

**HONOLULU
12+ METRO SHARE**

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03	
KSSK	17.6	14.8	14.3	13.2	13.5	17.2	11.0	9.1	14.1	11.9	15.3	13.7	13.5	11.6	9.5	10.2	10.8	9.5	9.2	8.6	8.4	8.1	6.6	5.5	4.4	4.4	4.7	5.1	4.4	KSSK, 580 (FS)
KSSK-F	-	-	2.9	4.4	4.4	2.9	5.4	6.6	11.5	12.9	12.7	7.4	8.6	6.0	6.0	9.1	10.8	11.6	13.0	11.4	10.6	11.3	10.8	9.4	9.4	8.7	10.1	10.1	9.6	KSSK-F, 92.3 (AC)
KLHT	6.4	-	-	1.4	6.9	5.1	4.7	2.9	0.7	0.4	0.4	0.6	0.5	1.0	0.4	0.7	0.6	0.4	0.6	0.5	0.6	0.7	0.6	0.9	0.4	0.6	-	0.4	0.6	KLHT, 1040 (REL)
KPOI-F	6.4	7.0	3.9	4.2	2.2	4.9	11.4	7.6	9.1	10.4	8.6	8.6	7.7	6.6	5.7	4.9	4.4	3.8	3.7	4.0	3.8	3.4	3.9	2.7	3.5	3.9	3.4	2.7	2.6	KPOI-F, 97.5 (AOR)
KHVH	-	5.0	3.8	5.6	8.3	12.0	10.7	8.8	5.7	6.5	3.7	2.4	5.8	6.1	3.6	2.7	2.7	2.3	2.2	3.1	3.6	3.6	3.7	3.3	3.2	3.5	3.1	3.5	3.0	KHVH, 830 (T)
KKEA	3.5	6.5	6.5	5.1	4.5	5.4	4.7	6.6	5.2	4.7	4.8	4.0	4.5	3.7	5.8	3.9	2.6	2.3	2.3	2.4	2.2	2.1	1.5	1.5	1.0	1.5	1.5	1.9	2.0	KKEA, 1420 (S/T)
KQM-Q	8.2	5.4	3.6	2.9	4.0	2.7	2.6	8.4	7.9	10.0	11.1	10.8	14.2	15.1	13.0	10.9	7.4	8.1	7.8	7.0	6.6	7.4	7.0	5.3	3.5	2.8	4.2	3.8	4.1	KQM-Q, 93.1 (O-80'S)
KUMU	4.3	3.3	3.9	3.6	4.6	2.7	3.1	3.0	2.3	2.2	1.6	*	*	*	*	*	*	*	*	*	2.1	2.2	1.8	2.0	1.6	1.6	1.2	0.9	0.8	KUMU, 1500 (ST)
KUMU-F	5.3	5.6	4.3	5.8	7.1	7.5	5.0	8.2	7.5	6.6	8.1	11.0	11.5	10.5	11.9	10.3	8.9	8.4	8.4	8.4	5.3	6.4	5.6	5.7	5.1	5.5	5.7	5.2	5.1	KUMU-F, 94.7 (SAC)
KORL	14.9	14.3	19.0	11.0	7.2	8.5	9.7	7.0	6.3	4.2	4.7	3.5	**	**	**	**	**	**	**	**	**	**	**	**	-	-	-	-	0.6	KORL, 690 (K/D)
KHBZ	-	5.7	4.1	5.8	6.1	4.9	6.5	4.7	4.6	3.8	4.0	4.6	3.9	4.1	3.8	3.0	3.0	-	1.9	1.0	-	-	-	0.4	-	-	0.2	-	0.9	KHBZ, 980 (T)
KIKI-F	-	-	-	-	2.0	1.2	1.2	5.2	4.8	3.6	2.4	9.2	6.5	9.0	10.4	9.6	10.5	10.3	8.6	8.4	10.3	11.9	11.3	8.0	6.5	4.8	3.9	3.8	3.9	KIKI-F, 93.9 (CHR)
KGU	-	4.1	6.3	7.4	5.1	3.2	3.5	3.2	2.3	4.0	3.3	3.7	4.7	3.6	2.7	3.0	4.5	4.3	4.1	2.0	1.3	1.4	1.2	1.3	1.3	1.0	0.6	-	0.6	KGU, 760 (REL)
KHNR	7.4	10.3	10.9	12.9	7.7	6.1	3.4	3.2	3.4	3.3	3.8	0.9	1.0	-	-	-	-	0.7	1.0	1.8	1.5	1.3	1.3	1.4	1.1	0.9	0.8	0.7	1.0	KHNR, 650 (N/T)
KHCM	-	-	-	0.4	-	0.7	5.4	4.1	3.7	3.3	3.0	3.0	2.1	2.1	1.5	1.6	0.7	1.8	1.5	-	0.3	0.4	-	0.4	-	-	-	0.6	1.0	KHCM, 940 (C)
KRTR-F	-	-	-	-	-	2.9	-	-	1.6	3.8	4.7	5.0	6.3	7.3	7.6	7.4	5.1	5.6	6.2	5.9	6.4	7.8	7.0	6.5	7.0	6.0	6.6	6.4	6.7	KRTR-F, 98.3 (AC)
KCCN-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.5	11.2	8.3	7.4	8.5	8.8	7.3	8.2	8.3	10.6	8.0	7.7	6.9	7.5	KCCN-F, 100.3 (E)
KINE-F	-	-	-	-	-	-	-	-	-	-	-	-	-	0.3	3.3	4.5	2.6	3.5	4.4	5.7	5.5	6.0	7.0	7.4	7.3	7.9	7.5	7.4	6.7	KINE-F, 105.1 (E)
KOBB-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	1.7	2.3	3.0	3.5	2.2	2.9	2.4	1.9	2.7	3.0	2.7	4.6	4.4	4.7	KOBB-F, 102.7 (CHR)
KDNN-F	-	-	-	-	-	-	-	-	-	-	-	-	-	1.3	3.5	1.6	1.8	3.8	-	5.7	5.3	4.5	2.9	2.9	2.9	8.5	5.6	5.7	4.6	KDNN-F, 98.5 (E)
KAHA-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.5	1.5	2.3	3.2	KAHA-F, 105.9 (CL AOR)
KAIM-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.8	1.2	1.2	0.9	1.6	1.3	1.4	1.8	1.8	1.6	2.4	KAIM-F, 95.5 (REL)
KGMZ-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.8	0.8	0.8	0.8	5.0	5.6	4.6	4.0	4.4	4.2	3.9	KGMZ-F, 107.9 (O)
KHUI-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.3	-	1.9	2.3	2.1	3.7	2.6	KHUI-F, 99.5 (E)
KNDI	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.9	0.6	1.1	0.7	0.9	1.4	0.7	0.9	1.3	1.0	1.4	KNDI, 1270 (E)
KUCD-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.6	2.2	2.3	3.4	3.8	4.1	3.5	4.6	3.5	KUCD-F, 101.9 (AOR)
KXME-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.0	5.6	7.1	6.0	4.7	3.8	4.1	KXME-F, 104.3 (CHR)

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03
KSSK	30.2	38.8	29.4	27.1	22.4	22.9	28.9	27.0	26.9	23.0	21.3	21.4	21.8	18.1	16.4	17.4	16.3	14.9	10.5	8.2	7.8	8.5	8.4	8.2	8.4
KSSK-F	17.5	16.0	12.4	17.0	18.4	29.4	30.0	22.5	23.0	16.9	18.9	20.1	24.6	23.9	26.5	26.9	25.7	26.8	22.4	21.9	21.1	19.4	20.0	18.7	19.1
KLHT	16.2	13.9	11.3	8.9	4.3	1.2	1.7	1.8	1.3	2.6	2.2	2.3	1.0	1.0	2.3	2.3	2.0	2.2	2.0	2.2	0.9	2.0	-	1.7	1.5
KPOI-F	-	13.1	21.3	15.8	17.2	20.2	21.5	15.5	15.2	14.8	15.7	14.5	13.2	10.2	10.2	10.5	10.1	11.1	11.3	8.3	10.8	10.7	10.1	8.9	9.4
KHVH	14.6	24.5	28.5	27.2	25.7	22.0	14.3	8.6	13.8	14.7	11.4	7.4	7.9	5.7	8.2	7.1	6.8	8.2	5.8	6.2	6.4	6.7	6.4	6.3	5.6
KKEA	16.0	14.1	10.3	15.9	11.3	11.2	12.0	10.3	10.3	9.7	11.2	11.7	7.1	4.8	9.0	8.1	8.7	7.7	7.2	6.0	6.0	7.0	8.7	6.6	7.5
KQM-Q	-	18.9	22.6	23.6	24.7	26.0	32.4	35.7	36.9	-	-	32.5	24.3	22.2	21.9	21.0	22.6	23.8	21.2	18.7	13.7	11.7	10.8	8.9	10.4
KUMU	-	-	8.8	7.9	6.4	4.0	5.8	-	-	-	-	-	-	-	-	-	4.7	5.5	4.0	4.4	3.2	4.1	2.6	2.6	2.7
KUMU-F	15.8	13.8	11.4	14.6	15.0	12.0	15.1	16.1	17.6	19.7	24.9	18.8	17.6	17.3	15.4	15.8	11.4	11.6	11.1	10.1	10.3	11.8	12.2	11.4	11.0
KORL	26.1	21.9	29.8	25.0	17.9	15.7	14.0	10.0	**	**	**	**	**	**	**	**	**	**	**	**	**	-	-	-	1.3
KHBZ	18.8	15.0	19.9	14.6	15.8	11.9	12.2	13.4	11.5	11.5	11.8	8.8	10.5	7.6	8.9	3.6	-	-	-	1.2	-	-	2.0	-	2.7
KIKI-F	-	14.7	12.7	10.7	12.1	7.2	7.6	21.7	21.5	19.7	24.9	22.7	27.2	22.8	21.5	22.8	22.1	26.8	25.5	22.1	17.1	15.8	12.1	13.3	11.8
KGU	15.6	11.3	8.4	5.9	7.6	6.8	9.9	8.4	10.5	7.1	7.2	6.8	10.8	14.4	8.5	6.4	7.4	8.0	7.2	5.3	6.1	4.5	2.9	-	1.6
KHNR	27.6	21.9	9.8	7.5	6.9	8.4	7.4	4.1	5.7	-	-	-	-	2.9	5.8	5.6	6.4	6.2	5.2	5.2	4.2	4.0	4.7	3.7	2.0
KHCM	-	-	12.1	9.5	9.1	8.1	6.1	7.2	6.0	6.0	4.3	6.7	2.7	5.0	3.6	-	0.9	0.8	-	1.0	-	-	-	1.3	2.5
KRTR-F	-	-	-	-	3.9	5.0	17.3	12.7	15.0	17.5	19.3	20.2	16.7	15.4	16.3	17.0	14.9	19.2	15.3	15.6	14.9	14.3	15.7	15.0	15.1
KCCN-F	-	-	-	-	-	-	-	-	-	-	-	14.7	22.0	16.1	20.7	18.9	17.8	17.6	20.9	18.7	21.0	19.5	19.9	18.8	18.5
KINE-F	-	-	-	-	-	-	-	-	6.6	-	-	9.4	8.9	9.1	10.9	12.1	13.2	13.4	15.7	12.9	14.9	14.8	14.7	13.6	14.7
KOBB-F	-	-	-	-	-	-	-	-	4.1	-	-	-	5.6	9.3	8.5	7.1	8.2	7.0	6.3	6.0	6.7	6.8	16.3	14.8	16.9

HONOLULU

	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	7.4	--	--	--	--	--	--	--	15.8 %	19.7 %	--	--	--	1976
1977	8.2	10.8 %	--	--	--	--	--	--	16.0	18.0	21	--	--	1977
1978	9.2	12.2	--	--	--	--	--	--	15.3	20.9	19	--	--	1978
1979	10.1	9.8	--	--	--	--	--	--	15.3	24.2	21	--	--	1979
1980	11.0	8.9	--	--	--	--	--	--	17.4	26.7	20	--	--	1980
1981	12.2	10.9	.782	15.60	3.5	.0032	--	--	17.2	26.1	22	--	--	1981
1982	12.9	5.7	.795	16.23	3.7	.0032	--	--	17.9	37.5	22	--	--	1982
1983	13.9	7.8	.806	17.25	4.2	.0030	.134	--	16.7	44.0	24	17	--	1983
1984	15.0	7.9	.819	18.31	4.8	.0028	.163	--	16.9	47.3	22	16	--	1984
1985	16.1	7.3	.828	19.42	5.0	.0027	.170	KSSK	17.3	49.2	21	16	--	1985
1986	15.8	-1.9	.839	19.03	5.5	.0027	.176	KSSK	16.1	49.8	22	15	--	1986
1987	16.9	7.0	.836	20.21	6.2	.0027	.173	KSSK	17.3	50.5	22	14	4.7	1987
1988	18.7	10.7	.844	22.16	6.7	.0028	.198	KSSK	17.2	53.2	25	12	5.7	1988
1989	19.9	6.4	.854	23.30	7.3	.0027	.206	KSSK	18.8	62.0	23	13	3.5	1989
1990	21.0	5.5	.843	23.25	8.4	.0025	.222	KSSK	17.4	65.2	26	14	4.9	1990
1991	19.4	-7.6	.848	25.88	8.7	.0022	.208	KSSK	17.4	68.5	25	15	6.8	1991
1992	19.7	1.5	.861	22.88	8.8	.0023	.210	KSSK	17.2	67.3	26	15	6.3	1992
1993	20.2	2.5	.879	22.98	9.5	.0021	.217	KSSK-F	15.9	67.7	28	16	6.9	1993
1994	21.2	5.0	.885	23.95	10.5	.0020	.221	KSSK-F	16.2	74.7	24	16	6.0	1994
1995	21.5	0.6	.882	24.38	10.1	.0022	.231	KSSK-F	16.0	73.6	27	14	7.1	1995
1996	22.0	2.5	.884	24.88	9.5	.0023	.232	KSSK-F	15.7	77.6	26	13.5	5.3	1996
1997	23.1	5.0	.880	26.25	9.8	.0024	.246	KSSK-F	16.0	78.5	27	15	6.2	1997
1998	22.4	2.9	.872	25.68	9.8	.0023	.239	KSSK-F	16.8	79.3	27	15.5	6.2	1998
1999	23.5	4.7	.872	26.95	10.1	.0023	.251	KSSK-F	15.9	81.5	27	16.5	6.4	1999
2000	28.3	19.7	.853	33.18	9.2	.0031	.304	KSSK-F	15.1	82.7	27	17.5	6.8	2000
2001	26.0	-8.1	.879	29.58	9.3	.0028	.280	KSSK-F	14.4	83.0	27	18	7.0	2001
2002	33.0	NM	.878	37.59	9.5	.0035	.364	KSSK-F	14.2	83.7	26	--	9.3	2002
2003	34.5	4.5	.876	39.38	9.6	.0036	.377	KSSK-F	14.0	79.9	28	19.5	8.6	2003

MAJOR STATIONS - JANUARY 2004

KGU	760 10KW	Religion	Salem	KAHA-F	105.9	100KW@1965 (DA)	Classic AOR	
KHBZ	990 5KW	Talk	Clear Channel	KAIM-F	95.5	100KW@1854 (DA)	Religion	Salem
KHCM	940 10KW	Country	Salem	KCCN-F	100.3	100KW@1834 (DA)	Ethnic	Cox
KHNR	650 10KW	News/Talk	Salem	KDDB-F	102.7	61KW@1893 (DA)	CHR	New Wave
KVH	830 10KW	Talk	Clear Channel	KDNN-F	98.5	51KW@59	Ethnic	Clear Channel
KKEA	1420 5KW	Sports/Talk		KGMZ-F	107.9	100KW@1965 (DA)	Oldies	
KLHT	1040 10KW	Religion		KHUI-F	99.5	100KW@1965 (DA)	Ethnic	New Wave
KNDI	1270 5KW	Ethnic/Religion		KIKI-F	93.9	100KW@-143	CHR/Dance	Clear Channel
KORL	690 10KW	Kids	New Wave	KINE-F	105.1	100KW@1965 (DA)	Ethnic	Cox
KSSK	590 7.5KW	Full Service	Clear Channel	KPOL-F	97.5	83KW@46	AOR	New Wave
KUMU	1500 10KW	Standards						
				KQM-Q-F	93.1	100KW@1854 (DA)	Oldies 80's	New Wave
				KRTR-F	96.3	75KW@2116	AC	Cox
				KSSK-F	92.3	100KW@1950 (DA)	AC	Clear Channel
				KUCD-F	101.9	100KW@1965(DA)	AOR	Clear Channel
				KUMU-F	94.7	100KW@791	Soft AC	
				KXME-F	104.3	75KW@2116	CHR/Dance	Cox

HONOLULU

FORMAT SHARES (%)

	77	80	82	84	87	90	92	95	98	2000
CHR/AOR	40	44	40	33	23	23	17	17	20	15
				10	7	10	11	13	6	5
MOR/AC	25	27	11	12	15	11	11	9	6	See Talk
				8	21	19	20	18	20	20
COUNTRY	2	--	4	4	2	3	3	--	7	7
BTFL/EZ/SAC	15	15	11	9	11	12		--	1	--
							SOFT AC	8	8	6
NEWS/TALK	8	5	9	9	11	12	8	7	7	11
SPORTS										2
BLACK/URBAN										--
SMOOTH JAZZ								1	1	--
STANDARDS	--	--	3	5	2	1	--	--	2	2
HISPANIC										
RELIG/GOSPEL	1	1	1	1	1	4	3	2	2	3
CLASSICAL										
ETHNIC	10	8	11	8	16	NA	16	23	18	28

STATION NOTES

(Major call letter and format changes)

KQMQ-F	AOR until 83; Tried Disco in 84; CHR after 84 until --
KIKI-F	KPIG until 80; KMAI until 89
KSSK-F	CHR until 83; KULA until 87; KXPW until 89
KRTR-F	KJYE until 82; KSHO until 84
KLHT	KPOI until 83; KIFH until 86
KUMU	EZ until 95
KUMU-F	EZ evolving to Soft AC by 99
KINE-F	KHFX until 92; Classic AOR until 92
KDDB-F	KDEO-F until 97; Country until 91; AOR until 97; KHUL and Black Oldies until 98; KKHN until 00; Country until 00; KKBM until 01
KDNN-F	KHHH until 94; Jazz until 91; Talk until 94; KKLK until 99; Classic AOR until 99
KGMZ-F	AOR until 96
KSSK-F	KGMB until 80
KPOI-F	KHSS until 79; KDUK until 83; EZ until 79
KHVH	KIKI until 94; CHR changing to AC by 85; AC until 87; Oldies until 94
KGU	MOR until 82; News/Talk until 98; Sports until 02
KHNR	KORL until 01; CHR until 80
KORL	KKUA until 87; KQMQ until late 90's; CHR until 82; AC until 87; CHR until 00
KKEA	KCCN until 02; Ethnic until 02
KHBZ	KHVH until 94; KIKI until 02; Talk until 94; Oldies until 97
KHCM	KDEO until 94; Country until 94
KXME-F	KBLZ until 97
KNUI-F	KORL and AC until 02
KUCD-F	Jazz until 97

MAJOR STATION TRANSACTIONS: 1970 to 2003

	\$
1970 KKUA	405,000
1971 KUMU-F	130,000
1973 KHVH	400,000
1975 KDEO, KULA-F	500,000
1976 KQMQ-F	490,000
1976 KIKI	350,000
1976 KORL	360,000
1978 KQMQ-F	150,000
1978 KLHT, KPOI-F	655,000
1979 KGU	650,000
1979 KKUA, KQMQ-F	2,200,000
1979 KULA-F	682,000
1980 KIKI, KMAI-F	1,200,000
1980 KWAJ	1,100,000
1981 KDEO	529,000
1982 KCCN	633,000
1982 KKUA, KQMQ-F	1,350,000
1983 KWAJ	1,200,000
1984 KORL	790,000
1985 KIFH	N/A
1985 KCCN	698,000
1985 KPOI-F	2,800,000
1985 KKUA, KQMQ-F	1,900,000
1988 KIKI, KMAI-F	3,350,000
1990 KSSK AF	6,800,000
1991 KORL	375,000
1992 KHNR	1,000,000
1992 KRTR-F	1,250,000
1993 KQMQ-F	N/A
1993 KSSK AF	7,500,000
1993 KINE-F	840,000
1993 KHVH, KHHH-F	850,000
1993 KUPU-F CP	617,000
1994 FM CP	875,000
1994 KSSK AF	8,300,000
1994 KGMZ-F (103.3)	555,000
1994 KGU	717,000
1994 KINE-F, KCCN AF	5,300,000
1995 KHNR	600,000
1995 KSSK AF, KUCD-F	15,000,000
1996 KISA	200,000
1996 CP: 99.5	132,000
1996 KIKI-AF, KHVH-F, KKLK-F	9,100,000
1996 KQMQ-AF	4,000,000
1996 KPOI-F	2,125,000
1997 KHNR	720,000
1997 KGU	575,000
1997 KDEO-F	1,590,000
1997 KUMU-AF	2,800,000
1997 KGMZ-F	1,600,000
1997 KULA	450,000
1997 KHVH	2,200,000
1997 KIKI-AF	10,000,000
1997 KKLK-F	3,700,000
1997 KSSK	8,300,000
1997 KSSK-F	16,200,000
1997 KUCD-F	3,200,000
1998 KORL-F	1,270,000
1998 KXME-F	1,800,000
1998 KOHO (58.3%)	100,000
1998 KORL-F	1,650,000
1998 KQMQ-AF, KPOI-F, KHUL-F	7,500,000
1999 KGMZ AF, KRTR-F, KXME-F	16,375,000
1999	---
1999 KGU, KHNR	1,700,000
1999 KAIM AF	1,800,000
1999 KUMU-AF	3,400,000

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HONOLULU

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989
1		SSK/ULA 3.5	KSSK 4.1	KSSK 4.0	KSSK 4.1	KSSK 4.0
2	Not Available	KUA/QMQ 1.8	KUA/QMQ 1.9	KQM/Q AF 2.2	KQM/Q AF 2.7	KQM/Q AF 3.1
3		KPOI-F 1.6	KPOI-F 1.8	KPOI-F 1.8	KPOI-F 1.7	KUMU AF 2.0
4		IKI/MAI 1.5	KULA-F 1.6	KMAI-F 1.5	KUMU-F 1.6	KIKI-F 1.6
5		KUMU AF 1.2	KUMU AF 1.5	KUMU-F 1.4	KMAI-F 1.3	KPOI-F 1.6
6			IKI/MAI 1.4	KXPW-F 1.0	KHVH 1.0	KRTR-F 1.3
7				KHVH 0.9	KRTR-F 1.0	KHVH 1.0
8				KRTR-F 0.8	KXPW-F 0.8	KXPW-F 1.0
9						KCCN 0.9
10						KDEO AF 0.6
11						
12						
	1990	1991	1992	1993	1994	1995
1	KSSK 4.2	KSSK 3.8	KSSK 3.8	KSSK-F 3.2	KSSK-F 3.4	KSSK-F 3.4
2	KQM/Q AF 3.4	KQM/Q-F 2.7	KSSK-F 2.6	KSSK 3.1	KSSK 3.2	KSSK 3.1
3	KUMU AF 2.0	KSSK-F 1.8	KQM/Q AF 2.5	KIKI-F 2.0	KCCN AF 3.0	KCCN AF 2.8
4	KIKI-F 1.6	KIKI-F 1.8	KCCN AF 2.4	KCCN AF 1.9	KIKI AF 1.9	KIKI AF 2.1
5	KPOI-F 1.5	KCCN AF 1.6	KIKI-F 1.9	KQM/Q-F 1.5	KQM/Q AF 1.6	KRTR-F 1.4
6	KRTR-F 1.4	KUMU AF 1.4	KUMU-F 1.5	KGU 1.4	KUMU AF 1.4	KCMQ AF 1.3
7	KSSK-F 1.3	KPOI-F 1.3	KRTR-F 1.3	KUMU AF 1.3	KRTR-F 0.9	KUMU AF 1.0
8	KCCN AF 1.0	KRTR AF 1.2	KGU 1.2	KRTR-F 1.1	KINE-F 0.9	KKLV-F 0.9
9	KHVH 0.9	KGU 0.9	KPOI-F 1.1	KPOI-F 0.9	KKLV-F 0.8	KHVH 0.8
10	KHFX-F 0.8	KHFX-F 0.86				KPOI-F 0.8
	1996	1997	1998	1999	2000	2001
1	KSSK-F 3.4	KSSK-F 4.4	KSSK-F 4.0	KSSK-F 4.2	KSSK-F 4.6	KSSK-F 4.2
2	KSSK 3.2	KIKI-F 3.2	KIKI-F 2.8	KCCN AF 3.2	KCCN AF 4.4	KCCN-F 3.7
3	KCCN AF 3.0	KCCN AF 3.1	KCCN AF 2.7	KIKI AF 2.8	KIKI AF 2.6	KDNN-F 2.3
4	KIKI AF 2.5	KSSN 3.0	KSSK 2.3	KSSK 2.4	KSSK 2.6	KSSK 2.0
5	KRTR AF 1.7	KRTR AF 2.0	KRTR-F 1.4	KRTR-F 1.6	KINE-F 2.2	KINE-F 1.9
6	KQM/Q AF 1.3	KQM/Q AF 1.5	KINE-F 1.3	KINE-F 1.5	KRTR-F 1.9	KIKI-F 1.9
7	KUMU AF 1.3	KUMU AF 1.0	KQM/Q-F 1.2	KQM/Q AF 1.1	KDNN-F 1.5	KRTR-F 1.5
8	KKLV-F 0.9	KINE-F 0.9	KUMU AF 1.1	KUMU AF 1.1	KUCD-F 1.5	KUCD-F 1.2
9	KHVH 0.8	KKLV-F 0.9	KGMZ AF 0.8	KGMZ-F 1.0	KUMU AF 1.1	KUMU AF 1.0
10	KINE-F 0.8	KPOI-F 0.8	KKLV-F 0.8	KDNN-F 0.9	KXME-F 1.0	KQM/Q AF 0.9
11	KPOI-F 0.8				KGMZ-F 1.0	KXME-F 0.8
12					KQM/Q-F 1.0	KHVH 0.8

DUNCAN'S COMMENTS:

Honolulu has always been one of the nation's worst radio markets. I do not know the cause. The number of stations in the market is high but that is the case in most markets. It may have something to do with the ethnicity of the islands. TV rates are very low so that may also contribute to the weakness of radio.

The strongest properties are KSSK A/F, particularly KSSK-F. One or the other of these stations has led the market in revenues.

HIGHEST BILLING RADIO ENTITIES

	1994	1995	1996
1	Wheeling-Pitts \$ 6.6 (31.1)	Patterson \$ 6.9 (31.9)	Patterson \$ 11.4 (51.9)
2	KCCN, KINE 3.9 (18.2)	Henry 3.6 (16.7)	KCCN, KINE 3.8 (17.1)
3	Henry 3.1 (14.6)	KCCN, KINE 3.5 (16.3)	Caribou 2.1 (9.3)
		KRTR-F 1.4 (6.5)	KRTR A/F 1.7 (7.7)
		KQM/Q A/F 1.3 (6.0)	KUMU A/F 1.3 (5.9)
	1997	1998	1999
1	Capstar \$ 12.4 (53.5)	Capstar \$ 11.0 (49.3)	Clear Channel \$ 11.7 (49.7)
2	KCCN, KINE 4.0 (17.1)	KCCN, KINE 4.0 (17.9)	KCCN, KINE 4.7 (20.0)
3	New Planet 2.7 (11.7)	New Planet 2.7 (12.1)	Cox 3.4 (14.5)
4	Caribou 2.4 (10.5)	New Wave 1.9 (8.7)	New Wave 1.9 (7.9)
5	KUMU A/F 1.0 (4.3)	KUMU A/F 1.1 (4.9)	Maverick 1.1 (4.7)
	2000	2001	2002
1	Clear Channel \$ 13.7 (48.4)	Clear Channel \$ 12.4 (48.0)	Clear Channel \$ 13.7
2	Cox 9.5 (33.4)	Cox 7.9 (30.5)	Cox 7.8
3	New Wave 2.5 (8.8)	New Wave 3.0 (11.4)	New Wave(KUMU) 5.5
4	Maverick 1.1 (3.7)	Maverick 1.2 (4.6)	Salem 3.3
	2003	All 2002 and 2003 financial data is provided by BIA Financial.	
1	Clear Channel \$ 13.8		
2	Cox 8.1		
3	New Wave(KUMU) 5.8		
4	Salem 4.1		
5			

MAJOR STATION TRANSACTIONS: CONTINUED

2000	KCCN AF, KINE-F	Sold to Cox	\$ 17,800,000
2000	KGMZ-F	From Cox to KRTR owner	6,600,000
2000	KAHA-F	Sold to Maverick	---
2004	KUMU A/F, KAHA-F	Sold by Maverick	5,250,000
2004	KHUI-F, KPOI-F, KQM/Q-F	Sold to Visionary	11,000,000
	KDDB-F		
2004	KHUI-F, KPOI-F	From Visionary to Salem	3,700,000