

**BOISE**  
**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>	
KBOI	11.4	11.0	13.2	9.5	11.2	16.5	13.1	12.4	10.4	10.7	8.8	8.0	10.0	11.4	8.9	6.5	7.6	6.7	7.7	7.0	5.0	5.7	6.0	4.8	4.1	3.7	3.8	5.5	5.1	KBOI, 670 (NIT)
KIDO	16.8	20.0	18.3	18.6	10.8	9.4	5.5	5.4	4.6	4.0	1.1	2.3	6.4	1.7	0.5	-	0.3	-	-	1.8	0.7	1.1	2.0	1.9	2.1	2.3	5.1	5.6	4.5	KIDO, 580 (T)
KRVB-F	3.4	4.5	4.3	4.3	6.8	7.1	8.0	6.2	7.4	10.5	7.7	6.9	7.2	10.0	9.4	9.9	9.7	6.2	2.9	2.6	2.0	3.0	3.0	1.7	2.3	3.2	3.2	3.3	2.7	KRVB-F, 94.9 (AOR)
KIZN-F	14.1	14.8	5.8	5.1	8.0	3.7	11.0	11.8	6.8	3.1	9.3	9.2	4.4	4.9	2.8	4.7	5.8	6.0	6.3	8.2	10.0	8.6	8.7	5.9	5.1	7.1	6.9	5.8	8.4	KIZN-F, 92.3 (C)
KFXD	4.7	7.1	0.8	1.6	3.6	7.1	7.0	8.7	7.4	7.1	7.2	5.7	5.3	5.1	5.3	6.4	5.8	6.0	6.6	7.1	8.0	9.5	6.9	7.0	7.4	6.9	2.4	2.3	2.3	KFXD, 630 (C)
KLTB-F	-	-	-	-	-	10.9	8.3	11.0	9.0	9.6	2.7	6.9	7.2	3.7	4.1	4.6	6.6	6.3	6.8	6.1	5.0	4.6	5.1	8.4	7.7	7.0	8.7	5.5	5.3	KLTB-F, 104.3 (O)
KQFC-F	-	3.2	1.9	6.3	11.2	10.1	10.1	7.6	6.3	8.5	5.3	1.7	5.3	4.3	6.1	10.7	12.2	14.8	13.6	9.5	9.5	9.9	8.4	7.2	6.0	6.9	6.3	5.6	6.0	KQFC-F, 97.9 (C)
KGEM	14.1	10.3	12.8	16.6	10.8	8.2	11.0	6.8	7.6	8.8	5.9	6.6	3.3	3.1	3.1	3.4	3.7	5.3	3.3	2.9	4.1	4.8	3.1	4.4	4.4	3.3	3.0	3.4	3.2	KGEM, 1140 (ST)
KBXL-F	12.1	9.0	11.7	9.1	12.0	9.4	7.3	4.5	4.9	6.2	5.6	6.6	7.8	4.9	2.0	2.6	1.9	0.8	0.5	0.7	-	0.9	-	0.9	1.5	0.6	1.0	1.1	0.4	KBXL-F, 94.1 (REL)
KSPD	4.0	3.2	5.1	-	0.4	0.4	-	0.6	1.4	0.6	1.9	0.6	0.6	0.9	0.8	0.7	-	-	0.9	-	-	-	-	-	-	-	-	-	-	KSPD, 790 (REL)
KKGL-F	-	-	10.1	4.7	8.8	4.9	2.4	2.0	4.9	4.8	4.8	2.3	2.1	2.9	5.6	4.7	3.5	3.7	2.9	3.5	4.5	2.2	4.2	3.3	3.8	4.5	5.9	5.1	5.3	KKGL-F, 96.9 (CL. AOR)
KJOT-F	-	-	-	-	3.6	3.4	6.4	4.5	3.5	2.0	3.2	12.4	11.4	9.7	10.2	8.2	8.6	8.5	9.0	8.6	4.0	6.0	4.1	3.5	5.3	6.1	4.1	3.7	3.5	KJOT-F, 105.1 (AOR)
KZMG-F	-	-	-	-	-	-	-	6.8	12.5	7.9	9.0	6.9	4.7	6.3	6.9	3.1	2.9	5.1	7.9	8.5	8.8	9.8	9.1	8.2	6.8	4.1	4.4	5.3	5.6	KZMG-F, 93.1 (CHR)
KCIX-F	-	-	-	-	-	-	-	-	-	16.0	13.5	16.3	16.3	19.6	-	13.1	11.1	9.9	9.3	7.7	6.2	6.2	5.8	4.4	3.9	2.6	3.3	4.2	3.1	KCIX-F, 105.9 (AC)
KTIK	-	-	-	-	-	-	-	-	5.6	1.6	-	3.0	1.1	1.5	-	1.7	-	0.5	-	-	1.6	1.1	1.1	1.5	1.6	1.2	1.4	2.1	1.9	KTIK, 1350 (S)
KSAS-F	-	-	-	-	-	-	-	-	-	-	-	0.6	5.7	5.1	-	5.4	5.6	4.1	5.1	4.4	8.3	3.8	5.6	4.4	3.3	5.0	6.6	4.2	4.3	KSAS-F, 103.3 (CHR)
KJHY-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.5	0.7	-	-	0.0	-	0.4	1.4	0.9	1.4	1.4	KJHY-F, 101.9 (SP)	
KQXR-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.8	4.1	3.0	1.6	5.3	4.4	4.3	6.0	7.2	7.5	5.3	6.7	KQXR-F, 100.3 (AOR)	
KTHI-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.8	5.1	4.3	1.6	1.7	3.2	3.7	2.2	3.9	6.9	KTHI-F, 107.1 (CH)
KXLT-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.8	5.1	4.3	5.9	7.5	6.3	5.4	4.6	4.3	KXLT-F, 107.9 (SAC)

**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>
KBOI	24.9	28.7	34.7	28.0	29.2	23.6	20.3	20.9	22.3	22.0	20.3	17.7	17.1	17.7	20.1	19.7	15.2	16.1	15.5	15.5	15.2	13.5	12.5	14.5	14.2
KIDO	30.6	25.7	24.5	20.4	17.2	11.9	7.7	8.1	9.6	4.9	2.1	-	1.4	-	-	4.8	3.3	4.1	4.5	5.1	5.1	4.6	10.6	11.2	10.9
KRVB-F	15.5	16.9	16.4	15.2	18.2	21.3	18.1	18.3	18.0	22.7	21.7	21.7	20.4	16.5	9.3	9.3	7.7	6.9	5.6	5.3	4.8	8.3	6.7	7.6	8.2
KIZN-F	15.7	8.7	18.2	20.3	15.7	11.7	20.6	19.5	15.7	14.7	8.5	10.7	12.7	16.3	18.8	19.4	17.2	20.6	18.1	15.7	15.5	13.3	16.7	16.7	17.4
KFXD	16.1	17.9	18.4	18.2	17.8	13.2	13.3	12.4	13.4	12.9	12.9	12.3	14.8	14.7	14.2	15.0	14.0	15.3	12.8	16.7	15.4	14.1	5.8	6.2	5.0
KLTB-F	-	11.4	14.0	17.5	18.8	14.6	12.8	11.9	14.7	10.4	11.6	15.9	17.2	15.4	15.7	14.3	14.3	14.3	13.9	17.0	16.4	14.9	16.6	11.1	9.6
KQFC-F	18.2	20.9	17.5	16.6	17.3	17.3	12.5	5.9	8.7	8.9	12.8	17.4	17.9	20.1	26.3	20.6	15.5	15.4	18.0	16.1	14.4	12.6	14.1	13.6	12.9
KGEM	24.0	17.4	20.4	18.3	16.7	18.3	13.4	14.0	8.8	9.0	8.2	8.1	6.2	7.7	8.7	7.2	7.2	9.2	10.1	6.2	6.8	7.8	4.8	5.0	5.1
KBXL-F	18.6	16.3	11.1	13.9	11.8	10.1	11.4	11.4	9.7	9.2	6.7	7.8	6.8	3.8	2.7	2.9	-	3.6	-	2.8	4.2	2.4	3.0	2.9	2.5
KSPD	-	-	-	2.3	2.2	4.4	2.3	3.0	3.0	3.1	-	5.1	-	-	3.1	-	-	-	-	-	-	-	-	-	-
KKGL-F	18.7	11.4	8.2	6.6	7.7	10.6	10.5	8.3	7.9	8.3	13.9	13.2	11.8	9.9	7.4	12.2	10.1	7.5	12.9	11.3	9.4	10.5	13.3	10.0	11.8
KJOT-F	-	-	12.3	9.2	7.8	6.7	9.0	15.4	18.8	18.7	20.1	13.2	16.1	14.6	18.8	15.6	11.3	14.1	11.1	11.3	12.1	9.8	10.6	7.5	11.5
KZMG-F	-	-	-	12.0	20.7	17.8	15.8	15.4	13.8	11.0	16.1	11.3	10.0	13.4	21.1	20.1	18.6	23.8	25.1	21.1	17.0	14.8	17.3	15.1	18.6
KCIX-F	-	-	-	-	-	21.8	21.5	22.6	24.5	26.7	-	23.5	22.9	18.9	21.5	17.8	15.0	16.7	15.3	10.6	12.0	7.9	10.6	10.7	10.5
KTIK	-	-	-	-	-	12.2	8.2	6.9	5.7	5.2	5.6	3.7	-	3.3	-	-	3.0	2.5	4.1	3.8	5.2	3.1	4.5	4.7	4.7
KSAS-F	-	-	-	-	-	-	-	-	2.7	8.4	8.9	12.0	12.2	10.9	12.3	7.3	14.3	14.1	12.9	11.6	8.2	17.3	16.1	13.7	13.3
KJHY-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	1.5	-	-	1.4	-	3.3	1.0	1.5	2.7
KQXR-F	-	-	-	-	-	-	-	-	-	-	-	-	1.5	10.5	9.3	7.7	13.0	11.2	12.5	13.7	13.4	16.0	14.7	14.8	
KTHI-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7.2	10.0	9.3	9.6	5.7	11.4	14.9
KXLT-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12.0	13.2	11.8	14.5	14.2	16.1	11.3	10.3	13.2	12.4

## BOISE

	<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	1.7	--	--	--	--	--	--	--	14.3 %	33.8 %	--	--	--	1976
1977	1.6	-5.9 %	--	--	--	--	--	--	14.4	35.1	14	--	--	1977
1978	2.2	37.5	--	--	--	--	--	--	14.0	33.0	15	--	--	1978
1979	2.3	4.5	--	--	--	--	--	--	13.4	54.1	16	--	--	1979
1980	2.9	26.1	--	--	--	--	--	--	14.0	52.6	18	--	--	1980
1981	3.8	31.0	.174	21.84	.76	.0039	--	--	15.6	54.6	13	--	--	1981
1982	4.6	21.1	.183	25.14	.82	.0041	--	--	16.4	57.1	17	--	--	1982
1983	5.2	13.0	.191	27.23	.89	.0043	.052	--	16.3	62.0	18	15	--	1983
1984	5.8	11.5	.195	29.74	.95	.0045	.068	KBOI	15.6	57.2	18	15	--	1984
1985	6.3	8.6	.199	31.66	1.0	.0043	.068	KBOI	16.5	69.1	18	14	--	1985
1986	6.5	3.2	.207	23.21	1.1	.0045	.074	KCIX-F	15.1	72.0	17	13	--	1986
1987	6.3	-3.1	.295	21.36	1.6	.0038	.075	KCIX-F	15.4	68.7	17	13	6.1	1987
1988	7.2	14.3	.297	24.24	1.7	.0041	.076	KCIX-F	14.7	73.4	18	12	5.4	1988
1989	8.0	11.1	.298	26.84	1.9	.0043	.086	KCIX-F	16.5	76.8	19	12	6.9	1989
1990	8.3	3.8	.298	27.48	2.0	.0042	.093	KCIX-F	16.4	77.7	20	13	10.2	1990
1991	8.7	4.8	.300	29.00	2.1	.0041	.104	KCIX-F	15.8	80.6	15	12.5	16.1	1991
1992	9.3	7.0	.305	30.49	2.2	.0042	.109	KCIX-F	16.2	78.5	16	13	14.1	1992
1993	9.7	4.6	.326	29.75	2.6	.0037	.116	KCIX-F	15.9	78.9	16	13	14.9	1993
1994	12.0	23.7	.345	34.78	3.1	.0039	.140	KCIX-F	15.8	75.6	19	13	13.0	1994
1995	13.0	8.1	.355	36.62	4.1	.0036	.153	KQFC-F	14.7	80.9	15	13	15.0	1995
1996	14.6	11.0	.374	39.03	4.1	.0036	.169	KQFC-F	14.3	74.7	18	13.5	13.8	1996
1997	16.2	10.9	.378	41.33	4.5	.0036	.194	KCIX-F	16.1	78.1	19	14.5	15.8	1997
1998	18.0	11.1	.403	44.67	4.9	.0037	.206	KQFC-F	14.5	76.4	23	14.5	11.7	1998
1999	19.2	6.3	.413	46.42	5.1	.0038	.220	KQFC-F	13.9	77.5	23	15.5	16.2	1999
2000	23.0	19.8	.427	53.86	5.8	.0040	.269	KLTB-F	13.9	81.0	23	14.5	13.6	2000
2001	21.6	-6.1	.443	48.76	6.4	.0034	.257	KLTB-F	13.0	81.2	24	14.5	15.9	2001
2002	22.4	3.7	.451	49.66	6.7	.0033	.273	KIZN-F	12.5	73.3	24	--	17.2	2002
2003	22.9	2.2	.464	49.35	7.1	.0032	.277	KQFC-F	13.2	78.0	23	16.5	17.2	2003

### MAJOR STATIONS - JANUARY 2004

KBOI	670 50KW (DA-N)	News/Talk	Citadel	KKGL-F	96.9 48KW@2717	Classic AOR	Citadel
KFXD	630 5KW (DA-2)	Country	Clear Channel	KLTB-F	104.3 52KW@2574	Oldies	Clear Channel
KGEM	1140 10KW (DA-N)	Standards	Journal	KQFC-F	97.9 48KW@2717	Country	Citadel
KIDO	580 5KW (DA-N)	Talk	Clear Channel	KQXR-F	100.3 100KW@708	AOR/Modern	Journal
KTIK	1350 5KW/600W (DA-N)	Sports	Citadel	KRVB-F	94.9 49KW@2693	AOR/Prog.	Journal
KBXL-F	94.1 40KW@2635	Religion		KSAS-F	103.3 54KW@2578	CHR	Clear Channel
KCIX-F	105.9 50KW@2700	AC/CHR	Clear Channel	KTHI-F	107.1 49KW@2654	Classic Hits	Journal
KIZN-F	92.3 48KW@2717	Country	Citadel	KXLT-F	107.9 45KW@2683	Soft AC	Clear Channel
KJHY-F	101.9 57KW@2533	Hispanic		KZMG-F	93.1 48KW@2717	CHR	Citadel
KJOT-F	105.1 53KW@2588	AOR	Journal				

**BOISE**

**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>	43	38	36	<b>CHR</b>	20	12	11		12	11	13	12
				<b>AOR/CL</b>	--	12	14		15	12	19	23
<b>MOR/AC</b>	19	18	14	<b>MOR/FS</b>	11	16	8		8	5	6	See Talk
				<b>AC/OLD</b>	11	28	28		20	10	10	7
								<b>AC</b>	17	10	10	
								<b>OLDIES</b>	24	17	16	
<b>COUNTRY</b>	15	22	19		20	14	16		22			
<b>BTFL/EZ/SAC</b>	14	20	13		16	9	11					
								<b>SOFT AC</b>	6	6	8	6
<b>NEWS/TALK</b>	5	--	--		1	--	6		7	9	8	14
<b>SPORTS</b>											2	1
<b>BLACK/URBAN</b>												
<b>SMOOTH JAZZ</b>												
<b>STANDARDS</b>	--	--	9		8	7	4		6	5	6	4
<b>HISPANIC</b>											1	3
<b>RELIG/GOSPEL</b>	4	1	4		3	1	3		1	1	2	2
<b>CLASSICAL</b>												

**STATION NOTES**

(Major call letter and format changes)

<b>KSPD</b>	News until 78
<b>KKGL-F</b>	KUJZ until 82; KBNY until 86; KFML until 87; KLCI until 97; AOR until 97; Classic AOR after 97
<b>KIZN-F</b>	KBBK until 85; KIYS until 90; CHR until 90
<b>KLTB-F</b>	KIDQ until 85; AOR until 85; Soft AC until 90
<b>KGEM</b>	Country until 89
<b>KTIK</b>	KNPA until 87; Oldies until about 89; KSGR until ---; Talk until ---
<b>KFXD and KIDO</b>	swapped frequencies (580 and 630) in 01
<b>KIDO (580)</b>	KFXD until 01; CHR until about 84; Standards until 87; Religion until 01
<b>KFXD (630)</b>	KIDO until 01; CHR until 81; Standards until 87
<b>KRVB-F</b>	KFXD-F until 96; KFXJ until 00; CHR until 96
<b>KZMG-F</b>	Oldies until about 92
<b>KSAS-F</b>	KHEZ-F until 95; KARO until 01; EZ until 95; Oldies-70's until 97; AOR until 99
<b>KBXL-F</b>	EZ/Soft AC until 94
<b>KTHI-F</b>	KCID until 02; AC until 02

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

<b>1972 KATN, KIYS-S</b>		\$	222,000
<b>1974 KBOI AF</b>			850,000
<b>1976 KIDO</b>	Sold to Date Moore		384,000
<b>1979 KIDO, KLTB-F</b>	Sold to Sundance		815,000
<b>1982 KFML-F</b>	Sold by Larson		630,000
<b>1983 KFXD AF</b>	Sold to Communication Properties		400,000
<b>1986 KFXD AF</b>	Sold by Communication Properties		1,200,000
<b>1986 KNPA (Nampa)</b>			170,000
<b>1987 KFML</b>			450,000
<b>1987 KGEM, KJOT-F</b>	From Hatch to Bruce Johnson		2,100,000
<b>1989 KHEZ-F (Caldwell)</b>	Sold to John Price		700,000
<b>1989 KIZN AF</b>	From Constant to Pacific Telecom		N/A
<b>1991 KIZN-F</b>			650,000
<b>1991 KUCL (730)</b>	Donated to Boise State		---
<b>1991 KHEZ-F</b>	From John Price to Citadel		1,000,000
<b>1993 KZMG-F</b>	Sold to KIZN-F		750,000
<b>1994 KHEZ-F</b>	From Citadel to Sundance		550,000
<b>1995 KQXR-F (Payette)</b>	Sold to KGEM, KJOT-F owner		450,000
<b>1996 KIDO</b>	From Sundance to Colfax		1,800,000
<b>1996 KARO-F</b>	From Sundance to Colfax		2,000,000
<b>1996 KLTB-F</b>	From Sundance to Colfax		4,200,000
<b>1996 KIZN-F, KZMG-F</b>	Sold to Pacific Northwest		5,000,000
<b>1996 KIDO, KARO-F, KLTB-F</b>	From Colfax to Jacor		11,000,000
<b>1996 KGEM, KJOT-F, KQXR-F</b>	Sold to American General		5,100,000
<b>1996 KGEM, KJOT-F, KQXR-F</b>	From American General to John Lynch		6,800,000
<b>1996 KCID-F</b>	From American General to John Lynch		1,200,000
<b>1997 KCIX-F, KXLT-F</b>	Sold to Jacor		8,000,000
<b>1997 KSRV A/F, KCID (1490)</b>	Sold to American General		2,100,000
<b>1997 KFXD</b>	Sold to Jacor		1,300,000
<b>1997 KIZN-F, KZMG-F</b>	From Pacific Northwest to Citadel		14,100,000
<b>1997 KBOV/KKGL-F, KQFC-F</b>	From Pacific Northwest to Citadel		13,200,000
<b>1998 KJOT-F/KCID A/F/KGEM</b>	From American General to Journal Co.		15,500,000
<b>KSRV A/F/KQXR-F</b>			
<b>1998</b>	All Jacor stations sold to Clear Channel		N/A
<b>1999 KSRV A/F</b>	Sold to Journal Co. to Horizon		2,500,000
<b>1999 KFXJ-F</b>	Sold to Journal Co.		3,750,000
<b>2000 KMXM-F, KTPZ-F</b>	Sold to Horizon		N/A
<b>2003 KKIC, KJHY-F (Emmott)</b>			1,200,000

**BOISE**

**HIGHEST BILLING STATIONS**

1984		1985		1986		1987		1988		1989	
1 KBOI	0.8	KBOI	1.0	KCIX-F	1.2	KCIX-F	1.4	KCIX-F	1.7	KCIX-F	2.0
2 KGEM	0.63	KFXD-F	0.7	KBOI	1.2	KBOI	1.2	KBOI	1.0	KBOI	1.2
3 KIZN-F	0.6	KIZN-F	0.66	KIZN-F	0.7	KLTB-F	0.7	KJOT-F	0.6	KJOT-F	1.0
4 KIDQ-F	0.55	KGEM	0.65	KGEM	0.55			KFXD-F	0.5	KFXD-F	0.9
5 KBOI-F	0.47	KBOI-F	0.48	KLTB-F	0.47			KLTB-F	0.4	KIZN-F	0.7
6 KFXD-F	0.45			KIDO	0.43			KIZN-F	0.4	KQFC-F	0.5
7				KJOT-F	0.42			KIDO	0.4	KLTB-F	0.4
8										KIDO	0.4
9										KLCI-F	0.35
10										KMEZ-F	0.3
1990		1991		1992		1993		1994		1995	
1 KCIX-F	2.1	KCIX-F	2.3	KCIX-F	2.3	KCIX-F	2.0	KCIX-F	2.4	KQFC-F	2.1
2 KBOI	1.2	KQFC-F	1.2	KQFC-F	1.6	KQFC-F	1.6	KQFC-F	1.7	KCIX-F	2.0
3 KJOT-F	0.9	KBOI	1.0	KBOI	1.0	KJOT-F	1.4	KJOT-F	1.7	KBOI	1.4
4 KFXD-F	0.85	KJOT-F	0.9	KJOT-F	0.9	KLTB-F	1.0	KBOI	1.3	KJOT-F	1.3
5 KLTB-F	0.8	KFXD-F	0.6	KLTB-F	0.7	KBOI	0.9	KLTB-F	1.1	KIZN-F	1.1
6 KQFC-F	0.6	KLTB-F	0.6	KFXD-F	0.6	KZMG-F	0.6	KIZN-F	1.0	KLTB-F	1.1
7 KHEZ-F	0.4	KIDO	0.4	KIZN-F	0.5	KIDO	0.5	KIDO	0.9	KIDO	1.0
8 KLCI-F	0.35	KMEZ-F	0.4	KIDO	0.5	KIZN-F	0.5	KZMG-F	0.7	KZMG-F	0.8
9 KMEZ-F	0.3	KZMG-F	0.4	KHEZ-F	0.4	KHEZ-F	0.4			KARO-F	0.7
10		KIZN-F	0.2	KZMG-F	0.3					KXLT-F	0.6
11											
1996		1997		1998		1999		2000		2001	
1 KQFC-F	2.3	KCIX-F	1.9	KQFC-F	2.0	KQFC-F	2.3	KLTB-F	2.7	KLTB-F	2.4
2 KCIX-F	1.5	KQFC-F	1.8	KCIX-F	1.9	KXLT-F	2.3	KQFC-F	2.6	KQFC-F	2.4
3 KARO-F	1.5	KIZN-F	1.7	KIZN-F	1.7	KLTB-F	2.2	KXLT-F	2.4	KIZN-F	2.2
4 KZMG-F	1.4	KZMG-F	1.6	KZMG-F	1.7	KZMG-F	1.9	KIZN-F	2.1	KXLT-F	1.9
5 KBOI	1.4	KIDO	1.5	KBOI	1.6	KIZN-F	1.6	KZMG-F	2.0	KJOT-F	1.7
6 KIDO	1.4	KBOI	1.5	KXLT-F	1.6	KCIX-F	1.5	KIDO	1.8	KIDO	1.6
7 KIZN-F	1.3	KJOT-F	1.2	KIDO	1.5	KIDO	1.5	KJOT-F	1.7	KQXR-F	1.4
8 KLTB-F	0.8	KXLT-F	1.0	KLTB-F	1.4	KBOI	1.3	KCIX-F	1.4	KBOI	1.2
9 KJOT-F	0.8	KARO-F	1.0	KARO-F	1.1	KARO-F	0.9	KBOI	1.3	KZMG-F	1.1
10 KXLT-F	0.6	KLTB-F	1.0	KJOT-F	1.0	KKGL-F	0.8	KKGL-F	1.1	KKGL-F	1.1
11 KQXR-F	0.6			KJOT-F	1.0	KJOT-F	0.8	KQXR-F	1.0	KRBV-F	0.9
12								KCID AF	0.9	KSAS-F	0.9
13										KCIX-F	0.9
2002		2003									
1 KIZN-F	2.2	KQFC-F	2.5								
2 KQFC-F	2.0	KIZN-F	2.5								
3 KLTB-F	2.0	KBOI	1.9								
4 KKGL-F	1.8	KLTB-F	1.6								
5 KXLT-F	1.7	KKGL-F	1.6								
6 KCIX-F	1.5	KXLT-F	1.5								
7 KBOI	1.5	KTHI-F	1.5								
8 KIDO	1.4	KZMG-F	1.3								
9 KSAS-F	1.3	KIDO	1.3								
10 KJOT-F	1.2	KSAS-F	1.3								
11 KZMG-F	1.2	KCIX-F	1.2								

**HIGHEST BILLING RADIO ENTITIES**

1994		1995		1996	
1 Pacific NW	\$ 3.3 (27.5)	1 Pacific NW	\$ 4.0 (29.7)	1 Pacific NW	\$ 6.8 (46.8)
2 KCIX, KXLT	2.5 (20.8)	2 Sundance	2.8 (20.7)	2 Jacor	3.6 (24.7)
3 Sundance	2.3 (19.2)	3 KCIX-F	2.0 (14.9)	3 KCIX-F, KXLT-F	2.1 (14.4)
4 KGEM, KJOT-F	1.9 (15.8)	4 KIZN, KZMG	1.9 (14.2)	4 John Lynch	1.6 (11.2)
5 KIZN, KZMG	1.7 (13.8)	5 KGEM, KJOT, KQXR	1.7 (12.7)		
1997		1998		1999	
1 Citadel	\$ 6.9 (42.8)	1 Citadel	\$ 7.7 (42.8)	1 Clear Channel	\$ 8.4 (43.7)
2 Jacor	6.3 (39.1)	2 Jacor	7.5 (41.9)	2 Citadel	7.9 (41.0)
3 Journal	2.3 (14.4)	3 Journal	2.1 (11.7)	3 Journal	2.3 (12.1)
2000		2001		2002	
1 Clear Channel	\$ 9.1 (39.7)	1 Citadel	\$ 8.0 (36.9)	1 Citadel	\$ 9.1
2 Citadel	9.1 (39.4)	2 Clear Channel	7.8 (36.1)	2 Clear Channel	8.0
3 Journal	4.2 (18.2)	3 Journal	5.0 (23.2)	3 Journal	3.6
2003					
1 Citadel	\$ 10.2				
2 Clear Channel	7.0				
3 Journal	4.3				
4					
5					

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

**DUNCAN'S COMMENTS:**

Boise is one of the strongest small radio markets in the nation. This is remarkable when one considers that 20 years ago Boise was considered to be a weak, almost negligible market. I would think that Boise will be a \$50 million market by 2010. You should also note that the number of viable stations has remained constant. This is very interesting considering Boise's remote/rural location.

Boise is what I consider to be a "flat" market. Revenues are fairly equally distributed amongst the viable stations. On the whole this is a good trait for a market to have. However, while there are many fine stations in the market none have really stood out as great radio stations to my mind.