

95-5 The BEAT Accomplishments



BRAND NEW ATLANTA, GA SIGN ON SEPTEMBER 27TH, 1999

- Went from **0 Persons** to **423,200 Persons Cume Listeners** in **8 Months***
- **NUMBER 6 18-34 (4.8 share)** after **ONE FULL BOOK***
- **MAIN COMPETITOR (WSTR)** went from a **12.7** down to a **9.2 (18-34)** since **95-5 THE BEAT** signed on*

ONCE GONE....

When I left THE BEAT in 2000, as a radio station just a few months old, the BEAT had a 3.9 share 12+. In 10 YEARS... The BEAT has NEVER been able to achieve that success again... and has been usually rated between a 2.2 and 2.7 share. It went off the air in late 2010 and now simulcasts it's sister AM station WSB.**

- SOURCE: Mar-Apr-May 2000 Arbitrends
- SOURCE: Summer 2000 Arbitron

98.7 KISS-FM Accomplishments



98.7 **KISS** FM
Classic Soul And Smooth R&B

**NUMBER
ONE'S**

- **NUMBER ONE 12+ OVERALL** in the market with a 10.4 share
- The **ONLY URBAN AC** station in the country to obtain this **#1 12+ RANK**
- **NUMBER ONE 12+ in EVERY DAY-PART*** (* #2 Nights)
- **NUMBER ONE 25-54 Adults**
- **NUMBER ONE 25-54 in EVERY DAYPART**
- **NUMBER ONE Urban AC IN THE COUNTRY 12+ EVERY BOOK of 1998**

ARBITRON

RATINGS DATA
ON THE FOLLOWING PAGES

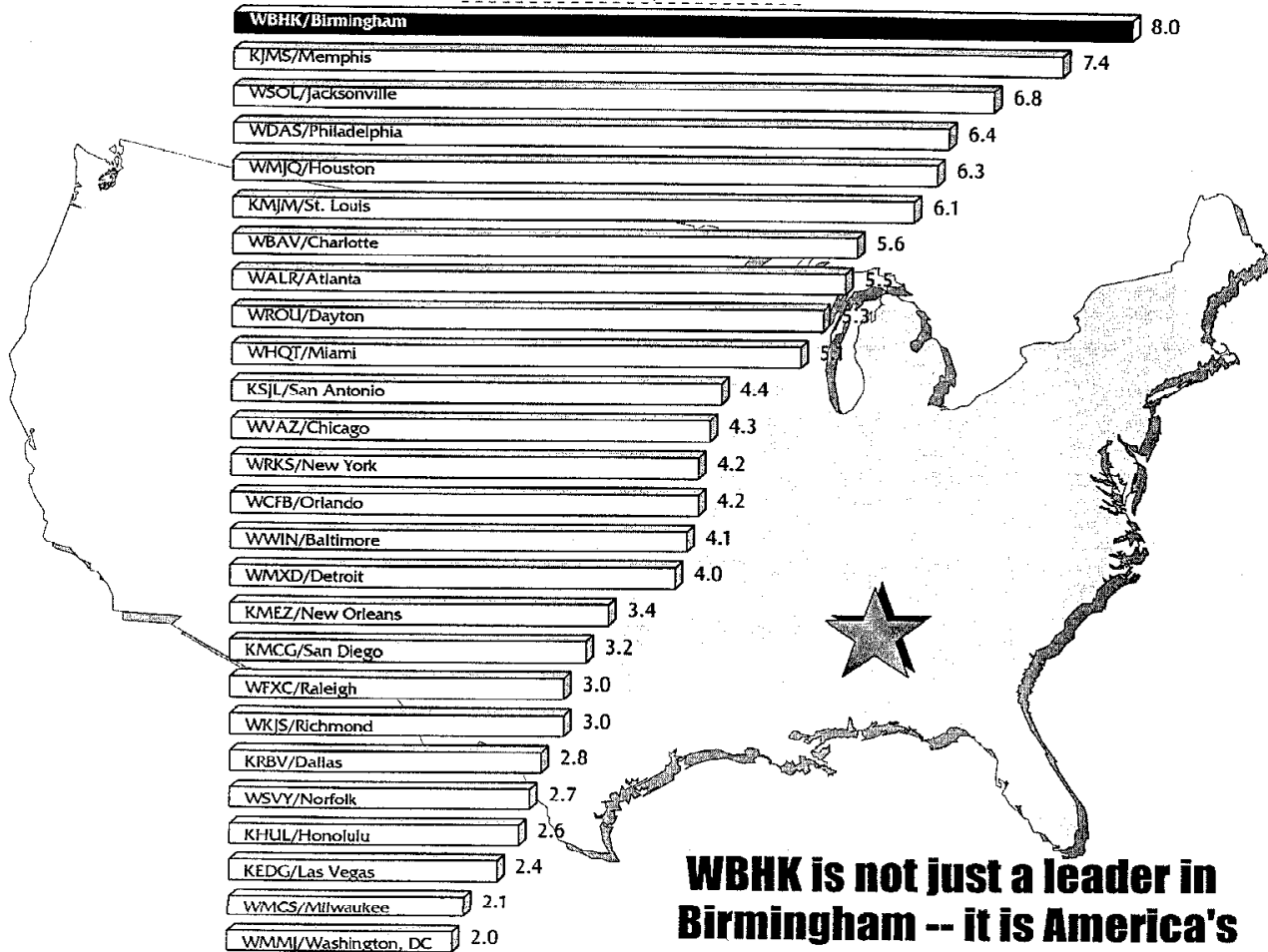


98.7 KISS-FM Accomplishments

WBHK is America's #1 Urban Adult Contemporary Station!

In just 18 short months, WBHK has soared to the leading spot among all the nation's Urban A/C stations, beating such legends as WDAS/Philadelphia, KMJQ/Houston, WRKS/New York and WMXD/Detroit!

The Top 25 ranked Urban Adult Contemporary stations within the Top 75 markets Shares Persons 12+ M-Su, 6AM-12Mid, Winter 1998



WBHK is not just a leader in Birmingham -- it is America's leader!

Birmingham Fall 1998 Daypart and Trending Reports

MaximiSer 99 V6.0 Daypart Comparison

BIRMINGHAM (Radio)-Fall 1998

Geo Area: BIRMINGHAM METRO - Std
 Demo: P 12+ Pop: 813870 Intab: 1311
 Ranked by: AQH Share
 Stations: RMR Metro Qualified

M-Su 6:00A - 12:00M	M-F 6:00A - 7:00P	M-F 6:00A - 10:00A	M-F 10:00A - 3:00P	M-F 3:00P - 7:00P	M-F 7:00P - 12:00M
WBHK - FM 10.4	WBHK - FM 10.7	WBHK - FM 11.1	WBHK - FM 11.5	WBHK - FM 9.2	WBHJ - FM 16.6
WBHJ - FM 8.6	WZZK - FM 8.0	WQEN - FM 10.1	WMJJ - FM 8.7	WBHJ - FM 8.8	WBHK - FM 11.0
WZZK - FM 7.4	WMJJ - FM 7.8	WZZK - FM 8.6	@WERC - AM 8.5	WRAX - FM 8.0	WRAX - FM 9.1
WRAX - FM 7.3	WQEN - FM 7.7	WMJJ - FM 6.9	WZZK - FM 7.9	WMJJ - FM 7.8	WQEN - FM 6.1
WQEN - FM 7.2	WRAX - FM 7.1	WBHJ - FM 6.8	WRAX - FM 7.5	WQEN - FM 7.6	WYSF - FM 5.5
WMJJ - FM 6.8	WBHJ - FM 6.8	WRAX - FM 6.0	WBHJ - FM 5.3	WZZK - FM 7.6	WDJC - FM 5.0

* - #2 Nights

MaximiSer 99 V6.0 Daypart Comparison

BIRMINGHAM (Radio)-Fall 1998

Geo Area: BIRMINGHAM METRO - Std
 Demo: P 25-54 Pop: 432112 Intab: 666
 Ranked by: AQH Share
 Stations: RMR Metro Qualified

M-Su 6:00A - 12:00M	M-F 6:00A - 7:00P	M-F 6:00A - 10:00A	M-F 10:00A - 3:00P	M-F 3:00P - 7:00P	M-F 7:00P - 12:00M
WBHK - FM 14.0	WBHK - FM 14.7	WBHK - FM 15.5	WBHK - FM 15.8	WBHK - FM 12.2	WBHK - FM 14.7
WMJJ - FM 7.5	WMJJ - FM 8.2	WQEN - FM 10.9	@WERC - AM 8.0	WMJJ - FM 8.2	WBHJ - FM 12.6
WZZK - FM 7.2	WZZK - FM 8.0	WZZK - FM 8.9	WMJJ - FM 8.0	WZZK - FM 7.0	WODL - FM 7.4
WQEN - FM 6.8	WQEN - FM 7.5	WMJJ - FM 8.3	WZZK - FM 8.0	WQEN - FM 6.9	WRAX - FM 6.7
WODL - FM 6.5	WRAX - FM 5.8	WODL - FM 5.3	WRAX - FM 6.0	WRAX - FM 6.8	WDJC - FM 6.4
WBHJ - FM 6.1	WODL - FM 5.7	WRAX - FM 4.7	WODL - FM 5.8	WBHJ - FM 6.1	WQEN - FM 4.9

Demo: P 12+
Geo Area: BIRMINGHAM METRO - Std
Daypart: M-Su 6:00AM - 12:00M 1 - 12
Stations: RMR Metro Qualified

Ranked By: FA 1998, AQH Share (Top 4)

Station	FA 1997	WI 1998	SP 1998	SU 1998	FA 1998	Last Survey	Year Ago
WBHK - FM ✓ AQH Share	5.1	8.0	7.9	7.8	10.4	+33%	+104%
WBHJ - FM ✓ AQH Share	6.2	8.3	7.6	8.1	8.6	+6%	+39%
WZZK - FM ✓ AQH Share	10.2	11.2	11.3	9.4	7.4	-21%	-27%
WRAX - FM ✓ AQH Share	6.0	8.3	8.2	8.3	7.3	-12%	+22%

Accomplishments



- From #13 to #3 on air Nights 12+ (2.6-12.5)
- From #9 to #4 in market 12+ (3.2-7.5)



- Developed Focused Formatics
- Helped take station from 3rd of 3 CHRs to the **ONLY** CHR in the market, and a dominant force.



- Developed Focused Formatics
- Helped take station from trailing ALL URBANS and CHR's to the **#1 Station in New York City**
- Responsible for day to day programming activities



- Developed Focused Formatics
- Assisted greatly in sign on and research – Formatted original Formatics
- Station signed on with a 7.4 share 12+ (The highest rating in NY since Z-100 in 1983)

BILLBOARD © STATION OF THE YEAR NOMINATION 1998

BILLBOARD © PD OF THE YEAR NOMINATION 1998



CONGRATULATIONS

WBHK Birmingham

On behalf of the entire staff and readers,
we are proud to name you a

1998 BILLBOARD/AIRPLAY MONITOR
RADIO AWARD NOMINEE

for

RADIO STATION OF THE YEAR

Chuck Taylor CHUCK TAYLOR
RADIO EDITOR
BILLBOARD

Sean Ross SEAN ROSS
EDITOR
AIRPLAY MONITOR

Michelle J. Gurgey MICHELLE J. GURGEY
DIRECTOR OF SPECIAL EVENTS
BILLBOARD



CONGRATULATIONS

Mike Abrams WBHK

On behalf of the entire staff and readers,
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RADIO AWARD NOMINEE

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**Program/Operations Director
of the Year**

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