

**SHREVEPORT
12+ METRO SHARE**

	<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	<u>93</u>	<u>94</u>	<u>95</u>	<u>96</u>	<u>97</u>	<u>98</u>	<u>99</u>	<u>2000</u>	<u>01</u>	<u>02</u>	<u>03</u>	
KOKA	20.7	24.6	21.7	19.0	14.8	16.9	14.5	14.6	10.3	10.6	6.7	5.1	7.0	6.3	5.4	5.8	7.2	6.8	6.2	6.0	7.0	6.1	6.1	5.0	6.2	5.5	5.5	4.9	4.2	KOKA, 980 (G)
KEEL	18.0	19.7	19.5	16.1	13.0	13.8	9.1	7.4	8.1	6.9	4.6	5.8	3.2	4.1	7.3	5.6	5.7	6.4	6.1	6.8	6.0	5.9	6.3	6.2	5.5	4.8	4.3	5.2	5.6	KEEL, 710 (N/T)
KWKH	14.6	8.5	6.7	11.5	15.3	13.7	11.7	7.7	7.3	6.8	4.0	5.4	5.0	4.5	6.8	5.0	5.8	3.1	4.1	2.0	3.2	2.7	2.6	2.2	2.5	2.7	2.1	1.3	1.4	KWKH, 1130 (C)
KXKS-F	7.1	8.5	3.4	4.8	3.8	7.8	8.0	8.3	9.7	13.0	4.5	3.5	6.2	6.1	7.5	6.6	7.4	4.7	4.6	5.1	5.1	6.6	5.7	5.6	4.1	4.2	4.2	5.4	5.8	KXKS-F, 93.7 (C)
KRMD	7.3	6.1	12.1	6.7	8.9	6.1	6.0	3.2	3.2	2.3	1.5	*	*	*	*	*	*	*	*	*	0.9	0.4		0.6	1.8	1.3	0.4	-	-	KRMD, 1340 (T)
KRMD-F	4.1	3.2	2.7	8.5	5.1	10.3	10.3	10.1	9.9	9.1	5.8	10.4	12.0	14.7	16.0	14.5	17.4	22.0	21.3	19.2	14.1	14.8	13.2	10.5	9.8	8.4	7.8	7.4	6.7	KRMD-F, 101.1 (C)
KVKI-F	8.3	3.2	2.2	1.8	2.5	1.1	1.1	2.0	5.8	7.4	13.4	12.4	7.9	5.6	7.8	7.6	4.2	5.9	7.1	7.2	13.8	10.5	9.4	7.7	6.5	7.7	7.6	6.6	5.0	KVKI-F, 96.5 (AC)
KLKL-F							9.0	9.6	11.7	10.8	11.3	15.1	15.5	14.4	11.2	12.8	5.3	2.9	2.9	3.5	3.9	3.1	3.7	3.5	2.8	3.9	4.7	5.6	5.3	KLKL-F, 95.7 (O)
KRUF-F	4.9	5.6	7.6	7.3	8.9	6.1	7.8	6.1	5.8	4.9	3.9	2.2	4.1	4.3	5.2	5.0	4.9	6.8	5.4	5.0	4.9	6.1	8.5	9.3	8.7	6.5	4.6	5.1	5.2	KRUF-F, 94.5 (CHR)
KMJJ-F	-	3.2	7.4	9.4	12.7	10.5	9.6	11.7	11.0	10.6	9.2	7.6	7.4	13.4	10.6	11.5	18.1	19.1	18.8	15.9	16.3	16.2	15.9	13.8	14.4	15.6	11.6	10.5	11.8	KMJJ-F, 99.7 (B)
KTAL-F								1.5	0.7	0.5	4.0	5.6	7.3	5.6	5.9	6.4	7.1	4.4	4.5	3.2	4.4	4.7	3.6	3.8	3.2	4.9	4.5	4.1	5.1	KTAL-F, 98.1 (CL AOR)
KTUX-F										11.3	9.8	9.9	9.5	7.0		7.6	6.1	5.1	3.6	3.7	4.1	4.3	3.7	3.6	4.1	3.8	4.1	2.8	3.5	KTUX-F, 98.9 (AOR)
KBED-F																											3.1	3.5	3.9	KBED-F, 102.9 (AC)
KBTT-F																			4.8	8.3	8.9	8.7	8.5	10.5	11.4	6.7	5.9	6.6	7.1	KBTT-F, 103.7 (B)
KSYR-F																								3.8	2.6	4.3	3.4	3.0	2.7	KSYR-F, 92.1 (AOR)
KYLA-F																								1.5	1.8	1.2	2.3	2.9	2.6	KYLA-F, 106.7 (C)
KDKS-F																								1.5	4.3	9.8	11.7	11.4	12.1	KDKS-F, 102.1 (B)

12+ CUME RATINGS

	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	<u>93</u>	<u>94</u>	<u>95</u>	<u>96</u>	<u>97</u>	<u>98</u>	<u>99</u>	<u>2000</u>	<u>01</u>	<u>02</u>	<u>03</u>	
KOKA	23.0	23.6	23.2	25.0	22.6	23.2	22.3	15.7	15.0	10.0	8.4	11.6	11.2	10.9	12.6	11.5	11.6	11.1	8.7	8.6	9.0	8.6	6.9	7.5	7.0	
KEEL	31.5	33.6	27.2	26.2	20.3	18.2	17.6	14.5	11.2	11.1	14.6	12.1	13.2	15.8	15.9	14.2	12.6	10.7	11.4	13.2	12.2	10.9	12.4	12.4	10.3	
KWKH	28.2	30.3	25.4	19.9	16.4	19.1	12.6	11.6	8.9	11.4	12.1	11.2	10.3	9.2	10.4	6.0	7.2	9.4	8.6	6.6	6.3	8.0	6.8	5.8	6.1	
KXKS-F	9.2	11.0	15.4	16.4	16.3	20.8	16.5	15.4	14.7	13.5	19.3	15.9	17.4	12.7	15.2	12.1	13.4	16.2	14.2	10.9	9.7	11.0	11.9	13.8	15.6	
KRMD	20.4	14.3	12.1	9.7	8.9	6.9	4.7	1.0	-	-	-	*	4.0	*	*	*	3.6	2.7	2.3	2.6	4.2	3.0	2.1	-	-	
KRMD-F	12.5	19.1	25.8	18.9	20.6	20.2	11.6	17.8	22.8	22.2	27.1	25.4	28.5	35.2	33.3	26.4	23.3	25.9	25.9	19.5	17.0	17.5	17.8	15.7	17.2	
KVKI-F	7.7	5.4	3.3	5.1	7.8	14.0	21.5	25.9	20.8	17.8	17.2	16.4	15.2	15.5	17.4	21.6	24.0	19.4	20.1	17.5	13.2	19.0	15.4	16.8	10.4	
KLKL-F	-	-	11.0	17.3	20.8	20.1	20.0	23.3	22.2	22.1	19.1	22.4	14.5	8.1	8.9	10.4	9.0	9.5	9.5	11.5	9.8	13.5	12.5	11.2	11.3	
KRUF-F	18.5	17.6	17.5	15.8	16.8	19.1	11.2	7.3	11.5	11.3	12.4	13.5	13.9	15.0	12.8	10.7	13.0	18.2	20.2	19.7	18.7	17.5	13.3	15.5	15.5	
KMJJ-F	16.8	15.7	16.9	21.3	17.1	16.9	16.0	16.0	12.8	15.3	18.5	17.0	20.9	24.8	26.1	25.2	26.4	23.3	26.3	23.8	24.7	24.7	20.7	21.2	23.4	
KTAL-F	-	-	-	4.2	4.7	1.6	7.3	9.9	13.4	12.7	13.6	10.7	13.9	9.8	11.0	8.4	11.3	11.1	11.2	9.9	7.6	10.3	10.5	9.9	11.8	
KTUX-F							21.6	25.0	25.9	24.4	18.6	19.6	17.0	13.2	12.9	9.2	8.7	7.7	9.4	8.3	6.4	9.1	10.8	8.9	12.0	
KBED-F																							7.8	8.0	6.2	
KBTT-F															14.7	19.2	18.8	15.4	18.6	21.0	23.3	12.9	16.6	14.3	14.9	
KSYR-F																					21.2	8.6	14.3	8.9	7.6	9.2
KYLA-F																					2.7	4.3	3.4	4.3	6.7	7.0
KDKS-F																					3.0	11.2	17.7	20.8	18.6	20.0

* KRMD simulcasted with KRMD-F

SHREVEPORT

	<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 Listening</u>	
1976	4.7	--	--	--	--	--	--	--	--	14.9 %	22.4 %	--	--	--	1976
1977	5.1	8.5 %	--	--	--	--	--	--	--	16.1	25.4	16	--	--	1977
1978	6.3	23.5	--	--	--	--	--	--	--	15.5	33.3	12	--	--	1978
1979	7.2	14.3	--	--	--	--	--	--	--	13.6	33.8	12	--	--	1979
1980	7.6	5.6	--	--	--	--	--	--	--	15.1	45.9	12	--	--	1980
1981	8.6	13.2	.346	24.86	1.7	.0050	--	--	--	13.8	53.3	14	--	--	1981
1982	10.1	17.4	.350	28.86	1.8	.0056	--	--	--	18.6	55.9	15	--	--	1982
1983	11.1	9.9	.354	31.36	1.9	.0055	.103	--	--	16.7	61.0	16	12	--	1983
1984	12.4	11.7	.357	34.73	2.0	.0061	.123	NA	NA	16.6	61.3	14	12	--	1984
1985	14.0	12.9	.363	38.67	2.1	.0061	.163	KRMD A/F	2.5	18.5	65.0	15	13	--	1985
1986	11.4	-18.6	.367	32.47	2.2	.0053	.131	KVKI-F	2.2	17.8	66.4	15	12	--	1986
1987	9.5	-16.7	.347	27.38	2.2	.0044	.118	KVKI-F	2.0	17.1	74.0	17	11.5	4.9	1987
1988	9.0	-5.3	.344	26.16	2.2	.0041	.110	KRMD A/F	1.9	16.2	76.5	16	10.5	6.6	1988
1989	9.1	1.1	.339	26.84	2.5	.0037	.107	KRMD A/F	2.0	16.0	73.4	15	10	8.8	1989
1990	8.8	-3.3	.333	26.43	2.6	.0034	.108	KRMD A/F	2.1	16.9	79.8	15	10	10.2	1990
1991	9.2	4.5	.332	27.71	2.7	.0034	.111	KRMD A/F	2.3	17.3	78.2	14	10	11.0	1991
1992	9.8	6.0	.338	28.99	2.7	.0036	.113	KRMD A/F	2.9	17.5	79.3	14	10	7.6	1992
1993	9.9	1.1	.378	26.19	3.1	.0032	.112	KRMD-F	2.6	17.0	80.2	15	12	11.3	1993
1994	10.5	5.8	.376	27.93	3.2	.0033	.116	KRMD-F	3.0	15.0	83.5	14	11	9.6	1994
1995	11.4	8.4	.381	29.92	3.6	.0032	.129	KRMD-F	3.5	15.7	80.4	14	11	11.6	1995
1996	11.0	-3.5	.383	28.72	3.9	.0028	.123	KRMD-F	3.2	15.2	85.5	16	11	9.7	1996
1997	13.0	18.2	.380	34.21	4.0	.0033	.146	KRMD-F	3.9	15.7	80.7	17	11.5	10.1	1997
1998	15.0	15.0	.382	39.27	4.1	.0037	.172	KRMD-F	4.0	14.3	85.8	18	11.5	10.3	1998
1999	15.6	4.0	.377	41.38	4.4	.0035	.178	KRMD-F	3.5	14.9	82.9	16	12.5	10.7	1999
2000	16.0	3.9	.377	42.44	4.5	.0036	.187	KRMD-F	3.5	15.0	85.5	19	15	12.9	2000
2001	16.2	1.3	.394	41.11	4.7	.0034	.181	KRMD-F	3.0	14.6	85.3	22	15	8.7	2001
2002	16.6	2.5	.394	42.13	4.8	.0035	.193	KDKS-F	2.2	13.6	85.1	20	--	10.6	2002
2003	16.5	-0.6	.394	41.88	4.9	.0034	.192	KDKS-F	2.1	13.5	86.6	19	16	10.6	2003

MAJOR STATIONS - JANUARY 2004

KEEL	710 50KW (DA-2)	News/Talk	Clear Channel	KRMD-F	101.1 98KW@1119	Country	Cumulus
KOKA	980 5KW/79W	Gospel	Access One	KRUF-F	94.5 100KW@1094	CHR	Clear Channel
KWKH	1130 50KW (DA-N)	Country	Clear Channel	KSYR-F	92.1 6KW@322	AOR	Access One
				KTAL-F	98.1 100KW@1360	Classic AOR	Access One
				KTUX-F	98.9 100KW@730	AOR	Clear Channel
KBED-F	102.9 42KW@535	AC/CHR	Cumulus	KVKI-F	96.5 100KW@275	AC	Clear Channel
KBTT-F	103.7 6KW@328	Black	Access One	KXKS-F	93.7 100KW@1020	Country	Clear Channel
KDKS-F	102.1 20KW@367	Black	Access One	KYLA-F	106.7 50KW@459	Country	
KLKL-F	95.7 50KW@469 (DA)	Oldies	Access One				
KMJJ-F	99.7 50KW@462	Black	Cumulus				

SHREVEPORT

FORMAT SHARES (%)

	77	80	82	84	87	90	92	95	98	2000
CHR/AOR	28	29	26	11	11	9	6	1	12	10
				CHR						
				AOR/CL	12	8	5	3	9	10
MOR/AC	9	1	--	MOR/FS	1	--	--			
				AC/OLD	15	19	17	17	13	15
								AC	4	5
								OLDIES	30	20
COUNTRY	16	35	24	21	19	27	38			
BTFLJZ/SAC	11	10	12	11	7	--				16
								SOFT AC	7	
NEWS/TALK				--	--	--	12	7	5	7
SPORTS							1		4	5
BLACK/URBAN	22	16	24	23	26	28	30	27	26	27
SMOOTH JAZZ										
STANDARDS				2	2	6	6	--	--	1
HISPANIC										
RELIG/GOSPEL	9	8	13	9	7	7	3	7	4	8
CLASSICAL										

STATION NOTES

(Major call letter and format changes)

KXKS-F	KMBQ until 86; KITT until 01; EZ until 78; AOR until 84; CHR until 86; AC until 95
KVKI-F	KEPT until 83; EZ until 76; Religion until 83
KRUF-F	KROK until 84; KWKH until 96; CHR until 84; Country until 96
KLKL-F	KDKS until 91; Black until 91
KMJJ-F	KCOZ until 88; EZ until 88; Changed from 100.1 to 99.7 in 94
KEEL	CHR changing to AC by 82; AC until 88; Standards until 95
KOKA	Switched from 1550 to 1480 in 88; in this case, the ratings followed the call letters
KTAL-F	AOR to Classic AOR in 01
KTUX-F	CHR until 94
KWKH	Country until 95; Talk until 98; Sports until 03
KRMD	Country until 97
KBTT-F	KDKS until 00
KDKS	KRVQ until 00; Oldies until 00

MAJOR STATION TRANSACTIONS: 1970 to 2003

1972 KOKA		\$	775,000
1972 KRMD A/F			425,000
1975 KJOE			185,000
1975 KEEL, KMBQ-F	From LIN to Multimedia		N/A
1975 KEPT, KVKI-F			350,000
1977 KWKH, KROK-F	Sold to Great Empire		2,360,000
1977 KFLO			210,000
1982 KRMD A/F	(50%) Sold to Jim Phillips		1,350,000
1983 KVKI-F			1,850,000
1984 KJOE			275,000
1984 KCIJ			700,000
1985 KOKA			1,150,000
1985 KRMD A/F	Sold to AMCOM		5,000,000
1986 KOKA, KVKI-F	Sold to Penn		6,500,000 (cancelled)
1986 KOKA, KVKI-F	Sold to Encore		6,500,000
1987 KDKS	Sold to Ken Dowe		2,000,000
1988 KOKA			230,000
1989 KVKI A/F	From Encore to Waldron		(cancelled)
1989 KMJJ-F	Sold to Sun Group		2,400,000
1990 KVKI A/F	Sold by Encrcr		1,500,000
1993 KLKL-F(Benton)	Sold to KVKI-F owner		325,000
1993 KEEL, KITS-F	From Multimedia to KVKI-F owner		1,650,000
1993 KLKL-F	Sold to KOKA owner		368,000
1995 KRMD A/F	From AmCom to Benchmark		6,800,000
1996 KWKH A/F	From Great Empire to KEEL owner		4,100,000
1996 KRMD A/F	From Benchmark to Capstar		13,200,000
1997 KMJJ-F	From SunGroup to Sunburst		N/A
1997 KMJJ-F	From Sunburst to Capstar		5,600,000
1998 KEEL, KVKI-F, KRUF-F	Sold to Jacor		24,000,000
1998 KWKH, KITT-F			
1999	All Jacor stations sold to Clear Channel		---
1999 KTUX-F	Sold to Clear Channel		5,500,000
1999	All Capstar stations sold to Clear Channel		---
2000 KRMD, KMJJ-F, KRMD-F	Divested by Clear Channel to Cumulus		---
2001 KTAL-F			N/A

SHREVEPORT

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>
1	NA	KRMD A/F 2.5	KVKI-F 2.2	KVKI-F 2.0	KRMD A/F 1.9	KRMD A/F 2.0
2		KWKH A/F 2.2	KRMD A/F 2.1	KRMD A/F 1.9	KWKH A/F 1.7	KWKH-F 1.7
3		KMBQ-F 1.5	KWKH A/F 2.0	KWKH A/F 1.7	EEL/ITT 1.5	KITT-F 1.3
4		KVKI-F 1.4	KTUX-F 0.8	EEL/ITT 1.2	KTUX-F 1.3	
5		KEEL 1.0	KEEL 0.7	KTUX-F 0.9	KVKI-F 1.0	
6			KDKS-F 0.7	KDKS-F 0.5	KDKS-F 0.6	
7			KITT-F 0.6	KCOZ-F 0.5	KCOZ-F 0.5	
8			KCOZ-F 0.6	KTAL-F 0.4	KTAL-F 0.5	
9				KOKA 0.3		
10						
11						
	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>
1	KRMD A/F 2.1	KRMD A/F 2.3	KRMD A/F 2.9	KRMD A/F 2.6	KRMD A/F 3.0	KRMD A/F 3.5
2	KWKH-F 1.6	KWKH-F 1.6	KWKH-F 1.7	KWKH A/F 1.9	KWKH A/F 1.9	KWKH A/F 2.0
3	KITT-F 1.4	KITT-F 1.5	KITT-F 1.2	KITT-F 1.1	KMJJ-F 1.1	KMJJ-F 1.3
4	KTUX-F 0.8	KMJJ-F 0.9	KMJJ-F 1.0	KMJJ-F 0.9	KVKI-F 1.0	KVKI-F 1.0
5	KVKI-F 0.7	KTUX-F 0.8	KTUX-F 0.7	KVKI-F 0.8	KITT-F 0.8	KITT-F 0.8
6	KMJJ-F 0.5	KTAL-F 0.6	KVKI-F 0.6	KTAL-F 0.6	KEEL 0.6	KTAL-F 0.7
7	KDKS-F 0.5	KVKI-F 0.5	KTAL-F 0.6	KTUX-F 0.6	KTAL-F 0.6	KEEL 0.6
8	KEEL 0.4	KLKL-F 0.4		KEEL 0.5		
9		KEEL 0.3				
10		KOKA 0.25				
11						
	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
1	KRMD A/F 3.2	KRMD A/F 3.9	KRMD A/F 4.0	KRMD A/F 3.5	KRMD A/F 3.5	KRMD A/F 3.0
2	KVKI-F 1.9	KVKI-F 2.4	KVKI-F 2.7	KVKI-F 2.1	KVKI-F 2.1	KVKI-F 2.2
3	KMJJ-F 1.3	KMJJ-F 1.4	KMJJ-F 1.7	KRUF-F 1.6	KMJJ-F 1.9	KMJJ-F 1.8
4	KWKH-F 0.8	KITT-F 0.9	KDKS-F 1.2	KMJJ-F 1.5	KBTT-F 1.7	KBTT-F 1.6
5	KITT-F 0.7	KDKS-F 0.8	KITT-F 1.0	KDKS-F 1.4	KRUF-F 1.7	KRUF-F 1.2
6	KEEL 0.6	KEEL 0.7	KRUF-F 0.9	KRVQ-F 0.7	KITT-F 0.7	KDKS-F 0.9
7	KTAL-F 0.5	KRUF-F 0.6	KEEL 0.7	KITT-F 0.7	KEEL 0.6	KEEL 0.9
8	KTUX-F 0.5	KTAL-F 0.6	KTAL-F 0.6	KEEL 0.6	KTUX-F 0.6	KXKS-F 0.8
9		KTUX-F 0.5	KTUX-F 0.6	KTUX-F 0.5	KTAL-F 0.5	KTUX-F 0.7
10		KLKL-F 0.5	KLKL-F 0.6	KLKL-F 0.5	KDKS-F 0.5	KLKL-F 0.5
11						KTAL-F 0.5

	<u>2002</u>	<u>2003</u>
1	KDKS-F 2.2	KDKS-F 2.1
2	KRMD-F 2.1	KRMD-F 2.0
3	KVKI-F 1.8	KVKI-F 1.6
4	KLKL-F 1.6	KLKL-F 1.5
5	KMJJ-F 1.4	KMJJ-F 1.5
6	KTAL-F 1.1	KTAL-F 1.2
7	KRUF-F 0.9	KBED-F 1.1
8	KBED-F 0.9	KXKS-F 1.0
9	KXKS-F 0.8	KRUF-F 0.9
10		
11		

HIGHEST BILLING RADIO ENTITIES

	<u>1984</u>	<u>1985</u>	<u>1986</u>
1	KRMD A/F \$ 3.0 (28.6)	AmCom: KRMD \$ 3.5 (30.2)	KWKH,KITT et.al. \$ 4.4 (39.5)
2	KEEL,KITT,KVKI 2.4 (22.7)	KEEL,KITT,KVKI 2.4 (20.7)	Capstar 3.2 (28.8)
3	Great Empire 1.9 (18.1)	Great Empire 2.0 (17.2)	KDKS,KLKL et.al. 1.3 (11.7)
4	KDKS,KLKL et.al. 1.3 (11.9)	Sungroup: KMJJ 1.3 (11.2)	Sungroup 1.3 (11.7)
5		KDKS,KLKL et.al. 1.2 (10.3)	
	<u>1987</u>	<u>1988</u>	<u>1989</u>
1	KWKH,KITT et.al. \$ 4.8 (36.5)	Capstar \$ 5.7 (38.0)	Clear Channel \$ 5.8 (37.0)
2	Capstar 4.1 (31.2)	Jacor 5.7 (37.9)	Cumulus 5.2 (33.5)
3	KDKS et.al. 1.6 (12.5)	KDKS et.al. 2.1 (13.7)	KDKS et.al. 2.2 (14.0)
4	Sunburst 1.4 (10.8)	KTAL-F 0.6 (4.2)	
5		KTUX-F 0.6 (3.8)	
	<u>2000</u>	<u>2001</u>	<u>2002</u>
1	Clear Channel \$ 6.0 (37.3)	Clear Channel \$ 6.2 (38.3)	Access One \$ 6.7
2	Cumulus 5.6 (34.9)	Cumulus 5.3 (32.4)	Clear Channel 4.9
3	KDKS et.al. 4.0 (25.1)	KDKS et.al. 4.3 (26.5)	Cumulus 4.4
	<u>2003</u>		
1	Access One \$ 6.3		
2	Clear Channel 5.0		
3	Cumulus 4.6		
4			
5			

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

DUNCAN'S COMMENTS:

Many times during my career I have been asked to name the best and worst markets in the country. Unfortunately Shreveport has to be the worst radio market. Shreveport was badly hurt by the "oil patch" bust of the late 1980's. Beginning in 1986 four of the next five years the radio revenue of the market declined. It took thirteen years for revenues to climb out of that deep hole.

KRMD has been a successful station in a bad market although it has slipped in the last few years. KDKS may be the station of the future in the market.