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Let The Games Begin With Majority Rules® Brackets

New Service Lets Stations Conduct Web and Mobile Bracket-Style Tournaments

(JANUARY 2015) – **Envision Networks®** and **RadioTraks®** are excited to announce the launch of **Majority Rules® Brackets**, a brand new service that allows radio stations to pit artists, songs, local “favorites” and more up against one another in listener-voted tournaments.

RadioTraks® President/CEO Hal Fish said, “This is an idea that grew from my own experience as a Program Director setting up and administering tournament brackets manually. With **Majority Rules® Brackets** you can literally set it and forget it. Tournaments update automatically based on your parameters and listener input.”

“**Battle of the Bands** and **Smash and Trash** has finally gone mobile for today’s radio listener,” said **President and CEO of Envision Networks® Danno Wolkoff**. “**Majority Rules® Brackets** allows interactive participation in ‘bracket-style’ tournaments via mobile devices anywhere and at any time. Now your listeners have a reason to interact with your station on the go whenever they want.”

Majority Rules® Brackets is easy to use. It comes pre-loaded with top artists and songs, so setting up a music-based tournament takes moments. The service also lets users create open tournaments where listeners can vote on anything from the best local pizza place to their favorite beer. You can tailor each tournament to fit your needs with on-air and off-air options, customizable voting windows and multiple bracket sizes available for use. **Majority Rules® Brackets** presents a wealth of new sponsorship opportunities to boost your station’s digital sales.

Your listeners can access **Majority Rules® Brackets** wherever they are via the web or their mobile devices. In addition to voting, listeners can also compete against one another by submitting their own “bracket picks” before a tournament starts.

Preview **Majority Rules® Brackets** [here](#) or contact us now to test the service with a free two-week trial. For more information or to start a trial, contact **Valerie Brooks** at

ValerieB@envisionradio.com or 216-831-3761.

About RadioTraks®:

RadioTraks® offers simple, cost effective solutions to radio stations and the record industry. RadioTraks® was founded in the fall of 2000 by Hal Fish, when he was a radio station Program Director who had just lost his research budget. The idea was to create an online research alternative that would always be within a radio station's budget. RadioTraks® rolled out EZ Trak® in 2002 and the original version of Equest Alert® in 2005. RadioTraks® maintains an extensive database of radio listeners, in every major format, who have expressed a desire to participate in online surveys and is a leading provider of pre-release research to the record industry. RadioTraks is based in Columbus, Ohio.

About Envision Networks®:

Envision Networks® provides content and services to more than 1,500 radio stations and reaches millions of listeners each week. Envision Radio Networks, Inc. is the largest independently owned affiliate relations company in the country and supplies all types of programming and services to radio including morning show content, short-form vignettes, virtual news-weather-sports broadcasts, live syndicated morning shows, long-form weekend programming, 24/7 formats, comedy services, event programming, off-air tools, web content, album releases and artist specials. Envision Networks® is based in Cleveland, Ohio, with offices in New York City and Nashville.

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