

# **NEW REALITY SHOW LAUNCHES NATIONAL CONTEST FOR TALK RADIO'S NEXT STARS**

## **Broadcast Giants Team with Web Developer Nakea to Create Interactive Talk Radio Reality Show**

**SEATTLE, September 26, 2006**— Mega broadcast companies Clear Channel Radio, Jones Radio, The Center for American Progress Action Fund for Progressive Talk Radio Star and MSS have partnered with Seattle-based Nakea, LLC for a national talent search that will land one lucky winner a dream contract for a nationally syndicated talk radio program.

The search includes radio affiliates in markets across the U.S., conducting their own talent searches to find progressive radio's next national talk radio host. Nakea has created an enhanced Web site for the next "Progressive Talk Radio Star," an upcoming national reality show, scheduled to debut on participating Clear Channel Radio stations in November.

Nakea, a leader in Web application development, is leveraging the Internet to enable contestants to apply and showcase their talents on a specially created website ([www.TalkProgress.com](http://www.TalkProgress.com)). Clear Channel Radio Progressive Talk stations will invite aspiring participants to submit their entries for selection and online posting from October 9 through October 16. Local winners will receive a \$1000 cash prize and a chance to compete for the grand prize—a talk show on national radio.

Clear Channel Radio and its partners selected Seattle-based Nakea LLC for its reputation in the Internet space to build a creative, innovative and dynamic rich-media solution, as thousands of talk radio contestants are expected to flood the online site. Nakea founder Chris Nakea's experience as a producer and radio talk show host made his company an ideal fit for the project.

"For a project of this scope, we needed a proven player in the Internet space, and we knew Chris Nakea and his company could make it happen," said Paul Woodhull, president of Media Syndication Services. "We're confident that the Nakea team can handle the 'buzz' that we predict will result in an avalanche of traffic on the site," Woodhull added.

Nakea is building a web site that will allow contestants to register online for the contest, create a profile and upload a three to five minute audio demo. With a large promotion planned on Clear Channel Radio affiliate stations, listeners will be able to visit the site to review entries and cast votes for Clear Channel Radio's next Progressive Talk Radio Star. Contestants outside Clear Channel Radio markets will be able to submit their entries directly online.

Over the course of the contest, the site will provide constantly changing updates of contestants' progress, behind-the-scenes interviews, candid moments, and other elements as the field of talk show star aspirants narrows to a handful of finalists. Online visitors can track their favorite contestants, watch their progress and participate in online discussions with the eight finalists.

"On a personal level, I'm very excited to be involved," said Chris Nakea founder and president of Seattle-based Nakea LLC. "Talk radio has been a big part of my life and this web-based reality approach is an innovation that will tremendously enhance the experience for radio listeners."

The company's new version of Nakea Site Manager® software will be used to build an innovative web presence with far-reaching possibilities, according to Nakea. "Just as talk radio opened an interactive opportunity for audience participation, we're doing the same thing on the Internet," said Nakea. "But

when you add audio and video on demand, it personalizes the experience in a whole new way," he added.

Nakea Site Manager greatly improves and simplifies the process of creating, editing, managing, reusing and distributing content on Web sites, as well as file storage and information management. The service employs an easy-to-learn Web-based interface that minimizes training and administrative costs while delivering important features such as online surveys, personalized email campaigns, role-based workflow, versioning, page recovery and intuitive user-friendly editing tools.

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The show is being produced and distributed by Clear Channel Radio, the nation's largest owner of radio stations, Jones Radio Networks, The Center for American Progress Action Fund for Progressive Talk Radio Star, and Media Syndication Services, Inc, the radio production company that pioneered the Progressive Talk format.

### **ABOUT NAKEA, LLC**

Nakea, LLC is a full-service website development company, providing design, programming, multimedia production, e-commerce, site management and hosting services. The Seattle-based firm was founded by Christopher Nakea, a leader in Internet development since 1995. Known for its technical expertise, innovation and creativity, Nakea serves clients throughout the U.S. and Canada in a variety of industries, including broadcast, retail, medical and gaming. For more information, visit [www.nakea.net](http://www.nakea.net).