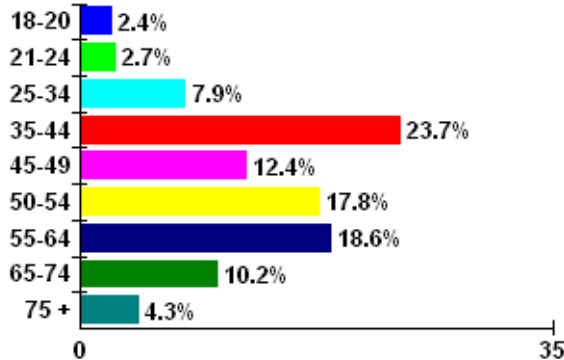


WIP LISTENER PROFILE

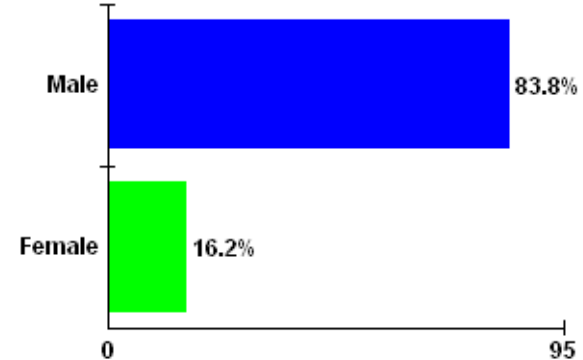
Audience Profile

Total Income: \$28,034,500,000
 Mean Income: \$83,860
 Mean Age: 49
 Home Owners: 89%
 Mean Home Value: \$311,760
 Mean Miles Past Week: 201

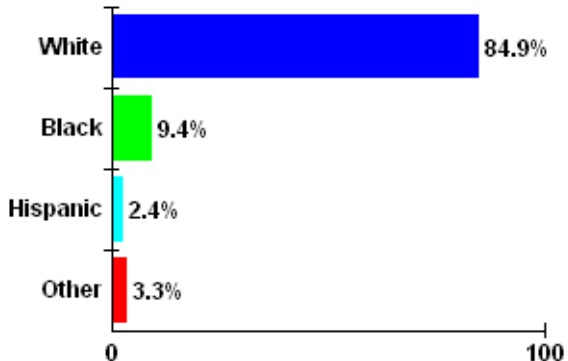
Age Analysis



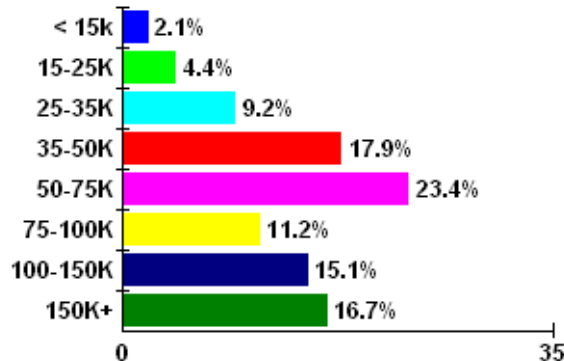
Gender Profile



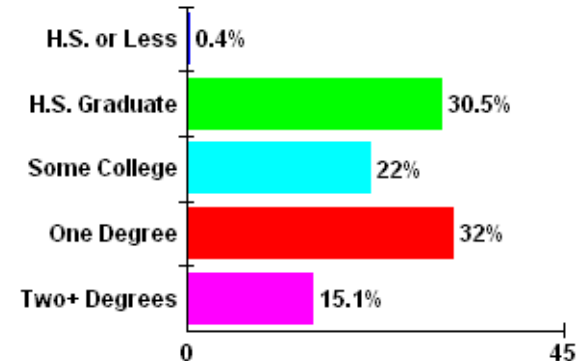
Ethnicity Profile



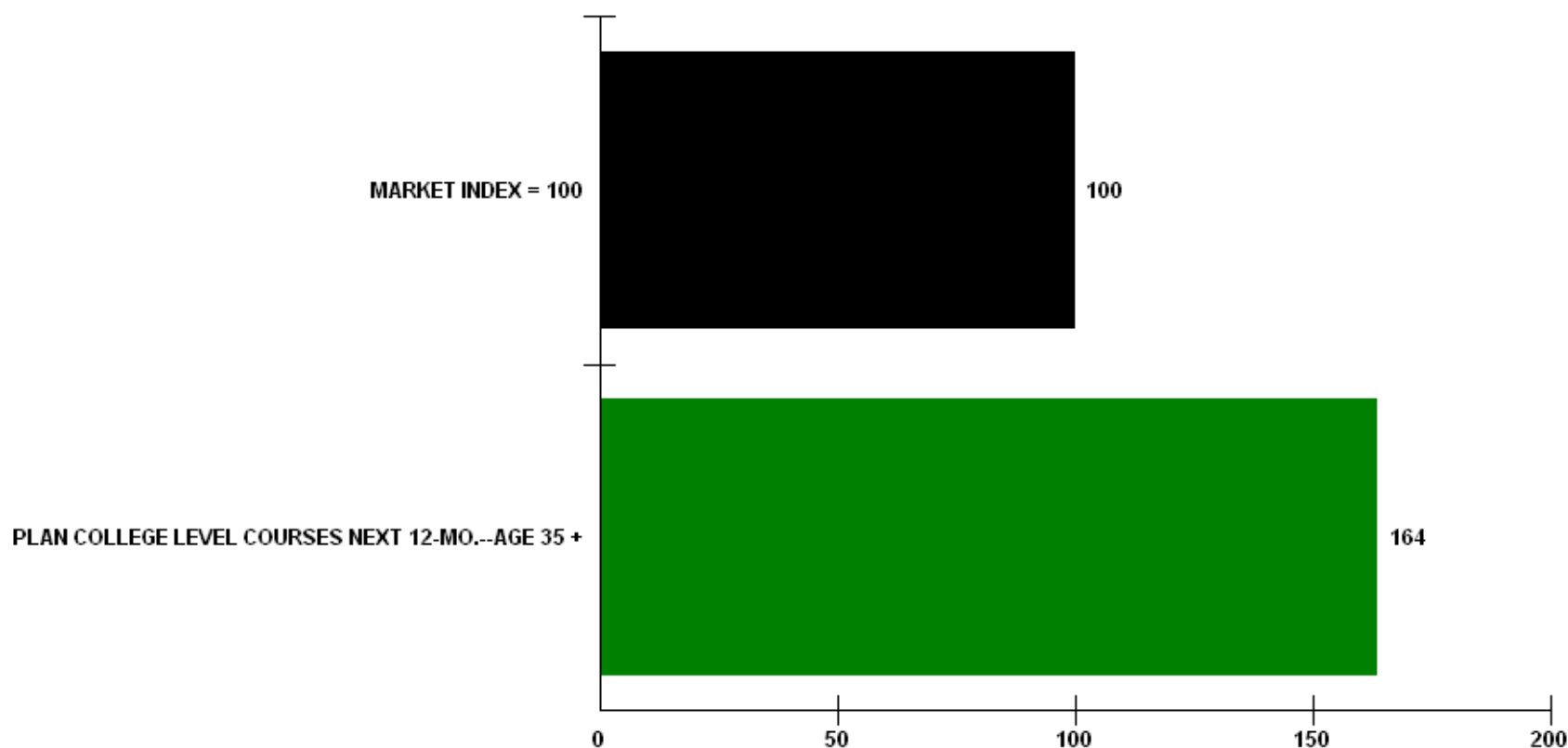
Annual Income



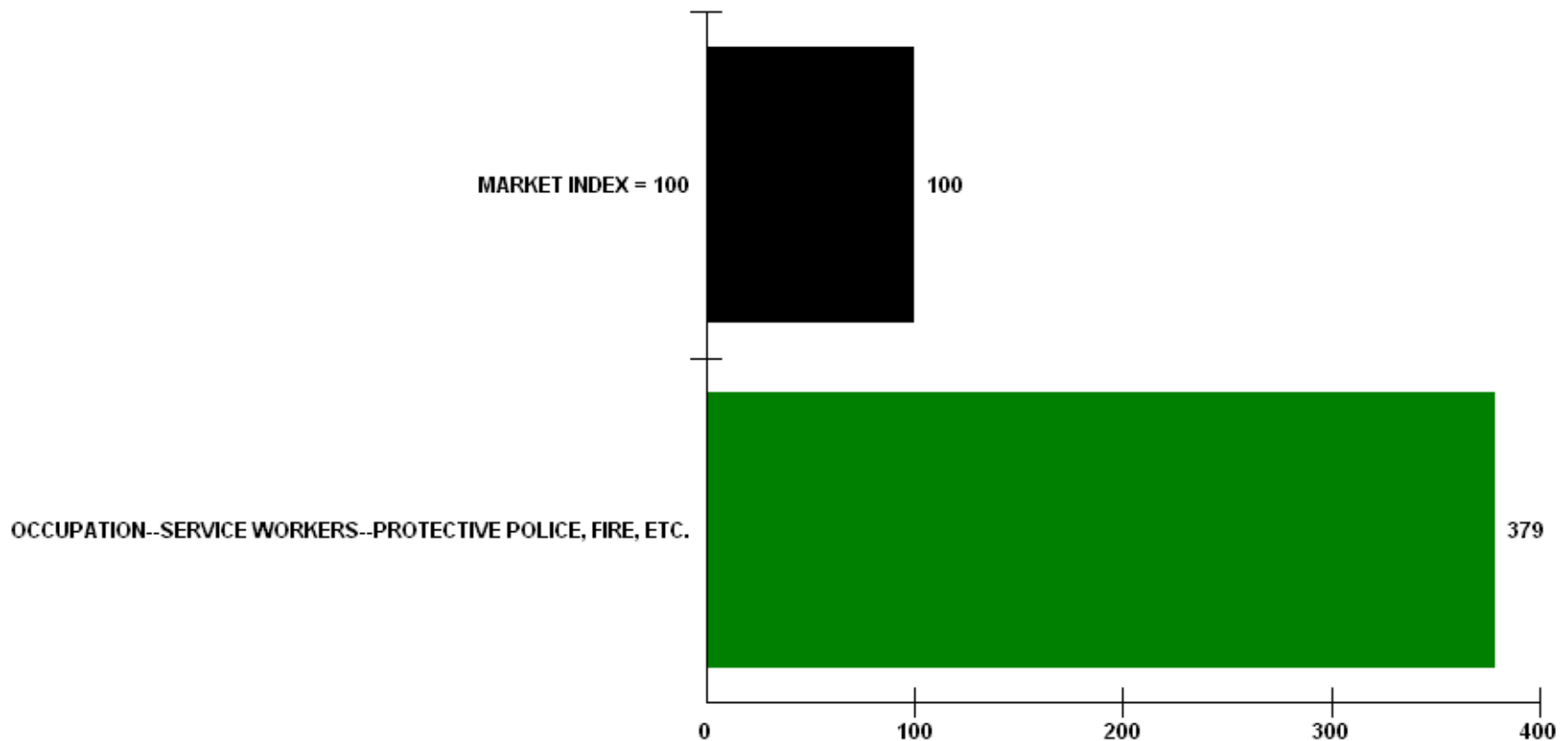
Education Profile



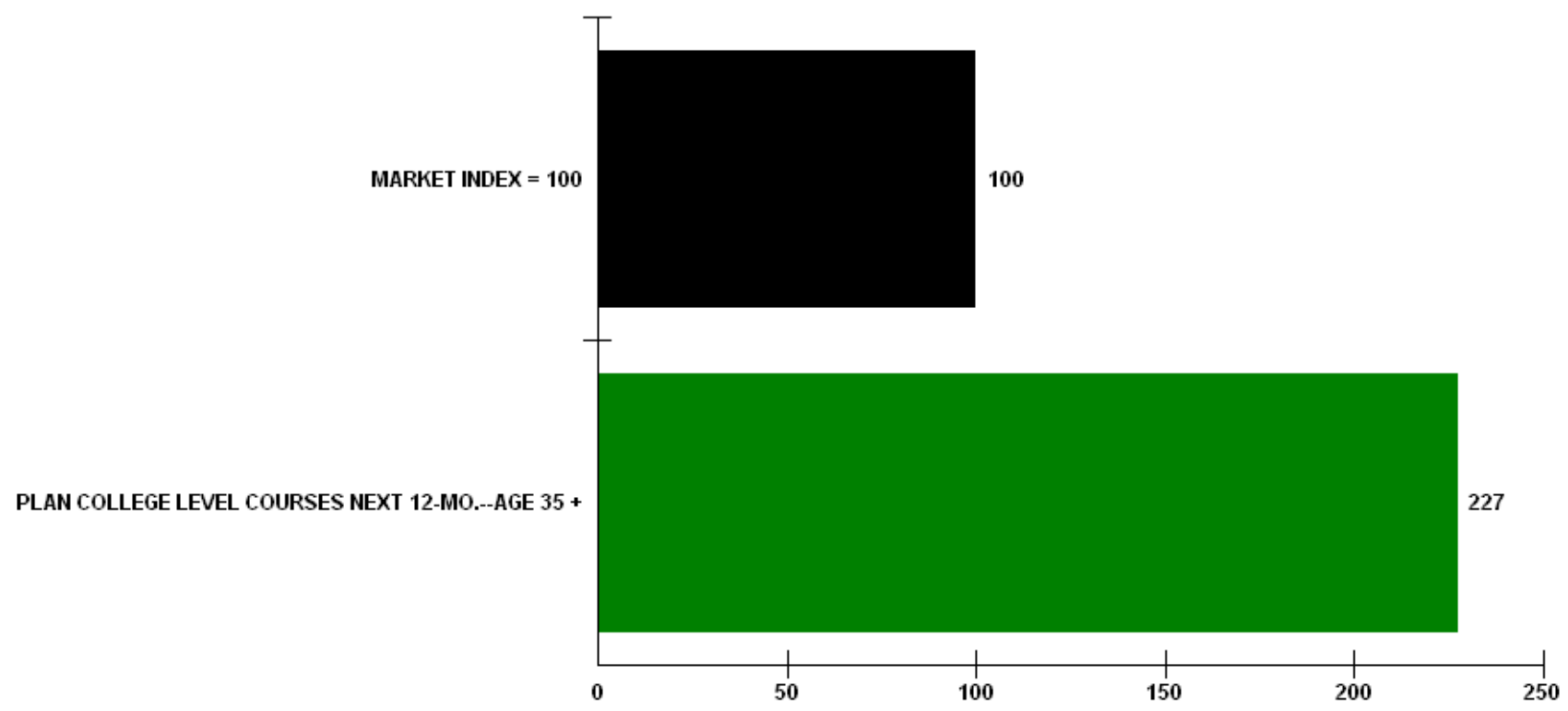
WIP Outperforms the Market in those Planning to Continue their Education



WIP LISTENERS ARE 279% MORE LIKELY TO BE POLICE, FIRE, ETC.



WIP OUTPERFORMS IN ADULTS WITH SOME COLLEGE, PLANNING CONTINUING EDUCATION



Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: PHILADELPHIA, PA for JUL-SEP'07/JAN-FEB 2008
 Bases: ADULTS AGE 18+
 Media: WIP

THE MEDIA AUDIT

Cume Index

WIP LISTENERS ARE 38% MORE LIKELY THAN THE MARKET AVG TO BE IN LEGAL PROFESSION

