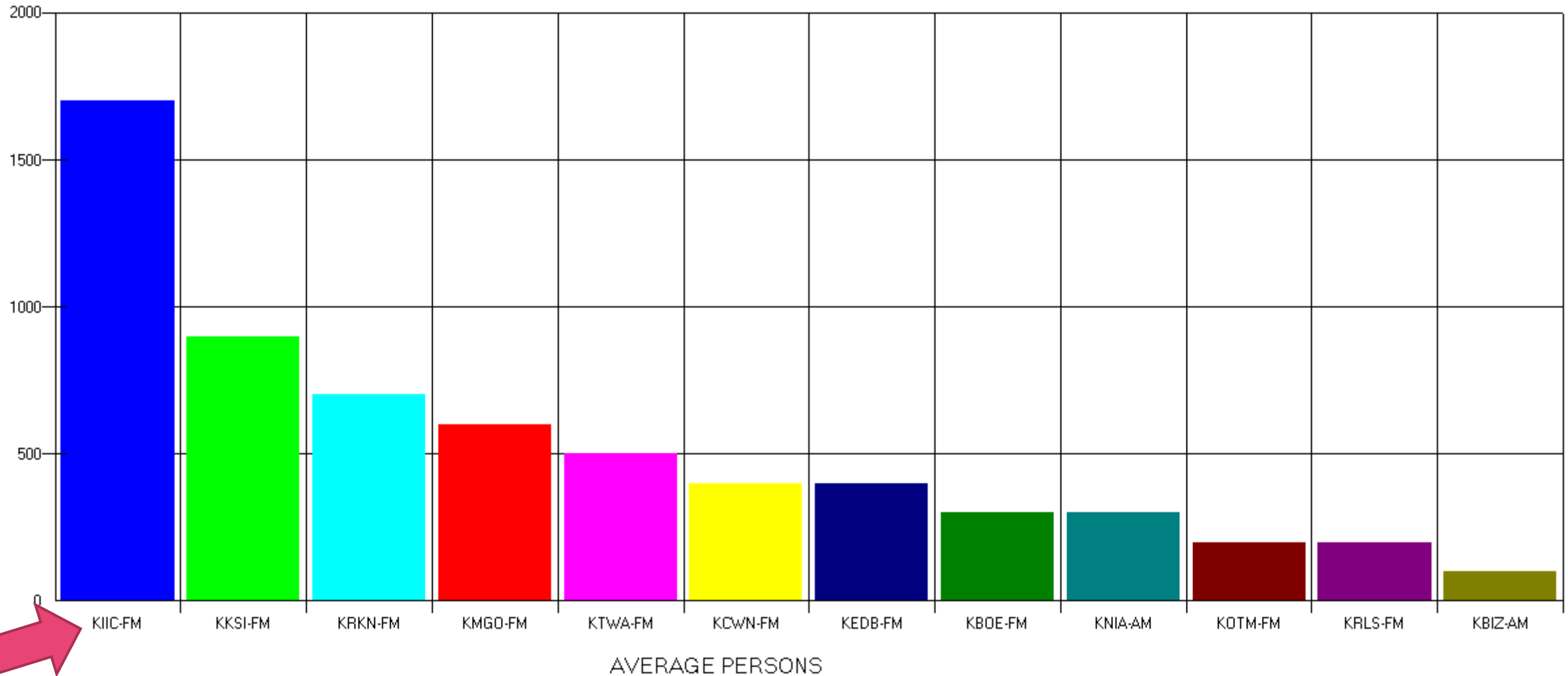


KIIC IS THE MOST LISTENED TO LOCAL STATION  
IN AN 11 COUNTY AREA...  
BUT DON'T TAKE OUR WORD FOR IT... THE  
FOLLOWING GRAPHS ARE PRODUCED BY  
NIELSEN/ARBITRON SOFTWARE



# #1 IN 11 COUNTY AREA, COMBINED AVERAGE QUARTER HOUR LISTENERS, ADULTS 18+

M-F 6A-7P Adults 18+

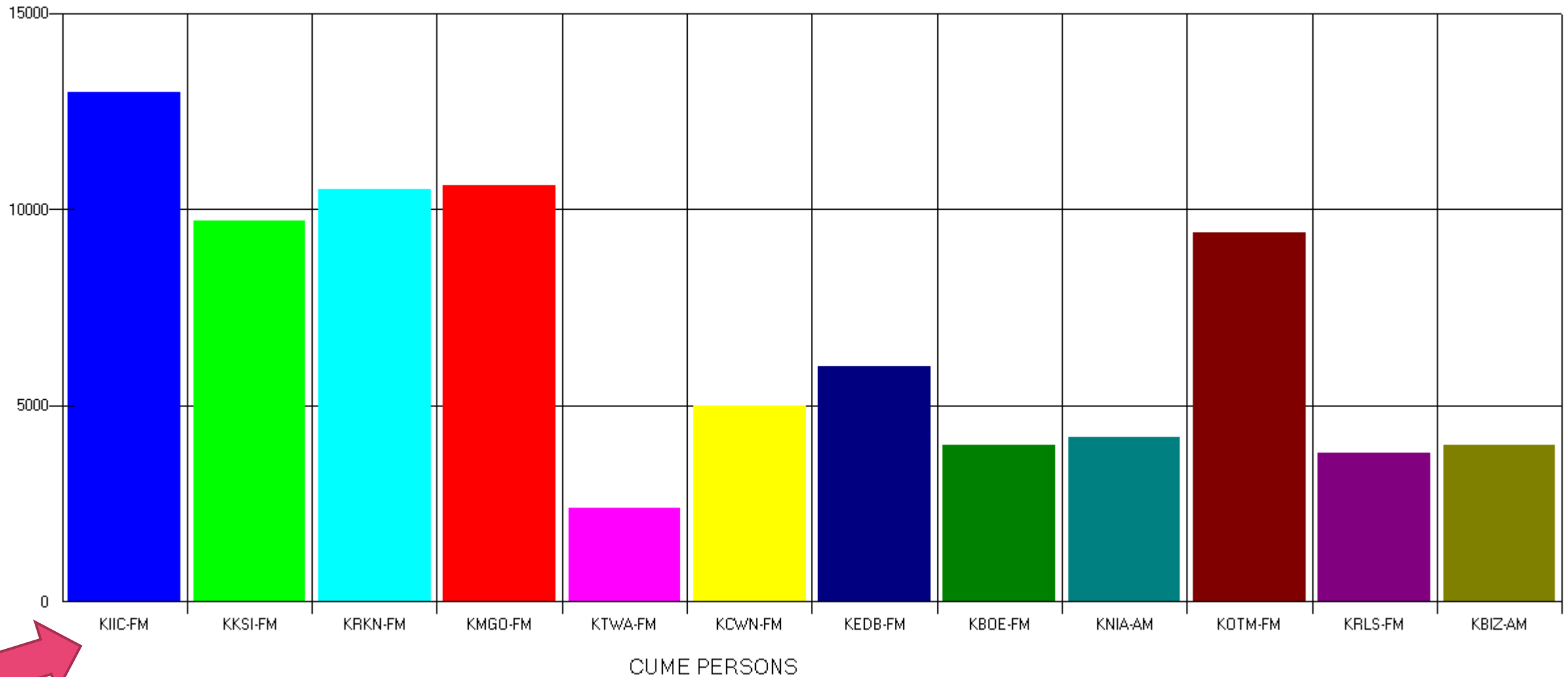


AVERAGE PERSONS

Average Quarter Hour Listeners. Counties combined in Survey: Appanoose, Davis, Lucas, Jasper Jefferson, Mahaska, Marion, Monroe, Warren, Wayne, Wapello – Arbitron/Nielsen County by County Survey released March 30, 2017

# #1 IN 11 COUNTY AREA, COMBINED, TOTAL WEEKLY LISTENERS, ADULTS 18+

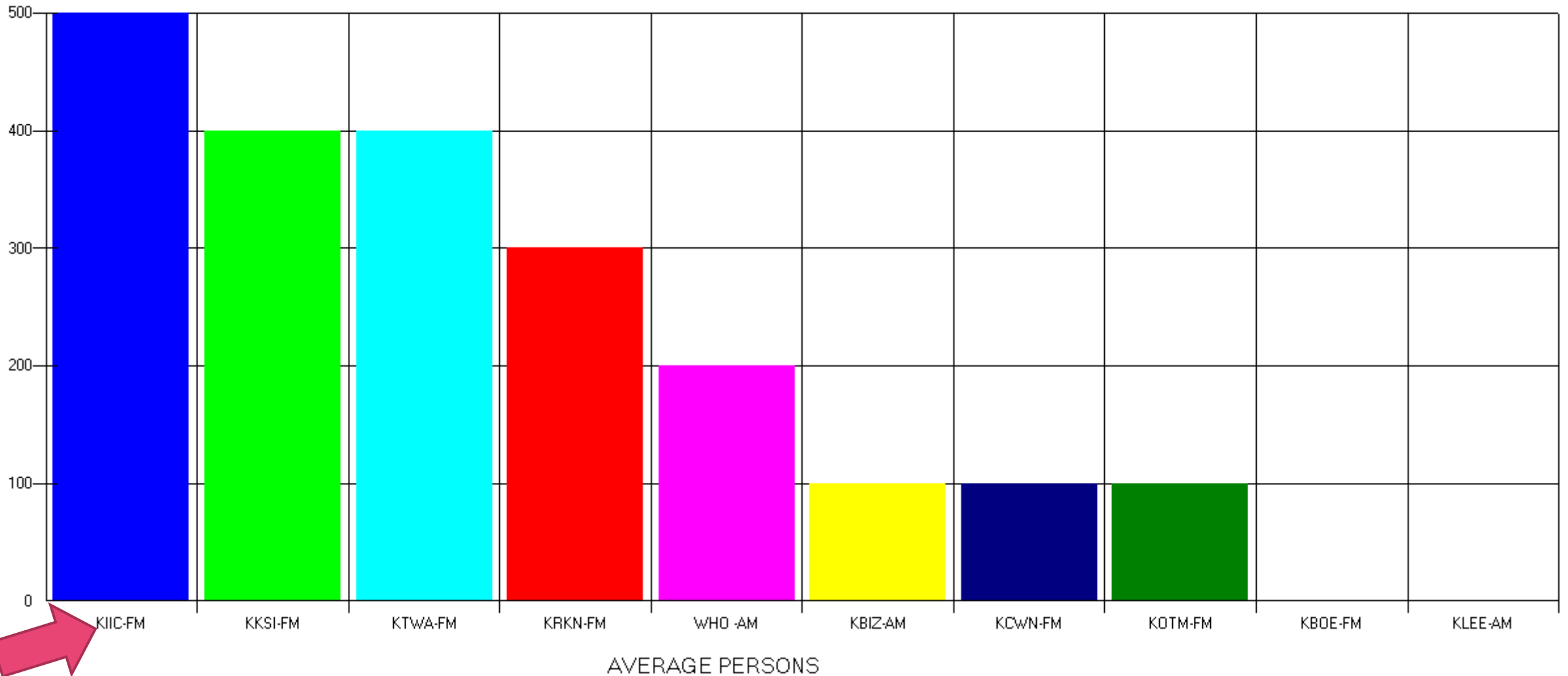
M-F 6A-7P Adults 18+



Total Weekly Cume Listeners. Counties combined in Survey: Appanoose, Davis, Lucas, Jasper Jefferson, Mahaska, Marion, Monroe, Warren, Wayne, Wapello – Arbitron/Nielsen County by County Survey released March 30, 2017

# #1 IN WAPELLO COUNTY, AQH, ADULTS 35+, M-F 6A-7P

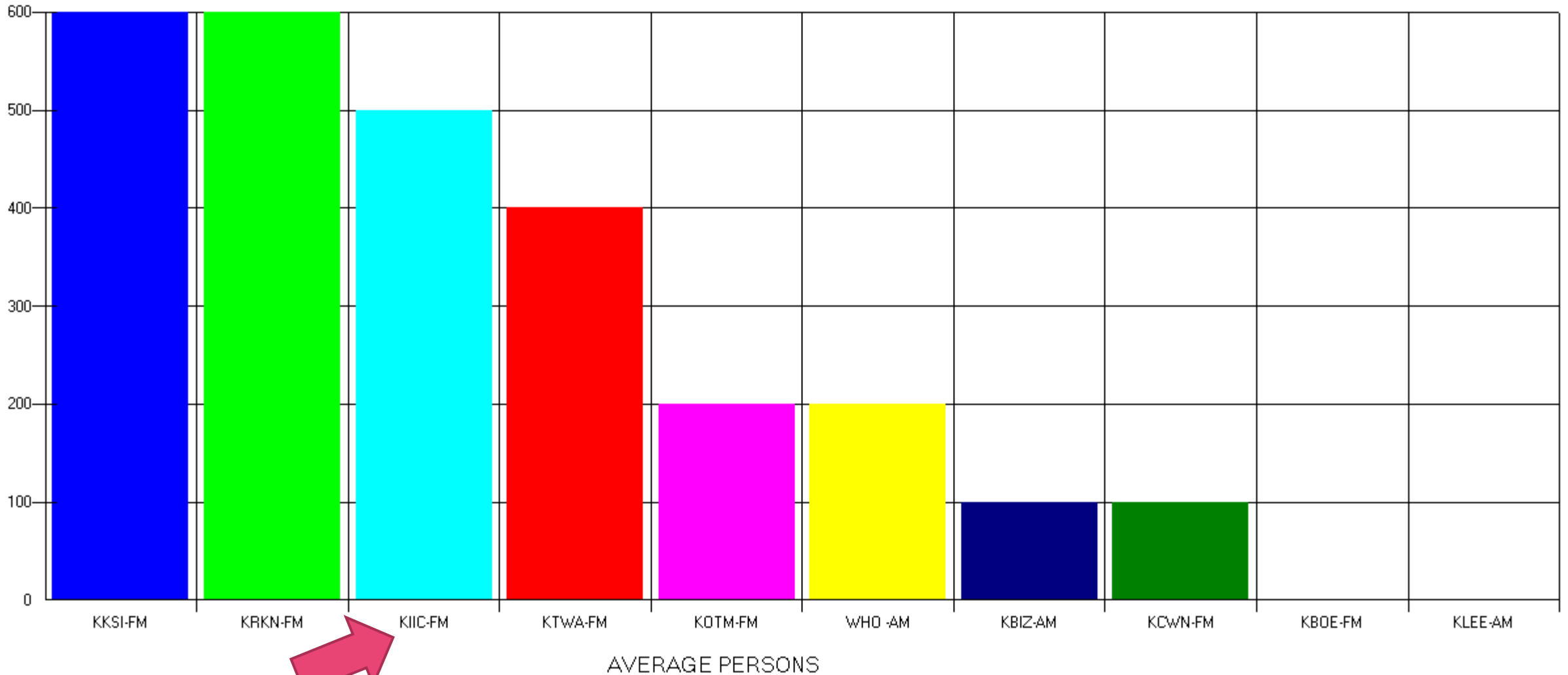
M-F 6A-7P Adults 35+



Average Quarter Hour Listeners. M-F 6a-7P Adults 35+ Counties in Survey: Wapello If a station does not appear, it did not make the survey Chart produced by Arbitron/Nielsen software TAPSCAN

# #3 IN WAPELLO COUNTY AVERAGE QUARTER HOUR FOR ALL PERSONS 12+,

M-F 6A-7P Persons 12+



Average Quarter Hour Listeners. M-F 6a-7P All persons 12+ Counties in Survey: Wapello. If a station does not appear, they did not make the survey under these conditions. Chart produced by Arbitron/Nielsen software TAPSCAN

# KEY RESULTS

- KIIC LEADS IN THE KEY DEMOGRAPHIC OF 18+ CATEGORY WHEN COMBINING CUME AND AQH FROM 11 COUNTIES
- KIIC DOMINATES REGIONALLY – WITH RESULTS IN 11 IOWA COUNTIES, 1 MISSOURI! (11 county graphs on page 2 and 3 exclude Metro stations)
- KIIC CONTINUES AS THE SPORTS LEADER WITH EXCLUSIVE RIGHTS TO NASCAR, SUPERBOWL, BCS BOWLS, FINAL FOUR and CYCLONES.
- KIIC HAS MULTIPLE TIMES THE AUDIENCE OF SOME STATIONS – YET ½ THE RATES OF THOSE SAME STATIONS!
- KIIC IS #1 IN MONROE COUNTY (CUME) AND #1 IN JEFFERSON COUNTY (AQH) and #1 IN WAPELLO COUNTY (35+M/F), #2 IN LUCAS COUNTY IN AQH.