

RADIO'S PREMIER MANAGEMENT & MARKETING MAGAZINESM

RADIO **INK**

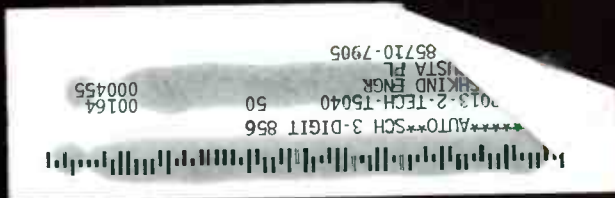
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There's Controversial, And Then There's Alex Jones

How Far Is Too Far?



TITANS OF TALK



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Rush Limbaugh

Glenn Beck

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New platforms mean new audiences. Keeping radio relevant in today's media environment is a constant challenge. *Radio Ink's* RadioTech Summit presents new media's best and brightest technologists to keep you on top of the latest trends.

AGENDA

Sessions subject to change; speakers to be announced.

Wednesday, June 2

Opening Remarks

Skip Pizzi, Technology Editor, *Radio Ink*



Keynote Address
James Cridland, Radio Futurologist, Not At All Bad, Ltd.

The Wayne Gretzky School of Broadcasting

The Great One famously credited his success or not skating to where the puck is, but to where it will be. Radio broadcasters need to apply the same intelligence to their audiences. Traditional radio services maintain their edge on service availability and robustness today, but for how much longer? This critical kickoff session will target where radio needs to be to reach tomorrow's audiences, and how to get there.

The Digital Power Boost

One component of improving radio's new reach is its recently approved ability to increase FM-IBOC power.



Tim Anderson, Manager, Strategic Radio Market/Product Development, Harris Corporation

Video Thrilled the Radio Star...and Other Web Enhancements

Learn about adding features like video, podcasting, and social networking, and how to integrate multiple station systems into the kind of powerful

web presence that only a local radio station can provide.

Remapping the Spectrum

Find out how to accommodate upcoming changes and what other threats may lurk on the road ahead.
John Garziglia, Broadcast Attorney, Womble Carlyle Sandridge & Rice

Rewiring the Studio

Audio-over IP (AoIP) and other networked systems are revolutionizing radio studio technology – particularly in terms of cost-effectiveness. Hear from some leaders in the field on the value and importance of this breakthrough, and how the networked facility can help radio stations produce better content.

Revamping the EAS

It may not be sexy, but emergency alerting is an important part of radio's value – and it's something that the medium can do better than most others. After years of critique and amendment, learn what's in store for the next generation of the U.S. emergency alerting ecosystem.

Retooling the DTV Channel: Audio-only Services on ATSC Mobile/Handheld TV

The recently completed standard for U.S. mobile DTV broadcasting (ATSC A/153) includes the provision of audio-only services. Find out it works, and

how you -- or your competitors -- might use this new platform for local audio broadcasting.

Networking Time

Reconvene at the bar in the Hyatt Santa Clara with attendees, presenters, and adult beverages, for some quality time and personalized discussion.

Thursday, June 3

Dashboard Professional

Cars are quickly becoming rolling broadband devices. Such new connectivity threatens the last traditional stronghold of radio's exclusivity. We'll hear what radio is up against in this new domain, and how stations can sustain their mobile presence.

There's a Session for That

The "apps" space for handheld devices is perhaps fastest-moving sector in media technology today. Radio has been involved since early on, but some results have been unexpected. Learn the latest on how, when, why, and how much for app-development on various platforms, and what role this software can play in your services' future.

Tagging is IT

It's been roughly three years since the first beachhead for convergence in radio was established by music tagging, and the technology has continued to advance

ever since – on both the transmission and receive sides. Find out how it works and what's next in this dynamic and potentially lucrative tech sector.

Enabling Convergence: RadioDNS

Hear direct from the developers of this clever technology how it can quickly and easily catapult radio stations into a whole new level of enhanced services.



Nick Piggott, Chairman, RadioDNS

The Radio EPG Project

This NAB FASTROAD-funded project has explored the problem space and proposed solutions for a comprehensive electronic program guide service for over-the-air radio broadcasting. Learn the latest on how EPG stands and where it's going.

Culture Change in Media Organizations

As technology changes, so does the company. This final session presents some wide-ranging advice on how to best incorporate new technologies into the corporate culture of radio broadcasting.
Lawrence Wilkinson, Chairman, Heminge & Condeff

And more, to be announced...

Detailed agenda information available at
www.radioink.com/techsummit/ or call 561-655-8778

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All that matters to me is that justice be done, though the heavens fall. I'm going to cover the real information, I'm not going to censor what I have to say, and the world can make the decision for themselves. If we don't make that right decision, this republic is in the process of imploding into a Third World banana republic dictatorship.



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

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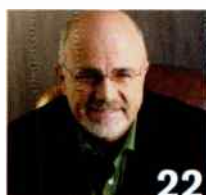
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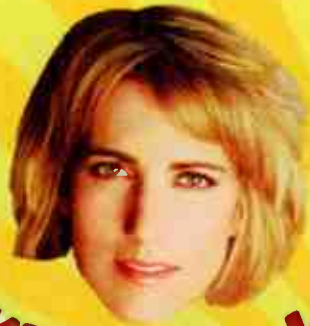
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Truther, And Rising Talk Radio Star

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Targeting Talk Radio

Alex Jones is a Truther. He believes the U.S. government orchestrated the 9/11 attacks.

When I visited Jones in his Austin studios and interviewed him (you can hear the full interview at radioink.com), I asked him if he is ready for the mainstream, and if program directors and managers will embrace his conspiracy-theory content. Alex believes in his heart of hearts that he is telling the truth. Is he delusional? Does his evidence support his theories? Read the interview and make your own call.

I took a lot of heat for doing this interview, and I'm not taking a position about Alex Jones because it's not my job. It is my job to expose you to alternatives.

I mentioned to Jones that when Dr. Laura started, she had only a handful of affiliates. Following her *Radio Ink* cover interview, she landed over 400 within a few weeks. She made her career, we didn't. I remember talking to her syndicator at the time, and he was trying to overcome some misperceptions held by the market. The interview addressed her issues, and the market was satisfied.



Jones pointed out that one of the biggest problems he has is that people make up their minds based on what other people have said. Lately, we've heard slams on Limbaugh, Beck, and Hannity as promoting violence, when they insist they don't, and anyone who listens would know that.

Because talk radio tends to lean right, it is demonized by other media and by the government. Though direct regulation would be too bold, there seem to be a lot of attempts to position everyone in talk radio as right-wing extremists. If that is the case, then the audience figures are an indication that a high percentage of Americans are also right-wing extremists.

I don't often take my political opinions to the pages of *Radio Ink*, because this magazine is about radio, not politics. But I would happily interview a left-wing extremist as well. Whether the right is demonizing a left-wing talk host or the left is demonizing a right-wing talk host, I believe we all need to stick together on a single principle: free speech.

Polarization is the game in politics today, and I despise it. What concerns me is chatter from White House czars about fines for media people who believe there is no such thing as man-made global warming (yes, the discussion of these fines is documented), or discussions about laws against "hate speech," defined as anything that goes against the current party line.

Whether you support Alex Jones or not, he reaches millions online and claims an audience larger than Anderson Cooper of CNN. And he does it from a small office complex in Austin, with a staff of 16. True democracy is occurring on the Internet, and no longer does a person need a giant media company to reach millions. In our interview, Jones makes a call for talk radio to "hang together" in the interest of preserving free speech. He's right about that, and everyone in radio needs to support free speech at any cost.

Currently a write-in candidate for Senate is spewing vile references to blacks and Jews in his ads. I don't like it. But if he is a legitimate candidate, I stand up for his right to say what he wants on the radio, despite how ugly it is.

Even if you think Alex Jones is over the line, that same right must be preserved — as it should be for any talk host, promoting any party or any theory. It is the biggest thing that differentiates America among all other countries, and we must fight as an industry to preserve it. **INK**

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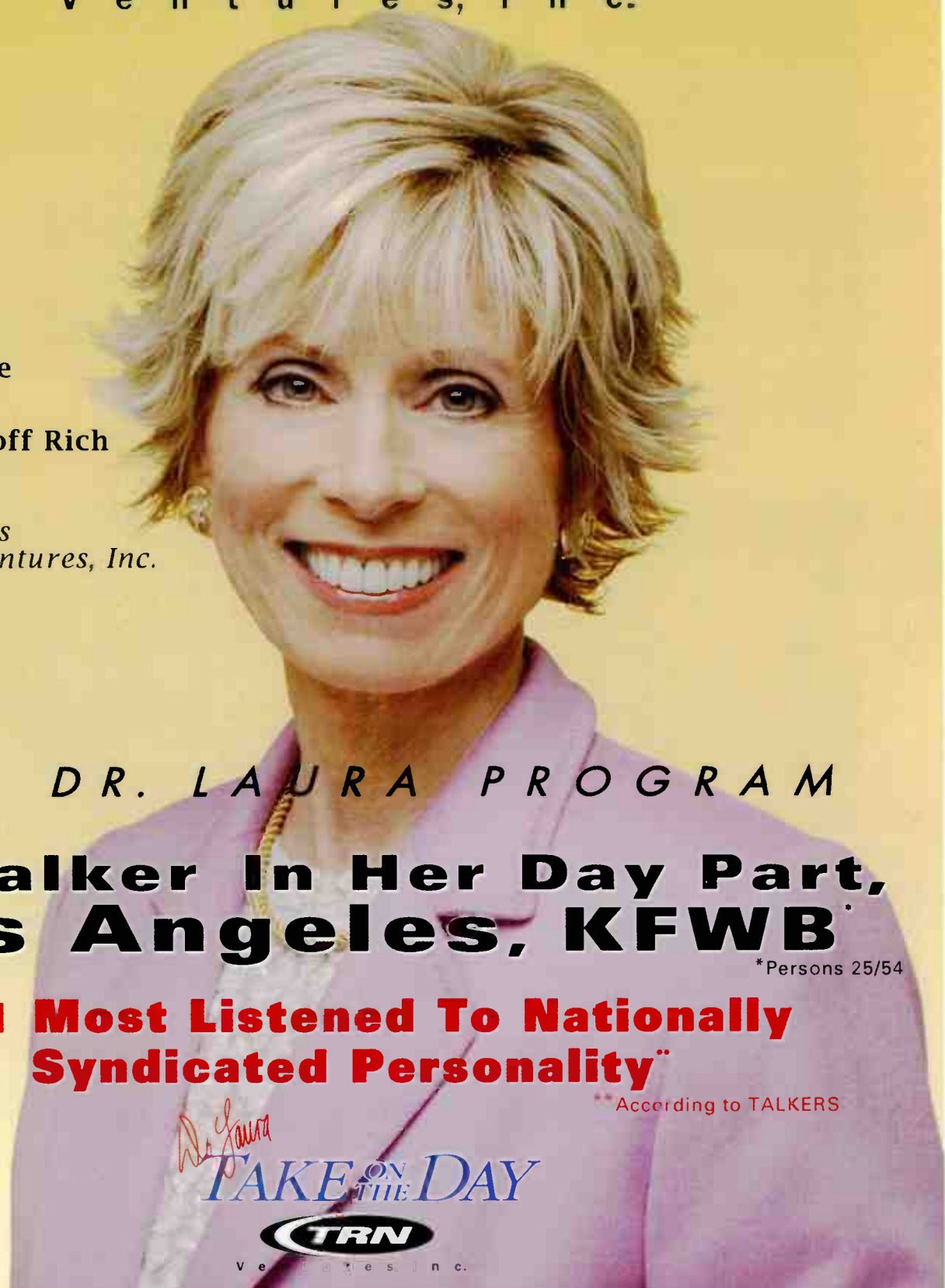
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V e n t u r e s , I n c .

“It is a honor and a pleasure to work with Dr. Laura, Geoff Rich and TOTD.”

- Mark Masters
CEO, TRN Ventures, Inc.



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*Persons 25/54

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**According to TALKERS

Dr. Laura

TAKE ON THE DAY



V e n t u r e s , I n c .



McVay New Media president Daniel Anstandig meets with Donnie Osmond at a reception hosted by McVay during the NAB Radio Show.



Syndicated Solutions' Rick and Bubba give Sean Hannity a copy of their latest book, *Big Honkin Book of Grub*.



WLS-AM midday host Cisco Cotto kicks off Chicago's Tax Day Tea Party.



At a dinner hosted by BMI during the NAB Radio Show are BMI board of directors chair Jack Sander, Graham Nash, Colbie Caillat, Willie Nelson, Toby Keith, and BMI President/CEO Del Bryant.



Fox Sports Radio's Steve Hartman and Sean Farnham welcome Khloe Kardashian, reality TV star and wife of Los Angeles Laker Lamar Odom, to the network's Los Angeles studio.



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Change Their Minds? Not A Chance.

Making a sales presentation? Writing an ad? If you're going to be successful, the first thing you need to know is that people don't really change their minds, they simply make new decisions based on new information. In the absence of new information, there will be no new decision.

Give a person the same information you've given them in the past and they'll make the same decision they've made in the past. Want a new decision? Provide new information.

This new information can be facts and details, or it can be a new angle: "Today's expensive drugs pay for tomorrow's miracle cures."

That sentence doesn't give us new information. You and I already know:

1. Prescription drug prices are ridiculously high; and
2. Drug companies have to pay for their own research.

"Today's expensive drugs pay for tomorrow's miracle cures" merely gives us a new perspective by linking the first piece of information to the second.

People trust what they already know. Present your customer's own suspicions, beliefs, and prejudices as evidence, and they'll judge your assertions to be completely credible. *Even when they're not.*

That sounds a bit Machiavellian, doesn't it? Sorry about that, but I want you to have a clear understanding of the technique used by sinister leaders to gain control over large groups of people.

Racist presidential candidate George Wallace used this technique in 1968 when he told Americans to vote for him and "send a signal to Washington." His seemingly innocent statement was built upon two assumptions:

1. Something is wrong in Washington.
2. Wallace is against what's wrong and you should be, too.

That first assumption, "Something is wrong in Washington," is so easy to sell that the second assumption is swallowed without thinking.

Wallace used a communication trick I call "bouncing it off the invisible backboard."

1. When you say a thing clearly, it goes swish through the net like a basketball.
2. Bounce a new idea off an established idea and you're using the established idea as a backboard. We did this in the statement, "Today's expensive drugs pay for tomorrow's miracle cures." *Drugs are expensive* was the established idea to which we made specific reference. It served as a backboard.
3. But when you bounce your idea off another idea without making specific reference to the second

idea, I say you're bouncing it off the invisible backboard.

"White people are superior to black people" was the invisible, unspoken backboard off which Wallace bounced his statement, "Send a signal to Washington." He got 10 million votes from racists who agreed with his unholy premise. These people would never have spoken the words, "White people are superior to black people," but they were willing to cast their votes when all they had to do was agree with Wallace that "a signal needs to be sent."

I share this uncomfortable illustration only to show you that a person's true motives for saying yes are often too ugly, too awkward, to say aloud. In those cases, the pathway to yes will be found by delivering your message between the lines and bouncing it off the unspoken, invisible backboard.

You can say a lot in very few words when you bounce your message off an invisible backboard: "She's so fine there's no tellin' where the money went."

Pennie laughed the first time she heard that line in Robert Palmer's "Simply Irresistible." Let's look at all the assumptions cleverly hidden within that line:

1. There was money.
2. It's gone.
3. The man with the money was accompanied by an intoxicatingly beautiful woman.
4. He spent the money on the woman.
5. He has no memory of it. (Yes, she was that intoxicating.)

None of these things was said clearly. We intuit them, reading between the lines.

I'm convinced the invisible backboard is found in the right hemisphere of the brain. Unlike the left hemisphere, the right brain doesn't know fact from fiction or right from wrong. The right brain is all about pattern recognition — hunches, gut feelings, intuitions, and premonitions.

Don't speak directly, but indirectly, to your customer's hidden suspicions, beliefs, and prejudices.

If you suspect a client is feeling overwhelmed by a stronger competitor, don't say, "Because you're feeling overwhelmed, you should become the exclusive sponsor of this huge event. You should buy the biggest package." Just point your finger at the price and say, "Let's do this thing and show 'em who's boss."

Bounce your suggestion off the invisible backboard in the brain's right hemisphere and you'll find that people will agree with you without being able to explain why. **INK**

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





Rate Revival Of The Fittest

Along with attendance, the mood at last month's NAB Show was decidedly, if cautiously, up. What caught my ear most, floating from one conversation to another, was the encouraging talk of an improving sales environment. Advertisers are coming back, if not in droves, at least in modest proportions. That's good news, but there's a challenge with it. In fact, it's one that was discussed at Radio Ink's Forecast last December during the Group Heads' session: the importance of rebuilding rate integrity and restoring perceived product value — both key to revenue recovery in 2010. We are now more than one-quarter into the year, and business is looking better. Station inventories are beginning to experience pressure, and pacing is up.

Many reps and their managers, however, are still afraid to price with confidence. The scars from last year's battle for survival have yet to heal. Great warriors know that retreat does not produce many, if any, wins, so what can a manager do to encourage reps to resist the temptation to underestimate radio's inherent benefits to a client?

I asked Pat Bryson of Bryson Broadcasting International (pat@patbryson.com) for her input, and also got a thoughtful dose of perspective from Regent CEO Bill Stakelin.

Shared experience leads to shared wisdom, so let's keep this Dialogue going. E-mail your thoughts on restoring rate integrity to me at deborah@radioink.com.

Last year many reps developed a cave-in mentality. What is the greatest challenge in motivating reps toward a more positive approach in 2010, and how do you help them rise to the occasion?

Last year, reps faced cancellations and cutbacks on a weekly basis. In addition to the real cutbacks, some

clients took advantage of the slow economy by demanding lower rates. The easiest road to retaining and gaining business appeared to be dropping rates. In addition to lower rates, we also succumbed to selling short-term business instead of focusing on long-term. We need to refocus on how radio works most effectively for our clients: using frequency and consistency.

Our challenge is to rearrange our reps' thinking and resell them on the power of radio. The economy is slowly improving, and we need to be in front of the trend, talking with clients about marketing. I suggest rereading the Wizard of Ads Trilogy.



Pat Bryson
Founder
Bryson Broadcasting International

How do you rebuild the rate structure and rekindle respect for radio's benefits to advertising clients?

We need to focus on understanding our clients' needs — *really* understanding them. Once we know what they need, we can bring them ideas instead of rates. People will pay you any amount of money if they think you can solve their problems. Solving their problems is rarely accomplished by trying to sell them the package du jour. Every time a marketing plan is presented to a client, the rep should know the answer to one question: "Why will the client buy this?" The answer should never be: "Low rate." **DK**

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



Bill Stakelin
President/CEO
Regent Communications

JUST SAY NO

Increased demand for ads will cure all ills. Reps are bombarded daily with negative forces driven by the down economy and the discount platform it has created. The mindset of Wal-Mart pricing is everywhere, and it becomes difficult to establish value for your product. This is made worse by the fact that reps are always at the mercy of the dumbest competitor. The rush to the bottom is evident in pricing. While some of this is expected, there are situations where radio is again repeating history and being its own worst enemy. Meanwhile, competing media sit back and watch radio do itself in.

We try very hard to set pricing at levels that are efficient for the client, yet deliver a value return for our product. One of the first things we teach is that the word *no* is fully acceptable. It is to be expected that clients will attempt to secure the lowest rates possible — that's their job — and ours is to relate the value of our product and overcome objections. That's easier said than done in an economy like this, but it's essential. Otherwise, we are resetting radio's value level at new lows.

This is why leadership is so important. Someone famous said, "I would rather have a lion leading an army of sheep... than a sheep leading an army of lions." Nothing happens until somebody sells something, even in a down economy.



Radio Is Dead. Long Live Radio!



Like a cat, radio has returned from the brink of its apparent demise numerous times in its history. On each occasion, a new technology was introduced that was allegedly destined to replace radio or make it obsolete. Today, radio again faces such pronouncements of doom, this time at the hands of the Internet, which has already shown its ability to wreak havoc in other industries. Will radio land on its feet once more, or has it truly met its match this time?

First, consider the words of Bill Gates, who tells us that we typically overestimate the impact of new technologies in the short term but underestimate their importance over the long haul. Add to this the massive deployment of radio receivers (estimated in the tens of billions), and the longevity of established behavior among different audience cohorts.

Taken together, we can justifiably conclude that radio may

WE TYPICALLY OVERESTIMATE THE IMPACT OF NEW TECHNOLOGIES IN THE SHORT TERM, BUT UNDERESTIMATE THEIR IMPORTANCE OVER THE LONG HAUL.

indeed be imperiled by the uptake of new technologies and the competitive services found there, but the transition will not be rapid. The simple numbers of existing radios and listeners of a certain age guarantees that significant audience will be maintained for a while yet, although signs of erosion are already evident. The industry has some time to plan its next move, but, just as important, if it does nothing, it may indeed suffer its long-predicted collapse.

So it's time to sharpen pencils, roll up sleeves, and take bold steps toward the next revision of broadcast radio service — now, while there's still some time to maneuver.

New Media = New Audience

Although we don't hear so much about them lately, most of today's radio listeners remain happy to continue using the service in its traditional mode. But as these "analog immigrant" users age and younger "digital natives" comprise an increasingly large part of the audience, traditional radio service may not be enough to keep them listening in adequate numbers to maintain our services' viability.

We've learned much about what appeals to younger audiences as a result of their exposure to digital media essentially since birth. When compared to new media, traditional radio primarily falls short in the areas of *personalization* and *interactivity*. So these are the fundamental features that radio broadcasters should attempt to add to their services.

Naturally, these attributes are difficult for — if not antithetical to — a point-to-multipoint, one-way service such as radio broadcasting. Nevertheless, there are ways to add the

appearance of personalization and interactivity to radio, either by leveraging the capabilities of more modern radio receivers (e.g., rich RBDS display or HD Radio multi-casting) or by cleverly combining features of the Internet with radio services (e.g., music discovery and purchase on station websites and social networking).

One good example of turning a classic radio feature into a fresh new-media offering is the use of "crowdsourcing" to determine programming. This is simply a social-networking-based version of the old listener request line, but it allows much greater participation and more immediate gratification. Services like Jelli and Listener-Driven Radio have already shown early success in this area. These and similar services should at least be watched carefully, if not actively engaged with, by music radio stations today.

While radio cannot provide the true personalization that online services like Pandora and Last.fm can, it can do something those services can't do, by leveraging the power of the shared, real-time experience — something radio has always provided, but that can now be uniquely leveraged via such new avenues.

New Technology = New Devices

Another key trend is the ability of popular new devices to drive usage habits. For this reason, radio has to make its content available on these emerging platforms. The easy — or old-fashioned — way to do this is simply to have radio tuners be included in the devices. That extends the value of broadcasters' investments in their traditional distribution infrastructure (i.e., transmitters). But we have already seen how difficult that process can be.

Because mobile devices are often subsidized by a wireless carrier, those companies wield control over the features enabled on the products. In the U.S., radio tuners are typically — and purposely — not among those features. Nevertheless, some victories have been won in this arena (e.g., Microsoft's Zune series, Apple's fifth-generation iPod nano, other MP3 players, and various third-party accessories or docks that add tuners to handheld devices that don't already include them), with perhaps more to come.

The other method of getting radio content to these connected devices is, of course, via the Internet. If for no other reason, this is why a multi-platform distribution strategy is so critical to radio's future.

These and similarly important ideas will be considered in depth at Radio Ink's upcoming RadioTech Summit, June 2-3, in Mountain View, CA. Of course, subsequent issues of Tech Ink will also cover such matters — starting with our NAB 2010 wrap-up in the May 17 issue. **INK**

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



Trying To Figure Out Mobile? Think Text + Coupons

In the complexities of this digital world, it's easy to overlook the simplest things. So let's try to spam-filter some of the hype about mobile.

I have a Droid phone. I use it to make calls, check e-mail, and review my calendar. I also use apps like WeatherBug, Valpak, Foursquare, Facebook, and Slacker radio. It would be easy for me to become enamored of this and to see them being adopted quickly by all my friends in the new media world. But the fact is, we're in the minority.

Yes, indeed, more than 80 percent of the U.S. population has a mobile phone. But nearly half of those people use them only for phone calls. And even though the other half has data-enabled phones, the vast majority of them are using them only for texting. Apps are way cool, but texting is way easier and deeply ingrained into the American lifestyle.

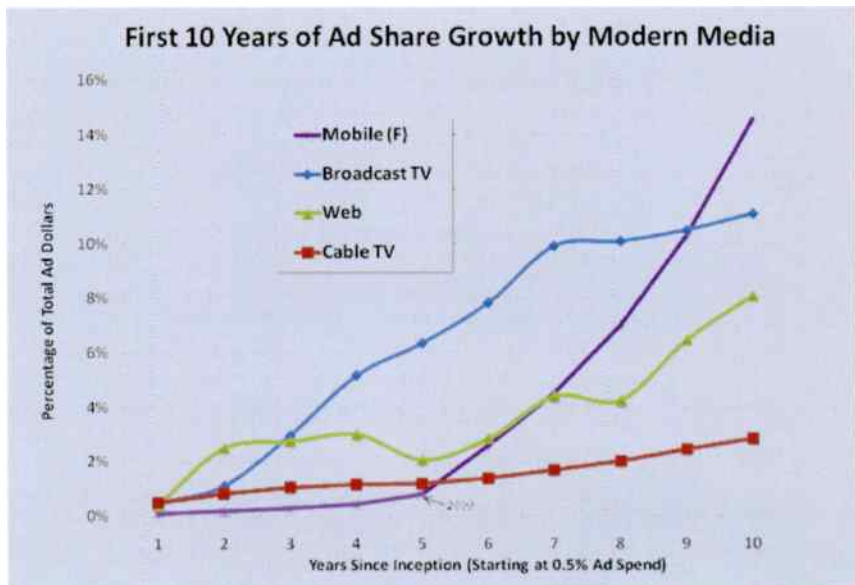
So if you're trying to tackle mobile advertising and want to generate immediate results for your station, you might want to put this sign on your desk: It's the texting, stupid.

Things will certainly change as more people swap out their old cellphones for smartphones like the Droid or iPhone. But in the meantime, the critical mass that advertisers need for results seems to be swirling around text-based advertising, especially couponing.

The results from text coupons are stunning. They underscore advertisers' growing love affair with coupons, wed with consumers' need for immediate gratification. Anecdotal results are already there, big time, for the few small- and medium-size businesses (SMBs) that have tried it. Redemption rates for mobile coupons are 10 times that of mail- or newspaper-distributed coupons. When a restaurant in Texas pays \$37 to send out 500 text messages for a buy-one/get-one-free burger offer and gets 60 people to walk in the door, for incremental revenue of \$1,000 per day, there's something dramatic going on.

There's no question that mobile advertising is becoming our new media, supplanting the World Wide Web we've come to know and love for the past 15 years. Text couponing is just the first and most lucrative advertising application. There are bound to be many, many more as apps take hold.

We all need to pay attention here. Mobile marketing is likely to reach dominant penetration levels faster than any medium before it, thanks to an existing installed base of cellphones (again, 80 percent of the population), rapidly being exchanged for smartphones (currently about 31



percent of the population and growing). By contrast, when the Internet was born as a commercial medium in the mid-1990s, only 8 percent of households had a modem-enabled computer.

If history repeats itself, media companies will fall into one of three categories:

Chicken Littles. They jump on board fast, just to be there. Applications will have little to no monetary value but some marketing value. They will speak at conferences and be lauded as pioneers. (They will accept every invitation to speak, which underlies their more important motives.)

Flat Foots. They believe that people are making up the numbers, and that a wait-and-see strategy is best. (They will, however, form a committee to study the issue. Inevitably, the conclusion will be that the mobile world is made up of Chicken Littles.)

Cold Calculators. They are too busy to speak at conferences or return reporters' phone calls. They collect data and map out a timed strategy. They let ROI, not ego or urgency, be their guide, and they invest in new resources rather than steal from existing operations. (Their initial strategy team usually consists of internal Chicken Littles, Flat Foots, a CFO, and a strong leader.)

I'd like to know your thoughts about mobile. I wish I had an app for that, but at this point you can just text me and let me know. 1-757-442-0606.

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

Preparing For PPM: Success Is Not An Accident

Later this year, 15 more markets will convert from diary to Portable People Meter, completing Arbitron's 50-market rollout of the ratings methodology. Broadcasters who have successfully made the transition to PPM have shared some best practices, and the most important rules to observe are:

Start early (and that means now!). And: Be prepared to make adjustments.

When your market converts from diary to PPM, reported radio listening will change. But keep this in mind: Real radio listening has not changed! While it may sound overly simplistic, it is important to remember this fact.

Programming laziness or too much clutter may not have negatively impacted your ratings in a diary world, but they will hurt you in PPM. The rules for how you're being judged have changed, and the margin of error has been dramatically reduced.

Be Prepared

Those who will become PPM winners don't wait

until they receive their first market data to act. They don't even wait until the first day of pre-currency surveying. So how do you get started?

First, learn as much about the PPM as possible. While some basic information needs to be understood by everyone, your education plan should be customized to meet the specific needs of sales, programming, promotions, and even engineering.

Start at the source: Arbitron. Through their dedicated PPM website (www.arbitron.com/portable_people_meters/home.htm) and their online training series, everyone at a station can learn the PPM basics.

But don't stop there. Remember, 34 markets have already been competing in a PPM world. Does your group have stations in those markets? Do you have colleagues or consultants in those markets? Talk to people who have already gone through the PPM transition and ask them to share their lessons learned.

Don't work in a vacuum. Join with other stations in your market to hold a seminar to introduce the PPM to the advertising community. Again, this is best done before any market data is available. It is extremely important to get your advertisers and local agencies involved now. It's up to you to get PPM on their radar screens, as they will be deeply affected, especially if they're not prepared. And



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when dealing with agencies, don't stop at the buyers. For an agency to successfully make the transition to PPM, both planners and account executives need to be involved. Planners will need to adjust their cost-per-point and buying criteria, and the account team will need to explain the transition to clients.

What To Do With Pre-Currency Data

The PPM pre-currency period is your pre-season. Until your market goes currency, the pre-currency estimates are technically to be used only for observation; indeed, Arbitron's license agreements prohibit the use of PPM data for any transactional purpose (buying, selling, posting, etc.) before the official conversion.

But that doesn't mean the data should be ignored. On the contrary. While estimates may change between pre-currency and currency, the early data is a fair indication of what is to come, and it should be reviewed, analyzed, and understood.

You should ask:

- **Engineers:** Is the encoder working on your primary signal, as well as Internet and HD multi-casts? How will we know if the encoding goes down?
- **Programming:** Where are we winning? Where are our opportunities for ratings growth?
- **Promotions:** Do promotions increase exposure to the radio station, or are they on-air clutter that chases listeners away? Remember, when listeners go away, the meter knows it.
- **Sales:** How do you need to adjust your positioning, pricing, and packaging?

Once your internal analysis is complete, talk to the advertising community about the audience estimates. Now is the time to establish your station as the PPM resource. Let them know objectively what happened in the pre-currency book. And a little sales pitch won't hurt, as long as the information is valuable.

Most importantly, don't slam the PPM just because you had a weak debut. A lot can happen in the two months before

PPM ROLLOUT 2010

Market	Currency Release Date
Charlotte	October 8
Columbus	October 8
Milwaukee	October 8
Orlando	October 8
Austin	October 11
Indianapolis	October 11
Nashville	October 11
Norfolk	October 11
Providence	October 11
Raleigh	October 11
Greensboro	December 31
Hartford	December 31
Jacksonville	December 31
Memphis	December 31
West Palm Beach	December 31

currency, and the new survey methodology is not going away. All you will do is discredit yourself and make radio look bad to the advertiser.


You've Gone Currency. Now What?

If you have prepared properly, this is the easiest part of the transition. As the currency data comes down, it is important to recognize whether there were any major audience shifts from the pre-currency data. If so, you'll need to find out why.

The PPM estimates are now the pricing tool in sales negotiations. Have agencies and advertisers adjusted their buying criteria to reflect the change in methodology? Typically, advertisers will:

- Raise their cost-per-point to reflect the change in reported listening levels
- Reduce the frequency goal
- Rely more on non-drive dayparts

Remember, you've gone from four books a year to 13. New ratings data will be released every 28 days. What is your strategy for handling this new volume of data?

For your entire radio career, the diary has been your report card, but very soon it will be the PPM. By starting early, planning, learning, and communicating, you'll increase your odds of winning in a PPM world. 

Charlie Sislen is a partner at Research Director Inc. E-mail: csislen@ResearchDirectorInc.com

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Magical Career



VP/Director of Programming Don Kelley is celebrating 20 years at Greater Media's WMJX/Boston. Under Kelley's leadership, the station has been number one 44 times.

Call letters:	WMJX-FM
Ownership:	Greater Media
Management:	Tom Baker
Market:	Boston
On air since:	January 1982
Years in AC format:	28
Lineup:	5:30-10 a.m. <i>Morning Magic</i> with Mike Addams, Amanda Giles, and Gay Vemon; 10 a.m.-3 p.m. Nancy Quill; 3-8 p.m. Dan Justin with Candy O'Terry; 8 p.m.-midnight <i>Bedtime Magic</i> with David Allan Boucher; midnight-5:30 a.m. <i>Magic Nightshift</i> with Michael Burns; Sunday 7-7:30 a.m. <i>Boston Life</i> ; Sunday 7:30-8 a.m. <i>Exceptional Women</i> ; Sunday 8 a.m.-Noon <i>Sunday Morning Jazz</i>
Target demo:	Adults 25-54, Women 25-54
Slogan:	Boston's Continuous Soft Rock
Website:	www.magic1067.com

>Signature event(s): Exceptional Women Awards: This event draws 1,000 people each year. We give awards for Business, Public Service, Courage, Trailblazer, Performing Arts, and Lifetime Achievement. Proceeds benefit the fight against breast cancer. We also host the oldest and largest breast cancer walk in America, Making Strides Against Breast Cancer. With more than 40,000 walkers, we raise over \$3 million annually.

>Tell us about the station's community involvement. The fight against breast cancer is our number one cause. The weekly *Exceptional*



Magic staff celebrate Don Kelley's 10th anniversary in 2000.

Women radio program has been on the air for 17 years and has featured women who are battling the disease as patients, physicians, and researchers. Our assistant PD has been the radio spokesperson for Making Strides Against Breast Cancer since 2003 and serves as the spokesperson for The Pink Rose Foundation, providing college scholarships to the children of women who have died of the disease.

Station managers and airstaff promote careers in radio by speaking in high school and college classrooms as well as providing mentoring and job-shadowing opportunities at the station.

>How does the station distinguish itself within the market? We feature the Magic Lyric Guarantee: no lyrics that will embarrass you in front of your kids or your customers.

>How does your Web presence enhance your radio listenership and revenue opportunities? People can listen on the stream 24/7 without logging in. We also stream our HD2 smooth jazz station. Through Ando Media we have an additional supply of Internet sales and marketing opportunities. **INK**

THE FUTURE OF AC

What will the format be like in 20 years? Playing pop hits of the '80s, '90s, and '00s for baby boomers who are in their 70s and 80s?

Stations will be playing that music and targeting that demo in 2030, but the format won't be AC. The essence of the format lies in the name — contemporary music that has adult appeal. If you're playing '80s, '90s, and '00s in 2030, you may well be A, but you won't be C.

Take a look back at AC 20 years ago. Stations were described as Full-Service Adult Contemporary, or FSAC. News every hour, headlines on the half hour, personalities all day, probably a talk show at night. That format was huge from about 1970 to 1990. What happened? The stations found their audience, then grew older with them year by year. By 1990 they were out of the 25-54 demo and falling off the table.

The ACs of 2010 play music that was not heard on AC when it was new. Today, artists like Pat Benatar, Bruce Springsteen, U2, Hootie & the Blowfish, and Bon Jovi are staples of the format. None were played on AC when they were new. Why? At that time they were C, but not A.

Music that sounds loud or hard or edgy when you first hear it becomes palatable as time goes by.

So AC stations face a choice: 1) Grow older with your audience a year at a time. Many of your loyal listeners will continue to follow you. Eventually you'll all be out of whatever the demo becomes, but that's someone else's problem 20 years from now. 2) Operate on the window theory: Pick your demo and stick with it. It's like being a fourth-grade teacher. Your students are always the same age. As listeners turn 55, you have to replace them with incoming 24-year-olds. It's a more expensive approach to maintain, but it lasts a lot longer.

Today's 25-34-year-olds will still be in the demo in 2030. They have a greater tolerance and appreciation of music from different eras than earlier generations did. The best and most relatable of the '80s, '90s, and '00s that today's ACs play will still be there, but whatever becomes current in the 20-teens and the 2020s will be the major component.

The Pandoras of the time will probably be more prominent, but people will still need a radio station as the basis of their personal soundtrack.

— Don Kelley

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3

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Campaigning For Radio: A Multi-Faceted Approach To Success

Everybody talks about multi-platform sales and marketing campaigns, and here are some companies that are doing something about it. We asked some stations from around the country to give us the details on successful campaigns integrating on air, online, onsite, and other elements, and explain how they pulled it all together for great results.

First, Erica Dreyer, interactive manager for Maverick Media/Rockford, IL, gives the story on a campaign for the Illinois Lottery that included just about everything.

Client: The Illinois Lottery

Marketing challenge or objective: To promote the Illinois Lottery Blackhawk Air Hockey Tournament and the Blackhawk \$2 scratch ticket.



Erica Dreyer

The campaign: We used on air, online, and onsite campaigns. We had an on-air schedule, along with promotional announcements and live commercials, to promote the Blackhawk \$2 scratch ticket and the Blackhawk Air Hockey tournament. Our online campaign consisted of a game element: We customized an Air Hockey game on the www.wxrx.com website, where listeners could play the game to register to win prizes from the Illinois Lottery and Budweiser. We placed the contest in our main flipper, and listeners could click through to play the game.

We also had an off-site location at 2nd Cousin's Bar and Grill, where the air hockey tournament was held. The Illinois Lottery brought in an air hockey table, and the tournament was similar to a basketball bracket. Thirty-two players participated, and one winner received \$500 cash from the Illinois Lottery while WXRX provided two tickets to a Chicago Blackhawks game. The winner took a limo into Chicago with Stone and Double T to see the game.

Results and followup: Promotional announcements were done online and on the air to push the tournament, and the results were fantastic. We had a huge turnout at the bar location for participants to play in the tournament.

WXRX 104.9 FM

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ROCK JOCKS

WHEN TO ROCK

ROCKSTAR WAYS

CHICAGO BLACKHAWKS

AIR HOCKEY STAR?

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The Illinois Lottery Blackhawk
Cash Air Hockey Tournament

WIN \$500

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AT 2ND COUSIN'S BAR & GRILL
16 LOTTERY BLACKHAWK CASH
AIR HOCKEY TOURNAMENT
32 QUALIFIERS WILL PLAY
TO TRY AND WIN \$500

PRIZES

WIN \$500	WIN \$200	WIN \$100	WIN \$50	WIN \$25
WIN \$100	WIN \$50	WIN \$25	WIN \$10	WIN \$5
WIN \$5	WIN \$2	WIN \$1	WIN \$0.50	WIN \$0.25

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REGISTER FOR PRIZES AFTER YOU PLAY

AIR HOCKEY STAR?

CLICK HERE TO PLAY AIR-HOCKEY ONLINE NOW

Todd Babish, Shannon D'Amico, and Rachel Gordon of Greater Media/Philadelphia weigh in with an ongoing multi-station campaign for Power Windows and Siding.

Client: Power Windows and Siding, based in Brookhaven, PA.

Marketing challenge or objective: To get homeowners in the Philadelphia area to call (or go online) to Power Windows and Siding to set an appointment for a free in-home estimate for their next window, siding, gutter guard, and/or roofing job.

The campaign: PWS uses all five Greater Media stations on the air, online, and onsite at a variety of events to set up in-home appointments for product demonstrations. Each station runs a combination of on-air personality endorsements and produced spots with Jeff, the owner, as the voice of PWS in Philadelphia. They maintain a consistent online presence through display banner ads as well as creative video content that runs on all five stations' websites in the form of pre-roll video.

PWS is also fully integrated into station and community events, sending out street teams to entice listeners to sign up for free in-home estimate appointments.

Results and followup: All call-in and online leads are tracked by PWS, so we know exactly how each station is doing on a marketing cost-to-sales ratio. All stations are constantly kept in the loop as to how efficient we are, and we always maintain open communication about revenue for both PWS and Greater Media. The results are constantly evaluated to determine our future course of action. We have been consistently performing for PWS since we started this partnership two years ago. Greater Media continues to work diligently with the agency as well as the client to keep growing revenue for Power Windows and Siding as they expand in the market.

GAPWEST Digital Media Specialist Kerri Mathis gives the rundown on two campaigns, while GAP Sr. AE Tracy Hanks talks about the cross-platform marketing GAP put together for Baskin's Department Stores.

Client: Sylvan Learning Centers

Marketing challenge or objective: New enrollment; positioning Sylvan staff as experts.

The campaign: A tune-in appointment was used for the on-air element of the contest. Tuesday mornings at 7:10, DJ Stacy Lee on 98.3 The Key (hot AC format) would read a multiple-choice question for DJ Big B to answer. A Sylvan staff person would be on the phone line, and Stacy would take one caller for a three-way conversation. Big B would give his answer, the caller would give their answer, and the Sylvan staffer would reveal the correct answer. (The caller received a small prize.)

For online elements, we used the station's loyalty program, The Key VIP. Stacy Lee would remind listeners who were Key VIP members to log in to their account on the station website, correctly answer the Sylvan Learning Center question of the week, and receive points. Also, within the VIP pages, Sylvan was set up as a friend of all Key VIP members and was given blog space.

In addition to explaining how to arrive at the correct answer for the question of the week, Sylvan staff would post an additional bonus question within the blog space for Key VIPs to earn even more



Kerri Mathis



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points. Whenever a Key VIP submitted a Sylvan answer, right or wrong, the VIP would receive a message reminding them to "Tune in next Tuesday at 7:10 in the morning and find out if you are smarter than Big B!"

Client: Mid-Columbia Libraries

Marketing challenge or objective: To encourage area residents to take part in the Big Read and increase library patronage, especially for library online services.

The campaign: The Big Read, a National Endowment for the Arts initiative designed to restore reading to the center of American culture, provides citizens with the opportunity to read and discuss a single book within their communities. Mid-Columbia Libraries received a grant to host an event during October 2009, with *The Maltese Falcon* by Dashiell Hammett. Major events were promoted locally, using the book as a point of departure for film screenings, theatrical readings, etc.

The on-air promotion included live morning show interviews to kick off the event — anyone interested in participating in the Big Read could get the book for free from the libraries — and a spot schedule throughout the month.

The online promotion was all connected to streaming. Mid-Columbia Libraries was the official streaming sponsor of our four FM stations during the month of October, and elements included on-air streaming sponsorship mentions ("And remember, you can listen live at keyw.com, sponsored by the Mid-Columbia Libraries Big Read. Hey, check me out reading!") and a station homepage ad with the "listen live" click-through to the streaming player. The streaming player would launch with a 15-second pre-roll video of a DJ reading an excerpt from the book before connecting to the station stream. There was also a streaming spot schedule.

Client: Baskin's Dept Stores

Marketing challenge or objective: Baskin's wanted to drive more customers into their locations, increase their boot sales, and increase coupon redemption.

The campaign: We've put Baskin's on all showcases, and they offer a gift certificate to their stores as the prize.

Results and follow-up: The showcases have been an excellent form of marketing for Baskin's. They have seen a huge increase in coupon redemption, as well as an increase in their boot sales over the last year. Baskin's participates in showcases for both the Lufkin and Tyler markets, and they're extremely pleased with the success the showcases have brought them over the past year and a half. And listeners seem to love the showcases Baskin's offers, as their showcase has been picked the last two times!

Finally, a big campaign for GEICO, put together by Clear Channel Radio VP/DOS Tony Miraglia; Horizon Media SVP/Managing Director, Local Audio & Promotions Lauren Russo; and Horizon Associate Managing Director, Local Audio Jill Feinberg.

Client: The client was GEICO, and it was a collaboration with them and their media agency, Horizon Media. Clear Channel Radio started talking to them in April 2008 for a 2009 campaign.

Marketing challenge or objective: GEICO is the third-largest advertiser, and they already have good saturation from pure spot buying on TV and radio. But CCR wanted to approach this campaign differently to surprise and capture people's imagination and present something that they haven't seen.

CCR wanted to be able to take spot buys to a different level and include elements that differentiate them from traditional buys.

The objective was to give GEICO the most visibility possible.



The campaign: The majority of the campaign was on-air, and the campaign had three parts:

1. Contextual
2. Fixed-position spots during morning drive
3. A 15-minute music break: During middays, a GEICO commercial aired saying, "The next three songs were brought to you by GEICO — 15 minutes can save you more than 15 percent on car insurance."

A digital element to the campaign was featured on CCR's station websites. Each website has a list of the last 10 songs that played on-air. This list would sync up with the 15-minute music break, with the three songs that were brought by GEICO.

Results and followup: CCR is in continual talks with GEICO and Horizon about the next idea. By talking earlier in the process, ideas can be flushed out and they can receive input from the client.

As the economic downturn took hold, GEICO moved into the top three insurance providers (from fourth place) and remains the fastest-growing, thanks in part to innovative programs Horizon develops on their behalf. **INK**

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Cautiously Optimistic

For this spring Talk issue, we went to Dave Ramsey to find out what he's hearing from listeners and callers to his show in these early days of an economic recovery, and to get his take on the business, both at his show and in the industry overall. Ramsey takes a typically common-sense and upbeat view, tempered with a bit of caution about the ways things could still go awry.

{By Editor-In-Chief Brida Connolly}

What's the feeling out there? Optimistic? Or cautious, compared to a few months or a year ago?

Compared to a year ago, I'd say it's pretty optimistic. I really don't like the phrase, but it's applicable: cautiously optimistic. Optimistic tempered with the wisdom of reality. And of course, it varies from person to person. People stuck in a house right now about to get foreclosed on aren't exactly optimistic, but overall, I'd say we're more optimistic.

Has all this led people to be a little smarter about their money? Do you think it'll last?

There's a percentage of the human population that's always going to misbehave. I'll always have a job (laughs). But there's no question that for a portion of the people in the U.S., this last series of economic events was emotionally — only emotionally, but emotionally — their Great Depression. They've been scarred, so to speak. And they'll forever pull a nail out of a board, straighten it out, and put it in a coffee can. Their grandparents remember the Great Depression, and now this generation will remember hard times.

It's the first time anyone under 40 has seen hard times in their working lifetime, so it left an indelible mark. It's a mark that'll cause caution and wisdom, a little better judgment on purchasing things, on debt levels, on those kinds

of things. But there are always people who will ignore that and just go right back to doing what they were doing.

Is anybody really a hopeless case?

No, I don't believe anybody is a hopeless case, because your life is not a snapshot. Where you are right this second may look hopeless, but wait three minutes and something will change. Life is a filmstrip. You can move on to the next frame and things are going to get better or worse — it's a fluid process. As long as you start making better choices, you're never hopeless.

How about on the business side. Are small businesses beginning to relax a little bit?

Small businesses are the first to relax because they're judging what's coming in the front door, and they're seeing sales increase within the last 90 days. They're seeing the consumers' psychological situation thaw a little bit. The small-businessperson is pretty excited. That's who we're seeing sign up in advertising with our affiliates first. They're coming back to the table before the big guys.

With money so much on everyone's mind, it must've been a pretty good year for you and the show.

It was a great year from a ratings standpoint, but our

company, like everyone else, experienced some downturns in revenue in a few areas. Our broadcast revenues were up — our ad sales went up, which is very unusual in radio right now — but overall, our sales were down.

How's the affiliate picture looking? You've come to L.A. in the last year, right?

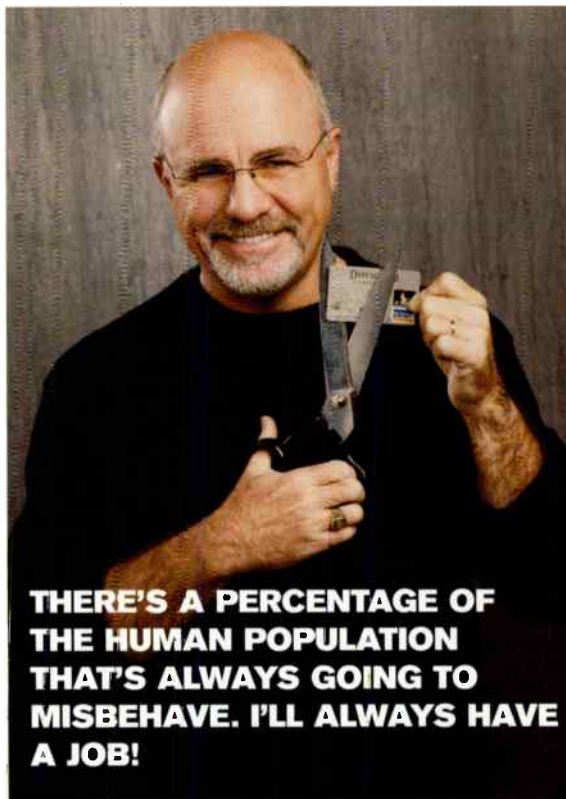
We have, and we picked up a major daypart there, from nine to noon on KFWB, and that's a huge breakthrough for us. We continue to add stations — I think we're at 458 or something like that — literally every day, and to upgrade to bigger ones in some of the major cities. So it's been a really good year for us affiliate-wise.

If an affiliate or listener hasn't heard you before, what's the first thing you'd like them to know?

The thing that is always most appealing to the listener and therefore to the affiliate is just hearing people's stories and hearing their lives get changed. It happens to be through the lens of money, but it's a discussion about life, and it is really moving and entertaining.

I see you have quite a few personal stories on the website. Has that been redesigned?

Absolutely. We did a major overhaul last year. It was a massive undertaking. We've got some four or five thousand pages on that thing, and our team burned the midnight oil on that, and they've done a fabulous job. All things Web Ramsey are up.



THERE'S A PERCENTAGE OF THE HUMAN POPULATION THAT'S ALWAYS GOING TO MISBEHAVE. I'LL ALWAYS HAVE A JOB!

You must have had offers. What's behind the choice to stay self-syndicated?

Well, back in the day, we might've entertained it, thinking that somebody could take us to a place we couldn't go on our own. Now, as one of the top shows in America, there's not really anything we need. I don't need money, and I love what I do. Why would I want a boss?

Is there anything that still worries you on any side of the business, even in the midst of a recovery?

I guess the only thing that worries me is if Congress would continue to overspend, and if we continue to run these

deficits. But I think Americans have had it with that, and there's going to be a lot of political fallout from that misbehavior, so I'm not worried. Not much worries me; I'm not a worrier.

If I were to be concerned about something in the radio business, it would be that all of us learn the lessons of these hard times — to get back in the trenches and serve the customer in a really deep way, and not just go back to counting rating points.

The budget problems have meant that some of the best talent in the business is on the street right now. That'll work itself out, because talent will always find a place, and will always cause someone else to prosper when they're around. So talent will work its way through, but it's been a really tough time on the actual people in our business. **INK**

Brida Connolly is editor-in-chief at *Radio Ink*.
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Thursday, June 3

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Opening Remarks

B. Eric Rhoads, Publisher/CEO, *Radio Ink*



1:30-2:45 p.m.
The Art of Social Network Marketing
Guy Kawasaki

2:45-2:55 p.m.

Taming the operational chaos of interactive sales and delivery for broadcasters

Steve Minisini, CEO, Marketron Broadcast Solutions

2:55-3:30 p.m.

How Social Has Changed Media

Twitter, Facebook, ning, and other social media have become major targeted outlets. These are the "Big Networks" of today, with vast audiences and deeper, more useful advertising alternatives that are replicating and replacing "traditional" media. Understanding how to leverage this phenomenon as a programming, promotion, and sales tool is critical.



Moderator: Zach Braiker, CEO, refine+focus
Rey Mena, Co-President, Emmis Interactive
Jordan Kretchmer, Founder/CEO, LiveFyre Inc
Jen McClure, Founder/President, Society of New Communications Research

3:30-4:05 p.m.

The Competitive Landscape And The Convergence Of Your Digital Assets

Are you in the radio business, the newspaper business, the television and cable business, national media, local media, or all of the above? Strategies to converge media and capture your digital assets under your brand.



Moderator: Rockie Thomas, Director/Local Digital Sales and Strategy, Tribune Broadcasting
Tom Davis, President, Davis Media

4:05-4:15 p.m.

Presentation

4:15-4:35 p.m.

The Future According To Mark Ramsey



Researcher and futurist Mark Ramsey lays out his vision for radio.
Mark Ramsey, President, Mark Ramsey Media and Radio Intelligence U.S.

4:35-5:10 p.m.

Mastering Mobile Media

Virtually every consumer is empowered with access via mobile media – smartphones, texting, iPhone applications, and BlackBerrys. How can you capture mobile audiences and monetize them? What areas should command your attention now, while the opportunity to implant your brand is still alive?

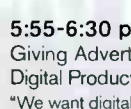


Moderator: Steve Levy, Director/Head, Radio Vertical, Vibes Media
Paul Jacobs, VP/General Manager, Jacobs Media

5:10-5:55 p.m.

Clicking The Ruby Slippers: Why Business Can't Ignore Social Media

Jeffrey Eisenberg, two-time *New York Times* best-selling author and Internet marketing pioneer, explains the magic formula behind social media success



5:55-6:30 p.m.
Giving Advertisers The Digital Products They Want

"We want digital, and if you don't have it, don't darken our doorstep," said one agency at Radio Ink's Forecast conference. Find out what you need to provide advertisers to be in play for advertising buys today – and why newspapers may see a resurgence and you shouldn't count them out just yet.



Moderator: Jeff Haley, President/CEO, Radio Advertising Bureau
Brian Benedik, President, Katz 360

6:30-7:30 p.m.

Cocktail Reception

Sponsored by Vibes



Friday, June 4

7:15-8 a.m.

Continental Breakfast

Sponsored by Triton Digital



8-8:35 a.m.

Looking Forward: A Two Part Session

Daniel Anstandig, President, McVay New Media presents "Power Brief On the Future," a peek into radio's near future, followed by "Evolution of Music Consumers."
Moderator: Daniel Anstandig, President, McVay New Media



8:35-9:10 a.m.

Sales 2.0: What can you do to use your digital assets and social media tools to increase sales, serve customers, and gain revenues



and advertisers never before available?
Moderator: Gregg Murray, President, Greenbrier Media, Website Blueprint and iRadioSales

9:10-9:30 a.m.

Interactive Revenues: Who's Doing The Best And How They're Doing It



Gordon Borrell, CEO, Borrell Associates

9:30-10:05 a.m.

Found Money Leverage Your Existing Digital Assets And Audiences To Find Instant Revenues



Moderator: Ruth Presslaff, President, Presslaff Interactive Revenues
Jeffrey Eisenberg, *NYTimes* best-selling author & Internet marketing pioneer

10:05-10:25 a.m.

Break

Sponsored by STW [STREAMTHEWORLD](#)

10:25-11:00 a.m.

The State Of Online Audio



Listening levels to streaming sites are soaring, and barriers to adoption have lifted. Can streaming and podcasting create an entirely new radio network and profit center for your business? With several markets already covered in WiMax and in-car units with Internet available, what does this mean for radio, and how can you capture this online listening?

Moderator: Kurt Hanson, CEO/AccuRadio, Publisher/RAIN

11:00-12:00 p.m.

Michael Drew "Pendulum"

12:00-1:10 p.m.

Lunch

1:10 p.m.-1:45 p.m.

Experiments Gone Right

Innovations by many small, local radio companies have resulted in new revenues, new ideas, and new ways of selling. In some cases, we've seen new products making up almost 10 percent of local revenues. You'll meet these station executives and hear about their successes, and learn how you can put these innovations in place today.



Moderator: Dave Kennedy, CEO, FlyCast

1:45-2:20 p.m.

Building New Brand Platforms From Existing Assets

Bloggers and previously unheard of online media have become major media outlets as they capture massive and loyal audiences. How you can build independent media properties using your current staff and on-air assets and turn them into a profitable operation, without selling a single ad to local advertisers.



Moderator: Brian Glicklich, Co-President, Sound Mind
Michael Drew, Founder, Promote A Book Inc.

2:20-2:40 p.m.

Break

Sponsored by HipCricket



2:40-3:15 p.m.

Tablet: Super Media Platform Or Hype?

With Apple's iPad announcement, tablet mania, and Kindle mania, what will the tablet do to change media consumption, and what role will you play? In what ways can you place your stations and digital media offerings on tablets, and what you need to know to understand this technology?

3:15-3:50 p.m.

Sites Magnified

What is a great website? How you can make a website more effective for you and your advertisers and more responsive to your audience's needs, and how to maximize SEO/search and boost your metrics.



Moderator: Charles Andrew Whatley, President, MediaBridge One; Consultant, MediaSpan Online
Jeff Sexton, Wizard of Ads Partner and Persuasion Architect
Jonathan Cobb, CTO Mobility & Monetization, Limelight Networks

3:50-4:40 p.m.

Rob Curley, *Las Vegas Sun* Vultures Awaiting The Kill

Newspapers are dying, and television is next.



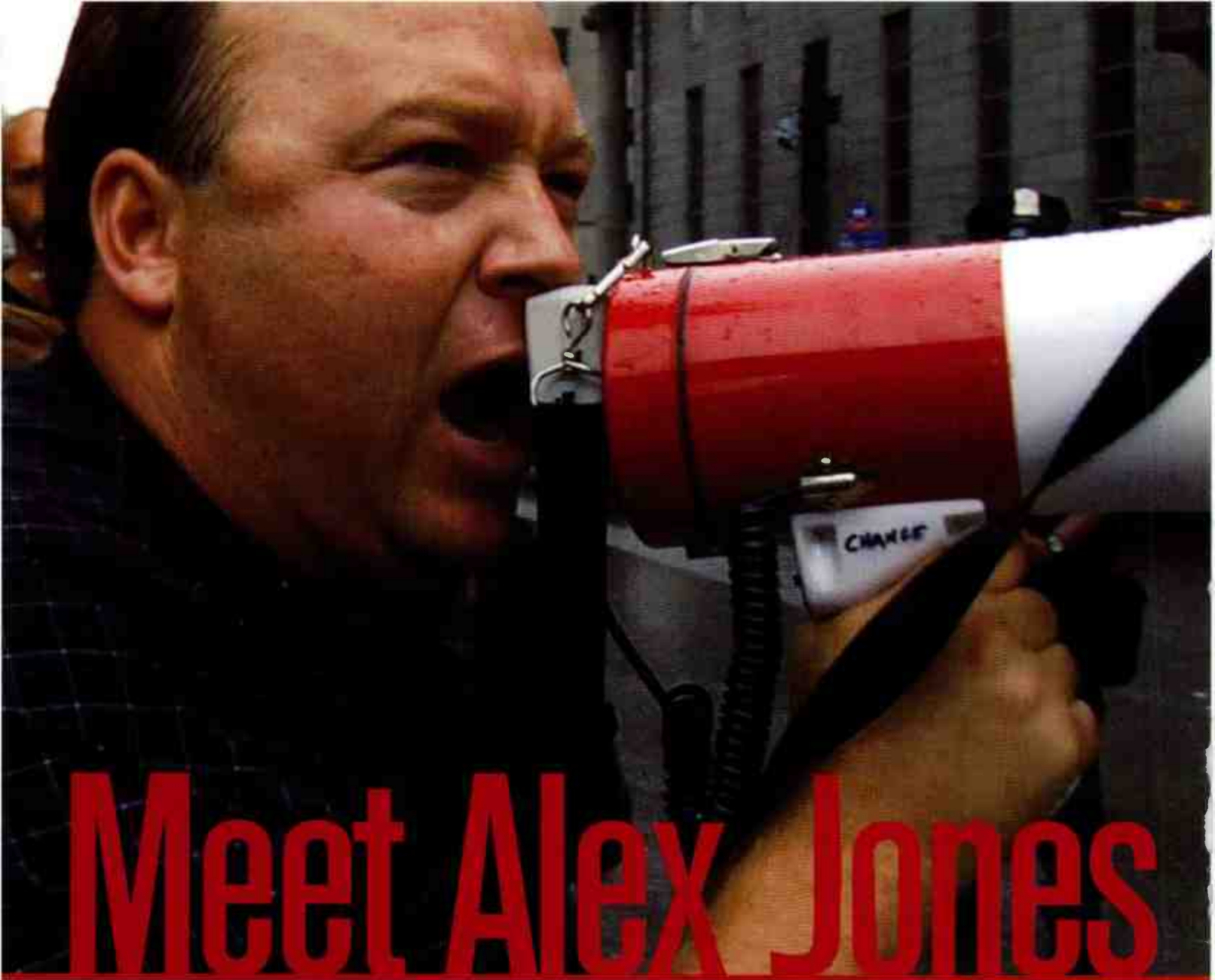
What about radio? How to take advantage of changing conditions and what to expect.

4:40 p.m.

Closing Remarks

*Times subject to change. Program may run longer than scheduled.

Limited to 250 seats. Register now.



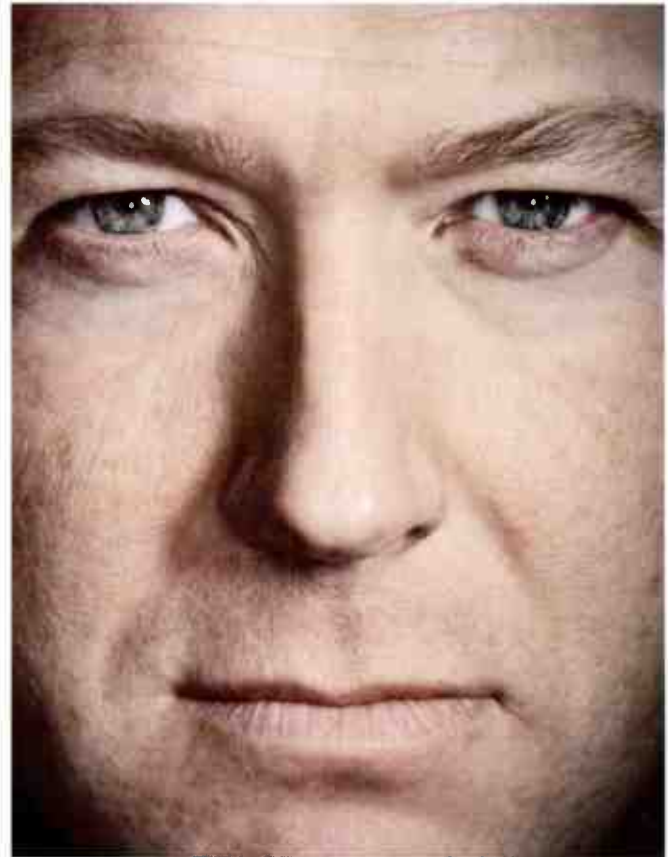
Meet Alex Jones

Conspiracy Theorist, 9/11 Truther, And Rising Talk Radio Star

{By Publisher Eric Rhoads}

Alex Jones is to controversial what a nuclear warhead is to a hand grenade. He believes 9/11 was an inside job. He believes rival talk hosts are establishment operatives. He believes offshore banks are engaging in a hostile corporate takeover of America. And he claims an audience of millions, on the air and online, and growing every day.

Sure, some people — a lot of people — think he's crazy, but Jones isn't worried about that. He's adding affiliates and bringing in Web traffic, and it's plain that spreading the word about the conspiracies against freedom and democracy is his first and overriding concern. Radio is a big part of his plan to do that. Whether it should be — well, we'll leave that judgment up to you.



>>Can your show be accepted by mainstream radio? Let's talk about what's happening in terms of affiliations with your stations, and then we'll go into some of your philosophies.

We've been getting more than two affiliates a week in the last six months, and my websites receive over 2 million unique visitors a week. We have one of the biggest podcasts online, over 200,000 people a day listen to those, and that's not counting our YouTube channel, which has 40-plus million views. Over 150 million people have watched my last six documentary films alone, just on YouTube and Google, for free.

So I don't worry too much about right-wing or left-wing establishment calling me a kook or a conspiracy theorist, because that's just a label they throw out to try to discredit information. People look past that. The reason I've had so much success is because we just stuck with the facts.

I've been on air for more than 14 years. We started here in Austin on a local talk station on Saturday nights. I would simply go off UN documents, Rand Corporation documents, I would read legislation on air, I would read trade publications, what type of surveillance systems were going in. I went off the facts. And people go back to radio shows I did more than a decade ago, and they're evergreen. It's what's happening now. My predictions and analyses have been so accurate

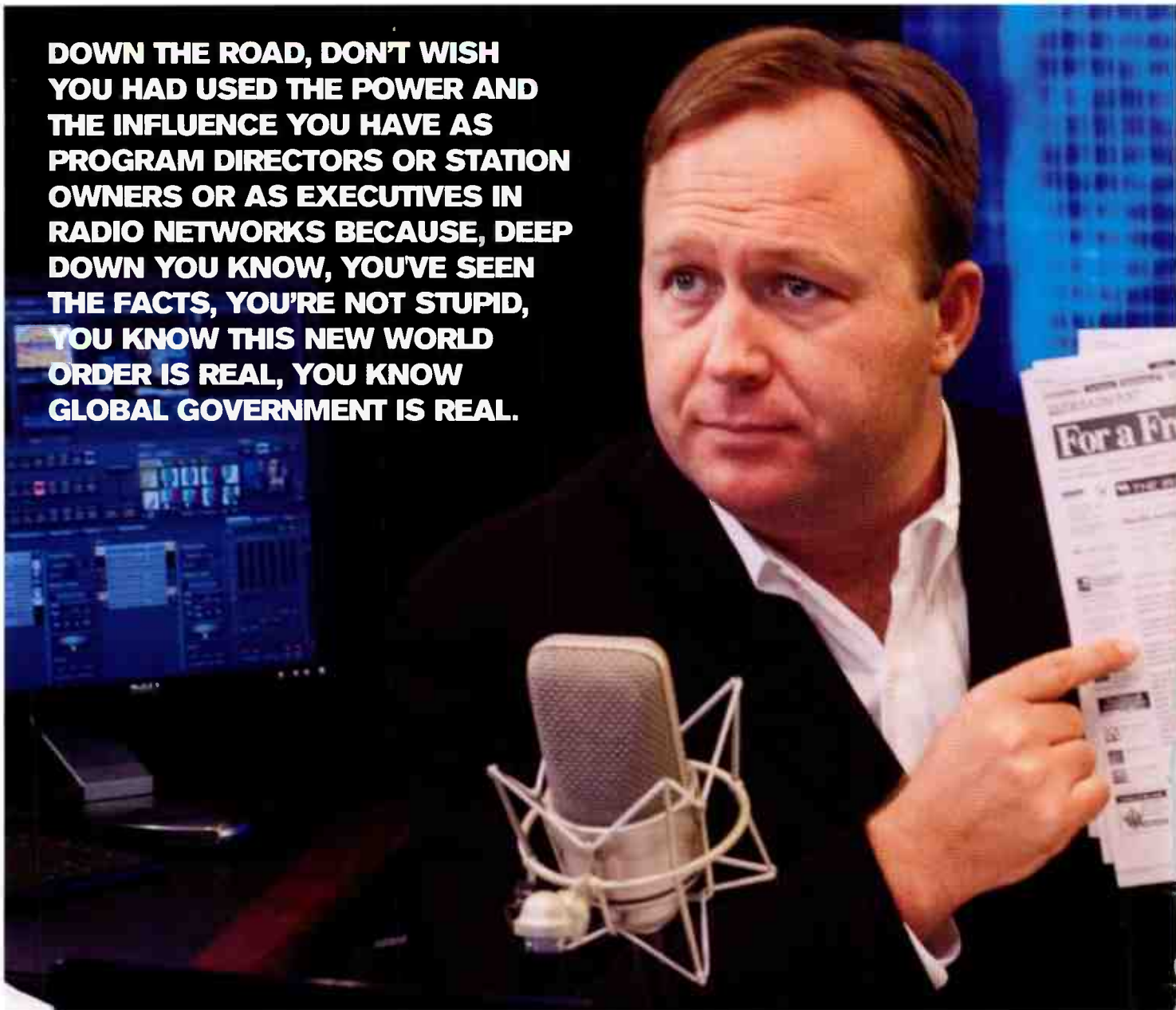
that a lot of people are now paying attention to what we have to say.

You've had the left and the right say there's no world government, banks aren't involved in corruption. Back in 2000 I was having financial experts on saying they were selling derivatives, they were going to implode the economy by design. I had IMF and World Bank documents from 2002 where they planned to cause a global meltdown and set up a bank of the world and we would pay carbon taxes to the banks, we would pay value-added taxes to the banks.

We have Gordon Brown, the prime minister of England, openly talking about a world government, in his own words, global governance, run by private central banks that we'll pay our taxes to. And people who deny that this is going on in mainstream media, that's why they're losing so many viewers on CNN and MSNBC. Right now, because the Republicans are out of power, a lot of right-wing talk show hosts are getting higher ratings and more viewers because they can play the part of the anti-establishment. Because they're not in power right now.

But that's not going to fly once they get back into power. And whereas in the past it would take people four or five years to wake up to the fact that a political party was selling them out, now people are waking up in a matter of months. Just look at Obama, 80-plus Google rating now down at 44, 41. We're becoming more cynical,

DOWN THE ROAD, DON'T WISH YOU HAD USED THE POWER AND THE INFLUENCE YOU HAVE AS PROGRAM DIRECTORS OR STATION OWNERS OR AS EXECUTIVES IN RADIO NETWORKS BECAUSE, DEEP DOWN YOU KNOW, YOU'VE SEEN THE FACTS, YOU'RE NOT STUPID, YOU KNOW THIS NEW WORLD ORDER IS REAL, YOU KNOW GLOBAL GOVERNMENT IS REAL.



which is healthy. People are discovering that you can't trust government, you can't trust mega-corporations, you've got to be involved and informed. The reason we're having an exponential growth rate in the number of our listeners and viewers and readers is because we're telling the truth.

I never thought that I would have millions and millions of listeners and readers and viewers. It is sobering. And every day, sometimes multiple times daily, there's a George Soros publication attacking me, CNN, Fox News reporting me to Homeland Security in two different articles. London *Guardian*, *New York Times* saying I'm calling for violence and I'm a dangerous radical. I believe what Mahatma Gandhi said, that we should be nonviolent and peaceable. The fact that the establishment is attacking me is only driving more viewers and more listeners to us.

>> If I'm a program director or general manager of a radio station and I'm looking for some talent, I may be a bit concerned about some of these things. For instance, you're a Truther. Yes?

Absolutely — 9/11 is an inside job.

>> So, talk to me as a PD, and give me a good reason why I should put you on the air.

Well, going to the 9/11 issue, ABC News headlines, anybody can search it right now: U.S. government plan to terrorize U.S. cities is pretext for war with Cuba. And it said there were remote control aircraft and they would bomb DC, they would bomb Miami, they would attack U.S. Marine Corps bases and claim the Cubans had done it. Well, I was covering that before 9/11 happened.

We have six of the 10 9/11 commissioners and John Farmer, the head lawyer, saying it was a criminal conspiracy and cover-up and now it's been declassified that the White House ordered the committee they appointed to not investigate the attacks themselves.

So "Truther" is a wide spectrum. It just means you're questioning how this happened. Going back to 2009, we came out and said this whole H1N1 is a hoax, it's a fraud, it's a lie, and now it's come out in mainstream news that it was a profit-making scheme and a major scam. All we do is question the official narrative in a historical context.

I would say to program directors, it doesn't matter if you pick up



my radio show or not, because this is a decision you're making. You live in this country. Your republic's being destroyed, offshore banks are looting and robbing this nation, and if you think it's good for you and your family in this culture to rationalize and make excuses and go along with the false left-right paradigm, that's your decision.

All that matters to me is that justice be done, though the heavens fall. I'm going to cover the real information, I'm not going to censor what I have to say, and the world can make the decision for themselves. If we don't make that right decision, this republic is in the process of imploding into a Third World banana republic dictatorship.

>> There are a couple of mainstream radio stations that have picked you up that I would never have suspected would run you. And you're getting some pretty decent call letters, and some great success. Is that right?

Well, we are. In the last six months, even more stations are tuning in to the broadcast. In fact, I've gotten no negative feedback. They're getting higher ratings, they're getting a lot of talk, a lot of calls, a lot of support. Mainline radio stations are getting envelopes

of money sent to them, people thanking them. There's that vocal minority on the left and the right that want to keep things milquetoast that are saying, hey, he can't say that. But the reason I've been on the air, knock on wood, for 14-plus years and never been sued, is most of the time I don't stick my neck out.

If I'm saying there's a government plan to stage a 9/11-style attack, I have ABC News, *Baltimore Sun*, and James Bamford. If I say public schools are watching your kids at home with government-issued laptops, I have the Philadelphia newspapers. If I say that scientists and government officials were paid off to say that H1N1 was incredibly deadly, I get Wolfgang Wodarg, the head of the EU 47-nation commission on. If I say that sodium fluoride that's in more than 70 percent of our water supplies more than doubles your chances of bone cancer, I will sit there on air with 10 different major studies from prestigious research laboratories or universities reading the facts. We're not being radical. Truth is stranger than fiction. If people wanna say I'm a conspiracy theorist, that's their problem. I'm going to tell the truth.

>> What's happening with advertisers on your affiliates?

There's a mixed bag. Some stations say they're having trouble getting sponsors, but the majority say they're having amazing success. A lot of times it's not big corporations or *Fortune* 100 corporations, though we have actually some of them coming in and advertising now. That kind of freaks my audience out. They're saying, wait, you're anti-establishment, and we're hearing Jim Cramer ads, we're hearing Coca-Cola ads, we're hearing GM ads.

But that's the ad agencies, they know there's an audience there and they're wanting to get a response for their customers. But even in a bad economy the last two years, we doubled the amount of advertising we're selling.

>> Would you define yourself as a conservative?

I would describe myself as a historian, and as someone who studied philosophy and anthropology and psychology. I have a voracious appetite for a wide spectrum of news and information and also fiction. I'm against oppression, I'm for honor, I'm for standing up for the little guy, and I want independence for the individual.

So people say, well, you're a libertarian. Well, more than that, because there's many different stripes of libertarian. I'm a constitutionalist, because the Founding Fathers, I believe, were the greatest men who ever lived. They studied the previous philosophers, they had focus, they had courage, they weren't just cogitators up in the towers thinking. They took action, they were bold. And the way they laid out our system of government is the best we've ever seen. It's just been supplanted and undermined and manipulated by this 21st-century tyranny.

>> Thoughts on the following: Rush Limbaugh.

Rush Limbaugh was brought in by William F. Buckley, CIA operative, to really take control of the grassroots conservatism in America and to steer it and to control it.

>> How do you know that?

He's bragged that William F. Buckley brought him in. And William F. Buckley was admittedly CIA. I have a lot of respect for Rush Limbaugh. I'm not saying he's a bad guy, I'm not saying he's a CIA

operative. But he has been used to a certain extent, like he makes jokes about the Bilderberg and about the New World Order and about world government. And you know, he looks a little bit silly now that it's on CNN and Fox News and all these pundits are admitting, the UN is admitting, a world government's being formed.

>> Do you feel as though he's being controlled?

No, I think Limbaugh is a power in and of himself. I think his own talent brought him to where he is. But clearly he's been used to keep things in the left-right paradigm. I don't want to sit here and bash Rush Limbaugh. I'm just stating the facts. Lately he's been telling a lot more of the truth, admitting this country's in great danger and that Obama can stage crises and events to try to stay in office. I think Limbaugh is a torn individual. I actually think that he does have a heart and soul.

Somebody like Glenn Beck, though — who I've really analyzed and watched all of his flip-flopping, endorsing of VAT taxes and the demonization of Ron Paul earlier on — is very, very suspect.

>> Why?

I don't want to sit here and bash these guys. Glenn Beck's very dangerous.

>> What about Hannity?

Oh, Hannity is just a complete operative. It's really sad (laughs). That's all I can really say.

>> Operative for whom?

For the establishment. I've seen him with guests on his show, and all they're doing is quoting the Associated Press and the *Financial Times* of London, with world leaders saying we're establishing a world government. And he'll still make fun of his guests. I mean, come on! World government's now out in the open. Let's stop it.

>> Is there any radio talk show host out there who you think is doing the right job? Who you think is not being controlled?

I don't have a lot of time to monitor other talk show hosts. Michael Savage is about 90 percent there. He's gone on air and said Obama's gonna stage terror attacks in America as a pretext for martial law. He's a smart guy. The problem is he's still somewhat of a partisan. Because he wouldn't say all of this when Bush was in. When I do tune in to Michael Savage, he's telling the truth. So I've got to give him credit where credit is due.

>> Anything else you want to say to the radio industry?

I want to say this: It's easy for people in the radio industry to play it safe, to take the middle way. But as the Bible says, you are neither hot nor cold, so I spit you out of my mouth. Is Alex Jones perfect? No. Do I have all the answers? No. But I have a good heart,



and 90-plus percent of the time I've been extremely accurate.

I don't look at something and then go with what is going to be popular or safe. I just tell the truth. I do deep research, four, five hours a day. We need to all start telling the truth and going with our gut and going with the facts and not caring what people say about us. Because if we don't, we're going to be slaves.

I would say to the radio industry, I don't care if you put me on the radio or not. I'm not worried about it. In fact, it's almost dangerous to get bigger. I'm going deeper into Mordor every single day. At a sub-conscious level sometimes I become afraid of the success I've already had

and the success I know that we're going to have in the future.

Down the road, don't wish you had used the power and the influence you have as program directors or station owners or as executives in radio networks because, deep down you know, you've seen the facts, you're not stupid, you know this new world order is real, you know global government is real. Don't wish, many years later, like they say in *Braveheart*, lying in your beds that you just once, just once, said, "You can take our lives, but you can never take our freedom."

It doesn't matter if you put Alex Jones on the radio. I don't care. Get a local talk show host. If you're a program director, start your own show on Saturday or Sunday. Beta test it. Go look at the claims I'm making. Find out if it's true. Research it. Put it to the test. Do your own show! Just stand up! Be free! My main mission is to get people to become active themselves. I think that's why we've been so successful. Anyway, I've ranted enough.

>> What about talk radio and its future as far as the FCC and the government is concerned?

Well, again (laughs), I have seen scores of senators in the Democratic party in the last year and a half openly call for return of the Fairness Doctrine. They've had members of the FCC at the highest levels, openly, anybody can search this information, call for Farness Doctrine over the Internet. Even the *New York Times* saying we need a kinder, gentler, censored Internet, where we decide what you can and can't say. And Cass Sunstein, the regulation czar, has said we want to put a tax on conspiracy theories. What does he list as a conspiracy theory? He says we'll ban or arrest or maybe just a tax on anybody who talks about anthropogenic global warming, or man-made global warming. There's major news admitting that the Cybersecurity Act allows Obama to shut the Web off "in an emergency" if he feels like it. It's a flotilla of censorship, and, again, the time for denial is over.

When you actually start looking into things, not just what talk show hosts like Alex Jones are saying — when you actually start researching and getting as informed about legislation or executive orders as you are about basketball scores, you're going to find out it's even crazier than I'm saying. **INK**

WHADDYA MEAN I CAN'T SMOKE ON THE AIR? THIS ISN'T TV.

Edward R. Murrow (1908-1965) smoked three packs of Camels a day and was quoted as saying: "I doubt I could spend a half hour without a cigarette with any comfort or ease." His show *See it Now* was the first to reveal a link between smoking and lung cancer.

SEARCH YOUR ARCHIVES. Pull the boxes from your storage closet. *Radio Ink* magazine is searching for old (or almost old or antique?) photographs of people, stations or promotions to use on our Blast page. All photos will be returned, but please LABEL them with identifying captions including a full address and contact name. Mail to: Managing Editor Wendy Bernstein, *Radio Ink*, 224 Datura St., Suite 1015, West Palm Beach, FL 33401. Photos courtesy of Library of American Broadcasting



the John Tesh Radio Show

#1 AT NIGHT AGAIN IN SEATTLE

"Tesh rocked in the diary, but in PPM he is a RATINGS MACHINE! He owns nights in Seattle, book after book! In our most recent PPM, Tesh is #1 W25-54 again!"

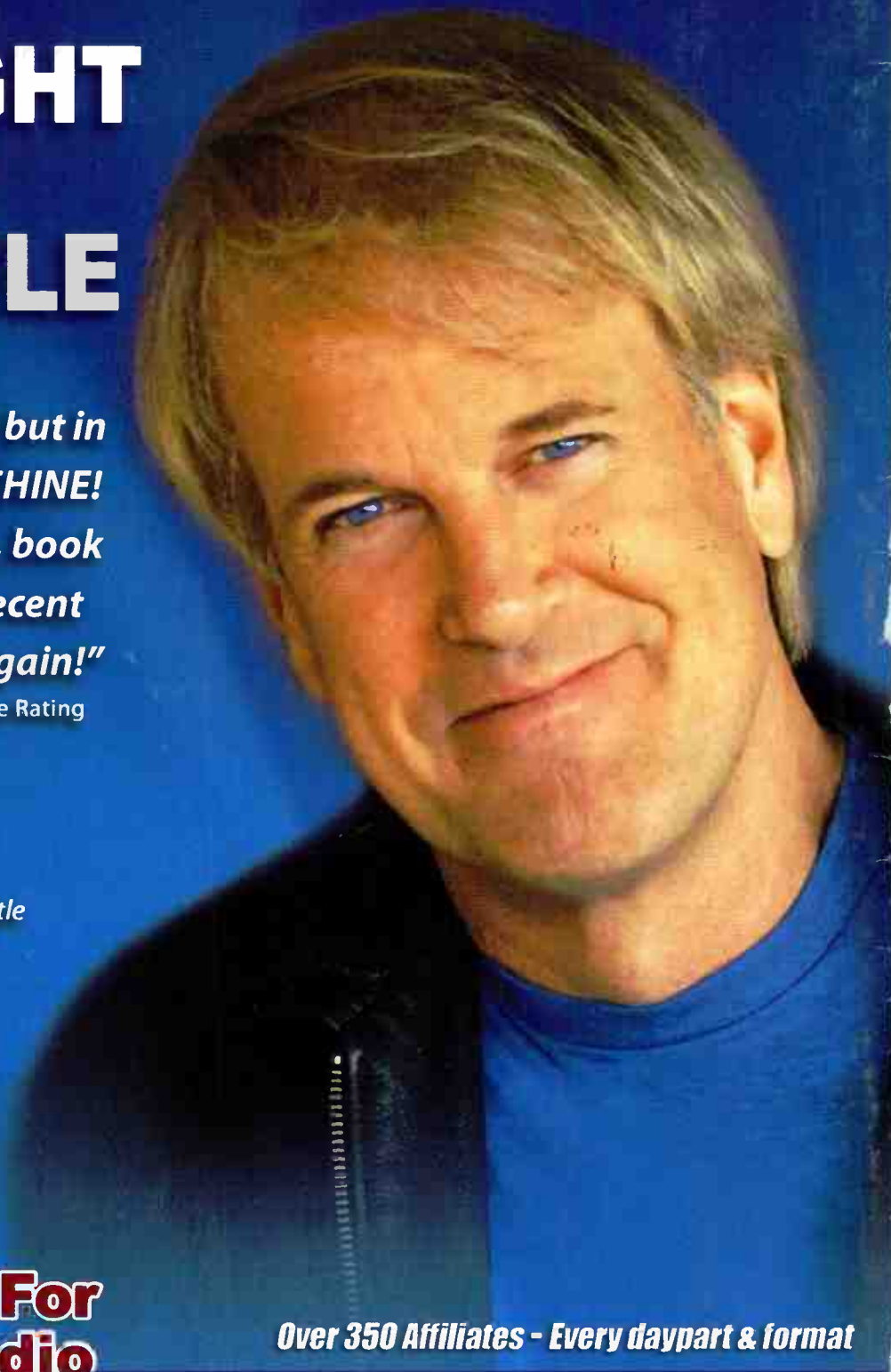
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