

**BAKERSFIELD  
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>			
KUZZ	16.2	17.0	13.6	17.1	12.8	16.3	16.0	13.3	11.6	11.8	12.3	13.3	14.8	-	-	5.7	3.8	3.1	1.6	2.3	2.0	1.3	-	-	-	-	1.1	0.8	0.6	KUZZ, 550 (C)		
KUZZ-F	-	-	11.2	4.9	13.2	12.4	10.6	12.7	12.0	14.0	14.7	14.8	10.8	16.7	18.3	13.7	13.2	15.8	15.5	15.4	13.3	13.1	12.7	12.1	11.1	9.9	10.6	9.7	9.4	KUZZ-F, 107.9 (C)		
KERN	17.2	18.5	14.3	13.4	9.9	9.3	5.7	5.6	4.3	2.1	2.9	3.6	3.7	4.8	5.5	5.0	6.8	6.7	7.0	8.0	6.9	6.4	5.9	6.1	5.9	6.3	4.4	4.0	3.8	KERN, 1410 (T)		
KWAC	4.4	2.4	-	2.0	5.9	4.0	8.1	6.4	6.2	7.0	8.1	5.5	5.0	4.0	7.6	5.4	5.1	4.5	1.7	2.4	1.2	1.3	1.7	1.8	1.0	1.2	1.2	1.3	1.2	KWAC, 1490 (SP)		
KGFM-F	2.9	2.2	3.1	3.9	7.0	7.1	6.1	6.0	8.0	9.2	8.0	7.6	6.7	7.4	5.8	7.2	5.8	4.8	5.2	5.1	5.0	5.3	5.1	5.9	5.2	5.0	4.3	4.5	3.8	KGFM-F, 101.5 (SAC)		
KGEO	7.0	3.7	4.5	5.9	4.2	3.4	3.5	7.1	5.7	4.4	3.5	5.3	3.1	5.0	2.9	2.5	1.8	0.8	-	0.6	1.2	1.5	1.3	1.1	0.9	1.9	1.0	1.0	0.8	KGEO, 1230 (T/S)		
KGET	14.5	10.4	11.7	8.7	4.4	4.5	4.0	2.3	3.2	3.5	2.2	3.9	3.8	2.2	3.1	6.3	4.0	1.4	0.9	0.8	-	-	1.4	1.2	1.3	-	1.3	1.8	2.6	KGET, 970 (T)		
KNZR	5.1	3.1	2.1	2.6	3.3	2.0	2.4	2.3	2.0	1.8	2.1	1.4	0.7	1.4	0.8	1.1	2.1	1.7	1.4	1.1	1.4	2.2	1.4	2.3	1.3	1.4	1.4	1.6	1.4	KNZR, 1560 (N)		
KISV-F	-	7.5	10.0	8.9	8.8	5.0	4.0	3.6	6.8	8.2	6.2	8.8	8.1	7.9	4.4	4.3	4.2	3.4	4.4	4.4	4.9	4.8	5.6	7.5	5.9	8.4	9.8	10.0	8.0	KISV-F, 94.1 (CHR)		
KLLY-F											2.6	3.2	4.4	3.9	4.8	2.3	3.8	4.4	3.9	4.2	3.6	3.6	3.6	4.5	4.9	3.4	2.6	2.9	3.3	KLLY-F, 95.3 (AC)		
KPSL-F											1.5	1.3	2.5	2.1	2.3	1.9	2.4	2.0	4.2	5.5	4.4	5.2	3.8	4.3	4.3	4.0	1.5	2.3	2.6	KPSL-F, 92.1 (SP)		
KKDJ-F												0.6	9.3	13.3		13.7	11.8	10.5	9.1	8.4	10.7	9.2	8.6	2.5	3.1	3.7	3.3	3.4	2.6	KKDJ-F, 105.3 (AC)		
KSMJ-F												2.0	0.9	6.6	6.7	4.3	4.5	2.7	3.3	-	0.8	1.0	1.2	1.7	0.7	1.7	2.9	2.8	3.0	KSMJ-F, 97.7 (J)		
KRAB-F														1.5		2.9	3.3	6.1	6.6	7.2	7.1	7.8	6.7	5.5	6.1	6.5	6.3	5.2	4.5	KRAB-F, 106.1 (AOR)		
KCHJ																				1.3	0.6	0.6	1.0	1.0	0.7	-	1.1	1.4	2.0	2.2	KCHJ, 1010 (SP)	
KCWR-F																				1.0	0.9	1.6	1.6	1.4	1.4	1.9	2.1	2.1	2.3	1.6	1.8	KCWR-F, 107.2 (C)
KDFO-F																					0.8	-	-	-	0.8	3.1	3.1	4.1	3.9	3.0	3.2	KDFO-F, 98.5 (CH)
KIWI-F																											1.8	3.4	4.4	4.9	KIWI-F, 102.9 (SP)	
KKBB-F																											3.2	2.3	2.1	4.3	KKBB-F, 99.3 (B/O)	
KKXX-F																											5.1	4.5	4.9	4.4	KKXX-F, 96.5 (CHR)	
KMYX-F																											2.4	2.9	4.9	4.2	KMYX-F, 92.5 (SP)	
KRFR-F																											2.3	2.1	3.0	2.0	KRFR-F, 104.3 (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>		
KUZZ	21.9	23.7	28.5	22.8	20.7	20.3	21.4	22.8	22.2	-	-	9.1	7.5	5.4	4.8	5.4	5.1	3.1	-	-	-	-	-	2.4	1.4	1.6	
KUZZ-F	23.7	23.1	22.2	26.7	26.9	30.3	29.2	31.4	26.3	23.4	39.4	22.8	25.3	27.9	30.9	29.4	24.2	25.1	23.2	22.4	21.5	19.3	16.7	17.4	15.3		
KERN	25.9	21.8	20.6	12.4	12.1	6.3	8.6	6.8	8.0	10.9	11.9	10.5	15.7	14.6	12.5	14.6	13.4	14.1	12.2	12.4	13.8	11.2	10.9	8.4	8.7		
KWAC	7.2	-	6.1	7.1	8.2	10.7	8.4	6.8	4.5	4.6	9.0	7.2	7.9	7.7	4.1	4.8	3.8	3.2	4.1	4.6	2.8	3.1	1.8	3.5	3.3		
KGFM-F	13.3	10.4	13.0	11.7	14.4	15.4	12.5	14.0	13.6	11.9	12.5	12.8	11.8	8.9	12.2	10.3	13.5	12.4	11.5	11.0	10.9	12.0	10.3	10.5	6.6		
KGEO	9.8	10.8	8.8	16.7	14.4	8.9	10.7	9.5	10.4	7.4	10.8	6.6	6.1	5.0	-	2.8	4.3	4.0	4.9	4.4	3.2	4.2	2.1	2.7	2.2		
KGET	15.5	16.4	13.7	9.3	10.5	10.5	7.9	4.9	4.2	3.7	6.4	7.2	7.4	5.4	3.2	2.7	-	-	3.6	3.5	2.4	-	-	3.5	5.5		
KNZR	12.5	6.6	10.2	6.8	6.3	6.1	6.7	4.7	3.0	3.8	3.3	3.2	7.9	7.3	6.2	5.0	7.0	5.8	4.7	6.4	5.5	4.0	5.4	5.4	4.5		
KISV-F	13.1	6.3	9.6	6.5	13.9	21.3	19.6	19.6	20.1	24.4	17.6	10.1	12.7	11.1	12.8	11.4	14.5	13.7	20.0	17.9	17.6	22.1	22.7	23.9	19.6		
KLLY-F							5.7	7.5	10.8	8.2	11.4	5.4	10.7	10.0	11.3	9.4	10.6	8.7	9.4	13.6	15.0	11.1	9.4	9.1	9.5		
KPSL-F								4.2	5.0	4.7	4.8	5.1	5.7	5.4	8.5	7.3	6.0	6.5	7.0	10.6	8.4	8.5	3.8	6.3	8.1		
KKDJ-F									2.7	20.6	27.9	25.8	24.0	23.7	22.1	21.3	25.5	26.2	19.3	10.3	11.3	12.6	8.6	9.1	7.6		
KSMJ-F									7.7	9.5	14.2	10.3	11.2	7.6	9.7	-	3.0	2.6	4.2	5.1	3.0	3.6	6.5	7.2	5.8		
KRAB-F												8.5	5.8	11.1	14.2	17.6	17.1	17.1	15.8	15.0	14.3	11.9	15.5	11.8	12.1		
KCHJ															3.7	1.7	2.1	4.3	3.3	3.2	2.9	3.0	2.8	4.5	5.0		
KCWR-F															5.1	5.1	7.0	5.8	5.5	5.1	5.2	3.4	4.0	5.2	4.5		
KDFO-F															1.5	-	-	-	6.0	7.3	7.6	9.7	10.5	8.3	8.5		
KIWI-F															5.3	4.3	7.1	5.7	6.4	6.1	8.3	4.0	7.3	12.5	11.7		
KKBB-F															5.5	5.0	4.4	8.1	8.0	9.8	9.3	6.9	5.8	6.1	7.2		
KKXX-F															4.4	-	4.4	4.0	4.9	7.8	15.4	16.5	17.5	18.0	14.8		
KMYX-F																						5.5	5.4	9.6	10.1		
KRFR-F																						6.4	6.8	8.2	6.4		

\* KUZZ simulcasted with KUZZ-F

## BAKERSFIELD

	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	3.7	--	--	--	--	--	--	--	16.4 %	26.7 %	--	--	--	1976
1977	4.4	21.6 %	--	--	--	--	--	--	15.1	29.7	22	--	--	1977
1978	5.4	22.7	--	--	--	--	--	--	17.0	27.0	22	--	--	1978
1979	6.0	11.1	--	--	--	--	--	--	15.7	38.2	26	--	--	1979
1980	5.7	-5.0	--	--	--	--	--	--	13.6	38.7	31	--	--	1980
1981	6.5	14.0	.433	15.01	2.1	.0031	--	--	17.0	35.4	34	--	--	1981
1982	7.4	16.9	.443	16.70	2.2	.0034	--	--	17.2	37.7	34	--	--	1982
1983	8.5	14.9	.452	18.81	2.3	.0037	.108	--	16.4	38.1	31	11	--	1983
1984	9.5	11.8	.461	20.61	2.5	.0038	.135	KKXX-F 1.6	16.7	54.7	30	11	--	1984
1985	10.5	10.5	.476	22.29	2.7	.0039	.140	KKXX-F 1.7	16.2	51.5	30	11	--	1985
1986	11.3	7.6	.490	22.87	3.0	.0040	.147	KKXX-F 1.7	16.7	57.5	31	12	--	1986
1987	12.1	7.1	.510	23.68	3.1	.0041	.162	KUZZ A/F 1.8	15.9	61.0	34	13	12.1	1987
1988	13.0	7.4	.524	25.05	3.2	.0043	.173	KUZZ A/F 2.7	15.2	59.3	31	10.5	15.0	1988
1989	14.0	7.7	.550	26.17	3.3	.0045	.167	KUZZ A/F 2.8	17.8	64.6	22	10	13.4	1989
1990	14.7	5.0	.559	27.02	3.4	.0044	.179	KUZZ A/F 3.0	15.8	64.6	27	10	14.0	1990
1991	13.9	-8.2	.582	24.17	3.5	.0038	.158	KUZZ A/F 2.8	16.1	68.1	30	12	15.3	1991
1992	13.2	5.0	.594	22.22	3.6	.0037	.152	KUZZ A/F 2.5	16.7	70.5	30	13	14.1	1992
1993	13.3	0.8	.618	21.52	4.0	.0033	.163	---	16.6	75.2	28	14	13.7	1993
1994	14.2	6.7	.620	22.90	4.1	.0035	.180	KUZZ-F 3.0	16.8	75.2	28	14	16.3	1994
1995	15.2	7.0	.624	24.36	4.0	.0038	.196	KUZZ-F 3.4	15.8	78.8	25	14	20.1	1995
1996	16.0	5.3	.633	25.28	4.1	.0039	.198	KUZZ-F 3.5	16.6	79.1	34	14	14.6	1996
1997	16.9	5.6	.646	26.16	4.4	.0038	.206	KUZZ-F 3.7	16.5	80.9	34	15	12.6	1997
1998	17.9	5.9	.653	27.41	4.4	.0041	.210	KUZZ-F 3.5	15.8	79.9	32	16	11.7	1998
1999	19.2	6.8	.663	28.96	4.6	.0042	.245	KUZZ-F 3.6	15.5	81.6	33	15.5	18.1	1999
2000	20.9	8.9	.668	31.29	5.7	.0037	.263	KUZZ-F 4.0	14.8	79.6	34	16.5	14.6	2000
2001	20.3	-2.9	.671	30.25	6.4	.0032	.265	KUZZ-F 3.8	14.2	80.6	35	16.5	15.3	2001
2002	20.4	0.5	.676	30.18	6.6	.0031	.258	KUZZ A/F 3.3	14.6	80.5	31	--	15.2	2002
2003	21.5	5.4	.681	31.57	6.8	.0032	.277	KUZZ A/F 3.3	14.4	77.6	35	18	16.3	2003

### MAJOR STATIONS - JANUARY 2004

KCHJ	1010	5KW/1KW (DA-2)	Hispanic	Lotus	KKBB-F	99.3	1.2KW@1345	Urban Oldies	Buckley
KERN	1410	1KW	Talk	Amer. General	KKDJ-F	105.3	35KW@581	AC	Clear Channel
KGEO	1230	1KW	Talk/Sports	Amer. General	KKXX-F	96.5	50KW@499	CHR	Clear Channel
KGET	970	1KW/5KW (DA-2)	Talk	Clear Channel	KLLY-F	95.3	13KW@394	AC/Modern	Buckley
KNZR	1560	25KW/10KW (DA-N)	News	Buckley	KMYX-F	92.5	1.2KW@751	Hispanic	
KUZZ	550	5KW (DA-2)	Country	Buck Owens					
KWAC	1490	1KW	Hispanic	Lotus					
KCWR-F	107.1	6KW@164	Country	Buck Owens	KPSL-F	92.1	2KW@568	Hispanic	Lotus
KDFO-F	98.5	8KW@581	Classic Hits	Clear Channel	KRAB-F	106.1	25KW@328 (DA)	AOR	Clear Channel
KGFM-F	101.5	7KW@1299	Soft AC	Amer. General	KRFR-F	104.3	6KW@305	AOR	Amer. General
KISV-F	94.1	4KW@1332	CHR/Dance	Amer. General	KSMJ-F	97.7	4KW@397 (DA)	Jazz	Buckley
KIWI-F	102.9	25KW@322	Hispanic	Lotus	KUZZ-F	107.9	6KW@1364	Country	Buck Owens

**BAKERSFIELD**

**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	44	43	28	CHR AOR/CL	23 14	27 9	18 9		16 10	15 12	16 11	17 8	
MOR/AC	19	11	17	MOR/FS AC/OLD	5 8	8 14	7 12		10	AC OLDIES	3 7	7 5	8 9
COUNTRY BTFLEZ/SAC	22 3	22 14	21 8		19 13	19 8	24 9		27		26 20	17	See Talk
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ	8	1	2		1	--	1		14		12 1	12 1	11 4
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL	-- -- 2	-- 6 3	7 11 2		5 9 3	-- 7 2	-- 15 2		10 2		3 13 2	2 17 1	2 15 1
									SOFT AC		6 7	5	

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

Year	Station	Transaction	Value
1970	KGEO/KGFM-F		\$ 530,000
1975	KAFY	Sold by Robert Eastman	776,000
1975	KERN		450,000
1976	KUZZ-F	From Epperson-Atsinger to Buck Owens	483,000
1978	KPMC	Sold to Dan Speare	601,000
1980	KGEO, KGFM-F	Sold to Cleveland Outdoor	1,500,000
1984	KUZZ	Sold to Buck Owens	650,000 + KAFY
1986	KLLY-F	Sold to Buckley	1,300,000
1987	KKXX-F (Shafter)	Sold to Rick Dames	975,000
1988	KIWI-F		340,000
1989	KKBB-F	Sold to Kohl	3,300,000
1989	KPMC	Sold to Buckley	1,000,000
1991	KGFM-F		1,500,000
1991	KGEO	Sold to Atsinger	400,000
1992	KTIE-F	Sold to Buck Owens	900,000
1993	KCHT-F	Sold to Salem	750,000
1993	KMYX A/F (Taft)		322,000
1994	KKBB-F	Sold to Caballero	525,000
1994	KCHJ, KIWI-F	Sold to KWAC owner	400,000
1994	KOQQ-F	Sold to Buckley	1,000,000
1994	KSUV A/F, KKBB-F	From Caballero to Z-Spanish	1,700,000
1996	KAFY		250,000
1996	KHIS A/F	Sold to Mondosphere	2,700,000
1997	KBID, KLYD-F	Sold to American General	1,500,000
1999	KCHJ, KIWI-F	Sold to Lotus	6,000,000
2000	KAFY		825,000
2000	KDFO-F, KHIS, KKDJ-F KKXX-F, KRAB-F	From Mondosphere to Clear Channel	4,100,000
2000	KRME-F	Sold to Buckley	2,000,000
2000	KSUV-F	Sold to Lotus	2,500,000
2000	AM 1100	Sold to Clear Channel	---
2004	KGEO, KGFM-F, KKAL-F	Sold to American General	NA

**STATION NOTES**

(Major call letter and format changes)

<b>KUZZ</b>	Simulcast until 77 when FM broke off as KUZZ-F; KUZZ until 90; KCWR until 97
<b>KUZZ-F</b>	KKXX until 88; CHR until 88
<b>KGEO</b>	KGEE until 79; KGAM until 81; News in 78; EZ until 80
<b>KISV-F</b>	KLYD until 82; Simulcast until 80; KQXR until 89; CHR until 89; KERN-F until 97; Oldies until 97
<b>KERN</b>	CHR until 82; Standards until 84; MOR until 90
<b>KGFM-F</b>	CHR until 76; Country until 78; EZ until ---
<b>KGET</b>	CHR until 82; Country until 86; KAFY until ---; Hispanic until ---; KZPT until 02; Became KGET in 02
<b>KNZR</b>	KPMC until 90; MOR until 90
<b>KUZZ and KAFY</b>	Swapped frequencies in 85
<b>KKDJ-F</b>	KKXX until 98
<b>KSMJ-F</b>	KKBB-F until 92; KZBA until 96; AOR until 93; KRME until 00; Hispanic from 92-99
<b>KCWR-F</b>	KTIE until 97
<b>KIWI-F</b>	KSUV-F until ---
<b>KKBB-F</b>	KCHT until 92; KOQQ until 93
<b>KKXX-F</b>	KHIS until 95; KOQQ until 97; Religion until 97
<b>KPSL-F</b>	KIWI until about 00; Classical until 92; EZ until 93
<b>KDFO-F</b>	KDNO until 96; KKDJ-F until ---; Jazz until 99; KSMJ until 99
<b>KRFR-F</b>	KYLD until 97; Oldies or Standards until 97; KCOO until 02; Black/Oldies until 02

# BAKERSFIELD

## HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1	KKXX-F 1.6	1	KKXX-F 1.7	1	KKXX-F 1.7	1	KUZZ 1.8	1	KUZZ AF 2.7	1	KUZZ AF 2.8
2	KUZZ 1.2	2	KUZZ 1.5	2	KUZZ 1.6	2	KKXX-F 1.7	2	KQXR-F 1.3	2	KKBB-F 1.6
3	KGFM-F 1.2	3	KGFM-F 1.3	3	KGFM-F 1.3	3	KGFM-F 1.0	3	KWAC 1.2	3	KWQC 1.2
4	KQXR-F 1.1	4	KGEO 1.0	4	KQXR-F 0.9	4	KQXR-F 0.9	4	KGFM-F 1.1	4	KKXX-F 1.0
5	KWAC 0.8	5	KQXR-F 0.9	5	KGEO 0.87	5	KWAC 0.8	5	KKBB-F 0.9	5	KGFM-F 0.95
6		6	KWAC 0.6	6	KWAC 0.67	6	KGEO 0.8	6	KGEO 0.7	6	KLLY-F 0.85
7				7	KAFY 0.5	7	KLLY-F 0.55	7	KERN 0.7	7	KERN-F 0.7
8								8	KERN 0.6	8	KERN 0.6
9								9	KGEO 0.35	9	KGEO 0.35
10								10	KAFY 0.3	10	KAFY 0.3
1990		1991		1992		1993		1994		1995	
1	KUZZ AF 3.0	1	KUZZ AF 2.0	1	KUZZ AF 2.5	Not Available		1	KUZZ-F 3.0	1	KUZZ-F 3.4
2	KKXX-F 1.3	2	KKXX-F 1.0	2	KKXX-F 1.5			2	KERN 1.9	2	KERN 1.9
3	KKBB-F 1.2			3	KWAC 1.2			3	KKXX-F 1.8	3	KKXX-F 1.6
4	KWAC 1.2			4	KERN 1.1			4	KRAB-F 1.2	4	KRAB-F 1.2
5	KGFM-F 0.9			5	KLLY-F 1.0			5	KIWI-F 1.0	5	KIWI-F 1.0
6	KLLY-F 0.9			6	KGFM-F 0.8			6	KGFM-F 0.8	6	KERN-F 0.9
7	KERN-F 0.7			7	KRAB-F 0.8			7	KLLY-F 0.8	7	KGFM-F 0.9
8	KAFY 0.6			8	KERN-F 0.7			8	KERN-F 0.8	8	KLLY-F 0.9
9	KERN 0.4							9	KWAC 0.7	9	KWAC 0.7
10	KIWI-F 0.3										
11											
1996		1997		1998		1999		2000		2001	
1	KUZZ-F 3.5	1	KUZZ-F 3.7	1	KUZZ AF 3.5	1	KUZZ AF 3.6	1	KUZZ AF 4.0	1	KUZZ AF 3.8
2	KERN 2.1	2	KERN 2.2	2	KERN 2.3	2	KERN 2.2	2	KERN 2.3	2	KERN 2.2
3	KKXX-F 2.0	3	KKXX-F 1.8	3	KRAB-F 1.8	3	KRAB-F 2.0	3	KRAB-F 2.1	3	KISV-F 1.9
4	KRAB-F 1.4	4	KRAB-F 1.6	4	KKXX-F 1.7	4	KGFM-F 1.6	4	KGFM-F 1.7	4	KGFM-F 1.6
5	KIWI-F 1.2	5	KGFM-F 1.3	5	KGFM-F 1.4	5	KKXX-F 1.5	5	KLLY-F 1.6	5	KRAB-F 1.6
6	KGFM-F 1.1	6	KIWI-F 1.2	6	KISV-F 1.3	6	KIWI-F 1.5	6	KISV-F 1.5	6	KLLY-F 1.2
7	KERN-F 1.1	7	KLLY-F 0.9	7	KIWI-F 1.3	7	KLLY-F 1.3	7	KKBB-F 1.3	7	KIWI-F 1.1
8	KLLY-F 1.1	8	KKBB-F 0.7	8	KLLY-F 1.1	8	KISV-F 1.2	8	KKXX-F 1.2	8	KKBB-F 1.0
9	KKBB-F 0.8			9	KKBB-F 0.9	9	KKBB-F 1.0	9	KIWI-F 1.2	9	KDFO-F 0.9
10								10	KIWI-F 1.2	10	KKXX-F 0.9
11								11		11	
2002		2003									
1	KUZZ A/F 3.3	1	KUZZ A/F 3.3								
2	KISV-F 2.2	2	KISV-F 2.1								
3	KPSL-F 1.6	3	KPSL-F 2.0								
4	KGFM-F 1.4	4	KGFM-F 1.3								
5	KERN 1.2	5	KERN 1.1								
6	KRAB-F 1.1	6	KLLY-F 1.0								
7		7	KKXX-F 1.0								
8		8	KRAB-F 1.0								
9											
10											
11											

## HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1	Buck Owens \$ 3.5 (24.6)	1	Buck Owens \$ 3.9 (25.7)	1	Buck Owens \$ 3.9 (24.2)
2	Mondosphere 3.0 (21.1)	2	Amer. General 2.8 (18.6)	2	Mondosphere 3.5 (21.6)
3	KERN A/F 2.7 (19.0)	3	Mondosphere 2.8 (18.4)	3	Amer. General 3.2 (20.0)
4	KIWI-F, KWAC et.al. 1.9 (13.4)	4	Buckley 2.4 (15.5)	4	Buckley 2.3 (14.3)
5	Buckley 1.7 (12.1)	5	KIWI-F, KWAC et.al. 1.7 (11.2)	5	KIWI-F, KWAC et.al. 1.3 (8.1)
				6	KGEO, KGFM-F 1.2 (7.5)
1997		1998		1999	
1	Mondosphere \$ 4.2 (24.6)	1	Mondosphere \$ 4.1 (23.0)	1	Mondosphere \$ 4.6 (23.7)
2	Buck Owens 3.9 (23.1)	2	Amer. General 3.6 (20.1)	2	Buck Owens 3.9 (20.5)
3	Amer. General 3.1 (18.3)	3	Buck Owens 3.5 (19.6)	3	Amer. General 3.7 (19.4)
4	Buckley 1.9 (11.3)	4	Buckley 2.5 (13.7)	4	Buckley 2.7 (14.3)
5	KIWI-F, KWAC et.al. 1.5 (8.8)	5	KGEO, KGFM 1.4 (7.8)	5	Lotus 2.4 (12.4)
6	KGEO, KGFM 1.4 (8.3)	6	KIWI-F, KWAC et.al. 1.3 (7.0)	6	KGEO, KGFM-F 1.6 (8.3)
2000		2001		2002	
1	Clear Channel \$ 4.6 (22.1)	1	Buck Owens \$ 8.0 (39.2)	1	Amer. General \$ 6.2
2	Buck Owens 4.4 (20.9)	2	Amer. General 4.7 (23.1)	2	Clear Channel 3.8
3	Amer. General 4.2 (20.0)	3	Clear Channel 4.1 (20.1)	3	Buck Owens 3.7
4	Buckley 3.4 (16.0)	4	Buckley 2.9 (14.3)	4	Lotus 3.2
5	KGEO, KGFM 1.7 (8.1)	5	Lotus 2.0 (9.9)	5	Buckley 2.5
6	Lotus 1.6 (7.7)	6	KGEO, KGFM 1.8 (8.7)		
2003					
1	Amer. General \$ 5.8	All 2002 and 2003 financial data is provided by BIA Financial.			
2	Clear Channel 3.9				
3	Buck Owens 3.8				
4	Lotus 3.8				
5	Buckley 2.9				

### DUNCAN'S COMMENTS:

Bakersfield is a rather crowded and slow growing market. KUZZ A/F has long been the strongest station in Bakersfield.