

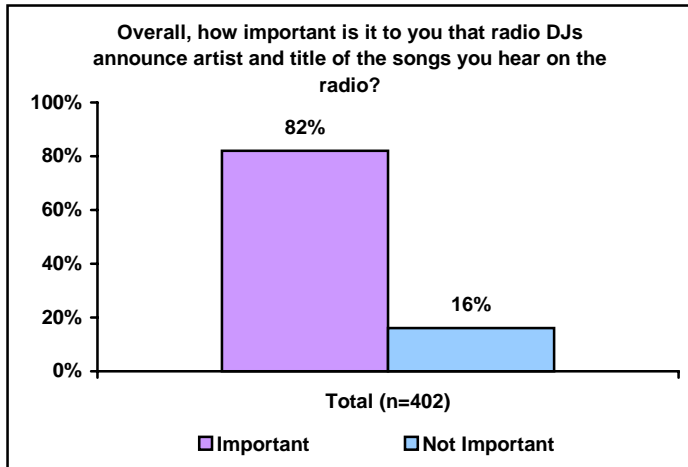


May 2004

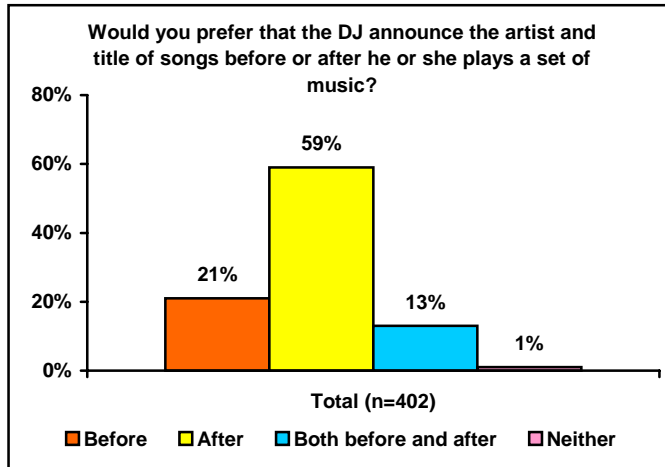
BACK TO BACK-SELLING!

Paragon Media Strategies recently surveyed 402 respondents age 15 to 64 (47% male / 53% female) who listen to the radio for music regularly (67%) or occasionally (33%) to explore their views on the trend towards reducing on-air artist and title announcements.

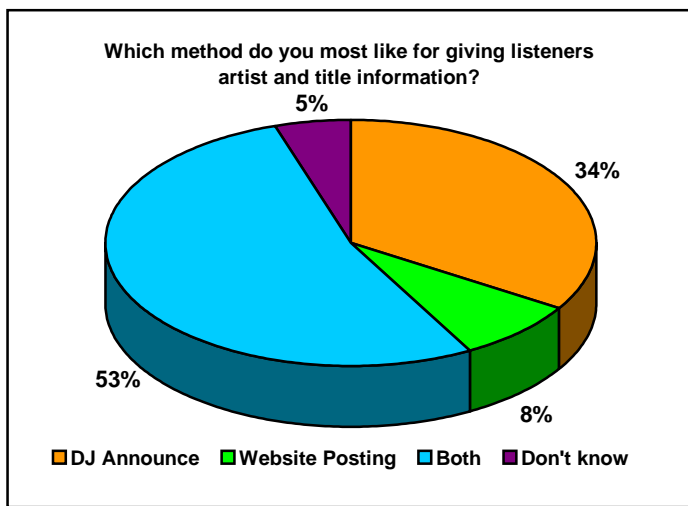
Importance of Artist and Title Information



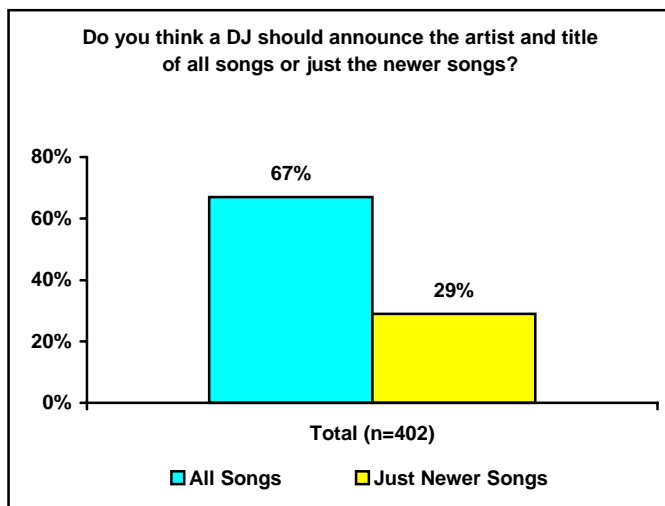
Announcement Preference



DJ Announcements vs. Radio Website Posting



Songs to Announce



Results provided represent top-line data only.

For more in depth results from this poll including questions by age, gender and listening frequency, as well as tracking from 2002 please visit our website:

www.paragonmediastategies.com

Change in DJ Announcements Over Time

