

**SPRINGFIELD, MO.
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>			
KWTO	14.7				13.8	16.3	10.1	12.3	10.4	10.1	8.6	10.0	6.7	9.1	5.8	6.0	3.0	2.8	5.7	4.9	4.0	4.5	3.8	5.2	4.4	5.7	4.3	4.1	3.5	KWTO, 560 (T)		
KWTO-F	14.2				20.6	22.4	23.0	22.5	26.6	30.4	25.8	23.1	25.8	22.5	26.7	16.0	11.9	9.3	5.1	4.3	1.9	3.3	2.7	2.8	2.3	2.3	2.5	2.9	2.4	KWTO-F, 98.7 (S)		
KSGF	15.5				10.7	9.3	10.1	7.0	9.8	10.5	7.9	7.5	5.3	6.9	4.6	5.3	5.6	8.7	2.8	3.1	4.8	4.9	5.5	2.8	4.4	5.8	3.3	1.1	2.0	KSGF, 1260 (N)		
KTTS-F	23.3				22.1	13.8	17.1	21.1	21.9	23.2	17.5	18.5	21.6	19.2	19.4	17.3	15.2	17.1	18.2	20.3	19.0	16.5	12.6	14.7	11.4	8.3	13.3	12.2	14.2	KTTS-F, 94.7 (C)		
KGMV	7.8				5.1	6.9	7.0	13.3	6.7	6.5	4.6	3.6	2.1	2.5	-	-	-	-	-	-	-	2.1	0.5	0.6	1.1	1.7	1.0	1.4	0.7	KGMV, 1400 (S)		
KTXR-F	5.2				11.1	11.8	9.8	10.2	6.7	7.2	7.9	10.0	10.2	7.6	10.6	9.0	11.9	9.0	7.1	7.7	5.6	5.1	5.0	5.1	4.7	4.5	6.2	4.3	4.0	KTXR-F, 101.3 (SAC)		
KIDS	8.6				6.3	4.1	2.9	1.8	1.3	2.9	1.0	2.5	-	2.2	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	KIDS, 1340 (?)		
KTOZ	3.4				2.8	2.4	5.9	3.9	4.0	1.1	1.0	1.4	-	1.1	1.2	2.0	2.0	1.2	0.6	0.9	-	1.0	-	-	0.5	0.6	-	0.7	1.3	KTOZ, 1060 (ST)		
KXUS-F	1.3				1.6	1.2	2.1	2.1	1.7	1.4	9.9	10.3	13.4	12.3	11.9	9.7	15.6	16.5	11.1	6.9	6.4	5.3	6.3	5.2	4.7	5.2	5.3	5.4	5.0	KXUS-F, 97.3 (CL AOR)		
KXBR-F					2.8	6.1	5.9	1.8	3.0	2.9	1.7	0.7	3.9	3.6	0.9	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-	KXBR-F, 93.5 (-)		
KLFJ							0.7	5.1	1.8	3.6	2.5	0.7	2.2	-	-	1.0	-	-	-	-	-	-	1.2	-	-	-	-	-	-	KLFJ, 1550 (REL)		
KKLH-F										1.0	2.1	3.2	2.2	1.5	2.7	2.6	0.6	3.4	1.1	6.4	4.9	2.9	4.0	4.6	4.7	4.0	4.2	3.8		KKLH-F, 104.7 (CL AOR)		
KGBX-F														-	9.7	13.2	9.0	4.8	7.1	9.6	12.5	9.0	11.0	9.9	7.1	10.8	10.2	8.1		KGBX-F, 105.9 (AC)		
KSPW-F														4.9	7.0	3.6	3.1	2.3	2.0	1.6	1.0	5.1	4.0	2.8	4.1	6.8	6.2	6.6		KSPW-F, 96.5 (CHR)		
KADI-F														-	-	3.3	3.4	2.6	3.7	4.0	2.7	2.4	1.8	2.4	2.2	2.2	1.4	1.7		KADI-F, 99.5 (REL)		
KGMV-F																	7.5	6.8	12.9	10.7	10.3	7.7	6.4	7.7	7.7	7.5	7.6	6.8		KGMV-F, 100.5 (C)		
KOMG-F																						0.8	-	-	-	1.6	1.9	1.1	2.4		KOMG-F, 92.9 (AC)	
KOSP-F																			13.6	7.4	5.9	5.0	5.9	4.9	3.6	5.0	5.3	4.9	4.8		KOSP-F, 105.1 (O)	
KQRA-F																												3.7	3.9		KQRA-F, 102.1 (AOR)	
KTOZ-F																												5.3	5.2	7.8	6.8	KTOZ-F, 95.5 (AC)
KZRQ-F																				0.6	4.8	6.1	6.7	6.4	8.2	8.5	3.5	2.3	3.0		KZRQ-F, 106.7 (AOR)	
KSGF-F																					0.5	1.0	1.3	3.6	4.3	6.0	4.9	3.4	1.6		KSGF-F, 104.1 (N)	

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>
KWTO	30.6	30.5	28.5	31.4	28.1	22.6	21.5	18.4	15.2	17.0	13.4	12.0	8.0	11.0	14.1	12.1	10.4	11.3	8.8	12.7	10.1	14.6	9.8	7.7	6.1
KWTO-F	37.8	39.1	41.1	41.3	46.0	46.4	43.5	40.9	43.0	38.0	41.2	27.8	24.9	20.2	17.5	14.8	8.8	11.6	8.4	9.0	7.8	7.6	6.8	7.7	7.4
KSGF	24.1	23.3	24.7	16.6	25.6	21.1	18.6	16.6	11.6	14.6	14.3	14.2	10.9	14.9	9.1	8.5	8.1	6.9	7.6	5.0	6.9	8.8	4.0	3.2	4.3
KTTS-F	28.8	26.0	28.4	33.0	33.8	32.6	31.8	31.9	32.1	30.4	33.9	32.1	32.9	33.3	32.9	33.5	34.8	30.1	27.6	20.9	19.9	17.8	27.9	24.7	28.1
KGMV	15.5	22.6	20.0	29.2	23.7	18.3	12.0	11.4	8.1	5.7	-	-	-	-	-	-	-	4.4	2.2	2.8	2.8	2.6	3.1	3.6	2.5
KTXR-F	20.8	23.4	20.9	21.5	19.1	16.1	16.0	21.9	21.5	16.1	21.1	20.5	22.2	20.3	17.9	18.2	14.7	13.2	12.7	13.0	9.9	12.2	11.2	8.6	10.8
KIDS	21.4	21.8	15.8	7.4	6.6	4.3	3.4	7.4	-	6.0	8.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
KTOZ	11.0	9.0	6.4	6.3	6.2	4.4	4.7	3.5	1.1	2.4	3.3	2.6	5.0	2.3	1.5	2.8	-	2.6	-	-	1.3	1.4	-	1.5	2.8
KXUS-F	5.4	5.4	11.3	7.2	6.0	5.0	20.4	23.2	27.7	24.2	23.4	20.1	25.2	26.7	19.6	18.0	13.4	11.1	14.3	10.9	12.5	12.5	11.9	14.7	15.6
KXBR-F	5.4	8.6	9.3	5.2	6.6	6.1	4.0	3.7	6.7	6.4	4.1	4.5	-	-	-	-	-	-	-	-	-	-	-	-	-
KLFJ				3.8	6.3	4.9	6.0	5.6	3.1	3.9	-	4.8	-	-	-	-	-	-	-	2.9	-	-	-	-	-
KKLH-F							4.5	6.7	7.6	6.5	5.8	4.8	9.0	5.0	7.6	6.5	12.9	11.0	9.5	13.3	10.0	14.1	9.1	10.6	8.2
KGBX-F											-	18.4	22.0	19.7	15.9	18.5	20.9	21.4	21.8	19.5	21.7	15.7	19.4	17.5	18.1
KSPW-F											9.4	14.0	9.4	8.3	7.0	6.5	6.3	5.5	10.9	9.7	7.8	9.3	16.1	16.1	17.3
KADI-F											-	-	8.8	9.8	9.1	8.3	7.7	6.8	6.0	7.3	6.5	4.6	8.2	4.0	7.2
KGMV-F														13.6	16.6	23.0	22.1	23.2	17.0	11.8	14.0	18.5	17.3	16.8	14.1
KOMG-F																		2.4	-	-	-	6.2	4.6	8.0	7.2
KOSP-F															27.3	18.4	17.3	13.2	15.4	14.4	9.4	11.3	12.3	12.9	13.1
KQRA-F																								14.0	12.9
KTOZ-F															7.9	12.1	9.6	13.2	14.4	16.1	18.5	15.5	14.0	16.6	15.6
KZRQ-F																3.6	13.8	14.9	19.9	20.0	18.5	20.6	13.3	10.8	12.0
KSGF-F																	1.7	6.2	5.8	8.7	11.1	13.7	11.2	9.8	4.1

SPRINGFIELD, MO.

	<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	--	--	--	--	--	--	--	--	--	-- %	%	--	--	--	1976
1977	3.6	-- %	--	--	--	--	--	--	--	--	--	--	--	--	1977
1978	4.1	13.9	--	--	--	--	--	--	--	--	--	--	--	--	1978
1979	4.6	12.2	--	--	--	--	--	--	--	15.9	60.0	11	--	--	1979
1980	4.9	6.5	--	--	--	--	--	--	--	14.5	57.4	11	--	--	1980
1981	5.5	12.2	.210	26.19	1.2	.0047	--	--	--	16.4	60.4	11	--	--	1981
1982	5.9	7.3	.214	27.57	1.2	.0048	--	--	--	16.1	59.6	11	--	--	1982
1983	6.6	11.9	.219	30.84	1.3	.0049	.065	--	--	16.2	61.6	11	9	--	1983
1984	7.3	10.6	.223	32.74	1.4	.0052	.074	KTTS A/F	2.9	15.0	66.4	11	9	--	1984
1985	7.4	1.4	.224	32.77	1.5	.0047	.082	KTTS A/F	3.0	NA	70.4	12	9	--	1985
1986	7.8	5.4	.227	34.06	1.7	.0044	.077	KWTO A/F	3.1	14.9	70.3	12	9	--	1986
1987	8.5	9.0	.231	36.80	1.8	.0047	.091	KTTS A/F	2.7	15.0	84.0	10	8.5	7.1	1987
1988	9.2	8.2	.235	39.15	1.9	.0049	.101	KTTS A/F	3.5	14.3	73.8	12	7.5	8.7	1988
1989	9.7	5.4	.238	40.76	2.0	.0047	.110	KTTS A/F	3.8	16.9	84.1	11	8	11.9	1989
1990	10.2	5.2	.243	41.98	2.1	.0048	.116	KTTS A/F	3.9	15.2	82.5	12	9	12.3	1990
1991	9.7	-4.9	.245	39.59	2.2	.0044	.110	KTTS A/F	3.7	15.1	86.3	13	10	10.6	1991
1992	10.0	3.1	.250	40.00	2.2	.0045	.113	KTTS A/F	4.0	15.6	85.7	13	10	11.2	1992
1993	10.5	5.0	.279	37.63	2.6	.0040	.125	KTTS A/F	3.6	16.7	89.7	14	11	11.6	1993
1994	12.0	14.0	.284	42.25	3.1	.0039	.139	KTTS A/F	4.1	15.0	89.8	15	11	12.9	1994
1995	13.4	11.9	.299	44.82	3.9	.0034	.153	KTTS A/F	4.3	15.7	89.9	15	12.5	12.3	1995
1996	15.4	14.7	.309	49.84	4.4	.0035	.173	KTTS A/F	4.5	15.7	89.0	16	13	10.2	1996
1997	16.4	6.5	.306	54.30	4.7	.0035	.194	KTTS-F	3.3	14.6	87.1	16	13.5	15.7	1997
1998	17.5	7.5	.305	57.53	4.8	.0036	.201	KTTS-F	3.6	15.3	89.2	19	13.5	12.3	1998
1999	18.4	4.9	.312	59.12	5.1	.0036	.217	KTTS-F	3.4	15.1	87.8	18	13	15.2	1999
2000	20.0	8.7	.315	63.49	5.2	.0038	.240	KTTS-F	3.3	13.7	89.7	18	13	16.2	2000
2001	19.0	-5.0	.330	57.57	5.5	.0035	.212	KTTS-F	4.0	13.2	87.9	18	13	10.3	2001
2002	20.3	6.8	.333	60.96	5.7	.0036	.241	KTTS-F	3.3	12.4	91.0	20	--	14.9	2002
2003	21.0	3.4	.339	61.95	5.9	.0036	.255	KTTS-F	3.3	13.4	92.3	20	15	16.9	2003

MAJOR STATIONS - JANUARY 2004

KGMV	1400	1KW	Sports	Clear Channel	KOSP-F	105.1	50KW@492	Oldies	Midwest Family
KSGF	1260	5KW (DA-N)	News	Journal	KQRA-F	102.1	5KW@361	AOR	Midwest Family
KTOZ	1060	500W (DAYS)	Standards		KSPW-F	96.5	50KW@492	CHR/Dance	Journal
KWTO	560	5KW/4KW (DA-N)	Talk		KTOZ-F	95.5	44KW@522	AC	Clear Channel
					KTTS-F	94.7	98KW@1102	Country	Journal
KADI-F	99.5	3KW@328	Religion		KTXR-F	101.3	100KW@1489	Soft AC	
KGBX-F	105.9	38KW@558	AC	Clear Channel	KWTO-F	98.7	100KW@600	Sports	
KGMV-F	100.5	33KW@600	Country	Clear Channel	KXUS-F	97.3	100KW@581	Classic AOR	Clear Channel
KKLH-F	104.7	34KW@594	Classic AOR	Midwest Family	KZRQ-F	106.7	25KW@328	AOR	Journal
KOMG-F	92.9	50KW@492	AC/CHR	Midwest Family	KSGF-F	104.1	22KW@354	News/Talk	

SPRINGFIELD, MO.

FORMAT SHARES (%)

	<u>ZZ</u>	<u>80</u>	<u>82</u>	<u>84</u>	<u>87</u>	<u>90</u>	<u>92</u>	<u>95</u>	<u>98</u>	<u>2000</u>
CHR/AOR		38	25	CHR AOR/CL	31 4	28 12	11 19	8 18	6 21	13 19
MOR/AC	7	16	MOR/FS AC/OLD	7 3	2 18	-- 19	3 14	-- 11	4 14	See Talk 14
COUNTRY BTFL/EZ/SAC	41 12	42 11		45 7	36 11	37 10	39 10	39 8	32 5	24 6
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ	3	--						5	6	9 5
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL	-- 3	4 2		1 3	-- 1	2 1	1 4	1 5	1 2	1 3

SOFT AC

MAJOR STATION TRANSACTIONS: 1970 to 2003

1972 KTTS A/F	Sold to Great Empire	\$	350,000
1974 KGBX	Sold to Stauffer		500,000
1974 KWTO A/F	Sold to Stuart		1,250,000
1981 KLSM			180,000
1982 KGBX	Sold by Stauffer		875,000
1984 KXUS-F			925,000
1985 KWTO-F	From Stuart to DKM		N/A
1986 KGBX			776,000
1987 KWTO A/F	From DKM to Summit		11,500,000
1988 KTOZ-F (Marshfield)	Sold to Borders		1,000,000
1988 KGBX	Sold to Borders		155,000
1989 KTOZ	From Summit to Cole		310,000
1989 KWTO A/F			5,200,000
1994 KTOZ-F			280,000
1994 KLTO-F (Sparta)			600,000
1994 KZBE-F (Pleasant Hope)			780,000
1994 KWTO A/F	Sold to Meyer		1,900,000
1995 KHTO-F, KZBE-F	Sold to KTOZ-F owner		1,400,000
1995 KZPD-F (104.1)			450,000
1996 KLTO-F	Sold to Great Empire		1,060,000
1996 KTOZ-F	Sold to Midwest Family		1,800,000
1996 KHTO-F, KZBE-F	Sold to Midwest Family		1,400,000
1997 KXUS-F	From Demaree to Sunburst		5,500,000
1997 KTOZ-F	Sold to Sunburst		3,300,000
1998 KTTS	From Great Empire to Journal		4,500,000
1998 KLTO-F	From Great Empire to Journal		2,800,000
1998 KTTS-F	From Great Empire to Journal		18,000,000
1999 KCYO-F	Sold to Midwest Family		3,000,000
2003 KZRQ-F, KHTO-F	From Wilks to Citadel to Journal		5,000,000

STATION NOTES

(Major call letter and format changes)

KWTO-F	KWTO until 90; KKHT until 94; CHR until 94; AC until 96; Classic AOR until 99
KTOZ	KBUG until 82; KLSM until 87; Disco until 82; Talk until 80; Standards until 85; Standards again from late 80's on
KGMV and KSGF	Swapped frequencies (1260 and 1400) in 1988. In this isolated instance the historical ratings followed the call letters.
KWTO	Country until about 91
KSGF	KTTS until 01; KTTF until 02; Country until 01
KSGF-F	KZPD until 96; KQMO until 98; Standards until 96; AC/CHR until 95; KZRQ until 03; AOR until 03
KOMG-F	KCTG until late 90's; Country until late 90's
KGMV	Standards until 99
KIDS	CHR to AC by 82; Oldies until ---; KICK until ---
KXUS-F	KWFC until 85; Religion until 85; AC until 89
KXBR-F	KRFG until 85; KORX until 88; 93.5 frequency disappeared in 91
KTXR-F	EZ evolving to Soft AC by early 90's
KKLH-F	KTOZ until 96; Country until 93; AOR until 96; Oldies-70's until 99; From 104.9 to 104.7 in 93
KSPW-F	KLTO until 99; KMXH until 01; AC until 93; Soft AC until 96; Country until 98
KTOZ-F	KZBE until 96; Classic AOR until 96
KZRQ-F	KELE until 95; KHTO until 03; CHR until 03
KLFJ	Religion until 97

SPRINGFIELD, MO

HIGHEST BILLING STATIONS

<u>1984</u>		<u>1985</u>		<u>1986</u>		<u>1987</u>		<u>1988</u>		<u>1989</u>	
1 KTTS-F	2.2	KTTS A/F	3.0	KWTO A/F	3.1	KTTS A/F	2.7	KTTS A/F	3.5	KTTS A/F	3.8
2 KWTO-F	1.9	KWTO A/F	2.7	KTTS A/F	2.7	KWTO-F	2.3	KWTO-F	2.4	KWTO-F	2.3
3 KTTS	0.7			KXUS-F	1.2	KXUS-F	1.2	KXUS-F	1.7	KXUS-F	1.7
4 KWTO	0.7			KTXR-F	0.9	KWTO	0.8	KTXR-F	0.8	KTXR-F	0.8
5 KTXR-F	0.4			KWTO	0.8	KTXR-F	0.8	KWTO	0.7		
6											
7											
8											
9											
10											
<u>1990</u>		<u>1991</u>		<u>1992</u>		<u>1993</u>		<u>1994</u>		<u>1995</u>	
1 KTTS A/F	3.9	KTTS A/F	3.7	KTTS A/F	4.0	KTTS A/F	3.6	KTTS A/F	4.1	KTTS-F	4.3
2 KKHT-F	2.0	KXUS-F	1.6	KXUS-F	1.5	KXUS-F	1.6	KXUS-F	1.5	KXUS-F	1.6
3 KXUS-F	1.6	KGBX-F	1.3	KGBX A/F	1.3	KXUS-F	1.5	KXUS-F	1.5	KGBX-F	1.3
4 KGBX-F	0.7	KKHT-F	1.0	KKHT-F	0.9	KXUS-F	1.5	KXUS-F	1.5	KGBX-F	1.3
5 KTXR-F	0.7	KTXR-F	0.7	KTXR-F	0.8	KXUS-F	1.5	KXUS-F	1.5	KXUS-F	1.3
6 KWTO	0.5	KWTO	0.4	KGMV-F	0.4	KTXR-F	1.1	KTXR-F	1.1	KXUS-F	1.0
7		KLTQ-F	0.3			KGBX-F	1.0	KGBX-F	1.0	KTTS	0.7
8											
9											
10											
11											
<u>1996</u>		<u>1997</u>		<u>1998</u>		<u>1999</u>		<u>2000</u>		<u>2001</u>	
1 KTTS A/F	4.5	KTTS-F	3.3	KTTS-F	3.6	KTTS-F	3.4	KTTS A/F	3.3	KTTS-F	4.0
2 KGBX-F	2.5	KGBX-F	2.7	KGBX-F	3.0	KGBX-F	3.1	KGBX-F	3.0	KGBX-F	2.8
3 KGMV-F	1.9	KGMV-F	1.8	KGMV-F	1.6	KGMV-F	1.8	KGMV-F	2.1	KGMV-F	2.3
4 KXUS-F	1.2	KOSP-F	1.2	KOSP-F	1.3	KOSP-F	1.2	KHTO-F	1.6	KXUS-F	1.4
5 KTXR-F	1.0	KXUS-F	1.2	KXUS-F	1.3	KTXR-F	1.2	KTOZ-F	1.5	KTOZ-F	1.4
6 KOSP-F	1.0	KTTS	1.0	KTXR-F	1.1	KXUS-F	1.2	KXUS-F	1.1	KTXR-F	1.1
7 KWTO	0.7	KTXR-F	1.0	KHTO-F	1.1	KHTO-F	1.0	KOSP-F	1.0	KOSP-F	1.0
8 KWTO-F	0.6	KHTO-F	0.9	KTTS	1.0	KTOZ-F	1.0	KTXR-F	1.0	KSPW-F	0.8
9 KHTO-F	0.5	KWTO	0.8	KWTO	0.9	KTTS	0.9	KWTO	0.8	KWTO	0.8
10 KTOZ-F	0.5	KTOZ-F	0.7	KTOZ-F	0.8	KWTO	0.8	KZRF-F	0.7	KHTO-F	0.8
11		KWTO-F	0.6							KZRF-F	0.7

HIGHEST BILLING RADIO ENTITIES

<u>1994</u>		<u>1995</u>		<u>1996</u>	
1 Great Emprle	\$ 4.1 (34.2)	1 Great Emprle	\$ 5.0 (37.3)	1 Great Emprle	\$ 4.7 (30.5)
2 Sunburst	2.5 (20.8)	2 Sunburst	2.9 (21.6)	2 Sunburst	4.5 (29.2)
3 Meyer	1.5 (12.5)	3 Meyer	1.7 (12.7)	3 Meyer	2.2 (14.3)
4 Midwest Family	1.4 (11.7)	4 Demaree: KXUS	1.3 (9.7)	4 Demaree	1.2 (7.8)
		5 Midwest Family	1.1 (8.2)	5 Midwest Family	1.2 (7.5)
				6 KHTO,KTOZ	1.1 (6.8)
<u>1997</u>		<u>1998</u>		<u>1999</u>	
1 Sunburst	\$ 6.3 (38.5)	1 Sunburst	\$ 6.8 (38.7)	1 Sunburst	\$ 7.1 (38.8)
2 Great Emprle	4.7 (28.4)	2 Journal	5.0 (28.7)	2 Journal	5.0 (26.9)
3 Meyer	2.4 (14.7)	3 Meyer	2.5 (14.0)	3 Meyer	2.5 (13.7)
4 Midwest Family	1.7 (10.3)	4 Midwest Family	1.9 (10.6)	4 Midwest Family	1.8 (9.7)
5 KHTO,KQMO	1.0 (6.1)	5 KHTO,KZRQ	1.1 (6.0)	5 KHTO,KZRQ	1.4 (7.6)
<u>2000</u>		<u>2001</u>		<u>2002</u>	
1 Clear Channel	\$ 7.7 (38.5)	1 Clear Channel	\$ 8.0 (42.2)	1 Clear Channel	\$ 8.6
2 Journal	3.8 (19.0)	2 Journal	5.0 (26.3)	2 Journal	5.7
3 Meyer	2.3 (11.6)	3 Meyer	2.3 (11.9)	3 Meyer	2.8
4 KHTO,KZRQ	2.3 (11.4)	4 Midwest Family	1.9 (9.9)	4 Midwest Family	2.8
5 Midwest Family	2.0 (9.8)	5 Wilks: KHTO,KZRQ	1.5 (7.6)		
<u>2003</u>					
1 Clear Channel	\$ 8.6				
2 Journal	5.7				
3 Midwest Family	3.6				
4 Meyer	2.7				
5					

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

<u>2002</u>		<u>2003</u>	
1 KTTS-F	3.3	KTTS-F	3.3
2 KGBX-F	3.3	KGBX-F	3.2
3 KGMV-F	2.0	KGMV-F	2.0
4 KXUS-F	1.6	KTOZ-F	1.7
5 KTOZ-F	1.5	KXUS-F	1.5
6 KTXR-F	1.2	KTXR-F	1.0
7 KOSP-F	1.1	KOSP-F	1.0
8 KKLH-F	1.0	KQRA-F	1.0
9 KWTO-F	1.0	KKLH-F	1.0
10		KWTO-F	0.9
11			

DUNCAN'S COMMENTS

Springfield is about an average small market. Revenues are OK but the number of viable stations has dramatically increased. To be exact, the viable stations have increased by 67% since 1990, one of the largest increases of any radio market that I cover.

KTTS has been a great station over the decades. For most years it has led the market in revenue and ratings. KGBX also deserves credit for its performance since 1990.