

Voice Of La Jolla Stats

January 1, 2015 – December 31, 2015

The screenshot shows the homepage of the Voice of La Jolla website. At the top left is the logo "The Voice of La Jolla with Ron J. Jones" featuring a microphone icon. To the right is "VOLJ.net" and a large graphic that says "NOW WE'RE TALKING!" with a microphone and a photo of Ron J. Jones. A navigation bar includes links for Home, Tell Your Story, About VOLJ, SPONSORS, + PODCASTS +, Advertise, Contact, and Fun Stuff.

The main content area features several sections:

- Now! Weekly Podcast Tips:** A featured tip titled "IT'S THE LAW! Legal Tip by Rick Wilman, Esq." with a link to "The Advantages of Hiring an Attorney".
- La Jolla Internet Radio - The Talk Of The Town!** A central banner image of a sunset over a beach with a thatched hut.
- Yes We Take Requests!** A section for song requests with a link to "Click here to share your request or dedication to a special someone for an upcoming VOLJ Broadcast".
- New Video:** A video player for "Honey I'm Good" by Andy Grammer - 2014.
- Classic Video:** A video player for "Thank God I'm a Country Boy" by John Denver Live with the Nitty Gritty Dirt Band - 1965.

A central text block states: "The Voice of La Jolla features a variety of interviews and music guaranteed to please EVERYBODY'S tastes and desires!"

At the bottom, there is a grid of seven content categories, each with a representative image and a brief description:

Music Videos New & Classics	Check-in with "Locals" Podcast Interviews	Listen to Music Radio	Interviews with local bands Read their bio, listen to interviews & watch their latest video(s)	Keep up-to-date Local Events & Happenings	Download Music Radio MP3s	Daily Postings & Current News

E-Mail Broadcast Stats - Part 1

Date	Broadcast Title	e-mails sent	Opened	opt-out
8/24	Debut: Joni Mitchell & Ron Jones	1288	423	18
8/31	Wolfman Jack & Ron Jones	1331	399	8
9/7	Alternative Energy	1298	342	2
9/14	In Time, Everything Becomes New	1246	323	14
9/21	Celebration Of International Day of Peace	1433	372	12
9/28	Dixieland, SoCal Style	1455	377	8
10/5	Surf's Up with Voice of Peace	1520	334	11
10/12	Party Like It's 1915	1514	366	12
10/19	The Future Is Here!	1494	417	4
10/26	Voice Of Peace Network Debut	1482	358	8
10/31	Special Presentation Monster Bash Halloween Songs	1476	328	0
11/2	The Family That Plays Together	1464	334	1
11/9	La Jolla CA Salutes our Veterans	2684	434	14
11/16	Art Is A Frame Of Mind	2762	422	8
11/23	Digital Killed The Radio Star	2702	339	14
11/25	Music To Be Thankful For (Special Presentation)	2689	383	16
11/30	Music For Your Holiday Parties (Allegro Promo)	2666	320	11
11/30	Christmas With the Beatles	2648	340	14

Total e-mails sent Aug 2015

2,619

OPENED

822

(31%)

Total e-mails sent Sept. 2015

5,432

OPENED

1,414

(26%)

Total e-mails sent Oct 2015

7,486

OPENED

1803

(24%)

Total e-mails sent Nov 2015

17,615

OPENED

2572

(14.5%)

Note: 1220 new e-mails were added on November 9 . Many may have been out-of-date

As a result, the open rate decreased but they are impressive numbers nonetheless

E-Mail Broadcast Stats - Part 2

Date	Broadcast Title	e-mails sent	Opened	opt-out
12/3	Perfect Party Tips	2637	318	9
12/9	More Perfect Party Tips	2625	416	15
12/14	A Swingin' Christmas	2948	419	13
12/17	Swingin' Christmas Music	2920	677	9
12/21	Tradtional Christmas Music	2845	357	7
12/24	Give The Gift Of Music	2835	600	6
12/29	A VOLJ New Years - Music For The New Year	2867	378	13
12/31	Start Your Party Now - Music For The New Year II	2855	390	9

Total e-mails
sent Dec 2015
22,532

OPENED
3095
(14%)

August 24, 2015 - December 31, 2015
App. 17.5% open rate

Total e-mails Broadcasts sent 55,684	Total e-mail Broadcasts opened 9,706
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Website Visits By Week - Part 1 August 24 – December 31, 2015



= multiple broadcasts in 1 week

Date	Broadcast Title	Page Views	Unique Visits	1st Time Visits	Returning visits
8/24	Debut: Joni Mitchell & Ron Jones	372	221	179	42
8/31	Wolfman Jack & Ron Jones	321	174	137	37
9/7	Alternative Energy	304	158	116	42
9/14	In Time, Everything Becomes New	193	126	114	12
9/21	Celebration Of International Day of Peace	141	101	91	10
9/28	Dixieland, SoCal Style	166	96	81	15
10/5	Surf's Up with Voice of Peace	107	79	71	8
10/12	Party Like It's 1915	258	161	138	23
10/19	The Future Is Here!	379	205	167	38
10/26	Voice Of Peace Network Debut				
10/31	Monster Bash Halloween Songs (Special Presentation)	412	290	247	43
11/2	The Family That Plays Together	391	263	228	35
11/9	La Jolla CA Salutes our Veterans	299	190	151	39
11/16	Art Is A Frame Of Mind	349	158	118	40
11/23	Digital Killed The Radio Star	363	242	215	27
11/25	Music To Be Thankful For (Special Presentation)				
11/30	Christmas With the Beatles	180	98	77	21
11/30	Music For Your Holiday Parties (Allegro Promo)				
12/3	Perfect Party Tips				

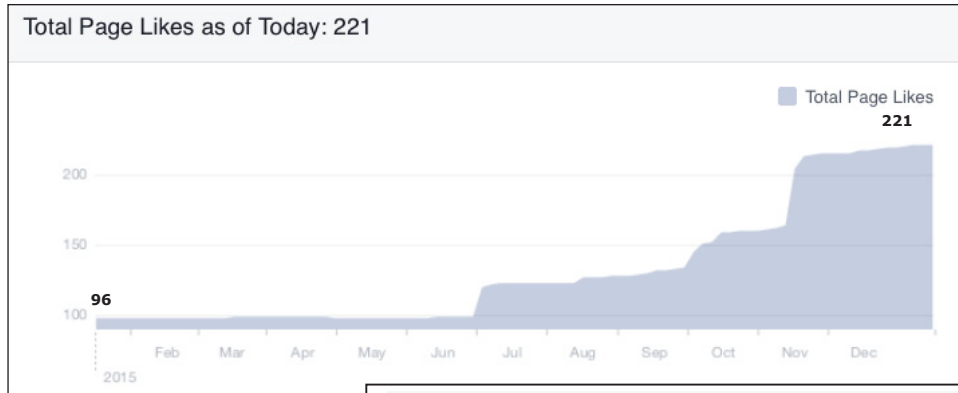
Website Visits By Week - Part 2 August 24 – December 31, 2015

Date	Broadcast Title	Page Views	Unique Visits	1st Time Visits	Returning visits
12/9	More Perfect Party Tips	270	84	70	14
12/14	A Swingin' Christmas	460	237	197	40
12/17	Swingin' Christmas Music				
12/21	Traditional Christmas Music	300	259	236	23
12/24	Give The Gift Of Music				
12/29	A VOLJ New Years - Music For The New Year	1,035	647	557	90
12/31	Start Your Party Now - Music For The New Year II				
1) Jan 1 – Aug 23 (33 weeks total)		2,159	1,344	1,202	142
2) Aug 24 – Dec 31 (19 weeks of broadcasts)		5,346	3,274	2,734	540
Total end of year (Rows 1 & 2 added together)		7,505	4,618	3,936	682
Approximately a 33% growth rate since August 23, 2015		Page Views	Unique Visits	1st Time Visits	Returning visits

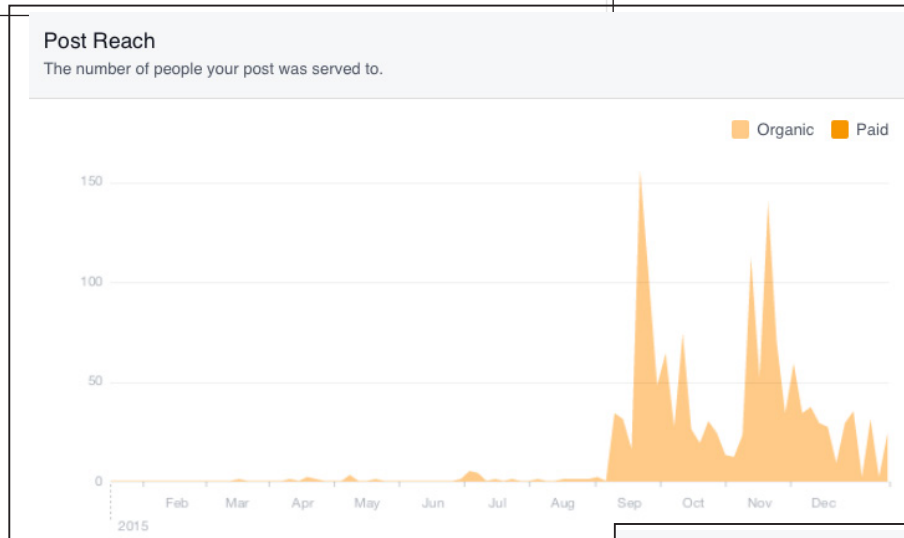
Facebook Stats

January 1, 2015 – December 31, 2015

Likes



Reaches



Shares

