

**OMAHA  
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>		
KFAB	24.5	27.3	26.3	28.6	29.5	27.6	24.3	23.3	25.7	24.5	23.5	22.8	21.4	16.7	15.1	13.3	12.4	11.3	10.9	9.6	8.5	8.0	7.1	7.9	7.6	6.8	8.9	7.6	8.2	KFAB, 1110 (NT)	
KGOR-F	8.8	10.5	7.5	9.1	11.8	7.7	7.3	7.3	7.6	8.3	8.7	8.7	10.2	10.8	7.2	6.3	6.9	6.7	7.3	6.6	6.9	7.7	7.0	6.4	7.6	7.4	7.2	6.7	6.8	KGOR-F, 99.9 (O)	
KOMJ	15.2	20.3	15.2	13.1	11.0	9.6	7.7	6.9	6.0	5.1	3.7	5.9	5.5	4.6	4.9	4.6	4.7	4.1	4.3	3.9	3.9	2.8	3.3	2.6	2.4	5.0	5.1	6.0	4.0	KOMJ, 590 (ST)	
KEZO-F	9.7	9.8	10.0	8.6	5.8	10.9	13.1	11.6	11.0	13.2	12.2	13.9	14.4	15.1	13.1	13.3	11.2	8.6	9.3	8.3	8.0	8.1	8.5	10.6	8.3	6.8	5.9	6.6	7.9	KEZO-F, 92.3 (AOR)	
KKAR	9.6	4.0	7.9	8.8	7.6	5.2	5.7	4.9	4.9	5.5	3.1	3.7	3.8	5.2	3.7	2.0	1.7	0.8	3.0	5.3	4.3	5.1	4.0	5.3	4.8	5.3	2.7	3.0	3.1	KKAR, 1290 (T)	
KQKQ-F	2.9	5.8	7.6	6.3	5.0	8.1	10.1	13.4	15.7	15.0	14.1	12.4	10.7	11.8	14.2	12.6	9.5	11.1	11.5	11.9	8.3	8.0	7.1	7.0	7.8	5.4	5.7	4.5	4.3	KQKQ-F, 98.5 (CHR)	
KSRZ-F	3.1	3.6	3.2	1.7	8.6	9.2	8.9	7.8	6.1	5.6	7.7	6.4	8.2	6.9	8.1	9.8	7.8	7.3	7.1	5.9	5.2	3.3	4.4	7.1	5.6	4.7	5.0	4.3	5.6	KSRZ-F, 104.5 (AC)	
KHLP	5.2	-	-	-	1.3	0.4	2.3	3.4	2.6	0.9	1.1	0.3	0.1	0.2	-	-	-	-	-	-	1.9	2.0	0.4	-	-	0.9	1.2	-	0.1	KHLP, 1420 (T)	
KOSR	7.6	5.0	5.2	5.5	5.5	4.7	4.6	3.8	2.9	1.2	3.1	2.2	-	-	-	-	-	-	-	-	0.6	1.9	1.5	1.5	1.6	1.2	1.1	1.2	1.1	KOSR, 1490 (S)	
KQCH-F	-	2.3	1.0	2.8	1.0	3.6	4.5	4.4	4.0	5.5	5.1	6.2	6.2	8.3	7.4	8.1	12.3	12.9	10.0	7.6	8.4	6.5	6.3	5.1	5.2	4.6	3.6	7.0	4.7	KQCH-F, 94.1 (CHR)	
KEFM-F									1.0	3.2	6.6	5.3	7.6	5.4	7.5	8.0	7.7	8.2	7.3	7.6	6.5	6.7	6.3	5.5	6.0	5.6	6.2	5.6	4.4	KEFM-F, 96.1 (AC)	
KYDZ													0.7	1.2	2.3	2.2	3.0	4.2	4.2	3.4	3.4	3.2	3.1	0.9	0.4	-	0.4	-	-	KYDZ, 1180 (KID)	
KXKT-F														2.5	2.5	4.7	4.2	2.7	3.9	6.1	7.7	9.2	8.7	8.5	9.4	9.0	8.7	8.0	9.2	KXKT-F, 103.7 (C)	
KKCD-F																3.9	3.3	3.3	3.0	3.8	4.8	5.3	6.9	4.9	3.6	4.2	3.5	5.2	4.3	KKCD-F, 105.9 (CL AOR)	
KRQC-F																-	2.7	3.7	3.7	4.0	2.5	2.9	2.8	2.2	2.4	3.3	3.3	4.0	3.3	KRQC-F, 93.3 (AOR)	
KBBX-F																					2.0	1.6	2.8	2.3	4.3	7.3	7.0	1.9	2.1	KBBX-F, 97.7 (SP)	
KBLR-F																													2.4	KBLR-F, 97.3 (B)	
KCTY-F																			0.8	1.2	1.7	1.4	1.3	1.8	1.7	1.1	2.3	2.3	1.9	KCTY-F, 106.9 (AOR)	
KLTV-F																			1.4	1.9	2.7	4.4	4.1	4.2	3.1	2.9	2.2	2.2	3.6	4.0	KLTV-F, 101.9 (SAC)
KOIL																					0.4	0.4	0.4	0.8	1.2	0.9	-	0.4	0.9	KOIL, 1020 (C/F)	
KOZN																									1.7	1.0	1.3	1.4	1.6	KOZN, 1620 (S)	

**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>
KFAB	42.8	45.8	44.5	42.0	42.4	37.6	36.6	36.4	35.4	29.8	28.8	26.2	25.7	33.9	34.9	34.9	30.7	20.3	18.3	18.4	17.3	15.5	23.1	21.6	21.0
KGOR-F	27.2	23.6	20.9	18.4	20.5	24.0	23.2	22.4	27.7	27.7	19.3	18.2	20.0	18.7	18.4	16.7	20.0	17.9	17.6	17.0	17.5	18.5	15.3	17.3	15.0
KOMJ	38.4	32.9	26.2	26.5	19.2	14.9	10.2	16.0	12.9	10.6	13.8	10.1	11.0	9.6	9.6	7.6	6.9	6.4	8.0	6.3	6.5	8.7	8.7	9.2	7.5
KEZO-F	16.3	19.7	21.2	24.4	20.7	26.0	21.9	22.7	21.4	27.3	23.2	27.0	22.0	20.9	18.2	19.7	16.3	16.5	19.6	19.3	16.1	14.1	14.5	14.2	15.7
KKAR	26.5	20.6	24.5	17.1	18.6	15.6	13.2	11.0	13.0	12.0	10.6	6.7	6.7	3.9	7.7	8.6	9.6	19.1	17.0	17.7	14.1	17.1	8.7	8.1	7.3
KQKQ-F	14.8	16.4	26.8	30.0	37.1	34.2	31.9	29.0	28.6	29.2	36.6	33.3	28.3	26.9	30.4	30.7	21.6	21.3	23.6	22.6	21.9	19.6	18.1	14.5	15.6
KSRZ-F	15.5	16.0	15.0	15.1	14.6	13.2	13.3	15.0	14.6	14.4	13.8	20.4	15.5	13.7	15.9	11.6	11.7	7.3	11.2	20.2	14.0	12.8	13.2	11.6	14.9
KHLP	-	-	-	5.8	-	3.8	2.1	1.1	0.6	2.1	-	-	-	-	-	-	1.1	2.3	0.9	-	-	1.1	1.7	-	1.7
KOSR	13.3	11.7	9.7	10.4	8.3	4.3	7.4	6.9	3.8	-	-	-	-	-	-	-	1.7	4.2	3.9	4.8	6.3	4.0	3.5	3.0	3.3
KQCH-F	-	8.2	10.4	11.1	7.6	10.1	9.4	12.1	13.8	14.3	14.3	15.2	19.7	22.5	17.4	14.1	16.0	15.7	13.2	10.9	12.1	9.8	9.1	16.7	14.9
KEFM-F						3.7	15.1	15.9	17.8	13.6	18.9	21.4	20.5	21.4	21.7	22.6	17.0	17.0	16.4	14.0	13.1	13.7	16.3	12.9	11.9
KYDZ									3.1	4.6	6.7	6.4	8.6	12.8	13.5	12.8	7.5	9.4	6.1	4.3	1.5	-	-	-	-
KXKT-F										7.5	7.8	14.7	18.6	9.8	10.8	13.0	17.9	21.3	18.0	18.6	20.3	18.7	16.1	16.7	17.6
KKCD-F												-	5.6	10.1	12.3	10.8	12.3	11.4	15.5	11.9	9.8	10.4	10.9	9.8	10.9
KRQC-F												-	7.8	11.5	11.1	12.9	7.4	11.3	13.0	10.2	11.3	8.7	13.1	11.4	11.6
KBBX-F																	5.5	4.2	5.6	7.3	18.3	20.2	20.4	3.3	3.4
KBLR-F																									5.0
KCTY-F															2.0	3.7	3.4	3.6	3.3	5.5	4.0	4.2	7.0	6.6	5.9
KLTV-F														6.1	6.2	9.6	12.0	13.6	14.9	12.8	9.0	7.7	7.3	10.6	14.0
KOIL																	1.0	1.6	0.9	1.6	2.2	1.7	2.3	2.0	4.2
KOZN																					4.2	4.0	4.0	6.3	5.5

\* KEZO and KEZO-F simulcasted.

## OMAHA

	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	5.8	--	--	--	--	--	--	--	15.9 %	32.3 %	--	--	--	1976
1977	6.0	3.4 %	--	--	--	--	--	--	16.5	36.2	17	--	--	1977
1978	8.0	33.3	--	--	--	--	--	--	15.3	39.7	16	--	--	1978
1979	8.9	11.3	--	--	--	--	--	--	15.2	39.0	13	--	--	1979
1980	8.6	-3.4	--	--	--	--	--	--	15.8	44.8	15	--	--	1980
1981	10.7	24.4	.594	18.01	2.9	.0037	--	--	14.7	46.1	13	--	--	1981
1982	11.6	8.4	.597	19.43	3.1	.0037	--	--	18.2	50.4	15	--	--	1982
1983	12.5	7.8	.600	20.83	3.4	.0037	.121	--	16.5	51.9	16	11	--	1983
1984	13.7	9.6	.609	22.50	3.6	.0038	.149	KFAB 4.4	17.5	60.4	17	11	--	1984
1985	15.0	9.5	.612	24.35	3.8	.0040	.165	KFAB 5.7	18.0	64.2	17	11	--	1985
1986	16.7	11.3	.618	27.06	4.1	.0042	.182	KFAB 5.8	16.7	59.7	15	10	--	1986
1987	16.7	0	.621	26.89	4.2	.0040	.194	KFAB 5.0	16.4	64.2	17	10	9.0	1987
1988	18.2	9.0	.623	29.21	4.4	.0041	.199	KFAB 4.8	17.3	69.8	17	9.5	6.6	1988
1989	19.0	4.4	.621	30.59	4.6	.0042	.227	KFAB 4.2	17.1	69.0	18	9.5	10.2	1989
1990	20.1	5.8	.621	32.37	4.7	.0043	.228	WOW A/F 3.6	17.7	75.5	18	10.5	9.7	1990
1991	21.0	4.5	.624	33.65	4.9	.0043	.247	WOW A/F 3.8	16.7	76.4	19	12	12.5	1991
1992	21.6	3.0	.630	34.29	5.1	.0042	.257	WOW A/F 4.7	16.9	77.3	20	12	13.5	1992
1993	23.7	9.7	.662	35.80	6.0	.0040	.274	WOW A/F 5.0	16.2	75.9	19	12	11.7	1993
1994	26.9	13.5	.671	40.08	6.8	.0040	.309	WOW A/F 5.0	16.0	76.3	18	12.5	12.2	1994
1995	28.5	5.7	.670	42.54	7.3	.0039	.325	WOW A/F 5.0	16.0	76.3	20	13.5	11.9	1995
1996	30.8	8.1	.679	45.36	7.7	.0040	.354	WOW A/F 4.3	15.5	75.9	21	14.5	12.2	1996
1997	32.0	3.9	.690	46.37	7.7	.0042	.359	KEZO-F 4.0	16.0	75.2	21	14.5	10.9	1997
1998	35.2	10.0	.696	50.57	8.2	.0043	.420	KEZO-F 4.8	15.5	78.2	20	14.5	15.7	1998
1999	36.5	3.6	.705	51.77	9.0	.0041	.423	KEZO-F 5.1	14.4	79.7	19	14.5	13.8	1999
2000	39.6	8.5	.709	55.85	10.4	.0038	.471	KXKT-F 5.1	14.2	73.2	21	15.5	15.4	2000
2001	36.6	-7.5	.723	50.62	10.6	.0035	.440	KXKT-F 5.0	14.8	75.0	20	16	16.0	2001
2002	40.1	9.6	.734	54.63	11.1	.0036	.501	KXKT-F 5.1	13.6	73.7	21	--	18.5	2002
2003	41.7	4.0	.744	56.04	11.6	.0036	.512	KXKT-F 6.2	13.8	74.7	23	17	17.6	2003

### MAJOR STATIONS - JANUARY 2004

KFAB	1110	50KW (DA-N)	News/Talk	Clear Channel	KBBX-F	97.7	100KW@981	Hispanic	Journal
KHLP	1420	1KW/0.3KW (DA-2)	Talk	Journal	KBLR-F	97.3	25KW@328	Black	Waitt
KKAR	1290	5KW (DA-N)	Talk	Waitt	KCTY-F	106.9	25KW@328	AOR	Waitt
KOIL	1020	50KW/1.4KW (DA-2)	Country/Farm	Waitt	KEFM-F	96.1	100KW@1414	AC	Clear Channel
KOMJ	590	5KW	Standards	Journal	KEZO-F	92.3	97KW@1198	AOR	Journal
KOSR	1490	1KW	Sports	Journal	KGOR-F	99.9	110KW@1230	Oldies	Clear Channel
KOZN	1620	10KW/1KW	Sports	Waitt	KKCD-F	105.9	50KW@478	Classic AOR	Journal
					KLTV-F	101.9	96KW@1198	Soft AC	Waitt
					KQCH-F	94.1	100KW@1186	CHR/Dance	Journal
					KQKQ-F	98.5	100KW@1102	CHR	Waitt
					KRQC-F	93.3	10KW@427	AOR	Clear Channel
					KSRZ-F	104.5	100KW@1088	AC/CHR	Journal
					KXKT-F	103.7	100KW@1014	Country	Clear Channel

**OMAHA**

**FORMAT SHARES (%)**

	77	80	82		84	87	88		92	95	98	2000
<b>CHR/AOR</b>	46	47	39	<b>CHR</b>	28	24	20		14	11	17	14
				<b>AOR/CL</b>	13	15	19		17	24	19	17
<b>MOR/AC</b>	25	31	33	<b>MOR/FS</b>	23	23	14		16	7	8	See Talk
				<b>AC/OLD</b>	6	16	18		19	8	8	12
								<b>AC</b>		7	11	11
								<b>OLDIES</b>		24	21	18
<b>COUNTRY</b>	10	9	11		16	11	13		21			
<b>BTFU/EZ/SAC</b>	13	12	9		8	8	13					
								<b>SOFT AC</b>	8	5	4	--
<b>NEWS/TALK</b>	5	1	--		--	1	2		5	5	6	17
<b>SPORTS</b>											2	3
<b>BLACK/URBAN</b>	--	--	2		4	2	--			3		
<b>SMOOTH JAZZ</b>												
<b>STANDARDS</b>	--	--	4		1	--	--			6	3	6
<b>HISPANIC</b>											1	1
<b>RELIG/GOSPEL</b>	--	--	2		1	1	--		1			
<b>CLASSICAL</b>												

**STATION NOTES**

(Major call letter and format changes)

<b>KOMJ</b>	WOW until 99; CHR to AC by 82; AC until 83; Country until 99
<b>KSRZ-F</b>	KOOO until 79; KESY until 98; Country until 78; EZ or Soft AC until 98
<b>KQCH-F</b>	KYNN until 83; WOW until 00; KSSO until 00; Country until 00; KMXM until 02
<b>KOSR</b>	KLNG until 77; KYNN until 85; KEZO until 95; News until 77; Country until 85; AOR until 95
<b>KHLP</b>	KOOO until 79; KESY until 80; KOOO until 84; KROM until 86; KESY again until late 90's; Country until 79; EZ until 81; Standards until 86; EZ or Soft AC until late 90's; KBBX until 02; Hispanic until 02
<b>KRQC-F</b>	KRRK until 96; KTNP until 00; AOR until 96; AC/CHR until 00
<b>KBBX-F</b>	KOSJ until 98; KESY until 99; KQCH until 02; Jazz until 98; Soft AC until 99; CHR until 02
<b>KOZN</b>	KAZP until 01
<b>KEZO-F</b>	EZ until 78
<b>KLTQ-F</b>	See Lincoln
<b>KKAR</b>	KOIL until 94; CHR to AC by 82; AC until mid-80's; Oldies until 92; Standards until 94
<b>KGOR-F</b>	CHR until 89
<b>KXKT-F</b>	KOMJ until 90; AC until 90; CHR until 93
<b>KKCD-F</b>	KKVU until 91; Jazz until 91
<b>KFAB</b>	Full Service evolving to News/Talk
<b>KCTY-F</b>	KOTD until 99; Standards until 99
<b>KYDZ</b>	KKAR until 94; KOIL until 99; News/Talk until 94; Standards until 98; Sports until 99
<b>KOIL</b>	KOTD until 02; KKSC until 03; Standards until 01

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

<b>1970 KEDS</b>	Sold to Harrison Fuerst (Welcome Radio)	\$	400,000
<b>1973 KESY, KESY-F</b>	Sold to Mack Sanders		532,000
<b>1977 KEDS</b>	From Welcome Radio to Great Empires		700,000
<b>1978 KESY, KESY-F</b>	Sold by Back Sanders		1,200,000
<b>1979 KCRO</b>	Sold to Smulyans		435,000
<b>1979 WOW-F</b>	Sold to Great Empire		1,050,000
<b>1982 KESY, KESY-F</b>			3,000,000
<b>1983 KEDS</b>	From Great Empire to Albimar		500,000
<b>1983 KEZO-F</b>	From Meredith to Albimar		3,400,000
<b>1983 WOW</b>	From Meredith to Great Empire		1,900,000
<b>1984 KESY-F</b>			2,200,000
<b>1984 KESY</b>			650,000
<b>1988 KESY A/F</b>	Sold to Sun Group		6,250,000
<b>1986 KFAB/KGOR-F</b>	From May to Henry		22,000,000
<b>1987 KLNG</b>			320,000
<b>1987 KOIL</b>			900,000
<b>1988 KEZO A/F</b>	From Albimar to Narragansett		8,500,000
<b>1989 KLNG</b>			250,000
<b>1989 KOIL, KOMJ-F</b>	Sold to Ovation		5,700,000 (cancelled)
<b>1993 KESY A/F</b>	Sold by Sungroup		2,900,000
<b>1993 KOIL</b>	Sold to Mitchel		470,000
<b>1994 KEZO A/F</b>	From Narragansett to Journal Co.		9,000,000
<b>1994 KKCD-F</b>	Sold to Journal Co.		3,600,000
<b>1995 KYNN-F (Lincoln)</b>	From Midwest Comm. To Mitchel		1,700,000
<b>1995 KXKT-F</b>	Sold to Triathlon		8,125,000
<b>1996 KRRK-F (Bennington)</b>	Sold to Triathlon		2,700,000
<b>1996 KFAB, KGOR-F</b>	From Henry to Amer. Radio		28,000,000
<b>1996 KFAB, KGOR-F</b>	From Amer. Radio to Triathlon		39,000,000
<b>1996 KOSJ-F (Omaha City)</b>	From Klebe to Journal Co.		5,000,000
<b>1997 KBBX, KESY-F</b>	From BCR to Journal Co.		5,500,000
<b>1998 KOTD-F</b>			1,050,000
<b>1998 KFAB</b>	From Triathlon to Capstar		22,000,000
<b>1998 KGOR-F</b>	From Triathlon to Capstar		15,600,000
<b>1998 KTNP-F</b>	From Triathlon to Capstar		5,700,000
<b>1998 KXKT-F</b>	From Triathlon to Capstar		20,200,000
<b>1998 WOW</b>	From Great Empire to Journal Co.		4,700,000
<b>1998 WOW-F</b>	From Great Empire to Journal Co.		14,900,000
<b>2001 KCRO</b>	Sold by Sam Smulyan estate		2,000,000
<b>2001</b>	Wait Radio has an option to purchase the Mitchol stations		...
<b>2002 KOIL, KOZN, KQKQ-F, KKAR, KZFX-F</b>	From Mitchell to Wait		NA
<b>2003 KEFM-F</b>			10,000,000

OMAHA

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KFAB	4.4	KFAB	5.7	KFAB	5.8	KFAB	5.0	KFAB	4.8	KFAB	4.2
2 KQKQ-F	2.3	WOW AF	3.1	WOW AF	3.0	WOW AF	3.0	WOW AF	3.2	WOW AF	3.4
3 KGOR-F	1.5	KQKQ-F	2.6	KEZO-F	2.2	KEZO AF	2.5	KEZO AF	2.7	KEZO AF	3.1
4 KEZO-F	1.4	KEZO-F	2.0	KQKQ-F	2.1	KQKQ-F	2.0	KQKQ-F	1.9	KQKQ-F	3.1
5 WOW	1.4	KGOR-F	1.8	KESY-F	1.5	KGOR-F	1.6	KGOR-F	1.7	KGOR-F	1.6
6 WOW-F	1.0	KESY-F	1.5	KGOR-F	1.3	KEFM-F	1.3	KEFM-F	1.7	KEFM-F	1.6
7						KESY-F	1.2	KESY AF	1.2	KESY AF	1.4
8										OIL/OMJ	0.9
9										KKAR	0.5
10											
1990		1991		1992		1993		1994		1995	
1 WOW AF	3.6	WOW AF	3.8	WOW AF	4.7	WOW AF	5.0	WOW AF	5.0	WOW AF	5.0
2 KEZO-F	3.4	KFAB	3.3	KFAB	3.2	KFAB	4.0	KFAB	4.5	KFAB	4.0
3 KFAB	3.4	KEZO AF	3.2	KEZO AF	3.0	KEZO AF	3.1	KQKQ-F	3.5	KQKQ-F	3.5
4 KQKQ-F	3.1	KQKQ-F	2.9	KQKQ-F	2.7	KQKQ-F	3.0	KEZO AF	3.4	KEZO AF	3.5
5 KEFM-F	2.1	KEFM-F	2.2	KGOR-F	2.1	KGOR-F	2.5	KGOR-F	2.8	KGOR-F	3.0
6 KGOR-F	1.9	KGOR-F	2.0	KEFM-F	2.0	KEFM-F	2.2	KEFM-F	2.2	KEFM-F	2.2
7 KESY AF	1.4	KESY AF	1.3	KESY AF	1.3	KESY AF	1.3	KESY AF	1.4	KESY AF	1.8
8 KKAR	0.6	KKVU	0.7	KKCD-F	0.9	KKAR	1.0	KKAR	1.2	KKKT-F	1.7
9		KKAR	0.65	KKAR	0.8			KXKT-F	1.2	KKAR	1.3
10		KXKT-F	0.6					KKCD-F	1.0	KKCD-F	1.2
11											
1996		1997		1998		1999		2000		2001	
1 WOW AF	4.3	KEZO-F	4.0	KEZO-F	4.8	KEZO-F	5.1	KXKT-F	5.1	KXKT-F	5.0
2 KFAB	4.0	KXKT-F	3.8	WOW AF	4.0	KXKT-F	4.3	KEZO-F	4.5	KEZO-F	3.8
3 KEZO-F	3.5	WOW AF	3.8	KXKT-F	3.8	WOW AF	3.7	KGOR-F	4.0	KGOR-F	3.6
4 KGOR-F	3.0	KFAB	3.2	KFAB	3.6	KFAB	3.6	KFAB	3.8	KFAB	3.5
5 KXKT-F	2.9	KGOR-F	3.1	KEFM-F	3.1	KSRZ-F	3.4	KEFM-F	3.4	KEFM-F	3.4
6 KQKQ-F	2.8	KQMQ-F	3.0	KKCD-F	3.0	KEFM-F	3.2	KSRZ-F	2.9	KSRZ-F	2.8
7 KEFM-F	2.5	KEFM-F	2.9	KGOR-F	3.0	KGOR-F	3.1	KQKQ-F	2.8	KQKQ-F	2.4
8 KKCD-F	1.7	KKCD-F	2.6	KQKQ-F	2.8	KQKQ-F	2.9	KKAR	2.4	KQCH-F	2.1
9 KKAR	1.5	KKAR	1.3	KKAR	2.2	KKAR	2.2	KMXM-F	1.0	KKCD-F	1.9
10 KESY-F	1.2	KTNP-F	1.2	KSRZ-F	1.5	KKCD-F	1.9	KKCD-F	1.6	KKAR	1.5
11 KGDE-F	1.0	KGDE-F	1.1	KTNP-F	0.9	KZFX-F	1.0	KQCH-F	1.4	KMXM-F	1.3
12								KZFX-F	1.1	KRQC-F	0.9
2002		2003									
1 KXKT-F	5.1	KXKT-F	6.2								
2 KFAB	4.3	KFAB	4.5								
3 KEZO-F	4.1	KEZO-F	4.2								
4 KEFM-F	3.7	KGOR-F	4.1								
5 KGOR-F	3.7	KEFM-F	3.0								
6 KKCD-F	2.8	KKCD-F	2.9								
7 KSRZ-F	2.5	KSRZ-F	2.6								
8 KQKQ-F	2.4	KQKQ-F	2.5								
9 KBBX-F	1.8	KQCH-F	2.0								
10 KQCH-F	1.8	KBBX-F	1.9								
11 KLTQ-F	1.5	KKAR	1.6								
KHUS-F	1.5	KHUS-F	1.6								
KKAR	1.5	KOMJ-F	1.5								

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Henry	\$ 7.3 (27.1)	1 Henry	\$ 7.0 (24.4)	1 Triathlon	\$ 10.8 (34.9)
2 Great Emplr	5.0 (18.6)	2 Mitchell	5.7 (19.9)	2 Journal	5.8 (18.8)
3 Mitchell	5.0 (18.6)	3 Great Empire	5.0 (17.4)	3 Mitchell	5.6 (18.1)
4 Journal	4.4 (16.4)	4 Journal Co.	4.7 (16.4)	4 Great Emplr	4.3 (14.0)
		5 Triathlon	2.4 (8.4)	5 KEFM-F	2.5 (8.1)
		6 KEFM-F	2.2 (7.7)	6 KBBX,KESY-F	1.6 (5.0)
		7 KBBX,KESY-F	1.8 (6.3)		
1997		1998		1999	
1 Triathlon	\$ 11.2 (35.0)	1 Journal	\$ 14.2 (40.6)	1 Journal	\$ 15.2 (41.6)
2 Journal	8.0 (25.1)	2 Capstar	11.3 (32.1)	2 Clear Channel	11.4 (31.1)
3 Mitchell	5.7 (17.9)	3 Mitchell	6.0 (17.1)	3 Mitchell	6.4 (6.4)
4 Great Emplr	3.8 (11.7)	4 KEFM-F	3.1 (8.8)	4 KEFM-F	3.2 (3.2)
5 KEFM-F	2.9 (9.1)				
2000		2001		2002	
1 Journal	\$ 13.6 (34.4)	1 Journal	\$ 13.3 (36.3)	1 Clear Channel	\$ 18.3
2 Clear Channel	13.5 (34.1)	2 Clear Channel	13.1 (35.7)	2 Journal	15.3
3 Mitchell	6.9 (17.3)	3 Mitchell	5.3 (14.4)	3 Waitt	6.2
4 KEFM-F	3.4 (8.6)	4 KEFM-F	3.4 (9.4)		
2003					
1 Clear Channel	\$ 19.3				
2 Journal	15.6				
3 Waitt	6.3				
4					
5					

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

DUNCAN'S COMMENTS:

Omaha is an average medium-sized radio market. Revenues have increased at a slightly above average rate but the number of viable stations has increased dramatically.

KFAB was a superb radio station through much of the period. However, its audience share is only a third of what it was in the mid 1980's. I recall that KFAB usually had a 60% share on Saturday afternoons in the Autumn. That was the time of the Nebraska football broadcasts. KXKT now leads Omaha in ratings and revenue which is interesting because the station did not even become viable until 1988.