



nextradio[®]

News Release

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NextRadio[®] and CBI Launch Radio Spot Contest

NextRadio seeking sixty second radio spot to include in National Awareness Campaign through college contest. Prizes include National Student Electronic Media Convention registrations, hotel accommodations and even airfare!

Indianapolis, IN. – August 5, 2015 – NextRadio and College Broadcasters, Inc. (CBI) have teamed up in search of the best-of-the-best in radio spot advertisements. College students nationwide can create and submit a sixty second radio spot promoting NextRadio. Entrants will get valuable experience creating a spot and the winner will get incredible exposure for themselves and the spot they created. To learn more about the contest and to submit your radio spot, visit www.nextradioapp.com/collegecontest.

NextRadio is the smartphone app that allows listeners to see and hear local FM radio. NextRadio is a radio industry initiative supported by the National Association of Broadcasters, Radio Advertising Bureau, and most of the radio industry's major owners and operators.

The contest is designed to offer college students an opportunity to conceive, create, and submit a commercial radio spot and compete within a real world context. Learning by doing is essential to the student media experience and by partnering on this contest, NextRadio and CBI are providing students from coast to coast a chance for professional development that extends well beyond the confines of a college campus.

“Currently, 50,000-70,000 radio spots run each month supporting the NAB National Awareness Campaign, which launched in February. This is a huge opportunity for students to have their radio spot played nationally among thousands of broadcast stations and heard by millions. We will get the opportunity to showcase rising talent for the radio industry,” said Paul Brenner, President NextRadio.

“CBI is thrilled to team up with NextRadio to offer students from our media outlets this unprecedented opportunity to have their work appear in front of millions of listeners. Not only will the winners get national exposure for their talent, but they'll also be able to take advantage of the educational opportunities available to them at the National Student Electronic Media Convention,” said Greg Weston, President CBI.

The contest will run from August 17 - September 18, 2015. Winners will be announced on September 28, 2015. The first place winner will have their sixty second radio spot included in flight four of the NAB National Awareness Campaign, starting October 1, 2015. In addition to having their radio spot played on-air across the country, the winner will win one (1) National Student Electronic Media Convention (NSEMC) registration in Minneapolis, MN from October 22-24, 2015, a two (2) night hotel stay at Hyatt Regency from October 22-23, 2015, airfare travel to NSEMC (up to \$500 value), and recognition during NSEMC. Students need to submit their radio spot through the submission process at www.nextradioapp.com/collegecontest. To learn more about NSEMC visit www.askcbi.org/minneapolis.

About TagStation, LLC and NextRadio®

TagStation, LLC is a wholly owned subsidiary of Emmis Communications Corporation. TagStation, LLC has developed the TagStation® service to provide radio stations with artist and title information and unique interactivity with listeners. With partial funding from NAB Labs, TagStation also developed the NextRadio® hybrid radio smartphone app which uses TagStation® cloud services to provide a rich FM radio listening experience on smartphones and tablets by combining the devices' built-in FM tuner and the internet. Founded in 2013, TagStation, LLC is headquartered in Indianapolis, IN with offices in Indianapolis and Chicago, IL. For more information, about TagStation®, visit TagStation.com. For more information about NextRadio®, visit NextRadioApp.com.

About CBI

CBI is a member-driven organization serving students and advisers of college and high school electronic media outlets. Through events, programs and a network of expertise, we provide our members with educational and professional development opportunities and facilitate advocacy. CBI currently represents more than 200 active radio and television member stations. For more information about CBI, visit www.askcbi.org.

About National Student Electronic Media Convention

The National Student Electronic Media Convention is America's top convention dedicated to the interests of student radio stations, TV/video outlets, and webcasters. The convention features breakout sessions led by advisers and media professionals, student-led roundtables, and networking opportunities. Among the highlights of this year's NSEMC will be a pre-convention workshop for new and newer advisers, the presentation of the National Student Production Awards, and a keynote address by new media content strategist Clinton Forry. More information on the NSEMC can be found at www.askcbi.org/minneapolis.

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