

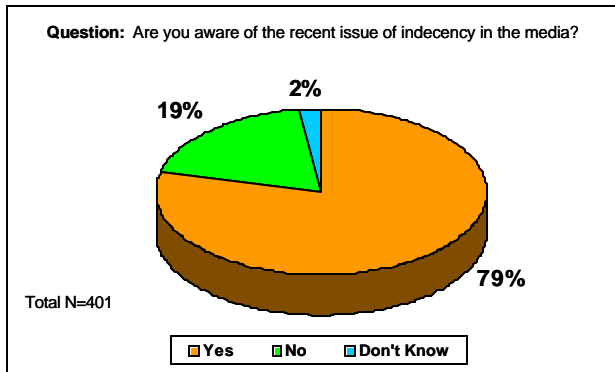


MEDIA INDECENCY EXPOSED – PART 1 of 3

Paragon Media Strategies recently conducted a nationwide survey of 401 respondents ages 18 to 64 who listen to the radio for at least one hour on an average weekday to gauge their opinions about the issue of indecency in the media. The sample was drawn to proportionately represent the U.S. population by age, gender and geography. 44% of respondents had children under the age of 18. 39% of respondents described themselves as Conservative, 37% as Moderate and 21% as Liberal. A sample size of 401 has a margin of error of plus -or-minus 5 percentage points. Partial results of this survey are featured in this release.

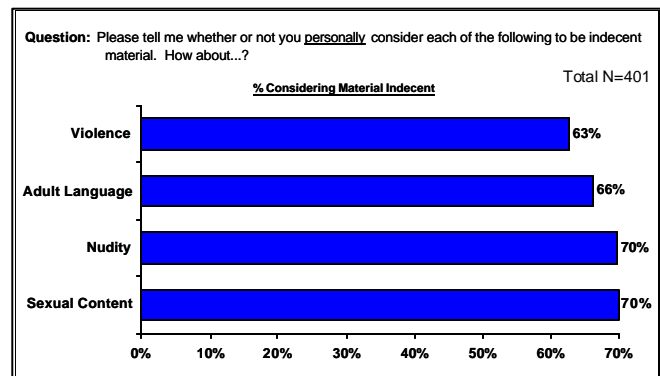
Awareness of Issue of Indecency

The majority of respondents are aware of the issue of Indecency.



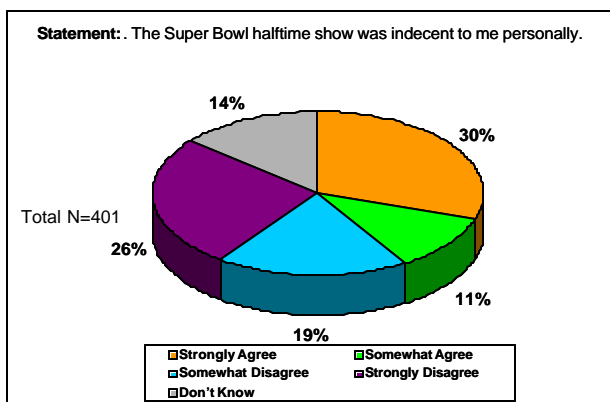
What is Considered Indecent

Sexual content and nudity are considered indecent by slightly more respondents than Adult Language or Violence.



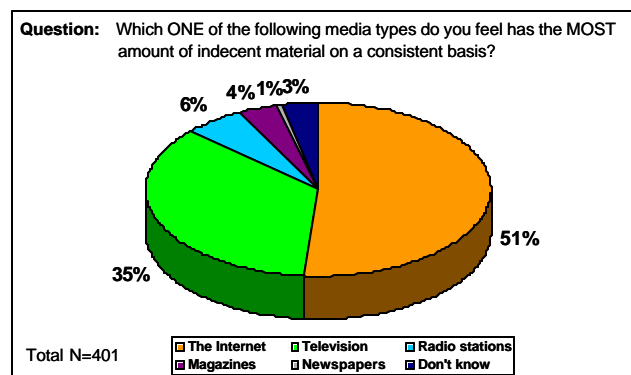
Super Bowl Halftime Show

Less than half (41%) of respondents were personally offended by the Super Bowl halftime show.



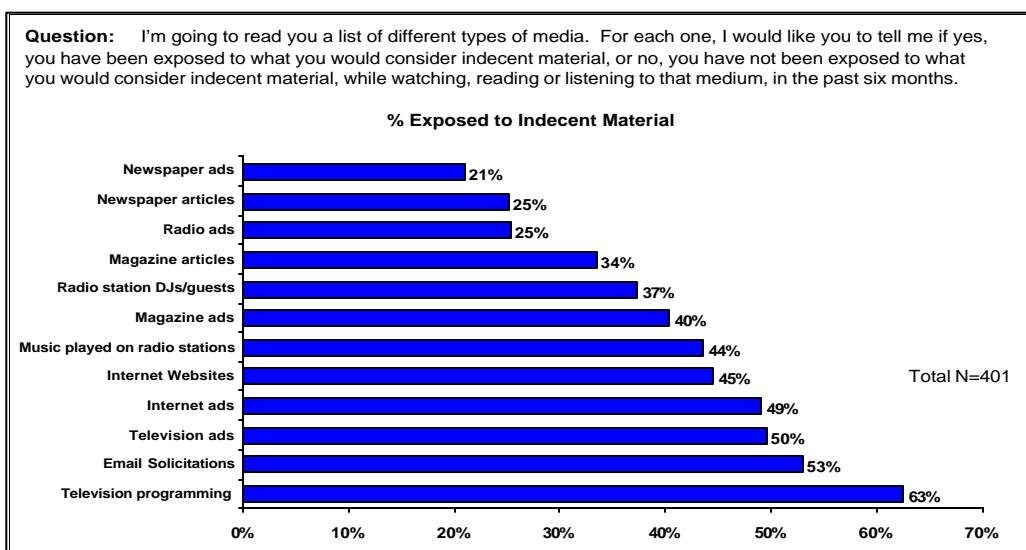
Medium With Most Amount of Indecent Material

Only 6% name radio as the medium with the most amount of indecency, placing it third, far behind the Internet (51%) and television (35%)



Exposure to Indecency by Media Type

Less than half of respondents have been exposed to any form of indecent material on the radio in the past six months. Music on the radio ranks 6th, radio DJs/guests ranks 8th and radio advertising ranks 10th in terms of exposure to indecency among 12 media types.



Watch for Part Two of this Three-Part Series: Media Indecency Exposed in the coming weeks.

Results provided represent top-line data only. The full report, with all questions broken out by age, gender, presence of children, ethnicity and political ideology will be available on our website soon.

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