

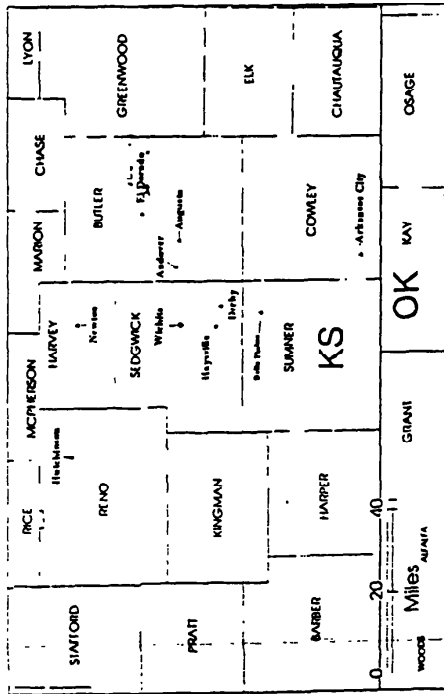
ATTACHMENT A

BIA WICHITA, KANSAS MARKET OVERVIEW



Wichita, KS Market Overview

Metro Rank: 88
Revenue Rank: 68



Metro Counties / Population (000)

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

Market Radio Financials

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

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	Est. Breakout
ESTIMATED GROSS REVENUES	\$15,000	\$15,400	\$17,300	\$19,200	\$19,800	\$22,000	\$24,400	\$26,300	\$28,000	\$30,300	\$32,200	Local 90%
***	10.9%											National 10%
Revenue/Retail Sales	\$4,007/1,000	\$4,287/1,000	\$4,427/1,000	\$5,617/1,000								
Revenue/Capita	\$30.28	\$42.76		\$62.50								

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							
Ethnic Population:								
White	88.2%							
Black	7.9%							
Asian	2.2%							
Hispanic	4.7%							
Median Household	\$ 34,053							
Avg Household	\$ 41,218							

Market Summary

	Class A	Class B	Class C	Viabile 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	

Market: Wichita, KS

Competitive Overview

Metro Rank: 88

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C Owner	Year Date	Sales Price (000)	L M A	Format	1997 Est Revenue (000)/	Power Ratio	ARB 12+ Metro Shares (see rights)														
													Local Comm	Spring 1998	Winter 1998	Fall 1997	Summer 1997	Spring 1997	Winter 1997	Fall 1996	Summer 1996	Spring 1996	Winter 1996	Fall 1995	Summer 1995		
KOEZ	Newton	C1	92.3	100.0	640	f Anderson Stations	59 9108	4.3	sl	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	122	469	Smith, Daniel D.	96			News	75			0.0	0.0	0.5	0.0	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	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	6.8	9.2	6.3					
KRZZ	Derby	C2	96.3	50.0	492	c Gulf Star	78 9805		g	Cisc Rock	2,025	1.22	6.8	7.4	7.8	8.4	5.2	6.9	6.7	5.8	6.3	6.3					
KRBE	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	6.4					
KAYY	Cleanwater	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	1.8					
KTLI	El Dorado	C1	99.1	100.0	617	Stephens Family LP	72 9606	1,253		ChrisContemp	850	0.97	3.6	4.8	2.3	3.0	2.9	3.5	4.1	2.6	2.3	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	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	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	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	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	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	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	6.8					
													FM TOTALS														
													85.2	74.2	73.6	75.9	76.4	77.6	70.2	73.6	79.9						

AM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	Day	Night	Year Date	Sales Price (000)	L M A	Format	1997 Est Revenue (000)/	Power Ratio	ARB 12+ Metro Shares (see rights)														
													Local Comm	Spring 1998	Winter 1998	Fall 1997	Summer 1997	Spring 1997	Winter 1997	Fall 1996	Summer 1996	Spring 1996	Winter 1996	Fall 1995	Summer 1995		
KJGL	Wichita	ll	900	0.3	0.03	g Agape	57 8908	0.3	sl	Christian	50		0.3	0.5	0.5	0.0	0.6	0.0	0.5	0.0	0.0	0.0					
KJRG	Newton	ll	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	0.0	0.5					
KFDI	Wichita	ll	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	3.5					
KNSS	Wichita	ll	1240	0.6	0.64	c Gulf Star	47 9805		sw	Nws/Tk/Spls	850	0.89	3.9	2.6	3.5	3.5	3.5	3.3	2.9	4.4	3.4	3.4					
KPH	Wichita	ll	1330	5.0	5.00	e Gulf Star	22 9807 p		g1	Nws/Talk	350	0.42	3.4	4.2	4.3	3.7	2.9	2.9	2.0	4.3	2.1	2.1					
KSRX	El Dorado	ll	1360	0.5	0.00	Reunion Bcstg LLC	53 9806 p	135		Gospel	50		1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
KMYR	Wichita	ll	1410	5.0	1.00	g Agape	77 9707 p	250		Sports	150	0.41	0.2	1.1	0.5	1.3	0.8	0.8	1.7	2.1	1.4	1.4					
KQAM	Wichita	ll	1480	5.0	1.00	d Gulf Star	56 9807 p		g1	Sports	250		0.2	1.1	1.8	0.8	0.3	0.2	0.0	0.3	0.3	0.3					
													AM TOTALS														
													14.8	14.8	14.4	12.6	11.9	14.1	12.0	15.1	11.2						
													AM & FM Stations Profiled -														
													89.0	88.0	86.0	86.5	86.3	91.7	90.2	86.7	91.1						

• Indicates a change since last edition
 // See Introduction section for interpretation of revenue estimates.

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Metro Rank: 88