

**CONTACT:** Scott Segelbaum  
(610) 389-1807  
scott@rightbrainagency.com

**For Immediate Release**

## **COLEMAN INSIGHTS RELEASES ADVICE TO NEW RADIO PROGRAMMERS IN PPM-MEASURED MARKETS**

**RESEARCH TRIANGLE PARK, NC, March 17, 2011** – “Top Ten Things to Do as a New PD in a PPM Market,” a list of strategic guidelines for new radio programmers in North American markets measured by the Portable People Meter™ (PPM™) services from Arbitron, Inc. and BBM Canada, is now available for free downloads at [www.ColemanInsights.com/PPM](http://www.ColemanInsights.com/PPM). The list is based on a presentation delivered by Coleman Insights chairman and chief executive officer Jon Coleman at the Arbitron Client Conference held in Baltimore in December 2010. It provides practical, straight-forward advice to programmers who are adapting to the new PPM audience measurement service that now covers over 50 of the largest radio markets in the United States and Canada.

“While there are no immediate plans to expand PPM measurement of radio beyond the current list of markets, there are programmers moving from diary-measured markets to PPM-measured markets who we feel can benefit from this advice, which is based on our company’s extensive research and experience with this measurement system ,” said Jon Coleman. “The list should also provide a good refresher for PDs who have been competing in PPM-measured markets for a few years.”

"This very simple yet comprehensive to-do list will be helpful to PDs in both diary and PPM markets," added Arbitron, Inc. vice president of programming services and development Gary Marince. "The reaction to Jon's presentation at our client conference was very positive. Now these insights are available to an even broader audience."

### **About Coleman Insights**

Coleman Insights, headquartered in Research Triangle Park, North Carolina, with offices in Philadelphia and Hamburg, Germany, is a firm that has helped media properties build strong brands and develop great content since 1978. Its clients include hundreds of media properties in North America, South America, Europe and Asia, including those owned by CBS Corporation, Sony Corporation, Emmis Communications, The Walt Disney Company, Lincoln Financial Media, Clear Channel Communications, EMI, Radio One, Warner Music Group, NPR, Astral Media, Bonneville International Corporation, Vivendi SA, Citadel Communications, Grupo Radio Centro, Sandusky Radio, Lagardère International, Beasley Broadcast Group, Grupo Prisa, Mid-West Family Broadcast Group, Salem Communications, The Mondadori Group, Connoisseur Media, Corporación Radial del Perú, South Central Communications, SBS Broadcasting, Townsquare Media, Maverick Media and Hubbard Broadcasting. Additional information about Coleman Insights is available at [www.ColemanInsights.com](http://www.ColemanInsights.com).

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