

OXNARD-VENTURA

	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		--	--	--	--	--	--	--	%	%	--	--	--	1976
1977		%	--	--	--	--	--	--				--	--	1977
1978			--	--	--	--	--	--				--	--	1978
1979			--	--	--	--	--	--				--	--	1979
1980			--	--	--	--	--	--				--	--	1980
1981							--	--				--	--	1981
1982							--	--				--	--	1982
1983							--	--				--	--	1983
1984	5.0	--	.597	8.38	3.1	.0016	--	--	14.7	71.5	35		--	1984
1985	6.0	20.0	.609	9.84	3.2	.0017	.122	KCAQ-F 1.2	16.2	69.7	36	12	--	1985
1986	6.4	6.7	.624	10.36	3.6	.0018	.160	KCAQ-F 1.4	18.2	71.4	37	11	--	1986
1987	7.0	9.4	.632	11.08	3.7	.0019	.161	NA NA	15.9	71.5	31	10	--	1987
1988	8.1	15.7	.645	12.56	4.4	.0018	.166	KHAY-F 1.4	16.6	73.7	31	8	--	1988
1989	9.3	14.8	.673	13.81	4.8	.0019	.214	KHAY-F 1.7	17.3	77.1	35	8	--	1989
1990	10.1	8.6	.681	14.78	5.4	.0019	.219	KHAY-F 1.9	16.2	75.1	33	8.5	--	1990
1991	9.4	-6.9	.695	13.53	5.6	.0017	.244	NA NA	17.4	72.5	36	9.5	--	1991
1992	9.0	-4.3	.694	12.97	5.5	.0016	.202	NA NA	18.1	74.5	35	10	12.9	1992
1993	8.5	-5.9	.704	12.02	6.0	.0014	.175	NA NA	17.5	80.7	33	10	12.9	1993
1994	8.9	4.5	.707	12.59	5.8	.0015	.197	NA NA	17.1	80.0	34	10	13.2	1994
1995	8.9	0	.717	12.41	5.9	.0015	.194	KHAY-F 2.0	16.6	78.2	38	9	13.3	1995
1996	9.3	4.5	.725	12.83	6.1	.0015	.217	KHAY-F 2.2	16.4	77.1	44	10	9.1	1996
1997	10.0	7.5	.735	13.61	6.4	.0016	.212	KHAY-F 2.3	15.9	76.3	46	9.5	10.8	1997
1998	10.9	9.0	.743	14.67	6.6	.0017	.221	KHAY-F 2.5	15.8	81.2	45	9	11.0	1998
1999	12.2	10.7	.749	16.34	6.9	.0018	.234	KHAY-F 2.6	15.9	82.3	46	10	9.7	1999
2000	13.5	10.7	.761	17.74	9.4	.0014	.274	KXLM-F 2.9	15.8	83.3	55	11.5	9.6	2000
2001	12.5	-7.4	.773	16.17	10.1	.0012	.272	KXLM-F 2.5	14.8	80.6	42	12	11.0	2001
2002	19.6	NM	.784	25.00	10.6	.0018	.424	KHAY-F 2.8	13.6	82.0	44	--	12.3	2002
2003	20.5	4.6	.794	25.82	11.2	.0018	.422	KCAQ-F 3.8	14.1	79.2	44	14	13.9	2003

MAJOR STATIONS - JANUARY 2004

KKZZ	1400	1KW	Standards	KBBY-F	95.1	11KW@925	AC	Cumulus
KOXR	910	5KW/1KW (DA-2)	Hispanic	KCAQ-F	104.7	5KW@476	CHR/Dance	
KUNX	1590	5KW (DA-2)	Hispanic	KCZN-F	96.7	0.1KW@1500	Hispanic	
KVEN	1450	1KW	Oldies	KDAR-F	98.3	1.5KW@1289	Religion	Salem
KVTA	1520	10KW/1KW (DA-2)	Talk	KFYV-F	105.5	6KW@-128	Hispanic	SBS
				KHAY-F	100.7	39KW@1210	Country	Cumulus
				KMLA-F	103.7	0.5KW@807	Hispanic	
				KOCP-F	95.9	1.2KW@1457	Classic Hits	
				KSSC-F	107.1	0.4KW@1296	Hispanic	Entravision
				KXLM-F	102.9	5.5KW@112	Hispanic	
				KRUZ-F	103.3	105KW@2969	AC	Cumulus

OXNARD-VENTURA

FORMAT SHARES (%)

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

MAJOR STATION TRANSACTIONS: 1970 to 2003

1986 KOGO, KBBY-F		\$	3,000,000
1988 KTRO, KCAQ-F (70%)			5,000,000
1988 KTRO, KCAQ-F (70%)			4,500,000
1988 KXPT-F (Santa Paula)			1,500,000
1989 KZTR A/F (Camarillo)	Sold to Adams		5,200,000
1989 KMYX-F (Ojai)	Sold to Eric/Chandler		1,800,000
1989 KOGO, KBBY-F	Sold to George Duncan		2,000,000
1991 KAXX	Sold to Douglas		910,000
1991 KAGR-F	Sold to Douglas		1,060,000
1991 KXBS-F (Santa Paula)	Sold out of receivership		775,000
1992 KKUR-F (Ojai)	From Eric/Chandler to George Duncan		725,000
1994 KOXR	Sold by Lotus		350,000
1994 KKZZ, KELF-F			1,200,000
1996 KTRO, KCAQ-F	Sold by Hal Frank		3,850,000
1996 KVEN, KHAY-F	From Bob Fox to Bengal		12,700,000
1996 KXSP, KTND0F	Sold to Gold Coast		2,000,000
1996 KBBY-F	Sold to Bengal		6,600,000
1998 KOXR	Sold to Lazer (KXLM)		370,000
1999 KVEN, KBBY-F, KHAY-F	From Bengal to Cumulus		---

STATION NOTES

(Major call letter and format changes)

- KFYV-F** KOVA until 84; KMYX until 89; KKUR until 94; KTND until 97; KKBE until 03; AC until 94; Soft AC until 03
- KUNX** KBBG until 85; KOGO until 94; KXSP until 99; Country until 85; Standards until 94
- KVTA** KACY until 85; KTRO until 99; AC until 85; Hispanic until 97
- KCZN-F** KKBZ until 87; KIEZ until 88; KXTP until 90; KXBS until 98; 82-90 format changes unknown; Oldies until 94; AOR until late 90's
- KOCP-F** KZTR until 92; KELF until 95; Classic AOR until 92; Hispanic until 95
- KVEN** News/Talk until 00
- KRUZ-F** EZ until mid-90's; Soft AC until 97
- KSSC-F** KYYY until 03; AOR until 00

OXNARD - VENTURA

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>
1		KCAQ-F 1.2	KCAQ-F 1.4		KHAY-F 1.4	KHAY-F 1.4
2	Not Available	KHAY-F 1.0	KHAY-F 1.3	Not Available	KBBY-F 1.3	KCAQ-F 1.3
3		KVEN 0.7	KBBY-F 0.9		KCAQ-F 1.3	KBBY-F 1.3
4		KBBY-F 0.7	KVEN 0.8		KVEN 1.1	KVEN 1.1
5		KOXR 0.6	KOXR 0.6		KTRO 0.8	KTRO 0.8
6		KTRO 0.5	KTRO 0.6		KOXR 0.8	KOXR 0.8
7			KMYX-F 0.4			
8						
9						
10						
	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>
1	KHAY-F 1.9					KHAY-F 2.0
2	KCAQ-F 1.7	Not Available	Not Available	Not Available	Not Available	KCAQ-F 1.7
3	KBBY-F 1.6					KXLM-F 1.6
4	KTRO 1.3					KBBY-F 1.6
5	KVEN 1.2					
6	KOXR 1.1					
7	KZTR-F 0.5					
8						
9						
10						
11						
	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
1	KHAY-F 2.2	KHAY-F 2.3	KHAY-F 2.5	KHAY-F 2.6	KXLM-F 2.9	KXLM-F 2.5
2	KBBY-F 1.7	KBBY-F 2.0	KBBY-F 2.1	KXLM-F 2.4	KHAY-F 2.7	KHAY-F 2.3
3	KXLM-F 1.6	KXLM-F 1.6	KXLM-F 1.9	KCAQ-F 2.1	KBBY-F 2.3	KCAQ-F 1.9
4	KCAQ-F 1.5	KCAQ-F 1.3	KCAQ-F 1.4	KBBY-F 2.0	KCAQ-F 2.2	KBBY-F 1.6
5	KVEN 0.9	KVEN 1.0	KVEN 1.1	KVEN 1.2		KOCP-F 0.8
6						
7						
8						
9						
10						
11						

	<u>2002</u>	<u>2003</u>
1	KHAY-F 2.8	KCAQ-F 3.8
2	KBBY-F 2.8	KBBY-F 3.2
3	KCAQ-F 2.7	KHAY-F 2.7
4	KOCP-F 2.2	KXLM-F 1.6
5	KXLM-F 1.5	KMLA-F 1.6
6	KMLA-F 1.3	KOCP-F 1.5
7	KFYV-F 1.3	KDAR-F 1.3
8	KDAR-F 1.2	KFYV-F 0.9
9		
10		
11		

DUNCAN'S COMMENTS:

An average small market whose population has grown so much that it has now become a below average medium-sized market. You should note the large difference between BIA's estimate for the market (2002 and 2003) and my own. BIA has much more revenue flowing into Oxnard-Ventura.

KCAQ has been the most consistently successful station over the last thirty years. However, it appears that for the next thirty years the most successful stations will be those programming to the Hispanic market

HIGHEST BILLING RADIO ENTITIES

	<u>1994</u>	<u>1995</u>	<u>1996</u>
1	Not Available	\$ 2.8 (31.5)	McDonald/Bengal \$ 4.8 (51.6)
2		\$ 2.0 (22.5)	Gold Coast NA (NA)
3		\$ 1.9 (21.3)	KXLM-F 1.6 (17.2)
4		\$ 1.6 (18.0)	
	<u>1997</u>	<u>1998</u>	<u>1999</u>
1	McDonald/Bengal \$ 5.3 (53.0)	Bengal \$ 5.7 (51.8)	Cumulus \$ 5.8 (47.1)
2	Gold Coast NA (NA)	Lazer 1.9 (17.4)	Lazer: KXLM 2.4 (19.7)
3	KXLM-F 1.6 (16.0)	Gold Coast 1.4 (12.8)	Gold Coast 2.1 (17.2)
	<u>2000</u>	<u>2001</u>	<u>2002</u>
1	Cumulus \$ 5.0 (37.0)	Gold Coast \$ 4.9 (39.1)	Point (KCAQ) \$ 8.4
2	Lazer 2.9 (21.5)	Cumulus 4.0 (32.1)	Cumulus 6.3
3	Gold Coast 2.2 (16.3)	Lazer 2.9 (22.8)	Lazer (KXLM) 2.3
			Gold Coast (KMLA) 1.3
			Salem 1.2
		<u>2003</u>	
		Point (KCAQ) \$ 8.4	
		Cumulus 6.8	
		Lazer (KXLM) 2.3	
		Gold Coast (KMLA) 1.6	
		Salem 1.3	

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