



**SPOKANE**

	<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	4.0	--	--	--	--	--	--	--	15.3 %	34.7 %	--	--	--	1976
1977	4.4	10.0 %	--	--	--	--	--	--	14.6	34.9	16	--	--	1977
1978	5.6	18.2	--	--	--	--	--	--	15.1	41.8	16	--	--	1978
1979	5.4	-3.6	--	--	--	--	--	--	15.5	46.4	15	--	--	1979
1980	6.5	16.7	--	--	--	--	--	--	15.2	51.2	15	--	--	1980
1981	7.3	12.3	.349	20.91	1.6	.0046	--	--	15.8	51.2	14	--	--	1981
1982	7.7	5.5	.351	21.93	1.7	.0045	--	--	17.4	61.8	15	--	--	1982
1983	8.2	6.5	.354	26.16	1.8	.0046	.087	--	17.6	64.5	16	14	--	1983
1984	8.7	6.1	.354	24.58	2.0	.0044	.097	KGA/KDRK-F 1.1	17.0	64.9	16	13	--	1984
1985	9.3	6.9	.358	26.12	2.0	.0043	.101	KGA/KDRK-F 1.6	17.2	74.8	15	12	--	1985
1986	8.6	-7.5	.360	24.02	2.2	.0041	.111	KGA/KDRK-F 2.0	17.1	70.7	17	12	--	1986
1987	9.5	10.5	.359	26.46	2.2	.0044	.118	KGA/KDRK-F 2.1	15.3	76.1	19	12.5	10.7	1987
1988	10.1	6.3	.357	28.29	2.4	.0042	.109	KGA/KDRK-F 2.4	14.5	72.1	19	11.5	7.4	1988
1989	10.6	5.0	.358	29.60	2.7	.0039	.120	KGA/KDRK-F 2.4	16.4	76.1	19	12	11.3	1989
1990	10.9	2.8	.362	30.11	3.0	.0036	.124	KGA/KDRK-F 2.2	16.8	75.4	17	13	12.3	1990
1991	11.2	2.8	.363	30.85	3.1	.0036	.127	KGA/KDRK-F 2.2	16.2	80.4	18	14	11.8	1991
1992	12.1	8.0	.368	32.88	3.2	.0038	.137	NA NA	15.9	77.4	18	14	11.5	1992
1993	12.0	-0.8	.384	31.25	3.6	.0033	.141	KDRK-F 2.2	16.0	79.0	17	14	14.6	1993
1994	12.7	6.0	.397	31.99	4.1	.0031	.147	KDRK-F 2.3	16.1	81.6	18	14	13.5	1994
1995	13.7	7.7	.404	33.91	4.1	.0034	.152	KDRK-F 2.5	16.8	81.3	17	14	9.7	1995
1996	14.8	7.9	.413	35.84	4.2	.0035	.163	KDRK-F 2.7	16.2	77.4	21	15.5	9.4	1996
1997	16.4	9.2	.417	38.37	4.3	.0037	.187	KDRK-F 2.3	14.2	81.3	19	15	12.2	1997
1998	17.7	8.0	.416	42.55	4.4	.0040	.203	KKZX-F 2.4	14.9	78.1	23	14.5	12.2	1998
1999	18.8	5.9	.418	44.98	4.6	.0041	.214	KKZX-F 2.5	15.5	78.2	22	15.5	12.1	1999
2000	20.9	11.2	.420	49.76	5.5	.0038	.253	KZZU-F 3.1	14.8	79.2	23	15.5	12.6	2000
2001	21.3	1.9	.422	50.47	5.8	.0037	.243	KDRK-F 2.7	14.0	77.0	23	15.5	12.0	2001
2002	21.9	2.8	.425	51.53	6.1	.0036	.252	KKZX-F 2.3	14.0	79.5	23	--	13.1	2002
2003	22.4	2.3	.428	52.34	6.4	.0035	.257	KKZX-F 2.5	13.0	77.0	23	17.5	13.0	2003

**MAJOR STATIONS - JANUARY 2004**

<b>KAQQ</b>	1280	5KW/33W	Standards	Clear Channel	<b>KHTQ-F</b>	94.5	83KW@2181	AOR
<b>KDRK</b>	1050	5KW/260W	Country Oldies	Citadel	<b>KICR-F</b>	102.3	0.2KW@1844	Country
<b>KGA</b>	1510	50KW (DA-2)	Talk	Citadel	<b>KISC-F</b>	98.1	94KW@2031	Soft AC Clear Channel
<b>KJRB</b>	790	5KW/3.8KW (DA-2)	Sports/Talk	Citadel	<b>KJXZ-F</b>	96.1	64KW@2418	Country Clear Channel
<b>KQNT</b>	590	5KW	News/Talk	Clear Channel	<b>KKZX-F</b>	98.9	100KW@1614	Classic AOR Clear Channel
<b>KVNI</b>	1080	10KW/1KW (DA-N)	Oldies					
<b>KXLI</b>	630	0.5KW/53W	Sports					
<b>KXLY</b>	920	5KW	News/Talk					
<b>KAZZ-F</b>	107.1	9KW@253	Standards	Marathon	<b>KTSL-F</b>	101.9	29KW@650	Religion
<b>KCDA-F</b>	103.1	9KW@2451	AC/CHR	Clear Channel	<b>KXLY-F</b>	99.9	37KW@2998	Soft AC
<b>KDRK-F</b>	93.7	56KW@2380	Country	Citadel	<b>KYWL-F</b>	103.9	39KW@1417	CHR/Dance Citadel
<b>KEYF-F</b>	101.1	100KW@1608	Oldies	Citadel	<b>KZBD-F</b>	105.7	100KW@1910	Classic AOR Citadel
<b>KEZE-F</b>	96.9	8KW@1184 (DA)	Oldies-80's		<b>KZZU-F</b>	92.9	85KW@2080	CHR/Dance

**SPOKANE**

**FORMAT SHARES (%)**

	77	80	82	84	87	90	92	95	98	2000
<b>CHR/AOR</b>	38	37	34	15	22	17	12	11	13	11
				<b>CHR</b>						
				<b>AOR/CL</b>	16	14	16	11	19	23
<b>MOR/AC</b>	15	12	12	<b>MOR/FS</b>	11	4	1	1		
				<b>AC/OLD</b>	15	18	23	18		
								<b>AC</b>	10	8
								<b>OLDIES</b>	9	6
<b>COUNTRY</b>	11	15	31	24	19	19	30	27	19	13
<b>BTFL/EZ/SAC</b>	26	20	13	14	13	10				
							<b>SOFT AC</b>	7	7	7
<b>NEWS/TALK</b>	9	7	6	--	7	6	12	7	14	16
<b>SPORTS</b>									2	2
<b>BLACK/URBAN</b>										
<b>SMOOTH JAZZ</b>				--	--	4				
<b>STANDARDS</b>	--	4	3	4	2	6	6	7	7	6
<b>HISPANIC</b>										
<b>RELIG/GOSPEL</b>	1	1	1	1	1	--	3	3	1	5
<b>CLASSICAL</b>										

**STATION NOTES**

(Major call letter and format changes)

<b>KJRB</b>	CHR to AC by 84; AC until 87; Oldies until 90; Talk until 98; Added Sports in 98
<b>KIXZ-F</b>	KZUN until 82; KKPL until 92; KNFR until 01; Country until 82; Soft AC until 92; Country until 01
<b>KTRW</b>	KREM until 84; KLHT until 85; KZZU until 87; KHIT until 88; CHR to AC by 82; Standards until 84; AC until 85; CHR until 87; Country until 95
<b>KZBD-F</b>	KEZE-F until 95; EZ until 81; KAEP until 03; AOR to Classic AOR in 03
<b>KKZX-F</b>	KICN until 85; KQSP until 88; Religion until 85; AC until 88
<b>KDRK</b>	KEYF until 89; KFVR until 90; KEYF again until late 90's; Standards until late 90's
<b>KYWL-F</b>	KVXO-F until 93; KNJY until 99; KWHK until 01; Soft AC 93-94; AOR until 99; Classic AOR until 01
<b>KTSL-F</b>	KAAR until 92; Oldies until 92
<b>KEZE-F</b>	Classic AOR until 99; AC/CHR until 00
<b>KXLJ</b>	KKPL until 99; Standards until 99
<b>KQNT</b>	KHQ until 85; KLSN until 86; KAQQ until 02; MOR/FS until 87; Standards until 02
<b>KISC-F</b>	KHQ until 85; AC until 99
<b>KDRK-F</b>	KXXR until 79; EZ until 79
<b>KZZU-F</b>	KREM until 84; AOR until 84
<b>KXLY</b>	MOR/FS until about 85
<b>KCDA-F</b>	AC until 91; Country until 99
<b>KXLY-F</b>	EZ evolving to Soft AC by early 90's
<b>KGA</b>	Country until 96
<b>KHTQ-F</b>	KKCH-F until 95; AC until 85; AOR until 96; CHR until 98
<b>KAQQ</b>	KUDY until 92
<b>KVNI</b>	Soft AC until 98; Talk or Sports until 00; Country until 02

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

Year	Station	Transaction	Value
1970	KGA		\$ 1,040,000
1978	KRSS		350,000
1978	KDRK-F		567,000
1981	KGA, KDRK-F	Sold to Community Pacific	3,600,000
1981	KRSS		400,000
1981	KZUN, KXPL-F		1,250,000
1984	KGA, KDRK-F	Sold to John Price	5,750,000
1984	KZZU A/F	From King to Olympic	1,200,000
1984	KUDY, KQSP-F	From Cascade to Medina	1,309,000
1985	KKPL A/F (89%)		4,000,000
1985	KRSS		400,000
1986	KLSN, KISC-F	Sold to Home News	1,550,000
1987	KRSS		250,000
1989	KEYF A/F (Cheney)		1,300,000 (never closed)
1989	KJRB, KEZE-F	From Alexander to Apollo	3,000,000
1990	KHDL, KKPL-F		2,300,000
1990	KTRW, KZZU-F	From Olympia to Harbor	1,600,000
1991	KGA, KDRK-F	From John Price to Citadel	4,500,000
1992	KEYF-F	From Unicom to Terry Robinson	1,825,000
1992	KAQQ, KISC-F	From Home News to Silverado (Winkel)	2,600,000
1992	KUDY, KKZX-F	From Median to Terry Robinson	1,000,000
1992	KHDL, KKPL-F	Sold to Silverado	1,000,000
1993	KJRB		125,000
1995	KTRW, KZZU-F	Sold to KXLY-F owner	1,750,000
1995	KEYF A/F, KUDY, KKZX-F	From PourTates to Triathlon	7,800,000
1996	KAQQ, KISC-F, KNFR-F	From Silverado to Triathlon	8,750,000
1996	KEZE-F	Sold to John Rook	1,200,000
1997	KVNI, KHTQ-F	Sold to Morgan Murphy	N/A
1997	KCDA-F	From Rook to KNJY-F owner	1,500,000
1997	KEZE-F	Sold to KNJY-F owner	1,200,000
1997	KTSL-F	From Salem to KNJY-F owner	1,200,000
1998	KISC-F	From Triathlon to Capstar	10,000,000
1998	KUDY	From Triathlon to Capstar	500,000
1998	KNFR-F	From Triathlon to Capstar	9,700,000
1998	KAQQ	From Triathlon to Capstar	800,000
1998	KEYF-F	From Triathlon to Capstar	4,500,000
1998	KKZX-F	From Triathlon to Capstar	10,700,000
1998	KCDA-F, KNJY-F	From Rook to Amer. General	6,800,000
1998	KEZE-F	Sold to Morgan Murphy	1,400,000
1999	KNJY-F	From Amer. General to Citadel	4,150,000
1999	KEYF A/F	From Capstr to Citadel	N/A
1999		All Capstar stations sold to Clear Channel	---
2000	KCDA-F	From Amer. General to Clear Channel	---
2002	KAZZ-F (Deer Park)		1,000,000

# SPOKANE

## HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KGA	1.1	KGA/DRK	1.6	KGA/DRK	2.0	KGA/DRK	2.1	KGA/DRK	2.4	KGA/DRK	2.4
2 KPPL-F	1.0	JRB/EZE	1.5	KZZU-F	1.8	KZZU-F	1.7	KZZU-F	1.6	KZZU-F	1.6
3 KDRK-F	0.9	KZZU-F	1.5	KEZE-F	1.2	KEZE-F	1.2	KISC-F	1.5	KISC-F	1.6
4 KXLY-F	0.8			KXLY-F	1.0	KXLY-F	1.1	KEZE-F	1.3	KEZE-F	1.4
5						KISC-F	0.8	KXLY-F	1.2	KXLY-F	1.2
6						KPPL-F	0.7	KKPL-F	0.8		
7								KXLY	0.5		
8											
9											
10											
1990		1991		1992		1993		1994		1995	
1 KGA/DRK	2.2	KGA/DRK	2.2	NA		KDRK-F	2.2	KDRK-F	2.3	KDRK-F	2.5
2 KZZU-F	1.8	KISC-F	1.9			KISC-F	1.7	KEYF-F	1.8	KKZX A/F	1.7
3 KISC-F	1.8	KZZU-F	1.6			KEZE-F	1.4	KISC-F	1.7	KISC-F	1.7
4 KEZE-F	1.2	KEZE-F	1.1			KEYF-F	1.2	KEZE-F	1.6	KEYF-F	1.6
5 KXLY-F	0.8	KXLY	0.8			KZZU-F	1.1	KKZX-F	1.2	KZZU-F	1.3
6 KXLY	0.7	KKZX-F	0.7			KKZX-F	1.0	KZZU-F	1.0	KAEP-F	1.0
7		KXLY-F	0.6							KXLY-F	0.8
8		KEYF-F	0.5							KXLY	0.7
9		KKPL-F	0.45							KGA	0.6
10		KJRB	0.4								
11											
1996		1997		1998		1999		2000		2001	
1 KDRK-F	2.7	KDRK-F	2.3	KKZX-F	2.4	KKZX-F	2.5	KZZU-F	3.1	KDRK A/F	2.7
2 KKZX-F	2.3	KKZX-F	2.1	KDRK-F	2.2	KDRK-F	2.4	KDRK-F	2.9	KKZX-F	2.6
3 KEYF-F	1.8	KISC-F	1.9	KISC-F	1.9	KZZU-F	2.3	KKZX-F	2.8	KZZU-F	2.6
4 KISC-F	1.5	KNFR-F	1.9	KZZU-F	1.7	KISC-F	1.8	KISC-F	2.4	KHTQ-F	2.1
5 KZZU-F	1.2	KZZU-F	1.3	KNFR-F	1.6	KEYF A/F	1.5	KXLY-F	1.6	KISC-F	2.1
6 KXLY-F	1.1	KXLY-F	1.2	KNFR-F	1.3	KXLY-F	1.4	KEYF A/F	1.6	KEYF A/F	1.4
7 KAEP-F	1.0	KAEP-F	1.1	KEYF A/F	1.2	KNFR-F	1.4	KAEP-F	1.5	KXLY-F	1.3
8 KXLY	0.8	KEYF A/F	1.0	KAEP-F	1.0	KAEP-F	1.3	KHTQ-F	1.4	KAEP-F	1.3
9 KNFR-F	0.7	KGA A/A	0.8	KGA A/A	0.9	KXLY	0.8	KNFR-F	1.1	KIXZ-F	1.2
10 KGA A/A	0.7	KXLY	0.8	KXLY	0.8	KGA	0.7	KXLY	0.9	KXLY	0.8
11										KGA	0.7
2002		2003									
1 KKZX-F	2.3	KKZX-F	2.5								
2 KDAK-F	2.3	KDRK-F	2.4								
3 KISC-F	2.1	KISC-F	2.4								
4 KEYF-F	1.8	KXLY-F	1.7								
5 KXLY-F	1.5	KEYF-F	1.6								
6 KIXZ-F	1.4	KXLY	1.6								
7 KZZU-F	1.4	KZBD-F	1.3								
8 KXLY	1.3	KIXZ-F	1.2								
9 KHTQ-F	1.2	KHTQ-F	1.0								
10 KZBD-F	1.2	KZZU-F	1.0								
11											

## HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Citadel	\$ 5.2 (40.9)	1 Citadel	\$ 4.4 (32.1)	1 Triathlon	\$ 6.6 (44.8)
2 Pourtales	3.2 (25.2)	2 Triathlon	3.3 (24.1)	2 Citadel	4.4 (29.7)
3 Silverado	2.0 (15.7)	3 Silverado	2.7 (19.7)	3 Morgan Murphy	3.1 (20.8)
		4 Morgan Murphy	2.1 (15.3)		
1997		1998		1999	
1 Triathlon	\$ 7.3 (44.8)	1 Capstar	\$ 7.5 (42.4)	1 Citadel	\$ 6.1 (32.3)
2 Citadel	4.2 (25.6)	2 Morgan Murphy	4.4 (24.7)	2 Clear Channel	6.0 (32.0)
3 Morgan Murphy	3.8 (23.3)	3 Citadel	4.1 (23.2)	3 Morgan Murphy	5.6 (29.8)
4 KEZE,KNJY et.al.	1.0 (6.3)	4 KNJY, et.al.	1.0 (5.5)		
2000		2001		2002	
1 Morgan Murphy	\$ 7.5 (33.8)	1 Morgan Murphy	\$ 7.4 (34.9)	1 Clear Channel	\$ 7.4
2 Citadel	7.3 (32.8)	2 Clear Channel	6.9 (32.3)	2 Citadel	7.2
3 Clear Channel	7.1 (32.3)	3 Citadel	6.7 (31.2)	3 Morgan Murphy	5.9
2003					
1 Clear Channel	\$ 7.9	All 2002 and 2003 financial data is provided by BIA Financial.			
2 Citadel	6.9				
3 Morgan Murphy	5.9				
4					
5					

### DUNCAN'S COMMENTS:

Spokane is a below average small radio market. Just too many stations tapping a revenue pool that is too shallow.