



### CORPUS CHRISTI

	Market Revenue	Revenue Change	Population	Revenue Per Capita	Retail Sales	Rev. as % Retail Sales	Revenue Per Share Point	Highest Billing Stations	Average Person Rating(APR)	FM Share	Total Stations	Viable Stations	Unlisted Station Listening	
1976	3.5	--	--	--	--	--	--	--	15.3 %	20.4 %	--	--	--	1976
1977	3.7	5.7 %	--	--	--	--	--	--	15.9	22.7	17	--	--	1977
1978	4.5	21.6	--	--	--	--	--	--	15.9	37.1	15	--	--	1978
1979	4.8	6.7	--	--	--	--	--	--	14.3	46.5	15	--	--	1979
1980	5.5	14.6	--	--	--	--	--	--	15.8	41.9	18	--	--	1980
1981	5.8	5.5	.321	18.07	1.6	.0035	--	--	15.1	54.3	19	--	--	1981
1982	6.1	5.2	.335	18.21	1.7	.0034	--	--	15.4	54.8	21	--	--	1982
1983	6.3	3.3	.345	18.26	1.8	.0035	.070	--	17.4	64.7	19	12	--	1983
1984	6.6	4.8	.358	18.44	2.1	.0031	.073	KOUL-F 1.0	18.9	64.4	20	13	--	1984
1985	7.2	9.1	.364	19.73	2.2	.0040	.077	--	18.1	66.3	21	12	--	1985
1986	7.8	8.3	.370	21.31	2.5	.0041	.086	KZFM-F 1.4	18.8	71.7	18	12	--	1986
1987	7.8	0	.358	21.13	2.1	.0039	.085	KOUL-F 1.4	17.9	76.9	19	12.5	7.0	1987
1988	7.5	-3.8	.351	20.72	2.1	.0036	.082	KOUL-F 1.5	16.8	69.0	19	11	7.4	1988
1989	8.0	6.7	.350	22.16	2.2	.0036	.090	KOUL-F 1.5	17.7	69.2	19	12	10.9	1989
1990	8.3	3.8	.351	22.93	2.3	.0036	.093	KOUL-F 1.4	16.8	78.0	17	12	11.0	1990
1991	7.8	-6.0	.352	22.16	2.5	.0031	.088	KOUL-F 1.4	17.4	78.6	19	11.5	11.0	1991
1992	8.0	2.6	.354	22.60	2.5	.0032	.096	KOUL-F 1.4	17.0	82.5	18	11	16.5	1992
1993	8.5	6.3	.363	23.42	2.8	.0030	.100	KRYS-F 2.0	17.1	80.3	19	13	14.6	1993
1994	9.2	8.2	.371	24.80	2.9	.0032	.112	KRYS-F 2.1	17.5	85.5	18	13	17.5	1994
1995	9.4	2.2	.384	24.48	2.9	.0032	.112	KRYS-F 2.0	16.7	87.1	20	13	15.1	1995
1996	10.0	6.4	.393	25.44	3.4	.0029	.117	KRYS-F 1.8	17.3	86.4	22	13.5	14.7	1996
1997	10.4	4.0	.393	26.46	3.3	.0032	.119	KRYS-F 1.9	16.3	86.8	24	14.5	12.9	1997
1998	11.1	6.7	.393	28.24	3.4	.0033	.127	KRYS-F 2.0	16.2	85.3	25	16.5	12.8	1998
1999	13.0	14.6	.385	33.51	3.6	.0036	.156	KRYS-F 2.1	16.7	89.9	23	17	18.2	1999
2000	14.2	9.2	.386	36.79	3.8	.0037	.167	KRYS-F 2.1	15.8	88.2	25	17.5	14.4	2000
2001	13.6	-4.2	.383	35.51	4.5	.0030	.161	KRYS-F 2.1	16.5	87.7	23	17.5	15.2	2001
2002	13.6	0	.384	35.41	4.7	.0029	.167	KRYS-F 2.0	15.2	90.3	20	--	18.4	2002
2003	14.0	2.9	.387	36.18	4.9	.0029	.173	KRYS-F 1.9	13.2	87.0	22	19	19.1	2003

#### MAJOR STATIONS - JANUARY 2004

KCTA	1030	50KW (DAYS)	Religion	KLHB-F	98.3	50KW@433	Hispanic	
KEYS	1440	1KW(DA-N)	Talk	KLTV-F	96.5	100KW@953 (DA)	AC/CHR	
KKTX	1360	1KW	Talk	KMIQ-F	104.9	31KW@482	Hispanic	
KSIX	1230	1KW	Sports	KMJR-F	105.5	2KW@353	Hispanic	
KUNO	1400	1KW	Hispanic	KMXR-F	93.9	100KW@932	Oldies	Clear Channel
KBSO-F	94.7	25KW@285 (DA)	AOR-Prog.	KNCN-F	101.3	100KW@401	AOR	Clear Channel
KCCG-F	107.3	14KW@446	AOR	KNDA-F	102.9	50KW@492	CHR/Dance	
KFTX-F	97.5	97KW@954 (DA)	Country	KOUL-F	103.7	100KW@943	Country	
KKBA-F	92.7	13KW@869	AC	KPUS-F	104.5	14KW@446	Classic AOR	
KKPN-F	102.3	50KW@446	AC	KRYS-F	99.1	100KW@932	Country	Clear Channel
				KSAB-F	99.9	100KW@932	Hispanic	Clear Channel
				KZFM-F	95.5	100KW@994 (DA)	CHR	Malkan

**CORPUS CHRISTI**

**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>	41	49	43	<b>CHR</b>	20	24	23		14	12	15	16
				<b>AOR/CL</b>	12	13	8		11	18	11	12
<b>MOR/AC</b>	--	4	--	<b>MOR/FS</b>	2	--	--					See Talk
				<b>AC/OLD</b>	5	14	19		14	7	6	18
									<b>AC</b>	6	8	10
									<b>OLDIES</b>	27	20	17
<b>COUNTRY</b>	14	16	22		23	27	25		33			
<b>BTF/EZ/SAC</b>	11	9	9		10	--	3					
								<b>SOFT AC</b>	1	--	6	
<b>NEWS/TALK</b>	2	1	1		--	2	--		5	2	4	8
<b>SPORTS</b>										1	1	
<b>BLACK/URBAN</b>												
<b>SMOOTH JAZZ</b>									2			
<b>STANDARDS</b>										1	2	
<b>HISPANIC</b>	29	21	21		23	16	20		20	24	26	20
<b>RELIG/GOSPEL</b>	--	--	1		--	2	2		1	1	1	1
<b>CLASSICAL</b>												

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

		\$
1974 KCCT		300,000
1983 KDAE		310,000
1986 KITE-F (Portland)	From Phillips/Whitlock to Dave King	1,000,000
1986 KRYS AF		1,600,000
1987 KJKC-F (Portland)		950,000
1988 KMXR-F		2,300,000
1989 KJKC-F (Portland)		525,000
1990 KDAE/KLTG-F		1,900,000
1992 KMXR-F		693,000
1993 KRYS A/F		3,100,000
1993 KINGV-F	Sold to KEYS, KZFM-F owner	175,000
1994 KMXR-F	Sold to KRYS-F owner	1,100,000
1994 KRAD-F	Sold to KOUL, KRAD owner	360,000
1995 KBIC-F (Alice)		650,000
1996 KRYS A/F, KMXR-F	Sold to Gulfstar	6,000,000
1996 KFLZ-F	Sold to KCCT/KBSO-F owner	550,000
1996 KNCN-F	From Tippi to Gulfstar	2,100,000
1996 KDAE, KLTG-F	Sold to KOUL, KRAD owner	1,600,000
1997	All Gulfstar stations sold to Capstar	---
1997 KDAE, KLTG-F, KOUL-F		5,200,000
1997 KRAD-F		
1997 KAHX-F	Sold to Pacific (Dames)	450,000
1998 KZTX-F	Sold to Pacific (Dames)	725,000
1998 KXCC-F	Sold to Pacific (Dames)	1,050,000
1998 KOUL-F/KLTG-F/KRAD-F	From Harpole to Equicom	7,000,000
1998 KUNO, KSAB-F	From Tichenor to Capstar	3,000,000
1998 FM CP (Gregory)	Sold to Pacific	280,000
1999	All Capstar stations sold to Clear Channel	---
2000 KLHB-F	Sold to Rodriguez	4,000,000
2001 KLTG-F, KOUL-F, KRAD-F	From Equicom to Rodriguez	6,500,000
2003 KPUS-F, KCCG-F, KKP-N-F, KTKY-F	From Rick Dames to Convergent	6,300,000

**STATION NOTES**

(Major call letter and format changes)

<b>KMJR-F</b>	KITE until 87; KJKC until 90; KISQ until 91; EZ until 81; CHR until 90; KCGR until 91; Classic AOR until 91; KQTX until 94; CHR until 94; AOR until 00; KRAD until ---
<b>KMXR-F</b>	KEXX until 85; KSTE until 89; AC until 00
<b>KLTG-F</b>	KIOU until 87; EZ until 87; Soft AC until 89; Oldies until 97
<b>KFTX-F</b>	KWVS until 95; Jazz until 94; AOR until 96
<b>KNDA-F</b>	KXCC until 95; Classic AOR until 95; Hispanic until about 00
<b>KCCG-F</b>	KAHX until 98; CHR until 98; Oldies until about 03
<b>KEYS</b>	CHR to AC by 83; AC until 88; Oldies until early 90's
<b>KDAE</b>	KIKN until 84; Country until 88; EZ until ---; Silent in 2003
<b>KKTX</b>	KRYS until 98; AC until 85; Country until 98; KRYS again until 02
<b>KNCN-F</b>	Became AOR in 82
<b>KBSO-F</b>	Hispanic until 97
<b>KKPN-F</b>	KXCC and Classic AOR until 97; CHR until 91; KBTE until 91
<b>KPUS-F</b>	KKPN until 01; AC until 01

**CORPUS CHRISTI**

**HIGHEST BILLING STATIONS**

<u>1984</u>		<u>1985</u>		<u>1986</u>		<u>1987</u>		<u>1988</u>		<u>1989</u>	
1 KOUL-F	1.0			EYS/ZFM	1.4	KZFM-F	1.4	KOUL-F	1.4	KOUL-F	1.5
2 KNCN-F	0.85	Not Available		KNCN-F	1.2	KRYS-F	1.1	KZFM-F	1.3	KZFM-F	1.3
3 KITE-F	0.81			KUNO	1.1	KOUL-F	1.1	KRYS AF	1.1	KRYS-F	1.1
4 KZFM-F	0.79			KRYS AF	1.0	KUNO	1.0	KUNO	0.9	KUNO	1.0
5 KIOU-F	0.68			KCCT	0.9	KNCN-F	0.9	KNCN-F	0.8	KNCN-F	1.0
6				KOUL-F	0.7						
7				KIOU-F	0.65						
8				KITE-F	0.6						
9											
10											

<u>1990</u>		<u>1991</u>		<u>1992</u>		<u>1993</u>		<u>1994</u>		<u>1995</u>	
1 KOUL-F	1.4	KOUL-F	1.4	KOUL-F	1.4	KRYS AF	2.0	KRYS AF	2.1	KRYS AF	2.0
2 KZFM-F	1.1	KZFM-F	1.1	KRYS AF	1.3	KOUL-F	1.5	KOUL-F	1.3	KOUL-F	1.3
3 KRYS-F	1.1	KRXY AF	1.1	KZFM-F	1.1	KNCN-F	1.0	KZFM-F	1.1	KZFM-F	1.3
4 KUNO	1.0	KUNO	1.0	KNCN-F	0.9	KZFM-F	1.0	KNCN-F	1.0	KNCN-F	1.0
5 KNCN-F	0.95	KNCN-F	0.95	KUNO AF	0.9	KUNO AF	0.8	KLTG-F	0.9	KMXR-F	0.8
6 KMXR-F	0.7	KMXR-F	0.7	KLTG-F	0.7	KLTG-F	0.6	KBSO-F	0.7	KLTG-F	0.7
7								KUNO AF	0.7	KUNO	0.6
8											
9											
10											
11											

<u>1996</u>		<u>1997</u>		<u>1998</u>		<u>1999</u>		<u>2000</u>		<u>2001</u>	
1 KRYS AF	1.8	KRYS-F	1.9	KRYS-F	2.0	KRYS-F	2.1	KRYS-F	2.1	KRYS-F	2.1
2 KOUL-F	1.4	KSAB AF	1.4	KZFM-F	1.5	KZFM-F	1.8	KSAB-F	1.9	KSAB-F	1.8
3 KZFM-F	1.3	KZFM-F	1.3	KSAB AF	1.5	KSAB AF	1.8	KZFM-F	1.7	KZFM-F	1.7
4 KSAB-F	1.0	KOUL-F	1.1	KOUL-F	1.1	KNCN-F	1.2	KNCN-F	1.4	KNCN-F	1.4
5 KMXR-F	0.9	KMXR-F	1.0	KMXR-F	1.0	KMXR-F	1.1	KKPN-F	0.8	KKBA-F	0.7
6 KNCN-F	0.9	KNCN-F	0.9	KNCN-F	0.9	KLHB-F	0.8	KLHB-F	0.7	KEYS	0.7
7 KLTG-F	0.6	KLTG-F	0.7	KLHB-F	0.6	KKPN-F	0.7	KMXR-F	0.7	KMXR-F	0.6
8										KKPN-F	0.6
9											
10											
11											

<u>2002</u>		<u>2003</u>	
1 KRYS-F	2.0	KRYS-F	1.9
2 KNCN-F	1.8	KMXR-F	1.7
3 KSAB-F	1.6	KNCN-F	1.5
4 KMXR-F	1.4	KSAB-F	1.3
5 KZFM-F	1.2	KZFM-F	1.0
6 KKBA-F	0.8	KKPN-F	0.9
7 KKPN-F	0.7	KKBA-F	0.7
8			
9			
10			
11			

**DUNCAN'S COMMENTS:**

With nearly a dozen new stations since the late 1980's Corpus Christi has been a difficult radio market. One of the results is that Corpus Christi has only one station which has billed in excess of \$2,000,000. That station is KRYS. KZFM has been a strong station over the years but as with so many broadly programmed CHR's in highly ethnic markets, its share has been eroded by new stations entering the market.

**HIGHEST BILLING RADIO ENTITIES**

<u>1994</u>		<u>1995</u>		<u>1996</u>	
1 KRYS,KMXR	\$ 2.7 (29.1)	1 KRYS,KMXR	\$ 2.8 (29.8)	1 Gulfstar	\$ 3.6 (36.2)
2 KEYS,KZFM-F,KNGV-F	1.7 (18.5)	2 KOUL,KRAD	1.7 (18.1)	2 KLTG,KOUL et.al.	2.6 (25.5)
		3 KEYS,KZFM-F,KNGV-F	1.6 (17.0)	3 KEYS,KZFM-F,KNGV-F	1.8 (17.9)
		4 Tippo	1.0 (10.6)	4 KUNO,KSAB	1.5 (14.5)
		5 Tichonor	1.0 (10.4)		

<u>1997</u>		<u>1998</u>		<u>1999</u>	
1 Capstar	\$ 5.1 (49.0)	1 Capstar	\$ 5.4 (48.2)	1 Clear Channel	\$ 6.1 (46.9)
2 KLTG,KOUL et.al.	2.2 (21.3)	2 KEYS,KZFM-F,KKBA	2.6 (23.2)	2 KEYS,KZFM-F,KKBA	3.0 (23.0)
3 KEYS,KZFM-F,KKBA	2.2 (20.7)	3 Equicom	2.2 (19.5)	3 Pacific	1.4 (10.5)
		4 Pacific	0.7 (6.3)	4 Equicom	1.0 (7.8)

<u>2000</u>		<u>2001</u>		<u>2002</u>	
1 Clear Channel	\$ 6.2 (43.8)	1 Clear Channel	\$ 6.2 (45.4)	1 Clear Channel	\$ 7.1
2 KEYS,KZFM-F,KKBA	3.1 (21.7)	2 KEYS,KZFM-F,KKBA	3.1 (22.6)	2 Maikan (KZFM)	2.5
3 Rodriguez	2.0 (14.1)	3 KOUL,KLTG et.al.	1.7 (12.7)	3 Amigo (KOUL)	1.6
4 Pacific	1.8 (12.6)	4 Pacific	1.4 (10.1)	4 Pacific (KKPN)	1.4

<u>2003</u>		All 2002 and 2003 financial data is provided by BIA Financial.	
1 Clear Channel	\$ 7.1		
2 Maikan (KZFM)	2.3		
3 Amigo (KOUL)	1.9		
4 Pacific (KKPN)	1.6		
5			