

MCALLEN-BROWNSVILLE

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>	
KGBT	29.7	33.0	31.9	38.7	34.8	28.4	26.6	22.8	21.0	19.0	19.5	19.3	16.4	19.2	12.1	13.4	13.6	12.5	9.7	10.6	10.3	15.2	14.7	5.8	5.6	5.2	3.2	3.1	3.2	KGBT, 1530 (SP)
KRGE	14.5	19.3	21.5	16.1	8.7	7.1	6.9	10.8	10.2	11.5	6.9	8.4	6.9	3.4	1.5	0.7	1.6	2.3	0.9	1.8	1.7	2.1	1.7	0.8	0.7	1.5	1.0	1.7	1.7	KRGE, 1290 (SP)
KRIO	12.9	19.2	9.8	16.5	8.7	9.4	6.4	5.8	3.0	1.9	2.2	1.8	1.2	0.9	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	KRIO, 910 (SP)
KBFM-F	3.3	4.2	5.5	3.3	11.3	15.4	15.2	12.7	9.8	11.2	14.3	12.9	12.5	16.9	19.2	16.0	11.0	10.3	11.9	13.2	12.6	12.3	13.4	15.0	16.0	16.6	16.2	10.0	6.6	KBFM-F, 104.1 (CHR)
KBTQ-F	-	-	3.1	1.7	3.9	3.5	4.5	11.1	11.7	11.4	7.9	7.7	9.8	9.0	7.4	8.4	7.1	8.8	10.1	11.3	12.3	10.5	9.1	7.0	4.5	4.8	4.3	6.5	7.7	KBTQ-F, 96.1 (CHR)
KVLY-F	5.9	1.1	1.8	2.1	1.1	1.2	2.3	2.3	4.2	4.6	4.7	4.9	5.2	5.1	4.1	5.6	4.9	5.3	7.6	7.4	5.0	6.4	7.9	7.9	8.9	8.4	7.3	6.9	6.4	KVLY-F, 107.9 (AC)
KFRQ-F	4.3	2.3	3.8	3.5	5.0	4.7	7.1	5.8	4.8	6.6	9.9	7.1	7.0	6.2	6.5	5.6	5.6	8.1	7.3	4.2	6.9	6.3	5.3	8.0	8.2	7.2	7.4	5.7	5.7	KFRQ-F, 94.5 (AOR)
KKPS-F				4.6	3.0	3.5	1.9	4.9	9.1	6.5	9.9	4.7	5.5	4.2	3.6	2.8	5.0	3.8	5.0	5.5	5.6	7.7	7.7	9.9	8.5	10.2	11.0	11.0	9.5	KKPS-F, 99.5 (SP)
KBOR					2.0	3.5	5.7	2.5	0.9	1.8	2.5	1.9	2.8	2.2	3.8	3.5	2.0	2.2	0.7	1.0	1.9	1.2	0.8	0.7	0.4	0.7	0.5	0.5	0.6	KBOR, 1600 (SP)
KGBT-F	2.7	-	-	-	1.1	1.2	1.6	2.3	4.2	4.4	5.9	5.5	4.4	4.7	5.1	5.6	4.5	4.1	3.9	3.2	4.2	*	*	7.9	9.0	10.0	11.2	11.4	10.3	KGBT-F, 98.5 (SP)
KIRT	5.9	2.9	4.0	4.0	1.7	2.3	1.1	1.3	1.1	2.2	3.2	3.4	3.9	3.0	3.0	2.2	1.2	1.4	0.5	1.5	1.4	2.0	1.7	1.1	1.5	1.9	1.0	1.2	1.2	KIRT, 1580 (SP)
KTEX-F	-	3.3	2.0	2.1	3.1	3.0	2.4	2.4	2.7	4.0	5.6	6.5	7.9	8.8	13.7	15.8	20.2	14.7	12.6	8.9	9.3	7.8	6.9	7.3	7.1	7.0	7.7	6.9	7.9	KTEX-F, 100.3 (C)
KURV	1.4	1.3	-	-	1.5	1.5	2.2	1.0	1.5	1.5	1.6	1.6	2.0	1.2	1.4	1.7	2.9	1.4	2.7	3.0	2.1	2.1	2.2	2.7	2.8	3.0	3.3	4.0	4.1	KURV, 710 (T)
KMAZ-F												1.4	1.8	2.1	-	1.0	2.8	5.5	5.7	5.3	5.3	4.3	4.6	3.4	3.0	1.1	1.1	0.8	0.8	KMAZ-F, 106.3 (SP)
KVJY																0.9	1.8	1.6	1.7	1.7	1.6	0.4	1.3	0.5	1.4	0.7	0.7	0.3	0.4	KVJY, 840 (SP)
KILM-F																			1.0	2.6	1.7	1.5	1.9	1.8	0.6	0.6	0.9	1.0	1.4	KILM-F, 102.1 (SP)
KNVO-F																			0.8	1.2	-	-	0.7				1.2	4.7	3.8	KNVO-F, 101.1 (SP)
KQXX-F																										1.3	1.2	1.3	2.0	KQXX-F, 105.5 (O)
KQXX																											1.0	1.0	0.9	KQXX, 1700 (O)

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>
KGBT	45.8	37.8	37.0	28.8	33.5	32.3	31.5	29.8	30.0	30.4	24.0	25.2	24.6	21.0	19.1	18.7	21.9	27.8	24.6	9.0	9.3	8.8	7.2	8.0	7.4
KRGE	25.5	17.7	16.1	20.9	28.1	32.1	23.6	21.7	18.1	15.5	5.9	3.0	3.6	4.9	2.3	4.0	3.8	4.2	2.7	2.2	1.4	3.3	1.7	1.8	2.3
KRIO	31.6	26.2	18.4	14.0	14.0	10.2	10.6	10.2	2.4	2.7	2.8	2.9	-	-	-	-	-	-	-	-	-	-	-	-	-
KBFM-F	22.7	25.8	25.9	24.9	31.4	32.1	37.0	31.0	30.0	30.9	40.3	33.5	31.1	25.7	32.6	32.0	32.1	29.9	34.4	35.4	33.7	37.6	36.9	28.7	19.3
KBTQ-F	-	5.0	4.4	20.2	24.3	23.5	20.8	19.0	20.7	20.6	19.9	22.3	21.9	20.7	33.3	32.2	30.2	28.1	21.1	19.7	15.4	17.3	13.8	20.2	21.8
KVLY-F	-	-	3.3	4.3	-	7.8	8.1	11.5	9.2	7.2	8.8	10.5	13.5	14.9	21.9	18.4	14.2	15.7	19.7	19.8	20.4	19.3	17.3	17.4	16.5
KFRQ-F	9.0	9.3	15.3	11.8	14.6	10.2	21.6	15.6	16.3	16.3	16.7	14.9	18.8	24.3	17.2	13.4	15.0	14.3	14.9	17.6	17.7	18.0	17.3	13.5	16.3
KKPS-F	7.4	11.1	4.8	9.1	22.1	15.6	17.9	13.3	14.1	9.7	12.8	7.6	13.5	13.3	15.1	19.6	19.4	21.3	25.4	23.4	24.2	26.2	26.8	27.3	23.5
KBOR	6.5	9.2	11.2	7.7	6.4	4.3	5.6	5.5	7.2	6.8	6.7	8.7	5.4	5.1	3.4	3.2	6.0	3.8	2.6	2.1	1.4	1.6	0.9	1.4	1.1
KGBT-F				3.3	9.3	11.3	10.7	13.7	10.6	11.8	9.6	14.0	9.7	9.9	6.7	7.9	10.9	*	*	18.6	18.9	21.7	20.1	24.1	21.5
KIRT	4.2	-	-	3.4	-	-	5.4	7.1	7.5	8.7	7.5	6.5	5.4	4.3	3.0	5.4	5.1	4.9	4.3	2.3	3.2	3.7	2.0	3.1	2.5
KTEX-F	9.7	5.8	4.9	4.5	7.2	10.5	10.8	12.5	15.1	17.7	23.4	26.0	31.0	27.8	25.2	21.9	16.8	15.1	18.2	17.1	14.9	14.1	17.1	16.8	15.4
KURV					2.8	4.4	3.6	-	5.0	4.2	3.5	4.3	6.8	5.9	8.3	6.0	4.0	4.9	5.5	6.3	6.2	6.6	7.1	7.9	6.5
KMAZ-F									6.6	1.8	-	5.1	8.7	13.7	17.4	14.7	16.3	13.1	11.3	9.4	8.6	3.8	3.1	2.2	3.5
KVJY												-	3.3	4.1	4.5	2.9	3.0	1.4	2.6	1.8	3.9	1.3	-	-	1.5
KILM-F															8.1	8.5	4.5	5.6	6.6	6.0	3.3	2.6	2.4	3.9	2.9
KNVO-F															2.4	2.3	-	-	1.5				2.7	11.7	10.2
KQXX-F																						3.9	3.0	4.2	6.2
KQXX																							2.8	2.5	1.3

MCALLEN-BROWNSVILLE

	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	4.0	--	--	--	--	--	--	--	18.1 %	13.3 %	--	--	--	1976
1977	4.1	2.5 %	--	--	--	--	--	--	14.5	19.4	15	--	--	1977
1978	4.2	2.4	--	--	--	--	--	--	15.5	19.6	14	--	--	1978
1979	5.1	21.4	--	--	--	--	--	--	16.8	31.3	14	--	--	1979
1980	6.1	19.6	--	--	--	--	--	--	19.5	39.0	15	--	--	1980
1981	7.0	14.8	--	14.93	2.1	.0033	--	--	17.6	35.0	16	--	--	1981
1982	7.8	11.4	--	14.72	2.2	.0035	--	--	18.0	44.5	15	--	--	1982
1983	8.5	9.0	.571	14.88	2.5	.0034	.088	--	18.6	52.4	19	14	--	1983
1984	10.0	17.6	.582	17.18	2.8	.0037	.104	KGBT	20.7	53.1	19	14	--	1984
1985	10.6	6.0	.588	17.94	3.0	.0036	.114	KGBT	18.3	58.1	18	14	--	1985
1986	10.4	-1.9	.601	16.99	3.3	.0035	.116	KGBT	19.7	56.6	20	13	--	1986
1987	10.5	1.0	.625	16.80	3.1	.0036	.113	KGBT	18.6	60.6	18	14	7.2	1987
1988	11.2	6.7	.640	17.50	3.1	.0037	.123	KGBT	19.4	61.8	21	11	8.2	1988
1989	12.1	8.0	.651	18.59	3.2	.0039	.148	KGBT	19.5	73.1	20	11	9.0	1989
1990	12.8	5.5	.656	19.32	3.3	.0039	.144	KGBT	19.2	72.4	19	11	11.2	1990
1991	12.0	-6.3	.662	18.13	3.4	.0035	.139	KTEX-F	19.0	72.3	21	11.5	12.8	1991
1992	12.4	3.3	.683	18.16	3.6	.0034	.142	KTEX-F	18.1	72.6	21	11.5	9.6	1992
1993	13.2	6.2	.700	18.86	4.1	.0032	.155	KTEX-F	17.1	77.1	25	13	11.7	1993
1994	14.7	11.2	.734	20.03	4.4	.0033	.175	KTEX-F	17.2	71.4	24	13.5	12.0	1994
1995	14.8	0.7	.795	18.62	5.9	.0025	.174	KIWW-F	17.5	75.7	21	13	11.0	1995
1996	16.0	8.1	.831	19.25	6.1	.0026	.193	KIWW-F	16.4	76.7	26	12	9.8	1996
1997	17.6	10.0	.847	20.78	5.9	.0030	.214	KGBT A/F	16.1	82.2	26	11	17.8	1997
1998	19.1	8.5	.875	21.84	6.0	.0032	.232	KBFM-F	15.9	85.3	28	11	10.3	1998
1999	20.9	8.6	.880	23.75	6.4	.0033	.260	KBFM-F	14.9	82.0	27	11	12.9	1999
2000	24.2	15.8	.901	26.86	7.3	.0033	.298	KBFM-F	15.5	83.2	28	11	12.3	2000
2001	21.1	-12.8	.924	22.84	8.3	.0025	.261	KBFM-F	15.0	87.4	27	11	13.0	2001
2002	22.0	4.3	.938	23.45	8.7	.0025	.287	KKPS-F	14.2	86.0	29	--	15.3	2002
2003	23.5	6.4	.959	24.50	9.0	.0026	.318	KKPS-F	14.8	83.8	29	11.5	14.4	2003

MAJOR STATIONS - JANUARY 2004

KBOR	1600	1KW (DA-1)	Hispanic	Clear Channel	KBFM-F	104.1	100KW@1224	CHR/Dance	Clear Channel
KGBT	1530	50KW/10KW (DA-N)	Hispanic	Univision	KBTQ-F	96.1	100KW@988	CHR/Dance	Univision
KIRT	1580	1KW/0.3KW	Hispanic		KFRQ-F	94.5	100KW@1157	AOR	Entravision
KQXX	1700	8.8KW/0.9KW	Oldies	Clear Channel	KGBT-F	98.5	100KW@977	Hispanic	Univision
KRGE	1290	5KW (DA-N)	Hispanic		KILM-F	102.1	18KW@758	Hispanic	
KURV	710	1KW/0.9KW (DA-2)	Talk						
KVJY	840	5KW/1KW (DA-2)	Hispanic	Radio Unica	KKPS-F	99.5	100KW@1037	Hispanic	Entravision
					KMAZ-F	106.3	1.6KW@650	Hispanic	
					KNVO-F	101.1	50KW@485	Hispanic	Entravision
					KQXX-F	105.5	3KW@285	Oldies	Clear Channel
					KTEX-F	100.3	100KW@1224	Country	Clear Channel
					KVLY-F	107.9	100KW@987	AC	Entravision

NOTE: Counties added to Metro in 1995.

MCALLEN - BROWNSVILLE

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KGBT	1.8	KGBT	1.9	KGBT	2.0	KGBT	1.8	KGBT	1.9	KGBT	2.0
2 KBFM-F	1.3	KBFM-F	1.3	KBFM-F	1.2	KBFM-F	1.2	KBFM-F	1.4	KBFM-F	1.6
3 KIWW-F	1.0	KELT-F	1.1	KELT-F	1.2	KELT-F	1.1	KTXF-F	1.3	KTXF-F	1.5
4 KRGV	0.9	KTXF-F	1.0	KTXF-F	1.0	KTXF-F	1.0	KELT-F	1.1	KIWW-F	1.2
5 KTXF-F	0.8	KIWW-F	0.9	KIWW-F	1.0	KIWW-F	0.9	KIWW-F	1.1	KELT-F	1.2
6 KELT-F	0.6	KRGV	0.8					RDX/RGE	1.0	KRIX-F	0.7
7		KVLY-F	0.7					IRT/QXX	0.7	KQXX-F	0.7
8								KVLY-F	0.6	KVLY-F	0.7
9											
10											
1990		1991		1992		1993		1994		1995	
1 KGBT	2.2	KTEX-F	2.2	KTEX-F	2.5	KTEX-F	2.3	KTEX-F	2.3	KIWW-F	1.9
2 KTXF-F	2.0	KGBT	1.9	KGBT	1.9	KIWW-F	1.7	KIWW-F	2.2	KTEX-F	1.8
3 KBFM-F	1.8	KBFM-F	1.6	KBFM-F	1.3	KGBT	1.7	KGBT	1.9	KBFM-F	1.7
4 KIWW-F	1.2	KIWW-F	1.3	KIWW-F	1.2	KBFM-F	1.5	KBFM-F	1.7	KGBT	1.6
5 KELT-F	1.2	KELT-F	1.1	KFRQ-F	1.0	KFRQ-F	1.2	KVLY-F	1.6	KVLY-F	1.4
6 KQXX-F	0.9	KVLY-F	0.85	KVLY-F	0.9	KVLY-F	1.0	KTJN FF	1.1	KTJN FF	1.3
7 KVLY-F	0.8	KQXX-F	0.8	KQXX-F	0.8	KQXX-F	0.7	KFRQ-F	0.9	KFRQ-F	1.1
8 KRIX-F	0.6	KBOR AF	0.63	KBOR AF	0.7	KTJN AF	0.7	KKPS-F	0.9	KKPS-F	1.1
9 KBOR AF	0.5	KRGV-F	0.5					KQXX-F	0.9		
10		KURV	0.45								
11											
1996		1997		1998		1999		2000		2001	
1 KIWW-F	2.4	KGBT AF	2.9	KBFM-F	2.7	KBFM-F	2.9	KBFM-F	3.0	KBFM-F	2.8
2 KGBT	1.8	KIWW-F	2.0	KIWW-F	2.0	KVLY-F	2.1	KGBT	2.6	KGBT-F	2.5
3 KBFM-F	1.7	KBFM-F	2.0	KVLY-F	1.9	KIWW-F	1.9	KVLY-F	2.5	KKPS-F	2.2
4 KTEX-F	1.6	KVLY-F	1.7	KTEX-F	1.8	KGBT	1.6	KKPS-F	1.9	KVLY-F	2.1
5 KVLY-F	1.5	KTEX-F	1.7	KGBT	1.5	KKPS-F	1.6	KTEX-F	1.8	KFRQ-F	1.8
6 KFRQ-F	1.4	KTJN FF	1.4	KKPS-F	1.5	KGBT-F	1.5	KIWW-F	1.6	KTEX-F	1.7
7 KTJN FF	1.3	KKPS-F	1.4	KFRQ-F	1.4	KFRQ-F	1.5	KFRQ-F	1.6	KIWW-F	1.3
8 KKPS-F	1.1	KFRQ-F	1.4	KTJN FF	1.4	KTEX-F	1.5	KBOR FF	1.5	KBOR-F	1.2
9				KGBT-F	0.8	KTJN FF	1.4	KGBT-F	0.6	KGBT-F	0.6
10								KURV	0.6	KURV	0.5
11											
2002		2003									
1 KKPS-F	3.5	KKPS-F	3.2								
2 KGBT-F	3.0	KGBT	3.1								
3 KBFM-F	2.8	KVLY-F	2.6								
4 KVLY-F	2.4	KBQ-F	2.5								
5 KFRQ-F	2.0	KTEX-F	2.2								
6 KTEX-F	1.8	KBFM-F	2.1								
7 KBQ-F	1.5	KURV	1.8								
8 KURV	1.3	KFRQ-F	1.8								
9											
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Tichenor	\$ 4.1 (27.9)	1 Calendar	\$ 3.6 (24.3)	1 Heffel	\$ 4.8 (30.0)
2 KTEZ,KVJY	2.4 (16.3)	2 Tichenor	3.5 (23.6)	2 Sunburst	4.0 (25.0)
3 Signature	1.8 (12.2)	3 Signature	2.2 (14.9)	3 Calendar	3.3 (20.8)
4 KBFM-F	1.7 (11.6)	4 Tippie - KVLY	1.4 (9.5)	4 KBOR,KTJN,KTJX	1.6 (10.0)
5 KVLY-F	1.6 (10.9)	5 KBOR,KTJN,KTJX	1.4 (9.5)		
6 KBOR,KTJN	1.2 (8.2)	6 KIRT,KQXX	1.0 (6.8)		
1997		1998		1999	
1 Heffel	\$ 4.9 (27.8)	1 Sunburst	\$ 4.8 (25.0)	1 Sunburst	\$ 5.2 (24.6)
2 Sunburst	4.5 (25.3)	2 Calendar	4.5 (23.6)	2 Hispanic	5.0 (23.9)
3 Calendar	3.7 (20.7)	3 Heffel	4.3 (22.5)	3 Cumulus	4.4 (20.8)
4 KBOR,KTJN,KTJX	1.7 (9.7)	4 KBOR,KTJN,KTJX	1.4 (7.3)	4 KBOR,KTJN,KTJX	1.4 (6.7)
2000		2001		2002	
1 Entravision	\$ 6.0 (24.7)	1 Entravision	\$ 6.3 (30.0)	1 Entravision	\$ 8.5
2 Hispanic	4.8 (19.8)	2 Clear Channel	4.5 (21.1)	2 Univision	5.2
3 Clear Channel	4.8 (19.6)	3 Hispanic	4.4 (20.8)	3 Clear Channel	5.2
4 KBOR,KTJN,KTJX	1.5 (6.2)	4 KBOR,KTJN,KTJX	1.2 (5.7)	4 KURV et.al.	2.1
2003					
1 Entravision	\$ 8.0	All 2002 and 2003 financial data is provided by BIA Financial.			
2 Univision	6.2				
3 Clear Channel	5.2				
4 KURV et.al.	3.2				
5					

DUNCAN'S COMMENTS:

This is the only radio market covered by this book that I have not personally visited during my career. It started out as a small market but has just recently edged into medium market size. Unfortunately McAllen-Brownsville's radio revenues are still in the small market category and likely to remain there for the next decade. This is one very difficult radio market. This is mitigated only by the fact that there are relatively few viable radio stations.

KGBT was a great radio station for decades but is now knocking on oblivion's door. Some of its greatness may have been transferred to its sister station KGBT-F.