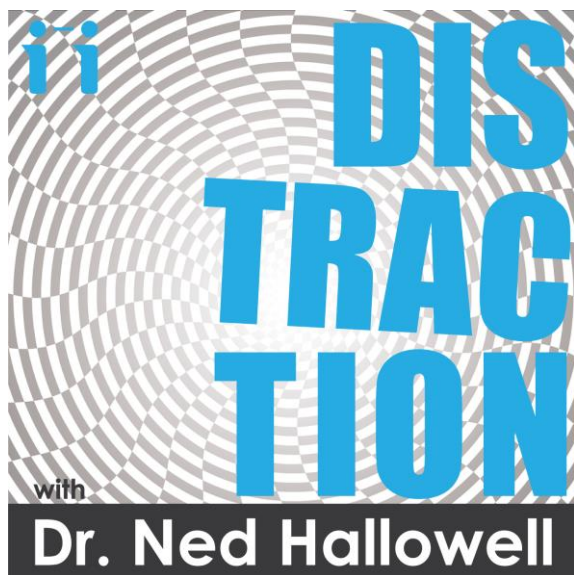


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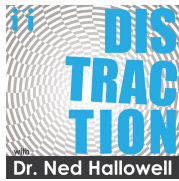


A podcast about coping in our crazy-busy, ever-connected modern world.



About The Show

DISTRACTION



Do you start googling a recipe and suddenly find yourself surfing through pages of kitchen gadgets and Pinterest pins? Are you checking texts and emails every two minutes? Are you overwhelmed by more than 500 TV channels or all the options in your connected car? Do you check your smartphone at 2:00 a.m. but don't know why?

At best, modern life dazzles us, giving us a chance to get more done in a minute than we used to do in a month. The entire world is available to us 24/7 at the touch of finger, but at what cost? Plain and simple, we are bombarded with distractions every way we turn, threatening the quality of our lives and our ability to properly focus on the tasks that matter.

“Distraction,” a new weekly podcast series hosted by [Dr. Edward Hallowell](#), child and adult psychiatrist, New York Times best-selling author, and leading authority in ADHD, explores how we are driven to distraction and offers coping strategies to turn modern problems into new-found strengths. It's about insights, strategies and tactics for all, from those who occasionally lose their keys to those who spend hours online to those who wander away from a task – at work, at school, at home, at play – because they got distracted along the way.

Listen to the show



Connect with the show



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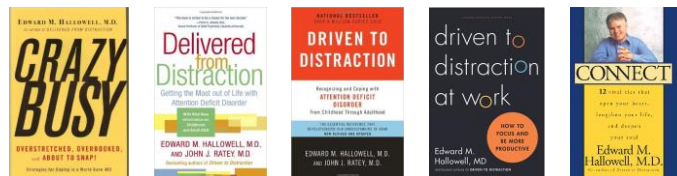
About Our Host



Dr. Hallowell has been the go-to expert on ADHD and other distraction topics for Oprah, 60 Minutes, Doctor Phil, CNN, Good Morning America, Doctor Oz, The New York Times, USA Today, U.S. News and World Report, Time, The Los Angeles Times and many more top media outlets. He has written 22 books and sold millions of copies.

JetBlue Founder and Chairman David Neeleman has said that Dr. Hallowell is a master at describing “what is unique – both good and not so good – about today’s exciting, busy world and gives practical, insightful advice on how to thrive in it. Dr. Hallowell captures both the huge opportunities we have today, as well as the dangerous traps we can fall into if we’re not careful.”

He tackles life’s most difficult subjects like raising children, forgiveness, stress and anxiety, the workplace, teachers and students, difficult people, health, peak performance, and so much more. Come hear the warmth, enthusiasm, wisdom and trust of Dr. Hallowell as he taps into everyone’s desire to cope, reconnect and get the most out of life.



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Some Current and Future Guests

RICK DOBLIN — Founder, Multidisciplinary Association for Psychedelic Studies

MARIE FORLEO — life coach, motivational speaker

DR. BETH FRATES — lifestyle medicine specialist and Clinical Assistant Professor, Harvard Medical School

DR. PHILLIP GANDER — an assistant research scientist, Department of Neurosurgery, University of Iowa

ARIEL GARTEN — co-founder, the Muse

MARK GREENE — The Good Men Project

DR. ROSS GREENE — Collaborative and Proactive Solutions

MARK GRIFFIN — education consultant

CATHERINE RYAN HYDE — author

NATALIE JACKSON — Senior Polling Editor, Huffington Post

JUDITH KOLBERG — professional organizer

DR. SARA LAZAR — Harvard University

ALAN MECKLER — media and internet pioneer

DR. EMILY MORSE — Sex with Emily

DR. PAUL NUSSBAUM — Brain Health Center

DR. MEHMET OZ — surgeon, TV personality, professor

ROBERT PUTNAM — author and Harvard professor

BERNIE SIEGEL — author, *Love, Medicine and Miracles*

KARINA SMIRNOF — professional dancer, Dancing with the Stars

DR. LISA STROHMAN — founder, Technology Wellness Center

KEITH STROUP — Founder, NORML

MAURA THOMAS — productivity expert

MARGARET TOWNSEND — Certified Breathwork Facilitator

HALEY TSUKAYAMA — Washington Post Technology Reporter

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Press Releases

[CRN International Launches New Podcast Division, Introduces First Four Series](#)

— March 22, 2016

[“Distraction” Expert Offers Perspective to NTSB Report on Derailed Amtrak Train](#)

— May 19, 2016

[CRN’s Distraction Podcast Celebrates ADHD Awareness Month with Special Episodes, Live Engagements](#)

— September 23, 2016

[Distraction Podcast Host Dr. Hallowell Supports Legalizing Marijuana](#)

— November 2, 2016

[Dr. Oz Offers Holiday Health Tips on CRN’s “Distraction” Podcast](#)

— November 10, 2016

[CRN’S Distraction Podcast Welcomes OmegaBrite As New Sponsor](#)

— November 11, 2016

[Leading Psychiatrist Hits Authorities For Not Taking Mental Health Seriously in Fort Lauderdale Tragedy](#)

— January 12, 2017

[CRN’s “Distraction” Podcast Adds Online Therapy Company as Latest Sponsor](#)

— March 3, 2017

[CRN’s “Distraction” Podcast Kicks Off Series of New Shows with a Millennial Social Media Star](#)

— June 29, 2017

[“Distraction” Podcast Adds Landmark College as Its Latest Sponsor](#)

— October 4, 2017

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Testimonials

What They're Saying About "Distraction"



This podcast is for everyone. The topics are enlightening and Dr. Hallowell is fantastic.

We're all stuck in this non-stop world and are guinea pigs for today's technology. Dr. Hallowell's voice is soothing and he has good ideas.

As a single mom, I have a hard time staying off the phone and giving proper time to my daughter. Some great info.

As a single mom, I have a hard time staying off the phone and giving proper time to my daughter. Some great info.

This show really highlights the importance of focus and mindfulness, and the positive results these things can have on your everyday life.

Dr. Hallowell is an expert. This podcast is both charming and informative, and really opens your eyes to new ways of connecting with people and the world around you.

I've learned so much from Dr. Hallowell. He offers practical advice that can be applied to anyone.

Great topics and guests. I love the length of both the regular episodes and the minis.

A great podcast for managing today's hectic world.

Actionable advice – Dr. Hallowell cuts right to the chase.

Full of wisdom and handy tips



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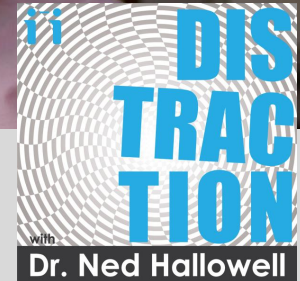
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Advertising Opportunities



MODERN LIFE IS CRAZY BUSY

“Distraction” is hosted by Dr. Ned Hallowell, renowned Harvard educator, New York Times best-selling author, and leading authority on ADHD. As a go-to resource in his field, Dr. Hallowell helps people manage their overbooked, overstressed, crazy-busy lives and better connect with loved ones and the world around them—one show at a time.

- Advice and insight to help combat distractions, stress, and anxiety
- Interviews with experts on the latest self-help topics
- Weekly, full-length episodes plus 5-minute mini shows

BE A SPONSOR

- Brand message smack in the middle of podcasts
- Weekly full-length episodes
- Social media
- Much more!

SAMPLING OF BENEFITS FOR “DISTRACTION” SPONSORS

- Podcast open and close credits

Sponsor mention twice inside each podcast episode (minimum 12 weekly episodes)

Logo graphic inclusion on podcasters including iTunes, Stitcher and Google Play

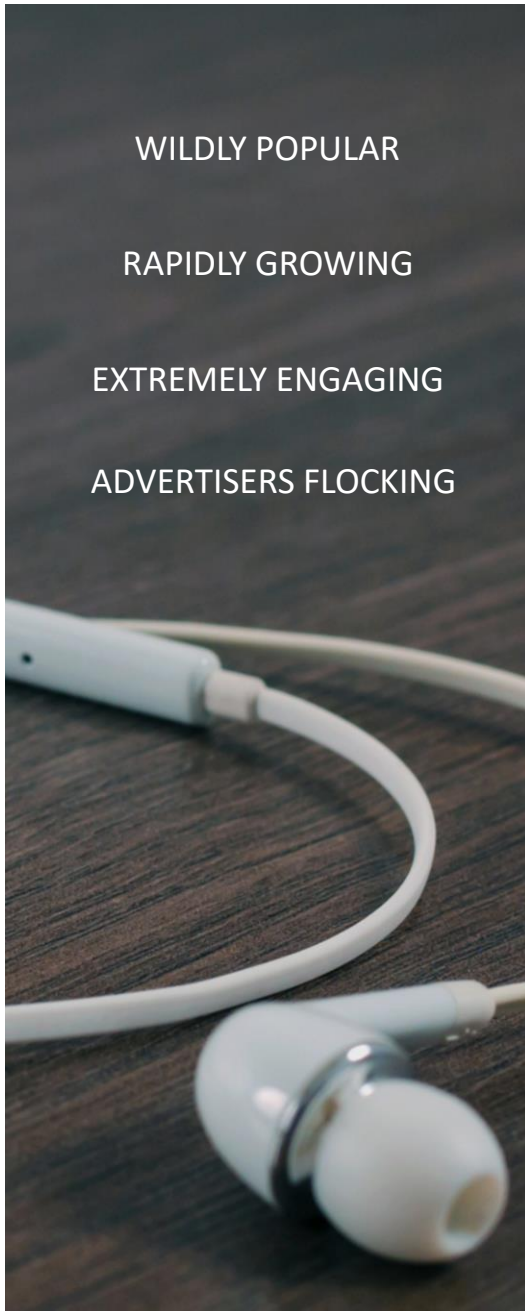
Logo and graphic inclusion and sponsorship announcement on social media including Twitter, Facebook, Instagram, www.BookPodcast.com and www.CollisionsMedia.com

Logo and graphic inclusion on all press announcements

Radio exposure as part of extended podcast content on up to 30 stations in major markets

For pricing options and further details, contact: Tulin Karasay
tulink@crnradio.com
 203-407-3391

Why Podcasts?



65% of listeners recalled an ad from a podcast heard one day earlier

69% of listeners had a more favorable view of an advertiser for supporting a podcast

187% increase in purchase and usage intent among those exposed to a podcast ad

up to 63% of listeners have bought a product after hearing it advertised on a podcast

up to 10% more favorable brand perception from podcast ads versus those on other mobile media

up to 20% less intrusive ads than other digital media, according to listeners

32% of listeners say they never skip over ads in podcasts

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About Collisions

CRN in 2015 formed Collisions, a new division to produce and distribute original podcasts for curious people. Collisions develops podcasts in diverse categories for the growing base of podcast listeners. Collisions has already developed several shows: “Distraction,” on how to cope in our crazy-busy modern world and hosted by Dr. Edward Hallowell, a leading child and adult psychiatrist and New York Times best-selling author; “The Car and Driver Podcast,” with the editors of Car and Driver magazine, and “The Official Sasquatch! Festival Podcast,” providing coverage of the Live Nation music festival.



About CRN International

CRN International is the leading radio marketing company, pioneering strategies and producing creative programming that gives major advertisers competitive advantages through radio and emerging audio media. The company recently launched Collisions, which produces “podcasts for curious people.” The company is headquartered in Hamden, CT, with offices in New York, Minneapolis and Detroit.



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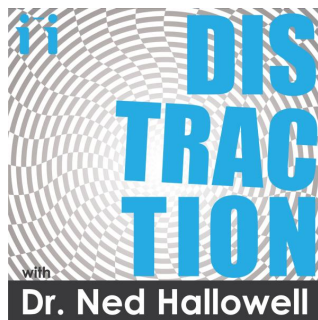


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Images & Logos*

Assets for Distraction Podcast

Official Podcast Logo



Assets for CRN International

Official Corporate Podcast Logo



Official Photo Dr. Ned Hallowell



Official Corporate Logo



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