



2008 Ralph Award

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Audience 2010 Goal

Reverse the stagnating growth in

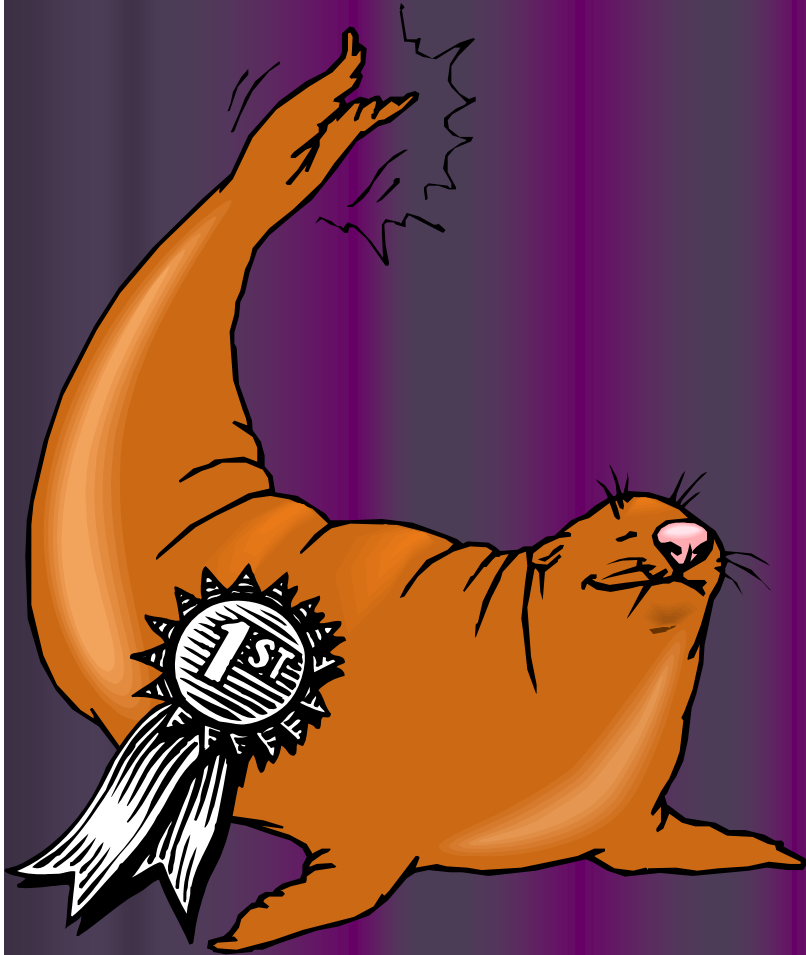
- AQH Persons
- Total Cume
- 1<sup>st</sup> Choice (Core/P1) Cume

# 2008 Honorable Mentions



- KPCC  
Los Angeles  
(2007 Winner)
- KUSC  
Los Angeles  
(But we need more  
time to confirm the  
trend)

# 2008 Winner



- WFUV-FM  
New York

(AQH Trend Graph Follows)

# WFUV New York TSA M-Su 6A-12M

Forecast to 2010

