

RADIO'S PREMIER MANAGEMENT & MARKETING MAGAZINE™

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Glenn Beck

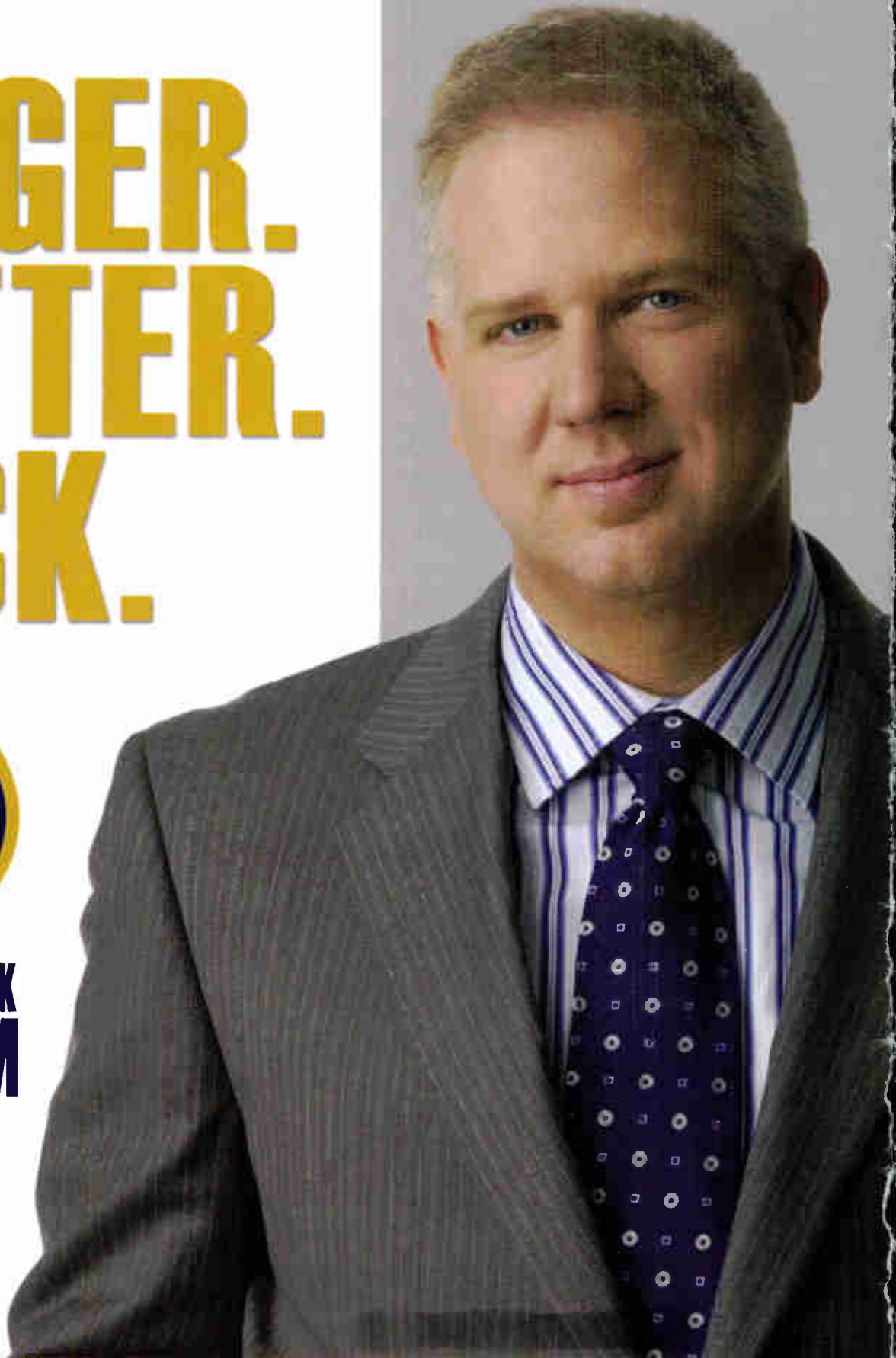
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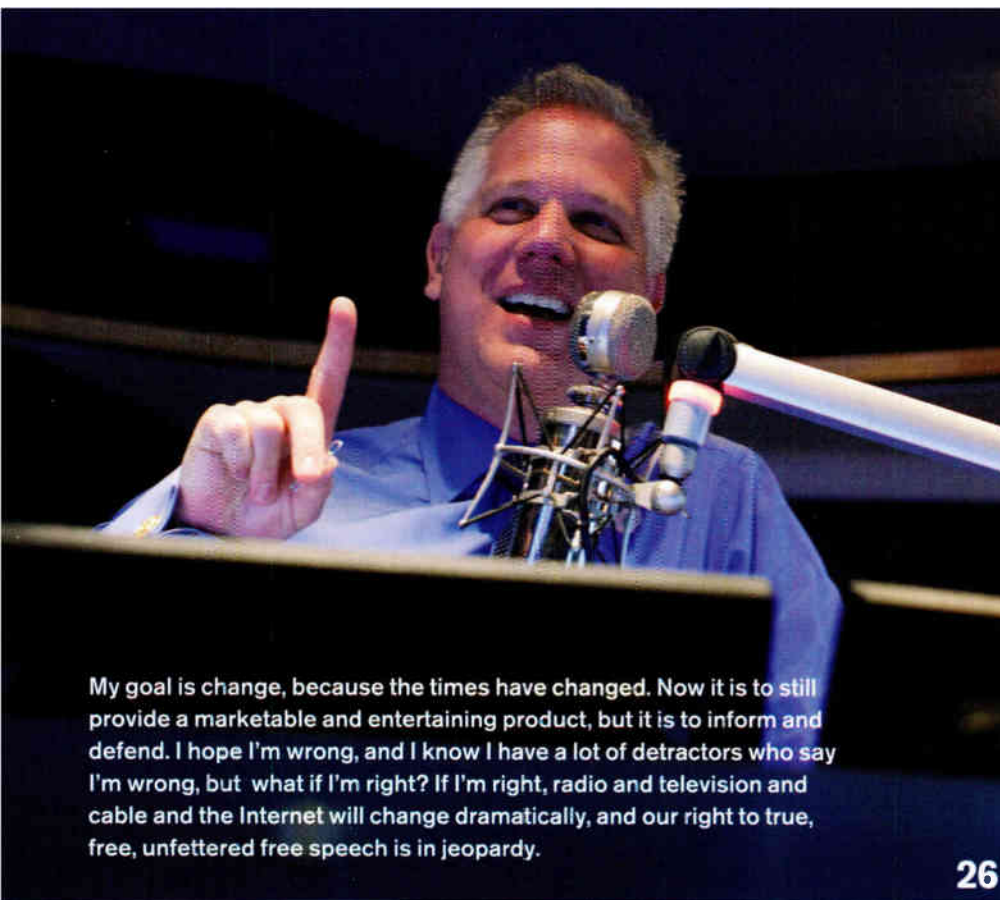
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Our Mission: Radio Ink's role is passionately to empower radio management to be more successful by providing fresh, actionable, reality-based ideas, inspiration, and education in a quick, easy-to-read, positive, pro-radio environment.

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My goal is change, because the times have changed. Now it is to still provide a marketable and entertaining product, but it is to inform and defend. I hope I'm wrong, and I know I have a lot of detractors who say I'm wrong, but what if I'm right? If I'm right, radio and television and cable and the Internet will change dramatically, and our right to true, free, unfettered free speech is in jeopardy.

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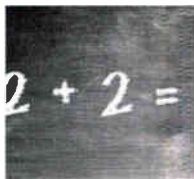
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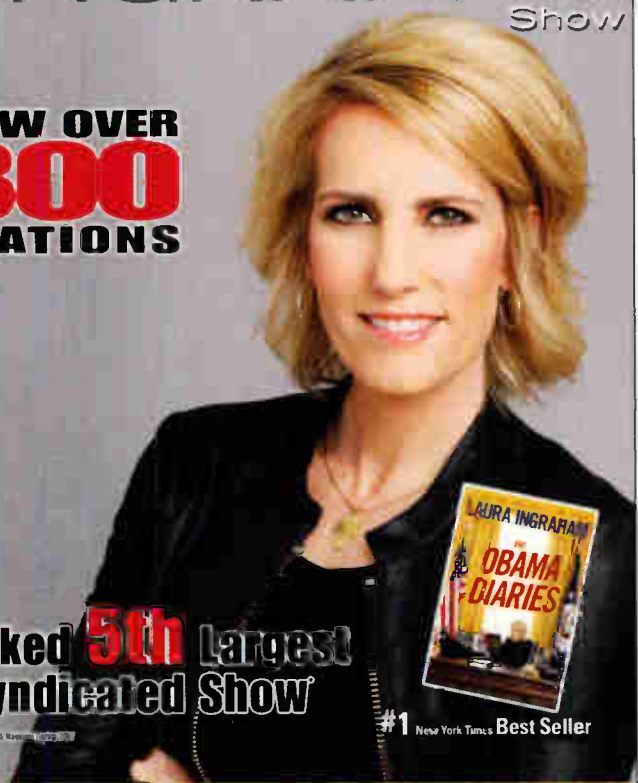


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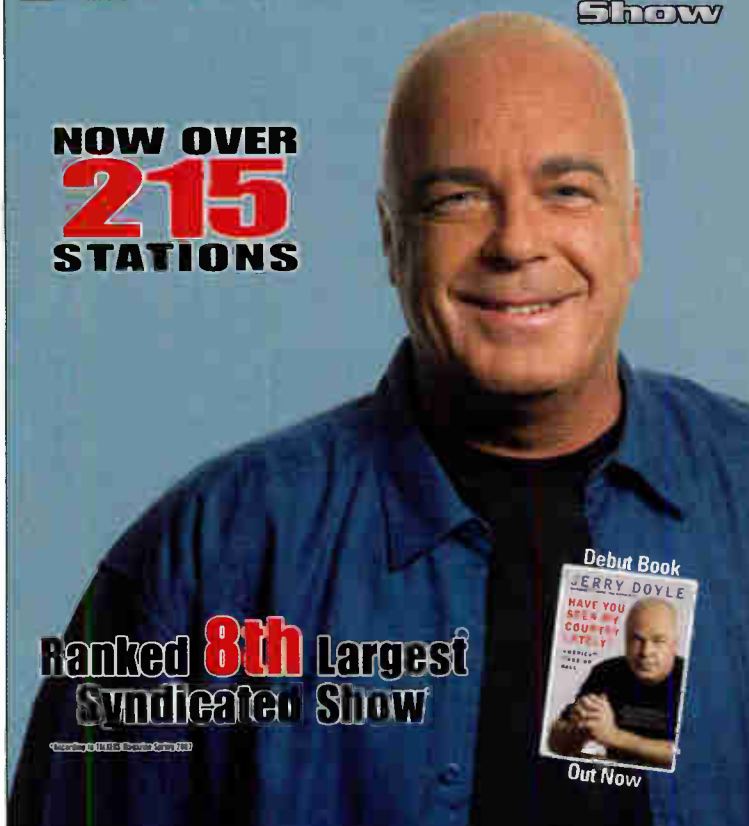
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B. ERIC RHOADS
FROM OUR CHAIRMAN

Defend Talk Radio's Right To Be Offensive

If I defend Dr. Laura's repeated use of the "N" word on air, then I too may be lumped into the category of bigot, racist, and a host of other descriptions attached to her during the recent controversy. Every person in the radio industry needs to take a close look at what occurred and understand that the danger is deeper than a public outcry to pull her off the air or to control talk hosts.

I don't care to debate how Dr. Laura used the word or whether she was right or wrong to use it. What I do care about is her right to speak out, no matter how politically incorrect or inappropriate.

No one should be censured for airing their feelings or using offensive words. No one should be pulled off the air for motivating listeners to take action against Congress or against our enemies. Though I am appalled by much of what I hear on the radio and am personally repulsed when people use offensive labels inappropriately, I wholeheartedly defend their right to do so.

The political correctness movement is an effort to avoid offending anyone, yet the nature of free speech is that some people will be offended. Though all people deserve to be treated with respect, open dialogue must allow talk hosts — indeed, all of us — to speak their minds even if some people don't like what they're saying. "Hate speech" is, after all, a matter of opinion, and it plays a role in open dialogue.

Historically Speaking

Prior to the start of World War II, Winston Churchill spoke out against a group of people he felt were evil. Because Neville Chamberlain's administration did not want to incite the masses against this group, Chamberlain instructed the BBC's Sir John Reith to ban Churchill from the airwaves. Churchill's attempt to warn people about what was going on in Germany was deemed overblown, and he was pulled off the air.

Churchill was one of the few who saw early on what Hitler was all about. Had the BBC allowed him to stay on the air, perhaps Hitler could have been stopped before he destroyed six million Jews. (Churchill retaliated in the 1950s by promoting commercial broadcasting in England.)

This isn't about Dr. Laura. It's about pressure to shut her down and silence her voice. It's about President Obama personally targeting Limbaugh, Hannity, Savage, Beck, and others as hatemongers and trying to position them as

troublemakers. It would be equally wrong for a Republican president to do the same with Rachel Maddow or Ed Schultz. The idea that everyone should play nice and not be critical of one another is really a movement to squelch the loud, annoying voices that influence public opinion.

On both sides of the aisle, those in Congress who are tired of talk hosts motivating listeners to

jam congressional switchboards are calling for the reign of talk radio to end because it makes their jobs more difficult. Yet there must be opposing voices that are critical of every move any politician makes in order to provide balance. Listeners must have the ability to hear all opinions and draw their own conclusions.

No, I don't like the "N" word. Its use on the radio is offensive and inappropriate — but it's not illegal and it shouldn't be. It is critical that "politically correct" speech is not used as a ruse to inhibit free speech, which is a right we as broadcasters and Americans must fight to retain at all costs. **INK**

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Monica Crowley



Phil Hendrie



Rusty Humphries



Mancow



Bob Kevoian and Tom Griswold of Premiere Radio Networks' *Bob & Tom Show* welcome VH1 *Rock of Love* star Bret Michaels.



KDKA morning host Larry Richert helps Dan Braddock of sister station KDKA-TV find Pittsburgh-area contestants for *The Price is Right*.



Songwriters Natalie Hemby, Caitlyn Smith, and Kelly Archer performed at the annual dinner of the 2010 BMI, RAB, MIW Radio Group Rising Through the Ranks Leadership program.



More than 4,000 fans came out to see Univision-syndicated Eddie "Piolin" Sotelo at an event held by Entravision's KXPK at the Save-A-Lot Grocery Store in Denver.



NEWS
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RHETTA CLOYD
GENERAL SALES MANAGER
WSC CHARLESTON

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ALENE GREVEY
MARKET MANAGER/PRESIDENT
WSC CHARLESTON

"*The Dave Ramsey Show* has compelling content, and our audience will set a specific listening appointment for the show. This helps the overall station line up and improves the advertising effectiveness of our clients."



MICHELLE KELLY
DIRECTOR OF SALES
WSC CHARLESTON

"Dave definitely gives the station more of a female appeal. Many of our female staff members, clients and listeners are followers of *The Total Money Makeover* and are changing the way the family finances are being managed."

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The Broadcasters Foundation held its annual Celebrity Golf Tournament in September, raising funds for the foundation. The tournament, held at the Siwanoy Country Club in Bronxville, NY, is the foundation's top fundraiser, and this year brought in more than \$150,000 to help broadcasters in need.

Photos: Wendy Moger-Bross



Mark Gray from Katz, RAB's Jeff Haley, Dick Bodorff of Wiley Rein LLP, and Broadcasters Foundation Chairman Phil Lombardo.



CBS Radio's Don Bouloukos, RAB's Ron Ruth, Katz Media Group's Stu Olds, Herb McCord, and Randy Odeneal



Jeff Harrigan; Sandy Pannetta; and Charlie Ryan of Celebrity Golf Fundraiser signature sponsor Evercore Wealth Management, with United Stations Radio Networks personality Lou Dobbs (2nd from left).



Buckley Broadcasting's Joe Bilotta, Jennifer Buckley, Jerry Crowley and John Gambling with client David Sammons (center).

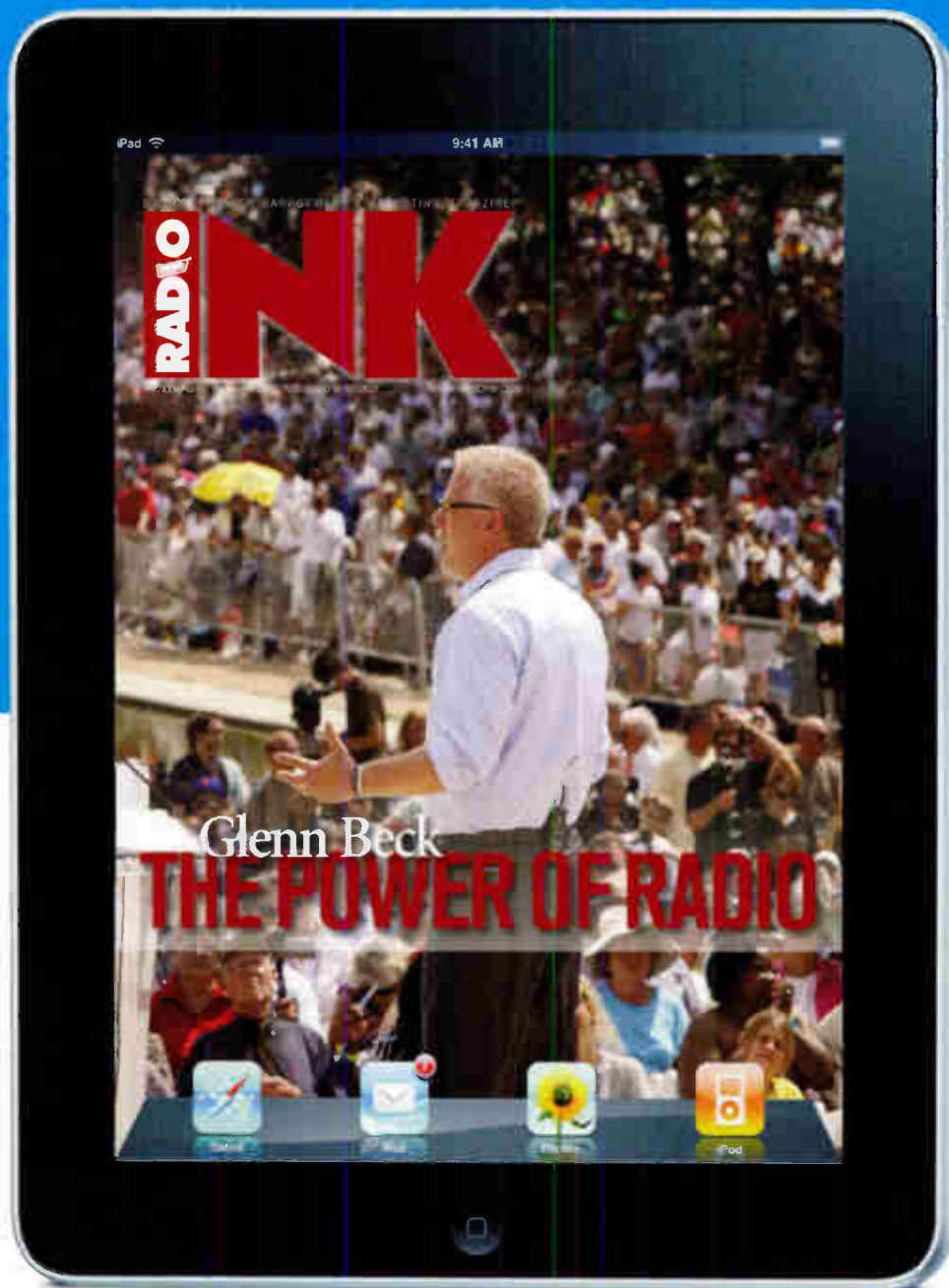


CBS Radio's Danny Gallivan, Steve Swenson, business reporter Joe Connolly, and Chad Lopez.

Joe Reilly of the New York State Broadcasters Association, Joe McCallion from Media Monitors, Neal Perchuk from RCS, and Bob Ausfeld of TownSquare Media.



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Radio Ink magazine is the first radio industry publication on the iPad, and among the first publications overall. With the iPad's touchscreen, you can flip through the digital edition just as you would a copy of the magazine, with live links, interactive ads, links to video, and more interactive features on the way.



Yes, Numbers Do Lie

Numbers don't lie is what people say when they defend their faulty logic. Their math is always flawless. The problem is that they gathered the wrong numbers.

But the wrong numbers always look so right.

The key to success is to gather different information and use it to make different decisions than your competitors.

Here's an example: Half the people in town live north of the river and half live south. People rarely drive across the river to go to a restaurant. Everyone stays on their own side.

The people north of the river are better educated and own homes of higher value. In fact, 64 percent of all discretionary income resides in the pockets of people north of the river. Only 36 percent of discretionary income is to be found down south.

You're planning to open a cloth-napkin restaurant. Where will you put it?

If you said, "North of the river," you instinctively used traditional logic to come to the same conclusion as the previous 99 people who opened a new restaurant in this city. As a result, you're 1 of 100 restaurant owners fighting over 64 percent of the cloth-napkin dinner dollars.

If you get your fair share of the market potential, you'll be forced to subsist on 0.64 percent of the cloth-napkin dinner dollars.

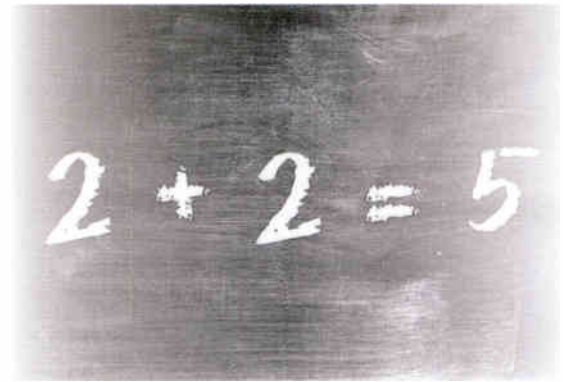
Meanwhile, the nine upscale restaurants south of the river are making huge profits. You could have been number 10, but you were seduced by the wrong information. So now you're living on 0.64 percent of the dinner dollars in this city when you could have had a waddling 3.6 percent if you had only opened your restaurant down south. (A waddling profit is so fat it walks like a duck.)

You assumed higher-income people buy cloth-napkin dinners more often. But you were wrong. Those people live in more expensive houses, drive more expensive cars, shop in more expensive furniture stores, and pay higher taxes — but they don't buy cloth-napkin dinners any more often than the "poor" people down south.

You focused on an illusory target customer when you should have been gathering data on the actual competitive environment. Instead of asking, "Where do the people with money live?" you should have asked, "Where in this city are restaurants like mine doing far more business than they should?" The answer would have rung like a bell: "Down south. Down south. Down south. Down south."

That example wasn't imaginary, by the way. The city is Austin, TX.

The myth of the target customer was created by media sales reps as a way of differentiating their ad packages from those of their competitors. I'm not saying the concept of a target customer is completely meaningless. I'm simply saying the **competitive environment** is, without exaggeration, at least 20 times more important when it comes to your client's success.



Competitive environment is an amalgam of location, visibility, convenience, and reputation. These are reinforced or contradicted by word-of-mouth and personal experience. Your client will forever be compared to his competitors. To pretend that the competition doesn't matter is completely idiotic.

Bottom lines:

1. Advertising cannot create success; it can only accelerate it.
2. A loser in one town might be the king in a town with weaker competitors. Likewise, the king of his category could be torn limb-from-limb in a community with tougher competition.
3. Your client's customer is influenced by a number of factors beyond your control.
4. Sell a schedule to a loser and you'll have a hard time collecting your money because, "The advertising didn't work."
5. Sell a schedule to the category king and you won't get credit for the difference you made because the king always believes, "It was going to happen anyway."
6. Do your best to partner with a category challenger who is making a move.
7. If the only changes they're making are limited to their advertising, their grand plan is probably not going to work.
8. If the new advertising is just one small part of a much bigger plan, the chances for success are much improved.
9. People never change their minds. Give them the same information you gave them in the past, and they'll make the same decision they made in the past.
10. A person who appears to have changed his mind has merely made a new decision based on new information.

You've now received new information. Will you use it to make a new decision about whom to prospect and what to promise them? Or will you go back to asking, "Who is your target customer?" and then reply, "Wow! That's exactly who we reach! Your business and our station: It's like a hand and glove, a marriage made in heaven!"

Seriously, I'm not trying to make you angry. I'm merely suggesting that there are a great many more variables to success than are part of the current conversation between media reps and business owners.

Change the conversation and you change the outcome. Change the conversation and you change your client's perception of you.

Ah. There it is. Waddle-waddle-waddle. **DK**

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



Delivering News In The Digital Age

A recent Pew Research Center study on media usage concluded in part that, while traditional media consumption has declined slightly since 1994, people really aren't replacing old media news platforms with new ones. Instead, they're exploring ways new media can enhance and support the old media. So what does this mean to radio news editors, reporters, and managers? I sought out radio news veteran Greg Tantum, who has experience as a reporter and manager of both news and talk formats delivered using traditional and digital tools and platforms.

I met Greg at WING-AM, a Top 40 station in Dayton, where we each began our radio careers. WING had a strong news department, as did many contemporary music stations at that time, and Greg was a bright young reporter/anchor. As his experience and reputation grew, he moved on to manage news departments and program radio stations in San Diego, Seattle, Philadelphia, Los

digital technology and some great engineering minds at KGO/San Francisco we were regularly able to anchor news blocks from the scene of major breaking stories. WTOP here in DC is another example of a news organization embracing digital and new technologies. This is even more critical when covering breaking stories that impact public safety.

What has been the impact of talk radio on news reporting? Does talk radio reflect or direct the conversation, especially in terms of political?

If you are talking about news reporting on radio, it's an interesting answer. Many talk stations over the years eliminated news departments, feeling they were providing enough information via the talk shows. Not to give a political answer, but it depends on the station whether the format is reflecting or directing

TODAY'S REPORTER NEEDS TO KNOW HOW TO TAKE FULL ADVANTAGE OF NEW TECHNOLOGY TO GIVE DIMENSION AND COLOR TO STORIES. WITH THAT SAID, REPORTERS NEED TO AVOID THE TEMPTATION TO ALLOW PRODUCTION (OR STYLE) TO OVERWHELM SUBSTANCE. WE ALL GET SICK WITH TOO MUCH CANDY.



Greg Tantum

Angeles, San Francisco, and other markets. He was later recruited by Bonneville International to help launch Washington Post Radio, and today is the executive producer of Westwood One's *Fred Thompson Show*.

What's the biggest change you've seen in news and talk radio over the years?

There have been so many, it's tough to whittle it down to the biggest change. On the positive side, the big change is the phenomenal growth and success of news, talk, and news/talk formats. It is hard to believe that upper management of a major company I worked for in 1990 told me talk radio was dead, and couldn't understand why I wanted to add a guy by the name of Rush Limbaugh to the lineup. Variations on the format now generate ratings and revenue beyond the AM and FM bands. The formats also created a model for cable programming.

How has digital altered the gathering and dissemination of news?

It has eliminated most of the barriers to producing quality newscasts from the studio or from the field. It has enhanced the ability to creatively communicate. Thanks to

the conversation. In many cases, talk radio is broadcasting's "opinion page," so the opinion of the host will direct the conversation. That initial opinion, however, is rooted in reflecting on an issue or event generating community interest.

Are there any skills or qualities a good news reporter needs today that are different from years gone by?

Not really. A good reporter still needs to have an insatiable curiosity about all things around him or her. He or she needs to be able to look at things from all sides. Great writing is essential to the ability to tell a good story.

What is different is that today's reporter needs to know how to take full advantage of new technology to give dimension and color to stories. With that said, reporters need to avoid the temptation to allow production (or style) to overwhelm substance. We all get sick with too much candy. I'm among those who passionately believe that true personality will stand out regardless of the delivery platform. **INK**

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



Breaking News: It's A Deal!

I was asked recently what advice I could offer stations for next year regarding their Internet initiatives. My response was pretty simple: Stations are tackling too many opportunities with too few resources. Cut opportunities and add staff. And if you need help figuring out which opportunities to pursue, just follow the money. Every opportunity should have a return on investment. Asking for a return on investment will kill three-fourths of the opportunities you're pursuing.

Here's one I think every station should drop: news. Or at least "news" by its common definition.

A news tab on a music station's website is an example of misguided strategy. For some reason, most music-radio sites have decided that their visitors would like to read national, political, and international news. The Strategy Department representative on the Website Committee must have been absent when they made that decision. It's kind of like the CBS Evening News website offering a tab and drop-down menu that says, "Streaming Audio: Rock, Adult Contemporary, Hip-Hop..."

But there's another "news" category that makes perfect sense for radio stations. It's news about deals. The euphoric rush toward deal-of-the-day programs reminds me of a quote from Adolph Ochs of *The New York Times*: "Advertising in the final analysis should be news. If it is not news, it is worthless."

Banner ads are fine, but most of the banner ads I've seen don't fit Adolph Ochs's definition. The biggest opportunity on the Internet at the local level is news about sales, and it's being stolen from direct mailers, newspapers, and Yellow Pages. The thieves are companies like Groupon and

Living Social. It's an area where radio has a terrific advantage and an easy way to enter the game.

As an example of how to do it, consider Yellowbook (www.yellowbook.com). Its site is a perfect example of what it should be (a Yellow Pages site, just like a radio station should have a radio station site). But last month it branched out to something new, called Weforia (www.weforia.com). Its initial deals are limited to Boston, Fort Myers, and Phoenix. The Yellow Pages have a natural advantage. Yellowbook has 1,000 directories and tentacles into hundreds of thousands of small businesses. So do companies like AT&T, Supermedia, Dex, and others. The deal-of-the-day program adds currency to the static offering of the printed directory and allows them to compete directly with the "news."

I think radio has a natural advantage as well. It has something the Yellow Pages don't: daily promotion, and an uncanny ability to drive Web traffic. (As I've described in previous columns, radio has a unique ability to drive Web response because it reaches the daytime hands-on-the-keyboard audience.)

If you're not convinced, consider this: One local media company in a midsize market launched a Groupon-like program and in four months had 40,000 signed up for a deal-of-the-day program. It was netting more than \$100,000 per month. Next year's projected revenue: \$1.8 million.

It's a program that radio can easily replicate. But it's not going to work — at least not well — if it becomes a part of the feature-creep mentality. **INK**

Gordon Borrell is CEO of Borrell Associates. E-mail: gborrell@borrellassociates.com

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The Eve Of Disruption

The Internet has created chaos in some areas, but not in others.

The term “disruptive” has been applied to many new technologies, and particularly to the Internet. In some contexts, the word connotes the high honor of enabling fundamental change for the better from outmoded approaches of the past. But for incumbent players, the word typically retains its traditional negative meaning. Thus it depends on your point of view whether disruptive technologies are net good or bad. (Think grade school, where students generally welcome a classroom disruption, while teachers don’t. Or, taking a more historical view, revolutions are classic disruptions, overthrowing the status quo and serving as catalysts for a new order.)

Like it or not, the ongoing deployment of broadband Internet connectivity is a serious disruptor today. Every existing business has had to adapt its practices to minimize the negative and maximize the positive elements of the disruption. How well this works out depends greatly on the particular products or services each business provides, because the Internet’s disruptive force affects them differently. Let’s look at how radio is faring in this respect.

Two businesses

A maxim often preached here states that radio is actually in two different businesses today. A radio station is both a *content provider* and a *service provider*. This has always been the case, of course, but the distinction is more important now because radio’s new, “digital” competitors are typically in one of those businesses or the other, not both. So to compete with adequate agility, radio must tune its strategies to act optimally as either a content or a service provider.

Looking now at the disruption of the Internet, we can see that its impact is mostly on the service (i.e., signal-delivery) side of the business. This means that radio’s transmission assets will gradually be devalued as alternative delivery methods prevail. We’ve already seen

this happen in the radio paging and datacasting market, where services like Cue Paging have faded away, and more recently Microsoft’s MSN Direct announced its phasing out of operations. HD Radio’s struggles to obtain traction can also be blamed at least in part on this, as can the slow overall trend toward less over-the-air radio listening.

Importantly, however, the demand for radio content has not diminished. If anything, the advent of the Internet has only served to increase the interest in such services.

Not unique

Consider a few other industries’ similar travails. While voice telephony’s fortunes have faded, consumers’ use of general personal communication services has skyrocketed. The music industry’s substantial reduction in revenues from CD sales has occurred simultaneously with strong growth in demand for the music they contain. And most notoriously of late, the demise of newspapers has taken place at a time of increased consumption of news and other text-based content.

The obvious lesson is that while these industries’ content remains in high demand, their delivery methods are put in peril by the disruptive force of the Internet. The enterprises that fail as a result are therefore those who have placed excessive dependence on the delivery side of their businesses. Those that survive will be entities that can primarily leverage their content assets, and comfortably adapt them to new distribution services.

Consumers’ demand for media is constant, while their preferences for delivery methods are transient. It’s the content, not the channel, that abides. **INK**

Skip Pizzi is technology editor of *Radio Ink*.
E-mail: skip@radioink.com, Twitter@skippizzi

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In The Zone



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Ownership:	Union Broadcasting
Management:	Chad Boeger, president/PD; Jeff Montgomery, VP; Kevin Kietzman, VP/sports director; Sandy Cohen, VP/DOS; Gary Hailes, VP/GSM; Todd Leabo, VP
Market:	Kansas City
On air since:	1997
Years in AC format:	14 years
Lineup:	6-10 a.m. <i>The Border Patrol</i> with Steven St. John and Nate Bukaty; 10 a.m.-2 p.m. <i>The Program</i> with Soren Petro; 2-7 p.m. <i>Between the Lines</i> with Kevin Kietzman; ESPN Programming; play-by-play
Target demo:	Men 25-54
Slogan:	America's largest all-sports station, powered by fans.
Website:	www.810whb.com
Signal:	50,000 watts; covers almost 43,000 square miles and portions of six states in the Midwest



WHB (Sports 810 Zone)/Kansas City is a Midwest sports powerhouse, with its 50,000-watt signal reaching into six states. President and PD Chad Boeger talks to Radio Ink about how WHB uses events, charity fundraisers, and a strong Web presence to maintain a powerful community connection.

>Signature events: One of our first major events was back in 1999. Share the Wealth was a station-driven event to get Kansas City fans to Kauffman Stadium for a Royals vs. Yankees game and to draw attention to the revenue disparities in Major League Baseball. In the fourth inning, 8,000 fans who had shown up wearing the

station's Share the Wealth T-shirts walked out single file, row by row over the course of an hour. It drew national media attention and helped build the foundation for our position in this marketplace. While the problem is not solved, it is improved and baseball fans in Kansas City recognize that and embrace baseball more than they did a decade ago.

Our company has also opened three area restaurants called Sports Radio 810 Zones. The restaurants have won awards for Best Sports Bar in Kansas City by several media outlets. Each restaurant has a television everywhere you look, large broadcast studio,

private "sky box" to view games, video games, Kansas City sports memorabilia, and terrific food. You never know when you will be sitting next to a Sports Radio 810 personality or Kansas City sports Hall of Famer such as Len Dawson, Tom Watson, or George Brett. **>Please tell us about the station's community involvement.** Being locally owned and operated connects with our community and listeners. It is important that all of our owners and on-air talent were either born in Kansas City or now make it their home.

Through the Union Broadcasting Foundation, which we established seven years ago, we cast a wide net to help numerous charities and programs in our city. Sometimes this is as small as anonymously helping a loyal listener with minor medical bills or as large as our annual community food drive with Harvesters, the largest community food bank in the Midwest.

Sports Radio 810 holds the distinction of delivering the most food and money in a single day in Harvesters history. The tradition started 11 years ago, with a charity football game between on-air personalities, professional athletes, and listeners. Seven thousand fans showed up to watch the first Turkey Bowl and filled three giant moving trucks with food for Harvesters and thou-



Between the Lines: Danny Clinkscale, Kevin Kietzman, and Todd Leabo



Listeners in Iraq

SPORTS RADIO 810 WHB BIG BOYS TOY SHOW

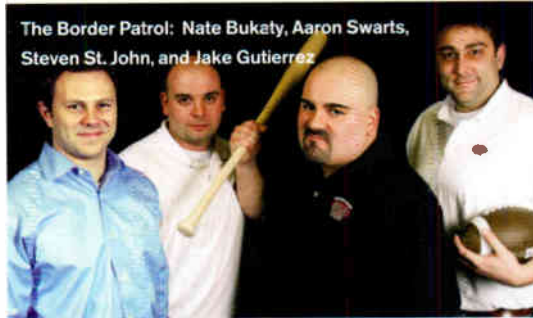
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The Border Patrol: Nate Bukaty, Aaron Swartz, Steven St. John, and Jake Gutierrez



The Program: Kurtis Seaboldt, Soren Petro, and Doug Stewart



Then-KC Mayor Kay Barnes



Share the Wealth event

sands of dollars to buy food for those in need.

We have also been instrumental in government issues concerning building a new local sports arena. The Sprint Center was funded completely with tax dollars from rental cars and hotel taxes. After the station took an editorial position supporting the measure, officials began to ask if we could do more. We did. We registered voters and attended town halls and whistlestop events to speak about the merits of the measure. When it passed by a large margin, the first people then-Mayor Kay Barnes thanked were the listeners of Sports Radio 810.

>How does the station distinguish itself within the market? We do not believe sports radio is locker room guy talk. For 13 years, we have prided ourselves on bringing accurate sports news to the consumer before any other media outlet in the market. Live news conferences, big interviews, and breaking stories in this format can render a daily newspaper almost useless. When something's going on in Kansas City sports, we must deliver it first and with complete accuracy. We do not allow our affiliations with teams or leagues to dictate our coverage or promotion. We believe a quality sports talk show, in its first segment every day, should be appointment radio. Our listeners expect to learn something first, hear an educated opinion next. And we work very, very hard to not be offensive with our language or tone so as to make or format good for listeners young and old.

>Describe a typical day at the station. Loud — and not in a bad way. There's no shouting or fighting, but more often than not, segments spill into the hallways at commercial break. Our guys are

in the business community, and our sales staff are real pros at conveying the value of our product to advertisers.

>How does your Web presence enhance your radio listenership and revenue opportunities? We have a tremendous following through our streaming, podcast interviews, videos, texting breaking sports news, creating our own application for mobile devices, station Facebook page, on-air hosts with Twitter, etc. We have built team pages and made a big leap in developing one of the best high school websites. Now, listeners can take Sports Radio 810 with them on vacation, catch up on missed interviews earlier in the day, and get the latest news on their favorite teams. Sponsorship of all of these digital opportunities create a new revenue stream.

>How does employee ownership impact decision-making in areas that have bottom-line implications? We think having numerous employees of the station as owners is a great thing. We work for ourselves and are always making sure to do things to the best of our ability. There are no regular business hours — we work all the time. We also create a fun atmosphere at the station. Once someone comes to our company, they rarely leave. It is evident in the employees we have and their long-term commitment to the company.

We have been recognized nationally as one of the best sports radio stations in the country by winning several awards through ESPN's national convention. We have also been recognized locally as one of the best stations in Kansas City, winning the Radio Station of the Year numerous times, including last year. **DK**



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2011

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KEYNOTE SPEAKERS



Arianna Huffington

Co-founder and Editor-in-Chief of *The Huffington Post*



Andrew Ross Sorkin

NY Times Financial Columnist & United Stations Nationally Syndicated Personality

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Marci Ryvicker

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Lew Dickey
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David Field
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Dan Mason
President/CEO
CBS Radio



Jeff Smulyan
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AGENDA*

Tuesday, December 7, 2010
Harvard Club, New York

Continental Breakfast: 8:00-8:30 AM

Welcome and Opening Remarks

8:30-8:45 AM



B. Eric Rhoads, Chairman/Publisher, *Radio Ink*
Marci Ryvicker, Forecast '11 Co-Chair, Director/Equity Research, Wells Fargo Securities
Farid Suleman, Forecast '11 Co-Chair, CEO/Citadel
Deborah Parenti, Vice President/General Manager, *Radio Ink*

8:45-9:25 AM

Opening Keynote

Andrew Ross Sorkin,
New York Times Chief
Acquisitions/Mergers Reporter
& United Stations Radio Networks host of
Business Brief With Andrew Ross Sorkin



Session 1: 9:25-10:10 AM

Economic Forecasting: Revenue Expectations for 2011

Experts focus on economic predictions, the possible impact of the November midterm elections, how radio revenues will be affected, and where revenues are most likely to come from and grow.



Moderator: **Marci Ryvicker**, Director/Equity Research, Wells Fargo Securities
Bishop Cheen, Senior Analyst, Wells Fargo Securities
Jack Myers, Media Economist, Myers Publishing
Stu Olds, CEO, Katz Media Group

Break: 10:10-10:30 AM

Session 2: 10:30-11:15 AM

Prospects for Radio as an Investment in 2011: Wall Street or Main Street?

A panel of leading bankers and equity investors considers the near- and long-term future of the radio industry and what it will take to expand it, as well as the future for IPOs, private equity and debt financing, and privatization options over the next 12 months. Who's investing today — and what are the hot buttons that will make or break a deal in today's environment?



Moderator: **Lee Westerfield**, Managing Director, BMO Capital Markets
Carl Thoma, Managing Partner, Thoma Bravo, LLC
Drew Marcus, Managing Director, Sugarloaf Rock Capital

Session 3: 11:15 AM-12:00 PM

Smaller Markets, Big Ideas

What are the growth prospects and where are the opportunities for independent radio companies? Is it possible to compete in a multi-platform world — or perhaps even emerge as leaders in the arena? And in today's tighter-than-ever credit markets, who is financing acquisitions?



Moderator: **Elliot Evers**, Managing Director, Media Venture Partners
Gary Rozynek, President/CEO, Maverick Media

12:00-1:15 PM

Lunch and Keynote: To Be Announced

Session 4: 1:15-2:00 PM

SOS Distress Signals

What are the perils, pitfalls, and possibilities after emerging from Chapter 11? Those who have been there share how to manage through it — and how to come out even stronger.



Jay Meyers, President/CEO, Broadcast Management & Technology

Session 5: 2:00-2:45 PM

What Clients Need from Radio & How to Compete for Larger Shares of the Advertising Revenue in Today's Multimedia World

Top executives from leading ad agencies offer their perceptions of radio and what the medium needs to deliver in measurable results and accountability to garner increased shares of their dollars, as well as how to capture dollars shifting from traditional competitive media. Can print's loss be radio's gain?

Break: 2:45-3:00 PM

Session 6: 3:00-3:45 PM

New Media's Explosive Growth and What It Means to Radio

The same tools being used today in content delivery are also changing the internal workplace environment, with implications at the bottom line. Using new media platforms to improve performance and increase top-line revenues and bottom-line EBIDTA are



just some of the discussions this information-packed session will include.

Moderator: **David Goodman**, President, CBS Interactive Music Group

3:45-4:05 PM

Lifetime Leadership Award Presentation to Ed McLaughlin

Session 7: 4:05-5:20 PM

Leadership Speak-Out

Radio's top executives offer their frank and honest visions and expectations for the coming year, along with their current thoughts on PRA, in this annual forum.

5:20-5:30 PM

Closing Remarks

5:30 PM

Top 40 Cocktail Reception, honoring the 40 Most Powerful individuals in the radio industry

* Agenda subject to change

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Political Capital

Defining Radio's News Advantage

News directors at stations nationwide have spent months now coordinating political coverage to get the biggest-name candidates and hottest issues on the air in the run-up to the most intensely anticipated midterm elections in years. And now, with November 2 approaching quickly, they're faced with ensuring their stations deliver Election Day coverage that's fast, accurate, and comprehensive.

Radio Ink spoke with some of the people making these critical calls about how they've handled the long campaign season — and their plans for the big day.

Can you give us an overview of how your station will be covering the November elections?

Chris Carl: Our ElectionWatch coverage begins in the summer, in advance of the Delaware primary in early September. (During a presidential election year, our coverage starts in the winter with Super Tuesday.)

The backbone of our coverage is almost daily reports from the campaign trail. We maintain a news staff of five full-time reporter/anchors and four part-timers. As other news operations cut back, WDEL reporters are still on the street covering news.

WDEL dedicates several hours of commercial-free programming to political debates, including time during morning drive for major statewide races. We offer a live video stream of our debates via UStream.net. The video is then posted on the ElectionWatch page of WDEL.com.

On primary and election nights, our team is in the field, reporting from various campaign headquarters and airing live coverage of victory/concession speeches and one-on-one interviews with the candidates. Our programming consists of at least three to four hours of wall-to-wall coverage, although we've been known to continue into the early morning hours on election night, waiting for final results from the West Coast.

Edward L. Esposito: We will be conducting five-minute broadcast interview segments with candidates on the ballot who choose to take advantage of the opportunity. We also use this content on our news website. Our weekly public affairs program will concentrate

on election issues and candidates through November 2 and post-election. We also cover the local board of elections as a regular beat.

In addition, we are working collaboratively with the *Akron Beacon Journal* and Time Warner Cable in the production and distribution of long-form video interviews with local candidates that includes use for broadcast, Web, and cable.

Jimmy Perez: Grupo Latino de Radio will be covering the 2010 elections for listeners of Radio Caracol (WSUA/Miami) and its station in Southern California, W Radio (XEWW), as well as for the Hispanic audiences of *Minuto 60*, the newscast service produced and distributed by GLR Networks to affiliated stations across the U.S.

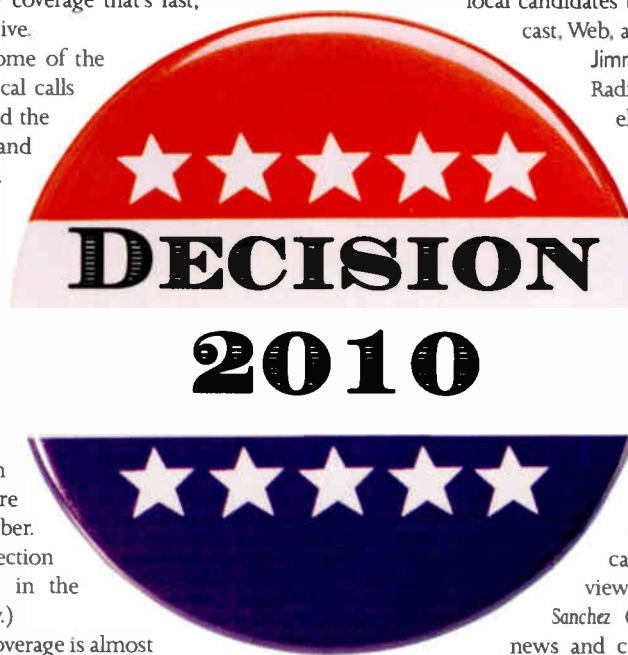
On Radio Caracol, besides the overall coverage being done by the news services team, local candidates are being interviewed on several shows. On *Julio Sanchez Cristo*, the morning drive news and current events show, Sabina

Cobo covers the candidates' overall campaign, and on the community-service oriented *Caracol Ayuda*, our team focuses on how the candidates' plans can help or affect specifically the Hispanic community.

On W Radio in Los Angeles and San Diego, Mirthala Salinas is responsible for covering the local aspects of the elections on her show *La Ventana*, completing the work of the newsroom. Salinas and her team of guests and experts interview candidates and comment on their campaigns.

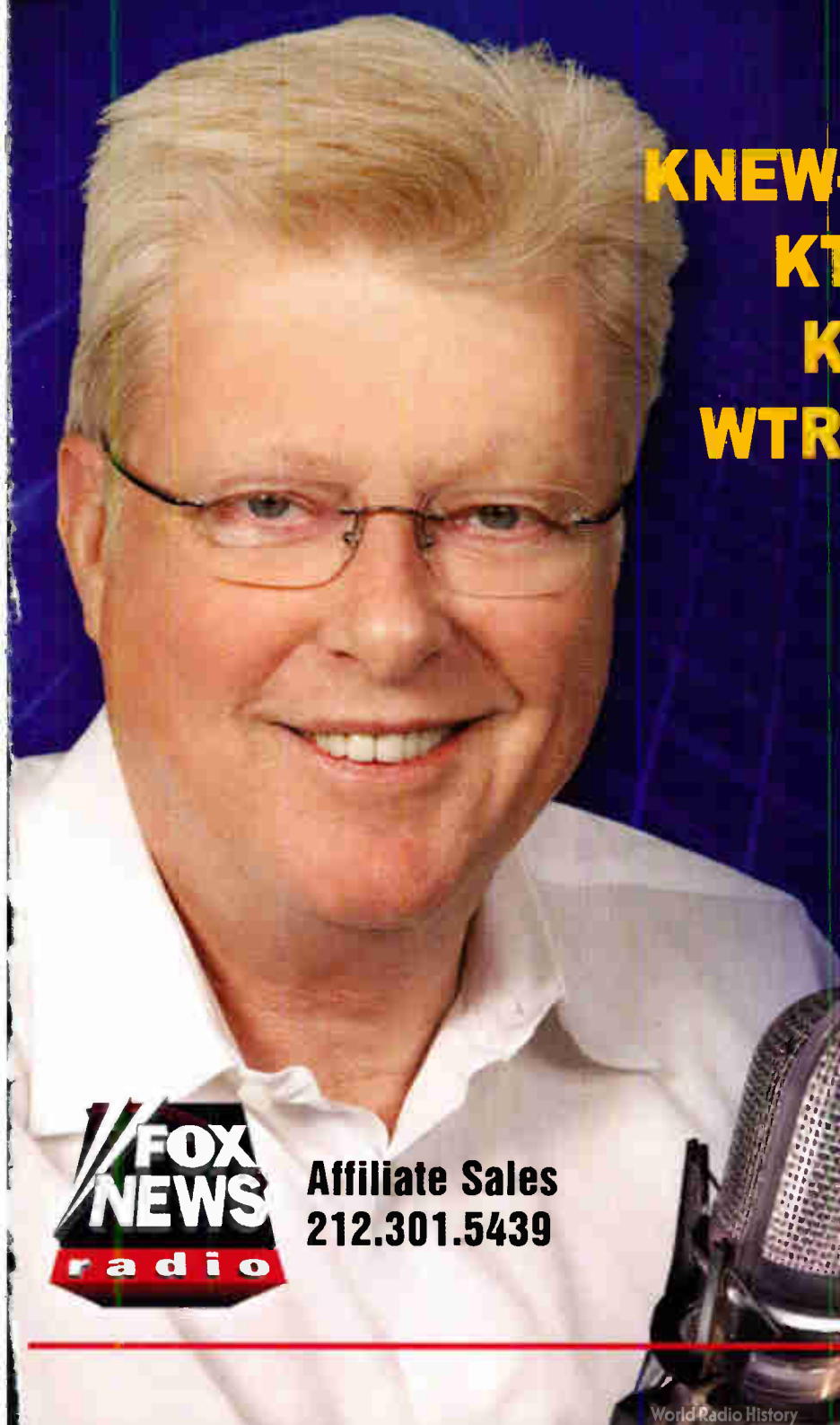
Cliff Albert: In addition, of course, to making the major races and issues in the election regular topics on our local talk shows between now and November 2, we are producing a series of 60-second election reports that will air during the four weeks before the election. We are also doing live formal debates once a week in the month before the election. Our morning and afternoon talk show hosts are doing their election picks, and those will be posted on our website.

On Election Day, we will be broadcasting our morning show from a major voting location and conducting on-air exit polling. We also will be broadcasting live from 6 p.m. to midnight from the local Election Central



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site, where candidates and supporters gather as we report results and reaction. The live continuous coverage will also include live reports from Fox News and from other Clear Channel stations, and we'll host an ongoing Facebook and Twitter discussion through the evening.

Joe Bartlett: In addition to the coverage in our hourly newscasts, our locally focused shows, John Gambling in morning drive and Steve Malzberg in p.m. drive, are driving the debate with in-depth interviews with the major candidates. The news department does one- to two-minute profiles on the major candidates.

In the New York market, we have the races for governor in New York and Connecticut, two Senate races in New York, and one in Connecticut, so we have high-profile candidates. We are trying to arrange for on-air debates in some of the key races, but the candidates tend to be very selective in choosing debate forums.

We also plan periodic reporter roundtables to talk about the candidates and their positions leading up to Election Day. And on Election Day, I will co-anchor coverage with Steve Malzberg. We'll feature reporters at the local headquarters, live coverage of victory and concession speeches, and listener call-ins.

What is the key to covering elections, especially those most important to your community? In an age of tight budgets and smaller staffs, how do you handle the up-close-and-personal angles, such as interviews and on-the-spot reporting?

Cliff Albert: The key is partnering with other local news agencies, and we do that with our local ABC TV affiliate as well as the leading local political website, VoiceofSanDiego.org, and editorial writers from the *San Diego Union Tribune*. They are all able to supplement our own talk show hosts and newscasters.

Joe Bartlett: Our local hosts have had a lot of access to the major candidates, so the issues are well documented and vetted by them. For on-the-spot coverage, we can do some events with help from *Metro News* reporters and our network connections.

We also frequently use print and even TV reporters to contribute to political coverage.

Chris Carl: The key is to arm our listeners with as much information about the candidates as possible, which is why we dedicate so much time to on-the-air political debates.

We bolster the efforts of the news team by having our talk show hosts focus on what's happening on the campaign trail and interview as many candidates as possible. We also air a local weekday lunch-hour news magazine show that features pundits and analysts to help put information into perspective and context.

Edward L. Esposito: Field reporting is perhaps the greatest challenge, especially with a crowded ballot such as Ohio's. The key is concentrating on the candidates and issues worth covering and working on the right venues. We encourage candidates to appear in-studio with our morning host, enabling us to generate multi-media content such as video clips, but at a minimum will conduct phone interviews.

Jimmy Perez: It is very important that the candidate's voice be heard, but in politics it is key to have expert analysts who can interpret speeches and identify how the plans will affect voters. Candidates are eager to address voters and usually welcome our invitations to participate in our shows.

For overall national coverage, both our stations have the support of the national team in charge of *Minuto 60*. That reinforces our local coverage and improves the service we offer to our listeners.

How have digital platforms enhanced your station's ability to report important issues of the day, including elections? What is the greatest benefit of new technology? How do you market those benefits to your audience?

Jimmy Perez: Digital has made things easier, faster, and cheaper in most cases. We used to need large equipment and engineers for our broadcasts, and we can now get broadcast-quality sound just by installing an application in a smartphone. Digital allows any content



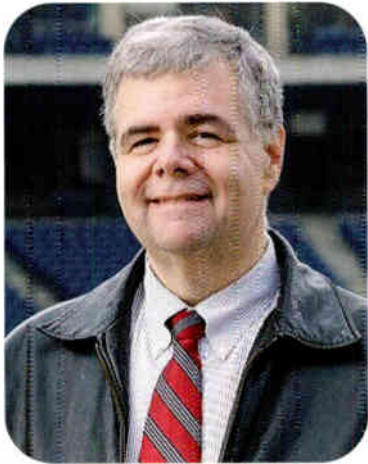
Cliff Albert
Program Director
KOGO
Clear Channel/San Diego



Joe Bartlett
News Director
WOR/New York



Chris Carl
Director of News & Programming
WDEL-AM
Delmarva Broadcasting/Delaware



Edward L. Esposito
Vice President, Information Media
Rubber City Radio Group



Jimmy Perez
Programmer
WSUA-AM/Miami-W Radio/
Southern California
GLR Networks

All WDEL reporters hit the street with a video camera. Audio from the video they shoot is used on 1150AM, and the video is packaged for WDEL.com. We employ a full-time video producer who, in addition to news coverage, produces original vodcasts, in-house video segments, and video commercials that stream on WDEL.com.

On primary night, WDEL provided updates via Twitter and Facebook, and sends breaking news text messages to subscribers. Some say that providing content via other platforms erodes from the potential audience for your terrestrial signal, but providing content on platforms such as Facebook opens WDEL to a potentially brand new audience, some of whom may not even know that the AM dial exists.

Joe Bartlett: Election coverage is more in-depth as a result of the new technology. Candidates' positions and voting records are accessible in an instant, which makes research a breeze. We can also access previous statements by candidates and podcast interviews and candidate profiles on our website. From a technical standpoint, our sound is always clear, and live coverage of speeches and campaign events can be done from the studio.

Cliff Albert: We are using social networking more and more as a way of connecting with our on-air and online listeners and keeping them engaged. Our talk hosts will do live Tweet-talks with station followers at designated times to exchange opinions about various election issues. We have created a local election information page for our website with news stories, polls, forums, and automatic feeds from local election officials.

We plan to do a live video stream of our election night coverage and have listeners and viewers post comments on our website's listener forum page.

produced in any of the company's stations in the world to be uploaded to a common archive and shared with other stations, and lets us make our content available on our stations' websites for visitors anywhere in the world to access.

Chris Carl: Because the Wilmington market has no dedicated commercial television news-operation (all of our news comes from Philly TV stations), WDEL has become a TV news operation, providing local video content (news reports, interviews, press conferences) from most of the stories we cover on WDEL.com. If you were to visit WDEL.com the day after the Delaware primary, you would find video of victory/concession speeches and interviews from five major candidates that is not available anywhere else.

What distinguishes your station's coverage of elections or important news events today? What



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elements are most critical in making it the go-to source for news and information?

Joe Bartlett: We're competing with two all-news stations that can throw a lot of reporters on the street. What we do as a news/talk station is use analysts and listener reaction in addition to reporter coverage. We are able to not only tell the story, but also explain what has happened and let listeners comment.

Edward L. Esposito: The use of social media (mainly Twitter and Facebook) along with mobile distribution platforms puts us before an audience throughout the day and night that we normally might only see during a news- and information-intensive daypart such as morning drive.

Chris Carl: Our never-ending pursuit of news. We don't take the weekend off. We still physically cover weeknight government and school board meetings. Our three-member traffic team includes two reporters in vans, driving on the roads they're reporting on. You'll see our two-member sports team on the sidelines and on press row at local sporting events, including high school games. It comes down to visibility.

What do you advise sales managers in terms of packaging and positioning election coverage?

Chris Carl: I am blessed with a general manager, sales manager, and corporate CEO who not only understand what it takes to produce a quality news product, but embrace the challenge. Within reason, they allow me to do whatever it takes to accomplish our goals.

We have a local business that sponsors our ElectionWatch package, which allows us a return on the investment we make to produce election coverage, and we had a second business that was interested in sponsoring the package if the original business decided to pass. So it is possible to generate revenue while producing this important public service. I think the 24-hour cable channels have helped us by ramping up interest in elections in general.

Jimmy Perez: I advise them to emphasize the quality, depth, and service to the community of our broadcasts. The same way listeners pick us to fill their information needs, clients want to link their brands to top programming.

Edward L. Esposito: That's the \$64,000 question. In the past, these products would have been sold to large institutional interests such as local utilities, banks, insurance companies, etc., interested in their public-service perception. I think this approach still has merit, but it requires new sales approaches beyond today's agency-centric approach. It's still a local relationship-selling angle that works best on local news coverage. The benefit to digital products now is the availability of graphics, audio, and video pre-roll allowing for expanded ad-placement opportunities. The use of promotional broadcast inventory should also always include an opportunity for public-service imaging for sponsorship.

Joe Bartlett: While advertisers are sometimes reluctant to align with political coverage, this is a year when there is extremely high interest in the elections. This year, perhaps like no other, I expect more people to be tuned in to the debate and election results.

Cliff Albert: When we put together the packages for our campaign and election coverage, we make sure we promote the credibility and popularity of our hosts, reporters, and commentators. We have the top-rated talk hosts in the market, so that makes it easier to do. And we stress our reputation as the station that can get all the major election newsmakers on the air. We also give them frequency during our election coverage, with up to four billboards per hour.

According to a Pew report on news consumption, Americans are spending more time with the news than was the case a decade ago. What is the role of radio today in delivering news? How can it stand out against the competition?

Cliff Albert: The key for radio is to be what other news sources cannot be, and to promote it. Breaking news is still something radio can do well. Plus, with most people online and more people than ever going to their iPhones, etc., to get their news, radio needs to be a place where we can help people understand the news by converting all that information into useful conversation.

Talk radio was the first form of "social networking," a place where people exchange and share information, ideas, and opinions. And now, of course, radio can enhance that experience by engaging the community on the "traditional" social networking sites such as Facebook and Twitter.

Joe Bartlett: Radio is part of a growing mix of media competing for an audience. It's important that radio expand its reach into those other areas. It's the same interaction that occurs when a listener calls to comment on the air. If you can generate interesting subject matter with dynamic personalities, your influence will reach far beyond the limits of an AM or FM signal.

Jimmy Perez: The radio industry has to differentiate its offering. There is an information overload on the Internet that can make it confusing for many people to understand what's going on in the world. Radio has to focus on offering deeper coverage, showing the different points of view, with experts and analysts, bringing a more rounded vision of current events. Radio consumption in general has not been much affected by other media and is still very strong, especially among the Hispanic community.

Chris Carl: Although television (and even newspapers to some extent via websites) have encroached upon the monopoly of immediacy that radio enjoyed for years, I can still get information on the air faster than other mediums. But radio needs to embrace other content distribution platforms to remain relevant. **INK**

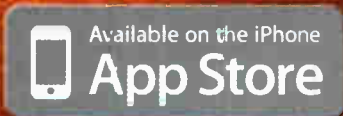
Wendy Bernstein is Managing Editor of *Radio Ink*. E-mail: wendy@radioink.com

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The background image shows a large outdoor event in Washington, DC. In the foreground, a man in a light blue shirt and dark pants stands with his back to the camera, addressing a large crowd of people. The crowd is diverse in age and appearance, with many people holding cameras and smartphones. In the middle ground, there are several large professional video cameras on tripods, and a black canopy tent. The background features a large body of water, likely the Reflecting Pool, and the Washington Monument is visible in the distance under a clear sky. The overall atmosphere is that of a significant public gathering.

Communi

Premiere's Glenn Beck Has A Gift For Getting The Message Out

If Glenn Beck is speaking, it's not just his radio and TV audience that's listening. Beck has in the last couple of years become an attention magnet, most recently with his (surprisingly non-political) "Restoring Honor" rally at the Lincoln Memorial in Washington, DC. Held at the location and on the 47th anniversary of the Rev. Martin Luther King Jr.'s "I Have a Dream" speech, the rally drew international press with speakers including former Alaska Gov. Sarah Palin (a bit of an attention magnet herself).

And with all the press, Beck remains a radio lifer, saying, "Radio is my first love, last love." As a member of Premiere Radio Networks' hugely successful conservative triumvirate — with Rush Limbaugh and Sean Hannity — and a staple on Fox News, Beck is a political gadfly, breaking stories, occasionally embarrassing the current administration, often quoted, and sometimes lied about.

In this Q&A, we get a look at a less public side of Beck — his plans, his relationship with radio, what inspires him, and what concerns him. And some of his responses may come as a surprise.

Communications Major

World Radio History





>> What does radio offer you that perhaps another platform wouldn't? Is radio part of your long-term plans?

Radio is my first love, last love. Since I was 13, I've been doing radio. I can't imagine ever leaving radio. My children always joke that I will die behind the microphone, and I tell them that since I was 13 I've died behind the microphone many times!

Radio offers me something that only radio can offer — on rare occasions television can offer the same thing, but very rarely — and that is a one-on-one, personal relationship with an individual. Radio offers the ability to understand a person really well because you're with them for three hours every day, and it's unscripted. It really is a friendship. I don't know any other media that provides the consumer a friendship opportunity.

Television offers almost a star-like relationship, which has its advantages and disadvantages. With radio, you build a bond with the listener and the listener with the project.

>> All political hosts have listeners who disagree with their opinions. Do you think about those people when you do your show? Is there kind of a bond with them too?

I guess my bond with them would be one question: Why are you wasting your time? I don't have enough time to listen or be involved with someone for three hours if I really didn't agree with anything.

I really don't think of those people who vehemently disagree with me. I do think about the people who haven't made their minds up, or who are questioning, or who agree with some and disagree with others. I don't think about the people who are listening because they hate me. I can't relate to that. If I don't like something, I don't eat it! I don't wanna eat it! Who does? It seems like a colossal waste of time.

>> Within the radio industry, is there anything you want radio managers and sales managers to know or understand about you?

I guess the fact that I'm a radio guy darn near from birth, so I understand the pressures of the individual on-air broadcasters, the pressures of the sales manager, and the pressures of the corporate GM or VP.

I've seen radio now for many years from all levels, and I get it. I understand the talent that doesn't want to be put into a box and wants to say the things that he's thinking and doesn't care about the sponsor per se. He cares about the listener.

I understand the sales manager who needs to keep the lights on and cares about the client, and the general manager who has to care about all of it — and the license.

So I come with a big soft spot in my heart for all of them, and that's why I work so hard to provide the station with the best product we can provide. We don't cut corners on anything on my show. I think I spend more on production, more on research, and more on talent than any other show possibly in radio history. I'm also the only guy in national radio who personally has two local sales reps — one for the East Coast, one for the West Coast — who provide services for the local station, help them sell it locally, help them develop clients locally, be a bridge between me and your sales team.

I am smart enough to know that ratings go up and ratings go down depending on what time of year it is and what's going on — the only thing that really matters in radio is, are people engaged? I can bring a higher-quality listener into a showroom floor or a business than almost any other format and most other shows, and that's why people advertise. They don't just want anybody, they want a certain kind of person.

I also know that if I can't help the radio station keep their lights on, keep their people employed, and make sure they are one of the stars in the corporate chain, it doesn't matter how high my ratings are. There have been a lot of shows that have high ratings and they



can't get any advertisers for whatever reason. We go the extra mile to make sure the local advertisers and the local station know my commitment to them.

>> How would you advise a successful local political host who wants to build a powerful brand and create a national name? What is the most important thing to do with that goal in mind?

There are two pieces of advice, but they are the same: Always be true to yourself. That implies the second piece: Never, ever say something that you don't mean. It's one and the same. Be true to yourself — don't try to be me, don't try to be Rush, don't try to be anybody else. Because you're not, you're you.

Be true to yourself implies don't ever say things for shock value. You can make points, but don't ever make an opinion or fake anything because you think it might do x, y, or z. Say what you mean

and mean what you say. Never, ever try to become something that you're not, because your audience will see right through it. They're smart. They're very smart.

>> If you weren't doing all the things you do, what might you be doing instead?

Sleeping! I just got off a vacation and I'm still sleepy. If I wasn't doing this, I think I would be probably teaching.

>> Who's your favorite author?

Depends. Edgar Allan Poe is one who comes to mind today. I read so much, it's hard to say. I like Poe a lot because he was meant to be read aloud, at least I think. It was in the days before radio and mass entertainment, and if you read Edgar Allan Poe in your head, it's nice. If you read it aloud, it's unbelievable, it's made for radio.

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>> Got a favorite food?

Ice cream. And the more decadent you can make it, the better.

>> Forbes magazine threw out a line earlier this year: "Glenn Beck has managed to monetize virtually everything that comes out of his mouth." Any thoughts on that?

I don't know! I haven't monetized this interview yet. I think I wear that as a badge of honor in some ways. I believe in the free-market system. I believe that if you give someone the opportunity to make a better life not only for themselves, but also for their children, they will rise to the top in most occasions and find a better way to do whatever it is they do. I'm a radio show that employees 40 or 50 people in New York City. I think that's a good thing.

>> Who or what inspires you?

For radio, it has been Orson Welles, because he taught me everything that I need to know, good and bad. One: He taught me there's no such thing as no. You can do anything you set your mind to, you just have to do it with the highest quality that you can. Also, be true to yourself and the vision that you have inside of yourself.

With that said, he also taught me the worst things to avoid, and they are ego and not being able to let go. You'll fail at times — let it go and move on. He created brilliant masterpieces, but he died penniless and unhappy and, in a way, a joke.

The other one in media who inspires me is Walt Disney. Same kind of principle, he was a dreamer. Not a lot of people knew this about Walt Disney: He was not good to his employees. A creative guy could have never worked for Walt Disney because he believed in ruling by fear. So what I've learned from Walt Disney is to treat creative people with real respect and make them a part of the process. Not all of them, a lot of them — the good ones will seek you out.

>> Election Day 2010.

I don't think it changes as much as people hope it does. I hope I'm wrong, but I think it could destabilize us even more. Our broadcasters need to be as responsible as the times demand, and keep their eye on Washington and, in particular, the FCC.

>> The Fairness Doctrine?

Irrelevant. The Fairness Doctrine is not even relevant. If I can quote our new diversity czar at the FCC [Chief Diversity Officer Mark Lloyd], it doesn't go far enough. Radio and freedom to broadcast as we know it is in real danger. And it's all gonna come through local committees that are just going to tell the broadcaster: "Well, we didn't think that was very fair." And they'll shorten the license times and put pressure on us and it will kill the industry.

>> The proposal for a required community advisory board?

It will absolutely destroy radio. It's the fastest way to drive people to XM and Sirius and to iTunes and their iPods. They'll be gone.

>> Why would the FCC want to do that?

Control of the message. If you listen to Mark Lloyd from the FCC and some activist organizations, they're very, very Marxist in that they have a lot of people in the FCC and around the power in Washington, and they know that what gave Hugo Chavez power was control of the media. They really, truly believe that the media needs to be controlled, as opposed to being truly free. And this is nothing more than a political agenda.

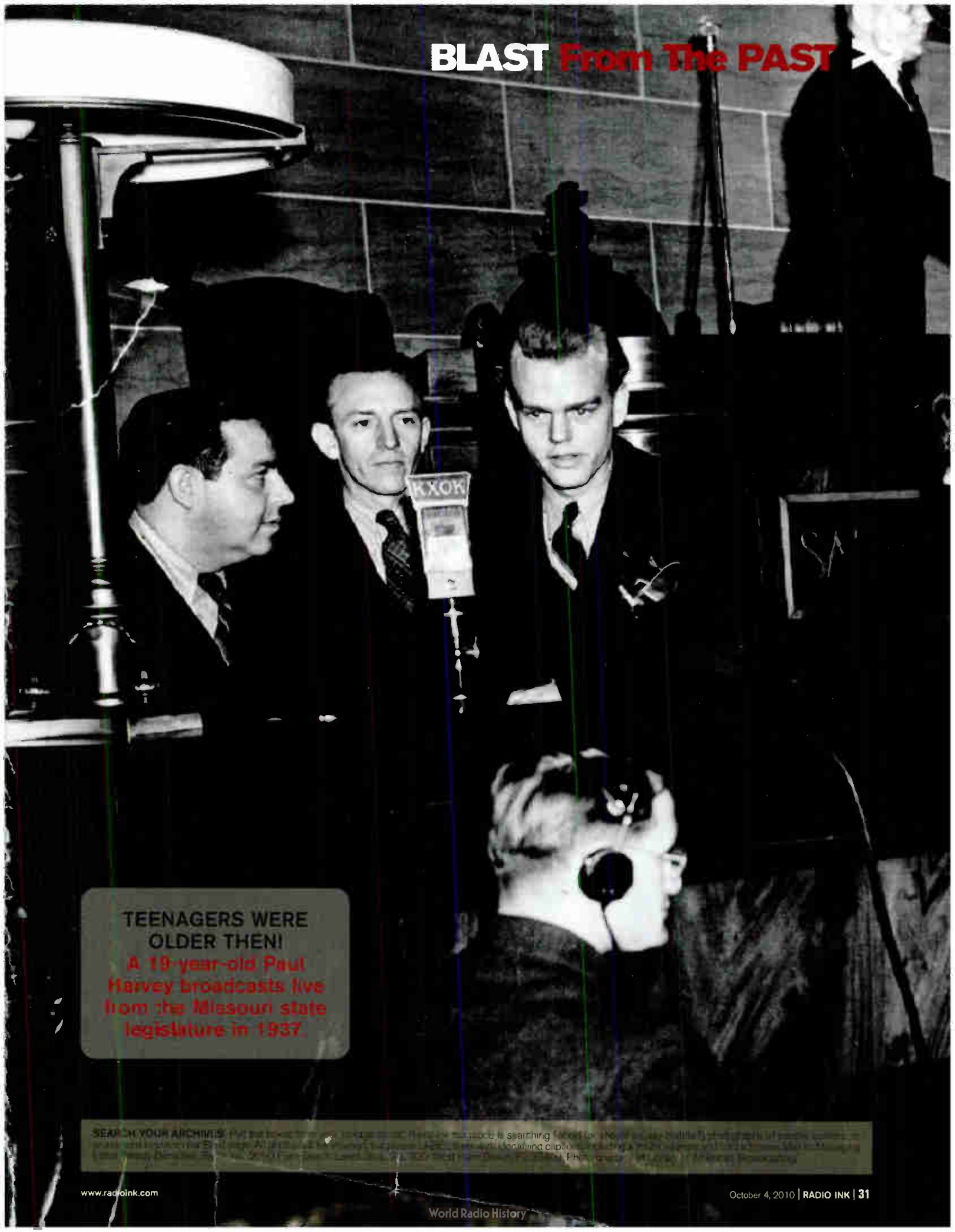
>> What is your goal in your career, and what's your message?

My goal is change, because the times have changed. When I first got into talk radio, it was merely to entertain and to inform. But that has changed — it changed slightly after September 11 and a great deal in the second term of George W. Bush, when I started to see over the horizon what was coming.

Now it is to still provide a marketable and entertaining product, but it is to inform and defend. I hope I'm wrong, and I know I have a lot of detractors who say I'm wrong, but what if I'm right? If I'm right, radio and television and cable and the Internet will change dramatically, and our right to true, free, unfettered free speech is in jeopardy.

Why do I do it? Now, I do it for my children. **INK**

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TEENAGERS WERE
OLDER THEN!

A 19-year-old Paul
Harvey broadcasts live
from the Missouri state
legislature in 1937.

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