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**90.9 WGUC RATED TOP PERFORMING CLASSICAL STATION IN TOP 50
MARKETS**

The Corporation for Public Broadcasting and the Station Resource Group issued a comprehensive report last week on the performance of all classical music stations in America, both public and commercial.

From the top 50 markets in the country, the report found 30 major classical stations and compared them using specific parameters regarding listenership and market characteristics. In the final outcome, Classical 90.9 WGUC was listed as the top-performing classical station in the country.

The study determined that the best model for measuring performance of classical stations combined stations' cume ratings (the estimated number of different persons who listen at least once during a specified period. Cume rating is expressed as a percentage of the entire metro population) with market characteristics, primarily the percentage of college-educated members of the population. These factors leveled the playing field from market to market (city to city) and allowed for comparison of stations to each other and to a predicted norm.

The report looks closely at the characteristics of individual radio markets_– the context in which stations compete for listeners' attention and loyalty – and takes the understanding of station performance a major step forward.

Please see the entire report at

http://www.srg.org/GTA/GTA_Classical_Stations.pdf.

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