

CONTACT: Warren Kurtzman
(919) 571-0000
WarrenKurtzman@ColemanInsights.com

For Immediate Release

COLEMAN INSIGHTS TO DEBUT PPM STUDY OF SPOKEN WORD FORMATS AT TALK RADIO SEMINAR

New Analysis Reveals Performance Differences Between Arbitron's Diary and PPM Measurement

RESEARCH TRIANGLE PARK, N.C., February 20, 2009 - Coleman Insights announced today that the latest study in its "Mapping the DNA of PPM" series will debut in a presentation at the *R&R* Talk Radio Seminar in Los Angeles on Friday, March 13th. The study, "Beyond the Rhetoric: The Truth About the PPM Performances of Spoken Word Formats," will reveal how the transition from diary to PPM measurement impacts the Arbitron performances of very specific types of spoken word radio formats.

"A lot of people have been speculating about how different formats will fare under PPM measurement based on anecdotal and incomplete information," said Coleman Insights Chairman/Chief Executive Officer Jon Coleman, who will deliver the presentation. "For the first time, we will share findings based on detailed categorization of spoken word-formatted stations and a comprehensive analysis of ratings data."

"Understanding the PPM's effect on the ratings of spoken word stations is paramount to the format's continued success," said Mike Stern, News/Talk/Sports Editor for *Radio & Records*. "Having someone with Jon Coleman's experience analyze the data and present his company's findings to the attendees of the 2009 *R&R* Talk Radio Seminar provides a perfect base for the rest of our panels and speakers to build from."

Talk Radio Seminar attendees will have an opportunity to view the presentation as part of the "State of the (Ratings) Nation" session, scheduled for 9:00 AM Pacific time. A report

summarizing the study's findings will be available on the Coleman Insights website, www.ColemanInsights.com, upon conclusion of the presentation.

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, Midwest 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.

About the *R&R* Talk Radio Seminar

Held alternately in Los Angeles and Washington, DC, TRS is the largest annual gathering of News and Talk radio executives, programmers and talents from across the country. Featuring two-and-a-half days of intensely format-focused learning sessions and an array of celebrity speakers from the worlds of politics and broadcasting, TRS is a must-attend gathering for a "who's who" of America's News/Talk broadcasters.

The 2009 *R&R* Talk Radio Seminar will take place from March 12th through March 14th at the Marina Del Rey Marriott in Los Angeles. Registration information is available at www.radioandrecords.com/Conventions/TRS.asp.

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