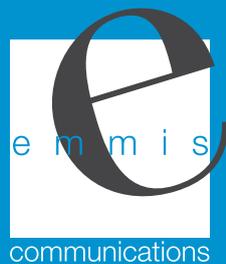




greatmedia.greatpeople.greatservice.SM
agreatstory.



aboutemmis

Emmis Communications Corporation (Nasdaq: EMMS) owns 18 FM and 3 AM radio stations that serve the nation's largest markets of New York, Los Angeles and Chicago as well as Phoenix, St. Louis, Indianapolis and Terre Haute, IN. In addition, Emmis owns 16 television stations, two radio networks, regional and specialty magazines and ancillary businesses in broadcast sales, publishing and interactive products. In March, the company entered into an agreement to purchase a 50.1 percent stake in six radio stations in Austin, TX. That acquisition is expected to close during the company's second fiscal quarter.

Emmis Communications was founded in 1980, and the company launched its first radio station, WENS-FM, in July 1981. As Emmis (the Hebrew word for "truth") acquired more radio stations across the nation, it established a reputation for sound operations and emerged as a radio industry leader and innovator. Emmis was the first broadcast company to own top-rated radio stations in both L.A. and New York, and it pioneered such concepts as the all-sports format.

The company launched its magazine division in 1988 with the purchase of *Indianapolis Monthly*, and moved into the world of international radio in 1997, when it was awarded a license to operate a national radio network in Hungary. In 1998, Emmis expanded into television by buying six television stations in markets throughout the United States. In the last four years, the company has added properties in each of its divisions.

With its emphasis on sound operations, integrity, community involvement, innovation and fun, the company's culture has been repeatedly lauded by both its employees and its peers. Trade publications have regularly cited the company's leaders as being among the best in the business. In 2001, *Radio Ink* magazine named CEO Jeff Smulyan its Executive of the Year.

Emmis became a public company in 1994. It maintains its worldwide headquarters in Indianapolis, where the company was founded.

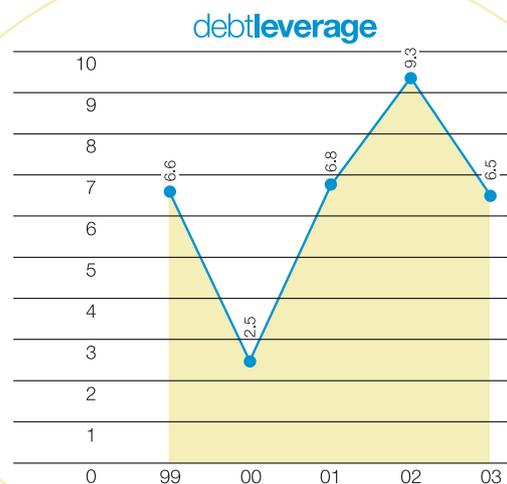
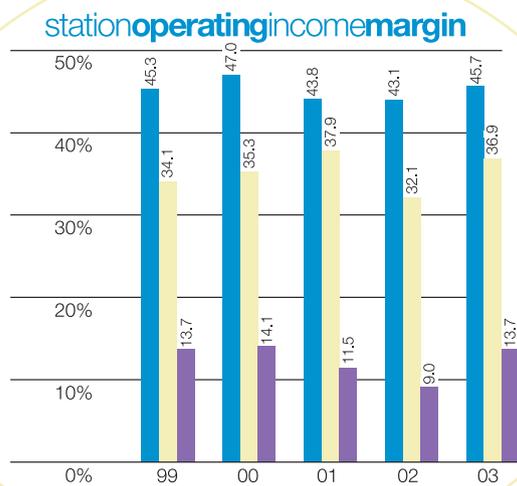
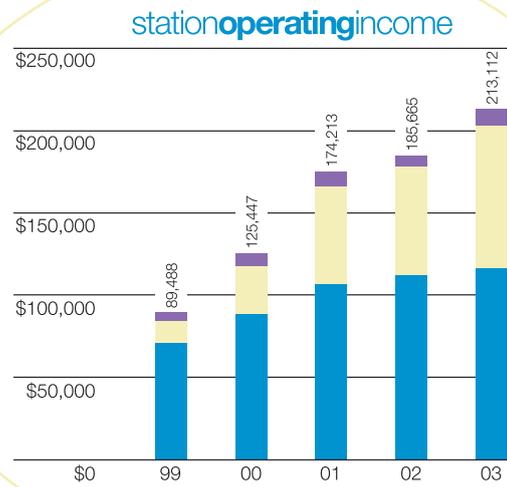
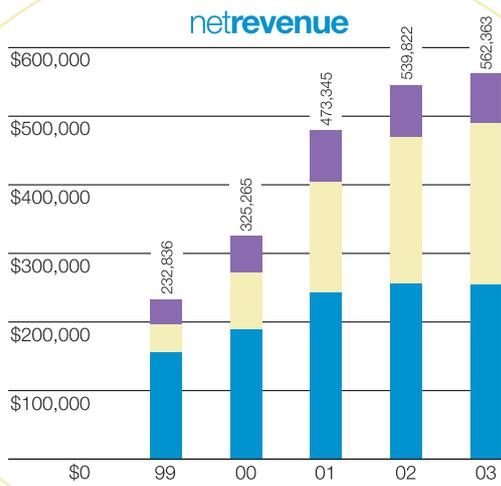
This annual report contains certain non-GAAP measures. For a presentation of the directly comparable GAAP measures and a reconciliation of the non-GAAP measures to the comparable GAAP measures, see the attachment to the back of our Form 10-K in this Annual Report.

emmiscommunications
abbreviated
financial
highlights

(in thousands except for per share data)
year ended Feb 28 (29)

	99	00	01	02	03
net revenues	\$ 232,836	\$ 325,265	\$ 473,345	\$ 539,822	\$ 562,363
station operating income	89,488	125,447	174,213	185,665	213,112
station operating income margin	38.4%	38.6%	36.8%	34.4%	37.9%
leverage	6.6x	2.5x	6.8x	9.3x	6.5x

radio tv publishing

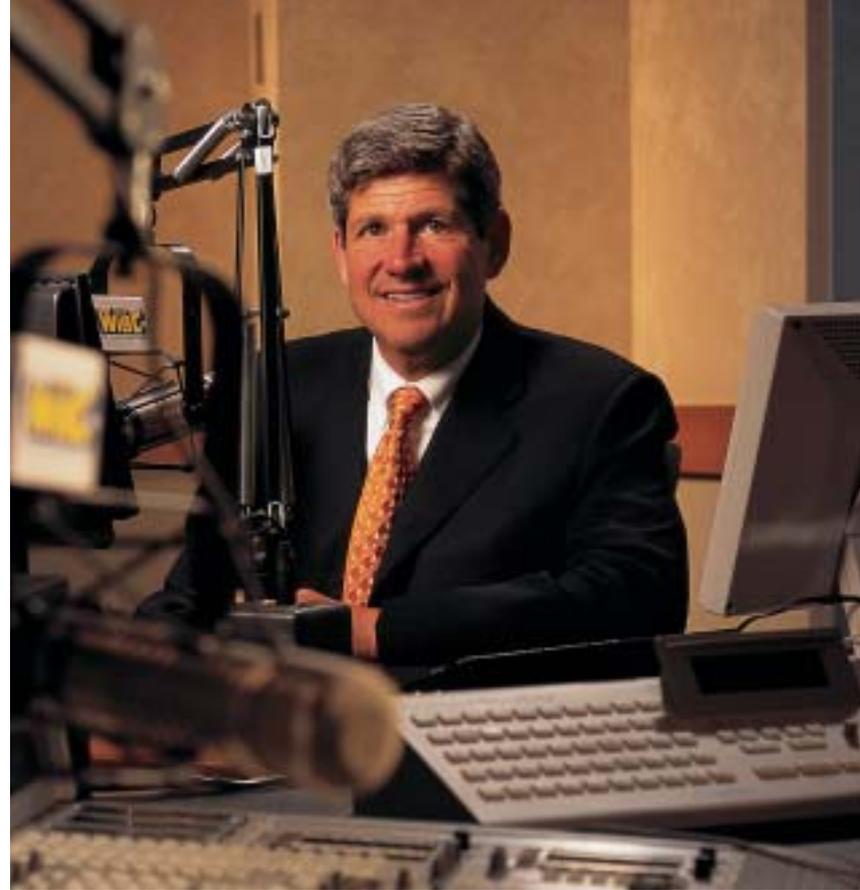


We've titled this year's annual report "A Great Story" for a few reasons. First of all, we believe Emmis Communications is indeed what Wall Street calls A Great Story. We've got a great mix of high-quality media properties, a well-positioned business plan and a continued upside.

In addition, we think this company is full of great stories: about innovation and service, about how our employees, stations and divisions create and distribute some of the best media content in America, and about our consistently solid operations and performance.

But we also chose that title because in fiscal 2003, Emmis experienced many of the elements of a great literary story: adversity, perseverance, unexpected plot twists, remarkable successes and an overriding sense that the best is yet to come. We feel we responded well to the challenges of the past year and emerged as a company that is stronger and more focused than ever before. Our numbers bear that out: We were able to build our overall net revenue and drive our operating margin in a difficult environment—all while continuing to reduce our debt leverage levels. To me, this is a tremendous achievement, a tribute to the hard work, loyalty and ingenuity of Emmis' people. I could not be prouder of their accomplishments.

To know the full Emmis story, you have to go back to 1980, when we were a start-up company in a mid-sized media market. We had bought a small station with a strong signal in a little town outside of Indianapolis, and we were determined to make it a viable entity in Indianapolis radio. I found a great team (including current Radio Division President Rick Cummings) that identified an underserved market niche and programmed a station to fill it. On the Fourth of July, 1981, we threw the switch on WENS and, with a music-heavy adult-contemporary format and a music-focused marketing campaign, we created a major force in the market. Within a few months, WENS became one of the city's top three stations.



Jeffrey H. Smulyan, Chairman of the Board, President and CEO

Over the next five years, Emmis bought six more stations, including WQHT-FM and KPWR-FM, which would ultimately give us the No. 1 stations in both New York and Los Angeles. Emmis was off and running.

In the ensuing years, we built Emmis into the company it is today not by leaving behind those start-up days, but by adhering to the lessons we learned: Value people not as assets but as engines of innovation. Don't just identify the latest hot trend and exploit it; create new trends and make them matter. Don't try to create a cookie-cutter that will work in every market; identify the unique needs of each market and meet them. Grow not for the sake of growth, but remain focused on creating long-term value for shareholders, employees and communities. Adapt to changes in the marketplace, but don't change your core principles. And don't just draw revenue from your communities; make them better places to live.

With these guiding principles, we built a diverse media organization with radio, TV and publishing operations in cities across America and in Hungary and Argentina. Also with those guiding principles, we navigated through the successes and challenges of the past year.

In our Radio Division, we faced the general economic slowdown and ad-industry roller-coaster while also confronting a direct format attack on one of our most successful stations, hip-hop powerhouse WQHT-FM (Hot97) in New York. When a competitor targeted Hot97 by switching an R&B station to a hip-hop format and going commercial-free for three months, WQHT experienced an initial ratings drop. But that drop did not last long — in short order, Hot97 regained its market share and re-established itself as one of New York's two top stations. At the same time, our New York R&B station, WRKS-FM, took advantage of the competitor's switch to claim a larger audience, and our third New York station, WQCD-FM, also managed to improve its position, giving us three stations in the Top Ten in New York. In other words, we took a highly visible challenge in one of our



As host of the No. 1 morning show on L.A.'s No. 1 radio station (KPWR-FM), Big Boy not only has hundreds of thousands of listeners a day, but he also attracts the likes of Shaq and Will Smith to join him on-air. And it's all good: The 2002 Marconi Award winner throws his weight around to raise big bucks for L.A. charities.

Moregreatmedia: Emmis publications grabbed a full third of all City and Regional Magazine Association Awards last year. • With two tropical storms bearing down on New Orleans, residents knew where to turn for information: WVUE-TV's ratings tripled.

key markets and turned it into a dramatic success story—by the end of the fiscal year, we were outperforming the market. But New York was far from the only radio bright spot. We also held onto the No. 1 position in Los Angeles with KPWR-FM, and saw solid ratings gains in many of our other markets. In recent months, we have seen the ratings gains pay handsomely, as we have converted listener share into increased revenue share in most Emmis cities. Nationally, we are solidly outperforming our markets.

In television, we combined a heavy news emphasis with smart programming choices and political dollars to create ratings and revenue share growth at nearly every station. Each station executed its individual strategic plan, and the result was a division-wide revenue increase of 14 percent and profitability increase of 27 percent—numbers that gave us one of the highest growth rates in the television industry. Market-by-market, we made incredible progress, including our multi-market acquisition of Dr. Phil (which increased time-slot viewership by triple digits in some markets) and our Orlando station's (WKCF-TV) ranking as the nation's No. 1-rated WB affiliate. We think we have demonstrated that the entrepreneurial skills we developed in radio have translated spectacularly to American television.

Our smaller divisions, Publishing and International, also enjoyed successful albeit challenging years. The print industry, whose margins are slimmer than those of broadcast media, was hit particularly hard by the ad recession, but our magazines performed superbly, finding creative ways to attract revenue at a time when traditional ad dollars

greatservice

An Indianapolis plastic surgeon who wanted to boost his client base turned to WYXB-FM account executive JoLynn Shallop, who didn't just sell him an ad—she helped him find better seminar locations, changed his marketing focus and found a vendor willing to provide co-op dollars and products for giveaways. The result? Seminar attendance jumped five-fold.

Moregreatservice: To support local schools, WLUK-TV shot video of more 150 Green Bay-area high school valedictorians for inclusion in congratulatory PSAs.
• After race riots shook its city, Cincinnati magazine devoted an entire issue to local residents' varied perspectives on race relations.

employees on a stock-compensation program—we whittled that debt down to less than 6.5 times cash flow, with further reductions expected.

We were pleased to add former CBS Television President and CEO Peter Lund to our Board of Directors, increasing the number of outside directors on a board that has already been lauded for its outsider composition. And we were honored to receive the coveted Hubbard Award, given by the National Association of Broadcasters to recognize a commitment to the communities in which we operate. Just after the close of the fiscal year, we announced our intention to purchase a 50.1 percent stake in the LBJ stations in Austin, TX (expected to close in our second fiscal quarter).

If you want to know how Emmis will operate in the coming year, use this past year—or, actually, the past 20 years—as a guide. We will focus on growing revenue, managing costs and operating the stations and publications we own in the best possible manner. And we will continue to look for strategic transactions in both radio and TV that will allow us to grow without adversely affecting our debt leverage levels. When we find an opportunity that we believe will create long-term benefits for the company and our shareholders—an opportunity like the one we found in Austin—we will seize that opportunity.

In other words, we will continue the Emmis story. It's been a great story thus far, and it promises to get even better. As chairman and founder of this company, I take seriously my role as the steward of your investment—but what is equally important is the fact that the 3,000 employees of Emmis take that role seriously as well. And that makes this the story of a lifetime.

I thank you for your support of our company, and I feel confident you will be rewarded.

greatpeople

When KHON-TV (Honolulu) news anchor Leslie Wilcox saw a need in her community, she didn't open her purse—she opened her heart and founded the Lokahi Tree Giving Project, working with the Salvation Army to help needy Hawaiians receive assistance.

Moregreatpeople: RDS' Carmen Calderon whipped up homemade enchiladas for a sick co-worker's husband so he could enjoy a home-cooked meal while caring for his wife. • Toya Beasley's work in organizing a tribute to victims of the Sept. 11 tragedies earned the WRKS-FM program director an official proclamation from the City of New York.

were hard to find. In short, they exceeded their goals when other publishing companies were reducing projections. Overseas, we continued to perform solidly and met such unexpected challenges as the need to negotiate a license renewal in Hungary.

Emmis also saw some company-wide milestones. Perhaps most notably, we successfully lowered our leverage, which was driven up to more than 9 times cash flow by an economic downturn that hit right after we made some of the biggest acquisitions in this company's history. Through a number of actions—from selling assets, to issuing shares in a successful \$122 million offering, to working with our



Sincerely yours,
 Jeffrey H. Smulyan
 Chairman and CEO

corporate office

One Emmis Plaza, 40 Monument Circle, Suite 700, Indianapolis, Indiana 46204, (317) 266-0100.

business

Emmis Communications (NASDAQ: EMMS) is a diversified media firm with award-winning radio broadcasting, television broadcasting and magazine publishing operations. Emmis' 18 FM and 3 AM radio stations serve the nation's largest markets of New York, Los Angeles and Chicago as well as Phoenix, St. Louis, Indianapolis and Terre Haute, Indiana. The 16 television stations are located in Albuquerque, NM; Fort Myers, FL; Green Bay, WI; Honolulu, HI; Huntington, WV; Mobile, AL/Pensacola, FL; New Orleans, LA; Omaha, NE; Orlando, FL; Portland, OR; Terre Haute, IN; Topeka, KS; Tucson, AZ; and Wichita, KS. Emmis Communications also publishes Indianapolis Monthly, Texas Monthly, Cincinnati, Atlanta, Los Angeles and Country Sampler Group magazines; owns Mega 98.3 and Radio 10 in Buenos Aires, Argentina, and has a 75% interest in Slager Radio, a national radio station in Hungary; and has ancillary businesses in broadcast sales, publishing, and interactive products. In March, the company entered into an agreement to purchase a 50.1 percent stake in six radio stations in Austin, TX. That acquisition is expected to close during the company's second fiscal quarter.

transfer agent register

Wachovia Bank, N.A., Shareholder Services Group, 1525 West W.T. Harris Blvd., 3C3, Charlotte, North Carolina 28288-1153.

annual meeting

The Annual Meeting of Shareholders will be held at 10:00 a.m. on Wednesday, June 25, 2003, at Emmis' corporate office.

form 10-K

A copy of the Annual Report on Form 10-K for the fiscal year ended February 28, 2003, which was filed with the Securities and Exchange Commission, will be sent to shareholders without charge upon written request to Kate Healey, Emmis Communications Corporation, One Emmis Plaza, 40 Monument Circle, Suite 700, Indianapolis, Indiana 46204.

market and dividend information

The Company's Class A Common Stock is traded in the over-the-counter market and is quoted on the National Association of Securities Dealers Automated Quotation (NASDAQ) National Market System under the symbol EMMS.

The following table sets forth the high and low sale prices of the Class A Common Stock for the periods indicated. No dividends were paid during any such periods.

Quarter Ended	High	Low
May 2001	33.95	20.06
August 2001	33.65	23.32
November 2001	24.95	12.27
February 2002	27.37	15.85
May 2002	31.85	26.15
August 2002	30.15	11.65
November 2002	24.05	14.25
February 2003	24.86	17.82

On Friday, April 25, 2003, there were approximately 4,221 record holders of the Class A Common Stock, and there was one record holder of the Class B Common Stock.

Emmis intends to retain future earnings for use in its business and does not anticipate paying any dividends on shares of its common stock in the foreseeable future.

executive officers

Jeffrey H. Smulyan

Chairman of the Board,
President and Chief Executive Officer

Walter Z. Berger

Executive Vice President,
Chief Financial Officer and Treasurer

Randall Bongarten

Television Division President

Richard F. Cummings

Radio Division President

Gary L. Kaseff

Executive Vice President and
General Counsel

Michael Levitan

Senior Vice President,
Human Resources

Gary Thoe

Publishing Division President

board of directors

Jeffrey H. Smulyan

Chairman of the Board,
President and Chief Executive Officer

Susan B. Bayh

Distinguished Visiting Professor,
Butler University

Walter Z. Berger

Executive Vice President,
Chief Financial Officer and Treasurer

Gary L. Kaseff

Executive Vice President and
General Counsel

Richard A. Leventhal

President and Majority Owner,
LMCS LLC

Peter Lund

Media consultant and former President
and CEO, CBS Television and Cable

Greg Nathanson

Former Television Division President

Frank V. Sica

Managing Director of Soros Fund
Management LLC and Managing Partner
of Soros Private Equity Partners, LLC

Lawrence B. Sorrel

Managing Partner,
Thomas Weisel Capital Partners



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emmisentities

RADIO*

CHICAGO

WKQX-FM (101.1), Alternative Rock

INDIANAPOLIS

WENS-FM (97.1), Hot Adult Contemporary

WIBC-AM (1070), News/Talk/Sports

WNOU-FM (93.1), CHR

WYXB-FM (105.7), Soft Adult Contemporary

AgriAmerica, Agricultural news network

Network Indiana, Statewide news network

LOS ANGELES

KPWR-FM (105.9), Hip-Hop/R&B

KZLA-FM (93.9), Country

NEW YORK

WQCD-FM (101.9), Smooth Jazz

WQHT-FM (97.7), Hip-Hop

WRKS-FM (98.7), Classic Soul/Today's R&B

PHOENIX

KKFR-FM (92.3), Rhythmic CHR

KTAR-AM (620), News/Talk/Sports

KMVP-AM (860), Sports

KKLT-FM (98.7), Adult Contemporary

ST. LOUIS

KIHT-FM (96.3), Classic Hits

WMLL-FM (104.1), 80s and 90s

KSHE-FM (94.7), AOR

KPNT-FM (105.7), Alternative Rock

KFTK-FM (97.1), Talk

TERRE HAUTE

WTHI-FM (99.9), Country

WWVR-FM (105.5), Classic Rock

TELEVISION

KROE-TV (Channel 13), Albuquerque, NM

CBS programming/regional news

WFTX-TV (Channel 36), Fort Myers, FL

FOX programming/local news

WLUK-TV (Channel 11), Green Bay, WI

FOX programming/local news

KHON-TV (Channel 2), Honolulu, HI

FOX programming/local news

KGMB-TV (Channel 9), Honolulu, HI

CBS programming/local news

WSAZ-TV (Channel 3), Huntington, WV

NBC programming/local news

WALA-TV (Channel 10), Mobile/Pensacola, FL

FOX programming/local news

WBPG-TV (Channel 55), Mobile/Pensacola, FL

WB programming/local news

WVUE-TV (Channel 8), New Orleans, LA

FOX programming/local news

KMTV-TV (Channel 3), Omaha, NE

CBS programming/local news

WKCF-TV (Channel 18), Orlando, FL

WB programming

KOIN-TV (Channel 6), Portland, OR

CBS programming/local news

WTHI-TV (Channel 10), Terre Haute, IN

CBS programming/local news

KSNT-TV (Channel 27), Topeka, KS

NBC programming/local news

KGUN-TV (Channel 9), Tucson, AZ

ABC programming/local news

KSNW-TV (Channel 3), Wichita, KS

NBC programming/local news

PUBLISHING

Atlanta

Texas Monthly

Country Sampler

Cincinnati

Indianapolis Monthly

Los Angeles

INTERNATIONAL

Sláger Rádió, Hungary, Classic Rock/local programming

Radio 10-AM (710), Buenos Aires, Talk

Mega 98.3-FM (98.3), Buenos Aires, Rock

RELATED BUSINESSES

Emmis Publishing National Sales

RDS

Emmis International

Emmis Interactive

* In March, the company entered into an agreement to purchase a 50.1 percent stake in six radio stations in Austin, TX. That acquisition is expected to close during the company's second fiscal quarter. The stations involved in that transaction are:

KLBJ-AM (590), News-Talk

KLBJ-FM (93.7), AOR

KGSR-FM (107.1), Adult Alternative

KROX-FM (101.5), Alternative Rock

KEYI-FM (103.5), Oldies

KXMG-FM (93.3), CHR



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