

AGE APPEAL OF WARA-FM

SPRING 2002

INCLUDES LISTENING TO WARA-AM & WARB

Every minute of radio programming offers an attraction for a certain type of person. This attraction – the quality that brings listeners to it – is called APPEAL.

It's as if radio programming were a magnet that attracted only certain types of people. Those drawn to the programming are those to whom the programming APPEALS.

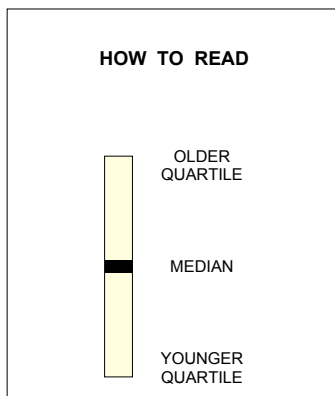
The characteristics of the audience – young or old, male or female, black or white – indicate the programming's APPEAL.

Indeed, the APPEAL of a program is inseparable from those who listen. The program causes the listening, and the characteristics of its listeners describe its APPEAL.

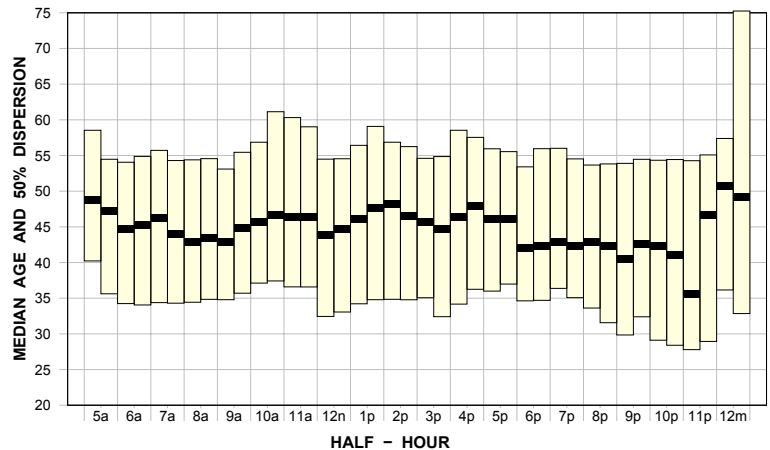
APPEAL is a QUALITY, NOT a QUANTITY.

These graphs show the AGE APPEAL of WARA-FM's programming across the week. At times it attracts younger persons; at other times listeners are older.

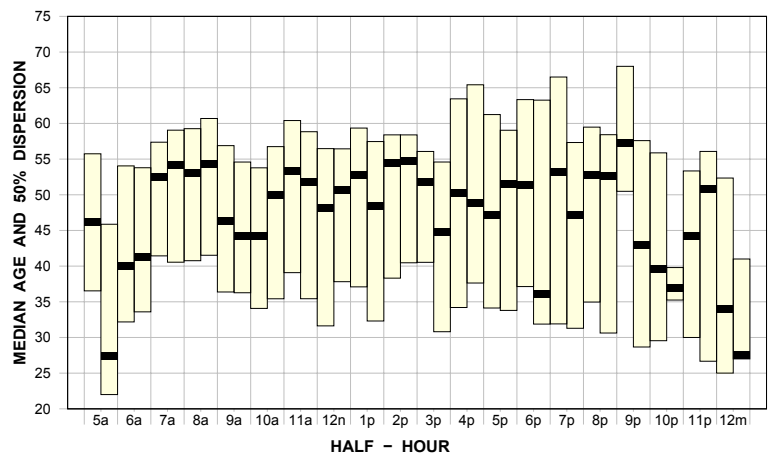
The black boxes mark the median age of WARA-FM's audience. Half of the audience is within the age range bracketed by the shaded bar at that time. One-quarter is older than the top of the bar, one-quarter is younger than the bottom of the bar.



Monday-Friday



Saturday



Sunday

