

Children need Children's.®

Presented by
680 The Fan (WCNN)

The Fan Reaches a Quality Audience

Our Listeners are Fiscally Fit

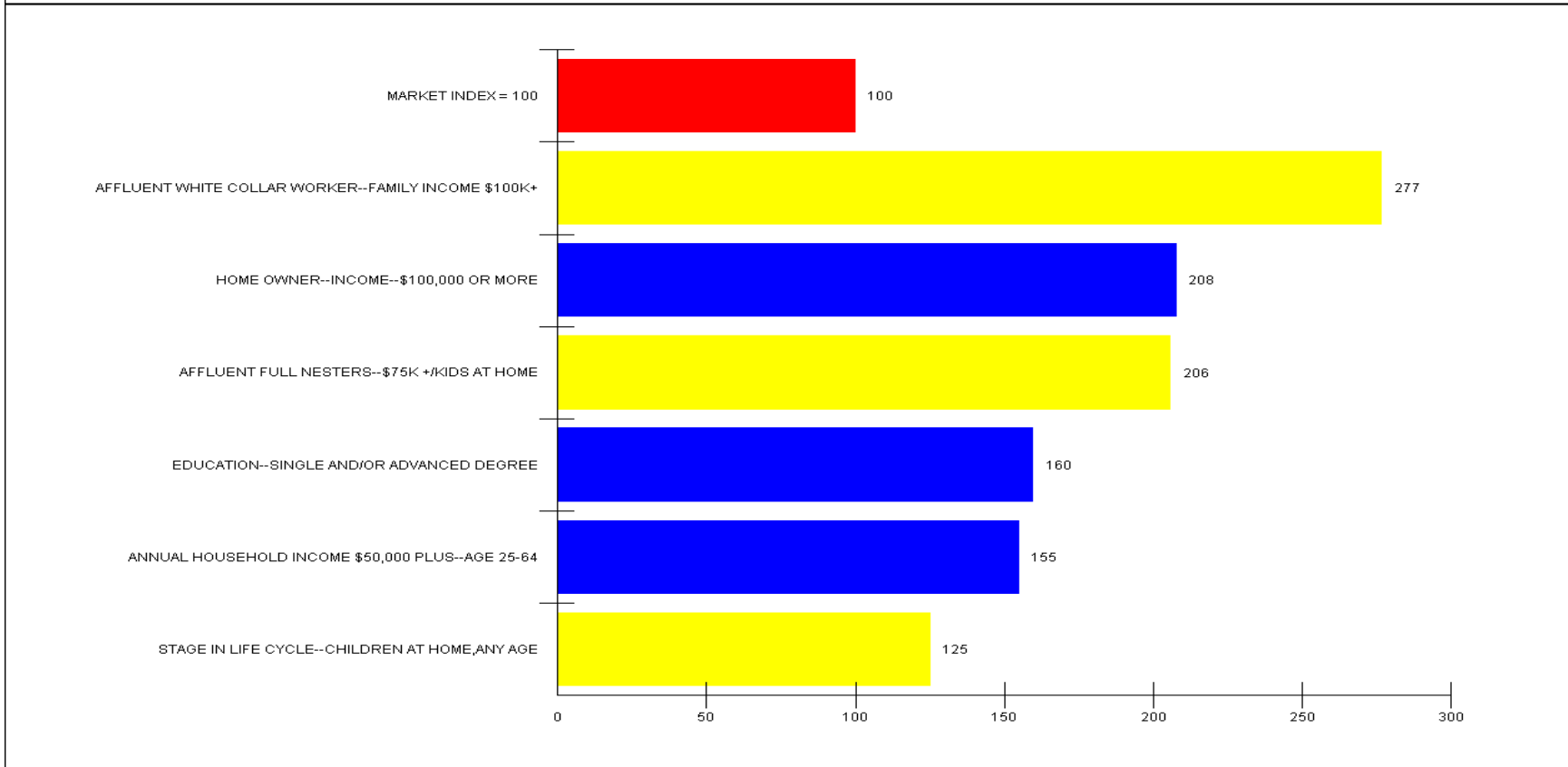
- Total aggregate income of **\$20.2 Billion**
- Average Household Income **\$102,400**
 - **30% higher** than the Market Average
- **95%** of our Listeners **own homes**
 - Average Home value of **\$222,600**
 - 60% of these homeowners earn at least \$100,000

The Fan Listeners are Educated, Affluent Families

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: ATLANTA, GA for OCT-NOV 2008
 Bases: ADULTS AGE 18+
 Media: WVCNN

THE MEDIA AUDIT

Cume Index



MARKET PROFILE IS BASED ON 1,040 RESPONDENTS. AUDIENCE PROFILE IS BASED ON 34 RESPONDENTS

The Fan **LEADS** all Other Radio Stations in Average Household Income

THE MEDIA AUDIT
CROSSTAB INCOME REPORT
CrossTab Income Report -- Avg (Mean)

REPORT MARKET: ATLANTA, GA
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: OCT-NOV 2008
PRIMARY TARGET: ADULTS AGE 18+

BASE PERSONS: 3,836,098
BASE INCOME: \$301,161,896,750

PRIMARY TARGET: 100.0% OF BASE PERSONS
PRIMARY TARGET INCOME: 100.0% OF BASE INCOME

PRIMARY TARGET: 3,836,098 PERSONS
PRIMARY TARGET INCOME: \$301,161,896,750

TARGET	AVG (MEAN) INCOME \$	\$51,196	\$102,392
PAST 7-DAY CUME RADIO--WCNN	102,392		
PAST 7-DAY CUME RADIO--WZGC-FM	102,078		
PAST 7-DAY CUME RADIO--WF5H-FM	93,068		
PAST 7-DAY CUME RADIO--WWSB	90,780		
PAST 7-DAY CUME RADIO--WGST	90,343		
PAST 7-DAY CUME RADIO--WUBL-FM	87,477		
PAST 7-DAY CUME RADIO--WSTR-FM	86,391		
PAST 7-DAY CUME RADIO--WABE-FM	85,131		
PAST 7-DAY CUME RADIO--WKHX-FM	83,269		
PAST 7-DAY CUME RADIO--WYAY-FM	82,580		
PAST 7-DAY CUME RADIO--WWSB-FM	79,323		
ADULTS AGE 18+	78,507		
PAST 7-DAY CUME RADIO--WNNX-FM	78,489		
PAST 7-DAY CUME RADIO--WVEE-FM	77,460		
PAST 7-DAY CUME RADIO--WBTS-FM	77,350		
PAST 7-DAY CUME RADIO--WAMJ-FM	77,249		
PAST 7-DAY CUME RADIO--WKLS-FM	75,916		
PAST 7-DAY CUME RADIO--WHTA-FM	75,351		
PAST 7-DAY CUME RADIO--WSRV-FM	73,970		
PAST 7-DAY CUME RADIO--WJZZ-FM	73,656		
PAST 7-DAY CUME RADIO--WALR-FM	72,967		
PAST 7-DAY CUME RADIO--WMMQ-FM	69,184		
PAST 7-DAY CUME RADIO--WPZE-FM	58,656		

The Fan Listeners **with** Children have the **HIGHEST** Average Income in the Market

THE MEDIA AUDIT
 CROSSTAB INCOME REPORT
 CrossTab Income Report -- Avg (Mean)

REPORT MARKET: ATLANTA, GA
 REPORT BASE: ADULTS AGE 18+
 REPORT PERIOD: OCT-NOV/2008
 PRIMARY TARGET: STAGE IN LIFE CYCLE-CHILDREN AT HOME,ANY AGE

BASE PERSONS: 3,836,098
 BASE INCOME: \$301,161,896,750

PRIMARY TARGET: 49.1% OF BASE PERSONS
 PRIMARY TARGET INCOME: 53.9% OF BASE INCOME

PRIMARY TARGET: 1,884,005 PERSONS
 PRIMARY TARGET INCOME: \$162,291,680,000

TARGET	AVG (MEAN) INCOME \$0	\$57,455	\$114,910
PAST 7-DAY CUME RADIO--WCNN	114,910		
PAST 7-DAY CUME RADIO--WSB	106,286		
PAST 7-DAY CUME RADIO--WZGC-FM	104,768		
PAST 7-DAY CUME RADIO--WGST	98,705		
PAST 7-DAY CUME RADIO--WSTR-FM	98,187		
PAST 7-DAY CUME RADIO--WYAY-FM	97,626		
PAST 7-DAY CUME RADIO--WUBL-FM	96,738		
PAST 7-DAY CUME RADIO--WFSS-FM	94,392		
PAST 7-DAY CUME RADIO--WKHX-FM	91,085		
PAST 7-DAY CUME RADIO--WNNX-FM	89,602		
ADULTS AGE 18+	86,142		
PAST 7-DAY CUME RADIO--WABE-FM	85,574		
PAST 7-DAY CUME RADIO--WSB-FM	83,866		
PAST 7-DAY CUME RADIO--WBTS-FM	80,061		
PAST 7-DAY CUME RADIO--WHTA-FM	78,616		
PAST 7-DAY CUME RADIO--WKLS-FM	78,384		
PAST 7-DAY CUME RADIO--WSRV-FM	78,303		
PAST 7-DAY CUME RADIO--WVEE-FM	75,344		
PAST 7-DAY CUME RADIO--WAMU-FM	73,493		
PAST 7-DAY CUME RADIO--WALR-FM	70,275		
PAST 7-DAY CUME RADIO--WWWQ-FM	67,716		
PAST 7-DAY CUME RADIO--WUZZ-FM	66,310		
PAST 7-DAY CUME RADIO--WPZE-FM	61,468		



The Fan's Listeners Spend \$32 Million on Hospital Services

THE MEDIA AUDIT

ANNUAL CONSUMER BUYING POWER CROSSTAB REPORT

REPORT MARKET: ATLANTA, GA
 REPORT BASE: ADULTS AGE 18+
 REPORT PERIOD: APR-MAY/OCT-NOV 2008
 PRIMARY: PAST 7-DAY CUME RADIO--WCNN

BASE POPULATION: 3,836,109

% IN TARGET AUDIENCE: 4.8

TARGETS	TOTAL \$s	AVERAGE \$s
HOSPITAL ROOM AND MEALS	18,194,434	20,858
HOSPITAL SERVICES OTHER THAN ROOM AND MEALS	9,102,572	6,562
OTHER MEDICAL CARE SERVICES (E.G. OUTPATIENT HOSPI	5,087,557	2,073



The Fan's Listeners Spend **MORE** Per Person on Hospital Services

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
Market: ATLANTA, GA for APR-MAY/OCT-NOV 2008
Bases: ADULTS AGE 18+
Target: HOSPITAL SERVICES OTHER THAN ROOM AND MEALS

THE MEDIA AUDIT

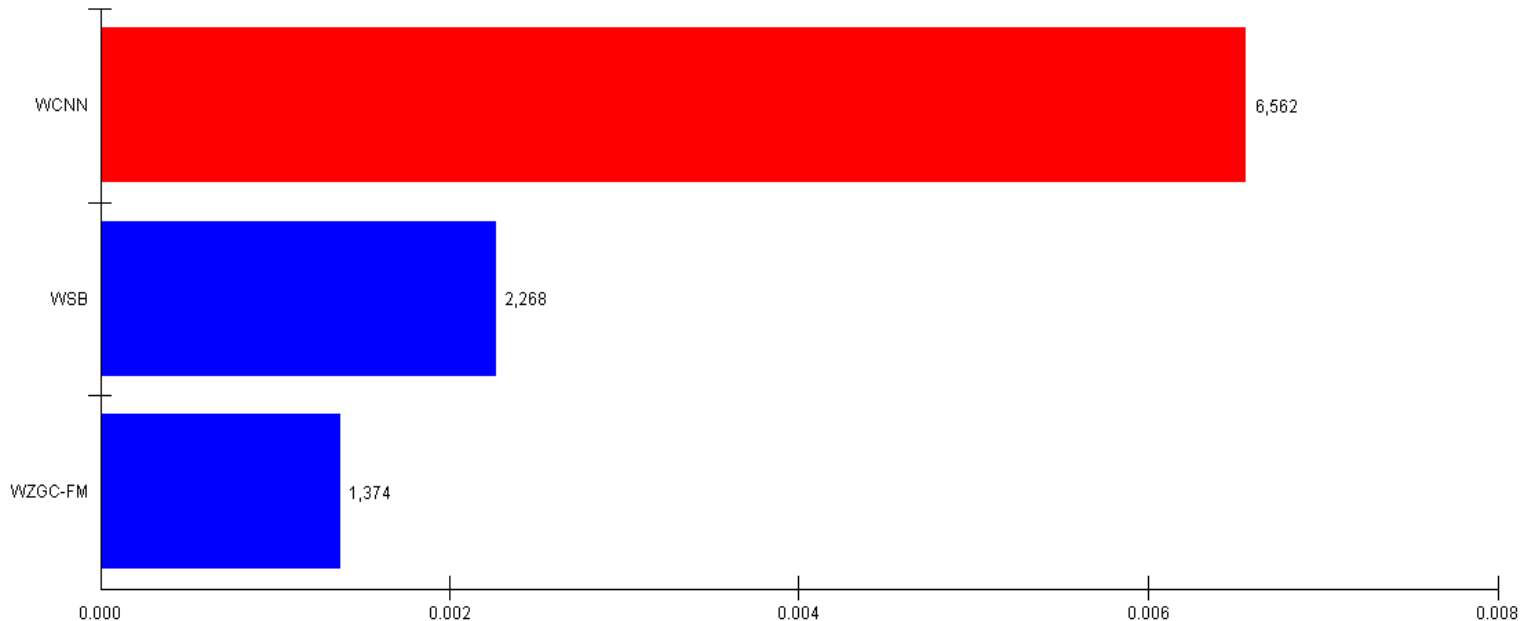
Average \$'s Expenditure -- Cume Rating

Base Population: 3,836,109

% In Target: 6.6%

Target Persons: 253,496

Average \$'s Expenditure -- Cume Rating



BASED ON 138 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 2,081 BASE # OF RESPONDENTS

The Fan's Listeners Donated \$235.7 Million to Charities, Religious Organizations, & Political Organizations

THE MEDIA AUDIT

ANNUAL CONSUMER BUYING POWER CROSSTAB REPORT

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 REPORT PERIOD: APR-MAY/OCT-NOV 2008
 PRIMARY: PAST 7-DAY CUME RADIO--WCNN

BASE POPULATION: 3,836,109

% IN TARGET AUDIENCE: 4.8

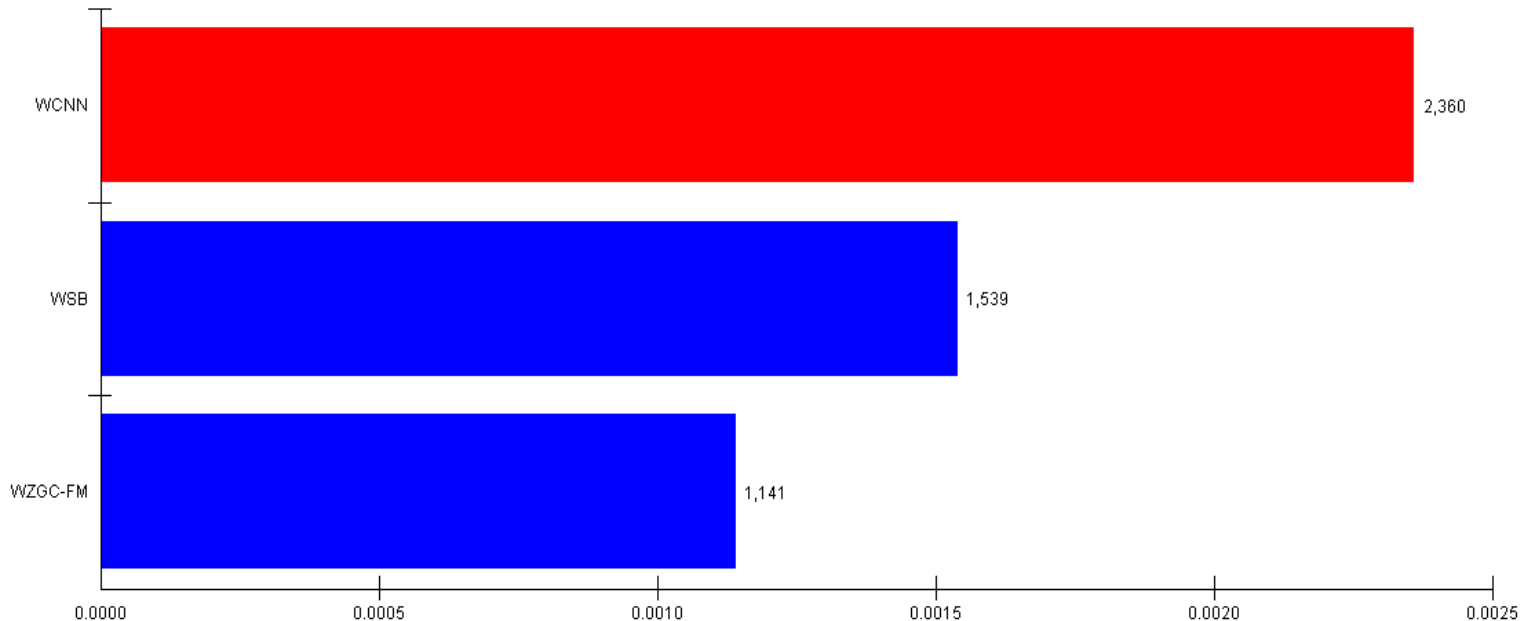
TARGETS	TOTAL \$s	AVERAGE \$s
CASH CONTRIBUTIONS TO CHARITIES AND OTHER ORGANISA	34,025,960	771
CASH CONTRIBUTIONS TO CHURCHES OR RELIGIOUS ORGANI	118,859,008	2,825
CASH CONTRIBUTIONS TO POLITICAL ORGANISATIONS	729,466	338
OTHER CASH GIFTS	82,040,048	1,138



The Fan's Listeners Donations Per Person is **HIGHEST**

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT THE MEDIA AUDIT Average \$'s Expenditure -- Cume Rating
Market: ATLANTA, GA for APR-MAY/OCT-NOV 2008
Bases: ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS *AND* STAGE IN LIFE CYCLE--CHILDREN AT HOME, ANY AGE
Target: CASH CONTRIBUTIONS TO CHARITIES AND OTHER ORGANISA
Base Population: 557,155

Average \$'s Expenditure -- Cume Rating



BASED ON 96 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 231 BASE # OF RESPONDENTS