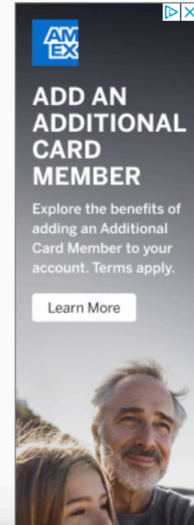




KOST 103.5 continues to dominate local radio ratings with light rock



The seemingly unstoppable light rock powerhouse KOST (103.5 FM) continued its dominance in the March Los Angeles Nielsen ratings released last week. The station has been at the top of the list all year; for March, it earned a solid 6.3 share compared with second-place KRTH (101.1 FM) at 5.8. KOST sister station My FM (KBIG, 104.3 FM) — with a format so similar to KOST, scientists are still trying to determine the differences — was third at 5.3, followed by KNX (1070 AM, 97.1 FM) at 4.7 and KIIS-FM (102.7) at 4.3.

The top-rated public station is KUSC (91.5 FM) ... but only by a hair, beating KPCC (89.3 FM) by just 0.1: 2.5 to 2.4. KKJZ (88.1 FM) was not far behind at 1.9. Of course, the formats are totally different, but it still makes for an interesting discussion.

1. KOST (6.3) 2. KRTH (5.8) 3. "My FM" KBIG (5.3) 4. KNX AM/FM (4.7) 5. KIIS-FM (4.3) 6. KLVE (4.2) 7. "The Wave" KTWV (4.1) 8. KFI (4.0) 9. "La Raza" KLAX (3.9) 10. "Jack" KCBS-FM (3.8)

11. KLOS (3.6) 12. KSCA (3.1) 13. "Alt" KYSR (2.9) 14. "Go Country" KKGO (2.6) 15. KUSC (2.5) 16. KPCC (2.4) 17. "Cali" KLLI (2.2) 18. KXOL (2.1) 19. KROQ (2.0) 20. KJLH, KKJZ, KKLQ, "Real" KRRL (1.9)

24. KRCD (1.8) 25. KCRW, KLYY (1.7) 27. KBUE (1.5) 28. "Power" KPWR (1.4) 29. KDAY (1.2) 30. KLAC (1.0)

31. KFVB (0.8) 32. "The Answer" KRLA (0.7) 33. KEIB (0.6) 34. "SoCal Sound" KCSN (0.5) 35. KDLN (0.3) 36. KAIA, "LA Oldies" KKGO HD3, KNX AM/FM stream, KTNQ, KWKW (0.2)

41. KBIG HD2, KCBS-FM stream, KHJ, KKGO, KKLA, KKLQ HD2, KLAX stream, KNX-FM HD2, KROQ HD2, KTLW, KTWV stream (0.1)

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