

RENO

| | 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 | 2.4 | -- | -- | -- | -- | -- | -- | -- | 16.9 % | 31.3 % | -- | -- | -- | 1976 |
| 1977 | 2.8 | 16.7 % | -- | -- | -- | -- | -- | -- | 15.1 | 35.3 | 12 | -- | -- | 1977 |
| 1978 | 3.5 | NM | -- | -- | -- | -- | -- | -- | 16.3 | 44.6 | 12 | -- | -- | 1978 |
| 1979 | 4.8 | 37.1 | -- | -- | -- | -- | -- | -- | 15.2 | 49.7 | 12 | -- | -- | 1979 |
| 1980 | 4.6 | -4.2 | -- | -- | -- | -- | -- | -- | 15.8 | 42.7 | 12 | -- | -- | 1980 |
| 1981 | 5.6 | 21.7 | .202 | 27.72 | 1.6 | .0032 | -- | -- | 16.8 | 51.4 | 13 | -- | -- | 1981 |
| 1982 | 6.7 | 19.6 | .207 | 32.37 | 1.7 | .0035 | -- | -- | 17.7 | 54.1 | 13 | -- | -- | 1982 |
| 1983 | 7.8 | 16.4 | .213 | 36.62 | 1.8 | .0037 | .072 | -- | 17.4 | 55.3 | 14 | 12 | -- | 1983 |
| 1984 | 9.1 | 16.7 | .215 | 37.12 | 1.9 | .0042 | .096 | KOZZ-F 1.4 | 18.0 | 58.8 | 16 | 14 | -- | 1984 |
| 1985 | 9.9 | 8.8 | .217 | 38.50 | 2.0 | .0046 | .110 | KOZZ A/F 1.8 | 19.4 | 70.8 | 17 | 15 | -- | 1985 |
| 1986 | 8.7 | 12.1 | .221 | 36.25 | 2.3 | .0038 | .117 | KOZZ A/F 2.0 | 17.6 | 66.2 | 17 | 15 | -- | 1986 |
| 1987 | 9.2 | 5.7 | .248 | 37.10 | 2.2 | .0040 | .102 | KOZZ A/F 2.0 | 17.0 | 75.4 | 18 | 15 | 7.8 | 1987 |
| 1988 | 10.2 | 10.9 | .253 | 40.32 | 2.3 | .0043 | .113 | KOZZ A/F 2.0 | 16.4 | 80.7 | 18 | 14 | 10.1 | 1988 |
| 1989 | 10.0 | -2.0 | .255 | 39.22 | 2.4 | .0041 | .113 | KOZZ A/F 2.0 | 18.1 | 80.7 | 17 | 15 | 11.7 | 1989 |
| 1990 | 9.6 | -4.0 | .260 | 36.92 | 2.6 | .0037 | .103 | KOZZ A/F 2.0 | 17.6 | 78.9 | 18 | 15 | 7.6 | 1990 |
| 1991 | 8.7 | -9.4 | .265 | 32.83 | 2.8 | .0031 | .098 | KWNZ-F 1.4 | 18.0 | 79.8 | 20 | 15 | 11.3 | 1991 |
| 1992 | 9.5 | 9.0 | .270 | 35.19 | 2.7 | .0035 | .109 | KWNZ-F 1.6 | 17.0 | 79.0 | 19 | 14 | 12.8 | 1992 |
| 1993 | 10.3 | 7.9 | .270 | 38.15 | 3.1 | .0033 | .117 | KBUL-F 1.7 | 17.4 | 76.8 | 19 | 15 | 11.2 | 1993 |
| 1994 | 11.4 | 10.6 | .280 | 40.71 | 3.4 | .0034 | .131 | KBUL-F 2.5 | 16.9 | 81.0 | 19 | 15 | 12.9 | 1994 |
| 1995 | 12.0 | 4.9 | .299 | 40.14 | 3.5 | .0034 | .144 | KBUL-F 2.3 | 16.5 | 81.9 | 18 | 15.5 | 13.4 | 1995 |
| 1995 | 14.0 | 16.6 | .303 | 46.20 | 3.8 | .0037 | .158 | KBUL-F 2.4 | 16.6 | 75.2 | 23 | 14 | 11.6 | 1996 |
| 1997 | 15.0 | 7.1 | .312 | 48.08 | 4.0 | .0038 | .166 | KBUL-F 2.6 | 15.9 | 76.3 | 21 | 15.5 | 9.0 | 1997 |
| 1998 | 17.8 | 18.6 | .319 | 55.79 | 4.3 | .0042 | .193 | KBUL-F 3.5 | 17.2 | 79.4 | 22 | 15 | 8.7 | 1998 |
| 1999 | 19.6 | 9.2 | .318 | 61.64 | 4.5 | .0044 | .214 | KBUL-F 3.3 | 16.5 | 83.9 | 21 | 15 | 8.5 | 1999 |
| 2000 | 22.1 | 12.8 | .333 | 66.37 | 4.8 | .0046 | .242 | KBUL-F 3.5 | 15.3 | 80.8 | 23 | 15.5 | 8.4 | 2000 |
| 2001 | 22.4 | 1.4 | .346 | 64.74 | 5.0 | .0045 | .246 | KKOH 2.4 | 15.6 | 85.0 | 25 | 15.5 | 9.1 | 2001 |
| 2002 | 23.6 | 5.4 | .352 | 67.04 | 5.3 | .0044 | .263 | KRNO-F 2.4 | 14.2 | 79.4 | 26 | -- | 10.3 | 2002 |
| 2003 | 24.6 | 4.2 | .363 | 67.77 | 5.5 | .0045 | .291 | KKOH 2.6 | 14.5 | 77.1 | 26 | 18.5 | 10.6 | 2003 |

MAJOR STATIONS - JANUARY 2004

| | | | | | | | | | |
|---------------|-------|-----------------|--------------|------------|---------------|-------|----------------|--------------|-------------|
| KBZZ | 1270 | 13KW/5KW (DA-N) | Talk | Americom | KNHK-F | 92.9 | 45KW@2654 | Classic Hits | Citadel |
| KHIT | 1450 | 1KW | Country Old. | Lotus | KODS-F | 103.7 | 6KW@2985 | Oldies | Americom |
| KKOH | 780 | 50KW (DA-2) | Talk | Citadel | KOZZ-F | 105.7 | 25KW@2929 | Classic AOR | Lotus |
| KPLY | 1230 | 0.8KW | Sports | Americom | KRNO-F | 106.9 | 35KW@2989 | Soft AC | Americom |
| KPTT | 630 | 5KW/1KW (DA-N) | Sports | Lotus | KRNV-F | 101.7 | 11KW@492 (DA) | Hispanic | Entravision |
| KXEQ | 1340 | 1KW | Hispanic | | KRZQ-F | 100.9 | 6KW@203 | AOR | Next Media |
| | | | | | | | | | |
| KBUL-F | 98.1 | 74KW@2293 | Country | Citadel | KSRN-F | 107.7 | 0.2KW@2867 | Standards | Next Media |
| KDOT-F | 104.5 | 25KW@2925 | AOR | Lotus | KTHX-F | 100.1 | 12KW@2162 | AOR-Prog. | Next Media |
| KHXR-F | 94.5 | 12KW@459 | Country | Lotus | KWNZ-F | 97.3 | 87KW@2112 | CHR/Dance | Americom |
| KJZS-F | 92.1 | 4KW@391 | Jazz | Next Media | KWYL-F | 102.9 | 39KW@2926 | CHR | Citadel |
| KNEV-F | 95.9 | 60KW@2280 | CHR | Citadel | KYWD-F | 93.7 | 3.6KW@423 (DA) | CHR/Dance | |
| | | | | | KLCA-F | 96.5 | 6KW@2963 | AOR-Prog. | Americom |

FORMAT SHARES (%)

| | 77 | 80 | 82 | 84 | 87 | 90 | 92 | 95 | 98 | 2000 | | |
|---------------------|----|----|----|------------------|----------|----------|----------|----------|--------------|---------|----------|--------|
| CHR/AOR | 39 | 43 | 31 | CHR AOR/CL | 17 13 | 19 20 | 14 21 | 10 30 | 8 27 | 7 23 | 8 22 | |
| MOR/AC | 32 | 21 | 22 | MOR/FS AC/OLD | 14 27 | 6 17 | -- 26 | 17 | AC OLDIES | 9 9 | 11 13 | 9 9 |
| COUNTRY | 8 | 17 | 15 | | 16 | 18 | 18 | 21 | | | | |
| BTF/EZ/SAC | -- | 16 | 22 | | 6 | 13 | 6 | | | | | |
| NEWS/TALK | 12 | -- | 10 | | 6 | 7 | 8 | 11 | | | | |
| SPORTS | | | | | | | | | | | | |
| BLACK/URBAN | | | | | -- | -- | -- | | | | | |
| SMOOTH JAZZ | | | | | | | | | | | | 4 |
| STANDARDS | | | | | -- | -- | 2 | 6 | | | | 3 |
| HISPANIC | | | | | | | | | 9 | 7 | | 7 |
| RELIG/GOSPEL | | | | | | | | | 1 | 2 | | |
| CLASSICAL | -- | 3 | -- | | -- | -- | 4 | | | | | |

STATION NOTES

(Major call letter and format changes)

| | |
|---------------|---|
| KKOH | KCRL until 82; KROW until 94; EZ/Classical until 82; AC until 84; Country until 94 |
| KPLY | KRNO for a time in 89-90; KCBN until 00; CHR until 85; AC or Oldies until 91; News until 92; Standards until 00 |
| KODS-F | KHTZ until 88; CHR until 88 |
| KBUL-F | KNSS until 87 |
| KRZQ-F | KROI until 90; KKMR until 93; KNDE until 95; AC until 88; Jazz until 90; Classic AOR until 93; AC until 95; KQNV until 97; Oldies-70's until 96; Country until 97 |
| KHIT | Country until 94; Briefly Standards in 89-90; KONE until 94; KOZZ until mid-90's; AOR until mid-90's |
| KTHX-F | KLKT until 90; KZAK until 97 |
| KRNV-F | KSXY until 90; KTHX until 93; AC until 90; AOR until 96; News until 00 |
| KDOT-F | KSRN until 87; KIIQ until 90; KHIT until 96; EZ or Standards until 87; Country until 96 |
| KHXR-F | 94.7 until 97; KIZS until 94; KTHX until 01; AOR until 01 |
| KJZS-F | KSRN until 00; Standards until 00 |
| KOZZ-F | KGLR until 79 |
| KPTT | KOH until 94; KHIT until 98; News/Talk until 94; Country until 98 |
| KWNZ-F | KKBC until 84; CHR until 81; Country until 84 |
| KRNO-F | CHR to AC by 82; Soft AC by 88; Became AC by mid-90's |
| KIHM | KOLO until 87; KQLO until ---; MOR until 84; Country until 90; Standards until about 98; Hispanic until --- |
| KXEQ | KBET until 87; KRCV until 95; Country until 82; MOR until 87; Religion until 95 |
| KBZZ | KROI until 84; KORY until 85; KPLY until 01; Became Talk in 91 |
| KNEV-F | EZ until early 90's; Soft AC until 96 |
| KLCA-F | KRZQ until 97; AOR until about 97 |
| KSRN-F | KBCH until 96; KHWG until 00; Country until 00 |
| KNHK-F | KZSR until 96 |
| KWYD-F | KATG until 00; KGVN until 01; Country until 00; Black Oldies until 01; KNVQ until 03 |

RENO

MAJOR STATION TRANSACTIONS: 1970 to 2003

| | | \$ | |
|---------------------------------|--|------------------------------|--|
| 1971 KCBN | | 149,000 | |
| 1975 KDZZ-F | | 160,000 | |
| 1980 KNEV-F | Sold to McClatchy | 700,000 | |
| 1981 KROW | | 2,000,000 | |
| 1982 KCBN, KRNO-F | Sold to Roth | 3,775,000 | |
| 1982 KPTL, KMNZ-F (Carson City) | Sold to Woodward | 2,050,000 | |
| 1982 KOH, KNEV-F | From McClatchy to John Price | N/A | |
| 1982 KOH | Sold by John Price | 950,000 | |
| 1984 KPTL, KWNZ-F | From Woodward to Constant | 2,100,000 | |
| 1985 KSRN A/F | Sold to Olympic | 2,110,000 | |
| 1986 KNSS-F | Sold to TM | 2,500,000 | |
| 1987 KOLO | From Donrey to Constant | 800,000 | |
| 1987 KBET | Sold to Trenner | 800,000 (E) | |
| 1988 KBUL-F | From TM to Marathon | N/A | |
| 1988 KIIQ, KHIT | Sold by Olympia to Kagan | 2,500,000 | |
| 1989 KQLO, KWNZ-F | From Constant to Pacific Tele. | N/A | |
| 1989 KNIS-F (Carson City) | | 1,500,000 | |
| 1990 KRNO A/F | Sold by Roth | 2,300,000 | |
| 1990 KBUL-F (Carson City) | From Marathon to Johns | 2,000,000 (cancelled) | |
| 1990 KOH/KTHX-F | | 2,000,000 | |
| 1990 KZAK-F (Incline Village) | | 1,333,333 | |
| 1991 KHIT, KIIQ-F | From P. Kagan to Radio Assoc. | 1,000,000 | |
| 1991 KBUL-F | Sold to Citadel | 1,300,000 | |
| 1991 KROW, KNEV-F | From John Price to Citadel | 1,300,000 | |
| 1992 KBUL-F | Sold to Citadel | 1,300,000 | |
| 1992 KNEV | Sold by John Price | 300,000 | |
| 1993 KHIT A/F | From Radio Assoc. to Lotus | 750,000 | |
| 1993 KPLY, KKMR-F (Sparks) | Sold to owners of KZAK | 750,000 | |
| 1993 KNEV-F | Sold to Citadel | 500,000 | |
| 1993 KRZQ-F (Tahoe) | Sold by Texas Commerce Bank | 850,000 | |
| 1994 KRNV-F | Sold to owner of KRNV-F | 600,000 | |
| 1995 KWNZ-F | From PTI to KRNO owner | 1,040,000 | |
| 1995 KQLO | Sold by Pacific Telecom | 325,000 | |
| 1995 KRCV | Sold to Lotus | 235,000 | |
| 1995 KCBN, KRNO-F, KWNZ-F | Sold to Patterson | 4,100,000 | |
| 1995 KRZQ-F | Sold to Americom | 1,225,000 | |
| 1995 KZSR-F (92.9) | | 350,000 | |
| 1996 KPLY, KQNV-F, KZAK-F | Sold to Americom | 1,900,000 | |
| 1996 KSRN-F (Sparks) | | 480,000 | |
| 1996 KTHX-F (Carson City) | To Susquehanna for Sacramento move-in | 15,000,000 | |
| 1996 KZSR-F (92.9) | Sold to Citadel | 1,300,000 | |
| 1997 KCBN | From Patterson to Capstar | 700,000 | |
| 1997 KRNO-F | From Patterson to Capstar | 3,900,000 | |
| 1997 KWNZ-F | From Patterson to Capstar | 4,800,000 | |
| 1998 KCBN, KRNO-F, KWNZ-F | From Capstar to Americom | Americom's Fresno properties | |
| WWWX-FM | | | |
| 1998 KTHX-F/KRZQ-F | From Americom to Salt (Seidenstricker) | 2,700,000 | |
| 1998 KSRN-F | Sold to Boyd | 2,500,000 | |
| 1998 KHWG-F | Sold to Boyd | 1,500,000 | |
| 1999 KRZQ-F, KTHX-F | From Salt to Next Media | 7,000,000 | |
| 1999 | All Capstar stations ended up with Clear Channel | --- | |
| 1999 KRNV-F | From Sunbelt to EXCL to Entravision | 14,000,000 | |
| 2000 KHWG-F, KSRN-F | Sold to Nextmedia | 4,500,000 | |
| 2000 KPTL, KZZF-F | Sold to Silverado | --- | |
| 2003 KNVQ-F (S. Lake Tahoe) | From Silverado to Citadel | 5,500,000 (E) | |
| 2003 KNKH-F | | 4,250,000 | |
| 2003 KSRN-F | Sold to Lazer | NA | |

RENO

HIGHEST BILLING STATIONS

| <u>1984</u> | | <u>1985</u> | | <u>1986</u> | | <u>1987</u> | | <u>1988</u> | | <u>1989</u> | |
|-----------------|-----|-------------|------|-------------|-----|---------------|-----|---------------|-----|---------------|-----|
| 1 KOZZ-F | 1.4 | ONE/OZZ | 1.8 | ONE/OZZ | 2.0 | Not Available | | Not Available | | Not Available | |
| 2 KRNO-F | 1.2 | CBN/RNO | 1.5 | CBN/RNO | 1.7 | | | | | | |
| 3 KONE | 0.7 | ROW/NEV | 0.9 | KOH/SXY | 1.0 | | | | | | |
| 4 KOH | 0.7 | KHTX-F | 0.8 | ROW/NEV | 0.9 | | | | | | |
| 5 KOLO | 0.7 | KOLO | 0.7 | KWNZ-F | 0.8 | | | | | | |
| 6 KSRN-F | 0.6 | | | KHTZ-F | 0.7 | | | | | | |
| 7 KHTX-F | 0.6 | | | | | | | | | | |
| 8 KROW | 0.5 | | | | | | | | | | |
| 9 | | | | | | | | | | | |
| 10 | | | | | | | | | | | |
| <u>1990</u> | | <u>1991</u> | | <u>1992</u> | | <u>1993</u> | | <u>1994</u> | | <u>1995</u> | |
| 1 Not Available | | KWNZ-F | 1.4 | KWNZ-F | 1.6 | KBUL-F | 1.7 | KBUL-F | 2.5 | KBUL-F | 2.3 |
| 2 | | KOZZ-F | 1.2 | KOH | 1.3 | KOZZ-F | 1.6 | KOZZ-F | 1.8 | KOZZ AF | 1.9 |
| 3 | | KOH | 1.1 | KOZZ-F | 1.2 | KRNO-F | 1.3 | KWNZ-F | 1.5 | KKOH | 1.5 |
| 4 | | KRNO-F | 1.05 | KBUL-F | 1.1 | KWNZ-F | 1.3 | KKOH | 1.4 | KWNZ-F | 1.3 |
| 5 | | KODS-F | 1.0 | KODS-F | 1.0 | KODS-F | 1.1 | KODS-F | 1.1 | KODS-F | 1.2 |
| 6 | | KBUL-F | 1.6 | KRNO-F | 1.0 | KOH | 1.0 | KNEV-F | 1.1 | KRNO-F | 0.9 |
| 7 | | | | | | KNEV-F | 0.8 | | | | |
| 8 | | | | | | | | | | | |
| 9 | | | | | | | | | | | |
| 10 | | | | | | | | | | | |
| 11 | | | | | | | | | | | |
| <u>1996</u> | | <u>1997</u> | | <u>1998</u> | | <u>1999</u> | | <u>2000</u> | | <u>2001</u> | |
| 1 KBUL-F | 2.4 | KBUL-F | 2.6 | KBUL-F | 3.5 | KBUL-F | 3.3 | KBUL-F | 3.5 | KKOH | 2.4 |
| 2 KOZZ AF | 2.0 | KKOH | 2.2 | KKOH | 2.2 | KKOH | 2.3 | KKOH | 3.0 | KBUL-F | 2.3 |
| 3 KKOH | 1.6 | KOZZ-F | 1.6 | KOZZ-F | 1.8 | KOZZ-F | 2.3 | KRNO-F | 2.6 | KRNO-F | 2.2 |
| 4 KODS-F | 1.3 | KODS-F | 1.4 | KODS-F | 1.5 | KDOT-F | 1.8 | KOZZ-F | 2.4 | KOZZ-F | 2.0 |
| 5 KWNZ-F | 1.2 | KRNO-F | 1.1 | KRNO-F | 1.1 | KRNO-F | 1.4 | KDOT-F | 2.0 | KDOT-F | 1.8 |
| 6 KRNO-F | 1.0 | KNEV-F | 1.0 | KNEV-F | 1.1 | KODS-F | 1.4 | KODS-F | 1.5 | KODS-F | 1.7 |
| 7 KNEV-F | 0.8 | KWNZ-F | 0.9 | KNHK-F | 1.0 | KNEV-F | 1.1 | KWNZ-F | 1.3 | KWNZ-F | 1.6 |
| 8 KDOT-F | 0.6 | KDOT-F | 0.8 | KDOT-F | 1.0 | KRZQ-F | 1.0 | KNEV-F | 1.2 | KTHX-F | 1.3 |
| 9 KRZQ-F | 0.6 | KRZQ-F | 0.7 | KTHX-F | 1.0 | KLCA-F | 1.0 | KRZQ-F | 1.0 | KHXR-F | 1.2 |
| 10 KTHX-F | 0.5 | KTHX-F | 0.6 | KRZQ-F | 0.9 | KWZNZ-F | 0.9 | KLCA-F | 0.9 | KRZQ-F | 0.8 |
| 11 | | | | | | | | | | KNEV-F | 0.8 |
| | | | | | | | | | | KRNV-F | 0.8 |
| <u>2002</u> | | <u>2003</u> | | | | | | | | | |
| 1 KRNO-F | 2.4 | KKOH | 2.6 | | | | | | | | |
| 2 KKOH | 2.4 | KOZZ-F | 2.5 | | | | | | | | |
| 3 KOZZ-RF | 2.4 | KTHX-F | 2.3 | | | | | | | | |
| 4 KBUL-F | 2.1 | KRNO-F | 2.1 | | | | | | | | |
| 5 KTHX-F | 1.9 | KBUL-F | 1.9 | | | | | | | | |
| 6 KDOT-F | 1.5 | KDOT-F | 1.6 | | | | | | | | |
| 7 KODS-F | 1.3 | KLCA-F | 1.3 | | | | | | | | |
| 8 KLCA-F | 1.1 | KODS-F | 1.2 | | | | | | | | |
| 9 KNEV-F | 1.1 | KRZQ-F | 1.2 | | | | | | | | |
| 10 KRVN-F | 1.0 | KNEV-F | 1.1 | | | | | | | | |
| 11 KHXR-F | 1.0 | KRVN-F | 1.0 | | | | | | | | |
| | | KHXR-F | 1.0 | | | | | | | | |

HIGHEST BILLING RADIO ENTITIES

| <u>1994</u> | | <u>1995</u> | | <u>1996</u> | |
|---------------|---------------|--|---------------|---------------|---------------|
| 1 Citadel | \$ 5.0 (43.9) | 1 Citadel | \$ 4.4 (35.2) | 1 Citadel | \$ 4.9 (35.0) |
| 2 Lotus | 2.6 (22.8) | 2 Lotus | 2.4 (19.4) | 2 Lotus | 2.9 (20.4) |
| | | 3 Patterson | 2.2 (17.6) | 3 Americom | 2.8 (20.0) |
| | | 4 Americom | 1.4 (11.2) | 4 Patterson | 2.4 (17.1) |
| | | 5 KZAK,KQNV | 0.9 (7.2) | | |
| <u>1997</u> | | <u>1998</u> | | <u>1999</u> | |
| 1 Citadel | \$ 6.0 (39.8) | 1 Citadel | \$ 7.7 (43.1) | 1 Citadel | \$ 7.6 (38.5) |
| 2 Americom | 4.2 (28.0) | 2 Americom | 4.4 (24.7) | 2 Americom | 5.2 (26.3) |
| 3 Lotus | 2.4 (15.8) | 3 Lotus | 2.8 (15.6) | 3 Lotus | 4.4 (22.4) |
| 4 KRZQ,KTHX | 1.3 (8.7) | 4 KRZQ,KTHX | 1.9 (10.7) | 4 Next Media | 2.3 (11.5) |
| <u>2000</u> | | <u>2001</u> | | <u>2002</u> | |
| 1 Citadel | \$ 8.4 (37.8) | 1 Americom | \$ 6.5 (29.1) | 1 Citadel | \$ 6.0 |
| 2 Americom | 6.7 (30.4) | 2 Citadel | 6.0 (26.9) | 2 Americom | 6.0 |
| 3 Lotus | 4.4 (19.9) | 3 Lotus | 5.3 (23.7) | 3 Lotus | 5.2 |
| 4 Next Media | 2.3 (10.6) | 4 Next Media | 3.0 (13.3) | 4 Next Media | 4.0 |
| | | | | 5 Entervision | 1.0 |
| <u>2003</u> | | | | | |
| 1 Citadel | \$ 6.2 | All 2002 and 2003 financial data is provided by BIA Financial. | | | |
| 2 Americom | 5.7 | | | | |
| 3 Lotus | 5.4 | | | | |
| 4 Next Media | 4.6 | | | | |
| 5 Entervision | 1.0 | | | | |

DUNCAN'S COMMENTS:

Reno is Las Vegas light...very light. Radio revenues have grown at an above average rate for small markets. However, the number of viable stations is now growing at such a fast clip that it will be many years before this market is able to assimilate all of the new stations. By the time you read this there will be over 20 viable stations in Reno. That is about the same number of viables as in Sacramento.

KKOH is not a heritage radio station as of yet. If the trend of the last decade continues it will become a heritage station. Other stations of note in Reno are KRNO and KBUL.