

**EUGENE, OR.
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>	
KUGN	18.2	19.7	18.1	14.4	10.5	14.4	11.1	11.7	10.3	10.8	9.4	9.6	9.8	9.7	8.2	7.4	7.2	7.4	4.6	4.9	4.9	5.1	5.9	6.8	6.8	6.6	5.8	5.9	5.0	KUGN, 590 (N/T)
KNRQ-F	4.2	3.9	2.8	4.3	2.8	4.6	7.5	8.8	11.2	10.0	11.3	10.6	14.1	11.1	15.3	15.0	13.9	18.0	13.8	12.3	9.7	11.3	7.9	4.3	5.2	3.7	5.7	6.6	4.3	KNRQ-F, 97.9 (AOR)
KEED	5.4	3.4	2.3	4.9	4.0	2.4	1.0	3.8	3.2	2.1	4.5	4.0	2.8	2.2	1.7	2.2	2.9	1.1	-	-	-	-	-	-	-	-	-	-	-	KEED, 1600 (REL)
KKNU-F	-	3.0	4.5	8.5	8.0	10.0	13.2	12.2	8.7	8.9	10.2	15.6	12.9	11.6	9.5	9.5	9.6	6.8	9.7	11.0	9.1	8.1	10.2	12.1	11.1	11.5	11.3	13.6	13.6	KKNU-F, 93.1 (C)
KZEL-F	8.3	5.7	5.6	3.9	10.1	10.7	9.1	14.0	15.1	14.4	11.8	9.2	5.5	9.3	6.7	8.9	6.9	6.0	7.7	5.6	9.1	8.5	6.7	7.1	6.8	6.4	6.5	3.9	5.1	KZEL-F, 96.1 (CL AOR)
KPNW	12.5	13.6	13.4	10.0	9.6	9.6	7.4	6.4	4.9	6.1	7.4	5.3	5.7	5.7	5.4	4.9	6.0	6.6	6.7	7.3	7.2	6.5	6.1	7.2	6.0	6.9	5.8	5.9	6.1	KPNW, 1120 (T)
KODZ-F	11.2	7.0	10.6	12.4	13.6	13.6	13.9	10.3	12.2	10.4	10.8	10.7	9.0	9.0	7.5	5.5	4.8	4.9	6.0	6.2	5.8	6.5	6.2	6.2	4.8	6.6	4.2	5.5	6.0	KODZ-F, 99.1 (O)
KSCR	4.8	0.9	4.2	7.3	7.8	2.0	6.1	5.1	3.8	-	-	-	-	-	-	-	1.7	0.8	-	-	-	-	-	-	-	-	0.9	9.9	1.2	KSCR, 1320 (S)
KKXO	11.5	10.9	8.0	9.8	7.1	9.4	7.9	6.0	6.0	4.7	1.0	-	2.1	1.6	2.1	0.6	2.0	2.8	3.3	4.0	4.5	5.1	4.1	3.8	3.9	4.0	5.1	2.6	2.6	KKXO, 1450 (ST)
KORE	-	2.1	2.5	3.0	2.5	2.6	3.6	2.9	3.9	1.8	1.3	1.2	1.0	1.3	0.6	0.9	1.1	0.6	-	0.8	0.8	-	-	0.8	0.8	-	0.8	0.8	0.7	KORE, 1050 (REL)
KRVM	10.2	15.5	15.0	10.3	8.5	6.1	4.2	2.2	1.2	1.9	2.2	3.9	4.0	2.8	3.3	2.3	1.7	0.6	0.8	-	-	-	-	-	-	-	-	-	-	KRVM, 1280 (T)
KDUK-F									1.4	7.1	9.2	7.2	4.2	4.0	7.3	8.1	6.3	4.9	7.4	7.3	6.6	5.3	8.0	9.3	11.6	9.5	9.6	1.2	1.2	KDUK-F, 104.7 (CHR)
KUJZ-F										4.3	3.0	3.0	2.9	1.1	0.6	1.4	4.3	4.8	4.2	4.3	4.9	5.8	6.0	6.1	6.4	6.1	2.5	3.7	2.5	KUJZ-F, 95.3 (J)
KMGE-F												2.1	8.5	7.9	8.8	10.7	11.2	13.4	9.5	8.6	9.1	9.4	8.0	6.5	7.8	7.9	7.1	5.8	6.8	KMGE-F, 94.5 (AC)
KEHK-F																				4.7	4.1	3.3	5.4	5.2	4.5	4.0	3.6	4.4	3.3	KEHK-F, 102.3 (CH)
KFLY-F																												4.8	4.7	KFLY-F, 101.5 (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>
KUGN	26.4	32.1	26.4	26.8	24.9	26.1	22.7	23.5	20.5	22.3	20.8	16.7	18.4	17.6	11.6	11.8	18.8	18.9	20.3	22.5	20.6	20.2	19.8	21.1	17.9
KNRQ-F	10.2	12.8	13.4	16.3	22.8	21.2	20.5	17.1	21.7	21.1	22.5	18.7	21.0	28.6	26.4	17.4	17.7	20.4	13.6	9.5	11.5	12.1	15.3	13.1	11.7
KEED	14.7	8.2	6.6	10.9	11.6	9.3	11.8	9.2	7.5	6.3	5.2	4.7	6.3	4.2	-	-	-	-	-	-	-	-	-	-	-
KKNU-F	22.9	21.4	25.8	24.7	19.4	21.6	21.8	24.6	25.0	26.5	23.9	22.1	20.1	18.3	21.8	19.5	16.6	16.2	22.4	20.4	20.3	22.1	19.5	23.2	21.0
KZEL-F	14.8	17.4	17.6	26.4	28.9	26.1	20.9	18.6	16.1	17.5	20.3	20.3	18.9	15.4	15.8	16.4	17.0	16.9	18.3	16.5	16.2	15.2	13.0	12.2	11.1
KPNW	21.9	22.7	19.1	18.1	17.0	16.2	17.5	12.0	16.7	12.4	11.6	12.1	13.0	17.9	16.7	18.4	13.9	14.8	13.7	15.3	10.9	12.6	12.9	13.0	12.7
KODZ-F	20.4	18.7	23.4	18.6	22.2	18.8	16.6	21.5	17.0	17.5	14.4	17.0	14.2	15.7	17.1	13.6	15.6	17.1	12.8	14.6	15.7	13.3	10.7	14.9	12.2
KSCR	14.7	-	-	8.1	6.7	6.3	-	-	-	-	-	-	2.5	2.7	-	-	-	-	-	-	-	-	3.4	2.6	2.1
KKXO	13.5	16.9	17.0	14.4	11.8	9.3	4.2	4.1	3.0	5.1	5.4	5.1	5.2	6.3	6.9	6.3	7.0	8.7	7.8	8.0	8.1	6.4	7.5	5.3	4.7
KORE	-	4.9	8.2	5.9	-	4.6	3.8	2.8	5.2	4.7	4.8	3.7	5.5	2.6	-	-	2.6	-	-	3.4	3.6	-	2.4	2.5	2.5
KRVM	27.1	21.2	15.0	10.8	7.4	6.1	6.8	6.3	6.0	6.4	6.7	9.7	7.0	1.8	1.5	-	-	-	-	-	-	-	-	-	-
KDUK-F						16.0	17.5	14.3	16.2	9.6	11.5	14.5	12.3	11.8	18.9	17.5	15.0	16.7	22.9	21.4	26.6	23.0	19.7	22.6	18.9
KUJZ-F							6.8	5.8	8.4	6.0	5.0	3.6	12.5	10.3	9.7	8.8	10.8	14.9	14.4	15.4	18.2	15.9	6.3	7.3	4.8
KMGE-F									20.3	19.1	20.4	17.3	20.2	23.8	24.2	21.2	18.3	22.0	20.5	18.6	18.6	16.4	15.1	15.3	15.3
KEHK-F																8.5	7.9	9.8	14.3	12.3	15.5	13.8	13.4	12.2	10.1
KFLY-F																							-	8.1	10.2

EUGENE

	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	3.4	--	--	--	--	--	--	--	14.4 %	20.9 %	--	--	--	1976
1977	3.8	11.8 %	--	--	--	--	--	--	14.1	23.9	13	--	--	1977
1978	4.1	7.9	--	--	--	--	--	--	13.4	31.5	13	--	--	1978
1979	4.7	14.6	--	--	--	--	--	--	14.1	37.7	13	--	--	1979
1980	5.3	12.8	--	--	--	--	--	--	14.5	45.3	12	--	--	1980
1981	5.6	5.7	.266	21.05	1.2	.0047	--	--	16.0	53.1	15	--	--	1981
1982	5.7	1.8	.268	21.26	1.2	.0048	--	--	16.6	53.8	14	--	--	1982
1983	5.7	0	.271	21.03	1.3	.0044	.070	--	17.1	61.4	15	12	--	1983
1984	6.0	5.3	.269	22.30	1.4	.0044	.081	KUGN A/F 2.3	16.9	62.6	14	11	--	1984
1985	6.3	5.0	.268	23.60	1.4	.0043	.074	KUGN A/F 2.5	16.0	69.8	14	11	--	1985
1986	5.9	-6.3	.267	21.07	1.5	.0036	.072	KUGN A/F 2.0	16.1	69.2	17	11	--	1986
1987	6.0	1.7	.281	21.35	1.7	.0034	.071	KUGN A/F 2.4	13.0	69.0	16	11	14.9	1987
1988	6.1	1.7	.282	21.63	1.8	.0033	.075	--	13.9	72.2	13	10	18.7	1988
1989	6.7	9.8	.285	23.51	2.0	.0033	.089	--	15.6	74.6	15	9.5	23.0	1989
1990	7.5	11.9	.284	26.41	2.2	.0034	.093	KUGN A/F 2.3	14.6	73.0	15	9.5	18.3	1990
1991	7.4	-1.3	.286	25.87	2.3	.0032	.091	KUGN A/F 2.0	14.9	71.2	17	10	16.5	1991
1992	8.2	10.8	.289	28.37	2.4	.0034	.105	KUGN A/F 1.6	15.2	75.2	13	10	21.9	1992
1993	8.4	2.5	.294	28.57	2.6	.0032	.107	KUGN A/F 1.6	16.3	72.0	14	10	20.1	1993
1994	9.2	9.5	.303	30.36	2.9	.0032	.125	--	16.2	74.6	15	10	26.7	1994
1995	9.9	7.9	.304	32.57	3.2	.0031	.127	--	14.4	77.1	14	11	21.5	1995
1996	10.7	8.1	.308	34.74	3.3	.0032	.143	--	15.4	78.5	18	11	24.0	1996
1997	10.0	-7.0	.312	32.05	3.5	.0029	.108	--	13.6	78.5	18	11	22.2	1997
1998	10.6	6.0	.313	33.87	3.7	.0029	.138	--	14.4	75.0	14	11	23.6	1998
1999	11.4	7.0	.317	35.97	3.9	.0029	.152	--	14.1	78.4	15	11	21.8	1999
2000	12.3	7.9	.320	38.44	4.5	.0027	.159	--	13.8	76.2	15	11	23.0	2000
2001	11.4	-7.3	.326	34.97	4.8	.0024	.161	KKNU-F 2.0	12.8	75.6	20	11	28.0	2001
2002	13.3	NM	.331	40.18	4.9	.0027	.182	KKNU-F 2.2	13.2	75.8	18	--	25.3	2002
2003	12.8	-3.8	.334	38.32	5.1	.0025	.182	KKNU-F 2.4	11.8	73.5	21	11	27.5	2003

MAJOR STATIONS - JANUARY 2004

KKXO	1450	1KW	Standards	McKenzie River	KDUK-F	104.7	62KW@2326	CHR	Clear Channel
KORE	1050	5KW/149W	Religion		KEHK-F	102.3	100KW@918	Classic Hits	Cumulus
KPNW	1120	50KW (DA-1)	Talk	Clear Channel	KFLY-F	101.5	28KW@2320	AOR	Clear Channel
KSCR	1320	1KW/40W	Sports	Cumulus	KKNU-F	93.1	100KW@1299	Country	McKenzie River
KUGN	590	5KW (DA-N)	News/Talk	Cumulus	KMGE-F	94.5	49KW@1299	AC	McKenzie River
					KNRQ-F	97.9	100KW@1010	AOR	Cumulus
					KODZ-F	99.1	100KW@1645	Oldies	Clear Channel
					KUJZ-F	95.3	0.6KW@1207	Jazz	Cumulus
					KZEL-F	96.1	100KW@1092	Classic AOR	Cumulus

EUGENE

FORMAT SHARES (%)

CHR/AOR	77	80	82	84	87	90	92	95	98	2000	
	N/A	34	33	CHR AOR/CL	10 17	15 10	12 23	10 13	9 24	12 18	11 15
MOR/AC	15	30	27	MOR/FS AC/OLD	20 11	19 29	15 20	19 22	9 11	9 8	See Talk 10
COUNTRY BTFL/EZ/SAC	10 12	17 15	17 10		21 12	19 --	20 --	26 6	25	23	22
				SOFT AC							
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ					--	1	--		5	8	19 1
STANDARDS HISPANIC					4	5	5	4	7	5	6
RELIG/GOSPEL CLASSICAL	5 --	3 --	6 7		4	1	3	1	2	2	1

STATION NOTES

(Major call letter and format changes)

KSCR	KATR until 81; KQDQ until 86; KZAM until 90; KHNN until 91; Talk/EZ until 78; Country until 79; MOR until 81; Standards until 86; AOR until 90; News until ---; KZZK until ---; KNRQ until 01
KRVN	KBDF until 83; KYKN until 85; KOAK until 87; KDUK until ---; CHR until 80; Oldies/AC until 82; News/Talk until 84; Standards until 92; Oldies until ---
KEED	KASH and Oldies until 85; Country until ---
KKXO	KASH until ---; KRXX until 87; MOR until ---; Oldies until 91; Standards after 91
KDUK-F	KDUK-F and AC until 87; KLCX until 92; Classic AOR until 92
KUJZ-F	KZAM until 90; KAVE until 93; KZZK until 95; KNRQ until 01; AOR until 88; Oldies until 90; AOR again until 01; KKTT until 01
KMGE-F	KBMC and Religion until 87
KKNN-F	EZ until 77; CHR until 93; KSND until 93
KNRQ-F	KFMY until 78; KUGN-F until 98; CHR until 80; Country until 01; KKTT until 01
KODZ-F	KPNW-F until 94; Soft AC until 94
KUGN	FS becoming News/Talk by 93
KEHK-F	KLRF until 96; AOR until 96; Classic Hits by 98

MAJOR STATION TRANSACTIONS: 1970 to 2003

1971 KZAM		\$	225,000
1971 KEED	Sold to Sterling		160,000
1973 KUGN	Sold to Obie		500,000
1973 KOAK	Sold to Mattco		225,000
1975 KSND-F	Sold to Sterling		88,000
1975 KEED			200,000
1976 KORE			151,000
1977 KZAM			135,000
1978 KOAK	Sold by Mattco		700,000
1978 KUGN-F			325,000
1979 KEED	Sold to Community Pacific		1,131,000
1979 KORE			160,000
1983 KZAM	Sold by Empire		270,000
1983 KOAK			350,000
1983 KZEL-F			1,050,000
1984 KORE			177,500
1985 KEED/SKND-F	From Sterling to Comm Service		1,400,000
1985 KZEL-F	Sold to Pappas		2,273,000
1986 KBMC-F			950,000
1987 KRXX			185,000
1987 KUGN AF	Sold to Omni		4,035,000
1988 KZAM AF	Sold to Kefford		N/A
1989 KUGN AF			4,200,000
1989 KUDK, KLCX-F	From Constant to Pacific Telecom		N/A
1990 KZAM AF (Eugene)	Sold by Kefford		300,000
1991 KPNW AF	From Pacific Northwest to McCoy		2,500,000
1992 KEED, KSND-F	Fromm Comm. Pacific to KMGE-F owner		1,000,000
1994 KDUK A/F	Sold to Dames		1,030,000
1995 KZZK A/F	Sold to KZEL-F owner		1,000,000
1996 KNRQ A/F, KZEL-F	From Pappas to Bengal		5,000,000
1996 KUGN A/F, KLRF-F	Sold to Deschutes River		7,000,000
1997 KDUK A/F	From Dames to McCoy		2,500,000
1997 KUGN A/F, KLRF-F	From Deschutes River to Citadel		N/A
1999 KUGN, KKTT-F, KEHK-F	From Citadel to Marathon		N/A
1999 KNRQ, KZEL-F, KNRQ-F	Sold to Cumulus		N/A
2000 KUGN, KKTT-F, KEHK-F	From Marathon to Cumulus		7,800,000
2003 KEUG-F (Cottage Grove)			1,020,000

EUGENE

HIGHEST BILLING STATIONS

1984	1985	1986	1987	1988	1989
1 KUGN 1.5	KUGN AF 2.5	KUGN AF 2.0	KUGN-F 1.4		
2 KUGN-F 0.86	KPNW AF 1.2	KPNW AF 1.4	KUGN 1.0	Not Available	Not Available
3 KZEL-F 0.85	KZEL-F 0.8	KZEL-F 1.0	KPNW 0.7		
4 KPNW-F 0.8	KSND-F 0.7	KSND-F 0.8	KSND-F 0.65		
5 KSND-F 0.7		KDUK AF .065	KPNW-F 0.5		
6			KZEL-F 0.5		
7			KDUK-F 0.45		
8					
9					
10					

1990	1991	1992	1993	1994	1995
1 KUGN AF 2.3	KUGN AF 2.0	KUGN-F 1.6	KUGN-F 1.6		
2 KPNW AF 1.6	KPNW AF 1.4	KMGE-F 1.4	KMGE-F 1.4	Not Available	Not Available
3 KSND AF 1.1	KMGE-F 1.0	KPNW AF 1.2	KPNW AF 1.2		
4 KMGE-F 0.9	KSND-F 0.75	KUGN-F 1.1			
5		KSND-F 0.7			
6					
7					
8					
9					
10					
11					

1996	1997	1998	1999	2000	2001
1					
2 Not Available	Not Available	Not Available	Not Available	Not Available	KKNU-F 2.0
3					KDUK-F 1.7
4					KMGE-F 1.3
5					KUGN 1.0
6					KZEL-F 0.9
7					KEHK-F 0.8
8					KPNW 0.8
9					KODZ-F 0.7
10					KUJZ-F 0.7
11					

2002	2003
1 KKNU-F 2.2	KKNU-F 2.4
2 KZEL-F 1.5	KMGE-F 1.4
3 KMGE-F 1.4	KDUK-F 1.2
4 KDUK-F 1.3	KUGN 1.2
5 KPNW 1.3	KNRQ-F 1.1
6 KUGN 1.3	KZEL-F 1.1
7 KNRQ-F 1.1	KPNW 1.0
8 KODZ-F 0.8	KODZ-F 0.9
9	
10	
11	

HIGHEST BILLING RADIO ENTITIES

1995	1996
1 Not Available \$	1 KEED, KKNU et.al. \$ NA
	2 McCoy NA
	3 Citadel NA
	4 Bengal NA

1998	1999
1 McKenzie River \$ NA	1 Not Available \$
2 Bengal NA	
3 McCoy NA	
4 Marathon NA	

2001	2002
1 Cumulus \$ 4.1 (35.9)	1 Cumulus \$ 4.9
2 McKenzie River 3.5 (30.8)	2 McKenzie River 3.8
3 Clear Channel 3.3 (28.6)	3 Clear Channel 3.7

2003	All 2002 and 2003 financial data is provided by BIA Financial.	
1 Cumulus \$ 4.6		
2 McKenzie River 3.9		
3 Clear Channel 3.4		
4		
5		