

**TOPEKA
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>	
WIBW	16.5	12.5	16.8	13.6	16.6	9.2	9.2	14.1	6.5	8.1	7.5	10.4	8.6	9.5	6.6	5.9	6.5	5.9	7.7	6.8	6.0	5.4	6.5	4.8	4.8	5.0	4.3	3.7	4.1	WIBW, 580 (N/T)
WIBW-F	8.6	11.3	13.6	9.9	6.1	3.1	7.1	8.1	3.8	12.2	10.1	12.6	12.7	11.7	9.5	8.0	6.5	13.4	10.1	14.4	13.4	17.4	16.9	20.5	17.4	16.9	17.3	15.0	13.4	WIBW-F, 94.5 (C)
KMAJ	17.3	15.4	15.9	15.7	9.6	7.0	9.2	8.5	8.0	7.0	6.0	5.9	2.1	0.7	1.3	2.1	2.0	2.8	4.4	2.2	3.0	1.9	2.9	2.0	2.6	3.3	3.4	3.7	4.3	KMAJ, 1440 (S/T)
KMAJ-F	12.5	12.1	16.4	11.6	12.2	13.6	11.7	10.3	9.9	5.9	7.0	7.4	12.3	12.5	17.7	13.1	17.0	14.1	19.1	15.1	12.8	12.5	11.8	10.5	11.5	12.1	10.6	9.5	9.2	KMAJ-F, 107.7 (AC)
KTOP	8.2	6.7	4.5	4.5	3.9	10.1	6.3	2.6	6.1	7.7	9.5	7.8	6.5	5.9	2.2	6.2	2.7	2.4	2.0	2.2	2.0	2.7	3.4	3.4	2.9	2.1	3.4	3.5	3.2	KTOP, 1490 (ST)
KDVV-F	4.3	4.2	3.2	1.2	13.1	12.7	13.3	10.7	13.0	12.5	11.1	6.7	9.9	7.7	7.9	9.0	7.1	8.3	5.4	6.5	4.0	7.4	6.5	6.9	6.2	6.2	8.8	9.5	9.9	KDVV-F, 100.3 (AOR)
WREN	10.2	11.7	9.1	9.9	7.4	7.9	5.8	5.6	7.3	7.7	7.5	5.2	3.4	-	-	-	-	-	-	0.4	1.0	-	-	-	-	6.3	3.9	3.5	3.2	WREN, 1250 (-)
KTPK-F	9.0	12.9	7.7	12.0	10.5	13.6	16.3	14.1	17.2	8.1	12.6	13.3	17.1	16.5	13.3	17.0	13.6	14.5	14.8	11.5	12.1	9.9	7.9	4.6	5.9	6.3	3.9	3.5	3.2	KTPK-F, 106.9 (C)
KLZR-F													1.0	2.2	3.2	2.8	7.1	4.1	1.7	0.7	1.3	3.3	5.8	5.6	4.7	4.0	3.6	4.3	3.5	KLZR-F, 105.9 (CHR)
KCHZ-F													1.7	6.6	5.1	5.9	2.0	0.7	-	-	-	-	-	0.4	2.7	4.7	4.5	5.3	4.6	KCHZ-F, 95.7 (CHR)
KKYD-F																				1.1	-	-	-	0.8	-	0.3	-	-	3.5	KKYD-F, 92.9 (CHR)
KQTP-F																				-	5.4	5.1	4.4	4.4	4.6	3.1	2.8	2.9	5.8	KQTP-F, 102.9 (C)
KWIC-F																				1.8	1.0	3.4	3.9	3.8	4.9	4.6	6.0	6.3	7.1	KWIC-F, 99.3 (O)

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>		
WIBW	35.6	22.6	23.8	25.8	21.0	20.3	20.5	20.1	17.7	19.2	17.3	16.0	16.4	17.6	15.9	16.1	13.4	15.6	14.8	16.1	12.2	14.9	11.4	13.0	12.5		
WIBW-F	20.2	15.1	18.8	24.4	19.3	26.1	29.6	26.1	30.5	28.5	26.8	27.2	18.9	25.1	23.2	25.9	28.5	29.0	32.1	29.5	29.5	30.9	25.9	27.4	19.3		
KMAJ	29.4	25.8	22.7	19.7	17.3	14.2	13.4	11.0	7.0	7.1	7.9	8.5	9.5	9.0	10.6	9.2	7.9	8.2	8.0	6.1	7.8	9.3	6.8	8.8	10.9		
KMAJ-F	23.8	22.5	20.1	19.9	17.7	16.5	14.1	13.6	21.3	24.5	27.0	20.4	27.9	23.0	30.6	27.9	28.5	22.2	23.6	19.7	18.0	19.8	18.3	18.0	19.1		
KTOP	-	17.3	16.1	13.4	12.8	14.4	16.0	11.5	11.9	11.4	9.6	6.2	6.8	6.5	5.7	7.0	6.0	5.1	7.7	6.8	6.4	3.7	6.3	5.8	5.3		
KDVV-F	26.3	29.1	30.1	27.7	26.9	26.8	27.5	16.3	20.7	18.8	22.8	19.7	18.1	16.9	14.3	15.5	12.9	12.7	14.5	13.0	14.7	16.2	20.1	19.4	16.2		
WREN	26.1	20.7	22.2	20.5	17.7	18.4	22.1	12.7	12.3	-	-	-	-	-	-	2.7	2.3	-	-	-	-	-	-	-	-	-	
KTPK-F	20.8	22.7	22.9	25.8	26.9	16.0	23.9	20.7	24.0	25.7	25.4	26.2	22.1	27.1	26.1	23.9	26.5	19.8	19.8	11.5	11.0	12.0	11.0	12.5	13.1		
KLZR-F									4.1	5.7	11.4	10.2	12.7	14.0	5.7	5.0	5.4	11.0	17.9	15.6	12.7	14.6	11.6	14.7	11.5		
KCHZ-F									5.5	10.4	12.6	13.4	8.7	6.4	-	-	-	-	-	2.4	12.7	14.8	12.4	16.3	9.9		
KKYD-F																1.9	-	-	-	1.6	-	1.1	-	1.4	11.0		
KQTP-F																-	14.5	11.6	12.6	12.7	9.1	9.0	6.2	9.0	11.0		
KWIC-F																5.0	5.2	6.4	9.3	12.1	11.1	10.1	11.1	12.5	12.3		

TOPEKA

	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	2.8	--	--	--	--	--	--	--	15.6 %	47.1 %	--	--	--	1976
1977	3.2	14.3 %	--	--	--	--	--	--	14.7	46.6	11	--	--	1977
1978	3.5	9.4	--	--	--	--	--	--	16.3	44.5	11	--	--	1978
1979	3.7	5.7	--	--	--	--	--	--	15.1	47.9	12	--	--	1979
1980	4.0	8.1	--	--	--	--	--	--	14.4	56.9	12	--	--	1980
1981	4.4	10.0	.155	28.39	0.76	.0058	--	--	15.6	59.1	14	--	--	1981
1982	4.7	6.8	.156	30.13	0.82	.0057	--	--	15.2	50.3	17	--	--	1982
1983	4.8	2.1	.156	30.77	0.91	.0054	.066	--	16.8	65.3	18	8	--	1983
1984	4.9	2.1	.159	30.82	0.97	.0050	.077	WIBW 1.0	17.2	57.2	17	8	--	1984
1985	5.1	4.1	.160	31.88	1.0	.0050	.073	WIBW 1.2	15.3	62.4	14	8	--	1985
1986	5.4	5.9	.161	33.54	1.1	.0050	.081	WIBW 1.3	15.3	59.3	17	8	--	1986
1987	5.7	5.6	.162	35.19	1.1	.0053	.080	WIBW 1.3	16.5	70.9	21	8	7.2	1987
1988	6.0	5.3	.164	36.59	1.1	.0054	.084	NA NA	15.4	74.1	18	7.5	11.0	1988
1989	5.8	-3.3	.166	34.93	1.3	.0046	.091	KMAJ-F 1.3	17.8	77.9	18	8	14.2	1989
1990	6.0	3.4	.162	37.03	1.3	.0045	.095	KMAJ-F 1.3	16.1	82.1	18	8	14.9	1990
1991	5.8	-3.3	.163	35.58	1.4	.0041	.096	KMAJ-F 1.3	16.1	79.0	22	8	15.6	1991
1992	6.0	3.0	.164	36.59	1.4	.0043	.090	KMAJ-F 1.3	16.6	83.4	22	8	16.9	1992
1993	5.9	-1.7	.166	35.54	1.6	.0036	.088	KMAJ-F 1.4	17.0	77.3	20	8	9.7	1993
1994	6.2	4.7	.167	37.12	1.8	.0034	.097	KMAJ-F 1.5	15.7	82.3	24	6	16.5	1994
1995	6.7	7.8	.166	40.36	1.8	.0036	.106	KMAJ-F 1.7	16.8	79.2	21	7	20.8	1995
1996	7.0	4.5	.167	41.92	1.8	.0039	.099	KMAJ-F 1.5	14.7	85.8	26	8	12.1	1996
1997	7.6	8.4	.166	45.78	1.8	.0041	.117	WIBW-F 1.6	16.4	80.3	25	9	14.2	1997
1998	8.5	11.9	.166	51.20	1.8	.0046	.136	WIBW-F 2.0	14.2	86.7	26	9	12.1	1998
1999	9.0	5.6	.167	53.89	2.0	.0046	.111	WIBW-F 2.1	16.0	85.4	30	9	18.2	1999
2000	9.9	10.0	.171	57.90	2.4	.0041	.154	WIBW-F 2.3	14.4	83.6	33	9	9.5	2000
2001	9.4	-5.1	.171	54.97	2.8	.0034	.137	WIBW-F 2.7	14.8	83.6	27	9	11.3	2001
2002	9.5	1.1	.172	55.23	3.0	.0032	.151	WIBW-F 2.4	13.4	83.1	33	--	15.1	2002
2003	10.6	11.6	.172	61.62	3.1	.0034	.152	WIBW-F 2.8	13.4	84.3	29	11	12.9	2003

MAJOR STATIONS - JANUARY 2004

KMAJ	1440 5KW/1KW (DA-2)	Sports/Talk	Cumulus	KDVV-F	100.3 100KW@986	AOR	Cumulus
KTOP	1490 1KW	Standards	Cumulus	KKYD-F	92.9 36KW@564	CHR	Marathon
WIBW	580 5KW (DA-N)	News/Talk	Morris	KLZR-F	105.9 100KW@594	CHR	Zimmer
				KMAJ-F	107.7 100KW@1214	AC	Cumulus
				KQTP-F	102.9 30KW@598 (DA)	Country	Cumulus
				KTPK-F	106.9 100KW@1209	Country	
				KWIC-F	99.3 6KW@292	Oldies	Cumulus
				WIBW-F	94.5 100KW@1220	Country	Morris

TOPEKA

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	36	34	29	CHR	28	27	13		5	4	3	11
				AOR/CL	12	7	16		19	15	22	15
MOR/AC	13	29	36	MOR/FS	17	4	--		7	8	7	See Talk
				AC/OLD	17	16	24		22	16	21	18
								AC		8	6	5
								OLDIES		37	28	32
COUNTRY	16	21	29		22	35	33					
BTFL/EZ/SAC	17	15	3		1	1	--					
								SOFT AC				
NEWS/TALK	18	--	1		3	1	4		5	6	3	8
SPORTS												5
BLACK/URBAN					--	2	8		3	2	5	3
SMOOTH JAZZ												1
STANDARDS					--	--	1		3	3	4	
HISPANIC												
RELIG/GOSPEL										1	1	1
CLASSICAL												

STATION NOTES

(Major call letter and format changes)

KMAJ	KEWI until 81; KSKX until 87; KEWI again until 90; CHR until 81; Country until 89; Talk until 90; AC until 92
KTOP	CHR until 77; Country until 79; Oldies until 83; Standards until 99; Country until 00
WREN	MOR until 83; 1250 frequency disappeared from market in 1988
KMAJ-F	KSWT until 82; EZ until 82
KDVV-F	KTOP until 79; Country until 79; CHR until 89; Briefly Classic AOR in late 90's
KCHZ-F	KHUM-F and Soft AC until 93; Went above the line in Kansas City in mid 90's
KKYD-F	KZOC until mid 90's; KANS until 03; Oldies from 97-03
WIBW-F	CHR until 90
WIBW	Classified as Full Service in 90, then evolved to News/Talk
KWIC-F	AC/CHR until 00
KLZR-F	AOR until 99
KQTP-F	Oldies until 00

MAJOR STATION TRANSACTIONS: 1970 to 2003

1982 WREN		\$	1,075,000
1985 WREN			1,250,000
1987 KTOP, KDVV-F			3,000,000
1988 WREN			375,000
1988 KTPK-F			3,000,000
1988 KHUM-F (Ottawa)	From Target to Arrow		N/A
1989 WREN	Sold to UNO		375,000
1989 KHUM-F (Ottawa)	Sold by Arrow		1,800,000
1989 KTPK-F			3,000,000
1991 KHUM-F	Sold to Amer. Bdcst. System		2,000,000
1991 WREN	From Sikent to Sat. Radio Net.		20,000
1993 KTPK-F			1,650,000
1994 KTOP, KDVV-F	From UNO to KMAJ-F owner		750,000
1998 KWIC-F	Sold to Klebe (KQTP owner)		500,000
1996 KTPK-F			2,900,000
1997 WREN	Sold to Mortenson		500,000
1998 KLWN, KLZR-F (Lawrence)	Sold to Zimmer		3,000,000
1998 KMAJ A/F, KTOP, KDVV-F	Sold to Cumulus		10,425,000
1999 KQTP-F, KWIC-F	From Klebe to Cumulus		3,000,000

TOPEKA

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1	WIBW 1.0	WIBW 1.2	WIBW 1.3	WIBW 1.3	NA	KMAJ-F 1.3					
2	KTPK-F 0.8	KTPK-F 0.9	KTPK-F 1.0	KTPK-F 1.2		KTPK-F 1.2					
3	KDVV-F 0.8	KDVV-F 0.9	WIBW-F 0.9	WIBW-F 1.0		WIBW 1.1					
4	KMAJ-F 0.7	WIBW-F 0.8	KDVV-F 0.8	KMAJ-F 0.9		KDVV-F 0.8					
5	WIBW-F 0.6	KMAJ-F 0.6	KMAJ-F 0.8	KDVV-F 0.7		WIBW-F 0.7					
6		KSKX 0.4									
7											
8											
9											
10											
1990		1991		1992		1993		1994		1995	
1	KMAJ-F 1.3	KMAJ-F 1.3	KMAJ-F 1.3	KMAJ-F 1.4	KMAJ-F 1.5	KMAJ-F 1.7					
2	KTPK-F 1.2	KTPK-F 1.2	KTPK-F 1.3	KTPK-F 1.2	KTPK-F 1.2	KTPK-F 1.3					
3	WIBW 1.0	WIBW 1.0	WIBW 1.1	WIBW 1.1	WIBW 1.1	WIBW 1.1					
4	KDVV-F 0.8	KDVV-F 0.8	WIBW-F 0.9	WIBW-F 0.9	WIBW-F 1.0	WIBW-F 1.0					
5	WIBW-F 0.7	WIBW-F 0.7	KDVV-F 0.8	KDVV-F 0.8	KDVV-F 0.8	KDVV-F 0.7					
6	KHUM-F 0.5										
7											
8											
9											
10											
11											
1996		1997		1998		1999		2000		2001	
1	KMAJ-F 1.5	WIBW-F 1.6	WIBW-F 2.0	WIBW-F 2.1	WIBW-F 2.3	WIBW-F 2.7					
2	WIBW-F 1.2	KMAJ-F 1.6	KMAJ-F 1.7	KMAJ-F 1.8	KMAJ-F 2.0	KMAJ-F 1.9					
3	WIBW 1.1	WIBW 1.2	WIBW 1.3	WIBW 1.4	WIBW 1.5	WIBW 1.4					
4	KTPK-F 1.1	KTPK-F 1.0	KTPK-F 1.0	KTPK-F 0.9	KTPK-F 1.0	KDVV-F 1.1					
5	KDVV-F 0.9	KDVV-F 0.8	KDVV-F 0.8	KDVV-F 0.8	KDVV-F 0.8	KTPK-F 0.9					
6	KQTP-F 0.7		KLZR-F 0.5	KLZR-F 0.6	KWIC-F 0.6	KTPK-F 0.7					
7			KQTP-F 0.5	KQTP-F 0.5	KLZR-F 0.6	KLZR-F 0.6					
8					KQTP-F 0.6	KQTP-F 0.5					
9											
10											
11											
2002		2003									
1	WIBW-F 2.4	WIBW-F 2.8									
2	KMAJ-F 1.7	KMAJ-F 1.7									
3	WIBW 1.2	KDVV-F 1.5									
4	KDVV-F 1.2	WIBW 1.4									
5	KLZR-F 1.0	KLZR-F 1.1									
6	KTPK-F 0.8	KTPK-F 1.0									
7											
8											
9											
10											
11											

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1	KTOP, KDVV, KMAJ \$ 2.2 (33.8)	1	KDVV, KMJA et.al. \$ 3.0 (44.0)	1	KDVV, KMJA et.al. \$ 2.7 (39.1)
2	Stauffer 2.1 (33.1)	2	Stauffer 2.1 (31.3)	2	Stauffer 2.3 (32.9)
3	KMAJ, KTPK-F 1.5 (24.0)	3	KTPK-F 1.3 (18.6)	3	KTPK-F 1.1 (15.7)
				4	Klebe: KWIC, KQTP 0.9 (12.4)
1997		1998		1999	
1	WIBW A/F \$ 2.8 (36.8)	1	Morris: WIBW \$ 3.3 (38.8)	1	Cumulus \$ 4.0 (44.7)
2	KDVV et.al. 2.6 (33.9)	2	Cumulus 2.9 (33.8)	2	Morris 3.5 (38.9)
3	KTPK-F 1.0 (13.2)	3	KTPK-F 1.0 (11.8)	3	KTPK-F 0.9 (10.0)
		4	Klebe 0.8 (9.9)	4	Zimmer: KLZR 0.6 (6.7)
2000		2001		2002	
1	Cumulus \$ 4.5 (45.2)	1	Cumulus \$ 4.6 (48.8)	1	Cumulus \$ 3.8
2	Morris 3.8 (38.4)	2	Morris 4.1 (43.6)	2	Morris 3.8
3	KTPK-F 1.0 (10.1)	3	KTPK-F 0.9 (9.7)	3	Zimmer 1.0
4	Zimmer 0.6 (6.1)	4	Zimmer 0.6 (6.0)	4	KTPK-F 0.8
2003					
		1	Cumulus \$ 4.2	All 2002 and 2003 financial data is provided by BIA Financial.	
		2	Morris 4.1		
		3	Zimmer 1.1		
		4	KTPK-F 1.0		
		5			

DUNCAN'S COMMENTS

Topeka is a much below average small radio market. Radio revenues grew by only 150% between 1980 and 2000. Note the gross number of stations in the market. The rapid increase shows that Kansas City stations have gained strength in the Topeka market.

I have had great respect for the WIBW A/F stations, particularly the AM. I have never understood why WIBW-AM has such low audience shares. Every time I listen to the station I am impressed by its local news efforts and agricultural coverage.