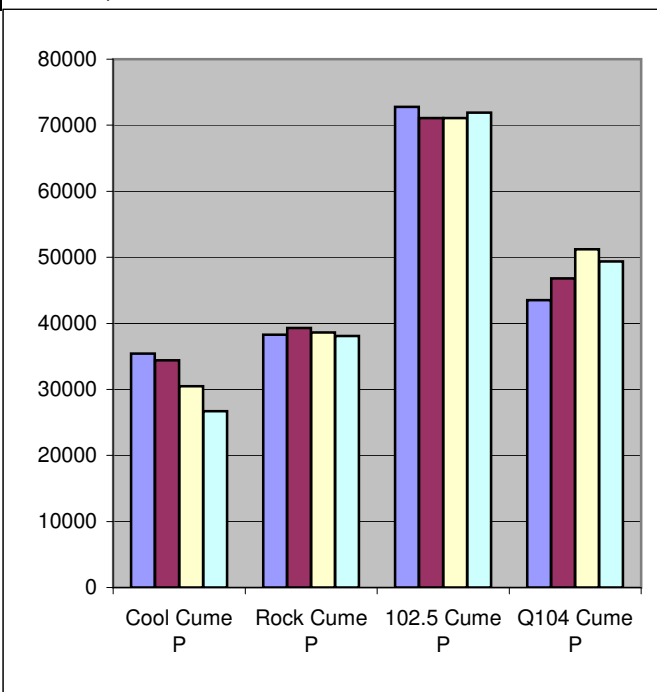
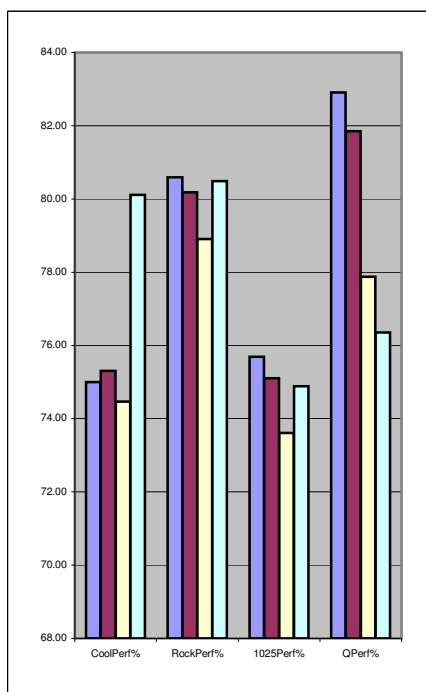


Spring P2 Charleston, S.C. Station Performance Evaluations

The only way to compare apples to oranges without resorting to past reference (which is not effecting present condition) is to use a frequency calculation for performance of conversions from cume to quarter hour. This process evens out the playing field for each station and shows how well a station is really doing. The figures and charts below show the performance curve for both LM stations. With variances in both cume and quarter hour using this approach allows the showing of strengths and weaknesses without being penalized by a reduced cume. The answer is still marketing. People do not know we exist.

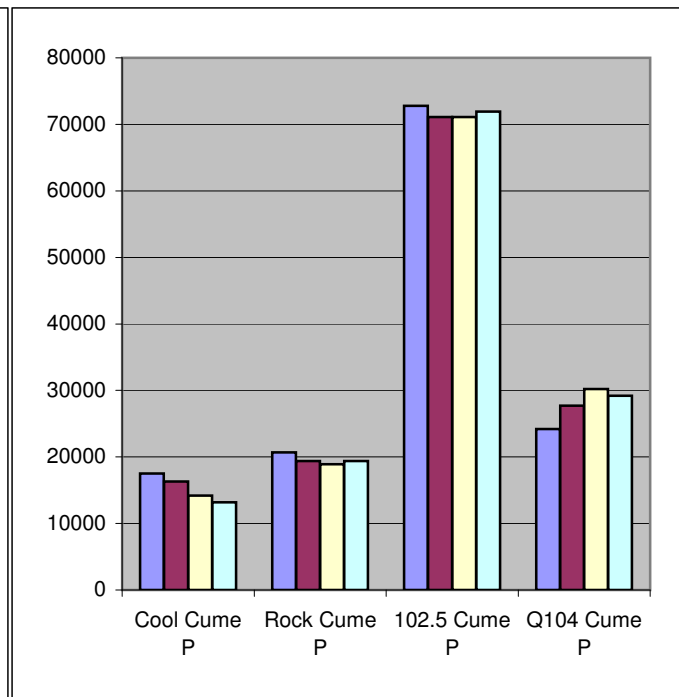
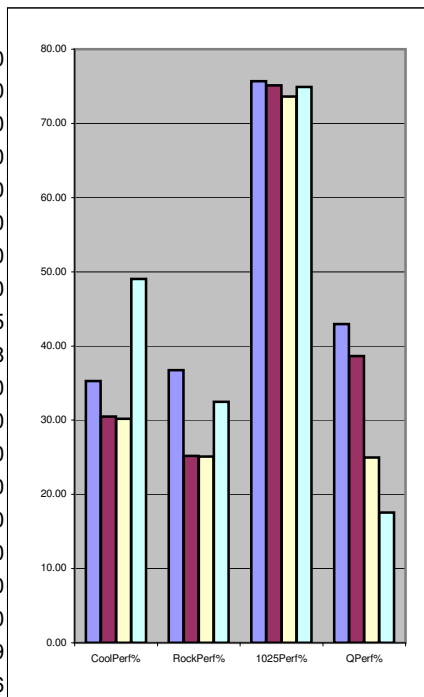
If it were me, I would place marketing at priority 1 for the summer on both stations. Marketing is not on air contests as that is preaching to the choir. Marketing is getting out of the station to reach NEW listeners something both stations do not do other than the print ads inserted in various hand out publications which did not start until the end of the p2.

12+	NDJ	W2002	FMA	MAM
AQHP WC	2500	2400	2200	1500
Cool Cume P	35400	34400	30500	26700
AQHP YB	2100	2200	2300	2100
Rock Cume P	38300	39300	38600	38100
CoolAP		100	200	700
CoolCU		1000	3900	3800
RockAP		100	100	-200
RockCU		1000	-700	-500
CoolPerf%	75.00	75.30	74.47	80.11
RockPerf%	80.59	80.18	78.91	80.49
AQHP 102.5	5000	5000	5300	5100
102.5 Cume P	72800	71100	71100	71900
AQHP Q104	2100	2400	3200	3300
Q104 Cume P	43500	46800	51200	49400
1025AP		0	-300	200
1025CU		1700	0	-800
Q104AP		300	800	100
Q104CU		3300	4400	-1800
1025Perf%	75.69	75.11	73.61	74.89
QPerf%	82.91	81.85	77.88	76.35



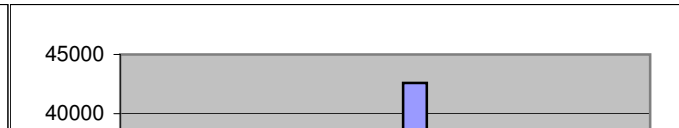
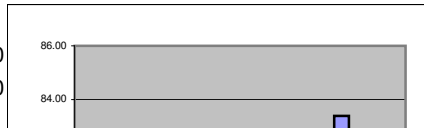
As indicated with the above chart Cool outperformed Oldies 102.5 in the P1 and P2 As indicated with the above chart Cool's cume has dropped while of Spring after having been nearly equal for Oldies 102.5 has sustained and increased a bit. It is even more the two periods prior to that. It specifically interesting to note that Cool's greater performance (left) is even with a shows Cool greatly outperforming 102.5 in drop in cume with started in the Winter. People are not robots and do P2 of Spring. 98Rock and Oldies 102.5 are not vote for the best current station they vote for the best station they nearly identicle in pattern which would remember. And with Cool's cume falling as it has the only answer is appear to indicate both are targeted marketing and advertising not a start all over again change. properly, equally. Q104 is dropping. Period.

12+ AM	NDJ	W2002	FMA	MAM	
AQHP CO		3200	3200	2800	1900
Cool Cume P		17500	16300	14200	13200
AQHP YB		3700	4100	4000	3700
Rock Cume P		20700	19400	18900	19400
CoolAP			0	-400	-900
CoolCU			-1200	-2100	-1000
RockAP			400	-100	-300
RockCU			-1300	-500	500
CoolPerf%		35.27	30.50	30.20	49.05
RockPerf%		36.72	25.19	25.08	32.48
AQHP 102.5		5000	5000	5300	5100
102.5 Cume P		72800	71100	71100	71900
AQHP Q104		3900	4800	6400	6800
Q104 Cume P		24200	27700	30200	29200
1025AP			0	-300	200
1025CU			1700	0	-800
Q104AP			900	1600	400
Q104CU			3500	2500	-1000
1025Perf%		75.69	75.11	73.61	74.89
QPerf%		42.95	38.66	24.98	17.56

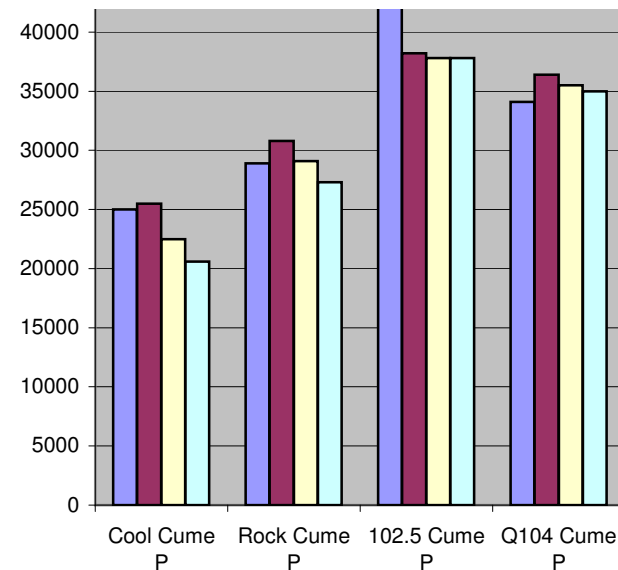
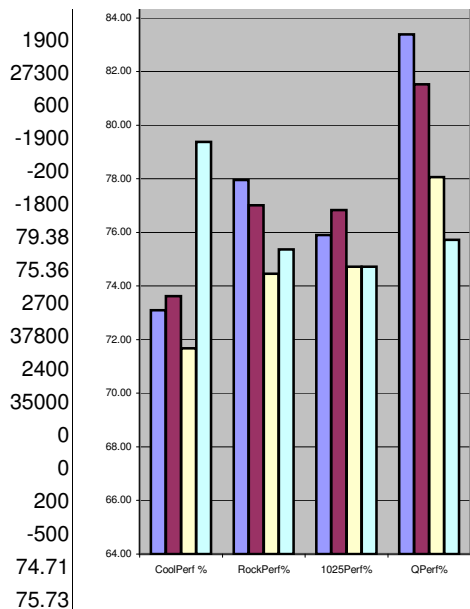


102.5's commanding lead in cume holds with a slight Both Cool and 98Rock show an increase while Q104 is starting to slide, 98Rock has a appreciable increase in P2 slight rebound and Cool continues the Winter slope. performance while 102.5 shows a What is boils down to for Cool is people who listened in very slight increase and Q104 Winter started to leave and have not come back, not shows a significant drop. Cool once enough new people are being added to make up for the again leads the four stations in perception the station is still like it was. The answer is still marketing and advertising. Both stations need to do so during summer to break out of the basement.

P2554	NDJ	W2002	FMA	MAM	
AQHP CO		1900	1900	1800	1200
Cool Cume P		25000	25500	22500	20600



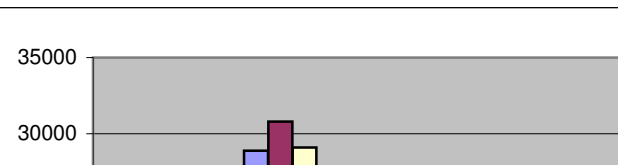
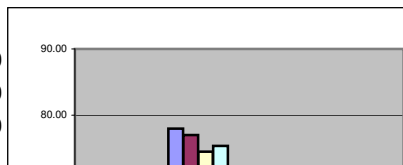
AQHP YB	1800	2000	2100	1900
Rock Cume P	28900	30800	29100	27300
CoolAP		0	100	600
CoolCU		500	-3000	-1900
RockAP		200	100	-200
RockCU		1900	-1700	-1800
CoolPerf %	73.10	73.62	71.68	79.38
RockPerf%	77.95	77.01	74.45	75.36
AQHP 102.5	2900	2500	2700	2700
102.5 Cume P	42600	38200	37800	37800
AQHP Q104	1600	1900	2200	2400
Q104 Cume P	34100	36400	35500	35000
1025AP		400	-200	0
1025CU		4400	400	0
Q104AP		300	300	200
Q104CU		2300	-900	-500
1025Perf%	75.90	76.83	74.71	74.71
QPerf%	83.39	81.52	78.06	75.73



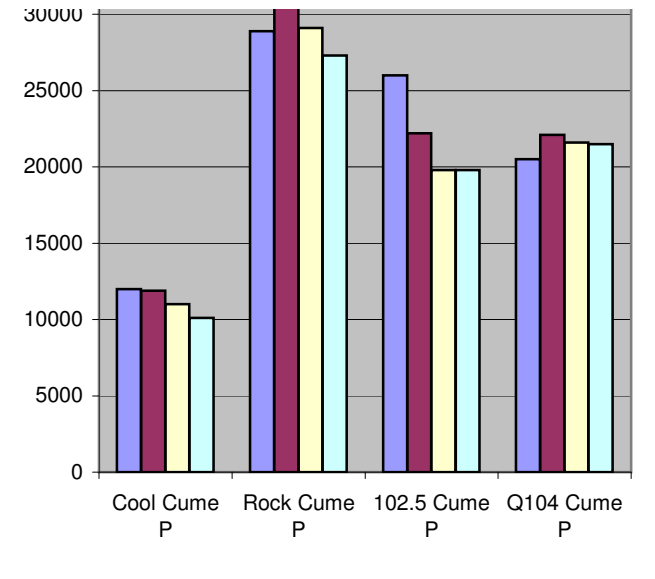
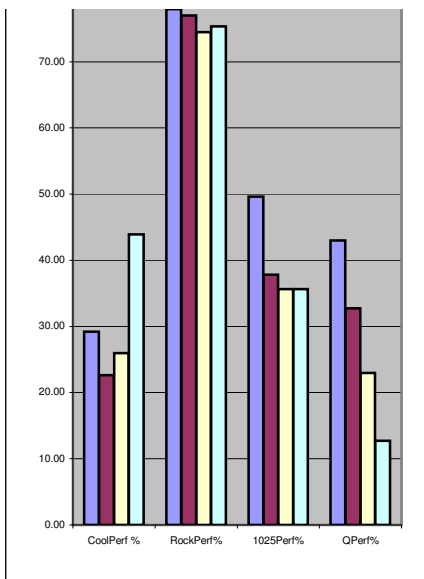
Cool 105.5 once again shows the best performance in P2 of all four stations. 98Rock shows the second best while 102.5 is steady and Q104 is on a slippery slope.

Cume for Cool continues the Winter fall but at a less pace in P2, 98Rock slips a tad but more in P2, 102.5 holds steady while Q104 shows a slight drop as well. The answer once again is simple: Not enough people know the station exists. The same applies to 98Rock but not to the same extend as Cool.

P2554 AM	NDJ	W2002	FMA	MAM
AQHP CO	2400	2600	2300	1600
Cool Cume P	12000	11900	11000	10100
AQHP YB	1800	2000	2100	1900



Rock Cume P	28900	30800	29100	27300
CoolAP		200	-300	-700
CoolCU		-100	-900	-900
RockAP		200	100	-200
RockCU		1900	-1700	-1800
CoolPerf %	29.20	22.66	25.98	43.92
RockPerf%	77.95	77.01	74.45	75.36
AQHP 102.5	3700	3900	3600	3600
102.5 Cume P	26000	22200	19800	19800
AQHP Q104	3300	4200	4700	5300
Q104 Cume P	20500	22100	21600	21500
1025AP		-200	300	0
1025CU		3800	2400	0
Q104AP		900	500	600
Q104CU		1600	-500	-100
1025Perf%	49.62	37.81	35.64	35.64
QPerf%	43.01	32.72	22.97	12.73



The same performance pattern holds true for Cool with the difference being P1 showing an upturn in AM drive in performance. 98Rock mornings did better than the station as well. 102.5 smoothed out in P1 and P2 while Q104 carried the same curve into mornings as the rest of the station's performance.

98Rock was leading cume in AM drive but started falling in P1 and further in P2. 102.5 stayed the same, as did Q104 while Cool's standard station slip in awareness of its existence matches the rest of the station. The answer is still marketing. Cool has two out of the three primaries of a good station. It has mornings and music it needs marketing to make anything work. Whether Stern will be found by those representing the John Boy and Billy cume is the big question as without marketing very few others are going to be aware of Stern's presence on the station. There was simply not enough finding of 98Rock while Stern was out of the market.

