



TWO NEW RULES FOR THE “PPM RULEBOOK”

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Denver, CO – Contributions to the PPM Rulebook by Chris Conley, most recently PD Of top-rated WBEB-FM in Philadelphia and one of the industry’s few hands-on programmers of early PPM data, has prompted the addition of two new rules to the PPM Rulebook. An industry-wide resource for radio, The PPM Rulebook now includes 17 unique rules for critical programming, marketing and sales strategies to navigate the changing landscape created by PPM ratings:

Rule #16: Afternoon drive programming is just as important as morning drive

Rule #17: Brand strategy marketing is more important than hit and miss marketing games

Paragon’s President/COO of Research John Stevens commented, “It was our intention from the beginning for the PPM Rulebook to be a collaborative effort from the best in the Industry. Chris Conley’s involvement with PPM goes back to the planning stages, so his perspective and insight are invaluable. The two new additions are a direct result of his experience in the first PPM market”.

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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