

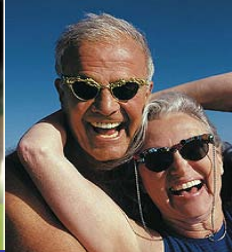


A smart partnership To reach a targeted audience



identity • values • rationale

▶ shared by: Andy Nichols
date: April 17, 2008



Report: TARGET QUICK PROFILE
 Market: TAMPA-ST. PETERSBURG, FL for JUN-JUL/OCT-DEC 2007
 Bases: ADULTS AGE 18+
 Target: ATE FAST FOOD PAST 4-WEEKS--CHICK-FIL-A

THE MEDIA AUDIT



Market Profile

Target Persons: 180,600

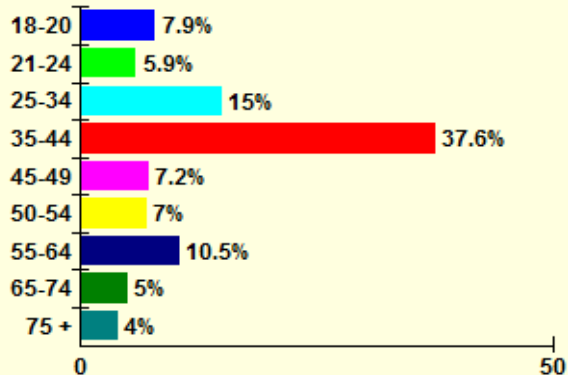
Base Population: 2,107,400

% in Target: 8.6

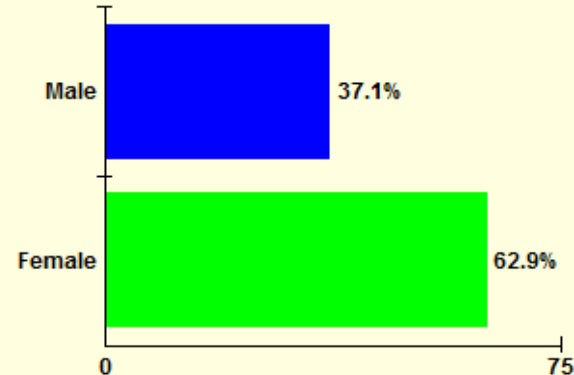
The Audience Has...

Total Income: \$14,101,750,000
 Annual Mean Income: \$78,083
 Mean Age: 42
 Home Owners: 87%
 Mean Home Value: \$387,403
 Mean Miles Driven Past Week: 209

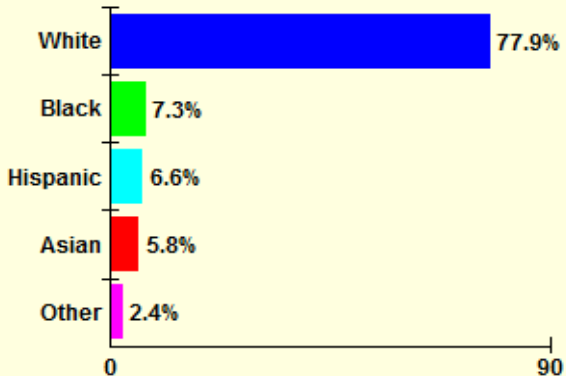
Age Analysis



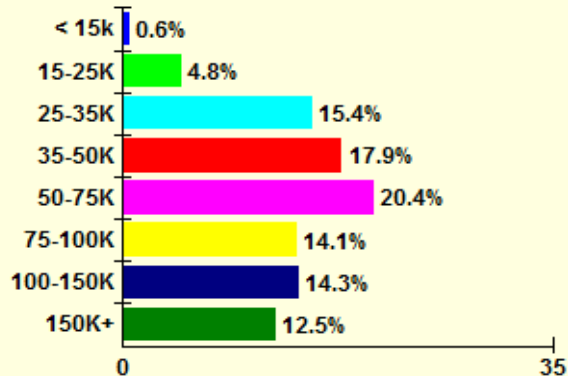
Gender Profile



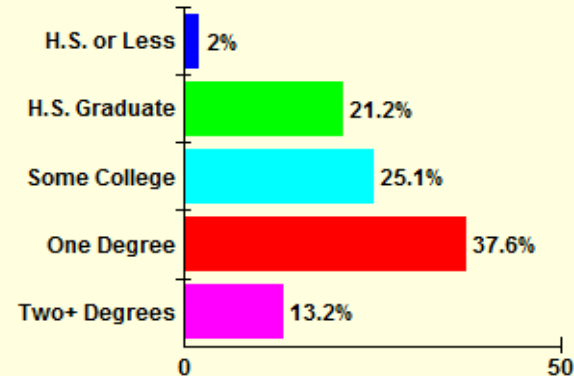
Ethnicity Profile

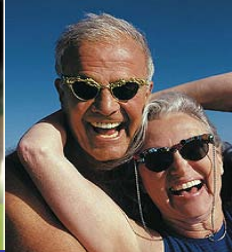


Annual Income



Education Profile





Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: TAMPA-ST. PETERSBURG, FL for JUN-JUL/OCT-DEC 2007
 Bases: ADULTS AGE 18+
 Media: WUSF-FM

THE MEDIA AUDIT

Most Often Index

WUSF-FM Audience Profile

MARKET INDEX = 100

ATE FAST FOOD PAST 4-WEEKS--CHICK-FIL-A

ATE FAST FOOD PAST 4-WEEKS--CHECKERS

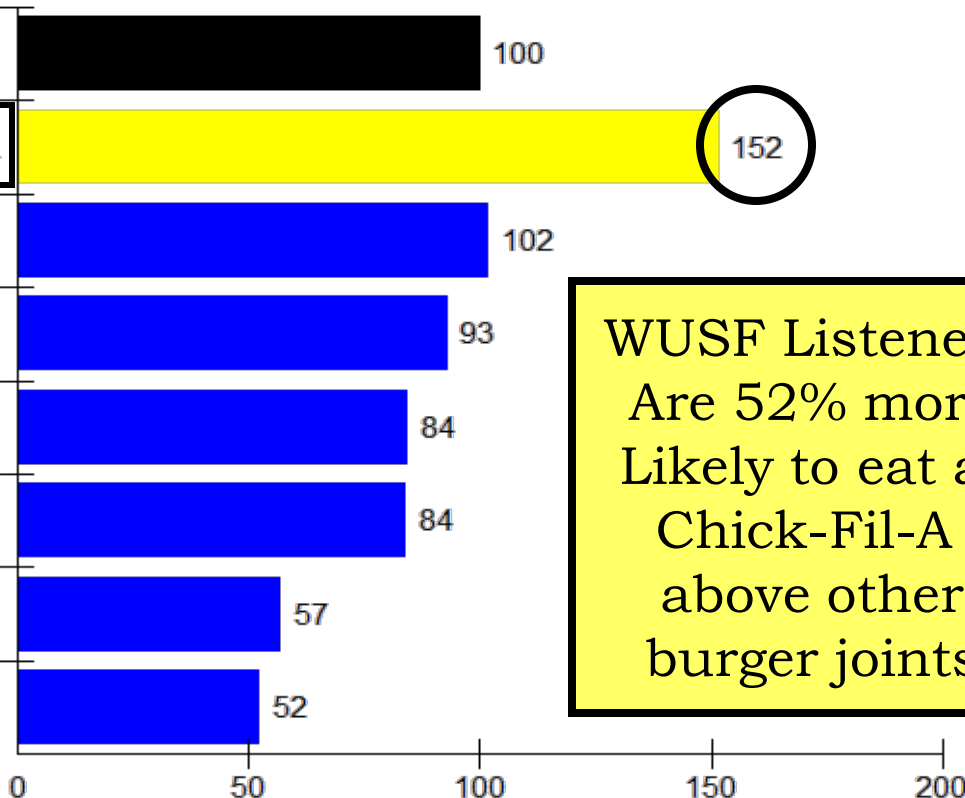
ATE FAST FOOD PAST 4-WEEKS--WENDY'S

ATE FAST FOOD PAST 4-WEEKS--MCDONALDS

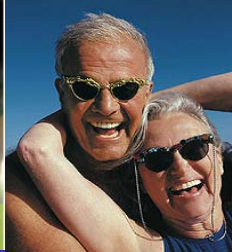
ATE FAST FOOD PAST 4-WEEKS--KFC

ATE FAST FOOD PAST 4-WEEKS--BURGER KING

ATE FAST FOOD PAST 4-WEEKS--SUBWAY



WUSF Listeners
 Are 52% more
 Likely to eat at
 Chick-Fil-A
 above other
 burger joints



Report: RANKER REPORT
 Market: TAMPA-ST. PETERSBURG, FL for JUN-JUL/OCT-DEC 2007
 Bases: ADULTS AGE 18+
 Target: ATE FAST FOOD PAST 4-WEEKS-CHICK-FIL-A

THE MEDIA AUDIT

Base Population: 2,107,400

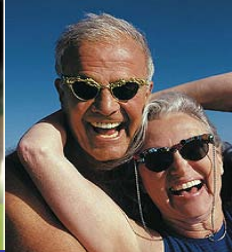
Rank	Media	Most Often Persons	Most Often Rating
1	WUSF-FM	13,300	7.4
2	WLLD-FM	10,100	5.6
3	WPOI-FM	9,500	5.3
4	WSUN-FM	8,500	4.7
5	WWRM-FM	8,100	4.5
6	WFLZ-FM	7,800	4.3
7	WFUS-FM	7,500	4.2
8	WDUV-FM	6,900	3.8
9	WDAE	6,700	3.7
10	WQYK-FM	5,300	2.9
11	WRBQ-FM	5,200	2.9
12	WLPJ-FM	4,600	2.5
13	WHBO	4,100	2.3
14	WSJT-FM	4,000	2.2
15	WFLA	3,800	2.1
16	WMTX-FM	3,600	2.0
17	WWBA	3,300	1.8
18	WBVM-FM	3,200	1.8
19	WWMI	2,700	1.5
20	WXTB-FM	1,600	0.9
21	WTMP	1,400	0.8
22	WXGL-FM	1,300	0.7
23	WJQB-FM	1,300	0.7

A great investment to reach your Target Customers!



WUSF reaches more Chick-Fil-A customers daily than any other local radio station!





WUSF Listeners purchase over 85,800 meals at Fast Food Restaurants in the market every week!

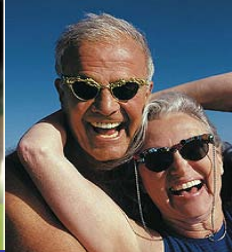
Report:	COMPOSITION REPORTS	
Market:	TAMPA-ST. PETERSBURG, FL for JUN-JUL/OCT-DEC 2007	
Bases:	ADULTS AGE 18+	
Media:	WUSF-FM	
Base Population: 2,107,400		
Target	Media Persons	
FAST FOOD RESTAURANT--3 + PURCHASES PAST WEEK	28,600	
FAST FOOD RESTAURANT--5 + PURCHASES PAST WEEK	9,300	



x 3 meals=
85,800 meals



At an average purchase of \$5 WUSF Listeners spend almost \$430,000 weekly at local fast food establishments



Together a campaign with WUSF Radio & TV will reach 1 out of every 3 people in your target audience!

Report: COMBO BUILDER -- NET MEDIA REACH REPORT
 Market: TAMPA-ST. PETERSBURG, FL for JUN-JUL/OCT-DEC 2007
 Bases: ADULTS AGE 18+
 Target: FAST FOOD RESTAURANT--3 + PURCHASES PAST WEEK



Base Population: 2,107,400

Media	Cume Persons	Cume Rating	0	11	21	32
WUSF-FM	28,600	6.5				
C16 WUSF PBS TOTAL	122,700	27.9				
NET MEDIA REACH 1	139,300	31.7				