

FOR IMMEDIATE RELEASE:

**THE RADIO WORKOUT TEAM AND BIA ADVISORY SERVICES LAUNCH BLOG SERIES
"THE NEW RADIO MODEL" TO EXAMINE TRANSFORMATIVE BUSINESS PROCESSES**

Denver, CO and Chantilly, VA – July 7, 2009 - The Radio Workout Team and BIA Advisory Services are launching a new blog series titled "The New Radio Model" to examine vital changes in local radio's business model at a critical period in the industry's evolution.

Working together, The Radio Workout Team and BIA will draw from their deep expertise of the radio industry to offer weekly insights that focus on innovation and actionable tactics businesses must take to develop new forms of revenue and capture market share.

"The New Radio Model is designed for 2010 and beyond, and reflects the leading thinking and street-level behaviors of the most-forward acting radio operators," said Mike Henry, CEO of Paragon Media Strategies and a strategist with The Radio Workout Team. "Clearly, radio has a desperate need for a viable new model that will not only survive, but compete, in the perfect storm that radio faces. In this blog series, we will delve deeply into the essential components of The New Model, focusing on specific changes to radio's budgetary line items that are required for radio to reshape its revenue and expenses for a healthy future."

"Legacy media organizations have tremendous local brand equities and are making important progress in developing new revenue models for their operations, but more work is required," commented Rick Ducey, chief strategy officer for BIA. "In a recent industry-wide survey completed by BIA, we found that radio stations drove approximately \$342 million in online dollars in 2008, which will increase at an 18% compounded annual growth rate through 2013. That is an incredibly small percentage of the Internet ad spend in the US. By continuing to put new models in place that focus on evolving audience needs and advertiser demands, radio companies stand to build sustainable revenue and audience growth across these synergistic platforms within the changing media ecosystem. Internet strategies for radio companies must be about more than streaming and selling low cost banner ads."

The blog will cover emerging radio business models in the following areas:

Operations and Management

- Dan Halyburton, The Radio Workout Team
- John Stevens, The Radio Workout Team
- Steve Passwaiter, Vice President at BIA

Media Strategy

- Mike Henry, The Radio Workout Team
- Rick Ducey, Chief Strategy Officer of BIA

Sales Consulting and Training

- Creative Resources, The Radio Workout Team
- The Center for Sales Strategy (CSS), The Radio Workout Team
- Steve Passwaiter, Vice President at BIA

Engineering & New Media Technology

- Skip Pizzi, The Radio Workout Team
- Peter Krasilovsky, Vice President & Program Director for Marketplaces BIA's The Kelsey Group

Multiplatform Operations & Programming

- Paul Marszalek, The Radio Workout Team
- Steve Passwaiter, Vice President at BIA
- Michael Boland, Program Director for Mobile Local Media BIA's The Kelsey Group

Multiplatform Producing

- Ben Manilla, The Radio Workout Team

Ratings Analysis and Strategy

- John Sutton, The Radio Workout Team

Interactive Revenue Growth

- Richard Warner, The Radio Workout Team
- Geoff Price, Vice President at BIA
- Matt Booth, Vice President at BIA's The Kelsey Group

Online Marketing

- Lori Dillé, The Radio Workout Team

The New Radio Model blog series will be posted weekly on BIA's website [www.BIA.com] as well as The Radio Workout Team's [www.radioworkoutteam.com] and will be Twittered through both company's accounts. The first blog entry in the series will occur the week of July 6, 2009.

Sign up to receive "THE NEW RADIO MODEL" at either [The Radio Workout Team](#) or [BIA's blog](#).

Contacts:

Michele Tharp
Paragon Media Strategies
mtharp@paragonmediastrategies.com
p: 303.922.5600

MacKenzie Lovings
BIA Advisory Services
mlovings@bia.com
p: 703.802.2991

About The Radio Workout Team

The Radio Workout Team is a “virtual media company” created to manage radio operations during financial workout periods. The innovative organization is comprised of multimedia consultants within the Paragon Consulting Network, and is designed to effectively rebuild and operate radio companies during a workout and until the properties are sold. The Radio Workout Team covers all aspects of radio operations, including Operations and Management, Sales, Programming and Marketing, Financial and Engineering. Website: www.radioworkoutteam.com, Twitter: [@ParagonMedia](https://twitter.com/ParagonMedia)

About BIA Advisory Services

BIA Advisory Services, LLC, provides research, data, analysis, and financial and strategic consulting to media, telecommunications, technology, directory publishing, and local search companies. BIA Advisory Services includes: The Kelsey Group, experts in traditional and online local media and advertising; BIA Research, providers of competitive and comparative market information and analysis through data services, specialized reporting, engineering studies and mapping; and, BIA Consulting, specialists in business intelligence and corporate growth strategy, and the nation's leading communications appraisal and valuation firm. Additional information is available at www.bia.com. BIA's blog is located at <http://blog.bia.com/bia/> and the company can be found on Twitter through <http://twitter.com/BIAfn>

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