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**MARKET**

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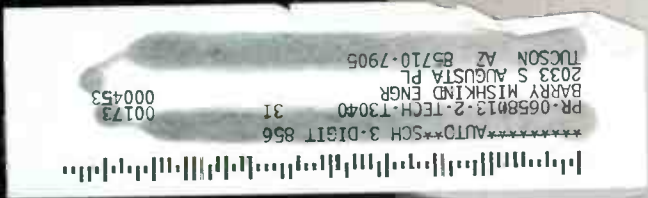
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# THE BEST IN URBAN TALENT



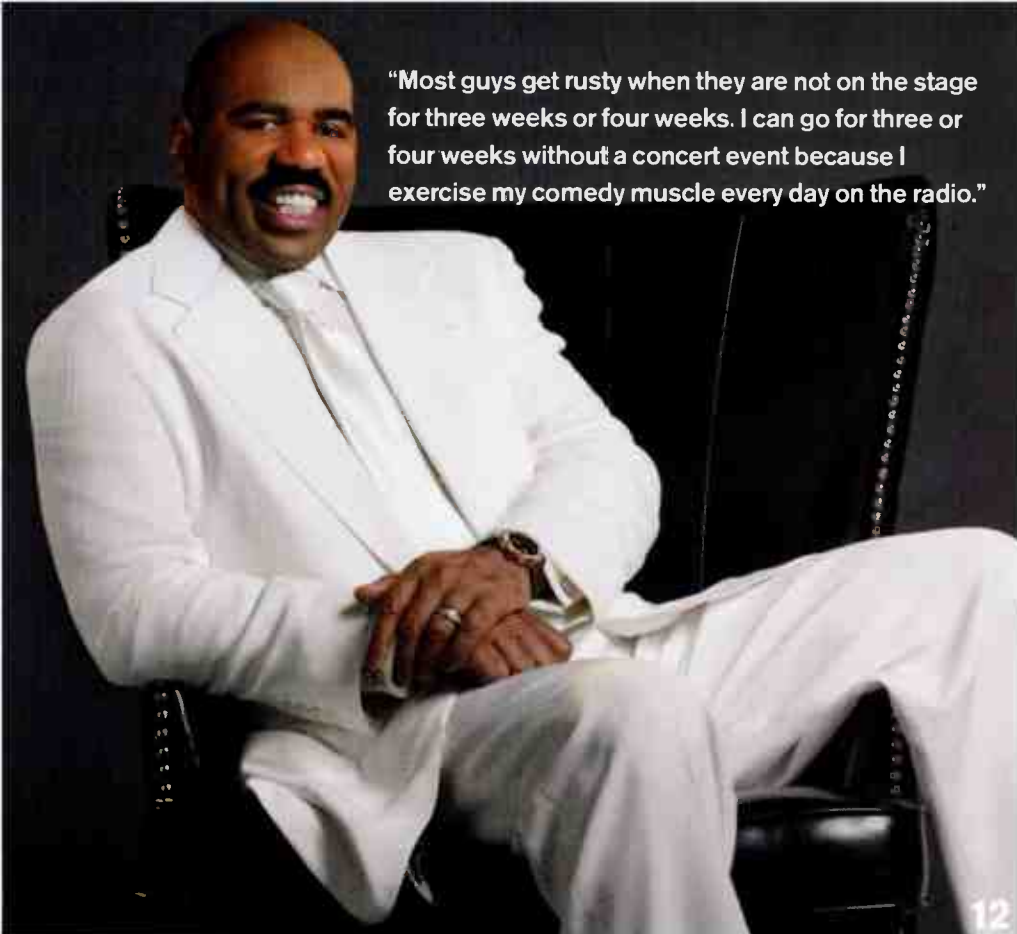
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*Our Mission: Radio Ink's role is passionately to empower radio management to be more successful by providing fresh, actionable, reality-based ideas, inspiration, and education in a quick, easy-to-read, positive, pro-radio environment.*

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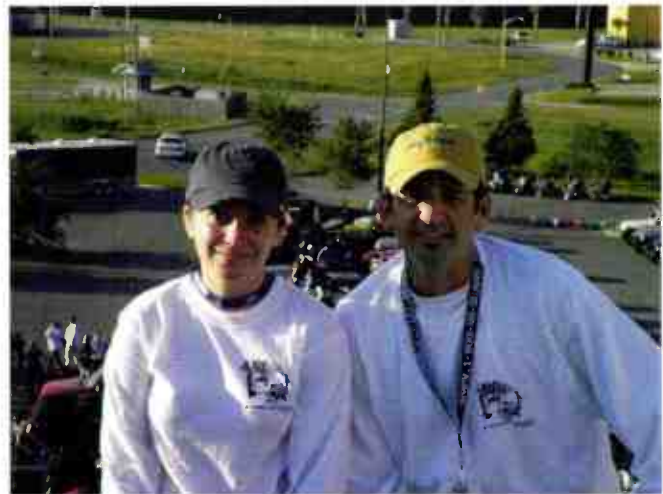
Orlando's Z88.3 recently hosted a free concert by Big Daddy Weave for listeners who turned out for the Serving Humanity Orlando-Wide event, presented in partnership with the Florida Hospital College of Health Services. Here's Z88.3 morning personality Ellis B. Feaster (l) with Mike Weaver of Big Daddy Weave.



Country artist Randy Montana stopped by the studios at WIVK/Knoxville to chat with afternoon drive personality Gunner. Seen here (l-r) are Gunner, Montana, and Mercury Nashville exec Bruce Shindler.



Bloomberg Radio's Tom Keene (pictured) and Ken Prewitt broadcast live from the Loews Regency Hotel in New York as part of a "Breakfast at the Regency" feature. Prewitt and Keene host *Bloomberg Surveillance* weekday mornings on WBBR/New York and Sirius XM.



KTDY/Lafayette's John "Jaycee" Falcon organized the fifth annual Jeep Jaunt to benefit the American Lung Association of Louisiana. The Jaunt raised nearly \$38,000 for the organization; seen here at the event are KTDY's Dawn Richard (l) and Falcon.

Sprint, the Thurgood Marshall College Fund, and Wells Fargo are sponsoring the 4G Competitive Edge Filmmakers Challenge, touring colleges and calling on students to shoot short films with their smartphones. Here are WQOK (K97.5)/Raleigh night host Nikki Nicole (l) and award-winning filmmaker and WGIV/Charlotte *Cooling Out* host Tim Greene, with tour coordinator Dee Dee Faison of Miles Ahead Entertainment.







**B. ERIC RHOADS**  
FROM OUR CHAIRMAN

# Advertising Bigotry Must Stop

**W**hen visiting a distant relative as a kid, I was flipping through an old family photo album. I saw a couple of family group shots in which a black man was present. "Who's that?" I asked. My relative's response was to quickly flip the page and say, "That's Uncle Billy. We don't talk about him."

That was my first exposure to racism in my own family. Thankfully, my immediate family did not hold those views.

I'm often asked why we do an annual issue devoted to African Americans in radio, and why we don't instead just make sure that we're giving proper coverage to African Americans within our industry on a regular basis. Frankly, we try to do both.

It was more than 20 years ago, but I still remember how my heart sank when one of my friends, an African-American broadcaster, shared stories with me about how his station missed out on business others were getting because of client dictates that didn't allow agencies to purchase time on black-targeted radio stations. I couldn't believe that went on in our supposedly equitable society. I exposed the practice in an editorial, and that opened the floodgates as readers shared even more instances of "no urban dictates" and pointed to other areas of the radio industry where African Americans were not being treated equally.



Rev. Dr. William E. Summers III (1918-1996), a station owner and noted broadcast journalist, in 1979 became the first African American to head a state broadcasters association when he was elected president of the Kentucky Broadcasters Association.

I hadn't stopped to think that I was not doing much with Radio Ink when it came to coverage of black broadcasters, but once that was pointed out, coverage became a priority. My intent is to reflect what is happening in the industry, and a dedicated issue at least once a year acts as a reminder for us and makes sure we're always doing something.

Though there has been significant progress in eliminating "no urban dictates," it still goes on, hard though that is to believe. Every year we hear stories of advertisers who don't think radio targeted to African Americans is worthy of their advertising. But it's a rare product or service that African Americans do not embrace, and every station that reaches an advertiser's target should be considered.

This annual issue of Radio Ink is not only designed to honor the men and women making things happen in African-American-owned or -formatted radio, but to continue to raise awareness of the issues these broadcasters face — both issues common to the industry and things they deal with that the rest of us do not. It's critical that we are unified in our belief that advertisers must not treat broadcasters any differently because of the color of the skin of their owners or audiences. Advertisers who are bigots need to be exposed for what they are, and we should all do our part to level the playing field so race does not enter into buying decisions and all radio is treated equally. **INK**

*B. Eric Rhoads*  
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# Overcoming Management Challenges In 2011

**H**itting budgets, hiring salespeople, reporting up the chain. It's all part of your normal 12-hour workday. Now you have to incorporate Facebook and Twitter and your dot-com. How do you make it all work in 2011? Three top general managers from across the country answer that question.

**Bill Berry:** In the '90s we sold spot inventory for the best price we could get, hoping ratings would keep going up. Plus, we had live personalities all day. In the early 2000s, NTR was the buzz. We had to find additional ways to grow topline revenue outside of spots. Websites, promotions, special events, and third-party vendors became a regular part of the budget.

In the late 2000s, digital, search engine optimization, and Web design were added to the arsenal as we continued to look for ways to grow revenue — in addition to using Facebook and Twitter to market ourselves to a fast-moving, immediate-gratification audience.

While we've had to adapt to change, my personal management style hasn't changed. As long as we treat our employees with respect while holding everyone accountable to their goals, good things happen. I've always been a firm believer in modeling the behavior you ask of your staff. If they see you working hard, they work hard. If you take time to help them, they go the extra mile.

The most important part of our business is our people. If managers truly believe that, they will show it in their actions, every day. Nothing bothers me more than a manager complaining about staff to other managers. When a manager can look in the mirror and say, "I've done everything I can possibly do to help my staff achieve greatness," then and only then can they complain when one of them fails. Your staff's success and failure is a direct reflection on you as their manager.

**"WE HAVE A RULE. YOU CAN ONLY HAVE A BAD 15 MINUTES, NO BAD DAYS."**

— *Jamie Evans*



**Bill Berry**  
VP/GM  
Journal  
Broadcast Group  
Tulsa Operations

**"THE MOST IMPORTANT PART OF OUR BUSINESS IS OUR PEOPLE. IF MANAGERS TRULY BELIEVE THAT, THEY WILL SHOW IT IN THEIR ACTIONS, EVERY DAY."** — *Bill Berry*

**Jamie Evans:** The challenges are the same: finding clients that want to buy. In a small market, business is driven by local. The key is the relationships. How we build those relationships is a little different. Today salespeople use Facebook and other social media to stay in tune with their clients, but there is still no better way than face-to-face.

I've found that the best way to grow revenue is to have a veteran staff. It takes months and years to build client relationships, and turnover can destroy a station. Making the station a great place to work is all on me, the GM. You must have positive energy at all times. Negative attitudes can change the atmosphere in a hurry.

We have a rule: You can only have a bad 15 minutes, no bad days. Fix the problem, buck up, and move on to the next challenge. Managing in 2011, you're only as good as your people. Find the right people and treat them like gold, and you will win in the end.



**Jamie Evans**  
General Manager  
Sound  
Communications  
Elmira-Corning, NY

**Vinny Brown:** The challenge for stations in radio's number one revenue market remains the same as in any other market competing for spot revenue. Although revenue may appear to be making a slow turnaround, I believe most managers will agree, it's certainly not quick enough, and far from levels we once enjoyed. As in many markets, developing and monetizing the station's new media offerings — website, streaming inventory, and social networking — has become vital in helping aggregate overall sales efforts.

NTR opportunities are also being maximized for advertisers, to help supplement regular transactional business. However, those of us who've experienced the ebb and flow through the years believe in and share the passion of radio, and we remain optimistic about its adaptability. **INK**



**Vinny Brown**  
General Manager  
(recently retired)  
KJLH/Los Angeles

Ed Ryan is Editor-in-Chief of Radio Ink. E-mail: edryan@radioink.com





# Does God Like You?

If you're reading this sentence, it's because the headline:

- Startled you by its intrusive, personal nature.
- Irritated you with its assumption that God exists.
- Intrigued you because you never really thought about it.
- Touched within you a pre-existing suspicion or belief.

Opening lines — including the subject lines of e-mails and the opening sentences of speeches, sermons, and radio ads — are vitally important. The headline that pulled you into this story is interesting because it:

- Is taboo, introducing the subject of a deity.
- Is a question for which there is no obvious answer.

You realize I just taught you two techniques for creating good opening lines, right? Touch a taboo, and/or ask a question that has no obvious answer.

Here's another good headline:

## Four Out of Five People Think the Fifth Is an Idiot

That one is interesting because it:

- Is funny.
- Says far more than it says (multilayered).
- Reminds you of things you already know about foolish statistics, public opinion polls, and prejudices disguised as research. "Me and all my friends..."

Fifteen years ago, when I first began writing for *Radio Ink*, Eric Rhoads said, "Make your readers want to cheer your name or make them want to tear you limb from limb, but never let them be bored."

- That's another useful tidbit: People would rather be angry than bored. So don't be afraid to touch a nerve.

Think of an advertiser whose business you know fairly well. Now create six different radio ads for that advertiser, each one opening with a line that proves you can use each of the six techniques we've named. I'll go first. The advertiser is a jeweler that wants to sell engagement rings.

**1. Taboo:** *Two different women have both had sex 100 times. The first one had sex with 100 different men, one time each. The second one had sex with one man, 100 times. Do you see a difference? Diamonds are like that, too.*

**2. Question:** *Who was the first guy to pick up a diamond, polish it, and give it to a woman? What did that guy see that no one else saw? And how did the woman react?*

**3. Funny:** *"To be or not to be..." That's not really a question. [3-sec. pause.] "Whether 'tis nobler in the mind to suffer the slings and arrows of outrageous fortune..." [2-sec. pause.] I'm not sure what Bill Shakespeare was talking about with those slings and arrows, but I could definitely use an outrageous fortune right now. I'm about to get engaged and it's time to buy a diamond engagement ring. Yeah, some outrageous fortune sounds pretty good to me.*



**4. Multilayered:** *A diamond is NOT forever. Diamonds can be shattered with a hammer, burned up in a fire, and ground into powder. But the relationship symbolized by a diamond IS forever. Your girlfriend has an important question, and it's this: Are you a forever kind of guy? [3-sec. pause.] She really needs to know.*

**5. Tell them what they already know:** *A diamond is a rock ... just a rock. Someone dug it out of the dirt. But when worn on a girl's left hand, that special, one-of-a-kind rock sparkles a message of commitment to everyone it encounters. That rock shouts to the world that this woman is in a committed relationship. And a shouting rock, mi amigo, is a very, very good thing.*

**6. Touch a nerve:** *Is Glenn Beck the new Joseph McCarthy? Some people say yes, some say no. Diamonds are like that, too. Some people say the clarity of a diamond is its most important characteristic. Others say clarity is a diamond's least important characteristic. Here at \_\_\_\_\_ Jewelers, we believe the clarity of a diamond is \_\_\_\_\_. But we're gonna leave that whole Glenn Beck thing up to you.*

One last thing about opening lines and headlines:

**7. Never promise something in an opening line or headline that you don't deliver in the story. Readers aren't quick to forgive a bait-and-switch.**

So in the spirit of delivering what I promised in the headline, I'll share with you the following thoughts: It is easy to believe God loves us. It is somewhat harder to believe that He likes us.

You have certain people in your life you love because they are "family." But do you really like them? Even you-know-who? Would you have chosen that person to be your friend if they hadn't been thrust upon you by the genetic lottery? (Wow. There's number one again. Taboo.)

Love requires a commitment that runs deeper than your feelings. This irrational, wonderful, life-giving commitment makes it possible for us to love people we don't really like, people we would never have chosen for rational reasons.

Love isn't a feeling, it's something you do. Love is action. Love goes where it's messy and always has its sleeves rolled up. This is why we can love people we don't like. But just for the record, God likes you. He actually likes you.

I asked him if he was sure. He said, "Yeah, I'm sure."

Go figure. **INK**

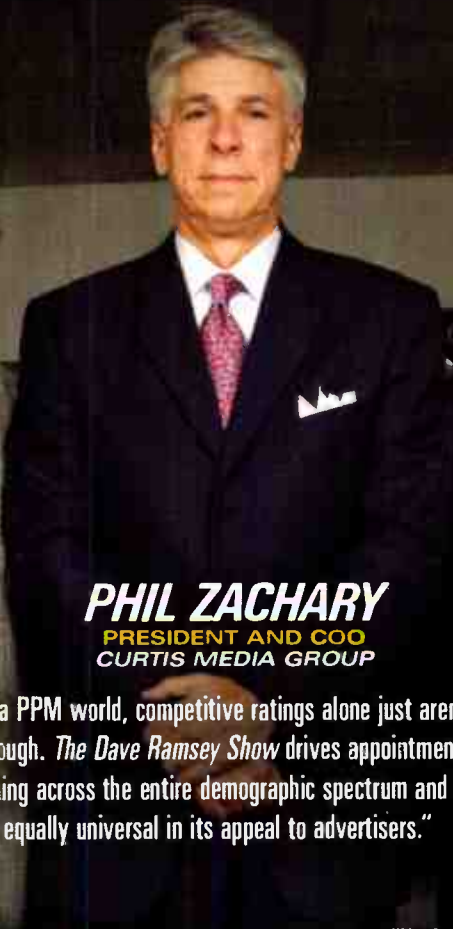
Roy H. Williams is president of Wizard of Ads, Inc. E-mail: Roy@WizardofAds.com





**TOM HAMILTON**  
GENERAL MANAGER  
WSJS WINSTON-SALEM

"From a product perspective, having *The Dave Ramsey Show* within our station lineup is like having an umbrella with you during a light rain ... you know you're protected."



**PHIL ZACHARY**  
PRESIDENT AND COO  
CURTIS MEDIA GROUP

"In a PPM world, competitive ratings alone just aren't enough. *The Dave Ramsey Show* drives appointment listening across the entire demographic spectrum and it's equally universal in its appeal to advertisers."



**DAVID STUCKEY**  
VICE PRESIDENT/GM  
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"Having Dave Ramsey on your radio station is like having a major sports franchise in your market; his name and his show open a lot of doors."

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World Radio History

# Online Coupons: An Easy Way To Take Cash From Valpak

**P**eople love their coupons. When that Valpak envelope or the Sunday paper arrives, I look at my wife sitting at the kitchen table, slicing and stacking and counting. "Is it really worth it to save \$10?" I murmur that to myself, not saying it out loud, of course. You guys know the deal. I'd rather clip my toenails than clip coupons. Digging out coupons only slows me down when I'm at Costco, using my cart to mow down the people who are stopped in the middle of the aisle eating all the free food.

But the coupon business is up to \$37 billion a year, so I'm guessing my wife is not the only one counting and stacking. Of that \$37 billion, radio gets 11 percent. Ugly stepchild once again. And now this Groupon thing is all the rage. Groupon has more than 50 million subscribers and claims 22 million. Groupons have been sold in North America. The bonus



Staffers at 10LocalCoupons.com. In back (l-r): Courtney Kniffin, Danielle Dongo, Scott Carlin, Vinny Santaiti, Elizabeth Czajka, and Lorraine Rutherford. In front (l-r) are Dennis Benedetto, Debbie Schwartz, Tom Sly, Eric Straus, Steve Bywater, and Shawn Adams.

for the local advertiser is that Groupon has cut out the middlemen, the newspaper people — it's all online. And not only do people love their coupons, they love getting them online. Groupon claims it's saved shoppers \$980 million so far. Not bad for a

company that launched in November 2008.

Former radio station owner Eric Straus wants to raise that 11 percent figure for radio. He says he has a pretty good plan, and it'll just be a question of whether radio executives and managers are willing to listen to his pitch and commit to the strategy. Straus is the man behind RegionalHelpWanted.com, a company he started after he sold his radio stations to Clear Channel in 2000.

His latest company launched in August 2010. It's called 10LocalCoupons.com — and Straus says the new venture was designed to "kill Valpak." No small task! Valpak started in 1968, when one man, Terry Loebel, mailed 14 different coupons to 20,000 people in Clearwater, FL. In 2009, Valpak mailed out 20 billion (yes, that's a "b") coupons. It reaches 42 million unique addresses each month. And in 2006 Valpak teamed with Google to provide online coupons through Google Maps. So it's safe to say that "killing Valpak"

could be as tough a task as killing UBL.

Straus' second goal is to put money on broadcasters' bottom line, and that may be easier. For the local merchant, he says there are four benefits in going with 10LocalCoupons.com instead of Valpak.

1. It takes five minutes to post a coupon vs. days of dealing with a salesperson and graphic designer for Valpak.
2. The coupon offer is delivered by e-mail to thousands of opted-in consumer prospects. With Valpak, Straus claims, "Coupons are thrown out as junk mail most of the time." I'll need to ask my wife about that one.
3. Valpak has printing and mailing costs, so the cost for each merchant is high. At 10LocalCoupons.com, the investment for each local merchant is lower.
4. With 10LocalCoupons.com, the local merchant's coupon is posted immediately. With Valpak, the offer goes out weeks after it's submitted and after a cumbersome approval process.

On the radio side, each station is asked to run professional-sounding spots, BTA. "Together we build a huge direct mail brand in the local market," says Straus. In other words, the name of the program changes for each market: 10DesMoinesCoupons.com, 10BuffaloCoupons.com, 10LosAngelesCoupons.com, etc.

10LocalCoupons.com handles sales, customer service, upselling, renewals, technology, and accounting. It's turnkey, which is the way managers like things. Too many other things to do, not to mention reporting to the corporate mac-daddy who seems to call once a day, not once a week as promised.

And now for the million-dollar question: How much does the radio station get? You get 70 percent of the net revenue from merchants posting and e-mailing their coupons. Straus estimates that an average-size cluster of radio stations in an average-size market should generate \$250,000-plus by year number three. That's revenue with no sales effort and no sales expense. It'll take the first two years to build the program, so you need to keep in mind that this is not a get-rich-quick scheme.

However, this or another online coupon program may be worth a try as you work on making your remotes relevant, fix the transmitter, manage your managers, figure out what to do with your dot-com, and oh, yeah, sell the regular inventory.

10LocalCoupons.com is in 100 markets, and you may have already heard ads running in yours. For more information, contact Eric Straus at [eric@strausdigital.com](mailto:eric@strausdigital.com). **INK**

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# The Power Of Possibilities

Sheila Eldridge is a woman who has never taken “no” from anyone who couldn’t say “yes.”

**A**s a student at Howard University, Sheila Eldridge’s determination to work at the university’s commercial radio station landed her the station’s first student internship. “I couldn’t understand the concept of ‘students don’t work there,’” she says. “I was like, ‘That doesn’t work for me. I’m paying my money to go to this school and you’re telling me I can’t work here?’ So I pushed my way in the door.”

And Eldridge has been opening doors ever since. As founder and president of Miles Ahead Entertainment, the former radio announcer and record promoter launched *Café Mocha*, the only nationally syndicated radio program by and for women of color, a little over a year ago.

## Who are you trying to reach with *Café Mocha*?

A recent Lattimer Communications study, “A Profile of Today’s Black Woman,” found that 86 percent of African-American women say advertisers need to do a better job of talking to them. Advertisers need to re-evaluate their marketing campaigns targeting this important segment.

The study also revealed that most industries can do a better job of marketing to African-American women, especially in categories like automotive, banking and financial, travel, and health care and pharmaceutical. The goal is to establish *Café Mocha* as a radio platform that speaks to those women and supervises that audience.

## Along with selling possessions to open your own business, you tapped into some state programs.

When I started my business over 25 years ago, my mother, a government accountant, sent me \$500 and a list of government programs specific to California. That contribution from my mother was the single biggest asset I had in launching my business. Plus, being a graduate of Howard University’s School of Communications offered a network of associates and friends who were also instrumental in securing my first clients.

## What other options would you suggest?

The Small Business Administration has a wealth of information for small businesses, and specifically for women-owned businesses. It takes ongoing research and patience to access their resources. I also found a key to securing government contracts is maintaining strong business partnerships to build credibility, and building an honest relationship with your banker, investor, etc. Continually attend conferences that specifically relate to your business,

as well as conferences that focus on disciplines that tangentially relate to your business.

## What was the biggest obstacle you faced?

I’m a believer that if follow your passion, versus money, there is no obstacle too big to overcome. My approach has always been to continuously update my business plan and attend conferences and programs that further that education. I take the approach that my field is organic, constantly changing, and that keeping abreast of new trends and influences allows me to have a fresh approach to creating and adapting business opportunities that are in step and, no pun intended, “miles ahead” of the rest.

The biggest obstacle any entrepreneur faces is access to capital, and being a woman makes it even tougher. Stay resourceful, practice conservative business operations, and know this is a “team sport” business. Your greatest resource is your staff. Building a strong team is the way I’ve forged through.

## How has the business landscape for women and minorities in media changed over the years?

The landscape for minorities, especially women, has become far more difficult, and with the economy in a downturn the past several years, access and resources are much more limited. But the advent and rapid growth of the Internet has helped level the playing field for smaller entrepreneurs, with more information and research available on alternative funding, such as angel networks, peer-to-peer lending, and, most importantly, “out of the box” marketing opportunities to position your product or business.

One of the most beneficial opportunities for me in recent years was, in 2006, participating in the yearlong NAB Broadcast Leadership Training program, designed to help develop broadcast ownership for minority- and women-owned businesses.

## What’s the best advice you were ever given?

Stand on these four mantras in every decision you make. Passion: Gotta have it. Focus like a laser. Persistence: Behind every no is a yes. Luck: where preparation meets opportunity. Every failure is a stepping stone toward your next endeavor. **■ ■ ■**



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President, Miles Ahead  
Entertainment

Deborah Parenti is VP/GM of *Radio Ink*. E-mail: [deborah@radioink.com](mailto:deborah@radioink.com)

# Straight T

## Steve Harvey is a man for all seasons, in radio and more

{ By Editor-In-Chief Ed Ryan }

The past few months have been quite eventful for 54-year-old Steve Harvey. Not only does he have a Premiere Radio Networks-backed morning show with more than 60 affiliates, he's basking in the glory of his second best-selling book, and he's playing the role of Richard Dawson on the set of *Family Feud*. Give me the five most popular answers to the question "Who's being pulled in 50 different directions?" "Steve Harvey? Ding! Number one answer!"

The heat in Harvey's life was recently turned up even more, when his ex-wife popped up on YouTube saying not-so-funny things about the comedian. Soon after it was announced that *The Tom Joyner Morning Show* was coming back to New York City, where Harvey has been heard for the past five years, Joyner had the ex-wife on his newly launched show. When we interviewed Harvey, he told us he and Joyner were close friends. It's probably a safe conclusion that the friendship may not be exactly where it was just a few months ago.

I'm guessing comedians have a thick skin. How could they not? You have to when you make jokes, some about other people. But I knew things were getting uncomfortable when one of Mr. Harvey's people called me ahead of the interview to get a "flavor" for the questions. I got the picture. No personal questions. That's not what *Radio Ink* is about, so it wasn't a problem.

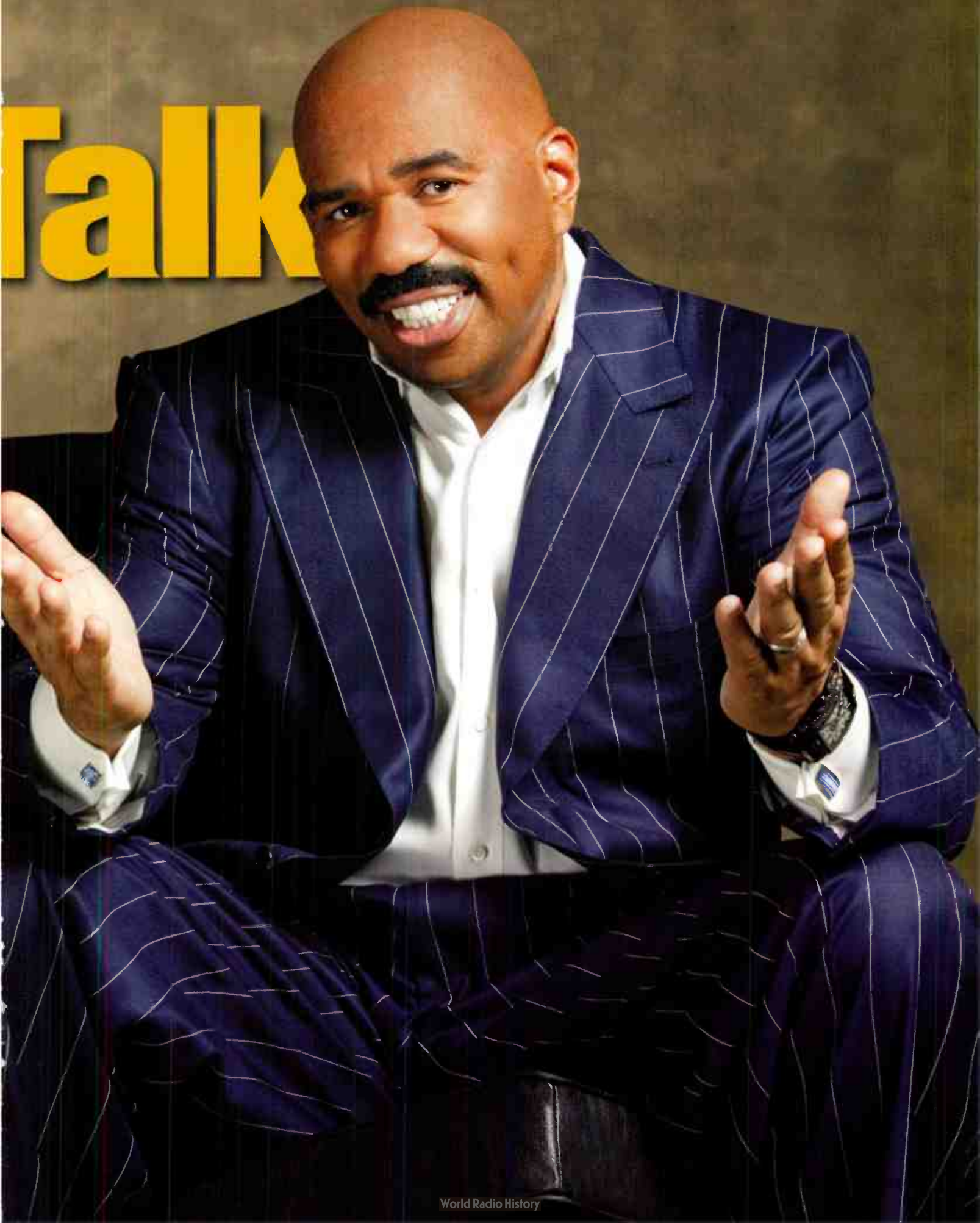
The *Steve Harvey Morning Show* has approximately 7 million listeners in the 64 markets it plays. The four-person team mixes comedy, religion, relationship advice, prank phone calls, the Pastor's horoscopes, and inspirational messages. The primary audience for the show is the African-American community, and it's all anchored by a comedian who began in radio in 2000 on a single station, then-Radio One-owned KKBT/Los Angeles (now Bonneville's KSWD). Harvey's current L.A. affiliate is Taxi Productions' KJLH.

The show's other players include Shirley Strawberry, whom Harvey started working with back when he started on KKBT. But Harvey says Strawberry was initially forced on him. "They said, 'You need a radio person next to you,'" he explains. "They didn't get the wild, loose-cannon, gunslinger thing I was doing on the radio. So they put her next to me, and she turned out to be one of the best gifts I've had in radio." In fact, Harvey has since dubbed Strawberry the "best voice in radio."





talk





Steve Harvey will host the ninth annual Hoodie Awards in Las Vegas in August. Harvey created the Hoodies to recognize everyday people "from the 'hood" who have businesses that deserve recognition.

## **"MOST DJs ON THE RADIO, WHEN THEY TELL A JOKE, THEY IMAGINE THOUSANDS OF PEOPLE DRIVING TO WORK CRACKING UP. I DON'T IMAGINE IT. I KNOW I HAVE THEM CRACKING UP."**

Rounding out the team are Harvey's nephew Tommy (Thomas Miles) and Carla Ferrell. "My nephew Tommy is my sister's son," Harvey says. "He's an actor who finished up with an acting degree at Texas A&M. He was opening for Luther Vandross, doing comedy, and I gave him a shot. Carla is a radio person, a real program director and all of that. That's how it all got started."

### **Real Muscle**

With all his fame, and no doubt fortune, why would Harvey choose to get into radio? Why get up at 4 a.m. five days a week when he's already successful in comedy, TV, books, and more? Harvey says radio benefits all those things. "It allows me to keep my comedic muscles exercised on a daily basis," he says. "Most guys get rusty when they are not on the stage for three weeks or four weeks. I can go for three or four weeks without a concert event because I exercise my comedy muscle every day on the radio."

He adds, "Being on the radio also allows me to expose another side of myself. I have a spiritual side and a humanitarian side, and I am also a father and a husband. I get to be a lot more well rounded on the radio."

As for the early hours, Harvey has no problem with them. He's up every morning at 3:30, he's in the gym at 4 a.m. for a 45-minute workout, and he's showered, dressed, and out the door by 5:30.

The show also serves as a venue for Harvey to share relationship advice with his listeners, through a segment called "Strawberry Letter," a sort of radio answer to Dear Abby. The listeners want advice,

and the show is more than willing to give it to them (no doubt picking up comedy bits from letters along the way). Some questions people ask are easy, some are challenging, and some are just plain ridiculous.

On the show recently, a 58-year-old woman was facing a dilemma. She wanted to know why the guy she was dating, also 58 and married, was upset with her for dating another married man, who was 53. She asked, "Why is he upset with me when I allow him to go home to his wife without complaining?"

Harvey says, "That question was mind-boggling to me." So how does he answer questions like that without just shaking his head? "No, I was shaking my head. I do it, man," he says. "I was shaking my head the whole time. At one point you just gotta say, 'Wow, are you really this stupid?' You just can't help some people. You're 58, and you don't understand why your life is not working out too well."

"Strawberry Letter" gave Harvey the idea to write his first best-selling book, *Act Like a Lady. Think Like a Man*, back in 2009. The book spent 64 weeks on the *New York Times* bestseller list and has sold 1.7 million copies so far. In December 2010, Harvey released his second book, *Straight Talk, No Chaser: How to Find, Keep, and Understand a Man*. It's also become a smash hit, debuting at number one on the *New York Times* list.

### **Real Connection**

With 6,526 FM stations and 4,782 AM stations in America, many with a morning man or morning show trying to be the next big star,



what makes Steve Harvey connect with the radio audience — an audience that seems to be getting more picky about what they listen to, and how they listen to it, every day?

Harvey says the winning formula is funny. People want to laugh. “I happen to be one of the few stand-up comedians to become a radio personality,” he says. “I think I have an edge in the funny department by a long shot, because most DJs on the radio, when they tell a joke, they imagine thousands of people driving to work cracking up. I don’t imagine it. I know I have them cracking up. Because that’s all I’ve done. I am a comedian. I tell jokes. I have a better sense of what’s funny than most people, and I have a more unique brand of humor that I have brought to radio. So that’s probably my edge.”

WBLS/New York PD Skip Dillard agrees. He says, “I think it’s Steve’s positive, ‘real-talk’ approach to his audience. New York requires experience and paying your dues. His team helps him produce great features, and the overall ‘fun factor,’ guaranteed every morning, that makes a morning show great. You’ve got a laugh to take with you into your day.”

Harvey believes his approach to morning radio is unique. “As a stand-up comedian, my success has been that I am an observationist when I am onstage,” he points out. “My observations lead to exasperation, and that’s the best form of comedy. Because every joke is actually 90 percent truth. So when I make an observation, 90 percent of what I see, I’m going to tell. I’m exasperated about it because I find the angle that’s going to tick people off about it — which is always extra funny to laugh at.”

Harvey goes on, “We do something really unique on our show. We have a very inspirational, uplifting, informative, and funny show. I know the funny level is hard to reach for most people. The inspirational aspect of the show is very hard to be reached by other people. Anybody can disperse information, but at the same time, we’re pretty entertaining. I think we do two or three things at a higher level than most people.”

### Real Impact

Surveying the Harvey affiliate stations around the country, general managers are most impressed with Harvey’s ability to have an impact on communities. Larry Weiss, GM of NextMedia’s urban AC WQSL &



**SIDELINES**

**WORST TV SHOW ON RIGHT NOW?** Well, I tell you — *Jersey Shore* is the worst show on TV.

**FUNNIEST COMEDIAN RIGHT NOW?** Chris Rock.

**WHO OUT THERE THINKS THEY'RE FUNNY BUT THEY'RE REALLY NOT?** That list is so damn long.

**DON'T WIMP OUT. GIVE US ONE NAME.** There's a comedian named "Stank Meat."

**IF YOU COULD ASK PRESIDENT OBAMA ONE CRAZY QUESTION, WHAT WOULD IT BE?** How did it feel the first time when you put your pajamas on and laid down in the presidential bed?

**IF YOU COULD SAY ONE HONEST THING TO BRETT FAVRE, WHAT WOULD IT BE?** I saw the chick he was texting, and she was pretty fine.

**HOW MUCH DO YOU BENCH PRESS?** A hundred and ninety pounds. If I did more than that, my buttons would be shooting across the room.

**HOW WOULD YOU CHANGE RADIO?** More content, less music. That would make me very happy, but that's not how PPM works.

**OTHER THAN GOD, YOUR PARENTS, OR YOUR FAMILY, THE TWO PEOPLE YOU MOST ADMIRE.** Martin Luther King was very influential. Bill Cosby has been pretty important to me.

WQZL/New Bern, NC, tells Radio Ink, “Steve Harvey is improving the quality of life in our market.”

In fact, Harvey created the Hoodie Awards for just that reason. He explains, “My big event is the Hoodie Awards out in Las Vegas, where we recognize everyday people who have businesses and companies in the ‘hood that deserve a round of applause and recognition.” This year the Hoodie Awards, sponsored by Ford, will be held August 11 at the Mandalay Bay Resort in Las Vegas.

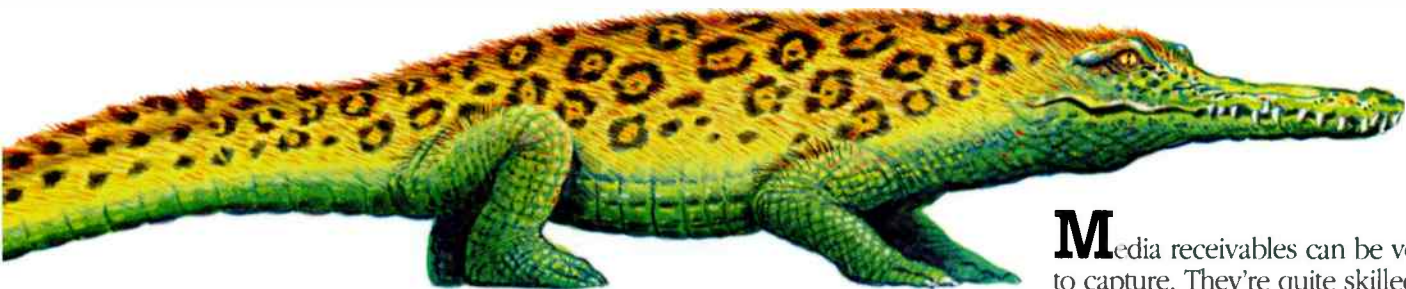
Additionally, at the beginning of each year Harvey hosts the Disney Dreamers Academy, where he flies a hundred kids, boys and girls from around the country, to Disney World to explore their dreams and career options. He also hosts a big mentoring program at his ranch in Dallas, with 100 boys from around the country from single-parent homes, and his wife, Marjorie, annually brings 100 girls to Atlanta to mentor the girls in her program.

Pointing to another example, Harvey says, “We have our annual turkey giveaway. Last year, we gave away 100 turkeys in all 64 markets that we broadcast in. I think we constantly try to show some form of gratitude to the people who make us who we are.”

KRNB/Dallas GM Michael Erickson says Harvey “brings great star power” to a market that is extremely competitive, with four urban stations battling for listeners. Vinny Brown, who was with Harvey when he first started in syndication, says, “We had to have Harvey on WBLS. The entertainment value of the show, the spirituality, the ‘Strawberry Letter,’ the comedy, the closing remarks, it’s all there.” He adds, “The Steve Harvey Show is the best decision a general manager can make, if the format is compatible.”

If you’re a general manager wondering if you should pick up *The Steve Harvey Morning Show*, here’s Harvey’s pitch: “We keep trying to introduce different guests, but we keep steady casters like the Pastor, who always has something different to say. The prank phone call is always something different. We keep the subject matter fresh from many different angles. This year we’re looking at doing some things on the show to keep it fresh, to reinvent ourselves.” **INK**

For Steve Harvey syndication information, contact Rachel Nelson at Premiere Radio Networks at 818-461-8057.



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# The Most Influential African Americans In Radio

By Editor-in-Chief Ed Ryan

Influence is defined as “the capacity or power of persons or things to be a compelling force on or produce effects on the actions, behavior, opinions, etc., of others.”

The people on this list were chosen by *Radio Ink*’s editors and by peers in the industry, who were asked to give their input on whom they believe wields the most influence in radio. And not just in radio — these are executives who make big decisions that



**1 ALFRED LIGGINS**  
President/CEO  
Radio One



**2 CATHY HUGHES**  
Founder/Chairperson  
Radio One

affect a lot of people, at a time when many in our industry worry about their futures.

These individuals are a compelling force in the radio industry. We are pleased to present *Radio Ink*’s 2011 list of the Most Influential African Americans in Radio.

Lists can be subjective. Debates rage between hard-headed editors, and opinions fly in from everyone who has a stake or knows a peer whom they believe deserves to be placed more prominently. But there really is no debate about who tops this list. Radio One is king of the mountain, and President/CEO Alfred Liggins and founder/Chairperson Cathy Hughes continue to wield the most influence and get the most respect.

Radio One focuses on urban formats with its 53 stations, and it blankets some of the country’s largest markets, including Atlanta (7), Baltimore (22), Boston (10), Charlotte (24), Cincinnati (28), Cleveland (29), Columbus, OH (36), Dallas (5), and Washington, DC (9). Radio One also owns Reach Media, which distributes *The Tom Joyner Morning Show*.

Together, Liggins and Hughes have 45 years of radio broadcasting experience. When Alfred or Cathy picks up the phone and places a call, everyone answers.

The famed Percy Sutton started Inner City Broadcasting, and it’s now run by his son, Chairman and CEO Pierre Sutton. Inner City Broadcasting started out with WLIB-AM/Nassau-Suffolk in the 1970s and is now the second-largest African-American-run radio company. Among its other assets, Inner City owns East Coast-West Coast urban ACs WBLS in New York and KBLX in San Francisco.

It’s the second tour at the Inner City subsidiary for ICBC Broadcast Holdings President/COO Charles Warfield. He returned to ICBC in 2000 and now has 250 people reporting to him through market managers in New York; San Francisco; Jackson, MS; and Columbia, SC.

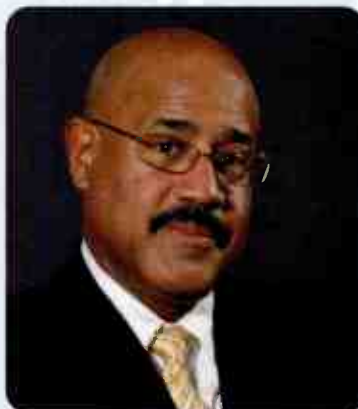
Warfield’s passion for radio comes from “truly believing in and respecting the people I work with,” he says. He goes on, “We have excellent people in our markets. We have very talented managers. They’ve been through some tough battles.”

Looking forward, the challenge is always the same: growth. “We need to continue to show year-over-year improvements,” says Warfield, “and then find ways to invest in our properties again.”

Radio One boss Alfred Liggins once referred to Radio Division President Barry Mayo as a “legend in urban media.” Mayo, who’s been with Radio One since 2007, has more than 30 years of operating expe-



**3 PIERRE SUTTON**  
Chairman/CEO  
Inner City Broadcasting Corp.

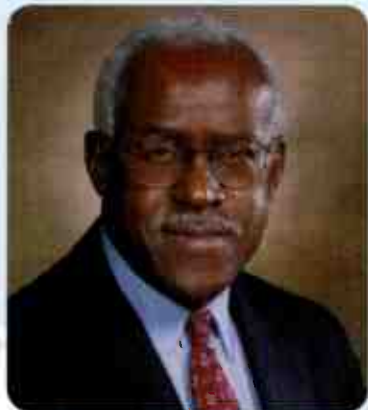


**4 CHARLES WARFIELD**  
President/COO  
ICBC Broadcast Holdings



**5 BARRY MAYO**  
President/Radio Division  
Radio One

## THE MOST INFLUENTIAL AFRICAN AMERICANS



### 6 RON DAVENPORT SR.

Chairman/CEO  
Sheridan Broadcasting  
American Urban  
Radio Networks



### 7 SKIP FINLEY

Vice Chairman  
Inner City Broadcasting

Sheridan and of Sheridan's American Urban Radio Networks, the nation's only African-American-owned network radio company.

With more than 200 weekly shows, AURN reaches an estimated 20 million listeners on more than 300 stations, and produces more urban programming than all other broadcasting companies combined.

Inner City Broadcasting Vice Chairman Skip Finley calls himself "the deal guy" for Pierre Sutton. The two met back when Finley was with Sheridan, and after five years in retirement, Finley came on board with Inner City as vice chairman in 2004. Soon after that he was quoted in *R&R*, saying the radio business is missing the passion and creativity it once had: "We can't just carve these markets up and let everybody take a format and pursue it; there has to be something different."

Finley said back then, "When I travel around the country and listen to radio, it's all so predictable." Think those words stand up in 2011?

rience, including seven-plus years as president of the successful, publicly traded pure-play radio group Broadcast Partners.

Mayo began his radio life as a program director, and his reputation as an innovative programmer spread quickly throughout the industry. In the 1980s, he helped create one of the largest urban stations in the country, WRKS-FM/New York, ultimately rising to VP/GM. At Radio One, Mayo has the oversight of 52 stations and approximately 1,150 people.

In 1972, Ronald Davenport Sr. and his wife, Judith, formed a group to found what has grown into one of the largest African-American-owned broadcasters in the United States, Sheridan Broadcasting. Davenport now serves as chairman and CEO of



### 8 MICHAEL CARTER

Chairman/CEO  
Carter Broadcast Group

Carter Broadcast Group's KPRS in Kansas City was launched in 1950, and it's been in the family ever since. It's now under the leadership of Carter Broadcast Group Chairman/CEO Michael Carter.

What is the key to Carter's success in the business? "To be truthful, I don't like 'managing' people," he says. "My experience has been that people like to be led rather than being managed. If you lead people, I find they will follow you. Be real with them, and they will be real with you."

The biggest challenge Carter sees right now is figuring out how to stay ahead of the curve: "Every single day something new is out there challenging the great business of radio. If you are asleep behind the wheel, we all know what happens."

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**9 EARL JONES**  
President/Market Manager  
Clear Channel Radio/  
Chicago



**10 RICK CAFFEY**  
SVP/Market Manager  
CBS Radio/Atlanta

Clear Channel Radio's six-station Chicago cluster, overseen by President and Market Manager Earl Jones, reaches 4.7 million listeners 6 and older every week. Jones says his mission is to "create radio stations that entertain and educate our community," and that same mission translates to his personal life and charitable efforts. Loretto Hospital Foundation recently honored Jones for his con-

tributions, renaming a key initiative the Earl Jones Hypertension Screening Program.

Another example of Jones' leadership: the LMA (with an option to purchase) that gave Midway Broadcasting a new home for WVON-AM/Chicago, greatly increasing the reach of the legendary urban talk station.

Managing the CBS Radio stations in market number seven is a pretty big deal, and Atlanta SVP/Market Manager Rick Caffey does so with a simple philosophy: "I lead by example, and make sure that I and all managers consistently communicate to our staff what is expected, how we are going to get there, and why their contribution or role is vital."

About staying on top of his game, Caffey says, "Challenge first yourself and then those around you to explore new ways to expand and grow our relationship with our two customers: our audience and our advertisers. If you believe and behave as if you have already achieved, you are already losing. Excellence is a constant pursuit."



**11 MELODY SPANN-COOPER**  
Chairman  
Midway Broadcasting Corp.  
Chicago



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## THE MOST INFLUENTIAL AFRICAN AMERICANS

Midway Broadcasting Chairman Melody Spann-Cooper says she manages a staff of 43 creative individuals who are strong-willed and passionate about their jobs. "The most important aspect of any relationship is that all parties are heard and made to feel that their input is valued," she says. "I make the final decision, but it goes a long way when you show people they are real stakeholders in the success of your organization and that you, as their leader, respect their input and ideals."

Midway operates urban talk WVON-AM/Chicago, and Spann-Cooper says the biggest challenge in 2011 will be "to continue to



**12 KAREN SLADE**  
VP/GM  
KJLH/Los Angeles  
Taxi Productions



**13 TOM JOYNER**  
*The Tom Joyner Morning Show*  
Reach Media

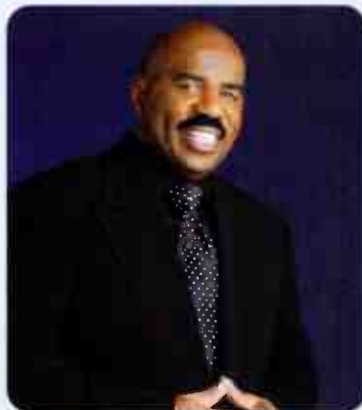
find and cultivate talent that have the ability to maintain our relevance and our brand of social activism in a multi-cultural society that is trending toward a post-racial climate."

For more than 20 years, Karen Slade has been VP/GM of urban AC KJLH in Los Angeles. The calls stand for "Joy, Love, and Happiness," but KJLH is commonly known as the "Stevie Wonder station" — it's owned by Wonder's Taxi Productions. Slade demonstrated KJLH's powerful commitment to community when, following Hurricane Katrina, she sent station staff to Louisiana with trucks filled with listener-donated clothing and toiletries. She leads KJLH's efforts to address local and national issues in the African-American community, including education, women's health, politics, and business.

It's estimated that Reach Media syndicated personality Tom Joyner's show is heard by one out of every four African Americans, and he has an estimated 8 million listeners overall, in 105 markets. Through Radio One's BlackAmericaWeb.com, he has another 1.5 million users interacting with his program and projects.

Joyner's key to success: "I have to wake up every morning and go to work with the same enthusiasm, intent, and competitiveness I had when I first chose this career." He goes on, "My goal is to keep evolving, and we do that by staying true to our target, which is the black community. Each success is the biggest to that date. I don't spend too much time looking at the last victory or celebrating. I'm looking on to the next."

Citadel Media Networks personality Michael Baisden began his radio career in 2003, in afternoon drive on WRKS/New York.



**14 STEVE HARVEY**  
*The Steve Harvey Morning Show*  
Premiere Radio Networks  
See cover story, page 12



**15 SUSAN DAVENPORT AUSTIN**  
SVP/CFO  
Sheridan Broadcasting  
President  
Sheridan Gospel Network

With ratings high, he suggested taking the show national after eight months, but management was apprehensive. Eventually, Baisden threatened to quit if management didn't pursue a syndication deal. He now has 76 affiliates.

"The reason for my success has been reinventing myself and focusing on balancing entertainment with social issues," Baisden says. "We have a responsibility as broadcasters to inform and enlighten our listeners, not just tell jokes and provoke. And to be a success in our business, you have to have a vision, work extremely hard, and develop a great team!"

Brian Knox joined Katz Media Group in 1999 as VP/managing director of Katz Urban Dimensions and rose to his current post as SVP and director of corporate diversity in 2002, and in both jobs he's been particularly influential in his work to overcome advertiser "no urban dictates."

Knox says, "I think the difficult times of the past few years have forced us to re-examine our beliefs and behaviors to see if they still make sense in today's business climate. A successful manager will



**16 MICHAEL BAISDEN**  
*The Michael Baisden Show*  
Citadel Media



**17 BRIAN KNOX**  
SVP/Director of  
Corporate Diversity  
Katz Media Group





**18 JIM WINSTON**  
Executive Director/  
General Counsel  
National Association of  
Black Owned Broadcasters



**19 KEVIN WAGNER**  
President/CEO  
URBAn Radio Broadcasting

NABOB, the oldest and largest trade troupe dedicated to the specific concerns of African-American broadcasters, since 1982. The organization was founded in 1976 by broadcasters seeking to establish a voice for African Americans in the industry.

Howard Robertson is CEO of Spotset Radio, which provides "unwired" radio networks for leading advertisers and their agency partners.

On his approach to management, Robertson says, "First, I endeavor to personify the character, spirit, and attitude of my company. I believe that in order to be it, you've got to see it. I've found that passion can be as contagious as the flu, so I try to spread it around so all my people can catch it." **INK**



**20 HOWARD ROBERTSON**  
CEO  
Spotset Radio Network

realize we need to adjust the model. For example, we need to keep changing the emphasis in the radio industry to a more cooperative stance. While radio will always be competitive, it's critical that the industry work to expand the revenue pie for everyone to share."

Executive Director and General Counsel Jim Winston has headed

Special thanks to Sherman Kizart, who was instrumental in assisting us in researching this list. He was always available to make sure we kept our process honest and accurate. Reach him at [shermankizart@att.net](mailto:shermankizart@att.net).

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## DAPPER DENNIS

Dennis Ryan, ready to hit the post coming out of UPI news in 1970 at WICY AM 1490 in Malone, NY. As a GM, Ryan (no relation to *Radio Ink's* Ed Ryan) went on to advise young radio salespeople how to dress in front of clients. Here, the 17-year old record-spinner is wearing quite elegant attire himself. Love the pants and the mood ring, Denny!

**SEARCH YOUR ARCHIVES.** Pull the boxes from your storage closet. *Radio Ink* magazine is searching for old (or should we say mature?) photographs of people, stations, or promotions to use on our Blast page. All photos will be returned, but please LABEL them with identifying captions, including a return address and contact name. Mail to: Editor, *Radio Ink*, 2090 Palm Beach Lakes Blvd., Ste. 300, West Palm Beach, FL 33409. Photo: *Radio Ink* collection

## Coming March 21 In Radio Ink

- **Slacker or Genius?** Jim Cady, CEO of Slacker Radio
- **Go HD Radio:** Did you? Should you? Can you?
- **How to Manage Your Top Biller**
- **Should Your People Use Facebook or Twitter?**
- **Dave Gifford Returns to *Radio Ink***



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