

**SAN ANTONIO
12+ METRO SHARE**

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03		
KTSA	20.5	18.8	16.2	13.7	9.8	9.9	9.8	6.9	6.2	5.5	3.7	3.1	3.2	2.6	3.8	3.8	2.9	3.5	4.4	4.7	4.2	4.5	4.9	4.8	4.0	3.5	3.4	3.5	3.3	KTSA, 550 (N/T)	
KTFM-F	-	4.0	8.5	7.1	7.4	7.9	9.8	8.2	7.7	8.9	9.5	9.7	8.8	8.9	6.9	8.1	9.2	8.7	9.0	7.9	9.5	9.4	10.3	10.0	10.1	8.8	4.4	3.9	3.8	KTFM-F, 102.7 (CHR)	
KISS-F	-	-	-	2.7	4.5	4.6	7.0	11.7	6.0	6.7	6.9	8.2	0.5	5.8	4.8	3.6	1.4	5.2	6.4	6.8	6.8	6.7	5.7	5.8	7.3	7.8	6.9	7.3	6.8	KISS-F, 99.5 (AOR)	
KKYX	9.2	7.4	7.6	7.9	8.8	6.5	7.3	6.2	5.8	6.8	4.8	3.4	3.5	3.4	5.0	4.3	4.3	3.0	3.4	2.7	2.8	2.0	2.1	2.0	1.8	1.7	1.8	1.6	1.5	KKYX, 680 (C)	
WOAI	4.0	4.7	6.7	4.8	6.6	5.5	5.9	5.3	6.2	4.8	5.2	4.5	5.3	5.5	5.9	5.5	5.0	5.3	3.9	4.4	4.4	3.9	3.6	3.0	3.6	4.1	5.3	4.2	5.6	WOAI, 1200 (N/T)	
KAJA-F	-	-	2.3	3.1	2.9	3.8	4.0	6.8	7.3	6.8	5.6	5.9	5.9	5.0	5.3	7.0	6.1	6.8	6.6	5.8	6.0	5.5	5.6	5.2	4.5	4.5	4.7	4.7	5.4	KAJA-F, 97.3 (C)	
KCOR	12.8	14.8	12.0	11.9	8.7	8.0	8.7	5.8	7.2	5.8	6.0	6.3	7.4	7.7	5.2	5.3	4.8	3.8	2.5	2.1	2.2	2.2	2.9	2.0	0.8	1.8	1.1	1.1	0.3	KCOR, 1350 (SP)	
KQXT-F	8.3	10.5	7.5	9.0	7.4	8.0	8.4	6.4	9.1	8.5	9.2	8.0	7.6	8.1	4.6	4.4	5.9	5.3	7.4	6.7	6.0	5.0	4.3	4.2	3.8	4.0	4.2	4.9	4.4	KQXT-F, 101.9 (SAC)	
KONO	4.0	5.0	2.4	3.7	5.3	5.7	4.8	4.5	4.3	2.9	4.3	4.3	3.3	3.6	2.8	3.0	-	1.0	-	-	-	-	-	-	-	0.7	0.7	0.7	0.7	KONO, 880 (O)	
KROM-F	-	-	2.5	3.6	6.9	5.6	5.0	4.8	4.0	5.0	4.0	5.3	7.7	8.1	6.2	4.1	3.4	3.7	1.9	2.3	2.6	3.5	4.4	3.8	3.4	3.2	3.2	3.3	3.8	KROM-F, 92.9 (SP)	
KXTN	-	6.2	2.5	3.3	3.1	2.7	3.3	2.1	1.1	1.7	1.7	-	0.6	0.7	2.2	1.9	1.1	**	**	**	**	-	-	-	**	-	-	-	-	KXTN, 1310 (SP)	
KXTN-F	3.1	-	4.5	5.2	5.1	6.0	4.2	4.4	4.5	5.2	4.4	5.7	3.5	3.3	2.7	2.2	7.5	8.6	9.7	8.8	9.8	8.1	6.2	5.5	5.9	5.3	5.5	4.1	4.4	KXTN-F, 107.5 (SP)	
KCHL	3.2	1.3	4.0	2.4	2.9	2.2	1.6	1.6	2.0	2.5	2.2	1.9	0.3	0.6	1.2	1.0	0.9	0.5	0.5	-	-	0.5	0.6	0.5	0.5	0.4	0.4	0.4	-	KCHL, 1480 (G)	
KEDA	4.3	4.6	3.3	4.5	4.4	4.4	3.7	3.6	2.3	2.6	3.8	3.7	3.1	2.2	2.2	2.0	1.1	0.8	0.6	1.2	1.1	0.9	0.8	1.1	0.9	1.1	1.0	0.7	1.0	KEDA, 1540 (SP)	
KEZP-F	-	-	-	0.9	2.2	3.0	0.9	2.0	8.1	7.0	3.2	2.9	3.3	4.2	3.4	5.0	4.6	4.1	4.0	4.7	4.0	4.4	6.3	7.2	6.5	5.0	4.7	4.5	4.2	KEZP-F, 104.5 (CL AOR)	
KLUP	4.7	-	-	1.9	2.9	4.0	2.6	3.5	0.4	0.9	1.8	1.7	1.1	0.4	0.2	0.4	0.2	2.2	2.8	2.9	2.8	2.7	2.4	2.5	2.2	1.9	1.4	1.7	1.5	KLUP, 930 (ST)	
KZDC	-	3.4	3.4	2.7	1.9	2.2	1.8	1.2	1.8	0.7	0.7	2.2	2.0	1.1	0.7	0.2	-	-	-	-	0.6	-	-	0.7	0.7	0.7	0.7	0.7	0.7	KZDC, 1250 (SP)	
KCYY-F	-	-	2.5	4.8	4.1	2.7	2.5	5.0	5.4	5.8	3.9	2.7	3.4	9.0	9.4	11.8	10.3	9.4	8.4	7.3	7.0	6.4	5.6	4.5	4.6	4.7	4.9	5.1	5.3	KCYY-F, 100.3 (C)	
KXXM-F	-	-	-	-	-	-	-	1.8	1.4	2.4	3.3	3.6	3.4	3.1	4.0	4.2	5.1	3.6	2.3	4.7	4.2	4.3	3.6	6.1	7.6	6.4	4.6	4.9	4.4	KXXM-F, 98.1 (CHR)	
KSMG-F	-	-	-	-	-	-	-	0.8	0.4	0.5	5.0	4.0	3.8	4.5	5.5	4.6	4.1	3.8	2.9	4.6	4.0	5.5	5.5	6.4	4.2	4.1	3.7	3.4	3.0	KSMG-F, 105.3 (AC)	
KELZ-F	-	-	-	-	-	-	-	1.1	1.5	0.9	2.1	3.0	3.8	4.2	5.3	3.8	2.7	2.0	2.7	3.0	3.7	3.0	2.7	2.8	3.3	2.9	2.4	2.5	2.3	KELZ-F, 106.7 (CHR)	
KONO-F	-	-	-	-	-	-	-	-	-	-	-	0.4	2.2	0.9	1.2	1.7	3.6	2.3	3.7	3.9	4.0	4.9	5.3	4.5	5.6	5.5	5.4	5.4	5.6	KONO-F, 101.1 (O)	
KSAH	-	-	-	-	-	-	-	-	-	-	-	1.2	1.0	1.2	1.4	1.4	1.8	0.5	0.3	0.6	0.6	1.3	1.1	0.6	0.4	0.8	-	0.7	1.1	KSAH, 720 (SP)	
KSLR	-	-	-	-	-	-	-	-	-	-	-	1.2	1.0	1.2	1.4	1.2	1.2	0.9	-	1.0	0.4	0.5	0.5	0.7	0.6	0.7	0.5	0.4	-	KSLR, 630 (REL)	
KSJL	-	-	-	-	-	-	-	-	-	-	-	1.7	-	0.4	1.0	2.7	0.6	1.5	-	-	-	-	-	-	-	0.8	0.8	0.7	0.6	KSJL, 810 (B/AC)	
KBBT-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6.1	7.9	7.2	7.6	KBBT-F, 93.5 (B/CHR)	
KCOR-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	2.3	2.0	1.8	KCOR-F, 95.1 (SP)	
KLEY-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.9	2.7	2.8	2.6	KLEY-F, 94.1 (SP)	
KSJL-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.2	0.6	0.7	0.8	KSJL-F, 92.5 (B/AC)	
KTKR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.8	0.4	0.6	0.6	0.6	0.8	0.5	0.8	0.8	1.3	1.1	KTKR, 760 (S)

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03
KTSA	32.7	26.6	28.9	22.1	24.4	18.2	15.6	10.8	9.7	8.1	9.5	6.8	7.8	10.7	11.2	10.1	9.9	8.8	8.9	10.6	7.5	7.6	8.5	8.7	7.4
KTFM-F	20.8	18.4	19.9	19.7	19.1	24.5	24.8	23.6	24.1	22.3	21.3	18.9	23.4	22.6	22.5	22.1	24.5	24.1	25.3	24.2	23.8	21.2	16.3	13.3	15.7
KISS-F	8.0	9.1	9.1	19.0	18.8	15.0	16.6	15.9	17.4	15.8	16.0	13.2	15.8	13.1	15.7	17.1	16.6	17.5	15.1	15.7	18.6	18.9	17.3	17.0	17.0
KKYX	12.7	15.7	15.1	15.1	17.0	14.4	11.3	8.1	7.7	8.2	8.6	10.4	9.6	4.9	5.4	5.7	5.6	4.7	4.6	4.9	3.9	4.3	3.5	4.2	3.5
WOAI	15.6	14.8	14.7	12.6	14.6	12.6	12.8	11.4	13.0	13.1	14.1	13.3	16.2	14.9	11.7	12.9	14.0	11.6	11.0	10.5	11.2	13.8	16.0	14.4	13.0
KAJA-F	-	-	-	11.4	16.6	14.3	14.4	13.7	13.7	13.6	13.6	15.1	13.5	18.3	17.6	15.7	16.8	16.6	14.8	13.4	12.3	13.2	12.9	12.8	14.2
KCOR	11.7	10.9	11.4	8.6	10.8	10.6	8.0	10.8	7.8	9.4	7.6	8.0	8.9	5.6	4.3	5.0	3.5	5.0	5.6	4.0	3.1	3.8	2.2	2.6	1.1
KQXT-F	14.9	16.3	14.1	13.2	17.8	15.8	17.3	15.8	15.3	15.7	13.1	9.5	12.3	13.0	19.2	17.8	12.8	13.1	10.9	10.7	9.8	10.7	13.1	12.3	11.6
KONO	15.0	12.5	15.2	11.7	12.7	10.0	10.1	13.4	10.5	10.2	8.6	9.9	-	5.3	-	-	-	-	-	3.1	-	2.3	2.4	2.0	-
KROM-F	14.5	17.3	16.7	13.2	15.4	17.4	15.1	15.5	16.6	19.3	19.2	14.9	13.1	11.4	4.1	6.0	6.7	6.8	9.5	6.8	7.1	8.0	7.2	7.4	7.5
KXTN	-	-	8.5	4.0	4.7	4.0	3.4	-	2.6	2.6	5.2	3.7	2.7	**	**	**	**	-	-	**	**	-	-	0.3	-
KXTN-F	10.1	12.6	10.7	9.5	12.2	9.9	11.5	12.4	9.8	10.7	5.3	6.0	12.1	16.7	18.7	18.4	20.0	16.9	15.1	13.4	13.9	12.4	9.8	9.6	10.0
KCHL	-	-	-	2.7	3.6	-	3.4	3.1	1.4	1.6	2.4	1.9	2.0	1.1	1.4	-	-	1.1	0.6	1.1	1.1	0.7	1.0	0.9	-
KEDA	-	-	-	7.1	5.0	6.8	7.2	7.6	7.5	5.7	3.7	4.5	3.0	2.5	1.8	2.7	1.8	1.8	1.8	2.5	2.4	2.0	2.1	1.1	1.6
KEZP-F	-	-	-	3.3	17.5	17.1	14.3	8.0	9.4	9.1	10.4	10.1	10.9	11.4	12.9	14.5	12.7	12.7							

SAN ANTONIO

	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	12.3	--	--	--	--	--	--	--	17.6 %	28.1 %	--	--	--	1976
1977	14.6	18.7 %	--	--	--	--	--	--	17.3	33.6	25	--	--	1977
1978	15.5	6.2	--	--	--	--	--	--	17.3	38.8	23	--	--	1978
1979	17.7	14.2	--	--	--	--	--	--	18.0	44.4	25	--	--	1979
1980	19.7	11.3	--	--	--	--	--	--	16.6	45.1	25	--	--	1980
1981	24.3	23.3	1.08	22.50	4.9	.0049	--	--	15.5	43.0	25	--	--	1981
1982	28.7	14.8	1.10	26.09	5.5	.0052	--	--	17.1	52.0	25	--	--	1982
1983	32.6	13.6	1.17	27.88	5.9	.0055	.267	--	18.9	58.6	26	20	--	1983
1984	38.0	16.6	1.19	31.93	6.4	.0059	.380	WOAI 4.2	18.1	60.0	26	21	--	1984
1985	44.8	17.9	1.21	36.72	6.7	.0064	.469	WOAI 5.2	19.3	60.0	25	20	--	1985
1986	39.8	-11.2	1.24	31.84	7.2	.0057	.431	WOAI 4.5	19.1	61.2	26	20	--	1986
1987	36.0	-9.5	1.27	28.34	7.3	.0050	.390	WOAI 4.5	19.3	63.8	28	20	5.2	1987
1988	36.1	0.3	1.30	28.31	7.5	.0048	.387	WOAI 4.2	19.1	67.9	30	17	4.5	1988
1989	38.5	6.6	1.32	29.17	8.4	.0048	.410	KCYY A/F 5.5	18.7	62.3	27	16	6.2	1989
1990	40.0	3.9	1.32	30.30	9.2	.0043	.435	KCYY A/F 7.0	18.7	64.8	28	16.5	7.0	1990
1991	39.0	-2.5	1.34	29.10	9.6	.0040	.422	KCYY A/F 7.2	16.6	67.8	31	18	7.7	1991
1992	41.1	5.4	1.38	29.78	10.1	.0041	.443	KCYY A/F 7.7	17.8	72.2	30	18	7.2	1992
1993	46.9	14.1	1.42	33.03	11.4	.0041	.515	KXTN A/F 7.1	17.5	73.0	29	19	8.9	1993
1994	52.0	10.5	1.46	35.62	12.2	.0043	.573	KCYY-F 7.1	18.0	73.9	31	19	8.6	1994
1995	57.6	10.7	1.48	38.92	13.0	.0044	.633	KXTN A/F 7.6	18.0	76.1	30	18.5	8.3	1995
1996	62.0	7.9	1.51	40.40	13.7	.0045	.694	KXTN A/F 8.6	16.4	75.9	32	18.5	9.2	1996
1997	65.0	4.8	1.53	42.48	14.3	.0045	.736	KXTN A/F 8.6	17.7	76.3	26	18	10.1	1997
1998	73.6	13.2	1.55	47.48	14.9	.0049	.838	KXTN A/F 8.9	16.9	77.1	30	19.5	10.1	1998
1999	80.6	8.7	1.57	50.69	16.0	.0050	.920	KXTN A/F 8.4	16.3	77.5	34	18.5	11.4	1999
2000	91.1	13.0	1.59	57.44	19.1	.0048	1.03	KXTN A/F 9.4	15.6	76.7	35	18	10.8	2000
2001	91.1	0	1.61	56.58	20.9	.0044	1.02	KISS-F 8.7	15.7	77.5	31	18	10.5	2001
2002	101.5	NM	1.60	63.44	20.6	.0049	1.169	KXTN-F 9.0	15.1	77.3	37	--	11.8	2002
2003	107.2	5.6	1.64	65.36	21.9	.0049	1.247	KXTN-F 9.4	15.3	79.4	32	20	13.7	2003

MAJOR STATIONS - JANUARY 2004

KCOR	1350 5KW (DA-N)	Hispanic	Univision	KAJA-F	97.3 100KW@984	Country	Clear Channel
KEDA	1540 5KW/1KW (DA-2)	Hispanic		KBBT-F	98.5 97KW@991	Urban/CHR	Univision
KKYX	680 50KW/10KW (DA-2)	Country	Cox	KCOR-F	95.1 100KW@925	Hispanic	Univision
KLUP	930 5KW/1KW (DA-N)	Standards	Salem	KCYY-F	100.3 98KW@984	Country	Cox
KOND	860 5KW/0.9KW (DA-N)	Oldies	Cox	KELZ-F	106.7 100KW@1016	CHR	Cox
KSAH	720 10KW/0.9KW (DA-2)	Hispanic	BSB	KISS-F	99.5 100KW@1112	AOR	Cox
KSJL	810 250W (DA-2)	Urban AC	Clear Channel	KLEY-F	94.1 40KW@548	Hispanic	SBS
KTKR	760 50KW/1KW (DA-2)	Sports	Clear Channel	KOND-F	101.1 98KW@991	Oldies	Cox
KTSA	550 5KW (DA-N)	News/Talk	CBS	KQXT-F	101.9 100KW@672	Soft C/AC	Clear Channel
KZDC	1250 1KW (DA-N)	Hispanic	Radio Unica	KROM-F	92.9 45KW@1352	Hispanic	Univision
WOAI	1200 50KW	News/Talk	Clear Channel				
				KSJL-F	92.5 50KW@492	Urban AC	Clear Channel
				KSMG-F	105.3 100KW@1249	AC/CHR	Cox
				KTFM-F	102.7 100KW@670	CHR	CBS
				KXTN-F	107.5 100KW@1472	Hispanic	Univision
				KXXM-F	96.1 99KW@597	CHR	Clear Channel
				KZEP-F	104.5 100KW@660	Classic AOR	Lotus

SAN ANTONIO

FORMAT SHARES (%)

	77	80	82		84	87	90	92	95	98	2000
CHR/AOR	34	38	38	CHR	18	22	18	9	11	11	12
				AOR/CL	15	13	10	15	12	17	13
MOR/AC	8	5	6	MOR/FS	1	4	4				
				AC/OLD	16	15	16	14	AC	--	8
									OLDIES	9	7
										18	14
COUNTRY	14	19	20		22	16	24	21			
BTF/LEZ/SAC	12	9	7		9	8	4				
								SOFT AC	5	7	5
											--
NEWS/TALK	6	6	6		5	5	5	11	10	9	10
SPORTS										1	1
BLACK/URBAN	5	5	2		3	--	--	--	4	5	8
SMOOTH JAZZ					--	--	1		4	3	--
STANDARDS	--	--	4		2	2	--	4	4	3	2
HISPANIC	20	17	15		9	14	15	18	20	17	20
RELIG/GOSPEL	--	--	1		1	1	1	3	1	2	1
CLASSICAL	1	1	3								

MAJOR STATION TRANSACTIONS: 1970 to 2003

		\$
1974 KLLS-F		600,000
1975 WOAI	From AVCO to Clear Channel	1,500,000
1975 KAJA-F	Sold to Clear Channel	349,000
1975 KCOR, KQXT-F	Sold to Tichenor	2,400,000
1977 KLLS-F	Sold to SBI	625,000
1978 KSAQ-F	Sold to Epperson-Atsinger	318,000
1978 KRNN	From Doubleday to SBI	750,000
1978 KZEP-F	From Doubleday to Lotus	750,000
1980 KSLR, KISS-F	Sold to Capitol (WRAL)	4,650,000
1982 KAPE, KESI-F		3,000,000
1982 KXET	From Epperson to Lotus	875,000
1983 KSAQ-F		4,100,000
1984 KQXT-F	From Tichenor to Westinghouse	7,000,000
1984 KSMG-F (Sequin)	Sold to American Media	4,200,000
1984 KLLS-F	From SBI to Swanson	8,000,000
1985 KONO, KITY-F	Sold to Duffy	11,000,000
1986 KBUC A/F	Sold to KT	11,800,000
1986 KISS-F	From Capitol to Noble	13,350,000
1986 KRNN	Sold to Noble	2,000,000
1987 KISS-F	From Capitol to WRAL to Adams	11,000,000
1987 KKYX, KCYY-F	From Swanson to New City	N/A
1987 KRNN	Sold to Omni	1,000,000
1987 KONO, KITY-F	From Duffy to Genesis	14,000,000
1987 KSLR	Sold by Salem	1,500,000
1987 KCHL, KMMX-F	Sold to J. Hiatt	9,270,000
1988 KSMG-F	From American to Rusk	8,000,000
1989 KRIA	Sold to Adams	750,000
1989 KSMG-F	From Rusk to Jacor	10,000,000 (cancelled)
1990 KFHM		650,000
1992 KQXT-F	From Westinghouse to Clear Channel	8,000,000
1992 KSRR-F	From Booth to Tichenor	3,800,000
1993 KZVE, KXTN-F	From TK to Tichenor	11,000,000
1993 KVAR	Sold to Harte Hanks TV (KENS-TV)	1,030,000
1993 KONO	Sold by Booth/Genesis	1,125,000
1993 KSJL	From Inner City to Clear Channel	800,000
1993 KSLR	From Communicom to HE	800,000
1994 KSLR	From Communicom to Salem	N/A
1996 KCJZ-F	From New City to Cox	6,000,000
1996 KCOR, KROM-F, KXTN A/F	From Tichenor to Heftel	
1997 KLUP, KISS-F, KSMG-F	From Rusk to Cox	30,000,000
1997 KONO A/F	From Barger to Cox	23,000,000
1998 KCHG		750,000
1998 KTX-F (Devine, TX)	From Kham Hamon to Clear Channel	1,500,000
1998 KBOP	Sold to Freedom Network	950,000
2000 KSAH	Sold to Rodriguez	5,000,000
2000 KFNI	Sold to Multicultural	---
2000 KTSA, KTFM-F	From Waterman to CBS	---
2000 KLUP	From Cox to Salem	---
2000 KBUC-F, KRNN-F	Sold to Hispanic	---
2000 KZDC	From Lotus to Radio Unica	1,825,000
2000 KSAH	From Rodriguez to Spanish Bdcst.	---
2003 KENS		3,200,000
2003 KSAH, KLEY-F		24,400,000
2004 KMFR-F (Pearsall; 104.1)	Sold to Border	10,250,000

STATION NOTES

(Major call letters and format changes)

KTSA	CHR to AC by 83; AC to Full Service by 89; Full Service to talk by 92
KLUP	KITE until 76; KCCW until 83; KLLS until 85; KRNN until 87; KRIA until 90; KISS until 92; EZ/MOR until 78; Country until 82; AC until 85; News until 87; Hispanic until 89; Oldies until 92
KZDC	KULA until 83; KVAR until 84; KXET until 89; KRNS until 90; KZEP until mid-90's; Hispanic until 89; Talk until 90; AOR until mid 90's
KXTN	KBUC until 88; KXTN until 91; KZVE until ---; Country until 88
KROM-F	KITY until 90; KSRR until 93; CHR until 90; AC until 93
KSMG-F	KWED until 84; Oldies until 96
KXXM-F	KMFM until 82; KSLR until 84; KSAQ until 93; Became AC in 84 then CHR until 90; AOR until 93; KSJL until 98; Black until 98
KQXT-F	EZ evolving to Soft AC by late 90's
KLEY-F	KRIO until 98
WOAI	MOR/FS until 76
KAJA-F	KEEZ until 77; WOAI until 81; EZ until 80; AC until 81
KZEP-F	KEXL until 77; KVAR until 83; CHR until 77; Hispanic until 83
KCYY-F	KZZY until 81; KLLS until 87; CHR or AC until 87
KONO	AC to Oldies by 87
KCHL	KAPE until 87; Black until 87; Various until 90
KONO-F	KFAN until 91
KELZ-F	KESI until 87; KMMX until 92; Soft AOR until 87; Soft AC until 92; KKYX until 93; Country until 95; KDIL until 95; KCJZ until 03; Jazz until 99; Urban Oldies until 03
KISS-F	AOR until 90; Oldies until 92
KSJL	AOR until mid-90's
KTKR	KZXS until 94

SAN ANTONIO

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 WOAI	4.2	WOAI	5.2	WOAI	4.5	WOAI	4.5	WOAI	4.2	KYX/CYY	5.5
2 KTFM-F	3.6	KTFM-F	4.2	KTFM-F	4.0	KAJA-F	3.8	KYX/CYY	3.6	WOAI	5.1
3 KKYX	3.2	KLLS-F	3.0	KAJA-F	3.1	KTFM-F	3.7	KTFM-F	3.1	KSMG-F	3.4
4 KAJA-F	2.7	KKYX	2.8	KCOR	3.0	KCOR	2.8	KCOR	3.0	KCOR	3.2
5 KLLS-F	2.3	KAJA-F	2.8	KQXT-F	2.8	KISS-F	2.7	KITY-F	2.8	KTFM-F	3.0
6 KTSA	2.2	KQXT-F	2.6	KISS-F	2.7	KITY-F	2.5	KISS-F	2.7	KAJA-F	2.7
7 KXZL-F	2.1	KCOR	2.5	KSMG-F	2.5	KSMG-F	2.3	KMMX-F	2.3	KMMX-F	2.5
8 KQXT-F	2.1	KISS-F	2.3	KBUC AF	2.2	KMMX-F	2.2	KQXT-F	2.2	KITY-F	2.3
9 KISS-F	2.0	KTSA	1.8	KITY-F	2.2	KQXT-F	2.0	KAJA-F	2.2	KISS-F	2.1
10		KXZL-F	1.8	KKYX	2.0	KBUC AF	1.8	KSMG-F	2.1	XTN/ZVE	2.1
1990		1991		1992		1993		1994		1995	
1 KYX/CYY	7.0	KYX/CYY	7.2	KCYY AF	7.2	KXTN AF	7.1	KCYY-F	7.1	KXTN AF	7.6
2 WOAI	5.5	WOAI	5.4	WOAI	5.2	KCYY-F	6.0	KXTN-F	7.0	KCYY-F	6.6
3 KCOR	3.5	KSMG-F	3.8	KAJA-F	3.5	WOAI	5.6	WOAI	5.1	KISS-F	5.3
4 KSMG-F	3.3	KTFM-F	3.3	KXTN AF	3.3	KQXT-F	4.0	KQXT-F	4.9	KQXT-F	5.2
5 KTFM-F	3.1	XTN/ZVE	3.0	KQXT-F	3.2	KAJA-F	3.8	KTFM-F	4.2	WOAI	5.1
6 KAJA-F	2.5	KCOR	2.8	KTFM-F	3.2	KTFM-F	3.7	KAJA-F	4.0	KTFM-F	4.6
7 KMMX-F	2.4	KZEP AF	2.4	KZEP-F	2.8	KZEP AF	3.2	KISS-F	3.9	KAJA-F	3.3
8 KZEP AF	2.2	KAJA-F	2.3	KSMG-F	2.7	KTSA	2.5	KTSA	3.2	KZEP-F	3.3
9 ONO/SRR	2.2	KQXT-F	2.1	KCOR	2.4	KISS-F	2.5	KZEP AF	2.9	KSMG-F	3.2
10 XTN/ZVE	2.1	KMMX AF	2.0	KISS-F	1.5	KSMG-F	2.3	KSMG-F	2.8	KTSA	3.1
11				KSAQ AF	1.3	KCOR	1.6	KONO AF	1.3	KONO AF	1.8
12				KSRR-F	1.2	KONO AF	1.4	KRIO-F	1.2	KSJL-F	1.3
13				KTSA	1.0	KRIO-F	1.1	KDIL-F	0.9	KRIO-F	1.2
1996		1997		1998		1999		2000		2001	
1 KXTN AF	8.6	KXTN AF	8.6	KXTN AF	8.9	KXTN AF	8.4	KXTN AF	9.4	KISS-F	8.7
2 KCYY-F	6.4	KTFM-F	6.1	KTFM-F	7.5	KTFM-F	7.5	KTFM-F	9.0	KXTN AF	8.4
3 KISS-F	5.4	KCYY-F	5.7	KZEP-F	6.5	KZEP-F	7.0	KZEP-F	7.5	KTFM-F	6.7
4 KTFM-F	5.3	KSMG-F	5.5	KSMG-F	6.3	KSMG-F	6.8	KISS-F	7.1	KONO-F	6.5
5 WOAI	5.1	KISS-F	5.3	KCYY-F	5.8	KISS-F	5.8	KTSA	6.3	KZEP-F	6.0
6 KAJA-F	4.3	WOAI	4.6	KAJA-F	5.2	KAJA-F	5.3	KXXM-F	6.0	KCYY-F	5.9
7 KSMG-F	4.3	KAJA-F	4.5	KISS-F	5.2	KTSA	5.0	KSMG-F	5.7	WOAI	5.9
8 KQXT-F	4.0	KZEP-F	4.3	WOAI	4.5	WOAI	4.9	WOAI	5.6	KTSA	5.7
9 KZEP AF	3.4	KTSA	3.6	KTSA	4.4	KCYY-F	4.8	KCYY-F	5.4	KSMG-F	5.4
10 KTSA	3.4	KQXT-F	3.6	KROM-F	4.0	KONO AF	4.7	KAJA-F	5.2	KAJA-F	5.3
11 KONO AF	2.4	KONO AF	2.6	KQXT-F	3.7	KXXM-F	4.5	KONO AF	5.1	KXXM-F	5.2
12 KROM-F	1.8	KROM-F	2.6	KONO AF	3.2	KROM-F	4.1	KROM-F	4.1	KROM-F	4.2
13 KCJZ-F	1.7	KCJZ-F	1.5	KCJZ-F	1.6	KQXT-F	3.3	KCJZ-F	3.8	KCJZ-F	3.4
14 KSJL-F	1.5	KSJL-F	1.4	KCOR	1.5	KLEY-F	2.5	KQXT-F	3.3	KQXT-F	3.3
15						KLEY-F	2.6	KLEY-F	2.7	KLEY-F	2.7
16						KCOR	0.9	KBBT-F	2.6		

HIGHEST BILLING RADIO ENTITIES

1984		1985		1986	
1 Clear Channel	\$ 14.4 (27.7)	1 Clear Channel	\$ 14.6 (25.3)	1 Clear Channel	\$ 13.8 (22.3)
2 New City	8.6 (16.5)	2 Tichenor	9.5 (16.5)	2 Heftel	11.6 (18.8)
3 Tichenor	8.1 (15.6)	3 Rusk	9.0 (15.6)	3 Rusk	10.2 (16.4)
4 KTSA,KTFM	7.4 (14.2)	4 New City	8.4 (14.6)	4 Cox	8.8 (14.1)
5 Rusk	7.0 (13.5)	5 KTSA,KTFM	7.7 (13.4)	5 KTSA,KTFM	8.7 (14.0)
6 Lotus - KZEP	2.9 (5.6)	6 Lotus	3.4 (5.9)	6 Barger	3.8 (6.1)
7 Barger	2.5 (4.8)	7 Barger	3.0 (5.2)	7 Lotus	3.4 (5.5)
1997		1998		1999	
1 Cox	\$ 21.9 (33.6)	1 Cox	\$ 23.5 (32.0)	1 Cox	\$ 24.7 (30.7)
2 Clear Channel	13.2 (20.3)	2 Clear Channel	15.3 (20.8)	2 Clear Channel	19.1 (23.7)
3 Heftel	12.4 (19.2)	3 Heftel	14.4 (19.5)	3 Hispanic	13.6 (16.9)
4 KTSA,KTFM	9.7 (14.9)	4 KTSA,KTFM	11.9 (16.1)	4 CBS	12.5 (15.5)
5 Lotus	4.4 (6.8)	5 Lotus	6.5 (8.8)	5 Lotus	7.0 (8.7)
6 KSJL-F	1.5 (2.2)	6 SBS: KLEY	1.1 (1.5)	6 SBS	2.5 (3.1)
2000		2001		2002	
1 Cox	\$ 27.8 (30.5)	1 Cox	\$ 30.8 (33.8)	1 Cox	\$ 31.7
2 Clear Channel	21.3 (23.4)	2 Clear Channel	20.3 (22.4)	2 Clear Channel	21.7
3 CBS	15.3 (16.7)	3 Hispanic	16.4 (18.0)	3 Univision	18.3
4 Hispanic	15.0 (16.4)	4 CBS	12.4 (13.6)	4 CBS	11.9
5 Lotus	7.5 (8.2)	5 Lotus	6.0 (6.6)	5 Lotus	5.5
6 SBS	2.6 (2.8)	6 SBS	3.0 (3.3)		
2003					
1 Cox	\$ 33.2				
2 Clear Channel	23.9				
3 Univision	20.1				
4 CBS	11.7				
5 Lotus	5.7				

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

DUNCAN'S COMMENTS:

San Antonio is only an average large radio market. Radio revenues have climbed about 420% (1980-2000) but the number of viable stations has grown slightly. Also, San Antonio has a large number of stations which are just short of viability. While not significant players in the market they are pesky and do eat up some revenue.

2002		2003	
1 KXTN-F	9.0	KXTN-F	9.4
2 KISS-F	8.6	KISS-F	8.9
3 KCYY-F	7.5	WOAI	8.0
4 WOAI	7.1	KCYY-F	7.9
5 KONO-F	6.2	KONO-F	7.2
6 KAJA-F	6.1	KAJA-F	6.7
7 KTSA	6.0	KTSA	6.5
8 KSRX-F	5.9	KQXT-F	5.9
9 KSMG-F	5.9	KZEP-F	5.7
10 KQXT-F	5.7	KSMG-F	5.3
11 KZEP-F	5.5	KSRX-F	5.2
12 KROM-F	3.8	KROM-F	4.6
13 KLEY-F	3.3	KBBT-F	3.7