

MINNEAPOLIS-ST. PAUL

	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	24.0	--	--	--	--	--	--	--	16.3 %	35.9 %	--	--	--	1976
1977	24.8	3.3 %	--	--	--	--	--	--	15.8	37.7	21	--	--	1977
1978	30.0	20.9	--	--	--	--	--	--	15.9	43.4	20	--	--	1978
1979	33.5	11.7	--	--	--	--	--	--	15.9	42.4	21	--	--	1979
1980	36.9	7.2	--	--	--	--	--	--	17.0	47.0	23	--	--	1980
1981	42.6	15.4	2.10	20.29	11.8	.0036	--	--	16.4	54.3	21	--	--	1981
1982	45.1	5.9	2.13	21.17	12.2	.0037	--	--	17.5	55.0	21	--	--	1982
1983	48.8	8.2	2.20	22.18	13.4	.0036	.494	--	17.7	59.5	22	18	--	1983
1984	54.9	12.5	2.22	24.51	14.9	.0037	.599	WCCO 15.0	17.9	61.3	20	17	--	1984
1985	58.3	6.2	2.25	25.91	16.2	.0036	.648	WCCO 16.2	17.8	63.7	19	15	--	1985
1986	58.8	0.9	2.27	25.56	17.9	.0035	.695	WCCO 17.4	17.2	66.4	18	15	--	1986
1987	63.5	8.0	2.34	27.14	17.6	.0036	.722	WCCO 19.0	16.9	70.9	18	15	12.8	1987
1988	69.4	9.3	2.38	29.24	19.1	.0036	.768	WCCO 20.0	17.1	69.6	18	14	11.0	1988
1989	75.0	8.1	2.40	31.25	20.0	.0037	.859	WCCO 21.5	18.1	68.8	20	14	13.5	1989
1990	77.0	2.7	2.50	30.80	20.5	.0037	.906	WCCO 22.0	17.6	72.0	19	14	13.1	1990
1991	74.0	-3.9	2.53	29.24	21.0	.0035	.862	WCCO 19.8	17.5	70.3	22	13.5	13.2	1991
1992	81.7	10.4	2.58	31.71	22.0	.0037	.960	WCCO 20.4	18.0	70.7	17	14	14.9	1992
1993	87.5	7.1	2.70	32.40	23.5	.0037	1.03	WCCO 23.7	17.8	70.4	21	14	14.6	1993
1994	95.5	9.1	2.74	34.85	26.0	.0037	1.16	WCCO 19.2	17.7	72.4	21	14.5	17.5	1994
1995	105.0	9.9	2.74	38.32	28.4	.0037	1.25	KQRS A/F 18.2	17.4	76.4	26	15	15.2	1995
1996	112.4	6.9	2.77	40.58	31.7	.0038	1.34	KQRS A/F 20.2	17.0	75.7	22	15	16.2	1996
1997	126.5	12.5	2.82	44.86	30.9	.0041	1.53	WCCO 22.7	16.9	73.4	23	15	17.2	1997
1998	142.4	12.7	2.81	50.71	32.0	.0046	1.74	KQRS A/F 22.8	16.1	75.1	25	15	17.4	1998
1999	162.5	12.3	2.87	56.60	35.1	.0046	2.02	KQRS A/F 26.2	16.0	74.0	27	14.5	19.7	1999
2000	175.8	8.0	2.92	60.21	49.2	.0036	2.21	KQRS A/F 28.8	15.3	77.2	24	15.5	20.3	2000
2001	162.9	-7.3	3.00	54.30	54.2	.0030	2.07	KQRS A/F 23.3	15.3	74.4	22	16	21.0	2001
2002	171.6	5.3	3.04	56.45	56.9	.0030	2.208	KQRS-F 26.3	14.5	71.9	26	--	22.7	2002
2003	178.2	3.8	3.08	57.86	59.0	.0030	2.285	KQRS-F 26.5	13.7	70.6	25	16	22.0	2003

MAJOR STATIONS - JANUARY 2004

KFAN	1130	50KW/25KW (DA-2)	Sports	Clear Channel	KSTP-F	94.5	100KW@1220	AC	Hubbard
KLBB	1400	1KW	Standards	Minn. Public Radio	KTCZ-F	97.1	100KW@1033	AOR-Prog.	Clear Channel
KSTP	1500	50KW (DA-N)	Talk	Hubbard	KTTB-F	96.3	100KW@577	CHR/Dance	Radio One
WCCO	830	50KW	News/Talk	CBS	KXXR-F	93.7	100KW@1035	AOR-Prog.	Disney/ABC
WDGY	630	2.3KW/0.3KW	Hispanic		WLTE-F	102.9	100KW@1035	Soft AC	CBS
WWTC	1280	5KW (DA-N)	Talk	Salem	WXPT-F	104.1	89KW@1033	Oldies-80's	CBS
KDWB-F	101.3	100KW@1035	CHR	Clear Channel	WGVX-F	105.1	2.6KW@499	AOR-Prog.	Disney/ABC
KEYY-F	102.1	100KW@1035	Country	Clear Channel	WGVY-F	105.3	25KW@298	AOR-Prog.	Disney/ABC
KJZI-F	100.3	98KW@922	Jazz	Clear Channel	WGVZ-F	105.7	6KW@239 (DA)	AOR-Prog.	Disney/ABC
KQQL-F	107.9	97KW@1089	Oldies	Clear Channel					
KQRS-F	92.5	100KW@1035	Classic AOR	Disney/ABC					

MINNEAPOLIS-ST. PAUL

FORMAT SHARES (%)

	77	80	82		84	87	90		92	95	98	2000
CHR/AOR	35	37	26	CHR AOR/CL	20 10	19 21	15 18		8 24	9 29	11 29	7 27
MOR/AC	37	39	48	MOR/FS AC/OLD	21 23	19 19	19 29		17 14	15 7	13 6	See Talk 5
COUNTRY BTFL/EZ/SAC	10 16	10 10	14 8		11 8	9 7	11 --		16 10	16 8	11 8	11 7
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ	1	--	--		4	3	4		8	5	7	21
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL	1	3	1		3	2	4		3	2	3	3 1

MAJOR STATION TRANSACTIONS: 1970 to 2003

1972 KDWB	Sold to Doubleday	\$ 3,250,000
1976 KDWB-F	From Fairchild to Doubleday	850,000
1976 KMFY	From Fairchild to Entercom	660,000
1978 WWTC	Sold to Buckley	600,000
1978 WLOL AF	From Midcontinent to Liggett	1,550,000
1980 WLOL (WRRD)	Sold by Liggett to Minnesota Public Radio	975,000
1982 WLOL-F	From Liggett to Emmis	6,000,000
1983 KMGK-F	Sold to Sunbelt	3,800,000
1983 KTCJ, KTCZ-F	Sold to Parker	3,400,000
1984 WDGY	From Storz to Malrite	3,500,000
1984 KLBB	Sold by Malrite	500,000
1985 KDWB AF	From Doubleday to Legacy	9,000,000
1986 KQRS AF	From McKenna to Cap. Cities	10,500,000
1987 KUXL	From Universal to Marsh	1,600,000
1988 KQQL-F	From Sunbelt to Trumper	8,750,000
1989 KDWB AF	From Legacy to Midcontinent	17,700,000
1990 WWTC		700,000
1990 WLOL-F	From Emmis to Minn. Public Radio	12,000,000
1991 KNOW	Sold by MN Public Radio	1,300,000
1991 WCCO/WLTE-F	Sold to CBS	50,000,000
1992 KTCJ, KTCZ-F	From Parker to American Media	8,025,000
1992 WBOB-F	From Central Baptist Seminary to Colfax	10,000,000
1992 WMIN		1,500,000
1992 WWTC	Sold to Children's Broadcasting	1,144,000
1993 KFAN, KEEY-F	From Malrite to Shamrock	35,000,000
1993 KLBB	Sold by Spacecom	935,000
1994 KTCJ, KTCZ-F	From Amer. Media to Chancellor	16,800,000
1994 KJJO AF	From Park to Tomlin/Knapp	15,000,000
1995 KDWB-F	From Midcontinent to Chancellor	22,000,000
1995 KFAN, KEEY-F	From Shamrock to Chancellor	24,000,000
1995 WCCO, WLTE-F	From CBS to Westinghouse	63,000,000
1995 KQRS AF, KEGE-F	From Cap Cities/ABC to Disney	99,000,000
1996 KSGS, KMJZ-F	From Park to Nationwide	22,000,000
1996 WDGY (630)	Sold by Midcontinent	87,000
1996 KQQL-F	From Colfax to Chancellor	49,000,000
1996 KCFE-F (Eden Prairie)	Sold to KLBB, WREV etc owner	3,400,000
1997 KREV-F, WREV-F, KCFE-F	Sold to Disney/ABC	20,700,000
1997 KSGS, KMJZ-F	From Nationwide to Jacor	30,000,000
1998 WWTC	From Children's to Catholic	
1998 KYCR	From Children's to Salem	2,700,000
1998 KSGS/KMJZ-F	From Jacor to CBS	Trade
1999	All AM/FM stations sold to Clear Channel	---
1999 KLBB, WLOL	Donated by Cargill to Minn. Public Radio	---
2000 KARP-F (Glencoe)	Sold to Blue Chip (Move-in)	20,000,000
2000 WIXK-F	Sold to Hubbard (Move-in)	27,000,000
2000 WWTC	Sold to Salem	---
2001 KTTB-F	From Blue Chip to Radio One	---
2004 WMNN	Sold by Minn. Public Radio	6,750,000
2004 KSNB	Sold by CBS	3,000,000

STATION NOTES

(Major call letter and format changes)

KXXR-F	WAYL until 88; KLXK until 91; KRXX until 94; EZ until 88; Oldies evolving to Classic AOR by 89; Classic AOR until 94; KEGE until 97
KFAN	WDGY until 91; CHR until 78; Country until 89; Talk until 91
WDGY	KDWB until 91; CHR until 86; Oldies until 91; Country until early 90's
WXPT-F	KJJO until 95; KMJZ until 98; AOR until 95; Jazz until 98
KJZI-F	WBOB until 97; WRQC until 99; WLOL until 03; Country until 97; AOR until 99; Classic Hits until 03
WGYZ-F	KCFE until 94; KREV until 97; KZNT until 01
WGVY-F	KZNT until 01
KDWB-F	AOR until 83
WLTE-F	CHR until 83; WCCO-F until about 85
KSTP	CHR until 78; AC until 83
KSJN-F	WLOL until 91; Soft Rock until 81; CHR until 91; Sold to Minneapolis Public Radio in 91 and disappeared from the ratings
KEEY-F	EZ until 82
KTCZ-F	KTCR and Country until 84
KQQL-F	KTWN until 84; KGBB until 85; KMGW or KMGK until 88; Jazz until 83; AC until 88
WWTC	MOR until 83; Oldies until 85; Black until 86; Unknown after 86
KLBB	KEEY until 82; MOR until 81
KKMS	KYOO until 77; WAYL until 82; KKSS until 84; KMFY until 87
KCCO	KMZZ until ---; MOR/Standards until 87; EZ until 90; AOR until ---
	KRSI until 86; KJJO until 95; KSGS until ---; Standards until 83; Country until 85; Black and Oldies during late 80's; Business News until ---; Black Oldies until---

MINNEAPOLIS - ST. PAUL

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WCCO	15.0	WCCO	16.2	WCCO	17.4	WCCO	19.0	WCCO	20.0	WCCO	21.5
2 KSTP-F	7.6	KSTP-F	8.6	KSTP-F	9.5	KSPT-F	9.5	KSTP-F	9.0	KQRS-F	8.9
3 WLOL-F	5.0	WLOL-F	6.1	KEEY-F	5.6	KQRS-F	7.0	KQRS-F	8.0	KSTP-F	8.3
4 KEEY-F	3.4	KEEY-F	5.4	WLOL-F	5.5	DGY/EEY	6.4	WLOL-F	6.7	DGY/EEY	6.5
5 KDWB-F	2.8	KDWB AF	3.3	KQRS-F	4.8	WLOL	6.0	DGY/EEY	6.5	WLTE-F	6.0
6 KQRS-F	2.6	KQRS AF	3.1	KDWB AF	4.7	KDWB AF	4.5	WLTE-F	4.5	KLXX AF	5.2
7		AYL/MFY	3.0	AYL/MFY	2.9	WAYL AF	2.8	KDWB AF	4.3	WLOL-F	4.5
8				WLTE-F	2.1	KTCZ AF	2.5	KTCZ AF	2.6	KDWB AF	5.3
9				KJJO AF	1.7	WLTE-F	2.4	WAYL AF	2.3	KTCZ AF	3.0
10				KSTP	1.6	KSTP	1.5	KJJO AF	2.2	KQQL-F	2.4

1990		1991		1992		1993		1994		1995	
1 WCCO	22.0	WCCO	19.8	WCCO	23.0	WCCO	23.7	WCCO	19.2	KQRS AF	18.2
2 KQRS-F	9.6	KEEY-F	10.0	KEEY-F	11.4	KQRS AF	11.4	KQRS AF	15.5	WCCO	18.0
3 WLTE-F	7.5	KQRS AF	9.6	KQRS AF	10.4	KEEY-F	10.9	KSTP-F	10.2	KSTP-F	8.6
4 KSTP-F	7.2	WLTE-F	7.7	WLTE-F	8.2	WLTE-F	8.2	KEEY-F	8.5	WLTE-F	8.5
5 KEEY-F	7.0	KSTP-F	6.6	KSTP-F	7.1	KSTP-F	7.5	WLTE-F	8.2	KQQL-F	7.4
6 KDWB-F	4.7	KDWB-F	6.1	KDWB-F	6.4	KDWB-F	6.5	KTCZ-F	6.4	KDWB-F	7.1
7 KQQL-F	3.9	KQQL-F	3.6	KQQL-F	4.4	KQQL-F	5.1	KQQL-F	6.2	KEGE-F	7.0
8 KLXX AF	3.5	KLXX-F	3.1	KRXX AF	3.1	KTCZ AF	4.6	KDWB-F	5.4	KEEY-F	6.6
9 WLOL-F	3.4	KTCZ AF	3.1	KTCZ AF	2.6	KRXX AF	3.8	KEGE-F	4.0	WBOB-F	5.9
10 KTCZ AF	2.7	KSTP	2.2	KSTP	2.4	KSTP	3.1	WBOB-F	4.0	KTCZ AF	5.8
11				KJJO-F	1.7	KJJO-F	1.5	KSTP	3.4	KSTP	3.7
12						KFAN	1.0	KJJO-F	2.1	KFAN	3.5
13								KFAN	1.9	KMJZ-F	2.2

1986		1997		1998		1999		2000		2001	
1 KQRS AF	20.2	WCCO	22.7	KQRS-F	22.8	KQRS-F	26.2	KQRS-F	28.8	KQRS-F	23.3
2 WCCO	19.0	KQRS-F	21.3	WCCO	22.1	WCCO	22.5	WCCO	23.9	WCCO	21.1
3 KSTP-F	8.7	KSTP-F	11.4	KEEY-F	13.3	KEEY-F	16.4	KDWB-F	16.3	KEEY-F	15.2
4 KQQL-F	8.5	WLTE-F	10.2	WLTE-F	13.1	KDWB-F	14.7	KEEY-F	16.2	KDWB-F	13.2
5 WLTE-F	8.4	KDWB-F	9.9	KDWB-F	12.6	WLTE-F	13.0	WLTE-F	13.7	WLTE-F	12.4
6 KDWB-F	8.0	KEEY-F	8.3	KSTP-F	12.0	KQQL-F	11.3	WQQL-F	11.4	KSTP-F	10.3
7 KEGE-F	8.0	KQQL-F	7.7	KQQL-F	10.0	KSTP-F	11.0	KSTP-F	11.2	KSTP	10.1
8 KEEY-F	7.1	KTCZ-F	6.6	KTCZ-F	8.1	KTCZ-F	9.3	WLOL-F	10.2	KXXR-F	10.0
9 WBOB-F	6.3	KXXR-F	6.4	KSTP	6.8	KSTP	8.0	KSTP	9.1	KTCZ-F	8.7
10 KTCZ AF	6.1	KSTP	4.8	KFAN	5.2	KFAN	7.0	KXXR-F	8.3	WLOL-F	8.1
11 KSTP	3.8	WRQC-F	3.8	KXXR-F	5.0	WXPT-F	6.8	KTCZ-F	8.0	KFAN	7.1
12 KFAN	3.3	KFAN	3.7	WRQC-F	4.8	KXXR-F	6.0	KFAN	7.2	KQQL-F	6.8
13 KMJZ-F	2.2	KMJZ-F	3.4	WXPT-F	3.0	WLOL-F	4.0	WXPT-F	6.0	WXPT-F	5.2
14								KZNR FF	3.4	WGVX-F	2.6

2002		2003	
1 KQRS-F	26.3	KQRS-F	26.5
2 WCCO	20.6	WCCO	21.1
3 WLTE-F	15.7	WLTE-F	14.8
4 KEEY-F	14.4	KEEY-F	14.7
5 KDWB-F	11.9	KDWB-F	12.0
6 KTCZ-F	11.0	KTCZ-F	11.2
7 KXXR-F	10.0	KXXR-F	10.9
8 KSTP-F	9.5	KSTP-F	10.5
9 KQQL-F	9.4	KQQL-F	9.5
10 KSTP	8.5	KSTP	8.4
11 KFAN	7.8	KFAN	8.0
12 KJZI-F	6.5	WXPT-F	7.3
13 WXPT-F	5.8	KJZI-F	6.9

DUNCAN'S COMMENTS:

Minneapolis-St. Paul is one of the best major markets in the country. Revenues have grown nicely but the primary reason this is a fine market is the number of viable stations has always been low relative to the size of the market. It did not hurt when Emmis sold a commercial frequency (99.5) to Minnesota Public Radio in 1990. MPR probably should have sold it back to a commercial operator in the late 90's. They did not choose to realize a \$40 million gain and that decision helped the commercial operators in the Twin Cities.

WCCO has been and remains one of the most outstanding and most respected stations in the nation. KQRS deserves almost the same amount of praise. Both stations are fine rate leaders. One or the other has led the market in revenue and ratings since the 1960's at least.

I also think highly of KTCZ and its eclectic AOR format and KSTP. KSTP-F has been an AC since the 1970's and has usually outbilled its audience share.

HIGHEST BILLING RADIO ENTITIES

1994	
1 CBS	\$ 27.6 (28.8)
2 ABC/CC	19.5 (20.3)
3 KSTP A/F	13.6 (14.2)
4 Shamrock	10.3 (10.7)
5 Colfax	10.2 (10.6)
6 Chancellor	6.4 (6.7)
7 KDWB-F	5.4 (5.6)

1997	
1 Chancellor	\$ 40.2 (31.8)
2 CBS	32.9 (26.0)
3 Disney/ABC	29.3 (23.1)
4 Hubbard	16.2 (12.8)
5 Jacor	3.8 (3.0)
6 KLBB, WLOL	1.3 (1.0)

2000	
1 Clear Channel	\$ 69.2 (39.3)
2 CBS	44.1 (25.1)
3 Disney/ABC	40.9 (23.2)
4 Hubbard	20.4 (11.6)

1995	
1 Westing/CBS	\$ 26.5 (25.2)
2 Disney/CC	25.2 (24.0)
3 Chancellor	23.0 (21.9)
4 Colfax	13.3 (12.7)
5 Hubbard-KSTP	12.3 (11.7)
6 KREV-F et.al.	2.5 (2.4)
7 Park	2.2 (2.1)

1998	
1 Chancellor	\$ 54.0 (37.9)
2 CBS	38.2 (26.8)
3 Disney/ABC	29.6 (20.8)
4 Hubbard	18.8 (13.2)
5 KLBB, WLOL	1.4 (1.0)

2001	
1 Clear Channel	\$ 59.1 (36.4)
2 CBS	38.6 (23.7)
3 Disney/ABC	35.9 (22.0)
4 Hubbard	20.4 (12.5)

2003	
1 Clear Channel	\$ 62.6
2 CBS	43.4
3 Disney/ABC	40.6
4 Hubbard	20.1
5 Radio One	3.7

1996	
1 Chancellor	\$ 39.3 (35.0)
2 Disney/ABC	28.2 (25.1)
3 Westinghouse	27.4 (24.4)
4 Hubbard	12.5 (11.1)
5 WREV et.al.	2.8 (2.4)
6 Nationwide: KMJZ	2.2 (1.9)

1999	
1 Clear Channel	\$ 62.7 (38.6)
2 CBS	42.3 (26.0)
3 Disney/ABC	35.4 (21.8)
4 Hubbard	19.0 (11.7)
5 KLBB, WMNN	1.4 (0.9)

2002	
1 Clear Channel	\$ 61.2
2 CBS	42.3
3 Disney/ABC	39.0
4 Hubbard	19.0
5 Radio One	3.5

All 2002 and 2003 financial data is provided by BIA Financial.