

# What ever happened to yesterday's teenagers?

They're still listening to **CKLW**

"CKLW was all I ever listened to . . . a few years ago it used to be kind of a be-bop station. I think now it's got a broader scan . . . soft rock, to contemporary, to everything . . . I think CKLW has done its best to bring us variety."

*Judi Stein*  
Judi Stein  
Legal Secretary Age 21



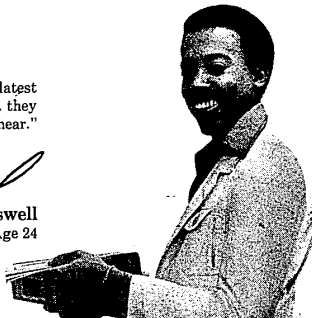
"I've kind of grown up with CKLW, and it's kind of grown up with me."

"I've never really gotten rock & roll out of my system. I suppose, being 36, that it's more of an adult type of rock & roll that I enjoy."

*Fred Steinhardt*  
Fred Steinhardt  
Attorney Age 36

"Well, they seem to play the latest records, you know, the jams . . . they play what the people want to hear."

*Larry Boswell*  
Larry Boswell  
Core Fitter, Ford Motor Co. Age 24



"I don't consider myself a teenybopper today and I enjoy the station. I guess it grew with me."

"CKLW gets my morning going."  
*Karen Long*  
Karen Long  
Bookkeeper Age 24

"I enjoy the disc jockeys, especially Tom Shannon. In the morning, when I'm driving to work, I enjoy his comments . . . little factual things that I tend to remember. It's nice to be able to go up to somebody and tell them something new that they might not have heard before. I like that kind of stuff."

*Frank Copeland*  
Frank Copeland  
Accountant Age 22



"CKLW? . . . I like their sound . . . it's in with the times."

*Sue Van Messel*  
Sue Van Messel  
Secretary, Office Manager Age 29

**CKLW**

## Grown-Up Rock & Roll.