

LUBBOCK

	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	3.3	--	--	--	--	--	--	--	14.4 %	41.9 %	--	--	--	1976
1977	4.0	17.5 %	--	--	--	--	--	--	14.2	38.3	12	--	--	1977
1978	4.3	7.5	--	--	--	--	--	--	15.3	42.6	13	--	--	1978
1979	4.2	-2.3	--	--	--	--	--	--	16.0	47.5	13	--	--	1979
1980	4.6	9.5	--	--	--	--	--	--	13.7	55.6	13	--	--	1980
1981	4.6	0	.219	21.00	1.3	.0035	--	--	14.9	59.4	12	--	--	1981
1982	5.0	8.7	.220	22.32	1.4	.0036	--	--	16.6	63.4	15	--	--	1982
1983	5.4	8.0	.220	23.58	1.5	.0032	.054	--	15.8	73.2	14	12	--	1983
1984	5.7	5.6	.221	25.33	1.5	.0038	.062	KLLL-F 1.0	16.8	76.0	15	13	--	1984
1985	6.0	5.3	.222	26.32	1.6	.0039	.065	KLLL-F 1.5	17.1	80.9	13	12	--	1985
1986	6.6	10.0	.223	29.86	1.7	.0042	.071	KLLL A/F 1.9	17.7	79.2	14	11	--	1986
1987	5.8	-12.1	.222	26.13	1.6	.0037	.075	KRLB A/F 1.8	16.2	85.8	13	10.5	6.8	1987
1988	6.1	5.2	.224	27.33	1.7	.0038	.066	KRLB A/F 2.4	14.9	87.2	16	7.5	3.7	1988
1989	6.5	6.6	.225	28.89	1.8	.0036	.075	KLLL A/F 2.0	17.4	85.8	15	8	12.2	1989
1990	6.8	4.6	.224	30.36	2.0	.0034	.076	--- ---	16.9	83.3	17	8.5	10.7	1990
1991	6.5	-4.4	.225	28.89	2.0	.0032	.073	KLLL A/F 2.1	16.8	84.1	16	10	10.1	1991
1992	6.6	1.5	.228	28.95	2.1	.0031	.077	KLLL A/F 2.1	16.8	88.4	14	9	13.9	1992
1993	6.8	2.6	.230	29.57	2.4	.0028	.075	KLLL A/F 2.2	17.1	91.0	15	9	8.8	1993
1994	7.3	6.8	.230	31.74	2.4	.0030	.087	KLLL A/F 2.4	15.7	92.2	14	8.5	16.1	1994
1995	7.9	8.0	.234	33.76	2.4	.0033	.091	KLLL A/F 2.3	17.2	88.5	15	10	13.1	1995
1996	8.5	7.6	.236	36.01	2.5	.0034	.096	KLLL A/F 2.6	16.3	88.7	18	10	11.9	1996
1997	9.7	9.4	.237	39.24	2.5	.0037	.107	KLLL A/F 2.2	16.7	88.9	19	11	12.5	1997
1998	10.7	8.0	.235	45.53	2.6	.0041	.118	KLLL A/F 2.5	16.4	93.3	16	10	9.5	1998
1999	11.4	6.1	.233	48.93	2.8	.0041	.132	KLLL A/F 2.6	16.9	85.3	21	11.5	12.1	1999
2000	12.7	11.4	.235	54.04	3.5	.0036	.137	KLLL A/F 3.0	16.0	88.6	20	12.5	10.5	2000
2001	12.0	-7.0	.244	49.10	3.8	.0032	.143	KLLL A/F 2.7	16.0	86.9	22	13	11.0	2001
2002	12.2	1.7	.243	50.21	3.9	.0031	.141	KZII-F 2.1	14.6	86.6	20	--	11.6	2002
2003	12.2	0	.243	50.21	4.0	.0031	.146	KZII-F 2.6	14.1	91.1	20	14	16.6	2003

MAJOR STATIONS - JANUARY 2004

KDAV	1590	1KW (DA-2)	Oldies		KKCL-F	98.1	36KW@574	Oldies	Clear Channel
KFYO	790	5KW/1KW (DA-2)	Talk	Clear Channel	KLLL-F	96.3	100KW@817	Country	Next Media
KJTV	950	5KW/500W (DA-2)	Talk		KLZK-F	104.3	50KW@476	Soft AC	
KKAM	1340	1KW	Sports	Clear Channel	KMMX-F	100.3	100KW@883	AC/CHR	Next Media
KRFE	580	500W/2990W (DA-2)	Standards		KONE-F	101.1	100KW@813	Classic AOR	Next Media
KAMZ-F	103.5	20KW@328	Hispanic		KQBR-F	99.5	100KW@817	Country	Clear Channel
KBTE-F	104.9	100KW@344	CHR/Dance		KRBL-F	105.7	5KW@328	Country Oldies	
KEJS-F	106.5	34KW@587	Hispanic		KXTQ-F	93.7	100KW@740	Hispanic	
KFMX-F	94.5	100KW@817	AOR	Clear Channel	KZII-F	102.5	100KW@817	CHR	Clear Channel
KJAK-F	92.7	100KW@584	Religion						

LUBBOCK

FORMAT SHARES (%)

	77	80	82		84	87	90		92	95	98	2000
CHR/AOR	37	42	32	CHR AOR/CL	19 13	35 18	28 11		13 14	14 13	19 20	22 18
MOR/JAC	12	6	4	MOR/FS AC/OLD	-- 16	2 14	-- 13		5 19	2 10	2 7	See Talk 7
COUNTRY BTFLEZ/SAC	36 10	29 14	32 9		23 8	24 --	34 --		35 SOFT AC 6		32 --	26 3
NEWS/TALK SPORTS BLACK/URBAN SMOOTH JAZZ					2 --	-- --	-- 3				1 2	-- 3
STANDARDS HISPANIC RELIG/GOSPEL CLASSICAL	-- 5 --	-- 7 2	6 5 1		2 5 4	2 4	4 5 1		1 7 1	7 11 1	2 9 1	2 8 3

STATION NOTES

(Major call letter and format changes)

KXTQ-F	KSEL until 87; KKIK until 93; CHR until 83; AC until 89; Country until 91
KKAM	KLKB until 81; KKAM until 83; KBBL until 84; KFMX until about 93; CHR until 81; Standards until 84; CHR or AOR until 89; Standards until 94; Talk until 96
KQBR-F	KWGO until 81; KRLB until 97; KCRM until 99; CHR until 78; Hispanic until 81; AC until 84; AC/CHR until 97; Classic AOR until 99
KZII-F	AOR or Classic AOR until 88
KJTV	KSEL until 87; KXTQ until 00; CHR until 83; MOR/FS until 87; Hispanic until 00
KNOE-F	KTEZ until 93; Soft AC until 93; Country until 95; Soft AC until 00
KBTE-F	KLSC until 92; KMMX until 96; Oldies until 92; AC until 96; See KMMX listing; KLGD until 03
KBZO	KLLL until 82; KTLK until 93; Country until 82; Talk until 85
KRFE	KRLB until 87; KJBX until 92; Standards until 83; CHR until 87; Black until 92
KDAV	KEND until 88; KLLL until 97; News until 77; Country until 97
KFYO	MOR/FS until 80; Country until late 90's
KMMX-F	Was on 104.7 until 96
KLZK-F	Classic AOR until 98; CHR until 02

MAJOR STATION TRANSACTIONS: 1970 to 2003

1975 KSEL AF	To Harris	\$	943,000
1975 KEND			438,000
1977 KRLB-F			60,000
1978 KTLK, KLLL-F	Sold to Thrash		1,490,000
1979 KFYO	Sold to Seaton		1,300,000
1980 KFMX, KFMX-F	Sold to Southern Minnesota		1,750,000
1981 KRLB-F			380,000
1982 KEND	Sold to Thrash		1,015,000
1983 KTEZ-F	Sold to Lotus		1,050,000
1984 KZII-F	From Rex to Seaton		844,000
1985 KRLB AF			1,450,000
1985 KSEL AF	From Harris to Moran		1,350,000
1986 KEND, KLLL-F	Sold to Holder		3,500,000
1987 KRLB AF	Sold to Ken Dowe		3,675,000
1987 KFNX AF			1,250,000
1987 KSEL, KKIK-F	Sold by Harris		1,300,000
1988 KEND, KLLL-F	From Thrash to Pinnacle		N/A
1990 KXTQ/KKIK-F	From Bakcor to Wgaon Train		750,000
1992 KFMX A/F	Sold to Tom and Bill Hicks		1,000,000
1993 KXTQ, KKIK-F			363,000
1993 KJBX, KRLB-F	From receiver to Sonance		760,000
1994 KONE-F	Sold by Lotus		700,000
1997 KMMX-F, KONE-F	From Dowdy to Pinnacle		4,000,000
1997	Gulfstar stations merged into Capstar		---
1997 KKCL-F	From Amer. General to Capstar		3,150,000
1998 KLLL (1590)			150,000
1999 KBZO	Sold to Entravision		---
1999	All Capstar stations sold to Clear Channel		---
2000 KLLL-F, KMMX-F, KONE-F	From Pinnacle to Next Media		---

LUBBOCK

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KLLL-F	1.0	KLLL-F	1.5	END/LLL	1.9	KRLB AF	1.8	KRLB AF	2.4	KLLL AF	2.0
2 KFYO	0.7	KRLB-F	1.1	KRLB AF	1.5	END/LLL	1.7	KLLL AF	1.7	KRLB AF	1.6
3 KSEL-F	0.7	KFYO	0.8	FYO/ZII	1.1	KFMX-F	0.7	KFMX-F	0.7	KFMX AF	0.8
4 KFMX-F	0.6	KFMX-F	0.8	KFMX-F	0.7	KFYO	0.6	KFYO	0.6	KTEZ-F	0.7
5 KRLB-F	0.6	KSEL-F	0.7			KTEZ-F	0.5	KZII-F	0.5	KZII-F	0.6
6								KTEZ-F	0.5		
7											
8											
9											
10											

1990		1991		1992		1993		1994		1995	
1		KLLL AF	2.1	KLLL AF	2.1	KLLL AF	2.2	KLLL AF	2.4	KLLL AF	2.3
2	Not Available	KFMX-F	0.9	KFMX-F	1.0	KFMX-F	1.1	KFMX-F	1.4	KFMX-F	1.4
3		KZII-F	0.8	KZII-F	0.7	KZII-F	0.7	KKCL-F	0.8	KZII-F	0.8
4				KRLB-F	0.6	KKCL-F	0.6	KZII-F	0.7	KKCL-F	0.8
5				KFYO	0.5	KONE-F	0.6	KFYO	0.6	KRLB-F	0.6
6											
7											
8											
9											
10											
11											

1996		1997		1998		1999		2000		2001	
1 KLLL AF	2.6	KLLL AF	2.2	KLLL AF	2.5	KLLL-F	2.6	KLLL-F	3.0	KLLL-F	2.7
2 KFMX-F	1.1	KZII-F	1.4	KZII-F	1.6	KZII-F	1.5	KZII-F	1.9	KZII-F	1.8
3 KZII-F	1.0	KFMX-F	1.2	KKCL-F	1.2	KFMX-F	1.2	KFMX-F	1.3	KFMX-F	1.3
4 KKCL-F	0.8	KKCL-F	1.0	KFMX-F	1.1	KKCL-F	1.2	KKCL-F	1.1	KKCL-F	1.1
5 KXTQ AF	0.7	KXTQ AF	0.6	KXTQ AF	0.9	KXTQ-F	0.8	KXTQ AF	0.9	KLZK-F	0.9
6 KRLB-F	0.6	KCRM-F	0.6	KCRM-F	0.6	KQBR-F	0.6	KLZK-F	0.6	KXTQ-F	0.7
7						KMMX-F	0.6	KQBR-F	0.6	KQBR-F	0.6
8											
9											
10											
11											

2002		2003	
1 KZII-F	2.1	KZII-F	2.6
2 KLLL-F	2.1	KLLL-F	1.9
3 KFMX-F	1.4	KFMX-F	1.4
4 KKCL-F	1.0	KKCL-F	1.1
5 KXTQ	0.8	KFYO	0.8
6 KMMX-F	0.7	KMMX-F	0.7
7 KFYO	0.7		
8			
9			
10			
11			

DUNCAN'S COMMENTS:
 Lubbock is a below average very small radio market. Revenues have been only slowly growing while the number of viable stations has sharply increased since 1990. KLLL has been the strongest station in Lubbock throughout the thirty years covered by this book.

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Pinnacle	\$ 2.4 (32.3)	1 Pinnacle	\$ 2.3 (29.1)	1 Pinnacle	\$ 2.6 (29.9)
2 Sonance	1.8 (25.1)	2 Gulfstar	2.1 (26.6)	2 Gulfstar	1.9 (21.7)
3 Seaton	1.3 (17.1)	3 KFYO,KZII	1.3 (16.4)	3 Seaton	1.5 (16.8)
		4 Amer. General	0.8 (10.1)	4 Amer. General	0.8 (9.2)
				5 KMMX,KNOE	0.8 (9.0)

1997		1998		1999	
1 Capstar	\$ 5.0 (51.5)	1 Capstar	\$ 5.2 (48.9)	1 Clear Channel	\$ 5.3 (46.7)
2 Pinnacle	3.1 (31.5)	2 Pinnacle	3.5 (32.4)	2 Next Media	3.7 (32.1)
				3 KXTQ A/F	0.8 (7.0)

2000		2001		2002	
1 Clear Channel	\$ 5.5 (45.8)	1 Clear Channel	\$ 5.6 (46.5)	1 Clear Channel	\$ 5.8
2 Next Media	3.9 (32.4)	2 Next Media	3.7 (30.8)	2 Next Media	3.3
3 KXTQ,KJTV	0.9 (7.5)	3 KXTQ et.al.	1.6 (12.9)	3 KLZK et.al.	1.4

2003	
1 Clear Channel	\$ 6.4
2 Next Media	3.1
3 KLZK et.al.	1.2
4	
5	

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