

ARKANSAS BUSINESS LIST: TELEVISION STATIONS

Ranked by Nielsen household rating/share for May 2005

Little Rock Television Stations

Station Address, Phone	Sign On/Sign Off*	2005	2005	2005	2005	2005	2005	2005	2005
		2004	2004	2004	2004	2004	2004	2004	2004
		2003	2003	2003	2003	2003	2003	2003	2003
		2002	2002	2002	2002	2002	2002	2002	2002
		6 a.m.	Noon	5 p.m.	6 p.m.	10 p.m.	Common Prime†	Total Prime††	
1 KATV-TV, Channel 7 (ABC) 401 Main St., Little Rock 72201 (501) 324-7777		5.4/18	5.2/20	4.3/16	12.6/31	13.8/29	10.6/24	5.7/10	6.1/11
		5.7/16	7/26	4.2/13	13.1/30	14.8/28	11.9/25	5.1/9	5.5/10
		4/16	—	—	13.7/30.1	16.6/31.2	11.6/23.6	6/11	6/10.7
		4/15	—	4/16	11/27	14/29	12/24	5/10	6/10
2 KTHV-TV, Channel 11 (CBS) 720 Izard St., Little Rock 72201 (501) 376-1111		5.1/17	7.6/29	4.6/17	4/10	7/15	9.6/22	10.3/19	10.1/19
		5.2/16	7.4/28	5.7/18	5.5/12	7.8/15	10.6/22	9.3/16	9/16
		4/16	—	6/20.6	7.8/17.1	8.8/16.5	10.3/21.1	11/20	11.2/20
		4/13	—	3/13	6/15	8/16	10/19	9/16	8/16
3 KARK-TV, Channel 4 (NBC) 1401 W. Capitol Ave., Little Rock 72201 (501) 340-4444		4/13	4.7/18	6.6/24	6.9/17	6.2/13	6.8/15	5.1/9	5.6/10
		4.3/13	3.6/14	7.7/25	7.7/17	6.6/13	6.8/14	6.8/12	6.6/12
		3/11	—	7.5/25.9	7.4/16.3	7.2/13.5	7.2/14.6	5/10	6.5/11.6
		4/12	—	7/26	6/14	5/11	7/14	6/12	7/13
4 KLRT-TV, Channel 16 (Fox) 10800 Col. Glenn Road, Little Rock 72204 (501) 225-0016		1.3/4	—	1.2/4	1.5/4	1.7/4	4.3/8#	5.9/11	4.6/9
		1.4/4	—	2/6	1.9/4	2.6/5	1.8/3	5.5/10	3.8/7
		1/3	—	1/2	1/3	2/4	1/2	4/6	3/5
		1/4	—	1/4	1/3	3/6	3/6	3/5	2/4
5 KASN-TV, Channel 38 (UPN) 10800 Col. Glenn Road, Little Rock 72204 (501) 225-0038		1.2/4	0.1/0	1.2/5	—	1.6/3	0.8/2	3.0/5	2/4
		1.3/4	—	1.6/5	—	1.9/4	—	1.8/3	1.2/2
		1/2	—	1/4	—	1/2	1/2	2/3	1/3
		1/2	—	1/2	1/3	1/3	1/2	2/3	2/3
6 KWBF-TV, Channel 42 (WB) 1 Shackelford Drive, Little Rock 72211 (501) 221-0400		0.2/1	—	—	—	—	—	1.2/2	0.7/1
		0.2/0	—	—	0.4/1	0.2/0	—	0.7/1	0.6/1
		—	—	—	—	—	—	1/2	1/1
		—	—	—	—	—	—	1/2	1/2
NR KETS-TV, Channel 2 (PBS) 350 S. Donaghey, Conway 72032 (501) 450-1727		—	—	—	—	—	1.0/1	1.0/1	1/1
		0.4/1	0.5/2	0.1/0	0.2/0	0.3/1	0.6/1	1/2	0.9/2
		—	—	—	—	1/1	—	1/1	1/1
		—	—	—	—	—	—	1/2	1/2
NR KYPX-TV, Channel 22/49 (Pax) 1 Shackelford Drive, Little Rock 72211 (501) 221-0400		—	—	—	—	—	—	—	—
		0.2/1	—	—	—	—	—	0.6/1	0.6/1
		—	—	—	—	—	—	—	—
		—	—	—	—	—	1/1	1/1	1/1

Source: Nielsen Media Research, the stations. *6-2 a.m. and 5 a.m.-5:30 a.m., Mon.-Sun. †7-9 p.m. Mon.-Sat. and 6-9 p.m. Sun. ††7-10 p.m. Mon.-Sat. and 6-10 p.m. Sun. (—) indicates fewer than 1,000 households. Time slots are Monday-Friday half-hour blocks except where noted. #Fox 16 News from 9-10 p.m. rather than 10 p.m.

Jonesboro

Station Address, Phone	Sign On/Sign Off*			
	2005	2004	2003	2002
1 KAIT-TV, Channel 8 (ABC) Highway 141 North, Jonesboro 72401 (870) 931-8888	6/26	8/25	8/28	8/27
2 WREG-TV, Channel 3 (CBS) 803 Channel 3 Drive, Memphis, TN 38101 (901) 543-2333	1/4	1/4	1/4	1/3
3 WHBQ-TV, Channel 13 (Fox) 485 S. Highland St., Memphis, TN 38111 (901) 375-9324	1/3	1/3	1/3	1/3
3 WMC-TV, Channel 5 (NBC) 1960 Union Ave., Memphis, TN 38104 (901) 726-0416	1/2	1/3	1/3	1/3

Fort Smith

Station Address, Phone	Sign On/Sign Off*			
	2005	2004	2003	2002
1 KFSSM-TV, Channel 5 (CBS) 318 N. 13th St., Fort Smith 72901 (479) 783-3131	4/17	5/17	5/17	4.8/17
2 KHBS/KHOG-TV, Channels 29/40 (ABC) 2415 N. Albert Pike, Fort Smith 72914 (479) 521-1010	4/15	4/15	4/13	4.2/15
3 KFTA/KNWA, Channels 24/51 (NBC) 4624 Kelley Hwy., Fort Smith 72904 (479) 785-2400	2/6	3/8	2/6	2.4/8
4 KPBI-TV, Channel 46/15 (Fox) 523 Garrison Ave., Suite 201, Fort Smith 72901 (479) 785-4600	1/3	1/2	1/2	1/3

Sources: Nielsen Media Research May 2005 Survey, the stations. *6-2 a.m. Monday-Sunday. (—) indicates fewer than 1,000 households.

Research by Gwen Moritz

ARKANSAS BUSINESS LIST: RADIO STATIONS

Ranked by share (above 1.0) in Spring 2005 ratings period

Little Rock Metro Area Radio Stations

Station Address, Phone	Spring 2005			Station Address, Phone	Spring 2005		
	Winter 2004	Format	Frequency		Winter 2004	Format	Frequency
12-Plus Share			12-plus Share				
1 KSSN-FM (Clear Channel) 10800 Col. Glenn Road, Little Rock 72204, (501) 217-5000	9.7	Country	95.7 MHz	6 KHKN-FM (Clear Channel) 10800 Col. Glenn Road, Little Rock 72204, (501) 217-5000	5	Country	106.7 MHz
	12.1				5.2		
2 KIPR-FM (Citadel) 700 Wellington Hills Road, Little Rock 72211, (501) 401-0200	8.6	Urban	92.3 MHz	6 KLAL-FM (Citadel) 700 Wellington Hills Road, Little Rock 72211, (501) 401-0200	5	Pop/ Contemporary Hits	107.7 MHz
	7.4	Contemporary			4.7		
3 KURB-FM (Citadel) 700 Wellington Hills Road, Little Rock 72211, (501) 401-0200	6.5	Hot Adult	98.5 MHz	8 KHTE-FM (Archway) 1 Shackelford Drive, Suite 400, Little Rock 72211, (501) 219-2400	4.2	Rhythmic	96.5 MHz
	6	Contemporary			4		
3 KOKY-FM (Citadel) 700 Wellington Hills Road, Little Rock 72211, (501) 401-0200	6.5	Urban Adult	102.1 MHz	9 KDJE-FM (Clear Channel) 10800 Col. Glenn Road, Little Rock 72204, (501) 217-5000	3.9	Pop/ Contemporary Hits	100.3 MHz
	5.5	Contemporary			4.3		
5 KARN-AM/FM Combo (Citadel) 700 Wellington Hills Road, Little Rock 72211, (501) 401-0200	6.2	News Talk Information	920 KHz	10 KABZ-FM (Signal Media) 2400 Cottondale Lane, Little Rock 72202, (501) 661-1037	3.6	Talk/Personality	103.7 MHz
	6.9				3.2		

ARKANSAS BUSINESS LIST: RADIO STATIONS

Little Rock Metro Area Radio Stations (Continued)

Ranked by share (above 1.0) in Spring 2005 ratings period

Station Address, Phone	Spring 2005 Winter 2004 12-plus Share	Format	Frequency
11 KKPT-FM (Signal Media) 2400 Cottdale Lane, Little Rock 72202, (501) 664-9410	3.4 3.7	Classic Rock	94.1 MHz
11 KOLL-FM (Archway) 1 Shackelford Drive, Little Rock 72211, (501) 219-2400	3.4 1.4	Oldies	106.5 MHz
13 KMJX-FM (Clear Channel) 10800 Col. Glenn Road, Little Rock 72204, (501) 217-5000	3.3 4.1	Classic Rock	105.1 MHz

Ranked by share (above 1.0) in Spring 2005 ratings period

Station Address, Phone	Spring 2005 Winter 2004 12-plus Share	Format	Frequency
14 KPZK-FM/AM (Citadel) 700 Wellington Hills Road Little Rock 72211, (501) 401-0200	2.8 NA	Gospel	101.7 MHz
15 KMSX-FM (Clear Channel) 10800 Col. Glenn Road, Little Rock 72204, (501) 217-5000	2.2 2.9	AC	94.9 MHz
16 KKZR-FM (Archway) 400 Hardin Road, Little Rock 72211, (501) 219-1919	1.2 1.7	Rock	93.3 MHz

Fayetteville Area Radio Stations*

Ranked by share of Spring 2005 northwest Arkansas market

Address, Phone	Spring 2005 Fall 2004 12-plus Share	Format	Frequency
1 KKIX-FM (Clear Channel) 4209 Frontage Road, Fayetteville 72703, (479) 582-1079	9.3 8.3	Country	103.9 MHz
2 KMXF-FM (Clear Channel) 4209 Frontage Road, Fayetteville 72703, (479) 582-1079	7.9 5.4	Hot Adult Contemporary	101.9 MHz
3 KMCK-FM (Cumulus) 24 E. Meadow St., Suite 1, Fayetteville 72701, (479) 521-5566	7.6 7.7	Contemporary Hits/Pop	105.7 MHz
4 KEZA-FM (Clear Channel) 4209 Frontage Road, Fayetteville 72703, (479) 582-1079	6.1 7.4	Adult Contemporary	107.9 MHz
5 KIGL-FM (Clear Channel) 4209 Frontage Road, Fayetteville 72703, (479) 582-1079	5.8 8.3	Classic Rock	93.3 MHz
6 KXNA-FM (Butler Br. Co.) 70 N. East Ave., Fayetteville 72703, (479) 521-5128	5.5 5.4	Alternative	104.9 MHz

Address, Phone	Spring 2005 Fall 2004 12-plus Share	Format	Frequency
7 KAMO-FM (Cumulus) 24 E. Meadow St., Suite 1, Fayetteville 72701, (479) 521-5566	4.7 5.1	Oldies	94.3 MHz
7 KBVA-FM (Hendren Radio) Highway 72 East, Gravette 72736, (479) 787-6411	4.7 5.1	Big Band/Misc.	106.5 MHz
9 KQSM-FM (Cumulus) 24 E. Meadow St., Suite 1, Fayetteville 72701, (479) 521-5566	4.1 3.1	Country	98.3 MHz
10 KSEC-FM (Vega Enterprises Inc.) 401 N. Second St., Rogers 72756, (479) 631-0202	3.5 4.9	Mexican regional	95.7 MHz
10 KKEG-FM (Cumulus) 24 E. Meadow St., Suite 1, Fayetteville 72701, (479) 521-5566	3.5 3.7	Rock	92.1 MHz
10 KFAY-AM (Cumulus) 24 E. Meadow St., Suite 1, Fayetteville 72701, (479) 521-5566	3.5 4.9	News/Talk	1030 KHz

Fort Smith Area Radio Stations*

Ranked by share of Fall 2004 Fort Smith market

Station Address, Phone	Fall 2004 Fall 2003 12-Plus Share	Format	Frequency
1 KMAG-FM (Clear Channel) 423 Garrison Ave., Fort Smith 72901, (479) 782-8888	10.4 10.0	Country	99.1 MHz
2 KOMS-FM (Cumulus) P.O. Box 3471, Fort Smith 72913, (479) 474-3422	10.0 11.2	Country	107.3 MHz
3 KTCS-FM (Big Chief) P.O. Box 180188, Fort Smith 72918, (479) 646-6151	8.5 7.4	Country	99.9 MHz
4 KISR-FM (Stereo 93 Inc.) 605 N. Greenwood Ave., Fort Smith 72901, (501) 785-2526	7.8 10.0	Contemporary Hits/Pop	93.7 MHz
4 KWHN/KYHN (Clear Channel) 311 Lexington Ave, Fort Smith 72901, (479) 782-8888	7.8 2.2	News/Talk	1650 KHz
6 KLSZ-FM (Cumulus) 4608 Radio Tower Road, Van Buren 72956, (479) 410-1000	5.9 4.1	Classic Rock	102.7 MHz

Station Address, Phone	Fall 2004 Fall 2003 12-Plus Share	Format	Frequency
7 KZBB-FM (Clear Channel) 423 Garrison Ave., Fort Smith 72901, (479) 782-8888	5.2 6.7	Contemporary Hits/Pop	97.9 MHz
8 KKBD-FM (Clear Channel) 423 Garrison Ave., Fort Smith 72901, (479) 782-8888	4.4 4.8	Hot Adult Contemporary	95.9 MHz
9 KEZA-FM (Clear Channel) P.O. Box 8190, Fort Smith 72703, (479) 521-0104	4.1 4.1	Light Rock	107.9 MHz
10 KBBQ-FM (Cumulus) 323 N. Greenwood, Fort Smith 72913, (501) 474-3422	3.7 3.3	Urban	100.7 MHz
11 KZKZ-FM (Family) P.O. Box 6210, Fort Smith 72906, (479) 646-6700	1.9 3.7	Christian	106.3 MHz
12 KFPW-AM (Prime LLC) 605 N. Greenwood Ave., Fort Smith 72901 (501) 785-2526	1.5 3.7	Nostalgia	1230 KHz

Jonesboro Area Radio Stations*

Ranked by share of Spring 2005 Jonesboro market

Station Address, Phone	Spring 2005 Spring 2004 12-Plus Share	Format	Frequency
1 KDXY-FM (Saga) 1720 S. Caraway Road, Jonesboro 72401, (870) 930-9105	18.4 20.9	Country	104.9 MHz
2 KIYS-FM (Clear Channel) 407 W. Parker Road, Jonesboro 72404, (870) 935-5598	11.2 9.3	Hot Adult Contemporary	101.9 MHz
3 KDEZ-FM (Saga) 314 Union St., Jonesboro 72401, (870) 933-8800	9.4 8.3	Classic Rock	100.5 MHz
4 KWHF-FM (Clear Channel) PO Box 1737, Jonesboro 72403, (870) 932-1079	9.2 4.7	Alternative	95.9 MHz
5 KJBX-FM (Saga) 512 W. Washington Ave., Jonesboro 72401, (870) 930-9300	9.2 9.3	Adult Contemporary	106.7 MHz
6 KFIN-FM (Clear Channel) 403 W. Parker Road, Jonesboro 72404, (870) 932-1079	7.1 11.6	Country	107.9 MHz

Station Address, Phone	Spring 2005 Spring 2004 12-Plus Share	Format	Frequency
7 WHRK-FM (Clear Channel) 3627 Benjestown Road, Memphis, TN 38127, (901) 353-2840	5.1 2.3	Urban	97.1 MHz
8 KBTM-AM (Clear Channel) 407 W. Parker Road, Jonesboro 72404, (870) 935-5598	3.1 3.5	News/Talk	1230 KHz
9 WEGR-FM (Clear Channel) 203 Beale St., Memphis, TN 38103, (901) 578-1103	2.0 5.8	Classic Rock	102.7 MHz
10 KCJF-FM (East Arkansas Broadcasters) P. O. Box 789, Wynne 72396, (870) 238-5253	1.0 NA	Classic Rock	103.9 MHz
10 KNEA-AM (Clear Channel) 407 West Parker Road, Jonesboro, (870) 932-8400	1.0 2.3	Gospel	970 KHz
10 WMPW-FM (Citadel) 5629 Murray Road, Memphis 38119, (901) 535-0999	1.0 1.2	Urban	98.9 MHz

Sources: Fall 2004 and Spring 2005 Arbitron surveys. The share is the percent of listeners 12 and older tuned in. Only commercial stations are listed; public stations are not part of the survey.
*Market surveyed only in spring and fall

Research by Gwem Moritz