



# Radio YEARBOOK® 2010

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*BIA/Kelsey's Radio Yearbook® 2010*

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BIA Advisory Services, LLC

Thomas J. Buono, Publisher



**BIA/Kelsey** • 15120 Enterprise Ct., Chantilly, VA 20151-1217

Phone: 703-818-2425 • Fax: 703-803-3299 • E-mail: [pubs@bia.com](mailto:pubs@bia.com) • Web: [www.bia.com](http://www.bia.com)

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SRC, LLC  
54 Old Driftway  
Wilton, CT 06897  
Tel: (303) 440-8896  
[www.freedemographics.com](http://www.freedemographics.com)

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**Special Notes for Puerto Rico Market**  
**Some demographic information for Puerto Rico is provided by the Puerto Rico Planning Board. BIA/Kelsey has estimated some projected demographic figures using historic growth rates.**

Questions about **BIA/Kelsey's Radio Yearbook® 2010** or other BIA publications or services should be directed to:  
**BIA/Kelsey**  
15120 Enterprise Ct, Chantilly, Virginia 20151-1217  
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# United States Overview

Comparison of various market, owner and station factors with the entire country provides useful indicators of its potential. Below are several nationwide benchmarks:

## National Totals

2009 Population <sup>1</sup> .....	306,069,504
2009 Retail Expenditures <sup>1</sup> .....	\$2,608,390,394,917
2009 BIA's Estimated Gross Radio Advertising Revenues .....	\$13,342,000,000

## National Growth Rates

	'04-'09	'09-'14
Population (POP) .....	0.8%	0.7%
Households (HH) .....	0.2	0.7
Retail Expenditures (RE).....	2.6	1.5
Aggregated Disposable Income (ADI) .....	2.9	1.8

## 2009 National Income

Per Capita .....	\$26,485
Median Household.....	\$55,341
Average Household .....	\$69,346

## 2009 National Ethnic Breakdown

Asian.....	4.4%
Black.....	12.4
White.....	73.9
Hispanic-Origin.....	15.6

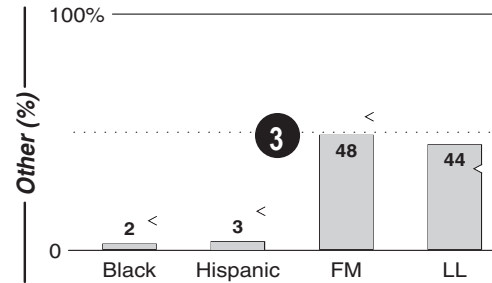
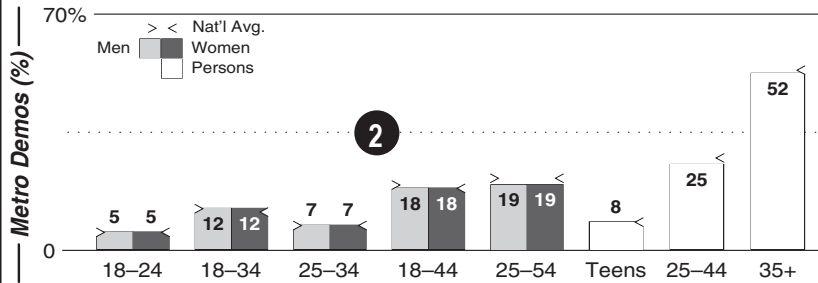
## 2009 National Demographic Breakdown

	Men	Women	Total
Under 12 .....	8.2%	7.8%	16.0%
12-17 .....	4.2	4.0	8.2
18-24 .....	5.0	4.7	9.8
25-34 .....	6.8	6.5	13.3
35-44 .....	6.9	6.9	13.8
45-54 .....	7.1	7.3	14.5
Over 55 .....	11.1	13.4	24.5

<sup>1</sup> per Experian/Applied Geographic Solutions.

# Pittsburg, KS

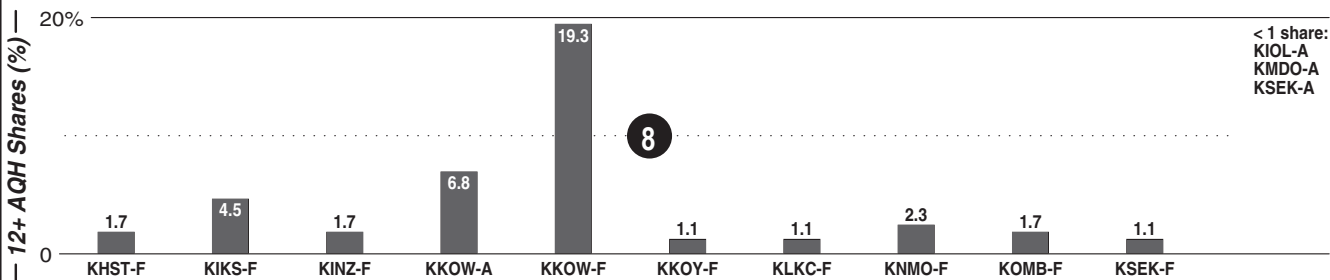
1 Pro Rank: **247** Pop: **157,900** Retail: **\$1.162B** Gross Rev: **\$2.8M** HH Inc: **\$46,017** ↓



Calls (FM)	FMT	City of License	Freq	PWR	HAAT	Combo	LMA	Rep	St	Owner	Acq	Price
KHST	HITS	Lamar	101.7	22.0	328	e			92	My Town Media	0504	
KIKM	CHR	Deerfield	100.7	17.5	390	b			00	American Media Invst		
KIKS	CTRY	Iola	101.5	11.5	289	h			61	Iola Bcstg Inc	0705	
KINZ	HITS	Humboldt	95.3	24.0	335	e			98	My Town Media	0903	330
KKOW	CTRY	Pittsburg	96.9	100.0	912	b		McGav	75	American Media I	6	8605 747
KKOY	AC	Chanute	105.5	8.0	584	e			71	My Town Media	9706	450
KLKC	AC	Parsons	93.5	3.0	266	f			78	SE KS Independent	0512	335
KNMO	CTRY	Nevada	97.5	6.0	281	g			64	Harbit Comm Inc	9801	475
KOMB	OLD	Fort Scott	103.9	25.0	328	d			81	Fort Scott Bcstg Co	9604	250
KSEK	AOR	Girard	99.1	6.0	325	f			88	SE KS Independent	0411	700

Calls (AM)	FMT	City of License	Freq	Day	Night	Combo	LMA	Rep	St	Owner	Acq	Price
KIOL	TALK	Iola	1370	0.5	0.06	h			61	Iola Bcstg Inc	0705	
KKOW	CTRY	Pittsburg	860	10.0	5.00	b		Mc	37	American Media I	6	8105
KKOY	SPRT	Chanute	1460	1.0	0.06	e			52	My Town Media	9706	
KLKC	TALK	Parsons	1540	0.3	0.00	f			48	SE KS Independent	0512	
KMDO	OLD	Fort Scott	1600	0.8	0.00	d			54	Fort Scott Bcstg Co	9604	
KNEM	CTRY	Nevada	1240	0.5	0.00	g			49	Harbit Comm Inc	9801	
KSEK	SPRT	Pittsburg	1340	1.0	0.00	f			48	SE KS Independent	0411	

Calls	General Manager	Address, City, State, Zip	Phone	Fax	Owner Phone
KHST-FM	Bill Wachter	PO Box 383, Pittsburg, KS 66762	620-232-5993	620-232-5550	620-232-5993
KIKM-FM		1162 E Hwy 126, Pittsburg, KS 66762	620-231-7200	620-231-3321	620-231-7200
KIKS-FM	Tom Norris	PO Box 710, Iola, KS 66749	620-365-3151	620-365-5431	620-365-3151
KINZ-FM	Mike Sutcliffe	PO Box 749, Chanute, KS 66720	620-431-3700	620-431-4643	620-232-5993
KIOL-AM	Tom Norris	PO Box 710, Iola, KS 66749	620-365-3151	620-365-5431	620-365-3151
KKOW-AMFM		1162 E Hwy 126, Pittsburg, KS 66762	620-231-7200	620-231-3321	620-231-7200
KKOY-AMFM	Mike Sutcliffe	PO Box 749, Chanute, KS 66720	620-431-3700	620-431-1943	620-232-5993
KLKC-AMFM	Mike Snow	PO Box 853, Parsons, KS 67357	620-421-6400	620-421-5570	620-421-5502
KMDO-AM	Tim McKenney	PO Box 72, Fort Scott, KS 66701	620-223-4500	620-223-5662	620-223-4500
KNEM-AM	Mike Harbit	PO Box 447, Nevada, MO 64772	417-667-3113	417-667-9797	417-667-3113
KNMO-FM	Mike Harbit	PO Box 447, Nevada, MO 64772	417-667-3113	417-667-9797	417-667-3113
KOMB-FM	Tim McKenney	PO Box 72, Fort Scott, KS 66701	620-223-4500	620-223-5662	620-223-4500
KSEK-AMFM	Lynn Meredith	202 E Centennial Ste 2B, Pittsburg, KS 66762	620-232-9912	620-232-9915	620-421-5502



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# Metro Market Stations' Key

## 1 Market Statistics

**Metro Rank:** The current ranking (Fall 2009) of the Arbitron Market by size of population based on the U.S. Census.

**Pop:** The 2009 population estimate of the market from Experian/Applied Geographic Solutions. (see Copyrights).

**Retail:** The estimated 2009 total retail sales expenditure in the market from Experian/Applied Geographic Solutions. (see Copyrights). **M** = millions and **B** = billions.

**Gross Rev:** BIA/Kelsey's estimate of 2009 gross radio advertising revenues for the market. This estimate represents total time sales including local, regional and national spot sales, plus political and network compensation. The figure does not include trade and barter, production or promotional revenues.

**HH Inc:** The average 2009 household (HH) Aggregated Disposable Income (ADI) from Experian/Applied Geographic Solutions. (see Copyrights). The arrow to the right of the figure indicates either a growth (up) or decline (down) as compared to last year.

## 2 Metro Demos

This is a graphical presentation of the gender and age percentage breakdown in the market for 2009. For comparison purposes, the national averages for the various categories is indicated in the corresponding bar by a > for men and a < for women.

## 3 Other Demographic Data

**Ethnic Population:** The percentage of the market's Black and Hispanic population is portrayed in this chart along with the national percentages for comparison which are indicated by a < mark.

**FM:** Based on Arbitron, Inc.'s 12+ Average Quarter Hour Ratings (see Copyrights), this bar represents the percentage of listening devoted to FM stations in the market along with the national average for comparison which are indicated by a < mark.

**LL:** This bar represents the percentage of **lost listening** in the market to non-commercial and out-of-market stations. Again, the national average is provided for comparison and indicated by a < mark.

## 4 Technical Attributes

Technical information is secured from the FCC through Actions and filings for construction permits.

**Call Letters:** Broken out by FM and AM and listed alphabetically, these are the licensed call letters of the commercial radio stations licensed to the market.

**FMT:** The broad category format for the type of programming aired by the station. Format information is based on announcements in trade publications and direct contact with the stations through frequent telephone surveys and annual mail surveys. For a list of formats and the abbreviations used by BIA, see Keys & Codes.

**City of License:** The city from which the radio station is licensed to operate as designated by the FCC.

**Frequency:** The location on the radio dial at which the station can be found.

**PWR (FM), Day or Night (AM):** The power in kilowatts at which the station transmits its signal. A "#" symbol indicated next to the station's power signifies that a construction permit (cp) has been granted by the FCC to change some aspect of the station's technical operations.

**HAAT (FM):** Height above average terrain of the station's center of radiation (antenna) with respect to its surrounding terrain in feet.

**Combo:** By matching the letters indicated in this column you will see the stations in the market that operate together as a combo or duopoly.

**LMA:** Local Marketing Agreement. The number indicated in this column coincides with the other stations in the market that operate with this one under such an agreement.

## 5 Rep

This is an abbreviation of the station's advertising representative according to a table found in "Keys and Codes" on page 8.

## 6 Ownership

Ownership changes and information are gleaned from announcements in the trade publications, press releases, market contacts, FCC filings and other sources.

**St:** The year the station first went on the air.

**Owner:** The most recent owner or proposed purchaser of the station. A proposed purchaser is indicated by a "p" next to the Acquisition Date.

**Acq:** The date (Year Month) the station was acquired by the most recent or proposed purchaser.

**Price:** Presented in thousands, this is the sales price paid for the station. To the right of the price you may encounter a code that signifies the type of transaction. (See Keys & Codes, Page 8.)

NOTE: Because the actual sales price of a station or group may vary from the reported price, caution should be exercised with respect to the use of these data.

## 7 Contact Information

Listed alphabetically by Calls, the station's GM, mailing address, phone and fax number are listed as well as the owner's phone number. See "Station Personnel" for other key contacts at the station and "Group Owners" for more detail on owners of more than 2 stations. Some out-of-market stations receive ratings in other markets. See the station's home market for contact information.

## 8 Arbitron Ratings

BIA/Kelsey is licensed by Arbitron, Inc. to provide its Total Day, Average Quarter Hour (AQH) shares for persons 12 years and older. In this graphical presentation we profile the stations receiving at least a 1.0 share in the Monday-Sunday, 6:00 AM to Midnight category for the Fall 2009 ratings period. Stations receiving at least a 0.5 share but less than 1.0 are listed by calls on the right side of the graph. These data are copyrighted by Arbitron, Inc. (see Copyrights).

# Keys & Codes

## General Abbreviations

**C:** The letter codes under the “C” heading indicate a combo or duopoly. All AM and FM stations with the same owner will have the same letter code.

**cp:** A “cp” following the Power column indicates that the station has a construction permit to change frequency, power, or its antenna height to upgrade its technical facilities. The station is also authorized to operate at the indicated power or height for testing purposes.

**ADI:** Aggregated Disposable Income - After tax disposable income available in the market.

**HAAT:** Height above average terrain of the station’s center of radiation (antenna) with respect to its surrounding terrain in feet.

**LMA:** Local Marketing Agreement - two or more stations operated by a company other than the owner. The numeric codes under the “LMA” heading indicate which stations are operating under an LMA.

**NP:** Fax number not published.

**PPM:** Portable People Meters - electronic listening share data collection device.

## Sales Price Codes

**ac:** Combo sale in adjacent market

**al:** Station sold for assumption of liabilities

**cp:** Sale of construction permit for unbuilt station.

**c#:** AM/FM combo sale. The combo price is listed with the FM station. The number following the “c” identifies the AM/FM combo involved. The AM and FM station will have the same number following the “c”.

**d#:** Duopoly sale of two or more stations in the same service, either two FM’s or two AM’s.

**d:** Distress sale

**dn:** Donation

**e:** Estimated sales price

**g:** Group sale. If a combo is involved, a number following the “g” will indicate the combo in that market. The AM and FM station will have the same number following the “g”.

**na:** No price available

**nc:** No cash consideration

**p:** Proposed sale

**st:** Transfer of stock or partnership interest

**sw:** Station swap

**+**: Plus additional considerations, (e.g., assumption of debt)

## Format (FMT) Category Codes

<b>AAA</b>	Album Oriented Rock/Classic Rock	<b>KIDS</b>	Miscellaneous
<b>AC</b>	Adult Contemporary	<b>MOR</b>	Middle of the Road
<b>AOR</b>	Album Oriented Rock/Classic Rock	<b>NAC</b>	Jazz/New Age
<b>BLCK</b>	Urban	<b>NEWS</b>	News
<b>CHLY</b>	Adult Contemporary	<b>NOA</b>	CP - Not On Air
<b>CHR</b>	Contemporary Hit Radio/Top 40	<b>NOST</b>	Nostalgia/Big Band
<b>CLAS</b>	Classical	<b>NPR</b>	Public/Educational
<b>CMDY</b>	Miscellaneous	<b>OLD</b>	Oldies
<b>CTRY</b>	Country	<b>PUBL</b>	Public/Educational
<b>DARK</b>	Station not on air	<b>REL</b>	Religion
<b>EASY</b>	Easy Listening/Beautiful Music	<b>ROCK</b>	Rock
<b>EDUC</b>	Public/Educational	<b>SAC</b>	Adult Contemporary
<b>ETHN</b>	Ethnic	<b>SPAN</b>	Spanish
<b>FOLK</b>	Miscellaneous	<b>SPRT</b>	Sports
<b>HITS</b>	Rock	<b>TALK</b>	Talk
<b>INFO</b>	Miscellaneous	<b>TRPC</b>	Spanish
<b>JACK</b>	Adult Contemporary	<b>URBN</b>	Urban
<b>JAZZ</b>	Jazz/New Age	<b>VAR</b>	Miscellaneous

## Advertising Rep Firm Codes

<b>ABC</b>	ABC Radio Sales	<b>LER</b>	Lotus Entravision Reps
<b>Alied</b>	Allied Radio Partners	<b>McGav</b>	McGavren Guild Radio
<b>CanBS</b>	Canadian Broadcast Sales	<b>MdWst</b>	Midwest Radio
<b>CBSEn</b>	CBS/Entercom Radio Sales	<b>MISpt</b>	Michigan Spot Sales
<b>CCRS</b>	Clear Channel Radio Sales	<b>MSSpt</b>	Midsouth Media Inc
<b>CHUM</b>	CHUM Radio Sales	<b>NESpt</b>	New England Spot Sales
<b>ClrCh</b>	Clear Channel	<b>Patt</b>	Patt Media Sales
<b>CMS</b>	Commercial Media Sales	<b>RegRp</b>	Regional Reps
<b>Crstl</b>	Christal Radio	<b>Riley</b>	Riley Representatives
<b>CSM</b>	Caballero Spanish Media	<b>RMR</b>	Regional Market Radio
<b>Cyr</b>	Cyr Associates	<b>RosIn</b>	Roslin Radio Sales Inc
<b>Dome</b>	Dome & Associates Inc	<b>Salem</b>	Salem Radio Reps
<b>D&amp;R</b>	D&R Radio	<b>SBS</b>	SBS Network
<b>Dora</b>	Dora-Clayton Agency Inc	<b>StdBS</b>	Standard Broadcast Sales
<b>Estmn</b>	Eastman Radio	<b>Svali</b>	Savalli Radio Reps
<b>Fmks</b>	J. L. Farmakis Inc	<b>Tachr</b>	The Tacher Co Inc
<b>FOCUS</b>	Local Focus 360	<b>Target</b>	Target Broadcast Sales
<b>Gillis</b>	Gillis Broadcasting Reps	<b>TelRp</b>	Telerep
<b>H&amp;R</b>	Hyatt/Ramsland Inc	<b>TNSpt</b>	Tennessee Spot
<b>IMS</b>	Integrated Media Services	<b>Univs</b>	Univision Radio Sales
<b>Infty</b>	Infinity	<b>URN</b>	Universal Radio Network
<b>InHse</b>	In House	<b>Wallc</b>	Hugh Wallace Bcstg
<b>Katz</b>	Katz Radio	<b>Willm</b>	Williams Radio Sales
<b>KatzH</b>	Katz Hispanic Media	<b>Wstrn</b>	Western Regional Bcst
<b>Ketel</b>	Kettell-Carter Inc		

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