

**KANSAS CITY
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>		
KCSP	6.5	5.9	9.2	9.6	10.4	11.7	13.7	11.4	10.9	9.6	10.9	9.9	13.6	12.0	12.9	11.4	11.5	10.5	10.5	9.9	8.1	7.6	6.7	6.8	6.6	6.1	6.2	5.8	5.2	KCSP, 610 (S)	
KSRC-F	5.6	8.2	6.8	9.1	11.5	10.3	8.5	7.4	7.4	5.9	6.4	9.3	9.8	8.1	4.5	6.9	8.4	6.4	4.7	4.8	4.3	4.5	3.4	3.2	3.6	3.9	4.0	3.4	3.9	KSRC-F, 102.1 (AC)	
KMBZ	13.1	12.0	15.1	15.0	12.9	9.8	7.2	7.7	3.9	4.8	4.4	7.6	6.0	5.4	4.9	5.0	5.9	4.6	4.7	5.0	5.5	5.4	5.7	5.2	5.5	5.1	5.4	5.7	6.0	KMBZ, 980 (NT)	
WHB	9.6	9.4	10.2	9.6	9.4	7.5	8.5	6.3	7.6	7.9	7.3	6.2	6.3	7.6	6.7	5.9	4.8	4.7	3.9	3.3	3.3	4.1	0.5	0.7	0.9	2.7	2.8	3.4	3.7	WHB, 810 (S)	
KCMO-F	5.5	5.3	5.4	7.8	7.9	6.9	6.3	5.0	4.3	3.9	3.3	4.5	4.7	5.0	4.6	5.0	4.0	3.8	4.4	4.8	5.4	4.9	5.9	4.8	4.6	4.4	5.2	4.5	4.3	KCMO-F, 94.9 (O)	
KBEQ-F	8.7	8.8	7.4	8.8	7.2	5.7	6.7	8.8	8.2	7.6	7.1	7.8	9.6	7.1	8.8	6.6	5.1	3.6	5.1	5.9	6.1	5.7	6.1	4.8	5.0	4.6	4.1	4.1	4.6	KBEQ-F, 104.3 (C)	
KCMO	10.3	6.8	6.5	6.3	5.4	8.9	9.3	5.7	4.3	4.1	3.7	2.8	2.7	2.9	2.2	1.7	1.9	1.6	0.4	0.5	1.0	0.4	3.8	3.9	3.1	3.3	2.3	2.5	3.2	KCMO, 710 (T)	
KPRT				1.0	1.9	1.5	1.8	2.8	1.9	1.8	0.9	0.7	1.2	1.7	1.2	1.3	1.3	1.3	1.6	1.8	-	1.7	1.5	1.5	1.5	1.2	1.3	1.2	1.5	KPRT, 1590 (G)	
KPRS-F	7.0	6.5	6.5	5.3	5.1	6.5	7.5	7.5	6.0	4.7	5.4	3.6	6.1	6.0	6.2	7.6	6.8	7.2	8.2	7.8	8.1	7.8	8.6	8.6	6.7	6.9	7.0	7.7	7.3	KPRS-F, 103.3 (B)	
KUDL-F			2.2	2.9	3.4	6.7	6.8	5.5	5.6	6.3	6.2	5.9	3.2	4.0	5.0	4.4	3.6	4.7	4.1	4.8	4.4	4.0	4.1	5.8	5.2	4.5	4.7	4.2	4.3	KUDL-F, 98.1 (SAC)	
KFKF-F	4.0	5.4	4.2	3.6	3.6	3.4	4.6	5.3	6.1	6.5	5.6	7.7	6.8	8.5	8.5	8.5	10.9	11.9	9.7	8.2	7.8	7.2	6.8	6.5	5.5	5.6	5.3	5.6	4.6	KFKF-F, 94.1 (C)	
KPHN	-	2.7	-	1.3	3.5	3.0	2.4	4.1	4.8	4.0	3.7	2.7	2.7	3.0	2.1	1.0	1.6	2.2	2.3	1.8	2.4	1.9	0.7	0.7	0.7	0.6	-	-	-	KPHN, 1190 (KID)	
KYYS-F	-	-	-	9.6	9.4	7.5	8.5	5.8	6.0	8.6	8.1	7.6	7.2	5.8	6.0	5.1	4.6	5.3	5.7	5.7	4.9	4.5	4.4	4.8	4.4	4.2	3.9	3.1	3.4	KYYS-F, 99.7 (AOR)	
KMXV-F								2.9	7.4	6.7	5.6	5.3	3.6	4.5	4.4	3.6	3.6	3.8	3.5	4.0	4.2	5.1	7.4	6.9	7.0	6.4	5.0	4.6	4.4	KMXV-F, 93.3 (CHR)	
KQRC-F								0.6	2.5	3.0	4.1	2.8	1.6	1.6	2.1	3.7	3.6	5.3	5.8	5.0	4.9	6.1	5.4	5.4	6.9	6.9	7.6	7.5	6.0	KQRC-F, 98.9 (AOR)	
KCFX-F									1.4	2.4	5.0	4.2	4.6	3.8		4.8	4.5	4.9	5.1	5.3	6.6	6.9	5.9	5.3	4.7	4.4	3.7	3.7	3.8	KCFX-F, 101.1 (CL AOR)	
WDAF-F						1.6	2.8	4.7	2.9	2.1	1.1	0.9	3.6	5.8		4.5	3.3	2.5	1.7	1.8	4.3	4.3	4.3	5.0	3.6	4.2	4.1	4.5	4.3	WDAF-F, 106.5 (C)	
KRBZ-F											1.3	1.8	1.5	1.9		2.6	2.6	2.2	2.6	3.2	3.1	3.2	3.2	2.5	3.4	3.6	4.1	3.2	2.6	KRBZ-F, 98.5 (AOR)	
KCKN																0.4	1.2	1.1	1.0	1.0	0.7	0.7	1.1	1.2	0.9	-	-	-	-	KCKN, 1340 (S)	
KCHZ-F																						0.8	1.6	3.0		3.7	3.3	3.2	2.8	KCHZ-F, 95.7 (CHR)	
KFME-F																														KFME-F, 105.1 (AC)	
KMJK-F																														KMJK-F, 107.3 (B/AC)	
KZPL-F																														KZPL-F, 97.3 (AC)	
KKHK																											1.5	0.9	1.0	1.1	KKHK, 1250 (SP)
KXTR																											-	1.2	1.2	1.0	KXTR, 1660 (CL)

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>
KCSP	20.4	24.4	23.5	25.9	22.4	17.2	21.0	17.6	23.5	21.5	24.1	21.5	21.8	19.0	17.2	16.3	13.9	12.8	11.4	11.7	11.8	11.6	11.3	10.9	7.2
KSRC-F	18.2	20.9	20.3	19.1	15.2	14.9	17.1	17.9	17.9	18.5	13.4	15.0	18.4	15.5	14.1	14.6	12.4	11.6	14.2	12.1	12.3	11.5	12.3	11.7	12.5
KMBZ	29.6	23.8	22.1	21.0	11.6	12.4	11.6	20.2	17.8	18.1	18.5	15.4	18.5	13.0	15.1	15.6	14.7	13.9	14.5	13.8	12.8	12.8	13.9	14.3	12.3
WHB	19.6	18.1	17.4	15.4	23.4	18.7	19.6	12.7	12.9	13.6	14.7	14.9	13.2	12.8	11.6	7.7	11.3	11.4	3.1	3.3	5.8	8.9	8.7	9.7	9.9
KCMO-F	13.6	14.4	13.5	9.9	13.6	9.2	8.5	11.9	15.8	15.8	15.1	12.0	11.9	11.3	13.3	14.4	15.0	14.6	14.1	14.9	14.3	11.4	13.1	12.8	12.6
KBEQ-F	18.0	15.0	16.5	20.4	22.8	23.8	23.1	20.0	23.5	23.6	21.2	22.2	18.7	14.1	16.6	16.9	15.7	13.4	13.8	12.0	12.0	12.0	10.2	11.3	11.0
KCMO	17.7	20.3	23.6	20.8	16.8	12.3	12.0	9.3	7.4	8.7	10.1	5.4	7.2	6.4	2.6	2.9	2.6	2.3	10.3	9.7	8.9	9.3	7.6	6.6	7.7
KPRT				4.1	3.9	3.7	3.2	2.0	2.3	3.3	3.0	3.2	2.8	2.7	2.8	3.6	3.2	3.3	2.9	2.5	3.3	2.3	3.2	2.3	3.1
KPRS-F	9.2	8.8	9.9	9.5	8.7	9.4	10.6	7.5	9.1	8.8	10.3	11.9	10.5	12.1	13.6	12.3	13.0	12.1	14.5	14.4	11.5	11.3	12.2	13.5	13.5
KUDL-F	8.2	11.4	16.5	18.5	16.0	17.5	15.1	16.2	10.1	9.1	12.1	14.6	13.5	13.0	17.1	12.1	12.3	11.4	13.0	15.0	14.5	11.2	12.9	11.8	13.2
KFKF-F	8.6	9.7	10.0	13.1	14.7	14.9	13.2	15.0	16.3	17.5	15.6	16.4	20.3	25.4	16.7	18.3	16.7	18.1	14.5	16.2	14.0	13.8	12.2	12.2	10.8
KPHN	10.7	10.8	9.5	8.2	8.2	9.5	8.1	5.2	6.5	6.5	4.8	4.7	5.1	5.0	4.3	4.3	4.1	3.8	2.0	2.5	2.9	1.9	-	-	-
KYYS-F	-	17.2	17.0	14.0	12.6	16.3	16.3	15.1	15.5	11.4	11.9	11.3	12.4	11.8	17.4	14.0	13.2	11.1	12.2	10.7	9.6	9.0	9.0	9.1	7.8
KMXV-F				11.3	16.5	12.4	14.2	13.2	11.4	11.6	10.4	10.0	10.6	8.4	10.6	12.4	14.1	16.7	20.9	20.8	22.4	20.0	17.8	16.8	14.3
KQRC-F					10.4	10.1	14.9	10.4	6.2	4.0	4.7	12.6	13.7	13.0	12.9	13.6	12.9	14.1	12.5	12.4	15.3	14.1	15.9	15.4	13.3
KCFX-F						6.9	7.2	11.4	11.5	12.7	11.7	10.1	12.7	19.5	23.7	23.2	24.6	25.5	22.8	22.0	20.6	19.0	16.5	18.9	20.9
WDAF-F					3.9	11.8	10.3	8.1	2.3	3.4	4.2	12.5	12.0	8.2	7.4	7.9	11.8	9.8	10.1	10.9	9.3	10.4	9.1	10.0	11.2
KRBZ-F									5.6	3.9	5.1	5.8	7.0	6.9	7.9	10.3	7.6	9.0	7.9	8.6	8.9	15.4	13.1	10.4	8.2
KCKN													5.3	4.4	4.9	3.4	3.3	2.2	2.6	2.8	2.6	-	-	-	-
KCHZ-F																						12.5	13.6	12.1	11.1
KFME-F																							8.6	8.2	6.3
KMJK-F					</																				

KANSAS CITY

	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	15.4	--	--	--	--	--	--	--	--	14.6 %	48.8 %	--	--	--	1976
1977	15.6	1.3 %	--	--	--	--	--	--	--	15.2	45.2	22	--	--	1977
1978	17.2	10.3	--	--	--	--	--	--	--	15.5	49.3	20	--	--	1978
1979	18.7	8.7	--	--	--	--	--	--	--	15.2	51.3	22	--	--	1979
1980	21.9	11.2	--	--	--	--	--	--	--	15.7	52.4	20	--	--	1980
1981	26.7	21.9	1.44	18.54	7.4	.0036	--	--	--	16.0	54.5	22	--	--	1981
1982	28.9	8.2	1.45	19.93	8.1	.0036	--	--	--	17.4	55.1	21	--	--	1982
1983	31.3	8.3	1.46	21.44	8.7	.0036	.278	--	--	17.1	59.7	25	17	--	1983
1984	34.1	8.9	1.47	23.20	9.7	.0035	.367	WDAF	4.6	17.0	64.9	25	17	--	1984
1985	37.1	8.8	1.50	25.07	10.5	.0036	.395	WDAF	6.0	17.5	63.5	26	16	--	1985
1986	38.4	3.5	1.51	25.10	11.5	.0036	.411	WDAF	6.0	15.1	66.1	22	16	--	1986
1987	38.0	-1.0	1.54	24.68	11.0	.0035	.414	WDAF	5.0	17.4	63.7	23	16.5	5.1	1987
1988	43.0	13.2	1.57	27.39	11.4	.0038	.463	WDAF	5.3	17.1	62.6	22	16.5	6.8	1988
1989	42.1	-2.1	1.59	26.48	11.8	.0036	.446	WDAF	5.0	17.2	62.0	21	17	5.6	1989
1990	42.9	1.9	1.58	26.61	12.5	.0034	.461	WDAF	5.2	17.4	67.4	25	16.5	6.3	1990
1991	40.8	-4.9	1.60	25.50	12.9	.0032	.444	KFKF-F	5.1	16.7	67.6	24	16.5	7.8	1991
1992	42.0	2.9	1.62	25.93	13.0	.0032	.458	KFKF-F	6.1	17.0	68.7	23	17	8.2	1992
1993	43.6	3.8	1.65	26.42	15.0	.0029	.482	KFKF-F	7.0	16.7	70.4	25	18	8.5	1993
1994	48.4	10.5	1.68	28.81	16.8	.0029	.533	KFKF-F	7.2	16.4	70.4	28	19	8.6	1994
1995	53.0	9.3	1.67	31.74	17.2	.0031	.584	KCFX-F	7.8	16.9	76.7	25	18	8.7	1995
1996	65.0	22.6	1.69	38.46	18.0	.0036	.708	KCFX-F	9.4	16.6	74.1	26	17	7.6	1996
1997	71.4	9.8	1.72	41.51	18.7	.0038	.085	KCFX-F	9.9	16.3	75.8	27	16	8.6	1997
1998	78.5	9.9	1.74	45.11	19.4	.0040	.870	KCFX-F	9.8	15.8	75.9	28	17	9.8	1998
1999	85.0	7.7	1.76	47.76	21.0	.0040	.953	KCFX-F	9.0	15.6	76.5	25	16.5	10.3	1999
2000	91.4	7.5	1.79	51.12	25.0	.0037	1.04	KMXV-F	10.5	15.3	75.1	26	19.5	10.9	2000
2001	92.6	1.3	1.79	51.73	28.0	.0033	1.05	KMXV-F	8.5	15.2	76.8	25	19.5	12.1	2001
2002	100.6	8.6	1.81	55.58	29.5	.0034	1.164	KQRC-F	10.3	14.9	75.5	25	--	13.1	2002
2003	103.7	3.1	1.83	56.67	30.6	.0034	1.200	KQRC-F	10.9	13.5	78.0	25	20	13.2	2003

MAJOR STATIONS - JANUARY 2004

KCMO	710	10KW/5KW (DA-2)	Talk	Susquehanna	KFME-F	105.1	69KW@1145	AC/CHR	
KCSP	610	5KW	Sports	Entercom	KMJK-F	107.3	100KW@1184	Black/AC	Cumulus
KKHK	1250	25KW/3.7KW (DA-2)	Hispanic	Entercom	KMXV-F	93.3	100KW@1056	CHR	CBS
KMBZ	980	5KW (DA-2)	News/Talk	Entercom	KPRS-F	103.3	100KW@995	Black	
KPRT	1590	1KW/47W	Gospel		KQRC-F	98.9	100KW@1099	AOR	Entercom
KXTR	1660	10KW/1KW	Classical	Entercom					
WHB	810	50KW/5KW (DA-N)	Sports		KRBZ-F	96.5	100KW@1099	AOR-Modem	Entercom
					KSRC-F	102.1	100KW@1000	Soft AC/AC	CBS
KBEQ-F	104.3	100KW@986	Country	CBS	KUDL-F	98.1	100KW@1099	Soft AC	Entercom
KCFX-F	101.1	100KW@1099	Classic AOR	Susquehanna	KYYS-F	99.7	100KW@1010	AOR-Modem	Entercom
KCHZ-F	95.7	98KW@981	CHR	Cumulus	KZPL-F	97.3	55KW@1172	AC-Modem	First Broadcasting
KCMD-F	94.9	100KW@1120	Oldies	Susquehanna	WDAF-F	106.5	100KW@981	Country	Entercom
KFKF-F	94.1	100KW@994	Country	CBS					

KANSAS CITY

FORMAT SHARES (%)

	77	80	82		84	87	90		92	95	98	2000
CHR/AOR	24	38	21	CHR AOR/CL	15	10	14		5	8	10	10
					10	16	15		19	18	20	11
MOR/AC	29	16	15	MOR/FS AC/OLD	--	--	6		--	--	7	See Talk
					18	12	17		14	4	10	11
									AC OLDIES	7	5	10
COUNTRY	18	20	27		20	22	20		28	23	14	19
BTFL/EZ/SAC	17	16	15		10	8	5					
								SOFT AC	5	6	--	5
NEWS/TALK	3	--	8		10	13	6		12	10	10	11
SPORTS											1	4
BLACK/URBAN	8	9	11		5	12	8		9	9	9	10
SMOOTH JAZZ										5	6	5
STANDARDS	--	--	4		5	3	2		2	3	1	
HISPANIC												1
RELIG/GOSPEL	1	1	2		2	3	5		2	4	3	2
CLASSICAL	1	1	1		2	2	2		3	3	3	1

STATION NOTES

(Major call letter and format changes)

KCFX-F	Switched from 100.7 to 101.1 in 91
KFKF-F	KCKN until 80
KCMO-F	KCEZ until 84; KCMO until 85; KBKC until 86; KCPW until 89; EZ until 83; Country until 85; CHR/Urban until 88; CHR until 89
WDAF-F	KKCI until 85; KCMG until 86; AOR until 85; Black until 86; AC until 90; CHR until 95; KLTY and Soft AC 86-88; KKCI until 95; KCIY until 03; Jazz until 03
KQRC-F	KZZC until 87; KCWV until 89; KRVK until 91; CHR until 86; Oldies until 87; Jazz until 89
KYYS-F	KMBR until 91; KLTH until 97; EZ evolving to Soft AC by early 90's
KRBZ-F	KXTR and Classical until 00
KCKN	KNHN until 97; Talk until ---; KPHN until ---
KBEQ-F	CHR until 93
KZPL-F	KCSX until 03
KMBZ	MOR until 81; Country until 82; MOR again until 84
KPHN	KAYQ until 79; KJLA until 91; Country until about 79; CHR until 81; Standards thru 80's; Silent in 90-91; KFEZ until 97; Standards until 97
KMXV-F	KLSI-F until 91; AC until 94
KCMO	WHB until 97; AC until 88; Oldies until 94
KCSP	WDAF until 03; Country/FS until 03
KSRC-F	KYYS and AOR until 97; KOZN until 99
WHB	KCMO until 97; Began Sports in 99
KMJK-F	KXXR until 93; KISF until 97; CHR until 96; AOR until 98; KCCX until 98; KNRX until 01
KUDL-F	AC evolving to Soft AC by 98

MAJOR STATION TRANSACTIONS: 1970 to 2003

1970 KEBA, KBEQ-F		\$	750,000
1972 KBEA, KBEQ-F	Sold to Wodlinger		950,000
1975 KJLA			750,000
1976 KXTR-F			400,000
1977 KBEQ-F	From Wodlinger to Mariner		5,100,000
1978 KCNW	From Starr to Universal		336,000
1978 KJLA			850,000
1981 KFKF, KFKF-F	From Kay-Smith to Albritton		2,700,000
1982 KLSI-F	From Swaggert to Sandusky Nwsp		3,100,000
1982 KCXL, KKCI-F	From Southwest to Golden East		2,350,000
1982 KCLO, KZZC-F (Leavenworth)	From Anerson to Wodlinger		1,700,000
1982 KBEQ-F	From Mariner to Capitol (Goodmon)		5,250,000
1983 KFKF AF	From Albritton to Sconnix		4,000,000
1984 KCMO, KBKC-F	From Fairbanks to Summit		11,200,000
1985 WHB	From Storz to Shamrock		3,500,000
1985 KKCI-F (Liberty)	Sold to Transcom		4,200,000
1987 KBEA, KXTR-F	Sold to Silver Star		5,750,000 (cancelled)
1987 KBEQ-F	From Capitol (Goodmon) to Noble		9,250,000
1987 KXXR-F	From TransColumbia to Olympic		4,000,000
1987 KCMV AF	Sold to Ragan Henry		8,700,000
1987 KCNW	From Universal to Marsh		1,500,000
1989 KCCV	From Bolt to Ragan Henry		700,000
1989 KCWV-F	Sold to Journal Co.		6,000,000
1989 KFKF	Sold by Sconnix		500,000
1990 KLSI-F	From Sandusky to Apollo		8,250,000
1990 KJLA			200,000 (not closed)
1991 KJLA			75,000
1991 KXXR-F	From Olympia to Ardman		2,600,000
1991 KHKN			72,000
1992 KCFX-F	From Hcker to Heritage		3,700,000
1993 WHB, KUDL-F	From Shamrock to Apollo		5,000,000
1993 KCMO A/F	From Gannett to Bonneville		7,600,000
1995 KBEQ A/F	From Noble to EZ		7,650,000
1995 KKCI-F (Liberty)	Sold to Heritage		5,000,000
1995 KMXV-F	From Apollo to Regent		6,100,000
1995 KUDL-F	From Apollo to Regent		7,200,000
1995 KFKF-F	From Sconnix to EZ		28,000,000
1996 WDAF	From Citicasters to Jacor		17,500,000
1996 KYYS-F	From Citicasters to Jacor		18,400,000
1996 KISF-F	From Meyer to SynCom		2,420,000
1996 KBEQ-AF	From EZ to American Radio Systems		20,000,000
1996 KFKF-F	From EZ to American Radio Systems		39,000,000
1996 KMXV-F	From Regent to Jacor		13,000,000
1996 KUDL-F	From Regent to Jacor		17,000,000
1996 KFEZ	Sold to KNHN owner		1,300,000
1996 KCAZ, KXTR-F	Sold to Heritage		9,700,000
1997 KMBZ, KLTH-F, KCMO-AF	Traded by Bonneville to Entercom		KLDE-F in Houston
1997 KQRC-F	Trade from Journal Co. to Heritage		WMYU/WWST in Knoxville
1997 KGGN	Sold to Mortenson		N/A
1997	Jacor traded its Kansas City stations to ARS		
1997	KCMO (810) and WHB (710) swapped facilities		
1997 WDAF, KUDL-F	Traded by ARS to Entercom		KLOU-F in St. Louis
1997 KCAZ	From Heritage to Sinclair TV		600,000
1997 KCFX-F	From Heritage to Sinclair TV		47,600,000
1997 KCIY-F	From Heritage to Sinclair TV		11,600,000
1997 KQRC-F	From Heritage to Sinclair TV		16,800,000
1997 KXTR-F	From Heritage to Sinclair TV		12,000,000
1998 KCNW	From Children's to Catholic		
1998 KCTE (1510)			925,000
1998 KOWW	From CBS		750,000
1998	All Jacor stations sold to Clear Channel		---
1999 WREN	From Mortenson to Entercom		2,750,000
1999 KCHZ-F	Sold to Syncom		11,000,000
1999	All Sinclair stations sold to Entercom		---
1999 WHB			8,000,000
2000 KCMO A/F, KCFX-F	From Entercom to Susquehanna		---

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KANSAS CITY

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WDAF	4.6	WDAF	6.0	WDAF	6.0	WDAF	5.0	WDAF	5.3	WDAF	5.0
2 KCMO	3.7	WHB/UDL	5.2	MBZ/MBR	5.8	KYYS-F	4.3	KYYS-F	4.8	KFKF-F	4.6
3 KLSI-F	3.4	MBZ/MBR	4.5	WHB/UDL	5.6	KBEQ-F	4.1	KBEQ-F	4.5	WHB/UDL	4.3
4 KBEQ-F	3.3	KLSI-F	3.7	KBEQ-F	3.7	KUDL-F	3.6	KFKF-F	4.4	KCMO	4.2
5 KMBR-F	2.9	KBEQ-F	3.6	KYYS-F	3.6	KFKF-F	3.4	KCMO	4.1	KBEQ-F	4.1
6 KUDL-F	2.7	KCMO	3.2	KCMO	3.4	KMBZ	3.2	WHB/UDL	4.0	KYYS-F	3.6
7 KYYS-F	2.1	KFKF-F	3.0	KFKF-F	3.4	KCMO	3.2	KMBZ	3.2	KLSI-F	3.0
8				KLSI-F	3.0	KLSI-F	2.7	KLSI-F	2.8	KMBZ	3.0
9						KMBR-F	2.2	KCFX-F	2.8	KXXR-F	2.3
10						KCPW-F	1.7	KCPW-F	2.4	KCFX-F	2.2
1990		1991		1992		1993		1994		1995	
1 WDAF	5.2	KFKF-F	5.1	KFKS-F	6.1	KFKF-F	7.0	KFKF-F	7.2	KCFX-F	7.8
2 KFKF-F	5.0	WDAF	4.9	KCFX-F	5.1	KCFX-F	5.2	KCFX-F	6.8	KFKF-F	7.2
3 WHB/UDL	4.3	KYYS-F	4.7	WDAF	5.1	WDAF	4.9	WDAF	4.7	WDAF	4.8
4 KBEQ-F	4.2	KCFX-F	3.4	KYYS-F	4.8	KYYS-F	4.5	KYYS-F	4.4	KYYS-F	4.2
5 KYYS-F	4.0	KMBZ	3.3	KUDL AF	2.8	KMBZ	3.2	KMBZ	3.4	KBEQ-F	4.0
6 KCMO	3.6	KCMO	3.1	KCMO	2.8	KMXV-F	2.6	KMXV-F	3.4	KUDL-F	3.9
7 KMBZ	2.8	WHB/UDL	2.9	KMBZ	2.8	KQRC-F	2.5	KUDL-F	3.3	KPRS AF	3.7
8 KLSI-F	2.7	KBEQ AF	2.8	KMXV-F	2.4	KPRS-F	2.4	KBEQ-F	2.9	KMBZ	3.6
9 KPRS-F	2.1	KMXV-F	2.5	KPRS-F	2.0	KUDL-F	2.3	KPRS AF	2.7	KCMO-F	3.5
10 KXXR-F	1.8	KRVK-F	1.9	KLT-F	2.0	KCMO-F	2.2	KLTH-F	2.7	KLTH-F	3.3
11		KPRS-F	1.9	KCMO-F	1.9	KLT-F	2.2	KCMO-F	2.7	KQRC-F	3.2
12				KBEQ-F	1.5	KCMO	2.1	KQRC-F	2.6	KMXV-F	3.0
13						KBEQ-F	1.7	KCMO	2.0	KCMO	1.6
1996		1997		1998		1999		2000		2001	
1 KCFX-F	9.4	KCFX-F	9.9	WCFX-F	9.8	KCFX-F	9.0	KMXV-F	10.5	KMXV-F	8.5
2 KFKF-F	6.8	KFKF-F	7.0	KMXV-F	7.3	KMXV-F	8.9	KQRC-F	8.4	KQRC-F	8.4
3 KBEQ AF	5.3	KPRS AF	6.0	KFKF-F	7.0	KPRS AF	7.7	KCFX-F	7.8	KCFX-F	7.9
4 WDAF	5.0	KMXV-F	5.4	KPRS AF	6.9	KFKF-F	7.6	KPRS AF	7.6	KMBZ	7.8
5 KYYS-F	4.4	WDAF AA	5.3	KMBZ	6.9	KUDL-F	6.8	KFKF-F	7.1	KPRS-F	7.0
6 KPRS-F	4.4	KBEQ-F	4.9	KUDL-F	5.9	KYYS-F	6.4	KYYS-F	7.0	KFKF-F	6.7
7 KMBZ	4.2	KCMO-F	4.5	KBEQ-F	5.4	KQRC-F	6.1	KUDL-F	6.6	KSRC-F	5.7
8 KUDL-F	4.0	KMBZ	4.4	KCMO-F	5.3	KMBZ	5.6	KBEQ-F	6.0	KYYS-F	5.6
9 KQRC-F	3.7	KQRC-F	4.3	KQRC-F	4.8	KBEQ-F	5.3	KMBZ	5.9	KUDL-F	5.5
10 KCMO-F	3.2	KUDL-F	4.3	WYYS-F	4.2	KCMO-F	4.9	KSRC-F	4.9	KBEQ-F	5.3
11 KMXV-F	3.2	WDAF	3.9	WDAF	3.1	WDAF	3.1	KCMO-F	4.6	KCMO-F	4.5
12 KLTH-F	2.9	KLTH-F	3.3	KCIY-F	2.8	KSRC-F	2.9	WDAF	3.4	WHB	4.4
13 KCIY-F	2.6	KCIY-F	2.6	KCMO	2.7	KCIY-F	2.7	KCMO	2.3	KRBZ-F	3.9
14						KCMO	2.2	KCIY-F	2.2	WDAF	3.4
2002		2003									
1 KQRC-F	10.3	KQRC-F	10.9								
2 KMBZ	9.0	KMBZ	10.4								
3 KMXV-F	7.9	KFKF-F	7.6								
4 KCFX-F	7.5	KMXV-F	7.5								
5 KPRS-F	7.2	KCFX-F	7.5								
6 KFKF-F	7.2	KSRC-F	6.8								
7 KSRC-F	6.3	KPRS-F	6.8								
8 KUDL-F	5.6	KUDL-F	5.4								
9 KCMO-F	5.3	KBEQ-F	5.4								
10 KYYS-F	5.2	KCMO-F	5.4								
11 KBEQ-F	4.7	KYYS-F	5.1								
12 KCSP	3.8	WDAF	4.3								
13 KRBZ-F	3.8	WHB	3.6								
14 WHB	3.5	KFME-F	3.5								
15 KFME-F	3.0	KRBZ-F	2.6								
WDAF	3.0	KCSP-F	2.3								

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Bonneville	\$ 10.8 (22.3)	1 Bonneville	\$ 11.8 (21.1)	1 Jacor	\$ 16.6 (25.5)
2 Citicasters	9.1 (18.8)	2 EZ	11.2 (20.0)	2 Heritage	15.7 (24.2)
3 Sconnix	7.2 (14.9)	3 Citicasters	9.0 (16.1)	3 Amer. Radio	12.2 (18.8)
4 Heritage	6.8 (NA)	4 Heritage	9.0 (16.1)	4 Entercom	12.0 (18.5)
5 Apollo	6.7 (13.8)	5 Regent	6.9 (12.3)	5 KPRT, KPRS-F	4.8 (7.4)
		6 KPRT, KPRS-F	3.7 (6.6)		
		7 Journal	3.2 (5.7)		
1997		1998		1999	
1 Entercom	\$ 24.1 (33.8)	1 Entercom	\$ 26.3 (33.5)	1 Entercom	\$ 48.2 (56.6)
2 CBS	21.4 (30.0)	2 CBS	22.2 (28.3)	2 CBS	24.7 (29.0)
3 Sinclair	18.1 (25.3)	3 Sinclair	18.4 (23.4)	3 KPRT, KPRS-F	7.7 (9.1)
4 KPRT, KPRS-F	6.0 (8.4)	4 KPRT, KPRS-F	6.9 (8.8)	4 KNRX, KCHZ	2.7 (3.2)
2000		2001		2002	
1 Entercom	\$ 34.6 (37.9)	1 Entercom	\$ 36.9 (39.8)	1 Entercom	\$ 41.2
2 CBS	28.5 (31.2)	2 CBS	26.2 (28.3)	2 CBS	26.1
3 Susquehanna	14.6 (16.0)	3 Susquehanna	14.1 (15.2)	3 Susquehanna	17.8
4 KPRT, KPRS-F	7.6 (8.3)	4 KPRT, KPRS-F	7.4 (8.0)	4 KPRS et.al.	7.7
		5 WHB	4.4 (4.8)		
		6 Syncom	2.6 (2.8)		
2003		2003			
1 Entercom	\$ 41.6	All 2002 and 2003 financial data is provided by BIA Financial.			
2 CBS	27.3				
3 Susquehanna	18.4				
4 KPRS et.al.	7.2				
5					

MAJOR STATION TRANSACTIONS: CONTINUED

2002	KPHN	Sold to ABC	\$ 3,800,000
2003	KCHZ-F, KMJK-F	Sold to Cumulus	25,000,000
2003	KZPL-F (Lee's Summit)	Sold to First Bdcst	10,000,000
2004	KCKN		1,600,000

DUNCAN'S COMMENTS:

A moderately growing large market. Kansas City's revenue growth slowed from 1986 to 1993 but came on strongly in the mid to late 1990's. Viable stations have increased sharply in the last five years. Note also the low level of listening to unlisted stations.

KPRS has been an excellent radio station for the entire thirty year period which this book covers. So far the Carter family has resisted the \$70 million or so that the station is worth.

KMBZ and KQRC are also stations of note in Kansas City.