



PUGET SOUND RADIO  
BROADCASTERS ASSOCIATION

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For More Information:  
Laura Rieder  
(206) 714-9834

## **The Puget Sound Radio Broadcasters Association Brings A New Level of Recognition To Radio Creative**

(Seattle, WA) The Puget Sound Radio Broadcasters Association (PSRBA) is introducing the *PSRBA Quarterly Creative Showcase*. The program will feature the very best in Radio creative from local agencies, production houses, Radio stations and more.

**How it works** – Participants can submit Radio creative online at [www.psrba.org](http://www.psrba.org). Creative will be reviewed by PSRBA board members along with a few select producers and creative services directors. There will be no entry fee for submissions and they will be judged according to specific criteria which will include creative copywriting, use of sound and campaign impact. Each quarter one commercial will be highlighted and awarded a spot in the *PSRBA Quarterly Creative Showcase*. The winning commercial will be featured on [www.psrba.org](http://www.psrba.org), highlighted in the PSRBA newsletter and the creator will attend a special luncheon with his or her entire creative team, the agency and client staff along with the Seattle Market General Managers. In addition, all four winning pieces of creative will be featured at Seattle Radio Day happening every December.

“We really wanted to do something more than once a year to showcase the amazing Radio creative in this market. The *PSRBA Quarterly Creative Showcase* creates a wonderful vehicle to show the power of the personal connection that Radio provides its listeners every day,” said PSRBA President Mike Oboy.

Submissions for the *PSRBA Quarterly Creative Showcase* will begin on April 1, 2011, with the first winner being announced at the end of June. For more information, please visit [www.psrba.org](http://www.psrba.org).

The Puget Sound Radio Broadcasters Association is a trade association representing commercial radio broadcast stations around Puget Sound. Its primary mission is to market the distinct capabilities of the medium to connect advertisers with the fans of our brands. The association was formed in 1976 to support local stations and promote radio advertising and the power of Radio. Today, membership includes 33 stations representing ten broadcast companies. For more information, visit [www.psrba.org](http://www.psrba.org).

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