

FRESNO
12+ METRO SHARE

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03		
KYNO	14.4	13.5	14.3	10.0	5.7	4.0	2.2	-	2.0	3.2	2.5	2.1	1.7	1.5	1.0	1.5	1.6	0.7	0.9	0.5	0.7	0.7	0.7	0.4	-	-	0.3	-	0.2	KYNO, 1300 (SP)	
KJFX-F	3.9	8.4	7.9	5.5	6.5	8.0	10.4	12.3	9.2	9.6	9.6	8.0	7.8	5.3	5.4	4.1	3.8	3.0	4.3	4.1	3.0	2.9	3.5	3.8	3.5	-	3.6	3.5	4.0	4.0	KJFX-F, 95.7 (CL AOR)
KMJ	8.3	9.6	9.4	9.6	8.7	8.6	8.8	10.8	8.5	8.8	9.1	8.0	8.3	9.4	9.4	11.1	11.8	12.0	13.5	13.0	10.7	10.9	9.8	9.6	7.9	-	8.2	10.0	7.7	8.3	KMJ, 580 (N/T)
KSKS-F	6.3	5.3	7.1	11.7	7.4	8.4	8.4	7.8	6.2	5.3	4.7	4.6	2.7	3.0	3.0	2.8	2.2	4.8	7.0	6.4	5.1	4.2	4.9	5.1	6.5	-	5.9	5.4	5.8	4.5	KSKS-F, 93.7 (C)
KALZ-F	13.5	13.9	8.6	10.0	11.2	9.6	10.5	8.4	6.6	6.2	4.4	3.6	2.6	2.3	2.0	5.0	3.8	4.2	4.6	3.4	3.9	4.2	3.6	3.4	3.6	-	3.2	2.9	3.2	3.4	KALZ-F, 102.7 (AC)
KRNC-F						5.0	4.2	5.2	10.9	10.8	8.3	6.9	6.5	6.9	5.8	3.9	3.6	2.0	2.6	2.0	2.3	2.5	2.9	3.4	3.5	-	2.7	2.3	1.8	1.6	KRNC-F, 105.9 (SP)
KWYE-F	7.4	4.4	4.8	3.1	5.2	5.3	4.9	5.9	5.6	4.8	4.8	4.9	4.6	4.6	3.0	2.1	2.3	1.0	2.1	2.4	2.2	2.1	5.6	4.2	4.0	-	3.7	3.2	2.7	3.7	KWYE-F, 101.1 (CHR)
KCBL	9.0	10.6	6.1	6.4	8.0	6.4	5.1	5.2	4.7	3.1	2.0	1.7	2.2	0.7	0.9	1.8	0.6	-	0.2	0.5	0.6	0.7	0.8	0.5	0.5	-	-	-	0.4	0.5	KCBL, 1340 (S)
KGST	3.9	4.8	3.8	2.9	4.0	3.6	4.8	4.3	3.9	4.2	5.6	4.1	3.9	4.3	4.2	3.1	4.1	3.8	2.5	2.3	1.9	1.8	1.0	1.5	1.5	-	0.8	0.7	0.8	0.7	KGST, 1600 (SP)
KWRU	9.0	8.3	7.0	2.0	5.3	4.2	2.6	3.9	2.5	2.8	1.9	2.5	3.5	2.8	4.1	3.8	4.5	3.2	3.3	2.3	1.6	0.9	1.2	1.8	2.1	-	1.0	2.1	1.4	1.7	KWRU, 940 (SP)
KOQO-F				1.3	1.4	2.8	2.6	2.7	3.0	0.9	1.9	3.0	3.6	2.8	2.1	1.9	4.8	4.3	4.6	5.3	4.1	3.5	4.1	4.4	5.3	-	4.6	4.4	4.4	3.9	KOQO-F, 101.9 (SP)
KFIG	-	2.7	4.6	3.0	4.8	3.6	4.0	3.9	2.1	1.9	1.0	-	-	-	0.3	0.3	0.1	-	-	1.2	1.3	1.4	1.8	-	0.5	-	0.6	0.7	0.7	0.4	KFIG, 1430 (S/T)
KRZR-F			3.0	7.6	8.0	4.1	2.4	1.6	5.9	6.0	5.7	7.7	8.4	8.0	5.2	3.4	4.5	5.3	4.7	6.1	4.9	4.6	4.7	3.7	3.9	-	5.0	4.0	4.3	4.1	KRZR-F, 103.7 (AOR)
KBOS-F				0.9	5.2	2.9	4.1	4.4	3.4	4.9	5.7	4.3	4.9	5.8	8.6	9.8	5.1	5.3	7.1	10.0	10.2	9.4	8.5	5.5	5.6	-	6.0	5.4	5.4	5.4	KBOS-F, 94.9 (CHR)
KXEX	2.9	2.7	4.7	4.8	3.8	5.8	4.3	2.1	3.6	3.1	4.0	2.9	3.2	1.5	1.7	1.1	1.3	1.5	0.3	0.5	0.6	-	0.4	0.7	-	-	-	-	-	-	KXEX, 1550 (SP)
KSOF-F									1.3	1.5	6.1	5.6	6.6	7.5	6.8	5.0	5.3	4.4	3.4	3.6	3.5	3.8	3.5	3.6	3.8	-	4.0	3.8	4.3	3.6	KSOF-F, 99.9 (SAC)
KMGV-F							0.8	2.4	4.0	4.5	5.0	6.5	5.4	7.1		9.7	9.7	8.7	6.9	5.0	4.3	3.3	3.8	4.6	5.4	-	4.3	4.0	3.9	4.0	KMGV-F, 97.9 (B/O)
KFSO-F											3.0	2.2	6.2	5.4		3.8	4.1	4.3	4.7	4.1	4.6	4.6	4.4	3.3	3.7	-	3.4	3.1	2.4	2.6	KFSO-F, 92.9 (O)
KEZL-F											0.5	0.4	0.9	2.5		2.1	2.9	2.3	2.7	2.6	3.4	3.4	3.0	3.7	3.1	-	3.1	3.0	3.2	3.1	KEZL-F, 96.7 (J)
KZFO-F											0.5	-	0.3	0.8		2.0	2.5	2.5	0.7	1.9	1.1	0.8	1.6	1.4	0.8	-	0.9	0.8	1.8	1.7	KZFO-F, 92.1 (SP)
KEYQ												1.0	0.4	0.5	1.0	1.5	1.9	0.3	1.0	0.4	-	-	-	-	-	-	-	-	-	-	KEYQ, 980 (SP)
KOOR													1.9	0.5	1.8	2.5	1.6	1.5	-	-	-	-	-	1.0	0.9	-	1.1	1.3	1.0	0.5	KOOR, 790 (SP)
KMPH-F														4.3	2.0	2.7	1.0	0.9	1.3	1.4	1.1	1.3	0.9	1.3	1.5	-	1.5	1.2	1.2	1.6	KMPH-F, 107.5 (N/T)
KFRR-F																		0.5	1.2	0.9	2.5	3.2	2.8	3.0	3.6	-	3.4	3.1	3.1	2.9	KFRR-F, 104.1 (AOR)
KJWL-F																				3.0	5.3	6.3	5.4	4.8	5.3	-	4.5	4.7	5.0	4.7	KJWL-F, 99.3 (ST)
KLBN-F																			1.9	0.4	1.5	6.1	4.9	4.3	3.3	-	3.7	4.6	3.8	3.3	KLBN-F, 105.1 (SP)
KMMM-F																									0.4	-	1.6	1.6	1.9	2.0	KMMM-F, 107.1 (SP)
KWOL-F																									0.8	-	1.2	1.5	1.3	1.8	KWOL-F, 105.5 (C)
KZOL-F																										-	-	1.6	2.1	KZOL-F, 107.9 (SP)	

NOTE: KSEQ-F (Visalia) gained a decent share in Fresno toward the end of the 1990's. However, it is not listed above-the-line in the Arbitron reports.

	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03	
KYNO	21.8	18.9	13.6	10.8	7.4	10.3	7.6	6.0	4.5	5.7	4.4	6.6	6.8	3.5	4.2	3.3	2.7	2.9	3.3	2.1	-	-	0.8	-	0.6	
KJFX-F	24.7	20.3	20.9	23.8	25.1	28.0	28.1	25.0	21.7	16.5	16.8	9.4	10.1	9.8	10.8	10.8	8.6	10.0	10.3	9.1	9.6	-	9.2	8.8	9.6	10.9
KMJ	21.0	19.5	22.1	18.5	17.9	19.0	17.5	15.6	18.3	17.0	16.1	19.7	21.3	23.2	24.9	23.8	19.8	21.4	17.8	18.6	14.9	-	15.9	17.9	13.9	13.4
KSKS-F	20.9	19.0	19.2	20.8	19.9	14.4	15.1	12.3	11.5	8.2	8.2	11.3	7.8	14.5	18.9	13.9	12.5	11.6	10.7	13.7	13.1	-	13.8	10.7	12.0	10.8
KALZ-F	20.2	16.2	17.7	13.9	13.7	12.8	10.3	10.2	8.8	8.5	6.8	11.2	12.6	10.4	12.2	12.5	14.5	12.6	9.6	11.6	12.4	-	8.7	10.6	10.6	11.3
KRNC-F			11.9	11.3	17.6	19.2	16.2	13.8	13.4	13.8	14.7	11.7	10.0	5.6	8.4	6.9	8.1	5.5	7.7	7.5	7.5	-	5.1	5.6	5.0	4.5
KWYE-F	15.9	13.7	13.7	12.3	15.8	11.8	13.6	12.5	15.0	13.8	12.2	8.4	8.6	6.0	8.2	7.0	6.3	11.8	16.5	12.6	15.2	-	12.9	11.5	11.7	14.0
KCBL	14.5	16.4	12.5	10.1	8.9	6.9	8.0	5.3	5.0	5.3	3.5	4.5	2.1	-	1.9	2.0	2.0	2.6	2.7	2.4	2.1	-	-	-	1.7	2.0
KGST				7.5	7.9	6.1	7.0	9.7	5.9	5.3	5.2	4.8	6.6	8.6	4.3	4.4	4.2	3.8	3.4	3.7	2.8	-	2.1	2.0	1.9	1.2
KWRU	15.2	12.9	8.9	12.8	10.2	8.7	7.1	4.7	8.9	5.5	9.4	8.7	8.5	8.1	6.5	5.0	3.5	3.4	3.8	5.2	4.0	-	2.3	4.2	2.7	4.0
KOQO-F				8.4	8.5	4.6	4.2	6.2	8.9	8.1	6.3	4.2	11.5	13.6	6.7	9.0	10.2	9.2	11.1	9.6	10.3	-	11.4	9.1	10.5	9.2
KFIG	13.3	12.4	11.7	10.5	8.7	6.2	4.7	4.3	-	-	2.6	1.8	1.1	-	-	2.6	4.0	5.3	4.4	-	1.2	-	1.7	2.1	3.4	2.5
KRZR-F	17.1	14.8	9.6	6.6	18.3	18.5	14.7	18.5	18.4	19.0	17.8	11.7	10.2	10.6	12.3	12.4	11.1	10.8	10.6	9.5	9.8	-	10.2	11.6	10.4	10.6
KBOS-F	7.4	7.7	8.5	12.3	13.4	18.7	17.9	15.7	13.6	15.9	19.2	21.8	14.3	18.4	20.9	21.2	23.4	22.5	22.0	18.3	19.2	-	18.0	16.8	18.1	16.5
KXEX	-	-	-	4.9	-	-	7.0	7.0	5.7	2.5	5.8	3.5	3.6	4.6	2.3	3.3	2.1	-	2.0	1.3	-	-	-	-	-	-
KSOF-F				4.7	3.7	8.9	9.0	10.5	11.7	12.4		12.7	13.3	10.8	8.9	11.0	12.0	9.9	10.6	8.4	10.3	-	1			

FRESNO

	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	6.7	--	--	--	--	--	--	--	14.6 %	35.8 %	--	--	--	1976
1977	7.7	10.4 %	--	--	--	--	--	--	15.5	39.0	22	--	--	1977
1978	9.0	16.9	--	--	--	--	--	--	15.2	40.8	23	--	--	1978
1979	8.5	5.6	--	--	--	--	--	--	15.8	50.6	23	--	--	1979
1980	9.8	15.3	--	--	--	--	--	--	15.3	53.5	25	--	--	1980
1981	11.3	15.3	.534	21.16	2.5	.0045	--	--	17.9	57.6	28	--	--	1981
1982	12.2	8.0	.555	21.98	2.6	.0047	--	--	16.4	56.2	27	--	--	1982
1983	13.5	10.7	.566	NA	2.7	.0050	.131	--	17.7	65.6	21	16	--	1983
1984	14.9	10.4	.570	NA	2.8	.0053	.167	NA	19.8	59.5	26	17	--	1984
1985	16.6	11.4	.579	NA	3.1	.0050	.185	NA	16.9	68.2	24	19	--	1985
1986	16.2	-2.4	.590	25.59	3.4	.0049	.208	NA	17.6	67.5	25	19	--	1986
1987	16.4	1.2	.646	25.39	3.4	.0051	.202	KMJ	16.9	69.3	26	18	12.9	1987
1988	18.0	9.8	.659	27.31	3.5	.0045	.200	KMJ	16.2	70.1	28	16.5	9.3	1988
1989	18.5	2.8	.675	27.41	4.1	.0045	.218	KMJ	18.3	70.2	29	16	13.6	1989
1990	20.0	8.1	.683	29.28	4.4	.0045	.239	KMJ	17.4	71.0	28	17	10.9	1990
1991	19.2	-4.0	.691	27.79	4.6	.0042	.225	KMJ	16.5	65.9	27	18	13.6	1991
1992	21.0	9.4	.719	29.21	4.6	.0045	.250	KMJ	17.1	68.4	30	19	14.8	1992
1993	22.7	8.1	.753	30.15	4.9	.0046	.264	KMJ	17.7	73.4	34	19	14.0	1993
1994	24.0	5.4	.861	27.78	5.4	.0044	.288	KMJ	16.3	74.3	30	20	15.0	1994
1995	25.5	6.5	.871	29.27	6.0	.0043	.304	KMJ	16.0	78.2	29	19	15.1	1995
1996	27.5	7.8	.888	30.96	6.4	.0043	.318	KMJ	16.5	78.8	33	18.5	11.1	1996
1997	28.7	4.4	.904	31.75	6.9	.0042	.327	KMJ	16.4	79.5	32	19	11.4	1997
1998	31.0	8.0	.918	33.76	7.1	.0044	.366	KMJ	16.0	81.6	30	18.5	13.0	1998
1999	33.8	8.3	.927	36.46	7.4	.0046	.409	KMJ	15.6	84.1	26	18.5	13.3	1999
2000	40.3	19.2	.935	43.10	8.0	.0050	.502	KMJ	15.9	82.7	32	19	14.6	2000
2001	43.1	6.8	.935	46.10	8.7	.0050	.547	KMJ	14.9	82.2	33	19	15.0	2001
2002	44.8	3.9	.945	47.41	9.1	.0049	.556	KMJ	15.3	84.2	35	--	12.8	2002
2003	47.4	5.8	.958	49.47	9.5	.0050	.601	KMJ	14.3	83.5	36	20	15.9	2003

MAJOR STATIONS - JANUARY 2004

KCBL	1340	1KW	Sports	Clear Channel	KMPH-F	107.5	21KW@784	News/Talk	
KFIG	1430	5KW (DA-1)	Sports/Talk		KOQO-F	101.9	2.3KW@1959	Hispanic	CBS
KGST	1600	5KW (DA-N)	Hispanic	Lotus	KRNC-F	105.9	2.4KW@1960	Hispanic	CBS
KMJ	580	50KW (DA-1)	News/Talk	CBS	KRZR-F	103.7	50KW@500	AOR	Clear Channel
KOOR	790	5KW/2.5KW (DA-2)	Hispanic	CBS	KSKS-F	93.7	68KW@1909	Country	CBS
KWRU	940	50KW (DA-2)	Hispanic	Radio Unica					
KYNO	1300	5KW/1KW (DA-N)	Hispanic/Religion						
KALZ-F	102.7	50KW@500	AC-Modem	Clear Channel	KSOF-F	98.9	19KW@800	Soft AC	Clear Channel
KBOS-F	94.9	16KW@847	CHR/Dance	Clear Channel	KWOL-F	105.5	25KW@328	Country	Mondosphere
KEZL-F	96.7	25KW@331	Jazz	Clear Channel	KWYE-F	101.1	10KW@1076	CHR	CBS
KFRR-F	104.1	17KW@853	AOR-Modem	Mondosphere	KZFO-F	92.1	37KW@567	Hispanic	Entravision
KFSO-F	92.9	18KW@853	Oldies	Clear Channel	KZOL-F	107.9	1.8KW@1227	Hispanic	Hispanic
KJFX-F	95.7	18KW@850	Classic AOR	Mondosphere					
KJWL-F	99.3	5KW@349	Standards						
KLBN-F	105.1	0.6KW@1870	Hispanic	Lotus					
KMGV-F	97.9	2.1KW@2004	Urban Oldies	CBS					
KMMM-F	107.1	10KW@515	Hispanic	Lotus					

FRESNO

FORMAT SHARES (%)

CHR/AOR	77	80	82	84	87	90	92	95	98	2000
	43	45	35	18	29	16	11	13	12	8
			CHR	18	12	14	12	15	12	13
			AOR/CL							
MOR/AC	21	16	16	MOR/FS	--	--	1			
			AC/OLD	11	12	21	7	AC	4	15
								OLDIES	9	4
									16	9
COUNTRY	12	17	10		11	16	13		25	
BTFL/EZ/SAC	13	13	12		10	9	7			9
								SOFT AC	10	4
									--	6
NEWS/TALK	1	1	11		11	12	12		15	16
SPORTS										13
BLACK/URBAN					6	--	3			1
SMOOTH JAZZ									2	1
									5	5
										3
STANDARDS					4	--	2		--	6
HISPANIC	6	8	7		8	8	8		15	6
RELIG/GOSPEL	1	--	5		3	2	1		1	12
CLASSICAL							3		1	20
										18
										3

STATION NOTES

(Major call letter and format changes)

KJFX-F	KPHD until 76; KYNO-F until 90; Country until 76; CHR until 90
KYNO	CHR until 81; Oldies or Standards until 86; Oldies until 95; Sports until ---
KOQO-F	KFRY until 86; KFRE until 88; KOQO until 90; KQPW until 93; EZ until ---; Country until 88; Hispanic until 90; CHR until 93
KCBL	KMAK until 88; KKAM until 93; Country until 85; News/Talk until 88; Black until 91; News again until 97; KKTR until 97
KWRU	KFRE until 00; MOR until 83; Country until 94; Talk until 00
KEYQ	KEYQ until 92; KFSO until ---
KFRR-F	KFCL until 94; Classical until 94
KLBN-F	KSLK until 94; KGST-F until 95; EZ/SAC until 94
KMJ	MOR/FS until 80
KSKS-F	Became AC around 82; AC until 91
KALZ-F	KKNU until 88; KTHT until 98; EZ until 85; Soft AC until 93
KFIG	KARM until 84; County until 80; Oldies until 84; AC until 98; Hispanic until 99
KRZR-F	KIOY until 82; KMGX until 89; CHR until 89
KSOJ-F	KOJY until 90; KJOI until 97; EZ until 92
KRNC-F	KKDJ until 97; AOR until 93; Oldies until 96
KWYE-F	KFIG-F until 91; AC until 94; KSXY until 94; KRBT until 96; Country until 96; KVSR until 03; AC until 03
KZFO-F	KXMX until 94
KOOR	KOQO until about 97
KMPH-F	KCML until 92; Country until 92
KMGV-F	KNAX until 99; Country until 98

MAJOR STATION TRANSACTIONS: 1970 to 2003

Year	Station	Transaction	Value
1971	KKNU-F		\$ 126,000
1971	KFYE-F	From Capital Cities	105,000
1971	KMAK	Sold by ASI	800,000
1973	KKNU-F	Sold to East West FM	202,000
1975	KFRE-F		290,000
1975	KFIG		450,000
1976	KFIG-F	Sold to Kadota	525,000
1978	KFYE-F	Sold to Sunbelt	2,716,000
1980	KBOS-F (Tulare)		1,100,000
1980	KFIG	Sold to Davis/Weaver	1,500,000
1980	KFIG-F	From Kadota to Davis/Weaver	1,500,000
1981	KMGX-F (Hanford)	Sold by Gary Wilson	2,000,000
1982	KTED-F (Fowler)	Sold by Atsinger	700,000
1984	KYNO AF	Sold to Brown	2,700,000
1984	KKNU-F		2,650,000
1984	KFYE-F	From Sunbelt to Affiliated	6,700,000
1985	KGST	Sold to Lotus	1,764,000
1985	KFRE, KFRE-F		4,500,000
1986	KMGX-F (Hanford)	Sold to ABS	4,220,000 (cancelled)
1986	KFYE-F	From Affiliated to EZ	9,700,000
1986	KMAK, KBOS-F	Sold to Sheffel	6,000,000
1986	KNGS, KLTK-F (Hanford)	From Sunrise to Liggett	2,800,000
1986	KMGX-F	Sold to Olympic	2,888,000
1987	KMJ, KNAX-F	From McClatchy to Henry	7,500,000
1987	KFYE-F	From EZ to Guild	6,000,000
1988	KEZL-F (Fowler)		2,200,000
1988	KFYE-F	From EZ to Henry	5,100,000
1988	KNAX-F	From Henry to First Sierra	4,000,000
1988	KFRE-F	Sold to Group III	2,500,000
1988	KYOS, KMYT-F	Sold to Hoyt	1,775,000
1989	KEAP	Sold to Americom (Quinn)	460,000
1989	KKAM, KBOS-F (Tulare)	Sold to Dwight Case	7,100,000 (E) (cancelled)
1990	KRZR-F	(cancelled)	1,500,000
1990	KEZL-F (Fowler)	50% sold to Atsinger	650,000
1991	KFIG AF		2,117,000
1991	KMMA-F (Hanford)	Sold by Liggett	800,000
1991	KEZL-F (Fowler)	From Atsinger to Americom	1,000,000
1992	KCML-F	From Liggett to Pappas	550,000
1992	KKAM, KBOS-F (Tulare)	Sold by receiver	1,400,000
1992	KOQO, KQPW-F (Clovis)	Sold to Dwight Case	2,100,000
1993	KRZR-F (Hanford)		950,000
1993	KHOT, KXMX-F (Madera)		775,000
1994	KRZR-F (Hanford)	From NewTex to Wheeling-Pitts	1,200,000
1994	KTHT-F	From Spacecom to Wheeling-Pitts	1,600,000
1994	KXEX		212,000
1994	KSLK-F	Sold to Lotus	1,500,000
1994	KKDJ-F	Sold to Henry	1,730,000
1994	KSXY-F	Sold to EBE	1,700,000
1995	KRZR-F, KTHT-F	From Wheeling-Pitts to Patterson	5,000,000
1995	KTHT-F	From Patterson to Americom	2,200,000
1995	KKTR, KBOS-F	Sold to Patterson	6,250,000
1995	KYNO, KJFX-F	From Brown to Mondosphere	3,000,000
1995	KFRE	From EBE to Pappas	1,025,000
1996	KNAX-F, KRBT-F	From EBE to Osborn	7,000,000
1996	KOQO-AF	Sold to Silverado	N/A
1996	KMJ, KKDJ-F, KSKS-F	From Henry to American Radio	29,000,000
1996	KEYQ	Sold by Americom	
1996	KNAX-F, KRBT-F	From Osborn to American Radio	11,000,000
1996	KOQO-AF	From Silverado to American Radio	6,000,000
1997	KBOS-F	From Patterson to Capstar	12,500,000
1997	KCBL	From Patterson to Capstar	600,000
1997	KRZR-F	From Patterson to Capstar	7,400,000
1997	KRDU, KJOI-F	Sold to Capstar	5,200,000
1997	KEZL-F, KFSO-AF, KTHT-F	From Americom to Capstar	\$21 mil + Capstar Reno stations
1997	KMJ	From American Radio Systems to CBS	39,000,000
1997	KNAX-F	From American Radio Systems to CBS	8,000,000

CONTINUED: NEXT PAGE

FRESNO

HIGHEST BILLING STATIONS

	1984	1985	1986	1987	1988	1989
1				KMJ 2.2	KMJ 2.7	KMJ 3.1
2	Not Available	Not Available	Not Available	KFYE-F 1.6	KKDJ-F 1.9	KKDJ-F 2.1
3				KYNO-F 1.5	KYNO AF 1.6	KNAX-F 2.0
4				KFRE AF 1.5	KMGX-F 1.5	KYNO AF 1.9
5				KKDJ-F 1.3	KNAX-F 1.5	KFSO-F 1.5
6				KMGX-F 1.3	KFSO-F 1.4	KBOS-F 1.4
7				KCLQ-F 1.2	KOJY-F 1.2	KOJY-F 1.3
8				KNAX-F 1.2	KBOS-F 1.2	KGST 1.2
9					KCLQ-F 1.1	KFYE-F 1.2
10						KMGX-F 1.1
	1990	1991	1992	1993	1994	1995
1	KMJ 3.2	KMJ 4.4	KMJ 4.7	KMJ 5.0	KMJ 5.6	KMJ 5.6
2	KNAX-F 2.3	NAX/FRE 4.0	KNAX AF 3.9	KNAX AF 3.5	KNAX AF 3.0	KBOS-F 2.3
3	KKDJ-F 2.3	KFSO-F 1.9	KFSO AF 1.6	KFSO-F 2.1	KSKS-F 2.4	KSKS-F 2.2
4	KFSO-F 2.2	KJFX-F 1.8	KJFX-F 1.6	KSKS-F 2.0	KFSO-F 2.4	KNAX AF 2.2
5	KBOS-F 1.9	KJOI-F 1.4	KJOI-F 1.4	KJFX-F 1.9	KBOS-F 1.9	KFSO-F 2.2
6	KFYE-F 1.4	KKDJ-F 1.4	KBOS-F 1.1	KBOS-F 1.2	KJFX-F 1.8	KRZR-F 1.5
7	KJOI-F 1.3		KRZR-F 1.1	KGST 1.0	KRZR-F 1.2	KJFX-F 1.2
8	KJFX-F 1.2		KKDJ-F 1.0	KRZR-F 1.0	KTHT-F 1.0	KOQO AF 1.1
9	KTHT-F 1.1			KJOI-F 0.9	KOQO AF 1.0	KTHT-F 1.1
10	KGST 1.0			KEZL-F 0.9	KJOI-F 1.0	KEZL-F 1.1
11				KKDJ-F 0.8	KEZL-F 1.0	KJOI-F 1.0
12						KZFO-F 1.0
	1996	1997	1998	1999	2000	2001
1	KMJ 5.7	KMJ 5.8	KMJ 6.0	KMJ 5.5	KMJ 7.8	KMJ 8.0
2	KBOS-F 2.7	KBOS-F 3.3	KBOS-F 3.0	KSKS-F 2.8	KSKS-F 3.8	KSKS-F 4.1
3	KSKS-F 2.5	KSKS-F 2.1	KSKS-F 2.5	KBOS-F 2.7	KOQO AF 3.6	KOQO-F 3.1
4	KFSO-F 2.3	KFSO-F 2.1	KFSO-F 2.1	KOQO AF 2.3	KMGV-F 3.1	KMGV-F 2.9
5	KOQO AF 1.7	KVSR-F 1.7	KVSR-F 1.9	KMGV-F 2.1	KBOS-F 2.5	KRZR-F 2.4
6	KRZR-F 1.6	KRZR-F 1.7	KRZR-F 1.9	KVSR-F 2.0	KVSR-F 2.5	KBOS-F 2.3
7	KJFX-F 1.6	KLBN-F 1.6	KOQO AF 1.6	KRZR-F 1.9	KRZR-F 2.1	KVSR-F 2.1
8	KNAX-F 1.5	KOQO AF 1.5	KEZL-F 1.6	KFSO-F 1.9	KSOF-F 1.9	KSOF-F 2.0
9	KTHT-T 1.3	KEZL-F 1.3	KLBN-F 1.4	KALZ-F 1.6	KALZ-F 1.8	KRNC-F 2.0
10	KFRR-F 1.2	KTHT-F 1.3	KJFX-F 1.4	KSOF-F 1.5	KRNC-F 1.8	KJFX-F 1.7
11	KJOI-F 1.2	KSOF-F 1.3	KSOF-F 1.3	KFRR-R 1.4	KJFX-F 1.7	KLBN-F 1.6
12	KLBN AF 1.1	KJFX-F 1.2	KNAX-F 1.2	KJFX-F 1.3	KFSO-F 1.5	KALZ-F 1.6
13	KEZL-F 1.1	KJWL-F 0.8	KJWL-F 1.0	KEZL-F 1.2	KEZL-F 1.3	KFSO-F 1.6
14				KFRR-F 1.3	KEZL-F 1.4	
	2002	2003				
1	KMJ 8.3	KMJ 8.6				
2	KSKS-F 4.0	KSKS-F 3.9				
3	KBOS-F 3.3	KBOS-F 3.5				
4	KLBN-F 2.5	KRZR-F 2.5				
5	KWRU 2.4	KMGV-F 2.4				
6	KJFX-F 2.2	KJFX-F 2.4				
7	KMGV-F 2.2	KWRU 2.3				
8	KRZR-F 2.1	KLBN-F 2.2				
9	KSOF-F 2.1	KWYE-F 1.7				
10	KOQO 1.7	KOQO 1.7				
11	KALZ-F 1.6	KSOF-F 1.7				
12	KEZL-F 1.5	KEZL-F 1.7				
13	KFSO-F 1.4	KALZ-F 1.7				

HIGHEST BILLING RADIO ENTITIES

	1994	1995	1996
1	Henry \$ 8.2 (34.2)	Henry \$ 8.2 (32.2)	Amer. Radio \$ 12.3 (44.7)
2	Americom 3.5 (14.6)	Americom 4.3 (16.8)	Americom 4.7 (17.0)
3	EBE 3.4 (14.2)	Patterson 3.8 (14.8)	Patterson 4.3 (15.6)
4	Wheeling-Pitt 2.2 (9.2)	EBE 2.7 (10.6)	Mondosphere 3.2 (11.6)
		Mondosphere 1.8 (7.0)	Lotus 1.1 (4.0)
	1997	1998	1999
1	CBS \$ 12.3 (42.9)	CBS \$ 13.7 (44.2)	CBS \$ 15.6 (46.2)
2	Capstar 11.6 (40.4)	Capstar 10.8 (34.8)	Clear Channel 10.8 (31.8)
3	Mondosphere 2.0 (7.0)	Mondosphere 2.3 (7.4)	Mondosphere 2.7 (7.8)
4	Lotus 2.0 (7.0)	Lotus 1.8 (5.9)	KJWL-F 1.1 (3.3)
			Lotus 1.1 (3.1)
	2000	2001	2002
1	CBS \$ 22.6 (56.0)	CBS \$ 22.4 (52.0)	CBS \$ 18.3
2	Clear Channel 11.4 (28.3)	Clear Channel 11.9 (27.6)	Clear Channel 12.4
3	Mondosphere 3.1 (7.6)	Mondosphere 3.2 (7.2)	Mondosphere 3.9
4	Lotus 1.5 (3.7)	Lotus 2.2 (5.2)	Lotus 3.5
5	KJWL-F 1.2 (3.0)	KJWL-F 1.3 (2.9)	
	2003	All 2002 and 2003 financial data is provided by BIA Financial.	
1	CBS \$ 19.1		
2	Clear Channel 12.9		
3	Mondosphere 4.2		
4	Lotus 3.4		
5			

MAJOR STATION TRANSACTIONS: CONTINUED

1997	KOQO-AF	From American Radio Systems to CBS	\$ 9,000,000
1997	KRNC-F	From American Radio Systems to CBS	8,000,000
1997	KSKS-F	From American Radio Systems to CBS	15,000,000
1997	KVSR-F	From American Radio Systems to CBS	10,000,000
1998	KFSO-AF	From Americom to Capstar	10,500,000
1998	KFIG		300,000
1998	KTAA-F		1,140,000
1998	KMMM-F	Sold to Lotus	4,500,000
1999		All Capstar stations sold to Clear Channel	---
1999	KIRV	Sold to Gore-Overgaard	425,000
1999	KVPC-F	Sold to Mondosphere	2,500,000
1999	KYNO	Sold by Mondosphere	800,000
1999	KFIG		2,000,000
2000	KFRE	From Pappas to Radio Unica	---
2000	KHOT, KZFO-F	From X-Spanish to Entravision	N/A
2001	KAJZ-F	From Ed Hoyt to Hispanic	5,500,000
2002	KFIG (1430)		2,000,000
2003	KZFO-F (Clovis)		8,000,000

DUNCAN'S COMMENTS:

Fresno is a crowded yet decently growing radio market. In the mid 1980's I considered Fresno to be quite "over-radioed" but revenues have nearly caught up with the number of viable stations in the market. Fresno will never be a great radio market but it has turned out better than I thought it would. The amount of station turnover has slowed in recent years and that has, most likely, helped the market.

KMJ is, by far, the most excellent station in the market. It has always been the revenue leader in Fresno and usually the ratings leader as well.