



Getting Out the Vote to Legalize Casino Gambling

**Presented:
September 22, 2008**

CBS RADIO STATIONS ARE POWERHOUSES IN REACHING CLEVELAND ADULTS

Report: RANKER REPORT
Market: CLEVELAND, OH for MAY-JUN 2008
Bases: ADULTS AGE 18+
Target: ADULTS AGE 18+

THE MEDIA AUDIT

Arbitron: SPRING 2008

Base Population: 1,606,673

% In Target: 100.0%

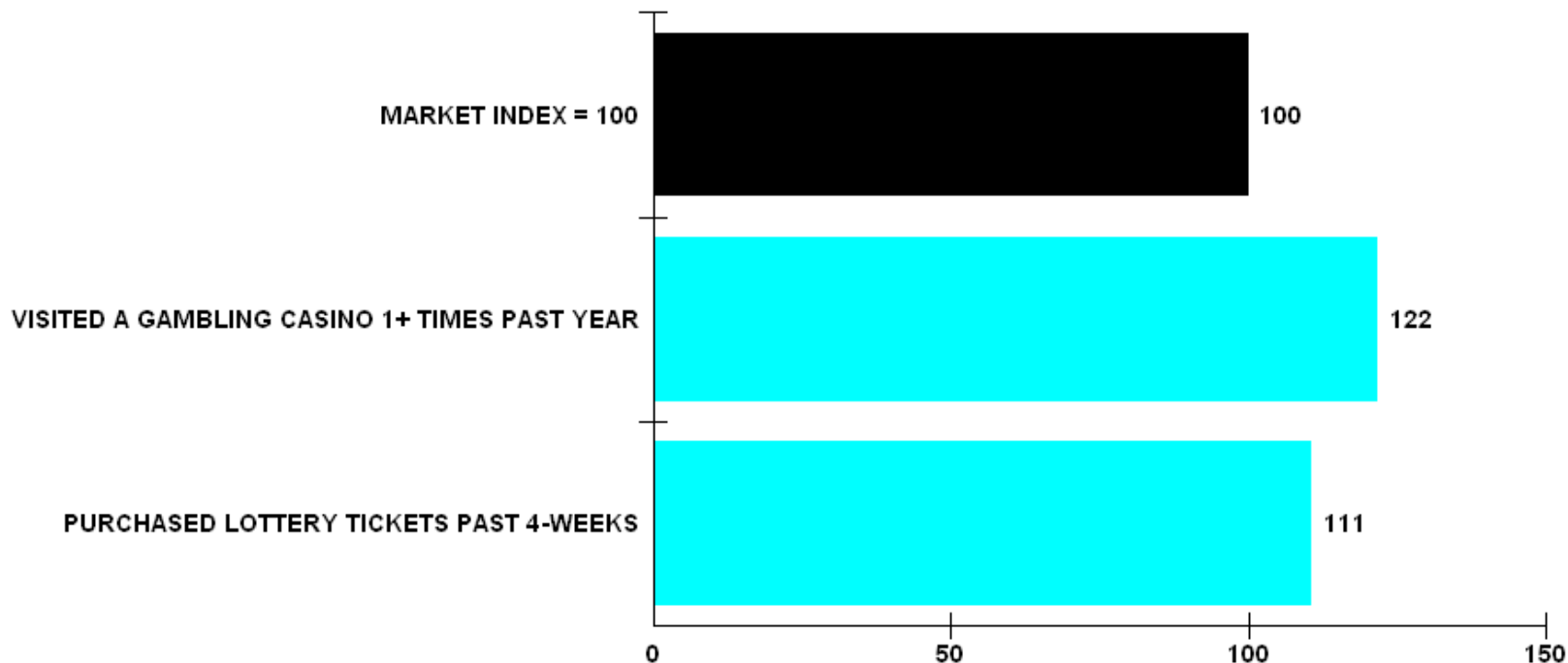
Rank	Media	Cume Adjusted Persons	Cume Adjusted Rating	0	7	13	20
1	WDOK-FM	243,453	15.2				
2	WGAL-FM	193,501	12.0				
3	WNCX-FM	189,897	11.8				
4	WKRK-FM	112,116	7.0				

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: CLEVELAND, OH for MAY-JUN 2008
Bases: ADULTS AGE 18+
Media: CBS RADIO

THE MEDIA AUDIT



CBS RADIO-CLEVELAND LISTENERS ARE 22% MORE LIKELY TO BE CASINO GAMBLERS...



...AND ARE 11% MORE LIKELY TO PLAY THE LOTTERY

Report: MEDIA PROFILE REPORT
Market: CLEVELAND, OH for MAY-JUN 2008
Bases: ADULTS AGE 18+
Media: CBS RADIO
Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION
Media Persons: 436,872

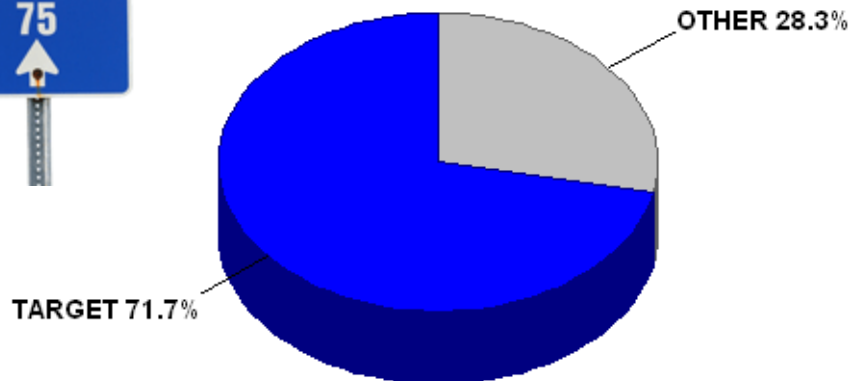
THE MEDIA AUDIT

All Groups

Target Percent: 71.7%

Target Persons: 313,351

72% of CBS Radio-Cleveland's Listeners are Voters





Report: RANKER REPORT
Market: CLEVELAND, OH for NOV '07-JAN 2008
Bases: ADULTS AGE 18+
Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION

THE MEDIA AUDIT

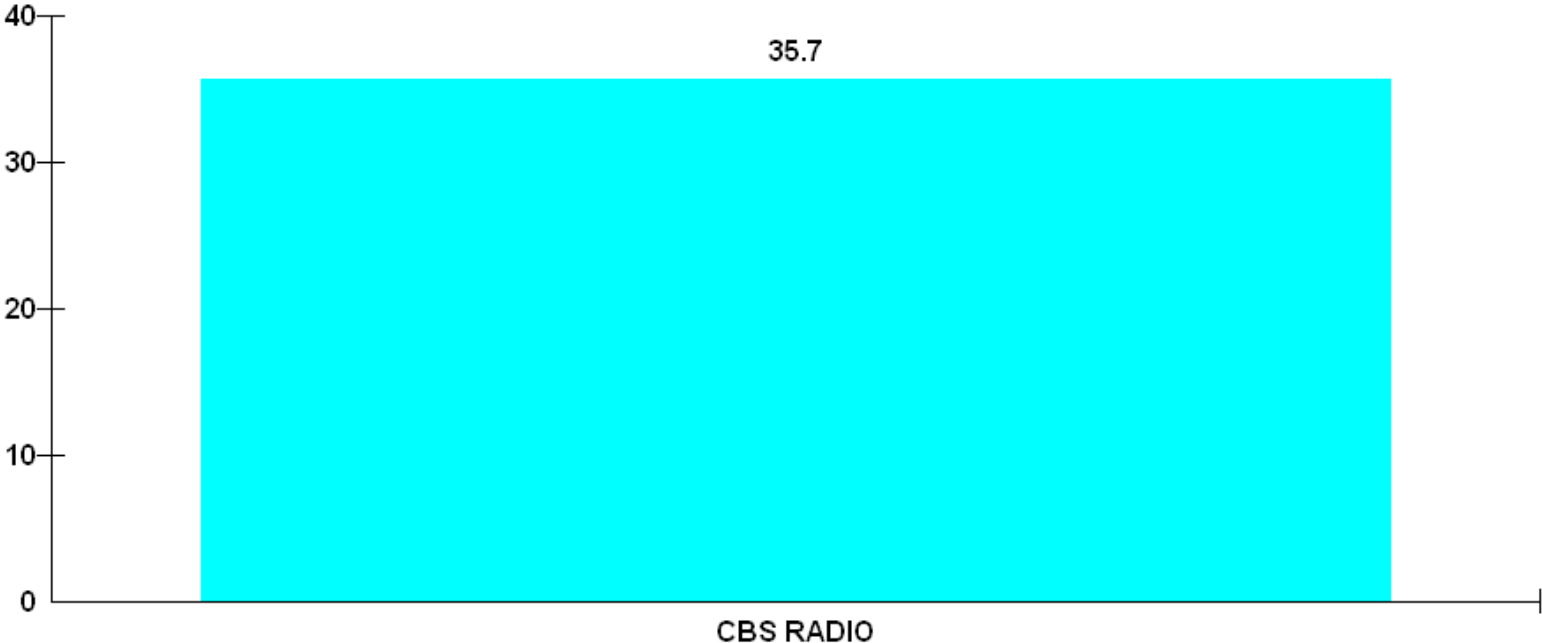
Cume Ratings

Base Population: 1,615,088

% In Target: 62.8%

Target Persons: 1,014,710

Nearly 36% of Cleveland's Politically Active Listen to CBS Radio

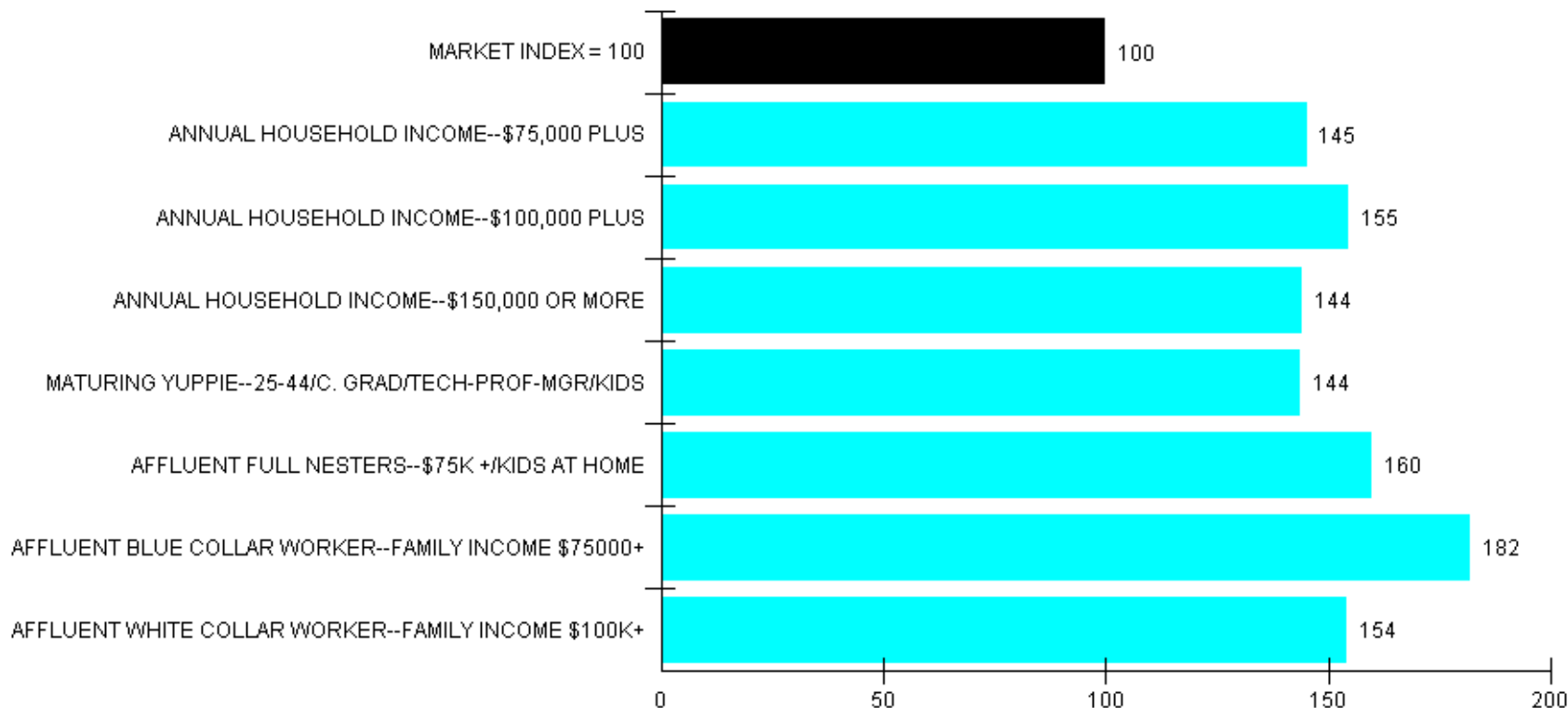


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Cume Index

CBS RADIO-CLEVELAND LISTENERS HAVE MONEY TO SPEND & TO WAGER

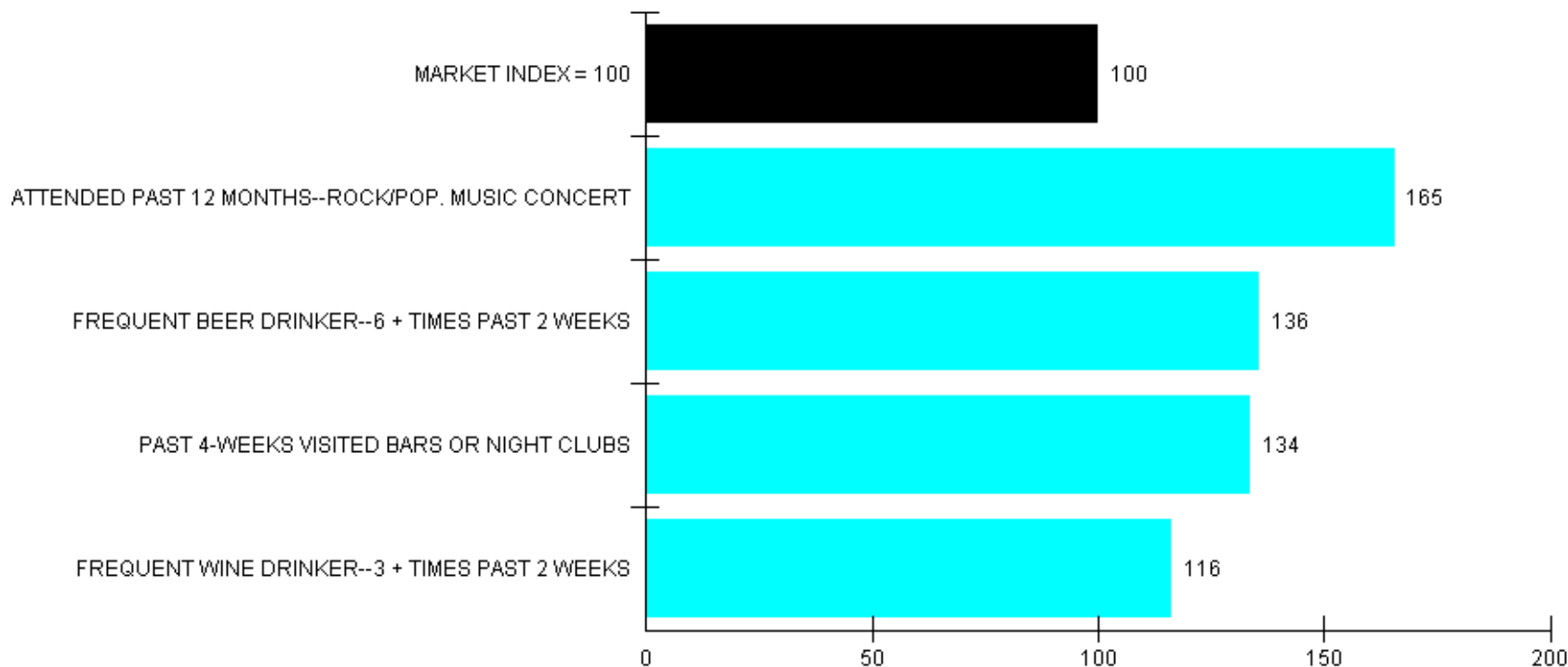


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CBS RADIO-CLEVELAND LISTENERS LOVE ENTERTAINMENT & THE HOT SPOTS



...and they don't mind driving long distances for an enjoyable experience.

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THE MEDIA AUDIT

Cume Index

CBS RADIO-CLEVELAND LISTENERS ARE 31% MORE LIKELY TO BE HIGH MILEAGE DRIVERS

