

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	2004 Est Revenue (000)1/	Power Ratio	Avg '04 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2004	Spring 2004	Fall 2003	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001
KPAT	Orcutt	B1	95.7	3.3	735	c	Amer General Media	87	0001	900		HpHop/R&BO	550	0.50	18.3	7.8	10.9	9.1	4.3	7.8	3.3	2.8	3.2
● KSYV	Solvang	A	96.7	0.4	1217		Knight Bcstg Inc	82	0112	655		AC	225	3.41	1.1	2.3	0.8	0.4	0.0	0.0	0.9	0.0	0.0
KXFM	Santa Maria	B	99.1	2.3	1906	a	Clear Channel Comm	59	0012		g1	Clsc Rock	450	1.34	5.6	3.1	3.3	2.8	4.3	7.8	3.7	7.6	2.4
KRQK	Lompoc	B1	100.3	3.7	863	c	Amer General Media	79	9912	1,300		Mexican	725	1.22	9.9	3.1	4.2	6.7	9.4	4.3	7.5	4.8	2.0
KSNI	Santa Maria	B	102.5	13.5	860	a	Clear Channel Comm	60	0012		g1	Country	725	1.12	10.8	6.6	6.7	5.1	9.4	4.8	5.1	5.2	6.3
KBOX	Lompoc	B1	104.1	5.7	682	c	Amer General Media	68	0004		na	AC	425	1.24	5.7	1.6	4.6	1.6	3.1	5.7	2.3	4.4	4.4
KWSZ	Lompoc	A	105.1	0.4	1217		Mapleton Comm	99	0301	1,050		Lite Rock	75	0.42	3.0	0.8	1.7	1.6	1.6	1.3	0.9	1.2	0.0
KIDI	Guadalupe	A	105.5	0.4	1342	b	Emerald Wave Media	92	0204		st	Spn/Mex/VHt	825	0.92	15.0	3.1	5.4	11.0	6.6	5.2	8.4	5.2	6.7
KSMY	Lompoc	B1	106.7	3.5	879	a	Clear Channel Comm	98	0012		g1	Mexican	400	0.88	7.6	10.5	6.7	1.6	1.2	1.3	1.9	2.4	2.8
# FM Stations -					9	# Combos -			7	FM TOTALS					77.0	38.9	44.3	39.9	39.9	38.2	34.0	33.6	27.8

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	2004 Est Revenue (000)1/	Power Ratio	Avg '04 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2004	Spring 2004	Fall 2003	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001
KGDP	Orcutt	B	660	10.0	1.00		Radio Reps Inc	87				Chrst/Talk	400	4.44	1.5	0.4	0.8	0.8	0.0	0.9	0.9	1.6	0.4
KSMA	Santa Maria	C	1240	1.0	1.00	a	Clear Channel Comm	46	0012		g1	Nws/Tlk/Spt	400	0.72	9.2	5.5	4.6	5.5	2.3	3.9	1.9	4.0	3.6
KTME	Lompoc	D	1410	0.5	0.08	d	Mapleton Comm	63	0304	1,300	c1	Talk			0.7	0.4	0.4	0.4	0.8	0.0	0.0	1.2	0.8
KUHL	Santa Maria	B	1440	5.0	1.00	d	Mapleton Comm	46	0304		c1	Talk	375	1.39	4.5	3.5	2.1	2.8	1.2	2.2	4.7	6.8	7.1
KSBQ	Santa Maria	D	1480	1.0	0.06		Lazer Bcstg Corp	61	0002	225		Span/Mexcn			1.1	0.8	0.0	1.2	0.0	0.0	1.4	0.0	0.0
KTAP	Santa Maria	D	1600	0.5	0.00	b	Emerald Wave Media	62	0204		st	Mexican	350	0.94	6.2	2.7	2.5	4.3	0.0	1.3	2.8	1.2	0.0
# AM Stations -					6	# Combos -			4	AM TOTALS					23.2	13.3	10.4	15.0	4.3	8.3	11.7	14.8	11.9
Stations Profiled -					15	# Duopolies -			4	Total Local Commercial Share						52.2	54.7	54.9	44.2	46.5	45.7	48.4	39.7

● Indicates a change since last edition
1/ See introduction section for interpretation of revenue estimates.