



Donnie McClurkin's Program is Tops!

Do You Want to Grow Your Station with PPM or Diary?
Look at What Sizable Increases **Donnie McClurkin's** Radio Brand
Has Achieved in All-Sized Markets!

Station	MSA	Exact Time	A25-54	A25-54	%
			Spring 09	Fall 09	
			AQH Share	AQH Share	Change
WPZE-FM	Atlanta, GA	MF 5-6a	2.0	4.0	100.0%
WDAS-FM	Philadelphia, PA	MF 5-6a	2.5	5.2	108.0%
WCAO-AM	Baltimore, MD	MF 5-6a	1.4	3.4	142.9%
WVKL-FM	Norfolk-Vrginia Bch-Nwprt Nws,VA	MF 5-6a	7.5	10.9	45.3%
WQQK-FM	Nashville, TN	MF 4-5a	4.9	21.4	336.7%
WPRF-FM	New Orleans, LA	MF 12n-1p	0.8	1.7	112.5%
WPRF-FM	New Orleans, LA	MF 6-7p	0.8	1.8	125.0%
WXOK-AM	Baton Rouge	MF 5-6a	1.5	4.8	220.0%
KHLR-FM	Little Rock, AR	MF 5-6a	4.9	5.8	18.4%
WWDM-FM	Columbia, SC	MF 5-6a	9.1	11.0	20.9%
WGOK-AM	Mobile, AL	MF 5-6a	2.4	4.4	83.3%
WTHB-FM	Atlanta, GA	MF 12n-1p	2.6	3.3	26.9%
WHLH-FM	Jackson, MS	MF 5-6a	7.3	16.7	128.8%
WHLW-FM	Montgomery, AL	MF 7-8p	7.2	10.6	47.2%
WTYB-FM	Savannah, GA	MF 5-6a	3.8	8.1	113.2%
WAJV-FM	Columbus-Starkville-West Pt., MS	MF 12n-1p	12.1	13.6	12.4%
WYHL-AM	Meridian, MS	MF 12n-1p	3.4	4.8	41.2%



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See How Heavenly *Donnie McClurkin* Outperforms Each Radio Station's Average Weekday Audience!

Station	MSA	Exact Time	MF 6a7p AQH Share	Exact Time AQH Share	% Increase
WBLS-FM	New York, NY	MF 5-6a	3.9	5.1	31%
WCAO-AM	Baltimore, MD	MF 5-6a	1.3	3.4	162%
WVKL-FM	Norfolk-Vrginia Bch-Nwprr Nws,VA	MF 5-6a	10.2	10.9	7%
WQQK-FM	Nashville, TN	MF 4-5a	5	21.4	328%
WXOK-AM	Baton Rouge, LA	MF 5-6a	2.5	4.8	92%
KHLR-FM	Little Rock, AR	MF 5-6a	2.6	5.8	123%
WHLH-FM	Jackson, MS	MF 5-6a	8.1	16.7	106%
WAJV-FM	Columbus-Starkville-West Pt., MS	MF 12n-1p	11	13.6	24%
WYHL-AM	Meridian, MS	MF 12n-1p	3.8	4.8	26%



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Donnie's Weekend Radio Show has Historic Increases Everywhere!

Station	MSA	Exact Time	A25-54	A25-54	%
			Spring 09	Fall 09	
			AQH Share	AQH Share	Change
KBLX-FM	San Francisco, CA	Sun 6-8a	1.3	3.3	153.8%
KROI-FM	Houston	Sun 7-9a	1.8	4	122.2%
WDMK-FM	Detroit, MI	Sun 10a-12n	2.8	4.5	60.7%
WKKV-FM	Milwaukee-Racine, WI	Sun 5-7a	3.4	7.1	108.8%
WTLC-AM	Indianapolis, IN	Sun 1-3p	1.3	2.9	123.1%
WNNL-FM	Raleigh-Durham, NC	Sat 10p-12m	2.2	9.7	340.9%
WQQK-FM	Nashville, TN	Sun 6-8a	10.7	23.6	120.6%
WPRF-FM	New Orleans, LA	Sun 8-10a	2.6	6.4	146.2%
WUHT-FM	Birmingham, AL	Sun 7-9a	2.3	8.3	260.9%
WSTI-FM	Valdosta, GA	Sun 9-11a	5.7	8.5	49.1%



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Compare *Donnie's Weekend* Radio Program to the Stations
Average Weekend Ratings! There is no Comparison!!!

Station	MSA	Exact Time	SS 6a12m AQH Share	Exact Time AQH Share	% Increase
WBLS-FM	New York, NY	Sun 8-10a	3.2	4.0	25%
KROI-FM	Houston-Galveston	Sun 7-9a	3.4	4.0	18%
KATZ-AM	St. Louis, MO [\bar{c} PPM-3mAvg]	Sun 5-7a	0.9	1.4	56%
WCAO-AM	Baltimore, MD [\bar{c} PPM-3mAvg]	Sat 1-3a	1.3	5.4	315%
WNNL-FM	Raleigh-Durham, NC	Sat 10p-12m	7.0	9.7	39%
WQQK-FM	Nashville, TN	Sun 6-8a	7.9	23.6	199%
WPRF-FM	New Orleans, LA	Sun 8-10a	1.8	6.4	256%
WUHT-FM	Birmingham, AL	Sun 7-9a	7.3	8.3	14%
WLGT-FM	Greenville-New Bern-Jacksonvl,NC	Sun 6-8a	2.1	3.2	52%
KDGS-FM	Wichita, KS	Sun 6:30-8:30a	7.5	11.0	47%
WTHB-FM	Augusta, GA	Sun 7-9a	6.6	7.5	14%
KTCX-FM	Beaumont-Port Arthur, TX	Sun 6-8a	24.2	37.4	55%
WHLW-FM	Montgomery, AL	Sun 11a-1p	17.8	21.1	19%
WBOB-FM	Rocky Mount-Wilson, NC	Sun 6-8a	3.9	4.5	15%
WZTF-FM	Florence, SC	Sun 7-9a	7.9	8.6	9%
KRVV-FM	Monroe, LA	Sun 6-8a	15.9	28.6	80%
WSTI-FM	Valdosta, GA	Sun 9-11a	7.8	8.5	9%
WYHL-AM	Meridian, MS	Sun 7-9a	3.1	9.7	213%



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No Matter if it's Weekday's or Weekend's

Donnie McClurkin is Number 1!!!

Station	MSA	Weekday Exact Time	A25-54	
			Fall 09 AQH Share	Mkt Rank
WVKL-FM	Norfolk-Vrginia Bch-Nwppt Nws,VA	MF 5-6a	10.9	1
WQKQ-FM	Nashville, TN	MF 4-5a	21.4	1
WWDM-FM	Columbia, SC	MF 5-6a	11.0	1
WAJV-FM	Columbus-Starkville-West Pt., MS	MF 12n-1p	13.6	1

Station	MSA	Weekend Exact Time	A25-54	
			Fall 09 AQH Share	Mkt Rank
WQKQ-FM	Nashville, TN	Sun 6-8a	23.6	1
KTCX-FM	Beaumont-Port Arthur, TX	Sun 6-8a	37.4	1
WHLW-FM	Montgomery, AL	Sun 11a-1p	21.1	1