



EASTLAN
RATINGS

January 15, 2026

For Immediate Release

Contact: Mike Gould 360-732-0070

ANOTHER THREE MARKETS PIVOT TO EASTLAN TO START 2026.

All 3 are "Top 100" markets.

The quiet pivot to Eastlan continues to gain momentum as local radio operators across the country are re-evaluating their radio ratings vendor relationship. Three more Top 100 markets: Honolulu, Reno and Tulsa are the newest to be continuously measured by Eastlan..

With the addition of Honolulu, Pacific Media Group President/CEO Chuck Bergson has now switched all of his markets to Eastlan. Bergson's reasoning; "in this tight radio economy it seems smart to me to pivot, re-investing the savings from ratings to save jobs."

Steven Hunter, President & General Manager of Zoellner Media Group added, "we're excited to team up with Eastlan to bring audience measurement tools that include all stations to our advertisers right here in Tulsa."

"Radio operators nationwide are speaking today with profound clarity," remarked Eastlan President Mike Gould. "They expect three things from their ratings vendor: reliable data that includes a complete picture of their market including all stations, the option to save significant money on their ratings investment and in many cases, the freedom to be able to buy only what they need. As I've said previously, frustrating buyers by redacting the performance of certain stations is certainly not making it easier to confidently buy our medium."

-30-

Eastlan Ratings is a privately held media-research firm headquartered in Bellevue, Washington. Eastlan Ratings was formed in 1999 and provides radio audience measurement data to markets across the United States. For more background see www.eastlanratings.com.