

Charlotte Lawyer  
AC/Country Roundtable Outline  
RAB 2008

- PPM – Reach Rules
- Average FM's cume is up 60-120% in PPM
- Cume ratings for AC's approach 50% mark
- Compare radio's reach to newspaper's circulation and network TV's cume
- A lot of the additional cume PPM picks up tends to be for shorter listening durations, bringing down the station's AVERAGE time spent listening
- P1s are more important
- Working persons spend more time with radio, important group to target
- 100 diary GRPs= 70 PPM GRPs. This varies by demo and daypart
- Radio listening hasn't changed, only the measurement tool has changed
- Both PPM and diary numbers are ESTIMATES of listening
- Net Reach needs to be a part of station evaluation to gain benefits of PPM
- Do we charge premium rates for special events and more discrete desirable dayparts?

- Challenges of selling formats with average age of 47, when 25-54 or 18-49 avails dominate.
- Know the demographics of your market

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