

# WARA-FM'S APPEAL TO BLACK & HISPANIC AUDIENCES 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**.

Programming that **APPEALS** to one type of person often **APPEALS** to another person of the same age, sex, and race. Such programs are said to have **AFFINITY**.

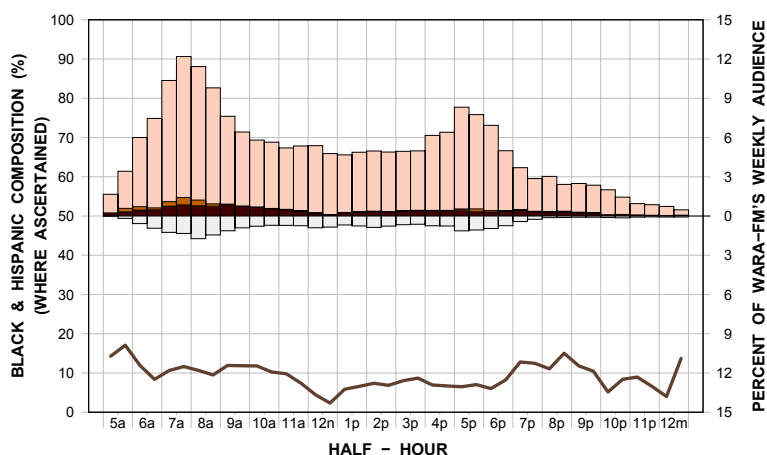
Maintaining **AFFINITY** across all programming elements is key to providing a significant public service – particularly among a station's **CORE** listeners. This is why an accurate knowledge of **APPEAL** is essential for programmers.

The characteristics of the audience – its age, sex, or what Arbitron calls "race" – indicate the programming's **APPEAL**.

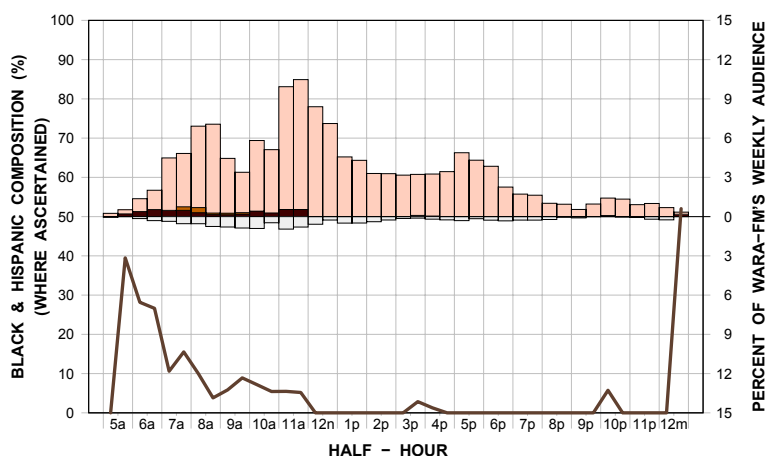
**APPEAL** is a **QUALITY**, NOT a **QUANTITY**.

The line, scaled to the left axis, shows the percent of the audience for which race is ascertained that is Black and Hispanic. The shaded bars, read on the right axis, indicate listening by each group. Black, Hispanic, and Other bars are stacked above. Bars representing listening by persons for whom race is not ascertained travel down.

## Monday–Friday



## Saturday



## Sunday

