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## Air Waves: Robinson Radio Net Launches

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Robinson Radio is making waves. An ad agency specializing in direct response radio, the company has launched Robinson Radio Networks, an ad firm that produces and places long-form audio infomercials.

RRN develops radio programming for any duration--10, 30 or 60 minutes--depending on advertiser need. The content pitches a company, product or service. Katz Media Group, Eastman Radio, Salem Radio Networks and Media Zone have previously utilized Robinson.

The company claims to reach a potential audience of more than 12 million listeners per week. By the beginning of 2009, that number is expected to climb between 20 million and 60 million.

The Virginia-based network offers talk, entertainment, product integration and direct-response advertising. RRN caters to national advertisers that want to brand their products beyond 60-second spots.

The shows are expected to be hosted by nationally recognized personalities, although no names were disclosed at press time.

Buck Robinson, Robinson Radio president and CEO, says direct-response ads are an efficient medium. "We're pleased to be able to provide quality long-form radio programming that works for both the stations airing the shows and for the advertisers buying the time," he said.

Phil Armas was named president of Robinson Radio Networks. Armas joins RRN from Capital One Financial Corp., where he led marketing strategy, operations and new business development.

Armas says Robinson Radio Networks has nearly 100 affiliates across the U.S. "Within two years, we expect to have more than 1,000 affiliates and tens of millions of well-targeted consumers," he adds. RRN is working in partnership with Talk Radio Networks to grow its affiliate network.

The new president also predicts that RNN will offer six hours of programming during prime radio dayparts in 1Q 2009--and at "substantially lower costs than traditional advertising agencies can obtain."

Robinson Radio has nearly 25 employees and is solely focused on radio. It currently spends more than \$20 million annually on scalable and measurable DRR campaigns.