

**ANCHORAGE  
12+ METRO SHARE**

|        | <u>75</u> | <u>76</u> | <u>77</u> | <u>78</u> | <u>79</u> | <u>80</u> | <u>81</u> | <u>82</u> | <u>83</u> | <u>84</u> | <u>85</u> | <u>86</u> | <u>87</u> | <u>88</u> | <u>89</u> | <u>90</u> | <u>91</u> | <u>92</u> | <u>93</u> | <u>94</u> | <u>95</u> | <u>96</u> | <u>97</u> | <u>98</u> | <u>99</u> | <u>2000</u> | <u>01</u> | <u>02</u> | <u>03</u> |                        |
|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|------------------------|
| KFQD   | 16.2      | 14.2      | 19.6      | 18.1      | 16.9      | 19.6      | 18.6      | 15.7      | 11.2      | 11.1      | 10.2      | 11.9      | 7.5       | 5.5       | 4.1       | 3.1       | 5.1       | 3.5       | 3.8       | 3.1       | 3.2       | 2.5       | 2.2       | 1.6       | 2.7       | 3.3         | 4.0       | 2.8       | 2.9       | KFQD, 750 (T)          |
| KTZN   | 31.3      | 9.2       | 13.2      | 20.2      | 16.6      | 12.6      | 8.8       | 13.0      | 8.7       | 8.0       | 5.1       | 4.5       | 3.5       | 4.3       | 5.4       | 5.6       | 5.5       | 5.5       | 6.5       | 7.1       | 5.3       | 7.5       | 6.7       | 1.3       | 0.9       | 1.5         | 1.5       | 1.3       | 2.2       | KTZN, 550 (S)          |
| KHAR   | 19.2      | 16.9      | 14.8      | 13.2      | 13.8      | 12.2      | 12.3      | 11.0      | 8.5       | 8.7       | 7.3       | 6.2       | 4.2       | 2.9       | 3.3       | 2.8       | 2.1       | 3.9       | 2.7       | 3.5       | 3.0       | 4.5       | 2.3       | 2.3       | 2.7       | 2.5         | 2.3       | 2.1       | 2.4       | KHAR, 590 (ST)         |
| KDBZ-F | 2.5       | 1.2       | 1.9       | 1.3       | 2.8       | 3.3       | 7.9       | 6.7       | 4.3       | 1.6       | 2.5       | 4.0       | 9.4       | 8.0       | 12.6      | 11.0      | 7.8       | 9.0       | 7.0       | 7.1       | 3.9       | 3.6       | 4.9       | 4.7       | 3.6       | 3.3         | 3.8       | 4.7       | 3.7       | KDBZ, 102.1 (AC)       |
| KGOT-F | -         | 6.7       | 6.9       | 9.4       | 12.2      | 5.5       | 9.3       | 8.2       | 11.4      | 13.9      | 14.2      | 15.5      | 18.3      | 13.1      | 11.3      | 9.2       | 10.3      | 7.7       | 7.8       | 9.2       | 8.4       | 10.9      | 13.4      | 12.1      | 8.7       | 5.8         | 5.6       | 5.3       | 6.3       | KGOT-F, 101.3 (CHR)    |
| KBRJ-F | -         | 10.2      | 8.8       | 9.2       | 7.7       | 12.4      | 9.5       | 6.5       | 5.3       | 7.1       | 5.0       | 6.4       | 4.9       | 3.1       | 2.5       | 1.6       | 2.1       | 3.5       | 3.8       | 5.9       | 7.5       | 6.1       | 6.5       | 8.1       | 6.7       | 7.2         | 6.8       | 6.1       | 7.9       | KBRJ-F, 104.1 (C)      |
| KNIK-F | 2.5       | 4.9       | 5.2       | 4.8       | 4.2       | 7.2       | 7.8       | 7.6       | 7.3       | 7.3       | 7.0       | 5.6       | 4.7       | 5.8       | 3.4       | 4.0       | 3.9       | 4.1       | 4.0       | 3.6       | 5.0       | 4.4       | 4.0       | 3.8       | 4.5       | 3.9         | 2.8       | 4.1       | 2.7       | KNIK-F, 105.7 (J)      |
| KENI   | 19.7      | 14.1      | 12.3      | 8.7       | 6.7       | 7.0       | 7.0       | 9.0       | 10.5      | 9.7       | 10.1      | 7.9       | 6.2       | 5.5       | 4.1       | 3.6       | 3.9       | 4.0       | 3.0       | 1.3       | 0.9       | 0.6       | 0.3       | 5.8       | 5.8       | 5.0         | 5.6       | 5.1       | 6.2       | KENI, 650 (T/N)        |
| KBFX-F | -         | -         | -         | 0.4       | 3.8       | 2.9       | 5.1       | 3.8       | 6.0       | 4.0       | 8.8       | 7.2       | 4.3       | 2.9       | 5.7       | 12.0      | 10.2      | 9.6       | 11.7      | 7.4       | 5.5       | 4.7       | 7.5       | 7.0       | 5.9       | 5.9         | 6.9       | 4.8       | 5.6       | KBFX-F, 100.5 (CL.AOR) |
| KBYR   | 6.1       | 5.4       | 5.5       | 4.8       | 4.9       | 5.7       | 4.2       | 1.9       | 1.8       | 1.6       | 2.0       | 1.9       | 3.2       | 2.4       | 1.5       | 2.3       | 1.2       | 2.8       | 2.5       | 2.8       | 1.7       | 1.9       | 1.6       | 1.0       | 0.9       | 0.7         | 0.8       | 1.9       | 2.2       | KBYR, 700 (T)          |
| KASH-F | -         | 14.7      | 9.5       | 8.3       | 5.2       | 5.7       | 4.0       | 1.1       | 1.8       | 0.6       | 3.1       | 5.3       | 6.4       | 7.3       | 7.8       | 8.6       | 11.6      | 10.3      | 9.6       | 8.5       | 8.3       | 9.8       | 7.8       | 6.5       | 5.3       | 5.4         | 5.6       | 5.3       | 6.0       | KASH-F, 107.5 (C)      |
| KWHL-F | -         | -         | -         | -         | -         | -         | -         | 19.1      | 15.3      | 16.2      | 13.0      | 12.4      | 12.2      | 13.6      | 10.4      | 8.4       | 7.0       | 7.7       | 7.3       | 9.1       | 12.9      | 10.3      | 7.7       | 8.6       | 9.0       | 4.4         | 5.5       | 4.1       | 4.2       | KWHL-F, 106.5 (AOR)    |
| KYMG-F | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | 2.2       | 4.9       | 7.3       | 6.4       | 7.0       | 6.7       | 4.0       | 6.1       | 5.3       | 5.6       | 4.8       | 8.1         | 5.1       | 5.1       | 6.2       | KYMG-F, 98.9 (AC)      |
| KLEF-F | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | 6.1       | 5.1       | 5.5       | 5.3       | 3.9       | 4.6       | 4.8       | 5.4       | 4.7       | 3.2       | 3.8       | 3.9       | 3.2         | 3.0       | 3.3       | 3.5       | KLEF-F, 98.1 (CL)      |
| KAFC-F | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | 9.3       | 5.5       | 3.5       | -         | -         | -         | -         | -         | -         | -         | -         | 3.1       | 1.7         | 2.6       | 2.2       | 2.3       | KAFC-F, 93.7 (REL)     |
| KEAG-F | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | 5.2       | 6.1       | 7.0       | 6.0       | 5.9       | 6.8       | 5.5       | 6.3       | 5.1       | 5.7       | 5.9         | 6.3       | 5.5       | 5.5       | KEAG-F, 97.3 (O)       |
| KFAT-F | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | 0.6       | 8.7         | 6.1       | 7.5       | 6.3       | KFAT-F, 92.9 (CHR)     |
| KMXS-F | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | 3.9       | 5.9       | 6.0       | 8.4       | 6.5       | 6.5       | 3.5         | 3.8       | 3.2       | 2.7       | KMXS-F, 103.1 (AC)     |
| KQEZ-F | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | 2.6       | 2.9         | 4.0       | 2.8       | 2.8       | KQEZ-F, 92.1 (SAC)     |
| KRPM-F | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | 0.9       | 3.7         | 3.6       | 2.7       | 4.8       | KRPM-F, 96.3 (CL. AOR) |

**12+ CUME RATINGS**

|        | <u>79</u> | <u>80</u> | <u>81</u> | <u>82</u> | <u>83</u> | <u>84</u> | <u>85</u> | <u>86</u> | <u>87</u> | <u>88</u> | <u>89</u> | <u>90</u> | <u>91</u> | <u>92</u> | <u>93</u> | <u>94</u> | <u>95</u> | <u>96</u> | <u>97</u> | <u>98</u> | <u>99</u> | <u>2000</u> | <u>01</u> | <u>02</u> | <u>03</u> |
|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|
| KFQD   | 31.0      | 39.5      | 33.1      | 32.9      | 25.6      | 24.0      | 21.7      | 20.0      | 18.2      | 14.6      | 12.7      | 10.2      | 11.5      | 11.7      | 9.1       | 8.1       | 9.9       | 7.4       | 8.9       | 6.9       | 9.2       | 10.3        | 10.7      | 9.9       | 10.4      |
| KTZN   | 38.3      | 36.2      | 30.1      | 32.1      | 26.0      | 22.3      | 15.3      | 14.1      | 12.0      | 9.7       | 13.9      | 9.8       | 8.8       | 13.0      | 14.5      | 14.8      | 12.7      | 15.4      | 13.7      | 3.0       | 2.9       | 5.3         | 4.0       | 5.1       | 6.2       |
| KHAR   | 24.2      | 23.4      | 23.3      | 19.1      | 18.6      | 16.9      | 13.9      | 11.3      | 8.0       | 8.8       | 8.5       | 3.8       | 4.6       | 7.2       | 4.8       | 6.3       | 5.5       | 7.3       | 5.4       | 3.9       | 4.9       | 4.1         | 4.3       | 4.7       | 6.2       |
| KDBZ-F | 7.8       | -         | 12.4      | 16.4      | 8.7       | 6.9       | 4.9       | 6.3       | 20.4      | 21.1      | 27.0      | 29.5      | 25.4      | 21.7      | 19.5      | 15.9      | 17.2      | 13.2      | 15.7      | 15.0      | 10.3      | 10.6        | 13.6      | 14.9      | 13.1      |
| KGOT-F | 20.7      | 10.6      | 17.7      | 21.1      | 24.1      | 31.4      | 30.6      | 32.2      | 27.2      | 32.9      | 29.4      | 27.1      | 29.4      | 23.5      | 18.6      | 24.5      | 23.6      | 25.9      | 28.9      | 30.6      | 24.8      | 16.7        | 17.3      | 16.9      | 19.8      |
| KBRJ-F | 16.5      | 27.4      | 26.1      | 20.2      | 14.4      | 16.2      | 13.5      | 15.7      | 12.1      | 9.7       | 11.1      | 6.3       | 6.8       | 10.6      | 15.0      | 14.5      | 17.0      | 15.4      | 16.7      | 17.4      | 16.7      | 13.1        | 14.9      | 14.6      | 15.8      |
| KNIK-F | 9.9       | 10.2      | 13.0      | 13.3      | 13.6      | 11.5      | 12.4      | 8.9       | 11.2      | 11.8      | 11.2      | 12.2      | 7.6       | 9.0       | 11.8      | 9.2       | 10.4      | 9.0       | 8.8       | 8.4       | 7.9       | 9.4         | 5.3       | 8.7       | 6.8       |
| KENI   | 14.7      | 13.0      | 14.0      | 16.8      | 17.5      | 18.5      | 15.3      | 15.1      | 12.6      | 12.1      | 7.9       | 8.4       | 6.6       | 9.1       | 8.1       | 4.5       | 3.6       | 3.1       | 2.8       | 12.2      | 10.9      | 12.5        | 12.0      | 13.3      | 14.5      |
| KBFX-F | -         | 8.0       | -         | 12.3      | 10.7      | 8.8       | 14.4      | 13.4      | 10.5      | 11.3      | 10.2      | 19.1      | 24.4      | 23.6      | 25.2      | 16.1      | 16.5      | 12.8      | 16.6      | 15.3      | 13.3      | 14.3        | 15.4      | 10.8      | 13.2      |
| KBYR   | 16.9      | 18.4      | 14.4      | 10.0      | 6.7       | 7.7       | 6.3       | 5.0       | 10.4      | 6.8       | 6.4       | 5.7       | 3.9       | 12.7      | 8.7       | 10.9      | 8.2       | 8.7       | 7.0       | 4.3       | 3.4       | 2.1         | -         | 5.1       | 4.7       |
| KASH-F | 10.3      | 10.5      | 11.8      | 10.8      | 8.1       | 6.5       | 7.7       | 12.6      | 12.4      | 14.7      | 16.7      | 15.6      | 18.3      | 16.7      | 17.1      | 18.5      | 23.1      | 17.3      | 18.9      | 12.7      | 11.9      | 12.4        | 14.1      | 13.7      | 15.1      |
| KWHL-F | -         | -         | -         | 23.8      | 22.8      | 26.1      | 21.1      | 22.9      | 21.7      | 19.9      | 20.3      | 16.4      | 17.8      | 17.2      | 18.5      | 19.0      | 24.6      | 22.5      | 21.4      | 20.5      | 21.6      | 13.4        | 15.5      | 12.1      | 11.9      |
| KYMG-F | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | 7.0       | 12.6      | 18.2      | 14.4      | 14.3      | 16.0      | 11.2      | 16.1      | 14.8      | 14.3      | 13.1      | 13.9        | 12.6      | 13.9      | 12.4      |
| KLEF-F | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | 9.9       | 11.7      | 11.9      | 11.5      | 13.7      | 12.1      | 10.2      | 12.3      | 10.5      | 8.6       | 8.0       | 9.2         | 7.5       | 7.4       | 7.9       |
| KAFC-F | -         | -         | -         | -         | -         | -         | -         | -         | -         | 17.4      | 15.7      | 9.6       | -         | -         | -         | -         | -         | -         | -         | -         | 4.5       | 7.3         | 6.7       | 7.1       | 4.7       |
| KEAG-F | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | 12.9      | 17.7      | 15.6      | 14.1      | 15.3      | 16.4      | 14.2      | 17.5      | 15.2      | 14.8        | 16.3      | 12.1      | 13.7      |
| KFAT-F | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | 2.1       | 19.1      | 15.2        | 17.9      | 17.4      | 15.2      |
| KXMS-F | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | 13.9      | 18.3      | 15.5      | 22.4      | 18.5      | 19.1      | 12.7      | 14.6        | 10.5      | 11.0      |           |
| KQEZ-F | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | 6.3       | 8.3       | 11.4      | 11.8        | 11.5      | 12.5      | 6.5       |
| KRPM-F | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | -         | 2.3       | 10.1        | 7.7       | 11.0      | 9.2       |

## ANCHORAGE

|      | <u>Market Revenue</u> | <u>Revenue Change</u> | <u>Population</u> | <u>Revenue Per Capita</u> | <u>Retail Sales</u> | <u>Rev. as % Retail Sales</u> | <u>Revenue Per Share Point</u> | <u>Highest Billing Stations</u> |     | <u>Average Person Rating(APR)</u> | <u>FM Share</u> | <u>Total Stations</u> | <u>Viable Stations</u> | <u>Unlisted Station Listening</u> |      |
|------|-----------------------|-----------------------|-------------------|---------------------------|---------------------|-------------------------------|--------------------------------|---------------------------------|-----|-----------------------------------|-----------------|-----------------------|------------------------|-----------------------------------|------|
| 1976 | \$ 4.4                | --                    | --                | --                        | --                  | --                            | --                             | --                              | --  | 18.2 %                            | 22.9 %          | --                    | --                     | --                                | 1976 |
| 1977 | 3.9                   | -11.4 %               | --                | --                        | --                  | --                            | --                             | --                              | --  | 15.7                              | 26.0            | 10                    | --                     | --                                | 1977 |
| 1978 | 4.8                   | 23.1                  | --                | --                        | --                  | --                            | --                             | --                              | --  | 16.3                              | 20.4            | 10                    | --                     | --                                | 1978 |
| 1979 | 5.4                   | 12.5                  | --                | --                        | --                  | --                            | --                             | --                              | --  | 14.7                              | 31.8            | 11                    | --                     | --                                | 1979 |
| 1980 | 4.2                   | -22.2                 | --                | --                        | --                  | --                            | --                             | --                              | --  | 15.9                              | 31.1            | 11                    | --                     | --                                | 1980 |
| 1981 | 5.4                   | 28.5                  | .204              | 26.47                     | 1.9                 | .0035                         | --                             | --                              | --  | 15.6                              | 37.3            | 11                    | --                     | --                                | 1981 |
| 1982 | 6.1                   | 13.0                  | .211              | 28.91                     | 2.1                 | .0038                         | --                             | --                              | --  | 16.0                              | 41.9            | 12                    | --                     | --                                | 1982 |
| 1983 | 6.9                   | 13.1                  | .218              | 31.65                     | 2.2                 | .0041                         | .062                           | --                              | --  | 15.7                              | 56.0            | 13                    | 12                     | --                                | 1983 |
| 1984 | 7.9                   | 14.5                  | .219              | 34.35                     | 2.3                 | .0041                         | .075                           | KFQD                            | 1.0 | 16.9                              | 55.1            | 12                    | 11                     | --                                | 1984 |
| 1985 | 9.0                   | 13.9                  | .220              | 37.04                     | 2.3                 | .0043                         | .100                           | KFQD                            | 1.5 | 16.7                              | 57.8            | 13                    | 12                     | --                                | 1985 |
| 1986 | 9.7                   | 7.8                   | .220              | 42.73                     | 2.4                 | .0049                         | .105                           | KFQD                            | 1.5 | 16.2                              | 62.6            | 14                    | 12                     | --                                | 1986 |
| 1987 | 8.5                   | -8.2                  | .222              | 38.29                     | 2.4                 | .0043                         | .097                           | KFQD                            | 1.5 | 17.2                              | 69.7            | 14                    | 12                     | 12.4                              | 1987 |
| 1988 | 8.1                   | -4.7                  | .223              | 36.32                     | 2.3                 | .0039                         | .090                           | KFOT-F                          | 1.3 | 15.0                              | 72.4            | 16                    | 13                     | 10.2                              | 1988 |
| 1989 | 8.3                   | 2.5                   | .220              | 37.72                     | 2.4                 | .0036                         | .094                           | KGOT-F                          | 1.2 | 18.7                              | 72.7            | 18                    | 13.5                   | 12.1                              | 1989 |
| 1990 | 9.6                   | 15.7                  | .227              | 43.24                     | 2.5                 | .0038                         | .108                           | KWHL-F                          | 1.4 | 16.8                              | 78.1            | 17                    | 13.5                   | 11.2                              | 1990 |
| 1991 | 10.0                  | 4.2                   | .232              | 43.85                     | 2.5                 | .0038                         | .119                           | KBFX-F                          | 1.6 | 16.9                              | 81.2            | 16                    | 13                     | 11.3                              | 1991 |
| 1992 | 10.3                  | 3.2                   | .236              | 43.64                     | 2.6                 | .0037                         | .123                           | KASH-F                          | 1.5 | 15.1                              | 80.8            | 16                    | 14                     | 13.3                              | 1992 |
| 1993 | 11.6                  | 12.6                  | .248              | 46.77                     | 2.9                 | .0040                         | .130                           | KASH-F                          | 1.7 | 16.7                              | 78.1            | 17                    | 14                     | 10.9                              | 1993 |
| 1994 | 13.0                  | 12.0                  | .256              | 50.78                     | 3.0                 | .0043                         | .146                           | KBFX-F                          | 1.8 | 16.5                              | 80.3            | 16                    | 14                     | 10.8                              | 1994 |
| 1995 | 12.5                  | -3.7                  | .259              | 48.26                     | 3.1                 | .0040                         | .147                           | KASH-F                          | 1.7 | 17.0                              | 83.6            | 17                    | 15                     | 14.9                              | 1995 |
| 1996 | 13.0                  | 4.0                   | .258              | 50.39                     | 3.2                 | .0041                         | .143                           | KASH-F                          | 1.7 | 16.1                              | 81.7            | 17                    | 15                     | 8.3                               | 1996 |
| 1997 | 13.7                  | 5.4                   | .251              | 54.58                     | 3.4                 | .0040                         | .157                           | KASH-F                          | 1.9 | 14.6                              | 84.4            | 17                    | 13.5                   | 12.9                              | 1997 |
| 1998 | 14.5                  | 5.8                   | .249              | 58.23                     | 3.4                 | .0043                         | .159                           | KASH-F                          | 1.9 | 15.1                              | 83.8            | 21                    | 14.5                   | 8.4                               | 1998 |
| 1999 | 14.7                  | 1.4                   | .261              | 56.32                     | 3.5                 | .0042                         | .163                           | KGOT-F                          | 1.8 | 15.4                              | 85.9            | 20                    | 15                     | 9.1                               | 1999 |
| 2000 | 16.7                  | 13.6                  | .262              | 63.74                     | 4.1                 | .0041                         | .194                           | KBRJ-F                          | 1.6 | 14.8                              | 86.5            | 21                    | 15.5                   | 10.2                              | 2000 |
| 2001 | 16.6                  | -0.6                  | .263              | 63.11                     | 4.2                 | .0040                         | .190                           | KBRJ-F                          | 1.7 | 14.6                              | 84.1            | 21                    | 16.5                   | 11.1                              | 2001 |
| 2002 | 15.7                  | -5.4                  | .265              | 59.24                     | 4.4                 | .0036                         | .187                           | KBRJ-F                          | 1.7 | 15.1                              | 81.8            | 20                    | --                     | 16.0                              | 2002 |
| 2003 | 15.5                  | -0.6                  | .266              | 58.27                     | 4.5                 | .0034                         | .178                           | KBRJ-F                          | 1.9 | 13.3                              | 78.0            | 20                    | 19                     | 12.8                              | 2003 |

### MAJOR STATIONS - JANUARY 2004

|               |                  |             |               |               |                      |             |               |
|---------------|------------------|-------------|---------------|---------------|----------------------|-------------|---------------|
| <b>KBVR</b>   | 700 10KW         | Talk        |               | <b>KEAG-F</b> | 97.3 100KW@593       | Oldies      | Morris        |
| <b>KENI</b>   | 650 50KW         | Talk/News   | Clear Channel | <b>KFAT-F</b> | 92.9 10KW@817        | CHR/Dance   | New Northwest |
| <b>KFQD</b>   | 750 50KW         | Talk        | Morris        | <b>KGOT-F</b> | 101.3 26KW@-66       | CHR/Dance   | Clear Channel |
| <b>KHAR</b>   | 590 5KW          | Standards   | Morris        | <b>KLEF-F</b> | 98.1 25KW@29 (DA)    | Classical   |               |
| <b>KTZN</b>   | 550 5KW          | Sports      | Clear Channel | <b>KMXS-F</b> | 103.1 27KW@-180      | AC/CHR      | Morris        |
| <b>KAFC-F</b> | 93.7 27KW@863    | Religion    |               | <b>KNIK-F</b> | 105.7 14KW@1070      | Jazz        |               |
| <b>KASH-F</b> | 107.5 100KW@-289 | Country     | Clear Channel | <b>KQEZ-F</b> | 92.1 10KW@810        | Soft AC     | New Northwest |
| <b>KBFX-F</b> | 100.5 25KW@178   | Classic AOR | Clear Channel | <b>KRPM-F</b> | 96.3 100KW@886       | Classic AOR | New Northwest |
| <b>KBRJ-F</b> | 104.1 55KW@61    | Country     | Morris        | <b>KWHL-F</b> | 106.5 100KW@79 (DA)  | AOR         | Morris        |
| <b>KDBZ-F</b> | 102.1 23KW@82    | AC/Modern   | New Northwest | <b>KYMG-F</b> | 98.9 100KW@-151 (DA) | AC          | Clear Channel |

**ANCHORAGE**

**FORMAT SHARES (%)**

|                     | <u>77</u> | <u>80</u> | <u>82</u> |               | <u>84</u> | <u>87</u> | <u>90</u> |  | <u>92</u>     | <u>95</u> | <u>98</u>      | <u>2000</u> |
|---------------------|-----------|-----------|-----------|---------------|-----------|-----------|-----------|--|---------------|-----------|----------------|-------------|
| <b>CHR/AOR</b>      | 40        | 60        | 48        | <b>CHR</b>    | 24        | 27        | 24        |  | 17            | 9         | 12             | 14          |
|                     |           |           |           | <b>AOR/CL</b> | 21        | 21        | 23        |  | 20            | 21        | 18             | 13          |
| <b>MOR/AC</b>       | 22        | 5         | 20        | <b>MOR/FS</b> | --        | 4         | --        |  | --            | --        |                | See Talk    |
|                     |           |           |           | <b>AC/OLD</b> | 24        | 20        | 18        |  | 22            | 16        | 14             | 15          |
|                     |           |           |           |               |           |           |           |  | <b>AC</b>     | 12        | 11             | 9           |
|                     |           |           |           |               |           |           |           |  | <b>OLDIES</b> | 17        | 17             | 13          |
| <b>COUNTRY</b>      | 10        | 7         | 11        |               | 17        | 17        | 13        |  | 19            |           |                |             |
| <b>BTFL/EZ/SAC</b>  | 26        | 21        | 21        |               | 15        | 11        | 3         |  |               |           |                |             |
|                     |           |           |           |               |           |           |           |  |               |           | <b>SOFT AC</b> | 4           |
|                     |           |           |           |               |           |           |           |  |               |           |                | 7           |
| <b>NEWS/TALK</b>    |           |           |           |               |           |           | 4         |  | 7             |           | 9              | 11          |
| <b>SPORTS</b>       |           |           |           |               |           |           |           |  |               |           | 11             | 13          |
| <b>BLACK/URBAN</b>  |           |           |           |               |           |           |           |  |               |           | 1              | 3           |
| <b>SMOOTH JAZZ</b>  |           |           |           |               |           |           | 5         |  | 4             |           | 4              | 5           |
| <b>STANDARDS</b>    |           |           |           |               |           |           | 2         |  | 5             |           | 3              | 4           |
| <b>HISPANIC</b>     |           |           |           |               |           |           |           |  |               |           | 4              | 2           |
| <b>RELIG/GOSPEL</b> | --        | 4         | --        |               | --        | 1         | 1         |  | 1             | --        | --             | 3           |
| <b>CLASSICAL</b>    |           |           |           |               |           |           | 7         |  | 5             | 8         | 5              | 4           |

**STATION NOTES**

(Major call letter and format changes)

|               |   |
|---------------|---|
| <b>KBFX-F</b> | KHVN until 81; KBCN until 83; KCMG until 85; Religion until 81; AC until 83; KKGR until 87; AOR until 87; KENI-F until 89; AC/Oldies until 89 |
| <b>KDBZ-F</b> | KJZZ until 80 and Jazz until 80; KRKN until 86 and AOR/Mix until 86; KPXR and CHR until 94; KKRO until 02; Oldies-70's until 99               |
| <b>KNIK-F</b> | CHR until 77; EZ until 88   |
| <b>KBYR</b>   | AC until 87; Oldies until about 92  |
| <b>KTZN</b>   | AC until 88; KENI until 98; Talk until 98   |
| <b>KFQD</b>   | Full Service evolving to Talk by 96   |
| <b>KBRJ-F</b> | KKLV-F until about 92; AC until about 92  |
| <b>KENI</b>   | Country until 96; Kids until 98; KYAK until 98  |
| <b>KAFC-F</b> | KEAG until 91; AOR until 91   |
| <b>KRPM-F</b> | KAQX until 00   |

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

|   |  |    |                      |
|---|--|----|----------------------|
| <b>1978 KYAK, KGOT-F</b>                          |  | \$ | 1,800,000 (approx)   |
| <b>1978 KASH</b>                                  |  |    | 310,000              |
| <b>1981 KASH</b>                                  |  |    | 531,000              |
| <b>1981 KENI</b>                                  |  |    | 712,000              |
| <b>1982 KASH</b>                                  | Sold to Community Pacific (financial distress) |    | 1,107,000            |
| <b>1982 KYGR-F</b>                                |  |    | 775,000              |
| <b>1982 KYAK, KGOT-F</b>                          | From Prime Time to Bingham                     |    | N/A                  |
| <b>1984 KENI</b>                                  |  |    | 2,150,000            |
| <b>1985 KYAK, KGOT-F</b>                          | From Bingham to Olympic                        |    | N/A                  |
| <b>1986 KRKN-F</b>                                | Sold to Ingstad/Holland                        |    | 650,000              |
| <b>1989 KENI-AF (83%)</b>                         |  |    | 1,200,000            |
| <b>1990 KYAK, KGOT-F</b>                          | From Olympia to Harbor                         |    | 1,200,000 (canceled) |
| <b>1991 KYAK, KGOT-F</b>                          | Sold out of Olympia's Bankruptcy               |    | 900,000 (E)          |
| <b>1992 KHAR, KBRJ-F</b>                          | Sold to Roy Paschal                            |    | 800,000              |
| <b>1993 KYAK, KGOT-F</b>                          | From Olympia to McCaw                          |    | 625,000              |
| <b>1993 KBFX-F</b>                                | Sold to Community Pacific                      |    | 1,300,000            |
| <b>1993 KEAG-F</b>                                | Sold to Tom Ingstad                            |    | 285,000              |
| <b>1994 KENI</b>                                  | Sold to Community Pacific                      |    | 800,000              |
| <b>1996 KEAG-F</b>                                | Sold by Tom Ingstad                            |    | 2,500,000            |
| <b>1996 KHAR, KBRJ-F</b>                          | Sold to KWHL-F owner                           |    | 900,000              |
| <b>1996 KENI</b>                                  | From Community Pacific to Capstar              |    | 1,600,000            |
| <b>1996 KASH A/F</b>                              | From Community Pacific to Capstar              |    | 3,500,000            |
| <b>1996 KBFX-F</b>                                | From Community Pacific to Capstar              |    | 2,400,000            |
| <b>1997 KYAK, KGOT-F, KYMG-F</b>                  | From McCaw to Capstar                          |    | N/A                  |
| <b>1997 KKRO-F</b>                                | From Tom Ingstad to Pioneer                    |    | 1,350,000            |
| <b>1998 KHAR/KBRJ-F/KFQD/KEAG-F/KMXS-F/KWHL-F</b> | From Pioneer to Morris                         |    | 33,000,000           |
| <b>1999</b>                                       | All Capstar Stations sold to Clear Channel     |    | N/A                  |
| <b>1999 KKRO-F</b>                                | Sold to New Northwest                          |    | 1,300,000            |
| <b>1999 KQEZ-F</b>                                | Sold to New Northwest                          |    | 1,100,000            |
| <b>2002 KBYR</b>                                  |  |    | 270,000              |

# ANCHORAGE

## HIGHEST BILLING STATIONS

| 1984      |      | 1985   |     | 1986    |     | 1987    |     | 1988   |      | 1989    |      |
|-----------|------|--------|-----|---------|-----|---------|-----|--------|------|---------|------|
| 1 KFQD    | 1.0  | KFQD   | 1.5 | KFQD    | 1.5 | KFQD    | 1.5 | KGOT-F | 1.3  | KGOT-F  | 1.2  |
| 2 KYAK    | 0.9  | KYAK   | 1.3 | KYAK    | 1.4 | KGOT-F  | 1.4 | KFQD   | 1.25 | KWHL-F  | 1.1  |
| 3 KGOT-F  | 0.87 | KWHL-F | 0.9 | KGOT-F  | 1.3 | KWHL-F  | 1.1 | KWHL-F | 1.1  | KPXR-F  | 0.9  |
| 4 KHAR    | 0.63 | KGOT-F | 0.8 | KWHL-F  | 1.1 | KYAK    | 0.9 | KASH-F | 0.85 | KASH-F  | 0.85 |
| 5 KWHL-F  | 0.62 | KHAR   | 0.8 | KKGR-F  | 0.7 | KENI AF | 0.8 | KPXR-F | 0.82 | KFQD    | 0.7  |
| 6         |      |        |     | KHAR    | 0.6 |         |     | KYAK   | 0.76 | KYAK    | 0.6  |
| 7         |      |        |     | KASH AF | 0.6 |         |     | KEAG-F | 0.5  |         |      |
| 8         |      |        |     | KKLV-F  | 0.5 |         |     |        |      |         |      |
| 9         |      |        |     |         |     |         |     |        |      |         |      |
| 10        |      |        |     |         |     |         |     |        |      |         |      |
| 1990      |      | 1991   |     | 1992    |     | 1993    |     | 1994   |      | 1995    |      |
| 1 KWHL-F  | 1.4  | KBFX-F | 1.6 | KASH-F  | 1.5 | KASH-F  | 1.8 | KBFX-F | 1.8  | KASH AF | 1.7  |
| 2 KPXR-F  | 1.3  | KASH-F | 1.4 | KBFX-F  | 1.4 | KBFX-F  | 1.4 | KASH-F | 1.7  | KWHL-F  | 1.3  |
| 3 KGOT-F  | 1.2  | KGOT-F | 1.2 | KWHL-F  | 1.2 | KWHL-F  | 1.3 | KWHL-F | 1.3  | KBFX-F  | 1.2  |
| 4 KBFX-F  | 1.1  | KPXR-F | 1.1 | KYMG-F  | 1.1 | KYMG-F  | 1.2 | KYMG-F | 1.1  | KYMG-F  | 1.1  |
| 5 KASH-F  | 0.95 | KWHL-F | 1.1 | KPXR-F  | 0.9 | KEAG-F  | 1.0 | KENI   | 0.9  | KENI    | 1.1  |
| 6 KYAK    | 0.75 | KYMG-F | 0.8 | KENI    | 0.8 | KPXR-F  | 0.9 | KGOT-F | 0.9  | KEAG-F  | 0.9  |
| 7 KEAG-F  | 0.6  | KENI   | 0.7 | KEAG-F  | 0.7 | KGOT-F  | 0.8 | KEAG-F | 0.9  | KBRJ-F  | 0.8  |
| 8 KENI    | 0.6  | KLEF-F | 0.5 | KGOT-F  | 0.6 | KENI    | 0.8 | KRRO-F | 0.9  | KKRO-F  | 0.8  |
| 9 KLEF-F  | 0.45 | KYAK   | 0.5 |         |     |         |     |        |      | KMXS-F  | 0.6  |
| 10 KFQD   | 0.43 | KFQD   | 0.4 |         |     |         |     |        |      | KGOT-F  | 0.6  |
| 11        |      |        |     |         |     |         |     |        |      |         |      |
| 1996      |      | 1997   |     | 1998    |     | 1999    |     | 2000   |      | 2001    |      |
| 1 KASH AF | 1.7  | KASH-F | 1.9 | KASH-F  | 1.9 | KGOT-F  | 1.8 | KBRJ-F | 1.6  | KBRJ-F  | 1.7  |
| 2 KWHL-F  | 1.6  | KWHL-F | 1.5 | KGOT-F  | 1.7 | KWHL-F  | 1.5 | KEAG-F | 1.6  | KYMG-F  | 1.6  |
| 3 KGOT-F  | 1.5  | KGOT-F | 1.5 | KWHL-F  | 1.6 | KBRJ-F  | 1.4 | KMXS-F | 1.5  | KBFX-F  | 1.5  |
| 4 KYMG-F  | 1.0  | KYMG-F | 1.2 | KENI    | 1.1 | KXMS-F  | 1.3 | KGOT-F | 1.5  | KEAG-F  | 1.4  |
| 5 KENI    | 1.0  | KENI   | 1.0 | KYMG-F  | 1.1 | KBFX-F  | 1.2 | KWHL-F | 1.4  | KGOT-F  | 1.2  |
| 6 KEAG-F  | 1.0  | KEAG-F | 1.0 | KEAG-F  | 1.1 | KEAG-F  | 1.2 | KBFX-F | 1.4  | KWHL-F  | 1.2  |
| 7 KMXS-F  | 0.8  | KMXS-F | 0.9 | KMXS-F  | 1.0 | KASH-F  | 1.1 | KENI   | 1.2  | KMXS-F  | 1.1  |
| 8 KBFX-F  | 0.8  | KBRJ-F | 0.7 | KBRJ-F  | 0.8 | KENI    | 1.1 | KYMG-F | 1.1  | KFAT-F  | 1.0  |
| 9 KBRJ-F  | 0.7  | KBFX-F | 0.7 | KBFX-F  | 0.6 | KYMG-F  | 1.0 | KASH-F | 1.1  | KENI    | 0.9  |
| 10 KKRO-F | 0.6  | KKRO-F | 0.6 | KKRO-F  | 0.6 | KNIK-F  | 0.6 | KFAT-F | 0.7  | KASH-F  | 0.9  |
| 11 KLEF-F | 0.6  | KNIK-F | 0.5 | KLEF-F  | 0.5 |         |     |        |      |         |      |
| 12        |      |        |     | KNIK-F  | 0.5 |         |     |        |      |         |      |
| 2002      |      | 2003   |     |         |     |         |     |        |      |         |      |
| 1 KBRJ-F  | 1.7  | KBRJ-F | 1.9 |         |     |         |     |        |      |         |      |
| 2 KEAG-F  | 1.5  | KYMG-F | 1.5 |         |     |         |     |        |      |         |      |
| 3 KWHL-F  | 1.5  | KEAG-F | 1.1 |         |     |         |     |        |      |         |      |
| 4 KBFX-F  | 1.2  | KGOT-F | 1.0 |         |     |         |     |        |      |         |      |
| 5 KMXS-F  | 1.1  | KQEZ-F | 1.0 |         |     |         |     |        |      |         |      |
| 6 KYMG-F  | 1.0  | KWHL-F | 1.0 |         |     |         |     |        |      |         |      |
| 7 KQEZ-F  | 0.9  | KASH-F | 0.9 |         |     |         |     |        |      |         |      |
| 8 KGOT-F  | 0.9  | KBFX-F | 0.9 |         |     |         |     |        |      |         |      |
| 9 KASH-F  | 0.8  | KMXS-F | 0.8 |         |     |         |     |        |      |         |      |
| 10        |      |        |     |         |     |         |     |        |      |         |      |
| 11        |      |        |     |         |     |         |     |        |      |         |      |

## HIGHEST BILLING RADIO ENTITIES

| 1994                  |               | 1995                |               | 1996                  |               |
|-----------------------|---------------|---------------------|---------------|-----------------------|---------------|
| 1 Comm. Pacific       | \$ 4.5 (34.6) | 1 Comm. Pacific     | \$ 4.0 (32.0) | 1 KBRJ,KWHL,KMXS      | \$ 3.8 (29.0) |
| 2 KGOT,KYMG,KYAK      | 2.1 (16.0)    | 2 KGOT,KYMG,KYAK    | 1.9 (14.9)    | 2 Capstar             | 3.5 (26.6)    |
| 3 Ingstad             | 1.9 (14.2)    | 3 KFQD,KWHL-F       | 1.8 (14.6)    | 3 KYAK, KGOT, KYMG    | 2.6 (20.0)    |
| 4 KFQD,KWHL-F         | 1.8 (13.5)    | 4 Ingstad           | 1.7 (13.6)    |                       |               |
| 1997                  |               | 1998                |               | 1999                  |               |
| 1 Capstar             | \$ 6.2 (45.4) | 1 Capstar           | \$ 6.4 (44.2) | 1 Clear Channel       | \$ 6.4 (42.9) |
| 2 Pioneer             | 5.5 (39.9)    | 2 Morris            | 5.6 (38.8)    | 2 Morris              | 5.9 (40.3)    |
|                       |               |                     |               | 3 KKRO, KFAT et.al.   | 1.1 (7.5)     |
| 2000                  |               | 2001                |               | 2002                  |               |
| 1 Morris              | \$ 6.6 (39.4) | 1 Clear Channel     | \$ 6.4 (38.2) | 1 Morris              | \$ 6.6        |
| 2 Clear Channel       | 6.4 (38.4)    | 2 Morris            | 5.9 (35.7)    | 2 Clear Channel       | 4.5           |
| 3 KKRO, KFAT et.al.   | 2.2 (12.9)    | 3 KKRO, KFAT et.al. | 2.6 (15.7)    | 3 New NW (KQEZ, etc.) | 2.6           |
| 2003                  |               |                     |               |                       |               |
| 1 Morris              | \$ 5.5        |                     |               |                       |               |
| 2 Clear Channel       | 4.9           |                     |               |                       |               |
| 3 New NW (KQEZ, etc.) | 2.9           |                     |               |                       |               |
| 4                     |               |                     |               |                       |               |
| 5                     |               |                     |               |                       |               |

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

### DUNCAN'S COMMENTS:

Anchorage is another small radio market which has had slow revenue growth, particularly since the mid 80's. The addition of eight new FM's since the late 80's has not helped the market. Revenues have not kept pace with station growth. No Anchorage station has ever billed over \$2,000,000.

The station in Anchorage which I most admire is KLEF-F. This station has maintained its classical format since the 1980's. The owners have resisted the temptation to change to a more commercial format.