



KQAC Ranked Second Nationally

PORTLAND, Ore., Dec. 17, 2010—All Classical FM, KQAC, a non-profit 24-hour classical music station serving the Pacific Northwest, announced that it is the second highest performing classical station in the country, second only to WETA in Washington, D.C. Portland is the 23rd largest media market in the U.S. and Washington, D.C is 9th.

November ratings (source: Arbitron) place KQAC at #8 among Portland's most listened to stations. In terms of rank, this places the station ahead of the remaining major market, classical music stations around the U.S, including, WQXR in N.Y., KUSC in L.A., KDFC in San Francisco, WGBH, Boston, and KING in Seattle. This is the fourth time in six months that KQAC has ranked among the top 10 stations locally. It is rare for any community to make the local classical music station a preferred, top 10 station.

“Our newest ratings reflect a clear resonance with our audience and community. In virtually every single category of measurement and within industry-wide metrics, *All Classical FM* is performing well above average,” said President and CEO Jack Allen.

Radio ratings in most metropolitan areas in the U.S. are provided by Arbitron, a leading consumer research company in the U.S. that measures audience trends 365 days a year, sending monthly reports to stations that employ their services.

Allen added, “Our Board, staff and civic stakeholders are very pleased to see steady and solid revenue, in addition to ratings, assuring a strong service and a bright future.”

About All Classical FM

All Classical FM is Portland, Oregon's 24-hour non-profit classical radio station. Established in 1983, its mission is to provide classical music and local fine and performing arts information to listeners in Oregon, Southwest Washington and the world via the Internet. For more information, visit www.allclassical.org.

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