



**RADIO VETERANS MIKE HENRY AND JOHN SUTTON PRESENT AT THE ARBITRON
CONSULTANT PPM WINTER FLY-IN**

**REAL TIME RADIO AND RATINGS
PPM CASE STUDIES IN LISTENER RESPONSE
TO PUBLIC AND COMMERCIAL RADIO PROGRAMMING**

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Public radio and commercial radio news stations don't compete as much as one might think. Compared to commercial radio, PPM shows that audience flow for public radio isn't very different from the results reported in the diaries. Even though the Cume, TSL, and AQHs are different, listener behavior is very similar. These are just two of the results that were revealed in a study presented by Paragon Media Strategies' Mike Henry and partner John Sutton from John Sutton and Associates at the Arbitron Winter Fly-in on December 13th. The presentation is posted on the Paragon website at www.paragonmediastrategies.com.

"Despite the hurdles Arbitron faces in rolling the PPM data to radio and media buyers, the new electronic audience measurement system holds amazing potential for radio programmers," according to Henry. "One of the most fascinating and far-reaching aspects of PPM is the potential overlay of PPM listening data with Media Monitors audio monitors. For the first time ever in a research project, it was possible to actually 'see' what happens to listenership while you 'hear' what the audience was hearing at the same time. While this is still in the early testing phase, having the ability to compare audience data in this study with programming activities on the air in real time only increases our understanding of audience movement, whether it be for commercial or non-commercial radio stations."

John Sutton commented, "Among other things, we used these tools to examine the impact of pledge drives on public radio audience behavior. We saw two interesting stories develop on pledge drive days and how the listenership varied from the monthly norm. The lessons probably apply to all radio" Audience response varies during pledge drives. Not all fundraising drives listeners away. And recovery time, how quickly listeners come back, appears to be shorter than expected.

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Sutton was quick to point out that, in some cases, more questions were raised than were answered. “Tune-out can’t always be blamed on the programming. Lifestyle plays a major role and we address this and other factors in our presentation.”

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.

John Sutton and Associates (JSA) provides audience research, programming analysis, planning, and fundraising consulting services to public radio stations. JSA helps stations identify and realize greater audience and financial returns from investments in programming, better marketing, and better fundraising strategies. Prior to forming JSA in 1997, John Sutton was the Director of Audience Research at National Public Radio.

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