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For Immediate Release

COLEMAN INSIGHTS OPENS WEBINAR REGISTRATION AND RELEASES FOLLOW-UP MATERIALS FOR ITS PPM STUDY ON SPOKEN WORD STATIONS

**Free Public Webinar on April 1st to Provide Industry Professionals with
Opportunity to View the Study Presentation**

RESEARCH TRIANGLE PARK, N.C., March 24, 2009 – Coleman Insights announced today that free registration is open for its online presentation of “Beyond the Rhetoric: The Truth About the PPM Performances of Spoken Word Formats” to be held Wednesday, April 1st. This webinar will provide an opportunity for those who were not in attendance at the debut presentation of this study at the recent *Radio & Records* Talk Radio Seminar (TRS) to learn more about its findings.

In addition, Coleman Insights has released an explanatory follow-up note to the original report about the study’s findings that was released on March 13th. Coleman Insights also announced that the contents of the note have been incorporated into a revised version of the study report, which is now available for free downloading from the company’s website, www.ColemanInsights.com.

“Since Jon Coleman presented the study at TRS almost two weeks ago, we have been deluged with requests for a webinar version of the presentation and with some great questions about the study’s findings,” said Coleman Insights President/Chief Operating Officer Warren Kurtzman, who will deliver the online presentation along with other members of the company’s executive team. “Now everyone will have a chance to see the presentation and the explanatory note we released today will answer the most common question industry professionals have asked us.”

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The online session will be held on Wednesday, April 1st at 2 p.m. EDT. It will be roughly 45 minutes long and will include the presentation as well as a question and answer session with the Coleman Insights management team. The free event is open to the entire radio industry and members of the media. All participants must register for the webinar in advance by visiting www.ColemanInsights.com/ppmspokenword.htm.

“Beyond the Rhetoric: The Truth About the PPM Performance of Spoken Word Formats” is the fourth study in Coleman Insights’ “Mapping the DNA of PPM” series, which is designed to help the radio industry prepare and adapt to Arbitron’s new Portable People Meter (PPM) audience measurement system. All of the studies in the series have been made available for free to radio industry professionals via online and in-person presentations, report downloads and coverage in the industry press.

About Coleman Insights

Coleman Insights, headquartered in Research Triangle Park, North Carolina with offices in Los Angeles and Hamburg, Germany, is a media research firm that has provided its clients with deeper insights into music trends and branding opportunities since 1978. Its clients include hundreds of radio stations in North America, South America, Europe and Asia, including those owned by CBS Radio, Emmis Communications, Lincoln Financial Media, Radio One, Bonneville International Corporation, Citadel Communications, Grupo Radio Centro, Sandusky Radio, Lagardère International, Beasley Broadcast Group, Inner City Broadcasting, Grupo Prisa, Mid-West Family Broadcast Group, Salem Communications, The Mondadori Group, Connoisseur Media, Corporación Radial del Perú, South Central Communications, SBS Broadcasting, Maverick Media, Entertainment Network (India) Limited and Hubbard Broadcasting. Additional information about Coleman Insights is available at www.ColemanInsights.com.

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