

SAN DIEGO
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		
KGB-F	5.8	7.4	6.6	6.0	5.1	6.2	7.5	8.1	6.4	8.3	8.3	6.7	7.1	8.0	7.9	6.6	5.8	4.9	4.4	3.9	3.7	2.8	3.7	4.1	4.0	4.1	3.4	3.3	3.7	KGB-F, 101.5 (CL AOR)	
KPOP	5.1	5.0	4.5	2.8	2.2	4.4	2.7	1.3	2.3	3.7	4.0	3.3	3.4	4.6	3.5	3.4	4.1	3.5	3.5	3.0	2.7	2.7	2.9	3.1	3.1	2.1	2.6	2.1	1.6	KPOP, 1360 (ST)	
KPLN-F	-	-	2.8	4.3	6.9	8.9	8.5	9.1	8.7	8.2	8.6	8.8	8.6	6.5	6.6	5.2	5.7	4.7	4.3	4.3	2.4	2.0	2.0	2.5	2.2	2.1	2.1	2.3	2.1	KPLN-F, 103.7 (CH)	
KFMB	5.2	5.5	3.8	4.0	5.9	5.6	4.8	6.0	6.4	7.6	7.8	6.9	5.9	6.2	5.5	5.4	4.3	4.0	4.3	3.3	3.6	5.0	4.6	4.2	3.5	2.2	1.9	3.0	3.6	KFMB, 760 (NT)	
KFMB-F	-	6.2	7.1	6.0	4.7	4.7	4.2	3.4	5.2	4.8	6.9	7.0	7.2	6.2	4.9	4.8	4.9	5.4	3.3	2.0	3.0	4.3	5.3	5.9	4.8	4.3	4.3	3.9	4.0	KFMB-F, 100.7 (AC)	
KOGO	10.1	6.4	7.1	5.3	2.7	3.3	3.0	3.9	2.1	1.9	1.2	0.6	-	-	-	-	-	-	0.4	1.0	2.3	1.8	3.2	4.5	5.3	5.7	6.4	5.2	5.5	KOGO, 600 (NT)	
KLNV-F	5.3	3.3	4.0	5.6	4.9	5.7	4.8	4.8	3.8	3.2	3.8	1.9	6.3	9.3	8.9	8.5	6.3	4.6	5.4	5.5	4.7	3.9	2.2	2.2	3.3	3.5	3.5	4.4	4.2	KLNV-F, 106.5 (SP)	
KSDO	4.7	4.4	5.3	5.4	4.8	5.1	5.7	4.6	4.3	4.6	5.8	6.7	6.5	6.8	5.5	6.2	4.9	5.6	6.3	5.2	4.7	4.4	1.0	1.5	0.8	0.8	0.6	0.6	0.7	KSDO, 1130 (SP)	
KLQV-F	4.5	6.1	5.4	4.8	4.9	4.3	3.4	2.9	3.6	6.1	5.1	5.7	2.5	1.8	1.6	2.6	3.6	2.7	2.5	2.3	2.3	1.8	1.6	1.0	1.5	1.4	1.7	1.5	1.7	KLQV-F, 102.9 (SP)	
KCBQ	10.0	8.9	5.6	5.1	2.7	2.3	3.7	2.7	2.5	2.2	1.4	1.5	-	-	0.9	1.5	1.4	1.4	0.4	0.9	0.8	0.3	-	-	-	0.5	0.9	0.7	1.0	KCBQ, 1170 (T)	
KIOZ-F					3.3	2.9	1.4	2.6	2.2	2.3	2.4	2.6	3.4	3.3	2.3	3.4	2.5	1.9	1.6	2.6	1.9	3.1	3.5	4.0	4.2	4.5	4.4	3.9	3.6	KIOZ-F, 105.3 (AOR)	
KSON	4.5	3.7	4.5	3.3	3.4	3.1	2.6	2.6	2.0	1.2	0.9	1.2	1.3	1.0	**	**	**	**	**	**	**	**	**	**	**	-	-	-	-	KSON, 1240 (KID)	
KSON-F			1.5	2.2	2.3	2.1	2.7	3.0	2.6	2.7	3.7	4.1	5.8	4.8	6.4	7.5	8.2	8.1	7.5	7.1	7.0	6.5	6.1	5.8	5.6	4.2	4.3	3.5	3.9	KSON-F, 97.3 (C)	
XTRA	6.1	6.9	5.8	4.9	4.6	4.1	3.4	3.5	3.5	2.8	2.8	2.8	2.1	1.2	1.2	1.3	1.6	1.9	1.9	2.6	2.5	2.1	2.3	2.2	1.9	2.1	1.6	1.9	1.0	XTRA, 690 (S)	
XTRA-F				2.5	4.6	5.0	5.0	4.2	5.4	4.5	5.3	6.5	5.7	5.2	4.7	5.3	5.4	5.1	4.3	3.8	3.9	3.9	2.9	3.8	4.8	4.7	4.2	3.9	3.2	XTRA-F, 91.1 (AOR)	
KMYI-F	-	3.1	3.3	3.0	3.1	3.0	3.9	3.9	3.9	2.6	3.1	2.7	2.6	2.4	3.3	3.0	3.5	3.0	3.4	3.2	3.4	3.7	2.0	2.3	2.7	3.2	1.8	3.1	3.4	KMYI-F, 94.1 (AC)	
KYXY-F	-	4.5	3.5	2.6	3.5	4.0	2.5	4.0	4.6	3.6	2.4	2.9	3.3	3.4	4.0	3.8	4.7	3.7	4.4	4.5	6.8	6.7	5.8	5.9	5.0	5.1	5.0	5.2	4.6	KYXY-F, 96.5 (AC)	
KCEO					0.4	0.4	2.9	3.9	2.8	1.7	1.5	0.2	0.6	0.4	0.3	0.5	0.5	0.4	1.0	1.0	0.6	0.6	-	-	-	-	-	-	-	KCEO, 1000 (N/ST)	
XHRM-F				1.0	0.8	0.4	3.6	4.9	3.4	4.8	4.3	4.4	4.8	3.0	3.3	1.0	1.3	2.2	3.0	3.0	2.7	2.0	1.8	2.1	3.9	3.5	3.4	3.6	3.2	XHRM-F, 92.5 (B/O)	
KIFM-F			4.2	4.7	4.3	4.0	3.1	2.9	2.6	3.2	3.4	3.6	3.0	3.2	3.4	3.8	3.7	3.5	3.6	3.3	3.6	3.4	3.6	3.9	3.9	4.3	4.3	4.9	4.5	KIFM-F, 98.1 (J)	
KBZT-F				3.9	3.3	2.5	3.3	3.3	4.2	2.7	2.2	3.3	2.3	2.4	3.4	2.4	1.8	2.8	3.7	3.8	3.8	4.1	3.7	2.8	2.4	2.4	2.4	2.3	1.5	2.6	KBZT-F, 94.9 (AOR)
XHTZ-F									1.6	2.2	1.1	1.0	1.7	1.3		2.5	3.2	4.2	4.8	5.5	6.0	6.3	4.8	5.0	4.6	4.9	4.6	4.8	5.3	XHTZ-F, 80.3 (CHR)	
KPRI-F											1.5	2.0	1.8	2.0		2.6	2.4	3.3	2.7	3.4	3.1	1.1	1.3	1.2	1.7	1.9	1.7	1.6	1.7	KPRI-F, 102.1 (AOR)	
KHTS-F																					1.8	1.5	3.9	4.4	5.0	4.9	5.2	4.7	4.4	KHTS-F, 93.3 (CHR)	
KOCL-F																					0.8	0.8	3.0	2.7	2.6	2.3	3.7	2.7	2.7	KOCL-F, 95.7 (O)	
KSOQ-F																					0.7	0.7	1.2	1.4	1.3	1.5	1.5	1.2	1.4	1.0	KSOQ-F, 92.1 (AOR)
XHCR-F																					2.0	1.8	1.6	1.5	0.8	1.0	1.8	1.3	1.3	1.5	XHCR-F, 99.3 (C)
XLTN-F																					1.5	1.3	1.1	1.0	1.1	0.6	1.4	1.4	1.0	1.2	XLTN-F, 104.5 (SP)

12+ CUME RATINGS

	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
KGB-F	12.0	12.3	15.4	19.9	15.8	14.9	16.2	13.9	14.7	15.8	16.0	15.6	16.0	12.2	13.2	12.7	10.0	8.6	12.0	11.1	11.1	10.1	9.6	9.6	9.3
KPOP	11.0	14.3	12.7	6.6	4.8	6.9	7.2	7.3	7.7	8.5	6.9	6.7	7.8	5.8	6.8	5.2	5.1	5.8	4.8	4.4	4.3	4.2	3.8	3.8	3.1
KPLN-F	12.0	13.1	15.3	15.5	16.3	13.9	15.4	15.1	15.3	13.7	13.3	9.5	12.6	10.7	12.3	10.3	8.5	8.1	6.8	8.5	7.6	6.9	7.2	6.4	7.0
KFMB	23.5	18.8	18.1	19.9	21.1	21.9	23.3	21.1	17.0	15.5	17.8	16.5	16.1	11.3	11.2	9.7	9.7	13.5	10.6	12.4	9.9	7.9	9.0	10.7	9.9
KFMB-F	18.8	15.4	14.5	13.2	18.1	14.5	19.0	20.7	20.6	19.2	18.7	15.8	16.1	15.2	10.2	10.4	10.6	12.2	17.3	16.3	14.3	13.7	11.6	11.9	10.5
KOGO	9.2	11.1	8.8	12.2	9.1	7.8	4.6	3.1	3.2	3.4	-	-	-	-	2.5	4.2	5.9	4.3	9.3	9.6	11.2	13.1	15.2	10.7	14.4
KLNV-F	11.6	13.6	13.3	12.5	14.4	7.9	9.4	7.6	8.9	18.3	22.3	21.8	19.3	15.4	20.6	14.7	14.5	12.3	8.9	6.6	5.9	6.0	5.8	7.8	7.7
KSDO	13.3	13.9	14.2	12.6	10.2	10.6	12.4	13.7	13.0	14.9	12.9	11.2	10.8	13.3	13.9	11.6	9.6	9.7	4.4	5.6	2.7	3.1	2.9	1.9	1.6
KLQV-F	11.0	7.8	7.4	8.1	9.8	17.7	16.7	14.7	12.8	5.5	6.9	8.2	10.7	9.3	8.6	8.8	6.9	7.2	5.3	3.3	3.4	3.8	3.9	3.2	3.8
KCBQ	13.0	10.9	10.2	7.6	8.0	5.8	5.1	5.2	-	-	-	3.6	4.6	4.3	2.3	3.3	2.6	1.2	-	-	-	2.3	2.3	1.8	1.8
KIOZ-F	9.4	7.6	6.8	6.2	7.3	6.1	4.7	6.5	9.5	10.4	11.8	10.3	8.3	6.5	8.0	8.4	5.8	8.4	9.7	10.5	10.7	11.8	11.4	10.5	9.5
KSON	-	8.1	7.6	7.5	6.0	4.4	4.1	4.7	4.0	3.1	-	**	**	**	**	**	**	-	**	-	-	-	-	-	-
KSON-F	-	-	6.2	7.8	7.5	6.9	4.7	10.0	11.3	10.1	14.4	15.7	16.2	17.0	15.3	14.5	14.4	12.1	13.3	12.7	12.7	10.6	11.0	8.6	9.2
XTRA	12.5	11.0	15.7	14.6	15.6	13.4	8.2	8.2	5.5	5.9	4.5	5.2	5.0	9.9	7.6	11.8	8.7	9.4	9.5	8.3	6.4	6.5	6.7	6.3	3.5
XTRA-F	-	10.3	13.5	17.0	15.6	12.1	14.1	14.3	15.4	15.0	14.3	14.1	13.6	13.4	13.6	13.2	14.1	11.1	10.3	14.0	15.2	15.3	15.4	13.3	11.2
KMYI-F	-	-	7.2	9.6	7.1	5.5	6.3	6.7	6.3	5.1	6.9	7.3	7.2	7.6	10.0	8.1	7.9	8.9	6.1	9.6	7.4	10.3	9.6	10.9	11.4
KYXY-F	-	7.6	6.1	10.6	12.4	8.0	7.2	9.1	9.3	9.2	10.2	10.4	11.7	10.3	14.0	15.4	17.0	16.1	13.0						

SAN DIEGO

	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	17.4	--	--	--	--	--	--	--	15.9 %	42.7 %	--	--	--	1976
1977	18.9	8.6 %	--	--	--	--	--	--	16.1	43.5	31	--	--	1977
1978	23.5	24.3	--	--	--	--	--	--	16.2	49.2	30	--	--	1978
1979	25.4	8.1	--	--	--	--	--	--	17.3	56.6	29	--	--	1979
1980	29.0	14.1	--	--	--	--	--	--	16.0	57.1	31	--	--	1980
1981	35.6	22.8	1.90	18.75	9.2	.0039	--	--	16.2	61.6	35	--	--	1981
1982	40.8	14.6	1.95	20.92	10.0	.0039	--	--	17.9	64.6	30	--	--	1982
1983	45.1	10.5	2.04	22.11	10.9	.0041	.506	--	17.9	64.9	32	20	--	1983
1984	51.7	14.6	2.09	24.74	11.7	.0044	.579	KFMB NA	17.3	66.1	31	20	--	1984
1985	57.4	11.0	2.14	26.70	13.2	.0040	.697	KFMB 9.0	17.8	68.0	32	21	--	1985
1986	61.0	6.3	2.20	24.47	14.7	.0040	.875	KFMB 10.5	16.4	68.1	29	21	--	1986
1987	66.9	9.7	2.31	28.96	16.1	.0041	.936	KFMB 10.0	17.2	70.7	35	19	7.7	1987
1988	78.0	16.6	2.38	32.77	17.6	.0044	.928	KFMB 10.0	16.3	69.9	36	17.5	8.3	1988
1989	86.5	11.2	2.49	34.74	18.7	.0046	.978	KFMB 10.0	17.6	75.0	37	18	8.9	1989
1990	93.0	7.5	2.56	36.61	19.2	.0047	1.07	KFMB 10.3	17.5	72.3	38	18	8.7	1990
1991	86.0	-7.5	2.61	32.95	19.9	.0043	.987	KFMB 10.0	16.3	70.6	37	17	9.7	1991
1992	83.0	-3.4	2.62	31.68	19.2	.0043	.961	KFMB 9.7	16.9	74.2	37	18	8.7	1992
1993	86.6	4.3	2.68	32.61	21.3	.0041	1.03	KSON A/F 10.1	15.9	68.6	37	19	11.1	1993
1994	94.4	8.8	2.68	35.22	20.6	.0046	1.15	KSON A/F 10.3	16.5	71.3	39	20	10.9	1994
1995	104.9	11.1	2.69	38.96	22.8	.0046	1.24	KSON A/F 10.5	16.7	73.2	38	21	8.6	1995
1996	116.4	10.9	2.74	42.48	24.3	.0048	1.40	KSON A/F 11.2	15.7	72.0	40	22.5	11.0	1996
1997	120.5	3.5	2.76	43.65	25.3	.0048	1.42	KSON A/F 11.2	16.1	73.5	42	23	10.0	1997
1998	139.9	16.0	2.79	50.14	26.1	.0054	1.64	KFMB 15.4	15.6	72.4	40	24	9.9	1998
1999	154.3	9.3	2.93	52.66	28.6	.0054	1.87	KFMB-F 15.0	15.5	75.6	43	21.5	12.4	1999
2000	179.6	16.4	2.94	61.05	33.6	.0053	2.14	KFMB-F 16.4	14.4	76.9	40	23	11.6	2000
2001	169.0	-5.9	2.84	59.51	37.3	.0045	2.09	KYXY-F 16.4	14.1	78.3	38	23	14.7	2001
2002	181.0	7.1	2.88	62.84	39.0	.0046	2.294	KOGO 15.2	14.0	77.8	36	--	16.2	2002
2003	189.1	4.5	2.91	64.98	41.3	.0046	2.340	KOGO 15.2	12.8	77.1	37	24	15.8	2003

MAJOR STATIONS - JANUARY 2004

KCBQ	1170	50KW/1.5KW (DA-2)	Talk	Salem	KIOZ-F	105.3	24KW@715	AOR	Clear Channel
KFMB	760	5KW/50KW (DA-N)	News/Talk	Midwest TV	KLNV-F	106.5	50KW@440	Hispanic	Univision
KOGO	600	5KW (DA-1)	News/Talk	Clear Channel	KLQV-F	102.9	2KW@1843 (DA)	Hispanic	Univision
KPOP	1360	5KW/1KW	Standards	Clear Channel	KMYI-F	94.1	100KW@617	AC/CHR	Clear Channel
KSDO	1130	10KW (DA-2)	Hispanic		KOCL-F	95.7	29KW@640 (DA)	Oldies	Clear Channel
XTRA	690	77KW/50KW (DA)	Sports	Clear Channel					
KBZT-F	94.9	27KW@686	AOR	Jefferson-Pilot	KPLN-F	103.7	36KW@580	Classic Hits	CBS
KFMB-F	100.7	30KW@620	AC-Modern	Midwest TV	KPRI-F	102.1	15KW@817	AOR-Prog.	
KGB-F	101.5	50KW@500	Classic AOR	Clear Channel	KSON-F	97.3	50KW@440	Country	Jefferson-Pilot
KHTS-F	93.3	50KW@482	CHR	Clear Channel	KSOQ-F	92.1	0.6KW@1023	AOR-Prog.	
KIFM-F	98.1	28KW@640	Jazz	Jefferson-Pilot	KYXY-F	96.5	27KW@686	AC	CBS
					XHCR-F	99.3	25KW@390	Country	
					XHRM-F	92.5	100KW@1742	Urban Oldies	
					XHTZ-F	90.3	100KW@939	CHR/Dance	
					XLTN-F	104.5	60KW@939	Hispanic	
					XTRA-F	91.1	100KW@440	AOR	

SAN DIEGO

FORMAT SHARES (%)

	77	80	82	84	87	90	92	95	98	2000
CHR/AOR	37	41	27	CHR AOR/CL	14 15	16 22	11 18	9 19	12 16	5 19
MOR/AC	20	18	27	MOR/FS AC/OLD	8 16	8 17	7 19	4 17	AC 12 15	See Talk 13
COUNTRY	7	7	12		9	8	9	10		
BTFL/EZ/SAC	23	18	11		9	10	5			
					SOFT AC			5	--	2
NEWS/TALK	9	9	9		9	10	10	16	14	12
SPORTS									4	2
BLACK/URBAN	--	3	4		6	5	1	3	--	4
SMOOTH JAZZ					--	3	4	4	4	5
STANDARDS	--	--	3		10	4	4	4	3	5
HISPANIC					--	2	2	6	5	6
RELIG/GOSPEL	1	--	2		2	1	--	1	1	1
CLASSICAL	3	3	5		3	2	3	3	5	3

STATION NOTES

(Major call letter and format changes)

KLQV-F	KEZL until 82; KSDO until 87; KSWV until 90; KSDO again until 92; KCLX until 94; EZ until 81; AC until 82; CHR until 87; Jazz until 90; Classic AOR until 94; Oldies-70's until 97; KKBH until 97; KJQY until 98; Soft AC until 98
KIOZ-F	KITT until 81; KCBQ until 96; Urban or AOR until 81; Country until 86; Oldies until 96
KBZT-F	KBZT until 85; KWLT until 88; KXXY until 91; KRMX until 92; KBZS until 95; AOR until 84; AC until 92; Oldies until 00; Oldies-80's until 01
KLNV-F	KPRI until 84; KLZZ until 87; KKLQ until 98; AOR until 84; AC until 87; CHR until 98
KPRI-F	KGMG until 91; KIOZ until 96; KXST until 02; Classic AOR until 91; AOR until 96; AC until 97
XHRM-F	AOR until 98
KOCL-F	KUPR until 97; KMCG until 98; KMSX until 02; Country until 97; AC/CHR until 99; Oldies-80's until 02
XHCR-F	XHKY until 99
KPLN-F	KOZN until 79; KJQY until 95; KMKK until 96; EZ to Soft AC by late 80's; Soft AC until 95; AOR until 96; Classic AOR until 97
KPOP	KGB until 82; KCNN until 83; KPQP until 86; CHR until 82; News until 83
XTRA	EZ until 80; CHR until 85; Oldies until 88; Began Sports in 91
KYXY-F	EZ until 79
KIFM-F	AC until 84
KOGO	KOGO until 85; KLZZ until 87; KKLQ until 94; MOR until 83; News/Talk until 85; AC until 87; CHR until 94
KCEO	KVSD until 90; Standards until 90
KGB-F	AOR to Classic AOR by mid 90's
KCBQ	Oldies until late 90's
KSON	Country until late 90's
KMYI-F	KFSD until 97; KXGL until 98; Classical until 97; Oldies until 98; KJQY until 02; Soft AC until 00
KSOQ-F	KOWF until 97; KFSD until 03; Country until 97; Classical until 00

MAJOR STATION TRANSACTIONS: 1970 to 2003

1971 KLZZ	From Time-Life to Retlaw	\$	2,900,000
1974 KFSD-F	Sold by Time-Life to Lotus		275,000
1975 KJQY-F			750,000
1975 KSDO-F	From Pacific Southwest to Combined Comm.		1,576,000
1975 KCBQ-F			408,000
1976 KSDO	Sold to Combined Communications		1,576,000
1977 KMJC			700,000
1978 KYXY-F			1,250,000
1978 KWLT-F			1,465,000
1979 KLZZ	From Retlaw to SBI		7,000,000
1980 KJQY-F	From Heffel to Westinghouse		6,400,000
1981 KCBQ-F	From Mel Wheeler to Charter		5,250,000
1982 KWLT-F	Sold to Alta		6,300,000
1983 KCBQ A/F	From Charter to Infinity		8,500,000
1984 KSON A/F	Sold to Jefferson-Pilot		7,700,000
1985 KMLO (Vista)			2,000,000
1985 KWLT-F	From Alta to Sandusky		10,500,000
1986 KCBQ A/F	From Infinity to Eric Chandler		12,200,000
1986 KLZZ A/F	From SBI to Edens		14,000,000
1987 KOWN A/F (Escondido)			3,000,000
1989 KLQY-F	From Westinghouse to Sillerman		15,000,000
1989 KCBQ A/F	From Eric Chandler to Adams		23,000,000
1989 KJQY-F	From Sillerman to Westwood One		19,000,000 (cancelled)
1990 KJQY-F	From Command to Legacy		20,000,000
1990 KMJC (El Cajon)	Sold to Family Stations		2,400,000
1991 KRMX-F	From Sandusky to Anaheim		10,100,000
1993 KCBQ A/F	From Adams receivership to Compass		11,000,000
1993 KKLQ A/F	From Edens to owners of KGMG/KIOZ		13,000,000
1994 KYXY-F	Sold to SFX		15,000,000
1995 KECR-F (El Cajon)	Sold to Douglas		12,000,000
1995 KECR-F	Sold by Douglas to Jacor		14,000,000
1995 KCBQ-F	From Compass to Par		KIOQ-F (Trade)
1995 KKLQ (Oceanside)	Donated by Par		
1996 KIFM-F	Sold to Jefferson-Pilot		28,750,000
1996 XTRA	From Noble to Jacor		22,200,000
1996 XTRA-F	From Noble to Jacor		24,800,000
1996 KFSD-F	From Lotus to nationwide		23,000,000
1998 KBZT-F	From Anaheim to Jefferson-Pilot		30,000,000
1996 KPOP, KGB-F	From Brown to Nationwide		44,000,000
1996 KCEO, KUPR-F	Sold to Nationwide		32,000,000
1996 KSDO	From Gennett to Jacor		15,000,000
1996 KKBH-F	From Gennett to Jacor		20,000,000
1996 KPOP, KGB-F	Traded by Nationwide to Jacor		KSLX A/F in Phoenix
1996 KCBQ	From Par to Jacor		1,200,000
1996 KOGO	From Par to Jacor		4,100,000
1996 KIOZ-F	From Par to Jacor		25,700,000
1998 KKLQ-F	From Par to Jacor		41,000,000
1997 KCEO (1000: Vista)	From Nationwide to Art Astor		2,600,000
1997 KCBQ	From Jacor to Regent		6,000,000
1997 KPLN-F	From SFX to Hicks/Chancellor		28,000,000
1997 KYXY-F	From SFX to Hicks/Chancellor		83,000,000
1997 KMCQ-F	From Nationwide to Jacor		28,000,000
1997 KXGL-F	From Nationwide to Jacor		30,000,000
1998 KYXY-F/KPLN-F	From Capstar to Chancellor		---
1998 KKLQ-F/KJQY-F	From Jacor to Heffel		65,150,000
1998 KOGO, KPOP, KMSX-F, KJQY-F, KGB-F, KIOZ-F, KHYS-F, KSDO-F, XHRM-F, XTRA A/F	From Jacor to Clear Channel		---
1999	All AM/FM (Chancellor) stations sold to Clear Channel		---
1999 KCBQ	From Regent to Concord		6,000,000
1999 KURS	Sold to Radio Unica		10,000,000
2000 KSDO	Divested by Clear Channel to Chase		---
2000 KPLN-F, KYXY-F	Divested by Clear Channel to CBS		---
2000 KCBQ	From Concord to Salem		5,000,000

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SAN DIEGO

HIGHEST BILLING STATIONS

1984	1985	1986	1987	1988	1989
1 Not Available	KFMB 9.0	KFMB 10.5	KFMB 10.0	KFMB 10.0	KFMB 10.0
2	KGB-F 6.6	KGB-F 7.6	KGB-F 7.5	KGB-F 8.3	KKLQ-F 9.7
3	KFMB-F 6.5	KFMB-F 7.0	KFMB-F 7.4	KFMB-F 7.0	KGB-F 8.5
4	KSDO AF 6.3	KSDO 5.5	KSDO 6.1	KKLQ-F 6.7	XTRA AF 7.5
5	KJQY-F 4.4	KJQY-F 4.8	XTRA-F 5.4	KSDO 6.3	KSDO 7.0
6	KCBQ AF 4.0	XTRA-F 4.5	KSON AF 5.0	XTRA AF 6.2	KSON AF 7.0
7	KLZZ AF 3.5	KSON AF 3.7	KJQY-F 3.9	KSON AF 6.0	KFMB-F 6.0
8		KSDO-F 3.5	KIFM-F 3.6	KCBQ AF 5.2	KCBQ AF 5.4
9		KLZZ AF 3.4	KCBQ AF 3.5	KYXY-F 4.3	KYXY-F 5.3
10		KWLT-F 2.9	KYXY-F 2.9	KIFM-F 4.2	KIFM-F 4.2

1990	1991	1992	1993	1994	1995
1 KFMB 10.3	KFMB 10.0	KFMB 9.7	KSON AF 10.1	KSON AF 10.3	KSON AF 10.5
2 KKLQ-F 10.0	KSON AF 8.5	KSON AF 9.0	KFMB 8.8	XTRA-F 7.9	KKLQ-F 8.9
3 KGB-F 10.0	KKLQ-F 8.4	KGB-F 7.4	XTRA-F 7.5	KKLQ-F 7.6	XTRA 8.0
4 KSON AF 8.0	KGB-F 7.3	KFMB-F 7.0	KKLQ-F 6.7	KSDO 7.5	KYXY-F 7.5
5 KFMB-F 7.4	KFMB-F 6.9	KKLQ AF 6.3	KSDO 6.0	KYXY-F 6.6	KIFM-F 6.4
6 XTRA AF 6.9	XTRA-F 6.6	XTRA-F 6.1	KGB-F 5.9	KFMB 6.5	KSDO 6.3
7 KSDO 6.8	KJQY-F 5.9	KSDO 5.7	KYXY-F 5.4	KGB-F 5.7	KFMB 6.1
8 KYXY-F 6.0	KSDO 5.8	KJQY-F 5.0	KFMB-F 5.0	KIFM-F 5.6	KGB-F 6.0
9 KIFM-F 5.0	KIFM-F 5.0	KYXY-F 4.2	KJQY-F 4.8	KJQY-F 5.4	XTRA-F 5.9
10 KCBQ AF 4.8	KYXY-F 4.8	KIFM-F 4.0	KIFM-F 4.3	KBZS-F 4.2	KBZT-F 4.8
11		KCBQ AF 3.1	XTRA 3.8	KCBQ AF 3.5	XHTZ-F 4.7
12		XTRA 2.8	KCBQ AF 3.0	XTRA 3.4	KIOZ-F 4.6
13		KFSD-F 2.7	KFSD-F 2.8	KIOZ-F 3.3	KFSD-F 3.8
14		KBZS-F 2.0	KBZS-F 2.5	KFSD-F 3.0	KFMB-F 3.6

1996	1997	1998	1999	2000	2001
1 KSON AF 11.2	KSON AF 11.2	KFMB-F 15.4	KFMB-F 15.1	KFMB-F 16.4	KYXY-F 16.4
2 KYXY-F 11.0	KFMB 11.1	KSON AF 12.5	KYXY-F 12.5	KOGO 14.0	KOGO 13.3
3 KKLQ-F 9.7	KYXY-F 10.8	KYXY-F 12.1	KSON-F 12.2	KYXY-F 13.5	KGB-F 13.1
4 XTRA 9.4	XTRA 9.7	KFMB-F 10.8	KFMB 11.2	KGB-F 12.5	KFMB-F 12.0
5 KFMB 9.1	KFMB-F 8.7	XTRA 9.4	KGB-F 11.0	KSON-F 12.4	XTRA-F 10.6
6 KSDO 6.6	XHTZ-F 6.1	KGB-F 9.3	XTRA 10.4	XTRA-F 10.7	KIOZ-F 10.5
7 XHTZ-F 6.3	KIFM-F 6.0	KIOZ-F 7.2	KIOZ-F 8.6	KIOZ-F 10.6	XTRA 9.5
8 KBZT-F 6.2	KIOZ-F 5.9	KIFM-F 6.8	XTRA-F 8.0	XTRA 10.2	KHTS-F 8.8
9 XTRA-F 6.1	KBZT-F 5.5	KOGO 6.5	KIFM-F 7.3	KIFM-F 9.0	KSON-F 8.2
10 KIFM-F 5.6	KKLQ-F 5.4	KBZT-F 6.0	KOGO 7.1	KFMB 8.8	KIFM-F 7.6
11 KGB-F 5.0	KGB-F 5.3	XHTZ-F 5.5	KHTS-F 6.3	KHTS-F 8.2	KFMB 7.5
12 KIOZ-F 5.0	XTRA-F 5.1	KHTS-F 5.0	XHTZ-F 5.9	XHTZ-F 6.8	XHTZ-F 6.7
13 KFMB-F 4.8	KOGO 4.1	XTRA-F 4.9	XHRM-F 5.2	XHRM-F 6.4	KLNV-F 6.1
14 KFSD-F 3.2	KHTS-F 3.3	XHRM-F 4.5	KPLN-F 4.2	KPLN-F 4.9	XHRM-F 6.1
15				KLNV-F 4.9	KLQV-F 4.8
16				KMSX-F 4.7	KOCL-F 4.3

2002	2003
1 KOGO 15.2	KOGO 15.2
2 KGB-F 13.6	KGB-F 14.2
3 KFMB-F 13.0	KFMB-F 13.2
4 KIOZ-F 11.7	KIOZ-F 12.2
5 KYXY-F 11.2	KYXY-F 10.9
6 XTRA-F 11.1	KHTS-F 10.6
7 KHTS-F 10.1	XHTZ-F 9.7
8 KSON-F 9.5	KSON-F 9.2
9 KLVN-F 8.0	XTRA-F 8.9
10 KFMB 7.8	KLNV-F 8.4
11 XHTZ-F 7.6	KMYI-F 8.3
12 XHRM-F 7.1	KFMB 8.0
13 KOCL-F 5.3	XHRM-F 7.3
14 KIFM-F 5.2	KIFM-F 6.7

DUNCAN'S COMMENTS:
 With over a 600% growth in radio revenue, San Diego is an excellent major radio market. The number of viable stations has increased, more so than in most major markets. Much of this increase has come from Mexican stations which have directed their programming towards audiences north of the border. Note the relatively low FM share in San Diego. Also see the low APR - it is quite low for a major market.

The rebirth of KOGO is the most interesting story over the last thirty years in San Diego. I also think that KIFM is one of the best Smooth Jazz stations in the country. However, I am most impressed with the KFMB A/F operation... particularly the FM. KFMB-F always seems to outbill its share by a large margin. It appears that I have often underestimated this station's revenue.

HIGHEST BILLING RADIO ENTITIES

1994	1995	1996
1 SFX \$ 12.0 (12.7)	1 Noble \$ 13.9 (13.3)	1 Jacor \$ 48.0 (41.2)
2 KKLQ,KIOZ et.al. 11.6 (12.3)	2 Par 13.6 (13.0)	2 Jefferson-Pilot 22.9 (19.7)
3 Noble 11.3 (12.0)	3 SFX 10.5 (10.0)	3 Midwest TV 13.9 (11.9)
4 Jefferson-Pilot 10.3 (10.9)	4 Jefferson-Pilot 10.5 (10.0)	4 SFX 13.3 (11.4)
5 Gannett 9.7 (10.3)	5 Midwest TV 9.7 (9.2)	5 XHTZ-F 6.3 (5.4)
6 KFMB A/F 9.5 (10.1)	6 Gannett 9.0 (8.6)	6 Nationwide 4.7 (4.0)
7 Brown 7.3 (7.7)	7 Brown 7.6 (7.2)	8 KIFM-F 6.4 (6.1)

1997	1998	1999
1 Jacor \$ 48.5 (40.2)	1 Jacor \$ 56.9 (42.5)	1 Clear Channel \$ 41.3 (26.7)
2 Jefferson-Pilot 22.7 (18.8)	2 Midwest TV 26.2 (19.6)	2 Midwest TV 26.2 (17.0)
3 Midwest TV 19.8 (16.5)	3 Jefferson-Pilot 25.3 (18.9)	3 Jefferson-Pilot 23.3 (15.1)
4 Chancellor 13.6 (11.3)	4 Chancellor 15.1 (11.3)	4 XTRA A/F 18.4 (11.9)
5 XHTZ-F 6.1 (5.1)		5 CBS 16.8 (10.9)
		6 XHTZ-F et.al. 9.5 (6.1)
		7 Hispanic 6.2 (4.0)

2000	2001	2002
1 Clear Channel \$ 84.2 (46.9)	1 Clear Channel \$ 75.8 (44.9)	1 Clear Channel \$ 88.6
2 Jefferson-Pilot 25.6 (14.2)	2 CBS 20.6 (12.2)	2 Jefferson-Pilot 21.6
3 Midwest TV 25.1 (14.0)	3 Midwest TV 19.5 (11.5)	3 Midwest TV 20.8
4 CBS 18.4 (10.3)	4 Jefferson-Pilot 18.5 (10.9)	4 CBS 15.7
5 XHTZ et.al. 9.4 (5.2)	5 Hispanic 10.9 (6.5)	
6 Hispanic 9.2 (5.1)	6 XHTZ et.al. 9.1 (5.4)	
7 KXST-F 3.1 (1.7)	7 XHRM-F 6.1 (3.6)	
8 KFSD-F et.al. 2.5 (1.4)	8 KXST-F 3.7 (2.2)	

MAJOR STATION TRANSACTIONS: CONTINUED

2001 KFXM-F	Sold to Clear Channel	\$ 6,200,000
2002 KURS (1040)		8,500,000
2002 KSDO		10,000,000
2003 KSON	From Jefferson-Pilot to Multicultural	7,250,000
2003 KFSD-F	From Art Astor to Jefferson-Pilot	18,000,000

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