



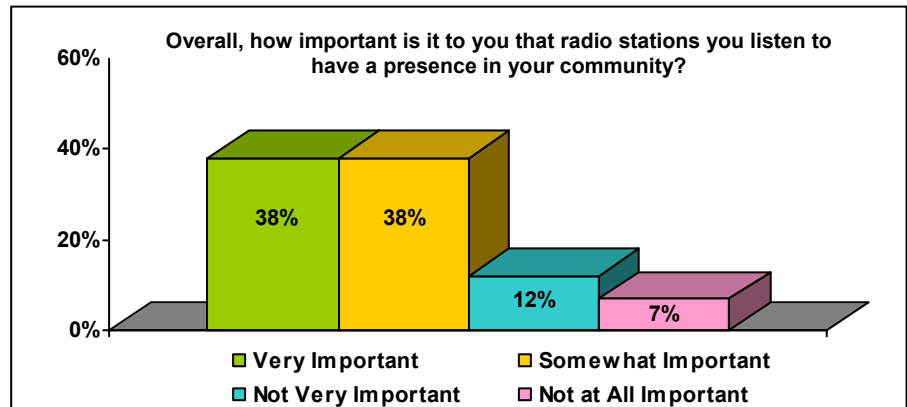
September 2004

Listeners Feel at Home with Local Radio

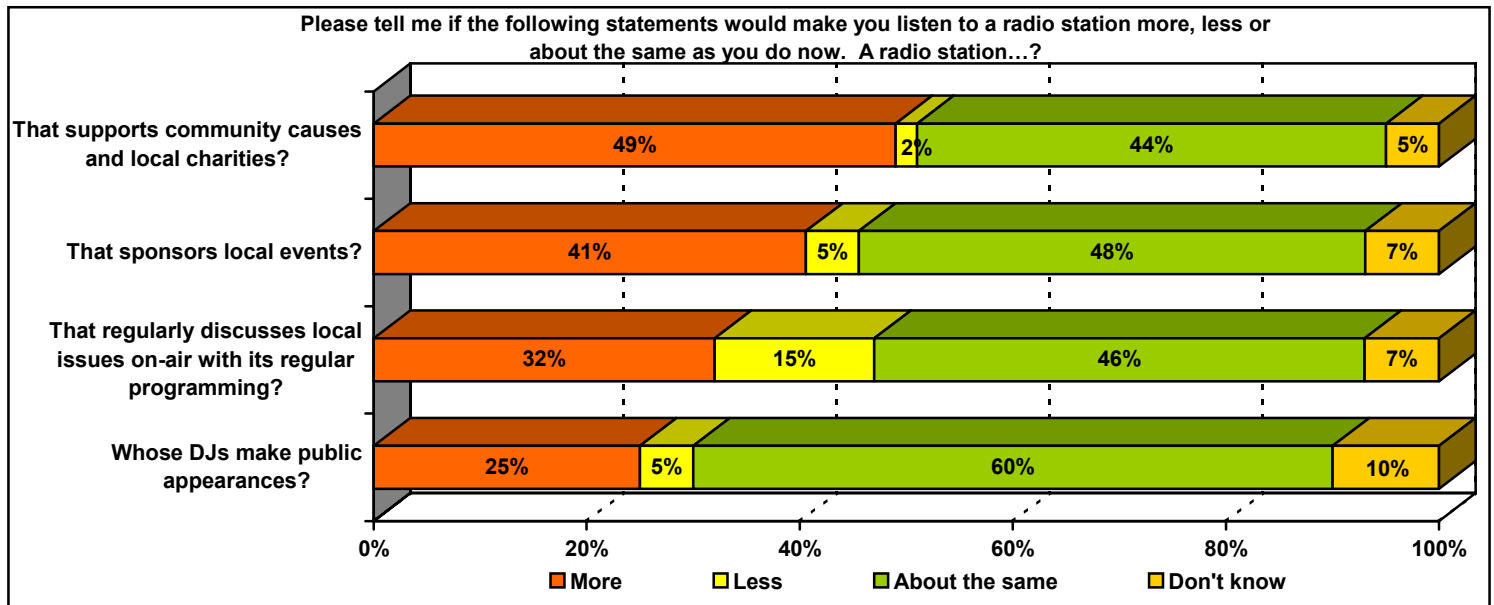
Paragon Media Strategies recently surveyed 405 respondents ages 15 to 64 (43% male / 57% female) who listen to the radio to explore radio listeners' preferences for radio stations' involvement in their communities.

*** 3 of 4 radio listeners feel it is important that the radio stations they listen to have a presence in their community.**

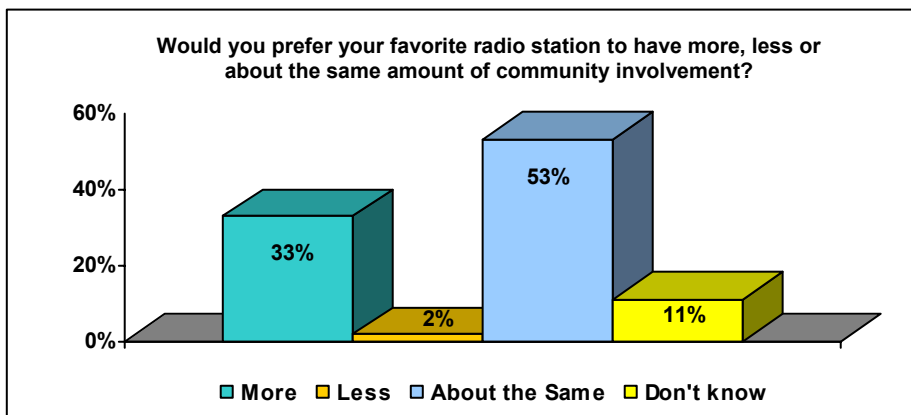
Community Involvement is Important



Serving the Community Increases Listening Time



Listeners Prefer Community Involvement



*** One-third of radio listeners prefer more radio station involvement in their communities.**

Results provided represent top-line data only. For more in-depth results of these tables, other questions included in the poll, and tracking data from 2002, please visit our website:

www.paragonmediastrategies.com