



Date: Dec. 22, 2008

Program: The Fox News Radio Service provides radio stations with fast-paced, hourly, one-minute news updates anchored by trusted Fox News Channel correspondents.

Time: Segments during day

Company: MGPS

Length: 35 seconds

Overview: Reporter Matt Higgins interviews Philip Moorcroft, CEO of MGPS, about issues related to wasteful spending among companies as well as inefficiencies with U.S. automakers. Specifically, Moorcroft discusses efficiencies that automakers need to put in place in order to be effective following the \$17.4 billion auto industry bailout.

Scope: Story downloaded by 193 radio stations nationally, many of them in industrial states such as Illinois, Indiana, Michigan and Iowa. Every major metropolitan area of the country was represented.

Select radio intro cuts:

INTRO: With the money in line for the Big 3 automakers, now the question becomes, “What do they do with it?” Philip Moorcroft is the CEO for **MGPS** (Moorcroft Group Professional Services), helping companies reduce non-core expenses. He talks about what needs to be done to restructure the industry.

INTRO: What’s up next for the Big 3? That’s the question after President Bush approved a \$17.4 billion bailout plan on Friday. Philip Moorcroft is the CEO for **MGPS** (Moorcroft Group Professional Services), which helps companies reduce non-core expenses to avoid layoffs. He talks about what the auto industry could cut back on.

INTRO: President Bush approved an emergency lifeline for the auto industry on Friday, given them \$17.4 billion in low-interest loans and credit. And now the question is, “How will automakers cut costs in an effort to stay afloat?” Philip Moorcroft, CEO of **MGPS** (Moorcroft Group Professional Services), says streamlining operations might not be enough at this point to save the Big 3.

INTRO: The \$17.4 billion bailout for Detroit is a done deal, but America's auto industry is far from saved at this point. Philip Moorcroft, CEO of **MGPS** (Moorcroft Group Professional Services)—which helps companies reduce non-core expenses—weighs in on what the Big 3 can do.

