

**SEATTLE-TACOMA**  
**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	
KIRO	7.5	8.0	8.5	8.7	10.6	9.8	8.8	10.9	8.8	9.3	10.6	10.6	10.4	10.7	9.2	9.1	9.3	7.4	7.5	6.4	6.5	6.8	7.9	6.4	6.8	7.2	8.8	8.0	5.5	KIRO, 710 (N/T)
KQBZ-F	5.2	5.3	6.3	7.3	6.8	5.4	5.7	5.3	5.7	4.7	5.2	4.2	3.9	3.2	2.4	2.3	2.2	1.0	0.8	0.9	1.7	2.2	2.4	2.6	2.3	2.5	2.4	2.3	2.1	KQBZ-F, 100.7 (T)
KJR	8.3	8.2	7.2	6.9	6.5	5.1	3.8	3.0	3.1	3.2	2.2	1.8	2.6	1.9	1.8	1.2	1.3	1.8	2.1	2.3	1.9	2.3	2.5	2.2	2.3	2.0	2.0	1.9	2.0	KJR, 950 (S)
KISW-F	-	4.1	3.2	3.2	4.4	6.5	8.3	6.9	5.5	5.1	6.2	7.8	4.6	4.5	4.7	4.4	4.2	3.8	3.8	4.5	3.9	3.7	3.9	3.6	3.5	3.1	2.6	3.1	2.8	KISW-F, 99.9 (AOR)
KOMO	9.1	12.0	10.5	10.3	8.1	8.1	6.5	6.9	5.5	7.5	7.1	6.4	6.4	5.1	5.9	5.1	5.8	5.0	4.4	4.1	3.4	3.7	3.2	3.4	3.4	3.1	2.9	2.3	4.2	KOMO, 1000 (M)
KVI	8.5	8.6	7.6	8.1	5.0	3.2	4.0	3.9	2.7	3.3	2.0	3.0	2.5	2.3	1.7	1.5	1.3	2.2	5.0	5.8	5.5	5.2	4.5	4.1	4.1	4.1	4.2	4.3	4.1	KVI, 570 (T)
KPLZ-F	-	3.8	3.3	4.1	3.6	4.3	3.2	2.8	2.4	4.6	3.9	4.3	4.8	6.8	8.1	6.9	6.8	4.4	3.0	4.1	3.7	4.0	3.9	4.1	3.9	3.3	2.8	2.7	2.4	KPLZ-F, 101.5 (AC)
KYCW	6.5	7.4	6.0	6.0	3.2	3.5	3.4	2.0	2.0	1.7	1.7	2.3	1.8	2.4	2.8	2.6	2.3	2.8	2.1	0.6	1.3	0.9	1.3	1.3	1.6	1.5	-	0.6	1.0	KYCW, 1090 (C/O)
KING-F	-	2.7	2.4	2.3	2.6	2.3	3.5	3.3	3.9	3.0	3.7	2.8	3.2	3.0	3.6	3.5	4.0	3.8	3.5	4.0	4.4	4.2	3.9	3.9	3.3	3.7	3.0	3.0	3.3	KING-F, 98.1 (C/L)
KZOK-F	3.4	2.3	5.9	3.8	5.1	3.3	3.2	5.8	4.7	2.9	2.3	2.9	3.8	2.6	2.8	4.1	3.5	3.8	4.1	3.7	4.3	4.0	3.6	3.3	3.0	3.3	3.7	3.6	3.6	KZOK-F, 102.5 (CL AOR)
KKOL	-	-	-	1.6	2.4	2.7	2.8	2.2	2.5	1.7	2.6	1.6	-	-	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-	-	KKOL, 1300 (T)
KMPS-F	-	2.6	3.1	1.9	3.1	2.8	2.7	3.4	4.3	3.1	4.3	4.3	5.5	5.5	5.4	6.3	6.2	8.2	8.2	7.6	5.1	5.5	4.8	5.0	4.8	5.9	6.2	6.3	6.0	KMPS-F, 94.1 (C)
KIXI	-	3.0	2.6	1.8	1.6	3.0	3.2	2.7	4.8	4.6	4.3	3.6	3.3	4.2	3.3	3.5	4.0	3.1	4.1	4.2	4.6	4.6	4.0	3.8	3.5	3.6	3.0	2.8	2.3	KIXI, 880 (ST)
KJR-F	5.5	2.5	3.0	3.6	3.3	2.7	3.3	2.0	2.3	1.7	1.2	1.7	2.2	2.3	2.1	2.9	2.7	2.6	2.4	3.4	3.8	3.8	3.1	3.1	3.0	1.0	2.4	2.1	2.1	KJR-F, 95.7 (CH)
KKNW	3.6	2.7	1.8	1.5	1.4	1.6	1.0	0.8	0.8	0.5	0.5	0.3	0.2	-	-	0.2	0.2	-	-	-	-	-	-	0.4	-	-	-	-	-	KKNW, 1150 (N)
KHHO	3.6	3.0	2.9	3.0	3.0	2.1	1.3	1.0	1.0	0.9	0.5	0.2	0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	KHHO, 850 (S)
KBSG-F	-	-	0.5	2.0	1.6	2.8	3.5	3.1	3.9	3.6	3.6	2.7	3.0	3.3	3.5	3.7	4.0	5.3	6.0	5.9	5.4	5.4	5.1	5.1	4.7	4.4	4.4	4.6	3.8	KBSG-F, 97.3 (O)
KUBE-F	-	-	-	-	-	-	3.6	4.5	5.7	7.0	7.2	6.5	5.8	8.0	6.5	5.7	4.8	6.3	5.9	5.6	6.0	6.0	6.6	6.2	5.7	5.8	5.3	5.6	5.3	KUBE-F, 93.3 (CHRU)
KCIS	-	-	-	1.9	1.6	1.2	1.4	2.1	1.0	0.9	1.1	1.0	0.7	1.0	0.7	0.6	1.1	0.9	0.5	0.6	0.7	0.3	0.6	-	-	0.5	0.3	0.3	0.5	KCIS, 630 (REL)
KCMS-F	-	2.5	-	1.7	1.3	1.7	1.9	1.7	2.2	2.3	1.6	1.6	1.9	2.0	1.7	1.5	2.0	1.8	1.5	1.5	1.6	1.7	1.7	1.6	1.7	1.8	2.5	2.7	3.1	KCMS-F, 105.3 (REL)
KWJZ-F	-	-	2.2	3.4	3.9	3.6	2.3	1.8	2.2	2.7	2.1	2.7	2.2	1.6	1.3	1.2	2.6	2.8	2.4	2.5	2.4	2.5	3.1	3.8	3.7	4.0	3.9	4.6	3.9	KWJZ-F, 98.9 (J)
KBKS-F	-	-	-	0.5	0.6	0.7	2.0	3.2	2.5	3.0	3.1	3.2	3.4	2.4	2.8	4.1	4.8	4.3	4.2	4.1	3.4	2.3	3.0	4.6	4.6	3.6	3.6	4.0	4.1	KBKS-F, 106.1 (CHR)
KLSY-F	-	-	2.4	2.5	2.9	4.1	3.3	3.4	3.7	4.3	4.3	3.8	3.3	2.5	3.4	4.3	4.2	4.3	5.0	3.8	4.0	3.7	3.6	4.7	4.0	3.5	2.9	2.7	2.3	KLSY-F, 92.5 (AC)
KYPT-F	-	-	1.3	3.6	4.2	4.0	3.5	2.3	1.7	1.1	1.4	0.8	4.2	4.3	4.2	4.8	4.4	4.1	3.0	2.6	3.0	3.7	3.2	2.3	2.3	3.5	2.3	2.1	2.2	KYPT-F, 96.5 (O-60)
KMTT-F	-	-	-	1.3	2.1	3.0	2.7	3.8	6.2	6.4	5.1	5.1	5.2	4.0	5.0	3.5	2.4	2.3	2.9	3.1	3.1	3.4	3.2	2.7	2.9	2.7	2.9	2.8	3.0	KMTT-F, 103.7 (AOR)
KNDD-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.3	2.6	2.8	3.6	4.5	5.1	4.3	4.3	3.8	4.6	4.1	3.6	3.5	3.3	KNDD-F, 107.7 (AOR)
KRWM-F	-	-	-	-	-	-	-	-	-	0.5	2.8	3.2	2.6	3.0	2.6	2.0	2.2	2.7	2.1	2.5	2.8	2.4	2.6	3.2	3.6	3.8	4.4	4.6	4.0	KRWM-F, 106.9 (SAC)
KAYO-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.4	-	0.5	1.0	KAYO-F, 99.3 (C)
KFNK-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.6	0.5	1.0	0.6	1.4	1.1	1.4	1.3	KFNK-F, 104.9 (AOR)
KTTH	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.5	1.3	1.1	1.9	KTTH, 770 (T)

**12+ CUME RATINGS**

	78	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03
KIRO	29.1	26.7	23.9	28.7	23.5	22.6	24.9	25.8	24.9	22.8	25.3	24.4	25.1	21.8	22.7	20.4	26.9	19.4	21.7	17.3	17.3	22.4	24.9	18.2	15.9
KQBZ-F	11.2	11.7	9.4	11.2	11.3	11.4	10.0	8.9	6.5	7.4	6.0	6.7	6.4	4.8	4.1	3.6	4.8	6.4	7.6	6.8	6.5	7.5	6.9	5.4	5.1
KJR	20.7	17.6	16.4	13.9	15.3	10.1	9.2	6.7	7.9	6.3	7.9	4.7	4.6	6.8	7.5	7.0	6.9	6.4	8.1	7.0	7.0	6.7	6.7	7.9	8.5
KISW-F	9.6	12.7	13.8	14.6	12.4	11.4	12.6	15.4	13.0	12.4	11.5	11.8	13.7	11.4	10.4	9.0	8.8	8.3	8.8	8.4	8.4	7.8	8.7	9.5	8.0
KOMO	16.7	19.3	17.2	16.5	14.3	17.8	14.6	15.8	16.1	13.9	16.0	13.0	15.2	17.3	15.1	15.5	15.2	13.7	13.8	14.3	14.5	11.8	10.6	6.4	12.0
KVI	16.1	11.9	12.9	13.1	10.6	9.8	8.2	7.6	7.5	7.3	6.0	4.7	4.2	7.9	10.5	10.5	9.1	9.7	8.3	8.2	7.2	8.5	8.0	7.7	7.1
KPLZ-F	12.1	9.7	7.6	7.7	8.1	11.6	10.9	12.9	14.0	17.5	19.6	19.1	19.9	13.6	11.1	12.7	11.8	12.0	12.9	12.9	12.4	11.7	8.8	9.8	8.9
KYCW	16.9	15.4	14.0	9.5	8.0	7.0	6.4	7.4	6.0	5.2	8.3	6.3	6.8	6.8	5.3	2.7	4.1	5.3	7.0	6.5	5.0	2.2	NA	2.0	2.7
KING-F	6.4	7.3	6.8	7.1	8.7	7.9	8.2	8.6	7.7	6.5	8.9	9.2	11.4	9.6	11.7	9.0	10.2	11.1	10.2	9.8	9.0	9.3	8.0	7.4	8.2
KZOK-F	12.3	11.9	8.9	13.6	11.4	9.8	8.6	9.0	11.2	7.9	8.6	13.8	13.1	10.9	12.2	10.5	10.8	10.3	10.0	8.9	7.9	10.3	9.2	8.3	8.7
KKOL	6.4	5.8	6.9	5.8	7.3	6.2	5.1	4.2	-	-	-	-	-	-	-	-	1.5	-	-	-	-	-	-	-	-
KMPS-F	-	-	-	6.6	9.3	10.0	8.2	9.5	9.7	11.4	12.8	12.3	13.4	16.4	16.7	15.8	10.9	13.3	10.9	11.4	11.1	13.9	14.1	13.5	13.8
KIXI	-	-	-	4.4	8.3	10.0	8.1	8.8	7.3	8.7	6.5	7.9	8.7	7.7	8.5	8.6	8.1	9.1	8.0	7.7	5.8	6.8	6.1	4.9	5.4
KJR-F	6.9	7.1	9.1	5.8	6.3	5.9	5.4	5.3	6.8	6.4	7.3	7.9	8.1	6.8	6.8	10.6	12.7	11.0	9.8	10.7	7.6	5.8	7.0	6.6	

## SEATTLE

	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	25.0	--	--	--	--	--	--	--	15.4 %	31.2 %	--	--	--	1976
1977	39.0	16.0 %	--	--	--	--	--	--	15.4	39.0	31	--	--	1977
1978	34.1	17.6	--	--	--	--	--	--	14.4	41.5	32	--	--	1978
1979	40.7	19.4	--	--	--	--	--	--	15.3	46.6	32	--	--	1979
1980	44.9	10.3	--	--	--	--	--	--	15.6	51.8	30	--	--	1980
1981	50.2	11.8	2.07	24.25	10.4	.0046	--	--	15.5	52.4	34	--	--	1981
1982	55.0	9.6	2.14	25.70	11.7	.0043	--	--	16.3	53.2	33	--	--	1982
1983	60.1	9.3	2.19	27.44	12.9	.0042	.567	--	16.3	59.9	32	28	--	1983
1984	66.5	10.6	2.22	29.95	13.6	.0044	.714	KIRO	16.3	58.6	29	27	--	1984
1985	71.0	6.8	2.24	31.70	14.1	.0044	.771	KIRO	16.7	63.1	30	26	--	1985
1986	63.2	-11.0	2.27	25.90	15.2	.0042	.709	KIRO	17.1	61.8	32	25	--	1986
1987	67.6	7.0	2.49	27.15	16.2	.0042	.732	KIRO	16.3	64.2	33	24.5	7.6	1987
1988	73.5	8.7	2.55	28.82	17.8	.0041	.801	KIRO	15.5	65.4	30	22	8.2	1988
1989	83.0	12.9	2.58	32.17	19.6	.0042	.904	KIRO	16.6	68.2	31	21	11.1	1989
1990	88.6	6.7	2.60	34.08	21.7	.0042	.975	KIRO	17.0	68.9	33	22	10.1	1990
1991	88.1	-0.6	2.66	33.12	22.9	.0038	.980	KIRO	15.6	71.4	33	23	10.1	1991
1992	91.9	4.3	2.67	34.55	23.0	.0040	1.01	KIRO	16.0	71.7	31	23	8.6	1992
1993	100.1	8.7	3.20	31.28	28.2	.0035	1.11	KIRO	16.2	68.3	30	23	10.2	1993
1994	110.3	10.4	3.28	33.63	29.8	.0034	1.21	KIRO	16.6	72.1	30	22.5	8.5	1994
1995	123.0	11.5	3.31	37.16	32.2	.0038	1.34	KIRO	16.1	71.3	29	22.5	11.0	1995
1996	132.5	7.7	3.34	39.67	33.5	.0040	1.51	KIRO	15.9	71.1	29	22	12.0	1996
1997	150.5	13.8	3.39	44.40	34.7	.0043	1.70	KIRO	16.1	70.9	31	22	10.9	1997
1998	175.6	16.7	3.45	50.90	36.1	.0049	2.03	KIRO	15.7	72.3	32	22	12.4	1998
1999	210.8	16.7	3.54	59.54	38.4	.0055	2.46	KIRO	14.8	72.8	29	22	13.6	1999
2000	240.9	14.3	3.55	67.82	50.8	.0047	2.87	KIRO	14.4	73.9	29	23	14.8	2000
2001	201.5	-16.4	3.60	55.97	54.7	.0037	2.33	KIRO	14.3	71.3	29	23	13.4	2001
2002	231.1	NM	3.64	63.49	57.5	.0040	2.764	KIRO	14.1	75.4	32	--	15.9	2002
2003	234.7	1.6	3.69	63.60	60.8	.0039	2.862	KIRO	13.7	72.7	31	24	17.6	2003

### MAJOR STATIONS - JANUARY 2004

KCIS	630	5KW/2.5KW (DA-N)	Religion		KING-F	98.1	57KW@2343	Classical	
KIRO	710	50KW	News/Talk	Entercom	KISW-F	99.9	57KW@2343	AOR	Entercom
KIXI	880	50KW/10KW (DA-2)	Standards	Sandusky	KJR-F	95.7	100KW@1181	Classic Hits	Clear Channel
KJR	950	50KW (DA-N)	Sports	Clear Channel	KLSY-F	92.5	58KW@2343	AC	Sandusky
KOMO	1000	50KW (DA-N)	News	Fisher	KMPS-F	94.1	69KW@2346	Country	CBS
KTTH	770	50KW/5KW (DA-2)	Talk	Entercom	KMTT-F	103.7	58KW@2342 (DA)	AOR-Prog.	Entercom
KVI	570	5KW	Talk	Fisher	KNDD-F	107.7	57KW@2342 (DA)	AOR	Entercom
KYCW	1090	50KW (DA-2)	Country Oldies	CBS	KPLZ-F	101.5	99KW@1263	AC/CHR	Fisher
					KQBZ-F	100.7	58KW@2343 (DA)	Talk	Entercom
					KRWM-F	106.9	34KW@1220 (DA)	Soft AC	Sandusky
KAYO-F	99.3	12KW@2133 (DA)	Country		KUBE-F	93.3	98KW@1269	Urban/CHR	Clear Channel
KBKS-F	106.1	68KW@2346	CHR	CBS	KWJZ-F	98.9	58KW@2343 (DA)	Jazz	Sandusky
KBSG-F	97.3	52KW@2391	Oldies	Entercom	KYPT-F	96.5	100KW@1223	Oldies-80's	CBS
KCMS-F	105.3	54KW@1263	Religion		KZOK-F	102.5	68KW@2290	Classic AOR	CBS
KFNK-F	104.9	17KW@407	AOR	Clear Channel					

**FORMAT SHARES (%)**

CHR/AOR	77	80	82	CHR	84	87	90	92	95	98	2000
	36	40	33	AOR/CL	17	17	14	12	7	13	5
					9	15	18	19	18	14	16
MOR/AC	18	16	15	MOR/FS AC/OLD	8	8	5	6	4	--	See Talk
					21	15	20	11	9	6	8
								14	11	10	8
									14	8	8
COUNTRY	6	8	12		11	9	12				
BTFLEZ/SAC	23	14	8		12	11	4				
								SOFT AC	7	3	4
											5
NEWS/TALK	8	11	16		12	12	13	19	17	21	23
SPORTS									3	3	3
BLACK/URBAN	2	--	2		2	1	--		--	5	7
SMOOTH JAZZ					--	3	2	--	3	4	4
STANDARDS	--	3	2		5	3	4	3	5	4	4
HISPANIC											
RELIG/GOSPEL	2	4	5		4	3	3	3	3	3	3
CLASSICAL	3	3	5		4	3	3	5	5	4	5

**STATION NOTES**

(Major call letter and format changes)

KWJZ-F	KEZX until 95; EZ until 82; AC until 83; AOR until 87; AOR/Jazz until 90; EZ again until 94
KBKS-F	KLAY until 80; KRPM until 95; KCIN until 96; Country until 96
KKNW	KAYO until 84(?); KGNW until 87; KEZX until 98; KSRB until about 00; CHR until 84; Religion until 87; EZ until early 90's; Black Oldies until about 00
KLSY-F	KAZM until 83; AOR until 83
KYPT-F	KYYX until 84; KKMI until 85; KQKT until 86; KXRX until 94; KYCW until 00; AC until 85; AOR until 94; Country until 00
KBSS-F	KNBQ until 88; CHR until 88
KRWM-F	KHIT until 87; KNUA until 90; KKNW until 92; CHR until 87; Jazz until 92
KMTT-F	KBRD until 91; EZ until 91
KNDD-F	KMGI and AC until 91
KKOL	KMPS until ---; Country until ---
KOMO	Full Service evolved to News/Talk
KQBZ-F	KSEA until late 80's; KWMX until 92; KIRO until 99; EZ until late 80's; AC until 92; News/Talk until ---
KTTH	KBSG until 99; KNWX until 03
KPLZ-F	KVI until 79; CHR or AC/CHR through the period
KVI	MOR/FS until 80; News/Talk until 83; Oldies until 91
KJR	CHR to AC by 81; AC until 89; Oldies until 92
KYCW	KING until 95; KNWX until 00; CHR until 81; AC until 82; News/Talk until 00
KDU	MOR until 80
KUBE-F	KBLE until 81
KMPS-F	KEUT until 78; EZ until 78
KJR-F	KIXI until 85p; KLTZ until 94; EZ until 78; Soft AC until 94; Oldies-70's until 98; KJRU until 00; KBTB until 02; Urban Oldies until 02
KHHO	KTAC until about 90; Became AC/FS by 83; FS until about 90
KCIS	KGBN until 84
KCMS-F	KBIQ until 84
KFNK-F	KKBY until 99; Country until 99

**SEATTLE**

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

Year	Station	Transaction	Value
1970	KJET	Sold to Davis/Wheeler	\$ 550,000
1971	KIXI, KLTZ-F		1,800,000
1973	KTAC, KBRD-F	Sold to Entercom	1,500,000
1973	KQKT-F		200,000
1973	KJET, KZOK-F	Sold to Sterling	525,000
1975	KJET	Sold to Sterling	600,000
1975	KMPX A/F	From Buckley to Hercules	950,000
1975	KEZX-F	Sold to Park	515,000
1975	KXA		328,000
1976	KRKO (Everett)		850,000
1976	KPLZ-F	Sold to Golden West	590,000
1977	KQKT-F	Sold to O'Day	575,000
1977	KMO (Tacoma)		600,000
1978	KLSY A/F	Sold to Sandusky Newspapers	1,620,000
1978	KMPS A/F	From Hercules to Affiliated	N/A
1979	KGNW		2,600,000
1980	KJR	From Kaye-Smith to Metromedia	10,000,000
1980	KXA	Sold to O'Day	1,140,000
1981	KUBE-F	From George Wilson to First Media	3,400,000
1982	KTNT (Tacoma)	Sold by Tacoma Tribune	522,000
1982	KGNW	From Obie to Simpson	1,909,000
1983	KMGI-F	Sold to Sunbelt	4,000,000
1983	KXA, KQKT-F		5,500,000
1984	KJR	From Metromedia to Ackerly	5,800,000
1984	KRPM-F (Tacoma)	Sold to Olympic	4,000,000
1984	KGNW	Sold to Salem	2,450,000
1984	KQKT-F	Sold to Behan	5,500,000
1985	KIXI, KLTZ-F		8,000,000
1985	KXA	Sold to Olympic	2,200,000
1986	KNBQ-F	Sold to Viacom	6,500,000
1986	KISW-F	From Kaye-Smith to Nationwide	12,950,000
1986	KHIT-F (Bromerton)	Sold to Gannett	6,500,000
1986	KMPS A/F	From Affiliated to EZ	18,200,000
1986	KQKT-F	From Behan to Shamrock	7,500,000
1986	KGNW	From Salem to Park	1,645,000
1986	KQIN	From All Pro to Salem	2,770,000
1987	KIXI	Sold to Sunbelt	4,800,000
1987	KLTZ-F	Sold to Ackerly	8,700,000
1987	KUBE-F	From First Media to Cook Inlet	23,000,000
1988	KIXI, KMGI-F	From Sunbelt to Noble	15,900,000
1988	KRPM AF	From Olympia to Heritage	12,000,000
1988	KJET, KZOK-F	From SRO to Adams	10,300,000
1989	KQUL	From Adams to Viacom	1,200,000
1989	KZOK-F	From Adams to Fisher	16,800,000 (cancelled)
1989	KASY (Auburn)	Sold to Viacom	1,750,000
1990	KKNW-F	From Gannett to Brown	10,000,000
1991	KIXI	From Noble to Sandusky	3,500,000
1991	KING AF	Sold by King	10,000,000
1991	KLSY	Sold to Sandusky	75,000
1992	KKFX	Sold to Children's Media	700,000
1992	KZOK A/F	From Adams to Chrysler Capital	10,600,000
1992	KNDD-F	Traded from Noble to Viacom	
1993	KVI, KPLZ-F	From Golden West to Fisher	11,000,000
1994	KXRX-F	From Shamrock to Alliance	11,700,000
1994	KZOK-F	From Chrysler Cap. To EZ	19,750,000
1994	KEZX AF	From Park to Tomlin/Knapp	11,000,000
1994	KING AF	Sold to Bonneville	900,000
1994	KZOK (1590)	Sold to Salem	500,000
1994	KJR, KLTZ-F	Sold to New Century	12,500,000
1994	KUBE-F	Sold to New Century	17,400,000
1994	KING FM	Donated to charity	9,000,000
1995	KYCW-F	From Alliance to Infinity	21,000,000
1995	KMTT (Tacoma)	Sold to Entercom	500,000
1996	KEZX, KWJZ-F	From Park to Sandusky	26,000,000

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SEATTLE

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KIRO	13.7	KIRO	14.0	KIRO	16.5	KIRO	18.0	KIRO	18.2	KIRO	17.0
2 KOMO	7.2	KOMO	7.4	KOMO	7.5	KOMO	8.0	KUBE-F	8.4	KUBE-F	9.1
3 KUBE-F	5.4	KUBE-F	6.8	KUBE-F	7.2	KUBE-F	6.5	KOMO	8.0	KOMO	7.0
4 KISW-F	3.8	KMPS-F	5.4	KMPS-F	5.4	KMPS-F	5.5	KMPS-F	6.4	KMPS-F	6.6
5 KBRO-F	3.8	KLSY-F	4.0	KLSY-F	4.5	KISW-F	5.5	KXRX-F	4.7	KPLZ-F	6.0
6 KLSY-F	3.5	KISW-F	4.0	KISW-F	4.4	KVPLZ	3.0	KISW-F	4.1	KBSG-F	4.7
7		KSEA-F	3.5	KSEA-F	3.9	KXRX-F	3.8	KPLZ-F	3.5	KISW-F	4.6
8		KBRD-F	3.1	KBRD-F	3.4	KLSY-F	3.6	KLSY-F	3.4	KXRX-F	4.5
9		KING-F	2.6	KPLZ-F	2.6	KSEA-F	3.0	KBSG-F	3.2	KLSY-F	3.6
10		KPLZ-F	2.4	KVI	2.3	KBRD-F	2.8	KZOK-F	3.0	KNUA	3.0

1990		1991		1992		1993		1994		1995	
1 KIRO	17.5	KIRO	17.0	KIRO	17.5	KIRO AF	16.2	KIRO AF	15.0	KIRO AF	18.0
2 KMPS-F	8.0	KMPS AF	8.2	KMPS AF	9.3	KMPS AF	11.0	KMPS AF	12.8	KMPS AF	11.4
3 KUBE-F	7.8	KPLZ-F	6.8	KBSG AF	7.7	KBSG AF	8.0	KBSG AF	10.0	KBSG AF	11.0
4 KPLZ-F	7.0	KUBE-F	6.3	KUBE-F	6.0	KUBE-F	6.2	KZOK-F	6.6	KZOK-F	7.6
5 KOMO	6.7	KOMO	5.5	KPLZ-F	5.8	KLSY-F	5.8	KLSY-F	6.5	KVI	6.6
6 KXRX-F	5.2	KXRX-F	5.3	KLSY-F	5.3	KZOK-F	5.5	KVI	6.2	KUBE-F	6.5
7 KBSG-F	5.0	KBSG AF	5.1	KXRX-F	5.1	KOMO	5.3	KUBE-F	6.0	KLSY-F	6.5
8 KISW-F	4.6	KLSY AF	5.0	KOMO	5.0	KNDD-F	5.2	KNDD-F	5.7	KNDD-F	6.4
9 KLSY-F	4.1	KISW-F	4.8	KZOK-F	4.4	KPLZ-F	5.1	KISW-F	5.4	KISW-F	6.2
10 KZOK-F	3.5	KZOK AF	3.4	KRPM-F	4.0	KVI	4.8	KRPM-F	5.2	KJR-F	5.7
11		KING-F	3.2	KRPM-F	4.4	KRPM-F	4.4	KPLZ-F	5.0	KPLZ-F	5.7
12		KISW-F	3.0	KXRX-F	4.1	KOMO	4.5	KMTT-F	5.0	KMTT-F	5.0
13		KLTX-F	2.3	KISW-F	2.3	KISW-F	4.0	KMTT-F	4.0	KOMO	4.7
14		KMTT-F	2.0	KING-F	3.4	KING-F	3.7	KRPM-F	4.6	KRPM-F	4.6

1998		1997		1998		1999		2000		2001	
1 KIRO	18.1	KIRO	20.9	KIRO	23.8	KIRO	27.3	KIRO	22.0	KIRO	20.6
2 KBSG AF	11.8	KBSG AF	11.9	KBSG AF	13.6	KBSG AF	15.3	KMPS-F	18.9	KMPS-F	16.9
3 KZOK-F	9.3	KMPS AF	10.3	KUBE-F	12.0	KMPS AF	14.3	KLSY-F	15.5	KPLZ-F	13.4
4 KMPS AF	9.3	KZOK-F	9.5	KMPS-F	11.3	KLSY-F	13.7	KBSG-F	15.4	KBSG AF	12.5
5 KUBE-F	7.3	KUBE-F	8.4	KZOK-F	10.8	KPLZ-F	13.2	KUBE-F	14.9	KUBE-F	12.4
6 KVI	6.8	KVI	8.1	KPLZ-F	10.6	KZOK-F	12.9	KPLZ-F	14.7	KNDD-F	12.3
7 KNDD-F	6.8	KMTT-F	8.0	KVI	10.2	KUBE-F	12.8	KNDD-F	14.4	KZOK-F	12.2
8 KISW-F	6.8	KISW-F	7.6	KLSY-F	9.6	KISW-F	11.9	KZOK-F	13.5	KLSY-F	11.2
9 KLSY-F	6.7	KLSY-F	7.3	KISW-F	9.0	KNDD-F	11.1	KBKS-F	12.9	KMTT-F	9.5
10 KMTT-F	6.3	KNDD-F	7.2	KMTT-F	8.3	KMTT-F	9.9	KISW-F	12.9	KYPT-F	9.3
11 KPLZ-F	5.9	KPLZ-F	7.0	KNDD-F	8.1	KBKS-F	9.5	KMTT-F	11.1	KBKS-F	8.8
12 KJR-F	5.4	KJR-F	6.9	KJR-F	7.7	KJR-F	9.0	KWJZ-F	10.4	KISW-F	8.1
13 KYCW-F	5.1	KYCW-F	6.8	KJR	7.7	KWJZ-F	8.8	KVI	9.3	KRWM-F	7.9
14 KOMO	4.8	KBKS-F	4.5	KBKS AF	6.9	KVI	8.7	KRWM-F	9.0	KWJZ-F	7.7
15								KYPT-F	8.6	KVI	6.1
16								KJR	8.0	KJR	6.1

2002		2003	
1 KIRO	31.9	KIRO	23.2
2 KZOK-F	19.0	KMPS-F	19.7
3 KMPS-F	18.8	KZOK-F	18.9
4 KBSG-F	12.3	KBKS-F	12.0
5 KNDD-F	11.6	KUBE-F	11.3
6 KUBE-F	10.5	KPLZ-F	10.8
7 KBKS-F	10.5	KMTT-F	10.8
8 KPLZ-F	10.5	KBSG-F	10.7
9 KLSY-F	10.4	KNDD-F	10.3
10 KRWM-F	10.0	KWJZ-F	10.2
11 KVI	8.5	KOMO	9.8
12 KWJZ-F	8.1	KRWM-F	9.6
13 KRQI-F	7.6	KISW-F	9.4
14 KISW-F	7.4	KLSY-F	8.8
15 KOMO	7.4	KVI	8.7

**DUNCAN'S COMMENTS:**  
 With 1980 - 2000 revenue increases of over 500 % Seattle continues to be a very good major radio market. Viable stations have remained steady and listening levels have declined at an average rate. Listening to unlisted stations does appear to be gathering some momentum.  
 KIRO has led Seattle in revenues since I began gathering such figures in 1984. In recent years KIRO's ratings have been in a decline. KIRO still is Seattle's most impressive station. Most of KIRO's ratings problems have been caused by KOMO and KVI. A successful commercial classical station always gets my attention and KING has qualified for over thirty years. Finally, KUBE has been a successful CHR since the early 1980's.

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 EZ	\$ 19.4 (17.6)	1 EZ	\$ 19.0 (15.3)	1 Entercom	\$ 53.6 (40.4)
2 Viacom	15.7 (14.2)	2 Bonneville	18.9 (15.2)	2 Amer. Radio	26.4 (19.9)
3 Fisher	15.7 (14.2)	3 Viacom	17.4 (14.0)	3 Fisher	17.6 (13.3)
4 Bonneville	15.5 (14.1)	4 Fisher	17.0 (13.7)	4 KJR,KUBE	15.5 (11.7)
5 KJR A/F,KUBE	11.2 (10.2)	5 KJR,KUBE	14.7 (11.9)	5 Sandusky	15.3 (11.5)
6 Sandusky	8.5 (7.7)	6 Sandusky	8.5 (8.9)	6 KING-F	3.4 (2.6)
7 Heritage	5.4 (4.9)	7 Nationwide	6.2 (5.0)		
8 Nationwide -KISW	5.4 (4.9)	8 Entercom	5.0 (4.0)		
		9 Heritage	4.8 (3.7)		

1997		1998		1999	
1 Entercom	\$ 60.8 (40.4)	1 Entercom	\$ 64.8 (32.1)	1 Entercom	\$ 83.5 (35.4)
2 CBS	31.1 (20.7)	2 CBS	34.4 (19.3)	2 CBS	41.2 (19.5)
3 Fisher	18.9 (12.6)	3 Ackerly	26.6 (14.9)	3 Sandusky	31.9 (15.1)
4 Ackerly	18.5 (12.3)	4 Fisher	25.9 (14.6)	4 Ackerly	29.6 (14.0)
5 Sandusky	17.2 (11.4)	5 Sandusky	23.4 (13.1)	5 Fisher	27.6 (13.1)
6 KING-F	3.7 (2.5)				

2000		2001		2002	
1 Entercom	\$ 83.9 (34.5)	1 Entercom	\$ 70.5 (34.9)	1 Entercom	\$ 82.0
2 CBS	51.9 (21.4)	2 CBS	47.1 (23.4)	2 CBS	56.1
3 Sandusky	36.7 (15.1)	3 Sandusky	28.1 (13.9)	3 Sandusky	28.9
4 Fisher	31.1 (12.8)	4 Fisher	24.7 (12.2)	4 Fisher	26.4
5 Ackerly	30.8 (12.7)	5 Ackerly	23.0 (11.4)	5 Clear Channel	23.6
6 KING-F	4.8 (2.0)	6 KING-F	3.6 (1.8)		

2003	
1 Entercom	\$ 72.6
2 CBS	59.7
3 Fisher	29.3
4 Sandusky	28.6
5 Clear Channel	28.2

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

MAJOR STATION TRANSACTIONS: CONTINUED

1996	KRPM KBKS-F	Trade from Heritage to EZ	New Orleans stations + cast
1996	KBSG AF, KNDD-F	From Viacom to Entercom	85,000,000
1996	KYCW-F	From Infinity to EZ	26,000,000
1996	KISW-F	Trade from Nationwide to Entercom	KTBZ-F in Houston
1996	KEZX, KWJZ-F	From Park/Tomlin to Sandusky	26,000,000
1996	KRWM-F	From Brown to Sandusky	29,250,000
1996	KBLV (1540: Bellevue)	Sold to John Douglas	450,000
1996	KMPS AF	From EZ to Amer. Radio Syst.	60,000,000
1996	KZOK-F	From EZ to Amer. Radio Syst.	46,000,000
1996	KYCW-F	From EZ to Amer. Radio Syst.	29,000,000
1996	KBKS-F	From EZ to Amer. Radio Syst.	24,000,000
1996	KRPM	From EZ to Amer. Radio Syst.	1,000,000
1996	KKMO (1360: Tampa)	Sold to Douglas	900,000
1996	KMPS AF	From EZ/ARS to Salem	2,000,000
1997	KNWX, KIRO AF	Traded by Bonneville to Entercom	KLDE-F in Houston
1997	KRPM, KBKS-F	From Amer. Radio Syst. To CBS	27,000,000
1997	KMPS-F	From Amer. Radio Syst. To CBS	74,000,000
1997	KYCW-F	From Amer. Radio Syst. To CBS	63,000,000
1997	KZOK-F	From Amer. Radio Syst. To CBS	63,000,000
1997	KKDZ (1250)	Sold to Disney/ABC	1,200,000
1997	KHHO (850: Tacoma)		2,500,000
1997	KJR AF, KUBE-F	Taken over by - Ackerly	---
1998	KXPA	From Douglas to Multicultural	---
1998	KJR AF/KUBE-F	From New Century to Ackerly	17,812,000
1998	KBRO & KNTB		257,000
1998	KZTS (1360)	Sold to Legend	350,000
1998	KZTS (1360)	From Legend to Salem	500,000
2001	KJR, KHHO, KUBE-F, KBTB-F	From Ackerly to Clear Channel	---
2004	KNWX		6,000,000