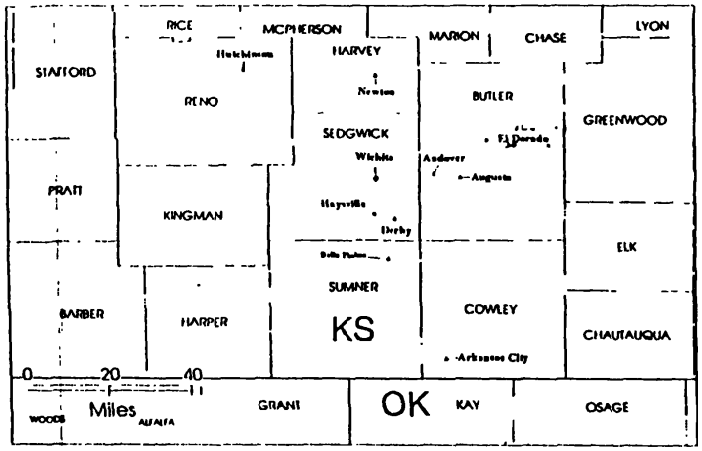
ATTACHMENT A

BIA WICHITA, KANSAS MARKET OVERVIEW

Metro Rank: 88
Revenue Rank: 68

Wichita, KS Market Overview



Metro Counties / Population (000)

Butler, KS	58.9
Harvey, KS	31.9
Sedgwick, KS	423.7
	514.5

Market Radio Financials
(all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ★★★	1991	1992	1993	1994	1995	1996	Δ 91 - 96
	$15,000	$15,400	$17,300	$19,200	$19,800	$22,000	8.0%
	Δ 96 - 97	1997	1998	1999	2000	2001	Δ 97 - 01
	10.9%	$24,400	$26,300	$28,000	$30,300	$32,200	7.2%

	1991	1996	2001
Revenue/Retail Sales	$4.00/1,000	$4.28/1,000	$5.61/1,000
Revenue/Capita	$30.28	$42.76	$62.50

Est. Breakout	
Local	90%
National	10%

Demographic and Economic Overview
(000's, except Retail Sales and EBI in 000,000's)

	1991	1996	Growth Rate	1996	2001	Growth Rate
MSA Population	495.3	514.5	0.8%	514.5	515.2	0.0%
Households	190.6	196.7	0.6%	196.7	198.5	0.2%
Retail Sales	3,753.7	5,138.2	6.5%	5,138.2	5,735.2	2.2%
EBI	7,517.6	8,107.5	1.5%	8,107.5	9,284.0	2.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	252.6	51.5	22.1	21.2	41.3	42.2	29.3	45.0
Women (000)	261.9	49.5	21.4	20.7	39.8	41.0	30.8	58.8
Total	514.5	101.0	43.5	41.8	81.1	83.2	60.0	103.9
Percentage	100.0%	19.6%	8.5%	8.1%	15.8%	16.2%	11.7%	20.2%

Per Capita $ 15,758 Median Household $ 34,053 Avg Household $ 41,218

Ethnic Population: White 88.2% Black 7.9% Asian 2.2% Hispanic 4.7%

Market Summary

	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		1	14	13	15	8	23
Tot 12+		0.0	74.2	73.1	74.2	14.8	89.0
Avg 12+		0.0	5.3	5.6	4.9	1.9	3.9
Tot LCS		0.0	83.4	82.1	83.4	16.6	100.0
Avg LCS		0.0	6.0	6.3	5.6	2.1	4.3

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Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1997 Est Revenue (000)1/	Power Ratio	Avg '97 Local Comm	ARB 12+ Metro Shares (see rights) Spring 1998	Winter 1998	Fall 1997	Summer 1997	Spring 1997	Winter 1997	Fall 1996	Summer 1996
KOEZ	Newton	C1	92.3	100.0	640	I	Anderson Stations	59	9108		st	Easy	650	0 62	4 3	2.7	3 3	6.5	3.8	3.2	4.6	3 8	4.5
KANR	Belle Plaine	B	92.7	12 2	469		Smith, Daniel D.	96				News	75			0.0	0.0	0 5	0.0	0.0	0.0	0.0	0.8
KDGS	Andover	C3	93.9	25.0	328	b	Violet, Viola & Gary	93				Rhythm/Blue	700	0.47	6.1	5.0	4.3	4.6	7.5	5.3	4.6	4.4	6 3
• KICT	Wichita	C1	95.1	100 0	899	a	Journal Bcst Group	72	9808 p		g2	Rock	1,750	1.26	5.7	5.5	4.6	6.2	4.1	3.8	5.8	6.6	9.2
KRZZ	Derby	C2	96.3	50.0	492	c	Gulf Star	78	9805		g	Clsc Rock	2,025	1.22	6.8	7.4	7.8	8.4	5.2	6.9	6.7	5 8	6.3
• KRBB	Wichita	C	97.9	100.0	994	e	Gulf Star	48	9807 p		g1	AC	2,250	1.21	7.6	7.6	9.3	6 8	5.1	7.0	7.5	7.8	6.4
KAYY	Clearwater	C2	98.7	50.0	492	b	Violet, Viola & Gary	95			1	Country	200	0 51	1.6	1.1	1.2	0.8	1.2	1.3	1.7	1.4	1.8
KTLI	El Dorado	C1	99.1	100.0	617		Stephens Family LP	72	9606	1,253		ChrsContemp	850	0.97	3.6	4.8	2.3	3 0	2.9	3.5	4.1	2.6	2.3
• KFDI	Wichita	C	101.3	100.0	1139	a	Journal Bcst Group	63	9808 p		g2 1	Country	3,550	1.32	11.0	8.3	8 6	6.8	11.1	9.1	11.0	8.1	10.6
• KZSN	Hutchinson	C	102.1	98.0	1034	d	Gulf Star	68	9807 p		g1	Country	3,300	1.26	10.7	8.8	10.3	8 4	11.4	9.6	7 5	9.8	9 2
• KEYN	Wichita	C1	103.7	95 0	860	d	Gulf Star	68	9807 p		g1	Oldies	1,400	0 83	6 9	4.7	4.3	6.1	6.1	7.5	5.6	5 7	5 3
• KLLS	Augusta	C2	104.5	45.0	515	a	Journal Bcst Group	92	9808 p		g2	70s Oldies	1,050	0 83	5 2	3.9	3 6	3 8	4.3	4 5	4 6	5 2	2.7
• KWSJ	Haysville	C	105.3	100.0	988	e	Gulf Star	85	9807 p		g1	Smooth Jazz	450	0.47	3.9	2 4	3.1	3 7	2.8	3.3	4.7	3 2	4 0
• KYQQ	Arkansas City	C	106.5	100.0	1280	a	Journal Bcst Group	79	9808 p		g2	Country	800	1.09	3.0	2.0	3 0	2.2	2.8	3.7	2.6	1.8	3.7
KKRD	Wichita	C1	107.3	95.0	860	c	Gulf Star	67	9805		sw	CHR	2,075	0.97	8.8	10.0	7.9	8.1	8.1	8.9	7.2	7.4	6.8
			# FM Stations -		15		# Combos -	13				FM TOTALS			85.2	74.2	73.6	75.9	76.4	77.6	78.2	73 6	79.9

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1997 Est Revenue (000)1/	Power Ratio	Avg '97 Local Comm	ARB 12+ Metro Shares (see rights) Spring 1998	Winter 1998	Fall 1997	Summer 1997	Spring 1997	Winter 1997	Fall 1996	Summer 1996
KSGL	Wichita	II	900	0.3	0.03	g	Agape	57	8908		st	Christian	50		0.3	0.5	0.5	0.0	0.6	0.0	0 5	0.0	0.0
KJRG	Newton	III	950	0.5	0.15	f	Anderson Stations	53	5907			Religion	50		0.6	0.0	0.0	0.0	0.0	1.0	1.1	0.0	0.5
• KFDI	Wichita	II	1070	10.0	1.00	a	Journal Bcst Group	23	9808 p		g2 1	Country	1,500	1.25	4.9	6 4	3.8	3.3	3.8	5.9	3.8	4.0	3 5
KNSS	Wichita	IV	1240	0.6	0.64	c	Gulf Star	47	9805		sw	Nws/Tk/Spts	850	0.89	3.9	2.6	3.5	3.5	3.5	3.3	2.9	4.4	3.4
• KFH	Wichita	III	1330	5.0	5.00	e	Gulf Star	22	9807 p		g1	News/Talk	350	0.42	3.4	4.2	4.3	3.7	2.9	2 9	2 0	4.3	2.1
• KSRX	El Dorado	III	1360	0 5	0.00		Reunion Bcstg LLC	53	9806 p	135		Gospel	50			0.0	0.0	0.0	0.0	0.0	0 0	0 0	0 0
KMYR	Wichita	III	1410	5.0	1.00	g	Agape	77	9707 p	250		Sports	150	0.41	1.5	0.0	0.5	1.3	0.8	0.8	1.7	2.1	1 4
• KQAM	Wichita	III	1480	5.0	1.00	d	Gulf Star	36	9807 p		g1	Sports	250		0.2	1.1	1.8	0.8	0.3	0.2	0.0	0.3	0.3
			# AM Stations -		8		# Combos -	7				AM TOTALS			14.8	14.8	14.4	12.6	11.9	14.1	12.0	15.1	11.2
	AM & FM Stations Profiled -				23		# Duopolies -	8				Total Local Commercial Share				89.0	88.0	88.5	88.3	91.7	90.2	86.7	91.1

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

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