

**OKLAHOMA 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>	
KTOK	14.8	16.1	15.4	15.1	16.1	12.7	11.2	11.5	11.9	11.5	8.5	7.9	7.7	6.9	7.1	6.4	7.3	7.6	8.5	7.1	6.9	6.2	6.4	7.0	6.5	6.1	6.1	4.7	5.7	KTOK, 1000 (N/T)
KOMA	7.5	8.2	8.2	6.7	6.2	5.2	8.5	8.3	6.2	3.7	2.3	3.3	3.8	4.4	5.8	3.0	2.7	1.7	1.2	1.5	1.6	1.5	2.0	1.2	1.4	1.1	1.1	1.2	1.2	KOMA, 1520 (T)
WKY	14.2	14.6	10.5	10.0	7.1	5.9	5.0	5.1	3.6	2.4	3.6	4.1	4.4	4.3	3.2	4.3	4.7	5.6	3.8	2.0	2.4	2.1	0.6	1.0	1.1	1.0	1.1	1.1	1.0	WKY, 930 (T)
KHBZ-F	6.3	7.1	6.7	9.0	11.1	11.6	12.3	12.3	7.6	8.4	6.3	6.4	4.7	5.0	6.5	6.8	7.7	8.7	10.0	7.1	5.9	5.6	4.1	5.1	3.9	5.5	4.5	4.0	4.6	KHBZ-F, 94.7 (AOR)
KOMA-F	11.4	8.8	9.9	9.7	10.6	13.3	10.3	7.8	10.2	11.0	11.1	8.0	7.5	7.5	8.0	6.5	3.8	2.9	2.8	5.8	6.7	7.2	8.5	5.7	5.8	6.7	5.8	5.8	6.9	KOMA-F, 92.5 (O)
KJYO-F	2.4	2.7	6.6	4.9	5.0	4.4	2.8	1.9	8.5	8.1	7.6	9.3	11.8	12.5	9.8	7.4	9.9	10.4	9.1	8.5	9.9	8.9	9.8	10.8	10.9	7.8	6.5	5.6	5.1	KJYO-F, 102.7 (CHR)
KYIS-F	-	-	-	1.6	1.0	1.8	3.8	4.9	7.5	8.9	11.6	7.6	6.7	5.0	7.1	6.7	3.1	3.0	4.0	4.0	3.5	3.7	4.2	5.3	5.5	5.3	5.1	4.6	4.3	KYIS-F, 98.9 (AC)
KTST-F	-	6.4	6.1	4.1	3.9	6.1	4.5	5.2	4.6	5.3	4.9	5.4	4.8	4.0	4.0	4.6	5.1	4.5	3.8	4.3	5.2	5.8	7.6	5.2	6.1	4.9	5.2	5.2	4.6	KTST-F, 101.9 (C)
KMGL-F	6.2	5.0	5.1	9.5	9.3	8.8	8.2	6.0	4.7	6.2	6.9	4.4	4.0	5.1	5.7	7.2	7.0	6.9	5.7	6.6	6.2	6.8	6.8	6.2	5.4	5.1	5.2	5.4	6.7	KMGL-F, 104.1 (AC)
KKWD-F	4.1	-	-	0.7	1.2	2.8	3.8	-	2.1	1.3	1.3	1.6	1.1	0.3	1.1	1.5	1.8	1.6	1.8	2.2	3.8	3.7	3.1	2.9	2.2	6.0	6.2	6.8	6.8	KKWD-F, 97.9 (CHR)
KXXY-F	8.3	4.5	3.3	1.8	5.0	7.6	7.1	5.8	7.7	9.5	10.3	12.1	12.4	14.1	14.5	16.6	18.2	18.4	16.7	14.3	10.7	10.4	13.1	8.7	7.6	7.2	5.9	5.6	4.7	KXXY-F, 95.1 (C)
KRXO-F	-	-	0.9	1.8	3.0	3.3	3.6	3.7	2.1	1.9	2.4	3.7	4.5	5.4	6.0	6.3	7.5	6.3	7.1	7.1	6.9	6.0	5.8	6.4	6.5	7.3	6.3	7.6	7.0	KRXO-F, 107.7 (CL AOR)
KATT-F	-	8.3	12.6	9.8	7.0	5.5	6.4	11.7	13.3	10.4	10.6	12.4	10.7	10.0	7.6	9.7	8.1	7.2	7.1	7.9	8.9	8.2	7.1	8.8	8.2	8.0	8.2	8.2	5.6	KATT-F, 100.5 (AOR)
KEBC	-	-	1.5	3.3	1.9	1.0	1.9	1.2	0.9	1.1	0.9	*	*	*	*	*	*	*	*	*	0.6	1.2	1.0	1.0	1.2	0.7	0.4	0.7	0.6	KEBC, 1340 (T)
WWLS-F	-	-	-	-	-	-	-	1.8	2.7	2.1	2.1	2.2	1.9	1.3	0.9	0.2	1.4	2.0	2.7	2.7	2.3	1.0	0.6	1.7	1.7	2.1	3.0	1.6	2.4	WWLS-F, 104.9 (S)
KQCV	-	-	-	-	-	-	-	-	-	-	-	0.7	1.0	1.3	0.6	1.2	1.4	1.2	0.9	0.9	0.7	1.1	0.5	0.8	0.7	0.7	0.9	0.8	0.7	KQCV, 800 (REL)
KVSP	-	-	-	-	-	-	-	-	-	-	-	2.0	3.9	5.1	2.5	0.7	-	-	4.3	5.5	5.1	5.5	4.7	3.9	3.7	3.8	2.6	2.7	2.6	KVSP, 1140 (B)
KKNG-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.2	6.2	6.3	6.3	KKNG-F, 93.3 (C)
KQBL-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.4	1.2	2.6	KQBL-F, 95.9 (C)
KTUZ-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.7	1.2	1.4	1.9	KTUZ-F, 106.7 (SP)
WWLS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	WWLS, 640 (S)
																1.0	1.0	1.7	1.3	1.9	1.6	1.3	1.5			1.1	1.0	1.3	1.6	

**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>				
KTOK	27.4	21.3	22.2	19.2	19.5	18.8	16.3	15.8	16.8	15.0	12.5	13.4	16.8	16.9	18.6	15.2	14.3	13.9	13.6	14.4	13.0	13.1	13.0	11.0	10.6				
KOMA	23.2	18.4	21.0	21.2	16.5	11.5	9.2	9.2	9.7	8.9	12.1	8.4	6.0	6.0	6.2	8.2	6.6	6.3	8.3	5.3	5.8	4.8	4.9	4.2	6.3				
WKY	32.6	19.6	16.5	16.3	12.5	8.9	10.0	11.2	9.7	9.3	7.0	8.8	10.6	9.7	7.1	6.5	6.2	6.2	3.7	3.9	4.5	4.2	3.7	4.1	2.9				
KHBZ-F	16.3	19.3	21.9	23.5	18.7	16.9	15.2	13.9	12.4	12.1	14.5	16.3	17.3	22.0	21.5	17.1	16.0	13.0	11.0	12.9	9.7	13.5	12.2	12.3	12.8				
KOMA-F	17.8	21.4	18.5	11.7	17.4	17.7	17.5	15.9	15.6	13.2	15.9	18.3	12.5	10.3	9.2	14.3	15.4	16.1	18.0	13.8	13.4	14.8	12.9	13.7	15.6				
KJYO-F	16.2	16.4	8.1	6.1	19.5	19.7	22.1	20.5	22.7	25.0	27.9	21.6	25.2	22.1	20.8	21.0	26.4	22.3	24.8	25.4	25.1	19.1	19.2	16.9	17.3				
KYIS-F	-	-	10.3	14.5	14.8	17.5	23.8	17.3	17.6	13.9	18.7	18.3	16.1	10.0	13.4	11.0	13.4	12.8	13.9	14.7	15.8	15.4	15.0	13.5	13.0				
KTST-F	8.9	14.1	14.1	11.4	13.2	12.4	11.9	16.4	16.8	11.2	12.9	14.3	14.6	12.7	10.0	13.2	13.6	16.7	17.8	13.8	14.8	14.2	13.9	13.5	13.0				
KMGL-F	22.8	18.3	21.2	17.0	17.4	18.3	20.4	18.3	10.1	12.8	13.6	15.6	16.6	15.4	12.0	16.9	15.9	16.2	16.0	14.8	12.0	12.7	11.1	12.9	14.2				
KKWD-F	-	-	-	12.3	6.8	-	-	5.1	4.5	2.0	5.0	2.7	5.4	4.7	5.1	6.2	8.4	7.6	6.5	6.2	5.5	15.7	16.4	17.0	15.6				
KXXY-F	7.3	14.0	15.1	13.0	11.5	18.6	18.0	19.4	19.1	22.2	27.1	25.2	30.7	31.9	27.7	27.4	22.3	24.8	23.6	17.4	16.9	15.9	13.3	14.1	12.0				
KRXO-F	-	-	-	5.7	3.0	4.8	4.2	12.2	7.0	12.8	15.4	11.9	14.2	16.2	15.6	17.2	18.7	15.3	16.7	14.1	14.5	16.5	15.4	15.4	15.1				
KATT-F	16.8	10.8	12.8	19.0	20.6	19.0	19.8	22.3	21.9	20.5	16.9	17.6	17.5	16.4	15.3	17.1	18.7	15.4	15.8	16.8	14.9	16.3	16.4	13.0	13.9				
KEBC	7.2	-	-	4.0	3.6	2.9	3.4	4.0	-	2.5	-	2.4	*	*	*	*	2.5	3.5	4.0	3.6	3.1	2.2	2.0	1.9	2.5				
WWLS-F	-	-	-	-	4.7	6.4	6.1	4.6	4.1	4.1	2.9	-	2.2	6.5	7.2	5.0	5.4	3.1	2.1	5.1	5.4	7.0	7.5	2.9	5.9				
KQCV	-	-	-	-	-	-	-	-	-	-	-	1.9	2.9	3.4	2.3	3.2	3.3	3.5	2.6	2.6	2.5	2.3	2.8	2.0	2.0				
KVSP	-	-	-	-	-	-	-	-	-	-	-	2.5	-	0.3	7.8	7.5	7.9	6.5	6.6	5.9	6.0	6.3	4.7	4.2	4.7				
KKNG-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9.3	11.0	10.8	11.3				
KQBL-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.0	8.0	9.0				
KTUZ-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.3	2.5	2.3	3.3				
WWLS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.9	5.0	6.0	5.2	5.4	4.5	4.2	5.0	2.9	3.0	4.6	4.1		

\* KXXY and KXXY-F were simulcasted

## OKLAHOMA CITY

	<u>Market Revenue</u>	<u>Revenue Change</u>	<u>Population</u>	<u>Revenue Per Capita</u>	<u>Retail Sales</u>	<u>Rev. as % Retail Sales</u>	<u>Revenue Per Share Point</u>	<u>Highest Billing Stations</u>		<u>Average Person Rating(APR)</u>	<u>FM Share</u>	<u>Total Stations</u>	<u>Viable Stations</u>	<u>Unlisted Station Listening</u>	
1976	9.5	--	--	--	--	--	--	--	--	14.9 %	45.8 %	--	--	--	1976
1977	10.8	13.7 %	--	--	--	--	--	--	--	14.3	53.1	21	--	--	1977
1978	13.1	12.0	--	--	--	--	--	--	--	14.8	56.7	21	--	--	1978
1979	13.8	5.3	--	--	--	--	--	--	--	15.6	62.3	21	--	--	1979
1980	16.0	15.9	--	--	--	--	--	--	--	15.3	70.0	19	--	--	1980
1981	17.1	6.9	.930	18.71	5.6	.0031	--	--	--	15.5	70.1	21	--	--	1981
1982	19.6	14.6	.955	20.28	6.0	.0033	--	--	--	15.6	70.2	18	--	--	1982
1983	22.0	12.2	.966	22.77	6.4	.0034	.200	--	--	15.9	73.3	19	16	--	1983
1984	24.6	11.8	.972	25.31	7.1	.0035	.264	KTOK	3.3	16.4	77.5	18	15	--	1984
1985	26.9	9.3	.984	27.45	7.5	.0032	.286	KXXY-F	4.7	16.6	81.9	20	14	--	1985
1986	21.4	-20.4	.987	21.62	8.0	.0028	.242	KXXY-F	3.6	16.2	78.0	20	14	--	1986
1987	20.7	-3.3	.975	20.93	7.4	.0028	.230	KXXY-F	3.8	16.7	73.6	20	13	7.5	1987
1988	22.4	8.2	.970	22.76	7.4	.0030	.240	KXXY-F	4.4	16.4	73.0	20	13	6.3	1988
1989	23.2	3.6	.960	24.17	7.3	.0031	.258	KXXY-F	4.4	16.7	77.3	20	13	8.8	1989
1990	23.4	0.9	.962	24.32	7.4	.0032	.254	KXXY-F	5.3	15.5	80.5	21	12	9.0	1990
1991	23.3	-0.4	.965	24.15	7.5	.0031	.252	KXXY-F	5.4	16.7	80.9	19	12.5	7.4	1991
1992	23.9	2.6	.971	24.61	7.5	.0032	.260	KXXY-F	6.4	16.0	78.0	21	12	7.8	1992
1993	26.2	9.9	.987	26.54	7.7	.0034	.288	KXXY-F	6.7	16.2	76.9	19	13	9.0	1993
1994	29.8	13.9	.999	29.83	8.2	.0036	.341	KXXY-F	7.1	15.5	79.3	20	14	12.6	1994
1995	30.8	3.4	1.03	29.90	9.7	.0032	.349	KXXY-F	5.5	15.6	77.5	20	13	11.4	1995
1996	35.1	13.9	1.03	34.08	9.9	.0035	.401	KXXY-F	6.1	15.8	77.5	29	13	12.5	1996
1997	37.9	7.9	1.04	36.44	10.0	.0038	.419	KXXY-F	6.4	14.9	77.8	21	12.5	9.6	1997
1998	41.8	10.4	1.04	40.19	10.4	.0040	.475	KXXY-F	6.7	15.4	81.8	21	13.5	12.1	1998
1999	43.6	4.1	1.05	41.52	11.1	.0039	.513	KATT-F	5.5	15.0	81.4	20	14.5	14.6	1999
2000	46.7	7.1	1.06	44.14	13.2	.0035	.546	KATT-F	5.6	14.5	82.1	23	14.5	14.5	2000
2001	48.3	3.4	1.09	44.31	13.6	.0036	.570	KATT-F	6.0	14.7	85.0	21	15	15.0	2001
2002	46.4	-3.9	1.10	42.18	14.0	.0033	.554	KATT-F	5.6	14.0	84.3	23	--	16.3	2002
2003	49.0	5.3	1.11	44.14	14.4	.0034	.595	KRXO-F	5.2	13.0	84.9	23	17	17.7	2003

### MAJOR STATIONS - JANUARY 2004

KEBC	1340	1KW	Talk	Clear Channel	KMGL-F	104.1	100KW@1425	AC	Renda
KOMA	1520	50KW (DA-N)	Talk	Renda	KOMA-F	92.5	100KW@984	Oldies	Renda
KQCV	800	2.5KW/1KW (DA-2)	Religion	Bolt	KQBL-F	96.9	100KW@1450	Country	
KTOK	1000	5KW (DA-2)	News/Talk	Clear Channel	KRXO-F	107.7	98KW@9990	Classic AOR	Renda
KVSP	1140	1KW (DAYS)	Black		KTST-F	101.9	94KW@1220	Country	Clear Channel
WKY	930	5KW (DA-N)	Talk	Citadel					
WWLS	640	5KW/1KW (DA-2)	Sports	Citadel					
KATT-F	100.5	100KW@1188	AOR	Citadel	KTUZ-F	106.7	13KW@958	Hispanic	
KHBZ-F	94.7	100KW@1220	AOR	Clear Channel	KXXY-F	96.1	98KW@1171	Country	Clear Channel
KJYO-F	102.7	94KW@1220	CHR	Clear Channel	KYIS-F	98.9	100KW@1108	AC	Citadel
KKNG-F	93.3	100KW@797	Country		WWLS-F	104.9	6KW@328	Sports	Citadel
KKWD-F	97.9	6KW@315	CHR/Dance	Citadel					

OKLAHOMA CITY

FORMAT SHARES (%)

CHR/AOR	77	80	82	84	87	90	92	95	98	2000
	50	36	28	15	11	17	15	11	14	13
				12	15	17	14	19	16	19
MOR/AC	20	13	13	--	1	--	1			See Talk
				16	22	18	19	11	12	12
							AC	8	9	9
							OLDIES	26	22	19
COUNTRY	11	18	33	28	23	30	30			
BTFL/EZ/SAC	16	14	6	10	8	9				
							SOFT AC	5	--	5
										7
NEWS/TALK	--	12	11	12	8	6	9	11	8	8
SPORTS								1	3	5
BLACK/URBAN				3	5	1	--	6	3	5
SMOOTH JAZZ							2	5	3	
STANDARDS	--	--	2	--	5	--				
HISPANIC									1	2
RELIG/GOSPEL				4	3	2	5	4	3	1
CLASSICAL										

MAJOR STATION TRANSACTIONS: 1970 to 2003

1970 KPRW, KATT-F	\$	750,000
1972 KKNG-F		Sold to Swanson
1973 KTOK		Sold to Insilco
1973 KJYO-F		Sold to Insilco
1976 KQCV		Sold to Bott
1978 KPRW, KATT-F		Sold to John Tyler
1979 KXXY, KXXY-F		Sold to Summit
1979 KLTE-F		Sold by Sunbelt
1980 KZBS-F		Sold by Sunbelt
1982 KPRW, KATT-F		From J. Tyler to Surrey
1982 KZBS-F		Sold by Sunbelt
1984 KLTE-F		Sold to Wheelr
1984 KOMA		From Storz to Price Comm.
1984 KTOK, KJYO-F		From Insilco to Clear Channel
1985 KIMY-F		Sold to Price Comm.
1986 KEBC-F		Sold to Van Wagner
1987 KYYX A/F		From Summit to New Market
1987 KKNG-F		From Swanson to NewCity
1988 KMGL-F		From Guy Gannett to Renda
1988 KEBC-F		From Van Wagner to Indep
1988 KOMA, KRXO-F		From Price to Diamond
1988 KLTE-F		From M Wheelr to Entercom
1988 KKNG-F		From NewCity to Wilkes-Sch
1989 KJIL-F (Bethany)		From Swagger to CBN
1991 KZBS-F		Sold by Surrey
1993 KPRW		From Independence to Clear Channel
1993 KEBC-F		From Entercom to NewMarket to Radio Equity
1993 KOQL-F		From NewMarket to Radio Equity
1993 KXXY A/F		KATT-F and KYIS-F merged
1994		N/A
1994 KNTL-F (Bethany)		From Pat Robertson to Bott
1995 KOMA-F		From Wilks-Schwartz to Diamond
1996 KXXY A/F		From Radio Equity to Clear Channel
1996 KTST-F		From Radio Equity to Clear Channel
1996 KTNT-F		Sold to Caribou
1997 KNTL-F		From Bott to Caribou
1998 KOMA A/F, KRXO-F		From Diamond to Renda
1998 WWLS		Sold to Caribou
1999 KATT-F, KNTL-F, WWLS, KYIS-F, KCYI-F		From Caribou to Citadel
2002		Clear Channel swapped KEBC FOR KTLV
2002 WKY		Sold to Citadel

STATION NOTES

(Major call letter and format changes)

KJYO	KAFG until 77; KZUE until 81; CHR until 81; AC until 83
KYIS-F	KFJL until 77; KTLS until 80; KLNK until 83; KZBS until 91; Black until about 79; CHR until 83; AC until 88; CHR again until mid 90's
KTST-F	KFNB until 79; KLTE until 91; KOQL until 93; EZ until 79; Soft AC then AC until 90; Oldies until 93
KKWD-F	KWHP until 80; KCLR until 87; KTNT until 98; CHR until 79; AC until 90; Jazz until 00; KCYI until 00
KRXO-F	KAEZ until 85; KIMY until 87; Black until 85; AC until 87
KEBC	KOCY until 82; KXXY until 85; KNCC until 86; KXXY again until 96; MOR until 77; Country until 81; News until 83; Country until 85; News until 86; Country until 96; Sports until 99
KOMA-F	KKNG until 92; EZ evolving to Soft AC by mid-80's; Soft AC until around 90
KHBZ-F	KEBC until 96; KNRX until 97; KQSR until 02; Country until 96; AOR until 97; Soft AC until 02
KTOK	MOR/FS until 80
KOMA	CHR until 80; Country until 85; Standards until 88; Oldies until ---
WKY	CHR to AC by 82; AC until 84; Country until 90; EZ until 94; Talk until 97; Briefly Religion in 97-98
KATT-F	KJAK until 77; Country until 77
KXXY-F	AOR until 82
WWLS-F	KJIL until 90; KNTL until 00; Religion until 98
KVSP	KPRW until 93; Black until 90; Business News until 92; AOR until 93
KMGL-F	KOFM until 86; KOMJ until 89; CHR until 86
KQBL-F	KMMZ until 02; Soft AC until 02

OKLAHOMA CITY

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KTOK	3.3	KOXY-F	4.7	KOXY-F	3.6	KOXY-F	3.8	KOXY-F	4.4	KOXY-F	4.4
2 KOXY-F	2.6	KTOK	3.4	KZBS-F	3.1	KZBS-F	3.0	KTOK	2.6	KTOK	2.7
3 KZBS-F	2.4	KZBS-F	2.9	KATT-F	2.6	KATT-F	2.6	KATT-F	2.6	KATT-F	2.6
4 KATT-F	2.4	KATT-F	2.9	KTOK	2.4	KTOK	2.6	KJYO-F	2.3	KJYO-F	2.5
5 KEBC-F	2.3	KJYO-F	2.3	KJYO-F	2.1	KJYO-F	2.1	KRXO-F	1.8	KKNG-F	1.7
6 KJYO-F	2.1	KEBC-F	2.2	KLTE-F	1.8	KKNG-F	1.5	KLTE-F	1.7	KLTE-F	1.6
7 KKNG-F	2.0	KKNG-F	1.8	KKNG-F	1.5	KLTE-F	1.4	KKNG-F	1.5	KRXO-F	1.4
8		KOFM-F	1.7	KEBC-F	1.5	KEBC-F	1.2	KMGL-F	1.3	KEBC-F	1.3
9				OMA/IMY	1.4	OMA/IMY	1.0	KEBC-F	1.2	KMGL-F	1.3
10						WKY	0.8	KZBS-F	1.0	KZBS-F	1.2
1990		1991		1992		1993		1994		1995	
1 KOXY-F	5.3	KOXY AF	5.4	KOXY AF	6.4	KOXY AF	6.7	KOXY AF	7.1	KOXY AF	5.5
2 KATT-F	2.6	KTOK	2.3	KTOK	2.5	KMGL-F	2.7	KTOK	3.2	KRXO-F	3.8
3 KTOK	2.5	KATT-F	2.5	KMGL-F	2.3	KTOK	2.7	KRXO-F	3.0	KTOK	3.3
4 KMGL-F	1.8	KRXO-F	2.1	KATT AF	2.2	KRXO-F	2.4	KMGL-F	2.9	KATT-F	3.2
5 KJYO-F	1.7	KMGL-F	1.9	KRXO-F	2.2	KEBC-F	2.2	KEBC-F	2.5	KOMA AF	3.1
6 KKNG-F	1.6	KJYO-F	1.9	KJYO-F	1.9	KATT-F	2.1	KATT-F	2.3	KMGL-F	3.0
7 KRXO-F	1.5	KOQL-F	1.4	KEBC-F	1.8	KJYO-F	2.1	KJYO-F	2.3	KJYO-F	2.5
8 KLTE-F	1.4	KKNG-F	1.3	KOQL-F	1.8	KOMA AF	1.6	KOMA AF	2.2	KEBC-F	2.0
9 KOMA	1.2	KEBC-F	1.0	KOMA AF	1.4	KOQL-F	1.3	KTST-F	1.2	KTST-F	1.3
10 KZBS-F	1.2	KOMA	0.9	KYIS-F	1.1	KYIS-F	0.9	KYIS-F	1.0	KYIS-F	1.1
11								KTNT-F	0.9	KTNT-F	0.9
1996		1997		1998		1999		2000		2001	
1 KOXY-F	6.1	KOXY-F	6.4	KOXY-F	6.7	KATT-F	5.5	KATT-F	5.6	KATT-F	6.0
2 KRXO-F	3.9	KOMA AF	4.6	KJYO-F	4.5	KOXY-F	5.4	KJYO-F	5.6	KRXO-F	4.4
3 KMGL-F	3.7	KATT-F	3.9	KOMA AF	4.3	KJYO-F	4.8	KOXY-F	4.8	KOXY-F	4.3
4 KOMA AF	3.4	KMGL-F	3.4	KATT-F	4.2	KMGL-F	4.0	KRXO-F	4.6	KKWD-F	4.2
5 KATT-F	3.3	KJYO-F	3.3	KMGL-F	3.9	KRXO-F	4.0	KMGL-F	4.1	KMGL-F	4.0
6 KTOK	3.3	KTOK	3.2	KRXO-F	3.7	KOMA-F	4.0	KTOK	3.9	KTOK	3.8
7 KJYO-F	3.1	KRXO-F	3.1	KTOK	3.6	KTOK	3.7	KOMA AF	3.8	KOMA AF	3.7
8 KNRX-F	2.4	KTST-F	2.8	KTST-F	3.3	KTST-F	2.8	KYIS-F	3.6	KYIS-F	3.7
9 KTST-F	1.7	KYIS-F	1.8	KYIS-F	2.0	KYIS-F	2.6	KTST-F	3.1	KJYO-F	3.5
10 KTNT-F	1.3	KQSR-F	1.7	KTNT-F	1.5	KCYI-F	2.1	KKWD-F	3.0	KTST-F	2.8
11 KYIS-F	1.2	KTNT-F	1.4	KKNG-F	1.3	KQSR-F	1.9	KQSR-F	1.5	KKNG-F	2.1
				KQSR-F	1.2	KKNG-F	1.4	WWLS AF	1.2	KQSR-F	2.0
								KKNG-F	1.2	WWLS	1.8
2002		2003									
1 KATT-F	5.6	KRXO-F	5.2								
2 KOXY-F	4.9	KOMA-F	4.9								
3 KRXO-F	4.7	KXXY-F	4.9								
4 KOMA-F	4.0	KMGL-F	4.7								
5 KMGL-F	3.8	KKWD-F	4.0								
6 KKWD-F	3.7	KTOK	3.9								
7 KYIS-F	3.2	KATT-F	3.7								
8 KTOK	3.0	KYIS-F	3.0								
9 WWLS A/F	2.7	WWLS A/F	2.5								
10 KJYO-F	2.4	KJYO-F	2.2								
11 KTST-F	2.2	KTST-F	2.1								
12 KHBZ-F	1.6	KHBZ-F	1.8								

HIGHEST BILLING RADIO ENTITIES

1984		1985		1986	
1 Radio Equity	\$ 8.3 (27.9)	1 Clear Channel	\$ 7.8 (25.3)	1 Clear Channel	\$ 16.6 (47.2)
2 Clear Channel	8.0 (26.8)	2 Diamond	6.9 (22.4)	2 Diamond	7.3 (20.7)
3 KATT,KYIS	3.3 (11.1)	3 Radio Equity	6.8 (22.1)	3 KATT,KTNT,KYIS	5.8 (16.5)
		4 KATT, KYIS	4.3 (14.0)	4 Renda	3.7 (10.5)
		5 Renda - KMSL	3.0 (9.7)		
1997		1998		1999	
1 Clear Channel	\$ 17.6 (46.4)	1 Clear Channel	\$ 19.0 (45.3)	1 Clear Channel	\$ 18.8 (43.1)
2 Diamond	7.7 (20.3)	2 Renda	11.9 (28.5)	2 Renda	12.0 (27.4)
3 Caribou	7.3 (19.1)	3 Caribou	8.0 (19.0)	3 Citadel	10.9 (25.0)
4 Renda	3.4 (9.0)	4 KKNG-F	1.3 (3.1)	4 KKNG-F	1.4 (3.2)
2000		2001		2002	
1 Clear Channel	\$ 19.3 (41.3)	1 Clear Channel	\$ 16.6 (34.3)	1 Citadel	\$ 15.7
2 Citadel	13.4 (28.6)	2 Citadel	15.7 (32.4)	2 Clear Channel	14.2
3 Renda	12.4 (26.6)	3 Renda	12.1 (25.1)	3 Renda	12.5
4 KKNG et.al.	1.2 (2.6)	4 KKNG,KTUZ	2.4 (4.9)		
2003					
1 Renda	\$ 15.3	All 2002 and 2003 financial data is provided by BIA Financial.			
2 Clear Channel	15.1				
3 Citadel	13.9				
4					
5					

**DUNCAN'S COMMENTS:**  
 Oklahoma City has been a below average medium-sized radio market. It was hurt by the oil patch bust in the 1980's and never became a consistent growth market.  
 KOXY has been the most successful station in the market until the late 1990's when three Country formatted competitors just clobbered it. KATT-F has also been a fine station but it also has seen some ratings problems in recent years.