

## DECEMBER 12, 1981

The day passed as a quiet revolution. WLOL changed. From soft rock programming to a new version of Contemporary Hit Radio. And it dramatically changed the Twin Cities Radio Market.

We filled the gap. Our internal research and computer runs on AID showed high duplication in Adults 18-49 between the AOR stations and the leading Adult Contemporary.

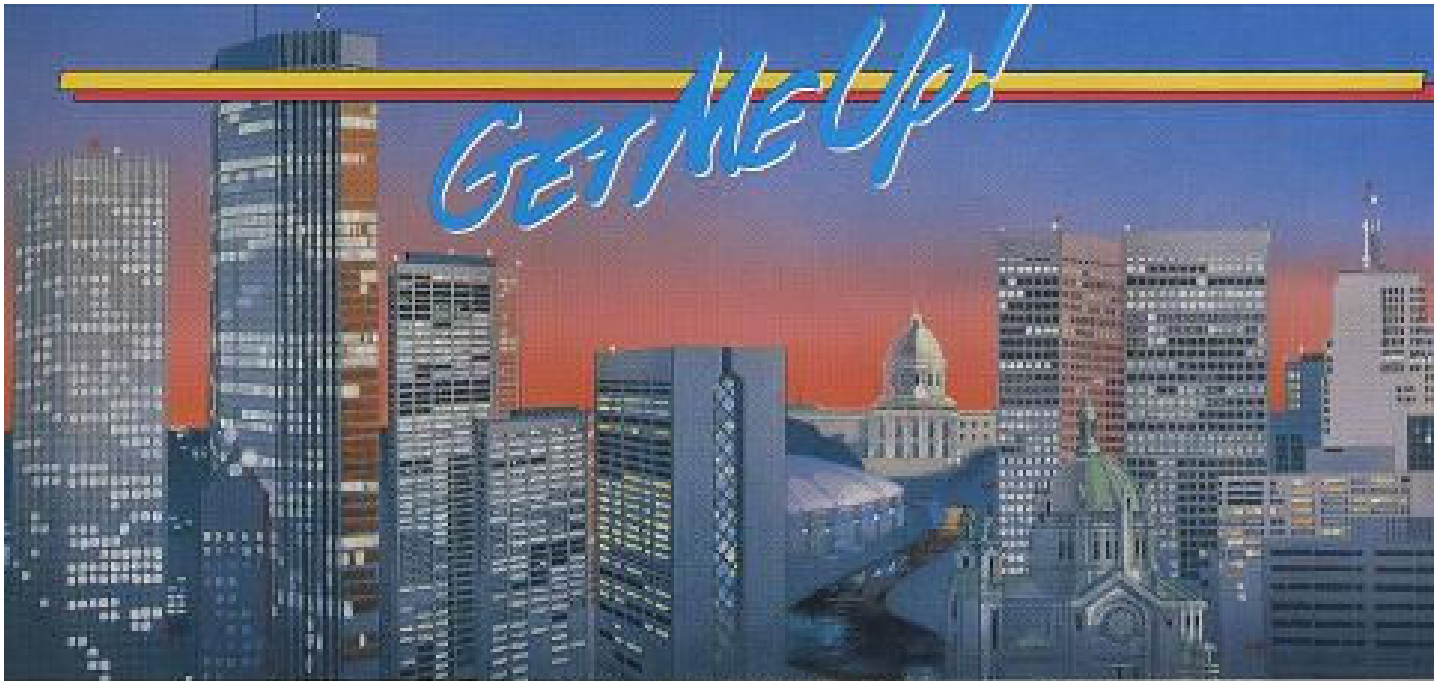
We aimed the programming at this wandering segment with a mix of up-tempo adult contemporary and the softer side of album rock, along with contemporary new music that no one else was playing. We've strengthened our music image by playing Ten Records in a row every hour outside of Morning Drive. And more and more people "Get Up" with Hines and Berglund every morning.

The gains have been dramatic:

| Mon - Sun,<br>6 AM - 12 MID<br>Persons 12+ | FALL 1981 | SPRING 1982 | FALL 1982 | SPRING 1983 |
|--|-----------|-------------|-----------|-------------|
|  | 4.7       | 10.0        | 9.7       | 11.0        |

Our listeners like what they hear and they're coming back for more. We're going to be there with new and better. To continue leading. To keep WLOL an essential ingredient in Twin Cities Radio.

Source: Arbitron, Persons 12+, Metro



## DO BARRY MANILOW LOVERS LOVE LED ZEPPELIN?

### Bridging the Gap #2

We all know radio listeners usually tune in to more than one radio station. However, it seems a little peculiar that AOR listeners duplicate so strongly with Soft Adult Contemporary listeners.

30.6% of KS-95's audience listens to KDWB AM-FM.  
38.0% of KDWB AM-FM's audience tunes in to KS-95's.

24.4% of KS-95's audience tunes in KQRS AM-FM.  
40.5% of KQRS AM-FM listens to KS-95.

Our conclusion is that although some people may like **both** formats, most are still looking for something in between.

### **AND THAT RADIO STATION IS WLOL-FM.**

And we continue to increase our visibility to help them find us!

Source: Spring 1993  
A 18-49 Metro

Atherton's data and estimates are copyrighted and audience estimates are subject to all

# GET ME UP!

## Why WLOL 99½ FM?

First of all, who are "they"? Well, "they" are an impressive number of men *and* women aged 18-34, and a growing number of people on up to age 49—we're acquiring that affluent and highly attractive 'middle age bulge' without losing our youth!

Great, but why? There are similar paths in the Twin Cities that they could walk, trot, jog. . . why choose one over the other? A couple of other FM's play "similar" music. One or two others have "similar" formats. We'll put it this way. . . a flashlight is "similar" to a laser beam.

WLOL plays a whole lot more of the music "they" like to hear, for one thing. How do we know? Because we do extensive telephone research and find out, from day to day just what it is they want in a station, and out of a format and what they don't want. We're the station they listen to, because we listen to *them*. And we play not only their choice of music, but more of it. . . ten in a row almost every hour, and they love it. But it's not the only reason they choose WLOL, and continue to listen.

Could be it's because our day starts out a lot brighter with Hines & Berglund, our effervescent morning drive team. . . just the right combination of friendly/zany personality appeal to set the tone for a great day, and set the dial on 99½ FM.

Could be WLOL's strong musical integrity—a good overall sound. They don't want chipmunks and sad truckdrivers, and they don't get 'em on WLOL.

It's music that fits the contemporary lifestyle a lot of people live. Music from Fogelberg and Foreigner from ELO to REO. With plenty of room for the Beatles and the rest of our friends from the 60's and 70's.

The feeling is that We Like Our Listeners. We like to make them feel good. And it comes across. The result? A big case of listener satisfaction. . . which, by the way, translates directly to advertiser satisfaction. Why do they choose WLOL?

# GET ME UP!

## ARE YOU REALLY IN THE SAME DEMO AS YOUR FATHER?

Take a closer look at the 25-54 demographic. When an advertiser buys Adults 25-54, the common assumption is that all age cells in this demo are equal.

Nationally, however, 25-34 year olds constitute 43.4% of all adults 25-54!

And the Minneapolis/St. Paul market is even stronger! 46.7% of all adults 25-54 are 25-34 in this market!

### MINNEAPOLIS/ST. PAUL

| Metro Adult 25-34*<br>Population | Metro Adult 25-54*<br>Population | Adults 25-34 as a %<br>of Adults 25-54 |
|----------------------------------|----------------------------------|--|
| 419,600                          | 898,900                          | 46.7%                                  |

The 25-34 cell represents nearly ONE-HALF of the 25-54 demo in this market, yet time and time again we see 25-54 buys weighted 70% 35-54.

In addition:

- \*\* The 25-34 age group is the most educated demo, representing 35.1% of all U.S. adults who have college degrees.
- \*\* 25-34 year-olds make up 37.5% of all U.S. adults in professional/technical positions and 28.2% of adults in managerial/administrative positions.
- \*\* The 25-34 year olds command a higher salary than the national average.

**WLOL IS #2 IN THIS VERY IMPORTANT AGE CELL!\***

**Weight your buy in accordance with the Minneapolis/St. Paul market!**

\* Source: Arbitron, Spring, 1983  
Simmons, 1981

\*\* Arbitron's data and estimates are copyrighted and audience estimates are subject to all qualifications and limitations stated in the Arbitron Report.

# GET ME UP!

## DEMOGRAPHIC PERCENTAGES BREAKDOWN

### WLOL-FM

|       |       |
|-------|-------|
| Teens | 35.0% |
| 18-24 | 36.0% |
| 25-34 | 23.0% |
| 35-44 | 4.0%  |
| 45-54 | 1.0%  |
| 55 +  | 0.0%  |
|       | 99.0% |

### KDWB-FM

|       |       |
|-------|-------|
| Teens | 24.0% |
| 18-24 | 48.0% |
| 25-34 | 23.0% |
| 35-44 | 4.0%  |
| 45-54 | 0.0%  |
| 55 +  | 0.0%  |
|       | 99.0% |

### KDWB-AM

|       |       |
|-------|-------|
| Teens | 16.0% |
| 18-24 | 34.0% |
| 25-34 | 39.0% |
| 35-44 | 9.0%  |
| 45-54 | 0.0%  |
| 55 +  | 1.0%  |
|       | 99.0% |

### KQRS-FM

|       |        |
|-------|--------|
| Teens | 32.0%  |
| 18-24 | 43.0%  |
| 25-34 | 23.0%  |
| 35-44 | 2.0%   |
| 45-54 | 0.0%   |
| 55 +  | 0.0%   |
|       | 100.0% |

### KSTP-AM

|       |        |
|-------|--------|
| Teens | 4.0%   |
| 18-24 | 7.0%   |
| 25-34 | 13.0%  |
| 35-44 | 18.0%  |
| 45-54 | 11.0%  |
| 55 +  | 47.0%  |
|       | 100.0% |

### KSTP-FM

|       |       |
|-------|-------|
| Teens | 4.0%  |
| 18-24 | 23.0% |
| 25-34 | 48.0% |
| 35-44 | 19.0% |
| 45-54 | 4.0%  |
| 55 +  | 1.0%  |
|       | 99.0% |

### WAYL

|       |        |
|-------|--------|
| Teens | 0.0%   |
| 18-24 | 6.0%   |
| 25-34 | 9.0%   |
| 35-44 | 17.0%  |
| 45-54 | 23.0%  |
| 55 +  | 45.0%  |
|       | 100.0% |

### WCCO-AM

|       |       |
|-------|-------|
| Teens | 1.0%  |
| 18-24 | 2.0%  |
| 25-34 | 7.0%  |
| 35-44 | 13.0% |
| 45-54 | 18.0% |
| 55 +  | 58.0% |
|       | 99.0% |

### WCCO-FM

|       |       |
|-------|-------|
| Teens | 6.0%  |
| 18-24 | 22.0% |
| 25-34 | 41.0% |
| 35-44 | 6.0%  |
| 45-54 | 5.0%  |
| 55 +  | 19.0% |
|       | 99.0% |

### WDGY-AM

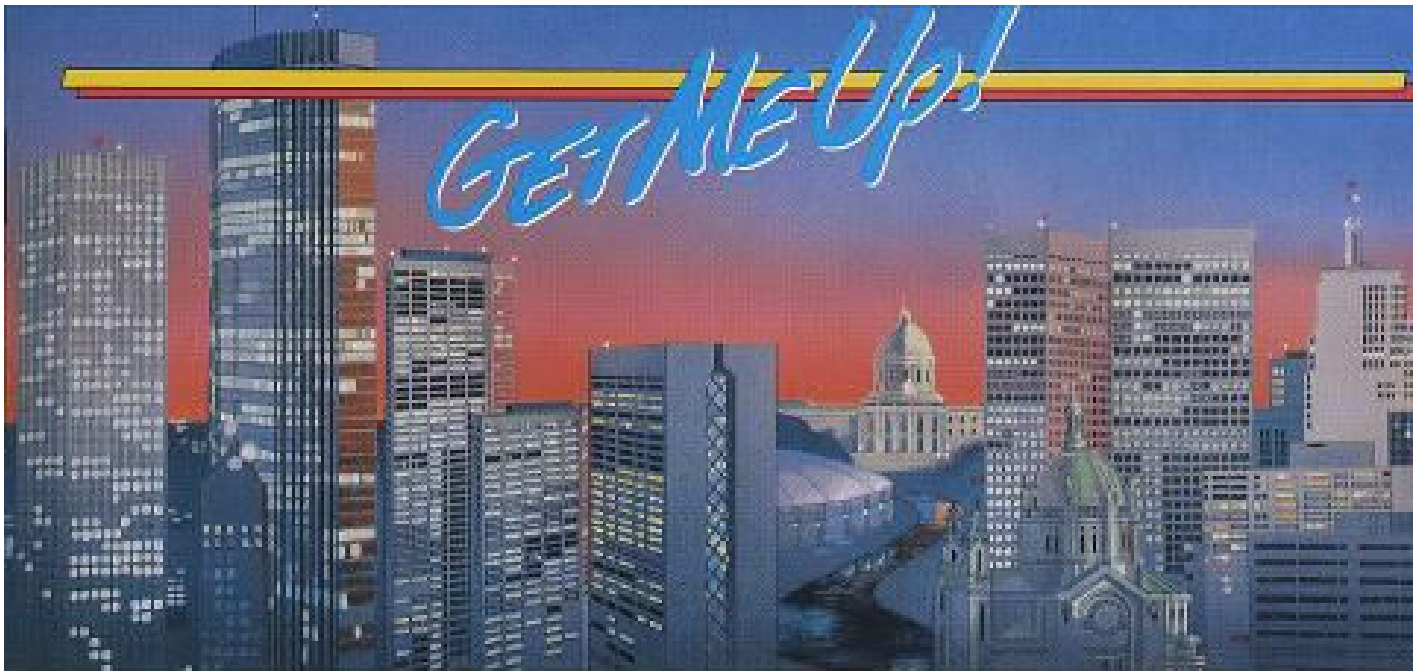
|       |       |
|-------|-------|
| Teens | 4.0%  |
| 18-24 | 12.0% |
| 25-34 | 23.0% |
| 35-44 | 22.0% |
| 45-54 | 19.0% |
| 55 +  | 20.0% |
|       | 99.0% |

### KEYE-FM

|       |       |
|-------|-------|
| Teens | 6.0%  |
| 18-24 | 28.0% |
| 25-34 | 20.0% |
| 35-44 | 27.0% |
| 45-54 | 12.0% |
| 55 +  | 6.0%  |
|       | 99.0% |

\*Source: Arbitron, Fall 1982,  
Metro Survey Area  
Mon-Sun 6a-12m  
AQH estimates

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## GRAND WEEKEND PLAN

| <u>Friday</u> | <u>Saturday</u> | <u>Sunday</u>  |
|---------------|-----------------|----------------|
|               | 2 x (6a - 10a)  | 2 x (8a - 10a) |
|               | 1 x (10a - 3p)  | 2 x (10a - 3p) |
| 1 x (3p - 8p) | 1 x (3p - 8p)   | 2 x (3p - 8p)  |
| 2 x (8p - 1a) | 1 x (8p - 1a)   |                |

14:60 second commercials for \$1000.00  
 Or 14:30 second commercials for \$850.00

The "Grand" Weekend Plan is designed to offer maximum frequency and to reach your target market at a low cost.

With this schedule you will reach a quarter of a million people 2 to 3 times. Commercials are guaranteed to run in these specific time periods.