

SALINAS-MONTEREY-SANTA CRUZ

	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	2.8	--	--	--	--	--	--	--	16.3 %	28.1 %	--	--	--	1976
1977	2.9	3.6 %	--	--	--	--	--	--	15.4	43.9	21	--	--	1977
1978	3.6	24.1	--	--	--	--	--	--	14.6	48.1	23	--	--	1978
1979	3.9	8.3	--	--	--	--	--	--	16.8	54.0	20	--	--	1979
1980	5.2	33.3	--	--	--	--	--	--	16.1	52.0	21	--	--	1980
1981	5.5	5.8	.309	17.80	1.4	.0024	--	--	16.4	59.0	27	--	--	1981
1982	6.1	9.1	.317	19.24	1.5	.0026	--	--	16.6	56.4	30	--	--	1982
1983	7.0	14.8	.322	21.74	1.6	.0029	.112	--	18.1	55.6	28	13	--	1983
1984	7.8	11.4	.325	24.00	1.7	.0030	.158	KWAV-F 1.4	18.3	63.1	25	12	--	1984
1985	8.7	11.5	.333	26.05	1.9	.0031	.165	KDON A/F 1.7	17.1	66.9	26	12	--	1985
1986	10.1	16.1	.540	18.00	3.1	.0032	.200	KWAV-F 1.7	17.2	72.5	26	12	--	1986
1987	11.0	8.9	.578	19.03	3.4	.0033	.223	KWAV-F 1.8	18.2	68.1	32	13	11.7	1987
1988	11.5	4.5	.586	19.62	3.5	.0033	.211	KWAV-F 1.7	17.2	62.9	35	12.5	11.4	1988
1989	12.4	7.8	.594	20.88	4.0	.0031	.243	KWAV-F 1.8	17.6	73.0	34	12	6.3	1989
1990	12.6	1.6	.596	21.14	4.3	.0029	.211	KDON A/F 1.9	17.6	73.0	37	11	15.9	1990
1991	11.9	-5.6	.605	19.67	4.5	.0026	.225	KDON A/F 2.0	16.7	68.6	33	12	18.1	1991
1992	12.0	0.8	.606	19.80	4.4	.0027	.200	KDON A/F 2.1	18.2	69.5	38	13	16.3	1992
1993	12.4	3.3	.612	20.26	4.8	.0026	.206	KTOM A/F 2.2	17.5	70.7	32	14	16.8	1993
1994	13.0	4.8	.617	21.07	4.7	.0028	.239	KTOM A/F 2.3	16.4	72.1	32	15	8.5	1994
1995	13.6	4.6	.619	21.97	4.8	.0028	.249	KWAV-F 2.0	16.1	70.1	35	15.5	17.2	1995
1996	14.0	3.0	.599	23.37	5.0	.0028	.228	KTOM A/F 1.9	16.2	70.7	36	16	13.4	1996
1997	14.8	5.5	.608	24.34	5.1	.0029	.230	KTOM A/F 2.1	16.6	71.2	42	16	11.1	1997
1998	16.6	12.2	.636	26.10	5.4	.0031	.255	KTOM A/F 2.2	16.8	72.9	40	16	13.0	1998
1999	17.5	5.1	.646	27.08	5.7	.0031	.283	KTOM-F 2.1	15.8	77.9	39	18	15.0	1999
2000	21.4	22.3	.659	32.47	7.2	.0030	.351	KWAV-F 2.3	15.9	78.3	46	18.5	13.7	2000
2001	21.6	0.9	.663	32.58	8.3	.0026	.358	KDON-F 2.5	15.3	78.2	43	19	15.0	2001
2002	20.2	NM	.671	33.22	8.5	.0024	.302	KTOM-F 2.6	14.7	74.8	38	--	15.8	2002
2003	19.4	-4.0	.683	28.40	8.9	.0022	.298	KWAV-F 2.4	14.8	81.3	44	21.5	15.8	2003

NOTE: Santa Cruz added to the Metro in 1986.

MAJOR STATIONS - JANUARY 2004

KDBV	980	10KW (DA-2)	Hispanic		KHDV-F	93.9	5KW@703	Hispanic	
KIDD	630	1KW (DA-2)	Standards	Buckley	KHIP-F	104.3	2.6KW@509	Classic AOR	
KION	1460	10KW (DA-1)	News/Talk	Clear Channel	KLOK-F	99.5	30KW@640	Hispanic	Entravision
KMBX	700	2.5KW/0.7KW	Hispanic	Entravision	KMBY-F	103.9	1.5KW@659	AOR	
KSCO	1080	10KW/5KW (DA-N)	Talk		KOCN-F	105.1	4KW@789	Urban Oldies	Clear Channel
KTGE	1570	5KW/0.5KW (DA-2)	Hispanic		KPIG-F	107.5	5.4KW@338	AOR-Prog.	
KTOM	1380	5KW (DA-2)	Sports	Clear Channel	KPRC-F	100.7	18KW@2385	Hispanic	Clear Channel
KYAA	1200	25KW/10KW (DA-N)	Oldies		KRAY-F	103.5	2.5KW@512	Hispanic	
					KSEA-F	107.9	0.9KW@1637	Hispanic	
					KSES-F	107.1	1.9KW@587	Hispanic	Entravision
KBOQ-F	95.5	1.7KW@629	Classical		KSQL-F	99.1	1.1KW@2608 (DA)	Hispanic	Univision
KBTU-F	93.5	0.1KW@2297	Black		KWAV-F	96.9	18KW@2450	AC	Buckley
KCDU-F	101.7	2.4KW@528	AC/CHR		KTOM-F	92.7	7KW@600	Country	Clear Channel
KDON-F	102.5	19KW@2270	CHR/Dance	Clear Channel					
KEBV-F	97.9	3KW@479	CHR/Hispanic						

SALINAS-MONTEREY-SANTA CRUZ

FORMAT SHARES (%)

MAJOR STATION TRANSACTIONS: 1970 to 2003

	77	80	82	84	87	90	92	95	98	2000
CHR/AOR	29	34	38	22	21	21	13	12	10	12
				CHR			13	15	11	11
				AOR/CL	8	8	10			
MOR/AC	15	9	9	MOR/FS	4	3	3	--	2	See Talk
				AC/OLD	13	14	16	8	AC	6
								OLDIES	12	9
									4	8
									7	6
										11
COUNTRY	14	11	11	12	10	11	11			
BTF/LEZ/SAC	23	24	12	8	8	7				
							SOFT AC	12	7	2
										1
NEWS/TALK	10	14	11	12	13	11	16	15	15	13
SPORTS									3	2
BLACK/URBAN	3	2	4	1	--	--				1
SMOOTH JAZZ				--	3	3	2	2	3	
STANDARDS				5	4	2	2	4	3	4
HISPANIC	6	7	8	13	9	9	17	19	22	27
RELIG/GOSPEL				--	3	1	1	1	1	
CLASSICAL	--	--	3	2	5	5	5	5	5	5

1972 KIDD	Sold to Walton	\$	553,000
1973 KTOM			400,000
1973 KDON			450,000
1975 KWAV-F			450,000
1977 KCTY, KRAY-F			605,000
1977 KMST-F			370,000
1977 KMBY-F			225,000
1977 KTOM-F			400,000
1980 KWAV-F	Sold to Buckley		700,000
1981 KRML			500,000
1981 KMBY-F			500,000
1981 KESE			650,000
1981 KWST-F	Bought by Walton		550,000
1982 KTOM, KTOM-F	Sold to Community Pacific		N/A
1982 KDON A/F	Sold to Grace		3,300,000
1985 KBOQ-F	Sold to Compass		2,100,000
1985 KMBY-F			1,110,000
1986 KXES			400,000
1986 KDON A/F	From Grace to Henry		5,000,000
1987 KXDC A/F	From Walton to Woods		1,600,000
1987 KBOQ-F			2,980,000
1987 KNZS, KMBY-F			4,200,000 (never closed)
1988 KMF0, KMBY-F	Sold to Frankhouser		2,850,000
1988 KXDC A/F	Sold by Woods		2,650,000
1989 KNZS, KMBY-F	From Frankhouser to Adams		3,600,000
1990 KTOM A/F	From Comm. Pacific to Magic		6,250,000
1990 KNRY			400,000
1990 KSCO	Sold by Fuller-Jeffrey		600,000
1991 KXDC A/F			1,100,000
1991 KNRY			425,000
1993 KBOQ-F	Sold to Henry		1,000,000
1993 KIEL, KKL-F			840,000
1993 KMBY A/F	Turned over to AT&T Finance		N/A
1994 KXDC-F	Sold to KMXZ-F owner		800,000
1994 KIDD	Sold to Buckley		200,000
1994 CP 99.5	From Mt. Wilson to KSUR owner		925,000
1995 KMBY (Capitola)	Sold by AT&T Finance		425,000
1995 KPIG-F (Freedom)			1,000,000
1995 KXDC, KAXT-F	Sold to KPIG-F owner		2,500,000
1995 KIEZ			375,000
1996 KMBY-F			525,000
1996 FM CP	Sold to KCTY, KRAY-F owner		295,000
1997 KDON A/F, KRQC-F	From Henry to Lartigue		8,250,000
1997 KOMY	Sold to KSCO owner		---
1997 KCDU-F, KPIG-F, KXDC-F	Sold to New Wave		5,300,000
1997 KOCN-F	Sold to Lartigue		6,500,000
1997 KTOM A/F	From Magic to Lartigue		8,000,000
1997	All Lartigue stations sold to Clear Channel		23,200,000
1997 KMBY-F	Sold to New Wave		1,850,000
1998 KIEZ	Sold to KNRY owner		300,000
1998 KTGE, KLFA-F	Sold to Z-Spanish		1,600,000
1999 KCTY, KLXM-F, KRAY-F	Sold to Z-Spanish		4,500,000
1999 KLUE-F	From ARS to CBS to Z-Spanish		315,000
2000 KIEZ	Sold to Rodriguez		700,000
2000 KLOK-F, KSES A/F	From EXCL to Entravision		---
2000 KCTY, KHMZ-F, KHNZ-F	From Z-Spanish to Entravision		---
KRAY-F, KTGE, KZSL-F			
2001 KCTY, KTGE	Placed in Trust		---
2001 KIEZ			1,025,000
2001 KCTY, KHMZ-F, KHNZ-F	Sold to Wclfhouse		---
KRAY-F, KTGE, KZSL-F			
2001 KBTU-F, KCDU-F, KHIP-F	From New Wave to Mapleton		10,250,000
KMBY-F, KPIG-F			
2002 KTEE-F	Sold to Mapleton		1,850,000
2004 KRML			750,000
2004 KEBV-F			2,500,000

STATION NOTES

(Major call letter and format changes)

KSES-F	KOKQ until 81; KMBY until 94; KVRG until 99; AC until 83(?); AOR until 94
KMBY-F	KRAY until 93; KISE until 00; KTEE until 01; CHR until 83; Hispanic until 93; CHR until 00; AOR until 01
KCDU-F	KLRB until 83; KWST until 87; KXDC until 94; CHR until 83; AOR until 85; Country until 87; EZ until 90; Jazz until 94; KAXT until 95; AOR until 95; KXDC again until 00; Jazz until 00
KIDD	KIDD until 87; KXDC until 93; MOR until 79; AC until late 80's; Jazz until 93
KNRY	KMBY until 79; KESE until 82; CHR until 83; Oldies until ---
KION	KDON until 88; KZXR until ---; CHR until 80; Country until 83; Standards until 88; Hispanic until 89; AOR until ---
KHDV-F	KLFA until 99; KZSL until about 02
KOCN-F	AC until 94; Soft AC until about 96; Oldies until 01; Moved from 104.9 to 105.1 in 95
KMBX	KVRG until about 01
KWAV-F	EZ until 80; CHR until 83
KDON-F	KSBW until 77
KPRC-F	KWYT until 84; KTOM until 03; EZ until 84; Country until 03
KBTU-F	KHIP until 92; KMXZ until 96; Religion until 87; Classic AOR until 89; Oldies until 92; AC/CHR until 96; KCDU until 00; AOR until 97; AC until 00
KTGE	KXES until 87
KTOM	Country until 97; Sports until 99; Country again until 01
KDBV	KCTY until ---
KTOM-F	KBOQ until 93; KRQC until 99; Classical until 93; AOR until 94; Oldies-70's until 99; KMJO until 03; AOR until 03
KPIG-F	Country until 93
KHIP-F	KKLF until 94; KMBY until 01; Hispanic until 94; AOR until about 99
KLOK-F	KQKE until 94; Soft AC until 94
KSQL-F	KDBQ until 94; KZOL until about 02; Black until 96

SALINAS - MONTEREY - SANTA CRUZ

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KWAV-F	1.4	KDON AF	1.7	KWAV-F	1.7	KWAV-F	1.8	KWAV-F	1.7	KWAV-F	1.8
2 KDON-F	1.4	KWAV-F	1.5	KDON AF	1.6	KTOM AF	1.7	KTOM AF	1.6	KTOM AF	1.7
3 KTOM AF	1.3	KTOM AF	1.3	KTOM-F	1.2	KDON-F	1.3	KDON-F	1.3	KDON-F	1.4
4		KBOQ-F	0.7	KMBY-F	0.9	KMBY-F	1.2	KLRS-F	1.1	KMBY-F	1.4
5		RAY/CTY	0.6	KBOQ-F	0.8	CTY/RAY	0.9	KMBY-F	1.1	KLRS-F	1.0
6		KMBY-F	0.6	CTY/RAY	0.7	KLRS-F	0.9	KOCN-F	1.0	KOCN-F	1.0
7				KTOM	0.5	KBOQ-F	0.8	CTY/RAY	0.9	CTY/RAY	0.9
8								KBOQ-F	0.7	KBOQ-F	0.7
9											
10											
1990		1991		1992		1993		1994		1995	
1 KDON-F	1.9	KDON-F	2.0	KDON-F	2.1	KTOM AF	2.2	KTOM AF	2.3	KWAV-F	2.0
2 KTOM-AF	1.6	KTOM-AF	1.5	KTOM-AF	1.9	KWAV-F	1.7	KWAV-F	2.0	KTOM-F	2.0
3 KWAV-F	1.6	KWAV-F	1.4	KWAV-F	1.5	KDON-F	1.5	KDON-F	1.4	KDON-F	1.3
4 KMBY-F	1.3	KMBY-F	1.1	KLFA AF	1.1	KMBY-F	1.1	KLFA AF	1.2	KOCN-F	1.1
5 KOCN-F	1.1	CTY/RAY	0.9	KRAY AF	0.9	KLFA AF	1.0	KRAY AF	0.9	KPIG-F	1.0
6 CTY/RAY	0.9	KHIP-F	0.67	KMBY AF	0.9	KRAY AF	1.0	KOCN-F	0.9	KLFA AF	0.9
7 KBOQ-F	0.7	KBOQ-F	0.65	KOCN-F	0.7	KOCN-F	0.8	KPIG-F	0.8	KRAY AF	0.7
8 KHIP-F	0.6	KOCN-F	0.6	KPIG-F	0.6	KPIG-F	0.6	KMXZ-F	0.6	KBOQ-F	0.7
9		TGE/LFA	0.6	KMXZ-F	0.6	KBOQ-F	0.6	KBOQ-F	0.6	KRQC-F	0.5
10		KXDC AF	0.4	KXDC-F	0.4						
11				KBOQ-F	0.4						
1996		1997		1998		1999		2000		2001	
1 KTOM AF	1.9	KTOM AF	2.1	KTOM AF	2.2	KTOM-F	2.1	KWAV-F	2.3	KDON-F	2.5
2 KWAV-F	1.9	KWAV-F	2.0	KWAV-F	2.0	KDON-F	2.0	KTOM-F	2.2	KWAV-F	2.4
3 KDON-F	1.5	KDON-F	1.6	KDON-F	1.7	KWAV-F	1.9	KDON-F	2.2	KTOM-F	2.1
4 KOCN-F	1.1	KOCN-F	1.2	KOCN-F	1.6	KLOK-F	1.8	KLOK-F	1.8	KLOK-F	1.9
5 KPIG-F	1.0	KPIG-F	1.0	KLOK-F	1.1	KOCN-F	1.3	KPIG-F	1.5	KPIG-F	1.6
6 KRAY AF	1.0	KRAY AF	1.0	KRAY AF	1.0	KPIG-F	1.0	KOCN-F	1.3	KTGE AF	1.1
7 KBOQ-F	0.7	KBOQ-F	0.8	KPIG-F	0.8	KZOL FF	0.9	KZOL-F	1.1	KOCN-F	1.0
8 KLFA AF	0.7	KLFA AF	0.7	KBOQ-F	0.8	KBOQ-F	0.9	KBOQ-F	1.1	KMJO-F	0.9
9 KRQC-F	0.7	KRQC-F	0.7	KLFA AF	0.8	KRAY AF	0.9	KMJO-F	1.0	KBOQ-F	0.9
10 KLOK-F	0.6	KZOL FF	0.7	KRQC-F	0.7	KMJO-F	0.6	KRAY AF	0.8	KSCO	0.5
11											
2002		2003									
1 KTOM-F	2.6	KWAV-F	2.4								
2 KWAV-F	2.6	KPIG-F	2.0								
3 KDON-F	2.2	KTOM-F	1.9								
4 KPIG-F	1.9	KTOM-F	1.8								
5 KLOK	1.4	KRAY-F	1.4								
6 KRAY-F	1.2	KOCN-F	1.3								
7 KOCN-F	1.2	KSQF-F	1.1								
8 KSQF-F	1.0	KLOK	1.1								
9 KCDU-F	0.8	KCDU-F	0.7								
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Magic - KTOM	\$ 2.3 (17.7)	1 Buckley	\$ 2.3 (16.9)	1 Henry	\$ 2.2 (15.7)
2 Buckley	2.2 (16.9)	2 Magic	2.0 (14.3)	2 Buckley	2.1 (14.9)
3 Henry	1.9 (14.6)	3 KPIG,KXDC et.al.	1.9 (14.0)	3 Magic	1.9 (13.6)
4 KTGE,KLFA	1.2 (9.2)	4 Henry	1.8 (13.2)	4 KPIG et.al.	1.6 (11.2)
		5 KOCN-F	1.1 (8.1)	5 KOCN-F	1.1 (7.5)
		6 KTGE,KLFA	0.9 (6.6)	6 KCTY,KRAY	1.0 (6.8)
1997		1998		1999	
1 Clear Channel	\$ 5.6 (37.7)	1 Clear Channel	\$ 6.1 (31.7)	1 Clear Channel	\$ 6.0 (34.3)
2 Buckley	2.2 (15.2)	2 Buckley	2.2 (13.0)	2 Buckley	2.2 (12.6)
3 New Wave	2.1 (14.3)	3 Z-Spanish	1.8 (10.6)	3 Entravision	2.0 (11.5)
4 KLXM,KRAY	1.0 (6.4)	4 New Wave	1.7 (10.3)	4 New Wave	1.8 (10.3)
5 EXCL	0.8 (5.4)	5 EXCL	1.1 (6.6)	5 Z-Spanish	1.2 (7.1)
6 KBOQ-F	0.8 (5.1)	6 KBOQ-F	0.8 (4.6)	6 Hispanic	0.9 (5.4)
				7 KBOQ-F	0.9 (5.3)
2000		2001		2002	
1 Clear Channel	\$ 6.8 (31.6)	1 Clear Channel	\$ 6.7 (31.0)	1 Clear Channel	\$ 7.0
2 New Wave	3.1 (14.7)	2 KPIG,KMBY et.al.	3.0 (13.8)	2 KPIG et.al.	4.3
3 Entravision	3.1 (14.7)	3 Buckley	2.8 (13.2)	3 Buckley	3.0
4 Buckley	2.7 (12.7)	4 Entravision	2.2 (10.3)	4 KRAY et.al.	1.9
5 Hispanic	1.1 (5.1)	5 KTGE,KRAY et.al.	1.4 (6.5)	5 Entravision	1.9
6 KBOQ-F	1.1 (5.0)	6 KBOQ-F	0.9 (4.2)		
2003					
1 Clear Channel	\$ 6.0				
2 KPIG et.al.	3.9				
3 Buckley	2.7				
4 KRAY et.al.	2.2				
5 Entravision	1.6				

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

DUNCAN'S COMMENTS:

Salinas-Monterey-Santa Cruz is one of the nation's worst radio markets. This is one of the last markets I would invest in. Simply put there are too many stations dividing up a small and slowly growing revenue pool.

KDON and KWAV have done well given the conditions. I have great respect for KBOQ. To achieve a four share in Classical music in a fractionalized market like this is quite remarkable. Also of note is KPIG for also doing well. KPIG has one of the best Internet operations of any station in the nation.