

RADIO'S WEEKLY REACH NOW 89% OF MARCH

Average Weekly Cume in September 2020 compared to March 2020

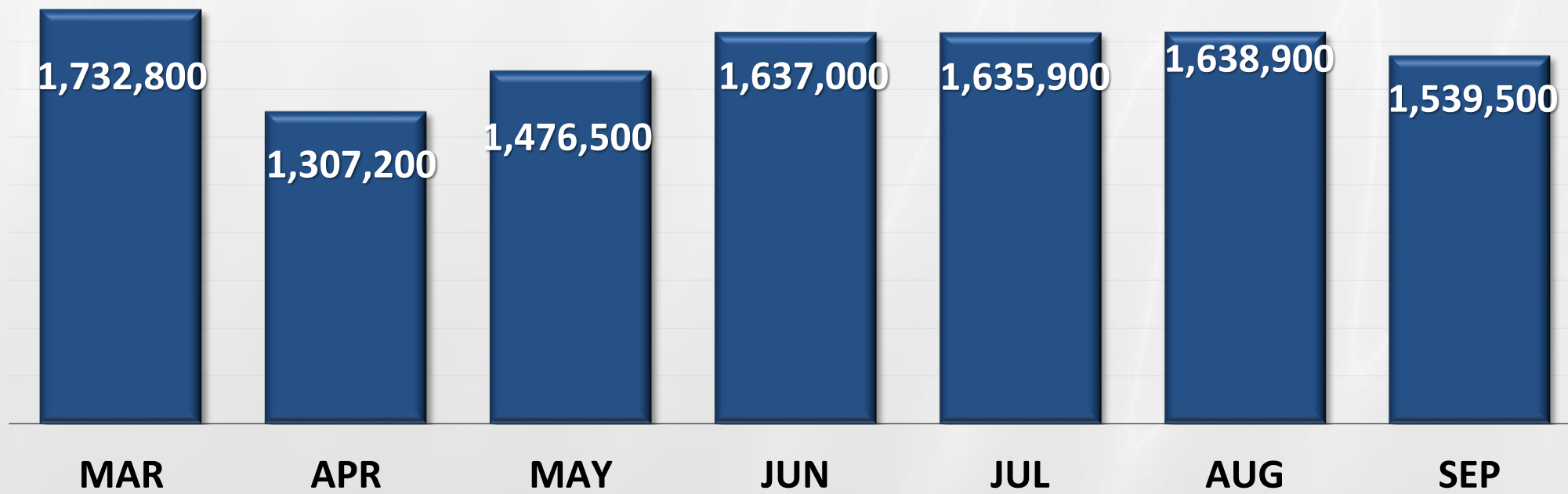
Riverside/San Bernardino



Cume Persons

REACH RECOVERY FORMULA

$$\frac{1,539,500}{1,732,800} \times 100 = 89$$



RADIO'S WEEKLY REACH NOW 89% OF MARCH

Average Weekly Cume Comparison *Riverside/San Bernardino*

DEMO	MAR	APR	MAY	JUN	JUL	AUG	SEP
P12+	1,732,800	1,307,200	1,476,500	1,637,000	1,635,900	1,638,900	1,539,500
P18-34	522,000	380,600	453,400	487,700	501,800	500,300	455,800
P18-49	932,800	712,100	816,600	882,000	894,600	897,100	834,300
P25-54	854,200	686,600	761,700	823,200	818,300	823,200	785,400
P35-64	788,200	639,700	708,700	768,500	752,800	762,300	732,100
Hispanic 12+	1,022,200	800,300	886,500	968,600	978,200	978,800	931,000

CUME OVER 90% OF MARCH FOR MOST DEMOS

Cume Recovery Index vs March 2020 *Riverside/San Bernardino*

DEMO	APR 2020 vs. MAR 2020	MAY 2020 vs. MAR 2020	JUN 2020 vs. MAR 2020	JUL 2020 vs. MAR 2020	AUG 2020 vs. MAR 2020	SEP 2020 vs. MAR 2020
P12+	75	85	94	94	95	89
P18-34	73	87	93	96	96	87
P18-49	76	76	95	96	96	89
P25-54	80	89	96	96	96	92
P35-64	81	90	98	96	97	93
Hispanic 12+	78	87	95	96	96	91

RADIO'S AVERAGE AUDIENCE NOW 74% OF MARCH

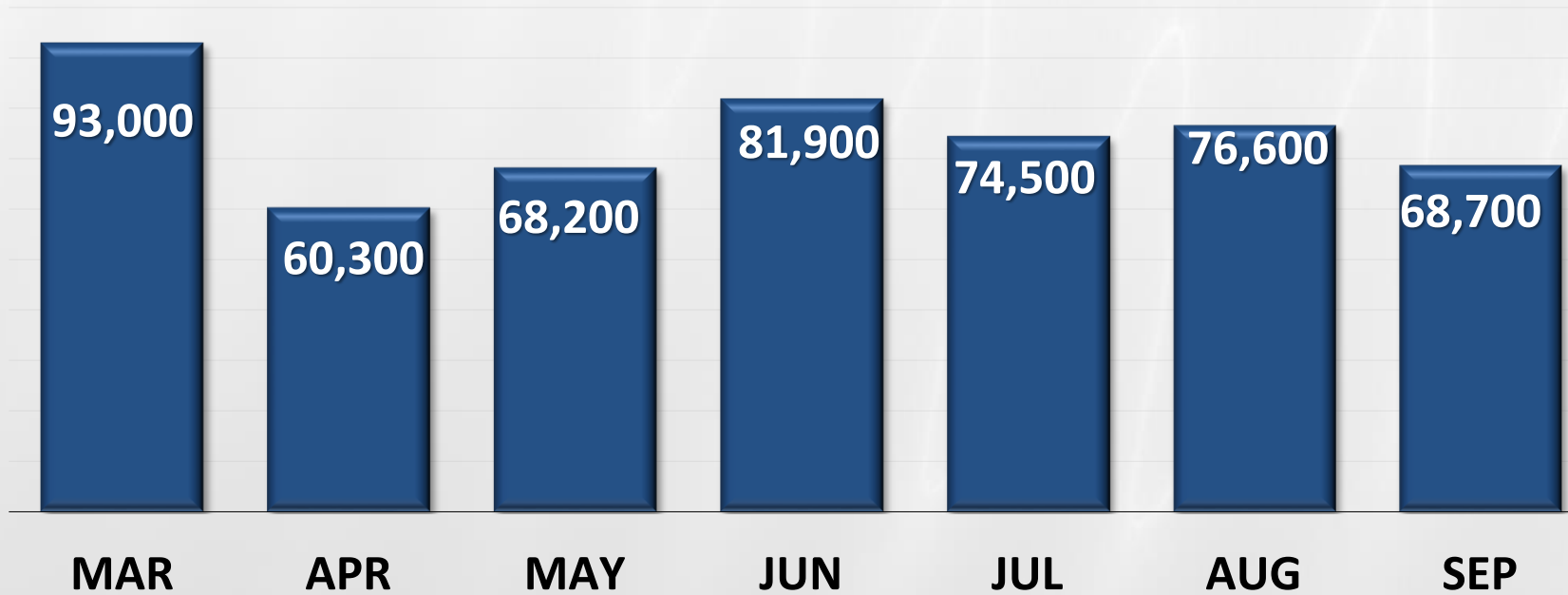
Average Quarter Hour Persons in September 2020 compared to March 2020
Riverside/San Bernardino



AQH Persons

AQH RECOVERY FORMULA

$$\frac{68,700}{93,000} \times 100 = 74$$



RADIO'S AVERAGE AUDIENCE 74% OF MARCH

Average Quarter Hour Persons Comparison *Riverside/San Bernardino*

DEMO	MAR	APR	MAY	JUN	JUL	AUG	SEP
P12+	93,000	60,300	68,200	81,900	74,500	76,600	68,700
P18-34	22,500	14,300	14,900	18,100	16,300	15,600	14,100
P18-49	49,200	30,800	35,300	43,300	39,200	39,000	36,600
P25-54	51,200	31,600	36,600	44,800	40,300	42,300	39,100
P35-64	52,800	34,000	41,500	48,500	43,600	47,000	42,700
Hispanic 12+	56,400	38,000	41,600	49,800	47,400	48,700	43,000

SEPTEMBER AQH RECOVERY INCREASED ACROSS MOST DEMOS

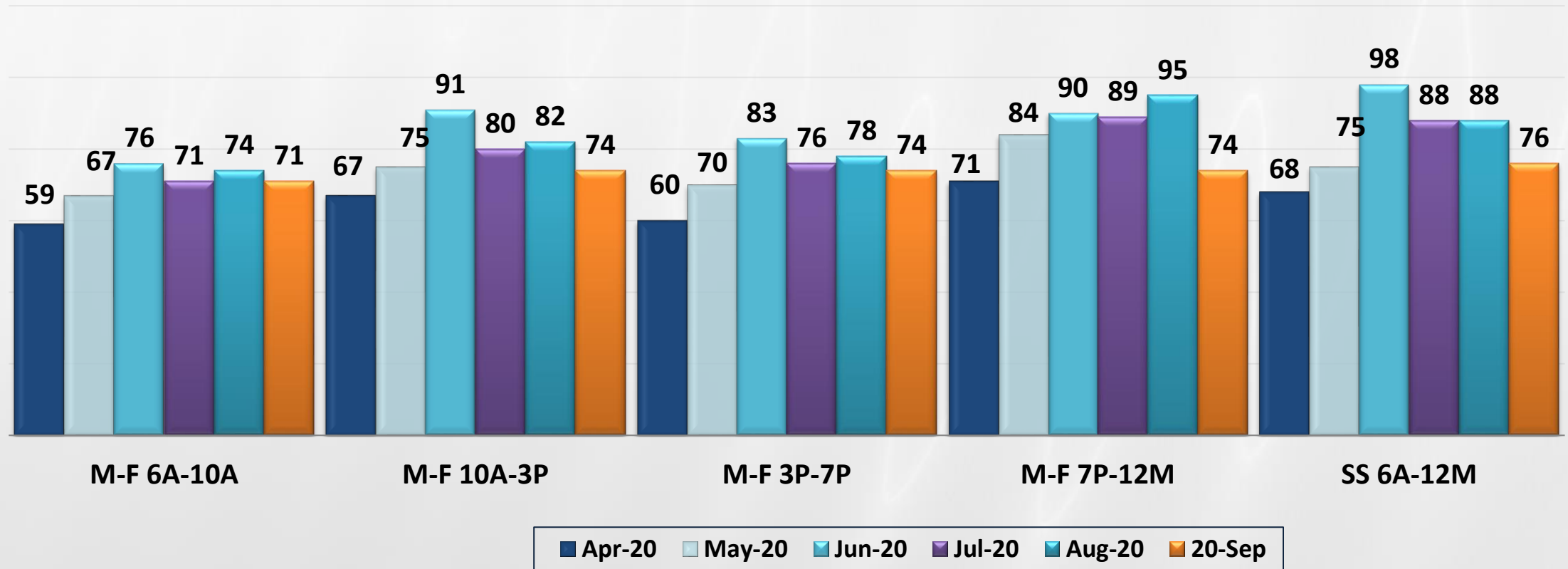
Average Quarter Hour Recovery Index vs March 2020
Riverside/San Bernardino

DEMO	APR 2020 vs. MAR 2020	MAY 2020 vs. MAR 2020	JUN 2020 vs. MAR 2020	JUL 2020 vs. MAR 2020	AUG 2020 vs. MAR 2020	SEP 2020 vs. MAR 2020
P12+	65	73	88	80	82	74
P18-34	64	66	80	72	69	63
P18-49	63	72	88	80	79	74
P25-54	62	72	88	79	83	76
P35-64	64	79	92	83	89	81
Hispanic 12+	67	74	88	84	86	76

MIDDAY, EVENINGS, AND WEEKENDS APPROACH MARCH LEVELS IN RIVERSIDE/SAN BERNARDINO

Average Quarter Hour Recovery by Daypart April, May, June, July, August, and September 2020 vs. March 2020

Riverside/San Bernardino



MOST LISTENING STILL TAKES PLACE OUT OF HOME IN RIVERSIDE/SAN BERNARDINO

Share of listening in and out of home in *Riverside/San Bernardino*

