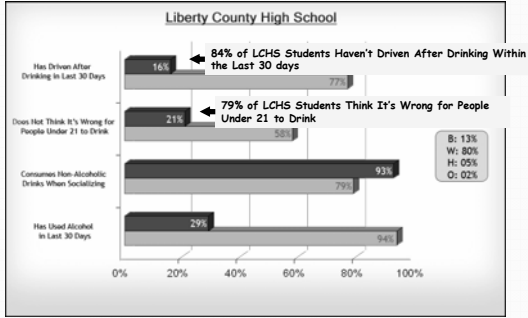


Teen Norms Survey Results
County-Level Messaging Data



Online Feedback Forum – Year 1 Creative

Input From Seven Students in Five Counties

Concept 1, Ad 1: "Test Sample"

Name	County
ADRIAN	FLORIDA
ADRIAN	FLORIDA
ADRIAN	FLORIDA
ADRIAN	FLORIDA
ADRIAN	FLORIDA
ADRIAN	FLORIDA
ADRIAN	FLORIDA

Teen Norms Survey
Combined Baseline Data

Sources of Believability About Alcohol Information

"Somewhat" Believable to "Very" Believable	Rank	Percent
Parents	1	64%
The Police, Dare, Etc	2	53%
Nurse, Doctor, Etc.	3	53%
Teachers	4	48%
Church Group/Minister	5	47%

Source: Teen Norms Survey, February 2006 N=1,574

Parental Media Components – Year 1

Radio PSA

Website
www.teen-benchmark.com

Outdoor

Dear Mom and Dad,
 Thanks for the talk.
 It's good to know that 88% of high school kids don't drink when they're hanging out with friends ... and I'm one of them.

11:30 Radio PSA Schedule – Summer 2006

CLEAR CHANNEL			
94.9 WYFL - Counties of Gadsden, Jefferson			
Mainstream country music and flagship for Florida State Seminoles Sports			
# of Spots	# of PSA's	Total Spots	
59	118	177	
Totals			
CUMULUS			
Star 98 WRZE - Counties of Gadsden, Jefferson, Liberty, Franklin			
Adult contemporary music			
# of Spots	# of PSA's	Total Spots	
60	60	120	
Totals			
96.1 Jamz WRBK - Counties of Gadsden, Jefferson, Liberty, Franklin			
R&B, urban contemporary music, #1 in listenership with black community in this area			
# of Spots	# of PSA's	Total Spots	
60	60	120	
Totals			
ESPN 1410 The Fan - Counties of Gadsden, Jefferson, Liberty			
ESPN sports and news/talk station			
# of Spots	# of PSA's	Total Spots	
120	120	240	
Totals			
240	240	480	
Cumulus Totals*			
OYSTER RADIO, INC.			
106.5 WOXY Oyster Country - Counties of Gulf, Franklin			
Country music station with listenership of all ages			
# of Spots	# of PSA's	Total Spots	
135	135	270	
Totals			
100.5 WOYS Oyster Radio - Counties of Gulf, Franklin			
Beach music with listenership in the 35-50 years old range			
# of Spots	# of PSA's	Total Spots	
135	135	270	
Totals			
270	270	540	
Oyster Radio Totals			
GRAND TOTALS			
PAID SPOTS		569	
UNPAID SPOTS		628	
TOTAL SPOTS		1197	



Questions?