	Oak Ridge	A	94.3	2.6	505		Pirkle, John W	67	9304	508	1		Alternative	700	0.50	4.3	4.1	3.7	2.8	3.6	4.5	3.8	2.9	3.3	
• WTXM	Maryville	A	95.7	6.0 cp	322	b	South Central Comm	90	9901	3,000	c4	1	Oldies	400	1.02	1.2	0.4	0.5	0.6	1.3	0.8	1.0	1.0	1.1	
WJBZ	Seymour	A	96.3	2.9	479		Seymour Comm	90					Gospel	800	0.54	4.5	3.3	3.0	2.5	3.9	3.5	3.8	3.9	3.9	
WJXB	Knoxville	C	97.5	100.0	1296	b	South Central Comm	67				1	AC	5,075	1.25	12.4	10.1	11.8	9.7	9.5	10.0	10.7	11.0	9.8	
WYIL	Oliver Springs	C3	98.7	8.0	571	a	Citadel Comm Corp	89	0010		g4		CHR/Rhymc	300	0.42	2.2	6.6	5.3	1.9	1.4	2.3	1.5	1.7	1.9	
WNOX	Loudon	A	99.1	6.0	328	a	Citadel Comm Corp	89	0010		g4		News/Talk	950	1.00	2.9	2.2	2.7	2.3	2.7	2.3	2.6	2.9	1.9	
WOKI	Oak Ridge	C	100.3	100.0	2001		Dick Bcstg Co Inc	74	9707		na		Alternative	1,675	1.38	3.7	4.2	3.3	2.8	2.7	4.3	4.0	2.1	1.9	
WWST	Sevierville	C1	102.1	15.0	1978	d	Journal Bcst Group	61	9707		sw		CHR/Dance	2,650	0.63	12.8	7.1	8.3	11.8	10.4	11.8	12.2	9.1	9.9	
WIMZ	Knoxville	C	103.5	100.0	1723	b	South Central Comm	49	9304	3,500	c2	1	Clsc Rock	2,350	1.36	5.3	5.4	5.1	5.6	4.8	4.8	4.1	4.7	4.3	
WBON	Knoxville	A	104.5	2.3	528	d	Journal Bcst Group	91	9804	4,375	c3		Clsc Rock	200	0.16	3.8	2.7	2.0	2.9	2.5	2.9	2.5	3.4	4.1	
WKVL	Loudon	A	105.3	6.0	328	i	Home Radio LLC	91	9702	550			80s Hits	400		0.7	0.5	0.8	1.7	0.7	1.0	0.7	0.4	0.4	
WSEV	Gallinburg	A	105.5	0.5	1056	c	Radio Center Dalton	83	0004	1,450	c1		AC	150		0.7	0.5	0.5	0.8	1.1	0.5	0.5	0.7	0.7	
• WRMX	Norris	A	106.7	1.1	751	b	South Central Comm	99	0107	2,500		1	Oldies	100		0.9	1.0	0.9	1.5	1.5	1.2	0.6	0.0	1.2	
WIVK	Knoxville	C	107.7	91.0	2054	a	Citadel Comm Corp	65	0010		g4		Country	10,750	1.30	25.2	18.2	19.7	21.8	24.0	19.3	20.2	23.2	22.0	
# FM Stations -					17	# Combos -					14	FM TOTALS					88.2	71.1	72.9	71.9	75.6	74.8	73.4	74.4	73.6

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1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 72

Revenue Rank: 67

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Union, TN	18.1
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ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$23,800	\$27,700	\$29,600	\$33,200	\$35,000	\$32,700
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-6.6%	\$34,300	\$36,500	\$38,900	\$41,200	\$43,900
	<u>1996</u>	<u>2001</u>	<u>2006</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	NA ^{1/}	\$2.61/1,000	\$2.69/1,000	Local	88%		
Revenue/Capita	\$36.80	\$47.06	\$59.74	National	12%		

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	646.8	694.9	1.4%	694.9	734.9
Households	257.5	281.9	1.8%	281.9	303.9	1.5%
Retail Sales	NA ^{1/}	12,534.5	NA ^{1/}	12,534.5	16,325.8	5.4%
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Women (000)	360.2	51.1	26.6	32.6	45.3	57.8	55.0	91.8
Total	694.9	104.5	54.3	66.1	90.0	113.2	107.2	159.6
Percentage	100.0%	15.0%	7.8%	9.5%	12.9%	16.3%	15.4%	23.0%
Per Capita	\$ 18,390	Median Household		\$ 33,962	Avg Household		\$ 45,333	
Ethnic Population:	White	92.3%	Black	6.0%	Asian	1.2%	Hispanic	1.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
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Tot 12+	19.4		53.5	70.1	72.9	9.3	82.2
Avg 12+	1.8		8.9	5.8	4.3	0.4	2.1
Tot LCS	23.6		65.1	85.3	88.7	11.3	100.0
Avg LCS	2.1		10.8	7.1	5.2	0.5	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)																						
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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
• WOFE	Rockwood	D	580	1.0	0.00	h	P&G Properties Inc	57				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	WRJZ	Knoxville	B	620	5.0		Tennessee Media	27	8611	300		RlgMs/Talk			1.2	1.0	0.7	1.2	1.0	1.1	1.4	0.7	0.7	
• WMTY	Farragut	D	670	2.5	0.00	i	Home Radio LLC	88	9812	275		R&B Oldies	50			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			0.1	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	
• WMEN	Knoxville	D	760	2.4	0.00	g	Moffit, Thomas H, Jr	95	9412	18	cp	Motvl/Talk			0.2	0.5	0.5	0.0	0.0	0.0	0.0	0.4	0.4	
• WKVL	Knoxville	D	850	50.0	0.00	i	Home Radio LLC	53	9911		g	Talk	200		0.6	1.1	2.0	1.7	0.7	0.6	0.5	0.4	0.5	
• WKXV	Knoxville	B	900	1.0	0.26		Knoxville Ra-Tel	53	8403	280	e	Gospel			0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.5	
• WSEV	Sevierville	D	930	5.0	0.15	c	Radio Center Dalton	55	0004		c1	Gospel				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 Comm Corp	21	0010		g4	News/Talk	1,700	1.16	4.5	3.0	3.6	4.0	3.5	3.7	3.0	3.6	4.7
• WOBB	Powell	D	1040	10.0	0.00	d	Journal Bcst Group	84	9804		c3	Adlt Stndrd	150	0.29	1.6	0.0	0.0	0.0	0.8	0.5	1.0	2.1	1.7	
• WKCE	Maryville	D	1120	1.0	0.00	f	Kirkland Wireless	89	0206		d1	Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WLOD	Loudon	D	1140	1.0	0.00	i	Home Radio LLC	83	9811	125		Blue Grass	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WV LZ	Knoxville	D	1180	10.0	0.00	f	Kirkland Wireless	88	0206	400	d1	Nostalgia			0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
	WJXB	Knoxville	C	1240	1.0	1.00	b	South Central Comm	41	9302		c2	Sports	100		0.3	0.0	0.0	0.0	0.2	0.2	0.1	0.4	0.2
	WATO	Oak Ridge	B	1290	5.0	0.50	i	Home Radio LLC	48	9812	289		Oldies	75			0.0	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	0.76	2.0	1.1	1.0	1.3	1.5	2.5	0.7	1.5	2.1
• WBLC	Lenoir City	D	1360	1.0	0.02	i	Three Angels Bcstg	65	0209	55		Rellgion				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		0.4	0.0	0.5	0.0	0.4	0.4	0.9	0.0	0.0	
	WGAP	Maryville	C	1400	1.0	1.00	i	Home Radio LLC	47	9908	225		Country	200		0.6	0.0	0.0	0.0	0.0	0.6	0.4	0.5	0.4
• 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	
• WAHI	Knoxville	D	1580	5.0	0.00		Metro Mgmt Corp TN	61	0203	280		Christian			0.3	0.0	0.5	0.0	0.0	0.0	0.4	0.0	0.6	
# AM Stations -					22	# Combos -					15	AM TOTALS				12.0	6.7	9.3	8.2	8.3	9.8	8.8	9.6	11.8
AM & FM Stations Profiled -					39	# Duopolies -					8	Total Local Commercial Share				77.8	82.2	80.1	83.9	84.6	82.2	84.0	85.4	

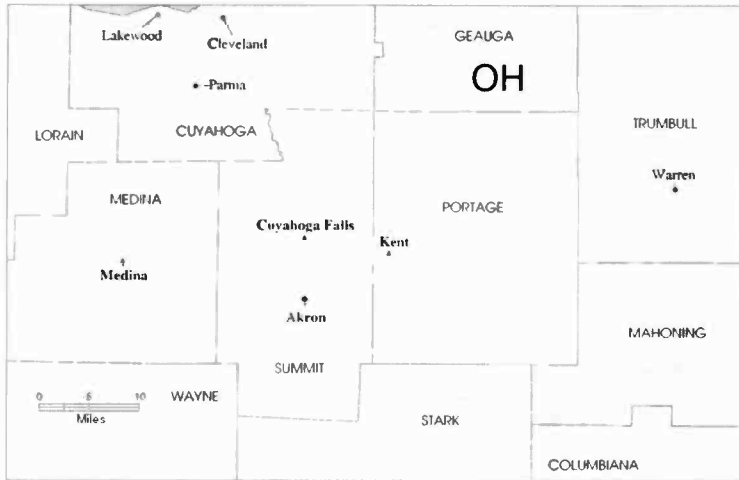
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 73

Revenue Rank: 100

Akron, OH Market Overview



Metro Counties / Population (000)

Portage, OH	152.8
Summit, OH	545.0
	697.8

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$15,200	\$16,400	\$17,900	\$19,700	\$21,300	\$19,300	4.9%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-9.4%	\$20,200	\$21,600	\$23,000	\$24,300	\$25,900	6.1%
		1996	2001	2006			
Revenue/Retail Sales		NA ^{1/}	\$2.06/1,000	\$2.31/1,000			Est. Breakout
Revenue/Capita		\$22.26	\$27.66	\$36.41			Local 90%
							National 10%

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	682.7	697.8	0.4%	697.8	711.3
Households	261.0	272.4	0.9%	272.4	283.2	0.8%
Retail Sales	NA ^{1/}	9,381.3	NA ^{1/}	9,381.3	11,208.9	3.6%
EBI ^{2/}	10,329.2	13,035.3	4.8%	13,035.3	16,041.1	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	337.0	58.8	28.6	33.9	45.0	54.8	47.4	68.5
Women (000)	360.8	56.3	27.3	35.3	45.8	56.7	50.8	88.6
Total	697.8	115.1	55.9	69.3	90.8	111.5	98.1	157.1
Percentage	100.0%	16.5%	8.0%	9.9%	13.0%	16.0%	14.1%	22.5%
Per Capita	\$ 18,681							
				Median Household	\$ 41,097		Avg Household	\$ 47,854
Ethnic Population:	White	86.6%	Black	11.5%	Asian	1.5%	Hispanic	0.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	3		4	4	5	9
Tot 12+	5.2	14.2		19.4	19.4	5.8	25.2
Avg 12+	5.2	4.7		4.9	4.9	1.2	2.8
Tot LCS	20.6	56.3		77.0	77.0	23.0	100.0
Avg LCS	20.6	18.8		19.2	19.2	4.6	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.
ARB 12+ Metro Shares (see rights)

FM Stations													Avg '01	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	2001 Est Revenue (000)1/	Power Ratio	Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WQMX	Medina	B	94.9	16.0	879	a	Rubber City Radio	60	8806	4,600		Country	4,300	0.99	22.4	6.3	6.3	5.2	5.2	4.6	6.9	6.2	7.2
WONE	Akron	B	97.5	12.0	889	a	Rubber City Radio	47	9312	9,300	c2	Rock	3,650	1.36	13.9	3.8	3.9	3.5	3.0	3.0	3.6	4.8	4.0
WKDD	Canton	B	98.1	2.3	879	c	Clear Channel Comm	61	0107		sw	Hot AC	4,900	1.05	24.1	3.9	4.0	4.4	3.4	5.1	7.0	6.5	8.2
WNIR	Kent	A	100.1	4.2	394	b	Media-Com Inc	62	7100			Talk	4,200	1.02	21.3	6.5	5.2	5.2	6.2	5.8	6.5	6.2	4.9
# FM Stations -					4	# Combos -					4	FM TOTALS			81.7	20.5	19.4	18.3	17.8	18.5	24.0	23.7	24.3

AM Stations													Avg '01	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	2001 Est Revenue (000)1/	Power Ratio	Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WHLO	Akron	B	640	5.0	0.50	c	Clear Channel Comm	44	0201	4,500		Talk	500	2.36	1.1	0.4	0.0	0.0	0.0	0.4	0.5	0.3	0.0
WCUE	Cuyahoga Falls	B	1150	5.0	0.50		Family Stations Inc	50	8610		nc	Religion			1.1	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	0.71	1.1	0.4	0.6	0.6	0.3	0.0	0.4	0.3	0.6
• WJMP	Kent	D	1520	1.0	0.00	b	Media-Com Inc	64	7106			Nostalgia			1.1	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
WAKR	Akron	B	1590	5.0	5.00	a	Rubber City Radio	40	9312		c2	Adlt Stndrd	1,600	0.52	16.0	3.9	5.2	4.7	4.2	5.4	3.8	4.1	4.1
# AM Stations -					5	# Combos -					4	AM TOTALS			18.2	4.7	5.8	6.0	4.5	5.8	4.7	4.7	4.7
AM & FM Stations Profiled -					9	# Duopolles -					2	Total Local Commercial Share			25.2	25.2	24.3	22.3	24.3	28.7	28.4	29.0	

• 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	88.1
Douglas, NE	467.1
Sarpy, NE	124.1
Washington, NE	18.9
Total	698.2

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$30,200	\$31,600	\$36,100	\$37,700	\$40,700	\$38,200
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-6.1%	\$40,200	\$42,900	\$45,700	\$48,400	\$51,600	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.66/1,000	\$4.12/1,000	Local 85%
Revenue/Capita	\$46.55	\$54.71	\$70.26	National 15%

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	648.7	698.2	1.5%	698.2	734.4	1.0%
Households	242.8	264.2	1.7%	264.2	280.7	1.2%
Retail Sales	NA ^{1/}	10,442.6	NA ^{1/}	10,442.6	12,512.1	3.7%
EBI ^{2/}	11,473.7	15,447.9	6.1%	15,447.9	20,937.6	6.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	340.2	68.5	31.4	29.5	50.9	55.8	46.3	57.8
Women (000)	358.0	65.4	29.9	31.0	50.4	58.0	48.2	75.1
Total	698.2	133.9	61.3	60.5	101.3	113.8	94.5	132.8
Percentage	100.0%	19.2%	8.8%	8.7%	14.5%	16.3%	13.5%	19.0%
Per Capita	\$ 22,125							
				Median Household	\$ 49,150		Avg Household	\$ 58,471
Ethnic Population:	White	88.1%	Black	9.1%	Asian	1.9%	Hispanic	5.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			14	11	14	10	24
Tot 12+			58.7	57.9	58.7	21.9	80.6
Avg 12+			4.2	5.3	4.2	2.2	3.4
Tot LCS			72.8	71.8	72.8	27.2	100.0
Avg LCS			5.2	6.5	5.2	2.7	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 Lincoln.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
																2002	2002	2002	2001	2001	2001	2001	2000
KEZO	Omaha	C0	92.3	100.0 cp	1181	a	Journal Bcst Group	61	9412	9,000	c3	Rock	3,700	1.35	7.2	6.5	6.2	6.8	5.8	5.7	6.2	5.9	6.1
KRQC	Bennington	C3	93.3	9.6	427	c	Clear Channel Comm	91	0008		g	Rock	1,300	0.95	3.6	3.2	4.0	4.1	4.2	3.0	3.0	3.0	2.9
KQCH	Omaha	C	94.1	100.0	1184	a	Journal Bcst Group	59	9906		g2	CHR	1,800	0.54	8.8	7.1	6.6	7.2	6.0	8.1	7.0	7.0	6.9
KEFM	Omaha	C	96.1	100.0	1414		Webster Comm	76				AC	3,600	1.26	7.5	5.5	5.2	7.0	5.7	6.6	6.7	5.9	5.5
KBLR	Blair	C3	97.3	24.5	302	b	Waitt Radio Inc	01	0201		g1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KBBX	Nebraska City	C1	97.7	100.0	981	a	Journal Bcst Group	77	9701	5,000		Mexican	2,300	1.18	5.1	1.5	0.8	4.9	2.7	3.5	3.8	4.2	5.3
KQKQ	Council Bluffs	C	98.5	100.0	1175	b	Waitt Radio Inc	69	0201		g1	CHR	2,575	0.98	6.9	4.3	5.1	5.0	4.9	6.0	5.8	6.0	5.0
KGOR	Omaha	C	99.9	115.0	1230	c	Clear Channel Comm	59	0008		g	Oldies	3,900	1.12	9.1	6.5	7.0	6.8	6.2	8.2	6.5	8.0	7.4
KLTV	Lincoln	C0	101.9	100.0	1198	b	Waitt Radio Inc	58	0201		g1	AC	800	0.81	2.6	4.0	3.6	2.6	2.0	2.7	1.8	2.1	2.1
KXKT	Glenwood	C	103.7	82.0	1014	c	Clear Channel Comm	66	0008		g	Country	5,300	1.26	11.0	8.9	8.1	6.6	8.2	6.7	10.1	9.6	10.0
KSRZ	Omaha	C0	104.5	100.0 cp	1086	a	Journal Bcst Group	72	9801	5,475	c1	Hot AC	2,450	1.11	5.8	6.2	3.7	3.8	4.7	4.2	5.5	5.4	4.2
KKCD	Omaha	C2	105.9	50.0 cp	463	a	Journal Bcst Group	90	9501	3,500		Clsc Rock	2,050	1.28	4.2	5.3	5.9	4.3	3.8	3.6	3.9	2.5	4.0
KIBZ	Lincoln	C1	106.3	100.0	702	c	Clear Channel Comm	73	0008			Rock	n/a			0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.0
KCTY	Plattsmouth	C3	106.9	25.0 cp	328	b	Waitt Radio Inc	93	9805		st	AAA	425	0.46	2.4	2.0	2.5	2.8	2.2	2.5	2.5	1.8	1.1
# FM Stations -					14	# Combos -					13	FM TOTALS			74.2	61.0	58.7	62.2	56.4	61.0	62.8	61.4	60.5

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
																2002	2002	2002	2001	2001	2001	2001	2000
KOMJ	Omaha	B	590	5.0	5.00	a	Journal Bcst Group	23	9906		g2	Adlt Stndrd	1,250	0.55	6.0	6.7	5.7	5.6	4.3	5.8	4.7	5.6	3.8
• KCRO	Omaha	D	660	1.0	0.00		Eternal Broadcasting	22	0201	2,000		Chrst/Talk			0.4	0.8	0.4	0.0	0.6	0.6	0.4	0.4	0.0
• KKSC	Plattsmouth	B	1020	50.0	1.40	b	Waitt Radio Inc	70	0101	1,750		Country	100	0.26	1.0	0.6	0.0	0.0	0.0	0.5	0.6	1.4	0.9
KFAB	Omaha	A	1110	50.0	50.00	c	Clear Channel Comm	24	0008		g	News/Talk	3,700	1.05	9.2	7.1	8.8	6.1	11.2	8.6	8.5	7.3	6.2
KOIL	Bellevue	B	1180	25.0	1.00	b	Waitt Radio Inc	99	0201		g1	Children	50		0.1	0.0	0.4	0.0	0.4	0.0	0.0	0.4	0.0
KKAR	Omaha	B	1290	7.3 cp	5.00	b	Waitt Radio Inc	76	0201		g1	News/Talk	1,400	0.80	4.6	3.7	2.7	2.6	3.3	2.6	2.5	2.4	7.7
KHLP	Omaha	B	1420	1.0	0.33	a	Journal Bcst Group	57	9801		c1	Talk	300	0.52	1.5	0.0	1.0	1.6	0.8	1.7	1.4	0.7	1.1
KOSR	Omaha	C	1490	1.0	1.00	a	Journal Bcst Group	42	9412		c3	Sports	400	0.75	1.4	1.0	1.7	1.0	0.9	1.0	1.1	1.4	1.2
• 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	0.82	1.6	0.7	1.2	1.1	1.4	1.0	1.5	1.2	1.5
# AM Stations -					10	# Combos -					8	AM TOTALS			25.8	20.6	21.9	18.0	22.9	21.8	20.7	20.8	22.4
AM & FM Stations Profiled -					24	# Duopolies -					10	Total Local Commercial Share			81.6	80.6	80.2	79.3	82.8	83.5	82.2	82.9	

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

Metro Rank: 75

Revenue Rank: 118

Monterey-Salinas-Santa Cruz, CA Market Overview



Metro Counties / Population (000)

Monterey, CA	405.2
Santa Cruz, CA	257.5
Total	662.7

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$13,800	\$14,300	\$15,900	\$16,000	\$17,600	\$16,300	3.3%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.4%	\$17,100	\$18,200	\$19,400	\$20,600	\$21,900	6.2%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$1.95/1,000	\$1.97/1,000	Local	78%		
Revenue/Capita	\$22.90	\$24.60	\$31.08	National	22%		

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	602.6	662.7	1.9%	662.7	704.7
Households	199.7	219.8	1.9%	219.8	234.2	1.3%
Retail Sales	NA ^{1/}	8,338.9	NA ^{1/}	8,338.9	11,125.3	5.9%
EBI ^{2/}	9,564.1	13,828.9	7.7%	13,828.9	18,325.9	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	337.0	63.3	27.2	39.7	53.5	58.8	41.5	52.8
Women (000)	325.7	60.3	25.4	31.8	45.6	54.7	40.6	67.3
Total	662.7	123.6	52.6	71.5	99.2	113.6	82.1	120.2
Percentage	100.0%	18.7%	7.9%	10.8%	15.0%	17.1%	12.4%	18.1%
Per Capita	\$ 20,868	Median Household		\$ 50,510	Avg Household		\$ 62,916	
Ethnic Population:	White	87.5%	Black	3.2%	Asian	6.8%	Hispanic	39.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	12	10		17	22	14	36
Tot 12+	29.4	25.7		54.0	55.1	7.9	63.0
Avg 12+	2.5	2.6		3.2	2.5	0.6	1.8
Tot LCS	46.7	40.8		85.7	87.5	12.5	100.0
Avg LCS	3.9	4.1		5.0	4.0	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

Some stations also rated in San Francisco and San Jose.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																	2002	2002	2002	2001	2001	2001	2001	2000	
KMJO	Marina	B1	92.7	6.9	620	b	Clear Channel Comm	82	9710	23,200	d1		Modem Rock	500	1.61	1.9	1.3	1.4	1.1	1.5	1.3	1.5	1.0	1.0	
KCDU	Hollister	A	93.5	0.1	2297	c	Mapleton Comm	79	0201	10,250	d4	1	80s & 90s	650	1.25	3.2	2.4	2.5	2.7	1.8	2.6	1.8	1.6	2.2	
• KTEE	Felton	A	93.7	0.0	1260	c	Mapleton Comm	90	0201		d4	1	80s & 90s	350	0.86	2.5	0.0	1.8	2.1	1.5	1.8	1.3	1.6	1.6	
KHDV	King City	B1	93.9	5.4	702	f	Wolfhouse Radio Gr	81	0108	5,750	d3		Mexican	175	0.98	1.1	0.5	1.0	0.8	0.7	1.0	0.5	0.6	0.6	
KBOQ	Carmel	A	95.5	1.7	630		J & M Bcstg Inc	93				1	Classical	425	0.47	5.5	3.4	4.4	3.4	3.4	3.5	3.3	3.5	3.8	
KWAV	Monterey	B	96.9	18.0	2451	d	Buckley Bcstg Corp	61	8005	700			AC	2,500	1.76	8.7	4.7	4.9	4.6	4.5	6.0	5.3	6.0	4.9	
KEBV	Salinas	A	97.9	2.9	479	f	Wolfhouse Radio Gr	97	0108		d3		Span/HpHop	100	0.51	1.2	0.8	0.6	1.1	0.8	0.6	0.6	0.9	1.0	
KEMR	San Francisco	B	98.9	6.1	1342	a	Univision Comm Inc	64	0206 p				Spanish AC	n/a			0.5	0.1	0.2	0.2	0.5	0.6	0.6	0.5	
KZMR	Santa Cruz	B	99.1	1.1	2612	a	Univision Comm Inc	61	0206 p			st	Spanish AC	1,300	1.23	6.5	1.4	2.0	3.6	3.3	3.9	4.0	4.0	4.5	
KLOK	Greenfield	B	99.5	30.0	640	e	Entravision Comm Co	89	0004			g4	Mexican	1,200	1.13	6.5	3.7	3.0	4.8	5.7	4.3	4.2	3.5	4.5	
KTOM	Salinas	B	100.7	1.4	2385	b	Clear Channel Comm	64	9710			d1	Country	1,800	1.75	6.3	4.2	4.0	3.6	4.5	3.9	3.9	4.1	4.1	
• KBTU	Carmel	A	101.7	2.4	528	c	Mapleton Comm	71	0201			d4	1	HpHop/RhyBl	525	0.95	3.4	2.5	3.0	2.9	2.9	2.6	2.2	1.9	1.9
KRKC	King City	B	102.1	2.6	1821	g	Radio Del Rey Inc	89					AC				0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
KDON	Salinas	B	102.5	18.5	2270	b	Clear Channel Comm	59	9801			d1	CHR	1,800	0.91	12.1	6.4	7.7	7.3	6.3	6.9	8.2	7.8	7.9	
KRAY	Salinas	A	103.5	2.5	512	f	Wolfhouse Radio Gr	77	0108			d3	Spanish	950	1.21	4.8	4.0	4.0	3.6	4.2	4.5	2.7	2.5	2.6	
• KMBY	Seaside	A	103.9	1.5	653	c	Mapleton Comm	94	0204	1,850		1	NwRck/Altve	500	0.88	3.5	3.1	2.1	1.8	2.9	2.0	2.6	2.6	1.8	
• KHIP	Gonzales	A	104.3	2.6	509	c	Mapleton Comm	90	0201			d4	1	Clsc Rock			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KOCN	Pacific Grove	A	105.1	1.8	600	b	Clear Channel Comm	77	9710			d1	Oldies	950	1.27	4.6	4.1	3.7	2.9	4.2	3.1	2.8	3.6	2.2	
KMJV	Soledad	A	106.3	4.7	371	f	Wolfhouse Radio Gr	91	0108			d3	Mexican	150		0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.1	
KSES	Seaside	A	107.1	1.9	587	e	Entravision Comm Co	72	0004			g4	Spanish	475	0.88	3.3	2.2	2.0	1.9	1.5	2.0	2.6	1.8	2.0	
KPIG	Freedom	A	107.5	5.4	338	c	Mapleton Comm	87	0201			d4	1	AAA/Rck/Am	1,675	1.47	7.0	6.2	5.3	4.2	3.0	4.1	5.0	3.8	4.8
KSEA	Greenfield	B1	107.9	0.9	1637		Radio Campesina Inc	98	9701	600	cp		Mexican	350	0.47	4.6	1.7	1.6	2.8	2.7	1.6	3.4	3.1	3.7	
# FM Stations -					22	# Combos -					19	FM TOTALS					86.8	53.4	55.1	55.9	55.7	56.3	56.6	54.5	55.7

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 75

Revenue Rank: 118

Monterey-Salinas-Santa Cruz, CA Market Overview



Metro Counties / Population (000)

Monterey, CA	405.2
Santa Cruz, CA	257.5
Total	662.7

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$13,800	\$14,300	\$15,900	\$16,000	\$17,600	\$16,300	3.3%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.4%	\$17,100	\$18,200	\$19,400	\$20,600	\$21,900	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.95/1,000	\$1.97/1,000	Local 78%
Revenue/Capita	\$22.90	\$24.60	\$31.08	National 22%

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	602.6	662.7	1.9%	662.7	704.7	1.2%
Households	199.7	219.8	1.9%	219.8	234.2	1.3%
Retail Sales	NA ^{1/}	8,338.9	NA ^{1/}	8,338.9	11,125.3	5.9%
EBI ^{2/}	9,564.1	13,828.9	7.7%	13,828.9	18,325.9	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	337.0	63.3	27.2	39.7	53.5	58.8	41.5	52.8
Women (000)	325.7	60.3	25.4	31.8	45.6	54.7	40.6	67.3
Total	662.7	123.6	52.6	71.5	99.2	113.6	82.1	120.2
Percentage	100.0%	18.7%	7.9%	10.8%	15.0%	17.1%	12.4%	18.1%
Per Capita	\$ 20,868							
				Median Household	\$ 50,510		Avg Household	\$ 62,916
Ethnic Population:	White	87.5%	Black	3.2%	Asian	6.8%	Hispanic	39.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	12	10		17	22	14	36
Tot 12+	29.4	25.7		54.0	55.1	7.9	63.0
Avg 12+	2.5	2.6		3.2	2.5	0.6	1.8
Tot LCS	46.7	40.8		85.7	87.5	12.5	100.0
Avg LCS	3.9	4.1		5.0	4.0	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

Some stations also rated in San Francisco and San Jose.
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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
KSRK	Carmel Valley	B	540	10.0	0.50	i	People's Radio Inc	89	0103	1,025	d2	Nws/Tlk/Spt				0.0	0.0	0.0	0.0	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	0.25	4.9	2.6	2.7	3.0	4.0	3.0	3.1	2.6	3.7	
• KMBX	Soledad	B	700	2.5	0.70	e	Entravision Comm Co	90	0004		g4	Spanish			0.2	1.8	1.1	0.7	0.0	0.3	0.2	0.0	0.0	
• KKMC	Gonzales	B	880	10.0	10.00	cp	Monterey Cnty Bcstrs	84				Religion	5		0.4	0.0	0.0	0.7	0.3	0.6	0.0	0.4	0.0	
KDBV	Salinas	B	980	10.0	10.00	f	Wolfhouse Radio Gr	63	0108		d3	Spanish AC	50		0.4	0.0	0.0	0.0	0.0	0.6	0.0	0.4	0.0	
KSCO	Santa Cruz	B	1080	10.0	5.00	h	Zwerling Bcstg Sys	47	9012	600		News/Talk	425	0.97	2.7	0.8	1.0	1.2	0.8	0.8	2.0	1.9	2.2	
KYAA	Soquel	B	1200	25.0	10.00	cp	People's Radio Inc	99	0110			Oldies				1.8	0.8	1.1	0.0	0.0	0.0	0.0	0.0	
KNRY	Monterey	C	1240	1.0	1.00	i	People's Radio Inc	35	0103		d2	News/Talk	50			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	0.0	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	Country			0.7	0.3	0.0	0.0	0.3	0.4	0.6	0.4	0.4	
• KRML	Carmel	D	1410	0.5	0.02		Wisdom Bcstg	57	8512	120		Jazz			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
• KION	Salinas	B	1460	10.0	10.00	b	Clear Channel Comm	47	9710		d1	Talk			0.3	0.8	0.5	1.1	1.1	0.9	0.0	0.0	0.0	
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	
KTGE	Salinas	B	1570	5.0	0.50	f	Wolfhouse Radlo Gr	63	0108		d3	Spanish	450	0.84	3.3	0.8	1.8	1.2	1.7	2.0	2.2	2.5	1.8	
				# AM Stations -		14	# Combos -		12	AM TOTALS						13.1	8.9	7.9	9.0	8.2	8.6	8.1	8.6	8.1
				AM & FM Stations Profiled -		36	# Duopolies -		13	Total Local Commercial Share						62.3	63.0	64.9	63.9	64.9	64.7	63.1	63.8	

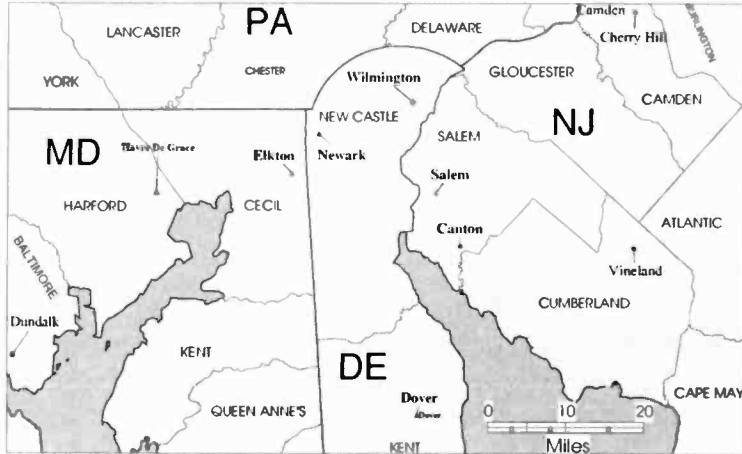
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 76

Revenue Rank: 78

Wilmington, DE Market Overview



Metro Counties / Population (000)

New Castle, DE	504.6
Cecil, MD	87.0
Salem, NJ	64.2
Total	655.8

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

ESTIMATED GROSS REVENUES ★★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$19,200	\$20,900	\$23,500	\$26,000	\$26,100	\$24,700	5.1%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
Gross Revenues	-5.4%	\$26,100	\$27,500	\$28,900	\$30,700	\$32,600	5.8%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.49/1,000	\$2.57/1,000	Local 78%
Revenue/Capita	\$31.37	\$37.66	\$47.45	National 22%

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	612.0	655.8	1.4%	655.8	687.1	0.9%
Households	226.1	247.9	1.9%	247.9	265.2	1.4%
Retail Sales	NA ^{1/}	9,914.3	NA ^{1/}	9,914.3	12,670.4	5.0%
EBI ^{2/}	10,525.5	13,828.5	5.6%	13,828.5	17,415.6	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	319.8	56.5	26.2	31.9	46.6	51.8	46.8	60.0
Women (000)	336.0	54.0	25.0	33.4	46.2	53.6	48.2	75.5
Total	655.8	110.5	51.2	65.3	92.9	105.5	95.0	135.5
Percentage	100.0%	16.8%	7.8%	10.0%	14.2%	16.1%	14.5%	20.7%
Per Capita	\$ 21,086							
Median Household					\$ 49,039			
Avg Household								\$ 55,783
Ethnic Population:		White 78.7%	Black 18.4%	Asian 2.5%			Hispanic 4.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	4		5	6	7	13
Tot 12+	3.4	23.6		25.9	27.0	9.3	36.3
Avg 12+	1.7	5.9		5.2	4.5	1.3	2.8
Tot LCS	9.4	65.0		71.3	74.4	25.6	100.0
Avg LCS	4.7	16.3		14.3	12.4	3.7	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 Philadelphia & Salisbury-OceanCity.
ARB 12+ Metro Shares (see rights)

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WDSD	Smyrna	A	92.9	1.7	377	c	Clear Channel Comm	93	0008		g	Country	2,400	3.04	3.2	1.1	1.2	1.3	1.1	1.3	1.5	2.0	1.9		
WSTW	Wilmington	B	93.7	47.1	502	a	Delmarva Bcstg Co	50	8909		st	CHR	6,100	1.10	22.5	8.1	7.3	9.7	7.2	8.1	8.6	9.8	8.5		
WRDX	Dover	B	94.7	50.0	377	c	Clear Channel Comm	56	0008		g	Clsc Rock	2,600	1.57	6.7	2.3	2.9	2.2	2.8	3.2	3.5	3.1	3.6		
WJBR	Wilmington	B	99.5	50.0	499		NextMedia Group	57	0003	32,400		AC	5,600	0.80	28.2	9.5	7.1	10.8	10.3	10.3	9.5	7.8	9.4		
WJKS	Canton	A	101.7	3.0	299	b	QC Communications	72	9704	1,800	c1	Rhythm/Blue	900	0.49	7.5	2.3	2.2	2.4	3.2	2.7	2.5	1.8	1.9		
WXCY	Havre De Grace	B	103.7	42.0	341	a	Delmarva Bcstg Co	60	9611	3,500		Country	2,000	0.98	8.3	3.7	3.0	2.9	3.3	1.8	4.3	3.1	2.9		
# FM Stations -					6	# Combos -					5	FM TOTALS					76.4	27.0	23.7	29.3	27.9	27.4	29.9	27.6	28.2

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WDEL	Wilmington	B	1150	5.0	5.00	a	Delmarva Bcstg Co	22	8909		st	Nws/Tlk/Spt	2,200	1.07	8.3	3.3	2.5	3.1	3.1	1.8	2.5	2.2	2.7		
• WAMS	Newark	D	1260	1.0	0.04		Vin-Lor Bcstg Inc	64	0203	140		Oldies				0.0	0.0	0.0	0.0	0.4	0.0	0.5	0.4		
• WJBR	Wilmington	D	1290	2.5	0.03	c	Clear Channel Comm	47	0008			Nostalgia	600	0.31	7.9	2.6	1.8	3.2	2.7	2.6	1.9	2.6	2.7		
WDOV	Dover	B	1410	5.0	5.00	c	Clear Channel Comm	48	0008		g	News/Talk	550			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WILM	Wilmington	C	1450	1.0	1.00		Delaware Bcstg Co	23	4906			News/Talk	1,700	1.01	6.8	2.6	3.3	2.2	2.9	2.2	3.2	3.1	2.7		
• WFAI	Salem	D	1510	2.5	0.00	b	QC Communications	66	9704		c1	Gospel			0.5	0.8	0.9	0.4	0.0	0.0	0.0	0.0	0.0		
• WXHL	Elkton	D	1550	1.0	0.00		World Revivals	63	9908	275		Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					7	# Combos -					4	AM TOTALS					23.5	9.3	8.5	8.9	8.7	7.0	7.6	8.4	8.5
AM & FM Stations Profiled -					13	# Duopolies -					3	Total Local Commercial Share					36.3	32.2	38.2	36.6	34.4	37.5	36.0	36.7	

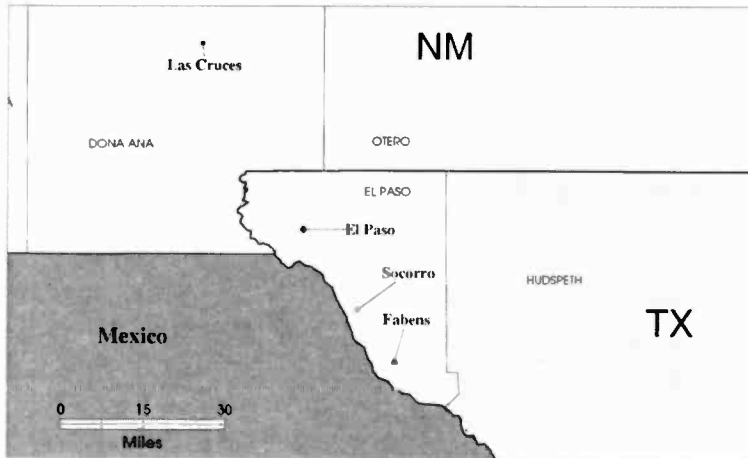
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 77

Revenue Rank: 81

El Paso, TX Market Overview



Metro Counties / Population (000)

El Paso, TX	686.2
	686.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$17,200	\$18,700	\$19,800	\$21,200	\$24,200	\$24,100
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-0.4%	\$25,600	\$26,800	\$28,400	\$30,100	\$32,100	5.9%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.42/1,000	\$3.55/1,000	Local 78%
Revenue/Capita	\$24.84	\$35.12	\$43.83	National 22%

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	692.5	686.2	-0.2%	686.2	732.4	1.3%
Households	205.2	210.6	0.5%	210.6	228.5	1.6%
Retail Sales	NA ^{1/}	7,043.6	NA ^{1/}	7,043.6	9,036.8	5.1%
EBI ^{2/}	6,632.6	7,803.1	3.3%	7,803.1	9,553.9	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	332.7	76.4	39.4	34.8	45.9	47.5	39.3	49.3
Women (000)	353.5	73.0	38.9	35.0	47.7	51.8	45.4	61.7
Total	686.2	149.4	78.3	69.8	93.6	99.4	84.7	111.0
Percentage	100.0%	21.8%	11.4%	10.2%	13.6%	14.5%	12.3%	16.2%
Per Capita	\$ 11,371							
				Median Household	\$ 28,016		Avg Household	\$ 37,052
Ethnic Population:	White	94.0%	Black	3.4%	Asian	1.4%	Hispanic	78.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	3	13	15	18	14	32
Tot 12+	0.0	11.0	62.4	75.4	75.9	13.1	89.0
Avg 12+	0.0	3.7	4.8	5.0	4.2	0.9	2.8
Tot LCS	0.0	12.4	70.1	84.7	85.3	14.7	100.0
Avg LCS	0.0	4.1	5.4	5.6	4.7	1.1	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	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
KOFX	El Paso	C	92.3	100.0	1860	d	Entravision Comm Co	78	0004		na		Oldies	1,300	1.00	5.4	5.3	5.6	4.9	4.6	5.0	4.0	4.5	5.5	
KSII	El Paso	C	93.1	100.0	1421	c	Regent Comm	75	0002	4,500			Hot AC	2,400	1.75	5.7	3.4	3.8	4.5	4.8	4.5	4.7	4.8	6.0	
KINT	El Paso	C	93.9	100.0	1421	d	Entravision Comm Co	75	9706		g3		Mexican	2,300	1.34	7.1	6.4	3.9	4.0	5.0	6.5	5.1	7.5	5.7	
KHRO	El Paso	C	94.7	67.0	1191	d	Entravision Comm Co	58	0004		na		Modern Rock	800	0.92	3.6	3.5	3.7	1.6	2.6	3.5	3.7	2.7	2.9	
KLAQ	El Paso	C	95.5	100.0	1391	c	Regent Comm	78	0002	23,500	c2		AOR	3,500	1.33	10.9	8.3	10.1	8.7	9.4	8.2	9.2	9.6	11.5	
KHEY	El Paso	C	96.3	100.0	1391	e	Clear Channel Comm	74	9607		g1		Country	800	0.51	6.5	4.0	3.8	3.5	4.6	5.9	5.0	6.5	5.5	
KBNA	El Paso	C	97.5	48.0	1089	f	Univision Comm Inc	69	0206 p		st		Spanish AC	3,900	1.50	10.8	9.3	7.4	9.3	10.2	8.4	9.6	9.9	10.2	
XEPR	Ciudad Juarez		99.1	50.0	1116	e	Clear Channel Comm	00					Clsc Rock	600	0.59	4.2	1.9	2.5	2.1	2.6	4.1	2.6	3.5	4.7	
KROL	Las Cruces	C	99.5	100.0	1024	g	McClatchey Bcstg	94	9512	120			ChrsContem	100		0.3	0.0	0.0	0.8	0.0	0.0	0.3	0.4	0.3	
KTSM	El Paso	C	99.9	100.0	1821	e	Clear Channel Comm	62	9807	10,500	c1		Soft AC	2,500	1.22	8.5	6.0	6.6	8.0	6.0	6.6	10.3	6.5	6.6	
XHH	Ciudad Juarez	C	100.7	100.0	325	a	Boone, Jose	75					Spanish AC	500	0.52	4.0	2.4	1.6	2.2	2.4	3.3	3.2	4.5	3.0	
KPRR	El Paso	C	102.1	66.0	1191	e	Clear Channel Comm	69	9607		g1		CHR	3,000	0.81	15.4	9.9	10.3	12.1	13.0	14.2	14.4	11.1	14.5	
KPAS	Fabens	A	103.1	3.0	299		Felder, Algje A	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	ABS Inc.	72					Mexican			0.7	1.6	1.9	1.6	0.9	1.0	0.5	0.6	0.3	
XHTO	Ciudad Juarez	B	104.3	10.1	-115	b	ABS Inc.	72					Span/Top40			0.6	4.0	5.4	6.2	1.8	0.8	0.5	0.4	0.4	
XHIM	Ciudad Juarez	B1	105.1	14.5	-66	b	ABS Inc.	72					Tejano			1.3	3.1	3.7	1.8	2.3	1.3	1.6	0.5	1.1	
XHGU	Ciudad Juarez	C	105.9	60.0	325	a	Boone, Jose	75					Spanish AC			0.9	0.5	0.5	0.3	0.5	0.3	1.1	1.0	0.6	
XHNZ	Ciudad Juarez	C	107.5	14.8	-95	b	ABS Inc.	72					Span/Mexcn			0.8	4.9	5.1	4.3	2.8	0.6	0.6	0.9	0.7	
# FM Stations -					18	# Combos -					17	FM TOTALS					86.7	74.5	75.9	75.9	73.5	74.2	76.4	74.9	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
KROD	El Paso	B	600	5.0	5.00	c	Regent Comm	40	0002		c2		News/Talk	500	1.09	1.9	0.9	1.4	1.1	1.9	2.3	1.9	1.5	1.1	
KTSM	El Paso	B	690	10.0	10.00	e	Clear Channel Comm	47	9607		c1		News/Talk	450	0.58	3.2	2.5	3.1	1.9	2.3	3.5	2.4	2.7	2.8	
KAMA	El Paso	B	750	10.0	1.00	f	Univision Comm Inc	72	0206 p		st		Span/FuSvc	300	1.04	1.2	2.0	3.0	2.4	1.8	1.8	1.4	0.3	0.8	
XROK	Ciudad Juarez		800	50.0	150.00	h	XEWG, Inc.	0					Span/Varty			0.4	0.5	0.0	0.0	0.6	0.7	0.3	0.0	0.3	
KAJZ	El Paso	B	920	1.0	0.36	f	Univision Comm Inc	47	0206 p		st		Spanish AC	250		0.9	1.1	0.5	1.5	1.4	0.6	1.0	1.0	0.4	
XEJ	Ciudad Juarez		970	10.0	5.00	b	ABS Inc.	72					Spanish AC			0.5	0.6	0.7	0.6	0.7	0.3	0.4	0.4	0.7	
• KXPL	El Paso	D	1060	10.0	0.00		K-FINA Results Inc	85	9102	100			Spanish			0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.9	0.0	
KSVE	El Paso	B	1150	5.0	0.38	d	Entravision Comm Co	58	9706		g3		Span/Talk	150	0.37	1.7	1.4	0.9	2.1	2.0	2.0	1.5	1.0	1.6	
XEPZ	Ciudad Juarez	A	1190	1.0	1.00	b	ABS Inc.	95					Spanish AC			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	
XEWG	Ciudad Juarez		1240	1.0	1.00	h	XEWG, Inc.	70					Spanish AC			0.4	0.0	0.0	0.3	0.6	0.0	0.3	0.5	0.6	
XEP	Ciudad Juarez		1300	1.0	1.00		Fantastico Radio	0					Span/Varty			0.1	1.0	1.4	0.7	0.0	0.0	0.0	0.3	0.0	
• KVIV	El Paso	C	1340	1.0	1.00		Spanish Chrstn Bcstg	49	9505	550			Span/Chrst	100		0.4	1.3	0.9	0.7	1.8	0.0	0.3	1.1	0.0	
• KHEY	El Paso	B	1380	5.0	0.50	e	Clear Channel Comm	29	9607		g1		Sprts/Talk	200		0.9	0.5	0.8	0.3	0.3	0.5	1.6	0.7	0.4	
KELP	El Paso	B	1590	50.0 cp	0.80	g	McClatchey Bcstg	59	8401	590			Chrst/Talk	450	1.70	1.1	0.6	0.4	1.1	1.2	1.3	0.6	0.9	0.9	
# AM Stations -					14	# Combos -					11	AM TOTALS					13.2	12.4	13.1	12.7	14.6	13.0	12.0	12.0	9.6
AM & FM Stations Profiled -					32	# Duopolies -					11	Total Local Commercial Share					86.9	89.0	88.6	88.1	87.2	88.4	86.9	89.1	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 78

Revenue Rank: 68

Harrisburg-Lebanon-Carlisle, PA Market Overview



Metro Counties / Population (000)

Cumberland, PA	215.1
Dauphin, PA	252.8
Lebanon, PA	120.8
Perry, PA	43.8
Total	632.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$24,500	\$26,200	\$27,600	\$29,600	\$32,100	\$31,200	5.0%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-2.8%	\$32,700	\$34,900	\$37,100	\$39,300	\$41,900	6.1%

Revenue/Retail Sales Revenue/Capita

1996	2001	2006	Est. Breakout
NA ^{1/}	\$3.35/1,000	\$3.78/1,000	Local 78%
\$39.85	\$49.33	\$65.23	National 22%

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	614.8	632.5	0.6%	632.5	642.3	0.3%
Households	237.1	247.2	0.8%	247.2	254.7	0.6%
Retail Sales	NA ^{1/}	9,305.2	NA ^{1/}	9,305.2	11,081.7	3.6%
EBI ^{2/}	10,231.8	12,980.6	4.9%	12,980.6	16,185.5	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	306.9	50.4	25.0	28.2	41.1	51.8	45.1	65.3
Women (000)	325.6	47.5	23.8	29.0	40.6	51.8	47.1	85.8
Total	632.5	97.9	48.8	57.3	81.7	103.6	92.2	151.1
Percentage	100.0%	15.5%	7.7%	9.1%	12.9%	16.4%	14.6%	23.9%
Per Capita	\$ 20,523							
				Median Household	\$ 48,698		Avg Household	\$ 52,510
Ethnic Population:	White	89.4%	Black	8.5%	Asian	1.8%	Hispanic	3.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	5		8	13	11	24
Tot 12+	17.6	33.0		48.1	50.6	17.9	68.5
Avg 12+	2.2	6.6		6.0	3.9	1.6	2.9
Tot LCS	25.7	48.2		70.2	73.9	26.1	100.0
Avg LCS	3.2	9.6		8.8	5.7	2.4	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 Lancaster and York.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall							
			Freq	(kW)												2002	2002	2002	2001	2001	2001	2001	2000							
WWKL	Palmyra	A	92.1	3.3	299	e	Cumulus Bcstg Inc	59	0008		g	CHR/Rhymc	100		0.4	4.1	2.3	0.9	0.5	0.0	0.4	0.2	0.4							
WLGL	Riverside	A	92.3	0.9 cp	833	a	Sunair Comm Inc	90	0001		na	1 Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WTPA	Mechanicsburg	A	93.5	1.3	719	e	Cumulus Bcstg Inc	78	0008		g	Clsc Rock	4,000	1.44	8.9	7.0	6.8	7.6	6.5	6.5	6.8	5.2	5.9							
WRBT	Harrisburg	B	94.9	24.5	699	d	Clear Channel Comm	62	9809		g2	Country	2,200	0.74	9.5	7.1	5.2	6.0	6.1	6.6	6.9	6.4	6.2							
WRVV	Harrisburg	B	97.3	17.0	840	d	Clear Channel Comm	46	9906		g2	Rock AC	3,600	1.15	10.0	8.6	8.6	7.5	9.0	7.0	6.9	7.5	6.1							
WQLV	Millersburg	A	98.9	0.8	896		Hepco Comm Inc	92				Lite AC	1,200		0.8	0.5	0.6	0.4	0.5	0.9	0.4	0.0	0.8							
WHKF	Harrisburg	A	99.3	1.4 cp	679	d	Clear Channel Comm	65	9906		g2	Hip Hop	2,300	0.92	8.0	5.6	6.0	8.5	7.4	5.8	5.6	4.7	5.9							
WQIC	Lebanon	A	100.1	3.0	269	c	Lebanon Bcstg Co	48				Soft Rock	300	0.57	1.7	0.5	0.6	1.2	1.1	1.5	1.3	1.3	0.6							
• WYGL	Elizabethville	A	100.5	1.2	515	a	Sunair Comm Inc	90	9003	100	cp	1 Country	200		0.7	0.4	0.0	0.0	0.0	0.4	0.5	0.4	0.5							
WRKZ	Carlisle	A	102.3	2.8	328	b	Citadel Comm Corp	59	9901	4,500	c1	80s & 90s	500	1.07	1.5	2.4	1.3	0.6	0.8	1.0	1.5	0.6	1.0							
WNNK	Harrisburg	B	104.1	22.5	725	e	Cumulus Bcstg Inc	62	0008		g	Hot AC	7,900	1.64	15.4	8.9	8.1	7.7	7.9	8.6	10.1	12.1	11.4							
WQXA	York	B	105.7	25.0	705	b	Citadel Comm Corp	48	9707		g1	AOR	1,800	0.75	7.7	6.0	6.0	6.0	6.4	4.9	5.1	5.3	5.8							
WCAT	Hershey	B	106.7	14.0	929	b	Citadel Comm Corp	64	9707		g	Country	2,700	1.11	7.8	3.8	5.1	4.4	3.8	5.0	5.8	4.5	6.2							
# FM Stations -														13	# Combos -		12	FM TOTALS				72.4	54.9	50.6	50.8	50.0	48.2	51.3	48.2	50.8

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall						
			Freq	(kW)	(kW)												2002	2002	2002	2001	2001	2001	2001	2000						
WHP	Harrisburg	B	580	5.0	5.00	d	Clear Channel Comm	24	9906		g2	News/Talk	2,300	0.57	13.0	8.2	10.1	7.5	9.0	9.5	7.2	9.9	8.9							
• WWII	Shiremanstown	D	720	2.0	0.00		Hensley Bcstg Inc	87				ChrsContem	100		0.2	0.5	0.0	0.6	0.5	0.0	0.5	0.0	0.0							
• WADV	Lebanon	D	940	1.0	0.01		WADV Radio Inc	76	9809	5		Gsp/BGs/Cty			0.3	0.0	0.4	0.0	0.0	0.0	0.4	0.4	0.0							
• WHYL	Carlisle	D	960	5.0	0.00	b	Citadel Comm Corp	48	9901		c1	Oldies	400	0.35	3.7	1.5	1.5	2.2	1.7	1.8	2.8	2.9	2.8							
• WIOO	Carlisle	D	1000	1.0	0.00		Swidler Harold	65			2	Country	200	0.46	1.4	0.0	0.8	1.5	1.0	0.7	0.6	1.5	0.9							
• WKBO	Harrisburg	C	1230	0.5	0.00	d	Clear Channel Comm	22	9809		g2	Christian	100		0.8	0.6	0.0	0.7	0.5	0.6	0.5	0.6	0.4							
WLBR	Lebanon	B	1270	5.0	1.00	c	Lebanon Bcstg Co	46				FuSvc/Talk	550	0.59	3.0	2.4	2.7	1.7	1.8	2.1	1.8	2.4	1.9							
WTCY	Harrisburg	C	1400	1.0	1.00	e	Cumulus Bcstg Inc	45	0008		g	Urban	500	0.39	4.1	2.4	1.6	2.1	1.5	2.2	4.6	2.1	2.5							
WTKT	Harrisburg	B	1460	5.0 cp	5.00	d	Clear Channel Comm	48	9906		g2	Sports	100		0.2	0.8	0.8	0.5	0.4	0.5	0.0	0.0	0.0							
• WEEO	Shippensburg	D	1480	0.5	0.01		Allegheny Min Ntwk	61	9701			70s & 80s				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
• WWSM	Annvile-Cleona	D	1510	5.0	0.00		Sickafus, Patrick H.	68	9310			Country	150		0.9	0.4	0.0	0.4	0.0	0.4	1.0	0.5	0.5							
# AM Stations -														11	# Combos -		6	AM TOTALS				27.6	16.8	17.9	17.2	16.4	17.8	19.4	20.3	17.9
AM & FM Stations Profiled -														24	# Duopolies -		7	Total Local Commercial Share				71.7	68.5	68.0	66.4	66.0	70.7	68.5	68.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 79

Revenue Rank: 70

Syracuse, NY Market Overview



Metro Counties / Population (000)

Madison, NY	69.5
Onondaga, NY	457.5
Oswego, NY	122.4
Total	649.4

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$21,000	\$23,500	\$28,200	\$31,200	\$32,600	\$30,600	\$30,600
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-6.1%	\$32,200	\$34,300	\$36,500	\$38,700	\$41,200	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.94/1,000	\$4.76/1,000	Local 73%
Revenue/Capita	\$31.50	\$47.12	\$65.22	National 27%

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	666.6	649.4	-0.5%	649.4	631.7	-0.6%
Households	247.3	243.8	-0.3%	243.8	240.1	-0.3%
Retail Sales	NA ^{1/}	7,766.7	NA ^{1/}	7,766.7	8,664.2	2.2%
EBI ^{2/}	8,980.4	10,218.8	2.6%	10,218.8	10,979.2	1.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	314.5	57.6	26.1	35.1	43.6	49.1	42.8	60.3
Women (000)	334.9	55.2	25.3	35.3	43.5	50.8	45.2	79.6
Total	649.4	112.8	51.4	70.4	87.2	99.8	88.0	139.9
Percentage	100.0%	17.4%	7.9%	10.8%	13.4%	15.4%	13.5%	21.5%
Per Capita	\$ 15,736							
				Median Household	\$ 35,560		Avg Household	\$ 41,915
Ethnic Population:	White	89.6%	Black	7.5%	Asian	1.9%	Hispanic	2.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	10		12	21	12	33
Tot 12+	17.0	48.0		60.9	65.0	15.5	80.5
Avg 12+	1.5	4.8		5.1	3.1	1.3	2.4
Tot LCS	21.1	59.6		75.7	80.7	19.3	100.0
Avg LCS	1.9	6.0		6.3	3.8	1.6	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 Ithaca and Utica.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
			Freq	(kW)												2002	2002	2002	2001	2001	2001	2001	2000	
WSEN	Baldwinsville	B1	92.1	25.0	299	a	Buckley Bcstg Corp	67	8008	700	c1	Oldies	1,850	0.98	6.2	6.7	5.2	5.6	5.0	4.9	5.4	5.1	4.9	
WNTQ	Syracuse	B	93.1	97.0	659	d	Citadel Comm Corp	56	0004		g1	CHR	4,550	1.58	9.4	9.2	7.9	7.5	6.9	8.7	9.0	6.9	6.1	
WYYY	Syracuse	B	94.5	100.0	650	b	Clear Channel Comm	46	9901		sw	AC	3,850	1.75	7.2	6.3	6.0	5.5	6.5	6.3	5.2	5.6	6.6	
WKLL	Frankfort	B	94.9	34.0	568	c	Galaxy Comm	90	9004	See (156)		Modern Rock	n/a		0.7	0.6	0.5	0.9	0.7	0.5	0.6	0.4	0.8	
WAQX	Manlius	B1	95.7	25.0	299	d	Citadel Comm Corp	78	0004		g1	AOR	2,200	0.95	7.6	7.9	6.5	6.1	6.6	5.7	6.8	6.6	5.9	
WOLF	Oswego	A	96.7	3.0	328	f	Fox, Craig	90	9709	80		Children			0.4	0.3	0.0	0.3	0.2	0.4	0.2	0.3	0.5	
WTKW	Bridgeport	A	99.5	5.7	338	c	Galaxy Comm	92	9408	100		Clsc Rock	1,800	1.20	4.9	3.5	4.4	3.3	3.7	3.5	5.0	3.9	3.6	
WBGJ	Sylvan Beach	A	100.3	6.0 cp	328	f	Fox, Craig	01	0203	350	cp	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKRL	North Syracuse	A	100.9	6.0	164	c	Galaxy Comm	72	9402	1,375	c3	Modern Rock	1,500	0.89	5.5	4.7	4.4	3.6	4.2	4.4	4.6	4.6	4.6	
WSCP	Pulaski	A	101.7	2.5	364	c	Galaxy Comm	87	0108	400	c2	Country	550	1.06	1.7	1.8	1.6	1.5	1.2	1.0	1.4	1.3	1.9	
WZUN	Phoenix	A	102.1	6.0	266	c	Galaxy Comm	95	0012	3,750		AC	150	0.18	2.8	1.0	1.4	1.5	1.7	2.1	2.4	2.2	2.5	
WVOA	Mexico	A	103.9	3.0	292	f	Fox, Craig	96	9607	3	cp	Christian	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFRG	Utica	B	104.3	100.0	495		Regent Comm	48	0001			Country	n/a		1.8	1.9	2.0	1.7	1.6	0.8	1.7	1.9	1.5	
WBBS	Fulton	B	104.7	50.0	492	b	Clear Channel Comm	61	9907		sw	Country	5,250	1.39	12.3	11.1	10.0	10.3	8.7	10.2	10.0	10.7	9.5	
WXBB	Deruyter	B	105.1	42.0	541	b	Clear Channel Comm	48	0201	5,000		Christian				0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	
WTKV	Oswego	A	105.5	4.0	397	c	Galaxy Comm	73	9512	466	c5	Clsc Rock			1.2	1.0	0.8	1.0	1.2	1.7	0.6	0.6	1.0	
WLTJ	Syracuse	A	105.9	4.0	200	d	Citadel Comm Corp	96	0004		g1	Soft AC	750	0.51	4.8	3.8	3.6	2.7	3.3	3.6	3.4	4.2	4.5	
WMCR	Oneida	A	106.3	0.4	719	e	Warren Bcstg Co Inc	72				AC	100		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	
WKRH	Minetto	A	106.5	5.0	328	c	Galaxy Comm	96				Modern Rock			1.3	1.0	0.8	0.9	0.9	1.6	0.7	1.1	0.9	
WPHR	Auburn	B	106.9	14.0	942	b	Clear Channel Comm	49	0002	3,000		Urban	1,000	0.71	4.6	2.2	2.9	3.2	2.7	3.9	2.7	3.6	4.9	
WWHT	Syracuse	B	107.9	50.0	499	b	Clear Channel Comm	58	9907		sw	CHR	2,050	0.79	8.5	7.5	7.0	7.4	8.2	7.6	7.8	6.5	6.0	
# FM Stations -					21	# Combos -					20	FM TOTALS				81.1	70.6	65.0	63.1	63.3	66.9	67.5	65.5	66.2

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
			Freq	(kW)	(kW)	(kW)											2002	2002	2002	2001	2001	2001	2001	2000
WSYR	Syracuse	B	570	5.0	5.00	b	Clear Channel Comm	22	9907		sw	Talk	3,050	1.02	9.8	7.4	7.9	8.8	8.7	8.1	6.8	8.7	8.7	
WHEN	Syracuse	B	620	5.0	1.00	b	Clear Channel Comm	41	9907		sw	Sports	600	0.70	2.8	1.9	2.5	2.7	2.6	2.5	2.1	2.2	2.3	
• WFBL	Baldwinsville	D	1050	2.5	0.02	a	Buckley Bcstg Corp	59	8008		c1	News/Talk	400	0.37	3.5	0.9	1.8	2.4	2.5	2.6	3.1	2.3	3.5	
• WSCP	Sandy	D	1070	2.5	0.00	c	Galaxy Comm	74	0108		c2	Country				0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	
• WTLA	North Syracuse	B	1200	1.0	1.00	c	Galaxy Comm	59	9402		c3	Adlt Stndrd	200	0.41	1.6	1.6	1.8	2.4	1.0	1.0	1.9	1.3	1.0	
WNSS	Syracuse	B	1260	5.0	5.00	d	Citadel Comm Corp	46	0004		g1	Sports	200		0.3	0.6	0.8	1.1	0.9	0.0	0.0	0.6	0.4	
• 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	
WDCW	Syracuse	B	1390	5.0	5.00		Crawford Bcstg Co	22	9307	425		Christian			0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	
• WSGO	Oswego	D	1440	1.0	0.05	c	Galaxy Comm	60	9512		c5	Adlt Stndrd			0.5	0.4	0.7	0.4	0.4	0.0	0.5	0.5	0.5	
WOLF	Syracuse	C	1490	1.0 cp	1.00	f	Fox, Craig	40	8210	428		Children	200		0.2	0.1	0.0	0.1	0.1	0.0	0.2	0.3	0.3	
• WSIV	E. Syracuse	D	1540	1.0 cp	0.06	f	Fox, Craig	55	9609		c1	Christian	100			0.0	0.0	0.8	0.0	0.0	0.0	0.0	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	0.1	
# AM Stations -					12	# Combos -					10	AM TOTALS				18.9	13.2	15.5	18.8	16.2	14.7	14.6	15.9	16.8
AM & FM Stations Profiled -					33	# Duopolies -					12	Total Local Commercial Share				83.8	80.5	81.9	79.5	81.6	82.1	81.4	83.0	

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

Metro Rank: 80

Revenue Rank: 227

Sarasota - Bradenton, FL Market Overview



Metro Counties / Population (000)

Manatee, FL	267.9
Sarasota, FL	329.6
	597.5

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

ESTIMATED GROSS REVENUES *	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$3,800	\$3,800	\$4,600	\$5,900	\$6,600	\$6,200
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$0.77/1,000	\$0.91/1,000	Local	80%		
Revenue/Capita	\$7.08	\$10.38	\$13.30	National	20%		

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	536.8	597.5	2.2%	597.5	631.6
Households	236.3	264.4	2.3%	264.4	280.9	1.2%
Retail Sales	NA ^{1/}	8,004.4	NA ^{1/}	8,004.4	9,186.3	2.8%
EBI ^{2/}	9,548.8	12,359.4	5.3%	12,359.4	15,440.4	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	282.9	35.7	16.6	16.9	30.0	36.7	34.9	112.2
Women (000)	314.6	33.7	15.8	16.3	29.4	37.9	40.1	141.3
Total	597.5	69.4	32.5	33.2	59.4	74.5	75.0	253.5
Percentage	100.0%	11.6%	5.4%	5.6%	9.9%	12.5%	12.6%	42.4%
Per Capita	\$ 20,685		Median Household	\$ 34,346		Avg Household	\$ 46,745	
Ethnic Population:	White	92.2%	Black	6.3%	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		7	7	8	9	17
Tot 12+	0.0		38.7	38.7	38.7	9.2	47.9
Avg 12+	0.0		5.5	5.5	4.8	1.0	2.8
Tot LCS	0.0		80.8	80.8	80.8	19.2	100.0
Avg LCS	0.0		11.5	11.5	10.1	2.1	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 Tampa-St. Petersburg-Clearwater.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
			Freq	(kW)												2002	2001	2001	2000	2000	1999	1999	1998	
WDDV	Venice	C3	92.1	22.0	328	c	Clear Channel Comm	74	9905		g	Nstlg/Easy	850	0.56	24.5	12.4	7.8	12.1	10.7	9.6	12.3	9.9	6.2	
WFLZ	Tampa	C	93.3	100.0	1358	c	Clear Channel Comm	48	9905			CHR	n/a		10.8	4.3	6.6	5.9	4.1	6.3	5.8	6.2	5.9	
WSJT	Lakeland	C	94.1	100.0	1493	b	Infinity Bcstg	67	0102			Jazz	n/a		8.6	6.5	4.2	4.0	4.0	4.4	3.5	3.5	2.7	
WLLD	Holmes Beach	C2	98.7	50.0	489	b	Infinity Bcstg	91	0102			CHR	n/a		6.9	3.8	4.1	3.2	3.2	2.7	2.8	3.2	2.8	
WHPT	Sarasota	C	102.5	100.0	1650		Cox Radio Inc	60	9905			Clsc Rock	n/a		8.1	2.6	3.6	3.0	4.6	3.9	5.1	6.2	6.8	
WSRO	Englewood	A	105.9	4.3 cp	394	c	Clear Channel Comm	99				Talk/Rock	1,000		1.4	0.0	0.6	0.7	0.6	0.7	0.6	3.5	4.0	
WCTQ	Sarasota	C2	106.5	13.0	584	c	Clear Channel Comm	65	9905		g1	Country	1,900	2.36	13.0	3.5	6.5	5.8	6.3	8.0	4.0	5.6	6.2	
WSRZ	Coral Cove	C2	107.9	47.0 cp	509	c	Clear Channel Comm	95	9905		g1	Oldies	1,650	2.66	10.0	5.6	4.2	3.7	5.7	6.0	4.1	5.3	4.0	
# FM Stations -					8	# Combos -					7	FM TOTALS				83.3	38.7	37.6	38.4	39.2	41.6	38.2	43.4	38.6
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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
			Freq	(kW)	(kW)												2002	2001	2001	2000	2000	1999	1999	1998
WLSS	Sarasota	B	930	5.0	2.50		WGUL FM Inc	49	9909	900		News/Talk	250	1.68	2.4	1.7	0.6	1.1	1.1	1.2	0.5	0.9	0.5	
WFLA	Tampa	B	970	25.0	11.00	a	Clear Channel Comm	24	9905			Nws/Tlk/Spt	n/a		13.0	5.4	6.1	5.2	7.0	5.3	6.2	4.6	6.4	
• WIBQ	Sarasota	D	1220	1.0	0.16		Nova Bcstg Co	61	0209	450		News/Talk				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	125		Bus News	100			0.4	0.0	0.0	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		0.6	0.6	0.8	0.0	0.6	0.4	1.1	0.0	0.4	
WBRD	Palmetto	B	1420	2.5	1.00	d	Metropolitan Radio	57	9606	162		Gospel	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WSPB	Sarasota	C	1450	1.0	1.00	c	Clear Channel Comm	39	9905		g1	News/Talk	100		0.9	1.1	1.1	0.4	0.4	0.4	0.5	0.3	0.0	
WWPR	Bradenton	C	1490	1.0	1.00		Greenrose Bctg Svcs	46	9701	275		Oldies	100			0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
• WENG	Englewood	D	1530	1.0	0.00		Viper Comm Inc	64	0208 p	290		Nws/Tlk/Spt	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					9	# Combos -					4	AM TOTALS				16.9	9.2	8.6	6.7	9.1	7.3	8.3	6.2	7.3
AM & FM Stations Profiled -					17	# Duopolies -					6	Total Local Commercial Share				47.9	46.2	45.1	48.3	48.9	46.5	49.6	45.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 81

Revenue Rank: 71

Toledo, OH Market Overview



Metro Counties / Population (000)

Fulton, OH	42.4
Lucas, OH	454.5
Wood, OH	121.7
Total	618.6

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$21,800	\$25,500	\$28,100	\$30,100	\$30,500	\$28,800	5.7%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.6%	\$30,200	\$32,200	\$34,300	\$36,300	\$38,700	6.1%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.45/1,000	\$4.06/1,000	Local 83%
Revenue/Capita	\$35.49	\$46.56	\$62.81	National 17%

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	614.2	618.6	0.1%	618.6	616.1	-0.1%
Households	231.1	236.8	0.5%	236.8	239.5	0.2%
Retail Sales	NA ^{1/}	8,355.0	NA ^{1/}	8,355.0	9,536.4	2.7%
EBI ^{2/}	9,018.6	11,077.0	4.2%	11,077.0	13,192.8	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	297.3	55.6	27.1	31.8	40.1	46.8	39.7	56.3
Women (000)	321.3	53.9	26.2	34.2	40.7	48.3	42.2	75.9
Total	618.6	109.5	53.3	66.0	80.7	95.1	81.8	132.2
Percentage	100.0%	17.7%	8.6%	10.7%	13.0%	15.4%	13.2%	21.4%
Per Capita	\$ 17,907							
				Median Household	\$ 42,500		Avg Household	\$ 46,778
Ethnic Population:	White	84.7%	Black	13.4%	Asian	1.3%	Hispanic	4.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	12	6		11	18	9	27
Tot 12+	28.5	41.7		68.2	70.2	10.6	80.8
Avg 12+	2.4	7.0		6.2	3.9	1.2	3.0
Tot LCS	35.3	51.6		84.4	86.9	13.1	100.0
Avg LCS	2.9	8.6		7.7	4.8	1.5	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
WVKS	Toledo	B	92.5	50.0	479	d	Clear Channel Comm	57	9905		g2	CHR	3,650	1.02	12.4	9.9	9.9	8.9	11.2	9.1	10.4	10.4	8.8		
WRQN	Bowling Green	A	93.5	4.1	397	a	Cumulus Bcstg Inc	64	9711		c3	Oldies	1,500	0.73	7.1	5.0	6.3	5.6	5.9	5.8	4.7	5.2	6.4		
WXKR	Port Clinton	B	94.5	30.0	630	a	Cumulus Bcstg Inc	61	9802	5,000		Clsc Rock	1,475	0.93	5.5	4.7	5.6	4.5	3.8	4.1	4.6	4.4	4.0		
WQTE	Adrian	A	95.3	3.0	299	b	Friends Comm	76	9010	1,500	c1	Country				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WIMX	Gibsonburg	A	95.7	3.5	433		Riverside Bcstg	89	9801	1,500	1	Urban AC	500	0.36	4.8	3.8	4.7	4.0	3.1	3.9	3.9	3.0	4.0		
WMTR	Archbold	A	96.1	3.8	400		Nobco Inc	68				AOR	200		0.6	0.6	0.5	0.6	0.8	0.4	0.7	0.4	0.4		
WBVI	Fostoria	A	96.7	3.0	289	c	Roppe Corp	46	9105		st	AC				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 Enterprise	93	9311	200		Clsc Hits	400	0.82	1.7	1.0	1.5	1.1	1.0	1.3	1.4	1.4	1.1		
WTWR	Monroe	A	98.3	1.4	466	a	Cumulus Bcstg Inc	67	9808	2,800		CHR	725	0.90	2.8	1.9	1.5	1.8	1.8	2.1	2.0	2.3	2.4		
WKKO	Toledo	B	99.9	50.0 cp	499	a	Cumulus Bcstg Inc	56	9711		c3	Country	6,350	1.39	15.9	13.5	12.0	14.6	12.8	13.6	13.2	11.8	11.0		
WKXA	Findlay	B	100.5	20.0	440	e	Findlay Publishing	48				Hot AC			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4		
WRVF	Toledo	B	101.5	41.0 cp	486	d	Clear Channel Comm	46	9905		g2	AC	3,600	1.19	10.5	10.0	7.9	8.6	9.5	8.1	7.0	8.7	8.8		
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		
WIOT	Toledo	B	104.7	50.0	541	d	Clear Channel Comm	49	9905		g2	Rock	3,250	1.48	7.6	6.3	6.3	6.3	6.1	6.7	6.2	5.4	5.3		
WWWM	Sylvania	A	105.5	4.3	390	a	Cumulus Bcstg Inc	68	9710	10,000	c4	Hot AC	2,500	1.14	7.6	5.4	6.4	6.1	5.3	6.0	6.0	6.1	5.6		
WRWK	Delta	A	106.5	3.0	328	a	Cumulus Bcstg Inc	94	9912	4,925		Alternative	500	0.62	2.8	2.1	2.9	1.7	1.4	1.7	2.3	2.4	2.2		
WJUC	Swanton	A	107.3	3.0	328		Welch Comm Inc	97				Urban	400	0.27	5.2	3.8	4.7	4.3	3.5	3.2	4.0	3.8	5.1		
WPFX	North Baltimore	A	107.7	3.0	328	d	Clear Channel Comm	91	9905		g2	Oldies				0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					18	# Combos -					13	FM TOTALS					84.6	68.4	70.2	68.5	66.2	66.0	66.4	65.3	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
• 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		
WCWA	Toledo	C	1230	1.0	1.00	d	Clear Channel Comm	38	9905		g2	Nostalgia	800	0.66	4.2	2.2	2.1	2.5	2.9	3.8	3.1	3.7	2.4		
• WFIN	Findlay	D	1330	1.0	0.08	e	Findlay Publishing	41				News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WSPD	Toledo	B	1370	5.0	5.00	d	Clear Channel Comm	21	9905		g2	News/Talk	2,400	0.99	8.4	5.4	6.0	6.1	5.4	6.0	6.4	6.8	6.8		
WFOB	Fostoria	B	1430	1.0	1.00	c	Roppe Corp	52	9105		st	AC/Nws/Spt			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0		
WLQR	Toledo	B	1470	1.0 cp	1.00	a	Cumulus Bcstg Inc	54	9710		c4	Sports	400	0.87	1.6	1.7	1.7	1.4	1.5	1.7	1.1	1.3	0.8		
WABJ	Adrian	C	1490	1.0	1.00	b	Friends Comm	46	9010		c1	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WDMN	Rossford	B	1520	0.5 cp	0.40		Cornerstone Church	66	9806	200		ChrsContem	150		0.3	0.7	0.0	0.4	0.7	0.4	0.6	0.0	0.0		
• WTOD	Toledo	D	1560	5.0	0.00	a	Cumulus Bcstg Inc	46	9711		c3	Country			0.8	0.3	0.8	0.3	0.4	0.6	0.4	0.8	0.6		
# AM Stations -					9	# Combos -					7	AM TOTALS					15.4	10.3	10.6	10.7	10.9	12.5	11.6	13.0	10.6
AM & FM Stations Profiled -					27	# Duopolies -					7	Total Local Commercial Share					78.7	80.8	79.2	77.1	78.5	78.0	78.3	76.1	

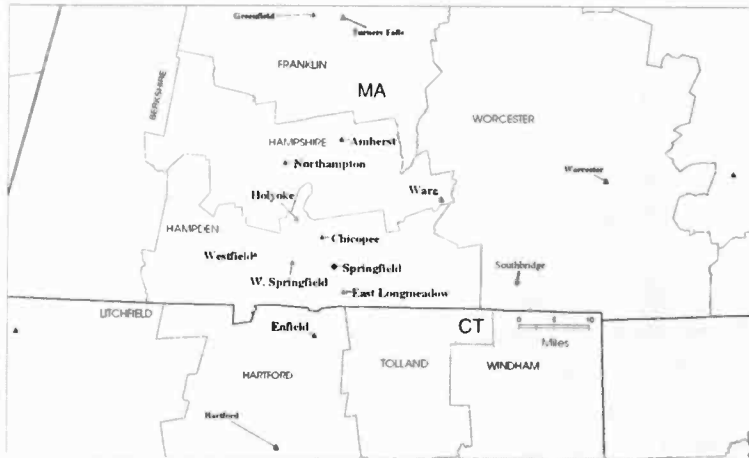
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 82

Revenue Rank: 109

Springfield, MA Market Overview



Metro Counties / Population (000)

Hampden, MA	456.2
Hampshire, MA	152.7
Total	608.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$16,600	\$17,100	\$17,500	\$18,300	\$18,700	\$17,800
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$2.63/1,000	\$3.32/1,000	Local 75%			
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06	
-4.8%	\$18,600	\$19,900	\$21,100	\$22,400	\$23,900	6.1%	

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	594.7	608.9	0.5%	608.9	601.4
Households	218.7	229.0	0.9%	229.0	230.2	0.1%
Retail Sales	NA ^{1/}	6,768.5	NA ^{1/}	6,768.5	7,193.0	1.2%
EBI ^{2/}	8,164.5	10,245.5	4.6%	10,245.5	11,173.9	1.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	290.6	50.6	23.4	33.4	39.5	45.9	38.5	59.2
Women (000)	318.3	48.3	22.2	37.7	40.0	48.1	40.8	81.3
Total	608.9	98.9	45.6	71.1	79.5	94.0	79.3	140.5
Percentage	100.0%	16.2%	7.5%	11.7%	13.1%	15.4%	13.0%	23.1%
Per Capita	\$ 16,826		Median Household	\$ 36,984		Avg Household	\$ 44,740	
Ethnic Population:	White 89.1%	Black 8.0%	Asian 2.3%	Hispanic 12.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	7		10	13	10	23
Tot 12+	13.7	39.3		50.9	53.0	17.6	70.6
Avg 12+	2.3	5.6		5.1	4.1	1.8	3.1
Tot LCS	19.4	55.7		72.1	75.1	24.9	100.0
Avg LCS	3.2	8.0		7.2	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 Boston & Hartford.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WHYN	Springfield	B	93.1	8.9	1001	d	Clear Channel Comm	46	9607		g2	AC	2,175	1.21	10.1	6.6	7.4	7.0	7.5	6.8	6.5	6.7	8.0
WZMX	Hartford	B	93.7	17.0	850	a	Infinity Bcstg	39	0102			Rhythm/Blue	n/a		5.6	7.5	7.3	5.8	7.1	7.3	5.8	1.5	1.0
WRSI	Turners Falls	A	93.9	4.3 cp	390	g	Vox Media Corp	94	0009	2,900		AAA	200	1.02	1.1	0.9	0.4	0.9	0.8	1.3	0.5	0.8	0.4
WMAS	Springfield	B	94.7	50.0	194	c	Lappin Comm	47				AC	3,600	1.66	12.2	9.5	6.6	9.4	9.2	7.6	9.0	8.8	8.2
WPVQ	Greenfield	A	95.3	0.6	761	g	Vox Media Corp	81	9910			Country	50		0.7	0.0	0.0	0.0	0.0	0.0	0.7	0.4	0.7
WKSS	Hartford-Meriden	B	95.7	16.5	879		Clear Channel Comm	47	0008			Top 40	n/a		8.7	4.8	4.2	4.0	4.3	4.0	6.2	6.8	6.9
WTIC	Hartford	B	96.5	20.0	810	a	Infinity Bcstg	40	0102			Modern AC	n/a		5.6	2.6	2.4	3.1	4.0	3.7	3.8	4.9	3.0
WPKX	Enfield	A	97.9	2.2	528	d	Clear Channel Comm	90	0008		g	Country	2,425	1.35	10.1	5.8	6.6	6.6	6.3	6.4	6.3	6.1	9.2
WLZX	Northampton	A	99.3	5.8	331	e	Saga Comm Inc	56	0007	12,000	c2	Rock	1,300	1.66	4.4	3.0	3.4	2.8	2.7	3.3	3.4	3.5	1.9
WRNX	Amherst	A	100.9	1.4	692	f	Western Mass Radio	90				AAA	925	1.79	2.9	1.7	1.8	3.0	2.0	2.7	1.8	1.8	1.6
WAQY	Springfield	B	102.1	17.0	781	e	Saga Comm Inc	66	9011		g1	Clsc Rock	3,850	1.91	11.3	8.4	9.7	6.2	5.9	8.8	8.4	7.0	7.1
WEIB	Northampton	A	106.3	3.0	289		Cutting Edge Bcstg	99				AC	200	0.80	1.4	2.1	1.5	1.6	0.7	1.4	0.8	0.8	1.0
WAAF	Worcester	B	107.3	9.6 cp	1099		Entercom	61	9811			Rock	n/a		3.6	1.8	1.7	2.0	2.2	2.2	1.9	2.8	2.9
# FM Stations -					13	# Combos -					10	FM TOTALS			77.7	54.7	53.0	52.4	52.7	55.5	55.1	51.9	51.9

AM Stations													ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WHYN	Springfield	B	560	5.0	1.00	d	Clear Channel Comm	41	9607		g2	News/Talk	1,500	0.90	9.4	5.5	7.0	8.2	5.1	6.9	7.0	6.0	6.0	
• WNNZ	Westfield	B	640	50.0	1.00	d	Clear Channel Comm	57	9811	1,275		Talk	400	0.75	3.0	1.6	1.7	1.9	1.5	1.8	1.5	1.5	3.4	
• WACE	Chicopee	D	730	5.0	0.01		Carter Bcstg Corp	46				Religion			0.4	0.0	0.0	0.4	0.8	0.4	0.0	0.4	0.4	
• WARE	Ware	B	1250	5.0	2.50		Siccess Signal Bcstg	48	0210 p	250		Span/Varty	150			0.0	0.0	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	250	0.54	2.6	2.3	2.7	2.0	1.9	1.0	1.9	2.4	1.8	
WHMP	Northampton	C	1400	1.0	1.00	e	Saga Comm Inc	50	0007		c2	Nws/Tlk/Spt	500	1.48	1.9	1.2	1.4	0.8	1.2	1.2	1.2	1.9	1.0	
• WPNI	Amherst	D	1430	5.0	0.00	f	Western Mass Radio	63	9002	400		News/Talk			0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.0	
WMAS	Springfield	C	1450	1.0	1.00	c	Lappin Comm	32	7805			Adlt Stndrd	250	0.32	4.4	4.2	2.8	2.8	3.8	3.1	2.7	2.9	3.4	
• WACM	West Springfield	C	1490	0.5	0.00	b	Gois, Antonio F.	49	9707	600		Span/Trpcl			0.5	0.6	1.3	0.0	0.4	0.4	0.0	0.6	0.5	
• WHNP	East	D	1600	2.5	0.00	e	Saga Comm Inc	47	9011		g1	Information			0.1	0.1	0.3	0.3	0.0	0.0	0.3	0.0	0.0	
# AM Stations -					10	# Combos -					8	AM TOTALS			22.4	15.5	17.6	16.4	14.7	14.8	14.6	16.1	16.5	
AM & FM Stations Profiled -					23	# Duopolies -					7	Total Local Commercial Share			70.2	70.6	68.8	67.4	70.3	69.7	68.0	68.4		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 83

Revenue Rank: 74

Baton Rouge, LA Market Overview



Metro Counties / Population (000)

Ascension, LA	78.0
East Baton Rouge, LA	415.3
Livingston, LA	93.4
West Baton Rouge, LA	21.8
	608.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$21,100	\$22,600	\$25,500	\$28,900	\$29,100	\$27,200	5.2%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-6.5%	\$29,200	\$30,900	\$32,700	\$34,700	\$36,900	6.3%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.37/1,000	\$3.80/1,000	Local 90%
Revenue/Capita	\$37.27	\$44.70	\$58.45	National 10%

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	566.1	608.5	1.5%	608.5	631.3	0.7%
Households	202.7	223.5	2.0%	223.5	236.8	1.2%
Retail Sales	NA ^{1/}	8,067.2	NA ^{1/}	8,067.2	9,706.0	3.8%
EBI ^{2/}	8,057.6	10,585.9	5.6%	10,585.9	13,528.1	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	295.5	61.4	28.9	32.4	41.6	48.0	39.4	43.8
Women (000)	313.0	58.4	28.1	34.3	42.9	50.7	42.1	56.4
Total	608.5	119.8	57.1	66.8	84.6	98.6	81.5	100.2
Percentage	100.0%	19.7%	9.4%	11.0%	13.9%	16.2%	13.4%	16.5%
Per Capita	\$ 17,397							
Ethnic Population:								
White	65.6%							
Black	32.3%							
Asian	1.7%							
Hispanic	1.8%							

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		10	13	13	9	22
Tot 12+	9.8		52.7	62.5	62.5	15.2	77.7
Avg 12+	3.3		5.3	4.8	4.8	1.7	3.5
Tot LCS	12.6		67.8	80.4	80.4	19.6	100.0
Avg LCS	4.2		6.8	6.2	6.2	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 Lafayette, LA.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																2002	2002	2002	2001	2001	2001	2001	2000	
WQCK	Clinton	C2	92.7	32.0	604		Touch Family Bcstg	81	9703	2,025	+	AC	900	1.00	3.3	2.3	3.0	1.9	2.7	3.2	2.1	2.0	2.8	
• KOOJ	New Iberia	C1	93.7	100.0	971	a	Citadel Comm Corp	92	9911	9,500		Rock	400	0.40	3.7	2.2	1.9	2.5	2.0	2.9	2.7	2.8	2.9	
WEMX	Kentwood	C1	94.1	100.0	981	a	Citadel Comm Corp	67	9903		g1	Urban	1,700	0.53	11.9	6.6	6.8	6.8	8.0	7.7	11.0	8.7	9.5	
KRVE	Brusly	C2	96.1	43.0	449	b	Clear Channel Comm	89	0008		g	AC	2,040	1.15	6.5	5.2	3.6	5.6	5.9	6.2	4.0	5.1	4.7	
• WDGL	Baton Rouge	C	98.1	100.0	1499	c	Guaranty Bcstg Co	68				Clsc Rock	5,250	2.03	9.5	6.8	8.5	7.1	6.6	7.6	8.2	6.6	6.9	
• WTGE	Baton Rouge	C	100.7	100.0	1499	c	Guaranty Bcstg Co	66	9608		na	Country	2,300	1.60	5.3	3.5	4.3	4.4	2.5	5.1	3.4	3.8	4.2	
WYNK	Baton Rouge	C	101.5	100.0	1499	b	Clear Channel Comm	68	0008		g	Country	3,400	1.39	9.0	8.2	7.8	5.9	6.9	7.3	7.3	7.2	6.1	
WFMF	Baton Rouge	C	102.5	100.0	1260	b	Clear Channel Comm	41	0008		g	Top 40	1,700	0.80	7.8	6.5	6.5	6.6	5.2	6.3	6.9	5.8	5.1	
WBBE	Hammond	C	103.3	100.0	1004	a	Citadel Comm Corp	65	9903		g2	AC	1,350	1.03	4.8	3.8	3.7	2.5	4.2	3.3	4.7	4.7	2.3	
WZRB	Jackson	A	104.5	2.8	492	c	Guaranty Bcstg Co	99	0011	1,000		Urban AC			2.2	0.9	1.2	1.0	1.8	0.8	1.2	2.0	2.9	
KNXX	Donaldsonville	A	104.9	3.0 cp	479	c	Guaranty Bcstg Co	72	0002	1,500		Alternative			1.7	2.7	3.9	4.3	3.4	3.2	1.1	0.5	0.6	
KQXL	New Roads	C2	106.5	50.0	486	a	Citadel Comm Corp	79	9903		g2	Urban	2,700	1.23	8.1	6.4	6.6	9.6	7.8	7.4	5.8	5.8	6.0	
• WJNH	Baker	A	107.3	4.3 cp	387	c	Guaranty Bcstg Co	94	9701	1,750		Rhymc/CHR	250	0.20	4.6	5.5	4.7	3.7	4.5	3.2	3.4	4.1	3.4	
# FM Stations -					13	# Combos -					12	FM TOTALS				78.4	60.6	62.5	61.9	61.5	64.2	61.8	59.1	57.4

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																2002	2002	2002	2001	2001	2001	2001	2000	
WNDC	Baton Rouge	B	910	1.0	1.00		Church Point Ministr	46	8812	450		Gospel	150		0.5	0.0	0.0	0.0	0.4	0.0	0.5	0.6	0.4	
WJBO	Baton Rouge	B	1150	5.0	5.00	b	Clear Channel Comm	34	0008		g	Nws/Tlk/Spt	2,200	1.11	7.3	3.5	5.5	5.6	4.9	4.5	6.4	5.8	6.0	
WSKR	Denham Springs	B	1210	10.0	1.00	b	Clear Channel Comm	59	0008		g	Sports	50		0.1	0.7	0.6	0.7	0.4	0.0	0.0	0.0	0.4	
KBRH	Baton Rouge	B	1260	5.0	0.13		E.Baton Rouge School	77	9308		nc	Clsc/R&BOd	100		0.5	0.4	0.0	0.0	0.0	0.6	0.6	0.5	0.0	
WIBR	Baton Rouge	B	1300	5.0	1.00	a	Citadel Comm Corp	48	9903		g2	News/Talk	400	1.05	1.4	1.9	1.3	1.0	1.1	1.1	1.1	0.9	1.3	
• WYNK	Baton Rouge	D	1380	5.0	0.00	b	Clear Channel Comm	56	0008		g	Children	50		0.2	0.6	0.0	0.0	0.0	0.0	0.5	0.0	0.0	
• WXOK	Baton Rouge	B	1460	5.0	1.00	a	Citadel Comm Corp	53	9903		g2	Gospel	1,750	0.68	9.5	7.2	7.8	6.2	7.1	7.3	6.4	7.5	8.2	
• WPFC	Baton Rouge	D	1550	5.0	0.00		Victory & Power Inc	63	9411	450		Urban/Gospl	500	1.15	1.6	0.0	0.0	1.2	1.3	0.6	0.9	1.8	1.5	
• KKAY	White Castle	D	1590	1.0	0.07		Cactus	76	9911	25		Country	50		0.5	0.0	0.0	0.7	0.4	0.5	0.5	0.0	0.6	
# AM Stations -					9	# Combos -					5	AM TOTALS				21.6	14.3	15.2	15.4	15.6	14.6	16.9	17.1	18.4
AM & FM Stations Profiled -					22	# Duopolies -					8	Total Local Commercial Share				74.9	77.7	77.3	77.1	78.8	78.7	76.2	75.8	

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

Metro Rank: 84

Revenue Rank: 96

Greenville-New Bern-Jacksonville, NC Market



Metro Counties / Population (000)

Beaufort, NC	45.2
Carteret, NC	59.9
Craven, NC	92.2
Greene, NC	19.2
Jones, NC	10.5
Lenoir, NC	59.8
Onslow, NC	150.4
Pamlico, NC	13.1
Pitt, NC	135.7
Total	586.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$15,400	\$17,900	\$20,100	\$21,400	\$22,800	\$20,100
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-11.8%	\$21,100	\$22,500	\$24,000	\$25,400	\$27,100	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.15/1,000	\$3.81/1,000	Local 87%
Revenue/Capita	\$27.83	\$34.30	\$44.42	National 13%

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	553.3	586.0	1.2%	586.0	610.1	0.8%
Households	192.7	206.5	1.4%	206.5	219.1	1.2%
Retail Sales	NA ^{1/}	6,378.2	NA ^{1/}	6,378.2	7,109.3	2.2%
EBI ^{2/}	7,057.6	8,596.5	4.0%	8,596.5	10,833.7	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	301.0	51.2	23.9	54.6	46.5	43.3	34.9	46.5
Women (000)	285.0	49.3	23.1	32.0	39.1	41.7	37.3	62.5
Total	586.0	100.5	47.0	86.6	85.6	85.0	72.2	109.1
Percentage	100.0%	17.2%	8.0%	14.8%	14.6%	14.5%	12.3%	18.6%
Per Capita	\$ 14,670							
				Median Household	\$ 30,747		Avg Household	\$ 41,629
Ethnic Population:	White	71.2%	Black	26.7%	Asian	1.4%	Hispanic	4.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		20	17	25	16	41
Tot 12+	5.8		72.3	75.6	78.1	3.1	81.2
Avg 12+	1.2		3.6	4.4	3.1	0.2	2.0
Tot LCS	7.1		89.0	93.1	96.2	3.8	100.0
Avg LCS	1.4		4.5	5.5	3.8	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													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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
																2002	2002	2002	2001	2001	2001	2001	
WRSV	Rocky Mount	A	92.1	2.4	532	i	North Star Inc	49	8911			Urban AC	275	0.55	2.5	2.0	2.6	1.3	2.0	2.0	2.2	1.8	1.8
WQSL	Jacksonville	C2	92.3	22.5	725	f	NextMedia Group	94	0104		sw	Rhymc/CHR	300	0.24	6.3	3.8	4.1	4.8	5.0	5.7	5.3	5.8	2.7
WERO	Washington	C	93.3	100.0	1782	f	NextMedia Group	61	0008		g3	AC	1,000	0.79	6.3	4.4	6.2	5.5	4.4	4.8	4.6	4.4	5.7
• WNBR	Oriental	C3	94.1	11.0	486	h	Archway Broadcast	93	0208 p	6,500	d1	Country	125		0.6	0.7	0.6	0.4	0.0	0.0	0.3	1.0	0.6
• WGPM	Farmville	A	94.3	2.0 cp	407	a	Archway Broadcast	74	0210 p	3,000	d1	Soft Rock	50		0.3	0.0	0.0	0.4	0.7	0.0	0.0	0.0	0.9
WRNS	Kinston	C	95.1	100.0	1506	f	NextMedia Group	68	0008		g3	Country	3,775	1.11	16.9	13.8	13.9	14.2	13.0	13.3	14.4	12.1	12.7
• WRHT	Morehead City	C1	96.3	100.0	492	h	Archway Broadcast	72	0208 p		d1	CHR	875	0.82	5.3	2.3	2.0	2.4	2.5	3.4	4.2	4.5	4.5
• WZBR	Kinston	A	97.7	3.0	249	h	Archway Broadcast	76	0208 p		d1	Country	125		0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.9	0.0
WRUP	Bayboro	C3	97.9	14.5	433	b	Benfield, Ronald W.	90			1	Sports				0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
• WCZI	Washington	A	98.3	1.4	489	a	Archway Broadcast	88	0210 p		d1	Nws/Tlk/Spt	50		0.2	0.0	0.0	0.4	0.7	0.0	0.0	0.6	0.0
WKOQ	Jacksonville	C1	98.7	100.0	974	f	NextMedia Group	65	0008		g3	Oldies	750	1.29	2.9	2.1	2.0	1.9	1.5	1.8	2.2	2.3	2.7
WXNR	Grifton	C2	99.5	16.5	843	d	Beasley Bcst Group	89	9611	2,000		Alternative	1,100	1.24	4.4	3.8	6.1	3.7	4.2	4.1	2.8	2.6	4.0
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			0.9	2.7	3.5	2.1	0.7	0.9	0.4	1.0	0.4
WIKS	New Bern	C1	101.9	100.0	981	d	Beasley Bcst Group	77	9611	14,000	c8	Urban	3,150	1.18	13.3	9.0	10.0	8.3	11.3	9.8	11.2	9.5	11.0
WELS	Kinston	A	102.9	3.0	295	g	Willis Bcstg Corp	90	9607	150	c7	Gospel	300	0.47	3.2	2.8	3.2	3.4	3.4	2.3	2.8	2.6	2.2
WMGV	Newport	C1	103.3	100.0	981	d	Beasley Bcst Group	83	9611		c8	Soft Rock	1,100	0.96	5.7	5.1	3.9	4.9	4.1	3.4	4.9	4.8	4.6
• WCBZ	Williamston	C1	103.7	100.0	981	h	Archway Broadcast	88	0208 p		d1	CHR	400	1.17	1.7	1.3	1.0	0.7	1.3	1.2	1.4	1.6	1.2
WZXS	Topsail Beach	C3	103.9	21.5	328		Jacksonville-Topsail	93	9802	650		Adlt Stndrd	225		0.9	1.4	1.2	1.2	0.9	0.9	1.1	0.4	0.4
WANG	Havelock	C3	105.1	18.5	384	f	NextMedia Group	71	0008		g3	Adlt Stndrd	75	0.18	2.1	1.6	0.9	2.2	2.0	1.9	1.1	2.0	1.5
WXQR	Jacksonville	C2	105.5	19.0	794	f	NextMedia Group	66	0104		sw	Clsc Rock	525	0.54	4.8	3.5	2.3	2.2	1.8	3.8	3.1	3.9	4.0
WRDU	Wilson	C	106.1	100.0	1348		Clear Channel Comm	48	0008			AOR	n/a		1.5	1.1	0.9	0.6	0.7	0.9	1.4	1.2	1.3
WSFL	New Bern	C1	106.5	100.0	915	d	Beasley Bcst Group	88	9107			Clsc Rock	2,750	1.61	8.5	6.3	6.4	5.2	5.3	7.2	7.2	6.7	5.5
WTKF	Atlantic	C3	107.3	7.0	607		Atlantic Ridge Tlcst	92	9512		st	Nws/Tlk/Spt	175	0.62	1.4	2.1	1.2	1.6	1.8	1.3	1.1	0.9	1.2
WNCT	Greenville	C	107.9	100.0	1700	d	Beasley Bcst Group	63	9603	3,000	c6	Oldies	2,250	1.70	6.6	5.1	6.1	4.8	4.8	5.4	5.3	5.7	4.3
# FM Stations -					25	# Combos -					20	FM TOTALS			96.6	74.9	78.1	72.6	72.1	74.1	77.1	76.3	73.2

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 84

Revenue Rank: 96

Greenville-New Bern-Jacksonville, NC Market



Metro Counties / Population (000)

Beaufort, NC	45.2
Carteret, NC	59.9
Craven, NC	92.2
Greene, NC	19.2
Jones, NC	10.5
Lenoir, NC	59.8
Onslow, NC	150.4
Pamlico, NC	13.1
Pitt, NC	135.7
Total	586.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$15,400	\$17,900	\$20,100	\$21,400	\$22,800	\$20,100	5.4%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-11.8%	\$21,100	\$22,500	\$24,000	\$25,400	\$27,100	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.15/1,000	\$3.81/1,000	Local 87%
Revenue/Capita	\$27.83	\$34.30	\$44.42	National 13%

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	553.3	586.0	1.2%	586.0	610.1	0.8%
Households	192.7	206.5	1.4%	206.5	219.1	1.2%
Retail Sales	NA ^{1/}	6,378.2	NA ^{1/}	6,378.2	7,109.3	2.2%
EBI ^{2/}	7,057.6	8,596.5	4.0%	8,596.5	10,833.7	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	301.0	51.2	23.9	54.6	46.5	43.3	34.9	46.5
Women (000)	285.0	49.3	23.1	32.0	39.1	41.7	37.3	62.5
Total	586.0	100.5	47.0	86.6	85.6	85.0	72.2	109.1
Percentage	100.0%	17.2%	8.0%	14.8%	14.6%	14.5%	12.3%	18.6%
Per Capita	\$ 14,670							
				Median Household	\$ 30,747		Avg Household	\$ 41,629
Ethnic Population:	White	71.2%	Black	26.7%	Asian	1.4%	Hispanic	4.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		20	17	25	16	41
Tot 12+	5.8		72.3	75.6	78.1	3.1	81.2
Avg 12+	1.2		3.6	4.4	3.1	0.2	2.0
Tot LCS	7.1		89.0	93.1	96.2	3.8	100.0
Avg LCS	1.4		4.5	5.5	3.8	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 Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																2002	2002	2002	2001	2001	2001	2001	2000	
WSTK	Jacksonville	B	910	5.0	5.00	b	Benfield, Ronald W.	54	9801	17		Nws/Tlk/Spt	25		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
WDLX	Washington	B	930	5.0	1.00	f	NextMedia Group	42	0008		g3	News/Talk	50		0.5	0.7	0.0	0.0	0.7	0.4	0.0	0.6	0.6	
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	
• WELS	Kinston	D	1010	1.0	0.08	g	Willis Bcstg Corp	50	9607	150	c7	Gospel	150		0.3	0.0	0.0	0.4	0.0	0.4	0.4	0.0	0.0	
WNCT	Greenville	B	1070	10.0	10.00	d	Beasley Bcst Group	40	9603		c6	Mexican	250		0.7	0.6	0.4	0.4	0.0	0.9	0.0	0.4	0.9	
WSMO	Camp Lejeune	D	1120	6.0 cp	0.00	c	CTC Media Group Inc	80	9508	38		Country			0.1	0.6	0.0	0.6	0.0	0.0	0.0	0.4	0.0	
WLNK	Kinston	C	1230	1.0	1.00	c	Pioneer Bcstg LLC	54	0101	151	1	Sports				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/Tlk/Spt	125		0.7	0.3	0.6	0.9	0.7	0.0	0.6	0.9	0.7	
• WGHB	Farmville	B	1250	5.0	2.50		Benfield, Ronald W.	59	0208 p	505		Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WJCV	Jacksonville	D	1290	1.0	0.00		Caleb	68	7908			Inspiration			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
• WTOW	Washington	D	1320	0.5	0.05	e	Rouse, James	61	9302	75		Gospel			0.2	0.6	0.9	0.9	0.0	0.0	0.0	0.6	0.0	
WANG	Havelock	D	1330	1.0	0.00	f	NextMedia Group	62	0008		g3	Adlt Stndrd				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			0.7	0.0	1.2	0.7	1.9	0.4	0.8	0.0	0.9	
WBTB	Beaufort	C	1400	1.0	1.00	h	Eastm Carolina Bcst	54	9705	18		Beach/Oldes	75			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 Stndrd				0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	
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	
				# AM Stations -		16	# Combos -		13	AM TOTALS						3.4	2.8	3.1	3.9	4.3	2.1	1.8	3.3	3.5
				AM & FM Stations Profiled -		41	# Duopolies -		14	Total Local Commercial Share						77.7	81.2	76.5	76.4	76.2	78.9	79.6	76.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 85

Revenue Rank: 93

Little Rock, AR Market Overview



Metro Counties / Population (000)

Faulkner, AR	88.0
Lonoke, AR	53.8
Pulaski, AR	362.4
Saline, AR	85.0
Total	589.2

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$19,800	\$21,000	\$22,600	\$24,300	\$24,900	\$20,500	0.7%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-17.7%	\$21,900	\$23,300	\$24,900	\$26,300	\$28,100	6.5%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$2.41/1,000	\$2.86/1,000	Local	88%		
Revenue/Capita	\$36.26	\$34.79	\$45.80	National	12%		

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	546.0	589.2	1.5%	589.2	613.5	0.8%
Households	207.5	227.1	1.8%	227.1	239.6	1.1%
Retail Sales	NA ^{1/}	8,518.2	NA ^{1/}	8,518.2	9,823.2	2.9%
EBI ^{2/}	8,305.3	10,364.5	4.5%	10,364.5	13,145.2	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	284.9	53.4	26.9	26.1	40.6	46.6	40.9	50.3
Women (000)	304.3	50.7	25.8	27.9	41.1	48.8	43.2	66.7
Total	589.2	104.1	52.7	54.0	81.8	95.4	84.1	117.0
Percentage	100.0%	17.7%	8.9%	9.2%	13.9%	16.2%	14.3%	19.9%
Per Capita	\$ 17,591							
				Median Household	\$ 34,064		Avg Household	\$ 45,638
Ethnic Population:	White	75.7%	Black	22.3%	Asian	1.3%	Hispanic	2.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8		16	17	24	14	38
Tot 12+	12.0		65.0	76.2	77.0	10.6	87.6
Avg 12+	1.5		4.1	4.5	3.2	0.8	2.3
Tot LCS	13.7		74.2	87.0	87.9	12.1	100.0
Avg LCS	1.7		4.6	5.1	3.7	0.9	2.6

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

Competitive Overview

													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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
																2002	2002	2002	2001	2001	2001	2001	2000
KIPR	Pine Bluff	C1	92.3	100.0	938	c	Citadel Comm Corp	59	9709	25,000	d1	Urban AC	1,400	0.78	8.7	8.2	8.0	7.4	7.4	7.8	8.2	6.8	7.8
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
• KCDI	Bryant	A	93.3	6.0	328		Malvern Entertainmnt	89	9506	330	c1	Country				0.0	0.0	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	1,600	1.15	6.8	5.4	5.9	5.3	5.1	6.0	6.4	5.1	6.2
KOLL	Maumelle	C	94.9	100.0	1844	a	Clear Channel Comm	71	9710	20,000	d4	Oldies	600	0.61	4.8	4.3	4.2	4.1	4.1	3.9	3.9	5.1	4.1
KSSN	Little Rock	C	95.7	100.0	1663	a	Clear Channel Comm	66	9710		d4	Country	3,500	1.45	11.8	9.7	8.6	9.6	10.7	10.8	9.6	10.8	10.3
KHTE	England	C3	96.5	10.5	495	g	Equity Bcstg Corp	88	9904	2,000	c5	1 Religion	500	0.53	4.6	5.1	3.9	4.2	3.3	5.6	4.5	2.7	3.2
KWLR	Maumelle	A	96.9	4.6	377	d	Flinn Bcstg Corp	98				Christian	150		0.4	0.4	0.0	0.0	0.0	0.6	0.0	0.5	0.4
KQUS	Hot Springs	C1	97.5	100.0	866		Powell Bcstg Co Inc	69	0002	2,000	g	Country				0.4	0.4	0.5	0.0	0.0	0.0	0.0	0.0
KURB	Little Rock	C	98.5	100.0	1286	c	Citadel Comm Corp	72	9711	12,000	d2	Lite AC	1,250	1.03	5.9	5.1	5.3	5.4	5.6	5.0	5.2	5.1	5.5
KYFX	Little Rock	A	99.5	6.0 cp	312		Nameloc Bcstg	92				Urban AC	750	0.96	3.8	4.3	2.9	4.4	4.7	3.6	3.1	3.2	3.5
KQAR	Jacksonville	C1	100.3	85.0	1053	a	Clear Channel Comm	92	9605		g3	Top 40	600	0.52	5.6	4.0	2.4	3.8	3.9	3.4	5.1	5.6	5.5
KAWW	Heber Springs	C2	100.7	50.0	328		Caldwell Bcstg LLC	72	0206 p		g	Adlt Stndrd	50		0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
KDRE	North Little Rock	A	101.1	6.0	328	d	Flinn Bcstg Corp	94	9503		st	1 Adlt Stndrd	400	0.56	3.5	2.2	3.2	2.6	2.4	3.0	3.1	3.2	3.1
KKRN	Humnoke	A	101.7	6.0	328	c	Citadel Comm 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 Comm Corp	94	9709		d1	CHR	500	0.68	3.6	2.8	4.3	3.6	3.8	3.3	2.7	2.9	3.8
KARN	Cabot	A	102.5	3.0	328	c	Citadel Comm Corp	92	9709		d1	News/Talk	250	0.94	1.3	1.8	1.6	1.2	1.5	1.3	0.9	1.0	1.2
KVLO	Sheridan	C2	102.9	50.0	492	c	Citadel Comm Corp	69	9711		d2	Soft AC	450	0.61	3.6	3.4	3.9	4.5	3.9	3.4	2.8	2.9	3.5
KABZ	Little Rock	C	103.7	100.0	1499	b	Signal Media	73	9311	2,000		Talk	750	1.14	3.2	4.0	4.2	3.6	3.9	2.7	2.2	2.9	3.5
KMJX	Conway	C1	105.1	81.0	1053	a	Clear Channel Comm	67	9605		g3	Clsc Rock	2,500	1.54	7.9	4.8	6.6	6.0	6.3	6.6	6.7	7.2	7.2
• KLAZ	Hot Springs	C1	105.9	95.0	994		Noalmark Bcstg Corp	71				CHR				0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
KLEC	Lonoke	C2	106.3	50.0	492	g	Equity Bcstg Corp	82	9808		st	1 Alternative	1,000	0.79	6.2	3.3	4.9	4.2	5.6	6.0	5.5	4.9	5.3
KHKN	Benton	C2	106.7	16.0	866	a	Clear Channel Comm	79	9710		d4	Country	450	0.84	2.6	2.2	1.6	2.7	2.7	1.3	2.7	2.1	2.9
KLAL	Wrightsville	C2	107.7	50.0 cp	358	c	Citadel Comm Corp	92	9710	900		Top 40	450	0.56	3.9	3.7	4.7	4.2	3.2	3.6	4.3	3.2	2.7
					# FM Stations -	24	# Combos -	19	FM TOTALS					88.5	75.5	77.0	77.3	78.1	77.9	76.9	76.2	79.7	

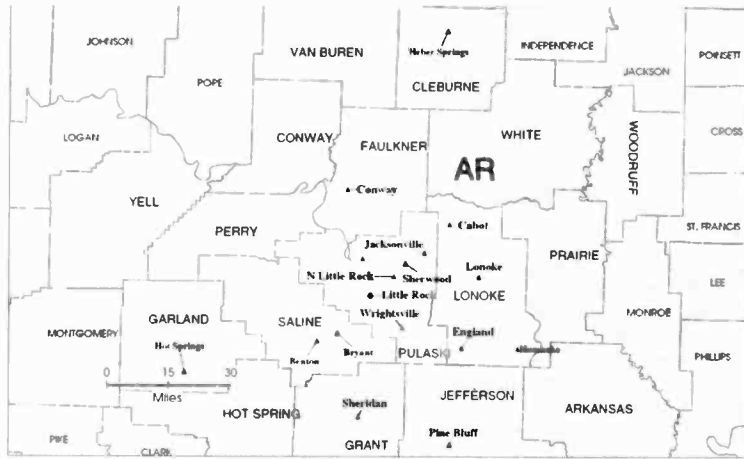
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 85

Revenue Rank: 93

Little Rock, AR Market Overview



Metro Counties / Population (000)

Faulkner, AR	88.0
Lonoke, AR	53.8
Pulaski, AR	362.4
Saline, AR	85.0
Total	589.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$19,800	\$21,000	\$22,600	\$24,300	\$24,900	\$20,500	0.7%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-17.7%	\$21,900	\$23,300	\$24,900	\$26,300	\$28,100	6.5%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.41/1,000	\$2.86/1,000	Local 88%
Revenue/Capita	\$36.26	\$34.79	\$45.80	National 12%

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	546.0	589.2	1.5%	589.2	613.5	0.8%
Households	207.5	227.1	1.8%	227.1	239.6	1.1%
Retail Sales	NA ^{1/}	8,518.2	NA ^{1/}	8,518.2	9,823.2	2.9%
EBI ^{2/}	8,305.3	10,364.5	4.5%	10,364.5	13,145.2	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	284.9	53.4	26.9	26.1	40.6	46.6	40.9	50.3
Women (000)	304.3	50.7	25.8	27.9	41.1	48.8	43.2	66.7
Total	589.2	104.1	52.7	54.0	81.8	95.4	84.1	117.0
Percentage	100.0%	17.7%	8.9%	9.2%	13.9%	16.2%	14.3%	19.9%
Per Capita	\$ 17,591							
					Median Household	\$ 34,064		
							Avg Household	\$ 45,638
Ethnic Population:	White	75.7%	Black	22.3%	Asian	1.3%	Hispanic	2.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8		16	17	24	14	38
Tot 12+	12.0		65.0	76.2	77.0	10.6	87.6
Avg 12+	1.5		4.1	4.5	3.2	0.8	2.3
Tot LCS	13.7		74.2	87.0	87.9	12.1	100.0
Avg LCS	1.7		4.6	5.1	3.7	0.9	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)										
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000	
• 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				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KGHT	Sheridan	B	880	50.0	0.22		Metropolitan Radio	82	9612	338		Gospel	150		0.7	1.0	0.7	0.8	0.9	0.5	0.6	1.0	0.4	
KARN	Little Rock	B	920	5.0	5.00	c	Citadel Comm Corp	28	9709		d1	News/Talk	1,500	1.13	6.5	5.8	4.9	6.9	5.0	6.1	5.7	5.6	5.5	
• KJBN	Little Rock	D	1050	1.0	0.02		Joshua Ministries	46	9209	250		ChrsContem	100		0.5	0.0	0.6	0.0	0.5	0.5	0.9	0.5	0.0	
KAAY	Little Rock	A	1090	50.0	50.00	c	Citadel Comm Corp	24	9811	5,000		Gospel	1,000		0.5	1.0	0.6	0.5	0.5	0.6	0.4	0.8	0.0	
• KLRG	North Little Rock	B	1150	5.0	1.00		Willis Bcstg Corp	46	9003	250		Urban/Gospl	50		0.7	0.7	0.6	0.0	0.0	0.0	0.0	1.8	0.6	
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 Comm Corp	27	9711		d2	Gospel	200	0.98	1.0	1.5	1.9	0.9	1.1	0.9	1.2	1.0	0.4	
• K TOD	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	
• KBBL	Cabot	D	1350	2.5	0.07	g	Equity Bcstg Corp	80	9902	75	1	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KRNN	North Little Rock	B	1380	5.0	2.50		AM1380 LLC	57	9906	500	na	Children				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	350	1.14	1.5	1.2	1.3	1.2	0.9	1.1	1.8	1.0	1.3	
• 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 -	6	AM TOTALS							11.4	11.6	10.6	10.3	8.9	9.7	10.6	11.7	8.2
					AM & FM Stations Profiled -	38	# Duopolies -	10	Total Local Commercial Share							87.1	87.6	87.6	87.0	87.6	87.5	87.9	87.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 86

Revenue Rank: 129

Gainesville - Ocala, FL Market Overview



Metro Counties / Population (000)

Alachua, FL	220.7
Gilchrist, FL	14.8
Levy, FL	35.1
Marion, FL	263.7
Total	534.3

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$11,500	\$11,800	\$12,500	\$14,600	\$15,900	\$15,100	5.5%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.0%	\$15,900	\$17,000	\$18,100	\$19,200	\$20,400	6.3%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.45/1,000	\$2.80/1,000	Local 80%
Revenue/Capita	\$24.43	\$28.26	\$35.56	National 20%

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	470.8	534.3	2.6%	534.3	573.6	1.4%
Households	186.4	211.5	2.6%	211.5	229.2	1.6%
Retail Sales	NA ^{1/}	6,160.3	NA ^{1/}	6,160.3	7,283.3	3.4%
EBI ^{2/}	5,993.3	7,705.1	5.2%	7,705.1	9,630.5	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	260.8	41.8	19.4	32.4	33.1	36.8	32.9	64.5
Women (000)	273.5	40.1	18.8	31.1	32.6	38.6	36.3	76.0
Total	534.3	81.9	38.1	63.5	65.7	75.4	69.2	140.5
Percentage	100.0%	15.3%	7.1%	11.9%	12.3%	14.1%	13.0%	26.3%
Per Capita	\$ 14,421							
Ethnic Population:	White	82.2%	Black	15.0%	Asian	2.1%	Hispanic	5.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11		9	12	20	10	30
Tot 12+	20.6		38.2	55.0	58.8	5.5	64.3
Avg 12+	1.9		4.2	4.6	2.9	0.6	2.1
Tot LCS	32.0		59.4	85.5	91.4	8.6	100.0
Avg LCS	2.9		6.6	7.1	4.6	0.9	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WNDT	Alachua	A	92.5	3.2	443	f	Dix Communications	96	9711	675		Clsc Rock			3.3	3.7	2.2	2.0	2.2	1.4	2.0	1.0	0.9
WMFQ	Ocala	C2	92.9	50.0	476	b	Asterisk Comm Inc	77	9503	2,100		Soft AC	750	0.97	5.1	4.2	2.9	3.4	3.1	3.2	3.9	4.7	5.6
WOGK	Ocala	C	93.7	100.0	1348	f	Dix Communications	60	8605			Country	2,200	1.20	12.1	7.3	7.4	8.6	6.9	9.9	9.9	9.3	9.2
WNDD	Silver Springs	A	95.5	6.0	328	f	Dix Communications	91	9709	4,060		Clsc Rock	1,650	2.28	4.8	4.2	4.0	2.8	3.3	2.7	2.3	5.5	5.1
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	1,100	0.80	9.1	7.1	6.9	5.4	6.3	4.6	4.2	3.4	1.5
WKTK	Crystal River	C1	98.5	100.0	981	g	Entercom	76	8612	3,600		AC	2,400	1.51	10.5	5.4	5.3	6.8	6.7	6.5	7.1	6.8	6.9
WBXY	La Crosse	A	99.5	2.2	472	b	Asterisk Comm Inc	99				Hot AC	350	1.01	2.3	0.8	0.8	1.3	1.6	1.1	1.3	1.1	1.1
WHHZ	Newberry	C3	100.5	11.0	492	a	Pamal Broadcasting	94	0102	2,000		CHR	100		0.5	0.9	1.0	0.7	0.0	1.0	1.0	1.0	0.9
WXJZ	Gainesville	A	100.9	6.0	299	b	Asterisk Comm Inc	82	9310	1,400		Smooth Jazz	250	0.97	1.7	1.5	1.3	1.1	1.1	1.1	1.3	0.7	0.0
WTMG	Williston	A	101.3	3.5	433	a	Pamal Broadcasting	83	0101	3,250	c1	Urban AC	1,200	0.87	9.1	6.0	5.1	6.7	5.0	5.0	6.6	6.0	6.0
WDJY	Trenton	A	101.7	4.3 cp	390	a	Pamal Broadcasting	88	0101	763		Country	50	0.25	1.3	0.6	0.5	1.6	0.0	0.0	0.0	0.0	0.0
WTRS	Dunnellon	C2	102.3	50.0	489	b	Asterisk Comm Inc	69	8303	385		Country	1,000	1.05	6.3	4.2	5.1	3.4	4.7	6.9	6.1	5.4	4.9
WRGO	Cedar Key	C3	102.7	12.5 cp	459	a	Pamal Broadcasting	96	0010	850		Oldies	175	1.05	1.1	0.6	0.0	0.8	0.6	0.6	0.5	0.0	0.0
WRUF	Gainesville	C1	103.7	100.0	768	d	Univ of Florida	48				Rock	1,300	1.02	8.4	5.9	5.9	4.7	6.1	6.5	5.3	6.0	6.0
WIFL	Inglis	A	104.3	4.4 cp	381		Seven Rivers Bcst	96	9804	1,200		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	300	0.95	2.1	0.9	1.4	1.3	1.4	1.9	1.9	1.8	1.1
WYKS	Gainesville	A	105.3	3.0	466	c	Gillen, Albert J	70	8708	1,900	c2	CHR	600	0.72	5.5	2.9	4.2	3.7	3.4	5.0	5.4	4.2	4.3
WKZY	Cross City	C1	106.9	100.0 cp	469	a	Pamal Broadcasting	87	0008	2,750	c1	Lite Rock	150	0.21	4.7	2.6	1.1	1.1	4.9	3.7	2.2	0.0	0.0
WNDN	Chiefland	A	107.9	6.0	328	f	Dix Communications	92	9912	470	c2	Clsc Rock			1.5	0.0	0.0	0.8	1.1	0.0	0.0	0.0	0.0
# FM Stations -					20	# Combos -					18	FM TOTALS			89.4	58.8	55.1	56.2	58.4	61.1	61.0	56.9	53.5

AM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WRZN	Hemando	B	720	10.0	0.25	a	Pamal Broadcasting	89	0010	650		Adlt Stndrd	150	0.34	2.9	2.2	2.2	2.6	1.1	1.4	2.1	3.1	3.4	
WRUF	Gainesville	B	850	5.0	5.00	d	Univ of Florida	28				Talk	475	1.17	2.7	1.4	1.6	2.1	1.3	1.9	0.9	1.3	2.3	
● WMOP	Ocala	D	900	2.7	0.02	e	Florida Sportstalk	53	9701	350		Sports	200		0.6	0.5	0.6	0.0	0.8	0.5	1.0	0.0	0.8	
● WLQH	Chiefland	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	150	0.99	1.0	0.6	0.0	1.3	0.0	0.0	0.0	1.6	1.7	
WGCG	Gainesville	C	1230	1.0	1.00	e	Florida Sportstalk	48	9701	300		Sports			0.5	0.0	0.0	0.0	0.6	0.6	0.4	0.7	0.9	
● WCFI	Ocala	B	1290	5.0	1.00		Vector Comm Inc	39	9909			News				0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.4	
● WOCA	Ocala	D	1370	5.0	0.03		Westshore Bcstg Inc	57	0004	743		News/Talk	350	1.05	2.2	0.8	2.1	1.1	1.7	1.4	2.5	0.8	2.3	
● 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	0.5	0.6	0.5	0.0	0.0	0.6	
# AM Stations -					10	# Combos -					8	AM TOTALS			10.8	5.5	7.0	7.6	6.1	6.3	6.9	7.5	12.4	
AM & FM Stations Profiled -					30	# Duopolies -					10	Total Local Commercial Share			64.3	62.1	63.8	64.5	67.4	67.9	64.4	65.9		

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 87

Revenue Rank: 97

Bakersfield, CA Market Overview



Metro Counties / Population (000)

Kern, CA	565.2
	565.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$14,700	\$15,000	\$15,000	\$16,600	\$19,300	\$19,800
Δ 00 - 01	2.6%						
	2002	2003	2004	2005	2006	Δ 01 - 06	
	\$20,900	\$22,100	\$23,200	\$24,600	\$26,200	5.8%	
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$3.67/1,000	\$3.93/1,000	Local	85%		
Revenue/Capita	\$27.77	\$35.03	\$44.03	National	15%		

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	529.3	565.2	1.3%	565.2	595.0
Households	171.5	183.5	1.4%	183.5	194.9	1.2%
Retail Sales	NA ^{1/}	5,400.5	NA ^{1/}	5,400.5	6,674.8	4.3%
EBI ^{2/}	6,018.3	7,697.3	5.0%	7,697.3	9,162.0	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	289.5	63.5	26.5	26.7	46.1	45.2	35.9	45.6
Women (000)	275.8	60.8	25.0	22.8	38.0	40.7	34.7	53.7
Total	565.2	124.3	51.6	49.5	84.1	85.8	70.7	99.3
Percentage	100.0%	22.0%	9.1%	8.8%	14.9%	15.2%	12.5%	17.6%
Per Capita	\$ 13,618		Median Household	\$ 33,856		Avg Household	\$ 41,943	
Ethnic Population:	White	85.3%	Black	6.9%	Asian	4.5%	Hispanic	39.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	10		15	18	14	32
Tot 12+	18.3	48.7		65.0	67.0	13.8	80.8
Avg 12+	2.3	4.9		4.3	3.7	1.0	2.5
Tot LCS	22.6	60.3		80.4	82.9	17.1	100.0
Avg LCS	2.8	6.0		5.4	4.6	1.2	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	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
KIWI	Bakersfield	A	92.1	2.0	568	h	Lotus Comm Corp	85	9909	6,300	c2	Spanish AC	1,650	1.89	4.4	4.7	4.5	3.4	3.2	3.7	2.7	3.8	3.8	
KMYX	Arvin	A	92.5	1.2	751	b	Radio Campesina Inc	87				Mexican	500	0.65	3.9	5.2	4.4	4.8	2.2	4.6	2.4	2.4	2.9	
KISV	Bakersfield	B	94.1	4.5	1332	e	Amer General Media	48	8205	1,675	1	Urb/R&B/HH	2,200	0.88	12.6	8.9	10.8	10.1	9.2	11.0	8.5	10.4	9.9	
KLLY	Oildale	B1	95.3	12.5	463	c	Buckley Bcstg Corp	85	8611	1,300		Modern AC	825	1.19	3.5	2.8	3.0	3.1	2.1	2.6	2.9	2.6	3.0	
KKXX	Bakersfield	B	96.5	50.0	499	g	Clear Channel Comm	63	0012		g1	Top 40	700	0.59	6.0	4.9	5.0	4.5	4.1	4.3	4.2	5.4	5.0	
KSMJ	Shafter	A	97.7	4.1 cp	397	c	Buckley Bcstg Corp	78	0101	2,000		Smooth Jazz	700	1.10	3.2	2.6	3.0	2.8	3.3	3.7	3.2	1.2	1.8	
KDFO	Delano	B1	98.5	8.0	581	g	Clear Channel Comm	68	0012		g1	Clsc Rock	900	0.91	5.0	2.9	2.4	3.4	4.1	3.4	4.0	4.2	4.1	
KKBB	Bakersfield	B1	99.3	1.2	1345	c	Buckley Bcstg Corp	90	9410	1,000		Clsc Rock	600	0.95	3.2	2.3	1.8	2.3	1.9	1.8	2.7	2.8	2.7	
KGFM	Bakersfield	B	101.5	6.7	1299	d	Lagniappe Bcstg Inc	64	9212	1,750	c2	1 Soft Rock	1,250	1.13	5.6	5.1	5.5	4.1	4.3	4.9	3.2	4.9	4.6	
KCNQ	Kernville	A	102.5	0.1	1230	f	Bohn, Robert & Kathy	85	9708	200		Country	150	0.54	1.4	0.6	0.6	1.0	0.8	1.6	0.6	0.9	1.2	
KPSL	Mcfarland	B1	102.9	25.0 cp	322	h	Lotus Comm Corp	89	0102	2,500		Spanish	425	1.19	1.8	2.0	2.7	2.0	1.7	1.2	1.9	1.2	1.5	
KBDS	Taft	A	103.9	6.0	328	b	Radio Campesina Inc	99	9407	418	c1	Mexican			0.2	0.0	0.9	0.4	0.5	0.0	0.0	0.5	0.0	
KRFR	Shafter	A	104.3	6.0	305	e	Amer General Media	94	9712	1,500	c4	1 Rock	500	0.90	2.8	3.5	2.9	2.5	2.2	2.1	2.1	2.1	2.7	
KVLI	Lake Isabella	A	104.5	0.2	1260	f	Bohn, Robert & Kathy	92	9706	300	c1	Clsc Rock	100		0.6	0.6	0.5	0.9	0.0	0.0	0.5	0.7	0.6	
KKDJ	Delano	B	105.3	35.0	581	g	Clear Channel Comm	87	0012		g1	AC	600	0.70	4.3	2.6	2.9	3.9	3.2	2.9	3.1	3.8	3.8	
KRAB	Greenacres	B1	106.1	25.0	328	g	Clear Channel Comm	89	0012		g1	AOR	1,050	0.71	7.5	5.5	5.2	5.8	7.0	5.4	6.1	6.6	5.6	
KCWR	Bakersfield	A	107.1	6.0	164	a	Buck Owens Prdctn Co	89	9308	900		Country	500	0.90	2.8	1.9	1.5	1.2	1.9	1.3	3.4	2.4	1.8	
KUZZ	Bakersfield	B	107.9	6.0	1365	a	Buck Owens Prdctn Co	68				Country	3,400	1.25	13.7	9.7	9.4	10.2	9.3	11.2	11.4	10.6	9.9	
# FM Stations -					18	# Combos -					18	FM TOTALS				82.5	65.8	67.0	66.4	61.0	65.7	62.9	66.5	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
KUZZ	Bakersfield	B	550	5.0	5.00	a	Buck Owens Prdctn Co	46				Country	200	0.72	1.4	0.9	0.9	0.7	0.9	0.9	0.8	1.4	1.4	
KDFO	Bakersfield	B	800	1.0	0.44	g	Clear Channel Comm	59	0012		g1	Sports				0.7	0.6	0.4	0.0	0.0	0.0	0.0	0.0	
● KGET	Bakersfield	B	970	1.0	5.00	g	Clear Channel Comm	58	0105	1,400		News	100	0.51	1.0	1.9	2.0	2.0	1.9	2.6	0.6	0.0	0.0	
KCHJ	Delano	B	1010	5.0	1.00	h	Lotus Comm Corp	51	9909		c3	Span/Oldes	425	1.43	1.5	2.6	1.8	0.7	2.1	0.7	1.6	1.0	1.4	
● KMAP	Frazier Park	D	1050	10.0	0.00		Talk Central Ntwks	93	0209 p	1,000		Children			0.4	0.0	0.0	0.0	0.0	0.0	0.5	0.7	0.0	
KAFY	Bakersfield	B	1100	4.2	0.80		Gomez, Nelson F.	00	9603	130	cp	Spanish			0.4	0.0	0.0	0.0	0.5	0.7	0.0	0.0	0.5	
● KQAB	Lake Isabella	D	1140	1.0 cp	0.00	f	Bohn, Robert & Kathy	77	9708		c1	Talk	50		0.2	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	
● KERI	Wasco-Greenacr	B	1180	50.0	10.00	i	KWSO Inc	50				Chrst/Talk	350		0.6	0.6	1.1	0.0	0.5	0.6	0.0	0.5	0.9	
KGEO	Bakersfield	C	1230	1.0	1.00	d	Lagniappe Bcstg Inc	56	9212		c2	1 Talk/Sprts	300	1.01	1.5	1.0	0.6	1.2	0.9	0.7	1.1	1.4	1.4	
● 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	0.42	1.2	0.4	0.6	0.7	1.3	0.6	0.8	0.7	1.7	
KERN	Bakersfield	B	1410	1.0	1.00	e	Amer General Media	32	7505			1 News/Talk	1,350	1.12	6.1	4.2	3.6	4.4	4.3	3.1	5.5	4.7	5.9	
KWAC	Bakersfield	C	1490	1.0	1.00	h	Lotus Comm Corp	54	9909		c3	Spanish	550	1.46	1.9	1.2	1.2	1.3	0.6	1.6	1.0	1.6	1.7	
KNZR	Bakersfield	A	1560	25.0	10.00	c	Buckley Bcstg Corp	33	9001	1,000		Nws/Tik/Spt	300	0.95	1.6	1.6	1.4	1.7	1.6	1.0	1.6	1.4	1.2	
# AM Stations -					14	# Combos -					12	AM TOTALS				17.8	15.1	13.8	13.1	14.6	13.1	13.5	13.4	16.1
AM & FM Stations Profiled -					32	# Duopolies -					11	Total Local Commercial Share				80.9	80.8	79.5	75.6	78.8	76.4	79.9	81.0	

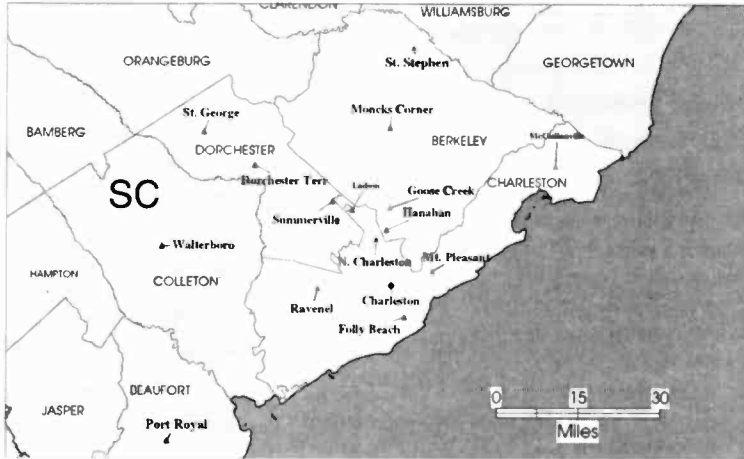
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 88

Revenue Rank: 85

Charleston, SC Market Overview



Metro Counties / Population (000)

Berkeley, SC	143.7
Charleston, SC	311.1
Dorchester, SC	97.4
Total	552.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$17,000	\$18,400	\$18,900	\$21,100	\$23,600	\$22,300
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-5.5%	\$23,500	\$25,000	\$26,600	\$28,200	\$30,100

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.10/1,000	\$3.50/1,000	Local 85%
Revenue/Capita	\$33.04	\$40.38	\$52.49	National 15%

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	514.6	552.2	1.4%	552.2	573.4	0.8%
Households	183.2	200.8	1.9%	200.8	213.3	1.2%
Retail Sales	NA ^{1/}	7,188.2	NA ^{1/}	7,188.2	8,609.2	3.7%
EBI ^{2/}	6,871.6	8,637.3	4.7%	8,637.3	10,879.8	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	272.9	56.0	23.6	30.8	44.9	43.7	35.1	38.7
Women (000)	279.3	54.0	22.9	29.4	41.7	44.5	36.6	50.2
Total	552.2	110.0	46.5	60.2	86.7	88.2	71.7	88.9
Percentage	100.0%	19.9%	8.4%	10.9%	15.7%	16.0%	13.0%	16.1%
Per Capita	\$ 15,642							
				Median Household	\$ 32,883		Avg Household	\$ 43,014
Ethnic Population:	White 66.4%	Black 31.3%	Asian 1.7%	Hispanic 2.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		16	16	18	10	28
Tot 12+	4.9		67.2	70.9	72.1	12.3	84.4
Avg 12+	2.5		4.2	4.4	4.0	1.2	3.0
Tot LCS	5.8		79.6	84.0	85.4	14.6	100.0
Avg LCS	2.9		5.0	5.3	4.7	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

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
WWWZ	Summerville	C2	93.3	50.0	492	b	Citadel Comm Corp	74	9906		g2	Urban	2,800	1.02	12.3	9.2	8.1	9.3	11.6	11.2	8.7	12.0	10.6
WSPP	Goose Creek	C3	94.3	25.0 cp	328		Concord Media Group	83	9902	1,600	1	Urban	500	0.56	4.0	3.9	3.8	4.0	3.4	3.4	3.3	3.5	3.5
WSSX	Charleston	C0	95.1	100.0	1001	b	Citadel Comm Corp	45	9906		g2	CHR	2,000	1.40	6.4	4.8	6.0	4.7	5.7	5.4	7.0	4.5	5.4
WAVF	Hanahan	C1	96.1	100.0	538	f	Apex Bcstg Inc	85	0112	6,000		AOR	2,100	1.36	6.9	5.6	5.3	4.9	5.7	6.5	5.6	6.9	5.0
WSUY	Charleston	C	96.9	100.0	1768	b	Citadel Comm Corp	48	9906		g2	Soft Rock	1,650	1.48	5.0	4.8	4.8	5.2	4.0	5.1	4.4	4.4	3.5
WYBB	Folly Beach	C2	98.1	50.0	479	e	L. M. Communications	88	8806	2,000		Clsc Rock	650	0.97	3.0	4.6	2.9	3.2	2.3	2.6	3.0	2.9	2.0
WWBZ	McClellanville	C2	98.9	50.0	492	a	Daniels, Thomas B	94	0011	1,600		Urban/HpHo	400	0.53	3.4	1.9	2.5	2.7	4.3	2.9	3.7	2.9	2.3
WJZX	Port Royal	C	99.7	100.0	1211	f	Apex Bcstg Inc	89	0112			Smooth Jazz			0.2	2.6	1.5	1.9	1.2	0.7	0.0	0.0	0.0
WALC	Charleston	C3	100.5	17.5	394	d	Clear Channel Comm	89	9905		g1	1 Hot AC	650	0.77	3.8	2.0	1.5	2.4	2.3	3.7	3.0	2.6	3.8
WPAL	Ridgeville	C3	100.9	25.0 cp	328		Caswell Comm Inc	68	0206 p	850		Urban AC	200	0.75	1.2	1.2	0.8	0.0	0.0	0.9	1.0	1.6	0.7
WMGL	Ravenel	C3	101.7	5.3 cp	430	b	Citadel Comm Corp	86	9906		g2	Urban	1,300	0.99	5.9	4.5	6.5	5.4	5.0	4.9	5.3	3.9	6.2
WXLY	North Charleston	C	102.5	100.0	1001	d	Clear Channel Comm	62	9905		g1	1 Oldies	2,000	1.08	8.3	6.9	6.2	7.4	7.9	7.8	7.4	6.0	7.6
WEZL	Charleston	C1	103.5	100.0	659	d	Clear Channel Comm	70	9905		g1	1 Country	2,500	1.44	7.8	6.2	6.2	6.9	7.8	5.6	6.9	5.8	8.6
WRFO	Mount Pleasant	C2	104.5	20.5	656	d	Clear Channel Comm	85	9905		g1	1 Clsc Hits	1,000	1.02	4.4	2.7	5.1	3.5	4.3	3.8	3.9	4.1	3.3
WCOO	Kiawah Island	C2	105.5	50.0	436	e	L. M. Communications	69	9505		na	R&B Oldies	800	0.92	3.9	2.4	2.8	3.5	3.2	2.9	4.7	3.4	2.5
WTUA	St. Stephen	A	106.1	6.0	328		Ravenell, Jeremiah	89	9907			Gospel			1.7	1.4	0.4	0.4	1.3	0.7	0.9	1.3	2.8
WJNI	Ladson	A	106.3	6.0	328	a	Daniels, Thomas B	98				Gospel	250	0.27	4.2	3.5	4.5	3.8	3.4	3.8	3.3	3.1	4.2
WNKT	St. George	C	107.5	100.0	984	b	Citadel Comm Corp	71	9906		g2	Country	1,000	1.21	3.7	2.9	3.2	4.9	3.2	2.8	2.9	4.2	3.1
# FM Stations -				18	# Combos -				15	FM TOTALS				86.1	71.1	72.1	74.1	76.6	74.7	75.0	73.1	75.1	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
• WSCC	Charleston	D	730	5.0 cp	0.10	d	Clear Channel Comm	47	9905		g1	1 Talk	450	0.58	3.5	2.2	2.0	2.2	3.4	3.7	2.1	3.8	2.4
• WQIZ	St. George	D	810	5.0	0.00		Faith Cathedral Fell	62	0112	100		Gospel	100		0.6	0.0	0.0	0.0	0.0	0.6	0.0	1.5	0.0
• WTMZ	Dorchester	B	910	0.5	0.50	b	Citadel Comm Corp	60	9906		g2	Nostalgia	100		0.2	2.0	1.4	0.0	0.0	0.0	0.0	0.6	0.0
• WWJK	Moncks Corner	B	950	10.0 cp	6.00	c	Kirkman Bcstg Inc	63	0101	300		Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAZS	Summerville	D	980	1.0	0.13	a	Daniels, Thomas B	63	0009	200		Cntry/Gospl			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTMA	Charleston	B	1250	5.0	1.00	b	Citadel Comm Corp	39	9906		g2	News/Talk	975	1.18	3.7	3.0	3.7	2.9	2.9	3.4	3.3	3.9	2.4
WQSC	Charleston	C	1340	1.0	1.00	c	Kirkman Bcstg Inc	46	9411	100		Sports	200	0.90	1.0	1.0	0.7	1.0	0.7	0.4	1.3	0.9	0.8
WXTC	Charleston	B	1390	5.0	5.00	b	Citadel Comm Corp	30	9906		g2	Gospel	500	0.45	5.0	4.3	4.5	4.3	3.5	4.6	3.7	4.4	4.8
WQNT	Charleston	C	1450	0.8	0.85	c	Kirkman Bcstg Inc	48	9512	10		Sports			0.0	0.0	0.6	0.4	0.0	0.0	0.0	0.0	0.0
• WZJY	Mount Pleasant	D	1480	0.9	0.04		Caswell Comm Inc	82	0209	450		Relgn/Talk	150		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				10	# Combos -				8	AM TOTALS				14.0	12.5	12.3	11.0	10.9	12.7	10.4	15.1	10.4	
AM & FM Stations Profiled -				28	# Duopolies -				10	Total Local Commercial Share				83.6	84.4	85.1	87.5	87.4	85.4	88.2	85.5		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 89

Revenue Rank: 191

Stockton, CA Market Overview



Metro Counties / Population (000)

San Joaquin, CA	569.8
	569.8

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$7,700	\$7,800	\$7,400	\$8,200	\$9,500	\$8,200	1.1%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-13.7%	\$8,700	\$9,300	\$9,900	\$10,500	\$11,200	6.6%

Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout
	NA ^{1/}	\$1.39/1,000	\$1.45/1,000	
	\$14.33	\$14.39	\$18.11	National 15%

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	537.3	569.8	1.2%	569.8	618.5
Households	170.1	185.0	1.7%	185.0	201.4	1.7%
Retail Sales	NA ^{1/}	5,885.6	NA ^{1/}	5,885.6	7,700.0	5.5%
EBI ^{2/}	6,494.6	8,486.9	5.5%	8,486.9	10,547.7	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	288.5	61.3	26.6	27.1	41.1	45.6	37.3	49.4
Women (000)	281.4	58.1	24.5	23.5	36.9	43.3	36.3	58.8
Total	569.8	119.4	51.1	50.6	78.0	88.9	73.5	108.2
Percentage	100.0%	21.0%	9.0%	8.9%	13.7%	15.6%	12.9%	19.0%
Per Capita	\$ 14,895							
				Median Household	\$ 37,496		Avg Household	\$ 45,875
Ethnic Population:	White 75.8%		Black 7.7%		Asian 14.0%		Hispanic 31.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	4		7	9	4	13
Tot 12+	26.6	16.3		40.8	42.9	1.6	44.5
Avg 12+	5.3	4.1		5.8	4.8	0.4	3.4
Tot LCS	59.8	36.6		91.7	96.4	3.6	100.0
Avg LCS	12.0	9.2		13.1	10.7	0.9	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 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
																2002	2001	2001	2000	2000	1999	1999	1998	
KHOP	Oakdale	B	95.1	29.5	633		Citadel Comm Corp	85	9703	See (123)		Hot AC	n/a		4.8	1.3	1.5	2.4	1.8	2.2	2.1	3.1	2.6	
KMRQ	Manteca	A	96.7	1.5	466	d	Clear Channel Comm	79	0008			Rock	n/a		1.6	0.8	2.0	1.3	0.0	0.5	0.8	2.0	0.8	
KWIN	Lodi	A	97.7	3.0	299	b	Silverado Bcstg Co	59	9404	3,300		CHR	2,700	1.48	22.3	11.2	9.1	9.6	10.1	11.5	10.3	9.6	11.4	
KJOY	Stockton	A	99.3	4.0	322	b	Silverado Bcstg Co	68	9808	3,600		AC	1,200	1.06	13.8	3.4	4.7	5.4	6.9	3.6	4.6	4.0	4.3	
KQOD	Stockton	A	100.1	6.0	328	a	Clear Channel Comm	80	0008	5,140		Oldies	1,850	2.09	10.8	6.2	3.6	4.3	5.3	5.0	6.5	4.7	6.6	
KMIX	Tracy	A	100.9	6.0	328	f	Entravision Comm Co	66	0008		g4	Spanish	1,200	2.25	6.5	5.0	5.1	2.7	3.1	2.6	3.6	2.0	5.6	
KATM	Modesto	B	103.3	50.0	499	e	Citadel Comm Corp	48	9212			Country	n/a		20.6	7.5	9.0	7.3	11.1	8.4	9.2	9.3	10.3	
KHKK	Modesto	B	104.1	50.0	499	e	Citadel Comm Corp	49	9308			Clsc Hits	n/a		13.2	5.9	7.6	5.3	6.4	7.0	5.4	5.3	5.6	
KSTN	Stockton	B	107.3	8.1	1611	c	San Joaquin Bcstg	62				Spanish	600	2.29	3.2	1.6	1.9	1.3	1.5	1.6	2.0	2.2	1.1	
# FM Stations -					9	# Combos -					7	FM TOTALS				96.8	42.9	44.5	39.6	46.2	42.4	44.5	42.2	48.3

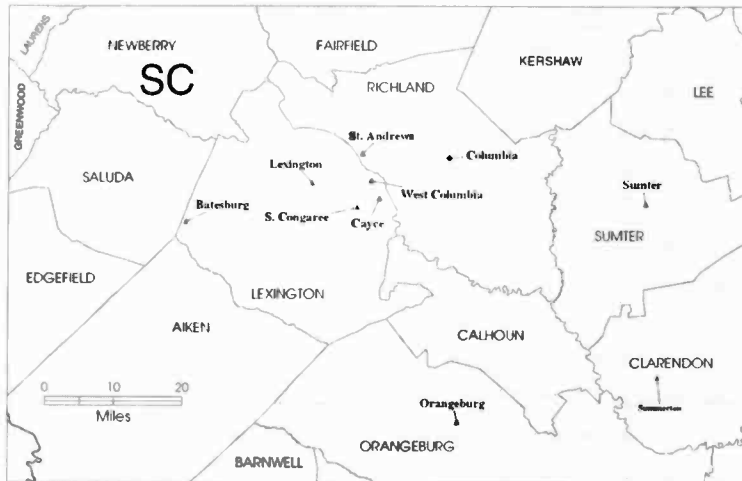
AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
																2002	2001	2001	2000	2000	1999	1999	1998	
KWG	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	0.5	1.2
KUYL	Stockton	B	1280	1.0	1.00	a	Clear Channel Comm	47	0008		g	Christian	150	1.22	1.5	0.0	0.0	0.6	0.7	1.7	1.0	2.0	1.9	
KSTN	Stockton	B	1420	5.0	1.00	c	San Joaquin Bcstg	49				Oldies	350	4.27	1.0	0.0	0.0	0.6	0.3	0.0	0.0	0.5	0.0	
KCVR	Lodi	B	1570	5.0	0.50	f	Entravision Comm Co	46	0008		g	Spanish	100		0.7	1.6	0.7	0.6	0.0	1.4	0.8	0.5	0.9	
# AM Stations -					4	# Combos -					3	AM TOTALS				3.2	1.6	0.7	1.8	1.0	3.1	1.8	3.5	4.0
AM & FM Stations Profiled -					13	# Duopolies -					3	Total Local Commercial Share				44.5	45.2	41.4	47.2	45.5	46.3	45.7	52.3	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 90

Revenue Rank: 73

Columbia, SC Market Overview



Metro Counties / Population (000)

Lexington, SC	219.6
Richland, SC	323.3
Total	542.9

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$21,900	\$23,800	\$26,700	\$28,000	\$30,700	\$27,700
Δ 00 - 01	-9.8%	2002	2003	2004	2005	2006	Δ 01 - 06
		\$29,200	\$31,100	\$33,100	\$35,100	\$37,400	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.60/1,000	2006 \$4.06/1,000	Est. Breakout			
Revenue/Capita	\$44.38	\$51.02	\$64.61	Local	80%		
				National	20%		

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	493.5	542.9	1.9%	542.9	578.9
Households	180.2	203.6	2.5%	203.6	222.5	1.8%
Retail Sales	NA ^{1/}	7,688.1	NA ^{1/}	7,688.1	9,209.5	3.7%
EBI ^{2/}	6,953.5	9,411.2	6.2%	9,411.2	12,179.0	5.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	264.8	46.0	24.2	30.1	40.8	45.9	37.1	40.8
Women (000)	278.1	44.6	22.9	30.5	40.9	47.2	39.0	52.9
Total	542.9	90.6	47.0	60.7	81.7	93.1	76.1	93.7
Percentage	100.0%	16.7%	8.7%	11.2%	15.0%	17.1%	14.0%	17.3%
Per Capita	\$ 17,335	Median Household		\$ 40,288	Avg Household		\$ 46,224	
Ethnic Population:	White 65.1%	Black 32.7%	Asian 1.8%	Hispanic 2.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9		6	12	15	9	24
Tot 12+	36.3		36.7	72.0	73.0	11.0	84.0
Avg 12+	4.0		6.1	6.0	4.9	1.2	3.5
Tot LCS	43.2		43.7	85.7	86.9	13.1	100.0
Avg LCS	4.8		7.3	7.1	5.8	1.5	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 Florence.

													ARB 12+ Metro Shares (see rights)										
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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
																2002	2002	2002	2001	2001	2001	2001	2000
WZMJ	Batesburg	A	93.1	2.1	561	a	Rainbow Radio LLC	65	9901	3,412		Beach/RhyBl	200	0.72	1.0	0.9	0.8	0.9	1.2	0.9	1.4	0.6	0.6
WARQ	Columbia	A	93.5	2.8	443	d	Inner City Bcstg	71	0008		g1	Alternative	1,400	0.87	5.8	5.9	6.0	4.7	3.7	4.8	5.4	4.4	4.8
WFMV	South Congaree	A	95.3	6.0	328	e	Glory Communications	93				Gospel	1,025	0.51	7.3	6.2	6.1	5.3	6.6	6.6	5.8	6.5	5.6
WLTY	Cayce	A	96.7	3.3	443	c	Clear Channel Comm	74	0008		g	Soft AC	800	0.85	3.4	3.5	4.1	3.1	4.0	2.0	3.3	2.4	3.7
WCOS	Columbia	C1	97.5	100.0	981	c	Clear Channel Comm	51	0008		g	Country	4,200	1.39	10.9	10.2	10.0	10.5	9.1	9.8	9.1	8.4	9.1
WLJI	Summerton	A	98.3	6.0	328	e	Glory Communications	96	9702	108	cp	Gospel			0.1	0.2	0.2	0.2	0.0	0.0	0.2	0.0	0.2
WLXC	Lexington	A	98.5	6.0	328	b	Citadel Comm Corp	94	0007		g4	Urban AC	825	0.62	4.8	3.9	6.1	7.8	4.4	4.2	3.5	4.4	3.8
WSCO	West Columbia	A	100.1	5.9	328	c	Clear Channel Comm	75	0008		g	R&B Oldies	850	0.65	4.7	2.4	3.0	2.5	3.2	3.7	3.5	4.7	3.7
WWDM	Sumter	C	101.3	82.0	1322	d	Inner City Bcstg	61	0008		g1	Urban	2,000	0.94	7.7	6.8	6.9	7.0	6.7	6.7	6.6	6.6	5.9
WMFX	St. Andrews	A	102.3	6.0	328	d	Inner City Bcstg	85	0008		g1	Clisc Rock	2,600	1.16	8.1	5.8	5.0	4.9	4.5	6.7	7.1	6.0	7.2
WOMG	Columbia	A	103.1	6.0	308	b	Citadel Comm Corp	84	0007		g4	Oldies	1,450	0.99	5.3	5.2	5.0	4.5	4.7	4.2	4.1	4.5	4.9
WHXT	Orangeburg	C3	103.9	9.2	532	a	Rainbow Radio LLC	73	9901	3,413	c1	Urban	1,900	0.70	9.8	9.7	8.5	8.1	7.8	9.7	8.0	7.1	8.0
WNOK	Columbia	C	104.7	96.0	1034	c	Clear Channel Comm	59	0008		g	Adult CHR	3,900	1.38	10.2	7.7	7.4	7.7	8.1	8.1	9.0	8.2	8.8
WGVC	Simpsonville	C3	106.3	25.0 cp	253		Barnstable Bcstg Inc	89	0207	4,000		Rhymc/Oldes				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTCB	Orangeburg	C1	106.7	100.0	787	b	Citadel Comm Corp	67	0007		g4	AC	3,250	1.89	6.2	5.0	3.9	4.7	5.1	5.3	5.7	4.8	4.8
# FM Stations - 15													# Combos - 14		FM TOTALS								
													85.3	73.4	73.0	71.9	69.1	72.7	72.7	68.6	71.1		

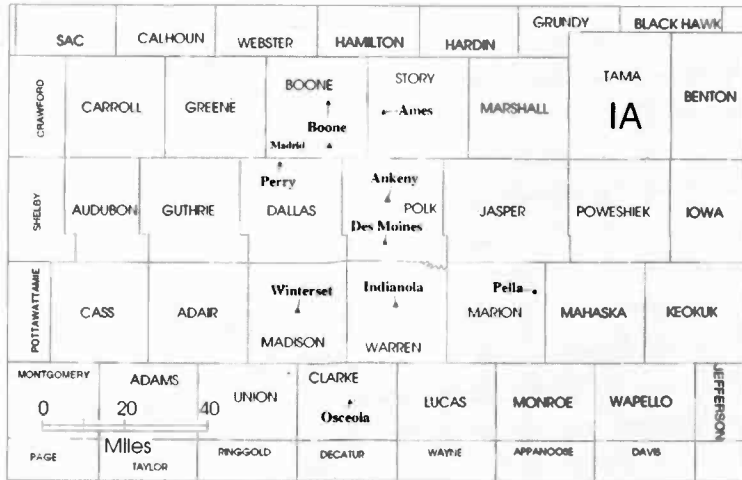
													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Day Power Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
																2002	2002	2002	2001	2001	2001	2001	2000
WVOC	Columbia	B	560	5.0	5.00	c	Clear Channel Comm	30	0008		g	Nws/Tlk/Spt	2,000	1.00	7.2	4.6	6.0	6.4	7.5	5.8	5.0	6.8	6.4
• WTGH	Cayce	D	620	1.0	0.13	e	Glory Communications	58	9910	375		Gospl/Talk	200	0.60	1.2	0.9	0.6	0.6	1.3	0.6	1.1	1.3	1.0
• WCEO	Columbia	D	840	50.0	0.00		Eastern Bcstg Gr Inc	93	0207	450		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WLGO	Lexington	D	1170	10.0	0.00		PowerNomics	88	9901	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	d	Inner City Bcstg	47	0008		g1	Sports	50	0.16	1.1	0.6	0.6	0.6	1.0	1.1	0.9	1.1	0.6
WISW	Columbia	B	1320	5.0	2.50	b	Citadel Comm Corp	54	0007		g4	News	750	0.69	3.9	2.9	2.7	2.2	2.6	2.7	2.5	3.4	4.3
WCOS	Columbia	C	1400	1.0	1.00	c	Clear Channel Comm	39	0008		g	Sports	300	0.77	1.4	1.1	1.1	0.9	1.2	1.2	0.8	1.5	1.3
• WBLR	Batesburg	D	1430	5.0	0.14		Barinowski Invest	56	9902		na	Span/Chrst				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								
													14.8	10.1	11.0	10.7	13.6	11.4	10.3	14.1	13.6		
AM & FM Stations Profiled - 24													# Duopolies - 8		Total Local Commercial Share								
													83.5	84.0	82.6	82.7	84.1	83.0	82.7	84.7			

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

Metro Rank: 91

Revenue Rank: 75

Des Moines, IA Market Overview



Metro Counties / Population (000)

Dallas, IA	41.6
Polk, IA	378.2
Story, IA	80.4
Warren, IA	41.0
Total	541.2

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$23,500	\$25,300	\$27,000	\$27,300	\$28,300	\$26,700
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.7%	\$28,100	\$29,900	\$31,900	\$33,800	\$36,000	6.2%
Revenue/Retail Sales	NA ^{1/}	\$3.36/1,000		\$3.85/1,000			Est. Breakout
Revenue/Capita	\$47.18	\$49.33		\$63.19			Local 81%
							National 19%

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	498.1	541.2	1.7%	541.2	569.7
Households	192.3	211.9	2.0%	211.9	226.2	1.3%
Retail Sales	NA ^{1/}	7,956.8	NA ^{1/}	7,956.8	9,354.5	3.3%
EBI ^{2/}	8,075.3	11,087.7	6.5%	11,087.7	14,223.3	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	262.9	47.8	21.3	30.6	38.2	42.6	36.4	46.0
Women (000)	278.3	45.0	20.6	29.8	38.4	44.1	38.2	62.1
Total	541.2	92.9	41.9	60.5	76.6	86.7	74.5	108.2
Percentage	100.0%	17.2%	7.7%	11.2%	14.2%	16.0%	13.8%	20.0%
Per Capita	\$ 20,487							
				Median Household	\$ 43,923		Avg Household	\$ 52,325
Ethnic Population:	White	92.4%	Black	4.1%	Asian	3.1%	Hispanic	4.0%

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+	1.5		68.2	68.2	69.7	17.1	86.8
Avg 12+	0.5		5.2	5.2	4.4	1.9	3.5
Tot LCS	1.7		78.6	78.6	80.3	19.7	100.0
Avg LCS	0.6		6.0	6.0	5.0	2.2	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	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
KJJY	West Des	C2	92.5	41.0	541	b	Wilks Bcstg LLC	78	0106	30,000	d1	Country	1,825	0.99	6.9	5.7	5.4	4.6	6.1	6.4	6.1	4.8	6.6		
KIOA	Des Moines	C0	93.3	100.0	cp	1122	c	Saga Comm Inc	64	9304	2,700	c1	Oldies	2,325	0.97	9.0	9.2	8.5	7.9	7.9	8.6	7.7	7.5	7.3	
KGGO	Des Moines	C	94.9	100.0		1066	b	Wilks Bcstg LLC	64	0106		d1	AOR	2,050	1.08	7.1	7.6	7.1	6.4	5.5	7.0	5.9	6.2	5.5	
KLRX	Madrid	A	96.1	2.5	515	a	Continental Radio	97	0206	p		g2	1 Sports			0.2	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.6	
KHKI	Des Moines	C1	97.3	115.0		450	b	Wilks Bcstg LLC	61	0106		d1	Country	1,450	0.85	6.4	4.7	4.8	4.1	5.3	4.3	6.9	5.5	5.5	
KRQK	Boone	C2	98.3	41.0		541	b	Wilks Bcstg LLC	75	0106		d1	Clsc Rock	1,150	0.86	5.0	3.9	4.2	3.8	4.0	5.3	4.9	3.7	3.4	
KZZQ	Winterset	A	99.5	6.0	328		Positiv Impact Media	92	9607			al	ChrsContem			1.7	1.7	1.5	1.1	1.4	1.2	1.6	2.0	1.0	
KMXD	Des Moines	C	100.3	100.0	1700	d	Clear Channel Comm	48	9905			g1	AC	1,450	1.09	5.0	3.9	3.7	4.7	3.6	4.1	4.6	5.2	3.4	
KSTZ	Des Moines	C	102.5	100.0	1260	c	Saga Comm Inc	70	8805	3,250	c2	Hot AC	2,550	1.40	6.8	6.4	5.6	6.5	5.3	7.0	5.1	5.5	5.8		
KAZR	Pella	C0	103.3	100.0	cp	1122	c	Saga Comm Inc	76	9610	2,700		AOR	1,650	0.82	7.5	6.0	6.6	6.5	5.5	6.4	6.4	5.4	7.8	
KLTI	Ames	C	104.1	100.0	1011	c	Saga Comm Inc	67	9704	3,200			Soft AC	1,125	0.77	5.5	5.4	4.9	5.9	4.5	4.6	4.7	4.3	5.3	
KCCQ	Ames	C3	105.1	25.0	328	d	Clear Channel Comm	68	9909	4,000	c3	Alternative	300	0.59	1.9	2.3	2.2	2.3	1.6	2.2	1.6	0.8	1.8		
KDLS	Perry	A	105.5	6.0	305	e	Perry Bcstg	71					Country	100		0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0		
KVJZ	Ankeny	C3	106.3	18.0	328	d	Clear Channel Comm	91	9905			g1	Smooth Jazz	900	0.96	3.5	3.0	4.2	3.8	5.3	2.2	2.8	3.0	4.2	
KJJC	Osceola	C2	107.1	27.0	650	a	Continental Radio	82	0206	p		g2	1 Sports			1.6	1.3	1.2	0.8	1.4	1.0	1.6	1.2	1.8	
KKDM	Des Moines	C1	107.5	100.0	722	d	Clear Channel Comm	95	9907	7,350			CHR	1,850	0.62	11.1	9.7	9.8	10.3	10.6	9.1	10.0	9.0	10.2	
# FM Stations -					16	# Combos -					15	FM TOTALS					79.2	70.8	69.7	69.2	68.4	69.4	69.9	64.1	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
• KPSZ	Des Moines	B	940	10.0	5.00	c	Saga Comm Inc	47	9304		c1	Religion	125		0.6	0.7	0.8	0.7	0.0	0.5	1.1	0.5	0.0		
WHO	Des Moines	A	1040	50.0	50.00	d	Clear Channel Comm	24	9905		g1	News/Talk	6,750	1.85	13.7	11.7	11.5	10.5	11.4	10.7	10.0	14.9	11.7		
KWKY	Des Moines	B	1150	1.0	1.00		Putbrese Comm Ltd	48	0205		st	Christian	175	0.66	1.0	0.7	0.7	0.7	1.2	0.9	0.7	1.0	0.8		
KDLS	Perry	B	1310	0.5	0.30	e	Perry Bcstg	61					Country			0.1	0.0	0.0	0.5	0.6	0.0	0.0	0.5		
KRNT	Des Moines	B	1350	5.0	5.00	c	Saga Comm Inc	35	8805		c2	Adlt Stndrd	325	0.27	4.5	3.5	4.1	3.3	3.4	4.0	4.1	4.5	2.9		
• KASI	Ames	D	1430	1.0	0.03	d	Clear Channel Comm	48	9909		c3	News/Talk			0.4	0.0	0.0	0.0	0.5	0.0	0.5	0.5	0.5		
KXNO	Des Moines	B	1460	5.0	5.00	d	Clear Channel Comm	21	0008		g	Sports	400		0.3	1.2	0.0	0.7	0.8	0.3	0.0	0.7	0.0		
• 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		
• KBGG	Des Moines	B	1700	10.0	1.00	b	Wilks Bcstg LLC	47	0106		d1	News				0.0	0.0	0.5	0.5	0.0	0.0	0.0	0.0		
# AM Stations -					9	# Combos -					7	AM TOTALS					20.6	17.8	17.1	16.9	18.4	16.4	16.4	22.1	16.4
AM & FM Stations Profiled -					25	# Duopolies -					9	Total Local Commercial Share						88.6	86.8	86.1	86.8	85.8	86.3	86.2	86.6

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 92

Revenue Rank: 88

Mobile, AL Market Overview



Metro Counties / Population (000)

Baldwin, AL	143.6
Mobile, AL	401.4
Total	545.0

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$14,300	\$15,500	\$18,400	\$20,900	\$23,100	\$21,700
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$3.41/1,000	\$3.80/1,000	Local 80%			
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06	
	-6.1%	\$22,900	\$24,400	\$25,900	\$27,500	\$29,300	6.2%

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	522.4	545.0	0.9%	545.0	570.0
Households	192.3	206.3	1.4%	206.3	221.3	1.4%
Retail Sales	NA ^{1/}	6,364.3	NA ^{1/}	6,364.3	7,716.6	3.9%
EBI ^{2/}	7,041.1	8,770.9	4.5%	8,770.9	11,570.4	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	261.4	50.8	26.6	22.1	32.9	40.2	36.9	52.0
Women (000)	283.6	48.9	25.4	23.5	35.3	42.6	40.7	67.2
Total	545.0	99.7	52.0	45.5	68.1	82.8	77.6	119.2
Percentage	100.0%	18.3%	9.5%	8.4%	12.5%	15.2%	14.2%	21.9%
Per Capita	\$ 16,093							
				Median Household	\$ 37,783		Avg Household	\$ 42,515
Ethnic Population:	White	70.1%	Black	27.6%	Asian	1.3%	Hispanic	1.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		15	11	17	13	30
Tot 12+	1.4		67.6	62.8	69.0	14.3	83.3
Avg 12+	0.7		4.5	5.7	4.1	1.1	2.8
Tot LCS	1.7		81.2	75.4	82.8	17.2	100.0
Avg LCS	0.8		5.4	6.9	4.9	1.3	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 Pensacola.

														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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																2002	2002	2002	2001	2001	2001	2001	2000	
WZEW	Fairhope	C3	92.1	13.5	449	a	.COM+Inc.	66	0205 p	1,890		AAA	650	1.30	2.3	2.2	3.1	1.7	1.9	2.7	1.3	1.8	2.0	
WBLX	Mobile	C	92.9	100.0	1555	d	Cumulus Bcstg Inc	73	9911	19,000	d1	Urban AC	2,950	0.91	15.0	14.7	11.3	12.6	13.5	10.9	13.3	12.4	13.5	
WMEZ	Pensacola	C0	94.1	100.0	1329		Pamal Broadcasting	60	0012	See (125)		AC	n/a		2.2	0.7	0.9	1.1	1.6	2.3	1.7	1.4	2.0	
WKSJ	Mobile	C	94.9	100.0	1555	g	Clear Channel Comm	71	9705	24,000	d2	Country	4,050	1.61	11.6	8.9	8.1	8.7	8.7	8.9	11.2	9.3	9.4	
WRKH	Mobile	C	96.1	100.0	1342	g	Clear Channel Comm	64	9705		d2	Clisc Rock	1,900	1.23	7.1	4.5	6.3	6.3	5.2	7.1	6.2	5.5	5.0	
WABB	Mobile	C	97.5	100.0	1552	f	Dittman Group	73				Adult CHR	2,850	1.41	9.3	8.6	6.8	6.5	6.4	8.0	8.3	7.0	8.0	
WDLT	Chickasaw	C2	98.3	40.0	548	d	Cumulus Bcstg Inc	81	9911		d1	Urban AC	2,425	0.98	11.4	11.4	10.9	11.3	9.9	10.2	9.2	8.8	10.0	
WMXC	Mobile	C	99.9	100.0	1755	g	Clear Channel Comm	47	9705		d2	AC	1,800	1.28	6.5	5.9	5.6	6.8	5.3	5.8	4.1	5.8	6.2	
WJLQ	Pensacola	C	100.7	100.0	1555		Cumulus Bcstg Inc	65	9911	See (125)		CHR	n/a		2.2	1.7	1.9	1.4	1.9	1.8	2.3	2.0	1.4	
• WTKX	Pensacola	C	101.5	100.0	1329		Clear Channel Comm	71	9712			Rock	n/a		5.3	3.5	4.7	3.9	5.0	4.8	5.1	3.8	3.9	
WQUA	Citronelle	C3	102.1	15.0	427		ABC Radio Inc	89	0207	1,500		Gospel	100		0.4	0.4	0.7	0.0	0.0	0.0	0.7	0.0	0.7	
WXBM	Milton	C	102.7	100.0	1329		Pamal Broadcasting	64	0012			Country	n/a		2.2	1.7	1.3	2.3	2.5	1.6	1.3	2.4	2.1	
• WYOK	Atmore	C	104.1	100.0	1555	d	Cumulus Bcstg Inc	66	9911	6,000	c1	CHR/Rhymc	350	0.62	2.6	1.4	1.5	2.4	2.4	1.8	2.8	2.1	2.0	
WBUS	Moss Point	C2	104.9	33.0	600	g	Clear Channel Comm	64	9901		sw	Country	800	1.23	3.0	2.7	2.4	2.9	2.4	2.1	1.7	3.2	2.9	
WNBP	Bay Minette	A	105.5	5.3	348	a	.COM+Inc.	64	9808	1,050		Sports	550	1.58	1.6	0.9	1.0	1.2	3.0	1.3	1.4	1.1	1.5	
WCSN	Orange Beach	A	105.7	5.0	246	c	Gulf Coast Bcstg	96	9711	760		AC	275			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
WAVH	Daphne	C2	106.5	50.0	449	d	Cumulus Bcstg Inc	93	0205 p	5,110		Oldies	750	1.11	3.1	2.0	2.1	3.0	2.7	3.3	2.5	2.1	2.5	
# FM Stations -					17	# Combos -					12	FM TOTALS				85.8	71.2	69.0	72.1	72.4	72.6	73.1	68.7	73.1

														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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																2002	2002	2002	2001	2001	2001	2001	2000	
• WDLT	Fairhope	B	660	10.0	0.85	d	Cumulus Bcstg Inc	65	9911		d1	News/Talk	100			0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0
• WNTM	Mobile	B	710	1.0	1.00	g	Clear Channel Comm	46	9705		d2	News/Talk	800	0.90	4.1	3.5	2.8	3.3	3.3	2.7	3.7	3.9	3.6	
• WBHY	Mobile	D	840	10.0	0.00	e	Goforth Media Inc	43	8604	250	+	Christian			0.5	0.7	0.9	0.0	1.0	0.0	0.6	0.8	0.4	
WGOK	Mobile	B	900	1.0	0.38	d	Cumulus Bcstg Inc	58	9911		c1	Gospel	800	0.59	6.2	5.6	6.8	4.1	4.7	6.3	4.7	6.1	3.5	
WLPR	Prichard	B	960	5.0	1.00	e	Goforth Media Inc	85	9404	180		Christian			0.2	0.0	0.6	0.8	0.0	0.0	0.0	0.6	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		Cntry/Talk				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	0.4	1.1	0.0	0.0	0.7	0.8	0.7	
• WKSJ	Prichard	D	1270	5.0	0.10	g	Clear Channel Comm	66	9705		d2	Adlt Stndrd	50		0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	
WHEP	Foley	D	1310	2.5 cp	0.00		Stewart Bcstg Co	53	6105			News/Sprts	100		0.7	0.4	1.3	0.5	0.0	0.4	0.6	0.6	0.6	
WMOB	Mobile	B	1360	5.0	0.21		B Tucker Assoc Inc	61	8409	350		Relgn/Gospl			0.3	0.0	0.0	0.0	0.7	0.0	0.0	0.6	0.4	
• WLTV	Mobile	B	1410	5.0	5.00		Martin Bcstg Inc	30	9906	264		Gospel			0.4	0.6	0.7	0.0	0.0	0.0	0.0	0.8	0.4	
WABB	Mobile	B	1480	5.0	4.40	f	Dittman Group	48				News/Talk	250		0.7	0.4	0.4	0.9	0.6	0.4	0.6	0.8	0.7	
# AM Stations -					13	# Combos -					10	AM TOTALS				14.2	11.9	14.3	10.7	10.7	9.8	10.9	15.0	11.6
AM & FM Stations Profiled -					30	# Duopolies -					11	Total Local Commercial Share				83.1	83.3	82.8	83.1	82.4	84.0	83.7	84.7	

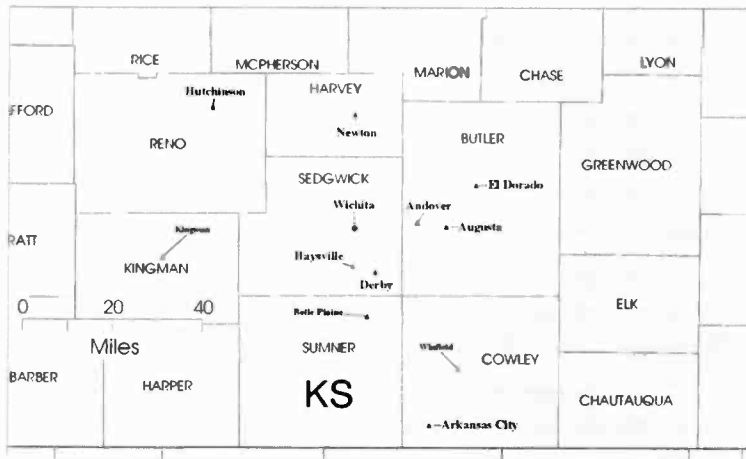
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 93

Revenue Rank: 72

Wichita, KS Market Overview



Metro Counties / Population (000)

Butler, KS	60.2
Harvey, KS	33.0
Sedgwick, KS	456.6
Total	549.8

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

ESTIMATED GROSS REVENUES

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
ESTIMATED GROSS REVENUES	\$22,000	\$24,500	\$27,100	\$30,300	\$29,400	\$28,200	5.1%
	2002	2003	2004	2005	2006	Δ 01 - 06	
Δ 00 - 01	-4.1%	\$29,600	\$31,500	\$33,600	\$35,600	\$37,900	6.1%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.74/1,000	\$3.94/1,000	Local 90%
Revenue/Capita	\$43.29	\$51.29	\$64.85	National 10%

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	508.2	549.8	1.6%	549.8	584.4	1.2%
Households	194.9	212.4	1.7%	212.4	228.2	1.4%
Retail Sales	NA ^{1/}	7,547.5	NA ^{1/}	7,547.5	9,630.0	5.0%
EBI ^{2/}	7,758.8	10,192.9	5.6%	10,192.9	12,692.6	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	269.9	54.2	23.6	22.6	40.2	44.1	34.9	50.4
Women (000)	279.9	52.1	22.8	22.2	38.3	42.6	36.8	65.0
Total	549.8	106.4	46.4	44.9	78.5	86.7	71.7	115.3
Percentage	100.0%	19.3%	8.4%	8.2%	14.3%	15.8%	13.0%	21.0%
Per Capita	\$ 18,539		Median Household	\$ 39,966		Avg Household	\$ 47,989	
Ethnic Population:	White 86.5%	Black 8.5%	Asian 3.3%	Hispanic 7.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			18	12	18	8	26
Tot 12+			75.1	71.3	75.1	14.5	89.6
Avg 12+			4.2	5.9	4.2	1.8	3.4
Tot LCS			83.8	79.6	83.8	16.2	100.0
Avg LCS			4.7	6.6	4.7	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

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																2002	2002	2002	2001	2001	2001	2001		
• KMXW	Newton	C1	92.3	100.0	640	a	Journal Bcst Group	59	0005	4,500		Modern Rock	500	0.81	2.2	1.8	0.9	1.1	1.5	1.9	2.1	1.1	2.8	
KANR	Belle Plaine	C3	92.7	12.0	469		Smith, Daniel D.	96				Alternative	125	0.34	1.3	1.1	0.6	1.1	1.3	1.1	0.9	1.4	1.3	
KDGS	Andover	C3	93.9	25.0	328	c	Entercom	93	0006	3,150		CHR/Rhymc	1,300	0.63	7.3	6.1	9.5	5.7	6.8	7.0	6.0	6.4	6.5	
KCVW	Kingman	C2	94.3	50.0	492		Bott Radio Network	99				Relgn/Talk			0.3	0.0	0.5	0.0	0.8	0.5	0.0	0.0	0.6	
KICT	Wichita	C1	95.1	100.0	899	a	Journal Bcst Group	72	9906		g2	Rock	2,450	1.11	7.8	5.3	4.8	7.9	6.6	7.0	7.5	5.3	8.0	
KRZZ	Derby	C2	96.3	50.0	492	b	Clear Channel Comm	78	0008		g	Clsc Rock	1,675	1.38	4.3	3.4	5.3	5.7	5.8	4.2	4.4	3.3	3.6	
KRBB	Wichita	C	97.9	100.0	994	b	Clear Channel Comm	48	0008		g	AC	3,300	1.52	7.7	7.4	5.3	8.0	8.1	8.3	7.5	5.6	6.2	
KFH	Clearwater	C2	98.7	50.0	492	c	Entercom	95	0006	2,000		Talk	300	0.48	2.2	1.8	1.2	1.4	1.3	2.0	1.5	2.3	2.2	
KTLI	El Dorado	C1	99.1	100.0	617		Stephens Family LP	72	9606	1,253		ChrsContem	825	1.04	2.8	3.9	3.0	3.6	2.6	3.0	2.0	2.4	2.5	
KTCM	Kingman	C2	100.3	48.0	505		Salazar, Maria	89	9608		na	Mexican			0.6	0.0	0.0	0.0	3.2	0.8	0.8	0.0	0.6	
KFDI	Wichita	C	101.3	100.0	1139	a	Journal Bcst Group	63	9906		g2	Country	3,900	1.28	10.8	12.3	11.2	9.0	10.5	10.2	9.9	9.1	9.3	
KZSN	Hutchinson	C	102.1	100.0	1034	b	Clear Channel Comm	68	0008		g	Country	2,700	1.33	7.2	7.4	5.5	9.0	5.0	6.1	7.3	7.2	5.2	
KEYN	Wichita	C1	103.7	95.0	1007	c	Entercom	68	0002	8,000	d1	Oldies	1,300	0.78	5.9	6.5	6.1	5.4	5.7	5.3	5.0	4.6	6.2	
KFXJ	Augusta	C2	104.5	45.0	515	a	Journal Bcst Group	92	9906		g2	CHRck/CIHts	1,300	0.90	5.1	4.0	5.5	3.6	5.2	4.7	4.6	5.0	3.8	
KFBZ	Haysville	C	105.3	100.0	988	c	Entercom	85	0002		d1	Hot AC	1,400	0.79	6.3	4.5	4.7	2.8	3.2	4.1	6.4	7.5	4.3	
• KYQQ	Arkansas City	C	106.5	100.0	1280	a	Journal Bcst Group	79	9906		g2	Mexican	700	1.13	2.2	1.6	3.1	1.3	1.5	1.7	1.4	2.7	2.2	
KKRD	Wichita	C1	107.3	100.0	843	b	Clear Channel Comm	67	0008		g	CHR	2,350	1.26	6.6	6.3	7.3	4.9	5.5	5.9	5.2	6.1	6.3	
KSJM	Winfield	C2	107.9	50.0	387		Sherman Bcstg Group	96	0009		d1	Urban AC	200	0.51	1.4	1.0	0.6	0.0	1.0	0.8	0.6	2.3	1.4	
# FM Stations -					18	# Combos -					13	FM TOTALS				82.0	74.4	75.1	70.5	75.6	74.6	73.1	72.3	73.0

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																2002	2002	2002	2001	2001	2001	2001		
• KSGI	Wichita	D	900	0.3	0.03	d	Agape	57	7707	400		Christian	100		0.3	0.0	0.5	0.5	0.5	0.0	0.6	0.5	0.0	
• KJRG	Newton	D	950	0.5	0.15		Anderson Stations	53	5907			Gospel	50			0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	
KFTI	Wichita	B	1070	10.0	1.00	a	Journal Bcst Group	23	9906		g2	Country	1,800	1.00	6.4	5.0	4.5	6.8	5.8	5.6	5.3	5.6	6.5	
• KNSS	Wichita	C	1240	0.6	0.00	c	Entercom	47	0002		d1	Nws/Tlk/Spt	600	0.53	4.0	4.7	4.5	3.9	4.0	2.8	3.2	4.3	4.1	
KFH	Wichita	B	1330	5.0	5.00	c	Entercom	22	0002		d1	Talk	800	0.75	3.8	2.7	2.2	3.0	3.7	2.7	3.8	3.7	3.3	
• KAHS	El Dorado	D	1360	1.0	0.04		Reunion Bcstg LLC	53	9806	135		Chrst/Talk	50			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	75	0.13	2.0	1.1	1.2	1.3	1.6	3.0	2.4	1.1	0.8	
KQAM	Wichita	B	1480	5.0	1.00	c	ABC Radio Inc	36	0207	2,000		Sports	400	1.09	1.3	0.6	1.6	2.1	1.1	0.9	1.2	1.2	1.3	
# AM Stations -					8	# Combos -					6	AM TOTALS				17.8	14.1	14.5	18.2	16.7	15.0	16.5	16.4	16.0
AM & FM Stations Profiled -					26	# Duopolies -					8	Total Local Commercial Share				88.5	89.6	88.7	92.3	89.6	89.6	88.7	89.0	

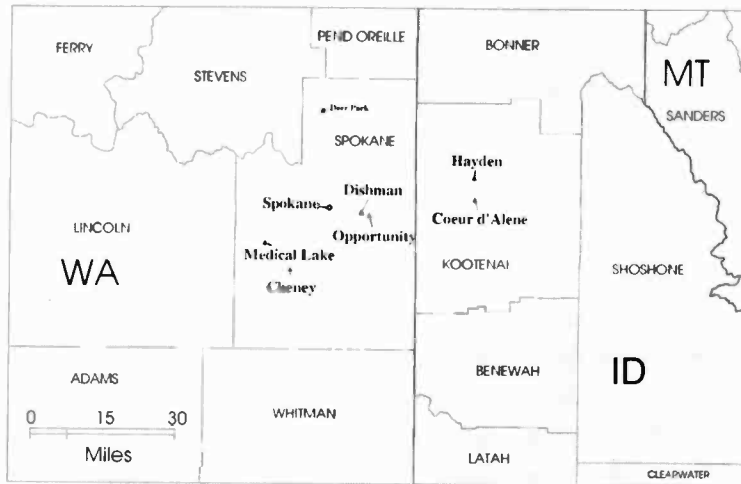
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 94

Revenue Rank: 90

Spokane, WA Market Overview



Metro Counties / Population (000)

Spokane, WA	422.2
Kootenai, ID	111.6
Total	533.8

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$15,300	\$16,600	\$18,200	\$20,100	\$22,500	\$20,900	6.4%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.1%	\$21,900	\$23,300	\$24,800	\$26,300	\$28,000	6.1%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$2.83/1,000	2006 \$3.04/1,000	Est. Breakout			
Revenue/Capita	\$30.45	\$39.15	\$49.41	Local	70%		
				National	30%		

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	502.4	533.8	1.2%	533.8	566.7
Households	196.5	211.2	1.5%	211.2	227.3	1.5%
Retail Sales	NA ^{1/}	7,388.7	NA ^{1/}	7,388.7	9,201.8	4.5%
EBI ^{2/}	7,360.0	9,158.8	4.5%	9,158.8	11,923.6	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	261.6	48.9	23.4	23.0	33.7	43.6	36.9	52.1
Women (000)	272.2	46.3	22.1	22.9	33.5	44.6	37.5	65.4
Total	533.8	95.2	45.5	45.9	67.2	88.2	74.4	117.5
Percentage	100.0%	17.8%	8.5%	8.6%	12.6%	16.5%	13.9%	22.0%
Per Capita	\$ 17,158	Median Household		\$ 34,853	Avg Household		\$ 43,365	
Ethnic Population:	White 94.3%	Black 1.6%	Asian 2.2%	Hispanic 2.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		15	14	17	10	27
Tot 12+	2.0		69.2	69.8	71.2	15.6	86.8
Avg 12+	1.0		4.6	5.0	4.2	1.6	3.2
Tot LCS	2.3		79.7	80.4	82.0	18.0	100.0
Avg LCS	1.2		5.3	5.7	4.8	1.8	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 (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)										
															Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000			
KZZU	Spokane	C	92.9	85.0	2080	c	Morgan Murphy Stns	55	9508	1,750	c2	CHR	1,575	0.77	9.8	5.3	6.4	5.0	5.1	7.1	9.7	8.6	9.2		
KDRK	Spokane	C	93.7	64.0	cp	2425	a	Citadel Comm Corp	65	9912		g2	Country	2,450	1.54	7.6	5.3	6.4	6.2	5.9	6.5	7.4	6.7	6.2	
KHTQ	Hayden	C	94.5	83.0	2182	d	KXLY Bcstg Group	92	9805	2,500	c4	Rock	1,000	0.65	7.4	6.8	6.7	8.6	7.4	7.5	6.4	6.4	5.9		
KIXZ	Opportunity	C	96.1	64.0	2418	b	Clear Channel Comm	61	0008		g	Country	1,450	1.16	6.0	4.1	5.1	5.1	5.6	5.2	4.8	5.9	5.2		
KEZE	Spokane	C2	96.9	8.2	cp	1198	c	Morgan Murphy Stns	93	9906		na	80s Hits	250	0.29	4.1	3.5	3.0	3.6	2.8	4.0	4.3	2.4	3.6	
KISC	Spokane	C	98.1	100.0	cp	1946	b	Clear Channel Comm	66	0008		g	Lite Rock	2,250	1.61	6.7	5.2	4.8	5.1	5.6	5.7	4.9	7.2	5.7	
KKZX	Spokane	C	98.9	100.0	1608	b	Clear Channel Comm	75	0008		g	Clsc Rock	2,000	1.29	7.4	8.5	6.1	7.5	7.4	6.2	5.6	7.5	6.9		
KXLY	Spokane	C	99.9	37.0	2999	c	Morgan Murphy Stns	59					Soft AC	1,400	1.00	6.7	5.3	6.4	5.5	6.1	5.2	5.8	7.6	5.1	
KEYF	Cheney	C	101.1	100.0	1608	a	Citadel Comm Corp	86	9905		g1	Oldies	1,525	1.18	6.2	6.1	7.0	5.1	6.8	5.7	5.3	5.6	5.1		
KTSL	Medical Lake	C2	101.9	28.5	650		Pamplin Comm Corp	89	9808	1,300			ChrsContem	600	0.99	2.9	2.4	3.3	3.0	2.6	3.2	2.1	1.7	3.3	
KICR	Coeur D'Alene	A	102.3	0.2	1844		Blue Sky Bcstg	01	0108	550			Country			1.6	2.0	1.9	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			ModAC/Altve	600	0.93	3.1	2.7	3.3	3.4	2.0	2.9	4.4	2.1	1.6	
KYWL	Spokane	C1	103.9	39.0	cp	1417	a	Citadel Comm Corp	86	9906	4,150			CHR/Rhymc	400	0.71	2.7	6.0	5.0	4.1	4.8	3.0	2.0	1.7	2.8
KEEH	Spokane	C1	104.9	10.5	cp	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	
KAEP	Spokane	C	105.7	100.0	1910	a	Citadel Comm Corp	65	9303	2,900	e	Alternative	1,125	1.17	4.6	4.7	4.3	5.0	3.3	4.1	3.5	3.7	4.9		
KSPO	Dishman	A	106.5	2.3	cp	528	e	Read Bcstg Network	95	9512	100	cp	Religion	100		0.7	0.6	0.0	0.9	0.5	1.0	0.0	0.6	0.7	
KAZZ	Deer Park	C3	107.1	25.0	253		Kazmark, Barbara	83					Adlt Stndrd	75	0.26	1.4	0.8	1.4	0.8	1.2	0.8	1.0	2.1	1.1	
# FM Stations -				17	# Combos -				13	FM TOTALS				77.3	68.9	71.2	70.8	67.1	68.1	67.2	69.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
• KQNT	Spokane	B	590	5.0	5.00	b	Clear Channel Comm	72	0008		g	Nws/Tlk/Inf	100			3.1	1.7	3.3	0.0	0.0	0.0	0.0	0.0	0.0
• KXLI	Opportunity	D	630	0.5	0.05	c	Morgan Murphy Stns	55	9612	330		Sports	100		0.5	0.6	0.9	0.8	1.2	0.6	0.7	0.5	0.0	
• KJRB	Spokane	B	790	5.0	3.80	a	Citadel Comm Corp	47	9309	125		Sprts/Talk	300	0.76	1.9	1.7	1.1	1.6	1.3	1.7	1.8	1.6	1.5	
• KXLY	Spokane	B	920	20.0	cp	5.00	c	Morgan Murphy Stns	22	6203			Nws/Tlk/Spt	1,225	0.93	6.3	6.1	5.6	3.7	6.6	6.7	5.8	4.1	5.4
• KTRW	Spokane	B	970	5.0	1.00	e	Read Bcstg Network	47	9905			Religion	200		0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.5	0.0	
• KDRK	Dishman	B	1050	5.0	0.26	a	Citadel Comm Corp	84	9905		g1	Oldies				1.1	1.4	0.9	0.7	0.0	0.0	0.0	0.0	0.0
• KVNI	Coeur D'Alene	B	1080	10.0	1.00	d	KXLY Bcstg Group	46	9805		c4	Old/Nws/Spt	100		0.8	1.3	0.5	1.1	0.5	1.4	1.0	0.5	0.0	
• KSBN	Spokane	C	1230	1.0	1.00		Gottlieb, Alan M	21	9505	150		Bus News	100		0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.5	0.7	
• KAQQ	Spokane	D	1280	5.0	0.03	b	Clear Channel Comm	65	0008		g	Nostalgia	800	0.71	5.4	2.7	1.6	2.8	3.1	4.6	4.8	5.1	4.4	
KGA	Spokane	A	1510	50.0	50.00	a	Citadel Comm Corp	26	9212		g2	News/Talk	1,150	0.77	7.1	2.4	2.8	2.7	5.6	5.7	5.8	5.6	8.0	
# AM Stations -				10	# Combos -				9	AM TOTALS				22.6	19.8	15.6	16.9	19.0	20.7	20.4	18.4	20.0		
AM & FM Stations Profiled -				27	# Duopolies -				9	Total Local Commercial Share				88.7	86.8	87.7	86.1	88.8	87.6	88.2	87.3			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 95
Revenue Rank: 199

Daytona Beach, FL Market Overview



Metro Counties / Population (000)

Flagler, FL	51.4
Volusia, FL	448.8
	500.2

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$6,800	\$7,600	\$7,100	\$6,800	\$7,300	\$7,700	2.4%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06	
5.5%	\$8,100	\$8,600	\$9,100	\$9,700	\$10,300	6.2%	

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.30/1,000	\$1.53/1,000	Local 90%
Revenue/Capita	\$15.15	\$15.39	\$19.30	National 10%

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	448.8	500.2	2.2%	500.2	533.7	1.3%
Households	184.9	207.0	2.3%	207.0	222.4	1.4%
Retail Sales	NA ^{1/}	5,913.9	NA ^{1/}	5,913.9	6,749.7	2.7%
EBI ^{2/}	6,273.5	8,076.1	5.2%	8,076.1	9,959.6	4.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	242.5	33.6	16.3	21.4	29.1	33.3	30.8	77.9
Women (000)	257.7	32.1	15.7	18.1	27.3	34.0	34.4	96.1
Total	500.2	65.7	32.1	39.4	56.4	67.3	65.2	174.0
Percentage	100.0%	13.1%	6.4%	7.9%	11.3%	13.5%	13.0%	34.8%
Per Capita	\$ 16,146							
				Median Household	\$ 37,687		Avg Household	\$ 39,015
Ethnic Population:	White	88.6%	Black	9.6%	Asian	1.3%	Hispanic	6.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		14	13	15	7	22
Tot 12+	2.5		62.1	62.3	64.6	10.7	75.3
Avg 12+	2.5		4.4	4.8	4.3	1.5	3.4
Tot LCS	3.3		82.5	82.7	85.8	14.2	100.0
Avg LCS	3.3		5.9	6.4	5.7	2.0	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 markets 39, 52 and 99.
ARB 12+ Metro Shares (see rights)

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WWKA	Orlando	C	92.3	100.0	1490	d	Cox Radio Inc	52	9704			Country	n/a		3.8	3.1	3.6	2.9	3.0	4.0	3.6	4.6	3.7	
WKRO	Edgewater	C3	93.1	15.0	427	a	Black Crow Bcstg	93	9412	1,250		Country	850	3.81	2.9	1.0	2.2	1.9	2.5	0.6	1.9	2.3	2.3	
WCFB	Daytona Beach	C	94.5	100.0	1470	d	Cox Radio Inc	47	9704			Urban AC	n/a		6.6	4.9	3.5	5.4	4.8	3.0	4.9	3.9	4.5	
WHOG	Ormond-By-The-	C3	95.7	25.0	328	a	Black Crow Bcstg	95	9610	2,000	c1	Clsc Rock	2,150		5.4	4.2	3.6	4.3	4.0	4.2	4.3	5.8	4.2	
WHTQ	Orlando	C	96.5	100.0	1490	d	Cox Radio Inc	52	9612			Clsc Rock	n/a		3.7	2.1	3.3	2.7	3.0	3.7	3.8	4.6	3.8	
WNUE	Titusville	C1	98.1	100.0	476		Mega Comm Inc	68	0008	See (39)		Span/Dance	n/a		2.7	1.3	1.4	1.9	2.2	5.8	6.6	6.1	7.2	
WGNE	Palatka	C	99.9	100.0	1201		Renda Bcstg Corp	73	9602		g	Country	1,500	2.82	6.9	4.6	4.9	5.1	5.5	3.4	3.1	4.2	2.1	
WSHE	Orlando	C	100.3	100.0	cp 1499	e	Clear Channel Comm	71	9712			Oldies	n/a		5.3	3.4	3.6	4.0	4.2	4.5	3.1	3.5	2.1	
WJRR	Cocoa Beach	C	101.1	100.0	1598	e	Clear Channel Comm	62	9712			Rock	n/a		5.8	4.9	4.6	4.3	4.7	6.7	3.6	4.2	4.7	
WJHM	Daytona Beach	C	101.9	61.0	1585	c	Infinity Bcstg	67	0008			Rhymc/CHR	n/a		7.6	6.1	6.6	6.8	5.0	4.2	6.0	4.4	5.2	
WVYB	Holly Hill	A	103.3	3.0	295	a	Black Crow Bcstg	96	9706	1,100		CHR	1,325	4.65	3.7	2.5	3.0	3.5	2.3	3.7	3.6	4.0	3.8	
WTKS	Cocoa Beach	C	104.1	100.0	1598	b	Clear Channel Comm	61	9712			Talk	n/a		8.5	6.1	5.0	7.8	5.3	5.8	5.7	4.4	3.1	
WOMX	Orlando	C	105.1	100.0	1598	c	Infinity Bcstg	67	0008			Mix AC	n/a		3.9	4.0	4.9	2.7	3.3	3.5	2.6	4.2	3.7	
WOCL	Deland	C	105.9	100.0	1581	c	Infinity Bcstg	67	0008			Alternative	n/a		4.9	4.2	4.1	3.8	3.8	2.9	3.9	4.0	6.3	
WMGF	Mount Dora	C	107.7	100.0	1585	e	Clear Channel Comm	66	9712			Soft AC	n/a		13.6	12.2	11.9	9.5	11.5	8.5	7.5	8.6	6.8	
# FM Stations -					15	# Combos -					12	FM TOTALS				85.3	64.6	66.2	66.6	65.1	64.5	64.2	68.8	63.5

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WNDB	Daytona Beach	B	1150	1.0	1.00	a	Black Crow Bcstg	48	9610	1,500	c1	Nws/Tlk/Spt	1,100	4.08	3.5	2.5	3.0	2.7	2.7	2.6	4.2	3.3	4.0	
• WSBB	New Smyrna	C	1230	1.0	1.00		TK Radio Inc	50	9110	50		Adlt Stndrd	200	0.81	3.2	3.0	2.0	2.4	2.5	3.7	3.3	2.5	3.0	
• 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	
WROD	Daytona Beach	C	1340	1.0	1.00		Gore-Overgaard Bcstg	47	9901	1,010		Big Band	300	0.58	6.7	3.6	3.0	5.6	4.8	4.6	4.9	2.6	4.5	
WELE	Ormond Beach	B	1380	5.0	2.50		J&V Comm Inc	57	9412	313		Nws/Tlk/Spt	100		0.3	0.6	0.0	0.5	0.0	0.0	0.5	0.7	0.0	
WNDA	DeLand	C	1490	1.0	1.00	a	Black Crow Bcstg	48	0004	250		Nws/Tlk/Spt	50		0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	
• WPUL	South Daytona	D	1590	1.0	0.03		Tama Broadcasting	57	8902	250		Gospel	75		0.8	1.0	0.0	0.6	0.7	0.6	1.2	0.0	0.0	
# AM Stations -					7	# Combos -					2	AM TOTALS				14.6	10.7	8.0	12.0	10.7	11.5	14.1	9.1	11.5
AM & FM Stations Profiled -					22	# Duopolies -					7	Total Local Commercial Share				75.3	74.2	78.6	75.8	76.0	78.3	77.9	75.0	

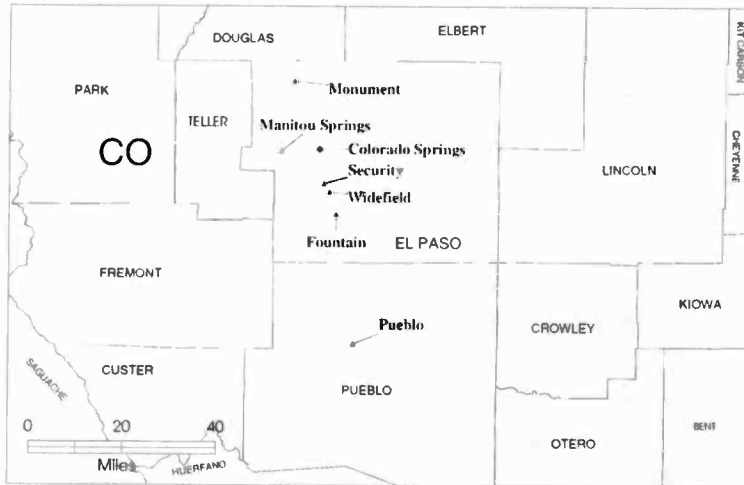
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 96

Revenue Rank: 77

Colorado Springs, CO Market Overview



Metro Counties / Population (000)

El Paso, CO	525.9
	525.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$14,400	\$15,700	\$17,500	\$23,000	\$26,700	\$25,800
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-3.4%	\$27,000	\$28,800	\$30,700	\$32,500	\$34,700	6.1%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.32/1,000	\$3.51/1,000	Local 80%
Revenue/Capita	\$30.39	\$49.06	\$60.35	National 20%

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	473.8	525.9	2.1%	525.9	575.0	1.8%
Households	177.1	201.7	2.6%	201.7	224.8	2.2%
Retail Sales	NA ^{1/}	7,762.3	NA ^{1/}	7,762.3	9,887.1	5.0%
EBI ^{2/}	6,377.7	9,142.9	7.5%	9,142.9	11,774.5	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	262.5	52.4	22.9	28.4	42.1	44.8	34.8	37.0
Women (000)	263.4	50.4	21.9	23.2	40.2	45.7	36.6	45.4
Total	525.9	102.8	44.8	51.6	82.3	90.5	71.4	82.5
Percentage	100.0%	19.5%	8.5%	9.8%	15.7%	17.2%	13.6%	15.7%
Per Capita	\$ 17,385							
				Median Household	\$ 37,024		Avg Household	\$ 45,329
Ethnic Population:	White	87.3%	Black	7.4%	Asian	3.6%	Hispanic	11.5%

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+			68.1	66.5	68.1	8.7	76.8
Avg 12+			4.9	5.1	4.9	1.1	3.5
Tot LCS			88.7	86.6	88.7	11.3	100.0
Avg LCS			6.3	6.7	6.3	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

Some stations also rated in Pueblo.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																2002	2002	2002	2001	2001	2001	2001	2000	
KSPZ	Colorado Springs	C	92.9	79.0	2198	b	Citadel Comm Corp	60	9905		sw	Oldies	1,750	0.92	7.4	5.8	4.4	6.9	5.8	6.0	5.6	5.1	6.4	
KILO	Colorado Springs	C	94.3	83.0	2110	a	Bahakel Comm	66	8408	3,600		AOR	1,700	0.70	9.4	6.1	6.9	7.4	6.7	6.2	8.0	7.3	7.9	
KRDO	Colorado Springs	C	95.1	65.0	2093	e	Pikes Peak Bcstg	69			1	AC	950	0.97	3.8	4.3	3.6	2.5	2.8	3.2	2.8	3.1	2.9	
KMOM	Fountain	C2	96.1	0.5	2198	d	Clear Channel Comm	92	0007			Rock	1,000	0.95	4.1	2.1	2.3	3.0	3.2	4.3	3.1	3.3	2.2	
KCCY	Pueblo	C	96.9	40.0 cp	2280	d	Clear Channel Comm	75	0102		g	Country	1,600	1.02	6.1	4.4	5.3	5.7	4.0	4.3	4.4	6.5	4.0	
KKFM	Colorado Springs	C	98.1	71.0	2290	b	Citadel Comm Corp	58	9212		g	Clsc Rock	2,200	1.50	5.7	5.8	5.2	3.8	5.0	5.8	3.9	3.8	4.4	
KKMG	Pueblo	C	98.9	72.0	2280	b	Citadel Comm Corp	67	9403	913		CHR	2,950	0.77	14.8	13.0	11.5	11.0	11.7	11.1	14.7	11.6	9.2	
KVUU	Pueblo	C	99.9	79.0	2198	d	Clear Channel Comm	76	0008		g	Modern AC	2,125	1.18	7.0	4.1	3.6	3.9	3.3	4.7	5.4	4.6	7.2	
KGFT	Pueblo	C	100.7	78.0	2218	g	Salem Comm Corp	76	9603	3,000		Chrst/Talk	1,200	2.91	1.6	0.8	1.6	1.4	0.8	1.2	1.1	1.6	1.0	
KKCS	Colorado Springs	C	101.9	72.0	2280	c	Walton Stations	67	8209	1,020		Country	2,825	1.50	7.3	4.9	5.7	6.3	7.2	5.3	6.4	5.1	6.1	
KBIQ	Manitou Springs	C	102.7	72.0	2280	g	Salem Comm Corp	74	9610	100		ChrsContem	900	0.94	3.7	3.8	3.2	2.7	3.2	3.3	2.6	3.6	2.0	
KYZX	Pueblo	C2	103.9	1.8	2159	a	Bahakel Comm	92	9903	4,500	d2	Clsc Rock	800	0.66	4.7	3.6	3.6	3.5	2.2	3.3	4.2	3.8	3.4	
KSKX	Security	C3	105.5	0.4	2228		Optima Comm	73	8902	1,460	1	Smooth Jazz	1,050	1.16	3.5	2.3	2.3	3.0	3.2	2.5	3.1	3.3	2.2	
KKLI	Widefield	C2	106.3	1.6	2225	d	Clear Channel Comm	87	0008		g	Soft AC	1,975	1.14	6.7	4.9	8.9	6.2	7.7	5.0	4.7	5.9	5.5	
# FM Stations -					14	# Combos -					13	FM TOTALS				85.8	65.9	68.1	67.3	66.8	66.2	70.0	68.6	64.4

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																2002	2002	2002	2001	2001	2001	2001	2000	
• KVOR	Colorado Springs	B	740	3.3	1.50	b	Citadel Comm Corp	55	9905		g1	News/Talk	1,425	0.73	7.6	4.6	5.0	4.4	6.8	6.3	5.4	5.9	6.1	
• KCBR	Monument	D	1040	15.0	0.00	f	Crawford Bcstg Co	85	9902	750	d1	ChrsContem			0.2	0.5	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	450	1.45	1.2	1.0	0.6	1.1	1.3	0.8	1.0	1.0	1.0	
KUBL	Colorado Springs	B	1300	5.0	1.00	b	Citadel Comm Corp	22	9905		g1	Country	450	0.67	2.6	2.3	1.1	1.3	2.2	2.0	2.1	1.6	2.4	
KKCS	Colorado Springs	B	1460	5.0	0.50	c	Walton Stations	56	8207	1,300		News/Talk	150	0.58	1.0	1.0	0.5	0.8	0.8	0.7	0.8	0.8	0.7	
• KXRE	Manitou Springs	C	1490	0.5	1.00		Council Tree Comm	56	0004		g	Mexican				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	0.68	1.7	1.5	1.5	1.3	0.8	1.3	1.3	1.5	1.3	
• KWYD	Colorado Springs	D	1580	10.0	0.07		Pilgrim Comm LLC	57	9805	450		FSv/Cst/Tik				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					8	# Combos -					6	AM TOTALS				14.3	10.9	8.7	8.9	11.9	11.6	10.6	10.8	11.5
AM & FM Stations Profiled -					22	# Duopolies -					7	Total Local Commercial Share				76.8	76.8	76.2	78.7	77.8	80.6	79.4	75.9	

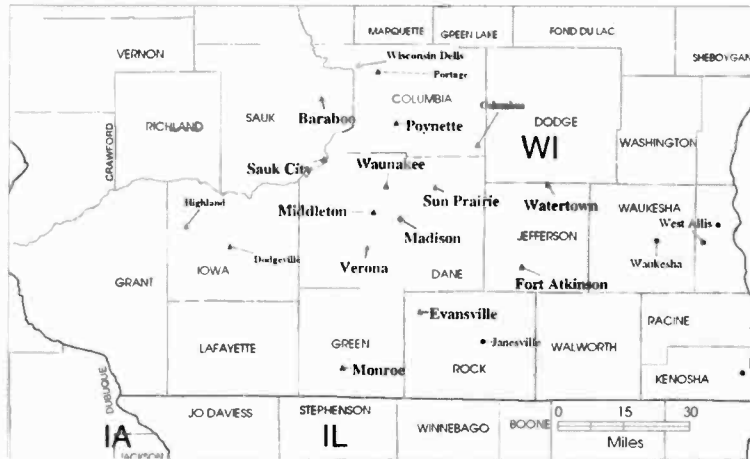
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 97

Revenue Rank: 65

Madison, WI Market Overview



Metro Counties / Population (000)

Columbia, WI	53.0
Dane, WI	431.0
Iowa, WI	23.0
Total	507.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$21,700	\$24,300	\$25,700	\$28,100	\$34,000	\$33,500	9.1%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-1.5%	\$35,300	\$37,600	\$40,000	\$42,500	\$45,200	6.2%

Revenue/Retail Sales Revenue/Capita

1996	2001	2006	Est. Breakout
NA ^{1/}	\$3.37/1,000	\$3.48/1,000	Local 90%
\$46.20	\$66.07	\$83.89	National 10%

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	469.7	507.0	1.5%	507.0	538.8	1.2%
Households	182.0	200.7	2.0%	200.7	216.6	1.5%
Retail Sales	NA ^{1/}	9,948.0	NA ^{1/}	9,948.0	12,973.3	5.5%
EBI ^{2/}	7,971.7	10,473.9	5.6%	10,473.9	13,640.0	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	250.3	42.9	18.5	31.4	39.8	44.4	33.0	40.3
Women (000)	256.7	40.8	18.0	31.2	38.2	44.2	33.7	50.5
Total	507.0	83.7	36.6	62.7	78.0	88.6	66.7	90.8
Percentage	100.0%	16.5%	7.2%	12.4%	15.4%	17.5%	13.2%	17.9%
Per Capita	\$ 20,659			Median Household	\$ 44,655		Avg Household	\$ 52,187
Ethnic Population:	White 92.1%	Black 4.0%	Asian 3.4%	Hispanic 3.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	8		12	18	10	28
Tot 12+	23.3	38.5		58.8	61.8	13.4	75.2
Avg 12+	2.3	4.8		4.9	3.4	1.3	2.7
Tot LCS	31.0	51.2		78.2	82.2	17.8	100.0
Avg LCS	3.1	6.4		6.5	4.6	1.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
															Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
• WMAD	Sun Prairie	A	92.1	3.9	cp	410 e		0008		g1	Hot AC	1,500	1.07	4.2	2.7	2.9	3.1	2.5	3.0	3.2	3.8	3.0		
WEKZ	Monroe	B	93.7	36.0		581 d					AC				0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0		
• WJJO	Watertown	B	94.1	50.0		492 c		9306	1,600		Rock	2,800	1.16	7.2	4.8	6.1	5.8	3.5	5.2	7.2	4.4	5.3		
WOLX	Baraboo	B	94.9	37.0		1299 b		0009	14,600	d2	Oldies	2,000	0.78	7.7	6.8	7.6	7.1	6.5	7.9	4.8	5.7	5.1		
WBKY	Portage	A	95.9	5.4		322 f		99			Country				0.7	0.5	0.6	0.0	0.0	0.0	0.0			
WCJZ	Sauk City	B1	96.3	5.1		673 e		0008		g1	Smooth Jazz	1,300	1.05	3.7	1.8	2.9	2.6	2.7	3.6	2.8	2.5	2.4		
• WMGN	Madison	B	98.1	38.0		581 c		48			AC	5,000	1.33	11.2	7.2	6.9	7.8	7.0	7.9	6.8	9.3	10.3		
WDMP	Dodgeville	A	99.3	1.6		459 g		68			Country				2.0	1.2	1.8	1.7	0.0	0.0	0.0	0.0		
WDDC	Portage	A	100.1	3.1		374 h		66			Country				0.7	0.7	0.5	0.5	0.0	0.0	0.0	0.0		
WTLX	Columbus	A	100.5	6.0	cp	328 a		9711		d1	Sprts/Talk			0.9	0.7	0.5	0.5	0.5	0.6	0.8	0.6	0.8		
WIBA	Madison	B	101.5	12.0		1014 e		0008		g1	Clsc Rock	3,600	1.56	6.9	6.5	4.9	5.2	7.7	5.4	6.0	4.9	4.9		
WZEE	Madison	B	104.1	12.0		1004 e		0008		g1	CHR	3,900	1.12	10.4	7.3	8.8	8.2	7.9	7.5	9.2	7.0	8.1		
WBZU	Waunakee	A	105.1	6.0		243 b		0009		d2	80s Hits	1,200	0.47	7.6	4.7	4.6	3.6	2.7	5.2	6.2	7.8	4.0		
WMMM	Verona	A	105.5	2.0		574 b		0009		d2	Progressive	1,600	0.65	7.3	4.5	4.6	4.0	4.2	6.7	4.0	5.7	6.1		
WKPO	Evansville	A	105.9	1.7		482 a		0009			CHR/Rhymc	500	0.71	2.1	2.5	1.5	2.1	1.8	1.4	1.4	2.3	1.2		
WWQM	Middleton	A	106.3	4.5		374 c		9706	6,400	c2	Country	3,000	0.90	10.0	8.8	6.8	6.0	7.9	8.3	8.8	7.8	5.7		
WNNO	Wisconsin Dells	A	106.9	3.1		322 f		9903	775	c1	AC				0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0		
WSJY	Fort Atkinson	B	107.3	26.0		676		9812		g	Lite AC	500	1.00	1.5	1.3	0.8	1.3	0.7	1.2	1.4	0.8	1.2		
# FM Stations -						18	# Combos -				17		FM TOTALS			80.7	63.0	61.8	60.7	57.8	63.9	62.6	62.6	58.1

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
• WDMP	Dodgeville	D	810	0.3	0.00	g	Dodge Point Bcstg Co	68				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WIBU	Wisconsin Dells	B	900	1.0	0.22	f	Magnum Radio Inc	69	9903		c1	Adlt Stndrd				0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTSO	Madison	B	1070	10.0	5.00	e	Clear Channel Comm	48	0008		g	Sports	1,000	1.24	2.4	2.2	1.9	2.6	2.3	2.0	2.2	1.3	1.8	
WHFA	Poynette	C	1240	1.0	1.00		Starboard Bcstg Inc	25	0107	1,000		Adlt Stndrd	1,000	1.03	2.9	0.0	0.0	0.0	0.0	2.0	2.4	2.3	2.2	
• WEKZ	Monroe	D	1260	1.0	0.02	d	Thompson & Spielman	51				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WIBA	Madison	B	1310	5.0	5.00	e	Clear Channel Comm	25	0008		g1	News/Info	2,800	0.84	10.0	5.8	4.9	6.3	8.9	6.7	7.2	8.2	8.7	
• WPDR	Portage	D	1350	1.0	0.04	h	Kramer Bcstg	52				Talk/AC				0.8	0.5	0.0	0.7	0.0	0.0	0.0	0.0	
• WLMV	Madison	B	1480	5.0	5.00	c	Mid-West Family Bcst	48	5911			News/Talk			0.4	0.2	0.2	0.2	0.0	0.0	0.6	0.0	0.6	
• WTUX	Madison	D	1550	5.0	0.00	c	Mid-West Family Bcst	64	9706		c2	Sports	600		0.8	2.8	3.2	2.9	0.8	0.0	0.0	0.8	1.6	
• WTDY	Madison	B	1670	10.0	1.00	c	Mid-West Family Bcst	48	5911			News/Talk	1,200	1.19	3.0	2.5	1.7	1.9	2.3	1.8	2.4	1.3	3.6	
# AM Stations -						10	# Combos -				9		AM TOTALS			19.5	14.3	13.4	13.9	15.0	12.5	14.8	13.9	18.5
AM & FM Stations Profiled -						28	# Duopolies -				9		Total Local Commercial Share			77.3	75.2	74.6	72.8	76.4	77.4	76.5	76.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 98

Revenue Rank: 116

Lafayette, LA Market Overview



Metro Counties / Population (000)

Acadia, LA	59.1
Iberia, LA	73.6
Lafayette, LA	192.4
St. Landry, LA	88.3
St. Martin, LA	48.9
Vermilion, LA	54.1
Total	516.4

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$10,700	\$11,700	\$13,000	\$14,400	\$16,600	\$16,400
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-1.2%	\$17,300	\$18,400	\$19,600	\$20,800	\$22,100	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.67/1,000	\$3.01/1,000	Local 80%
Revenue/Capita	\$21.89	\$31.76	\$41.02	National 20%

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	488.7	516.4	1.1%	516.4	538.7	0.8%
Households	173.5	188.5	1.7%	188.5	202.1	1.4%
Retail Sales	NA ^{1/}	6,143.2	NA ^{1/}	6,143.2	7,339.4	3.6%
EBI ^{2/}	5,419.3	7,312.0	6.2%	7,312.0	9,485.5	5.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	250.0	55.9	25.4	22.7	34.2	36.9	32.2	42.7
Women (000)	266.4	53.6	24.9	24.3	35.5	38.2	35.0	54.9
Total	516.4	109.5	50.4	47.0	69.7	75.1	67.2	97.6
Percentage	100.0%	21.2%	9.8%	9.1%	13.5%	14.5%	13.0%	18.9%
Per Capita	\$ 14,160							
				Median Household	\$ 29,026		Avg Household	\$ 38,790
Ethnic Population:	White	71.0%	Black	27.4%	Asian	1.2%	Hispanic	1.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		16	13	22	11	33
Tot 12+	6.6		73.1	70.2	79.7	6.4	86.1
Avg 12+	1.1		4.6	5.4	3.6	0.6	2.6
Tot LCS	7.7		84.9	81.5	92.6	7.4	100.0
Avg LCS	1.3		5.3	6.3	4.2	0.7	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 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
																2002	2001	2001	2000	2000	1999	1999	1998		
• KOOJ	New Iberia	C1	93.7	100.0	971	b	Citadel Comm Corp	92	9911	See (83)		Rock	n/a		2.1	1.9	2.4	1.8	2.0	2.1	2.3	1.6	2.4		
KSMB	Lafayette	C	94.5	100.0	1079	b	Citadel Comm Corp	64	0004	8,500	d3	CHR	2,350	1.48	9.7	8.9	10.3	8.0	9.5	10.1	10.6	9.6	7.0		
KRRQ	Lafayette	C2	95.5	50.0	443	b	Citadel Comm Corp	96	9903		g1	Urban	850	0.41	12.6	8.3	9.9	11.6	11.2	7.9	8.5	10.4	8.9		
KFTE	Breaux Bridge	C2	96.5	42.0 cp	535	a	Regent Comm	92	0112	39,600	d1	Alternative	800	0.87	5.6	7.8	6.0	6.3	3.8	6.2	4.8	5.4	3.7		
KMDL	Kaplan	C2	97.3	38.0	561	a	Regent Comm	81	0112		d1	Country	1,950	1.47	8.1	5.9	6.5	5.7	8.9	8.5	7.4	8.2	8.5		
• WDGL	Baton Rouge	C	98.1	100.0	1499		Guaranty Bcstg Co	68				Clsc Rock	n/a		2.9	1.5	2.1	2.3	2.9	3.2	2.2	2.5	2.8		
KXKC	New Iberia	C	99.1	100.0	984	d	Bonin Bcstg Corp	69				Country	2,000	1.56	7.8	8.7	4.7	7.2	6.9	7.5	8.1	6.5	10.5		
KTDY	Lafayette	C	99.9	100.0	984	a	Regent Comm	66	0112		d1	AC	2,700	1.85	8.9	7.1	7.2	7.8	8.2	6.6	6.3	7.0	4.3		
• WTGE	Baton Rouge	C	100.7	100.0	1499		Guaranty Bcstg Co	66	9608			Country	n/a		0.8	0.4	0.4	0.6	0.8	0.6	0.4	0.6	0.6		
KBON	Mamou	C3	101.1	25.0	328		Marx, Rose Ann	97	9810	70		Variety	250	0.42	3.6	3.1	4.9	3.8	2.7	2.5	4.0	3.0	2.8		
WYNK	Baton Rouge	C	101.5	100.0	1499		Clear Channel Comm	68	0008			Country	n/a		1.9	1.8	1.5	2.1	1.4	1.5	1.8	2.0	1.9		
KQIS	Basile	C1	102.1	100.0	981	c	Broadcast Ptnrs Inc	90	9412	380		Soft Rock	400	0.87	2.8	2.2	2.2	3.0	2.0	2.1	1.6	1.4	1.6		
KAJN	Crowley	C	102.9	100.0	1499		Rice Capital Bcstg	77				Religion	550	0.99	3.4	3.0	2.1	2.6	3.6	1.8	1.6	2.2	2.5		
KNEK	Washington	C3	104.7	25.0	328	b	Citadel Comm Corp	89	9903		g1	Urban AC	600	0.55	6.6	7.7	8.1	6.2	5.7	6.2	7.3	6.8	3.7		
• KEPL	Abbeville	C3	105.1	25.0	292	a	Regent Comm	74	0112		d1	News/Talk	550	0.93	3.6	2.4	3.8	3.5	3.0	2.5	3.9	3.0	1.6		
• KFMV	Franklin	A	105.5	3.0	299		R&M Bcstg Inc	75	0210 p	435		Gosp/RhyBl	100		0.6	1.6	0.7	0.6	0.5	0.4	0.5	0.2	0.0		
KJJB	Eunice	A	105.5	1.0 cp	486	f	Tri-Parish Bcstg Inc	81	9311	216		Country	100		0.5	0.9	1.2	0.6	0.3	0.3	1.4	0.9	1.2		
KRXE	Opelousas	A	105.9	3.4	433	b	Citadel Comm Corp	89	0004		d3	Rock	150	0.83	1.1	0.7	0.6	0.3	1.7	0.9	1.2	0.3	0.9		
KFXZ	Maurice	A	106.3	2.6	495	b	Citadel Comm Corp	85	9903		g1	Black Gosp	600	0.96	3.8	2.7	4.0	3.3	3.5	4.0	2.8	2.8	3.1		
KBEB	Rayne	A	106.7	4.5	377	c	Broadcast Ptnrs Inc	93	9304	60	cp	Oldies	250	1.17	1.3	0.7	1.8	1.2	1.1	1.9	1.7	2.2	1.3		
KOGM	Opelousas	A	107.1	3.0	203	e	KSLO Bcstg Co Inc	65				Oldies				0.0	0.0	0.0	0.0	0.0	0.8	0.4			
KRKA	Erath	C1	107.9	100.0	863	a	Regent Comm	92	0112		d1	Clsc Rock	800	1.25	3.9	2.4	3.1	3.8	3.3	2.3	2.5	2.3	3.9		
# FM Stations -					22	# Combos -					16	FM TOTALS					91.6	79.7	83.5	82.3	83.0	79.1	80.9	79.7	73.6

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
																2002	2001	2001	2000	2000	1999	1999	1998		
KJCB	Lafayette	B	770	1.0	0.50		R&M Bcstg Inc	82	9211		st	Urban	700	0.97	4.4	3.2	3.5	3.9	4.1	4.7	4.3	6.2	6.2		
• KROF	Abbeville	D	960	1.0	0.10	a	Regent Comm	48	0112		d1	Adlt Stndrd	50		0.4	0.7	0.6	0.5	0.3	0.9	0.3	1.1	2.1		
• KNEK	Washington	D	1190	0.3	0.00	b	Citadel Comm Corp	80	9903		g1	Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KSLO	Opelousas	C	1230	1.0	1.00	e	KSLO Bcstg Co Inc	47				Country	50		0.7	0.0	0.0	0.5	0.8	0.0	0.8	0.6	1.5		
KANE	New Iberia	C	1240	1.0	1.00		Starr, Michael F.	46	0111			Oldies	100	0.44	1.4	0.9	0.0	1.4	1.1	0.4	1.1	0.6	0.6		
KVOL	Lafayette	B	1330	5.0	1.00	b	Citadel Comm Corp	35	0004		d4	Sprts/Talk	100		0.3	0.1	0.0	0.0	0.5	0.0	0.4	0.2	0.4		
• KNIR	New Iberia	D	1360	1.0	0.21	d	Bonin Bcstg Corp	51				Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KPEL	Lafayette	B	1420	1.0	0.75	a	Regent Comm	50	0112		d1	Sports	200		0.6	0.9	0.6	0.3	0.8	0.9	0.6	0.6	2.2		
• KSIG	Crowley	C	1450	1.0	1.00	c	Broadcast Ptnrs Inc	47	9212	350		Nostalgia	100		0.6	0.6	0.7	0.3	0.8	0.9	1.2	0.6	0.9		
KEUN	Eunice	C	1490	1.0	1.00	f	Tri-Parish Bcstg Inc	52				Country				0.0	0.0	0.0	0.0	0.1	0.3	0.0	0.3		
KDYS	Lafayette	B	1520	10.0	0.50	b	Citadel Comm Corp	60	0004		d3	Children	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					11	# Combos -					9	AM TOTALS					8.4	6.4	5.4	6.9	8.4	7.9	9.0	9.9	14.2
AM & FM Stations Profiled -					33	# Duopolies -					10	Total Local Commercial Share					86.1	88.9	89.2	91.4	87.0	89.9	89.6	87.8	

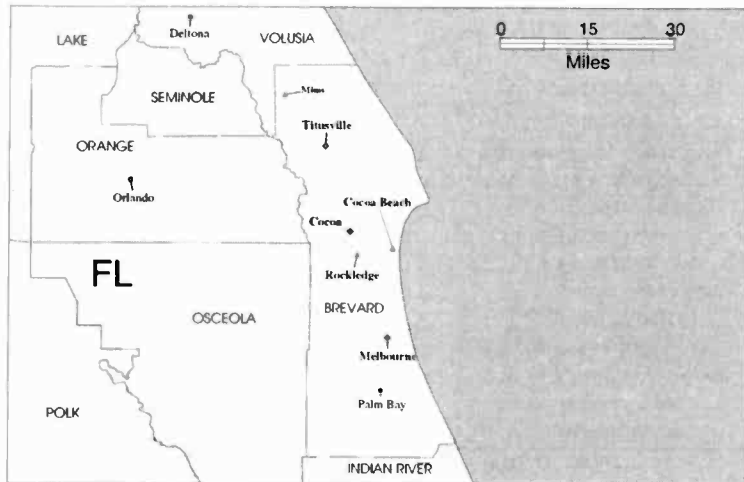
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 99

Revenue Rank: 181

Melbourne-Titusville-Cocoa, FL Market Overview



Metro Counties / Population (000)

Brevard, FL	482.0
	482.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$6,300	\$6,600	\$7,500	\$8,800	\$9,900	\$9,600
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-3.0%	\$10,200	\$10,700	\$11,200	\$11,900	\$12,700	5.8%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.77/1,000	\$2.03/1,000	Local 90%
Revenue/Capita	\$13.84	\$19.92	\$24.85	National 10%

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	455.1	482.0	1.2%	482.0	511.1	1.2%
Households	185.3	198.0	1.3%	198.0	213.0	1.5%
Retail Sales	NA ^{1/}	5,415.8	NA ^{1/}	5,415.8	6,249.1	2.9%
EBI ^{2/}	7,031.3	8,222.3	3.2%	8,222.3	9,746.9	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	238.7	37.2	16.6	18.7	34.8	34.5	33.9	62.9
Women (000)	243.3	35.5	16.0	16.7	31.6	34.2	36.9	72.3
Total	482.0	72.7	32.7	35.4	66.4	68.8	70.8	135.3
Percentage	100.0%	15.1%	6.8%	7.3%	13.8%	14.3%	14.7%	28.1%
Per Capita	\$ 17,059							
					Median Household	\$ 34,617		
							Avg Household	\$ 41,527
Ethnic Population:	White	88.6%	Black	8.9%	Asian	1.9%	Hispanic	4.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		7	5	8	8	16
Tot 12+	2.4		25.5	26.4	27.9	10.0	37.9
Avg 12+	2.4		3.6	5.3	3.5	1.3	2.4
Tot LCS	6.3		67.3	69.7	73.6	26.4	100.0
Avg LCS	6.3		9.6	13.9	9.2	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 Daytona Beach and Orlando.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WBVD	Melbourne	A	95.1	6.0	210	b	Clear Channel Comm	65	0008		g	CHR	1,450	2.36	6.4	2.4	1.4	2.4	2.4	3.0	1.9	2.2	2.5		
WINT	Sebastian	C3	95.9	25.0	289		Sebastian Bcstg Co	01				BBd/Jaz/ASt				0.7	0.0	0.0	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 (39)		Span/Dance	n/a		0.6	0.8	0.7	0.0	0.5	1.6	1.2	0.8	1.7		
WLRQ	Cocoa	C2	99.3	50.0	492	b	Clear Channel Comm	67	0008		g	AC	2,200	1.57	14.6	6.8	6.2	4.7	6.4	4.7	8.0	6.0	4.9		
WHKR	Rockledge	C2	102.7	50.0 cp	433	c	Cumulus Bcstg Inc	89	0008		g	Country	625	1.00	6.5	5.2	2.9	2.4	2.5	3.1	3.2	3.0	3.2		
WTKS	Cocoa Beach	C	104.1	100.0	1598	a	Clear Channel Comm	61	9712			Talk	n/a		20.2	4.6	6.4	6.8	8.5	8.4	7.5	8.1	8.4		
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	CHR	3,150	1.20	27.4	7.4	9.3	9.5	11.2	9.4	8.6	8.4	9.4		
# FM Stations -					8	# Combos -					6	FM TOTALS					75.7	27.9	26.9	25.8	31.5	30.2	30.4	28.5	30.1

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WPGS	Mims	D	840	1.0 cp	0.00		WPGS Inc	86				News/Talk	50			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	950	1.16	8.5	2.2	1.6	3.2	3.2	3.1	2.6	1.9	1.9		
WIXC	Titusville	B	1060	10.0	5.00		Genesis Comm Inc	57	0005	650		Sports	125		0.8	3.2	1.4	0.6	0.0	0.0	0.0	0.0	0.3		
● WMMB	Melbourne	C	1240	1.0	1.00	b	Clear Channel Comm	47	0008		g	News/Talk	750	0.59	13.2	4.6	4.8	5.0	4.9	7.0	6.4	7.3	7.1		
WXXU	Cocoa Beach	B	1300	5.0	1.00		Rama Comm Inc	59	9310		g	Gospel	50			0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0		
WMMV	Cocoa	B	1350	1.0	1.00	b	Clear Channel Comm	57	0008		g	News/Talk	25		0.3	0.0	0.0	0.0	0.2	0.0	0.2	0.5	0.3		
● WWBC	Cocoa	D	1510	1.0	0.00		Astro Enterprises	65	7603			Religion	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● WAOA	Melbourne	D	1560	5.0	0.00	c	Cumulus Bcstg Inc	68	0104		c1	Nostalgia	100	0.69	1.5	0.0	0.0	1.1	0.0	0.0	0.0	0.3	0.3		
# AM Stations -					8	# Combos -					3	AM TOTALS					24.3	10.0	7.8	9.9	8.3	10.6	9.2	10.0	9.9
AM & FM Stations Profiled -					16	# Duopolies -					3	Total Local Commercial Share					37.9	34.7	35.7	39.8	40.8	39.6	38.5	40.0	

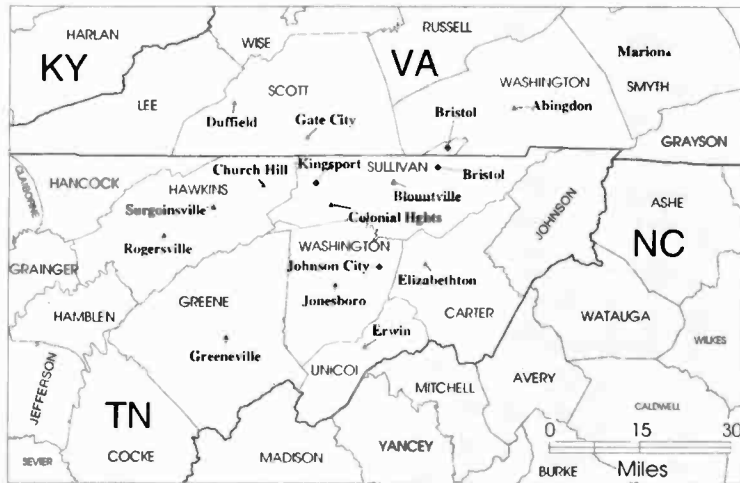
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 100

Revenue Rank: 112

Johnson City-Kingsport-Bristol, TN-VA Market



Metro Counties / Population (000)

Carter, TN	57.1
Hawkins, TN	54.2
Sullivan, TN	153.8
Unicoi, TN	17.8
Washington, TN	108.3
Bristol City, VA	17.3
Scott, VA	23.4
Washington, VA	51.5
Total	483.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$13,000	\$13,800	\$14,700	\$16,200	\$17,800	\$16,800	5.2%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
Gross Revenues	-5.6%	\$17,600	\$18,800	\$20,000	\$21,200	\$22,600	6.2%

Revenue/Retail Sales Revenue/Capita

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.89/1,000	\$3.29/1,000	Local 85%
Revenue/Capita	\$28.57	\$34.75	\$45.41	National 15%

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	455.0	483.4	1.2%	483.4	497.7	0.6%
Households	179.4	194.6	1.6%	194.6	204.3	1.0%
Retail Sales	NA ^{1/}	5,819.7	NA ^{1/}	5,819.7	6,867.5	3.4%
EBI ^{2/}	6,045.3	7,550.9	4.5%	7,550.9	9,446.4	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	233.8	34.4	20.2	21.3	28.7	37.5	39.7	52.1
Women (000)	249.6	32.9	19.2	21.2	28.4	38.5	40.6	68.7
Total	483.4	67.2	39.4	42.5	57.1	76.0	80.3	120.8
Percentage	100.0%	13.9%	8.2%	8.8%	11.8%	15.7%	16.6%	25.0%
Per Capita	\$ 15,620			Median Household	\$ 25,692		Avg Household	\$ 38,802
Ethnic Population:	White	96.8%	Black	2.3%	Asian	0.5%	Hispanic	1.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		7	9	13	21	34
Tot 12+	8.4		55.3	61.4	63.7	14.7	78.4
Avg 12+	1.4		7.9	6.8	4.9	0.7	2.3
Tot LCS	10.7		70.5	78.3	81.3	18.8	100.0
Avg LCS	1.8		10.1	8.7	6.3	0.9	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000
WFHG	Abingdon	A	92.7	1.6	627	e	Nininger Stations	56	0005		c1	Talk				0.9	1.4	1.1	1.1	0.0	0.0	0.0	0.0
WMEV	Marion	C	93.9	90.0	1460	f	Glenwood Comm Corp	61	9807	1,650	c3	Country	1,000	3.13	1.9	1.9	1.4	1.1	1.8	1.7	1.2	1.5	1.8
WAEZ	Greeneville	C	94.9	86.0	1089	e	Nininger Stations	56	0008	3,800		CHR/Dance	700	0.45	9.3	5.7	6.4	5.7	5.7	7.3	6.8	8.1	7.5
WRZK	Colonial Heights	C2	95.9	6.6	1309		Murray Comm		97		2	AOR	600	0.57	6.3	6.4	6.0	5.0	4.6	5.6	5.4	4.4	4.7
WXBQ	Bristol	C	96.9	75.0	2241	e	Nininger Stations		45			Country	4,800	1.11	25.7	18.7	21.6	19.2	20.5	21.1	20.2	21.5	19.5
WTFM	Kingsport	C	98.5	74.0	2241	d	Glenwood Comm Corp		48		2	Soft Rock	2,500	1.55	9.6	5.3	9.2	8.1	8.8	7.3	8.3	7.7	7.5
WPJO	Elizabethton	C3	99.3	3.6	810	e	Nininger Stations	68	9706	3,000		Rhymc/Oldes	600	0.94	3.8	4.0	2.6	3.8	4.2	1.9	2.9	3.8	3.5
WQUT	Johnson City	C	101.5	100.0	1499	b	Citadel Comm Corp	48	0007		g4	Clsc Rock	2,950	1.33	13.2	11.1	8.1	10.4	10.2	9.9	11.9	10.4	10.0
WIKQ	Tusculum	A	103.1	6.0	-223		Radio Greeneville	96	0008	1,800	c1	Country	125			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXIS	Erwin	A	103.9	2.5	328	c	WEMB Inc		68			CHR/Rhymc	400	0.50	4.8	3.4	2.8	3.1	2.2	4.7	4.1	2.9	3.6
● WEYE	Surgoinsvill	A	104.3	4.1 cp	397	g	Seeger, Guest & Fort	90	0108		c2	Gospel			0.5	1.5	0.9	2.0	0.0	0.0	0.0	0.8	0.9
WKOS	Kingsport	A	104.9	2.8	492	b	Citadel Comm Corp	70	0007		g4	Oldies	600	0.63	5.7	3.2	3.3	4.5	4.8	4.5	3.7	5.2	4.7
WJDT	Rogersville	A	106.5	0.3	1378		C & S Bcstg		90		1	Country			0.3	0.0	0.0	0.0	0.0	0.0	0.5	0.6	0.0
# FM Stations -					13	# Combos -					10	FM TOTALS			81.1	62.1	63.7	64.0	63.9	64.0	65.0	66.9	63.7

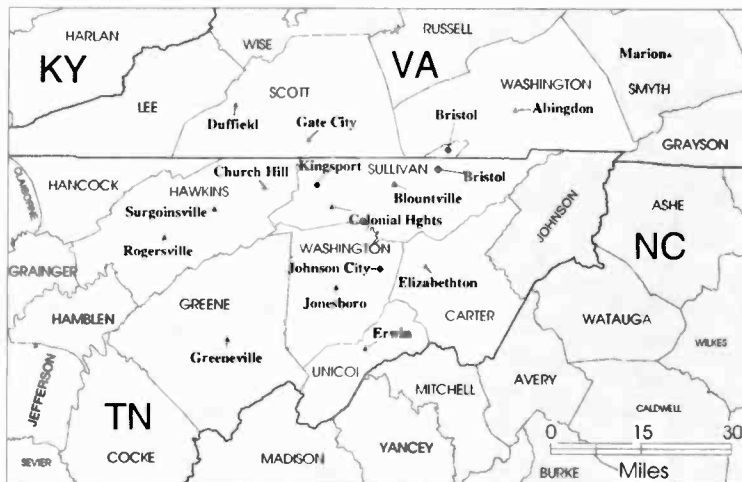
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Metro Rank: 100

Revenue Rank: 112

Johnson City-Kingsport-Bristol, TN-VA Market



Metro Counties / Population (000)

Carter, TN	57.1
Hawkins, TN	54.2
Sullivan, TN	153.8
Unicoi, TN	17.8
Washington, TN	108.3
Bristol City, VA	17.3
Scott, VA	23.4
Washington, VA	51.5
Total	483.4

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$13,000	\$13,800	\$14,700	\$16,200	\$17,800	\$16,800
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.6%	\$17,600	\$18,800	\$20,000	\$21,200	\$22,600	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$2.89/1,000	2006 \$3.29/1,000			Est. Breakout	
Revenue/Capita	\$28.57	\$34.75	\$45.41			Local	85%
						National	15%

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	455.0	483.4	1.2%	483.4	497.7	0.6%
Households	179.4	194.6	1.6%	194.6	204.3	1.0%
Retail Sales	NA ^{1/}	5,819.7	NA ^{1/}	5,819.7	6,867.5	3.4%
EBI ^{2/}	6,045.3	7,550.9	4.5%	7,550.9	9,446.4	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	233.8	34.4	20.2	21.3	28.7	37.5	39.7	52.1
Women (000)	249.6	32.9	19.2	21.2	28.4	38.5	40.6	68.7
Total	483.4	67.2	39.4	42.5	57.1	76.0	80.3	120.8
Percentage	100.0%	13.9%	8.2%	8.8%	11.8%	15.7%	16.6%	25.0%
Per Capita	\$ 15,620			Median Household	\$ 25,692		Avg Household	\$ 38,802
Ethnic Population:	White	96.8%	Black	2.3%	Asian	0.5%	Hispanic	1.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		7	9	13	21	34
Tot 12+	8.4		55.3	61.4	63.7	14.7	78.4
Avg 12+	1.4		7.9	6.8	4.9	0.7	2.3
Tot LCS	10.7		70.5	78.3	81.3	18.8	100.0
Avg LCS	1.8		10.1	8.7	6.3	0.9	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
				Power (kW)	Power (kW)											2002	2002	2002	2001	2001	2001	2001	2000	
WGOC	Blountville	B	640	10.0	0.81	b	Citadel Comm Corp	89	0007		g4	Country	200	0.25	4.7	3.4	4.5	3.8	2.4	3.9	3.7	3.5	3.8	
● WZAP	Bristol	D	690	10.0	0.01		RAM Comm Inc	46	7701	375		Relgn/RlgMs	400	1.70	1.4	1.1	0.9	1.1	0.9	1.1	1.5	0.8	1.1	
● WETB	Johnson City	D	790	5.0	0.07		Mountain Signals,Inc	47	9012		dn	Gospel	350	1.04	2.0	1.1	1.6	2.3	1.5	1.7	1.4	1.7	1.5	
● WPWT	Colonial Heights	D	870	10.0	0.00	a	Appalachian Educ	84	9603	80		Talk			0.5	0.6	0.5	0.5	0.9	0.0	0.0	0.0	1.5	
WJCW	Johnson City	B	910	5.0	1.00	b	Citadel Comm Corp	38	0007		g4	Nws/Tlk/Inf	775	1.13	4.1	4.2	2.4	2.7	3.3	2.8	2.9	3.5	3.8	
WFHG	Bristol	B	980	5.0	1.00	e	Nininger Stations	47	7206			News/Talk	200	0.92	1.3	0.8	0.9	0.9	1.1	0.6	0.8	1.3	1.5	
● WMEV	Marion	D	1010	1.0	0.04	f	Glenwood Comm Corp	48	9807		c3	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGAT	Gate City	B	1050	1.0	0.27		Tri-Cities Bcst Corp	39	6503			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		CHR				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● WDUF	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	Abingdon Church Naz	56	0108			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	100	0.50	1.2	0.8	0.7	0.5	0.9	0.7	0.5	1.3	1.5	
● WMCH	Church Hill	D	1260	1.0	0.00	g	Seeger, Guest & Fort	54	0108		c2	Gospel			0.2	0.0	0.0	0.5	0.0	0.6	0.0	0.0	0.0	
WKIN	Kingsport	B	1320	5.0	0.50	b	Citadel Comm Corp	51	0007		g4	News	100		0.3	0.0	0.0	0.5	0.7	0.0	0.5	0.0	0.5	
● WRGS	Rogersville	D	1370	1.0	0.00		Beal, C. Philip	54				Cntry/Gospl	50	0.27	1.1	1.3	0.7	0.9	1.3	0.7	1.2	0.8	0.7	
WKPT	Kingsport	C	1400	1.0	1.00	d	Glenwood Comm Corp	40	6606			2 Adlt Stndrd	300	1.05	1.7	1.5	1.6	1.8	2.2	1.5	1.2	1.5	1.3	
● WEMB	Erwin	D	1420	5.0	0.02	c	WEMB Inc	56	6104			Cntry/Gospl			0.3	1.1	0.7	0.7	0.9	0.6	0.0	0.0	0.5	
● 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			0.1	0.2	0.2	0.2	0.0	0.0	0.2	0.0	0.0	
# AM Stations -					21	# Combos -					13	AM TOTALS				18.9	16.1	14.7	16.4	16.1	14.2	13.9	14.4	17.7
AM & FM Stations Profiled -					34	# Duopolies -					8	Total Local Commercial Share				78.2	78.4	80.4	80.0	78.2	78.9	81.3	81.4	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 101

Revenue Rank: 237

Lakeland-Winter Haven, FL Market Overview



Metro Counties / Population (000)

Polk, FL	489.8
	489.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$4,600	\$4,700	\$5,100	\$5,600	\$5,900	\$5,800
★★★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-1.7%	\$6,100	\$6,500	\$6,900	\$7,400	\$7,800
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$1.03/1,000	2006 \$1.14/1,000			Est. Breakout	
Revenue/Capita	\$10.34	\$11.84	\$15.01			Local	85%
						National	15%

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	445.0	489.8	1.9%	489.8	519.6
Households	171.0	190.3	2.2%	190.3	204.1	1.4%
Retail Sales	NA ^{1/}	5,649.6	NA ^{1/}	5,649.6	6,868.3	4.0%
EBI ^{2/}	5,588.1	7,296.9	5.5%	7,296.9	8,920.9	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	238.4	40.9	19.8	18.3	28.4	33.0	32.9	65.0
Women (000)	251.4	38.8	18.7	18.9	28.0	34.2	35.1	77.7
Total	489.8	79.6	38.5	37.2	56.4	67.2	68.0	142.7
Percentage	100.0%	16.3%	7.9%	7.6%	11.5%	13.7%	13.9%	29.1%
Per Capita	\$ 14,898	Median Household		\$ 30,265	Avg Household		\$ 38,344	
Ethnic Population:	White	83.9%	Black	14.2%	Asian	1.2%	Hispanic	9.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			5	5	5	9	14
Tot 12+			28.3	28.3	28.3	7.8	36.1
Avg 12+			5.7	5.7	5.7	0.9	2.6
Tot LCS			78.4	78.4	78.4	21.6	100.0
Avg LCS			15.7	15.7	15.7	2.4	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 Tampa.

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	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
			Freq	(kW)									Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998		
WFLZ	Tampa	C	93.3	100.0	1358	a	Clear Channel Comm	48	9905			CHR	n/a		21.9	7.5	6.8	8.7	7.2	8.5	8.8	7.2	7.2		
WSJT	Lakeland	C	94.1	100.0	1493	b	Infinity Bcstg	67	0102			Jazz	n/a		8.7	3.6	5.0	3.2	3.2	3.3	4.3	2.4	2.4		
WPCV	Winter Haven	C	97.5	100.0	1017	c	Hall Communications	62	8110	2,000	c1	Country	3,775	1.60	40.6	13.0	14.3	12.9	17.5	18.6	11.8	12.4	16.5		
WWRZ	Fort Meade	C2	98.3	26.0	686	c	Hall Communications	77	9508	1,750	c1	Lite AC			6.9	1.8	1.8	2.4	2.7	1.6	2.2	1.4	0.3		
• WDUV	New Port Richey	C1	105.5	46.0	1345		Cox Radio Inc	69	9905			Soft AC	n/a		5.8	2.4	5.0	1.7	2.7	4.7	3.5	4.5	7.2		
# FM Stations -					5	# Combos -					2	FM TOTALS					83.9	28.3	32.9	28.9	33.3	36.7	30.6	27.9	33.6
AM Stations														ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Day Power		Night Power		Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
			Freq	(kW)	(kW)	C							Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998		
WWBF	Bartow	B	1130	2.5	0.50		Thornburg, Thomas N	69	8401			Oldes/Sprts	200	2.03	1.7	0.0	0.5	0.5	0.8	0.3	0.7	1.0	0.5		
WONN	Lakeland	C	1230	1.0	1.00	c	Hall Communications	49	8110		c1	Nostalgia	300	1.01	5.1	1.8	3.3	1.2	2.7	3.1	2.6	2.3	2.2		
WIPC	Lake Wales	B	1280	1.0	0.50		Siber Media Group	51	0209	73		Nws/Tik/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	1.01	1.7	0.0	0.0	0.5	0.8	0.0	0.8	1.7	2.9		
WHNR	Cypress Gardens	B	1360	5.0	2.50		GB Enterprises Comm	58	9507	250		Urban AC	200	1.92	1.8	1.3	1.5	0.0	1.5	1.4	2.5	2.4	2.2		
WLKF	Lakeland	B	1430	5.0	1.00	c	Hall Communications	36	9609	550		News/Talk	900	4.08	3.8	2.3	1.1	0.9	2.0	1.4	1.4	1.9	1.9		
• WBAR	Bartow	D	1460	1.0	0.16		Bartow Bcstg Co Inc	53	9509	140		Mexican	100			0.0	0.0	0.0	0.0	1.4	1.3	2.3	0.0		
WSIR	Winter Haven	C	1490	1.0	1.00		Anscombe Bcstg Gr	47	0109		g	Gospel	100	0.86	2.0	2.4	2.8	0.9	0.5	1.0	2.4	0.0	0.0		
• WTWB	Auburndale	D	1570	5.0	0.01		Evangel Christn Sch	56	9711	275	e	Gospel	100			0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.5		
# AM Stations -					9	# Combos -					2	AM TOTALS					16.1	7.8	9.2	4.0	8.3	8.6	12.7	11.6	10.2
AM & FM Stations Profiled -					14	# Duopolies -					2	Total Local Commercial Share					36.1	42.1	32.9	41.6	45.3	43.3	39.5	43.8	

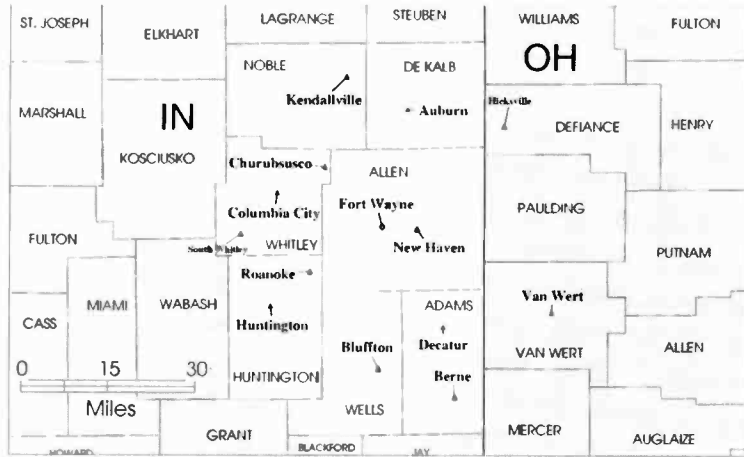
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 102

Revenue Rank: 95

Ft. Wayne, IN Market Overview



Metro Counties / Population (000)

Adams, IN	33.8
Allen, IN	334.2
De Kalb, IN	40.7
Huntington, IN	38.3
Wells, IN	27.7
Whitley, IN	30.9
Total	505.6

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

ESTIMATED GROSS REVENUES ★★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$16,600	\$18,200	\$19,600	\$21,500	\$21,000	\$20,300	4.1%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
Gross Revenues	-3.3%	\$21,300	\$22,700	\$24,100	\$25,600	\$27,200	6.1%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.06/1,000	\$3.66/1,000	Local 83%
Revenue/Capita	\$35.05	\$40.15	\$52.01	National 17%

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	473.6	505.6	1.3%	505.6	523.0	0.7%
Households	176.9	192.7	1.7%	192.7	203.4	1.1%
Retail Sales	NA ^{1/}	6,625.5	NA ^{1/}	6,625.5	7,423.0	2.3%
EBI ^{2/}	7,187.5	9,326.9	5.3%	9,326.9	11,656.2	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	246.6	49.0	23.9	20.9	34.1	40.1	33.6	45.0
Women (000)	259.0	46.8	22.8	20.7	33.8	40.5	35.1	59.3
Total	505.6	95.8	46.7	41.6	67.9	80.6	68.7	104.3
Percentage	100.0%	18.9%	9.2%	8.2%	13.4%	15.9%	13.6%	20.6%
Per Capita	\$ 18,447							
				Median Household	\$ 37,185		Avg Household	\$ 48,401
Ethnic Population:	White	90.2%	Black	8.0%	Asian	1.3%	Hispanic	3.4%

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+	36.7	35.8		71.2	72.5	9.4	81.9
Avg 12+	3.1	6.0		5.5	4.0	1.2	3.2
Tot LCS	44.8	43.7		86.9	88.5	11.5	100.0
Avg LCS	3.7	7.3		6.7	4.9	1.4	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 Lima.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
																2002	2001	2001	2000	2000	1999	1999	1998	
WFWI	Fort Wayne	A	92.3	2.7	482	e	Federated Media	93	9702	4,350	1	Clsc Rock	2,200	1.39	7.8	6.7	7.4	8.1	4.8	6.9	6.6	6.2	6.4	
WZBD	Berne	A	92.7	4.1	394		Weaver, Robert Alan	93				AC	100		0.6	0.0	0.9	0.5	0.5	0.0	0.3	0.0	0.3	
WBTU	Kendallville	B	93.3	50.0	492		Artistic Media Ptnrs	55	0008	5,000		Country	1,150	0.99	5.7	3.6	2.8	5.1	4.4	4.9	5.0	6.0	4.9	
WCKZ	Roanoke	A	94.1	6.0	328	d	Travis Broadcasting	91	0202	7,500	d1	80s & 90s	250	0.49	2.5	2.3	1.5	1.8	2.3	2.9	2.4	3.0	0.2	
WAJI	Fort Wayne	B	95.1	39.0	679	c	Sarkes Tarzian Inc	59				AC/SttRk	2,575	1.44	8.8	5.9	7.7	7.7	6.9	7.6	7.9	7.0	9.0	
WNHT	Churubusco	B1	96.3	6.7	554	d	Travis Broadcasting	94	0202		d1	Top 40	300	0.87	1.7	3.0	0.9	0.7	2.1	2.0	2.5	2.2	1.6	
WMEE	Fort Wayne	B	97.3	26.0	689	e	Federated Media	65			1	Hot AC	1,850	1.15	7.9	6.4	7.4	6.7	6.4	8.1	6.3	7.0	6.4	
WBVR	Van Wert	B	98.9	50.0	453	e	Federated Media	62	9610	5,800	e	1	Clsc Rock	2,250	1.18	9.4	8.2	5.3	7.5	8.0	7.8	5.9	8.2	6.6
WNUY	Bluffton	A	100.1	5.2	351	b	Wells County Radio	63	9312		st	AC	50		0.4	0.0	0.0	0.4	0.3	0.0	0.0	0.0	0.5	
WLZQ	South Whitley	A	101.1	6.0	328	a	Larko Comm Inc	92				Hot AC	50		0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3	
WLDE	Fort Wayne	A	101.7	3.0	328	c	Sarkes Tarzian Inc	70	9304	1,500		Oldies	1,500	0.95	7.8	7.1	6.5	7.5	5.4	5.6	6.8	7.0	6.8	
WXTW	Auburn	A	102.3	6.0	315	d	Travis Broadcasting	67	0202		d1	Modern Rock	400	0.58	3.4	1.8	1.7	2.5	3.1	3.4	3.1	3.3	5.0	
• WEXI	Huntington	A	102.9	3.0	299	d	Travis Broadcasting	65	0210 p			Modern Rock	50		0.4	0.0	0.5	0.4	0.3	0.0	0.0	0.0	0.3	
• WYLT	Fort Wayne	A	103.9	3.0	328	d	Travis Broadcasting	76	0210 p			AC	600	1.06	2.8	2.5	2.2	2.5	2.1	2.0	2.1	3.2	1.6	
WQHK	Decatur	B1	105.1	13.5	449		JAM Communications	66	9309		1	Country	2,625	1.10	11.8	8.7	6.5	9.3	10.2	9.8	9.5	9.7	13.4	
WSHI	Columbia City	A	106.3	2.0	407		SBS Inc	68	9705		na	Adlt Stndrd	450	0.22	10.0	7.9	6.2	7.7	8.9	6.6	9.1	6.2	6.3	
WFJZ	Hicksville	A	106.7	2.9	482		Federated Media	02				NAC/SmJaz				1.3	0.0	0.0	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	1,300	0.79	8.1	7.1	8.8	6.3	7.1	5.6	4.9	5.7	4.2	
# FM Stations -					18	# Combos -					12	FM TOTALS				89.3	72.5	66.3	74.7	73.1	73.2	72.4	74.7	73.8

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
																2002	2001	2001	2000	2000	1999	1999	1998	
• WFCV	Fort Wayne	B	1090	2.5 cp	0.00		Bott Radio Network	68	8005	240		Chrst/Talk	80		0.6	1.0	1.0	0.5	0.5	0.8	1.0	0.5	0.5	
• WOWO	Fort Wayne	B	1190	50.0	9.80	e	Federated Media	25	9506		1	Nws/Tlk/Spt	2,000	1.19	8.3	6.4	11.5	7.0	6.7	7.6	6.8	7.5	8.3	
• WGL	Fort Wayne	B	1250	2.3	1.00	d	Travis Broadcasting	24	0202		d1	Talk/Sprts	250	1.12	1.1	1.3	1.2	0.7	1.1	0.8	1.5	1.5	2.3	
• 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		0.7	0.7	1.4	0.5	0.7	0.7	0.6	0.3	0.3	
• WLYV	Fort Wayne	C	1450	1.0	1.00		Midwest Bcstg Corp	48	9412	90		Gospl/Talk				0.0	0.0	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		Kovas Comm	68	9505		c1	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					8	# Combos -					5	AM TOTALS				10.7	9.4	15.1	8.7	9.0	9.9	9.9	9.8	11.7
AM & FM Stations Profiled -					26	# Duopolies -					6	Total Local Commercial Share				81.9	81.4	83.4	82.1	83.1	82.3	84.5	85.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 103

Revenue Rank: 82

Lexington-Fayette, KY Market Overview



Metro Counties / Population (000)

Bourbon, KY	19.4
Clark, KY	33.4
Fayette, KY	263.1
Jessamine, KY	39.7
Madison, KY	71.9
Scott, KY	33.8
Woodford, KY	23.5
Total	484.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$18,200	\$19,600	\$20,900	\$21,000	\$22,400	\$23,200	5.0%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
3.6%	\$25,400	\$27,100	\$29,600	\$31,000	\$33,100	7.4%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.30/1,000	\$4.12/1,000	Local 80%
Revenue/Capita	\$41.38	\$47.85	\$64.77	National 25%

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	439.8	484.8	2.0%	484.8	511.0	1.1%
Households	167.1	187.9	2.4%	187.9	201.8	1.4%
Retail Sales	NA ^{1/}	7,023.6	NA ^{1/}	7,023.6	8,030.6	2.7%
EBI ^{2/}	6,462.2	8,921.0	6.7%	8,921.0	11,506.6	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	233.5	39.4	19.5	29.8	35.2	38.7	32.4	38.5
Women (000)	251.3	37.5	18.8	32.6	35.7	40.9	34.5	51.2
Total	484.8	77.0	38.3	62.4	70.8	79.6	67.0	89.7
Percentage	100.0%	15.9%	7.9%	12.9%	14.6%	16.4%	13.8%	18.5%
Per Capita	\$ 18,401							
				Median Household	\$ 31,610		Avg Household	\$ 47,477
Ethnic Population:	White	88.0%	Black	9.8%	Asian	1.8%	Hispanic	2.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8		11	13	19	12	31
Tot 12+	20.1		52.6	64.5	72.7	13.0	85.7
Avg 12+	2.5		4.8	5.0	3.8	1.1	2.8
Tot LCS	23.5		61.4	75.3	84.8	15.2	100.0
Avg LCS	2.9		5.6	5.8	4.5	1.3	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	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WBVX	Carlisle	C2	92.1	32.0	610	a	L. M. Communications	94	0110	4,800		80s Hits	600		0.7	3.1	2.2	0.6	0.5	0.4	0.5	1.1	0.4		
WVLK	Lexington	C1	92.9	100.0	850	e	Cumulus Bcstg Inc	79	9909	44,500	d4	Country	3,325	1.36	10.5	7.3	8.3	8.6	9.1	11.8	11.3	12.3	10.4		
WMXL	Lexington	C1	94.5	100.0	637	b	Clear Channel Comm	40	9905		g1	Hot AC	2,300	1.48	6.7	4.2	5.5	6.0	5.3	5.5	5.5	6.7	8.5		
WVRB	Wilmore	A	95.3	4.1	397		Baldwin Broadcasting	95	9507	45	cp	ChrsContem			1.9	4.2	2.4	2.1	1.1	1.1	0.8	1.1	0.9		
WLXO	Stamping Ground	A	96.1	6.0	328		Clarity Comm Inc	94	0110	400	1	Talk	200	0.72	1.2	0.6	0.7	1.1	0.9	0.0	0.0	0.0	0.0		
WGKS	Paris	C2	96.9	50.0	492	a	L. M. Communications	68	8407	700	1	AC	1,275	1.14	4.8	4.6	3.0	2.8	5.3	4.4	5.0	5.4	4.9		
WBUL	Lexington	C1	98.1	100.0	561	b	Clear Channel Comm	69	9905		g1	Country	2,500	0.98	11.0	10.7	11.1	8.6	10.0	6.9	8.2	6.7	8.3		
WJMM	Harrodsburg	C3	99.3	7.0	617	c	Mortenson Bcstg Co	69	9811	1,200	c1	Chrst/Talk	200	0.34	2.5	1.3	1.8	2.3	2.0	0.7	1.0	0.9	1.3		
WKQQ	Winchester	C2	100.1	20.0	637	b	Clear Channel Comm	74	9905		g1	Clsc Rock	2,000	1.31	6.6	5.9	5.7	6.0	5.1	7.3	6.7	6.7	7.0		
WCYO	Irvine	C3	100.7	9.2	505	d	Wallingford Bcstg Co	91				Country	100		0.5	1.3	0.6	0.4	0.5	0.5	0.0	0.0	0.4		
WLRO	Richmond	C3	101.5	9.0	541	e	Cumulus Bcstg Inc	72	9909		d4	Rock & Roll	650	0.82	3.4	2.7	2.8	3.2	2.6	3.5	3.0	3.4	4.5		
WKYL	Lawrenceburg	A	102.1	3.0	328		Davenport Bcstg Inc	93	9702	525		Soft Hits	150		0.8	0.8	0.6	0.8	0.5	0.7	0.8	0.6	0.4		
WLTO	Nicholasville	A	102.5	2.0	400	e	Cumulus Bcstg Inc	88	9909		d4	R&B Oldies	500	1.08	2.0	1.5	2.0	1.9	1.5	2.9	3.2	2.6	2.5		
WXZZ	Georgetown	A	103.3	2.7 cp	499	e	Cumulus Bcstg Inc	73	9909		d4	Alternative	700	0.75	4.0	4.0	3.7	3.6	3.1	5.1	4.1	3.9	3.8		
WLKT	Lexington-Fayett	C2	104.5	50.0	466	b	Clear Channel Comm	95	9905		g1	CHR	1,450	0.55	11.4	8.4	8.3	10.9	8.4	11.5	7.9	7.3	10.0		
WMKJ	Mount Sterling	C3	105.5	25.0 cp	328	b	Clear Channel Comm	68	0104	2,500		Oldies	1,300	0.98	5.7	3.1	3.9	4.1	5.5	0.0	0.0	0.0	0.0		
WCDA	Versailles	A	106.3	3.7	420	a	L. M. Communicatons	73	9902	3,350	1	Hot AC	800	0.86	4.0	2.3	2.2	3.9	2.9	2.6	3.2	4.9	0.0		
WLFX	Berea	A	106.7	3.3 cp	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	750	0.47	6.9	6.7	5.9	6.0	5.7	4.4	5.9	5.8	2.7		
# FM Stations -					19	# Combos -					16	FM TOTALS					84.6	72.7	70.7	72.9	70.0	69.3	67.1	69.4	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
• WVLK	Lexington	B	590	5.0	1.00	e	Cumulus Bcstg Inc	47	9909		d4	FullService	2,500	1.86	5.8	5.5	5.5	4.7	5.1	5.6	7.4	6.2	8.9		
• WLAP	Lexington	B	630	5.0	1.00	b	Clear Channel Comm	22	9905		g1	News/Talk	600	0.65	4.0	2.9	4.6	2.8	4.0	2.7	3.0	3.0	3.4		
• WCGW	Nicholasville	D	770	1.0	0.00	c	Mortenson Bcstg Co	86				Gospel	200		0.9	0.6	1.3	1.1	0.5	0.9	0.6	0.6	1.7		
• WCBR	Richmond	D	1110	0.3	0.00		WCBR Radio Inc	69	9612			Gospel			0.2	0.0	0.0	0.4	0.0	0.0	0.6	0.0	0.0		
• WUGR	Nicholasville	D	1250	0.5	0.00	c	Mortenson Bcstg Co	62	9808	150		Urban/Gospl	150		0.9	1.7	0.7	0.6	0.9	0.7	1.4	1.3	0.8		
• WLXG	Lexington	B	1300	2.5	1.00	a	L. M. Communications	46	8510	881	1	Sports	700	2.01	1.5	1.3	1.5	0.9	1.6	1.3	0.8	0.9	0.8		
• WEKY	Richmond	C	1340	1.0	1.00	d	Wallingford Bcstg Co	53	9906		d5	Oldes/Talk	50		0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.0		
• WMJR	Winchester	D	1380	2.5	0.04		Thy Klngdom Come	54	9904	583		Religion	50			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		
• 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		
• WIRV	Irvine	D	1550	1.0	0.01	d	Wallingford Bcstg Co	60				Oldes/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WSNE	Georgetown	D	1580	10.0	0.05	b	Clear Channel Comm	57	9905		g1	Nostalgia	125	0.30	1.8	1.0	1.7	1.9	1.1	1.3	0.8	0.4	1.1		
# AM Stations -					12	# Combos -					9	AM TOTALS					15.3	13.0	15.3	12.8	13.2	12.5	14.6	12.8	16.7
AM & FM Stations Profiled -					31	# Duopolies -					11	Total Local Commercial Share					85.7	86.0	85.7	83.2	81.8	81.7	82.2	82.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 104

Revenue Rank: 86

Chattanooga, TN Market Overview



Metro Counties / Population (000)

Hamilton, TN	309.6
Marion, TN	28.0
Sequatchie, TN	11.6
Catoosa, GA	54.1
Dade, GA	15.3
Walker, GA	61.3
Total	479.9

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$19,300	\$19,800	\$21,800	\$22,600	\$24,200	\$22,200
Δ 00 - 01		2002	2003	2004	2005	2006	Δ 01 - 06
	-8.3%	\$23,400	\$24,900	\$26,600	\$28,200	\$30,000	6.2%
Revenue/Retail Sales		1996	2001	2006	Est. Breakout		
	NA ^{1/}	\$3.65/1,000	\$4.15/1,000		Local	91%	
Revenue/Capita		\$42.45	\$46.26	\$60.51	National	9%	

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	454.6	479.9	1.1%	479.9	495.8
Households	175.4	188.5	1.5%	188.5	197.8	1.0%
Retail Sales	NA ^{1/}	6,080.4	NA ^{1/}	6,080.4	7,229.3	3.5%
EBI ^{2/}	6,445.8	8,010.5	4.4%	8,010.5	9,976.4	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	229.9	39.0	21.6	20.2	29.4	37.7	35.9	46.2
Women (000)	250.0	37.3	20.3	20.8	30.3	39.6	38.3	63.4
Total	479.9	76.3	41.8	41.0	59.7	77.3	74.1	109.6
Percentage	100.0%	15.9%	8.7%	8.5%	12.4%	16.1%	15.4%	22.8%
Per Capita	\$ 16,692							
				Median Household	\$ 33,823		Avg Household	\$ 42,496
Ethnic Population:	White	84.1%	Black	14.2%	Asian	1.2%	Hispanic	1.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8		7	13	15	15	30
Tot 12+	27.9		47.0	73.0	74.9	10.3	85.2
Avg 12+	3.5		6.7	5.6	5.0	0.7	2.8
Tot LCS	32.7		55.2	85.7	87.9	12.1	100.0
Avg LCS	4.1		7.9	6.6	5.9	0.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
WDEF	Chattanooga	C	92.3	100.0	1181	b	Bahakel Comm	64	9609	7,700	c3	Soft AC	2,300	1.01	10.3	9.4	7.7	7.7	9.4	8.8	8.0	9.6	8.5		
• WMPZ	Ringgold	A	93.7	4.9	302	e	Brewer Bcstg Corp	94	9612	960		Urban AC	425	1.20	1.6	0.7	0.9	1.5	1.2	1.3	2.0	1.1	1.0		
WJTT	Red Bank	A	94.3	4.7	371	e	Brewer Bcstg Corp	72	9401		al	Urban	2,000	0.97	9.3	6.1	7.3	7.1	7.1	7.5	8.2	8.0	8.0		
WALV	Cleveland	A	95.3	1.0	784	e	Brewer Bcstg Corp	80	9805		c4	AC	500	2.25	1.0	1.0	1.4	0.6	0.9	0.4	1.1	1.1	0.9		
WDOD	Chattanooga	C	96.5	88.0	1079	b	Bahakel Comm		60			Adult Rock	1,100	0.97	5.1	5.4	5.2	4.2	5.0	3.8	4.6	5.1	4.0		
WLOV	South Pittsburg	C2	97.3	16.0	856	d	Clear Channel Comm	90	0009		sw	Urban AC	300	0.33	4.1	3.1	2.8	4.2	3.0	3.9	2.6	4.6	2.9		
WKXJ	Signal Mountain	A	98.1	1.0	794	d	Clear Channel Comm	94	0009		sw	CHR	500	0.37	6.1	5.4	5.6	4.0	5.5	5.9	5.3	4.8	4.8		
WUSY	Cleveland	C	100.7	100.0	1191	d	Clear Channel Comm	61	0009		sw	Country	7,500	1.45	23.3	17.9	17.9	19.0	18.7	18.8	18.8	19.6	22.1		
WSGC	Ringgold	A	101.9	1.3	702	d	Clear Channel Comm	89	0010	2,500		Clsc Hits	200	0.64	1.4	2.6	1.6	1.6	1.1	1.1	1.6	1.2	0.9		
WGOW	Soddy-Daisy	A	102.3	6.0	285	c	Citadel Comm Corp	77	0007		g4	Talk	1,000	0.78	5.8	4.2	5.6	5.3	4.6	4.8	4.4	5.0	5.4		
WBDX	Trenton	A	102.7	0.3	1375		Ptrs for Chrtm Media	90	9807	1,189	1	ChrsContem	900	1.56	2.6	2.3	1.7	1.6	1.8	1.6	2.7	2.5	1.9		
WLLJ	Etowah	C2	103.1	50.0	492		Friendship Bcstg LLC	77	9803	645	1	ChrsContem			0.6	0.7	0.5	0.6	0.2	0.2	0.5	0.5	0.7		
WRXR	Rossville	A	105.5	1.6	646	d	Clear Channel Comm	66	0009		sw	Rock	700	0.77	4.1	4.0	3.8	4.7	3.4	3.8	3.8	3.2	3.3		
WSKZ	Chattanooga	C	106.5	100.0	1079	c	Citadel Comm Corp	60	0007		g4	Clsc Rock	2,150	1.13	8.6	6.9	7.7	7.4	7.5	7.9	6.9	6.5	8.1		
WOGT	East Ridge	C3	107.9	2.9	968	c	Citadel Comm Corp	90	0007		g4	Oldies	850	0.65	5.9	5.0	5.2	3.7	4.6	5.5	5.5	3.7	5.4		
# FM Stations -					15	# Combos -					13	FM TOTALS					89.8	74.7	74.9	73.2	74.0	75.3	76.0	76.5	77.9

AM Stations

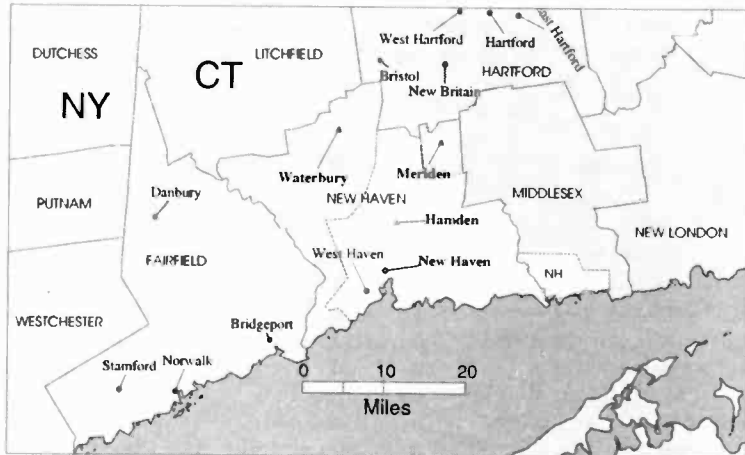
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
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	0.0	
• WEPG	South Pittsburg	D	910	5.0	0.00	a	Stone/Collins Comm	54	0004	500		Country	250		0.3	0.9	1.0	0.0	0.7	0.4	0.5	0.0	0.0		
• WUUS	Rossville	D	980	0.5	0.11	d	Clear Channel Comm	58	0009		sw	Sport\$				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		0.6	0.7	0.5	1.1	0.7	0.4	0.7	0.5	0.3		
WGOW	Chattanooga	B	1150	5.0	1.00	c	Citadel Comm Corp	36	0007		g4	News/Talk	300	0.61	2.2	2.3	3.0	2.6	2.0	2.0	1.6	2.1	1.9		
• WSDQ	Dunlap	D	1190	5.0	0.00	a	Stone/Collins Comm	80	0208	165		Country	50		0.4	0.0	0.0	0.0	0.0	0.4	0.5	0.0	0.3		
WSDT	Soddy-Daisy	C	1240	1.0	1.00		Willis Bcstg Corp	70	9905		na	DARK	50			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	250	0.51	2.2	1.7	1.4	2.6	2.7	1.4	1.8	1.8	2.6		
WDOD	Chattanooga	B	1310	5.0	5.00	b	Bahakel Comm	25	6206			Nostalgia	150	0.23	2.9	2.9	2.8	2.1	3.2	2.1	2.9	2.3	2.6		
WBAC	Cleveland	C	1340	1.0	1.00	e	Brewer Bcstg Corp	45	9805		c4	Nostalgia	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WDEF	Chattanooga	B	1370	5.0	5.00	b	Bahakel Comm	41	9609		c3	Nws/Tlk/Spt	175		0.9	0.9	0.9	0.5	0.7	1.3	0.7	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			0.4	0.0	0.7	1.0	0.0	0.0	0.4	0.7	0.2		
• WQCH	Lafayette	D	1590	5.0	0.00		Gwyn, Charles	54	8804	300		Chnry/News	50		0.4	0.0	0.0	0.8	0.0	0.5	0.7	0.0	0.0		
# AM Stations -					15	# Combos -					7	AM TOTALS					10.3	9.4	10.3	10.7	10.0	8.5	9.8	7.9	8.6
AM & FM Stations Profiled -					30	# Duopolies -					8	Total Local Commercial Share					84.1	85.2	83.9	84.0	83.8	85.8	84.4	86.5	

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

Metro Rank: 105

Revenue Rank: 110

New Haven, CT Market Overview



Metro Counties / Population (000)

Middlesex, CT	12.6
New Haven, CT	478.8
Total	491.4

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$15,900	\$15,900	\$16,100	\$17,300	\$17,800	\$17,500
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-1.7%	\$18,400	\$19,600	\$20,900	\$22,200	\$23,600	6.2%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$2.56/1,000	\$2.95/1,000	Local	70%		
Revenue/Capita	\$33.70	\$35.61	\$48.16	National	30%		

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	471.8	491.4	0.8%	491.4	490.0
Households	179.7	188.5	1.0%	188.5	190.5	0.2%
Retail Sales	NA ^{1/}	6,827.3	NA ^{1/}	6,827.3	7,986.8	3.2%
EBI ^{2/}	8,523.2	10,729.3	4.7%	10,729.3	12,394.3	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	236.8	39.2	17.9	23.1	35.0	38.3	33.3	50.0
Women (000)	254.6	37.3	17.0	22.7	34.6	39.9	35.3	67.8
Total	491.4	76.4	34.9	45.7	69.6	78.3	68.7	117.8
Percentage	100.0%	15.6%	7.1%	9.3%	14.2%	15.9%	14.0%	24.0%
Per Capita	\$ 21,833	Median Household		\$ 49,381	Avg Household		\$ 56,908	
Ethnic Population:	White 84.5%	Black 12.2%	Asian 2.7%	Hispanic 10.2%				

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+	5.0	18.9		23.9	23.9	7.8	31.7
Avg 12+	5.0	6.3		6.0	6.0	2.0	4.0
Tot LCS	15.8	59.6		75.4	75.4	24.6	100.0
Avg LCS	15.8	19.9		18.8	18.8	6.2	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													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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
																2002	2001	2001	2000	2000	1999	1999	1998
WWYZ	Waterbury	B	92.5	17.0	879	a	Clear Channel Comm	61	0008			Country	n/a		15.6	5.8	4.2	4.9	5.1	6.3	6.5	5.6	5.9
WYBC	New Haven	A	94.3	2.6	472	b	Yale Bcstg Co		59			1 Urban AC	1,700	0.55	17.6	5.0	6.0	5.8	5.4	6.6	6.6	6.1	6.9
WPLR	New Haven	B	99.1	15.0	906		Cox Radio Inc	44	0008		sw	1 AOR	7,600	2.40	18.1	6.7	5.9	5.0	6.6	6.8	5.0	7.1	7.8
WKCI	Hamden	B	101.3	11.0	965	a	Clear Channel Comm	69	9205	14,000		CHR/Top40	4,425	1.30	19.4	6.4	6.0	6.3	6.1	6.9	5.8	6.5	6.0
# FM Stations -					4	# Combos -			3	FM TOTALS					70.7	23.9	22.1	22.0	23.2	26.6	23.9	25.3	26.6
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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
																2002	2001	2001	2000	2000	1999	1999	1998
WELI	New Haven	B	960	5.0	5.00	a	Clear Channel Comm	35	8409		g	News/Talk	1,975	0.76	14.8	4.0	3.0	4.4	5.1	3.9	5.1	3.7	4.1
• WQUN	Hamden	D	1220	1.0	0.31	c	Quinnipiac Univ	60	9608	500		Nostalgia	425	0.33	7.3	3.8	1.8	2.1	2.6	2.5	3.1	1.8	2.2
WAVZ	New Haven	B	1300	1.0	1.00	a	Clear Channel Comm	47	9212	10		Nostalgia	1,275	1.01	7.2	0.0	2.8	2.1	2.5	2.4	1.4	1.8	3.1
WYBC	New Haven	C	1340	1.0	1.00	b	Yale Bcstg Co	44	9808	775		Variety	100			0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0
# AM Stations -					4	# Combos -			4	AM TOTALS					29.3	7.8	7.6	8.6	10.2	9.1	9.6	7.6	9.4
AM & FM Stations Profiled -					8	# Duopolies -			2	Total Local Commercial Share						31.7	29.7	30.6	33.4	35.7	33.5	32.9	36.0

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 106

Revenue Rank: 128

York, PA Market Overview



Metro Counties / Population (000)

Adams, PA	92.3
York, PA	384.9
Total	477.2

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$14,900	\$15,200	\$16,200	\$17,000	\$17,900	\$15,200
Δ 00 - 01	-15.1%						
		2002	2003	2004	2005	2006	Δ 01 - 06
		\$16,300	\$16,900	\$17,700	\$18,300	\$19,500	5.1%
		1996	2001	2006			
Revenue/Retail Sales		NA ^{1/}	\$3.01/1,000	\$3.40/1,000			Est. Breakout
Revenue/Capita		\$33.28	\$31.85	\$39.04			Local 90%
							National 10%

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	447.7	477.2	1.3%	477.2	499.5	0.9%
Households	168.2	182.0	1.6%	182.0	193.5	1.2%
Retail Sales	NA ^{1/}	5,044.3	NA ^{1/}	5,044.3	5,739.8	2.6%
EBI ^{2/}	6,748.2	8,736.4	5.3%	8,736.4	10,672.8	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	234.7	39.9	19.2	20.4	31.9	39.3	35.5	48.4
Women (000)	242.5	37.5	18.8	20.5	31.2	39.2	35.6	59.7
Total	477.2	77.4	38.0	40.8	63.2	78.6	71.1	108.1
Percentage	100.0%	16.2%	8.0%	8.6%	13.2%	16.5%	14.9%	22.7%
Per Capita	\$ 18,308							
				Median Household	\$ 41,596		Avg Household	\$ 48,002
Ethnic Population:	White	95.0%	Black	3.6%	Asian	1.0%	Hispanic	3.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	8		9	10	6	16
Tot 12+	7.1	48.6		53.9	55.7	6.8	62.5
Avg 12+	3.6	6.1		6.0	5.6	1.1	3.9
Tot LCS	11.4	77.8		86.2	89.1	10.9	100.0
Avg LCS	5.7	9.7		9.6	8.9	1.8	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.

ARB 12+ Metro Shares (see rights)

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
WHBO	Starview	A	92.7	1.4	682		Hall Communications	71	9512	3,200		Oldies	675	1.43	3.1	1.5	1.8	2.0	1.2	1.7	1.7	2.7	1.8		
WTPA	Mechanicsburg	A	93.5	1.3	719		Cumulus Bcstg Inc	78	0008			Clsc Rock	n/a		7.5	5.0	5.3	4.2	4.4	5.6	4.5	3.7	5.2		
WSOX	Red Lion	B	96.1	50.0	499	e	Pioneer Bcstg Corp	60	9305	3,000	c2	Oldies	2,500	1.47	11.2	6.2	7.2	6.7	7.6	6.8	7.4	6.9	7.2		
WRVW	Harrisburg	B	97.3	17.0	840		Clear Channel Comm	46	9906			Rock AC	n/a		4.5	3.4	4.5	4.1	4.1	3.1	2.9	1.9	3.4		
WYCR	York-Hanover	B	98.5	10.5	929	b	Radio Hanover Inc	62				Top 40	1,650	0.94	11.6	6.7	6.4	5.7	5.6	7.8	6.6	7.7	7.4		
WROZ	Lancaster	B	101.3	7.4	1243		Hall Communications	44				Soft Rock	n/a		5.6	4.0	5.6	5.1	3.7	3.6	3.2	3.2	4.3		
WARM	York	B	103.3	6.4	1306	c	Susquehanna Radio	62				AC	4,375	2.10	13.7	6.9	8.0	10.3	7.8	8.9	8.2	9.3	8.2		
WQXA	York	B	105.7	25.0	705	a	Citadel Comm Corp	48	9707			AOR	n/a		10.6	7.2	5.9	6.0	6.6	5.6	7.3	7.2	6.6		
WCAT	Hershey	B	106.7	14.0	929	a	Citadel Comm Corp	64	9707			Country	n/a		9.6	4.8	4.5	5.4	5.9	7.3	5.9	5.6	5.6		
WGTY	Gettysburg	B	107.7	15.5	850	d	Times & News Publ	62				Country	2,400	1.37	11.5	8.9	6.5	7.7	7.5	7.8	8.3	6.3	6.7		
# FM Stations -					10	# Combos -					6	FM TOTALS					88.9	54.6	55.7	57.2	54.4	58.2	56.0	54.5	56.4

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000		
WSBA	York	B	910	5.0	1.00	c	Susquehanna Radio	42				News/Talk	2,150	2.67	5.3	2.9	3.0	2.5	4.9	3.9	2.3	3.5	3.8		
• WQXA	York	D	1250	1.0	0.03		Citadel Comm Corp	48	9707		g1	Country	200	0.94	1.4	1.2	1.4	0.0	1.0	0.9	0.9	1.0	0.7		
WHVR	Hanover	B	1280	5.0	0.50	b	Radio Hanover Inc	49				Country	450	1.74	1.7	0.5	0.6	1.3	0.5	0.9	0.9	1.4	1.1		
WGTE	Gettysburg	B	1320	1.0	0.50	d	Times & News Publ	50				AC/Nws/Spt	550	3.02	1.2	0.7	0.5	0.8	0.7	0.5	0.9	1.1	0.5		
WOYK	York	B	1350	5.0	1.00		Starview Media Inc	32	8711	250		Sports	250	1.10	1.5	0.9	1.3	1.0	1.0	0.7	1.4	1.1	0.7		
• WTHM	Red Lion	D	1440	1.0	0.06	e	Pioneer Bcstg Corp	50	9305		c2	Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					6	# Combos -					4	AM TOTALS					11.1	6.2	6.8	5.6	8.1	6.9	6.4	8.1	6.8
AM & FM Stations Profiled -					16	# Duopolies -					2	Total Local Commercial Share						60.8	62.5	62.8	62.5	65.1	62.4	62.6	63.2

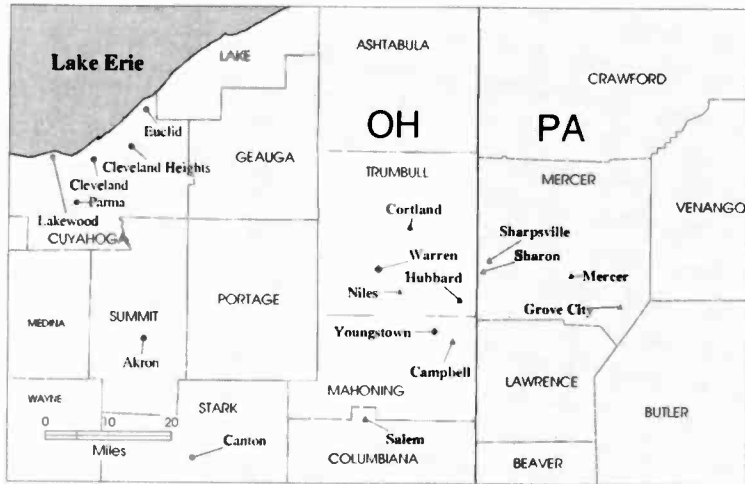
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 107

Revenue Rank: 83

Youngstown - Warren, OH Market Overview



Metro Counties / Population (000)

Mahoning, OH	257.0
Trumbull, OH	224.9
Total	481.9

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$16,600	\$16,900	\$18,900	\$21,500	\$24,100	\$23,000
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.6%	\$24,200	\$25,800	\$27,500	\$29,100	\$31,000	6.2%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.89/1,000	\$4.81/1,000	Local	89%		
Revenue/Capita	\$33.86	\$47.73	\$66.41	National	11%		

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	490.2	481.9	-0.3%	481.9	466.8	-0.6%
Households	188.2	188.3	0.0%	188.3	186.1	-0.2%
Retail Sales	NA ^{1/}	5,918.7	NA ^{1/}	5,918.7	6,443.1	1.7%
EBI ^{2/}	6,541.3	7,492.5	2.8%	7,492.5	8,470.3	2.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	230.3	39.2	21.1	18.2	26.8	36.0	33.4	55.6
Women (000)	251.6	37.9	20.1	18.3	28.3	38.0	36.5	72.6
Total	481.9	77.1	41.2	36.4	55.1	74.0	69.9	128.2
Percentage	100.0%	16.0%	8.5%	7.6%	11.4%	15.4%	14.5%	26.6%
Per Capita	\$ 15,548	Median Household		\$ 32,697	Avg Household		\$ 39,790	
Ethnic Population:	White	86.4%	Black	12.7%	Asian	0.6%	Hispanic	2.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	6		9	11	12	23
Tot 12+	13.5	42.7		54.9	56.2	20.7	76.9
Avg 12+	2.7	7.1		6.1	5.1	1.7	3.3
Tot LCS	17.6	55.5		71.4	73.1	26.9	100.0
Avg LCS	3.5	9.3		7.9	6.6	2.2	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 Canton.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WNCD	Youngstown	B	93.3	50.0	279	c	Clear Channel Comm	59	9911 p		g4	1	Clsc Rock	2,100	1.04	8.8	6.7	7.2	6.7	6.9	6.2	6.3	6.4	5.6
WICT	Grove City	B	95.1	17.0	804	c	Clear Channel Comm	62	9911 p		g4	1	Country	450	0.85	2.3	2.1	2.1	1.9	1.6	2.1	1.9	1.4	1.4
WAKZ	Sharpsville	A	95.9	3.0	328	c	Clear Channel Comm	76	9911 p		g4	1	CHR	850	0.88	4.2	4.9	2.9	4.0	2.6	1.4	1.9	1.7	2.3
• WLLF	Mercer	A	96.7	1.4	486	b	Cumulus Bcstg Inc	85	0010		g		Smooth Jazz	350	0.76	2.0	1.3	1.6	1.3	1.8	1.3	1.3	1.0	0.9
WMXY	Youngstown	B	98.9	5.9	1371	c	Clear Channel Comm	47	9905		g1	1	Mix AC	1,850	0.80	10.0	7.4	7.2	8.1	7.4	7.9	6.5	6.1	7.6
WHOT	Youngstown	B	101.1	24.5	705	b	Cumulus Bcstg Inc	59	0010		g		CHR	3,450	1.29	11.6	7.4	5.9	8.4	9.5	9.3	11.5	9.1	9.8
WRBP	Hubbard	A	101.9	3.0	328	a	Stop 26-Riverbend	93					Urban AC	150	0.25	2.6	2.6	5.0	3.0	1.1	3.5	3.0	3.9	3.0
WYFM	Sharon	B	102.9	33.0 cp	604	b	Cumulus Bcstg Inc	47	0010		g		Clsc Hlts	3,550	1.61	9.6	7.7	6.7	7.5	7.4	7.1	8.1	7.3	7.3
• WWIZ	Mercer	A	103.9	3.0	299	b	Cumulus Bcstg Inc	72	0010		g		Oldies	300		0.5	0.0	0.0	0.5	0.3	0.0	0.0	0.0	0.0
WQXK	Salem	B	105.1	88.0	430	b	Cumulus Bcstg Inc	58	0010		g		Country	4,200	1.23	14.9	11.4	9.3	11.3	11.8	13.4	9.8	11.2	12.2
WBBG	Niles	A	106.1	3.0	328	c	Clear Channel Comm	59	9905		g1	1	Oldies	1,600	0.97	7.2	4.7	5.1	5.4	5.7	7.4	5.8	8.0	7.2
# FM Stations -					11	# Combos -					11	FM TOTALS				73.7	56.2	53.0	58.1	56.1	59.6	56.1	56.1	57.3

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WKBN	Youngstown	B	570	5.0	5.00	c	Clear Channel Comm	26	9905		g1	1	News/Talk	2,250	0.74	13.3	11.1	12.4	11.6	9.0	9.3	9.0	9.1	9.6
• WSOM	Salem	D	600	1.0	0.05	b	Cumulus Bcstg Inc	65	0010		g		Oldies	100	0.12	3.5	2.3	2.6	2.2	3.2	2.1	1.9	2.9	2.2
• WPIC	Sharon	D	790	1.0	0.05	b	Cumulus Bcstg Inc	38	0010		g		News/Talk	400		0.7	0.7	0.6	0.6	0.5	0.8	0.7	0.6	0.0
• WKTX	Cortland	D	830	1.0	0.00		Kossanyi Family	85	9108	160			Varty/Ethnc	100		0.3	1.3	0.5	0.5	0.0	0.3	0.3	0.0	0.0
WBBW	Youngstown	C	1240	1.0	1.00	b	Cumulus Bcstg Inc	49	0010		g		Sports	175	0.54	1.4	0.7	1.0	0.8	1.3	0.6	0.7	0.4	1.4
WASN	Campbell	B	1330	0.5	1.00	a	Buzulencia, M, Trste	55	0206				DARK			0.7	0.0	1.0	0.5	0.6	0.5	0.0	0.6	0.0
• WNIO	Youngstown	B	1390	9.5 cp	4.80	c	Clear Channel Comm	39	9911 p		g4	1	Nostalgia	275	0.31	3.9	3.3	3.5	2.9	3.2	2.7	2.4	2.2	0.6
WHKW	Warren	B	1440	5.0	5.00		Salem Comm Corp	41	0107	675			Chrst/Talk	500		0.2	0.0	0.0	0.0	0.3	1.7	1.9	1.7	1.6
• WPAO	Farrell	B	1470	1.0	0.50	c	Holy Family Comm	54	0211 p	350	1		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WGFT	Youngstown	D	1500	0.5	0.00		Esquire Comm Inc	76	9509	250			Chrst/Talk	200	0.36	2.4	1.3	1.6	1.8	1.9	0.6	1.9	1.5	1.0
• WRTK	Niles	D	1540	0.5	0.00	c	D & E	63	0105		d1	1	Clsc Rock	150			0.0	0.0	0.0	0.0	0.0	2.4	3.4	3.7
• WANR	Warren	D	1570	0.5	0.12		Beacon Broadcasting	71	9811	178			Sprts/CCtmp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					12	# Combos -					8	AM TOTALS				26.4	20.7	23.2	20.9	20.0	18.6	21.2	22.4	20.1
AM & FM Stations Profiled -					23	# Duopolies -					7	Total Local Commercial Share				76.9	76.2	79.0	76.1	78.2	77.3	78.5	77.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 108

Revenue Rank: 231

Visalia-Tulare-Hanford, CA Market Overview



Metro Counties / Population (000)

Kings, CA	131.6
Tulare, CA	372.2
Total	503.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$3,600	\$4,200	\$4,300	\$4,600	\$5,700	\$6,000
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$1.60/1,000	\$1.95/1,000	Local	80%	National	20%
	\$7.60	\$11.91	\$15.17				

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	473.4	503.8	1.3%	503.8	534.0	1.2%
Households	142.2	153.8	1.6%	153.8	164.2	1.3%
Retail Sales	NA ^{1/}	3,750.5	NA ^{1/}	3,750.5	4,158.2	2.1%
EBI ^{2/}	4,752.0	6,336.7	5.9%	6,336.7	7,843.8	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	255.9	58.8	26.1	25.6	37.0	37.4	30.8	40.2
Women (000)	247.9	55.9	24.6	20.6	32.0	35.4	31.1	48.3
Total	503.8	114.7	50.7	46.2	69.1	72.8	61.9	88.5
Percentage	100.0%	22.8%	10.1%	9.2%	13.7%	14.4%	12.3%	17.6%
Per Capita	\$ 12,578			Median Household	\$ 31,137		Avg Household	\$ 41,201
Ethnic Population:	White	88.2%	Black	4.0%	Asian	4.2%	Hispanic	49.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	11		11	14	8	22
Tot 12+	2.5	48.9		48.9	51.4	9.2	60.6
Avg 12+	0.8	4.4		4.4	3.7	1.2	2.8
Tot LCS	4.1	80.7		80.7	84.8	15.2	100.0
Avg LCS	1.4	7.3		7.3	6.1	1.9	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														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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
																2002	2001	2001	2000	2000	1999	1999	1998		
KFSO	Visalia	B	92.9	17.5	853		Clear Channel Comm	51	0008			Oldies	n/a		7.5	4.0	3.4	5.1	4.4	6.0	3.9	5.7	4.3		
KSKS	Fresno	B	93.7	68.0	1903	a	Infinity Bcstg	46	0102			Country	n/a		8.0	4.0	5.1	4.9	5.1	3.9	3.7	3.4	4.3		
KGEN	Hanford	A	94.5	3.3	446	e	Azteca Bcstg Corp	96	9906			Spanish	100		0.2	0.0	0.3	0.3	0.0	1.0	0.3	0.5	0.5		
KBOS	Tulare	B	94.9	16.5	850		Clear Channel Comm	65	0008			CHR	n/a		8.3	6.3	5.7	4.7	5.7	6.0	5.6	5.3	5.0		
• KSLK	Visalia	A	96.1	4.8	361		Gomez, Nelson F.	94	0209 p	1,200		Smooth Jazz	200	2.78	1.2	0.7	1.0	0.8	0.7	1.0	1.4	0.9	0.7		
KSEQ	Visalia	B	97.1	17.0	778	c	Buckley Bcstg Corp	84	8912	1,975		CHR	1,500	2.81	8.9	6.0	6.0	5.8	5.4	5.3	5.6	4.6	4.6		
KSOE	Dinuba	B	98.9	19.0	820	f	Clear Channel Comm	75	0008			Soft AC	n/a		12.6	6.9	7.7	6.8	9.0	6.1	6.6	5.8	7.1		
KIOO	Porterville	B	99.7	24.0	689	c	Buckley Bcstg Corp	72	9404	360		Clsc Rock	675	2.74	4.1	2.6	2.4	3.7	1.5	4.5	2.5	3.4	3.7		
KMQA	East Porterville	B1	100.5	2.1	1109		Moon Bcstg Corp	89	9901	849		Spanish	650	2.93	3.7	1.8	1.7	2.2	2.5	1.1	1.7	1.4	1.4		
KXQX	Corcoran	B1	102.3	19.5	381	d	RAK Comm Inc	99	9408	117	cp	Mexican	175	0.83	3.5	2.0	2.7	2.4	2.0	1.8	0.0	0.0	0.0		
KZPO	Lindsay	B1	103.3	0.3	2625		Lindsay Bcstg	98				AC	75	0.34	3.7	3.1	1.7	2.5	2.1	3.1	3.0	3.4	3.2		
KFRR	Woodlake	B	104.1	17.0	853		Mondosphere Bcstg	92				Alternative	n/a		11.0	6.9	6.7	7.4	6.4	6.0	6.9	6.2	5.5		
KCRZ	Tipton	A	104.9	2.3	528	b	Westcoast Bcstg Inc	79	0005	850		Oldies	325	4.17	1.3	1.8	1.2	1.0	0.7	0.6	0.6	0.7	1.1		
KJUG	Tulare	B	106.7	1.2	2553	b	Westcoast Bcstg Inc	65	8105		c2	Country	1,750	3.21	9.1	5.3	4.6	6.3	5.1	5.5	6.0	6.3	5.9		
# FM Stations -					14	# Combos -					6	FM TOTALS					83.1	51.4	50.2	53.9	50.6	51.9	47.8	47.6	47.3

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
				cp														2002	2001	2001	2000	2000	1999	1999	1998
KMJ	Fresno	B	580	50.0	cp	50.00	a	Infinity Bcstg	25	0102			Nws/Tlk/Spt	n/a		12.5	6.3	6.5	7.8	7.9	6.0	4.3	6.5	5.5	
KIGS	Hanford	B	620	1.0		1.00		P&C Broadcasting	48	8906	See (68)		Portuguese					0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5
• KQEQ	Fowler	B	1210	0.4		0.00	d	RAK Comm Inc	62	9404	See (68)		Mexican	n/a		0.2	0.2	0.0	0.0	0.2	0.0	0.0	0.0	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
KJUG	Tulare	B	1270	5.0	cp	1.00	b	Westcoast Bcstg Inc	46	8105		c2	Country	325	2.36	2.3	1.3	2.4	0.8	2.1	1.1	1.3	1.4	2.1	
• KGEN	Tulare	D	1370	1.0		0.14	e	Azteca Bcstg Corp	57	8507			Spanish					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		g	Sports	50		0.4	0.7	0.3	0.5	0.0	0.5	0.4	0.0	0.5	
KTIP	Porterville	C	1450	1.0		1.00		Stonebumer, L&M	47	0010	130		News/Talk	350	3.65	1.6	0.7	1.2	0.5	1.5	0.6	0.8	1.2	0.9	
# AM Stations -					8	# Combos -					4	AM TOTALS					17.0	9.2	10.4	9.6	11.7	8.7	6.8	9.1	9.5
AM & FM Stations Profiled -					22	# Duopolies -					3	Total Local Commercial Share						60.6	60.6	63.5	62.3	60.6	54.6	56.7	56.8

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 109

Revenue Rank: 118

Augusta, GA Market Overview



Metro Counties / Population (000)

Columbia, GA	91.0
McDuffie, GA	21.3
Richmond, GA	200.5
Aiken, SC	144.2
Edgefield, SC	25.1
Total	482.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$13,000	\$15,000	\$15,100	\$16,200	\$17,500	\$16,300
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-6.9%	\$17,200	\$18,400	\$19,500	\$20,700	\$22,000	6.2%
	1996	2001	2006				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.84/1,000	\$3.24/1,000				Local 80%
Revenue/Capita	\$28.74	\$33.81	\$44.37				National 20%

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	452.3	482.1	1.3%	482.1	495.8	0.6%
Households	163.5	177.4	1.6%	177.4	185.8	0.9%
Retail Sales	NA ^{1/}	5,736.9	NA ^{1/}	5,736.9	6,793.4	3.4%
EBI ^{2/}	5,725.5	6,882.5	3.7%	6,882.5	7,998.7	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	236.0	46.4	22.6	23.5	33.2	38.7	32.9	38.7
Women (000)	246.1	44.5	21.7	21.3	34.0	40.2	33.9	50.6
Total	482.1	90.9	44.3	44.8	67.1	78.8	66.8	89.2
Percentage	100.0%	18.9%	9.2%	9.3%	13.9%	16.4%	13.9%	18.5%
Per Capita	\$ 14,276							
				Median Household	\$ 43,317		Avg Household	\$ 38,796
Ethnic Population:	White	62.5%	Black	35.1%	Asian	1.9%	Hispanic	2.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10		9	13	19	11	30
Tot 12+	20.6		45.5	62.3	66.1	9.7	75.8
Avg 12+	2.1		5.1	4.8	3.5	0.9	2.5
Tot LCS	27.2		60.0	82.2	87.2	12.8	100.0
Avg LCS	2.7		6.7	6.3	4.6	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WJES	Saluda	A	92.1	6.0 cp	328	e	Edgefield Saluda	87	9606	200		Oldies	75		0.3	0.0	0.4	0.5	0.0	0.0	0.0	0.0			
WAEG	Evans	A	92.3	3.0	328	c	Radio One Inc	91	0006		g3	CHR	100		0.4	0.8	0.6	0.2	0.4	0.6	0.5	1.1	0.9		
WKSX	Johnston	A	92.7	1.8	577	e	Edgefield Saluda	85	9212		st	Oldies	100		0.8	1.5	0.4	0.9	0.5	0.6	0.5	0.0	0.5		
WRFN	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		
WGOR	Martinez	C3	93.9	13.0 cp	456	a	Beasley Bcst Group	84	9211	810		Oldies	650	0.83	4.8	4.0	2.7	4.6	3.6	3.8	3.2	4.0	3.6		
WCHZ	Harlem	C3	95.1	5.7	538	a	Beasley Bcst Group	92	9701	1,200		Modern Rock	750	1.15	4.0	3.8	4.9	3.4	3.5	4.8	4.5	3.4	1.1		
WKSP	Aiken	C2	96.3	15.0	889	b	Clear Channel Comm	66	0101		sw	Oldies	750	0.94	4.9	3.6	5.7	5.0	3.5	2.9	2.9	2.8	3.9		
WAKB	Wrens	C3	96.9	0.8	1365	c	Radio One Inc	79	0006		g3	Urban	550	0.72	4.7	4.0	3.3	4.1	4.0	3.3	3.7	4.9	3.2		
WIIZ	Blackville	C2	97.9	50.0	433		NicWild Comm Inc	96	9610	340		Urban	350	0.93	2.3	2.3	2.0	2.0	2.0	3.5	3.8	4.3	3.9		
WSLT	Clearwater	A	98.3	2.8	486	a	Beasley Bcst Group	87	0104		d1	Soft AC	700	0.73	5.9	2.3	3.5	5.7	4.4	4.4	3.0	3.6	5.2		
WKXC	Aiken	C2	99.5	24.0	712	a	Beasley Bcst Group	66	0104	12,000	d1	Country	2,600	1.31	12.2	8.0	8.0	10.5	10.4	9.4	8.1	7.9	6.8		
• WTHB	Waynesboro	A	100.9	6.0	328	c	Radio One Inc	75	0006		g3	Black Gospl	50		0.3	0.4	0.8	0.4	0.2	0.2	0.2	0.9	0.7		
WTHO	Thomson	A	101.7	5.1	354	d	Camellia City Comm	71	9302	110	c1	Country	150	0.77	1.2	1.1	0.6	0.5	1.5	0.6	0.3	1.1	0.5		
WEKL	Augusta	A	102.3	1.5	666	b	Clear Channel Comm	67	0101		sw	Clsc Rock	1,500	1.30	7.1	3.6	5.3	6.2	6.0	5.2	4.3	3.6	5.0		
WAJY	New Ellenton	A	102.7	6.0 cp	328	a	Beasley Bcst Group	90	9502	700		Adlt Stndrd	350	0.60	3.6	4.0	2.9	3.2	2.9	2.7	2.5	2.1	1.6		
WFXA	Augusta	A	103.1	6.0	302	c	Radio One Inc	68	0006		g3	Urban	1,200	0.81	9.1	6.9	6.3	9.6	6.0	5.8	7.8	10.8	14.1		
WBBQ	Augusta	C	104.3	100.0	1001	b	Clear Channel Comm	55	0101		sw	AC	1,200	1.13	6.5	5.3	7.2	5.3	5.8	7.3	7.8	6.8	7.7		
WZNY	Augusta	C	105.7	100.0	1217	b	Clear Channel Comm	52	0101		sw	CHR	1,500	0.96	9.6	5.3	6.5	9.4	7.1	7.3	8.1	8.7	6.6		
WPRW	Martinez	C2	107.7	24.5	577	b	Clear Channel Comm	93	0101		sw	Urban	750	0.56	8.2	9.2	6.7	6.9	7.1	7.1	6.0	3.8	4.7		
# FM Stations -					19	# Combos -					18	FM TOTALS					85.9	66.1	67.8	78.4	68.9	69.5	67.2	69.8	70.0

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WGAC	Augusta	B	580	5.0	0.84	a	Beasley Bcst Group	40	9205		na	News/Talk	1,550	1.17	8.1	5.5	6.5	4.4	9.5	6.1	6.5	6.4	5.4		
• 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		Kimchris Bcstg	46	9402	200	e	Talk/Gospl	100		0.5	0.0	0.0	0.4	0.5	0.0	0.5	0.0	0.0		
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	50			0.0	0.4	0.0	0.0	1.0	0.0	0.0	0.2		
• WGUS	North Augusta	D	1380	4.0	0.07	b	Clear Channel Comm	58	0101		sw	News	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WRDW	Augusta	B	1480	5.0	5.00	a	Beasley Bcst Group	30	0005		c4	Sports	150		0.9	0.4	1.2	0.4	1.1	0.6	1.4	0.8	1.3		
• WTHB	Augusta	D	1550	5.0	0.00	c	Radio One Inc	60	0006		g3	Gospel	425	1.09	2.4	2.3	1.6	1.4	2.7	2.3	4.1	2.6	3.4		
• WKZK	North Augusta	D	1600	0.5	0.00		Gospel Radio Inc	62	8309	190		Gospel	350	1.02	2.1	1.5	1.6	2.3	1.3	1.9	2.6	1.7	1.4		
WTEL	Augusta	B	1630	10.0	1.00	a	Beasley Bcst Group	00				Sports			0.2	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0		
# AM Stations -					11	# Combos -					8	AM TOTALS					14.2	9.7	11.5	8.9	15.5	11.9	15.1	11.5	11.7
AM & FM Stations Profiled -					30	# Duopolies -					11	Total Local Commercial Share						75.8	79.3	87.3	84.4	81.4	82.3	81.3	81.7

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 110

Revenue Rank: 93

Roanoke-Lynchburg, VA Market Overview



Metro Counties / Population (000)

Amherst, VA	32.1
Appomattox, VA	13.8
Bedford, VA	61.5
Bedford city, VA	6.3
Botetourt, VA	30.9
Campbell, VA	51.3
Lynchburg city, VA	65.2
Roanoke, VA	86.3
Roanoke city, VA	94.8
Salem city, VA	24.8
Total	467.0

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$15,300	\$16,500	\$18,300	\$20,800	\$22,300	\$20,500
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-8.1%	\$21,600	\$23,000	\$23,700	\$25,100	\$26,700	5.5%
	1996	2001	2006				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.97/1,000	\$3.33/1,000				Local 90%
Revenue/Capita	\$34.21	\$43.90	\$56.39				National 10%

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	447.2	467.0	0.9%	467.0	473.5	0.3%
Households	175.8	186.0	1.1%	186.0	192.3	0.7%
Retail Sales	NA ^{1/}	6,901.8	NA ^{1/}	6,901.8	8,015.2	3.0%
EBI ^{2/}	6,346.1	8,118.8	5.1%	8,118.8	9,821.9	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	223.4	35.4	18.3	19.4	28.8	37.2	34.9	49.4
Women (000)	243.6	33.8	17.9	22.0	29.0	38.6	36.9	65.5
Total	467.0	69.1	36.2	41.4	57.9	75.8	71.8	114.9
Percentage	100.0%	14.8%	7.7%	8.9%	12.4%	16.2%	15.4%	24.6%
Per Capita	\$ 17,385							
				Median Household	\$ 36,242		Avg Household	\$ 43,649
Ethnic Population:	White	82.5%	Black	16.0%	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	8	11	17	19	36
Tot 12+	15.8	1.7	48.7	58.3	66.2	9.8	76.0
Avg 12+	2.0	1.7	6.1	5.3	3.9	0.5	2.1
Tot LCS	20.8	2.2	64.1	76.7	87.1	12.9	100.0
Avg LCS	2.6	2.2	8.0	7.0	5.1	0.7	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 Blacksburg.

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	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
													Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998	
WXLK	Roanoke	C	92.3	88.0	2051	e	Wheeler, Mel	60	9702	7,500	d3	CHR	1,900	1.16	8.0	7.0	6.5	6.0	6.2	5.9	7.9	6.8	6.7	
WJLM	Salem	A	93.5	5.8	98	g	Clear Channel Comm	69	0008		g	Country	1,200	2.09	2.8	2.5	1.4	1.7	2.6	3.6	3.1	4.0	4.0	
WSLC	Roanoke	C	94.9	100.0	1982	e	Wheeler, Mel	48	0005	6,500	d4	Country	700	0.46	7.4	8.7	7.0	6.2	5.0	4.5	3.4	2.6	3.4	
WROV	Martinsville	C1	96.3	14.0	2077	g	Clear Channel Comm	50	0008		g	AOR	3,200	1.29	12.1	7.6	9.9	9.8	8.6	7.6	9.8	7.0	9.8	
WZZU	Lynchburg	C3	97.9	0.6	1926	b	Travis Broadcasting	70	9907	1,150	nc	Oldies	200		0.8	1.1	1.0	0.7	0.5	1.8	2.4	2.2	2.5	
WSLQ	Roanoke	C	99.1	200.0	1992	e	Wheeler, Mel	47				AC	3,900	1.32	14.4	11.9	8.7	10.4	11.4	9.7	8.6	9.1	9.9	
WVBE	Lynchburg	C3	100.1	20.0	328	e	Wheeler, Mel	48	9704		d3	Rhythm/Blue	275	1.03	1.3	2.6	3.3	1.8	0.2	0.0	0.0	0.0	0.0	0.2
WZZI	Vinton	A	101.5	0.5	784	b	Travis Broadcasting	95	0002	1,300		Modern Rock	400	0.43	4.5	2.5	4.8	2.7	4.1	3.2	2.5	1.3	0.5	
WJXX	Lynchburg	A	101.7	3.4	289	g	Clear Channel Comm	64	0008		g	AC/Top40	425	1.15	1.8	1.9	1.0	1.8	1.0	1.4	1.7	2.3	2.0	
WMJA	Appomattox	B	102.7	22.0	745	g	Clear Channel Comm	89	0008		g	70&80/AC	425	0.69	3.0	1.7	2.9	2.5	2.1	1.6	1.5	2.8	3.4	
WMGR	Roanoke	C3	104.9	3.1	925	g	Clear Channel Comm	92	0008		g	70&80/AC	1,300	1.44	4.4	2.6	1.5	5.2	1.6	2.9	2.4	3.3	3.0	
WKDE	Altavista	A	105.5	6.0	328	c	DJ Bcstg Inc	69	9201	375	c1	Country	100	0.49	1.0	0.9	1.0	1.0	0.5	0.4	0.4	0.7	1.0	
WLNI	Lynchburg	A	105.9	6.0	266		Bums Media Stratgis	93	9805	700		Talk	400	0.89	2.2	1.5	2.2	1.7	1.6	1.4	1.9	1.7	1.0	
WJJS	Vinton	A	106.1	6.0 cp	95	g	Clear Channel Comm	94	0008		g	AC/Top40	1,100	0.65	8.2	5.1	5.1	6.8	5.7	5.4	5.2	4.1	3.9	
WBWR	Bedford	A	106.9	0.3	1276		Hammond Radio Ptrs	92	0010	925	1	Clsc Rock	100	0.30	1.6	0.6	0.5	0.8	1.6	2.5	2.9	4.0	2.7	
WTTX	Appomattox	A	107.1	1.7	427	d	CLL Inc	76	8812	350	c2	Religion			0.3	0.8	0.5	0.0	0.5	0.9	0.0	0.0	0.8	
WYYD	Amherst	C1	107.9	20.5	1768	g	Clear Channel Comm	81	0008		g	Country	3,300	1.24	13.0	7.2	7.2	8.0	11.7	13.8	9.8	10.3	11.0	
# FM Stations -					17	# Combos -					15	FM TOTALS				86.8	66.2	64.5	67.1	64.9	66.6	63.5	62.2	65.8

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 110

Revenue Rank: 93

Roanoke-Lynchburg, VA Market Overview



Metro Counties / Population (000)

Amherst, VA	32.1
Appomattox, VA	13.8
Bedford, VA	61.5
Bedford city, VA	6.3
Botetourt, VA	30.9
Campbell, VA	51.3
Lynchburg city, VA	65.2
Roanoke, VA	86.3
Roanoke city, VA	94.8
Salem city, VA	24.8
Total	467.0

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$15,300	\$16,500	\$18,300	\$20,800	\$22,300	\$20,500
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$2.97/1,000	\$3.33/1,000	Local	90%	National	10%
Δ 00 - 01	-8.1%	2002	2003	2004	2005	2006	Δ 01 - 06
		\$21,600	\$23,000	\$23,700	\$25,100	\$26,700	5.5%

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	447.2	467.0	0.9%	467.0	473.5
Households	175.8	186.0	1.1%	186.0	192.3	0.7%
Retail Sales	NA ^{1/}	6,901.8	NA ^{1/}	6,901.8	8,015.2	3.0%
EBI ^{2/}	6,346.1	8,118.8	5.1%	8,118.8	9,821.9	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	223.4	35.4	18.3	19.4	28.8	37.2	34.9	49.4
Women (000)	243.6	33.8	17.9	22.0	29.0	38.6	36.9	65.5
Total	467.0	69.1	36.2	41.4	57.9	75.8	71.8	114.9
Percentage	100.0%	14.8%	7.7%	8.9%	12.4%	16.2%	15.4%	24.6%
Per Capita	\$ 17,385	Median Household		\$ 36,242	Avg Household		\$ 43,649	
Ethnic Population:	White	82.5%	Black	16.0%	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	8	11	17	19	36
Tot 12+	15.8	1.7	48.7	58.3	66.2	9.8	76.0
Avg 12+	2.0	1.7	6.1	5.3	3.9	0.5	2.1
Tot LCS	20.8	2.2	64.1	76.7	87.1	12.9	100.0
Avg LCS	2.6	2.2	8.0	7.0	5.1	0.7	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 Blacksburg.

AM Stations												ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Freq	Day	Night	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
				Power (kW)	Power (kW)									C	Owner	2002	2001	2001	2000	2000	1999
• WLVA	Lynchburg	B	590	5.0	1.00		30 0206			S/Hts/AdStd	50	0.17	1.4	0.0	0.0	1.7	0.5	0.0	0.0	1.0	1.0
• WVBE	Roanoke	B	610	5.0	1.00	e	40 7610			Country	50		0.6	0.6	0.0	0.2	0.7	2.0	2.9	2.6	2.2
• WCQV	Moneta	D	880	0.9	0.00	a	91 9906		na	Adlt Stndrd	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WWWW	Roanoke	D	910	1.0	0.08	a	57 9104	150		Gospel	100		0.7	0.0	1.4	0.5	0.5	0.5	0.9	0.8	1.0
• WLLL	Lynchburg	D	930	10.0 cp	0.05		63 9602	28		Gospel	150	0.22	3.3	2.6	1.0	3.2	1.9	3.2	3.4	5.5	2.9
• WFIR	Roanoke	B	960	5.0	5.00	e	24 0005		d4	News/Talk	725	0.65	5.4	3.8	5.3	3.5	4.7	3.1	5.0	3.1	4.2
• WNRV	Narrows-Pearisb	D	990	5.0	0.00	a	53 9907		na	Gospel	75			0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
• WKDE	Altavista	D	1000	1.0	0.00	c	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		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		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	46 0008		g	Sprts/Talk	200		0.8	1.1	1.0	0.7	0.5	0.4	0.5	0.0	0.5
• WWAR	Appomattox	D	1280	1.0	0.00	d	74 0202	30		Gospel				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	62 0008		g	Sprts/Talk	50		0.1	0.6	0.3	0.0	0.2	0.2	0.2	0.8	0.3
• WBLT	Bedford	D	1350	1.0	0.05		50			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	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		53 6405	117		Inspiration			0.5	0.0	0.0	0.7	0.0	0.0	0.0	0.5	0.0
• WAMV	Amherst	D	1420	2.2	0.05		76 8801	50		BGs/Gsp/Cty				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WTOY	Salem	D	1480	5.0	0.02		56 8711	375		Urban/Gospl	50		0.3	1.1	2.1	0.0	0.5	0.7	0.9	0.0	0.0
• WKBA	Vinton	D	1550	10.0	0.00	f	61 8301	350		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -	19	# Combos -	11	AM TOTALS					13.1	9.8	11.3	10.5	9.5	10.1	13.8	14.3	12.1
				AM & FM Stations Profiled -	36	# Duopolies -	11	Total Local Commercial Share					76.0	75.8	77.6	74.4	76.7	77.3	76.5	77.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 111

Revenue Rank: 226

Morristown, NJ Market Overview



Metro Counties / Population (000)

Morris, NJ	473.9
	473.9

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		N/A	N/A	N/A	\$7,000	\$7,400	\$6,400
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-13.5%	\$6,700	\$7,200	\$7,700	\$8,100	\$8,600	6.2%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$0.58/1,000	\$0.60/1,000	Local	75%		
Revenue/Capita	N/A	\$13.50	\$17.18	National	25%		

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	445.8	473.9	1.2%	473.9	500.7
Households	157.8	169.7	1.5%	169.7	181.2	1.3%
Retail Sales	NA ^{1/}	11,014.1	NA ^{1/}	11,014.1	14,363.9	5.5%
EBI ^{2/}	10,524.6	14,346.3	6.4%	14,346.3	17,070.8	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	232.5	35.8	18.8	19.2	31.7	41.1	42.5	43.4
Women (000)	241.4	34.4	17.9	18.7	30.7	43.8	43.4	52.6
Total	473.9	70.2	36.6	37.9	62.4	84.9	85.9	96.0
Percentage	100.0%	14.8%	7.7%	8.0%	13.2%	17.9%	18.1%	20.3%
Per Capita	\$ 30,273	Median Household		\$ 71,523	Avg Household		\$ 84,539	
Ethnic Population:	White 89.8%	Black 3.1%	Asian 6.8%	Hispanic 8.0%				

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	2.6	8.4
Avg 12+	5.8			5.8	5.8	0.7	1.7
Tot LCS	69.0			69.0	69.0	31.0	100.0
Avg LCS	69.0			69.0	69.0	7.7	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.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
																2002	2001	2001	2000	2000	1999	1999	1998		
WDHA	Dover	A	105.5	1.0	574	b	Greater Media	61	0107		g1	AOR	4,500	1.18	59.8	5.8	4.7	7.1	5.2	4.5	6.5	5.2	4.6		
# FM Stations -					1	# Combos -					0	FM TOTALS					59.8	5.8	4.7	7.1	5.2	4.5	6.5	5.2	4.6
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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
																2002	2001	2001	2000	2000	1999	1999	1998		
• WKMB	Stirling	D	1070	0.3	0.00		K & M Bcstrs Inc	72				Country	50		0.0	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	0.1	0.0	0.0		
• WMTR	Morristown	B	1250	5.0 cp	7.00	a	Greater Media	48	0107		g1	Nostalgia	1,800	0.70	40.2	2.6	3.5	4.9	3.4	5.5	4.0	3.7	3.6		
• 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	0.0		
# AM Stations -					4	# Combos -					1	AM TOTALS					40.2	2.6	3.5	4.9	3.4	5.5	4.1	3.7	3.6
AM & FM Stations Profiled -					5	# Duopolies -					1	Total Local Commercial Share					8.4	8.2	12.0	8.6	10.0	10.6	8.9	8.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 112

Revenue Rank: 131

Santa Rosa, CA Market Overview



Metro Counties / Population (000)

Sonoma, CA	463.9
	463.9

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

ESTIMATED GROSS REVENUES
★★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$9,700	\$10,300	\$11,500	\$13,400	\$15,300	\$14,600	8.5%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.6%	\$15,400	\$16,400	\$17,500	\$18,500	\$19,700	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.05/1,000	\$2.05/1,000	Local 70%
Revenue/Capita	\$22.39	\$31.47	\$39.78	National 30%

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	433.2	463.9	1.4%	463.9	495.2	1.3%
Households	164.3	177.4	1.5%	177.4	190.0	1.4%
Retail Sales	NA ^{1/}	7,139.1	NA ^{1/}	7,139.1	9,609.9	6.1%
EBI ^{2/}	7,026.8	9,990.9	7.3%	9,990.9	12,713.2	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	228.4	40.9	17.8	18.4	30.7	44.2	33.1	43.2
Women (000)	235.5	38.7	16.5	16.9	30.3	44.6	33.1	55.5
Total	463.9	79.6	34.3	35.3	61.0	88.8	66.2	98.7
Percentage	100.0%	17.2%	7.4%	7.6%	13.2%	19.1%	14.3%	21.3%
Per Capita	\$ 21,537							
				Median Household	\$ 47,956		Avg Household	\$ 56,319
Ethnic Population:	White	91.6%	Black	1.9%	Asian	4.2%	Hispanic	17.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	3		10	11	3	14
Tot 12+	25.3	9.6		34.9	34.9	6.7	41.6
Avg 12+	3.2	3.2		3.5	3.2	2.2	3.0
Tot LCS	60.8	23.1		83.9	83.9	16.1	100.0
Avg LCS	7.6	7.7		8.4	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 San Francisco.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
KFGY	Healdsburg	B	92.9	2.3	1949	a	Maverick Media	79	0108		st	Country	1,450	1.13	8.8	3.0	2.6	2.8	4.7	3.6	3.6	4.2	3.1		
KJZY	Sebastopol	A	93.7	6.0	217	b	Redwood Empire	95	9608	725		Smooth Jazz	1,375	1.12	8.4	3.4	4.8	3.3	3.8	2.9	4.2	3.2	4.3		
• KRSR	Healdsburg	A	95.9	2.0	505	d	Sinclair Telecable	96	0108		d1	AAA	550	0.78	4.8	2.5	2.4	2.8	1.2	2.4	2.6	1.8	1.7		
KMGG	Monte Rio	B1	97.7	2.1	1122	a	Maverick Media	77	0108		st	Oldies	1,025	0.90	7.8	2.5	2.1	3.3	3.3	3.1	2.6	3.8	4.2		
KSXY	Middletown	A	98.7	0.2 cp	1877	d	Sinclair Telecable	93	0108		d1	CHR	600	0.46	8.9	3.0	3.6	4.0	3.5	4.3	2.9	3.0	0.7		
KZST	Santa Rosa	A	100.1	6.0	246	b	Redwood Empire	71				AC	3,525	1.26	19.1	7.1	5.5	6.5	9.7	9.2	6.4	9.2	7.8		
KXTS	Calistoga	A	100.9	0.1	2946	d	Sinclair Telecable	96	0108			Spanish	250	0.95	1.8	3.4	1.4	0.5	1.0	0.7	0.5	0.5	1.0		
KXFX	Santa Rosa	B1	101.7	2.2	1089	a	Maverick Media	74	0108		st	AOR	1,275	0.99	8.8	4.1	5.1	3.9	3.5	3.3	4.6	5.8	4.3		
KMHX	Windsor	A	104.1	0.3	1106	e	Results Radio Sonoma	97	9811	1,332		Modern AC	225	0.28	5.5	2.7	1.7	2.5	2.1	2.6	3.5	2.8	3.6		
KRPQ	Rohnert Park	A	104.9	2.3	548	e	Results Radio Sonoma	86	9409	2,080		Country	1,350	0.95	9.7	3.2	3.6	4.0	4.2	4.7	5.1	4.2	4.8		
KSRT	Cloverdale	A	107.1	1.2 cp	443		Point Broadcasting	02				Clisc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					11	# Combos -					10	FM TOTALS					83.6	34.9	32.8	33.6	37.0	36.8	36.0	38.5	35.5

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
KSRO	Santa Rosa	B	1350	5.0	5.00	a	Maverick Media	37	0108		st	Nws/Tlk/Spt	1,975	1.52	8.9	2.5	4.3	3.9	3.6	3.1	4.4	3.7	4.0		
• KRRS	Santa Rosa	D	1460	1.0	0.03	c	Moon Bcstg Corp	62	9308	400		Spanish	625	0.89	4.8	2.9	2.2	2.3	1.7	1.7	1.3	2.0	1.4		
KTOB	Petaluma	C	1490	1.0	1.00	c	Moon Bcstg Corp	50	0201	1,275		Spanish	375	1.03	2.5	1.3	1.0	0.9	1.2	1.2	0.6	1.5	2.1		
# AM Stations -					3	# Combos -					3	AM TOTALS					16.2	6.7	7.5	7.1	6.5	6.0	6.3	7.2	7.5
AM & FM Stations Profiled -					14	# Duopolies -					6	Total Local Commercial Share					41.6	40.3	40.7	43.5	42.8	42.3	45.7	43.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 113

Revenue Rank: 153

Lancaster, PA Market Overview



Metro Counties / Population (000)

Lancaster, PA	474.2
	474.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$10,800	\$11,100	\$12,800	\$13,800	\$14,800	\$12,100
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-18.2%	\$12,800	\$13,700	\$14,600	\$15,400	\$16,500	6.4%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$1.86/1,000	2006 \$2.16/1,000	Est. Breakout			
Revenue/Capita	\$24.11	\$25.52	\$33.50	Local	80%		
				National	20%		

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	447.9	474.2	1.1%	474.2	492.5	0.8%
Households	160.6	172.9	1.5%	172.9	182.7	1.1%
Retail Sales	NA ^{1/}	6,506.7	NA ^{1/}	6,506.7	7,623.2	3.2%
EBI ^{2/}	6,988.8	9,072.2	5.4%	9,072.2	11,302.4	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	231.4	44.2	20.0	21.0	31.4	36.4	32.2	46.3
Women (000)	242.8	41.8	19.4	21.8	30.8	36.7	33.2	59.1
Total	474.2	86.0	39.4	42.9	62.1	73.1	65.4	105.4
Percentage	100.0%	18.1%	8.3%	9.0%	13.1%	15.4%	13.8%	22.2%
Per Capita	\$ 19,131			Median Household	\$ 45,431		Avg Household	\$ 52,471
Ethnic Population:	White	94.6%	Black	3.4%	Asian	1.7%	Hispanic	5.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	7		7	8	4	12
Tot 12+	1.1	48.3		48.3	49.4	2.7	52.1
Avg 12+	1.1	6.9		6.9	6.2	0.7	4.3
Tot LCS	2.1	92.7		92.7	94.8	5.2	100.0
Avg LCS	2.1	13.2		13.2	11.9	1.3	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 Harrisburg, York & Reading.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WHBO	Starview	A	92.7	1.4	682	Hall Communications	71	9512	See (106)		Oldies	n/a		5.4	1.1	2.1	2.8	2.8	2.1	1.8	3.3	3.3
WDAC	Lancaster	B	94.5	19.0	810	WDAC Radio Co Inc	59	8103	900	e	Religion	2,000	1.33	12.4	5.3	6.5	6.6	6.2	7.0	9.3	6.4	5.8
WLAN	Lancaster	B	96.9	50.0	499	b Clear Channel Comm	48	9707	7,000	c1	CHR	2,500	1.26	16.4	11.5	7.3	8.7	8.2	11.3	10.4	10.2	8.7
WROZ	Lancaster	B	101.3	7.4	1243	a Hall Communications	44				Soft Rock	2,400	1.40	14.2	7.8	5.5	5.5	9.2	6.9	6.9	4.4	6.0
WARM	York	B	103.3	6.4	1306	Susquehanna Radio	62				AC	n/a		14.5	5.3	8.0	7.0	7.9	4.4	6.0	5.1	6.8
• WIOV	Ephrata	B	105.1	11.0	cp 1017	Regent Comm	62	0208	p 62,000	d	Country	3,700	3.15	9.7	6.2	7.1	5.9	4.1	6.3	7.6	6.7	9.0
WQXA	York	B	105.7	25.0	705	Citadel Comm Corp	48	9707			AOR	n/a		13.9	8.8	9.0	8.1	6.2	6.7	6.1	6.7	6.2
WCAT	Hershey	B	106.7	14.0	929	Citadel Comm Corp	64	9707			Country	n/a		7.6	3.4	3.6	3.5	4.3	7.2	4.0	5.6	4.2
# FM Stations -				8		# Combos -		2		FM TOTALS				94.1	49.4	49.1	48.1	48.9	51.9	52.1	48.4	50.0

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WLAN	Lancaster	B	1390	5.0	1.00	b	Clear Channel Comm	46	9707		c1	Sports	500	1.15	3.6	1.8	1.7	1.1	2.6	2.1	1.6	1.5	2.7
• WLPA	Lancaster	C	1490	0.6	0.00	a	Hall Communications	22	7702			Sports	550	2.16	2.1	0.9	0.8	1.5	0.7	1.2	0.8	0.5	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				5.7	2.7	2.5	2.6	3.3	3.3	2.4	2.0	3.5	
AM & FM Stations Profited -				12		# Duopolies -		2		Total Local Commercial Share				52.1	51.6	50.7	52.2	55.2	54.5	50.4	53.5		

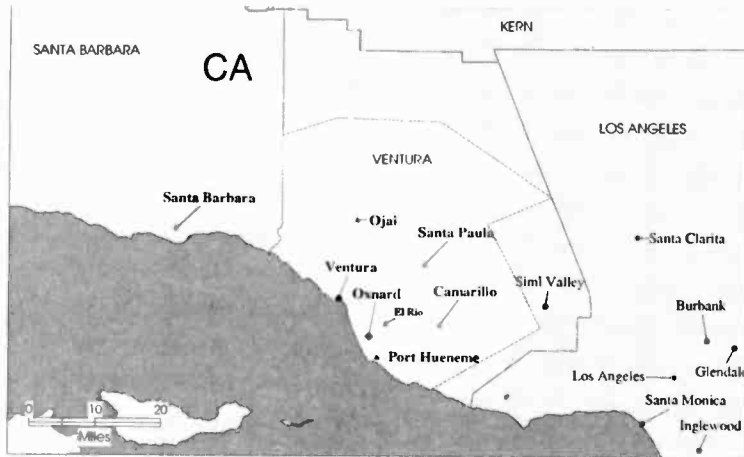
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 114

Revenue Rank: 148

Oxnard - Ventura, CA Market Overview



Metro Counties / Population (000)

Ventura, CA	456.6
	456.6

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$10,100	\$11,300	\$11,400	\$11,700	\$12,600	\$12,400	4.1%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-1.6%	\$13,000	\$13,900	\$14,800	\$15,700	\$16,700	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.90/1,000	\$1.95/1,000	Local 85%
Revenue/Capita	\$22.87	\$26.63	\$33.72	National 15%

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	441.6	465.6	1.1%	465.6	495.3	1.2%
Households	139.8	149.2	1.3%	149.2	158.6	1.2%
Retail Sales	NA ^{1/}	6,525.9	NA ^{1/}	6,525.9	8,579.1	5.6%
EBI ^{2/}	6,980.0	9,503.9	6.4%	9,503.9	11,574.3	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	235.2	44.4	20.9	23.1	34.8	40.4	34.8	36.7
Women (000)	230.4	42.7	19.8	19.1	31.4	39.8	34.0	43.7
Total	465.6	87.1	40.7	42.2	66.2	80.1	68.9	80.4
Percentage	100.0%	18.7%	8.7%	9.1%	14.2%	17.2%	14.8%	17.3%
Per Capita	\$ 20,413							
				Median Household	\$ 56,575		Avg Household	\$ 63,697
Ethnic Population:	White	88.9%	Black	2.4%	Asian	6.6%	Hispanic	33.9%

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+	19.0	19.9		38.0	38.9	8.8	47.7
Avg 12+	3.8	4.0		4.2	3.9	1.8	3.2
Tot LCS	39.8	41.7		79.7	81.6	18.4	100.0
Avg LCS	8.0	8.3		8.9	8.2	3.7	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KBBY	Ventura	B	95.1	12.5	876	a	Cumulus Bcstg Inc	62	0010		g3	AC	1,600	1.43	9.0	5.0	6.3	4.8	3.6	5.5	3.4	3.5	4.3
KOCP	Camarillo	B1	95.9	1.2	1457	b	Point Bcstg Co	72	9502	1,200	c3	Clsc Rock	900	1.15	6.3	2.5	2.8	3.0	2.9	2.8	3.0	3.0	3.4
KCZN	Santa Paula	A	96.7	0.3 cp	1499	c	Lazer Bcstg Corp	76	9804	1,000		Spanish	250	0.65	3.1	2.3	2.8	1.3	1.6	2.2	3.7	3.7	2.7
KDAR	Oxnard	B1	98.3	1.5	1289		Salem Comm Corp	48				Chrst/Talk	1,000	3.23	2.5	0.9	1.5	0.9	1.4	2.2	1.2	1.2	0.8
KHAY	Ventura	B	100.7	39.0	1211	a	Cumulus Bcstg Inc	62	0010		g3	Country	2,300	1.31	14.2	4.6	7.2	5.5	7.7	5.6	6.6	3.2	7.1
KXLM	Oxnard	A	102.9	5.5	112	c	Lazer Bcstg Corp	91				Spanish	1,125	0.81	11.2	6.6	7.2	4.7	5.7	8.1	6.0	9.7	6.3
KMLA	El Rio	A	103.7	0.5	807	b	Gold Coast Radio	96				Mexican	1,050	1.14	7.4	5.3	3.3	3.8	3.1	4.6	3.1	4.2	4.0
KCAQ	Oxnard	B	104.7	5.1	1476	b	Point Bcstg Co	58	9608	3,650	c2	CHR	1,675	0.91	14.8	6.9	4.6	7.0	6.8	5.5	8.4	7.0	6.1
KKBE	Ojai	A	105.5	0.3	1437	b	Point Bcstg Co	72	9709	2,000	c1	Soft Hits	525	0.92	4.6	2.3	2.0	2.9	1.4	2.8	2.4	1.7	1.3
KVYY	Ventura	A	107.1	0.4	1296		Big City Radio	89	9606		g	Spanish AC	100	0.14	5.6	2.5	2.8	2.3	2.9	2.0	3.0	2.7	2.6
# FM Stations -					10	# Combos -					8	FM TOTALS			78.7	38.9	40.5	36.2	37.1	41.3	40.8	39.9	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KOXR	Oxnard	B	910	5.0	1.00	c	Lazer Bcstg Corp	55	9903	370		Spanish	325	0.94	2.8	1.2	1.5	1.3	1.3	2.2	1.3	1.5	1.0
KKZZ	Santa Paula	C	1400	1.0	1.00	b	Point Bcstg Co	48	9502		c3	Adlt Stndrd	275	0.36	6.1	3.5	4.2	3.2	2.5	2.2	4.4	3.7	4.8
KVEN	Ventura	C	1450	1.0	1.00	a	Cumulus Bcstg Inc	48	0010		g3	Oldies	450	1.34	2.7	1.4	0.9	1.1	1.4	1.3	1.6	1.8	3.1
• KVTA	Port Hueneme	B	1520	10.0	1.00	b	Point Bcstg Co	58	9608		c2	Talk	550	0.85	5.2	1.8	1.7	2.5	2.3	1.2	1.2	1.3	0.6
KUNX	Ventura	B	1590	5.0 cp	5.00	b	Point Bcstg Co	47	9905		c1	Span/Talk	250	0.46	4.4	0.9	1.8	1.8	2.3	1.2	2.6	0.5	0.3
# AM Stations -					5	# Combos -					5	AM TOTALS			21.2	8.8	10.1	9.9	9.8	8.1	11.1	8.8	9.8
AM & FM Stations Profiled -					15	# Duopolies -					5	Total Local Commercial Share			47.7	50.6	46.1	46.9	49.4	51.9	48.7	48.4	

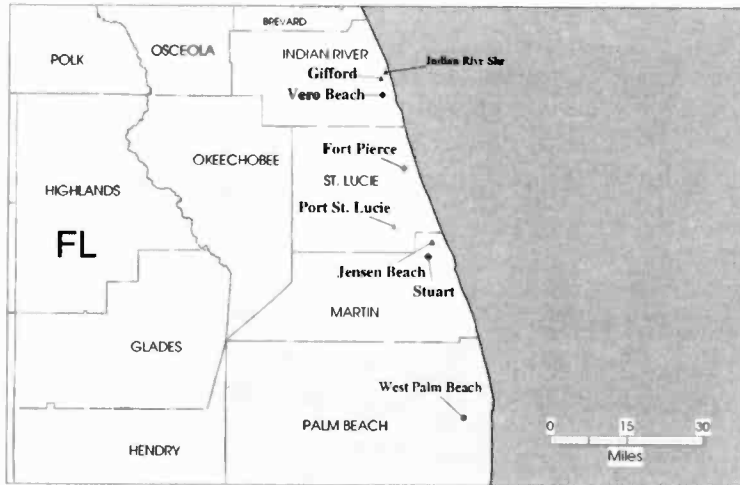
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 115

Revenue Rank: 217

Ft. Pierce-Stuart-Vero Beach, FL Market Overview



Metro Counties / Population (000)

Indian River, FL	114.7
Martin, FL	128.7
St. Lucie, FL	195.9
Total	439.3

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$9,200	\$10,000	\$8,800	\$7,500	\$7,100	\$6,800
★★★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-4.2%	\$7,100	\$7,600	\$8,100	\$8,600	\$9,100
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$1.28/1,000	2006 \$1.51/1,000			Est. Breakout	
Revenue/Capita	\$23.62	\$15.48	\$19.43			Local	90%
						National	10%

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	389.5	439.3	2.4%	439.3	468.4
Households	157.5	179.3	2.6%	179.3	192.5	1.4%
Retail Sales	NA ^{1/}	5,327.5	NA ^{1/}	5,327.5	6,026.4	2.5%
EBI ^{2/}	6,466.4	8,471.9	5.6%	8,471.9	10,352.2	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	215.4	31.7	14.2	13.6	25.1	28.9	27.1	74.7
Women (000)	223.9	30.3	13.8	12.7	23.8	28.5	29.4	85.5
Total	439.3	62.0	28.0	26.3	48.8	57.4	56.4	160.3
Percentage	100.0%	14.1%	6.4%	6.0%	11.1%	13.1%	12.8%	36.5%
Per Capita	\$ 19,285	Median Household		\$ 35,185	Avg Household		\$ 47,250	
Ethnic Population:	White	87.4%	Black	11.0%	Asian	1.1%	Hispanic	7.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		10	10	12	6	18
Tot 12+	1.8		50.5	50.5	52.3	6.2	58.5
Avg 12+	0.9		5.1	5.1	4.4	1.0	3.3
Tot LCS	3.1		86.3	86.3	89.4	10.6	100.0
Avg LCS	1.5		8.6	8.6	7.5	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 W. Palm Beach-Boca Raton.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
																2002	2001	2001	2000	2000	1999	1999	1998
WZZR	Stuart	C2	92.7	50.0 cp	482	c	Clear Channel Comm	64	0008			Talk	n/a		10.1	5.7	3.4	5.3	6.1	5.7	4.8	5.2	4.6
WGYL	Vero Beach	C2	93.7	50.0	479	b	Treasure/Space Coast	70	0007	5,150	c1	AC	950	2.02	6.9	4.5	4.5	2.2	5.6	3.8	3.6	3.2	3.8
WAVW	Gifford	C3	94.7	22.5 cp	351	c	Clear Channel Comm	94	0008		g1	Country	625	1.84	5.0	3.5	3.3	3.2	2.5	2.1	2.1	2.3	2.2
WLDI	Fort Pierce	C1	95.5	100.0 cp	925	b	Clear Channel Comm	69	9808			CHR	n/a		13.4	4.9	4.3	8.5	6.6	6.8	7.6	6.9	6.5
WOSN	Indian River	C3	97.1	23.0	348	b	Treasure/Space Coast	96	0008	4,100		Adlt Stndrd	850	0.57	21.8	13.1	10.9	12.1	12.5	12.0	12.2	10.3	12.7
WKGR	Fort Pierce	C1	98.7	100.0	974	c	Clear Channel Comm	61	9712			Clsc Rock	n/a		7.5	5.4	5.2	4.6	3.9	3.4	6.1	4.3	5.5
WGNX	Vero Beach	C2	99.7	26.0 cp	440	b	Treasure/Space Coast	95	9807		st	80Hts/AC	300	1.05	4.2	1.5	3.8	3.7	1.0	1.6	3.3	3.1	4.1
WHLG	Port St. Lucie	A	101.3	6.0	299		Horton Bcstg Co		99			AC	400	1.37	4.3	1.3	2.4	2.4	2.5	2.7	3.4	1.4	0.0
WCZR	Vero Beach	A	101.7	4.2	394	c	Clear Channel Comm	79	0008		g1	Talk/Dance	200		0.4	0.5	1.0	0.0	0.5	0.5	0.4	1.4	2.7
WMBX	Jensen Beach	C1	102.3	100.0 cp	974		Infinity Bcstg	80	0102			CHR	n/a		3.9	5.0	4.5	1.5	2.9	3.9	3.3	2.9	2.7
WQOL	Vero Beach	C2	103.7	50.0	476	c	Clear Channel Comm	86	0008		g1	Oldies	600	1.70	5.2	2.7	3.4	2.0	3.9	2.7	3.8	3.2	5.1
WFLM	White City	C3	104.7	17.5 cp	390		Midway Bcstg Co	93				Urban AC	1,300	2.12	9.0	4.2	4.7	4.8	5.4	9.7	5.3	6.7	5.7
# FM Stations -					12	# Combos -					8	FM TOTALS			91.7	52.3	51.4	50.3	53.4	54.9	55.9	50.9	55.6

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
																2002	2001	2001	2000	2000	1999	1999	1998	
WJNX	Fort Pierce	B	1330	5.0	1.00	c	Clear Channel Comm	52	9808		d1	News/Talk	150	2.01	1.1	1.5	1.2	0.5	0.7	0.7	0.7	0.7	0.7	0.7
• WAXE	Vero Beach	D	1370	1.0	0.07	c	Clear Channel Comm	54	0008		g1	News/Talk	100	1.23	1.2	1.8	0.5	0.9	0.5	0.9	1.3	1.1	0.9	0.9
WIRA	Fort Pierce	C	1400	1.0	1.00	a	Port St Lucie Bcstrs	46	0108	350		News/Talk	200		0.3	1.2	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.9
WSTU	Stuart	C	1450	1.0	1.00	a	Port St Lucie Bcstrs	54	0203	500		BusNw/Sprts	350	4.29	1.2	0.0	0.7	1.0	0.3	0.5	0.3	0.9	0.3	0.3
WTTB	Vero Beach	C	1490	1.0	1.00	b	Treasure/Space Coast	54	0007	5,150	c1	Oldies	50			0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0
• WPSL	Port St. Lucie	D	1590	5.0	0.06	a	Port St Lucie Bcstrs	85	9304	200		Nws/11k/Spt	700	2.29	4.5	1.7	1.6	3.1	2.0	2.3	1.8	1.8	1.8	2.4
# AM Stations -					6	# Combos -					6	AM TOTALS			8.3	6.2	4.3	5.8	3.5	5.1	4.1	4.5	5.2	
AM & FM Stations Profiled -					18	# Duopolies -					7	Total Local Commercial Share			58.5	55.7	56.1	56.9	60.0	60.0	55.4	60.8		

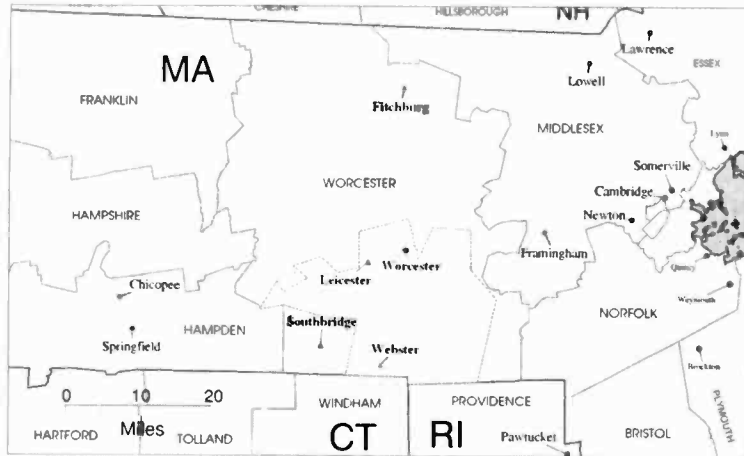
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 116

Revenue Rank: 151

Worcester, MA Market Overview



Metro Counties / Population (000)

Worcester, MA	466.8
	466.8

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$11,000	\$11,100	\$12,400	\$14,400	\$14,700	\$12,300
***	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-16.3%	\$13,200	\$14,300	\$15,700	\$16,700	\$17,800	7.6%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.82/1,000	\$2.04/1,000	Local 70%
Revenue/Capita	\$24.50	\$26.35	\$36.89	National 30%

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	448.9	466.8	0.8%	466.8	482.5	0.7%
Households	165.2	175.5	1.2%	175.5	184.5	1.0%
Retail Sales	NA ^{1/}	6,749.6	NA ^{1/}	6,749.6	8,719.9	5.3%
EBI ^{2/}	6,778.7	9,127.0	6.1%	9,127.0	10,808.3	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	227.6	40.4	18.3	22.2	33.5	37.5	30.9	44.8
Women (000)	239.2	38.4	17.5	21.8	32.4	36.9	31.5	60.7
Total	466.8	78.8	35.8	44.0	65.9	74.4	62.4	105.4
Percentage	100.0%	16.9%	7.7%	9.4%	14.1%	15.9%	13.4%	22.6%
Per Capita	\$ 19,553							
				Median Household	\$ 45,919		Avg Household	\$ 52,009
Ethnic Population:	White	93.1%	Black	3.4%	Asian	3.0%	Hispanic	6.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	3		4	5	7	12
Tot 12+	5.0	28.6		31.8	33.6	9.5	43.1
Avg 12+	2.5	9.5		8.0	6.7	1.4	3.6
Tot LCS	11.6	66.4		73.8	78.0	22.0	100.0
Avg LCS	5.8	22.1		18.4	15.6	3.1	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 Boston.

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	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
			Freq	(kW)									Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998
WSRS	Worcester	B	96.1	16.5	863	b	Clear Channel Comm	40	0008		g	Lite Rock	6,000	1.55	31.4	14.0	14.1	13.5	13.9	15.4	15.6	13.9	15.8
WORC	Webster	A	98.9	1.9	410	a	Citadel Comm Corp	94	0002	24,500	d4	Oldies	600	1.63	3.0	1.8	0.8	1.4	1.2	1.0	1.5	1.4	0.8
WWFX	Southbridge	A	100.1	2.9	479	a	Citadel Comm Corp	68	0002		d4	Clsc Rock	800	0.96	6.8	3.2	3.1	3.9	2.1	3.7	3.3	5.1	3.5
WXLO	Fitchburg	B	104.5	37.0	564	a	Citadel Comm Corp	60	0002		d4	Hot AC	2,700	1.43	15.3	6.6	6.9	7.1	6.3	7.4	8.4	8.5	8.5
WAAF	Worcester	B	107.3	9.6 cp	1099	d	Entercom	61	9811			Rock	n/a		16.5	8.0	6.0	6.8	7.6	7.8	8.8	7.3	7.2
# FM Stations -					5	# Combos -			4	FM TOTALS					73.0	33.6	30.9	32.7	31.1	35.3	37.6	36.2	35.8
AM Stations														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Day Power		Night Power		Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
			Freq	(kW)	(kW)	C							Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998
WTAG	Worcester	B	580	5.0	5.00	b	Clear Channel Comm	24	0008		g	Nws/Tlk/Spt	1,600	0.65	20.1	5.9	6.9	9.1	8.5	7.9	6.7	7.7	6.9
• WVNE	Leicester	D	760	25.0	0.00		Blount Comm Group	91				Christian	50		0.8	0.9	0.8	0.0	0.7	0.5	0.3	0.7	1.0
WCRN	Worcester	B	830	50.0 cp	5.00		Carter Bcstg Corp	94				Variety	100	0.25	3.3	1.4	1.7	3.0	0.0	0.0	0.0	0.0	0.0
• WGFP	Webster	D	940	1.0	0.00	c	Bengal Comm Co LLC	80	9710		c1	Country	50			0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
WNEB	Worcester	C	1230	1.0	1.00		Grace Bcstg	46	9905	225		ChrsContem	50		0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
WORC	Worcester	B	1310	5.0	1.00	c	Bengal Comm Co LLC	25	9805	790		Talk	275		0.5	0.4	0.4	0.5	0.0	0.5	0.9	0.3	0.3
WVEI	Worcester	B	1440	5.0	5.00		Entercom	26	9811		g	Sports	100	0.45	1.8	0.9	0.6	0.7	0.9	0.5	0.8	0.9	1.6
# AM Stations -					7	# Combos -			3	AM TOTALS					27.0	9.5	10.4	13.3	10.5	9.4	8.8	9.6	9.8
AM & FM Stations Profiled -					12	# Duopolies -			2	Total Local Commercial Share						43.1	41.3	46.0	41.6	44.7	46.4	45.8	45.6

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 117

Revenue Rank: 106

Huntsville, AL Market Overview



Metro Counties / Population (000)

Limestone, AL	66.5
Madison, AL	279.5
Morgan, AL	111.9
Total	457.9

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$14,500	\$15,700	\$16,300	\$17,100	\$19,100	\$18,300
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.2%	\$19,200	\$20,500	\$21,800	\$23,100	\$24,600	6.2%
Revenue/Retail Sales	NA ^{1/}	\$3.23/1,000	\$3.77/1,000				Est. Breakout
Revenue/Capita	\$33.90	\$39.97	\$51.40				Local 75%
							National 25%

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	427.7	457.9	1.4%	457.9	478.6	0.9%
Households	163.7	180.2	1.9%	180.2	193.2	1.4%
Retail Sales	NA ^{1/}	5,670.5	NA ^{1/}	5,670.5	6,532.4	2.9%
EBI ^{2/}	6,845.1	8,395.7	4.2%	8,395.7	10,464.8	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	225.8	39.2	19.4	21.3	35.2	35.8	35.2	39.7
Women (000)	232.1	37.3	18.6	21.4	32.8	35.9	36.8	49.3
Total	457.9	76.5	38.0	42.6	68.0	71.7	72.1	89.0
Percentage	100.0%	16.7%	8.3%	9.3%	14.9%	15.7%	15.7%	19.4%
Per Capita	\$ 18,335							
				Median Household	\$ 39,738		Avg Household	\$ 46,591
Ethnic Population:	White	78.2%	Black	19.1%	Asian	1.6%	Hispanic	2.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		9	10	14	15	29
Tot 12+	7.3		59.8	63.4	67.1	11.3	78.4
Avg 12+	1.5		6.6	6.3	4.8	0.8	2.7
Tot LCS	9.3		76.3	80.9	85.6	14.4	100.0
Avg LCS	1.9		8.5	8.1	6.1	1.0	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 Florence-Muscle Shoals

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
WEUZ	Minor Hill	A	92.1	2.6	479	e	Batts, H & Caples, V	83	9402	310	Country			0.2	0.0	0.0	1.1	0.2	0.0	0.4	0.0	0.2	
WWXQ	Trinity	A	92.5	3.1	423	d	Clear Channel Comm	92	0008		g	Oldies	350	0.96	2.0	1.7	1.8	1.1	1.4	2.1	1.5	1.8	0.9
WUSX	Tullahoma	C1	93.3	100.0	981	b	Athens Bcstg Co	62	9311	2,500		Clsc Hits	700	0.91	4.2	1.5	1.2	1.1	1.6	3.2	3.0	3.9	3.2
WXQW	Meridianville	A	94.1	0.4	1155	d	Clear Channel Comm	95	0008		g	Oldies	200	0.46	2.4	2.3	2.7	1.1	1.7	1.5	2.1	2.0	2.0
WRTT	Huntsville	C2	95.1	12.0	909	a	BCA Media LLC	60	0004		na	Adult Rock	1,150	0.75	8.4	6.9	6.7	6.3	6.6	6.5	6.6	6.1	7.3
WRSA	Decatur	C	96.9	100.0	1011		NCA Inc	65	1965			Lite AC	1,300	0.95	7.5	4.8	4.8	4.9	7.9	6.5	5.4	5.5	6.1
WAHR	Huntsville	C	99.1	100.0	984	a	BCA Media LLC	59	9906	11,250		AC	2,800	1.28	12.0	9.6	10.4	8.7	8.7	9.9	8.6	9.8	9.4
WRJL	Eva	A	99.9	6.0	328		French, Jo & Rolland	96				Gospel	200	0.61	1.8	1.0	1.2	1.5	0.9	0.4	1.3	2.6	1.4
WDRM	Decatur	C1	102.1	100.0	981	d	Clear Channel Comm	51	0008		g	Country	4,900	1.34	20.0	12.7	15.4	19.2	16.3	15.7	14.4	14.4	18.4
WEUP	Moulton	C3	103.1	11.5	492	e	Batts, H & Caples, V	91	9907	775	c1	Urban AC	1,300	0.64	11.1	8.8	9.6	9.3	9.6	10.3	8.3	10.4	6.1
WZYP	Athens	C	104.3	100.0	1116	b	Athens Bcstg Co	58				Top 40	2,100	1.06	10.8	7.3	6.2	6.3	8.2	7.9	9.6	8.7	7.8
WQAH	Addison	A	105.7	6.0	328		Abercrombie, Alvin	99				Country			1.1	1.9	1.6	0.8	1.6	1.1	1.1	0.0	1.2
WTAK	Hartselle	C3	106.1	5.4	725	d	Clear Channel Comm	92	0008		g	Clsc Rock	1,000	0.93	5.9	4.2	4.6	4.0	3.7	3.7	4.5	4.4	6.1
WQLT	Florence	C1	107.3	93.0	1017	c	Big River Bcstg Corp	67	7302			AC		n/a	0.6	0.4	0.9	0.4	0.0	0.7	0.4	0.4	0.3
# FM Stations -				14	# Combos -				10	FM TOTALS				88.0	63.1	67.1	65.8	68.4	69.5	67.2	70.0	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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
• WUMP	Madison	D	730	1.0	0.13	b	Athens Bcstg Co	83	9508	215	Sports	100	0.50	1.1	0.8	0.0	1.1	1.0	0.9	1.1	0.7	0.7	
• WVNN	Athens	D	770	7.0	0.25	b	Athens Bcstg Co	48	7505		News/Talk	400	0.59	3.7	3.1	3.0	3.2	4.0	2.6	2.4	3.3	3.4	
• WHOS	Decatur	D	800	1.0	0.22	d	Clear Channel Comm	48	0008		g	News			0.1	0.4	0.4	0.2	0.0	0.0	0.4	0.0	0.0
• WYAM	Hartselle	D	890	2.5	0.00		Priority Comm	56	9910	75	AC/Chrst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WDJL	Huntsville	D	1000	1.1 cp	0.00		Sharp, James K	68	9701	110	Gospel	100		0.3	0.4	2.7	1.1	0.9	0.0	0.4	0.6	0.0	
• WKAC	Athens	D	1080	5.0	0.00		Limestone Bcstg Co	64			Span/Oldes				0.6	0.0	0.0	0.0	0.0	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	d	Clear Channel Comm	37	0008		g	News	100		0.4	1.3	1.1	0.6	1.4	0.7	0.4	0.0	0.3
• 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		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
• WHOH	Huntsville	C	1450	1.0	1.00		Mtn Mist Media	46	0010			Country	150		0.5	0.0	0.4	0.0	0.3	0.6	0.4	0.4	0.3
• WAJF	Decatur	C	1490	1.0	1.00		WAJF Inc	53	0210 p	150		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WLOR	Huntsville	B	1550	50.0 cp	0.40	a	BCA Media LLC	48	0004	425		Urban AC	350	1.28	1.5	1.2	2.1	1.1	0.9	1.5	1.5	0.9	0.9
• WEUP	Huntsville	B	1600	5.0	0.50	e	Batts, H & Caples, V	58	8709	855		Black Gospl	700	0.91	4.2	2.3	1.6	3.0	2.4	3.2	5.6	2.4	2.2
• WEUV	Huntsville	B	1700	10.0	1.00	e	Batts, H & Caples, V	00				Black Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -				15	# Combos -				7	AM TOTALS				11.9	10.1	11.3	10.3	10.9	9.5	12.2	8.3	8.1	
AM & FM Stations Profiled -				29	# Duopolies -				8	Total Local Commercial Share				73.2	78.4	76.1	79.3	79.0	79.4	78.3	78.5		

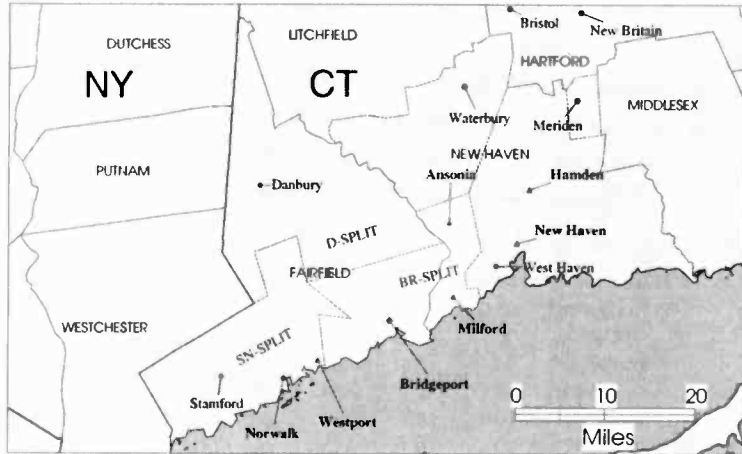
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 118

Revenue Rank: 167

Bridgeport, CT Market Overview



Metro Counties / Population (000)

Fairfield, CT	346.7
New Haven, CT	115.6
Total	462.3

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$16,200	\$17,800	\$19,600	\$20,700	\$12,400	\$10,700
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-13.7%	\$11,300	\$12,000	\$12,800	\$13,600	\$14,400	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$1.25/1,000	2006 \$1.34/1,000	Est. Breakout			
Revenue/Capita	\$37.13	\$23.15	\$30.77	Local	75%		
				National	25%		

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	436.3	462.3	1.2%	462.3	468.0
Households	162.3	173.4	1.3%	173.4	177.6	0.5%
Retail Sales	NA ^{1/}	8,545.7	NA ^{1/}	8,545.7	10,738.9	4.7%
EBI ^{2/}	10,911.6	15,147.8	6.8%	15,147.8	19,320.5	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	223.2	35.9	17.1	19.6	31.4	36.5	35.3	47.4
Women (000)	239.1	34.2	16.4	19.3	31.1	38.6	37.8	61.6
Total	462.3	70.2	33.5	38.9	62.5	75.1	73.1	109.0
Percentage	100.0%	15.2%	7.2%	8.4%	13.5%	16.2%	15.8%	23.6%
Per Capita	\$ 32,768	Median Household		\$ 68,643	Avg Household		\$ 87,361	
Ethnic Population:	White 84.7%	Black 11.3%	Asian 3.5%	Hispanic 11.7%				

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+		31.2		31.2	31.2	9.8	41.0
Avg 12+		7.8		7.8	7.8	2.0	4.6
Tot LCS		76.1		76.1	76.1	23.9	100.0
Avg LCS		19.0		19.0	19.0	4.8	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 markets New Haven and Stamford.

														ARB 12+ Metro Shares (see rights)										
														Avg '01	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Local Comm									
WPLR	New Haven	B	99.1	15.0	906		Cox Radio Inc	44	0008		1	AOR	n/a		11.4	4.6	3.6	5.5	4.7	4.3	3.9	3.9	4.7	
WEZN	Bridgeport	B	99.9	27.5	669		Cox Radio Inc	60	9704		g	AC	6,450	2.42	24.9	9.8	10.4	10.5	11.8	13.3	12.5	12.8	10.4	
WKCI	Hamden	B	101.3	11.0	965		Clear Channel Comm	69	9205	See (105)		CHR/Top40	n/a		10.3	4.1	3.9	4.0	5.2	5.4	5.6	4.4	4.0	
WEBE	Westport	B	107.9	50.0	384	b	Cumulus Bcstg Inc	82	0203			AC	n/a		25.2	12.7	11.8	12.9	9.7	10.3	9.4	10.5	13.3	
# FM Stations -					4		# Combos -	0	FM TOTALS					71.8	31.2	29.7	32.9	31.4	33.3	31.4	31.6	32.4		
														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	2001 Est Revenue (000)1/	Power Ratio	Local Comm	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WICC	Bridgeport	B	600	1.0	0.50	a	Cumulus Bcstg Inc	26	0203		g	FullService	3,350	1.27	24.6	9.3	12.6	10.7	11.3	11.1	10.0	12.8	11.0	
• WADS	Ansonia	D	690	3.2	0.00		Radio Amor Inc	56	9401	450		Spanish	200	1.70	1.1	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	
WCUM	Bridgeport	C	1450	1.0	1.00		Radio Cumbre Bcstg	41	9007	550	st	Spanish	450	3.00	1.4	0.0	0.3	0.8	0.5	0.8	0.3	0.5	1.6	
• WFIF	Milford	D	1500	5.0	0.00		Blount Comm Group	65	8204	538		Christian	250	2.12	1.1	0.5	0.6	0.7	0.3	1.0	0.5	0.8	0.8	
• WDJZ	Bridgeport	D	1530	5.0	0.00		Peoples Bcstg Ntwk	77	0108	425		Span/Portg				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					5		# Combos -	0	AM TOTALS					28.2	9.8	13.5	12.2	13.1	12.9	10.8	14.1	13.4		
AM & FM Stations Profiled -					9		# Duopolies -	1	Total Local Commercial Share								41.0	43.2	45.1	44.5	46.2	42.2	45.7	45.8

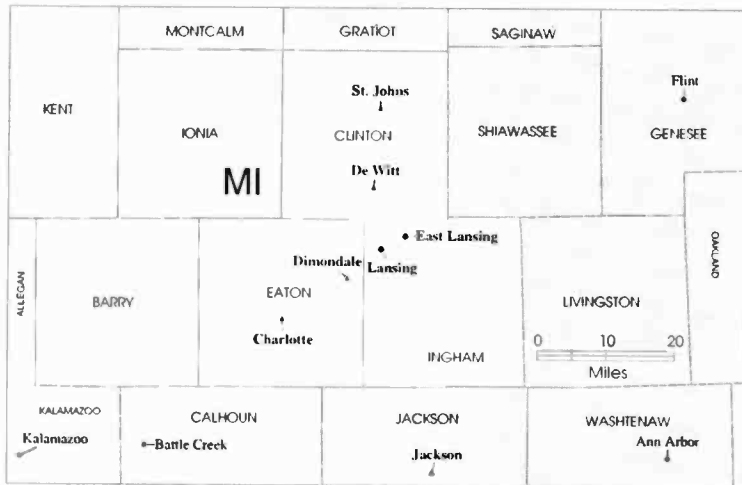
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 119

Revenue Rank: 83

Lansing-East Lansing, MI Market Overview



Metro Counties / Population (000)

Clinton, MI	65.3
Eaton, MI	104.5
Ingham, MI	279.1
Total	448.9

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$15,500	\$15,700	\$18,900	\$19,800	\$23,200	\$23,000
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$4.27/1,000	\$5.33/1,000	Local	79%		
Revenue/Capita	1996	2001	2006	National	21%		
	\$35.43	\$51.24	\$68.00				

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	437.5	448.9	0.5%	448.9	455.9	0.3%
Households	159.7	165.4	0.7%	165.4	170.2	0.6%
Retail Sales	NA ^{1/}	5,391.4	NA ^{1/}	5,391.4	5,813.0	1.5%
EBI ^{2/}	6,500.7	7,795.5	3.7%	7,795.5	9,136.5	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	218.3	39.9	19.1	30.2	30.4	36.0	30.1	32.6
Women (000)	230.6	38.8	18.5	31.7	31.1	37.5	30.9	42.2
Total	448.9	78.7	37.6	61.9	61.5	73.5	61.0	74.8
Percentage	100.0%	17.5%	8.4%	13.8%	13.7%	16.4%	13.6%	16.7%
Per Capita	\$ 17,366	Median Household		\$ 47,120	Avg Household		\$ 47,131	
Ethnic Population:	White 87.2%	Black 8.9%	Asian 3.0%	Hispanic 4.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	6		9	10	7	17
Tot 12+	15.1	48.2		62.2	63.3	9.3	72.6
Avg 12+	3.8	8.0		6.9	6.3	1.3	4.3
Tot LCS	20.8	66.4		85.7	87.2	12.8	100.0
Avg LCS	5.2	11.1		9.5	8.7	1.8	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													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	2001 Est		Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall		
			Freq	(kW)									Revenue (000)1/	Power Ratio		2002	2002	2002	2001	2001	2001	2001	2000		
WWDX	St. Johns	A	92.1	4.0	400	b	Rubber City Radio	72	0010		d1	Modern Rock	600	0.43	6.1	4.7	3.3	4.6	4.7	4.8	4.8	4.2	3.8		
WQTX	Charlotte	A	92.7	1.5	466	b	Rubber City Radio	65	0103	600		Sprts/Talk	150	0.65	1.0	1.1	1.1	1.3	1.0	0.9	0.4	1.2	0.4		
WVIC	Jackson	B	94.1	40.0	551	b	Rubber City Radio	55	0010	10,500	d1	Rock	1,000	1.01	4.3	2.5	4.4	3.8	3.5	4.2	4.4	1.5	2.3		
WMMQ	East Lansing	B	94.9	50.0	492	d	Citadel Comm Corp	63	0008		g1	Clsc Rock	2,800	1.26	9.7	6.5	7.0	6.5	6.8	6.0	6.9	7.5	7.7		
WQHH	Dewitt	A	96.5	3.0	328	a	Mid-Michigan FM Inc	91				Urban	600	0.43	6.0	5.4	3.9	5.3	3.3	3.3	5.1	2.9	6.0		
WJIM	Lansing	B	97.5	45.0 cp	512	d	Citadel Comm Corp	60	0008		g1	Oldies	2,700	1.16	10.1	6.8	8.9	10.1	8.0	5.5	6.9	8.3	8.3		
WFMK	East Lansing	B	99.1	28.0	600	d	Citadel Comm Corp	59	0008		g1	Lite Rock	6,000	1.89	13.8	7.5	7.6	6.9	8.8	8.6	9.7	11.6	9.8		
WITL	Lansing	B	100.7	26.5	643	d	Citadel Comm Corp	64	0008		g1	Country	3,600	1.21	12.9	9.9	11.4	9.9	9.7	9.3	11.0	8.7	8.3		
WHZZ	Lansing	A	101.7	4.1	397	c	MacDonald Bcstg Co	67	8903	2,150	c1	CHR	1,800	0.65	12.0	8.3	6.8	6.9	8.6	10.1	7.2	8.7	8.6		
WJXQ	Jackson	B	106.1	50.0	489	b	Rubber City Radio	76	0010		d1	AOR	1,700	0.75	9.8	7.5	8.9	6.7	6.8	6.2	7.6	7.9	6.5		
# FM Stations -					10	# Combos -					10	FM TOTALS					85.7	60.2	63.3	62.0	61.2	58.9	64.0	62.5	61.7

AM Stations													ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Day Power		Night Power		Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall			
			Freq	(kW)	(kW)	C						Owner	Revenue (000)1/		Power Ratio	2002	2002	2002	2001	2001	2001	2001	2000		
• WVFN	East Lansing	D	730	0.5	0.05	d	Citadel Comm Corp	65	0008		g1	Sprts/Talk	250	0.64	1.7	0.9	0.6	0.8	0.8	2.2	0.8	0.8	1.0		
• 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	0.0		
• WXLA	Dimondale	D	1180	1.0	0.00	a	Mid-Michigan FM Inc	82	9602	225		Urban/Oldies	150	0.65	1.0	1.8	0.9	0.0	0.0	0.4	1.1	0.0	1.3		
• WJIM	Lansing	C	1240	0.9	0.89	d	Citadel Comm Corp	34	0008		g1	News/Talk	1,250	1.01	5.4	3.4	3.7	2.7	4.1	4.2	3.4	4.6	3.3		
• WILS	Lansing	B	1320	5.0	1.00	c	MacDonald Bcstg Co	47	8903		c1	Nostalgia	400	0.29	6.0	3.9	4.1	3.6	4.3	4.9	4.0	3.3	5.2		
• WLCM	Charlotte	D	1390	5.0	0.07		Midwest Bcstg Corp	56	9301	120		Christian			0.0	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			0.2	0.4	0.0	0.0	0.6	0.7	0.0	0.0	0.0		
# AM Stations -					7	# Combos -					4	AM TOTALS					14.3	10.4	9.3	7.1	9.8	12.4	9.3	8.7	10.8
AM & FM Stations Profiled -					17	# Duopolies -					5	Total Local Commercial Share					70.6	72.6	69.1	71.0	71.3	73.3	71.2	72.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 120

Revenue Rank: 124

Portsmouth-Dover-Rochester, NH Market Overview



Metro Counties / Population (000)

Rockingham, NH	279.7
Strafford, NH	112.8
York, ME	53.5
Total	446.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$11,500	\$12,100	\$14,800	\$16,000	\$16,400	\$15,600
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.9%	\$16,400	\$17,500	\$18,600	\$19,700	\$21,000	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.82/1,000	\$1.88/1,000	Local 75%
Revenue/Capita	\$27.60	\$34.98	\$43.94	National 25%

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	416.6	446.0	1.4%	446.0	477.9	1.4%
Households	151.9	166.3	1.8%	166.3	181.3	1.7%
Retail Sales	NA ^{1/}	8,574.2	NA ^{1/}	8,574.2	11,188.3	5.5%
EBI ^{2/}	7,148.4	9,788.8	6.5%	9,788.8	12,162.5	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	220.5	40.3	17.6	20.0	34.4	39.8	32.1	36.2
Women (000)	225.5	39.0	16.7	20.8	33.9	39.4	31.2	44.5
Total	446.0	79.4	34.3	40.9	68.4	79.2	63.3	80.7
Percentage	100.0%	17.8%	7.7%	9.2%	15.3%	17.8%	14.2%	18.1%
Per Capita	\$ 21,948							
				Median Household	\$ 52,325		Avg Household	\$ 58,846
Ethnic Population:	White	97.5%	Black	0.7%	Asian	1.4%	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	6	16
Tot 12+	15.0	13.0		25.4	28.0	3.9	31.9
Avg 12+	1.9	6.5		4.2	2.8	0.7	2.0
Tot LCS	47.0	40.8		79.6	87.8	12.2	100.0
Avg LCS	5.9	20.4		13.3	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 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• WPHX	Sanford	A	92.1	1.8	512		Phoenix Media Comm	75	9906	1,025	c1	Alternative	250	0.64	2.5	0.9	1.5	1.3	0.4	0.6	0.0	0.0	0.0	
WUBB	York Center	A	95.3	1.4	682	b	Clear Channel Comm	87	0008		g1	Country	475	1.60	1.9	0.4	0.0	0.8	0.5	1.3	0.6	0.5	0.7	
WQSO	Rochester	A	96.7	3.0	328	b	Clear Channel Comm	79	0008		g1	Oldies	675	0.79	5.5	3.0	2.4	1.9	2.0	1.7	2.2	1.6	2.4	
WOKQ	Dover	B	97.5	50.0	492	a	Citadel Comm Corp	70	9909		g2	Country	4,900	1.08	29.2	7.1	11.2	9.9	10.8	9.7	7.1	10.3	11.5	
WBYY	Somersworth	A	98.7	6.0	315	c	Garrison City Bcstg	95				Soft AC	550	0.80	4.4	2.4	2.2	1.7	1.4	3.3	4.0	2.5	1.5	
WHEB	Portsmouth	B	100.3	50.0	459	b	Clear Channel Comm	64	0008		g1	Rock	3,450	1.38	16.0	5.9	6.0	5.1	6.3	7.0	6.7	8.9	7.7	
• WSAK	Hampton	A	102.1	3.0	328	a	Citadel Comm Corp	92	9909		g2	Clsc Rock			1.3	0.6	0.7	0.4	0.5	0.2	1.3	0.5	0.5	
WSHK	Kittery	A	105.3	2.2	371	a	Citadel Comm Corp	92	9909		g2	Clsc Rock	1,150	1.04	7.1	2.0	2.4	1.9	3.2	2.8	1.5	3.2	4.5	
WMEX	Farmington	A	106.5	2.9	486		Jackson Group	99				Oldies			0.5	0.7	0.0	0.0	0.4	0.0	0.0	0.0	0.0	
WERZ	Exeter	A	107.1	5.2	348	b	Clear Channel Comm	72	0008		g1	Top 40	3,200	0.92	22.2	5.0	4.7	7.5	8.2	8.5	6.7	6.5	7.7	
# FM Stations -					10	# Combos -					8	FM TOTALS				90.6	28.0	31.1	30.5	33.7	35.1	30.1	34.0	36.5

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WGIN	Rochester	B	930	5.0	5.00	b	Clear Channel Comm	47	0008		g1	Nws/Tlk/Spt			1.7	0.0	0.0	0.8	0.4	0.2	0.4	0.4	0.0	
WTSN	Dover	B	1270	5.0	5.00	c	Garrison City Bcstg	56	8303	1,100		Talk/Sprts	550	0.84	4.2	2.0	1.7	0.6	2.5	1.7	2.5	1.2	1.9	
WDER	Derry	B	1320	10.0	1.00		Blount Comm Group	83	0009	See (189)		Christian	n/a			0.6	0.0	0.0	0.0	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	0.0
WMYF	Portsmouth	B	1380	1.0	1.00	b	Clear Channel Comm	60	0008		g	Nostalgia	150	0.27	3.5	1.3	1.3	1.1	1.4	1.1	1.0	0.5	0.0	
• WGIP	Exeter	D	1540	5.0	0.00	b	Clear Channel Comm	66	0008		g1	Nws/Tlk/Spt	200			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				9.4	3.9	3.0	2.5	4.3	3.0	3.9	2.1	1.9
AM & FM Stations Profiled -					16	# Duopolies -					5	Total Local Commercial Share				31.9	34.1	33.0	38.0	38.1	34.0	36.1	38.4	

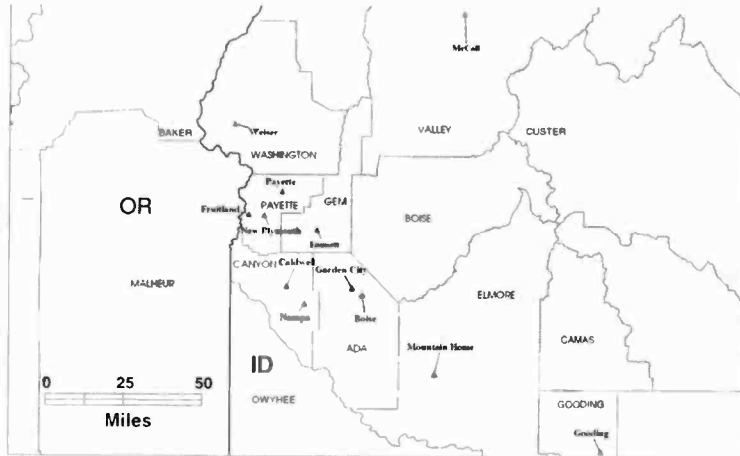
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 121

Revenue Rank: 91

Boise, ID Market Overview



Metro Counties / Population (000)

Ada, ID	308.0
Canyon, ID	134.5
Total	442.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$14,900	\$16,400	\$17,500	\$19,000	\$23,100	\$20,700
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-10.4%	\$21,700	\$22,900	\$24,100	\$25,500	\$27,200	5.6%
	1996	2001	2006				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.24/1,000	\$3.20/1,000				Local 70%
Revenue/Capita	\$40.64	\$46.78	\$53.83				National 30%

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	366.6	442.5	3.8%	442.5	505.3
Households	134.7	165.5	4.2%	165.5	192.0	3.0%
Retail Sales	NA ^{1/}	6,398.5	NA ^{1/}	6,398.5	8,497.6	5.8%
EBI ^{2/}	5,594.6	8,372.8	8.4%	8,372.8	12,003.4	7.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	218.8	44.4	21.5	18.3	29.2	37.4	30.4	37.6
Women (000)	223.7	42.3	20.5	18.2	28.8	36.9	30.4	46.5
Total	442.5	86.8	42.0	36.5	58.0	74.3	60.7	84.2
Percentage	100.0%	19.6%	9.5%	8.2%	13.1%	16.8%	13.7%	19.0%
Per Capita	\$ 18,922							
				Median Household	\$ 45,682		Avg Household	\$ 50,591
Ethnic Population:	White	95.8%	Black	0.8%	Asian	2.1%	Hispanic	9.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			18	14	18	9	27
Tot 12+			65.8	62.1	65.8	16.7	82.5
Avg 12+			3.7	4.4	3.7	1.9	3.1
Tot LCS			79.8	75.3	79.8	20.2	100.0
Avg LCS			4.4	5.4	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KIZN	Boise	C	92.3	48.0	2717	d	Citadel Comm Corp	68	9801		d4	Country	2,150	1.33	7.8	5.3	7.2	6.5	6.8	7.4	5.8	4.3	5.8
KZMG	New Plymouth	C	93.1	48.0	2717	d	Citadel Comm Corp	82	9801		d4	CHR	1,500	1.51	4.8	4.9	4.2	4.5	3.7	4.6	5.7	7.9	8.0
KBXL	Caldwell	C	94.1	40.0 cp	2635	e	KSPD Inc	61	8906	200		Chrst/Talk	150	0.66	1.1	0.9	0.8	1.1	0.8	0.4	1.4	0.7	0.9
KRVB	Nampa	C	94.9	49.0	2694	c	Journal Bcst Group	75	0004	3,750		Rock	700	0.79	4.3	3.2	2.8	3.6	3.7	2.8	2.3	2.2	1.7
KKGL	Nampa	C	96.9	48.0	2717	d	Citadel Comm Corp	77	9801		d4	Clsc Rock	800	0.61	6.3	6.4	5.4	6.3	4.5	4.3	3.3	4.3	3.9
KQFC	Boise	C	97.9	48.0	2717	d	Citadel Comm Corp	60	9801		d4	Country	1,775	1.41	6.1	4.1	7.2	5.4	5.1	8.5	5.5	6.5	8.0
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	Horizon Bcstg	82	0012		g3	80s Hits	475	1.04	2.2	1.7	1.4	1.8	1.9	2.0	3.8	2.5	2.8
KWEI	Fruitland	C1	99.5	8.0	2635		Treasure Valley Bctg	94				Span/AC	350	1.69	1.0	1.9	0.0	0.7	1.0	0.4	0.4	0.7	1.1
KQXR	Payette	C1	100.3	100.0	709	c	Journal Bcst Group	78	9807		g1	Alternative	925	0.53	8.4	5.1	7.2	7.8	6.6	7.8	7.3	4.7	3.7
KHJR	Gooding	C	100.7	80.0	2192	f	Horizon Bcstg	95	0012		g3	70s Oldies	250		0.9	0.9	1.0	1.1	0.4	0.7	0.4	0.4	0.6
KJHY	Emmett	C	101.9	57.0	2533	a	Western Pacific Inc	73	9512	355	1	Spanish	300	0.91	1.6	2.1	0.8	0.9	1.9	0.9	0.4	1.1	0.0
KSAS	Caldwell	C	103.3	54.0	2579	b	Clear Channel Comm	82	9905		g2	Top 40	1,500	0.86	8.4	4.1	5.8	7.4	7.0	5.0	3.1	3.4	3.9
KLTB	Boise	C	104.3	52.0	2579	b	Clear Channel Comm	79	9905		g2	Oldies	2,000	1.11	8.7	5.8	9.3	8.1	6.8	7.2	8.3	7.0	8.2
KJOT	Boise	C	105.1	53.0	2589	c	Journal Bcst Group	79	9807		g1	Rock	1,275	1.16	5.3	5.3	4.4	3.8	5.3	6.9	5.3	5.4	4.5
KCIX	Garden City	C	105.9	49.0	2700	b	Clear Channel Comm	85	9905		g2	AC	1,500	2.20	3.3	4.9	4.0	2.5	3.1	2.0	3.2	4.7	3.4
KTHI	Caldwell	C	107.1	52.0 cp	2579	c	Journal Bcst Group	83	9807		g1	AC	650	0.95	3.3	3.4	1.8	2.5	3.1	4.1	3.6	2.9	1.7
KXLT	Eagle	C	107.9	45.0	2684	b	Clear Channel Comm	94	9905		g2	Soft AC	1,500	1.25	5.8	5.8	4.8	4.3	5.6	5.2	6.8	5.8	8.0
# FM Stations -					18	# Combos -					17	FM TOTALS			79.3	65.8	68.1	68.3	67.3	70.2	66.6	64.5	66.2

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• KIDO	Nampa	B	580	5.0	5.00	b	Clear Channel Comm	20	9905		g2	News/Talk	1,225	0.82	7.2	5.3	5.6	4.5	7.8	5.9	7.7	7.0	7.3
• KFXD	Boise	B	630	5.0	5.00	b	Clear Channel Comm	28	9905		g2	Country	200	0.39	2.5	2.3	2.6	2.2	2.1	2.6	1.8	2.2	2.2
KBOI	Boise	B	670	50.0	50.00	d	Citadel Comm Corp	47	9801		d4	News/Talk	950	1.02	4.5	4.5	4.2	3.4	4.3	3.0	4.8	3.4	4.3
• KSPD	Boise	D	790	1.0	0.06	e	KSPD Inc	59	8303	200		Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KKIC	Meridian	D	950	3.5	0.04	a	Western Pacific Inc	61	9512	102		Christian			0.3	0.0	0.0	0.0	0.6	0.4	0.0	0.0	0.0
• KBGN	Caldwell	D	1060	10.0	0.00		Wilson, N. & K.	60	8909	188		Christian			0.8	0.6	0.0	0.7	0.6	0.0	0.6	0.0	0.0
KGEM	Boise	B	1140	10.0	10.00	c	Journal Bcst Group	46	9807		g1	Adlt Stndrd	200	0.23	4.2	2.1	2.2	3.8	3.3	3.3	3.6	5.2	3.9
KTIK	Nampa	B	1350	5.0	0.60		Diamond Broadcasting	62	9407	250		Sprts/Talk	275	1.02	1.3	1.9	1.4	1.3	1.0	1.3	2.2	1.1	1.5
KCID	Caldwell	C	1490	1.0	1.00	c	Journal Bcst Group	47	9807		g1	AC	50			0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.1
# AM Stations -					9	# Combos -					7	AM TOTALS			20.8	16.7	16.0	15.9	19.7	16.5	21.1	18.9	20.3
AM & FM Stations Profiled -					27	# Duopolies -					10	Total Local Commercial Share			82.5	84.1	84.2	87.0	86.7	87.7	83.4	86.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 122

Revenue Rank: 89

Jackson, MS Market Overview



Metro Counties / Population (000)

Hinds, MS	250.5
Madison, MS	76.2
Rankin, MS	117.4
Total	444.1

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$16,700	\$18,300	\$20,600	\$20,800	\$21,800	\$21,600
***	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-0.9%	\$22,800	\$24,300	\$25,900	\$27,400	\$29,200
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.67/1,000	2006 \$4.14/1,000	Est. Breakout			
Revenue/Capita	\$39.93	\$48.64	\$62.61	Local	85%	National	15%

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	418.2	444.1	1.2%	444.1	466.4
Households	148.6	160.7	1.6%	160.7	172.8	1.5%
Retail Sales	NA ^{1/}	5,885.5	NA ^{1/}	5,885.5	7,049.4	3.7%
EBI ^{2/}	5,918.8	7,506.9	4.9%	7,506.9	9,796.8	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	211.5	42.2	21.2	20.5	30.1	34.3	27.9	35.4
Women (000)	232.6	41.1	20.3	22.3	32.2	36.7	31.2	48.8
Total	444.1	83.2	41.4	42.9	62.3	71.0	59.1	84.2
Percentage	100.0%	18.7%	9.3%	9.7%	14.0%	16.0%	13.3%	18.9%
Per Capita	\$ 16,904							
				Median Household	\$ 34,178		Avg Household	\$ 46,714
Ethnic Population:	White	52.9%	Black	46.0%	Asian	0.9%	Hispanic	1.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		14	15	18	14	32
Tot 12+	9.4		55.7	64.1	65.1	14.8	79.9
Avg 12+	2.4		4.0	4.3	3.6	1.1	2.5
Tot LCS	11.8		69.7	80.2	81.5	18.5	100.0
Avg LCS	2.9		5.0	5.3	4.5	1.3	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)										
															Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000			
WJNS	Yazoo City	C3	92.1	20.0	358	b	Willis Bcstg Corp	68	9309		g2	Gospel			0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0			
WMGO	Yazoo City	A	93.1	4.1	394	f	WMGO Bcstg Corp	98				Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WHJT	Clinton	A	93.5	6.0	328		Miss College	74			1	ChrsContem	250	0.43	2.7	2.3	2.4	1.8	1.6	2.0	2.3	2.6	1.4		
• WRXW	Pearl	A	93.9	6.0	282	e	Backyard Bcstg	94	0207	4,830	d1	Rock	250	0.35	3.3	4.0	2.6	2.4	3.3	2.4	2.8	1.5	3.6		
WTYX	Jackson	C	94.7	100.0	1116	e	Backyard Bcstg	71	0207		d1	Clsc Rock	1,375	1.52	4.2	2.1	2.8	4.2	3.5	3.2	3.2	3.9	2.8		
WDBT	Jackson	C0	95.5	100.0	1116	c	Clear Channel Comm	73	0008		g	1 Lite AC	1,025	1.03	4.6	3.1	4.8	4.8	4.3	4.8	3.4	2.8	3.4		
WUSJ	Jackson	C	96.3	100.0	cp	1060	a	New South Comm Inc	66	9907	5,500		0.99	3.5	4.8	4.6	3.5	2.9	2.6	2.0	2.2	4.0			
WFMM	Flora	C3	97.3	20.5	cp	367		TeleSouth Comm Inc	97	9709		99	st	News/Talk	350	0.58	2.8	2.3	3.0	2.0	1.8	2.4	2.3	2.2	1.8
WRJH	Brandon	A	97.7	6.0	cp	308		On Top Comm Inc	74	0105		st	2 Urban	400	0.37	5.0	2.9	4.4	3.9	3.5	4.4	4.1	4.1	3.0	
WJKK	Vicksburg	C1	98.7	100.0		945	a	New South Comm Inc	66	9512	1,620			4.0	0.98	4.0	3.5	3.2	2.6	2.9	3.8	3.6	2.6	2.4	
WJMI	Jackson	C	99.7	100.0		1060	d	Inner City Bcstg	67	0003		g1	Urban	2,600	0.84	14.3	9.1	9.7	9.8	9.4	11.3	10.7	10.4	12.2	
WJXN	Utica	C2	100.9	39.0	cp	551		Flinn Bcstg Corp	90	9801	800	2	Urban	50		0.6	1.2	0.6	0.4	0.0	0.0	1.6	0.0	0.4	
WYOY	Gluckstadt	C2	101.7	50.0		456	a	New South Comm Inc	76	9411	750	c2	CHR	1,175	0.97	5.6	3.7	3.8	3.3	3.7	3.6	4.6	4.1	5.0	
WMSI	Jackson	C	102.9	100.0		1887	c	Clear Channel Comm	48	0008		g	1 Country	4,550	1.93	10.9	6.7	6.9	7.0	7.6	8.5	8.2	9.0	8.2	
WQJQ	Kosciusko	C1	105.1	100.0		981	c	Clear Channel Comm	65	0008		g3	1 Top 40	775	0.88	4.1	3.3	2.6	3.3	3.3	3.8	2.5	2.6	4.0	
WYJS	Pickens	C2	105.9	23.0	cp	735	d	Inner City Bcstg	80	0003		g2	80s Hits	300	0.56	2.5	1.2	1.4	1.5	2.0	1.6	1.6	2.8	1.8	
WSTZ	Vicksburg	C	106.7	85.0		1887	c	Clear Channel Comm	68	0008		g3	1 Clsc Rock	2,400	1.50	7.4	4.4	4.8	5.0	6.7	5.6	5.9	6.5	5.0	
WKXI	Magee	C1	107.5	100.0		951	d	Inner City Bcstg	70	0003		g1	Urban	2,500	1.23	9.4	7.7	7.1	9.9	7.8	8.7	7.1	6.7	6.6	
# FM Stations -				18	# Combos -				14	FM TOTALS				84.9	62.9	65.1	65.4	64.3	68.7	65.9	64.0	65.6			

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	Fall 2000	
WJDX	Jackson	B	620	5.0	1.00	c	Clear Channel Comm	29	0008		g3	1 Sports	300	0.93	1.5	1.2	0.8	1.3	1.6	0.8	0.9	1.1	1.8
• WWDF	Richland	D	720	5.0	0.00	b	Willis Bcstg Corp	91	9802	225		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WIIN	Ridgeland	D	780	5.0	0.00	a	New South Comm Inc	84	9411		c2	Gospel				0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0
• WSLI	Jackson	B	930	5.0	5.00		Sportsrad Inc	38	0201	223		Sports	50		0.2	0.6	0.4	0.7	0.4	0.0	0.0	0.0	0.8
• WRKN	Brandon	D	970	1.0	0.00		Harris, June	67				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTWZ	Clinton	D	1120	7.5	0.00		Wood, Terry E.	82				Cst/BGs/Gsp				0.6	0.0	0.4	0.0	0.0	0.0	0.0	0.0
• WONG	Canton	D	1150	0.5	0.02		Williams, Marion R.	89	9908	50	na	Gospl/RhyBl				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	800	0.95	3.9	2.1	3.8	2.6	2.0	1.8	2.8	3.5	4.2
• WPBO	Flowood	C	1240	0.9	0.00		Fulgham, William W.	98	9111	4		News/Talk				0.1	0.4	0.4	0.6	0.0	0.0	0.0	0.4
WOAD	Jackson	B	1300	5.0	1.00	d	Inner City Bcstg	29	0003		g1	Gospel	300	0.46	3.0	3.3	4.8	2.8	2.9	2.4	1.6	2.4	2.8
• WMGO	Canton	D	1370	1.0	0.03	f	WMGO Bcstg Corp	54	9305	90		AC/News	300	0.53	2.6	1.3	1.2	1.8	2.0	1.6	2.3	2.1	2.0
WKXI	Jackson	C	1400	1.0	1.00	d	Inner City Bcstg	47	0003		g1	Urban/Oldes	25		0.3	1.0	0.6	0.0	0.6	0.0	0.4	0.6	0.0
WJXN	Jackson	C	1450	1.0	1.00	b	Willis Bcstg Corp	45	9309		g2	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZRX	Jackson	B	1590	5.0	1.00		Clear Channel Comm	65	0008		g3	3 Gospel	250	0.34	3.4	3.1	2.8	2.2	3.1	2.4	3.2	1.7	3.2
# AM Stations -				14	# Combos -				7	AM TOTALS				15.0	14.0	14.8	12.8	12.6	9.0	11.2	11.4	15.2	
AM & FM Stations Profiled -				32	# Duopolies -				9	Total Local Commercial Share				76.9	79.9	78.2	76.9	77.7	77.1	75.4	80.8		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 123

Revenue Rank: 104

Modesto, CA Market Overview



Metro Counties / Population (000)

Stanislaus, CA	452.7
	452.7

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$15,600	\$16,500	\$17,000	\$19,200	\$20,800	\$18,500
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-11.1%	\$19,500	\$20,800	\$22,100	\$23,400	\$25,000	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.67/1,000	2006 \$4.00/1,000	Est. Breakout			
Revenue/Capita	\$36.87	\$40.87	\$51.45	Local	80%		
				National	20%		

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	423.1	452.7	1.4%	452.7	485.9
Households	138.0	149.4	1.6%	149.4	159.8	1.4%
Retail Sales	NA ^{1/}	5,036.9	NA ^{1/}	5,036.9	6,246.7	4.4%
EBI ^{2/}	5,017.2	6,611.6	5.7%	6,611.6	8,034.0	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	223.4	49.9	21.3	19.2	31.9	34.8	29.0	37.4
Women (000)	229.3	48.0	20.2	18.9	31.0	35.0	29.7	46.5
Total	452.7	97.9	41.5	38.1	62.9	69.8	58.7	83.9
Percentage	100.0%	21.6%	9.2%	8.4%	13.9%	15.4%	13.0%	18.5%
Per Capita	\$ 14,605							
				Median Household	\$ 36,022		Avg Household	\$ 44,254
Ethnic Population:	White	88.2%	Black	3.3%	Asian	5.8%	Hispanic	32.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	8		14	19	6	25
Tot 12+	35.3	29.8		63.9	65.1	4.6	69.7
Avg 12+	3.2	3.7		4.6	3.4	0.8	2.8
Tot LCS	50.6	42.8		91.7	93.4	6.6	100.0
Avg LCS	4.6	5.3		6.5	4.9	1.1	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.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
																2002	2001	2001	2000	2000	1999	1999	1998		
KOSO	Patterson	B	93.1	3.0	1791	b	Clear Channel Comm	66	0008		g1	Modem AC	2,150	1.25	9.3	5.4	4.4	5.6	6.8	6.7	5.0	7.7	6.3		
KEJC	Modesto	A	93.9	4.0	404		Modesto Comm Corp	99				Country	750	0.69	5.9	2.5	2.5	3.2	4.7	1.3	1.8	2.5	0.0		
KHOP	Oakdale	B	95.1	29.5	633	d	Citadel Comm Corp	85	9703	5,000		Hot AC	2,500	1.69	8.0	2.3	3.2	5.2	5.5	5.0	4.6	7.3	7.1		
• KBYN	Arnold	A	95.9	0.8 cp	886	a	Gomez, Nelson F.	95	9802	300		Mexican				0.7	3.6	0.0	0.0	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 (192)		Mexican	n/a		4.2	0.0	0.0	2.8	2.8	3.0	2.4	3.5	1.9		
KUBB	Mariposa	B	96.3	1.9	2097	e	Buckley Bcstg Corp	77	8507			Country	n/a		0.6	0.5	1.1	0.4	0.4	0.4	0.7	0.8	0.4		
KMRQ	Manteca	A	96.7	1.5	466	b	Clear Channel Comm	79	0008		g	Rock	1,050	1.16	4.9	5.8	5.5	5.2	1.3	3.4	5.0	3.1	0.9		
KTSE	Patterson	A	97.1	1.4 cp	495	f	Entravision Comm Co	96	0008		g3	Spanish	550	1.29	2.3	2.0	1.3	0.8	2.3	1.5	1.3	2.5	2.0		
KABX	Merced	B	97.5	8.8	1161		Mapleton Comm	36	0205	See (192)		Oldies	n/a		4.0	3.6	2.1	2.4	3.0	2.5	2.9	1.3	1.9		
KWNN	Turlock	A	98.3	2.0	390		Silverado Bcstg Co	78	9502	1,500	c1	CHR	750	0.53	7.7	6.7	4.9	6.0	4.3	6.1	6.3	6.7	5.6		
KCVR	Columbia	A	98.9	6.0	328	f	Entravision Comm Co	95	0008		g3	R&B Oldies	350	1.05	1.8	1.8	1.9	1.6	0.8	1.1	0.8	0.8	3.4		
KMIX	Tracy	A	100.9	6.0	328	f	Entravision Comm Co	66	0008			Spanish	n/a		4.6	5.9	5.1	3.4	2.8	1.5	2.5	3.7	3.2		
KJSN	Modesto	A	102.3	6.0	289	b	Clear Channel Comm	77	0008		g1	Soft AC	1,700	1.13	8.1	6.8	5.5	4.4	6.4	7.8	7.0	6.5	5.4		
KATM	Modesto	B	103.3	50.0	499	d	Citadel Comm Corp	48	9212		g2	Country	4,700	1.60	15.9	10.1	10.8	9.7	11.5	13.3	12.7	11.0	12.7		
KDJK	Mariposa	A	103.9	0.1	2047	d	Citadel Comm Corp	92	9308		g	Clsc Hits				0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.6		
KHKK	Modesto	B	104.1	50.0	499	d	Citadel Comm Corp	49	9308		g	Clsc Hits	1,625	1.14	7.7	5.4	4.7	4.8	5.5	6.1	5.6	4.4	7.4		
KHTN	Los Banos	B	104.7	50.0	469	e	Buckley Bcstg Corp	66	9508	See (192)		Rhymc/CHR	n/a		3.8	2.5	1.9	3.0	2.1	1.9	2.2	2.9	3.0		
KRVR	Copperopolis	A	105.5	1.0	781	c	Threshold Comm	94				Smooth Jazz	500	0.97	2.8	3.1	3.0	2.4	1.3	2.1	3.3	2.5	2.4		
• KCFA	Arnold	B1	106.1	3.6 cp	866	a	Gomez, Nelson F.	97	0112	900		Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					19	# Combos -					16	FM TOTALS					91.6	65.1	61.7	60.9	61.5	63.9	64.1	67.2	64.2

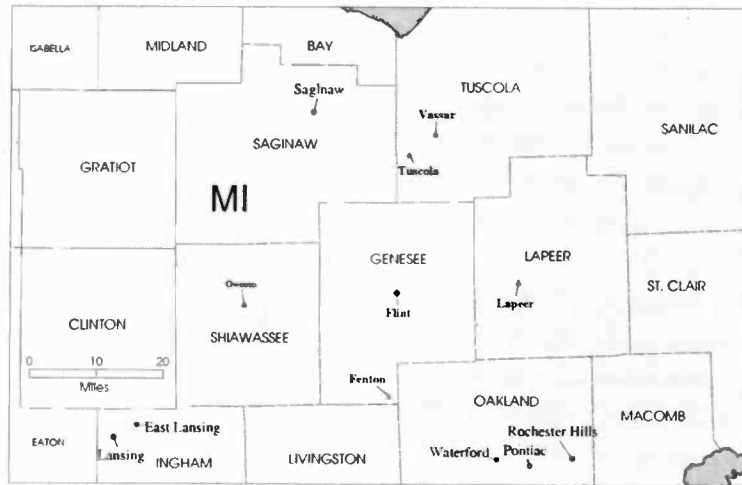
AM Stations														ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
																2002	2001	2001	2000	2000	1999	1999	1998		
KCBC	Riverbank	B	770	50.0	1.00		Kiertron Inc	87				Christian	100		0.4	0.4	0.0	0.6	0.0	0.0	0.0	0.3	0.6	0.0	
KTRB	Modesto	B	860	50.0	10.00		Pappas Telecasting	33	0005	9,000		News/Talk	200	1.08	1.0	0.0	0.4	0.8	0.6	0.4	1.1	0.4	0.0	0.0	
KLOC	Ceres	B	920	0.5	2.50	c	Threshold Comm	63	0202	400		Adlt Stndrd	300		0.4	2.2	1.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0	
KESP	Modesto	B	970	1.0	1.00	d	Citadel Comm Corp	51	9212		g2	Sports	300		0.7	0.0	0.6	0.0	0.9	0.6	0.4	0.0	0.7		
• KFIV	Modesto	B	1360	4.0 cp	0.95	b	Clear Channel Comm	50	0008		g	News/Talk	375	0.49	4.1	2.0	2.5	3.0	2.5	1.3	3.9	3.1	2.0		
• KVIN	Turlock	B	1390	5.0	5.00	c	Threshold Comm	49	9802	350		Smooth Jazz	200	0.68	1.6	0.0	0.0	0.8	1.3	2.5	0.9	1.7	3.5		
# AM Stations -					6	# Combos -					4	AM TOTALS					8.2	4.6	5.2	5.8	5.3	4.8	6.6	5.8	6.2
AM & FM Stations Profiled -					25	# Duopolies -					8	Total Local Commercial Share					69.7	66.9	66.7	66.8	68.7	70.7	73.0	70.4	

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

Metro Rank: 124

Revenue Rank: 116

Flint, MI Market Overview



Metro Counties / Population (000)

Genesee, MI	436.6
	436.6

Market Ratio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$11,600	\$11,900	\$15,000	\$15,800	\$16,700	\$16,400
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-1.8%	\$17,200	\$17,800	\$18,400	\$19,500	\$20,700	4.8%

Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout Local 70% National 30%
	NA ^{1/}	\$2.74/1,000	\$3.08/1,000	
	\$26.67	\$37.56	\$46.82	

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	434.9	436.6	0.1%	436.6	442.1
Households	164.4	167.8	0.4%	167.8	173.3	0.6%
Retail Sales	NA ^{1/}	5,984.6	NA ^{1/}	5,984.6	6,727.7	2.4%
EBI ^{2/}	6,066.5	6,813.5	2.3%	6,813.5	7,655.7	2.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	210.2	40.7	20.9	18.7	27.9	32.9	31.8	37.2
Women (000)	226.4	40.0	20.1	19.3	30.0	35.8	33.6	47.7
Total	436.6	80.7	41.1	38.0	57.9	68.7	65.4	84.9
Percentage	100.0%	18.5%	9.4%	8.7%	13.3%	15.7%	15.0%	19.4%
Per Capita	\$ 15,606							
				Median Household	\$ 35,477		Avg Household	\$ 40,605
Ethnic Population:	White	76.9%	Black	21.0%	Asian	1.0%	Hispanic	2.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	3		7	8	8	16
Tot 12+	23.5	22.9		45.7	46.4	7.4	53.8
Avg 12+	4.7	7.6		6.5	5.8	0.9	3.4
Tot LCS	43.7	42.6		84.9	86.2	13.8	100.0
Avg LCS	8.7	14.2		12.1	10.8	1.7	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WDZZ	Flint	A	92.7	3.0	256	c	Cumulus Bcstg Inc	79	0010		g1	Urban	3,500	1.04	20.6	10.1	12.5	11.2	11.9	10.8	9.8	12.3	12.2
WFBE	Flint	B	95.1	50.0	243	a	Citadel Comm Corp	53	0003		g3	Country	1,550	0.84	11.2	6.5	6.5	6.2	6.3	7.0	7.2	7.7	7.1
WOWE	Vassar	A	98.9	3.0	328		Shumpert, Michael	90				R&B Oldies	400	0.53	4.6	3.7	3.7	2.5	2.6	4.0	3.8	3.3	3.2
WWBN	Tuscola	A	101.5	1.8 cp	489	b	Regent Comm	87	9806		g2	AOR/CIRck	1,000	0.95	6.4	4.6	3.1	4.3	2.9	3.1	4.9	3.3	3.9
WRXF	Lapeer	A	103.1	3.0	299	b	Regent Comm	68	0209	1,300	c1	Rock	725	1.70	2.6	0.7	1.8	2.0	0.9	1.3	1.0	0.9	1.1
WRSR	Owosso	A	103.9	2.9	482	c	Cumulus Bcstg Inc	65	0010		g1	Clsc Rock	900	0.61	9.0	4.4	5.1	5.7	4.4	1.5	2.1	1.8	2.1
WWCK	Flint	B1	105.5	25.0	328	c	Cumulus Bcstg Inc	64	0010		g1	Top 40	2,400	1.00	14.6	6.5	8.2	8.9	7.5	8.8	10.7	11.0	11.0
WCRZ	Flint	B	107.9	50.0	331	b	Regent Comm	61	9806		g2	AC	4,000	1.37	17.8	9.9	10.0	9.8	10.1	9.5	9.3	8.5	8.8
# FM Stations -					8	# Combos -					7	FM TOTALS			86.8	46.4	50.9	50.6	46.6	46.0	48.8	48.8	49.4

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WSNL	Flint	B	600	1.0	0.24		Midwest Bcstg Corp	46	9301	400		ChrsContem	400			0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
• WFDF	Flint	B	910	5.0	1.00		ABC Radio Inc	22	0207	3,000		Children	450	0.70	3.9	1.7	2.0	2.0	2.4	2.8	3.1	2.9	1.9
• WCXI	Fenton	B	1160	1.0	1.00		Birach Bcstg Corp	85	9910	708		Country	300	0.91	2.0	1.2	1.0	1.6	0.7	1.1	0.0	0.0	0.0
• WTRX	Flint	B	1330	5.0	1.00	a	Citadel Comm Corp	47	0011	180		Sprts/Talk	200	0.81	1.5	0.9	1.0	1.1	0.6	0.4	0.6	0.7	0.4
• WFLT	Flint	D	1420	0.5	0.14		Christian Evangelicl	55	9107	225		Gospel	300	0.59	3.1	2.6	1.6	1.2	2.2	1.5	2.1	3.3	2.1
• WFNT	Flint	B	1470	5.0	1.00	b	Regent Comm	53	9806		g2	Adlt Stndrd	200	0.42	2.9	1.0	1.8	1.4	1.8	1.1	2.0	1.3	1.3
• 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				0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					8	# Combos -					4	AM TOTALS			13.4	7.4	8.4	7.3	7.7	6.9	7.8	8.8	5.7
AM & FM Stations Profiled -					16	# Duopolies -					4	Total Local Commercial Share			53.8	59.3	57.9	54.3	52.9	56.6	57.6	55.1	

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 125

Revenue Rank: 160

Pensacola, FL Market Overview



Metro Counties / Population (000)

Escambia, FL	296.8
Santa Rosa, FL	120.5
Total	417.3

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

ESTIMATED GROSS REVENUES

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$9,600	\$11,400	\$11,800	\$12,500	\$12,900	\$11,400	3.5%
	2002	2003	2004	2005	2006		Δ 01 - 06
	-11.6%	\$12,000	\$12,800	\$13,600	\$14,400	\$15,400	6.2%

Revenue/Retail Sales Revenue/Capita

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.61/1,000	\$3.18/1,000	Local 82%
Revenue/Capita	\$25.12	\$27.32	\$34.39	National 18%

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	382.1	417.3	1.8%	417.3	447.8	1.4%
Households	142.8	152.6	1.3%	152.6	164.0	1.5%
Retail Sales	NA ^{1/}	4,363.8	NA ^{1/}	4,363.8	4,843.1	2.1%
EBI ^{2/}	5,148.8	6,162.8	3.7%	6,162.8	7,717.5	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	205.3	37.1	17.8	22.0	29.1	30.8	30.2	38.3
Women (000)	212.0	35.2	16.7	19.4	28.2	32.4	32.2	48.0
Total	417.3	72.4	34.5	41.4	57.3	63.2	62.4	86.2
Percentage	100.0%	17.3%	8.3%	9.9%	13.7%	15.1%	15.0%	20.7%
Per Capita	\$ 14,768			Median Household	\$ 30,046		Avg Household	\$ 40,386
Ethnic Population:	White 79.2%	Black 16.9%	Asian 2.5%	Hispanic 2.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		12	11	13	9	22
Tot 12+	2.8		60.8	62.0	63.6	13.8	77.4
Avg 12+	2.8		5.1	5.6	4.9	1.5	3.5
Tot LCS	3.6		78.6	80.1	82.2	17.8	100.0
Avg LCS	3.6		6.5	7.3	6.3	2.0	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 Mobile & Ft. Walton Beach.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
															2002	2001	2001	2000	2000	1999	1999	1998			
WBLX	Mobile	C	92.9	100.0	1555	Cumulus Bcstg Inc	73	9911	See (92)		Urban AC	n/a		14.2	7.8	9.4	9.4	12.4	11.4	12.2	8.0	9.7			
WMEZ	Pensacola	C0	94.1	100.0	1329	e Pamal Broadcasting	60	0012	43,900	d1	AC	1,825	1.91	8.4	7.8	7.0	5.8	7.1	6.1	8.5	8.4	8.2			
WGCX	Navarre	C3	95.7	25.0	282	f Satellite Radio Ntwk	99	9605	125	cp	Christian			2.1	1.6	0.8	2.2	1.0	0.8	0.0	0.0	0.0			
WRKH	Mobile	C	96.1	100.0	1342	Clear Channel Comm	64	9705			Clsc Rock	n/a		6.8	5.0	5.0	6.2	4.3	2.4	3.1	2.7	3.2			
WABB	Mobile	C	97.5	100.0	1552	Dittman Group	73				Adult CHR	n/a		7.7	5.2	3.4	4.8	7.1	7.1	6.9	7.8	8.7			
WTKE	Holt	C1	98.1	100.0	482	b Clear Channel Comm	50	0008		g	Sports	450	1.88	2.1	2.6	2.2	1.8	1.4	1.4	1.5	1.0	1.0			
WMXC	Mobile	C	99.9	100.0	1755	a Clear Channel Comm	47	9705			AC	n/a		3.4	3.8	5.2	2.6	2.7	2.8	3.1	2.3	1.6			
WJLQ	Pensacola	C	100.7	100.0	1555	d Cumulus Bcstg Inc	65	9911	9,000	c1	CHR	600	1.17	4.5	3.2	4.0	4.2	2.7	2.8	3.2	3.7	5.0			
• WTKX	Pensacola	C	101.5	100.0	1329	b Clear Channel Comm	71	9712		g2	Rock	1,450	1.65	7.7	5.0	6.8	5.4	6.5	7.3	10.8	10.7	8.2			
WXBM	Milton	C	102.7	100.0	1329	e Pamal Broadcasting	64	0012		d1	Country	4,075	2.19	16.3	12.4	13.2	12.2	12.9	12.8	10.2	12.5	11.9			
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			
WRRX	Gulf Breeze	A	106.1	3.9	407	d Cumulus Bcstg Inc	00	0001	1,400		Rock	300	0.64	4.1	2.8	3.2	3.6	2.7	1.4	0.0	0.0	0.0			
WYCL	Pensacola	C	107.3	100.0	1408	Concord Media Group	76	0002	2,000		Oldies	850	1.04	7.2	6.4	5.2	6.4	4.7	5.7	5.5	5.7	4.2			
# FM Stations -														13	# Combos -		7	FM TOTALS							
														84.5	63.6	65.4	64.6	65.5	62.0	65.0	62.8	61.7			

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
															2002	2001	2001	2000	2000	1999	1999	1998			
• WVTJ	Pensacola	D	610	0.5	0.00	f Satellite Radio Ntwk	59	9808	130		Gospl/Talk			0.3	0.8	0.0	0.4	0.0	0.0	0.4	0.0	0.4			
• WPNN	Pensacola	D	790	1.0	0.07	Schroeder, Gerald D	56	8106	350		News	100		0.9	1.0	1.4	0.6	0.8	0.6	0.4	0.6	0.4			
WRNE	Gulf Breeze	B	980	2.5	1.00	Media One Comm Inc	57	9010	284		Urb/Old/Gsp	350	0.63	4.9	4.2	2.4	4.2	3.3	5.3	3.6	3.9	3.4			
• WNVY	Cantonment	D	1090	10.0	0.00	f Satellite Radio Ntwk	55	9705	12	+	Black Gospl	100		0.9	1.0	0.6	1.4	0.0	1.4	1.5	0.8	2.2			
WZNO	Pensacola	C	1230	1.0	1.00	f Satellite Radio Ntwk	47	9701	85		Gospl				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	78	0208	150		News/Talk	150		0.4	0.8	0.8	0.6	0.0	0.0	0.0	0.0	0.0			
WCOA	Pensacola	B	1370	5.0	5.00	d Cumulus Bcstg Inc	26	9911		c1	Talk	950	1.11	7.5	4.4	5.8	5.2	6.3	4.9	6.2	4.9	7.0			
WBSR	Pensacola	C	1450	1.0	1.00	Easy Media Inc	46	8503	330		Soft AC	200		0.8	1.6	0.4	0.6	0.6	0.4	0.0	0.4	0.8			
WECM	Milton	C	1490	1.0	1.00	c Faith Bible College	57	9003	75		Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations -														9	# Combos -		5	AM TOTALS							
AM & FM Stations Profiled -														22	# Duopolies -		6	Total Local Commercial Share							
														15.7	13.8	11.4	13.0	11.0	12.6	12.1	10.6	14.2			
														77.4	76.8	77.6	76.5	74.6	77.1	73.4	75.9				

Other Rulemaking: 98.7, C2, Pensacola.

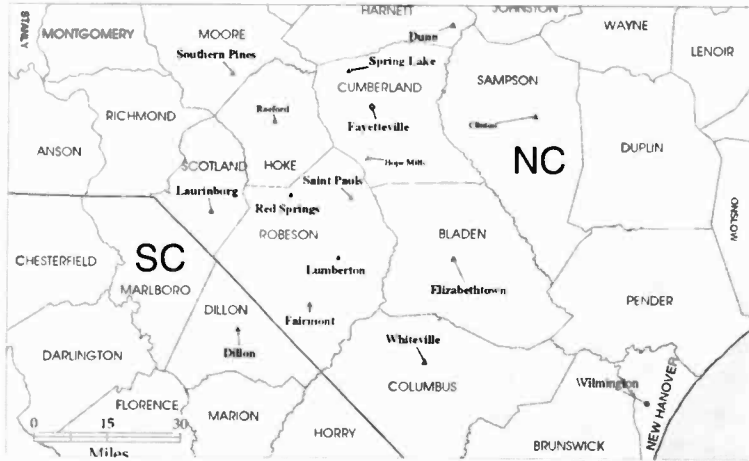
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 126

Revenue Rank: 92

Fayetteville, NC Market Overview



Metro Counties / Population (000)

Cumberland, NC	305.1
Robeson, NC	124.7
Total	429.8

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

ESTIMATED GROSS REVENUES ★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$13,800	\$15,600	\$18,300	\$19,700	\$21,500	\$20,600	8.4%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-4.2%	\$21,700	\$23,200	\$24,700	\$26,100	\$27,800	6.2%

Revenue/Retail Sales Revenue/Capita

1996	2001	2006	Est. Breakout
NA ^{1/}	\$4.38/1,000	\$5.38/1,000	Local 85%
\$33.65	\$47.93	\$63.69	National 15%

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	410.1	429.8	0.9%	429.8	436.5	0.3%
Households	138.3	146.2	1.1%	146.2	150.8	0.6%
Retail Sales	NA ^{1/}	4,698.4	NA ^{1/}	4,698.4	5,168.2	1.9%
EBI ^{2/}	5,416.6	6,350.6	3.2%	6,350.6	8,126.2	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	216.4	43.4	20.4	34.6	34.1	31.2	25.1	27.7
Women (000)	213.4	42.1	19.8	22.9	31.1	32.0	28.3	37.2
Total	429.8	85.5	40.2	57.5	65.2	63.2	53.4	64.9
Percentage	100.0%	19.9%	9.3%	13.4%	15.2%	14.7%	12.4%	15.1%
Per Capita	\$ 14,776			Median Household	\$ 33,927		Avg Household	\$ 43,438
Ethnic Population:	White 51.8%	Black 33.3%	Asian 2.2%				Hispanic 6.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		10	8	13	13	26
Tot 12+	5.7		61.5	60.2	67.2	9.0	76.2
Avg 12+	1.9		6.2	7.5	5.2	0.7	2.9
Tot LCS	7.5		80.7	79.0	88.2	11.8	100.0
Avg LCS	2.5		8.1	9.9	6.8	0.9	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 markets 166, 177 and 204.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WEGX	Dillon	C	92.9	100.0	cp	1801	Root Comm Group LP	54	9710	See (204)		Country	n/a		1.7	0.8	1.0	1.1	1.6	1.5	1.5	1.0	1.7		
WKML	Lumberton	C0	95.7	87.0		1043	c Beasley Bcst Group	60				Country	4,300	1.14	18.3	12.1	10.3	16.1	12.5	15.4	12.3	14.9	16.1		
WFLB	Laurinburg	C	96.5	100.0		1043	c Beasley Bcst Group	51	9607	6,900	c4	Oldies	2,150	1.17	8.9	6.6	4.4	5.9	8.0	8.1	5.2	7.0	7.2		
WQSM	Fayetteville	C1	98.1	100.0		830	b Cumulus Bcstg Inc	47	0105		g4	Hot AC	3,350	1.28	12.7	8.3	7.9	10.0	9.8	8.5	12.0	10.0	6.6		
WZFX	Whiteville	C1	99.1	100.0		981	c Beasley Bcst Group	62	9705	11,500	+	Urban	4,050	1.03	19.1	16.1	15.6	13.6	16.2	15.4	14.9	16.5	16.1		
WSTS	Fairmont	C2	100.9	50.0		489	d Pro Media Inc	75	8612	600	c1	Gospel	450	0.73	3.0	2.8	1.8	1.9	2.7	2.3	1.5	1.8	2.8		
WFNC	Lumberton	A	102.3	6.0		269	b Cumulus Bcstg Inc	64	0105		g4	News/Talk	150	0.56	1.3	1.1	1.0	1.3	0.7	0.6	0.5	0.4	0.4		
WRQC	Dunn	C2	103.5	48.0		502	b Cumulus Bcstg Inc	71	0105		g4	Rock	825	0.89	4.5	5.3	6.9	3.6	3.4	4.2	5.8	5.5	5.1		
WCCG	Hope Mills	A	104.5	6.0		276	Carson, James E.	97				Urban AC	550	0.68	3.9	4.0	4.2	4.5	1.6	1.7	1.8	2.7	1.5		
WGQR	Elizabethtown	A	105.7	4.3		387	a Sound Bus Elizabeth	89	9806	525	c2	Oldes/Beach	300		0.3	0.6	0.4	0.4	0.0	0.0	0.0	0.4	0.4		
WKOB	Southern Pines	C2	106.9	50.0	cp	492	b Cumulus Bcstg Inc	73	0105	6,150		Urban	1,350	1.56	4.2	2.3	2.4	3.8	2.7	1.9	3.8	2.7	3.6		
WCLN	Clinton	C3	107.3	9.2		535	Bcstg Good News Inc	67				ChrsContem			3.7	1.7	2.6	2.1	3.6	2.1	1.3	2.2	1.5		
WUKS	St. Pauls	C3	107.7	5.2		656	c Beasley Bcst Group	94	9707	1,200	c5	Urban	850	0.60	6.9	5.5	5.5	5.7	5.0	4.8	5.0	3.5	4.0		
# FM Stations -					13	# Combos -					10	FM TOTALS					88.5	67.2	64.0	70.0	67.8	66.5	65.6	68.6	67.0

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
• WTSB	Lumberton	D	580	0.5	0.07		Willis Bcstg Corp	54	9707	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	b	Cumulus Bcstg Inc	40	0105		g4	News/Talk	1,325	1.04	6.2	3.2	3.6	4.2	5.5	3.1	3.6	3.3	4.0		
• WFMO	Fairmont	D	860	1.0	0.01	d	Pro Media Inc	53	8612		c1	1 Gospel	100		0.6	1.5	1.2	0.0	0.9	0.6	1.7	1.0	0.9		
• WKKE	St. Pauls	D	1080	5.0	0.00		Locklear, Ferris Y	66	9207	74		Gospel			1.3	1.1	1.2	1.3	0.7	0.6	0.8	1.6	1.7		
WYRU	Red Springs	B	1160	5.0	0.25	c	Beasley Bcst Group	70	9707		c5	Gospel	100		0.7	0.4	1.4	1.1	0.0	0.8	0.0	0.6	0.6		
WFAY	Fayetteville	C	1230	1.0	1.00	e	Colonial Radio Group	47	9512	175		News	250		0.3	0.4	0.4	0.0	0.5	0.0	0.0	0.4	0.4		
WAGR	Lumberton	C	1340	1.0	1.00		WAGR Bcstg Inc	46	9808	50		Black Gospl	50			0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0		
WMFA	Raeford	C	1400	1.0	1.00		W&V Bcstg Enterprise	63	9307	12		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WBLA	Elizabethtown	D	1440	5.0	0.20	a	Sound Bus Elizabeth	56	9806		c2	Oldes/Beach	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WCIE	Spring Lake	C	1450	1.0	1.00	e	Colonial Radio Group	63	9912			Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WEWO	Launburg	B	1460	5.0	5.00		Service Media	47	9807	150		Black Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAZZ	Fayetteville	C	1490	1.0	1.00	c	Beasley Bcst Group	47	9612	229		Adlt Stndrd	250	1.21	1.0	1.1	1.0	0.8	0.7	0.4	0.7	0.6	1.1		
• WIDU	Fayetteville	D	1600	5.0	0.15		WIDU Inc	58	8807		1	Gospl/Talk	200	0.57	1.7	1.3	1.8	1.5	1.1	2.9	3.1	3.3	1.9		
# AM Stations -					13	# Combos -					7	AM TOTALS					11.8	9.0	10.6	8.9	9.4	9.0	9.9	10.8	10.6
AM & FM Stations Profiled -					26	# Duopolies -					6	Total Local Commercial Share					76.2	74.6	78.9	77.2	75.5	75.5	79.4	77.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 127

Revenue Rank: 167

Canton, OH Market Overview



Metro Counties / Population (000)

Carroll, OH	29.0
Stark, OH	378.9
Total	407.9

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$8,700	\$9,600	\$9,900	\$11,300	\$11,500	\$10,700
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.0%	\$11,200	\$12,000	\$12,800	\$13,500	\$14,400	6.2%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$2.02/1,000	\$2.35/1,000	Local	80%		
Revenue/Capita	\$21.49	\$26.23	\$35.22	National	20%		

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	404.9	407.9	0.1%	407.9	408.9	0.0%
Households	154.3	158.4	0.5%	158.4	161.7	0.4%
Retail Sales	NA ^{1/}	5,289.0	NA ^{1/}	5,289.0	6,139.2	3.0%
EBI ^{2/}	5,660.7	6,803.1	3.7%	6,803.1	8,067.1	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	196.6	34.5	18.0	16.2	24.4	31.4	29.4	42.8
Women (000)	211.3	33.0	16.9	16.5	25.0	33.3	31.0	55.7
Total	407.9	67.4	34.8	32.7	49.4	64.7	60.3	98.5
Percentage	100.0%	16.5%	8.5%	8.0%	12.1%	15.9%	14.8%	24.2%
Per Capita	\$ 16,678	Median Household		\$ 34,787	Avg Household		\$ 42,949	
Ethnic Population:	White 91.7%	Black 7.2%	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+	0.5	29.6		29.6	30.1	16.2	46.3
Avg 12+	0.5	5.9		5.9	5.0	2.7	3.9
Tot LCS	1.1	63.9		63.9	65.0	35.0	100.0
Avg LCS	1.1	12.8		12.8	10.8	5.8	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 Akron, Cleveland & Youngstown-Warren.

														ARB 12+ Metro Shares (see rights)										
														Avg '01	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
														Local	2002	2001	2001	2000	2000	1999	1999	1998		
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Comm	2002	2001	2001	2000	2000	1999	1999	1998	
• WZKL	Alliance	B	92.5	50.0	499	b	D A Peterson Inc	47				Top 40	1,350	1.50	8.4	3.1	3.9	5.0	4.0	3.8	6.0	5.0	5.9	
• WHBC	Canton	B	94.1	45.0	515	c	NextMedia Group	48	0010	43,500	c1	AC	3,700	1.32	26.1	10.1	9.7	14.6	13.4	11.7	12.1	11.4	10.9	
• WNPO	New Philadelphia	A	95.9	2.0	397		Tuscarawas Bcstg	69				ChrsContem	350	1.64	2.0	0.5	0.4	1.0	1.2	1.2	0.4	0.7	1.4	
• WKDD	Canton	B	98.1	2.3	879		Clear Channel Comm	61	0107			Hot AC	n/a		7.8	3.5	4.7	3.2	5.2	3.8	3.7	4.4	2.0	
• WQXK	Salem	B	105.1	88.0	430	a	Cumulus Bcstg Inc	58	0010			Country	n/a		12.7	5.9	8.0	6.6	7.1	9.9	9.0	7.8	8.6	
• WRQK	Canton	B	106.9	27.5	341		Cumulus Bcstg Inc	61	0010		g	Rock	1,700	1.24	12.8	7.0	8.9	7.0	6.7	6.3	6.5	5.3	6.6	
# FM Stations -					6	# Combos -					2	FM TOTALS				69.8	30.1	35.6	37.4	37.6	36.7	37.7	34.6	35.4
														Avg '01	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
														Local	2002	2001	2001	2000	2000	1999	1999	1998		
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	2001 Est Revenue (000)1/	Power Ratio	Comm	2002	2001	2001	2000	2000	1999	1999	1998	
• 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	
• WTIG	Massillon	D	990	0.3	0.11		WTIG Inc	57	9109	110		Sports	50		0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	
• WRCW	Canton	D	1060	5.0	0.00		Arcey Bcstg	46	8203	450		AC/Talk	100		0.7	0.5	1.7	0.4	0.4	0.8	0.0	0.5	0.6	
• WDPN	Alliance	B	1310	1.0	0.48	b	D A Peterson Inc	53				Nostalgia	225	1.11	1.9	1.8	1.4	0.8	1.2	1.4	1.5	1.8	2.3	
• WHBC	Canton	B	1480	15.0	5.00	c	NextMedia Group	25	0010		c1	FullService	2,975	1.08	25.7	13.0	13.4	14.0	13.6	12.6	9.6	12.1	11.1	
• WINW	Canton	D	1520	1.0	0.00		Pinebrook Corp	66	9610	75		ChrsContem	150	0.88	1.6	0.9	0.0	0.4	1.3	0.0	0.6	0.0	0.0	
# AM Stations -					6	# Combos -					2	AM TOTALS				30.3	16.2	16.5	15.6	16.9	14.8	11.7	14.4	14.0
AM & FM Stations Profiled -					12	# Duopolies -					1	Total Local Commercial Share				46.3	52.1	53.0	54.5	51.5	49.4	49.0	49.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 128

Revenue Rank: 87

Reno, NV Market Overview



Metro Counties / Population (000)

Carson City, NV	53.4
Washoe, NV	345.8
	399.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>Δ 96 - 01</u>
	\$14,600	\$15,500	\$17,100	\$19,700	\$21,400	\$22,000	8.5%
	<u>Δ 00 - 01</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>Δ 01 - 06</u>
	2.8%	\$23,100	\$24,700	\$26,300	\$27,800	\$29,700	6.2%

	<u>1996</u>	<u>2001</u>	<u>2006</u>	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.70/1,000	\$4.26/1,000	Local 87%
Revenue/Capita	\$42.45	\$55.11	\$67.00	National 13%

Demographic and Economic Overview

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

	<u>1996</u>	<u>2001</u>	<u>Growth Rate</u>	<u>2001</u>	<u>2006</u>	<u>Growth Rate</u>
MSA Population	343.9	399.2	3.0%	399.2	443.3	2.1%
Households	137.1	160.4	3.2%	160.4	179.6	2.3%
Retail Sales	NA ^{1/}	5,952.6	NA ^{1/}	5,952.6	6,976.0	3.2%
EBI ^{2/}	6,443.8	8,893.2	6.7%	8,893.2	12,733.7	7.4%

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)	203.3	33.4	14.0	18.1	30.9	37.1	32.1	37.7
Women (000)	195.9	31.3	13.4	16.7	28.0	34.7	30.2	41.7
Total	399.2	64.6	27.4	34.8	58.8	71.8	62.4	79.4
Percentage	100.0%	16.2%	6.9%	8.7%	14.7%	18.0%	15.6%	19.9%
Per Capita	\$ 22,278							
				Median Household	\$ 45,388		Avg Household	\$ 55,444
Ethnic Population:	White	89.8%	Black	2.4%	Asian	5.1%	Hispanic	16.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		15	17	17	10	27
Tot 12+	6.8		67.4	74.2	74.2	18.6	92.8
Avg 12+	3.4		4.5	4.4	4.4	1.9	3.4
Tot LCS	7.3		72.6	80.0	80.0	20.0	100.0
Avg LCS	3.7		4.8	4.7	4.7	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	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
KJZS	Sparks	C3	92.1	9.0 cp	390	b	NextMedia Group	93	0005	1,300		Smooth Jazz	525	0.60	4.0	3.7	3.5	3.6	3.7	3.1	2.1	0.6	1.6		
KNHK	Reno	C	92.9	45.0	2654	f	Citadel Comm Corp	90	9707	1,300	1	Clsc Rock	450	0.97	2.1	2.1	3.1	1.4	2.5	2.7	4.7	4.6	3.0		
KWYL	Sun Valley	A	93.7	3.6 cp	423		Flinn Bcstg Corp	98			1	CHR/Rhymc	300	0.76	1.8	3.1	3.5	1.6	1.6	1.3	1.4	0.8	0.0		
KHXR	Sun Valley	C3	94.5	12.0 cp	459	e	Lotus Comm Corp	99				Country	850	0.86	4.5	4.1	3.1	4.5	3.7	2.3	1.6	0.0	0.0		
KNEV	Reno	C	95.5	60.0	2280	f	Citadel Comm Corp	53	9304	500	1	AC	1,100	1.35	3.7	3.7	2.6	2.8	3.9	4.6	3.6	5.6	4.4		
KLCA	Tahoe City	C1	96.5	6.1	2963	g	Americom	85	9603	1,225		Modern Rock	1,350	1.16	5.3	3.9	3.3	4.9	4.7	4.6	4.7	7.0	5.6		
KWNZ	Carson City	C	97.3	87.0	2113	g	Americom	72	9806		sw	CHR/Top40	1,000	0.59	7.7	5.2	6.3	6.7	7.4	6.3	5.7	6.0	8.6		
KBUL	Carson City	C	98.1	74.0	2293	f	Citadel Comm Corp	85	9212	1,300	1	Country	2,200	1.18	8.5	7.6	5.9	8.3	7.2	7.3	11.3	7.9	10.4		
• KTHX	Dayton	C2	100.1	0.4	2976	c	NextMedia Group	83	0003		na	AAA	1,275	1.09	5.3	4.5	5.3	5.5	4.1	3.8	4.5	2.9	3.8		
KRZQ	Sparks	A	100.9	6.0	203	c	NextMedia Group	83	0003		na	Alternative	825	0.82	4.6	3.7	4.3	3.6	4.7	4.8	5.6	7.2	4.2		
KRNV	Reno	C3	101.7	11.0	492		Entravision Comm Co	86	0004		g4	Spanish	1,150	0.95	5.5	3.9	3.5	4.5	5.6	2.3	3.3	2.9	2.8		
KNVQ	South Lake	C	102.9	39.0	2927	d	Silverado Bcstg Co	66	0011	3,600	c3	80s Hits	350	0.61	2.6	2.3	3.3	4.1	0.6	0.4	0.4	0.0	0.4		
KODS	Carmelien Bay	C1	103.7	6.3	2986	g	Americom	70	8508	495		Oldies	775	0.88	4.0	6.4	5.1	4.5	2.7	4.8	4.4	4.8	4.0		
KDOT	Reno	C	104.5	25.0	2930	e	Lotus Comm Corp	66	9305	600	c1	AOR	1,900	1.44	6.0	3.7	3.7	4.7	6.2	7.1	7.3	7.5	8.4		
KOZZ	Reno	C	105.7	25.0	2930	e	Lotus Comm Corp	69	7801			Clsc Rock	2,075	1.57	6.0	5.2	4.7	6.3	4.7	6.1	3.7	6.2	7.6		
KRNO	Incline Village	C	106.9	37.0	2989	g	Americom	74	9806		sw	AC/SftRk	2,550	1.21	9.6	8.0	7.5	7.7	9.7	7.8	6.2	7.5	6.0		
KSRN	Kings Beach	C3	107.7	0.2	2868	b	NextMedia Group	94	0005	1,175		AC	300	0.47	2.9	3.1	2.0	2.6	2.7	4.8	3.3	4.1	2.4		
# FM Stations -					17	# Combos -					15	FM TOTALS					84.1	74.2	70.7	77.3	75.7	74.1	73.8	75.6	73.2

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
KPTT	Reno	B	630	5.0	1.00	e	Lotus Comm Corp	55				Sports	150		0.5	0.4	1.4	0.4	0.6	1.0	1.2	0.8	0.6		
KKOH	Reno	B	780	50.0	50.00	f	Citadel Comm Corp	70	9212		g	1 News/Talk	1,900	0.95	9.1	11.3	9.6	7.9	8.7	9.9	9.1	8.3	9.2		
• 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	300	0.76	1.8	1.4	1.0	0.8	2.5	1.9	3.4	2.7	1.8		
• KBZZ	Sparks	B	1270	13.0	5.00	g	Americom	60	9604		c2	Talk	350	0.59	2.7	2.5	3.9	3.0	1.9	3.8	1.2	1.7	3.0		
KPTL	Carson City	B	1300	5.0	0.50	d	Casino Radio LLC	55	0206	350		Oldies	50		0.3	0.0	0.4	0.0	0.6	0.4	0.5	0.0	0.0		
• KXEQ	Reno	C	1340	1.0	0.00		Azteca Bcstg Corp	46	9110	30		Mexican	125		0.8	0.6	0.6	0.8	0.6	0.0	1.2	0.6	0.8		
• KHIT	Reno	C	1450	1.0	1.00	e	Lotus Comm Corp	28	6709			Big Band	75		0.7	1.6	1.6	0.8	0.4	0.0	0.6	0.4	0.0		
• 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	Thomas Aquinas Schl	84	9912	165	2	Spanish AC	50			0.8	0.0	0.0	0.0	0.6	0.0	0.0	1.8		
# AM Stations -					10	# Combos -					8	AM TOTALS					15.9	18.6	18.5	13.7	15.3	17.6	17.2	14.5	17.2
AM & FM Stations Profiled -					27	# Duopolies -					10	Total Local Commercial Share					92.8	89.2	91.0	91.0	91.7	91.0	90.1	90.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 129

Revenue Rank: 118

Saginaw-Bay City-Midland, MI Market Overview



Metro Counties / Population (000)

Bay, MI	110.0
Midland, MI	83.4
Saginaw, MI	209.9
Total	403.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$17,800	\$16,100	\$17,500	\$16,700	\$18,700	\$16,300
★ ★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-12.8%	\$19,100	\$19,800	\$21,100	\$21,700	\$23,200

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.91/1,000	\$3.76/1,000	Local 76%
Revenue/Capita	\$44.27	\$40.42	\$57.81	National 24%

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	402.1	403.3	0.1%	403.3	401.3	-0.1%
Households	150.5	153.2	0.4%	153.2	155.0	0.2%
Retail Sales	NA ^{1/}	5,604.8	NA ^{1/}	5,604.8	6,167.2	1.9%
EBI ^{2/}	5,577.6	6,819.1	4.1%	6,819.1	8,081.3	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	195.5	36.9	19.2	16.5	24.4	31.1	30.0	37.5
Women (000)	207.8	35.1	18.6	16.6	25.7	32.7	30.7	48.4
Total	403.3	72.0	37.8	33.1	50.1	63.7	60.7	86.0
Percentage	100.0%	17.8%	9.4%	8.2%	12.4%	15.8%	15.0%	21.3%
Per Capita	\$ 16,908							
				Median Household	\$ 36,216		Avg Household	\$ 44,511
Ethnic Population:	White 87.4%	Black 10.8%	Asian 1.0%	Hispanic 4.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	2	3	11	14	6	20
Tot 12+	24.4	16.3	24.8	62.7	65.5	13.8	79.3
Avg 12+	2.7	8.2	8.3	5.7	4.7	2.3	4.0
Tot LCS	30.8	20.6	31.3	79.1	82.6	17.4	100.0
Avg LCS	3.4	10.3	10.4	7.2	5.9	2.9	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WKQZ	Midland	C2	93.3	39.0	554	d	Citadel Comm Corp	76	9902	d2	AOR	1,200	0.81	9.1	8.7	7.0	7.4	7.3	8.3	8.4	9.4	8.2
WRCL	Frankenmuth	A	93.7	3.5 cp	436		Regent Comm	01	0111	g	AC				2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WCEN	Hemlock	C1	94.5	100.0	981	a	NextMedia Group	63	0211 p	d1	Country	1,400	1.43	6.0	5.6	4.6	6.8	2.9	3.3	3.7	3.5	4.7
WHNN	Bay City	C	96.1	100.0	1020	d	Citadel Comm Corp	47	0002	g4	Oldies	2,600	1.28	12.5	10.5	10.5	9.0	11.2	9.3	11.2	9.8	9.3
WEEG	Essexville	A	97.3	3.0	328	b	MacDonald Bcstg Co	92	9811		Clsc Rock	250	0.40	3.8	3.0	1.3	3.6	2.6	3.7	3.2	2.7	3.6
WMRX	Beaverton	A	97.7	4.1	400	c	Steel Broadcasting	80	9212	c1	Adlt Stndrd	150		0.6	0.8	0.8	1.0	0.0	0.2	0.6	0.2	0.6
WKQC	Saginaw	B	98.1	50.0	492	b	MacDonald Bcstg Co	47			Country	2,100	1.11	11.6	8.7	10.1	10.4	8.4	13.0	8.3	13.3	12.7
• WTCF	Carrollton	A	100.5	6.0 cp	328	a	NextMedia Group	91	0211 p	d1	Hot AC	800	1.29	3.8	2.0	2.3	2.4	3.7	6.5	6.6	6.1	7.1
WYLZ	Pinconning	A	100.9	2.6	495	d	Citadel Comm Corp	84	9902	d2	Clsc Rock	300	1.23	1.5	1.6	1.5	1.6	0.9	0.9	0.9	1.0	0.7
WPRJ	Coleman	A	101.7	4.6	374		Come Together Mins	92			ChrsContem	275			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	d	Citadel Comm Corp	61	9902	d2	Hot AC	1,900	1.00	11.6	7.6	8.9	8.4	10.3	9.5	7.3	6.3	7.7
WILZ	Saginaw	A	104.5	2.9	413	d	Citadel Comm Corp	92	9902	d2	Clsc Rock	550	0.96	3.5	4.2	4.2	3.4	2.2	3.3	2.8	3.1	1.7
• WGER	Saginaw	A	106.3	4.4 cp	381	a	NextMedia Group	69	0211 p	d1	Soft Rock	1,000	0.97	6.3	6.2	6.3	4.6	5.5	5.0	5.5	5.5	6.2
• WTLZ	Saginaw	A	107.1	4.9	361	a	NextMedia Group	68	0211 p	d1	Urban AC	1,100	0.71	9.5	4.6	7.6	8.0	7.3	6.1	5.7	4.3	4.9
# FM Stations -				14	# Combos -				12	FM TOTALS				79.8	65.5	65.1	66.6	62.3	69.1	64.2	65.2	67.4

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WSGW	Saginaw	B	790	5.0	1.00	a	NextMedia Group	50	0211 p		d1	News/Talk	1,600	0.70	14.0	7.2	9.5	10.0	12.5	7.1	9.2	10.2	8.8
WCEN	Mt. Pleasant	B	1150	1.0	0.50		Wilks Bcstg LLC	49	0010		c2	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WKNX	Bay City	D	1250	1.0	0.00		J & K Media Company	47	9707	210		Oldies	300		0.7	0.6	0.6	0.8	0.4	0.6	0.8	0.4	1.1
WSAM	Saginaw	C	1400	1.0	1.00	b	MacDonald Bcstg Co	40	6211			AC	250	0.41	3.7	4.4	3.2	3.4	2.6	3.3	4.4	3.7	4.3
WMAX	Bay City	B	1440	5.0	2.50		990 Investors LLC	25	0101	485		Religion	150		0.8	0.0	0.0	0.0	1.3	0.7	0.9	1.0	0.7
WMPX	Midland	C	1490	1.0	1.00	c	Steel Broadcasting	48	9212		c1	Adlt Stndrd	300		0.9	1.6	0.4	1.0	0.4	0.6	0.5	0.4	0.7
# AM Stations -				6	# Combos -				3	AM TOTALS				20.1	13.8	13.7	15.2	17.2	12.3	15.8	15.7	15.6	
AM & FM Stations Profiled -				20	# Duopolies -				5	Total Local Commercial Share				79.3	78.8	81.8	79.5	81.4	80.0	80.9	83.0		

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: 130

Revenue Rank: 161

Ft Collins-Greeley, CO Market Overview



Metro Counties / Population (000)

Larimer, CO	256.4
Weld, CO	141.8
Total	398.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		N/A	\$8,300	\$9,300	\$11,100	\$12,600	\$11,200
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-11.1%	\$11,700	\$12,500	\$13,300	\$14,100	\$15,000	6.2%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$2.04/1,000	\$2.07/1,000	Local	80%		
	N/A	\$28.13	\$30.64	National	20%		

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	336.5	398.2	3.4%	398.2	489.5	4.2%
Households	125.6	151.4	3.8%	151.4	170.8	2.4%
Retail Sales	NA ^{1/}	5,496.4	NA ^{1/}	5,496.4	7,258.1	5.7%
EBI ^{2/}	4,664.7	6,889.4	8.1%	6,889.4	9,273.1	6.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	197.9	37.4	16.8	23.7	27.9	34.8	26.6	30.7
Women (000)	200.2	35.4	16.1	23.4	27.4	34.2	26.3	37.5
Total	398.2	72.8	32.9	47.1	55.3	69.0	52.8	68.3
Percentage	100.0%	18.3%	8.3%	11.8%	13.9%	17.3%	13.3%	17.1%
Per Capita	\$ 17,303			Median Household	\$ 37,539		Avg Household	\$ 45,512
Ethnic Population:	White 95.9%	Black 0.9%	Asian 1.7%	Hispanic 15.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			6	4	6	8	14
Tot 12+			17.6	17.1	17.6	3.8	21.4
Avg 12+			2.9	4.3	2.9	0.5	1.5
Tot LCS			82.2	79.9	82.2	17.8	100.0
Avg LCS			13.7	20.0	13.7	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KSME	Greeley	C1	96.1	100.0	735	a	Clear Channel Comm	75	9905		g1	CHR	1,000	0.85	10.5	3.3	3.8	3.9	1.5	2.1	2.3	1.9	2.8
• KUAD	Windsor	C1	99.1	100.0 cp	837	b	Regent Comm	75	0208 p		d	Country	2,550	0.84	27.1	6.7	6.8	8.1	5.4	7.1	7.2	7.3	6.0
KKPL	Cheyenne	C2	99.9	50.0	492		Amer General Media	97	0111		g	Alternative	200			0.5	0.0	0.0	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)		Dance	n/a		5.6	0.0	0.0	1.2	1.5	0.0	0.0	0.0	0.0
• KTRR	Loveland	C2	102.5	50.0	410	b	Regent Comm	66	0208 p		d	AC	1,650	0.70	20.9	3.3	5.1	4.4	5.6	5.6	5.9	5.2	6.4
KPAW	Fort Collins	C1	107.9	100.0	469	a	Clear Channel Comm	75	9905		g1	Clsc Hits	1,750	1.08	14.5	3.8	4.7	3.0	3.9	2.8	5.2	2.6	3.4
# FM Stations -				6	# Combos -				4	FM TOTALS					78.6	17.6	20.4	20.6	17.9	17.6	20.6	17.0	18.6

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KCOL	Wellington	B	600	5.0 cp	0.50	a	Clear Channel Comm	59	9905		g1	News/Talk	750	1.49	4.5	1.9	1.9	1.6	0.7	2.8	0.8	1.7	1.8
• KJJJ	Windsor	D	1170	1.0	0.00		Rodriguez-Gallegos	69	0005	300		Spanish	250	0.77	2.9	0.0	0.8	0.7	0.7	0.5	0.0	0.0	1.4
KFKA	Greeley	B	1310	5.0	1.00	c	Music Ventures LLC	21	0209	1,600		Nws/Tlk/Spt	1,200	2.82	3.8	0.5	0.4	1.2	0.7	0.5	0.8	0.7	0.9
• KHNC	Johnstown	B	1360	0.5	0.45		Wiederman,	93				News/Talk	350			0.0	1.3	0.0	0.0	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			0.0	0.4	0.0	0.0	0.0	0.0	0.9	1.8
KGRE	Greeley	C	1450	1.0	1.00		Greeley Bcstg Corp	48	0112	150		Spanish	600	0.53	10.1	1.4	2.5	3.7	1.5	1.6	2.1	0.0	2.5
• 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	0.7
• KHPN	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	0.5	0.0	0.5
# AM Stations -				8	# Combos -				5	AM TOTALS					21.3	3.8	7.3	7.2	3.6	5.4	4.2	3.3	9.6
AM & FM Stations Profiled -				14	# Duopolies -				3	Total Local Commercial Share					21.4	27.7	27.8	21.5	23.0	24.8	20.3	28.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 131

Revenue Rank: 129

Shreveport, LA Market Overview



Metro Counties / Population (000)

Bossier, LA	99.2
Caddo, LA	252.5
Webster, LA	41.8
Total	393.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$12,400	\$13,000	\$14,000	\$14,400	\$15,900	\$15,100
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.0%	\$15,900	\$17,000	\$18,100	\$19,200	\$20,400	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.22/1,000	2006 \$3.84/1,000	Est. Breakout			
Revenue/Capita	\$32.57	\$38.37	\$51.75	Local	80%	National	20%

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	380.7	393.5	0.7%	393.5	394.2	0.0%
Households	142.3	151.5	1.3%	151.5	155.5	0.5%
Retail Sales	NA ^{1/}	4,686.5	NA ^{1/}	4,686.5	5,306.3	2.5%
EBI ^{2/}	4,986.1	6,167.6	4.3%	6,167.6	7,472.1	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	186.8	38.3	18.5	16.2	24.4	28.1	25.5	35.9
Women (000)	206.7	37.1	18.2	16.4	25.4	30.6	29.0	50.2
Total	393.5	75.3	36.7	32.5	49.8	58.7	54.5	86.0
Percentage	100.0%	19.1%	9.3%	8.3%	12.7%	14.9%	13.8%	21.9%
Per Capita	\$ 15,674			Median Household	\$ 39,542		Avg Household	\$ 40,710
Ethnic Population:	White 60.4%	Black 37.9%	Asian 1.0%	Hispanic 1.9%				

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+	10.7		66.0	75.1	76.7	12.5	89.2
Avg 12+	3.6		5.5	5.8	5.1	1.3	3.6
Tot LCS	12.0		74.0	84.2	86.0	14.0	100.0
Avg LCS	4.0		6.2	6.5	5.7	1.4	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														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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																2002	2002	2002	2001	2001	2001	2001		
KSYR	Benton	A	92.1	6.0	322	b	Access.1 Comm	82	0006	1,999	1	Modern Rock	500	0.81	4.1	2.6	2.9	4.0	3.2	3.5	3.6	3.3	4.5	
KTKC	Springhill	C2	92.9	13.3	548	d	Metropolitan Radio	75	9705	195	c1	Black/Gospl			0.8	1.1	1.6	0.9	0.0	0.7	0.4	0.8	0.9	
KXKS	Shreveport	C	93.7	100.0	1011	c	Clear Channel Comm	68	9905	24,000	d2	Country	750	1.01	4.9	5.2	3.8	4.7	3.9	4.4	4.5	3.8	5.0	
KRUF	Shreveport	C	94.5	100.0	1096	c	Clear Channel Comm	48	9905		d2	CHR	800	1.00	5.3	6.2	5.6	4.0	3.7	4.6	5.4	4.5	4.5	
KLKL	Minden	C2	95.7	50.0	469	b	Access.1 Comm	78	0009	7,900	c1	1 Oldies	1,200	1.53	5.2	7.1	4.7	5.5	5.7	4.4	4.0	4.5	5.7	
KVKI	Shreveport	C1	96.5	100.0	797	c	Clear Channel Comm	59	9812		d2	Soft Rock	2,000	1.39	9.5	6.2	6.2	6.7	6.9	5.3	6.7	11.6	10.5	
KTAL	Texarkana	C	98.1	61.0	1362	b	Access.1 Comm	45	0103	2,900	1	Clsc Rock	825	0.98	5.6	4.3	4.5	4.4	3.4	5.7	5.2	3.8	5.5	
KTUX	Carthage	C1	98.9	100.0	719	c	Clear Channel Comm	85	9911	5,500		Rock	600	0.92	4.3	3.4	3.1	2.2	3.7	2.4	5.8	4.3	3.2	
KMJJ	Shreveport	C2	99.7	50.0	463	a	Cumulus Bcstg Inc	76	0008		g	Urban	1,750	0.88	13.2	9.4	11.8	10.6	10.3	12.0	12.1	12.1	11.6	
KRMD	Shreveport	C	101.1	100.0	1755	a	Cumulus Bcstg Inc	48	0008		g	Country	3,150	2.32	9.0	8.2	7.3	6.0	6.7	8.5	8.5	7.5	8.0	
KDKS	Blanchard	C3	102.1	20.0	367	b	Access.1 Comm	93	0009		c1	1 Urban AC	850	0.49	11.5	10.9	10.9	12.2	13.5	12.7	9.9	10.6	8.2	
KBED	Shreveport	C2	102.9	42.0	535	a	Cumulus Bcstg Inc		00			Hot AC	350	0.93	2.5	4.3	2.9	3.5	3.0	3.1	5.6	0.5	0.0	
KBTT	Haughton	A	103.7	6.0	328	b	Access.1 Comm	98	0006	7,690	c2	1 Urban	450	0.51	5.8	6.4	7.8	5.1	7.6	6.8	4.7	4.5	5.0	
KNCB	Vivian	A	105.3	1.4	459	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	150	0.38	2.6	2.8	3.6	2.9	1.6	3.3	1.8	2.5	1.6	
# FM Stations -					15	# Combos -					14	FM TOTALS				84.3	78.1	76.7	72.7	73.2	77.4	78.2	74.3	74.2

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall	
																2002	2002	2002	2001	2001	2001	2001		
KEEL	Shreveport	B	710	50.0	5.00	c	Clear Channel Comm	22	9905		d2	News/Talk	600	0.76	5.2	4.3	3.6	6.0	4.6	3.1	4.5	5.0	6.1	
• KOKA	Shreveport	D	980	5.0	0.00	b	Access.1 Comm	50	0006		c2	1 Gospel	600	0.69	5.8	3.9	6.2	5.8	6.9	4.2	4.9	6.0	5.9	
• KBCL	Bossier City	D	1070	0.3	0.00		Barnabas Center Min	57	0206 p		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	Sprts/Talk	250	0.72	2.3	0.9	0.9	1.8	2.3	2.0	1.1	2.8	2.5	
KASO	Minden	C	1240	1.0	1.00		Greenwd Bptst Church	52	0008	375		Adlt Stndrd	200		0.7	0.0	0.0	0.9	0.0	0.7	0.7	0.5	0.5	
• KSYB	Shreveport	D	1300	5.0	0.03		AMISTAD Comm Inc	75	0011	900		Gospel			0.8	0.4	1.1	1.8	0.7	2.0	0.7	0.0	0.0	
• 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		0.7	1.1	0.0	0.4	0.5	0.0	0.4	0.5	1.6	
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			0.3	0.4	0.7	0.0	0.5	0.0	1.1	0.0	0.0	
# AM Stations -					10	# Combos -					7	AM TOTALS				15.8	11.0	12.5	16.7	15.5	12.0	13.4	14.8	16.6
AM & FM Stations Profiled -					25	# Duopolies -					8	Total Local Commercial Share				89.1	89.2	89.4	88.7	89.4	91.6	89.1	90.8	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 132

Revenue Rank: 140

Beaumont-Port Arthur, TX Market Overview



Metro Counties / Population (000)

Hardin, TX	48.6
Jefferson, TX	253.0
Orange, TX	85.3
Total	386.9

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

ESTIMATED GROSS REVENUES ★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$10,300	\$11,300	\$12,400	\$12,900	\$14,200	\$13,300	5.2%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-6.3%	\$13,800	\$14,300	\$15,000	\$15,900	\$16,900	5.0%

Revenue/Retail Sales Revenue/Capita

1996	2001	2006	Est. Breakout
NA ^{1/}	\$2.69/1,000	\$2.90/1,000	Local 90%
\$27.44	\$34.38	\$43.36	National 10%

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	375.3	386.9	0.6%	386.9	389.8	0.1%
Households	139.0	144.6	0.8%	144.6	148.5	0.5%
Retail Sales	NA ^{1/}	4,939.7	NA ^{1/}	4,939.7	5,832.9	3.4%
EBI ^{2/}	5,055.7	5,998.0	3.5%	5,998.0	7,199.8	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	187.8	36.3	17.8	15.2	24.1	28.7	26.3	39.4
Women (000)	199.1	34.3	17.0	15.1	24.1	28.7	27.9	52.0
Total	386.9	70.6	34.8	30.4	48.2	57.3	54.2	91.4
Percentage	100.0%	18.2%	9.0%	7.8%	12.4%	14.8%	14.0%	23.6%
Per Capita	\$ 15,503							
				Median Household	\$ 37,399		Avg Household	\$ 41,480
Ethnic Population:	White 71.8%	Black 25.2%	Asian 2.3%				Hispanic 8.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			11	7	11	9	20
Tot 12+			62.4	58.1	62.4	8.2	70.6
Avg 12+			5.7	8.3	5.7	0.9	3.5
Tot LCS			88.4	82.3	88.4	11.6	100.0
Avg LCS			8.0	11.8	8.0	1.3	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 Houston.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KCOL	Groves	C2	92.5	50.0	440	a	Clear Channel Comm	83	0108 p	4,500		Oldies	275	0.38	5.5	11.9	7.9	3.3	4.3	4.8	2.3	3.6	3.2
KQBU	Port Arthur	C	93.3	100.0	1952	d	Unlvision Comm Inc	92	0206 p			Mexican	n/a		1.5	1.2	0.4	1.2	0.9	1.8	0.8	0.0	0.0
● KQXY	Beaumont	C1	94.1	100.0	600	c	Cumulus Bcstg Inc	66	9804	10,500	d1	CHR	1,275	1.28	7.5	6.5	6.7	6.0	4.3	8.6	9.0	8.1	6.1
KYKR	Beaumont	C1	95.1	100.0	430	a	Clear Channel Comm	69	0008		g	Country	1,775	0.95	14.0	8.2	5.4	7.9	11.4	8.1	7.0	9.4	9.5
KRWP	Beaumont	C	97.5	100.0	1955	c	Cumulus Bcstg Inc	48	9804			Urban	n/a		12.4	6.3	4.8	8.3	8.7	10.4	9.8	13.5	11.2
KTJM	Port Arthur	C	98.5	100.0	1952	b	Liberman Bcstg Inc	63	0103	See (7)		Mexican	n/a		3.8	1.9	1.0	2.9	2.3	3.4	6.2	4.0	2.7
KAYD	Silsbee	C3	101.7	11.0 cp	472	c	Cumulus Bcstg Inc	80	0107 p	2,100		Country	500	0.72	5.2	1.2	1.7	3.1	4.1	0.0	0.0	0.0	0.0
KTCX	Beaumont	C2	102.5	50.0	492	c	Cumulus Bcstg Inc	96	9804	3,600		Urban	1,750	0.79	16.7	13.3	16.6	11.0	11.9	14.5	13.0	9.6	13.9
KKMY	Orange	C1	104.5	100.0	404	a	Clear Channel Comm	72	0008		g	AC	1,625	1.97	6.2	5.6	4.2	5.0	3.4	4.3	8.1	6.7	6.1
● KIOC	Orange	C	106.1	100.0	1060	a	Clear Channel Comm	77	0008		g	Rock	1,175	1.05	8.4	6.3	8.1	7.3	4.1	5.2	7.1	6.5	7.6
KOVE	Galveston	C	106.5	100.0	1322	d	Unlvision Comm Inc	68	0206 p			Span/AdCHR	n/a		1.4	0.0	0.6	0.8	1.1	0.0	0.8	0.4	0.0
# FM Stations -					11	# Combos -					10	FM TOTALS			82.6	62.4	57.4	56.8	56.5	61.1	64.1	61.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KLVI	Beaumont	B	560	5.0	5.00	a	Clear Channel Comm	24	0008		g	News/Talk	2,275	1.39	12.3	6.3	5.2	8.7	8.2	7.2	6.4	5.8	8.8
KZZB	Beaumont	B	990	1.0	1.00		Martin Bcstg Inc	47	9208	70		Gospel	25		0.4	0.0	0.0	0.0	0.5	2.3	0.0	1.1	1.0
● 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	Oldies				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		Chrst/Talk	175		0.4	0.0	0.6	0.0	0.5	0.7	0.0	0.4	0.7
● KRCM	Beaumont	D	1380	1.0	0.13		Morton, Fred & Eve	47	0111	160		Gospel			0.8	0.0	0.0	0.0	1.1	0.5	0.0	0.0	0.0
KIKR	Beaumont	C	1450	1.0	1.00	c	Cumulus Bcstg Inc	38	9804		d1	Spnts/Talk	25		0.4	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.2
● KQHN	Nederland	D	1510	5.0	0.00	c	Cumulus Bcstg Inc	69	9804		d1	Black Gospl	100	0.25	3.0	1.9	4.8	1.5	2.7	2.0	2.2	0.0	0.0
KOGT	Orange	B	1600	1.0	1.00		G-CAP	48	9208	250		Country	200			0.0	0.6	0.0	0.0	0.0	0.7	0.7	1.2
# AM Stations -					9	# Combos -					3	AM TOTALS			17.3	8.2	11.2	10.2	13.5	12.7	9.3	8.0	11.9
AM & FM Stations Profiled -					20	# Duopolies -					6	Total Local Commercial Share			70.6	68.6	67.0	70.0	73.8	73.4	69.8	72.2	

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

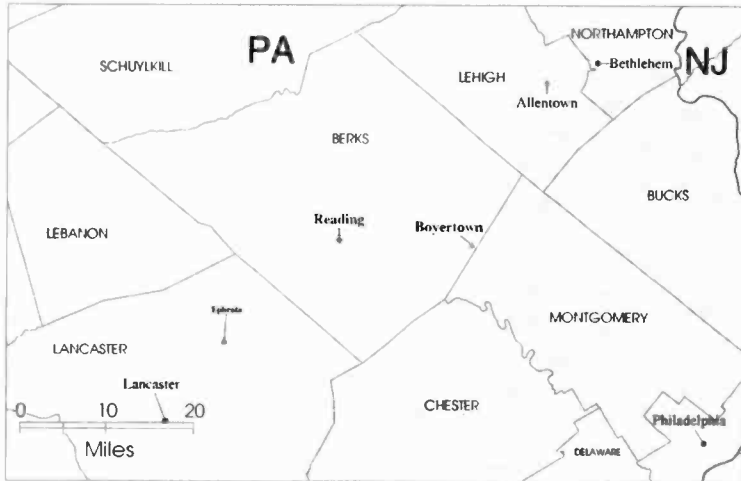
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 133

Revenue Rank: 164

Reading, PA Market Overview



Metro Counties / Population (000)

Berks, PA	376.4
	376.4

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$8,600	\$9,700	\$10,300	\$11,100	\$10,600	\$10,900
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06	
	2.8%	\$11,500	\$12,100	\$13,100	\$13,900	\$14,800	6.3%
	1996	2001	2006				
Revenue/Retail Sales	NA ^{1/}	\$2.42/1,000	\$3.00/1,000				Est. Breakout
Revenue/Capita	\$24.58	\$28.96	\$38.27				Local 85%
							National 15%

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	349.9	376.4	1.5%	376.4	386.7	0.5%
Households	133.0	145.3	1.8%	145.3	151.5	0.8%
Retail Sales	NA ^{1/}	4,495.7	NA ^{1/}	4,495.7	4,929.6	1.9%
EBI ^{2/}	5,493.3	7,080.0	5.2%	7,080.0	8,504.6	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	182.7	30.2	14.4	15.9	24.2	28.9	26.2	43.0
Women (000)	193.7	28.8	13.7	16.6	23.2	29.0	27.4	55.1
Total	376.4	59.0	28.1	32.5	47.4	57.8	53.6	98.0
Percentage	100.0%	15.7%	7.5%	8.6%	12.6%	15.4%	14.2%	26.0%
Per Capita	\$ 18,810							
				Median Household	\$ 42,068		Avg Household	\$ 48,727
Ethnic Population:	White	93.7%	Black	4.6%	Asian	1.2%	Hispanic	10.1%

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+		23.9		22.1	23.9	15.3	39.2
Avg 12+		6.0		7.4	6.0	5.1	5.6
Tot LCS		61.0		56.4	61.0	39.0	100.0
Avg LCS		15.2		18.8	15.2	13.0	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 (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WLEV	Allentown	B	100.7	11.0	1073	Citadel Comm Corp	47	9710	See (69)		Soft Rock	n/a		7.6	1.8	2.4	4.2	1.6	1.3	2.5	3.5	3.6
WRFY	Reading	B	102.5	10.0	807	a Clear Channel Comm	62	9607		g1	Top 40	7,000	2.17	29.6	15.1	14.7	11.0	12.0	13.2	14.7	15.0	12.7
• WIOV	Ephrata	B	105.1	11.0 cp	1017	b Regent Comm	62	0208 p	See (113)		Country	n/a		18.4	4.8	6.7	5.3	9.1	6.5	6.6	8.2	5.5
WBYN	Boyertown	B	107.5	30.0	610	WDAC Radio Co Inc	60	9111	4,300		Christian	1,000	1.70	5.4	2.2	1.2	2.6	1.6	1.3	1.9	1.6	1.5
# FM Stations -				4	# Combos -				1	FM TOTALS				61.0	23.9	25.0	23.1	24.3	22.3	25.7	28.3	23.3

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WEEU	Reading	B	830	20.0 cp	6.00	WEEU Bcstg Co	31	4612			FullService	1,900	0.63	27.6	10.7	7.5	9.9	11.6	5.5	11.5	7.0	8.9
• WIOV	Reading	C	1240	1.0	1.00	Regent Comm	46	0208 p		d	Sports	400			0.6	0.6	0.0	0.0	1.0	0.0	0.0	0.6
WRAW	Reading	C	1340	1.0	1.00	a Clear Channel Comm	22	9607		g1	Nostalgia	600	0.48	11.5	4.0	3.0	4.8	4.1	7.3	3.5	3.7	4.5
# AM Stations -				3	# Combos -				1	AM TOTALS				39.1	15.3	11.1	14.7	15.7	13.8	15.0	10.7	14.0
AM & FM Stations Profiled -				7	# Duopolies -				0	Total Local Commercial Share				39.2	36.1	37.8	40.0	36.1	40.7	39.0	37.3	

• Indicates a change since last edition

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	315.3
San Patricio, TX	67.8
Total	383.1

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$10,600	\$11,200	\$12,000	\$11,700	\$12,700	\$12,800
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	0.8%	\$13,400	\$14,300	\$15,200	\$16,200	\$17,200	6.2%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$2.85/1,000	\$3.11/1,000	Local	75%		
Revenue/Capita	\$27.55	\$33.41	\$43.34	National	25%		

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	384.7	383.1	-0.1%	383.1	396.9	0.7%
Households	129.7	130.8	0.2%	130.8	137.1	0.9%
Retail Sales	NA ^{1/}	4,494.8	NA ^{1/}	4,494.8	5,538.6	4.3%
EBI ^{2/}	4,925.9	5,622.6	2.7%	5,622.6	6,974.4	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	188.4	40.6	20.0	16.3	25.8	29.5	24.4	31.8
Women (000)	194.7	38.6	19.3	16.1	25.4	29.6	26.0	39.8
Total	383.1	79.2	39.3	32.3	51.1	59.1	50.4	71.5
Percentage	100.0%	20.7%	10.3%	8.4%	13.3%	15.4%	13.1%	18.7%
Per Capita	\$ 14,677	Median Household		\$ 33,507	Avg Household		\$ 42,986	
Ethnic Population:	White 93.0%	Black 4.4%	Asian 1.5%	Hispanic 54.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		20	16	22	9	31
Tot 12+	2.9		72.7	75.6	75.6	8.3	83.9
Avg 12+	1.5		3.6	4.7	3.4	0.9	2.7
Tot LCS	3.5		86.7	90.1	90.1	9.9	100.0
Avg LCS	1.7		4.3	5.6	4.1	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	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KKBA	Kingsville	C2	92.7	12.5	869	b	Malkan Bcst Assoc	81				AC	750	1.09	5.4	4.3	4.1	4.2	4.8	5.3	3.8	3.6	5.6
KMXR	Corpus Christi	C1	93.9	100.0	840	c	Clear Channel Comm	70	0008		g	Oldies	1,400	1.37	8.0	6.1	5.2	8.3	5.2	3.3	3.0	4.2	4.1
• KBSO	Corpus Christi	C3	94.7	25.0	285	d	Davila, Manuel	92			1	Americana	250	0.85	2.3	2.3	1.6	2.2	1.6	0.8	2.0	3.4	3.0
KZFM	Corpus Christi	C	95.5	100.0	994	b	Malkan Bcst Assoc	64	7910			CHR	1,075	0.91	9.2	7.2	9.5	7.7	7.7	6.2	6.9	8.0	7.5
KLTV	Corpus Christi	C1	96.5	100.0	955	a	Amigo Bcstg LP	67	0104	6,500	d2	Hot AC	350	0.59	4.6	6.8	5.0	3.0	4.8	2.9	4.3	2.3	2.1
KFTX	Kingsville	C1	97.5	100.0	955		Dobson, Tom & Grace	70	8902	800		Country	200	0.43	3.6	4.5	3.2	2.8	3.2	3.9	3.6	1.1	1.9
KLHB	Odem	C2	98.3	50.0	433	a	Amigo Bcstg LP	85	0005		na	Tejano	500	0.98	4.0	2.5	2.7	2.6	4.1	2.9	3.5	5.0	5.8
KTXN	Victoria	C1	98.7	100.0	253		Cosmopolitan Entpr	94			1	Americana				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KRYS	Corpus Christi	C1	99.1	100.0	932	c	Clear Channel Comm	83	0008		g	Country	1,900	1.55	9.6	8.4	7.9	8.3	7.9	8.6	8.5	8.2	7.9
KSAB	Robstown	C1	99.9	100.0 cp	932	c	Clear Channel Comm	66	0008		g	Tejano	1,550	1.32	9.2	6.8	8.1	7.7	7.7	8.6	7.9	10.3	6.7
KNCN	Sinton	C1	101.3	100.0	361	c	Clear Channel Comm	72	0008		g	AOR	1,550	1.33	9.1	7.7	9.2	9.7	5.7	7.0	6.3	7.5	5.6
KKPN	Rockport	C2	102.3	50.0	446	e	Pacific Broadcasting	86	9805	1,775	d1	Modern AC	600	1.51	3.1	3.2	2.7	2.8	2.5	4.3	5.0	5.6	6.2
KNDA	Alice	C2	102.9	50.0	492	e	Guerra Enterprises	74	9507	650		Rhythm/Blue	250	0.65	3.0	3.2	2.7	3.6	1.4	2.1	0.9	1.0	1.9
KOUL	Sinton	C1	103.7	100.0	942	a	Amigo Bcstg LP	68	0104		d2	Country	300	0.60	3.9	4.3	4.1	3.4	3.2	3.9	3.5	3.3	2.8
KPUS	Gregory	C3	104.5	14.0 cp	446	e	Pacific Broadcasting	98				Clsc Rock	375	0.52	5.6	2.0	4.7	4.2	5.2	6.8	5.6	4.0	4.1
KMIQ	Robstown	C2	104.9	50.0 cp	492	f	Cotton Bcstg	89				Tejano	100	0.71	1.1	0.0	0.0	0.4	1.4	0.4	0.0	0.8	0.4
KMJR	Portland	A	105.5	1.9	354	a	Amigo Bcstg LP	79	0104		d2	Mexican	200	0.60	2.6	2.9	2.0	1.4	2.9	3.1	2.9	2.7	4.3
KTKY	Taft	C2	106.5	50.0 cp	446	e	Pacific Broadcasting	79	9805		d1	DARK			0.4	0.0	0.0	0.0	0.7	0.8	0.7	0.0	0.6
KFLZ	Bishop	C3	106.9	25.0	299	d	Davila, Manuel	80	9607	550		Span/CCTmp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KRXB	Beeville	A	107.1	1.3 cp	305		Shaffer Comm Group	88	9510	380		Adlt Stndrd				0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
KCCG	Ingleside	C3	107.3	14.0	446	e	Pacific Broadcasting	96	9801	450		Rock	300	0.69	3.4	3.4	2.5	2.8	2.9	3.7	3.3	2.7	4.7
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 -					22	# Combos -					17	FM TOTALS			88.1	75.6	75.2	75.1	72.9	75.0	71.7	73.7	75.2

AM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• KCTA	Corpus Christi	D	1030	50.0	0.00			Bcstg Corp Southwest	59				Christian	100		0.7	0.0	0.5	0.6	0.5	0.4	0.7	0.0	0.4
KCCT	Corpus Christi	B	1150	1.0	0.50	d		Davila, Manuel	54	7408			ChrsContem			0.5	0.7	0.0	0.0	0.9	0.4	1.0	0.8	0.4
• KSIX	Corpus Christi	C	1230	1.0	1.00			Withers Family LP	47	0208 p		sw	News/Sprts	100		0.9	0.9	0.9	0.6	0.9	0.8	0.9	0.4	0.6
KINE	Kingsville	B	1330	1.0	0.28	f		Cotton Bcstg	48				Span/Chrst				0.0	1.4	0.0	0.0	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	50		0.2	2.0	0.0	0.4	0.0	0.0	0.0	0.8	0.4
KUNO	Corpus Christi	C	1400	1.0	1.00	c		Clear Channel Comm	50	0008		g	Spanish	300	0.57	4.1	2.0	1.8	4.0	2.9	3.9	4.4	2.7	2.4
KEYS	Corpus Christi	B	1440	1.0	1.00	b		Malkan Bcst Assoc	41	6612			Nws/Tlk/Spt	550	0.77	5.6	2.7	5.4	4.5	5.0	4.5	5.8	3.3	6.0
• 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			12.0	8.3	10.0	10.1	10.2	10.0	12.8	8.0	10.2	
AM & FM Stations Profiled -					31	# Duopolies -					9	Total Local Commercial Share			83.9	85.2	85.2	83.1	85.0	84.5	81.7	85.4		

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 135

Revenue Rank: 174

Biloxi-Gulfport-Pascagoula, MS Market Overview



Metro Counties / Population (000)

Hancock, MS	43.8
Harrison, MS	191.4
Jackson, MS	132.6
Total	367.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$8,100	\$8,700	\$10,100	\$10,200	\$11,000	\$10,200	4.8%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.3%	\$10,800	\$11,500	\$12,200	\$13,000	\$13,800	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.22/1,000	\$2.20/1,000	Local 85%
Revenue/Capita	\$23.03	\$27.73	\$35.88	National 15%

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	351.7	367.8	0.9%	367.8	384.6	0.9%
Households	127.0	136.3	1.4%	136.3	145.9	1.4%
Retail Sales	NA ^{1/}	4,604.3	NA ^{1/}	4,604.3	6,264.1	6.4%
EBI ^{2/}	4,560.0	5,715.1	4.6%	5,715.1	7,536.2	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	182.6	35.3	17.9	17.9	24.9	27.2	25.8	33.6
Women (000)	185.2	33.9	17.1	15.7	24.2	27.8	27.0	39.5
Total	367.8	69.2	35.0	33.7	49.0	55.0	52.8	73.1
Percentage	100.0%	18.8%	9.5%	9.2%	13.3%	15.0%	14.3%	19.9%
Per Capita	\$ 15,539							
					Median Household	\$ 25,612		
							Avg Household	\$ 41,931
Ethnic Population:	White	77.2%	Black	19.7%	Asian	2.4%	Hispanic	2.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		8	10	12	7	19
Tot 12+	16.7		43.5	57.5	60.2	5.8	66.0
Avg 12+	4.2		5.4	5.8	5.0	0.8	3.5
Tot LCS	25.3		65.9	87.1	91.2	8.8	100.0
Avg LCS	6.3		8.2	8.7	7.6	1.3	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 Laurel-Hattiesburg.

														ARB 12+ Metro Shares (see rights)											
														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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
			Freq	(kW)												2002	2001	2001	2000	2000	1999	1999	1998		
WQYZ	Ocean Springs	A	92.5	6.0	322		Golden Gulf Cst Bcst	92				70s & 80s	100		0.9	0.7	1.5	0.0	1.1	2.7	1.2	0.7	0.9		
WMJY	Biloxi	C	93.7	98.3	984	b	Chase Radio Partners	66	0008		g1	AC	2,000	1.78	11.0	5.9	7.8	6.9	7.1	5.4	5.0	5.0	4.4		
WJZD	Long Beach	A	94.5	6.0	322		WJZD Inc	94				Urban AC	500	0.33	14.9	8.1	8.1	6.9	12.1	8.3	5.1	7.0	10.2		
WZNF	Lumberton	C1	95.3	50.0	1181	c	Dowdy & Dowdy	83	0004	5,000		CHR	350	0.95	3.6	2.5	1.5	2.7	1.9	2.4	2.6	2.3	3.5		
WUJM	Gulfport	A	96.7	4.4	384	a	Triad Bcstg Co	77	9907	7,800	d1	80s Hits	350	0.86	4.0	1.8	1.5	2.5	2.6	2.0	3.9	1.4	0.9		
WCPR	Wiggins	C2	97.9	50.0	466	a	Triad Bcstg Co	93	9907		d1	Modern Rock	900	0.77	11.4	6.6	6.8	7.4	7.1	7.8	8.0	8.0	6.9		
WKNN	Pascagoula	C1	99.1	97.3	984	b	Chase Radio Partners	64	0008		g1	Country	1,875	1.73	10.6	8.8	8.3	7.4	6.0	8.5	8.8	11.1	18.5		
WGCM	Gulfport	C3	102.3	16.0	358	c	Dowdy & Dowdy	69	9411		c3	Oldies	450	0.61	7.2	5.7	4.4	5.2	3.9	5.1	6.4	7.7	3.5		
WOSM	Ocean Springs	C2	103.1	50.0	459		Cooper, Charles H.	71				Religion	200	0.59	3.3	2.0	1.5	2.5	1.7	2.2	0.9	3.0	1.4		
WXRG	Pascagoula	C3	105.9	25.0	312	a	Triad Bcstg Co	76	9907		d1	Clsc Rock	1,450	1.55	9.2	5.9	5.9	6.2	5.4	8.0	6.9	5.5	3.9		
WXYK	Gulfport	A	107.1	2.8	400	a	Triad Bcstg Co	64	9907		d1	Dance	600	0.69	8.5	6.1	7.3	5.4	5.4	6.8	3.2	3.4	2.8		
• WZKX	Bay St. Louis	C	107.9	100.0	1460	c	Dowdy & Dowdy	66				Country	1,150	1.00	11.3	6.1	7.6	7.4	6.9	5.9	5.1	5.9	7.6		
# FM Stations -					12	# Combos -					9	FM TOTALS					95.9	60.2	62.2	60.5	61.2	65.1	57.1	61.0	64.5

														ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Day Power		Night Power		Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
			Freq	(kW)	(kW)	C										2002	2001	2001	2000	2000	1999	1999	1998		
WVMI	Biloxi	B	570	5.0	1.00	a	Triad Bcstg Co	50	0005		na	News/Talk	100	0.70	1.4	1.4	2.2	0.7	1.1	1.7	2.7	0.9	2.5		
• WQFX	Gulfport	D	1130	1.0 cp	0.00		Walk By Faith Minist	75	9604	34		Gospel				0.0	0.0	0.0	0.0	0.5	0.0	0.0	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		
WGCM	Gulfport	C	1240	1.0	1.00	c	Dowdy & Dowdy	28	9411	1,100	c3	Cntry/Oldes	100	0.98	1.0	1.6	1.2	0.7	0.6	0.0	1.2	0.0	0.0		
WROA	Gulfport	B	1390	5.0	5.00	c	Dowdy & Dowdy	55	8612			Easy	50	0.31	1.6	2.3	0.7	0.7	1.3	0.7	1.3	1.6	0.7		
WXBD	Biloxi	C	1490	1.0	1.00	a	Triad Bcstg Co	48	9907		d1	Sports	50			0.5	0.0	0.0	0.0	0.5	0.0	1.1	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		
# AM Stations -					7	# Combos -					4	AM TOTALS					4.0	5.8	4.1	2.1	3.0	3.4	5.2	3.6	3.2
AM & FM Stations Profiled -					19	# Duopolies -					6	Total Local Commercial Share					66.0	66.3	62.6	64.2	68.5	62.3	64.6	67.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 136

Revenue Rank: 122

Appleton - Oshkosh, WI Market Overview



Metro Counties / Population (000)

Calumet, WI	41.1
Outagamie, WI	162.5
Winnebago, WI	158.0

361.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$13,100	\$14,300	\$13,700	\$15,000	\$16,600	\$16,100	4.2%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
Gross Revenues	-3.0%	\$16,700	\$17,800	\$18,300	\$19,400	\$20,600	5.1%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.07/1,000	\$3.17/1,000	Local 72%
Revenue/Capita	\$38.80	\$44.52	\$54.37	National 28%

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	337.6	361.6	1.4%	361.6	378.9	0.9%
Households	124.4	135.4	1.7%	135.4	144.2	1.3%
Retail Sales	NA ^{1/}	5,245.2	NA ^{1/}	5,245.2	6,493.0	4.4%
EBI ^{2/}	5,183.8	6,741.6	5.4%	6,741.6	8,583.0	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	178.9	33.9	15.7	16.7	26.3	28.7	24.6	33.1
Women (000)	182.7	32.5	14.6	16.8	24.8	27.8	24.5	41.7
Total	361.6	66.4	30.3	33.5	51.1	56.5	49.0	74.8
Percentage	100.0%	18.4%	8.4%	9.3%	14.1%	15.6%	13.6%	20.7%
Per Capita	\$ 18,644			Median Household	\$ 45,000		Avg Household	\$ 49,791
Ethnic Population:	White	95.6%	Black	0.9%	Asian	2.3%	Hispanic	2.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		12	10	15	7	22
Tot 12+	4.6		62.7	63.9	67.3	9.6	76.9
Avg 12+	1.5		5.2	6.4	4.5	1.4	3.5
Tot LCS	6.0		81.5	83.1	87.5	12.5	100.0
Avg LCS	2.0		6.8	8.3	5.8	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 Green Bay.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998				
WOZZ	New London	C2	93.5	50.0	492	b	Midwest Comm Inc	67	9307		g	Clsc Rock	1,800	1.40	8.0	6.1	7.2	6.8	5.8	5.0	5.9	4.5	4.9			
WROE	Neenah-Menash	C3	94.3	13.0	459	b	Midwest Comm Inc	71	9702		sw	Lite Rock	2,125	1.40	9.4	5.4	7.9	6.6	8.2	5.2	5.4	6.6	5.3			
WKSZ	De Pere	C3	95.9	4.5	774	e	Woodward Comm Inc	84	9510	See (186)		Top 40	n/a		5.8	4.5	4.3	4.5	4.6	5.0	3.0	4.9	2.9			
WWWX	Oshkosh	A	96.9	6.0	328	a	Cumulus Bcstg Inc	67	9709	5,200	d1	Rock	1,100	1.18	5.8	4.1	5.3	4.5	4.6	5.9	5.4	6.0	2.4			
WQLH	Green Bay	C1	98.5	100.0	499		Cumulus Bcstg Inc	67	0207	See (186)		CHR	n/a		2.5	1.8	1.4	2.0	1.9	1.5	0.8	1.4	0.4			
WPKR	Omro	C2	99.5	25.0 cp	495	d	Midwest Dimensions	74				Country	1,200	1.46	5.1	5.0	6.2	2.9	5.1	4.3	4.6	4.7	4.4			
WNCY	Neenah-Menash	C2	100.3	45.0	489	b	Midwest Comm Inc	77	9702		sw	Country	2,000	1.08	11.5	13.3	9.1	10.4	7.7	10.4	8.5	7.0	7.6			
WIXX	Green Bay	C	101.1	100.0	1079	b	Midwest Comm Inc	60				CHR	n/a		12.6	8.3	7.9	9.5	10.4	10.0	13.1	10.9	10.0			
WOGB	Kaukauna	C3	103.1	3.6	879	a	Cumulus Bcstg Inc	96	9709			Oldies	n/a		3.1	4.5	3.3	1.8	3.1	2.2	2.3	2.5	2.0			
WVBO	Winneconne	C3	103.9	25.0	318	a	Cumulus Bcstg Inc	66	9709		d1	Oldies	1,600	1.44	6.9	5.9	4.5	6.3	4.6	5.7	6.5	6.8	4.2			
WECB	Seymour	A	104.3	2.8	341		Brooker Bcstg	98				70s Oldies	150		0.6	0.0	0.7	0.5	0.5	0.7	0.6	1.0	0.7			
• WPCK	Denmark	C3	104.9	10.0 cp	515	d	Midwest Dimensions	69	9704	750		Country			0.3	0.2	0.5	0.2	0.2	0.4	0.1	0.2	0.2			
WAPL	Appleton	C	105.7	100.0	1175	e	Woodward Comm Inc	65	7506			AOR	3,000	2.30	8.1	6.8	7.9	6.3	6.5	5.9	7.2	7.8	17.3			
KFIZ	Fond Du Lac	A	107.1	3.0	299	c	RBH Enterprises Inc	67	9702		c2	1 Hot AC	100		0.6	0.5	0.5	0.0	1.0	0.4	1.0	0.6	0.4			
WXWX	Brillion	C3	107.5	3.6	879	a	Cumulus Bcstg Inc	92	9809	2,065		Rock	400	1.46	1.7	0.9	1.0	2.0	0.7	2.4	3.0	3.7	2.4			
# FM Stations -															15	# Combos -		13	FM TOTALS							
															82.0	67.3	67.7	64.3	64.9	65.0	67.4	68.6	65.1			

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998			
WJOK	Kaukauna	B	1050	1.0	0.50		Starboard Bcstg Inc	65	0012	500		Christian	100		0.5	0.0	0.0	0.0	0.7	1.3	0.0	0.0	0.0			
WHBY	Kimberly	B	1150	5.0	5.00	e	Woodward Comm Inc	70	9111	965		Talk	1,250	1.16	6.7	4.1	4.3	5.7	4.8	4.3	7.9	6.4	6.7			
• WNAM	Neenah-Menash	B	1280	5.0	5.00	a	Cumulus Bcstg Inc	47	9709		d1	Adlt Sndrd	450	0.47	5.9	3.2	5.3	5.9	3.4	6.3	4.7	3.9	5.0			
KFIZ	Fond du Lac	C	1450	1.0	1.00	c	RBH Enterprises Inc	22	9702		c2	1 News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WOSH	Oshkosh	C	1490	1.0	1.00	a	Cumulus Bcstg Inc	41	9709		d1	Nws/Tlk/Spt	500	1.24	2.5	1.8	1.4	2.3	1.7	1.7	3.1	2.3	1.6			
• WMBE	Chilton	D	1530	0.3	0.00		Maszja-Pacer Radio	84	9012	4	st	1 Country	50			0.0	0.0	0.0	0.0	0.9	0.9	0.8	2.2			
• WSCO	Appleton	B	1570	1.0	0.33	e	Woodward Comm Inc	52	0112	450		BgBnd/Nstlg	300	0.75	2.5	0.5	1.0	2.0	1.9	0.7	0.0	0.6	0.4			
# AM Stations -															7	# Combos -		5	AM TOTALS							
AM & FM Stations Profiled -															22	# Duopolies -		8	Total Local Commercial Share							
															18.1	9.6	12.0	15.9	12.5	15.2	16.6	14.0	16.7			
															76.9	79.7	80.2	77.4	80.2	84.0	82.6	81.8				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 137

Revenue Rank: 123

Quad Cities, IA-IL Market Overview



Metro Counties / Population (000)

Scott, IA	159.2
Henry, IL	51.0
Rock Island, IL	149.4
Total	359.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$12,300	\$13,100	\$14,700	\$15,100	\$17,000	\$16,000	5.4%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.9%	\$16,800	\$18,000	\$19,100	\$20,300	\$21,600	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.15/1,000	2006 \$3.65/1,000	Est. Breakout			
Revenue/Capita	\$34.29	\$44.49	\$59.73	Local	86%	National	14%

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	358.7	359.6	0.1%	359.6	361.6	0.1%
Households	140.5	142.3	0.3%	142.3	145.3	0.4%
Retail Sales	NA ^{1/}	5,078.9	NA ^{1/}	5,078.9	5,914.7	3.1%
EBI ^{2/}	5,183.3	6,158.4	3.5%	6,158.4	7,114.6	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	174.6	32.6	16.2	14.3	21.7	28.1	25.7	35.9
Women (000)	185.0	31.1	15.5	14.9	22.2	28.2	26.5	46.7
Total	359.6	63.7	31.6	29.2	43.9	56.3	52.2	82.6
Percentage	100.0%	17.7%	8.8%	8.1%	12.2%	15.7%	14.5%	23.0%
Per Capita	\$ 17,126			Median Household	\$ 34,138		Avg Household	\$ 43,277
Ethnic Population:	White 91.5%	Black 6.5%	Asian 1.4%	Hispanic 5.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	3	5	9	12	6	18
Tot 12+	8.3	22.1	38.8	68.2	69.2	13.1	82.3
Avg 12+	2.1	7.4	7.8	7.6	5.8	2.2	4.6
Tot LCS	10.1	26.9	47.1	82.9	84.1	15.9	100.0
Avg LCS	2.5	9.0	9.4	9.2	7.0	2.7	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
KORB	Bettendorf	A	93.5	6.0	318	c	Cumulus Bcstg Inc	84	0010		g	Rock	650	0.63	6.5	7.3	8.0	5.4	5.2	6.7	4.0	3.3	3.7		
WJRE	Kewanee	A	93.9	3.1	453	b	Miller Comm Inc	66	9412	400	c3	Lite Rock	50		0.4	1.0	0.0	0.7	0.0	0.5	0.0	0.0	0.7		
KMXG	Clinton	C1	96.1	100.0	981	a	Clear Channel Comm	74	0012	85,000	d1	Hot AC	1,750	1.15	9.5	7.8	6.6	8.4	7.1	5.7	6.4	6.5	6.6		
WXLP	Moline	B	96.9	50.0	499	c	Cumulus Bcstg Inc	70	0010		g	Clsc Rock	1,000	0.96	6.5	5.8	4.5	5.4	5.2	5.9	8.9	7.0	5.9		
WHTS	Rock Island	B	98.9	39.0	899	d	Mercury Bcstg Co Inc	47	0102		c4	CHR	1,300	0.75	10.8	10.3	8.8	9.1	8.5	10.5	12.4	12.6	11.3		
KBEA	Muscatine	C1	99.7	100.0	869	c	Cumulus Bcstg Inc	49	0010	1,700	g	Top 40	400	0.38	6.6	5.0	6.6	6.2	4.5	5.0	2.9	3.0	3.9		
KUUL	East Moline	B	101.3	50.0	499	a	Clear Channel Comm	76	0012		d1	Oldies	1,050	0.86	7.6	6.0	6.4	6.2	6.2	6.7	6.7	7.7	5.6		
WRMJ	Aledo	A	102.3	3.0	299	e	Hoscheidt Bcstg, Inc	79				Country	250			0.0	0.0	0.0	0.0	0.0	0.4	0.5	0.0		
WHHK	Galva	A	102.5	3.0	328	e	Hoscheidt Bcstg, Inc	95	9912	550	c1	AC	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLLR	Davenport	C	103.7	100.0	1191	a	Clear Channel Comm	48	0012		d1	Country	3,600	1.32	17.0	12.5	12.2	13.1	14.5	12.6	12.3	12.1	12.3		
KBOB	De Witt	C3	104.9	12.5	469	c	Cumulus Bcstg Inc	77	0010		g	Country	450	1.28	2.2	5.0	1.6	1.7	1.9	2.9	3.6	3.5	4.9		
KCQQ	Davenport	C1	106.5	100.0	896	a	Clear Channel Comm	66	0012		d1	Clsc Hits	3,350	1.41	14.8	8.5	10.3	12.6	11.4	10.7	10.1	9.8	10.3		
# FM Stations -					12	# Combos -					12	FM TOTALS					81.9	69.2	65.0	68.8	64.5	67.2	67.7	66.0	65.2

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
KJOC	Davenport	B	1170	1.0 cp	1.00	c	Cumulus Bcstg Inc	46	0010		g	Sports	150	0.67	1.4	1.0	1.6	1.0	1.2	1.4	1.5	1.4	1.0		
WLLR	Moline	C	1230	1.0	1.00	a	Clear Channel Comm	46	0012		d1	News/Cntry	100		0.7	0.8	1.1	0.5	0.7	0.5	1.0	0.5	0.7		
WKBF	Rock Island	B	1270	5.0	5.00	d	Mercury Bcstg Co Inc	25	0102		c4	Big Band	350	0.40	5.5	3.8	5.6	4.9	4.0	4.5	6.1	4.4	4.9		
WOC	Davenport	B	1420	5.0	5.00	a	Clear Channel Comm	22	0012		d1	News/Talk	1,200	0.80	9.4	7.0	8.0	7.4	7.8	7.8	5.8	8.4	7.8		
WKEI	Kewanee	C	1450	0.5	1.00	b	Miller Comm Inc	52	9412		c3	Nws/Tlk/Spt	100	0.57	1.1	0.5	0.8	0.0	1.7	0.7	0.9	0.5	1.2		
• WGEN	Geneseo	D	1500	0.3	0.00	e	Hoscheidt Bcstg, Inc	63	9912		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					18.1	13.1	17.1	13.8	15.4	14.9	15.3	15.2	15.6
AM & FM Stations Profiled -					18	# Duopolies -					6	Total Local Commercial Share						82.3	82.1	82.6	79.9	82.1	83.0	81.2	80.8

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 138

Revenue Rank: 133

Burlington, VT-Plattsburgh, NY Market Overview



Metro Counties / Population (000)

Clinton, NY	79.4
Essex, NY	39.0
Addison, VT	36.2
Chittenden, VT	147.7
Franklin, VT	45.8
Grand Isle, VT	7.0
Total	355.1

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

ESTIMATED GROSS REVENUES ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$10,000	\$11,000	\$12,100	\$14,100	\$15,600	\$14,300	7.3%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-8.3%	\$15,000	\$16,000	\$17,000	\$18,100	\$19,200	6.2%

Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout
	NA ^{1/}	\$2.72/1,000	\$3.03/1,000	
	\$28.44	\$40.27	\$53.17	Local 87% National 13%

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	351.6	355.1	0.2%	355.1	361.1	0.3%
Households	126.3	131.8	0.9%	131.8	137.1	0.8%
Retail Sales	NA ^{1/}	5,260.5	NA ^{1/}	5,260.5	6,342.4	3.8%
EBI ^{2/}	4,891.5	6,147.1	4.7%	6,147.1	7,325.9	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	177.2	31.4	14.3	21.3	27.5	30.1	24.5	28.1
Women (000)	177.9	29.7	13.7	21.5	24.7	28.6	23.8	35.9
Total	355.1	61.1	28.0	42.8	52.2	58.7	48.3	64.1
Percentage	100.0%	17.2%	7.9%	12.1%	14.7%	16.5%	13.6%	18.0%
Per Capita	\$ 17,311							
				Median Household	\$ 39,901		Avg Household	\$ 46,639
Ethnic Population:	White	96.0%	Black	1.8%	Asian	1.4%	Hispanic	1.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		13	10	17	11	28
Tot 12+	9.9		61.8	66.4	71.7	7.1	78.8
Avg 12+	2.5		4.8	6.6	4.2	0.6	2.8
Tot LCS	12.6		78.4	84.3	91.0	9.0	100.0
Avg LCS	3.1		6.0	8.4	5.4	0.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WJVT	Port Henry	C3	92.1	18.0	10	g	Clear Channel Comm	82	0101		g	Smooth Jazz	100		0.6	0.0	0.5	1.0	0.0	0.0	0.0	0.0	0.0
WEZF	Burlington	C	92.9	46.0	2704	g	Clear Channel Comm	69	0008		g	1 AC	2,400	1.82	9.2	7.4	9.6	6.5	8.4	9.5	7.1	8.7	8.2
WXAL	Addison	C3	93.7	25.0	289	c	Northeast Bcstg Co	99	0101	434		Hot AC			1.5	1.6	0.0	0.0	0.0	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	1,900	0.94	14.1	9.3	10.1	9.5	13.4	15.3	13.5	14.9	12.1
WDEV	Warren	C3	96.1	0.4	2277	d	Radio Vermont Group	89	9210	643		FullService			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXZO	Willsboro	A	96.7	1.0	797	g	Clear Channel Comm	95	0008		g	1 Smooth Jazz	300	1.61	1.3	2.1	0.9	1.5	0.6	0.0	1.7	1.0	1.6
WOKO	Burlington	C1	98.9	100.0	308	a	Hall Communications	62	8312	1,950		Country	2,000	0.83	16.8	19.5	17.8	14.9	12.3	15.3	14.1	12.8	18.7
WBTZ	Plattsburgh	C	99.9	100.0	984	f	Burlington Bcstrs	60				Altve/80Hts	650	0.47	9.7	5.1	6.6	8.0	7.8	4.7	4.5	6.7	6.6
WCPV	Essex	A	101.3	1.0	797	g	Clear Channel Comm	94	0008		g	1 Clsc Rock	1,700	1.15	10.3	6.1	4.7	9.0	7.8	6.8	10.9	11.3	7.1
WCVT	Stowe	C3	101.7	0.5	2067	d	Radio Vermont Group	77	9708	450		Classical			1.7	2.3	0.5	0.5	2.2	2.1	1.1	3.6	1.1
WLFE	St. Albans	A	102.3	0.9	846	c	Northeast Bcstg Co	70	0105	575	c1	3 Country			1.7	1.6	0.0	0.0	0.0	1.1	0.0	0.0	0.0
WCLX	Westport	A	102.5	0.7	295		Jackson Group	97				Progressive	50		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLKC	Waterbury	C2	103.3	1.1	2644	c	Northeast Bcstg Co	85	9910	700		Soft Rock	200	0.74	1.9	1.7	1.4	2.0	1.1	2.6	1.5	0.0	0.0
WNCS	Montpelier	C2	104.7	1.9	2080	c	Northeast Bcstg Co	77	8702	750		AAA	850	1.52	3.9	2.8	3.5	3.5	2.8	4.2	5.2	3.1	3.8
WKOL	Plattsburgh	C3	105.1	23.5	338	a	Hall Communications	94	9504	1,100		Oldies	1,050	0.98	7.5	5.9	6.8	6.0	6.1	6.3	7.5	7.2	7.1
WLPW	Lake Placid	C3	105.5	25.0	-194	e	Radio Lake Placid	79	8812	1,000	c1	2 Clsc Rock			0.0	0.0	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	1,300	1.07	8.5	5.9	5.4	6.5	7.3	5.3	6.7	5.1	4.9
# FM Stations -				17	# Combos -				16	FM TOTALS				85.5	71.7	71.0	68.9	69.8	73.2	73.8	74.4	71.2	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WVMT	Burlington	B	620	5.0	5.00	b	Sison Bcstg Inc	22	9704		c2	Nws/Spt/Tik	300	0.95	2.2	1.3	1.4	2.5	1.1	1.1	1.4	2.1	1.1
• 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	0.0
• WIRD	Lake Placid	D	920	5.0	0.09	e	Radio Lake Placid	61	8812		c1	2 Sports			0.0	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	300	0.91	2.3	0.8	0.7	1.5	2.2	0.0	1.4	0.5	0.0
• WTKW	Plattsburgh	D	1070	5.0	0.00	c	Northeast Bcstg Co	68	0202	150	3	Talk			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJOY	Burlington	C	1230	1.0	1.00	a	Hall Communications	46	8312			MOR	800	0.82	6.8	1.7	1.9	5.5	5.6	4.7	5.8	5.6	4.9
• WIPS	Ticonderoga	D	1250	1.0	0.00		Empire State Radio	55				Nostalgia			0.0	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			2.5	3.5	0.0	0.0	0.0	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/Tik/Spt	350	0.74	3.3	0.4	1.2	2.5	2.8	2.6	2.3	1.5	2.2
• 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	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	0.0
# AM Stations -				11	# Combos -				8	AM TOTALS				14.6	7.1	8.7	12.0	11.7	8.4	10.9	9.7	8.2	
AM & FM Stations Profiled -				28	# Duopolies -				8	Total Local Commercial Share				78.8	79.7	80.9	81.5	81.6	84.7	84.1	79.4		

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 139

Revenue Rank: 113

Atlantic City - Cape May, NJ Market Overview



Metro Counties / Population (000)

Atlantic, NJ	254.7
Cape May, NJ	102.9
Total	357.6

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$13,700	\$14,500	\$14,500	\$15,700	\$17,900	\$16,700
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-6.7%	\$17,500	\$18,700	\$19,900	\$21,100	\$22,500	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.36/1,000	\$4.33/1,000	Local 85%
Revenue/Capita	\$41.28	\$46.70	\$61.41	National 15%

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	331.9	357.6	1.5%	357.6	366.4	0.5%
Households	127.1	138.0	1.7%	138.0	142.4	0.6%
Retail Sales	NA ^{1/}	4,967.4	NA ^{1/}	4,967.4	5,194.6	0.9%
EBI ^{2/}	4,968.7	6,174.7	4.4%	6,174.7	6,636.2	1.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	172.3	28.3	13.1	15.4	25.2	26.8	23.2	40.4
Women (000)	185.3	27.3	12.7	14.9	24.6	26.8	25.3	53.6
Total	357.6	55.6	25.8	30.2	49.8	53.5	48.6	94.0
Percentage	100.0%	15.6%	7.2%	8.5%	13.9%	15.0%	13.6%	26.3%
Per Capita	\$ 17,267			Median Household	\$ 37,161		Avg Household	\$ 44,744
Ethnic Population:	White 79.8%		Black 15.3%		Asian 4.4%		Hispanic 9.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	7		11	18	7	25
Tot 12+	26.3	34.4		53.8	60.7	11.4	72.1
Avg 12+	2.4	4.9		4.9	3.4	1.6	2.9
Tot LCS	36.5	47.7		74.6	84.2	15.8	100.0
Avg LCS	3.3	6.8		6.8	4.7	2.3	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 York & Philadelphia

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WBNJ	Wildwood Crest	A	93.1	4.2 cp	217	b	Equity Comm LP	93	0205	13,000	d2	Urban AC	100	0.6	0.4	0.9	0.7	0.2	1.1	0.2	0.4	0.5		
WWZK	Avalon	A	94.3	3.3	299	a	Coastal Bcstg System	76	9804	470		Oldies	250	0.9	0.8	0.6	0.7	0.7	1.5	1.3	1.1	1.4		
WAYV	Atlantic City	B	95.1	50.0	331	b	Equity Comm LP	61	9606	3,100		Hot AC	2,150	1.26	10.2	7.5	6.7	9.0	6.2	8.8	7.8	5.5	5.2	
WTTH	Margate City	A	96.1	2.8	400	b	Equity Comm LP	92	0205		d2	Urban AC	1,350	1.04	7.8	4.1	5.6	5.5	6.2	7.3	6.6	6.1	6.1	
WFPG	Atlantic City	B	96.9	50.0	361	d	Millennium Radio Gr	62	0107	19,400	d1	1	Lite Rock	2,350	1.26	11.2	8.5	8.2	8.8	7.8	7.9	6.4	8.5	7.4
WIXM	Millville	B	97.3	50.0	466	d	Millennium Radio Gr	62	0202		g	Hot AC	300	0.86	2.1	1.4	2.6	1.3	1.8	2.6	2.3	1.7	2.9	
WTKU	Ocean City	A	98.3	6.0	328	c	Green Group	83	9509	850		Oldies	1,100	1.12	5.9	3.7	4.1	3.1	5.7	4.3	4.5	5.0	4.1	
WCZT	Villas	A	98.7	6.0	328	a	Coastal Bcstg System	90	0106	1,400		AC	500	1.03	2.9	1.2	1.3	2.2	2.1	1.7	2.1	2.2	1.8	
WZBZ	Pleasantville	A	99.3	3.0	328	b	Equity Comm LP	74	0205		d2	CHR	700	1.23	3.4	6.4	3.7	2.6	2.5	2.6	1.9	1.7	0.2	
WZXL	Wildwood	B	100.7	38.0	331	b	Equity Comm LP	59	9801		c2	Adult Rock	2,150	1.57	8.2	4.1	3.5	5.3	6.9	3.9	6.0	4.8	5.9	
WMID	Cape May	A	102.3	3.2	292	b	Equity Comm LP	67	0205		d2	Smooth Jazz	225	0.79	1.7	1.4	1.3	0.9	1.6	0.6	2.6	3.5	2.7	
WJSE	Petersburg	A	102.7	3.3	295		Parinello Entrprises	91	9411	356		Alternative	900	1.22	4.4	4.8	4.3	3.3	3.2	2.6	1.8	1.1	1.6	
WMGM	Atlantic City	B	103.7	50.0	348	c	Green Group	61				Clsc Rock	1,325	1.17	6.8	5.4	4.1	5.1	5.0	4.5	4.0	4.4	4.1	
WEMG	Egg Harbor City	B1	104.9	10.0	509		Mega Comm Inc	71	9905	See (6)		Spanish	n/a		2.1	1.7	3.5	1.5	1.6	1.7	2.9	2.0	3.6	
WGBZ	Cape May Court	A	105.5	3.3	295	b	Equity Comm LP	86	0205		d2	CHR	100	0.24	2.5	2.3	1.7	1.5	2.3	2.4	1.0	0.4	0.0	
WKOE	Ocean City	A	106.3	3.0	308		Ocean	72	9407		c3	1	Hot AC	550	1.03	3.2	0.8	2.4	2.4	2.3	3.0	2.9	3.9	4.7
WDOX	North Cape May	A	106.7	3.0	233		Marc Scott Comm Inc	93	9410	34		Religion	100		0.5	0.4	0.4	0.7	0.0	0.0	0.0	0.4	0.5	
WPUR	Atlantic City	B1	107.3	13.5	449	d	Millennium Radio Gr	98	0107		d1	1	Country	900	0.73	7.4	5.8	3.9	4.8	6.2	5.4	7.0	5.9	4.7
# FM Stations -				18	# Combos -				14	FM TOTALS				81.8	60.7	58.8	59.4	62.3	61.9	61.3	58.6	57.4		

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• WIBG	Ocean	D	1020	0.5	0.00		Brancadora, Enrico	64	9212	140		ChrsContem	50		0.3	0.0	0.4	0.0	0.5	0.0	0.8	0.0	0.0	
WCMC	Wildwood	C	1230	1.0	1.00	b	Equity Comm LP	51	9801		c2	Nostalgia	150	0.26	3.5	2.3	3.7	2.2	3.0	2.8	1.3	1.7	2.3	
• WMID	Atlantic City	C	1340	0.9	0.00	b	Equity Comm LP	47	0205		d2	Adlt Stndrd	300	0.30	5.9	3.3	4.3	5.7	3.0	3.2	5.3	3.9	4.5	
WOND	Pleasantville	C	1400	1.0	1.00	c	Green Group	50	5507			News/Talk	700	0.70	6.0	4.6	5.2	4.0	5.0	3.4	3.4	4.1	4.3	
WKXW	Atlantic City	C	1450	1.0	1.00	d	Millennium Radio Gr	40	0107		d1	1	News/Talk	250	0.88	1.7	0.6	0.2	0.9	1.6	1.3	2.3	2.4	1.4
• WUSS	Pleasantville	C	1490	0.4	0.40	c	Green Group	55	9704	180		Black Gospl			0.6	0.6	1.1	0.9	0.0	0.0	0.0	0.0	0.0	
• WGYM	Hammonton	D	1580	1.0	0.01	c	Green Group	61	9101	100		Sports	150		0.3	0.0	0.0	0.0	0.5	0.0	0.6	0.4	0.0	
# AM Stations -				7	# Combos -				6	AM TOTALS				18.3	11.4	14.9	13.7	13.6	10.7	13.7	12.5	12.5		
AM & FM Stations Profiled -				25	# Duopolies -				9	Total Local Commercial Share				72.1	73.7	73.1	75.9	72.6	75.0	71.1	69.9			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 140

Revenue Rank: 138

Trenton, NJ Market Overview



Metro Counties / Population (000)

Mercer, NJ	352.6
	352.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES *	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$12,600	\$14,200	\$16,400	\$13,000	\$14,700	\$13,800
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$3.14/1,000	\$3.97/1,000	Local	72%		
Revenue/Capita	1996	2001	2006	National	28%		
	\$38.19	\$39.14	\$51.97				

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	329.9	352.6	1.3%	352.6	357.9	0.3%
Households	117.9	127.4	1.6%	127.4	130.9	0.5%
Retail Sales	NA ^{1/}	4,399.2	NA ^{1/}	4,399.2	4,681.7	1.3%
EBI ^{2/}	6,591.6	8,757.5	5.8%	8,757.5	10,432.2	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	171.3	27.3	13.0	18.7	24.6	28.5	25.3	33.9
Women (000)	181.3	26.0	12.6	18.2	23.5	29.3	26.7	45.1
Total	352.6	53.3	25.5	36.9	48.1	57.8	52.0	79.0
Percentage	100.0%	15.1%	7.2%	10.5%	13.6%	16.4%	14.7%	22.4%
Per Capita	\$ 24,837	Median Household		\$ 57,183	Avg Household		\$ 68,740	
Ethnic Population:	White 73.0%	Black 20.9%	Asian 5.6%	Hispanic 9.9%				

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+		23.1		23.1	23.1	4.6	27.7
Avg 12+		5.8		7.7	4.6	0.9	2.8
Tot LCS		83.4		83.4	83.4	16.6	100.0
Avg LCS		20.8		27.8	16.7	3.3	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), (5), (36), and (51).

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
			Freq	(kW)												2002	2001	2001	2000	2000	1999	1999	1998		
WTHK	Trenton	B	94.5	48.0	492	a	Nassau Bcstg Ptrs LP	65	0204	20,000	c2	1	Clsc Rock	3,200	1.37	16.9	4.2	3.6	4.4	5.9	6.2	6.3	6.1	5.9	
WPST	Trenton	B	97.5	48.0	430	a	Nassau Bcstg Ptrs LP	49	9508		st	1	CHR	7,500	1.41	38.6	9.8	8.9	11.7	11.8	10.0	9.5	10.6	6.6	
WKXW	Trenton	B	101.5	15.5	902	b	Millennium Radio Gr	62	0202				Oldes/Talk	n/a		20.4	9.1	5.7	6.8	5.6	8.9	5.1	8.7	5.9	
WPRB	Princeton	B	103.3	14.0	732		Princeton Bcstg Svc	55					Rck/Clis/Jaz	200			0.0	0.0	0.0	0.0	0.5	0.4	0.0	0.0	
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					75.9	23.1	18.2	22.9	23.3	25.6	21.3	25.4	18.4
AM Stations														ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Day Power		Night Power		Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
			Freq	(kW)	(kW)	C										2002	2001	2001	2000	2000	1999	1999	1998		
• WPHY	Trenton	B	920	1.4	1.00	a	Nassau Bcstg Ptrs LP	42	0204		c2	1	Religion	550	3.62	1.1	0.0	0.0	0.0	0.7	0.7	0.0	0.0	0.9	
WBUD	Trenton	B	1260	5.0	2.50		Millennium Radio Gr	47	0202		g		FullService	900	0.65	10.0	1.7	3.0	2.8	3.3	3.9	4.0	3.2	4.0	
WIMG	Ewing	B	1300	3.2	1.30		Morris Bcstg Co	23	9307	450			UrbAC/Gospl	900	0.57	11.5	2.9	2.5	4.2	2.8	2.1	4.3	2.6	4.0	
WHWH	Princeton	B	1350	5.0	5.00		Multicultural Bcstg	63	0205		sw	1	Bus News	350	1.69	1.5	0.0	0.0	0.0	0.9	0.0	0.0	0.8	0.0	
WTTM	Princeton	B	1680	10.0	1.00	c	Multicultural Bcstg	99	0205		sw		Asian	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					5	# Combos -					1	AM TOTALS					24.1	4.6	5.5	7.0	7.7	6.7	8.3	6.6	8.9
AM & FM Stations Profiled -					10	# Duopolies -					2	Total Local Commercial Share					27.7	23.7	29.9	31.0	32.3	29.6	32.0	27.3	

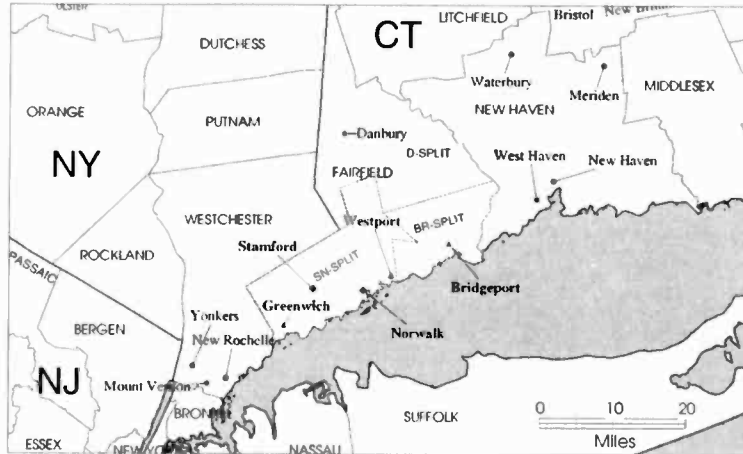
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 141

Revenue Rank: 102

Stamford-Norwalk, CT Market Overview



Metro Counties / Population (000)

Fairfield, CT	355.6
	355.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$6,900	\$7,000	\$6,900	\$6,700	\$18,000	\$18,900
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	5.0%	\$19,800	\$21,200	\$22,500	\$23,900	\$25,400	6.2%
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$2.66/1,000	\$2.80/1,000	Local	70%	National	30%
	\$20.68	\$53.15	\$70.19				

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	333.6	355.6	1.3%	355.6	361.9
Households	123.1	132.4	1.5%	132.4	136.2	0.6%
Retail Sales	NA ^{1/}	7,111.8	NA ^{1/}	7,111.8	9,079.8	5.0%
EBI ^{2/}	9,139.8	12,955.4	7.2%	12,955.4	16,838.0	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	171.8	27.4	13.2	14.5	23.7	28.3	28.2	36.5
Women (000)	183.7	26.1	12.7	14.4	23.6	30.0	30.3	46.8
Total	355.6	53.5	25.9	28.9	47.3	58.2	58.4	83.3
Percentage	100.0%	15.0%	7.3%	8.1%	13.3%	16.4%	16.4%	23.4%
Per Capita	\$ 36,436							
				Median Household	\$ 75,312		Avg Household	\$ 97,872
Ethnic Population:	White	84.9%	Black	11.0%	Asian	3.8%	Hispanic	12.1%

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+	7.3	10.6		17.9	17.9	3.8	21.7
Avg 12+	3.7	5.3		4.5	4.5	1.3	3.1
Tot LCS	33.6	48.8		82.5	82.5	17.5	100.0
Avg LCS	16.8	24.4		20.6	20.6	5.8	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														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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
			Freq	(kW)												2002	2001	2001	2000	2000	1999	1999	1998		
WEFX	Norwalk	A	95.9	3.0	299	b	Cox Radio Inc	66	0008		sw	Clsc Rock	4,500	1.70	14.0	2.3	1.8	3.4	2.4	3.4	1.5	1.4	1.7		
• WKHL	Stamford	A	96.7	3.0	328	b	Cox Radio Inc	47	0008		g5	Oldies	2,600	0.89	15.5	5.0	3.5	3.6	2.8	4.2	2.5	2.8	3.3		
WEZN	Bridgeport	B	99.9	27.5	669		Cox Radio Inc	60	9704			AC	n/a		20.0	3.3	5.3	3.6	4.7	4.7	5.3	4.0	4.8		
WEBE	Westport	B	107.9	50.0	384	a	Cumulus Bcstg Inc	82	0203		g	AC	10,800	1.54	37.2	7.3	5.5	8.3	7.1	9.1	4.8	6.5	5.7		
# FM Stations -					4	# Combos -					2	FM TOTALS					86.7	17.9	16.1	18.9	17.0	21.4	14.1	14.7	15.5
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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
			Freq	(kW)	(kW)												2002	2001	2001	2000	2000	1999	1999	1998	
WNLK	Norwalk	B	1350	1.0	0.50	b	Cox Radio Inc	48	0008		g	News/Talk	300	0.66	2.4	0.8	1.3	0.5	0.5	0.5	1.2	1.2	0.5		
• WSTC	Stamford	C	1400	0.8	0.00	b	Cox Radio Inc	41	0003		g5	News/Talk	350	0.25	7.5	2.0	2.3	1.0	2.1	1.6	3.1	2.6	1.9		
• WGCH	Greenwich	C	1490	1.0 cp	1.00		Greenwich Bcstg	64				Talk	300	0.48	3.3	1.0	1.5	0.0	1.4	0.5	0.0	1.9	0.5		
# AM Stations -					3	# Combos -					2	AM TOTALS					13.2	3.8	5.1	1.5	4.0	2.6	4.3	5.7	2.9
AM & FM Stations Profiled -					7	# Duopolies -					2	Total Local Commercial Share					21.7	21.2	20.4	21.0	24.0	18.4	20.4	18.4	

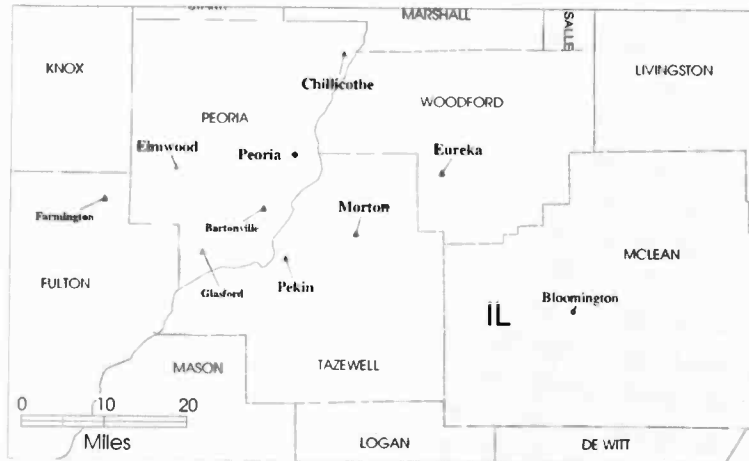
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 142

Revenue Rank: 137

Peoria, IL Market Overview



Metro Counties / Population (000)

Peoria, IL	183.5
Tazewell, IL	128.8
Woodford, IL	35.7
Total	348.0

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$11,900	\$12,100	\$13,800	\$13,300	\$14,000	\$13,900
★★★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-0.7%	\$14,700	\$15,600	\$16,700	\$17,700	\$18,800	6.3%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.93/1,000	\$3.29/1,000	Local 83%
Revenue/Capita	\$34.55	\$39.94	\$53.44	National 17%

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	344.4	348.0	0.2%	348.0	351.8	0.2%
Households	131.9	134.6	0.4%	134.6	137.9	0.5%
Retail Sales	NA ^{1/}	4,739.0	NA ^{1/}	4,739.0	5,716.7	3.8%
EBI ^{2/}	5,275.5	6,542.5	4.4%	6,542.5	7,832.6	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	168.5	30.6	16.1	14.4	20.1	26.7	24.9	35.7
Women (000)	179.5	29.0	15.4	14.4	20.8	27.7	25.7	46.6
Total	348.0	59.6	31.4	28.8	40.9	54.4	50.6	82.3
Percentage	100.0%	17.1%	9.0%	8.3%	11.7%	15.6%	14.5%	23.7%
Per Capita	\$ 18,800							
				Median Household	\$ 39,767		Avg Household	\$ 48,607
Ethnic Population:	White	88.9%	Black	9.3%	Asian	1.3%	Hispanic	1.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	6		10	13	5	18
Tot 12+	21.6	42.4		60.5	64.0	13.0	77.0
Avg 12+	3.1	7.1		6.1	4.9	2.6	4.3
Tot LCS	28.1	55.1		78.6	83.1	16.9	100.0
Avg LCS	4.0	9.2		7.9	6.4	3.4	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WZPW	Peoria	B1	92.3	19.2	374	a	AAA Entertainment	92	0010	2,300		CHR	775	0.68	8.2	7.2	8.5	9.1	3.4	1.9	2.7	2.0	3.5		
WPBG	Peoria	B	93.3	41.0	551	c	JMP Media LLC	47	9906	10,750	c4	Oldies	2,300	1.16	14.3	9.3	8.8	10.7	11.2	11.4	11.2	11.3	10.4		
• WCNL	Chillicothe	A	94.3	6.0	299	a	Kelly Communications	77	0209 p		sw	AC	125	0.43	2.1	1.9	1.3	1.6	1.6	1.2	1.2	1.0	0.8		
WGLO	Pekin	B1	95.5	7.0	620	d	Regent Comm	71	0108	20,000	d2	AOR	1,500	1.19	9.1	5.9	6.5	6.7	7.3	7.8	7.8	7.1	8.3		
WJPL	Farmington	A	96.5	4.3	377	a	AAA Entertainment	97	0006	2,625		AC	350	1.80	1.4	0.3	0.5	1.1	1.0	2.2	1.1	2.0	2.1		
WFYR	Elmwood	B1	97.3	23.5	338	d	Regent Comm	93	0108		d2	Country	700	1.17	4.3	4.8	5.5	3.2	3.4	4.4	4.8	5.7	4.8		
WRVP	Eureka	A	98.5	6.0	328	d	Regent Comm	89	0108		d2	Top 40	250	0.46	3.9	1.9	2.0	2.4	3.6	5.6	5.0	3.4	2.1		
WIXO	Bartonville	A	99.9	1.5	584	d	Regent Comm	97	0108		d2	Alternative	250	0.37	4.8	4.0	4.0	3.2	4.2	4.9	4.3	6.9	5.9		
WPPY	Glasford	A	101.1	3.3	449	d	Regent Comm	99	0108		d2	Top 40			2.6	1.3	1.5	1.9	2.1	1.9	1.4	0.0	0.0		
WDQX	Morton	A	102.3	6.0	299	a	AAA Entertainment	76	0101		d1	Clsc Hits	600	0.71	6.1	4.0	5.0	5.4	3.9	1.9	1.3	5.2	3.2		
• WXCL	Pekin	A	104.9	3.0	328	b	AAA Entertainment	73	0208 p	4,000	+	Country	1,200	0.80	10.8	8.2	7.8	7.5	9.1	7.5	7.8	7.9	12.5		
WWCT	Peoria	B	105.7	33.0	591	a	AAA Entertainment	71	0006	7,750		Rock & Roll	1,275	1.33	6.9	5.6	3.0	5.1	5.5	5.1	6.9	5.9	4.3		
WSWT	Peoria	B	106.9	50.0	479	c	JMP Media LLC	64	9912	11,860	c3	Lite Rock	2,400	1.43	12.1	9.6	10.5	9.1	9.4	10.0	9.4	7.4	9.9		
# FM Stations -					13	# Combos -					13	FM TOTALS					86.6	64.0	64.9	67.0	65.7	65.8	64.9	65.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
• WPEO	Peoria	D	1020	1.0	0.00		Crawford, Richard T.	46	7001			Christian	200	0.76	1.9	1.1	1.8	1.3	1.6	1.2	0.9	1.7	1.1		
WVEL	Pekin	D	1140	5.0	0.00	d	Regent Comm	48	0108		d2	Religion	100			0.5	1.3	0.0	0.0	0.0	0.5	0.0	0.5		
WWFS	Peoria	B	1290	5.0	5.00	c	JMP Media LLC	47	9912		c3	Sports	250	0.62	2.9	2.1	1.0	1.1	3.4	2.9	4.2	3.0	1.6		
WOAM	Peoria	B	1350	1.0	1.00	b	Kelly Communications	60	8611		c2	Nostalgia	50		0.3	3.2	3.3	0.0	0.5	1.0	1.1	0.7	0.5		
WMBD	Peoria	B	1470	5.0	5.00	c	JMP Media LLC	22	9906		c4	News/Talk	1,550	1.34	8.3	6.1	7.3	7.2	5.5	7.8	6.0	4.7	7.2		
# AM Stations -					5	# Combos -					4	AM TOTALS					13.4	13.0	14.7	9.6	11.0	12.9	12.7	10.1	10.9
AM & FM Stations Profiled -					18	# Duopolies -					7	Total Local Commercial Share					77.0	79.6	76.6	76.7	78.7	77.6	75.9	78.7	

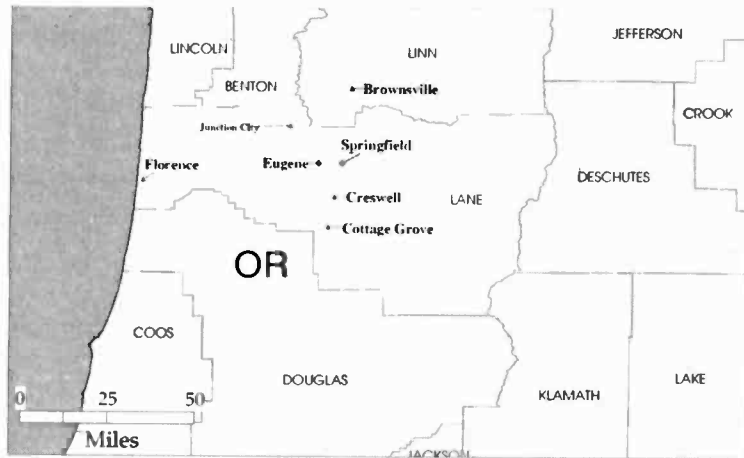
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 143

Revenue Rank: 152

Eugene - Springfield, OR Market Overview



Metro Counties / Population (000)

Lane, OR	326.0
	326.0

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$10,300	\$9,900	\$10,300	\$11,900	\$13,200	\$12,200	3.4%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.6%	\$12,800	\$13,700	\$14,600	\$15,400	\$16,400	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$2.56/1,000	2006 \$2.85/1,000	Est. Breakout			
Revenue/Capita	\$33.92	\$37.42	\$47.81	Local	75%	National	25%

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	303.7	326.0	1.4%	326.0	343.0	1.0%
Households	119.3	129.4	1.6%	129.4	137.7	1.3%
Retail Sales	NA ^{1/}	4,770.2	NA ^{1/}	4,770.2	5,760.1	3.8%
EBI ^{2/}	3,965.3	5,206.2	5.6%	5,206.2	6,555.6	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	159.6	27.3	13.3	15.9	20.0	28.7	23.1	31.3
Women (000)	166.4	26.4	12.6	16.3	19.9	29.2	23.1	38.8
Total	326.0	53.7	26.0	32.1	39.9	57.9	46.3	70.1
Percentage	100.0%	16.5%	8.0%	9.9%	12.2%	17.8%	14.2%	21.5%
Per Capita	\$ 15,970			Median Household	\$ 32,635		Avg Household	\$ 40,234
Ethnic Population:	White 94.1%	Black 1.1%	Asian 2.8%			Hispanic 4.8%		

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		8	8	11	10	21
Tot 12+	0.8		54.0	54.0	54.8	17.8	72.6
Avg 12+	0.3		6.8	6.8	5.0	1.8	3.5
Tot LCS	1.1		74.4	74.4	75.5	24.5	100.0
Avg LCS	0.4		9.3	9.3	6.9	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

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KKNU	Springfield-Euge	C	93.1	43.0	1299	b	McKenzie River Bcstg	58	9212		Country	2,000	1.01	16.2	12.0	11.5	11.1	12.3	10.7	9.9	12.3	11.6	
KMGE	Eugene	C1	94.5	21.0	1299	b	McKenzie River Bcstg	65	8609	950	AC	1,725	1.33	10.6	5.6	6.0	8.2	7.1	8.5	8.2	7.4	7.2	
KUJZ	Creswell	C3	95.3	0.6	1207	c	Cumulus Bcstg Inc	83	0010		g3	Smooth Jazz	400	0.76	4.3	3.7	3.2	1.8	4.4	3.0	5.0	5.2	3.6
KZEL	Eugene	C	96.1	43.0	1093	c	Cumulus Bcstg Inc	62	0010		g3	Clsc Rock	1,425	1.34	8.7	4.0	6.0	7.0	5.5	7.4	6.3	7.1	6.1
KNRQ	Eugene	C	97.9	75.0	1011	c	Cumulus Bcstg Inc	58	0009	7,780	d3	Alternative	950	0.99	7.9	9.4	5.7	5.6	5.8	5.8	5.7	7.1	6.9
KODZ	Eugene	C	99.1	100.0	1631	d	Clear Channel Comm	68	0102		g1	Oldies	550	0.63	7.1	5.6	3.7	4.7	5.5	7.7	4.5	4.9	5.8
● KCGR	Cottage Grove	A	100.5	6.0	115	a	O'Renicks, Robt&Diane	94			AC/Span				0.0	0.0	0.0	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	Clsc Hits	700	1.04	5.5	5.1	3.4	3.8	4.1	3.8	4.4	4.6	5.0
KDUK	Florence	C	104.7	63.0	2326	d	Clear Channel Comm	83	0102		g1	CHR	1,350	0.84	13.2	8.6	8.6	10.5	8.5	10.4	11.8	11.4	9.7
● KEUG	Cottage Grove	A	105.5	5.2	345		Signal Comm Inc	98			cp	AC/Sprts			0.0	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	375		0.6	0.8	0.0	0.9	0.0	0.8	0.8	0.8	1.1	
# FM Stations -				11	# Combos -				10	FM TOTALS				74.1	54.8	48.1	53.6	53.2	58.1	56.6	60.8	57.0	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KUGN	Eugene	B	590	5.0	5.00	c	Cumulus Bcstg Inc	46	0009		d3	News/Talk	1,100	1.20	7.5	4.8	8.0	3.5	7.4	5.8	7.7	5.7	7.5
● KZTU	Junction City	D	660	10.0	0.08		Pamplin Comm Corp	98	9806	100	cp	News/Talk			0.5	0.9	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	100	0.82	1.0	0.8	2.9	0.6	0.8	0.0	0.0	0.0	0.0
● KORE	Springfield-Euge	D	1050	5.0	0.15		Support Chrstn Bcstg	27	8708			Chrst/Talk			0.4	0.8	0.9	0.6	0.0	0.5	0.7	0.5	0.8
KPNW	Eugene	B	1120	50.0	50.00	d	Clear Channel Comm	62	0102		g1	Nws/Tlk/Spt	1,175	1.11	8.7	6.4	5.7	5.8	6.8	6.8	4.6	7.4	7.7
● KCST	Florence	D	1250	1.0	0.07	e	Coast Bcstg Co Inc	85	9805			AdStd/BgBnd	75		0.8	0.8	0.0	1.2	0.0	1.4	0.0	0.0	0.0
● KSCR	Eugene	D	1320	1.0	0.05	c	Cumulus Bcstg inc	62	0010		g3	Sports			0.8	0.5	1.1	0.6	0.5	0.0	0.0	0.3	0.0
● KNND	Cottage Grove	C	1400	1.0	0.95	a	O'Renicks, Robt&Diane	53	8812	63		Country	100		0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6
KKXO	Eugene	C	1450	1.0	1.00	b	McKenzie River Bcstg	54	8703	185		Nostalgia	150	0.19	6.5	3.2	4.9	5.3	4.1	3.8	5.0	3.0	4.1
KEED	Eugene	B	1600	5.0	1.00	f	Albany Radio Corp	47	9407	35		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				10	# Combos -				6	AM TOTALS				25.7	17.8	25.5	17.6	19.6	18.3	18.0	16.9	20.7	
AM & FM Stations Profiled -				21	# Duopolies -				5	Total Local Commercial Share				72.6	73.6	71.2	72.8	76.4	74.6	77.7	77.7		

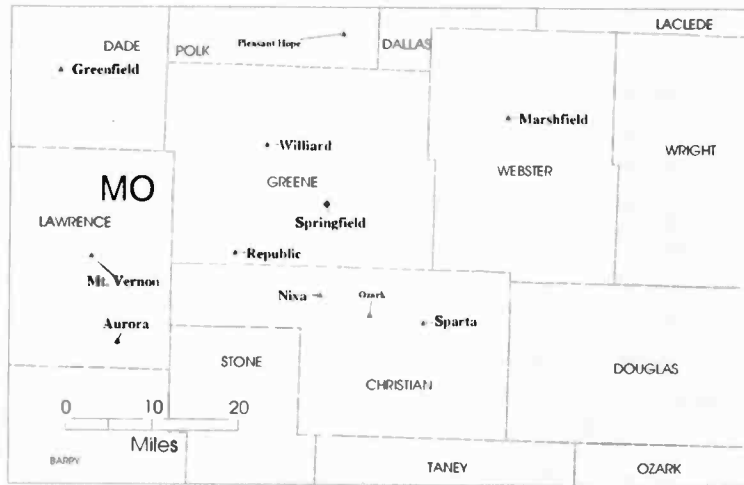
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 144

Revenue Rank: 102

Springfield, MO Market Overview



Metro Counties / Population (000)

Christian, MO	55.9
Greene, MO	242.8
Webster, MO	31.6
Total	330.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$15,600	\$15,900	\$17,700	\$19,000	\$18,700	\$18,900
★ ★ ★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	1.1%	\$19,900	\$20,700	\$21,400	\$22,700	\$24,200	5.1%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.45/1,000	\$3.63/1,000	Local 90%
Revenue/Capita	\$51.79	\$57.22	\$69.38	National 10%

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	301.2	330.3	1.9%	330.3	348.8	1.1%
Households	115.0	128.0	2.2%	128.0	136.9	1.4%
Retail Sales	NA ^{1/}	5,479.0	NA ^{1/}	5,479.0	6,670.5	4.0%
EBI ^{2/}	4,102.5	5,454.5	5.9%	5,454.5	6,912.9	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	160.1	27.5	13.9	18.2	21.3	25.4	22.7	31.1
Women (000)	170.2	25.9	13.1	18.9	21.0	25.7	23.8	41.8
Total	330.3	53.4	27.0	37.1	42.4	51.1	46.5	72.9
Percentage	100.0%	16.2%	8.2%	11.2%	12.8%	15.5%	14.1%	22.1%
Per Capita	\$ 16,514			Median Household	\$ 36,486		Avg Household	\$ 42,613
Ethnic Population:	White 95.7%		Black 2.1%		Asian 1.2%		Hispanic 1.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		13	12	15	7	22
Tot 12+	1.7		76.3	75.6	78.0	6.6	84.6
Avg 12+	0.9		5.9	6.3	5.2	0.9	3.8
Tot LCS	2.0		90.2	89.4	92.2	7.8	100.0
Avg LCS	1.0		6.9	7.4	6.1	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

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KOMG	Ozark	C2	92.9	50.0	492	f	Mid-West Family Bcst	95	9912	3,000		AC	575	1.32	2.3	0.7	1.4	2.3	1.7	1.4	0.0	0.5	0.0
KTTS	Springfield	C	94.7	100.0	1102	d	Journal Bcst Group	48	9906		g1	Country	2,525	1.26	10.6	12.0	14.0	12.6	6.2	10.3	10.3	12.4	14.4
KTOZ	Pleasant Hope	C2	95.5	44.0	522	e	Clear Channel Comm	94	0010		g2	Rock AC	1,000	0.98	5.4	9.1	4.9	5.4	4.2	6.4	7.2	7.8	5.8
KSPW	Sparta	C2	96.5	50.0	492	d	Journal Bcst Group	89	9906		g1	CHR	500	0.47	5.6	6.1	6.6	6.9	3.1	5.0	3.9	1.8	4.0
KXUS	Springfield	C1	97.3	100.0	581	e	Clear Channel Comm	69	0010		g2	Clsc Rock	1,200	1.20	5.3	5.2	6.0	4.6	4.8	5.6	5.4	3.9	3.7
KWTO	Springfield	C1	98.7	100.0	551	c	Meyer Comm Inc	67	9501	1,880	c1	Sports	500	1.02	2.6	2.7	3.2	1.7	2.8	1.7	2.9	1.6	2.8
KADI	Republic	A	99.5	6.0	328		Vision Comm (MO)	90	0008	550		ChrsContem	525	1.21	2.3	1.7	2.6	1.7	2.3	2.2	2.4	2.6	1.8
• KGMV	Aurora	C2	100.5	33.0	600	e	Clear Channel Comm	68	0010		g2	Country	2,225	1.28	9.2	7.9	5.7	8.3	7.9	7.5	7.5	8.0	5.2
KTXR	Springfield	C	101.3	100.0	1181	c	Meyer Comm Inc	62				Easy	1,200	0.89	7.1	6.1	5.2	7.2	5.4	3.6	4.8	4.4	5.8
KQRA	Brookline	A	102.1	4.9 cp	361		Mid-West Family Bcst	02				Alternative				0.0	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	Wilks Bcstg LLC	94	0104	6,000	d1	Rock	800	0.74	5.7	4.2	5.4	4.3	5.7	6.4	4.7	3.9	4.0
KKLH	Marshfield	C2	104.7	34.0	594	f	Mid-West Family Bcst	79	9607	1,800		Clsc Rock	900	0.79	6.0	4.9	3.7	4.3	6.2	3.1	4.4	4.7	4.0
KOSP	Willard	C2	105.1	50.0	492	f	Mid-West Family Bcst	92				Oldies	1,075	1.07	5.3	4.4	6.3	4.3	5.1	4.7	3.0	4.1	5.2
KGBX	Nixa	C2	105.9	38.0	558	e	Clear Channel Comm	42	0010		g2	AC	2,800	1.56	9.5	10.8	10.9	10.6	6.2	7.8	10.5	9.1	9.8
KHTO	Mount Vernon	C3	106.7	17.5 cp	394	a	Wilks Bcstg LLC	93	0104		d1	CHR	1,025	0.73	7.4	2.2	2.0	4.9	8.2	8.7	7.4	9.1	7.3
# FM Stations - 15 # Combos - 13														FM TOTALS									
														84.3	78.0	77.9	79.1	69.8	74.4	74.4	73.9	73.8	

AM Stations

Calls	City of License	FCC Class	Power (kW)	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KWTO	Springfield	B	560	5.0	4.00	c	Meyer Comm Inc	33	9501		c1	Talk	1,425	1.03	7.3	4.4	4.0	4.6	8.2	3.1	4.2	4.7	5.5
• KTOZ	Springfield	D	1060	0.5	0.00		Entertainment Ntwk	72	9406	35	1	MOR	25		0.8	0.7	0.0	0.9	0.6	0.6	0.5	1.0	0.0
KSGF	Springfield	B	1260	5.0	5.00	d	Journal Bcst Group	42	9906		g1	News/Talk	250	0.22	6.1	0.5	2.3	4.3	6.5	5.0	4.9	3.9	2.8
KIDS	Springfield	C	1340	1.0	1.00		Thirteen Forty Prod	49	0006	140		Black Gospl	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	300	0.99	1.6	1.0	0.9	1.1	1.7	0.0	1.2	0.8	0.6
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	1	Talk/Info				0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
# AM Stations - 7 # Combos - 4														AM TOTALS									
AM & FM Stations Profiled - 22 # Duopolies - 7														Total Local Commercial Share									
														15.8	6.6	7.2	10.9	17.0	8.7	10.8	10.4	10.1	
														84.6	85.1	90.0	86.8	83.1	85.2	84.3	83.9		

Docket 80-90 Allocations: 102.1, A, Brookline

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 145

Revenue Rank: 256

Ann Arbor, MI Market Overview



Metro Counties / Population (000)

Washtenaw, MI	325.9
	325.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$4,400	\$4,600	\$4,800	\$4,900	\$5,400	\$4,900	2.2%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-9.3%	\$5,200	\$5,500	\$5,900	\$6,200	\$6,600	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$0.75/1,000	2006 \$0.74/1,000	Est. Breakout			
Revenue/Capita	\$14.90	\$15.04	\$19.16	Local	85%		
				National	15%		

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	295.3	325.9	2.0%	325.9	344.5	1.1%
Households	108.9	123.8	2.6%	123.8	133.7	1.6%
Retail Sales	NA ^{1/}	6,539.6	NA ^{1/}	6,539.6	8,969.9	6.5%
EBI ^{2/}	5,455.8	7,643.4	7.0%	7,643.4	10,021.1	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	161.5	25.6	11.3	27.9	26.7	27.9	21.5	20.6
Women (000)	164.4	24.5	10.8	27.7	25.3	28.4	21.5	26.3
Total	325.9	50.1	22.1	55.6	52.0	56.3	43.0	46.9
Percentage	100.0%	15.4%	6.8%	17.1%	16.0%	17.3%	13.2%	14.4%
Per Capita	\$ 23,453			Median Household	\$ 51,493		Avg Household	\$ 61,740
Ethnic Population:	White	79.3%	Black	13.0%	Asian	7.0%	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+	2.6	3.9		6.5	6.5	3.9	10.4
Avg 12+	2.6	3.9		3.3	3.3	0.8	1.5
Tot LCS	25.0	37.5		62.5	62.5	37.5	100.0
Avg LCS	25.0	37.5		31.3	31.3	7.5	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	2001 Est Revenue (000) ^{1/}	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WWWW	Ann Arbor	B	102.9	42.0	499	a	Clear Channel Comm	62	0008		sw	Country	1,600	1.18	27.7	3.9	5.9	4.7	1.9	2.4	2.3	2.0	1.2
WQKL	Ann Arbor	A	107.1	3.0	289	a	Clear Channel Comm	67	0008		sw	AC	1,750	1.03	34.8	2.6	3.3	3.6	4.5	4.9	5.6	2.9	5.3
# FM Stations -				2	# Combos -				2	FM TOTALS				62.5	6.5	9.2	8.3	6.4	7.3	7.9	4.9	6.5	

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	2001 Est Revenue (000) ^{1/}	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• WDEO	Ypsilanti	B	990	9.2	0.25	Ave Marie Found	62	9909	2,500		News/Talk	200		12.0	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	875	1.49	12.0	2.3	1.5	1.5	1.3	1.2	1.7	1.4	0.9
• WHNE	Saline	D	1290	0.5	0.03	a	Clear Channel Comm	58	0008		sw	Oldies			12.0	0.0	0.0	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		12.0	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	a	Clear Channel Comm	47	0108 p	2,000		FullService	425	0.34	25.5	1.6	3.3	2.4	3.5	2.1	2.4	3.5	2.8
# AM Stations -				5	# Combos -				3	AM TOTALS				37.5	3.9	4.8	3.9	4.8	3.3	4.1	4.9	3.7	
AM & FM Stations Profiled -				7	# Duopolies -				2	Total Local Commercial Share					10.4	14.0	12.2	11.2	10.6	12.0	9.8	10.2	

• Indicates a change since last edition

^{1/} See introduction section for interpretation of revenue estimates.

Metro Rank: 146

Revenue Rank: 124

Tyler - Longview, TX Market Overview



Metro Counties / Population (000)

Cherokee, TX	47.1
Gregg, TX	111.9
Smith, TX	176.5

335.5

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$13,000	\$13,100	\$12,900	\$14,600	\$15,300	\$15,600
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	2.0%	\$16,500	\$17,500	\$18,700	\$19,800	\$21,100	6.2%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$2.58/1,000	\$2.63/1,000	Local	85%		
Revenue/Capita	\$41.51	\$46.50	\$59.67	National	15%		

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

MSA Population	1996	2001	Growth Rate	2001	2006	Growth Rate
		313.2	335.5	1.4%	335.5	353.6
Households	117.8	128.1	1.7%	128.1	137.6	1.4%
Retail Sales	NA ^{1/}	6,036.9	NA ^{1/}	6,036.9	8,018.9	5.8%
EBI ^{2/}	4,375.9	5,580.0	5.0%	5,580.0	7,198.5	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	162.5	30.6	14.9	14.8	21.1	24.5	22.6	34.0
Women (000)	173.0	29.6	14.3	14.2	20.7	25.1	23.9	45.2
Total	335.5	60.1	29.3	29.1	41.8	49.6	46.5	79.1
Percentage	100.0%	17.9%	8.7%	8.7%	12.5%	14.8%	13.9%	23.6%
Per Capita	\$ 16,632	Median Household		\$ 34,021	Avg Household		\$ 43,559	
Ethnic Population:	White 79.1%	Black 19.2%	Asian 0.8%	Hispanic 11.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	12	18	10	28
Tot 12+	0.0		66.6	64.5	66.6	6.8	73.4
Avg 12+	0.0		3.9	5.4	3.7	0.7	2.6
Tot LCS	0.0		90.7	87.9	90.7	9.3	100.0
Avg LCS	0.0		5.3	7.3	5.0	0.9	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KDOK	Tyler	C3	92.1	9.6	443	e	Citadel Comm Corp	75	0004		g1	Oldies	1,000	1.21	5.3	2.4	4.2	4.0	3.6	5.5	6.2	4.1	4.1	
KTYL	Tyler	C1	93.1	82.0	938	c	Clear Channel Comm	66	0008		g	Oldies	700	0.64	7.0	4.5	6.6	5.3	4.7	6.3	6.1	8.1	3.5	
KFRO	Gilmer	C3	95.3	5.9	666	d	Waller Bcstg Inc	80	0011		d1	Oldies	250	0.76	2.1	1.8	1.5	1.3	1.7	1.6	2.1	3.0	2.7	
KKTX	Kilgore	C2	96.1	32.0	620	c	Clear Channel Comm	76	0008		g	Clsc Rock	1,100	0.74	9.5	4.7	4.2	6.0	7.5	3.7	3.7	5.3	4.3	
KOYE	Frankston	C2	96.7	50.0	492	d	Waller Bcstg Inc	70	0011	793		Mexican				5.5	2.7	0.0	0.0	0.0	0.0	0.0	0.0	
KWRW	Rusk	C3	97.7	14.5	407	f	Whitehead, E.H.		81			Oldies	200	0.99	1.3	0.5	0.0	1.0	0.8	0.0	0.0	0.5	0.0	
KYYK	Palestine	C2	98.3	50.0	492	a	Community Bcst	76	0204 p	610		Country			0.5	0.0	0.0	0.8	0.0	0.0	0.0	0.5	0.0	
KIXK	White Oak	C2	99.3	34.0 cp	541	b	Reynolds, Kenneth		02			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KPXI	Overton	C3	100.7	8.1 cp	571		Salem Comm Corp	61	0103		sw	Chrst/Talk	25			0.0	0.0	0.0	0.0	0.0	1.0	0.5	0.0	
KNUE	Tyler	C	101.5	100.0	1073	c	Clear Channel Comm	64	0008		g	Country	1,900	1.18	10.3	5.8	7.2	7.8	6.9	6.1	8.1	12.9	11.6	
KLJT	Jacksonville	C2	102.3	50.0	492	d	Waller Bcstg Inc	95	0207 p			ChrsContem	300	0.96	2.0	1.6	0.9	1.8	1.1	1.1	0.9	0.0	0.0	
KBLZ	Winona	C3	102.7	9.3	532	b	Reynolds, Kenneth		99			Urban/Rhym	1,000	0.37	17.5	10.6	8.1	10.6	14.1	10.3	3.0	0.0	0.0	
• KZEY	Marshall	A	103.9	1.9	423		Hanszen Bcst Group	77	0209		g	Country	50		0.7	0.0	0.0	1.0	0.0	1.3	0.8	0.8	1.6	
KKUS	Tyler	C2	104.1	50.0	492	d	Waller Bcstg Inc	90	0011		na	Country	650	0.89	4.7	5.5	3.9	4.0	2.8	3.4	3.2	2.5	1.9	
KYKX	Longview	C	105.7	100.0	1155	d	Waller Bcstg Inc	63	0107		na	Country	2,600	1.81	9.2	4.7	4.5	5.8	7.2	7.9	6.1	5.1	5.9	
KOOI	Jacksonville	C	106.5	100.0	1467	d	Waller Bcstg Inc		67			Soft Rock	2,800	1.83	9.8	9.5	11.0	10.1	4.2	5.3	7.4	5.6	9.5	
KAZE	Ore City	C3	106.9	8.2	502	b	Reynolds, Kenneth	91	9612	28		Urban/RhyBl			2.2	3.2	3.6	1.8	1.4	1.6	0.0	0.0	0.0	
KISX	Whitehouse	C2	107.3	50.0	486	c	Clear Channel Comm	82	0008		g	CHR	1,700	1.16	9.4	6.3	6.6	7.3	6.1	8.4	9.5	7.6	12.7	
# FM Stations -					18	# Combos -					16	FM TOTALS				91.5	66.6	65.0	68.6	62.1	62.5	58.1	56.5	57.8

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KTBB	Tyler	B	600	5.0	2.50	e	Citadel Comm Corp	47	0004		g1	Nws/Tlk/Spt	600	0.67	5.7	5.0	5.4	4.5	3.6	3.9	5.8	4.3	6.2	
• KZEY	Tyler	D	690	1.0	0.09		Community Bcst	58	9307	150		Urban	200	0.51	2.5	0.5	2.1	1.8	1.7	2.6	3.6	5.1	4.9	
• KOFY	Gilmer	D	1060	10.0	0.00	a	Community Bcst	73	0105			Spanish	100			0.0	0.0	0.0	0.0	0.0	1.8	0.5	0.5	
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	
• KGLD	Tyler	D	1330	1.0	0.08	e	Citadel Comm Corp	61	0004		g1	Oldies	100			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 Bcstg Inc	35	0011		na	Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	
KEBE	Jacksonville	C	1400	1.0	1.00	d	Waller Bcstg Inc	47	5811			FullService				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	Citadel Comm Corp	47	0004		g1	News/Talk	200			1.3	0.9	0.0	0.0	0.8	0.8	1.0	0.5	
KYZS	Tyler	C	1490	1.0	1.00	e	Citadel Comm Corp	30	0004		g1	Sprts/Talk	150		0.3	0.0	0.0	0.5	0.0	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	
# AM Stations -					10	# Combos -					9	AM TOTALS				8.5	6.8	8.4	6.8	5.3	7.3	12.0	10.9	12.9
AM & FM Stations Profiled -					28	# Duopolies -					10	Total Local Commercial Share				73.4	73.4	75.4	67.4	69.8	70.1	67.4	70.7	

Docket 80-90 Allocations: 97.3, C2, Longview

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Competitive Overview

Some stations also rated in Dothan.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)										
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998			
WLWI	Montgomery	C	92.3	100.0	1096	b	Cumulus Bcstg Inc	69	9807		g2	Country	4,050	1.50	15.0	13.5	10.7	13.5	10.2	11.1	14.4	13.1	13.1		
WXFX	Prattville	C2	95.1	50.0	476	b	Cumulus Bcstg Inc	77	0105	10,000	d2	Clsc Rock	1,650	1.26	7.3	6.3	5.0	5.3	6.3	7.1	4.6	3.9	4.4		
WQKS	Montgomery	A	96.1	0.9	820	c	Montgomery Bcst Prop	90				1	Clsc Hits	600	0.98	3.4	3.1	3.0	3.3	2.1	2.8	1.9	2.2		
WMCZ	Millbrook	A	97.1	1.3	702	a	Clear Channel Comm	92	0008		g	R&BOd/UrbA	1,500	0.98	8.5	6.0	5.2	5.8	7.6	5.8	5.2	5.8	6.3		
WJWZ	Wetumpka	A	97.9	3.0	328	c	Montgomery Bcst Prop	98				1	Urban	450	0.21	11.8	6.5	8.2	9.8	8.9	6.6	8.2	8.2	9.0	
WBAM	Montgomery	C1	98.9	100.0	981	b	Deep South Bcstg Co	61	7809		1	Top 40	725	1.03	3.9	3.9	3.0	3.0	3.1	3.7	3.4	5.3	7.5		
WAOQ	Brantley	A	100.3	6.0	328		Alatron Corp Inc	00				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WHHY	Montgomery	C0	101.9	100.0	1096	b	Cumulus Bcstg Inc	62	0105		d2	Top 40	900	0.82	6.1	3.9	3.2	3.8	5.8	5.8	5.9	5.8	3.1		
WMXS	Montgomery	C	103.3	100.0	1096	b	Cumulus Bcstg Inc	61	9807		g2	AC	1,625	1.27	7.1	5.3	5.7	5.8	5.5	5.3	3.9	5.3	5.3		
WQLD	Luverne	C1	104.3	13.5	1831	a	Clear Channel Comm	97	0008		g	Oldies	1,200	1.31	5.1	3.9	3.2	3.0	5.0	5.5	3.1	4.6	4.8		
WZHT	Troy	C	105.7	100.0	1831	a	Clear Channel Comm	73	0008		g	Urban	4,150	1.37	16.8	14.9	13.9	14.0	12.6	14.2	10.8	14.0	13.8		
# FM Stations -					11	# Combos -					9	FM TOTALS					85.0	67.3	61.1	67.3	67.1	67.2	62.3	67.9	69.5

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
• WMSP	Montgomery	B	740	10.0	0.17	b	Cumulus Bcstg Inc	53	9807		g2	Sports	300	0.79	2.1	1.7	2.0	2.0	1.3	2.1	1.9	3.1	1.7		
• WMGY	Montgomery	D	800	1.0	0.00		GHB Bcstg	46	7507			Christian	100	0.56	1.0	1.0	0.7	0.8	0.8	0.5	0.7	1.0	0.5		
• WNZZ	Montgomery	D	950	1.0	0.04	b	Cumulus Bcstg Inc	53	9807		g2	Adlt Sndrd	50	0.12	2.3	2.4	1.7	1.8	1.8	1.8	2.1	2.7	1.7		
WACV	Montgomery	B	1170	10.0	1.00	c	Montgomery Bcst Prop	39	9306	125	1	Nws/Tlk/Spt	400	0.74	3.0	2.9	2.5	2.3	2.4	1.8	5.9	3.9	4.6		
• WAPZ	Wetumpka	D	1250	5.0	0.08		Darity Bcstg Corp	54	8006	295		Gsp/R&B/Ur	150	0.46	1.8	1.4	1.2	1.3	1.6	1.1	1.4	1.7	1.2		
WIQR	Prattville	B	1410	5.0	1.00		Star Power Comm	69	0103	167		Talk				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			2.1	1.7	1.5	1.5	1.8	1.6	0.9	0.0	0.7		
WXVI	Montgomery	B	1600	5.0	1.00		Sunshine 16 Radio	47	9411	225		Gospel	150	0.30	2.8	1.7	2.5	1.8	2.6	2.4	4.7	2.9	4.4		
# AM Stations -					8	# Combos -					4	AM TOTALS					15.1	12.8	12.1	11.5	12.3	11.3	17.6	15.3	14.8
AM & FM Stations Profiled -					19	# Duopolies -					6	Total Local Commercial Share					80.1	73.2	78.8	79.4	78.5	79.9	83.2	84.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 148

Revenue Rank: 241

Newburgh-Middletown, NY Market Overview



Metro Counties / Population (000)

Orange, NY	343.9
	343.9

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$5,100	\$5,500	\$5,200	\$6,000	\$5,200	\$5,500
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	5.8%	\$5,800	\$6,200	\$6,600	\$7,000	\$7,400	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$1.35/1,000	2006 \$1.67/1,000	Est. Breakout			
Revenue/Capita	\$15.78	\$15.99	\$20.58	Local	80%		
				National	20%		

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	323.2	343.9	1.2%	343.9	359.5	0.9%
Households	105.3	114.8	1.7%	114.8	121.3	1.1%
Retail Sales	NA ^{1/}	4,059.9	NA ^{1/}	4,059.9	4,443.4	1.8%
EBI ^{2/}	4,685.8	5,980.8	5.0%	5,980.8	6,998.9	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	173.1	33.6	15.7	17.2	24.1	29.6	25.0	27.8
Women (000)	170.8	32.0	14.1	13.6	22.9	28.7	24.0	35.5
Total	343.9	65.6	29.7	30.9	47.0	58.3	49.0	63.3
Percentage	100.0%	19.1%	8.6%	9.0%	13.7%	17.0%	14.3%	18.4%
Per Capita	\$ 17,391		Median Household	\$ 46,327		Avg Household	\$ 52,097	
Ethnic Population:	White 88.3%	Black 9.1%	Asian 1.8%	Hispanic 12.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	3		6	10	5	15
Tot 12+	14.9	25.9		37.0	40.8	0.0	40.8
Avg 12+	2.1	8.6		6.2	4.1	0.0	2.7
Tot LCS	36.5	63.5		90.7	100.0	0.0	100.0
Avg LCS	5.2	21.2		15.1	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 Poughkeepsie and Westchester.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WRRV	Middletown	A	92.7	6.0 cp	269	b	Cumulus Bcstg Inc	66	0203		g2	Alternative	1,800	2.58	12.7	6.0	5.1	7.3	4.7	4.1	5.8	5.4	5.3		
WTSX	Port Jervis	A	96.7	3.0	299	d	Clear Channel Comm	70	0108 p	3,000	c1	Oldies	1,000		3.1	0.5	1.0	0.5	2.4	0.9	0.0	1.0	1.0		
WZAD	Wurtsboro	A	97.3	0.6	719	b	Cumulus Bcstg Inc	91	0203		g2	Oldies			4.6	1.5	1.5	2.5	1.8	3.2	3.7	1.5	1.3		
WCZX	Hyde Park	A	97.7	0.3	1030	b	Cumulus Bcstg Inc	70	0203			Oldies	n/a		5.1	2.3	3.4	3.5	1.3	1.8	3.7	5.4	3.3		
WSUL	Monticello	A	98.3	2.2	535		Reynolds Comm Inc	77				Hot AC				0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0		
WFKP	Ellenville	A	99.3	0.1	1631		Clear Channel Comm	70	0008	See (160)		CHR	n/a		4.7	1.8	2.2	1.8	2.6	1.8	0.7	2.0	1.3		
WHUD	Peekskill	B	100.7	50.0	499	a	Pamal Broadcasting	58	9701	See (60)		AC	n/a		20.5	7.3	8.0	9.1	10.2	9.2	10.0	7.6	9.3		
WPDH	Poughkeepsie	B	101.5	4.4	1539	b	Cumulus Bcstg Inc	62	0203			Clsc Rock	n/a		14.8	7.3	5.4	6.3	7.6	6.2	5.0	8.6	7.0		
WGNV	Newburgh	A	103.1	6.0	279	c	Sunrise Bcstg Corp	66	9007		st	Hot AC	750	2.10	6.5	2.8	2.4	3.5	2.6	3.7	4.4	4.4	3.0		
WSPK	Poughkeepsie	B	104.7	7.4	1250	a	Pamal Broadcasting	47	9711	See (160)		CHR	n/a		27.6	11.3	12.4	13.1	12.9	11.8	15.4	12.3	12.5		
# FM Stations -					10	# Combos -					8	FM TOTALS					99.6	40.8	41.9	47.6	46.1	42.7	48.7	48.2	44.0

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
• WTBO	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	News				0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0		
WALL	Middletown	C	1340	1.0	1.00	b	Cumulus Bcstg Inc	42	0203		g2	Sports	50		0.5	0.0	0.0	0.0	0.5	0.0	1.1	0.7	0.0		
WDLC	Port Jervis	C	1490	1.0	1.00	d	Clear Channel Comm	53	0108 p		c1	Oldies	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					5	# Combos -					3	AM TOTALS					0.5	0.0	0.0	0.0	0.5	0.0	1.1	1.9	0.0
AM & FM Stations Profiled -					15	# Duopolies -					4	Total Local Commercial Share					40.8	41.9	47.6	46.6	42.7	49.8	50.1	44.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 149

Revenue Rank: 135

Salisbury-Ocean City, MD Market Overview



Metro Counties / Population (000)

Somerset, MD	24.8
Wicomico, MD	85.4
Worcester, MD	47.4
Sussex, DE	159.9
Total	317.5

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$14,600	\$13,400	\$13,400	\$14,000	\$14,900	\$14,100	-0.8%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.4%	\$14,800	\$15,500	\$16,100	\$17,100	\$18,200	5.3%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$2.95/1,000	\$3.40/1,000	Local	75%		
Revenue/Capita	\$54.01	\$44.41	\$53.51	National	14%		

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	270.3	317.5	3.3%	317.5	340.1	1.4%
Households	103.9	122.8	3.4%	122.8	133.7	1.7%
Retail Sales	NA ^{1/}	4,772.6	NA ^{1/}	4,772.6	5,349.9	2.3%
EBI ^{2/}	3,489.4	4,806.3	6.6%	4,806.3	5,888.6	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	154.8	25.7	12.0	13.7	20.7	24.1	21.8	36.8
Women (000)	162.7	24.7	11.7	13.6	19.4	23.7	22.9	46.7
Total	317.5	50.5	23.7	27.3	40.1	47.8	44.7	83.5
Percentage	100.0%	15.9%	7.5%	8.6%	12.6%	15.0%	14.1%	26.3%
Per Capita	\$ 15,138							
				Median Household	\$ 31,852		Avg Household	\$ 39,139
Ethnic Population:	White	78.2%	Black	19.9%	Asian	1.2%	Hispanic	3.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	22	7		16	29	8	37
Tot 12+	43.6	30.1		64.9	73.7	5.1	78.8
Avg 12+	2.0	4.3		4.1	2.5	0.6	2.1
Tot LCS	55.3	38.2		82.4	93.5	6.5	100.0
Avg LCS	2.5	5.5		5.1	3.2	0.8	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 Wilmington, DE.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
• WLBW	Fenwick Islan	A	92.1	3.0	469	d	Clear Channel Comm	94	0008		sw	Oldies			2.8	3.3	2.2	2.8	1.7	2.4	2.4	1.9	2.8		
WXMD	Pocomoke City	A	92.5	3.0	472	b	Delmarva Bcstg Co	00	0011	425	cp	Rock AC			0.6	0.8	0.7	1.0	0.0	0.0	0.0	0.0	0.0		
WGMD	Rehoboth Beach	A	92.7	4.5	308		Resort Bcstg Co	75	8007			Nws/Tlk/Inf	900	1.39	4.6	2.0	2.5	2.6	4.5	3.2	2.7	2.9	3.9		
WZBH	Georgetown	B1	93.5	11.0	486	a	Great Scott Bcstg	69				AOR	900	0.87	7.3	7.0	6.1	5.6	5.8	10.3	6.4	6.4	7.3		
WINX	Cambridge	A	94.3	4.6	361		CWA Broadcasting Inc	00			2	Christian				0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0		
WRDX	Dover	B	94.7	50.0	377	c	Clear Channel Comm	56	0008			Clsc Rock	n/a		1.1	0.8	1.0	1.0	0.8	0.8	0.9	1.6	1.1		
WQJH	Laurel	A	95.3	6.0	328	a	Great Scott Bcstg	91	9803	1,500		Rhythm/Blue	300	0.63	3.4	1.0	3.4	2.8	2.5	2.7	2.2	1.1	2.2		
WOSC	Bethany Beach	B1	95.9	19.0	377	d	Clear Channel Comm	58	0008		sw	Rock	400	0.71	4.0	2.5	3.9	3.8	2.5	2.4	3.1	2.7	3.1		
WBey	Crisfield	A	96.9	2.8	404		Bay Bcstg Inc	95			1	Country	100		0.8	0.8	1.0	0.5	0.8	0.5	0.0	0.8	0.0		
WQJZ	Ocean Pines	A	97.1	4.6	374	b	Delmarva Bcstg Co	94	9708		d2	Jazz	300	1.25	1.7	0.5	1.2	0.8	1.9	1.9	2.5	2.4	2.0		
WICO	Salisbury	A	97.5	4.5	299	b	Delmarva Bcstg Co	69	9708		d2	Country	1,400	2.76	3.6	3.0	2.9	2.6	3.1	2.9	3.7	3.2	3.9		
WAFL	Milford	A	97.7	3.0	328	b	Delmarva Bcstg Co	73	9708		d2	AC	1,800		1.2	1.5	1.5	0.8	1.1	1.3	1.6	1.9	1.7		
• WOCM	Selbyville	A	98.1	3.0	469		Irie Radio Inc	93	0208 p	1,078		AAA	25			1.3	1.7	0.0	0.0	0.0	0.0	0.8	0.0		
WGBG	Seaford	A	98.5	6.0	322	a	Great Scott Bcstg	72	9805	1,200	c1	Clsc Hits	300	0.59	3.6	3.0	3.2	2.8	2.8	2.9	3.0	2.7	2.2		
WSBY	Salisbury	A	98.9	6.0	325	d	Clear Channel Comm	89	0008		sw	Urban AC	400	0.36	7.8	4.0	4.4	5.1	7.0	8.8	0.4	0.3	0.8		
WWFG	Ocean City	B	99.9	38.0 cp	469	d	Clear Channel Comm	78	0008		sw	Country	1,600	1.06	10.7	7.5	7.6	9.0	7.8	8.0	8.0	9.4	9.3		
WAAI	Hurlock	A	100.9	1.3	502	e	MTS Broadcasting	89	9701		g	Country				0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0		
• WXPZ	Milford	A	101.3	3.0	328		Delmarva Bcstg Co	90	0209 p	1,600		ChrsContem	500	1.48	2.4	0.8	1.0	1.8	1.9	0.5	0.9	1.6	1.4		
WZEB	Ocean View	A	101.7	3.3	446	a	Great Scott Bcstg	86	9806	1,500		Clsc Hits	150		0.8	2.5	2.2	0.5	0.8	0.5	1.9	1.1	1.4		
WOLC	Princess Anne	B	102.5	50.0	499		Maranatha Inc	76			2	Christian	300	0.56	3.8	2.5	3.9	2.8	3.1	2.7	2.9	2.4	2.2		
WJNE	Bethany Beach	A	103.5	1.5	479	a	Great Scott Bcstg	95				Lite Rock	200	0.95	1.5	2.3	1.0	1.0	1.4	0.8	0.9	1.3	0.8		
WOÇQ	Berlin	A	103.9	6.0	328	a	Great Scott Bcstg	81	9712	2,800		Top 40	800	0.41	13.8	9.3	9.6	14.1	7.8	9.0	14.4	11.3	12.6		
• WQHQ	Ocean	B	104.7	33.0	610	d	Clear Channel Comm	65	0008		sw	AC	1,900	1.33	10.1	9.0	9.3	7.7	8.1	7.2	8.3	7.2	6.5		
WLvw	Salisbury	A	105.5	2.1	384	d	Clear Channel Comm	82	0008		sw	Oldies	500	1.14	3.1	2.5	1.5	2.6	2.2	2.4	2.3	2.4	2.8		
WXJN	Lewes	A	105.9	6.0	328	b	Delmarva Bcstg Co	92	9708		d2	Country			3.8	3.5	2.5	2.6	3.3	2.7	3.5	3.5	2.8		
WKHW	Pocomoke City	A	106.5	1.8	341	a	Great Scott Bcstg	92	9909		g	Clsc Rock	100		0.7	0.5	0.0	0.5	0.6	0.0	0.7	1.1	0.6		
WRXS	Ocean City	A	106.9	4.5 cp	384		Atlantic Radio Bcstg	94	9805	360		CHR	350	2.26	1.1	0.5	1.0	1.0	0.8	0.8	1.1	0.5	0.8		
WTDK	Federalburg	A	107.1	3.9	407	e	MTS Broadcasting	78	9701		g	Oldies	150		0.4	0.5	0.7	0.0	0.6	0.5	0.6	0.8	1.4		
WKHI	Fruitland	B1	107.5	18.5 cp	338	a	Great Scott Bcstg	72	9909		g	Lite Rock				0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					29	# Combos -					21	FM TOTALS					94.7	73.7	76.0	75.8	72.9	77.1	75.2	71.3	73.6

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 149

Revenue Rank: 135

Salisbury-Ocean City, MD Market Overview



Metro Counties / Population (000)

Somerset, MD	24.8
Wicomico, MD	85.4
Worcester, MD	47.4
Sussex, DE	159.9
Total	317.5

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$14,600	\$13,400	\$13,400	\$14,000	\$14,900	\$14,100
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.4%	\$14,800	\$15,500	\$16,100	\$17,100	\$18,200	5.3%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.95/1,000	\$3.40/1,000	Local 75%
Revenue/Capita	\$54.01	\$44.41	\$53.51	National 14%

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	270.3	317.5	3.3%	317.5	340.1	1.4%
Households	103.9	122.8	3.4%	122.8	133.7	1.7%
Retail Sales	NA ^{1/}	4,772.6	NA ^{1/}	4,772.6	5,349.9	2.3%
EBI ^{2/}	3,489.4	4,806.3	6.6%	4,806.3	5,888.6	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	154.8	25.7	12.0	13.7	20.7	24.1	21.8	36.8
Women (000)	162.7	24.7	11.7	13.6	19.4	23.7	22.9	46.7
Total	317.5	50.5	23.7	27.3	40.1	47.8	44.7	83.5
Percentage	100.0%	15.9%	7.5%	8.6%	12.6%	15.0%	14.1%	26.3%
Per Capita	\$ 15,138							
				Median Household	\$ 31,852		Avg Household	\$ 39,139
Ethnic Population:	White	78.2%	Black	19.9%	Asian	1.2%	Hispanic	3.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	22	7		16	29	8	37
Tot 12+	43.6	30.1		64.9	73.7	5.1	78.8
Avg 12+	2.0	4.3		4.1	2.5	0.6	2.1
Tot LCS	55.3	38.2		82.4	93.5	6.5	100.0
Avg LCS	2.5	5.5		5.1	3.2	0.8	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 Wilmington, DE.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• WDMV	Brinklow	B	540	1.0 cp	1.00		Birach Bcstg Corp	55			1	Nostalgia	50	0.35	1.0	0.0	0.0	0.5	1.1	0.8	1.3	0.5	0.0	
WJWL	Georgetown	B	900	10.5	1.08	a	Great Scott Bcstg	51	6104			Nostalgia	150	0.46	2.3	2.5	1.5	2.6	1.1	3.4	2.0	2.9	1.4	
• WYUS	Milford	D	930	0.5	0.00	b	Delmarva Bcstg Co	53	9708		d2	Spanish	100		0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTGM	Salisbury	B	960	5.0	5.00	d	Clear Channel Comm	40	0008		sw	Sprts/Talk	50		0.2	0.8	1.0	1.0	0.0	0.0	0.7	0.8	0.8	
WJWK	Seaford	B	1280	0.8	0.21	a	Great Scott Bcstg	55	9805		c1	Nostalgia			0.2	0.5	0.2	0.3	0.0	0.0	0.4	0.0	0.0	
• WICO	Salisbury	D	1320	1.0	0.03	b	Delmarva Bcstg Co	57	9708		d2	Talk/News	300	2.13	1.0	1.3	1.5	0.8	0.8	1.9	1.2	1.9	0.8	
• WJDY	Salisbury	D	1470	5.0	0.04	d	Clear Channel Comm	58	0008		sw	Gospel	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	
• WKHZ	Ocean City	B	1590	1.0	0.23		Radio Bcst Comm	60	0102	100		Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		8	# Combos -		6	AM TOTALS						5.1	5.1	4.2	5.2	3.0	6.1	5.6	6.1	3.6
				AM & FM Stations Profiled -		37	# Duopolies -		14	Total Local Commercial Share						78.8	80.2	81.0	75.9	83.2	80.8	77.4	77.2	

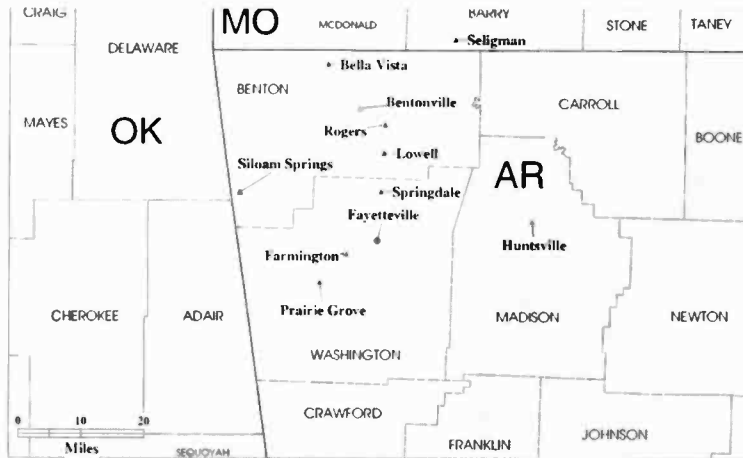
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 150

Revenue Rank: 158

Fayetteville, AR Market Overview



Metro Counties / Population (000)

Benton, AR	157.6
Washington, AR	161.0
Total	318.6

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

ESTIMATED GROSS REVENUES ★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$8,800	\$9,600	\$10,800	\$12,500	\$12,700	\$11,700	5.8%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
Gross Revenues	-7.9%	\$12,300	\$13,100	\$13,900	\$14,800	\$15,700	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.07/1,000	\$3.36/1,000	Local 90%
Revenue/Capita	\$34.55	\$36.72	\$43.77	National 10%

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	254.7	318.6	4.6%	318.6	358.7	2.4%
Households	98.6	125.6	5.0%	125.6	144.0	2.8%
Retail Sales	NA ^{1/}	3,806.4	NA ^{1/}	3,806.4	4,667.3	4.2%
EBI ^{2/}	3,520.2	5,440.7	9.1%	5,440.7	7,600.1	6.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	157.0	27.3	13.6	16.1	20.8	23.3	21.4	34.5
Women (000)	161.6	26.3	12.5	15.4	19.4	23.8	22.6	41.7
Total	318.6	53.5	26.1	31.5	40.2	47.1	44.1	76.2
Percentage	100.0%	16.8%	8.2%	9.9%	12.6%	14.8%	13.8%	23.9%
Per Capita	\$ 17,077			Median Household	\$ 38,799		Avg Household	\$ 43,318
Ethnic Population:	White 94.3%	Black 1.6%	Asian 2.0%				Hispanic 9.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		11	12	13	7	20
Tot 12+	8.0		65.4	73.4	73.4	5.1	78.5
Avg 12+	4.0		5.9	6.1	5.6	0.7	3.9
Tot LCS	10.2		83.3	93.5	93.5	6.5	100.0
Avg LCS	5.1		7.6	7.8	7.2	0.9	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 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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KKEG	Fayetteville	C3	92.1	7.6	532	c	Cumulus Bcstg Inc	64	9902	5,800	d2	AOR	1,200	2.50	4.1	2.7	3.2	4.8	1.6	1.5	3.8	3.7	3.5
KIGL	Seligman	C1	93.3	100.0	492	a	Clear Channel Comm	86	0008		g	Clsc Rock	600	0.59	8.7	6.8	6.1	5.4	8.4	8.3	8.0	6.7	6.7
KAMO	Rogers	C2	94.3	25.0	692	c	Cumulus Bcstg Inc	71	9901	6,525	d1	Oldies	350	0.64	4.7	5.2	2.6	4.2	3.2	5.8	3.0	4.6	4.2
KDAB	Prairie Grove	C2	94.9	21.0	761	c	Cumulus Bcstg Inc	93	0104	2,000		AC	400	0.95	3.6	1.9	2.0	2.7	2.9	0.6	0.0	3.4	3.8
KSEC	Bentonville	A	95.7	6.0	328		Bentonville Bcstg	02				NAC/SmJaz			2.5	0.0	0.0	0.0	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	400	0.80	4.3	4.1	4.6	3.9	2.9	6.1	5.3	3.7	6.7
KREB	Huntsville	C3	99.5	13.5	443	b	Butler Bcstg Co LLC	55	0002	1,500	d1	Mexican			0.0	0.0	0.0	0.0	0.6	0.9	0.0	0.3	
KMXF	Lowell	C2	101.9	23.0	709	a	Clear Channel Comm	92	0008		g	CHR	900	0.64	12.1	7.4	9.2	8.5	10.6	7.7	4.7	6.7	4.8
KKIX	Fayetteville	C1	103.9	100.0	482	a	Clear Channel Comm	66	0008		g	Country	2,050	1.23	14.3	14.2	13.9	12.4	10.0	14.1	11.6	12.2	21.2
KXNA	Springdale	A	104.9	2.8	486	b	Butler Bcstg Co LLC	68	0002		d1	New Rock	600	0.90	5.7	5.5	5.8	4.2	4.8	3.4	3.1	3.4	4.2
KMCK	Siloam Springs	C1	105.7	100.0	476	c	Cumulus Bcstg Inc	47	9901		d1	CHR	1,375	1.00	11.7	8.8	8.1	6.9	11.6	13.8	10.9	13.1	6.7
KBVA	Bella Vista	C2	106.5	37.0	568		Hendren Radio	91				Variety	600	0.56	9.2	5.5	6.9	7.6	6.8	7.4	6.0	8.5	5.8
KEZA	Fayetteville	C	107.9	100.0	1260	a	Clear Channel Comm	83	0008		g	Soft AC	2,100	1.48	12.1	8.8	8.4	10.0	9.0	7.4	8.2	12.2	10.3
# FM Stations - 13													# Combos - 11		FM TOTALS								
													90.5	73.4	70.8	70.6	71.8	76.7	65.5	78.2	78.2		

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KURM	Rogers	B	790	5.0	0.50	Kerm Inc	79				Nws/Tlk/Spt	225	0.87	2.2	1.6	2.0	1.5	1.9	2.1	2.8	1.8	0.6	
KFAY	Farmington	B	1030	10.0	1.00	c	Cumulus Bcstg Inc	46	9902		d2	Talk	500	0.87	4.9	1.9	3.5	3.3	4.5	2.8	2.8	2.1	3.5
• KREB	Bentonville-Bella	D	1190	2.5	0.00	b	Butler Bcstg Co LLC	79	0001	100		Sports			1.0	1.6	0.0	0.9	0.6	0.6	0.0	0.0	0.0
• KOFC	Fayetteville	D	1250	0.9	0.05		Disney, Wm & Martha	57	8711	135		Gosp/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KUOA	Siloam Springs	D	1290	5.0 cp	0.03		KUOA Inc	23	3303			Country	250			0.0	0.6	0.0	0.0	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			0.4	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
• KZRA	Springdale	D	1590	2.5	0.06	c	Cumulus Bcstg Inc	66	9901		d1	Spanish	100	0.85	1.0	0.0	0.0	0.0	1.6	0.0	2.1	0.0	0.0
# AM Stations - 7													# Combos - 4		AM TOTALS								
													9.5	5.1	6.1	5.7	9.2	5.5	7.7	3.9	4.1		
AM & FM Stations Profiled - 20													# Duopolies - 7		Total Local Commercial Share								
													78.5	76.9	76.3	81.0	82.2	73.2	82.1	82.3			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WRVC	Catlettsburg	A	92.7	2.4	532	b	KenMar Inc	72	9503	750	c2	Variety	700	1.45	3.9	2.1	2.6	3.1	3.2	2.1	2.4	2.3	2.6
WDGG	Ashland	C1	93.7	100.0	742	b	KenMar Inc	48	8712	1,900	c1	Country	1,425	1.53	7.5	7.9	6.7	6.1	6.0	6.7	5.9	4.5	8.4
WBVB	Coal Grove	A	97.1	3.0	472	c	Clear Channel Comm	90	0008		g	Oldies	400	0.53	6.1	6.0	4.2	5.5	4.4	5.5	4.8	3.7	2.9
WKEE	Huntington	B	100.5	53.0	561	c	Clear Channel Comm	57	0008		g	CHR	3,400	1.15	23.9	18.7	16.0	20.2	18.4	17.7	18.2	22.0	19.2
WRVY	Gallipolis	B	101.5	50.0	492	c	Legend Comm LLC	61	9810		g	Clsc Hits	400	0.79	4.1	2.4	2.9	3.4	3.2	1.8	2.6	1.4	2.3
WUGO	Grayson	A	102.3	4.8	364	d	Carter County Bcst	67				AC	200	0.85	1.9	1.2	1.6	1.2	1.9	3.7	1.8	2.0	2.0
WTCR	Huntington	B	103.3	50.0	492	c	Clear Channel Comm	66	0008		g	Country	2,950	1.30	18.3	14.5	17.3	14.4	15.2	15.6	14.1	17.5	18.0
WPAY	Portsmouth	C	104.1	100.0	1001	a	Braden, Ruth & Doug	48				Country	200	0.70	2.3	1.8	1.3	2.1	1.6	2.1	2.6	1.4	1.2
WKLC	St. Albans	B	105.1	3.6	1663	L	M. Communications	66	8002	See (174)		AOR	n/a		3.0	3.0	2.6	2.4	2.5	1.8	2.2	2.8	3.2
WLGC	Greenup	C3	105.7	12.5	466	e	Hometown Bcstg Inc	82				Country	450	1.34	2.7	1.8	1.9	2.1	2.2	2.4	2.5	2.3	2.6
WAMX	Milton	B1	106.3	1.7	1109	c	Clear Channel Comm	80	0008		g	Rock	925	0.70	10.6	9.4	7.3	8.6	8.6	8.0	8.3	8.7	6.7
WBKS	Ironton	A	107.1	3.0	125	c	Clear Channel Comm	73	0008		g	Clsc Rock	150	0.58	2.1	3.3	2.6	1.8	1.6	1.2	2.9	1.4	1.5
WEMM	Huntington	B	107.9	50.0	499	c	Mortenson Bcstg Co	71				Gospel	425	1.04	3.3	3.3	2.6	2.4	2.9	4.0	4.7	3.1	2.6
# FM Stations -					13	# Combos -					10	FM TOTALS		89.7	75.4	69.6	73.3	71.7	72.6	73.0	73.1	73.2	

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• WVHU	Huntington	D	800	5.0	0.19	c	Clear Channel Comm	47	0008		g	News/Talk	125	0.40	2.5	2.7	2.6	1.2	2.9	3.7	2.8	3.4	3.5
WRVC	Huntington	B	930	5.0	1.00	b	KenMar Inc	23	8712		c1	Talk	200	0.70	2.3	1.2	1.3	0.9	2.9	2.1	1.4	1.4	1.7
• WOKT	Cannonsburg	D	1040	2.5	0.00		WOKT Inc	87				Christian			0.4	0.0	0.6	0.6	0.0	0.6	0.9	0.0	0.0
WIRO	Ironton	C	1230	1.0	1.00	c	Clear Channel Comm	51	0008		g	News/Talk	75		0.4	0.3	0.3	0.0	0.6	0.9	0.6	0.8	0.0
• WCMI	Ashland	C	1340	0.7	0.70	b	KenMar Inc	35	9503	750	c2	Sports	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
• WGOH	Grayson	D	1370	5.0	0.02	d	Carter County Bcst	59				Country	100		0.8	0.6	1.0	0.0	1.3	0.0	1.5	1.1	0.9
• WPAY	Portsmouth	C	1400	1.0 cp	1.00	a	Braden, Ruth & Doug	35	5702			Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTCR	Kenova	B	1420	5.0	0.50	c	Clear Channel Comm	54	0008		g	ChrsContem	50	0.29	1.4	0.6	0.0	1.2	1.0	0.9	0.8	0.8	1.5
• WHRD	Huntington	D	1470	5.0	0.07	c	Concord Media Group	46	0102	200		Easy	150	0.48	2.5	2.1	1.6	3.4	0.6	0.0	0.0	0.0	0.0
• WLGC	Greenup	D	1520	5.0 cp	0.00	e	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	c	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 -					11	# Combos -					9	AM TOTALS		10.3	7.5	7.4	7.3	9.3	8.2	8.0	7.5	8.2	
AM & FM Stations Profiled -					24	# Duopolies -					6	Total Local Commercial Share			82.9	77.0	80.6	81.0	80.8	81.0	80.6	81.4	

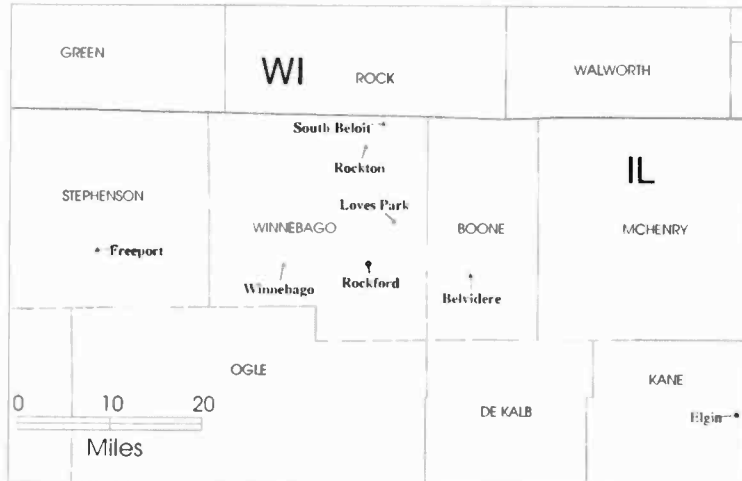
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 152

Revenue Rank: 135

Rockford, IL Market Overview



Metro Counties / Population (000)

Boone, IL	42.6
Winnebago, IL	280.3
Total	322.9

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$10,100	\$11,100	\$12,700	\$13,900	\$15,500	\$14,100
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-9.0%	\$15,300	\$16,200	\$16,800	\$17,900	\$19,000	6.2%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.38/1,000	\$4.00/1,000	Local	75%		
Revenue/Capita	\$33.40	\$43.67	\$57.01	National	25%		

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	302.4	322.9	1.3%	322.9	333.3
Households	115.0	124.2	1.6%	124.2	129.9	0.9%
Retail Sales	NA ^{1/}	4,177.0	NA ^{1/}	4,177.0	4,746.3	2.6%
EBI ^{2/}	4,460.3	5,841.1	5.5%	5,841.1	6,815.7	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	157.7	29.2	14.1	12.8	21.5	25.4	23.8	30.9
Women (000)	165.2	28.2	13.5	13.0	21.2	26.3	24.1	38.9
Total	322.9	57.4	27.6	25.8	42.7	51.6	47.9	69.9
Percentage	100.0%	17.8%	8.6%	8.0%	13.2%	16.0%	14.8%	21.6%
Per Capita	\$ 18,089	Median Household		\$ 40,337	Avg Household		\$ 47,030	
Ethnic Population:	White 87.7%	Black 9.8%	Asian 1.9%	Hispanic 7.9%				

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+	30.0	23.9		53.9	53.9	8.8	62.7
Avg 12+	6.0	12.0		7.7	7.7	2.2	5.7
Tot LCS	47.8	38.1		86.0	86.0	14.0	100.0
Avg LCS	9.6	19.1		12.3	12.3	3.5	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

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)											
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998				
WYHY	Winnebago	A	95.3	1.3	512	b	RadioWorks Inc	71	9409		g	Clsc Hits	2,400	1.15	14.8	7.5	6.7	8.8	8.3	15.1	5.8	6.5	6.6				
WKMQ	Loves Park	A	96.7	2.2 cp	551	a	Cumulus Bcstg Inc	64	0010			Oldies	675	0.54	8.9	4.9	3.7	5.6	4.7	0.0	0.0	0.0	0.0				
WZOK	Rockford	B	97.5	50.0	430	a	Cumulus Bcstg Inc	49	0010		g	Top40/CHR	3,000	1.13	18.9	14.8	15.7	12.6	9.4	11.0	16.2	14.2	12.9				
WXXQ	Freeport	B1	98.5	11.0	492	a	Cumulus Bcstg Inc	47	0010		g	Country	2,500	1.01	17.6	9.1	9.8	9.7	10.6	10.4	10.3	9.6	8.9				
WQFL	Rockford	A	100.9	2.7	489		First Assembly God	74	8006	590		ChrsContem	225	0.40	4.0	3.4	2.8	2.4	2.2	2.1	1.5	3.1	3.2				
WGFB	Rockton	A	103.1	1.2	525	b	RadioWorks Inc	63	9910		g5	AC	1,600	1.37	8.3	5.4	4.5	4.6	5.0	5.2	8.1	8.0	9.5				
WXRX	Belvidere	A	104.9	4.0	400	b	RadioWorks Inc	71	8908		c1	Clsc Rock	2,000	0.98	14.5	8.8	8.7	9.4	7.5	7.8	11.0	10.4	11.3				
# FM Stations -																7	# Combos -		6	FM TOTALS							
																87.0	53.9	51.9	53.1	47.7	51.6	52.9	51.8	52.4			

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)											
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998				
• WNTA	Rockford	D	1330	1.0	0.09	b	RadioWorks Inc	53	8908		c1	Nws/Tlk/Old	500	0.56	6.3	4.7	3.7	4.0	3.3	4.4	3.6	4.3	5.8				
• WTJK	South Beloit	B	1380	5.0	5.00		Good Karma Bcstg	48	0010	236		Sports	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8				
WROK	Rockford	B	1440	5.0	0.27	a	Cumulus Bcstg Inc	23	0010		g	News/Talk	1,125	1.19	6.7	4.1	4.2	3.5	4.2	3.1	5.3	4.1	5.0				
• WLUV	Loves Park	D	1520	0.5	0.01		Loves Park Bcstg Co	62				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
# AM Stations -																4	# Combos -		2	AM TOTALS							
																13.0	8.8	7.9	7.5	7.5	7.5	8.9	8.4	11.6			
AM & FM Stations Profiled -																11	# Duopolies -		3	Total Local Commercial Share							
																62.7	59.8	60.6	55.2	59.1	61.8	60.2	64.0				

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: 153

Revenue Rank: 153

Macon, GA Market Overview



Metro Counties / Population (000)

Bibb, GA	154.2
Houston, GA	112.4
Jones, GA	23.9
Peach, GA	23.9
Total	314.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$10,800	\$11,000	\$11,100	\$12,800	\$12,300	\$12,100	2.3%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-1.6%	\$13,200	\$14,200	\$15,200	\$16,100	\$17,100	7.2%

Revenue/Retail Sales Revenue/Capita

1996	2001	2006	Est. Breakout
NA ^{1/}	\$3.13/1,000	\$4.17/1,000	Local 85%
\$35.60	\$38.49	\$51.83	National 15%

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	303.4	314.4	0.7%	314.4	329.9	1.0%
Households	111.9	118.3	1.1%	118.3	126.6	1.4%
Retail Sales	NA ^{1/}	3,862.0	NA ^{1/}	3,862.0	4,100.7	1.2%
EBI ^{2/}	3,734.4	4,466.9	3.6%	4,466.9	5,214.0	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	150.4	29.0	14.5	14.0	21.5	24.0	21.5	25.9
Women (000)	164.0	28.5	13.9	15.2	21.8	25.4	23.9	35.4
Total	314.4	57.4	28.5	29.1	43.3	49.4	45.4	61.3
Percentage	100.0%	18.3%	9.1%	9.3%	13.8%	15.7%	14.5%	19.5%
Per Capita	\$ 14,208							
				Median Household	\$ 30,974		Avg Household	\$ 37,759
Ethnic Population:	White 60.2%	Black 37.9%	Asian 1.5%	Hispanic 2.2%				

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+	28.1		41.1	67.9	69.2	14.0	83.2
Avg 12+	4.0		5.9	6.2	4.9	1.3	3.3
Tot LCS	33.8		49.4	81.6	83.2	16.8	100.0
Avg LCS	4.8		7.1	7.4	5.9	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	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WMKS	Macon	A	92.3	3.0	328	d	Cumulus Bcstg Inc	92	0205 p	35,500	d1	Clsc Hits	250	0.71	2.9	2.7	4.0	2.5	2.4	2.0	2.2	2.9	5.4
WPEZ	Jeffersonville	C1	93.7	100.0 cp	679	d	Cumulus Bcstg Inc	73	0205 p		d1	AC/LtRck	1,950	1.48	10.9	6.1	8.0	9.9	8.7	9.3	8.1	12.5	9.9
WMGB	Montezuma	C2	95.1	46.0	390	d	Cumulus Bcstg Inc	93	0205 p		d1	CHR	1,200	1.17	8.5	6.1	6.1	8.0	6.5	9.6	6.7	5.6	5.4
WYNF	Gray	C3	96.5	8.0	571	c	Clear Channel Comm	94	0102		g1	Talk/MdRck	100	0.41	2.0	0.0	1.6	1.1	2.4	2.0	1.1	0.5	0.0
WIBB	Fort Valley	C3	97.9	10.5	499	c	Clear Channel Comm	90	0102		g1	Urban	1,675	0.97	14.3	12.6	13.0	12.1	12.3	10.8	12.9	9.8	9.9
WDEN	Macon	C1	99.1	100.0	581	d	Cumulus Bcstg Inc	47	0205 p		d1	Country	2,700	1.56	14.3	8.0	11.7	11.6	12.8	12.3	12.4	13.8	12.5
WCOP	Unadilla	A	99.9	6.0	328	e	Toccoa Falls College	95	9512	168		Christian				0.5	0.8	0.0	0.0	0.5	0.0	0.0	0.0
WQMJ	Forsyth	A	100.1	3.0	299	a	Roberts Comm	73	9707	550	c4	R&B Oldies	50		0.4	0.8	0.8	0.6	0.0	0.0	1.8	1.6	2.3
WPGA	Perry	A	100.9	3.3	446	b	Register Comm Inc	66			nc	Hot AC	300	0.85	2.9	2.4	1.1	2.2	2.7	1.7	1.7	1.1	2.0
WRBV	Warner Robins	A	101.7	4.9	354	c	Clear Channel Comm	69	0102		g1	Urban/AC	400	0.54	6.1	9.4	6.9	5.8	4.6	5.9	6.5	4.2	4.8
WELV	Warner Robins	A	102.5	4.0	328	c	Clear Channel Comm	94	0102		g1	Smooth Jazz	150	0.20	6.3	5.1	5.6	4.7	6.1	4.2	5.8	2.4	3.1
WAYS	Macon	C3	105.5	6.1	659	d	Cumulus Bcstg Inc	68	0205 p		d1	Oldies	275	0.52	4.4	2.7	2.7	4.1	3.4	4.7	6.1	6.4	5.7
WQBZ	Fort Valley	C2	106.3	50.0	492	c	Clear Channel Comm	81	0102		g1	AOR	1,350	1.72	6.5	5.6	5.9	5.2	5.8	5.4	6.8	5.8	6.8
WFXM	Gordon	A	107.1	2.3	541	a	Roberts Comm	76	9707	575	c1	Urban CHR	400	0.45	7.3	7.2	4.3	6.3	6.1	7.1	5.9	7.7	6.8
# FM Stations -					14	# Combos -					14	FM TOTALS			86.8	69.2	72.5	74.1	73.8	75.5	78.0	74.3	74.6

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WBML	Macon	D	900	2.0	0.15		Rodgers Bcstg Corp	40	7909			Religion	150			0.0	0.5	0.0	0.0	0.0	0.6	0.0	0.8
WMAC	Macon	B	940	50.0	10.00	d	Cumulus Bcstg Inc	22	0205 p		d1	Nws/Tlk/Spt	600	0.89	5.6	4.5	6.1	5.0	4.6	3.4	5.3	4.2	4.2
WPGA	Perry	B	980	5.0	0.27	b	Register Comm Inc	55	6006	57		Sports	25			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				0.0	0.5	0.0	0.0	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	50	0.26	1.6	0.5	0.8	1.1	1.7	0.7	0.4	2.1	1.1
WDDO	Macon	C	1240	1.0	1.00	d	Cumulus Bcstg Inc	57	0205 p		d1	Black Gospl	150	0.21	5.8	4.8	2.9	4.1	5.8	5.1	4.6	5.0	2.5
• WLCG	Macon	D	1280	5.0	0.10	c	Clear Channel Comm	48	0102		g1	Black Gospl	150			2.4	0.3	0.0	0.0	0.0	0.0	0.5	0.0
WNNG	Warner Robins	B	1350	5.0	0.50	e	Chase Bcstg Inc	54	0108	63		Adlt Stndrd				1.3	0.5	0.0	0.0	0.0	0.0	0.8	0.0
WNEX	Macon	C	1400	1.0	1.00	b	Register Comm Inc	45	0003	170		Sprts/Talk	25			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	0205 p		d1	Country				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	150			0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					11	# Combos -					10	AM TOTALS			13.0	14.0	11.9	10.2	12.1	9.2	10.9	12.6	8.6
AM & FM Stations Profiled -					25	# Duopolies -					10	Total Local Commercial Share			83.2	84.4	84.3	85.9	84.7	88.9	86.9	83.2	

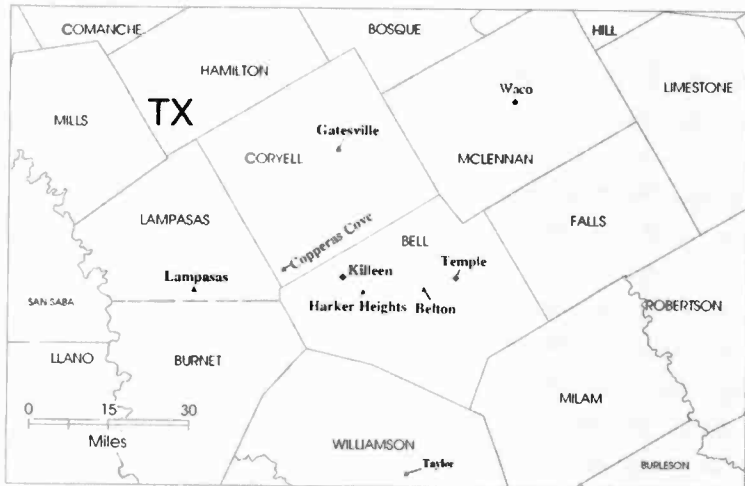
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 154

Revenue Rank: 240

Killeen-Temple, TX Market Overview



Metro Counties / Population (000)

Bell, TX	241.5
Coryell, TX	75.8
Total	317.3

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$5,000	\$5,400	\$5,800	\$6,900	\$5,800	\$5,600	2.3%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-3.4%	\$6,000	\$6,400	\$6,800	\$7,200	\$7,600	6.4%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.75/1,000	\$1.88/1,000	Local 85%
Revenue/Capita	\$15.82	\$17.65	\$23.32	National 15%

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	316.0	317.3	0.1%	317.3	325.9	0.5%
Households	103.9	106.4	0.5%	106.4	110.9	0.8%
Retail Sales	NA ^{1/}	3,193.4	NA ^{1/}	3,193.4	4,049.2	4.9%
EBI ^{2/}	3,648.2	4,178.9	2.8%	4,178.9	4,937.1	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	164.4	34.0	13.4	28.6	27.9	22.6	17.1	20.9
Women (000)	152.9	32.0	12.9	17.8	23.9	22.1	18.0	26.2
Total	317.3	66.0	26.3	46.4	51.8	44.6	35.0	47.1
Percentage	100.0%	20.8%	8.3%	14.6%	16.3%	14.1%	11.0%	14.9%
Per Capita	\$ 13,170							
				Median Household	\$ 29,961		Avg Household	\$ 39,276
Ethnic Population:	White	72.4%	Black	22.5%	Asian	3.7%	Hispanic	15.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		7	7	10	4	14
Tot 12+	22.3		27.3	44.7	49.6	3.2	52.8
Avg 12+	7.4		3.9	6.4	5.0	0.8	3.8
Tot LCS	42.2		51.7	84.7	93.9	6.1	100.0
Avg LCS	14.1		7.4	12.1	9.4	1.5	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 Austin.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KIIZ	Killeen	A	92.3	3.6	259	b	91	0008		g	Urban	1,700	1.33	22.8	14.2	12.1	11.2	13.7	9.4	12.6	13.3	15.6
KXMG	Cedar Park	C	93.3	100.0	cp	1926	61	9711	See (42)	1	CHR/Rhymc	n/a		4.8	2.0	3.3	2.9	2.3	4.4	2.2	2.2	1.5
• KASZ	Gatesville	A	98.3	0.2	279	b	76	9907		na	Clsc Rock	250			0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
KHHL	Leander	C2	98.9	40.0	cp	404	76	0203	See (42)		Rock AC	n/a		4.1	2.9	1.8	2.9	1.5	2.9	2.5	3.0	1.8
• KLTD	Temple	C3	101.7	16.5	410	a	95	0105	1,250		Oldies	700	1.37	9.1	3.5	2.7	6.4	3.5	3.2	4.0	2.2	0.9
• KSSM	Copperas Cove	C3	103.1	8.6	558	a	77	0004	2,750		Urban AC	625	1.02	10.9	4.3	4.2	5.8	6.1	4.1	4.7	4.4	3.8
KQBT	Taylor	C2	104.3	48.0	492		75	0102			CHR	n/a		10.7	4.1	4.2	6.7	4.9	3.5	4.0	4.4	5.9
KUSJ	Harker Heights	C2	105.5	33.0	600	a	94	0003	2,250		Country	500	0.95	9.4	6.4	6.6	4.5	5.8	5.3	6.8	6.4	7.9
KOOC	Belton	C3	106.3	11.5	489	a	70	0004	2,750		Hot AC	400	0.92	7.8	4.1	2.1	3.8	4.7	4.4	5.7	5.5	4.4
KLFX	Nolanville	A	107.3	2.0	525	b	87	0108	2,600		Rock	1,000	1.32	13.5	8.1	7.6	6.7	8.1	6.7	6.2	8.0	6.5
# FM Stations -				10	# Combos -				7	FM TOTALS				93.1	49.6	44.6	50.9	50.6	43.9	48.7	50.5	48.3

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• 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
• KTON	Belton	D	940	1.0	0.01	Sheldon Comm Inc	61	9105		c1	Christian				0.0	0.0	0.0	0.0	1.8	0.5	0.6	0.0
• KRMY	Killeen	D	1050	0.3	0.00	Martin Bcstg Inc	55	9308	118		Mexican	100		0.6	0.0	0.0	0.6	0.0	1.2	0.0	0.0	1.8
KTEM	Temple	C	1400	1.0	1.00	a	Bell Bcstg Co Ltd	36	9503		Nws/Tlk/Spt	325	0.91	6.4	3.2	3.9	1.9	5.2	2.1	3.7	3.3	2.9
# AM Stations -				4	# Combos -				1	AM TOTALS				7.0	3.2	3.9	2.5	5.2	5.1	4.2	3.9	4.7
AM & FM Stations Profiled -				14	# Duopolies -				3	Total Local Commercial Share				52.8	48.5	53.4	55.8	49.0	52.9	54.4	53.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 155

Revenue Rank: 121

Evansville, IN Market Overview



Metro Counties / Population (000)

Posey, IN	27.1
Vanderburgh, IN	172.4
Warrick, IN	52.9
Henderson, KY	45.0
Total	297.4

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$11,700	\$12,100	\$15,600	\$17,200	\$18,200	\$16,200
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-11.0%	\$17,100	\$18,200	\$19,400	\$20,500	\$21,900	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.56/1,000	2006 \$3.84/1,000	Est. Breakout			
Revenue/Capita	\$40.46	\$54.47	\$72.44	Local	80%		
				National	20%		

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	289.2	297.4	0.6%	297.4	302.3
Households	113.5	118.9	0.9%	118.9	123.3	0.7%
Retail Sales	NA ^{1/}	4,554.8	NA ^{1/}	4,554.8	5,697.5	4.6%
EBI ^{2/}	4,297.2	5,299.9	4.3%	5,299.9	6,541.8	4.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	142.8	25.8	12.6	12.0	19.2	23.2	20.8	29.2
Women (000)	154.6	24.7	12.0	12.8	19.5	23.5	21.8	40.2
Total	297.4	50.5	24.6	24.8	38.8	46.7	42.6	69.4
Percentage	100.0%	17.0%	8.3%	8.3%	13.0%	15.7%	14.3%	23.4%
Per Capita	\$ 17,821	Median Household		\$ 44,365	Avg Household		\$ 44,575	
Ethnic Population:	White 92.5%	Black 6.4%	Asian 0.8%	Hispanic 0.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	3	3	9	12	8	20
Tot 12+	33.0	26.8	15.3	71.6	75.1	8.6	83.7
Avg 12+	5.5	8.9	5.1	8.0	6.3	1.1	4.2
Tot LCS	39.4	32.0	18.3	85.5	89.7	10.3	100.0
Avg LCS	6.6	10.7	6.1	9.5	7.5	1.3	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998				
• WBKR	Owensboro	C1	92.5	96.0	cp	1001		48	0208		Regent Comm				1.5	1.2	1.8	1.1	1.5	2.2	2.6	2.4	3.0			
WJPS	Chandler	A	93.5	3.2	cp	446	b		94		South Central Comm	1,300	1.20	6.7	5.2	5.6	5.1	6.5	7.8	3.9	6.2	6.6				
WKRI	Mount Carmel	B	94.9	50.0		420	a		60	0010	Clear Channel Comm	500	1.03	3.0	1.7	1.2	2.5	2.6	2.8	2.0	1.9	3.0				
• WSTO	Owensboro	C	96.1	100.0		1001	b		48	0209	South Central Comm	13,000	1.16	10.6	6.3	6.2	7.6	10.6	9.5	11.5	7.6	9.0				
• WKDQ	Henderson	C	99.5	100.0		984		47	0208		Regent Comm				10.7	7.8	12.4	8.8	9.7	11.5	11.0	8.9	12.6			
WGBF	Henderson	A	103.1	3.2		453	a		71	0010	Clear Channel Comm	1,550	1.41	6.8	8.1	5.6	5.9	5.9	7.5	7.5	7.6	7.7				
WIKY	Evansville	B	104.1	39.0		571	b		48		South Central Comm	4,325	1.16	23.1	19.3	18.9	19.8	20.0	19.3	21.8	18.4	17.5				
WYNG	Evansville	B	105.3	50.0		492	a		64	0010	Clear Channel Comm	950	0.84	7.0	5.8	6.2	6.5	5.6	6.1	5.7	8.4	6.3				
WDKS	Newburgh	A	106.1	6.0		328	a		91	0101	Clear Channel Comm	7,000		8.0	7.5	7.4	9.6	4.1	2.5	2.7	3.8	4.4				
WYFX	Mount Vernon	A	106.7	3.0		295	d		92	9904	The Original Co Inc	360	c1		0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WYXY	Boonville	A	107.1	1.6		640	e		67	0009	Engelbrecht, John P	400	c2		0.3	3.5	3.3	0.6	0.0	0.0	0.0	0.0				
WABX	Evansville	A	107.5	2.0		561	b		96		South Central Comm	1,150	0.95	7.5	8.1	6.8	6.2	6.8	5.6	6.3	7.6	5.5				
# FM Stations -															12	# Combos -		10	FM TOTALS							
															85.2	75.1	75.4	73.7	73.3	74.8	75.0	72.8	76.1			

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998				
• WSWI	Evansville	D	820	0.3		0.00		47			Univ of Southern IN				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WSON	Henderson	B	860	0.5		0.50		41	7907		Lackey, Henry G	375	0.70	3.3	2.0	1.8	2.8	2.9	1.7	1.9	1.6	3.8				
• WGAB	Newburgh	D	1180	0.7		0.00	c		84		Newburgh Bcstg Co	375	0.66	3.5	1.2	3.3	3.4	2.6	3.1	2.2	1.4	0.5				
WGBF	Evansville	B	1280	5.0		1.00	a		23	0010	Clear Channel Comm	275	0.35	4.9	3.7	3.8	3.4	5.0	3.4	3.1	3.5	3.6				
WVHI	Evansville	B	1330	5.0		1.00		48	9906	440	Word Broadcasting	200		0.9	0.0	0.0	0.6	0.9	0.6	0.0	0.0	0.0				
WEOA	Evansville	C	1400	1.0		1.00	b		36	8111	1,000		0.77	2.2	1.7	2.7	2.0	1.8	2.0	3.0	4.1	2.7				
• WBNL	Boonville	D	1540	0.3		0.00	e		50	0106	Turpen				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		55	9904	The Original Co Inc	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
# AM Stations -															8	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -															20	# Duopolies -		5	Total Local Commercial Share							
															14.8	8.6	11.6	12.2	13.2	10.8	10.2	10.6	10.6			
															83.7	87.0	85.9	86.5	85.6	85.2	83.4	86.7				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 156

Revenue Rank: 182

Utica - Rome, NY Market Overview



Metro Counties / Population (000)

Herkimer, NY	64.3
Oneida, NY	234.3
	298.6

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

ESTIMATED GROSS REVENUES *	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$7,700	\$8,000	\$9,100	\$9,800	\$10,600	\$9,500
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$3.05/1,000	\$3.83/1,000	Local	87%	National	13%
	\$24.46	\$31.82	\$45.10				

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	314.8	298.6	-1.1%	298.6	283.8
Households	116.6	112.4	-0.7%	112.4	108.1	-0.8%
Retail Sales	NA ^{1/}	3,109.8	NA ^{1/}	3,109.8	3,340.9	1.4%
EBI ^{2/}	3,745.8	4,124.4	1.9%	4,124.4	4,356.2	1.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	147.2	25.2	12.4	14.5	20.3	22.2	20.3	32.5
Women (000)	151.4	23.7	11.3	13.0	17.4	21.5	20.7	43.9
Total	298.6	48.8	23.7	27.4	37.6	43.6	40.9	76.4
Percentage	100.0%	16.3%	8.0%	9.2%	12.6%	14.6%	13.7%	25.6%
Per Capita	\$ 13,812							
Ethnic Population:								
White	93.4%							
Black	5.0%							
Asian	1.2%							
Hispanic	2.8%							

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	7		12	16	9	25
Tot 12+	16.0	47.8		62.2	63.8	11.4	75.2
Avg 12+	1.8	6.8		5.2	4.0	1.3	3.0
Tot LCS	21.3	63.6		82.7	84.8	15.2	100.0
Avg LCS	2.4	9.1		6.9	5.3	1.7	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 Albany & Syracuse.

														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	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
			Freq	(kW)									Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998		
WXUR	Herkimer	A	92.7	3.0	299	b	Arjuna Bcstg Corp	79	9403	118	c1	Oldies	175	0.88	2.1	2.0	1.8	1.4	1.9	1.3	1.3	1.7	1.6		
WRFM	Remsen	A	93.5	1.2	748	c	Clear Channel Comm	83	9906		g1	Soft AC	250	0.94	2.8	2.0	2.6	2.2	2.2	2.3	3.4	2.5	3.7		
WKLL	Frankfort	B	94.9	34.0	568	e	Galaxy Comm	90	9004	165	cp	Modern Rock	575	0.85	7.1	3.8	7.3	6.1	5.1	5.7	5.9	5.0	5.8		
WODZ	Rome	B1	96.1	7.4	604	a	Regent Comm	68	0001		g5	Oldies	425	0.58	7.7	5.3	4.7	5.8	6.2	6.5	4.3	4.7	5.8		
WOUR	Utica	B	96.9	19.5	791	c	Clear Channel Comm	67	9906		g1	AdStd/NwRc	950	1.11	9.0	7.4	6.0	8.0	6.2	9.1	6.0	6.3	7.1		
WSKS	Whitesboro	A	97.9	1.5	669	c	Clear Channel Comm	94	0103		g3	Adult CHR	850	1.01	8.9	4.3	6.8	8.3	5.7	8.1	6.1	6.1	6.3		
WLZW	Utica	B	98.7	25.0	659	a	Regent Comm	74	0001		g5	AC	1,875	1.51	13.1	11.7	12.6	9.4	11.1	11.7	10.2	9.9	10.6		
WLLG	Lowville	A	99.3	1.0	561	d	Flack Bctg Group LLC	87	9809		g	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBGK	Newport Village	A	99.7	1.4	676	f	Roser	00	0105	575		Country	100	0.81	1.3	1.5	2.4	1.7	0.3	0.0	0.0	0.0	0.0		
WKVU	Utica	A	100.7	1.6	627		Educational Media	94	0108	1,250		ChrsContem			2.5	0.0	0.0	1.7	2.2	0.5	0.8	1.1	0.8		
WBUG	Fort Plain	A	101.1	1.3	719	f	Roser	91	9411	See (61)		Country	n/a		1.5	0.8	1.0	1.1	1.3	0.5	0.7	0.6	1.1		
WBRV	Boonville	A	101.3	5.5	341	d	Flack Bctg Group LLC	89	9809		g2	Country	50		0.4	0.8	0.5	0.6	0.0	0.8	0.0	0.3	0.0		
WRBY	Rome	B	102.5	27.0	650	c	Clear Channel Comm	82	9906		g1	Country	225	0.85	2.8	3.1	2.4	2.8	1.6	1.3	1.3	2.2	1.3		
WFRG	Utica	B	104.3	100.0	495	a	Regent Comm	48	0001		g5	Country	1,975	1.12	18.5	11.7	12.6	13.3	15.6	13.3	17.2	16.0	17.4		
WSKU	Little Falls	A	105.5	2.3	528	c	Clear Channel Comm	92	0103		g3	CHR	200	1.11	1.9	4.6	1.8	1.7	1.3	1.3	1.5	1.1	0.8		
WRCK	Utica	B	107.3	50.0	499	e	Galaxy Comm	62	9409	1,000	c5	Clsc Rock	725	1.16	6.6	4.8	5.8	5.5	4.9	4.9	6.2	7.7	3.4		
# FM Stations -					16	# Combos -					14	FM TOTALS					86.2	63.8	68.3	69.6	65.6	67.3	64.9	65.2	65.7

														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	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio	2002		2001	2001	2000	2000	1999	1999	1998		
• WBRV	Boonville	D	900	1.0	0.05	d	Flack Bctg Group LLC	55	9809		g2	Country				0.0	0.0	0.0	0.0	0.3	0.0	0.6	0.0		
• WIBX	Utica	B	950	5.0	5.00	a	Regent Comm	25	0001		g5	News/Talk	700	0.93	7.9	5.3	6.5	5.8	6.5	6.5	7.2	9.1	6.9		
• WRUN	Utica	B	1150	5.0	1.00	a	Regent Comm	48	0001		g5	Chrst/Talk			0.4	0.5	0.3	0.6	0.0	0.3	0.5	0.0	0.0		
• WLFH	Little Falls	C	1230	1.0	1.00	c	Clear Channel Comm	52	0103		g3	Sports	50		0.4	0.0	0.0	0.3	0.3	0.8	0.7	1.1	1.1		
• WTLB	Utica	B	1310	5.0	0.50	e	Galaxy Comm	46	9409		c5	Nostalgia	125	0.27	4.9	5.1	3.4	3.6	4.0	3.6	3.5	3.9	4.5		
• 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	0.6	0.3		
• 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		
• WADR	Remsen	D	1480	5.0	0.00	c	Clear Channel Comm	66	9906		g1	Sports			0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0		
• WUTQ	Utica	D	1550	1.0	0.00	c	Clear Channel Comm	62	9906		g1	Sports	75			0.5	0.0	0.0	0.0	0.0	0.4	0.3	0.3		
# AM Stations -					9	# Combos -					9	AM TOTALS					13.8	11.4	10.2	10.6	10.8	11.5	12.3	15.6	13.1
AM & FM Stations Profiled -					25	# Duopolles -					10	Total Local Commercial Share					75.2	78.5	80.2	76.4	78.8	77.2	80.8	78.8	

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

Metro Rank: 157

Revenue Rank: 189

Flagstaff-Prescott, AZ Market Overview



Metro Counties / Population (000)

Coconino, AZ	117.8
Yavapai, AZ	172.0
Total	289.8

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		N/A	N/A	\$6,000	\$6,700	\$7,400	\$8,300
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	12.2%	\$9,300	\$10,100	\$11,300	\$12,200	\$13,400	10.1%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.43/1,000	\$3.29/1,000	Local 80%
Revenue/Capita	N/A	\$28.64	\$41.55	National 20%

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	248.8	289.8	3.1%	289.8	322.5	2.2%
Households	92.0	110.1	3.7%	110.1	125.2	2.6%
Retail Sales	NA ^{1/}	3,414.4	NA ^{1/}	3,414.4	4,078.5	3.6%
EBI ^{2/}	3,001.2	4,226.5	7.1%	4,226.5	5,605.4	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	143.4	25.6	12.4	13.8	15.7	21.4	18.5	36.0
Women (000)	146.4	24.5	11.7	12.8	15.7	21.6	20.2	39.9
Total	289.8	50.1	24.1	26.6	31.4	42.9	38.7	75.9
Percentage	100.0%	17.3%	8.3%	9.2%	10.9%	14.8%	13.3%	26.2%
Per Capita	\$ 14,584							
				Median Household	\$ 29,196		Avg Household	\$ 38,388
Ethnic Population:	White	84.9%	Black	0.8%	Asian	0.9%	Hispanic	10.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		15	13	18	11	29
Tot 12+	1.7		60.6	58.4	62.3	7.7	70.0
Avg 12+	0.6		4.0	4.5	3.5	0.7	2.4
Tot LCS	2.4		86.6	83.4	89.0	11.0	100.0
Avg LCS	0.8		5.8	6.4	4.9	1.0	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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KSGC	Tusayan	A	92.1	4.1	335		Tusayan Bcstg Co	91				Hot AC	50	0.46	1.3	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
KAFF	Flagstaff	C	92.9	100.0	1513	a	Guyann Corporation	68				Country	550	1.04	6.4	5.1	4.5	5.7	3.6	0.0	0.0	0.0	0.0
KXAZ	Page	C2	93.3	12.5	922	g	Lake Powell Comm	80				AC				1.1	0.0	0.0	0.0	0.0	0.0	0.0	
KMGN	Flagstaff	C	93.9	100.0	1509	a	Guyann Corporation	75				Clsc Rock	750	1.41	6.4	4.3	5.1	5.1	4.2	0.0	0.0	0.0	0.0
KZGL	Cottonwood	C1	95.9	9.0	2494	c	Halley, W. Grant	83	0008		d1	AOR	700	0.98	8.6	7.1	7.8	6.2	6.3	0.0	0.0	0.0	0.0
KWMX	Williams	C2	96.7	10.5	1066	e	Red Rock Comm Ltd	97	9802	385		Oldies	175	0.96	2.2	2.0	1.5	1.1	2.1	0.0	0.0	0.0	0.0
KVNA	Flagstaff	C	97.5	43.0	1509	c	Seeger, Guest & Fort	88	0201	3,875	c2	AC	350	1.03	4.1	2.3	3.3	3.2	2.7	0.0	0.0	0.0	0.0
KKLD	Prescott Valley	C2	98.3	0.9	2546		3 Points Media	96	0207	8,000		Oldies	500	1.16	5.2	3.4	4.2	2.4	5.1	0.0	0.0	0.0	0.0
KNOT	Prescott	A	99.1	6.0	200	d	Payne-Prescott Bcstg	77				Country	250	1.08	2.8	1.7	2.4	1.9	2.1	0.0	0.0	0.0	0.0
KLOD	Flagstaff	C2	100.1	5.3	1434	h	Rocket Radio Corp	99				Jazz	150	0.90	2.0	1.4	0.9	1.1	1.8	0.0	0.0	0.0	0.0
KAHM	Prescott	C	102.1	58.0	2526		SW FM Bcstg	81				Btfl Music	800	0.69	13.9	11.4	7.8	10.0	10.2	0.0	0.0	0.0	0.0
KQST	Sedona	C	102.9	100.0	1434	h	Rocket Radio Corp	84	9411	378		Modern AC	1,100	0.90	14.8	7.1	10.5	11.9	9.6	0.0	0.0	0.0	0.0
KZKE	Seligman	A	103.3	1.8	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				1.4	0.0	0.0	0.0	0.0	0.0	0.0	
KFLX	Kachina Village	C2	105.1	5.0	1457	e	Red Rock Comm Ltd	94				Rock	125	0.94	1.6	2.9	2.7	1.4	0.9	0.0	0.0	0.0	0.0
KVRD	Cottonwood	C3	105.7	0.3	2556	b	Halley, W. Grant	91	9509	750	c1	Country	800	1.13	8.5	4.6	3.6	5.4	6.9	0.0	0.0	0.0	0.0
KPPV	Prescott Valley	C2	106.7	3.7	1618	f	Prescott Valley Bcst	85				AC	325	0.98	4.0	3.1	4.8	3.5	2.4	0.0	0.0	0.0	0.0
KSED	Sedona	C	107.5	100.0	1463	e	Red Rock Comm Ltd	93	9212	100	cp	Country	450	0.87	6.2	3.4	4.2	5.1	3.9	0.0	0.0	0.0	0.0
# FM Stations -					18	# Combos -					13	FM TOTALS		88.0	62.3	63.3	65.9	61.8	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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• KVNA	Flagstaff	D	600	1.0	0.05	c	Seeger, Guest & Fort	50	0201		0	Nws/Tlk/Spt	100	1.20	1.0	0.6	2.4	0.8	0.6	0.0	0.0	0.0	0.0
• KUET	Black Canyon	B	710	22.0	3.90		Entravision Comm Co	81	0008		g4	Adlt Stndrd				0.0	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	50		0.8	1.1	0.9	0.5	0.6	0.0	0.0	0.0	0.0
• KAFF	Flagstaff	D	930	5.0	0.03	a	Guyann Corporation	63				Country	150	0.75	2.4	0.9	2.4	1.1	2.4	0.0	0.0	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	0.0
• KQNA	Prescott Valley	D	1130	1.0	0.00	f	Prescott Valley Bcst	86				News/Talk				0.0	0.6	0.0	0.0	0.0	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	0.0
• KPGE	Page	C	1340	1.0	1.00	g	Lake Powell Comm	71				Oldies				1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KNOT	Prescott	C	1450	1.0	1.00	d	Payne-Prescott Bcstg	57				Adlt Stndrd	75	0.75	1.2	1.4	0.9	1.1	0.6	0.0	0.0	0.0	0.0
• KYCA	Prescott	C	1490	1.0	1.00		SW Bcst Co	40	7104	125		Nws/Tlk/Spt	650	2.06	3.8	1.4	2.1	3.5	2.1	0.0	0.0	0.0	0.0
• KYBC	Cottonwood	D	1600	1.0	0.05	b	Halley, W. Grant	64	9509		c1	Adlt Stndrd	200	0.86	2.8	0.9	0.0	1.9	2.1	0.0	0.0	0.0	0.0
# AM Stations -					11	# Combos -					6	AM TOTALS		12.0	7.7	9.3	8.9	8.4	0.0	0.0	0.0	0.0	
AM & FM Stations Profiled -					29	# Duopolies -					4	Total Local Commercial Share		70.0	72.6	74.8	70.2	0.0	0.0	0.0	0.0		

NOTE: Market first rated Fall 2000

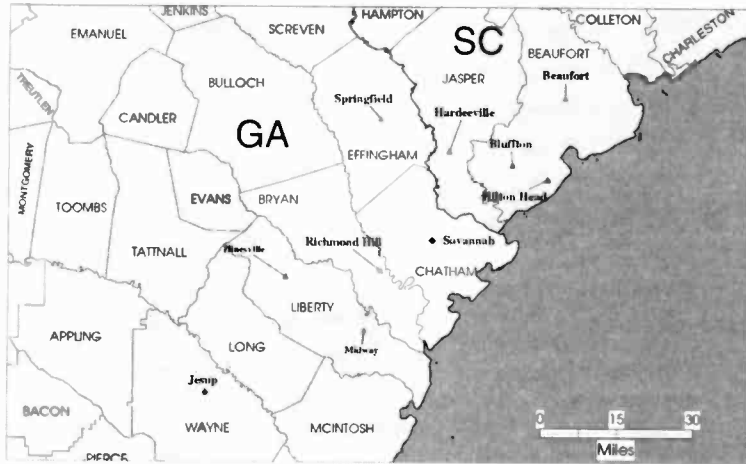
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 158

Revenue Rank: 97

Savannah, GA Market Overview



Metro Counties / Population (000)

Bryan, GA	24.0
Chatham, GA	233.2
Effingham, GA	38.4
Total	295.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$13,200	\$14,300	\$17,100	\$18,800	\$20,600	\$19,800
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$4.60/1,000	\$4.73/1,000	Local	70%	National	30%

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	281.7	295.6	1.0%	295.6	306.3	0.7%
Households	103.4	109.8	1.2%	109.8	115.5	1.0%
Retail Sales	NA ^{1/}	4,307.2	NA ^{1/}	4,307.2	5,408.8	4.7%
EBI ^{2/}	3,503.6	4,323.3	4.3%	4,323.3	5,112.9	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	143.3	28.3	13.2	14.3	20.3	22.2	19.3	25.7
Women (000)	152.3	26.8	12.9	14.0	20.3	23.4	20.5	34.3
Total	295.6	55.1	26.1	28.3	40.6	45.6	39.8	60.0
Percentage	100.0%	18.7%	8.8%	9.6%	13.7%	15.4%	13.5%	20.3%
Per Capita	\$ 14,625	Median Household		\$ 29,102	Avg Household		\$ 39,374	
Ethnic Population:	White 62.3%	Black 35.3%	Asian 1.8%	Hispanic 2.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			16	13	16	5	21
Tot 12+			73.2	69.9	73.2	11.8	85.0
Avg 12+			4.6	5.4	4.6	2.4	4.0
Tot LCS			86.1	82.2	86.1	13.9	100.0
Avg LCS			5.4	6.3	5.4	2.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WSKX	Hinesville	C2	92.3	50.0	482		Comm Capital Mgrs	82	0202	1,875		Hot AC	100		0.6	0.6	0.8	0.0	1.1	1.4	0.0	0.0	0.5		
WEAS	Savannah	C1	93.1	100.0	981	c	Cumulus Bcstg Inc	67	9810	5,250	c4	Urban	2,825	0.71	20.2	12.1	17.0	18.3	16.2	14.3	17.2	15.7	12.9		
• WQBT	Savannah	C0	94.1	100.0	1299	a	Clear Channel Comm	46	0008		g	Urban	775	1.00	3.9	9.4	2.2	3.0	3.6	3.9	6.2	4.3	5.7		
WIXV	Savannah	C1	95.5	100.0	856	c	Cumulus Bcstg Inc	72	9808		d2	Rock	2,200	1.88	5.9	4.4	3.3	3.9	6.1	3.4	4.5	3.2	4.0		
WJCL	Savannah	C	96.5	100.0	1161	c	Cumulus Bcstg Inc	72	9804	7,250		Country	2,200	1.61	6.9	7.9	5.6	5.0	6.7	5.1	4.6	8.4	5.7		
WAEV	Savannah	C0	97.3	100.0 cp	1299	a	Clear Channel Comm	69	0008		g	AC	1,600	1.84	4.4	2.9	2.2	3.6	3.9	5.3	6.6	6.4	5.9		
WGCO	Midway	C1	98.3	100.0	981	b	Triad Bcstg Co	74	0009		g3	1 Oldies	1,000	1.20	4.2	5.6	5.0	3.9	3.3	2.0	4.3	3.5	3.2		
WYKZ	Beaufort	C1	98.7	100.0	715	a	Clear Channel Comm	62	0008		g	AC/LiRck	1,025	1.36	3.8	4.1	6.1	3.6	2.8	4.8	5.5	5.2	4.9		
WL VH	Hardeeville	C2	101.1	50.0	476	a	Clear Channel Comm	92	0008		g	AC	2,075	1.09	9.6	5.6	6.7	8.6	7.8	9.3	8.4	8.1	9.4		
WZAT	Savannah	C	102.1	100.0	1322	c	Cumulus Bcstg Inc	71	9810	3,500		CHR	1,500	1.18	6.4	3.8	3.1	6.4	4.5	5.3	4.9	5.5	4.9		
WGZO	Parris Island	C3	103.1	17.5	328		Zip Communications	85	0108	100	1	80s Hits	250	0.70	1.8	0.9	1.7	1.4	1.7	0.8	0.0	0.0	0.0		
• WSIS	Springfield	C3	103.9	14.0	328	c	Cumulus Bcstg Inc	77	9808		d2	R&BOd/BkG	150	0.40	1.9	1.8	1.7	1.4	1.9	4.2	0.7	0.6	1.6		
WRHQ	Richmond Hill	C3	105.3	11.0	486		Thoroughbred Comm	91				Rock AC	900	1.34	3.4	4.4	4.7	2.5	3.3	2.8	2.1	2.6	2.2		
WFXH	Hilton Head	C2	106.1	25.0	594	b	Triad Bcstg Co	73	0009		g3	1 Rock	600	0.72	4.2	2.9	3.1	4.4	2.8	2.0	2.1	2.6	3.0		
WWVV	Bluffton	C1	106.9	100.0	801	b	Triad Bcstg Co	89	0009		g3	1 AOR	550	0.96	2.9	2.4	3.1	1.9	3.1	3.7	3.1	2.0	0.8		
WLOW	Hilton Head	C2	107.9	24.0	725	b	Triad Bcstg Co	88	0009		g3	1 Adlt Stndrd	600	0.80	3.8	4.4	3.9	3.9	2.5	4.2	3.5	4.6	3.8		
# FM Statlons -					16	# Combos -					13	FM TOTALS					83.9	73.2	70.2	71.8	71.3	72.5	73.7	72.7	68.5

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WBMO	Savannah	B	630	5.0	5.00	c	Cumulus Bcstg Inc	39	9808		d2	News/Talk	650	0.82	4.0	2.6	3.9	3.3	3.6	2.8	4.4	4.9	6.2		
• WJLG	Savannah	D	900	4.4	0.15	c	Cumulus Bcstg Inc	50	9810		c4	Gospel	125	0.27	2.3	2.4	1.7	2.2	1.7	2.2	1.8	2.0	0.8		
WSOK	Savannah	C	1230	1.0	1.00	a	Clear Channel Comm	46	0008		g	Gospel	400	0.26	7.9	4.4	7.0	6.4	7.0	7.9	6.5	7.8	11.3		
WTKS	Savannah	B	1290	5.0	5.00	a	Clear Channel Comm	29	0008		g	Talk	75		0.4	1.5	0.0	0.6	0.0	0.6	0.0	0.0	0.0		
WHGM	Savannah	C	1400	0.7	0.65		Gilliam Comm Inc	56	9909	500		Black Gospl	225	0.71	1.6	0.9	1.7	0.8	1.9	0.8	1.4	0.0	0.0		
# AM Stations -					5	# Combos -					4	AM TOTALS					16.2	11.8	14.3	13.3	14.2	14.3	14.1	14.7	18.3
AM & FM Stations Profiled -					21	# Duopolies -					8	Total Local Commercial Share					85.0	84.5	85.1	85.5	86.8	87.8	87.4	86.8	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 159

Revenue Rank: 143

Palm Springs, CA Market Overview



Metro Counties / Population (000)

Riverside, CA	313.1
	313.1

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$10,300	\$10,700	\$12,300	\$13,100	\$13,500	\$12,700	4.2%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.9%	\$13,300	\$14,200	\$15,200	\$16,100	\$17,100	6.2%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.24/1,000	\$3.20/1,000	Local	80%		
Revenue/Capita	\$36.65	\$40.56	\$48.89	National	20%		

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	281.0	313.1	2.2%	313.1	349.8
Households	93.5	104.4	2.2%	104.4	116.3	2.2%
Retail Sales	NA ^{1/}	3,922.1	NA ^{1/}	3,922.1	5,341.1	6.4%
EBI ^{2/}	3,546.9	5,003.7	7.1%	5,003.7	6,239.9	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	157.1	32.7	13.4	13.9	23.4	23.9	19.0	30.8
Women (000)	156.0	31.4	12.7	12.5	21.6	22.4	18.9	36.7
Total	313.1	64.1	26.1	26.4	45.0	46.3	37.9	67.4
Percentage	100.0%	20.5%	8.3%	8.4%	14.4%	14.8%	12.1%	21.5%
Per Capita	\$ 14,453							
				Median Household	\$ 35,145		Avg Household	\$ 43,388
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		12	13	8	21
Tot 12+	48.6	30.4		77.3	79.0	5.1	84.1
Avg 12+	6.9	5.1		6.4	6.1	0.6	4.0
Tot LCS	57.8	36.1		91.9	93.9	6.1	100.0
Avg LCS	8.3	6.0		7.7	7.2	0.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• KKUU	Indio	A	92.7	6.0	328	c	MCC Radio LLC	84	9805	7,250	d4	Hip Hop	350	0.40	6.9	8.0	10.1	5.1	6.8	8.9	5.5	8.5	4.4
KCLB	Coachella	B	93.7	26.5	646	c	MCC Radio LLC	60	9805	7,000	d3	AOR	1,100	1.15	7.5	5.5	5.5	8.6	4.3	8.1	6.8	7.3	6.3
KLOB	Thousand Palms	A	94.7	1.7	640		Entravision Comm Co	94	9704		nc	Spanish	825	0.78	8.3	9.0	9.9	7.0	7.3	6.1	6.8	5.8	6.6
KUNA	La Quinta	A	96.7	1.0	581	d	News-Press & Gazette	87	9703	1,825	c2	Spanish	1,800	0.86	16.4	15.7	13.5	14.3	13.9	8.9	10.9	8.0	9.3
• KRCK	Mecca	A	97.7	1.3	719		Royce Intl Bcstg Co	01				80s Hits				1.7	2.6	0.0	0.0	0.0	0.0	0.0	0.0
• KWCY	Cathedral City	B	98.5	50.0	499	a	Glen Barnett Inc	69				Btfl Music	1,475	1.07	10.9	7.7	8.6	11.1	7.6	7.4	6.6	6.8	11.5
KMRJ	Rancho Mirage	A	99.5	3.0	328		Mitchell, Daniel P	98				Modern Rock	675	1.02	5.2	5.0	3.1	4.6	4.3	5.1	4.3	6.8	6.3
KPSI	Palm Springs	B1	100.5	25.0	121	b	KPSI Radio Corp	81				Hot AC	1,025	1.08	7.5	5.5	6.5	5.7	7.1	8.4	8.5	9.3	9.8
KJJZ	Indio	A	102.3	2.6 cp	331	e	RM Bcstg LLC	93	9701	1,400		NAC	750	1.64	3.6	2.7	3.6	2.7	3.5	2.0	4.2	5.3	3.2
KEZN	Palm Desert	A	103.1	1.9	591		Infinity Bcstg	77	0102		g	Soft AC	1,125	1.64	5.4	6.5	5.5	4.9	4.3	5.8	5.2	8.0	6.8
KDES	Palm Springs	B	104.7	42.0	541	b	KPSI Radio Corp	63	9608	2,000	c1	Oldies	1,025	1.06	7.6	5.7	4.9	7.3	5.8	9.6	7.8	7.5	5.6
KPLM	Palm Springs	B	106.1	50.0	397	e	RM Bcstg LLC	83	9512	1,550		Country	1,175	1.11	8.3	4.0	2.6	6.2	8.1	4.3	6.8	4.8	4.6
KYOR	Yucca Valley	B	106.9	4.0	1371	c	MCC Radio LLC	88	9801		d4	CHR	400	0.85	3.7	2.0	2.1	3.5	2.8	2.0	2.1	2.0	1.0
# FM Stations - 13													# Combos - 9		FM TOTALS								
													91.3	79.0	78.5	81.0	75.8	76.6	75.5	80.1	75.4		

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KPSI	Palm Springs	B	920	5.0 cp	1.00	b	KPSI Radio Corp	56	9608		c1	News/Talk	300	0.69	3.4	2.0	3.6	3.0	2.8	1.8	3.7	2.0	2.9
KNWZ	Coachella	B	970	5.0	1.00	c	MCC Radio LLC	54	9805		d3	News/Talk	350	2.12	1.3	1.0	1.3	0.5	1.8	2.3	1.4	2.3	2.0
KXPS	Thousand Palms	B	1010	3.6	0.40	c	MCC Radio LLC	92	9801		d4	Sports	75		0.3	0.0	0.5	0.5	0.0	0.8	0.4	0.0	1.2
KNWQ	Palm Springs	B	1140	10.0	2.50	c	MCC Radio LLC	46	9801		d4	News/Talk			0.8	0.7	0.5	0.5	0.8	0.5	0.7	0.5	1.0
KCMJ	Thousand Palms	B	1270	5.0	0.75	c	MCC Radio LLC	63	9801		d4	Adlt Strndrd	225	0.74	2.4	0.0	0.5	1.1	3.0	1.5	1.1	1.5	1.5
KWCY	Cathedral City	C	1340	1.0	1.00	a	Glen Barnett Inc	64				Btfl Music			0.3	0.7	0.8	0.0	0.5	1.0	1.1	0.0	1.0
KESQ	Indio	C	1400	1.0	1.00	d	News-Press & Gazette	46	9703		c2	Spanish				0.7	0.0	0.0	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			0.3	0.0	0.8	0.0	0.5	0.8	0.7	1.3	0.0
# AM Stations - 8													# Combos - 8		AM TOTALS								
													8.8	5.1	8.0	5.6	9.4	8.7	9.1	7.6	9.6		
AM & FM Stations Profiled - 21													# Duopolies - 6		Total Local Commercial Share								
													84.1	86.5	86.6	85.2	85.3	84.6	87.7	85.0			

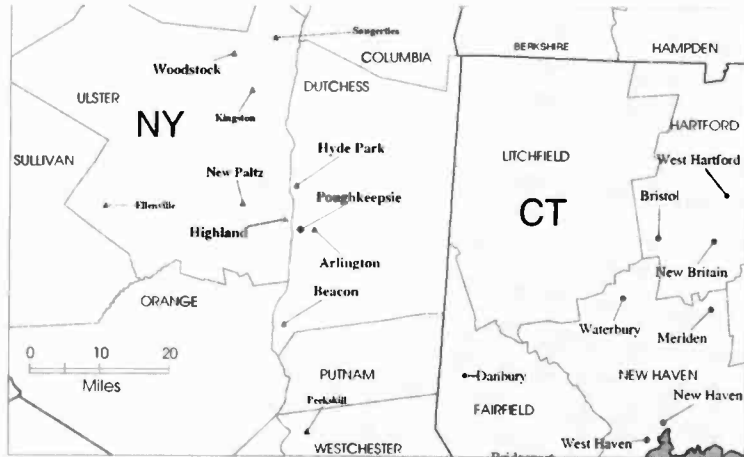
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 160

Revenue Rank: 101

Poughkeepsie, NY Market Overview



Metro Counties / Population (000)

Dutchess, NY	281.7
	281.7

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$11,400	\$12,500	\$16,000	\$17,100	\$20,000	\$19,000
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.0%	\$20,300	\$21,800	\$23,600	\$25,000	\$26,600	7.0%
	1996	2001	2006				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$5.86/1,000	\$7.34/1,000				Local 80%
Revenue/Capita	\$41.02	\$67.45	\$91.82				National 20%

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	277.9	281.7	0.3%	281.7	289.7	0.6%
Households	89.2	99.4	2.2%	99.4	103.9	0.9%
Retail Sales	NA ^{1/}	3,242.0	NA ^{1/}	3,242.0	3,624.3	2.3%
EBI ^{2/}	4,129.0	5,570.3	6.2%	5,570.3	6,409.5	2.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	141.7	23.4	11.1	14.3	21.3	24.3	21.7	25.7
Women (000)	140.0	21.9	10.5	13.0	18.2	23.1	21.2	32.0
Total	281.7	45.4	21.6	27.3	39.5	47.4	42.9	57.7
Percentage	100.0%	16.1%	7.7%	9.7%	14.0%	16.8%	15.2%	20.5%
Per Capita	\$ 19,774							
				Median Household	\$ 50,001		Avg Household	\$ 56,040
Ethnic Population:	White	86.5%	Black	10.2%	Asian	2.8%	Hispanic	6.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	2		10	12	6	18
Tot 12+	36.8	15.6		51.5	52.4	1.3	53.7
Avg 12+	3.7	7.8		5.2	4.4	0.2	3.0
Tot LCS	68.5	29.1		95.9	97.6	2.4	100.0
Avg LCS	6.9	14.5		9.6	8.1	0.4	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 Newburgh-Middletown.
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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WRNQ	Poughkeepsie	A	92.1	0.5	1030	c	Clear Channel Comm	89	0008		g1	Soft Rock	1,800	1.17	8.1	6.6	4.9	3.3	5.9	7.5	4.7	5.3	4.7	
WRKW	Saugerties	A	92.9	6.0	289	c	Clear Channel Comm	99	0008		g1	Rock	100		0.7	0.6	0.0	0.8	0.0	0.8	0.0	0.0	0.0	
WBWZ	New Paltz	A	93.3	0.4	948	c	Clear Channel Comm	92	0102		g3	Hot AC	1,600	1.19	7.1	5.0	4.0	4.1	3.9	5.0	4.9	6.5	7.6	
WBPM	Kingston	A	94.3	2.3 cp	545		Concord Media Group	65	0010	4,626		Oldies	250	0.40	3.3	0.6	1.1	1.6	2.1	3.0	2.0	2.4	2.6	
WPKF	Poughkeepsie	A	96.1	4.4	184	c	Clear Channel Comm	97	0008		g1	CHR	1,200	0.96	6.6	5.3	4.0	5.5	1.8	0.8	1.2	0.6	1.5	
WRRB	Arlington	A	96.9	0.3	1007	a	Cumulus Bcstg Inc	89	0203		g2	Alternative	650	0.78	4.4	2.2	1.9	2.5	2.4	2.5	4.2	4.1	1.8	
WCZX	Hyde Park	A	97.7	0.3	1030	a	Cumulus Bcstg Inc	70	0203		g2	Oldies	3,550	1.13	16.5	5.3	7.0	9.6	8.9	5.8	4.8	6.8	4.7	
WFKP	Ellenville	A	99.3	0.1	1631	c	Clear Channel Comm	70	0008	18,400	g1	CHR	1,500			0.3	0.0	0.0	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	1,200	4.86	1.3	3.1	1.6	0.8	0.6	1.4	1.1	5.3	1.2	
WPDH	Poughkeepsie	B	101.5	4.4	1539	a	Cumulus Bcstg Inc	62	0203		g2	Clsc Rock	3,300	1.21	14.4	5.6	9.4	7.1	9.2	8.3	9.9	9.5	6.5	
WSPK	Poughkeepsie	B	104.7	7.4	1250	b	Pamal Broadcasting	47	9711	14,000	c2	CHR	3,075	0.81	20.1	10.0	8.4	7.9	15.1	16.0	13.6	10.9	9.1	
WRWD	Highland	A	107.3	0.3	968	c	Clear Channel Comm	89	0102		g3	Country	1,400	0.84	8.8	7.8	7.0	4.6	5.3	7.2	5.4	5.0	5.3	
# FM Stations -					12	# Combos -					10	FM TOTALS				91.3	52.4	49.3	47.8	55.2	58.3	51.8	56.4	45.0

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• WGHQ	Kingston	D	920	5.0	0.08	c	Clear Channel Comm	56	0102		g3	Adlt Stndrd				0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9
• WHVW	Hyde Park	D	950	0.5	0.06		Ferraro, Joseph-Paul	63	9203	350		MOR	50	0.26	1.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	1.2
• WBNR	Beacon	B	1260	1.0	0.40	b	Pamal Broadcasting	59	9711		c2	Adlt Stndrd	325	0.61	2.8	0.0	0.8	1.6	1.5	1.7	2.9	0.0	0.0	
• WEOK	Poughkeepsie	D	1390	5.0	0.11	a	Cumulus Bcstg Inc	49	0203		g2	Sports	100	0.23	2.3	1.3	0.0	1.4	1.2	1.7	0.9	2.1	3.8	
WLNA	Peekskill	B	1420	5.0	1.00	b	Pamal Broadcasting	48	9701		c2	Adlt Stndrd	250		0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	
WKIP	Poughkeepsie	C	1450	1.0	1.00	c	Clear Channel Comm	40	0008		g1	News/Talk	150	0.32	2.5	0.0	1.3	1.6	1.2	1.1	1.6	2.4	1.5	
# AM Stations -					6	# Combos -					5	AM TOTALS				8.9	1.3	4.3	6.0	3.9	4.5	5.4	4.5	7.4
AM & FM Stations Profiled -					18	# Duopolies -					6	Total Local Commercial Share				53.7	53.6	53.8	59.1	62.8	57.2	60.9	52.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 161

Revenue Rank: 171

Erie, PA Market Overview



Metro Counties / Population (000)

Erie, PA	281.2
	281.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$8,600	\$10,200	\$10,700	\$9,700	\$10,800	\$10,600
***	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-1.9%	\$11,300	\$12,300	\$13,200	\$13,900	\$14,900

	1996	2001	2006	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$3.20/1,000	\$4.07/1,000	Local	85%
Revenue/Capita	\$30.51	\$37.70	\$53.60	National	15%

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	281.9	281.2	0.0%	281.2	278.0	-0.2%
Households	103.9	105.6	0.3%	105.6	106.3	0.1%
Retail Sales	NA ^{1/}	3,311.3	NA ^{1/}	3,311.3	3,660.0	2.0%
EBI ^{2/}	4,014.2	4,643.0	3.0%	4,643.0	5,483.9	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	136.3	24.9	12.2	14.7	17.0	21.0	18.2	28.3
Women (000)	144.9	23.5	11.7	15.0	17.1	21.2	19.1	37.2
Total	281.2	48.4	24.0	29.7	34.1	42.2	37.3	65.6
Percentage	100.0%	17.2%	8.5%	10.6%	12.1%	15.0%	13.3%	23.3%
Per Capita	\$ 16,511							
				Median Household	\$ 35,893		Avg Household	\$ 43,968
Ethnic Population:	White	92.2%	Black	6.6%	Asian	0.8%	Hispanic	2.3%

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+	26.6	46.1		72.7	72.7	12.3	85.0
Avg 12+	6.7	11.5		9.1	9.1	2.1	6.1
Tot LCS	31.3	54.2		85.5	85.5	14.5	100.0
Avg LCS	7.8	13.6		10.7	10.7	2.4	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WRPL	Fairview	A	93.9	3.0	469	b	NextMedia Group	01	0107			Alternative	50			6.0	4.5	0.0	0.0	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	1,050	0.72	13.7	9.8	12.4	11.5	10.8	10.9	7.0	9.1	10.9		
WXTA	Edinboro	B1	97.9	10.0	505	a	Regent Comm	88	9909		c1	Country	1,600	0.95	15.9	12.8	11.2	13.1	12.7	9.1	9.9	12.9	10.3		
WXKC	Erie	B	99.9	50.0	492	a	Regent Comm	49	9909	13,500	c1	AC	1,550	1.29	11.3	8.6	11.2	9.2	9.2	11.2	10.7	7.9	11.2		
WRKT	North East	B1	100.9	4.2	797	b	NextMedia Group	70	0004	15,000	d1	Clsc Rock	1,950	1.26	14.6	8.9	9.4	9.9	14.0	14.5	11.8	12.6	12.8		
WQHZ	Erie	A	102.3	1.7	614	a	Regent Comm	71	0110	5,000		Alternative	500	0.73	6.5	6.3	6.6	6.1	4.4	4.1	7.3	6.0	7.6		
WRTS	Erie	B	103.7	50.0	499	b	NextMedia Group	69	0004		d1	Hot AC	2,400	1.17	19.4	15.8	16.9	13.4	18.4	16.8	19.3	17.0	14.6		
WCTL	Union City	A	106.3	3.4	430		Inspiration Time	67	7203			ChrsContem	225	0.88	2.4	4.5	1.8	2.5	1.3	2.4	1.3	2.2	1.5		
# FM Stations -					8	# Combos -					7	FM TOTALS					83.8	72.7	74.0	65.7	70.8	69.0	67.3	67.7	68.9

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WRIE	Erie	B	1260	5.0	5.00	a	Regent Comm	41	9909		c1	Nostalgia	250	0.27	8.6	5.1	4.8	7.6	6.3	6.2	5.7	6.6	4.6		
WFNN	Erie	B	1330	5.0	5.00	b	NextMedia Group	47	0004		d1	Sports	250	1.31	1.8	1.2	1.8	1.0	1.9	2.1	3.5	1.9	2.4		
WWCB	Corry	B	1370	1.0	0.50	c	Corry Comm Corp	55	8912	190		Oldes/AC				0.9	0.0	0.0	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	500	0.91	5.2	4.5	3.9	4.1	4.4	3.2	3.4	4.4	4.6		
WPSE	Erie	C	1450	1.0	1.00		Penn State Univ	35	8905	25		BusNw/Sprts	75		0.7	0.6	0.6	0.6	0.6	1.2	0.6	0.9	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					16.3	12.3	11.1	13.3	13.2	12.7	13.2	13.8	12.2
AM & FM Stations Profiled -					14	# Duopolies -					5	Total Local Commercial Share					85.0	85.1	79.0	84.0	81.7	80.5	81.5	81.1	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 162

Revenue Rank: 127

Tallahassee, FL Market Overview



Metro Counties / Population (000)

Leon, FL	243.0
Wakulla, FL	23.5
Total	266.5

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

ESTIMATED GROSS REVENUES ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$10,000	\$11,900	\$12,200	\$14,800	\$15,800	\$15,300	8.9%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-3.2%	\$16,100	\$17,200	\$18,300	\$19,400	\$20,600	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.63/1,000	\$5.19/1,000	Local 85%
Revenue/Capita	\$42.54	\$57.41	\$74.88	National 15%

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	235.1	266.5	2.5%	266.5	275.1	0.6%
Households	90.5	103.2	2.7%	103.2	107.7	0.9%
Retail Sales	NA ^{1/}	3,303.3	NA ^{1/}	3,303.3	3,966.9	3.7%
EBI ^{2/}	3,665.4	4,890.9	5.9%	4,890.9	6,229.4	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	128.5	21.5	10.2	21.2	18.8	22.0	16.9	18.0
Women (000)	138.0	20.7	10.0	24.9	19.1	22.8	17.3	23.2
Total	266.5	42.2	20.2	46.1	37.8	44.8	34.2	41.2
Percentage	100.0%	15.8%	7.6%	17.3%	14.2%	16.8%	12.8%	15.5%
Per Capita	\$ 18,352							
				Median Household	\$ 39,960		Avg Household	\$ 47,392
Ethnic Population:	White 69.0%	Black 28.3%	Asian 2.1%	Hispanic 3.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		11	13	14	5	19
Tot 12+	7.0		61.6	67.3	68.6	6.7	75.3
Avg 12+	2.3		5.6	5.2	4.9	1.3	4.0
Tot LCS	9.3		81.8	89.4	91.1	8.9	100.0
Avg LCS	3.1		7.4	6.9	6.5	1.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WGWD	Gretna	C3	93.3	8.7	499		De-Col Inc	89				Country			2.7	2.2	1.7	2.7	1.4	1.9	2.2	1.0	1.7	
WAKU	Crawfordville	A	94.1	3.0	459		Altrua Investments	95	9808	550		ChrsContem	300	0.78	2.5	1.3	2.1	1.0	2.8	0.6	1.3	0.6	0.7	
WTNT	Tallahassee	C1	94.9	100.0	840	a	Clear Channel Comm	67	9712		g2	Country	2,250	1.89	7.8	4.1	6.2	5.5	6.4	3.8	7.5	6.8	7.3	
WHBX	Tallahassee	C2	96.1	37.0	479	b	Cumulus Bcstg Inc	82	9711	15,400	d1	Urban AC	2,900	1.22	15.6	12.7	12.4	12.6	11.3	11.8	10.5	15.2	17.0	
WBZE	Tallahassee	C1	98.9	100.0	604	b	Cumulus Bcstg Inc	62	9711		d1	AC	1,500	1.23	8.0	5.7	4.8	7.2	5.0	6.7	6.2	9.1	6.6	
WEGT	Lafayette	C2	99.9	50.0	492	c	Triad Bcstg Co	89	0008	15,000	d2	Oldies	725	1.10	4.3	3.2	2.4	3.8	2.8	4.5	5.0	4.9	3.5	
WBWT	Midway	C3	100.7	11.5	489	a	Clear Channel Comm	95	9712		g2	CHR/Rhymc	750	0.83	5.9	6.7	3.1	4.1	5.0	4.2	5.5	3.6	6.3	
WXSR	Quincy	C2	101.5	37.0	489	a	Clear Channel Comm	66	9712		g2	Alternative	1,150	1.23	6.1	5.1	4.1	4.8	4.6	4.5	3.2	5.8	5.9	
WAIB	Tallahassee	C2	103.1	42.0	541	c	Triad Bcstg Co	76	0008		d2	Country	750	1.09	4.5	5.7	2.7	3.4	3.5	5.8	3.9	4.9	3.5	
WGLF	Tallahassee	C	104.1	100.0	1394	b	Cumulus Bcstg Inc	67	0003	4,000		Clsc Rock	1,650	1.19	9.1	7.3	5.5	6.5	7.4	4.8	6.3	8.4	4.9	
WHTF	Havana	C2	104.9	47.0	505	c	Triad Bcstg Co	84	0008		d2	Top 40	950	0.70	8.9	5.1	6.5	6.5	7.1	6.4	6.4	4.5	3.1	
WVHT	Monticello	A	105.7	2.5 cp	515		Wilson Bcstg Inc	89	9902		na	Urban	300	0.73	2.7	1.3	3.1	2.0	2.1	2.9	2.2	0.0	0.0	
• WUTL	Tallahassee	A	106.1	6.0	328	b	Triad Bcstg Co	92	0107	1,725		Clsc Rock	575	0.80	4.7	4.4	3.8	4.4	2.8	6.7	3.5	4.2	3.8	
WTLY	Thomasville	C1	107.1	100.0	824	a	Clear Channel Comm	95	9712		g2	Soft AC	800	0.86	6.1	3.8	5.5	4.4	5.0	3.5	4.5	4.9	7.3	
# FM Stations -					14	# Combos -					11	FM TOTALS				88.9	68.6	63.9	68.9	67.2	68.1	68.2	73.9	71.6

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WFRF	Tallahassee	D	1070	10.0	0.00		Faith Radio Ntwk Inc	74	9710	150		Christian	100		0.9	1.6	0.7	0.7	0.7	2.6	1.3	0.6	0.7	
WNLS	Tallahassee	B	1270	5.0	5.00	a	Clear Channel Comm	46	9712		g2	Sprts/Talk	375	0.72	3.4	2.9	2.4	3.1	2.1	2.2	2.5	1.6	2.4	
• WCVC	Tallahassee	D	1330	5.0	0.00		Borriuk, Wendell	53	8509	500		Cst/Tlk/Gsp	100	0.59	1.1	0.0	0.7	1.7	0.0	0.0	0.0	0.0	0.0	
• WHBT	Tallahassee	D	1410	5.0	0.02	b	Cumulus Bcstg Inc	59	9711		d1	Gospel			3.4	2.2	2.1	2.7	2.5	3.2	3.9	1.3	0.0	
• WTAL	Tallahassee	C	1450	1.0	1.00		Live Communications	35	0110	400		Talk	125	0.36	2.3	0.0	0.7	0.0	3.5	2.2	4.1	0.6	2.1	
# AM Stations -					5	# Combos -					2	AM TOTALS				11.1	6.7	6.6	8.2	8.8	10.2	11.8	4.1	5.2
AM & FM Stations Profiled -					19	# Duopolies -					5	Total Local Commercial Share				75.3	70.5	77.1	76.0	78.3	80.0	78.0	76.8	

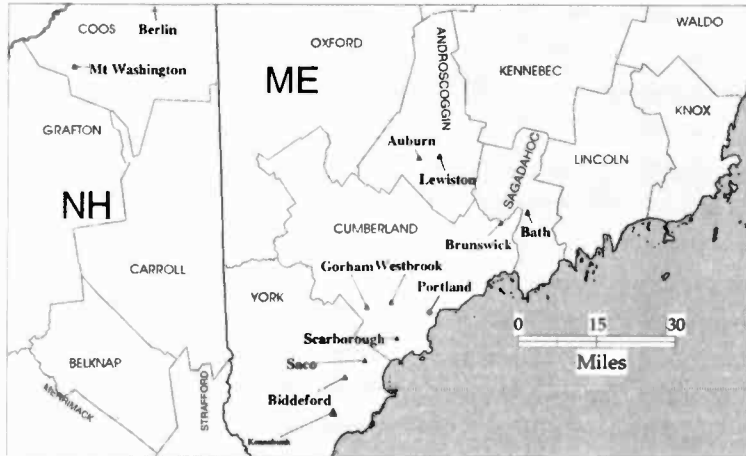
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 163

Revenue Rank: 124

Portland, ME Market Overview



Metro Counties / Population (000)

Cumberland, ME	267.3
	267.3

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$14,500	\$14,600	\$15,300	\$16,100	\$17,200	\$15,600
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-9.3%	\$16,700	\$17,300	\$18,100	\$19,200	\$20,500	5.6%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$2.57/1,000	\$2.61/1,000	Local	90%		
Revenue/Capita	\$57.70	\$58.36	\$73.95	National	10%		

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	251.3	267.3	1.2%	267.3	277.2	0.7%
Households	98.2	107.4	1.8%	107.4	113.9	1.2%
Retail Sales	NA ^{1/}	6,059.9	NA ^{1/}	6,059.9	7,862.5	5.3%
EBI ^{2/}	4,019.5	5,526.3	6.6%	5,526.3	6,737.3	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	128.9	21.9	10.2	12.5	19.0	22.7	18.1	24.7
Women (000)	138.4	20.8	9.7	12.6	19.2	23.1	18.7	34.3
Total	267.3	42.7	19.9	25.1	38.2	45.7	36.8	58.9
Percentage	100.0%	16.0%	7.5%	9.4%	14.3%	17.1%	13.8%	22.1%
Per Capita	\$ 20,674							
				Median Household	\$ 43,096		Avg Household	\$ 51,455
Ethnic Population:	White	96.5%	Black	1.3%	Asian	1.7%	Hispanic	1.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	5	9	3	12	17	6	23
Tot 12+	8.1	43.2	17.3	65.9	68.6	10.7	79.3
Avg 12+	1.6	4.8	5.8	5.5	4.0	1.8	3.4
Tot LCS	10.2	54.5	21.8	83.1	86.5	13.5	100.0
Avg LCS	2.0	6.1	7.3	6.9	5.1	2.2	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 Lewiston-Auburn, ME.
ARB 12+ Metro Shares (see rights)

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	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
													Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1999	1998	
WMGX	Portland	B	93.1	50.0	443	a	Saga Comm Inc	77	9011		g1	Hot AC	2,925	2.47	7.6	6.0	6.2	5.9	6.2	7.3	5.5	6.3	8.0		
WCYI	Lewiston	B	93.9	27.5	633	c	Citadel Comm Corp	48	9909		g2	Modern Rock	100	0.58	1.1	0.6	0.3	1.0	0.7	0.6	0.2	0.6	0.3		
WCYY	Biddeford	B1	94.3	11.5	482	c	Citadel Comm Corp	72	9909		g2	Modern Rock	600	0.46	8.4	7.3	6.5	6.9	6.6	5.3	5.7	6.6	6.4		
WHOM	Mt. Washington	C	94.9	50.0	3744	c	Citadel Comm Corp	58	9909		g2	Soft AC	1,100	1.08	6.5	4.7	5.2	5.6	4.9	5.0	4.6	4.8	6.4		
WJJB	Topsham	A	95.5	3.0	456	b	Atlantic Coast Radlo	93	9910	1,300		Sports	150	0.80	1.2	0.9	0.7	1.7	0.3	1.5	0.0	0.6	0.6		
WRED	Saco	A	95.9	4.1 cp	397	b	Atlantic Coast Radio	82	9908	1,150		CHR	550	1.01	3.5	5.0	3.9	3.3	2.3	2.6	3.1	1.5	2.6		
WJBQ	Portland	B	97.9	16.0	889	c	Citadel Comm Corp	60	9909		g2	CHR	750	0.55	8.7	7.9	6.5	7.3	6.6	7.3	9.5	9.7	7.3		
WCLZ	Brunswick	B	98.9	50.0 cp	492	c	Citadel Comm Corp	65	9909		g2	AAA	250	0.70	2.3	2.8	2.3	1.7	2.0	1.8	3.0	2.4	2.6		
WBQQ	Kennebunk	A	99.3	3.0	328	e	Mariner Bcstg Ltd	91	9707	1,600	c1	Classical			0.4	0.0	0.0	0.7	0.0	0.0	0.6	0.0	0.6		
WMEK	Auburn	B	99.9	28.5	643	d	WMTW Bcst Group	77	0004		g3	Hot AC	700	1.36	3.3	3.2	3.3	3.3	2.0	3.2	3.5	1.2	2.2		
WYNZ	Westbrook	B1	100.9	25.0	328	a	Saga Comm Inc	76	9306	850	c3	Oldies	925	0.80	7.4	6.3	5.9	7.3	4.6	6.7	4.7	4.8	6.1		
WPOR	Portland	B	101.9	33.0 cp	604	a	Saga Comm Inc	67	9606	10,000	c4	Country	2,250	1.37	10.5	8.5	8.1	6.9	9.8	8.2	9.4	10.0	8.9		
WBLM	Portland	C	102.9	100.0 cp	1427	c	Citadel Comm Corp	67	9909		g2	Clsc Rock	2,300	1.14	12.9	9.1	8.8	12.5	8.2	9.1	8.7	13.0	6.7		
WBCI	Bath	B	105.9	50.0	499		Blount Comm Group	71	9504	375		Chrst/Talk			0.9	0.6	0.7	0.7	0.7	0.0	0.7	0.9	0.0		
WBQW	Scarborough	A	106.3	3.0	299	e	Mariner Bcstg Ltd	60	9805	1,030		Classical	500	1.11	2.9	1.6	2.3	2.3	2.3	1.8	1.9	3.0	1.6		
WMTW	North Windham	A	106.7	0.8	623	d	WMTW Bcst Group	94	0004		g3	News	400	1.11	2.3	0.6	0.7	1.7	2.0	4.4	4.3	3.3	2.6		
WTHT	Lewiston	C1	107.5	100.0 cp	929	d	WMTW Bcst Group	73	0004		g3	Country	1,500	2.29	4.2	3.5	2.3	1.7	4.9	3.5	3.6	2.4	2.2		
# FM Stations - 17													# Combos - 16		FM TOTALS										
													84.1	68.6	63.7	70.5	64.1	68.3	69.0	71.1	65.1				

AM Stations													ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Power (kW)	Day Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
													Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998		
• WGAN	Portland	B	560	5.0	5.00	a	Saga Comm Inc	38	9011		g1	News/Talk	1,025	0.88	7.5	3.8	7.2	5.3	6.6	6.7	6.3	7.3	9.3		
WMTW	Gorham	B	870	10.0	1.00	d	WMTW Bcst Group	80	0004		g3	News	200	0.56	2.3	0.3	0.3	0.3	3.3	2.0	1.6	1.5	2.2		
• 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	400	0.88	2.9	1.6	2.9	2.6	2.0	1.8	3.5	1.2	2.6		
WJAE	Westbrook	B	1440	5.0	5.00	b	Atlantic Coast Radio	59	9908		c3	Sports	50	0.23	1.4	0.9	1.0	1.3	1.0	1.2	0.9	1.2	1.3		
WBAE	Portland	C	1490	1.0	1.00	a	Saga Comm Inc	46	9606		c4	Adlt Stndrd	75	0.24	2.0	4.1	2.0	2.3	1.0	1.2	0.0	0.0	1.0		
# AM Stations - 6													# Combos - 6		AM TOTALS										
AM & FM Stations Profiled - 23													# Duopolies - 10		Total Local Commercial Share										
													16.1	10.7	13.4	11.8	13.9	12.9	12.3	11.2	16.4				
													79.3	77.1	82.3	78.0	81.2	81.3	82.3	81.5					

NOTE: \$1.2 M revenues reflected in Lewiston market.

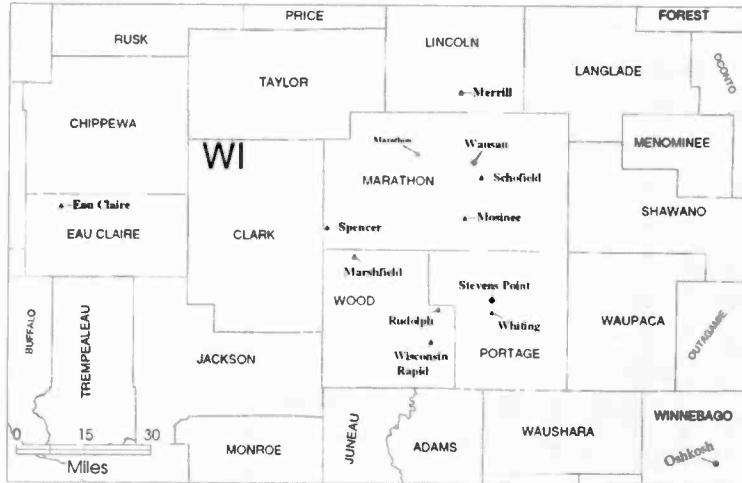
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 164

Revenue Rank: 145

Wausau-Stevens Point, WI Market Overview



Metro Counties / Population (000)

Marathon, WI	126.6
Portage, WI	67.6
Wood, WI	75.7
Total	269.9

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$9,900	\$10,600	\$11,300	\$12,600	\$13,000	\$12,600
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-3.1%	\$13,300	\$13,900	\$14,600	\$15,500	\$16,500	5.5%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.02/1,000	\$3.21/1,000	Local	85%		
Revenue/Capita	\$37.57	\$46.68	\$59.87	National	15%		

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	263.5	269.9	0.5%	269.9	275.6
Households	95.6	99.8	0.9%	99.8	103.9	0.8%
Retail Sales	NA ^{1/}	4,177.0	NA ^{1/}	4,177.0	5,145.0	4.3%
EBI ^{2/}	3,665.6	4,548.1	4.4%	4,548.1	5,580.9	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	134.0	25.3	12.5	12.9	17.8	21.1	18.6	25.8
Women (000)	135.9	24.4	11.8	12.5	17.1	20.5	18.2	31.5
Total	269.9	49.7	24.3	25.3	34.9	41.6	36.8	57.3
Percentage	100.0%	18.4%	9.0%	9.4%	12.9%	15.4%	13.6%	21.2%
Per Capita	\$ 16,851	Median Household		\$ 39,493	Avg Household		\$ 45,572	
Ethnic Population:	White	95.5%	Black	0.4%	Asian	3.5%	Hispanic	1.0%

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+	1.8		71.0	71.0	72.8	10.2	83.0
Avg 12+	1.8		5.5	5.9	5.2	1.7	4.2
Tot LCS	2.2		85.5	85.5	87.7	12.3	100.0
Avg LCS	2.2		6.6	7.1	6.3	2.0	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 Eau Claire.

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	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
			Freq	(kW)									Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998
• WOSQ	Spencer	A	92.3	6.0	299	a	NewRadio Group	84	0210 p		g	Country			50	1.8	0.9	0.0	0.0	0.0	0.0	1.0	0.0
• WMMA	Nekoosa	C3	93.9	25.0	66		Starboard Bcstg Inc	00	0112	1,300	1	DARK				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	925	1.39	5.3	3.9	3.6	3.4	5.1	4.3	3.0	3.7	2.9
• WIFC	Wausau	C	95.5	100.0 cp	1079	c	Midwest Comm Inc	47	9608	3,500	c3	CHR	1,900	0.81	18.6	13.6	11.8	14.8	15.2	16.1	16.0	15.4	17.2
• WYTE	Whiting	C2	96.7	50.0	492	a	NewRadio Group	85	0210 p		g	Country	950	0.93	8.1	11.0	9.4	8.9	4.2	3.7	5.0	6.3	5.7
• WSPT	Stevens Point	C1	97.9	100.0	338	e	Muzzy Broadcasting	68	9603	1,200	c2	AC	300	0.79	3.0	3.0	2.1	2.5	2.3	2.9	2.1	3.1	3.4
• WIZD	Rudolph	C3	99.9	13.0	453	c	Midwest Comm Inc	90	9901	1,400		Oldies	925	1.10	6.7	4.2	3.9	5.3	5.6	5.2	6.1	5.5	4.3
• WDEZ	Wausau	C	101.9	100.0 cp	1079	c	Midwest Comm Inc	64				Country	1,750	1.03	13.5	8.9	12.4	8.7	13.2	14.7	16.8	14.4	15.8
• WGLX	Wisconsin	C1	103.3	100.0	325	b	Bliss Communications	46	8201	1,145	c1	Clsc Rock	1,300	1.45	7.1	4.7	4.8	6.1	5.4	4.9	4.1	2.9	4.3
• WMZK	Merrill	C2	104.1	24.0	617		Badger Comm LLC	68	0108		g	AOR	1,100	1.09	8.0	5.6	9.1	6.4	6.5	8.9	9.1	6.3	5.7
• WAXX	Eau Claire	C	104.5	100.0	1801		Nelson, David, et al	65	8408			Country	n/a		4.7	3.6	4.8	3.4	4.2	3.2	1.2	4.2	4.0
• WKQH	Marathon	C3	104.9	21.0	358	e	Muzzy Broadcasting	88	9402	150		Clsc Rock	400	0.71	4.5	3.6	3.3	4.7	2.5	2.6	4.9	3.1	2.9
• WLJY	Marshfield	C1	106.5	100.0	801	a	NewRadio Group	65	0210 p		g2	Easy	650	1.10	4.7	5.6	5.2	3.4	4.2	4.0	3.5	5.5	4.9
• WYCO	Wausau	C	107.9	100.0	1030	d	Seehafer Bcstg Corp	85				Hot AC	500	1.47	2.7	3.3	3.0	2.0	2.3	1.7	1.5	1.8	1.7
# FM Stations -					14	# Combos -		11		FM TOTALS				86.9	72.8	74.3	69.6	70.7	72.2	73.3	73.2	72.8	

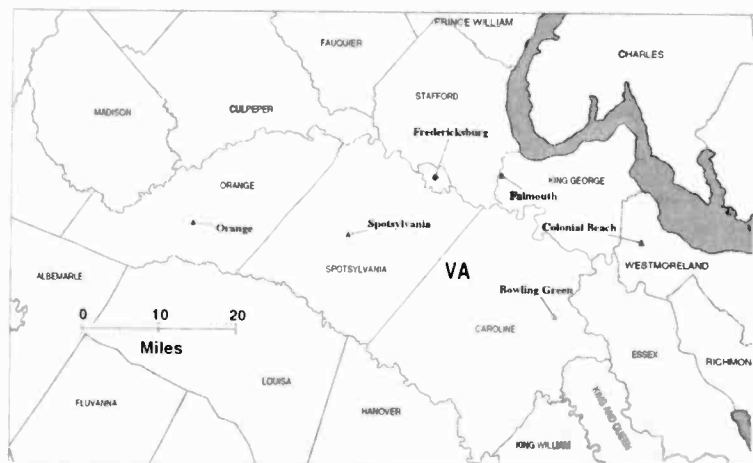
AM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Day Power		Night Power	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
			Freq	(kW)									Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998
• WSAU	Wausau	B	550	15.0 cp	20.00	c	Midwest Comm Inc	37	9608		c3	News/Talk	500	0.90	4.4	3.6	3.9	3.4	3.7	4.3	3.5	2.9	3.7
• WSPT	Stevens Point	D	1010	10.0 cp	0.01	e	Muzzy Broadcasting	49	9603		c2	Nws/Tlk/Spt	150	0.99	1.2	0.9	0.9	0.8	1.1	1.2	0.9	1.0	0.9
• WXCO	Wausau	C	1230	1.0	1.00	d	Seehafer Bcstg Corp	53	7309			Talk	50		0.4	0.6	0.0	0.6	0.0	0.6	1.4	1.6	2.0
• WFHR	Wisconsin	B	1320	5.0	0.50	b	Bliss Communications	40	8201		c1	News/Talk	400	1.06	3.0	1.5	1.8	2.5	2.3	1.7	2.2	1.3	2.9
• WRIG	Schofield	B	1390	5.0	5.00	c	Midwest Comm Inc	58				Nostalgia	275	1.56	1.4	1.2	1.2	1.4	0.8	0.9	1.1	1.6	1.7
• WDLB	Marshfield	C	1450	0.8	1.00	a	NewRadio Group	47	0210 p		g2	Nws/Tlk/Spt	500	1.37	2.9	2.4	0.6	2.2	2.5	2.0	2.3	3.1	1.4
# AM Stations -					6	# Combos -		6		AM TOTALS				13.3	10.2	8.4	10.9	10.4	10.7	11.4	11.5	12.6	
AM & FM Stations Profiled -					20	# Duopolies -		5		Total Local Commercial Share				83.0	82.7	80.5	81.1	82.9	84.7	84.7	85.4		

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

Metro Rank: 165

Revenue Rank: 194

Fredericksburg, VA Market Overview



Metro Counties / Population (000)

Caroline, VA	22.3
Fredericksburg city	19.3
King George, VA	17.0
Orange, VA	26.2
Spotsylvania, VA	92.9
Stafford, VA	94.8
Total	272.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
N/A	N/A	N/A	N/A	\$7,700	\$8,000	
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
3.9%	\$8,900	\$9,900	\$11,200	\$11,800	\$12,600	9.5%

Revenue/Retail Sales
Revenue/Capita

1996	2001	2006	Est. Breakout
NA ^{1/}	\$2.57/1,000	\$3.51/1,000	Local 70%
N/A	\$29.36	\$41.10	National 30%

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	235.8	272.5	2.9%	272.5	306.6	2.4%
Households	79.8	93.4	3.2%	93.4	105.6	2.5%
Retail Sales	NA ^{1/}	3,112.7	NA ^{1/}	3,112.7	3,586.2	2.9%
EBI ^{2/}	3,244.2	4,632.4	7.4%	4,632.4	5,825.9	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	136.3	26.7	12.7	12.2	19.5	24.1	21.0	20.0
Women (000)	136.2	25.6	12.2	12.4	19.2	23.8	19.4	23.6
Total	272.5	52.3	24.9	24.7	38.8	47.9	40.3	43.6
Percentage	100.0%	19.2%	9.1%	9.1%	14.2%	17.6%	14.8%	16.0%
Per Capita	\$ 17,000							
				Median Household	\$ 44,929		Avg Household	\$ 49,598
Ethnic Population:	White 81.6%	Black 15.9%	Asian 1.7%				Hispanic 3.0%	

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+	14.1	26.4		39.2	40.5	3.4	43.9
Avg 12+	2.8	13.2		6.5	5.8	1.1	4.4
Tot LCS	32.1	60.1		89.3	92.3	7.7	100.0
Avg LCS	6.4	30.1		14.9	13.2	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, DC.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
															2002	2002	2002	2001	2001	2001	2001	2000
WFLS	Fredericksburg	B	93.3	50.0	492	a	Free Lance-Star	62			Country	2,500	0.71	44.2	14.7	17.9	17.9	17.2	15.5	19.1	0.0	0.0
WGRQ	Colonial Beach	A	95.9	2.4	525	b	Telemedia Bcstg	86	8805		Oldies	1,000	1.60	7.8	3.9	3.4	2.4	3.7	2.5	3.6	0.0	0.0
WWUZ	Bowling Green	A	96.9	3.0	472	a	Free Lance-Star	98	0110		Clsc Hits	300	0.60	6.3	3.3	2.8	1.0	2.0	1.9	3.0	0.0	0.0
WJMA	Orange	A	98.9	3.1	322	d	Piedmont Comm Inc	71	9301		Country	450	1.76	3.2	1.0	1.3	2.4	1.1	1.6	0.9	0.0	0.0
WYSK	Spotsylvania	A	99.3	3.0	328	a	Free Lance-Star	88	9304		Lite AC	250	1.12	2.8	3.3	2.2	2.7	2.0	1.6	0.6	0.0	0.0
WBQB	Fredericksburg	B	101.5	50.0	492	c	Mid Atlantic Network	60			Hot AC	2,950	1.30	28.3	9.8	8.5	8.6	9.3	12.4	9.7	0.0	0.0
WGRX	Falmouth	A	104.5	2.7 cp	492	b	Telemedia Bcstg	01	0103		Country	250	1.36	2.3	2.0	4.4	2.1	1.1	1.2	0.6	0.0	0.0
# FM Stations - 7 # Combos - 7													FM TOTALS									
													94.9	38.0	40.5	37.1	36.4	36.7	37.5	0.0	0.0	
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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Summer	Spring	Winter	Fall	Summer	Spring	Winter	Fall
															2002	2002	2002	2001	2001	2001	2001	2000
WFVA	Fredericksburg	C	1230	1.0	1.00	c	Mid Atlantic Network	39			AdStd/Talk	300	0.74	5.1	2.9	3.4	2.4	2.0	2.2	1.8	0.0	0.0
WVCV	Orange	C	1340	1.0	1.00	d	Piedmont Comm Inc	49	9301		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			Hot AC				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													5.1	2.9	3.4	2.4	2.0	2.2	1.8	0.0	0.0	
													Total Local Commercial Share									
													40.9	43.9	39.5	38.4	38.9	39.3	0.0	0.0		

NOTE: Market first rated Spring 2001

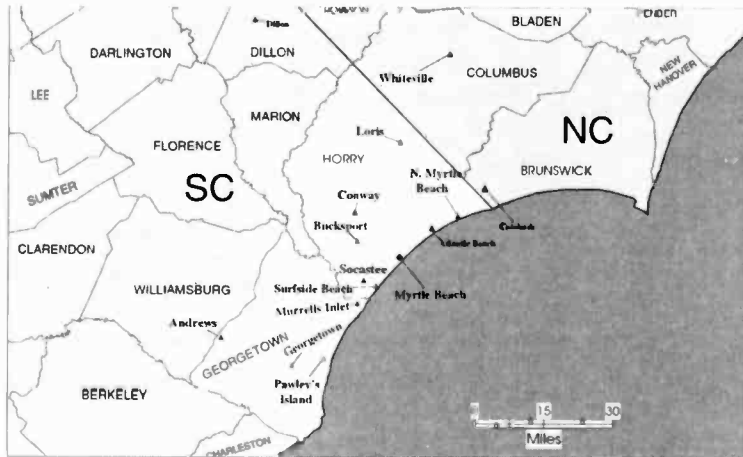
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 166

Revenue Rank: 156

Myrtle Beach, SC Market Overview



Metro Counties / Population (000)

Georgetown, SC	56.5
Horry, SC	200.6
Total	257.1

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$8,900	\$9,100	\$9,200	\$10,600	\$12,100	\$11,900
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-1.7%	\$12,500	\$13,400	\$14,200	\$15,100	\$16,100	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.45/1,000	\$2.76/1,000	Local 90%
Revenue/Capita	\$43.50	\$46.29	\$55.52	National 10%

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	204.6	257.1	4.7%	257.1	290.0	2.4%
Households	79.7	102.5	5.2%	102.5	118.6	3.0%
Retail Sales	NA ^{1/}	4,848.1	NA ^{1/}	4,848.1	5,842.6	3.8%
EBI ^{2/}	2,652.6	4,026.6	8.7%	4,026.6	5,523.4	6.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	124.3	22.0	11.1	10.5	16.9	19.4	17.4	26.9
Women (000)	132.8	21.0	11.5	11.1	17.0	20.3	19.3	32.7
Total	257.1	43.1	22.6	21.6	33.9	39.6	36.8	59.5
Percentage	100.0%	16.7%	8.8%	8.4%	13.2%	15.4%	14.3%	23.2%
Per Capita	\$ 15,662							
Ethnic Population:								
White	77.8%							
Black	20.7%							
Asian	0.9%							
Hispanic	2.5%							

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		17	13	20	8	28
Tot 12+	1.5		64.0	63.1	65.5	3.9	69.4
Avg 12+	0.5		3.8	4.9	3.3	0.5	2.5
Tot LCS	2.2		92.2	90.9	94.4	5.6	100.0
Avg LCS	0.7		5.4	7.0	4.7	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

Some stations also rated in 126 and 204.

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	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
			Freq	(kW)									Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998
WMYB	Myrtle Beach	C2	92.1	50.0	351	b	NextMedia Group	65	0008		na	AC	750	1.09	5.8	3.9	8.2	4.2	4.3	4.9	3.2	2.0	2.8
WEGX	Dillon	C	92.9	100.0	1801	d	Root Comm Group LP	54	9710	See (204)		Country	n/a		0.9	0.6	1.2	0.6	0.7	1.8	1.0	1.7	1.5
WXJY	Georgetown	A	93.7	6.0	328	c	Cumulus Bcstg Inc	90	9802		d2	Top 40	50			0.0	0.0	0.0	0.0	0.4	0.3	0.3	0.0
WJXY	Conway	A	93.9	3.7	420	c	Cumulus Bcstg Inc	90	9802	2,300	d2	Top 40	375	0.81	3.9	0.6	2.1	1.9	3.9	2.5	1.7	2.3	2.8
WYEZ	Murrells Inlet	C3	94.5	25.0	328	a	Fidelity Bcstg	91	0011	1,000		Easy	200	0.44	3.8	6.0	2.1	3.5	2.1	8.1	0.0	0.0	0.0
WVCO	Loris	C3	94.9	11.0	489		GEO Bcst Group Inc	93	9502	523	cp	Oldes/Beach	200	0.88	1.9	0.0	0.9	1.6	1.1	1.4	0.9	1.0	1.9
WWXM	Garden City	C1	97.7	100.0	719	d	Root Comm Group LP	71	9709	7,000		Mix AC	2,000	1.95	8.6	3.9	8.2	4.8	7.8	7.4	8.7	7.4	9.0
WDAI	Pawleys Island	C3	98.5	6.1	666	c	Cumulus Bcstg Inc	93	9803	8,000	d7	Urban	875	0.80	9.2	5.4	7.6	6.1	7.4	7.0	5.8	8.1	7.1
WZFX	Whiteville	C1	99.1	100.0	981		Beasley Bcst Group	62	9705	See (126)		Urban	n/a		1.2	0.0	2.1	1.0	0.7	1.1	1.1	2.0	1.2
WRNN	Socastee	C3	99.5	13.5	446	b	NextMedia Group	95	0008		g3	News/Talk	400	0.40	8.4	8.2	6.8	4.5	7.8	6.7	8.3	5.0	5.9
WSEA	Atlantic Beach	C3	100.3	12.0	476	c	Cumulus Bcstg Inc	98	9804	1,300	cp	Top 40	450	1.18	3.2	0.3	0.6	1.9	2.8	1.8	1.5	3.0	0.6
WGTV	Andrews	A	100.7	3.1	446	e	Coastline Comm	85	0009	800		70s & 80s			0.4	0.9	0.9	0.6	0.0	0.0	0.0	0.3	0.6
WKZQ	Myrtle Beach	C2	101.7	38.0	558	b	NextMedia Group	69	0008		na	AOR	850	0.99	7.2	5.7	4.7	4.8	5.7	4.6	5.7	3.7	4.0
WYAK	Surfside Beach	C3	103.1	8.0	545	c	Cumulus Bcstg Inc	77	0104		sw	Country	125	0.35	3.0	2.7	2.1	2.9	1.4	3.2	4.0	4.0	3.1
WYAV	Myrtle Beach	C1	104.1	100.0	981	b	NextMedia Group	64	0008		g3	Clsc Rock	650	0.96	5.7	3.3	2.9	4.8	3.5	4.6	5.6	3.4	5.6
WYNA	Calabash	C3	104.9	23.5	338	e	Coastline Comm	64	9902	1,100		70s & 80s	650	1.03	5.3	3.9	1.5	4.5	3.2	4.6	3.3	3.7	0.0
WEZV	North Myrtle	C3	105.9	17.0	361	a	Fidelity Bcstg	72	0003	2,600	c3	Easy	700	1.03	5.7	4.2	3.2	4.8	3.5	0.7	1.8	1.7	1.2
WSYN	Georgetown	C2	106.5	50.0	492	c	Cumulus Bcstg Inc	73	9803		d7	Oldies	1,250	1.24	8.5	6.3	5.6	6.5	6.0	6.3	6.7	6.0	6.2
WWSK	Briarcliff Acres	C2	107.1	50.0	492	d	Root Comm Group LP	75	9707		g1	Clsc Rock	325	1.09	2.5	3.0	2.6	2.3	1.4	2.1	3.1	3.0	6.2
WGTR	Bucksport	C2	107.9	20.0	784	d	Root Comm Group LP	93	9707		g1	Country	1,800	1.59	9.5	6.6	5.3	5.8	8.2	6.7	8.0	7.4	5.6
# FM Stations -					20	# Combos -		18		FM TOTALS				94.7	65.5	68.6	67.1	71.5	75.9	70.7	66.0	65.3	

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	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
			Freq	(kW)									Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998	
• 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	0.0
• WIQB	Charleston	B	1040	25.0	1.00	c	Cumulus Bcstg Inc	77	9802		d2	Oldies			1.2	0.6	0.9	0.6	1.1	0.7	0.0	1.0	0.9	
• WMIR	Atlantic Beach	D	1200	6.5	0.01		Altman, Gardner	97				Gospel			0.7	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	
• WLSC	Loris	C	1240	1.0	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	0.03		WPJS Bcstg Inc	45	9606		nc	Gospel			1.6	1.8	0.0	1.9	0.4	1.4	1.2	0.0	0.6	
• WGTV	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	Sports	50			0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	
• WLMC	Georgetown	D	1470	1.0	0.00		Altman, Gardner	62	0210	200	p	Gospl/Insp	100	0.44	1.9	1.5	0.0	1.6	1.1	0.0	0.6	0.0	0.2	
# AM Stations -					8	# Combos -		3		AM TOTALS				5.4	3.9	0.9	5.1	2.6	2.5	1.8	1.0	3.7		
AM & FM Stations Profiled -					28	# Duopolies -		10		Total Local Commercial Share				69.4	69.5	72.2	74.1	78.4	72.5	67.0	69.0			

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

Metro Rank: 167
Revenue Rank: 180

Hagerstown-Chambersburg-Waynesboro, MD-PA



Metro Counties / Population (000)

Washington, MD	132.7
Franklin, PA	129.9
	262.6

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$7,000	\$7,700	\$9,400	\$10,300	\$10,800	\$9,700
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-10.2%	\$10,100	\$10,700	\$11,200	\$11,900	\$12,700	5.6%
	1996	2001	2006				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.98/1,000	\$3.29/1,000				Local 80%
Revenue/Capita	\$27.52	\$36.94	\$47.49				National 20%

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	254.4	262.6	0.6%	262.6	267.4	0.4%
Households	95.4	100.1	1.0%	100.1	103.5	0.7%
Retail Sales	NA ^{1/}	3,253.7	NA ^{1/}	3,253.7	3,861.2	3.5%
EBI ^{2/}	3,392.6	4,302.2	4.9%	4,302.2	5,120.5	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	130.1	20.9	10.5	12.1	18.2	21.1	19.5	27.8
Women (000)	132.5	20.1	10.0	10.5	16.1	20.0	19.9	35.9
Total	262.6	41.0	20.5	22.6	34.3	41.1	39.4	63.7
Percentage	100.0%	15.6%	7.8%	8.6%	13.1%	15.6%	15.0%	24.3%
Per Capita	\$ 16,383							
				Median Household	\$ 36,398		Avg Household	\$ 42,979
Ethnic Population:	White	93.4%	Black	5.5%	Asian	0.9%	Hispanic	1.5%

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+	20.0	29.4		49.4	49.4	8.9	58.3
Avg 12+	4.0	5.9		4.9	4.9	1.5	3.6
Tot LCS	34.3	50.4		84.7	84.7	15.3	100.0
Avg LCS	6.9	10.1		8.5	8.5	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

Some stations also rated in Frederick.

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	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
			Freq	(kW)									Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998	
WSRT	Mercersburg	A	92.1	4.0	295	c	VerStandig Bcstg	76	9308	1,600	c1	Clsc Rock	550	0.89	6.4	5.2	3.3	3.1	4.7	5.4	4.6	8.1	7.5	
• WQCM	Greencastle	A	94.3	3.5	430	a	Dame Broadcasting	67	0005	8,300	d3	AOR	600	0.79	7.8	3.7	3.9	5.2	4.1	3.8	2.7	4.6	4.1	
WIKZ	Chambersburg	B	95.1	42.0	449	a	Dame Broadcasting	48	0004		d3	AC	1,800	1.61	11.5	6.4	6.5	5.2	8.8	9.1	8.2	8.9	7.5	
WKMZ	Williamsport	A	95.9	3.3	299	d	Prettyman Bcstg Co	72	9804	1,050		Clsc Rock	850	2.74	3.2	2.5	2.3	1.8	2.0	2.8	2.0	2.0	1.9	
• WDLD	Halfway	A	96.7	4.8	164	a	Dame Broadcasting	65	0110	3,400	C2	RhyBl/HpHop	450	1.33	3.5	2.8	2.0	1.8	2.4	3.2	3.5	2.0	2.5	
WLTF	Martinsburg	B	97.5	12.5	1007	d	Prettyman Bcstg Co	49	8610			Soft AC	500	0.81	6.4	5.2	6.2	4.0	3.7	3.8	4.7	3.2	3.8	
WWMD	Waynesboro	B	101.5	48.0	230	c	VerStandig Bcstg	46	9811	550		CHR	800	1.10	7.5	8.3	7.8	5.5	3.4	9.5	9.6	8.1	12.9	
WEEO	McConnellsburg	A	103.7	0.1	1555		Allegheny Mtn Ntwk	97				Modern Rock	500	0.66	7.8	5.8	2.9	4.0	5.4	4.1	4.7	3.5	0.6	
WAYZ	Hagerstown	B	104.7	8.3	1378	c	VerStandig Bcstg	46	0008	500		Country	1,500	0.99	15.6	4.6	7.2	8.9	9.8	5.7	6.1	4.9	7.5	
WARX	Hagerstown	B	106.9	15.5 cp	853	b	Manning Bcstg Inc	57	8210	730		Oldies	1,500	1.30	11.9	4.9	6.8	6.8	7.5	5.7	6.0	4.3	6.0	
# FM Stations -					10	# Combos -					9	FM TOTALS				81.6	49.4	48.9	46.3	51.8	53.1	52.1	49.6	54.3

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	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio	2002		2001	2001	2000	2000	1999	1999	1998	
• WCHA	Chambersburg	D	800	1.0	0.20	a	Dame Broadcasting	46	0004		d3	News/Talk	250	0.63	4.1	2.5	2.3	2.2	2.7	2.2	1.8	2.0	1.3	
WJEJ	Hagerstown	C	1240	1.0	1.00		Hagerstown Bcstg Co	32	7212			Easy	100	0.12	8.3	4.3	4.2	4.0	6.1	2.2	2.2	3.2	1.9	
• 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	Nws/Tlk/Spt	150	0.41	3.8	1.2	1.3	3.1	1.4	1.6	1.9	2.3	3.8	
• WARK	Hagerstown	C	1490	0.9 cp	0.00	b	Manning Bcstg Inc	47	8210			Talk/Oldes	75	0.48	1.6	0.9	1.0	0.9	1.0	1.3	0.7	1.4	1.3	
WCBG	Chambersburg	B	1590	5.0	1.00	c	VerStandig Bcstg	56	9308		c1	News/Talk	50		0.5	0.0	1.0	0.6	0.0	0.0	0.7	0.0	0.0	
# AM Stations -					6	# Combos -					5	AM TOTALS				18.3	8.9	9.8	10.8	11.2	7.3	7.3	8.9	8.3
AM & FM Stations Profiled -					16	# Duopolies -					6	Total Local Commercial Share				58.3	58.7	57.1	63.0	60.4	59.4	58.5	62.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 168

Revenue Rank: 108

South Bend, IN Market Overview



Metro Counties / Population (000)

St. Joseph, IN	266.9
	266.9

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$14,800	\$15,000	\$17,100	\$17,400	\$19,100	\$17,900
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-6.3%	\$18,800	\$20,100	\$21,400	\$22,700	\$24,200	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.96/1,000	\$6.03/1,000	Local 89%
Revenue/Capita	\$57.28	\$67.07	\$89.40	National 11%

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	258.4	266.9	0.6%	266.9	270.7	0.3%
Households	97.7	102.7	1.0%	102.7	106.3	0.7%
Retail Sales	NA ^{1/}	3,610.2	NA ^{1/}	3,610.2	4,012.0	2.1%
EBI ^{2/}	3,779.0	4,638.0	4.2%	4,638.0	5,627.6	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	129.0	23.5	11.1	14.4	16.8	20.2	16.4	26.6
Women (000)	137.9	22.2	10.8	14.1	16.6	20.5	17.5	36.1
Total	266.9	45.7	21.9	28.5	33.4	40.8	33.9	62.7
Percentage	100.0%	17.1%	8.2%	10.7%	12.5%	15.3%	12.7%	23.5%
Per Capita	\$ 17,377							
				Median Household	\$ 36,899		Avg Household	\$ 45,161
Ethnic Population:	White 85.4%	Black 12.2%	Asian 1.7%				Hispanic 4.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	6		12	14	7	21
Tot 12+	30.2	42.2		70.7	72.4	12.3	84.7
Avg 12+	3.8	7.0		5.9	5.2	1.8	4.0
Tot LCS	35.7	49.8		83.5	85.5	14.5	100.0
Avg LCS	4.5	8.3		7.0	6.1	2.1	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WNDV	South Bend	B	92.9	12.0 cp	879	c	Artistic Media Ptnrs	62	9811	6,123	c1	Top 40	3,000	1.00	16.8	11.6	11.7	12.6	14.5	14.9	13.6	12.5	9.6		
WZOC	Plymouth	B1	94.3	11.5	492		Plymouth Bcstg Inc	66	9610	575	2	Oldies	1,350	1.14	6.6	6.0	6.3	5.0	5.7	4.7	4.8	6.2	5.3		
WAOR	Niles	A	95.3	5.5 cp	276	b	Federated Media	68	9908	2,000	c2	1 AOR/CIRck	975	0.83	6.6	5.0	6.0	6.0	4.7	6.0	5.5	7.5	5.9		
WHPZ	Bremen	A	96.9	2.0	463	e	LeSea Bcstg Corp	93	0002	280		ChrsContem	250		0.7	2.0	0.6	0.9	0.3	0.0	0.2	0.6	0.0		
WZOW	Goshen	A	97.7	2.9	482	c	Artistic Media Ptnrs	77	0204	925		Clsc Rock	450	0.97	2.6	2.0	2.8	2.5	1.7	2.2	2.4	2.2	1.5		
WSMK	Buchanan	A	99.1	3.0	328		Williams, Marion R.	91				Urban	200	0.21	5.3	4.3	5.4	4.4	4.1	4.1	3.1	3.4	3.7		
WHFB	Benton Harbor	B	99.9	50.0	407		WinCom Comm	47				2 Country			1.4	2.3	1.6	0.6	1.7	1.3	1.7	0.9	0.6		
WBYT	Elkhart	B	100.7	15.0	909	b	Federated Media	47				1 Country	2,775	1.12	13.8	10.3	8.2	10.7	11.5	9.2	13.7	11.8	13.0		
WNSN	South Bend	B	101.5	13.0	971	a	Schurz Comm Inc	62				2 AC	2,900	1.34	12.1	9.3	10.4	10.4	9.1	10.4	10.5	10.0	8.7		
WZUW	New Carlisle	A	102.3	2.0	397	c	Artistic Media Ptnrs	84	0203	1,500		Country	400	1.18	1.9	1.0	0.9	1.3	1.7	0.6	1.0	0.9	0.0		
WHME	South Bend	A	103.1	3.0	299	e	LeSea Bcstg Corp	68				ChrsContem	200		0.4	0.7	0.0	0.6	0.0	0.0	0.0	0.6	0.0		
WRBR	South Bend	A	103.9	3.0	328		Dille & Erlacher	65	0206		st	1 Rock	1,525	1.01	8.4	8.6	7.0	7.2	6.4	7.6	7.2	6.2	6.8		
WFRN	Elkhart	B	104.7	50.0	459	d	Progressive Bcst Sys	63				ChrsContem	1,075	3.00	2.0	2.7	2.2	1.9	1.4	1.9	3.0	1.2	2.5		
WUBU	South Bend	A	106.3	3.0	292	b	Federated Media	93	0001		na	1 Urban	800	0.72	6.2	6.6	4.7	5.3	4.7	5.4	4.3	5.0	7.7		
# FM Stations -					14	# Combos -					10	FM TOTALS					84.8	72.4	67.8	69.4	67.5	68.3	71.0	69.0	65.3

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WSBT	South Bend	B	960	5.0	5.00	a	Schurz Comm Inc	22	7609		2	News/Talk	1,100	0.65	9.5	7.3	8.2	8.2	7.1	7.3	8.0	7.2	9.6		
● WFRN	Elkhart	B	1270	5.0 cp	1.00	d	Progressive Bcst Sys	56				ChrsContem	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● WNIL	Niles	D	1290	0.5	0.00	b	Federated Media	56	9908		c2	1 Oldies	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTRC	Elkhart	C	1340	1.0	1.00	b	Federated Media	31				1 FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WNDV	South Bend	C	1490	1.0	1.00	c	Artistic Media Ptnrs	44	9811		c1	70s Oldies	100			0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.6		
WHLY	South Bend	B	1580	1.0	0.50	c	Artistic Media Ptnrs	47	9912	750	c2	Adlt Stndrd	500	0.56	5.0	4.3	4.4	4.7	3.4	3.8	4.0	5.6	5.6		
WDND	South Bend	B	1620	10.0	1.00	c	Artistic Media Ptnrs	98	9912		c2	Sports	100		0.6	0.7	0.6	0.0	1.0	0.9	1.6	1.6	0.9		
# AM Stations -					7	# Combos -					7	AM TOTALS					15.1	12.3	13.2	12.9	11.5	12.0	13.7	14.4	16.7
AM & FM Stations Profiled -					21	# Duopolies -					6	Total Local Commercial Share					84.7	81.0	82.3	79.0	80.3	84.7	83.4	82.0	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 169

Revenue Rank: 194

San Luis Obispo, CA Market Overview



Metro Counties / Population (000)

San Luis Obispo	248.9
	248.9

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$6,200	\$6,700	\$7,100	\$8,200	\$9,000	\$8,000	5.2%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-11.1%	\$8,400	\$9,000	\$9,600	\$10,100	\$10,800	6.2%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$2.47/1,000	\$2.51/1,000	Local	85%		
Revenue/Capita	\$26.48	\$32.14	\$41.02	National	15%		

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	234.1	248.9	1.2%	248.9	263.3	1.1%
Households	86.1	93.3	1.6%	93.3	99.9	1.4%
Retail Sales	NA ^{1/}	3,235.7	NA ^{1/}	3,235.7	4,307.1	5.9%
EBI ^{2/}	3,344.3	4,661.5	6.9%	4,661.5	5,780.1	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	127.8	19.8	9.0	17.0	18.4	22.3	15.5	25.8
Women (000)	121.1	18.9	7.9	13.6	15.0	19.3	15.3	31.0
Total	248.9	38.7	16.8	30.6	33.5	41.6	30.9	56.8
Percentage	100.0%	15.5%	6.8%	12.3%	13.4%	16.7%	12.4%	22.8%
Per Capita	\$ 18,729			Median Household	\$ 39,060		Avg Household	\$ 49,963
Ethnic Population:	White	92.4%	Black	2.3%	Asian	3.5%	Hispanic	16.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	12		9	17	8	25
Tot 12+	6.6	49.7		46.2	56.3	17.0	73.3
Avg 12+	1.3	4.1		5.1	3.3	2.1	2.9
Tot LCS	9.0	67.8		63.0	76.8	23.2	100.0
Avg LCS	1.8	5.7		7.0	4.5	2.9	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 Santa Maria-Lompoc.
ARB 12+ Metro Shares (see rights)

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
																2002	2001	2001	2000	2000	1999	1999	1998	
KWSR	Paso Robles	B	92.5	4.8	1486		Lagniappe Bcstg Inc	72	9605	675	1	Hot AC	450	1.52	3.7	1.7	2.8	3.2	2.4	3.3	3.3	4.6	2.3	
KZOZ	San Luis Obispo	B	93.3	23.0	1549	a	Amer General Media	62	8906	2,000	1	Clsc Rock	625	1.04	7.5	4.6	7.4	6.8	4.5	6.2	8.6	7.6	7.7	
KLMM	Morro Bay	A	94.1	0.9 cp	863	c	Lazer Bcstg Corp	97	0009	1,150	c1	Mexican	100	1.04	1.2	0.7	0.4	1.1	0.7	0.0	1.5	0.0	0.3	
KOTR	Cambria	B1	94.9	25.0	328	d	Mapleton Comm	84	0207	600		AAA	350	1.07	4.1	4.0	1.8	2.5	3.5	2.3	1.7	3.6	2.3	
KXTZ	Pismo Beach	A	95.3	4.2	390	d	Mapleton Comm	74	0207	600		Clsc Rock	300	0.99	3.8	1.3	1.1	3.6	2.1	3.6	2.5	1.7	3.0	
• KSLY	San Luis Obispo	B	96.1	3.4 cp	1686	b	Clear Channel Comm	59	0012		g1	Top 40	1,050	1.23	10.7	5.6	7.1	6.4	9.4	6.6	8.4	8.9	9.4	
KLRM	San Luis Obispo	B1	97.1	1.2	1457		Hutton Media LLC	95	0103	1,000		Spanish AC	100	0.89	1.4	1.7	0.7	1.8	0.3	0.3	0.6	0.0	0.0	
KKJG	San Luis Obispo	B	98.1	4.5	1519	a	Amer General Media	84	9707	1,500	1	Country	1,200	1.33	11.3	9.6	7.8	8.9	8.0	9.8	7.0	8.9	4.7	
KKAL	Morro Bay	A	99.7	0.3	1490	f	Salisbury Bcstg Corp	93	9406	185		Talk/Sprts	100	1.04	1.2	1.0	1.8	1.1	0.7	0.7	1.3	1.0	2.7	
KXDZ	Templeton	A	100.5	1.4	361	d	Mapleton Comm	01	0207	600		Clsc Rock				2.3	1.1	0.0	0.0	0.0	0.0	0.0	0.0	
• KSTT	Los	B	101.3	3.4	1686	b	Clear Channel Comm	87	0012		g1	AC	800	1.75	5.7	3.0	5.3	4.3	4.2	7.2	8.5	5.3	6.4	
KSNI	Santa Maria	B	102.5	13.5	860	e	Clear Channel Comm	60	0012			Country	n/a		2.3	1.7	1.4	2.5	1.0	1.3	1.2	0.7	1.7	
KLUN	Paso Robles	A	103.1	1.1	761	c	Lazer Bcstg Corp	95	0009		c1	Mexican	100		0.9	1.3	0.7	0.7	0.7	0.0	0.0	0.0	2.0	
KIQO	Atascadero	B	104.5	4.7 cp	1444	a	Amer General Media	79	9903	1,500	1	Oldies	550	1.00	6.9	7.9	6.4	4.3	5.9	4.9	6.6	5.9	3.7	
KWWW	Santa Margarita	B1	106.1	1.1 cp	1447	f	Salisbury Bcstg Corp	86	9901	1,000		CHR	250	0.47	6.6	3.6	4.3	5.4	4.5	4.9	4.8	7.3	6.0	
KSMY	Lompoc	B1	106.7	3.5	879		Clear Channel Comm	98	0012			Hot AC			0.5	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	
KURQ	Grover Beach	B	107.3	3.5	1650	b	Clear Channel Comm	84	0012		g1	Rock	900	1.00	11.2	5.6	4.6	7.9	8.7	5.9	4.7	3.3	5.0	
# FM Stations -					17	# Combos -					14	FM TOTALS				79.0	56.3	54.7	61.2	56.6	57.0	60.7	58.8	57.2

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
																2002	2001	2001	2000	2000	1999	1999	1998	
KVEC	San Luis Obispo	B	920	1.0	0.50	b	Clear Channel Comm	37	0102	950		Nws/Tlk/Spt	300	1.01	3.7	4.0	3.2	3.2	2.4	4.6	2.5	2.3	3.0	
• KJDJ	San Luis Obispo	B	1030	2.5	0.70		Augirre, Vicente	88	0208 p	400		Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
KPRL	Paso Robles	C	1230	1.0	1.00		Dellar Survivor Trst	46	9008			Nws/Tlk/Spt	350	0.88	5.0	3.0	4.6	3.9	3.5	3.3	1.8	3.0	4.0	
• KSMA	Santa Maria	C	1240	1.0	1.00	e	Clear Channel Comm	46	0012			Nws/Tlk/Spt	n/a		0.9	1.3	1.1	0.7	0.7	1.4	0.0	0.0	0.0	
• KXTK	Arroyo Grande	B	1280	10.0	2.50		Pamplin Comm Corp	62	9905	550	na	Talk	50		0.5	1.3	1.1	0.7	0.0	0.0	0.0	0.0	1.3	
KGLW	San Luis Obispo	C	1340	0.8	0.79		RocGlo Comm	49	9112	25		Talk	125	0.71	2.2	1.7	0.0	1.1	2.1	1.3	2.3	2.0	3.7	
KKJL	San Luis Obispo	C	1400	1.0	1.00		San Luis Obispo Bcg	60	9612			Adlt Stndrd	300	0.75	5.0	4.0	2.8	3.6	3.8	4.3	4.6	3.6	3.0	
KUHL	Santa Maria	B	1440	5.0	1.00		Blackhawk Comm Inc	46				Talk	n/a		3.8	1.7	0.7	2.9	2.8	1.3	3.4	1.3	2.0	
# AM Stations -					8	# Combos -					2	AM TOTALS				21.1	17.0	13.5	16.1	15.3	15.5	16.0	12.2	18.3
AM & FM Stations Profiled -					25	# Duopolies -					8	Total Local Commercial Share				73.3	68.2	77.3	71.9	72.5	76.7	71.0	75.5	

Other Rulemaking: 103.5, A, Cambria

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 170

Revenue Rank: 252

New Bedford-Fall River, MA Market Overview



Metro Counties / Population (000)

Bristol, MA	257.1
	257.1

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$3,900	\$4,000	\$4,500	\$5,200	\$5,700	\$5,000	5.0%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-12.3%	\$5,200	\$5,600	\$5,900	\$6,300	\$6,700	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$1.56/1,000	2006 \$2.04/1,000	Est. Breakout			
Revenue/Capita	\$15.83	\$19.45	\$25.59	Local	90%		
				National	10%		

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	246.3	257.1	0.9%	257.1	261.8	0.4%
Households	91.4	97.2	1.2%	97.2	100.6	0.7%
Retail Sales	NA ^{1/}	3,206.8	NA ^{1/}	3,206.8	3,284.9	0.5%
EBI ^{2/}	3,462.5	4,588.0	5.8%	4,588.0	5,395.6	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	123.4	21.5	10.7	11.7	16.9	19.6	17.5	25.5
Women (000)	133.8	20.5	10.3	12.2	17.0	20.4	18.1	35.3
Total	257.1	42.0	20.9	23.8	33.9	40.0	35.7	60.8
Percentage	100.0%	16.3%	8.1%	9.3%	13.2%	15.5%	13.9%	23.7%
Per Capita	\$ 17,843			Median Household	\$ 41,147		Avg Household	\$ 47,184
Ethnic Population:	White 94.8%	Black 3.0%	Asian 1.6%	Hispanic 3.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	5		4	6	4	10
Tot 12+	13.5	22.1		33.6	35.6	8.9	44.5
Avg 12+	13.5	4.4		8.4	5.9	2.2	4.5
Tot LCS	30.3	49.7		75.5	80.0	20.0	100.0
Avg LCS	30.3	9.9		18.9	13.3	5.0	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 Providence-Warwick-Pawtucket.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WSNE	Taunton	B	93.3	30.0	620	d	Clear Channel Comm	66	0008			AC	n/a		7.6	1.1	3.0	1.9	4.8	5.1	4.7	3.1	4.5
WHJY	Providence	B	94.1	50.0	456	d	Clear Channel Comm	66	0008			AOR	n/a		12.8	6.3	6.5	3.5	7.7	7.7	5.4	7.4	6.7
WJFD	New Bedford	B	97.3	50.0	499		Dinis, Edmund	49				Portuguese	750	3.13	4.8	0.9	2.1	0.8	3.6	2.3	2.4	2.0	2.8
WCTK	New Bedford	B	98.1	47.0	509	a	Hall Communications	46	6610			Country	n/a		13.7	7.2	5.9	4.3	7.4	6.3	5.8	8.9	6.7
WWLI	Providence	B	105.1	50.0	499	b	Citadel Comm Corp	48	9707			AC	n/a		15.8	6.6	5.3	5.9	7.1	7.4	7.9	8.9	6.1
WFHN	Fairhaven	A	107.1	6.0 cp	325	b	Citadel Comm Corp	89	0004		g1	CHR	2,275	2.31	19.7	13.5	9.2	6.5	10.1	10.0	12.2	10.6	10.9
# FM Stations -					6		# Combos -	4		FM TOTALS													
															74.4	35.6	32.0	22.9	40.7	38.8	38.4	40.9	37.7

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WNBH	New Bedford	C	1340	1.0	1.00		Hall Communications	21	6610			Adlt Stndrd	150	0.83	3.6	0.0	1.2	1.4	1.5	0.0	1.9	1.1	0.8	
WHTB	Fall River	C	1400	1.0	1.00	c	Karam, Bob & James	48	8905	650		Portuguese	200		0.7	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
WBSM	New Bedford	B	1420	5.0	1.00	b	Citadel Comm Corp	49	0004		g1	Nws/Tlk/Spt	1,000	1.23	16.3	7.8	5.0	7.0	6.0	4.3	7.7	5.7	8.1	
WSAR	Fall River	B	1480	5.0	5.00	c	Karam, Bob & James	21	9211	550		Nws/Tlk/Spt	600	2.45	4.9	1.1	1.5	1.9	2.1	3.4	4.4	2.0	2.8	
# AM Stations -					4		# Combos -	3		AM TOTALS														
															25.5	8.9	7.7	10.8	9.6	7.7	14.0	8.8	11.7	
AM & FM Stations Profiled -					10		# Duopolies -	3		Total Local Commercial Share														
															44.5	39.7	33.7	50.3	46.5	52.4	49.7	49.4		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 171

Revenue Rank: 173

New London, CT Market Overview



Metro Counties / Population (000)

New London, CT	259.4
	259.4

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$6,700	\$7,100	\$7,900	\$8,600	\$10,100	\$10,300
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	2.0%	\$10,800	\$11,500	\$12,300	\$13,000	\$13,800	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.22/1,000	\$3.96/1,000	Local 85%
Revenue/Capita	\$26.67	\$39.71	\$54.22	National 15%

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	251.2	259.4	0.6%	259.4	254.5	-0.4%
Households	93.3	96.6	0.7%	96.6	95.7	-0.2%
Retail Sales	NA ^{1/}	3,198.1	NA ^{1/}	3,198.1	3,484.1	1.7%
EBI ^{2/}	4,591.4	5,701.7	4.4%	5,701.7	6,650.2	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	130.1	21.9	9.5	14.3	21.1	20.9	18.1	24.4
Women (000)	129.3	21.1	9.2	11.3	18.4	20.0	18.1	31.3
Total	259.4	42.9	18.7	25.6	39.5	40.9	36.1	55.6
Percentage	100.0%	16.6%	7.2%	9.9%	15.2%	15.8%	13.9%	21.4%
Per Capita	\$ 21,981			Median Household	\$ 50,555		Avg Household	\$ 59,024
Ethnic Population:	White	89.7%	Black	6.3%	Asian	2.4%	Hispanic	5.2%

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+	47.1			47.1	47.1	2.9	50.0
Avg 12+	5.2			5.9	5.2	1.5	4.5
Tot LCS	94.2			94.2	94.2	5.8	100.0
Avg LCS	10.5			11.8	10.5	2.9	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 Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WCTY	Norwich	A	97.7	1.9	410	a	Hall Communications	68			Country	1,350	0.91	14.4	10.4	6.6	5.9	9.4	12.5	12.0	9.4	10.3	
WNLC	East Lyme	A	98.7	5.5	269	c	Hall Communications	94	9707	2,000	Adlt Stndrd	550	0.27	19.5	6.1	10.4	11.4	9.4	6.6	7.5	10.0	7.2	
WKNL	New London	A	100.9	3.0	299	c	Hall Communications	70	9503	3,500	Oldies	2,150	1.77	11.8	4.6	5.9	4.6	8.0	5.6	4.6	6.7	5.0	
WBEA	Southold	A	101.7	5.5	341	d	AAA Entertainment	85	0010		Hot AC	650	2.52	2.5	0.0	0.0	1.0	1.7	1.3	1.4	0.0	0.9	
WUXL	Stonington	A	102.3	3.0	328	b	Citadel Comm Corp	81	0004		Rock	950	1.32	7.0	3.2	2.4	2.3	5.2	4.0	4.4	3.3	4.4	
WMOS	Montauk	A	104.7	6.0	315	d	AAA Entertainment	93	0010		Clsc Rock	400			2.5	5.2	0.0	0.0	0.0	0.0	0.0	0.0	
WQGN	Groton	A	105.5	3.0	276	b	Citadel Comm Corp	71	0004		CHR	1,700	0.94	17.5	8.9	8.3	9.5	9.1	9.9	8.8	10.0	15.0	
WBMW	Ledyard	A	106.5	3.1	459		Fuller, John	92	9312		AC	1,450	0.88	16.0	7.5	9.3	11.8	5.2	7.3	4.9	3.3	5.6	
• WKCD	Pawcatuck	A	107.7	1.9	400	d	Fuller, John	95	0209 p	3,750	Rhythm/Blue	850	0.91	9.1	3.9	4.2	5.2	4.5	5.0	7.8	6.4	2.2	
# FM Stations -				9		# Combos -				8		FM TOTALS			97.8	47.1	52.3	51.7	52.5	52.2	51.4	49.1	50.6

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• WSUB	Groton	D	980	1.0	0.07	b	Citadel Comm Corp	58	0004		Sports	100			0.0	0.0	0.0	0.0	1.0	0.0	1.0	0.6	
WICH	Norwich	B	1310	5.0	5.00	a	Hall Communications	46			AC/Talk	100	0.44	2.2	2.9	1.0	1.3	1.0	2.3	1.9	2.0	4.4	
# AM Stations -				2		# Combos -				2		AM TOTALS			2.2	2.9	1.0	1.3	1.0	3.3	1.9	3.0	5.0
AM & FM Stations Profiled -				11		# Duopolies -				4		Total Local Commercial Share			50.0	53.3	53.0	53.5	55.5	53.3	52.1	55.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 172

Revenue Rank: 134

Lincoln, NE Market Overview



Metro Counties / Population (000)

Lancaster, NE	253.0
	253.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$10,700	\$10,900	\$12,000	\$13,400	\$14,800	\$14,200	5.7%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.1%	\$14,900	\$15,900	\$16,900	\$17,900	\$19,100	6.2%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$4.38/1,000	\$5.07/1,000	Local	93%		
Revenue/Capita	\$46.36	\$56.13	\$71.89	National	7%		

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	230.8	253.0	1.9%	253.0	265.7	1.0%
Households	89.0	99.5	2.3%	99.5	106.2	1.3%
Retail Sales	NA ^{1/}	3,239.2	NA ^{1/}	3,239.2	3,768.6	3.1%
EBI ^{2/}	4,077.1	5,518.0	6.2%	5,518.0	7,414.6	6.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	124.1	21.7	9.5	17.0	19.0	20.8	15.5	20.6
Women (000)	128.9	21.0	9.1	16.9	17.9	20.4	15.8	27.8
Total	253.0	42.7	18.5	33.9	36.9	41.2	31.4	48.4
Percentage	100.0%	16.9%	7.3%	13.4%	14.6%	16.3%	12.4%	19.1%
Per Capita	\$ 21,810			Median Household	\$ 46,528		Avg Household	\$ 55,458
Ethnic Population:	White	92.4%	Black	3.3%	Asian	3.3%	Hispanic	3.5%

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+	5.2		46.3	50.1	51.5	18.4	69.9
Avg 12+	5.2		5.1	5.6	5.2	6.1	5.4
Tot LCS	7.4		66.2	71.7	73.7	26.3	100.0
Avg LCS	7.4		7.4	8.0	7.4	8.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KTGL	Beatrice	C1	92.9	100.0	810	c	Clear Channel Comm	62	0008		g	Clsc Rock	900	1.35	4.7	5.2	3.4	3.2	3.2	5.8	3.6	3.5	6.9
KRKR	Lincoln	C2	95.1	50.0	285	d	Three Eagles Comm	75	9608		g1	Clsc Rock	700	0.82	6.0	4.2	3.1	5.0	3.2	3.3	4.6	3.9	3.1
KZKX	Seward	C1	96.9	100.0	581	c	Clear Channel Comm	76	0008		g	Country	3,400	1.77	13.5	7.3	6.5	8.2	10.3	6.2	7.9	7.0	6.9
KFGE	Milford	C1	98.1	100.0	981	b	Triad Bcstg Co	96	0005		g2	Country	850	0.78	7.7	4.2	3.1	5.3	5.3	3.3	4.9	4.9	5.2
KLTO	Lincoln	C0	101.9	100.0	1198		Waitt Radio Inc	58	0201			AC	n/a		2.8	2.4	2.4	1.8	2.1	2.2	3.2	3.5	3.1
KFRX	Lincoln	C1	102.7	100.0	430	d	Three Eagles Comm	65	9612	5,300	c1	CHR	1,200	0.88	9.6	7.0	7.6	7.5	5.7	9.5	9.5	11.2	11.0
KSLI	Crete	C2	104.1	31.0	614	c	Clear Channel Comm	76	0008		g	CHR	400	0.72	3.9	1.4	1.4	2.1	3.2	5.1	3.6	3.2	2.4
KKUL	Lincoln	A	105.3	6.0	328	b	Triad Bcstg Co	92	0005		g2	Oldies	850	0.89	6.7	5.2	5.5	3.9	5.3	4.7	5.1	4.6	4.5
KIBZ	Lincoln	C1	106.3	100.0	702	a	Clear Channel Comm	73	0008		g	Rock	1,100	0.73	10.6	8.7	8.2	8.2	6.4	6.9	8.9	7.4	7.9
KBBK	Lincoln	C1	107.3	100.0	551	b	Triad Bcstg Co	68	0005		g2	Hot AC	1,300	1.02	9.0	5.9	5.2	7.1	5.3	4.4	4.3	5.6	3.8
# FM Stations -				10	# Combos -				8	FM TOTALS				74.5	51.5	46.4	52.3	50.0	51.4	55.6	54.8	54.8	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KFOR	Lincoln	C	1240	1.0	1.00	d	Three Eagles Comm	24	9612		c1	AC/Nws/Spt	1,775	0.83	15.0	9.4	9.6	11.0	9.6	10.5	8.0	9.1	9.0
• KLIN	Lincoln	C	1400	0.7	0.00	b	Triad Bcstg Co	47	0005		g2	Nws/Tlk/Spt	1,325	1.20	7.8	8.0	8.2	4.3	6.4	4.7	6.0	4.6	5.5
KLMS	Lincoln	B	1480	1.0	0.75	d	Three Eagles Comm	49	9608		g1	Sports	350	0.88	2.8	1.0	1.7	1.8	2.1	1.5	2.2	1.8	1.7
# AM Stations -				3	# Combos -				3	AM TOTALS				25.6	18.4	19.5	17.1	18.1	16.7	16.2	15.5	16.2	
AM & FM Stations Profiled -				13	# Duopolies -				5	Total Local Commercial Share				69.9	65.9	69.4	68.1	68.1	71.8	70.3	71.0		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 173

Revenue Rank: 196

Ft. Smith, AR Market Overview



Metro Counties / Population (000)

Crawford, AR	54.1
Sebastian, AR	116.2
Le Flore, OK	48.5
Sequoyah, OK	39.4
Total	258.2

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

ESTIMATED GROSS REVENUES ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$5,900	\$6,300	\$7,000	\$7,700	\$8,600	\$7,900
Revenue/Retail Sales Revenue/Capita	1996	2001	2006		Est. Breakout		
	NA ^{1/}	\$2.87/1,000	\$3.52/1,000	Local	90%	National	10%

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	233.7	258.2	2.0%	258.2	271.6
Households	88.4	99.3	2.4%	99.3	106.1	1.3%
Retail Sales	NA ^{1/}	2,752.0	NA ^{1/}	2,752.0	3,015.6	1.8%
EBI ^{2/}	2,858.4	3,673.6	5.1%	3,673.6	4,641.6	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	126.3	23.8	12.6	10.0	15.7	19.0	19.3	25.9
Women (000)	131.9	22.1	11.7	9.9	15.8	19.6	19.8	33.1
Total	258.2	45.8	24.3	19.9	31.5	38.6	39.0	59.0
Percentage	100.0%	17.7%	9.4%	7.7%	12.2%	15.0%	15.1%	22.8%
Per Capita	\$ 14,228							
				Median Household	\$ 29,291		Avg Household	\$ 36,995
Ethnic Population:	White	85.9%	Black	3.9%	Asian	2.2%	Hispanic	5.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		13	9	15	9	24
Tot 12+	3.2		70.9	66.9	74.1	10.4	84.5
Avg 12+	1.6		5.5	7.4	4.9	1.2	3.5
Tot LCS	3.8		83.9	79.2	87.7	12.3	100.0
Avg LCS	1.9		6.5	8.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998			
KREU	Roland	A	92.3	0.7	932		Sequoia Comm Corp	95			1	70s Oldies	250	0.72	4.4	2.5	2.3	3.3	4.1	1.6	1.2	3.5	3.0			
KPRV	Heavener	A	92.5	1.6	640	e	Billy, Leroy	89				Country				0.7	0.0	0.0	0.0	1.2	0.7	0.0	1.5			
KISR	Fort Smith	C	93.7	100.0	1250	a	Baker, Fred, et al	72			1	CHR	1,100	1.04	13.4	7.2	9.7	11.5	11.1	13.4	10.7	9.3	10.0			
KOLX	Barling	C2	94.5	31.0	502	f	Pharis Bcstg Inc	88	0203	850	c2	Christian	150	1.00	1.9	0.0	0.0	0.7	2.5	1.6	1.9	2.7	0.7			
KERX	Paris	C2	95.3	50.0 cp	459		Pearson, Max H.	81	9310		g	Clsc Rock	50		0.7	1.1	0.0	0.0	1.2	0.0	1.2	1.2	0.0			
● KKBD	Sallisaw	C2	95.9	30.0	623	c	Clear Channel Comm	72	0008		g	Clsc Rock	450	0.77	7.4	9.8	10.0	6.3	6.1	3.9	3.7	0.4	1.9			
KZBB	Poteau	C	97.9	100.0	2001	c	Clear Channel Comm	67	0008		g	CHR	975	1.30	9.5	12.0	7.7	8.6	7.4	9.8	13.2	11.2	10.4			
KMAG	Fort Smith	C	99.1	100.0	1969	c	Clear Channel Comm	64	0008		g	Country	2,100	1.97	13.5	7.2	9.7	12.6	10.2	13.0	10.3	11.2	14.1			
KTCS	Fort Smith	C	99.9	100.0	1919	d	Big Chief Bcstg Co	64	6106		c3	Country	100	0.14	9.3	10.1	13.5	7.4	8.2	8.7	15.5	12.4	11.1			
KBBQ	Fort Smith	C2	100.7	50.0	459	b	Cumulus Bcstg Inc	78	9908	1,000	nc	Oldies	850	2.03	5.3	6.5	3.5	5.2	3.7	5.5	5.2	3.5	5.6			
KLSZ	Van Buren	C2	102.7	27.5 cp	476	b	Cumulus Bcstg Inc	83	9906	2,100	c1	Clsc Rock	75	0.24	3.9	2.5	3.1	4.1	2.5	5.1	3.1	5.4	2.6			
KRBK	Booneville	C2	104.7	50.0	492	f	Pharis Bcstg Inc	81	9712	800		Oldies	200	0.82	3.1	1.1	1.5	4.5	0.8	0.8	1.4	3.1	2.6			
KZKZ	Greenwood	C3	106.3	15.0	397		Family Comm Inc	81	9305	5	d	2 ChrsContem	200	0.77	3.3	2.5	1.5	2.6	2.9	2.4	1.3	4.3	3.7			
KOMS	Poteau	C	107.3	100.0	1811	b	Cumulus Bcstg Inc	69	9906	520	c1	Country	800	0.90	11.3	9.1	9.3	10.4	8.6	7.1	7.1	5.8	6.7			
KEZA	Fayetteville	C	107.9	100.0	1260		Clear Channel Comm	83	0008			Soft AC	n/a		5.3	1.8	6.2	3.3	5.7	3.9	3.0	4.3	4.4			
# FM Stations -															15	# Combos -		11	FM TOTALS							
															92.3	74.1	78.0	80.5	75.0	78.0	79.5	78.3	78.3			

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998			
KFSA	Fort Smith	B	950	1.0	0.50	a	Baker, Fred, et al	47	8111	297	2	Religion				0.7	0.0	0.0	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		Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9			
KFPW	Fort Smith	C	1230	1.0 cp	1.00	f	Pharis Bcstg Inc	30	0203		c2	Big Band	100	0.79	1.6	2.2	1.5	0.7	2.0	2.0	1.9	2.3	3.0			
● 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			0.2	1.1	0.8	0.4	0.0	0.0	0.0	0.0	0.0			
● KTCS	Fort Smith	D	1410	1.0	0.00	d	Big Chief Bcstg Co	56	6106		c3	Country				2.5	0.0	0.0	0.0	0.4	0.0	0.0	0.7			
● KKGZ	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	75		0.7	1.4	1.2	0.0	1.2	0.0	0.6	0.0	0.4			
● KWHN	Ft. Smith	B	1650	10.0	1.00	c	Clear Channel Comm	00				Nws/Tlk/Spt	400	0.97	5.2	2.5	1.9	2.6	6.1	4.3	3.6	3.1	3.7			
# AM Stations -															9	# Combos -		8	AM TOTALS							
															7.7	10.4	5.4	3.7	9.3	6.7	6.1	5.4	9.7			
AM & FM Stations Profiled -															24	# Duopolies -		6	Total Local Commercial Share							
															84.5	83.4	84.2	84.3	84.7	85.6	83.7	88.0				

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 174

Revenue Rank: 139

Charleston, WV Market Overview



Metro Counties / Population (000)

Kanawha, WV	199.5
Putnam, WV	52.2
Total	251.7

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

ESTIMATED GROSS REVENUES ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$12,400	\$13,000	\$12,300	\$13,600	\$14,300	\$13,500	1.6%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06	
-5.6%	\$14,200	\$15,100	\$16,100	\$17,000	\$18,200	6.2%	

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.43/1,000	\$3.82/1,000	Local 85%
Revenue/Capita	\$48.42	\$53.64	\$73.15	National 15%

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	256.1	251.7	-0.3%	251.7	248.8	-0.2%
Households	103.8	104.5	0.1%	104.5	105.5	0.2%
Retail Sales	NA ^{1/}	3,931.4	NA ^{1/}	3,931.4	4,768.7	3.9%
EBI ^{2/}	3,831.5	4,601.2	3.7%	4,601.2	5,808.6	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	120.4	19.6	11.2	8.9	14.7	20.4	18.6	27.0
Women (000)	131.3	18.5	10.4	9.2	15.8	21.2	19.7	36.5
Total	251.7	38.1	21.6	18.1	30.5	41.6	38.3	63.4
Percentage	100.0%	15.2%	8.6%	7.2%	12.1%	16.5%	15.2%	25.2%
Per Capita	\$ 18,281							
				Median Household	\$ 33,448		Avg Household	\$ 44,031
Ethnic Population:	White 92.7%		Black 6.0%		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+	8.9	65.8		72.7	74.7	10.8	85.5
Avg 12+	4.5	9.4		9.1	8.3	1.4	5.0
Tot LCS	10.4	77.0		85.0	87.4	12.6	100.0
Avg LCS	5.2	11.0		10.6	9.7	1.6	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	Power		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998					
WZJO	Dunbar	B1	94.5	9.6	525	a	Nininger Stations	89	9604		c1	Oldies	300	0.69	3.2	4.6	3.3	3.3	2.0	3.9	5.2	3.7	2.5					
WKWS	Charleston	B	96.1	45.0	515	b	West Virginia Radio	69	9206	1,744	c3	Country	1,700	1.41	8.9	7.5	6.7	6.5	8.3	6.0	4.8	8.6	6.3					
WQBE	Charleston	B	97.5	50.0	499	a	Nininger Stations	59				Country	3,000	1.01	22.1	18.0	18.1	16.0	20.5	18.7	15.2	20.3	22.2					
WRVZ	Pocatalico	A	98.7	0.6	617	b	West Virginia Radio	94	0105	800		Urban	1,400	1.01	10.3	6.9	7.7	9.8	7.3	8.1	2.3	3.3	3.5					
WVAF	Charleston	B	99.9	50.0	430	b	West Virginia Radio	65	9307	1,600	c4	Hot AC	1,400	1.21	8.6	10.2	9.7	8.0	6.3	6.3	4.1	4.3	6.0					
WJYP	South Charleston	A	100.9	3.0	299	c	L. M. Communications	85	0209		g1	Inspr/Lt AC	400	1.19	2.5	2.0	1.0	2.5	1.7	3.2	1.9	1.7	1.1					
WVSR	Charleston	B	102.7	50.0	404	a	Nininger Stations	64	9906	2,800	c1	CHR	1,350	0.62	16.2	11.1	11.4	12.7	14.2	11.3	19.2	17.9	17.3					
WKLC	St. Albans	B	105.1	3.6	1663	c	L. M. Communications	66	8002	287	c2	AOR	900	0.81	8.2	7.5	6.4	8.0	5.6	7.0	10.4	6.3	6.7					
WKAZ	Miami	B	107.3	23.5	676	b	West Virginia Radio	85	9707	2,140	c5	Oldies	900	0.94	7.1	6.9	6.0	5.5	6.3	8.1	8.6	7.6	6.3					
# FM Stations -															9	# Combos -		9	FM TOTALS									
															87.1	74.7	70.3	72.3	72.2	72.6	71.7	73.7	71.9	ARB 12+ Metro Shares (see rights)				

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)														
			Freq	(kW)	(kW)	(kW)											Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998							
WCBS	Charleston	B	580	5.0	5.00	b	West Virginia Radio	27	9206		c3	Nws/Tlk/Spt	1,625	1.16	10.4	7.5	8.4	8.4	8.9	6.0	10.4	7.3	9.2								
WCAW	Charleston	B	680	10.0	0.22	b	West Virginia Radio	46	9307		c4	Nostalgia	150	0.79	1.4	1.3	1.3	1.1	1.3	1.4	1.6	2.0	1.8								
• WVTS	Charleston	B	950	5.0	1.00	a	Nininger Stations	57	6405			Talk	50		0.4	2.0	0.7	0.7	0.0	0.7	1.4	1.7	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				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
• WCOZ	St. Albans	D	1300	1.0	0.05	c	L. M. Communications	56	8002		c2	AOR				0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0								
• WSCW	South Charleston	D	1410	5.0	0.00	c	L. M. Communications	63	0209		g1	Gospel	75			0.0	2.0	0.0	0.0	0.0	0.0	1.0	0.0								
WSWW	Charleston	C	1490	1.0	1.00	b	West Virginia Radio	39	9707		c5	Sports	200			0.4	0.0	0.7	0.7	0.0	0.0	0.0	0.7								
# AM Stations -															8	# Combos -		7	AM TOTALS												
AM & FM Stations Profiled -															17	# Duopolles -		8	Total Local Commercial Share												
															12.6	10.8	13.1	10.9	10.2	8.1	13.5	12.7	13.1	85.5	83.4	83.2	82.4	80.7	85.2	86.4	85.0

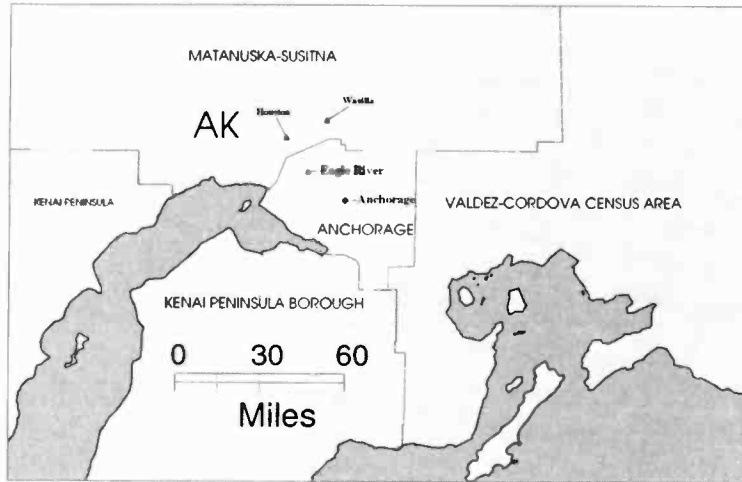
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 175

Revenue Rank: 114

Anchorage, AK Market Overview



Metro Counties / Population (000)

Anchorage, AK	262.8
	262.8

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$13,900	\$14,800	\$15,300	\$15,900	\$18,100	\$16,600	3.6%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06	
-8.3%	\$17,500	\$18,600	\$19,800	\$21,000	\$22,400	6.2%	

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.92/1,000	\$5.02/1,000	Local 90%
Revenue/Capita	\$53.96	\$63.17	\$83.15	National 10%

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	257.6	262.8	0.4%	262.8	269.4	0.5%
Households	94.5	97.5	0.6%	97.5	101.0	0.7%
Retail Sales	NA ^{1/}	4,232.7	NA ^{1/}	4,232.7	4,462.7	1.1%
EBI ^{2/}	5,023.7	5,708.9	2.6%	5,708.9	6,419.6	2.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	135.4	29.0	11.4	12.4	23.1	27.7	19.8	12.1
Women (000)	127.4	27.4	10.7	11.1	22.1	25.6	17.9	12.6
Total	262.8	56.4	22.1	23.5	45.2	53.2	37.7	24.7
Percentage	100.0%	21.4%	8.4%	8.9%	17.2%	20.3%	14.3%	9.4%
Per Capita	\$ 21,723			Median Household	\$ 50,672		Avg Household	\$ 58,553
Ethnic Population:	White 76.3%		Black 6.7%		Asian 7.8%		Hispanic 5.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			17	14	17	8	25
Tot 12+			70.5	67.3	70.5	11.3	81.8
Avg 12+			4.1	4.8	4.1	1.4	3.3
Tot LCS			86.2	82.3	86.2	13.8	100.0
Avg LCS			5.1	5.9	5.1	1.7	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KQEZ	Houston	C2	92.1	10.0	cp	886 f	New NW Bcstrs	97	9909	1,300	Soft Rock	750	0.87	5.2	4.4	4.3	2.9	6.3	3.9	4.0	4.0	2.9
KFAT	Anchorage	C2	92.9	10.0	cp	886 f	New NW Bcstrs	99	9908	1,250	Rhymc/HpHo	975	0.75	7.8	6.9	5.0	7.2	6.6	10.9	10.4	5.0	0.0
KAFC	Anchorage	C2	93.7	27.0		663 d	Christian Bcstg, Inc	99			ChrsContem			3.1	1.9	2.3	2.9	2.5	1.0	3.2	0.0	0.0
KADX	Houston	C1	94.7	51.0	cp	371 e	Amer Radio Brokers	94			Talk	800	3.21	1.5	1.3	1.0	1.3	1.3	0.0	0.0	0.0	0.0
KRPM	Houston	C2	96.3	10.0	cp	886 f	New NW Bcstrs	99			80s Hits	425	0.61	4.2	2.5	3.3	3.9	3.5	3.9	1.0	0.0	0.0
KEAG	Anchorage	C1	97.3	100.0		594 b	MCC Radio LLC	86	9812		g3	1,300	1.26	6.2	7.9	5.6	6.2	4.7	6.6	5.1	5.0	6.8
KLEF	Anchorage	C1	98.1	25.0		30 c	Chinook Concert Bcst	88			Classical	450	0.82	3.3	4.1	3.3	2.6	3.2	3.0	3.9	3.7	3.6
KYMG	Anchorage	C1	98.9	51.0		-151 a	Clear Channel Comm	89	0008		g	1,150	0.96	7.2	3.8	5.3	4.9	7.9	8.2	4.5	5.0	4.5
KMBQ	Wasilla	C1	99.7	51.0		-157	KMBQ Bcstg Corp	85	0003	2,000	AC	1,050			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
KBFX	Anchorage	C3	100.5	25.0		174 a	Clear Channel Comm	78	0008		g	1,150	0.89	7.8	5.0	6.6	7.2	6.6	5.3	5.8	6.0	6.8
KGOT	Anchorage	C2	101.3	26.0		-66 a	Clear Channel Comm	75	0008		g	1,000	0.85	7.1	5.0	4.6	6.5	6.0	5.6	6.3	11.0	13.3
KDBZ	Anchorage	C3	102.1	23.0	cp	82 f	New NW Bcstrs	73	9909	1,500	Modern AC	450	0.75	3.6	4.1	4.0	3.6	2.8	3.9	3.1	4.0	4.9
KMXS	Anchorage	C1	103.1	51.0	cp	7 b	MCC Radio LLC	87	9812		g3	1,000	1.51	4.0	3.5	3.3	4.2	2.8	3.9	7.2	6.0	6.8
KBRJ	Anchorage	C1	104.1	55.0		62 b	MCC Radio LLC	66	9812		g3	1,500	1.27	7.1	6.3	7.3	6.2	6.3	7.9	6.5	7.0	8.1
KNIK	Anchorage	C1	105.7	51.0		1070	Ubik Corporatlon	60	9912	950	Smooth Jazz	500	0.67	4.5	3.8	2.0	3.6	4.4	3.3	4.1	5.0	4.2
KWHL	Anchorage	C1	106.5	100.0		66 b	MCC Radio LLC	82	9812		g3	1,300	1.40	5.8	5.0	5.3	5.6	4.4	4.3	7.9	10.0	8.1
KASH	Anchorage	C1	107.5	68.0		-289 a	Clear Channel Comm	85	0008		g	725	0.75	5.8	5.0	5.6	5.6	4.7	5.9	4.8	5.6	5.2
# FM Stations -				17	# Combos -				15	FM TOTALS				84.0	70.5	68.8	74.4	74.0	77.6	77.8	77.3	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KTZN	Anchorage	B	550	5.0	5.00	a	Clear Channel Comm	48	0008		g	Sports	300	0.90	2.0	1.6	1.7	1.3	2.2	0.7	0.8	0.3	1.0
KHAR	Anchorage	B	590	5.0	5.00	b	MCC Radio LLC	61	9812		g3	Nostalgia	150	0.38	2.4	1.6	2.3	2.3	1.9	3.0	2.6	3.0	2.3
KENI	Anchorage	A	650	50.0	50.00	a	Clear Channel Comm	67	0008		g	Talk	250	0.27	5.6	3.8	7.0	4.2	5.7	4.3	5.3	6.3	6.1
KBYR	Anchorage	A	700	10.0	10.00		Cobb Comm	48	0206	270		Country	125		0.9	0.9	0.0	1.0	0.6	0.7	1.0	0.7	1.0
KFQD	Anchorage	A	750	50.0	cp	50.00	b	MCC Radio LLC	24	9812	g3	News/Talk	650	0.98	4.0	2.8	4.3	3.6	3.5	3.0	3.4	2.0	1.6
• KABN	Long Island	A	840	10.0	10.00	e	Amer Radio Brokers	93				DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KAXX	Eagle River	A	1020	10.0	10.00	e	Amer Radio Brokers	86	9702	150		Sports	450		0.4	0.0	0.0	0.7	0.0	0.7	0.0	0.3	0.6
KUDO	Anchorage	A	1080	10.0	10.00	c	Chinook Concert Bcst	75	9811	135		News/Talk	125		0.9	0.6	1.0	1.0	0.6	0.0	0.5	0.3	0.0
# AM Stations -				8	# Combos -				7	AM TOTALS				16.2	11.3	16.3	14.1	14.5	12.4	13.6	12.9	12.6	
AM & FM Stations Profiled -				25	# Duopolies -				9	Total Local Commercial Share				81.8	85.1	88.5	88.5	90.0	91.4	90.2	88.1		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 176

Revenue Rank: 165

Binghamton, NY Market Overview



Metro Counties / Population (000)

Broome, NY	199.7
Tioga, NY	51.7
Total	251.4

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$8,400	\$8,800	\$9,500	\$10,300	\$11,800	\$10,800
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-8.5%	\$11,400	\$12,200	\$12,900	\$13,700	\$14,600	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.36/1,000	2006 \$3.91/1,000	Est. Breakout			
Revenue/Capita	\$32.60	\$42.96	\$60.63	Local	88%		
				National	12%		

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	257.7	251.4	-0.5%	251.4	240.8	-0.9%
Households	97.8	96.3	-0.3%	96.3	93.2	-0.7%
Retail Sales	NA ^{1/}	3,213.7	NA ^{1/}	3,213.7	3,734.2	3.0%
EBI ^{2/}	3,332.7	3,739.1	2.3%	3,739.1	3,893.9	0.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	122.2	21.2	9.7	12.5	16.8	18.5	17.6	26.0
Women (000)	129.2	19.6	9.2	13.1	16.2	18.6	18.3	34.2
Total	251.4	40.7	18.9	25.6	33.0	37.1	35.9	60.2
Percentage	100.0%	16.2%	7.5%	10.2%	13.1%	14.7%	14.3%	23.9%
Per Capita	\$ 14,873			Median Household	\$ 32,331		Avg Household	\$ 38,828
Ethnic Population:	White 93.7%	Black 3.2%	Asian 2.6%	Hispanic 1.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	3		9	11	6	17
Tot 12+	33.8	29.5		63.3	63.3	14.7	78.0
Avg 12+	4.2	9.8		7.0	5.8	2.5	4.6
Tot LCS	43.3	37.8		81.2	81.2	18.8	100.0
Avg LCS	5.4	12.6		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	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WKGB	Conklin	A	92.5	1.5	cp	676 c	89	0005	20,000	d3	AOR	750	1.04	6.7	6.7	8.8	4.5	6.6	5.0	4.3	5.4	4.2
WIYN	Deposit	A	94.7	0.8		643		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		9906		g1	Country	1,400	1.18	11.0	13.4	10.2	8.6	9.6	13.0	12.3	16.4	17.3
• WAAL	Binghamton	B	99.1	7.1		1089 a		9906		g1	Clisc Rock	1,775	1.57	10.5	7.7	8.8	7.0	10.3	7.7	10.8	14.7	10.9
WCDW	Conklin	A	100.5	1.4		692		9410	70	cp	Equinox Bcstg Corp	100	0.46	2.0	2.3	0.7	1.6	1.7	1.5	2.2	2.7	2.1
WLTB	Johnson City	A	101.7	1.3		699		9309		st	G M Broadcasting Inc	1,100	1.62	6.3	4.3	3.1	5.7	4.7	5.3	3.3	3.3	2.7
WAVR	Waverly	A	102.1	4.1		400 b		8610	470	c1	WATS Bcstg Inc	250	1.65	1.4	0.0	0.0	1.0	1.3	0.3	0.0	0.7	0.0
WMXW	Vestal	A	103.3	0.6		1014 c		0005		d3	Clear Channel Comm	1,050	1.33	7.3	8.7	8.8	5.4	6.6	7.1	6.3	4.0	5.2
• WWYL	Chenango Bridge	A	104.1	0.9		833 a		9906		g1	Citadel Comm Corp	50	0.17	2.7	6.4	2.4	3.5	1.0	2.2	2.1	2.7	2.4
WMRV	Endicott	B	105.7	35.0		571 c		0005		d3	Clear Channel Comm	1,275	0.60	19.7	8.4	12.9	17.5	15.0	17.6	14.0	14.4	13.6
WBBI	Endwell	A	107.5	1.1		545 c		0005			Country	900	0.96	8.7	5.4	4.4	7.0	7.3	2.5	3.3	4.3	4.2
# FM Stations -				11	# Combos -				8	FM TOTALS				76.3	63.3	60.1	61.8	64.1	62.2	58.6	68.6	62.6

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WINR	Binghamton	B	680	5.0	0.50	c	Clear Channel Comm	46	0102	1,000		News/AdStd	400	0.84	4.4	3.0	3.1	3.2	4.0	2.5	3.5	1.7	2.4
• WATS	Sayre	D	960	5.0	0.05	b	WATS Bcstg Inc	50	8610		c1	AC				0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
WNBF	Binghamton	B	1290	9.3	5.00	a	Citadel Comm Corp	28	9906		g1	News/Talk	700	0.72	9.0	8.4	7.5	8.3	6.6	8.0	8.6	6.0	7.0
• 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 Comm Corp	47	9912		sw	Oldies	825	1.02	7.5	1.3	7.8	6.7	5.6	4.3	6.4	4.0	6.4
WENE	Endicott	B	1430	5.0	5.00	c	Clear Channel Comm	47	0005		d3	Sports	250	0.86	2.7	2.0	2.4	2.5	2.0	1.9	2.9	2.3	1.8
# AM Stations -				6	# Combos -				5	AM TOTALS				23.6	14.7	20.8	20.7	18.2	17.0	21.4	14.0	17.6	
AM & FM Stations Profiled -				17	# Duopolies -				5	Total Local Commercial Share				78.0	80.9	82.5	82.3	79.2	80.0	82.6	80.2		

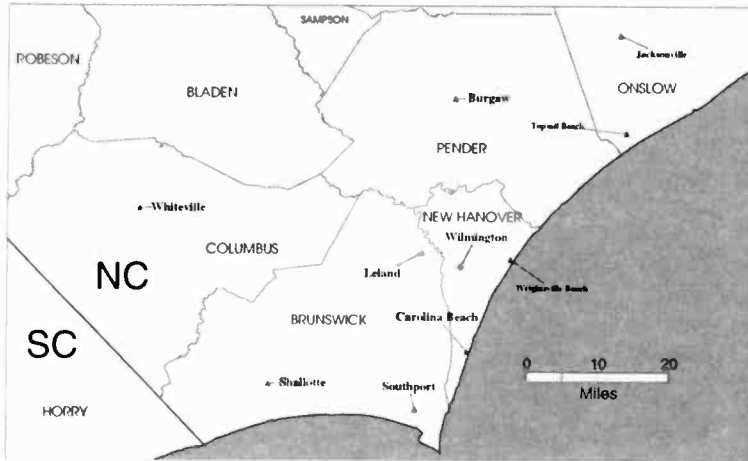
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 177

Revenue Rank: 155

Wilmington, NC Market Overview



Metro Counties / Population (000)

Brunswick, NC	74.8
New Hanover, NC	163.3
Total	238.1

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

ESTIMATED GROSS REVENUES ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$8,600	\$9,300	\$9,600	\$11,900	\$12,900	\$12,000
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.0%	\$12,600	\$13,400	\$14,300	\$15,100	\$16,100	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$2.79/1,000	2006 \$3.01/1,000	Est. Breakout			
Revenue/Capita	\$42.53	\$50.40	\$60.48	Local	85%		
				National	15%		

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	202.2	238.1	3.3%	238.1	266.2	2.3%
Households	81.1	97.1	3.7%	97.1	110.8	2.7%
Retail Sales	NA ^{1/}	4,303.7	NA ^{1/}	4,303.7	5,357.1	4.5%
EBI ^{2/}	2,798.6	3,905.0	6.9%	3,905.0	5,142.0	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	114.6	18.0	9.8	11.1	14.6	18.7	17.4	24.9
Women (000)	123.5	17.5	9.4	11.7	15.1	19.8	18.9	31.1
Total	238.1	35.5	19.2	22.9	29.8	38.5	36.2	56.0
Percentage	100.0%	14.9%	8.1%	9.6%	12.5%	16.2%	15.2%	23.5%
Per Capita	\$ 16,400			Median Household	\$ 28,539		Avg Household	\$ 40,216
Ethnic Population:	White 82.2%		Black 16.2%		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		11	12	17	6	23
Tot 12+	17.2		48.2	57.3	65.4	9.1	74.5
Avg 12+	2.9		4.4	4.8	3.8	1.5	3.2
Tot LCS	23.1		64.7	76.9	87.8	12.2	100.0
Avg LCS	3.8		5.9	6.4	5.2	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

Some stations also rated in markets 84, 126 and 204.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WDZD	Ocean Isle	A	93.5	6.0	328		Root Comm Group LP	99				Soft AC	50		0.3	0.7	1.1	0.4	0.0	0.0	0.5	0.0	0.0	
WFXZ	Wrightsville	A	93.7	6.0	328	b	Sea-Comm Inc	00	0007	1,200		Clsc Rock	200	0.98	1.7	3.0	1.4	2.5	0.0	0.0	0.0	0.0	0.0	
WKXS	Leland	A	94.1	5.0	135	c	Cumulus Bcstg Inc	94	9708	1,600	c2	Urban	550	1.09	4.2	1.3	1.4	2.2	3.8	2.5	2.6	3.4	4.5	
WMNX	Wilmington	C1	97.3	100.0	883	c	Cumulus Bcstg Inc	70	0105		g4	Urban AC	1,425	0.87	13.6	6.1	11.4	9.1	10.5	13.1	8.5	10.3	11.7	
WAZO	Oak Island	C3	98.3	18.5	381	d	Padner Group LLC	00	0205	6,800	c4	CHR	300	0.60	4.2	3.7	3.9	3.3	2.8	0.0	0.0	0.0	0.0	
WKOQ	Jacksonville	C1	98.7	100.0	974		NextMedia Group	65	0008			Oldies	n/a		6.1	4.0	5.0	3.6	5.2	6.0	5.1	6.1	3.8	
WZFX	Whiteville	C1	99.1	100.0	981		Beasley Bcst Group	62	9705	See (126)		Urban	n/a		2.9	1.7	1.8	1.8	2.4	5.0	3.4	1.9	3.0	
WKXB	Burgaw	C1	99.9	100.0	774	b	Sea-Comm Inc	64	9302	600		Oldies	1,475	1.28	9.6	3.4	6.8	5.8	8.0	5.0	8.9	11.4	4.9	
WWQQ	Wilmington	C2	101.3	40.0	545	c	Cumulus Bcstg Inc	69	9708		g	Country	1,800	1.43	10.5	7.4	7.1	5.4	9.8	4.3	7.1	8.7	7.5	
WGNI	Wilmington	C1	102.7	100.0	981	c	Cumulus Bcstg Inc	70	0105		g4	AC	1,825	1.58	9.6	10.4	8.5	8.3	5.6	7.8	8.2	8.4	12.0	
WLTT	Shallotte	C3	103.7	25.0 cp	325	f	Burns Media Stratgis	77	0204	1,200	c3	Talk	100	0.56	1.5	2.4	2.1	1.4	0.7	1.4	1.4	0.8	0.4	
WZXS	Topsail Beach	C3	103.9	21.5	328	e	Jacksonville-Topsail	93	9802	See (84)		Adlt Stndrd	n/a		3.4	2.4	1.4	2.5	2.4	2.1	1.3	2.3	2.3	
WRQR	Wilmington	A	104.5	3.1	449	d	Padner Group LLC	94	0205		c4	AOR	1,375	1.45	7.9	5.1	4.6	6.5	4.9	8.2	7.4	6.1	7.5	
WXQR	Jacksonville	C2	105.5	19.0	794		NextMedia Group	66	0104			Clsc Rock	n/a		2.2	2.0	1.4	2.2	1.0	2.8	2.4	2.7	3.4	
WCCA	Shallotte	A	106.3	6.0	305	f	Burns Media Stratgis	86	0204		c3	Country	225	0.89	2.1	4.7	3.6	1.4	1.7	2.5	2.4	1.9	1.1	
WLGX	Carolina Beach	A	106.7	5.6	341	d	Ocean Bcstg LLC	96	0205	480		Smooth Jazz	400	1.11	3.0	2.4	2.8	2.9	1.4	2.1	0.8	2.3	1.1	
WSFM	Southport	C2	107.5	32.0	594	b	Sea-Comm Inc	78	8710	1,300		Modern Rock	975	1.07	7.6	4.7	2.8	4.7	6.3	6.7	9.0	9.1	9.0	
# FM Stations -					17	# Combos -					12	FM TOTALS				90.4	65.4	67.1	64.0	66.5	69.5	69.0	75.4	72.2

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WMFD	Wilmington	B	630	0.8 cp	1.00	d	Ocean Bcstg LLC	35	9610		c1	Sprts/Talk				1.0	1.4	0.0	0.0	0.0	0.0	1.9	1.9	
WAAV	Leland	B	980	5.0	5.00	c	Cumulus Bcstg Inc	57	9708		c2	Nws/Tlk/Spt	975	1.07	7.6	7.1	5.0	6.5	4.5	2.8	4.0	3.0	4.5	
• WMYT	Carolina Beach	D	1180	10.0	0.00	a	Family Radio Network	89	0104		g	Span/CCtmp	125			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	Gospel				0.0	0.0	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	0.44	1.9	1.0	1.4	1.8	1.0	0.0	0.0	0.0	1.1	
# AM Stations -					6	# Combos -					5	AM TOTALS				9.5	9.1	7.8	8.3	5.5	2.8	4.0	4.9	7.5
AM & FM Stations Profiled -					23	# Duopolies -					8	Total Local Commercial Share				74.5	74.9	72.3	72.0	72.3	73.0	80.3	79.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates

Metro Rank: 178

Revenue Rank: 171

Columbus, GA Market Overview



Metro Counties / Population (000)

Chattahoochee, GA	14.7
Muscogee, GA	186.8
Russell, AL	50.0
Total	251.5

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ '96 - '01
	\$9,600	\$9,700	\$10,600	\$10,700	\$11,800	\$10,600	2.0%
★	Δ '00 - '01	2002	2003	2004	2005	2006	Δ '01 - '06
	-10.2%	\$11,200	\$11,900	\$12,700	\$13,400	\$14,300	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.26/1,000	2006 \$3.80/1,000	Est. Breakout			
Revenue/Capita	\$37.51	\$42.15	\$58.04	Local 89%	National 11%		

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	255.9	251.5	-0.3%	251.5	246.4	-0.4%
Households	90.5	91.9	0.3%	91.9	91.2	-0.2%
Retail Sales	NA ^{1/}	3,256.1	NA ^{1/}	3,256.1	3,762.0	2.9%
EBI ^{2/}	3,001.1	3,560.4	3.5%	3,560.4	4,061.8	2.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	123.7	23.9	11.3	16.8	18.7	17.9	14.9	20.1
Women (000)	127.8	23.1	10.8	11.4	17.3	18.8	17.2	29.2
Total	251.5	47.0	22.1	28.2	36.0	36.7	32.1	49.4
Percentage	100.0%	18.7%	8.8%	11.2%	14.3%	14.6%	12.8%	19.6%
Per Capita	\$ 14,157	Median Household		\$ 28,758	Avg Household		\$ 38,742	
Ethnic Population:	White 53.9%	Black 43.6%	Asian 1.9%	Hispanic 4.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		8	11	12	6	18
Tot 12+	39.6		31.2	69.4	70.8	16.5	87.3
Avg 12+	9.9		3.9	6.3	5.9	2.8	4.9
Tot LCS	45.4		35.7	79.5	81.1	18.9	100.0
Avg LCS	11.3		4.5	7.2	6.8	3.2	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WIOG	Eufaula	C2	92.7	39.0	551		Woodfin Group	69	9705	275		Clsc Rock	400	1.08	3.5	3.4	3.1	6.2	0.0	0.0	0.0	0.0			
WRLD	Valley	C3	95.3	25.0 cp	328	b	McClure Bcstg	93	9908	680		Oldies			5.1	3.1	4.2	5.5	3.5	2.2	0.0	0.0			
WKZJ	Greenville	C3	95.7	3.4	876	a	Davis Bcstg	95	9712	450		Urban AC	300	1.18	2.4	2.4	1.9	2.4	1.8	2.9	3.4	2.3			
WAGH	Fort Mitchell	A	98.3	6.0	328	c	Clear Channel Comm	89	0204		g1	Urban AC	850	1.08	7.4	7.2	7.7	6.9	6.3	5.9	7.0	9.7			
WKNL	Lumpkin	C2	99.3	50.0	492	b	McClure Bcstg		92			Country	1,050	1.44	6.9	5.5	3.5	5.5	6.7	6.6	5.1	7.1			
WGSY	Phenix City	A	100.1	6.0	328	c	Clear Channel Comm	71	0204		g1	AC	900	1.35	6.3	5.5	7.3	5.5	5.6	5.1	7.2	4.2			
WMRZ	Cuthbert	C3	100.7	11.5	479		Popwell Corp Gr		01			Adlt Strndr				1.4	1.5	0.0	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	600	0.80	7.1	6.1	5.4	6.2	6.3	7.4	8.1	5.8			
WVRK	Columbus	C	102.9	100.0	1519	c	Clear Channel Comm	46	0204		g1	Rock	1,400	1.91	6.9	6.5	6.9	5.2	7.0	6.3	6.7	6.8			
WFXE	Columbus	A	104.9	6.0	289	a	Davis Bcstg	69	8605		g1	Urban	1,900	0.78	23.0	20.8	20.8	19.7	21.1	18.0	18.9	18.5			
WSTH	Alexander City	C1	106.1	86.0	1047	c	Clear Channel Comm	49	0202 p	2,725	c1	Country	900	2.18	3.9	3.1	2.7	4.2	2.8	4.4	3.4	3.6			
WCGO	Columbus	C	107.3	100.0	1011	b	McClure Bcstg		66			AC	1,100	1.65	6.3	5.8	3.5	4.2	7.0	6.6	4.4	7.8			
# FM Stations -					12	# Combos -					10	FM TOTALS					78.8	70.8	68.5	71.5	68.1	65.4	64.2	65.8	64.4

AM Stations

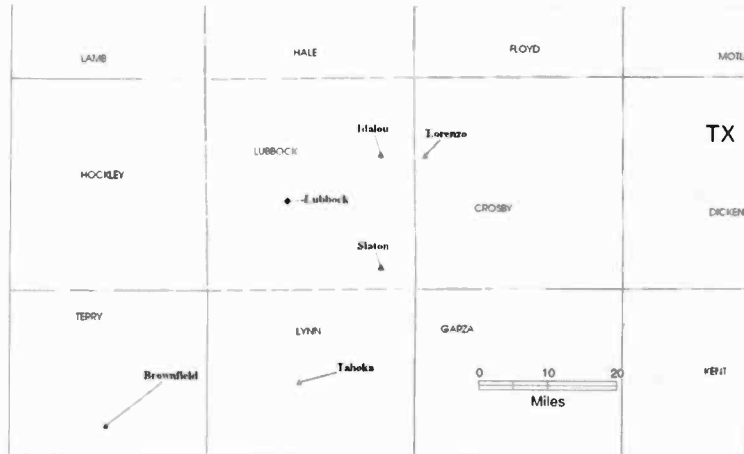
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
• WDAK	Columbus	B	540	5.0	0.50	c	Clear Channel Comm	40	0202 p		c1	News/Talk	150	1.18	1.2	1.4	1.9	1.0	1.1	1.1	0.8	1.0	1.0		
• WMLF	Columbus	D	1270	5.0	0.19	c	Clear Channel Comm	47	0204		g1	Sports	100	0.43	2.2	0.7	0.8	1.0	2.8	2.2	2.7	2.9	4.3		
• WOKS	Columbus	C	1340	1.0	1.00	a	Davis Bcstg	59	8605		g1	Urb/Old/Gsp	250	0.46	5.1	5.5	4.6	4.8	4.2	5.9	3.9	3.2	4.6		
• WRCG	Columbus	B	1420	5.0	5.00	b	McClure Bcstg	28	7701			Nws/Tlk/Spt	250	0.44	5.4	2.0	5.0	3.5	6.0	5.5	5.6	5.5	6.3		
• WPNX	Phenix	B	1460	4.0	0.14	c	Clear Channel Comm	51	0204		g1	Gospel	150	0.79	1.8	1.4	0.8	2.1	1.1	0.7	2.0	1.6	0.7		
• WEAM	Columbus	B	1580	2.3	1.00	a	Davis Bcstg	54	0105	400		Gospel	300	0.50	5.7	5.5	4.2	5.5	4.6	4.8	5.0	4.2	5.9		
# AM Stations -					6	# Combos -					6	AM TOTALS					21.4	16.5	17.3	17.9	19.8	20.2	20.0	18.4	22.8
AM & FM Stations Profiled -					18	# Duopolies -					7	Total Local Commercial Share						87.3	85.8	89.4	87.9	85.6	84.2	84.2	87.2

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

Metro Rank: 179

Revenue Rank: 159

Lubbock, TX Market Overview



Metro Counties / Population (000)

Lubbock, TX	244.1
	244.1

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$9,700	\$10,400	\$11,300	\$12,000	\$12,600	\$11,600
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.9%	\$12,200	\$13,000	\$13,900	\$14,700	\$15,700	6.2%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$3.09/1,000	\$3.79/1,000	Local	90%		
Revenue/Capita	\$41.44	\$47.52	\$64.82	National	10%		

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	234.1	244.1	0.8%	244.1	242.2	-0.2%
Households	85.0	89.6	1.1%	89.6	90.1	0.1%
Retail Sales	NA ^{1/}	3,758.6	NA ^{1/}	3,758.6	4,145.0	2.0%
EBI ^{2/}	3,071.6	3,642.8	3.5%	3,642.8	4,187.6	2.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	120.2	23.0	10.4	18.2	17.8	17.0	14.2	19.7
Women (000)	123.9	21.8	10.0	17.3	16.5	17.5	15.7	25.1
Total	244.1	44.8	20.4	35.5	34.3	34.5	29.9	44.8
Percentage	100.0%	18.3%	8.3%	14.5%	14.0%	14.1%	12.3%	18.3%
Per Capita	\$ 14,923			Median Household	\$ 30,539		Avg Household	\$ 40,656
Ethnic Population:	White	89.1%	Black	8.1%	Asian	1.6%	Hispanic	27.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		12	12	13	7	20
Tot 12+	3.8		68.9	71.7	72.7	12.2	84.9
Avg 12+	3.8		5.7	6.0	5.6	1.7	4.2
Tot LCS	4.5		81.2	84.5	85.6	14.4	100.0
Avg LCS	4.5		6.8	7.0	6.6	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	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KJAK	Slaton	C1	92.7	100.0	584		Williams Bcstg	78	8106	575		Religion	600	3.04	1.7	1.0	1.4	1.3	1.7	1.0	1.0	0.6	1.3
KXTQ	Lubbock	C1	93.7	100.0	742	c	Ramar	63	9308	363	c2	Tejano	750	1.29	5.0	4.1	3.8	5.2	3.4	4.3	3.5	3.7	4.6
KFMX	Lubbock	C1	94.5	100.0	817	a	Clear Channel Comm	66	0008		g	AOR	1,050	1.12	8.1	9.2	8.7	5.6	8.4	8.5	9.3	7.7	6.3
KLLL	Lubbock	C1	96.3	100.0	817	b	NextMedia Group	58	0008		g3	Country	2,350	1.21	16.8	9.8	11.1	17.3	11.8	14.4	14.6	18.2	18.5
KKCL	Lorenzo	C2	98.1	36.0 cp	574	a	Clear Channel Comm	87	0008		g	Oldies	875	1.06	7.1	6.7	7.3	6.2	6.1	6.9	7.7	6.8	8.9
KQBR	Lubbock	C1	99.5	100.0	817	a	Clear Channel Comm	64	0008		g	Country	300	0.45	5.8	4.1	4.8	5.9	4.1	5.2	4.1	4.3	5.0
KMMX	Tahoka	C1	100.3	100.0	883	b	NextMedia Group	87	0008		g3	AC/Varty	550	0.63	7.5	7.0	5.9	6.5	6.4	5.9	5.0	4.3	4.3
• KONE	Lubbock	C1	101.1	100.0	883	b	NextMedia Group	75	0008		g3	Rock	500	0.65	6.6	4.1	4.5	4.2	7.1	5.2	4.1	3.4	4.6
KZII	Lubbock	C1	102.5	100.0	817	a	Clear Channel Comm	82	0008		g	CHR	1,900	1.38	11.9	13.7	8.0	9.5	11.1	10.5	11.3	9.6	12.9
KAMZ	Tahoka	C3	103.5	20.0 cp	328		Benavides, Albert	01				Oldies	250	1.03	2.1	1.6	2.4	3.6	0.0	0.0	0.0	0.0	0.0
• KJTV	Brownfield	C2	104.3	50.0	476	c	Ramar	94	9904	1,025		CHR	500	0.55	7.8	5.1	7.6	5.6	7.8	8.2	7.1	8.3	8.9
KRBL	Idalou	A	105.7	5.5	328		Ramsey, Kenneth	95	9506		cp	Country	125	0.40	2.7	3.8	3.8	2.6	2.0	4.6	2.3	3.7	2.3
KEJS	Lubbock	C2	106.5	34.0	587		Barton Bcstg Co	92				Tejano	325	0.88	3.2	2.5	2.4	2.6	3.0	2.6	2.4	2.5	3.6
# FM Stations -					13	# Combos -					9	FM TOTALS			86.3	72.7	71.7	76.1	72.9	77.3	72.4	73.1	81.2

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KRFE	Lubbock	B	580	0.5	0.29		KRFE Radio Inc	53	9402	75		Nostalgia	200	0.75	2.3	1.6	1.7	2.0	2.0	2.0	2.7	3.1	3.3
KFYO	Lubbock	B	790	5.0	1.00	a	Clear Channel Comm	27	0008		g	Nws/Tlk/Spt	700	1.12	5.4	3.8	4.5	3.9	5.4	3.6	2.7	3.1	1.7
KJTV	Lubbock	B	950	5.0	0.50	c	Ramar	46	9308		c2	News	100		0.6	1.0	1.0	0.3	0.7	1.0	0.5	0.6	0.3
KKAM	Lubbock	C	1340	1.0	1.00	a	Clear Channel Comm	55	0008		g	Sports	275	0.95	2.5	3.2	3.1	2.0	2.4	1.3	2.3	1.2	3.6
KLFB	Lubbock	B	1420	0.5	0.50		Ballard Broadcasting	66	9103		st	Span/Chrst				0.0	0.0	0.0	0.0	0.0	1.7	1.5	0.0
• KBZO	Lubbock	B	1460	1.0	0.24		Entravision Comm Co	53	9910	2,300		Mexican	150	1.08	1.2	1.0	1.4	1.0	1.0	0.7	2.1	1.9	0.3
• KDAV	Lubbock	B	1590	1.0	1.00		Renaissance Bcstg	47	9808	150		Oldies	100	0.45	1.9	1.6	0.7	2.3	1.0	1.6	1.5	0.9	1.3
# AM Stations -					7	# Combos -					3	AM TOTALS			13.9	12.2	12.4	11.5	12.5	10.2	13.5	12.3	10.5
AM & FM Stations Profiled -					20	# Duopolies -					5	Total Local Commercial Share			84.9	84.1	87.6	85.4	87.5	85.9	85.4	91.7	

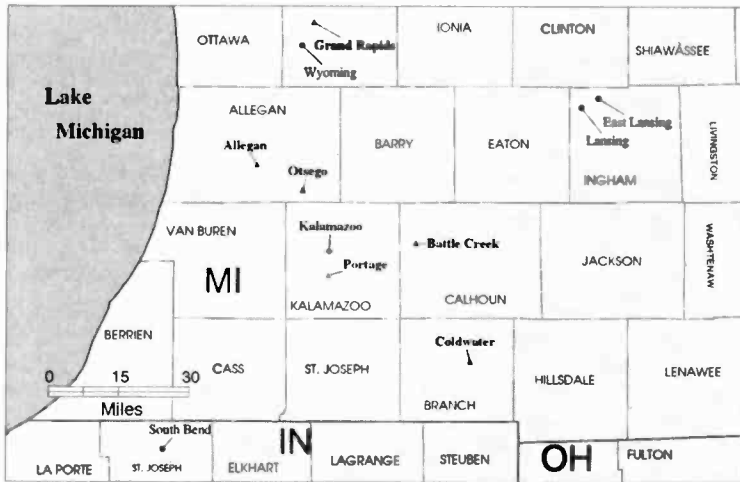
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 180

Revenue Rank: 143

Kalamazoo, MI Market Overview



Metro Counties / Population (000)

Kalamazoo, MI 239.7

239.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$9,300	\$10,100	\$11,600	\$13,000	\$13,400	\$12,700	6.5%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
Gross Revenues	-5.2%	\$13,500	\$14,100	\$14,600	\$15,200	\$16,200	5.0%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.37/1,000	\$5.47/1,000	Local 86%
Revenue/Capita	\$40.22	\$52.98	\$66.83	National 14%

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	231.2	239.7	0.7%	239.7	242.4	0.2%
Households	86.9	91.0	0.9%	91.0	93.5	0.5%
Retail Sales	NA ^{1/}	2,905.9	NA ^{1/}	2,905.9	2,961.7	0.4%
EBI ^{2/}	3,527.7	4,353.1	4.3%	4,353.1	5,140.7	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	115.8	20.5	9.4	16.2	15.9	18.5	15.9	19.3
Women (000)	123.9	19.7	9.0	16.9	16.2	19.4	16.8	25.8
Total	239.7	40.2	18.3	33.1	32.1	38.0	32.8	45.1
Percentage	100.0%	16.8%	7.7%	13.8%	13.4%	15.8%	13.7%	18.8%
Per Capita	\$ 18,161							
				Median Household	\$ 39,798		Avg Household	\$ 47,836
Ethnic Population:	White 86.6%	Black 10.5%	Asian 2.1%				Hispanic 2.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	5		7	8	8	16
Tot 12+	11.3	40.4		50.2	51.7	17.4	69.1
Avg 12+	3.8	8.1		7.2	6.5	2.2	4.3
Tot LCS	16.4	58.5		72.6	74.8	25.2	100.0
Avg LCS	5.5	11.7		10.4	9.4	3.1	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 Grand Rapids and Battle Creek.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WZUU	Allegan	A	92.3	0.9	600	b	Forum	91	9707	425		Rock	380	1.07	2.8	1.5	0.7	1.9	1.9	1.9	1.3	1.5	1.5
WBCT	Grand Rapids	B	93.7	320.0	781		Clear Channel Comm	51	9604	See (66)		Country	n/a		12.7	8.4	6.3	10.1	6.9	9.0	6.5	8.4	8.5
WFAT	Portage	A	96.5	3.6	259	d	Midwest Comm Inc	91	9505		g1	Clsc Hits	1,250	1.37	7.2	6.9	4.0	4.7	5.0	7.1	5.2	8.8	7.7
WNWN	Coldwater	B	98.5	50.0	469	d	Midwest Comm Inc	50	9505		g1	Country	1,090	1.07	8.0	4.7	4.4	5.0	5.8	4.1	4.0	3.4	5.4
WQXC	Otsego	A	100.9	3.0 cp	299	b	Forum	81	8303	445		Oldies	410	0.75	4.3	2.9	3.7	2.7	3.1	3.4	4.5	3.1	2.3
WKFR	Battle Creek	B	103.3	50.0	482	c	Cumulus Bcstg Inc	63	9809	14,000	d1	CHR	2,970	1.14	20.5	12.0	12.5	12.8	14.7	13.5	11.7	12.6	9.2
WQLR	Kalamazoo	B	106.5	33.0	600	a	Fairfield Bcstg Co	64	7206	150		AC	2,000	1.83	8.6	5.5	7.4	6.2	5.4	7.1	7.0	5.7	7.3
WRKR	Portage	B	107.7	50.0	486	c	Cumulus Bcstg Inc	88	9809		d1	AOR/CIRck	2,570	1.30	15.6	9.8	10.7	10.5	10.4	10.5	10.8	9.9	11.2
# FM Stations -					8	# Combos -		7		FM TOTALS				79.7	51.7	49.7	53.9	53.2	56.6	51.0	53.4	53.1	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WKZO	Kalamazoo	B	590	5.0	5.00	a	Fairfield Bcstg Co	31	9512	900		News/Talk	1,125	1.41	6.3	4.4	3.7	3.5	5.0	3.7	6.3	3.1	3.8	
WBCK	Battle Creek	B	930	5.0	1.00		Clear Channel Comm	48	0008			News/Talk	n/a		0.6	0.7	0.0	0.4	0.4	0.0	0.9	0.4	0.8	
• WAKV	Otsego	D	980	1.0	0.00		Vintage Radio Enterp	58	9808	18		Adlt Stndrd	105	0.69	1.2	1.8	0.7	0.8	0.8	1.9	1.6	1.5	1.2	
WKMI	Kalamazoo	B	1360	5.0 cp	1.00	c	Cumulus Bcstg Inc	47	9809		d1	Talk	320	0.59	4.3	3.6	4.0	2.7	3.1	4.1	3.1	4.6	4.2	
• 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	0.4	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	0.4	0.4	
• WNWN	Portage	D	1560	4.1	0.00	d	Midwest Comm Inc	66	9505		g1	Urban AC	180	0.21	6.9	5.8	7.7	4.7	4.6	2.2	1.6	3.4	3.8	
WQSN	Kalamazoo	B	1660	10.0 cp	1.00	a	Fairfield Bcstg Co	98				Sports	175		0.9	1.1	0.7	0.4	0.8	0.7	0.6	0.8	0.8	
# AM Stations -					8	# Combos -		5		AM TOTALS				20.2	17.4	16.8	12.5	14.7	12.6	14.1	14.6	15.0		
AM & FM Stations Profiled -					16	# Duopolies -		4		Total Local Commercial Share				69.1	66.5	66.4	67.9	69.2	65.1	68.0	68.1			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 181

Revenue Rank: 234

Johnstown, PA Market Overview



Metro Counties / Population (000)

Cambria, PA	151.8
Somerset, PA	80.2
	232.0

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$6,000	\$6,200	\$6,300	\$6,600	\$6,900	\$5,900
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-14.5%	\$6,400	\$6,800	\$7,200	\$7,600	\$8,100	6.6%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.73/1,000	\$3.45/1,000	Local 82%
Revenue/Capita	\$25.14	\$25.43	\$35.87	National 18%

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	238.7	232.0	-0.6%	232.0	225.8	-0.5%
Households	91.2	89.4	-0.4%	89.4	88.7	-0.2%
Retail Sales	NA ^{1/}	2,162.7	NA ^{1/}	2,162.7	2,348.8	1.7%
EBI ^{2/}	2,891.1	3,316.9	2.8%	3,316.9	3,883.7	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	112.0	17.6	10.1	9.3	13.0	17.7	15.4	28.8
Women (000)	120.0	16.7	9.7	8.9	12.5	16.8	16.0	39.5
Total	232.0	34.3	19.8	18.2	25.5	34.5	31.4	68.3
Percentage	100.0%	14.8%	8.5%	7.8%	11.0%	14.9%	13.5%	29.4%
Per Capita	\$ 14,297							
				Median Household	\$ 29,396		Avg Household	\$ 37,101
Ethnic Population:	White 96.8%		Black 2.6%		Asian 0.4%		Hispanic 0.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	4		7	11	10	21
Tot 12+	22.8	35.7		54.2	58.5	6.4	64.9
Avg 12+	3.3	8.9		7.7	5.3	0.6	3.1
Tot LCS	35.1	55.0		83.5	90.1	9.9	100.0
Avg LCS	5.0	13.8		11.9	8.2	1.0	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 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WQKK	Johnstown	A	92.1	0.6	1043	d	Dame Broadcasting	62	0004		g2	AOR	475	0.98	8.2	6.2	7.3	4.5	6.5	6.8	7.3	7.8	8.9
WQZS	Meyersdale	A	93.3	0.6	965		Wahl, Roger & Helen	91				Oldies	500	1.66	5.1	1.5	3.0	3.5	3.3	2.8	2.1	1.3	1.0
WHPA	Barnesboro	A	93.5	1.3	499	e	Vernal Enterprises	99				Alternative	50		0.5	0.0	0.0	0.0	0.7	1.5	2.0	0.0	0.0
WBXQ	Cresson	A	94.7	1.0	794		Sounds Good Inc	81				Clsc Rock	n/a		1.6	0.9	0.7	0.6	1.6	0.9	1.8	2.0	2.9
WKYE	Johnstown	B	95.5	57.0	1060	b	Forever Bcstg Inc	49	9709		st	AC	1,750	1.70	17.4	10.5	11.0	11.0	12.4	13.2	11.2	15.7	13.3
WMTZ	Johnstown	B	96.5	50.0	489	a	Clear Channel Comm	73	9906		g1	Country	1,050	1.07	16.7	14.9	15.9	9.4	13.1	12.9	15.2	16.3	16.5
WUZY	Somerset	A	97.7	3.5	430	b	Forever Bcstg Inc	66	9709		st	Clsc Hits	250	1.46	2.9	3.7	4.0	1.9	2.0	5.5	3.1	3.3	1.9
WGLU	Ebensburg	B	99.1	50.0	499	d	Dame Broadcasting	74	0004		g2	CHR	650	0.68	16.3	8.4	9.6	10.6	11.4	8.6	9.1	10.1	7.6
WCCL	Central City	A	101.7	0.7	643	d	Dame Broadcasting	72	0012	1,800	c1	Oldies	250	0.43	9.9	7.7	8.3	9.4	3.9	4.3	3.8	5.6	3.2
WFRB	Frostburg	B	105.3	13.5	958	c	Dix Communications	65	9705	3,325	c4	Country	200	1.17	2.9	1.9	2.3	1.6	2.3	1.2	1.9	1.0	1.3
WUZI	Portage	A	105.7	3.0	322	b	Forever Bcstg Inc	90	9801	325	c2	Clsc Hits	275	0.72	6.5	2.8	4.0	4.5	4.2	4.3	0.0	0.0	0.0
# FM Stations -				11	# Combos -				9	FM TOTALS				88.0	58.5	66.1	57.0	61.4	62.0	57.5	63.1	56.6	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WFRB	Frostburg	D	560	5.0	0.00	c	Dix Communications	58	9705		c4	Country			0.5	0.0	0.0	0.6	0.0	0.0	0.7	0.0	0.0
• WFJY	Wilkesburg	D	660	0.2 cp	0.00		Langer Bcstg Corp	60	9806	25		DARK				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	0.67	1.9	0.6	0.3	1.0	1.6	3.7	1.8	2.3	3.2
• WNCC	Barnesboro	D	950	0.5	0.00	e	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	Forever Bcstg Inc	51	9708		st	Country	25	0.35	1.2	0.0	0.0	0.0	1.6	0.9	0.0	0.7	0.6
• WCRO	Johnstown	C	1230	1.0	1.00		Johnstown School Dst	47	9902	85		Christian			3.7	4.3	2.7	3.9	1.0	3.1	1.8	0.0	1.3
• WYSN	Somerset	D	1330	5.0	0.04	d	Dame Broadcasting	81	0012		c1	Talk	50	0.50	1.7	0.0	1.0	1.6	0.7	1.5	1.8	2.3	2.5
• WBZV	Loretto	C	1400	1.0	1.00		Penn Radlowerks	63	0006	160		Nws/Tik/Spt	150		0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
• WNTJ	Johnstown	C	1490	1.0	1.00	a	Clear Channel Comm	46	9906		g1	Nws/Tik/Spt	150	0.88	2.9	1.5	1.7	2.3	1.6	1.8	1.4	0.7	2.5
• WRDD	Ebensburg	D	1580	1.0	0.00	e	Cambria Radiowerks	61	0208		c3	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				10	# Combos -				7	AM TOTALS				12.1	6.4	5.7	9.4	6.8	11.0	7.5	6.0	10.1	
AM & FM Stations Profiled -				21	# Duopolies -				5	Total Local Commercial Share				64.9	71.8	66.4	68.2	73.0	65.0	69.1	66.7		

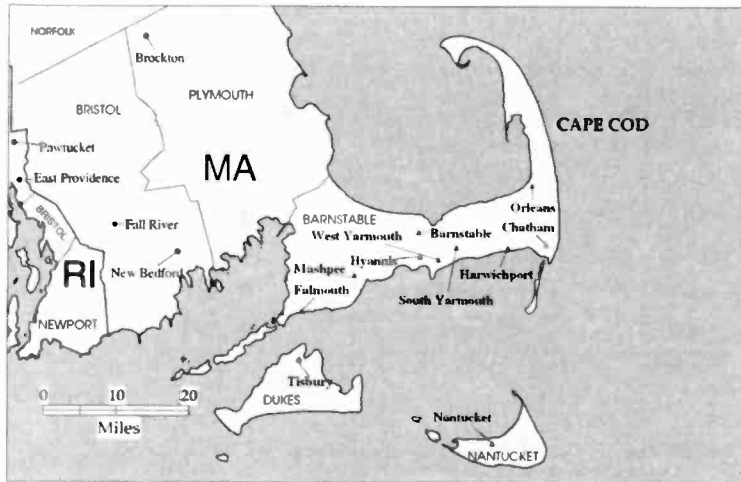
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 182

Revenue Rank: 141

Cape Cod, MA Market Overview



Metro Counties / Population (000)

Barnstable, MA	224.9
	224.9

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$10,000	\$10,500	\$12,000	\$12,500	\$14,000	\$13,000	5.4%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.1%	\$13,700	\$14,600	\$15,600	\$16,500	\$17,600	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.18/1,000	2006 \$3.54/1,000	Est. Breakout			
Revenue/Capita	\$49.68	\$57.80	\$72.55	Local	85%	National	15%

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	201.3	224.9	2.2%	224.9	242.6	1.5%
Households	84.5	96.5	2.7%	96.5	106.4	2.0%
Retail Sales	NA ^{1/}	4,090.8	NA ^{1/}	4,090.8	4,973.5	4.0%
EBI ^{2/}	3,209.4	4,839.9	8.6%	4,839.9	6,108.0	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	106.8	16.7	7.2	7.3	12.6	17.1	13.9	32.0
Women (000)	118.1	15.9	7.0	6.7	13.1	17.9	15.3	42.1
Total	224.9	32.6	14.2	14.0	25.7	35.0	29.2	74.1
Percentage	100.0%	14.5%	6.3%	6.2%	11.4%	15.6%	13.0%	32.9%
Per Capita	\$ 21,520	Median Household		\$ 42,140	Avg Household		\$ 50,155	
Ethnic Population:	White 96.1%	Black 2.3%	Asian 0.8%	Hispanic 1.4%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	7		10	12	0	12
Tot 12+	23.4	43.5		63.9	66.9	0.0	66.9
Avg 12+	4.7	6.2		6.4	5.6	0.0	5.6
Tot LCS	35.0	65.0		95.5	100.0	0.0	100.0
Avg LCS	7.0	9.3		9.6	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 Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WMVY	Tisbury	A	92.7	3.0	315	Aritaur Comm Inc	81	9807	1,000		AAA	850	1.72	3.8	3.0	3.5	2.6	2.5	3.5	1.4	2.9	2.4
WDVT	Harwich Port	A	93.5	3.0	328	a Boch Bcstg LP	89	9607	3,100	d1	Alternative	200	0.90	1.7	1.2	1.1	0.6	1.6	2.5	0.9	0.3	0.7
WXTK	West Yarmouth	B	95.1	50.0	262	a Boch Bcstg LP	48	9209	800	c1	News/Talk	1,250	0.72	13.3	8.4	6.4	10.2	7.5	6.0	7.3	6.4	6.5
• WRZE	Nantucket	B	96.3	32.0 cp	430	b Makkay Bcstg Group	81	9212	500		CHR	1,400	0.97	11.1	6.6	5.7	6.1	8.7	6.3	7.1	5.4	6.1
WQRC	Barnstable	B	99.9	50.0	381	c Sandab Comm LP	70	9112		g	AC/News	2,400	1.34	13.8	7.8	9.5	8.6	9.7	9.5	9.9	11.5	8.2
WTWV	Mashpee	A	101.1	6.0	272	a Boch Bcstg LP	87	9607		d1	Cisc Rock	575	1.30	3.4	1.8	2.5	2.6	1.9	3.2	1.2	1.9	2.0
WCIB	Falmouth	B	101.9	50.0	479	b Makkay Bcstg Group	70	9504	2,500		AC/Sprts	1,575	1.41	8.6	4.5	5.7	4.5	6.9	6.3	6.0	6.7	5.1
WPXC	Hyannis	A	102.9	3.1	463	b Makkay Bcstg Group	87				Rock	1,500	1.46	7.9	5.7	6.4	5.8	4.7	6.3	6.8	4.8	4.8
WOCN	South Yarmouth	A	103.9	5.5 cp	341	c Sandab Comm LP	92	9805	1,200		Nostalgia	700	0.44	12.3	11.7	6.4	7.0	9.3	8.9	9.1	7.4	10.5
WKPE	Orleans	B	104.7	36.0	459	d Charles River Bcstg	74	9908	2,800		Cisc Rock	725	0.81	6.9	4.2	7.1	4.8	4.4	3.5	4.2	4.5	3.7
WCOD	Hyannis	B	106.1	45.0	430	a Boch Bcstg LP	67	9607		d1	AC	1,300	1.19	8.4	5.1	2.8	7.7	3.4	5.4	4.1	5.8	6.8
WFCC	Chatham	B	107.5	50.0	341	d Charles River Bcstg	87	9607	1,190		Classical	550	0.48	8.8	6.9	4.9	5.8	5.9	7.6	8.1	9.0	7.5
				# FM Stations -		12	# Combos -		11	FM TOTALS				100.0	66.9	62.0	66.3	66.5	69.0	66.1	66.6	64.3

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 183

Revenue Rank: 167

Asheville, NC Market Overview



Metro Counties / Population (000)

Buncombe, NC	208.7
Madison, NC	19.8
Total	228.5

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$7,000	\$8,200	\$9,200	\$9,700	\$10,900	\$10,700
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-1.8%	\$11,300	\$12,000	\$12,800	\$13,600	\$14,400
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.48/1,000	2006 \$4.14/1,000			Est. Breakout	
Revenue/Capita	\$33.62	\$46.83	\$59.78			Local	80%
						National	20%

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	208.2	228.5	1.9%	228.5	240.9
Households	84.9	94.5	2.2%	94.5	101.7	1.5%
Retail Sales	NA ^{1/}	3,074.5	NA ^{1/}	3,074.5	3,479.3	2.5%
EBI ^{2/}	2,921.0	3,733.2	5.0%	3,733.2	4,678.5	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	109.3	16.9	8.9	9.4	13.4	18.1	16.9	25.6
Women (000)	119.2	15.9	8.4	9.5	13.7	18.9	18.2	34.5
Total	228.5	32.8	17.4	18.9	27.2	37.0	35.1	60.2
Percentage	100.0%	14.4%	7.6%	8.3%	11.9%	16.2%	15.4%	26.3%
Per Capita	\$ 16,338							
				Median Household	\$ 32,589		Avg Household	\$ 39,505
Ethnic Population:	White	91.4%	Black	7.1%	Asian	0.8%	Hispanic	2.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		7	6	10	8	18
Tot 12+	4.4		48.7	47.9	53.1	10.8	63.9
Avg 12+	1.5		7.0	8.0	5.3	1.4	3.6
Tot LCS	6.9		76.2	75.0	83.1	16.9	100.0
Avg LCS	2.3		10.9	12.5	8.3	2.1	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WESC	Greenville	C	92.5	100.0	2001	b	Clear Channel Comm	48	9807			Country	n/a		1.9	1.6	1.1	1.2	1.2	2.1	2.1	0.8	2.6		
WTPT	Forest City	C	93.3	93.0	2031	c	Barnstable Bcstg Inc	47	0008			Rock	n/a		4.9	4.8	5.1	4.4	2.0	2.5	4.1	4.0	2.6		
WFBC	Greenville	C	93.7	97.0	1850	a	Entercom	47	9912			Top 40	n/a		9.3	6.5	7.6	6.0	6.0	6.7	6.4	8.1	7.4		
• WOXL	Biltmore Forest	C3	96.5	1.9	1171		Liberty Productions	02				1 Oldies				15.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WZLS	Biltmore Forest	A	96.5	0.5	1116		Orion Comm Ltd	94				DARK	1,100	1.14	9.0	0.0	4.4	6.0	5.6	5.9	4.9	3.2	5.9		
WSPA	Spartanburg	C	98.9	100.0	1903		Entercom	46	9912			Lite AC	n/a		2.8	2.0	3.6	2.0	1.6	2.5	3.6	2.8	1.9		
WKSF	Asheville	C	99.9	53.0	2622	d	Clear Channel Comm	47	0008		g	Country	5,700	2.24	23.8	13.7	10.2	14.7	16.1	17.6	14.4	15.7	15.6		
WMYI	Hendersonville	C1	102.5	19.0	1811		Clear Channel Comm	58	0008			AC	n/a		10.3	4.8	8.0	5.6	7.7	6.3	9.1	9.3	6.7		
WQNO	Old Fort	A	104.3	0.6	1043	d	Clear Channel Comm	91	0112	7,500	d1	Clsc Rock	100	0.37	2.5	1.6	2.2	0.8	2.4	0.4	0.5	1.2	1.9		
WQNS	Waynesville	A	104.9	0.3	1581	d	Clear Channel Comm	79	0112		d1	Clsc Rock	350	1.17	2.8	2.8	2.9	2.8	0.8	4.2	2.1	1.2	1.1		
# FM Stations -					10	# Combos -					3	FM TOTALS					67.3	53.1	45.1	43.5	43.4	48.2	47.2	46.3	45.7

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WWNC	Asheville	B	570	5.0	5.00	d	Clear Channel Comm	27	0008		g	News/Talk	1,550	0.89	16.2	5.6	8.4	10.8	10.1	10.0	11.3	13.7	11.9		
WPEK	Fairview	D	880	5.0	0.00	d	Clear Channel Comm	97	0112		d1	Country	800	0.76	9.9	1.6	7.3	7.6	5.2	2.9	3.6	4.0	4.8		
WSKY	Asheville	C	1230	1.0	1.00		Wilkins Comm	47	9606	150		Chrst/Talk	250			0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.0		
• WISE	Asheville	B	1310	5.0	1.00		Seeger, Guest & Fort	39	0205	1,700	1	Talk	500	0.79	5.9	3.6	3.6	2.8	4.8	5.0	5.8	3.2	4.1		
• WTZK	Black Mountain	D	1350	1.0 cp	0.04		Lucky Stone Mgmt Inc	66	0105	35	na	Country				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		
• WHBK	Marshall	D	1460	5.0	0.14		Southern Bcstg Inc	56	9110		na	Gospel	100		0.9	0.0	0.7	0.0	1.2	0.0	1.3	1.6	0.0		
• WTZQ	Hendersonville	D	1600	1.0	0.01		Houston Bcstg Inc	64	0205	750		Easy	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					8	# Combos -					2	AM TOTALS					32.9	10.8	20.4	21.2	21.3	17.9	22.0	22.9	20.8
AM & FM Stations Profiled -					18	# Duopolies -					4	Total Local Commercial Share					63.9	65.5	64.7	64.7	66.1	69.2	69.2	66.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 184

Revenue Rank: 222

Tupelo, MS Market Overview



Metro Counties / Population (000)

Chickasaw, MS	19.5
Itawamba, MS	23.0
Lee, MS	76.5
Monroe, MS	38.1
Pontotoc, MS	27.1
Prentiss, MS	25.7
Union, MS	25.6
Total	235.5

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

ESTIMATED GROSS REVENUES ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$5,000	\$5,600	\$5,400	\$6,200	\$7,200	\$6,500	5.5%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-9.7%	\$6,900	\$7,300	\$7,800	\$8,300	\$8,800	6.2%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$2.48/1,000	\$2.69/1,000	Local	80%		
Revenue/Capita	\$22.66	\$27.60	\$35.71	National	20%		

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	220.7	235.5	1.3%	235.5	246.4	0.9%
Households	82.9	90.8	1.8%	90.8	97.1	1.4%
Retail Sales	NA ^{1/}	2,624.0	NA ^{1/}	2,624.0	3,272.6	4.5%
EBI ^{2/}	2,655.1	3,403.6	5.1%	3,403.6	4,474.1	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	113.3	21.7	11.3	10.2	14.2	16.9	16.3	22.8
Women (000)	122.2	20.4	11.0	10.5	14.3	17.3	17.6	31.3
Total	235.5	42.1	22.3	20.7	28.5	34.1	33.8	54.0
Percentage	100.0%	17.9%	9.5%	8.8%	12.1%	14.5%	14.4%	22.9%
Per Capita	\$ 14,453	Median Household		\$ 30,011	Avg Household		\$ 37,484	
Ethnic Population:	White 77.4%	Black 21.9%	Asian 0.4%	Hispanic 1.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7		12	11	19	10	29
Tot 12+	20.7		53.6	63.7	74.3	3.6	77.9
Avg 12+	3.0		4.5	5.8	3.9	0.4	2.7
Tot LCS	26.6		68.8	81.8	95.4	4.6	100.0
Avg LCS	3.8		5.7	7.4	5.0	0.5	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 Columbus-Starkville-West Point

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WUMS	University	A	92.1	2.9	476		Std Med Ctr Univ MS	89				Alternative			0.5	0.8	0.0	0.0	0.8	0.7	0.0	0.0	0.0
WESE	Baldwyn	A	92.5	5.4	328	e	Clear Channel Comm	80	0101		sw	Urban	500	0.68	11.3	9.7	9.4	9.4	8.4	11.1	10.3	9.2	9.6
WSYE	Houston	C	93.3	100.0	1605		Dowdy & Dowdy	68	9910	3,100		AC	800	1.92	6.4	6.2	5.1	5.9	4.2	4.8	7.0	6.2	8.5
WXRZ	Corinth	C3	94.3	25.0	328		NMSC Inc	67	9808	1,300	c1	Oldies			0.5	1.6	0.8	0.0	0.8	1.5	0.0	0.0	0.0
WCMR	Bruce	A	94.5	5.1	358		Humphrey, R &	94				Country			0.3	0.4	0.4	0.4	0.0	0.0	0.3	0.0	0.0
WKOR	Columbus	C2	94.9	50.0	361	f	Cumulus Bcstg Inc	92	0204			Country	n/a		0.8	0.0	1.2	0.8	0.4	0.7	0.5	0.0	0.0
WAFM	Amory	A	95.3	6.0	272	a	Stanford Comm Inc	74	9208	85	c2	Oldies	150	0.85	2.7	1.6	2.8	1.6	2.7	1.9	1.5	0.8	1.2
WCNA	Potts Camp	C3	95.9	14.0	436	b	Air South Radio Inc	95				Clsc Rock	200	2.05	1.5	1.9	2.4	1.6	0.8	0.4	0.8	1.2	0.0
WSEL	Pontotoc	A	96.7	3.0	299	c	Tupelo Comm	66	8905	323	c4	Gospel	200	1.14	2.7	2.7	2.8	1.6	2.7	2.6	1.7	0.8	5.0
WWMS	Oxford	C1	97.5	100.0	981	d	San-Dow Bcstg Inc	69	8505			Country	700	1.18	9.1	5.4	4.7	5.5	8.8	6.3	8.2	6.9	8.8
WZLQ	Tupelo	C1	98.5	100.0	981	d	San-Dow Bcstg Inc	68	9312	890	c5	Hot AC	450	1.08	6.4	2.7	4.3	4.7	5.4	5.2	5.6	5.4	3.1
WBIP	Booneville	A	99.3	6.0	299	e	Clear Channel Comm	76	0110	700		Gospel	350	1.22	4.4	3.9	5.1	3.5	3.4	4.4	2.4	3.8	4.2
WSMS	Artesia	C2	99.9	47.0	505		Cumulus Bcstg Inc	85	0204		g1	Rock	450	0.79	8.8	5.4	4.3	5.9	8.0	9.3	8.2	8.5	5.8
WFTA	Fulton	C2	101.9	50.0	479	b	Air South Radio Inc	76				AC	400	1.23	5.0	3.5	5.1	5.5	2.3	4.4	2.8	3.1	3.1
WKZU	Ripley	A	102.3	3.5	433		Kudzu	79	9808	400		Country			3.2	1.6	2.4	2.0	3.1	1.5	1.5	0.4	0.0
WACR	Columbus	C2	103.9	50.0	492		T & W Comm Inc	78				Urban AC	n/a		1.7	1.6	1.6	1.2	1.5	1.9	2.3	1.2	1.5
WWKZ	Aberdeen	C2	105.3	27.5	673	e	Clear Channel Comm	75	0101		sw	CHR	1,000	1.30	11.8	11.3	9.4	10.2	8.4	6.3	6.9	9.6	9.2
WMXU	Starkville	C2	106.1	40.0	502	f	Cumulus Bcstg Inc	68	0204			Urban	n/a		3.0	1.9	0.8	2.0	2.7	1.5	2.3	1.5	2.3
WWZD	New Albany	C2	106.7	28.0	656	e	Clear Channel Comm	86	0101		sw	Country	1,125	1.15	15.1	12.1	11.0	12.6	11.1	12.6	12.4	11.5	10.8
# FM Stations -					19	# Combos -					12	FM TOTALS			95.2	74.3	73.6	74.4	75.5	77.1	74.7	70.1	73.1

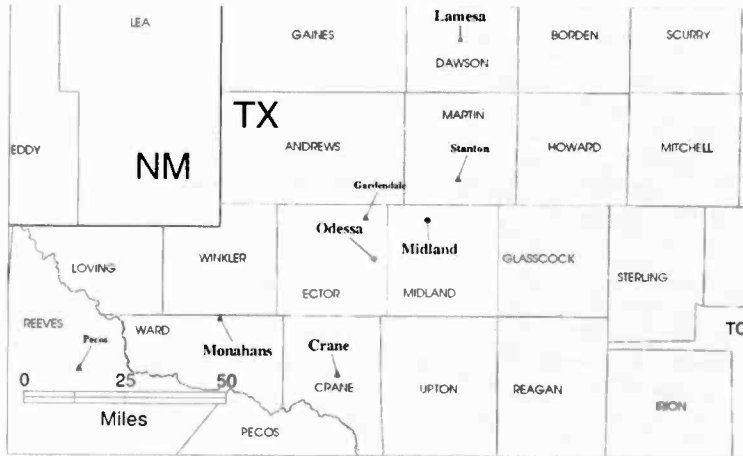
AM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WELO	Tupelo	D	580	0.8	0.10	d	San-Dow Bcstg Inc	44	9312		c5	Nostalgia			1.3	0.0	0.4	1.2	0.8	0.4	0.0	0.0	0.0
• WCPC	Houston	B	940	50.0	0.25		WCPC Bcstg	55				Cntry/Gospl	100	0.57	2.7	0.8	1.2	2.0	2.3	0.4	1.7	1.2	0.8
• WKMQ	Tupelo	D	1060	1.0	0.00	e	Clear Channel Comm	44	0101		sw	News/Talk	50			0.8	0.8	0.0	0.0	0.0	0.3	1.5	2.3
• 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			0.5	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
• WTUP	Tupelo	C	1490	1.0	1.00	e	Clear Channel Comm	53	0101		sw	Sprts/Talk	50		0.3	0.8	0.0	0.0	0.4	0.7	1.3	1.2	0.0
• WAMY	Amory	D	1580	1.0	0.02	a	Stanford Comm Inc	55	9208		c2	Nws/Tlk/Spt				1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					10	# Combos -					7	AM TOTALS			4.8	3.6	2.4	3.2	4.3	1.5	3.3	3.9	3.1
AM & FM Stations Profiled -					29	# Duopolies -					7	Total Local Commercial Share			77.9	76.0	77.6	79.8	78.6	78.0	74.0	76.2	

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

Metro Rank: 185

Revenue Rank: 188

Odessa - Midland, TX Market Overview



Metro Counties / Population (000)

Ector, TX	121.3
Midland, TX	116.7
Total	238.0

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$7,700	\$8,100	\$9,100	\$8,700	\$8,900	\$8,500
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.5%	\$9,000	\$9,600	\$10,200	\$10,800	\$11,500	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$2.34/1,000	2006 \$2.46/1,000	Est. Breakout			
Revenue/Capita	\$32.08	\$35.71	\$46.84	Local	90%		
				National	10%		

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	240.0	238.0	-0.2%	238.0	245.5	0.6%
Households	86.6	87.3	0.2%	87.3	91.8	1.0%
Retail Sales	NA ^{1/}	3,627.9	NA ^{1/}	3,627.9	4,673.4	5.2%
EBI ^{2/}	3,318.8	3,830.2	2.9%	3,830.2	4,568.1	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	116.5	27.1	11.3	8.8	16.7	18.6	14.8	19.3
Women (000)	121.5	25.8	11.2	9.4	17.1	18.4	15.9	23.6
Total	238.0	52.9	22.5	18.2	33.8	37.0	30.7	42.9
Percentage	100.0%	22.2%	9.5%	7.6%	14.2%	15.5%	12.9%	18.0%
Per Capita	\$ 16,093			Median Household	\$ 28,469		Avg Household	\$ 43,874
Ethnic Population:	White 91.6%	Black 6.1%	Asian 1.0%	Hispanic 36.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			16	13	16	7	23
Tot 12+			80.4	71.3	80.4	6.3	86.7
Avg 12+			5.0	5.5	5.0	0.9	3.8
Tot LCS			92.7	82.2	92.7	7.3	100.0
Avg LCS			5.8	6.3	5.8	1.0	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	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KNFM	Midland	C	92.3	100.0	984	c	Cumulus Bcstg Inc	59	9807	13,500	d1	Country	1,050	1.29	9.6	4.6	5.5	10.4	6.6	7.4	5.2	6.8	10.2
KBAT	Midland	C1	93.3	100.0	440	c	Cumulus Bcstg Inc	74	9807		d1	CHR	600	0.67	10.6	4.9	3.8	6.0	12.8	12.9	13.9	12.1	7.6
KQRX	Midland	C3	95.1	10.5	505	a	Encore Bcstg LLC	96	0103	800		Alternative	250	0.61	4.8	6.8	4.5	4.0	4.5	3.7	3.7	3.6	3.0
KMRK	Odessa	C1	96.1	100.0 cp	492	b	Clear Channel Comm	91	0008		g	Urban	800	1.16	8.1	8.5	6.6	6.7	7.6	4.0	4.4	4.6	5.9
KMCM	Odessa	C1	96.9	100.0	420	a	Encore Bcstg LLC	61	0209	2,500		Oldies	400	0.68	6.9	5.5	6.6	7.4	4.9	4.9	4.7	8.1	5.9
KKLY	Pecos	C1	97.3	100.0	413		Cumulus Bcstg Inc	00	0206	1,300		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KODM	Odessa	C1	97.9	100.0	361	c	Cumulus Bcstg Inc	65	9807		d1	AC	1,000	1.57	7.5	6.2	5.2	8.1	5.2	7.1	4.7	6.5	4.6
KHKX	Odessa	C1	99.1	100.0 cp	430	a	Encore Bcstg LLC	77	0105	1,475		Country				3.6	3.5	0.0	0.0	0.0	0.0	0.0	0.0
KGEE	Monahans	C1	99.9	100.0	574	c	Cumulus Bcstg Inc	83	9807		d1	Country	1,050	1.79	6.9	5.2	6.2	6.4	5.9	7.7	7.8	9.8	7.9
KKKK	Crane	C1	101.3	100.0	486		Cook, Don L.	95				Relig Music	200		0.6	0.3	1.4	0.3	0.7	0.3	0.9	1.0	2.6
KFZX	Gardendale	C	102.1	100.0	984	b	Clear Channel Comm	84	0008		g	Clsc Rock	700	1.07	7.7	6.8	4.8	5.7	8.0	7.4	7.3	7.2	3.6
KCRS	Midland	C1	103.3	100.0	919	b	Clear Channel Comm	76	0009	2,700	c2	CHR	400	0.70	6.7	4.9	6.2	6.0	5.9	5.2	5.2	2.9	2.0
KTXC	Lamesa	C1	104.7	100.0	794		Midessa Bcstg LP	77	0208 p	740		Spanish	150	1.18	1.5	8.8	6.6	1.7	1.0	4.0	2.1	1.3	2.3
KKJW	Stanton	C2	105.9	32.0	440		Unique Bcstg LLC	97				Country	100	0.28	4.2	3.9	2.8	2.3	5.2	2.8	4.4	5.9	6.3
KCHX	Midland	C1	106.7	100.0	679	b	Clear Channel Comm	89	0008		g	Rhythmic	650	0.94	8.1	2.9	4.5	7.0	7.3	5.8	9.0	6.5	7.2
KQLM	Odessa	C1	107.9	100.0	846		Velasquez, Ruben	96	8606		al	1 Mexican	350	0.55	7.5	7.5	6.2	7.4	5.9	6.7	5.8	6.5	8.6
# FM Stations -					16	# Combos -					11	FM TOTALS		90.7	80.4	74.4	79.4	81.5	79.9	79.1	82.8	77.7	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KCRS	Midland	B	550	5.0	1.00	b	Clear Channel Comm	35	0009		c2	News/Talk	350	1.14	3.6	3.6	4.5	5.0	1.4	1.2	1.8	1.0	1.3
KXOI	Crane	B	810	1.0	0.50		Hlspanic Outreach	59	9102	120		Span/Relgn				0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0
• KWEL	Midland	D	1070	2.5	0.00		Quiroz, Faustino	57	9303	140		Mexican	75		0.7	1.0	1.4	1.3	0.0	1.8	0.0	1.0	1.0
• KJBC	Midland	D	1150	1.0	0.00		La Promesa Found	50	0201	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	50	0.31	1.9	0.3	0.0	1.3	2.1	1.8	0.0	2.9	1.3
KRIL	Odessa	B	1410	1.0	1.00	c	Cumulus Bcstg Inc	46	9909	110	na	Nws/Tlk/Spt	50		0.6	0.7	0.7	0.3	0.7	0.3	0.0	0.0	0.0
• KMND	Midland	D	1510	2.4	0.00	c	Cumulus Bcstg Inc	63	9807		d1	News/Talk	200	0.94	2.5	0.7	1.4	1.3	3.1	3.4	5.8	2.6	4.6
# AM Stations -					7	# Combos -					3	AM TOTALS		9.3	6.3	9.7	9.2	7.3	8.5	7.6	7.5	8.2	
AM & FM Stations Profiled -					23	# Duopolies -					7	Total Local Commercial Share		86.7	84.1	88.6	88.8	88.4	86.7	90.3	85.9		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 186

Revenue Rank: 157

Green Bay, WI Market Overview



Metro Counties / Population (000)

Brown, WI	229.2
	229.2

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$10,000	\$10,500	\$11,700	\$13,000	\$12,300	\$11,800
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.1%	\$12,400	\$13,200	\$14,100	\$15,000	\$15,900	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.37/1,000	2006 \$3.96/1,000	Est. Breakout			
Revenue/Capita	\$47.28	\$51.48	\$66.47	Local	95%		
				National	5%		

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	211.5	229.2	1.6%	229.2	239.2	0.9%
Households	79.2	87.5	2.0%	87.5	93.1	1.2%
Retail Sales	NA ^{1/}	3,501.1	NA ^{1/}	3,501.1	4,014.1	2.8%
EBI ^{2/}	3,268.6	4,321.2	5.7%	4,321.2	5,472.5	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	112.2	21.4	10.3	10.7	16.9	18.8	15.4	18.9
Women (000)	117.0	20.8	9.7	11.2	16.6	18.8	15.5	24.4
Total	229.2	42.2	20.0	21.8	33.5	37.6	30.8	43.2
Percentage	100.0%	18.4%	8.7%	9.5%	14.6%	16.4%	13.5%	18.9%
Per Capita	\$ 18,853			Median Household	\$ 42,696		Avg Household	\$ 49,385
Ethnic Population:	White	93.3%	Black	1.5%	Asian	2.5%	Hispanic	4.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		11	11	12	3	15
Tot 12+	1.0		69.8	69.8	70.8	9.0	79.8
Avg 12+	1.0		6.3	6.3	5.9	3.0	5.3
Tot LCS	1.3		87.5	87.5	88.7	11.3	100.0
Avg LCS	1.3		8.0	8.0	7.4	3.8	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 Appleton-Oshkosh.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WAUN	Kewaunee	A	92.7	3.0	328	Magnum Radio Inc	73	9901	105		Country			0.8	1.0	1.1	0.0	1.3	0.4	0.0	0.0		
WOZZ	New London	C2	93.5	50.0	492	a Midwest Comm Inc	67	9307			Clsc Rock	n/a		4.2	4.5	2.8	3.2	3.3	2.6	4.3	3.9		
WZOR	Mishicot	C3	94.7	21.5	354	d Woodward Comm Inc	94	0003	2,100		Rock	500	0.99	4.3	2.4	3.2	4.3	2.3	4.1	1.5	1.8	3.0	
WKSZ	De Pere	C3	95.9	4.5	774	d Woodward Comm Inc	84	9510	2,265		Top 40	1,000	1.02	8.3	4.8	7.1	6.8	6.0	7.4	6.6	4.6	5.6	
WQLH	Green Bay	C1	98.5	100.0	499	c Cumulus Bcstg Inc	67	0207	6,000	c1	CHR	1,900	2.15	7.5	8.3	7.5	6.5	5.0	6.7	5.1	3.2	6.7	
• WLYD	Sturgeon Bay	C2	99.7	46.0	512	b Midwest Comm Inc	82	9306		g	Top 40	750	1.55	4.1	4.1	1.1	3.9	2.3	3.7	3.3	5.7	5.2	
WNCY	Neenah-Menash	C2	100.3	45.0	489	b Midwest Comm Inc	77	9702			Country	n/a		14.5	13.4	10.3	11.8	10.4	10.4	10.1	7.5	7.5	
WIXX	Green Bay	C	101.1	100.0	1079	b Midwest Comm Inc	60				CHR	4,000	2.11	16.1	11.0	12.1	11.1	13.7	12.6	14.5	14.6	11.2	
WOGB	Kaukauna	C3	103.1	3.6	879	c Cumulus Bcstg Inc	96	9709		d1	Oldies	900	0.89	8.6	9.3	9.6	6.5	6.7	7.8	5.4	7.9	4.1	
WAPL	Appleton	C	105.7	100.0	1175	Woodward Comm Inc	65	7506			AOR	n/a		8.1	5.5	4.6	5.4	7.0	5.9	6.9	8.9	9.0	
WJLW	Allouez	C3	106.7	25.0	328	c Cumulus Bcstg Inc	96	9810	2,500		Clsc Rock	500	0.76	5.6	3.4	2.5	3.6	5.0	4.1	6.5	5.7	5.6	
WXWX	Brillion	C3	107.5	3.6	879	c Cumulus Bcstg Inc	92	9809	See (136)		Rock	n/a		3.4	3.1	3.6	2.2	3.0	3.0	5.0	4.3	1.9	
# FM Stations -				12	# Combos -				9	FM TOTALS					85.5	70.8	65.5	65.3	66.0	68.7	69.2	68.1	63.9

AM Stations

Calls	City of License	FCC Class	Power Day Freq (kW)	Power Night (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WGEE	Green Bay	B	1360	5.0	5.00	b Midwest Comm Inc	25	7506			News/Info	1,000	1.25	6.8	3.8	5.7	5.0	5.4	5.9	3.4	6.4	4.9	
WDUZ	Green Bay	C	1400	1.0	1.00	c Cumulus Bcstg Inc	47	0207		c1	Sports	750	1.44	4.4	3.1	5.0	2.5	4.3	2.6	2.6	3.2	4.1	
WNFL	Green Bay	B	1440	5.0	0.50	b Midwest Comm Inc	47	9702		sw	Nws/Tlk/Spt	500	1.25	3.4	2.1	2.8	2.9	2.3	2.2	5.8	3.6	6.4	
# AM Stations -				3	# Combos -				3	AM TOTALS					14.6	9.0	13.5	10.4	12.0	10.7	11.8	13.2	15.4
AM & FM Stations Profiled -				15	# Duopolies -				6	Total Local Commercial Share					79.8	79.0	75.7	78.0	79.4	81.0	81.3	79.3	

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: 187

Revenue Rank: 178

Topeka, KS Market Overview



Metro Counties / Population (000)

Jackson, KS	12.7
Jefferson, KS	18.6
Osage, KS	16.8
Shawnee, KS	170.5
Wabaunsee, KS	6.9
Total	225.5

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$7,600	\$7,700	\$8,400	\$9,800	\$10,300	\$9,800	5.2%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.9%	\$10,400	\$11,000	\$11,600	\$12,300	\$13,100	6.0%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.11/1,000	2006 \$3.31/1,000	Est. Breakout			
Revenue/Capita	\$34.83	\$43.46	\$56.56	Local	75%		
				National	25%		

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	218.2	225.5	0.7%	225.5	231.6	0.5%
Households	85.3	88.9	0.8%	88.9	91.9	0.7%
Retail Sales	NA ^{1/}	3,146.5	NA ^{1/}	3,146.5	3,956.3	4.7%
EBI ^{2/}	3,048.5	3,731.5	4.1%	3,731.5	4,309.6	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	109.9	20.7	9.8	8.1	14.3	17.8	15.8	23.4
Women (000)	115.6	19.2	9.2	8.1	14.6	18.1	16.5	29.9
Total	225.5	40.0	19.0	16.2	28.9	35.8	32.3	53.3
Percentage	100.0%	17.7%	8.4%	7.2%	12.8%	15.9%	14.3%	23.6%
Per Capita	\$ 16,548							
				Median Household	\$ 35,831		Avg Household	\$ 41,974
Ethnic Population:	White	89.3%	Black	7.7%	Asian	1.0%	Hispanic	6.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		9	7	10	3	13
Tot 12+	6.2		46.9	52.0	53.1	9.9	63.0
Avg 12+	6.2		5.2	7.4	5.3	3.3	4.8
Tot LCS	9.8		74.4	82.5	84.3	15.7	100.0
Avg LCS	9.8		8.3	11.8	8.4	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		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
KCVT	Silver Lake	C3	92.5	6.7	387		Bott Radio Network	96				Relgn/Talk	75		0.8	0.4	0.4	0.4	0.7	0.4	0.7	0.7	0.8		
KANS	Osage City	C3	92.9	7.9 cp	538		C & C Consulting Inc	82	9503	175		Oldies	100		0.6	0.0	0.0	0.4	0.4	0.4	0.0	0.3	0.8		
• WIBW	Topeka	C	94.5	100.0 cp	1161	b	MCC Radio LLC	61	9612		g1	Country	2,125	0.77	28.3	16.8	14.9	19.6	18.5	15.2	18.4	16.5	22.1		
KWIC	Topeka	A	99.3	6.0	292	a	Cumulus Bcstg Inc	93	0105	3,000	c3	Oldies	600	0.81	7.6	6.2	5.7	6.2	4.0	5.3	3.8	5.8	4.4		
KDVV	Topeka	C	100.3	100.0	984	a	Cumulus Bcstg Inc	60	9810	10,440	d1	Rock	1,125	1.13	10.2	10.3	11.1	6.5	7.2	5.3	6.6	5.5	5.2		
KMKF	Manhattan	C2	101.5	36.0	577		Seaton Stations	72				Rock	100	0.78	1.3	0.7	1.1	0.7	1.1	0.8	1.2	0.7	1.2		
• KQTP	St. Marys	C2	102.9	50.0	322	a	Cumulus Bcstg Inc	94	0105		c3	Country	350	0.78	4.6	2.6	1.5	4.0	2.2	3.8	3.9	5.2	4.4		
KLZR	Lawrence	C1	105.9	100.0	774		Zimmer Radio Group	63	9808	3,000	c1	Top 40	1,000	1.82	5.6	3.3	3.1	4.0	3.6	4.2	3.4	5.8	6.0		
KTPK	Topeka	C	106.9	100.0	1211		Kansas Capital Bcstg	74	9706	2,900		Country	675	0.94	7.3	3.3	3.8	4.0	5.8	6.8	6.0	5.8	4.4		
KMAJ	Topeka	C	107.7	100.0 cp	988	a	Cumulus Bcstg Inc	71	9810		d1	AC	1,975	1.16	17.3	9.5	10.3	10.9	12.3	11.8	9.1	13.7	9.2		
# FM Stations -					10	# Combos -					5	FM TOTALS					83.6	53.1	51.9	56.7	55.8	54.0	53.1	60.0	58.5

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		Owner	Year Std	Date Acq'd	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)	C										Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WIBW	Topeka	B	580	5.0	5.00	b	MCC Radio LLC	27	9612		g1	Nws/Tlk/Spt	1,225	1.67	7.5	3.7	3.8	4.7	5.4	4.6	4.8	4.8	5.2	
KMAJ	Topeka	B	1440	5.0	1.00	a	Cumulus Bcstg Inc	47	9810		d1	Nws/Tlk/Spt	375	0.71	5.4	2.9	3.1	3.6	3.6	3.0	2.1	3.1	2.0	
KTOP	Topeka	C	1490	1.0	1.00	a	Cumulus Bcstg Inc	47	9810		d1	Nostalgia	50	0.15	3.5	3.3	3.4	3.3	1.4	2.7	3.4	2.1	3.2	
# AM Stations -					3	# Combos -					3	AM TOTALS					16.4	9.9	10.3	11.6	10.4	10.3	10.0	10.4
AM & FM Stations Profiled -					13	# Duopolies -					3	Total Local Commercial Share					63.0	62.2	68.3	66.2	64.3	63.4	70.0	68.9

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 188

Revenue Rank: 189

Dothan, AL Market Overview



Metro Counties / Population (000)

Coffee, AL	43.9
Dale, AL	49.1
Geneva, AL	25.9
Henry, AL	16.4
Houston, AL	89.3
Total	224.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$7,300	\$7,800	\$7,900	\$8,500	\$9,200	\$8,300
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-9.8%	\$8,800	\$9,300	\$10,000	\$10,500	\$11,200	6.2%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$2.95/1,000	\$3.57/1,000	Local	90%		
Revenue/Capita	\$33.44	\$36.95	\$49.38	National	10%		

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	218.3	224.6	0.6%	224.6	226.8	0.2%
Households	82.6	87.3	1.1%	87.3	90.3	0.7%
Retail Sales	NA ^{1/}	2,817.7	NA ^{1/}	2,817.7	3,137.2	2.2%
EBI ^{2/}	2,721.1	3,269.8	3.7%	3,269.8	3,941.8	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	108.8	20.2	10.8	9.8	14.4	16.6	15.5	21.4
Women (000)	115.8	19.2	10.3	9.4	14.2	17.2	17.1	28.3
Total	224.6	39.5	21.1	19.2	28.6	33.8	32.6	49.8
Percentage	100.0%	17.6%	9.4%	8.6%	12.7%	15.0%	14.5%	22.2%
Per Capita	\$ 14,558	Median Household		\$ 30,074	Avg Household		\$ 37,455	
Ethnic Population:	White 76.3%	Black 21.8%	Asian 0.9%	Hispanic 2.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	6		11	12	17	9	26
Tot 12+	11.5		63.2	68.4	74.7	1.8	76.5
Avg 12+	1.9		5.7	5.7	4.4	0.2	2.9
Tot LCS	15.0		82.6	89.4	97.6	2.4	100.0
Avg LCS	2.5		7.5	7.5	5.7	0.3	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	Power		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WJJN	Columbia	A	92.1	2.6	499	a	Wilson Bcstg Inc	95				Urban	500	0.84	7.2	4.8	6.1	6.5	5.3	4.5	5.9	7.1	7.4		
WRJM	Geneva	C1	93.7	100.0	853		Stage Door Developmnt	69	8710	242	c1	Talk	225	0.97	2.8	2.2	1.2	3.0	1.6	3.4	2.1	1.9	3.5		
• WIZB	Abbeville	C3	94.3	19.5	371		Celebration Comm Co	68	9808	540		ChrsContem	250	1.43	2.1	2.6	0.8	1.9	1.6	1.9	1.8	2.2	1.9		
WTVY	Dothan	C0	95.5	100.0	1060	b	Styles Bcstg Inc	68	0107			Country	775	1.11	8.4	7.4	8.5	7.2	6.6	5.6	9.8	5.9	10.5		
• WDJR	Enterprise	C	96.9	100.0	1516	f	Gulf South Comm Inc	68	9207	700		Country	1,450	1.20	14.6	12.9	12.1	12.9	11.1	10.1	12.2	13.4	14.4		
WYYX	Bonifay	C1	97.7	100.0	830		Styles Bcstg Inc	83	0206 p	See (239)		Rock	n/a		3.2	2.6	2.8	2.3	2.9	2.6	2.1	2.6	2.7		
WOOF	Dothan	C1	99.7	100.0	981	d	WOOF Inc	64				AC	1,350	1.58	10.3	8.9	7.3	9.1	7.8	10.1	7.5	8.9	7.4		
WXUS	Fort Rucker	A	100.5	2.8	476		Sky Way Bcstg Ltd	91				Oldies	300	1.29	2.8	1.1	1.2	3.0	1.6	2.6	1.6	2.6	2.3		
WZTZ	Elba	A	101.1	0.6	682	e	Elba Radio Co	86				Country	400	2.19	2.2	0.4	0.4	1.1	2.5	1.1	0.9	0.7	0.8		
WAGF	Dothan	A	101.3	1.2	535	a	Wilson Bcstg Inc	91				Urban AC	300	1.00	3.6	3.0	4.9	3.4	2.5	1.9	2.2	1.5	3.1		
WYDA	Graceville	A	101.7	6.0	328		BRO Management Inc	96	9612	175	cp	CHR	50		0.7	0.4	0.4	0.4	0.8	0.4	0.3	0.4	0.0		
WESP	Dothan	C3	102.5	16.5 cp	404	f	Gulf South Comm Inc	90	9903	1,400		Rock	550	0.99	6.7	4.4	6.1	5.7	5.3	5.6	5.3	6.7	4.3		
WJRL	Ozark	C3	103.9	25.0	292	b	Styles Bcstg Inc	68	0208		c2	Country	75		0.7	5.5	3.2	0.4	0.8	1.1	0.9	0.7	0.4		
WOAB	Ozark	A	104.9	6.0	269	c	Ozark Bcstg Corp	67				Country			0.2	1.8	1.2	0.4	0.0	0.0	0.0	0.0	0.8		
• WZND	Headland	C3	105.3	11.5	486	f	Gulf South Comm Inc	92	9702	745		CHR	450	0.77	7.0	4.1	8.5	5.3	6.1	3.7	4.2	4.8	2.7		
WZHT	Troy	C	105.7	100.0	1831		Clear Channel Comm	73	0008			Urban	n/a		9.0	6.3	4.9	6.5	8.2	7.1	5.5	9.3	7.0		
WKMX	Enterprise	C	106.7	100.0	1070		WKMX Inc	74	7908			HotAC/Top4	1,125	1.13	12.0	6.3	6.1	9.9	9.8	10.1	15.3	10.8	10.1		
# FM Stations -					17	# Combos -					10	FM TOTALS					93.5	74.7	75.7	79.0	74.5	71.8	77.6	79.5	79.3

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)	Spring 2002											Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
• WOOF	Dothan	D	560	5.0	0.00	d	WOOF Inc	47				Sprts/Talk	150	1.06	1.7	0.7	1.2	1.1	1.6	0.7	1.7	0.7	1.9		
• WGZS	Dothan	D	700	1.6	0.00		Lee, James	95	0207 p	140		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	0.50	1.2	0.0	0.0	1.1	0.8	0.0	0.0	1.1	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	1.1	0.0	0.0	0.0		
• WQLS	Ozark	B	1200	10.0	0.00	b	Styles Bcstg Inc	68	0208			Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WAGF	Dothan	D	1320	2.5 cp	0.09	a	Wilson Bcstg Inc	32	9208	60		Gospel			1.2	0.0	1.2	0.8	1.2	1.1	1.2	0.0	0.0		
• 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	175	0.88	2.4	1.1	0.8	1.5	2.5	2.2	1.8	1.5	1.2		
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					6.5	1.8	3.2	4.5	6.1	5.1	4.7	3.3	3.1
AM & FM Stations Profiled -					26	# Duopolies -					4	Total Local Commercial Share					76.5	78.9	83.5	80.6	76.9	82.3	82.8	82.4	

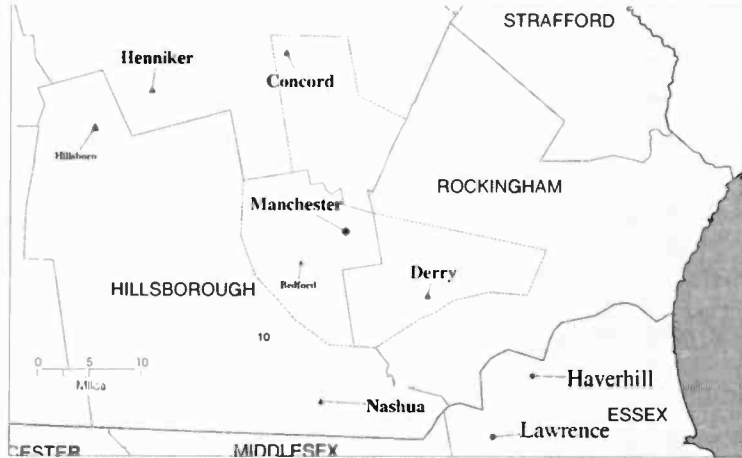
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 189

Revenue Rank: 104

Manchester, NH Market Overview



Metro Counties / Population (000)

Hillsborough, NH	137.5
Merrimack, NH	30.4
Rockingham, NH	51.2
Total	219.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$12,300	\$15,000	\$15,900	\$16,900	\$19,000	\$18,500	8.5%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-2.6%	\$20,100	\$21,700	\$23,600	\$25,000	\$26,700	7.6%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.41/1,000	\$5.22/1,000	Local 80%
Revenue/Capita	\$61.19	\$84.44	\$114.40	National 20%

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	201.0	219.1	1.7%	219.1	233.4	1.3%
Households	74.5	82.9	2.2%	82.9	89.9	1.6%
Retail Sales	NA ^{1/}	4,190.4	NA ^{1/}	4,190.4	5,112.7	4.1%
EBI ^{2/}	3,073.7	4,912.6	9.8%	4,912.6	5,941.5	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	108.1	20.0	8.7	9.1	17.2	19.7	15.8	17.6
Women (000)	111.0	19.2	8.4	9.2	16.8	19.4	15.4	22.6
Total	219.1	39.2	17.2	18.3	34.0	39.0	31.2	40.3
Percentage	100.0%	17.9%	7.8%	8.4%	15.5%	17.8%	14.2%	18.4%
Per Capita	\$ 22,422							
				Median Household	\$ 52,843		Avg Household	\$ 59,268
Ethnic Population:	White 96.4%	Black 1.3%	Asian 1.9%				Hispanic 2.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	2		4	9	8	17
Tot 12+	10.9	26.6		32.4	37.5	7.6	45.1
Avg 12+	1.6	13.3		8.1	4.2	1.0	2.7
Tot LCS	24.2	59.0		71.8	83.1	16.9	100.0
Avg LCS	3.5	29.5		18.0	9.2	2.1	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 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WNHI	Belmont	A	93.3	0.3	1020	c	Vox Media Corp	96	0001	3,600	d3	Clsc Rock	450	1.62	1.5	1.1	0.0	0.4	1.1	0.0	0.4	0.4	0.4		
WZID	Manchester	B	95.7	14.5	925	b	Saga Comm Inc	48	9011		g1	AC	7,075	0.89	43.1	18.0	18.9	21.7	20.5	16.8	19.7	21.5	18.0		
WQLL	Bedford	A	96.5	0.7	935	b	Saga Comm Inc	96	9711	3,300		Oldies	1,125	0.62	9.8	4.0	3.2	5.1	4.5	4.6	3.4	3.2	3.7		
WNNH	Henniker	A	99.1	2.8	479	e	Tele-Media Bcstg Co	89	0006	2,500		Oldies	1,000	3.00	1.8	0.4	0.7	0.7	1.1	0.8	0.5	0.7	0.7		
WGIR	Manchester	B	101.1	11.5	1027	a	Clear Channel Comm	63	0008		g	Rock	5,000	1.42	19.1	8.6	7.1	10.1	8.6	9.5	9.7	10.6	8.2		
WOTX	Concord	A	102.3	3.0	285	c	Vox Media Corp	72	9906	1,500	c3	Country	225	0.81	1.5	1.4	1.1	0.4	1.1	0.8	0.0	0.0	0.0		
WJYY	Concord	A	105.5	1.6	456	c	Vox Media Corp	83	0001		d3	Hot AC	750	0.78	5.2	1.8	2.8	2.9	2.2	1.9	3.6	1.8	1.9		
WHOB	Nashua	A	106.3	1.0	541	e	Tele-Media Bcstg Co	87	0007	5,000		Hot AC	1,300	1.46	4.8	1.8	1.8	2.5	2.2	1.5	1.5	1.1	1.1		
WTPL	Hillsboro	A	107.7	0.6	738	c	Vox Media Corp	89	9911		d3	Nws/Tlk/Spt			0.4	0.4	0.0	0.0	0.4	0.0	0.2	0.4	0.4		
# FM Stations -					9	# Combos -					9	FM TOTALS					87.2	37.5	35.6	43.8	41.7	35.9	39.0	39.7	34.4

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WGIR	Manchester	B	610	5.0	1.00	a	Clear Channel Comm	41	0008		g	News/Talk	600	0.62	5.2	2.9	4.3	2.9	2.2	5.0	5.2	3.5	5.6		
• WOTW	Nashua	D	900	0.9	0.00		Anastos Bcst Group	91	0108		g	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WFTN	Franklin	C	1240	1.0	1.00	d	Northeast Comm Corp	66				Nostalgia	425			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	100		0.7	0.0	1.4	0.0	0.7	0.8	1.0	0.0	0.4		
WDER	Derry	B	1320	10.0	1.00		Blount Comm Group	83	0009	793		Christian	125			0.7	0.4	0.0	0.0	0.4	0.3	0.0	0.4		
WFEA	Manchester	B	1370	5.0	5.00	b	Saga Comm Inc	32	9011		g1	Adlt Stndrd	325	0.26	6.8	3.6	3.2	2.9	3.7	4.6	3.7	4.2	3.7		
WKXL	Concord	C	1450	1.0	1.00	c	Embro Comm LLC	46	0208 p	370		Nws/Tlk/Spt				0.4	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				Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					8	# Combos -					3	AM TOTALS					12.7	7.6	9.3	5.8	6.6	10.8	10.2	7.7	10.1
AM & FM Stations Profiled -					17	# Duopolies -					4	Total Local Commercial Share					45.1	44.9	49.6	48.3	46.7	49.2	47.4	44.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 190

Revenue Rank: 146

Traverse City-Petoskey, MI Market Overview



Metro Counties / Population (000)

Antrim, MI	23.5
Benzie, MI	16.3
Charlevoix, MI	26.4
Emmet, MI	31.9
Grand Traverse, MI	78.7
Kalkaska, MI	16.8
Leelanau, MI	21.5
Total	215.1

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01						
		\$8,700	\$8,800	\$9,600	\$11,000	\$12,800	\$12,500	7.5%					
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout									
	NA ^{1/}	\$3.56/1,000	\$3.60/1,000	Local 90%	National 10%								
Δ 00 - 01	-2.3%	2002	\$13,100	2003	\$13,800	2004	\$14,700	2005	\$15,500	2006	\$16,600	Δ 01 - 06	5.8%

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	190.1	215.1	2.5%	215.1	232.9	1.6%
Households	72.3	83.1	2.8%	83.1	91.1	1.9%
Retail Sales	NA ^{1/}	3,511.6	NA ^{1/}	3,511.6	4,612.9	5.6%
EBI ^{2/}	2,598.7	3,752.1	7.6%	3,752.1	5,065.6	6.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	106.0	20.2	9.3	7.4	13.3	18.0	14.8	22.9
Women (000)	109.1	18.7	9.0	7.1	13.6	17.6	15.2	27.9
Total	215.1	38.9	18.3	14.5	26.9	35.6	30.0	50.8
Percentage	100.0%	18.1%	8.5%	6.7%	12.5%	16.6%	14.0%	23.6%
Per Capita	\$ 17,443	Median Household		\$ 37,362	Avg Household		\$ 45,151	
Ethnic Population:	White 97.0%	Black 0.4%	Asian 0.5%	Hispanic 1.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		20	13	23	10	33
Tot 12+	0.0		70.4	64.3	70.4	7.9	78.3
Avg 12+	0.0		3.5	4.9	3.1	0.8	2.4
Tot LCS	0.0		89.9	82.1	89.9	10.1	100.0
Avg LCS	0.0		4.5	6.3	3.9	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		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
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
WBYC	Atlanta	C1	92.5	100.0	869	c	Northern Bcstg	75	9401	965		Country			0.2	1.1	1.2	0.4	0.0	0.4	0.2	0.7	4.4
WJZQ	Cadillac	C1	92.9	100.0	912	b	Midwestern Bcstg Co	61				NAC/SmJaz				0.7	0.0	0.0	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	0.94	1.7	1.1	0.8	2.0	0.7	0.4	1.0	1.5	0.8
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
WBYB	Leland	C2	94.3	20.5	764	c	Northern Bcstg	91	9401	200		Country	600	1.33	3.6	3.2	1.2	3.1	2.6	2.8	2.5	1.8	3.2
WLJZ	Mackinaw City	C2	94.5	40.0	381	d	Northern Star Bcstg	89	9809		g1	Modern Rock			0.2	1.1	1.2	0.4	0.0	0.4	0.4	1.5	0.0
WJZJ	Glen Arbor	C2	95.5	21.0	738	d	Northern Star Bcstg	97	9809		g1	Modern Rock	750	0.95	6.3	3.9	4.6	6.3	3.7	2.8	4.2	3.3	2.8
WLXT	Petoskey	C1	96.3	100.0	981	a	MacDonald Garber	67	9812		g2	Soft AC	650	1.08	4.8	1.4	3.1	3.9	3.7	5.6	3.8	4.4	7.9
WLXV	Cadillac	C3	96.7	7.2	604	a	MacDonald Garber	74	9812		g2	Soft AC	100		0.5	1.4	0.8	0.8	0.0	0.4	1.2	0.4	0.4
WKLK	Kalkaska	C2	97.5	32.0	617	c	Northern Bcstg	79				AOR/ClRck	1,700	1.60	8.5	3.6	5.8	6.3	7.0	8.0	6.8	8.4	7.1
WGFM	Glen Arbor	C2	98.1	21.0	738	d	Northern Star Bcstg	91	9809		g1	Clsc Rock	550	0.60	7.3	5.3	4.2	5.1	6.3	5.6	3.6	4.7	4.8
WKLZ	Petoskey	C1	98.9	100.0	801	c	Northern Bcstg	65	9107	800		AOR/ClRck	350	1.08	2.6	1.4	1.5	2.7	1.5	1.2	2.1	2.6	0.8
WBNZ	Frankfort	C2	99.3	27.0 cp	571	f	Henderson, Roy E	78	0109			Hot AC	125	1.00	1.0	0.7	0.8	1.2	0.4	1.2	0.0	1.1	0.8
WKVK	Honor	A	100.7	4.7	367	c	Northern Bcstg	02				CHR				0.0	0.0	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	700	0.93	6.0	5.7	7.7	5.5	4.0	5.2	5.0	3.6	3.6
WMKC	St. Ignace	C	102.9	100.0	1102	d	Northern Star Bcstg	82	9809		g1	Country	600	0.96	5.0	4.3	1.5	5.1	2.9	2.0	3.7	1.8	3.6
WTCM	Traverse City	C	103.5	100.0	991	b	Midwestern Bcstg Co	65				Country	1,800	1.01	14.2	13.9	9.6	11.3	11.0	13.2	16.0	12.8	14.7
WGFM	Cheboygan	C1	105.1	100.0	610	d	Northern Star Bcstg	68	9809		g1	Clsc Rock	450	1.38	2.6	2.5	3.1	2.7	1.5	3.6	1.4	2.9	3.2
WKHQ	Charlevoix	C1	105.9	100.0	892	a	MacDonald Garber	80	9812		g2	CHR/AC	1,000	1.14	7.0	6.0	5.4	5.1	5.9	5.2	4.6	5.8	6.0
WKPK	Gaylord	C1	106.7	100.0	581	c	Northern Bcstg	72	9610		g	CHR	500	0.57	7.0	2.8	6.2	5.1	5.9	4.4	7.2	6.9	4.0
WCKC	Cadillac	A	107.1	2.8	482	d	Northern Star Bcstg	85	9809		g1	Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCCW	Traverse City	C2	107.5	50.0	492	b	Midwestern Bcstg Co	67	9610	2,200	c4	Oldies	1,050	1.01	8.3	10.3	6.2	5.9	7.0	4.0	5.6	8.4	4.8
# FM Stations -				23		# Combos -		23		FM TOTALS				86.8 70.4 64.9 72.9 64.1 66.4 69.3 72.6 72.9									

AM Stations

Calls	City of License	FCC Class	Day		Night		Year Std	Date Acq'd	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	Power (kW)	Power (kW)	C									Owner	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WTCM	Traverse City	B	580	15.0	0.80	b	Midwestern Bcstg Co	41			News/Talk	700	0.66	8.5	7.1	8.5	5.5	7.7	8.8	6.0	8.8	7.1	
• WWKK	Petoskey	B	750	1.0	0.33	e	Basic Licensing Inc	99	0208 p	900	c1	Sprts/Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WIDG	St. Ignace	D	940	5.0	0.00	d	Northern Star Bcstg	66	9809		g1	Sports				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	Basic Licensing Inc	66	0208 p		c1	News/Talk	300		0.7	0.0	0.0	1.2	0.0	0.0	1.4	0.0	0.0
• 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
WCBY	Cheboygan	C	1240	1.0	1.00	d	Northern Star Bcstg	54	9809		g1	Nostalgia				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				0.4	0.0	0.0	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	Nostalgia	250	0.69	2.9	0.0	1.2	2.3	2.2	2.8	3.3	2.9	1.6
WMBN	Petoskey	C	1340	1.0	1.00	a	MacDonald Garber	46	9812		g2	Oldies	75		0.5	0.4	0.0	0.8	0.0	1.2	2.0	1.5	0.8
WKJF	Cadillac	B	1370	5.0	1.00	b	Midwestern Bcstg Co	68				Nostalgia			0.3	0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0
# AM Stations -				10		# Combos -		10		AM TOTALS				12.9 7.9 10.1 9.8 10.3 12.8 12.7 13.2 9.5									
AM & FM Stations Profiled -				33		# Duopolies -		16		Total Local Commercial Share				78.3 75.0 82.7 74.4 79.2 82.0 85.8 82.4									

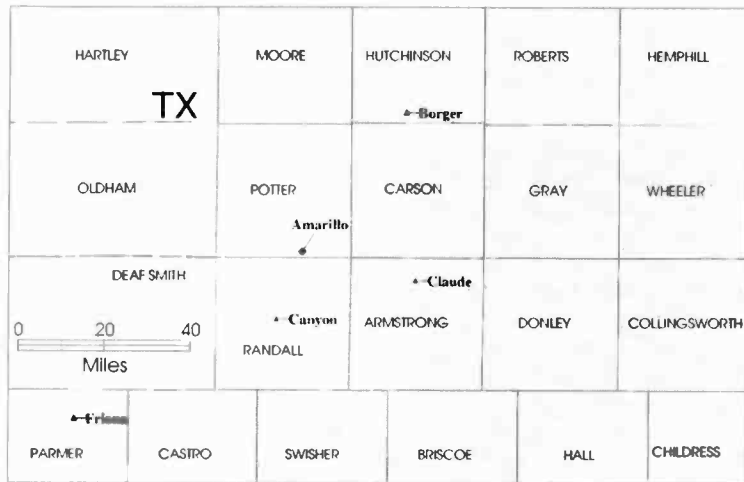
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 191

Revenue Rank: 191

Amarillo, TX Market Overview



Metro Counties / Population (000)

Potter, TX	114.7
Randall, TX	105.4
Total	220.1

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

ESTIMATED GROSS REVENUES ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$6,700	\$6,900	\$7,000	\$8,100	\$8,600	\$8,200
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.7%	\$8,600	\$9,100	\$9,700	\$10,300	\$11,000	6.2%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$2.53/1,000	\$2.74/1,000	Local	90%		
Revenue/Capita	\$32.34	\$37.26	\$47.48	National	10%		

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	207.2	220.1	1.2%	220.1	231.7	1.0%
Households	77.7	84.2	1.6%	84.2	90.6	1.5%
Retail Sales	NA ^{1/}	3,243.4	NA ^{1/}	3,243.4	4,015.1	4.4%
EBI ^{2/}	2,884.2	3,608.3	4.6%	3,608.3	4,538.9	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	106.1	21.2	9.5	9.6	15.1	16.5	13.9	20.3
Women (000)	114.0	20.7	9.4	10.0	14.6	16.7	15.2	27.4
Total	220.1	41.9	18.9	19.7	29.6	33.2	29.1	47.7
Percentage	100.0%	19.0%	8.6%	8.9%	13.5%	15.1%	13.2%	21.7%
Per Capita	\$ 16,394	Median Household		\$ 28,113	Avg Household		\$ 42,854	
Ethnic Population:	White 90.1%	Black 6.4%	Asian 2.1%	Hispanic 20.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	11	14	7	21
Tot 12+	7.1		62.7	69.1	69.8	10.7	80.5
Avg 12+	7.1		4.8	6.3	5.0	1.5	3.8
Tot LCS	8.8		77.9	85.8	86.7	13.3	100.0
Avg LCS	8.8		6.0	7.8	6.2	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

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KQIZ	Amarillo	C1	93.1	100.0	699	b	Cumulus Bcstg Inc	76	9804	3,140		CHR/Rhymc	450	0.66	8.3	8.5	6.3	7.5	6.2	3.2	5.0	7.6	8.1
• KMXJ	Amarillo	C	94.1	100.0	1083	a	Clear Channel Comm	46	0008		g	AC	350	0.82	5.2	6.4	8.6	3.2	5.4	6.0	3.7	4.8	4.1
KGRW	Friona	C2	94.7	50.0	331	d	Amigo Bcstg LP	94	0007		d4	1 Mexican				0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
KARX	Claude	C1	95.7	100.0	390	b	Cumulus Bcstg Inc	92	9803	675		Clsc Rock	700	0.98	8.7	8.9	8.2	8.2	6.2	5.0	3.1	6.9	6.1
• KMML	Amarillo	C1	96.9	100.0	614	a	Clear Channel Comm	85	0008		g	Country	625	1.02	7.5	5.3	7.0	5.4	7.0	6.4	5.8	8.6	9.3
KGNC	Amarillo	C	97.9	100.0	1283	c	MCC Radio LLC	58	9612		g1	Country	1,200	1.45	10.1	6.0	4.7	9.3	7.4	8.5	9.5	7.9	12.2
• KPRF	Amarillo	C1	98.7	100.0	469	a	Clear Channel Comm	79	0008		g	Hot AC	525	0.69	9.3	6.0	6.6	6.5	8.9	10.7	10.3	11.0	7.3
KBZD	Amarillo	C3	99.7	21.5	351	d	Amigo Bcstg LP	93	0210	1,100	c2	Mexican	25	0.25	1.2	0.7	0.0	0.4	1.6	2.1	1.2	2.8	0.4
• KXGL	Amarillo	C1	100.9	100.0	591		Feuer & McCord	97	0205 p	3,000		Variety	250	1.02	3.0	0.0	0.0	2.2	2.7	1.1	1.7	2.1	2.8
• KATP	Amarillo	C1	101.9	100.0	935	a	Clear Channel Comm	76	0105	1,500		Country	350	0.95	4.5	6.7	3.5	3.6	3.9	3.6	6.8	3.4	3.7
• KQFX	Borger	C1	104.3	100.0	574	d	Amigo Bcstg LP	75	0007	1,000	d4	1 Mexican	450	2.49	2.2	2.8	4.7	2.5	1.2	2.1	1.0	2.8	0.8
KAEZ	Amarillo	C2	105.7	43.0 cp	525		Stephens Family LP	91	9911	750		ChrsContem	100	0.28	4.3	2.5	2.7	3.6	3.5	3.6	4.9	6.2	4.5
KPUR	Canyon	A	107.1	6.0	315	b	Cumulus Bcstg Inc	81	9804	820	c1	Oldies	700	1.02	8.4	7.1	7.8	9.0	5.0	10.0	6.9	4.1	5.7
KZRK	Canyon	C1	107.9	100.0	476	b	Cumulus Bcstg Inc	81	9804	1,000	c3	Rock	700	0.88	9.7	8.9	6.3	8.2	7.8	7.8	7.9	5.9	4.5
# FM Stations -					14	# Combos -					12	FM TOTALS			82.4	69.8	66.4	69.6	66.8	70.1	68.1	74.1	69.5

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• KGNC	Amarillo	B	710	10.0	10.00	c	MCC Radio LLC	22	9612		g1	Nws/Tlk/Spt	1,100	1.77	7.6	5.3	6.3	6.8	5.8	7.1	7.3	8.6	8.9	
KIXZ	Amarillo	B	940	5.0 cp	1.00	a	Clear Channel Comm	47	0008		g	Adlt Stndrd	125	0.25	6.1	3.5	4.7	4.7	5.4	5.7	4.6	2.8	3.7	
KTNZ	Amarillo	B	1010	5.0	0.50	d	Amigo Bcstg LP	46	0210		c2	Mexican			0.2	0.4	0.4	0.0	0.4	0.0	0.0	0.3	0.0	
• KZIP	Amarillo	D	1310	1.0	0.00		Del Norte Inc	55			1	Tejano	200			0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.8	
• KDJW	Amarillo	D	1360	0.5	0.14		New Life Comm	55	8610	200		Country	100	0.87	1.4	0.4	1.6	1.1	1.2	0.0	1.8	1.4	0.4	
KPUR	Amarillo	B	1440	5.0	1.00	b	Cumulus Bcstg Inc	39	9804		c1	Sports	100	1.02	1.2	1.1	1.6	0.4	1.6	1.1	1.3	0.3	0.8	
KZRK	Canyon	B	1550	1.0	0.22	b	Cumulus Bcstg Inc	62	9804		c3	News/Talk	100	1.11	1.1	0.0	0.4	0.7	1.2	0.0	0.7	0.3	0.4	
# AM Stations -					7	# Combos -					5	AM TOTALS			17.6	10.7	15.0	13.7	15.6	13.9	15.7	14.4	15.0	
AM & FM Stations Profiled -					21	# Duopolies -					6	Total Local Commercial Share			80.5	81.4	83.3	82.4	84.0	83.8	88.5	84.5		

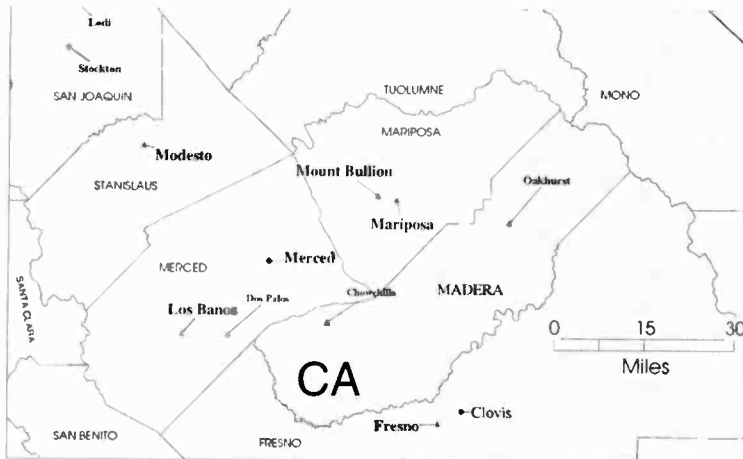
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 192

Revenue Rank: 263

Merced, CA Market Overview



Metro Counties / Population (000)

Mariposa, CA	17.3
Merced, CA	213.0
Total	230.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$3,700	\$4,100	\$4,500	\$4,500	\$4,500	\$4,400
Δ 00 - 01	-2.2%						
	2002	2003	2004	2005	2006		Δ 01 - 06
	\$4,600	\$4,900	\$5,300	\$5,600	\$5,900		6.2%

	1996	2001	2006	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$2.30/1,000	\$2.47/1,000	Local	80%
Revenue/Capita	\$16.87	\$19.11	\$24.98	National	20%

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	219.3	230.3	1.0%	230.3	236.2	0.5%
Households	68.0	72.2	1.2%	72.2	74.3	0.6%
Retail Sales	NA ^{1/}	1,912.4	NA ^{1/}	1,912.4	2,387.2	4.5%
EBI ^{2/}	2,148.7	2,755.3	5.1%	2,755.3	3,121.7	2.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	116.1	28.1	11.9	10.8	16.2	16.5	13.6	19.1
Women (000)	114.2	26.6	11.1	9.4	15.1	15.8	14.1	22.1
Total	230.3	54.7	23.0	20.2	31.3	32.4	27.6	41.1
Percentage	100.0%	23.7%	10.0%	8.8%	13.6%	14.1%	12.0%	17.9%
Per Capita	\$ 11,964							
				Median Household	\$ 29,350		Avg Household	\$ 38,161
Ethnic Population:	White	85.0%	Black	4.2%	Asian	7.6%	Hispanic	43.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	9		9	17	4	21
Tot 12+	16.1	35.5		46.2	51.6	2.3	53.9
Avg 12+	2.0	3.9		5.1	3.0	0.6	2.6
Tot LCS	29.9	65.9		85.7	95.7	4.3	100.0
Avg LCS	3.7	7.3		9.5	5.6	1.1	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.
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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KBRE	Atwater	A	92.5	6.0	328	b	Mapleton Comm	95	0206	2,800	d2	Bright AC	200	1.11	4.1	5.0	2.4	2.4	2.2	3.8	1.9	2.8	2.0
KNTO	Chowchilla	A	93.3	3.0 cp	335	a	Gomez, Nelson F.	93	0104	450		Mexican			2.0	1.2	1.6	1.2	1.1	1.1	0.0	0.0	0.0
KSKS	Fresno	B	93.7	68.0	1903		Infinity Bcstg	46	0102			Country	n/a		7.2	2.3	2.4	4.0	4.1	3.0	2.7	3.2	4.4
• 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 Comm Corp	85	9703	See (123)		Hot AC	n/a		10.1	2.7	2.8	4.8	6.7	6.8	4.3	5.3	3.2
KSKD	Dos Palos	A	95.9	3.3 cp	443	a	Gomez, Nelson F.	85	9302	198		Mexican	400		1.7	1.5	1.6	1.2	0.7	1.1	1.9	2.0	2.8
KUBB	Mariposa	B	96.3	1.9	2097	d	Buckley Bcstg Corp	77	8507			Country	700	1.38	11.5	4.6	3.2	6.3	6.7	5.3	4.6	5.3	4.0
KABX	Merced	B	97.5	8.8	1161	b	Mapleton Comm	36	0205	4,300	d1	Oldies	950	2.25	9.6	7.7	6.0	4.0	7.1	6.8	8.0	6.9	6.0
KLOQ	Winton	A	98.7	6.0	299	b	Mapleton Comm	94	0206		d2	Spanish	350	1.73	4.6	4.6	4.0	1.6	3.7	3.0	2.5	2.0	8.4
KCIV	Mount Bullion	B	99.9	1.9	2100		Bott Radio Network	89				Relgn/Talk	250	2.03	2.8	1.2	0.4	2.4	0.7	0.8	1.5	2.0	0.8
KAMB	Merced	B	101.5	1.9	2093		Central Valley Bcstg	67	9609		st	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 Comm Corp	48	9212			Country	n/a		6.8	3.1	3.6	3.6	4.1	4.9	3.9	4.0	2.8
KDJK	Mariposa	A	103.9	0.1	2047	c	Citadel Comm Corp	92	9308			Clsc Hits			1.8	1.5	0.4	1.6	0.4	1.5	0.4	0.4	0.4
KHTN	Los Banos	B	104.7	50.0	469	d	Buckley Bcstg Corp	66	9508	510		Rhymc/CHR	650	0.75	19.7	13.9	12.9	10.7	11.6	13.9	9.5	10.1	12.0
KIBG	Merced	A	106.3	3.0	476	b	Mapleton Comm	89	0205		d1	AC	400	1.59	5.7	2.3	3.2	2.8	3.7	2.6	4.2	4.5	2.8
KQLB	Los Banos	A	106.9	6.0	328		VLB Bcstg Inc	92	9112		na	Portuguese	100	1.42	1.6	0.0	0.0	0.0	1.9	3.4	1.0	1.6	2.0
KZOL	North Fork	B1	107.9	1.8	1227	b	Univision Comm Inc	94	0206 p			Mexican	n/a		3.5	0.0	1.6	2.8	1.1	2.3	3.1	2.4	2.0
# FM Stations -					17	# Combos -					12	FM TOTALS			92.7	51.6	46.1	49.4	55.8	60.3	49.5	52.5	53.6

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KLBS	Los Banos	B	1330	0.4	5.00		Ethnic Radio Inc	61	8205			Portuguese	300		0.6	0.0	0.0	0.0	0.7	1.9	0.0	0.0	0.0	
KYOS	Merced	B	1480	5.0	5.00	b	Mapleton Comm	83	0205		d1	News/Talk	250	0.84	6.8	2.3	2.8	3.6	4.1	3.4	4.6	2.8	2.4	
KVVY	Merced	B	1580	1.0	0.30	b	Mapleton Comm	56	0206		d2	Adlt Sindr	100			0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.8	
KTIQ	Merced	B	1660	10.0	1.00	b	Mapleton Comm	01	0206		d2	Ranchera				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					4	# Combos -					3	AM TOTALS			7.4	2.3	2.8	3.6	4.8	5.3	5.3	2.8	3.2	
AM & FM Stations Profiled -					21	# Duopolies -					7	Total Local Commercial Share			53.9	48.9	53.0	60.6	65.6	54.8	55.3	56.8		

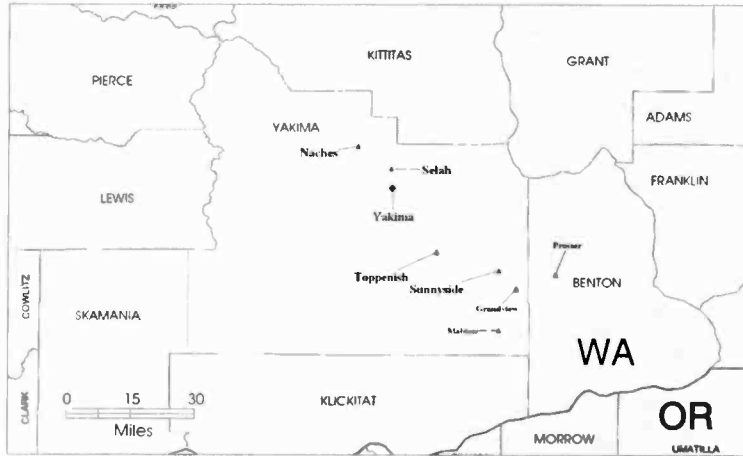
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 193

Revenue Rank: 191

Yakima, WA Market Overview



Metro Counties / Population (000)

Yakima, WA	225.1
	225.1

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$6,900	\$7,000	\$7,600	\$8,000	\$8,500	\$8,200
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-3.5%	\$8,600	\$8,900	\$9,200	\$9,700	\$10,400	4.9%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$3.79/1,000	\$4.40/1,000	Local	80%		
Revenue/Capita	\$32.67	\$36.43	\$43.68	National	20%		

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	211.2	225.1	1.3%	225.1	238.1	1.1%
Households	73.0	78.7	1.5%	78.7	84.0	1.3%
Retail Sales	NA ^{1/}	2,163.1	NA ^{1/}	2,163.1	2,364.0	1.8%
EBI ^{2/}	2,633.5	3,250.6	4.3%	3,250.6	4,250.3	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	112.2	23.7	11.3	9.7	13.9	16.6	15.0	21.9
Women (000)	112.9	22.6	10.5	8.7	13.0	16.7	14.9	26.5
Total	225.1	46.3	21.8	18.4	27.0	33.3	29.9	48.4
Percentage	100.0%	20.6%	9.7%	8.2%	12.0%	14.8%	13.3%	21.5%
Per Capita	\$ 14,441			Median Household	\$ 32,379		Avg Household	\$ 41,304
Ethnic Population:	White 90.5%	Black 1.6%	Asian 1.7%	Hispanic 36.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		9	11	12	8	20
Tot 12+	8.8		53.8	62.6	62.6	18.8	81.4
Avg 12+	2.9		6.0	5.7	5.2	2.4	4.1
Tot LCS	10.8		66.1	76.9	76.9	23.1	100.0
Avg LCS	3.6		7.3	7.0	6.4	2.9	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 Richland-Kennewick-Pasco.

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	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
			Freq	(kW)									Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998	
KDBL	Toppenish	C2	92.9	17.0	843	a	Clear Channel Comm	00	9911		g5	Country	225	1.06	2.6	4.4	2.1	3.9	0.0	0.0	0.0	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	875	0.97	11.0	9.5	6.7	7.5	9.6	9.9	7.5	9.9	8.0	
KZTB	Sunnyside	A	96.7	1.4 cp	692	b	Butterfield Bcstg	74	9710	425	c1	Spanish	125	0.69	2.2	2.2	2.1	2.0	1.4	2.8	2.1	2.4	0.4	
KZTA	Naches	A	96.9	0.5 cp	1063	b	Butterfield Bcstg	88	9410	247		Spanish	350	1.58	2.7	3.3	3.2	2.4	1.8	3.2	2.0	1.2	1.7	
KLES	Mabton	C3	98.7	5.8	679		Hunt Bcstg Inc	98	0101	500		Top 40	50		0.0	0.0	0.0	0.0	0.0	0.4	0.3	0.0	0.0	
KQSN	Naches	A	99.3	0.8	899	a	Clear Channel Comm	77	0104	1,300		AC	300	0.87	4.2	3.3	2.5	3.5	2.9	3.6	3.1	3.6	3.8	
KHHK	Yakima	C3	99.7	4.1	804	c	New NW Bcstrs	84	9905	8,700	d4	CHR	200	0.43	5.7	9.1	6.3	7.5	1.1	3.2	2.8	3.6	3.8	
KARY	Grandview	C2	100.9	6.9	1270	c	New NW Bcstrs	89	9509	425		Oldies	425	1.08	4.8	4.4	5.6	3.5	3.9	5.1	5.9	5.5	3.8	
KMNA	Prosser	C3	101.7	3.5	869		Moon Bcstg Corp	62	0005	1,250	c2	Spanish	700	1.33	6.4	2.5	6.0	3.5	6.4	1.2	0.9	0.0	0.4	
KXDD	Yakima	C1	104.1	100.0	804	c	New NW Bcstrs	71	9905		d4	Country	2,000	1.38	17.7	12.7	13.7	11.8	15.7	15.4	13.9	16.2	15.1	
KRSE	Yakima	C1	105.7	100.0 cp	545	c	New NW Bcstrs	77	9808		d1	AC	300	0.81	4.5	4.7	5.6	3.1	3.9	3.2	4.3	3.2	4.2	
KFFM	Yakima	C	107.3	100.0	1513	a	Clear Channel Comm	70	9911		g5	CHR	950	0.81	14.3	6.5	8.1	6.7	15.7	14.2	16.8	11.9	17.2	
# FM Stations -					12	# Combos -		10		FM TOTALS				76.1	62.6	61.9	55.4	62.4	62.2	59.6	57.5	58.4		

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	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio	2002		2001	2001	2000	2000	1999	1999	1998	
• KYAK	Yakima	D	930	10.0 cp	0.13		Read Bcstg Network	62	9803	150		Religion	100		0.0	0.4	0.0	0.0	0.0	0.0	1.1	0.0	0.0	
KJOX	Selah	B	980	5.0	0.50	c	New NW Bcstrs	55	9905		d4	Sprts/Talk	50	0.55	1.1	0.7	0.4	1.2	0.4	0.0	0.9	0.0	0.0	
• KYXE	Union Gap	B	1020	4.0 cp	0.40	b	Butterfield Bcstg	83	9811		c3	Mexican	250	1.60	1.9	1.1	3.2	1.6	1.4	0.0	1.6	2.0	1.7	
KZTS	Sunnyside	B	1210	10.0	1.00	b	Butterfield Bcstg	50	9710		c1	Spanish	25		0.3	0.7	0.4	0.4	0.0	0.8	0.0	3.6	1.7	
KIT	Yakima	B	1280	5.0	1.00	a	Clear Channel Comm	29	9911		g5	News/Talk	925	0.77	14.7	11.6	13.0	11.0	11.8	11.9	11.7	13.4	9.2	
• KBBO	Yakima	B	1390	5.0	0.50	c	New NW Bcstrs	47	9812		d1	Religion	100	0.94	1.3	1.1	0.4	1.6	0.4	0.4	0.6	1.6	2.1	
KUTI	Yakima	B	1460	5.0	3.70	a	Clear Channel Comm	44	9911		g5	Country	175	0.46	4.6	3.6	4.2	3.9	3.2	2.0	1.5	2.0	2.9	
KOTY	Toppenish	C	1490	1.0	1.00		Yakama Natlon Confed	53	0102	300		Variety	50		0.0	0.0	0.0	0.0	0.0	3.2	1.0	0.0	0.0	
# AM Stations -					8	# Combos -		6		AM TOTALS				23.9	18.8	22.0	19.7	17.2	18.3	18.3	22.6	17.6		
AM & FM Stations Profiled -					20	# Duopolies -		8		Total Local Commercial Share				81.4	83.9	75.1	79.6	80.5	77.9	80.1	76.0			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 194

Revenue Rank: 200

Waco, TX Market Overview



Metro Counties / Population (000)

McLennan, TX	215.3
	215.3

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$6,000	\$6,800	\$7,300	\$7,900	\$8,000	\$7,600
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.0%	\$8,000	\$8,500	\$9,100	\$9,600	\$10,200	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.98/1,000	\$3.43/1,000	Local 85%
Revenue/Capita	\$29.88	\$35.30	\$45.82	National 15%

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	200.8	215.3	1.4%	215.3	222.6	0.7%
Households	74.7	81.3	1.7%	81.3	85.5	1.0%
Retail Sales	NA ^{1/}	2,547.4	NA ^{1/}	2,547.4	2,972.0	3.1%
EBI ^{2/}	2,592.1	3,279.2	4.8%	3,279.2	4,105.7	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	104.6	19.5	9.3	13.7	13.4	14.7	13.3	20.8
Women (000)	110.7	18.8	8.8	13.4	12.7	15.0	14.1	27.9
Total	215.3	38.3	18.2	27.0	26.1	29.6	27.4	48.7
Percentage	100.0%	17.8%	8.4%	12.6%	12.1%	13.8%	12.7%	22.6%
Per Capita	\$ 15,231			Median Household	\$ 30,711		Avg Household	\$ 40,335
Ethnic Population:	White 82.0%	Black 15.7%	Asian 1.4%				Hispanic 18.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		7	8	9	5	14
Tot 12+	5.6		57.2	60.8	62.8	5.2	68.0
Avg 12+	2.8		8.2	7.6	7.0	1.0	4.9
Tot LCS	8.2		84.1	89.4	92.4	7.6	100.0
Avg LCS	4.1		12.0	11.2	10.3	1.5	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 Dallas.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KLRK	Marlin	C2	92.9	50.0	492	c	Goodall, Van Jr	77	8812	410	AC	300	1.41	2.8	2.0	2.6	2.6	1.3	3.4	0.4	0.4	1.3	
KBCT	Waco	A	94.5	3.2	453		Kennelwood Bcstg Co	96			Smooth Jazz	250	0.82	4.0	3.6	3.9	2.2	3.4	2.9	3.5	4.1	2.1	
KCKR	Waco	C2	95.7	24.0	505	b	Clear Channel Comm	59	0008		g 1	Oldies	650	0.68	12.6	9.3	8.2	10.6	6.8	7.3	4.3	7.3	7.9
KWTX	Waco	C	97.5	100.0	1479	b	Clear Channel Comm	70	0008		g 1	CHR	1,900	1.61	15.5	10.5	9.4	10.1	11.5	12.2	14.3	11.0	13.0
WACO	Waco	C	99.9	90.0	1660	b	Clear Channel Comm	60	0008		g 1	Country	2,300	1.17	25.9	16.9	17.6	17.6	18.4	16.1	17.4	13.4	14.6
KBRQ	Hillsboro	C1	102.5	100.0	449		Chase Radio Partners	59	0008		g 1	Rock	1,200	1.27	12.4	7.3	7.3	7.5	9.8	11.2	7.3	11.8	7.5
KWOW	Clifton	C2	104.1	16.0	459		Amigo Bcstg LP	89	0206 p	2,000		Country	450	0.82	7.2	5.2	3.9	5.7	4.3	5.4	5.4	4.1	6.3
KKDA	Dallas	C	104.5	100.0 cp	1667		Service Bcstg Corp	47				Urban	n/a		11.5	6.0	6.4	7.5	8.5	10.2	11.3	11.0	7.1
KDOS	Robinson	A	107.9	6.0	328		Unlvision Comm Inc	87	0206 p		st	Mexican			2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				9	# Combos -				4	FM TOTALS				91.9	62.8	59.3	63.8	64.0	68.7	63.9	63.1	59.8	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• KBBW	Waco-Marlin	B	1010	10.0	2.50	Amer Bcstg of TX	53	8604	600		Chrst/Talk	175		0.9	0.8	0.0	0.0	1.3	1.0	0.7	1.2	0.8	
• KWTX	Waco	C	1230	1.0	1.00	b	Clear Channel Comm	46	0008		g 1	News/Talk	50	0.3	1.6	1.7	0.4	0.0	1.0	0.5	0.4	0.4	
• KTFW	Burleson	B	1460	3.5 cp	0.70	a	M&M Broadcasters Ltd	22	9905	450		Spanish	100	0.42	3.1	0.0	3.9	1.8	2.6	0.0	1.0	0.4	2.1
• KRZI	Waco	B	1580	1.0	0.50	c	Goodall, Van Jr	62	8609	340		Nws/Tlk/Spt	200	0.85	3.1	2.4	1.3	1.8	2.6	2.0	3.2	2.8	2.1
• KRZX	Waco	B	1660	10.0	1.00	c	Goodall, Van Jr	99				Nws/Tlk/Spt			0.6	0.4	0.4	0.0	0.9	0.0	0.0	0.0	0.0
# AM Stations -				5	# Combos -				3	AM TOTALS				8.0	5.2	7.3	4.0	7.4	4.0	5.4	4.8	5.4	
AM & FM Stations Profiled -				14	# Duopolies -				2	Total Local Commercial Share				68.0	66.6	67.8	71.4	72.7	69.3	67.9	65.2		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 195

Revenue Rank: 163

Morgantown-Clarksburg-Fairmont, WV Market



Metro Counties / Population (000)

Harrison, WV	68.6
Marion, WV	56.5
Monongalia, WV	82.3
Total	207.4

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$9,100	\$9,600	\$9,900	\$10,700	\$11,900	\$11,100	4.1%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-6.7%	\$11,900	\$12,900	\$13,900	\$14,700	\$15,700	7.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$4.46/1,000	2006 \$5.59/1,000	Est. Breakout			
Revenue/Capita	\$43.79	\$53.52	\$76.81	Local	85%	National	15%

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	207.8	207.4	0.0%	207.4	204.4	-0.3%
Households	81.7	84.5	0.7%	84.5	85.2	0.2%
Retail Sales	NA ^{1/}	2,486.1	NA ^{1/}	2,486.1	2,807.7	2.5%
EBI ^{2/}	2,603.5	3,230.1	4.4%	3,230.1	4,017.8	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	100.0	15.1	8.5	13.5	12.0	15.6	13.8	21.5
Women (000)	107.4	14.6	8.2	12.5	11.9	15.6	14.5	30.1
Total	207.4	29.6	16.8	25.9	24.0	31.2	28.3	51.6
Percentage	100.0%	14.3%	8.1%	12.5%	11.6%	15.1%	13.7%	24.9%
Per Capita	\$ 15,574	Median Household		\$ 29,241	Avg Household		\$ 38,226	
Ethnic Population:	White 95.1%	Black 3.0%	Asian 1.5%	Hispanic 0.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	6		9	16	7	23
Tot 12+	20.4	51.2		65.4	71.6	8.0	79.6
Avg 12+	2.0	8.5		7.3	4.5	1.1	3.5
Tot LCS	25.6	64.3		82.2	89.9	10.1	100.0
Avg LCS	2.6	10.7		9.1	5.6	1.4	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	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WGIE	Clarksburg	A	92.7	0.6	669	e	Burbach WV LLC	75	0012		c2	Bright AC	150		0.8	0.9	0.9	0.4	0.9	1.3	1.2	1.2	1.3
WVUC	Barrackville	A	93.1	2.6	495	f	McGraw, R. & K.	94	9611		g1	Country			0.2	0.9	0.5	0.0	0.4	0.0	0.9	0.8	0.4
WRLF	Fairmont	A	94.3	3.6	249	a	Fantasia Bcstg Inc	48				Clsc Rock	450	1.69	2.4	0.9	1.4	1.3	2.7	1.3	0.8	2.0	0.9
WOTR	Lost Creek	A	96.3	3.0	302		Allman, James W	91				Gsp/Tlk/Cst	25			0.0	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	2,400	1.14	19.0	15.9	18.9	17.2	14.2	16.5	17.4	18.0	13.2
WCLG	Morgantown	A	100.1	6.0	299	b	Bowers Bcstg Corp	74				Clsc Rock	1,350	1.01	12.1	5.8	6.5	9.9	10.2	9.7	8.2	6.5	8.4
WZST	Westover	A	100.9	3.0	266	c	Tschudy Comm Corp	83	8805			Country	100		0.8	0.9	0.9	0.9	0.4	1.3	1.3	1.6	2.2
WBRB	Buckhannon	B	101.3	50.0	492	f	McGraw, R. & K.	90	9611		g1	Country	475	0.91	4.7	2.7	2.3	3.4	4.4	2.5	2.0	3.7	4.0
WVAQ	Morgantown	B	101.9	50.0	499	d	West Virginia Radio	48			1	CHR	2,150	1.04	18.6	21.2	14.3	15.0	15.9	17.7	12.8	13.5	15.0
WFBY	Weston	B1	102.3	10.0	509	d	West Virginia Radio	72	9406	250	1	ClRck/Rock	1,050	1.24	7.6	6.6	5.1	7.7	4.9	7.6	6.0	6.9	6.6
WGYE	Mannington	A	102.7	3.2	453	e	Burbach WV LLC	92	9902	575		Country	250	0.73	3.1	4.0	3.2	3.0	2.2	3.0	3.7	3.3	1.8
WAJR	Salem	A	103.3	1.8	587	d	West Virginia Radio	99			1	News/Talk	350	1.66	1.9	1.3	2.3	1.3	1.8	0.4	1.1	0.8	0.0
WDCI	Bridgeport	A	104.1	2.5	518		Coshocton Bcstg Co	91	9809	405		Soft AC	175	0.33	4.8	3.5	6.0	3.9	4.0	4.2	4.2	4.1	2.6
WPDX	Clarksburg	B1	104.9	7.4	597	c	Tschudy Comm Corp	74	9111	405	c1	Country	350	0.53	6.0	3.5	1.8	4.7	5.3	4.2	5.2	2.4	3.5
WOBG	Salem	A	105.7	2.0	581	e	Burbach WV LLC	90	9810	625	c3	Oldies	250	0.61	3.7	2.2	3.2	2.6	3.5	4.2	1.7	4.9	2.2
WWLW	Clarksburg	B	106.5	28.0	653	d	West Virginia Radio	73	9303	1,200	1	AC			1.8	1.3	1.4	2.1	0.9	1.3	1.8	2.0	2.6
# FM Stations -					16	# Combos -					13	FM TOTALS			87.5	71.6	68.7	73.4	71.7	75.2	68.3	71.7	64.7

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• WPDX	Clarksburg	D	750	1.0	0.00	c	Tschudy Comm Corp	47	9111		c1	Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
• WMMN	Fairmont	D	920	5.0	0.20	a	Fantasia Bcstg Inc	28	9211	80		News/Info	100		0.8	0.9	0.9	0.4	0.9	0.8	0.9	0.4	0.9	
• WCLG	Morgantown	D	1300	2.5	0.04	b	Bowers Bcstg Corp	54	5912			Oldies	250	0.94	2.4	0.9	2.3	1.3	2.7	1.7	3.3	2.0	1.8	
WXXX	Clarksburg	C	1340	1.0	1.00	e	Burbach WV LLC	46	0012		c2	Nws/Tlk/Spt	75		0.5	0.0	0.5	0.0	0.9	0.8	0.5	1.2	1.8	
WOBG	Clarksburg	C	1400	1.0	1.00	e	Burbach WV LLC	36	9810		c3	Adlt Stndrd	50		0.5	0.0	0.5	0.0	0.9	1.3	0.0	0.0	0.9	
WAJR	Morgantown	B	1440	5.0	0.50	d	West Virginia Radio	40			1	FullService	950	1.06	8.1	6.2	8.3	6.9	6.6	5.9	5.0	7.3	7.9	
WTCS	Fairmont	C	1490	1.0	1.00	a	Fantasia Bcstg Inc	48	5605			Oldies	150			0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.9
# AM Stations -					7	# Combos -					7	AM TOTALS			12.3	8.0	13.4	8.6	12.0	10.5	9.7	11.7	14.2	
AM & FM Stations Profiled -					23	# Duopolies -					7	Total Local Commercial Share			79.6	82.1	82.0	83.7	85.7	78.0	83.4	78.9		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 196

Revenue Rank: 174

Danbury, CT Market Overview



Metro Counties / Population (000)

Fairfield, CT	184.4
Litchfield, CT	29.1
Total	213.5

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$7,000	\$7,300	\$7,500	\$8,000	\$9,600	\$10,200	7.9%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	6.3%	\$10,800	\$11,500	\$12,200	\$13,000	\$13,800	6.2%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$2.50/1,000	\$2.66/1,000	Local	85%		
	\$34.72	\$47.78	\$63.45	National	15%		

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	201.6	213.5	1.2%	213.5	217.5	0.4%
Households	74.8	79.9	1.3%	79.9	82.3	0.6%
Retail Sales	NA ^{1/}	4,075.3	NA ^{1/}	4,075.3	5,197.2	5.0%
EBI ^{2/}	5,289.4	7,412.4	7.0%	7,412.4	9,542.2	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	103.4	16.6	7.9	8.6	14.2	17.3	16.9	21.9
Women (000)	110.1	15.8	7.6	8.5	14.1	18.1	18.0	28.0
Total	213.5	32.3	15.6	17.1	28.3	35.4	34.9	50.0
Percentage	100.0%	15.1%	7.3%	8.0%	13.3%	16.6%	16.3%	23.4%
Per Capita	\$ 34,719			Median Household	\$ 72,187		Avg Household	\$ 92,750
Ethnic Population:	White	86.9%	Black	9.6%	Asian	3.4%	Hispanic	10.8%

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+	13.1	18.1		31.2	31.2	10.3	41.5
Avg 12+	6.6	6.0		6.2	6.2	2.6	4.6
Tot LCS	31.6	43.6		75.2	75.2	24.8	100.0
Avg LCS	15.8	14.5		15.0	15.0	6.2	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 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WRKI	Brookfield	B	95.1	29.5	637	b	Cumulus Bcstg Inc	57	0203		g1	AOR	3,650	1.91	18.7	6.7	8.1	8.5	8.1	7.7	5.9	8.8	7.6		
WDAQ	Danbury	A	98.3	0.9 cp	551	a	Berkshire Bcstg Corp	53				Hot AC	4,100	1.38	29.2	9.5	11.5	12.0	14.1	14.4	11.8	12.5	13.7		
WEZN	Bridgeport	B	99.9	27.5	669		Cox Radio Inc	60	9704			AC	n/a		14.9	6.7	6.5	4.6	8.9	7.0	7.1	6.6	8.8		
• WDBY	Patterson	A	105.5	0.9	610	b	Cumulus Bcstg Inc	64	0203		g1	Hot AC	750	0.93	7.9	3.6	2.7	3.1	4.0	3.0	2.7	3.7	1.9		
WEBE	Westport	B	107.9	50.0	384	b	Cumulus Bcstg Inc	82	0203			AC	n/a		7.9	4.7	3.8	3.1	4.0	2.6	2.2	1.8	2.7		
# FM Stations -					5	# Combos -					4	FM TOTALS					78.6	31.2	32.6	31.3	39.1	34.7	29.7	33.4	34.7
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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WLAD	Danbury	B	800	1.0	0.29	a	Berkshire Bcstg Corp	47				FullService	1,125	0.80	13.8	5.5	5.0	6.6	5.6	3.7	7.9	5.9	5.7		
• WREF	Ridgefield	D	850	2.5	0.00	a	Berkshire Bcstg Corp	82	9701	550		Oldies	200			2.0	2.3	0.0	0.0	0.7	0.0	1.1	1.1		
• WINE	Brookfield	D	940	0.7	0.00	b	Cumulus Bcstg Inc	66	0203		g1	Adlt Stndrd	400	0.52	7.6	2.8	1.9	3.9	2.8	0.7	0.7	0.4	0.0		
• 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					21.4	10.3	9.2	10.5	8.4	5.1	8.6	7.4	6.8
AM & FM Stations Profiled -					9	# Duopolles -					3	Total Local Commercial Share					41.5	41.8	41.8	47.5	39.8	38.3	40.8	41.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 197

Revenue Rank: 222

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

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	\$7,200	\$6,500	4.1%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-9.7%	\$6,800	\$7,300	\$7,700	\$8,200	\$8,700	6.2%

Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout
	NA ^{1/}	\$1.84/1,000	\$2.37/1,000	
	\$25.62	\$31.23	\$41.73	Local 75% National 25%

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%

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%

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+	29.1	49.4		75.0	78.5	0.4	78.9
Avg 12+	4.2	8.2		8.3	6.0	0.1	3.9
Tot LCS	36.9	62.6		95.1	99.5	0.5	100.0
Avg LCS	5.3	10.4		10.6	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.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WQTY	Linton	B1	93.3	12.0	476	f	The Original Co Inc	70	9906	350	c5	Nostalgia	225	1.51	2.3	2.2	2.1	1.9	1.3	1.6	2.0	0.4	0.8
WPFR	Clinton	A	93.9	2.4 cp	528	g	Word Power Inc		00			Christian				0.9	0.4	0.0	0.0	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	50		0.4	0.0	0.4	0.5	0.0	0.4	0.7	0.0	1.3
WWSY	Seelyville	A	95.9	4.1	397	a	Bright Tower Comm	95	9909	665		Hot AC	200	0.83	3.7	2.6	2.1	2.4	2.6	2.4	2.7	2.1	0.8
WSDM	Brazil	A	97.7	6.0	299	b	Crossroads Comm Inc	73	9007	350	c1	Oldies	475	1.14	6.4	5.2	3.8	5.3	3.5	5.7	3.1	5.0	4.6
WACF	Paris	B	98.5	50.0	499	d	Key Bcstg Inc	52	9402	675	c3	Country	425	2.18	3.0	2.2	3.3	1.9	2.2	3.3	3.3	4.1	3.8
WTHI	Terre Haute	B	99.9	50.0	489	c	Emmis	48	9810		g1	Country	2,000	0.93	33.2	21.2	20.5	23.1	22.3	21.1	17.3	20.3	19.2
WMGI	Terre Haute	B	100.7	50.0	499	a	Bright Tower Comm	60	8505	750		CHR	1,125	0.79	21.8	17.3	16.7	15.4	14.4	14.2	13.0	15.4	13.4
• WLEZ	Terre Haute	B	102.7	28.0	659		Stonegate Acq Corp	62	0209 p		g	Soft AC	400	1.03	6.0	4.8	7.1	4.8	3.5	3.7	5.8	3.7	4.6
WCBH	Casey	B1	104.3	11.0	495		Cromwell Group	89	0202		g	Lite AC	250		0.3	1.7	0.8	0.0	0.4	1.2	0.8	0.4	0.8
WAXI	Rockville	A	104.9	1.2	440	b	Crossroads Comm Inc	77	9805	485		Adlt Stndrd	225	0.64	5.4	4.8	5.4	4.3	3.1	4.1	5.1	5.0	3.3
WWVR	West Terre	A	105.5	3.3	295	c	Emmis	67	9810		g1	Clsc Rock	800	0.84	14.6	14.7	12.1	7.7	12.2	8.9	7.8	7.1	12.1
WMMC	Marshall	A	105.9	2.3 cp	525		JDL Broadcasting Inc	89	9810	300		AC	100	0.57	2.7	0.9	2.5	2.4	1.3	0.8	1.3	0.4	1.3
# FM Stations -				13	# Combos -				10	FM TOTALS				99.8	78.5	77.2	69.7	66.8	67.4	62.9	63.9	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 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	D	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	0.0	0.4
• WBOW	Terre Haute	D	1300	0.5	0.08	b	Crossroads Comm Inc	58	9709	56		Sports	75		0.3	0.0	0.4	0.0	0.4	0.4	0.0	0.4	0.4
WPRS	Paris	B	1440	1.0	0.25	d	Key Bcstg Inc	51	9402		c3	Old/Nws/Tik	50			0.4	0.0	0.0	0.0	0.0	0.5	1.2	0.4
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	0.0	1.6	1.7	1.7
• 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
• WBTO	Linton	D	1600	0.5	0.03	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	0.4	0.0	0.4	0.4	2.1	3.3	2.9	
AM & FM Stations Profiled -				20	# Duopolies -				5	Total Local Commercial Share				78.9	77.6	69.7	67.2	67.8	65.0	67.2	68.9		

Other Rulemaking: 107.5, B, Terre Haute

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 198

Revenue Rank: 243

Chico, CA Market Overview



Metro Counties / Population (000)

Butte, CA	204.8
	204.8

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

ESTIMATED GROSS REVENUES *	1996	1997	1998	1999	2000	2001	Δ 96 - 01						
		\$4,000	\$4,200	\$4,400	\$4,600	\$5,500	\$5,400	6.1%					
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout									
	NA ^{1/}	\$2.55/1,000	\$2.98/1,000	Local	70%	National	30%						
Δ 00 - 01	-1.8%	2002	\$5,700	2003	\$6,000	2004	\$6,400	2005	\$6,800	2006	\$7,300	Δ 01 - 06	6.2%

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	204.3	204.8	0.0%	204.8	208.4	0.3%
Households	79.9	80.4	0.1%	80.4	82.4	0.5%
Retail Sales	NA ^{1/}	2,121.5	NA ^{1/}	2,121.5	2,450.6	2.9%
EBI ^{2/}	2,368.9	2,954.5	4.5%	2,954.5	3,445.5	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	100.7	17.5	7.6	12.4	11.9	15.0	12.1	24.3
Women (000)	104.1	16.5	7.1	11.6	11.4	15.0	12.7	29.6
Total	204.8	34.0	14.7	24.0	23.4	30.0	24.8	53.9
Percentage	100.0%	16.6%	7.2%	11.7%	11.4%	14.6%	12.1%	26.3%
Per Capita	\$ 14,426			Median Household	\$ 28,181		Avg Household	\$ 36,747
Ethnic Population:	White	91.0%	Black	1.7%	Asian	4.1%	Hispanic	10.7%

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+	10.1	45.8		52.5	55.9	8.0	63.9
Avg 12+	2.5	4.6		5.3	4.0	2.7	3.8
Tot LCS	15.8	71.7		82.2	87.5	12.5	100.0
Avg LCS	4.0	7.2		8.2	6.2	4.2	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 Redding.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KLRS	Chico	A	92.7	1.5	643	d	Results Radio LLC	93	9909		g2	Top 40	350	0.59	11.0	8.0	6.6	6.7	7.0	6.5	10.8	9.4	7.6
KFMF	Chico	B1	93.9	2.0	1129	c	Regent Comm	68	9806		g2	AOR	425	1.25	6.3	7.6	2.6	3.1	4.8	4.1	3.4	3.1	6.3
KMXI	Chico	B	95.1	8.7	1171	a	Clear Channel Comm	72	0102		g1	AC	500	1.60	5.8	4.2	5.7	2.2	5.2	4.1	2.8	5.9	3.4
KALF	Red Bluff	B	95.7	7.0	1266	c	Regent Comm	78	9806		g2	Country	1,200	1.49	14.9	6.7	6.6	9.4	9.2	8.5	6.1	6.7	7.6
KZAP	Paradise	B1	96.7	1.5	1289	c	Regent Comm	77	0009	1,400	st	Adlt Stndrd	150	0.99	2.8	1.3	2.2	1.3	2.2	2.0	1.4	2.0	3.4
KHHZ	Oroville	B1	97.7	1.5	1276	a	Clear Channel Comm	79	0106		c1	Spanish	75	1.39	1.0	2.1	1.7	0.4	0.9	4.5	0.0	0.8	0.0
KTHU	Corning	B	100.7	50.0	272	d	Results Radio LLC	98	9909		g2	Clsc Rock	375	0.85	8.2	3.8	5.7	5.4	4.8	3.7	4.8	4.3	3.4
KMJE	Gridley	A	101.5	0.1	1975	d	Results Radio LLC	96	9909		g2	AC	150	0.90	3.1	1.3	0.0	1.3	2.6	0.8	1.0	0.8	1.7
KCEZ	Los Molinos	B1	102.1	25.0 cp	266	d	Results Radio LLC	88	9909		g2	70s Oldies	300	1.03	5.4	4.2	2.6	3.6	3.1	3.7	5.6	3.5	4.2
KKCY	Colusa	A	103.1	0.1	1965	d	Results Radio LLC	92	9909		g2	Country	250	0.93	5.0	0.8	1.3	3.6	2.6	1.6	3.3	2.0	1.3
KHSL	Paradise	B1	103.5	1.6	1250	a	Clear Channel Comm	83	0102		g1	Country	325	0.93	6.5	5.0	3.5	4.5	3.5	6.5	4.0	5.1	6.3
KYIX	South Oroville	A	104.9	0.3	1549	b	Butte Bcstg Co	95		40	cp	ChrsContem	50	0.51	1.8	0.0	0.9	1.3	0.9	0.8	0.0	1.6	2.1
KROR	Orland	B	106.7	50.0	308	d	Results Radio LLC	94	9909		g2	Rock	225	0.68	6.1	7.1	3.1	4.5	3.1	3.3	4.4	4.3	5.0
KQPT	Colusa	B	107.5	28.0	633	c	Regent Comm	86	9806		g2	Modern AC	475	1.01	8.7	3.8	3.5	6.3	4.4	4.1	3.3	4.7	3.4
# FM Stations -					14	# Combos -					14	FM TOTALS			86.6	55.9	46.0	53.6	54.3	54.2	50.9	54.2	55.7

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• 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	0.4	0.0	
KPAY	Chico	B	1290	5.0	5.00	a	Clear Channel Comm	59	0102		g1	Nws/Tlk/Spt	450	0.73	11.4	4.6	5.2	6.3	7.9	6.9	5.8	11.0	8.4	
• KEWE	Oroville	C	1340	1.0	1.00	a	Clear Channel Comm	62	0106		c1	Big Band	75	0.69	2.0	3.4	0.0	0.0	2.6	3.3	2.7	3.1	3.8	
# AM Stations -					3	# Combos -					3	AM TOTALS			13.4	8.0	5.2	6.3	10.5	10.2	8.5	14.5	12.2	
AM & FM Stations Profiled -					17	# Duopolies -					7	Total Local Commercial Share			63.9	51.2	59.9	64.8	64.4	59.4	68.7	67.9		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 199

Revenue Rank: 176

Santa Barbara, CA Market Overview



Metro Counties / Population (000)

Santa Barbara, CA	203.2
	203.2

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$9,000	\$9,500	\$9,000	\$9,500	\$11,000	\$10,100	2.2%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-8.2%	\$10,600	\$11,300	\$12,200	\$13,000	\$13,800	6.6%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.66/1,000	\$3.96/1,000	Local 81%
Revenue/Capita	\$44.89	\$49.70	\$66.25	National 19%

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	200.5	203.2	0.3%	203.2	208.3	0.5%
Households	68.6	70.2	0.5%	70.2	72.0	0.5%
Retail Sales	NA ^{1/}	2,762.7	NA ^{1/}	2,762.7	3,486.8	4.8%
EBI ^{2/}	3,077.4	3,918.2	4.9%	3,918.2	4,551.1	3.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	102.0	17.3	7.4	13.4	15.7	16.2	13.1	18.9
Women (000)	101.2	16.4	6.9	12.2	13.7	15.0	13.4	23.7
Total	203.2	33.7	14.3	25.6	29.4	31.2	26.5	42.6
Percentage	100.0%	16.6%	7.0%	12.6%	14.5%	15.4%	13.0%	21.0%
Per Capita	\$ 19,282			Median Household	\$ 43,415		Avg Household	\$ 55,789
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	4	6		9	10	5	15
Tot 12+	21.6	26.3		47.5	47.9	15.7	63.6
Avg 12+	5.4	4.4		5.3	4.8	3.1	4.2
Tot LCS	34.0	41.4		74.7	75.3	24.7	100.0
Avg LCS	8.5	6.9		8.3	7.5	4.9	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KJEE	Montecito	A	92.9	0.8	886	Montecito FM Inc	94				Modern Rock	700	0.77	9.0	8.9	8.1	6.4	4.5	7.1	5.4	6.9	5.2
KDB	Santa Barbara	B	93.7	12.5	869	Pacific Bcstg Co	60	7104			Classical	250	0.42	5.9	3.8	3.8	3.4	3.7	5.1	8.5	5.4	4.4
KSPE	Ellwood	B	94.5	0.9	2950	b Clear Channel Comm	89	9905		g1	Variety Hit	650	1.31	4.9	2.5	2.6	3.8	2.1	2.4	5.7	6.2	5.6
KMGQ	Santa Barbara	B	97.5	17.5	2920	a Cumulus Bcstg Inc	57	0104	6,524	d1	Smooth Jazz	500	0.62	8.0	3.4	3.8	3.8	5.8	5.5	3.8	5.4	3.3
KTYD	Santa Barbara	B	99.9	34.0	1280	b Clear Channel Comm	62	9905		g1	Rock	1,800	1.46	12.2	5.5	6.0	6.4	8.3	6.3	8.5	6.9	5.9
KSBL	Carpinteria	A	101.7	1.0	804	b Clear Channel Comm	81	9905		g1	AC	1,500	1.58	9.4	7.2	8.5	5.1	6.2	7.9	8.0	5.8	6.7
KRUZ	Santa Barbara	B	103.3	105.0	2969	a Cumulus Bcstg Inc	61	0004	10,000		Hot AC	1,700	1.87	9.0	4.7	6.0	5.1	5.8	5.5	7.8	6.2	5.6
KRAZ	Santa Ynez	A	105.9	0.1 cp	2933	Knight Bcstg Inc	01	0105	325	cp	Country	50			0.4	0.0	0.0	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	250	0.59	4.2	5.1	2.1	2.6	2.5	2.4	2.2	3.5	1.5
KIST	Santa Barbara	B1	107.7	0.9	1627	b Clear Channel Comm	97	9905		g1	Top 40	850	0.94	9.0	6.4	5.1	6.8	4.1	5.5	4.0	4.6	3.0
# FM Stations -				10	# Combos -				7	FM TOTALS				71.6	47.9	46.0	43.4	43.0	47.7	53.9	50.9	41.2

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KTMS	Santa Barbara	B	990	5.0	0.50	b	Clear Channel Comm	62	9905		g1	Talk	500	0.51	9.7	5.5	7.3	6.4	5.4	5.1	6.1	4.6	11.1
KEYT	Santa Barbara	B	1250	2.5	1.00		Smith Bcstg Group	37	9904	1,600		News	375	0.76	4.9	3.0	1.7	3.0	2.9	2.4	2.3	1.9	1.9
• KZBN	Santa Barbara	D	1290	0.5	0.12		Rotijelco Inc	61	9411	299		Adlt Stndrd	175	0.24	7.3	3.0	3.4	4.3	4.5	3.1	2.0	3.5	3.7
• KIST	Santa Barbara	C	1340	0.7	0.00	b	Clear Channel Comm	46	9905		g1	Spt/BNw/Tlk	200	1.16	1.7	0.8	0.4	1.3	0.8	1.6	0.8	0.4	1.1
KBKO	Santa Barbara	C	1490	1.0	1.00	b	Clear Channel Comm	26	9905		g1	Mexican	550	1.11	4.9	3.4	4.7	3.0	2.9	2.4	3.2	3.5	5.9
# AM Stations -				5	# Combos -				3	AM TOTALS				28.5	15.7	17.5	18.0	16.5	14.6	14.4	13.9	23.7	
AM & FM Stations Profiled -				15	# Duopolies -				5	Total Local Commercial Share				63.6	63.5	61.4	59.5	62.3	68.3	64.8	64.9		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 200

Revenue Rank: 263

Clarksville-Hopkinsville, TN-KY Market Overview



Metro Counties / Population (000)

Christian, KY	72.5
Montgomery, TN	137.3
Total	209.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		N/A	N/A	N/A	\$3,200	\$3,900	\$4,400
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06	
	12.8%	\$4,700	\$5,100	\$5,400	\$5,700	\$6,100	6.6%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.81/1,000	\$2.00/1,000	Local 90%
Revenue/Capita	N/A	\$20.97	\$26.77	National 10%

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	193.6	209.8	1.6%	209.8	227.9	1.7%
Households	64.8	73.6	2.6%	73.6	82.1	2.2%
Retail Sales	NA ^{1/}	2,429.1	NA ^{1/}	2,429.1	3,052.0	4.7%
EBI ^{2/}	2,367.1	3,165.6	6.0%	3,165.6	4,189.2	5.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	106.9	20.9	8.7	16.2	17.8	15.7	12.2	15.5
Women (000)	102.9	19.9	8.5	11.5	15.3	14.8	13.4	19.6
Total	209.8	40.7	17.2	27.6	33.0	30.4	25.6	35.2
Percentage	100.0%	19.4%	8.2%	13.2%	15.7%	14.5%	12.2%	16.8%
Per Capita	\$ 15,089			Median Household	\$ 30,324		Avg Household	\$ 43,011
Ethnic Population:	White 75.0%	Black 21.7%	Asian 2.3%			Hispanic 5.2%		

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+	3.7		32.5	36.2	36.2	9.3	45.5
Avg 12+	3.7		8.1	7.2	7.2	1.6	4.1
Tot LCS	8.1		71.4	79.6	79.6	20.4	100.0
Avg LCS	8.1		17.9	15.9	15.9	3.4	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WZZP	Hopkinsville	A	97.5	6.0	328	c	Saga Comm Inc	00	0102		d1	Clsc Hits	350	1.94	4.1	3.7	2.0	3.5	0.0	0.0	0.0	0.0	0.0
WHOP	Hopkinsville	C1	98.7	100.0	295	b	Key Bcstg Inc	48	9911	2,740	c1	Country	900	1.11	18.4	4.6	5.4	7.0	7.1	0.0	0.0	0.0	0.0
WVVR	Hopkinsville	C	100.3	100.0	1001	c	Saga Comm Inc	60	0102	7,000		Country	1,300	1.35	21.9	7.3	3.4	9.3	7.6	0.0	0.0	0.0	0.0
WUBT	Russellville	C1	101.1	47.0	1289	a	Clear Channel Comm	65	0008			Urban	n/a		6.8	14.2	14.2	3.1	2.2	0.0	0.0	0.0	0.0
WCVQ	Fort Campbell	C1	107.9	100.0	902	c	Saga Comm Inc	69	0102	6,700	d1	AC	925	1.16	18.2	6.4	6.4	7.9	6.2	0.0	0.0	0.0	0.0
# FM Stations -				5	# Combos -				4	FM TOTALS				69.4	36.2	31.4	30.8	23.1	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• WDXN	Clarksville	D	540	1.0	0.06	c	Saga Comm Inc	54	0102		d1	ChrsContem	100	1.75	1.3	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
WHOP	Hopkinsville	C	1230	1.0	1.00	b	Key Bcstg Inc	40	9911		c1	Nws/Tlk/Spt	100	0.35	6.5	2.3	2.5	2.2	2.7	0.0	0.0	0.0	0.0
• WJMR	Fort Campbell	D	1370	1.0	0.05	c	Saga Comm Inc	63	0102		d1	Urban	200	0.36	12.7	2.8	4.9	4.8	4.9	0.0	0.0	0.0	0.0
WJZM	Clarksville	C	1400	1.0	1.00		Comberland Radio	41	9004	210		Nws/Spt/Tlk	175	0.76	5.2	1.4	1.5	2.2	1.8	0.0	0.0	0.0	0.0
• WHVO	Hopkinsville	D	1480	1.0	0.02		Ham Bcstg Co Inc	54	9509	90		Oldies	150	1.62	2.1	0.5	1.0	1.3	0.4	0.0	0.0	0.0	0.0
WCTZ	Clarksville	B	1550	2.5 cp	0.01		Cromwell Group	80				Black Gospl	200	1.62	2.8	2.3	1.5	1.3	0.9	0.0	0.0	0.0	0.0
# AM Stations -				6	# Combos -				3	AM TOTALS				30.6	9.3	11.4	11.8	11.6	0.0	0.0	0.0	0.0	
AM & FM Stations Profiled -				11	# Duopolies -				2	Total Local Commercial Share				45.5	42.8	42.6	34.7	0.0	0.0	0.0	0.0		

NOTE: Market first rated Fall 2000

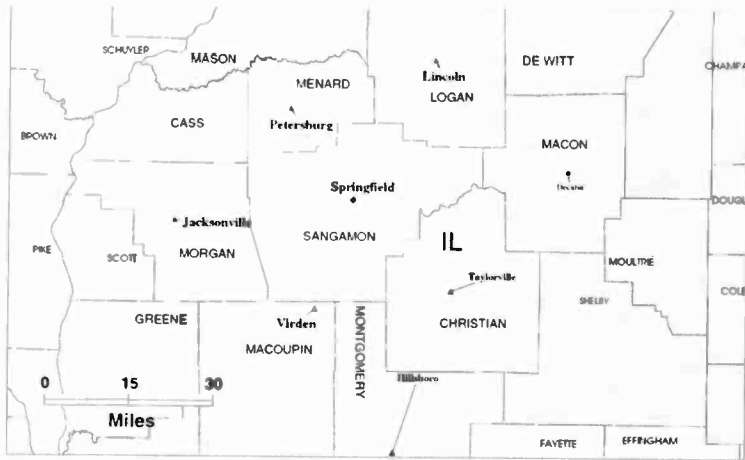
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 201

Revenue Rank: 165

Springfield, IL Market Overview



Metro Counties / Population (000)

Menard, IL	12.6
Sangamon, IL	189.7
Total	202.3

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$9,800	\$9,900	\$11,100	\$10,800	\$11,100	\$10,800
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-2.7%	\$11,400	\$12,100	\$12,900	\$13,700	\$14,600	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$5.15/1,000	\$6.81/1,000	Local 91%
Revenue/Capita	\$49.52	\$53.39	\$71.53	National 9%

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	197.9	202.3	0.4%	202.3	204.1	0.2%
Households	80.0	82.4	0.6%	82.4	84.1	0.4%
Retail Sales	NA ^{1/}	2,099.1	NA ^{1/}	2,099.1	2,143.8	0.4%
EBI ^{2/}	3,279.7	3,938.2	3.7%	3,938.2	4,613.3	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	95.8	17.9	8.5	7.0	13.2	16.2	13.9	19.2
Women (000)	106.5	17.2	8.1	7.5	13.7	17.5	15.1	27.4
Total	202.3	35.0	16.6	14.5	26.9	33.8	28.9	46.6
Percentage	100.0%	17.3%	8.2%	7.2%	13.3%	16.7%	14.3%	23.0%
Per Capita	\$ 19,467							
				Median Household	\$ 42,887		Avg Household	\$ 47,794
Ethnic Population:	White	88.8%	Black	9.5%	Asian	1.2%	Hispanic	1.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	3	8		10	11	4	15
Tot 12+	5.7	60.2		65.9	65.9	13.5	79.4
Avg 12+	1.9	7.5		6.6	6.0	3.4	5.3
Tot LCS	7.2	75.8		83.0	83.0	17.0	100.0
Avg LCS	2.4	9.5		8.3	7.5	4.3	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)										
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998			
WQLZ	Taylorville	B1	92.7	11.5	482	b	Mid-West Family Bcst	67	9211	1,000		AOR	850	0.96	8.2	7.9	7.6	6.9	6.4	8.1	9.8	11.9	9.4		
WMHX	Lincoln	B1	93.9	15.0	430	c	Saga Comm Inc	93	9705	6,000	c2	Hot AC	500	0.81	5.7	2.2	2.5	4.9	4.4	2.7	5.0	5.1	7.6		
● WCVS	Viriden	A	96.7	6.0	328	a	Clear Channel Comm	82	0008		g	Clsc Rock	750	1.22	5.7	2.6	2.5	5.7	3.6	4.3	3.7	3.4	2.5		
WLGM	Petersburg	A	97.7	6.0 cp	328	b	Mid-West Family Bcst	86	0109	3,000		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WYVR	Petersburg	A	97.7	6.0	328	b	Mid-West Family Bcst	02				Hot AC				3.1	0.0	0.0	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	1,375	1.22	10.4	8.7	8.4	7.3	9.6	10.9	7.3	9.4	9.4		
WXAJ	Hillsboro	B	99.7	50.0	492	a	Clear Channel Comm	01	0108	2,800		CHR				5.2	3.8	0.0	0.0	0.0	0.0	0.0	0.0		
WYMG	Jacksonville	B	100.5	45.0	492	c	Saga Comm Inc	48	8608		g	Clsc Rock	1,575	1.55	9.4	3.9	5.5	5.7	9.6	7.4	9.1	6.0	6.8		
WQQL	Springfield	B	101.9	50.0	272	c	Saga Comm Inc	65	9309	1,500	e	Oldies	900	0.88	9.5	7.4	5.5	8.1	7.2	7.0	5.1	5.5	9.7		
WDBR	Springfield	B	103.7	20.0 cp	768	c	Saga Comm Inc	48	9705		c2	CHR	1,900	1.04	16.9	7.4	9.7	13.0	14.3	14.7	12.2	13.6	12.2		
WFMB	Springfield	B	104.5	43.0	430	a	Clear Channel Comm	65	0008		g	Country	1,350	0.82	15.2	17.5	15.5	15.0	9.6	12.0	12.0	7.7	7.6		
# FM Stations -					11	# Combos -					11	FM TOTALS					81.0	65.9	61.0	66.6	64.7	67.1	64.2	62.6	65.2

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WMAY	Springfield	B	970	1.0	0.50	b	Mid-West Family Bcst	50	7612		News/Talk	425	0.55	7.2	5.2	3.8	4.9	6.8	6.2	6.7	8.1	6.8		
WTAX	Springfield	C	1240	1.0	1.00	c	Saga Comm Inc	30	9705		Nws/Tlk/Spt	775	1.00	7.2	4.8	5.9	5.7	6.0	5.8	6.9	7.7	8.3		
● WLLM	Lincoln	D	1370	1.0	0.04		Thompson Bcstg Inc	51	0008	310	Big Band	150	0.93	1.5	0.9	0.0	1.2	1.2	0.4	0.0	0.0	0.0		
WFMB	Springfield	C	1450	1.0	1.00	a	Clear Channel Comm	22	0008		Sports	250	0.77	3.0	2.6	2.1	2.4	2.4	2.3	2.7	1.7	2.2		
# AM Stations -				4	# Combos -					3	AM TOTALS					18.9	13.5	11.8	14.2	16.4	14.7	16.3	17.5	17.3
AM & FM Stations Profiled -				15	# Duopolies -					5	Total Local Commercial Share					79.4	72.8	80.8	81.1	81.8	80.5	80.1	82.5	

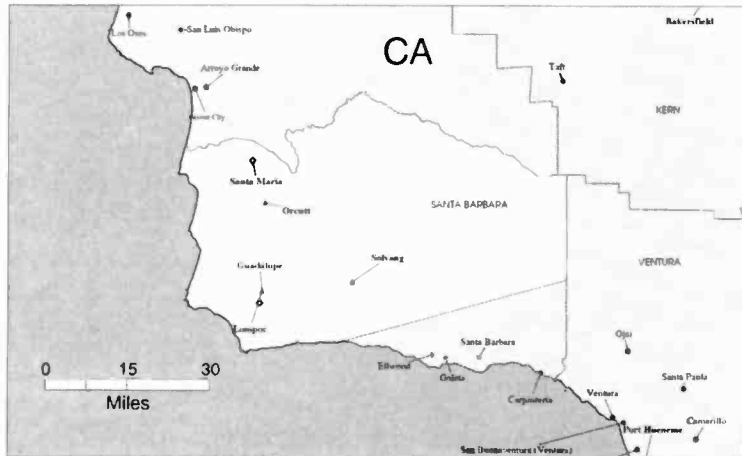
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 202

Revenue Rank: 263

Santa Maria-Lompoc, CA Market Overview



Metro Counties / Population (000)

Santa Barbara, CA	198.4
	198.4

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		N/A	\$3,200	\$3,400	\$4,200	\$5,200	\$4,400
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-15.4%	\$4,700	\$5,000	\$5,300	\$5,600	\$6,000
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$1.63/1,000	\$1.76/1,000	Local	80%		
	N/A	\$22.18	\$29.51	National	20%		

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	195.7	198.4	0.3%	198.4	203.3
Households	67.0	68.6	0.5%	68.6	70.3	0.5%
Retail Sales	NA ^{1/}	2,697.2	NA ^{1/}	2,697.2	3,404.2	4.8%
EBI ^{2/}	3,004.4	3,825.3	4.9%	3,825.3	4,443.2	3.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	99.6	16.9	7.2	13.1	15.3	15.9	12.8	18.4
Women (000)	98.8	16.0	6.7	11.9	13.3	14.6	13.0	23.1
Total	198.4	32.9	14.0	25.0	28.7	30.5	25.8	41.6
Percentage	100.0%	16.6%	7.0%	12.6%	14.5%	15.4%	13.0%	21.0%
Per Capita	\$ 19,282			Median Household	\$ 43,415		Avg Household	\$ 55,789
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	7		6	10	6	16
Tot 12+	10.2	26.1		30.3	36.3	11.7	48.0
Avg 12+	3.4	3.7		5.1	3.6	2.0	3.0
Tot LCS	21.3	54.4		63.1	75.6	24.4	100.0
Avg LCS	7.1	7.8		10.5	7.6	4.1	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 San Luis Obispo.

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	2001 Est Revenue (000)1/	Power Ratio	ARB 12+ Metro Shares (see rights)									
														Avg '01 Local Comm	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KPAT	Orcutt	B1	95.7	3.3 cp	883	c	Amer General Media	87	0001	900		Oldies	250	0.89	6.4	3.3	2.8	3.2	3.1	2.0	3.9	0.4	0.0
KSYV	Solvang	A	96.7	5.8	-52		Knight Bcstg Inc	82	0112	655		AC	50		0.7	0.9	0.0	0.0	0.8	0.0	1.9	0.0	0.4
KLRM	San Luis Obispo	B1	97.1	1.2	1457		Hutton Media LLC	95	0103	See (169)		Spanish AC	n/a		6.8	2.3	1.2	6.3	0.0	0.0	0.0	0.0	0.0
KXFM	Santa Maria	B	99.1	2.3	1906	a	Clear Channel Comm	59	0012		g1	Clsc Rock	325	1.17	6.3	3.7	7.6	2.4	3.9	4.7	5.0	4.5	5.0
KRQK	Lompoc	B1	100.3	3.6 cp	853	c	Amer General Media	79	9912	1,300		Mexican	300	0.99	6.9	7.5	4.8	2.0	5.0	2.7	6.1	3.7	5.4
KSNI	Santa Maria	B	102.5	13.5	860	a	Clear Channel Comm	60	0012		g1	Country	600	1.07	12.7	5.1	5.2	6.3	6.2	12.5	5.3	5.4	10.4
KBOX	Lompoc	B1	104.1	3.9 cp	824	c	Amer General Media	68	0004		na	AC	600	1.55	8.8	2.3	4.4	4.4	4.3	3.1	2.8	4.5	3.8
• KWSZ	Lompoc	A	105.1	0.4	1217		Coast West Bcstg	99	0209 p	900		Lite Rock			1.1	0.9	1.2	0.0	1.2	0.0	0.0	0.0	0.0
KIDI	Guadalupe	A	105.5	0.4	1342	b	Emerald Wave Media	92	0204		st	Spanlsh	800	1.06	17.1	8.4	5.2	6.7	10.5	1.6	4.4	5.8	6.9
KSMY	Lompoc	B1	106.7	3.5	879	a	Clear Channel Comm	98	0012		g1	Hot AC			4.5	1.9	2.4	2.8	1.6	2.7	0.7	0.0	0.0
# FM Stations -				10	# Combos -				7	FM TOTALS				71.3	36.3	34.8	34.1	36.6	29.3	30.1	24.3	31.9	

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	2001 Est Revenue (000)1/	Power Ratio	ARB 12+ Metro Shares (see rights)								
															Avg '01 Local Comm	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• KGDP	Orcutt	B	660	10.0	1.00		Radio Reps Inc	87				Chrst/Talk	350		1.2	0.9	1.6	0.4	0.8	0.0	0.6	1.2	0.4
• KSMA	Santa Maria	C	1240	1.0	1.00	a	Clear Channel Comm	46	0012		g1	Nws/Tlk/Spt	275	0.92	6.8	1.9	4.0	3.6	3.1	2.0	2.0	2.1	3.5
• KTME	Lompoc	D	1410	0.5	0.08	d	Blackhawk Comm Inc	63	9801	80		Talk			1.6	0.0	1.2	0.8	0.8	1.2	0.0	0.4	0.0
	KUHL	Santa Maria	B	1440	5.0	1.00	d	Blackhawk Comm Inc	46			Talk	675	1.02	15.0	4.7	6.8	7.1	7.8	6.6	4.6	5.8	6.9
• KSBO	Santa Maria	D	1480	1.0	0.06		Lazer Bcstg Corp	61	0002	225		Mexican			0.7	1.4	0.0	0.0	0.8	0.0	0.0	0.0	1.2
• KTAP	Santa Maria	D	1600	0.5	0.00	b	Emerald Wave Media	62	0204		st	Mexican	200	1.38	3.3	2.8	1.2	0.0	3.5	0.0	0.0	1.7	2.7
# AM Stations -				6	# Combos -				4	AM TOTALS				28.6	11.7	14.8	11.9	16.8	9.8	7.2	11.2	14.7	
AM & FM Stations Profiled -				16	# Duopolies -				4	Total Local Commercial Share				48.0	49.6	46.0	53.4	39.1	37.3	35.5	46.6		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 203

Revenue Rank: 218

Frederick, MD Market Overview



Metro Counties / Population (000)

Frederick, MD	198.7
	198.7

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$4,600	\$5,100	\$5,800	\$6,500	\$6,200	\$6,700	7.9%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	8.1%	\$7,200	\$7,600	\$8,000	\$8,400	\$9,000	6.0%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$2.04/1,000	\$1.98/1,000	Local	86%		
Revenue/Capita	\$25.60	\$33.72	\$41.21	National	14%		

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	179.7	198.7	2.0%	198.7	218.4	1.9%
Households	63.5	71.1	2.3%	71.1	79.3	2.2%
Retail Sales	NA ^{1/}	3,281.4	NA ^{1/}	3,281.4	4,537.7	6.7%
EBI ^{2/}	2,830.9	3,939.6	6.8%	3,939.6	5,070.4	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	98.7	18.4	8.4	8.4	14.4	18.5	15.4	15.2
Women (000)	100.0	18.1	7.8	8.7	14.3	18.1	14.2	18.9
Total	198.7	36.5	16.2	17.1	28.7	36.6	29.6	34.1
Percentage	100.0%	18.4%	8.1%	8.6%	14.4%	18.4%	14.9%	17.2%
Per Capita	\$ 19,827	Median Household		\$ 50,995	Avg Household		\$ 55,410	
Ethnic Population:	White 90.7%	Black 6.9%	Asian 2.0%	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+	12.8	21.7		33.7	34.5	4.0	38.5
Avg 12+	6.4	7.2		8.4	6.9	0.8	3.9
Tot LCS	33.2	56.4		87.5	89.6	10.4	100.0
Avg LCS	16.6	18.8		21.9	17.9	2.1	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 Washington, D.C. and Hagerstown.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WFRE	Frederick	B	99.9	7.9	1165	a	61	0008		g	Country	4,100	1.54	39.7	16.9	15.5	18.5	12.7	16.3	16.2	17.2	16.7
WAFY	Middletown	A	103.1	1.0	571		90				AC	1,500	1.06	21.2	8.0	7.1	6.6	10.0	6.4	7.9	5.9	7.5
WWVZ	Braddock	A	103.9	0.4	912	b	72	9607			Hot AC			5.9	4.8	2.2	2.3	2.3	3.4	2.2	4.2	4.4
WWZZ	Waldorf	B	104.1	20.0	801	b	65	9607			Hot AC	n/a		10.8	0.8	1.8	3.1	5.4	4.3	2.5	1.3	0.8
WARX	Hagerstown	B	106.9	15.5 cp	853		57	8210	See (167)		Oldies	n/a		12.1	4.0	4.0	5.4	4.1	4.3	3.2	3.8	4.0
# FM Stations -				5	# Combos -				3	FM TOTALS				89.7	34.5	30.6	35.9	34.5	34.7	32.0	32.4	33.4

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WGOP	Poolesville	D	700	25.0 cp	0.00	Birach Bcstg Corp	95	9401	See (8)		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			0.6	0.8	0.9	0.0	0.5	0.9	0.0	0.0	0.8
WFMD	Frederick	B	930	5.0	2.50	a Clear Channel Comm	36	0008		g	News/Talk	1,000	1.54	9.7	3.2	4.9	3.5	4.1	5.2	5.9	5.5	5.6
WTHU	Thurmont	C	1450	0.5	0.40	Walmer, Charles	67	9204	125		Adlt 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				10.3	4.0	5.8	3.5	4.6	6.1	5.9	5.5	6.4
AM & FM Stations Profiled -				10	# Duopolies -				1	Total Local Commercial Share				38.5	36.4	39.4	39.1	40.8	37.9	37.9	39.8	

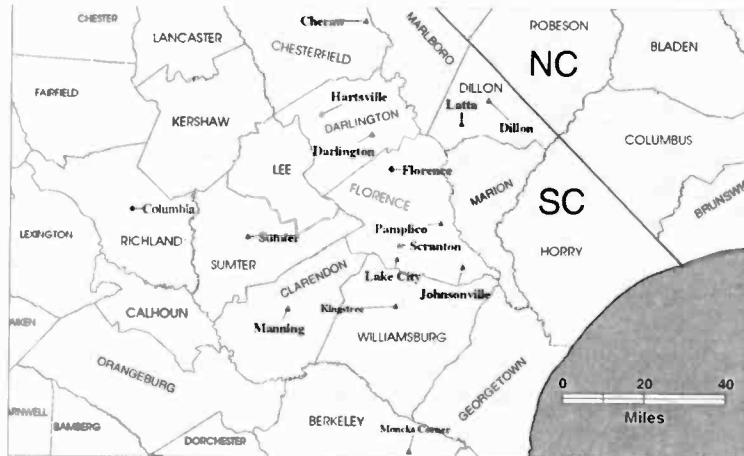
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 204

Revenue Rank: 184

Florence, SC Market Overview



Metro Counties / Population (000)

Darlington, SC	67.8
Florence, SC	126.6
Total	194.4

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$6,200	\$6,800	\$7,000	\$8,400	\$9,600	\$9,200
★ ★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.2%	\$9,600	\$10,300	\$10,900	\$11,600	\$12,300	6.2%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$3.91/1,000	\$4.81/1,000	Local	80%		
Revenue/Capita	\$33.07	\$47.33	\$61.19	National	20%		

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	187.5	194.4	0.7%	194.4	201.0	0.7%
Households	67.0	71.3	1.3%	71.3	75.7	1.2%
Retail Sales	NA ^{1/}	2,351.7	NA ^{1/}	2,351.7	2,559.7	1.7%
EBI ^{2/}	2,162.6	2,678.8	4.4%	2,678.8	3,363.5	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	92.0	17.8	10.3	8.2	11.1	15.2	13.2	16.1
Women (000)	102.4	17.1	10.0	8.8	12.3	16.5	14.7	23.0
Total	194.4	34.9	20.3	17.1	23.4	31.7	28.0	39.1
Percentage	100.0%	17.9%	10.4%	8.8%	12.0%	16.3%	14.4%	20.1%
Per Capita	\$ 13,780	Median Household		\$ 29,506	Avg Household		\$ 37,571	
Ethnic Population:	White 58.5%	Black 40.5%	Asian 0.7%	Hispanic 1.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		8	12	14	9	23
Tot 12+	27.8		39.5	65.9	67.3	11.0	78.3
Avg 12+	4.6		4.9	5.5	4.8	1.2	3.4
Tot LCS	35.5		50.4	84.2	86.0	14.0	100.0
Avg LCS	5.9		6.3	7.0	6.1	1.6	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 90, 126 and 177.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WHLZ	Moncks Corner	C	92.5	100.0	cp	1772	Apex Bcstg Inc	73	0111	3,000		Country	800	1.18	7.4	5.5	9.0	6.5	5.3	5.8	6.0	6.4	4.6
WEGX	Dillon	C	92.9	100.0	cp	1801	b Root Comm Group LP	54	9710	3,500	c6	Country	1,000	1.53	7.1	3.6	5.4	6.5	4.9	4.9	5.1	4.1	2.9
WGSS	Kingstree	A	94.1	6.0		328	b Root Comm Group LP	98				Gospel			2.0	1.4	3.2	1.4	1.8	0.0	1.5	0.0	0.0
WCMG	Latta	C3	94.3	10.5		502	a Cumulus Bcstg Inc	70	9904	525		R&B Oldies	525	1.27	4.5	2.7	2.3	3.2	4.0	1.8	2.6	1.4	3.3
WBZF	Hartsville	A	98.5	6.0	cp	328	a Cumulus Bcstg Inc	92	9806	700	c1	Gospel	550	0.76	7.9	3.2	7.2	3.7	8.9	6.7	4.0	2.8	2.1
• WWFN	Lake City	A	100.1	3.3		433	a Cumulus Bcstg Inc	77	0104	850		Top 40	250	0.65	4.2	4.1	2.3	3.7	3.1	2.2	2.8	1.8	1.7
WFSF	Marion	C3	100.5	25.0	cp	328	a Cumulus Bcstg Inc	91	9904	3,800	d3	Country	300	1.05	3.1	3.2	2.7	3.7	1.3	1.3	1.9	1.4	2.1
WWDM	Sumter	C	101.3	82.0		1322	Inner City Bcstg	61	0008			Urban	n/a		4.8	4.5	4.1	3.7	4.0	5.8	6.7	5.0	5.4
WMXT	Pamplico	C2	102.1	49.0		479	a Cumulus Bcstg Inc	90	9904		d3	Clsc Rock	950	1.11	9.3	6.4	5.9	6.9	8.0	4.5	5.1	5.5	2.5
WSQN	Scranton	A	102.9	2.9		466	b Root Comm Group LP	91	9707		g1	Oldies	250	0.65	4.2	3.2	1.8	3.7	3.1	2.7	4.4	3.7	4.2
WJMX	Cheraw	C2	103.3	50.0		492	b Root Comm Group LP	79	9707		g1	CHR	1,600	1.81	9.6	9.5	7.2	7.4	8.0	9.4	7.8	8.3	8.3
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	0.0
WDAR	Darlington	C3	105.5	17.0		400	b Root Comm Group LP	65	9707		g1	Soft AC	550	1.22	4.9	4.1	3.2	5.1	2.7	5.4	3.7	4.1	4.2
WYNN	Florence	A	106.3	6.0		328	a Cumulus Bcstg Inc	64	9803	4,100	c2	Urban	1,550	0.90	18.7	15.9	12.2	15.2	14.7	11.2	10.6	13.3	16.3
# FM Stations -					14	# Combos -					11	FM TOTALS			87.7	67.3	66.5	70.7	69.8	61.7	62.2	57.8	57.6

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WYNN	Florence	D	540	0.3	0.17	a	Cumulus Bcstg Inc	58	9803		c2	Gospel	300	0.50	6.5	6.8	5.4	5.5	4.9	8.1	6.2	10.6	10.4
WDSC	Dillon	B	800	1.0	0.38	b	Root Comm Group LP	46	9710		c6	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• 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	Root Comm Group LP	47	9707		g1	Nws/Tlk/Spt	250	0.73	3.7	3.2	2.3	3.2	2.7	2.2	3.1	2.8	3.8
WOLS	Florence	C	1230	1.0	1.00	c	GHB Bcstg	37	8712	20		Nostalgia	175	1.00	1.9	0.5	0.0	1.8	1.3	0.9	0.0	1.8	1.7
• 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	Root Comm Group LP	55	9707		3	Gospel	100			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	Top 40				0.5	0.0	0.0	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 -					9	# Combos -					8	AM TOTALS			12.1	11.0	7.7	10.5	8.9	11.2	9.3	15.2	15.9
AM & FM Stations Profiled -					23	# Duopolies -					9	Total Local Commercial Share			78.3	74.2	81.2	78.7	72.9	71.5	73.0	73.5	

• Indicates a change since last edition

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 205

Revenue Rank: 252

Bowling Green, KY Market Overview



Metro Counties / Population (000)

Allen, KY	18.0
Barren, KY	38.3
Edmonson, KY	11.7
Hart, KY	17.6
Metcalfe, KY	10.1
Warren, KY	93.7
Total	189.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		N/A	N/A	N/A	\$4,800	\$5,400	\$5,000
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.4%	\$5,000	\$5,300	\$5,600	\$5,900	\$6,300	5.0%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.11/1,000	\$2.28/1,000	Local 75%
Revenue/Capita	N/A	\$26.40	\$31.34	National 25%

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	172.7	189.4	1.9%	189.4	201.0	1.2%
Households	65.8	73.8	2.3%	73.8	80.2	1.7%
Retail Sales	NA ^{1/}	2,367.6	NA ^{1/}	2,367.6	2,760.9	3.1%
EBI ^{2/}	2,083.0	2,829.5	6.3%	2,829.5	3,773.9	5.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	91.2	15.4	8.5	9.7	11.4	13.7	13.7	18.8
Women (000)	98.2	14.8	8.1	10.9	11.5	14.4	14.4	24.1
Total	189.4	30.3	16.5	20.7	22.9	28.1	28.1	42.9
Percentage	100.0%	16.0%	8.7%	10.9%	12.1%	14.8%	14.8%	22.6%
Per Capita	\$ 14,939			Median Household	\$ 29,979		Avg Household	\$ 38,340
Ethnic Population:	White 92.5%	Black 6.0%	Asian 1.0%				Hispanic 1.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		8	10	13	6	19
Tot 12+	9.5		53.1	59.1	62.6	5.0	67.6
Avg 12+	1.9		6.6	5.9	4.8	0.8	3.6
Tot LCS	14.1		78.6	87.4	92.6	7.4	100.0
Avg LCS	2.8		9.8	8.7	7.1	1.2	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	2001 Est Revenue (000) ^{1/}	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WDNS	Bowling Green	C3	93.3	12.0	472	d	Daily News Bcstg Co	73				Clsc Rock	325	0.76	8.6	5.6	5.2	5.3	6.3	7.5	0.0	0.0	0.0
● WGBV	Glasgow	A	94.1	4.5	299	a	Forever Bcstg Inc	97	0201	p	416	Country	75	0.94	1.6	1.0	1.0	1.6	0.6	3.0	0.0	0.0	0.0
WGGC	Glasgow	C0	95.1	100.0	988		Skytower Comm Inc	61	9711			Country	775	0.92	16.8	10.6	12.6	10.0	12.6	11.6	0.0	0.0	0.0
● WBVR	Auburn	C2	96.7	48.0	cp	410	a	Forever Bcstg Inc	65	9510		Country	1,100	1.45	15.2	8.1	12.0	9.5	10.9	12.6	0.0	0.0	0.0
WKNK	Edmonton	A	99.1	6.0	328	c	Hart County Comm Inc	90	0106		350	Country	275	0.80	6.9	3.0	5.8	4.7	4.6	4.5	0.0	0.0	0.0
WVLE	Scottsville	A	99.3	6.0	328	g	Sherandan Bcstg Co	67				Country	250	0.86	5.8	3.0	3.1	3.2	4.6	3.0	0.0	0.0	0.0
WKLX	Brownsville	C3	100.7	8.0	584		Anderson, Charles	99				Hot AC	200	0.54	7.4	3.0	4.2	4.7	5.2	5.5	0.0	0.0	0.0
WUBT	Russellville	C1	101.1	47.0	1289	b	Clear Channel Comm	65	0008			Urban	n/a		3.0	6.1	5.8	1.1	2.9	1.0	0.0	0.0	0.0
WCLU	Munfordville	A	102.3	2.8	410	f	Royse Radio Inc	64	9804		226	Lite Rock	75	0.60	2.5	1.0	2.1	1.6	1.7	1.0	0.0	0.0	0.0
WPTQ	Cave City	C3	103.7	13.5	449	e	Commonwealth Bcstg	88	9801			Clsc Rock	250	0.88	5.7	5.6	6.8	4.2	3.4	3.5	0.0	0.0	0.0
WOVO	Glasgow	C3	105.3	25.0	318	e	Commonwealth Bcstg	72	9801			Variety Hit	75	0.37	4.1	3.0	2.1	2.6	2.9	3.5	0.0	0.0	0.0
WHHT	Horse Cave	A	106.7	2.9	476	e	Commonwealth Bcstg	94	9801			Country	75	0.94	1.6	1.5	2.6	2.1	0.0	0.5	0.0	0.0	0.0
WUHU	Smiths Grove	C2	107.1	50.0	492	a	Forever Bcstg Inc	86	0102			Hot AC	1,100	2.82	7.8	11.1	6.3	5.8	4.6	5.0	0.0	0.0	0.0
# FM Stations -					13	# Combos -					10	FM TOTALS		87.0	62.6	69.6	56.4	60.3	62.2	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	2001 Est Revenue (000) ^{1/}	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WKCT	Bowling Green	B	930	5.0	0.50	d	Daily News Bcstg Co	47				News/Talk	50	0.27	3.7	2.5	1.0	2.6	2.3	2.0	0.0	0.0	0.0
WLOC	Munfordville	B	1150	1.0	0.06	c	Hart County Comm Inc	93	9806		35	Cty/Gsp/Old	175	2.69	1.3	1.0	1.0	1.1	0.6	0.0	0.0	0.0	0.0
● WLCK	Scottsville	D	1250	0.9	0.08	g	Sherandan Bcstg Co	58				Gospel	100	0.63	3.2	0.0	1.0	2.6	1.7	0.0	0.0	0.0	0.0
WBGN	Bowling Green	C	1340	1.0	1.00	a	Forever Bcstg Inc	59	0102			Talk/Sprts			2.5	0.5	0.5	1.6	1.7	1.5	0.0	0.0	0.0
WCDS	Glasgow	D	1440	0.5	0.03	e	Commonwealth Bcstg	62	9801			Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCLU	Glasgow	C	1490	1.0	cp	1.00	f	Royse Radio Inc	46			Oldies	50	0.42	2.4	1.0	1.0	2.1	1.1	2.0	0.0	0.0	0.0
# AM Stations -					6	# Combos -					6	AM TOTALS		13.1	5.0	4.5	10.0	7.4	5.5	0.0	0.0	0.0	
AM & FM Stations Profiled -					19	# Duopolies -					3	Total Local Commercial Share		67.6	74.1	66.4	67.7	67.7	0.0	0.0	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: 206

Revenue Rank: 132

Cedar Rapids, IA Market Overview



Metro Counties / Population (000)

Linn, IA	193.4
	193.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$12,000	\$12,700	\$13,500	\$14,500	\$16,000	\$14,400	3.7%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-10.0%	\$15,200	\$16,200	\$17,200	\$18,200	\$19,400	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$4.86/1,000	2006 \$5.53/1,000	Est. Breakout			
Revenue/Capita	\$66.67	\$74.46	\$96.13	Local	86%		
				National	14%		

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	180.0	193.4	1.4%	193.4	201.8	0.9%
Households	70.1	76.7	1.8%	76.7	81.2	1.1%
Retail Sales	NA ^{1/}	2,964.9	NA ^{1/}	2,964.9	3,508.2	3.4%
EBI ^{2/}	2,844.6	3,926.8	6.7%	3,926.8	4,877.4	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	94.4	16.8	8.2	8.6	13.2	15.7	14.0	18.0
Women (000)	99.0	15.9	7.7	9.1	12.9	15.9	14.6	23.0
Total	193.4	32.7	15.9	17.8	26.0	31.5	28.5	41.0
Percentage	100.0%	16.9%	8.2%	9.2%	13.5%	16.3%	14.8%	21.2%
Per Capita	\$ 20,304			Median Household	\$ 44,243		Avg Household	\$ 51,197
Ethnic Population:	White 94.9%	Black 3.0%	Asian 1.7%	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+			62.8	62.8	62.8	17.4	80.2
Avg 12+			7.9	7.9	7.9	3.5	6.2
Tot LCS			78.3	78.3	78.3	21.7	100.0
Avg LCS			9.8	9.8	9.8	4.3	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	Power		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KRNA	Iowa City	C1	94.1	100.0	981	b	Cumulus Bcstg Inc	74	0008		g	Rock	1,400	1.33	7.3	4.8	3.7	5.4	6.4	6.3	5.9	5.7	4.9	
WMT	Cedar Rapids	C1	96.5	100.0	518	a	Clear Channel Comm	63	9905		g1	AC	1,500	1.24	8.4	8.2	8.3	6.3	7.3	8.4	7.2	9.0	10.3	
KHAK	Cedar Rapids	C1	98.1	100.0	459	b	Cumulus Bcstg Inc	61	0008		g	Country	2,600	1.20	15.1	10.4	11.6	11.7	12.7	14.2	12.4	14.3	15.2	
KKRQ	Iowa City	C1	100.7	100.0	532	a	Clear Channel Comm	66	9905		g1	Clsc Hits	1,750	1.08	11.3	8.2	8.7	9.9	8.2	7.9	8.9	11.0	7.2	
KZIA	Cedar Rapids	C1	102.9	100.0	942		KZIA Inc	75	9405	2,000		CHR	2,000	0.99	14.0	12.6	11.2	9.9	12.7	10.9	11.8	13.9	11.7	
KDAT	Cedar Rapids	C1	104.5	100.0	551	b	Cumulus Bcstg Inc	71	0008		g	Soft Rock	1,550	1.10	9.8	6.9	8.7	6.7	9.1	9.2	10.2	8.2	9.0	
KOKZ	Waterloo	C	105.7	100.0	1322		Bahakel Comm	62				Oldies	n/a		5.1	3.5	5.0	4.5	3.6	2.9	2.9	4.5	3.1	
KFMW	Waterloo	C	107.9	100.0	1805	c	Bahakel Comm	68	9608	See (238)		Adult Rock	n/a		4.5	8.2	5.0	4.9	2.3	3.3	4.5	4.1	3.6	
# FM Stations -					8	# Combos -					5	FM TOTALS				75.5	62.8	62.2	59.3	62.3	63.1	63.8	70.7	65.0

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WMT	Cedar Rapids	B	600	5.0	5.00	a	Clear Channel Comm	22	9905		g1	FullService	2,600	1.38	13.1	7.4	10.4	9.4	11.8	10.0	11.7	9.4	13.5	
● KXIC	Iowa City	D	800	1.0	0.20	a	Clear Channel Comm	48	9905		g1	Nws/Tlk/Spt	100		0.6	0.0	0.0	0.4	0.5	0.4	0.3	0.4	0.4	
● KMJM	Cedar Rapids	D	1360	1.0	0.12	a	Clear Channel Comm	61	0008		g	ChrsContem				1.7	0.0	0.0	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	550	0.47	8.1	6.1	5.8	6.7	6.4	6.3	5.3	4.5	4.5	
KCRG	Cedar Rapids	B	1600	5.0	5.00		Cedar Rapids TV Co	47				Sprts/News	350	0.87	2.8	2.2	3.3	1.8	2.7	1.7	3.0	2.4	2.7	
# AM Stations -					5	# Combos -					3	AM TOTALS				24.6	17.4	19.5	18.3	21.4	18.4	20.3	16.7	21.1
AM & FM Stations Profiled -					13	# Duopolies -					5	Total Local Commercial Share				80.2	81.7	77.6	83.7	81.5	84.1	87.4	86.1	

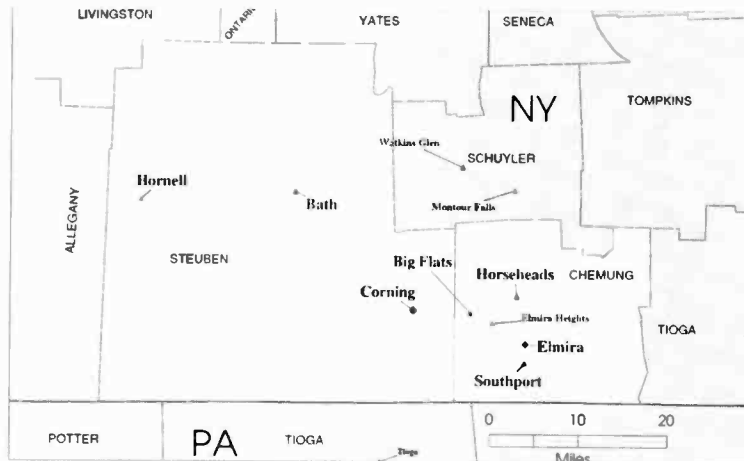
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 207

Revenue Rank: 227

Elmira-Corning, NY Market Overview



Metro Counties / Population (000)

Chemung, NY	90.8
Steuben, NY	98.7
Total	189.5

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$4,600	\$4,900	\$5,200	\$5,900	\$6,600	\$6,200
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-6.1%	\$6,600	\$7,000	\$7,400	\$7,900	\$8,400	6.2%
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$2.87/1,000	\$3.40/1,000	Local	85%		
	\$23.75	\$32.72	\$45.63	National	15%		

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	193.7	189.5	-0.4%	189.5	184.1
Households	72.8	71.7	-0.3%	71.7	70.5	-0.3%
Retail Sales	NA ^{1/}	2,161.5	NA ^{1/}	2,161.5	2,470.6	2.7%
EBI ^{2/}	2,312.6	2,830.3	4.1%	2,830.3	3,174.6	2.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	93.0	17.0	8.3	8.0	11.6	14.2	13.3	20.5
Women (000)	96.5	16.1	7.9	7.3	11.2	14.2	13.4	26.4
Total	189.5	33.0	16.2	15.3	22.7	28.5	26.8	46.9
Percentage	100.0%	17.4%	8.6%	8.1%	12.0%	15.0%	14.1%	24.8%
Per Capita	\$ 14,936							
				Median Household	\$ 32,226		Avg Household	\$ 39,474
Ethnic Population:	White	94.7%	Black	3.9%	Asian	1.0%	Hispanic	1.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	9	3		11	12	11	23
Tot 12+	42.9	14.6		55.6	57.5	6.6	64.1
Avg 12+	4.8	4.9		5.1	4.8	0.6	2.8
Tot LCS	66.9	22.8		86.7	89.7	10.3	100.0
Avg LCS	7.4	7.6		7.9	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WCKR	Hornell	A	92.1	2.6	cp	509 a	49	9010	538	c3	Country	125	0.41	4.9	2.8	4.7	4.8	2.2	5.4	1.8	4.6	1.7	
WENY	Elmira	A	92.7	1.2		715 c	65	0110	2,200	c2	Lite AC	325	1.81	2.9	5.2	2.6	0.9	3.1	4.0	3.1	3.7	7.0	
WLWY	Elmira	A	94.3	1.8		499 b	66	7710		c5	CHR	850	0.70	19.5	6.1	11.1	13.9	13.4	11.7	8.6	9.6	9.1	
WPHD	Tioga	B1	94.7	12.0		482					AAA/CRk/RA	200	0.49	6.6	5.2	4.7	4.8	4.5	4.5	6.1	2.8	2.9	
WGMM	Big Flats	A	97.7	0.6		722 c	89	9604	425		Rock/Oldes	225	0.59	6.2	4.7	3.4	5.2	3.6	6.7	5.6	5.5	4.5	
WVIN	Bath	A	98.3	4.5	cp	367 b	71	9004	225	c1	Soft AC	225	0.77	4.7	6.6	6.0	3.9	2.7	3.6	4.2	3.2	3.7	
WCBA	Corning	A	98.7	1.2	cp	722 c	48	9006	790	c2	AC	325	1.87	2.8	1.9	0.9	2.6	1.3	0.9	2.6	1.4	2.5	
WOKN	Southport	A	99.5	1.3	cp	725 b	93	9512	77		Country	350	0.54	10.4	5.7	3.8	8.3	6.3	8.5	5.2	7.8	7.0	
• WPGI	Horseheads	A	100.9	3.8		246 e	70	0210		st	Country	225	0.53	6.8	5.2	4.3	6.5	3.1	4.0	1.6	6.4	6.6	
• WNGZ	Montour Falls	A	104.9	1.0		479 e	73	0210		c4	Clsc Rock	300	0.60	8.1	4.7	6.0	6.5	4.9	3.6	2.7	3.7	2.9	
• WKPQ	Hornell	B	105.3	43.0		532 d	46	8306	450	st	Adult Hlts	700	2.75	4.1	2.8	2.6	2.6	3.1	2.2	1.4	4.6	4.1	
• WNKI	Corning	B	106.1	40.0		532 e	47	0210		st	CHR	1,750	1.95	14.5	6.6	10.3	8.7	11.6	9.0	10.3	9.2	9.1	
# FM Stations -				12		# Combos -				11		FM TOTALS			91.5	57.5	60.4	68.7	59.8	64.1	53.2	62.5	61.1

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
• WWLZ	Horseheads	B	820	4.1	0.85	e	Backyard Bcstg	66	0210		st	Nws/Tlk/Spt	150	0.78	3.1	1.9	3.8	2.2	2.2	0.9	1.3	1.4	1.2		
• 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	Eolin Bcstg Inc	39	0110		c2	Oldies	100	0.81	2.0	0.0	0.4	0.0	2.7	1.3	1.5	0.9	2.1		
• 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	0.7	0.0	0.0		
• WCBA	Corning	D	1350	1.0	0.04	c	Eolin Bcstg Inc	48	9006		c2	Nostalgia			1.0	0.0	0.0	0.0	0.0	0.0	1.3	0.9	1.3	0.0	2.1
WABH	Bath	B	1380	2.5	0.12	b	Pembrook Pines Inc	62	9004		c1	Oldies	100			0.5	0.0	0.0	0.0	0.4	1.9	0.0	1.2		
WELM	Elmira	B	1410	5.0	1.00	b	Pembrook Pines Inc	47	7710		c5	Sports	150	1.10	2.2	0.9	2.6	1.3	1.8	1.3	0.5	0.5	1.2		
WCLI	Corning	C	1450	1.0	0.93	c	Eolin Bcstg Inc	49	9609	50		News/Talk				0.0	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		0.3	0.0	0.0	0.0	0.4	1.3	2.5	2.8	1.7		
• 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	0.17	b	Pembrook Pines Inc	56	8210	150		Adlt Sndrd				3.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -				11		# Combos -				10		AM TOTALS			8.6	6.6	7.7	3.5	8.4	6.1	9.7	5.6	9.5		
AM & FM Stations Profiled -				23		# Duopolies -				8		Total Local Commercial Share				64.1	68.1	72.2	68.2	70.2	62.9	68.1	70.6		

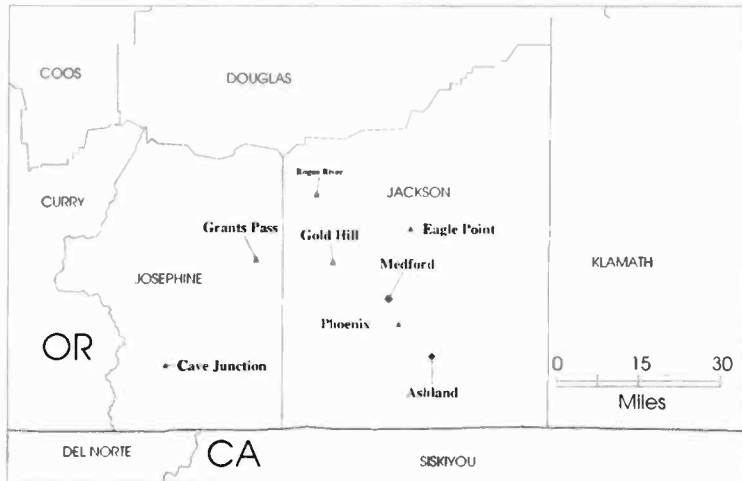
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 208

Revenue Rank: 220

Medford-Ashland, OR Market Overview



Metro Counties / Population (000)

Jackson, OR	183.9
	183.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$5,500	\$6,200	\$6,800	\$7,100	\$7,700	\$6,600	3.8%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-14.3%	\$7,400	\$8,000	\$8,700	\$9,200	\$9,800	8.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.70/1,000	\$1.84/1,000	Local 70%
Revenue/Capita	\$32.72	\$35.89	\$49.37	National 30%

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	168.1	183.9	1.8%	183.9	198.5	1.5%
Households	66.0	73.3	2.1%	73.3	80.2	1.8%
Retail Sales	NA ^{1/}	3,890.3	NA ^{1/}	3,890.3	5,323.4	6.5%
EBI ^{2/}	2,148.5	2,885.5	6.1%	2,885.5	3,698.5	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	90.2	15.3	7.8	6.5	9.7	15.4	13.6	21.9
Women (000)	93.7	14.9	7.5	6.4	9.9	15.7	13.8	25.3
Total	183.9	30.3	15.3	12.9	19.7	31.1	27.4	47.3
Percentage	100.0%	16.5%	8.3%	7.0%	10.7%	16.9%	14.9%	25.7%
Per Capita	\$ 15,691							
				Median Household	\$ 31,730		Avg Household	\$ 39,366
Ethnic Population:	White 96.0%		Black 0.6%		Asian 1.5%		Hispanic 6.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		10	9	11	6	17
Tot 12+	1.0		61.8	60.3	62.8	10.6	73.4
Avg 12+	1.0		6.2	6.7	5.7	1.8	4.3
Tot LCS	1.4		84.2	82.2	85.6	14.4	100.0
Avg LCS	1.4		8.4	9.1	7.8	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

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
KTMT	Medford	C	93.7	31.0	3265	b	Mapleton Comm	70	0111	8,850	d1	Top 40	350	0.93	5.7	6.6	3.7	4.6	3.8	8.0	8.5	8.4	10.1		
KRRM	Rogue River	A	94.7	0.1	2044		Bell, Shirley M.	94				Country	75	0.71	1.6	1.0	2.3	0.0	2.4	1.5	1.6	3.1	1.5		
KBOY	Medford	C1	95.7	60.0	981	b	Mapleton Comm	58	0111		d1	Clsc Rock	450	0.93	7.3	8.6	6.5	6.4	4.3	5.5	7.9	6.2	6.5		
KROG	Grants Pass	C	96.9	25.0	2228	a	Opus Bcstg Systems	81	9609	550	c3	Hot AC	150	0.65	3.5	1.5	2.3	2.3	2.9	3.5	4.7	3.5	3.5		
KRWQ	Gold Hill	C1	100.3	30.0	991	c	Clear Channel Comm	80	9905		g2	Country	1,950	1.71	17.3	7.6	9.3	12.4	13.3	11.5	8.8	14.1	9.0		
KCMX	Ashland	C	101.9	42.0	1437	b	Mapleton Comm	78	0111		d1	AC	650	0.95	10.4	7.6	8.4	8.7	6.7	6.5	7.0	5.3	8.5		
KCNA	Cave Junction	C	102.7	100.0	1975	a	Opus Bcstg Systems	85	9609	750		Oldies	400	1.06	5.7	3.0	1.9	5.5	2.9	3.0	3.1	3.5	5.0		
KLDZ	Medford	C1	103.5	100.0	440	c	Clear Channel Comm	91	9905		g2	Oldies	500	1.01	7.5	8.1	7.5	4.1	7.1	4.5	3.7	2.6	1.5		
KAKT	Phoenix	C1	105.1	52.0	545	b	Mapleton Comm	91	0111		d1	Country	350	0.93	5.7	6.1	4.2	3.7	4.8	3.0	3.9	3.5	5.0		
KZZE	Eagle Point	C3	106.3	0.9	1591	c	Clear Channel Comm	94	9905		g2	Rock	850	1.14	11.3	6.1	3.7	7.3	9.5	7.0	7.3	7.0	5.0		
KIFS	Ashland	C2	107.5	5.3	1421	c	Clear Channel Comm	96	9905		g2	CHR	400	0.92	6.6	6.6	5.1	5.0	4.8	6.5	3.5	3.5	3.0		
# FM Stations -					11	# Combos -					10	FM TOTALS					82.6	62.8	54.9	60.0	62.5	60.5	60.0	60.7	58.6

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)	C											Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• KTMT	Ashland	B	580	1.0	1.00	b	Mapleton Comm	46	0111		d1	Sports	250	1.31	2.9	1.0	1.9	2.8	1.4	2.5	2.6	1.8	3.0		
• KRTA	Medford	B	610	2.5	5.00	a	Opus Bcstg Systems	47	9609		c3	Mexcn/Span				0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0		
• KLVB	Medford	D	730	1.0	0.07		Educational Media	54	9704		dn	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	200	0.33	9.1	4.5	6.5	5.5	8.1	7.5	6.1	7.0	9.5		
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	50	0.14	5.4	5.1	6.1	3.2	4.8	6.5	8.2	5.7	5.5		
# AM Stations -					6	# Combos -					4	AM TOTALS					17.4	10.6	14.5	11.5	14.3	16.5	16.9	15.4	18.0
AM & FM Stations Profiled -					17	# Duopolies -					6	Total Local Commercial Share					73.4	69.4	71.5	76.8	77.0	76.9	76.1	76.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 209

Revenue Rank: 184

Richland-Kennewick-Pasco, WA Market Overview



Metro Counties / Population (000)

Benton, WA	144.7
Franklin, WA	50.2
Total	194.9

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$5,500	\$5,700	\$7,100	\$7,600	\$8,600	\$9,200
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	7.0%	\$10,000	\$11,300	\$12,400	\$13,200	\$14,000	8.8%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.83/1,000	\$4.81/1,000	Local	75%		
Revenue/Capita	\$30.45	\$47.20	\$67.67	National	25%		

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	180.6	194.9	1.5%	194.9	206.9
Households	65.3	71.2	1.7%	71.2	76.4	1.4%
Retail Sales	NA ^{1/}	2,400.3	NA ^{1/}	2,400.3	2,911.0	3.9%
EBI ^{2/}	2,946.5	3,454.5	3.2%	3,454.5	4,553.8	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	97.8	21.3	9.6	7.4	12.7	16.2	13.9	16.7
Women (000)	97.1	20.1	9.6	7.1	12.3	15.6	13.3	19.1
Total	194.9	41.4	19.2	14.5	25.0	31.8	27.1	35.8
Percentage	100.0%	21.2%	9.9%	7.5%	12.8%	16.3%	13.9%	18.4%
Per Capita	\$ 17,725							
				Median Household	\$ 45,908		Avg Household	\$ 48,519
Ethnic Population:	White	94.1%	Black	1.7%	Asian	2.7%	Hispanic	21.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		15	11	16	5	21
Tot 12+	2.3		68.1	60.1	70.4	13.1	83.5
Avg 12+	2.3		4.5	5.5	4.4	2.6	4.0
Tot LCS	2.8		81.6	72.0	84.3	15.7	100.0
Avg LCS	2.8		5.4	6.5	5.3	3.1	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 Yakima.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KZHR	Dayton	C1	92.5	54.0	1243	Bridge Bcstg, Inc.	92	9111	138		Spanish	250	1.05	2.6	3.3	2.4	1.4	2.8	1.3	3.4	4.3	3.2	
• KRKL	Walla Walla	C1	93.3	42.0	1378	Educational Media	77	0204	1,000		ChrsContem	275	0.96	3.1	2.3	3.3	2.8	2.3	1.3	1.5	2.4	3.7	
KGSG	Pasco	A	93.7	0.6	958	Gospel Music Bcstg	97				Gospel	50		0.5	2.3	0.0	0.0	0.9	0.4	0.7	0.0	0.9	
KIOK	Richland	C	94.9	100.0	1250	b New NW Bcstrs	78	0001		g1	Country	1,100	1.68	7.1	5.6	2.9	6.0	5.6	5.8	3.8	6.2	4.6	
KNLT	Walla Walla	C	95.7	100.0	1401	b New NW Bcstrs	80	0002			Oldies	775	1.50	5.6	4.7	3.8	3.2	6.0	4.0	5.0	6.2	6.5	
KRCW	Royal City	C2	96.3	19.5	791	Radio Campesina Inc	99	9711	74		Mexican			2.3	3.7	2.4	3.2	0.5	1.3	0.0	0.0	0.0	
KXRX	Walla Walla	C	97.1	50.0	1339	a Clear Channel Comm	77	0102		g	Rock	850	1.13	8.2	6.5	4.3	5.6	7.9	6.7	6.5	5.7	8.3	
KTHK	Milton-Freewater	C1	97.9	20.0	1322	a Clear Channel Comm	92	0102		g	Clsc Hits	400	1.09	4.0	3.3	5.3	2.3	4.2	3.1	2.3	1.4	1.4	
KEYW	Pasco	C2	98.3	12.5	997	a Clear Channel Comm	87	0102		g	Hot AC	650	1.04	6.8	5.1	4.3	6.5	4.6	8.1	8.1	7.7	7.4	
KUJ	Walla Walla	C1	99.1	100.0 cp	738	Hodgins, Tom	97				CHR	750	0.82	9.9	6.5	8.6	7.4	8.8	9.4	8.4	8.6	6.9	
KGDN	Pasco	C3	101.3	2.8	1001	Read Bcstg Network	92				Christian	25			0.0	0.0	0.0	0.0	0.4	0.8	0.0	0.0	
KMNA	Prosser	C3	101.7	3.5	869	Moon Bcstg Corp	62	0005	See (193)		Spanish	n/a		1.4	1.9	1.4	0.9	1.4	0.9	0.0	0.5	0.5	
KZZM	Weston	C2	101.9	13.5	958	Butterfield Bcstg	97	9904	425		Spanish			2.3	2.8	2.4	1.9	1.9	0.0	0.0	0.0	0.0	
KORD	Richland	C	102.7	100.0	1099	a Clear Channel Comm	65	0102		g	Country	1,175	1.15	11.1	7.9	9.1	9.3	8.8	11.7	9.2	7.2	7.9	
KONA	Kennewick	C	105.3	100.0	1139	c Commonwealth Comm	69	0205	4,125	c1	Easy	850	1.03	9.0	11.2	10.5	6.5	8.3	8.1	7.6	6.7	6.9	
KEGX	Richland	C	106.5	100.0	1050	b New NW Bcstrs	77	0003		g1	Clsc Rock	875	1.67	5.7	3.3	3.3	5.6	3.7	4.5	7.5	7.2	8.8	
# FM Stations -					16	# Combos -					8	FM TOTALS			79.6	70.4	64.0	62.6	67.7	67.0	64.8	64.1	67.0

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• KONA	Kennewick-Richl	B	610	5.0	5.00	c	Commonwealth Comm	48	0205		c1	Nws/Tlk/Spt	550	0.70	8.5	4.2	5.3	7.9	6.0	5.8	7.3	9.1	6.9
KFLD	Pasco	B	870	10.0	0.25	a	Clear Channel Comm	56	0102		g	Talk/Sprts	200	0.51	4.3	3.3	4.8	5.1	1.9	2.7	1.3	2.9	1.9
KALE	Richland	B	960	5.0	1.00	b	New NW Bcstrs	50	0001		g1	Nostalgia	100	0.37	2.9	2.8	2.4	1.9	2.8	3.6	2.6	3.8	4.6
• KZXR	Prosser	D	1310	5.0	0.07	b	Moon Bcstg Corp	56	0002		c2	Nws/Tlk/Spt	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KTCR	Kennewick	C	1340	1.0	1.00	b	New NW Bcstrs	45	0001		g1	Talk	150	0.34	4.8	2.8	1.4	4.2	3.7	2.2	3.3	3.3	2.8
# AM Stations -					5	# Combos -					4	AM TOTALS			20.5	13.1	13.9	19.1	14.4	14.3	14.5	19.1	16.2
AM & FM Stations Profiled -					21	# Duopolies -					4	Total Local Commercial Share			83.5	77.9	81.7	82.1	81.3	79.3	83.2	83.2	

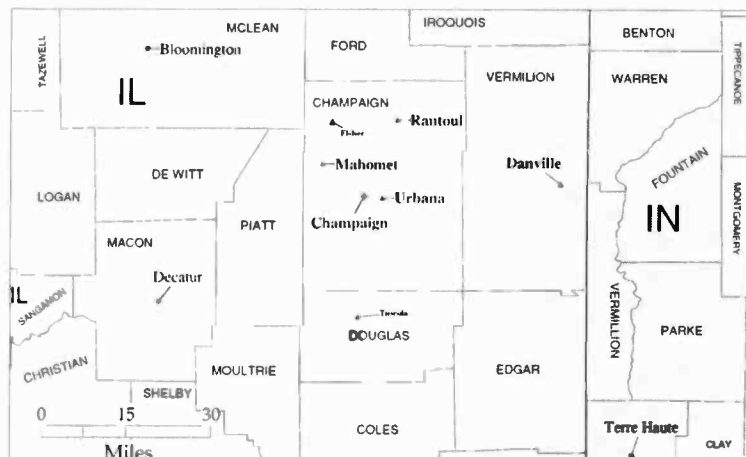
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 210

Revenue Rank: 148

Champaign, IL Market Overview



Metro Counties / Population (000)

Champaign, IL	180.2
	180.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$8,600	\$8,700	\$10,700	\$11,900	\$13,400	\$12,400
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$6.03/1,000	\$7.84/1,000	Local	88%		
Revenue/Capita	\$52.79	\$68.81	\$92.00	National	12%		

Demographic and Economic Overview

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

MSA Population	1996	2001	Growth Rate	2001	2006	Growth Rate
		162.9	180.2	2.0%	180.2	182.6
Households	60.4	67.8	2.3%	67.8	69.5	0.5%
Retail Sales	NA ^{1/}	2,056.0	NA ^{1/}	2,056.0	2,141.9	0.8%
EBI ^{2/}	2,343.7	3,294.3	7.0%	3,294.3	3,973.7	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	90.4	14.7	6.1	18.8	14.6	13.4	10.0	12.8
Women (000)	89.8	14.0	6.0	16.9	13.1	12.9	10.5	16.5
Total	180.2	28.7	12.1	35.7	27.7	26.3	20.5	29.2
Percentage	100.0%	15.9%	6.7%	19.8%	15.4%	14.6%	11.4%	16.2%
Per Capita	\$ 18,281			Median Household	\$ 37,382		Avg Household	\$ 48,588
Ethnic Population:	White 80.6%	Black 11.8%	Asian 7.1%	Hispanic	3.0%			

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	5		10	11	3	14
Tot 12+	21.0	32.0		53.0	53.0	8.5	61.5
Avg 12+	3.5	6.4		5.3	4.8	2.8	4.4
Tot LCS	34.1	52.0		86.2	86.2	13.8	100.0
Avg LCS	5.7	10.4		8.6	7.8	4.6	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WKIO	Urbana	B1	92.5	16.0	410	a	Saga Comm Inc	67	0006	7,000		Oldies	1,000	0.98	8.2	6.7	7.0	5.6	5.4	6.8	6.9	8.7	6.6		
WEBX	Tuscola	A	93.5	6.0	308	c	AAA Entertainment	70	0006	500		AOR	250	0.61	3.3	1.9	4.5	1.7	2.7	3.7	2.6	0.5	0.5		
WLRW	Champaign	B	94.5	50.0 cp	390	a	Saga Comm Inc	63	8610		g	AC	1,500	1.25	9.7	6.7	6.5	5.0	8.1	8.9	6.2	12.3	8.7		
WEVX	Rantoul	A	95.3	1.9	413	c	AAA Entertainment	72	0006	5,300	d1	Country	125	0.48	2.1	2.9	1.0	1.7	1.1	2.6	3.1	3.6	3.1		
WQQB	Rantoul	A	96.1	3.8	404	c	AAA Entertainment	93	0006		d1	Top 40	725	0.53	11.1	6.2	6.0	7.3	7.6	8.9	5.9	7.2	5.1		
WHMS	Champaign	B	97.5	50.0	358	b	DWS Inc	49				Lite Rock	900	0.74	9.8	6.2	6.0	6.7	6.5	5.2	6.6	5.6	10.7		
WIAI	Danville	B	99.1	50.0	499		Key Bcstg Inc	70	9304	1,300		Clsc Hits	900	3.46	2.1	2.4	1.0	1.7	1.1	0.5	1.5	1.0	1.5		
WIXY	Champaign	B1	100.3	13.0	453	a	Saga Comm Inc	92	9211	250		Country	2,250	0.96	18.9	10.0	11.5	13.4	11.9	11.0	13.0	10.8	14.8		
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 cp	512	c	AAA Entertainment	90	0006		d1	Clsc Rock	1,025	0.96	8.6	5.2	5.0	5.0	6.5	8.9	6.6	5.6	5.6		
WPGU	Urbana	A	107.1	3.0	236		Illini Media Co	67				Alternative	875	1.07	6.6	4.8	4.0	4.5	4.3	3.7	5.1	6.2	5.1		
# FM Stations -					11	# Combos -					9	FM TOTALS					80.4	53.0	52.5	52.6	55.2	60.2	57.5	61.5	61.7

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		Year Std	Date Acq'd	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)	C									Owner	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WDWS	Champaign	C	1400	1.0	1.00	b	DWS Inc	37			News/Talk	1,575	0.76	16.8	7.1	11.0	10.6	11.9	7.3	9.9	8.2	9.7			
• WJCI	Rantoul	D	1460	0.5	0.07		Vanguard Bcstg Inc	63	9912	175		Adlt Stndrd	100			0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WBCP	Urbana	D	1580	0.3	0.01		WBCP Inc	48	9003	135		Urban AC	700	1.95	2.9	1.4	2.0	2.8	1.1	1.6	2.4	1.0	2.0		
# AM Stations -					3	# Combos -					1	AM TOTALS					19.7	8.5	14.0	13.4	13.0	8.9	12.3	9.2	11.7
AM & FM Stations Profiled -					14	# Duopolies -					3	Total Local Commercial Share					61.5	66.5	66.0	68.2	69.1	69.8	70.7	73.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 211

Revenue Rank: 200

Bangor, ME Market Overview



Metro Counties / Population (000)

Penobscot, ME	144.8
Waldo, ME	36.5
Total	181.3

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$6,100	\$6,900	\$7,200	\$8,000	\$8,300	\$7,600	4.5%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-8.4%	\$8,000	\$8,500	\$9,100	\$9,600	\$10,300	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.70/1,000	\$3.02/1,000	Local 85%
Revenue/Capita	\$33.35	\$41.92	\$57.03	National 15%

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	182.9	181.3	-0.2%	181.3	180.6	-0.1%
Households	68.4	69.7	0.4%	69.7	70.9	0.3%
Retail Sales	NA ^{1/}	2,819.6	NA ^{1/}	2,819.6	3,412.9	3.9%
EBI ^{2/}	2,260.7	2,696.4	3.6%	2,696.4	3,015.3	2.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	89.1	15.2	7.8	9.8	11.5	14.8	12.7	17.3
Women (000)	92.2	14.5	7.4	9.1	11.7	14.8	12.8	21.8
Total	181.3	29.7	15.2	18.9	23.2	29.6	25.5	39.1
Percentage	100.0%	16.4%	8.4%	10.4%	12.8%	16.3%	14.1%	21.6%
Per Capita	\$ 14,873			Median Household	\$ 31,595		Avg Household	\$ 38,686
Ethnic Population:	White 97.5%		Black 0.6%		Asian 0.8%		Hispanic 0.6%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		9	6	11	15	4	19
Tot 12+		42.6	30.5	70.5	73.1	7.6	80.7
Avg 12+		4.7	5.1	6.4	4.9	1.9	4.2
Tot LCS		52.8	37.8	87.4	90.6	9.4	100.0
Avg LCS		5.9	6.3	7.9	6.0	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

Some stations also rated in Augusta, ME

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WEZQ	Bangor	B	92.9	20.0	787	a	Cumulus Bcstg Inc	76	9903	4,000	d3	Soft AC	525	1.02	6.8	5.8	4.4	4.1	6.6	8.7	6.8	6.7	6.5
WKSQ	Ellsworth	B	94.5	11.5	1027	d	Clear Channel Comm	82	0011		g1	AC	1,200	2.82	5.6	4.5	4.8	4.1	4.7	5.4	3.4	6.7	6.5
WSYY	Millinocket	C2	94.9	25.0	692	c	Katahdin Comm Inc	78				Country	200		0.6	0.4	0.0	0.9	0.0	0.0	0.0	0.0	0.0
WWMJ	Ellsworth	B	95.7	11.5	1030	a	Cumulus Bcstg Inc	65	9903		d3	Oldies	475	1.06	5.9	4.5	3.5	2.7	6.6	8.7	4.3	4.8	6.5
• WWBX	Bangor	B	97.1	6.5	1230	d	Clear Channel Comm	61	0108	3,750	c2	CHR	525	0.84	8.2	5.8	4.8	7.3	5.7	7.6	8.5	7.7	3.2
WNSX	Winter Harbor	B	97.7	50.0	489	d	Clear Channel Comm	00	0102	1,000		AOR	25		0.3	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
WKIT	Brewer	B	100.3	16.0	883	b	Zone Corp	79	9510	450		AOR	1,075	1.09	13.0	9.9	7.9	7.3	13.2	9.8	7.4	7.7	7.5
WFZX	Searsport	B1	101.7	2.7 cp	1004	d	Clear Channel Comm	94	0011		g1	Clsc Rock	250	1.06	3.1	5.4	3.9	5.0	0.0	1.1	0.0	0.0	0.0
WGUY	Dexter	C2	102.1	23.0	673		Concord Media Group	93	0108	1,000		Oldies	300	1.36	2.9	1.3	3.5	1.8	2.8	2.2	1.3	1.0	2.2
WVOM	Howland	C	103.9	89.9	1509	d	Clear Channel Comm	93	0011		g1	News/Talk	625	1.17	7.0	4.5	7.0	6.4	4.7	4.3	8.3	5.8	7.5
WBFB	Belfast	B	104.7	10.0	1099	d	Clear Channel Comm	86	0011		g1	Country	350	0.79	5.8	5.8	7.4	4.5	4.7	5.4	8.1	6.7	6.5
• WTOS	Skowhegan	C	105.1	50.0	2431	a	Clear Channel Comm	69	0101			AOR	n/a		5.8	5.4	3.9	6.4	2.8	3.3	4.8	7.7	2.2
• WBYA	Islesboro	B1	105.5	20.0 cp	305		Mariner Bcstg Ltd	99	0209 p	1,150		Big Band			0.3	0.9	0.9	0.5	0.0	0.0	0.0	0.0	0.0
WQCB	Brewer	C	106.5	100.0	1079	a	Cumulus Bcstg Inc	86	9807	500	d1	Country	1,250	1.20	13.7	12.6	14.0	13.2	8.5	10.9	13.9	11.5	15.1
WBZN	Old Town	C2	107.3	50.0	436	a	Cumulus Bcstg Inc	95	9807		d1	CHR	300	0.43	9.1	6.3	7.0	7.7	6.6	9.8	7.1	7.7	9.7
# FM Stations -				15	# Combos -				13	FM TOTALS				88.1	73.1	73.0	72.4	66.9	77.2	73.9	74.0	73.4	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WZON	Bangor	B	620	5.0	5.00	b	Zone Corp	26	9309	236		Sports	250	0.87	3.8	3.1	1.7	3.2	2.8	3.3	4.1	3.8	5.4
WABI	Bangor	B	910	5.0	5.00	d	Clear Channel Comm	24	0108		c2	Nostalgia	250	0.41	8.0	4.5	3.1	4.1	8.5	5.4	6.0	7.7	6.5
WSYY	Millinocket	C	1240	1.0	1.00	c	Katahdin Comm Inc	63				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDEA	Ellsworth	B	1370	5.0	5.00	a	Cumulus Bcstg Inc	58	9903		d3	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				11.8	7.6	4.8	7.3	11.3	8.7	10.1	11.5	11.9	
AM & FM Stations Profiled -				19	# Duopolies -				5	Total Local Commercial Share				80.7	77.8	79.7	78.2	85.9	84.0	85.5	85.3		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 212

Revenue Rank: 234

Alexandria, LA Market Overview



Metro Counties / Population (000)

Avoyelles, LA	41.7
Grant, LA	18.8
Rapides, LA	125.9
Total	186.4

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$4,800	\$4,900	\$5,000	\$5,600	\$6,200	\$5,900
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.8%	\$6,200	\$6,600	\$7,000	\$7,400	\$7,900	6.2%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$2.91/1,000	\$3.22/1,000	Local	85%		
Revenue/Capita	\$25.79	\$31.65	\$41.62	National	15%		

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	186.1	186.4	0.0%	186.4	189.8	0.4%
Households	65.3	65.9	0.2%	65.9	68.9	0.9%
Retail Sales	NA ^{1/}	2,030.9	NA ^{1/}	2,030.9	2,450.6	3.8%
EBI ^{2/}	1,989.4	2,358.0	3.5%	2,358.0	2,919.0	4.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	89.5	18.1	8.9	7.7	11.9	12.8	12.0	18.1
Women (000)	96.9	17.7	8.7	7.6	11.5	13.4	13.3	24.6
Total	186.4	35.8	17.6	15.3	23.4	26.3	25.2	42.8
Percentage	100.0%	19.2%	9.5%	8.2%	12.5%	14.1%	13.5%	22.9%
Per Capita	\$ 12,650							
				Median Household	\$ 26,288		Avg Household	\$ 35,781
Ethnic Population:	White 69.4%	Black 28.7%	Asian 0.8%	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+	24.5		43.5	64.5	68.0	4.0	72.0
Avg 12+	4.1		6.2	6.5	5.2	1.0	4.2
Tot LCS	34.0		60.4	89.6	94.4	5.6	100.0
Avg LCS	5.7		8.6	9.0	7.3	1.4	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KLIL	Moreauville	A	92.1	6.0	299	c	Cajun Bcstg Corp	80	8609			Oldies	350	1.52	3.9	3.1	3.8	2.8	3.5	5.2	3.3	2.8	3.1
KQID	Alexandria	C	93.1	100.0	1522	a	Cenla Bcstg Co Inc	78	8008	600		CHR	450	1.25	6.1	5.8	7.7	5.7	4.0	5.6	9.0	6.3	8.9
KFAD	Alexandria	A	93.9	6.0	328		FM Bcstg Corp	93	9306			Urban/Oldes	375	1.08	5.9	0.9	0.9	4.3	5.1	3.3	3.5	1.2	2.2
KZLG	Mansura	A	95.9	6.0	322	c	Cajun Bcstg Corp	01				AC	25		0.3	0.4	0.0	0.5	0.0	0.0	0.0	0.0	0.0
KZMZ	Alexandria	C0	96.9	100.0 cp	1053	b	Clear Channel Comm	47	0008		g	Clsc Rock	575	1.10	8.9	6.3	7.7	7.1	7.1	7.0	5.2	9.5	4.0
KAPB	Marksville	A	97.7	6.0 cp	328		Radio Group	71	8811	350	c1	Country	350	1.21	4.9	7.6	3.8	3.8	4.0	4.7	4.1	3.2	3.1
KKST	Oakdale	C1	98.7	35.0	1053	b	Clear Channel Comm	72	0008		g	AC	425	1.24	5.8	3.6	4.3	5.7	3.5	2.8	4.9	4.4	5.8
KRRV	Alexandria	C	100.3	100.0	1053	b	Clear Channel Comm	69	0008		g	Country	1,075	1.30	14.0	7.2	8.5	10.9	11.6	15.0	13.0	9.5	12.4
KBCE	Boyce	C3	102.3	21.0	289		URBan Radio Bcstg	82	0206	1,450	st 1	Urban AC	600	0.85	11.9	10.3	10.7	8.1	11.1	10.3	20.8	19.8	18.2
KLAA	Tioga	C2	103.5	50.0	476	d	Cajun Comm TX Inc	84	9212	7	e	Country	400	0.83	8.2	6.3	4.7	7.1	6.1	7.0	8.1	8.3	8.0
KEZP	Bunkie	C3	104.3	18.0	384		Owensville Comm	91				Oldies	575	0.94	10.4	4.0	4.7	7.6	9.1	8.0	4.1	3.6	4.0
• KHFX	Ball	A	105.5	6.0 cp	318	d	Cajun Comm TX Inc	98	9810		cp	AC	225	1.27	3.0	2.2	1.3	2.8	2.0	0.9	1.6	2.8	3.1
KEDG	Alexandria	A	106.9	6.0	328		Flinn Bcstg Corp	00				Urban	175	0.27	11.0	10.3	7.7	10.0	7.6	8.9	0.0	0.0	0.0
# FM Stations -					13	# Combos -					8	FM TOTALS			94.3	68.0	65.8	76.4	74.7	78.7	77.6	71.4	72.8

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• KWDF	Ball	D	840	8.0	0.00			Moore, A. T.	87				Gospel			0.3	1.3	0.0	0.0	0.5	0.0	0.0	0.8	0.4
KSYL	Alexandria	B	970	1.0	1.00	a	Cenla Bcstg Co Inc	47	8008				Nws/Tlk/Spt	250	1.41	3.0	2.7	3.8	0.9	4.0	1.4	1.3	1.6	1.8
• KTHP	Pineville	D	1110	2.0	0.00		Peoples Bcstg Ntwk	74	0008	180			Ethnc/Gospl			2.4	0.0	0.4	1.4	2.5	0.0	0.0	0.0	0.0
• KDBS	Alexandria	D	1410	1.0	0.05	b	Clear Channel Comm	53	0008		g	Sports	25				0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
# AM Stations -					4	# Combos -					2	AM TOTALS			5.7	4.0	4.2	2.3	7.0	1.4	1.3	3.2	2.2	
AM & FM Stations Profiled -					17	# Duopolies -					3	Total Local Commercial Share			72.0	70.0	78.7	81.7	80.1	78.9	74.6	75.0		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 213

Revenue Rank: 210

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	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$5,800	\$5,900	\$6,400	\$7,400	\$8,000	\$7,200	4.5%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-10.0%	\$7,600	\$8,100	\$8,600	\$9,200	\$9,800	6.2%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$3.18/1,000	\$3.61/1,000	Local	90%		
Revenue/Capita	\$32.94	\$38.98	\$51.04	National	10%		

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	176.1	184.7	1.0%	184.7	192.0
Households	63.1	68.5	1.7%	68.5	73.2	1.3%
Retail Sales	NA ^{1/}	2,265.2	NA ^{1/}	2,265.2	2,717.5	3.7%
EBI ^{2/}	2,318.1	2,929.3	4.8%	2,929.3	3,721.2	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	90.1	18.6	8.9	8.1	11.8	13.7	12.4	16.5
Women (000)	94.6	17.8	8.6	8.0	12.1	14.1	13.2	20.8
Total	184.7	36.4	17.5	16.1	23.9	27.9	25.6	37.3
Percentage	100.0%	19.7%	9.5%	8.7%	13.0%	15.1%	13.9%	20.2%
Per Capita	\$ 15,860							
				Median Household	\$ 34,035		Avg Household	\$ 42,763
Ethnic Population:	White	74.3%	Black	24.4%	Asian	0.8%	Hispanic	1.4%

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+			65.8	65.8	65.8	6.7	72.5
Avg 12+			8.2	8.2	8.2	1.7	6.0
Tot LCS			90.8	90.8	90.8	9.2	100.0
Avg LCS			11.3	11.3	11.3	2.3	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
• KHLA	Jennings	C2	92.9	30.0	640	c	Apex Bcstg Inc	63	0010	865	c1	Gospel	200	1.03	2.7	6.8	4.2	1.5	2.6	1.9	1.5	1.0	2.2	
• KYKZ	Lake Charles	C1	96.1	100.0	cp	479	a	Cumulus Bcstg Inc	76	9806	14,848	d1	Country	2,325	1.04	31.0	14.5	17.9	23.1	24.5	21.7	19.3	20.3	25.7
KAOK	De Ridder	C2	97.9	50.0	492	d	Pittman Bcst Service	91	9803	243		Talk	200	1.07	2.6	4.3	4.7	4.0	0.0	0.0	0.0	0.0	0.0	
KBXG	Lake Charles	C1	99.5	100.0	955	b	Apex Bcstg Inc	65	0009			Country	800	1.16	9.6	9.7	4.7	6.5	8.3	12.1	8.8	9.4	9.1	
• KKGB	Sulphur	C3	101.3	25.0	289	a	Cumulus Bcstg Inc	77	9806		d1	Clisc Rock	825	1.19	9.6	6.3	8.0	8.0	6.8	10.1	9.5	12.0	6.1	
KBIU	Lake Charles	C1	103.7	100.0	489	a	Cumulus Bcstg Inc	76	9806		d1	Hot AC	1,025	1.34	10.6	9.2	7.5	6.5	9.9	7.7	6.8	9.9	7.8	
KZWA	Moss Bluff	C3	104.9	25.0	cp	328	B & C Bcstg Inc	94				Urban AC	800	1.02	10.9	6.3	8.5	9.0	7.8	10.1	12.6	8.9	10.9	
KVEE	Lake Arthur	C2	107.5	50.0	463	b	Apex Bcstg Inc	98	9707	74	cp	Urban AC	425	0.54	11.0	8.7	8.5	7.5	9.4	4.8	2.5	3.1	2.2	
# FM Stations -				8	# Combos -				6	FM TOTALS				88.0	65.8	64.0	66.1	69.3	68.4	61.0	64.6	64.0		

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• KEZM	Sulphur	D	1310	0.5	0.05	Merchant Bcstg Inc	55	9803	75		Sports	50	0.69	1.0	0.0	0.5	1.0	0.5	1.9	1.3	1.6	1.3
KAOK	Lake Charles	C	1400	1.0	1.00	d Pittman Bcst Service	47	9803	150		News/Talk	200	1.39	2.0	1.9	0.5	0.0	3.1	4.3	3.4	1.6	1.7
• KLCL	Lake Charles	B	1470	5.0	0.50	b Apex Bcstg Inc	35	0008			Nws/Tlk/Spt	50	0.69	1.0	0.0	0.0	1.5	0.0	1.9	1.1	1.0	1.3
KXZZ	Lake Charles	B	1580	1.0	1.00	a Cumulus Bcstg Inc	47	9806		d1	Urban AC	325	0.56	8.0	4.8	5.2	7.5	4.7	3.4	3.6	3.6	9.6
# AM Stations -				4	# Combos -				3	AM TOTALS				12.0	6.7	6.2	10.0	8.3	11.5	9.4	7.8	13.9
AM & FM Stations Profiled -				12	# Duopolies -				3	Total Local Commercial Share				72.5	70.2	76.1	77.6	79.9	70.4	72.4	77.9	

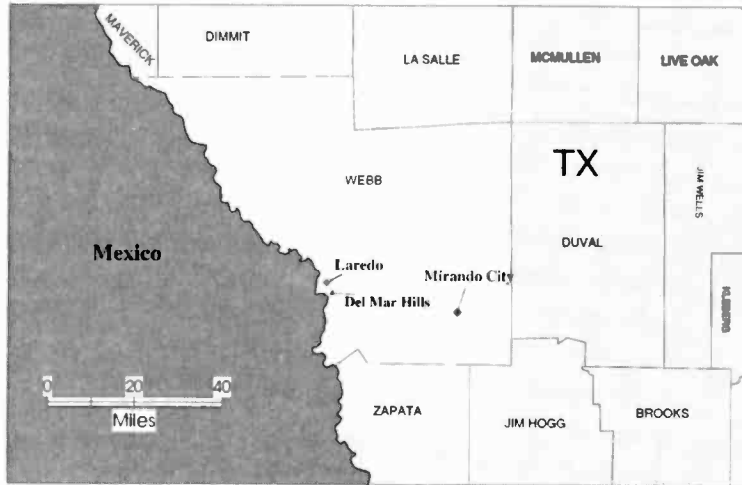
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 214

Revenue Rank: 268

Laredo, TX Market Overview



Metro Counties / Population (000)

Webb, TX	197.6
	197.6

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	N/A	\$3,100	\$3,300	\$3,700	\$4,100	\$3,900	
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.9%	\$4,100	\$4,400	\$4,700	\$4,900	\$5,300	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.48/1,000	\$1.33/1,000	Local 80%
Revenue/Capita	N/A	\$19.74	\$23.09	National 20%

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	173.6	197.6	2.6%	197.6	229.5	3.0%
Households	43.9	51.5	3.2%	51.5	60.8	3.4%
Retail Sales	NA ^{1/}	2,637.3	NA ^{1/}	2,637.3	3,998.6	8.7%
EBI ^{2/}	1,437.1	1,968.7	6.5%	1,968.7	2,916.2	8.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	94.9	24.6	13.0	10.0	12.2	12.4	10.3	12.5
Women (000)	102.7	23.7	12.3	10.9	12.9	13.7	12.2	17.0
Total	197.6	48.3	25.3	20.9	25.1	26.0	22.5	29.5
Percentage	100.0%	24.5%	12.8%	10.6%	12.7%	13.2%	11.4%	14.9%
Per Capita	\$ 9,963			Median Household	\$ 27,015		Avg Household	\$ 38,228
Ethnic Population:	White 98.3%		Black 0.5%		Asian 0.6%		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+	28.1		36.7	64.8	64.8	2.2	67.0
Avg 12+	14.1		12.2	13.0	13.0	0.7	8.4
Tot LCS	41.9		54.8	96.7	96.7	3.3	100.0
Avg LCS	21.0		18.3	19.3	19.3	1.1	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KJBZ	Laredo	A	92.7	3.0	289	a	Guerra Enterprises	82	8912	750	Tejano	1,075	1.25	22.1	12.1	15.4	14.5	15.5	16.6	13.8	20.9	16.7	
KQUR	Laredo	C1	94.9	100.0	810		Border Bcstrs Inc	52			1 70s & 80s	750	1.05	18.4	9.5	10.2	14.1	10.9	12.0	12.2	5.7	6.2	
KRRG	Laredo	C1	98.1	100.0	699	a	Guerra Enterprises	82	9211	1,200	CHR	775	0.74	26.9	17.7	12.2	17.6	18.8	23.2	15.8	12.3	18.1	
KBDR	Mirando City	C2	100.5	42.0	535		Border Media Ptnrs	93	0207 p		g	Mexican	600	1.18	13.0	9.5	13.0	8.8	8.8	4.1	5.5	7.4	9.7
KNEX	Laredo	A	106.1	6.0	174	b	Amigo Bcstg LP	93	0005	3,000	c3 1 Spn/T40/Dnc	600	0.92	16.8	16.0	10.6	12.3	10.5	10.0	10.9	11.9	11.9	
# FM Stations -				5	# Combos -				3	FM TOTALS				97.2	64.8	61.4	67.3	64.5	65.9	58.2	58.2	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• KVOZ	Del Mar Hills	B	890	10.0	1.00	La Radio Cristlana	52	9704	1,850		Span/Chrst			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
• KLAR	Laredo	D	1300	1.0	0.08	Faith & Power Comm	56	9603	450		Span/Chrst	25		0.9	1.3	1.2	1.3	0.0	1.2	1.1	2.5	2.2
KLNT	Laredo	C	1490	1.0	1.00	b Amigo Bcstg LP	90	0005		c3 1	Span/Trpcl	75	1.01	1.9	0.9	1.6	0.9	1.7	2.1	2.2	2.0	1.8
# AM Stations -				3	# Combos -				1	AM TOTALS				2.8	2.2	2.8	2.2	1.7	3.3	3.3	4.5	4.9
AM & FM Stations Profiled -				8	# Duopolies -				1	Total Local Commercial Share				67.0	64.2	69.5	66.2	69.2	61.5	62.7	67.5	

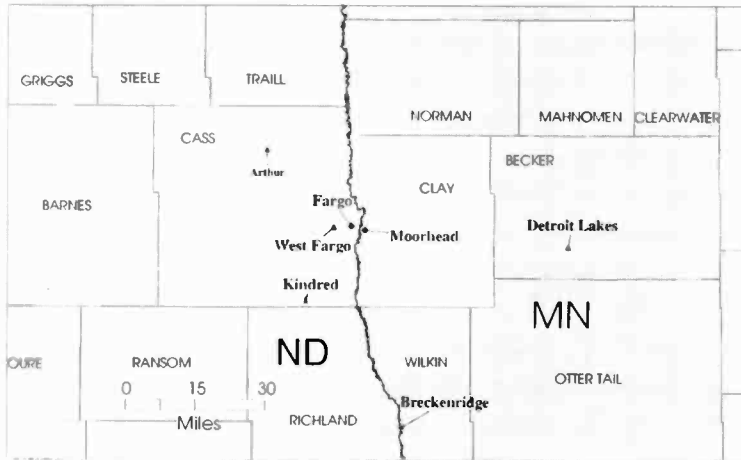
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 215

Revenue Rank: 146

Fargo, ND - Moorhead, MN Market Overview



Metro Counties / Population (000)

Cass, ND	124.7
Clay, MN	51.3
Total	176.0

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

ESTIMATED GROSS REVENUES ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$10,000	\$11,100	\$12,000	\$12,900	\$13,500	\$12,500
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$4.21/1,000	\$4.69/1,000	Local	82%	National	18%

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	164.7	176.0	1.3%	176.0	184.8	1.0%
Households	62.6	68.6	1.8%	68.6	73.8	1.5%
Retail Sales	NA ^{1/}	2,967.8	NA ^{1/}	2,967.8	3,581.1	3.8%
EBI ^{2/}	2,392.6	3,441.3	7.5%	3,441.3	4,758.8	6.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	87.2	15.7	7.1	12.8	12.5	14.1	10.5	14.3
Women (000)	88.8	15.3	6.7	12.4	12.4	13.6	10.6	18.0
Total	176.0	31.0	13.8	25.2	24.9	27.7	21.2	32.3
Percentage	100.0%	17.6%	7.8%	14.3%	14.2%	15.7%	12.0%	18.3%
Per Capita	\$ 19,553							
				Median Household	\$ 33,961		Avg Household	\$ 50,165
Ethnic Population:	White	96.1%	Black	1.0%	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		9	9	10	4	14
Tot 12+	0.8		56.9	56.9	57.7	27.8	85.5
Avg 12+	0.8		6.3	6.3	5.8	7.0	6.1
Tot LCS	0.9		66.5	66.5	67.5	32.5	100.0
Avg LCS	0.9		7.4	7.4	6.7	8.1	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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KFAB	Kindred	C3	92.7	25.0	328	b	Clear Channel Comm	93	0012		g2	Country	150	0.23	5.2	2.1	3.5	4.8	4.0	5.3	3.6	3.0	3.1	
WDAY	Fargo	C	93.7	100.0	1030	b	Clear Channel Comm	65	0012		g2	CHR	900	0.65	11.1	9.1	8.4	10.0	8.9	11.0	9.8	8.9	10.0	
KRVI	Detroit Lakes	C1	95.1	100.0	971	b	Clear Channel Comm	76	0012		g2	Soft AC	550	0.80	5.5	5.4	4.9	4.8	4.5	5.3	4.1	5.1	4.4	
KVMI	Arthur	A	96.7	5.0	361		Ingstad, Tom	94	0208 p	800		Oldies	125	0.59	1.7	0.8	0.4	1.6	1.3	0.9	2.6	0.4	0.9	
KQWB	Moorhead	C1	98.7	100.0	581	a	Triad Bcstg Co	66	9909		g1	Modern Rock	1,300	0.83	12.5	10.4	9.7	12.4	8.9	9.7	6.0	7.6	6.1	
KVOX	Moorhead	C1	99.9	100.0	381	a	Triad Bcstg Co	66	9909		g1	Country	1,200	1.02	9.4	9.1	9.7	8.0	8.0	10.1	10.4	9.3	10.0	
KGBZ	Harwood	C3	100.7	25.0	328		Ingstad, Tom	01	0207	1,090		80s Hits			2.9	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKBX	Fargo	C1	101.9	93.0	1001	b	Clear Channel Comm	84	0012		g2	Country	725	1.05	5.5	4.6	3.5	4.4	4.9	6.2	6.3	7.6	7.4	
KLTA	Breckenridge	C1	105.1	100.0	650	a	Triad Bcstg Co	70	9909		g1	AC	1,100	1.47	6.0	6.2	5.3	4.8	5.4	5.7	9.3	9.3	6.1	
KPFX	Fargo	C1	107.9	100.0	656	a	Triad Bcstg Co	93	9909		g1	Clisc Rock	900	0.71	10.1	7.1	7.5	9.6	7.6	7.0	7.5	9.7	6.6	
# FM Stations -					10	# Combos -					8	FM TOTALS				67.0	57.7	57.8	60.4	53.5	61.2	59.6	60.9	54.6

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	(kW)								Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KFGO	Fargo	B	790	5.0	5.00	b	Clear Channel Comm	48	0012		g2	News/Talk	4,150	1.63	20.4	17.0	17.3	15.9	18.8	16.7	15.8	14.8	17.5	
• WDAY	Fargo	B	970	5.0	5.00		Forum Comm Co	22				News/Talk	875	0.90	7.8	6.2	5.8	5.6	7.6	6.2	6.1	6.8	8.3	
KVOX	Moorhead	B	1280	5.0	1.00	b	Clear Channel Comm	37	0012		g2	Sports	350	1.00	2.8	2.1	1.3	2.0	2.7	2.6	1.9	2.5	3.1	
KQWB	West Fargo	B	1660	10.0	1.00	a	Triad Bcstg Co	00	9909		g1	Nostalgia	125	0.45	2.2	2.5	2.2	2.4	1.3	2.2	2.5	2.1	2.6	
# AM Stations -					4	# Combos -					3	AM TOTALS				33.2	27.8	26.6	25.9	30.4	27.7	26.3	26.2	31.5
AM & FM Stations Profiled -					14	# Duopolies -					6	Total Local Commercial Share					85.5	84.4	86.3	83.9	88.9	85.9	87.1	86.1

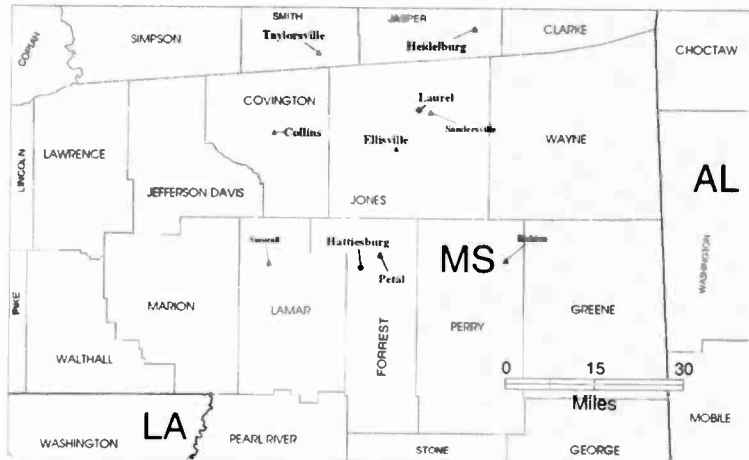
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 216

Revenue Rank: 241

Laurel-Hattiesburg, MS Market Overview



Metro Counties / Population (000)

Forrest, MS	72.9
Jones, MS	65.2
Lamar, MS	39.7
Total	177.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$4,500	\$4,800	\$5,100	\$5,300	\$5,800	\$5,500	3.9%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.2%	\$5,700	\$6,100	\$6,500	\$6,900	\$7,400	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.39/1,000	\$2.51/1,000	Local 85%
Revenue/Capita	\$26.53	\$30.93	\$39.34	National 15%

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	169.6	177.8	0.9%	177.8	188.1	1.1%
Households	61.9	66.5	1.4%	66.5	72.2	1.7%
Retail Sales	NA ^{1/}	2,302.8	NA ^{1/}	2,302.8	2,948.1	5.1%
EBI ^{2/}	1,972.1	2,544.6	5.2%	2,544.6	3,421.7	6.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	84.6	16.4	8.3	10.0	11.0	12.2	11.0	15.6
Women (000)	93.2	15.9	8.0	11.2	11.3	12.9	12.1	21.7
Total	177.8	32.3	16.3	21.2	22.3	25.2	23.1	37.4
Percentage	100.0%	18.2%	9.2%	11.9%	12.5%	14.2%	13.0%	21.0%
Per Capita	\$ 14,312			Median Household	\$ 28,152		Avg Household	\$ 38,265
Ethnic Population:	White 72.2%	Black 26.7%	Asian 0.6%				Hispanic 1.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		8	13	14	5	19
Tot 12+	32.5		51.8	82.9	84.3	0.5	84.8
Avg 12+	5.4		6.5	6.4	6.0	0.1	4.5
Tot LCS	38.3		61.1	97.8	99.4	0.6	100.0
Avg LCS	6.4		7.6	7.5	7.1	0.1	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 Biloxi

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WJMG	Hattiesburg	A	92.1	6.0	299	b	Floyd, Vernon C	82	8610			Urban	350	1.10	5.8	5.6	4.1	3.6	5.9	9.0	7.5	8.3	7.0
WKZW	Sandersville	C2	94.3	50.0	492	d	Blakeney Comm Inc	75	9803	553		Hot AC	150	0.78	3.5	3.2	2.1	3.6	2.2	2.0	3.7	1.9	1.6
WBBN	Taylorville	C2	95.9	31.0	623	d	Blakeney Comm Inc	85				Country	1,250	1.39	16.4	10.2	11.9	12.8	14.1	10.4	13.7	13.1	15.5
• WXHB	Richton	A	96.5	6.0	328	a	Blakeney Comm Inc	95	0209 p	650		Gospel	25	0.12	3.8	5.1	5.2	3.1	3.2	2.0	2.6	2.4	2.1
WFMM	Sumrall	A	97.3	6.0 cp	328		TeleSouth Comm Inc	98	9902	200		News/Talk	50	0.76	1.2	2.8	2.1	1.5	0.5	0.0	0.0	0.0	0.0
WMXI	Laurel	A	98.1	2.6	512	a	Rainey Bcstg Inc	89	9611	75	1	Talk	100	0.63	2.9	1.4	1.6	1.0	3.8	6.0	4.3	1.0	0.5
WHER	Heidelberg	C2	99.3	50.0	492	c	Clear Channel Comm	80	0101		sw	Oldies	525	1.59	6.0	5.6	4.7	6.1	3.8	4.5	1.6	6.3	6.4
WNSL	Laurel	C	100.3	100.0	1066	c	Clear Channel Comm	59	0101		sw	Top 40	800	0.89	16.3	10.6	7.8	13.3	13.5	12.9	9.4	13.1	15.0
WJKX	Ellisville	C2	102.5	50.0	492	c	Clear Channel Comm	73	0101		sw	Urban	650	0.80	14.8	6.9	8.8	9.7	14.6	11.9	11.0	8.3	9.1
WUSW	Hattiesburg	C	103.7	100.0 cp	1056	c	Clear Channel Comm	66	0101		sw	Country	325	1.23	4.8	3.7	5.2	4.1	3.8	3.0	5.0	6.8	4.8
WXRR	Hattiesburg	C1	104.5	100.0	981	d	Blakeney Comm Inc	67	9410	450		Clsc Rock	600	1.47	7.4	7.9	7.8	5.6	6.5	8.5	10.2	9.7	6.4
WZLD	Petal	A	106.3	1.8	400	c	Clear Channel Comm	86	0101		sw	Rock/RhyBl	325	0.81	7.3	13.4	9.3	9.7	2.2	4.5	2.3	2.4	2.7
WKNZ	Collins	A	107.1	2.3	541	a	Rainey Bcstg Inc	78	0011	690	c1	Soft AC	150	2.10	1.3	4.2	2.1	1.0	1.1	1.0	1.5	1.0	1.1
• WZKX	Bay St. Louis	C	107.9	100.0	1460		Dowdy & Dowdy	66				Country	n/a		4.1	3.7	5.7	3.6	3.2	6.5	4.9	3.9	5.9
# FM Stations -					14	# Combos -		12		FM TOTALS				95.6	84.3	78.4	78.7	78.4	82.2	77.7	78.2	78.1	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	Spring 2002											Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• WEEZ	Laurel	D	890	10.0	0.00	c	Clear Channel Comm	57	0101		sw	Urban/Gospl	50			0.0	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				0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	
WAML	Laurel	C	1340	1.0	1.00		Williams, Gerald	32	9112		st	Gospel	50			0.0	0.0	0.0	0.0	1.0	0.8	0.0	1.1	
WFOR	Hattiesburg	C	1400	1.0	1.00	c	Clear Channel Comm	24	0101		sw	DARK				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	0.22	4.2	0.5	2.6	3.1	3.8	3.0	3.3	4.9	2.1	
# AM Stations -					5	# Combos -		3		AM TOTALS				4.2	0.5	3.1	3.1	3.8	4.0	4.1	4.9	3.2		
AM & FM Stations Profiled -					19	# Duopolies -		6		Total Local Commercial Share				84.8	81.5	81.8	82.2	86.2	81.8	83.1	81.3			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 217

Revenue Rank: 245

Ft. Walton Beach, FL Market Overview



Metro Counties / Population (000)

Okaloosa, FL	172.5
	172.5

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$4,900	\$5,400	\$5,200	\$5,500	\$5,700	\$5,300
Revenue/Retail Sales Revenue/Capita	1996	2001	2006		Est. Breakout		
	NA ^{1/}	\$2.05/1,000	\$2.14/1,000		Local	93%	National

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	165.1	172.5	0.9%	172.5	182.3
Households	60.9	64.1	1.0%	64.1	68.5	1.3%
Retail Sales	NA ^{1/}	2,586.5	NA ^{1/}	2,586.5	3,325.1	5.2%
EBI ^{2/}	2,389.7	2,883.0	3.8%	2,883.0	3,641.4	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	87.2	15.7	7.2	8.6	14.6	13.6	12.2	15.4
Women (000)	85.3	15.1	7.0	7.4	12.4	13.1	13.0	17.3
Total	172.5	30.8	14.2	16.0	27.0	26.7	25.1	32.7
Percentage	100.0%	17.8%	8.2%	9.3%	15.6%	15.5%	14.6%	19.0%
Per Capita	\$ 16,713		Median Household	\$ 36,202		Avg Household	\$ 44,976	
Ethnic Population:	White	85.9%	Black	9.6%	Asian	3.4%	Hispanic	4.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		10	9	12	5	17
Tot 12+	11.1		48.8	56.1	59.9	6.9	66.8
Avg 12+	5.6		4.9	6.2	5.0	1.4	3.9
Tot LCS	16.6		73.1	84.0	89.7	10.3	100.0
Avg LCS	8.3		7.3	9.3	7.5	2.1	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 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WMMK	Destin	C3	92.1	25.0	200	a	Gulf Breeze Media	81	9709	1,200	Adult Hits	300	1.95	2.9	1.1	0.5	1.0	3.0	4.0	2.9	4.8	4.0	
WMEZ	Pensacola	C0	94.1	100.0	1329		Pamal Broadcasting	60	0012	See (125)	AC	n/a		1.5	1.1	1.0	1.5	0.5	1.5	1.4	0.0	1.3	
• WZNS	Fort Walton	C1	96.5	100.0	cp	440	c	Cumulus Bcstg Inc	97	0209 p	30,000	c1	500	0.49	19.1	12.2	12.4	13.4	12.6	10.9	14.3	12.9	12.1
WTKE	Holt	C1	98.1	100.0	cp	482		Clear Channel Comm	50	0008			n/a	2.6	2.6	2.1	1.5	2.0	1.5	1.9	1.4	0.9	
• WKSM	Fort Walton	C2	99.5	50.0	cp	440	c	Cumulus Bcstg Inc	65	0209 p		c1	900	1.07	15.8	10.6	8.8	10.9	10.6	15.8	7.3	14.3	8.0
• WNCV	Niceville	A	100.3	3.5		440	c	Cumulus Bcstg Inc	93	0209 p		c1	500	1.07	8.8	6.9	8.2	6.9	5.0	5.0	9.2	5.2	7.6
• WTKX	Pensacola	C	101.5	100.0		1329		Clear Channel Comm	71	9712			n/a	4.0	1.6	2.1	2.5	3.0	2.5	3.4	1.9	1.8	
WWAV	Santa Rosa	C2	102.1	50.0	cp	374	d	Root Comm Group LP	85	9712	950		500	1.43	6.6	3.2	5.2	3.5	5.5	2.0	4.7	2.4	4.0
WMXZ	De Funiak	C2	103.1	50.0		482	d	Root Comm Group LP	74	9712		na	900	3.61	4.7	3.2	5.2	2.5	4.0	5.4	3.8	7.1	9.8
WAAZ	Crestview	C1	104.7	100.0	cp	486	b	Crestview Bcstg Co	65	7008			150	0.98	2.9	2.6	1.5	0.5	3.5	2.0	1.5	3.3	0.9
• WYZB	Mary Esther	C3	105.5	25.0		305	c	Cumulus Bcstg Inc	86	0209 p		c1	950	1.02	17.6	10.6	11.9	10.9	13.1	7.4	7.9	8.6	12.1
WSBZ	Miramar Beach	A	106.3	3.0		328		Carter Broadcasting	94				50	0.31	3.0	4.2	3.6	2.5	1.5	4.6	1.9	0.9	
# FM Stations -				12	# Combos -				8	FM TOTALS					89.5	59.9	62.5	57.6	64.3	59.5	62.9	63.8	63.4

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• WJSB	Crestview	D	1050	3.1	0.00	b	Crestview Bcstg Co	54	7008		Country	50		0.8	1.6	1.0	1.0	0.0	0.5	1.7	0.0	0.9	
• WBZR	Destin	D	1120	2.2	cp	0.00	Destiny Comm Corp	88	0110	75	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	Cumulus Bcstg Inc	53	0209 p		c1	News/Talk	300	0.96	5.9	4.2	4.1	4.0	4.0	1.5	2.9	2.4	6.3
• WFSH	Valparaiso-Nicevi	C	1340	1.0	1.00		Bayou	58	8312	350	1	Oldies			0.8	1.1	1.0	1.0	0.0	0.5	0.0	0.0	0.0
• WJGC	Fort Walton	C	1400	1.0	1.00	a	Gulf Breeze Media	56	0102	500		Urban	150	0.86	3.3	0.0	0.0	3.0	1.5	0.5	1.0	1.4	1.3
# AM Stations -				5	# Combos -				3	AM TOTALS					10.8	6.9	6.1	9.0	5.5	3.0	5.6	3.8	8.5
AM & FM Stations Profiled -				17	# Duopolies -				4	Total Local Commercial Share					66.8	68.6	66.6	69.8	62.5	68.5	67.6	71.9	

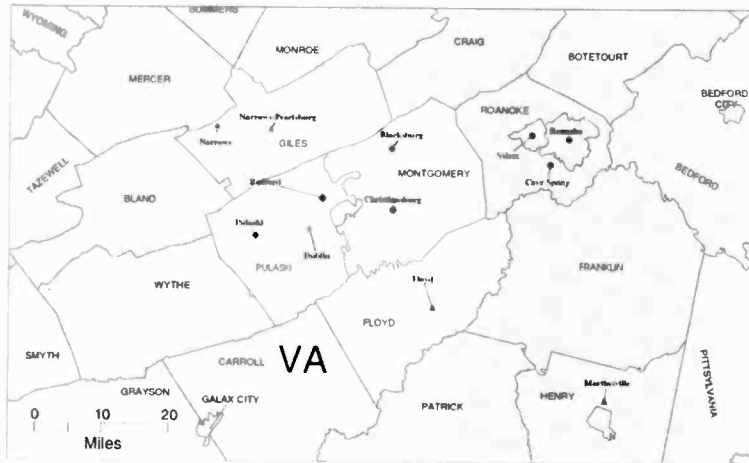
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 218

Revenue Rank: 282

Blacksburg-Christiansburg-Radford-Pulaski Market



Metro Counties / Population (000)

Floyd, VA	14.0
Giles, VA	16.7
Montgomery, VA	84.4
Pulaski, VA	35.2
Radford city, VA	15.9
Total	166.2

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$2,100	\$2,300	\$2,500	\$2,500	\$2,300	\$2,000	-1.5%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-13.0%	\$2,100	\$2,200	\$2,300	\$2,500	\$2,600	6.2%

Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout	
		NA ^{1/}	\$1.17/1,000	\$1.38/1,000	Local
	\$13.39	\$12.03	\$15.42	National	10%

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	156.8	166.2	1.2%	166.2	168.6
Households	57.4	62.3	1.7%	62.3	64.6	0.7%
Retail Sales	NA ^{1/}	1,715.4	NA ^{1/}	1,715.4	1,883.9	1.9%
EBI ^{2/}	1,699.8	2,157.9	4.9%	2,157.9	2,485.6	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	83.0	10.8	6.0	18.9	10.4	11.8	11.2	14.0
Women (000)	83.2	10.1	5.4	16.7	9.6	11.8	11.2	18.5
Total	166.2	20.9	11.4	35.5	19.9	23.6	22.4	32.5
Percentage	100.0%	12.6%	6.9%	21.4%	12.0%	14.2%	13.5%	19.6%
Per Capita	\$ 12,984			Median Household	\$ 27,007		Avg Household	\$ 34,637
Ethnic Population:	White	92.7%	Black	4.4%	Asian	2.6%	Hispanic	1.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		6	6	9	8	17
Tot 12+	3.0		60.2	60.2	63.2	8.0	71.2
Avg 12+	1.0		10.0	10.0	7.0	1.0	4.2
Tot LCS	4.2		84.6	84.6	88.8	11.2	100.0
Avg LCS	1.4		14.1	14.1	9.9	1.4	5.9

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

Competitive Overview

Some Roanoke stations are also rated in this market.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WXLK	Roanoke	C	92.3	88.0	2051		Wheeler, Mel	60	9702	See (110)		CHR	n/a		20.7	12.9	14.4	12.7	14.9	15.3	13.0	15.0	15.8
WSLC	Roanoke	C	94.9	100.0	1982		Wheeler, Mel	48	0005	See (110)		Country	n/a		16.3	15.4	9.9	11.0	10.7	5.6	3.1	4.4	5.3
WROV	Martinsville	C1	96.3	14.0	2077		Clear Channel Comm	50	0008			AOR	n/a		8.2	4.5	6.1	5.0	6.0	8.5	5.1	8.9	10.5
WSLQ	Roanoke	C	99.1	200.0	1992		Wheeler, Mel	47				AC	n/a		18.9	12.4	10.5	11.0	14.3	14.1	12.4	10.6	8.2
WFNR	Christiansburg	A	100.7	0.8	886	a	New River Valley Rad	90	9906	6,455	d1	1 Talk/Sprts	175	4.86	1.8	1.5	2.2	0.6	1.8	0.0	2.5	3.3	3.5
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	175	2.92	3.0	1.5	1.7	2.2	1.8	1.7	1.2	2.8	0.6
WBRW	Blacksburg	C3	105.3	12.0	479	a	New River Valley Rad	64	9906		d1	1 Clsc Rock	550	3.06	9.0	6.5	7.2	5.5	6.5	4.0	3.3	3.3	5.8
WPSK	Pulaski	C3	107.1	1.8	1207	a	New River Valley Rad	67	9906		d1	1 Country	550	2.02	13.6	8.5	8.8	11.0	7.1	13.6	17.1	17.2	16.4
# FM Stations -					9		# Combos -	4		FM TOTALS			91.5 63.2 60.8 59.0 63.1 62.8 57.7 65.5 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	Spring 2002											Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• WFNR	Blacksburg	D	710	10.0	0.00	a	New River Valley Rad	73	9906		d1	1 Nws/Tlk/Spt	125	1.60	3.9	4.0	1.1	2.2	3.0	1.1	3.3	3.9	2.9	
• 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			0.8	1.0	0.0	1.1	0.0	1.7	1.0	0.6	0.0	
• 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	0207	15		Cty/BGs/Gsp	100			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	1.92	2.6	1.5	1.7	2.2	1.2	1.7	4.6	2.8	1.8	
• WKEX	Blacksburg	D	1430	1.0	0.06	b	Baker Family Stns	69	9808	60		Blue Grass	75	2.88	1.3	0.5	0.0	1.7	0.0	2.3	1.3	1.7	0.6	
WRAD	Radford	B	1460	5.0	0.50	a	New River Valley Rad	50	9906		d1	1 Adlt Stndrd	75			1.0	0.6	0.0	0.0	0.0	0.0	0.0	1.8	
# AM Stations -					8		# Combos -	5		AM TOTALS			8.6 8.0 3.4 7.2 4.2 6.8 10.2 9.0 7.1											
AM & FM Stations Profiled -					17		# Duopolies -	6		Total Local Commercial Share			71.2 64.2 66.2 67.3 69.6 67.9 74.5 73.2											

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 219

Revenue Rank: 177

St. Cloud, MN Market Overview



Metro Counties / Population (000)

Benton, MN	34.5
Sherburne, MN	18.0
Stearns, MN	134.2
Total	186.7

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$8,900	\$9,100	\$8,700	\$8,500	\$9,600	\$9,900
★★★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	3.1%	\$10,400	\$11,000	\$11,600	\$12,300	\$13,100	5.8%
Revenue/Retail Sales	NA ^{1/}	\$2.73/1,000	\$2.78/1,000				Est. Breakout
Revenue/Capita	\$51.33	\$53.03	\$66.16				Local 70%
							National 30%

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	173.4	186.7	1.5%	186.7	198.0
Households	59.1	64.6	1.8%	64.6	69.8	1.6%
Retail Sales	NA ^{1/}	3,626.4	NA ^{1/}	3,626.4	4,719.0	5.4%
EBI ^{2/}	2,097.4	2,739.4	5.5%	2,739.4	3,418.5	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	93.8	19.3	8.8	12.8	13.0	13.6	10.9	15.6
Women (000)	93.0	18.1	8.3	12.4	12.2	12.9	10.9	18.2
Total	186.7	37.4	17.0	25.1	25.2	26.5	21.8	33.7
Percentage	100.0%	20.0%	9.1%	13.5%	13.5%	14.2%	11.7%	18.1%
Per Capita	\$ 14,669							
				Median Household	\$ 35,564		Avg Household	\$ 42,420
Ethnic Population:	White	96.8%	Black	1.0%	Asian	1.7%	Hispanic	1.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		9	7	11	6	17
Tot 12+	4.0		40.6	39.7	44.6	17.5	62.1
Avg 12+	2.0		4.5	5.7	4.1	2.9	3.7
Tot LCS	6.4		65.4	63.9	71.8	28.2	100.0
Avg LCS	3.2		7.3	9.1	6.5	4.7	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	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998				
KKJM	St. Joseph	C3	92.9	25.0	328	St. Cloud Diocese	96	0001		dn	Christian	50	0.36	1.4	2.2	0.4	0.9	0.9	1.8	2.8	1.8	1.8				
• KMSR	Alexandria	C3	94.3	12.0 cp	466	Omni Bcstg Co	76	0112	700		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
KMXK	Cold Spring	C2	94.9	50.0	492	d Regent Comm	68	9905	12,700	c1	Hot AC	725	1.38	5.3	3.6	2.1	2.3	4.7	2.3	1.3	2.2	3.6				
KKSR	Sartell	C2	96.7	50.0	453	d Regent Comm	88	0105		d1	Dance/CHR	150	0.30	5.1	1.8	2.1	3.7	3.0	0.9	1.3	1.8	2.2				
WWJO	St. Cloud	C	98.1	100.0	1001	d Regent Comm	75	9905			Country	2,150	1.45	15.0	7.1	8.2	9.3	10.3	10.0	10.9	10.1	9.3				
KZPK	Paynesville	C2	98.9	47.0	499	b Leighton Broadcastin	95	9705	1,000		Country	1,600	1.32	12.2	7.1	7.3	7.0	9.0	8.7	8.9	6.6	9.8				
KCML	St. Joseph	A	99.9	2.9	476	b Leighton Broadcastin	98				Soft Hits	750	1.24	6.1	3.1	5.6	4.2	3.8	4.1	2.9	2.6	4.0				
WHMH	Sauk Rapids	C2	101.7	50.0 cp	476	c Hoppe, Herbert M	75				AOR	100	0.11	9.2	5.8	5.2	6.1	6.0	6.4	7.1	6.2	4.4				
KLZZ	Waite Park	C3	103.7	9.0	413	d Regent Comm	90	0105	5,000	d1	Clsc Rock	700	0.85	8.3	6.7	5.6	6.5	4.3	4.6	8.3	4.8	6.2				
KCLD	St. Cloud	C	104.7	100.0	984	b Leighton Broadcastin	48	7509			CHR	1,700	1.93	8.9	6.3	6.4	6.1	5.6	12.8	9.2	9.7	8.4				
KDDG	Albany	A	105.5	6.0	328	a Starcom	93	9612	1,250	c2	Oldies	150	0.72	2.1	0.9	0.9	1.4	1.3	1.4	1.0	0.0	1.3				
# FM Stations -															11	# Combos -		9	FM TOTALS							
																73.6	44.6	43.8	47.5	48.9	53.0	53.7	45.8	51.0		

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998				
WBHR	Sauk Rapids	B	660	10.0	0.25	c Hoppe, Herbert M	63				Sports				0.0	0.0	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	225	0.47	4.8	2.2	2.1	3.3	3.0	1.4	2.5	1.8	0.0				
• KASM	Albany	D	1150	2.1	0.02	a Starcom	50	9612		c2	FullService	250	0.30	8.5	4.5	6.4	5.1	6.0	2.3	6.2	7.5	6.2				
WJON	St. Cloud	C	1240	1.0	1.00	d Regent Comm	50	9905		c1	News	925	1.44	6.5	5.4	5.6	4.7	3.8	5.5	6.6	6.2	6.7				
KXSS	Waite Park	B	1390	2.5	1.00	d Regent Comm	81	0105		d1	Country	50	0.24	2.1	0.9	0.9	1.9	0.9	0.9	0.8	1.3	0.9				
KNSI	St. Cloud	C	1450	1.0	1.00	b Leighton Broadcastin	38	7509			Talk	350	0.80	4.4	4.5	3.4	2.8	3.0	1.4	1.1	1.8	0.9				
# AM Stations -															6	# Combos -		6	AM TOTALS							
																26.3	17.5	18.4	17.8	16.7	11.5	17.2	18.6	14.7		
AM & FM Stations Profiled -															17	# Duopolies -		5	Total Local Commercial Share							
																62.1	62.2	65.3	65.6	64.5	70.9	64.4	65.7			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 220

Revenue Rank: 196

Duluth, MN - Superior, WI Market Overview



Metro Counties / Population (000)

St. Louis, MN	122.0
Douglas, WI	43.4
Total	165.4

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$6,300	\$6,600	\$7,500	\$8,000	\$8,300	\$7,900	4.5%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.8%	\$8,300	\$8,800	\$9,400	\$9,900	\$10,600	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.71/1,000	\$4.25/1,000	Local 80%
Revenue/Capita	\$38.65	\$47.76	\$65.11	National 20%

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	163.0	165.4	0.3%	165.4	162.8	-0.3%
Households	65.2	67.2	0.6%	67.2	67.3	0.0%
Retail Sales	NA ^{1/}	2,127.2	NA ^{1/}	2,127.2	2,493.9	3.2%
EBI ^{2/}	2,045.9	2,485.0	4.0%	2,485.0	2,888.0	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	80.8	13.6	7.1	7.4	9.3	13.4	11.2	18.9
Women (000)	84.6	13.0	6.8	7.0	9.4	12.6	11.2	24.6
Total	165.4	26.6	13.9	14.4	18.7	26.0	22.4	43.5
Percentage	100.0%	16.1%	8.4%	8.7%	11.3%	15.7%	13.5%	26.3%
Per Capita	\$ 15,022							
				Median Household	\$ 30,354		Avg Household	\$ 37,006
Ethnic Population:	White	95.8%	Black	1.0%	Asian	0.8%	Hispanic	0.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			12	8	12	6	18
Tot 12+			59.4	57.0	59.4	17.0	76.4
Avg 12+			5.0	7.1	5.0	2.8	4.2
Tot LCS			77.7	74.6	77.7	22.3	100.0
Avg LCS			6.5	9.3	6.5	3.7	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		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WWAX	Hermantown	C3	92.1	5.4	705	c	Red Rock Radio Corp	96	9910	2,100	c1	AC	325	0.36	11.5	6.8	7.0	9.3	8.9	9.1	9.0	9.2	6.1	
KQDS	Duluth	C1	94.9	100.0	846	c	Red Rock Radio Corp	76	9811		g1	Clsc Hits	1,400	1.31	13.5	10.1	9.8	11.1	10.3	9.1	8.1	5.3	5.7	
KDAL	Duluth	C1	95.7	100.0	804	b	Midwest Comm Inc	85	0109	7,500	d1	AC	675	1.26	6.8	4.3	4.7	5.1	5.6	6.3	6.8	7.2	9.2	
KTCO	Duluth	C1	98.9	100.0	600	b	Midwest Comm Inc	72	0109		d1	Country	600	1.13	6.7	6.3	7.0	5.6	5.1	3.8	5.3	6.3	8.3	
• KLDJ	Duluth	C2	101.7	18.5	824	a	Regent Comm	94	0208 p		d	Oldies	800	1.23	8.2	8.2	7.4	6.0	7.0	6.7	6.6	7.7	9.6	
KRBR	Superior	C1	102.5	100.0	600	b	Midwest Comm Inc	79	0109		d1	CHR	500	0.77	8.2	8.7	6.0	6.5	6.5	6.7	6.4	6.8	6.6	
KZIO	Two Harbors	C2	104.3	50.0	397	c	Red Rock Radio Corp	95	9910		c1	Clsc Hits	50	0.42	1.5	1.9	0.9	0.9	1.4	2.9	3.2	4.8	4.4	
• KKCB	Duluth	C1	105.1	100.0	791	a	Regent Comm	66	0208 p		d	Country	1,650	1.74	12.0	8.7	10.2	9.3	9.8	11.5	10.0	11.1	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	0.5	0.0	0.0	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	0.1	0.0	0.0	0.0	
WNXR	Iron River	C3	107.3	21.0	361		Bay Broadcasting	94	9909	300		Oldies	100		0.6	0.5	0.5	0.5	0.5	0.5	0.4	0.5	0.4	
• KBMX	Proctor	C2	107.7	7.7	912	a	Regent Comm	94	0208 p		d	Modern AC	350	0.75	5.9	3.9	2.8	4.6	4.7	3.4	2.4	2.9	2.6	
# FM Stations -					12	# Combos -					11	FM TOTALS				74.9	59.4	56.3	58.9	59.8	60.5	58.3	61.8	62.9

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WEBC	Duluth	B	560	50.0	5.00	a	Regent Comm	24	0208 p		d	Talk	425	0.84	6.4	6.8	6.0	5.1	5.1	4.8	4.2	5.8	4.8	
• KDAL	Duluth	B	610	5.0	5.00	b	Midwest Comm Inc	36	0109		d1	FullService	650	0.72	11.4	8.7	10.2	10.2	7.9	7.7	9.3	10.6	9.6	
WDSM	Superior	B	710	10.0	5.00	b	Midwest Comm Inc	39	0109		d1	Talk	150	0.70	2.7	1.0	1.9	1.9	2.3	2.9	2.6	2.4	2.2	
• WWJC	Duluth	D	850	10.0	0.00		WWJC Inc	63	8309	515		Chrst/Talk	50		0.6	0.0	0.9	0.9	0.0	1.9	2.1	0.5	1.3	
• KXTP	Superior	D	970	1.0	0.03	b	Midwest Comm Inc	59	0109		d1	Talk	25		0.3	0.5	0.5	0.0	0.5	0.5	0.5	0.5	0.9	
• KQDS	Duluth	C	1490	1.0	1.00	c	Red Rock Radio Corp	63	9811		g1	News	100	0.33	3.8	0.0	3.3	3.2	2.8	1.9	0.0	0.0	0.0	
# AM Stations -					6	# Combos -					5	AM TOTALS				25.2	17.0	22.8	21.3	18.6	19.7	18.7	19.8	18.8
AM & FM Stations Profiled -					18	# Duopolies -					7	Total Local Commercial Share				76.4	79.1	80.2	78.4	80.2	77.0	81.6	81.7	

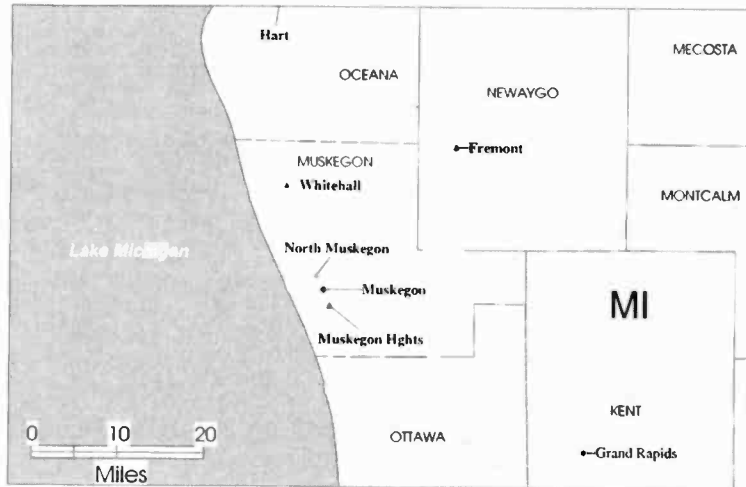
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 221

Revenue Rank: 274

Muskegon, MI Market Overview



Metro Counties / Population (000)

Muskegon, MI	171.0
	171.0

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$5,400	\$5,500	\$3,200	\$3,100	\$3,900	\$3,400
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-12.8%	\$3,600	\$3,900	\$4,200	\$4,500	\$4,800	7.0%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$1.91/1,000	\$2.50/1,000	Local	90%		
Revenue/Capita	\$32.37	\$19.88	\$27.23	National	10%		

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

MSA	1996	2001	Growth Rate	2001	2006	Growth Rate
	Population	166.8	171.0	0.5%	171.0	176.3
Households	60.0	63.4	1.1%	63.4	66.6	1.0%
Retail Sales	NA ^{1/}	1,783.0	NA ^{1/}	1,783.0	1,919.9	1.5%
EBI ^{2/}	1,997.1	2,494.9	4.6%	2,494.9	3,016.8	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	84.0	16.5	7.7	6.9	11.5	13.4	11.2	16.7
Women (000)	87.0	15.9	7.5	6.7	10.7	13.0	11.6	21.6
Total	171.0	32.4	15.2	13.6	22.2	26.4	22.9	38.3
Percentage	100.0%	19.0%	8.9%	7.9%	13.0%	15.4%	13.4%	22.4%
Per Capita	\$ 14,590			Median Household	\$ 32,756		Avg Household	\$ 39,351
Ethnic Population:	White	83.3%	Black	14.7%	Asian	0.6%	Hispanic	3.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	4	1	6	9	5	14
Tot 12+	6.2	38.3	1.1	44.5	45.6	5.6	51.2
Avg 12+	1.6	9.6	1.1	7.4	5.1	1.1	3.7
Tot LCS	12.1	74.8	2.1	86.9	89.1	10.9	100.0
Avg LCS	3.0	18.7	2.1	14.5	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

Some stations also rated in Grand Rapids.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WGVS	Whitehall	A	95.3	2.0	361	d	Grand Valley St Univ	75	9503		dn	Jaz/Nws/Tik	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	0204 p	635	d	Country	125	0.45	8.2	1.1	3.2	4.4	4.9	3.9	3.4	1.9	0.0
WLCS	North Muskegon	A	98.3	2.6	322	e	Unity Bcstg Inc	83	0204 p		d	Oldies	125	0.37	9.9	5.1	4.8	5.9	5.4	5.6	4.8	4.8	0.0
● WSHN	Holton	A	100.1	2.9 cp	472	c	Noordyk Broadcasting	71	9604		st	Top 40	25		0.4	0.0	0.0	0.5	0.0	1.1	0.0	0.5	0.0
WMRR	Muskegon	B1	101.7	12.0	476	b	Clear Channel Comm	74	0010		g1	Cisc Rock	775	1.42	16.0	7.9	7.0	8.3	9.8	9.6	7.8	9.2	0.0
WSNX	Muskegon	B	104.5	32.0	620	a	Clear Channel Comm	71	9910	See (66)		CHR	n/a		24.8	9.6	13.4	15.1	13.2	13.5	11.2	11.6	0.0
WCXT	Hart	C2	105.3	50.0 cp	492		Waters Bcstg Corp	83				Lite AC	100	0.70	4.2	1.1	1.6	2.4	2.4	2.8	2.1	3.4	0.0
WMUS	Muskegon	B	106.9	50.0	479	b	Clear Channel Comm	62	0010		g1	Country	1,725	2.43	20.9	12.4	15.6	13.2	10.7	15.7	16.9	17.9	0.0
WSHZ	Muskegon	B1	107.9	15.0	420	b	Clear Channel Comm	95	0010		g1	Bright AC	300	1.47	6.0	8.4	7.5	3.4	3.4	3.9	4.2	6.3	0.0
# FM Stations -				9	# Combos -				6	FM TOTALS				90.4	45.6	53.1	53.2	49.8	56.1	50.4	55.6	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WGVS	Muskegon	B	850	1.0	1.00	d	Grand Valley St Univ	26	9503		dn	Nws/Tik/Spt	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			1.3	2.2	2.2	1.5	0.0	0.0	1.4	1.0	0.0
WUBR	Whitehall	C	1490	1.0	1.00	e	Unity Bcstg Inc	59	0204 p		d	Adlt Stndrd	25			0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0
WKBZ	Muskegon	B	1520	10.0	1.00		WLC Bcstg Inc	63	9701	400		DARK			1.8	0.0	0.0	0.0	2.0	3.4	3.4	1.9	0.0
● WMHG	Muskegon	B	1600	5.0	5.00	b	Clear Channel Comm	49	0010		g1	MOR	150	0.70	6.3	3.4	5.4	4.9	2.4	2.8	2.5	4.3	0.0
# AM Stations -				5	# Combos -				4	AM TOTALS				9.4	5.6	7.6	6.4	4.4	6.2	9.1	7.2	0.0	
AM & FM Stations Profiled -				14	# Duopolies -				4	Total Local Commercial Share				51.2	60.7	59.6	54.2	62.3	59.5	62.8	0.0		

NOTE: Market reinstated with Spring 1999 period.

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 222

Revenue Rank: 215

Tuscaloosa, AL Market Overview



Metro Counties / Population (000)

Tuscaloosa, AL	166.0
	166.0

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$5,200	\$5,800	\$6,600	\$7,200	\$7,200	\$6,900
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-4.2%	\$7,300	\$7,700	\$8,200	\$8,700	\$9,300
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.22/1,000	2006 \$3.61/1,000			Est. Breakout	
Revenue/Capita	\$32.68	\$41.57	\$54.13			Local	90%
						National	10%

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	159.1	166.0	0.9%	166.0	171.8
Households	58.8	63.0	1.4%	63.0	66.8	1.2%
Retail Sales	NA ^{1/}	2,143.8	NA ^{1/}	2,143.8	2,572.9	3.7%
EBI ^{2/}	2,083.0	2,621.3	4.7%	2,621.3	3,375.9	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	80.2	13.4	7.0	12.3	10.4	12.2	10.4	14.5
Women (000)	85.8	12.7	6.8	13.2	10.3	12.7	11.0	19.0
Total	166.0	26.1	13.9	25.5	20.7	24.9	21.4	33.5
Percentage	100.0%	15.7%	8.4%	15.3%	12.5%	15.0%	12.9%	20.2%
Per Capita	\$ 15,791							
				Median Household	\$ 31,640		Avg Household	\$ 41,608
Ethnic Population:	White	68.7%	Black	29.8%	Asian	1.1%	Hispanic	1.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		9	10	11	5	16
Tot 12+	7.5		55.4	62.9	62.9	11.6	74.5
Avg 12+	3.8		6.2	6.3	5.7	2.3	4.7
Tot LCS	10.1		74.4	84.4	84.4	15.6	100.0
Avg LCS	5.0		8.3	8.4	7.7	3.1	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 Birmingham & Columbus-Starkville

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WTUG	Tuscaloosa	C1	92.9	100.0	981	b	Radio South Inc	79	9302		st	Urban AC	1,325	1.14	16.9	7.9	10.3	13.4	9.9	10.8	10.9	10.3	6.5		
WZBQ	Carrollton	C	94.1	100.0	1007	a	Clear Channel Comm	70	0008		g	CHR	1,275	1.43	12.9	9.8	7.5	8.4	9.4	9.2	5.7	9.2	8.0		
WBHJ	Tuscaloosa	C1	95.7	100.0	981	b	Cox Radio Inc	52	9811	See (57)		CHR/Rhymc	n/a		14.5	12.6	10.9	10.1	9.9	10.3	14.5	12.8	11.9		
WTXT	Fayette	C1	98.1	100.0	906	a	Clear Channel Comm	77	0008		g	Country	2,000	2.00	14.5	7.9	8.6	11.2	8.8	11.9	8.3	9.7	13.4		
WDGM	Greensboro	C3	99.1	3.2	623		Warrior Bcstg Inc	02				Oldies				5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLXY	Northport	C1	100.5	100.0 cp	981	b	Radio South Inc	91				Clsc Rock	600	1.67	5.2	4.2	4.0	2.8	4.4	4.9	1.7	5.6	2.5		
WTID	Reform	C2	101.7	22.5	725	b	Radio South Inc	91	9607	800		Hot AC	400	0.91	6.4	2.8	2.3	4.5	4.4	3.8	5.2	4.6	4.0		
WDXB	Jasper	C1	102.5	90.0 cp	1027		Clear Channel Comm	62	0008			Country	n/a		4.4	5.1	3.4	2.2	3.9	5.9	7.1	1.5	1.5		
WNPT	Linden	C2	102.9	40.0	551	d	Schmitt, Jason	90	0106 p		na	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WQZZ	Eutaw	A	104.3	4.7	371	c	Lawson Comm	90	9211	160		Rhythm/Blue	100	1.21	1.2	4.2	1.7	1.1	0.6	0.0	0.5	0.0	0.0		
WRTR	Tuscaloosa	A	105.5	6.0	299	a	Clear Channel Comm	66	0008		g	Rock	400	1.11	5.2	3.3	4.6	2.8	4.4	3.8	3.6	1.5	5.5		
# FM Stations -					11	# Combos -					8	FM TOTALS					81.2	62.9	53.3	56.5	55.7	60.6	57.5	55.2	53.3

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		Owner	Year Std	Date Acq'd	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)	C										Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
• WTSK	Tuscaloosa	D	790	5.0	0.04	b	Radio South Inc	58	7707			Gospel	250	0.45	8.0	3.7	5.7	3.9	7.2	5.9	4.7	6.7	7.5		
WSPZ	Tuscaloosa	B	1150	5.0	1.00	d	Willis Bcstg Corp	36	9711	130		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WTBC	Tuscaloosa	C	1230	1.0	1.00		John Sisty Enterpris	46	0203		na	News/Talk	200	0.66	4.4	2.3	4.6	3.9	2.2	2.2	1.8	2.6	3.0		
WWPG	Tuscaloosa	B	1280	5.0	0.50	c	Lawson Comm	51	9303	160		Gospel	50	0.60	1.2	1.9	1.7	0.6	1.1	1.1	1.4	2.1	2.0		
• WACT	Tuscaloosa	D	1420	5.0	0.11	a	Clear Channel Comm	58	0008		g	Gospel	300	0.82	5.3	3.7	2.9	3.4	3.9	3.2	4.6	5.1	2.0		
# AM Stations -					5	# Combos -					4	AM TOTALS					18.9	11.6	14.9	11.8	14.4	12.4	12.5	16.5	14.5
AM & FM Stations Profiled -					16	# Duopolies -					3	Total Local Commercial Share					74.5	68.2	68.3	70.1	73.0	70.0	71.7	67.8	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 223

Revenue Rank: 231

Charlottesville, VA Market Overview



Metro Counties / Population (000)

Albemarle, VA	80.1
Charlottesville city	45.4
Fluvanna, VA	20.6
Greene, VA	15.6
Total	161.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$5,100	\$5,400	\$6,000	\$6,400	\$6,600	\$6,000	3.4%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-9.1%	\$6,300	\$6,800	\$7,200	\$7,600	\$8,100	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.39/1,000	\$2.59/1,000	Local 80%
Revenue/Capita	\$35.54	\$37.11	\$46.71	National 20%

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	143.5	161.7	2.4%	161.7	173.4	1.4%
Households	53.3	61.7	3.0%	61.7	67.5	1.8%
Retail Sales	NA ^{1/}	2,509.7	NA ^{1/}	2,509.7	3,128.8	4.5%
EBI ^{2/}	2,237.7	3,095.2	6.7%	3,095.2	3,983.1	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	78.5	12.9	5.5	11.5	11.8	12.7	10.3	13.9
Women (000)	83.2	12.3	5.3	11.2	12.3	13.2	11.4	17.5
Total	161.7	25.2	10.7	22.7	24.1	25.9	21.7	31.4
Percentage	100.0%	15.6%	6.6%	14.0%	14.9%	16.0%	13.4%	19.4%
Per Capita	\$ 19,141							
				Median Household	\$ 50,155		Avg Household	\$ 50,165
Ethnic Population:	White 81.9%		Black 14.4%		Asian 3.3%		Hispanic 2.3%	

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+	32.4	21.6		54.0	54.0	10.2	64.2
Avg 12+	5.4	10.8		7.7	6.8	2.6	5.4
Tot LCS	50.5	33.6		84.1	84.1	15.9	100.0
Avg LCS	8.4	16.8		12.0	10.5	4.0	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WUVA	Charlottesville	A	92.7	0.8	899	WUVA Inc	79			1	Urban AC	400	0.36	18.4	9.6	6.0	8.6	13.1	11.5	10.1	10.6	8.2
WQMZ	Charlottesville	A	95.1	6.0	325	a Eure Communications	54	9710		st	1 AC	1,000	1.37	12.2	8.4	9.0	6.8	7.6	7.9	5.7	4.7	4.4
WWVV	Charlottesville	B	97.5	8.9	1132	a Eure Communications	59	9712		st	Classic MOR	1,150	1.25	15.3	7.8	12.0	9.9	8.3	11.5	7.7	11.8	6.3
WCYK	Staunton	B	99.7	3.3	1693	b Clear Channel Comm	84	9909	6,350	c3	Country	1,000	1.17	14.2	13.8	11.4	8.6	8.3	12.1	11.6	10.0	13.9
WHITE	Ruckersville	A	101.9	6.0	223	b Clear Channel Comm	90	9909		c3	CHR/Top40	200	0.46	7.2	7.2	4.2	7.4	1.4	3.6	3.1	2.9	1.3
WFFX	Crozet	A	102.3	4.9	354	b Clear Channel Comm	80	9909		c3	Clisc Rock	400	1.03	6.5	2.4	3.0	4.3	3.4	3.0	3.6	2.9	3.8
WLSA	Louisa	A	105.5	3.3	299	Mid-Vlrginia Bcstg	80				Country			0.0	0.0	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	1,125	2.72	6.9	4.8	2.4	4.9	3.4	4.8	4.0	5.3	7.0
# FM Stations -				8	# Combos -				6	FM TOTALS				80.7	54.0	48.0	50.5	45.5	54.4	45.8	48.2	44.9

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• 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	0.6	0.0
WINA	Charlottesville	B	1070	5.0	5.00	a Eure Communications	49	0007		st	Nws/Tlk/Spt	650	0.86	12.6	6.6	9.6	7.4	7.6	7.9	12.4	8.8	11.4
WCHV	Charlottesville	B	1260	5.0	2.50	b Clear Channel Comm	30	0007	900	d2	News/Talk	50		0.5	1.2	1.2	0.6	0.0	1.2	0.0	1.2	1.3
WKAV	Charlottesville	C	1400	1.0	1.00	b Clear Channel Comm	57	0007	450		Sports	50	0.14	6.1	2.4	1.8	3.1	4.1	4.2	3.7	4.1	2.5
# AM Stations -				4	# Combos -				3	AM TOTALS				19.2	10.2	12.6	11.1	11.7	13.3	16.1	14.7	15.2
AM & FM Stations Profiled -				12	# Duopolies -				4	Total Local Commercial Share				64.2	60.6	61.6	57.2	67.7	61.9	62.9	60.1	

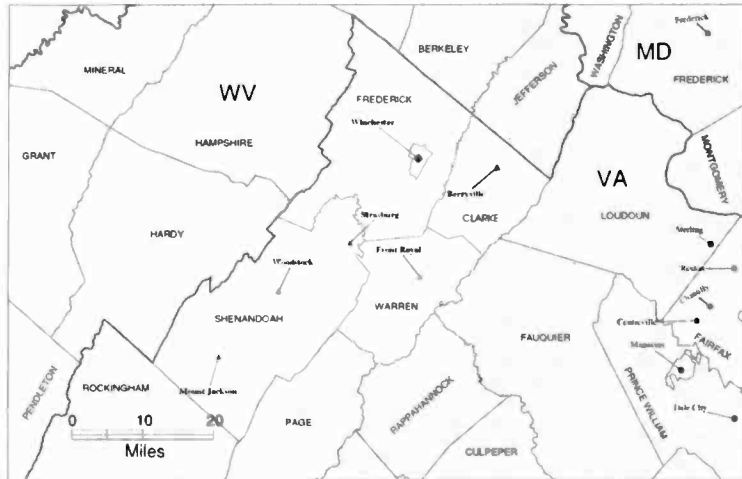
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 224

Revenue Rank: 212

Winchester, VA Market Overview



Metro Counties / Population (000)

Clarke, VA	12.7
Frederick, VA	60.2
Shenandoah, VA	35.3
Warren, VA	32.0
Winchester city, VA	23.7
Total	163.9

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

ESTIMATED GROSS REVENUES

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$5,900	\$6,200	\$6,500	\$7,500	\$7,400	\$7,000	3.3%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-5.4%	\$7,300	\$7,800	\$8,300	\$8,800	\$9,400	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.93/1,000	\$3.26/1,000	Local 80%
Revenue/Capita	\$39.05	\$42.71	\$53.68	National 20%

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	151.1	163.9	1.6%	163.9	175.1	1.3%
Households	57.7	63.5	1.9%	63.5	69.3	1.8%
Retail Sales	NA ^{1/}	2,386.0	NA ^{1/}	2,386.0	2,880.3	3.8%
EBI ^{2/}	2,007.1	2,665.7	5.8%	2,665.7	3,256.8	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	80.9	13.8	6.4	6.7	11.3	13.4	12.9	16.4
Women (000)	83.0	13.2	6.0	6.8	10.8	12.9	12.8	20.6
Total	163.9	27.0	12.4	13.5	22.1	26.3	25.7	36.9
Percentage	100.0%	16.5%	7.6%	8.2%	13.5%	16.0%	15.7%	22.5%
Per Capita	\$ 16,264			Median Household	\$ 35,688		Avg Household	\$ 41,979
Ethnic Population:	White	94.2%	Black	4.5%	Asian	0.9%	Hispanic	2.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	4	4		4	8	5	13
Tot 12+	11.9	35.6		39.9	47.5	2.9	50.4
Avg 12+	3.0	8.9		10.0	5.9	0.6	3.9
Tot LCS	23.6	70.6		79.2	94.2	5.8	100.0
Avg LCS	5.9	17.7		19.8	11.8	1.2	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		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WINC	Winchester	B	92.5	22.0	1424	c	Mid Atlantic Network	46				AC	2,600	1.27	29.3	12.8	15.4	14.3	17.2	17.0	11.4	13.2	9.5		
WAZR	Woodstock	B1	93.7	8.5 cp	420	b	Clear Channel Comm	85	0206	See (263)		Top 40	n/a		5.9	2.4	2.7	3.4	3.0	3.9	4.4	2.6	4.0		
WZRV	Front Royal	A	95.3	6.0	299	a	Royal Broadcasting	81	0007	950	c2	Oldies	500	1.19	6.0	1.9	2.3	3.0	3.5	2.9	2.5	1.6	3.5		
WSIG	Mount Jackson	B1	96.9	5.3 cp	712	d	Shenandoah Valley TV	88	0205	675	c1	Country	300	0.78	5.5	1.4	4.1	3.9	2.0	3.4	2.5	5.8	3.5		
WFQX	Front Royal	A	99.3	3.0	269	b	Clear Channel Comm	73	0008		g	Clsc Rock	400	0.56	10.2	3.8	6.3	5.4	5.6	4.4	6.8	4.2	5.5		
WUSQ	Winchester	B	102.5	32.0	630	b	Clear Channel Comm	65	0008		g	Country	2,400	1.07	31.9	19.0	15.4	16.7	17.7	14.1	19.7	22.1	21.4		
WWRT	Strasburg	A	104.9	4.1	220	c	Mid Atlantic Network	87	9707	850	d1	Clsc Rock	225	1.00	3.2	1.9	1.4	2.0	1.5	1.5	1.0	1.6	0.5		
WWRE	Berryville	A	105.5	3.0	299	c	Mid Atlantic Network	80	9707		d1	Clsc Rock	300	1.34	3.2	4.3	0.9	2.5	1.0	1.0	1.7	2.6	1.0		
# FM Stations -					8	# Combos -					8	FM TOTALS					95.2	47.5	48.5	51.2	51.5	48.2	50.0	53.7	48.9

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)	(kW)											Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WTFX	Winchester	B	610	0.5	0.50	b	Clear Channel Comm	61	0008		g	ChrsContem	50		0.5	0.0	0.0	0.0	0.5	0.0	0.6	0.5	1.0		
• WSVG	Mount Jackson	D	790	1.0	0.04	d	Shenandoah Valley TV	54	0205		c1	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAMM	Woodstock	C	1230	1.0	0.25		Hometown Bcstg LLC	81	0207 p	140		Soft AC				0.0	0.0	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	175	0.60	4.2	2.4	2.7	3.0	1.5	1.0	1.1	2.1	3.5		
WFTR	Front Royal	C	1450	1.0	1.00	a	Royal Broadcasting	48	0007		c2	Nws/Tlk/Spt				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					5	# Combos -					4	AM TOTALS					4.7	2.9	2.7	3.0	2.0	1.0	1.7	2.6	4.5
AM & FM Stations Profiled -					13	# Duopolies -					3	Total Local Commercial Share					50.4	51.2	54.2	53.5	49.2	51.7	56.3	53.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 225

Revenue Rank: 248

Redding, CA Market Overview



Metro Counties / Population (000)

Shasta, CA	164.5
	164.5

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$4,600	\$5,300	\$5,500	\$4,700	\$5,600	\$5,100	2.1%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-8.9%	\$5,400	\$5,700	\$6,100	\$6,500	\$6,900	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.47/1,000	\$2.70/1,000	Local 77%
Revenue/Capita	\$27.63	\$31.00	\$40.68	National 23%

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	166.5	164.5	-0.2%	164.5	169.6	0.6%
Households	63.4	63.2	-0.1%	63.2	65.8	0.8%
Retail Sales	NA ^{1/}	2,062.9	NA ^{1/}	2,062.9	2,556.8	4.4%
EBI ^{2/}	1,947.1	2,304.1	3.4%	2,304.1	2,636.7	2.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	81.1	15.9	7.4	5.5	9.2	13.1	12.3	17.7
Women (000)	83.4	14.6	6.9	5.5	9.7	13.6	12.5	20.7
Total	164.5	30.5	14.2	11.0	18.9	26.7	24.8	38.4
Percentage	100.0%	18.5%	8.6%	6.7%	11.5%	16.2%	15.1%	23.3%
Per Capita	\$ 14,007							
				Median Household	\$ 29,114		Avg Household	\$ 36,457
Ethnic Population:	White	92.6%	Black	1.0%	Asian	2.4%	Hispanic	5.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	1	10	8	12	5	17
Tot 12+	1.0	2.6	57.8	57.8	61.4	15.3	76.7
Avg 12+	1.0	2.6	5.8	7.2	5.1	3.1	4.5
Tot LCS	1.3	3.4	75.4	75.4	80.1	19.9	100.0
Avg LCS	1.3	3.4	7.5	9.4	6.7	4.0	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 Chico.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998				
KEWB	Anderson	C2	94.7	4.2	1565	b	Results Radio LLC	83	0007		d4	CHR	450	1.04	8.5	5.6	7.1	6.6	6.3	10.7	8.7	4.4	5.9			
KALF	Red Bluff	B	95.7	7.0	1266	c	Regent Comm	78	9806			Country	n/a		1.8	2.6	0.5	1.7	1.0	1.0	0.8	0.9	1.0			
KKXS	Shingletown	A	96.1	0.5	1175	b	Results Radio LLC	01				Country			1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KNCQ	Redding	C	97.3	28.0	3570	b	Results Radio LLC	85	0007		d4	Country	700	1.21	11.3	14.3	12.7	7.2	10.2	7.8	13.9	7.1	10.4			
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	0.0			
KNNN	Shasta Lake City	C2	99.3	1.6	1526	c	Regent Comm	89	9806	3,500	d2	Top 40	725	1.55	9.2	4.1	6.1	7.2	6.8	6.8	7.0	14.2	12.4			
KLVB	Red Bluff	C2	102.7	5.5	1414		Educational Media	85	0007	750		Clsc Rock	50		0.6	0.0	0.0	0.0	1.0	2.9	1.6	5.8	4.0			
KHRD	Weaverville	C2	103.1	0.6	3593	b	Results Radio LLC	99				Rock	200	1.03	3.8	2.6	4.1	3.9	1.9	3.4	0.0	0.0	0.0			
KSHA	Redding	C	104.3	100.0	1558	c	Regent Comm	81	9806		g1	Soft Rock	650	1.17	10.9	7.7	9.6	8.8	7.8	7.8	9.1	9.8	6.4			
KRDG	Shingletown	C1	105.3	28.0 cp	1243	c	Regent Comm	94	9806		d2	Oldies	350	0.79	8.7	8.7	6.6	5.5	7.8	5.8	6.2	6.7	6.9			
KRRX	Burney	C	106.1	100.0	1969	c	Regent Comm	85	9806		d2	Rock & Roll	500	0.88	11.2	9.2	6.6	8.8	8.3	9.7	5.5	6.7	4.0			
KESR	Shasta Lake City	C3	107.1	1.4	1362	b	Results Radio LLC	98	0007		d4	Modem AC	350	1.06	6.5	5.6	2.5	5.0	4.9	1.9	1.9	6.2	4.5			
# FM Stations -															12	# Combos -		11	FM TOTALS							
															72.5	61.4	56.8	54.7	56.0	57.8	54.7	61.8	55.5			

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• 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	0.0
KLXR	Redding	C	1230	1.0	1.00		Quinn, Michael	56	9912	125	na	Adlt Stndrd	75	0.24	6.2	3.6	3.0	2.8	6.8	4.4	5.8	4.9	6.9
KQMS	Redding	C	1400	1.0	1.00	c	Regent Comm	54	9806		g1	News/Talk	950	0.95	19.7	9.7	9.6	15.5	14.6	10.2	12.5	11.1	13.9
KCNR	Shasta	B	1460	0.8	0.75		M C Allen Production	67	9610	35		Sprts/Talk			0.0	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	100	1.23	1.6	2.0	1.0	0.6	1.9	0.0	0.0	2.2	1.0
# AM Stations -				5	# Combos -		3	AM TOTALS															
AM & FM Stations Profiled -				17	# Duopolies -		6	Total Local Commercial Share															
															27.5	15.3	13.6	18.9	23.3	14.6	18.3	18.2	21.8
															76.7	70.4	73.6	79.3	72.4	73.0	80.0	77.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 226

Revenue Rank: 200

Marion-Carbondale, IL Market Overview



Metro Counties / Population (000)

Franklin, IL	38.9
Jackson, IL	59.5
Williamson, IL	61.6
Total	160.0

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	\$6,000	\$6,800	\$7,200	\$7,900	\$7,600
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-3.8%	\$8,100	\$8,500	\$9,000	\$9,500	\$10,100	6.0%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$4.27/1,000	\$5.22/1,000	Local	88%		
Revenue/Capita	\$32.52	\$47.50	\$62.85	National	12%		

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	163.0	160.0	-0.4%	160.0	160.7	0.1%
Households	64.4	63.9	-0.2%	63.9	64.9	0.3%
Retail Sales	NA ^{1/}	1,780.3	NA ^{1/}	1,780.3	1,935.5	1.7%
EBI ^{2/}	1,838.5	2,188.5	3.5%	2,188.5	2,520.8	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	78.7	12.0	6.2	12.3	10.0	11.3	10.7	16.3
Women (000)	81.3	11.4	5.9	10.1	9.2	11.1	10.9	22.8
Total	160.0	23.4	12.1	22.4	19.1	22.4	21.5	39.0
Percentage	100.0%	14.6%	7.6%	14.0%	12.0%	14.0%	13.5%	24.4%
Per Capita	\$ 13,678	Median Household		\$ 25,587	Avg Household		\$ 34,249	
Ethnic Population:	White 91.7%	Black 6.2%	Asian 1.6%	Hispanic 1.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	7		7	11	6	17
Tot 12+	11.9	54.2		56.9	66.1	10.8	76.9
Avg 12+	3.0	7.7		8.1	6.0	1.8	4.5
Tot LCS	15.5	70.5		74.0	86.0	14.0	100.0
Avg LCS	3.9	10.1		10.6	7.8	2.3	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	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)										
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998			
WVZA	Herrin	B1	92.7	25.0	328	a	Clear Channel Comm	94	0101		sw	CHR	325	0.93	4.6	3.2	2.3	5.5	1.8	4.1	2.6	3.7	4.9		
WUEZ	Carterville	B1	95.1	17.6	390	b	Zimmer Radio Group	92	9706	1,250	c3	Soft Hits	400	0.69	7.6	7.5	7.5	6.0	5.9	3.1	5.1	4.8	3.8		
WQUL	West Frankfort	A	97.7	3.5	433	a	Clear Channel Comm	72	0101		sw	Clsc Rock	300	0.79	5.0	5.9	3.4	3.8	4.1	4.1	3.7	4.8	4.4		
WOOZ	Harrisburg	B	99.9	32.0	620	b	Zimmer Radio Group	47	8907	713		Country	950	0.91	13.7	11.3	12.1	11.5	10.1	7.2	8.1	11.2	12.1		
WCIL	Carbondale	B	101.5	28.5	653	b	Zimmer Radio Group	68	9608	1,765	c1	Hot AC	950	0.96	13.0	9.1	5.7	8.7	11.8	10.8	13.0	12.3	13.2		
WXLT	Christopher	A	103.5	6.0	328	b	Zimmer Radio Group	91	9805	675		Rock	375	1.37	3.6	1.6	2.9	3.3	2.4	3.6	3.7	5.3	4.4		
WXAN	Ava	A	103.9	2.9	469		Lawder, Harold L	82				Gospel	125	0.66	2.5	2.2	2.3	1.6	2.4	2.1	3.9	1.6	1.6		
WBVN	Carrier Mills	A	104.5	6.0	328		Anderson, K & J	90				Hot AC	100	0.73	1.8	2.2	1.7	1.6	1.2	1.5	1.6	2.1	2.2		
WTAO	Murphysboro	B1	105.1	25.0	308	a	Clear Channel Comm	72	0101		sw	Adult Rock	1,000	0.99	13.3	8.6	8.0	12.0	8.9	11.9	10.2	7.5	5.5		
WQRL	Benton	B1	106.3	12.5	459		Dana Comm Corp	73	9204	250		Oldies	525	1.13	6.1	4.3	6.3	4.9	4.7	4.1	3.4	3.2	2.7		
WDDD	Marion	B	107.3	50.0	492	a	Clear Channel Comm	70	0101		sw	Country	1,725	1.25	18.2	10.2	14.4	10.9	17.8	11.3	12.4	9.6	12.1		
# FM Stations -														11	# Combos -		8	FM TOTALS							
														89.4	66.1	66.6	69.8	71.1	63.8	67.7	66.1	66.9			

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WDDD	Johnston City	B	810	0.3	0.25	a	Clear Channel Comm	79	0101		sw	Country			0.4	0.5	0.6	0.0	0.6	1.0	0.5	0.5	0.5
• WCIL	Carbondale	D	1020	1.0	0.00	b	Zimmer Radio Group	46	9608		c1	News			0.7	1.1	1.1	0.5	0.6	1.0	0.5	0.5	0.5
• WGGH	Marion	D	1150	5.0	0.00		Vine Bcstg Inc	49	9204	396		Gospel	175	2.09	1.1	1.6	1.1	1.1	0.6	1.0	1.7	0.0	2.2
• WFRX	West Frankfort	D	1300	1.0	0.06	a	Clear Channel Comm	51	0101		sw	Adlt Stndrd	150	0.62	3.2	2.2	3.4	2.7	2.4	2.6	3.4	2.7	2.7
• WJPF	Herrin	C	1340	0.8	0.00	b	Zimmer Radlo Group	40	9706		c3	Nws/Tlk/Spt	350	1.07	4.3	3.8	3.4	4.4	2.4	3.1	2.6	2.7	3.3
• WINI	Murphysboro	B	1420	0.4	0.50		Radio Station WINI	54	6807			Nws/Tlk/Spt	125		0.8	1.6	1.7	0.0	1.2	0.5	1.4	2.1	2.2
# AM Stations -				6	# Combos -		4	AM TOTALS															
AM & FM Stations Profiled -				17	# Duopolies -		6	Total Local Commercial Share															
														10.5	10.8	11.3	8.7	7.8	9.2	10.1	8.5	11.4	
														76.9	77.9	78.5	78.9	73.0	77.8	74.6	78.3		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 227

Revenue Rank: 183

Rochester, MN Market Overview



Metro Counties / Population (000)

Dodge, MN	17.9
Olmsted, MN	125.6
Wabasha, MN	21.8
Total	165.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES *	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$7,600	\$8,100	\$8,400	\$8,900	\$9,600	\$9,400
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-2.1%	\$9,900	\$10,600	\$11,200	\$11,900	\$12,700	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.41/1,000	\$3.49/1,000	Local 85%
Revenue/Capita	\$49.93	\$56.87	\$73.20	National 15%

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	152.2	165.3	1.7%	165.3	173.5	1.0%
Households	56.7	63.1	2.2%	63.1	67.6	1.4%
Retail Sales	NA ^{1/}	2,754.4	NA ^{1/}	2,754.4	3,638.6	5.7%
EBI ^{2/}	2,339.4	3,150.6	6.1%	3,150.6	3,921.9	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	81.0	16.9	6.9	5.9	12.4	13.1	11.9	14.0
Women (000)	84.3	16.1	6.8	6.3	12.4	13.1	11.9	17.6
Total	165.3	33.0	13.7	12.3	24.8	26.2	23.8	31.5
Percentage	100.0%	19.9%	8.3%	7.4%	15.0%	15.9%	14.4%	19.1%
Per Capita	\$ 19,060							
				Median Household	\$ 43,542		Avg Household	\$ 49,930
Ethnic Population:	White	93.3%	Black	2.6%	Asian	3.8%	Hispanic	2.5%

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+	4.7		55.1	58.6	59.8	9.4	69.2
Avg 12+	1.6		7.9	8.4	6.0	1.9	4.6
Tot LCS	6.8		79.6	84.7	86.4	13.6	100.0
Avg LCS	2.3		11.4	12.1	8.6	2.7	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 Mason City, IA,

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
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	Llte Rock				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	1,675	1.37	13.0	8.2	7.5	9.0	9.2	8.8	8.4	0.0	0.0		
KNXR	Rochester	C	97.5	100.0	1040		United Audio Corp	65				Adlt Stndrd	600	0.61	10.5	9.4	8.6	7.2	7.5	11.8	10.2	0.0	0.0		
KRCH	Rochester	C2	101.7	39.0	554	b	Clear Channel Comm	68	0010		g1	Clsc Rock	1,600	1.04	16.4	8.2	8.0	12.6	10.3	11.2	8.8	0.0	0.0		
KMFX	Lake City	C3	102.5	9.4	528	b	Clear Channel Comm	93	0010		g1	Country	750	0.95	8.4	7.6	6.3	6.6	5.2	8.8	7.1	0.0	0.0		
KVGO	Spring Valley	C3	104.3	10.0	512		KFIL Inc	94	9701	150		Oldies	300	0.76	4.2	1.2	0.6	3.0	2.9	3.5	3.3	0.0	0.0		
KYBA	Stewartville	C2	105.3	50.0	492	c	Southern Minn Bcstg	92	9307	125		Soft AC	1,475	1.33	11.8	7.0	7.5	7.8	8.6	5.9	5.5	0.0	0.0		
KROC	Rochester	C0	106.9	100.0	1109	c	Southern Minn Bcstg	65				Top 40	1,425	0.77	19.8	13.5	11.5	13.2	14.4	12.4	12.9	0.0	0.0		
KLCX	St. Charles	A	107.7	2.0	571	a	Bill, Howard G.	97	9808	67		Oldies	300	0.97	3.3	4.7	4.0	3.0	1.7	1.8	2.8	0.0	0.0		
# FM Stations -					10	# Combos -					6	FM TOTALS					87.4	59.8	54.0	62.4	59.8	64.2	59.0	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
• KNFX	Austin	B	970	5.0	0.50	b	Clear Channel Comm	60	0010		g1	Nws/Spt/Tlk	100	0.51	2.1	1.8	1.1	1.8	1.1	0.6	0.0	0.0	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		
KWEB	Rochester	B	1270	5.0	1.00	b	Clear Channel Comm	57	0010		g1	Sports	225	1.50	1.6	0.6	1.7	1.2	1.1	1.2	0.9	0.0	0.0		
KROC	Rochester	C	1340	1.0	1.00	c	Southern Minn Bcstg	35				News/Talk	800	1.06	8.0	6.4	7.5	6.0	5.2	5.3	7.5	0.0	0.0		
• KOLM	Rochester	D	1520	10.0	0.80	a	Bill, Howard G.	63				Adlt Stndrd	150		0.8	0.6	1.1	0.0	1.1	0.6	0.8	0.0	0.0		
# AM Stations -					5	# Combos -					5	AM TOTALS					12.5	9.4	11.4	9.0	8.5	7.7	9.2	0.0	0.0
AM & FM Stations Profiled -					15	# Duopolies -					4	Total Local Commercial Share					69.2	65.4	71.4	68.3	71.9	68.2	0.0	0.0	

NOTE: Market reinstated with Fall 1999 period.

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

Metro Rank: 228

Revenue Rank: 245

Dubuque, IA Market Overview



Metro Counties / Population (000)

Dubuque, IA	89.3
Grant, WI	49.6
Jo Daviess, IL	22.3
Total	161.2

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$5,200	\$5,800	\$5,600	\$5,900	\$5,500	\$5,300
Revenue/Retail Sales Revenue/Capita	1996	2001	2006		Est. Breakout		
	NA ^{1/}	\$2.54/1,000	\$2.84/1,000		Local	88%	
	\$32.28	\$32.88	\$43.64		National	12%	

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	161.1	161.2	0.0%	161.2	160.4
Households	58.2	59.3	0.4%	59.3	60.1	0.3%
Retail Sales	NA ^{1/}	2,085.9	NA ^{1/}	2,085.9	2,460.6	3.4%
EBI ^{2/}	2,093.5	2,549.6	4.0%	2,549.6	2,981.3	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	79.4	14.5	7.6	8.7	9.5	11.5	10.9	16.7
Women (000)	81.8	13.8	7.2	7.1	9.2	11.5	11.1	22.0
Total	161.2	28.3	14.7	15.8	18.6	23.0	22.0	38.7
Percentage	100.0%	17.6%	9.1%	9.8%	11.6%	14.2%	13.6%	24.0%
Per Capita	\$ 15,817		Median Household	\$ 35,487		Avg Household	\$ 42,995	
Ethnic Population:	White	98.3%	Black	0.8%	Asian	0.6%	Hispanic	1.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		5	7	11	4	15
Tot 12+	14.3		43.7	54.5	58.0	13.2	71.2
Avg 12+	2.4		8.7	7.8	5.3	3.3	4.7
Tot LCS	20.1		61.4	76.5	81.5	18.5	100.0
Avg LCS	3.3		12.3	10.9	7.4	4.6	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KATF	Dubuque	C1	92.9	100.0	469	c	Radio Dubuque Inc	67	0006	3,680	c3	AC	950	1.49	12.0	9.8	9.0	9.0	8.4	9.1	8.6	10.5	9.8
KGRR	Epworth	C3	97.3	19.0	381	c	Radio Dubuque Inc	94	0006	1,500		Clsc Rock	400	1.02	7.4	3.4	5.7	4.3	6.5	7.2	6.5	6.1	6.7
WGLR	Lancaster	C3	97.7	11.5 cp	482	a	Television Wisconsin	82	9806	1,660	c1	Country	600	1.47	7.7	6.9	8.1	5.1	6.1	6.7	4.8	6.6	6.3
KDST	Dyersville	A	99.3	3.0	299		Design Homes Inc	85	8811	22		Country	325	2.19	2.8	2.5	1.4	1.7	2.3	2.4	3.4	1.3	2.2
• WQLF	Lena	A	102.1	5.2 cp	351		Thompson & Spielman	02	0203	170	cp	Clsc Hits				0.0	0.0	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	400	0.85	8.9	5.9	7.6	5.1	7.9	7.2	4.6	7.5	5.4
WJOD	Asbury	C3	103.3	6.6	643	b	Cumulus Bcstg Inc	94	9803	1,350		Country	800	0.92	16.4	11.3	16.6	12.0	11.7	11.5	16.4	10.1	9.4
KLYV	Dubuque	C2	105.3	50.0	331	b	Cumulus Bcstg Inc	65	9810		d3	Top 40	725	0.84	16.3	12.3	8.5	13.2	10.3	10.5	10.1	11.4	11.2
• KIYX	Sageville	A	106.1	4.2	394	a	Television Wisconsin	99				Lite AC	100	1.26	1.5	0.5	1.4	1.3	0.9	0.5	1.5	0.0	0.0
• WPVL	Platteville	A	107.1	4.2	394	a	Television Wisconsin	66	9804	825	c2	Oldies	50		0.6	0.5	0.5	0.4	0.5	1.0	1.4	1.3	1.3
WDBQ	Galena	A	107.5	6.0	328	b	Cumulus Bcstg Inc	89	9810		d3	Oldies	200	0.45	8.3	4.9	3.8	6.4	5.6	6.2	5.5	3.9	5.8
# FM Stations -					11	# Combos -					9	FM TOTALS			81.9	58.0	62.6	58.5	60.2	62.3	62.8	58.7	58.1

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WGLR	Lancaster	D	1280	0.5	0.02	a	Television Wisconsin	77	9804		c1	AC			0.3	0.0	0.0	0.0	0.5	0.5	0.2	0.0	0.4
KDTH	Dubuque	B	1370	5.0	5.00	c	Radio Dubuque Inc	41	0006		c3	Adlt Stndrd	600	0.89	12.7	9.3	8.5	8.1	10.3	7.2	7.3	8.3	8.5
WDBQ	Dubuque	C	1490	1.0	1.00	b	Cumulus Bcstg Inc	33	9810		d3	Nws/Tlk/Spt	100	0.61	3.1	2.9	1.9	2.6	1.9	1.9	1.8	1.8	2.2
WPVL	Platteville	B	1590	1.0	0.50	a	Television Wisconsin	55	9804		c2	Oldies	50	0.52	1.8	1.0	0.9	1.7	0.9	1.4	0.9	1.8	1.8
# AM Stations -					4	# Combos -					4	AM TOTALS			17.9	13.2	11.3	12.4	13.6	11.0	10.2	11.9	12.9
AM & FM Stations Profiled -					15	# Duopolies -					5	Total Local Commercial Share				71.2	73.9	70.9	73.8	73.3	73.0	70.6	71.0

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 229

Revenue Rank: 245

Abilene, TX Market Overview



Metro Counties / Population (000)

Callahan, TX	13.0
Jones, TX	21.1
Taylor, TX	127.1
Total	161.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$4,800	\$4,900	\$5,500	\$5,800	\$5,900	\$5,300
Revenue/Retail Sales	1996	2001	2006		Est. Breakout		
	NA ^{1/}	\$2.54/1,000	\$3.07/1,000		Local	83%	
Revenue/Capita	\$31.79	\$32.88	\$43.19		National	17%	

Demographic and Economic Overview

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

MSA Population	1996	2001	Growth Rate	2001	2006	Growth Rate
	Households	151.0	161.2	1.3%	161.2	164.4
Retail Sales	55.1	59.3	1.5%	59.3	61.6	0.8%
EBI ^{2/}	NA ^{1/}	2,086.4	NA ^{1/}	2,086.4	2,313.1	2.1%
	1,841.3	2,232.0	3.9%	2,232.0	2,598.5	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	78.3	15.5	6.9	8.9	10.7	11.1	9.9	15.3
Women (000)	82.9	14.8	6.6	8.4	10.1	11.3	10.8	21.0
Total	161.2	30.3	13.5	17.3	20.8	22.4	20.6	36.3
Percentage	100.0%	18.8%	8.4%	10.7%	12.9%	13.9%	12.8%	22.5%
Per Capita	\$ 13,846							
				Median Household	\$ 28,595		Avg Household	\$ 37,638
Ethnic Population:	White	90.0%	Black	7.4%	Asian	1.5%	Hispanic	17.4%

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+			80.5	78.4	80.5	4.6	85.1
Avg 12+			6.2	6.5	6.2	0.8	4.5
Tot LCS			94.6	92.1	94.6	5.4	100.0
Avg LCS			7.3	7.7	7.3	0.9	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	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)															
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998								
KULL	Abilene	C2	92.5	44.0	525	a	97	0012		g1	Oldies	350	0.86	7.7	5.2	3.8	7.2	5.7	6.1	6.8	9.7	8.7								
• KNCE	Baird	C1	95.1	100.0	742		81	0209 p	900		Gospel	150	0.83	3.4	3.1	4.9	3.1	2.6	3.3	2.9	0.0	0.0								
KORQ	Winters	C2	96.1	50.0	492		99	0207 p	675		Oldies	200	1.22	3.1	2.6	3.8	2.1	3.1	1.7	0.0	0.0	0.0								
KVRP	Haskell	C1	97.1	100.0	532	b		81			Country	350	3.00	2.2	2.1	1.1	1.0	2.6	0.0	0.9	0.0	1.1								
• KFQX	Anson	C1	98.1	100.0 cp	295	c	88	9911	200	sw	Mix AC	200	1.22	3.1	2.6	2.2	2.1	3.1	2.2	4.4	1.4	1.1								
• KBCY	Tye	C1	99.7	100.0	745	c	83	9803	1,812	d1	Country	450	0.76	11.2	14.4	9.8	9.7	8.9	8.3	7.2	3.7	3.3								
KHYS	Abilene	C	100.7	100.0	1280	a	74	0012		g1	Hot AC	350	0.73	9.0	7.2	5.5	7.7	7.3	9.4	8.1	5.6	6.0								
• KHXS	Merkel	C1	102.7	66.0	1148	c	76	9806	1,600		Clsc Rock	450	1.05	8.1	7.7	8.7	6.7	6.8	2.2	5.7	3.7	6.5								
• KCDD	Hamlin	C	103.7	100.0	984	c	87	9803		d1	CHR	500	0.76	12.4	8.8	9.8	10.8	9.9	12.2	11.2	15.7	12.5								
KEAN	Abilene	C1	105.1	100.0	886	a	69	0012		g1	Country	1,000	1.16	16.2	10.8	12.6	11.8	15.1	17.1	16.6	22.7	23.9								
KKHR	Abilene	C2	106.3	50.0 cp	184		89	0005		sw	Tejano	150	0.66	4.3	3.6	8.7	4.1	3.1	3.9	3.4	3.7	2.7								
KOES	Stamford	C2	106.9	40.0	548		99	0106	400		Country	200	1.02	3.7	2.6	1.1	4.1	2.1	1.7	1.5	1.4	0.0								
KEYJ	Abilene	C1	107.9	100.0	886	a	61	0012		g1	Rock	450	0.82	10.3	9.8	5.5	8.2	8.9	6.6	6.9	8.8	7.1								
# FM Stations -														13	# Combos -		9	FM TOTALS				94.7	80.5	77.5	78.6	79.2	74.7	75.6	76.4	72.9

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)															
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998								
KSLI	Abilene	B	1280	0.5	0.23	a	57	0012		g1	Easy	75		0.6	1.5	1.1	1.0	0.0	0.0	0.0	0.0	0.9	0.0							
KWKC	Abilene	C	1340	1.0	1.00	d	48	9901	100		News/Talk	275	1.30	4.0	2.1	3.8	3.1	3.6	3.9	2.3	2.3	4.3								
KVRP	Stamford	C	1400	1.0	1.00	b	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	a	36	0007		g1	Country	25		0.6	0.5	0.5	0.5	0.5	0.0	0.4	0.0	2.2								
• KMXO	Merkel	D	1500	0.3	0.00		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	d	62	8204			Sprts/Talk	100			0.5	1.1	0.0	0.0	0.0	3.6	1.4	4.3								
# AM Stations -														6	# Combos -		5	AM TOTALS				5.2	4.6	6.5	4.6	4.1	3.9	6.3	4.6	10.8
AM & FM Stations Profiled -														19	# Duopolies -		7	Total Local Commercial Share				85.1	84.0	83.2	83.3	78.6	81.9	81.0	83.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 230

Revenue Rank: 208

Bryan-College Station, TX Market Overview



Metro Counties / Population (000)	
Brazos, TX	154.7
	154.7

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	\$5,600	\$6,100	\$6,700	\$7,100	\$7,300	6.5%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06	
2.8%	\$7,700	\$8,200	\$8,700	\$9,200	\$9,800	6.2%	

	1996	2001	2006	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$3.16/1,000	\$3.32/1,000	Local	70%
Revenue/Capita	\$39.70	\$47.19	\$61.71	National	30%

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	133.5	154.7	3.0%	154.7	158.8	0.5%
Households	47.6	56.5	3.5%	56.5	59.1	0.9%
Retail Sales	NA ^{1/}	2,307.6	NA ^{1/}	2,307.6	2,949.1	5.0%
EBI ^{2/}	1,728.1	2,441.5	7.2%	2,441.5	3,149.5	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	79.3	12.6	5.2	23.9	12.2	9.5	7.4	8.4
Women (000)	75.4	12.3	5.0	20.0	10.2	9.3	7.7	11.0
Total	154.7	24.9	10.1	43.9	22.4	18.8	15.1	19.5
Percentage	100.0%	16.1%	6.6%	28.4%	14.5%	12.2%	9.8%	12.6%
Per Capita	\$ 15,782			Median Household	\$ 29,418		Avg Household	\$ 43,212
Ethnic Population:	White 83.8%	Black 11.0%	Asian 4.5%				Hispanic 18.2%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		6	8	10	5	15
Tot 12+	21.5		36.2	55.8	57.7	11.4	69.1
Avg 12+	5.4		6.0	7.0	5.8	2.3	4.6
Tot LCS	31.1		52.4	80.8	83.5	16.5	100.0
Avg LCS	7.8		8.7	10.1	8.4	3.3	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)										
			Freq	(kW)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998			
KTSR	College Station	C2	92.1	50.0 cp	492	b	Bryan Bcstg Lic	64	9708	500	c3	Rock	800	1.15	9.5	6.3	5.3	7.2	7.7	9.6	8.9	6.7	8.1			
KMBV	Navasota	A	92.5	2.5 cp	459		Henderson, Roy E	89	0108	900		Soft AC	100			0.0	0.0	0.0	0.0	1.2	1.0	0.0	0.7			
KAGG	Madisonville	C2	96.1	40.0	538	c	Clear Channel Comm	89	0010		g1	Country	1,350	1.32	14.0	7.0	9.2	10.5	11.3	11.4	10.8	6.0	8.1			
KORA	Bryan	A	98.3	0.9	528	a	Equicom, Inc	66	9711		c1	Country	950	1.19	10.9	7.6	5.9	9.2	7.7	13.9	7.2	9.7	8.7			
KNFX	Bryan	A	99.5	3.0	328	c	Clear Channel Comm	92	0108	2,500		Clsc Rock	225	0.59	5.2	8.2	9.9	3.3	4.9	7.2	6.1	4.5	4.7			
KZTR	Franklin	C3	101.9	25.0 cp	328	a	Equicom, Inc	94	9902	1,000		Soft AC	200	0.91	3.0	3.2	2.6	1.3	3.5	4.2	4.0	5.2	2.0			
KVJM	Hearne	A	103.1	4.9	361		Marshall Media Group	85	9411	187	e	Urban	275	0.46	8.2	5.7	6.6	7.2	5.6	6.6	7.5	12.7	7.4			
KXCS	Cameron	C2	103.9	25.0	696	a	Equicom, Inc	85	9711			Altve/MdRck	400	0.66	8.3	7.0	5.3	4.6	8.5	4.8	5.1	4.5	4.0			
KKYS	Bryan	C2	104.7	50.0	285	c	Clear Channel Comm	84	0010		g1	Hot AC	1,650	1.00	22.6	10.8	12.5	17.6	17.6	16.3	13.1	15.7	20.8			
KTTX	Brenham	C2	106.1	50.0	492		Tom S. Whitehead Inc	64				Country	175	0.50	4.8	1.9	1.3	5.2	2.1	3.6	3.3	3.7	5.4			
# FM Stations -															10	# Combos -		7	FM TOTALS							
															86.5	57.7	58.6	66.1	68.9	78.8	67.0	68.7	69.9			

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	(kW)											Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KZNE	College Station	B	1150	1.0	0.50	b	Bryan Bcstg Lic	00	9708	300		Sports	250	2.63	1.3	1.3	1.3	0.7	1.4	0.6	0.0	0.0	0.0	
• KIAM	Bryan	C	1240	0.4	0.00	a	Equicom, Inc	47	9711		c1	Spanish	200	0.53	5.2	3.8	5.9	5.2	2.8	1.8	2.6	3.7	2.0	
• KAGC	Bryan	D	1510	0.5	0.00		Divcon Associates	77	8703	300		ChrsContem				0.6	0.0	0.0	0.0	0.0	0.0	0.7	0.7	
• KWBC	Navasota	D	1550	0.3	0.00		The Raftt Corp	89	0105			1 News/Talk	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WTAW	College Station	B	1620	10.0	1.00	b	Bryan Bcstg Lic	22	9708	250	c3	1 News/Talk	650	1.27	7.0	5.7	5.3	3.3	7.7	3.0	6.1	6.0	4.7	
# AM Stations -					5	# Combos -		3	AM TOTALS															
AM & FM Stations Profiled -					15	# Duopolies -		4	Total Local Commercial Share															
															13.5	11.4	12.5	9.2	11.9	5.4	8.7	10.4	7.4	
															69.1	71.1	75.3	80.8	84.2	75.7	79.1	77.3		

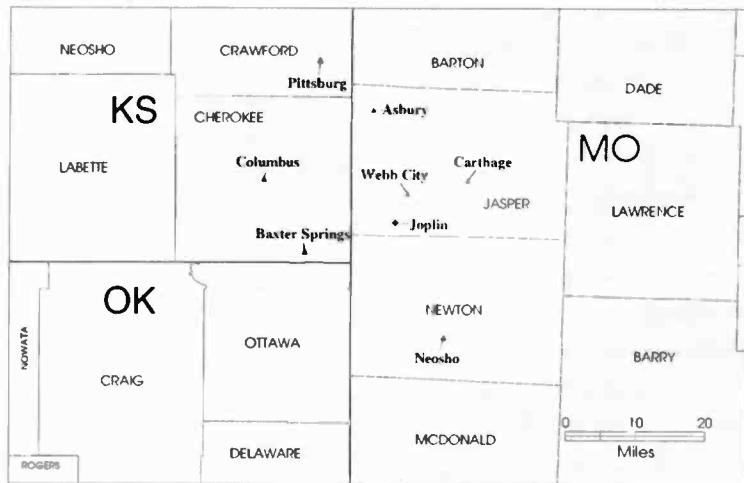
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 231

Revenue Rank: 215

Joplin, MO Market Overview



Metro Counties / Population (000)

Jasper, MO	105.8
Newton, MO	53.3
Total	159.1

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$5,400	\$5,500	\$6,500	\$6,900	\$7,000	\$6,900
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-1.4%	\$7,300	\$7,800	\$8,200	\$8,700	\$9,300	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.30/1,000	2006 \$3.68/1,000	Est. Breakout			
Revenue/Capita	\$37.24	\$43.37	\$55.42	Local	60%	National	40%

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	145.0	159.1	1.9%	159.1	167.8
Households	57.2	63.5	2.1%	63.5	68.0	1.4%
Retail Sales	NA ^{1/}	2,093.0	NA ^{1/}	2,093.0	2,526.0	3.8%
EBI ^{2/}	1,788.5	2,416.9	6.2%	2,416.9	3,067.6	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	76.6	13.9	7.0	6.7	9.6	11.4	11.1	17.0
Women (000)	82.5	13.2	6.8	6.6	9.6	11.9	11.7	22.7
Total	159.1	27.1	13.7	13.3	19.2	23.2	22.8	39.7
Percentage	100.0%	17.0%	8.6%	8.4%	12.0%	14.6%	14.3%	25.0%
Per Capita	\$ 15,191			Median Household	\$ 29,525		Avg Household	\$ 38,062
Ethnic Population:	White	95.2%	Black	1.4%	Asian	0.9%	Hispanic	3.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		8	11	11	7	18
Tot 12+	14.2		50.5	64.7	64.7	8.0	72.7
Avg 12+	4.7		6.3	5.9	5.9	1.1	4.0
Tot LCS	19.5		69.5	89.0	89.0	11.0	100.0
Avg LCS	6.5		8.7	8.1	8.1	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

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)										
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998			
KSYN	Joplin	C1	92.5	100.0	407	a	Zimmer Radio Group	60	9707	10,800	d1	Adult CHR	1,175	0.86	19.9	8.5	8.1	14.6	15.2	15.4	15.9	14.9	15.1		
KJMK	Webb City	C2	93.9	48.0	505	a	Zimmer Radio Group	85	9707		d1	Soft Rock	575	1.28	6.5	3.4	4.7	4.9	4.9	6.0	4.3	3.4	4.1		
KMXL	Carthage	C2	95.1	50.0	472	b	Petersen, Ronald L.	72	7512			Lite AC	500	0.94	7.7	5.1	3.5	6.7	4.9	4.4	6.5	5.7	5.2		
KKOW	Pittsburg	C1	96.9	100.0	912	c	American Media Invst	75	8605	747		Country	525	1.69	4.5	3.4	3.5	3.7	3.0	6.0	4.4	4.6	3.5		
KXDG	Webb City	A	97.9	3.4	443	a	Zimmer Radio Group	88	9707		d1	Clsc Rock	700	1.18	8.6	7.4	7.0	4.9	7.9	11.5	9.6	8.0	7.0		
KBTN	Neosho	C3	99.7	16.5	404	d	Petracom Media LLC	95	0007	1,300	c4	Country	225	0.45	7.3	6.8	4.7	6.1	4.9	3.3	4.0	1.7	0.6		
KIXQ	Joplin	C1	102.5	100.0	410	a	Zimmer Radio Group	74	9707		d1	Country	1,150	0.79	21.1	14.8	16.3	17.1	14.6	14.3	17.5	21.3	27.3		
• KWXD	Asbury	C3	103.5	16.0	413		Innovative Bcstg	93				Oldies	400	1.29	4.5	1.1	4.1	3.7	3.0	4.9	1.4	1.1	1.7		
KCAR	Galena	A	104.3	6.0	328	d	Petracom Media LLC	99	0007		d3	Clsc Rock	175	1.59	1.6	2.8	1.7	1.8	0.6	1.1	0.0	0.0	0.0		
• KJML	Columbus	C3	105.3	12.5	289	d	Petracom Media LLC	82	0007		d3	Modern Rock	250	0.67	5.4	7.4	4.1	3.7	4.3	4.4	3.4	2.9	3.5		
KMOQ	Baxter Springs	A	107.1	6.0	299	d	Petracom Media LLC	79	0007	3,200	d3	CHR	250	1.29	2.8	4.0	5.2	2.4	1.8	2.7	1.5	1.7	2.3		
# FM Stations -					11	# Combos -					10	FM TOTALS					89.9	64.7	62.9	69.6	65.1	74.0	68.5	65.3	70.3

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)										
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998			
KKOW	Pittsburg	B	860	10.0	5.00	c	American Media Invst	37	8105		Country	400	2.42	2.4	1.7	1.7	2.4	1.2	1.6	2.4	1.7	0.6			
• KKLL	Webb City	D	1100	5.0	0.00	e	New Life Evangel Ctr	84	9809	730	d2	Christian				0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0		
KWAS	Joplin	C	1230	1.0	1.00	e	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		
KBTN	Neosho	B	1420	1.0	0.50	d	Petracom Media LLC	54	0007		c4	Country	200		0.8	1.1	1.2	1.2	0.0	0.0	0.9	1.1	0.0		
KQYX	Joplin	C	1450	1.0 cp	1.00	d	Petracom Media LLC	27	0007		d3	News/Talk	100	0.44	3.3	2.3	3.5	1.2	3.7	2.2	2.2	3.4	3.5		
KDMO	Carthage	C	1490	1.0	1.00	b	Petersen, Ronald L.	47	7512			Easy/Oldes	125	0.91	2.0	2.3	1.2	1.8	1.2	1.6	1.1	1.7	0.6		
• WMBH	Joplin	D	1560	0.3	0.01	d	Petracom Media LLC	62	0007		d3	Sports	50	0.45	1.6	0.6	0.0	1.2	1.2	0.5	1.1	1.7	0.0		
# AM Stations -					7	# Combos -					7	AM TOTALS					10.1	8.0	7.6	7.8	7.3	5.9	8.3	9.6	4.7
AM & FM Stations Profiled -					18	# Duopolies -					6	Total Local Commercial Share					72.7	70.5	77.4	72.4	79.9	76.8	74.9	75.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 232

Revenue Rank: 237

Wheeling, WV Market Overview



Metro Counties / Population (000)

Marshall, WV	35.4
Ohio, WV	47.2
Belmont, OH	70.2
Total	152.8

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$5,000	\$5,100	\$5,600	\$5,300	\$5,600	\$5,800	2.9%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	3.6%	\$6,300	\$7,000	\$7,700	\$8,100	\$8,700	8.5%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.21/1,000	\$4.10/1,000	Local	85%		
	\$31.85	\$37.96	\$57.96	National	15%		

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	157.0	152.8	-0.5%	152.8	150.1	-0.4%
Households	62.6	61.4	-0.4%	61.4	61.4	0.0%
Retail Sales	NA ^{1/}	1,809.0	NA ^{1/}	1,809.0	2,123.8	3.3%
EBI ^{2/}	1,941.9	2,248.0	3.0%	2,248.0	2,647.5	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	72.2	11.2	6.4	5.8	8.1	11.7	10.4	18.6	
Women (000)	80.6	10.8	6.1	5.9	8.2	11.7	11.1	26.8	
Total	152.8	22.0	12.5	11.7	16.3	23.4	21.5	45.4	
Percentage	100.0%	14.4%	8.2%	7.7%	10.7%	15.3%	14.1%	29.7%	
Per Capita	\$ 14,712		Median Household		\$ 27,500		Avg Household		\$ 36,612
Ethnic Population:	White	96.0%	Black	3.1%	Asian	0.6%	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+	8.7	63.4		69.1	72.1	14.0	86.1
Avg 12+	2.2	10.6		9.9	7.2	2.3	5.4
Tot LCS	10.1	73.6		80.3	83.7	16.3	100.0
Avg LCS	2.5	12.3		11.5	8.4	2.7	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		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WBNV	Barnesville	A	93.5	2.5	489		Hafley, W. Grant	92				Soft Hits	75	0.81	1.6	1.0	0.6	1.7	1.2	1.1	1.9	1.1	0.6		
WEEL	Shadyside	A	95.7	1.7	627		Ohio Valley Comm Inc	91	9302		sw	1	Oldies	200	0.45	7.7	5.7	6.7	6.6	6.9	4.2	4.9	5.1	4.0	
WRKP	Moundsville	A	96.5	1.5 cp	594		RKP International	90					ChrsContem	50	0.86	1.0	0.5	1.1	1.1	0.6	1.1	1.6	0.6	0.6	
WKWK	Wheeling	B	97.3	50.0	420	a	Clear Channel Comm	48	0008		g	1	Lite Rock	500	1.08	8.0	9.3	8.4	6.6	7.5	9.5	9.8	8.0	8.6	
WOVK	Wheeling	B	98.7	50.0	390	a	Clear Channel Comm	47	0008		g	1	Country	1,400	1.11	21.8	19.1	17.4	19.9	18.5	19.6	18.2	17.6	16.7	
WOMP	Bellaire	B	100.5	48.0	499	b	Keymarket Comm	47	0003		g4		Hot AC	1,400	1.89	12.8	10.3	9.0	11.0	11.6	13.2	15.3	15.3	10.3	
WOGH	Burgettstown	B	103.5	16.0	879	b	Keymarket Comm	47	0003				Country	n/a		7.1	6.7	6.2	6.1	6.4	5.3	6.1	5.1	4.0	
WVKF	Bethlehem	B1	105.5	13.5	312	a	Clear Channel Comm	85	0008		g	1	CHR	100	0.23	7.4	4.6	5.1	7.2	5.8	5.8	5.5	5.7	8.0	
WCDK	Cadiz	A	106.3	2.7	495		Priority Comm Inc	85	9812	475	c1		Oldies	200	2.16	1.6	1.5	1.7	1.1	1.7	1.6	0.6	1.1	1.1	
WEGW	Wheeling	B	107.5	16.0 cp	883	a	Clear Channel Comm	66	0008		g	1	New Rock	750	1.03	12.5	13.4	12.4	12.2	9.8	11.1	10.1	6.8	8.6	
# FM Stations -					10	# Combos -					6	FM TOTALS					81.5	72.1	68.6	73.5	70.0	72.5	74.0	66.4	62.5

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio	Spring 2002		Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WWVA	Wheeling	A	1170	50.0	50.00	a	Clear Channel Comm	26	0008		g	1	Talk/Relgn	650	1.30	8.6	6.7	10.1	8.3	6.9	7.4	6.9	5.7	6.9	
• WOMP	Bellaire	D	1290	1.0	0.03	b	Keymarket Comm	47	0003		g4		News/Talk	75	0.28	4.6	2.1	2.2	2.8	5.2	5.3	4.4	6.3	6.3	
• WSTV	Steubenville	C	1340	1.0	1.00	b	Keymarket Comm	40	0003		g4		News/Talk	275			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WVLY	Moundsville	D	1370	5.0	0.02		Scott Radio Group	50	0203	160			Sprts/Talk	25		0.3	0.0	1.7	0.6	0.0	0.0	0.0	0.0	0.0	
• WBBD	Wheeling	C	1400	1.0	1.00	a	Clear Channel Comm	41	0008		g	1	Nostalgia	50	0.17	5.1	5.2	3.9	5.0	4.0	3.2	5.1	6.3	4.0	
• WKKX	Wheeling	D	1600	5.0	0.03		Scott Radio Group	63	0205	130			Bus News	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					6	# Combos -					4	AM TOTALS					18.6	14.0	17.9	16.7	16.1	15.9	16.4	18.3	17.2
AM & FM Stations Profiled -					16	# Duopolies -					6	Total Local Commercial Share						86.1	86.5	90.2	86.1	88.4	90.4	84.7	79.7

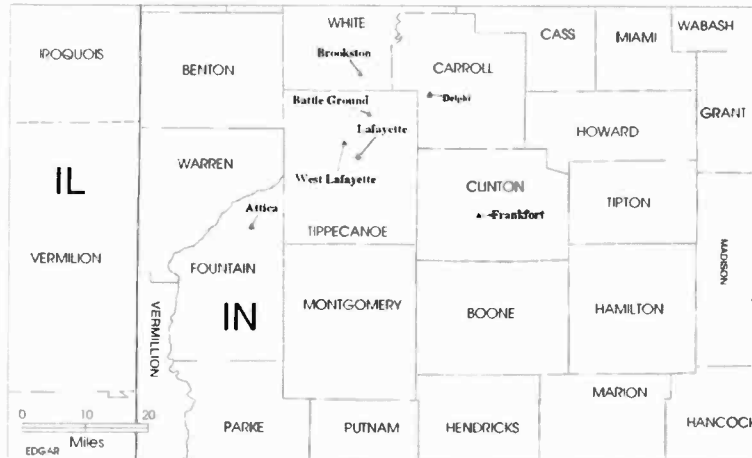
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 233

Revenue Rank: 187

Lafayette, IN Market Overview



Metro Counties / Population (000)

Tippecanoe, IN	150.3
	150.3

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$7,200	\$7,500	\$8,400	\$9,000	\$9,100	\$8,700	3.7%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.4%	\$9,100	\$9,700	\$10,300	\$11,000	\$11,700	6.2%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.85/1,000	\$4.11/1,000	Local	80%		
Revenue/Capita	\$53.02	\$57.88	\$74.47	National	20%		

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	135.8	150.3	2.0%	150.3	157.1	0.9%
Households	48.3	54.6	2.5%	54.6	58.5	1.4%
Retail Sales	NA ^{1/}	2,260.5	NA ^{1/}	2,260.5	2,847.5	4.7%
EBI ^{2/}	2,000.7	2,697.0	6.2%	2,697.0	3,539.4	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	76.1	11.7	5.3	18.7	10.3	10.4	8.7	10.9
Women (000)	74.2	10.8	4.9	15.2	9.5	10.5	9.0	14.3
Total	150.3	22.5	10.2	34.0	19.9	20.9	17.7	25.2
Percentage	100.0%	14.9%	6.8%	22.6%	13.2%	13.9%	11.7%	16.8%
Per Capita	\$ 17,944	Median Household		\$ 38,916	Avg Household		\$ 49,395	
Ethnic Population:	White	91.9%	Black	2.8%	Asian	4.8%	Hispanic	5.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	3		8	9	3	12
Tot 12+	49.1	21.7		70.1	70.8	3.6	74.4
Avg 12+	8.2	7.2		8.8	7.9	1.2	6.2
Tot LCS	66.0	29.2		94.2	95.2	4.8	100.0
Avg LCS	11.0	9.7		11.8	10.6	1.6	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	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)												
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998					
WKHY	Lafayette	A	93.5	6.0	246	d	RadioWorks Inc	70	9908		c1	AOR/CIRck	1,375	0.95	16.7	9.4	9.2	10.7	13.8	10.1	12.0	9.7	10.9					
WLFF	Brookston	A	95.3	2.3	505	c	Artistic Media Ptnrs	67	9810	1,800		Country	350	0.71	5.7	4.3	4.2	4.0	4.3	3.6	3.2	4.2	5.1					
WSHP	Attica	A	95.7	3.1	433	c	Artistic Media Ptnrs	90	9412	410		Cisc Rock	600	0.60	11.5	8.7	8.5	8.1	8.7	10.9	10.2	9.7	9.4					
WAZY	Lafayette	B	96.5	50.0	499	c	Artistic Media Ptnrs	65	8808	3,360		Top 40	1,875	1.16	18.6	12.3	12.0	18.8	8.7	11.6	12.3	11.1	10.9					
WASK	Battle Ground	A	98.7	4.4	384	a	Schurz Comm Inc	93	9503	860		Oldies	1,100	0.92	13.7	10.1	9.9	10.7	9.4	8.7	8.9	9.7	7.2					
WSHW	Frankfort	B	99.7	50.0	459	b	Kaspar Bcstg Co		62			AC	325	1.56	2.4	0.7	1.4	1.3	2.2	1.4	1.7	2.1	1.4					
WXXB	Delphi	A	102.9	2.8	489	d	RadioWorks Inc	89	9910	1,000		CHR	250	0.99	2.9	10.1	9.9	2.0	2.2	2.2	2.0	2.1	2.2					
WKOA	Lafayette	B	105.3	50.0	308	a	Schurz Comm Inc	63	9101	8,500	c1	Country	1,725	1.22	16.3	8.7	12.7	10.1	13.8	14.5	14.3	14.6	15.2					
WGLM	West Lafayette	A	106.7	6.0	328		KVB Bcstg	92	9112		st	AC	950	1.35	8.1	6.5	4.9	5.4	6.5	7.2	7.2	7.6	5.8					
# FM Stations -															9	# Combos -		8	FM TOTALS									
															95.9	70.8	72.7	71.1	69.6	70.2	71.8	70.8	68.1					

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)														
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998							
• WLAS	Lafayette	D	1410	1.0	0.06	c	Artistic Media Ptnrs	59	9808	400		Adlt Stndrd	100	0.64	1.8	1.4	1.4	1.3	1.4	0.0	0.5	2.1	2.2								
WASK	Lafayette	C	1450	1.0	1.00	a	Schurz Comm Inc	42	9101		c1	Oldies			2.3	2.2	0.7	2.0	1.4	3.6	2.1	2.1	2.2								
WILO	Frankfort	B	1570	0.3	0.25	b	Kaspar Bcstg Co	53	5910			Nostalgia			0.0	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 -															12	# Duopolies -		3	Total Local Commercial Share												
															4.1	3.6	2.1	3.3	2.8	3.6	2.6	4.2	4.4	74.4	74.8	74.4	72.4	73.8	74.4	75.0	72.5

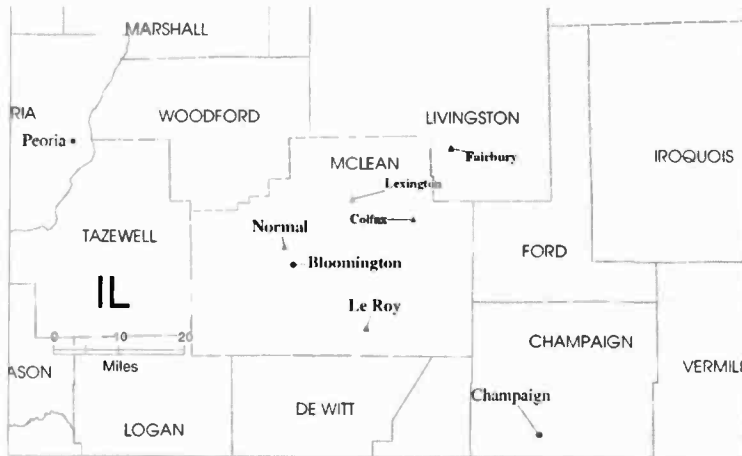
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 234

Revenue Rank: 196

Bloomington, IL Market Overview



Metro Counties / Population (000)

McLean, IL	152.0
	152.0

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$6,400	\$6,700	\$7,500	\$7,800	\$8,500	\$7,900
***	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-7.1%	\$8,300	\$8,800	\$9,400	\$10,000	\$10,600
	1996	2001	2006				
Revenue/Retail Sales	NA ^{1/}	\$3.73/1,000	\$4.22/1,000				Est. Breakout
Revenue/Capita	\$45.75	\$51.97	\$65.76				Local 85%
							National 15%

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	139.9	152.0	1.7%	152.0	161.2
Households	51.3	56.5	1.9%	56.5	61.1	1.6%
Retail Sales	NA ^{1/}	2,120.7	NA ^{1/}	2,120.7	2,509.2	3.4%
EBI ^{2/}	2,245.1	3,185.9	7.3%	3,185.9	4,211.9	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	73.1	12.7	5.7	12.6	9.9	11.3	9.2	11.7
Women (000)	78.9	12.0	5.5	14.3	10.0	11.6	9.4	16.0
Total	152.0	24.7	11.3	26.8	19.9	22.8	18.7	27.7
Percentage	100.0%	16.3%	7.4%	17.7%	13.1%	15.0%	12.3%	18.2%
Per Capita	\$ 20,960							
			Median Household	\$ 47,075			Avg Household	\$ 56,388
Ethnic Population:	White	90.6%	Black	6.7%	Asian	2.3%	Hispanic	2.6%

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+	16.2	29.2		44.1	45.4	9.7	55.1
Avg 12+	5.4	9.7		8.8	7.6	9.7	7.9
Tot LCS	29.4	53.0		80.0	82.4	17.6	100.0
Avg LCS	9.8	17.7		16.0	13.7	17.6	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WRPW	Collfax	A	92.9	6.0	328	a	AAA Entertainment	98	0101	3,057	d1	R&BOd/HpH	150	0.33	5.8	5.8	5.5	4.9	1.3	2.5	2.7	1.8	1.2
WIHN	Normal	A	96.7	3.9	410	a	AAA Entertainment	73	0101		d1	Modern Rock	450	0.58	9.9	3.9	4.9	6.7	3.8	5.0	6.2	6.7	4.9
WDQZ	Lexington	A	99.5	6.0	328	a	AAA Entertainment	01	0009	1,300		Clsc Hits	150			6.5	3.7	0.0	0.0	0.0	0.0	0.0	0.0
WBNO	Bloomington	B	101.5	50.0	466	b	Citadel Comm Corp	47	0007		g4	CHR	2,600	1.15	28.7	13.6	14.7	16.5	13.9	14.5	16.0	14.1	15.4
WBWN	Le Roy	B1	104.1	25.0	328	b	Citadel Comm Corp	79	0007		g4	Country	2,275	1.09	26.5	14.3	9.2	12.8	15.2	16.4	14.5	16.6	16.0
WYST	Fairbury	B1	107.7	6.0	564	a	AAA Entertainment	00	0204	1,700		Clsc Hits			2.4	1.3	1.2	1.2	1.3	0.0	0.0	0.0	0.0
# FM Stations -				6	# Combos -				6	FM TOTALS				73.3	45.4	39.2	42.1	35.5	38.4	39.4	39.2	37.5	

AM Stations

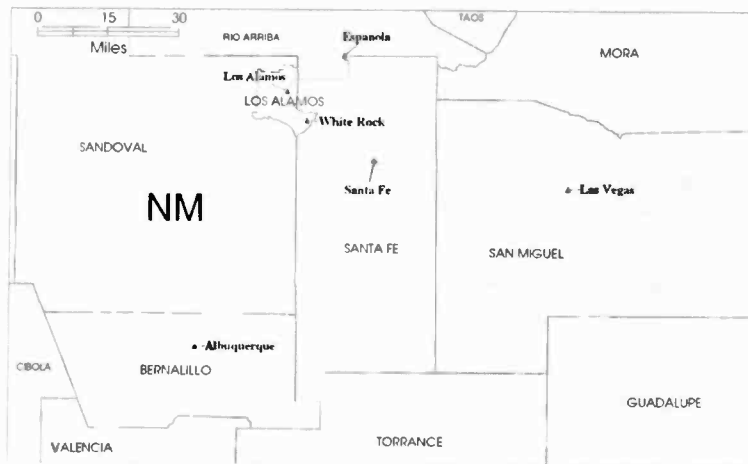
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WJBC	Bloomington	C	1230	1.0	1.00	b	Citadel Comm Corp	25	0007		g4	FullService	2,250	1.07	26.7	9.7	14.7	11.6	16.5	17.6	16.0	16.0	16.0
# AM Stations -				1	# Combos -				1	AM TOTALS				26.7	9.7	14.7	11.6	16.5	17.6	16.0	16.0	16.0	
AM & FM Stations Profiled -				7	# Duopolies -				3	Total Local Commercial Share				55.1	53.9	53.7	52.0	56.0	55.4	55.2	53.5		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 235

Revenue Rank: 271

Santa Fe, NM Market Overview



Metro Counties / Population (000)

Los Alamos, NM	18.4
Santa Fe, NM	131.6
Total	150.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$3,100	\$3,400	\$3,400	\$3,700	\$4,000	\$3,500
★ ★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-12.5%	\$3,700	\$3,900	\$4,200	\$4,400	\$4,700	6.4%

	1996	2001	2006	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$1.73/1,000	\$2.04/1,000	Local	75%
Revenue/Capita	\$22.81	\$23.33	\$29.03	National	25%

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	135.9	150.0	2.0%	150.0	161.9	1.5%
Households	52.6	60.3	2.8%	60.3	66.5	2.0%
Retail Sales	NA ^{1/}	2,021.1	NA ^{1/}	2,021.1	2,303.9	2.7%
EBI ^{2/}	2,413.3	3,295.1	6.4%	3,295.1	4,386.3	5.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	73.9	13.1	6.4	5.4	9.6	14.5	12.2	12.8
Women (000)	76.1	12.9	6.1	5.1	9.3	15.0	12.6	15.0
Total	150.0	25.9	12.5	10.5	18.8	29.6	24.8	27.9
Percentage	100.0%	17.3%	8.3%	7.0%	12.6%	19.7%	16.5%	18.6%
Per Capita	\$ 21,967							
				Median Household	\$ 64,706		Avg Household	\$ 54,644
Ethnic Population:	White	93.7%	Black	0.8%	Asian	1.7%	Hispanic	44.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			15	10	15	6	21
Tot 12+			48.4	41.7	48.4	9.7	58.1
Avg 12+			3.2	4.2	3.2	1.6	2.8
Tot LCS			83.3	71.8	83.3	16.7	100.0
Avg LCS			5.6	7.2	5.6	2.8	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 Albuquerque.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
			Freq	(kW)												2002	2001	2001	2000	2000	1999	1999	1998		
KRST	Albuquerque	C	92.3	22.0	4160	g	Citadel Comm Corp	65	9610			Country	n/a		7.6	4.1	3.2	5.6	3.1	4.0	2.6	4.5	3.8		
KYBR	Espanola	C3	92.9	9.1	538	e	Garcia, Richard L	81	9506	50		Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0		
KKOB	Albuquerque	C	93.3	21.5	4150		Citadel Comm Corp	67	9403	See (71)		80s & 90s	n/a		5.2	3.1	2.1	2.8	3.1	1.7	4.0	4.0	1.6		
KZRR	Albuquerque	C	94.1	22.5	4131	f	Clear Channel Comm	61	9911			AOR	n/a		9.5	4.6	6.8	3.4	7.3	4.6	2.7	7.3	4.9		
KBOM	Santa Fe	C1	94.7	100.0	787	d	Amer General Media	00	0012	7,000	d1	1 Hip Hop	600	4.63	3.7	3.6	1.6	1.1	3.1	4.0	2.3	2.8	1.6		
KHFM	Santa Fe	C1	95.5	19.0	1791		Amer General Media	65	9609	See (71)		Classical	n/a		6.3	3.1	8.9	5.1	2.1	4.6	4.7	4.5	5.9		
• KKSS	Santa Fe	C	97.3	100.0	1877		Univision Comm Inc	69	0206	p		CHR/Top40	n/a		10.0	6.2	5.8	4.0	7.3	4.6	4.3	5.6	5.4		
KLSK	Las Vegas	C	98.1	100.0	1037	f	Clear Channel Comm	89	0009			Clsc Rock	n/a		6.2	4.6	2.1	4.0	3.1	2.9	5.0	2.3	2.7		
KABG	Los Alamos	C	98.5	100.0	1906	c	Amer General Media	56	9609			Oldies	n/a		10.1	6.2	3.7	5.1	6.3	2.9	2.5	3.4	5.4		
KSFQ	White Rock	C3	101.1	0.6	1864	h	Clear Channel Comm	90	0009		g	AC	250		1.4	1.0	2.6	1.1	0.5	1.1	0.6	1.7	1.6		
KBAC	Santa Fe	C	104.1	100.0	1877	h	Clear Channel Comm	84	9911		g	AAA	1,150		6.3	2.6	8.4	3.4	3.7	5.2	3.5	2.8	3.8		
KRZY	Santa Fe	C	105.9	100.0	1919	g	Entravision Comm Co	83	0004			Spanish AC	n/a		4.8	1.5	2.6	3.4	2.1	2.3	4.8	2.3	3.2		
KZNM	Los Alamos	C1	106.7	15.5	1949	d	Amer General Media	86	0012			Mexican	n/a		1.5	2.1	2.1	1.7	0.0	0.0	0.0	0.0	0.0		
KQBA	Los Alamos	C1	107.5	100.0	797		Hutton Media LLC	00	0012		1	Spanish AC	100	1.43	2.0	2.1	2.1	2.3	0.0	0.0	0.0	0.0	0.0		
KBQI	Albuquerque	C	107.9	22.5	4131	a	Clear Channel Comm	87	9911			Country	n/a		4.3	3.6	4.2	2.8	2.1	4.0	0.0	0.0	0.0		
# FM Stations -					15	# Combos -					9	FM TOTALS					78.9	48.4	56.2	45.8	43.8	41.9	37.0	41.8	39.9

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
			Freq	(kW)	(kW)												2002	2001	2001	2000	2000	1999	1999	1998	
• KKOB	Santa Fe	D	770	0.2	0.23	b	Citadel Comm Corp	22	9403			News/Talk	n/a		10.9	6.2	4.7	5.6	6.8	3.4	6.3	7.4	5.4		
• KSWV	Santa Fe	D	810	5.0	0.00		La Voz Bcstg Co Inc	66	9010	113		Spanish	600	3.90	4.4	1.0	3.2	3.4	1.6	1.7	3.6	3.4	5.9		
• KDCE	Espanola	D	950	4.2	0.08	e	Garcia, Richard L	63	8211	625		Spanish	125	3.57	1.0	1.5	0.0	0.6	0.5	0.0	1.4	1.1	2.2		
KTRC	Santa Fe	B	1260	5.0	1.00	d	Amer General Media	35	0012		d1	1 Talk	100	0.99	2.9	1.0	1.6	1.7	1.6	4.0	2.4	1.7	2.2		
• KVSF	Santa Fe	C	1400	1.0	1.00	d	Amer General Media	46	0012		d1	1 Country	200		0.4	0.0	1.1	0.0	0.5	1.7	1.1	0.6	1.1		
KRSN	Los Alamos	C	1490	1.0	1.00		RealRadio, LLC	49	9607		na	Nws/Tlk/Inf	350		1.4	0.0	0.5	0.6	1.0	2.9	1.1	0.6	0.0		
# AM Stations -					6	# Combos -					3	AM TOTALS					21.0	9.7	11.1	11.9	12.0	13.7	15.9	14.8	16.8
AM & FM Stations Profiled -					21	# Duopolies -					6	Total Local Commercial Share					58.1	67.3	57.7	55.8	55.6	52.9	56.6	56.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 236

Revenue Rank: 234

Parkersburg-Marietta, WV-OH Market Overview



Metro Counties / Population (000)

Washington, OH	63.3
Wood, WV	88.1
Total	151.4

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$5,200	\$5,000	\$5,300	\$6,000	\$6,500	\$5,900	2.6%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-9.2%	\$6,200	\$6,700	\$7,100	\$7,500	\$8,000	6.2%
	1996	2001	2006				Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.16/1,000	\$4.05/1,000				Local 82%
Revenue/Capita	\$34.12	\$38.97	\$53.62				National 18%

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	152.4	151.4	-0.1%	151.4	149.2
Households	59.6	60.8	0.4%	60.8	61.2	0.1%
Retail Sales	NA ^{1/}	1,864.3	NA ^{1/}	1,864.3	1,976.0	1.2%
EBI ^{2/}	2,047.7	2,426.0	3.4%	2,426.0	2,904.5	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	72.8	12.3	6.8	5.8	8.8	11.5	11.8	15.8
Women (000)	78.6	11.7	6.5	5.9	9.0	12.2	12.2	21.0
Total	151.4	24.0	13.3	11.7	17.8	23.7	24.0	36.8
Percentage	100.0%	15.9%	8.8%	7.8%	11.7%	15.7%	15.9%	24.3%
Per Capita	\$ 16,024							
				Median Household	\$ 32,305		Avg Household	\$ 39,901
Ethnic Population:	White	97.8%	Black	1.1%	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	4		8	10	6	16
Tot 12+	48.9	30.4		78.7	79.3	6.8	86.1
Avg 12+	8.2	7.6		9.8	7.9	1.1	5.4
Tot LCS	56.8	35.3		91.4	92.1	7.9	100.0
Avg LCS	9.5	8.8		11.4	9.2	1.3	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WRRR	St. Marys	B1	93.9	17.0	390	Daugherty Bcstg Co	83	0210 p	800		AC	300	2.42	2.1	0.6	0.6	2.2	1.4	1.2	0.0	1.3	1.2
WXIL	Parkersburg	B	95.1	50.0	499	c Burbach WV LLC	75	8009	880		Hot AC	625	1.14	9.3	5.6	5.0	6.1	9.8	11.0	11.8	11.7	10.4
WVVV	Williamstown	A	96.9	3.5	423	Bennco Inc	00	0111	1,300	1	Variety Hit	200	0.92	3.7	4.3	6.2	2.8	3.5	0.0	0.0	0.0	0.0
WGGE	Parkersburg	B1	99.1	11.5	486	c Burbach WV LLC	65	9805	1,775	c4	Country	375	0.64	9.9	9.9	7.5	7.8	9.1	8.5	8.5	5.2	8.0
WDMX	Vienna	A	100.1	1.7	440	a Clear Channel Comm	89	0105		g3	1 Oldies	625	1.22	8.7	9.9	7.5	7.8	7.0	10.4	7.3	10.4	9.2
WJAW	McConnelsville	A	100.9	0.9	577	b JAWCO Inc	92	9707	659	c5	Sports	100		0.8	0.0	0.6	0.6	0.7	1.2	0.0	0.0	0.6
WRVB	Marietta	B1	102.1	11.0	492	a Clear Channel Comm	64	0105		g3	1 AC	975	0.99	16.7	14.3	14.3	15.1	13.3	14.0	11.9	13.6	8.6
WHBR	Parkersburg	A	103.1	2.2	551	c Burbach WV LLC	67	9612	1,700	c1	AC	425	0.61	11.9	9.9	14.9	11.2	9.1	9.1	11.0	14.9	12.3
WRZZ	Elizabeth	A	106.1	3.0	469	a Clear Channel Comm	89	0105		g3	1 Clsc Rock	500	1.23	6.9	6.8	6.8	6.1	5.6	6.7	5.4	7.1	7.4
WNUS	Belpre	A	107.1	4.7	351	a Clear Channel Comm	81	0105		g3	1 Country	800	0.80	16.9	18.0	13.7	12.8	16.1	17.7	19.8	13.0	14.7
# FM Stations -				10	# Combos -				8	FM TOTALS				86.9	79.3	77.1	72.5	75.6	79.8	75.7	77.2	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WJAW	St. Marys	D	630	1.0	0.04	b	JAWCO Inc	84	0101	25		Sports	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WBRJ	Marietta	D	910	5.0 cp	0.04	a	Clear Channel Comm	64	0108 p	450	1	Sports				0.0	0.0	0.0	0.0	0.0	1.1	1.9	1.2
• WADC	Parkersburg	D	1050	5.0	0.00	c	Burbach WV LLC	54	9805		c4	Nostalgia	125	0.42	5.0	3.1	3.1	5.0	3.5	2.4	5.3	4.5	5.5
WKYG	Parkersburg	C	1230	1.0	1.00	c	Burbach WV LLC	47	9612		c1	Children	50		0.8	0.6	0.0	0.6	0.7	0.6	0.5	1.3	1.2
WLTP	Parkersburg	C	1450	1.0	1.00	a	Clear Channel Comm	35	0105		g3	1 Nws/Tlk/Spt	400	1.33	5.1	1.9	1.9	4.5	4.2	1.8	0.9	2.6	1.8
WMOA	Marietta	C	1490	1.0	1.00	b	JAWCO Inc	46	9707		c5	Soft AC	400	3.08	2.2	1.2	2.5	1.7	2.1	2.4	2.0	0.6	2.5
# AM Stations -				6	# Combos -				6	AM TOTALS				13.1	6.8	7.5	11.8	10.5	7.2	9.8	10.9	12.2	
AM & FM Stations Profiled -				16	# Duopolies -				6	Total Local Commercial Share				86.1	84.6	84.3	86.1	87.0	85.5	88.1	84.6		

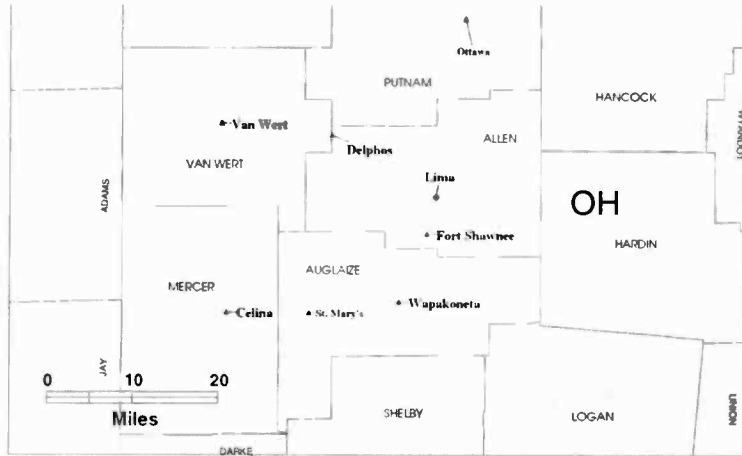
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 237

Revenue Rank: 248

Lima, OH Market Overview



Metro Counties / Population (000)

Allen, OH	108.4
Auglaize, OH	46.8
Total	155.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES

★★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
Gross Revenues	\$5,100	\$5,600	\$5,500	\$5,200	\$5,500	\$5,100	
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
Gross Revenues	-7.3%	\$5,400	\$5,700	\$6,100	\$6,500	\$6,900	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.26/1,000	\$2.66/1,000	Local 85%
Revenue/Capita	\$32.76	\$32.86	\$44.98	National 15%

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	155.7	155.2	-0.1%	155.2	153.4	-0.2%
Households	55.8	57.1	0.5%	57.1	57.8	0.2%
Retail Sales	NA ^{1/}	2,258.7	NA ^{1/}	2,258.7	2,590.9	2.8%
EBI ^{2/}	2,029.4	2,407.2	3.5%	2,407.2	2,813.7	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	76.9	14.8	7.4	6.8	10.3	12.1	10.4	15.2
Women (000)	78.3	13.9	6.8	6.1	9.2	11.5	10.5	20.3
Total	155.2	28.7	14.2	12.8	19.5	23.6	20.9	35.5
Percentage	100.0%	18.5%	9.2%	8.3%	12.6%	15.2%	13.5%	22.8%
Per Capita	\$ 15,510							
Median Household				\$ 34,825				
Avg Household							\$ 42,157	
Ethnic Population:	White	89.9%	Black	9.0%	Asian	0.6%	Hispanic	1.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	2		7	11	2	13
Tot 12+	40.1	19.5		58.5	59.6	8.6	68.2
Avg 12+	4.5	9.8		8.4	5.4	4.3	5.2
Tot LCS	58.8	28.6		85.8	87.4	12.6	100.0
Avg LCS	6.5	14.3		12.3	7.9	6.3	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 Ft Wayne.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998			
WZOQ	Wapakoneta	A	92.1	3.0	328	b	Forever Bcstg Inc	64	9404		st	CHR	675	0.85	15.6	10.9	10.5	13.4	9.7	10.0	9.1	7.4	10.2			
WFGF	Lima	A	93.1	3.0	318	b	Forever Bcstg Inc	92	9404		st	Country	525	1.21	8.5	8.0	7.6	4.7	8.0	5.0	8.5	8.6	8.5			
WKKI	Celina	A	94.3	1.2	449		Rice, Wm, Receiver	60	9203			AC	150	2.67	1.1	0.0	0.6	0.6	1.1	0.6	0.8	0.0	1.1			
WCSCM	Celina	A	96.7	3.0	328		Hayco Bcstg Inc	68				AC	75		0.8	0.0	0.0	0.6	0.6	0.0	0.9	1.1	0.6			
WBYSR	Van Wert	B	98.9	50.0	453		Federated Media	62	9610	See (102)	1	Clsc Rock	n/a		14.7	10.3	7.0	12.2	9.7	8.8	11.1	9.1	6.8			
WIMT	Lima	B	102.1	11.0	1060	a	Clear Channel Comm	48	9905		g1	Country	1,100	1.29	16.7	9.2	13.5	14.0	10.8	11.3	14.5	12.0	18.1			
WMLX	St. Marys	A	103.3	2.5 cp	512	a	Clear Channel Comm	98	9905		g1	Hot AC	225	0.48	9.1	6.9	1.8	5.2	8.5	6.9	6.0	7.4	4.0			
WUZZ	Lima	A	104.9	3.0	220	b	Forever Bcstg Inc	70	9708	1,050	c1	Clsc Hits	250	0.92	5.3	6.9	5.3	2.9	5.1	3.8	3.7	5.1	4.0			
• WBUK	Ottawa	A	106.3	1.4 cp	489	a	Clear Channel Comm	77	9905		g	Oldies	475	0.93	10.0	6.3	4.1	6.4	8.5	5.6	4.9	6.3	5.6			
WDOH	Delphos	A	107.1	3.3	299		Vogel Roach Corp	72				Country	425	3.62	2.3	1.1	2.3	1.2	2.3	1.9	1.1	2.9	1.7			
• WZRZ	Fort Shawnee	A	107.5	1.3	495	a	Clear Channel Comm	92	9905		g1	Rock			4.6	2.3	4.1	2.3	4.4	3.3	3.4	1.1				
# FM Stations -															11	# Combos -		7	FM TOTALS							
															84.1	64.2	55.0	65.3	66.6	58.3	63.9	63.3	61.7			

AM Stations

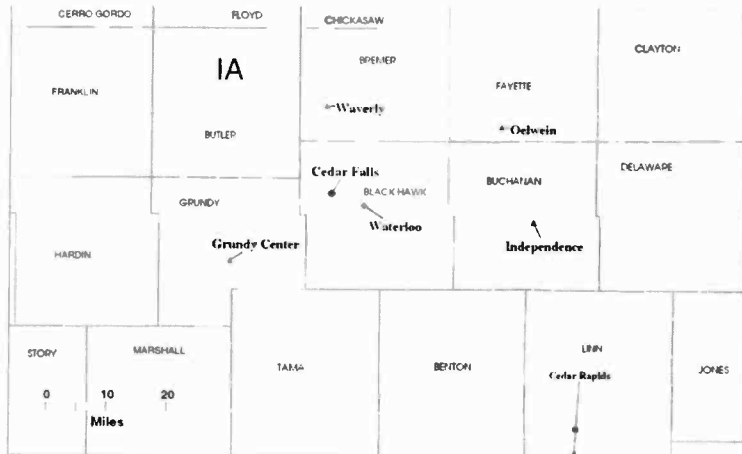
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)	(kW)	Spring 2002											Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998			
• WLJM	Lima	D	940	0.3	0.01	b	Forever Bcstg Inc	63	9708		c1	Urban	150	0.64	4.6	2.3	1.2	3.5	3.4	3.8	3.3	5.1	3.4			
WIMA	Lima	B	1150	1.0	1.00	a	Clear Channel Comm	48	9905		g1	Nws/Tlk/Spt	1,050	1.85	11.1	6.3	9.4	8.1	8.5	8.1	8.0	7.4	8.5			
# AM Stations -															2	# Combos -		2	AM TOTALS							
AM & FM Stations Profiled -															13	# Duopolies -		3	Total Local Commercial Share							
															15.7	8.6	10.6	11.6	11.9	11.9	11.3	12.5	11.9			
															72.8	65.6	76.9	78.5	70.2	75.2	75.8	73.6				

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

Metro Rank: 238

Revenue Rank: 218

Waterloo-Cedar Falls, IA Market Overview



Metro Counties / Population (000)

Black Hawk, IA	128.3
Bremer, IA	23.4
Total	151.7

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$5,500	\$5,700	\$6,100	\$6,500	\$6,900	\$6,700
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-2.9%	\$7,300	\$8,100	\$8,900	\$9,400	\$10,000	8.4%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.38/1,000	\$4.73/1,000	Local 90%
Revenue/Capita	\$37.70	\$44.17	\$67.48	National 10%

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	145.9	151.7	0.8%	151.7	148.2	-0.5%
Households	55.4	58.6	1.1%	58.6	58.3	-0.1%
Retail Sales	NA ^{1/}	1,980.8	NA ^{1/}	1,980.8	2,115.1	1.3%
EBI ^{2/}	2,022.6	2,489.4	4.2%	2,489.4	2,860.0	2.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	72.8	13.0	6.5	8.6	7.9	11.3	10.4	15.2
Women (000)	78.9	12.4	6.3	9.5	8.5	11.6	10.6	20.0
Total	151.7	25.3	12.8	18.1	16.4	22.9	21.0	35.2
Percentage	100.0%	16.7%	8.4%	11.9%	10.8%	15.1%	13.8%	23.2%
Per Capita	\$ 16,410			Median Household	\$ 34,790		Avg Household	\$ 42,481
Ethnic Population:	White	91.3%	Black	7.2%	Asian	1.1%	Hispanic	1.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		6	7	9	8	17
Tot 12+	7.0		57.2	63.0	64.2	9.3	73.5
Avg 12+	2.3		9.5	9.0	7.1	1.2	4.3
Tot LCS	9.5		77.8	85.7	87.3	12.7	100.0
Avg LCS	3.2		13.0	12.2	9.7	1.6	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 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
KOEL	Oelwein	C	92.3	100.0	1969	c	Cumulus Bcstg Inc	71	0010		g	Country	900	1.36	9.9	9.8	8.3	7.1	7.4	10.7	7.7	11.6	8.7		
KQMG	Independence	A	95.3	2.9	410	d	Keene of Iowa Inc	75	9710	477		Soft AC				0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.6		
KCVM	Hudson	A	96.1	6.0	328	e	Fife Comm Co LC	97	9507			Hot AC	800	1.11	10.8	5.8	7.7	7.7	8.0	8.3	8.9	7.3	7.5		
KCRR	Grundy Center	C3	97.7	16.0	407	c	Cumulus Bcstg Inc	83	0010		g	Clsc Rock	400	0.53	11.2	9.8	7.1	8.3	8.0	7.7	7.5	7.3	6.2		
KKCV	Cedar Falls	C3	98.5	15.0	423	c	Cumulus Bcstg Inc	93	0010		g	Country	1,000	1.12	13.3	8.7	10.9	8.9	10.5	9.5	16.5	12.2	14.3		
KWAY	Waverly	A	99.3	4.6	180	b	Suhr, Aelvin Edwin	71	8410	844	c1	AC	225	2.80	1.2	1.2	0.6	0.6	1.2	1.2	2.3	1.8	1.2		
KZIA	Cedar Rapids	C1	102.9	100.0	942		KZIA Inc	75	9405	See (206)		CHR	n/a		9.5	7.5	6.4	7.7	6.2	8.3	3.7	3.7	2.5		
KOKZ	Waterloo	C	105.7	100.0	1322	a	Bahakel Comm	62				Oldies	1,100	1.22	13.5	10.4	12.2	11.8	8.0	8.9	7.0	8.5	9.9		
KFMW	Waterloo	C	107.9	100.0	1805	a	Bahakel Comm	68	9608	3,500	c2	Adult Rock	1,300	1.26	15.4	11.0	10.3	10.1	12.3	10.1	8.8	11.6	12.4		
# FM Stations -					9	# Combos -					8	FM TOTALS					84.8	64.2	63.5	62.2	61.6	64.7	62.8	64.0	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
• 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		
KOEL	Oelwein	B	950	5.0	0.50	c	Cumulus Bcstg Inc	50	0010		g	Information	75	0.70	1.8	0.6	0.6	1.2	1.2	0.6	2.6	0.6	1.2		
• KQMG	Independence	D	1220	0.3	0.13	d	Keene of Iowa Inc	59	9710		c1	Soft AC				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	e	Fife Comm Co LC	58	9508	100		Nws/Tlk/Spt	120	1.49	1.2	0.6	0.6	1.2	0.6	0.6	0.7	0.6	0.6		
KWLO	Waterloo	B	1330	5.0	5.00	a	Bahakel Comm	47	9608		c2	Nostalgia	350	0.71	7.4	5.2	5.8	5.9	4.9	7.1	4.9	5.5	5.6		
• KWAY	Waverly	D	1470	1.0	0.06	b	Suhr, Aelvin Edwin	58	8410		c1	Country	100	1.24	1.2	0.0	0.0	0.6	1.2	0.0	0.0	0.0	0.0		
KXEL	Waterloo	A	1540	50.0	50.00	a	Bahakel Comm	42	5801			News/Talk	250	1.10	3.4	1.7	2.6	2.4	2.5	2.4	2.2	1.8	2.5		
KDNZ	Cedar Falls	B	1650	10.0 cp	1.00	e	Fife Comm Co LC	98				Nws/Tlk/Spt			0.4	1.2	0.0	0.6	0.0	0.6	0.2	0.6	0.0		
# AM Stations -					8	# Combos -					7	AM TOTALS					15.2	9.3	9.6	11.9	10.4	11.3	10.6	9.1	9.9
AM & FM Stations Profiled -					17	# Duopolies -					4	Total Local Commercial Share					73.5	73.1	74.1	72.0	76.0	73.4	73.1	73.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 239

Revenue Rank: 212

Panama City, FL Market Overview



Metro Counties / Population (000)

Bay, FL	149.8
	149.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$5,500	\$5,700	\$6,000	\$6,700	\$7,300	\$7,000
★★★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-4.1%	\$7,400	\$7,900	\$8,400	\$8,900	\$9,400	6.2%

	1996	2001	2006	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$3.41/1,000	\$3.97/1,000	Local	90%
Revenue/Capita	\$38.71	\$46.73	\$59.23	National	10%

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	142.1	149.8	1.1%	149.8	158.7	1.2%
Households	54.7	57.9	1.1%	57.9	61.9	1.3%
Retail Sales	NA ^{1/}	2,051.3	NA ^{1/}	2,051.3	2,368.1	2.9%
EBI ^{2/}	1,939.1	2,333.1	3.8%	2,333.1	2,950.0	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	73.9	13.1	6.4	6.3	10.7	11.4	10.8	15.1
Women (000)	75.9	12.6	6.1	6.1	10.3	11.4	11.6	17.8
Total	149.8	25.7	12.5	12.4	20.9	22.9	22.4	33.0
Percentage	100.0%	17.2%	8.4%	8.3%	14.0%	15.3%	15.0%	22.0%
Per Capita	\$ 15,575							
			Median Household	\$ 31,647			Avg Household	\$ 40,295
Ethnic Population:	White 85.6%		Black 11.0%		Asian 2.2%		Hispanic 2.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			13	13	13	3	16
Tot 12+			81.9	81.9	81.9	6.1	88.0
Avg 12+			6.3	6.3	6.3	2.0	5.5
Tot LCS			93.1	93.1	93.1	6.9	100.0
Avg LCS			7.2	7.2	7.2	2.3	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 Dothan.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WPAP	Panama City	C1	92.5	82.0 cp	1066	a	Clear Channel Comm	67	9712		g1	Country	1,575	1.26	17.8	18.2	12.0	17.2	14.3	17.7	12.0	16.4	12.2
WEBZ	Port St. Joe	C2	93.5	14.5	669	a	Clear Channel Comm	90	9909	1,000		RhyBl/HpHop	400	0.58	9.8	7.7	9.3	9.4	8.0	8.6	6.5	0.0	2.2
• WFBX	Parker	C	94.5	100.0	991	a	Clear Channel Comm	77	9712		g1	Clsc Rock	375	0.94	5.7	2.8	3.3	5.0	5.1	4.3	3.5	1.8	1.7
WRBA	Springfield	C2	95.9	50.0	282	c	Waitt Radio Inc	87	9910	6,500	d1	Clsc Rock	425	0.79	7.7	6.1	5.5	6.1	7.4	4.3	5.0	6.4	6.1
WYYX	Bonifay	C1	97.7	100.0	830	b	Styles Bcstg Inc	83	0206 p	5,250	d4	Rock	400	1.22	4.7	5.0	6.0	5.0	3.4	6.5	5.2	5.8	6.1
WFSY	Panama City	C0	98.5	100.0 cp	1066	a	Clear Channel Comm	71	9712		g1	AC	1,275	1.35	13.5	7.7	10.9	9.4	14.3	9.7	10.7	9.4	14.4
WPBH	Mexico Beach	C2	99.3	50.0	492	a	Clear Channel Comm	90	9712		g1	Oldies	350	0.93	5.4	3.9	4.9	6.1	3.4	3.2	4.3	5.8	5.5
WVVE	Panama City	C3	100.1	12.0 cp	404	b	Styles Bcstg Inc	89	0206 p		d4	Easy	250	1.88	1.9	6.1	4.4	1.7	1.7	6.5	2.4	4.1	3.3
WYOO	Springfield	C3	101.1	12.0 cp	404	b	Styles Bcstg Inc	92	0206 p		d4	News/Talk	250	1.12	3.2	5.0	7.7	3.3	2.3	3.2	6.5	6.4	7.7
• WMXP	Callaway	C1	103.5	100.0 cp	748	c	Waitt Radio Inc	90	9910		d1	Country	150	0.61	3.5	3.3	2.7	2.2	4.0	1.1	1.8	4.1	1.7
• WASJ	Panama City	C2	105.1	50.0	335	c	Waitt Radio Inc	93	9910		d1	Smooth Jazz	300	0.66	6.5	6.1	4.9	2.8	8.6	7.0	6.1	7.0	6.6
WILN	Panama City	C2	105.9	50.0	384	b	Styles Bcstg Inc	85	0206 p		d4	CHR	550	1.08	7.3	6.1	7.1	7.8	5.1	8.1	8.9	12.3	10.5
WLHR	Panama City	C1	107.9	100.0	781	c	Waitt Radio Inc	63	9910		d1	CHR	350	1.04	4.8	3.9	4.4	5.6	2.9	3.8	4.0	1.8	3.3
# FM Stations -					13	# Combos -					13	FM TOTALS			91.8	81.9	83.1	81.6	80.5	84.0	76.9	81.3	81.3

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WDIZ	Panama City	B	590	1.7	2.50	a	Clear Channel Comm	40	9712		g1	Sports	100	0.26	5.4	3.9	3.3	5.0	4.6	3.2	5.6	5.3	3.3	
• WPCF	Panama City	D	1290	0.3	0.06	b	Styles Bcstg Inc	58	0206 p		d4	Christian	50			0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	
WLTG	Panama City	B	1430	5.0	5.00		Hour Group Bcstg Inc	49	9010	212	al	News/Talk	200	1.02	2.8	2.2	1.6	3.3	1.7	1.1	2.1	2.3	2.8	
# AM Stations -					3	# Combos -					2	AM TOTALS			8.2	6.1	4.9	8.3	6.3	5.4	7.7	7.6	6.1	
AM & FM Stations Profiled -					16	# Duopolies -					6	Total Local Commercial Share			88.0	88.0	89.9	86.8	89.4	84.6	88.9	87.4		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 240

Revenue Rank: 178

Eau Claire, WI Market Overview



Metro Counties / Population (000)

Chippewa, WI	55.4
Eau Claire, WI	93.7
Total	149.1

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$8,800	\$9,500	\$10,100	\$9,700	\$10,100	\$9,800
Revenue/Retail Sales Revenue/Capita	1996	2001	2006		Est. Breakout		
	NA ^{1/}	\$3.79/1,000	\$3.74/1,000		Local	81%	
	\$61.45	\$65.73	\$82.84		National	19%	

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	143.2	149.1	0.8%	149.1	152.1
Households	52.6	55.8	1.2%	55.8	58.2	0.8%
Retail Sales	NA ^{1/}	2,584.4	NA ^{1/}	2,584.4	3,367.6	5.4%
EBI ^{2/}	1,819.1	2,296.6	4.8%	2,296.6	2,805.1	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	72.6	13.5	6.4	8.4	9.2	11.4	9.4	14.2
Women (000)	76.5	13.0	6.1	9.7	8.9	11.5	9.4	18.1
Total	149.1	26.5	12.5	18.1	18.0	22.9	18.9	32.3
Percentage	100.0%	17.8%	8.4%	12.1%	12.1%	15.4%	12.6%	21.6%
Per Capita	\$ 15,403							
Median Household				\$ 33,410				
Avg Household							\$ 41,158	
Ethnic Population:	White	96.6%	Black	0.5%	Asian	2.2%	Hispanic	0.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		11	10	12	6	18
Tot 12+	7.7		72.6	78.2	80.3	6.5	86.8
Avg 12+	7.7		6.6	7.8	6.7	1.1	4.8
Tot LCS	8.9		83.6	90.1	92.5	7.5	100.0
Avg LCS	8.9		7.6	9.0	7.7	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 stations also rated in Wausau-Stevens Pt.

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	2001 Est		Avg '01 Local Comm	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
			Freq	(kW)									Revenue (000)1/	Power Ratio										
WMEQ	Menomonie	C2	92.1	17.5	719	b	Clear Channel Comm	67	0009		sw	Clsc Rock	700	0.73	9.8	8.7	5.3	8.9	8.4	5.8	7.9	5.6	6.7	
WECL	Elk Mound	A	92.9	3.3	446	a	Nelson, David, et al	91	9606	2,550	c2	Oldies	750	0.87	8.8	7.7	7.4	6.7	8.9	8.4	6.3	8.1	5.0	
WIAL	Eau Claire	C1	94.1	84.0	351	a	Nelson, David, et al	48	9606		c2	AC	900	0.69	13.4	6.6	9.0	11.2	12.4	12.6	8.4	10.6	12.8	
WQRB	Bloomer	C3	95.1	8.9	545	b	Clear Channel Comm	92	0009		sw	Country	1,200	1.02	12.0	13.1	9.5	12.8	8.4	10.5	11.4	11.6	12.8	
WISM	Altoona	C3	98.1	10.0	174	b	Clear Channel Comm	92	0211	2,400		Clsc Rock	275	0.62	4.5	3.8	1.6	3.9	4.0	4.7	2.4	2.0	3.3	
WDRK	Cornell	C3	99.9	25.0	328	a	Nelson, David, et al	01	0108	403	cp	Rock			8.2	10.6	0.0	0.0	0.0	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	575	0.69	8.5	5.5	6.3	6.1	8.9	7.4	12.1	9.1	7.2	
WWIB	Hallie	C1	103.7	100.0	679	c	Stewards of Sound	72				ChrsContem	775	4.39	1.8	1.6	1.6	1.7	1.5	3.7	1.8	1.5	2.2	
WAXX	Eau Claire	C	104.5	100.0	1801	a	Nelson, David, et al	65	8408			Country	1,800	1.28	14.4	12.0	10.1	14.0	11.4	15.3	17.7	18.2	16.7	
WCFF	Chippewa Falls	C3	105.7	25.0	305		Bushland Radio	68				Lite AC	300	0.78	3.9	4.4	4.2	3.4	3.5	4.2	2.5	4.5	5.0	
WATQ	Chetek	C2	106.7	35.0	584	b	Clear Channel Comm	97	0009		sw	Country	500	0.44	11.5	8.2	7.9	8.9	11.4	1.6	8.2	4.0	4.4	
WCCN	Neillsville	C1	107.5	100.0	577		Central WI Bcstg Inc	64				Clsc Rock	550	3.74	1.5	0.5	0.0	1.7	1.0	1.1	0.0	0.0	0.6	
# FM Stations -					12	# Combos -					10	FM TOTALS				90.1	80.3	73.5	79.3	79.8	75.3	78.7	75.2	76.7

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	2001 Est		Avg '01 Local Comm	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio									
WOGO	Hallie	B	680	2.5	0.50	c	Stewards of Sound	85				ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WAYY	Eau Claire	B	790	5.0	5.00	a	Nelson, David, et al	37	9606		c2	Nws/Tlk/Spt	250	0.88	2.9	2.7	4.2	2.2	3.0	4.2	1.9	2.5	2.8	
WMEQ	Menomonie	B	880	10.0	0.21	b	Clear Channel Comm	51	0009		sw	News/Talk	200	1.70	1.2	1.6	2.1	1.1	1.0	1.6	1.1	1.5	1.1	
WDVM	Eau Claire	B	1050	1.0	0.50		Starboard Bcstg Inc	48	0109		dn	Relgn/Chrst	175		0.3	0.0	0.5	0.0	0.5	0.5	0.6	0.5	0.6	
• WEAQ	Chippewa Falls	D	1150	5.0	0.05	a	Nelson, David, et al	58	8408			Easy	300	0.93	3.3	1.1	2.6	2.8	3.0	3.2	2.4	4.5	3.3	
WBIZ	Eau Claire	C	1400	1.0	1.00	b	Clear Channel Comm	47	0008		sw	Sports	225	1.09	2.1	1.1	1.1	2.2	1.5	2.1	1.1	1.0	1.7	
# AM Stations -					6	# Combos -					5	AM TOTALS				9.8	6.5	10.5	8.3	9.0	11.6	7.1	10.0	9.5
AM & FM Stations Profiled -					18	# Duopolies -					6	Total Local Commercial Share				86.8	84.0	87.6	88.8	86.9	85.8	85.2	86.2	

NOTE: \$325,000 revenues attributed to out of market stations.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 241

Revenue Rank: 275

Meadville-Franklin, PA Market Overview



Metro Counties / Population (000)

Crawford, PA	90.7
Venango, PA	57.4
Total	148.1

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		N/A	N/A	N/A	N/A	\$3,500	\$3,100
Δ 00 - 01	-11.4%						
★★★		2002	2003	2004	2005	2006	Δ 01 - 06
		\$3,200	\$3,400	\$3,600	\$3,900	\$4,100	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.26/1,000	\$2.73/1,000	Local 85%
Revenue/Capita	N/A	\$20.93	\$27.82	National 15%

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	147.6	148.1	0.1%	148.1	147.4	-0.1%
Households	55.8	56.9	0.4%	56.9	57.9	0.3%
Retail Sales	NA ^{1/}	1,372.5	NA ^{1/}	1,372.5	1,499.3	1.8%
EBI ^{2/}	1,802.0	2,171.5	3.8%	2,171.5	2,586.1	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	72.1	12.7	7.0	6.1	8.2	11.2	10.4	16.6
Women (000)	76.0	11.9	6.4	5.9	8.4	11.3	10.9	21.4
Total	148.1	24.6	13.3	11.9	16.6	22.5	21.2	38.0
Percentage	100.0%	16.6%	9.0%	8.1%	11.2%	15.2%	14.3%	25.7%
Per Capita	\$ 14,663							
				Median Household	\$ 31,063		Avg Household	\$ 38,165
Ethnic Population:	White 97.7%		Black 1.6%		Asian 0.4%		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+	25.1	27.9		53.0	53.0	7.1	60.1
Avg 12+	5.0	9.3		6.6	6.6	1.4	4.6
Tot LCS	41.8	46.4		88.2	88.2	11.8	100.0
Avg LCS	8.4	15.5		11.0	11.0	2.4	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WHUZ	Saegertown	A	94.3	2.2	551	a	Forever Bcstg Inc	79	0008	4,950	d3	Clsc Hits	375	0.82	14.7	7.1	11.8	8.2	0.0	0.0	0.0	0.0	0.0
WKQW	Oil City	A	96.3	6.0	328	b	Olszowka, Stephen A.	92				Oldies	200	0.88	7.3	4.4	5.0	4.1	0.0	0.0	0.0	0.0	0.0
WGYI	Oil City	B1	98.5	20.0	299	a	Forever Bcstg Inc	57	0008		g1	Country	475	1.32	11.6	8.2	5.6	6.5	0.0	0.0	0.0	0.0	0.0
WOXX	Franklin	B1	99.3	7.3	600	a	Forever Bcstg Inc	71	0008		g1	Hot AC	575	1.04	17.9	8.2	8.1	10.0	0.0	0.0	0.0	0.0	0.0
WGYY	Meadville	B	100.3	20.0	587	a	Forever Bcstg Inc	48	0008		d3	Country	775	1.40	17.9	11.5	12.4	10.0	0.0	0.0	0.0	0.0	0.0
WVCC	Linesville	A	101.7	3.0	220		WVCC Radio	70				Adlt Stndrd	50	0.77	2.1	3.8	2.5	1.2	0.0	0.0	0.0	0.0	0.0
WXXO	Cambridge	A	104.5	2.6	512	a	Forever Bcstg Inc	98	0008		g1	Hot AC	275	0.60	14.7	4.9	5.0	8.2	0.0	0.0	0.0	0.0	0.0
WUJZ	Cooperstown	A	107.7	4.5	377	a	Forever Bcstg Inc	02	0108	342	cp	Clsc Rock				4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					8	# Combos -				7	FM TOTALS				86.2	53.0	50.4	48.2	0.0	0.0	0.0	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WKQW	Oil City	D	1120	0.9	cp	0.00	b	Olszowka, Stephen A.	86			AC				0.0	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	125	0.94	4.3	1.6	2.5	2.4	0.0	0.0	0.0	0.0	0.0
WOYL	Oil City	C	1340	1.0	1.00	a	Forever Bcstg Inc	46	0008		g1	News/Talk			2.1	2.2	0.6	1.2	0.0	0.0	0.0	0.0	0.0
• WFRA	Franklin	C	1450	1.0	cp	0.99	a	Forever Bcstg Inc	58	0008	g1	Nostalgia			1.1	1.1	1.2	0.6	0.0	0.0	0.0	0.0	0.0
WMGW	Meadville	C	1490	1.0	1.00	a	Forever Bcstg Inc	47	0008		d3	Nws/Tlk/Spt	200	1.02	6.3	2.2	2.5	3.5	0.0	0.0	0.0	0.0	0.0
# AM Stations -					5	# Combos -				5	AM TOTALS				13.8	7.1	6.8	7.7	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					13	# Duopolies -				5	Total Local Commercial Share					60.1	57.2	55.9	0.0	0.0	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: 242

Revenue Rank: 212

Florence-Muscle Shoals, AL Market Overview



Metro Counties / Population (000)

Colbert, AL	55.2
Lauderdale, AL	88.6
Total	143.8

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

ESTIMATED GROSS REVENUES ★ ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		N/A	N/A	\$4,800	\$6,600	\$7,200	\$7,000
Revenue/Retail Sales Revenue/Capita	1996	2001	2003	2004	2005	2006	Δ 01 - 06
	N/A	\$4.26/1,000	\$7,800	\$8,100	\$8,600	\$9,200	5.7%

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	136.1	143.8	1.1%	143.8	145.4
Households	53.4	57.8	1.6%	57.8	59.8	0.7%
Retail Sales	NA ^{1/}	1,644.5	NA ^{1/}	1,644.5	1,742.4	1.2%
EBI ^{2/}	1,881.1	2,294.3	4.1%	2,294.3	2,859.0	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	69.1	11.6	6.1	6.5	8.3	10.4	10.8	15.5
Women (000)	74.7	10.9	5.8	6.5	8.6	10.9	11.7	20.3
Total	143.8	22.4	11.9	12.9	16.9	21.3	22.5	35.7
Percentage	100.0%	15.6%	8.3%	9.0%	11.8%	14.8%	15.7%	24.9%
Per Capita	\$ 15,955							
				Median Household	\$ 31,464			
							Avg Household	\$ 39,694
Ethnic Population:	White	86.4%	Black	12.6%	Asian	0.4%	Hispanic	1.1%

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+	11.2		38.2	48.2	49.4	12.6	62.0
Avg 12+	3.7		7.6	6.9	6.2	1.8	4.1
Tot LCS	18.1		61.6	77.7	79.7	20.3	100.0
Avg LCS	6.0		12.3	11.1	10.0	2.9	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

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WYTK	Rogersville	A	93.9	2.3	532	Valley Broadcasting	93	0208 p	900		AC	150	1.07	2.0	1.2	1.2	1.9	0.6	2.4	2.4	0.0	0.0
WMSR	Collinwood	C3	94.9	7.7 cp	594	Malkan Bcst Assoc	94	9708	1,500		Soft Hits	1,100	0.90	17.4	9.4	7.4	11.4	10.8	7.2	4.8	0.0	0.0
WXFL	Florence	C2	96.1	20.5	781	a Big River Bcstg Corp	92	9508	566		Country	800	0.92	12.4	10.0	6.2	7.0	8.9	5.4	8.1	0.0	0.0
WKGL	Russellville	A	97.7	3.5	430	b Clear Channel Comm	86	0101		sw	Oldies	700	1.54	6.5	5.3	4.3	5.1	3.2	4.8	4.9	0.0	0.0
WLAY	Tuscumbia	C1	100.3	83.0	246	b Clear Channel Comm	62	0101		sw	Country	1,075	1.62	9.5	5.3	6.2	5.1	7.0	5.4	5.5	0.0	0.0
WVNA	Muscle Shoals	A	105.5	1.1	742	b Clear Channel Comm	64	0101		sw	Clsc Rock	700	0.95	10.5	4.7	7.4	5.1	8.3	6.6	7.5	0.0	0.0
WBTG	Sheffield	C3	106.3	6.0	682	c Slatton & Assoc	69				Gospel	325	0.63	7.4	3.5	4.9	4.4	5.1	3.0	5.6	0.0	0.0
WQLT	Florence	C1	107.3	93.0	1017	a Big River Bcstg Corp	67	7302			AC	1,475	1.57	13.4	10.0	12.3	9.5	7.6	13.2	11.4	0.0	0.0
# FM Stations -				8	# Combos -				6	FM TOTALS				79.1	49.4	49.9	49.5	51.5	48.0	50.2	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WZNN	Lexington	D	620	5.0	0.10	Huerta, Manuel	81	0205	100						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WBCF	Florence	C	1240	1.0	1.00	Benny Carle Bcstg	46	7708			Nws/Tlk/Spt	100	0.71	2.0	1.8	1.2	1.3	1.3	1.2	0.0	0.0	0.0
• WBTG	Sheffield	D	1290	1.0	0.08	c Slatton & Assoc	63				Chrst/Talk			1.5	2.4	1.2	1.3	0.6	1.2	1.5	0.0	0.0
• WSBM	Florence	C	1340	1.0	1.00	a Big River Bcstg Corp	46	7302			Urban AC	150	0.39	5.5	2.4	3.1	3.2	3.8	6.0	3.4	0.0	0.0
• WZZA	Tuscumbia	D	1410	0.5	0.05	Muscle Shoals Bcstg	72				Urban/Gospl	150	0.54	4.0	1.8	2.5	1.9	3.2	2.4	4.7	0.0	0.0
WLAY	Muscle Shoals	C	1450	1.0	1.00	b Clear Channel Comm	33	0101		sw	Country			4.5	1.8	1.2	3.2	2.5	1.2	2.5	0.0	0.0
WVNA	Tuscumbia	B	1590	5.0	1.00	b Clear Channel Comm	55	0101		sw	Nws/Tlk/Spt	250	1.02	3.5	2.4	1.9	2.5	1.9	2.4	2.9	0.0	0.0
# AM Stations -				7	# Combos -				4	AM TOTALS				21.0	12.6	11.1	13.4	13.3	14.4	15.0	0.0	0.0
AM & FM Stations Profiled -				15	# Duopolies -				3	Total Local Commercial Share				62.0	61.0	62.9	64.8	62.4	65.2	0.0	0.0	

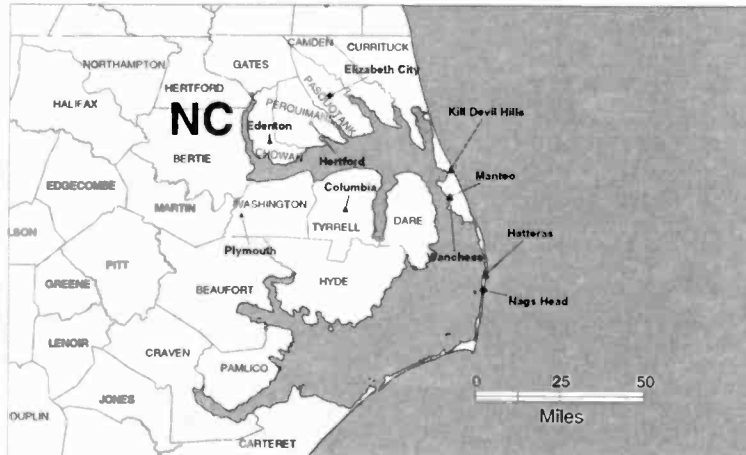
NOTE: Market first rated Fall 1999

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

Metro Rank: 243

Revenue Rank: 222

Elizabeth City-Nags Head, NC Market Overview



Metro Counties / Population (000)

Camden, NC	7.0
Chowan, NC	14.6
Currituck, NC	18.5
Dare, NC	30.5
Hyde, NC	5.9
Pasquotank, NC	35.2
Perquimans, NC	11.4
Tyrell, NC	4.2
Washington, NC	13.7
Total	141.0

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

ESTIMATED GROSS REVENUES ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		N/A	N/A	N/A	\$5,700	\$7,100	\$6,500
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-8.5%	\$6,800	\$7,300	\$7,700	\$8,200	\$8,700	6.2%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.48/1,000	\$3.62/1,000	Local	85%		
	N/A	\$46.10	\$57.09	National	15%		

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	131.8	141.0	1.4%	141.0	152.4
Households	49.8	54.2	1.7%	54.2	59.6	1.9%
Retail Sales	NA ^{1/}	1,867.9	NA ^{1/}	1,867.9	2,402.0	5.2%
EBI ^{2/}	1,596.0	2,025.0	4.9%	2,025.0	2,587.6	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	68.6	12.3	5.9	5.3	9.0	10.8	9.8	15.5
Women (000)	72.4	11.8	5.7	5.5	9.1	10.8	10.3	19.2
Total	141.0	24.1	11.7	10.9	18.0	21.6	20.1	34.7
Percentage	100.0%	17.1%	8.3%	7.7%	12.8%	15.3%	14.3%	24.6%
Per Capita	\$ 14,362	Median Household		\$ 29,712	Avg Household		\$ 37,361	
Ethnic Population:	White 72.6%	Black 26.2%	Asian 0.7%	Hispanic 1.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	2		11	7	13	5	18
Tot 12+	0.6		41.0	33.8	41.6	4.5	46.1
Avg 12+	0.3		3.7	4.8	3.2	0.9	2.6
Tot LCS	1.3		88.9	73.3	90.2	9.8	100.0
Avg LCS	0.7		8.1	10.5	6.9	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

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
• WYND	Nags Head	C3	92.3	18.0	384	b	Convergent Bcstg LLC	90	0209	p	d1	Easy/Oldes	400	0.99	6.2	1.1	2.9	2.9	2.4	2.5	0.0	0.0	0.0	
WWOC	Hatteras	C1	94.5	100.0	981	a	Ray-D-O-Biz Inc	99				Country	175	0.66	4.1	2.2	1.7	1.7	1.8	1.8	0.0	0.0	0.0	
WOBX	Wanchese	C3	95.3	25.0	295	d	East Carolina Radio	73	9606		600	c1	Cisc Rock	1,125	1.49	11.6	2.8	2.9	6.3	3.6	4.9	0.0	0.0	0.0
WPNC	Plymouth	A	95.9	2.6	331		Durlyn Bcstg	79	9603			na	Lite AC			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	d	East Carolina Radio	84	9806		475		Rock	100	0.73	2.1	0.6	1.1	0.6	1.2	1.2	0.0	0.0	0.0
• WNHW	Hatteras	C1	97.1	48.0	558	b	Convergent Bcstg LLC	95	0209	p	d1	Country	175	1.28	2.1	1.7	1.1	0.6	1.2	1.8	0.0	0.0	0.0	
WOBX	Manteo	C2	98.1	40.0	233	d	East Carolina Radio	01				AC			2.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WVOD	Manteo	C2	99.1	50.0	492		Convergent Bcstg LLC	86	0210	p	1,000	AAA	450	1.00	6.9	3.3	3.4	2.9	3.0	3.7	0.0	0.0	0.0	
WBXB	Edenton	C2	100.1	50.0 cp	492	c	Willis Family Bcstg	76	9202		550		Gospel		9.6	3.3	5.7	4.0	4.2	2.5	0.0	0.0	0.0	
WERX	Columbia	C1	102.5	64.0	689	d	East Carolina Radio	83	9005		400	c1	Oldies	1,150	0.99	17.8	4.4	7.4	8.0	7.2	6.1	0.0	0.0	0.0
WCXL	Kill Devil Hills	C1	104.1	100.0	981	a	Ray-D-O-Biz Inc	93	9303		1,003		AC	950	1.26	11.6	7.8	5.1	5.7	4.2	4.9	0.0	0.0	0.0
WFMZ	Hertford	C2	104.9	50.0	492		Maranatha Bcstg Co	97					ChrsContem		6.2	2.8	2.3	1.7	3.6	1.2	0.0	0.0	0.0	
WRSF	Columbia	C1	105.7	100.0	614	d	East Carolina Radio	83	9512		950		Country	1,400	1.31	16.5	9.4	9.1	6.3	7.8	5.5	0.0	0.0	0.0
# FM Stations -				13	# Combos -				9	FM TOTALS				94.7	41.6	43.3	40.7	40.2	36.1	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WGAI	Elizabeth City	B	560	1.0	0.50	a	Ray-D-O-Biz Inc	47	9805		400	al	Nws/Tlk/Spt	150	1.65	1.4	0.6	0.6	0.6	0.6	0.6	0.0	0.0	0.0
WCNC	Elizabeth City	C	1240	1.0	1.00	d	East Carolina Radio	39	9808		230		Adlt Stndrd	300	1.13	4.1	3.3	1.7	1.1	2.4	3.1	0.0	0.0	0.0
• WZBO	Edenton	D	1260	1.0	0.00	d	East Carolina Radio	55	9005			c1	Adlt Stndrd			0.6	0.0	0.0	0.0	1.8	0.0	0.0	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	d	East Carolina Radio	70	9606			c1	Gospel	100		0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	
# AM Stations -				5	# Combos -				4	AM TOTALS				5.5	4.5	2.3	1.7	3.0	6.7	0.0	0.0	0.0		
AM & FM Stations Profiled -				18	# Duopolies -				6	Total Local Commercial Share				46.1	45.6	42.4	43.2	42.8	0.0	0.0	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: 244

Revenue Rank: 167

Monroe, LA Market Overview



Metro Counties / Population (000)

Ouachita, LA	147.6
	147.6

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$9,000	\$10,200	\$10,200	\$11,500	\$11,600	\$10,700
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.8%	\$11,200	\$12,000	\$12,800	\$13,500	\$14,400	6.2%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$5.32/1,000	\$6.35/1,000	Local	90%		
Revenue/Capita	\$61.06	\$72.49	\$96.97	National	10%		

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	147.4	147.6	0.0%	147.6	148.5
Households	52.0	53.7	0.6%	53.7	55.2	0.6%
Retail Sales	NA ^{1/}	2,010.1	NA ^{1/}	2,010.1	2,268.2	2.4%
EBI ^{2/}	1,718.4	2,080.3	3.9%	2,080.3	2,468.0	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	69.8	14.5	7.6	7.8	8.8	9.9	9.0	12.2
Women (000)	77.8	14.2	7.1	8.4	9.4	11.0	10.3	17.4
Total	147.6	28.7	14.7	16.2	18.2	20.9	19.3	29.6
Percentage	100.0%	19.4%	10.0%	11.0%	12.3%	14.2%	13.1%	20.1%
Per Capita	\$ 14,094	Median Household		\$ 28,172	Avg Household		\$ 38,740	
Ethnic Population:	White 64.8%	Black 34.0%	Asian 0.8%	Hispanic 1.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		11	8	15	6	21
Tot 12+	16.8		55.4	64.5	72.2	10.3	82.5
Avg 12+	4.2		5.0	8.1	4.8	1.7	3.9
Tot LCS	20.4		67.2	78.2	87.5	12.5	100.0
Avg LCS	5.1		6.1	9.8	5.8	2.1	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• KMYT	Rayville	C3	92.3	11.5	486	e	Monroe Radio Prtnrs	84	0104		g1	Country	950	1.64	5.4	1.9	3.7	3.5	5.7	2.3	4.0	4.6	7.0	
KWJM	Farmerville	A	92.7	6.0	328		Union Bcstg Co Inc	79				AC	150	0.93	1.5	2.6	1.2	1.2	1.3	1.7	2.6	2.9	2.3	
KTRY	Bastrop	A	94.3	3.0	325		Cotton Comm	74	8502	456	e	UrbAC/RhyBI	100	0.93	1.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0
KJMG	Bastrop	A	97.3	5.9	328	d	Holladay Bcstg	96	9811	700		Urban AC	350	0.32	10.3	12.9	11.0	10.5	6.9	12.1	9.9	9.8	6.4	
KPCH	Dubach	C1	97.7	60.0 cp	509		Brown, William W.	84	8612	355		Oldies	75		0.7	0.6	2.5	0.6	0.6	1.7	0.0	1.7	1.2	
KZRZ	West Monroe	C2	98.3	50.0	492	e	Monroe Radio Prtnrs	67	0104		g1	AC	800	1.12	6.7	3.9	3.1	6.4	5.0	4.0	3.3	10.9	10.5	
KNBB	Ruston	C3	99.3	15.5 cp	331	c	Comm Capital Mgrs	99	0111	2,970	d1	Hot AC	50		0.4	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	
• KRVV	Bastrop	C2	100.1	50.0	492	d	Holladay Bcstg	77	9110	1,036	1	Urban	1,200	0.49	23.1	18.7	25.2	19.8	19.5	20.2	15.5	15.5	15.7	
KHLL	Richwood	A	100.9	6.0	328		Gilliland, Dan	94				ChrsContem	300	1.00	2.8	1.3	1.8	1.7	3.1	1.7	4.0	2.9	4.7	
KNOE	Monroe	C	101.9	99.0	1516	b	Noe, James A	67				Adult CHR	1,875	2.04	8.6	6.5	6.7	6.4	8.2	8.1	6.3	10.9	8.7	
KQLQ	Columbia	C3	103.1	25.0	328	e	Monroe Radio Prtnrs	80	0104		g1	Oldies	275	0.80	3.2	1.9	1.8	2.3	3.1	2.9	4.4	4.0	0.0	
• KJLO	Monroe	C	104.1	100.0	1017	a	New South Comm Inc	46	8601	1,700	1	Country	1,500	1.13	12.4	13.5	14.1	11.0	10.1	14.5	13.8	10.9	13.4	
KLIP	Monroe	C2	105.3	50.0	433	a	New South Comm Inc	93	9710	400	1	Clsc Hits	875	1.00	8.2	3.9	4.3	6.4	7.5	5.8	6.0	5.7	7.6	
• KXRR	Monroe	C	106.1	100.0	1017	e	Monroe Radio Prtnrs	65	0104		g1	Clsc Rock	350	0.65	5.0	3.2	3.1	4.1	4.4	4.6	3.5	0.6	0.6	
KXKZ	Ruston	C	107.5	100.0	1066	c	Comm Capital Mgrs	66	0111		d1	Country	900	2.63	3.2	1.3	1.8	1.7	3.8	2.3	2.5	2.3	1.7	
# FM Stations -					15	# Combos -					11	FM TOTALS				92.5	72.2	80.3	77.9	79.2	81.9	75.8	82.7	79.8

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KNOE	Monroe	B	540	5.0	1.00	b	Noe, James A	44				Country	400	2.49	1.5	1.9	3.1	1.2	1.3	1.2	3.5	0.0	2.3	
KLIC	Monroe	C	1230	1.0	1.00		Media Ministries	50	9211	165		News/Talk	100	0.85	1.1	0.0	0.6	0.6	1.3	0.0	0.0	0.6	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	a	New South Comm Inc	30	8601			1 Talk/Sprts	425	0.79	5.0	1.9	1.8	4.1	4.4	4.0	3.3	2.3	4.7	
KRUS	Ruston	C	1490	1.0	1.00	c	Comm Capital Mgrs	47	0111		d1	Urban				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KRJO	Monroe	B	1680	10.0	1.00	a	New South Comm Inc	01				1 Black Gospl				6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					6	# Combos -					4	AM TOTALS				7.6	10.3	5.5	5.9	7.0	5.2	6.8	2.9	7.0
AM & FM Stations Profiled -					21	# Duopolies -					6	Total Local Commercial Share				82.5	85.8	83.8	86.2	87.1	82.6	85.6	86.8	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 245

Revenue Rank: 248

State College, PA Market Overview



Metro Counties / Population (000)

Centre, PA	136.7
	136.7

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

ESTIMATED GROSS REVENUES
★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$4,200	\$4,800	\$5,000	\$5,100	\$5,600	\$5,100	3.9%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-8.9%	\$5,400	\$5,700	\$6,100	\$6,400	\$6,800	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.58/1,000	\$4.58/1,000	Local 92%
Revenue/Capita	\$32.16	\$37.31	\$48.75	National 8%

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	130.6	136.7	0.9%	136.7	139.5	0.4%
Households	44.8	47.3	1.1%	47.3	49.0	0.7%
Retail Sales	NA ^{1/}	1,424.9	NA ^{1/}	1,424.9	1,484.3	0.8%
EBI ^{2/}	1,747.2	2,159.1	4.3%	2,159.1	2,636.7	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	70.6	8.9	4.2	19.3	10.4	9.5	8.1	10.3
Women (000)	66.1	8.5	4.0	15.8	8.1	8.9	8.2	12.6
Total	136.7	17.4	8.1	35.1	18.5	18.3	16.3	22.9
Percentage	100.0%	12.7%	6.0%	25.7%	13.5%	13.4%	11.9%	16.8%
Per Capita	\$ 15,794							
			Median Household	\$ 35,367			Avg Household	\$ 45,647
Ethnic Population:	White	92.5%	Black	2.8%	Asian	4.4%	Hispanic	1.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	2		8	10	4	14
Tot 12+	52.0	12.1		61.1	64.1	13.3	77.4
Avg 12+	6.5	6.1		7.6	6.4	3.3	5.5
Tot LCS	67.2	15.6		78.9	82.8	17.2	100.0
Avg LCS	8.4	7.8		9.9	8.3	4.3	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WBUS	Boalsburg	A	93.7	0.3	1362	b	Dame Broadcasting	98	0202	4,000		Clsc Rock	875	1.07	16.0	12.1	9.0	14.0	8.8	9.5	3.9	5.9	10.3
WLTS	State College	A	94.5	1.9	587	d	Forever Bcstg Inc	91	9312		na	Soft AC	475	2.52	3.7	4.8	3.0	4.0	1.3	4.4	3.2	2.6	4.5
WZWW	Bellefonte	A	95.3	0.8	637		First Media	86	0009	6,000		AC	1,550	1.68	18.1	9.1	14.3	14.0	11.9	15.3	14.3	13.8	12.2
WQWK	University Park	A	97.1	2.0	404	b	Dame Broadcasting	65	0004		g1	Modern Rock	450	0.87	10.1	8.5	4.5	4.0	10.7	5.8	12.4	9.2	8.3
WFGY	Altoona	B	98.1	30.0	942	a	Forever Bcstg Inc	60	9012	See (251)		Country	n/a		10.3	8.5	12.0	6.7	8.2	10.9	11.1	9.9	11.5
WOJZ	Pleasant Gap	A	98.7	2.2	551	d	Forever Bcstg Inc	96	9902	485		Smooth Jazz				2.4	0.0	0.0	0.0	0.0	0.0	0.0	1.2
WGMR	Tyrone	B	101.1	8.5	1171		Allegheny Mtn Ntwk	61				Modern Rock	n/a		8.2	3.6	5.3	6.7	5.0	7.3	4.5	6.6	7.7
WBHV	State College	A	103.1	0.4	1306	d	Forever Bcstg Inc	65	9805	2,900	c1	CHR	1,050	1.17	17.6	10.3	13.5	12.7	12.6	10.2	11.8	14.5	9.6
WUBZ	Philipsburg	A	105.9	0.7	951	c	Moshannon Valley Net	96	9610	350	c2	Modern Rock	50		0.5	0.6	2.3	0.7	0.0	0.7	0.0	0.7	0.0
WJHT	Port Matilda	A	107.9	0.5	1175	b	Dame Broadcasting	94	0004		g1	Hip Hop	100	0.44	4.5	4.2	4.5	2.7	3.8	5.1	6.1	6.6	0.6
# FM Stations -					10	# Combos -				7	FM TOTALS				89.0	64.1	68.4	65.5	62.3	69.2	67.3	69.8	65.9

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WBLF	Bellefonte	D	970	1.0	0.07	b	Dame Broadcasting	58	0004		g1	Nws/Spt/Tlk				0.6	0.0	0.0	0.0	0.0	0.3	0.7	0.6
• WPHB	Philipsburg	D	1260	5.0	0.03	c	Moshannon Valley Net	56	9610		c2	Country	100	0.93	2.1	3.6	0.0	0.0	3.1	0.0	0.0	0.0	0.0
WRSC	State College	B	1390	2.0	1.00	b	Dame Broadcasting	61	0004		g1	Nws/Tlk/Spt	175	0.65	5.3	6.7	5.3	3.3	4.4	3.6	6.2	2.6	5.8
WMAJ	State College	C	1450	1.0	1.00	d	Forever Bcstg Inc	45	9805		c1	Nws/Tlk/Spt	250	1.40	3.5	2.4	3.8	1.3	3.8	2.9	2.0	2.0	3.8
# AM Stations -					4	# Combos -				4	AM TOTALS				10.9	13.3	9.1	4.6	11.3	6.5	8.5	5.3	10.2
AM & FM Stations Profiled -					14	# Duopolies -				4	Total Local Commercial Share					77.4	77.5	70.1	73.6	75.7	75.8	75.1	76.1

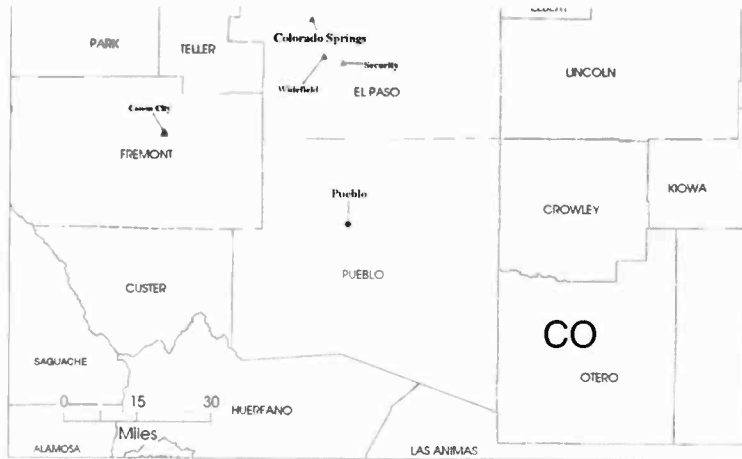
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 246

Revenue Rank: 280

Pueblo, CO Market Overview



Metro Counties / Population (000)

Pueblo, CO	142.9
	142.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$3,900	\$3,900	\$4,000	\$3,300	\$2,800	\$2,300
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-17.9%	\$2,400	\$2,600	\$2,800	\$2,900	\$3,100
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$1.36/1,000	2006 \$1.58/1,000			Est. Breakout	
Revenue/Capita	\$30.07	\$16.10	\$20.27			Local	90%
						National	10%

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	129.7	142.9	2.0%	142.9	152.9
Households	49.9	55.8	2.3%	55.8	60.8	1.7%
Retail Sales	NA ^{1/}	1,689.0	NA ^{1/}	1,689.0	1,962.0	3.0%
EBI ^{2/}	1,431.5	1,850.8	5.3%	1,850.8	2,302.5	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	69.5	12.6	6.5	5.5	8.2	10.9	9.4	16.3
Women (000)	73.4	12.2	6.2	5.5	8.4	10.8	9.9	20.3
Total	142.9	24.8	12.7	11.0	16.6	21.8	19.4	36.7
Percentage	100.0%	17.3%	8.9%	7.7%	11.6%	15.2%	13.6%	25.7%
Per Capita	\$ 12,951							
				Median Household	\$ 26,721		Avg Household	\$ 33,168
Ethnic Population:	White	93.9%	Black	2.3%	Asian	1.0%	Hispanic	38.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		12	10	13	5	18
Tot 12+	1.1		55.1	52.3	56.2	7.9	64.1
Avg 12+	1.1		4.6	5.2	4.3	1.6	3.6
Tot LCS	1.7		86.0	81.6	87.7	12.3	100.0
Avg LCS	1.7		7.2	8.2	6.7	2.5	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 Colorado Springs.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KILO	Colorado Springs	C	94.3	83.0	2110	Bahakel Comm	66	8408	See (96)		AOR	n/a		9.6	5.7	6.4	6.4	7.2	7.7	4.5	7.5	3.5
KRDO	Colorado Springs	C	95.1	65.0	2093	Pikes Peak Bcstg	69			1	AC	n/a		2.8	1.7	1.7	1.8	2.2	1.1	1.8	1.1	2.9
KCCY	Pueblo	C	96.9	40.0 cp	2280	b Clear Channel Comm	75	0102			Country	n/a		16.8	8.0	9.2	9.4	14.4	10.5	11.9	17.8	15.0
KKFM	Colorado Springs	C	98.1	71.0	2290	a Citadel Comm Corp	58	9212			Clsc Rock	n/a		8.5	5.1	4.6	7.0	5.0	5.0	6.8	6.9	8.7
KKMG	Pueblo	C	98.9	72.0	2280	a Citadel Comm Corp	67	9403	See (96)		CHR	n/a		14.1	5.7	6.9	11.7	8.3	8.3	8.8	9.2	12.7
KVUU	Pueblo	C	99.9	79.0	2198	b Clear Channel Comm	76	0008			Modern AC	n/a		3.6	3.4	3.5	2.9	2.2	2.8	2.8	2.9	3.5
KGFT	Pueblo	C	100.7	78.0	2218	Salem Comm Corp	76	9603	See (96)		Chrst/Talk	n/a		1.2	1.1	1.2	0.6	1.1	1.1	1.2	0.6	0.6
KYZX	Pueblo	C2	103.9	1.8	2159	Bahakel Comm	92	9903	See (96)		Clsc Rock	n/a		2.8	2.8	1.7	2.3	1.7	2.2	3.6	0.6	0.6
KSTY	Canon City	A	104.5	6.0	46	Royal Gorge Bcstg	75	0001		g	Country	50	1.67	1.3	1.1	1.7	1.2	0.6	0.6	0.7	0.0	0.0
KSKX	Security	C3	105.5	0.4	2228	Optima Comm	73	8902	See (96)	1	Smooth Jazz	n/a		2.8	5.7	3.5	1.8	2.2	3.3	3.0	2.9	1.2
KKLI	Widefield	C2	106.3	1.6	2225	b Clear Channel Comm	87	0008			Soft AC	n/a		5.2	4.5	5.2	2.9	4.4	5.0	3.3	2.9	3.5
KNKN	Pueblo	C2	107.1	50.0	312	d Metropolitan Radio	79	9708	725	c1	Spanish	400	3.95	4.4	2.3	4.6	2.9	3.3	6.6	3.1	3.4	2.3
KDZA	Pueblo	C1	107.9	100.0	240	c Clear Channel Comm	88	0102		g1	Oldies	1,075	3.00	15.6	9.1	12.1	11.1	11.0	8.8	8.0	7.5	7.5
# FM Stations -				13	# Combos -				7	FM TOTALS				88.7	56.2	62.3	62.0	63.6	63.0	59.5	63.3	62.0

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KCSJ	Pueblo	B	590	1.0	1.00	c	Clear Channel Comm	47	0108		g1	Nws/Tlk/Spt	350	2.93	5.2	4.5	2.9	4.1	3.3	4.4	5.2	4.6	4.6
• KRMX	Pueblo	D	690	0.3	0.02	d	Metropolitan Radio	58	9711	172		Spanish	100		0.8	1.1	0.6	0.6	0.6	0.6	0.9	1.7	0.6
• KFEL	Pueblo	D	970	3.2	0.18		Wellspring Harvest	56	9812	390	KF	Christian				0.6	0.0	0.0	0.0	0.6	0.0	0.0	0.0
KGHF	Pueblo	B	1350	5.0	0.28	c	Clear Channel Comm	28	0108		g1	Sports	325	2.67	5.3	1.7	4.6	4.7	2.8	3.9	5.7	5.2	5.2
• KAVA	Pueblo	D	1480	1.0	0.11		Council Tree Comm	63	0004		g	Spanish				0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				5	# Combos -				3	AM TOTALS				11.3	7.9	9.8	9.4	6.7	9.5	11.8	11.5	10.4	
AM & FM Stations Profiled -				18	# Duopolies -				5	Total Local Commercial Share				64.1	72.1	71.4	70.3	72.5	71.3	74.8	72.4		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 247

Revenue Rank: 256

Sussex, NJ Market Overview



Metro Counties / Population (000)

Sussex, NJ	145.2
	145.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$2,600	\$2,800	\$4,200	\$4,500	\$5,400	\$4,900
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-9.3%	\$5,100	\$5,500	\$5,800	\$6,200	\$6,600	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.78/1,000	\$4.46/1,000	Local 85%
Revenue/Capita	\$18.48	\$33.75	\$43.31	National 15%

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	140.7	145.2	0.6%	145.2	152.4	1.0%
Households	47.7	49.8	0.9%	49.8	52.8	1.2%
Retail Sales	NA ^{1/}	1,296.5	NA ^{1/}	1,296.5	1,480.1	2.7%
EBI ^{2/}	2,550.1	3,295.2	5.3%	3,295.2	3,876.5	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	72.5	14.1	6.5	5.3	10.1	14.1	12.1	10.4
Women (000)	72.7	13.4	6.1	4.9	10.3	14.1	11.0	12.9
Total	145.2	27.4	12.6	10.2	20.5	28.2	23.0	23.2
Percentage	100.0%	18.9%	8.6%	7.0%	14.1%	19.5%	15.9%	16.0%
Per Capita	\$ 22,694							
			Median Household	\$ 61,478			Avg Household	\$ 66,168
Ethnic Population:	White	97.1%	Black	1.2%	Asian	1.4%	Hispanic	3.4%

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+	20.2	8.1		28.3	28.3	2.3	30.6
Avg 12+	10.1	8.1		9.4	9.4	2.3	7.7
Tot LCS	66.0	26.5		92.5	92.5	7.5	100.0
Avg LCS	33.0	26.5		30.8	30.8	7.5	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 Wilkes-Barre.

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	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
			Freq	(kW)									Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998
WSUS	Franklin	A	102.3	0.6	745	a	Clear Channel Comm	65	0102		g1	AC	1,825	0.87	42.9	15.0	11.4	12.0	12.0	11.6	12.7	11.9	13.2
• WNNJ	Newton	B1	103.7	2.3	892	a	Clear Channel Comm	61	0102		g1	Clsc Hits	2,000	1.34	30.5	8.1	9.2	7.6	9.4	7.9	12.2	9.6	10.6
WHCY	Blairstown	A	106.3	0.4	860	a	Clear Channel Comm	73	0102		g1	CHR	900	1.13	16.2	5.2	4.3	6.0	3.1	4.8	3.6	8.5	7.9
# FM Stations -					3	# Combos -		3		FM TOTALS					89.6	28.3	24.9	25.6	24.5	24.3	28.5	30.0	31.7
AM Stations													ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Day Power		Night Power		Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
			Freq	(kW)	(kW)	C							Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998
• WNNJ	Newton	B	1360	2.0	0.32	a	Clear Channel Comm	53	0102		g1	Nostalgia	150	0.29	10.4	2.3	0.0	2.7	3.1	4.8	3.1	2.3	1.6
# AM Stations -					1	# Combos -		1		AM TOTALS					10.4	2.3	0.0	2.7	3.1	4.8	3.1	2.3	1.6
AM & FM Stations Profiled -					4	# Duopolies -		1		Total Local Commercial Share					30.6	24.9	28.3	27.6	29.1	31.6	32.3	33.3	

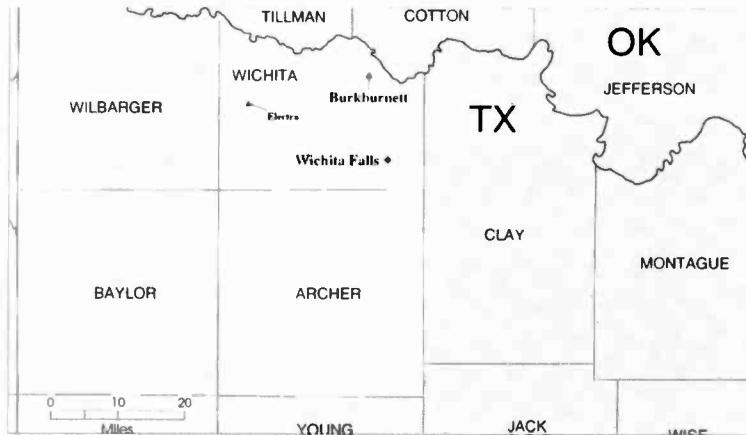
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 248

Revenue Rank: 256

Wichita Falls, TX Market Overview



Metro Counties / Population (000)

Archer, TX	8.9
Wichita, TX	132.4*
	141.3

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$4,200	\$4,300	\$4,200	\$4,600	\$5,200	\$4,900	3.0%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.8%	\$5,100	\$5,500	\$5,800	\$6,200	\$6,600	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.83/1,000	\$3.17/1,000	Local 80%
Revenue/Capita	\$31.79	\$34.68	\$45.11	National 20%

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	132.1	141.3	1.4%	141.3	146.3
Households	49.6	52.6	1.2%	52.6	55.5	1.1%
Retail Sales	NA ^{1/}	1,728.7	NA ^{1/}	1,728.7	2,080.4	3.8%
EBI ^{2/}	1,794.7	2,140.9	3.6%	2,140.9	2,633.2	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	68.2	13.0	5.8	6.9	9.8	9.8	8.8	14.1
Women (000)	73.1	12.5	5.6	6.2	9.3	9.8	9.8	19.9
Total	141.3	25.4	11.5	13.1	19.0	19.7	18.6	34.0
Percentage	100.0%	18.0%	8.1%	9.2%	13.5%	13.9%	13.2%	24.1%
Per Capita	\$ 15,151		Median Household	\$ 32,948		Avg Household	\$ 40,701	
Ethnic Population:	White 86.0%	Black 10.2%	Asian 2.2%	Hispanic 12.0%				

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+			68.9	68.9	68.9	0.7	69.6
Avg 12+			9.8	9.8	9.8	0.7	8.7
Tot LCS			99.0	99.0	99.0	1.0	100.0
Avg LCS			14.1	14.1	14.1	1.0	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KNIN	Wichita Falls	C1	92.9	100.0	919	a	Clear Channel Comm	75	0012	6,500	d2	CHR	750	0.95	16.1	11.9	8.6	9.4	13.9	12.6	12.3	14.4	10.7
KOLI	Electra	C2	94.9	50.0	492	b	Cumulus Bcstg Inc	98	9806	238	cp	Country	325	0.84	7.9	5.9	7.9	9.4	2.2	2.4	2.7	1.2	0.0
KLUR	Wichita Falls	C1	99.9	100.0	830	b	Cumulus Bcstg Inc	63	9711	6,000	c1	Country	1,150	0.96	24.5	19.3	18.4	19.5	16.1	18.9	24.9	24.6	24.9
KWFS	Wichita Falls	C1	102.3	100.0	449	a	Clear Channel Comm	61	0012		d2	Country	625	1.09	11.7	5.9	7.9	6.0	10.9	15.7	10.0	9.0	12.4
KQXC	Wichita Falls	C2	103.9	50.0 cp	305	b	Cumulus Bcstg Inc	93	9711		c1	Dance/CHR	925	1.02	18.5	11.1	9.2	16.8	10.2	3.9	4.3	3.6	4.0
KYYI	Burkburnett	C1	104.7	92.0	1017	b	Cumulus Bcstg Inc	90	9711		c1	Clsc Rock	625	1.05	12.2	11.1	5.9	6.7	10.9	11.0	10.5	7.2	11.9
KTLT	Wichita Falls	C2	106.3	33.0 cp	600	a	Clear Channel Comm	84	0012		d2	AC	400	1.01	8.1	3.7	5.3	6.0	5.8	7.1	7.2	9.6	11.3
# FM Stations -					7	# Combos -					7	FM TOTALS		99.0	68.9	63.2	73.8	70.0	71.6	71.9	69.6	75.2	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• KWFS	Wichita Falls	D	1290	5.0	0.07	a	Clear Channel Comm	48	0012		d2	News/Talk	75	1.53	1.0	0.7	1.3	0.0	1.5	0.0	1.7	1.2	0.6
# AM Stations -					1	# Combos -					1	AM TOTALS		1.0	0.7	1.3	0.0	1.5	0.0	1.7	1.2	0.6	
AM & FM Stations Profiled -					8	# Duopolies -					3	Total Local Commercial Share		69.6	64.5	73.8	71.5	71.6	73.6	70.8	75.8		

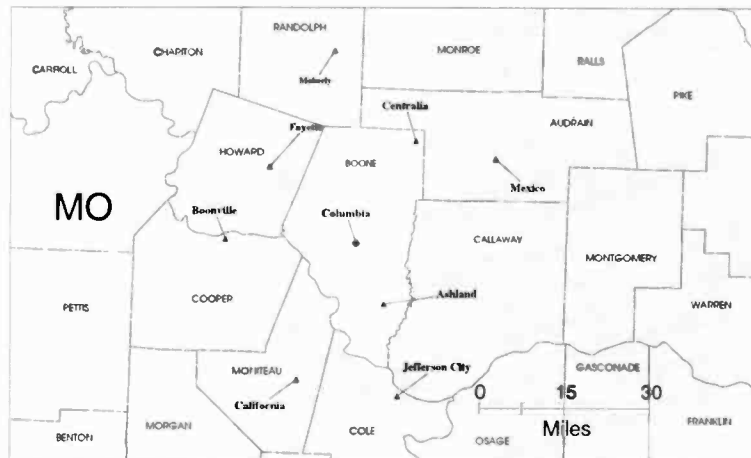
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 249

Revenue Rank: 161

Columbia, MO Market Overview



Metro Counties / Population (000)

Boone, MO	137.2
	137.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$6,500	\$7,400	\$9,000	\$10,700	\$11,300	\$11,200
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-0.9%	\$12,000	\$13,100	\$14,100	\$14,900	\$15,900	7.4%
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$5.32/1,000	\$6.12/1,000	Local	90%		
	\$52.21	\$81.63	\$108.31	National	10%		

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	124.5	137.2	2.0%	137.2	146.8	1.4%
Households	47.3	52.3	2.0%	52.3	57.1	1.8%
Retail Sales	NA ^{1/}	2,104.6	NA ^{1/}	2,104.6	2,599.4	4.3%
EBI ^{2/}	1,817.7	2,414.5	5.8%	2,414.5	3,106.3	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	66.7	11.5	4.7	12.7	10.5	10.5	7.7	9.1
Women (000)	70.5	11.2	4.6	13.6	10.5	10.6	8.3	11.7
Total	137.2	22.7	9.3	26.3	21.0	21.1	16.0	20.8
Percentage	100.0%	16.5%	6.8%	19.2%	15.3%	15.4%	11.6%	15.1%
Per Capita	\$ 17,598			Median Household	\$ 35,724		Avg Household	\$ 46,166
Ethnic Population:	White	86.8%	Black	9.1%	Asian	3.3%	Hispanic	1.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		10	7	12	4	16
Tot 12+	2.1		58.0	55.2	60.1	10.9	71.0
Avg 12+	1.1		5.8	7.9	5.0	2.7	4.4
Tot LCS	3.0		81.7	77.7	84.6	15.4	100.0
Avg LCS	1.5		8.2	11.1	7.1	3.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998				
KMFC	Centralia	A	92.1	3.9	cp	400					Clair Group Ltd	88			ChrsContem	175	0.82	1.9	0.7	0.7	1.3	1.5	0.6	0.7	0.6	0.6
KWRT	Boonville	A	93.1	3.8	cp	413					Big Country of MO	00			Adit Stndrd			3.8	1.4	2.7	3.2	2.3	0.0	0.0	0.0	0.0
KSSZ	Fayette	C3	93.9	25.0		328	a	Zimmer Radio Group	94	9610		550			Talk	150	0.46	2.9	1.4	1.3	1.9	2.3	1.9	1.1	1.3	0.6
KATI	California	C2	94.3	50.0		492	a	Zimmer Radio Group	84	0002		1,050			Country	1,075		1.0	0.7	0.7	0.6	0.8	1.9	0.6	0.0	1.3
KWWR	Mexico	C	95.7	100.0		1181	b	KXEO Radio Inc	66	8605		385	e		Country	450	1.06	3.8	4.8	4.0	3.2	2.3	4.4	2.9	1.9	5.0
KCMQ	Columbia	C1	96.7	100.0		912	a	Zimmer Radio Group	72	9308		625	c1		Rock	875	1.00	7.8	7.5	6.7	8.4	3.0	6.3	5.7	8.9	5.0
KCLR	Boonville	C2	99.3	33.0		591	a	Zimmer Radio Group	74	9006		1,500			Country	1,900	1.37	12.4	8.2	14.1	9.7	8.3	11.9	14.8	10.8	16.4
KPLA	Columbia	C1	101.5	42.0		1063	c	Premier Marketing			83				AC	1,525	1.07	12.7	11.6	5.4	7.8	10.6	8.1	9.0	10.1	8.2
KBXR	Columbia	C3	102.3	3.5		856	c	Premier Marketing	94	9709		650			AAA	650	0.84	6.9	6.1	7.4	3.9	6.1	8.8	4.0	3.8	3.8
KZZT	Moberly	C2	105.5	50.0	cp	492		Best Broadcast Group	87	9708			st		Oldies			0.4	0.7	1.3	0.6	0.0	0.0	0.4	0.0	0.6
KOQL	Ashland	C1	106.1	69.0		958	c	Premier Marketing	93	9408		400			Rock	650	1.21	4.8	7.5	6.0	3.2	3.8	5.6	4.0	3.8	5.0
KTXV	Jefferson City	C	106.9	100.0		1250	a	Zimmer Radio Group	69	0002			g		Top 40	1,975	0.83	21.2	9.5	14.8	15.6	15.2	14.4	13.6	16.5	10.7
# FM Stations -						12	# Combos -		9		FM TOTALS						79.6	60.1	65.1	59.4	56.2	63.9	56.8	57.7	57.2	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998				
● KFAL	Fulton	D	900	1.0	0.14	a	Zimmer Radio Group	50	9912		Country	150			0.4	0.0	0.0	0.6	0.0	0.0	0.4	0.0	0.6			
● KXEO	Mexico	C	1340	1.0	0.96	b	KXEO Radio Inc		48		Variety					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
● KFRU	Columbia	C	1400	1.0	cp	1.00	c	Premier Marketing	25	9207		449			Nws/Tlk/Spt	1,350	0.71	17.0	9.5	10.1	11.7	12.9	9.4	14.0	12.0	13.2
● KTGR	Columbia	D	1580	0.3	0.02	a	Zimmer Radio Group	55	9402		Sports	225	0.67			3.0	1.4	1.3	1.3	3.0	1.3	1.2	0.6	1.3		
# AM Stations -						4	# Combos -		4		AM TOTALS						20.4	10.9	11.4	13.6	15.9	10.7	15.6	12.6	15.1	
AM & FM Stations Profiled -						16	# Duopolies -		5		Total Local Commercial Share						71.0	76.5	73.0	72.1	74.6	72.4	70.3	72.3		

Other Rulemaking: 98.3, C2, Columbia

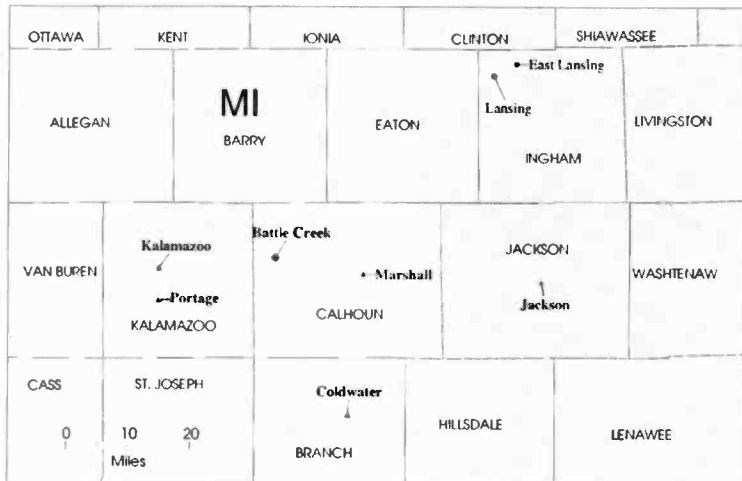
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 250

Revenue Rank: 280

Battle Creek, MI Market Overview



Metro Counties / Population (000)

Calhoun, MI	138.1
	138.1

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

ESTIMATED GROSS REVENUES
★

	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$1,800	\$2,000	\$2,300	\$2,500	\$2,800	\$2,300	4.8%
	2002	2003	2004	2005	2006		Δ 01 - 06
	\$2,400	\$2,600	\$2,700	\$2,900	\$3,100		6.2%

	1996	2001	2006	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$1.14/1,000	\$1.20/1,000	Local	90%
Revenue/Capita	\$12.70	\$16.65	\$22.13	National	10%

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	141.7	138.1	-0.5%	138.1	140.1	0.3%
Households	54.5	53.8	-0.3%	53.8	55.6	0.7%
Retail Sales	NA ^{1/}	2,026.1	NA ^{1/}	2,026.1	2,584.7	5.0%
EBI ^{2/}	1,922.9	2,200.7	2.7%	2,200.7	2,582.8	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	67.2	12.4	6.4	5.5	8.1	10.7	9.8	14.1
Women (000)	70.9	11.7	5.8	5.9	8.5	10.9	10.1	18.0
Total	138.1	24.2	12.2	11.4	16.6	21.6	19.9	32.1
Percentage	100.0%	17.5%	8.9%	8.3%	12.0%	15.6%	14.4%	23.3%
Per Capita	\$ 15,936							
			Median Household	\$ 34,306			Avg Household	\$ 40,906
Ethnic Population:	White	86.0%	Black	11.5%	Asian	1.3%	Hispanic	3.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	6		6	8	3	11
Tot 12+	7.9	51.4		54.1	59.3	13.2	72.5
Avg 12+	4.0	8.6		9.0	7.4	4.4	6.6
Tot LCS	10.9	70.9		74.6	81.8	18.2	100.0
Avg LCS	5.4	11.8		12.4	10.2	6.1	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 Lansing and Kalamazoo.
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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WVIC	Jackson	B	94.1	40.0	551	a	Rubber City Radio	55	0010	See (119)		Rock	n/a		3.2	2.6	2.6	3.5	1.3	1.1	1.2	1.2	2.9		
WBXX	Battle Creek	A	95.3	3.0 cp	269	c	Clear Channel Comm	75	0008		g	AC	575	3.21	7.8	2.6	4.0	4.7	7.0	2.9	9.7	3.5	4.0		
WNWN	Coldwater	B	98.5	50.0	469		Midwest Comm Inc	50	9505			Country	n/a		17.0	17.8	16.6	14.1	11.4	15.4	12.5	17.9	14.3		
WKFR	Battle Creek	B	103.3	50.0	482	b	Cumulus Bcstg Inc	63	9809	See (180)		CHR	n/a		20.8	14.5	9.3	12.9	18.4	12.6	12.4	17.3	13.1		
WWKN	Marshall	A	104.9	6.0	328	c	Clear Channel Comm	68	0008		g	Oldies	575	2.66	9.4	5.3	4.6	6.5	7.6	7.4	6.5	4.6	5.1		
WJXQ	Jackson	B	106.1	50.0	489	a	Rubber City Radio	76	0010			AOR	n/a		9.4	8.6	6.6	7.1	7.0	5.7	8.3	6.4	5.7		
WQLR	Kalamazoo	B	106.5	33.0	600		Fairfield Bcstg Co	64	7206	See (180)		AC	n/a		4.9	2.6	2.6	3.5	3.8	4.0	3.0	2.3	3.4		
WRKR	Portage	B	107.7	50.0	486	b	Cumulus Bcstg Inc	88	9809			AOR/CIRck	n/a		10.1	5.3	9.9	8.8	6.3	4.6	4.3	9.8	8.6		
# FM Stations -					8	# Combos -					6	FM TOTALS					82.6	59.3	56.2	61.1	62.8	53.7	57.9	63.0	57.1

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WBCK	Battle Creek	B	930	5.0	1.00	c	Clear Channel Comm	48	0008		g	News/Talk	1,025	3.65	12.2	7.9	11.3	8.8	9.5	10.3	10.9	8.7	9.1		
WRCC	Battle Creek	C	1400	1.0	1.00	c	Clear Channel Comm	25	0008		g	Big Band	100	0.82	5.3	3.3	5.3	3.5	4.4	5.1	3.7	4.6	4.6		
• WOLY	Battle Creek	D	1500	1.0	0.00		Christian Family Net	63	8812	100		Christian				2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					3	# Combos -					2	AM TOTALS					17.5	13.2	16.6	12.3	13.9	15.4	14.6	13.3	13.7
AM & FM Stations Profiled -					11	# Duopolies -					4	Total Local Commercial Share					72.5	72.8	73.4	76.7	69.1	72.5	76.3	70.8	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 251

Revenue Rank: 222

Altoona, PA Market Overview



Metro Counties / Population (000)

Blair, PA	129.0
	129.0

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$5,500	\$5,700	\$5,200	\$5,600	\$6,600	\$6,500
Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$3.27/1,000	\$3.59/1,000	Local 83%	National 17%		

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	131.6	129.0	-0.4%	129.0	126.6
Households	51.1	50.6	-0.2%	50.6	50.6	0.0%
Retail Sales	NA ^{1/}	1,990.7	NA ^{1/}	1,990.7	2,535.5	5.0%
EBI ^{2/}	1,776.8	2,105.0	3.4%	2,105.0	2,577.6	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	61.0	10.3	5.5	5.0	7.2	9.5	8.6	14.8
Women (000)	68.0	9.9	5.3	5.3	7.4	10.0	9.5	20.7
Total	129.0	20.3	10.9	10.3	14.6	19.4	18.1	35.5
Percentage	100.0%	15.7%	8.4%	8.0%	11.3%	15.1%	14.0%	27.5%
Per Capita	\$ 16,318							
Median Household					\$ 33,642			
Avg Household								\$ 41,601
Ethnic Population:	White 98.0%	Black 1.4%	Asian 0.5%	Hispanic 0.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	3		6	8	6	14
Tot 12+	24.1	37.4		59.6	61.5	18.3	79.8
Avg 12+	4.8	12.5		9.9	7.7	3.1	5.7
Tot LCS	30.2	46.9		74.7	77.1	22.9	100.0
Avg LCS	6.0	15.6		12.4	9.6	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 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WJSM	Martinsburg	A	92.7	0.6	965	d	Martinsburg Bcstg	65				Christian	50	0.64	1.2	0.0	0.7	0.7	1.2	1.2	1.1	0.0	0.0	
WBRX	Patton	A	94.3	2.1	548		B&F Enterprises	91	9412	235		Clisc Rock	150	0.64	3.6	1.9	4.7	3.3	2.4	0.6	2.3	1.2	0.6	
WBXQ	Cresson	A	94.7	1.0	794		Sounds Good Inc	81				Clisc Rock	450	0.96	7.2	5.1	4.7	5.9	5.4	6.6	8.3	7.4	6.7	
WFGY	Altoona	B	98.1	30.0	942	b	Forever Bcstg Inc	60	9012	2,100	c2	Country	2,050	1.37	23.1	20.3	18.8	19.0	17.3	15.7	16.9	22.7	22.4	
WPRR	Altoona	B1	100.1	3.0	955	c	Vital Licenses LLC	76	0010	2,000	c3	Top 40	750	0.89	13.0	13.3	11.4	9.2	11.3	10.2	12.1	11.0	11.5	
WGMR	Tyrone	B	101.1	8.5	1171	a	Allegheny Mtn Ntwk	61				Modern Rock	600	2.88	3.2	3.8	2.0	2.0	3.0	3.6	3.4	1.2	1.8	
WALY	Bellwood	A	103.9	0.4 cp	919	b	Forever Bcstg Inc	70	9708		st	Oldies	825	0.82	15.5	10.1	11.4	12.4	11.9	12.0	9.2	12.3	8.5	
WMAJ	Hollidaysburg	A	104.9	0.7	906	b	Forever Bcstg Inc	78	9909	1,975	e	Rock AC	700	1.06	10.2	7.0	8.1	7.2	8.9	9.6	6.6	6.1	6.7	
# FM Stations -					8	# Combos -					6	FM TOTALS				77.0	61.5	61.8	59.7	61.4	59.5	59.9	61.9	58.2

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	C											Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WJSM	Martinsburg	D	1110	1.0	0.00	d	Martinsburg Bcstg	68	7510			Chrst/Cntry					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	500	0.73	10.6	7.0	7.4	7.8	8.9	6.0	7.7	6.7	7.9	
WFBG	Altoona	B	1290	5.0	1.00	b	Forever Bcstg Inc	24	9012		c2	Soft AC	150	0.34	6.8	5.7	4.7	6.5	4.2	5.4	6.4	9.2	10.3	
WTRN	Tyrone	C	1340	1.0	1.00	a	Allegheny Mtn Ntwk	55				AC	50	0.64	1.2	0.6	1.3	0.7	1.2	1.2	0.4	0.6	1.2	
• WKMC	Roaring Spring	D	1370	5.0	0.04	a	Allegheny Mtn Ntwk	55	9801		sw	Adlt Stndrd	125	0.69	2.8	2.5	1.3	2.0	2.4	2.4	1.8	1.2	0.6	
WVAM	Altoona	B	1430	5.0	1.00	c	Vital Licenses LLC	48	0010		c3	Sports	50	0.48	1.6	2.5	1.3	1.3	1.2	2.4	1.8	2.5	1.8	
# AM Stations -					6	# Combos -					5	AM TOTALS				23.0	18.3	16.0	18.3	17.9	17.4	18.1	20.2	21.8
AM & FM Stations Profiled -					14	# Duopolies -					2	Total Local Commercial Share				79.8	77.8	78.0	79.3	76.9	78.0	82.1	80.0	

Docket 80-90 Allocations: 93.5, A, Barnesboro

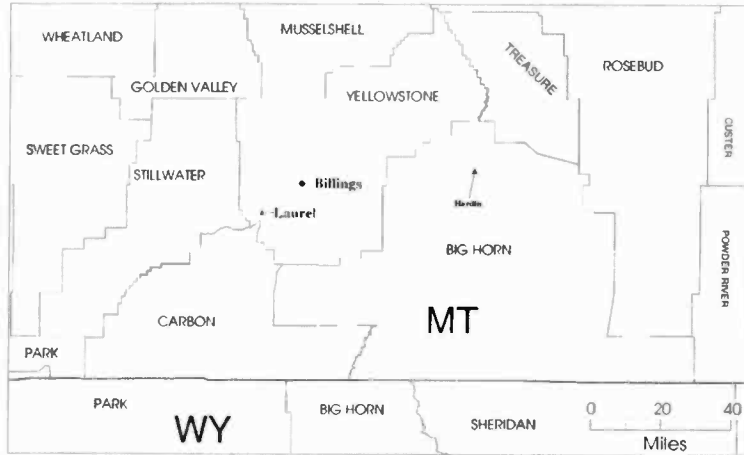
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 252

Revenue Rank: 206

Billings, MT Market Overview



Metro Counties / Population (000)

Yellowstone, MT	130.5
	130.5

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

ESTIMATED GROSS REVENUES ★★★	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	Δ 96 - 01
	\$5,700	\$6,300	\$6,500	\$6,700	\$7,700	\$7,400	5.4%
	Δ 00 - 01	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	Δ 01 - 06
	-3.9%	\$7,800	\$8,200	\$8,600	\$9,100	\$9,700	5.5%
Revenue/Retail Sales	<u>1996</u>	<u>2001</u>	<u>2006</u>	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.85/1,000	\$4.82/1,000	Local	92%		
	\$45.42	\$56.70	\$71.69	National	8%		

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

	<u>1996</u>	<u>2001</u>	Growth Rate	<u>2001</u>	<u>2006</u>	Growth Rate
MSA Population	125.5	130.5	0.8%	130.5	135.3	0.7%
Households	49.7	52.8	1.2%	52.8	55.8	1.1%
Retail Sales	NA ^{1/}	1,923.8	NA ^{1/}	1,923.8	2,012.4	0.9%
EBI ^{2/}	1,759.2	2,182.6	4.4%	2,182.6	2,647.7	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)	63.7	12.2	5.9	4.7	8.3	10.9	9.2	12.4
Women (000)	66.8	11.6	5.6	5.1	8.8	10.9	9.4	15.4
Total	130.5	23.8	11.5	9.8	17.1	21.8	18.6	27.8
Percentage	100.0%	18.3%	8.8%	7.5%	13.1%	16.7%	14.2%	21.3%
Per Capita	\$ 16,725	Median Household		\$ 34,582	Avg Household		\$ 41,337	
Ethnic Population:	White 94.8%	Black 0.6%	Asian 0.8%	Hispanic 3.8%				

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+	2.9		73.3	76.2	76.2	15.6	91.8
Avg 12+	2.9		7.3	6.9	6.9	2.6	5.4
Tot LCS	3.2		79.8	83.0	83.0	17.0	100.0
Avg LCS	3.2		8.0	7.5	7.5	2.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KYYA	Billings	C1	93.3	100.0	699	a	Fisher Comm Inc	69	9305	415	Hot AC	500	1.11	6.1	3.5	4.7	5.0	5.8	7.0	4.4	6.7	7.1	
KRKX	Billings	C1	94.1	100.0	591	a	Fisher Comm Inc	89	8909		AOR	700	1.09	8.7	8.1	8.1	6.2	9.1	10.2	12.3	12.7	14.1	
KMHK	Hardin	C	95.5	100.0	984	b	Clear Channel Comm	75	0102		Clsc Rock	200	1.08	2.5	4.6	2.7	1.9	2.6	3.2	4.5	6.7	3.8	
KRZN	Billings	C1	96.3	100.0	696	a	Fisher Comm Inc	98			Rock	625	0.94	9.0	7.5	8.1	8.1	7.8	1.3	1.3	2.0	0.0	
KKBR	Billings	C2	97.1	28.0	400	b	Clear Channel Comm	63	0102		Oldies	900	1.02	11.9	7.5	6.0	11.8	9.1	7.6	12.4	8.0	8.3	
KGHL	Billings	C1	98.5	85.0	371	c	New NW Bcstrs	78	9911	3,900	c1	Country	425	1.22	4.7	-7.5	8.1	4.3	3.9	5.1	5.9	4.7	5.1
KRSQ	Laurel	C1	101.9	100.0 cp	367	c	New NW Bcstrs	94	9911		c1	CHR	350	0.41	11.5	9.8	9.4	8.7	11.7	8.9	13.5	10.0	10.3
KCTH	Billings	C1	102.9	100.0	499	b	Clear Channel Comm	79	0102		g	Country	1,500	1.10	18.4	17.3	17.4	14.9	17.5	22.9	14.2	14.0	23.7
KBBB	Billings	C1	103.7	100.0	479	b	Clear Channel Comm	87	0102		g	Hot AC	300	0.75	5.4	4.0	3.4	4.3	5.2	5.1	7.6	7.3	3.8
KBEX	Billings	A	105.1	6.0	328	c	New NW Bcstrs	99	9912		na	Clsc Hits	425	1.79	3.2	2.9	3.4	3.7	1.9	5.1	1.8	0.0	0.0
KZRV	Billings	C1	107.5	100.0	446	c	New NW Bcstrs	00			80s Hits	200	0.63	4.3	3.5	5.4	6.2	1.3	0.0	0.0	0.0	0.0	
# FM Stations -					11	# Combos -					11	FM TOTALS			85.7	76.2	76.7	75.1	75.9	76.4	77.9	72.1	76.2

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• KURL	Billings	D	730	5.0	0.24	d	Eienbaas Media Inc	59	9411	300	Religion	375	2.82	1.8	2.3	1.3	1.2	1.9	1.3	1.4	2.7	1.3	
KGHL	Billings	B	790	5.0	5.00	c	New NW Bcstrs	28	9911		c1	Country	475	1.60	4.0	3.5	3.4	3.1	3.9	3.2	3.0	6.0	3.8
• KBLG	Billings	D	910	1.0	0.06	a	Fisher Comm Inc	55	8810	351	e	Nws/Tlk/Spt	275	0.52	7.2	2.9	2.0	5.6	7.1	5.7	5.0	6.0	5.1
KBUL	Billings	B	970	5.0	5.00	b	Clear Channel Comm	51	0102		g	News	50		0.7	6.9	4.7	0.6	0.6	0.0	1.9	2.7	1.3
KMZK	Billings	C	1240	1.0 cp	1.00	d	Elenbaas Media Inc	46	9802	115		ChrsContem	100		0.7	0.0	0.0	0.6	0.6	0.6	0.5	0.7	0.6
KBSR	Laurel	C	1490	1.0	1.00		Sun Mountain Inc	79	0012		nc	Nws/Tlk/Spt			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -				6	# Combos -				5	AM TOTALS			14.4	15.6	11.4	11.1	14.1	10.8	11.8	18.1	12.1		
AM & FM Stations Profiled -				17	# Duopolies -				6	Total Local Commercial Share			91.8	88.1	86.2	90.0	87.2	89.7	90.2	88.3			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 253

Revenue Rank: 239

Texarkana, TX-AR Market Overview



Metro Counties / Population (000)

Miller, AR	40.6
Bowie, TX	89.9
Total	130.5

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$4,500	\$4,900	\$5,100	\$5,600	\$5,900	\$5,700	4.7%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-3.4%	\$6,000	\$6,300	\$6,700	\$7,100	\$7,600	5.9%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.11/1,000	\$3.45/1,000	Local	70%		
	\$35.97	\$43.68	\$58.02	National	30%		

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	125.1	130.5	0.8%	130.5	131.0	0.1%
Households	46.3	48.5	0.9%	48.5	49.5	0.4%
Retail Sales	NA ^{1/}	1,830.7	NA ^{1/}	1,830.7	2,205.3	3.8%
EBI ^{2/}	1,483.6	1,730.0	3.1%	1,730.0	1,963.6	2.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	63.6	11.7	6.2	5.1	8.2	10.0	9.2	13.2
Women (000)	66.9	11.3	6.0	4.9	7.6	9.8	9.2	18.1
Total	130.5	22.9	12.2	10.0	15.8	19.8	18.4	31.3
Percentage	100.0%	17.6%	9.3%	7.7%	12.1%	15.2%	14.1%	24.0%
Per Capita	\$ 13,257	Median Household		\$ 23,307	Avg Household		\$ 35,671	
Ethnic Population:	White 74.8%	Black 23.6%	Asian 0.6%	Hispanic 3.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		10	11	14	5	19
Tot 12+	23.2		48.5	71.7	71.7	0.0	71.7
Avg 12+	5.8		4.9	6.5	5.1	0.0	3.8
Tot LCS	32.4		67.6	**	100.0	0.0	100.0
Avg LCS	8.1		6.8	9.1	7.1	0.0	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 Shreveport.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KMJI	Ashdown	C3	93.3	7.4	597	a	Clear Channel Comm	85	0207	1,500	AC	550	1.56	6.2	2.1	5.1	4.0	5.6	6.0	3.9	0.0	0.0	
KEWL	New Boston	C2	95.1	22.0 cp	472	b	Petracom Media LLC	94	0101		g1 2	Oldies	625	1.19	9.2	2.1	5.8	6.6	7.7	6.0	14.5	8.3	8.4
KPWW	Hooks	C3	95.9	11.5	486	a	Clear Channel Comm	85	0008		g	AC	575	1.00	10.1	14.8	9.4	7.9	7.7	7.5	9.6	8.3	11.0
KTAL	Texarkana	C	98.1	61.0	1362		Access.1 Comm	45	0103	See (131)	1	Clsc Rock	n/a		2.2	3.5	2.2	2.6	0.7	4.5	1.3	3.0	1.9
KNRB	Atlanta	C2	100.1	50.0	492		Family Worship Cntr	78	0203		g	AC	100	0.50	3.5	0.0	0.7	1.3	4.2	3.7	3.9	5.3	4.5
KRMD	Shreveport	C	101.1	100.0 cp	1755		Cumulus Bcstg Inc	48	0008			Country	n/a		0.9	0.0	1.4	0.7	0.7	0.7	0.9	1.5	0.6
KTXO	Hope	C2	101.7	50.0	492	c	ArkLaTex LLC	84	9909	843	c3	Oldies	350	1.16	5.3	2.8	5.1	3.3	4.9	3.0	1.7	3.0	4.5
KKYR	Texarkana	C1	102.5	100.0	459	a	Clear Channel Comm	65	0008		g	Country	1,625	1.66	17.2	14.8	10.9	12.6	14.0	23.9	13.7	22.6	20.8
KZRB	New Boston	C2	103.5	50.0	492		B&H Bcstg System Inc	91	9303	90		Urban	250	0.43	10.2	2.1	8.7	9.9	5.6	4.5	5.5	3.8	5.8
KPGG	Ashdown	A	103.9	5.1	354	b	Petracom Media LLC	72	0101		g1 2	Country	100	0.57	3.1	7.7	2.9	3.3	1.4	1.5	3.4	6.0	3.2
KLMZ	Fouke	A	104.3	5.0	361		In Phase Bcstg	01			2	AC				0.0	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	525	0.51	18.0	12.7	13.0	10.6	17.5	13.4	12.3	13.5	7.1
KYGL	Texarkana	C2	106.3	50.0	492	a	Clear Channel Comm	95	0008		g	Clsc Rock	475	1.11	7.5	6.3	2.9	5.3	6.3	4.5	5.5	3.0	5.8
KFYX	Texarkana	A	107.1	2.9	479	c	ArkLaTex LLC	68	0108		g	Country	300	1.95	2.7	2.8	3.6	4.0	0.0	2.2	2.0	2.3	1.3
# FM Stations -				14	# Combos -				8	FM TOTALS				96.1	71.7	71.7	72.1	76.3	81.4	78.2	80.6	74.9	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KCMC	Texarkana	B	740	1.0	1.00	c	ArkLaTex LLC	32	0102	50		Sprts/Talk	75			0.0	0.7	0.0	0.0	1.5	1.7	0.0	1.3
KOSY	Texarkana	B	790	1.0	0.50	a	Clear Channel Comm	51	0008		g	Adlt Sndrd			0.4	0.0	0.7	0.0	0.7	0.0	0.1	0.8	1.9
• KTFS	Texarkana	D	940	2.5	0.01	c	ArkLaTex LLC	61	0108		c2	News/Talk	75	0.38	3.5	0.0	3.6	2.0	3.5	1.5	1.8	0.0	2.6
• KNBO	Texarkana	C	1400	1.0	1.00	b	Petracom Media LLC	46	0101		g1 2	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	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				3.9	0.0	5.0	2.0	4.2	3.0	3.6	0.8	5.8	
AM & FM Stations Profiled -				19	# Duopolies -				5	Total Local Commercial Share				71.7	76.7	74.1	80.5	84.4	81.8	81.4	80.7		

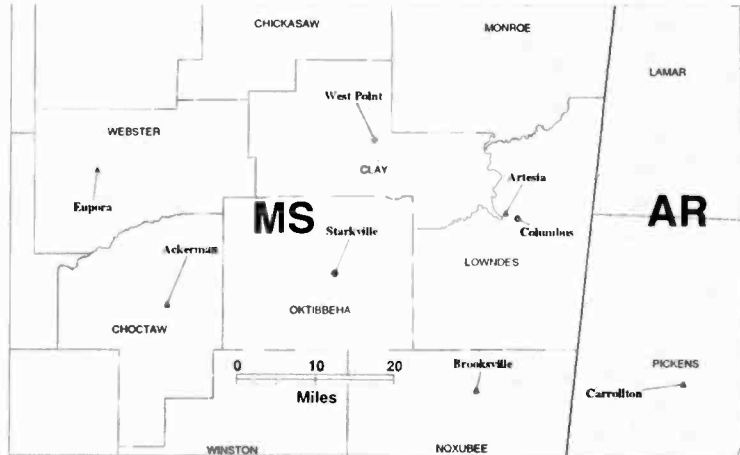
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 254

Revenue Rank: 279

Columbus-Starkville-West Point, MS Market Overview



Metro Counties / Population (000)

Clay, MS	22.0
Lowndes, MS	61.8
Oktibbeha, MS	43.2
Total	127.0

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	N/A	N/A	\$2,400	\$2,700	\$2,700	\$2,500	
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.4%	\$2,600	\$2,800	\$3,000	\$3,100	\$3,300	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$1.76/1,000	\$1.93/1,000	Local 80%
Revenue/Capita	N/A	\$19.69	\$25.66	National 20%

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	122.0	127.0	0.8%	127.0	128.6	0.3%
Households	43.0	45.8	1.3%	45.8	47.4	0.7%
Retail Sales	NA ^{1/}	1,424.3	NA ^{1/}	1,424.3	1,710.5	3.7%
EBI ^{2/}	1,359.9	1,674.2	4.2%	1,674.2	2,008.7	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	61.4	12.1	6.0	9.7	8.0	8.6	7.4	9.6
Women (000)	65.6	11.5	5.8	9.7	8.3	8.9	8.0	13.4
Total	127.0	23.6	11.8	19.4	16.3	17.5	15.4	23.0
Percentage	100.0%	18.6%	9.3%	15.3%	12.8%	13.7%	12.1%	18.1%
Per Capita	\$ 13,182		Median Household	\$ 26,811		Avg Household	\$ 36,554	
Ethnic Population:	White 55.1%	Black 43.3%	Asian 1.3%	Hispanic 1.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		10	7	11	5	16
Tot 12+	12.2		63.5	63.6	75.7	1.4	77.1
Avg 12+	12.2		6.4	9.1	6.9	0.3	4.8
Tot LCS	15.8		82.4	82.5	98.2	1.8	100.0
Avg LCS	15.8		8.2	11.8	8.9	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 Tupelo & Tuscaloosa

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	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall			
			Freq	(kW)									Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998			
WMSU	Starkville	A	92.1	1.1	499	a	URBan Radio Bcstg	79	0012		1	Rhymc/CHR	250	0.60	16.8	12.2	14.4	11.3	13.2	15.3	11.2	0.0	0.0			
WZBQ	Carrollton	C	94.1	100.0	1007		Clear Channel Comm	70	0008			CHR	n/a		9.0	6.1	4.1	5.0	8.1	7.6	6.5	0.0	0.0			
WKOR	Columbus	C2	94.9	50.0 cp	361	c	Cumulus Bcstg Inc	92	0204		g1	Country	775	2.84	10.9	8.8	5.5	7.8	8.1	3.8	6.8	0.0	0.0			
WLZA	Eupora	C2	96.1	40.0	548		Air South Radio Inc	78				AC	125	2.00	2.5	0.7	1.4	2.1	1.5	0.8	2.1	0.0	0.0			
WAJV	Brooksville	C3	98.9	5.8	676	a	URBan Radio Bcstg	95	0105	500	1	Urban/Gospl	75	0.88	3.4	12.8	11.6	3.5	1.5	1.5	2.2	0.0	0.0			
WSMS	Artesia	C2	99.9	47.0	505	c	Cumulus Bcstg Inc	85	0204			Rock	n/a		12.2	7.4	5.5	12.1	5.9	10.7	5.7	0.0	0.0			
WKBB	West Point	C3	100.9	25.0 cp	328	b	Bob McRaney Entrp	74				Jazz	75	2.14	1.4	2.0	1.4	1.4	0.7	1.5	1.2	0.0	0.0			
WMBC	Columbus	C2	103.1	22.0	755	c	Cumulus Bcstg Inc	69	0204		g1	CHR	275	2.20	5.0	2.7	2.7	2.1	5.1	3.1	2.4	0.0	0.0			
WACR	Columbus	C2	103.9	50.0	492	d	T & W Comm Inc	78				Urban AC	300	1.17	10.3	9.5	8.9	9.2	5.9	7.6	10.5	0.0	0.0			
WMXU	Starkville	C2	106.1	40.0	502	c	Cumulus Bcstg Inc	68	0204		g1	Urban	350	0.88	15.9	11.5	11.0	10.6	12.5	10.7	8.4	0.0	0.0			
• WFC	Ackerman	C	107.9	100.0	1007		French Camp Radio	86				Gospel	25	0.26	3.9	2.0	4.1	3.5	2.2	4.6	2.9	0.0	0.0			
# FM Stations -													11	# Combos -		8	FM TOTALS									
													91.3	75.7	70.6	68.6	64.7	67.2	59.9	0.0	0.0					

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	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998		
• WKOR	Starkville	D	980	1.0	0.00	c	Cumulus Bcstg Inc	68	0204		g1	Gospel	75	0.68	4.4	0.0	0.0	3.5	2.9	3.1	3.7	0.0	0.0			
• WACR	Columbus	D	1050	1.0	0.05	d	T & W Comm Inc	50				Black Gospl	50	0.59	3.4	1.4	2.1	3.5	1.5	3.8	4.0	0.0	0.0			
WSSO	Starkville	C	1230	1.0	1.00	c	Cumulus Bcstg Inc	48	0204		g1	Sports	25		0.0	0.0	0.0	0.0	0.8	0.9	0.0	0.0				
WJWF	Columbus	C	1400	1.0	1.00	c	Cumulus Bcstg Inc	69	0204		g1	Sports	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	Bob McRaney Entrp	47				Black Gospl	50	1.82	1.1	0.0	0.7	0.0	1.5	0.8	0.0	0.0	0.0			
# AM Stations -													5	# Combos -		5	AM TOTALS									
													8.9	1.4	2.8	7.0	5.9	8.5	8.6	0.0	0.0					
AM & FM Stations Profiled -													16	# Duopolies -		4	Total Local Commercial Share									
													77.1	73.4	75.6	70.6	75.7	68.5	0.0	0.0						

NOTE: Market first rated Fall 1999

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 255

Revenue Rank: 204

Sioux City, IA Market Overview



Metro Counties / Population (000)

Woodbury, IA	104.3
Dakota, NE	20.5
Total	124.8

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$4,500	\$5,600	\$5,900	\$6,500	\$7,400	\$7,500
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	1.4%	\$7,900	\$8,400	\$8,900	\$9,500	\$10,100	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.53/1,000	\$5.35/1,000	Local 90%
Revenue/Capita	\$37.38	\$60.10	\$79.97	National 10%

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	120.4	124.8	0.7%	124.8	126.3	0.2%
Households	45.2	47.4	1.0%	47.4	48.6	0.5%
Retail Sales	NA ^{1/}	1,654.9	NA ^{1/}	1,654.9	1,888.3	2.7%
EBI ^{2/}	1,732.4	2,258.0	5.4%	2,258.0	2,871.0	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	60.5	12.3	5.8	5.1	7.8	9.3	7.7	12.4
Women (000)	64.3	11.7	5.6	5.1	7.7	9.3	8.0	16.9
Total	124.8	24.0	11.4	10.2	15.5	18.6	15.7	29.3
Percentage	100.0%	19.2%	9.2%	8.2%	12.4%	14.9%	12.6%	23.5%
Per Capita	\$ 18,093							
				Median Household	\$ 38,426		Avg Household	\$ 47,637
Ethnic Population:	White 92.5%	Black 2.2%	Asian 2.9%			Hispanic 11.9%		

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		8	6	9	6	15
Tot 12+	7.3		59.7	63.8	67.0	16.9	83.9
Avg 12+	7.3		7.5	10.6	7.4	2.8	5.6
Tot LCS	8.7		71.2	76.0	79.9	20.1	100.0
Avg LCS	8.7		8.9	12.7	8.9	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	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KGLI	Sioux City	C1	95.5	100.0	cp	899 b	74	0102	12,275	g1	Top 40	1,350	0.86	21.0	16.1	17.0	17.0	18.0	17.4	18.1	17.1	17.9
KSEZ	Sioux City	C1	97.9	100.0		643 b	60	0102		g1	AOR	1,375	1.13	16.2	12.9	11.1	10.6	16.5	11.4	13.5	13.7	10.3
KKMA	Le Mars	C1	99.5	100.0		791 c	67	9910	3,000	c2	Oldes/Talk	550	0.93	7.9	6.5	6.7	7.1	6.0	3.4	4.3	4.1	7.6
KKYY	Whiting	C2	101.3	50.0		492 a	79	0008			Country				2.4	2.2	0.0	0.0	0.0	0.0	0.0	0.0
KZSR	Onawa	C1	102.3	100.0		643 a	96	9904	1,850		AC	825	1.05	10.5	6.5	6.7	9.9	7.5	5.4	4.4	2.7	7.6
KTFC	Sioux City	C1	103.3	100.0		669 e	65				Gospl/Talk			0.5	0.0	1.5	0.0	0.8	0.0	0.0	0.0	1.4
WNAX	Yankton	C1	104.1	100.0		981 d	73	9606	7,000	c4	Country	125	1.28	1.3	0.8	1.5	1.4	0.8	5.4	5.7	4.8	6.2
KSUX	Winnebago	C2	105.7	50.0		463 c	91	9603	3,800	c2	Country	1,550	0.98	21.0	14.5	17.0	19.1	15.8	22.1	18.6	20.5	12.4
KSFT	South Sioux City	A	107.1	1.6		328 b	97	0102		g1	Soft Rock	450	0.97	6.2	7.3	6.7	5.7	4.5	4.0	4.3	3.4	8.3
# FM Stations -				9	# Combos -				9	FM TOTALS				84.6	67.0	70.4	70.8	69.9	69.1	68.9	66.3	71.7

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WNAX	Yankton	B	570	5.0	5.00	d	Saga Comm Inc	22	9606		c4	FullService	2,475		1.3	0.8	0.7	1.4	0.8	0.7	1.4	1.4	1.4
KMNS	Sioux City	B	620	1.0	1.00	b	Clear Channel Comm	49	0102		g1	Talk	300	1.29	3.1	4.0	3.7	1.4	3.8	2.0	2.7	2.1	2.1
• 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	525	0.89	7.9	10.5	10.4	5.7	7.5	7.4	10.2	11.0	8.3
• KLEM	Le Mars	D	1410	1.0	0.05	c	Powell Bcstg Co Inc	54	9910		c2	FullService	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KWSL	Sioux City	B	1470	5.0	5.00	b	Clear Channel Comm	38	0102		g1	Sports	125	0.54	3.1	1.6	0.7	1.4	3.8	2.7	3.1	3.4	3.4
# AM Stations -				6	# Combos -				6	AM TOTALS				15.4	16.9	15.5	9.9	15.9	12.8	17.4	17.9	15.2	
AM & FM Stations Profiled -				15	# Duopolies -				5	Total Local Commercial Share				83.9	85.9	80.7	85.8	81.9	86.3	84.2	86.9		

NOTE: Most of revenue for WNAX-AM comes from surrounding 3-state area.

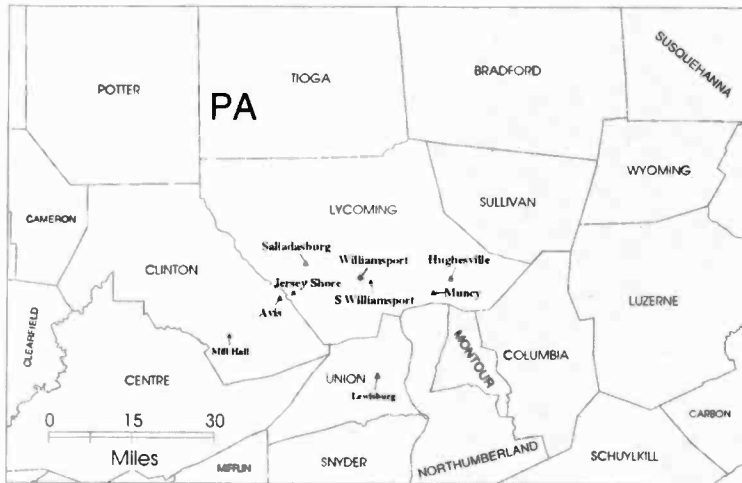
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 256

Revenue Rank: 248

Williamsport, PA Market Overview



Metro Counties / Population (000)

Lycoming, PA	120.1
	120.1

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$5,200	\$5,400	\$5,500	\$5,600	\$5,200	\$5,100
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-1.9%	\$5,400	\$5,800	\$6,100	\$6,500	\$6,900	6.2%

	1996	2001	2006	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$3.58/1,000	\$4.88/1,000	Local	85%
Revenue/Capita	\$43.08	\$42.46	\$59.43	National	15%

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	120.7	120.1	-0.1%	120.1	116.1	-0.7%
Households	46.0	46.3	0.1%	46.3	45.3	-0.4%
Retail Sales	NA ^{1/}	1,425.7	NA ^{1/}	1,425.7	1,415.2	-0.1%
EBI ^{2/}	1,584.2	1,865.0	3.3%	1,865.0	2,116.1	2.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	58.2	10.1	5.0	5.4	7.3	9.1	8.3	13.1
Women (000)	61.9	9.7	4.8	5.0	7.4	9.2	8.5	17.3
Total	120.1	19.8	9.8	10.4	14.6	18.4	16.7	30.4
Percentage	100.0%	16.5%	8.1%	8.6%	12.2%	15.3%	13.9%	25.3%
Per Capita	\$ 15,528			Median Household	\$ 33,548		Avg Household	\$ 40,280
Ethnic Population:	White	94.4%	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	6	4		5	10	5	15
Tot 12+	27.3	47.6		68.6	74.9	7.7	82.6
Avg 12+	4.6	11.9		13.7	7.5	1.5	5.5
Tot LCS	33.1	57.6		83.1	90.7	9.3	100.0
Avg LCS	5.5	14.4		16.6	9.1	1.9	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
● WBZD	Muncy	B1	93.3	1.7	1221	a	Backyard Bcstg	83	0210		st	Oldies	650	1.02	12.5	10.5	11.4	9.9	11.3	8.0	9.5	5.1	6.1		
WBYL	Salladasburg	A	95.5	3.9	240	b	Clear Channel Comm	89	9906		g1	Country	125	0.53	4.6	1.4	1.5	5.7	2.1	5.6	9.1	6.4	10.4		
WJSA	Jersey Shore	B1	96.3	4.4	778	c	Covenant Bcstg Co	84	8508			Religion	200	1.87	2.1	2.1	1.5	1.4	2.1	1.9	0.0	3.8	0.0		
WVRT	Mill Hall	A	97.7	6.0 cp	295	b	Clear Channel Comm	79	0103	1,500		CHR	225	0.32	13.7	11.2	11.4	11.3	12.0	9.9	10.1	4.5	4.9		
● WZXR	South	A	99.3	0.4	1237	a	Backyard Bcstg	57	0210		st	Clsc Rock	450	0.71	12.5	11.9	9.8	11.3	9.9	7.4	6.1	8.3	9.2		
WQBR	Avis	A	99.9	0.9	824		Maximum Impact	89	9309	270	1	Cntry/Amerc	125	2.04	1.2	1.4	0.8	0.7	1.4	1.9	2.5	1.3	1.8		
● WKSB	Williamsport	B	102.7	53.0	1270	b	Clear Channel Comm	48	9906		g1	Hot AC	1,600	1.38	22.8	15.4	16.7	19.1	19.7	20.4	18.7	21.0	12.9		
● WCXR	Lewisburg	A	103.7	1.0	801	a	Backyard Bcstg	90	0210		st	Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.6		
● WILQ	Williamsport	B	105.1	9.2	1135	a	Backyard Bcstg	49	0210		st	Country	1,400	1.41	19.5	19.6	19.7	14.9	18.3	22.2	21.9	23.6	26.4		
● WSFT	Williamsport	A	107.9	0.4	1289	a	Backyard Bcstg	90	0210		st	Soft AC	100	0.78	2.5	1.4	2.3	2.1	2.1	1.9	2.5	5.1	2.5		
# FM Stations -					10	# Combos -					9	FM TOTALS					91.4	74.9	75.1	76.4	78.9	79.2	80.6	79.1	74.8

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
● WLYC	Williamsport	D	1050	1.0	0.03		Williamsport Bcstg	51	0210	18		AC/Oldes				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	
WRKK	Hughesville	B	1200	10.0	0.25	b	Clear Channel Com'n	85	9906		g1	Nws/Tlk/Spt				0.7	0.8	0.0	0.0	0.0	0.4	0.6	1.2		
● WWPA	Williamsport	C	1340	1.0	1.00	a	Backyard Bcstg	49	0210		st	News				1.4	0.8	0.0	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	225	0.51	8.7	5.6	6.1	7.8	7.0	6.2	4.9	3.2	6.1		
● 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					8.7	7.7	7.7	7.8	7.0	6.2	5.3	3.8	8.5
AM & FM Stations Profiled -					15	# Duopolies -					5	Total Local Commercial Share					82.6	82.8	84.2	85.9	85.4	85.9	82.9	83.3	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 257

Revenue Rank: 227

Grand Junction, CO Market Overview



Metro Counties / Population (000)

Mesa, CO	118.0
	118.0

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

ESTIMATED GROSS REVENUES ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$4,700	\$5,000	\$5,400	\$6,100	\$6,500	\$6,200
Revenue/Retail Sales Revenue/Capita	1996	2001	2006		Est. Breakout		
	NA ^{1/}	\$3.51/1,000	\$3.51/1,000		Local	90%	
	\$43.80	\$52.54	\$63.70		National	10%	

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	107.3	118.0	1.9%	118.0	130.3
Households	42.4	47.7	2.4%	47.7	53.7	2.4%
Retail Sales	NA ^{1/}	1,768.2	NA ^{1/}	1,768.2	2,366.5	6.0%
EBI ^{2/}	1,424.1	1,888.8	5.8%	1,888.8	2,526.9	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	57.6	10.8	5.4	4.0	6.8	9.6	8.2	12.8
Women (000)	60.4	10.6	5.0	4.1	7.1	9.8	8.5	15.5
Total	118.0	21.4	10.3	8.1	13.9	19.4	16.7	28.3
Percentage	100.0%	18.1%	8.8%	6.8%	11.8%	16.4%	14.1%	24.0%
Per Capita	\$ 16,007							
				Median Household	\$ 31,544		Avg Household	\$ 39,597
Ethnic Population:	White	96.9%	Black	0.6%	Asian	0.9%	Hispanic	10.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			10	8	10	4	14
Tot 12+			66.4	63.6	66.4	15.8	82.2
Avg 12+			6.6	8.0	6.6	4.0	5.9
Tot LCS			80.8	77.4	80.8	19.2	100.0
Avg LCS			8.1	9.7	8.1	4.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KJYE	Grand Junction	C	92.3	100.0	1378	b	Maranatha Bcstg Co	60	8909	520	c2	Soft AC	550	1.12	7.9	6.4	8.4	6.2	6.2	6.5	6.1	6.1	7.8
KMGJ	Grand Junction	C1	93.1	100.0	-95	b	Maranatha Bcstg Co	73	0004	1,200	c4	Hot AC	325	0.86	6.1	10.0	5.3	4.8	4.8	3.9	6.0	5.3	5.0
KKNN	Delta	C	95.1	100.0	1424	a	Cumulus Bcstg Inc	80	0001	2,000	d1	Clsc Rock	1,100	1.34	13.2	11.4	10.7	10.3	10.3	9.2	9.8	7.6	5.0
KSTR	Montrose	C	96.1	100.0	1099		Leggett Bcstg	80	9406	1,100	c4	Hot AC	675	1.16	9.4	5.0	3.1	8.9	5.5	5.2	5.2	8.3	9.9
KEKB	Fruita	C	99.9	79.0	1542	a	Cumulus Bcstg Inc	84	9804	5,000	d5	Country	1,150	1.09	17.0	8.6	8.4	9.6	17.8	15.7	13.4	13.6	17.7
KMOZ	Grand Junction	C1	100.7	42.0	1378	b	Maranatha Bcstg Co	99				Country	75	0.18	6.7	5.7	7.6	6.2	4.1	11.8	3.7	6.1	0.0
KMYX	Grand Junction	C	104.3	100.0	1460	a	Cumulus Bcstg Inc	96	9804		d5	Hot AC	700	0.96	11.7	8.6	7.6	8.2	10.3	9.8	12.8	14.4	15.6
KZKS	Rifle	C	105.3	60.0	2444	c	W Slope Comm	94	9406	30	c1	Country	550	1.89	4.7	1.4	1.5	2.1	5.5	2.6	2.2	2.3	0.7
KWGL	Ouray	C	105.7	60.0 cp	1752	c	W Slope Comm	86	9503	55		AC				1.4	2.3	0.0	0.0	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	425	0.88	7.8	7.9	6.1	5.5	6.8	7.2	8.7	6.1	9.2
# FM Stations -				10	# Combos -				9	FM TOTALS				84.5	66.4	61.0	61.8	71.3	71.9	67.9	69.8	70.9	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
● KRGS	Rifle	D	690	0.9	0.01	c	W Slope Comm	67	9406		c1	Sports					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KNZZ	Grand Junction	B	1100	50.0	10.00	b	Maranatha Bcstg Co	26	9906		c2	News/Talk	425	0.55	12.5	12.9	13.0	8.2	11.6	4.6	10.9	7.6	9.2	
● KEXO	Grand Junction	C	1230	1.0	1.00	a	Cumulus Bcstg Inc	48	0001		d1	Spanish	50		0.8	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.7	
● KTMM	Grand Junction	C	1340	1.0 cp	1.00	b	Maranatha Bcstg Co	61	0004		c4	Sports	150	1.10	2.2	2.9	0.8	1.4	2.1	2.0	1.1	2.3	1.4	
# AM Stations -				4	# Combos -				4	AM TOTALS				15.5	15.8	13.8	9.6	15.1	6.6	12.0	9.9	11.3		
AM & FM Stations Profiled -				14	# Duopolies -				5	Total Local Commercial Share				82.2	74.8	71.4	86.4	78.5	79.9	79.7	82.2			

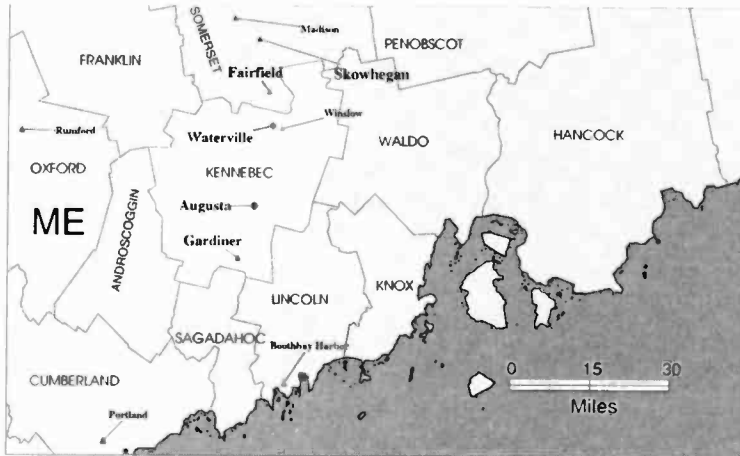
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 258

Revenue Rank: 261

Augusta-Waterville, ME Market Overview



Metro Counties / Population (000)

Kennebec, ME	117.2
	117.2

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$3,900	\$3,900	\$4,200	\$5,000	\$4,600	\$4,500
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-2.2%	\$4,700	\$5,000	\$5,400	\$5,700	\$6,000
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$2.49/1,000	2006 \$2.94/1,000	Est. Breakout			
Revenue/Capita	\$33.14	\$38.40	\$51.99	Local	85%		
				National	15%		

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	117.7	117.2	-0.1%	117.2	115.4
Households	44.8	45.7	0.4%	45.7	45.9	0.1%
Retail Sales	NA ^{1/}	1,806.5	NA ^{1/}	1,806.5	2,042.4	2.5%
EBI ^{2/}	1,528.5	1,796.5	3.3%	1,796.5	1,954.1	1.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	56.8	9.9	5.1	5.2	7.1	9.7	8.4	11.5
Women (000)	60.4	9.6	4.8	5.1	7.4	9.8	8.4	15.2
Total	117.2	19.4	9.9	10.3	14.5	19.5	16.8	26.8
Percentage	100.0%	16.6%	8.4%	8.8%	12.4%	16.6%	14.3%	22.8%
Per Capita	\$ 15,328							
				Median Household	\$ 33,438			
							Avg Household	\$ 39,310
Ethnic Population:	White	98.1%	Black	0.5%	Asian	0.7%	Hispanic	0.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	4	5	5	11	6	17
Tot 12+	0.0	26.1	18.0	41.3	44.1	0.0	44.1
Avg 12+	0.0	6.5	3.6	8.3	4.0	0.0	2.6
Tot LCS	0.0	59.2	40.8	93.7	100.0	0.0	100.0
Avg LCS	0.0	14.8	8.2	18.7	9.1	0.0	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 Bangor and Lewiston, ME.

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	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall		
			Freq	(kW)									Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998		
WMME	Augusta	B	92.3	50.0	499	b	Citadel Comm Corp	81	0004		g1	CHR	975	0.92	23.5	9.4	10.4	11.0	11.4	9.6	9.4	10.6	11.7		
WCTB	Fairfield	C3	93.5	9.5 cp	499	b	Mountain Wireless		93			Country	25			0.7	0.7	0.0	0.0	0.0	0.2	0.0	2.1		
WWWA	Winslow	A	95.3	5.8	335	d	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	1434	a	Atlantic Coast Radio	75	0011		g	Talk				0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WCME	Boothbay Harbor	B1	96.7	15.5	417	c	Clear Channel Comm	84	0101		sw	News/Talk				0.0	0.7	0.0	0.0	0.0	0.3	0.0	0.0		
• WIGY	Madison	A	97.5	6.0	328	c	Clear Channel Comm	95	0101		sw	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WEBB	Waterville	C1	98.5	61.0	305	b	Citadel Comm Corp	68	0004		g1	Country	975	0.96	22.6	8.0	10.4	14.5	6.8	8.8	11.4	12.1	13.1		
WKCG	Augusta	B	101.3	50.0	322	c	Clear Channel Comm	61	0101		sw	AC	250	0.72	7.7	5.1	5.9	2.1	5.3	5.6	5.1	2.3	7.6		
WABK	Gardiner	B	104.3	50.0	371	c	Clear Channel Comm	74	0101		sw	Oldies	1,250	1.02	27.2	11.6	11.9	12.4	13.6	13.6	9.3	10.6	15.9		
• WTOS	Skowhegan	C	105.1	50.0	2431	c	Clear Channel Comm	69	0101		sw	AOR	750	1.10	15.2	7.2	9.6	4.1	10.6	7.2	6.6	7.6	6.2		
WHQO	Skowhegan	C3	107.9	6.0	666	c	Clear Channel Comm	89	0109 p	1,800	c1	News/Talk	100	0.97	2.3	1.4	0.7	2.1	0.0	0.8	1.5	0.0	1.4		
# FM Stations -					11	# Combos -					10	FM TOTALS					98.5	44.1	50.3	46.2	47.7	45.6	43.8	43.2	58.0

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	2001 Est		Avg '01 Local Comm	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
			Freq	(kW)	(kW)	(kW)								Revenue (000)1/	Power Ratio		2002	2001	2001	2000	2000	1999	1999	1998	
WSKW	Skowhegan	B	1160	10.0	0.73	c	Clear Channel Comm	56	0109 p		c1	Sports	100			1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFAU	Gardiner	B	1280	5.0	5.00	c	Clear Channel Comm	68	0101		sw	Sports	50	0.74		0.0	0.0	0.0	1.5	0.0	1.2	0.0	0.0	0.0	
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	0.0	
WMDR	Augusta	C	1340	1.0	1.00	d	Light of Life Minist	46	9410		na	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WEZW	Augusta	C	1400	1.0	1.00	b	Citadel Comm Corp	32	0004		g1	CHR				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTVL	Waterville	C	1490	1.0	1.00	b	Citadel Comm Corp	46	0004		g1	Country				0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	
# AM Stations -					6	# Combos -					6	AM TOTALS					1.5	0.0	0.0	0.0	1.5	0.0	3.3	0.0	0.0
AM & FM Stations Profiled -					17	# Duopolies -					6	Total Local Commercial Share					44.1	50.3	46.2	49.2	45.6	47.1	43.2	58.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 259

Revenue Rank: 208

Albany, GA Market Overview



Metro Counties / Population (000)

Dougherty, GA	96.0
Lee, GA	25.4
Total	121.4

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$5,900	\$6,500	\$7,000	\$7,000	\$7,700	\$7,300	4.2%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.2%	\$7,600	\$8,100	\$8,700	\$9,200	\$9,800	6.2%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$4.99/1,000	\$6.39/1,000	Local	85%		
Revenue/Capita	\$49.96	\$60.13	\$80.39	National	15%		

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	118.1	121.4	0.6%	121.4	121.9
Households	41.4	42.9	0.7%	42.9	43.9	0.5%
Retail Sales	NA ^{1/}	1,462.2	NA ^{1/}	1,462.2	1,534.1	1.0%
EBI ^{2/}	1,326.7	1,578.3	3.5%	1,578.3	1,848.5	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	58.0	12.6	6.4	6.1	7.3	9.3	7.5	8.9
Women (000)	63.4	12.0	6.4	6.0	8.1	10.1	8.4	12.4
Total	121.4	24.6	12.8	12.0	15.4	19.3	15.9	21.3
Percentage	100.0%	20.3%	10.6%	9.9%	12.7%	15.9%	13.1%	17.6%
Per Capita	\$ 13,000	Median Household		\$ 27,564	Avg Household		\$ 36,789	
Ethnic Population:	White 47.1%	Black 51.7%	Asian 0.8%	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+	30.3		43.5	72.2	73.8	10.9	84.7
Avg 12+	5.1		6.2	7.2	5.7	2.7	5.0
Tot LCS	35.8		51.4	85.2	87.1	12.9	100.0
Avg LCS	6.0		7.3	8.5	6.7	3.2	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WMTM	Moultrie	C1	93.9	100.0	554		Colquitt Bcstg Co	64				Oldies	50		0.8	0.8	2.2	0.7	0.8	0.0	0.0	0.0	0.0
WJIZ	Albany	C1	96.3	100.0	466	a	Clear Channel Comm	65	0005		na	Urban AC	1,425	0.90	21.6	17.1	18.1	21.3	17.8	16.5	17.6	19.8	17.8
WFXX	Bainbridge	C	97.3	100.0	997	a	Clear Channel Comm	67	0008		na	Rock	500	1.05	6.5	2.3	4.3	8.8	3.1	3.8	3.7	3.1	3.4
WOBB	Tifton	C	100.3	100.0	299	a	Clear Channel Comm	75	0008		na	Country	725	2.61	3.8	4.7	2.9	3.7	3.1	3.8	3.0	6.1	4.8
WNUQ	Albany	A	101.7	3.0	299	b	Cumulus Bcstg Inc	72	9901	3,300	d2	CHR	525	1.44	5.0	7.0	10.9	5.1	3.9	7.5	4.1	2.3	6.2
● WZBN	Sylvester	A	102.1	6.0 cp	259	b	Cumulus Bcstg Inc	00	0105	700	cp	HpHop/RhyBl	200	0.94	2.9	5.4	2.9	3.7	1.6	0.0	0.0	0.0	0.0
WJAD	Leesburg	C3	103.5	12.5	463	b	Cumulus Bcstg Inc	89	9808		d2	Clsc Rock	1,100	1.49	10.1	6.2	5.8	8.1	10.1	6.8	6.4	9.2	10.3
WKAK	Albany	C1	104.5	100.0	981	b	Cumulus Bcstg Inc	63	9901	2,250	c3	Country	525	1.22	5.9	8.5	4.3	4.4	6.2	5.3	8.2	7.6	5.5
WQVE	Camilla	A	105.5	6.0	276	b	Cumulus Bcstg Inc	77	9910	675		Urban AC	725	0.79	12.6	9.3	10.9	10.3	12.4	6.8	10.1	6.1	10.3
● WFFM	Ashburn	A	105.7	6.0	328	c	On Top Comm Inc	89	9804		g	UrbAC/HpHo				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
● WRXZ	Sylvester	A	106.1	6.0	328	c	On Top Comm Inc	93	9804		g	UrbAC/HpHo	500	0.59	11.7	7.8	11.6	11.0	10.1	15.8	11.2	10.7	14.4
WZIQ	Smithville	A	106.5	2.5	515		Barinowski Invest	95	9802	275		Christian	50		0.9	0.8	0.0	0.0	1.6	0.8	0.6	0.8	3.4
WEGC	Sasser	C3	107.7	11.5	312	b	Cumulus Bcstg Inc	95	9808		d2	AC	300	0.98	4.2	3.9	5.1	2.9	4.7	6.8	7.4	5.3	2.7
# FM Stations -					13	# Combos -					11	FM TOTALS			86.0	73.8	79.0	80.0	75.4	73.9	72.3	71.0	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
● WJYZ	Albany	B	960	5.0	0.39	a	Clear Channel Comm	52	0008		na	Inspiration	375	0.60	8.5	7.0	4.3	5.9	9.3	7.5	7.2	8.4	8.9
● WSRA	Albany	D	1250	1.0	0.05		Lifeline Comm	62	8512	300		Sports				0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
● WGPC	Albany	C	1450	1.0	1.00	b	Cumulus Bcstg Inc	33	9901		c3	Gospel	100	0.47	2.9	3.1	2.2	3.7	1.6	5.3	4.3	2.3	0.0
WALG	Albany	B	1590	5.0	1.00	b	Cumulus Bcstg Inc	40	9901		d2	Nws/Tlk/Spt	150	0.82	2.5	0.8	2.2	2.2	2.3	1.5	0.9	3.8	1.4
# AM Stations -					4	# Combos -					3	AM TOTALS			13.9	10.9	8.7	11.8	13.2	15.1	12.4	14.5	10.3
AM & FM Stations Profiled -					17	# Duopolies -					6	Total Local Commercial Share			84.7	87.7	91.8	88.6	89.0	84.7	85.5	89.8	

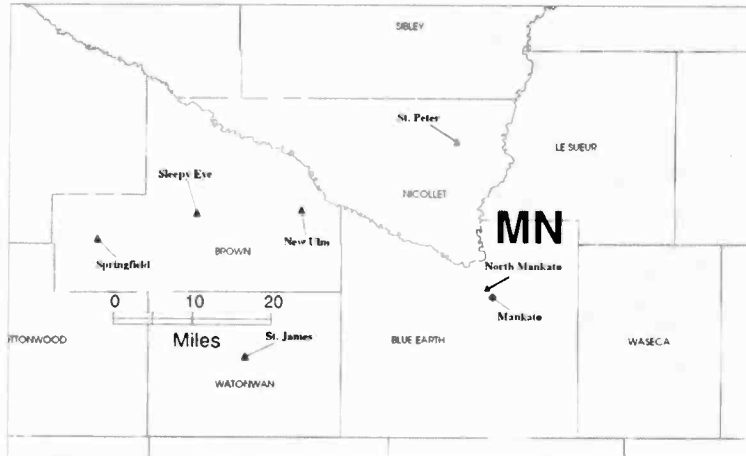
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 260

Revenue Rank: 204

Mankato-New Ulm-St Peter, MN Market Overview



Metro Counties / Population (000)

Blue Earth, MN	56.1
Brown, MN	26.9
Nicollet, MN	29.9
Total	112.9

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

ESTIMATED GROSS REVENUES ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		N/A	N/A	\$6,500	\$7,500	\$7,900	\$7,500
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.1%	\$7,800	\$8,400	\$8,900	\$9,400	\$10,100	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.99/1,000	\$4.18/1,000	Local 85%
Revenue/Capita	N/A	\$66.43	\$89.46	National 15%

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	110.8	112.9	0.4%	112.9	112.9	0.0%
Households	39.7	40.9	0.6%	40.9	41.1	0.1%
Retail Sales	NA ^{1/}	1,880.6	NA ^{1/}	1,880.6	2,413.9	5.1%
EBI ^{2/}	1,427.6	1,788.4	4.6%	1,788.4	2,191.0	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	55.7	10.0	4.5	8.7	7.0	8.1	6.7	10.6
Women (000)	57.2	9.4	4.3	8.7	6.6	7.6	6.8	13.8
Total	112.9	19.5	8.8	17.5	13.5	15.7	13.5	24.4
Percentage	100.0%	17.3%	7.8%	15.5%	12.0%	13.9%	11.9%	21.6%
Per Capita	\$ 15,841			Median Household	\$ 36,539		Avg Household	\$ 43,727
Ethnic Population:	White 97.0%	Black 1.0%	Asian 1.5%				Hispanic 1.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		7	7	8	4	12
Tot 12+	3.0		50.4	53.4	53.4	9.8	63.2
Avg 12+	3.0		7.2	7.6	6.7	2.5	5.3
Tot LCS	4.7		79.7	84.5	84.5	15.5	100.0
Avg LCS	4.7		11.4	12.1	10.6	3.9	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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KXLP	New Ulm	C1	93.1	100.0	489	a	Clear Channel Comm	66	0010		g1	Clsc Rock	1,025	0.92	14.9	11.3	9.4	8.6	9.9	11.5	12.7	0.0	0.0
KNSG	Springfield	C2	94.7	50.0	472	a	Clear Channel Comm	95	0010		g1	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	350	0.54	8.6	4.5	5.8	5.3	5.3	10.9	6.9	0.0	0.0
KEEZ	Mankato	C1	99.1	100.0	784		Three Eagles Comm	68	0007	10,000	g3	AC	850	1.02	11.1	9.8	7.2	5.3	8.6	12.8	12.2	0.0	0.0
KXAC	St. James	C2	100.5	34.0	591	d	Linder Bcstg Group	93	9608		c1	Oldies	300	0.69	5.8	6.0	6.5	3.9	3.3	3.2	5.3	0.0	0.0
KYSM	Mankato	C1	103.5	100.0	541	a	Clear Channel Comm	48	0010		g1	Country	1,850	1.05	23.5	9.0	11.6	14.5	14.5	13.5	15.4	0.0	0.0
KRBI	St. Peter	C3	105.5	25.0 cp	200	b	Johnson Bcstg Corp	66	5701	50		Clsc Hits	850	0.89	12.8	9.8	8.0	7.9	7.9	1.3	0.6	0.0	0.0
KNUJ	Sleepy Eye	A	107.3	1.9	400	a	Clear Channel Comm	94	0010		g1	AC	125	1.52	1.1	3.0	0.0	0.7	0.7	1.3	0.8	0.0	0.0
# FM Stations -				8	# Combos -				6	FM TOTALS				77.8	53.4	48.5	46.2	50.2	54.5	53.9	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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• KNUJ	New Ulm	D	860	1.0	0.01	a	Clear Channel Comm	49	0010		g1	News/Info	850	1.64	6.9	3.0	4.3	4.6	3.9	5.8	6.7	0.0	0.0
KYSM	Mankato	C	1230	1.0	1.00	a	Clear Channel Comm	38	0010		g1	Oldies	175	0.44	5.3	1.5	2.9	3.3	3.3	2.6	3.2	0.0	0.0
• KRBI	St. Peter	B	1310	1.0	0.33	b	Johnson Bcstg Corp	57	9905	50		Cntry/Talk	150	0.95	2.1	0.0	0.0	1.3	1.3	0.6	0.3	0.0	0.0
KTOE	Mankato	B	1420	5.0	5.00	c	Linder Bcstg Group	50				Nws/Tlk/Spt	725	1.22	7.9	5.3	7.2	3.3	6.6	4.5	4.5	0.0	0.0
# AM Stations -				4	# Combos -				4	AM TOTALS				22.2	9.8	14.4	12.5	15.1	13.5	14.7	0.0	0.0	
AM & FM Stations Profiled -				12	# Duopolies -				4	Total Local Commercial Share				63.2	62.9	58.7	65.3	68.0	68.6	0.0	0.0		

NOTE: Market first rated Fall 1999

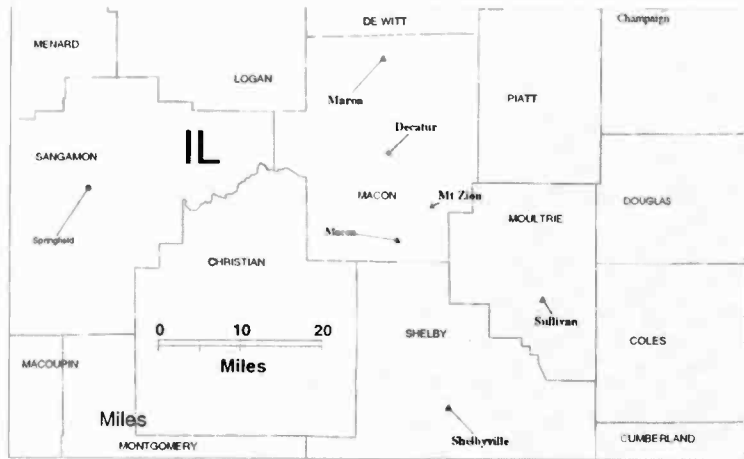
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 261

Revenue Rank: 261

Decatur, IL Market Overview



Metro Counties / Population (000)

Macon, IL	114.5
	114.5

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		N/A	\$3,900	\$4,100	\$4,900	\$5,100	\$4,500
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-11.8%	\$4,700	\$5,000	\$5,400	\$5,700	\$6,000	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$2.72/1,000	\$3.02/1,000	Local 80%
Revenue/Capita	N/A	\$39.30	\$54.05	National 20%

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	115.5	114.5	-0.2%	114.5	111.0	-0.6%
Households	45.5	45.4	0.0%	45.4	44.4	-0.4%
Retail Sales	NA ^{1/}	1,653.2	NA ^{1/}	1,653.2	1,988.6	3.8%
EBI ^{2/}	1,721.9	2,080.5	3.9%	2,080.5	2,338.5	2.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	54.8	9.7	5.3	4.4	6.4	8.7	8.3	12.0
Women (000)	59.7	9.4	5.0	4.8	6.7	9.1	8.7	16.2
Total	114.5	19.0	10.3	9.1	13.2	17.8	17.0	28.2
Percentage	100.0%	16.6%	9.0%	8.0%	11.5%	15.5%	14.8%	24.6%
Per Capita	\$ 18,170							
				Median Household	\$ 38,427		Avg Household	\$ 45,825
Ethnic Population:	White 84.2%		Black 14.7%		Asian 0.7%		Hispanic 1.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	4		7	8	2	10
Tot 12+	22.4	29.1		49.3	51.5	17.4	68.9
Avg 12+	5.6	7.3		7.0	6.4	8.7	6.9
Tot LCS	32.5	42.2		71.6	74.7	25.3	100.0
Avg LCS	8.1	10.6		10.2	9.3	12.6	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
• WYDS	Decatur	A	93.1	4.6	367	b	Cromwell Group	93				Top 40	450	0.58	17.1	10.1	9.4	12.9	9.8	11.4	10.0	13.1	0.0		
WDZQ	Decatur	B	95.1	50.0	492	c	NextMedia Group	76	0008		g3	Country	850	1.14	16.6	8.0	10.9	11.3	10.7	10.5	11.7	7.7	0.0		
WXFM	Mount Zion	A	99.3	1.2	495	a	Mary Ellen Burns Trs	84				Soft AC	325	1.08	6.7	4.3	5.1	4.8	4.1	6.1	5.9	3.8	0.0		
WZUS	Macon	A	100.9	6.0 cp	328	b	Cromwell Group	77	0205	5,950		Country			2.2	0.0	0.0	0.0	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	600	1.20	11.1	8.0	7.2	7.3	7.4	7.9	4.9	8.5	0.0		
• WEJT	Shelbyville	B1	105.1	13.0	466	b	Cromwell Group	69				AC	400	1.11	8.0	5.1	3.6	6.5	4.1	7.0	8.3	10.0	0.0		
WZNX	Sullivan	B1	106.7	9.5 cp	528	b	Cromwell Group	74	9703	730		Clsc Rock	550	1.44	8.5	8.0	5.1	5.6	5.7	7.0	6.5	3.8	0.0		
WDKR	Maroa	A	107.3	3.0	456	a	Mary Ellen Burns Trs	96	0204		nc	Clsc Rock	225	1.16	4.3	5.8	4.3	3.2	2.5	3.5	3.2	4.6	0.0		
# FM Stations -					8	# Combos -					8	FM TOTALS					72.3	51.5	45.6	51.6	44.3	53.4	50.5	51.5	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)	C											Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• WDZ	Decatur	B	1050	1.0 cp	0.25	c	NextMedia Group	21	0008		g3	Urban	350	0.79	9.9	8.7	8.7	6.5	6.6	1.8	0.0	2.3	0.0		
WSOY	Decatur	C	1340	1.0	1.00	c	NextMedia Group	25	0008		g3	Nws/Tlk/Spt	725	0.90	17.9	8.7	13.0	9.7	13.9	12.3	11.5	9.2	0.0		
# AM Stations -					2	# Combos -					2	AM TOTALS					27.8	17.4	21.7	16.2	20.5	14.1	11.5	11.5	0.0
AM & FM Stations Profiled -					10	# Duopolies -					5	Total Local Commercial Share					68.9	67.3	67.8	64.8	67.5	62.0	63.0	0.0	

NOTE: Market first rated with Spring 1999 period.

• Indicates a change since last edition

1/ See Introduction section for Interpretation of revenue estimates.

Metro Rank: 262

Revenue Rank: 277

Sheboygan, WI Market Overview



Metro Counties / Population (000)

Sheboygan, WI	113.3
	113.3

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

ESTIMATED GROSS REVENUES ★	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>Δ 96 - 01</u>
	N/A	N/A	N/A	N/A	\$3,000	\$3,000	
	<u>Δ 00 - 01</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>Δ 01 - 06</u>
		\$3,200	\$3,400	\$3,600	\$3,800	\$4,000	6.1%
Revenue/Retail Sales	<u>1996</u>	<u>2001</u>	<u>2006</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA ^{1/}	\$2.45/1,000	\$2.79/1,000	Local	80%		
	N/A	\$26.48	\$34.36	National	20%		

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

	<u>1996</u>	<u>2001</u>	<u>Growth Rate</u>	<u>2001</u>	<u>2006</u>	<u>Growth Rate</u>
MSA Population	108.4	113.3	0.9%	113.3	116.4	0.5%
Households	40.4	42.8	1.2%	42.8	44.8	0.9%
Retail Sales	NA ^{1/}	1,223.6	NA ^{1/}	1,223.6	1,433.4	3.2%
EBI ^{2/}	1,593.7	2,008.4	4.7%	2,008.4	2,468.8	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)	56.2	10.2	5.2	4.5	7.6	9.0	7.6	12.0
Women (000)	57.1	9.7	4.9	4.0	7.0	8.5	7.8	15.2
Total	113.3	19.9	10.1	8.5	14.6	17.5	15.4	27.2
Percentage	100.0%	17.6%	8.9%	7.5%	12.9%	15.5%	13.6%	24.0%
Per Capita	\$ 17,726	Median Household		\$ 41,914	Avg Household		\$ 46,924	
Ethnic Population:	White	94.4%	Black	1.3%	Asian	3.7%	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			3	3	3	6
Tot 12+	25.9			25.9	25.9	14.1	40.0
Avg 12+	8.6			8.6	8.6	4.7	6.7
Tot LCS	64.8			64.8	64.8	35.3	100.0
Avg LCS	21.6			21.6	21.6	11.8	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	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WBFM	Sheboygan	A	93.7	6.0	253	b Midwest Comm Inc	77	0009		g4	Country				9.6	0.0	0.0	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				5.2	0.0	0.0	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	Adlt Stndrd				11.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					3	# Combos -	3	FM TOTALS					0.0	25.9	0.0	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WCLB	Sheboygan	D	950	0.5	0.01	a RBH Enterprises Inc	56	0007		c1	Adlt Stndrd				5.2	0.0	0.0	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				7.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJUB	Plymouth	D	1420	0.5	0.06	Jubilation Ministri	54				Inspiration				1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					3	# Combos -	2	AM TOTALS					0.0	14.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
AM & FM Stations Profiled -					6	# Duopolies -	1	Total Local Commercial Share					40.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	

NOTE: Market first rated Spring 2002

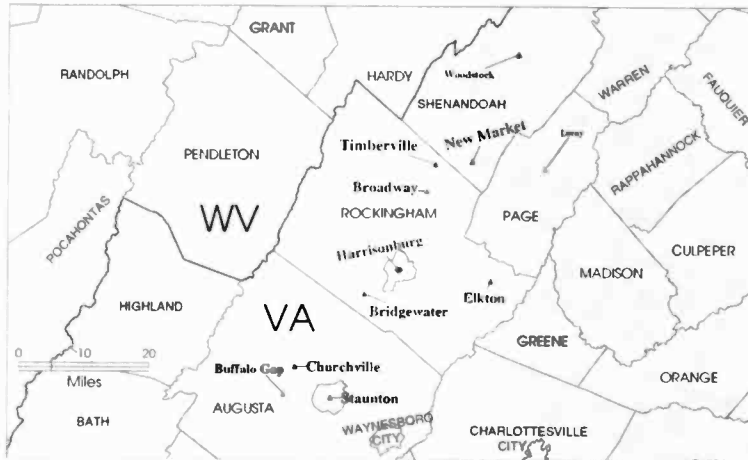
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 263

Revenue Rank: 200

Harrisonburg, VA Market Overview



Metro Counties / Population (000)

Harrisonburg city	41.2
Rockingham, VA	68.5
Total	109.7

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

ESTIMATED GROSS REVENUES ***

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$5,500	\$5,800	\$5,800	\$7,100	\$7,700	\$7,600	6.6%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-1.3%	\$8,000	\$8,300	\$8,700	\$9,200	\$9,800	5.4%

Revenue/Retail Sales Revenue/Capita

1996	2001	2006	Est. Breakout
NA ^{1/}	\$4.60/1,000	\$5.04/1,000	Local 85%
\$57.41	\$69.28	\$86.34	National 15%

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	95.8	109.7	2.7%	109.7	113.5	0.7%
Households	34.4	40.0	3.1%	40.0	42.5	1.2%
Retail Sales	NA ^{1/}	1,651.1	NA ^{1/}	1,651.1	1,943.2	3.3%
EBI ^{2/}	1,251.5	1,706.8	6.4%	1,706.8	2,080.0	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	53.0	8.1	3.9	9.3	7.0	7.8	7.3	9.8
Women (000)	56.7	7.7	3.7	10.5	6.5	7.9	7.4	12.9
Total	109.7	15.8	7.6	19.8	13.5	15.7	14.6	22.7
Percentage	100.0%	14.4%	6.9%	18.0%	12.3%	14.3%	13.3%	20.7%
Per Capita	\$ 15,559			Median Household	\$ 35,043		Avg Household	\$ 42,670
Ethnic Population:	White 94.6%	Black 3.4%	Asian 1.7%	Hispanic 5.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	7		8	11	5	16
Tot 12+	10.3	47.9		53.1	58.2	23.1	81.3
Avg 12+	2.6	6.8		6.6	5.3	4.6	5.1
Tot LCS	12.7	58.9		65.3	71.6	28.4	100.0
Avg LCS	3.2	8.4		8.2	6.5	5.7	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 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WAZR	Woodstock	B1	93.7	8.5 cp	420	b	Clear Channel Comm	85	0206	1,350		Top 40	175	0.70	3.3	4.3	3.4	2.7	2.6	0.8	1.6	1.7	0.8
WTON	Staunton	B1	94.3	0.3	2231	c	High Impact Comm Inc	90	9602	1,000	c1	AC	100	0.77	1.7	3.4	0.8	1.8	0.9	0.0	0.0	0.8	0.8
WZXI	Buffalo Gap	A	95.5	6.0	308	d	Easy Radio Inc	88	0004	600		Hot AC			1.1	1.7	0.8	0.9	0.9	0.0	0.8	0.8	
WBHB	Broadway	B1	96.1	2.6	1011	a	VerStandig Bcstg	89	0103		sw	Oldies	300	0.90	4.4	6.0	6.7	2.7	4.3	3.4	3.9	4.1	5.7
WACL	Elkton	B1	98.5	0.9	1608	b	Clear Channel Comm	89	0206	7,200	d1	Clsc Rock	900	1.44	8.2	9.4	10.9	8.1	5.2	8.5	9.8	7.4	8.1
WQPO	Harrisonburg	B	100.7	50.0	492	a	VerStandig Bcstg	46	8704	2,650	c1	CHR	1,250	0.81	20.2	10.3	10.9	18.9	13.8	11.9	11.3	11.6	13.0
WLTK	New Market	A	103.3	2.1	545	e	Massanutten Bcstg Co	95	0108		sw	ChrsContem	250	0.55	6.0	4.3	2.5	3.6	6.0	5.1	4.5	2.5	4.9
WKCX	Harrisonburg	B	104.3	50.0	410	b	Clear Channel Comm	80	0206		d1	Country	1,300	1.31	13.1	9.4	11.8	10.8	10.3	11.9	11.9	11.6	14.6
• WJDV	Bridgewater	A	105.1	6.0 cp	328	a	VerStandig Bcstg	89	9608	875	c1	Lite Rock	400	0.81	6.5	4.3	5.0	3.6	6.9	5.1	3.6	5.8	6.5
WMXH	Luray	A	105.7	0.1	2054	d	Easy Radio Inc		79			Hot AC	425	3.50	1.6	0.0	0.8	0.9	1.7	0.8	0.0	1.7	0.0
WBOP	Churchville	B1	106.3	6.4	574		Lechman, Peter		91			Rock	700	1.42	6.5	5.1	5.9	4.5	6.0	9.3	7.7	9.1	4.9
# FM Stations -					11	# Combos -				10	FM TOTALS				72.6	58.2	59.5	58.5	58.6	57.6	54.3	57.1	60.1

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WSVA	Harrisonburg	B	550	5.0	1.00	a	VerStandig Bcstg	35	8704		c1	Nws/Tlk/Spt	1,250	0.83	19.7	14.5	16.0	18.0	13.8	15.3	19.9	14.9	14.6
WTON	Staunton	C	1240	1.0	1.00	c	High Impact Comm Inc	46	9602		c1	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WKCX	Harrisonburg	D	1300	5.0	0.03	b	Clear Channel Comm	67	0206		d1	AC/Nws/Tlk	200	1.64	1.6	3.4	0.8	0.9	1.7	1.7	3.1	1.7	0.8
• WHBG	Harrisonburg	D	1360	5.0 cp	0.01	a	VerStandig Bcstg	56	9608		c1	Nws/Tlk/Spt	125	0.75	2.2	0.9	1.7	0.9	2.6	1.7	1.8	0.8	0.8
• WBTX	Broadway-Timbe	D	1470	5.0	0.00	e	Massanutten Bcstg Co		72			Gospel	200	0.69	3.8	4.3	2.5	3.6	2.6	1.7	2.6	3.3	1.6
# AM Stations -					5	# Combos -				5	AM TOTALS				27.3	23.1	21.0	23.4	20.7	20.4	27.4	20.7	17.8
AM & FM Stations Profiled -					16	# Duopolies -				5	Total Local Commercial Share					81.3	80.5	81.9	79.3	78.0	81.7	77.8	77.9

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 264

Revenue Rank: 186

Rapid City, SD Market Overview



Metro Counties / Population (000)

Meade, SD	24.4
Pennington, SD	89.1
Total	113.5

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$7,800	\$7,800	\$8,500	\$8,900	\$9,600	\$8,900	2.6%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.3%	\$9,300	\$10,000	\$10,600	\$11,200	\$12,000	6.2%

Revenue/Retail Sales Revenue/Capita	1996	2001	2006	Est. Breakout	
	NA ^{1/}	\$5.45/1,000	\$6.49/1,000	Local	85%
\$70.78	\$78.41	\$104.99	National	15%	

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	110.2	113.5	0.6%	113.5	114.3
Households	40.2	42.0	0.9%	42.0	42.7	0.3%
Retail Sales	NA ^{1/}	1,633.4	NA ^{1/}	1,633.4	1,849.9	2.5%
EBI ^{2/}	1,740.9	2,175.6	4.6%	2,175.6	2,759.4	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	56.8	12.2	5.2	5.5	8.5	9.1	6.9	9.4
Women (000)	56.7	11.9	5.0	4.7	8.1	8.7	7.1	11.1
Total	113.5	24.2	10.2	10.2	16.7	17.8	14.0	20.5
Percentage	100.0%	21.3%	9.0%	9.0%	14.7%	15.7%	12.3%	18.1%
Per Capita	\$ 19,168							
			Median Household	\$ 41,884			Avg Household	\$ 51,799
Ethnic Population:	White	89.7%	Black	1.2%	Asian	1.2%	Hispanic	2.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			11	8	11	5	16
Tot 12+			68.5	62.9	68.5	22.3	90.8
Avg 12+			6.2	7.9	6.2	4.5	5.7
Tot LCS			75.4	69.3	75.4	24.6	100.0
Avg LCS			6.9	8.7	6.9	4.9	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		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KRCS	Sturgis	C	93.1	100.0	1060	b	Triad Bcstg Co	72	9910		g1	CHR	350	0.40	9.9	7.9	7.4	9.9	8.1	10.2	14.9	10.1	8.9	
KKMK	Rapid City	C1	93.9	100.0 cp	686	b	Triad Bcstg Co	59	9910		g1	AC	1,275	1.43	10.0	5.0	8.1	10.7	7.4	7.9	11.4	8.0	8.9	
KSOY	Deadwood	C	95.1	100.0	1709	d	Haugo Bcstg Inc	82				AOR	575	1.20	5.4	6.4	2.2	6.1	3.7	7.1	6.8	8.0	4.4	
KZZI	Belle Fourche	C	95.9	100.0	1788		Western SD Bcstng	95	9904	79		Country	125	1.17	1.2	2.1	0.0	1.5	0.7	3.1	0.7	0.7	4.4	
KLMP	Rapid City	C1	97.9	100.0	390	a	Bethesda Chrstn Bctg	68	9605	350		Christian	300	1.02	3.3	2.1	1.5	2.3	3.7	0.8	0.9	1.4	0.7	
KOUT	Rapid City	C1	98.7	100.0	463	b	Triad Bcstg Co	94	9910		g1	Country	825	1.07	8.7	10.7	8.1	6.9	8.9	9.4	11.0	10.9	10.4	
KFXS	Rapid City	C1	100.3	100.0	463	b	Triad Bcstg Co	77	9910			Clsc Rock	1,050	0.89	13.3	7.9	14.1	12.2	11.9	8.7	11.4	15.2	8.9	
KDDX	Spearfish	C	101.1	100.0	1788	c	Duhamel Bcstg Entpr	85	9203	525		Rock	1,000	1.04	10.8	11.4	13.3	9.2	10.4	14.2	4.1	3.6	3.7	
KIOK	Rapid City	C1	104.1	100.0	538	d	Haugo Bcstg Inc	92	9812	1,970	c2	Country	1,100	1.30	9.5	8.6	7.4	9.9	7.4	6.3	5.5	6.5	7.4	
KZLK	Rapid City	C1	106.3	100.0 cp	696		Duffy, Steven E.	01				AC				5.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	
KSLT	Spearfish	C	107.3	100.0	1900	a	Bethesda Chrstn Bctg	84				ChrsContem	250	0.97	2.9	1.4	0.7	2.3	3.0	2.4	0.9	0.0	2.2	
# FM Stations -					11	# Combos -					9	FM TOTALS				75.0	68.5	66.5	71.0	65.2	70.1	67.6	64.4	59.9

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	Spring 2002											Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• KBHB	Sturgis	D	810	25.0	0.06	b	Triad Bcstg Co	62	9909		g1	Cnry/Oldes	500	1.70	3.3	5.0	3.7	3.8	2.2	3.9	3.3	1.4	5.2	
• KKLS	Rapid City	D	920	5.0	0.11	b	Triad Bcstg Co	59	9910		g1	Oldies	325	0.79	4.6	2.9	5.2	2.3	5.9	3.1	3.8	7.2	7.4	
KIMM	Rapid City	B	1150	5.0	0.50		KIMM Radio Inc	62	9802	150		Country	75	0.23	3.7	3.6	2.2	2.3	4.4	3.9	4.6	2.2	4.4	
KTOQ	Rapid City	C	1340	1.0	1.00	d	Haugo Bcstg Inc	53	9812		c2	Talk	300	1.35	2.5	2.9	2.2	2.3	2.2	2.4	1.8	2.9	3.0	
KOTA	Rapid City	B	1380	5.0	5.00	c	Duhamel Bcstg Entpr	36	5405			News/Talk	825	0.86	10.8	7.9	8.1	9.9	9.6	10.2	6.5	9.4	11.1	
# AM Stations -					5	# Combos -					4	AM TOTALS				24.9	22.3	21.4	20.6	24.3	23.5	20.0	23.1	31.1
AM & FM Stations Profiled -					16	# Duopolies -					5	Total Local Commercial Share					90.8	87.9	91.6	89.5	93.6	87.6	87.5	91.0

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 265

Revenue Rank: 275

Lawton, OK Market Overview



Metro Counties / Population (000)

Comanche, OK	115.3
	115.3

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

ESTIMATED GROSS REVENUES ★★★	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	Δ 96 - 01
	\$2,500	\$2,700	\$2,800	\$3,100	\$3,100	\$3,100	4.1%
	Δ 00 - 01	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	Δ 01 - 06
		\$3,200	\$3,400	\$3,600	\$3,800	\$4,100	6.0%
Revenue/Retail Sales	<u>1996</u>	<u>2001</u>	<u>2006</u>	Est. Breakout			
Revenue/Capita	NA ^{1/}	\$3.44/1,000	\$4.63/1,000	Local	85%		
	\$21.50	\$26.89	\$37.27	National	15%		

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

	<u>1996</u>	<u>2001</u>	Growth Rate	<u>2001</u>	<u>2006</u>	Growth Rate
MSA Population	116.3	115.3	-0.2%	115.3	110.0	-0.9%
Households	38.8	39.0	0.1%	39.0	37.2	-0.9%
Retail Sales	NA ^{1/}	900.5	NA ^{1/}	900.5	884.9	-0.3%
EBI ^{2/}	1,308.9	1,458.0	2.2%	1,458.0	1,600.3	1.9%

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)	58.9	11.8	5.3	9.1	9.2	8.2	6.6	8.8
Women (000)	56.4	11.3	4.9	5.6	8.2	7.9	7.3	11.1
Total	115.3	23.1	10.2	14.7	17.5	16.1	13.9	19.9
Percentage	100.0%	20.1%	8.8%	12.7%	15.1%	13.9%	12.1%	17.2%
Per Capita	\$ 12,645			Median Household	\$ 28,987		Avg Household	\$ 37,384
Ethnic Population:	White	69.8%	Black	20.4%	Asian	3.3%	Hispanic	8.6%

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			7	6	7	3	10
Tot 12+			69.1	68.4	69.1	3.0	72.1
Avg 12+			9.9	11.4	9.9	1.0	7.2
Tot LCS			95.8	94.9	95.8	4.2	100.0
Avg LCS			13.7	15.8	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

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KFXI	Marlow	C1	92.1	100.0	390		DFWU Inc	86	9512		g	Country			1.3	0.7	0.8	0.9	0.9	0.9	3.1	2.9	2.4
KZCD	Lawton	C2	94.1	18.0	525	b	Clear Channel Comm	87	0008		g	Rock	450	1.05	13.8	14.0	6.2	11.6	7.6	9.7	9.4	8.8	5.6
KMGZ	Lawton	C3	95.3	14.0	312		Broadco of Texas Inc	82	9203		sw	1 CHR	625	1.24	16.3	12.5	9.3	11.6	11.4	15.0	10.6	16.9	15.1
KJMZ	Lawton	C1	98.1	100.0	200	a	Perry Bcstg Co Inc	70	9703	489	c1	Urban AC	275	0.44	20.2	16.2	22.5	12.5	16.2	19.5	13.5	12.5	15.1
KBZQ	Lawton	C3	99.5	16.0	338		Fritsch, Wm, Jr.	92	9203		sw	Soft AC	275	1.93	4.6	5.1	3.1	3.6	2.9	4.4	6.3	5.1	6.3
KLAW	Lawton	C1	101.3	100.0	584	b	Clear Channel Comm	65	0008		g	Country	1,150	1.21	30.6	11.8	17.1	17.0	26.7	20.4	21.0	21.3	15.9
KVRW	Lawton	C2	107.3	50.0 cp	492		Pat-Tower Inc	91	9712	200	1	Oldies	200	0.61	10.5	8.8	8.5	8.0	6.7	7.1	8.0	6.6	6.3
# FM Stations -					7	# Combos -					3	FM TOTALS			97.3	69.1	67.5	65.2	72.4	77.0	71.9	74.1	66.7

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• KKRX	Lawton	D	1050	0.3	0.01	a	Perry Bcstg Co Inc	56	9703		c1	Rhythm/Blue	50	0.62	2.6	1.5	0.0	0.9	2.9	0.0	2.4	3.7	0.0
• KXCD	Duncan	D	1350	0.2	0.07	a	Perry Bcstg Co Inc	47	0210 p		g1	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KXCA	Lawton	B	1380	1.0	1.00	a	Perry Bcstg Co Inc	41	0210 p		g1	Talk	25			1.5	1.6	0.0	0.0	0.0	0.0	0.0	1.6
# AM Stations -					3	# Combos -					3	AM TOTALS			2.6	3.0	1.6	0.9	2.9	0.0	2.4	3.7	1.6
AM & FM Stations Profiled -					10	# Duopolies -					2	Total Local Commercial Share			72.1	69.1	66.1	75.3	77.0	74.3	77.8	68.3	

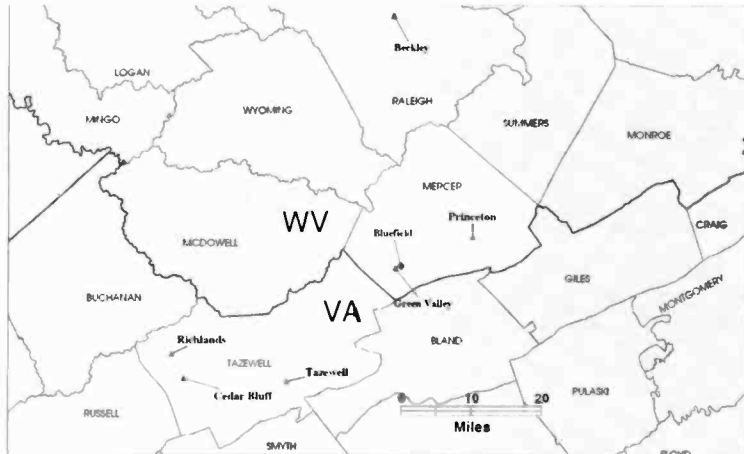
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 266

Revenue Rank: 231

Bluefield, WV Market Overview



Metro Counties / Population (000)

Tazewell, VA	44.5
Mercer, WV	62.8
Total	107.3

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		N/A	\$4,400	\$4,400	\$5,300	\$5,700	\$6,000
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	5.3%	\$6,300	\$6,700	\$7,200	\$7,600	\$8,100	6.2%

	1996	2001	2006	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$3.81/1,000	\$4.34/1,000	Local	85%
Revenue/Capita	N/A	\$55.92	\$76.49	National	15%

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	112.0	107.3	-0.9%	107.3	105.9	-0.3%
Households	43.5	42.7	-0.4%	42.7	42.9	0.1%
Retail Sales	NA ^{1/}	1,576.0	NA ^{1/}	1,576.0	1,866.2	3.4%
EBI ^{2/}	1,241.3	1,413.6	2.6%	1,413.6	1,645.1	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	51.2	8.1	5.4	4.4	5.7	8.5	7.7	11.4
Women (000)	56.1	7.6	5.0	4.6	6.1	8.7	8.2	16.1
Total	107.3	15.7	10.3	9.0	11.8	17.1	15.9	27.4
Percentage	100.0%	14.7%	9.6%	8.4%	11.0%	16.0%	14.8%	25.6%
Per Capita	\$ 13,174		Median Household	\$ 24,855		Avg Household	\$ 33,105	
Ethnic Population:	White	94.6%	Black	4.4%	Asian	0.6%	Hispanic	0.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	1	2	7	9	8	17
Tot 12+	38.8	6.5	16.7	59.2	62.0	11.1	73.1
Avg 12+	6.5	6.5	8.4	8.5	6.9	1.4	4.3
Tot LCS	53.1	8.9	22.8	81.0	84.8	15.2	100.0
Avg LCS	8.8	8.9	11.4	11.6	9.4	1.9	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 Beckley, 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)																
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998									
WSTG	Princeton	A	95.9	0.5	1142	d	Princeton Bcstg Inc	73	9512	1,000	c1	Hot AC	1,200	1.49	13.4	8.3	8.8	8.3	8.6	10.3	6.1	5.6	7.4								
WJLS	Beckley	B	99.5	34.0	1050	a	First Media	46	0202	See (278)		Country	n/a		12.0	6.5	4.0	5.8	9.4	5.6	4.2	5.6	3.3								
WKQY	Tazewell	A	100.1	4.2	390	b	Triad Bcstg Co	68	0009		g3	Clsc Rock	250	1.23	3.4	4.6	4.0	2.5	1.7	2.4	2.6	0.8	1.6								
WRIC	Richlands	A	100.7	1.3	705		Peggy Sue Bcstg	89	9901	190		Hot AC	175	1.46	2.0	0.9	0.8	0.8	1.7	1.6	1.3	2.4	1.6								
WKOY	Princeton	A	100.9	0.3	1342	b	Triad Bcstg Co	83	0009		g3	Clsc Rock	875	1.44	10.1	8.3	4.8	6.7	6.0	9.5	5.8	3.2	9.8								
WHAJ	Bluefield	C	104.5	80.0	1549	b	Triad Bcstg Co	63	0009		g3	AC	1,450	0.99	24.3	14.8	16.0	15.8	14.7	15.1	13.3	16.0	14.8								
WGTH	Richlands	A	105.5	0.5	801	c	High Knob Bcstrs Inc	77				Gospel	100	0.83	2.0	3.7	3.2	0.8	1.7	2.4	3.1	4.8	4.1								
WHKX	Bluefield	A	106.3	0.3	1378	b	Triad Bcstg Co	70	0009		g3	Country	875	0.78	18.8	13.0	12.8	13.3	10.3	11.9	7.4	12.8	9.0								
WHQX	Cedar Bluff	C3	107.7	9.1 cp	541	b	Triad Bcstg Co	89	0009		g3	Country			4.0	1.9	3.2	3.3	1.7	1.6	2.3	3.2	2.5								
# FM Stations -															9	# Combos -															7
															FM TOTALS																
															90.0	62.0	57.6	57.3	55.8	60.4	46.1	54.4	54.1								

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)															
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998								
• WGTH	Richlands	D	540	1.0	0.10	c	High Knob Bcstrs Inc	51	9503	540		Gospel	25		0.7	4.6	3.2	0.0	0.9	1.6	4.4	3.2	3.3								
• 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	0.8	0.8								
• WAMN	Green Valley	D	1050	1.4	0.20	e	Baker Family Stns	87				Religion	100	1.28	1.3	1.9	0.8	0.0	1.7	0.0	0.0	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			0.9	2.4	0.0	0.0	0.8	3.3	4.0	1.6								
• WHIS	Bluefield	B	1440	5.0	0.50	b	Triad Bcstg Co	29	0009		g3	News/Talk	300	1.47	3.4	0.9	1.6	1.7	2.6	1.6	1.4	2.4	2.5								
• 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	0.4	0.0	0.8								
• WAEY	Princeton	C	1490	1.0	1.00	d	Princeton Bcstg Inc	47	9512		c1	Gospel	400	1.42	4.7	2.8	4.0	2.5	3.4	1.6	4.4	1.6	3.3								
# AM Stations -															8	# Combos -															7
															AM TOTALS																
AM & FM Stations Profiled -															17	# Duopolies -															4
															Total Local Commercial Share																
															10.1	11.1	12.0	4.2	8.6	5.6	13.9	12.0	12.3								
															73.1	69.6	61.5	64.4	66.0	60.0	66.4	66.4									

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 267

Revenue Rank: 266

Watertown, NY Market Overview



Metro Counties / Population (000)

Jefferson, NY	111.8
	111.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$3,800	\$4,200	\$4,300	\$4,300	\$4,600	\$4,100	1.4%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-10.9%	\$4,300	\$4,600	\$4,900	\$5,200	\$5,500	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.04/1,000	2006 \$3.87/1,000	Est. Breakout			
Revenue/Capita	\$32.76	\$36.67	\$51.40	Local	87%	National	13%

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	116.0	111.8	-0.7%	111.8	107.0	-0.9%
Households	38.4	37.7	-0.4%	37.7	36.4	-0.7%
Retail Sales	NA ^{1/}	1,348.2	NA ^{1/}	1,348.2	1,420.4	1.0%
EBI ^{2/}	1,243.4	1,401.5	2.4%	1,401.5	1,473.8	1.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	58.3	10.8	4.7	9.8	9.5	8.4	6.3	8.9
Women (000)	53.5	10.3	4.5	5.1	7.4	7.5	6.4	12.3
Total	111.8	21.1	9.2	14.9	16.8	15.8	12.7	21.2
Percentage	100.0%	18.9%	8.2%	13.4%	15.0%	14.2%	11.4%	19.0%
Per Capita	\$ 12,536			Median Household	\$ 29,691		Avg Household	\$ 37,176
Ethnic Population:	White	91.2%	Black	6.5%	Asian	1.4%	Hispanic	4.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		2	6	6	3	9
Tot 12+	32.1		39.0	71.1	71.1	10.7	81.8
Avg 12+	8.0		19.5	11.9	11.9	3.6	9.1
Tot LCS	39.2		47.7	86.9	86.9	13.1	100.0
Avg LCS	9.8		23.8	14.5	14.5	4.4	11.1

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WCIZ	Watertown	A	93.3	6.0	328	b	Regent Comm	86	0001		g1	Clsc Hits	925	1.25	18.1	12.2	15.7	13.6	13.1	12.4	15.4	16.7	19.2
WFRY	Watertown	C1	97.5	97.0	476	b	Regent Comm	68	0001		g1	Country	1,450	0.99	35.7	26.0	24.0	29.5	23.4	33.3	24.9	25.7	28.8
WOTT	Henderson	A	100.7	6.0	328	a	Mance & Clancy	90				CIRck/NwRc	400	1.03	9.5	9.2	10.7	8.3	5.8	8.5	13.0	6.9	4.8
WBDR	Cape Vincent	A	102.7	6.0	328	a	Mance & Clancy	92	9811	50		CHR	275	2.24	3.0	2.3	1.7	2.3	2.2	2.3	3.3	2.1	0.7
WTOJ	Carthage	A	103.1	1.8	594	a	Mance & Clancy	84	8805	1,675	c2	AC	500	1.88	6.5	8.4	9.9	4.5	5.1	6.2	7.1	7.6	4.8
WBDI	Copenhagen	C3	106.7	1.8	1191	a	Mance & Clancy	94	9609	50		CHR	175	0.24	17.6	13.0	10.7	9.8	16.1	10.1	13.0	10.4	9.6
# FM Stations -					6	# Combos -					6	FM TOTALS		90.4	71.1	72.7	68.0	65.7	72.8	76.7	69.4	67.9	

AM Stations

Calls	City of License	FCC Class	Power		Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)										Power (kW)	Revenue (000)1/		Power Ratio	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WTNY	Watertown	B	790	1.0	1.00	b	Regent Comm	41	0001		g1	Talk	275	0.94	7.1	3.8	5.0	3.8	6.6	4.7	2.9	4.2	7.5	
WATN	Watertown	C	1240	1.0	1.00	a	Mance & Clancy	41	8805		c2	Talk	75	0.73	2.5	2.3	1.7	3.0	0.7	1.6	2.9	2.1	3.4	
● WNER	Watertown	D	1410	3.5	0.06	b	Regent Comm	59	0001		g1	Sports				4.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					3	# Combos -					3	AM TOTALS		9.6	10.7	6.7	6.8	7.3	6.3	5.8	6.3	10.9		
AM & FM Stations Profiled -					9	# Duopolies -					4	Total Local Commercial Share		81.8	79.4	74.8	73.0	79.1	82.5	75.7	78.8			

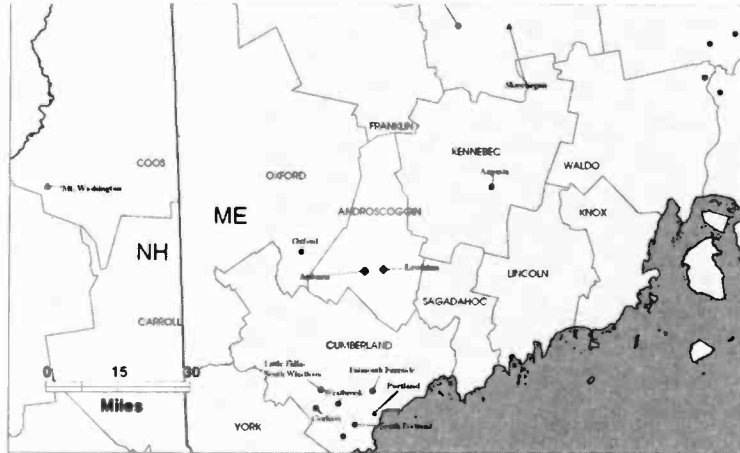
● Indicates a change since last edition

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 268

Revenue Rank: 283

Lewiston-Auburn, ME Market Overview



Metro Counties / Population (000)

Androscoggin, ME	103.7
	103.7

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$900	\$1,100	\$1,500	\$1,700	\$1,700	\$1,500
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-11.8%	\$1,600	\$1,700	\$1,700	\$1,800	\$2,000	5.6%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$0.82/1,000	\$0.92/1,000	Local 93%
Revenue/Capita	\$8.63	\$14.46	\$19.65	National 7%

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	104.3	103.7	-0.1%	103.7	101.8	-0.4%
Households	39.8	40.5	0.3%	40.5	40.6	0.0%
Retail Sales	NA ^{1/}	1,823.2	NA ^{1/}	1,823.2	2,180.4	3.6%
EBI ^{2/}	1,340.7	1,641.6	4.1%	1,641.6	1,849.3	2.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	50.4	9.2	4.4	5.0	6.9	7.9	7.0	10.0
Women (000)	53.3	8.8	4.1	5.1	6.9	7.8	7.1	13.6
Total	103.7	18.0	8.6	10.1	13.8	15.7	14.0	23.6
Percentage	100.0%	17.4%	8.2%	9.7%	13.3%	15.1%	13.5%	22.7%
Per Capita	\$ 15,830							
				Median Household	\$ 34,268		Avg Household	\$ 40,533
Ethnic Population:	White 97.8%		Black 0.9%		Asian 0.7%		Hispanic 1.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		3	4	7	7	2	9
Tot 12+		20.9	33.8	54.7	54.7	0.7	55.4
Avg 12+		7.0	8.5	7.8	7.8	0.4	6.2
Tot LCS		37.7	61.0	98.7	98.7	1.3	100.0
Avg LCS		12.6	15.3	14.1	14.1	0.6	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 Portland, ME and Augusta, ME.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WHOM	Mt. Washington	C	94.9	50.0	3744	a	Citadel Comm Corp	58	9909			Soft AC	n/a		10.6	7.2	8.2	6.1	7.5	5.3	5.0	5.5	4.7
WJBQ	Portland	B	97.9	16.0	889		Citadel Comm Corp	60	9909			CHR	n/a		17.7	10.1	9.0	10.7	12.0	8.4	7.3	9.6	7.8
WMEK	Auburn	B	99.9	28.5	643	b	WMTW Bcst Group	77	0004			Hot AC	n/a		10.6	5.0	7.4	5.3	8.3	4.6	4.0	5.5	5.5
WPOR	Portland	B	101.9	33.0 cp	604		Saga Comm Inc	67	9606	See (163)		Country	n/a		10.6	5.8	4.9	8.4	5.3	4.6	5.9	5.5	7.8
WBLM	Portland	C	102.9	100.0 cp	1427		Citadel Comm Corp	67	9909			Clsc Rock	n/a		17.6	8.6	11.5	14.5	8.3	14.5	13.0	13.0	11.7
• WTOS	Skowhegan	C	105.1	50.0	2431		Clear Channel Comm	69	0101			AOR	n/a		7.6	3.6	3.3	5.3	4.5	4.6	5.7	4.8	5.5
WTHT	Lewiston	C1	107.5	100.0 cp	929	b	WMTW Bcst Group	73	0004			Country	n/a		19.4	14.4	9.0	9.9	15.0	11.5	13.1	11.6	8.6
# FM Stations -					7	# Combos -		2		FM TOTALS				94.1	54.7	53.3	60.2	60.9	53.5	54.0	55.5	51.6	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)											Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WCNM	Lewiston	C	1240	1.0	1.00	c	Gleason Mktg Svcs	38	9012	75		News	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLAM	Lewiston	B	1470	5.0	5.00		WMTW Bcst Group	47	0004		g3	News	300	3.39	5.9	0.7	4.9	5.3	2.3	1.5	1.3	1.4	1.6
# AM Stations -					2	# Combos -		0		AM TOTALS				5.9	0.7	4.9	5.3	2.3	1.5	1.3	1.4	1.6	
AM & FM Stations Profiled -					9	# Duopolies -		2		Total Local Commercial Share				55.4	58.2	65.5	63.2	55.0	55.3	56.9	53.2		

NOTE: \$1.2 M revenues from FM stations in Portland reflected in Lewiston market.

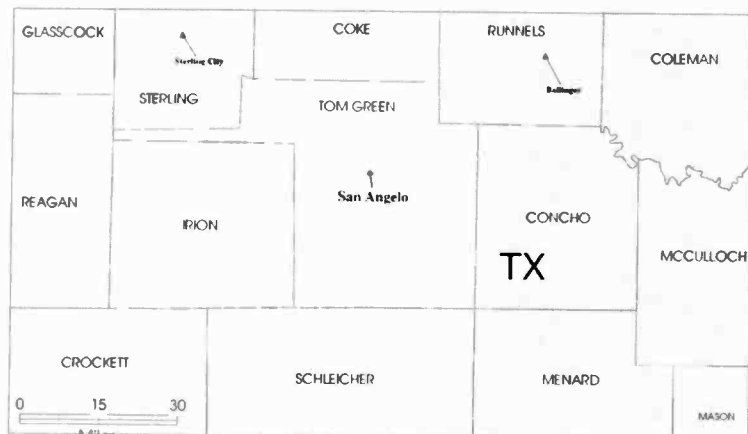
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 269

Revenue Rank: 270

San Angelo, TX Market Overview



Metro Counties / Population (000)

Tom Green, TX	104.4
	104.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$3,500	\$3,700	\$3,800	\$3,700	\$3,800	\$3,700
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
		-2.6%	\$3,800	\$4,100	\$4,400	\$4,600	\$4,900
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$2.87/1,000	\$3.18/1,000	Local	90%		
Revenue/Capita	\$33.85	\$35.44	\$46.23	National	10%		

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	103.4	104.4	0.2%	104.4	106.0	0.3%
Households	37.2	37.9	0.4%	37.9	39.0	0.6%
Retail Sales	NA ^{1/}	1,287.2	NA ^{1/}	1,287.2	1,541.8	3.7%
EBI ^{2/}	1,316.3	1,538.9	3.2%	1,538.9	1,827.9	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	50.8	10.0	4.4	6.0	6.8	7.6	6.3	9.7
Women (000)	53.6	9.6	4.3	5.7	6.8	7.6	6.8	12.8
Total	104.4	19.6	8.6	11.7	13.5	15.2	13.1	22.5
Percentage	100.0%	18.8%	8.3%	11.2%	13.0%	14.6%	12.6%	21.5%
Per Capita	\$ 14,740							
				Median Household	\$ 31,186		Avg Household	\$ 40,604
Ethnic Population:	White 93.0%		Black 4.6%		Asian 1.2%		Hispanic 31.1%	

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+			79.7	79.7	79.7	8.4	88.1
Avg 12+			8.0	8.0	8.0	4.2	7.3
Tot LCS			90.5	90.5	90.5	9.5	100.0
Avg LCS			9.0	9.0	9.0	4.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KDCD	San Angelo	C1	92.9	100.0	600	d	Regency Bcstg Inc	80	9208	186	Country	250	1.30	5.2	3.4	5.3	3.2	5.6	5.0	4.3	4.8	8.0	
KIXY	San Angelo	C1	94.7	100.0	358	a	Foster Comm	66	8404	1,275	c2	CHR	800	1.14	19.0	11.9	15.0	19.0	13.6	15.7	18.7	20.0	16.0
KCSE	Sterling City	C2	96.5	40.0	545	c	Graham Brothers	98	9803	14	cp	Rock	300	1.35	6.0	5.9	5.3	6.3	4.0	0.7	1.8	2.4	0.0
KGKL	San Angelo	C1	97.5	100.0	410	b	KGKL Inc	65	7104			Country	675	1.31	13.9	16.1	13.3	13.5	10.4	12.9	15.5	13.6	17.6
KELI	San Angelo	C	98.7	100.0	1289	b	KGKL Inc	86	9911			Oldies	300	0.79	10.2	5.9	8.0	7.1	10.4	9.3	9.1	6.4	6.4
KYZZ	San Angelo	C2	100.1	35.0	338		DH Carver Corp	95				Tejano	50	0.21	6.5	9.3	4.4	7.1	4.0	5.7	8.7	8.0	4.0
KWFR	San Angelo	C1	101.9	100.0	341	a	Foster Comm	91	9412		g	Clsc Rock	550	1.33	11.2	5.1	6.2	8.7	10.4	12.1	6.2	8.0	11.2
KKCN	Ballinger	C1	103.1	100.0	456	c	Graham Brothers	77	9804	395	c1	Country	50	0.29	4.7	8.5	5.3	4.0	4.0	6.4	4.2	1.6	0.0
KMDX	San Angelo	C2	106.1	50.0	456	d	Regency Bcstg Inc	98				Adult Rock	100	0.44	6.1	6.8	4.4	4.8	5.6	6.4	4.6	5.6	0.0
KSJT	San Angelo	C1	107.5	100.0	604		La Unica Bcstg Co	85				Variety	225	1.45	4.2	6.8	5.3	2.4	4.8	4.3	2.5	6.4	13.6
# FM Stations -				10	# Combos -				8	FM TOTALS				87.0	79.7	72.5	76.1	72.8	78.5	75.6	76.8	76.8	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KGKL	San Angelo	B	960	5.0	1.00	b	KGKL Inc	28	7104			Country	100	0.53	5.1	5.9	7.1	4.8	4.0	5.7	3.0	3.2	5.6
● KKSA	San Angelo	D	1260	0.5	0.00	a	Foster Comm	54	8404		c2	Nws/Tlk/Spt	250	0.84	8.0	2.5	5.3	5.6	8.0	4.3	5.7	3.2	5.6
# AM Stations -				2	# Combos -				2	AM TOTALS				13.1	8.4	12.4	10.4	12.0	10.0	8.7	6.4	11.2	
AM & FM Stations Profiled -				12	# Duopolles -				4	Total Local Commercial Share				88.1	84.9	86.5	84.8	88.5	84.3	83.2	88.0		

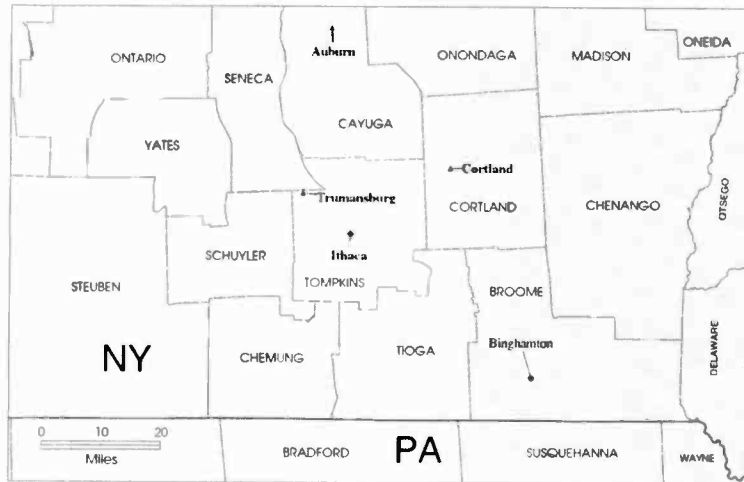
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 270

Revenue Rank: 269

Ithaca, NY Market Overview



Metro Counties / Population (000)

Tompkins, NY	96.7
	96.7

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$3,100	\$3,300	\$3,500	\$3,600	\$4,100	\$3,800
Revenue/Retail Sales Revenue/Capita	1996	2001	2006		Est. Breakout		
	NA ^{1/}	\$4.43/1,000	\$5.11/1,000		Local	85%	
	\$32.12	\$39.30	\$49.28		National	15%	

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	96.5	96.7	0.0%	96.7	97.4
Households	34.0	35.3	0.8%	35.3	36.0	0.4%
Retail Sales	NA ^{1/}	857.8	NA ^{1/}	857.8	940.0	1.8%
EBI ^{2/}	1,234.6	1,520.8	4.3%	1,520.8	1,727.6	2.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	48.0	6.9	3.1	11.5	6.9	7.3	5.6	6.8
Women (000)	48.7	6.5	3.0	10.5	6.5	7.4	5.7	9.0
Total	96.7	13.4	6.2	22.0	13.3	14.7	11.3	15.8
Percentage	100.0%	13.9%	6.4%	22.8%	13.8%	15.2%	11.7%	16.3%
Per Capita	\$ 15,727							
				Median Household	\$ 33,198		Avg Household	\$ 43,082
Ethnic Population:	White	87.2%	Black	4.2%	Asian	8.0%	Hispanic	3.1%

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+	4.6	43.1		47.7	47.7	7.4	55.1
Avg 12+	4.6	10.8		9.5	9.5	1.9	6.1
Tot LCS	8.3	78.2		86.6	86.6	13.4	100.0
Avg LCS	8.3	19.6		17.3	17.3	3.4	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 Syracuse.

FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WVBR	Ithaca	A	93.5	3.0	249		Cornell Radio Guild	58				AOR	300	0.91	8.7	4.6	5.1	5.8	4.2	5.4	6.5	4.3	5.0		
WYXL	Ithaca	B	97.3	26.0	879	a	Eagle Bcstg Co Inc	47	8604	1,475	c2	AC	1,225	1.12	28.8	12.8	12.2	18.3	14.7	18.3	15.9	19.8	18.8		
• WIII	Cortland	B	99.9	23.5	732	b	Citadel Comm Corp	47	0004		g1	Clsc Rock	900	1.79	13.2	9.2	7.1	7.7	7.4	5.4	8.1	11.2	5.9		
WQNY	Ithaca	B	103.7	15.5 cp	879	a	Eagle Bcstg Co Inc	48	9603	2,100	c3	Country	700	0.77	23.8	16.5	12.2	11.5	15.8	10.8	11.8	11.2	11.9		
WPHR	Auburn	B	106.9	14.0	942		Clear Channel Comm	49	0002	See (79)		Urban	n/a		8.8	4.6	5.1	4.8	5.3	2.2	1.3	3.4	1.0		
# FM Stations -					5	# Combos -					3	FM TOTALS					83.3	47.7	41.7	48.1	47.4	42.1	43.6	49.9	42.6

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)	(kW)											Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
WHCU	Ithaca	B	870	5.0	1.00	a	Eagle Bcstg Co Inc	23	8604		c2	Nws/Tlk/Spt	300	0.64	12.3	4.6	7.1	6.7	7.4	6.5	9.0	4.3	5.9		
WKRT	Cortland	B	920	1.0	0.50	b	Citadel Comm Corp	47	0004		g1	News/Talk	150			0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.0		
WPIE	Trumansburg	B	1160	5.0	0.31		Pembrook Pines Inc	90	9303	150		Sports	100		0.9	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0		
WTKO	Ithaca	B	1470	5.0	1.00	a	Eagle Bcstg Co Inc	56	9603		c3	Oldies	100	0.75	3.5	2.8	3.1	1.9	2.1	2.2	3.4	1.7	3.0		
# AM Stations -					4	# Combos -					3	AM TOTALS					16.7	7.4	10.2	8.6	10.6	8.7	12.4	7.7	9.9
AM & FM Stations Profiled -					9	# Duopolies -					2	Total Local Commercial Share					55.1	51.9	56.7	58.0	50.8	56.0	57.6	52.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 271

Revenue Rank: 252

Cookeville, TN Market Overview



Metro Counties / Population (000)

Jackson, TN	11.1
Overton, TN	20.3
Putnam, TN	63.1
Total	94.5

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$3,300	\$3,500	\$4,100	\$5,000	\$5,500	\$5,000
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-9.1%	\$5,200	\$5,600	\$5,900	\$6,300	\$6,700	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$4.06/1,000	2006 \$4.07/1,000	Est. Breakout			
Revenue/Capita	\$38.87	\$52.91	\$66.27	Local	90%		
				National	10%		

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	84.9	94.5	2.2%	94.5	101.1	1.4%
Households	33.4	38.0	2.6%	38.0	42.0	2.0%
Retail Sales	NA ^{1/}	1,231.4	NA ^{1/}	1,231.4	1,646.7	6.0%
EBI ^{2/}	1,017.1	1,380.7	6.3%	1,380.7	1,836.7	5.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	46.4	7.1	3.9	5.8	5.6	6.9	7.1	9.9
Women (000)	48.1	6.6	3.7	5.1	5.4	7.1	7.3	12.8
Total	94.5	13.8	7.6	11.0	11.0	14.1	14.4	22.7
Percentage	100.0%	14.6%	8.1%	11.6%	11.6%	14.9%	15.2%	24.0%
Per Capita	\$ 14,610	Median Household		\$ 28,050	Avg Household		\$ 36,333	
Ethnic Population:	White 97.3%	Black 1.3%	Asian 0.9%	Hispanic 2.4%				

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		55.4	55.4	56.3	9.9	66.2
Avg 12+	0.9		11.1	11.1	9.4	2.5	6.6
Tot LCS	1.4		83.7	83.7	85.0	15.0	100.0
Avg LCS	1.4		16.7	16.7	14.2	3.7	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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WBXE	Baxter	C3	93.7	6.1	659	b	JWC Broadcasting	95	9811	50		Clsc Rock	825	1.51	10.9	8.0	8.8	8.5	5.8	7.8	8.5	4.1	0.9
WGSQ	Cookeville	C	94.7	100.0	1319	a	Clear Channel Comm	63	9712		g1	Country	1,550	0.99	31.4	26.8	20.4	21.7	19.2	19.0	24.0	21.5	26.1
WLQK	Livingston	C2	95.9	20.0	784	b	JWC Broadcasting	66	9901	1,000		Modern AC	325	1.59	4.1	3.6	2.7	1.9	3.3	3.4	3.1	3.3	2.7
WGIC	Cookeville	C2	98.5	50.0	492	a	Clear Channel Comm	64	9712		g1	AC	1,025	0.97	21.1	11.6	12.4	15.1	12.5	12.9	11.1	12.4	9.9
WLIV	Monterey	A	104.7	1.3	712		WKXN Inc	97	9611	32	cp	1 Country	50	0.50	2.0	0.9	0.9	0.9	1.7	0.9	1.1	0.8	0.9
WKXD	Monterey	C2	106.9	23.0	735	b	JWC Broadcasting	86	9111	475	+	Hot AC	650	0.91	14.3	5.4	9.7	10.4	8.3	8.6	11.2	8.3	12.6
# FM Stations -					6	# Combos -					5	FM TOTALS			83.8	56.3	54.9	58.5	50.8	52.6	59.0	50.4	53.1

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	2001 Est		Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
• WPTN	Cookeville	D	780	1.0	0.00	a	Clear Channel Comm	62	9712		g1	News/Talk	150	0.64	4.7	2.7	2.7	2.8	3.3	4.3	3.0	4.1	1.8
• WLIV	Livingston	D	920	1.0	0.00		Sunny Bcstg LLC	56	9603		c1	1 Country	175	0.85	4.1	1.8	1.8	2.8	2.5	3.4	2.2	1.7	2.7
• WHUB	Cookeville	C	1400	1.0	1.00	a	Clear Channel Comm	40	9712		g1	Country	225	0.60	7.5	5.4	8.8	4.7	5.0	5.2	4.9	4.1	6.3
• WATX	Algood	D	1590	1.0	0.04	b	JWC Broadcasting	81				Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					4	# Combos -					3	AM TOTALS			16.3	9.9	13.3	10.3	10.8	12.9	10.1	9.9	10.8
AM & FM Stations Profiled -					10	# Duopolies -					3	Total Local Commercial Share			66.2	68.2	68.8	61.6	65.5	69.1	60.3	63.9	

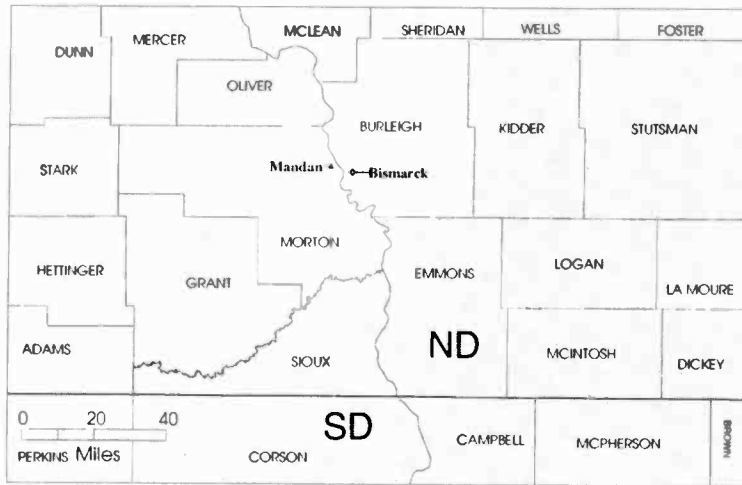
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 272

Revenue Rank: 211

Bismarck, ND Market Overview



Metro Counties / Population (000)

Burleigh, ND	70.1
Morton, ND	25.4
Total	95.5

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

ESTIMATED GROSS REVENUES ★	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>Δ 96 - 01</u>
	\$5,100	\$5,700	\$6,700	\$7,200	\$7,900	\$7,100	6.8%
	<u>Δ 00 - 01</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>Δ 01 - 06</u>
	-10.1%	\$7,500	\$8,000	\$8,500	\$9,000	\$9,600	6.2%

	<u>1996</u>	<u>2001</u>	<u>2006</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA ^{1/}	\$5.43/1,000	\$6.50/1,000	Local 85%
Revenue/Capita	\$56.67	\$74.35	\$96.29	National 15%

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

	<u>1996</u>	<u>2001</u>	<u>Growth Rate</u>	<u>2001</u>	<u>2006</u>	<u>Growth Rate</u>
MSA Population	90.0	95.5	1.2%	95.5	99.7	0.9%
Households	34.0	37.0	1.7%	37.0	39.6	1.4%
Retail Sales	NA ^{1/}	1,308.3	NA ^{1/}	1,308.3	1,475.8	2.4%
EBI ^{2/}	1,309.2	1,810.1	6.7%	1,810.1	2,418.1	6.0%

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)	46.8	9.2	4.6	3.9	6.3	7.9	6.2	8.7
Women (000)	48.7	8.8	4.4	4.0	6.5	7.8	6.5	10.8
Total	95.5	18.0	8.9	7.9	12.8	15.7	12.7	19.5
Percentage	100.0%	18.9%	9.4%	8.2%	13.4%	16.4%	13.3%	20.4%
Per Capita	\$ 18,954							
				Median Household	\$ 43,084		Avg Household	\$ 48,922
Ethnic Population:	White	95.8%	Black	0.3%	Asian	0.5%	Hispanic	0.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			7	6	7	4	11
Tot 12+			59.1	56.1	59.1	31.3	90.4
Avg 12+			8.4	9.4	8.4	7.8	8.2
Tot LCS			65.4	62.1	65.4	34.6	100.0
Avg LCS			9.3	10.3	9.3	8.7	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KYYY	Bismarck	C	92.9	100.0	1181	c	Clear Channel Comm	66	9905		g1	Hot AC	600	0.57	14.9	14.2	13.6	14.4	12.7	12.8	9.2	11.5	12.7
KQDY	Bismarck	C	94.5	100.0	1119	a	Ingstad, James	68	0205	4,200	d2	Country	300	0.86	4.9	7.5	9.3	7.2	1.7	1.7	3.5	4.1	7.6
KBYZ	Bismarck	C	96.5	100.0	1001	b	Cumulus Bcstg Inc	86	9808	7,000	d1	Clsc Rock	1,375	1.31	14.8	9.0	6.8	9.0	17.8	18.8	12.4	13.9	11.0
KKCT	Bismarck	C1	97.5	100.0	830	b	Cumulus Bcstg Inc	93	9808		d1	Country	975	1.02	13.4	5.2	9.3	9.9	14.4	15.4	15.9	10.7	10.2
KACL	Bismarck	C1	98.7	100.0	830	b	Cumulus Bcstg Inc	97	9808		d1	Oldies	625	1.01	8.7	7.5	9.3	8.1	7.6	9.4	6.2	10.7	10.2
KSSS	Bismarck	C	101.5	100.0	988	a	Ingstad, James	94	0205		d2	Clsc Rock	325	0.79	5.8	12.7	7.6	6.3	4.2	5.1	5.8	6.6	3.4
KNDR	Mandan	C1	104.7	100.0	853		Central Dakota Entpr	77				Religion	200	1.17	2.4	3.0	1.7	3.6	0.8	1.7	1.5	1.6	1.7
# FM Stations -					7	# Combos -					6	FM TOTALS			64.9	59.1	57.6	58.5	59.2	64.9	54.5	59.1	56.8

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KFYR	Bismarck	B	550	5.0	5.00	c	Clear Channel Comm	25	9905		g1	AC	1,400	1.51	13.1	12.7	16.1	14.4	9.3	12.0	16.7	16.4	16.1
● KXMR	Bismarck	B	710	50.0	4.00	a	Ingstad, James	99	0205		d2	News/Talk	225	0.74	4.3	4.5	5.1	3.6	4.2	1.7	4.5	0.0	0.0
● KBMR	Bismarck	D	1130	10.0	0.00	a	Ingstad, James	58	0205		d2	Country	925	0.90	14.4	11.9	11.0	11.7	14.4	10.3	12.3	11.5	11.0
● KLXX	Bismarck-Manda	B	1270	1.0	0.25	b	Cumulus Bcstg Inc	25	9808		d1	Nostalgia	150	0.62	3.4	2.2	1.7	2.7	3.4	3.4	2.5	3.3	5.1
# AM Stations -					4	# Combos -					4	AM TOTALS			35.2	31.3	33.9	32.4	31.3	27.4	36.0	31.2	32.2
AM & FM Stations Profiled -					11	# Duopolies -					3	Total Local Commercial Share			90.4	91.5	90.9	90.5	92.3	90.5	90.3	89.0	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 273

Revenue Rank: 206

Grand Forks, ND-MN Market Overview



Metro Counties / Population (000)

Grand Forks, ND	65.8
Polk, MN	31.3
Total	97.1

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

ESTIMATED GROSS REVENUES
★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$5,100	\$4,700	\$6,300	\$7,100	\$7,900	\$7,400	7.7%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-6.3%	\$7,800	\$8,300	\$8,800	\$9,300	\$10,000	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.89/1,000	\$5.99/1,000	Local 92%
Revenue/Capita	\$49.18	\$76.21	\$108.81	National 8%

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	103.7	97.1	-1.3%	97.1	91.9	-1.1%
Households	37.8	35.8	-1.1%	35.8	34.4	-0.8%
Retail Sales	NA ^{1/}	1,513.6	NA ^{1/}	1,513.6	1,669.8	2.0%
EBI ^{2/}	1,318.4	1,550.3	3.3%	1,550.3	1,821.2	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	49.0	9.6	4.1	7.1	7.4	7.2	5.4	8.3
Women (000)	48.1	9.0	3.7	6.3	6.6	6.5	5.5	10.5
Total	97.1	18.6	7.8	13.4	14.0	13.8	10.8	18.8
Percentage	100.0%	19.1%	8.0%	13.8%	14.4%	14.2%	11.1%	19.4%
Per Capita	\$ 15,966		Median Household	\$ 27,316		Avg Household	\$ 43,304	
Ethnic Population:	White 95.3%	Black 1.2%	Asian 1.0%	Hispanic 3.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			9	7	9	6	15
Tot 12+			59.1	59.1	59.1	13.8	72.9
Avg 12+			6.6	8.4	6.6	2.3	4.9
Tot LCS			81.1	81.1	81.1	18.9	100.0
Avg LCS			9.0	11.6	9.0	3.2	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	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KKXL	Grand Forks	C1	92.9	100.0	358	a	Clear Channel Comm	75	9911		g5	CHR	900	0.68	18.0	12.2	13.1	13.7	13.2	11.1	12.1	13.8	14.5
KNOX	Grand Forks	C1	94.7	100.0	249	d	Leighton Broadcastin	67	9611	1,100	c1	Country	500	1.07	6.3	2.6	4.7	4.3	5.0	6.0	5.6	6.9	4.6
KQHT	Crookston	C1	96.1	100.0	413	a	Clear Channel Comm	85	9911		g5	Clsc Rock	600	1.13	7.2	6.1	9.3	7.7	3.3	3.4	2.5	3.8	2.3
KKCQ	Bagley	C3	96.7	25.0	328	c	Pine To Prairie Bcst	97	9707		6	cp	Country	100		0.0	0.0	0.0	0.0	1.7	1.0	0.0	0.8
KYCK	Crookston	C1	97.1	100.0	361	d	Leighton Broadcastin	80				Country	1,275	1.28	13.5	11.3	8.4	12.0	8.3	13.7	11.9	12.3	13.0
KSNR	Thief River Falls	C1	100.3	100.0	564	a	Clear Channel Comm	76	9911		g5	Oldies	650	0.99	8.9	7.8	6.5	9.4	4.1	6.8	7.0	6.2	4.6
KZLT	East Grand Forks	C1	104.3	100.0	443	b	Leighton Broadcastin	75	0204 p		c2	Hot AC	300	0.90	4.5	5.2	4.7	3.4	3.3	5.1	6.0	6.2	5.3
KKEQ	Fosston	C2	107.1	50.0	482	c	Pine To Prairie Bcst	69	9201	170		ChrsContem	25			0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
KJKJ	Grand Forks	C1	107.5	100.0	456	a	Clear Channel Comm	85	9911		g5	AOR	1,075	0.72	20.3	13.9	11.2	14.5	15.7	16.2	16.5	14.6	14.5
# FM Stations -				9	# Combos -				9	FM TOTALS				78.7	59.1	57.9	65.0	52.9	64.0	62.6	64.6	59.6	

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KTRF	Thief River Falls	C	1230	1.0	1.00	Ingstad, Tom	47	9712		c3	AC/News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KROX	Crookston	B	1260	1.0	0.50	Gopher Comm Co	48	8705	198	al	AC/Nws/Tlk	350	1.18	4.0	4.3	5.6	1.7	4.1	5.1	3.0	4.6	3.1	
KNOX	Grand Forks	B	1310	5.0	5.00	d Leighton Broadcastin	47	9611		c1	Nws/Tlk/Inf	275	0.93	4.0	3.5	3.7	2.6	3.3	3.4	4.1	2.3	4.6	
KKXL	Grand Forks	B	1440	0.6	0.30	a Clear Channel Comm	41	9911		g5	Talk	100	0.34	4.0	1.7	1.9	2.6	3.3	3.4	1.7	3.1	2.3	
● KKCQ	Fosston	D	1480	5.0	0.09	c Pine To Prairie Bcst	66	9201	150		Country	225		0.6	0.0	0.0	0.0	0.8	0.0	0.7	0.0	0.8	
● KCNN	East Grand Forks	B	1590	5.0	1.00	b Leighton Broadcastin	59	0204 p		c2	Nws/Tlk/Spt	1,000	1.50	9.0	4.3	5.6	6.8	6.6	4.3	5.1	4.6	6.1	
# AM Stations -				6	# Combos -				4	AM TOTALS				21.6	13.8	16.8	13.7	18.1	16.2	14.6	14.6	16.9	
AM & FM Stations Profiled -				15	# Duopolies -				5	Total Local Commercial Share				72.9	74.7	78.7	71.0	80.2	77.2	79.2	76.5		

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 274

Revenue Rank: 278

Sebring, FL Market Overview



Metro Counties / Population (000)

Highlands, FL	88.8
	88.8

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

ESTIMATED GROSS REVENUES ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		N/A	N/A	N/A	\$2,700	\$3,000	\$2,600
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-13.3%	\$2,800	\$2,900	\$3,100	\$3,300	\$3,500	6.2%

	1996	2001	2006	Est. Breakout	
Revenue/Retail Sales	NA ^{1/}	\$3.26/1,000	\$4.34/1,000	Local	80%
Revenue/Capita	N/A	\$29.28	\$38.80	National	20%

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	77.5	88.8	2.8%	88.8	90.2	0.3%
Households	33.4	38.3	2.8%	38.3	39.2	0.5%
Retail Sales	NA ^{1/}	797.9	NA ^{1/}	797.9	805.7	0.2%
EBI ^{2/}	913.0	1,155.3	4.8%	1,155.3	1,272.5	2.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	42.4	5.6	2.7	2.2	3.6	4.3	4.6	19.4
Women (000)	46.4	5.5	2.7	2.0	3.7	4.5	5.6	22.3
Total	88.8	11.1	5.4	4.2	7.3	8.9	10.2	41.7
Percentage	100.0%	12.5%	6.1%	4.8%	8.3%	10.0%	11.5%	46.9%
Per Capita	\$ 13,011							
			Median Household	\$ 23,116			Avg Household	\$ 30,166
Ethnic Population:	White 88.2%		Black 9.8%		Asian 1.3%		Hispanic 12.6%	

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+			13.9	13.9	13.9	18.9	32.8
Avg 12+			7.0	7.0	7.0	4.7	5.5
Tot LCS			42.4	42.4	42.4	57.6	100.0
Avg LCS			21.2	21.2	21.2	14.4	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	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)											
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998				
WWOJ	Avon Park	C3	99.1	10.0	515	b	Cohan Radio Group	82	9811	910	c2	Country	1,050	1.30	31.1	10.9	13.4	14.1	9.8	15.2	0.0	0.0	0.0			
WWLL	Sebring	C3	105.7	19.0	351	b	Cohan Radio Group	67	9811	585	c1	AC	400	1.90	8.1	3.0	2.1	3.0	3.3	4.8	0.0	0.0	0.0			
# FM Stations -															2	# Combos -		2	FM TOTALS							
															39.2	13.9	15.5	17.1	13.1	20.0	0.0	0.0	0.0			

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)															
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998								
• WWTK	Lake Placid	B	730	0.5	0.34	b	Cohan Radio Group	89	9811		c2	News/Talk	525	1.15	17.6	5.0	4.1	5.1	8.7	4.8	0.0	0.0	0.0								
• WJCM	Sebring	D	1050	1.0	0.01	b	Cohan Radio Group	50	9811	150		Oldies	125	0.89	5.4	5.0	2.1	3.0	1.1	0.0	0.0	0.0	0.0								
WITS	Sebring	C	1340	1.0	1.00	a	Cohan Radio Group	59	9811		c1	Adlt Stndrd	525	0.53	37.8	8.9	9.3	12.1	17.4	14.3	0.0	0.0	0.0								
• WAVP	Avon Park	D	1390	1.0	0.00		Anscombe Bcstg Gr	70	0109		g	Gospel				0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0								
# AM Stations -															4	# Combos -		2	AM TOTALS												
AM & FM Stations Profiled -															6	# Duopolies -		2	Total Local Commercial Share												
															60.8	18.9	19.6	20.2	27.2	19.1	0.0	0.0	0.0	32.8	35.1	37.3	40.3	39.1	0.0	0.0	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: 275

Revenue Rank: 220

Jackson, TN Market Overview



Metro Counties / Population (000)

Madison, TN	92.9
	92.9

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$6,100	\$6,700	\$6,900	\$7,400	\$7,000	\$6,600
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-5.7%	\$6,900	\$7,400	\$7,900	\$8,300	\$8,900	6.2%
	1996	2001	2006	Est. Breakout			
Revenue/Retail Sales	NA ^{1/}	\$3.61/1,000	\$3.79/1,000	Local 85%			
Revenue/Capita	\$72.45	\$71.04	\$91.38	National 15%			

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	84.2	92.9	2.0%	92.9	97.4	1.0%
Households	32.1	36.4	2.5%	36.4	38.9	1.3%
Retail Sales	NA ^{1/}	1,827.1	NA ^{1/}	1,827.1	2,349.0	5.2%
EBI ^{2/}	1,201.7	1,665.7	6.7%	1,665.7	2,279.5	6.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	44.0	8.3	4.2	4.2	5.5	7.1	6.0	8.8
Women (000)	48.9	7.8	4.0	4.6	6.2	7.4	6.4	12.4
Total	92.9	16.1	8.2	8.8	11.8	14.5	12.4	21.2
Percentage	100.0%	17.4%	8.8%	9.5%	12.7%	15.6%	13.4%	22.8%
Per Capita	\$ 17,930			Median Household	\$ 36,222		Avg Household	\$ 45,760
Ethnic Population:	White 65.9%		Black 32.9%		Asian 0.8%		Hispanic 1.8%	

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+	43.6		32.7	73.3	76.3	6.9	83.2
Avg 12+	8.7		5.5	7.3	6.9	2.3	5.9
Tot LCS	52.4		39.3	88.1	91.7	8.3	100.0
Avg LCS	10.5		6.6	8.8	8.3	2.8	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WYNU	Milan	C	92.3	100.0	991	b	Clear Channel Comm	64	0008		g	Rock	800	2.33	5.2	5.0	4.8	5.3	3.0	5.3	7.0	9.4	9.3	
WWGM	Alamo	C3	93.1	14.0	443		Grace Bcstg Services	89	9709	800		Gospel	300	1.17	3.9	3.0	1.9	4.2	2.0	4.2	2.3	3.1	3.1	
WOJG	Bolivar	A	94.7	6.0	328		Shaw, Johnny & Opal	92				Gospel	200	0.39	7.7	5.9	2.9	8.4	4.0	6.3	9.2	7.3	8.2	
WFKX	Henderson	A	95.7	6.0	315	c	Black Crow Bcstg	84	0008	3,340	d3	Urban AC	1,000	0.59	25.7	14.9	17.3	15.8	25.7	16.8	18.7	19.8	16.5	
WNWS	Jackson	A	101.5	2.2	381		Wireless Group Inc	93	0012	925		Nws/Tlk/Spt	575	0.77	11.3	8.9	9.6	7.4	10.9	4.2	6.2	6.3	5.2	
WZDQ	Humboldt	A	102.3	6.0	299	c	Black Crow Bcstg	64	0008		d3	CHR	500	0.84	9.0	8.9	8.7	9.5	5.0	6.3	6.1	3.1	3.1	
WMXX	Jackson	C2	103.1	42.0	538	a	Hunt, Gerald W.	79				Oldies	400	0.88	6.9	5.9	6.7	4.2	6.9	7.4	5.8	6.3	8.2	
WTVN	Jackson	C1	104.1	100.0	679	b	Clear Channel Comm	47	0008		g	Country	900	1.44	9.5	6.9	7.7	8.4	6.9	7.4	14.5	12.5	13.4	
WLSZ	Humboldt	A	105.3	3.0	328		Boyd Enterprises Inc	88				Modern Rock	350	0.84	6.3	5.0	3.8	4.2	5.9	6.3	5.2	6.3	4.1	
WWYN	McKenzie	C1	106.9	100.0	892	c	Black Crow Bcstg	54	0003	1,873		Country	925	3.05	4.6	6.9	2.9	6.3	1.0	3.2	1.6	2.1	3.1	
WHHM	Henderson	C2	107.7	50.0 cp	308	c	Black Crow Bcstg	90	0008	1,350		70&80/Varty	450	1.20	5.7	5.0	3.8	4.2	5.0	2.1	1.7	2.1	2.1	
# FM Stations -					11	# Combos -					7	FM TOTALS				95.8	76.3	70.1	77.9	76.3	69.5	78.3	78.3	76.3

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
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	1.0	
WTJS	Jackson	B	1390	5.0	1.00	b	Clear Channel Comm	31	0008		g	Talk	125	0.50	3.8	1.0	2.9	2.1	4.0	4.2	3.9	3.1	3.1	
• WJAK	Jackson	D	1460	1.0	0.13		Wolfe Comm Inc	54	9902		c1	R&B Oldies	50		0.6	5.9	1.9	0.0	1.0	5.3	0.0	0.0	0.0	
# AM Stations -					3	# Combos -					2	AM TOTALS				4.4	6.9	4.8	2.1	5.0	9.5	3.9	3.1	4.1
AM & FM Stations Profiled -					14	# Duopolies -					3	Total Local Commercial Share				83.2	74.9	80.0	81.3	79.0	82.2	81.4	80.4	

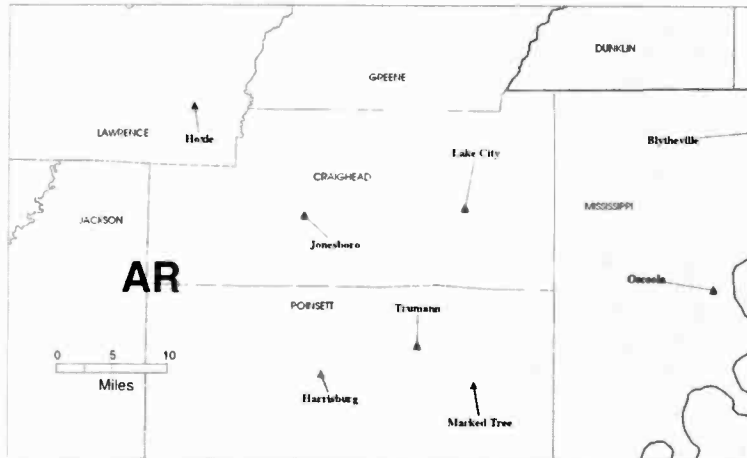
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 276

Revenue Rank: 243

Jonesboro, AR Market Overview



Metro Counties / Population (000)

Craighead, AR	83.1
	83.1

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

ESTIMATED GROSS REVENUES ★★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		N/A	N/A	\$4,900	\$5,600	\$6,300	\$5,400
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-14.3%	\$5,600	\$6,000	\$6,400	\$6,700	\$7,200	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$4.56/1,000	\$5.19/1,000	Local 70%
Revenue/Capita	N/A	\$64.98	\$81.54	National 30%

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	75.0	83.1	2.1%	83.1	88.3	1.2%
Households	28.7	32.2	2.3%	32.2	34.8	1.6%
Retail Sales	NA ^{1/}	1,184.3	NA ^{1/}	1,184.3	1,387.4	3.2%
EBI ^{2/}	1,028.5	1,322.6	5.2%	1,322.6	1,733.0	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	40.1	7.0	3.6	5.0	5.3	5.9	5.8	7.4
Women (000)	43.0	6.6	3.4	5.2	5.3	6.3	6.1	10.1
Total	83.1	13.7	6.9	10.2	10.6	12.2	11.9	17.5
Percentage	100.0%	16.4%	8.4%	12.3%	12.8%	14.7%	14.3%	21.1%
Per Capita	\$ 15,915			Median Household	\$ 31,575		Avg Household	\$ 41,073
Ethnic Population:	White 90.5%		Black 8.1%		Asian 0.8%		Hispanic 2.2%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		6	6	8	2	10
Tot 12+	3.5		61.7	64.0	65.2	4.6	69.8
Avg 12+	1.8		10.3	10.7	8.2	2.3	7.0
Tot LCS	5.0		88.4	91.7	93.4	6.6	100.0
Avg LCS	2.5		14.7	15.3	11.7	3.3	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
KJBR	Marked Tree	A	93.7	6.0 cp	279	c	Educational Media	93	0110	1,300	d3	Christian	200	1.16	3.2	1.2	1.2	2.3	2.3	2.3	2.2	0.0	0.0
KKEY	Harrisburg	C2	95.9	50.0 cp	492	a	Clear Channel Comm	99	0207	2,000	c1	Oldies	325	0.85	7.1	4.7	5.8	4.6	5.7	4.6	7.6	0.0	0.0
KDEZ	Jonesboro	C2	100.5	38.0 cp	558	b	Saga Comm Inc	86	0208 p		na	AOR	775	0.69	20.7	16.3	12.8	17.2	12.5	11.5	11.2	0.0	0.0
KIYS	Jonesboro	C	101.9	100.0	1060	a	Clear Channel Comm	47	0101		sw	CHR	800	0.93	15.9	10.5	14.0	11.5	11.4	12.6	13.4	0.0	0.0
KDXY	Lake City	C3	104.9	13.5	449	b	Saga Comm Inc	94	0208 p		na	Country	875	0.82	19.7	12.8	16.3	11.5	17.0	14.9	15.2	0.0	0.0
KJLV	Hoxie	C3	105.3	25.0	328	c	Educational Media	88	0110		d3	Christian	100		0.7	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
KJBX	Trumann	A	106.7	6.0	328	b	Saga Comm Inc	91	0208 p		na	AC	300	0.78	7.1	2.3	3.5	4.6	5.7	3.4	3.7	0.0	0.0
KFIN	Jonesboro	C1	107.9	100.0	600	a	Clear Channel Comm	74	0101		sw	Country	1,650	1.48	20.7	17.4	11.6	16.1	13.6	17.2	16.2	0.0	0.0
# FM Stations -					8	# Combos -					8	FM TOTALS			95.1	65.2	65.2	67.8	69.3	66.5	69.5	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	Spring 2002											Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• KNEA	Jonesboro	D	970	1.0 cp	0.04	a	Clear Channel Comm	50	0207		c1	Sprts/Talk	50	0.58	1.6	2.3	1.2	0.0	2.3	3.4	2.0	0.0	0.0	
• KBTM	Jonesboro	C	1230	1.0	1.00	a	Clear Channel Comm	30	0101		sw	Nws/Tlk/Spt	250	1.45	3.2	2.3	3.5	2.3	2.3	2.3	2.1	0.0	0.0	
# AM Stations -					2	# Combos -					2	AM TOTALS			4.8	4.6	4.7	2.3	4.6	5.7	4.1	0.0	0.0	
AM & FM Stations Profiled -					10	# Duopolies -					5	Total Local Commercial Share			69.8	69.9	70.1	73.9	72.2	73.6	0.0	0.0		

NOTE: Market first rated Fall 1999

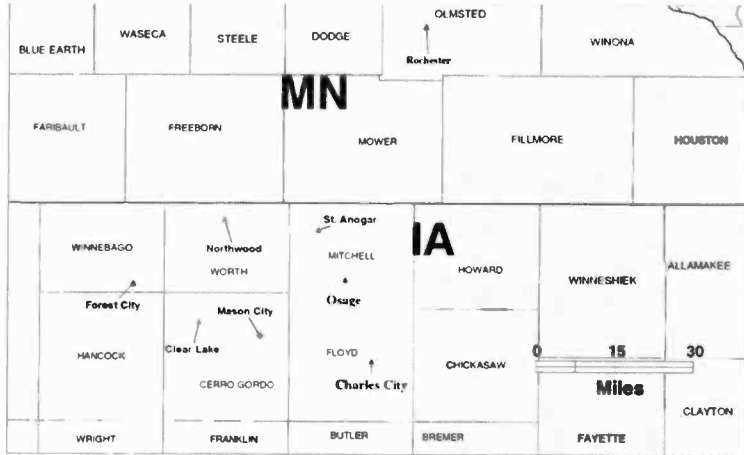
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 277

Revenue Rank: 256

Mason City, IA Market Overview



Metro Counties / Population (000)

Cerro Gordo, IA	46.4
Floyd, IA	16.9
Mitchell, IA	10.9
Worth, IA	7.9
Total	82.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	N/A	N/A	\$4,200	\$5,000	\$5,300	\$4,900	
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.5%	\$5,100	\$5,400	\$5,800	\$6,100	\$6,500	6.2%

Revenue/Retail Sales	1996	2001	2006	Est. Breakout
Revenue/Capita	NA ^{1/}	\$4.38/1,000	\$5.14/1,000	Local 80%
	N/A	\$59.68	\$80.65	National 20%

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	82.0	82.1	0.0%	82.1	80.6	-0.4%
Households	33.6	34.1	0.3%	34.1	34.2	0.1%
Retail Sales	NA ^{1/}	1,118.2	NA ^{1/}	1,118.2	1,265.6	2.5%
EBI ^{2/}	1,087.6	1,345.3	4.3%	1,345.3	1,565.1	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	39.2	7.0	3.4	2.7	4.6	5.8	5.5	10.1
Women (000)	42.9	6.6	3.4	2.8	4.7	5.8	5.9	13.8
Total	82.1	13.6	6.8	5.5	9.2	11.6	11.4	23.9
Percentage	100.0%	16.5%	8.3%	6.8%	11.3%	14.1%	13.9%	29.2%
Per Capita	\$ 16,386							
				Median Household	\$ 32,988		Avg Household	\$ 39,451
Ethnic Population:	White	98.3%	Black	0.7%	Asian	0.7%	Hispanic	2.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		7	6	10	3	13
Tot 12+	0.9		51.4	51.4	52.3	8.4	60.7
Avg 12+	0.3		7.3	8.6	5.2	2.8	4.7
Tot LCS	1.5		84.7	84.7	86.2	13.8	100.0
Avg LCS	0.5		12.1	14.1	8.6	4.6	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 Rochester, MN.

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KIAI	Mason City	C1	93.9	100.0	791	a	Clear Channel Comm	85	0010		g1	Country	1,000	1.17	17.4	11.2	12.2	11.4	12.9	14.2	15.3	0.0	0.0	
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	3.0	299	a	Clear Channel Comm	71	0010		g1	AC	450	2.09	4.4	0.9	1.0	2.9	3.2	1.9	1.7	0.0	0.0	
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	Adlt Stndrd	125	1.11	2.3	7.5	2.0	1.0	2.2	0.0	0.0	0.0	0.0	
KYTC	Northwood	C3	102.7	25.0	308	b	Three Eagles Comm	90	9912		na	Oldies	275	0.59	9.5	4.7	5.1	6.7	6.5	4.7	4.5	0.0	0.0	
KLKK	Clear Lake	C3	103.7	25.0	187	a	Clear Channel Comm	78	0010		g1	Clsc Rock	825	1.38	12.2	10.3	7.1	10.5	6.5	4.7	7.7	0.0	0.0	
KLSS	Mason City	C1	106.1	100.0	315	b	Three Eagles Comm	67	9706	3,500	c1	AC	1,100	1.11	20.3	11.2	13.3	14.3	14.0	15.1	10.4	0.0	0.0	
KROC	Rochester	C0	106.9	100.0	1109		Southern Minn Bcstg	65				Top 40	n/a		14.3	6.5	9.1	10.4	9.6	13.2	14.0	0.0	0.0	
KIOW	Forest City	C2	107.3	50.0 cp	492		Pilot Knob Bcst Inc	78	7811			Mix AC	75		0.8	0.0	0.0	0.0	1.1	0.0	3.4	0.0	0.0	
# FM Stations -					10	# Combos -					6	FM TOTALS				81.2	52.3	49.8	57.2	56.0	53.8	57.0	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
● KGLO	Mason City	B	1300	5.0	5.00	a	Clear Channel Comm	37	0010		g1	FullService	700	1.32	10.8	5.6	9.2	7.6	7.5	11.3	7.5	0.0	0.0	
KRIB	Mason City	C	1490	1.0	1.00	b	Three Eagles Comm	48	9704		c1	Adlt Stndrd	225	0.57	8.1	2.8	6.1	3.8	7.5	4.7	4.6	0.0	0.0	
● KCHA	Charles City	D	1580	0.5	0.01	a	Clear Channel Comm	49	0010		g1	Adlt Stndrd	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					3	# Combos -					3	AM TOTALS				18.9	8.4	15.3	11.4	15.0	16.0	12.1	0.0	0.0
AM & FM Stations Profiled -					13	# Duopolies -					4	Total Local Commercial Share				60.7	65.1	68.6	71.0	69.8	69.1	0.0	0.0	

NOTE: Market first rated Fall 1999

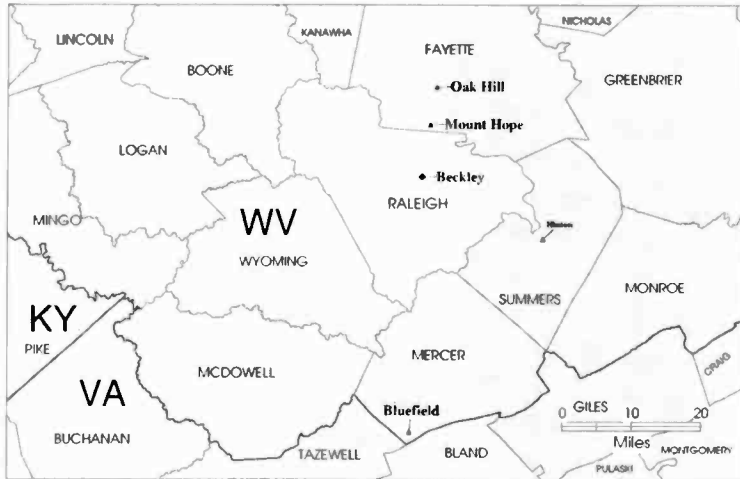
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 278

Revenue Rank: 260

Beckley, WV Market Overview



Metro Counties / Population (000)

Raleigh, WV	79.4
	79.4

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$4,400	\$4,700	\$4,900	\$5,000	\$5,400	\$4,800	1.9%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-11.1%	\$5,100	\$5,400	\$5,800	\$6,100	\$6,500	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$4.60/1,000	2006 \$5.40/1,000	Est. Breakout			
Revenue/Capita	\$55.98	\$60.45	\$80.75	Local	85%		
				National	15%		

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	78.6	79.4	0.2%	79.4	80.5
Households	30.6	30.7	0.1%	30.7	31.9	0.8%
Retail Sales	NA ^{1/}	1,042.4	NA ^{1/}	1,042.4	1,203.2	2.9%
EBI ^{2/}	928.7	1,114.0	3.7%	1,114.0	1,404.9	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	37.6	6.1	4.1	2.7	4.1	6.6	5.4	8.7
Women (000)	41.8	5.8	3.9	2.8	4.3	6.6	5.6	12.7
Total	79.4	11.9	8.1	5.5	8.4	13.2	11.0	21.3
Percentage	100.0%	15.0%	10.2%	6.9%	10.5%	16.6%	13.9%	26.9%
Per Capita	\$ 14,030			Median Household	\$ 27,138		Avg Household	\$ 36,285
Ethnic Population:	White 90.0%	Black 8.8%	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	1	5	6	4	10
Tot 12+	6.9	63.1	2.3	70.0	72.3	10.3	82.6
Avg 12+	6.9	15.8	2.3	14.0	12.1	2.6	8.3
Tot LCS	8.4	76.4	2.8	84.7	87.5	12.5	100.0
Avg LCS	8.4	19.1	2.8	16.9	14.6	3.1	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 Bluefield, 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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WAXS	Oak Hill	B	94.1	26.5	650	a	Plateau Bcstg Inc	48	9209	500	1	Oldies	275	1.06	5.4	10.3	7.4	6.4	2.5	3.5	3.9	2.3	3.5
WJLS	Beckley	B	99.5	34.0	1050	b	First Media	46	0202	3,600	c1	Country	1,125	1.00	23.5	25.3	16.0	20.5	18.5	25.6	20.6	20.5	18.6
WMTD	Hinton	A	102.3	0.4	1273	c	Southern Comm Corp	85	0005	1,070	c4	Clisc Rock	750	1.47	10.6	6.9	8.6	9.0	8.6	8.1	7.5	10.2	11.6
WCIR	Beckley	B	103.7	5.0	1483	c	Southern Comm Corp	71	9906		1	AC	1,400	1.17	25.0	17.2	18.5	17.9	23.5	18.6	15.1	18.2	18.6
WHAJ	Bluefield	C	104.5	80.0	1549		Triad Bcstg Co	63	0009			AC	n/a		4.6	2.3	6.2	5.1	2.5	1.2	1.6	3.4	2.3
WTNJ	Mount Hope	B	105.9	50.0	499	c	Southern Comm Corp	80	0103	2,375	1	Country	850	1.17	15.1	10.3	16.0	9.0	16.0	16.3	15.2	12.5	15.1
# FM Stations -					6	# Combos -		4		FM TOTALS				84.2	72.3	72.7	67.9	71.6	73.3	63.9	67.1	69.7	

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		Year Std	Date Acq'd	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)	C	Owner									Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• WJLS	Beckley	B	560	4.5	0.47	b	First Media	39	0202		c1	Gospel	200	0.46	9.1	4.6	3.7	7.7	7.4	7.0	13.5	6.8	12.8
• WWNR	Beckley	D	620	5.0	0.03	c	Southern Comm Corp	46	0111 p		1	Nws/Tlk/Spt	150	0.51	6.1	4.6	3.7	6.4	3.7	4.7	4.9	4.5	3.5
• WOAY	Oak Hill	D	860	10.0	0.01		Ellison, Eugene C.	47	9007	100		Religion	75		0.8	1.1	1.2	1.3	0.0	0.0	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	2.4	2.3	2.3
# AM Stations -					4	# Combos -		3		AM TOTALS				16.0	10.3	8.6	15.4	11.1	11.7	20.8	13.6	18.6	
AM & FM Stations Profiled -					10	# Duopolies -		2		Total Local Commercial Share				82.6	81.3	83.3	82.7	85.0	84.7	80.7	88.3		

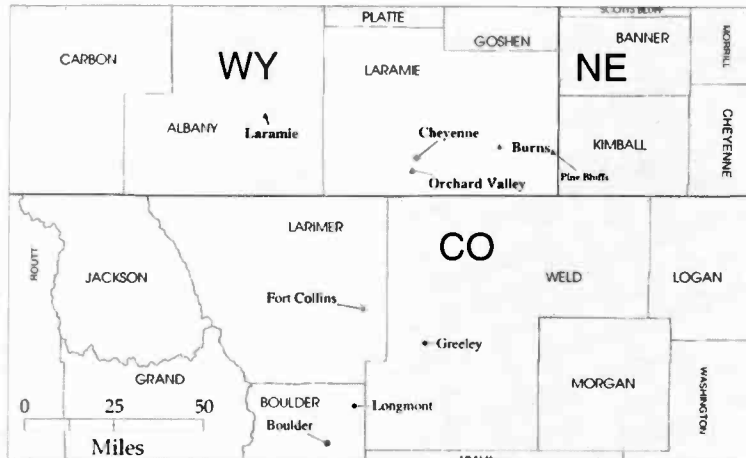
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 279

Revenue Rank: 252

Cheyenne, WY Market Overview



Metro Counties / Population (000)

Laramie, WY	82.2
	82.2

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
		\$3,600	\$3,700	\$4,200	\$5,200	\$5,400	\$5,000
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-7.4%	\$5,200	\$5,600	\$5,900	\$6,300	\$6,700	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$3.90/1,000	2006 \$4.25/1,000	Est. Breakout			
Revenue/Capita	\$45.40	\$60.83	\$80.53	Local	85%		
				National	15%		

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	79.3	82.2	0.7%	82.2	83.2	0.2%
Households	30.6	32.5	1.2%	32.5	33.5	0.6%
Retail Sales	NA ^{1/}	1,280.8	NA ^{1/}	1,280.8	1,577.1	4.2%
EBI ^{2/}	1,240.8	1,504.2	3.9%	1,504.2	1,894.3	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	41.2	7.9	3.7	3.8	5.9	7.0	5.9	7.0
Women (000)	41.0	7.7	3.5	3.2	5.6	6.7	5.8	8.6
Total	82.2	15.6	7.2	7.0	11.5	13.7	11.7	15.6
Percentage	100.0%	18.9%	8.8%	8.5%	14.0%	16.6%	14.2%	18.9%
Per Capita	\$ 18,300							
				Median Household	\$ 38,758		Avg Household	\$ 46,284
Ethnic Population:	White	94.1%	Black	3.0%	Asian	1.5%	Hispanic	11.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		6	6	9	7	16
Tot 12+	14.3		24.8	39.1	39.1	18.1	57.2
Avg 12+	4.8		4.1	6.5	4.3	2.6	3.6
Tot LCS	25.0		43.4	68.4	68.4	31.6	100.0
Avg LCS	8.3		7.2	11.4	7.6	4.5	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		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
KCGY	Laramie	C	95.1	100.0	1070	a	Clear Channel Comm	83	0204	1,900		Country	25		0.9	0.0	1.0	1.1	0.0	0.0	2.7	1.1	1.0		
KQLF	Cheyenne	C1	97.9	100.0 cp	810	a	Clear Channel Comm	68	9905		g2	Country	650	1.07	12.2	0.0	5.2	7.5	7.5	10.9	6.7	12.8	12.9		
KOLZ	Cheyenne	C1	100.7	100.0	489	a	Clear Channel Comm	61	9905		g2	Country	1,000	1.00	20.1	7.6	13.5	12.9	11.8	12.9	8.1	9.6	13.9		
KIGN	Burns	C2	101.9	50.0	492	a	Clear Channel Comm	90	9905		g2	Rock	800	0.91	17.5	11.4	7.3	9.7	11.8	11.9	13.0	11.7	13.9		
KRQU	Laramie	C2	104.5	10.5	938	b	Mountain States Rad	96	0103	200		Clsc Rock	150	0.86	3.5	2.9	3.1	3.2	1.1	2.0	2.0	3.2	2.0		
KRRR	Cheyenne	A	104.9	6.0	4	c	Mountain States Rad	97	0202	800	c2	Oldies	225	0.37	12.3	12.4	6.3	8.6	6.5	6.9	6.0	3.2	3.0		
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		
KIMX	Laramie	C2	105.5	25.0 cp	702	c	Mountain States Rad	89	0103	925		Hot AC	175	1.30	2.7	2.9	2.1	1.1	2.2	3.0	2.3	6.4	3.0		
• KLEN	Cheyenne	A	106.3	3.0	-3	a	Clear Channel Comm	83	9905		g2	Soft AC	400	0.82	9.7	1.9	6.3	6.5	5.4	7.9	5.6	8.5	6.9		
# FM Stations -					9	# Combos -					8	FM TOTALS					78.9	39.1	44.8	50.6	46.3	55.5	46.4	56.5	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)	Spring 2002											Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
KGAB	Orchard Valley	B	650	8.5	0.50	a	Clear Channel Comm	52	9905		g2	News/Talk	50	0.16	6.1	4.8	3.1	3.2	4.3	5.0	6.4	5.3	4.0		
KKHI	Laramie	B	1210	10.0	1.00	c	Mountain States Rad	62	0011		c1	Country	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KFBC	Cheyenne	C	1240	0.7	0.00		Montgomery Bcstg Ltd	40	9307	250		Nws/Tlk/AC	575	2.61	4.4	3.8	3.1	1.1	4.3	3.0	2.9	2.1	5.0		
KOWB	Laramie	B	1290	5.0	1.00	a	Clear Channel Comm	48	0204	850		Nws/Tlk/Spt	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KJJL	Cheyenne	D	1370	1.0	0.09	d	Christus Bcstg Inc	70	9612	120		Adlt Stndrd	275	0.79	7.0	5.7	2.1	3.2	5.4	3.0	6.2	3.2	5.0		
• KRAE	Cheyenne	D	1480	1.0	0.07	c	Mountain States Rad	61	0202		c2	Oldes/Sprts	250	1.43	3.5	1.9	2.1	3.2	1.1	2.0	2.0	3.2	2.0		
KKWY	Fox Farm	B	1630	10.0 cp	1.00	d	Christus Bcstg Inc	98				Country				1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					7	# Combos -					6	AM TOTALS					21.0	18.1	10.4	10.7	15.1	13.0	17.5	13.8	16.0
AM & FM Stations Profiled -					16	# Duopolies -					7	Total Local Commercial Share						57.2	55.2	61.3	61.4	68.5	63.9	70.3	72.6

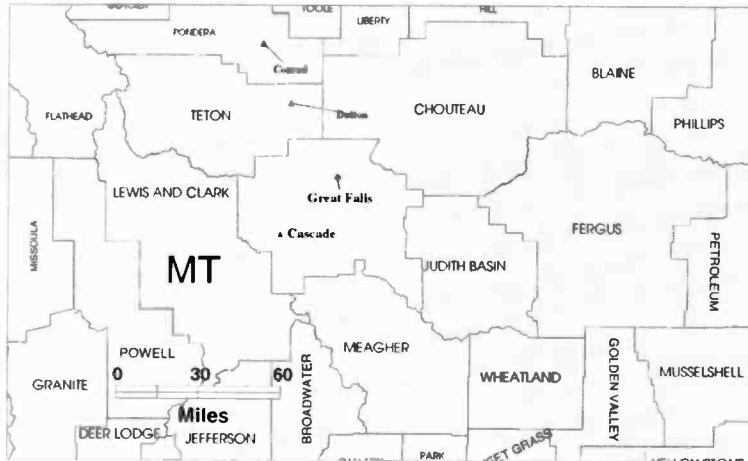
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 280

Revenue Rank: 271

Great Falls, MT Market Overview



Metro Counties / Population (000)

Cascade, MT	80.6
	80.6

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

ESTIMATED GROSS REVENUES ★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
\$3,300	\$3,400	\$3,500	\$3,600	\$3,600	\$3,500	1.2%
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
-2.8%	\$3,700	\$3,900	\$4,100	\$4,300	\$4,600	5.6%

Revenue/Retail Sales Revenue/Capita

1996	2001	2006	Est. Breakout
NA ^{1/}	\$3.55/1,000	\$4.85/1,000	Local 85%
\$40.10	\$43.42	\$59.20	National 15%

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	82.3	80.6	-0.4%	80.6	77.7	-0.7%
Households	31.3	31.2	-0.1%	31.2	30.2	-0.6%
Retail Sales	NA ^{1/}	986.5	NA ^{1/}	986.5	949.2	-0.8%
EBI ^{2/}	1,081.9	1,233.0	2.6%	1,233.0	1,349.5	1.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	40.0	7.9	3.5	3.3	5.5	6.2	5.7	8.0
Women (000)	40.6	7.6	3.3	3.0	5.3	6.1	5.8	9.6
Total	80.6	15.4	6.7	6.3	10.8	12.3	11.5	17.6
Percentage	100.0%	19.1%	8.4%	7.8%	13.4%	15.2%	14.3%	21.8%
Per Capita	\$ 15,298							
				Median Household	\$ 30,941		Avg Household	\$ 39,520
Ethnic Population:	White	92.4%	Black	1.4%	Asian	1.2%	Hispanic	2.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			8	7	8	4	12
Tot 12+			68.5	66.3	68.5	17.5	86.0
Avg 12+			8.6	9.5	8.6	4.4	7.2
Tot LCS			79.7	77.1	79.7	20.3	100.0
Avg LCS			10.0	11.0	10.0	5.1	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	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KLFM	Great Falls	C1	92.9	100.0	410	b	Commonwealth Comm	82	0010		g1	Oldies	300	0.64	13.4	7.6	6.8	14.1	9.6	12.6	14.6	11.1	12.2
KTZZ	Conrad	C1	93.7	100.0	558		Mason, Jeannine M.	97				Clisc Rock	200	0.71	8.1	5.4	6.8	7.1	7.2	9.5	1.1	2.2	3.3
KMON	Great Falls	C1	94.5	100.0	495	b	Commonwealth Comm	72	0010		g1	Country	700	1.02	19.7	12.0	15.9	15.3	19.3	23.2	16.1	7.8	22.2
KVVR	Dutton	C1	97.9	100.0	715	b	Commonwealth Comm	01	0103	323	cp	Lite Rock	50			7.6	11.4	0.0	0.0	0.0	0.0	0.0	0.0
KAAC	Great Falls	C1	98.9	100.0 cp	482	c	Fisher Comm Inc	72	8805	598	c3	AC	800	1.09	21.0	16.3	18.2	18.8	18.1	17.9	15.6	28.9	13.3
KIKF	Cascade	C	104.9	94.0 cp	2038	a	Fisher Radio Region	01				Country				2.2	0.0	0.0	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	Clisc Rock	600	1.49	11.5	7.6	8.0	9.4	10.8	7.4	13.7	12.2	12.2
KINX	Great Falls	C	107.3	94.0 cp	2038	a	Fisher Radio Region	02				Rock				9.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				8	# Combos -				7	FM TOTALS				73.7	68.5	67.1	64.7	65.0	70.6	61.1	62.2	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KMON	Great Falls	B	560	5.0	5.00	b	Commonwealth Comm	47	0010		g1	Country	525	1.30	11.5	8.7	12.5	10.6	9.6	7.4	10.8	13.3	7.8
KEIN	Great Falls	B	1310	5.0	1.00		Munson Radio Inc	22	9707	80		Adlt Stndrd	100	2.04	1.4	3.3	4.5	1.2	1.2	2.1	0.0	3.3	2.2
• KXGF	Great Falls	C	1400	0.7	0.68	c	Fisher Comm Inc	47	8805		c3	Nostalgia	125	0.38	9.4	3.3	4.5	8.2	8.4	6.3	5.5	6.7	7.8
• KQDI	Great Falls	C	1450	0.7	0.00	c	Fisher Comm Inc	55	9906		c1	Talk	100	0.71	4.0	2.2	3.4	4.7	2.4	4.2	3.2	3.3	4.4
# AM Stations -				4	# Combos -				3	AM TOTALS				26.3	17.5	24.9	24.7	21.6	20.0	19.5	26.6	22.2	
AM & FM Stations Profiled -				12	# Duopolies -				4	Total Local Commercial Share				86.0	92.0	89.4	86.6	90.6	80.6	88.8	85.4		

Other Rulemaking: 100.3, C, Great Falls.

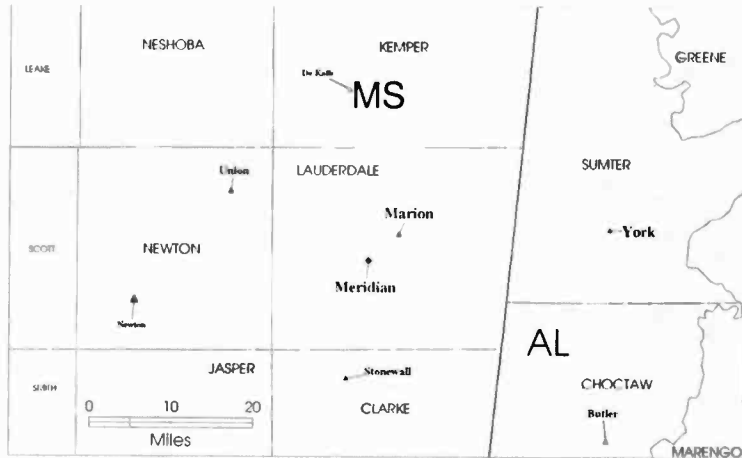
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 281

Revenue Rank: 227

Meridian, MS Market Overview



Metro Counties / Population (000)

Lauderdale, MS	78.4
	78.4

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$4,400	\$4,600	\$4,900	\$6,200	\$7,000	\$6,200	7.0%
★	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-11.4%	\$6,500	\$6,900	\$7,400	\$7,800	\$8,300	6.2%
Revenue/Retail Sales	1996 NA ^{1/}	2001 \$5.10/1,000	2006 \$5.56/1,000	Est. Breakout			
Revenue/Capita	\$57.59	\$79.08	\$106.55	Local	90%		
				National	10%		

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

MSA	1996	2001	Growth Rate	2001	2006	Growth Rate
	Population	76.4	78.4	0.5%	78.4	77.9
Households	28.9	30.6	1.1%	30.6	31.1	0.3%
Retail Sales	NA ^{1/}	1,215.2	NA ^{1/}	1,215.2	1,491.8	4.2%
EBI ^{2/}	955.0	1,128.3	3.4%	1,128.3	1,348.2	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	37.1	7.6	3.7	3.4	4.7	5.5	5.1	7.1
Women (000)	41.3	7.1	3.7	3.5	5.0	5.9	5.4	10.8
Total	78.4	14.7	7.4	7.0	9.7	11.3	10.5	17.9
Percentage	100.0%	18.7%	9.4%	8.9%	12.4%	14.5%	13.3%	22.8%
Per Capita	\$ 14,391	Median Household		\$ 27,024	Avg Household		\$ 36,872	
Ethnic Population:	White 60.4%	Black 38.7%	Asian 0.7%	Hispanic 1.2%				

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+	4.6		63.0	67.6	67.6	12.6	80.2
Avg 12+	2.3		7.9	6.8	6.8	2.5	5.3
Tot LCS	5.7		78.6	84.3	84.3	15.7	100.0
Avg LCS	2.9		9.8	8.4	8.4	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WKZB	Butler	C2	93.5	32.0	610		Holladay Bcstg	78	0206 p	772	1	Clisc Rock	250	0.90	4.5	3.4	4.8	3.7	3.8	4.2	5.4	2.5	2.3
WYYW	Marion	C2	95.1	26.0	597	a	Clear Channel Comm	87	0105	10,000	d1	Country	275	1.20	3.7	2.3	2.4	3.7	2.5	2.1	4.6	3.8	4.5
WOKK	Meridian	C1	97.1	100.0	600	b	New South Comm Inc	67				Country	1,250	1.24	16.2	17.2	13.3	12.3	15.0	14.7	13.9	13.8	18.2
WMZO	Newton	C3	97.9	8.7	551	a	Clear Channel Comm	75	0105		d1	Oldies	650	2.02	5.2	3.4	4.8	4.9	3.8	3.2	2.8	1.3	4.5
WJDQ	Meridian	C1	101.3	100.0	577	a	Clear Channel Comm	68	0105		d1	AC	975	1.18	13.3	5.7	12.0	12.3	10.0	11.6	11.3	12.5	15.9
WMMZ	Meridian	A	102.1	0.9	509	c	Holladay Bcstg	93	9301	244	cp	1 Hot AC	500	1.79	4.5	2.3	2.4	3.7	3.8	3.2	5.6	6.3	2.3
WZKS	Union	C2	104.1	19.0	535	a	Clear Channel Comm	96	0105		d1	Urban AC	700	0.77	14.7	6.9	12.0	9.9	15.0	11.6	9.9	12.5	9.1
WSLY	York	C2	104.9	50.0	492		Grantell Bcstg Co	76				Rhythm/Blue	300	1.08	4.5	4.6	6.0	3.7	3.8	10.5	6.6	6.3	6.8
WJXM	De Kalb	C2	105.7	50.0	384	c	Holladay Bcstg	99				1 Urban AC	175	0.24	11.9	19.5	12.0	9.9	10.0	4.2	3.2	7.5	0.0
WMLV	Stonewall	A	106.9	2.3	538	c	Holladay Bcstg	98				1 Soft AC	200	0.87	3.7	2.3	2.4	2.5	3.8	4.2	2.8	3.8	2.3
# FM Stations -					10	# Combos -					8	FM TOTALS			82.2	67.6	72.1	66.6	71.5	69.5	66.1	70.3	65.9

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	(kW)											Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998
WALT	Meridian	B	910	5.0	1.00	b	New South Comm Inc	46	5704			Urban	250	0.60	6.7	2.3	4.8	4.9	6.3	5.3	5.5	5.0	8.0	
WMOX	Meridian	B	1010	10.0	1.00		Magnolia State Bcstg	45	9301	65		Talk	450	0.89	8.2	9.2	3.6	8.6	5.0	6.3	7.4	8.8	8.0	
• WNBN	Meridian	D	1290	2.5	0.09		Rackley, Frank, Jr.	88				Gsp/R&B/Tik	50	0.37	2.2	1.1	3.6	1.2	2.5	2.1	2.7	1.3	5.7	
• WMER	Meridian	D	1390	5.0	0.10		Glass, Michael H.	73	9802	55		Nws/Tik/Spt	50		0.8	0.0	2.4	0.0	1.3	0.0	0.0	2.5	0.0	
WFFX	Meridian	C	1450	1.0	1.00	a	Clear Channel Comm	57	0105		d1	News/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			17.9	12.6	14.4	14.7	15.1	13.7	15.6	17.6	21.7	
AM & FM Stations Profiled -					15	# Duopolies -					4	Total Local Commercial Share			80.2	86.5	81.3	86.6	83.2	81.7	87.9	87.6		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 282

Revenue Rank: 266

Brunswick, GA Market Overview



Metro Counties / Population (000)

Glynn, GA 67.9

67.9

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

ESTIMATED GROSS REVENUES
★★★

1996	1997	1998	1999	2000	2001	Δ 96 - 01
N/A	\$2,600	\$3,000	\$3,600	\$4,100	\$4,100	
Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	\$4,300	\$4,600	\$4,900	\$5,200	\$5,500	6.2%

	1996	2001	2006	Est. Breakout
Revenue/Retail Sales	NA ^{1/}	\$3.83/1,000	\$4.27/1,000	Local 85%
Revenue/Capita	N/A	\$60.38	\$77.25	National 15%

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	65.4	67.9	0.8%	67.9	71.2	1.0%
Households	25.0	26.4	1.1%	26.4	28.1	1.3%
Retail Sales	NA ^{1/}	1,070.0	NA ^{1/}	1,070.0	1,288.5	3.8%
EBI ^{2/}	942.5	1,159.4	4.2%	1,159.4	1,433.5	4.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	32.4	6.0	3.0	2.7	4.0	5.0	4.9	6.9
Women (000)	35.5	5.8	2.8	2.8	4.4	5.4	5.3	9.0
Total	67.9	11.8	5.7	5.5	8.4	10.4	10.2	16.0
Percentage	100.0%	17.3%	8.5%	8.0%	12.4%	15.3%	15.0%	23.5%
Per Capita	\$ 17,075							
				Median Household	\$ 34,726		Avg Household	\$ 43,915
Ethnic Population:	White 71.8%		Black 26.9%		Asian 0.8%		Hispanic 3.1%	

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+	16.3		34.8	51.1	51.1	12.9	64.0
Avg 12+	8.2		7.0	7.3	7.3	4.3	6.4
Tot LCS	25.5		54.4	79.8	79.8	20.2	100.0
Avg LCS	12.7		10.9	11.4	11.4	6.7	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		HAAT	C	Owner	Year Std	Date Acq'd	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)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998		
WHFX	St. Simons Island	A	92.7	6.0	328	b	Root Comm Group LP	90	9703		g1	Clisc Rock	300	1.00	7.3	2.3	10.0	6.2	4.8	5.1	6.7	5.1	6.7		
WSOL	Brunswick	C	101.5	100.0	1463		Clear Channel Comm	66	9905		1	Urban AC	n/a		14.5	8.1	7.5	11.1	10.8	11.4	8.5	11.5	16.0		
• WYNR	Waycross	C1	102.5	97.0	994	b	Root Comm Group LP	71	9703		g1	Country	600	1.02	14.4	9.3	10.0	8.6	13.3	7.6	12.6	9.0	12.0		
WWSN	Waycross	C	103.3	100.0	994	b	Root Comm Group LP	72	9703		g1	AC	900	3.05	7.2	5.8	6.3	3.7	7.2	7.6	7.4	7.7	5.3		
WSEG	Brunswick	A	104.1	4.2	390	a	Hickey & Esserman	94	0103	2,800	d1	Urban AC	575	0.75	18.7	14.0	11.3	16.0	12.0	11.4	8.4	10.3	8.0		
WXMK	Dock Junction	C3	105.9	15.0	420	a	Hickey & Esserman	91	0103		d1	Adult CHR	425	1.16	8.9	9.3	7.5	6.2	7.2	8.9	8.1	10.3	9.3		
• WBGA	Darien	C2	107.7	50.0	482	b	Root Comm Group LP	93	9709	2,125	c1	Oldies	800	2.96	6.6	2.3	2.5	6.2	3.6	2.5	5.9	5.1	1.3		
# FM Stations -					7	# Combos -					6	FM TOTALS					77.6	51.1	55.1	58.0	58.9	54.5	57.6	59.0	58.6

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• WFSN	Brunswick	D	790	0.5	0.12		MarMac Comm LLC	66	9805	350		Sports	100	1.52	1.6	1.2	1.3	1.2	1.2	2.5	2.9	1.3	1.3		
WGIG	Brunswick	B	1440	5.0	1.00	b	Root Comm Group LP	49	9709		c1	Nws/Tlk/Spt	275	0.64	10.4	7.0	8.8	6.2	9.6	7.6	4.9	7.7	6.7		
• WMOG	Brunswick	C	1490	0.6	0.00	b	Root Comm Group LP	40	9703		g1	Nostalgia	125	0.29	10.5	4.7	7.5	7.4	8.4	10.1	7.0	5.1	8.0		
# AM Stations -					3	# Combos -					2	AM TOTALS					22.5	12.9	17.6	14.8	19.2	20.2	14.8	14.1	16.0
AM & FM Stations Profiled -					10	# Duopolies -					4	Total Local Commercial Share					64.0	72.7	72.8	78.1	74.7	72.4	73.1	74.6	

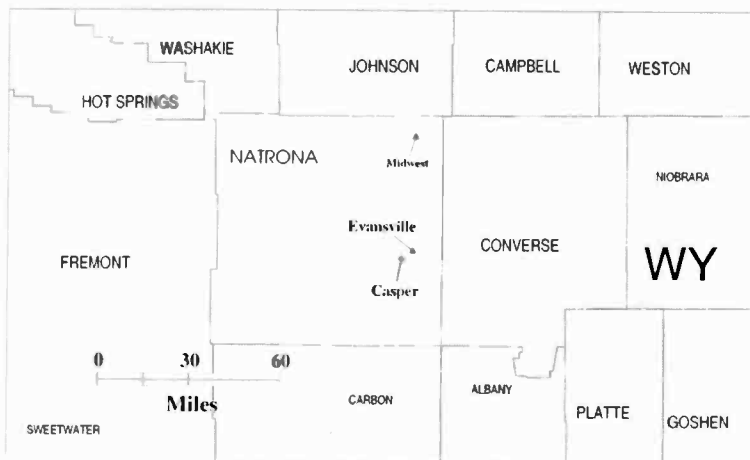
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 283

Revenue Rank: 271

Casper, WY Market Overview



Metro Counties / Population (000)

Natrona, WY	66.9
	66.9

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

ESTIMATED GROSS REVENUES ★	1996	1997	1998	1999	2000	2001	Δ 96 - 01
	\$2,800	\$3,100	\$3,100	\$3,500	\$3,900	\$3,500	4.7%
	Δ 00 - 01	2002	2003	2004	2005	2006	Δ 01 - 06
	-10.3%	\$3,700	\$4,000	\$4,200	\$4,500	\$4,800	6.2%
Revenue/Retail Sales	1996	2001	2006	Est. Breakout			
	NA ^{1/}	\$3.77/1,000	\$4.24/1,000	Local	80%		
Revenue/Capita	\$43.21	\$52.32	\$72.51	National	20%		

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	64.8	66.9	0.6%	66.9	66.2	-0.2%
Households	25.7	27.2	1.1%	27.2	27.7	0.4%
Retail Sales	NA ^{1/}	928.5	NA ^{1/}	928.5	1,131.8	4.0%
EBI ^{2/}	1,102.4	1,357.3	4.2%	1,357.3	1,788.5	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	33.0	6.8	3.2	2.3	4.4	5.9	4.5	6.0
Women (000)	33.9	6.5	3.0	2.5	4.4	5.5	4.8	7.2
Total	66.9	13.3	6.2	4.8	8.8	11.4	9.3	13.1
Percentage	100.0%	19.8%	9.2%	7.1%	13.2%	17.1%	13.9%	19.7%
Per Capita	\$ 20,288	Median Household		\$ 42,065	Avg Household		\$ 49,900	
Ethnic Population:	White 96.8%	Black 1.0%	Asian 0.6%	Hispanic 5.0%				

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+			68.2	68.2	68.2	18.1	86.3
Avg 12+			8.5	8.5	8.5	4.5	7.2
Tot LCS			79.0	79.0	79.0	21.0	100.0
Avg LCS			9.9	9.9	9.9	5.2	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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)												Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
KMLD	Casper	C	94.5	65.0	1910	b	Mountain States Rad	97	9907		sw	Oldies	125	0.53	6.7	3.4	4.7	6.4	5.4	6.3	6.6	8.3	6.2	
KWYY	Casper	C	95.5	100.0	cp	1870	b	Clear Channel Comm	81	0104	2,100	d4	1 Country	400	1.18	9.7	6.8	7.1	6.4	10.8	10.1	7.7	11.9	9.9
KMGW	Casper	C2	96.7	2.9	cp	1772	b	Clear Channel Comm	67	0104		d4	1 Mix AC	150	0.64	6.7	5.7	5.9	5.1	6.8	6.3	4.1	6.0	7.4
KHOC	Casper	C	102.5	100.0		1860	a	Mt Rushmore Bcstg	98	9810	300	cp	1 Hot AC	200	1.90	3.0	6.8	2.4	2.6	2.7	2.5	3.3	1.2	1.2
KQLT	Casper	C	103.7	100.0		1860	a	Mt Rushmore Bcstg	83	9408	230	1	Country	325	0.96	9.7	8.0	10.6	6.4	10.8	10.1	7.3	11.9	12.3
KTRS	Casper	C1	104.7	18.0		1811	b	Clear Channel Comm	97	0104		d4	1 CHR	700	1.08	18.6	15.9	16.5	16.7	16.2	12.7	15.8	13.1	12.3
KASS	Casper	C	106.9	100.0		1765	a	Mt Rushmore Bcstg	85	9506		na	1 Rock & Roll	350	0.79	12.7	8.0	11.8	12.8	9.5	8.9	9.3	8.3	9.9
KRVK	Midwest	C	107.9	100.0	cp	1949	b	Clear Channel Comm	98	0104	200	1	Clsc Rock	400	0.96	11.9	13.6	15.3	12.8	8.1	16.5	11.4	13.1	11.1
# FM Stations -					8	# Combos -		8		FM TOTALS				79.0	68.2	74.3	69.2	70.3	73.4	65.5	73.8	70.3		

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	2001 Est Revenue (000)1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)											Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	
• KUYO	Evansville	D	830	25.0	0.00		Wyoming Christian	86	9906	75	na	Chrst/Talk			0.8	1.1	0.0	0.0	1.4	0.0	0.0	1.2	3.7	
KTWO	Casper	B	1030	50.0	50.00	b	Clear Channel Comm	30	9905		g1	1 FuSvc/Cntry	775	1.56	14.2	12.5	8.2	12.8	12.2	11.4	16.0	9.5	12.3	
KVOC	Casper	C	1230	1.0	1.00	a	Mt Rushmore Bcstg	46	9707	105	1	Nostalgia	50	0.32	4.5	3.4	3.5	3.8	4.1	6.3	6.3	7.1	4.9	
KKTL	Casper	C	1400	1.0	1.00	b	Clear Channel Comm	98	9905		g1	1 Talk	50	0.95	1.5	1.1	2.4	1.3	1.4	0.0	1.7	0.0	0.0	
# AM Stations -					4	# Combos -		3		AM TOTALS				21.0	18.1	14.1	17.9	19.1	17.7	24.0	17.8	20.9		
AM & FM Stations Profiled -					12	# Duopolies -		4		Total Local Commercial Share				86.3	88.4	87.1	89.4	91.1	89.5	91.6	91.2			

• 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 2001-2006 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	2001 Estimated Gross Revenues by Market Rank	Indexed on Market Rank order, this table profiles the estimated 2001 gross revenues for radio in each Arbitron-rated market.
Table 4	2001 Estimated Gross Revenues by Revenue Amount	Listed by BIAfm's Market Revenue Rank, this table highlights the estimated 2001 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 2001 - 2006			
		Pop	HH	RS	EBI
1	New York, NY	0.4%	0.5%	3.3%	3.4%
2	Los Angeles, CA	0.8	0.8	5.0	3.2
3	Chicago, IL	0.7	0.9	3.1	4.2
4	San Francisco, CA	1.1	1.0	5.7	5.4
5	Dallas - Ft. Worth, TX	1.9	2.1	5.4	6.1
6	Philadelphia, PA	0.1	0.4	2.5	4.2
7	Houston-Galveston, TX	1.6	1.8	5.2	6.0
8	Washington, DC	1.1	1.3	3.2	4.4
9	Boston, MA	0.6	0.9	4.4	3.9
10	Detroit, MI	0.5	0.8	4.0	3.8
11	Atlanta, GA	2.1	2.4	4.8	5.5
12	Miami-Ft. Lauderdale-Hollywood, FL	1.5	1.7	2.2	4.5
13	Puerto Rico	0.4	0.5	2.8	4.3
14	Seattle-Tacoma, WA	1.4	1.6	6.6	6.9
15	Phoenix, AZ	2.8	3.1	5.7	6.0
16	Minneapolis - St. Paul, MN	1.2	1.4	5.4	5.2
17	San Diego, CA	1.4	1.4	5.9	4.5
18	Nassau-Suffolk, NY	0.4	0.5	2.5	2.7
19	St. Louis, MO	0.4	0.7	3.2	3.7
20	Baltimore, MD	0.6	0.9	3.8	3.9
21	Tampa-St. Petersburg-Clearwater, FL	1.1	1.2	3.5	4.9
22	Denver - Boulder, CO	1.6	1.8	4.6	5.5
23	Pittsburgh, PA	-0.5	-0.2	1.8	4.0
24	Portland, OR	1.7	1.9	4.7	6.2
25	Cleveland, OH	-0.1	0.2	3.5	3.6
26	Cincinnati, OH	0.6	1.0	4.2	4.9
27	Sacramento, CA	1.4	1.5	6.0	4.9
28	Riverside-San Bernardino, CA	1.9	1.9	5.5	3.9
29	Kansas City, MO-KS	1.1	1.4	4.5	4.8
30	San Antonio, TX	1.8	2.1	5.8	5.6
31	San Jose, CA	1.2	1.1	6.6	6.4
32	Salt Lake City - Ogden, UT	1.6	2.1	4.0	6.0
33	Milwaukee - Racine, WI	0.1	0.3	3.8	3.6
34	Providence-Warwick-Pawtucket, RI	0.1	0.4	2.1	3.2
35	Columbus, OH	0.9	1.2	5.3	5.5
36	Middlesex-Somerset-Union, NJ	0.8	1.0	2.5	3.4

Rank	Market	% Growth Rate 2001 - 2006			
		Pop	HH	RS	EBI
37	Charlotte-Gastonia-Rock Hill, NC	2.1%	2.4%	4.6%	6.3%
38	Norfolk-Virginia Beach-Newport News, VA	0.5	0.9	2.5	3.1
39	Orlando, FL	1.9	2.1	3.7	5.8
40	Indianapolis, IN	1.0	1.4	4.0	5.6
41	Las Vegas, NV	3.1	3.2	7.2	7.1
42	Austin, TX	2.4	2.7	6.0	8.0
43	Greensboro-Winston Salem-High Point, NC	1.2	1.5	2.2	4.1
44	New Orleans, LA	0.0	0.4	1.9	3.5
45	Nashville, TN	1.5	1.8	6.1	6.6
46	Raleigh - Durham, NC	2.3	2.7	4.4	6.2
47	Memphis, TN	0.8	1.2	3.4	5.2
48	West Palm Beach-Boca Raton, FL	1.6	1.8	2.1	5.7
49	Hartford-New Britain-Middletown, CT	0.0	0.2	1.6	2.9
50	Buffalo-Niagara Falls, NY	-0.8	-0.5	0.2	2.1
51	Monmouth-Ocean, NJ	1.3	1.6	2.6	3.2
52	Jacksonville, FL	1.5	1.7	3.2	5.6
53	Oklahoma City, OK	0.8	1.0	2.1	4.4
54	Rochester, NY	-0.1	0.1	1.2	2.0
55	Louisville, KY	0.6	1.0	2.9	5.0
56	Richmond, VA	1.0	1.3	2.1	4.3
57	Birmingham, AL	0.7	1.1	2.8	5.2
58	Dayton, OH	-0.1	0.2	3.1	4.0
59	Greenville-Spartanburg, SC	1.2	1.5	4.6	5.1
60	Westchester, NY	0.4	0.6	3.8	3.7
61	Albany-Schenectady-Troy, NY	-0.3	0.0	3.2	2.3
62	Honolulu, HI	-0.1	0.4	0.1	2.9
63	Tucson, AZ	1.6	2.0	5.3	5.0
64	McAllen-Brownsville-Harlingen, TX	2.3	2.6	5.5	5.8
65	Tulsa, OK	1.1	1.4	5.3	5.2
66	Grand Rapids, MI	1.3	1.6	3.7	5.8
67	Wilkes Barre - Scranton, PA	-0.2	0.1	1.7	3.3
68	Fresno, CA	0.9	1.0	3.2	3.1
69	Allentown - Bethlehem, PA	0.4	0.7	2.4	3.9
70	Ft. Myers-Naples-Marco Island, FL	1.8	1.9	4.2	5.8
71	Albuquerque, NM	0.9	1.2	3.9	4.8
72	Knoxville, TN	1.1	1.5	5.4	5.5

Table 1

Growth Rate Projections By Market Rank

Population (Pop), Households (HH), Retail Sales (RS), and Effective Buying Income (EBI)

Rank	Market	% Growth Rate 2001 - 2006			
		Pop	HH	RS	EBI
73	Akron, OH	0.4%	0.8%	3.6%	4.2%
74	Omaha - Council Bluffs, NE-IA	1.0	1.2	3.7	6.3
75	Monterey-Salinas-Santa Cruz, CA	1.2	1.3	5.9	5.8
76	Wilmington, DE	0.9	1.4	5.0	4.7
77	El Paso, TX	1.3	1.6	5.1	4.1
78	Harrisburg-Lebanon-Carlisle, PA	0.3	0.6	3.6	4.5
79	Syracuse, NY	-0.6	-0.3	2.2	1.4
80	Sarasota - Bradenton, FL	1.1	1.2	2.8	4.6
81	Toledo, OH	-0.1	0.2	2.7	3.6
82	Springfield, MA	-0.2	0.1	1.2	1.7
83	Baton Rouge, LA	0.7	1.2	3.8	5.0
84	Greenville-New Bern-Jacksonville, NC	0.8	1.2	2.2	4.7
85	Little Rock, AR	0.8	1.1	2.9	4.9
86	Gainesville - Ocala, FL	1.4	1.6	3.4	4.6
87	Bakersfield, CA	1.0	1.2	4.3	3.5
88	Charleston, SC	0.8	1.2	3.7	4.7
89	Stockton, CA	1.7	1.7	5.5	4.4
90	Columbia, SC	1.3	1.8	3.7	5.3
91	Des Moines, IA	1.0	1.3	3.3	5.1
92	Mobile, AL	0.9	1.4	3.9	5.7
93	Wichita, KS	1.2	1.4	5.0	4.5
94	Spokane, WA	1.2	1.5	4.5	5.4
95	Daytona Beach, FL	1.3	1.4	2.7	4.3
96	Colorado Springs, CO	1.8	2.2	5.0	5.2
97	Madison, WI	1.2	1.5	5.5	5.4
98	Lafayette, LA	0.8	1.4	3.6	5.3
99	Melbourne-Titusville-Cocoa, FL	1.2	1.5	2.9	3.5
100	Johnson City-Kingsport-Bristol, TN-VA	0.6	1.0	3.4	4.6
101	Lakeland-Winter Haven, FL	1.2	1.4	4.0	4.1
102	Ft. Wayne, IN	0.7	1.1	2.3	4.6
103	Lexington-Fayette, KY	1.1	1.4	2.7	5.2
104	Chattanooga, TN	0.7	1.0	3.5	4.5
105	New Haven, CT	-0.1	0.2	3.2	2.9
106	York, PA	0.9	1.2	2.6	4.1
107	Youngstown - Warren, OH	-0.6	-0.2	1.7	2.5
108	Visalla-Tulare-Hanford, CA	1.2	1.3	2.1	4.4

Rank	Market	% Growth Rate 2001 - 2006			
		Pop	HH	RS	EBI
109	Augusta, GA	0.6%	0.9%	3.4%	3.1%
110	Roanoke-Lynchburg, VA	0.3	0.7	3.0	3.9
111	Morristown, NJ	1.1	1.3	5.5	3.5
112	Santa Rosa, CA	1.3	1.4	6.1	4.9
113	Lancaster, PA	0.8	1.1	3.2	4.5
114	Oxnard - Ventura, CA	1.2	1.2	5.6	4.0
115	Ft. Pierce-Stuart-Vero Beach, FL	1.3	1.4	2.5	4.1
116	Worcester, MA	0.7	1.0	5.3	3.4
117	Huntsville, AL	0.9	1.4	2.9	4.5
118	Bridgeport, CT	0.2	0.5	4.7	5.0
119	Lansing-East Lansing, MI	0.3	0.6	1.5	3.2
120	Portsmouth-Dover-Rochester, NH	1.4	1.7	5.5	4.4
121	Boise, ID	2.7	3.0	5.8	7.5
122	Jackson, MS	1.0	1.5	3.7	5.5
123	Modesto, CA	1.4	1.4	4.4	4.0
124	Flint, MI	0.3	0.6	2.4	2.4
125	Pensacola, FL	1.4	1.5	2.1	4.6
126	Fayetteville, NC	0.3	0.6	1.9	5.1
127	Canton, OH	0.0	0.4	3.0	3.5
128	Reno, NV	2.1	2.3	3.2	7.4
129	Saginaw-Bay City-Midland, MI	-0.1	0.2	1.9	3.5
130	Ft Collins-Greeley, CO	4.2	2.4	5.7	6.1
131	Shreveport, LA	0.0	0.5	2.5	3.9
132	Beaumont-Port Arthur, TX	0.1	0.5	3.4	3.7
133	Reading, PA	0.5	0.8	1.9	3.7
134	Corpus Christi, TX	0.7	0.9	4.3	4.4
135	Biloxi-Gulfport-Pascagoula, MS	0.9	1.4	6.4	5.7
136	Appleton - Oshkosh, WI	0.9	1.3	4.4	4.9
137	Quad Cities, IA-IL	0.1	0.4	3.1	2.9
138	Burlington, VT-Plattsburgh, NY	0.3	0.8	3.8	3.6
139	Atlantic City - Cape May, NJ	0.5	0.6	0.9	1.5
140	Trenton, NJ	0.3	0.5	1.3	3.6
141	Stamford-Norwalk, CT	0.4	0.6	5.0	5.4
142	Peoria, IL	0.2	0.5	3.8	3.7
143	Eugene - Springfield, OR	1.0	1.3	3.8	4.7
144	Springfield, MO	1.1	1.4	4.0	4.9

Growth Rate Projections By Market Rank

Population (Pop), Households (HH), Retail Sales (RS), and Effective Buying Income (EBI)

Rank	Market	% Growth Rate 2001 - 2006			
		Pop	HH	RS	EBI
145	Ann Arbor, MI	1.1%	1.6%	6.5%	5.6%
146	Tyler - Longview, TX	1.1	1.4	5.8	5.2
147	Montgomery, AL	0.7	1.2	2.3	4.6
148	Newburgh-Middletown, NY	0.9	1.1	1.8	3.2
149	Salisbury-Ocean City, MD	1.4	1.7	2.3	4.1
150	Fayetteville, AR	2.4	2.8	4.2	6.9
151	Huntington, WV - Ashland, KY	-0.2	0.2	1.7	3.3
152	Rockford, IL	0.6	0.9	2.6	3.1
153	Macon, GA	1.0	1.4	1.2	3.1
154	Killeen-Temple, TX	0.5	0.8	4.9	3.4
155	Evansville, IN	0.3	0.7	4.6	4.3
156	Utica - Rome, NY	-1.0	-0.8	1.4	1.1
157	Flagstaff-Prescott, AZ	2.2	2.6	3.6	5.8
158	Savannah, GA	0.7	1.0	4.7	3.4
159	Palm Springs, CA	2.2	2.2	6.4	4.5
160	Poughkeepsie, NY	0.6	0.9	2.3	2.8
161	Erie, PA	-0.2	0.1	2.0	3.4
162	Tallahassee, FL	0.6	0.9	3.7	5.0
163	Portland, ME	0.7	1.2	5.3	4.0
164	Wausau-Stevens Point, WI	0.4	0.8	4.3	4.2
165	Fredericksburg, VA	2.4	2.5	2.9	4.7
166	Myrtle Beach, SC	2.4	3.0	3.8	6.5
167	Hagerstown-Chambersburg-Waynesboro, MD-PA	0.4	0.7	3.5	3.5
168	South Bend, IN	0.3	0.7	2.1	3.9
169	San Luis Obispo, CA	1.1	1.4	5.9	4.4
170	New Bedford-Fall River, MA	0.4	0.7	0.5	3.3
171	New London, CT	-0.4	-0.2	1.7	3.1
172	Lincoln, NE	1.0	1.3	3.1	6.1
173	Ft. Smith, AR	1.0	1.3	1.8	4.8
174	Charleston, WV	-0.2	0.2	3.9	4.8
175	Anchorage, AK	0.5	0.7	1.1	2.4
176	Binghamton, NY	-0.9	-0.7	3.0	0.8
177	Wilmington, NC	2.3	2.7	4.5	5.7
178	Columbus, GA	-0.4	-0.2	2.9	2.7
179	Lubbock, TX	-0.2	0.1	2.0	2.8
180	Kalamazoo, MI	0.2	0.5	0.4	3.4

Rank	Market	% Growth Rate 2001 - 2006			
		Pop	HH	RS	EBI
181	Johnstown, PA	-0.5%	-0.2%	1.7%	3.2%
182	Cape Cod, MA	1.5	2.0	4.0	4.8
183	Asheville, NC	1.1	1.5	2.5	4.6
184	Tupelo, MS	0.9	1.4	4.5	5.6
185	Odessa - Midland, TX	0.6	1.0	5.2	3.6
186	Green Bay, WI	0.9	1.2	2.8	4.8
187	Topeka, KS	0.5	0.7	4.7	2.9
188	Dothan, AL	0.2	0.7	2.2	3.8
189	Manchester, NH	1.3	1.6	4.1	3.9
190	Traverse City-Petoskey, MI	1.6	1.9	5.6	6.2
191	Amarillo, TX	1.0	1.5	4.4	4.7
192	Merced, CA	0.5	0.6	4.5	2.5
193	Yakima, WA	1.1	1.3	1.8	5.5
194	Waco, TX	0.7	1.0	3.1	4.6
195	Morgantown-Clarksburg-Fairmont, WV	-0.3	0.2	2.5	4.5
196	Danbury, CT	0.4	0.6	5.0	5.2
197	Terre Haute, IN	0.0	0.4	0.8	3.9
198	Chico, CA	0.3	0.5	2.9	3.1
199	Santa Barbara, CA	0.5	0.5	4.8	3.0
200	Clarksville-Hopkinsville, TN-KY	1.7	2.2	4.7	5.8
201	Springfield, IL	0.2	0.4	0.4	3.2
202	Santa Maria-Lompoc, CA	0.5	0.5	4.8	3.0
203	Frederick, MD	1.9	2.2	6.7	5.2
204	Florence, SC	0.7	1.2	1.7	4.7
205	Bowling Green, KY	1.2	1.7	3.1	5.9
206	Cedar Rapids, IA	0.9	1.1	3.4	4.4
207	Elmira-Corning, NY	-0.6	-0.3	2.7	2.3
208	Medford-Ashland, OR	1.5	1.8	6.5	5.1
209	Richland-Kennewick-Pasco, WA	1.2	1.4	3.9	5.7
210	Champaign, IL	0.3	0.5	0.8	3.8
211	Bangor, ME	-0.1	0.3	3.9	2.3
212	Alexandria, LA	0.4	0.9	3.8	4.4
213	Lake Charles, LA	0.8	1.3	3.7	4.9
214	Laredo, TX	3.0	3.4	8.7	8.2
215	Fargo, ND - Moorhead, MN	1.0	1.5	3.8	6.7
216	Laurel-Hattiesburg, MS	1.1	1.7	5.1	6.1

Table 1

Growth Rate Projections By Market Rank

Population (Pop), Households (HH), Retail Sales (RS), and Effective Buying Income (EBI)

Rank	Market	% Growth Rate 2001 - 2006			
		Pop	HH	RS	EBI
217	Ft. Walton Beach, FL	1.1%	1.3%	5.2%	4.8%
218	Blacksburg-Christiansburg-Radford-Pulaski	0.3	0.7	1.9	2.9
219	St. Cloud, MN	1.2	1.6	5.4	4.5
220	Duluth, MN - Superior, WI	-0.3	0.0	3.2	3.1
221	Muskegon, MI	0.6	1.0	1.5	3.9
222	Tuscaloosa, AL	0.7	1.2	3.7	5.2
223	Charlottesville, VA	1.4	1.8	4.5	5.2
224	Winchester, VA	1.3	1.8	3.8	4.1
225	Redding, CA	0.6	0.8	4.4	2.7
226	Marion-Carbondale, IL	0.1	0.3	1.7	2.9
227	Rochester, MN	1.0	1.4	5.7	4.5
228	Dubuque, IA	-0.1	0.3	3.4	3.2
229	Abilene, TX	0.4	0.8	2.1	3.1
230	Bryan-College Station, TX	0.5	0.9	5.0	5.2
231	Joplin, MO	1.1	1.4	3.8	4.9
232	Wheeling, WV	-0.4	0.0	3.3	3.3
233	Lafayette, IN	0.9	1.4	4.7	5.6
234	Bloomington, IL	1.2	1.6	3.4	5.7
235	Santa Fe, NM	1.5	2.0	2.7	5.9
236	Parkersburg-Marietta, WV-OH	-0.3	0.1	1.2	3.7
237	Lima, OH	-0.2	0.2	2.8	3.2
238	Waterloo-Cedar Falls, IA	-0.5	-0.1	1.3	2.8
239	Panama City, FL	1.2	1.3	2.9	4.8
240	Eau Claire, WI	0.4	0.8	5.4	4.1
241	Meadville-Franklin, PA	-0.1	0.3	1.8	3.6
242	Florence-Muscle Shoals, AL	0.2	0.7	1.2	4.5
243	Elizabeth City-Nags Head, NC	1.6	1.9	5.2	5.0
244	Monroe, LA	0.1	0.6	2.4	3.5
245	State College, PA	0.4	0.7	0.8	4.1
246	Pueblo, CO	1.4	1.7	3.0	4.5
247	Sussex, NJ	1.0	1.2	2.7	3.3
248	Wichita Falls, TX	0.7	1.1	3.8	4.2
249	Columbia, MO	1.4	1.8	4.3	5.2
250	Battle Creek, MI	0.3	0.7	5.0	3.3

Rank	Market	% Growth Rate 2001 - 2006			
		Pop	HH	RS	EBI
251	Altoona, PA	-0.4%	0.0%	5.0%	4.1%
252	Billings, MT	0.7	1.1	0.9	3.9
253	Texarkana, TX-AR	0.1	0.4	3.8	2.6
254	Columbus-Starkville-West Point, MS	0.3	0.7	3.7	3.7
255	Sioux City, IA	0.2	0.5	2.7	4.9
256	Williamsport, PA	-0.7	-0.4	-0.1	2.6
257	Grand Junction, CO	2.0	2.4	6.0	6.0
258	Augusta-Waterville, ME	-0.3	0.1	2.5	1.7
259	Albany, GA	0.1	0.5	1.0	3.2
260	Mankato-New Ulm-St Peter, MN	0.0	0.1	5.1	4.1
261	Decatur, IL	-0.6	-0.4	3.8	2.4
262	Sheboygan, WI	0.5	0.9	3.2	4.2
263	Harrisonburg, VA	0.7	1.2	3.3	4.0
264	Rapid City, SD	0.1	0.3	2.5	4.9
265	Lawton, OK	-0.9	-0.9	-0.3	1.9
266	Bluefield, WV	-0.3	0.1	3.4	3.1
267	Watertown, NY	-0.9	-0.7	1.0	1.0
268	Lewiston-Auburn, ME	-0.4	0.0	3.6	2.4
269	San Angelo, TX	0.3	0.6	3.7	3.5
270	Ithaca, NY	0.1	0.4	1.8	2.6
271	Cookeville, TN	1.4	2.0	6.0	5.9
272	Bismarck, ND	0.9	1.4	2.4	6.0
273	Grand Forks, ND-MN	-1.1	-0.8	2.0	3.3
274	Sebring, FL	0.3	0.5	0.2	2.0
275	Jackson, TN	1.0	1.3	5.2	6.5
276	Jonesboro, AR	1.2	1.6	3.2	5.6
277	Mason City, IA	-0.4	0.1	2.5	3.1
278	Beckley, WV	0.3	0.8	2.9	4.7
279	Cheyenne, WY	0.2	0.6	4.2	4.7
280	Great Falls, MT	-0.7	-0.6	-0.8	1.8
281	Meridian, MS	-0.1	0.3	4.2	3.6
282	Brunswick, GA	1.0	1.3	3.8	4.3
283	Casper, WY	-0.2	0.4	4.0	5.7

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	39	75
3	Chicago, IL	42	46	88
4	San Francisco, CA	28	40	68
5	Dallas - Ft. Worth, TX	28	35	63
6	Philadelphia, PA	25	18	43
7	Houston-Galveston, TX	26	29	55
8	Washington, DC	27	25	52
9	Boston, MA	37	27	64
10	Detroit, MI	20	23	43
11	Atlanta, GA	43	27	70
12	Miami-Ft. Lauderdale-Hollywood, FL	27	20	47
13	Puerto Rico	51	42	93
14	Seattle-Tacoma, WA	36	21	57
15	Phoenix, AZ	21	26	47
16	Minneapolis - St. Paul, MN	24	21	45
17	San Diego, CA	17	28	45
18	Nassau-Suffolk, NY	10	17	27
19	St. Louis, MO	26	25	51
20	Baltimore, MD	18	16	34
21	Tampa-St. Petersburg-Clearwater, FL	24	18	42
22	Denver - Boulder, CO	22	19	41
23	Pittsburgh, PA	29	23	52
24	Portland, OR	28	16	44
25	Cleveland, OH	16	15	31
26	Cincinnati, OH	13	22	35
27	Sacramento, CA	17	22	39
28	Riverside-San Bernardino, CA	13	16	29
29	Kansas City, MO-KS	19	18	37
30	San Antonio, TX	21	20	41
31	San Jose, CA	9	14	23
32	Salt Lake City - Ogden, UT	23	24	47
33	Milwaukee - Racine, WI	15	19	34
34	Providence-Warwick-Pawtucket, RI	19	16	35
35	Columbus, OH	12	22	34
36	Middlesex-Somerset-Union, NJ	4	3	7

Rank	Market	# AM Stations	# FM Stations	Total Stations
37	Charlotte-Gastonia-Rock Hill, NC	26	15	41
38	Norfolk-Virginia Beach-Newport News, VA	19	18	37
39	Orlando, FL	19	15	34
40	Indianapolis, IN	10	19	29
41	Las Vegas, NV	12	21	33
42	Austin, TX	12	19	31
43	Greensboro-Winston Salem-High Point, NC	27	15	42
44	New Orleans, LA	17	18	35
45	Nashville, TN	26	23	49
46	Raleigh - Durham, NC	23	18	41
47	Memphis, TN	21	23	44
48	West Palm Beach-Boca Raton, FL	16	14	30
49	Hartford-New Britain-Middletown, CT	15	13	28
50	Buffalo-Niagara Falls, NY	13	13	26
51	Monmouth-Ocean, NJ	4	10	14
52	Jacksonville, FL	19	19	38
53	Oklahoma City, OK	13	18	31
54	Rochester, NY	13	23	36
55	Louisville, KY	14	23	37
56	Richmond, VA	14	17	31
57	Birmingham, AL	21	19	40
58	Dayton, OH	11	17	28
59	Greenville-Spartanburg, SC	22	17	39
60	Westchester, NY	4	5	9
61	Albany-Schenectady-Troy, NY	16	29	45
62	Honolulu, HI	17	16	33
63	Tucson, AZ	14	14	28
64	McAllen-Brownsville-Harlingen, TX	10	16	26
65	Tulsa, OK	13	21	34
66	Grand Rapids, MI	15	17	32
67	Wilkes Barre - Scranton, PA	18	22	40
68	Fresno, CA	16	26	42
69	Allentown - Bethlehem, PA	10	8	18
70	Ft. Myers-Naples-Marco Island, FL	12	22	34
71	Albuquerque, NM	14	24	38
72	Knoxville, TN	22	17	39

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	14	24
75	Monterey-Salinas-Santa Cruz, CA	14	22	36
76	Wilmington, DE	7	6	13
77	El Paso, TX	14	18	32
78	Harrisburg-Lebanon-Carlisle, PA	11	13	24
79	Syracuse, NY	12	21	33
80	Sarasota - Bradenton, FL	9	8	17
81	Toledo, OH	9	18	27
82	Springfield, MA	10	13	23
83	Baton Rouge, LA	9	13	22
84	Greenville-New Bern-Jacksonville, NC	16	25	41
85	Little Rock, AR	14	24	38
86	Gainesville - Ocala, FL	10	20	30
87	Bakersfield, CA	14	18	32
88	Charleston, SC	10	18	28
89	Stockton, CA	4	9	13
90	Columbia, SC	9	15	24
91	Des Moines, IA	9	16	25
92	Mobile, AL	13	17	30
93	Wichita, KS	8	18	26
94	Spokane, WA	10	17	27
95	Daytona Beach, FL	7	15	22
96	Colorado Springs, CO	8	14	22
97	Madison, WI	10	18	28
98	Lafayette, LA	11	22	33
99	Melbourne-Titusville-Cocoa, FL	8	8	16
100	Johnson City-Kingsport-Bristol, TN-VA	21	13	34
101	Lakeland-Winter Haven, FL	9	5	14
102	Ft. Wayne, IN	8	18	26
103	Lexington-Fayette, KY	12	19	31
104	Chattanooga, TN	15	15	30
105	New Haven, CT	4	4	8
106	York, PA	6	10	16
107	Youngstown - Warren, OH	12	11	23
108	Visalia-Tulare-Hanford, CA	8	14	22

Rank	Market	# AM Stations	# FM Stations	Total Stations
109	Augusta, GA	11	19	30
110	Roanoke-Lynchburg, VA	19	17	36
111	Morristown, NJ	4	1	5
112	Santa Rosa, CA	3	11	14
113	Lancaster, PA	4	8	12
114	Oxnard - Ventura, CA	5	10	15
115	Ft. Pierce-Stuart-Vero Beach, FL	6	12	18
116	Worcester, MA	7	5	12
117	Huntsville, AL	15	14	29
118	Bridgeport, CT	5	4	9
119	Lansing-East Lansing, MI	7	10	17
120	Portsmouth-Dover-Rochester, NH	6	10	16
121	Boise, ID	9	18	27
122	Jackson, MS	14	18	32
123	Modesto, CA	6	19	25
124	Flint, MI	8	8	16
125	Pensacola, FL	9	13	22
126	Fayetteville, NC	13	13	26
127	Canton, OH	6	6	12
128	Reno, NV	10	17	27
129	Saginaw-Bay City-Midland, MI	6	14	20
130	Ft Collins-Greeley, CO	8	6	14
131	Shreveport, LA	10	15	25
132	Beaumont-Port Arthur, TX	9	11	20
133	Reading, PA	3	4	7
134	Corpus Christi, TX	9	22	31
135	Biloxi-Gulfport-Pascagoula, MS	7	12	19
136	Appleton - Oshkosh, WI	7	15	22
137	Quad Cities, IA-IL	6	12	18
138	Burlington, VT-Plattsburgh, NY	11	17	28
139	Atlantic City - Cape May, NJ	7	18	25
140	Trenton, NJ	5	5	10
141	Stamford-Norwalk, CT	3	4	7
142	Peoria, IL	5	13	18
143	Eugene - Springfield, OR	10	11	21
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	Ann Arbor, MI	5	2	7
146	Tyler - Longview, TX	10	18	28
147	Montgomery, AL	8	11	19
148	Newburgh-Middletown, NY	5	10	15
149	Salisbury-Ocean City, MD	8	29	37
150	Fayetteville, AR	7	13	20
151	Huntington, WV - Ashland, KY	11	13	24
152	Rockford, IL	4	7	11
153	Macon, GA	11	14	25
154	Killeen-Temple, TX	4	10	14
155	Evansville, IN	8	12	20
156	Utica - Rome, NY	9	16	25
157	Flagstaff-Prescott, AZ	11	18	29
158	Savannah, GA	5	16	21
159	Palm Springs, CA	8	13	21
160	Poughkeepsie, NY	6	12	18
161	Erie, PA	6	8	14
162	Tallahassee, FL	5	14	19
163	Portland, ME	6	17	23
164	Wausau-Stevens Point, WI	6	14	20
165	Fredericksburg, VA	3	7	10
166	Myrtle Beach, SC	8	20	28
167	Hagerstown-Chambersburg-Waynesboro, MD-PA	6	10	16
168	South Bend, IN	7	14	21
169	San Luis Obispo, CA	8	17	25
170	New Bedford-Fall River, MA	4	6	10
171	New London, CT	2	9	11
172	Lincoln, NE	3	10	13
173	Ft. Smith, AR	9	15	24
174	Charleston, WV	8	9	17
175	Anchorage, AK	8	17	25
176	Binghamton, NY	6	11	17
177	Wilmington, NC	6	17	23
178	Columbus, GA	6	12	18
179	Lubbock, TX	7	13	20
180	Kalamazoo, MI	8	8	16

Rank	Market	# AM Stations	# FM Stations	Total Stations
181	Johnstown, PA	10	11	21
182	Cape Cod, MA	0	12	12
183	Asheville, NC	8	10	18
184	Tupelo, MS	10	19	29
185	Odessa - Midland, TX	7	16	23
186	Green Bay, WI	3	12	15
187	Topeka, KS	3	10	13
188	Dothan, AL	9	17	26
189	Manchester, NH	8	9	17
190	Traverse City-Petoskey, MI	10	23	33
191	Amarillo, TX	7	14	21
192	Merced, CA	4	17	21
193	Yakima, WA	8	12	20
194	Waco, TX	5	9	14
195	Morgantown-Clarksburg-Fairmont, WV	7	16	23
196	Danbury, CT	4	5	9
197	Terre Haute, IN	7	13	20
198	Chico, CA	3	14	17
199	Santa Barbara, CA	5	10	15
200	Clarksville-Hopkinsville, TN-KY	6	5	11
201	Springfield, IL	4	11	15
202	Santa Maria-Lompoc, CA	6	10	16
203	Frederick, MD	5	5	10
204	Florence, SC	9	14	23
205	Bowling Green, KY	6	13	19
206	Cedar Rapids, IA	5	8	13
207	Elmira-Corning, NY	11	12	23
208	Medford-Ashland, OR	6	11	17
209	Richland-Kennewick-Pasco, WA	5	16	21
210	Champaign, IL	3	11	14
211	Bangor, ME	4	15	19
212	Alexandria, LA	4	13	17
213	Lake Charles, LA	4	8	12
214	Laredo, TX	3	5	8
215	Fargo, ND - Moorhead, MN	4	10	14
216	Laurel-Hattiesburg, MS	5	14	19

Table 2
Number of Radio Stations in Market
 Ranked by Market

Rank	Market	# AM Stations	# FM Stations	Total Stations
217	Ft. Walton Beach, FL	5	12	17
218	Blacksburg-Christiansburg-Radford-Pulaski	8	9	17
219	St. Cloud, MN	6	11	17
220	Duluth, MN - Superior, WI	6	12	18
221	Muskegon, MI	5	9	14
222	Tuscaloosa, AL	5	11	16
223	Charlottesville, VA	4	8	12
224	Winchester, VA	5	8	13
225	Redding, CA	5	12	17
226	Marion-Carbondale, IL	6	11	17
227	Rochester, MN	5	10	15
228	Dubuque, IA	4	11	15
229	Abilene, TX	6	13	19
230	Bryan-College Station, TX	5	10	15
231	Joplin, MO	7	11	18
232	Wheeling, WV	6	10	16
233	Lafayette, IN	3	9	12
234	Bloomington, IL	1	6	7
235	Santa Fe, NM	6	15	21
236	Parkersburg-Marietta, WV-OH	6	10	16
237	Lima, OH	2	11	13
238	Waterloo-Cedar Falls, IA	8	9	17
239	Panama City, FL	3	13	16
240	Eau Claire, WI	6	12	18
241	Meadville-Franklin, PA	5	8	13
242	Florence-Muscle Shoals, AL	7	8	15
243	Elizabeth City-Nags Head, NC	5	13	18
244	Monroe, LA	6	15	21
245	State College, PA	4	10	14
246	Pueblo, CO	5	13	18
247	Sussex, NJ	1	3	4
248	Wichita Falls, TX	1	7	8
249	Columbia, MO	4	12	16
250	Battle Creek, MI	3	8	11

Rank	Market	# AM Stations	# FM Stations	Total Stations
251	Altoona, PA	6	8	14
252	Billings, MT	6	11	17
253	Texarkana, TX-AR	5	14	19
254	Columbus-Starkville-West Point, MS	5	11	16
255	Sioux City, IA	6	9	15
256	Williamsport, PA	5	10	15
257	Grand Junction, CO	4	10	14
258	Augusta-Waterville, ME	6	11	17
259	Albany, GA	4	13	17
260	Mankato-New Ulm-St Peter, MN	4	8	12
261	Decatur, IL	2	8	10
262	Sheboygan, WI	3	3	6
263	Harrisonburg, VA	5	11	16
264	Rapid City, SD	5	11	16
265	Lawton, OK	3	7	10
266	Bluefield, WV	8	9	17
267	Watertown, NY	3	6	9
268	Lewiston-Auburn, ME	2	7	9
269	San Angelo, TX	2	10	12
270	Ithaca, NY	4	5	9
271	Cookeville, TN	4	6	10
272	Bismarck, ND	4	7	11
273	Grand Forks, ND-MN	6	9	15
274	Sebring, FL	4	2	6
275	Jackson, TN	3	11	14
276	Jonesboro, AR	2	8	10
277	Mason City, IA	3	10	13
278	Beckley, WV	4	6	10
279	Cheyenne, WY	7	9	16
280	Great Falls, MT	4	8	12
281	Meridian, MS	5	10	15
282	Brunswick, GA	3	7	10
283	Casper, WY	4	8	12

Table 3
2001 Estimated Gross Market Revenues
 Ranked by Market

Rank	Market	2001 Est. Gross Revenues (\$000)	Rank	Market	2001 Est. Gross Revenues (\$000)
1	New York, NY	\$706,700	37	Charlotte-Gastonia-Rock Hill, NC	\$110,300
2	Los Angeles, CA	852,500	38	Norfolk-Virginia Beach-Newport News, VA	59,300
3	Chicago, IL	532,600	39	Orlando, FL	113,100
4	San Francisco, CA	392,800	40	Indianapolis, IN	90,700
5	Dallas - Ft. Worth, TX	374,100	41	Las Vegas, NV	81,900
6	Philadelphia, PA	287,000	42	Austin, TX	88,200
7	Houston-Galveston, TX	309,800	43	Greensboro-Winston Salem-High Point, NC	43,300
8	Washington, DC	347,700	44	New Orleans, LA	60,400
9	Boston, MA	321,800	45	Nashville, TN	70,800
10	Detroit, MI	252,100	46	Raleigh - Durham, NC	77,800
11	Atlanta, GA	326,300	47	Memphis, TN	56,900
12	Miami-Ft. Lauderdale-Hollywood, FL	258,700	48	West Palm Beach-Boca Raton, FL	57,500
13	Puerto Rico	85,000	49	Hartford-New Britain-Middletown, CT	72,300
14	Seattle-Tacoma, WA	220,200	50	Buffalo-Niagara Falls, NY	55,500
15	Phoenix, AZ	185,000	51	Monmouth-Ocean, NJ	24,300
16	Minneapolis - St. Paul, MN	162,200	52	Jacksonville, FL	55,100
17	San Diego, CA	153,000	53	Oklahoma City, OK	43,600
18	Nassau-Suffolk, NY	56,400	54	Rochester, NY	42,200
19	St. Louis, MO	123,800	55	Louisville, KY	53,100
20	Baltimore, MD	126,400	56	Richmond, VA	52,300
21	Tampa-St. Petersburg-Clearwater, FL	127,300	57	Birmingham, AL	47,100
22	Denver - Boulder, CO	184,000	58	Dayton, OH	43,600
23	Pittsburgh, PA	109,800	59	Greenville-Spartanburg, SC	42,300
24	Portland, OR	118,500	60	Westchester, NY	16,600
25	Cleveland, OH	113,800	61	Albany-Schenectady-Troy, NY	41,900
26	Cincinnati, OH	125,600	62	Honolulu, HI	30,900
27	Sacramento, CA	106,300	63	Tucson, AZ	40,400
28	Riverside-San Bernardino, CA	43,200	64	McAllen-Brownsville-Harlingen, TX	19,700
29	Kansas City, MO-KS	90,400	65	Tulsa, OK	41,700
30	San Antonio, TX	95,200	66	Grand Rapids, MI	40,200
31	San Jose, CA	47,000	67	Wilkes Barre - Scranton, PA	24,700
32	Salt Lake City - Ogden, UT	84,900	68	Fresno, CA	38,300
33	Milwaukee - Racine, WI	84,800	69	Allentown - Bethlehem, PA	26,100
34	Providence-Warwick-Pawtucket, RI	51,900	70	Ft. Myers-Naples-Marco Island, FL	33,000
35	Columbus, OH	94,600	71	Albuquerque, NM	39,500
36	Middlesex-Somerset-Union, NJ	17,200	72	Knoxville, TN	32,700

Table 3
2001 Estimated Gross Market Revenues
 Ranked by Market

Rank	Market	2001 Est. Gross Revenues (\$000)	Rank	Market	2001 Est. Gross Revenues (\$000)
73	Akron, OH	\$19,300	109	Augusta, GA	\$16,300
74	Omaha - Council Bluffs, NE-IA	38,200	110	Roanoke-Lynchburg, VA	20,500
75	Monterey-Salinas-Santa Cruz, CA	16,300	111	Morristown, NJ	6,400
76	Wilmington, DE	24,700	112	Santa Rosa, CA	14,600
77	El Paso, TX	24,100	113	Lancaster, PA	12,100
78	Harrisburg-Lebanon-Carlisle, PA	31,200	114	Oxnard - Ventura, CA	12,400
79	Syracuse, NY	30,600	115	Ft. Pierce-Stuart-Vero Beach, FL	6,800
80	Sarasota - Bradenton, FL	6,200	116	Worcester, MA	12,300
81	Toledo, OH	28,800	117	Huntsville, AL	18,300
82	Springfield, MA	17,800	118	Bridgeport, CT	10,700
83	Baton Rouge, LA	27,200	119	Lansing-East Lansing, MI	23,000
84	Greenville-New Bern-Jacksonville, NC	20,100	120	Portsmouth-Dover-Rochester, NH	15,600
85	Little Rock, AR	20,500	121	Boise, ID	20,700
86	Gainesville - Ocala, FL	15,100	122	Jackson, MS	21,600
87	Bakersfield, CA	19,800	123	Modesto, CA	18,500
88	Charleston, SC	22,300	124	Flint, MI	16,400
89	Stockton, CA	8,200	125	Pensacola, FL	11,400
90	Columbia, SC	27,700	126	Fayetteville, NC	20,600
91	Des Moines, IA	26,700	127	Canton, OH	10,700
92	Mobile, AL	21,700	128	Reno, NV	22,000
93	Wichita, KS	28,200	129	Saginaw-Bay City-Midland, MI	16,300
94	Spokane, WA	20,900	130	Ft Collins-Greeley, CO	11,200
95	Daytona Beach, FL	7,700	131	Shreveport, LA	15,100
96	Colorado Springs, CO	25,800	132	Beaumont-Port Arthur, TX	13,300
97	Madison, WI	33,500	133	Reading, PA	10,900
98	Lafayette, LA	16,400	134	Corpus Christi, TX	12,800
99	Melbourne-Titusville-Cocoa, FL	9,600	135	Biloxi-Gulfport-Pascagoula, MS	10,200
100	Johnson City-Kingsport-Bristol, TN-VA	16,800	136	Appleton - Oshkosh, WI	16,100
101	Lakeland-Winter Haven, FL	5,800	137	Quad Cities, IA-IL	16,000
102	Ft. Wayne, IN	20,300	138	Burlington, VT-Plattsburgh, NY	14,300
103	Lexington-Fayette, KY	23,200	139	Atlantic City - Cape May, NJ	16,700
104	Chattanooga, TN	22,200	140	Trenton, NJ	13,800
105	New Haven, CT	17,500	141	Stamford-Norwalk, CT	18,900
106	York, PA	15,200	142	Peoria, IL	13,900
107	Youngstown - Warren, OH	23,000	143	Eugene - Springfield, OR	12,200
108	Visalia-Tulare-Hanford, CA	6,000	144	Springfield, MO	18,900

Table 3
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 Ranked by Market

Rank	Market	2001 Est. Gross Revenues (\$000)	Rank	Market	2001 Est. Gross Revenues (\$000)
145	Ann Arbor, MI	\$4,900	181	Johnstown, PA	\$5,900
146	Tyler - Longview, TX	15,600	182	Cape Cod, MA	13,000
147	Montgomery, AL	18,000	183	Asheville, NC	10,700
148	Newburgh-Middletown, NY	5,500	184	Tupelo, MS	6,500
149	Salisbury-Ocean City, MD	14,100	185	Odessa - Midland, TX	8,500
150	Fayetteville, AR	11,700	186	Green Bay, WI	11,800
151	Huntington, WV - Ashland, KY	12,400	187	Topeka, KS	9,800
152	Rockford, IL	14,100	188	Dothan, AL	8,300
153	Macon, GA	12,100	189	Manchester, NH	18,500
154	Killeen-Temple, TX	5,600	190	Traverse City-Petoskey, MI	12,500
155	Evansville, IN	16,200	191	Amarillo, TX	8,200
156	Utica - Rome, NY	9,500	192	Merced, CA	4,400
157	Flagstaff-Prescott, AZ	8,300	193	Yakima, WA	8,200
158	Savannah, GA	19,800	194	Waco, TX	7,600
159	Palm Springs, CA	12,700	195	Morgantown-Clarksburg-Fairmont, WV	11,100
160	Poughkeepsie, NY	19,000	196	Danbury, CT	10,200
161	Erie, PA	10,600	197	Terre Haute, IN	6,500
162	Tallahassee, FL	15,300	198	Chico, CA	5,400
163	Portland, ME	15,600	199	Santa Barbara, CA	10,100
164	Wausau-Stevens Point, WI	12,600	200	Clarksville-Hopkinsville, TN-KY	4,400
165	Fredericksburg, VA	8,000	201	Springfield, IL	10,800
166	Myrtle Beach, SC	11,900	202	Santa Maria-Lompoc, CA	4,400
167	Hagerstown-Chambersburg-Waynesboro, MD-PA	9,700	203	Frederick, MD	6,700
168	South Bend, IN	17,900	204	Florence, SC	9,200
169	San Luis Obispo, CA	8,000	205	Bowling Green, KY	5,000
170	New Bedford-Fall River, MA	5,000	206	Cedar Rapids, IA	14,400
171	New London, CT	10,300	207	Elmira-Corning, NY	6,200
172	Lincoln, NE	14,200	208	Medford-Ashland, OR	6,600
173	Ft. Smith, AR	7,900	209	Richland-Kennewick-Pasco, WA	9,200
174	Charleston, WV	13,500	210	Champaign, IL	12,400
175	Anchorage, AK	16,600	211	Bangor, ME	7,600
176	Binghamton, NY	10,800	212	Alexandria, LA	5,900
177	Wilmington, NC	12,000	213	Lake Charles, LA	7,200
178	Columbus, GA	10,600	214	Laredo, TX	3,900
179	Lubbock, TX	11,600	215	Fargo, ND - Moorhead, MN	12,500
180	Kalamazoo, MI	12,700	216	Laurel-Hattiesburg, MS	5,500

Table 3
2001 Estimated Gross Market Revenues
 Ranked by Market

Rank	Market	2001 Est. Gross Revenues (\$000)	Rank	Market	2001 Est. Gross Revenues (\$000)
217	Ft. Walton Beach, FL	\$5,300	251	Altoona, PA	\$6,500
218	Blacksburg-Christiansburg-Radford-Pulaski	2,000	252	Billings, MT	7,400
219	St. Cloud, MN	9,900	253	Texarkana, TX-AR	5,700
220	Duluth, MN - Superior, WI	7,900	254	Columbus-Starkville-West Point, MS	2,500
221	Muskegon, MI	3,400	255	Sioux City, IA	7,500
222	Tuscaloosa, AL	6,900	256	Williamsport, PA	5,100
223	Charlottesville, VA	6,000	257	Grand Junction, CO	6,200
224	Winchester, VA	7,000	258	Augusta-Waterville, ME	4,500
225	Redding, CA	5,100	259	Albany, GA	7,300
226	Marion-Carbondale, IL	7,600	260	Mankato-New Ulm-St Peter, MN	7,500
227	Rochester, MN	9,400	261	Decatur, IL	4,500
228	Dubuque, IA	5,300	262	Sheboygan, WI	3,000
229	Abilene, TX	5,300	263	Harrisonburg, VA	7,600
230	Bryan-College Station, TX	7,300	264	Rapid City, SD	8,900
231	Joplin, MO	6,900	265	Lawton, OK	3,100
232	Wheeling, WV	5,800	266	Bluefield, WV	6,000
233	Lafayette, IN	8,700	267	Watertown, NY	4,100
234	Bloomington, IL	7,900	268	Lewiston-Auburn, ME	1,500
235	Santa Fe, NM	3,500	269	San Angelo, TX	3,700
236	Parkersburg-Marietta, WV-OH	5,900	270	Ithaca, NY	3,800
237	Lima, OH	5,100	271	Cookeville, TN	5,000
238	Waterloo-Cedar Falls, IA	6,700	272	Bismarck, ND	7,100
239	Panama City, FL	7,000	273	Grand Forks, ND-MN	7,400
240	Eau Claire, WI	9,800	274	Sebring, FL	2,600
241	Meadville-Franklin, PA	3,100	275	Jackson, TN	6,600
242	Florence-Muscle Shoals, AL	7,000	276	Jonesboro, AR	5,400
243	Elizabeth City-Nags Head, NC	6,500	277	Mason City, IA	4,900
244	Monroe, LA	10,700	278	Beckley, WV	4,800
245	State College, PA	5,100	279	Cheyenne, WY	5,000
246	Pueblo, CO	2,300	280	Great Falls, MT	3,500
247	Sussex, NJ	4,900	281	Meridian, MS	6,200
248	Wichita Falls, TX	4,900	282	Brunswick, GA	4,100
249	Columbia, MO	11,200	283	Casper, WY	3,500
250	Battle Creek, MI	2,300			

Table 4
2001 Estimated Gross Market Revenues
 Ranked by Amount

Revenue Rank	Market Rank	Market	2001 Est. Gross Revenues (\$000)	Revenue Rank	Market Rank	Market	2001 Est. Gross Revenues (\$000)
1	2	Los Angeles, CA	\$852,500	37	46	Raleigh - Durham, NC	\$77,800
2	1	New York, NY	706,700	38	49	Hartford-New Britain-Middletown, CT	72,300
3	3	Chicago, IL	532,600	39	45	Nashville, TN	70,800
4	4	San Francisco, CA	392,800	40	44	New Orleans, LA	60,400
5	5	Dallas - Ft. Worth, TX	374,100	41	38	Norfolk-Virginia Beach-Newport News, VA	59,300
6	8	Washington, DC	347,700	42	48	West Palm Beach-Boca Raton, FL	57,500
7	11	Atlanta, GA	326,300	43	47	Memphis, TN	56,900
8	9	Boston, MA	321,800	44	18	Nassau-Suffolk, NY	56,400
9	7	Houston-Galveston, TX	309,800	45	50	Buffalo-Niagara Falls, NY	55,500
10	6	Philadelphia, PA	287,000	46	52	Jacksonville, FL	55,100
11	12	Miami-Ft. Lauderdale-Hollywood, FL	258,700	47	55	Louisville, KY	53,100
12	10	Detroit, MI	252,100	48	56	Richmond, VA	52,300
13	14	Seattle-Tacoma, WA	220,200	49	34	Providence-Warwick-Pawtucket, RI	51,900
14	15	Phoenix, AZ	185,000	50	57	Birmingham, AL	47,100
15	22	Denver - Boulder, CO	184,000	51	31	San Jose, CA	47,000
16	16	Minneapolis - St. Paul, MN	162,200	52	53	Oklahoma City, OK	43,600
17	17	San Diego, CA	153,000	52	58	Dayton, OH	43,600
18	21	Tampa-St. Petersburg-Clearwater, FL	127,300	54	43	Greensboro-Winston Salem-High Point, NC	43,300
19	20	Baltimore, MD	126,400	55	28	Riverside-San Bernardino, CA	43,200
20	26	Cincinnati, OH	125,600	56	59	Greenville-Spartanburg, SC	42,300
21	19	St. Louis, MO	123,800	57	54	Rochester, NY	42,200
22	24	Portland, OR	118,500	58	61	Albany-Schenectady-Troy, NY	41,900
23	25	Cleveland, OH	113,800	59	65	Tulsa, OK	41,700
24	39	Orlando, FL	113,100	60	63	Tucson, AZ	40,400
25	37	Charlotte-Gastonia-Rock Hill, NC	110,300	61	66	Grand Rapids, MI	40,200
26	23	Pittsburgh, PA	109,800	62	71	Albuquerque, NM	39,500
27	27	Sacramento, CA	106,300	63	68	Fresno, CA	38,300
28	30	San Antonio, TX	95,200	64	74	Omaha - Council Bluffs, NE-IA	38,200
29	35	Columbus, OH	94,600	65	97	Madison, WI	33,500
30	40	Indianapolis, IN	90,700	66	70	Ft. Myers-Naples-Marco Island, FL	33,000
31	29	Kansas City, MO-KS	90,400	67	72	Knoxville, TN	32,700
32	42	Austin, TX	88,200	68	78	Harrisburg-Lebanon-Carlisle, PA	31,200
33	13	Puerto Rico	85,000	69	62	Honolulu, HI	30,900
34	32	Salt Lake City - Ogden, UT	84,900	70	79	Syracuse, NY	30,600
35	33	Milwaukee - Racine, WI	84,800	71	81	Toledo, OH	28,800
36	41	Las Vegas, NV	81,900	72	93	Wichita, KS	28,200

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Revenue Rank	Market Rank	Market	2001 Est. Gross Revenues (\$000)	Revenue Rank	Market Rank	Market	2001 Est. Gross Revenues (\$000)
73	90	Columbia, SC	\$27,700	109	82	Springfield, MA	\$17,800
74	83	Baton Rouge, LA	27,200	110	105	New Haven, CT	17,500
75	91	Des Moines, IA	26,700	111	36	Middlesex-Somerset-Union, NJ	17,200
76	69	Allentown - Bethlehem, PA	26,100	112	100	Johnson City-Kingsport-Bristol, TN-VA	16,800
77	96	Colorado Springs, CO	25,800	113	139	Atlantic City - Cape May, NJ	16,700
78	67	Wilkes Barre - Scranton, PA	24,700	114	175	Anchorage, AK	16,600
78	76	Wilmington, DE	24,700	114	60	Westchester, NY	16,600
80	51	Monmouth-Ocean, NJ	24,300	116	124	Flint, MI	16,400
81	77	El Paso, TX	24,100	116	98	Lafayette, LA	16,400
82	103	Lexington-Fayette, KY	23,200	118	75	Monterey-Salinas-Santa Cruz, CA	16,300
83	107	Youngstown - Warren, OH	23,000	118	109	Augusta, GA	16,300
83	119	Lansing-East Lansing, MI	23,000	118	129	Saginaw-Bay City-Midland, MI	16,300
85	88	Charleston, SC	22,300	121	155	Evansville, IN	16,200
86	104	Chattanooga, TN	22,200	122	136	Appleton - Oshkosh, WI	16,100
87	128	Reno, NV	22,000	123	137	Quad Cities, IA-IL	16,000
88	92	Mobile, AL	21,700	124	146	Tyler - Longview, TX	15,600
89	122	Jackson, MS	21,600	124	120	Portsmouth-Dover-Rochester, NH	15,600
90	94	Spokane, WA	20,900	124	163	Portland, ME	15,600
91	121	Boise, ID	20,700	127	162	Tallahassee, FL	15,300
92	126	Fayetteville, NC	20,600	128	106	York, PA	15,200
93	85	Little Rock, AR	20,500	129	86	Gainesville - Ocala, FL	15,100
93	110	Roanoke-Lynchburg, VA	20,500	129	131	Shreveport, LA	15,100
95	102	Ft. Wayne, IN	20,300	131	112	Santa Rosa, CA	14,600
96	84	Greenville-New Bern-Jacksonville, NC	20,100	132	206	Cedar Rapids, IA	14,400
97	87	Bakersfield, CA	19,800	133	138	Burlington, VT-Plattsburgh, NY	14,300
97	158	Savannah, GA	19,800	134	172	Lincoln, NE	14,200
99	64	McAllen-Brownsville-Harlingen, TX	19,700	135	149	Salisbury-Ocean City, MD	14,100
100	73	Akron, OH	19,300	135	152	Rockford, IL	14,100
101	160	Poughkeepsie, NY	19,000	137	142	Peoria, IL	13,900
102	144	Springfield, MO	18,900	138	140	Trenton, NJ	13,800
102	141	Stamford-Norwalk, CT	18,900	139	174	Charleston, WV	13,500
104	123	Modesto, CA	18,500	140	132	Beaumont-Port Arthur, TX	13,300
104	189	Manchester, NH	18,500	141	182	Cape Cod, MA	13,000
106	117	Huntsville, AL	18,300	142	134	Corpus Christi, TX	12,800
107	147	Montgomery, AL	18,000	143	159	Palm Springs, CA	12,700
108	168	South Bend, IN	17,900	143	180	Kalamazoo, MI	12,700

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Revenue Rank	Market Rank	Market	2001 Est. Gross Revenues (\$000)	Revenue Rank	Market Rank	Market	2001 Est. Gross Revenues (\$000)
145	164	Wausau-Stevens Point, WI	\$12,600	180	167	Hagerstown-Chambersburg-Waynesboro, MD-PA	\$9,700
146	215	Fargo, ND - Moorhead, MN	12,500	181	99	Melbourne-Titusville-Cocoa, FL	9,600
146	190	Traverse City-Petoskey, MI	12,500	182	156	Utica - Rome, NY	9,500
148	114	Oxnard - Ventura, CA	12,400	183	227	Rochester, MN	9,400
148	151	Huntington, WV - Ashland, KY	12,400	184	209	Richland-Kennewick-Pasco, WA	9,200
148	210	Champaign, IL	12,400	184	204	Florence, SC	9,200
151	116	Worcester, MA	12,300	186	264	Rapid City, SD	8,900
152	143	Eugene - Springfield, OR	12,200	187	233	Lafayette, IN	8,700
153	153	Macon, GA	12,100	188	185	Odessa - Midland, TX	8,500
153	113	Lancaster, PA	12,100	189	157	Flagstaff-Prescott, AZ	8,300
155	177	Wilmington, NC	12,000	189	188	Dothan, AL	8,300
156	166	Myrtle Beach, SC	11,900	191	193	Yakima, WA	8,200
157	186	Green Bay, WI	11,800	191	191	Amarillo, TX	8,200
158	150	Fayetteville, AR	11,700	191	89	Stockton, CA	8,200
159	179	Lubbock, TX	11,600	194	169	San Luis Obispo, CA	8,000
160	125	Pensacola, FL	11,400	194	165	Fredericksburg, VA	8,000
161	249	Columbia, MO	11,200	196	220	Duluth, MN - Superior, WI	7,900
161	130	Ft Collins-Greeley, CO	11,200	196	173	Ft. Smith, AR	7,900
163	195	Morgantown-Clarksburg-Fairmont, WV	11,100	196	234	Bloomington, IL	7,900
164	133	Reading, PA	10,900	199	95	Daytona Beach, FL	7,700
165	176	Binghamton, NY	10,800	200	211	Bangor, ME	7,600
165	201	Springfield, IL	10,800	200	194	Waco, TX	7,600
167	244	Monroe, LA	10,700	200	263	Harrisonburg, VA	7,600
167	118	Bridgeport, CT	10,700	200	226	Marion-Carbondale, IL	7,600
167	127	Canton, OH	10,700	204	255	Sioux City, IA	7,500
167	183	Asheville, NC	10,700	204	260	Mankato-New Ulm-St Peter, MN	7,500
171	161	Erie, PA	10,600	206	252	Billings, MT	7,400
171	178	Columbus, GA	10,600	206	273	Grand Forks, ND-MN	7,400
173	171	New London, CT	10,300	208	230	Bryan-College Station, TX	7,300
174	135	Biloxi-Gulfport-Pascagoula, MS	10,200	208	259	Albany, GA	7,300
174	196	Danbury, CT	10,200	210	213	Lake Charles, LA	7,200
176	199	Santa Barbara, CA	10,100	211	272	Bismarck, ND	7,100
177	219	St. Cloud, MN	9,900	212	239	Panama City, FL	7,000
178	187	Topeka, KS	9,800	212	224	Winchester, VA	7,000
178	240	Eau Claire, WI	9,800	212	242	Florence-Muscle Shoals, AL	7,000

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Revenue Rank	Market Rank	Market	2001 Est. Gross Revenues (\$000)	Revenue Rank	Market Rank	Market	2001 Est. Gross Revenues (\$000)
215	231	Joplin, MO	\$6,900	248	237	Lima, OH	\$5,100
215	222	Tuscaloosa, AL	6,900	248	256	Williamsport, PA	5,100
217	115	Ft. Pierce-Stuart-Vero Beach, FL	6,800	252	279	Cheyenne, WY	5,000
218	238	Waterloo-Cedar Falls, IA	6,700	252	170	New Bedford-Fall River, MA	5,000
218	203	Frederick, MD	6,700	252	205	Bowling Green, KY	5,000
220	208	Medford-Ashland, OR	6,600	252	271	Cookeville, TN	5,000
220	275	Jackson, TN	6,600	256	145	Ann Arbor, MI	4,900
222	197	Terre Haute, IN	6,500	256	277	Mason City, IA	4,900
222	184	Tupelo, MS	6,500	256	248	Wichita Falls, TX	4,900
222	243	Elizabeth City-Nags Head, NC	6,500	256	247	Sussex, NJ	4,900
222	251	Altoona, PA	6,500	260	278	Beckley, WV	4,800
226	111	Morristown, NJ	6,400	261	258	Augusta-Waterville, ME	4,500
227	257	Grand Junction, CO	6,200	261	261	Decatur, IL	4,500
227	281	Meridian, MS	6,200	263	192	Merced, CA	4,400
227	80	Sarasota - Bradenton, FL	6,200	263	202	Santa Maria-Lompoc, CA	4,400
227	207	Elmira-Corning, NY	6,200	263	200	Clarksville-Hopkinsville, TN-KY	4,400
231	108	Visalia-Tulare-Hanford, CA	6,000	266	282	Brunswick, GA	4,100
231	266	Bluefield, WV	6,000	266	267	Watertown, NY	4,100
231	223	Charlottesville, VA	6,000	268	214	Laredo, TX	3,900
234	212	Alexandria, LA	5,900	269	270	Ithaca, NY	3,800
234	236	Parkersburg-Marietta, WV-OH	5,900	270	269	San Angelo, TX	3,700
234	181	Johnstown, PA	5,900	271	235	Santa Fe, NM	3,500
237	101	Lakeland-Winter Haven, FL	5,800	271	280	Great Falls, MT	3,500
237	232	Wheeling, WV	5,800	271	283	Casper, WY	3,500
239	253	Texarkana, TX-AR	5,700	274	221	Muskegon, MI	3,400
240	154	Killeen-Temple, TX	5,600	275	265	Lawton, OK	3,100
241	148	Newburgh-Middletown, NY	5,500	275	241	Meadville-Franklin, PA	3,100
241	216	Laurel-Hattiesburg, MS	5,500	277	262	Sheboygan, WI	3,000
243	198	Chico, CA	5,400	278	274	Sebring, FL	2,600
243	276	Jonesboro, AR	5,400	279	254	Columbus-Starkville-West Point, MS	2,500
245	217	Ft. Walton Beach, FL	5,300	280	246	Pueblo, CO	2,300
245	229	Abilene, TX	5,300	280	250	Battle Creek, MI	2,300
245	228	Dubuque, IA	5,300	282	218	Blacksburg-Christiansburg-Radford-Pulaski	2,000
248	225	Redding, CA	5,100	283	268	Lewiston-Auburn, ME	1,500
248	245	State College, PA	5,100				

Station Calls to Market Rank

CFNY-FM 50	KALI-AM 2	KAVT-AM 68	KBGE-AM 146	KBQI-FM 71	KCAL-FM 28	KCKX-AM 24	KCUV-AM 22	KDJM-FM 22	KEDG-FM 212
CIDR-FM 10	KALI-FM 2	KAWW-FM 85	KBGG-AM 91	KBRD-AM 14	KCAQ-FM 114	KCLB-FM 159	KCVM-FM 238	KDJR-FM 19	KEDJ-FM 15
CIMX-FM 10	KALL-AM 32	KAXX-AM 175	KBGN-AM 121	KBRE-FM 192	KCAR-FM 231	KCLD-FM 219	KCVR-AM 89	KDJW-AM 191	KEED-AM 143
CKEY-FM 50	KALY-AM 71	KAYD-FM 132	KBHB-AM 264	KBRG-FM 31	KCBC-AM 123	KCLE-AM 5	KCVR-FM 123	KDKA-AM 23	KEEH-FM 94
CKLW-AM 10	KALZ-FM 68	KAYO-FM 14	KBHH-FM 68	KBRH-AM 83	KCBL-AM 68	KCLR-FM 249	KCVT-FM 187	KDKB-FM 15	KEEL-AM 131
CKWW-AM 10	KAMA-AM 77	KAYR-AM 173	KBHQ-FM 41	KBRJ-FM 175	KCBQ-AM 17	KCMC-AM 253	KCVW-FM 93	KDKS-FM 131	KEEP-FM 30
KAAC-FM 280	KAMB-FM 192	KAYX-FM 29	KBHR-FM 28	KBRO-AM 14	KCBR-AM 96	KCMJ-AM 159	KCWJ-AM 29	KDLS-AM 91	KEES-AM 146
KAAM-AM 5	KAMJ-FM 47	KAZA-AM 31	KBIB-AM 30	KBRQ-FM 194	KCBS-AM 4	KCML-FM 219	KCWM-AM 30	KDLS-AM 91	KEEY-FM 16
KAAT-FM 68	KAMO-FM 150	KAZA-FM 146	KBIC-FM 64	KBRT-AM 2	KCBS-FM 2	KCMN-AM 96	KCWR-FM 87	KDMO-AM 231	KEFM-FM 260
KAAY-AM 85	KAMX-FM 42	KAZG-AM 15	KBID-AM 87	KBRZ-AM 7	KCCG-FM 134	KCMO-FM 29	KCXL-AM 29	KDMX-FM 5	KEFM-FM 74
KABC-AM 2	KAMZ-FM 179	KAZM-AM 157	KBIF-AM 68	KBSF-AM 131	KCCL-FM 27	KCMO-AM 29	KCXX-FM 28	KDND-FM 27	KEGL-FM 5
KABG-FM 71	KANE-AM 98	KAZN-AM 2	KBIG-FM 2	KBSG-AM 14	KCCN-FM 62	KCMQ-FM 249	KCYY-FM 30	KDNN-FM 62	KEGX-FM 209
KABL-AM 4	KANM-AM 71	KAZR-FM 91	KBIG-FM 96	KBSG-FM 14	KCCO-AM 16	KCMR-FM 277	KCZN-FM 114	KDNZ-AM 238	KEHK-FM 143
KABN-AM 175	KANR-FM 93	KAZZ-FM 94	KBIS-AM 5	KBSO-FM 134	KCCQ-FM 91	KCMS-FM 14	KCZZ-AM 29	KDOG-FM 260	KEIN-AM 280
KABQ-AM 71	KANS-FM 187	KBAC-FM 235	KBIU-FM 213	KBSR-AM 252	KCCS-AM 24	KCMT-FM 63	KDAB-FM 150	KDOK-FM 146	KEJC-FM 123
KABX-FM 192	KAOD-FM 220	KBAD-AM 41	KBJA-AM 32	KBSZ-AM 15	KCCT-AM 134	KCMX-FM 208	KDAE-AM 134	KDON-FM 75	KEJS-FM 179
KABZ-FM 85	KAOK-AM 213	KBAJ-FM 220	KBJD-AM 22	KBTK-AM 71	KCCV-AM 29	KCMX-AM 208	KDAL-AM 220	KDOS-FM 194	KEKB-FM 257
KACL-FM 272	KAOK-FM 213	KBAT-FM 185	KBKL-FM 257	KBTM-AM 276	KCCV-FM 29	KCNA-FM 208	KDAL-FM 220	KDOT-FM 128	KELG-AM 42
KADD-FM 41	KAPB-FM 212	KBAY-FM 31	KBKO-AM 199	KBTN-AM 231	KCCY-FM 96	KCNL-FM 4	KDAR-FM 114	KDOX-AM 41	KELI-FM 269
KADI-FM 144	KAPL-AM 208	KBBB-FM 252	KBKS-FM 14	KBTN-FM 231	KCDA-FM 94	KCNN-AM 273	KDAT-FM 206	KDRE-FM 85	KELP-AM 77
KADX-FM 175	KAQQ-AM 94	KBBK-FM 172	KBKY-FM 192	KBTQ-FM 64	KCDD-FM 229	KCNR-FM 87	KDAV-AM 179	KDRK-FM 94	KELT-FM 28
KADZ-AM 22	KARN-AM 85	KBBL-AM 85	KBLA-AM 2	KBTT-FM 131	KCDI-FM 85	KCNR-AM 225	KDAZ-AM 71	KDRY-AM 94	KEMR-FM 4
KAEH-FM 28	KARN-FM 85	KBBO-AM 193	KBLE-AM 14	KBTU-FM 75	KCDU-FM 75	KCNW-AM 29	KDB-FM 199	KDRY-AM 30	KEMX-FM 66
KAEP-FM 94	KARR-AM 14	KBBQ-FM 173	KBLG-AM 252	KBUA-FM 2	KCEO-AM 17	KCNZ-AM 238	KDBL-FM 193	KDST-FM 228	KENI-AM 175
KAEZ-FM 191	KARS-AM 71	KBBT-FM 30	KBLR-FM 74	KBUC-FM 30	KCEZ-FM 198	KCOH-AM 7	KDBN-FM 5	KDTH-AM 228	KENO-AM 41
KAFC-FM 175	KARX-FM 191	KBBW-AM 194	KBLX-FM 4	KBUE-FM 2	KCFA-FM 123	KCOL-FM 132	KDBS-AM 212	KDUK-FM 143	KENS-AM 30
KAFF-FM 157	KARY-FM 193	KBBX-FM 74	KBLZ-FM 146	KBUL-FM 128	KCFO-AM 65	KCOL-AM 130	KDBV-AM 75	KDUS-AM 15	KENT-AM 62
KAFF-AM 157	KASA-AM 15	KBBY-FM 114	KBMB-FM 27	KBUL-AM 252	KCFX-FM 29	KCON-AM 85	KDBZ-FM 175	KDVA-FM 15	KENU-AM 14
KAFY-AM 87	KASE-FM 42	KBCE-FM 212	KBME-AM 7	KBVA-FM 150	KCGR-FM 143	KCOR-AM 30	KDCD-FM 269	KDVV-FM 187	KENZ-FM 32
KAGC-AM 230	KASH-FM 175	KBCL-AM 131	KBMR-AM 272	KBVL-FM 65	KCGY-FM 279	KCOR-FM 30	KDCE-AM 235	KDWA-AM 16	KERI-AM 87
KAGG-FM 230	KASI-AM 91	KBCO-FM 22	KBMS-AM 24	KBXG-FM 213	KCHA-AM 277	KCPX-FM 32	KDDB-FM 62	KDWB-FM 16	KERN-AM 87
KAGM-FM 22	KASM-AM 219	KBCT-FM 194	KBMX-FM 220	KBXL-FM 121	KCHA-FM 277	KCQQ-FM 137	KDDG-FM 219	KDWN-AM 41	KERX-FM 173
KAHA-FM 62	KASO-AM 131	KBCY-FM 229	KBNA-FM 77	KBXR-FM 249	KCHJ-AM 87	KCRG-AM 206	KDDX-FM 264	KDXT-FM 5	KESN-FM 5
KAHI-AM 27	KASR-FM 85	KBDR-FM 214	KBNO-AM 22	KBXX-FM 7	KCHK-AM 16	KCRO-AM 74	KDDZ-AM 22	KDXX-FM 5	KESO-FM 64
KAHM-FM 157	KASS-FM 283	KBDS-FM 87	KBNP-AM 24	KBYN-FM 123	KCHL-AM 30	KCRR-FM 238	KDEF-AM 71	KDXY-FM 276	KESP-AM 123
KAHS-AM 93	KASZ-FM 154	KBEA-FM 137	KBOP-FM 137	KBYR-AM 175	KCHN-AM 7	KCRS-AM 185	KDES-FM 159	KDYA-AM 4	KESQ-AM 159
KAHZ-AM 5	KATD-AM 4	KBEB-FM 98	KBOC-FM 5	KBZ-FM 272	KCHX-FM 185	KCRS-FM 185	KDEZ-FM 276	KDYS-AM 98	KESR-FM 225
KAIM-AM 62	KATF-FM 228	KBEC-AM 5	KBOI-AM 121	KBZD-FM 191	KCHZ-FM 29	KCRZ-FM 108	KDFC-FM 4	KDZA-FM 246	KESS-AM 5
KAIM-FM 62	KATI-FM 249	KBED-FM 131	KBOM-FM 235	KBZN-FM 32	KCID-AM 121	KCSE-FM 269	KDFO-AM 87	KDZY-FM 121	KEST-AM 4
KAJA-FM 30	KATM-FM 123	KBEE-FM 32	KBON-FM 98	KBZO-AM 179	KCIS-AM 14	KCSJ-AM 246	KDFO-AM 87	KEAG-FM 175	KESZ-FM 15
KAJM-FM 15	KATP-FM 191	KBEE-AM 32	KBOQ-FM 75	KBZQ-FM 265	KCIV-FM 192	KCST-AM 143	KDFT-AM 5	KEAN-FM 229	KEUG-FM 143
KAJN-FM 98	KATS-FM 193	KBEQ-FM 29	KBOR-AM 64	KBZT-FM 17	KCIY-FM 121	KCST-AM 143	KDGE-FM 5	KEAN-AM 229	KEUN-AM 98
KAJZ-AM 77	KATT-FM 53	KBER-FM 32	KBOR-FM 64	KBZY-FM 71	KCIY-FM 29	KCTA-AM 134	KDGS-FM 93	KEAR-FM 4	KEVT-AM 63
KAKC-AM 65	KATY-FM 28	KBEX-FM 252	KBOS-FM 68	KBZY-AM 24	KCJZ-FM 30	KCTC-AM 27	KDIA-AM 4	KEBC-AM 53	KEWB-FM 225
KAKT-FM 208	KATZ-AM 19	KBEZ-FM 65	KBOX-FM 202	KBZZ-AM 128	KCKC-AM 4	KCTE-AM 29	KDIF-AM 28	KEBE-AM 146	KEWE-AM 198
KALC-FM 22	KATZ-FM 19	KBFB-FM 5	KBOY-FM 208	KCAA-AM 28	KCKK-AM 22	KCTR-FM 252	KDIS-AM 2	KEBV-FM 75	KEWI-AM 85
KALE-AM 209	KAVA-AM 246	KBFM-FM 64	KBPI-FM 22	KCAF-AM 5	KCKN-AM 29	KCTY-FM 74	KDIZ-AM 16	KECR-AM 17	KEWL-FM 253
KALF-FM 198	KAVL-AM 2	KBFX-FM 175	KBPS-AM 24	KCAL-AM 28	KCKR-FM 194	KCUB-AM 63	KDJK-FM 123	KEDA-AM 30	KEX-AM 24

Table 5
Station Calls to Market Rank

KEXO-AM 257	KFIA-AM 27	KFRU-AM 249	KGET-AM 87	KHAR-AM 175	KHSL-FM 198	KILO-FM 96	KITS-FM 4	KJMS-FM 47	KKCS-FM 96
KEXS-AM 29	KFIG-AM 68	KFRX-FM 172	KGFF-AM 53	KHAY-FM 114	KHTE-FM 85	KILT-AM 7	KITZ-AM 14	KJMZ-FM 265	KKCS-AM 96
KEYF-FM 94	KFIN-FM 276	KFSA-AM 173	KGFM-FM 87	KHBZ-FM 53	KHTK-AM 27	KILT-FM 7	KIWI-FM 87	KJOC-AM 137	KKCT-FM 272
KEYH-AM 7	KFIS-FM 24	KFSB-FM 2	KGFT-FM 96	KHBZ-AM 62	KHTN-FM 192	KIMM-AM 264	KIXI-AM 14	KJOJ-AM 7	KKCV-FM 238
KEYI-FM 42	KFIT-AM 42	KFSD-AM 17	KGGI-FM 28	KHCK-AM 5	KHTO-FM 144	KIMN-FM 22	KIXK-FM 146	KJOJ-FM 7	KKCV-FM 24
KEYJ-FM 229	KFIV-AM 123	KFSD-AM 17	KGGN-AM 29	KHCK-FM 5	KHTQ-FM 94	KIMX-FM 279	KIXL-AM 42	KJON-AM 5	KKCY-FM 198
KEYN-FM 93	KFIZ-AM 136	KFSG-FM 2	KGGO-FM 91	KHCM-AM 62	KHTS-FM 17	KINE-AM 134	KIXQ-FM 231	KJOP-AM 108	KKDA-AM 5
KEYQ-AM 68	KFIZ-FM 136	KFSH-FM 2	KGGR-AM 5	KHDV-FM 75	KHTT-FM 65	KINE-FM 62	KIXY-FM 269	KJOT-FM 121	KKDA-AM 5
KEYS-AM 134	KFJO-FM 4	KFSI-FM 227	KGHF-AM 246	KHEY-AM 77	KHUI-FM 62	KING-FM 14	KIXZ-AM 191	KJOX-AM 193	KKDD-AM 28
KEYT-AM 199	KFJZ-AM 5	KFSO-FM 68	KGHL-AM 252	KHEY-FM 77	KHVH-AM 62	KINK-FM 24	KIXZ-FM 94	KJOY-FM 89	KKDJ-FM 87
KEYW-FM 209	KFKA-AM 130	KFTE-FM 98	KGHL-FM 252	KHFI-FM 42	KHVN-AM 5	KINT-FM 77	KIYX-FM 276	KJQN-FM 32	KKDL-FM 5
KEZA-FM 150	KFKF-FM 29	KFTI-AM 93	KGHO-AM 14	KHFM-FM 71	KHXR-FM 128	KINX-FM 280	KIYX-FM 228	KJQS-AM 32	KKDM-FM 91
KEZE-FM 94	KFLD-AM 209	KFTK-FM 19	KGHT-AM 85	KHFX-FM 212	KHXS-FM 229	KIOA-FM 91	KIZN-FM 121	KJR-AM 14	KKDS-AM 32
KEZK-FM 19	KFLX-FM 157	KFTX-FM 134	KGKL-AM 269	KHGG-AM 173	KHYI-FM 5	KIOC-FM 132	KIZS-FM 65	KJR-FM 14	KKDV-FM 4
KEZL-FM 68	KFLZ-FM 134	KFUO-AM 19	KGKL-FM 269	KHHK-FM 193	KHYL-FM 27	KIOI-FM 4	KJAK-FM 179	KJRB-AM 94	KKDZ-AM 14
KEZM-AM 213	KFMA-FM 63	KFUO-FM 19	KGLA-AM 44	KHHL-FM 42	KHYS-FM 229	KIOK-FM 209	KJAV-FM 64	KJRG-AM 93	KKEA-AM 62
KEZN-FM 159	KFMB-AM 17	KFWB-AM 2	KGLD-AM 146	KHHO-AM 14	KHYT-FM 63	KION-AM 75	KJAY-AM 27	KJSL-AM 19	KKEG-FM 150
KEZO-FM 74	KFMB-FM 17	KFXD-AM 121	KGLI-FM 255	KHHT-FM 2	KIAI-FM 277	KIOO-FM 108	KJBC-AM 185	KJSN-FM 123	KKEQ-FM 273
KEZP-FM 212	KFMD-FM 22	KFXI-FM 265	KGLO-AM 277	KHHZ-FM 198	KIBG-FM 192	KIOT-FM 71	KJBN-AM 85	KJSR-FM 65	KKEY-FM 276
KEZR-FM 31	KFME-AM 29	KFXJ-FM 93	KGLW-AM 169	KHIP-FM 75	KIBZ-FM 172	KIOU-AM 131	KJBR-FM 276	KJTV-AM 179	KKFM-FM 96
KEZW-AM 22	KFMF-FM 198	KFXN-AM 16	KGME-AM 15	KHIT-AM 128	KICR-FM 94	KIOW-FM 277	KJBX-FM 276	KJTV-FM 179	KKFN-AM 22
KEZY-AM 28	KFMK-FM 42	KFXR-AM 5	KGMG-FM 63	KHJ-AM 2	KICT-FM 93	KIOZ-FM 17	KJBZ-FM 214	KJUG-AM 108	KKFO-AM 68
KEZZ-AM 130	KFMS-FM 41	KFXS-FM 264	KGMS-AM 63	KHJR-FM 121	KIDD-AM 75	KIPR-FM 85	KJCB-AM 98	KJUG-FM 108	KKFR-FM 15
KFAB-FM 215	KFMV-FM 98	KFXX-AM 24	KGMX-FM 2	KHKI-FM 91	KIDI-FM 202	KIQI-AM 4	KJCD-FM 22	KJUL-FM 41	KKFS-FM 27
KFAB-AM 74	KFMW-FM 238	KFXZ-FM 98	KGMY-FM 144	KHKK-FM 123	KIDO-AM 121	KIQK-FM 264	KJCE-AM 42	KJWL-FM 68	KKGB-FM 213
KFAD-FM 212	KFMX-FM 179	KFYI-AM 15	KGMY-AM 144	KHKR-FM 85	KIDR-AM 15	KIQN-AM 32	KJCY-FM 277	KJYE-FM 257	KKGL-FM 121
KFAL-AM 249	KFNI-AM 30	KFYO-AM 179	KGMZ-FM 62	KHKS-FM 5	KIDS-AM 144	KIQO-FM 169	KJJD-AM 169	KJYO-FM 53	KKGT-AM 24
KFAN-AM 16	KFNK-FM 14	KFYR-AM 272	KGNB-AM 30	KHKX-FM 185	KIEV-AM 2	KIRC-FM 53	KJEE-FM 199	KJZS-FM 128	KKHI-AM 279
KFAQ-AM 65	KFNN-AM 15	KFYX-FM 253	KGNC-AM 191	KHLA-FM 213	KIFM-FM 17	KIRL-AM 19	KJFF-AM 19	KJZY-FM 112	KKHK-AM 29
KFAT-FM 175	KFNS-AM 19	KFZX-FM 185	KGNC-FM 191	KHLL-FM 244	KIFS-FM 208	KIRN-AM 2	KJFX-FM 68	KKAL-FM 169	KKHR-FM 229
KFAV-FM 19	KFNS-FM 19	KGA-AM 94	KGNW-AM 14	KHLP-AM 74	KIGL-FM 150	KIRO-AM 14	KJHY-FM 121	KKAM-AM 179	KKHT-AM 7
KFAX-AM 4	KFNX-AM 15	KGAB-AM 279	KGO-AM 4	KHLS-FM 47	KIGN-FM 279	KIRT-AM 64	KJJB-FM 98	KKAR-AM 74	KKIC-AM 121
KFAY-FM 150	KFNZ-AM 32	KGAM-AM 159	KGOL-AM 7	KHMX-FM 7	KIGS-AM 68	KIRV-AM 68	KJJC-FM 91	KKAT-FM 32	KKIM-AM 71
KFAY-AM 150	KFOG-FM 4	KGB-FM 17	KGON-FM 24	KHNC-AM 130	KIHM-AM 128	KISC-FM 94	KJJD-AM 130	KKAY-AM 83	KKIQ-FM 4
KFBC-AM 279	KFON-AM 42	KGBB-FM 17	KGOR-FM 74	KHNR-AM 62	KIHT-FM 19	KISF-FM 41	KJL-AM 279	KKBA-FM 134	KKIX-FM 150
KFBK-AM 27	KFOR-AM 172	KGBC-AM 7	KGOT-FM 175	KHOC-FM 283	KIID-AM 27	KISN-FM 32	KJYJ-FM 91	KKBB-FM 87	KKJG-FM 169
KFBZ-FM 93	KFOX-AM 2	KGBT-AM 64	KGRE-AM 130	KHOP-FM 123	KIIM-FM 63	KISQ-FM 4	KJZJ-FM 159	KKBD-FM 173	KKJL-AM 169
KFDI-FM 93	KFPB-FM 157	KGBT-FM 64	KGRR-FM 228	KHOT-AM 68	KIIS-FM 2	KISR-FM 173	KJKJ-FM 273	KKBE-FM 114	KKJM-FM 219
KFEL-AM 246	KFPW-AM 173	KGBX-FM 144	KGRV-FM 191	KHOT-FM 15	KIIS-AM 2	KISS-FM 30	KJLH-FM 2	KKBQ-FM 7	KKJW-FM 185
KFFG-FM 4	KFQD-AM 175	KGBY-FM 27	KGSG-FM 209	KHOV-FM 15	KIIX-AM 130	KIST-AM 199	KJLL-AM 63	KKBR-FM 252	KKJY-AM 71
KFFM-FM 193	KFOX-FM 229	KGBZ-FM 215	KGSR-FM 42	KHOW-AM 22	KIIZ-FM 154	KIST-FM 199	KJLO-FM 244	KKBT-FM 2	KKKK-FM 185
KFFN-AM 63	KFRC-AM 4	KGDN-FM 209	KGST-AM 68	KHPN-AM 130	KIKF-FM 280	KISV-FM 87	KJLV-FM 276	KKBX-FM 215	KKLA-FM 2
KFGE-FM 172	KFRC-FM 4	KGDP-AM 202	KGTO-AM 65	KHPT-FM 7	KIKI-FM 62	KISW-FM 14	KJME-AM 22	KKCB-FM 220	KKLB-FM 42
KFGO-AM 215	KFRG-FM 28	KGEE-FM 185	KGU-AM 62	KHPY-AM 28	KIKK-AM 7	KISX-FM 146	KJMG-FM 244	KKCD-FM 74	KKLD-FM 157
KFGY-FM 112	KFRO-AM 146	KGEM-AM 121	KGUY-AM 24	KHQN-AM 32	KIKR-AM 7	KIT-AM 193	KJMK-FM 231	KKCL-FM 179	KKLF-FM 5
KFH-AM 93	KFRO-FM 146	KGEN-AM 108	KGUY-AM 63	KHRA-AM 62	KIKR-AM 132	KITA-AM 85	KJML-FM 231	KKCN-FM 269	KKLH-FM 144
KFH-FM 93	KFRQ-FM 64	KGEM-AM 108	KGY-AM 14	KHRD-FM 225	KILE-AM 7	KITO-FM 65	KJMM-FM 65	KKCC-AM 273	KKLI-FM 96
KFI-AM 2	KFRR-FM 68	KGEO-AM 87	KHAK-FM 206	KHRO-FM 77	KILM-FM 64	KITO-AM 65	KJMN-FM 22	KKCQ-FM 273	KKLL-AM 231

Station Calls to Market Rank

KKLO-AM 29	KKSN-FM 24	KLCA-FM 128	KLNT-AM 214	KLVI-AM 132	KMHK-FM 252	KMRK-FM 185	KNCN-FM 134	KNST-AM 63	KOKY-FM 85
KKLS-AM 264	KKSN-AM 24	KLCH-FM 227	KLNV-FM 17	KLJV-FM 17	KMHX-FM 112	KMRQ-FM 123	KNCO-AM 27	KNSX-FM 19	KOKZ-FM 238
KKLT-FM 15	KKSR-FM 219	KLCI-FM 16	KLNZ-FM 15	KLVL-AM 7	KMIC-AM 7	KMRR-FM 15	KNCO-FM 27	KNTB-AM 14	KOLA-FM 28
KKLV-FM 47	KKSS-FM 71	KLCL-AM 213	KLO-AM 32	KLVO-FM 71	KMIK-AM 15	KMRV-AM 206	KNCQ-FM 225	KNTD-FM 192	KOLE-AM 132
KKLY-FM 185	KKST-FM 212	KLCN-AM 47	KLOB-FM 159	KLVS-FM 27	KMIQ-FM 134	KMSR-FM 219	KNDA-FM 134	KNUE-FM 146	KOLI-FM 248
KKLZ-FM 41	KKTK-AM 253	KLCX-FM 227	KLOC-AM 123	KLZV-AM 22	KMIX-FM 89	KMTL-AM 85	KNDD-FM 14	KNUJ-AM 260	KOLL-FM 85
KKMA-FM 255	KKTL-AM 283	KLDC-AM 22	KLOD-FM 157	KLXR-AM 225	KMJ-AM 68	KMTT-FM 14	KNDI-AM 62	KNUJ-FM 260	KOLM-AM 227
KKMC-AM 75	KKTX-FM 146	KLDE-FM 7	KLOK-AM 31	KLXX-AM 272	KMJE-FM 198	KMUR-AM 65	KNDR-FM 272	KNUS-AM 22	KOLX-FM 173
KKMG-FM 96	KKTX-AM 134	KLDJ-FM 220	KLOK-FM 75	KLYC-AM 24	KMJI-FM 253	KMUV-AM 24	KNEA-AM 276	KNUU-AM 41	KOLZ-FM 279
KKMJ-FM 42	KKUL-FM 172	KLDY-AM 14	KLOL-FM 7	KLYV-FM 228	KMJJ-FM 131	KMPZ-AM 15	KNEA-AM 98	KNVQ-FM 128	KOMA-FM 53
KKMK-FM 264	KKUS-FM 146	KLDZ-FM 208	KLOQ-FM 192	KLYY-FM 2	KMJK-FM 29	KMXA-AM 22	KNEK-FM 98	KNWQ-AM 159	KOMA-AM 53
KKMO-AM 14	KKUU-FM 159	KLEC-FM 85	KLOS-FM 2	KLZ-AM 22	KMJM-AM 206	KMXB-FM 41	KNEV-FM 128	KNWX-AM 14	KOMG-FM 144
KKMR-FM 15	KKUZ-AM 173	KLEF-FM 175	KLOU-FM 19	KLZR-FM 187	KMJM-FM 19	KMXD-FM 91	KNEW-AM 4	KNWZ-AM 159	KOMJ-AM 74
KKMS-AM 16	KKVV-AM 41	KLEM-AM 255	KLPW-AM 19	KLZZ-FM 219	KMJO-FM 75	KMXF-FM 150	KNEX-FM 214	KNX-AM 2	KOMO-AM 14
KKMY-FM 132	KKWD-FM 53	KLEN-FM 279	KLPW-FM 19	KMAJ-FM 173	KMJQ-FM 7	KMXG-FM 137	KNFM-FM 185	KNXR-FM 227	KOMP-FM 41
KKND-FM 44	KKWV-FM 4	KLES-FM 193	KLPX-FM 63	KMAJ-FM 187	KMJR-FM 134	KMXI-FM 198	KNFX-AM 227	KNXX-FM 83	KOMR-FM 15
KKNG-FM 53	KKWY-AM 279	KLEX-AM 29	KLQV-FM 17	KMAJ-AM 187	KMJV-FM 75	KMXJ-FM 191	KNFX-FM 230	KNZ-AM 87	KOMS-FM 173
KKNN-FM 257	KKXL-AM 273	KLEY-FM 30	KLRG-AM 85	KMAK-FM 68	KMJX-FM 85	KMXK-FM 219	KNGS-FM 68	KNZZ-AM 257	KOMY-AM 75
KKNO-AM 44	KKXL-FM 273	KLFB-AM 179	KLRK-FM 194	KMAP-AM 87	KMKF-FM 187	KMXL-FM 231	KNHK-FM 128	KOA-AM 22	KONA-AM 209
KKNT-AM 15	KKXO-AM 143	KLFE-AM 14	KLRM-FM 169	KMBQ-FM 175	KMKI-AM 5	KMXN-FM 2	KNIK-FM 175	KOAI-FM 5	KONA-FM 209
KKNU-FM 143	KKXS-FM 225	KLFI-AM 144	KLRS-FM 198	KMBQ-FM 244	KMKY-AM 4	KMXO-AM 229	KNIN-FM 248	KOAS-FM 41	KONE-FM 179
KKNW-AM 14	KKXX-FM 87	KLFX-FM 280	KLRX-FM 91	KMBV-FM 230	KMLA-FM 114	KMXP-FM 15	KNIR-AM 98	KOAZ-FM 63	KONO-FM 30
KKNX-AM 143	KKXX-AM 198	KLFX-FM 154	KLSK-FM 71	KMBX-AM 75	KMLB-AM 244	KMXR-FM 134	KNIX-FM 15	KOCL-FM 17	KONO-AM 30
KKOB-AM 71	KKYR-FM 253	KLHB-FM 134	KLSQ-AM 41	KMBY-FM 75	KMLD-FM 283	KMXS-FM 175	KNKN-FM 246	KOCN-FM 75	KOOC-FM 154
KKOB-FM 71	KKYS-FM 230	KLHT-AM 62	KLSS-FM 277	KMBZ-AM 29	KMLE-FM 15	KMXV-FM 29	KNKT-FM 71	KOCP-FM 114	KOOI-FM 146
KKOH-AM 128	KKYX-AM 30	KLIB-AM 27	KLSX-FM 2	KMCK-FM 150	KMML-FM 191	KMXW-FM 93	KNLT-FM 209	KODA-FM 7	KOOJ-FM 83
KKOL-AM 14	KKYY-FM 255	KLIC-AM 244	KLSY-FM 14	KMCM-FM 185	KMMM-FM 68	KMXZ-FM 63	KNML-AM 71	KODJ-FM 32	KOOL-FM 15
KKOW-AM 231	KKZN-AM 22	KLIF-AM 5	KLSZ-FM 173	KMDG-FM 32	KMMX-FM 179	KMYX-FM 257	KNND-AM 143	KODM-FM 185	KOOR-AM 68
KKOW-FM 231	KKZZ-FM 94	KLIH-AM 85	KLTA-FM 215	KMDL-FM 98	KMMZ-FM 53	KMYZ-FM 63	KNND-AM 143	KODS-FM 128	KOQL-FM 249
KKPL-FM 130	KKZZ-AM 114	KLIL-FM 212	KLTB-FM 121	KMDX-FM 269	KMNA-FM 193	KMYI-FM 17	KNNN-FM 225	KODZ-FM 143	KOQO-FM 68
KKPN-FM 134	KLAA-FM 212	KLIN-AM 172	KLTD-FM 154	KMED-AM 208	KMND-AM 185	KMYL-AM 15	KNNO-FM 244	KOEL-AM 238	KORA-FM 230
KKPS-FM 64	KLAC-AM 2	KLIP-FM 244	KLTG-FM 134	KMEL-FM 4	KMNS-AM 255	KMYR-AM 93	KNOF-FM 16	KOEL-FM 238	KORB-FM 137
KKPT-FM 85	KLAL-FM 85	KLIT-FM 2	KLTH-FM 24	KMEO-FM 5	KMNY-AM 2	KMYX-AM 87	KNOT-AM 157	KOES-FM 229	KORD-FM 209
KKPZ-FM 24	KLAQ-FM 77	KLIV-AM 31	KLTI-FM 91	KMET-AM 28	KMOD-FM 65	KMYX-FM 87	KNOT-FM 157	KOFC-AM 150	KORE-AM 143
KKQZ-FM 130	KLAR-AM 214	KLJT-FM 146	KLTN-FM 7	KMEZ-FM 44	KMOM-FM 96	KMYZ-FM 244	KNOU-FM 44	KOFX-FM 77	KORL-AM 62
KKRD-FM 93	KLAT-AM 7	KLKK-FM 277	KLTO-FM 7	KMFC-FM 249	KMON-AM 280	KMYZ-FM 65	KNOX-AM 273	KOFY-AM 146	KORQ-FM 229
KKRG-FM 71	KLAT-FM 7	KLKL-FM 131	KLTO-FM 74	KMFX-AM 227	KMON-FM 280	KMZK-AM 252	KNOX-FM 273	KOGM-FM 98	KOSE-AM 47
KKRN-FM 85	KLAV-AM 41	KLLB-AM 32	KLTT-AM 22	KMFX-FM 227	KMOQ-FM 231	KMZQ-FM 41	KNRB-FM 253	KOGO-AM 17	KOSI-FM 22
KKRQ-FM 206	KLAW-FM 265	KLLC-FM 4	KLTX-AM 2	KMGA-FM 71	KMOX-AM 19	KMZT-FM 2	KNRC-AM 22	KOGO-FM 28	KOSO-FM 123
KKRW-FM 7	KLAX-FM 2	KLLL-FM 179	KLTY-FM 5	KMGE-FM 143	KMOZ-FM 257	KMZU-FM 29	KNRJ-FM 15	KOGT-AM 132	KOSP-FM 144
KKRX-FM 265	KLAY-AM 14	KLLY-FM 87	KLUC-FM 41	KMGG-FM 112	KMPC-AM 2	KNBB-FM 244	KNRK-FM 24	KOHT-FM 63	KOSR-AM 74
KKSA-AM 24	KLAZ-FM 85	KLMM-FM 169	KLUN-FM 169	KMGJ-FM 257	KMPH-FM 68	KNBO-AM 253	KNRO-AM 225	KOIL-AM 74	KOST-FM 2
KKSB-FM 199	KLBB-AM 16	KLMO-AM 22	KLUP-AM 30	KMGL-FM 53	KMPS-FM 14	KNBR-AM 4	KNRQ-FM 143	KOIT-AM 4	KOSY-FM 32
KKSC-AM 74	KLBJ-AM 42	KLMP-FM 264	KLUR-FM 248	KMGN-FM 157	KMQA-FM 108	KNBT-FM 30	KNRS-AM 32	KOIT-FM 4	KOSY-FM 253
KKSF-FM 4	KLBN-FM 68	KLMS-AM 172	KLUV-FM 5	KMGQ-FM 199	KMRB-AM 2	KNCB-AM 131	KNRY-AM 75	KOKA-AM 131	KOSZ-FM 71
KKSL-AM 24	KLBP-AM 16	KLMZ-FM 253	KLVB-FM 225	KMGV-FM 68	KMRF-AM 144	KNCB-FM 131	KNSG-FM 260	KOKC-AM 53	KOTA-AM 264
KKSM-AM 17	KLBS-AM 192	KLNG-AM 74	KLVB-AM 208	KMGW-FM 283	KMRI-AM 32	KNCE-FM 229	KNSI-AM 219	KOKE-AM 42	KOTK-AM 24
		KLNO-FM 5	KLVE-FM 2	KMGZ-FM 265	KMRJ-FM 159	KNCI-FM 27	KNSS-AM 93	KOKO-FM 68	KOTR-FM 169

Table 5
Station Calls to Market Rank

KOTY-AM 193	KPRF-FM 191	KQHN-AM 132	KQXT-FM 30	KRIL-AM 185	KRQQ-FM 63	KRXQ-FM 27	KSHE-FM 19	KSOP-AM 32	KSUX-FM 255
KOUL-FM 134	KPRI-FM 17	KQHT-FM 273	KQXX-AM 64	KRIO-AM 64	KRQR-FM 198	KRYS-FM 134	KSHN-FM 7	KSOP-FM 32	KSVE-AM 77
KOUT-FM 264	KPRL-AM 169	KQID-FM 212	KQXY-FM 132	KRIO-FM 30	KRQS-FM 71	KRZI-AM 194	KSHP-AM 41	KSOS-AM 32	KSVN-AM 32
KOVE-FM 7	KPRO-AM 28	KQIS-FM 98	KQYX-AM 231	KRIZ-AM 14	KRQU-FM 279	KRZN-FM 252	KSIG-AM 98	KSOX-AM 64	KSWG-FM 15
KOVO-AM 32	KPRR-FM 77	KQIZ-FM 191	KRAB-FM 87	KRJO-AM 244	KRRE-FM 27	KRZQ-FM 128	KSII-FM 77	KSPA-AM 28	KSWV-AM 235
KOWB-AM 279	KPRS-FM 29	KQKQ-FM 74	KRAE-AM 279	KRKA-FM 98	KRRG-FM 214	KRZR-FM 68	KSIV-AM 19	KSPD-AM 121	KSXX-AM 27
KOWL-AM 27	KPRT-AM 29	KQKS-FM 22	KRAR-FM 32	KRKC-AM 75	KRRM-FM 208	KRZX-AM 194	KSIX-AM 134	KSPE-FM 199	KSXY-FM 112
KOXR-AM 114	KPRV-AM 173	KQLB-FM 192	KRAV-FM 65	KRKC-FM 75	KRRN-FM 41	KRZY-FM 71	KSJL-AM 30	KSPN-AM 2	KSYB-AM 131
KOY-AM 15	KPRV-FM 173	KQLF-FM 279	KRAY-FM 75	KRKL-FM 209	KRRQ-FM 98	KRZY-AM 71	KSJL-FM 30	KSPO-FM 94	KSYL-AM 212
KOYE-FM 146	KPRZ-AM 17	KQLL-FM 65	KRAZ-FM 199	KRKO-AM 14	KRRR-FM 279	KRZZ-FM 93	KSJM-FM 93	KSPW-FM 144	KSYN-FM 231
KOYT-FM 63	KPSI-AM 159	KQLM-FM 185	KRBB-FM 93	KRKQ-FM 91	KRRS-AM 112	KSAB-FM 134	KSJN-FM 16	KSPZ-FM 96	KSYR-FM 131
KOZA-AM 185	KPSI-FM 159	KQLO-AM 128	KRBE-FM 7	KRKR-FM 172	KRRV-FM 212	KSAH-AM 30	KSJO-FM 4	KSQQ-FM 31	KSYU-FM 71
KOZN-AM 74	KPSL-FM 87	KQLQ-FM 244	KRBI-AM 260	KRKS-FM 22	KRRX-FM 225	KSAN-FM 4	KSJT-FM 269	KSQR-AM 27	KSYV-FM 202
KOZZ-FM 128	KPSZ-AM 91	KQLT-FM 283	KRBI-FM 260	KRKS-AM 22	KRSE-FM 193	KSAS-FM 121	KSJX-AM 31	KSQY-FM 264	KSYZ-FM 17
KPAM-AM 24	KPTI-FM 4	KQMB-FM 32	KRBF-FM 173	KRKY-FM 252	KRSH-FM 112	KSAZ-AM 63	KSKD-FM 192	KSRC-FM 29	KTAL-FM 131
KPAS-FM 77	KPTL-AM 128	KQMG-AM 238	KRBL-FM 179	KRLA-AM 2	KRSK-FM 24	KSBL-FM 199	KSKS-FM 68	KSRK-AM 75	KTAM-AM 230
KPAT-FM 202	KPTT-AM 128	KQMG-FM 238	KRBR-FM 220	KRLD-AM 5	KRSN-AM 235	KSBN-AM 94	KSKX-FM 96	KSRN-FM 128	KTAP-AM 202
KPAW-FM 130	KPTY-FM 7	KQMQ-FM 62	KRBV-FM 5	KRLH-AM 2	KRSP-FM 32	KSBQ-AM 202	KSKY-AM 5	KSRO-AM 112	KTAR-AM 15
KPAY-AM 198	KPUR-AM 191	KQMR-FM 41	KRBF-FM 29	KRLT-FM 27	KRSQ-FM 252	KSCA-FM 2	KSL-AM 32	KSRR-AM 32	KTBA-AM 157
KPBC-AM 24	KPUR-FM 191	KQMS-AM 225	KRCD-FM 2	KRLV-AM 41	KRST-FM 71	KSCJ-AM 255	KSLG-AM 19	KSRT-FM 112	KTBB-AM 146
KPCH-FM 244	KPUS-FM 134	KQMT-FM 22	KRCH-FM 227	KRMD-AM 131	KRTA-AM 208	KSCO-AM 75	KSLI-FM 172	KSRZ-FM 74	KTBK-AM 5
KPDQ-AM 24	KPWR-FM 2	KQNA-AM 157	KRCI-FM 157	KRMD-FM 131	KRTH-FM 2	KSCR-AM 143	KSLI-AM 229	KSSC-FM 2	KTBL-AM 71
KPDQ-FM 24	KPWW-FM 253	KQNT-AM 94	KRCK-FM 159	KRMG-AM 65	KRTQ-FM 65	KSCS-FM 5	KSLK-FM 108	KSSD-FM 2	KTBT-FM 65
KPEK-FM 71	KPXI-FM 146	KQOD-FM 89	KRCM-AM 132	KRML-AM 75	KRTR-FM 62	KSD-FM 19	KSLM-AM 24	KSSD-FM 2	KTBT-FM 65
KPEL-FM 98	KPXQ-AM 15	KQOL-FM 41	KRCS-FM 264	KRMX-AM 246	KRTS-FM 7	KSDO-AM 17	KSLM-AM 24	KSSJ-FM 2	KTBT-FM 65
KPEL-AM 98	KPYK-AM 5	KQPT-FM 198	KRCV-FM 2	KRMY-AM 154	KRTX-AM 7	KSDT-AM 28	KSLQ-FM 19	KSSK-AM 62	KTCE-FM 32
KPEZ-FM 42	KQAB-AM 87	KQQA-AM 42	KRCW-FM 209	KRNA-FM 206	KRTY-FM 31	KSEA-FM 75	KSLR-AM 30	KSSK-FM 62	KTCK-AM 5
KPFX-FM 215	KQAM-AM 93	KQKQ-FM 7	KRCX-FM 27	KRNB-FM 5	KRUF-FM 131	KSEC-FM 150	KSLT-FM 264	KSSM-FM 154	KTCL-FM 22
KPGE-AM 157	KQAR-FM 85	KQQL-FM 16	KRDG-FM 225	KRNC-FM 68	KRUS-AM 244	KSED-FM 157	KSLX-FM 15	KSSN-FM 85	KTCL-FM 22
KPGG-FM 253	KQBA-FM 235	KQQQ-FM 42	KRDO-AM 96	KRNN-AM 85	KRUZ-FM 199	KSEG-FM 27	KSLY-FM 169	KSSS-FM 272	KTCL-FM 22
KPGM-AM 65	KQBL-FM 53	KQQT-FM 42	KRDO-FM 96	KRNO-FM 128	KRVA-FM 5	KSEQ-FM 108	KSLZ-FM 19	KSSZ-FM 249	KTCL-FM 22
KPHN-AM 29	KQBR-FM 179	KQRA-FM 144	KRDS-FM 16	KRNT-AM 91	KRVA-AM 5	KSEF-FM 75	KSMA-AM 277	KSTB-FM 7	KTCS-AM 173
KPHX-AM 15	KQBT-FM 42	KQRC-FM 29	KRDU-AM 68	KRNV-FM 128	KRVB-FM 121	KSET-AM 132	KSMA-AM 202	KSTB-FM 7	KTCS-AM 173
KPIG-FM 75	KQBU-FM 7	KQRS-FM 16	KREA-AM 62	KROB-AM 134	KRVE-FM 83	KSEV-AM 7	KSMB-FM 98	KSTE-AM 27	KTCT-AM 4
KPIR-AM 5	KQBZ-FM 14	KQRX-FM 185	KREB-AM 150	KROC-AM 227	KRVF-FM 5	KSEZ-FM 255	KSME-FM 130	KSTJ-FM 41	KTCT-AM 4
KPLA-FM 249	KQCH-FM 74	KQSN-FM 193	KREB-FM 150	KROC-FM 227	KRVI-FM 215	KSFB-AM 31	KSMG-FM 30	KSTL-AM 19	KTCT-AM 4
KPLM-FM 159	KQCV-AM 53	KQST-FM 157	KREF-AM 53	KROD-AM 77	KRVK-FM 283	KSFB-FM 4	KSMH-AM 27	KSTN-AM 89	KTCT-AM 4
KPLN-FM 17	KQCV-FM 53	KQTL-AM 63	KREH-AM 154	KROF-AM 98	KRVO-FM 24	KSFI-FM 32	KSMJ-FM 87	KSTN-FM 89	KTCT-AM 4
KPLS-AM 2	KQDD-FM 47	KQTP-FM 187	KREF-AM 65	KROG-FM 208	KRVR-FM 123	KSFM-FM 27	KSMY-FM 202	KSTP-AM 16	KTDD-AM 28
KPLX-FM 5	KQDI-AM 280	KQUE-AM 7	KREO-FM 279	KROL-FM 77	KRVT-AM 65	KSFN-AM 41	KSNA-AM 225	KSTP-AM 16	KTDD-AM 28
KPLY-AM 128	KQDI-FM 280	KQUR-FM 214	KREU-FM 173	KROM-FM 30	KRVV-FM 244	KSFO-AM 4	KSNE-FM 41	KSTR-FM 257	KTDD-AM 28
KPLZ-FM 14	KQDS-AM 220	KQUS-FM 85	KRFE-AM 179	KROQ-FM 2	KRWC-AM 16	KSFO-AM 4	KSNE-FM 41	KSTR-FM 257	KTDD-AM 28
KPNT-FM 19	KQDS-FM 220	KQV-AM 23	KRFR-FM 87	KROX-FM 42	KRWM-FM 14	KSFT-FM 255	KSNI-FM 202	KSTT-FM 169	KTDD-AM 28
KPNW-AM 143	KQDY-FM 272	KQWB-AM 215	KRFT-AM 19	KROX-AM 273	KRWP-FM 7	KSGC-FM 157	KSNR-FM 273	KSTY-FM 246	KTDD-AM 28
KPOI-AM 62	KQEQ-AM 68	KQWB-FM 215	KRFX-FM 22	KRPM-FM 175	KRWQ-FM 208	KSGF-AM 144	KSOF-FM 68	KSTZ-FM 91	KTDD-AM 28
KPOP-AM 17	KQEZ-FM 175	KQXC-FM 248	KRGE-AM 64	KRPO-FM 112	KRXB-FM 134	KSGL-AM 93	KSOL-FM 31	KSUD-AM 47	KTDD-AM 28
KPPV-FM 157	KQFC-FM 121	KQXL-FM 83	KRGS-AM 257	KRQC-FM 74	KRXE-FM 98	KSGO-AM 32	KSON-AM 17	KSUH-AM 14	KTDD-AM 28
KPRC-AM 7	KQFX-FM 191	KQXR-FM 121	KRIB-AM 277	KRQK-FM 202	KRXO-FM 53	KSHA-FM 225	KSON-AM 17	KSUN-AM 15	KTDD-AM 28

Station Calls to Market Rank

KTFR-FM 65	KTOP-AM 187	KTZZ-FM 280	KUZZ-AM 87	KVSR-FM 68	KWKU-AM 2	KXCA-AM 265	KXOI-AM 185	KYCY-AM 4	KZBB-FM 173
KTFS-AM 253	KTOQ-AM 264	KUAD-FM 130	KVAN-AM 24	KVST-FM 7	KWKW-AM 2	KXCD-AM 265	KXOJ-AM 65	KYET-AM 157	KZBN-AM 199
KTFW-AM 194	KTOY-FM 253	KUBB-FM 192	KVBL-AM 108	KVTA-AM 114	KWKY-AM 91	KXCS-FM 230	KXOL-FM 2	KYFX-FM 85	KZCD-FM 265
KTFX-AM 65	KTOZ-AM 144	KUBE-FM 14	KVDW-AM 85	KVTO-AM 4	KWLO-AM 238	KXDC-FM 22	KXOL-FM 2	KYGL-FM 253	KZDC-AM 30
KTGE-AM 75	KTOZ-FM 144	KUBL-AM 96	KVEC-AM 169	KVUU-FM 96	KWLR-FM 85	KXDD-FM 193	KXOL-AM 32	KYGO-FM 22	KZEE-AM 5
KTGL-FM 172	KTPK-FM 187	KUBL-FM 32	KVEE-FM 213	KVVA-FM 15	KWLW-AM 32	KXDG-FM 231	KXPA-AM 14	KYHN-AM 173	KZEL-FM 143
KTGR-AM 249	KTPZ-FM 121	KUBR-AM 64	KVEG-FM 41	KVVN-AM 31	KWMO-AM 19	KXDZ-FM 169	KXPK-FM 22	KYIS-FM 53	KZEP-FM 30
KTHI-FM 121	KTRB-AM 123	KUCD-FM 62	KVEN-AM 114	KVVR-FM 280	KWMX-FM 157	KXEB-AM 5	KXPL-AM 77	KYIX-FM 198	KZEY-FM 146
KTHK-FM 209	KTRC-AM 235	KUDD-FM 32	KVET-FM 42	KVVS-FM 2	KWNN-FM 123	KXEG-AM 15	KXPS-AM 159	KYIZ-AM 14	KZEY-AM 146
KTHO-AM 27	KTRF-AM 273	KUDL-FM 29	KVET-AM 42	KVVY-AM 192	KWNR-FM 41	KXEL-AM 238	KXPT-FM 41	KYKN-AM 24	KZFM-FM 134
KTHT-FM 7	KTRH-AM 7	KUDO-AM 175	KVGO-FM 227	KVYN-FM 4	KWNX-AM 42	KXEM-AM 15	KXQX-FM 108	KYKR-FM 132	KZFO-FM 68
KTHU-FM 198	KTRR-FM 130	KUET-AM 157	KVGS-FM 41	KVYY-FM 114	KWNZ-FM 128	KXEN-AM 19	KXRE-AM 96	KYKX-FM 146	KZGL-FM 157
KTHX-FM 128	KTRS-AM 19	KUFO-FM 24	KVI-AM 14	KWAC-AM 87	KWOD-FM 27	KXEO-AM 249	KXRK-FM 32	KYKY-FM 19	KZHR-FM 209
KTIK-AM 121	KTRS-FM 283	KUFX-FM 31	KVIL-FM 5	KWAI-AM 62	KWOF-AM 238	KXEQ-AM 128	KXRR-FM 244	KYKZ-FM 213	KZHT-FM 32
KTIM-AM 4	KTRW-AM 94	KUGN-AM 143	KVIN-AM 123	KWAM-AM 47	KWOL-FM 68	KXEW-AM 63	KXRS-FM 28	KYLA-FM 131	KZIA-FM 206
KTIP-AM 108	KTRY-FM 244	KUHD-AM 132	KVIP-AM 225	KWAS-AM 231	KWOM-AM 16	KXEG-AM 68	KXRX-FM 209	KYLD-FM 4	KZII-FM 179
KTIQ-AM 192	KTSA-AM 30	KUHL-AM 202	KVIP-FM 225	KWAV-FM 75	KWOW-FM 194	KXEZ-FM 5	KXSB-FM 28	KYLZ-FM 71	KZIO-FM 220
KTJM-FM 7	KTSE-FM 123	KUIC-FM 4	KVIV-AM 77	KWAY-AM 238	KWPF-FM 14	KXFG-FM 28	KXSS-AM 219	KYMG-FM 175	KZIP-AM 191
KTJN-FM 64	KTSL-FM 94	KUIK-AM 24	KVJM-FM 230	KWAY-FM 238	KWRD-FM 5	KXFM-FM 202	KXTA-AM 2	KYMX-FM 27	KZIZ-AM 14
KTKC-FM 131	KTSM-AM 77	KUJ-FM 209	KVJY-AM 64	KWBC-AM 230	KWRE-AM 19	KXFX-FM 112	KXTD-AM 65	KYND-AM 7	KZKE-FM 157
KTKK-AM 32	KTSM-FM 77	KUJZ-FM 143	KVJZ-FM 91	KWBY-AM 24	KWRM-AM 28	KXGE-FM 228	KXTE-FM 41	KYNG-FM 5	KZKS-FM 257
KTKR-AM 30	KTSO-FM 65	KULL-FM 229	KVKI-FM 131	KWCO-FM 53	KWRP-FM 28	KXGF-AM 280	KXTK-AM 169	KYNO-AM 68	KZKX-FM 172
KTKT-AM 63	KTSR-FM 230	KUMU-AM 62	KVLI-FM 87	KWDB-AM 14	KWRT-FM 249	KXGL-FM 191	KXTM-FM 134	KYOK-AM 7	KZKZ-FM 173
KTKY-FM 134	KTST-FM 53	KUMU-FM 62	KVLO-FM 85	KWDF-AM 212	KWRU-AM 68	KXHT-FM 47	KXTN-FM 30	KYOR-FM 159	KZLA-FM 2
KTKZ-AM 27	KTTA-FM 27	KUNA-FM 159	KVLY-FM 64	KWEB-AM 227	KWRW-FM 146	KXIC-AM 206	KXTN-AM 30	KYOS-AM 192	KZLG-FM 212
KTLI-FM 93	KTTB-FM 16	KUNO-AM 134	KVMI-FM 215	KWED-AM 30	KWSL-AM 255	KXJM-FM 24	KXTO-AM 128	KYOT-FM 15	KZLK-FM 264
KTLK-AM 24	KTTP-AM 212	KUNX-AM 114	KVMX-FM 24	KWEI-FM 121	KWSR-FM 169	KXKC-FM 98	KXTP-AM 220	KYPA-AM 2	KZLT-FM 273
KTLR-AM 53	KTTS-FM 144	KUOA-AM 150	KVNA-AM 157	KWEL-AM 185	KWSZ-FM 202	KXKL-FM 22	KXTQ-FM 179	KYPT-FM 14	KZLZ-FM 63
KTLT-FM 248	KTXX-FM 230	KUOL-AM 42	KVNA-FM 157	KWEN-FM 65	KWTO-AM 144	KXKS-FM 131	KXTR-AM 29	KYQQ-FM 93	KZMG-FM 121
KTLU-AM 146	KTUC-AM 63	KUPD-FM 15	KVNI-AM 94	KWFM-FM 63	KWTO-FM 144	KXKS-AM 71	KXTS-FM 112	KYSM-AM 260	KZMP-FM 5
KTLV-AM 53	KTUI-AM 19	KUPL-FM 24	KVNR-AM 2	KWFR-FM 269	KWTX-AM 194	KXKT-FM 74	KXTZ-FM 169	KYSM-FM 260	KZMP-AM 5
KTME-AM 202	KTUI-FM 19	KUPL-AM 24	KVOC-AM 283	KWFS-FM 248	KWTX-FM 194	KXKZ-FM 244	KXUS-FM 144	KYSR-FM 2	KZMR-FM 75
KTMG-AM 22	KTUX-FM 131	KURB-FM 85	KVOI-AM 63	KWFS-AM 248	KWVE-FM 2	KXL-AM 24	KXXM-FM 30	KYST-AM 7	KZMZ-FM 212
KTMM-AM 257	KTUZ-FM 53	KURL-AM 252	KVOL-AM 98	KWG-AM 89	KWWJ-AM 7	KXLI-AM 94	KXXO-FM 14	KYTC-FM 277	KZNE-AM 230
KTMS-AM 199	KTWO-AM 283	KURM-AM 150	KVON-AM 4	KWGL-FM 257	KWWK-FM 227	KXLM-FM 114	KXXR-FM 16	KYW-AM 6	KZNM-FM 71
KTMT-AM 208	KTWV-FM 2	KURQ-FM 169	KVOO-FM 65	KWHL-FM 175	KWWR-FM 249	KXLP-FM 260	KXXS-FM 42	KYWL-FM 94	KZNS-AM 32
KTMT-FM 208	KTXC-FM 185	KURR-FM 32	KVOR-AM 96	KWHN-AM 173	KWWV-FM 169	KXLQ-AM 91	KXXY-FM 53	KYXE-AM 193	KZOK-FM 14
KTND-FM 42	KTXN-FM 134	KURS-AM 17	KVOX-AM 215	KWIC-FM 187	KWXD-FM 231	KXLT-FM 121	KXYZ-AM 7	KYXY-FM 17	KZOL-FM 68
KTNO-AM 5	KTXO-FM 253	KURV-AM 64	KVOX-FM 215	KWIN-FM 89	KWXY-AM 159	KXLY-AM 94	KXZZ-AM 213	KYYA-FM 252	KZON-FM 15
KTNQ-AM 2	KTXR-FM 144	KUSJ-FM 154	KVOZ-AM 214	KWIP-AM 24	KWXY-FM 159	KXLY-FM 94	KYAA-AM 75	KYYI-FM 248	KZOO-AM 62
KTNZ-AM 191	KTXY-FM 249	KUST-FM 7	KVPA-FM 64	KWIZ-FM 2	KWYD-AM 96	KXME-FM 62	KYAK-AM 193	KYYK-FM 146	KZOZ-FM 169
KTOB-AM 112	KTXZ-AM 42	KUTI-AM 193	KVRD-FM 157	KWJJ-FM 24	KWYL-FM 128	KXMG-FM 42	KYBA-FM 227	KYYY-FM 29	KZPK-FM 219
KTOD-AM 85	KTYD-FM 199	KUTY-AM 2	KVRP-AM 229	KWJL-AM 2	KWYY-FM 283	KXMR-AM 272	KYBC-AM 157	KYYY-FM 272	KZPO-FM 108
KTOE-AM 260	KTYL-FM 146	KUUL-FM 137	KVRP-FM 229	KWJM-FM 244	KWYZ-AM 14	KXMX-AM 2	KYBR-FM 235	KYYS-AM 146	KZPS-FM 5
KTOK-AM 53	KTYM-AM 2	KUUU-FM 32	KVRW-FM 265	KWJZ-FM 14	KXAC-FM 260	KXNA-FM 150	KYCA-AM 157	KYZX-FM 96	KZPT-FM 63
KTOM-AM 75	KTZN-AM 175	KUYL-AM 89	KVSF-AM 235	KWKC-AM 229	KXAM-AM 15	KXNO-AM 91	KYCK-FM 273	KYZZ-FM 269	KZQQ-AM 229
KTOM-FM 75	KTZO-FM 71	KUYO-AM 283	KVSN-AM 14	KWKD-FM 32	KXAZ-FM 157	KXNT-AM 41	KYCR-AM 16	KZAP-FM 198	KZRA-AM 150
KTON-AM 154	KTZR-AM 63	KUZZ-FM 87	KVSP-AM 53	KWKH-AM 131	KXBL-FM 65	KXOA-FM 27	KYCW-AM 14	KZAR-AM 150	KZRB-FM 253

Table 5
Station Calls to Market Rank

KZRK-AM..... 191	WABJ-AM..... 81	WAGH-FM..... 178	WAMM-AM..... 224	WASH-FM..... 8	WAZS-AM..... 88	WBDR-FM..... 267	WBKH-AM..... 216	WBQW-FM..... 163	WBVN-FM..... 226
KZRK-FM..... 191	WABK-FM..... 258	WAGI-FM..... 59	WAMN-AM..... 266	WASJ-FM..... 239	WAZU-FM..... 35	WBDX-FM..... 104	WBKI-FM..... 58	WBRB-FM..... 195	WBVP-AM..... 23
KZRQ-FM..... 144	WABN-AM..... 100	WAGR-AM..... 126	WAMO-AM..... 23	WASK-AM..... 233	WAZX-AM..... 11	WBDY-AM..... 266	WBKK-FM..... 61	WBRD-AM..... 80	WBVR-FM..... 205
KZRR-FM..... 71	WABQ-AM..... 25	WAHI-AM..... 72	WAMO-FM..... 23	WASK-FM..... 233	WAZX-FM..... 11	WBEA-FM..... 171	WBKS-FM..... 151	WBRF-FM..... 43	WBVS-FM..... 3
KZRV-FM..... 252	WABS-AM..... 8	WAHL-FM..... 9	WAMR-AM..... 80	WASN-AM..... 107	WAZY-FM..... 233	WBEB-FM..... 6	WBKV-AM..... 33	WBRG-AM..... 110	WBVX-FM..... 103
KZRZ-FM..... 244	WABT-FM..... 61	WAHR-FM..... 117	WAMR-FM..... 12	WASO-AM..... 44	WAZZ-AM..... 126	WBEE-AM..... 3	WBKY-FM..... 97	WBRI-AM..... 40	WBWI-FM..... 33
KZSA-FM..... 27	WABX-FM..... 155	WAHT-AM..... 59	WAMS-AM..... 76	WASP-AM..... 23	WBAB-FM..... 18	WBEE-FM..... 54	WBLA-AM..... 126	WBRJ-AM..... 236	WBWL-AM..... 52
KZSF-AM..... 31	WACA-AM..... 8	WAIB-FM..... 162	WAMV-AM..... 110	WATB-AM..... 11	WBAC-AM..... 104	WBEJ-AM..... 100	WBLB-AM..... 218	WBRQ-FM..... 13	WBWN-FM..... 234
KZSJ-AM..... 31	WACC-AM..... 12	WAIM-AM..... 59	WAMX-FM..... 151	WATD-FM..... 9	WBAE-AM..... 163	WBEN-AM..... 50	WBLC-AM..... 72	WBRM-FM..... 9	WBWR-FM..... 110
KZSN-FM..... 93	WACE-AM..... 82	WAIT-AM..... 3	WAMY-AM..... 184	WATJ-AM..... 25	WBAG-AM..... 43	WBES-AM..... 174	WBLF-AM..... 245	WBRU-FM..... 34	WBWT-FM..... 162
KZSP-FM..... 64	WACF-FM..... 197	WAJD-AM..... 86	WAMZ-FM..... 55	WATN-AM..... 267	WBAL-AM..... 20	WBET-AM..... 9	WBLI-FM..... 18	WBRV-AM..... 156	WBWZ-FM..... 160
KZSR-FM..... 255	WACK-AM..... 54	WAJF-AM..... 117	WANG-AM..... 84	WATO-AM..... 72	WBAM-FM..... 147	WBEG-FM..... 149	WBLK-FM..... 50	WBRV-AM..... 156	WBXZ-FM..... 243
KZST-FM..... 112	WACL-FM..... 263	WAJI-FM..... 102	WANG-FM..... 84	WATQ-FM..... 240	WBAP-AM..... 5	WBFA-FM..... 178	WBLM-FM..... 163	WBRW-FM..... 218	WBXE-FM..... 271
KZTA-FM..... 193	WACM-AM..... 82	WAJR-AM..... 195	WANR-AM..... 107	WATS-AM..... 176	WBAR-AM..... 101	WBFB-FM..... 211	WBLO-FM..... 55	WBRX-FM..... 251	WBXQ-FM..... 251
KZTB-FM..... 193	WACO-FM..... 194	WAJR-FM..... 195	WANS-AM..... 59	WATV-AM..... 57	WBAV-FM..... 37	WBFJ-AM..... 43	WBLR-AM..... 90	WBSL-AM..... 135	WBXR-AM..... 117
KZTR-FM..... 230	WACR-AM..... 254	WAJV-FM..... 254	WANT-FM..... 45	WATX-AM..... 271	WBAX-AM..... 67	WBFM-FM..... 262	WBLS-FM..... 1	WBSM-AM..... 170	WBXX-FM..... 250
KZTS-AM..... 193	WACR-FM..... 254	WAJY-FM..... 109	WAOA-AM..... 99	WAUG-AM..... 46	WBAZ-FM..... 18	WBFX-FM..... 66	WBLT-AM..... 110	WBSR-AM..... 125	WBXY-FM..... 86
KZTU-AM..... 143	WACT-AM..... 222	WAJZ-FM..... 61	WAOA-FM..... 99	WAUK-AM..... 33	WBBB-FM..... 46	WBGA-FM..... 282	WBLX-FM..... 92	WBSX-FM..... 67	WBYA-FM..... 211
KZUE-AM..... 53	WACV-AM..... 147	WAKB-FM..... 109	WAOA-FM..... 99	WAUN-FM..... 186	WBBB-FM..... 46	WBGB-FM..... 52	WBMD-AM..... 20	WBT-AM..... 37	WBYB-FM..... 190
KZWA-FM..... 213	WADB-AM..... 51	WAKE-AM..... 3	WAOA-FM..... 99	WAVA-FM..... 8	WBBB-FM..... 46	WBGF-FM..... 48	WBMJ-AM..... 13	WBT-FM..... 37	WBYC-FM..... 190
KZXR-AM..... 209	WADC-AM..... 236	WAKM-AM..... 45	WAOA-FM..... 99	WAVC-FM..... 190	WBBB-FM..... 46	WBGG-FM..... 12	WBML-AM..... 153	WBTA-AM..... 54	WBYE-AM..... 57
KZZB-AM..... 132	WADK-AM..... 34	WAKR-AM..... 73	WAOA-FM..... 99	WAVF-FM..... 88	WBBB-FM..... 46	WBGG-FM..... 23	WBMQ-AM..... 158	WBTB-AM..... 84	WBYL-FM..... 256
KZZE-FM..... 208	WADK-FM..... 34	WAKS-FM..... 25	WAOA-FM..... 99	WAVG-AM..... 55	WBBB-FM..... 46	WBGJ-FM..... 79	WBMW-FM..... 171	WBTF-FM..... 103	WBYM-AM..... 38
KZZI-FM..... 264	WADM-AM..... 102	WAKU-FM..... 162	WAOA-FM..... 99	WAVH-FM..... 92	WBBB-FM..... 46	WBGK-FM..... 156	WBMX-FM..... 9	WBTG-FM..... 242	WBYN-FM..... 133
KZZM-FM..... 209	WADO-AM..... 1	WAKV-AM..... 180	WAOA-FM..... 99	WAVN-AM..... 47	WBBB-FM..... 46	WBGN-AM..... 205	WBNJ-FM..... 139	WBTG-AM..... 242	WBYR-FM..... 102
KZZO-FM..... 27	WADR-AM..... 156	WAKW-FM..... 26	WAOA-FM..... 99	WAVO-AM..... 37	WBBB-FM..... 46	WBBM-AM..... 3	WBNL-AM..... 155	WBTJ-FM..... 56	WBYT-FM..... 168
KZZP-FM..... 15	WADS-AM..... 118	WAKX-FM..... 34	WAOA-FM..... 99	WAVP-AM..... 274	WBBB-FM..... 46	WBBM-FM..... 3	WBNQ-FM..... 234	WBTM-AM..... 56	WBYU-AM..... 44
KZZQ-FM..... 91	WADV-AM..... 78	WAKZ-FM..... 107	WAOA-FM..... 99	WAVR-FM..... 176	WBBB-FM..... 46	WBBN-FM..... 216	WBNR-AM..... 160	WBTO-AM..... 197	WBYV-AM..... 120
KZZT-FM..... 249	WAEB-AM..... 69	WALC-FM..... 88	WAOA-FM..... 99	WAVS-AM..... 12	WBBB-FM..... 46	WBBO-FM..... 51	WBNS-AM..... 35	WBTR-FM..... 11	WBZ-AM..... 9
KZZU-FM..... 94	WAEB-FM..... 69	WALE-AM..... 34	WAOA-FM..... 99	WAVV-FM..... 70	WBBB-FM..... 46	WBBP-AM..... 47	WBNS-FM..... 35	WBTS-FM..... 11	WBZA-FM..... 54
NEW-AM..... 252	WAEC-AM..... 11	WALG-AM..... 259	WAOA-FM..... 99	WAVW-FM..... 115	WBBB-FM..... 46	WBBQ-FM..... 109	WBNV-FM..... 232	WBTT-FM..... 70	WBZB-AM..... 46
NEW-FM..... 97	WAEG-FM..... 109	WALK-AM..... 18	WAOA-FM..... 99	WAVX-AM..... 105	WBBB-FM..... 46	WBBR-AM..... 1	WBNW-AM..... 9	WBTU-FM..... 102	WBZD-FM..... 256
WAAA-AM..... 43	WAEL-FM..... 13	WALK-FM..... 18	WAOA-FM..... 99	WAWZ-FM..... 36	WBBB-FM..... 46	WBBB-FM..... 46	WBNZ-FM..... 190	WBTX-AM..... 263	WBZE-FM..... 162
WAAF-FM..... 9	WAEL-AM..... 13	WALL-AM..... 148	WAOA-FM..... 99	WAXE-AM..... 115	WBBB-FM..... 46	WBBT-FM..... 56	WBOB-AM..... 26	WBTZ-FM..... 138	WBZF-FM..... 204
WAAI-FM..... 149	WAEV-FM..... 158	WALO-AM..... 13	WAOA-FM..... 99	WAXI-FM..... 197	WBBB-FM..... 46	WBBW-AM..... 107	WBOK-AM..... 44	WBUB-FM..... 92	WBZH-FM..... 67
WAAK-AM..... 37	WAEY-AM..... 266	WALR-FM..... 11	WAOA-FM..... 99	WAXQ-FM..... 1	WBBB-FM..... 46	WBBY-FM..... 21	WBON-FM..... 72	WBUD-AM..... 140	WBZI-AM..... 58
WAAL-FM..... 176	WAEZ-FM..... 100	WALR-AM..... 11	WAOA-FM..... 99	WAXS-FM..... 278	WBBB-FM..... 46	WBCA-AM..... 92	WBOP-FM..... 263	WBUF-FM..... 50	WBZJ-FM..... 67
WAAM-AM..... 145	WAF-AM..... 48	WALT-AM..... 281	WAOA-FM..... 99	WAXX-FM..... 240	WBBB-FM..... 46	WBCB-AM..... 6	WBOQ-FM..... 9	WBUG-AM..... 61	WBZK-AM..... 37
WAAT-AM..... 67	WAF-AM..... 48	WALV-FM..... 104	WAOA-FM..... 99	WAXY-AM..... 12	WBBB-FM..... 46	WBCF-AM..... 242	WBOS-FM..... 9	WBUG-FM..... 61	WBZN-FM..... 211
WAAV-AM..... 177	WAFM-FM..... 184	WALY-FM..... 251	WAOA-FM..... 99	WAXZ-FM..... 26	WBBB-FM..... 46	WBCI-FM..... 163	WBOT-FM..... 9	WBUK-FM..... 237	WBZO-FM..... 18
WAAZ-FM..... 217	WAFX-FM..... 38	WAMA-AM..... 21	WAOA-FM..... 99	WAYE-AM..... 57	WBBB-FM..... 46	WBCK-AM..... 250	WBIP-AM..... 184	WBOW-AM..... 197	WBZQ-AM..... 102
WABA-AM..... 13	WAFY-FM..... 203	WAMB-AM..... 45	WAOA-FM..... 99	WAYS-FM..... 153	WBBB-FM..... 46	WBCM-FM..... 190	WBIP-FM..... 184	WBOZ-FM..... 45	WBUS-FM..... 245
WABB-AM..... 92	WAFZ-FM..... 70	WAMB-FM..... 45	WAOA-FM..... 99	WAYV-FM..... 139	WBBB-FM..... 46	WBCN-FM..... 9	WBIS-AM..... 20	WBPM-FM..... 160	WBUT-AM..... 23
WABB-FM..... 92	WAFZ-AM..... 70	WAMD-AM..... 20	WAOA-FM..... 99	WAYZ-FM..... 240	WBBB-FM..... 46	WBCP-AM..... 210	WBIX-AM..... 9	WBPS-FM..... 8	WBUZ-FM..... 45
WABC-AM..... 1	WAGE-AM..... 8	WAMF-AM..... 79	WAOA-FM..... 99	WAYZ-FM..... 167	WBBB-FM..... 46	WBCR-AM..... 72	WBIZ-FM..... 240	WBPS-AM..... 9	WBVA-AM..... 38
WABF-AM..... 92	WAGF-AM..... 188	WAMG-AM..... 9	WAOA-FM..... 99	WAZL-AM..... 67	WBBB-FM..... 46	WBCT-FM..... 66	WBIZ-AM..... 240	WBPT-FM..... 57	WBVB-FM..... 151
WABH-AM..... 207	WAGF-FM..... 188	WAMJ-FM..... 11	WAOA-FM..... 99	WAZO-FM..... 177	WBBB-FM..... 46	WBCV-AM..... 100	WBIX-AM..... 33	WBQB-FM..... 165	WBVD-FM..... 99
WABI-AM..... 211	WAGG-AM..... 57	WAML-AM..... 216	WAOA-FM..... 99	WAZR-FM..... 263	WBBB-FM..... 46	WBDI-FM..... 267	WBKC-AM..... 25	WBQQ-FM..... 163	WBVI-FM..... 81

Table 5

Station Calls to Market Rank

WBZY-FM 11	WCGB-AM 13	WCLU-FM 205	WCRM-AM 70	WCZR-FM 115	WDEO-AM 145	WDNY-FM 54	WDZD-FM 177	WEGW-FM 232	WEQX-FM 61
WBZZ-FM 23	WCGC-AM 37	WCLV-FM 25	WCRN-AM 116	WCZT-FM 139	WDER-AM 189	WDOD-AM 104	WDZK-AM 49	WEGX-FM 204	WERC-AM 57
WCAA-FM 1	WCGI-AM 52	WCLV-AM 25	WCRO-AM 181	WCZX-FM 160	WDEV-FM 138	WDOD-FM 104	WDZQ-FM 261	WEHH-AM 207	WERE-AM 25
WCAD-FM 13	WCGO-AM 3	WCLX-FM 138	WCRV-AM 47	WDAB-AM 59	WDEX-AM 37	WDOH-FM 237	WDZY-AM 56	WEHM-FM 18	WERO-FM 84
WCAO-AM 20	WCGQ-FM 178	WCLY-AM 46	WCRY-AM 46	WDAC-FM 113	WDEZ-FM 164	WDOK-FM 25	WDZZ-FM 124	WEIB-FM 82	WERO-FM 20
WCAP-AM 9	WCGR-AM 54	WCLZ-FM 163	WCRZ-FM 124	WDAE-AM 21	WDFN-AM 10	WDOV-AM 76	WEAC-AM 59	WEIM-AM 9	WERR-FM 13
WCAR-AM 10	WCGW-AM 103	WCMA-FM 13	WCSJ-AM 3	WDAF-AM 29	WDGG-FM 151	WDOX-FM 139	WEAE-AM 23	WEJL-AM 67	WERV-FM 3
WCAT-FM 78	WCHA-AM 167	WCMC-AM 139	WCSL-AM 37	WDAL-FM 166	WDGL-FM 83	WDPC-AM 11	WEAL-AM 43	WEJT-FM 261	WERX-FM 243
WCAW-AM 174	WCHB-AM 10	WCME-FM 258	WCSM-FM 237	WDAI-FM 178	WDGM-FM 222	WDPN-AM 127	WEAM-AM 178	WEJZ-FM 52	WERZ-FM 120
WCBA-AM 207	WCHE-AM 6	WCMF-FM 54	WCSN-AM 3	WDAO-AM 58	WDGY-AM 16	WDPT-FM 58	WEAQ-AM 240	WEKL-FM 109	WESC-FM 59
WCBA-FM 207	WCHH-FM 37	WCMG-FM 204	WCSN-FM 92	WDAQ-FM 196	WDHA-FM 111	WDQX-FM 142	WEAS-FM 158	WEKO-AM 13	WESE-FM 184
WCBG-AM 167	WCHK-AM 11	WCMI-AM 151	WCSS-AM 61	WDAR-FM 204	WDHT-FM 58	WDQZ-FM 234	WEAT-FM 48	WEKY-AM 103	WESL-AM 19
WCBH-FM 197	WCHL-AM 46	WCMN-AM 13	WCSX-FM 10	WDAS-AM 6	WDIA-AM 47	WDRC-AM 49	WEAV-AM 138	WEKZ-AM 97	WESP-FM 188
WCBK-FM 40	WCHP-AM 138	WCMN-FM 13	WCSZ-AM 59	WDAS-FM 6	WDID-AM 19	WDRC-AM 49	WEBB-FM 258	WEKZ-FM 97	WEST-AM 69
WCBM-AM 20	WCHR-FM 51	WCMQ-FM 12	WCTB-FM 258	WDAY-AM 215	WDIN-FM 13	WDRD-AM 55	WEBC-AM 220	WELB-AM 188	WESX-AM 9
WCBR-AM 103	WCHS-AM 174	WCMR-FM 184	WCTC-AM 36	WDAY-FM 215	WDIS-AM 9	WDRF-FM 59	WEBE-FM 141	WELE-AM 95	WETB-AM 100
WCBS-FM 1	WCHV-AM 223	WCMS-FM 38	WCTK-FM 34	WDBL-AM 45	WDIZ-AM 239	WDRF-AM 59	WEBN-FM 26	WELI-AM 105	WETC-AM 46
WCBS-AM 1	WCHZ-FM 109	WCNA-FM 184	WCTL-FM 161	WDBL-FM 45	WDJA-AM 48	WDRK-FM 240	WEBO-AM 176	WELM-AM 207	WEUP-AM 117
WCBW-AM 19	WCIB-FM 182	WCNC-AM 243	WCTM-AM 58	WDBO-AM 39	WDJC-FM 57	WDRM-FM 117	WEBX-FM 210	WELO-AM 184	WEUP-FM 117
WCBY-AM 190	WCIE-AM 126	WCND-AM 55	WCTN-AM 8	WDBQ-AM 228	WDJC-AM 57	WDRQ-FM 10	WEBY-AM 125	WELP-AM 59	WEUV-AM 117
WCBZ-FM 84	WCIF-FM 99	WCNL-FM 142	WCTO-FM 69	WDBQ-FM 228	WDJR-AM 117	WDRR-FM 70	WEBZ-FM 239	WELS-AM 84	WEUZ-FM 117
WCCA-FM 177	WCIL-AM 226	WCNM-AM 268	WCTQ-FM 80	WDBR-FM 201	WDJR-FM 188	WDRV-FM 3	WEBC-FM 136	WELS-FM 84	WEVD-AM 1
WCCC-FM 49	WCIL-FM 226	WCNN-AM 11	WCTS-AM 16	WDBT-FM 122	WDJX-FM 55	WDSC-AM 204	WECK-AM 50	WELV-FM 153	WEVR-AM 16
WCCD-AM 25	WCIN-AM 26	WCNS-AM 23	WCTY-FM 171	WDBY-FM 196	WDJY-FM 86	WDSD-FM 76	WECL-FM 240	WELW-AM 25	WEVR-FM 16
WCCF-AM 70	WCIR-FM 278	WCNW-AM 26	WCTZ-AM 200	WDBZ-AM 26	WDJZ-AM 118	WDSL-AM 43	WECM-AM 125	WEMB-AM 100	WEVX-FM 210
WCCG-FM 126	WCIZ-FM 267	WCNZ-AM 70	WCUE-AM 73	WDCD-FM 61	WDKJ-AM 58	WDSM-AM 220	WEDG-FM 50	WEMG-AM 6	WEW-AM 19
WCCL-FM 181	WCJZ-FM 97	WCOA-AM 125	WCUM-AM 118	WDCG-FM 21	WDKN-AM 45	WDST-FM 160	WEDJ-FM 40	WEMG-FM 6	WEWC-AM 52
WCCM-AM 9	WCKC-FM 190	WCOC-AM 57	WCVC-AM 162	WDCG-FM 46	WDKR-FM 261	WDSY-FM 23	WEDO-AM 23	WEMM-FM 151	WEWO-AM 126
WCCN-FM 240	WCKG-FM 3	WCOD-FM 182	WCVG-AM 26	WDCI-FM 195	WDKS-FM 155	WDTF-AM 46	WEDR-FM 12	WEMP-AM 33	WEXI-FM 102
WCCO-AM 16	WCKI-AM 59	WCOG-AM 43	WCVO-FM 35	WDCT-AM 8	WDKX-FM 54	WDTJ-FM 10	WEEC-FM 58	WEMR-AM 67	WEXL-AM 10
WCCP-FM 59	WCKM-FM 61	WCOH-AM 11	WCVQ-FM 200	WDCW-AM 79	WDLB-AM 164	WDTW-FM 10	WEEF-AM 3	WEMX-FM 83	WEXS-AM 13
WCCQ-FM 3	WCKO-AM 38	WCOJ-AM 6	WCVS-FM 201	WDCX-FM 50	WDLG-AM 148	WDUF-AM 100	WEEG-FM 129	WENA-AM 13	WEXT-FM 33
WCCW-AM 190	WCKR-FM 207	WCOL-FM 35	WCVT-FM 138	WDCY-AM 11	WDLI-FM 167	WDUR-AM 46	WEEI-AM 9	WEND-FM 37	WEXY-AM 12
WCCW-FM 190	WCKT-FM 70	WCOM-FM 13	WCVU-FM 70	WDCZ-FM 54	WDLR-AM 35	WDUJ-AM 21	WEEL-FM 232	WENE-AM 176	WEYE-FM 100
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
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WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 186	WEOO-AM 78	WENG-AM 80	WEYZ-AM 161
WCDA-FM 103	WCKW-FM 44	WCOO-FM 88	WCWA-AM 81	WDCC-FM 97	WDLT-FM 92	WDUZ-AM 1			

Station Calls to Market Rank

WFAI-AM 76	WFIS-AM 59	WFPF-FM 84	WGAB-AM 155	WGH-AM 38	WGNV-AM 148	WGVA-AM 54	WHEW-AM 45	WHNE-AM 145	WHUD-FM 60
WFAM-AM 109	WFJX-FM 35	WFPG-FM 139	WGAC-AM 109	WGH-FM 38	WGNZ-AM 58	WGVC-FM 90	WHFA-AM 97	WHNN-FM 129	WHUR-FM 8
WFAN-AM 1	WFJY-AM 181	WFOX-FM 224	WGAF-AM 86	WGHB-AM 84	WGOA-AM 100	WGLV-AM 59	WHFB-FM 168	WHNP-AM 82	WHUZ-FM 241
WFAS-AM 60	WFJZ-FM 102	WFRA-AM 241	WGAI-AM 243	WGHN-AM 66	WGOH-AM 151	WGVN-AM 221	WHFM-FM 18	WHNR-AM 101	WHVN-AM 37
WFAS-FM 60	WFKP-FM 160	WFRB-AM 181	WGAN-AM 163	WGHN-FM 66	WGOA-AM 92	WGSV-FM 221	WHFS-FM 8	WHNZ-AM 21	WHVO-AM 200
WFAT-FM 180	WFKS-FM 52	WFRB-AM 181	WGAP-AM 72	WGHQ-AM 160	WGOP-AM 8	WGVU-AM 66	WHFX-FM 282	WHO-AM 91	WHVR-AM 106
WFAU-AM 258	WFKX-FM 275	WFRE-FM 203	WGAR-FM 25	WGHT-AM 1	WGOR-FM 109	WGVX-FM 16	WHGG-AM 100	WHOB-FM 189	WHVW-AM 160
WFAX-AM 8	WFLA-AM 21	WFRF-AM 162	WGAS-AM 37	WGIC-FM 271	WGOS-AM 43	WGVY-FM 16	WHGM-AM 158	WHOG-FM 95	WHWH-AM 140
WFAY-AM 126	WFLB-FM 126	WFRG-FM 156	WGAT-AM 100	WGIE-FM 195	WGOW-AM 104	WGVZ-FM 16	WHGT-AM 167	WHOH-AM 117	WHWK-FM 176
WFBC-FM 59	WFLC-FM 12	WFRN-AM 168	WGAW-AM 9	WGIG-AM 282	WGOW-FM 104	WGWD-FM 162	WHHH-FM 40	WHOK-FM 35	WHXT-FM 90
WFBE-FM 124	WFLF-AM 39	WFRN-FM 168	WGBB-AM 18	WGIN-AM 120	WGPA-AM 69	WGY-AM 61	WHHK-FM 137	WHOL-AM 69	WHYI-FM 12
WFBG-AM 251	WFLI-AM 104	WFRX-AM 226	WGBF-AM 155	WGIP-AM 120	WGPA-AM 259	WGYE-FM 195	WHHM-FM 275	WHOM-FM 163	WHYL-AM 78
WFBM-AM 79	WFLK-FM 54	WFRY-FM 267	WGBF-FM 155	WGIR-AM 189	WGPL-AM 38	WGYI-FM 241	WHHO-AM 207	WHOO-AM 39	WHYM-AM 204
WFBQ-FM 40	WFLM-FM 115	WFSF-FM 204	WGBG-FM 149	WGIR-FM 189	WGPM-FM 84	WGYL-FM 115	WHHQ-AM 100	WHOP-AM 200	WHYN-FM 82
WFBM-AM 67	WFLS-FM 165	WFSH-AM 217	WGBI-AM 67	WGIT-AM 13	WGPR-FM 10	WGYM-AM 139	WHHT-FM 205	WHOP-FM 200	WHYN-AM 82
WFBX-FM 239	WFLT-AM 124	WFSH-FM 11	WGBN-AM 23	WGIV-AM 37	WGQR-FM 126	WGYF-FM 241	WHHY-FM 147	WHOS-AM 117	WHZT-FM 59
WFBY-FM 195	WFLY-FM 61	WFSI-FM 20	WGBR-AM 46	WGKA-AM 11	WGR-AM 50	WGZB-FM 55	WHHZ-FM 86	WHOT-FM 107	WHZZ-FM 119
WFCA-FM 254	WFLZ-FM 21	WFSY-FM 239	WGBV-FM 205	WGKC-FM 210	WGRD-FM 66	WGZO-FM 158	WHIE-AM 11	WHOY-AM 13	WIAC-FM 13
WFCC-FM 182	WFMB-AM 201	WFTA-FM 184	WGBZ-FM 139	WGKS-FM 103	WGRF-FM 50	WGZS-AM 188	WHIM-AM 39	WHP-AM 78	WIAC-AM 13
WFCJ-FM 58	WFMB-FM 201	WFTD-AM 11	WGCH-AM 141	WGKX-FM 47	WGRL-FM 40	WHAG-AM 167	WHIN-AM 45	WHPA-FM 181	WIAI-FM 210
WFCV-AM 102	WFMD-AM 203	WFTH-AM 56	WGCI-AM 3	WGL-AM 102	WGRQ-FM 165	WHAJ-FM 266	WHIO-AM 58	WHPB-AM 59	WIAL-FM 240
WFD-AM 124	WFME-FM 1	WFTK-AM 46	WGCI-FM 3	WGLB-AM 33	WGRR-FM 26	WHAM-AM 54	WHIS-AM 266	WHPT-FM 21	WIBA-AM 97
WFDT-FM 13	WFMF-FM 83	WFTL-AM 12	WGCM-FM 135	WGLB-FM 33	WGRT-FM 10	WHAN-AM 56	WHJJ-AM 34	WHPY-AM 46	WIBA-FM 97
WFEA-AM 189	WFMK-FM 119	WFTN-AM 189	WGCO-AM 135	WGLD-FM 40	WGRS-FM 165	WHAP-AM 56	WHJT-FM 122	WHPZ-FM 168	WIBB-FM 153
WFEF-AM 9	WFMM-FM 216	WFTO-AM 184	WGCO-FM 158	WGLF-FM 162	WGSB-AM 43	WHAS-AM 55	WHJX-FM 52	WHQO-FM 258	WIBC-AM 40
WFFG-FM 61	WFMM-FM 122	WFTR-AM 224	WGCV-AM 56	WGLL-AM 102	WGSF-AM 47	WHAT-AM 6	WHJY-FM 34	WHQT-FM 12	WIBG-AM 139
WFFM-FM 259	WFMO-AM 126	WFTU-AM 18	WGCX-FM 125	WGLM-FM 233	WGSM-AM 18	WHAZ-AM 61	WHK-AM 25	WHQX-FM 266	WIBL-FM 55
WFFN-FM 57	WFMP-FM 16	WFTW-AM 217	WGEA-AM 188	WGLO-FM 142	WGSO-AM 44	WHB-AM 29	WHKF-FM 78	WHRB-FM 9	WIBQ-AM 80
WFFX-FM 223	WFMR-FM 33	WFUN-FM 19	WGEE-AM 186	WGLR-FM 228	WGSP-AM 37	WHBC-AM 127	WHKO-FM 58	WHRD-AM 151	WIBR-AM 83
WFFY-AM 281	WFMS-FM 40	WFUR-AM 66	WGEN-AM 137	WGLR-AM 228	WGSQ-FM 271	WHBC-FM 127	WHKR-FM 99	WHRK-FM 47	WIBS-AM 13
WFGF-FM 237	WFMT-FM 3	WFUR-FM 66	WGER-FM 129	WGLU-FM 181	WGSR-AM 52	WHBG-AM 263	WHKT-AM 38	WHRL-FM 61	WIBU-AM 97
WFGI-AM 23	WFMV-FM 90	WFVA-AM 165	WGET-AM 106	WGLX-FM 164	WGSS-FM 204	WHBK-AM 183	WHKW-AM 107	WHSC-AM 204	WIBW-AM 187
WFGO-FM 161	WFMZ-FM 243	WFVI-FM 102	WGF-AM 152	WGMD-FM 149	WGST-AM 11	WHBL-AM 262	WHKX-FM 266	WHSR-AM 12	WIBW-FM 187
WFGR-FM 66	WFNC-AM 126	WFXA-AM 109	WGFC-AM 218	WGMF-AM 207	WGSY-FM 178	WHBO-FM 106	WHLD-AM 50	WHTA-FM 11	WIBX-AM 156
WFGY-FM 251	WFNC-FM 126	WFXB-FM 20	WGFM-FM 190	WGMM-FM 207	WGTH-FM 266	WHBQ-AM 47	WHLG-FM 115	WHTB-AM 170	WICC-AM 118
WFHG-FM 100	WFNN-AM 161	WFXC-FM 46	WGFN-FM 190	WGMN-AM 110	WGTH-AM 266	WHBR-FM 236	WHLI-AM 18	WHTC-AM 66	WICH-AM 171
WFHG-AM 100	WFNO-AM 44	WFXE-FM 178	WGFP-AM 116	WGMR-FM 251	WGTK-AM 55	WHBT-AM 162	WHLM-AM 67	WHTF-FM 223	WICK-AM 67
WFHK-AM 57	WFNR-AM 218	WFXF-FM 259	WGFS-AM 11	WGMS-FM 8	WGTM-AM 166	WHBX-FM 162	WHLO-AM 73	WHTF-FM 162	WICO-AM 149
WFHM-FM 25	WFNR-FM 218	WFXH-FM 158	WGFT-AM 107	WGN-AM 3	WGTM-FM 166	WHBY-AM 136	WHLQ-FM 46	WHTG-AM 51	WICO-FM 149
WFHN-FM 170	WFNT-AM 124	WFXJ-AM 52	WGFJ-AM 45	WGNA-FM 61	WGTR-FM 166	WHBZ-FM 262	WHLS-AM 10	WHTG-FM 51	WICT-FM 107
WFHR-AM 164	WFNX-FM 9	WFXK-FM 46	WGFY-AM 37	WGNC-AM 37	WGTY-FM 106	WHCN-FM 49	WHLX-AM 10	WHTH-AM 35	WIDA-AM 13
WFIA-AM 55	WFNZ-AM 37	WFXM-FM 153	WGGC-FM 205	WGNE-FM 95	WGTY-FM 58	WHCU-AM 270	WHLY-AM 168	WHTK-AM 54	WIDG-AM 190
WFIA-FM 55	WFOB-AM 81	WFXZ-FM 177	WGGE-FM 236	WGNI-FM 177	WGUF-FM 70	WHCY-FM 247	WHLZ-FM 204	WHTQ-FM 39	WIDI-FM 13
WFID-FM 13	WFOG-AM 38	WFYR-FM 142	WGGG-AM 86	WGNN-FM 210	WGUL-AM 21	WHEB-FM 120	WHME-FM 168	WHTR-AM 61	WIDU-AM 126
WFIF-AM 118	WFOM-AM 11	WFYV-FM 52	WGGH-AM 226	WGNS-AM 45	WGUL-FM 21	WHEL-FM 11	WHMH-FM 219	WHTS-AM 137	WIFC-FM 164
WFIL-AM 6	WFOR-AM 216	WFYV-FM 67	WGGI-FM 67	WGNU-AM 19	WGUN-AM 11	WHEN-AM 79	WHMI-FM 10	WHTT-FM 50	WIFI-AM 6
WFIN-AM 81	WFOX-FM 11	WFZH-FM 33	WGGM-AM 56	WGNX-FM 115	WGUS-AM 109	WHEP-AM 92	WHMP-AM 82	WHTZ-FM 1	WIFL-FM 86
WFIR-AM 110	WFOY-AM 52	WFZX-FM 211	WGGY-FM 67	WGNV-FM 148	WGUY-FM 211	WHER-FM 216	WHMS-FM 210	WHUB-AM 271	WIGY-FM 258

Table 5
Station Calls to Market Rank

WIHN-FM 234	WIOG-FM 129	WIYY-FM 20	WJFD-FM 170	WJMO-FM 56	WJSS-AM 20	WKAT-AM 12	WKHK-FM 56	WKLX-FM 205	WKRC-AM 26
WIHT-FM 8	WIOJ-AM 52	WIZB-FM 188	WJFK-FM 8	WJMP-AM 73	WJTB-AM 25	WKAV-AM 223	WKHL-FM 141	WKLZ-FM 190	WKRD-FM 61
WIII-FM 270	WIOK-FM 26	WIZD-FM 164	WJFK-AM 20	WJMR-AM 200	WJTT-FM 104	WKAZ-FM 174	WKHQ-FM 190	WKLZ-AM 180	WKRE-AM 37
WIL-FM 3	WIOI-FM 178	WIZE-AM 58	WJFX-FM 102	WJMR-FM 33	WJTW-FM 3	WKBA-AM 110	WKHW-FM 149	WKMB-AM 111	WKRF-FM 67
WIIN-AM 122	WIOO-AM 78	WIZF-FM 26	WJGC-AM 217	WJMX-AM 204	WJUB-AM 262	WKBB-FM 254	WKHX-FM 11	WKMC-AM 251	WKRH-FM 79
WIIZ-FM 109	WIOQ-FM 6	WIZN-FM 138	WJGO-FM 70	WJMX-FM 204	WJUC-FM 81	WKBE-FM 61	WKHY-FM 233	WKMI-AM 180	WKRI-FM 155
WIKQ-FM 100	WIOT-FM 81	WIZR-AM 61	WJGR-AM 52	WJMZ-FM 59	WJVT-FM 138	WKBF-AM 137	WKHZ-AM 149	WKML-FM 126	WKRK-FM 10
WIKS-FM 84	WIOV-AM 133	WJAA-FM 55	WJHM-FM 39	WJNA-AM 48	WJWF-AM 254	WKBL-AM 47	WKIE-FM 3	WKMQ-AM 184	WKRL-FM 79
WIKX-FM 70	WIOV-FM 113	WJAD-FM 259	WJHT-FM 245	WJNC-AM 84	WJWK-AM 149	WKBN-AM 107	WKIF-FM 3	WKMQ-FM 152	WKRO-FM 95
WIKY-FM 155	WIP-AM 6	WJAE-AM 163	WJIB-AM 9	WJNE-FM 149	WJWL-AM 149	WKBO-AM 78	WKII-AM 70	WKMX-FM 188	WKRQ-FM 26
WIKZ-FM 167	WIPC-AM 101	WJAK-AM 275	WJIM-AM 119	WJNH-FM 83	WJWZ-FM 147	WKBQ-FM 47	WKIK-AM 8	WKMZ-FM 167	WKRQ-FM 43
WIL-FM 19	WIPS-AM 138	WJAS-AM 23	WJIM-FM 119	WJNI-FM 88	WJXA-FM 45	WKBR-AM 189	WKIM-AM 109	WKND-AM 49	WKRS-AM 3
WILC-AM 8	WIQB-AM 166	WJAW-FM 236	WJIV-FM 61	WJNO-AM 48	WJXB-FM 72	WKBZ-AM 221	WKIN-AM 100	WKNK-FM 205	WKRT-AM 270
WILD-AM 9	WIQR-AM 147	WJAW-AM 236	WJIZ-FM 259	WJNS-FM 122	WJXB-AM 72	WKCD-FM 171	WKIO-FM 210	WKNL-FM 171	WKRZ-FM 67
WILK-AM 67	WIRA-AM 115	WJAX-AM 52	WJJB-AM 163	WJNT-AM 122	WJXM-FM 281	WKCE-AM 72	WKIP-AM 160	WKNN-FM 135	WKSA-FM 13
WILM-AM 76	WIRD-AM 138	WJBC-AM 234	WJJB-FM 163	WJNX-AM 115	WJXN-AM 122	WKCG-FM 258	WKIF-FM 12	WKNN-AM 25	WKSB-FM 256
WILN-FM 239	WIRK-FM 48	WJBM-AM 19	WJJF-AM 34	WJNZ-AM 66	WJXN-FM 122	WKCI-FM 105	WKIT-FM 211	WKNV-AM 218	WKSC-FM 3
WILO-AM 233	WIRO-AM 151	WJBO-AM 83	WJJG-AM 3	WJOB-AM 3	WJXQ-FM 119	WKCEN-FM 178	WKIX-FM 46	WKNX-AM 129	WKSE-FM 50
WILQ-FM 256	WIRV-AM 103	WJBO-FM 163	WJJJ-FM 23	WJOC-AM 104	WJXR-FM 52	WKCO-FM 129	WKJB-AM 13	WKNZ-FM 216	WKSF-FM 183
WILS-AM 119	WIRY-AM 138	WJBR-AM 76	WJJL-AM 50	WJOD-FM 228	WJXY-FM 166	WKCT-AM 205	WKJF-AM 190	WKOA-FM 233	WKSJ-AM 92
WILT-AM 67	WISA-AM 13	WJBR-FM 76	WJJN-FM 188	WJOI-AM 38	WJYD-FM 35	WKCY-FM 263	WKJK-AM 55	WKOC-FM 38	WKSJ-AM 92
WILZ-FM 129	WISE-AM 183	WJBT-FM 52	WJJO-FM 97	WJOK-AM 136	WJYE-FM 50	WKCY-AM 263	WKJN-AM 67	WKOE-FM 139	WKSM-FM 217
WIMA-AM 237	WISM-FM 240	WJBW-AM 48	WJJS-FM 110	WJOL-AM 3	WJYI-AM 33	WKDD-FM 73	WKJS-FM 56	WKOL-FM 138	WKSP-FM 109
WIMG-AM 140	WISN-AM 33	WJBW-FM 48	WJJX-FM 110	WJON-AM 219	WJYM-AM 81	WKDE-AM 110	WKJV-AM 183	WKOI-FM 84	WKSQ-FM 211
WIMO-AM 11	WISO-AM 13	WJBX-FM 70	WJJZ-FM 6	WJOX-AM 57	WJYP-FM 174	WKDE-FM 110	WKJX-FM 243	WKOR-AM 254	WKSS-FM 49
WIMT-FM 237	WISR-AM 23	WJBZ-FM 72	WJJK-FM 122	WJOY-AM 138	WJYY-FM 189	WKDF-FM 45	WKJY-FM 18	WKOR-FM 254	WKST-FM 23
WIMX-FM 81	WIST-FM 43	WJCC-AM 12	WJKL-FM 3	WJPA-AM 23	WJYZ-AM 259	WKDL-AM 8	WKKD-AM 3	WKOS-FM 100	WKSW-FM 58
WIMZ-FM 72	WISW-AM 90	WJCD-FM 38	WJKS-FM 76	WJPA-FM 23	WJZA-FM 35	WKDM-AM 8	WKKE-AM 126	WKOX-AM 9	WKSX-FM 109
WINA-AM 223	WISY-FM 54	WJCE-AM 47	WJKX-FM 216	WJPF-AM 226	WJZD-FM 135	WKDQ-FM 155	WKKF-FM 61	WKOY-FM 266	WKSX-FM 44
WINC-AM 224	WITA-AM 72	WJCI-AM 210	WJLB-FM 10	WJPI-AM 243	WJZE-FM 81	WKDV-AM 8	WKKI-FM 237	WKPA-AM 110	WKSZ-FM 186
WINC-FM 224	WITH-AM 20	WJCL-FM 158	WJLD-AM 57	WJPL-FM 142	WJZI-FM 33	WKDY-AM 59	WKKO-FM 81	WKPE-FM 182	WKTA-AM 3
WIND-AM 3	WITK-AM 67	WJCM-AM 274	WJLG-AM 158	WJPS-FM 155	WJZJ-FM 190	WKEE-FM 151	WKKP-AM 11	WKPK-FM 190	WKTE-AM 43
WINE-AM 196	WITL-FM 119	WJCP-FM 55	WJLK-FM 51	WJPT-FM 70	WJZK-FM 35	WKEI-AM 137	WKKT-FM 37	WKPO-FM 97	WKTL-FM 33
WING-AM 58	WITS-AM 274	WJCV-AM 84	WJLM-FM 110	WJQK-FM 66	WJZM-AM 200	WKEU-AM 11	WKKV-FM 33	WKPQ-FM 207	WKTK-FM 86
WINI-AM 226	WITT-FM 254	WJCW-AM 100	WJLO-FM 125	WJRA-AM 10	WJZN-FM 47	WKEW-AM 43	WKKW-FM 195	WKPR-AM 180	WKTP-AM 100
WINK-AM 70	WIVA-FM 13	WJDA-AM 9	WJLS-FM 278	WJRE-FM 137	WJZQ-FM 190	WKEX-AM 218	WKKB-AM 232	WKPT-AM 100	WKTR-AM 223
WINK-FM 70	WIVK-FM 72	WJDJ-AM 204	WJLS-AM 278	WJRL-FM 188	WJZR-FM 54	WKEZ-AM 266	WKLX-FM 9	WKQB-FM 126	WKTU-FM 1
WINQ-FM 9	WIWS-AM 278	WJDK-FM 3	WJLT-AM 9	WJRO-AM 20	WJZV-FM 56	WKFE-AM 13	WKLC-FM 174	WKQH-FM 164	WKTW-AM 23
WINR-AM 176	WIXC-AM 99	WJDM-AM 36	WJLW-FM 186	WJRR-FM 39	WJZW-FM 8	WKFR-FM 180	WKLD-FM 57	WKQI-FM 10	WKTZ-AM 107
WINS-AM 1	WIXE-AM 37	WJDQ-FM 281	WJMA-FM 165	WJRZ-FM 51	WJZX-FM 88	WKFS-FM 26	WKLH-FM 33	WKQL-FM 52	WKUN-AM 11
WINT-FM 99	WIXK-AM 16	WJDT-FM 100	WJMG-FM 216	WJRZ-AM 51	WJZZ-FM 11	WKGB-FM 176	WKLI-FM 61	WKQQ-FM 103	WKVF-FM 47
WINW-AM 127	WIXL-AM 39	WJDV-FM 263	WJMH-FM 43	WJSA-AM 256	WKAB-FM 67	WKGL-FM 242	WKLL-FM 156	WKQW-AM 241	WKVK-FM 190
WINX-FM 149	WIXM-FM 139	WJDX-AM 122	WJMI-FM 122	WJSA-FM 256	WKAC-AM 117	WKGM-AM 38	WKLN-AM 52	WKQW-FM 241	WKVL-FM 72
WINZ-AM 109	WIXO-FM 142	WJDY-AM 149	WJMK-FM 3	WJSB-AM 217	WKAK-FM 259	WKGN-AM 72	WKLQ-FM 66	WKQX-FM 3	WKVL-AM 72
WIOA-FM 13	WIXV-FM 158	WJEJ-AM 167	WJML-AM 190	WJSE-FM 139	WKAP-AM 69	WKGR-FM 48	WKLK-FM 56	WKQY-FM 266	WKVM-AM 13
WIOB-FM 13	WIXX-FM 186	WJES-AM 109	WJMM-FM 103	WJSH-FM 44	WKAQ-FM 13	WKGS-FM 54	WKLS-FM 11	WKQZ-FM 129	WKVU-FM 156
WIOC-FM 13	WIXY-FM 210	WJES-FM 109	WJMN-FM 9	WJSM-AM 251	WKAQ-AM 13	WKHB-AM 23	WKLT-FM 190	WKRA-AM 47	WKWH-AM 40
WIOD-AM 12	WIYN-FM 176	WJET-AM 161	WJMO-AM 25	WJSM-FM 251	WKAR-AM 119	WKHI-FM 149	WKLU-FM 40	WKRA-AM 47	WKWK-FM 232

Table 5
Station Calls to Market Rank

WKWM-AM 66	WLBB-AM 11	WLIV-FM 271	WLOV-FM 104	WLVA-AM 110	WMBC-FM 254	WMGG-AM 21	WMMC-FM 197	WMSX-AM 9	WMYX-FM 33
WKWN-AM 104	WLBR-AM 78	WLJE-FM 3	WLOW-FM 158	WLVE-FM 12	WMBD-AM 142	WMGH-FM 69	WMME-FM 258	WMT-AM 206	WMYY-FM 61
WKWS-FM 174	WLBW-FM 149	WLJI-FM 90	WLPA-AM 113	WLVG-FM 18	WMBE-AM 136	WMGI-FM 197	WMMJ-FM 8	WMT-FM 206	WMZK-FM 164
WKXA-FM 81	WLCC-AM 21	WLJM-AM 237	WLPH-AM 57	WLWH-FM 158	WMBG-AM 38	WMGK-FM 6	WMMK-FM 217	WMTD-FM 278	WMZQ-FM 8
WKXB-FM 177	WLCC-AM 21	WLJY-FM 164	WLPR-AM 92	WLWJ-AM 48	WMBH-AM 231	WMGL-FM 88	WMMM-FM 97	WMTI-AM 13	WNAH-AM 45
WKXC-FM 109	WLCK-AM 205	WLJZ-FM 190	WLPW-FM 138	WLVL-AM 50	WMBM-AM 12	WMGM-FM 139	WMMN-AM 195	WMTM-FM 259	WNAK-AM 67
WKXD-FM 271	WLCL-AM 54	WLKC-FM 138	WLOH-AM 86	WLWQ-FM 35	WMBN-AM 190	WMGN-FM 97	WMMO-FM 39	WMTR-FM 81	WNAK-AM 136
WKXI-AM 122	WLCL-AM 119	WLKF-AM 101	WLQK-FM 271	WLWU-AM 21	WMBS-AM 23	WMGO-AM 122	WMMQ-FM 119	WMTR-AM 111	WNAM-AM 6
WKXI-FM 122	WLCL-AM 119	WLKF-AM 101	WLQK-FM 271	WLWU-AM 21	WMBS-AM 23	WMGO-AM 122	WMMQ-FM 119	WMTR-AM 111	WNAM-AM 6
WKXJ-FM 104	WLCS-FM 221	WLKT-FM 103	WLQK-FM 271	WLWU-AM 21	WMBS-AM 23	WMGO-AM 122	WMMQ-FM 119	WMTR-AM 111	WNAM-AM 6
WKXL-AM 189	WLDE-FM 102	WLKW-AM 34	WLQV-AM 10	WLWV-AM 92	WMBZ-FM 47	WMGQ-FM 36	WMMV-AM 99	WMTW-AM 163	WNAU-AM 184
WKXO-AM 103	WLDI-FM 48	WLKX-FM 16	WLQY-AM 12	WLWV-AM 92	WMBZ-FM 47	WMGQ-FM 36	WMMV-AM 99	WMTW-AM 163	WNAU-AM 184
WKXR-AM 43	WLDR-AM 190	WLLD-FM 21	WLRO-FM 103	WLWI-AM 147	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKXS-FM 177	WLDR-AM 190	WLLF-FM 107	WLRP-AM 13	WLWI-FM 147	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKXU-FM 46	WLEA-AM 207	WLLG-FM 156	WLRO-FM 103	WLWI-FM 147	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKXV-AM 72	WLEE-AM 56	WLLH-AM 9	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKXW-AM 139	WLEO-AM 13	WLLI-FM 3	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKXW-FM 36	WLER-FM 23	WLLJ-FM 104	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKY-AM 53	WLEV-FM 69	WLLM-AM 110	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKYE-FM 181	WLEY-FM 3	WLLM-AM 201	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKYG-AM 236	WLEY-FM 3	WLLM-AM 201	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKYL-FM 103	WLEZ-FM 197	WLLR-AM 137	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKYS-FM 8	WLEZ-FM 197	WLLR-AM 137	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKZB-FM 281	WLEZ-FM 197	WLLR-AM 137	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKZI-AM 197	WLEZ-FM 197	WLLR-AM 137	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKZJ-FM 178	WLFJ-AM 59	WLMC-AM 166	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKZK-AM 109	WLFJ-AM 59	WLMC-AM 166	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKZL-FM 43	WLFJ-AM 59	WLMC-AM 166	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKZN-FM 44	WLFJ-AM 59	WLMC-AM 166	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKZO-AM 180	WLFJ-AM 59	WLMC-AM 166	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKZQ-FM 166	WLFJ-AM 59	WLMC-AM 166	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKZU-FM 184	WLFJ-AM 59	WLMC-AM 166	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKZV-AM 23	WLFJ-AM 59	WLMC-AM 166	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKZW-FM 216	WLFJ-AM 59	WLMC-AM 166	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKZX-FM 72	WLFJ-AM 59	WLMC-AM 166	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WKZY-FM 86	WLFJ-AM 59	WLMC-AM 166	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WLAC-AM 45	WLHR-FM 239	WLOB-AM 258	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WLAD-AM 196	WLHR-FM 239	WLOB-AM 258	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WLAM-AM 268	WLHR-FM 239	WLOB-AM 258	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WLAN-AM 113	WLHR-FM 239	WLOB-AM 258	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WLAN-FM 113	WLHR-FM 239	WLOB-AM 258	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WLAP-AM 103	WLHR-FM 239	WLOB-AM 258	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WLAS-AM 233	WLHR-FM 239	WLOB-AM 258	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WLAT-AM 49	WLHR-FM 239	WLOB-AM 258	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WLAV-FM 66	WLHR-FM 239	WLOB-AM 258	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WLAY-AM 242	WLHR-FM 239	WLOB-AM 258	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WLAY-FM 242	WLHR-FM 239	WLOB-AM 258	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20
WLBA-AM 11	WLHR-FM 239	WLOB-AM 258	WLRS-FM 55	WLX-AM 1	WMC-AM 47	WMGR-FM 110	WMMW-AM 49	WMTX-FM 21	WNAV-AM 20

Station Calls to Market Rank

WNGZ-FM 207	WNPL-FM 45	WNYG-AM 18	WOGR-AM 37	WOOF-FM 188	WPAT-AM 1	WPGS-AM 99	WPOS-FM 81	WPYX-FM 61	WQJZ-FM 149
WNHI-FM 189	WNPQ-FM 127	WNYQ-FM 61	WOGT-FM 104	WOOM-AM 47	WPAT-FM 1	WPGU-FM 210	WPOW-FM 12	WPZE-FM 11	WQKL-FM 181
WNHT-FM 102	WNPT-FM 222	WNYR-FM 54	WOGY-AM 67	WOON-AM 34	WPAY-AM 151	WPHB-AM 245	WPPC-AM 13	WPZX-FM 67	WQK-L-FM 145
WNHW-FM 243	WNPV-AM 6	WNZK-AM 10	WOIC-AM 90	WOOW-AM 84	WPAY-FM 151	WPHD-FM 207	WPPY-FM 142	WPZZ-FM 40	WQKR-AM 45
WNIC-FM 10	WNQM-AM 45	WNZZ-AM 147	WOIR-AM 12	WOOZ-FM 226	WPAZ-AM 6	WPHE-AM 6	WPRA-AM 13	WQAH-AM 117	WQKS-FM 147
WNIK-FM 13	WNRI-AM 34	WOAB-FM 188	WOJG-FM 275	WOPI-AM 100	WPBC-AM 11	WPHI-FM 6	WPRB-FM 140	WQAH-FM 117	WQLD-FM 147
WNIL-AM 168	WNRQ-FM 45	WOAD-AM 122	WOJO-FM 3	WOQI-AM 13	WPBG-FM 142	WPHM-AM 10	WPRD-AM 39	WQAL-FM 25	WQLF-FM 228
WNIO-AM 107	WNRS-AM 156	WOAI-AM 30	WOJZ-FM 245	WOR-AM 1	WPBH-FM 239	WPHR-FM 79	WPRJ-FM 129	WQAM-AM 12	WQLH-FM 186
WNIR-FM 73	WNRT-FM 13	WOAM-AM 142	WOKB-AM 39	WORA-AM 13	WPBI-AM 48	WPHT-AM 6	WPRM-FM 13	WQAR-FM 61	WQLL-FM 189
WNIS-AM 38	WNRV-AM 110	WOAY-AM 278	WOKI-FM 72	WORC-AM 116	WPBQ-AM 122	WPHY-FM 120	WPRO-AM 34	WQBA-AM 12	WQLR-FM 180
WNIV-AM 11	WNSA-FM 50	WOBB-FM 259	WOKK-FM 281	WORC-FM 116	WPBR-AM 48	WPHY-AM 140	WPRO-FM 34	WQBB-AM 72	WQLS-AM 188
WNJC-AM 6	WNSG-AM 45	WOBG-AM 195	WOKN-FM 207	WORD-AM 59	WPBS-AM 11	WPIC-AM 107	WPRP-AM 13	WQBE-FM 174	WQLT-FM 242
WNKI-FM 207	WNSH-AM 9	WOBG-FM 195	WOKO-FM 138	WORD-FM 23	WPBZ-FM 48	WPIE-AM 270	WPRR-FM 251	WQBH-AM 10	WQLV-FM 78
WNKO-FM 35	WNSL-FM 216	WOBL-AM 25	WOKQ-FM 120	WORL-AM 39	WPCE-AM 38	WPIN-AM 218	WPRS-AM 197	WQBJ-FM 61	WQLZ-FM 201
WNKR-FM 26	WNSN-FM 168	WOBM-AM 51	WOKS-AM 178	WORO-FM 13	WPCF-AM 239	WPIP-AM 43	WPRU-FM 13	WQBK-FM 61	WQMF-FM 55
WNKS-FM 37	WNSP-FM 92	WOBM-FM 51	WOKT-AM 151	WORV-AM 216	WPCH-FM 11	WPIT-AM 23	WPRW-FM 109	WQBN-AM 21	WQMG-FM 43
WNKT-FM 88	WNSR-AM 45	WOBR-FM 243	WOKU-AM 174	WOSC-FM 149	WPCI-AM 59	WPJL-AM 46	WPRX-AM 49	WQBR-FM 256	WQMJ-FM 153
WNLC-FM 171	WNSS-AM 79	WOBS-AM 52	WOKV-AM 52	WOSH-AM 136	WPCK-FM 136	WPJM-AM 59	WPSE-AM 161	WQBS-AM 13	WQMR-FM 149
WNLK-AM 141	WNST-AM 20	WOBX-AM 243	WOKX-AM 43	WOSM-FM 135	WPCM-AM 43	WPJO-FM 100	WPSK-FM 218	WQBT-FM 158	WQMX-FM 73
WNLN-AM 162	WNSW-AM 1	WOBX-FM 243	WOKY-AM 33	WOSN-FM 115	WPCV-FM 101	WPJS-AM 166	WPSL-AM 115	WQBZ-FM 153	WQMZ-FM 223
WNLT-FM 26	WNSX-FM 211	WOC-AM 137	WOL-AM 8	WOSO-AM 13	WPDC-AM 113	WPJX-AM 3	WPSO-AM 21	WQCB-FM 211	WQNO-FM 183
WNMA-AM 12	WNSY-FM 11	WOCA-AM 86	WOLB-AM 20	WOSQ-FM 164	WPDH-FM 160	WPKF-FM 160	WPSP-AM 48	WQCD-FM 1	WQNS-FM 183
WNMB-AM 166	WNTA-AM 152	WOCC-AM 55	WOLC-FM 149	WOTO-FM 47	WPDR-AM 97	WPKL-FM 23	WPST-FM 140	WQCH-AM 104	WQNT-AM 88
WNMX-FM 37	WNTD-AM 3	WOCL-FM 39	WOLF-AM 79	WOTR-FM 195	WPDT-FM 204	WPKR-FM 136	WPTE-FM 38	WQCK-FM 83	WQNY-FM 270
WNND-FM 3	WNTF-AM 39	WOCM-FM 149	WOLF-FM 79	WOTS-AM 39	WPDX-AM 195	WPKX-FM 82	WPTF-AM 46	WQCM-FM 167	WQOK-FM 46
WNGG-AM 153	WNTJ-AM 181	WOCN-AM 12	WOLI-FM 59	WOTT-FM 267	WPDX-FM 195	WPLA-FM 52	WPTI-FM 55	WQCR-AM 57	WQOL-FM 115
WNNH-FM 189	WNTM-AM 92	WOCN-FM 182	WOLL-FM 48	WOTW-AM 189	WPEG-FM 37	WPLC-AM 8	WPTN-AM 271	WQDR-FM 46	WQPM-AM 16
WNNJ-FM 247	WNTN-AM 9	WOCQ-FM 149	WOLS-AM 204	WOTX-FM 189	WPEK-AM 183	WPLJ-FM 1	WPTP-FM 6	WQEM-FM 57	WQPO-FM 263
WNNJ-AM 247	WNTQ-FM 79	WODB-FM 35	WOLT-FM 59	WOUF-FM 190	WPEO-AM 142	WPLM-AM 9	WPTQ-FM 205	WQEN-FM 57	WQQB-FM 210
WNNK-FM 78	WNTS-AM 40	WODE-FM 69	WOLX-FM 97	WOUR-FM 156	WPEO-AM 142	WPLM-FM 9	WPTR-AM 61	WQEW-AM 1	WQQK-FM 45
WNNL-FM 46	WNTY-AM 49	WODI-AM 110	WOLY-AM 250	WOVK-FM 232	WPEP-AM 34	WPLO-AM 11	WPTS-FM 23	WQFL-FM 152	WQQL-FM 201
WNNO-FM 97	WNUA-FM 3	WODJ-FM 66	WOLZ-FM 70	WOVO-FM 205	WPET-AM 43	WPLR-FM 105	WPTT-AM 23	WQFM-FM 67	WQQQ-FM 49
WNNN-FM 201	WNUQ-FM 259	WODL-FM 57	WOMC-FM 10	WOWE-FM 124	WPEZ-FM 153	WPLX-AM 47	WPTW-AM 58	WQFN-FM 67	WQRB-FM 240
WNNW-AM 9	WNUQ-FM 259	WODS-FM 9	WOMG-FM 90	WOWI-FM 38	WPFB-AM 58	WPLY-FM 6	WPUL-AM 95	WQFX-AM 135	WQRC-FM 182
WNNX-FM 11	WNUY-FM 236	WODT-AM 44	WOMP-AM 232	WOWO-AM 102	WPFB-FM 58	WPMH-AM 38	WPUR-FM 139	WQGN-FM 171	WQRL-FM 226
WNNZ-AM 82	WNUY-FM 102	WODZ-FM 156	WOMP-FM 232	WOWW-AM 47	WPFC-AM 83	WPMZ-AM 34	WPUT-AM 196	WQHH-FM 119	WQSB-FM 57
WNOE-FM 44	WNVE-FM 54	WOFE-AM 72	WOMX-FM 39	WOXL-FM 183	WPDF-AM 45	WPNA-AM 3	WPVL-FM 228	WQHK-FM 102	WQSC-AM 88
WNOG-AM 70	WNVN-AM 3	WOFM-FM 164	WOND-AM 139	WOXX-FM 241	WPFL-FM 125	WPNC-FM 243	WPVL-AM 228	WQHQ-FM 149	WQSE-AM 45
WNOK-FM 90	WNVY-AM 125	WOFX-AM 61	WONE-FM 73	WOXY-FM 26	WPFM-AM 204	WPNI-AM 82	WPVQ-FM 82	WQHT-FM 1	WQSL-FM 84
WNOO-AM 104	WNVZ-FM 38	WOFX-FM 26	WONE-AM 58	WOYK-AM 106	WPFR-AM 197	WPNN-AM 125	WPWA-AM 6	WQHZ-FM 161	WQSM-FM 126
WNOP-AM 26	WNWI-AM 3	WOGB-FM 186	WONG-AM 122	WOYL-AM 241	WPFR-FM 197	WPNT-AM 23	WPWC-AM 8	WQIC-FM 78	WQSN-AM 180
WNOR-FM 38	WNWN-AM 180	WOGF-FM 23	WONN-AM 101	WOZK-AM 188	WPFX-FM 81	WPNC-AM 178	WPWT-AM 100	WQII-AM 13	WQSO-FM 120
WNOS-AM 84	WNWN-FM 180	WOGG-FM 23	WONO-AM 102	WOZN-FM 43	WPGA-AM 153	WPOC-FM 20	WPWX-FM 3	WQIK-FM 52	WQSR-FM 20
WNOU-FM 40	WNWR-AM 6	WOGH-FM 23	WONQ-AM 39	WOZZ-FM 136	WPGA-FM 153	WPOI-FM 21	WPXC-FM 182	WQIO-FM 35	WQSV-AM 45
WNOV-AM 33	WNWS-FM 275	WOGI-FM 23	WONX-AM 3	WPAB-AM 13	WPGC-AM 8	WPOL-AM 43	WPXY-FM 54	WQIZ-AM 88	WQSX-FM 9
WNOW-AM 37	WNWV-FM 25	WOGK-FM 86	WOOD-AM 66	WPAL-FM 88	WPGC-FM 8	WPON-AM 10	WPYB-AM 46	WQJH-FM 149	WQTE-FM 81
WNOX-AM 72	WNWZ-AM 66	WOGL-FM 6	WOOD-FM 66	WPAO-AM 107	WPGI-FM 207	WPOP-AM 49	WPYM-FM 12	WQJM-AM 166	WQTM-AM 39
WNOX-FM 72	WNXR-FM 220	WOGO-AM 240	WOOF-AM 188	WPAP-FM 239	WPGR-AM 23	WPOR-FM 163	WPYO-FM 39	WQJQ-FM 122	WQTW-AM 23

Table 5
Station Calls to Market Rank

WQTX-FM 119	WRCW-AM 127	WRKI-FM 196	WROQ-FM 59	WRUN-AM 156	WSBM-AM 242	WSIR-AM 101	WSOM-AM 107	WSTW-FM 76	WTFM-FM 100
WQTY-FM 197	WRCY-AM 155	WRKK-AM 256	WROR-FM 9	WRUP-FM 84	WSBR-AM 48	WSIS-FM 158	WSON-AM 155	WSTZ-FM 122	WTFX-AM 224
WQUA-FM 92	WRCZ-FM 61	WRKL-AM 1	WROS-AM 52	WRVA-AM 56	WSBT-AM 168	WSIV-AM 79	WSOS-FM 52	WSUA-AM 12	WTFX-FM 55
WQUE-FM 44	WRDD-AM 181	WRKN-AM 122	WROU-FM 58	WRVB-FM 236	WSBY-FM 149	WSIX-FM 45	WSOX-FM 106	WSUB-AM 171	WTGE-AM 83
WQUL-FM 226	WRDU-FM 46	WRKO-AM 9	WROV-FM 110	WRVC-FM 151	WSBZ-FM 217	WSJS-AM 43	WSOY-AM 261	WSUL-FM 148	WTGH-AM 90
WQUN-AM 105	WRDW-AM 109	WRKP-FM 232	WROW-AM 61	WRVC-AM 151	WSCC-AM 88	WSJT-FM 21	WSOY-FM 261	WSUN-FM 21	WTGM-AM 149
WQUT-FM 100	WRDX-FM 76	WRKR-FM 180	WROX-FM 38	WRVE-FM 61	WSCH-FM 26	WSJY-FM 97	WSPA-AM 59	WSUS-FM 247	WTHB-AM 109
WQVE-FM 259	WRDZ-AM 3	WRKS-FM 1	WROZ-FM 113	WRVF-FM 81	WSCO-AM 136	WSKN-AM 13	WSPA-AM 59	WSUY-FM 88	WTHB-FM 109
WQWK-FM 245	WREC-AM 47	WRKT-FM 161	WRPL-FM 161	WRVI-FM 55	WSCP-AM 79	WSKO-AM 34	WSPB-AM 80	WSVA-AM 263	WTHE-AM 18
WQXA-AM 106	WRED-FM 163	WRKW-FM 160	WRPW-FM 234	WRVP-FM 142	WSCP-FM 79	WSKO-AM 34	WSPD-AM 81	WSVE-AM 52	WTHI-FM 197
WQXA-FM 78	WREF-AM 196	WRKZ-FM 78	WRQC-FM 70	WRVQ-FM 56	WSCQ-FM 90	WSKQ-FM 1	WSPK-FM 160	WSVG-AM 224	WTHK-AM 140
WQXC-FM 180	WREJ-AM 56	WRLD-FM 178	WRQK-FM 127	WRVR-FM 47	WSCR-AM 3	WSKR-AM 83	WSPQ-AM 50	WSVY-FM 38	WTHM-AM 106
WQXI-AM 11	WRFD-AM 35	WRLF-FM 195	WRQN-FM 81	WRVV-FM 78	WSCW-AM 174	WSKS-FM 156	WSPR-AM 82	WSWI-AM 155	WTHO-FM 109
WQXK-FM 107	WRFM-FM 156	WRLG-FM 45	WRQQ-FM 45	WRVW-FM 45	WSDM-FM 197	WSKU-FM 156	WSPT-FM 164	WSWN-AM 48	WTHT-FM 163
WQXL-AM 90	WRFN-FM 109	WRLR-FM 70	WRQR-FM 177	WRVZ-FM 174	WSDO-AM 39	WSKW-AM 258	WSPT-AM 164	WSWT-FM 142	WTHU-AM 203
WQXR-FM 1	WRFQ-FM 88	WRLT-FM 45	WRQX-FM 8	WRWD-FM 160	WSDQ-AM 104	WSKX-FM 158	WSPY-AM 3	WSWW-AM 174	WTHZ-FM 43
WQYK-AM 21	WRFX-AM 12	WRLX-FM 48	WRR-FM 5	WRWK-FM 81	WSDS-AM 145	WSKY-AM 183	WSPY-FM 3	WSYE-FM 184	WTIC-AM 49
WQYK-FM 21	WRFX-FM 37	WRLZ-AM 39	WRRB-FM 160	WRXB-AM 21	WSDT-AM 104	WSKY-FM 86	WSPZ-AM 222	WSYN-FM 166	WTIC-FM 49
WQYZ-FM 135	WRFY-FM 133	WRMA-FM 12	WRRD-AM 33	WRXF-FM 124	WSDX-AM 197	WSKZ-FM 104	WSQN-FM 204	WSYR-AM 79	WTID-FM 222
WQZL-FM 84	WRGO-FM 86	WRMD-AM 21	WRRH-FM 13	WRXK-FM 70	WSDZ-AM 19	WSLA-AM 44	WSRA-AM 259	WSYW-AM 40	WTIG-AM 127
WQZQ-FM 45	WRGS-AM 100	WRMF-FM 48	WRRK-FM 23	WRXL-FM 56	WSEA-FM 166	WSLC-FM 110	WSRC-AM 46	WSYY-AM 211	WTIK-AM 46
WQZS-FM 181	WRHB-AM 12	WRMJ-FM 137	WRRM-FM 26	WRXR-FM 104	WSEG-FM 282	WSLI-AM 122	WSRF-AM 12	WSYY-FM 211	WTIL-AM 13
WQZZ-FM 222	WRHC-AM 12	WRMM-FM 54	WRRR-FM 236	WRXS-FM 149	WSEL-AM 184	WSLQ-FM 110	WSRO-AM 9	WTAG-AM 116	WTIR-AM 39
WRAD-AM 218	WRHH-FM 56	WRMN-AM 3	WRRV-FM 148	WRXW-FM 122	WSEL-FM 184	WSLT-FM 109	WSRR-FM 80	WTAK-FM 117	WTIS-AM 21
WRAK-AM 256	WRHI-AM 37	WRMQ-AM 39	WRRX-FM 125	WRXZ-FM 259	WSEN-FM 79	WSLY-FM 281	WSRR-FM 47	WTAL-AM 162	WTIV-AM 241
WRAL-FM 46	WRHQ-FM 158	WRMX-FM 72	WRSA-FM 117	WRYM-AM 49	WSEV-AM 72	WSM-AM 45	WSRS-FM 116	WTAM-AM 25	WTIX-FM 44
WRAT-FM 51	WRHT-FM 84	WRNA-AM 37	WRSA-AM 138	WRYV-FM 151	WSEV-FM 72	WSM-FM 45	WSRT-FM 167	WTAN-AM 21	WTIX-AM 44
WRAW-AM 133	WRIB-AM 34	WRNB-FM 58	WRSB-AM 54	WRZA-FM 3	WSFL-FM 84	WSMB-AM 44	WSRZ-FM 80	WTAO-FM 226	WTJH-AM 11
WRAX-FM 57	WRIC-FM 266	WRNC-AM 153	WRSC-AM 245	WRZE-FM 182	WSFM-FM 177	WSMK-FM 168	WSSA-AM 11	WTAR-AM 38	WTJK-AM 152
WRBA-FM 239	WRIE-AM 161	WRNE-AM 125	WRSF-FM 243	WRZK-FM 100	WSFN-AM 282	WSML-AM 43	WSSL-FM 59	WTAW-AM 230	WTJS-AM 275
WRBO-FM 47	WRIF-FM 10	WRNJ-AM 69	WRSJ-FM 82	WRZN-AM 86	WSFR-FM 55	WSMN-AM 189	WSSM-FM 19	WTAX-AM 201	WTJZ-AM 38
WRBP-FM 107	WRIG-AM 164	WRNL-AM 56	WRSJ-AM 13	WRZX-FM 40	WSFT-FM 256	WSMO-AM 84	WSSO-AM 254	WTBC-AM 222	WTKA-AM 145
WRBQ-FM 21	WRIO-FM 13	WRNN-FM 166	WRSM-AM 57	WRZZ-FM 236	WSGC-FM 104	WSMQ-AM 57	WSSP-FM 88	WTBN-AM 21	WTKE-FM 125
WRBR-FM 168	WRIS-AM 110	WRNO-FM 44	WRSN-FM 46	WSAG-FM 129	WSGH-AM 43	WSMS-FM 184	WSSR-FM 21	WTBQ-AM 148	WTKF-FM 84
WRBS-FM 20	WRIT-FM 33	WRNQ-FM 160	WRSR-FM 124	WSAI-AM 26	WSGI-AM 45	WSMX-AM 43	WSSS-FM 37	WTBT-FM 21	WTKG-AM 66
WRBT-FM 78	WRIV-AM 18	WRNR-FM 20	WRSV-FM 84	WSAK-FM 120	WSGL-FM 70	WSMZ-FM 35	WSSX-FM 88	WTCB-FM 90	WTKK-FM 9
WRBV-FM 153	WRIX-FM 59	WRNS-AM 84	WRTA-AM 251	WSAM-AM 129	WSGO-AM 79	WSNE-AM 103	WSSZ-FM 23	WTCF-FM 129	WTKL-FM 44
WRBY-FM 156	WRIX-AM 59	WRNS-FM 84	WRTG-AM 46	WSAN-FM 13	WSGW-AM 129	WSNE-FM 34	WSTC-AM 141	WTCK-AM 47	WTKM-AM 33
WRBZ-AM 46	WRJH-FM 122	WRNX-FM 82	WRTH-AM 19	WSAQ-FM 10	WSHE-FM 39	WSNG-AM 49	WSTG-FM 266	WTCL-AM 190	WTKM-FM 33
WRCA-AM 9	WRJL-FM 117	WRNY-AM 156	WRTK-AM 107	WSAR-AM 170	WSHH-FM 23	WSNI-FM 6	WSTH-FM 178	WTCM-FM 190	WTKN-AM 188
WRCC-AM 250	WRJM-FM 188	WROA-AM 135	WRTN-FM 60	WSAT-AM 37	WSHI-FM 102	WSNL-AM 124	WSTK-AM 84	WTCR-AM 151	WTKO-AM 270
WRCG-AM 178	WRJN-AM 33	WROB-AM 254	WRTO-FM 12	WSAU-AM 164	WSHK-FM 120	WSNR-AM 1	WSTN-AM 47	WTCR-FM 151	WTKS-AM 39
WRCH-FM 49	WRJR-AM 38	WROC-AM 54	WRTP-AM 46	WSB-AM 11	WSHN-FM 221	WSNX-FM 66	WSTO-FM 155	WTCS-AM 195	WTKS-AM 158
WRCK-FM 156	WRJS-AM 57	WROD-AM 95	WRTR-FM 222	WSB-FM 11	WSHO-AM 44	WSNY-FM 35	WSTP-AM 37	WTCY-AM 78	WTKT-AM 78
WRCL-FM 129	WRJZ-AM 72	WROE-FM 136	WRTS-FM 161	WSBA-AM 106	WSHP-FM 233	WSOC-FM 37	WSTR-FM 11	WTDK-FM 149	WTKU-FM 139
WRCN-FM 18	WRKA-FM 55	WROK-AM 152	WRTT-FM 117	WSBB-AM 95	WSHW-FM 233	WSOK-AM 158	WSTS-FM 126	WTDY-AM 97	WTKV-FM 79
WRCQ-FM 126	WRKB-AM 37	WROL-AM 9	WRUF-AM 86	WSBC-AM 3	WSHZ-FM 221	WSOL-FM 52	WSTU-AM 115	WTEL-AM 109	WTKW-FM 79
WRCR-AM 1	WRKH-FM 92	WROO-FM 52	WRUF-FM 86	WSBG-FM 67	WSIG-FM 224	WSOL-AM 13	WSTV-AM 232	WTEM-AM 8	WTKX-FM 125

Station Calls to Market Rank

WTKZ-AM..... 69	WTRC-AM 168	WUBT-FM 45	WVAQ-FM 195	WVOA-FM 79	WWCK-AM 124	WWLL-FM 274	WWTC-AM 16	WXEG-FM 58	WXQR-FM 84
WTLA-AM 79	WTRG-FM 46	WUBU-FM 168	WVAZ-FM 3	WVOC-AM 90	WWCK-FM 124	WWLS-FM 53	WWTK-AM 274	WXEM-AM 11	WXQW-FM 117
WTLB-AM 156	WTRI-AM 203	WUBZ-FM 245	WVBE-FM 110	WVOD-FM 243	WWCL-AM 70	WWLS-AM 53	WWTM-AM 117	WXER-FM 262	WXRC-FM 37
WTLG-AM 40	WTRN-AM 251	WUCO-AM 35	WVBE-AM 110	WVOG-AM 44	WWCN-AM 70	WWLV-FM 48	WWTN-FM 45	WXEW-AM 13	WXRD-FM 3
WTLG-FM 40	WTRS-FM 86	WUEZ-FM 226	WVBF-AM 9	WVOI-AM 70	WWCS-AM 23	WWLW-FM 195	WWTR-AM 36	WXEZ-FM 38	WXRF-AM 13
WTLN-AM 39	WTRU-AM 43	WUFO-AM 50	WVBO-FM 136	WVOJ-AM 52	WWCT-FM 142	WWLZ-AM 207	WWUZ-FM 165	WXFL-FM 242	WXRG-FM 135
WTLQ-AM 70	WTRV-FM 66	WUFX-FM 72	WVBR-FM 270	WVOL-AM 45	WWDB-AM 6	WWMD-FM 167	WWVA-AM 232	WXFM-FM 261	WXRK-FM 1
WTLT-FM 70	WTRX-AM 124	WUGO-FM 151	WVBR-FM 270	WVOM-FM 211	WWDC-FM 8	WWMD-FM 167	WWVR-FM 197	WXFX-FM 147	WXRL-AM 50
WTLX-FM 97	WTRY-FM 61	WUGR-AM 103	WVCB-AM 177	WVON-AM 3	WWDE-FM 38	WWMI-AM 21	WWVV-FM 158	WXGI-AM 56	WXRR-FM 216
WTLY-FM 162	WTSB-AM 126	WUHU-FM 205	WVCC-FM 241	WVOR-FM 54	WWDF-AM 122	WWMJ-FM 211	WWVZ-FM 8	WXGM-AM 38	WXRT-FM 3
WTLZ-FM 129	WTSJ-AM 26	WUJM-FM 135	WVCG-AM 12	WVOX-AM 60	WWDJ-AM 1	WWMK-AM 25	WWWA-FM 258	WXGM-FM 38	WXRV-FM 9
WTMA-AM 88	WTSK-AM 222	WUKQ-FM 13	WVCH-AM 6	WVOZ-AM 13	WWDL-FM 67	WWMMS-FM 184	WWWWE-AM 11	WXGV-FM 52	WXRX-FM 152
WTMG-FM 86	WTSN-AM 120	WUKQ-AM 13	WVCO-FM 166	WVOZ-FM 13	WWDM-FM 90	WWMX-FM 20	WWWG-AM 54	WXHB-FM 216	WXRZ-FM 184
WTMI-AM 49	WTSO-AM 97	WUKS-FM 126	WVCV-AM 165	WVPO-AM 67	WWDX-FM 119	WWMY-FM 46	WWWM-FM 81	WXHL-AM 76	WXSR-FM 162
WTMJ-AM 33	WTSS-FM 50	WULM-AM 58	WVEE-FM 11	WVRB-FM 103	WWFE-AM 12	WWNB-AM 84	WWWQ-FM 111	WXIL-FM 236	WXSS-FM 33
WTMM-AM 61	WTSX-FM 148	WUMP-AM 117	WVEI-AM 116	WVRK-FM 178	WWFG-FM 149	WWNC-AM 183	WWWR-AM 110	WXIR-FM 40	WXTA-FM 161
WTMN-AM 86	WTSZ-FM 55	WUMS-FM 184	WVEL-AM 142	WVRT-FM 256	WWFN-FM 204	WWNH-AM 120	WWWWS-AM 50	WXIS-FM 100	WXTB-FM 21
WTMP-AM 21	WTTB-AM 115	WUMX-FM 223	WVEZ-FM 55	WVRV-FM 19	WWFS-AM 142	WWNL-AM 23	WWWV-FM 223	WXJN-FM 149	WXTC-AM 88
WTMP-FM 21	WTTM-AM 140	WUNA-AM 39	WVFJ-FM 11	WVRY-FM 45	WWFX-FM 116	WWNN-AM 12	WWWV-FM 145	WXJO-AM 153	WXTK-FM 182
WTMR-AM 6	WTTM-AM 140	WUNO-AM 13	WVFN-AM 119	WVSC-AM 181	WWGB-AM 8	WWNR-AM 278	WWWX-FM 136	WXJY-FM 166	WXTM-FM 25
WTMT-AM 55	WTTM-AM 140	WUNR-AM 9	WVGM-AM 110	WVSR-FM 174	WWGM-FM 275	WWNT-AM 188	WWWZ-FM 88	WXJZ-FM 86	WXTR-AM 203
WTMX-FM 3	WTTT-AM 40	WUPR-AM 13	WVHI-AM 155	WVTI-FM 66	WWGR-FM 70	WWOC-FM 243	WWWX-FM 166	WXKB-FM 70	WXTU-FM 6
WTMY-AM 80	WTTX-FM 110	WURD-AM 6	WVHT-FM 162	WVTJ-AM 125	WWHN-AM 3	WWOJ-FM 274	WWWX-FM 117	WXKC-FM 161	WXTW-FM 102
WTMZ-AM 88	WTUA-FM 88	WURL-AM 57	WVHU-AM 151	WVTS-AM 174	WWHT-FM 79	WWPA-AM 256	WWWY-FM 18	WXKO-AM 153	WXUR-FM 156
WTNC-AM 43	WTUE-FM 58	WURP-AM 23	WVIC-FM 119	WVUC-FM 195	WWHV-FM 38	WWPG-AM 222	WWYL-FM 176	WXKR-FM 81	WXUS-FM 188
WTNJ-AM 278	WTUG-FM 222	WUSJ-FM 122	WVIM-FM 47	WVVE-FM 239	WWIB-FM 240	WWPH-FM 140	WWYN-FM 275	WXKS-AM 9	WXVI-AM 147
WTNT-FM 162	WTUP-AM 184	WUSL-FM 6	WVIN-FM 207	WVVR-FM 200	WWII-AM 78	WWPR-FM 1	WWYY-FM 69	WXKS-FM 9	WXWX-FM 136
WTNT-AM 8	WTUX-AM 97	WUSN-FM 3	WVJP-FM 13	WVVV-FM 236	WWIL-AM 177	WWPR-AM 80	WWYZ-FM 49	WXKX-AM 195	WXXA-AM 55
WTNV-FM 275	WTVL-AM 258	WUSQ-FM 224	WVJP-AM 13	WVYB-FM 95	WWIN-AM 20	WWQM-FM 97	WWZD-FM 184	WXLA-AM 119	WXXB-FM 233
WTNX-FM 3	WTVN-AM 35	WUSS-AM 139	WVKF-FM 232	WVZA-FM 226	WWIN-FM 20	WWQQ-FM 177	WWZK-FM 139	WXLC-FM 3	WXXF-FM 44
WTNY-AM 267	WTVR-FM 56	WUST-AM 8	WVKL-FM 38	WVZN-AM 113	WWIZ-FM 107	WWRC-AM 8	WWZN-AM 9	WXLK-FM 110	WXXL-FM 39
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
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WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
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WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
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WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
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WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
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WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
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WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
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WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 188	WUSW-FM 216	WVKO-AM 35	WWAB-AM 101	WWJ-AM 10	WWRE-FM 224	WWZQ-AM 184	WXLN-AM 55	WXXM-FM 44
WTOB-AM 43	WTVY-FM 1								

Table 5
Station Calls to Market Rank

WYAV-FM 166	WYGV-FM 52	WYNK-AM 83	WYSK-FM 165	WYZE-AM 11	WZFM-FM 218	WZMX-FM 49	WZPT-FM 23	WZXI-FM 263	XEWG-AM 77
WYAY-FM 11	WYGY-FM 26	WYNK-FM 83	WYSL-AM 54	WZAD-FM 148	WZFS-FM 3	WZNA-AM 13	WZPW-FM 142	WZXL-FM 139	XGLX-FM 17
WYBA-FM 3	WYHY-FM 152	WYNN-FM 204	WYSN-AM 181	WZAK-FM 25	WZFX-FM 126	WZND-FM 188	WZRB-FM 83	WZXR-FM 256	XHCR-FM 17
WYBB-FM 88	WYIL-FM 72	WYNN-AM 204	WYSP-FM 6	WZAN-AM 163	WZGC-FM 11	WZNE-FM 54	WZRC-AM 1	WZXS-FM 84	XHEM-FM 77
WYBC-FM 105	WYJB-FM 61	WYNR-FM 282	WYST-FM 234	WZAP-AM 100	WZHF-AM 8	WZNF-FM 135	WZRI-FM 34	WZXV-FM 54	XHFG-FM 17
WYBC-AM 105	WYJS-FM 122	WYNS-AM 69	WYTE-FM 164	WZAR-FM 13	WZHR-AM 21	WZNN-AM 242	WZRK-AM 33	WZYP-FM 117	XHGU-FM 77
WYBL-FM 55	WYJZ-FM 40	WYNU-FM 275	WYTK-FM 242	WZAT-FM 158	WZHT-FM 147	WZNO-AM 125	WZRQ-FM 183	WZZA-AM 242	XHH-FM 77
WYCA-FM 3	WYKO-AM 13	WYNY-FM 60	WYUS-AM 149	WZAZ-AM 52	WZID-FM 189	WZNS-FM 217	WZRR-FM 57	WZZD-AM 6	XHIM-FM 77
WYCB-AM 8	WYKS-FM 86	WYNZ-FM 163	WYUU-FM 21	WZBA-FM 20	WZIQ-FM 259	WZNT-FM 13	WZRV-FM 224	WZZE-FM 6	XHNA-FM 64
WYCD-FM 10	WYKT-FM 3	WYOK-FM 92	WYVR-FM 201	WZBD-FM 102	WZJO-FM 174	WZNW-AM 35	WZRX-FM 237	WZZI-FM 110	XHNZ-FM 77
WYCK-AM 67	WYKZ-FM 158	WYOO-FM 239	WYXB-FM 40	WZBH-FM 149	WZJY-AM 88	WZNX-FM 261	WZRX-AM 122	WZZJ-AM 135	XHRM-FM 17
WYCL-FM 125	WYLD-AM 44	WYOS-AM 176	WYXC-AM 11	WZBN-FM 259	WZKF-FM 55	WZNY-FM 109	WZSR-FM 3	WZZK-FM 57	XHTO-FM 77
WYCO-FM 164	WYLD-FM 44	WYOY-FM 122	WYXE-AM 45	WZBO-AM 243	WZKL-FM 127	WZNZ-AM 52	WZST-FM 195	WZZN-FM 3	XHTY-FM 17
WYCR-FM 106	WYLL-AM 3	WYPT-FM 70	WYXL-FM 270	WZBQ-FM 222	WZKS-FM 281	WZOC-FM 168	WZTA-FM 12	WZZO-FM 69	XHTZ-FM 17
WYDA-FM 188	WYLT-FM 102	WYQE-FM 13	WYXX-FM 3	WZBR-FM 84	WZKX-FM 135	WZOK-FM 152	WZTZ-FM 188	WZZP-FM 200	XLTN-FM 17
WYDE-FM 57	WYLZ-FM 129	WYRD-AM 59	WYXY-FM 155	WZBZ-FM 139	WZLD-FM 216	WZOL-FM 13	WZUM-AM 23	WZZR-FM 48	XMOR-FM 17
WYDS-FM 261	WYMB-AM 204	WYRE-AM 20	WYYB-FM 45	WZCH-FM 3	WZLQ-FM 184	WZON-AM 211	WZUN-FM 79	WZZU-FM 110	XPRS-AM 17
WYEZ-FM 166	WYMG-FM 201	WYRK-FM 50	WYYD-FM 110	WZDQ-FM 275	WZLR-FM 58	WZOO-AM 43	WZUR-AM 13	WZZW-AM 151	XRCN-AM 17
WYFM-FM 107	WYMY-FM 46	WYRN-AM 46	WYYL-FM 47	WZEB-FM 149	WZLS-FM 183	WZOQ-FM 237	WZUS-FM 261	XEJ-AM 77	XROK-AM 77
WYFX-FM 155	WYNA-FM 166	WYRU-AM 126	WYYW-FM 281	WZEC-FM 61	WZLX-FM 9	WZOR-FM 186	WZUU-FM 180	XEMO-AM 17	XSUR-AM 17
WYGC-FM 86	WYND-AM 95	WYRV-AM 266	WYYX-FM 239	WZEE-FM 97	WZMJ-FM 90	WZOW-FM 168	WZUW-FM 168	XEP-AM 77	XTIM-FM 17
WYGH-AM 103	WYND-FM 243	WYSF-FM 57	WYYY-FM 79	WZET-FM 13	WZMQ-FM 12	WZPL-FM 40	WZVN-FM 3	XEPR-FM 77	XTRA-FM 17
WYGL-FM 78	WYNF-FM 153	WYSH-AM 72	WYYZ-AM 11	WZEW-FM 92	WZMR-FM 61	WZPQ-AM 57	WZWW-FM 245	XEPZ-AM 77	XTRA-AM 17
WYGR-AM 66	WYNG-FM 155	WYSK-AM 165	WYZB-FM 217	WZEZ-FM 56	WZMT-FM 13				

Table 6

City of License to Market Rank

Abbeville, AL	188	Altoona, WI	240	Ashdown, AR	253	Avis, PA	256	Bay St. Louis, MS	135	Benton, IL	226
Abbeville, LA	98	Alvin, TX	7	Asheboro, NC	43	Avon, NY	54	Bayamon, PR	13	Benton, PA	131
Aberdeen, MD	20	Amarillo, TX	191	Asheville, NC	183	Avon Park, FL	274	Bayboro, NC	84	Benton, PA	67
Aberdeen, MS	184	Ambridge, PA	23	Ashland, KY	151	Azle, TX	5	Bayside, VA	38	Benton Harbor, MI	168
Abilene, TX	229	Ames, IA	91	Ashland, MA	9	Babbitt, MN	220	Baytown, TX	7	Bentonville, AR	150
Abingdon, VA	100	Amherst, MA	82	Ashland, MO	249	Babylon, NY	18	Beacon, NY	160	Bentonville-Bella Vi, AR	150
Ackerman, MS	254	Amherst, NY	50	Ashland, OR	208	Bagdad, AZ	157	Beatrice, NE	172	Berea, KY	103
Ada, MI	66	Amherst, VA	110	Ashland, VA	56	Bagley, MN	273	Beaufort, NC	84	Berkeley, CA	4
Addison, AL	117	Amory, MS	184	Ashland City, TN	45	Bainbridge, GA	259	Beaufort, SC	158	Berlin, MD	149
Addison, VT	138	Amsterdam, NY	61	Atascadero, CA	169	Baird, TX	229	Beaumont, CA	28	Berne, IN	102
Adelanto, CA	28	Anaheim, CA	2	Athens, AL	117	Baker, LA	83	Beaumont, TX	132	Berry Hill, TN	45
Adjuntas, PR	13	Anchorage, AK	175	Athens, GA	11	Bakersfield, CA	87	Beaver Falls, PA	23	Berryville, VA	224
Adrian, MI	81	Anderson, CA	225	Athol, MA	9	Balch Springs, TX	5	Beavercreek, OH	58	Berwick, PA	67
Aguada, PR	13	Anderson, SC	59	Atlanta, GA	11	Baldwin, FL	52	Beaverton, MI	129	Bessemer, AL	57
Aguadilla, PR	13	Anderson, SC	93	Atlanta, MI	190	Baldwinsville, NY	79	Beaverton, OR	24	Bethalto, IL	19
Aiea, HI	62	Andover, KS	166	Atlanta, TX	253	Baldwyn, MS	184	Beckley, WV	278	Bethany, OK	53
Aiken, SC	109	Andrews, SC	166	Atlantic, NC	84	Ball, LA	212	Bedford, NH	189	Bethany Beach, DE	149
Akron, OH	73	Ankeny, IA	91	Atlantic Beach, FL	52	Ballinger, TX	269	Bedford, VA	110	Bethesda, MD	8
Alabaster, AL	57	Ann Arbor, MI	145	Atlantic Beach, SC	166	Ballston Spa, NY	61	Beech Grove, IN	40	Bethlehem, PA	69
Alachua, FL	86	Annapolis, MD	20	Atlantic City, NJ	139	Baltimore, MD	20	Beeville, TX	134	Bethlehem, WV	232
Alameda, CA	4	Annville-Cleona, PA	78	Atmore, AL	92	Bandera, TX	30	Belen, NM	71	Bettendorf, IA	137
Alamo, TN	275	Anoka, MN	16	Attica, IN	233	Bangor, ME	211	Belfast, ME	211	Beulah, MI	190
Alamo, TX	64	Anson, TX	229	Attica, NY	54	Banks, OR	24	Belhaven, NC	84	Beverly, MA	9
Alamo Heights, TX	30	Ansonia, CT	118	Attleboro, MA	34	Banning, CA	28	Bella Vista, AR	150	Beverly Hills, CA	2
Albany, GA	259	Apache Junction, AZ	15	Atwater, CA	192	Baraboo, WI	97	Bellaire, OH	232	Beverly Hills, FL	21
Albany, MN	219	Apopka, FL	39	Auberry, CA	68	Barling, AR	173	Bellaire, TX	7	Biddeford, ME	163
Albany, NY	61	Appomattox, VA	110	Auburn, CA	27	Barnesboro, PA	181	Belle Chasse, LA	44	Big Bear City, CA	28
Albertville, AL	57	Arcadia, CA	2	Auburn, IN	102	Barnesville, OH	232	Belle Fourche, SD	264	Big Bear Lake, CA	28
Albuquerque, NM	71	Archbold, OH	81	Auburn, KY	205	Barnstable, MA	182	Belle Glade, FL	48	Big Flats, NY	207
Alcoa, TN	72	Arecibo, PR	13	Auburn, ME	163	Barrackville, WV	195	Belle Meade, TN	45	Billings, MT	252
Aledo, IL	137	Arizona City, AZ	15	Auburn, NY	79	Bartlett, TN	47	Belle Plaine, KS	93	Biloxi, MS	135
Alexander City, AL	178	Arkansas City, KS	93	Auburn-Federal Way, WA	14	Bartonville, IL	142	Bellefonte, PA	245	Bitmore Forest, NC	183
Alexandria, LA	212	Arlington, NY	160	Auburndale, FL	101	Bartow, FL	101	Belleville, IL	19	Binghamton, NY	176
Alexandria, MN	219	Arlington, TX	5	Augusta, GA	109	Basile, LA	98	Bellevue, NE	74	Birmingham, AL	57
Alexandria, VA	8	Arlington, VA	8	Augusta, KS	93	Bastrop, LA	244	Bellevue, WA	14	Birmingham, MI	10
Algood, TN	271	Arlington Heights, IL	3	Augusta, ME	258	Bastrop, TX	42	Bellwood, PA	251	Bishop, TX	134
Alice, TX	134	Armijo, NM	71	Aurora, CO	22	Batavia, NY	54	Belmont, NC	37	Bismarck, ND	272
Allegan, MI	180	Arnold, CA	123	Aurora, IL	3	Batesburg, SC	90	Belmont, NH	189	Bismarck-Mandan, ND	272
Allen, TX	5	Arroyo Grande, CA	169	Aurora, IN	26	Bath, ME	163	Belpre, OH	236	Bithlo, FL	39
Allentown, PA	69	Artesia, MS	184	Aurora, MO	144	Bath, NY	207	Belton, SC	59	Bixby, OK	65
Alliance, OH	127	Arthur, ND	215	Aurora, NC	84	Baton Rouge, LA	83	Belton, TX	154	Black Canyon City, AZ	157
Allouez, WI	186	Arvada, CO	22	Austell, GA	11	Battle Creek, MI	250	Belvidere, IL	152	Black Mountain, NC	183
Alpharetta, GA	11	Arvin, CA	87	Austin, IN	55	Battle Ground, IN	233	Belvidere, NJ	69	Blacksburg, VA	218
Altamont, NY	61	Asbury, IA	228	Austin, MN	227	Baxter, TN	271	Benavides, TX	134	Blackstone, VA	56
Altamonte Springs, FL	39	Asbury, MO	231	Austin, TX	42	Baxter Springs, KS	231	Benbrook, TX	5	Blackville, SC	109
Altavista, VA	110	Asbury Park, NJ	51	Ava, IL	226	Bay City, MI	129	Bennington, NE	74	Blair, NE	74
Alton, IL	19	Ash Grove, MO	144	Avalon, CA	2	Bay Minette, AL	92	Benson, NC	46	Blairstown, NJ	247
Altoona, PA	251	Ashburn, GA	259	Avalon, NJ	139	Bay Shore, NY	18	Benton, AR	85	Blanchard, LA	131

Table 6

City of License to Market Rank

Block Island, RI	34	Brazil, IN	197	Brownsville, PA	23	Cambridge, MA	9	Carson City, NV	128	Chattanooga, TN	104
Bloomer, WI	240	Breaux Bridge, LA	98	Brownsville, TX	64	Cambridge, MD	149	Cartersville, GA	11	Cheboygan, MI	190
Bloomfield, CT	49	Breckenridge, MN	215	Bruce, MS	184	Cambridge, MN	16	Carterville, IL	226	Cheektowaga, NY	50
Bloomington, IL	234	Bremen, IN	168	Brunswick, GA	52	Cambridge Springs, PA	241	Carthage, MO	231	Chelsea, OK	65
Bloomington, IN	40	Bremerton, WA	14	Brunswick, MD	203	Camden, NJ	6	Carthage, NY	267	Chenango Bridge, NY	176
Bloomsburg, PA	67	Brenham, TX	230	Brunswick, ME	163	Cameron, TX	230	Carthage, TX	131	Cheney, WA	94
Blountville, TN	100	Brentwood, TN	45	Brusly, LA	83	Camilla, GA	259	Cascade, MT	280	Cheraw, SC	204
Blue Springs, MO	29	Brewer, ME	211	Bryan, TX	230	Camp Lejeune, NC	84	Casey, IL	197	Cherry Valley, NY	61
Bluefield, VA	266	Brewster, NY	196	Bryant, AR	85	Campbell, OH	107	Casper, WY	283	Cherryville, NC	37
Bluefield, WV	266	Briarcliff Acres, SC	166	Buchanan, MI	168	Campbell, TX	5	Castle Rock, CO	22	Chesapeake, VA	38
Bluffton, IN	102	Briarcliff Manor, NY	60	Buckeye, AZ	15	Camuy, PR	13	Cathedral City, CA	159	Chester, PA	6
Bluffton, SC	158	Bridgehampton, NY	18	Buckhannon, WV	195	Canandaigua, NY	54	Catlettsburg, KY	151	Chester, SC	37
Blytheville, AR	47	Bridgeport, CT	118	Bucksport, SC	166	Cannonsburg, KY	151	Catonsville, MD	20	Chester, VA	56
Boalsburg, PA	245	Bridgeport, NY	79	Buda, TX	42	Canon City, CO	246	Cave City, KY	205	Chetek, WI	240
Boca Raton, FL	12	Bridgeport, TX	5	Buffalo, MN	16	Canonsburg, PA	23	Cave Creek, AZ	15	Cheney, WY	279
Boise, ID	121	Bridgeport, WV	195	Buffalo, NY	50	Canovanas, PR	13	Cave Junction, OR	208	Chicago, IL	3
Bolivar, TN	275	Bridgewater, NJ	36	Buffalo Gap, VA	263	Canton, GA	11	Cayce, SC	90	Chicago Heights, IL	3
Bonifay, FL	239	Bridgewater, VA	263	Buford, GA	11	Canton, MS	122	Cayey, PR	13	Chickasaw, AL	92
Bonita Springs, FL	70	Brigham City, UT	32	Bunkie, LA	212	Canton, NJ	76	Cedar Bluff, VA	266	Chickasha, OK	53
Boone, IA	91	Brighton, CO	22	Burgaw, NC	177	Canton, OH	127	Cedar Falls, IA	238	Chico, CA	198
Booneville, AR	173	Brighton, NY	54	Burgettstown, PA	23	Cantonment, FL	125	Cedar Key, FL	86	Chicopee, MA	82
Booneville, MS	184	Brillion, WI	136	Burien-Seattle, WA	14	Canyon, TX	191	Cedar Park, TX	42	Chieffland, FL	86
Boonville, IN	155	Brinklow, MD	149	Burkburnett, TX	248	Canyon Country, CA	2	Cedar Rapids, IA	206	Chillicothe, IL	142
Boonville, MO	249	Bristol, CT	49	Burleson, TX	194	Cape Charles, VA	38	Celina, OH	237	Chilton, WI	136
Boonville, NY	156	Bristol, TN	100	Burlington, NC	46	Cape Coral, FL	70	Center Moriches, NY	18	China Grove, NC	37
Boothbay Harbor, ME	258	Bristol, VA	100	Burlington, VT	138	Cape May, NJ	139	Centerville, UT	32	Chino Valley, AZ	157
Borger, TX	191	Bristol (Bristol, Tn, VA	100	Burlington-Graham, NC	43	Cape May Court House, NJ	139	Central City, PA	181	Chippewa Falls, WI	240
Bosque Farms, NM	71	Bristow, OK	65	Burney, CA	225	Cape Vincent, NY	267	Centralia, MO	249	Chowchilla, CA	192
Bossier City, LA	131	Broadway, VA	263	Burns, WY	279	Carbondale, IL	226	Century, FL	125	Christiansburg, VA	218
Boston, MA	9	Broadway-Timberville, VA	263	Butler, AL	281	Carbondale, PA	67	Ceres, CA	123	Christopher, IL	226
Boulder, CO	22	Brockport, NY	54	Butler, PA	23	Carlisle, KY	103	Chambersburg, PA	167	Church Hill, TN	100
Boulder City, NV	41	Brockton, MA	9	Byhalia, MS	47	Carlisle, PA	78	Champaign, IL	210	Churchville, VA	263
Bountiful, UT	32	Broken Arrow, OK	65	Cabo Rojo, PR	13	Carlsbad, CA	17	Champlain, NY	138	Churubusco, IN	102
Bowdon, GA	11	Brookfield, CT	196	Cabot, AR	85	Carlyle, IL	19	Chandler, AZ	15	Cicero, IL	3
Bowling Green, KY	205	Brookfield, WI	33	Cadillac, MI	190	Carmel, CA	75	Chandler, IN	155	Cidra, PR	13
Bowling Green, OH	81	Brookline, MA	9	Cadiz, OH	232	Carmel Valley, CA	75	Chapel Hill, NC	46	Cincinnati, OH	26
Bowling Green, VA	165	Brookline, MO	144	Caguas, PR	13	Carmichael, CA	27	Chardon, OH	25	Circleville, OH	35
Boyce, LA	212	Brooklyn Park, MN	16	Calabash, NC	166	Carnegie, PA	23	Charleroi, PA	23	Citronelle, AL	92
Boyertown, PA	133	Brookneal, VA	110	Caldwell, ID	121	Carnelian Bay, CA	128	Charles City, IA	277	Ciudad Juarez, MX	77
Boyne City, MI	190	Brookshire, TX	7	Calera, AL	57	Carolina, PR	13	Charleston, SC	88	Claremont, VA	38
Boynton Beach, FL	48	Brookston, IN	233	California, MO	249	Carolina Beach, NC	177	Charleston, WV	174	Claremore, OK	65
Braddock, PA	23	Brooksville, FL	21	Calistoga, CA	112	Carpinteria, CA	199	Charlestown, IN	55	Clarksburg, WV	195
Braddock Heights, MD	8	Brooksville, MS	254	Callahan, FL	52	Carrier Mills, IL	226	Charlevoix, MI	190	Clarksville, IN	55
Bradenton, FL	21	Broomfield, CO	22	Callaway, FL	239	Carrollton, GA	222	Charlotte, MI	119	Clarksville, TN	200
Brampton, ON	50	Brownfield, TX	179	Calverton-Roanoke, NY	18	Carrollton, AL	11	Charlotte, NC	37	Claude, TX	191
Brandon, FL	21	Brownsburg, IN	40	Camarillo, CA	114	Carrollton, MI	129	Charlotte Harbor, FL	70	Clayton, MO	19
Brandon, MS	122	Brownsville, KY	205	Camas, WA	24	Carrollton, MO	29	Charlottesville, VA	223	Clayton, NC	46
Brantley, AL	147	Brownsville, OR	143	Cambria, CA	169	Carrollton, TX	5	Chatham, MA	182	Clear Lake, IA	277

Table 6

City of License to Market Rank

Clearwater, FL	21	Columbia, CA	123	Corozal, PR	13	Dallas, OR	24	Denmark, WI	136	Dunnellon, FL	86
Clearwater, KS	93	Columbia, IL	19	Corpus Christi, TX	134	Dallas, PA	67	Denton, TX	5	Dunnigan, CA	27
Clearwater, SC	109	Columbia, LA	244	Corrales, NM	71	Dallas, TX	5	Denver, CO	22	Duquesne, PA	23
Cleburne, TX	5	Columbia, MO	249	Corry, PA	161	Danbury, CT	196	Depew, NY	50	Durham, NC	46
Clemson, SC	59	Columbia, NC	243	Cortaro, AZ	63	Dansville, NY	54	Deposit, NY	176	Dutton, MT	280
Cleveland, GA	11	Columbia, PA	113	Cortland, NY	270	Danville, IL	210	Derby, KS	93	Dyersville, IA	228
Cleveland, OH	25	Columbia, SC	90	Cortland, OH	107	Danville, IN	40	Derry, NH	189	E. Syracuse, NY	79
Cleveland, TN	104	Columbia City, IN	102	Corydon, IN	55	Daphne, AL	92	Deruyter, NY	79	Eagle, ID	121
Cleveland, TX	7	Columbiana, AL	57	Cottage Grove, OR	143	Darien, GA	282	Des Moines, IA	91	Eagle Point, OR	208
Cleveland Heights, OH	25	Columbus, GA	178	Cottonwood, AZ	157	Darlington, SC	204	Des Plaines, IL	3	Eagle River, AK	175
Clewiston, FL	48	Columbus, MO	231	Council Bluffs, IA	74	Davenport, IA	137	Destin, FL	217	Earlsville, VA	223
Clifton, TX	194	Columbus, MS	254	Covington, GA	11	Davie, FL	12	Detroit, MI	10	Easley, SC	59
Clifton Park, NY	61	Columbus, OH	35	Covington, KY	26	Davis, CA	27	Detroit, MN	10	East Grand Forks, MN	273
Clinton, IA	137	Columbus, WI	97	Covington, LA	44	Dayton, NV	128	Detroit Lakes, MN	215	East Hampton, NY	18
Clinton, IN	197	Columbus-Worthington, OH	35	Covington, TN	47	Dayton, OH	58	Devine, TX	30	East Lansing, MI	119
Clinton, LA	83	Colusa, CA	198	Crane, TX	185	Dayton, WA	209	Dewitt, MI	119	East Liverpool, OH	23
Clinton, MS	122	Comfort, TX	30	Crawfordville, FL	162	Daytona Beach, FL	39	Dexter, ME	211	East Longmeadow, MA	82
Clinton, NC	126	Commerce City, CO	22	Creedmoor, TX	42	De Funiak Springs, FL	217	Dickson, TN	45	East Los Angeles, CA	2
Clinton, TN	72	Como, MS	47	Cresson, PA	251	De Kalb, MS	281	Dillon, SC	204	East Lyme, CT	171
Cloverdale, CA	112	Compton, CA	2	Crest Hill, IL	3	De Pere, WI	186	Dimondale, MI	119	East Moline, IL	137
Clovis, CA	68	Concord, CA	4	Crestview, FL	217	De Ridder, LA	213	Dinuba, CA	68	East Patchogue, NY	18
Coachella, CA	159	Concord, MA	9	Crestwood, MO	19	De Soto, MO	19	Dishman, WA	94	East Point, GA	11
Coal City, IL	3	Concord, NC	37	Creswell, OR	143	De Witt, IA	137	Dock Junction, GA	282	East Porterville, CA	108
Coal Grove, OH	151	Concord, NH	189	Crete, IL	3	Deadwood, SD	264	Dodgeville, WI	97	East Providence, RI	34
Coalinga, CA	68	Conklin, NY	176	Crete, NE	172	Dearborn, MI	10	Dolan Springs, AZ	41	East Ridge, TN	104
Coatesville, PA	6	Connellsville, PA	23	Crewe, VA	56	Dearborn Heights, MI	10	Donaldsonville, LA	83	East St. Louis, IL	19
Cobleskill, NY	61	Conrad, MT	280	Crisfield, MD	149	Decatur, AL	117	Donelson, TN	45	Easton, PA	69
Cockrell Hill, TX	5	Conroe, TX	7	Crookston, MN	273	Decatur, GA	11	Dora, AL	57	Eaton, OH	58
Cocoa, FL	99	Conway, AR	85	Cross City, FL	86	Decatur, IL	261	Dorchester Terr.-Bre, SC	88	Eatontown, NJ	51
Cocoa Beach, FL	99	Conway, SC	166	Crowley, LA	98	Decatur, IN	102	Dos Palos, CA	192	Eatonville, FL	39
Coeur D'Alene, ID	94	Conyers, GA	11	Crown Point, IN	3	Decatur, TX	5	Dothan, AL	188	Eatonville, VA	14
Coeur D'Alene, ID	94	Cookeville, TN	271	Crozet, VA	223	Dedham, MA	9	Douglasville, GA	11	Eau Claire, WI	240
Cold Spring, MN	219	Coon Rapids, MN	16	Crystal Beach, TX	7	Deer Park, WA	94	Dover, DE	76	Ebensburg, PA	181
Coldwater, MI	180	Cooperstown, PA	241	Crystal Lake, IL	3	Deer River, MN	220	Dover, NH	120	Eden, NC	43
Coldwater, MS	47	Copenhagen, NY	267	Crystal River, FL	86	Deer Trail, CO	22	Dover, NJ	111	Eden Prairie, MN	16
Coleman, MI	129	Copperas Cove, TX	154	Culebra, PR	13	Dekalb, IL	3	Dry Branch, GA	153	Edenton, NC	243
Collax, IL	234	Copperopolis, CA	123	Cullman, AL	57	Del Mar Hills, TX	214	Dubach, LA	244	Edgewater, FL	95
College Park, GA	11	Coral Cove, FL	80	Culver City, CA	2	Del Valle, TX	42	Dublin, VA	218	Edinboro, PA	161
College Station, TX	230	Coral Gables, FL	12	Cumming, GA	11	Deland, FL	39	Dubuque, IA	228	Edinburg, TX	64
Collierville, TN	47	Corcoran, CA	108	Cuthbert, GA	178	Delano, CA	87	Duffield, VA	100	Edmond, OK	53
Collins, MS	216	Cordova, AL	57	Cuyahoga Falls, OH	73	Delaware, OH	35	Duluth, MN	220	Edmonds, WA	14
Collinsville, OK	65	Corinth, MS	184	Cypress, TX	7	Delphi, IN	233	Dumfries-Triangle, VA	8	Edmonton, KY	205
Collinwood, TN	242	Corinth, NY	61	Cypress Gardens, FL	101	Delphos, OH	237	Dunbar, WV	174	Egg Harbor City, NJ	6
Colonial Beach, VA	165	Cornell, WI	240	Dade City, FL	21	Delray Beach, FL	48	Duncan, OK	265	Egypt Lake, FL	21
Colonial Heights, TN	100	Corning, CA	198	Dakota City, NE	255	Delta, CO	257	Dundee, IL	3	El Cajon, CA	17
Colonial Heights, VA	56	Corning, NY	207	Daleville, AL	188	Delta, OH	81	Dunedin, FL	21	El Dorado, KS	93
Colorado Springs, CO	96	Cornwall, NY	148	Dallas, GA	11	Denham Springs, LA	83	Dunlap, TN	104	El Paso, TX	77
Columbia, AL	188	Corona, CA	28	Dallas, NC	37	Denison-Sherman, TX	5	Dunn, NC	126	El Reno, OK	53

City of License to Market Rank

El Rio, CA	114	Erwin, TN	100	Fallbrook, CA	17	Forest City, NC	59	Freedom, CA	75	Gate City, VA	100
Elba, AL	188	Escondido, CA	17	Falls Church, VA	8	Forest City, PA	67	Freeland, PA	67	Gatesville, TX	154
Electra, TX	248	Espanola, NM	235	Falmouth, KY	26	Forest Lake, MN	16	Freeport, IL	152	Gatlinburg, TN	72
Elgin, IL	3	Esparto, CA	27	Falmouth, MA	182	Forsyth, GA	153	Freeport, NY	18	Gaylord, MI	190
Elgin, TX	42	Essex, NY	138	Falmouth, VA	165	Fort Atkinson, WI	97	Freeport, TX	7	Geneeo, IL	137
Elizabeth, NJ	36	Essexville, MI	129	Fargo, ND	215	Fort Campbell, KY	200	Fremont, CA	4	Geneva, AL	188
Elizabeth, WV	236	Estero, FL	70	Farmersville, TX	5	Fort Collins, CO	130	Fresno, CA	68	Geneva, IL	3
Elizabeth City, NC	243	Estes Park, CO	130	Farmerville, LA	244	Fort Lauderdale, FL	12	Friona, TX	191	Geneva, NY	54
Elizabethton, TN	100	Etowah, TN	104	Farmington, AR	150	Fort Lee, VA	56	Frisco, TX	5	Georgetown, DE	149
Elizabethtown, NC	126	Ettrick, VA	56	Farmington, IL	142	Fort Meade, FL	101	Front Royal, VA	224	Georgetown, KY	103
Elizabethtown, PA	113	Eufaula, AL	178	Farmington, NH	120	Fort Mitchell, AL	178	Frostburg, MD	181	Georgetown, OH	26
Elizabethville, PA	78	Eugene, OR	143	Farmville, NC	84	Fort Myers, FL	70	Fruita, CO	257	Georgetown, SC	166
Elk Mound, WI	240	Eunice, LA	98	Farragut, TN	72	Fort Myers Beach, FL	70	Fruitland, ID	121	Georgetown, TX	42
Elk River, MN	16	Eupora, MS	254	Farrell, PA	107	Fort Myers Villas, FL	70	Fruitland, MD	149	Germantown, TN	47
Elkhart, IN	168	Eureka, IL	142	Fayette, AL	222	Fort Pierce, FL	115	Ft Erie, ON	50	Gettysburg, PA	106
Elkton, MD	76	Eutaw, AL	222	Fayette, MO	249	Fort Plain, NY	61	Ft. Smith, AR	173	Gibsonburg, OH	81
Elkton, VA	263	Eva, AL	117	Fayetteville, AR	150	Fort Rucker, AL	188	Fulton, MO	249	Gifford, FL	115
Ellenville, NY	160	Evans, GA	109	Fayetteville, GA	11	Fort Shawnee, OH	237	Fulton, MS	184	Gilbert, AZ	15
Ellisville, MS	216	Evanston, IL	3	Fayetteville, NC	126	Fort Smith, AR	173	Fulton, NY	79	Gilmer, TX	146
Ellsworth, ME	211	Evansville, IN	155	Federalsburg, MD	149	Fort Valley, GA	153	Fuquay-Varina, NC	46	Gilroy, CA	31
Ellwood, CA	199	Evansville, WI	97	Felton, CA	75	Fort Walton Beach, FL	217	Gadsden, AL	57	Gladewater, TX	146
Elm Grove, WI	33	Evansville, WY	283	Fenton, MI	124	Fort Wayne, IN	102	Gaffney, SC	59	Gladstone, MO	29
Elma, WA	14	Everett, MA	9	Fenwick Islan, DE	149	Fort Worth, TX	5	Gahanna, OH	35	Glasford, IL	142
Elmhurst, IL	3	Everett, WA	14	Fernandina Beach, FL	52	Fort Worth-Dallas, TX	5	Gainesville, FL	86	Glasgow, KY	205
Elmira, NY	207	Evergreen, CO	22	Ferris, TX	5	Fosston, MN	273	Gainesville, GA	11	Glen Arbor, MI	190
Elmira Hts-Horsehds, NY	207	Ewing, NJ	140	Festus, MO	19	Fostoria, OH	81	Gainesville, TX	5	Glen Burnie, MD	20
Elmwood, IL	142	Excelsior Springs, MO	29	Festus-St. Louis, MO	19	Fouke, AR	253	Gaithersburg, MD	8	Glen Mills, PA	6
Elmwood Park, IL	3	Exeter, NH	120	Findlay, OH	81	Fountain, CO	96	Galax, VA	43	Glencoe, MN	16
Elyria, OH	25	Fabens, TX	77	Fisher, IL	210	Fountain Inn, SC	59	Galena, IL	228	Glendale, AZ	15
Eminence, KY	55	Fair Oaks, CA	27	Fitchburg, MA	9	Fountain Valley, CA	2	Galena, KS	231	Glendale, CA	2
Emmett, ID	121	Fairborn, OH	58	Flagstaff, AZ	157	Fowler, CA	68	Gallatin, TN	45	Glenwood, IA	74
Empire, LA	44	Fairbury, IL	234	Flint, MI	124	Fox Farm, WY	279	Galliano, LA	44	Globe, AZ	15
Encinitas, CA	17	Fairfax, VA	8	Flora, MS	122	Framingham, MA	9	Gallipolis, OH	151	Gloucester, MA	9
Endicott, NY	176	Fairfield, AL	57	Florence, AL	242	Frankenmuth, MI	129	Galva, IL	137	Gloucester, VA	38
Endwell, NY	176	Fairfield, ME	258	Florence, KY	26	Frankfort, IN	233	Galveston, TX	7	Gluckstadt, MS	122
Enfield, CT	82	Fairfield, OH	26	Florence, NJ	6	Frankfort, MI	190	Garden City, ID	121	Gold Hill, OR	208
England, AR	85	Fairhaven, MA	170	Florence, OR	143	Frankfort, NY	156	Garden City, MO	29	Golden Valley, MN	16
Englewood, CO	22	Fairhope, AL	92	Florence, SC	204	Franklin, IN	40	Garden City, NY	18	Goldsboro, NC	46
Englewood, FL	80	Fairlawn, VA	218	Floresville, TX	30	Franklin, LA	98	Garden City, SC	166	Goleta, CA	199
Englewood, OH	58	Fairmont, NC	126	Florissant, MO	19	Franklin, NH	189	Garden Grove, CA	2	Gonzales, CA	75
Enid, OK	53	Fairmont, WV	195	Flower Mound, TX	5	Franklin, NJ	247	Gardendale, TX	185	Gonzales, TX	42
Enterprise, AL	188	Fairport, NY	54	Flowood, MS	122	Franklin, PA	241	Gardiner, ME	258	Goochland, VA	56
Enumclaw, WA	14	Fairview, NC	183	Floyd, VA	218	Franklin, TN	45	Gardner, MA	9	Gooding, ID	121
Ephrata, PA	113	Fairview, PA	161	Foley, AL	92	Franklin, TX	230	Garland, TX	5	Goodlettsville, TN	45
Epworth, IA	228	Fairview, TN	45	Folly Beach, SC	88	Frankston, TX	146	Garner, NC	46	Goose Creek, SC	88
Erath, LA	98	Fairway, KS	29	Folsom, LA	44	Frazier Park, CA	87	Gary, IN	3	Gordon, GA	153
Erie, PA	161	Fajardo, PR	13	Fond du Lac, WI	136	Frederick, MD	203	Garyville, LA	44	Gorham, ME	163
Erlanger, KY	26	Fall River, MA	170	Forest City, IA	277	Fredericksburg, VA	165	Gastonia, NC	37	Goshen, IN	168

Table 6

City of License to Market Rank

Gosnell, AR	47	Gretna, FL	162	Harrisonburg, VA	263	Hermantown, MN	220	Hope, AR	253	Indian Springs, NV	41
Goulds, FL	12	Gretna, LA	44	Harrisonville, MO	29	Hernando, FL	86	Hope Mills, NC	126	Indianapolis, IN	40
Graceville, FL	188	Gridley, CA	198	Harrodsburg, KY	103	Herrin, IL	226	Hope Valley, RI	34	Indianola, IA	91
Graham, NC	43	Griffin, GA	11	Hart, MI	221	Hershey, PA	78	Hopewell, VA	56	Indiantown, FL	48
Granbury, TX	5	Grifton, NC	84	Hartford, CT	49	Hertford, NC	243	Hopkinsville, KY	200	Indio, CA	159
Grand Forks, ND	273	Groton, CT	171	Hartford, WI	33	Hialeah, FL	12	Hormigueros, PR	13	Ingleside, TX	134
Grand Haven, MI	66	Grove City, OH	35	Hartford-Meriden, CT	49	Hickory, NC	37	Hornell, NY	207	Inglewood, CA	2
Grand Junction, CO	257	Grove City, PA	107	Hartselle, AL	117	Hicksville, OH	102	Horse Cave, KY	205	Inglis, FL	86
Grand Prairie, TX	5	Grover Beach, CA	169	Hartsville, SC	204	High Point, NC	43	Horseheads, NY	207	Inkster, MI	206
Grand Rapids, MI	66	Groves, TX	132	Harvard, IL	3	High Springs, FL	86	Hot Springs, AR	85	Iowa City, IA	10
Grandview, WA	193	Grundy Center, IA	238	Harvey, IL	3	Highland, IL	19	Houma, LA	44	Iron River, WI	220
Granite City, IL	19	Guadalupe, CA	202	Harwich Port, MA	182	Highland, NY	160	Houston, AK	175	Irondale, AL	57
Grants Pass, OR	208	Guayama, PR	13	Harwood, ND	215	Highland Park, IL	3	Houston, MS	184	Irondequoit, NY	54
Grasonville, MD	20	Gulf Breeze, FL	125	Haskell, TX	229	Highland Park, TX	5	Houston, TX	7	Ironton, OH	151
Grass Valley, CA	27	Gulfport, MS	135	Hastings, MN	16	Highland Park-Dallas, TX	5	Howe, TX	5	Irvine, KY	103
Gray, GA	153	Guthrie, OK	53	Hatillo, PR	13	Highland Springs, VA	56	Howell, MI	10	Irwin, PA	23
Gray Court, SC	59	Hackensack, NJ	1	Hatteras, NC	243	Highland Village, TX	5	Howland, ME	211	Isabela, PR	13
Grayson, GA	11	Hackettstown, NJ	69	Hattiesburg, MS	216	Hilliard, OH	35	Hoxie, AR	276	Islesboro, ME	211
Grayson, KY	151	Hagerstown, MD	167	Haughton, LA	131	Hillsboro, IL	201	Hubbard, OH	107	Islip, NY	18
Great Falls, MT	280	Halfway, MD	167	Havana, FL	162	Hillsboro, NH	189	Hudson, IA	238	Ithaca, NY	270
Greeley, CO	130	Hallie, WI	240	Havelock, NC	84	Hillsboro, OR	24	Hudson, WI	16	Jackson, LA	83
Green Bay, WI	186	Haltom City, TX	5	Haverhill, MA	9	Hillsboro, TX	194	Hudson Falls, NY	61	Jackson, MI	119
Green Cove Springs, FL	52	Hamden, CT	105	Havre de Grace, MD	20	Hilton Head Island, SC	158	Hughesville, PA	256	Jackson, MS	122
Green Valley, AZ	63	Hamilton, OH	26	Hayden, ID	94	Hinesville, GA	158	Humacao, PR	13	Jackson, TN	275
Green Valley, WV	266	Hamlin, TX	229	Haysville, KS	93	Hinton, WV	278	Humble, TX	7	Jackson, WI	33
Greenacres, CA	87	Hammond, IN	3	Hazel Green, AL	117	Hobe Sound, FL	48	Humboldt, TN	275	Jacksonville, AR	85
Greencastle, PA	167	Hammond, LA	83	Hazleton, PA	67	Holiday, FL	21	Humnoke, AR	85	Jacksonville, FL	52
Greeneville, TN	100	Hammonton, NJ	139	Headland, AL	188	Holland, MI	66	Huntington, IN	102	Jacksonville, IL	201
Greenfield, CA	75	Hampton, GA	11	Healdsburg, CA	112	Holland, OH	81	Huntington, NY	18	Jacksonville, NC	84
Greenfield, IN	40	Hampton, NH	120	Hearne, TX	230	Hollidaysburg, PA	251	Huntington, WV	151	Jacksonville, TX	146
Greenfield, MA	82	Hampton, VA	38	Heath, OH	35	Hollister, CA	75	Huntsville, AL	117	Jacksonville Beach, FL	52
Greenfield, WI	33	Hampton Bays, NY	18	Heavener, OK	173	Holly Hill, FL	95	Huntsville, AR	150	Jasper, AL	57
Greensboro, AL	222	Hanahan, SC	88	Heber Springs, AR	85	Holly Springs, MS	47	Hurlock, MD	149	Jasper, GA	11
Greensboro, NC	43	Hanford, CA	68	Heidelberg, MS	216	Hollywood, FL	12	Hurricane, WV	174	Jasper, TN	104
Greensburg, PA	23	Hanover, PA	106	Helen, GA	11	Holmes Beach, FL	21	Hurst, TX	5	Jeannette, PA	23
Greenup, KY	151	Hapeville, GA	11	Helotes, TX	30	Holt, FL	125	Hutchinson, KS	93	Jefferson City, MO	249
Greenville, GA	178	Hardeeville, SC	158	Hemet, CA	28	Holt, MI	221	Hutto, TX	42	Jeffersonton, KY	55
Greenville, MI	66	Hardin, MT	252	Hemlock, MI	129	Homeland Park, SC	59	Hyannis, MA	182	Jeffersonville, GA	153
Greenville, NC	84	Harker Heights, TX	154	Hempstead, NY	18	Homer, LA	131	Hyde Park, NY	160	Jeffersonville, IN	55
Greenville, OH	58	Harkers Island, NC	84	Henderson, KY	155	Homestead, FL	12	Idalou, TX	179	Jenkintown, PA	6
Greenville, RI	34	Harlem, GA	109	Henderson, NV	41	Homewood, AL	57	Idyllwild, CA	28	Jennings, LA	213
Greenville, SC	59	Harlingen, TX	64	Henderson, NY	267	Hondo, TX	30	Immokalee, FL	70	Jensen Beach, FL	48
Greenwich, CT	141	Harriman, TN	72	Henderson, TN	275	Honea Path, SC	59	Incline Village, NV	128	Jersey City, NJ	1
Greenwood, AR	173	Harrisburg, AR	276	Hendersonville, NC	183	Honeoye Falls, NY	54	Independence, IA	238	Jersey Shore, PA	256
Greenwood, IN	40	Harrisburg, IL	226	Hendersonville, TN	45	Honolulu, HI	62	Independence, MO	29	Jerseyville, IL	19
Greer, SC	59	Harrisburg, NC	37	Henniker, NH	189	Honor, MI	190	Indian Head, MD	8	Johnson City, NY	176
Gregory, TX	134	Harrisburg, PA	78	Henryetta, OK	65	Hooks, TX	253	Indian River Shores, FL	115	Johnson City, TN	100
Gresham, OR	24	Harrison, OH	26	Herkimer, NY	156	Hoosick Falls, NY	61	Indian Rocks Beach, FL	21	Johnsonville, SC	204

City of License to Market Rank

Johnston, SC	109	Key West, FL	12	Lake Jackson, TX	7	Lebanon, IN	40	Lodi, CA	89	Mableton, GA	11
Johnston City, IL	226	Kiawah Island, SC	88	Lake Oswego, OR	24	Lebanon, OH	26	Loma Linda, CA	28	Mabton, WA	193
Johnstown, CO	130	Kilgore, TX	146	Lake Placid, FL	274	Lebanon, PA	78	Lompoc, CA	202	Macclenny, FL	52
Johnstown, NY	61	Kill Devil Hills, NC	243	Lake Placid, NY	138	Lebanon, TN	45	London, OH	35	Mackinaw City, MI	190
Johnstown, OH	35	Killeen, TX	154	Lake Success, NY	1	Ledyard, CT	171	Long Beach, CA	2	Macon, GA	153
Johnstown, PA	181	Kimberly, WI	136	Lake Wales, FL	101	Leesburg, VA	259	Long Beach, MS	135	Macon, IL	261
Joliet, IL	3	Kindred, ND	215	Lake Worth, FL	48	Leesburg, VA	8	Long Branch, NJ	51	Madbury, NH	120
Jonesboro, AR	276	King, NC	43	Lakeland, FL	101	Lehigh Acres, FL	70	Long Island, AK	175	Madera, CA	68
Jonesborough, TN	100	King City, CA	75	Lakeville, MN	16	Lehighton, PA	69	Longmont, CO	22	Madison, AL	117
Joplin, MO	231	Kingfisher, OK	53	Lakewood, CO	22	Leicester, MA	116	Longview, TX	146	Madison, ME	258
Jourdanton, TX	30	Kingman, KS	93	Lakewood, WA	14	Leland, MI	190	Lonoke, AR	85	Madison, WI	97
Juana Diaz, PR	13	Kings Beach, CA	128	Lakewood Township, NJ	51	Leland, NC	177	Lookout Mountain, TN	104	Madisonville, TX	230
Julian, CA	17	Kingsley, MI	190	Lamesa, TX	185	Lemoore, CA	108	Lorain, OH	25	Madrid, IA	91
Junction City, OR	143	Kingsport, TN	100	Lancaster, CA	2	Lena, IL	228	Lorenzo, TX	179	Magee, MS	122
Jupiter, FL	48	Kingston, NY	160	Lancaster, NY	50	Lenoir City, TN	72	Loretto, PA	181	Mahomet, IL	210
Kachina Village, AZ	157	Kingston Springs, TN	45	Lancaster, OH	35	Levittown-Fairless H, PA	6	Loris, SC	166	Mamou, LA	98
Kailua, HI	62	Kingstree, SC	204	Lancaster, PA	113	Lewes, DE	149	Los Alamos, NM	235	Manahawkin, NJ	51
Kalamazoo, MI	180	Kingsville, TX	134	Lancaster, WI	228	Lewisburg, PA	256	Los Altos, CA	4	Manassas, VA	8
Kalkaska, MI	190	Kinston, NC	84	Lansdale, PA	6	Lewiston, ME	163	Los Angeles, CA	2	Manati, PR	13
Kaneohe, HI	62	Kirkland, WA	14	Lansford, PA	69	Lewisville, NC	43	Los Banos, CA	192	Manchester, CT	49
Kankakee, IL	3	Kissimmee, FL	39	Lansing, IL	3	Lewisville, TX	5	Los Gatos, CA	31	Manchester, GA	11
Kannapolis, NC	37	Kittery, ME	120	Lansing, MI	119	Lexington, AL	242	Los Lunas, NM	71	Manchester, NH	189
Kansas City, KS	29	Knoxville, TN	72	Lantana, FL	48	Lexington, IL	234	Los Molinos, CA	198	Manchester, TN	45
Kansas City, MO	29	Kosciusko, MS	122	Lapeer, MI	124	Lexington, KY	103	Los Osos-Baywood Par, CA	169	Manchester, VT	61
Kaplan, LA	98	La Crosse, FL	86	Laplace, LA	44	Lexington, MO	29	Los Ranchos, NM	71	Mandan, ND	272
Karns, TN	72	La Grange, GA	11	Laramie, WY	279	Lexington, NC	43	Los Ranchos De Albuquerque, NM	71	Manhattan, KS	187
Kaukauna, WI	136	La Grange, IL	3	Laredo, TX	214	Lexington, SC	90	Lost Creek, WV	195	Manitou Springs, CO	96
Kearney, AZ	63	La Plata, MD	8	Largo, FL	21	Lexington-Fayette, KY	103	Loudon, TN	72	Mankato, MN	260
Keizer, OR	24	La Quinta, CA	159	Las Cruces, NM	77	Liberty, MO	29	Louisa, VA	223	Manlius, NY	79
Kendall, FL	12	La Selva Beach, CA	75	Las Piedras, PR	13	Liberty, TX	7	Louisburg, NC	46	Manning, SC	204
Kendallville, IN	102	Lacey, WA	14	Las Vegas, NM	71	Lima, OH	237	Louisville, KY	55	Mannington, WV	195
Kennebunk, ME	163	Lacombe, LA	44	Las Vegas, NV	41	Lincoln, IL	201	Loveland, CO	130	Manor, TX	42
Kenner, LA	44	Ladson, SC	88	Latrobe, PA	23	Lincoln, NE	172	Loves Park, IL	152	Mansura, LA	212
Kennewick, WA	209	Lafayette, CO	22	Latta, SC	204	Lincolnton, NC	37	Lowell, AR	150	Manteca, CA	123
Kennewick-Richland-P, WA	209	Lafayette, FL	162	Laughlin, NV	41	Linden, AL	222	Lowell, IN	3	Manteo, NC	243
Kenosha, WI	3	Lafayette, GA	104	Laurel, DE	149	Lindsay, CA	108	Lowell, MA	9	Maplewood, MN	16
Kenova, WV	151	Lafayette, IN	233	Laurel, MD	8	Linesville, PA	241	Lowville, NY	156	Marana, AZ	63
Kent, OH	73	Lafayette, LA	98	Laurel, MS	216	Linton, IN	197	Lubbock, TX	179	Marathon, WI	164
Kentwood, LA	83	Lajas, PR	13	Laurel, MT	252	Little Falls, NY	156	Luling, TX	42	Marble Falls, TX	42
Kentwood, MI	66	Lake Arrowhead, CA	28	Laurinburg, NC	126	Little Rock, AR	85	Lumberton, MS	135	Marco, FL	70
Kerens, TX	5	Lake Arthur, LA	213	Lawrence, KS	187	Littleton, CO	22	Lumberton, NC	126	Marco Island, FL	70
Kerman, CA	68	Lake Charles, LA	213	Lawrence, MA	9	Livermore, CA	4	Lumpkin, GA	178	Margate City, NJ	139
Kernersville, NC	43	Lake City, AR	276	Lawrenceburg, KY	103	Livingston, TN	271	Luquillo, PR	13	Maricao, PR	13
Kernville, CA	87	Lake City, MN	227	Lawton, OK	265	Livonia, MI	10	Luray, VA	263	Marietta, GA	11
Kettering, OH	58	Lake City, SC	204	Le Mars, IA	255	Lockhart, TX	42	Luverne, AL	147	Marietta, OH	236
Kewaree, IL	137	Lake Geneva, WI	33	Le Roy, IL	234	Lockport, NY	50	Lynchburg, VA	110	Marina, CA	75
Kewaunee, WI	186	Lake George, NY	61	Leander, TX	42	Lockwood, MT	252	Lynden, WA	14	Marine City, MI	10
Key Largo, FL	12	Lake Isabella, CA	87	Leavenworth, KS	29	Locust Grove, OK	65	Lynn, MA	9	Marion, AR	47

Table 6
City of License to Market Rank

Marion, IL	226	Mechanicsburg, PA	78	Midway, GA	158	Monroe, GA	11	Mount Kisco, NY	60	Nebraska City, NE	74
Marion, MS	281	Mechanicsville, VA	56	Midway, KY	103	Monroe, LA	244	Mount Pleasant, SC	88	Nederland, TX	132
Marion, SC	204	Mechanicville, NY	61	Midwest, WY	283	Monroe, MI	10	Mount Pocono, PA	67	Neenah-Menasha, WI	136
Marion, TX	30	Medford, MA	9	Midwest City, OK	53	Monroe, NC	37	Mount Sterling, KY	103	Neillsville, WI	240
Marion, VA	100	Medford, OR	208	Milan, TN	275	Monroe, WI	97	Mount Vernon, IN	155	Nekoosa, WI	164
Mariposa, CA	192	Media, PA	6	Milford, CT	118	Monroeville, PA	23	Mount Vernon, MO	144	Neosho, MO	231
Marked Tree, AR	276	Medical Lake, WA	94	Milford, DE	149	Montauk, NY	171	Mount Vernon, OH	35	Nephi, UT	32
Marksville, LA	212	Medina, OH	73	Milford, MA	9	Monte Rio, CA	112	Mount Zion, IL	261	Neptune Beach, FL	52
Marlin, TX	194	Melbourne, FL	99	Milford, NE	172	Montecito, CA	199	Mountain Home, ID	121	New Albany, IN	55
Marlow, OK	265	Memphis, TN	47	Milford, OH	26	Monterey, CA	75	Mountain Top, PA	67	New Albany, MS	184
Maroa, IL	261	Menomonee Falls, WI	33	Mill Hall, PA	256	Monterey, TN	271	Moyock, NC	38	New Bedford, MA	170
Marshall, IL	197	Menomonee Falls, WI	240	Millbrook, AL	147	Montezuma, GA	153	Mt Washington, KY	55	New Bern, NC	84
Marshall, MI	250	Merced, CA	192	Millersburg, PA	78	Montgomery, AL	147	Mt. Pleasant, MI	129	New Boston, TX	253
Marshall, NC	183	Mercedes, TX	64	Millington, TN	47	Monticello, FL	162	Mt. Vernon, IN	155	New Braunfels, TX	30
Marshall, TX	146	Mercer, PA	107	Millinocket, ME	211	Monticello, NY	148	Mt. Washington, NH	163	New Britain, CT	49
Marshfield, MA	9	Mercer Island-Seattl, WA	14	Millvale, PA	23	Montour Falls, NY	207	Muenster, TX	5	New Brunswick, NJ	36
Marshfield, MO	144	Mercersburg, PA	167	Millville, NJ	139	Montpelier, VT	138	Mukwonago, WI	33	New Carlisle, IN	168
Marshfield, WI	164	Meriden, CT	49	Milton, FL	125	Montrose, CO	257	Muncy, PA	256	New City, NY	1
Martinez, GA	109	Meridian, ID	121	Milton, WV	151	Monument, CO	96	Munford, TN	47	New Ellenton, SC	109
Martinsburg, PA	251	Meridian, MS	281	Milton-Freewater, OR	209	Moody, AL	57	Munfordville, KY	205	New Haven, CT	105
Martinsburg, WV	167	Meridianville, AL	117	Milwaukee, WI	33	Moore, OK	53	Murfreesboro, TN	45	New Haven, IN	102
Martinsville, IN	40	Merkel, TX	229	Milwaukie, OR	24	Moorhead, MN	215	Murphysboro, IL	226	New Hope, NC	46
Martinsville, VA	110	Merrill, WI	164	Mims, FL	99	Moreauville, LA	212	Murray, UT	32	New Iberia, LA	98
Mary Esther, FL	217	Mesa, AZ	15	Minden, LA	131	Morehead City, NC	84	Murrells Inlet, SC	166	New Kensington, PA	23
Marysville, CA	27	Mesquite, NV	41	Mineola, NY	18	Moreno Valley, CA	28	Muscataine, IA	137	New London, CT	171
Marysville, OH	35	Mexico, MO	249	Minetto, NY	79	Morgan Hill, CA	31	Muscle Shoals, AL	242	New London, WI	136
Maryville, TN	72	Mexico, NY	79	Minneapolis, MN	16	Morgantown, WV	195	Muskegon, MI	221	New Market, VA	263
Mashpee, MA	182	Mexico Beach, FL	239	Minor Hill, TN	117	Morningside, MD	8	Muskegon Heights, MI	221	New Orleans, LA	44
Mason City, IA	277	Meyersdale, PA	181	Mint Hill, NC	37	Morovis, PR	13	Muskogee, OK	65	New Paltz, NY	160
Massillon, OH	127	Miami, FL	12	Mio, MI	190	Morris, IL	3	Myrtle Beach, SC	166	New Philadelphia, OH	127
Matamoros, MX	64	Miami, WV	174	Miramamar Beach, FL	217	Morristown, NJ	111	Naches, WA	193	New Plymouth, ID	121
Mauldin, SC	59	Miami Beach, FL	12	Mirando City, TX	214	Morro Bay, CA	169	Nags Head, NC	243	New Port Richey, FL	21
Maumelle, AR	85	Miami Springs, FL	12	Mishicot, WI	186	Morrow, GA	11	Naguabo, PR	13	New Prague, MN	16
Maurice, LA	98	Miamisburg, OH	58	Mission, KS	29	Morton, IL	142	Nampa, ID	121	New Richmond, WI	16
Mayaguez, PR	13	Micanopy, FL	86	Mission, TX	64	Mosinee, WI	164	Nanticoke, PA	67	New Roads, LA	83
Mcallen, TX	64	Middleborough Cente, MA	9	Missouri City, TX	7	Moss Bluff, LA	213	Nanticoke, PA	67	New Rochelle, NY	60
McCall, ID	121	Middlebury, VT	138	Moapa Valley, NV	41	Moss Point, MS	92	Nantucket, MA	182	New Smyrna Beach, FL	95
McClellanville, SC	88	Middleton, WI	97	Moberly, MO	249	Moulton, AL	117	Napa, CA	4	New Ulm, MN	260
McConnellsburg, PA	167	Middletown, CA	112	Mobile, AL	92	Moultrie, GA	259	Naples, FL	70	New York, NY	1
McConnellsville, OH	236	Middletown, CT	49	Mocksville, NC	43	Moundville, WV	232	Naples Park, FL	70	Newark, DE	76
Mcdonough, GA	11	Middletown, MD	203	Modesto, CA	123	Mount Bullion, CA	192	Narragansett Pier, RI	34	Newark, NJ	1
Mcfarland, CA	87	Middletown, NY	148	Mojave, CA	2	Mount Carmel, IL	155	Narrows, VA	218	Newark, NY	54
McKeesport, PA	23	Middletown, OH	58	Molalla, OR	24	Mount Clemens, MI	10	Narrows-Pearisburg, VA	110	Newark, OH	35
McKenzie, TN	275	Middletown, RI	34	Moline, IL	137	Mount Dora, FL	39	Nashua, NH	189	Newberry, FL	86
Mcminnville, OR	24	Midland, MI	129	Monahans, TX	185	Mount Holly, NJ	6	Nashville, TN	45	Newburg, KY	55
Meadville, PA	241	Midland, TX	185	Moncks Corner, SC	88	Mount Hope, WV	278	Natick, MA	9	Newburgh, IN	155
Mebane, NC	43	Midvale, UT	32	Moneta, VA	110	Mount Horeb, WI	97	Navarre, FL	125	Newburgh, NY	148
Mecca, CA	159	Midway, FL	162			Mount Jackson, VA	224	Navasota, TX	230	Newburyport, MA	9

Table 6
City of License to Market Rank

Newcastle, OK	53	Northwood, IA	277	Omro, WI	136	Ozark, MO	144	Paynesville, MN	219	Pismo Beach, CA	169
Newman, GA	11	Norwalk, CT	141	Onawa, IA	255	Pacific Grove, CA	75	Payson, AZ	15	Pittsburg, CA	4
Newport, KY	26	Norwich, CT	171	Oneida, NY	79	Page, AZ	157	Payson, UT	32	Pittsburg, KS	231
Newport, NC	84	Oak Harbor, OH	81	Oneonta, AL	57	Pahrump, NV	41	Peachtree City, GA	11	Pittsburgh, PA	23
Newport, RI	34	Oak Harbor, WA	14	Ontario, CA	28	Painesville, OH	25	Pearl, MS	122	Pittston, PA	67
Newport Beach, CA	2	Oak Hill, WV	278	Opelousas, LA	98	Palatka, FL	95	Pearl City, HI	62	Placerville, CA	27
Newport News, VA	38	Oak Island, NC	177	Opportunity, WA	94	Palestine, TX	146	Pecan Grove, TX	154	Plainfield, IN	40
Newport Village, NY	156	Oak Lawn, IL	3	Oracle, AZ	63	Palm Beach, FL	48	Pecos, TX	185	Plains, PA	67
Newton, KS	93	Oak Park, IL	3	Orange, CA	2	Palm Desert, CA	159	Peekskill, NY	60	Plano, IL	3
Newton, MA	9	Oak Ridge, TN	72	Orange, TX	132	Palm Springs, CA	159	Pekin, IL	142	Plano, TX	5
Newton, MS	281	Oakdale, CA	123	Orange, VA	165	Palmdale, CA	2	Pell City, AL	57	Plant City, FL	21
Newton, NJ	247	Oakdale, LA	212	Orange Beach, AL	92	Palmetto, FL	80	Pella, IA	91	Platteville, WI	228
Niagara Falls, NY	50	Oakhurst, CA	68	Orange Cove, CA	68	Palmyra, NY	54	Pensacola, FL	125	Plattsburgh, NY	138
Niceville, FL	217	Oakland, CA	4	Orangeburg, SC	90	Palmyra, PA	78	Penuelas, PR	13	Plattsmouth, NE	74
Nicholasville, KY	103	Oakland, NJ	1	Orchard Valley, WY	279	Palo Alto, CA	31	Peoria, IL	142	Pleasant Gap, PA	245
Niles, MI	168	Oberlin, OH	25	Orcutt, CA	202	Pamplico, SC	204	Perry, GA	153	Pleasant Hope, MO	144
Niles, OH	107	Ocala, FL	86	Ore City, TX	146	Panama City, FL	239	Perry, IA	91	Pleasanton, TX	30
Nixa, MO	144	Ocean Acres, NJ	51	Oregon City, OR	24	Panama City Beach, FL	239	Petal, MS	216	Pleasantville, NJ	139
Noblesville, IN	40	Ocean City, MD	149	Orem, UT	32	Paradise, CA	198	Petaluma, CA	112	Plymouth, IN	168
Nolanville, TX	154	Ocean City, NJ	139	Oriental, NC	84	Paradise, NV	41	Peterborough, NH	9	Plymouth, MA	9
Norco, LA	44	Ocean City-Salisbury, MD	149	Orland, CA	198	Paradise Valley, AZ	15	Petersburg, IL	201	Plymouth, NC	243
Norfolk, VA	9	Ocean City-Somers Po, NJ	139	Orlando, FL	39	Paramount, CA	2	Petersburg, NJ	139	Plymouth, WI	262
Norfolk, MA	38	Ocean Isle Beach, NC	177	Orleans, MA	182	Paris, AR	173	Petersburg, VA	56	Pocatalico, WV	174
Normal, IL	234	Ocean Pines, MD	149	Ormond Beach, FL	95	Paris, IL	197	Petoskey, MI	190	Pocomoke City, MD	149
Norman, OK	53	Ocean Springs, MS	135	Ormond-By-The-Sea, FL	95	Paris, KY	103	Pflugerville, TX	42	Pocono Pines, PA	67
Norris, TN	72	Ocean View, DE	149	Oro Valley, AZ	63	Park Forest, IL	3	Pharr, TX	64	Point Pleasant, NJ	51
Norristown, PA	6	Oceanside, CA	17	Oroville, CA	198	Parker, FL	239	Phenix City, AL	178	Pomona, CA	2
North Atlanta, GA	11	Ocoee, FL	39	Osage, IA	277	Parkersburg, WV	236	Phenix City(Columbus, AL	178	Pompano Beach, FL	12
North Augusta, SC	109	Odem, TX	134	Osage City, KS	187	Parma, OH	25	Philadelphia, PA	6	Pompton Lakes, NJ	1
North Baltimore, OH	81	Odessa, TX	185	Osceola, AR	47	Parris Island, SC	158	Philipsburg, PA	245	Ponce, PR	13
North Cape May, NJ	139	Oelwein, IA	238	Osceola, IA	91	Parsippany-Troy Hill, NJ	111	Phoenix, AZ	15	Ponte Vedra Beach, FL	52
North Charleston, SC	88	Ogden, UT	32	Oshkosh, WI	136	Pasadena, CA	2	Phoenix, NY	79	Pontotoc, MS	184
North East, PA	161	Oil City, PA	241	Oswego, NY	79	Pasadena, TX	7	Phoenix, OR	208	Poolesville, MD	8
North Fork, CA	68	Oildale, CA	87	Otsego, MI	180	Pascagoula, MS	135	Phoenixville, PA	6	Port Arthur, TX	7
North Fort Myers, FL	70	Ojai, CA	114	Ottawa, KS	29	Pascagoula-Moss Poin, MS	135	Picayune, MS	44	Port Charlotte, FL	70
North Las Vegas, NV	41	Okarche, OK	53	Ottawa, OH	237	Pasco, WA	209	Pickens, MS	122	Port Clinton, OH	81
North Little Rock, AR	85	Oklahoma City, OK	53	Ouray, CO	257	Paso Robles, CA	169	Piedmont, CA	4	Port Henry, NY	138
North Mankato, MN	260	Okmulgee, OK	65	Overland Park, KS	29	Patchogue, NY	18	Pikesville, MD	20	Port Hueneme, CA	114
North Miami, FL	12	Olathe, KS	29	Overton, TX	146	Paterson, NJ	1	Pilot Point, TX	5	Port Huron, MI	10
North Miami Beach, FL	12	Old Fort, NC	183	Oviedo, FL	39	Patillas, PR	13	Pinconning, MI	129	Port Isabel, TX	64
North Muskegon, MI	221	Old Saybrook, CT	49	Owasso, OK	65	Patterson, CA	123	Pine Bluff, AR	85	Port Jervis, NY	148
North Myrtle Beach, SC	166	Old Town, ME	211	Owego, NY	176	Patterson, NY	196	Pine Bluffs, WY	279	Port Matilda, PA	245
North Ridgeville, OH	25	Olive Branch, MS	47	Owensboro, KY	155	Patton, PA	251	Pine Castle-Sky Lak, FL	39	Port Neches, TX	132
North Salt Lake City, UT	32	Oliver, PA	23	Owosso, MI	124	Pawcatuck, CT	171	Pine Hills, FL	39	Port Royal, SC	88
North Syracuse, NY	79	Oliver Springs, TN	72	Oxford, MS	184	Pawhuska, OK	65	Pine Island Center, FL	70	Port St. Joe, IN	239
North Windham, ME	163	Olympia, WA	14	Oxford, OH	26	Pawleys Island, SC	166	Pinellas Park, FL	21	Port St. Lucie, FL	115
Northampton, MA	82	Olyphant, PA	67	Oxnard, CA	114	Pawtucket, RI	34	Pineville, LA	212	Port Sulphur, LA	44
Northport, AL	222	Omaha, NE	74	Ozark, AL	188	Payette, ID	121	Piqua, OH	58	Port Washington, WI	33

Table 6

City of License to Market Rank

Portage, IN	3	Racine, WI	33	Rio Piedras, PR	13	Royal Oak, MI	10	San Jose, CA	31	Scottsburg, IN	55
Portage, MI	180	Radcliff, KY	55	Rio Rancho, NM	71	Royal Palm Beach, FL	48	San Juan, PR	13	Scottsdale, AZ	15
Portage, PA	181	Radford, VA	218	Ripley, MS	184	Ruckersville, VA	223	San Juan, TX	64	Scottsville, KY	205
Portage, WI	97	Raeford, NC	126	Ripley, OH	26	Rudolph, WI	164	San Luis Obispo, CA	169	Scranton, PA	67
Porterville, CA	108	Raleigh, NC	46	River Falls, WI	16	Rumford, ME	258	San Marcos, TX	42	Scranton, SC	204
Portland, ME	163	Rancho Cordova, CA	27	Riverbank, CA	123	Rusk, TX	146	San Marcos-Poway, CA	17	Seabrook, TX	7
Portland, OR	24	Rancho Mirage, CA	159	Riverhead, NY	18	Russellville, AL	242	San Martin, CA	31	Seaford, DE	149
Portland, TN	45	Randolph, UT	32	Riverside, CA	2	Russellville, KY	45	San Mateo, CA	4	Searsport, ME	211
Portland, TX	134	Rantoul, IL	210	Riverside, PA	78	Ruston, LA	244	San Rafael, CA	4	Seaside, CA	75
Portsmouth, NH	120	Rapid City, SD	264	Riviera Beach, FL	48	Sabana Grande, PR	13	San Sebastian, PR	13	Seattle, WA	14
Portsmouth, OH	151	Ravena, NY	61	Roanoke, IN	102	Saco, ME	163	Sand Springs, OK	65	Sebastian, FL	99
Portsmouth, VA	38	Ravenel, SC	88	Roanoke, VA	110	Sacramento, CA	27	Sandersville, MS	216	Sebastopol, CA	112
Post Falls, ID	94	Raymondville, TX	64	Roaring Spring, PA	251	Saegertown, PA	241	Sandy, UT	32	Sebring, FL	274
Poteau, OK	173	Rayne, LA	98	Robertsdale, AL	92	Safety Harbor, FL	21	Sandy Creek-Pulaski, NY	79	Security, CO	96
Potomac-Cabin John, MD	8	Rayville, LA	244	Robinson, TX	194	Sag Harbor, NY	18	Sanford, FL	39	Sedona, AZ	157
Potts Camp, MS	184	Reading, PA	133	Robstown, TX	134	Sageville, IA	228	Sanford, ME	120	Seelyville, IN	197
Pottstown, PA	6	Red Bank, TN	104	Rochester, MN	227	Saginaw, MI	129	Sanger, TX	5	Seffner, FL	21
Poughkeepsie, NY	160	Red Bluff, CA	198	Rochester, NH	120	Sahuarita, AZ	63	Sans Souci, SC	59	Seguin, TX	30
Powell, TN	72	Red Lion, PA	106	Rochester, NY	54	Saint Ansgar, IA	277	Santa Ana, CA	2	Selah, WA	193
Powhatan, VA	56	Red Springs, NC	126	Rock Hill, SC	37	Salem, IN	55	Santa Barbara, CA	199	Selbyville, DE	149
Poynette, WI	97	Redding, CA	225	Rock Island, IL	137	Salem, MA	9	Santa Clara, CA	31	Seligman, AZ	157
Prairie Grove, AR	150	Redlands, CA	28	Rockford, IL	152	Salem, NJ	76	Santa Cruz, CA	75	Seligman, MO	150
Prattville, AL	147	Redondo Beach, CA	2	Rockford, MI	66	Salem, OH	107	Santa Fe, NM	235	Selma, NC	46
Prescott, AZ	157	Reform, AL	222	Rockledge, FL	99	Salem, OR	24	Santa Margarita, CA	169	Seminole, OK	53
Prescott Valley, AZ	157	Rehoboth Beach, DE	149	Rockport, TX	134	Salem, VA	110	Santa Maria, CA	202	Seneca, IL	3
Priceville, AL	117	Reidsville, NC	43	Rockton, IL	152	Salem, WV	195	Santa Monica, CA	2	Seneca, SC	59
Prichard, AL	92	Remsen, NY	156	Rockville, IN	197	Salem Township, MI	145	Santa Paula, CA	114	Seneca Falls, NY	54
Prince Frederick, MD	8	Reno, NV	128	Rockville, MD	8	Salinas, CA	75	Santa Rosa, CA	112	Sevierville, TN	72
Princess Anne, MD	149	Rensselaer, NY	61	Rockwood, TN	72	Salinas, PR	13	Santa Rosa Beach, FL	217	Seward, NE	172
Princeton, MN	16	Renton, WA	14	Rocky Mount, NC	46	Saline, MI	145	Santa Ynez, CA	199	Seymour, TN	72
Princeton, NJ	140	Republic, MO	144	Rogers, AR	150	Salisbury, MD	149	Sapulpa, OK	65	Seymour, WI	136
Princeton, WV	266	Reserve, LA	44	Rogersville, AL	242	Salisbury, NC	37	Sarasota, FL	61	Shadyside, OH	232
Princeton Junction, NJ	140	Richfield, MN	16	Rogersville, TN	100	Salladasburg, PA	256	Saratoga Springs, NY	21	Shafter, CA	87
Proctor, MN	220	Richland, MS	122	Rogue River, OR	208	Sallisaw, OK	173	Sartell, MN	219	Shallotte, NC	177
Prosser, WA	193	Richland, WA	209	Rohnert Park, CA	112	Salt Lake City, UT	32	Sasser, GA	259	Sharon, CT	49
Providence, RI	34	Richlands, VA	266	Roland, OK	173	Saluda, SC	109	Saugerties, NY	160	Sharon, PA	107
Provo, UT	32	Richmond, KY	103	Rollingwood, TX	42	San Angelo, TX	269	Sauk City, WI	97	Sharpsville, PA	107
Pryor, OK	65	Richmond, MO	29	Rome, NY	156	San Antonio, TX	30	Sauk Rapids, MN	219	Shasta, CA	225
Pueblo, CO	96	Richmond, VA	56	Rosario, MX	17	San Bernardino, CA	28	Savannah, GA	158	Shasta Lake City, CA	225
Pulaski, NY	79	Richmond Hill, GA	158	Rosenburg-Richmond, TX	7	San Carlos Park, FL	70	Sayre, PA	176	Shawnee, OK	53
Pulaski, VA	218	Richton, MS	216	Roseville, CA	27	San Clemente, CA	2	Scappoose, OR	24	Sheboygan, WI	262
Punta Gorda, FL	70	Richwood, LA	244	Rosford, OH	81	San Diego, CA	17	Scarborough, ME	163	Sheboygan Falls, WI	262
Punta Rassa, FL	70	Richwood, OH	35	Rossville, GA	104	San Fernando, CA	2	Schenectady, NY	61	Sheffield, AL	242
Puyallup, WA	14	Ridgefield, CT	196	Roswell, GA	11	San Francisco, CA	4	Schertz, TX	30	Shelby, NC	37
Quebradillas, PR	13	Ridgeland, MS	122	Rotterdam, NY	61	San Gabriel, CA	2	Schofield, WI	164	Shelbyville, IL	261
Queensbury, NY	61	Ridgeville, SC	88	Round Rock, TX	42	San German, PR	13	Schoharie, NY	61	Shelbyville, IN	40
Quincy, FL	162	Rifle, CO	257	Roy, UT	32	San Jacinto, CA	28	Scotia, NY	61	Shelbyville, KY	55
Quincy, MA	9	Ringgold, GA	104	Royal City, WA	209	San Joaquin, CA	68	Scottdale, PA	23	Shelbyville, TN	45

Table 6

City of License to Market Rank

Shepherdsville, KY	55	South Beloit, IL	152	Springfield, TN	45	Stewartville, MN	227	Tarboro, NC	46	Torrington, CT	49
Sheridan, AR	85	South Bend, IN	168	Springfield-Eugene, OR	143	Stillwater, MN	16	Taunton, MA	34	Towson, MD	20
Sherman, TX	5	South Boston, VA	46	Springhill, LA	131	Stillwater, NY	61	Tavares, FL	39	Tracy, CA	89
Sherwood, AR	85	South Bristol Townsh, NY	54	Springville, NY	50	Stirling, NJ	111	Taylor, MI	10	Travelers Rest, SC	59
Shingle Springs, CA	27	South Burlington, VT	138	St. Albans, VT	138	Stockton, CA	89	Taylor, TX	42	Traverse City, MI	190
Shingletown, CA	225	South Charleston, WV	174	St. Albans, WV	174	Stonewall, MS	281	Taylorville, MS	216	Trenton, FL	86
Shippensburg, PA	78	South Congaree, SC	90	St. Andrews, SC	90	Stonington, CT	171	Taylorville, IL	201	Trenton, GA	104
Shiremanstown, PA	78	South Daytona, FL	95	St. Augustine, FL	52	Stowe, VT	138	Tazewell, VA	266	Trenton, NJ	140
Short Pump, VA	56	South Gastonia, NC	37	St. Augustine Beach, FL	52	Strasburg, CO	22	Temecula, CA	17	Trinity, AL	117
Shreveport, LA	131	South Glen Falls, NY	61	St. Charles, MN	227	Strasburg, VA	224	Tempe, AZ	15	Troutdale, OR	24
Signal Mountain, TN	104	South Lake Tahoe, CA	27	St. Charles, MO	19	Stroudsburg, PA	67	Temple, TX	154	Troy, AL	147
Siler City, NC	46	South Miami, FL	12	St. Cloud, MN	219	Stuart, FL	48	Temple Terrace, FL	21	Troy, MO	19
Siloam Springs, AR	150	South Oroville, CA	198	St. Genevieve, MO	19	Sturgeon Bay, WI	186	Templeton, CA	169	Troy, NY	61
Silsbee, TX	132	South Padre Island, TX	64	St. George, SC	88	Sturgis, SD	264	Tequesta, FL	48	Troy, OH	58
Silver Lake, KS	187	South Pittsburg, TN	104	St. Helena, CA	4	Sturtevant, WI	33	Terre Haute, IN	197	Trumann, AR	276
Silver Spring, MD	8	South Salt Lake, UT	32	St. Ignace, MI	190	Suffolk, VA	38	Terrell, TX	5	Trumansburg, NY	270
Silver Springs, FL	86	South Sioux City, NE	255	St. James, MN	260	Sullivan, IL	261	Terrell Hills, TX	30	Trussville, AL	57
Silverdale, WA	14	South Tucson, AZ	63	St. Johns, MI	119	Sullivan, IN	197	Texarkana, AR	253	Tuba City, AZ	157
Simi Valley, CA	2	South Whitley, IN	102	St. Johnsville, NY	61	Sullivan, MO	19	Texarkana, TX	253	Tuckerton, NJ	51
Simpsonville, SC	90	South Williamsport, PA	256	St. Joseph, MN	219	Sulphur, LA	213	Texas City, TX	7	Tucson, AZ	63
Sinton, TX	134	South Yarmouth, MA	182	St. Louis, MO	19	Sumiton, AL	57	Thief River Falls, MN	273	Tulare, CA	68
Sioux City, IA	255	Southampton, NY	18	St. Louis Park, MN	16	Summerton, SC	90	Thomasville, GA	162	Tullahoma, TN	117
Skokie, IL	3	Southaven, MS	47	St. Marys, KS	187	Summerville, SC	88	Thomasville, NC	43	Tulsa, OK	65
Skowhegan, ME	258	Southbridge, MA	116	St. Marys, OH	237	Sumner, WA	14	Thomson, GA	109	Tumwater, WA	14
Slaton, TX	179	Southern Pines, NC	126	St. Marys, WV	236	Sumrall, MS	216	Thornton, CO	22	Tunica, MS	47
Sleepy Eye, MN	260	Southington, CT	49	St. Matthews, KY	55	Sumter, SC	90	Thousand Palms, CA	159	Tunkhannock, PA	67
Slidell, LA	44	Southold, NY	171	St. Paul, MN	16	Sun City, AZ	15	Thurmont, MD	203	Tupelo, MS	184
Smithfield, NC	46	Southport, NC	177	St. Pauls, NC	126	Sun City, CA	28	Tice, FL	70	Turlock, CA	123
Smithfield, VA	38	Southport, NY	207	St. Peter, MN	260	Sun Prairie, WI	97	Ticonderoga, NY	138	Turners Falls, MA	82
Smiths, AL	178	Spanish Fork, UT	32	St. Petersburg, FL	21	Sun Valley, NV	128	Tifton, GA	259	Turrell, AR	47
Smiths Grove, KY	205	Sparks, NV	128	St. Petersburg Beach, FL	21	Sunnyside, WA	193	Tijuana, MX	17	Tusayan, AZ	157
Smithtown, NY	18	Sparta, MO	144	St. Simons Island, GA	282	Superior, WI	220	Tioga, LA	212	Tuscaloosa, AL	222
Smithville, GA	259	Spartanburg, SC	59	St. Stephen, SC	88	Surfside Beach, SC	166	Tioga, PA	207	Tuscola, IL	210
Smyrna, DE	76	Spearfish, SD	264	Stamford, CT	141	Surgoinsvill, TN	100	Tipton, CA	108	Tuscola, MI	124
Smyrna, GA	11	Spencer, WI	164	Stamford, TX	229	Swanton, OH	81	Tisbury, MA	182	Tuscumbia, TN	100
Smyrna, TN	45	Spokane, WA	94	Stamping Ground, KY	103	Sylvan Beach, NY	79	Titusville, FL	39	Tuscumbia, AL	242
Snow Hill, MD	149	Spotsylvania, VA	165	Stanton, TX	185	Sylvania, OH	81	Titusville, PA	241	Two Harbors, MN	220
Socastee, SC	166	Spring Lake, NC	126	Starkville, MS	254	Sylvester, GA	259	Tobyhanna, PA	67	Tye, TX	229
Soddy-Daisy, TN	104	Spring Valley, MN	227	Starview, PA	106	Syracuse, NY	79	Toledo, OH	81	Tyler, TX	146
Sodus, NY	54	Spring Valley, NY	1	State College, MS	254	Tacoma, WA	14	Tolleson, AZ	15	Tyrone, PA	251
Solana, FL	70	Springdale, AR	150	State College, PA	245	Taft, CA	87	Tomball, TX	7	Unadilla, GA	153
Soledad, CA	75	Springfield, FL	239	Statesville, NC	37	Taft, TX	134	Toms River, NJ	51	Union, MO	19
Solvang, CA	202	Springfield, GA	158	Staunton, VA	223	Tahoe City, CA	128	Tooele, UT	32	Union, MS	281
Somerset, PA	181	Springfield, IL	201	Stayton, OR	24	Tahoka, TX	179	Topeka, KS	187	Union City, PA	161
Somerset, TX	30	Springfield, MA	82	Steelville, MO	19	Talking Rock, GA	11	Toppenish, WA	193	Union Gap, WA	193
Somersworth, NH	120	Springfield, MN	260	Sterling City, TX	269	Tallahassee, FL	162	Topsail Beach, NC	84	Uniontown, PA	23
Somerville, TN	47	Springfield, MO	144	Steubenville, OH	232	Tamaqua, PA	69	Topsham, ME	163	Universal City, TX	30
Soquel, CA	75	Springfield, OH	58	Stevens Point, WI	164	Tampa, FL	21	Torrance, CA	2	University, MS	184

City of License to Market Rank

University Park, PA	245	Waco-Marlin, TX	194	Waukegan, IL	3	West Valley City, UT	32	Williams, AZ	157	Winton, CA	192
University Park, TX	5	Wagoner, OK	65	Waukesha, WI	33	West Warwick, RI	34	Williamsburg, VA	38	Wisconsin Dells, WI	97
Upper Arlington, OH	35	Waipahu, HI	62	Waunakee, WI	97	West Yarmouth, MA	182	Williamsport, MD	167	Wisconsin Rapids, WI	164
Urbana, IL	210	Waite Park, MN	219	Wausau, WI	164	Westbrook, ME	163	Williamsport, PA	256	Wood River, IL	19
Urbana, OH	58	Wake Forest, NC	46	Wauwatosa, WI	33	Westerly, RI	34	Williamston, NC	84	Woodbridge, VA	8
Utica, MS	122	Wakefield-Peacedale, RI	34	Waverly, IA	238	Westerville, OH	35	Williamstown, KY	26	Woodburn, OR	24
Utica, NY	156	Waldorf, MD	8	Waverly, NY	176	Westfield, MA	82	Williamstown, WV	236	Woodbury, TN	45
Utuaado, PR	13	Walker, MI	66	Waverly, TN	45	Westhampton, NY	18	Willis, TX	7	Woodlake, CA	68
Vacaville, CA	4	Walla Walla, WA	209	Waxahachie, TX	5	Westminster, MD	20	Williston, FL	86	Woodland, CA	27
Vallejo, CA	4	Walled Lake, MI	10	Waxhaw, NC	37	Weston, OR	209	Willoughby, OH	25	Woodruff, SC	59
Valley, AL	178	Walnut Creek, CA	4	Waycross, GA	282	Weston, WV	195	Willsboro, NY	138	Woodstock, IL	3
Valley Station, KY	55	Waltham, MA	9	Waynesboro, GA	109	Westover, WV	195	Wilmington, DE	76	Woodstock, NY	160
Valparaiso, IN	3	Wanchese, NC	243	Waynesboro, PA	167	Westport, CT	141	Wilmington, IL	3	Woodstock, VA	224
Valparaiso-Niceville, FL	217	Wapakoneta, OH	237	Waynesville, NC	183	Westport, NY	138	Wilmington, NC	177	Woonsocket, RI	34
Van Buren, AR	173	Ware, MA	82	Weatherford, TX	5	Wethersfield Twnshp, NY	50	Wilmore, KY	103	Worcester, MA	116
Van Wert, OH	102	Warner Robins, GA	153	Weaverville, CA	225	Wetumpka, AL	147	Wilson, AR	47	Wrens, GA	109
Vancouver, WA	24	Warren, OH	107	Webb City, MO	231	Wheaton, MD	8	Wilson, NC	46	Wrightsville, AR	85
Vassar, MI	124	Warren, VT	138	Webster, MA	116	Wheeling, WV	232	Wilton Manors, FL	12	Wrightsville Beach, NC	177
Venice, FL	80	Warrensburg, NY	61	Webster, NY	54	White Bluff, TN	45	Winchendon, MA	9	Wurtsboro, NY	148
Ventura, CA	114	Warrenton, GA	109	Wellington, CO	130	White Castle, LA	83	Winchester, KY	103	Wyoming, MI	66
Vergennes, VT	138	Warrenton, MO	19	Wendell-Zebulon, NC	46	White City, FL	115	Winchester, VA	224	Xenia, OH	58
Vernon Hills, IL	3	Warrenton, VA	8	Weslaco, TX	64	White Oak, TX	146	Winder, GA	11	Yabucoa, PR	13
Vero Beach, FL	115	Warrior, AL	57	West Bend, WI	33	White Plains, NY	60	Windsor, CA	112	Yakima, WA	193
Verona, WI	97	Warwick, NY	148	West Carrollton, OH	58	White Rock, NM	235	Windsor, CO	130	Yankeetown, FL	86
Versailles, IN	26	Warwick, RI	34	West Chester, PA	6	Whitehall, MI	221	Windsor, CT	49	Yankton, SD	255
Versailles, KY	103	Wasco-Greenacres, CA	87	West Columbia, SC	90	Whitehouse, TX	146	Windsor, ON	10	Yauco, PR	13
Vestal, NY	176	Washington, DC	8	West Covina, CA	2	Whitesboro, NY	156	Windsor, VA	38	Yazoo City, MS	122
Vicksburg, MS	122	Washington, LA	98	West Des Moines, IA	91	Whiteville, NC	126	Winfield, KS	93	York, AL	281
Victoria, TX	134	Washington, MO	19	West Fargo, ND	215	Whiting, IA	255	Winnebago, IL	152	York, PA	106
Vienna, WV	236	Washington, NC	84	West Frankfort, IL	226	Whiting, WI	164	Winnebago, NE	255	York, SC	37
Villas, NJ	139	Washington, PA	23	West Hartford, CT	49	Whitney, NV	41	Winneconne, WI	136	York Center, ME	120
Vineland, NJ	6	Wasilla, AK	175	West Hazelton, PA	67	Wichita, KS	93	Winnie, TX	7	York-Hanover, PA	106
Vinita, OK	65	Waterbury, CT	49	West Jordan, UT	32	Wichita Falls, TX	248	Winona, TX	146	Yorktown, VA	38
Vinton, VA	110	Waterbury, VT	138	West Lafayette, IN	233	Wickenburg, AZ	15	Winslow, ME	258	Youngstown, NY	50
Viriden, IL	201	Waterloo, IA	238	West Lake Hills, TX	42	Widefield, CO	96	Winston-Salem, NC	43	Youngstown, OH	107
Virginia Beach, VA	38	Waterloo, NY	54	West Memphis, AR	47	Wiggins, MS	135	Winter Garden, FL	39	Ypsilanti, MI	145
Visalia, CA	68	Watertown, MA	9	West Monroe, LA	244	Wildwood, NJ	139	Winter Harbor, ME	211	Yucca Valley, CA	159
Vista, CA	17	Watertown, MN	16	West Palm Beach, FL	48	Wildwood Crest, NJ	139	Winter Haven, FL	101	Zarephath, NJ	36
Vivian, LA	131	Watertown, NY	267	West Point, MS	254	Wilkes-Barre, PA	67	Winter Park, FL	39	Zeeland, MI	66
Voorheesville, NY	61	Watertown, WI	97	West Sacramento, CA	27	Wilkinsburg, PA	181	Winters, TX	229	Zephyrhills, FL	21
Wabasha, MN	227	Waterville, ME	258	West Springfield, MA	82	Willard, MO	144	Winterset, IA	91	Zion, IL	3
Waco, TX	194	Watkins Glen, NY	207	West Terre Haute, IN	197						

About





Through our 18-year history, 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.

BIAfn 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, BIAfn 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

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- Fairness opinions
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Market Report

Market Overview

Metro Rank: 197

Revenue Rank: 225

Market Rank: 197
Revenue Rank: 225

Market Rank: 197
Revenue Rank: 225

Terre Haute, IN Market Overview

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

ESTIMATED GROSS REVENUES	1996	1997	1998	1999	2000	2001	% Chg. '01
1996	\$5,300	\$5,800	\$6,100	\$6,900	\$7,300	\$6,500	-4.1%
2001	\$6,811	\$7,100	\$7,600	\$8,000	\$8,500	\$9,200	8.2%

Revenue/Market Share: 1996: 125.62, 2001: 131.23, 2000: 146.77, 2001: 150.07

Revenue/Cable: 1996: 125.62, 2001: 131.23, 2000: 146.77, 2001: 150.07

Demographic and Economic Overview (000's, except Market Share and \$ in 000,000's)

	1998	2001	Growth Rate	2001	2000	Growth Rate
USA Population	267.8	268.1	0.1%	268.1	268.5	0.2%
Households	79.0	81.2	2.8%	81.2	82.9	2.1%
Per Cap	2,749.9	2,738.9	-0.4%	2,738.9	2,815.2	2.8%

Demographic Breakdown:

	Total	Under 12	12-17	18-24	25-34	35-44	45-54	Over 55
Men (000)	107.6	15.9	8.3	9.5	11.7	14.7	14.5	33.1
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	29.5	66.7

Median Household Income: \$19,140

Median Household Size: 2.31

Median Age: 34.4

Median Home Value: \$77,000

Market Summary:

Class	Class A	Class B	Class C	Webtv/ETB	All FBO	All LBO	Total
# Stations	7	5	0	0	7	7	20
Top 12%	36.7	50.9	0.0	0.0	17.3	0.4	77.8
Avg 12%	3.8	5.4	0.0	0.0	5.5	0.1	3.0
Total LSC	34.4	65.1	0.0	0.0	94.7	0.5	100.0
Avg LSC	4.9	13.0	0.0	0.0	13.5	0.1	5.0

Radio

Market Overview

Metro Rank: 197

Revenue Rank: 225

Market Rank: 197
Revenue Rank: 225

Terre Haute, IN Market Overview

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

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Top 12%	36.7	50.9	0.0	0.0	17.3	0.4	77.8
Avg 12%	3.8	5.4	0.0	0.0	5.5	0.1	3.0
Total LSC	34.4	65.1	0.0	0.0	94.7	0.5	100.0
Avg LSC	4.9	13.0	0.0	0.0	13.5	0.1	5.0

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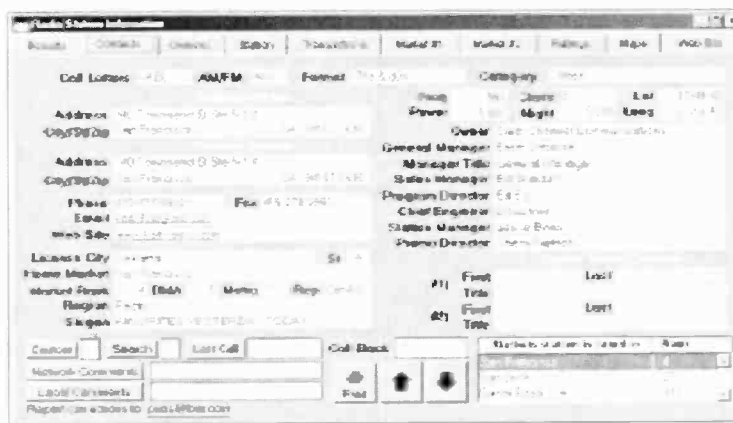


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Contacts and Analyzer

Contacts

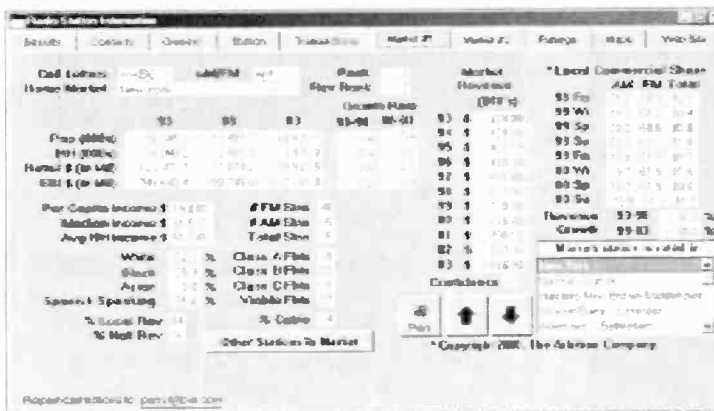


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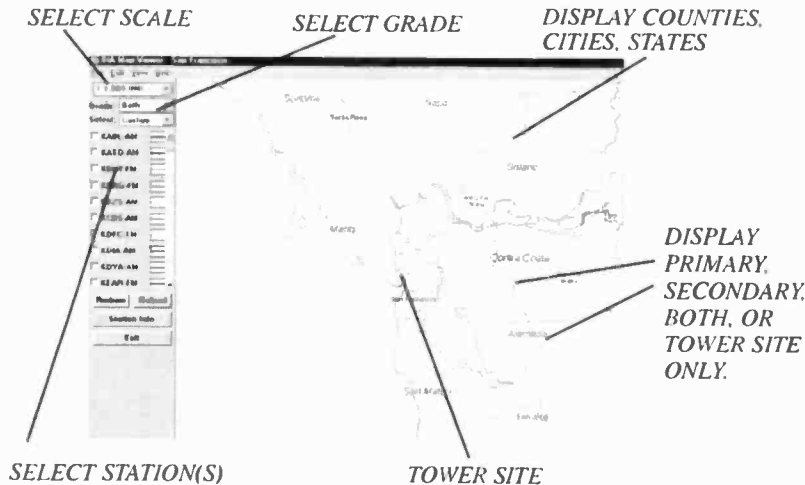


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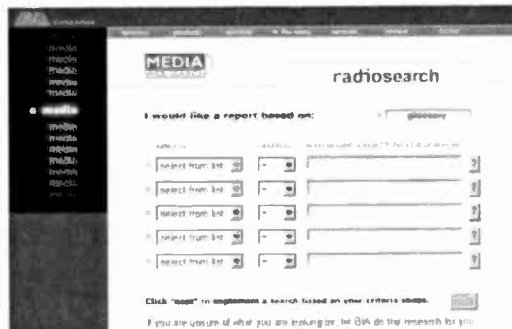


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*Finding the right capital source is key,
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Ask yourself these important questions.

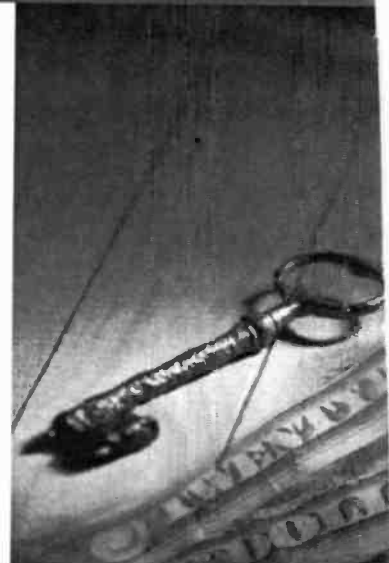
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Investing in Market Report® - Single Edition Radio: [] Fall-1st [] Winter-2nd [] Spring-3rd [] Summer-4th TV: [] February-1st [] May-2nd [] July-3rd [] November-4th		03121-4	\$525.00		03221-4	\$630.00	\$
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BIA 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 and TV, MEDIA Access Pro™ are considered the definitive source for accurate data on the television and radio industries. BIAfn also publishes industry studies and white papers.



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