

ANCHORAGE 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>	
KFQD	16.2	14.2	19.6	18.1	16.9	19.6	18.6	15.7	11.2	11.1	10.2	11.9	7.5	5.5	4.1	3.1	5.1	3.5	3.8	3.1	3.2	2.5	2.2	1.6	2.7	3.3	4.0	2.8	2.9	KFQD, 750 (T)
KTZN	31.3	9.2	13.2	20.2	16.6	12.6	8.8	13.0	8.7	8.0	5.1	4.5	3.5	4.3	5.4	5.6	5.5	5.5	6.5	7.1	5.3	7.5	6.7	1.3	0.9	1.5	1.5	1.3	2.2	KTZN, 550 (S)
KHAR	19.2	16.9	14.8	13.2	13.8	12.2	12.3	11.0	8.5	8.7	7.3	6.2	4.2	2.9	3.3	2.8	2.1	3.9	2.7	3.5	3.0	4.5	2.3	2.3	2.7	2.5	2.3	2.1	2.4	KHAR, 590 (ST)
KDBZ-F	2.5	1.2	1.9	1.3	2.8	3.3	7.9	6.7	4.3	1.6	2.5	4.0	9.4	8.0	12.6	11.0	7.8	9.0	7.0	7.1	3.9	3.6	4.9	4.7	3.6	3.3	3.8	4.7	3.7	KDBZ, 102.1 (AC)
KGOT-F	-	6.7	6.9	9.4	12.2	5.5	9.3	8.2	11.4	13.9	14.2	15.5	18.3	13.1	11.3	9.2	10.3	7.7	7.8	9.2	8.4	10.9	13.4	12.1	8.7	5.8	5.6	5.3	6.3	KGOT-F, 101.3 (CHR)
KBRJ-F	-	10.2	8.8	9.2	7.7	12.4	9.5	6.5	5.3	7.1	5.0	6.4	4.9	3.1	2.5	1.6	2.1	3.5	3.8	5.9	7.5	6.1	6.5	8.1	6.7	7.2	6.8	6.1	7.9	KBRJ-F, 104.1 (C)
KNIK-F	2.5	4.9	5.2	4.8	4.2	7.2	7.8	7.6	7.3	7.3	7.0	5.6	4.7	5.8	3.4	4.0	3.9	4.1	4.0	3.6	5.0	4.4	4.0	3.8	4.5	3.9	2.8	4.1	2.7	KNIK-F, 105.7 (J)
KENI	19.7	14.1	12.3	8.7	6.7	7.0	7.0	9.0	10.5	9.7	10.1	7.9	6.2	5.5	4.1	3.6	3.9	4.0	3.0	1.3	0.9	0.6	0.3	5.8	5.8	5.0	5.6	5.1	6.2	KENI, 650 (T/N)
KBFX-F	-	-	-	0.4	3.8	2.9	5.1	3.8	6.0	4.0	8.8	7.2	4.3	2.9	5.7	12.0	10.2	9.6	11.7	7.4	5.5	4.7	7.5	7.0	5.9	5.9	6.9	4.8	5.6	KBFX-F, 100.5 (CL.AOR)
KBYR	6.1	5.4	5.5	4.8	4.9	5.7	4.2	1.9	1.8	1.6	2.0	1.9	3.2	2.4	1.5	2.3	1.2	2.8	2.5	2.8	1.7	1.9	1.6	1.0	0.9	0.7	0.8	1.9	2.2	KBYR, 700 (T)
KASH-F	-	14.7	9.5	8.3	5.2	5.7	4.0	1.1	1.8	0.6	3.1	5.3	6.4	7.3	7.8	8.6	11.6	10.3	9.6	8.5	8.3	9.8	7.8	6.5	5.3	5.4	5.6	5.3	6.0	KASH-F, 107.5 (C)
KWHL-F	-	-	-	-	-	-	-	19.1	15.3	16.2	13.0	12.4	12.2	13.6	10.4	8.4	7.0	7.7	7.3	9.1	12.9	10.3	7.7	8.6	9.0	4.4	5.5	4.1	4.2	KWHL-F, 106.5 (AOR)
KYMG-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.2	4.9	7.3	6.4	7.0	6.7	4.0	6.1	5.3	5.6	4.8	8.1	5.1	5.1	6.2	KYMG-F, 98.9 (AC)
KLEF-F	-	-	-	-	-	-	-	-	-	-	-	-	-	6.1	5.1	5.5	5.3	3.9	4.6	4.8	5.4	4.7	3.2	3.8	3.9	3.2	3.0	3.3	3.5	KLEF-F, 98.1 (CL)
KAFC-F	-	-	-	-	-	-	-	-	-	-	-	-	-	9.3	5.5	3.5	-	-	-	-	-	-	-	-	3.1	1.7	2.6	2.2	2.3	KAFC-F, 93.7 (REL)
KEAG-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5.2	6.1	7.0	6.0	5.9	6.8	5.5	6.3	5.1	5.7	5.9	6.3	5.5	5.5	KEAG-F, 97.3 (O)
KFAT-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.6	7.7	8.7	6.1	7.5	6.3	KFAT-F, 92.9 (CHR)
KMXS-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.9	5.9	6.0	8.4	6.5	6.5	3.5	3.8	3.2	2.7	KMXS-F, 103.1 (AC)
KQEZ-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.6	2.9	5.1	3.6	4.8	2.8	KQEZ-F, 92.1 (SAC)
KRPM-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.9	3.7	3.6	2.7	4.8	KRPM-F, 96.3 (CL. AOR)

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>
KFQD	31.0	39.5	33.1	32.9	25.6	24.0	21.7	20.0	18.2	14.6	12.7	10.2	11.5	11.7	9.1	8.1	9.9	7.4	8.9	6.9	9.2	10.3	10.7	9.9	10.4
KTZN	38.3	36.2	30.1	32.1	26.0	22.3	15.3	14.1	12.0	9.7	13.9	9.8	8.8	13.0	14.5	14.8	12.7	15.4	13.7	3.0	2.9	5.3	4.0	5.1	6.2
KHAR	24.2	23.4	23.3	19.1	18.6	16.9	13.9	11.3	8.0	8.8	8.5	3.8	4.6	7.2	4.8	6.3	5.5	7.3	5.4	3.9	4.9	4.1	4.3	4.7	6.2
KDBZ-F	7.8	-	12.4	16.4	8.7	6.9	4.9	6.3	20.4	21.1	27.0	29.5	25.4	21.7	19.5	15.9	17.2	13.2	15.7	15.0	10.3	10.6	13.6	14.9	13.1
KGOT-F	20.7	10.6	17.7	21.1	24.1	31.4	30.6	32.2	27.2	32.9	29.4	27.1	29.4	23.5	18.6	24.5	23.6	25.9	28.9	30.6	24.8	16.7	17.3	16.9	19.8
KBRJ-F	16.5	27.4	26.1	20.2	14.4	16.2	13.5	15.7	12.1	9.7	11.1	6.3	6.8	10.6	15.0	14.5	17.0	15.4	16.7	17.4	16.7	13.1	14.9	14.6	15.8
KNIK-F	9.9	10.2	13.0	13.3	13.6	11.5	12.4	8.9	11.2	11.8	11.2	12.2	7.6	9.0	11.8	9.2	10.4	9.0	8.8	8.4	7.9	9.4	5.3	8.7	6.8
KENI	14.7	13.0	14.0	16.8	17.5	18.5	15.3	15.1	12.6	12.1	7.9	8.4	6.6	9.1	8.1	4.5	3.6	3.1	2.8	12.2	10.9	12.5	12.0	13.3	14.5
KBFX-F	-	8.0	-	12.3	10.7	8.8	14.4	13.4	10.5	11.3	10.2	19.1	24.4	23.6	25.2	16.1	16.5	12.8	16.6	15.3	13.3	14.3	15.4	10.8	13.2
KBYR	16.9	18.4	14.4	10.0	6.7	7.7	6.3	5.0	10.4	6.8	6.4	5.7	3.9	12.7	8.7	10.9	8.2	8.7	7.0	4.3	3.4	2.1	-	5.1	4.7
KASH-F	10.3	10.5	11.8	10.8	8.1	6.5	7.7	12.6	12.4	14.7	16.7	15.6	18.3	16.7	17.1	18.5	23.1	17.3	18.9	12.7	11.9	12.4	14.1	13.7	15.1
KWHL-F	-	-	-	23.8	22.8	26.1	21.1	22.9	21.7	19.9	20.3	16.4	17.8	17.2	18.5	19.0	24.6	22.5	21.4	20.5	21.6	13.4	15.5	12.1	11.9
KYMG-F	-	-	-	-	-	-	-	-	-	-	7.0	12.6	18.2	14.4	14.3	16.0	11.2	16.1	14.8	14.3	13.1	13.9	12.6	13.9	12.4
KLEF-F	-	-	-	-	-	-	-	-	-	-	9.9	11.7	11.9	11.5	13.7	12.1	10.2	12.3	10.5	8.6	8.0	9.2	7.5	7.4	7.9
KAFC-F	-	-	-	-	-	-	-	-	-	17.4	15.7	9.6	-	-	-	-	-	-	-	-	4.5	7.3	6.7	7.1	4.7
KEAG-F	-	-	-	-	-	-	-	-	-	-	-	-	12.9	17.7	15.6	14.1	15.3	16.4	14.2	17.5	15.2	14.8	16.3	12.1	13.7
KFAT-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.1	19.1	15.2	17.9	17.4	15.2
KXMS-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13.9	18.3	15.5	22.4	18.5	19.1	12.7	14.6	10.5	11.0	
KQEZ-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6.3	8.3	11.4	11.8	11.5	12.5	6.5
KRPM-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.3	10.1	7.7	11.0	9.2

ANCHORAGE

	<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	\$ 4.4	--	--	--	--	--	--	--	--	18.2 %	22.9 %	--	--	--	1976
1977	3.9	-11.4 %	--	--	--	--	--	--	--	15.7	26.0	10	--	--	1977
1978	4.8	23.1	--	--	--	--	--	--	--	16.3	20.4	10	--	--	1978
1979	5.4	12.5	--	--	--	--	--	--	--	14.7	31.8	11	--	--	1979
1980	4.2	-22.2	--	--	--	--	--	--	--	15.9	31.1	11	--	--	1980
1981	5.4	28.5	.204	26.47	1.9	.0035	--	--	--	15.6	37.3	11	--	--	1981
1982	6.1	13.0	.211	28.91	2.1	.0038	--	--	--	16.0	41.9	12	--	--	1982
1983	6.9	13.1	.218	31.65	2.2	.0041	.062	--	--	15.7	56.0	13	12	--	1983
1984	7.9	14.5	.219	34.35	2.3	.0041	.075	KFQD	1.0	16.9	55.1	12	11	--	1984
1985	9.0	13.9	.220	37.04	2.3	.0043	.100	KFQD	1.5	16.7	57.8	13	12	--	1985
1986	9.7	7.8	.220	42.73	2.4	.0049	.105	KFQD	1.5	16.2	62.6	14	12	--	1986
1987	8.5	-8.2	.222	38.29	2.4	.0043	.097	KFQD	1.5	17.2	69.7	14	12	12.4	1987
1988	8.1	-4.7	.223	36.32	2.3	.0039	.090	KFOT-F	1.3	15.0	72.4	16	13	10.2	1988
1989	8.3	2.5	.220	37.72	2.4	.0036	.094	KGOT-F	1.2	18.7	72.7	18	13.5	12.1	1989
1990	9.6	15.7	.227	43.24	2.5	.0038	.108	KWHL-F	1.4	16.8	78.1	17	13.5	11.2	1990
1991	10.0	4.2	.232	43.85	2.5	.0038	.119	KBFX-F	1.6	16.9	81.2	16	13	11.3	1991
1992	10.3	3.2	.236	43.64	2.6	.0037	.123	KASH-F	1.5	15.1	80.8	16	14	13.3	1992
1993	11.6	12.6	.248	46.77	2.9	.0040	.130	KASH-F	1.7	16.7	78.1	17	14	10.9	1993
1994	13.0	12.0	.256	50.78	3.0	.0043	.146	KBFX-F	1.8	16.5	80.3	16	14	10.8	1994
1995	12.5	-3.7	.259	48.26	3.1	.0040	.147	KASH-F	1.7	17.0	83.6	17	15	14.9	1995
1996	13.0	4.0	.258	50.39	3.2	.0041	.143	KASH-F	1.7	16.1	81.7	17	15	8.3	1996
1997	13.7	5.4	.251	54.58	3.4	.0040	.157	KASH-F	1.9	14.6	84.4	17	13.5	12.9	1997
1998	14.5	5.8	.249	58.23	3.4	.0043	.159	KASH-F	1.9	15.1	83.8	21	14.5	8.4	1998
1999	14.7	1.4	.261	56.32	3.5	.0042	.163	KGOT-F	1.8	15.4	85.9	20	15	9.1	1999
2000	16.7	13.6	.262	63.74	4.1	.0041	.194	KBRJ-F	1.6	14.8	86.5	21	15.5	10.2	2000
2001	16.6	-0.6	.263	63.11	4.2	.0040	.190	KBRJ-F	1.7	14.6	84.1	21	16.5	11.1	2001
2002	15.7	-5.4	.265	59.24	4.4	.0036	.187	KBRJ-F	1.7	15.1	81.8	20	--	16.0	2002
2003	15.5	-0.6	.266	58.27	4.5	.0034	.178	KBRJ-F	1.9	13.3	78.0	20	19	12.8	2003

MAJOR STATIONS - JANUARY 2004

KBVR	700 10KW	Talk		KEAG-F	97.3 100KW@593	Oldies	Morris
KENI	650 50KW	Talk/News	Clear Channel	KFAT-F	92.9 10KW@817	CHR/Dance	New Northwest
KFQD	750 50KW	Talk	Morris	KGOT-F	101.3 26KW@-66	CHR/Dance	Clear Channel
KHAR	590 5KW	Standards	Morris	KLEF-F	98.1 25KW@29 (DA)	Classical	
KTZN	550 5KW	Sports	Clear Channel	KMXS-F	103.1 27KW@-180	AC/CHR	Morris
KAFC-F	93.7 27KW@863	Religion		KNIK-F	105.7 14KW@1070	Jazz	
KASH-F	107.5 100KW@-289	Country	Clear Channel	KQEZ-F	92.1 10KW@810	Soft AC	New Northwest
KBFX-F	100.5 25KW@178	Classic AOR	Clear Channel	KRPM-F	96.3 100KW@886	Classic AOR	New Northwest
KBRJ-F	104.1 55KW@61	Country	Morris	KWHL-F	106.5 100KW@79 (DA)	AOR	Morris
KDBZ-F	102.1 23KW@82	AC/Modern	New Northwest	KYMG-F	98.9 100KW@-151 (DA)	AC	Clear Channel

ANCHORAGE

FORMAT SHARES (%)

	<u>77</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	40	60	48	CHR	24	27	24		17	9	12	14
				AOR/CL	21	21	23		20	21	18	13
MOR/AC	22	5	20	MOR/FS	--	4	--		--	--		See Talk
				AC/OLD	24	20	18		22	16	14	15
									AC	12	11	9
									OLDIES	17	17	13
COUNTRY	10	7	11		17	17	13		19			
BTFL/EZ/SAC	26	21	21		15	11	3					
											SOFT AC	4
												7
NEWS/TALK							4		7		9	11
SPORTS											11	13
BLACK/URBAN											1	3
SMOOTH JAZZ							5		4		4	5
STANDARDS							2		5		3	4
HISPANIC											4	2
RELIG/GOSPEL	--	4	--		--	1	1		1	--	--	3
CLASSICAL							7		5		8	5
											5	4

STATION NOTES

(Major call letter and format changes)

KBFX-F	KHVN until 81; KBCN until 83; KCMG until 85; Religion until 81; AC until 83; KKGR until 87; AOR until 87; KENI-F until 89; AC/Oldies until 89
KDBZ-F	KJZZ until 80 and Jazz until 80; KRKN until 86 and AOR/Mix until 86; KPXR and CHR until 94; KKRO until 02; Oldies-70's until 99
KNIK-F	CHR until 77; EZ until 88
KBYR	AC until 87; Oldies until about 92
KTZN	AC until 88; KENI until 98; Talk until 98
KFQD	Full Service evolving to Talk by 96
KBRJ-F	KKLV-F until about 92; AC until about 92
KENI	Country until 96; Kids until 98; KYAK until 98
KAFC-F	KEAG until 91; AOR until 91
KRPM-F	KAQX until 00

MAJOR STATION TRANSACTIONS: 1970 to 2003

1978 KYAK, KGOT-F		\$	1,800,000 (approx)
1978 KASH			310,000
1981 KASH			531,000
1981 KENI			712,000
1982 KASH	Sold to Community Pacific (financial distress)		1,107,000
1982 KYGR-F			775,000
1982 KYAK, KGOT-F	From Prime Time to Bingham		N/A
1984 KENI			2,150,000
1985 KYAK, KGOT-F	From Bingham to Olympic		N/A
1986 KRKN-F	Sold to Ingstad/Holland		650,000
1989 KENI-AF (83%)			1,200,000
1990 KYAK, KGOT-F	From Olympia to Harbor		1,200,000 (canceled)
1991 KYAK, KGOT-F	Sold out of Olympia's Bankruptcy		900,000 (E)
1992 KHAR, KBRJ-F	Sold to Roy Paschal		800,000
1993 KYAK, KGOT-F	From Olympia to McCaw		625,000
1993 KBFX-F	Sold to Community Pacific		1,300,000
1993 KEAG-F	Sold to Tom Ingstad		285,000
1994 KENI	Sold to Community Pacific		800,000
1996 KEAG-F	Sold by Tom Ingstad		2,500,000
1996 KHAR, KBRJ-F	Sold to KWHL-F owner		900,000
1996 KENI	From Community Pacific to Capstar		1,600,000
1996 KASH A/F	From Community Pacific to Capstar		3,500,000
1996 KBFX-F	From Community Pacific to Capstar		2,400,000
1997 KYAK, KGOT-F, KYMG-F	From McCaw to Capstar		N/A
1997 KKRO-F	From Tom Ingstad to Pioneer		1,350,000
1998 KHAR/KBRJ-F/KFQD/KEAG-F/KMXS-F/KWHL-F	From Pioneer to Morris		33,000,000
1999	All Capstar Stations sold to Clear Channel		N/A
1999 KKRO-F	Sold to New Northwest		1,300,000
1999 KQEZ-F	Sold to New Northwest		1,100,000
2002 KBYR			270,000

ANCHORAGE

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KFQD	1.0	KFQD	1.5	KFQD	1.5	KFQD	1.5	KGOT-F	1.3	KGOT-F	1.2
2 KYAK	0.9	KYAK	1.3	KYAK	1.4	KGOT-F	1.4	KFQD	1.25	KWHL-F	1.1
3 KGOT-F	0.87	KWHL-F	0.9	KGOT-F	1.3	KWHL-F	1.1	KWHL-F	1.1	KPXR-F	0.9
4 KHAR	0.63	KGOT-F	0.8	KWHL-F	1.1	KYAK	0.9	KASH-F	0.85	KASH-F	0.85
5 KWHL-F	0.62	KHAR	0.8	KKGR-F	0.7	KENI AF	0.8	KPXR-F	0.82	KFQD	0.7
6				KHAR	0.6			KYAK	0.76	KYAK	0.6
7				KASH AF	0.6			KEAG-F	0.5		
8				KKLV-F	0.5						
9											
10											
1990		1991		1992		1993		1994		1995	
1 KWHL-F	1.4	KBFX-F	1.6	KASH-F	1.5	KASH-F	1.8	KBFX-F	1.8	KASH AF	1.7
2 KPXR-F	1.3	KASH-F	1.4	KBFX-F	1.4	KBFX-F	1.4	KASH-F	1.7	KWHL-F	1.3
3 KGOT-F	1.2	KGOT-F	1.2	KWHL-F	1.2	KWHL-F	1.3	KWHL-F	1.3	KBFX-F	1.2
4 KBFX-F	1.1	KPXR-F	1.1	KYMG-F	1.1	KYMG-F	1.2	KYMG-F	1.1	KYMG-F	1.1
5 KASH-F	0.95	KWHL-F	1.1	KPXR-F	0.9	KEAG-F	1.0	KENI	0.9	KENI	1.1
6 KYAK	0.75	KYMG-F	0.8	KENI	0.8	KPXR-F	0.9	KGOT-F	0.9	KEAG-F	0.9
7 KEAG-F	0.6	KENI	0.7	KEAG-F	0.7	KGOT-F	0.8	KEAG-F	0.9	KBRJ-F	0.8
8 KENI	0.6	KLEF-F	0.5	KGOT-F	0.6	KENI	0.8	KRRO-F	0.9	KKRO-F	0.8
9 KLEF-F	0.45	KYAK	0.5							KMXS-F	0.6
10 KFQD	0.43	KFQD	0.4							KGOT-F	0.6
11											
1996		1997		1998		1999		2000		2001	
1 KASH AF	1.7	KASH-F	1.9	KASH-F	1.9	KGOT-F	1.8	KBRJ-F	1.6	KBRJ-F	1.7
2 KWHL-F	1.6	KWHL-F	1.5	KGOT-F	1.7	KWHL-F	1.5	KEAG-F	1.6	KYMG-F	1.6
3 KGOT-F	1.5	KGOT-F	1.5	KWHL-F	1.6	KBRJ-F	1.4	KMXS-F	1.5	KBFX-F	1.5
4 KYMG-F	1.0	KYMG-F	1.2	KENI	1.1	KXMS-F	1.3	KGOT-F	1.5	KEAG-F	1.4
5 KENI	1.0	KENI	1.0	KYMG-F	1.1	KBFX-F	1.2	KWHL-F	1.4	KGOT-F	1.2
6 KEAG-F	1.0	KEAG-F	1.0	KEAG-F	1.1	KEAG-F	1.2	KBFX-F	1.4	KWHL-F	1.2
7 KMXS-F	0.8	KMXS-F	0.9	KMXS-F	1.0	KASH-F	1.1	KENI	1.2	KMXS-F	1.1
8 KBFX-F	0.8	KBRJ-F	0.7	KBRJ-F	0.8	KENI	1.1	KYMG-F	1.1	KFAT-F	1.0
9 KBRJ-F	0.7	KBFX-F	0.7	KBFX-F	0.6	KYMG-F	1.0	KASH-F	1.1	KENI	0.9
10 KKRO-F	0.6	KKRO-F	0.6	KKRO-F	0.6	KNIK-F	0.6	KFAT-F	0.7	KASH-F	0.9
11 KLEF-F	0.6	KNIK-F	0.5	KLEF-F	0.5						
12				KNIK-F	0.5						
2002		2003									
1 KBRJ-F	1.7	KBRJ-F	1.9								
2 KEAG-F	1.5	KYMG-F	1.5								
3 KWHL-F	1.5	KEAG-F	1.1								
4 KBFX-F	1.2	KGOT-F	1.0								
5 KMXS-F	1.1	KQEZ-F	1.0								
6 KYMG-F	1.0	KWHL-F	1.0								
7 KQEZ-F	0.9	KASH-F	0.9								
8 KGOT-F	0.9	KBFX-F	0.9								
9 KASH-F	0.8	KMXS-F	0.8								
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Comm. Pacific	\$ 4.5 (34.6)	1 Comm. Pacific	\$ 4.0 (32.0)	1 KBRJ,KWHL,KMXS	\$ 3.8 (29.0)
2 KGOT,KYMG,KYAK	2.1 (16.0)	2 KGOT,KYMG,KYAK	1.9 (14.9)	2 Capstar	3.5 (26.6)
3 Ingstad	1.9 (14.2)	3 KFQD,KWHL-F	1.8 (14.6)	3 KYAK, KGOT, KYMG	2.6 (20.0)
4 KFQD,KWHL-F	1.8 (13.5)	4 Ingstad	1.7 (13.6)		
1997		1998		1999	
1 Capstar	\$ 6.2 (45.4)	1 Capstar	\$ 6.4 (44.2)	1 Clear Channel	\$ 6.4 (42.9)
2 Pioneer	5.5 (39.9)	2 Morris	5.6 (38.8)	2 Morris	5.9 (40.3)
				3 KKRO, KFAT et.al.	1.1 (7.5)
2000		2001		2002	
1 Morris	\$ 6.6 (39.4)	1 Clear Channel	\$ 6.4 (38.2)	1 Morris	\$ 6.6
2 Clear Channel	6.4 (38.4)	2 Morris	5.9 (35.7)	2 Clear Channel	4.5
3 KKRO, KFAT et.al.	2.2 (12.9)	3 KKRO, KFAT et.al.	2.6 (15.7)	3 New NW (KQEZ, etc.)	2.6
2003					
1 Morris	\$ 5.5				
2 Clear Channel	4.9				
3 New NW (KQEZ, etc.)	2.9				
4					
5					

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

DUNCAN'S COMMENTS:

Anchorage is another small radio market which has had slow revenue growth, particularly since the mid 80's. The addition of eight new FM's since the late 80's has not helped the market. Revenues have not kept pace with station growth. No Anchorage station has ever billed over \$2,000,000.

The station in Anchorage which I most admire is KLEF-F. This station has maintained its classical format since the 1980's. The owners have resisted the temptation to change to a more commercial format.