



NEW RULES FOR THE “PPM RULEBOOK”

FOR IMMEDIATE RELEASE
Date: August 29, 2007

Contact: Mike Henry
Phone: 303.922.5600

Denver, CO – The new “PPM Rulebook,” an industry-wide resource for radio, has grown to 13 rules with the addition of three new rules. Industry professionals have submitted the new rules to evolve the PPM Rulebook with the most up-to-date thinking from all corners of the radio industry. The new rules include:

Rule #11: View the data with skepticism

Rule #12: Promotions should be hyper-focused to the working person and working communities

Rule #13: Don't be shy about targeting men

Paragon's President/COO of Research John Stevens commented, “The three new rules come directly from the latest findings and activity in the fast-evolving PPM world. Rule #11 (View the data with skepticism) is a filter that should be applied to all research, but it takes on even greater importance given the recent data quality control issue from one of the early PPM data releases. Rule #12 (Promotions should be hyper-focused to the working person and working communities) is a new promotional reality that we must accept and act upon. Rule #13 (Don't be shy about targeting men) has ramifications on overall format decisions and targeting more than internal programming decisions. We look forward to more new rules coming from those in the radio industry.”

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.

Media Research & Consulting
