



“PPM RULEBOOK” ADDS TWO NEW RULES

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Denver, CO – Industry reaction from radio and from Arbitron has prompted the addition of two new rules to the “PPM Rulebook.” The PPM Rulebook, an industry-wide resource for radio, now carries 15 rules with the addition of these two new rules:

Rule #14: Demand Better Internal Sample Management from Arbitron

Rule #15: Don't Sweat the Rankers

Paragon’s President/COO of Research John Stevens commented, “Rule #14 is in support of Cox Radio CEO Bob Neil’s stand on the need for better internal sampling by Arbitron. Proper sampling is the bedrock of any research, and radio can’t afford to not have proper internal sampling for PPM to pass the sniff test of buyers. Rule #15 was actually prompted by comments on the PPM Rulebook website by Arbitron’s Pierre Bouvard. Pierre’s comments prompted us to recognize the highly compressed reality of PPM rankers.”

Paragon’s PPM Rulebook is available at www.ppmrulebook.com and is also provided in the attached PDF file. Industry professionals are encouraged to comment and submit new contributions to the PPM Rulebook at www.ppmrulebook.com, or at www.paragonmediastrategies.com.

Established in 1985, Paragon Media Strategies is a research and consulting firm specializing in traditional media, emerging media and entertainment. Paragon provides content and marketing strategies to increase market share for national media companies and local media entities alike. Paragon’s media research innovations include the introduction of audio montages to create better audience segmentation in the 1980s, and the evolved use of creative concept testing to identify new formats, including the new Adult Hits format in 2002. Paragon has helped create and launch over 10 new radio formats in the last 20 years.

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