



**PORTLAND, OR.**

	<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 List</u>	
1976	\$ 13.2	--	--	--	--	--	--	--	15.3 %	34.8 %	--	--	--	1976
1977	14.9	12.9 %	--	--	--	--	--	--	14.8	36.6	23	--	--	1977
1978	18.7	25.5	--	--	--	--	--	--	14.7	36.8	26	--	--	1978
1979	18.4	-1.6	--	--	--	--	--	--	14.2	44.7	24	--	--	1979
1980	23.3	26.6	--	--	--	--	--	--	15.3	46.6	26	--	--	1980
1981	25.9	11.2	1.24	20.89	6.3	.0041	--	--	15.5	49.5	25	--	--	1981
1982	27.5	6.2	1.28	21.48	6.8	.0040	--	--	16.3	55.9	26	--	--	1982
1983	29.2	6.2	1.33	21.95	7.6	.0038	.307	--	15.6	59.3	24	19	--	1983
1984	30.2	3.4	1.35	22.37	7.8	.0039	.351	KGW	15.3	61.2	27	20	--	1984
1985	32.8	8.6	1.36	24.12	8.3	.0038	.353	KGW	16.0	57.8	25	19	--	1985
1986	35.5	8.2	1.36	25.91	9.1	.0040	.384	KGW	16.2	62.6	24	18	--	1986
1987	38.9	9.6	1.39	27.99	9.2	.0043	.435	KINK-F	15.6	66.7	25	17	8.1	1987
1988	43.8	12.6	1.40	31.29	9.9	.0044	.479	KINK-F	15.2	68.1	29	15.5	7.5	1988
1989	46.0	5.0	1.42	32.39	10.9	.0042	.513	KKCW-F	15.7	71.0	26	15.5	11.3	1989
1990	48.4	5.0	1.49	32.48	12.1	.0040	.547	KKCW-F	15.9	69.3	27	15.5	11.0	1990
1991	48.3	-0.2	1.50	32.20	12.8	.0038	.544	KKCW-F	15.8	72.3	24	15	12.9	1991
1992	52.5	8.4	1.55	33.87	13.0	.0040	.608	KINK-F	15.7	68.5	24	15	13.7	1992
1993	57.5	9.3	1.64	35.06	15.0	.0038	.671	KUPL A/F	15.8	70.3	29	15	14.3	1993
1994	64.4	12.0	1.70	37.88	16.6	.0039	.731	KKCW-F	15.4	72.9	27	15	11.9	1994
1995	72.4	12.4	1.74	41.60	18.0	.0040	.833	KKCW-F	14.8	74.6	26	15.5	13.1	1995
1996	86.2	18.8	1.77	48.64	19.0	.0045	1.00	KKCW-F	15.2	72.4	31	16.5	12.9	1996
1997	91.8	6.6	1.82	50.44	20.0	.0046	1.13	KKCW-F	14.8	76.5	25	18.5	18.0	1997
1998	107.5	12.1	1.85	58.11	20.5	.0052	1.31	KKCW-F	14.4	76.2	24	18.5	17.3	1998
1999	111.7	3.8	1.87	59.73	23.6	.0047	1.35	KKCW-F	15.1	76.6	29	18	17.0	1999
2000	125.0	11.9	1.90	65.93	27.5	.0045	1.52	KKCW-F	14.0	77.0	29		17.1	2000
2001	106.0	-15.2	1.95	54.36	29.0	.0037	1.30	KKCW-F	13.8	78.2	29	19	18.7	2001
2002	123.6	NM	1.95	63.38	30.1	.0041	1.537	KINK-F	13.1	74.4	27	--	19.1	2002
2003	122.5	-0.9	2.00	61.25	31.9	.0038	1.529	KINK-F	13.0	74.4	28	20	19.3	2003

**MAJOR STATIONS - JANUARY 2004**

KEX	1190	50 KW (DA-N)	Talk	Clear Channel	KKSN-F	97.1	97KW@1266	Oldies	Entercom
KFXN	910	5 KW (DA-2)	Sports	Entercom	KLTH-F	106.7	100KW@1444	AC	CBS
KKSN	1520	50 KW/15 KW (DA-2)	Standards	Entercom	KNRK-F	94.7	6KW@1322 (DA)	AOR	Entercom
KOTK	1080	50 KW/10KW (DA-2)	Talk	Entercom	KPDQ-F	93.7	97KW@1269	Religion	Salem
KPAM	860	50 KW/5KW (DA-N)	Talk		KRSK-F	105.1	97KW@1890	AC/CHR	Entercom
KPOJ	620	5 KW (DA-N)	Oldies	Clear Channel	KRVO-F	105.9	21KW@1542	Classic Hits	Clear Channel
KUPL	970	5 KW (DA-N)	Country Oldies	CBS	KUFO-F	101.1	100KW@1444	AOR	CBS
KWBY	940	250W	Hispanic		KUPL-F	98.7	37KW@1443	Country	CBS
KXL	750	50KW/20KW (DA-2)	News/Talk		KVMX-F	107.5	37KW@1443	Oldies-80's	CBS
					KWJJ-F	99.5	50KW@1266	Country	Entercom
KFIS-F	104.1	1.7KW@1266	Religion	Salem	KXJM-F	95.5	100KW@1266	CHR/Dance	
KGON-F	92.3	97KW@1266	Classic AOR	Entercom					
KINK-F	101.9	95KW@1542	AOR-Prog.	CBS					
KKCW-F	103.3	95KW@1542	AC	Clear Channel					
KKRZ-F	100.3	95KW@1542	CHR	Clear Channel					

PORTLAND, OR.

FORMAT SHARES (%)

CHR/AOR	77	80	82	CHR	84	87	90	92	95	98	2000
	39	40	41	AOR/CL	15	19	15	13	7	14	10
					17	14	21	21	25	21	20
MOR/AC	26	13	13	MOR/FS AC/OLD	4	7	10	9	5	6	See Talk 8
					19	18	14	16	9	12	
COUNTRY	10	14	14		16	13	16	19	11	10	15
BTF/EZ/SAC	12	22	13		9	8	6		18	14	14
								SOFT AC	3		
NEWS/TALK	8	9	11		7	8	9	12			
SPORTS									11	10	15
BLACK/URBAN									2	1	2
SMOOTH JAZZ					--	--	1	1	1	--	6
STANDARDS	1	--	4		8	5	5	4	5	5	2
HISPANIC										1	2
RELIG/GOSPEL	3	2	2		2	3	4	3	3	2	2
CLASSICAL					2	3	--				

STATION NOTES

(Major call letter and format changes)

KPOJ	KGW until 95; KOTK until 97; KEWS until 00; CHR to AC by 83; AC until 89; Talk until 91; AOR until 95; KTLK until 03
KUFO-F	KRCK until 85; KYTE until 88; KKCY until 89; CHR to AC until 83; AOR until mid 80's; Classical until 88; Jazz until 89
KUPL	KOIN until 78; KYTE until 90; KESI until 91; KKBT until 96; MOR until 77; CHR until 84; Standards until 89; Classical until 90; EZ until 91; AOR until 96
KLTH-F	KMJK until 91; KMXI until 93; KKBK until 94; AC until 82; CHR until 87; Classic AOR until 90; AC/Oldies until 94; KKJZ until 02; Jazz until 02
KXJM-F	KXL until 99; EZ to Soft AC by late 80's; Oldies 70's until 96; AC until 97; AOR until 99
KOTK	KWJJ until 97; Country until 97
KKGT	KKEY until 98; Variety until 98
KRSK-F	KXYQ until 95; KKRH until 98; CHR until 95; Classic AOR until 98
KVMX-F	KDBX until 96; KBBT until 00; Religion until 96; New Rock until 00
KKPZ	KUPL until 93; EZ until 81; Standards until 84; Country until 93
KUPL-F	EZ until 84; Moved from 98.5 to 98.7 in 97 (reduced interference from KOIN-TV)
KWJJ-F	KJIB until 85; EZ until 80
KKRZ-F	KQFM until 83; AOR until 81; Oldies until 83
KXL	EZ or MOR until 81
KEX	AC until 80; then Full Service evolving to Talk
KFXX	KISN until 79; KKSJ until 98; CHR to AC by 82; Classical 83-87; Standards until 98
KKSJ-F	KPAM until 80; KCNR until 85; KKLJ until 88; CHR to AC by 83; AC until 88
KKSJ	KYXI until 83; KSGO until 89; KFXX until 98; News/Talk until 83; Oldies until 89; AOR until early 90's; Sports until 98
KNRK-F	KMUZ until 95; EZ until 95

MAJOR STATION TRANSACTIONS: 1970 to 2003

1971 KSGO		NA
1971 KYTE A/F	To Newhouse	NA
1973 KWJJ	Sold to Park	\$ 2,500,000
1973 KSGO	Sold to McCoy	1,500,000
1973 KUPL A/F		1,050,000
1973 KGON-F	From Cascade to McCoy	400,000
1974 KWJJ-F	Sold to Park	250,000
1977 KYTE A/F	From Newhouse to Gaylord	1,500,000
1978 KVAN (Vancouver)	Sold to Capps	730,000
1979 KMJK-F	Sold to Harte-Hanks	1,300,000
1979 KSGO, KGON-F	From McCoy to Des Moines Reg.	NA
1979 KVAN	Sold to Patten	968,000
1981 KCNR, KCNR-F	Sold to Bob Duffy	3,500,000
1982 KYTE A/F	From Gaylord to Henry	4,500,000
1983 KMGK-F	Sold by Harte-Hanks	2,500,000
1983 KEX, KQFM-F	From Goldwn West to Taft	8,000,000
1985 KKCW-F	Sold to Fairwest	5,000,000
1985 KSGO, KGON-F	Sold to Ackerly	6,000,000
1985 KCNR-F	Sold by Duffy	7,000,000
1985 KMJK (Lake Oswego)	Sold to Ives	1,600,000
1986 KRDR (Gresham)	Sold by Comm. Pacific	600,000
1986 KPDK A/F	Sold to Salem	6,500,000
1986 KCNR-A		425,000
1987 KMJK-F	From Ives to Capps	3,900,000
1987 KKCW-F (Beaverton)	Sold to Trumper	7,500,000
1988 KAAAR (Vancouver)		475,000
1988 KKSJ A/F	Sold to Heritage	5,900,000
1988 KKUL		225,000
1989 KVAN, KMJK-F	Sold to Fairmont	7,600,000
1991 KLVS	From Tamarack to Crawford	450,000
1992 KFXX, KGON-F	Sold by Ackerly	5,500,000
1992 KGW, KINK-F	Sold by King	11,500,000
1992 KZRC, KXYQ-F	From Dayton to Van Halen	1,300,000
1993 KMXI-F (Lake Oswego)	From Fairmont to BayCom	3,625,000
1993 KUPL A/F	From Scripps-Howard to BayCom	23,000,000
1994 KZRC, KXYQ-F	From Van Halen to Trumper	5,600,000
1994 KWJJ A/F	From Park to Tomlin/Knapp	12,000,000
1995 KKCW-F	From Trumper to Citicasters	30,000,000
1995 KXYQ-F (Salom)	From Trumper to Heritage	7,000,000
1995 KMUZ-F (Camas)	Sold to Apogee	3,500,000
1995 KDBX-F (Banks)	Sold to Salem	1,300,000
1995 KUPL (1330)	From Baycom to Crawford	2,000,000
1995 KFXX, KMUZ-F, KGON-F	From Apogee to Entercom	24,500,000
1995 KXYQ (Milwaukie)	Sold by Heritage	200,000
1996 KEX	From Citicasters to Jacor	20,300,000
1996 KKCW-F	From Citicasters to Jacor	38,400,000
1996 KKRZ-F	From Citicasters to Jacor	24,500,000
1996 KBBT, KUFO-F	From Henry to Amer. Radio	34,000,000
1996 KKJZ-F	From BayCom to Amer. Radio	16,000,000
1996 KUPL-F	From BayCom to Amer. Radio	34,000,000
1996 KDBX-F (Banks)	From Salem to Amer. Radio	14,000,000
1996 KWJJ A/F	From Tomlin/Park to Fisher	35,000,000
1997 KOTK	From EXCL to Jacor	8,300,000
1997 KINK-F	From EXCL to ARS	Trade
1997 KKSJ	From Heritage to Sinclair TV	3,800,000
1997 KKRH-F	From Heritage to Sinclair TV	20,000,000
1997 KKSJ-F	From Heritage to Sinclair TV	33,500,000
1997 KKEY		345,000
1997 KBBT-F	From ARS to CBS	22,000,000
1997 KINK-F	From ARS to CBS	34,000,000
1997 KKJZ-F	From ARS to CBS	24,000,000
1997 KUFO-F	From ARS to CBS	43,000,000

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