



PPM RULEBOOK ADDS ANOTHER IMPORTANT RULE

FOR IMMEDIATE RELEASE
Date: November 2, 2007

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Denver, CO – A new rule...Rule #18...has been added to the PPM Rulebook, thanks to a submission by Harv Blain of Vallie Richards Donovan Consulting:

Rule #18: Keep an accurate event audit

PPM allows you to see cause and effect better than the diary ever could. In countless examples from Arbitron's John Snyder, we have seen how specific events either drive up cume and AQH or where the audience has exited. With the granularity of PPM data, programmers should keep a detailed, accurate "diary" (sorry couldn't resist) of events on their station and the competitive landscape (special guests, giveaways, marketing campaigns, news events, etc.) and then cross reference once the data for that time period is released. You'll get the opportunity to truly see the dynamics between content and consumption, if you know when these events occurred.

In addition, Jaye Albright of Albright & O'Malley Consulting has added a sample strategy to the PPM Rulebook that supports Rule #11 ("View the data with skepticism") and Rule #14 ("Demand better internal sample management from Arbitron"):

"Hold Arbitron to the fire until they deliver a consistent and replicatable sample week after week."

An industry-wide resource for radio, the PPM Rulebook now includes 18 unique rules and a growing list of sample strategies for each rule.

Paragon's President/COO John Stevens commented, "Leading radio consultants continue to step to the plate by adding new rules to the PPM Rulebook. It's important that the entire radio industry quickly understand the new PPM landscape, and it's gratifying to have consultants Harv Blain and Jaye Albright contribute to the PPM Rulebook for the good of the entire industry. The latest rule and sample strategy that they added are critical to any radio station's success in this new PPM landscape."

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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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