



“PPM RULEBOOK” RELEASED BY PARAGON Larry Johnson to Blog from Arbitron Fly-In

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Denver, CO - Paragon Media Strategies unveils a new “PPM Rulebook” as a resource to the radio industry. The “PPM Rulebook” includes 10 original rules authored by Paragon. Industry professionals can submit new rules for consideration to evolve the PPM Rulebook with the most up-to-date thinking from all corners of the radio industry.

John Stevens, Paragon’s President/COO of Research, commented, “The radio ratings game is changing fast as we move into electronic measurement. Therefore, radio strategy must evolve very quickly and effectively to keep pace. The PPM Rulebook is intended to be an industry-wide resource to keep track of the new rules of the game. We started the PPM Rulebook, but it’s the entire radio industry’s rulebook to update by making their own submissions as they learn from the front lines.”

Paragon’s initial 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.

In addition, Paragon’s Larry Johnson will provide a daily blog from the upcoming Arbitron Fly-In on August 22 and 23. Johnson, who is Paragon’s long-time radio ratings guru, will attend the annual event once again. While there, he will report on the meeting activities and any new and relevant information coming directly out of the Arbitron Fly-In meetings. To sign up for the blog, please visit 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 (dubbed “Jack FM”) in 2002. Paragon has helped create and launch over 10 new radio formats in the last 20 years.

Media Research & Consulting
