

CLIENT
PROJECT
July 2021 UPDATE

BDA Help for Debtors
 "Help For Debtors" PSA
 August 12, 2021



DMA, MARKET OR METRO	MARKET	MONTHS AIRED	TOTAL AIRINGS 4,664	ESTIMATED LISTENERS 5,908,250
EACH LINE BELOW REPRESENTS ONE RADIO STATION				
Albany, GA	Albany, GA	MAY-JUL	104	10,400
Albuquerque-Santa Fe	Albuquerque	APR-JUL	60	30,000
Albuquerque-Santa Fe	Albuquerque-Santa Fe	APR-JUN	40	20,000
Albuquerque-Santa Fe	Albuquerque-Santa Fe	APR-JUN	40	20,000
Albuquerque-Santa Fe	Albuquerque-Santa Fe	APR-JUN	40	20,000
Amarillo	Amarillo	APR-JUN	20	6,000
Austin	Austin	JUN-JUL	90	162,000
Baltimore	Baltimore	APR-MAY	4	2,550
Baltimore	Baltimore	APR-MAY	4	20,250
Baltimore	Baltimore	APR-MAY	5	47,700
Baltimore	Baltimore	APR-MAY	5	36,300
Cedar Rapids-Wtrlo-Iwc&Dub	Waterloo-Cedar Falls IA	JUL	1	3,150
Champaign&Sprngfld-Decatur	Unknown Home Market	MAY-JUL	405	121,500
Chicago	Chicago	APR-JUN	30	21,000
Chicago	Chicago	APR-JUL	5	19,000
Chicago	Chicago	APR-JUN	30	21,000
Colorado Springs-Pueblo	Colorado Springs-Pueblo	JUN-JUL	138	13,800
Columbia-Jefferson City	Columbia-Jefferson City	APR-MAY	40	12,000
Corpus Christi	Corpus Christi	APR-JUL	85	119,000
Corpus Christi	Corpus Christi	APR-JUL	85	110,500
Dallas-Ft. Worth	Dallas-Ft. Worth	APR-JUN	24	16,800
Dallas-Ft. Worth	Dallas-Ft. Worth	APR-JUN	24	16,800
Dayton	Lima-Van Wert OH	JUN-JUL	20	9,000
Flint-Saginaw-Bay City	Flint-Saginaw-Bay City	JUN-JUL	41	55,350
Green Bay-Appleton	Green Bay	JUN-JUL	5	750
Honolulu	Honolulu	JUL	3	14,850
Honolulu	Honolulu	JUL	4	600
Indianapolis	Indianapolis	APR-JUL	17	53,850
Indianapolis	Indianapolis	APR-JUL	7	79,200
Indianapolis	Indianapolis	APR-MAY	247	1,086,900
Jacksonville	Jacksonville	APR-JUN	36	18,000
Knoxville	Knoxville	APR-MAY	18	8,100
Lexington	Lexington-Fayette	APR-JUN	50	105,000
Macon	Macon	JUL	10	22,500
Macon	Macon	JUL	10	13,500
Macon	Macon	JUL	10	16,500
Macon	Macon	JUL	10	30,000
Nashville	Nashville	JUN-JUL	32	33,600
Nashville	Nashville	JUN-JUL	32	28,800
Nashville	Nashville	JUN-JUL	32	3,200
New York	Poughkeepsie, NY	JUN-JUL	21	9,450
Omaha	Omaha	JUN-JUL	20	2,000
Omaha	Omaha	JUN-JUL	20	6,000
Omaha	Omaha	APR-MAY	64	64,000
Omaha	Omaha	APR-MAY	64	38,400
Omaha	Omaha-Council Bluffs	JUL	47	35,250
Omaha	Omaha-Council Bluffs	JUL	47	91,650
Omaha	Omaha-Council Bluffs	JUL	47	7,050
Orlando-Daytona Bch-Melbrn	Daytona Beach	MAY-JUN	20	2,000
Ottumwa-Kirksville	Unknown Home Market	APR-JUL	84	16,800
Paducah-Cape Girard-Harsbg	Unknown Home Market	MAY-JUL	60	6,000
Paducah-Cape Girard-Harsbg	Unknown Home Market	MAY-JUL	60	99,000
Peoria-Bloomington	Peoria	APR-JUL	6	4,500
Philadelphia	Allentown-Bethlehem	MAY-JUL	8	60,000
Philadelphia	Allentown-Bethlehem	JUN	1	8,100
Philadelphia	Philadelphia	MAY	10	1,000

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EACH LINE BELOW REPRESENTS ONE RADIO STATION				
Pittsburgh	Pittsburgh	JUN-JUL	39	3,900
Portland, OR	Portland, OR	MAY	40	4,000
Raleigh-Durham (Fayetteville)	Raleigh-Durham (Fayetteville)	APR-JUN	48	28,800
Raleigh-Durham (Fayetteville)	Raleigh-Durham (Fayetteville)	APR-JUN	240	144,000
Raleigh-Durham (Fayetteville)	Raleigh-Durham (Fayetteville)	MAY-JUL	66	6,600
Sacramento-Stokton-Modesto	Sacramento	JUN	41	153,750
Sacramento-Stokton-Modesto	Sacramento	APR-JUL	100	60,000
Sacramento-Stokton-Modesto	Sacramento	APR-JUL	100	60,000
Sacramento-Stokton-Modesto	Sacramento	JUN	19	185,250
Sacramento-Stokton-Modesto	Sacramento	JUN	38	404,700
Sacramento-Stokton-Modesto	Sacramento	JUN	18	132,300
Sacramento-Stokton-Modesto	Sacramento	JUN	33	128,700
Salt Lake City	Salt Lake City	APR-JUN	36	18,000
Salt Lake City	Salt Lake City	APR-JUL	6	1,800
Savannah	Savannah	JUN-JUL	18	2,700
Savannah	Savannah	JUN-JUL	18	1,800
Seattle-Tacoma	Seattle-Tacoma	APR-JUL	120	72,000
Spokane	Spokane	APR-JUL	66	88,400
Spokane	Spokane	APR-JUL	40	124,100
Spokane	Spokane	APR-JUL	16	68,100
Spokane	Spokane	APR-JUL	34	115,000
St. Joseph	Unknown Home Market	APR-JUL	176	146,000
St. Louis	St. Louis	APR-MAY	40	24,000
St. Louis	St. Louis	JUL	6	600
St. Louis	St. Louis	APR-MAY	40	24,000
Tallahassee-Thomasville	Valdosta GA	MAY-JUL	104	46,800
Tri-Cities, TN-VA	Johnson City-Kingsport-Bristol	APR-JUL	60	24,000
Tri-Cities, TN-VA	Johnson City-Kingsport-Bristol	APR-JUL	60	24,000
Tri-Cities, TN-VA	Johnson City-Kingsport-Bristol	APR-JUL	60	24,000
Waco-Temple-Bryan	Austin	JUN-JUL	90	121,500
Washington, DC (Hagerstown)	Hagerstown-Chambersburg-Way	JUN-JUL	66	19,800
Washington, DC (Hagerstown)	Washington, DC	APR-MAY	2	28,600
Washington, DC (Hagerstown)	Washington DC	JUL	2	10,200
Washington, DC (Hagerstown)	Washington DC	JUN-JUL	6	190,800
Washington, DC (Hagerstown)	Winchester, VA	APR-JUL	72	50,400
Wilkes Barre-Scranton-Hztn	Wilkes Barre-Scranton	APR-JUN	84	369,600
Wilkes Barre-Scranton-Hztn	Wilkes Barre-Scranton	APR-JUN	84	37,800
Wilmington	Unknown Home Market	APR-MAY	6	1,800
Yakima-Pasco-RchInd-Knnwck	Unknown Home Market	JUN-JUL	28	33,600
Yakima-Pasco-RchInd-Knnwck	Unknown Home Market	JUN-JUL	28	21,000
Youngstown	Youngstown-Warren	APR-JUN	36	12,600
Youngstown	Youngstown-Warren	APR-JUN	36	12,600
			4,664	5,908,250

****Designated Market Area (DMA), Market, and City of License**

DMA's are a Nielsen geographic definition of audience patterns, generally larger than the corresponding metro area. For example, a station may fall outside of the Chicago city boundary, but still be inside of the Chicago DMA. Most radio stations will be located inside a Designated Market Area, which we call the Primary DMA of that station. Nielsen currently acknowledges 210 rated DMA's in the US. They are ranked according to population. The Market is a description of the area surveyed by Nielsen. A market's name generally reflects the common name of the mercantile area and may include the name of a city or county, the market's nickname, or other preferred terms.