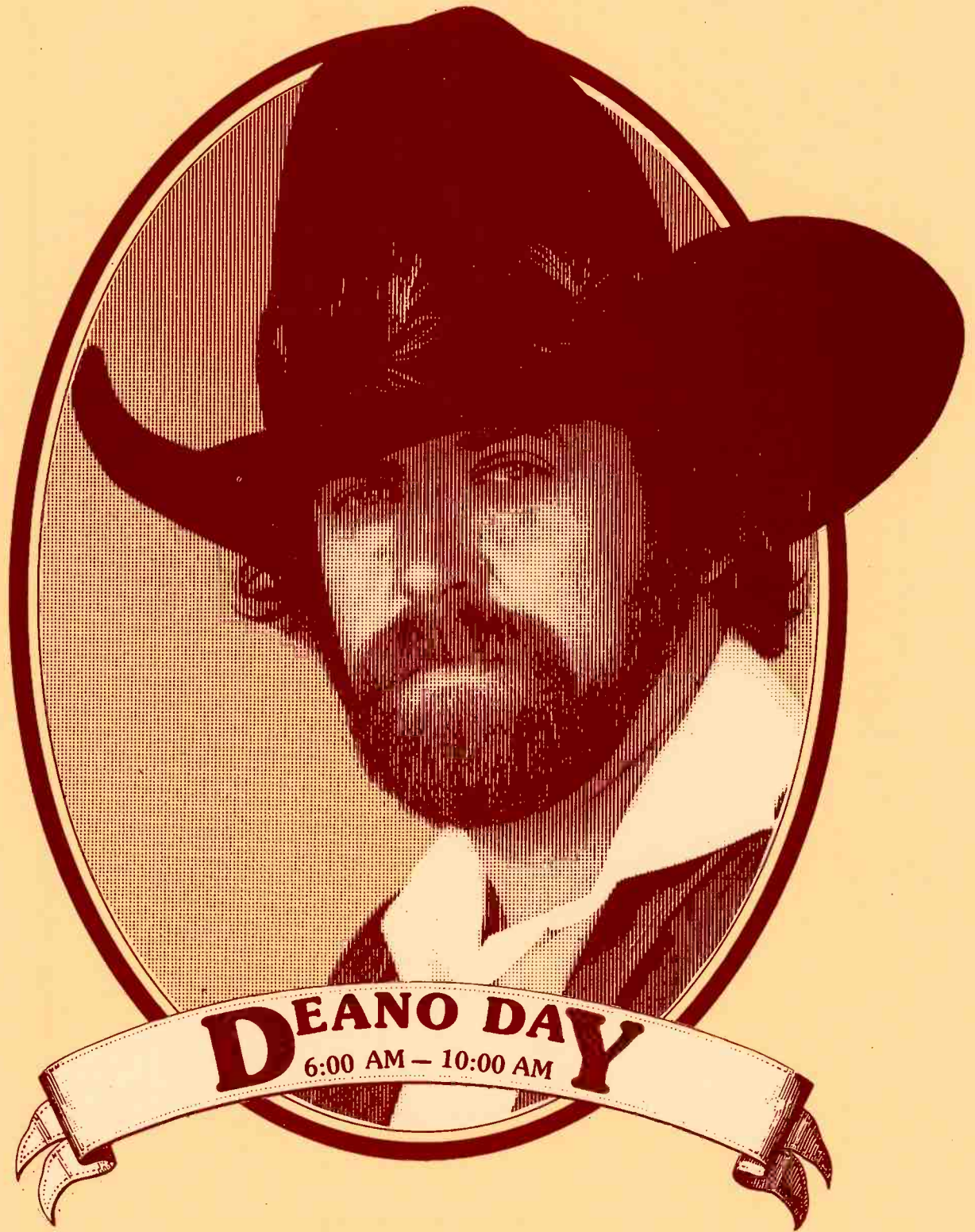


Country
Spire &
Sample



WCXI
RADIO 11



He's country music's "Mister Morning," and he rules Detroit's air waves by waiving most of the rules. He's Deano Day, from 6 AM until 10 AM on WCXI, Radio 11, Monday through Saturday. "Uncle Deano" is Detroit's best known country music radio personality, and was twice Billboard Magazine's best country radio personality in a major market. Deano is a country boy and a family man committed to worthy causes. Over the past ten years, he has raised thousands of dollars for the March of Dimes, ALSAC and more. He's there where you need him . . . on-the-town, on-the-air, in the morning.

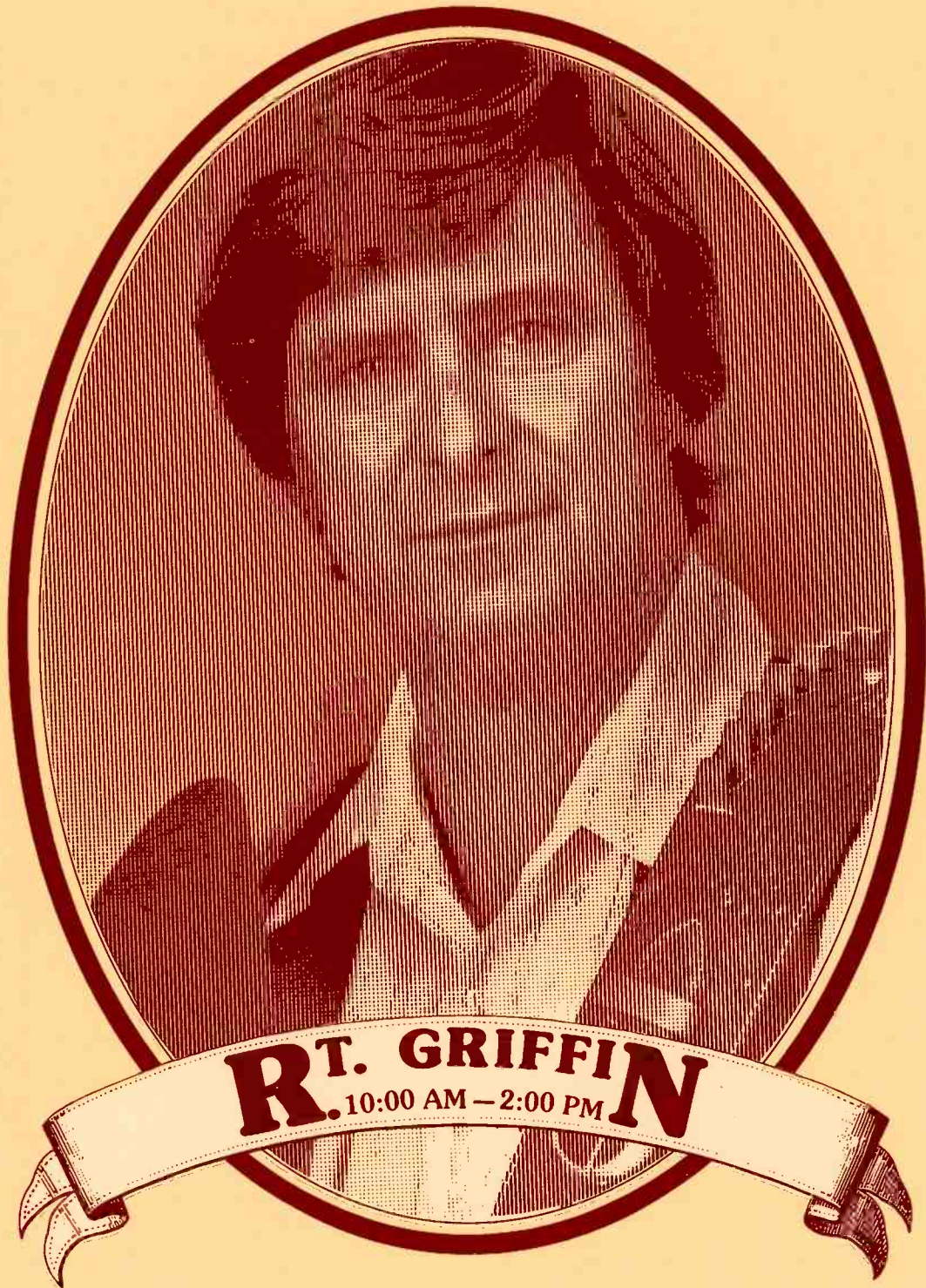
Country. Pure and Simple.

WCXI
RADIO 11

CWB

Golden West Broadcasters, Inc.

Represented Nationally By Major Market Radio, Inc.



WCXI
RADIO 11



He's a silver-throated devil, smooth of lip and quick of wit. He's R. T. Griffin from 10 AM until 2 PM on WCXI Radio 11 and he's too much to miss. R. T. is a twenty year alumni from the radio school of experience and he cut his teeth on country music. A country music and automobile buff, he knows what goes, motor and music-wise in the motor city. He talks and he listens, gasps and guffaws. Folksy, topical and always sincere, R. T. Griffin, orator extraordinaire, quite possibly Detroit's most loquacious radio personality.

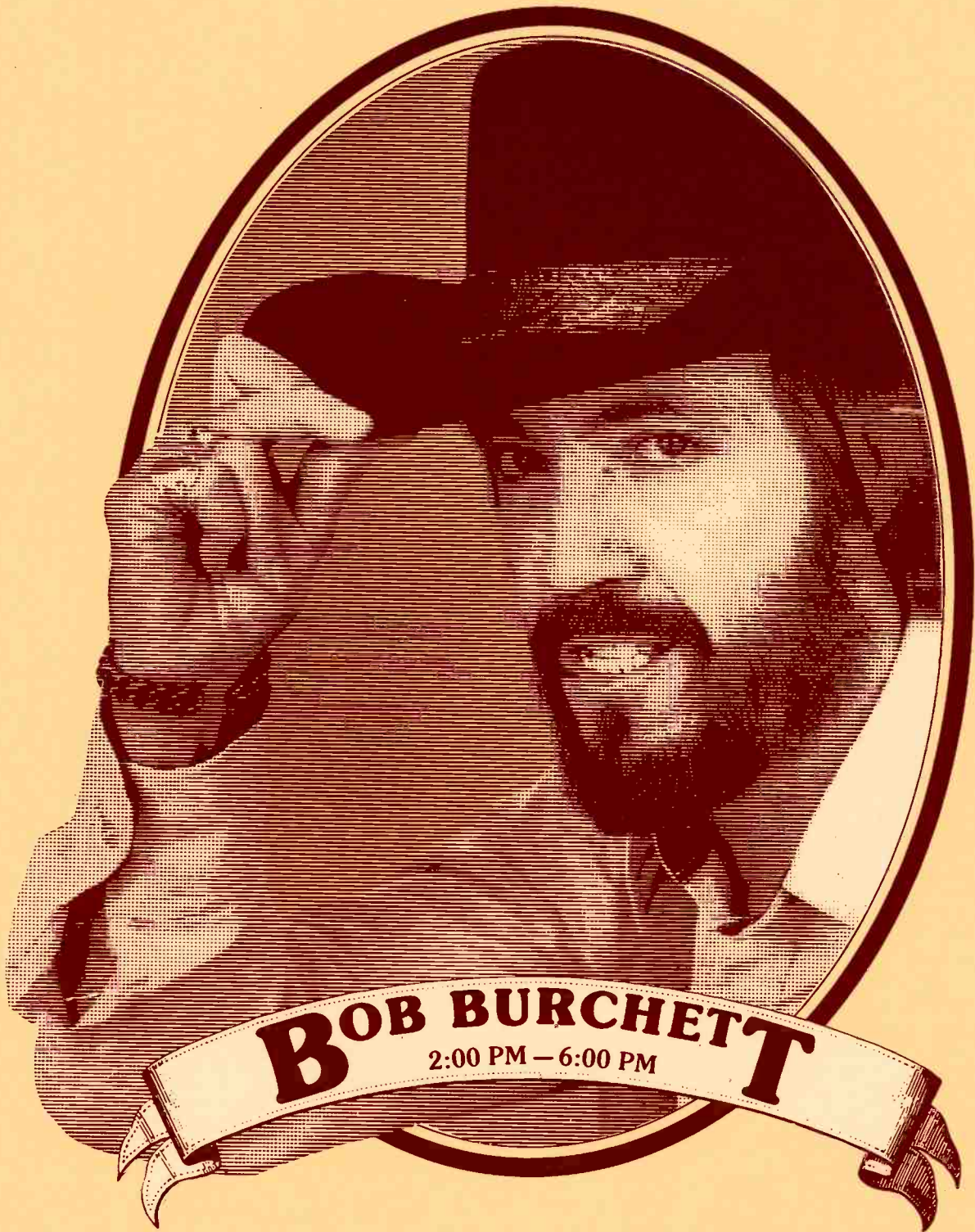
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WCXI
RADIO 11

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WCXI
RADIO 11



He enjoys himself, doing what comes naturally, playing country music and talking to you. He's Bob Burchett on WCXI Radio 11, from 2 PM until 6 PM. A real country gentleman in the motor city, his easy-does-it manner cuts big city frustrations down to size. Bob is a musical encyclopediac, twenty years in the music business, with a flair for knowing what's happening inside country music. So sit back and listen. There's news, sports, music and "Ol Bob Burchett" afternoons on WCXI.

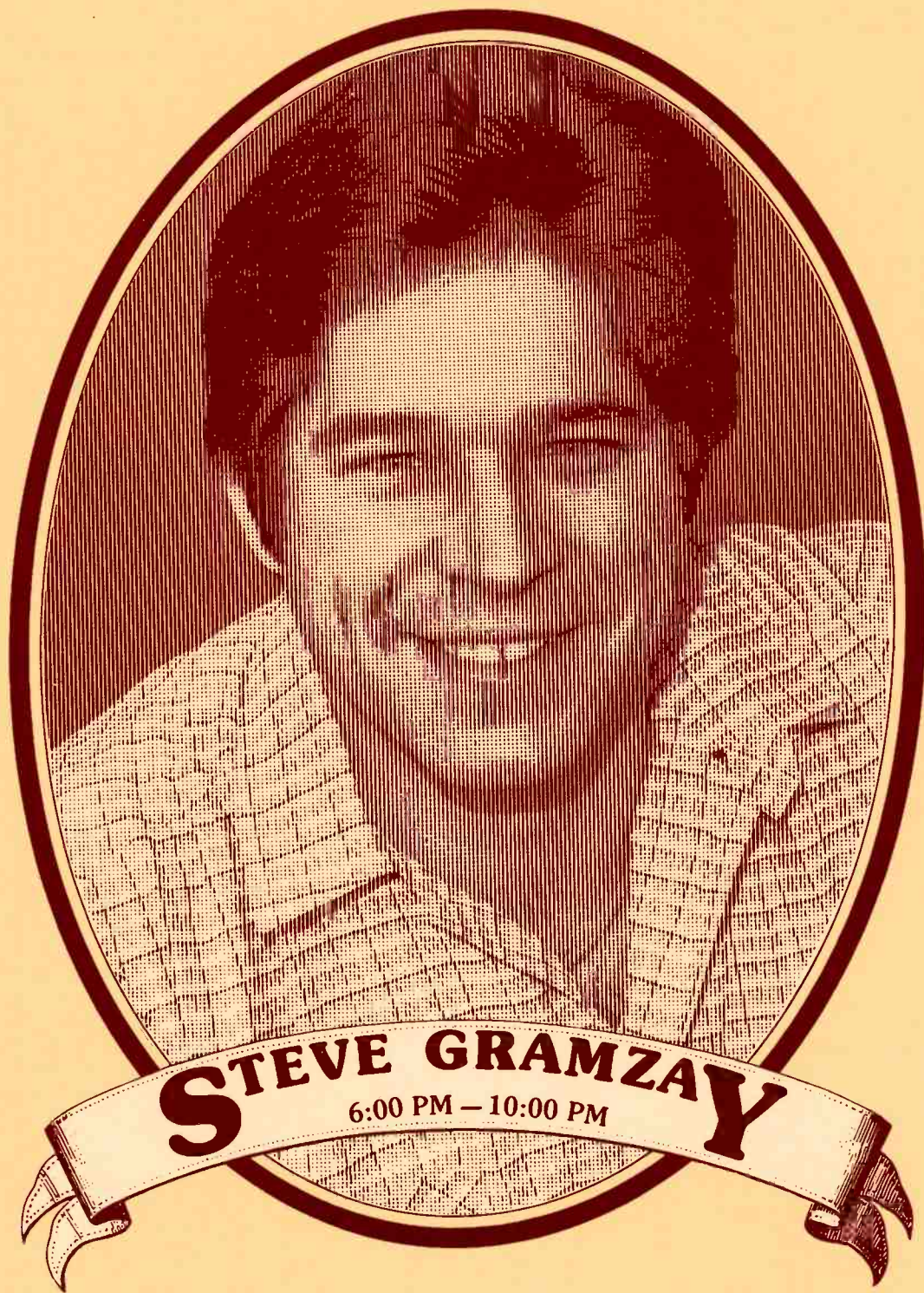
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WCXI
RADIO 11

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STEVE GRAMZAY

6:00 PM - 10:00 PM

WCXI
RADIO 11



He's the original "Mr. Nice Guy"!! He's Steve Gramzay, 6 PM until 10 PM on WCXI, Radio 11. Steve's given the shirt off his back and the buckle off his belt to devoted listeners, and he's got plenty. Devoted listeners, that is! He was Billboard Magazine's 1977 Regional D.J. of the year in a market under 500,000. Steve originated "Bosses Day" in 1977. He's a home town success story. From the P.B.S. Telethon to the Muscular Dystrophy Walk-A-Thon, he's involved with his city. Steve's show is a gathering of good friends and good music. Thousands of Detroiters couldn't agree more! Just listen!

Country. Pure and simple.

WCXI
RADIO 11

CWB

Golden West Broadcasters, Inc.

Represented Nationally By Major Market Radio, Inc.



WCXI
RADIO 11



He's a tall Texan, a handsome, hard-workin' son-of-a gun. He's Michael Kelly on WCXI, Radio 11, 10 PM until 2 AM. Mike is a country songwriter and radio performer with the lightest approach to the darkest hours you have ever heard. Country music is his favorite topic but news is part of Michael's show and he's not above a little free-lance editorializing between the bars. From Texas to Toronto, the Michael Kelly Show is a certified crowd pleaser. You'all listen!

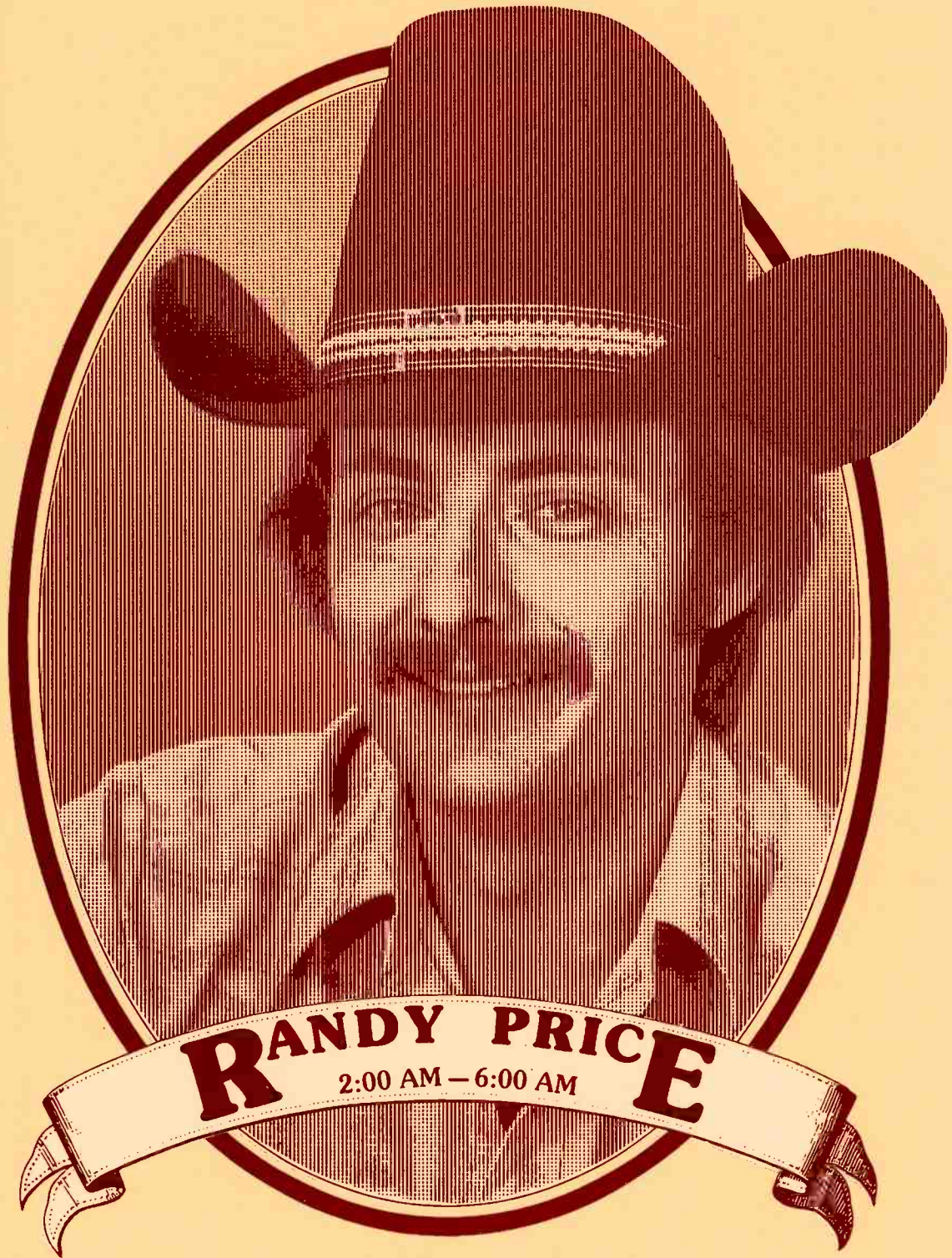
Country. Pure and simple.

WCXI
RADIO 11

CWB

Golden West Broadcasters, Inc.

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WCXI
RADIO 11



He's a midnight Rambler, in the right place at the right time. He's Randy Price on WCXI Radio 11, from 2 AM to 6 AM, six late nights a week. He's one of the great voices in Detroit and you can hear him on the air at WCXI and in the country music clubs of Detroit. He's a real country music performer from West Virginia transplanted to Detroit City. He's a button pushin' cowboy on the air since 1970, and country music is in his blood. But be careful . . . there is a danger he may keep you up.

Country. Pure and simple.

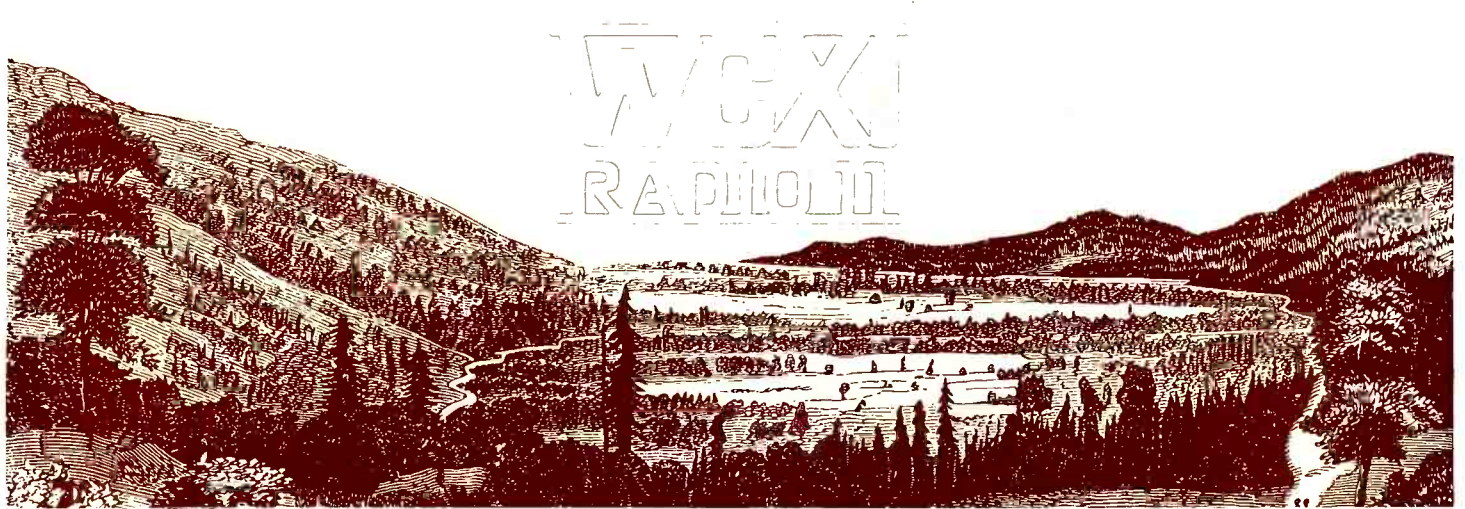
WCXI
RADIO 11

CWB

Golden West Broadcasters, Inc.

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Coverage Map

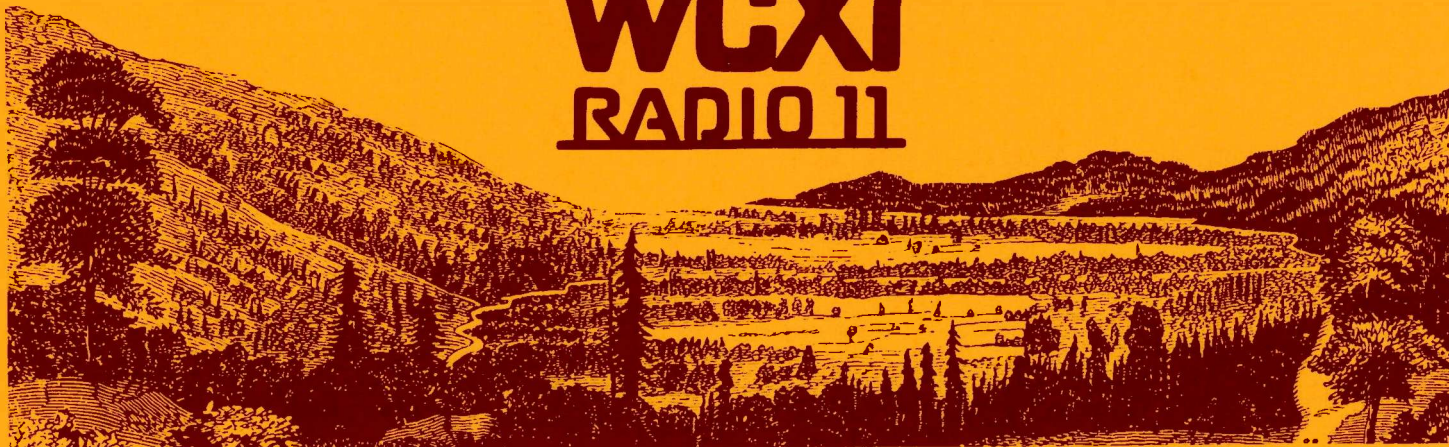


WCXI Detroit, Michigan 1130 KC - 50 KW Day 0.5 MV/M Contour Based On F.C.C. Measurements



Golden West Broadcasters
 KMPC Los Angeles • KSFO San Francisco • KVI/KPLZ Seattle
 KEX/KQFM Portland • WCXI/WTWR Detroit • KTLA (TV) Los Angeles

WCXI RADIO 11



Time/Daypart Classifications

Class AAA
5:30 AM-10 AM
Mon.-Sat.

Class AA
3 PM-7 PM
Mon.-Sat.

Class A
10 AM-3 PM
Mon.-Sat.
10 AM-7 PM/Sun.

Class B
7 PM-12 MID.
Mon.-Sun.

Class C
12 MID.-5:30 AM
Mon.-Sun.

Grids	6x	12x	18x	6x	12x	18x	6x	12x	18x	6x	12x	18x	6x	12x	18x
I.	140	130	120	120	110	100	110	100	90	75	70	65	35	30	25
II.	130	120	110	110	100	90	100	90	80	65	60	55	30	25	20
III.	120	110	100	100	90	80	90	80	70	55	50	45	25	20	15
IV.	110	100	90	90	80	70	80	70	60	45	40	35	20	15	10
V.	100	90	80	80	70	60	70	60	50	35	30	25	15	10	5

Conditions

Grids may vary from one class to another depending on the availability of the time period.

Call WCXI Radio for the prevailing grid.

The prevailing grid is based on availabilities at the time of quotation.

Newscast, sports and special event sponsorships are available upon request.

The purchase of class AAA announcements must be accompanied by an equal number of announcements in other day parts.

Thirty-second announcements are 80% of 60's.

Ten-second announcements are 60% of 60's.

Personnel

Vice President and General ManagerJohn Risher
 General Sales ManagerMichael Berman
 Program DirectorWilliam Ford
 Director of Advertising & PromotionGregory Raab

Offices and Studios

18900 James Couzens
 Detroit, Michigan
 48235
 (313) 345-8600

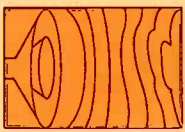
Represented nationally by Katz Radio



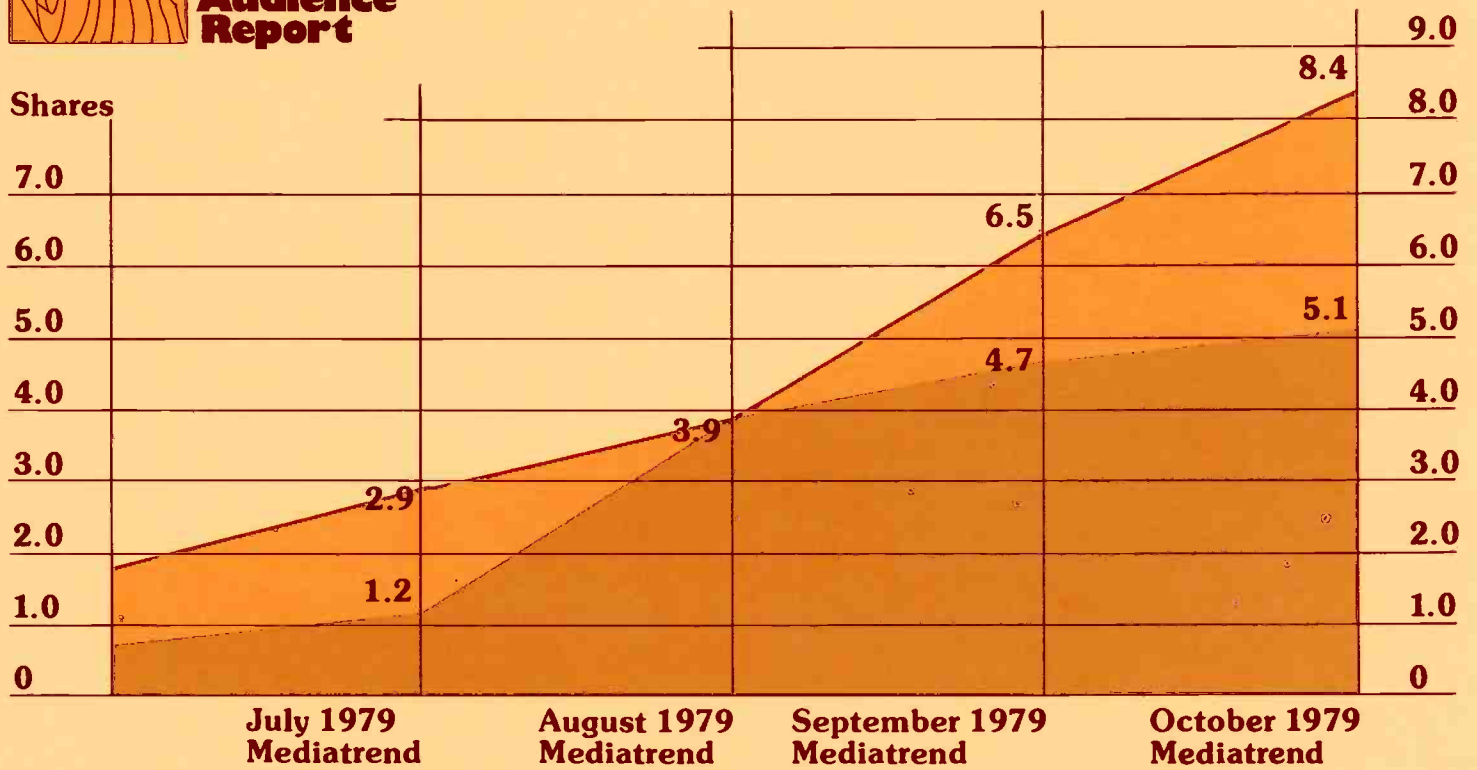
Golden West Broadcasters

KMPC Los Angeles • KSFO San Francisco • KVI/KPLZ Seattle
 KEX/KQFM Portland • WCXI/WTWR Detroit • KTLA (TV) Los Angeles

WCXI RADIO 11



Mediatrend Radio Audience Report



 Persons 12+ , 6 AM - 12 MID., MON-SUN.

5.1
October Mediatrend up 325% from July/1979

 Adults 25-54, 6 AM - 7 PM, MON - SUN.

8.4
October Mediatrend up 190% from July/1979

Audience estimates are subject to limitations as outlined in the survey.

Detroit's Biggest Country Station and Getting Bigger and Bigger!

CWB

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