

TUCSON
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>	
KCUB	6.3	13.0	9.9	10.6	8.4	12.7	11.5	10.3	11.1	8.3	4.3	5.1	3.7	3.5	2.8	2.4	2.7	2.5	2.0	3.1	2.2	1.4	1.4	0.9	1.4	1.8	1.1	0.9	0.5	KCUB, 1290 (S)
KMXZ-F	6.7	6.2	7.0	10.0	7.7	10.0	11.6	10.5	10.8	11.2	11.3	10.8	12.9	7.8	7.2	7.3	7.7	7.8	9.0	10.4	9.7	8.8	8.9	8.6	7.5	7.4	8.1	9.5	9.4	KMXZ-F, 94.9 (AC)
KFFN	9.5	8.4	8.8	6.7	8.0	6.4	7.1	4.7	5.8	3.4	5.1	2.9	2.6	2.1	1.1	0.6	2.0	2.7	2.6	3.0	0.9	0.6	0.8	1.6	1.2	1.4	1.3	1.2	1.0	KFFN, 1490 (S)
KTKT	10.1	11.5	11.7	11.8	9.7	7.1	5.1	4.5	3.9	3.5	2.6	3.4	1.6	1.0	2.0	1.6	1.4	1.4	0.5	0.6	0.8	0.8	0.6	0.5	0.6	0.6	0.8	0.7	0.6	KTKT, 980 (T)
KLPX-F	-	4.1	5.7	4.4	6.0	5.3	7.4	7.1	7.6	6.9	9.2	9.5	8.6	7.6	9.0	8.0	9.6	8.5	8.3	9.7	8.1	6.7	6.8	6.1	6.3	5.2	5.1	4.5	4.9	KLPX-F, 96.1 (CL AOR)
KXEW	-	4.9	5.4	4.4	1.7	4.3	5.4	6.7	5.1	5.5	3.8	2.1	3.1	2.7	2.2	2.0	2.0	1.8	2.0	1.4	1.4	1.2	1.4	1.8	1.8	1.5	1.5	1.8	1.4	KXEW, 1600 (SP)
KWMT-F	8.2	7.1	8.0	5.4	10.6	9.0	6.1	10.4	9.9	6.4	6.9	7.1	9.3	7.6	9.8	7.8	7.6	7.9	7.5	5.5	5.6	4.9	5.0	4.7	4.3	4.1	2.8	3.1	2.6	KWMT-F, 92.9 (AOR)
KNST	8.2	7.6	5.9	4.4	5.0	5.8	5.9	5.8	5.6	6.8	4.8	3.0	1.7	2.3	-	-	-	-	6.6	6.5	6.1	6.5	5.7	5.2	5.6	5.3	5.3	5.7	5.9	KNST, 790 (N/T)
KTUC	4.7	4.2	4.7	4.3	4.9	4.9	4.3	3.0	2.9	1.8	1.8	1.4	2.3	1.6	1.9	1.5	1.1	1.7	1.5	0.9	2.4	1.6	1.2	0.9	1.3	2.1	3.9	4.4	4.0	KTUC, 1400 (ST)
KSAZ	13.8	8.3	2.9	4.2	4.5	1.7	1.4	0.7	-	-	-	-	-	-	-	-	-	-	1.0	1.3	0.9	1.2	1.0	1.5	1.3	1.3	1.5	1.8	-	KSAZ, 580 (ST)
KGMS	6.5	6.3	4.8	5.8	4.8	2.9	2.2	2.7	2.8	3.5	3.3	4.3	3.6	4.1	4.5	4.6	5.0	5.3	-	2.6	3.6	3.3	4.1	3.0	2.5	2.1	0.4	-	0.1	KGMS, 940 (REL)
KRQQ-F	-	-	9.5	11.4	6.9	7.6	7.1	6.4	9.4	12.9	10.3	11.6	13.7	19.3	19.1	17.6	13.0	9.9	7.3	6.9	7.5	8.1	8.8	8.4	9.6	9.3	7.5	7.2	6.1	KRQQ-F, 93.7 (CHR)
KJLL	3.9	-	1.4	0.6	6.6	6.5	5.5	5.4	5.2	5.4	4.5	2.6	2.1	3.0	3.7	3.0	3.2	3.1	-	-	-	-	-	0.5	0.7	0.7	0.9	1.1	1.4	KJLL, 1330 (T)
KIIM-F	-	-	-	-	0.8	-	4.3	3.3	2.4	5.2	8.3	8.1	8.1	11.4	8.1	13.9	16.7	19.3	19.1	14.9	13.4	13.2	12.8	11.3	10.4	11.3	9.4	6.9	8.1	KIIM-F, 99.5 (C)
KTZR	-	-	-	0.8	2.6	2.9	2.0	1.9	1.9	2.5	1.3	1.6	2.3	1.2	0.9	1.9	1.7	2.2	2.0	1.6	2.0	2.1	0.8	1.5	1.8	1.4	1.7	1.5	1.4	KTZR, 1450 (SP)
KGYY	-	-	-	-	-	-	2.1	5.2	4.3	4.8	6.0	4.5	3.2	3.6	4.1	4.2	4.1	3.4	5.4	3.6	2.7	2.3	1.8	2.1	1.2	1.6	1.8	1.3	1.1	KGYY, 1080 (ST)
KVOI	-	-	-	-	-	-	-	2.2	1.6	1.8	1.0	1.1	1.3	1.0	1.0	0.9	0.6	-	-	-	-	0.4	-	-	0.4	0.4	0.3	0.6	0.8	KVOI, 690 (T)
KFMA-F	-	-	-	-	-	-	-	-	0.5	0.7	1.4	0.7	0.7	1.4	2.3	2.7	1.7	2.5	2.0	1.4	1.9	3.3	4.5	3.3	4.5	5.6	5.9	6.2	5.8	KFMA-F, 92.1 (AOR)
KQTL	-	-	-	-	-	-	-	-	-	-	1.7	2.7	1.3	1.5	1.5	3.3	2.4	0.7	1.6	1.2	0.6	0.8	0.8	1.4	0.8	1.3	0.6	0.5	0.4	KQTL, 1210 (SP)
KCMT-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.8	2.5	3.8	KCMT-F, 102.1 (SP)
KHYT-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6.3	5.0	5.1	4.3	4.5	4.4	3.9	4.6	KHYT-F, 107.5 (CL AOR)
KGMG-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	2.8	2.9	2.2	KGMG-F, 106.3 (B/O)
KOHT-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5.1	5.4	5.8	5.8	KOHT-F, 98.3 (B/U)
KSZR-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.3	2.4	1.7	2.7	KSZR-F, 97.5 (AC)
KWFM-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.6	2.3	2.2	1.9	KWFM-F, 97.1 (B/O)
KZPT-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.4	4.3	3.5	3.0	KZPT-F, 104.1 (AC)

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>
KCUB	15.4	23.9	18.6	17.0	20.9	15.2	10.5	11.9	8.3	8.5	8.0	4.8	6.3	5.8	8.5	8.0	6.6	4.5	3.6	2.6	3.4	4.0	2.3	2.5	2.3
KMXZ-F	11.1	15.2	17.8	19.4	18.2	19.9	19.6	17.5	18.0	14.9	16.6	15.7	17.7	18.6	20.1	19.9	21.0	20.7	19.8	18.6	15.8	17.6	16.5	19.1	18.6
KFFN	13.2	16.2	16.9	12.3	12.3	11.2	14.4	8.3	6.9	6.4	3.8	3.4	4.7	6.2	6.5	8.0	3.8	2.5	2.9	4.5	3.6	3.6	5.4	3.2	5.6
KTKT	32.0	21.8	17.6	17.2	16.1	13.5	11.8	10.4	6.8	4.0	7.8	5.7	6.3	8.0	3.5	4.9	5.3	3.9	4.1	3.6	3.1	4.3	4.5	3.0	2.8
KLPX-F	11.5	17.1	14.5	16.8	18.8	15.9	19.6	19.7	19.8	19.2	18.1	19.3	22.5	18.7	20.4	17.7	18.1	18.0	16.3	14.8	12.0	12.2	11.6	12.1	10.3
KXEW	-	-	-	8.1	7.5	6.8	5.3	4.0	5.8	4.7	2.6	3.2	5.5	4.0	3.9	4.4	3.9	3.0	3.9	4.6	3.9	2.3	2.4	3.0	2.4
KWMT-F	16.9	14.0	9.5	19.8	24.6	20.1	19.1	16.7	20.7	19.0	20.2	20.7	23.6	20.4	21.1	17.2	12.9	15.0	13.5	14.2	12.8	13.3	6.9	9.0	8.0
KNST	10.5	8.4	12.6	13.2	15.8	11.7	13.3	10.6	7.1	4.5	4.8	-	-	-	17.3	14.5	11.6	14.2	13.0	13.6	12.7	13.5	13.5	13.2	
KTUC	-	13.0	13.9	10.1	7.5	7.1	4.1	5.4	6.6	6.0	5.6	4.1	3.5	6.4	6.5	4.6	6.9	5.9	5.7	3.1	4.9	4.9	7.1	6.7	6.4
KSAZ	11.1	7.4	5.2	4.1	-	-	-	-	-	-	-	-	-	-	1.2	3.4	3.0	2.8	2.8	2.7	3.3	4.0	3.1	3.3	
KGMS	17.4	14.2	10.0	8.1	8.7	10.6	8.7	12.0	8.6	8.2	11.1	10.6	12.6	17.7	-	6.0	7.3	6.7	7.7	5.2	5.9	4.9	1.3	-	1.5
KRQQ-F	23.8	18.1	16.4	18.6	26.8	28.6	27.2	24.6	24.3	32.4	37.0	36.4	30.6	24.8	20.0	18.9	21.9	23.5	24.7	25.7	28.5	24.4	19.6	20.5	18.9
KJLL	-	11.2	10.8	10.4	16.2	13.9	13.3	8.8	6.7	2.0	5.9	8.4	5.0	5.7	-	-	-	-	-	1.2	1.7	2.8	3.2	2.7	2.2
KIIM-F	-	-	11.1	8.9	7.0	13.1	13.9	16.7	16.1	19.8	14.0	25.4	25.4	32.6	32.5	25.9	25.1	24.3	25.9	23.5	21.0	23.3	18.8	15.4	16.0
KTZR	-	-	-	5.5	4.4	5.0	3.0	4.2	4.9	4.0	2.0	2.0	3.3	4.6	3.1	4.2	3.0	3.7	2.3	2.5	3.2	3.3	3.0	2.7	2.0
KGYY	-	-	-	7.6	5.2	6.2	6.8	5.6	4.6	3.9	4.5	5.5	4.3	4.1	6.0	3.9	3.9	3.3	3.6	2.8	2.0	2.7	2.7	1.6	1.9
KVOI	-	-	-	-	3.1	3.3	3.6	3.3	-	2.2	1.6	3.2	1.3	-	-	-	-	1.8	-	-	1.5	1.2	1.2	1.3	2.9
KFMA-F	-	-	-	-	-	1.8	-	1.9	4.9	6.1	6.7	8.1	4.4	9.0	7.2	6.1	8.5	10.9	11.5	11.6	13.6	16.3	14.5	13.7	12.3
KQTL	-	-	-	-	-	-	-	3.9	3.2	2.5	3.7	3.3	4.1	2.9	2.9	2.3	1.7	1.4	1.6	2.6	2.1	1.9	1.2	1.7	0.

TUCSON

	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	4.9	--	--	--	--	--	--	--	14.5 %	17.3 %	--	--	--	1976
1977	5.6	14.3 %	--	--	--	--	--	--	14.8	24.2	15	--	--	1977
1978	5.9	5.4	--	--	--	--	--	--	15.3	37.2	17	--	--	1978
1979	7.4	25.4	--	--	--	--	--	--	15.2	36.7	16	--	--	1979
1980	8.6	16.2	--	--	--	--	--	--	16.5	35.7	17	--	--	1980
1981	9.4	9.3	.544	17.28	2.3	.0041	--	--	15.1	44.3	17	--	--	1981
1982	10.1	7.4	.565	17.88	2.6	.0039	--	--	16.0	45.0	18	--	--	1982
1983	11.6	14.9	.590	19.66	2.8	.0041	.107	--	17.4	46.3	18	15	--	1983
1984	12.6	8.6	.602	20.93	3.1	.0041	.140	KCUB 1.7	16.4	50.7	17	15	--	1984
1985	14.0	11.1	.635	22.73	3.3	.0047	.156	KRQQ-F 1.8	17.3	57.8	19	15	--	1985
1986	16.0	14.3	.649	25.80	3.6	.0047	.180	KRQQ-F 1.9	17.0	59.7	22	15	--	1986
1987	16.0	0	.654	24.96	3.7	.0044	.196	KRQQ-F 2.0	18.4	65.5	25	16	9.2	1987
1988	17.1	6.9	.659	26.31	3.9	.0044	.202	KRQQ-F 2.9	16.2	71.9	22	12.5	11.1	1988
1989	16.6	-2.9	.663	25.04	4.1	.0040	.198	KRQQ-F 3.3	17.8	70.1	22	13	12.6	1989
1990	17.0	2.4	.678	25.53	4.6	.0037	.202	KRQQ-F 3.3	18.1	73.1	21	13	13.6	1990
1991	16.4	-3.5	.689	23.80	4.8	.0034	.202	KIIM A/F 3.2	16.6	72.9	23	13	14.4	1991
1992	17.5	6.7	.701	24.96	4.8	.0036	.210	KIIM A/F 4.0	17.8	71.4	24	13	13.1	1992
1993	19.3	10.1	.715	27.00	5.6	.0034	.232	KIIM A/F 4.8	16.6	67.8	24	14	14.1	1993
1994	24.5	24.5	.739	33.15	6.6	.0037	.304	KIIM A/F 6.0	16.0	71.4	25	17	15.2	1994
1995	23.7	-3.3	.758	31.27	7.0	.0034	.284	KIIM A/F 4.9	15.7	66.4	25	14	16.6	1995
1996	27.3	15.1	.785	34.77	7.3	.0037	.324	KIIM-F 5.1	15.7	72.3	25	15	13.2	1996
1997	30.9	13.1	.786	39.31	7.6	.0041	.368	KIIM-F 5.6	16.1	78.6	26	15	11.9	1997
1998	34.6	12.0	.811	42.66	7.6	.0046	.410	KIIM-F 6.4	16.6	74.5	28	16	11.6	1998
1999	39.8	13.1	.839	47.44	8.3	.0048	.456	KIIM-F 6.9	16.1	77.7	28	16.5	11.2	1999
2000	43.2	8.5	.867	49.83	10.1	.0043	.509	KIIM-F 7.2	14.9	75.5	28	18	13.3	2000
2001	42.5	-1.6	.857	49.59	10.9	.0039	.525	KIIM-F 6.9	15.0	78.2	29	18	16.5	2001
2002	41.8	-1.7	.869	48.10	10.7	.0039	.513	KMXZ-F 5.7	13.7	72.1	28	--	17.1	2002
2003	44.1	5.5	.884	49.89	11.4	.0039	.545	KMXZ-F 6.4	13.8	73.9	33	20	15.5	2003

MAJOR STATIONS - JANUARY 2004

KCUB	1290	5KW/1KW	Sports	Citadel	KCMT-F	102.1	100KW@66	Hispanic	Lotus
KFFN	1490	1KW	Sports	Journal	KFMA-F	92.1	50KW@492	AOR	Lotus
KGMS	940	1KW/250w (DA-2)	Religion		KGMG-F	106.3	0.4KW@4172 (DA)	Urban Oldies	Journal
KGYY	1080	1KW (DAYS)	Standards		KHYT-F	107.5	82KW@2034	Classic AOR	Citadel
KJLL	1330	2KW/5KW (DA-N)	Talk		KIIM-F	99.5	93KW@2036	Country	Citadel
KNST	790	5KW/500W (DA-1)	News/Talk	Clear Channel	KLPX-F	96.1	100KW@1952	Classic AOR	Lotus
KQTL	1210	10KW/1KW (DA-N)	Hispanic	Radio Unica	KMXZ-F	94.9	100KW@1952	AC	Journal
KSAZ	580	5KW/0.3KW (DA-N)	Standards		KOHT-F	98.3	6KW@184	Urban Oldies	Clear Channel
KTKT	990	10KW/1KW (DA-2)	Talk	Lotus	KRQQ-F	93.7	94KW@2032 (DA)	CHR	Clear Channel
KTUC	1400	1KW/530W	Standards	Citadel	KSZR-F	97.5	6KW@305	AC/CHR	Citadel
KTZR	1450	1KW	Hispanic	Clear Channel	KWFM-F	97.1	1.8KW@614	Urban Oldies	Clear Channel
KVOI	690	250W (DAYS, DA)	Talk		KWMT-F	92.9	93KW@2036	AOR	Clear Channel
KXEW	1600	2.5KW/1KW (DA-N)	Hispanic	Clear Channel	KZPT-F	104.1	3KW@328	AC/CHR	Journal

TUCSON

FORMAT SHARES (%)

	77	80	82	84	87	90	92	95	98	2000
CHR/AOR	26	36	40	26	17	24	14	12	16	10
				CHR						
				AOR/CL	16	14	13	12	19	16
MOR/AC	14	4	12	MOR/FS	5	--	--			See Talk
				AC/OLD	4	17	17	19	AC	15
								OLDIES	7	11
COUNTRY	16	16	14	16	12	17	25	18	16	24
BTF/EZ/SAC	25	19	14	13	15	4				
							SOFT AC	2		
NEWS/TALK	6	5	6	6	7	7	13	12	7	8
SPORTS									2	2
BLACK/URBAN				--	3	--		--	--	6
SMOOTH JAZZ				--	--	1		--	3	--
STANDARDS	--	--	5	4	4	10	7	9	8	6
HISPANIC	12	9	9	7	8	6	8	11	8	6
RELIG/GOSPEL				4	--	1	1	3	3	2
CLASSICAL										

STATION NOTES

(Major call letter and format changes)

KMXZ	KAIR until 78; KJYK until 89; KKLD until 95; EZ until 89
KGMS	KHOS until 77; KMGX until 81; KNST until 93; Country until 77; AC until 82; News/Talk until 93; KCEE until 01; Standards until 00
KTZR	KFLT until 86; KFXX until 87; KKPW until 88; CHR until 83; Religion until 88; Black until 88
KNST	KCEE until 92; Evolved to Oldies by 88
KFMA-F	KEZG until 87; KFXX until 89; KQYT until 91; EZ until 87; CHR or Urban until 89; Soft AC until 93; KTZN until 93; KEKO until 95
KWFM-F	KGMS until 01; Religion until late 90's
KSZR-F	KRKN until 95; KCDI until 96; KSJM until 98; Country until 96; Hispanic 96-98; KOAZ until 03; Jazz until 00; Country until 03
KZPT-F	KKHG until 98; AOR until 98
KHYT-F	Oldies 70's until 98; Then Classic Hits to Classic AOR
KGMG-F	KIXD until 99; Country until 99
KFFN	KAIR until 89; KJYK until 93; EZ until 81; AC or Oldies until 89; CHR until 93; KMXZ until 95; KKND until 96
KSAZ	KIKX until 83; Off air from 83-93
KJLL	KHYT until 87; KMRR until late 90's; 75-79 format unknown; Urban or CHR until late 80's; Standards until late 90's
KLPX-F	KCEE until 79; KTKT until 81; EZ until 79
KWMT-F	KWFM until 02; KOYT until 03; AOR until 85; AC until 88; Oldies until 02; Country until 93
KIIM-F	KNDE until 84
KTKT	Soft AC until 89
KCUB	Country until 01
KTUC	Talk until about 97
KVOI	Religion until 01
KCMT-F	Classic AOR until 02

MAJOR STATION TRANSACTIONS: 1970 to 2003

1972 KTKT	Sold to Lotus	\$	500,000
1973 KNST	Sold to Western Cities		805,000
1972 KJYK-F	Sold to Number One		108,000
1976 KTUC, KIIM-F	Sold to Ray Kandel		300,000
1977 KRQQ-F	Sold to Western Cities		550,000
1977 KFLT	From Gene Autrey to Family Life		500,000
1978 KAIR, KJYK-F			1,600,000
1979 KLPX-F	From Strauss to Lotus		1,600,000
1980 KCEE	From Strauss to Behan		1,400,000
1981 KWFM-F	From Korngold to Sandusky News.		2,000,000
1981 KEVT	Sold by Korngold		1,007,000
1981 KXEW			1,325,000
1983 KVOI			990,000
1983 KIIM-F	From Kandel to Stone		893,000
1983 KWFM-F	From Sandusky to Behan		4,200,000
1984 KAIR, KJYK-F	From Surrey to Citadel		5,500,000
1984 KNST, KRQQ-F	From West. Cities to Nationwide		7,500,000
1986 KCEE, KWFM-F	From Behan to American Media		10,000,000
1987 KJYK, KKLD-F	From Citadel to Duchossois		10,120,000
1989 KJMM			1,050,000
1989 KQYT-F (Green Valley)	Sold to Nova		2,000,000
1991 KTZR	Sold by Bob Greenlee		975,000
1992 KJYK, KKLD-F	From Duchossois to Behan		4,000,000
1992 KNST, KRQQ-F	From Nationwide to Prism		4,500,000
1992 KWFM A/F	From American Media to Prism		4,000,000
1993 KTZN-F (Green Valley)	Sold to Lotus		1,500,000
1994 KJYK, KKLD-F	Sold to Apogee		5,300,000
1994 KCRZ-F	Sold to Stone		3,500,000
1994 KZLZ-F	Sold to Z-Spanish		750,000
1995 KKHG-F	Sold to Apogee		1,000,000
1995 KKND, KKHG-F, KMXZ-F	From Apogee to Journal Co.		16,500,000
1996 KXEW, KOHT-F			2,725,000
1996 KCEE	From Prism to SFX		500,000
1996 KNST	From Prism to SFX		3,400,000
1996 KRQQ-F	From Prism to SFX		10,500,000
1996 KWFM-F	From Prism to SFX		10,700,000
1998 KTZR			650,000
1997 KCEE	From SFX to Chancellor		2,000,000
1997 KNST	From SFX to Chancellor		6,000,000
1997 KROQ-F	From SFX to Chancellor		25,000,000
1997 KWFM-F	From SFX to Chancellor		22,000,000
1997 KTUC, KSJM-F	Sold to Stone		6,500,000
1998 KLQB-F	Sold to Journal		6,500,000
1998 KGVY			375,000
2000 KZLZ-F	All Chancellor AM/FM stations sold to Clear Channel		---
2000 KQTL	From Z-Spanish to Entravision		---
2000 KCUB	Sold to Radio Unica		3,300,000
2000 KHYT-F	From Stone to Citadel		1,000,000
2000 KIIM-F	From Stone to Citadel		14,000,000
2000 KOAZ-F	From Stone to Citadel		39,000,000
2000 KTUC	From Stone to Citadel		7,000,000
2000 KXEW, KTZR, KOHT-F	From Stone to Citadel		800,000
2001 KCEE	Sold to Clear Channel		17,000,000
2001 KGMS-F	Sold by Clear Channel		---
2003 KXEW	Sold to Clear Channel		2,900,000
			525,000

TUCSON

HIGHEST BILLING STATIONS

1984	1985	1986	1987	1988	1989
1 KCUB 1.7	KRQQ-F 1.8	KRQQ-F 1.9	KRQQ-F 2.0	KRQQ-F 2.9	KRQQ-F 3.3
2 KRQQ-F 1.6	KCUB 1.8	KCUB 1.6	KIIM-F 1.4	KWFM-F 2.1	KIIM A/F 3.1
3 KJYK-F 1.3	KWFM-F 1.6	KWFM-F 1.6	KCUB 1.4	KIIM-F 1.6	CEE/WFM 2.3
4 KCEE 1.2	KJYK-F 1.4	KJYK-F 1.5	KWFM-F 1.3	KJYK-F 1.4	AIR/JYK 2.0
5 KWFM-F 1.1	KLPX-F 1.3	KIIM-F 1.3	KJYK-F 1.3	KCUB 1.3	KLPX-F 1.5
6	KIIM-F 1.1	KLPX-F 1.2	KLPX-F 1.1	KNST 1.2	KNST 1.3
7	KCEE 0.9	KNST 1.1	KNST 1.1	KLPX-F 1.0	
8	KNST 0.9	KCEE 0.9	KAIR 0.8		
9		KAIR 0.7			
10					
1990	1991	1992	1993	1994	1995
1 KRQQ-F 3.3	IIM/CUB 3.2	KIIM A/F 4.0	KIIM A/F 4.8	KIIM A/F/F 6.0	KIIM-F 4.9
2 CUB/IIM 2.9	KRQQ-F 2.9	KWFM A/F 2.2	KWFM A/F 2.4	KKLD-F 3.5	KMXZ-F 3.8
3 CEE/WFM 2.6	CEE/WFM 2.2	KRQQ-F 2.1	KRQQ-F 2.3	KNST 2.7	KLPX-F 2.9
4 KLPX-F 2.0	KLPX-F 2.0	KLPX-F 2.1	KLPX-F 2.3	KLPX-F 2.6	KNST 2.2
5 JYK/KLD 1.8	KKLD-F 1.8	KKLD-F 1.8	KKLD-F 2.1	KWFM-F 2.5	KRQQ-F 2.2
6 KNST 1.4	KNST 1.0	KNST 1.6	KNST 2.0	KRQQ-F 2.3	KWFM-F 2.0
7					KKHG-F 1.6
8					KOHT A/F 1.2
9					KZLZ-F 1.1
10					
11					
1996	1997	1998	1999	2000	2001
1 KIIM-F 5.1	KIIM-F 5.6	KIIM-F 6.4	KIIM-F 6.9	KIIM-F 7.2	KIIM-F 6.9
2 KMXZ-F 4.3	KMXZ-F 4.8	KMXZ-F 5.2	KMXZ-F 5.5	KRQQ-F 5.8	KMXZ-F 6.6
3 KRQQ-F 2.7	KRQQ-F 3.8	KRQQ-F 4.1	KRQQ-F 4.9	KMXZ-F 5.8	KRQQ-F 5.3
4 KLPX-F 2.6	KLPX-F 3.0	KLPX-F 3.3	KLPX-F 3.6	KLPX-F 3.9	KNST 4.0
5 KNST 2.0	KNST 2.7	KNST 2.7	KNST 3.2	KNST 3.8	KLPX-F 3.9
6 KWFM-F 2.0	KWFM-F 1.9	KHYT-F 2.1	KHYT-F 2.4	KZPT-F 2.5	KZPT-F 2.8
7 KKHG-F 1.8	KHYT-F 1.9	KWFM-F 2.0	KZPT-F 2.4	KHYT-F 2.5	KHYT-F 2.6
8 KHYT-F 1.6	KKHG-F 1.5	KZPT-F 1.8	KWFM-F 2.3	KWFM-F 2.2	KFMA-F 2.3
9 KOHT A/F 1.4	KFMA-F 1.1	KFMA-F 1.2	KFMA-F 1.5	KFMA-F 1.9	KOYT-F 1.6
10 KZLZ-F 0.8	KOHT-F 0.8	KOHT-F 0.9	KOHT-F 1.4	KOHT-F 1.5	KOHT-F 1.5
11				KOAZ-F 1.0	KGMG-F 1.1
				KGMG-F 1.0	KTZR 0.8
2002	2003				
1 KMXZ-F 5.7	KMXZ-F 6.4				
2 KIIM-F 5.2	KIIM-F 5.5				
3 KLPX-F 4.4	KLPX-F 4.9				
4 KRQQ-F 4.2	KNST 3.9				
5 KNST 3.4	KRQQ-F 3.7				
6 KFMA-F 3.0	KFMA-F 2.9				
7 KZPT-F 2.6	KHYT-F 2.6				
8 KHYT-F 2.0	KZPT-F 2.5				
9 KOHT-F 1.3	KOHT-F 1.4				
10 KTZR-F 1.0	KTZR-F 1.0				
11					

DUNCAN'S COMMENTS:

Tucson is an average medium size radio market. Radio revenues grew by around 400% from 1980 to 2000. However, the number of viable stations has grown by over 50% since 1990. Most radio people thought that Tucson would be a "hot" market but to this point that has not happened.

The Stone family built a fine radio company in Tucson and I was sorry to see their sell off their stations. KIIM was the heart of that company and the most impressive station in Tucson over the last 30 years. KRQQ has also been a fine CHR station.

HIGHEST BILLING RADIO ENTITIES

1994	1995	1996
1 Prism \$ 7.7 (31.4)	1 Prism \$ 6.8 (28.7)	1 SFX \$ 7.1 (26.0)
2 KIIM,KCUB 6.0 (24.4)	2 Journal 5.4 (22.8)	2 KIIM,KCUB et.al 7.0 (25.6)
3 Apogee 4.0 (16.3)	3 KIIM,KCUB 5.3 (22.4)	3 Journal 6.2 (22.7)
4 Lotus 3.1 (12.7)	4 Lotus 3.5 (14.8)	4 Lotus 3.0 (11.0)
	5 KXEW,KOHT 1.2 (5.0)	5 KXEW,KOHT 1.4 (5.1)
	6 KZLZ-F 1.1 (4.6)	
1997	1998	1999
1 Capstar \$ 8.8 (28.5)	1 Capstar \$ 9.2 (26.7)	1 Clear Channel \$ 10.7 (26.9)
2 Stone (KIIM et.al.) 8.4 (27.1)	2 Stone 8.9 (25.8)	2 Stone 10.4 (26.1)
3 Journal 6.5 (21.1)	3 Journal 7.5 (21.6)	3 Journal 8.8 (22.0)
4 Lotus 4.5 (14.5)	4 Lotus 4.7 (13.7)	4 Lotus 5.6 (14.0)
5 KOHT et.al. 1.3 (4.3)	5 KOHT et.al. 1.2 (3.6)	5 KXEW,KOHT 1.8 (4.4)
		6 Z-Spanish 0.8 (2.1)
2000	2001	2002
1 Clear Channel \$ 12.4 (28.8)	1 Clear Channel \$ 13.8 (32.3)	1 Clear Channel \$ 11.8
2 Citadel 11.0 (25.5)	2 Citadel 10.2 (24.1)	2 Journal 9.5
3 Journal 9.7 (22.4)	3 Journal 9.8 (23.2)	3 Citadel 8.3
4 Lotus 6.3 (14.6)	4 Lotus 6.8 (16.0)	4 Lotus 8.3
5 KXEW,KOHT 1.9 (4.3)		
6 Entravision 0.6 (1.4)		
2003		
1 Clear Channel \$ 12.0		
2 Journal 9.9		
3 Citadel 9.6		
4 Lotus 8.9		
5		

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