Tim Feagan - Vice-President/Market Manager - Clear Channel Grand Rapids

I would like to thank the Committee for considering House Bill 5560 and recognizing the need for "local media outlets" in the goal of improving the public notice distribution.

The changing media landscape today and the way the public is connected when obtaining news and information requires a new look.

For a long time now we have seen these changes result in declining circulation of News Papers and most recently the discontinuation of daily delivery in the second largest City in Michigan.

Although recent changes in Newspaper usage has been more accelerated, we have seen over the last 40 years the percentage of adults who listen to radio every week remained constant.

In 1970 93% of adults in the State listened to radio each week today it is statistically the same 92.1%.

But during this same time according to Industry study done by Lehman Brothers and Veronis Stevenson Research, adults who read the newspaper daily has gone from 78% to in 2013 only 28%.

Most media industry experts, and the News Papers themselves, see this trend continuing.

While radio in Michigan still reaches over 90 %+ of the population, what <u>is</u> new is the growth of broadcasters digital offering.

An example would be our group of stations in West Michigan.

In the month of April alone we reached over one million unique visitors to our station websites and had over 600,000 sessions on mobile devices.

A station website today is an excellent vehicle to cost effectively direct listeners and viewers to where they can get the detailed information regarding public notices.

Broadcasters are at the center of this changing media landscape and have embraced new ways for people access information.

We have some of the largest social networks and provide information consumers need by utilizing multiple platforms including Facebook, Twitter, and others.

We do this while maintaining the integrity that our views and listeners have come to expect.

House Bill 5560 recognizes these changes in the marketplace and provides for an alternative method of reaching the public that is effective and cost efficient by recognizing the changes in technologically and the marketplace.

Over the air Radio and our online platforms are and will continue to be free to our listener and an open source of reliable information.

We all know that the key to effective communication is to first making the public aware that the information is available.

Section 10 of this bill does just that by reminding listeners over the air that public notices are available on line. This will make notices detailed information easily accessible to all.

HB 5560 recognizes the changing media landscape and will greatly increase the reach of public notices and provide for more effective and efficient communication to the public.

I thank you for your time and would be happy to answer any questions.

5.22.2014

clearchannel
MEDIA + ENTERTAINMENT

DIGITAL REACH

☐ Station Website

☐ iHeartRADIO

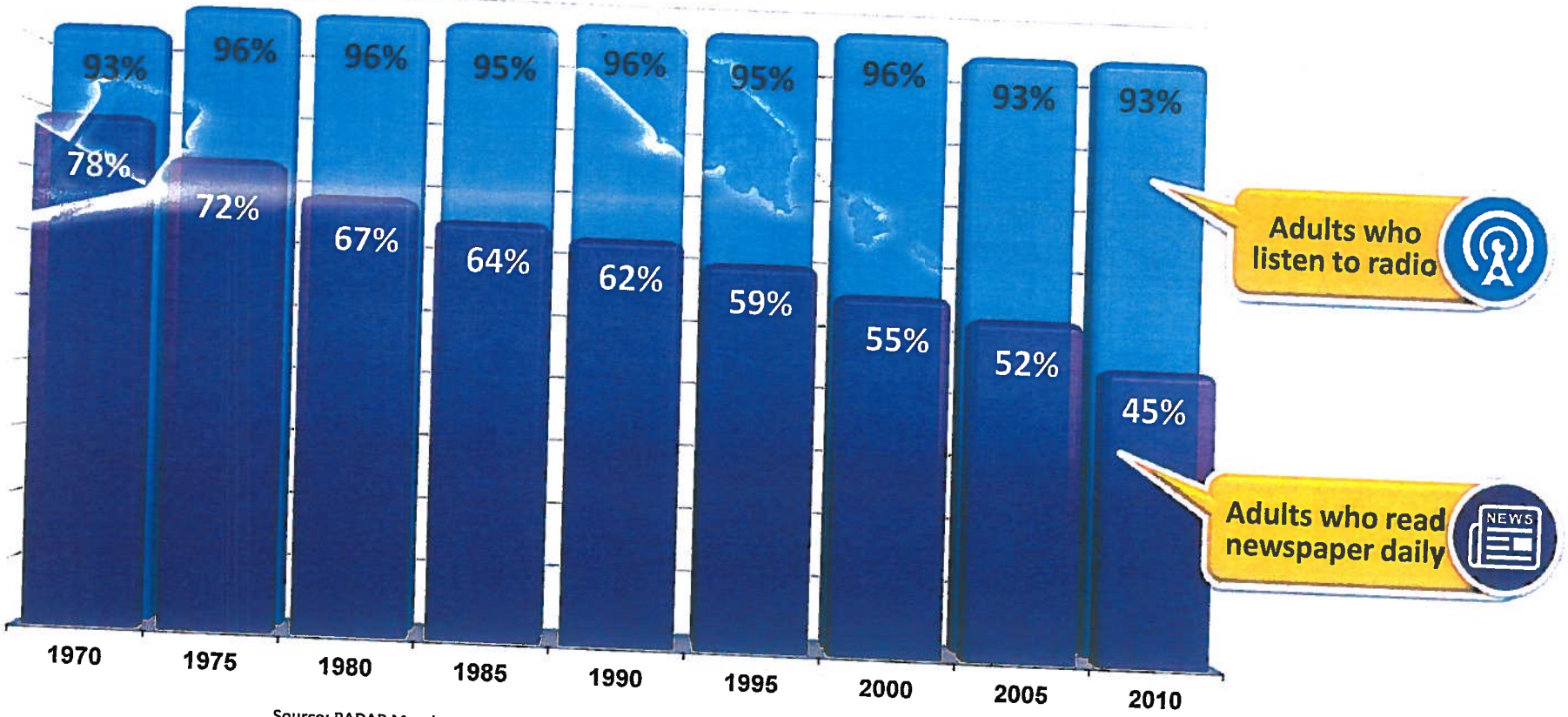
	Monthly Total Page Views	Monthly Unique Visitors	Average Pages Per Unique Visitor	Monthly Active Desktop Sessions	Monthly Active Mobile Sessions	Total Monthly Sessions Starts	Time Spent Listening (Hours)	Minutes Spent Listening Per Session
B-93.7	2,225,958	758,845	3	68,354	189,993	**258,347**	262,262	61
101.9 The Brew	312,462	46,131	7	18,919	37,886	**56,805**	72,585	77
News Talk 1090	3,205	2,287	1	797	2,238	**3,035**	1,363	27
96.1 ESPN	135,847	37,581	4	13,844	46,675	**60,519**	38,511	38
rock 101.7	46,192	5,741	8	3,623	8,943	**12,566**	11,202	53
107 MUS	38,073	13,169	3	4,503	17,278	**21,781**	17,973	50
NEWSRADIO WOOD	175,159	53,618	3	57,287	171,360	**228,647**	191,722	50
104.5 SNX	484,220	107,362	5	11,329	81,818	**93,147**	46,705	30
SCAN	235,904	29,681	8	28,768	38,544	**67,312**	101,217	90
TALK RADIO	13,126	9,298	1	2,888	32,282	**35,170**	14,653	25
clearchannel	**3,670,146**	**1,063,713**	**3**	**210,312**	**627,017**	**837,329**	**758,193**	**54**

Data as of April 2014

Media's Evolving Landscape

Consumer's media engagement is less habit driven than ever before

- Percent of adults who listen to radio is stable @ **93.3%**
- Percent of adults who read a daily newspaper only **45%** and declining

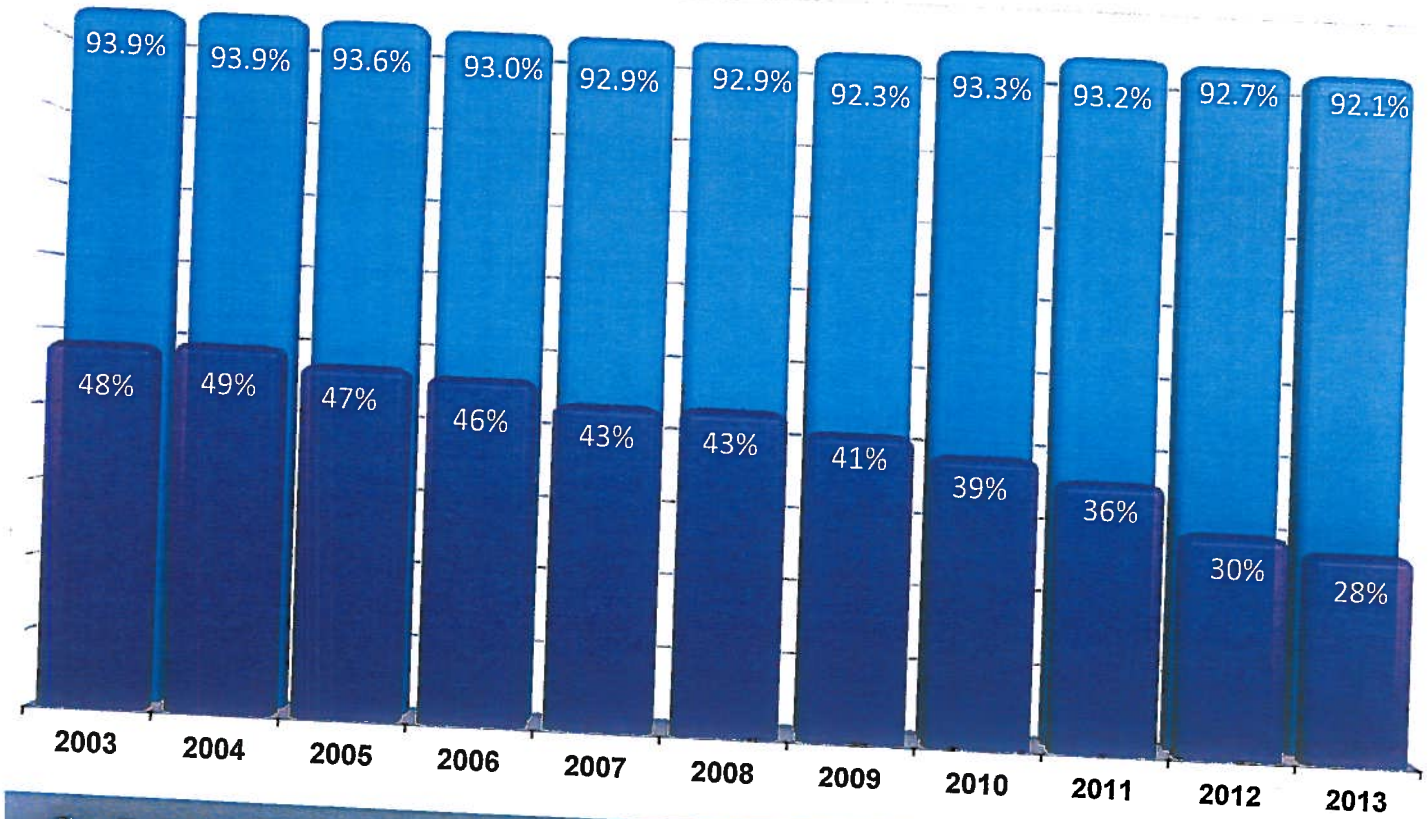


Source: RADAR Monday-Sunday 24 hours, Persons 12+. Veronis Stevenson Communication Industry Forecast 2010, Lehman Brothers Newspaper Fact Book, March 2008.

Media's Evolving Landscape

The evolving media landscape and how/where consumers are engaging with media

- Percent of adults who listen to radio is stable @ **92.1%**
- Percent of adults who read a daily newspaper only **28%** and declining



Adults who listen to radio

Adults who read a daily newspaper

Source: RADAR Monday-Sunday 24 hours, Persons 12+, MRI Spring 2003-Spring 2013