



Radio YEARBOOK® 2015

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BIA/Kelsey's Radio Yearbook® 2015

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Thomas J. Buono, Publisher



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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® 2015* or other BIA publications or services should be directed to:
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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

2014 Population ¹	317,735,843
2014 Retail Sales ¹	\$4,616,966,202,813
2014 BIA/Kelsey's Estimated Over-the-Air Gross Radio Advertising Revenues	\$14,254,000,000

National Growth Rates

	'09-'14	'14-'19
Population (POP)	0.9%	1.0%
Households (HH)	0.6	1.4
Retail Sales (RS)	2.9	2.0
Total Personal Income (TPI)	1.8	2.3

2014 National Income

Per Capita	\$37,586
Median Household.....	\$73,033
Average Household	\$99,333

2014 National Ethnic Breakdown

Asian.....	5.6%
Black.....	12.8
White.....	63.4
Hispanic-Origin.....	17.4

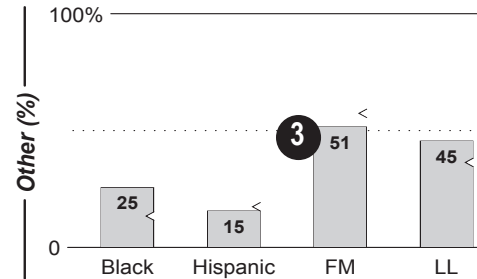
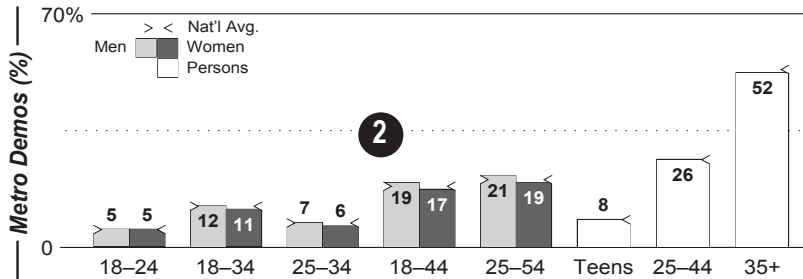
2014 National Demographic Breakdown

	Men	Women	Total
Under 12	8.0%	7.7%	15.7%
12-17	4.1	3.9	8.0
18-24	5.0	4.8	9.9
25-34	6.8	6.7	13.5
35-44	6.4	6.4	12.8
45-54	6.8	7.0	13.9
Over 55	12.1	14.3	26.4

¹ per Woods & Poole Economics, Inc.

Beaumont-Port Arthur, TX

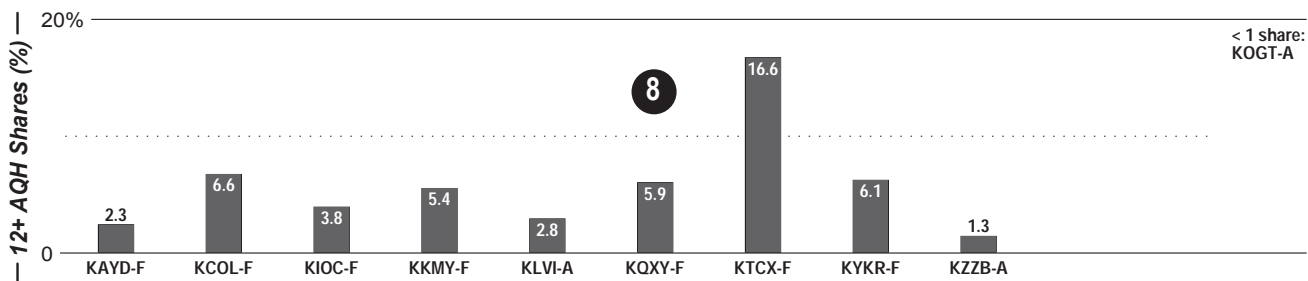
1 **Rank: 142** Pop: **393,800** Retail: **\$6.024B** Gross Rev: **\$11.5M** HH Inc: **\$99,568** ↑



Calls (FM)	FMT	City of License	Freq	PWR	HAAT	Combo	LMA	Rep	St	Owner	Acq	Price
KAYD	CTRY	Silsbee	101.7	10.5	503	d		Estmn	80	Cumulus Media Hldgs	0608	2,100
KCOL	HITS	Groves	92.5	50.0	440	b		iHM	83	iHeartMedia	0807	
KIOC	ROCK	Orange	106.1	100.0	1070	b		iHM	77	iHeartMedia	0807	
KKMY	CHR	Orange	104.5	100.0	764	b		iHM	72	iHeartMedia	0807	
KQXY	CHR	Beaumont	94.1	100.0#	361	d		Estmn	66	Cumulus Media Hldgs	9804	10,500
KTCX	URBN	Beaumont	102.5	50.0	492	d		Estmn	96	Cumulus Media Hldgs	9804	3,600
KXXF	SPAN	Winnie	105.3	50.0	492			Univs	89	Univs Media LLC	402	525
KYKR	CTRY	Beaumont	95.1	100.0	430	b		iHM	69	iHeartMedia	0807	

Calls (AM)	FMT	City of License	Freq	Day	Night	Combo	LMA	Rep	St	Owner	Acq	Price
KBED	SPRT	Nederland	1510	5.0	0.00	d		Estmn	69	Cumulus Media Hldgs	9804	
KBPO	SPAN	Port Neches	1150	0.5	0.06			Indlse	59	Christian Ministries	1303	63
KIKR	SPRT	Beaumont	1450	1.0#	1.00	d		Estmn	38	Cumulus Media Hldgs	9804	
KLVI	NEWS	Beaumont	560	5.0	5.00	b		iHM	24	iHeartMedia	0807	
KOGT	CTRY	Orange	1600	1.0	1.00				48	G-CAP Communications	9208	250
KRCM	SPAN	Shenandoah	1380	22.0#	0.04				47	DAIJ Media LLC	1109	575
KZZB	REL	Beaumont	990	1.0	1.00			Crstl	47	Martin Bcstg Inc	9208	70

Calls	General Manager	Address, City, State, Zip	Phone	Fax	Owner Phone
KAYD-FM	Leslie Guidry	755 S 11th St Ste 102, Beaumont, TX 77701	409-951-2500	409-833-9296	404-949-0700
KBED-AM	Leslie Guidry	755 S 11th St Ste 102, Beaumont, TX 77701	409-951-2500	409-833-9296	404-949-0700
KBPO-AM	Enrique Garza	PO Box 1290, Weslaco, TX 78399	956-968-7777	956-968-5143	956-968-7777
KCOL-FM	Tim Thomas	2885 IH-10 East, Beaumont, TX 77702	409-896-5555	409-896-5500	210-822-2828
KIKR-AM	Leslie Guidry	755 S 11th St Ste 102, Beaumont, TX 77701	409-951-2500	409-833-9296	404-949-0700
KIOC-FM	Tim Thomas	2885 IH-10 East, Beaumont, TX 77702	409-896-5555	409-896-5500	210-822-2828
KKMY-FM	Tim Thomas	2885 IH-10 East, Beaumont, TX 77702	409-896-5555	409-896-5500	210-822-2828
KLVI-AM	Tim Thomas	2885 IH-10 East, Beaumont, TX 77702	409-896-5555	409-896-5500	210-822-2828
KOGT-AM	Gary Stelly	PO Box 1667, Orange, TX 77631	409-883-4381	409-883-7996	409-883-4381
KQXY-FM	Leslie Guidry	755 S 11th St Ste 102, Beaumont, TX 77701	409-951-2500	409-833-9296	404-949-0700
KRCM-AM	Rubén Villarreal	1600 Pasadena Blvd, Pasadena, TX 77502	713-589-1336	713-589-1335	713-589-1336
KTCX-FM	Leslie Guidry	755 S 11th St Ste 102, Beaumont, TX 77701	409-951-2500	409-833-9296	404-949-0700
KXXF-FM	David Loving	5100 Southwest Freeway, Houston, TX 77056	713-965-2400	713-965-2401	713-922-9463
KYKR-FM	Tim Thomas	2885 IH-10 East, Beaumont, TX 77702	409-896-5555	409-896-5500	210-822-2828
KZZB-AM	Darrell Martin	2531 Calder Ave, Beaumont, TX 77702	409-833-0990	409-833-0995	281-837-8777



Metro Market Stations' Key

1 Market Statistics

Metro Rank: The current ranking (Fall 2014) of the Nielsen Audio Market by size of population based on the U.S. Census.

Pop: The 2014 population estimate of the market from Woods & Poole Economics, Inc. (see Copyrights).

Retail: The estimated 2014 total retail sales in the market from Woods & Poole Economics, Inc. (see Copyrights). **M** = millions and **B** = billions.

Gross Rev: BIA/Kelsey's estimate of 2014 over-the-air 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 2014 average household income from Woods & Poole Economics, Inc. (see Copyrights). The arrow to the right of the figure indicates whether the figure is higher or lower than the national average.

2 Metro Demos

This is a graphical presentation of the gender and age percentage breakdown in the market for 2014. 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 Nielsen Audio'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/Kelsey, 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 Nielsen Audio Ratings

BIA/Kelsey is licensed by Nielsen Audio 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 2014 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 Nielsen Audio (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.

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.

TPI: Total Personal Income - After tax disposable income available in the market.

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

9020	Oldies	KIDS	Miscellaneous
AAA	Rock	MOR	Middle of the Road
AC	Adult Contemporary	NAC	Jazz/New Age
AOR	Album Oriented Rock/Classic Rock	NEWS	News
BLCK	Urban	NOA	CP - Not On Air
BLUE	Urban	NOST	Nostalgia/Big Band
BOB	Adult Contemporary	NPR	Public/Educational
CHLY	Adult Contemporary	OLD	Oldies
CHR	Contemporary Hit Radio/Top 40	POP	Contemporary Hit Radio/Top 40
CLAS	Classical	PRDE	Contemporary Hit Radio/Top 40
CMDY	Miscellaneous	PUBL	Public/Educational
CTRY	Country	REGA	Miscellaneous
DANC	Contemporary Hit Radio/Top 40	REL	Religion
DARK	Station not on air	ROCK	Rock
EASY	Easy Listening/Beautiful Music	SAC	Adult Contemporary
EDUC	Public/Educational	SAM	Adult Contemporary
ELTR	Rock	SEAS	Seasonal
ETHN	Ethnic	SPAN	Spanish
FMLY	Miscellaneous	SPNW	Spanish News
FOLK	Miscellaneous	SPRT	Sports
FRCH	French	TALK	Talk
HITS	Oldies	TRPC	Spanish
INFO	Miscellaneous	URBN	Urban
JACK	Adult Contemporary	VAR	Miscellaneous
JAZZ	Jazz/New Age		

Advertising Rep Firm Codes

ABCRS	ABC Radio Sales	Focus	Local Focus 360
Alied	Allied Radio Partners	McGav	McGavren Guild Radio
Astrl	Astral Radio Plus	MISpt	Michigan Spot Sales
Bell	Bell Media Radio Sales	MdWst	Midwest Radio
CanBS	Canadian Broadcast Sales	MPV	MPV Radio Sales
CBSEn	CBS/Entercom Radio Sales	NPM	National Public Media
Crstl	Christal Radio	NESpt	New England Spot Sales
CMR	Corporacion Mexicana de Radio	Patt	Patt Media Sales
Cyr	Cyr Associates	Rdram	Radorama
Dora	Dora-Clayton Agency Inc	RMR	Regional Market Radio
Estmn	Eastman Radio	RegRp	Regional Reps
EVS	Entravision Solutions	Riley	Riley Representatives
Gnsis	Genesis Media Holdings	RosIn	Roslin Radio Sales Inc
Gilis	Gillis Broadcasting Reps	Salem	Salem Radio Reps
GForc	Groupe Force Radio	SOMER	Sociedad Mexicana de Radio
Wallc	Hugh Wallace Inc	Target	Target Broadcast Sales
H&R	Hyatt/Ramsland Inc	TNSpt	Tennessee Spot
iHM	iHeartMedia Multi Market Sales	Tachr	The Tacher Co Inc
InHse	In House	UnEP	Universal EP
InLR	In-Language Radio	Univs	Univision Radio Sales
Fmks	J. L. Farmakis Inc	WW1NS	Westwood One National Sales
Katz	Katz Radio	Willm	Williams Radio Sales
KatzH	Katz Hispanic Media		