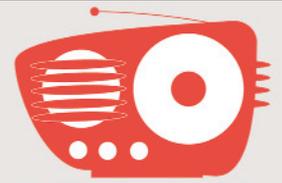




North American Network's Radio Resource



North American Network, Inc.
www.nanradio.com

Keep this to answer questions and to reference trends on radio PR techniques.

Podcasting as a PR Tool

Anyone can produce a podcast; not everyone can make it effective

You see them every day: your target demographic walking down the street, jogging on the treadmill, sitting next to you on the train, more and more with headphones in their ears. They are oblivious to the world around them, entranced by their new digital media player.

A growing audience is listening to anything and everything imaginable on the tiny player in their pocket. Not just music, but news, sports, current events, entertainment - the choice is enormous, searchable and specific. Podcasts are following the footsteps of FM radio and fast becoming a big part of life.

This new medium is much like radio but free from previous constraints: With podcasting, you control every second of content that the listener hears. Podcasting effectively cuts out the middlemen (the radio news and program directors who ultimately choose what airs and what doesn't) and puts your content directly in the hands - *and ears* - of your target audience.

But how do you make a podcast achieve your PR goals? Make sure that your message is right for your target demographic, that the podcast will get posted where the right audience will find it, and that the production will keep them listening throughout.

There are lots of ways to use podcasts as PR:

- Mission statement or branding
- Book publicity or author interview
- Member education, like an audio newsletter
- Event coverage or news reporting
- Entertainment and much more

So the next time you see those familiar headphones, you can relax knowing your podcast will help you reach the new demographic of the 21st century.

- Ryan McKenna

Podcasting Statistics:

- The top podcast sites include iTunes, Yahoo!, iPodder and Feedburner.
- There are over 60,000 podcasts hosted at iTunes alone.
- The most popular podcasts include NPR's *On the Media*, and *The Dawn and Drew Show*.
- Apple confirms they have sold more than 30 million iPods with some experts predicting they will sell more than 80 million by the end of 2006.
- Apple has more than 75% of the U.S. MP3 player market.

Much more inside!

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Grassroots Outreach

Radio hits home and target demographics with advocacy messaging

Election time or not, going grassroots to move a message is a key goal of communicators. Radio has a variety of trusted and effective tools to target listeners, both nationally and at local levels.

First, there is the gamut of radio PR techniques (see below) designed to harness radio's history of strong, local connections. Personalities and programming are intimately tied to the communities they serve; listeners have a bond with their station and trust what they hear. Radio PR techniques are tailored to reach specific stations and air within certain day-parts and programs.

Media buys are another tool for grassroots campaigns though often overlooked. [see "More on Media Buying" on page 3] Advocacy advertising on local stations is a well-known component of many national political campaigns - in terms both of candidates (congressional and, in key states, presidential) and of specific issues and proposed legislation. However, grassroots efforts can also benefit from this guaranteed form of radio placement.

The beauty of using radio for grassroots outreach is that your key message can fit into the intimate relationship between audience and broadcaster. Through skilled targeting, appropriate techniques and tailored messages, your specific demographic - whether large or small - can be influenced, all within a smaller budget than you might think.

- Bill Polglase

Which techniques meet grassroots goals? They all do!

RadioTour - Your spokesperson can get into the nitty-gritty of a grassroots topic with interviews on local stations.

NewsFeed - Send sharp soundbites to hundreds of stations in specific states or congressional districts, compelling listeners to call or vote.

PSA - When your message is truly non-partisan (like health or safety issues) you can get free airtime on thousands of stations.

Media Buy - To guarantee that your grassroots message reaches specific demographics, a local, targeted media buy doesn't have to break the bank.

Daybreak Fax - Get quick stats, website or contact information out to thousands of stations overnight.

More - Think "outside the box" by combining techniques and timing distributions to grow grassroots results with radio.

A Day in the Life of North American Network

Radio is an exciting medium! It's all we do and we do it all day, every day. North American Network is comprised of many former radio reporters, news directors and on-air talent... all of whom love radio! Here's a snapshot of a typical day in our office:

5:00 am - Daybreak Fax with "Rip & Read"

material received by 1,500 morning show hosts

7:30 am - Project manager moderates live radio interview with **AP Broadcast**

8:30 am - Publicist books interview with **MarketWatch.com Radio** for financial story

9:00 am - Station Services team pitches national **NewsFeed** to 250 news directors

9:30 am - Producer records congressional representative for a **state-by-state "grass-roots" NewsFeed**

10:00 am - **Broadcast tracking** begins as the Station Services team contacts radio PSA directors to verify PSA usage

11:00 am - Writer creates scripts for one-minute health features to air monthly on **XM Radio**

12:30 pm - Publicist books promotion for on-air give away with **New York's #1 Latin Urban station**

1:15 pm - Voice talent narrates **Spanish-language ConsumerFeature script**

2:45 pm - Associate director of Station Services advises client about best timing and angle for **RadioTour**

3:00 pm - Production manager posts **podcast** to iTunes, Yahoo! Podcast and **ConsumerRadioNetwork.com**

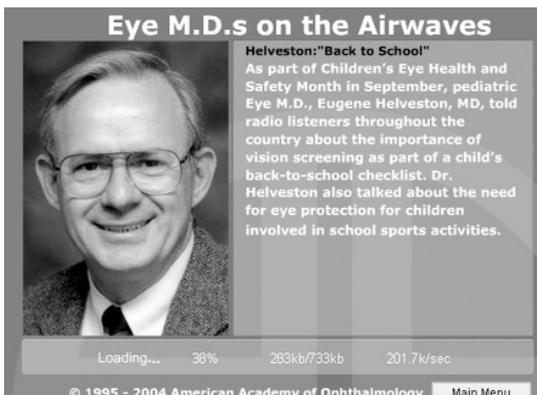
3:30 pm - Station Services associate compiles usage data to create detailed **broadcast usage report**

4:00 pm - Publicist confirms **CNN Radio** interview for tomorrow

5:15 pm - Webmaster posts audio and scripts on **RadioSpace.com** and **RadioEspacio.net**

Case Study in Radio PR: Eye-Opening Experience for Ophthalmologists

Radio has proven to be a powerful outreach tool for the American Academy of Ophthalmology (AAO), the world's largest association of eye physicians and surgeons - or "Eye M.D.s." For nearly 10 years, the Academy has utilized a variety of radio PR techniques - from RadioTours and ConsumerFeatures to Podcasts - to educate both the public and its members about eye health and safety.



Most recently, for their 2006 mid-year forum in Washington, D.C., the Academy chose to record and produce an 18-minute podcast that explores the important issues facing young ophthalmologists and the industry.

"The podcast ended up working very well," says Peggy Kraus, AAO director of communications and media. "Your reporter did a great job in making our members feel comfortable before their interviews;

and the editing provided after the recordings was exactly what we wanted."

Narrated by Dr. Andrew Doan, the podcast provided a unique experience for forum attendees and a useful record of the event. The audio was posted to various websites, including ConsumerRadioNetwork.com, iTunes and Yahoo!

For regular outreach on key AAO topics like age-related macular degeneration, the Academy has created one-minute radio ConsumerFeatures that include soundbites from Academy doctors. Each feature has aired on more than 300 radio stations nationwide, and generated over 1.8 million gross impressions. Spanish-language versions of the Academy's various ConsumerFeatures have also aired on many of the top-rated Spanish-language radio stations across the country.

The Academy has also had great success with RadioTours covering seasonal topics such as fireworks safety, the importance of back-to-school eye exams and workplace eye safety. Each RadioTour featured a different Academy spokesperson and was targeted to national, regional and local radio outlets. Gross impressions for each tour ranged in the millions with hits on #1 News stations such as WINS-AM in New York and KYW-AM in Philadelphia.

"We've gotten extra mileage from all of our radio projects by posting audio clips on the Academy's website. This keeps our members informed and adds a great multi-media component to our online newsroom," says Kraus.

- Tammy Lemley



**Who harnesses the power of radio?
Associations, corporations, government
agencies and PR firms.**

**Why? It's easy, effective and
cost efficient.**

ConsumerFeature: The Man Behind the Voice

If you look through the glass door to Bob Tebo's office, you'll see postcards from the tropics, vintage rock'n'roll posters, and hundreds of tapes and CDs stacked on shelves along the walls. If you peer in closer, you'll see him speaking into a microphone, script in hand and face animated with an expression of warmth. If you press your ear against his door, you'll hear a voice that resonates with authoritative friendliness.

Since 1993, Tebo has been the voice of the Consumer Radio Network, a division of North American Network that produces 60-second features reaching millions of radio listeners across the country. Every month, via CD, satellite and the Internet, the division distributes dozens of ConsumerFeatures on industry trends, product announcements and safety and consumer protection issues. "With ConsumerFeatures, we have a long

tradition of educating listeners on a wide variety of timely subjects," says Tebo. It's his velvet-like voice that informs consumers on topics that include health, finance and technology.

Bob Tebo is more than a voice. His days begin by contacting clients about their next ConsumerFeature and determining what would make it successful. "If a client doesn't have a script, I volunteer to write one. I get on their wavelength and find out what core message they want to share."



Tebo is a master at developing messaging. "I try to look over the script and read it as a cohesive piece," he says. "I think about how I would want to hear it over the radio."

In addition to having a well-trained ear, Tebo is also an experienced producer and editor. Once the script is finished and approved, Tebo records the spokesperson, who is an

expert on the particular consumer topic. He edits a final product, and sends it to hundreds of radio stations that regularly anticipate the monthly series. "I send an MP3 file to the client first," says Tebo. "Then I work on the materials that we distribute to the stations."

The Consumer Radio Network offers a unique and integral part of North American Network's radio PR specialty services like RadioTours, NewsFeeds and PSAs. ConsumerFeatures are different: they're a guaranteed way to reach a large, national audience with a specific, crafted message. As many as 8 million listeners in the top 100 markets hear ConsumerFeatures in a given month.

Tebo believes the success of each ConsumerFeature is a personal victory as well. "When I know I've surpassed a client's expectations and feel that I've helped someone else get their message across, I not only know that I have done my job, but I made their job a little easier. It's the best part of what I do here."

- Devika Strother

ConsumerFeature Stats since 1993:

958 ConsumerFeatures have been distributed

2,800 radio stations have received ConsumerFeatures

1.2 billion listeners have heard ConsumerFeatures

473 clients have recorded ConsumerFeatures

Quoted in *PRWeek*

Radio, By Lisa LaMotta

Reprint from *Toolbox*,
published May 8, 2006, page 20

I'm trying to change public opinion and influence Congress. How can radio support my targeted grassroots efforts?

Tom Sweeney of North American Network says radio is an excellent medium for advocacy messaging and targeting specific demographics and congressional districts.

"Three key strengths of radio are speed, targeting, and low cost," he says. "Most radio outreach techniques can be turned around within 24 hours if necessary, though it usually happens within a week or two."

"Choosing certain radio formats gets your message to [very specific] audiences," Sweeney adds. "You can also look up stations by congressional district."

And the price tag on most radio outreach options is relatively low, he explains. "Targeted ad buys in large cities can be the most expensive outreach tool, but a cheap option in smaller markets."

- Eric Jon Magnuson

More on Media Buying

Media buys aren't just for national, major-market or big-budget campaigns. Advocacy advertising for state and local issues is a North American Network specialty. Our intimate experience with radio not only spans across the country, but also down to specific states, counties, metro markets and congressional districts.

Here's some of what we've learned:

News/Talk stations aren't your only outlets.

In many cases, music-based stations can be better demographic matches for your target audiences. Also, some News/Talk stations charge a significant premium for advocacy-based ads.

Think beyond the traditional ad. We recommend exploring such venues as the 10-second live-read ads that are incorporated into (or are adjacent to) traffic and news reports.

Look at the locations of local district offices when targeting congressional districts. It's often confusing to deduce from district maps where to target your ad buying. A better bet is to go by the locations of the local district offices - in terms of determining both the extent of the district itself, and what the most important parts of the district are.



Relationships in Radio

In any business, it's not always what you know, but who you know. In the case of North American Network team members, like June Thornton and Dave Martin, it's both, especially when it comes to radio media tours.

In business since 1985, North American Network not only draws the best professionals, but also has established a well-known, highly regarded name in the industry. Working with most of the over 13,000 radio outlets in the country, we've made a lot of friends. Here's what just a few have said about us:

"North American Network has provided CNN Radio with many guests on 'evergreen' stories and has often delivered interviews on more 'hard news' stories. Their representatives are always polite and do a nice job of cutting to

the chase in offering interviews, with very professional inquiries and follow-ups."

-Mike Jones, Executive News Director, CNN Radio

"There is seldom any downtime here, and I need publicist to get to the point. ... [Your] presentations are concise. [North American Network] also knows that, like politics, all news is local and tries to provide the link between [the] guest/issue and its value to listeners in our area."

-Evan Haning, WTOP, Washington, D.C.

"The people at North American Network aren't pushy... North American Network is [also] one of the most efficient companies I book with. ... With North American Network, I get a call, the information I need, one confirmation and you don't waste my time needlessly."

-Dan Collier, Executive News Director, WDIS, Boston



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Speak Their Language:

Se habla Español - One of the most important ways to bond with radio stations is speaking their language, both figuratively - with formats like News, Urban or Oldies - and literally, like in Spanish. The number of Hispanic radio outlets has more than tripled in recent years, with more than 700 Spanish stations and networks currently on the air. All radio PR techniques easily and effectively translate to Spanish!

Radio PR Reference Table

Here is a radio PR service summary - a quick reference guide to the variety of techniques to reach out with radio:

Radio Technique	North American Network Brand	Typical Use of Service	Radio Reach	Budget Range	Special Notes
Radio media tour	RadioTour	When you have a news or special-interest issue that requires a more in-depth discussion	10 to 50 outlets	Under \$5,000 to over \$15,000	Needs several hours of spokesperson availability
Audio news release (ANR) or radio news release (RNR)	NewsFeed	When you have a timely "breaking news" issue or story that you need to get on the air immediately	50 to 500+ outlets	Under \$2,000 to over \$12,000	Sounds like a news report and is about 60 seconds with narration and a sound bite
Radio series, feature or consumer news	ConsumerFeature	When you have a timely consumer message that's less urgent than a NewsFeed	More than 250 outlets	Under \$5,000	Softer news that gets packaged and regularly distributed in multiple ways
Blast or broadcast fax	Daybreak Fax	When you have fun, interesting facts that can be integrated into live on-air banter or news	500 to 5,000+ outlets	Under \$1,000 to over \$5,000	Uses the idea of "rip and read" and is one of the least expensive outreach vehicles
Public service announcement (PSA)	Public Service Announcement	When you have a non-product-oriented appeal on social issues	500 to 5,000 outlets	About \$5,000 to \$40,000	Best for health, safety and general information that isn't tied to a product or service
Promotion, contest or giveaway	Promotion	When you have a product or message that you want to introduce to radio listeners in a fun and memorable way	10 to 100 outlets	\$5,000 and up, plus prizes	The more valuable the giveaway prize, the more on-air mentions
Internet	RadioSpace.com RadioEspacio.net	When you want your audio content available online to radio reporters	Varies	Usually free	Most radio PR services include a free posting
Email	Sound Delivery	When you want your short-form audio package sent electronically to reporters	100 to 1,500+ outlets	Under \$1,000 to over \$5,000	Perhaps the quickest way to get audio into the hands of radio-station decision-makers
Podcast	Podcast	When you want to reach directly to MP3 listeners	N/A	\$1,500 and up	A unique way of reaching audiences with radio-like programming without going through radio stations
Advertising, media buying	Media Buy	When you want guaranteed airings to reach specific demographics	Any number of outlets	Usually \$15,000 and up	Media buying is successful with both small advocacy campaigns and national outreach