



**RRC**

**2007 Ralph Award**

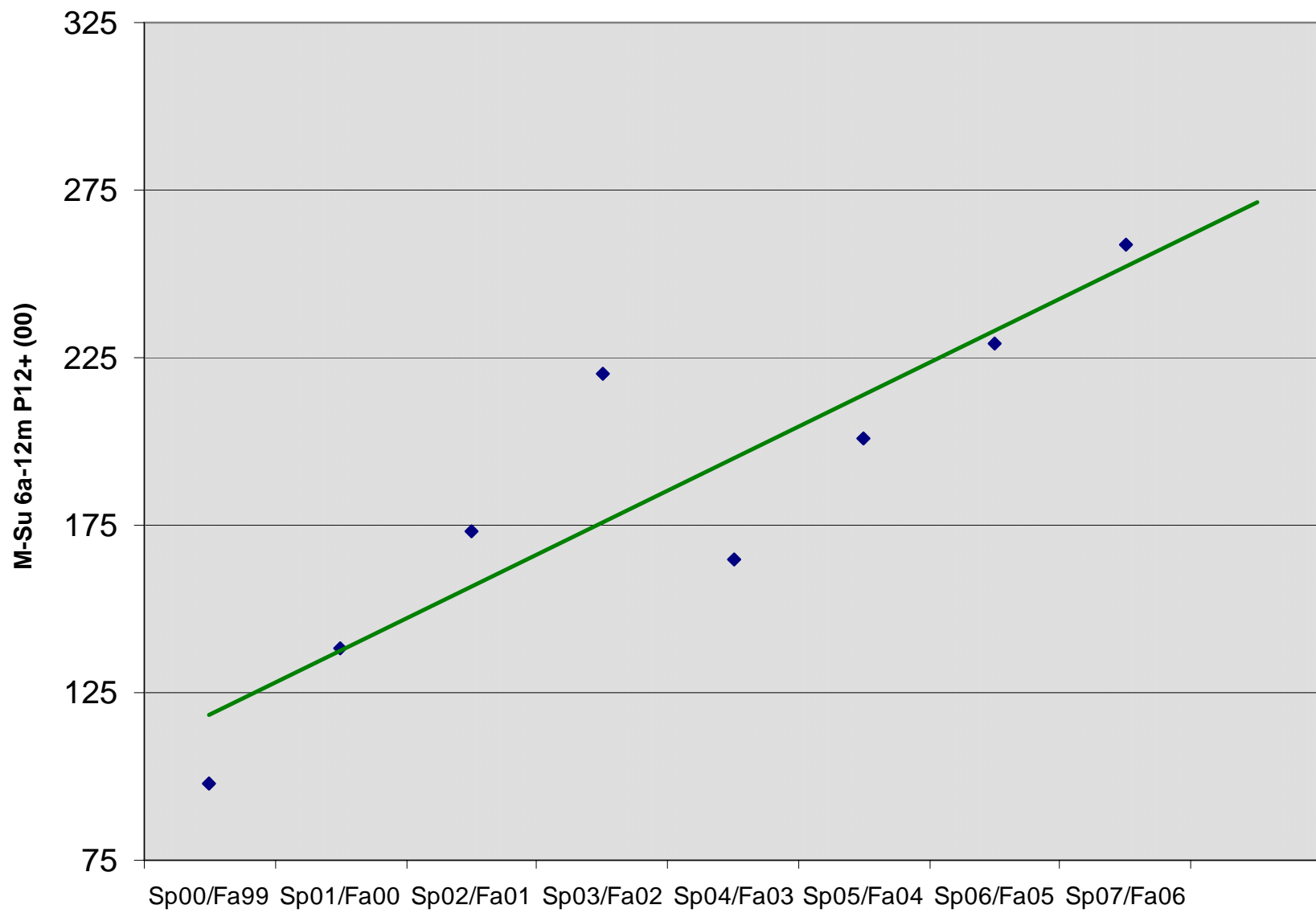
# 2007 Winner

## KPCC Los Angeles

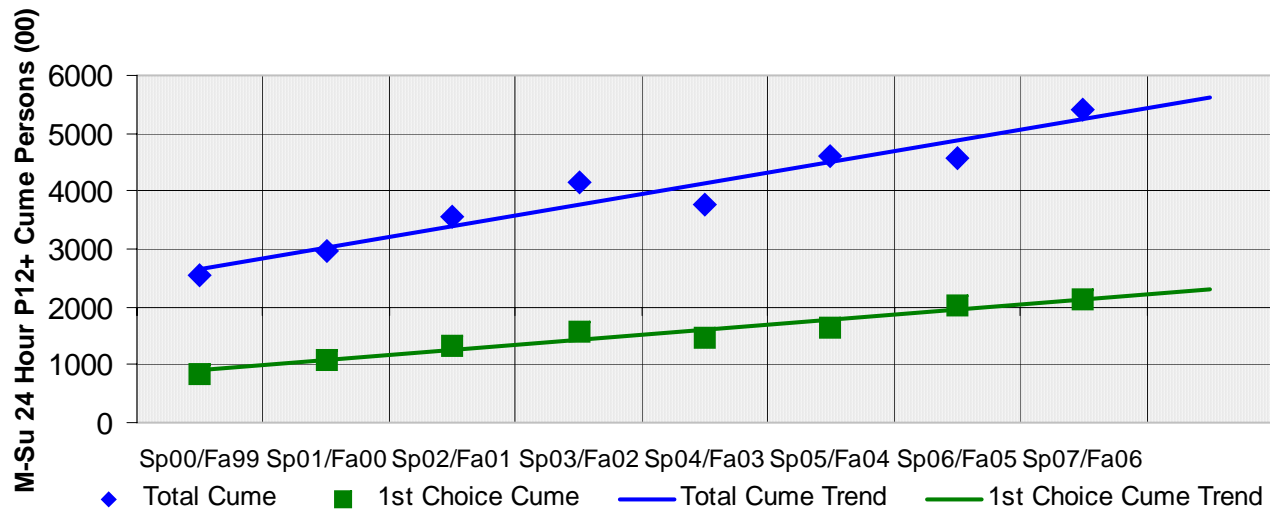


For Long-Term Growth:  
AQH Persons  
Cume Persons  
1<sup>st</sup> Choice (P1) Cume  
Avg. Weekly Tune-Ins  
Loyalty

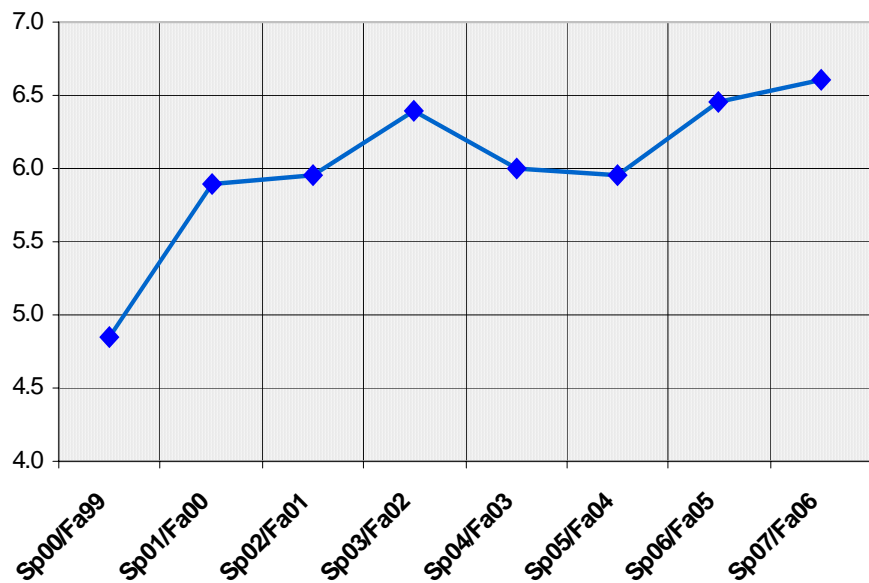
### KPCC Los Angeles Total Market AQH Persons



### KPCC Los Angeles Total Market Cume



### KPCC Average Weekly Tune-Ins



### Loyalty of KPCC Cume to KPCC

