

CLIENT
PROJECT
SEP 2021 UPDATE

BDA Help for Debtors
 "Help For Debtors" PSA
 October 15, 2021



DMA, MARKET OR METRO	MARKET	MONTHS AIRED	TOTAL AIRINGS 7,119	ESTIMATED LISTENERS 8,588,650
EACH LINE BELOW REPRESENTS ONE RADIO STATION				
Albany, GA	Albany, GA	MAY-AUG	120	12,000
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-SEP	144	259,200
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
Bowling Green	Bowling Green KY	AUG-SEP	32	4,800
Cedar Rapids-Wtrlo-Iwc&Dub	Waterloo-Cedar Falls IA	JUL	1	3,150
Champaign&Sprngfld-Decatur	Unknown Home Market	SEP	11	19,800
Champaign&Sprngfld-Decatur	Unknown Home Market	MAY-SEP	710	213,000
Champaign&Sprngfld-Decatur	Unknown Home Market	SEP	11	3,300
Chicago	Chicago	APR-JUN	30	21,000
Chicago	Chicago	APR-SEP	8	29,800
Chicago	Chicago	APR-JUN	30	21,000
Colorado Springs-Pueblo	Colorado Springs-Pueblo	JUN-SEP	252	25,200
Columbia-Jefferson City	Columbia-Jefferson City	APR-MAY	40	12,000
Columbus OH	Columbus OH	AUG-SEP	46	27,600
Corpus Christi	Corpus Christi	APR-SEP	128	179,200
Corpus Christi	Corpus Christi	APR-SEP	128	166,400
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-AUG	56	75,600
Green Bay-Appleton	Green Bay	JUN-JUL	5	750
Greenville-N.Bern-Wshngtn	Greenville-New Bern-Jacksonville	AUG-SEP	161	362,250
Honolulu	Honolulu	JUL-SEP	31	153,450
Honolulu	Honolulu	JUL-SEP	22	3,300
Honolulu	Honolulu	SEP	5	3,750
Honolulu	Honolulu	SEP	5	750
Honolulu	Honolulu	SEP	5	14,250
Indianapolis	Indianapolis	APR-JUL	17	53,850
Indianapolis	Indianapolis	APR-SEP	12	142,200
Indianapolis	Indianapolis	APR-MAY	247	1,086,900
Jacksonville	Jacksonville	APR-JUN	36	18,000
Kansas City	Kansas City	SEP	5	1,500
Kansas City	Kansas City	SEP	5	750
Kansas City	Kansas City	SEP	5	3,750
Knoxville	Knoxville	APR-MAY	18	8,100
La Crosse-Eau Claire	Eau Claire WI	SEP	6	900
Lexington	Lexington-Fayette	APR-JUN	50	105,000
Macon	Macon	JUL-SEP	54	121,500
Macon	Macon	JUL-SEP	54	72,900

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Macon	Macon	JUL-SEP	54	89,100
Macon	Macon	JUL-SEP	54	162,000
Minneapolis-St. Paul	St. Cloud, MN	SEP	2	200
Minneapolis-St. Paul	St. Cloud, MN	SEP	2	5,400
Minneapolis-St. Paul	St. Cloud, MN	SEP	2	1,200
Minneapolis-St. Paul	Minneapolis-St. Paul	AUG	2	39,600
Nashville	Bowling Green KY	AUG-SEP	32	62,400
Nashville	Nashville	JUN-SEP	60	63,000
Nashville	Nashville	JUN-SEP	60	54,000
Nashville	Nashville	JUN-SEP	60	6,000
Nashville	Nashville	AUG-SEP	33	4,950
Nashville	Nashville	AUG-SEP	33	4,950
New York	Poughkeepsie, NY	JUN-SEP	36	16,200
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-SEP	266	199,500
Omaha	Omaha-Council Bluffs	JUL-SEP	266	518,700
Omaha	Omaha-Council Bluffs	JUL-SEP	266	39,900
Orlando-Daytona Bch-Melbrn	Daytona Beach	MAY-JUN	20	2,000
Ottumwa-Kirksville	Unknown Home Market	APR-SEP	127	25,400
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-SEP	20	150,000
Philadelphia	Allentown-Bethlehem	JUN	1	8,100
Philadelphia	Philadelphia	MAY	10	1,000
Pittsburgh	Pittsburgh	JUN-AUG	60	6,000
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-SEP	110	11,000
Roanoke-Lynchburg	Roanoke-Lynchburg	SEP	5	750
Roanoke-Lynchburg	Roanoke-Lynchburg	SEP	5	2,250
Roanoke-Lynchburg	Roanoke-Lynchburg	SEP	5	500
Sacramnto-Stkton-Modesto	Sacramento	JUN	41	153,750
Sacramnto-Stkton-Modesto	Sacramento	APR-JUL	100	60,000
Sacramnto-Stkton-Modesto	Sacramento	APR-JUL	100	60,000
Sacramnto-Stkton-Modesto	Sacramento	JUN	19	185,250
Sacramnto-Stkton-Modesto	Sacramento	JUN	38	404,700
Sacramnto-Stkton-Modesto	Sacramento	JUN	18	132,300
Sacramnto-Stkton-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	7	1,900
Savannah	Savannah	JUN-SEP	36	5,400
Savannah	Savannah	JUN-SEP	36	3,600

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			7,119	8,588,650
Seattle-Tacoma	Seattle-Tacoma	APR-JUL	120	72,000
Spokane	Spokane	APR-SEP	80	107,300
Spokane	Spokane	APR-SEP	54	176,600
Spokane	Spokane	APR-SEP	23	97,500
Spokane	Spokane	APR-AUG	39	133,750
St. Joseph	Unknown Home Market	APR-SEP	219	184,700
St. Louis	St. Louis	APR-MAY	40	24,000
St. Louis	St. Louis	JUL-SEP	40	4,000
St. Louis	St. Louis	APR-MAY	40	24,000
Tallahassee-Thomasville	Valdosta GA	MAY-AUG	120	54,000
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
Tri-Cities, TN-VA	Johnson City-Kingsport-Bristol	APR-JUL	60	24,000
Twin Falls	Unknown Home Market	SEP	8	800
Waco-Temple-Bryan	Austin	JUN-SEP	144	194,400
Washington, DC (Hagrstwn)	Hagerstown-Chambersburg-Way	JUN-SEP	120	36,000
Washington, DC (Hagrstwn)	Washington, DC	APR-SEP	4	53,800
Washington, DC (Hagrstwn)	Washington DC	JUL	2	10,200
Washington, DC (Hagrstwn)	Washington DC	JUN-AUG	8	254,400
Washington, DC (Hagrstwn)	Winchester, VA	APR-JUL	72	50,400
Wausau-Rhineland	Wausau-Stevens Point WI (Centi	SEP	5	1,500
Wausau-Rhineland	Wausau-Stevens Point WI (Centi	SEP	5	3,000
Wilkes Barre-Scranton-Hztn	Wilkes Barre-Scranton	APR-JUN	84	369,600
Wilkes Barre-Scranton-Hztn	Wilkes Barre-Scranton	APR-JUN	84	37,800
Wilkes Barre-Scranton-Hztn	Wilkes Barre-Scranton	SEP	1	9,600
Wilmington	Unknown Home Market	APR-MAY	6	1,800
Yakima-Pasco-RchInd-Knnwck	Unknown Home Market	JUN-SEP	48	57,600
Yakima-Pasco-RchInd-Knnwck	Unknown Home Market	JUN-SEP	48	36,000
Youngstown	Youngstown-Warren	APR-JUN	36	12,600
Youngstown	Youngstown-Warren	APR-JUN	36	12,600
			7,119	8,588,650

****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.