

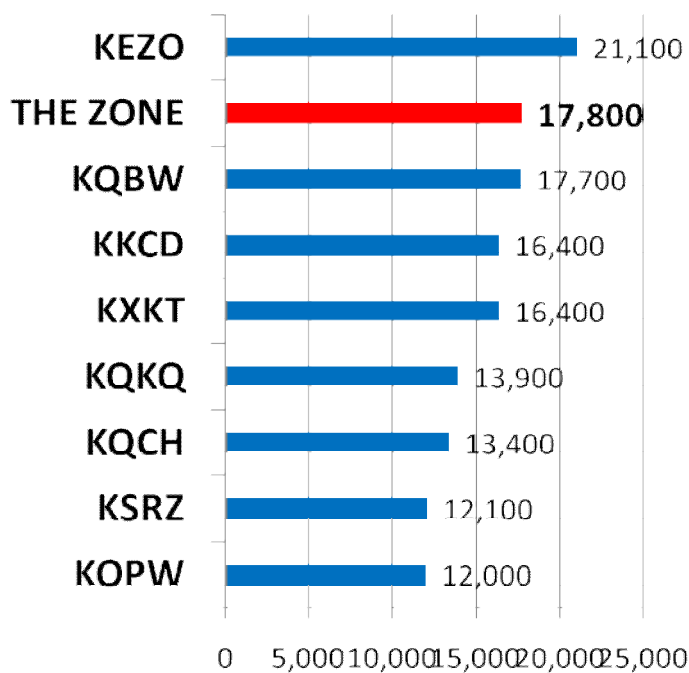


THE ZONE'S USC "TOP OF ITS GAME"

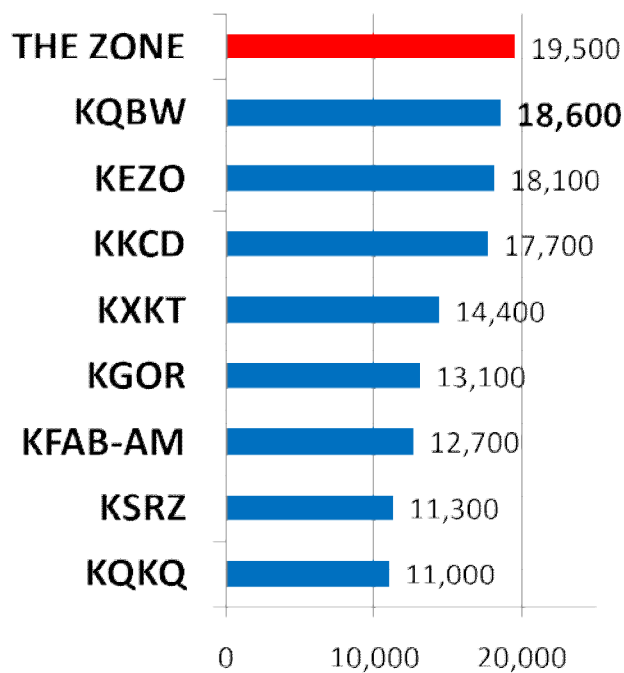


"Unsportsmanlike Conduct" Dominates with Men in SU '08 Arbitron

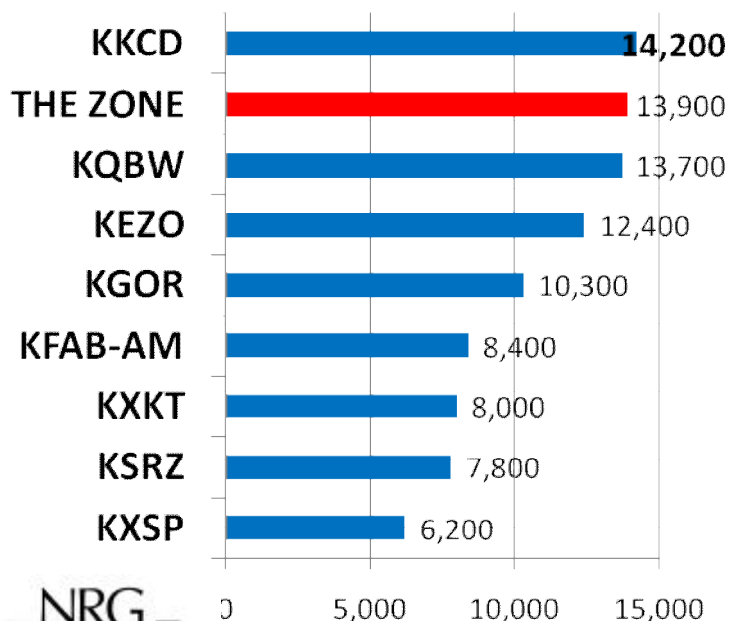
Men 18-49 Listeners



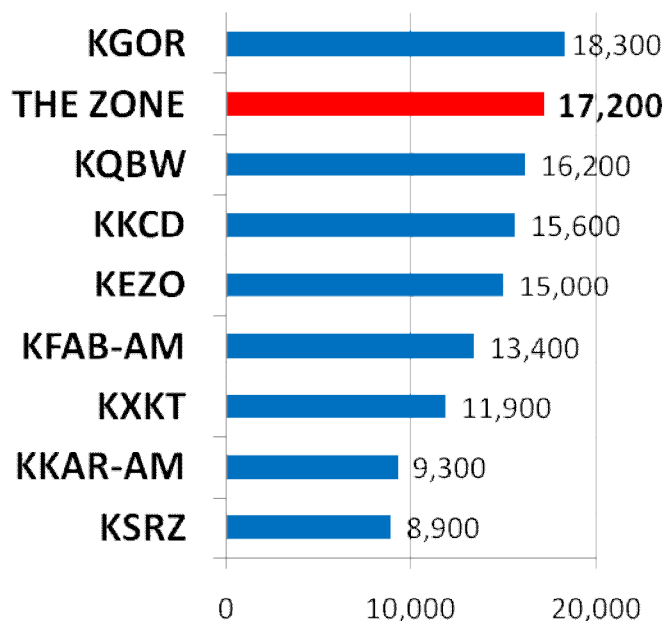
Men 25-54 Listeners



Men 35-54 Listeners



Men 35-64 Listeners



Omaha Arbitron Summer 2008 Cume Persons; M-F 2p-6p Daypart (Unsportsmanlike Conduct) vs. Market