

Mississippi Media RAMPS Up Gulf Coast Recovery

Triad Broadcasting Subsidiary Donates \$1 Million in Advertising to Local Businesses

October 13, 2005 Biloxi-Gulfport, MS ... Triad Broadcasting Senior Vice President, Steve Fehder today announced that Biloxi-Gulfport's **Mississippi Media Broadcasting**, a subsidiary of Triad, is donating \$1-million in free radio advertising to Katrina ravaged businesses in the region. The **Rebuilding Assistance Marketing Program – RAMP** for short – launches today in cooperation with local Gulf Coast Chambers of Commerce. According to Fehder, 'RAMP's primary goal is to help local businesses get the word out that they're back and open for business. A million dollars in free advertising on this strong six-station cluster will provide the local business community with access to thousands of listeners and potential customers every week. RAMP is designed to promote the local economy and keep recovery dollars right here on the Gulf Coast. All of us at Mississippi Media are proud to be a major participant in the Gulf Coast's rebirth.'

All six Mississippi Media radio stations in Biloxi-Gulfport are sponsoring RAMP – including Classic Rock WXRG, Active Rock WCPR, "The Monkey" CHR WXYK, "Hank" Classic Country WUJM, ESPN Sports Radio WXBD and News/Talk WTNI. Traffic One, the region's leading traffic reporting service, is also in the program. Each station has a unique set of listener demographics so local businesses – whether or not they've used radio advertising in the past – can target their message directly to their customer base. Says Fehder, "An independent group of Chamber and economic development leaders will coordinate the review process to determine which Chamber business are eligible for the program. Mississippi Media will provide leadership and is responsible for implementation."

RAMP, exclusive to Mississippi Media's six stations and Traffic One, is targeted to begin advertising local businesses by the first week of November. Spots will run 24 hours a day Monday through Sunday. Each :60 commercial will feature two local businesses and include a message from the local Chambers. Mississippi Media will handle creative copy, scheduling and follow-up.

Adds Fehder, "We know what recovering from this hurricane is all about. Our stations were also victims of Katrina. All but one is now back on the air. We are temporarily operating out of makeshift facilities on the back lot. Helping other Gulf Coast businesses begin to rebuild gives us a great sense of satisfaction, even as we rebuild ourselves."

For information on how to participate in RAMP, contact:
Steve Fehder, (228) 388-2001