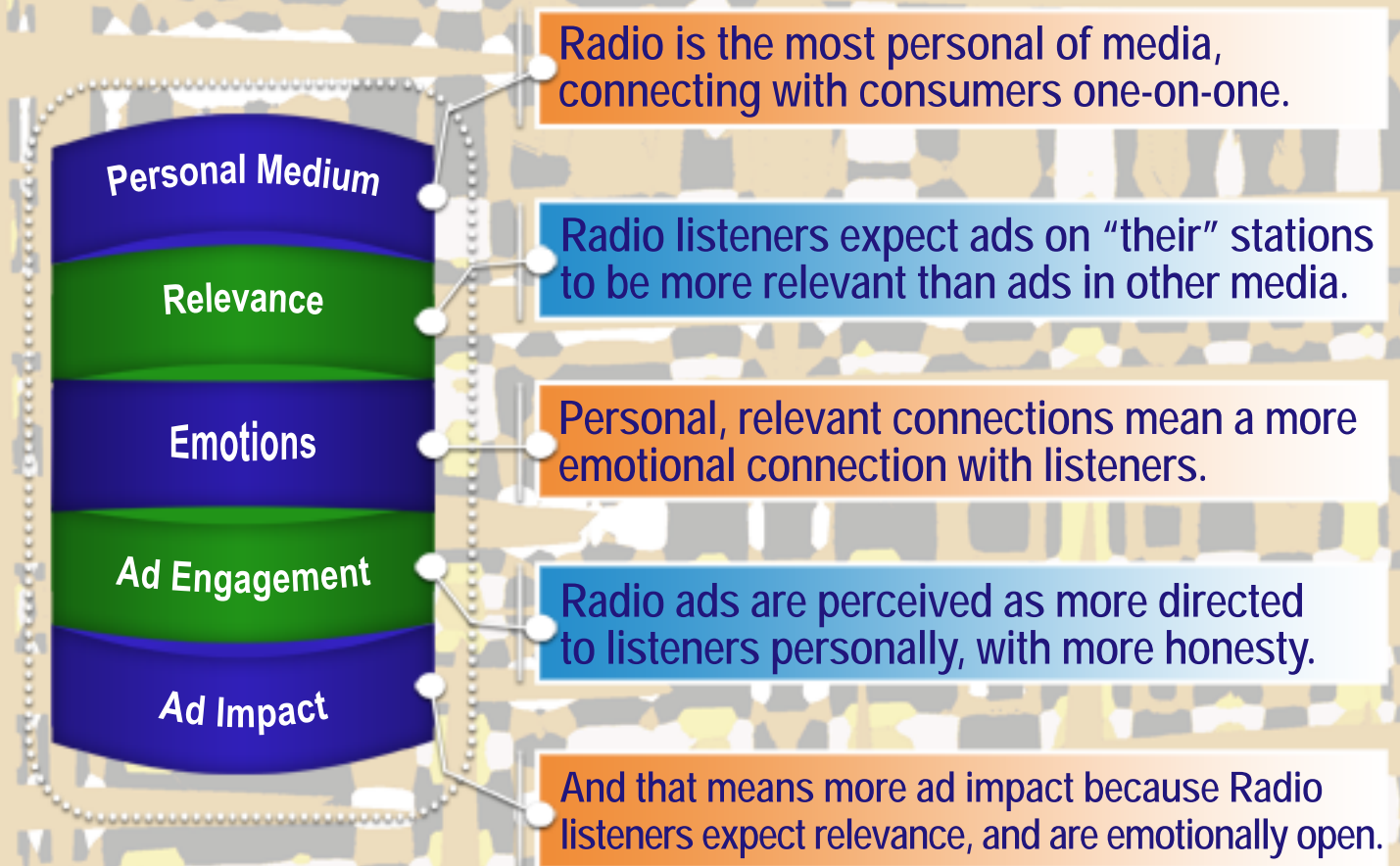


RADIO RESEARCH YOU CAN USE:

RADIO ADS ENGAGE CONSUMERS



PERSONAL RELEVANCE, PERSONAL CONNECTIONS

(THE WIRTHLIN STUDY) FOCUSED ON HOW CONSUMER PERCEPTIONS OF RADIO ADVERTISING DIFFER FROM THOSE OF TELEVISION AND NEWSPAPER ADVERTISING.

RESEARCH YOU CAN USE FROM PEOPLE WHO KNOW — THE R^AE^L COMMITTEE IS COMPRISED OF ADVERTISERS, AGENCIES, AND BROADCASTERS IN AN EFFORT TO FURTHER THE INDUSTRY’S UNDERSTANDING OF HOW RADIO ADVERTISING WORKS AND TO MEASURE ITS EFFECTIVENESS.