



The TeshMedia Group

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Spring 2008 Ratings for The John Tesh Radio Show from our Affiliate's Program Directors.... In their own words!!

Long Island (Nassau-Suffolk) on WKJY/FM (AC) in Afternoon Drive:

From: "Bill Edwards" <bedwards@kjoy.com>

Date: Wed, 30 Jul 2008 09:52:22 -0400

Hi Scott! The station did well in the Spring ratings... up from last Spring. This is our last paper diary ratings...the people meter kicks in now, so the whole world will change.

As far as John...he did great!

"Long Island's KJOY 98.3 has been home to Intelligence For Your Life with John Tesh for 5 years and his numbers just keep getting better!!! We took a chance and moved John into drive-time two years ago (5-10PM) and the gamble paid off. John's compelling content has driven his ratings to #1 with adults 25-54 in our home county (Nassau). He's #2 overall 12+ and #3 with women 25-54 AND 18+! "From Brooklyn to Bay Shore, Long Islanders count on KJOY for their hometown hero...John Tesh!"

5p-10pm:

NASSAU PERSONS 25-54 #1

NASSAU WOMEN 25-54 #3

NASSAU WOMEN 18+ #3

NASSAU PERSONS 12+ #2

ISLANDWIDE (Nassau-Suffolk) PERSONS 25-54 #8 (beating WALK and WLTW)

ISLANDWIDE (Nassau-Suffolk) WOMEN 25-54 #8

ISLANDWIDE (Nassau-Suffolk) PERSONS 12+ #6

So John seems to be pulling the men in which lifts the **Persons 25-54 to #1** in Nassau County. Not bad!

Bill Edwards, Program Director
KJOY 98.3 (WKJY/FM-Long Island)
(631) 770-4200



Portland, OR (Mainstream AC) in Evenings:

From: "Coles, Tony" <TonyColes@ClearChannel.com>

Date: Fri, 1 Aug 2008 11:13:06 -0500

Intelligence For Your Life Radio with John Tesh continues in its domination of the nighttime airwaves here at K103/Portland, OR. Tesh CONSISTENTLY comes in at #1 in our most important demographics, and in our most recent Spring 2008 book, he's **#1 yet again!** Tesh has been #1 at night here in EIGHT out of the last 13 books! . "Intelligence For Your Life" really touches our listeners, and the consistent ratings reaffirm how passionate they are about the program. When we initially added John Tesh at night, we replaced a "Love Songs" show, and we haven't looked back!

From an "affiliate support" standpoint, Tesh's team has always been top notch, offering multiple delivery options for the program (we use the voicetrack version and schedule our own music), to FAST turnaround of liners/promos, and whenever we have a question, they're always quick to respond.

As for numbers, John was huge – as always – in the Spring 2008 book:
#1 Women 25-54 jumping from a 6.2 – **7.0** share

Tony Coles
Director of Programming/Operations
Clear Channel Communications-Portland, OR



Seattle, WA (Hot AC) in Evenings on KPLZ/FM-Seattle!:

From: "Phillips, Kent" <KPhillips@fisherradio.com>
Date: Tue, 12 Aug 2008 11:57:39 -0700
Subject: RE: Tesh Seattle stats

"John Tesh continues to deliver in Seattle finishing top two in the "advertiser sweet spot" of women 35-44 two books in a row and always delivers women 25-54 book after book!"

Here's the stats:

SEATTLE - TESH 7p-5a Mon-Friday (show airs 7-midnight, with an "encore" mid-5a)

35-44 women #2 with a 9.7 Share (Delilah finished 7th with a 4.2)

25-54 women #4 (Delilah finished 5th)

Number two in the "sweet spot" for listeners and advertisers and number four overall women 25-54.

Kent Phillips, Program Director
KPLZ/FM "Star 101.5" Seattle



Tampa, FL on WMTX/FM-Tampa (Hot AC) in Evenings – they now moved to Mid-Days!:

From: "Hamand, Doug" <DougHamand@clearchannel.com>
Date: Wed, 30 Jul 2008 06:45:52 -0500

John's last book (Spring '08) in evenings at Mix 100.7 was really exciting in Tampa. In Tesh's daypart, Women 25-54 jump 3 share points, up to a 7.2 ! ...Also, with Women 35-54 John was 3rd!! John has this unbelievable ability to communicate intelligent, useful information for the working woman. He does this on our Hot AC and pulls it off wonderfully. We've seen such significant success with John's program, the next step in the evolution for us was to move the show to the daytime. I can't wait to see what he will bring to Middays, as he started the first day of the Summer book!!

Doug Hamand
Operations Manager
Tampa FL.
813-832-1403



WMGF/FM-Orlando (Mainstream AC) with Tesh in MID-DAYS!:

From: "Payne, Ken (orlando)" <ken@magic107.com>
Date: Fri, 8 Aug 2008 16:30:58 -0500

Tesh is king of midday here at Magic. We get lots of comments from listeners who enjoy his 'Intelligence for your Life'. Even better, that advice triggers listener recall. I like that people think about our station when going about their daily routine, due to advice they heard John give on the air.

Here are some numbers:

#1 P12+
#1 P18+
#1 W18+
#1 W25-54
#1 P35-64
#1 W45-54 (from 5.7 to 9.6)
#2 W18-49
#3 P25-54

Ken_Payne

Program Director Magic 107.7
WMOG-FM
Clear Channel Radio - Orlando
2500 Maitland Center Parkway Suite 401
Maitland, FL 32751
407-916-8105 (direct)
321-214-2750 (Efax)



WRVF/FM-Toledo (Mainstream AC) with Tesh in Evenings!!:

From: "Cook, Tom" <TomCook@clearchannel.com>
Date: Thu, 21 Aug 2008 08:28:30 -0500
To: "D. Scott Meyers" <scott@meyersmedia.com>
Subject: WRVF/FM-Toledo

I wanted to let you know how well Tesh did at night (again) here at **WRVF/Toledo**... John dominated evening radio, ranking **#1 W25-54, W35-44 and W35-49**; additionally, he was **#2 P25-54!**

He consistently crushes the competition, and both our listeners *AND* our advertisers know it.

Since we use the voicetrack version of the program, we can be as "local" as necessary...and JT deserves kudos for his flexibility and ultra-fast turnaround voicing liners, promos and sponsor mentions!

Thanks again, and we can't wait to see John here in concert in October!

Regards,

Tom Cook,
Program Director, WRVF/FM
Clear Channel Toledo, OH



WJAS/AM-Pittsburgh, PA - (Adult Standards) in Afternoon Drive:

From: "Ron Antill \ (RBC-Pittsburgh\)" <RAntill@rendabroadcasting.com>
Date: Tue, 26 Aug 2008 10:12:16 -0400

Scotty,

I had a chance to dig thru the Spring 2008 ratings, and must tell you how pleased we are that we made the move to put **The John Tesh Radio Show** in **AFTERNOON DRIVE** on our Adult Standards station, **WJAS**.

Upon reviewing the ratings data, in our key demos, **Tesh came in Top 5 across multiple demographics**.

In particular, in one of the primary adult demographics for the station, the Tesh show came in **#2** with a **16.7 Share!** (and in a market like Pittsburgh, that's *HUGE!*).

Its great working with you and John, and we look forward to many more solid ratings books!

Best,
Ron Antill
Program Director
Renda Broadcasting
WSHH/FM-Pittsburgh
WJAS/AM-Pittsburgh



WHTT/FM-*Buffalo, NY (Mainstream AC) in Evenings:*

From: "Joe Siragusa" <joe.siragusa@citcomm.com>

Date: Thu, 31 Jul 2008 11:46:23 -0400

"We've had Intelligence For Your Life Radio with John Tesh on our station for two books, and have seen some solid growth. Particularly in our upper demos (Persons 35-54), Tesh just had a 25% increase in share, from a 3.6 to a 4.5! Additionally, we've received very positive feedback on the program from our listeners, and we are now moving up the start time for the program, and launching it an hour earlier!"

JOE SIRAGUSA

MIX 104.1 (WHTT-FM) Program Director
Citadel Broadcasting - Buffalo, New York
716-888-9628
www.mix1041.fm



WHCN/FM-*Hartford (Rock AC) in Evenings:*

From: "Thomas, Todd" <toddthomas@clearchannel.com>

Date: Thu, 14 Aug 2008 13:16:34 -0500

"The John Tesh Radio Show continues to be a show that our male AND female listeners can agree on. The Spring Book just came out and, once again, proves his appeal with both sexes... **Top 3** with men **and** women (25-54)"

Todd Thomas, Program Director
WHCN/FM-Hartford



WCVO/FM-*Columbus (Christian AC) in Evenings:*

From: "Todd Stach" <tstach@riverradio.com>

Date: Thu, 31 Jul 2008 13:26:29 -0400

"The John Tesh Radio Show has helped us secure a consistent Top 5 rating in Women 25-54 and Persons 25-54."

WOMEN 25-54 MON-FRI

JOHN TESH RADIO SHOW – WEEKNIGHTS:

SPRING 2008: 7.0 (3rd), up from a 6.8 in the winter (4th) and a **3.3 Spring 2007** (10th)

JOHN TESH SUNDAY BEST OF:

SPRING 2008: 7.9 (2nd), from a 10.7 in the winter (4th) and a **5.0 Spring 2007** (5th)

Todd Stach
Program Director
WCVO - 104.9 the River



WAJI/FM-Ft. Wayne, IN (AC) in Evenings:

From: "Richards, Barb" <Barb@waji.com>
Date: Tue, 26 Aug 2008 14:06:14 -0400
To: "D. Scott Meyers" <scott@meyersmedia.com>
Subject: Tesh!

After just one book, **John took Majic 95.1 to NUMBER ONE at nights with women 25-54**, and from number 15th to 4th in adults 25-54!

You could say that John hit it out of the ball park in Fort Wayne! Love it and love him!

Barb Richards, Program Director
WAJI/FM-Ft. Wayne
260-423-3676
260-580-3895 (cell)



KCKC/FM-KANSAS CITY (AC) in Evenings:

From: Ed Walker <ewalker@wilkskc.com>
Date: Tue, 2 Sep 2008 12:29:40 -0500

Scotty...

We wanted to let you know how pleased we are with John's performance in the Spring 2008 ratings book. As you know, this is a cutthroat AC market, and we are in a constant battle for the 25-54 listeners. In this most recent book, in the evening daypart, Tesh had huge ratings, coming in with a **7.0 share with W25-54 (up from a 3.2 share)**, and a **4.0 share with P25-54 (up from a 2.2 share)**. Increased promotion of the show throughout the day was a key factor in Tesh grabbing the market, helping more of our STAR 102 listeners discover Tesh. When John came to the market for his recent concert, that certainly had an impact as well. Thanks again!

Ed Walker, Program Director/Afternoon Personality
Star 102 (KCKC/Kansas City)
Station: (816) 753-4000 ext. 4882



WOLL/FM-West Palm Beach, FL (Classic Hits) in Evenings:

From: "Stewart, Jodi" <JodiStewart@clearchannel.com>
Date: Thu, 7 Aug 2008 13:04:33 -0500

In only 2 books, The John Tesh Radio Show has shown significant growth. From Spring last year, we have **doubled our share with Persons 25-54** and **our rank has grown** from 12th to 4th!

One of the great things about John Tesh is that men enjoy his show as well as women....with Men 25-54, Tesh took us from 17th place a year ago (pre-Tesh) to **2nd place** now!

Jodie Stewart
Program Director
WOLL/FM-West Palm Beach



WMXS/FM-Montgomery(AC) in AFTERNOON DRIVE:

From: "Brian Roberts" <brian.roberts@cumulus.com>

Date: Thu, 14 Aug 2008 15:52:36 -0600

To: "Scott Meyers" <scott@meyersmedia.com>

Subject: Montgomery, AL spring

Tesh #1 non-ethnic afternoons (3p-8pm) with a 10.1 W25-54...3rd overall. Afternoons *had* been a problem for WMXS, but not anymore. Kudos to you and Bill Jones for getting it together. Two great books in a row. thanks

Brian L. Roberts
WMXS- MIX 103 Program Director
334-240-9274-switchboard
334-303-1054-cell



WLRQ/FM-Melbourne, FL (Mainstream AC) in MID-DAYS:

From: "Lowe, Michael" <michaellowe@clearchannel.com>

Date: Mon, 4 Aug 2008 12:27:05 -0500

We just added The John Tesh Radio Show in time for the Spring 2008 ratings book. In his debut ratings book here, Tesh held serve in the volatile Mid-Day slot. LITE ROCK's rankings were higher across the board (with the exception of 18-34 men). Needless to say, John Tesh was the "x-factor" in LITE ROCK's Spring success or failure. After losing long-time mid-day favorite Brenda Matthews, the move to Tesh just prior to this rating period, was based upon success he's had in other markets. Breaking down the numbers, John Tesh jumped from 3rd to 2nd overall. Not bad for a first book. This is a solid foundation on which we can continue to build the Lite Rock brand in mid-days. The competition is tough. But, as they say, "Game On!"

Michael W. Lowe
Program Director
WLRQ-FM "**Lite Rock 99.3**" - Melbourne, FL
(321) 733-1000 ext 143



WTLY/Tallahassee, FL (Mainstream AC) in MID-DAYS:

From: "Horn, Jeffrey" <jeffhorn@clearchannel.com>

Date: Fri, 22 Aug 2008 11:23:22 -0500

TESH HITS THE MARK

Since being injected with John Tesh and "**intelligence for your life**".....I look a whole lot smarter. The John Tesh Radio Show is **NUMBER 1** in his **mid-day daypart** demo for us (**with an 11.1 share!!**... Up from a 7.9). Hurry beat the holiday rush and pick up John Tesh for your station. Maybe you'll get the steak knives too.

Jeff Horn, Operations Manager
Clear Channel, Tallahassee
(850)558-1470
(850)383-0747 fax
www.magic1071.com <<http://www.magic1071.com/>>



WVVE/FM-Panama City, FL (Mainstream AC) in MORNINGS!:

From: "Chris Alan" <calan@magicbroadcasting.net>
Date: Mon, 25 Aug 2008 17:32:59 -0500
To: "D. Scott Meyers" <scott@meyersmedia.com>
Subject: RE: Spring book?

I haven't really had time to crunch a whole lot but I did take time to run some of John's numbers in AM Drive here on WVVE... looks pretty good too!

12+ 4th

P25-54 1st (3-way tie between John, the country station and the other AC)

W25-54 4th

M25-54 2nd

Book over book trending is flat...

Hope all is well with you and we speak soon...

Best,
Chris Alan, Director of Programming
Magic Broadcasting – Panama City



KGOR/FM-Omaha (Superhits/Oldies) in PM DRIVE:

From: "St James, Lester" <lester@961thebrew.com>
Date: Mon, 18 Aug 2008 09:24:33 -0500
To: "D. Scott Meyers" <scottypitbull@fastmail.fm>
Subject: RE: Spring book?

"Daypart success book to book,! and solid year to year growth, the intelligent programmer secures John Tesh for their market!"

Weekday show:

P25-54 up from yr to yr and winter to spring (4.3 & 4.6)
P 35-64 up ratings (8.3 & 8.4)
P 18+ up (6.3 & 6.3)

Weekend:

P25-54 up rank & rating (5.7 & 4.8 and 5th & 6th)
P35-64 way up (7.4 & 6.0)
18+ up as well (5.8 & 4.7)

Lester St. James
99.9 KGOR Program Director
(402) 561-2069



KISC/FM-Spokane, WA (Mainstream AC) in Evenings:

From: "Harder, Robert" <RobHarder@clearchannel.com>

Date: Mon, 11 Aug 2008 11:26:19 -0500

To: "D. Scott Meyers" <scott@meyersmedia.com>

Subject: RE: Spring book?

Hi Scotty.....

Even though KISC was down a bit overall in the Spring Book....The Teshmeister kicked butt! **The Tesh Show was Number one 25-54 adults with an 11.1 share**....the next closest station at night had a 5.9 share....so there's a huge gap. Also **Number one adults 35-64**.....and **Women 25-54 John had a 16.4 share**...that's up from a 10.3 in the winter book.....which I thought was awesome..... Give my regards and congratulations to John.

Thanks!

Rob Harder
Program Director
KISC SPOKANE



KCDU/FM-Monterey (80's/Adult Hits) in MORNING DRIVE:

From: "Kenny Allen" <kallen@radiomontereybay.com>

Organization: Mapleton Communication

Reply-To: <kallen@radiomontereybay.com>

Date: Thu, 31 Jul 2008 11:48:44 -0700

To: <scott@meyersmedia.com>

Subject: quote

Another Great Book with John Tesh in MORNING DRIVE on KCDU in Sunny Monterey!

Moving Tesh to mornings a few books back has paid off big time for us! Substantial ratings increases in all our key demos: Persons 18-49; 25-54 plus solid increases in our target demos 18-49 females and 25-54 females! The Tesh show continues to bring us revenue via sponsorships and ratings growth.

W25-49 2.2 - **4.9**
W25-54 2.2 - **4.3**
W18-34 3.8 - **3.9**
W18-49 2.9 - **4.1**

P18-49 1.9 - **2.8**
P25-49 1.5 - **3.1**
P25-54 1.6 - **2.9**

This show works as beach listeners Love John Tesh!

Kenny Allen - Program Director/OM

KHIP-FM (104.3 the Hippo - Monterey, CA)
KCDU-FM (101.7 The Beach - Monterey, CA)
KKHK-FM (95.5 Hank-FM - Monterey, CA)
KBOQ-FM (103.9 K-Bach - Monterey, CA)

KFMF-FM (93 dot 9 KFM - Chico, CA)
KQPT-FM (107-5 The Point - Chico, CA)



KYUN/FM-Twin Falls, ID (COUNTRY) in MID-DAYS!!:

From: "Jerre Fender" <jfender@kikx.com>
Date: Tue, 19 Aug 2008 09:31:54 -0600
To: "D. Scott Meyers" <scott@meyersmedia.com>
Subject: Re: Spring book?

"John is a ratings winner for KYUN...strong, consistant numbers in multiple demos, book to book...and great programming content for a country audience!"

KYUN

#1 18-34 Adults
#1 18-34 Men
#6 18-34 Women

#3 18-49 Adults
#2 18-49 Men

#5 25-54 Adults
#3 25-54 Men
#4 25-54 Women

Wow!!!

Jerry Fender
Program Director
KYUN - 106.7, The Canyon
10a-3p



KYYY/FM-Bismarck, ND (Mainstream AC) in MORNING DRIVE:

From: "Mitchell, Todd" <ToddMitchell@ClearChannel.com>
Date: Wed, 13 Aug 2008 13:37:41 -0500
To: "D. Scott Meyers" <scott@meyersmedia.com>
Subject: RE: Bismarck

We debuted John Tesh in morning drive up against well-known local personalities, and he beats 'em! Tesh just won W25-54 by an EIGHT share point lead, and he outpaces the station! THEY TOLD ME IT WOULDN'T WORK!*

*said persons are no longer employed by the company



WCZX/FM-Poughkeepsie, NY (Mainstream AC) in Evenings:

From: "Stephen Frankenberg" <Stephen.Frankenberg@cumulus.com>
Date: Thu, 24 Jul 2008 15:47:31 -0400

Quote # 1

"Tesh did a fantastic job for us in the spring book. If you're looking for a show that will get you numbers, especially from women (though certainly not exclusively), The John Tesh Radio show is it. Tesh's 7 share for women 25-54 was consistent with our gains for all dayparts in that demo and did a great job of keeping our listeners with us all day. Without John's 7 share we don't have that consistency from 6am to midnight making us truly stand out. Plus with the John Tesh Show you couldn't ask for an easier and more accommodating group of folks to work with from John on down. Thanks."

Quote # 2

"Scott Meyers is a damn fine fella and if he were rated would surely garner a 10 share and a wink and a hug from the 25-54 female demo."

Stephen J Frankenberg
APD Mix 97.7 FM
2 Pendell Road
Poughkeepsie, NY 12601
845-471-1500 x166



KLTW/FM-Bend, OR (AC) in AFTERNOON DRIVE:

From: "Keith Shipman" <kbs@horizonbroadcasting.com>
Date: Tue, 5 Aug 2008 15:36:39 -0700
To: "D. Scott Meyers" <scott@meyersmedia.com>
Subject: RE: Spring book?

Scotty -

"Just wanted to let you know how pleased we are with The John Tesh Show in PM Drive. Afternoon drive on LITE 95.1 (KLTW-FM) Bend, Oregon continues to grow impressively. John scored a 9.4 with women 25-54 in the Spring Eastlan Ratings survey (up from a 7.3 in Fall '07) and a 9.7 with women 35-64 (up from a 4.3 in Fall '07). Please share our congratulations with John and his team - we're delighted!"

Keith Shipman, President & CEO
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