

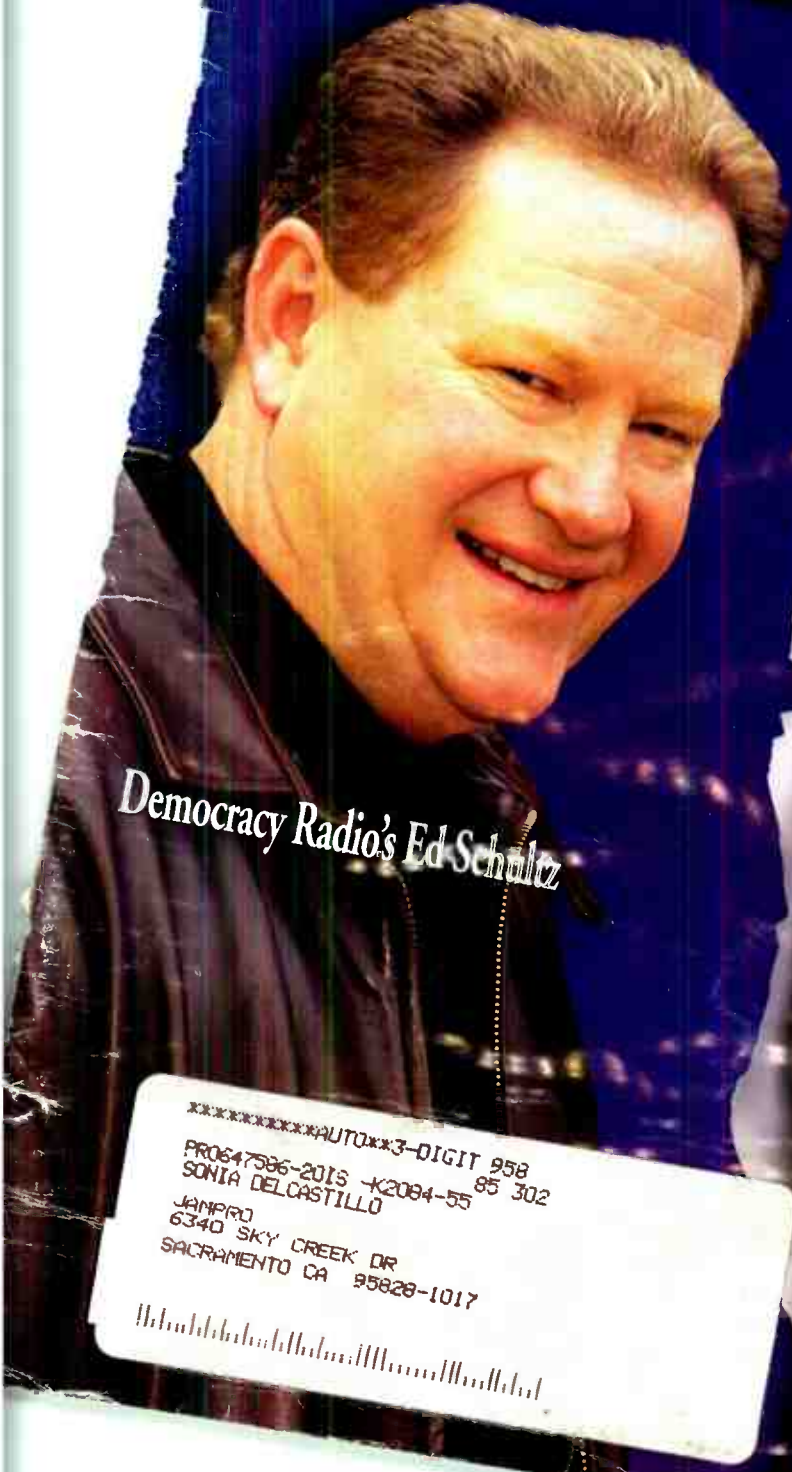
Will WiMax Be "The New Radio"? • What Do

Vol. XX, No. 8 May 9, 2005 PUBLISHED BI-WEEKLY

RADIO INK

RADIO'S PREMIER MANAGEMENT & MARKETING MAGAZINE™

Left Or Right, Blue Or Red Talk Radio Bridges The Political Divide



Democracy Radio's Ed Schultz



Premiere Radio Networks' Glenn Beck

*****AUTO**3-DIGIT 958
PR0647596-2015 +K2084-55 85 302
SONIA DELCASTILLO
JANPRO
6340 SKY CREEK DR
SACRAMENTO CA 95828-1017

**We're Reshaping The Future Of Radio
From A Solid Foundation Of Leadership.**

**HARRIS RADIO IS
ON AIR**

The newest force in radio was forged from a rich heritage of leadership that is decades strong. We're bringing a breath of fresh air and a re-energized spirit to an industry we helped to build. At Team Harris Radio, we've brought together the industry's largest and most comprehensive range of products, services and people dedicated to advancing radio. All working together in perfect harmony and focused on the success of your business. From our innovative products to our forward-looking services, management tools and expert support teams, we're dedicated to our mutual future of pioneering and growth. So whether your audience is around the corner or around the world, Harris Radio is on the air with the resources you need to succeed.

To learn more about the new Harris Radio Team, call us at **800-622-0022** or visit us at www.broadcast.harris.com.

T H E N E W H A R R I S R A D I O T E A M I S O N T H E A I R

-  AM/FM
-  AUDIO CONSOLES
-  DIGITAL RADIO
-  BROADCAST STUDIO
-  HIGH POWER AM
-  SYSTEMS & SERVICE

www.broadcast.harris.com



Glenn Beck will point your ratings in the right direction.

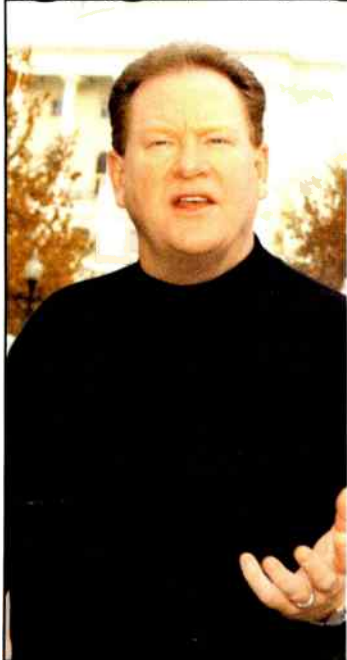


MARKET	AQH SHARE MEN 25-54
Philadelphia WPHT	1.4 – 3.5
Tampa WFLA	8.2 – 11.1
St. Louis KFTK	2.4 – 7.5
Pittsburgh WPGB	3.6 – 8.5
Columbus WTVN	5.4 – 9.2
Harrisburg WHP	6.4 – 10.6
Oklahoma City KTOK	2.4 – 8.5
Richmond WRVA	8.4 – 10.1
Toledo WSPD	8.5 – 12.5
Rochester WHAM	5.0 – 10.0
Omaha KFAB	5.8 – 11.0
Syracuse WSYR	5.8 – 8.3

Glenn Beck.
A different kind of Talk Radio.



PREMIERE
RADIO NETWORKS
212 445 3935



24 Premiere Radio Networks' Glenn Beck and Democracy Radio's Ed Schultz: Right Or Left, Red Or Blue: Talk Radio Bridges The Political Divide

It's no secret that, for nearly two decades, Talk radio has been decidedly conservative in content and listenership. Likewise, one of the great mysteries of the radio industry is why it took so long for liberals to recognize the power and influence of Talk programming. In this special Talk radio cover interview, *Radio Ink* probes Premiere Radio Networks' Glenn Beck and Democracy Radio's Ed Schultz for insights on what listeners — conservative or progressive — are looking for from Talk radio.



16 Programming To The Political Divide

The presidential contest is history and a full 18 months remain until next year's off-year election. But, in a country seemingly split by red and blue, right and left, conservative and liberal, Talk radio provides a critical release valve for all things political. To that end, this *Radio Ink* roundtable discussion takes a look at the fine art of programming a talk station in order to maximize ratings, revenue and relevance in today's social divide.

22 Talk Radio Commentary by Ellis Henican

What lights up the lines these days on Talk radio? *Radio Ink* guest columnist Ellis Henican says Terry Schiavo was Talk radio magic and Handcuff Girl was a godsend, while Tom DeLay's troubles were only so-so call-generators.

Columns

- 11 » **The Wizard of Ads™** by Roy H. Williams
I Did Not Die Today
- 12 » **Giff On Sales** by Dave "Giff" Gifford
Radio Companies Worth Working For!
- 14 » **The Business of HD Radio**
"Why Should I Get Excited About HD Radio?"

IDEA TICKER

34,500

...the number of useable ideas in *Radio Ink* to date

Coming Next Issue:
» International Radio Update

Copyright © 2005 by Streamline Publishing, Inc. and *Radio Ink* (ISSN 1064-587X). All rights reserved. *Radio Ink* is published biweekly. Twenty-five issues each year by Streamline Publishing, Inc., 224 Datura Street, Suite 1015, West Palm Beach, FL 33401. ® *Radio Ink* is a registered trademark of Streamline Publishing, Inc. Radio Central and RadioCentral.com are registered trademarks of Streamline Publishing, Inc. All rights reserved.

POSTMASTER: Send changes of address to *Radio Ink*, 224 Datura Street, Suite 1015, West Palm Beach, FL 33401. Periodicals Postage paid at West Palm Beach, FL, and additional offices. Subscriptions: Mail subscription rate: One year \$199. Canadian and European subscribers \$249 for one year. All subscriptions, renewals and changes of address should include address label from most recent issue and be sent to the Circulation Department, *Radio Ink*, 224 Datura Street, Suite 1015, West Palm Beach, FL 33401. Copying done for other than personal or internal reference without the express permission of *Radio Ink* is prohibited. Address requests for special permission to the Managing Editor. Reprints and back issues available upon request. Printed in the United States. Bulk Business Mail paid at West Palm Beach, FL • Third-class enclosures paid in Columbus, WI. Permit #73.

Departments

- 06» Publisher's Notes by B. Eric Rhoads
- 08» On Air People, Letters, News & More
- 32» Management
Sean Luce
- 34» Sales
Robert Reid
- 36» New Technology
Will WiMax Be "The New Radio"? by Richard Dearborn
- 38» Blast From The Past™ / Events
- 39» Marketplace

EDITOR-IN-CHIEF
Reed Bunzel reed@radioink.com

ASSISTANT EDITOR
Wendy Bernstein wendy@radioink.com

COPY EDITOR
Mary Crawley

NEWS EDITOR
Jim Crossan crossan@radioink.com

CREATIVE DIRECTOR
Patt Tufaro patt@radioink.com

GRAPHIC DESIGNER
Lauren Burton lauren@radioink.com

VP/OPERATIONS
Tom Flimo tomelmo@radioink.com

DIRECTOR OF SALES 800-610-5771
Lois Ann Chooljian lois@radioink.com

VP/NATIONAL SALES 800-37-8161 access #13
Chuck Renwick huckrenwick@radioink.com

SHOWCASE/CAREER CENTER 800-610-5771

CUSTOMER SERVICE 800-610-5771

CONTRIBUTING WRITERS
Lee Abrams, Rhody Bosley, Jim Boyle, Julie Lomax Brauff, Curt Brown, B.J. Bueno, Bill Burton, Holland Coker, Bob Davis, Lindsay Wood Davis, Danny Fletcher, Dave Gifford, Bob Jenkins, Frank Kilbertis, Philip J. LeNoble Ph.D., Pam Lottis, Sean Luce, John Lund, Harvey Mackay, Big Mike McDaniel, Kipper McGee, Chuck Melford, Bill Moyes, Bob Ottaway, Lisa Patera, Jack Rattigan, Al Ries, Walter Sabo, Ed Shane, Jim Taszarek, Jack Trout, Bill Troy, Roy Williams, Tom Zarecki

STREAMLINE PUBLISHING, INC.

CHAIRMAN/PUBLISHER
B. Eric Rhoads brhoads@radioink.com

VP/CHIEF OPERATING OFFICER
Marty Sacks, 410-579-2310 marty@radioink.com

CONTROLLER
Rick Allen accounting@radioink.com

STAFF PHOTOGRAPHER Bruce "Flash" Cooley

WASHINGTON, DC, COUNSEL
John Wells King, Garvey Schubert & Barer

EXECUTIVE EDITOR EMERITUS/LOS ANGELES
Dwight Case

Dur 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.

RADIO INK Editorial Offices:
224 Datura Street • Suite 1015
West Palm Beach, FL 33401
PHONE 561-655-8778 • FAX 561-655-6164
E-MAIL: comments@radioink.com
Career Center/Showcase PHONE 800-610-5771
Subscription Information/Advertising
PHONE 800-610-5771 • FAX 561-655-6164



COMING TO

MANCOW
Q101
TERMINATE MORNING BOREDOM

A MARKET

MANCOW
NOT THAT WEIRD
Q101

NEAR YOU

MANCOW
Q101
MONSTER MORNINGS

VERY SOON



Will Radio Be Remembered?

Tens of thousands of broadcasting hours take place each week across the globe, yet the words uttered on your radio station will fade with your listeners' memories. All that preparation; all that great programming; all those wonderful pranks and listener calls: They all disappear, never to be remembered by generations to come. Unlike the shows from radio's golden days, when scripts from the ongoing series were archived, radio from our era will fade from memory.

I spent months researching my book, *Blast from the Past: A Pictorial History of Radio's First 75 Years* (Streamline Press), which I authored about 10 years ago. During that process, I sought to document radio from its beginnings through its present day. The early days were difficult to document, as I scoured private papers from long-gone radio stars, club archives, newspapers, magazines and museums. But once I got past 1950, it was almost impossible to find information in a single place. Updating the book today would be nearly impossible, because no photo files exist anymore. Even at *Radio Ink*, it's all digital, and those photos may not be archived, as were files from previous generations. Broadcasters today must think to the future about preserving our past.

For more than a decade, I've been involved with The Museum of Broadcast Communications, headed by Bruce DuMont in Chicago. Dumont's vision — to build a world-class museum to remember all eras of broadcasting — was realized years ago, and has touched the lives of tens of thousands of tourists each year.

Now, Dumont has another vision: to erect a new, world-class building that will house the ultimate museum documenting the history of radio and television. Featuring elaborate displays, the new



This rendering of the new Museum of Broadcast Communications captures both the State Street (left) and Kinzie Street (right) entrances.

museum will be all radio and television. Radio, the museum's hallmark, will not be ignored, as it has been in other venues. This museum will include the most extensive archive of radio audio to be found on earth, from all eras, including broadcasts preserved today.

Each person in the industry must play a part in radio preservation. You can:

- 1) Give money to build the new building (set to open in 2006, see photo). An envelope is enclosed — even \$20 will help. If radio has made you rich, consider making a major donation.

- 2) Remember The Museum of Broadcast Communications in your will. Leave part of your estate to the museum, and will your personal archives of radio-related materials.

- 3) Provide the museum with your historical materials. If it's worth remembering (radio collateral, radio premiums, promotions, T-shirts, airchecks, photos, digital photos, radio station ads etc.), send it to the museum as your personal donation.

- 4) Do a broadcast from the museum's wonderful studio facilities.

Send donations and materials to:

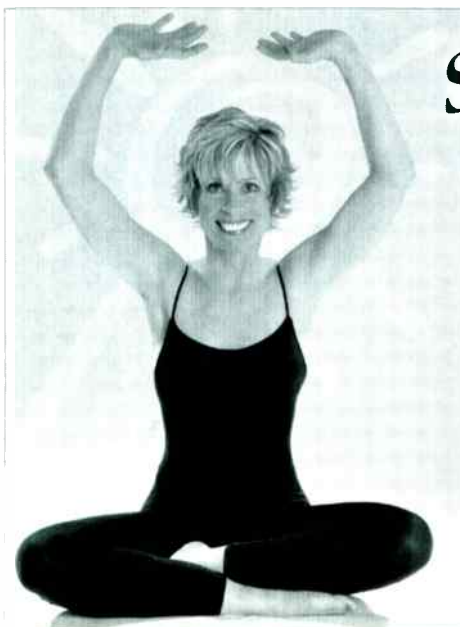
The Museum of Broadcast Communications
400 North State Street, Suite 240 • Chicago, IL 60610-4624

Donations can also be made online at www.museum.tv, or by phone at 312-245-8200.

The impressive new Museum of Broadcast Communications will preserve radio's past for generations. Don't let today's radio memory fade like a distant signal. ☎

Eric

To reach me, write: RADIO INK, B. Eric Rhoads, CEO/Publisher,
224 Datura Street, Suite 1015, West Palm Beach, FL 33401
Phone: 561-655-8778 Fax: 561-655-6164
E-mail: Eric@radioink.com



Strong... Yet Flexible.

Lift Your Bottom Line

KFI-AM uses the power of Dr. Laura to sell millions of dollars in advertising to clients who otherwise might not buy their station. From Ralph's Supermarkets to Victoria's Secret, KFI's advertisers understand that when Dr. Laura talks, her listeners buy.

"Anyone who wants to know the power of Dr. Laura, just call me."

*Jeff Thomas, Vice President, Director of Sales,
KFI-AM/Los Angeles*

UNLEASH THE POWER...
call Jake Russell at 212.239.2988 ext. 310

THE
Dr. Laura
PROGRAM



Laura Ingraham

NY Times Bestseller

NOW OVER
300
STATIONS

FALL Ratings Explosion

Market	Calls	AQH Share	Summer 2004	Fall 2004	Change
New York	WABC	P 12+	3.2	3.7	+16%
		P 25-54	2.8	2.3	-18%
		P 35-64	3.7	4.6	+24%
Boston	WTKK	P 12+	3.2	5.3	+66%
		P 25-54	4.5	8.1	+80%
		P 35-64	3.4	8.1	+138%
Bakersfield	KNZR	P 12+	2.8	4.3	+54%
		P 25-54	1.8	3.7	+106%
		P 35-64	3.2	4.7	+47%
St. Louis	KFTK	P 12+	3.5	5.1	+46%
		P 25-54	3.8	6.3	+66%
		P 35-64	5.2	6.4	+23%
Houston	KSEV	P 12+	2.8	2.9	+4%
		P 25-54	1.7	2.0	+18%
		P 35-64	3.0	3.7	+23%
Buffalo	WBEN	P 12+	6.8	9.3	+37%
		P 25-54	2.0	5.6	+180%
		P 35-64	6.1	13.8	+126%
Dallas	KSKY	P 12+	1.1	3.1	+182%
		P 25-54	1.0	3.0	+200%
		P 35-64	1.7	4.1	+141%
San Francisco	KSFO	P 12+	2.3	2.3	0%
		P 25-54	1.0	2.4	+140%
		P 35-64	3.0	2.8	-7%
Oklahoma City	KOKC	P 12+	2.1	2.4	+14%
		P 25-54	2.3	2.2	-4%
		P 35-64	2.7	4.1	+52%
Indianapolis	WXNT	P 12+	1.2	1.9	+58%
		P 25-54	1.5	3.0	+100%
		P 35-64	1.3	3.1	+138%
Kansas City	KMBZ	P 12+	7.3	6.5	-11%
		P 25-54	2.9	8.3	+186%
		P 35-64	8.8	11.0	+25%
Louisville	WGTK	P 12+	2.3	4.0	+74%
		P 25-54	1.9	3.0	+58%
		P 35-64	2.9	4.3	+48%

RANKED
5th
LARGEST
SYNDICATED
SHOW*

*According to Talkers Magazine



TRN Enterprises

www.talkradionetwork.com

888-383-3733

ON AIR

PEOPLE
EVENTS
LETTERS
NEWS
PRODUCTS
& MORE

IMAGES IN INK



More than 200 broadcast industry leaders warmly welcomed BMI's new President/CEO Del Bryant at the annual BMI/NAB dinner during NAB2005 in Las Vegas. Pictured at the head table are (l-r): BMI President and CEO Del Bryant; Barrington Broadcasting's Jim Yager; FCC Commissioner Jonathan Adelstein; NAB President/CEO Eddie Fritts; BMI Board Chairman Cecil Walker; and Hubbard Broadcasting's Stanley Hubbard and Virginia Morris. Photo: Lester Cohen for BMI



Radio Ink's Lois Chooljian and radio personality/TV star Shadove Stevens recently attended the NAB conference in Las Vegas, where Stevens was promoting the launch of his new radio program, *Top of the World*.



Greater Media, Inc., held its annual manager's meeting last month at the PGA National Resort in Palm Beach Gardens, FL. President and CEO Peter Smythe notes that "Women are a significant percentage of the managers attending the GMI management meeting."

Google Profits At Expense Of Radio And TV

When Internet search engine Google recently reported its \$369.2 million quarterly profit, the company laid it on the line: Those profits are coming directly at the expense of radio and television.

"The numbers from Google are, by any definition, spectacular," said Bob Parker, deputy chairman of Credit Suisse Asset Management in London. "There's going to be a clear shift from radio and TV advertising to Internet advertising. That clearly benefits companies like Google."

Google's quarterly profits, which were up five-fold over the year-earlier period on sales that nearly doubled to \$1.26 billion, came from a huge surge in Internet search advertising. What's interesting (alarming?) to note is that the company just two weeks ago said it would be expanding into other areas of online advertising, as well. Currently, Google's market value is \$60 billion, greater than Viacom and Disney.

Retail Sales Forecast Revised Downward

The National Retail Federation has revised downward its 2005 sales forecast based on the inclusion of new merchandise categories. The organization now predicts that retail industry sales (which exclude motor vehicles, gas stations and restaurants) will increase 4.8 percent from last year. In its quarterly *Retail Sales Outlook Report*, NRF cites tough comparisons and a slowing economy as contributors to weaker growth than last year. Retail industry sales grew 7.0 percent in 2004, the highest growth since 1999.

"The indomitable consumer has kept on spending in spite of high levels of debt and extremely low savings, but this pace cannot continue much longer," said NRF Chief Economist Rosalind Wells. "In addition to tough comparisons, which will plague the retail industry for most of the year, consumers will be stretched thin from rising interest rates, high energy prices and modest gains in employment and income."

One bright light in the economy appears to be in business investments, which have increased substantially. Many companies, experiencing healthy profits and high levels of cash flow, are making large productivity-enhancing investments. NRF expects business capital spending to continue to rise this year.

10 Stations Recognized With Marconi Radio Awards

From a pool of 50 finalists, 10 radio stations received Marconi Radio Awards at the recent NAB Convention in Las Vegas. Honorees are KBBX Omaha, NE; KLOS Los Angeles; KNOM-AM Nome, AK; KOIT-FM San Francisco; WCMT-AM Martin, TN; WJBC Bloomington, IL; WLEN Adrian, MI; WTMX Chicago; WTOP-AM Washington, DC; and WUGO Grayson, KY. Since 1987, the National Association of Broadcasters has given the Marconi Radio Award in recognition of outstanding year-round commitment to community service.



Progressive Talk's
NEW TWIST

The Stephanie Miller Show debuted last fall,
and she's added 20 markets already,
including **Boston, Washington DC,**
and now **LOS ANGELES!**

Her snappy political wit won
outstanding ratings in her
very first book.

She's real and wickedly funny.

Call your JRN representative today.

800.611.5663

**The STEPHANIE
MILLER Show**



jonesradio.com

World Radio History

To Infinity & Beyond.

As part of an overall realignment of Family Stations' assets, MVP has recently signed or closed the following transactions with Infinity Broadcasting. Shouldn't you have The MVP Team working for you?

KEAR (FM) San Francisco, CA
to
Infinity Broadcasting
for
\$95,000,000

KFRC (AM) San Francisco, CA
to
Family Stations
for
\$35,000,000

WBGR (AM) & WBMD (AM)
Baltimore, MD
to
Family Stations
for
\$7,500,000

MVP represented Family Stations
in all three transactions.



MEDIA VENTURE PARTNERS

Television ♦ Radio ♦ Telecom

SAN FRANCISCO (415) 391-4877
CHICAGO (312) 396-4043
BOSTON (617) 345-7316
KANSAS CITY (816) 820-0169

www.mediaventurepartners.com

LETTERS - ON AIR

Review Your HD Radio Contracts

Dan Mason is a well-respected person ("Dan Mason To Analysts: Open Your Minds To Digital," *www.radioink.com*, 4/8/05), but unfortunately, he has a personal interest in the well-being of iBiquity, and therefore a biased viewpoint. Notice how HD, which is perceived to mean High Definition, continues to be prominently displayed, but in reality, it is marketed to stations as MC, or Multi-Channel.

Further, broadcasters should read those iBiquity contracts! The one-time fee is not necessarily the case, especially if you plan to provide the non-traditional revenue data streams (and why wouldn't you?), so you had better build in your sales commission to iBiquity. RBDS (Radio Broadcast Data System) is here now, and you don't have to be digital for it to work. It's an open standard, and more and more available. It would not take much of a push here for the receiver manufacturers to build on what has already become nearly a standard in Detroit.

iBiquity cannot afford to continue buying out other patents and technologies to protect its interests. Until this is a solution for us all (AMs and FM, day & night), those who support it now are only shooting themselves in the foot. Look at the progress in the technology for the AMs, which have everything to gain from digital broadcasting. Very little has been shown to make the AM system work without interference to others' analog and digital transmissions.

If iBiquity is to prevail, serious consideration must be given to the licensing fees and the solutions for AMs. The company has some great people behind it, but with over 15 years of cost, I am sure the investors are pressuring to start making some money back. It's amazing how quiet it was kept that the broadcasters were also going to be a part of the pay-back for the development. Just like anything else, you have to analyze the cost/return benefits with regard to your investments. Certain contract requirements may provide "baggage" issues for future sales to other broadcasters who don't want to inherit such obligations. Read those contracts, and be sure of what you are getting into. I'm no attorney, and am not suggesting there are any hidden issues. I am merely pointing out the complexity of this so-called HD Radio solution.

— *Scott Clifton, Broadcasters Creative Decisions, Chicago*

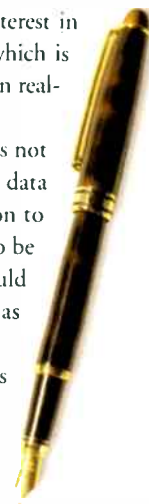
A Short History Of "Jack"

When you run stories such as "Jack Jumps Into Twin Cities" (*www.radioink.com*, 4/22/05), it would be nice if you avoided calling the Jack FM format "new." I invented this format in 1969, and it is a cheap shot at me. They've even used my name; it's an inside joke to the industry because now, after more than 35 years, stations are beginning to realize that I've been right all along about what the audience wants to hear. While the idea is nice for my ego, it's irritating that our industry refuses to give credit where credit is due.

Back then, it was referred to with the tag line, "Jack on the radio means more variety." Between 1969 and 1975, I played music from the 1940s and '50s — a radical departure at that time from the dominating Top 40 format. Instead of playing the same cookie-cutter music as everyone else, I was doing talk mixed with music; I was playing what I wanted. (Sound familiar?)

Being stuck in their Top 40 rut, the "majors" refused to take me on, so I was left to play my format on small-market, college and pirate radio stations. "Jack on the radio" remained my tag line for this format, until I moved to KTST-FM Internet Radio in Tustin, CA, for the American Radio Network in 1999. At that point, I switched to a new tag line, "The cure for the common show," which was a dig at how "major-market" radio continued to be rigidly structured. Today, I do my show on Live365. The Jack FM name is major-market radio's dig back at me. By not using my complete name, they know that I'll know where they got the idea, without having to mention me by name, which would tell the world and all my fans that I've been right for almost 36 years about what the audience likes — not to mention that they're afraid I'd sue them.

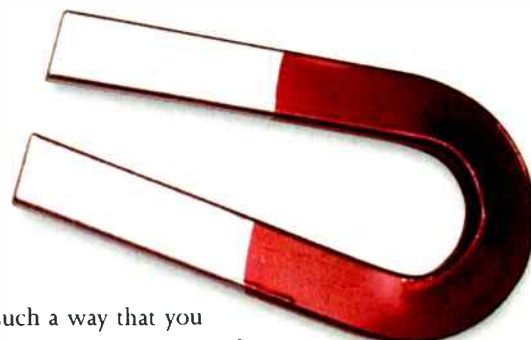
— *Jacques (Chief Jack) Boulerice, producer/host, The Mohawk Radio Show*





» **QUICKREAD** » Rampant over-communication is putting greater-than-ever pressure on ad writers to produce ads that seduce the customer. » The key to seduction is the opening line — *so open big*. » Figure out how to bridge from the opening line into your subject matter. » Insert your subject matter from the angle created by your opening line and bridge. » Close in such a way that you loop back to your opening line. » The times are changing, and so must ad writers, if we will live to see another day.

I Did Not Die Today



I am, for the moment, alive and well as an ad writer. But I fear I'm being stalked by iPods, cell phones, instant messaging and increasingly fragmented media choices — and they're all gunning for my life.

Over-communication rides rampant across the mind-scape of America, putting greater-than-ever pressure on ad writers to produce ads that seduce and jealously hug the attention of the customer.

Today I will teach you how to write such ads.

The key to seduction is the opening line — *so open big*. I'm not talking about hype: "Save up to 75 percent off this week only at blah, blah blah." I'm talking about a statement that is fundamentally more interesting than anything else that might occupy the mind of your listener. Your attention was drawn by the headline of this column, "I Did Not Die Today." Magnetism is the reason I chose it. I had no idea how I was going to bridge from that opening line into the subject matter at hand, but that's irrelevant. The key is that it can be done. Be bold and have confidence; a bridge can be built from any concept to any other concept.

1. Don't think of your subject matter and then decide how to introduce it.
2. Don't open with a question directed at your listener, such as, "Are you interested in saving money?" That technique has been overused to the point that it now borders on becoming cliché. (Rhetorical questions are okay, however, such as, "What ever happened to Gerald Ford?")
3. Think instead of a magnetic opening statement.
4. Figure out how to bridge from the opening line into your subject matter.
5. Such openers surprise Broca's Area of the brain and gain you entrance to the central executive of working memory: conscious awareness, focused attention. The central executive will then decide whether your thought has salience, or relevance to the listener. This is what your bridge must supply.
6. Write a bridge that justifies your magnetic opening line. If you fall short here, your opening line will be perceived as hype. Game over.
7. Insert your subject matter from the angle created by your opening line and bridge.

8. Close in such a way that you loop back to your opening line. (Having secured the involvement of the reader/listener, you are now free to use direct questions.)

It's really not that hard.

Hey, there's another good opening line: "It's really not that hard." Now select a client at random and write a bridge to follow that opening line.

Here are some other opening lines to try: "I've heard your heart stops when you sneeze." "The TV commercials with the Keebler elves have always been my favorites." "Don Quixote just won't go away." "Plutonium is the rarest of all substances."

Here's what I've done so far:

1. I opened this column with "I Did Not Die Today," having no idea how I would bridge from that line to the subject matter of the column.
2. I then created a bridge to justify my opening line and create salience for the central executive: "I am, for the moment, alive and well as an ad writer. But I fear I'm being stalked by iPods, cell phones, instant messaging and increasingly fragmented media choices — and they're all gunning for my life."
3. I provided enough details to satisfy the central executive's demand for salience.
4. Now it's time to loop back to the opening line. Let's see if I can do it:

The times are changing, and so must ad writers, if we will live to see another day.

Will you change with the times? Or will you continue to wear the blindfold of yesterday's ad-writing style, and walk voluntarily before the firing squad? ☹

Roy H. Williams, president of Wizard of Ads Inc., may be reached at Roy@WizardofAds.com.



» **QUICKREAD** » Deregulation and consolidation led to a new brand of owner: speculators with no *personal* interest in radio. » There are signs that consolidation is de-consolidating, and the many uses of radio have made it advertising's "Multimedia Personal Contact Media." » Convinced that radio is running out of decent companies to work for, Giff surveyed industry people for a list of radio companies that make good employers. » Are you "résumé ready"?

Radio Companies Worth Working For!

Radio Past Tense:

Once upon a time, the FCC had a "Three Year Rule," requiring radio owners to provide evidence why their licenses should be renewed based on how well they served their respective communities ("in the public interest") during the previous three years.

Radio 1980:

Deregulation led to the emergence of a new brand of owner: primarily speculators with no *personal* interest in radio. Their game was to buy stations, build them up quickly and "spin" them. Because these speculators had no long-term commitment to ownership, radio became a commodity. Result? As stations sold and re-sold like used cars, career broadcasters faced working for a succession of new owners.

Radio 1996:

Consolidation, a marketplace in which fewer and fewer large companies ended up owning damn near everything, provided critical-mass radio companies the opportunity to dominate more markets with more radio stations per market. Result? Radio transformed completely from a career-broadcaster industry to a business choreographed by CEOs, CFOs, investment bankers, brokers, FCC attorneys and Wall Street analysts.

Now, if you're one of the above and you prefer to propagandize today as the new "Golden Age of Radio," I have a suggestion. Engage brain before opening mouth! In the early 1980s, radio virtually abandoned its news coverage. In the late 1990s, radio reneged on its commitment to *local* programming; and today, the two oldest radio stations in my market have **unlisted** telephone numbers! "In the public interest" — who are you trying to kid?

Now, there are signs that consolidation is de-consolidating. Sumner Redstone's decision to split Viacom into two entities and Liberty Media's possible sale of its 50-percent stake in Discovery Communication, as intimated recently in *Ad Age*, "could spark a wave of de-consolidation at other media companies."

Radio 2005:

Cry me a river for terrestrial radio? Never! Terrestrial radio is "Apocalypse Radio"? **Not!** Terrestrial radio, Web radio, digital radio, HD Radio, cell-phone radio and iPod radio — which offer advertisers "personal contact" opportunities via color, video, animation, photos, graphics, illustrations, tables, text, numbers, graphs, and coupons in addition to sound and word-of-mouth "buzz" — are advertising's "Multimedia Personal Contact Media"!

Radio Tomorrow?

Whatever is technologically possible will happen, and in time, Radio 2005 will convert to "once upon a time" radio as well!

Point:

Having analyzed the past, present and future of radio, and having been convinced that radio is running out of decent companies to work for, I surveyed industry people I most respect, asking one very off-the-record question: "What radio companies are worth working for?" No, you wouldn't want your latest Arbitron ratings based on the sample size of this particular survey, but even CEOs of companies excluded from this list will find little quarrel with the companies I have included.

If every day is "Groundhog Day" for you, working for a company that doesn't meet the following criteria, perhaps I can point you toward better companies to work for — companies that:

1. **Are ethical and integrity-based,**
2. **Treat employees with respect,**
3. **Train their employees,**
4. **Are committed to employees' growth,**
5. **Provide benefits for employees' future financial security.**

Here are the companies (all size markets) with nearly universal positive feedback. For the record, only a half dozen or more are my clients.

United States — Allegheny Mountain Network, Amaturio Group, Bonneville, CBS (All News radio stations), Clear Channel ("25th Best Service Company To Sell For" by Selling Power magazine), Cox Radio, Cromwell Group, Eagle Communications, Emnis (Fortune's "27th Best Midsize Company To Work For in 2005"), Fairfield Broadcasting, Federated Media, Forever/Keymarket, Georgia-Carolina Broadcasters, Greater Media, Fisher Communications, Hall Communications, Jefferson-Pilot, Journal Group Broadcast, Mad Dog Wireless, Midwest Communication, Mid-West Family, Nicolet Broadcasting, Redwood Empire Stereocasters, Saga, Sarkes Tarzian, Shamrock, Sorenson, Susquehanna, West Virginia Radio and Zimmer Radio

United Kingdom — CN Group, The Guardian Media Group, and UKRD Group

New Zealand — MORE-FM

Offended that your company wasn't included? Guess what: Chances are that your company was eliminated on the testimony of your own employees! Quotable Quote: "Giff, we're one of the biggest and fastest-growing radio companies in the business, yet our salespeople are busier looking for jobs than they are selling, and I'm not sure we've got six working photocopiers in the entire company!"

Are you "résumé ready"? ☺

Dave Gifford is president of Dave Gifford International and founder of The Graduate School For Sales Management. He may be reached at 505-989-7007 or by e-mail at giff@talkgiff.com.

JUST ADDED:

NewsTalkRadio



77 WABC

Compelling Talk Radio

With the Numbers to back it up...

The Dave Ramsey Show
Increases from Spring '04 to Summer '04**

Nashville WWTN	9.0 to 9.5	STILL NUMBER ONE!
Denver KBJD	0.1 to 1.2	
Louisville WGTK	0.2 to 1.7	
Charleston WQNT	0.8 to 1.2	
Spokane KQNT	1.8 to 2.5	
Omaha KHLP	1.5 to 3.0	
Charlotte WBT	1.2 to 3.6	
Winston-Salem WTRU	0.5 to 1.4	

*The Dave Ramsey Show Men 25 - 54**

Salt Lake City KLO	2.2
San Antonio KTSA	3.2 (FIRST BOOK!)

*The Dave Ramsey Show Adults 25 - 54**

Greenville, SC WLFJ	1.9 to 2.2
Birmingham WERC	3.3 to 4.7
Huntsville WBHP	0.9 to 2.4
Jackson, MS WFMN	4.2 to 4.3

THE DAVE RAMSEY SHOW

"Where life happens; caller after caller..."

LIVE WEEKDAYS 2-5PM/ET

LISTEN ONLINE @ www.daveramsey.com

* Arbitron Summer 2004. ** Spring to Summer 2004 - AQH share Increases.

Independently Syndicated & Winning!

NOW HEARD ON OVER 215 AFFILIATES AND GROWING!

24/7 Refeeds Available For Syndication, Call: Bob Borquez @ 1-877-410-DAVE (3283)

WorldRadioHistory

The Business of HD Radio

“Why Should I Get Excited About HD Radio?”

By Reed Bunzel, Editor-in-Chief

It was Monday morning, a few weeks ago. I had just arrived at our booth in the Radio Exhibit Hall at NAB2005 in Las Vegas, when the owner-operator of a small cluster of stations in a small market (200+) walked up and asked, without any prompting, “Can you please tell me why I should get excited about HD Radio?”

I couldn't tell if the question was rhetorical, or if he really was looking for information about HD Radio, so I asked a simple question: “Have you heard the difference between a digital radio signal and an analog signal?”

“Yes, I have,” he said. His expression immediately brightened, and I could tell by the glint in his eye that I had walked into a well-laid trap. “You want my opinion, the digital sound is just crap. There's too much hiss, and it sounds hollow. You don't get that with analog.”

I told him I had never witnessed what he was referring to while listening to HD Radio, but I had heard lots of picket-fencing and interference from the existing analog signal. The broadcaster from market 200+ replied, “Radio listeners don't care. They've come to expect a little interference from radio, and our signals have great coverage in our market, so that's not a concern of ours.” He repeated the question: “So why should I get excited about HD Radio?”

One thing I've learned about radio broadcasters over the years is that they seldom change their minds on a whim, let alone on a dime. I wasn't about to try. Instead, I asked, “Can you name one other electronic consumer service that isn't digital?”

He thought for a moment. “Television,” he said tentatively. “They haven't really converted to digital yet.”

“No,” I agreed, “but if you visit the other exhibit hall, you'll see about a million square feet of equipment designed to do just that. The fact is, they're years ahead of radio in converting to digital. Even satellite radio is three years ahead of us — not to mention digital phones, digital iPods, digital cameras, digital everything.”

But this broadcaster had all the answers, or at least he thought he did. “Yes — but they're not local radio,” he told me. “None of those things you mentioned can give you up-to-the-minute local news, weather, school closings, pot-hole alerts, all that stuff.”

“You're absolutely right,” I conceded, “and I'm really pleased that you can maintain a healthy time spent listening on all of your stations providing those things.”

He shot me a curious glance. “Well, we don't do news, weather and school closings all the time. Of course, we have music, and on our AM we program talk and sports —”

“None of which can be gotten anywhere else?” I asked.

He blinked, and I noticed that the know-it-all smile had faded a bit. “Of course, people can get it somewhere else,” he said, a bit defensively. “But I know where you're going with this, and I'll tell you, people just don't care whether they hear music in digital or not.”

“Maybe not,” I told him, “but they do care about choice. And they care about interactivity. And they care about getting their entertainment when they want it, how they want it, where they want it. Did you know that, in just a few short years, a cell phone will be able to receive music that's been personalized for the listener? With interactive features that allow the listener to communicate directly with the

audio source, make choices and buy products? Did you know that next-generation iPods will be equipped to download hundreds of gigs of music, stream videos and provide two-way, immediate connectivity to the Internet?”

He stared at me, and I thought I detected a look of chagrin, if not surprise — like someone who's bubble gum bubble has just exploded all over his face. “I've heard the gloom and doom before,” he answered. “Radio was going to be killed by television. Then it was going to be killed by cable. Then cassette tapes, then CDs, then the Internet. Well, guess what? It's still here, and going strong.”

“Absolutely,” I agreed. “No one's predicting the death of radio. But in a world where new technologies are emerging more rapidly than leaves in spring, radio needs to work with, or compete against these developing media. Imagine the possibilities if your radio stations could offer secondary audio channels to provide additional entertainment to your listeners. Or data delivery for local and regional information sources. Or if you could customize advertisers' messages to specific listeners, and prompt them to make an impulse purchase with a ‘buy button.’ Or if you could personalize traffic reports to specific routes, and provide a digital image on an in-dash screen.”

I think he heard what I was saying, but I'm not sure it registered. Maybe it never will. He lifted his shoulders in a slight shrug, and said, “My listeners aren't looking for that stuff.” He turned to go, then added, “Sorry, but I still can't see why I should get excited about HD Radio.”

Guess not, I thought as I watched him walk away. But I sure can. ☺

The Trustees of the Foundation of American Women in Radio and Television invite you to celebrate quality programming for, by and about women at the 30th Annual Gracie Awards® Gala.

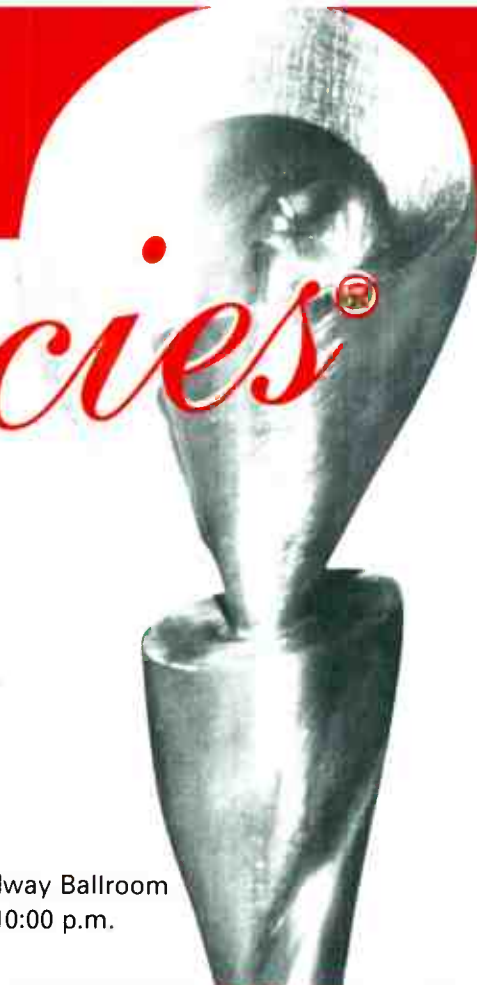
The Gracies®

2005 Title Sponsor



Join us

as Gracie turns 30,
June 22, 2005!



Gracies Sponsors

The Foundation of AWRT gratefully acknowledges the following 2005 Gracies® sponsors for their generous support and contributions.

President's Circle

- ABC Media Networks
- ABC Radio Networks
- Arbitron
- Clear Channel Radio
- CNN
- Katz Media Group
- Lifetime Television
- Oxygen Media
- Wal-Mart
- Wyndham Hotels & Resorts

Producer's Circle

- Bloomberg

Director's Circle

- WE: Women's Entertainment

Publications

- Radio Ink

June 22, 2005 | Marriott Marquis New York | Broadway Ballroom
Black Tie Dinner and Awards Program 7:00 – 10:00 p.m.

Gracie Allen Awards® Sponsorship and Gala Information

For general admission tickets, please visit our Web site at www.awrt.org.

We cannot attend the 2005 Gracie Allen Awards®. Here is our tax deductible donation for The Foundation of AWRT. For this donation, we will receive recognition in The Gracies Program and pre- and post-event.
\$ _____

Sponsorship Opportunities

- President's Circle | \$10,000**
 - Ten VIP passes to the 2005 Gracie Allen Awards® (one table)
 - A full-page ad in the awards program
 - Opportunity to distribute a promotional item
 - Recognition in press releases, marketing collateral and on-site event signage
- Producer | \$7,500**
 - Six VIP passes to the 2005 Gracie Allen Awards®
 - A full-page ad in the awards program
 - Opportunity to distribute a promotional item
 - Recognition as in marketing collateral and on-site event signage
- Director | \$5,000**
 - Four VIP passes to the 2005 Gracie Allen Awards®
 - A half-page ad in the awards program
 - Recognition in marketing collateral and on-site event signage

Payment Information

- Check/Money Order (payable to AWRTF)
- VISA MasterCard American Express

Card Number _____

Expiration Date _____

Signature _____

Total Enclosed _____

Name _____

Title _____

Company _____

Full Address _____

City/State/Zip _____

Phone _____

Fax _____

Send with payment to: AWRT Foundation, 8405 Greensboro Dr., Ste. 800, McLean, VA 22102-5104; Fax: (703) 506-3266; Phone: (703) 506-3290; www.awrt.org

Proceeds benefit the Foundation of AWRT; a 501(c)3 philanthropic organization; tax ID number 52-1193933.



For more information about sponsorship, contact Javier Cuebas at (703) 506-3290.

For information about the Gracies® Awards Luncheon on June 23, contact AWRT Headquarters at (703) 506-3290 or visit our Web site at www.awrt.org.

Programming To The Political Divide

By Reed Bunzel, Editor-In-Chief

It's no secret that, for nearly two decades, Talk radio has been decidedly conservative in content and listenership. Rush Limbaugh is widely credited with re-inventing the AM band in the late 1980s, when he introduced a surgical style of political entertainment to a radio audience that has grown to some 20 million "ditto-heads." In the process, his coattails have swept dozens of other similarly minded conservatives onto the Talk radio stage, each possessing his or her own brand of pro-right/anti-left ideology, sarcasm and (sometimes) humor.

One of the great mysteries of the radio industry is why it took so long for liberals to recognize the power and influence of Talk programming. Staking the right to what amounts to a 15-year head start, "progressives" last year jumped out of the gate with Air America, Democracy Radio, and a spate of independently syndicated Talk show hosts in what some critics deemed a doomed-from-the-start effort to balance the political playing field. Interestingly, more than a year later, liberal Talk is beginning to make inroads. Certainly, those on the right have little to fear from their left-leaning brothers and sisters, but there is growing evidence that a liberal audience is searching for more than what can be found on National Public Radio.

This is the "back story" to Talk radio in 2005. The presidential contest is history, and 18 months remain until next year's off-year election. But in a country seemingly split by red and blue, right and left, conservative and liberal, Talk radio provides a critical release valve for all things political. To that end, this *Radio Ink* roundtable discussion takes a look at the fine art of programming a Talk station in order to maximize ratings, revenue and relevance in today's social divide.

INK: Is programming "conservative talk" and "progressive talk" on separate stations the best way to build ratings and boost revenue?

Mark Masters: Yes. Each is different, and each meets the needs of their purely defined niche. When a station is programmed properly for its niche (whether that niche is liberal or conservative), one show builds on the next with complete efficiency. A "cume train" is filled with happy

passengers who know where they're going and where the stops are, and they board daily. They don't have to stop, get off and wait three hours to board another train. This cume train is full service — no stops.

Gabe Hobbs: Spoken-word formats have begun to fragment just like the music formats. Therefore, format purity and a mentality of consistently playing the hits will serve you well. In some ways, it might even eliminate the objections of clients who don't want to appear to support one side or the other.

Phil Boyce: This question seems to assume that these two genres are somewhat equal. In 1988, Rush Limbaugh re-invented Talk radio as a right-leaning medium. I'm not sure whether the new genre known as Progressive Talk will have success anywhere near that level or that kind of staying power. The last time I checked, Progressive Talk was generating a nationwide audience of about 2 million, while *The Sean Hannity Show* alone reaches six times that level. Sean is approaching 500 stations while Progressive Talk is on about 75 stations.

Thom Hartmann: There's a lot to be said for format purity in Talk. Just as Top 40 listeners don't want to hear Mozart in the middle of the hour, progressive or conservative listeners want consistency in their programming. As station managers have discovered, there is a loyal group of radio listeners — around 20 million occasional listeners, with perhaps one to five million who consider themselves "ditto heads" — who embrace Rush's brand of overt hard-right spin, believing every word he says, even though he claims his show is "just entertainment," in order to avoid a reemergence of the fairness doctrine and the political-activity provisions of McCain/Feingold. Rush's sudden success led local radio station programmers to look for more of the same. There was a sudden demand for Rush-clone talkers who could meet the needs of the nation's Rush-bonded listeners, and the all-right-wing Talk radio format emerged. Listeners always know what they'll get with Rush or one of his clones, and programming to a loyal and identifiable audience is both the dream and the necessity of every radio station's management. Now that liberal or progressive Talk radio has found its niche,

Radio Ink thanks these Talk radio experts for participating in this roundtable discussion:

- Phil Boyce, program director, WABC-New York
- Gabe Hobbs, VP of programming, News/Talk/Sports, Clear Channel
 - Thom Hartmann, host, *The Thom Hartmann Show*
- Mark Masters, president/CEO, Talk radio Network



The Michael

NY Times Bestseller

Savage Show



RANKED
4th
LARGEST
SYNDICATED
SHOW

FALL Ratings Performance

Market	Calls	AQH Share	Summer 2004	Fall 2004	Change
New York	WOR	P 12+	3.3	3.4	+3%
		P 25-54	2.3	2.2	-4%
		P 35-64	3.8	3.1	-18%
St. Louis	KFTK	P 12+	1.9	5.4	+184%
		P 25-54	3.2	8.9	+178%
		P 35-64	3.5	11.6	+231%
Allentown	WAEB	P 12+	5.3	6.3	+19%
		P 25-54	3.4	5.3	+56%
		P 35-64	4.3	6.1	+42%
Dayton	WHIO	P 12+	3.4	8.0	+135%
		P 25-54	1.6	7.9	+394%
		P 35-64	5.0	11.4	+128%
Kansas City	KMBZ	P 12+	3.6	5.3	+47%
		P 25-54	2.1	6.3	+200%
		P 35-64	3.9	9.0	+131%
Honolulu	KHBZ	P 12+	1.7	3.8	+124%
		P 25-54	1.7	4.3	+153%
		P 35-64	2.0	3.1	+55%
Grand Rapids	WOOD	P 12+	5.0	6.3	+26%
		P 25-54	3.7	6.7	+81%
		P 35-64	4.0	5.8	+45%
Portland	KXL	P 12+	3.9	4.8	+23%
		P 25-54	3.8	5.0	+32%
		P 35-64	5.1	5.7	+12%
Springfield	WHYN	P 12+	9.0	9.0	0%
		P 25-54	9.0	9.9	+10%
		P 35-64	11.9	11.5	-3%
Sacramento	KSTB	P 12+	3.7	5.8	+57%
		P 25-54	3.9	5.2	+33%
		P 35-64	3.7	7.4	+100%
Cincinnati	WKRC	P 12+	6.8	5.7	-16%
		P 25-54	4.1	5.2	+27%
		P 35-64	5.8	5.1	-12%
Bakersfield	KERN	P 12+	3.9	5.0	+28%
		P 25-54	3.9	4.5	+15%
		P 35-64	6.5	7.2	+11%
Tampa	WWBA	P 12+	2.4	2.5	+4%
		P 25-54	1.8	4.0	+122%
		P 35-64	3.5	3.8	+9%
Albany	WGY	P 12+	7.7	7.7	0%
		P 25-54	8.2	7.5	-9%
		P 35-64	10.5	11.1	+6%

©According to Talkers Magazine



the same rules apply to this “new genre” of radio programming.

Masters: The most successful Talk stations program consistently across their lineup with the same “viewpoint demo.” When transferring one compatible audience into another, ads can be placed across all shows without controversy. The other way — where a show with a conservative host leads into a non-political or liberal “viewpoint demo” show — has the effect of thrusting incompatible audiences into hosts that aren’t their niche, producing “forced” friction. The result is that most of one audience tunes away to the competitor station (loss of your core audience), and new ones may be less compatible for an advertiser (loss of response to advertisers).

What tactics should be considered when determining which programs or hosts should be scheduled, and when?

Hobbs: Relevance, quality and flow. In other words, take the best programs available — regardless of whether it’s local, national or syndicated — and put them on your radio station in a way that gives the station a consistent texture and allows the listener to easily move throughout your radio station comfortably at different times of the day.

Masters: I’ll stick my neck out on this one: I think you have to look at the common-sense reality of our lives. Do you want to hear an angry white guy when you first wake up for morning drive? No? Why not? Because you don’t want to go to work angry and mirror those pissed-off energies to your boss or his customers. On the other hand, after you have had the bleep kicked out of you all day at work and as you’re driving home, you may want that pissed-off guy to vent on your behalf. Each daypart has a sort of biorhythm. Mornings, you need a talent who is brilliant, vibrant and light, the very ideal of the attitude and energy you want to emit going into work. Middays become more analytical, thoughtful and informative. After lunch, the venting seems to start, and afternoon drive is where real butt-

kicking passion and anger is first vented and ultimately released by humor that puts things back into perspective. Finally, nighttime is more introspective: spiritual, meaning-of-life stuff or “Peter Pan” stuff for adults. Nighttime radio can be more experimental and slower paced, a place where people can go for meaning or for permission to escape into U.F.O. land. The point is, don’t put your great morning guy in afternoon drive or your butt-kicker in morning drive. You might have the right people in the wrong slots.

Can a progressive host work in a station lineup that’s fundamentally conservative, and vice versa?

Boyce: I think it can work, but it’s not easy. I have hired more liberal talk show hosts at WABC than any PD in this station’s history. Unfortunately, most of them didn’t make it. A host is never going to make it if your PIs reject them. It would be nice to attract a completely new audience to support a new host, but it will never happen. If a station has Rush and Sean, its listeners expect that kind of host. When we added Mark Levin after Rush and Sean, he took off like wildfire because he was consistent with what listeners had come to expect of WABC. But Ron Kuby has done a good job in morning drive teamed with Curtis Sliwa — listeners like the interaction between the two — so no stone is left unturned. Kuby has a lot of fun in the morning, and he is seen as the lovable liberal. Listeners learn a lot from his positions, even if they don’t always agree with him. With Curtis and Kuby, the key to their success is the rapport and chemistry they have developed. That is more important than who is taking what side on each issue.

Hobbs: As a general rule, you can’t mix progressives and conservatives, but there are always exceptions. Stations that have evolved over the years and have developed a PI constituency of hard-core ultra-conservative listeners built around the Rush Limbaugh program will have a very difficult time with this. On the other hand, stations that aren’t necessarily

defined by ideology, such as WLW in Cincinnati or KTRH in Houston, have much more flexibility. But they also understand they run the risk of being much more defined ideologically if they add hard-core left or right shows to their stations and then allow those shows to define the station.

Hartmann: I think it’s possible to make it work, and it is working for me with WTKG in Grand Rapids and WPTT in Pittsburgh, but both stations are programming “softer Talk” in the Clark Howard/Joy Brown-type of programming, rather than “hard-right” Talk. I think that, in anything other than a small, local market, it would be difficult to program “hard left” programming against “hard right” programming on the same station.

Based on your experience, what sort of mix between local and national Talk-show hosts works best?

Hartmann: I believe it’s important for stations to lean heavily local — at the very least in morning and afternoon drive, and some community weekend programming. Frankly, this is also terrestrial radio’s best strategy in the face of satellite radio, Web radio and iPod competition.

Hobbs: There’s no magic formula here. The measure should not be local vs. national, but great and relevant vs. mediocre, regardless of geographic origin. Relevant material isn’t always local, and local news items aren’t always relevant.

Boyce: I don’t look at shows in that context, because I don’t think listeners do. I have never heard that a listener said, “I won’t listen to Sean Hannity because he’s not local.” If Sean is talking about it, and listeners care about it, it is local — to them. Having said that, I do think it is important for a radio station to have a strong local presence and be all over major local events, news, traffic, weather and so forth. A good programmer can tie them together and create the right mix. Stations such as WBAP-Dallas, WDBO-Orlando, WSB-Atlanta and many more have been able to create the right combination, but each is different and unique to its market.

What do Talk listeners look for?

Hobbs: It's simple: entertainment, enrichment, information and companionship.

Boyce: When a host can say the things that many listeners have been thinking but nobody has been saying, that host will score big time. There are listeners who listen to a host and disagree with most of what the host says, but you can't build a winning Talk show on that formula. It's not enough to echo listeners' pre-conceived beliefs. The host must deliver the message in a compelling and entertaining way. Sometimes a host will talk about the same subject that other hosts have beaten to death all day, so he or she must be able to make the presentation unique and fresh without sounding like a rehash. I don't think most listeners want to be hit on the head every day by a host with whom they disagree fundamentally and philosophically. That won't work, but listeners are also willing to hear the other side as long as it's not crammed down their throats.

Hartmann: When I started in liber-

al Talk radio three years ago, I believed the hype of the right-wing talkers — that "everybody" listened to them — and assumed the same would be true of my program. What I've found, though, is that well over 90 percent of my listeners — based on callers — are actually ideological liberals, and that they hadn't been listening to any Talk prior to liberal Talk's becoming available. They had left Talk radio for music, and they were listening to NPR for their morning and afternoon drive-time news.

Masters: A great host expresses opinion and analysis in such an effective way that the listener has a bit of an emotional catharsis — a feeling that someone has finally expressed what the listener always intuitively knew but couldn't put into words.

What do they want from a host: someone to confirm their ideologies or someone who will confront them head-on?

Hartmann: I'm now convinced that the Number One thing people want from a talk show host is ammu-

munition to win the "water cooler wars" — information with a take and confirmation of their own world-view. My listeners particularly like it when I get conservatives on the air and debate them.

Masters: I think what listeners are looking for is a host who can effortlessly turn information (a commodity) into meaning. Talk listeners want a host who can build tension and release that tension with humor. When it's really right, it's as though the host is performing intellectual and emotional "acupuncture" across a full range of emotion that becomes absolutely addicting to listeners. These listeners then tell friends, and the station explodes over a two- or four-book period, all because of one host who understands that his authentic opinion and sense of humor is a monopoly in a world where information alone is a commodity.

How much of a mix of news, ideology, comment, listener input, humor and shtick do you need to make Talk radio work?

NOBODY DOES IT BETTER.

P O I N T - T O - P O I N T
D I R E C T M A R K E T I N G S O L U T I O N S

GREAT CLIENTS. GREAT MARKETING.

WWW.PTPMARKETING.COM

MARK HEIDEN
970-472-0131

RICK TORCASSO
972-661-1361

ELIZABETH HAMILTON
703-757-9866

MARK VERONE
847-705-2046

DIRECT MAIL. TELEMARKETING.

Masters: As I mentioned before, information by itself is a commodity; likewise, humor by itself is also a commodity (quite vacant by itself). But when they are used as ingredients by a host who can turn information and humor into meaning, jaw-dropping realization and validation of the listener's own innate common sense, then you have a monopoly.

Boyce: It's a tough question to answer, because it presumes that a PD like me can come up with such a formula. If I have to tell a host how much of each element to have, and what to be passionate about, I have the wrong host. These things must come out naturally, and a show must grow organically. I want a host who bolts into the radio station every day with way too many things to talk about. I want somebody who has a Talk show bubbling out of them every day, whether they are on the radio or not. This is a person who lives, eats, and breathes this stuff — so how can I dictate how much of these things to have? I don't want the host to even think about it. I want it all to be natural. Trust me: I know it when I hear it, and I can't possibly teach it.

Hartmann: The most important thing is for the host to center and anchor the show, have a take, and have the information for the listeners. Hosts who lean on guests turn the show over to the guests, with unpredictable and

usually boring results. Likewise, hosts who lean on callers end up with an unfocused show. Guests should be brief, coming on only if they bring a unique ability to speak, such as a member of Congress, weapons inspector etc., or if they disagree with the host, which sharpens and highlights issues. Otherwise, the host can usually present information better than 95 percent of guests.

Do you think Talk radio does more to unite or divide an electorate that seems split down the ideological middle?

Hobbs: Generally speaking, neither. We hear a lot of "hooray for our side and the other guys suck" stuff, but I'm not sure that really changes minds in voter blocs large enough to make a real difference. Still, I am often bothered by the tone of some hosts at times — that is, when they are hateful. Hosts should want the listeners to symbolically high-five them, not cringe.

Boyce: Radio is doing what it always has done, and that is to reflect the attitude and mood of the country. If I were running for president, the first thing I would do every day would be to listen to Talk radio to take the temperature of the voters. People who listen to Talk are more likely to vote than are listeners to any other format. They care about this country deeply and passionately. Most Talk sta-

tions are highly patriotic in their approach. Talk radio does more to generate the discussion on what is important in America than anything else I know. I think there are still tons of people in the middle who just want to be entertained and informed so they can make up their own minds. Talk radio does a great job with that, and now that more shows have a variety of political perspectives, it just serves to broaden that discussion.

Hartmann: Now that there is increasing balance on the airwaves with liberal Talk radio, and people have broader access to a wider range of information and opinions, I believe Talk radio will help bring people together. It will bring out the "middle" in America, as people will have a more well-rounded understanding of multiple sides of various issues. Both conservative and liberal Talk radio are important for America. A nation that hears only one side of issues usually doesn't do well, as the old Soviet experience demonstrated.

Masters: Talk radio is a healthy "pressure relief valve" for the American psyche. The more emotional and intellectual commerce in the marketplace and in ideas, the better for us all. When Talk hosts vent, right or left, they are venting for someone who can't put it into words as well as they can. This way, each listener has a champion. ☺

Why pay for Radio Industry news?

Radio Ink Daily Headlines
can be delivered to your
e-mail address every morning.



Sign up for **Radio Ink's FREE** daily news headlines at www.radioink.com.

Forecast 2006 • December 6th • Register Today!

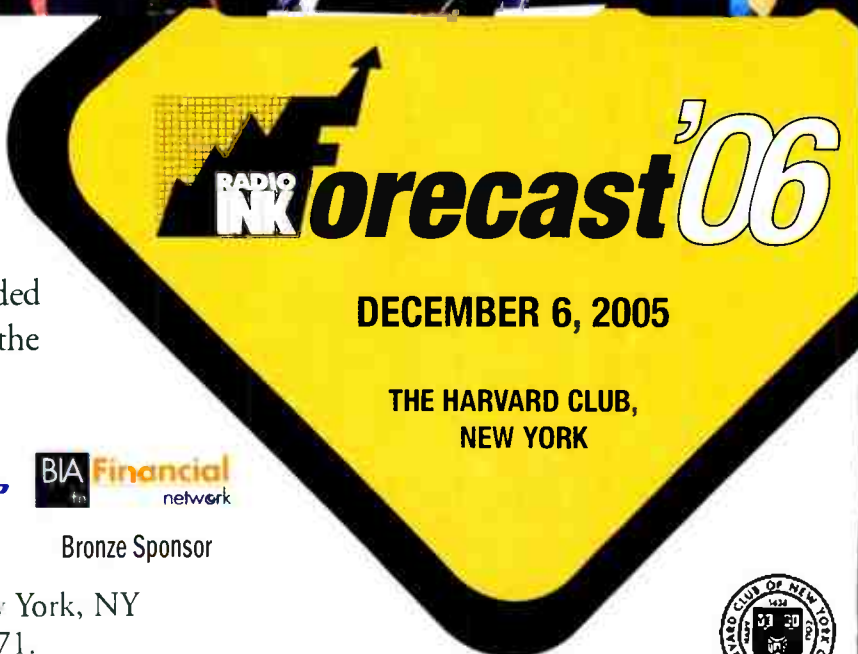
Where Radio's Most Powerful Gather

December 6, 2005

Radio's Premiere Forecasting & Financial Event



Radio Ink's annual Forecast event has become THE place for the industry to come together to predict the coming year. Held during Media Week, when the financial community also gathers, Forecast 2006 promises to be the best tool to indicate radio's direction. It's attended by a "Who's Who" of radio. Please join us at the Harvard Club this December.



HARRIS

Platinum Sponsor

DMARC
BROADCASTING

Gold Sponsor

INTEREP

Silver Sponsor

BIA Financial
network

Bronze Sponsor

RADIO INK Forecast 2006, The Harvard Club, New York, NY
Dec. 2005; to register, call 800-610-5771.
www.radioink.com/forecastsummit/





Talk Radio Callers: You Gotta Know How To Hold 'Em ... And When To Fold 'Em

What lights up the lines these days on talk radio?

I have no idea what the polls or the focus groups say. But I'm the world's greatest expert on what's been working for me.

Handcuff Girl was a godsend. Everyone has an opinion, it seems, on a whiny 5-year-old being shackled by police.

Tom DeLay's troubles and that Senate filibuster dispute? They're only so-so call-generators, although the filibuster did start jumping when it suddenly morphed into a religion-in-government debate. "Does God take a position on Senate rules disputes? Is He a Republican or Democrat?"

That seemed to touch a nerve, even more than the new pope did, maybe because TV went so overboard on him.

Terry Schiavo, of course, was Talk radio magic, largely because of the passion of the callers. They were thoughtful. They spoke from genuine family experience. They busted out of the boring, old left-right stereotypes.

I got great mileage out of the border-guarding Minutemen, and I think I know why: Most talk hosts spent so much time kissing up to the armed vigilantes, and I poked wicked fun at the "publicity-crazed yahoo Barney Fifes." The callers included more than a few actual Minutemen, who were not the least bit charmed by my portrayal. I guess they all had cell phones and radios beside their lawn chairs on the border.

So what do the great talk topics have in common? That's easy. Every one has a provocative human issue wrapped inside breaking news. More than left-against-right politics, these topics touch people where they live.

Even the most compelling topic, however, will get a talk show only so far. To lure great callers, you have to ask great questions, and you absolutely must express a strong, clear opinion of your own. "On the one hand, on the other hand" will never light up a call board. It's still a point-of-view medium. Truly, talk hosts get the callers they deserve.

They include:

- The fawners, who can only say how much they love the program.
- The ramblers, always in search of a point.
- The "food-good, fire-bad" callers. Their insights go no

deeper than "I agree with you" or "I don't."

I've learned to bum-rush callers in all three categories. "Clinton's bad? OK, John. Thanks for the call."

Sure, I'll sometimes probe a little: "Why's that, John?" But it's almost always more entertaining to move on to someone who might have an original idea.

The hero callers, the ones really to be celebrated, can pull experiences out of their own lives that connect directly with the issue we're wrestling with. They can give a talk show extra heart. They can turn a national audience into a cross-country family. They can make a lonely talk host sound like he has friends. "I punished my seven-year-old by sending him to his room," one woman said when we were debating Handcuff Girl. "He called the police and said his mom was abusing him."

Yes! Let the woman speak!

Now, let's be honest about something most radio-talk hosts don't like to discuss. This caller-host interplay? It's not exactly an equal relationship. This is partly because of the dump button sitting in front of the host.

The artistry to taking calls on the radio, I have discovered, does not lie in putting the callers on the air. Anyone can do that. The artistry lies in getting them off. Quickly and deftly is always my goal, preferably while I am speaking, not the caller. That way, at the perfect moment, the caller simply disappears — to be thanked (or not) whenever it's convenient. We avoid the whole clumsiness of caller after caller being hung up on.

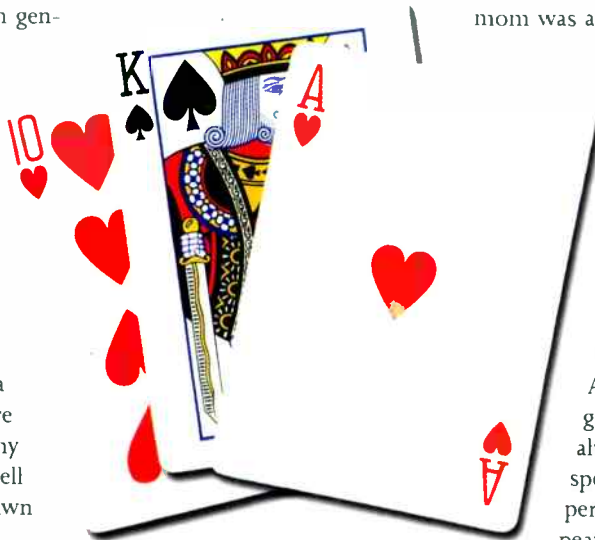
After all, we're not doing the show for the callers. We're doing it for the listeners, the vast majority of whom will never, ever call.

When I first told my wife about the dump button, she was oddly fascinated by the whole idea.

"You think we could install one of those on the living room couch?" she asked.

I knew what she was thinking even before she spelled it out. Those boring drop-in neighbors of ours.

Whoosh! They're gone! ☹

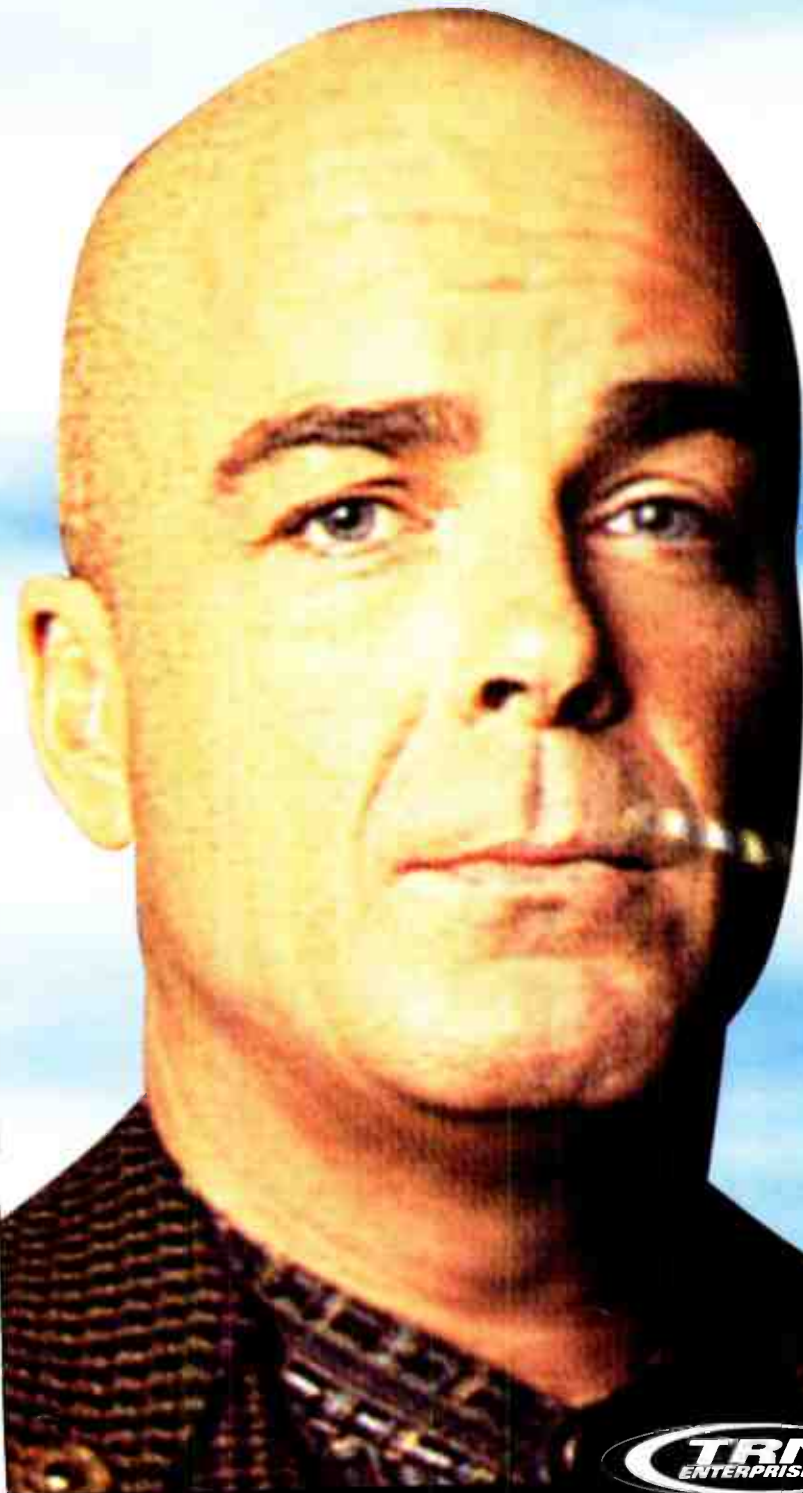


Ellis Henican is a political analyst on the Fox News Channel and host of The Ellis Henican Show, nationally syndicated by Talk Radio Network.



The **JERRY DOYLE** Show

Where Hollywood and Politics Collide



NOW OVER
200
STATIONS
Welcomes



Wishes to Thank



NEWS/TALK 820

Dallas



Boston



Seattle



TRN Enterprises

www.talkradionetwork.com

888-383-3733



Left Or Right, Liberal Or Conservative: Talk Radio Bridges

Ed Schultz

Democracy Radio/Jones Radio Networks

So you think liberals — or “progressives,” as they’re called today — can’t do commercial Talk radio? You’ve heard that they’re too serious, they’re humorless and they only talk straight politics? Or maybe that they’ve been doing liberal talk for years — on National Public Radio? Well, you’d better not mention any of that to Ed Schultz, who’s now broadcasting on 95 stations, in 8 of the top 10 markets coast-to-coast.

No question, that’s a far cry from the hundreds of stations that carry Rush Limbaugh, Sean Hannity, Michael Savage or Laura Ingraham. But now, more than 15 years after Limbaugh almost single-handedly saved the AM band with his conservative brand of Talk radio, the left side of the aisle is firing back. Loyal conservatives say the unbalanced game of catch-up is helpless and futile. But one could have said that about the Boston Red Sox in the fourth game of the American League Championship Series last October, when the New York Yankees were already mentally sizing their World Series rings.

Enter Ed Schultz, whose show, produced and syndicated by Democracy Radio and distributed by Jones Radio Networks, is arguably the most widely syndicated progressive daily talk show on radio today. *The Ed Schultz Show* is not, he claims, a politicized program that continually assaults the president and conservatives. It is, rather, a show that touches listeners on real-life economic and social issues.

A Virginia native, Schultz attended college in Moorehead, MN, on a football scholarship. After taking a stab at a professional football career, he moved to Fargo, ND, where he landed a job as a TV sportscaster. He spent nearly 15 years doing play-by-play and color commentary for local teams, and ultimately landed a gig as Talk radio host on KFGO-AM. Schultz’s bombastic, fearless on-air persona quickly catapulted him to the top of the ratings chart, where he still maintains a 20+ share in a five-state market.

Not always a liberal, his views shifted to left-of-center when he met his wife Wendy, who invited him to lunch at the Salvation Army shelter where she worked. Although he often had chastised the “homeless bums” on his show, this face-to-face contact with poverty shed new light on his comments — and his beliefs. The couple took his program, *News And Views*, on the road in the “Big Eddie Cruiser,” a customized motor home, to connect with the people. Along the way, he says, they met families and farmers struggling to make ends meet. On that trek, he says, he found his “true, progressive voice.”

When he’s not going “voice-to-voice” against Rush Limbaugh and Sean Hannity, Schultz continues to feed his passion for sports and the great outdoors. He loves to fish, hunt and golf with his son David, a nationally rated golfer at Texas Christian University. He and Wendy, a psychiatric nurse, live in Fargo, and have six children.

Blue Or Red

The Political Divide

Glenn Beck Premiere Radio Networks

Glenn Beck is not your typical conservative Talk radio host. First and foremost, he eschews the notion of political talk shows in general, observing that “it’s frightening that we are becoming nothing but a political front for the left or the right, the Democrats or the Republicans.” Second, he freely admits to his past, in which he took some deep downturns before turning his life around through inner motivation and newfound faith. And third, he’s not really into himself or his ego.

“[Listeners] see in me a little of themselves: a guy who’s struggling to be better every day,” he explains. “I’m a work in progress, and they can relate to me, because they’re works in progress.”

A former Top 40 air personality, Beck entered the Talk format in 2001, and has grown his affiliate base to 175 stations nationwide via Premiere Radio networks. Millions of listeners are drawn to this modern-day storyteller. Based in Philadelphia, he’s armed with a quick wit and an informed opinion — and he’s not afraid to use a bit of shock radio to wake his audience up to the most pressing issues facing American society.

Beck started in radio at 13, when he won a local radio contest in which he was a DJ for an hour. The bug bit, and by age 18 he landed an

on-air gig in Corpus Christi, Texas, as what arguably was the youngest morning jock in the U.S.

His meteoric career took him to Top 40 morning shows in Baltimore, Houston, Phoenix, Washington and New Haven — and then his passion for radio, and life itself, he now admits, wore out. At age 30, he slipped into a pit of alcoholism and drug addiction. Although he had been accepted at Yale as a theology major, he lasted only one semester. He divorced his first wife, and was separated from his daughters, one of whom has cerebral palsy. Emotionally and financially decimated, he turned to a recovery program that he credits with saving his life.

Coming to terms with his past and staying sober provided a monumental shift in Beck’s life. He married Tania, and was baptized a Mormon in 2000. Turning his talent toward Talk radio, he moved his family to Tampa, FL, where he inherited a lackluster talk show slot at WFLA-AM. Eighteen years later, Premiere Radio Networks signed him, and provided him the opportunity to go into national syndication. In January 2002, *The Glenn Beck Program* launched on 47 stations.

He also kept a promise to his daughters, and moved the national show to Philadelphia. *The Glenn Beck Program* airs weekdays from 9 a.m. to noon ET.





INK: Many progressives are looking for you to kick start liberal Talk radio. Is this your role?

ES: If you do a good radio show, people will find it, no matter what your political affiliation is. If you have all the ingredients of a good show — timely, topical subject matter, entertainment and relevant information — you move the show, and communicate well with the listeners. You've got to have the elements of a good radio show to make it work, no matter what side of the political dial you're on.



Is Talk radio as you practice it designed to entertain, inform, incite or all of the above?

GB: Entertainment encompasses "inform," "incite" and more. But I really don't like the word "incite," unless it's to incite passion or emotion. I don't do one of those shows in which they say "call your congressman." Instead, I try to reach in and find the emotion, to incite the feelings of people. I want people to feel something, a range of emotions — belly laughs, outrage and anger, sadness and sorrow — but ultimately, it should be entertaining.

What's the first thing on your mind when you sit down in front of the microphone?

ES: The first thing I try to do is have fun. The two most important words in Talk radio are "you" and "your." When listeners turn that dial to my show, they're saying, "What's in it for me?" and "What's in it for my family?" They want to enjoy the personality, they want to be entertained, they want relevant information. A good radio show must have a number of ingredients to succeed, and to get a broad base of listenership. The listener has to connect with the talk show host on some level: curiosity about the person, or flat-out passion for the person or dislike for the person. People appreciate that I go after the issues, and I'm an approachable, nice, relatable guy. What you hear is what you get.

You're now heard on more stations than any other progressive on the radio. Do you feel pressured to appeal to listeners in the blue states?

ES: If you go on the radio for political purposes only, you stand a good chance to fail. If you go on the radio because you want to have a good radio show, that's a different ballgame. I've never had a hard time getting ratings; I've never had a hard time doing good radio. It's just good imagination, and hard work. I think I do as good a radio show as anybody; I just happen to be a progressive.

Why is there a lingering perception that liberals — progressives — can't do Talk radio, and can't get advertisers to support them?

ES: We will all have our judgment day. It's called ratings and revenue. If

Many conservatives say that liberals don't have a sense of humor. What do you think?

GB: I'm for anything that brings extra bodies to the band, anything that will drive cume to Talk radio. Look at some of the people who have tried this in the past: Jerry Brown, Mario Cuomo, James Hightower. They're not radio people. I'm offended that people have such a low perception of radio that they think they can just put some attorney on the air, and he'll be great. Successful radio guys were radio people first. They know how to use the medium. They know the power of painting a picture. They know comedic radio timing, which is not the same as comedy club timing. It's different on-air; if you're entertaining, and know how to manipulate this medium, you'll be successful.

Isn't there at least one liberal talk show host whom you consider a good entertainer?

GB: The one liberal talk show host who kicks butt is Howard Stern, and

the reason he stomps butt in market after market is because he is an entertainer first. He happens to have liberal views and values, but he's entertaining. He's not calling people to action. He's reflecting their values.

From your experience, what are Talk listeners are looking for? What do they want from a host?

GB: I can't tell you what they're looking for from other shows, but I can tell you what they find on mine. My show reflects their values, but we may also disagree. Maybe they're more conservative or more liberal than I am. What they find is entertainment without boob jokes. They find information that is relevant outside the Beltway. Sometimes we do go inside the Beltway, but only because it's relevant to somebody's life outside Washington. We present it in an entertaining fashion. That's what they find, and that's why they stay. They see in me a little of themselves: a guy who's struggling

**LEADERS IN RADIO
RELY ON FOX NEWS**



**FAIR & BALANCED
JOURNALISM
YOUR LISTENERS DEMAND**

AFFILIATE SALES 212-301-5439

YOU CAN HEAR THE DIFFERENCE



you don't get 'em, you won't be around very long. If you can't make money, you're not going to be relevant in the business world. Sales solve a lot of problems. You must be advertiser-friendly, you must relate to the American people and the product. Progressives have bank accounts, they buy insurance, they buy cars, they sleep in beds. This narrow-minded view that liberals couldn't do Talk radio is ridiculous.

What are talk listeners looking for?

ES: Radio listeners are looking for a variety of things. They don't want to



to be better every day. I'm a work in progress, and they can relate to me, because they're works in progress. If they don't like me, I'm okay with that. I don't expect everybody to like me. I'm not out to change the entire world.

How do you approach the callers who take issue with something you say?

GB: It's much more fun when somebody disagrees with me. They're the callers who get on the air first. I'm really uncomfortable when someone

be bored to tears. They want a show to move. They want it to be informative, and they want to be involved. They want to be entertained.

Do they want political dogma?

ES: If you're going to get political, be strong in your convictions and know what you're talking about. You can't wing it. You have to play with passion, and form an opinion. Every American has an opinion on everything. If listeners hear what you think on an issue, they'll relate to your personality, and that will draw them back again. People like to have their thoughts confirmed or challenged.

Talk radio does more than that. Would you agree that hosts with a political standpoint have the ability to shape the course of this country?

ES: The audio culture of America has changed so much. Talk radio

gets on the air and compliments me. Those are some of the worst seconds of radio. That's just self-serving stuff. Variety is the spice of life.

What mix of news, ideology, comment, listener input, humor and shtick do you need to make Talk radio work?

GB: I go with my gut every day. We try to balance the show linearly, so if you're listening at a certain time one day, you don't hear the same kind of stuff the next day. My show is balanced on the theory of my Thanksgiving dinner table. I've never sat down at the dinner table with people who have decided in advance what they are going to talk about, and then said, "We're not going to talk about these issues because that's not what the table is about." At my Thanksgiving table, you laugh, you cry, you talk politics, you talk religion, you talk about what was on television last night, you talk about an upcoming movie, sex — all of it. That's what we do.

affects local and state elections, and has a profound effect on federal elections. You can define the news cycle on Talk radio. You can frame the message on Talk radio.

A few weeks ago, my wife and I were in Washington, DC, at the annual Radio and Television Correspondents' Dinner. I was sitting next to the person who coordinated all the radio for the recent Bush campaign. She said their goal the last five days before the election was to do 1,000 interviews on Talk radio. Think about that: 1,000 radio interviews, utilizing all 450 conservative Talk show hosts in the country, driving the message of security onto the American people down the stretch. Then, the narrow margin of victory was 3 million people. I can't help but think that radio had a profound affect on the outcome. I'm a firm believer that campaigns can be won or lost on Talk radio.

Look at the way people get their information today. When you and I

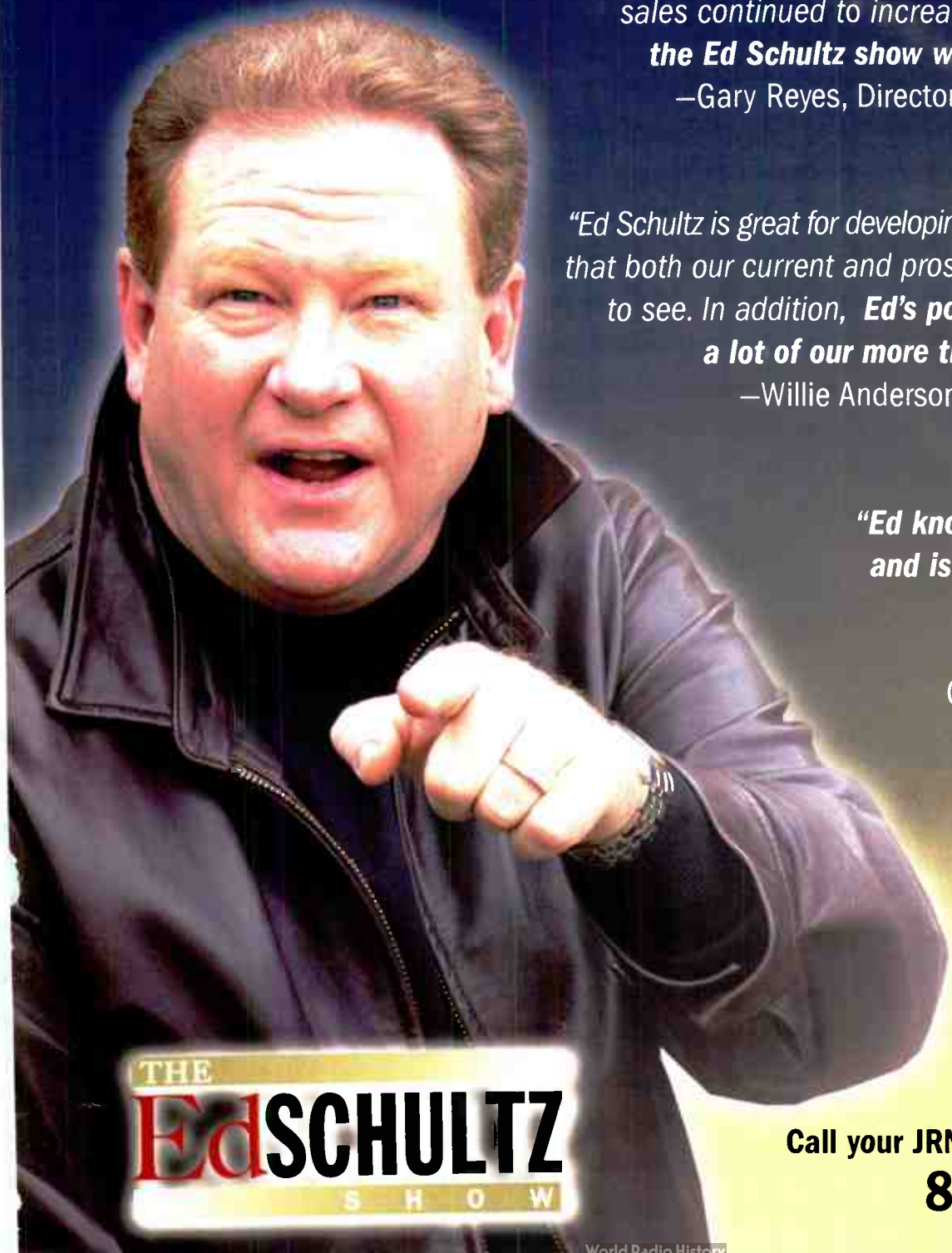
Don't most of your listeners know they're going to find someone who sits on the same side of the political fence as they do?

GB: It's interesting that the perception of Talk radio is that we are all political. Shouldn't we be entertainers? Isn't that what we're supposed to be doing? It's frightening to me that we are becoming nothing but a political front for the left or the right, the Democrats or the Republicans. That is the recipe for doom in this format. We've got to stop it.

How do you stop it?

GB: You can stop it with diversity. Progressive radio is good for us, because it offers diversity. We must reach out to the talents in radio who understand there is more to life than politics, and that our listeners are three-dimensional human beings. I don't want to sit at a dinner table with the guy who talks only politics or moral issues. I'd hang myself by the time the soup arrived. Most listeners are like that.

Ed Appeal



*"Ed's ratings in South Florida kept going up and sales continued to increase...by February 2005, **the Ed Schultz show was sold out on WINZ!**"*

—Gary Reyes, Director of Solution Managers,
WINZ, Miami

*"Ed Schultz is great for developing the quality of audience that both our current and prospective advertisers like to see. In addition, **Ed's populist appeal satisfies a lot of our more traditional advertisers.**"*

—Willie Anderson, Local Sales Manager,
WPOJ, Portland

"Ed knows the radio business and is there to help stations like us be successful."

—Rob Worden,
General Sales Manager,
AM 1360 KLSD,
San Diego

THE
EdSCHULTZ
SHOW



jonesradio.com

Call your JRN representative today.
800.611.5663



were growing up, we sat home and watched the evening news. Families don't consume their information that way anymore.

Is that good or bad?

ES: It just *is*. People rely on audio. They hear a newscast, they hear a talk show host, they hear something on the

Issues And Answers

While Talk radio's primary goal is to entertain and enlighten its audience, that couldn't be done without pushing a few hot buttons. *Radio Ink* asked Democracy Radio's Ed Schultz and Premiere Radio Networks' Glenn Beck to expand on a few issues that have defined the format in 2005:

Was the Terri Schiavo case the biggest Talk radio issue so far this year?

ES: Terri Schiavo was a great Talk radio topic, because it potentially affects everybody. I think all Americans can feel for the situation. It was a very relatable topic. I found the callers to be extremely engaged in the topic, and very emotional — with a wide range of emotions. Politically — now this is where I have a jaded opinion: The story provided much-needed cover for Tom DeLay. I also think the end gauge was to gain momentum for the right-wing, neo-con agenda. It's all about the judges on the bench serving their political desires - and they screwed it up. The American people clearly said, in survey after survey, that Congress went too far. This was just too much government intrusion into the private lives of people. DeLay used the Schiavo case to bring attention to judges, and an ideology that they deem threatening. Congress clearly was out of bounds. It upsets the balance of powers.

GB: One of the biggest slams that came my way was being called "the Goebbels of the gospel." I loved that. I believe what I believe; I don't make any bones about it. I don't try to

Internet, they hear something on satellite. They iPod what they are looking for to get somebody's take on it. It's amazing how audio on the Internet is positioned for the future in the fast-paced lives of the American people. We now have "media personalities." There used to be reporters, commentators and anchormen. Now the media covers the media. It's so personality-driven that it can influence people. People say to themselves, "So-and-so said this, so it must be right." Just as the bloggers came on fast down the stretch in this election cycle, I think Talk radio has done the same throughout the years.

Conservatives had a 15-year head start on Talk radio. Is it possible

say that I have no agenda. One reason people come to Talk radio is to get relevant information, and a perspective on that information. They're looking for someone who has done a little more homework on an issue than they have. I have to do my homework, and I try to give perspective. They say, "I trust Glenn. He seems to be like me. I wonder what he thinks about Terri Schiavo." I share that with my audience, but I do it in an entertaining way.

Do your listeners believe there is a group of activist judges tipping the balance of power in American government?

GB: Is that a serious question? Of course we have activist judges. I don't mind if judges have a differing opinion than I do. Again, variety is the spice of life, whether you're doing a radio show or building a country. I'm not always right, and I like to surround myself with people who think differently than I do. But I don't like the fact that Thomas Jefferson's 1803 prediction of an oligarchy has actually come true. I don't appreciate that it is no longer three separate, but equal, branches. Right now, we have one branch that tells the other two branches "go sit on it and spin." That's a problem. If the court wants to say "you can't do that," but Congress and the president say, "wait a minute, yes we can," as I see it, it's two against one. The people win. We are no longer a country that understands that power comes from God, then goes to the people first, and then the three branches of government. We have dismissed God; power goes not to the people, but to the attorneys

to catch up with them?

ES: One thing that concerns me about the progressive format is the label itself. Ed Schultz is a lot more than progressive Talk; that's why I call it *The Ed Schultz Show*. Why don't they label the Rush Limbaugh show or the Sean Hannity show as part of a conservative Talk format? I do *The Ed Schultz Show*, and I understand what people want: relatability.

We're getting pigeon-holed as progressive Talk, and then when people turn it on, it's round-the-clock Bush-bashing. I don't believe that will come a consistent audience, because it never has before. Offering redundancy in programming is a death knell. You'd better have a personality behind that microphone.

and the judges, then they tell us what powers we have. That's not the way this country was set up. It's a problem that needs to be fixed.

ES: What we're seeing is activist legislators. It circumvents the judicial process, the rule of law and the will of the people. It's a dangerous situation that further empowers elected officials who are influenced by money, and are trying to control the courts. That is not American. The conservatives who say they don't think this is government intrusion really aren't conservative; they're fascists.

Polls show that Americans overwhelmingly believe the U.S. is headed in the wrong direction. What's going on?

ES: Economically, in the past four years, there has been a greater division between the haves and the have-nots. That's what the president's Social Security reform project is all about: to line the pockets of those on Wall Street, to create new pioneers and rangers, to filter money into campaigns. It's all about winning. But, people still care about health-care costs. They care about gasoline prices. They care about what it means to their families. The middle class is not getting ahead, and that's the barometer. Security? Who are we kidding? We have Minutemen down on the border. Security at airports? I had a flight attendant call me last week. They found some box cutters in the top of an aircraft, and it was hush-hush. Meanwhile, we're strapping the next generation with incredible debt. Education costs are going through the roof. Kids are graduating from college this month

Getting back to your Thanksgiving dinner table analogy: Would you pull an outrageous stunt in front of your holiday guests — like announcing that you're airing an abortion live on your show, or your going to kill a puppy on-air?

GB: My dad is 77, and he doesn't get most of the show. He'll say, "I just don't understand — you make such great points, but then you follow them with a comedy bit, or a stunt." When he says that, I wear it as a stripe on my arm. If you're shooting for a 50-plus audience, it's important to stay away from these things. But if you want to make sure you're driving 30- and 40-year-olds in — a lot of college kids are fans of the show — you must be unconventional. I can go on and on

with \$100,000 worth of debt. The market is stagnant. We've got huge debt to foreign countries. I just don't think America is any better off today than we were before Bush took office. The conservatives' bullet-point back on all this, of course, is that 9/11 changed everything. No it didn't. 9/11 didn't change everything; their reaction to it did.

GB: Many Talk radio hosts will try to make this about oil prices, taxes and George Bush's foreign policy. It has nothing to do with that. It has everything to do with the family, and the way you run your household. The perception in this country is that the family is under attack. When you are afraid to send your kids to school; when your kids are in a culture where oral sex is the norm in middle school — there's the problem. The country is going in the wrong direction. It has nothing to do with the politicians on either side in Washington. When we've got our kids going to proms dressed as "prosti-tots," that's a problem. When you have a court system that is jamming their point of view down the average blue collar's throat, that's a problem.

Immediately after the 2004 election, President Bush declared that he had earned a lot of political capital. How much does he have left?

GB: It seems to me it's still in his wallet. I wish the guy would spend some of his political capital. He could push through the elimination of the IRS. He could push through big ideas on Social Security. He's pushing this little idea, and the way he's doing it, he's hacking off the real conservatives, as well. He's

about Terri Schiavo, but until I threaten to kill a puppy-dog on the air, and the activists come out of the woodwork to save a cartoon puppy dog, they don't really feel my point.

Does the audience really need to be shocked into action?

GB: The problem is that the American youth — those 40 and below — don't relate to traditional Talk radio as deeply as the upper-end does. They were raised on MTV, so everything has to be delivered in a very fast-paced package. If it sounds too stodgy, it's not for them. They've also been desensitized to a lot of what they see and hear. This generation doesn't have the same sensibilities as my father does. Look at the comedy of the 1960s with

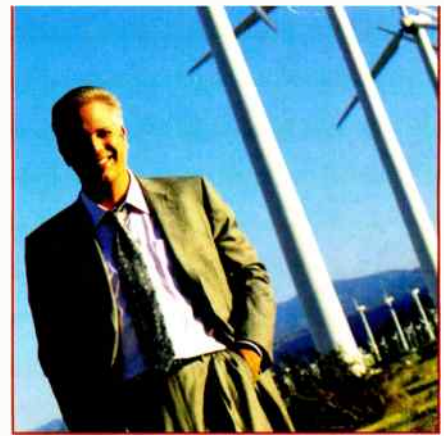
appealing to nobody by taking little half-steps. I'd like to see him spend some of that political capital. Unfortunately, it's being spent for him just by the passage of time, and that's a problem for him.

ES: He has a big-time cash-flow problem. Social Security reform is all but dead. The political capital gained by the president is gone. His approval ratings are at the lowest of any second-term president. He's running on empty.

What should be the role of religion in the U.S. government?

ES: That's simple: In order to respect all faiths and all religions, you must have a separation of church and state that does not impose on religious freedom.

GB: Religion should not play a role in government, but faith should play an enormous role in government. After our founding fathers signed the Constitution, their first act as Congress was to institute a day of prayer. They were men of tremendous faith. However, they were — as I am — highly paranoid about religion. Religion can be about power, manipulation and money. Religion should not play a role as it did in England; that's what we were trying to avoid in the founding of our country. Faith is important for people to look inside and ask what really is right and wrong. The question must be asked from a higher power than themselves, a power bigger than our government, bigger than our planet, bigger than family. If people ask that question through



Phyllis Diller, compared with the comedy of Chris Rock today. Phyllis Diller was cutting edge and outrageous in the '60s. We have gone through a massive transformation. If you want to get the younger audience, you have to move with them. Again, my object is to entertain and inform in a relevant way. To do that today, you have to push some buttons. ☒

the lens of faith, then become active in their system, that's of unending value.

What is the most pressing issue facing America today?

GB: The attack on the family, and the court system. But neither of those will be solved until the overriding problem is solved: We've gone back to our pre-9/11 self. We're fat, we're fed, we're sassy and we're full of apathy. Until we are rid of the apathy, nothing will be fixed. We fixed that apathy a little with 9/11, although that's really not the way to fix it. I think Talk radio — if it becomes smarter, faster, hipper, more entertaining, without any kind of political stump speeches or hate rhetoric — can help solve that. People will listen to be entertained, and they'll find themselves thinking, "That is how I believe — that's the direction I think we should go." Hopefully, it will inspire them to look at what they really do believe, and then become active, without the prompting from some political Talk radio yahoo. They'll be inspired to make a better life for themselves.

ES: Homeland security. We've been told we're going to be hit again. If that's the case, what are we doing? I'm very discouraged with the manufactured appearances by the president, the manufactured campaigns. Only certain people are allowed in, only certain reporters are called on. Very few press conferences. Access is tightly controlled. That's not good for the country. I don't care if it's a Republican or a Democrat. I don't believe that limited access to the president is good for the country.



Overcoming The Satellite Objection: It's Time To Get "Siriusly" Prepared

During a recent call with a sales rep, the owner of a boat dealership exclaimed that traditional radio is going by the wayside, because his new boats are coming out with factory-installed satellite radio options, and his dealership is playing Sirius Satellite Radio. I waited for the sales rep to overcome the objection, but witnessed only a blank stare. Finally, I said that about 6 million people now subscribe to satellite radio, while more than 1 billion radios are in cars, homes and businesses like his. With the objection overcome, we moved on to the subject at hand: increasing R.O.I. for his boat dealership.

It is not only with my client stations that I must work constantly on overcoming the satellite objection. When I speak at seminars and broadcast association meetings, I see that radio sales reps are ill-prepared to handle basic responses to a client's fear of rapidly deteriorating listenership from "earth-bound" radio stations.

My first experience with satellite radio was in a rental car equipped with XM, and I had plenty of time to spend with it during the week. I wondered how many sales managers had put their reps in a similarly equipped car and gone through the channels with them to see what XM and Sirius have to offer. My unofficial research reveals that about 1 percent of the reps surveyed have done this, mostly because the new car they bought offered two free years of satellite service as an incentive.

Here's the point: As I heard from the boat dealer, your reps will start hearing the satellite objection from general managers at car dealerships, which are radio's top-billing category. And if our reps aren't prepared to handle those objections, we will lose the car dealer money before we lose listenership. With that in mind, here are some observations that will help you raise the consciousness of your reps, in case they don't see the "waves" coming:

- XM officials say they expect total growth of subscribers this year to total 5.5 million — up from 3.3 at the end of 2004.
- Sirius ended 2004 with about 1.1 million, and estimates that it will have 2.5 million subscribers by the end of 2005. Cumulatively, that's about 8 million subscribers.
- XM and Sirius are smart: They aligned themselves with their greatest point of distribution: the automotive industry. GM offers XM radio on 55 of its 2005

models, including all Cadillac vehicles. XM also has major ties with Honda and Hyundai. Sirius' partnerships include Ford, DaimlerChrysler and BMW. Toyota and Nissan offer both services.

- Tom Coyne, CEO of Coyne Communications, which creates auto show displays for XM Radio, says, "Some people want to buy cars, some want to support the latest technology — it's the same thing we faced with cable TV."

To sales managers who want to overcome the satellite objection:

- Put your reps in a car that has XM or Sirius. Conduct a sales meeting around a car that has satellite radio. Go through the dials, so the reps know what programming is offered on each service. The more they know, the less they will be intimidated by an objection.
- By the end of 2005, satellite radio will have 8 million subscribers, but terrestrial radio is equipped with more than 1 billion radios. Do the math.
- Extol the virtues of local content versus endless music. People still like to be entertained, as well as informed when the next tornado is touching down.
- The average turn-in ratio for new cars is four years, which pushes the owners who bought new cars last year without satellite well into the 2009-2010 buying cycle before they have cars equipped with satellite. Remember, it took cable more than 10 years to impact TV.
- Satellite radio has no measurement system like Arbitron or Eastland.
- Never forget that terrestrial radio is free.

As a day-to-day sales manager, one of my Luce's Laws was "Thou shalt know thy competitors' products better than your own." Do your reps know this competitor from outer space? ☺

Sean Luce is the head national instructor for the Luce Performance Group. He can be reached at 281-496-6340, or by e-mail at Sean@luceperformancegroup.com.



OES: Powerful Sales Tool Or Revenue Retardant?

Optimum Effective Scheduling (OES) has performed wonderfully in demonstrating radio's efficiency to advertisers — but there's a huge difference between efficiency and results. The question is this: "Has OES demonstrated radio's effectiveness in delivering powerful results and return on investment for your clients?"

We're fixated on achieving a 3.0 or 3.6 frequency, but that frequency is, at best, merely adequate. At worst, that bare-minimum frequency is a very questionable schedule that falls well short in driving home impressive results for the client. Bare-minimum frequency reinforces to the advertiser that radio doesn't work (or just delivers not much more than mediocre results).

Look at your client churn — you may have lost between 25 percent and 70 percent of the advertisers you've had on the air over the last 12 months. If you then examine your historical revenue tracking, you may be surprised to find those percentages painfully accurate.

The only reason advertisers place their ad dollars elsewhere is lack of sales results. Why would they stop advertising with you if your station delivered the results they expected from their advertising investment? Some of you will say, "It's because we enjoy a strong professional relationship with our clients." Well, that's great, but even if your clients remain loyal under those circumstances, you're not holding up your side of the partnership if you fail to deliver the results your loyal clients expect. Are you then able to hold your head high, knowing you may be cashing the client's check under false pretenses, knowing you've sold the client a mediocre schedule?

Just scraping past the 3.0 frequency barrier does radio as an advertising medium, and the industry in general, absolutely no good. It's one reason that radio still commands only 6 to 8 percent of the national ad dollar (as we do year in and year out). We have account managers selling the bare minimum schedule, we have agencies placing 12 spots on two or three stations in a market (depending on how deep their buy may be), trying to reach each station's P1, P2 and P3 audience base and using radio as a secondary and support medium. Do we want to continue second-best and accept being viewed as nothing more than an afterthought?


The great radio marketers target a weekly frequency somewhere between 7.0 and 9.0 when placing their schedules. Again, look at your historical revenue tracking and see how many of your clients are placing a schedule of that magnitude and impact.

Ask yourself the following questions:

- How many of your account managers are advising their clients on frequency levels above the bare minimum of a 3.0 or 3.6 frequency?
- How many of your account managers are scheduling 50 or 80 spots a week for their clients, rather than 20- or 30-spot schedules (or less)?
- Are your account managers incorporating radio's unique power and effectiveness in generating outstanding sales results in regular training and coaching sessions, or have we become a "set & forget" radio sales society?
- When did any of your account managers last schedule 30 spots over two days, rather than 30 spots over 2 weeks?

Have we become overly restrictive and too scientific in our programming philosophies when we allow only one commercial (or less) in any given hour for the same advertiser? Has that philosophy damaged our ability to deliver the powerful results radio is capable of delivering for our clients and advertisers? Run two or three spots an hour for a client's sale, and watch radio work its head off! Television does it, and TV viewing habits are well researched, yet we in radio allow our programmers to diminish our effectiveness.

Scraping by with a 3.0 or 3.6 frequency with a basic OES schedule keeps our revenue growth modest and retards radio's dynamic ability to skyrocket revenue to the next level. Conduct a re-evaluation and self-examination of your top-line performance. Note how modest annual increases in sales volume negatively impact your bottom-line growth potential. Your current way of selling may be impeding next-level revenue and bottom-line performance.

Sell your station's clients on the idea of investing in what they need, rather than what you think they want. Stop selling the bare minimum just to make a sale. Become a valuable resource to your clients by advising them on what they need. 

Bob Reid is president of Strategic Media Sales. He can be reached at 616-821-4375 or strategicmedia@msn.com.



Protect Your Accounts From Marauding Competitors

Concerned about losing your biggest clients? You should be. In today's competitive marketplace, keeping your valued advertisers is more difficult than ever. Your competitors are trying to gain business anywhere they can, and your account lists are prime targets.

We all know that today's customers are much more fickle than those of yesterday, and your customers have reps knocking at the door all day with sweet smiles and cut-rate deals. Competition and dealmakers deliver a recipe for big trouble. Who hasn't experienced that sick feeling when they hear a valued client on the air with another station or see them in the newspaper or on cable one evening? Is there anything you can do to ensure this doesn't happen to you? You bet there is.

Here are five ways to keep your top advertisers where they are supposed to be — with you and your station(s).

1. Establish a personal relationship.

Make a concerted effort to deepen and broaden your relationships with those contacts that allow you to hit goals and keep reps happy. After all, it is much more difficult for a friend to take business from you and give it to someone across the street. Take your contacts to lunch, golf or a ballgame. Create an opportunity for them to meet your family and for you to meet theirs. Bring your contacts into the station to meet the staff that makes their campaigns run smoothly. The more station people clients know, the less likely they are to pull their business.

2. Stay in constant contact with your good accounts.

How? Through the 24/7 convenience and ease-of-use of the Internet and e-marketing. An entire e-marketing universe has been created out there. You should familiarize yourself with it and start using it to your advantage. Learn the e-marketing game, and you will be able to stay in touch with more clients, prospects, and decision-makers than you ever dreamed possible. That will slow attrition and increase repeat business, while revenues will soar. Educate yourself on such e-marketing tools as spam-free list building, autoresponders, audio postcards, e-newsletters, and teleclasses. There is a new school of radio sales, and using today's technology will get you there before your competitors.

3. Become your clients' advertising resource and advertising expert.

You possess valuable information that is very beneficial for your clients. Share this information with them on a regular basis, and you will be on your way to establishing yourself as their "advertising expert." Provide snippets of advice on marketing, business building, customer service, or anything else appealing to business owners and decision-makers; then begin adding upcoming specials or sales opportunities into your e-marketing. *Cha-ching!* Even if this

e-marketing is all you provide advertisers, it will do wonders for you. The day your information hits their computer screen is the day you become their advertising resource, and they will be more likely to stay with you than to do business with anyone else in town.



4. Present a professional, knowledgeable appearance at all times.

I'm not talking about your clothing — though dressing like WKRP's Herb Tarlek in plaid pants and an orange blazer is never a good idea. I'm talking about maintaining a professional appearance in your presentation materials. Don't cut corners. Use PowerPoint, and get your staff on

board. Once you know a few tips, the program is easy to use and gives your materials the look you need to gain your advertisers' confidence.

5. Finally, never underestimate the importance of customer service.

There is still no substitute for great customer service. Make a dedicated effort to be there for your clients. Return their calls quickly. Answer their questions thoroughly. Listen to their complaints patiently. If you have maintained a personal relationship, face-to-face or through e-marketing, you will always have a better line of communication when problems arise. ☒

Gregg Murray is a CRMC Diamond, PowerPoint Certified Specialist, and president of Sales Imaging. He can be reached at 304.43.RADIO or gmurray@salesimaging.com.

“My radio station must love me.”

I LOVE MY STATION. I especially love receiving e-mail updates from their online listener club... and lately, I've been feeling like they love *me* just as much!

I've noticed they are using **DIFFERENT HTML TEMPLATES** for their e-mails now—so it's more fun to read them. They've sent me their usual weekly e-newsletter, which is great! But recently I received a special one designed **JUST FOR MY BIRTHDAY...** and get this—they sent another one designed just **FOR OUR ANNIVERSARY**, too! My husband wasn't even that prompt—I feel loved!

My husband is a big fan of the station also, and lately we've noticed that his e-newsletter is **CUSTOMIZED FOR GUYS**, and mine is more **GEARED TOWARD WOMEN**. Very cool! And remember our anniversary? My husband *says* he did, but truth be known, he received his anniversary email **AHEAD OF TIME**, and it even included a coupon from a local florist! I definitely approve.

Recently we've received special offers from the station to **STORES JUST IN OUR AREA**. No more hiking across town to find the good deals! And finally, how could I forget surveys and contests! My station gives me **INSTANT ENTRY**, right from their e-mail. It's so *easy* to enter and be *heard*!

MY STATION MUST LOVE ME. They sure know me very well and I love hearing from them. *How do they do it?*



Next Generation E-mail Marketing.

- **MULTIPLE E-MAIL TEMPLATES**
- **BIRTHDAYS**
- **ANNIVERSARIES**
- **CUSTOMIZED PROMOS BY GENDER**
- **ADVANCED SCHEDULING**
- **CUSTOMIZED PROMOS BY ZIP CODE**
- **INSTANT CONTEST & SURVEY ENTRY**

Show them
you care.

CUSTOM
WEBSITE DESIGN

OPT-IN E-MAIL
MARKETING

CONTEST & PRIZE
MANAGEMENT

LISTENER
RESEARCH

NTR
OPPORTUNITIES

TRAINING
& SUPPORT

Get a FREE demo of enhanced E-mail Marketing.

CALL TODAY

1-877-691-8888

FIRST
MEDIAWORKS
helping your business evolve

www.firstmediaworks.com
BusinessDevelopment@firstmediaworks.com



WILL WiMAX BE 'The New Radio'?

The arrival of a new technology could have a broad impact on the radio industry. There is every indication that it will influence the way radio delivers programming and the way it tracks audiences. Surprisingly, there has been little if any discussion about it within the industry, as it is a broadcast technology that broadcasters did not develop.

ENTER WiMAX

The new technology is being called WiMax. No doubt many readers are already aware of Wi-Fi, a popular form of wireless technology intended to free computer users from their electronic tethers by creating wire-free local area networks or "hotspots" with a workable range of 300 feet. As long as you stay put, the system works great. But, when you move between hotspots, you must reconnect, often to another service provider. That limits Wi-Fi's ability to be a truly mobile technology.

Great as it is, Wi-Fi is only a taste of what's on the way. Last year, a consortium of more than 200 member corporations — rather like a who's who of the communications industry (AT&T, Cisco Systems, Intel, Lucent, Motorola, Nokia, Time-Warner etc.) — approved the new WiMax wireless standard. Equipment is scheduled for standards certification this summer.

WiMax has been designed to have a range of 30 miles from a single, well-located transmitter; within that range, data transfer rates are anticipated to be 70 Mbps. To put that in perspective, most radio stations use ISDN connections to retrieve high-quality audio from remote broadcasts. A single WiMax connection has the equivalent capacity of more than 500 ISDN lines. As a further comparison, many radio stations have T-1 connections to the Internet for their computer networks. A single WiMax connection would offer the equivalent of 60 T-1 lines, or seven DVD-quality video signals to each individual wireless user.

At least initially, WiMax is likely to have many of the same connecting challenges as Wi-Fi. In other words, you need to stay within the hotspot to be connected. But, clearly, a metropolitan-area hotspot has a lot more going for it than one that covers only a portion of an office building.

Already on the fast-track is an enhanced version of WiMax, scheduled for approval this summer. With field trials projected for 2006, enhanced WiMax will be for use in moving vehicles. Not only is it proposed to work at highway speeds, but it also is being designed to reconnect easily as you move from hotspot to hotspot, in a manner similar to cellular telephones.

With the network of established cell towers already in place, some analysts are predicting that, as early as 2008, you might be able to get a high-speed mobile wireless Internet connection nearly anywhere in the United States. Imagine having a browser in the dashboard of your car, with preset buttons for "favorites" that could include Internet radio stations around the world, weather maps, music, movies, television, your security cameras at home, and even a picture phone.

IMPACT ON RADIO

Clearly, a new medium that can deliver audio and video into moving vehicles coast-to-coast is a broadcast medium. Industry people working with AM, FM, HD or satellite should sit up and take notice — and with this new standard being tested next year, radio should do it quickly. (For information on WiMax, visit the WiMax Forum website at www.wimaxforum.org).

Consider the mass media of today: radio, television, film, recordings, newspapers, magazines, books, etc. Each has developed in sync with advances in the varying delivery technologies. But today, a website can deliver audio, video and text on the same page at the same time — truly multi-media. As bandwidth capabilities have increased, the technical quality of web-based delivery has followed

suit. Add wireless delivery, and you have a broadcast medium that is capable of a seamless integration of print, audio and video material.

WiMax actually is only a small part of what is coming, as several other technologies are being rolled out. UWB (Ultra Wide Band) promises ultra-high-speed connections between devices at short range. Already demonstrated is home-entertainment equipment that will allow the user to distribute high-quality media signals between rooms without wires. A next step may be transformation of how radio routes audio signals around a facility and produces content, potentially without wires. However, unlike WiMax, UWB proponents are currently locked in a standards battle that is restraining implementation.

RFID (Radio Frequency Identification) technology is beginning to replace bar codes for product identification. Already in use at Wal-Mart, it allows wireless tracking and cataloging of physical objects. Soon, wireless RFID may allow you, while shopping in the grocery store, to access your refrigerator at home to see what tagged items you have on hand. At check-out, all you will need to do is push your loaded shopping cart of tagged items through the checkout lane, without removing them from the cart.

RFID technology has the potential of revolutionizing audience ratings. Imagine having RFID tags in audience radios, enabling stations to know not only what audiences are listening to, but exactly when and where, with instant and continuous real-time feedback.

It is hard to think of an area of daily life that wireless technology won't impact. Imagine driving back from a ski vacation and being able to turn up the heat at home. A sales rep

may be able to directly schedule spots with a handheld device during a client meeting in a restaurant.



THREAT OR OPPORTUNITY?

All technical innovations can be considered a threat or an opportunity. With the advent of new wireless technologies and others certain to follow, the radio industry, while appearing mature, may actually be in its infancy. One way or another, all appearances are that radio could be entering the dawn of a new era.

As listeners become increasingly connected to devices that transform their lives, they will no longer have to decide which one to turn on to receive programming. Whatever device they use — PDA, cell phone or something we can't yet envision — already will be media capable. The increasing challenge will be to snag audience attention in an environment that is far more distracting than anything we can comprehend.

It is logical to believe that there will be a continuing thirst for valuable information and entertainment. Following the pattern being set by

the cable industry, successful media probably will become more specialized than ever. For example, imagine a person who likes golf. Would that person listen to radio programming customized for golfers: music, commercials for golfing products, golf tips, and stories from other golfers about their experiences? It seems likely. How about backpacking, antique cars, home projects, or any other activity? It is hard to imagine hobbyists who would not want to tune in to customized radio programming directed at them.

Certainly, WiMax and other related technologies will have growing pains. Delays from unforeseen technical problems and the usual standards issues are anticipated. However, as we observe what has been learned from technologies such as Wi-Fi and cellular, as well as the level of industry-wide support for WiMax as a universal standard, there is every indication that this technology will succeed.

For what may be the first time, a new form of broadcasting is coming, one that broadcasters have not had a stake in developing. It has come from outside the radio industry, and it appears to be right at the doorstep.

Radio is in the audio-content business, and content will remain king. To address this challenge and seize an opportunity before it blindsides the industry, however, radio must remain alert, work together and think outside the box. If broadcasters can succeed at that, this may indeed be the sunrise of a new radio era. ☐

Rick Dearborn is a media technology consultant and has taught college-level mass communication courses. Visit www.rickdearborn.com.

Blast from the Past



TALK RADIO FOR DUMMIES — Although the idea of ventriloquism on the radio seems ridiculous, Edgar Bergen and his wooden dummie, Charlie McCarthy, became household names in the 1930s. Debuting on *The Rudy Vallee Royal Gelatin Hour* in 1936, the show remained on the air through 1956.

Photo courtesy of Library of American Broadcasting

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 be sure to LABEL them with identifying captions, including a return address and contact name. Mail to: Wendy Bernstein, Asst. Editor, *Radio Ink*, 224 Datura St., Suite 1015, West Palm Beach, FL 33401.

Events

ARBITRON DATES

Spring 2005: Mar. 31-Jun. 22
 Summer 2005: Jun. 30-Sep. 21
 Fall 2005: Sep. 22-Dec. 14

MAY

May 11-13 — Connections Digital Home Conference & Showcase, San Francisco Airport, Burlingame, CA (by Parks Associates and Consumer Electronics Assoc.).

www.parksassociates.com/events
 May 15-17 — Broadcast Cable Financial Management Assoc. & Broadcast Cable Credit Assoc. Annual Conference, New Orleans, LA. Contact: Mary Teister at mteister@bcfm.com.

www.bcfm.com
 May 16-17 — Pennsylvania Assoc. of Broadcasters Convention, Hershey, PA. ☎ 717-482-4820

www.pab.org
 May 16 — CRS LV, Las Vegas. www.crb.org

May 17-18 — *Radio Ink's Roy Williams Live!* Dallas, TX. ☎ 561-655-8778

www.radioink.com/roywilliams/
 May 19 - Radio Advertising Bureau (RAB) presents

"Breaking The Daily Habit: Winning New Radio Dollars From Print," a series of free 3-hour workshops sponsored by Media

Monitors LLC, Baltimore. ☎ 800-67-MEDIA
seminar@mediamonitors.com
 May 19-22 — Alabama Broadcasters Convention, Perdido Beach, AL. ☎ 205-979-1690
www.al-broadcasters.org
 May 20-22 — 2005 Alabama Broadcasters Assoc. annual convention, Orange Beach, AL. www.al-broadcasters.org

May 20-25 — NABOB 29th Annual Spring Broadcast Management Conference, St. Maarten. ☎ 202-463-8970

JUNE

June 3-4 — New Mexico Broadcasters Assoc. Convention, Albuquerque, NM. ☎ 505-881-4444
www.nmba.org

June 3-4 — Wyoming Broadcasting Assoc. Convention, Cheyenne, WY. ☎ 307-632-7622

www.wyomingbroadcasting.org
 June 6-7 — New Jersey Broadcasters Assoc. Convention, Atlantic City, NJ. ☎ 609-860-0111

www.njba.com
 June 7-9 — Illinois Broadcasters Assoc. Convention, East Peoria, IL. ☎ 618-942-2139

www.ilba.org
 June 8 — 2005 Radio-Mercury Awards, New York City. www.radiomercuryawards.com
 June 9-11 — Missouri Broadcasters Assoc. Convention, Kansas City, MO. ☎ 573-636-6692
www.mbaweb.org
 June 9-12 — Fan Fair (CMA Music Festival), Nashville, TN. www.CMAfest.com
 June 9-12 — Mississippi Broadcasters Convention, Biloxi, MS. ☎ 601-957-9121
www.msbroadcasters.org
 June 14-15 — NAB Summer Board Meeting, Washington, DC. 202-429-5358.
www.nab.org
 June 14-16 - Wi-Fi/VoWiFi (Voice Over WiFi) Planet Conference & Expo, Baltimore, MD. www.jupiterevents.com
 June 15-16 — Wisconsin Broadcasters Summer Conference, Green Lake, WI. ☎ 608-255-2600.
www.wi-broadcasters.org
 June 15-18 — 2005 Natl. Assn. Hispanic Journalists Convention, Fort Worth, TX. www.nahj.org
 June 21 — 2005 AWRT/Katz Women's Career Summit, New York City.

www.katzwomenscareersummit.com
 June 22-25 — 9th annual Consumer Electronics CEO Summit, Colorado Springs, CO. ☎ 703-907-7047
www.ce.org/events
 June 22 — 30th Annual Gracie Allen Awards, American Women in Radio & Television, New York City. ☎ 703-506-3290
www.awrt.org
 June 26 — 28th New York State Broadcasters Assoc. Convention, Lake George, NY. ☎ 518-456-8888
www.nysbroadcastersassoc.org

www.nab.org
 July 16-19 — 2005 NABEF Professional Fellowship Program, Washington, DC. ☎ 202-429-3930
 July 16-19 — NAB Executive Development Program for Radio Broadcasters, Washington, DC. Conducted by NAB and Georgetown University's McDonough School of Business. Kelly L. Harris, 202-429-5402.
www.nab.org/radio
 July 21-24 — Conclave XXX: Hardcore Radio, Minneapolis, MN. ☎ 952-927-4487
www.theconclave.com
 July 27-28 — CRB Agenda

Committee Meeting, Nashville, TN. www.crb.org
 July 28-29 — CRB Board Meeting, Nashville, TN. www.crb.org

AND MORE
 Aug. 3-7 — Natl. Assn. of Black Journalists 30th Anniversary Convention, Atlanta, GA. www.nabj.org
 Aug. 10-13 - Association for Education in Journalism & Mass Communication (AEJMC) Convention, San Antonio, TX. ☎ 803-798-0274.
www.aejmc.org
 Aug. 11-13 — Native American Journalists Association Convention, Lincoln, NE. ☎ 605-677-5282
www.naja.com
 Sept. 8-13 — (IBC) International Broadcasting Convention, Amsterdam. ☎ (UK) +44-171-611-7500
www.ibc.org
 Dec. 6 — *Radio Ink's Forecast 2006*, Harvard Club, NYC.. ☎ 800-610-5771
www.radioink.com

Send events to wendy@radioink.com.

Antennas

AM Ground Systems

Reliable, On-Time Installation Ground System Construction
Quality Workmanship Evaluation & Repair
www.amgroundsystems.com
1-877-766-2999

Music Scheduling

Your daily music scheduled by format experts.
Selector tune-ups * Researched playlists

PERFECT MIX
music scheduling

Call Steve Clem: 405-476-5133
Or e-mail: perfectmix@sbcglobal.net

Voice Imaging

Roberta Solomon
Hearing is believing.



www.voicegal.com
913.341.8475

Consulting

Digital Studio Conversions Rick Dearborn

Building and Space Criteria Studio Facility Consulting
Project Management Systems Design
Project Estimating & Budgeting Equipment Lists

Over 35 years of broadcast experience.
636-230-0046 • www.rickdearborn.com

Radio Features



60-sec. vignettes - reserve now!
for **MEMORIAL DAY '05**
www.gracebroadcast.com

Classified

Chief Operating Officer

WAY-FM's Corporate office in beautiful Colorado Springs has a rare opening for Chief Operating Officer. If you are interested in joining the Executive team at WAY-FM and you have a proven track record in Christian radio, management and leadership, we are waiting to hear from you. Email resume, cover letter and a description of your leadership philosophy and experience to:
tracy@wayfm.com. EOE.

Legal

BARRY SKIDELSKY Attorney & Consultant

15 years experience in radio prior to becoming a lawyer

Station purchases and sales financing, employment, etc.

Also FCC approved trustee, arbitrator & expert witness

212-832-4800
bskidelsky@mindspring.com

Weather

 **Digital Weatherman**[™]
Never Duh Weather Again

- Accurate weather forecasts 24/7
- Totally automated - no dubbing
- Works great with satellite or voice-tracked stations
- Perfect for local sponsorship

visit www.digitalweatherman.com
or call 800-391-5726

Account Executive

Radio Ink, the radio industry's premier management magazine, has a rare opening for an account executive to help advertisers grow their business. We are seeking an experienced sales executive (5 years minimum) who is tuned in to client needs and problem solving. Transactional salespeople need not apply. Knowledge of the radio industry is critical.

If you are a Radio Ink reader, and believe in the publication's power to communicate with readers and connect them with advertisers; if you are passionate about your work, and want to grow your career to the next level; if you want unlimited income potential, and are willing to work from a home office (or our office) - we want you.

Relocation is not required.
Send your resume and income requirements to: Jobs@radioink.com.
EEO / No phone calls please.



wherever. whenever.

Across a town or across a continent. Full-time, temporary, or transportable. To reach faraway affiliates, connect distant stations, cover hard-to-reach areas. We cover the U.S., Mexico, and the Caribbean with reliable, low-cost solutions, maximum flexibility, and expert engineering support 24/7. Wherever you want us, whenever you need us. Call NPR Satellite Services at 202.513.2626, or visit www.npr.org/radiolink.

npr
satellite
services

space segment | equipment | uplink services | system design | engineering support | 24x7 customer service