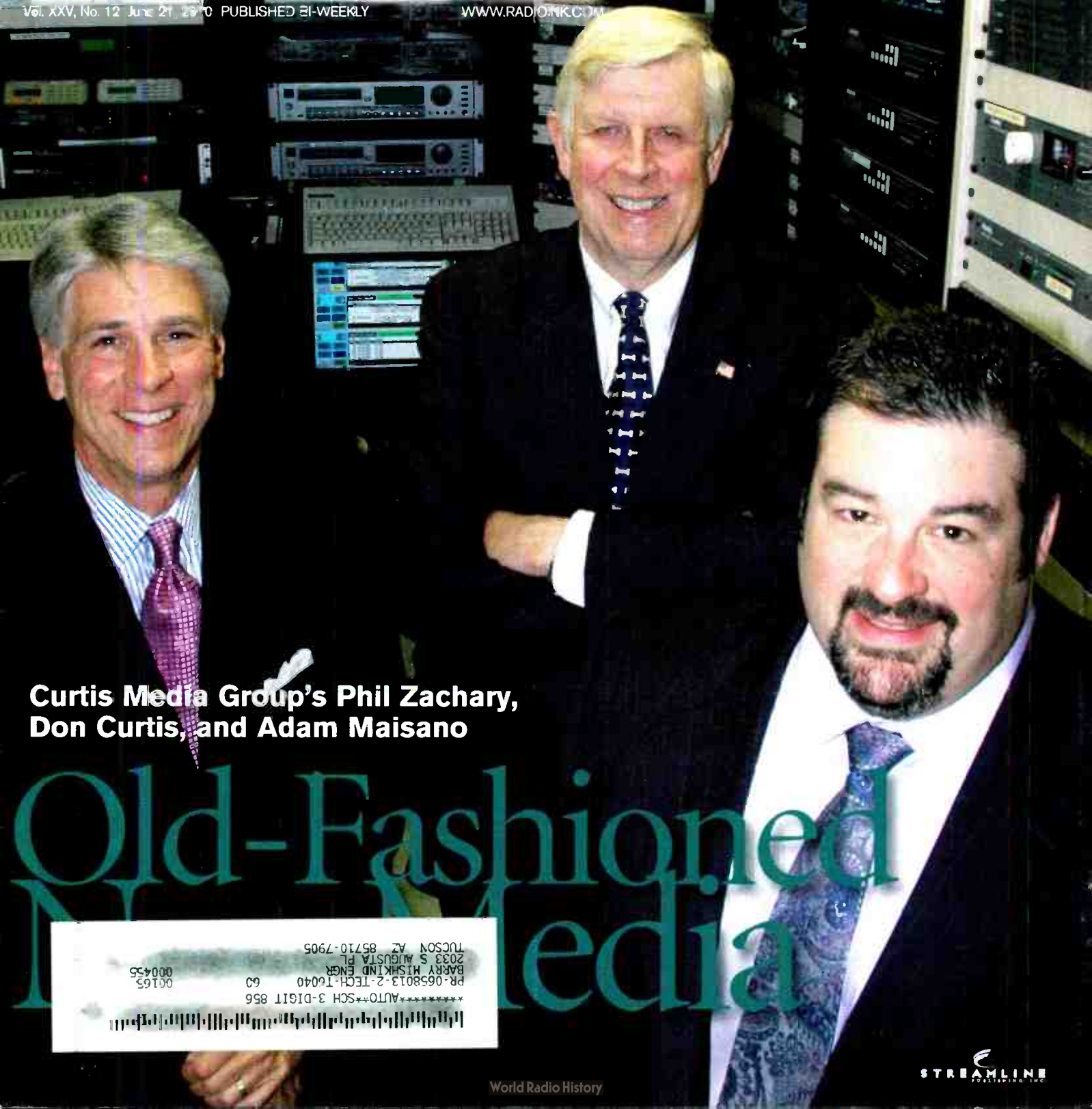


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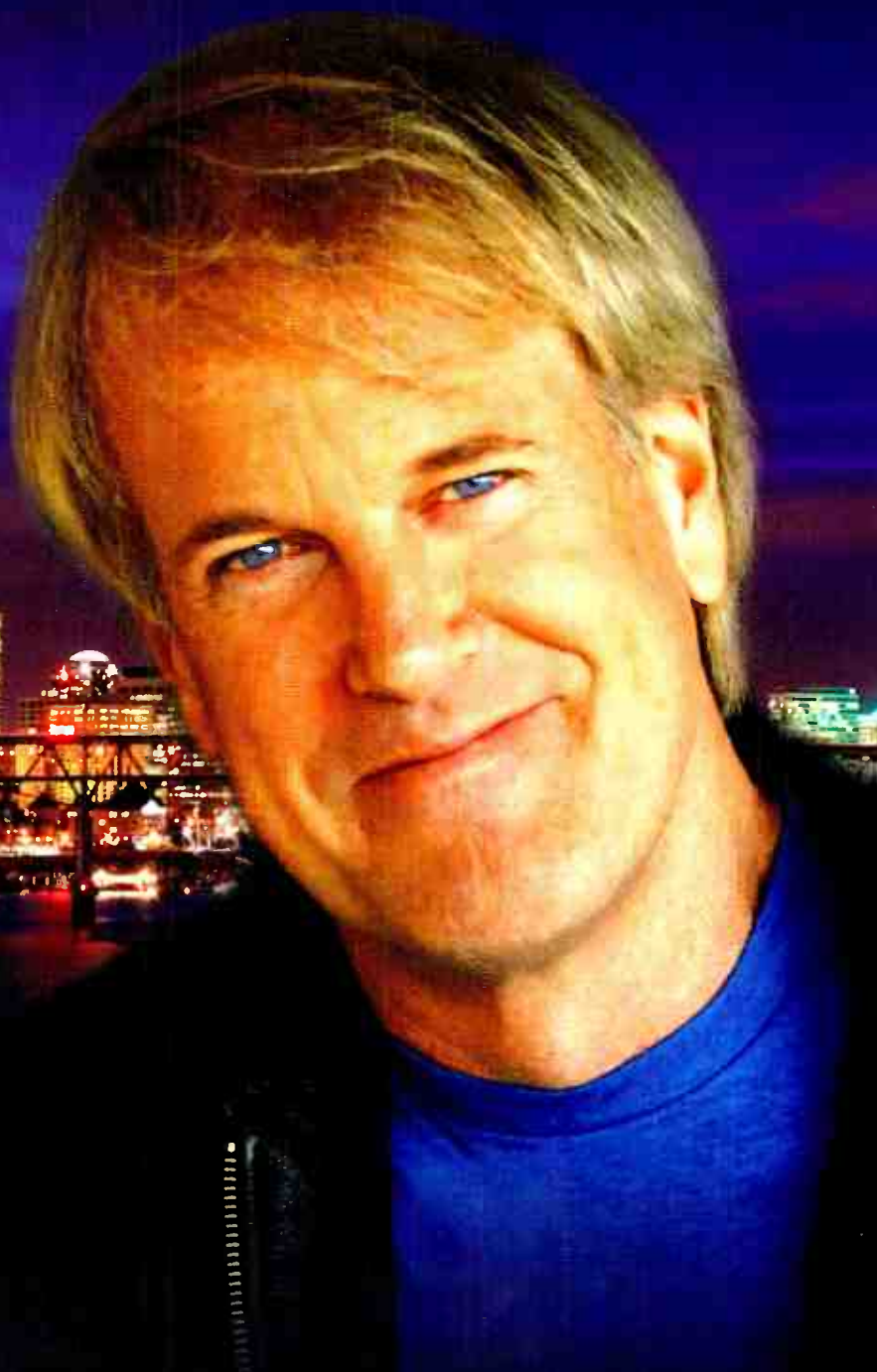
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Finding things your local community needs and can only get from local stations is the salvation of the industry, and if we get away from that, we're dead. — Don Curtis

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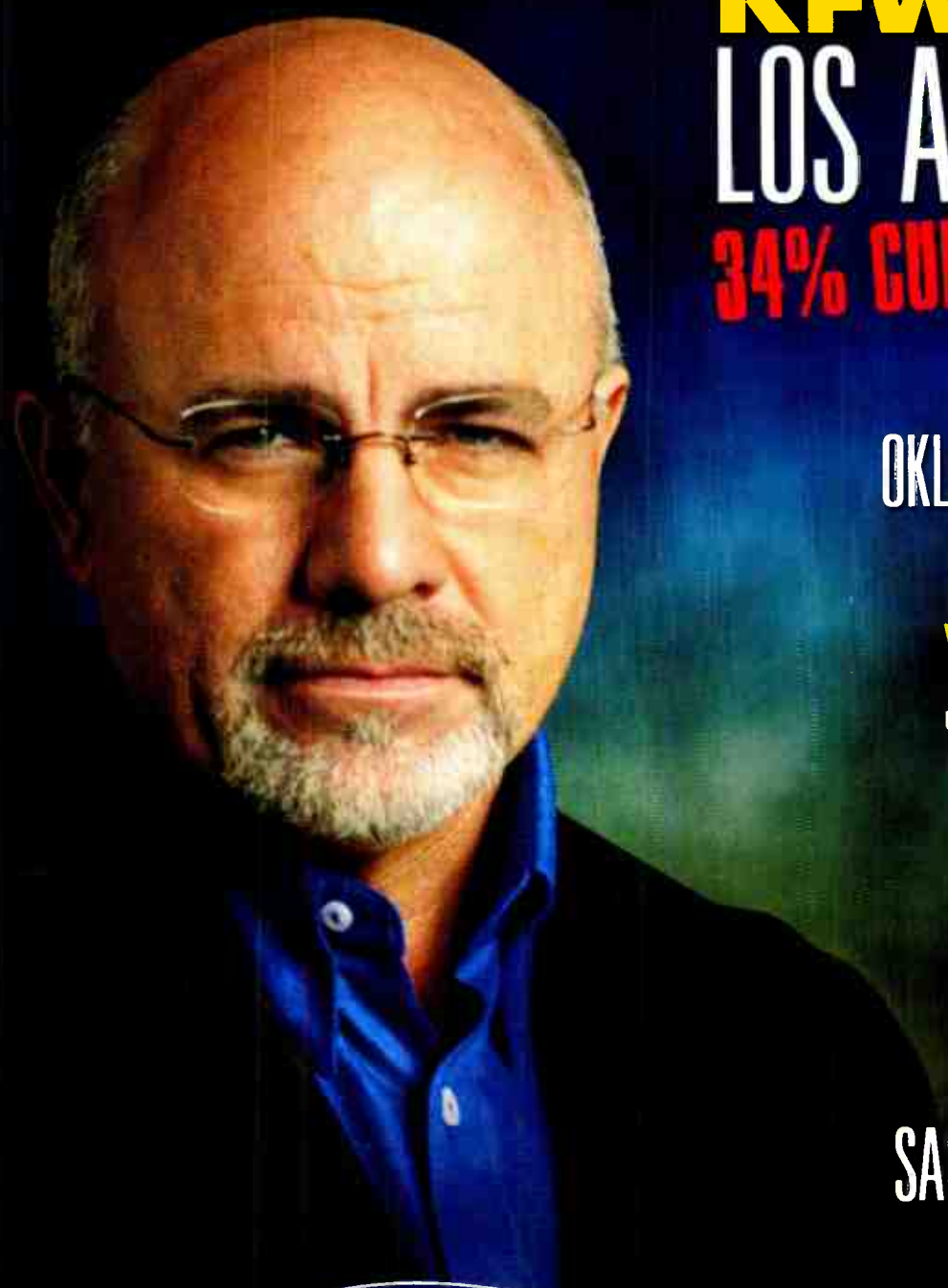
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Is Social Networking A Fad?

At our Convergence conference earlier this month, we uncovered a lot of data about the value of doing business via social networking sites. More than 750,000 small businesses in America are using Facebook and Twitter to conduct business. Are you?

People always ask why I spend so much time on Facebook and Twitter, and the simple answer is that it's great for business. It provides an opportunity to read what is really going on, and a powerful way to communicate with customers. Yet most radio managers I speak with are scolding employees who use social networking sites at work. Indeed, social sites can be a giant time suck if they're not managed properly, but a seasoned sales staff understands that they are integral to many businesses today.

People are abandoning e-mail for Facebook communication. Most college students rarely use e-mail anymore, and most colleges have adopted Twitter and Facebook notifications in lieu of e-mail. These are not fads or time wasters — they are the major communications revolution of our time.

Here are a few facts about social media and the digital boom:

- Facebook membership is bigger than the entire population of the United States, and Twitter disperses 50 million tweets every day.
- 96 percent of Gen-Yers have joined a social network — soon outnumbering baby boomers.
- 1 out of 8 couples married in the U.S. last year met via social media.
- Time taken to reach 50 million users: radio (38 years), television (13 years), Internet (4 years), iPod (3 years).
- Facebook added 100 million users in less than nine months.
- iPhone applications hit 1 billion in nine months.
- The fastest-growing segment on Facebook is 55-to-65-year-old women.
- Ashton Kutcher and Ellen DeGeneres have more Twitter followers combined than the population of Ireland, Norway, or Panama.
- 80 percent of Twitter usage is outside Twitter. People update anywhere, anytime. Imagine what that means for bad customer experiences!
- The second-largest search engine in the world is YouTube.
- There are more than 200 million blogs.
- Bloggers who post content or tweet daily: 54 percent.
- 25 percent of search results for the world's top 20 largest brands are links to user-generated content.
- 34 percent of bloggers post opinions about products and brands.
- People care more about how their social graph ranks products and services than how Google ranks them.
- 78 percent of consumers trust peer recommendations, but only 14 percent trust advertisements.
- Only 18 percent of traditional TV campaigns generate a positive ROI.
- 90 percent of people who can forward through ads with a DVR, do.
- According to Jeff Bezos, 35 percent of book sales on Amazon are for the Kindle, when the books are available for the platform.
- More than 1.5 million pieces of content (Web links, news stories, blog posts, notes, photos, etc.) are shared on Facebook daily.
- In the past month, 25 percent of Americans have watched a short video on their phones. **■**

Source: Socialnomics by Erik Qualman

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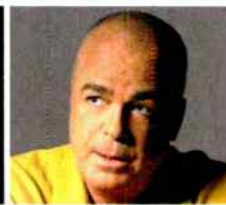
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TRN-V Welcomes The Dr. Laura Program

Laura Ingraham Picks up More top 50 Markets
plus 43 New Affiliates...pg 2



TRN NEWS

GO TO WWW.TRNCENTRAL.COM/NEWSLETTER

Vol.6 No.1

News From Talk Radio Network and Associated Companies

June 2010

Inside This Issue

Welcome to our latest Talk Radio Network Newsletter focusing on recent news and events for TRN, TRN Enterprises, TRN Entertainment, TRN-FM and TRN Ventures. This issue of the TRN Newsletter will highlight our established veterans in the talk show arena and provide the latest information on our new programming.



Mark Masters

• TRN Entertainment's **America's Morning News** clears on over 70 affiliates across

America, welcoming 40 new affiliates in recent months.

• TRN Ventures announces long term syndication agreement with **The Dr. Laura Program** and adds 36 new affiliates to the roster.

• TRN's **Michael Savage** returns to San Francisco airwaves and extends long term agreement in Boston.

• TRN Enterprises' **Laura Ingraham** announces 39 new affiliates and 21 of which are in the top 25 metro markets.

• TRN-FM's **The Phil Hendrie Show** reaches the 100th affiliate milestone.

• TRN Enterprises' **Jerry Doyle** debuts new book "Have You Seen My Country Lately?" and extends long term agreement in Boston on WRKO.

• TRN's **The Rusty Humphries Show** welcomes 27 new affiliates.

• TRN-FM's **Erich Mancow Muller** host of **Mancow's Morning Show** receives award declaring it "Mancow Day" and appears on TV series *Sons of Anarchy*.



Dr. Laura

TRN-V Announces Long-Term Syndication Agreement With The Dr. Laura Program #1 Talker in her Daypart in Los Angeles on KFWB*

Los Angeles, CA – Talk Radio Network Ventures, Inc. (TRN-V) announces a long term syndication agreement with The Dr. Laura Program. Since joining forces... (go to www.trncentral.com/newsletter)



Michael Savage

Savage Returns to the City By the Bay on 50,000 Watt, KTRB

San Francisco, CA – Talk Radio Network's top-rated nationally syndicated host **Michael Savage** is back on the air in San Francisco on 50,000 watt KTRB-AM. Savage, who makes the...



John McCain

America's Morning News Reaches Milestone With Over 70 Affiliates Clearing 9 of the Top 25 Markets

Washington, D.C. - Talk Radio Network Entertainment announce that **America's Morning News** has attained a milestone in growth, reaching 9 of America's top 25 markets, and over 70 affiliates since its launch, and adding a whopping 40 affiliates in recent months...



Phil Hendrie

The Phil Hendrie Show Reaches 100 Affiliate Milestone Show Now Heard On 9 of the Top 10 Markets

Los Angeles, CA – Talk Radio Network – FM's **The Phil Hendrie Show** announces the show has attained a milestone in growth, reaching it's 100th affiliate. The **Phil Hendrie Show** is now...



Laura Ingraham

Laura Ingraham Picks Up 7 More Top 50 Markets, Plus 43 New Affiliates

Washington, D.C. – Talk Radio Network Enterprises' announces that **The Laura Ingraham Show** has added the following new affiliates to the roster: KFWB, Los Angeles, CA. Market #2; KCMD, Portland, OR Market #23; KQV, Pittsburgh, PA Market # 25; KSPA, Riverside, CA...



Jerry Doyle

Jerry Doyle Asks 'Have You Seen My Country Lately?' In His Debut Book

Las Vegas, NV – The **Jerry Doyle Show** reaches 3.75 million listeners every week, according to *Talkers Magazine* (Fall 2009 Radio Audiences Report) and continues to reign as the fastest growing...



Rusty Humphries

The Rusty Humphries Show Welcome 27 New Affiliates Rusty's Live Show Returns to Reno on KKFT-FM

Central Point, OR – Talk Radio Network's **The Rusty Humphries Show** welcomes 27 new affiliates, 5 of which are in the top 26 markets, bringing the total to 210 affiliates nationwide...



Mancow

Illinois Declares 'Mancow Day'

Chicago, IL – TRN-FM's nationally syndicated host **Erich "Mancow" Muller** received an award and acknowledgment from Illinois Secretary of State Jesse White, who presented the host with an official proclamation declaring it "Mancow Day". Erich "Mancow" Muller also was recently cast...

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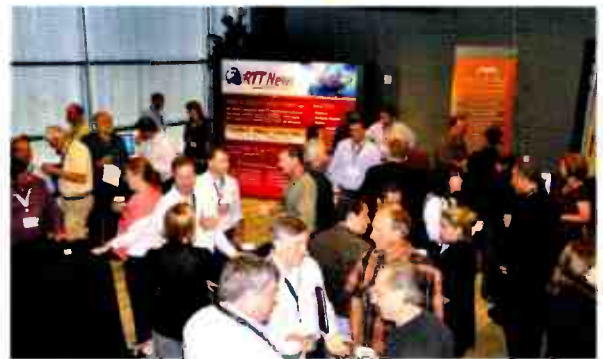
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Client Need A New Perspective?

Frank Kern is senior vice president of IBM Global Business Services. On May 19, 2010, he released a survey of 1,500 chief executives conducted by IBM's Institute for Business Value. Are you ready for this? According to that survey, today's CEOs identify "creativity" as the most important leadership competency for the successful enterprise of the future.

"That's creativity — not operational effectiveness, influence, or even dedication," Kern says. "Coming out of the worst economic downturn in their professional lifetimes, when managerial discipline and rigor ruled the day, this indicates a remarkable shift in attitude."

them with an interesting answer and give them a gift. This is where you move from greedy salesperson to valuable consultant.

You say, "Back during the years of the Cold War, a Soviet scientist named Genrich Altshuller studied thousands of patents until he realized that every revolutionary idea is simply a manifestation of one or more of 40 basic answers."

Your client will be intrigued. Now that you have his attention, continue with the story: "If you look at your limiting factors — the things that are holding you back — through the lenses of these 40 answers, you can systematically consider your problem from every possible perspective in a relatively short period of time."

This is where you hand them a copy of what you downloaded online for free. "This is a fascinating book written by Mark Fox, the youngest chief engineer in the history of the Space Shuttle project. It's called *DaVinci and the 40 Answers*, and it explains how to use the principles of TRIZ — that's what the Soviet scientist called it — to discover workable solutions in a very short period of time. TRIZ is what all the leading engineers and scientists are studying right now. It's really cool stuff!"

You can buy Mark Fox's *DaVinci and the 40 Answers* on Amazon.com or download a PDF copy for free at www.slyasafox.com/register.html.

You're welcome.

I'm betting you'll have no problem getting a follow-up appointment.

Your clients are struggling because advertisers tend to play it safe when the economy is slow. But when it comes to advertising and marketing, playing it safe is the least safe thing they can do.

A report just released from MIT reveals a surprising connection between progress and playing it safe.

When bonuses were given for increased performance when only mechanical skills were required, the bigger the bonus, the better the performance. No surprise, right? But when bonuses were offered for cognitive skills, even rudimentary ones, higher incentives led to poorer performance. I swear I'm not making this up.

"These findings have been replicated over and over and over again by psychologists, by sociologists, and by economists," says professor and author Daniel Pink.

It seems that the higher the reward, the greater our tendency to second-guess our highest and best creative impulses.

Fear is a terrible master. It is by attempting the ridiculous that we accomplish the miraculous.

Go. Accomplish the miraculous. **✚**

Roy H. Williams is president of Wizard of Ads, Inc.
E-mail: Roy@WizardofAds.com

YOUR CLIENTS ARE STRUGGLING BECAUSE ADVERTISERS TEND TO PLAY IT SAFE WHEN THE ECONOMY IS SLOW. BUT WHEN IT COMES TO ADVERTISING AND MARKETING, PLAYING IT SAFE IS THE LEAST SAFE THING THEY CAN DO.

Your clients — just like those 1,500 CEOs surveyed by IBM — are feeling a little bit discouraged and confused. The reliable old truisms of business aren't as reliable as they used to be. They need some creative thinking.

My suggestion? Share the results of this IBM study with your clients. Engage them in a conversation about the future of — not their business — but their business category. A discussion about the category will feel less invasive, less personal, less confessional to your client. Ask about the pressures and changes that are affecting the entire category, and you'll learn a lot more than if you focus the inquiry directly on your client.

At some point in the conversation, introduce this idea: "As you know, I'm fairly ignorant about the inner workings of your business, but ignorant people like me aren't stupid, we're merely uninformed — a marvelous advantage when you need a perspective from outside the box. Truly naive individuals are so thoroughly outside, they're not even sure what you mean by 'the box.'" You'll probably get a laugh here. Maybe not.

"When you consult specialists within your industry, you're talking to the builders of the box, the guardians of the box, the faithful defenders of the box. So when specialists fail to provide the innovative thinking you need, it's sometimes a good idea to ask the opinions of intelligent people who have no experience in your industry. The naive suggestion won't be workable. What you make from it will be. This has proven to be the second quickest shortcut to successful innovation."

Pause until they ask — wait for it, wait for it — BAM! "What's the quickest shortcut?" This is where you fascinate



BLT – Feeding The Appetite To Grow And Own

Ten years ago, Diane Sutter, president/CEO of ShootingStar Broadcasting, launched the Broadcast Leadership Training (BLT) program under the umbrella of the NAB Education Foundation. Sutter's vision was to develop a program that would offer a comprehensive curriculum for experienced industry professionals aspiring to ownership or advancement up the corporate ranks.

Similar to an executive MBA program, BLT is held on weekends over a 10-month period. All aspects of ownership and executive management are covered, from writing a business plan, valuations, and equity funding, to legislative and legal issues, as well as management and staffing tactics — and, more recently, how to incorporate and monetize new media platforms and initiatives.

The highly focused program featuring well-respected professionals is integral to BLT's success. The caliber of the "students" is another factor. You've got to want to do this — to be willing to commit — and only a limited number of candidates are accepted each year.

I was fortunate to be part of BLT in 2001 and am always inspired by Sutter's enthusiasm and leadership.

In the next issue, we'll "dia:logue" with some BLT graduates who have taken the program from the classroom into the real world.

Have a great Fourth of July!

What was the inspiration for the Broadcast Leadership Training program?

I had just acquired my first station a year earlier from Shamrock Television. As one of the few women owners at the time, I thought about what had enabled me to get my deal done. I realized it was the previous six years in which I had worked at the corporate level for Shamrock, first as EVP of operations for radio and TV, and then as president of Shamrock Television. Thanks to Bill Clark, who provided wonderful leadership and mentoring, I learned things in those positions that, even as a general manager for 15 years, I had never had any experience with, much less understood.

My years in corporate management had also allowed me to develop relationships with people I needed to know to start my own company, to secure funding, and to get a deal done. I approached then-NAB Joint Board chairman Dick Ferguson of Cox Radio, and it was decided that the program would be adopted by the NAB's Education Foundation.

We secured great sponsors, some whom have supported the program from its inception, including Hearst, Morgan Murphy Media, and New City Foundation. Other sponsors have included Belo, CBS, Scripps, Gannett, Journal, TDF,

Legend Broadcasting (Patrick Communications), and LIN Television. The McCormick and Hearst foundations are also now sponsors. And the NAB matches every dollar raised.

What is the goal of the program?

The goal is twofold: 1. to provide senior-level broadcasters with the information they need to start their own company or move into the highest positions within a company; and 2. to build relationships with the people they need to know to get deals done or to head a group.



Diane Sutter
President/CEO
ShootingStar Broadcasting

What makes a successful BLT candidate?

The most successful candidates are those who have previous senior management experience with budget and employee responsibility. Having an understanding of budgets, hiring, and strategic thinking are all great experience for successful participants.

We get about 60 applicants every year. After screening the applications, about half of those are passed on to the selection committee for final consideration, and about half of those are invited to participate. If they are a female or minority, they are eligible for the scholarships, which amount to an investment of about \$20,000 in each participant. BLT corporate sponsors also have one seat at the table for someone from their organization who they can send to the program each year they are a sponsor.

Last, but not least, interested, qualified individuals can enroll in the program by paying the tuition.

Can you share some of the program's successes?

In June, we will have 169 graduates, 29 of whom are or have been owners. Over one-third of the graduates have been promoted at least once since graduating from the program. Even more exciting, many of our owners have gone on to acquire additional stations. But the most frequent and gratifying response from our graduate surveys is that they universally agree they are better broadcasters and understand their companies better for having been in the program. **DK**

Deborah Parenti is VP/IGM of Radio Ink. E-mail: deborah@radioink.com



Common Mistakes Of New Digital Initiatives

We often meet executives who have started digital initiatives within their companies but find themselves limping along without significant progress. In most cases, they have underestimated the energy and resources that need to be invested in their new undertaking. Here are the five most common mistakes we discover from companies that are moving into the digital space:

1. Narrow vision of competition.

If you're a radio station moving into the digital marketing arena, it's easy to assume that your competition is simply the radio station across the street. But in most markets, the local television station, newspaper, and pureplay Internet companies like Google, Yahoo, and MSN are aggressively competing for local digital ad dollars. In major markets, pureplay competitors like Google or Yahoo even have local reps — and they take around 40 percent of the local digital dollars off the table.

Before designing a digital strategy, get a full understanding of the other pitches your prospects are hearing. Know the competition's strengths and weaknesses, and your related strengths and weaknesses. You can't confidently claim that your digital opportunity is unique, superior, and proprietary if you don't even know the competitors.

2. Tactical thinking instead of strategic thinking.

Are you an audience management/marketing company with a full toolkit of digital, broadcast, and direct-marketing tools for your clients? Or are you a radio station with a website that has some banner ads?

If your digital business plan is, "We have a website and people can buy ads, and we can send a few text messages each month," you're not going to make it. A website (with display advertising) is a very small tip of the iceberg when it comes to the products your competitors are selling in the digital space.

With some market intelligence about your competition and key insights on what your direct and agency clients desire, you can develop a strategy that really serves the market. Otherwise, you're simply throwing money, time, and technology against the wall and praying for success.

3. Divisive thinking.

Radio has long struggled with "silo thinking" — each department standing alone, with little or no interaction with other departments. Programming and sales mind their own business. Occasionally, in department head meetings or via an unfortunate promotions director, they'll volley information and power grabs.

Digital appears to be taking a position as radio's third silo. In most cases, a station hires an interactive sales manager and a "Web kid," gives them a spare cubicle to

share, and tells them "go make some magic." The other silos carefully avoid too much interaction with them, so they're not accountable for any effort or results.

Resist the temptation to put digital on its own site. Everyone works in the "digital department." While your station may have someone to spearhead the company's charge into the digital space, they will only succeed with everyone's buy-in. Integration is key.

4. No real content. Not enough traffic.

We hear repeatedly from media buyers that the most important aspects of any digital campaign are impressions, clicks, and conversions. That means the client is concerned with how many times their message will be seen (impressions), how often they will see traffic on their site as a result of that ad (clicks), and how much traffic is ultimately "qualified" or becomes a real prospect/buyer (conversions). More good impressions result in more clicks (from more qualified prospects), and more clicks from the right people ultimately result in more conversions.

But the bottom line is that you'll struggle to create impressions online or via mobile without good content. You need traffic to create valuable views/impressions that can be purchased by advertisers — and you only get traffic with great content.

The good news for radio (and particularly independent radio) is that you typically have an internal team of content producers who know your market and what matters to the audience. With some simple training, they can be powerful digital content creators, the same way they produce excellent content on the air.

5. The wrong people, and lack of training for the right people.

If you are going to succeed in truly converging your current analog radio company with digital media, you must have people internally who understand the shift and upside for your business. Sometimes you can train a star performer in your company to get into the digital space, but you must be willing to make difficult personnel decisions and recruit new talent.

When we are hiring an interactive content producer or interactive seller, we look first for the right character traits — and second for technical skill set.

Learn from the mistakes of your competition and peers in the digital space. You can succeed in integrating digital media into your company's business plan — and it can be enormously successful — if you have a plan and execute it well. **INK**

Daniel Anstandig is president of McVay New Media Consulting and co-founder of Listener Driven Radio. E-mail: daniel@mcvaymedia.com

Visible Success

Horizon Broadcasting Account Manager Greg Elder and Coffman Vision Clinic Business Manager Howard Schor report on radio's success story.

>Tell us about your business. What product or service do you provide? At our comprehensive eye care clinic, we endeavor to understand each patient's lifestyle. Our focus is on educating patients about the health and function of their eyes, the latest lens and contact lens technology, and the newest eyewear styles.

Drs. Michael Coffman and Derri Sandberg provide vision exams and medical consultations, and the clinic uses the state-of-the-art Optomap to take a 3-D image of the back of the eye.

We provide one-hour service on most single-vision glasses and have a large in-house stock of quality lenses. Our staff handpicks over 600 designer and discount frames.

>How long have you been in business? Dr. Coffman purchased Express Optical in 1998. In 2008, we renamed our business Coffman Vision Clinic at Express Optical to better describe the services and eyewear we offer.

>Describe your typical customer. The office caters to the full spectrum of people in Central Oregon. Our Coffman Stimulus Package provides 25 percent off for patients without vision insurance, and we specialize in maximizing the benefits for our patients insured by vision plans.

>Do you advertise on a regular or a seasonal basis? We continually advertise to keep our patients informed of any new programs and sales events.

>Do you handle your own advertising, including creative, or is an advertising agency involved? We have very talented employees who produce both the graphic and creative copy for our advertising.

>What media do you use as part of your advertising??

We use radio, television, direct-mail coupons and postcards, e-mail, local print, Yellow Pages, Facebook, and our website,



www.coffmanvision.com. We do not use online advertising.

>Which media reps do the best job of presenting online options? In Bend, we have a knowledgeable, friendly group of TV and radio reps who have all presented some online options, none of which have been invested in to date.

>What are radio's strongest assets? Where does it fall short? The repetition of radio ads seems very beneficial to getting an advertiser's message across. A strong asset in our association with Horizon Broadcasting is their flexibility and availability.

We are aware from personal experience that, as listeners, we change the station when we hear an ad, or if it is repeated continually.

>As an advertiser, what is the one thing you'd tell anyone in radio never to say to you? Badmouth the competition, or make "campaign promises" they don't keep.

>What is the single best thing you've ever heard anyone selling radio say? "These ads are a bonus."

A rep coming up with an idea we hadn't thought of, following through to produce the idea, and producing quantifiable results.

>What has been your most memorable radio campaign?

Our Coffman Stimulus Plan campaign has been very successful! We've received comments from patients who appreciate the sale as well as the humor in the ad **INK**

"I WON THE ACCOUNT WITH TENACITY"

We all hear stories about persistence paying off in the radio sales game. Many of these stories are worth a chuckle, or even a second thought. Mine was worth 10 grand in new direct business.

I pursued Coffman Vision Clinic for almost a year before getting them on the air. After a few cold calls and follow-up phone conversations, I got a meeting with Business Manager Howard Schor, where I conducted a thorough "discovery" meeting, or customer marketing profile.

Howard provided insight about the business' advertising needs that helped me create a well-targeted plan. My competitor held a two-year advantage as the incumbent radio group, and the rep on the account was the owner of the stations, who was pursuing the annual renegotiation himself.

I won the account with tenacity. Not only did I do my best impression of a pizza boy — hand-delivering some Papa Murphy's pizzas to the clinic a few days after the presentation — but I went so far as to help Howard take out the clinic's garbage one afternoon.



Greg Elder
Account Manager
Horizon
Broadcasting Group

Howard was busy, so I grabbed a bag alongside him and continued selling my multi-platform campaign all the way to the Dumpster.

A year later, Coffman Vision Clinic has experienced a 15 percent gross revenue increase. This year, they're adding television to their marketing plan.

Using testimonial advertising from the clinic's customers and promoting Coffman Stimulus, we branded Coffman Vision Clinic as a place to receive quality eye care with or without insurance coverage — offering a 25 percent discount to the *uninsured*. Dr. Michael Coffman, a local actor, voiced the spots, adding both credibility and entertainment.

With consistent scheduling on three of my five stations, the clinic saw significant growth among people without insurance when they examined their sourcing of new patients. This year, the plan is to target people who *are* insured.

The extra work it took to develop this account was worth every bit of effort, and using radio the right way was worth every bit of it for Coffman.

Thinking Independently

In our special focus on independent broadcasters, we found three of the most independent thinkers out there — Vox Communications CEO/Partner Bruce Danziger, NextMedia Group President/COO Jeff Dinetz, and Maverick Media President/CEO Gary Rozynek — for our annual indie roundtable. Among the topics on their minds? Employees — current and prospective — and the best things about being independent.

Surviving the economic crisis involved difficult decisions to trim budgets and/or cut expenses, sometimes deeply. As revenues begin to show signs of recovery, what will be the first crucial items you will restore, and why?

Jeffrey Dinetz: We need to add manpower to our stations and clusters. In the mid- to small-size markets, we are operating with far too few people in sales, programming, and promotions. Most of our markets have two-thirds fewer sellers than we had 10 years ago! Our stations have to be more visible in our communities. Our on-air personalities are the stars in our communities. I have yet to see Mr. Google or Matt Lauer making a personal appearance in Saginaw, MI.

We need the staffing to program live from numerous locations in our market. Too many stations are down to three, or fewer, live shifts. We also need to get the young people to help us promote ourselves on the streets, beaches, parks, and clubs. We can't become a medium that survives on websites for its sole source of visibility.

Bruce Danziger: As things get better, we will be A) adding more salespeople, and B) adding back more programming/promotion staff. We continue to believe that one of the best ways to grow sales is to have a sufficient number of account executives on the street.



Bruce Danziger
CEO/Partner
Vox Communications



Jeffrey Dinetz
President/COO
NextMedia Group



Gary Rozynek
President/CEO
Maverick Media

On the product side, now more than ever, it is important for radio to differentiate itself from all of the other media choices by being locally focused and truly engaged in our communities. This requires, of course, people. The greater extent to which we can accomplish this locally, the more likely it remains that we can retain and grow our audience.

Gary Rozynek: That's an easy one to answer: Our full-time employees have participated in a compensation reduction program for some time now. This shared sacrifice has also resulted in no pay raises last year and in 2010. As our financial picture improves, our plans are to re-address employee compensation, pay raises, and other company benefits, such as matching with our 401(k) plan.

In addition, we have eliminated operational support positions in the markets, and I imagine we will revisit those situations and evaluate whether or not it makes sense to refill those positions.

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OUR STATIONS HAVE TO BE MORE VISIBLE IN OUR COMMUNITIES. OUR ON-AIR PERSONALITIES ARE THE STARS IN OUR COMMUNITIES. I HAVE YET TO SEE MR. GOOGLE OR MATT LAUER MAKING A PERSONAL APPEARANCE IN SAGINAW, MI. — Jeff Dinetz

As an independent broadcaster, what do you need in terms of support and resources from industry trade organizations or key service suppliers? How can they help you to be a more effective broadcaster?

Gary Rozynek: We need leadership and information — specifically, leadership from the NAB on waging the war against the Performance Rights Act, and information/assistance in defeating its passage. Those fees would impose a terrible financial burden on all radio broadcasters, but particularly small- to mid-size companies like ours.

From the RAB and the NAB, we need research and information on the changing media landscape and how radio is being promoted and presented at the national agency level to stimulate investment in radio across the country.

Jeffrey Dinetz: We have been staunch users of the various services the RAB has to offer. There is no excuse for an account executive not to use the research and materials available to them. We also need a strong NAB to represent us in Washington. The performance royalty tax is an issue on all of our plates, and we need a resolution. Most of the industry trades have been very supportive, and provide everything from up-to-the-minute news and valuable information. We have a lot of people out of work in our industry, and I would like there to be more “Radio Pros on the Loose” type of availability to them.

What is the greatest satisfaction about being an independent broadcaster?

Jeffrey Dinetz: We can make a decision immediately. There are not multiple levels of management to get approval from. This philosophy is prevalent throughout our company. Our sellers are empowered to make a decision. The negotiation is between the client and the seller, rather than the seller and the station manager. Things move much too quickly to wait a day or week for an answer.

Gary Rozynek: I am proud that, although the last 24 to 28 months have been the most challenging time in my 30-year career, we have continued to serve and entertain our communities by being live and local. Although we have utilized syndication where we thought it was a sound programming decision and fit the station (and technology) where appropriate, it is the live and local aspect of our programming that brings us the loyalty we have received from both our listeners and customers, and provides a high degree of satisfaction.

As we have navigated through this tough environment, our management team has been fully engaged in our approach and the development of our strategy and solutions, and that is why we continue to outperform the industry and our peers. Decisions are not made in a vacuum at corporate and then pushed down to the markets.

I remain optimistic about radio’s future and the role it will play in people’s lives for many years to come. **INK**

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Carolina On My Mind

{ By Editor-In-Chief Brida Connolly }

Curtis Media Group is focused on one thing: the Carolinas, and how to best serve listeners, farmers, and businesses in the region. That's been the company's mission from the day it was founded by Chairman/CEO Don Curtis in 1968.

But how Curtis Media goes about that mission is not so single-minded. The company has a remarkable collection of properties, including 25 radio stations, with five of those in its hometown of Raleigh. Also in the CMG portfolio: the North Carolina News Network, purchased last year; the Southern Farm Network; the CMG Online ad network, on station websites and audio streams; the Triangle Traffic Network; State Government Radio, both on air and online; a site dedicated to local death notices and funeral information; and the brand new AgDaily.com. Along with all that goes CMG Interactive Marketing, offering Web development through a partnership with Atlantic BT as well as complete interactive marketing services and consultation.

Radio Ink talked with Don Curtis, along with President/COO Phil Zachary and SVP/Corporate Director of Sales Adam Maisano, about what drives the energetic, innovative — and highly local — spirit of this very independent broadcaster.

>>How do you see your company, and how do you want it to be thought of by advertisers and by listeners?

Of course we are focused primarily in the Carolinas. We like to be thought of as a partner. We like to think that we are giving the clients a dollar's worth of value for a dollar spent. And we are basically run like a family company in the sense that we have fewer rules and regulations and fewer reports, and because of that, more flexibility than a lot of the larger companies. I guess that's a quick and dirty summary of where we view ourselves and our marketplace.

>>Localism is a word you hear all the time, from both large and small companies. What does it mean at Curtis Media Group?

Well, that is radio. We have gotten away from voicetracking; we do almost exclusively live stuff. And we're very heavily involved in news. We also operate the North Carolina News Network, on stations across the state with newscasts and other services. But localism is the most important thing we see that radio does. It distinguishes us from newspaper, satellite, or, for that matter, any other medium. Finding things your local community needs and can only get from local stations is the salvation of the industry, and if we get away from that, we're dead.



What goes into the decision to launch or invest in a new product or service?

We aren't consumed with being first. A lot of my background is in sociology, so I'm more intrigued with consumer behavior after they've had the chance to become familiar with new products or technologies. Early adopters are almost always early adopters, so they'll hop off one product development in favor of the next big thing, and the financial risks are significantly higher if you bet on the wrong trend.

That said, there are sometimes opportunities that hit you right in the face, and we're fortunate to have the risk tolerance and balance sheet to address those prospects. Our La Ley 96.9 was the first big-signal FM station between New York and Miami targeting Hispanics. We just sensed there was a hole for a full-service, contemporary FM targeting that market, and we took the leap well before anyone else in the Southeast. There are many more examples just like that.

What kind of research and development do you do on projects like CMG Interactive Marketing?

CMG Interactive Marketing is just an extension of what our sellers have done for years with traditional brick-and-mortar stores. We've always conducted a thorough review of a retailer's marketing bridges

>>What kind of community initiatives go on at the station level?

On our flagship station, WPTF, we have a three-hour local talk show in the afternoon that covers all the local issues. National issues become involved from the point of view of how they affect our community and our state. We have a two-hour news block in the afternoon and four hours of news in the morning, and the focus is, of course, local and regional news.

>>What is special about the area, the audiences, the businesses that you might understand better than a company based somewhere else?

Living here is a huge advantage because you're more intimately involved in the issues. You have a tremendous amount of history that you've picked up through the years, and that creates a knowledge and understanding of how the community thinks.

North Carolina is becoming fairly cosmopolitan compared to other Southern states. We have a lot of transplants who have moved to North Carolina, especially the Raleigh Triangle area, but to a lesser degree, the entire state. They move here and they like it here, so they become part

IT'S OFTEN A VERY PAINFUL DISCOVERY ONCE THEY REALIZE THEY'VE PUMPED TENS OF THOUSANDS OF DOLLARS INTO WEB DEVELOPMENT AND TRAFFIC GENERATION, ONLY TO LEARN WHAT WAS BUILT ISN'T GENERATING ANYWHERE NEAR THE LEADS THEY SHOULD BE SEEING.

before they ever hit the air. Everything from store inventory to the competitive landscape to parking and signage to the way they answer their phones is reviewed and addressed before we'll begin a radio campaign.

What we're doing now with CMG Interactive carries forth those analytics to our clients' "storefronts" on the Internet. Through CMG Interactive, we're refining our customers' websites for maximum impact, creating custom e-mail marketing campaigns, optimizing search engine processes, and, in general, doing the same things for their virtual business locations as we've done for decades with their physical business locations.

Any success stories you can share?

Our customers have experienced significant growth in Web commerce across a wide spectrum of enterprises, from retail to automotive to health care. What's common to all of them, really, is that they think they're doing everything correctly in their digital marketing strategy before they meet with us.

It's often a very painful discovery once they realize they've pumped tens of thousands of dollars into Web development and traffic generation, only to learn what was built isn't generating anywhere near the leads they should be seeing. At that point, the Curtis Media name goes a long way toward establishing competence and trust that we can remedy their Web shortcomings as well.

of the things that already exist here, rather than change things. They become involved.

A background of knowledge helps anybody in operating a station — I don't care whether you're in a resort area or the mountains or a metropolitan area. The more you know about the community, the more you are able to play a part in designing programming that fits that community.

>> You don't think of a thriving Hispanic community in North Carolina. When did La Ley launch?

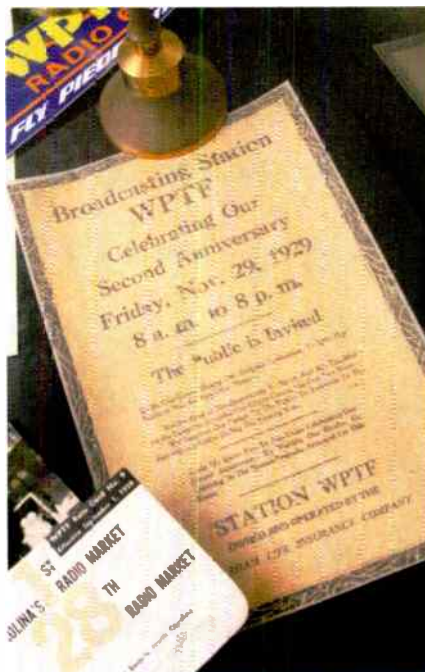
We launched La Ley maybe eight years ago.

North Carolina suddenly sort of woke up one day and realized we had lots and lots and lots of, particularly, Mexican immigrants. And because illegal transplants and others were throwing off our population count, Arbitron was constantly under-measuring our Hispanic population.

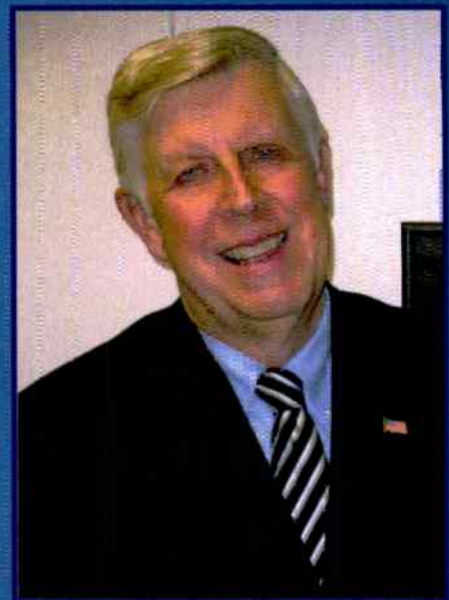
When we started looking into it, we realized there was a huge, huge market to serve. Mostly there were very small daytime AMs covering that population, and we saw a need and a general interest to make sure we brought a quality product in. I think we were at one

time, and we may still be, the largest Hispanic radio station from Washington to Miami.

There's a huge need for entertainment and also for information. There are some Hispanic newspapers, but not many, and we wanted to be sure we didn't make some of the errors that our society has made in the past of not permitting the folk into the community. The



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Three networks,
300 dedicated employees,
1.8 million weekly listeners,
One visionary owner.**



Donald W. Curtis, Chairman & CEO



Curtis Media Group

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Hispanic community is a very vital part of our community. It's a very vital part of our steelworks community, and there's a huge number of people working in construction. I don't think we could function very well without them.

So we felt like they really needed to have a station that served them. And it's been a financial success as well, because we have developed a large listening audience.

>> There's been a lot of talk, especially in the past year and half or so, about local interactive. It looks like CMT Interactive Marketing has been on to that for a while.

I guess we were like a lot of companies, dipping our toe in over there trying to find the spot in the marketplace that is open and we can serve. One of the advantages that any existing so-called "old media" has is that we can push our listeners to particular sites on the Internet. Just learning Internet marketing and the opportunities that exist in streaming and podcasting — we're sliding into it a little bit at a time, and finding it very interesting, and trying to learn as we go.

We just launched a new site for eastern North Carolina called AgDaily, which is going to be a complete service for the agricultural

community — farm prices, weather information, audio programs. We'll carry full panel discussions and things of that nature in audio streaming, as well as an awful lot of stuff in text form. We see that as a big opportunity.

We have another site called Today's Obituaries — the only statewide source of death and funeral notices for the entire state. You can go to one source and get all the information for funerals and deaths all across the state.

We're in the state capital, and we have another site called State Government Radio, which concentrates on in-depth news directed at the leadership and those in working in government. That has both an on-air and online presence.

And we're working with clients to develop their own sites. We're going after it in a couple of different ways.

>> How has the downturn affected your company? How are things now?

We like to think we were running a lean operation before we went into the recessionary period, and we've not laid off a single person. In fact, we've probably increased the size of the staff a little bit.



How big a sales team does Curtis Media Group have? How do you recruit your sellers?

In our home market of Raleigh-Durham-Chapel Hill, we work with 25-30 sales professionals. We feel it better serves our advertisers to have fewer, well-trained personnel than it would to have warm bodies in every inch of cubicle space possible. Each member of the company, from top to bottom, represents what we stand for in the community. The same people we sell to today are the people we will see at church on Sunday or the grocery store tonight, so it's critically important that each advertiser feels good about their investment in our company.

We live and work in a part of the country that houses some of the nation's finest universities, and we work hard to make sure the Curtis Media name and brand are seen in a positive light out on the street. In many ways, the problem that faced radio 20 years ago — a relative unknown to college graduates looking for a profession — is the same problem today. While we are fortunate to have low turnover and a strong success rate for hired salespeople, it's reassuring to know that when we are out at job fairs in the community, Curtis Media is a known entity. That's a big deal when you are looking to hire.

Do you have a dedicated interactive sales team?

We do not have a dedicated team selling interactive only at CMG.

IF THE CUSTOMER KNOWS (AND BELIEVES) WE ARE HERE TO SELL THEIR INVENTORY AND NOT OUR INVENTORY, THEN WE WILL ALL BE SUCCESSFUL.

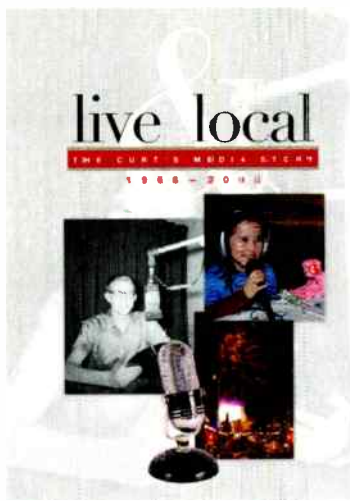
Instead, we train and expect each salesperson to be fluent across all digital platforms and be prepared to assist any prospective clients with their specific needs. As a market, we are still in the very early stages of seeing revenue returns on our training.

In training for interactive and specialized selling, what works best? Can you give some examples?

What works best for us is listening. The knowledge of your radio stations, your audiences, your facilities, and all the digital platforms possible cannot replace a deep understanding of the client. We work hard to customize every proposal to address the specific needs of each opportunity. If the customer knows (and believes) we are here to sell *their* inventory and not *our* inventory, then we will all be successful.

Can you talk about the special knowledge required to sell focused products, such as the Southern Farm Network or Today's Obituaries? Are those all sold by the same sales team?

Absolutely not. Products like Southern Farm Network, todaysobituaries.com, State Government Radio, and the North Carolina News Network are all specialty venues with a narrow target base, making it vital they have their own representation. Across each of these entities, we have contributions from specialized sellers with knowledge deep-rooted within each respective field. As some of the most unique profit centers in the CMG family, each requires specific attention, so cross-platform selling with our company's general sales staff is not common.



We take a rather long-term view of a recession or slowdown in the economy. We've been through it before — I've been through five of them — and they all act the same.

The public companies have to answer to shareholders on a quarterly basis, so they are forced to just scratch to satisfy their banks and their shareholders. Being independently or privately owned, we don't have that obligation. That allows us to continue to operate and look to the future at the same time. And we've done that. We haven't killed anything, we haven't slowed anything down, and we've just kept going.

Part of that is, we've always tried to watch our expenses, even in good times. We've not let them get out of line.

>> You're the first person I've talked to in a good while who's been able to get through the last couple of years without cutting any staff.

I think we had already come through some of that consolidation before, and felt pretty good about our operations.

>> Is anything coming up that you're especially excited about?

We're real pleased with the North Carolina News Network, which is an acquisition we made this past year. We are offering a two-hour news block on WPTF to our affiliates, and we're also looking at extending talk features for morning shows to our affiliates.

Small-market communities are getting pressed on expenses, and one of the things that usually gets hurt is their ability to cover news. On a network basis, we can fill in that gap.

We're also starting a sports talk network; we have three-hour programs that we're going to syndicate in North Carolina. And of course our continued interest in AgDaily.com. We have soft-launched on that right now.

There's one other thing that is kind of interesting — we are taking

two of our AM stations and returning music. We have one that's doing country legends and one doing the pop and light rock of the early '60s. That seems to be going over quite well.

>> What do you see ahead for the radio business in the next year or two?

You started the conversation talking about localism, and that's what we've got to continue doing

That gives us our foothold.

Everybody else is trying to get to be wireless. We've been wireless all along, so in many respects we've got a head start. But I think we also have to learn that how we transmit is not all that important — whether we transmit over a wire or on terrestrial satellites. We're in the audio business, and now, all of a sudden, we also have the ability to add video and pictures. We have to look at it and say, "Wait a minute, this is just an extension of what we already do."

The interactivity part has just barely been touched, and that has huge opportunities. The more narrowly we can focus ads, the more people will pay for them. If we're able to deliver audience with less waste, we'll get more per dollar for our ads than we get now.

There's always going to be more competition — always has, always will be. We've gone through the satellite thing, and what we basically found out is that you have to have something before you can lose it. Most of the people who are enjoying satellite radio were not big terrestrial radio users. In the long run it actually adds to radio's charm that now there's another source of stuff people can get. The more they can get, the better off we'll all be in the long run.

It bothers me that there's not as much R&D going on in radio, because the large companies have to be so worried about the annual and quarterly stock results. They're positioning to their stockholders that they can't spend as much developing new things, and that bothers me a bit. But people will find a way. **INK**

Brida Connolly is editor-in-chief of *Radio Ink*. E-mail: brida@radioink.com

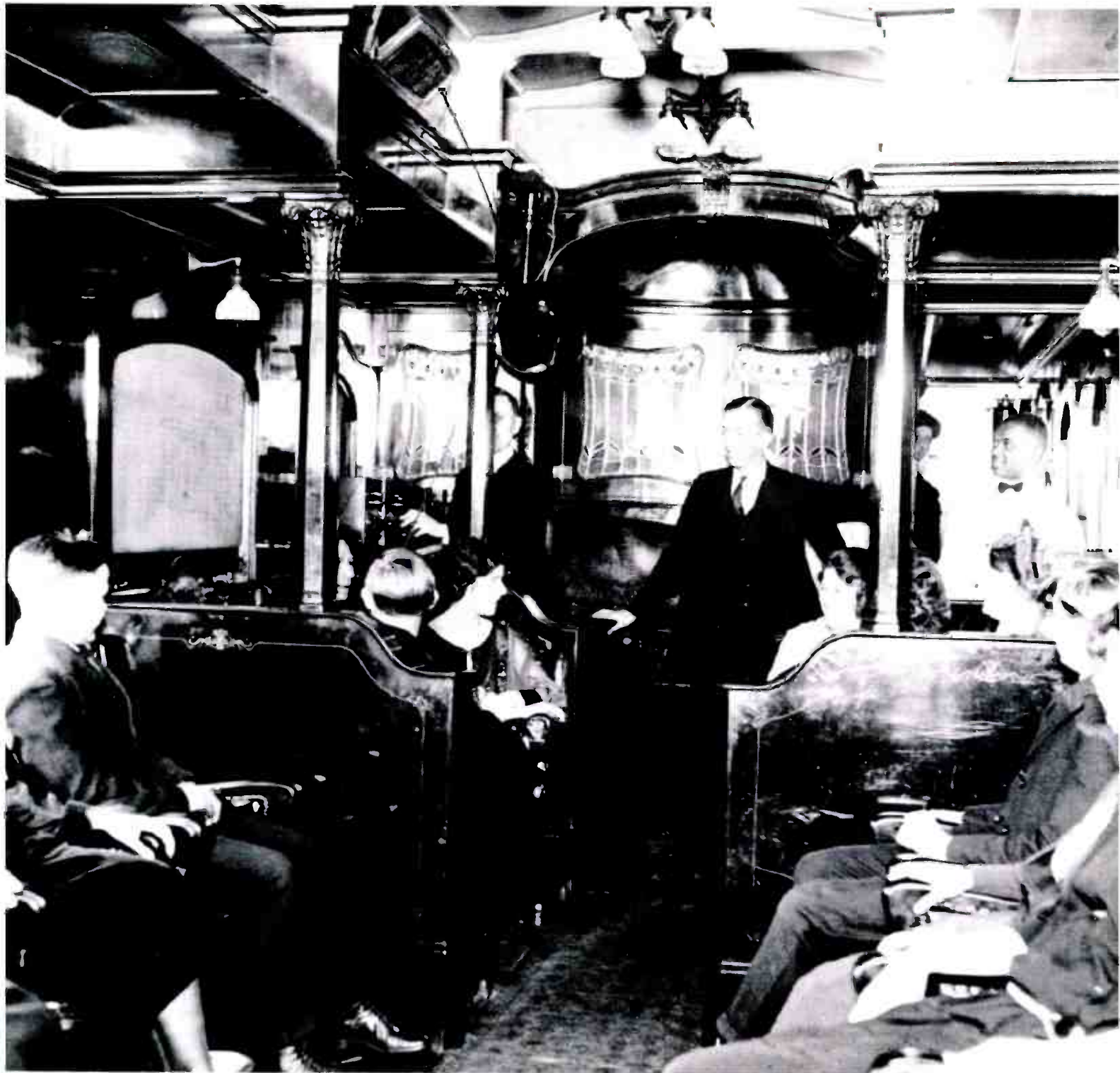


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as the FlexStar exciter for amplification needs) and software algorithms (such as real-time adaptive pre-correction [RTAC] for minimizing interference, hybrid crest factor reduction [HCFR] for digital signal clipping, and asymmetrical HD radio sidebands where necessary to maximize digital power).

HD Radio implementation has followed a fairly classical adoption curve. To wit, there were a few early adopters, followed by a dip in activity, then a substantial increase in uptake when the technology began to mature. All these broadcasters are now applying their real-world experience to the next step of elevating sideband power as they optimize their models for predictive coverage.

Elevated-power Combining

During the initial implementation phase of HD Radio transmission, the industry developed four different methods of adding the digital sidebands to the analog signal, which are fairly well known today. For the -14dB transition, a preferred method is the use of a common amplification system (also known as "low-level combining"). This means that the analog and digital signals are combined and then sent through a single transmitter. Also useful is space combining. This method uses two separate transmitters feeding closely spaced, separate antennas for the analog and the digital signals, which then "combine" in free space.

High-level combining and split-level (or "mid-level") combining were the two other methods often used at -20dB, but these methods become impractical for elevated sideband application due to their power inefficiency. Experience with elevated digital power has proven that combining analog and digital signals at either the earliest point (the exciter) or the latest point (in free space) in the transmission path are the most efficient options.

Space combining also is often the most cost-effective way to increase HD Radio power, since it can almost always continue to use the existing analog FM transmitter and antenna. If the station is already using space combining at 20dB, even more savings may be realized. In the best case, if the new transmission system's isolation and power handling requirements can be met by the existing installation, the only change required is increasing the digital transmitter power.

The downside of space combining is the amount of mistracking between the analog FM and digital HD signal levels in free space. As the digital power level is increased, the relative tracking between the analog FM and HD Radio signals becomes more critical in avoiding digital-to-host-analog interference at some receive locations.

The use of common amplification guarantees that both signals will track perfectly, since they can be mixed in the proper ratio and radiated together from the same antenna with uniform radiation pattern and polarization. Increasing the HD Radio sideband levels in a common amplification system requires adequate output headroom in the transmitter, however, to handle the increased peak-to-average ratio of the hybrid signal (relative to the analog FM waveform).

There are some other aspects to consider, such as the electrical service feeding the transmitter building. Regardless of combining method, it will require more power to operate in both analog and

digital. A change in electrical service can also impact emergency generator size and cooling. These are all points to evaluate before purchasing new equipment.

Getting to -14dB and beyond

Broadcasters already on the air with HD Radio have an upgrade path to follow toward higher digital power. Those still broadcasting in analog only have a longer road, but perhaps a shorter one today than they might have had in the past.

The first step for a new HD Radio adopter is to take inventory of the transmission facility. An evaluation of the STL path is critical, including the IP connectivity (or lack thereof) in place.

Equipment evaluations are next, starting with the transmitter. Many systems are upgradeable, but there is always the question of headroom to support multiple HD Radio channels alongside the analog signal.

There are actually some advantages for radio stations that have not yet converted to HD Radio transmission. Advancements in signal-transport capabilities have created a far more robust chain for transporting multiple HD Radio channels and data services than previously existed. Also, most of the required multicasting equipment in earlier installations was placed at the transmitter site. Today, however, most of this equipment can be installed at the studio instead, with the signals consolidated into an IP pipe for delivery to the transmission site. This has simplified implementation and reduced equipment costs.

There have also been advancements in transmitter efficiency. Transmitters such as the Harris HPX offer much higher power levels at better efficiency to minimize operational costs. In addition, HD Radio exporters have become embedded devices, which reduce cost, PC requirements, and system crashes. And software components such as RTAC and HCFR enable more power from RF amplifiers due to signal corrections.

For stations already transmitting HD Radio at -20dB, there are several upgrade options. Those with plenty of headroom in their transmitter can simply turn up the digital power. (Many broadcasters purchased higher-power transmitters during previous upgrades, or at their initial HD Radio implementation, in anticipation of possible future power increases.)

Others may find that they cannot support the power increase without costly equipment purchases. Nevertheless, some transmitters lacking the headroom to support -14dB could still handle a 3dB increase to -17dB, effectively doubling their digital power. This may be an attractive approach for some broadcasters if a new transmitter or increase in amplifier capacity proves too expensive.

The best news for both new and existing HD Radio broadcasters considering the move to elevated digital power is that there are a range of options and plenty of industry resources available. However you choose to proceed, the end result is the same: It's about moving from where you are now to the next level. Any power increase, no matter how incremental, gets you closer to full-market digital coverage. ■

Rich Redmond is director of strategic marketing at Harris Broadcast Communications.

Demystification of dB

By now it is understood that the new FCC guidelines increase HD Radio power from the original -20dB to the newly approved level of -14dB (relative to the analog carrier power). This is not quite as simple as the numbers might suggest, however.

Any decibel-based expression of increased power is a logarithmic measurement, and not a linear change. A power increase of 3dB essentially doubles the power. Considering that benchmark, this implies that a broadcaster quadruples digital power by elevating HD Radio sidebands from -20dB to -14dB (a 6dB increase).

It's also important to note that broadcasting in HD Radio at -20dB meant that a broadcaster was only directing 1 percent of its power to its digital signal relative to its analog total power output (TPO). This means a 10kW analog FM station with an HD Radio signal was only transmitting 100 watts of digital power. An increase to -14dB takes that station's digital TPO to 400 watts. A 6dB increase may not sound like much, but you gain a better understanding when describing the effect in linear terms like watts, to show how digital power is increased 4x.

While the FCC has provided blanket approval of such an increase, the current industry goal remains a movement to -10dB digital sidebands. This additional 4dB difference would allow a 10kW FM broadcaster to transmit 10 percent digital power, or about 1kW.

Transmission tests have shown that 10 percent digital power relative to analog TPO ostensibly allows an HD Radio broadcaster to match digital and analog coverage. Even in these cases, however, the cliff effect intrinsic to all digital systems ensures that there will always be cases at the fringe where the listener receives a noisy but usable analog signal and no digital signal.

Nevertheless, there is no need to match a 10kW analog FM signal with a 10kW HD Radio signal. Any digital signal carries much further on a given amount of power than its analog predecessor. The relative performance depends on modulation and

coding schemes used, but typical estimates put digital coverage replication at less than 25 percent of the analog power. Thus the current HD Radio increase to -14dB puts you much closer than -20dB did to matching analog coverage, and a leap to -10dB practically gets the digital signal to the edge of the market.

Even at -14dB, the power increase not only extends the range of the HD Radio signal but also enhances its building penetration. This makes listening to HD Radio in the office or along the highway in crowded metropolitan areas much easier. These are exactly the market-coverage problems that the power increase aims to solve.

The Digitization Model

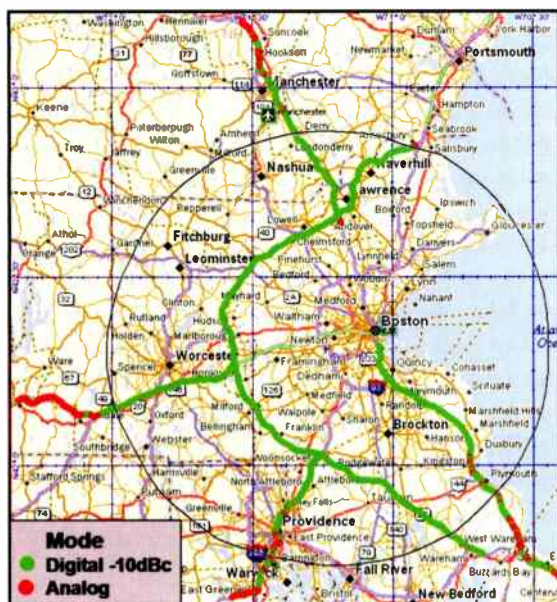
The gradual power increase concept for HD Radio follows the same digitization model as DTV in the United States. ATSC broadcasters first turned on digital at lower power. This provided a learning experience for market coverage and signal penetration. Most stations have subsequently shut off analog and maximized digital signal strength as allowed by the FCC.

Many international radio (such as DAB) and TV broadcasters using different broadcast standards are following a similar model. HD Radio broadcasters are therefore taking the typical next step in the digitization of over-the-air spectrum.

This supports the fact that the initial -20dB power level was a new dawn for the industry. Many radio stations have gained practical experience related to getting strong single- or multichannel coverage without causing substantial interference. Meanwhile, transmission manufacturers such as Harris, industry thought leaders from NPR, and a consortium of commercial broadcasters have evaluated the impact of elevated digital sidebands.

Much insight has been gained from these processes as broadcasters apply what they have learned from -20dB to the -14dB increased power level. Some of the everyday operation is unaffected — transmission site planning, facility cooling and STL transport may remain unchanged.

What is changing relates to boosting amplification to support the higher-powered sidebands, ensuring that signal interferences are minimized, and clipping the digital signal when necessary to compensate for the higher peak-to-average power ratio of the HD Radio signal compared to analog FM. Harris, for example, supports all of these requirements through various products (such



There are actually some advantages for radio stations that have not yet converted to HD Radio transmission.

The IBOC Power Boost

Increased power elevates and enhances the HD Radio model.

By Rich Redmond

The radio broadcast industry takes a lot of heat from outsiders for looking back instead of forward. One persistent argument is that radio, at least in the U.S., is the last analog medium.

It is true that many stations, particularly in small- to medium-sized markets, have been slow to embrace the HD Radio in-band on-channel (IBOC) system as a viable broadcast medium. There have also been growing pains in terms of programming and receiver availability.

The technology available to support HD Radio, however, has a brief but strong track record, and it continues to evolve. Broadcasters are taking advantage of new transmitter designs and the increasingly feature-rich multicasting equipment offered by manufacturers to provide ever-expanding HD Radio services to listeners.

The recent FCC-approved IBOC power increase is driving renewed interest. The ability to take the digital signal closer to the analog edge means that more listeners can take advantage of the multicast channels and data services that HD Radio offers. The fact that there is no analog fallback for these services makes a more powerful digital broadcast signal that much more attractive.

Benefits of increased digital power

The foremost advantage of the power increase is the ability for

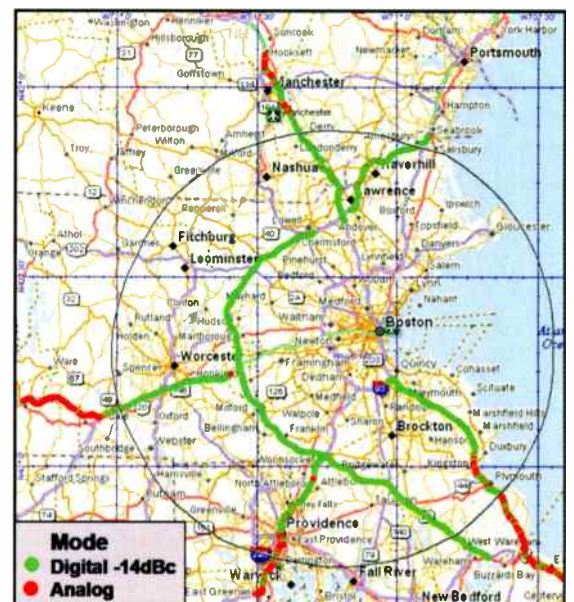
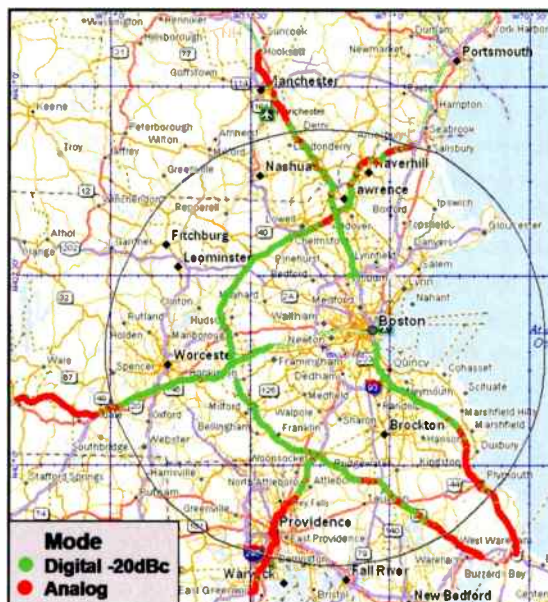
broadcasters to expand their digital footprints. There are arguments that more coverage and more listeners don't matter much if the listeners can receive the analog signal, but this is only true for a station's primary audio service.

The point of having intelligently programmed multicast channels is to grow the audience. This is harder to achieve if the broadcaster cannot reach a sizeable portion of its potential listener base. The power increase allows the broadcaster to enhance signal density and ensure listeners have the opportunity to tune in.

HD Radio also provides an opportunity to deliver richer data services to the audience. The ability to deliver news, sports, and traffic information closer to the analog edge provides another way to engage the audience. The delivery of emergency information related to weather and Amber Alerts to more listeners can potentially save more lives.

The data elements also present real opportunities for broadcasters to generate new revenue streams. The HD Radio infrastructure provides a natural means of extending program-associated data beyond song-title and artist details. HD Radio, with its additional bandwidth, can support text-based advertising and promotions, as well as two-way interactive opportunities — all of which the broadcasters can use to their advantage if intelligently and properly deployed.

Measured mobile coverage along major routes around Boston for WKLB, 102.5 MHz, with 54dBu (protected) contour shown. Note improvement in digital coverage (green paths) as digital power increases from -20dB to -14dB and -10dB. The station's analog ERP is 14kW, and its digital ERP is 168W, 670W, and 1679W respectively.





The Journaline service as integrated into the Total Traffic Network in the U.S., shown on the JVC KW-NT3HDT receiver.

also lightweight. Both the decoder footprint (CPU and memory needs) and the minimum user-interface functionality are very small, enabling the integration of a decoder into the full range of digital radio receiver types, from price-sensitive clock and kitchen radios to high-end multi-media devices with displays. The application also supports special environments such as car radios by providing speech hinting information for high-quality text-to-speech playback.

A radio station's Journaline service can also deliver dynamic ticker messages for multiple topics and in various languages simultaneously. While a main radio program can deliver its content and advertisements to only one language group at a time, the service targets the accompanying textual information in numerous languages simultaneously, with the displayed language selected by the user on the receiver. This feature could also enable

broadcasters to reach hearing-impaired audiences via the service's caption subtitle capability. Multi-language capability is also useful for broadcasts of emergency alerting information.

The Journaline specification is an open ETSI standard (TS 102 979). Decoder implementations are available for chipset and software-based commercial radio receivers, as well as for noncommercial GPL-based open-source projects.

In the international environment,

Journaline services are already established. Among the supporters are Deutsche Welle, BBC, ROCK ANTENNE, Deutschland Radio, and soon, Radio Varicana with a comprehensive multi-language service. Journaline live reception with text-to-speech support also was presented in Audi vehicles during the 2008 Olympic Games in Beijing.

Journaline is now becoming available across the U.S. as part of Clear Channel's Total Traffic Plus service (delivered via HD Radio datacast), and in the new JVC KD-NT3HDT in-dash receiver.

It's time listeners expected more from their radio listening experience. Radio broadcast can now be much more personalized to listeners' specific needs, allowing audiences to access the information they want, whenever they want it. ■

Alexander Zink is project manager for Journaline at Fraunhofer IIS.

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Journaline Explained

A new tool provides timely information to radio audiences.

Whether it's missing the phone number to win concert tickets, tuning in a minute too late to hear the sports results for the team you love, or driving around a new city wondering what the best hotel or restaurant option might be, our information services sometimes fall short of the optimum. With new advances in technology, however, access to weather, sports, news, and local information is easily available at the touch of a button through your radio receiver.

With the tools in place to deliver information listeners want, when they want it, new revenue models are also possible for the radio industry. One of those new tools, Journaline, enables users to receive information tailored to them, or find information they missed, whether they own a high-end radio with a graphical screen or an entry-level radio set supporting only a few lines of text.

All modern radio systems support the transmission and presentation of short text messages, such as FM-RDS radio text, or HD Radio PSD. These applications are simple to decode and present, and are



A Journaline service menu shown on an in-dash display.

supported in almost any contemporary radio receiver. However, these services' main purpose is providing program-related content at a glance, such as the current song title and artist. Content and presentation order are predefined by the broadcaster; there is no possibility for listeners to interactively access the

information relevant to them, or to obtain information that is not program related.

Journaline provides versatile textual information through hierarchically structured topic menus. Its core functionality resembles that of an electronic newspaper or magazine. It is up to the broadcaster to tailor the content to the needs and interests of its audience. The content could consist of program-related topics such as show-background information, the station's listener contact information, recently played songs with the option to purchase, or the phone numbers for a radio show. Program-independent topics can also be provided, such as news, stock tickers, sports results (even beyond mainstream sports), airport arrival and departure times, and sponsored hotel and restaurant recommendations.

Broadcasters can re-use existing data sources like RSS feeds and XML data to feed a Journaline service. Content is encoded in a binary form and compressed to minimize the required transmission bandwidth. Journaline services have successfully been launched at data rates as low as 200 bps.

On the receiver side, requirements are



At the RadioTech Summit, RadioDNS chair Nick Piggott made history by presenting the first U.S. demonstration of RadioDNS service on KFOX 98.5FM, San Jose, CA.



IBOC Power Boost Draws Fire

The FCC has received numerous filings against the new rules.

So far it appears that the IBOC power boost has generated more ink than watts, with a raft of filings and counter-filings on the measure appearing at the FCC. While not entirely unexpected, it does cast some doubt on the finality of the ruling — or perhaps we should say *more* doubt, since the FCC's report on the matter already had a tone of tentativeness in its pronouncement that it might revisit the matter if events warrant.

Why the FCC even put such language in the ruling is curious in itself. It goes without saying that the FCC can revise any of its rules if deemed necessary. Nothing is set in stone, and revisions are made all the time. So the fact that the Commission explicitly states such a provision in this case indicates the singularly unsettled nature of the power boost rules.

This could be a result of the FCC not performing any of its own technical tests prior to the ruling, and its reliance instead on testing by outside entities (iBiquity and NPR). In fact, that very process gave rise to several of the petitions for reconsideration, which claim that the FCC abdicated its responsibility to run tests themselves, or to at least verify other parties' test results with their own.

In other similar cases where broadcast interference concerns were an issue, the FCC's own labs have been actively involved. For example, during the "White Spaces" proceedings in 2008-2009, the FCC lab was occupied for many months, performing tests and validating results of proponents' submissions. Not so for IBOC.

Perhaps the Commission feels the IBOC change is less drastic than the "White Spaces" ruling was, so it can be handled with less rigorous oversight. Certainly the stakes were higher with "White Spaces," given that it involved both licensed and unlicensed operations and affected no fewer than three parties sharing the same spectrum — DTV, wireless microphones/IFBs, and telecom providers. The IT industry was also involved, with its use of unoccupied spectrum for unlicensed "cognitive radio" applications. On the other hand, interference from the IBOC power increase would only impact other licensed radio stations, so putting the genie back in the bottle under worst-case conditions would not be so difficult.

Nevertheless, this is small comfort to radio stations that worry about (or already feel they are experiencing) harmful interference from the power boost.



At this point, we don't know how much further this will go. Are these filings just a bit of procedural jockeying as the new rules settle in, or are they the vanguard of a continuing onslaught? The fact that power boosts will likely be implemented by stations gradually over the next few years makes this determination difficult.

In any case, the FCC will have to respond to the filings made already, and we will all have to wait and see what transpires as IBOC powers rise across the country. No one denies the value to digital radio services that increased range and building penetration will provide (for both audio and data), but the question remains at what cost, if any, this comes to the far more important legacy FM service that remains the linchpin of the industry's fortunes today.

The future of the HD Radio transition may also hang in the balance here. A side effect of the power boost ruling is a tacit acknowledgement that the original power level is inadequate. If events warrant a return to the previous rules, or any substantial reduction in the power boost currently allowed, this could damage the already tenuous prospects of the IBOC format.

Clearly, we are at a pivotal moment for digital radio broadcasting in the U.S. ■

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Twitter: <http://twitter.com/skippizzi>.*

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HD Radio Power Boost T5