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SEPTEMBER 19, 2006

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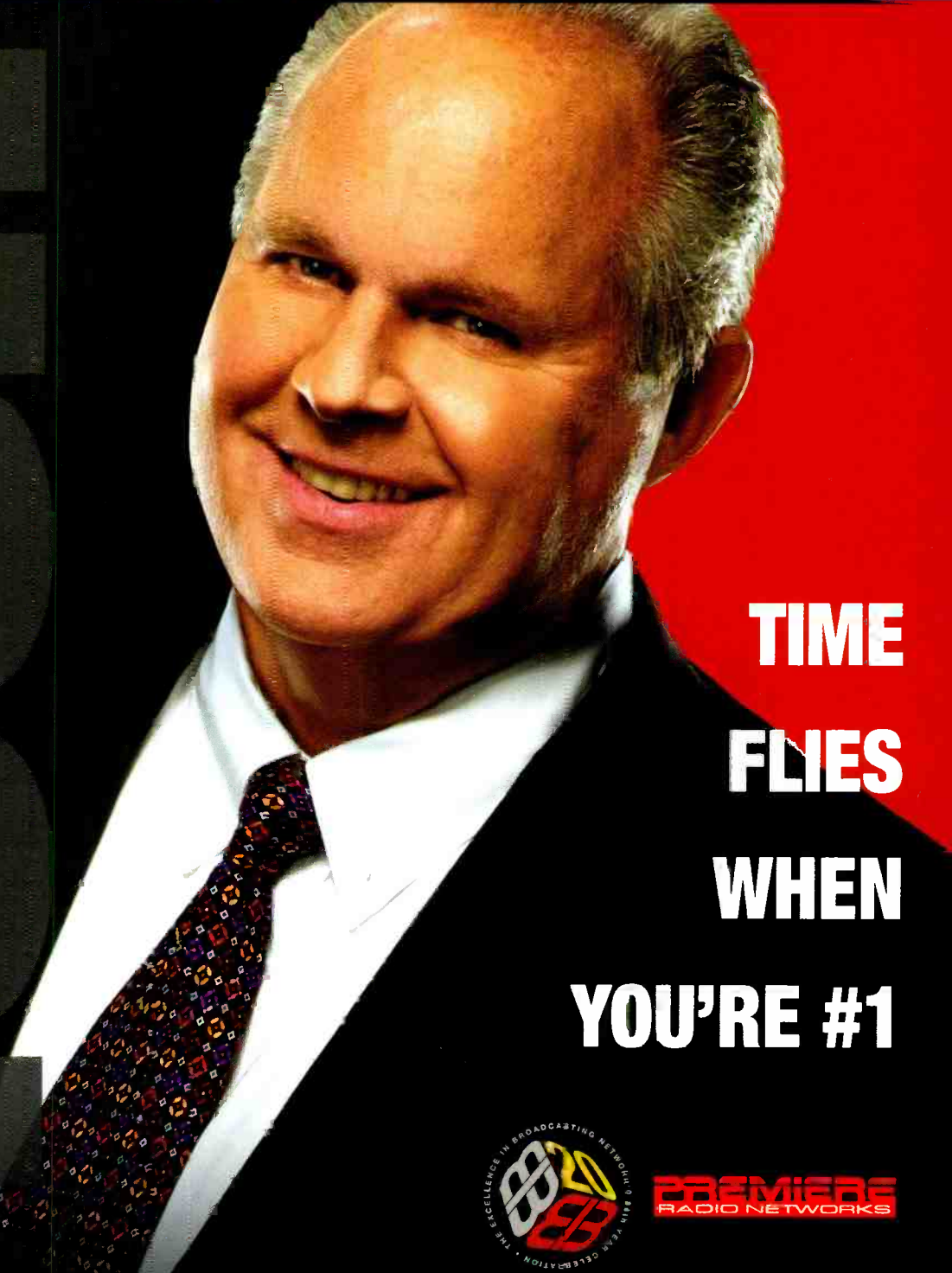
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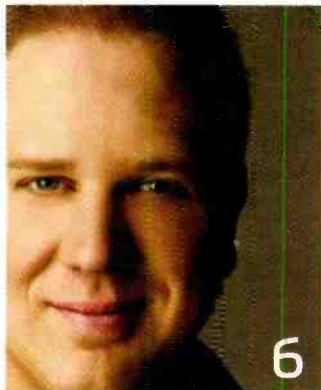
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## Engaging Both Sides Of The Brain

Mike Stern

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Scientists say the left side of the brain is where logic and reasoning take place, while the right side is where creativity originates. Working in radio, we are often challenged to bridge that gap. We frequently marry art and science, using our creativity to drive our business.

When asking people to contribute commentaries for this supplement, I gave only broad instructions, requesting that they write something about how radio remains a vibrant and powerful medium despite a legion of naysayers from outside and inside the industry.

What came back was commentary that should engage both sides of your brain, much like working in the industry. While respected executives like ABC Radio's Steve Jones, Dial Global's Amy Bolton and Harpo Radio's John Gehron expertly deconstruct radio's "challenges," hosts like Premiere's Glenn Beck, ESPN Deportes' Jorge Ramos and three CNN Radio Washington correspondents vividly illustrate how radio continues to touch people's lives.

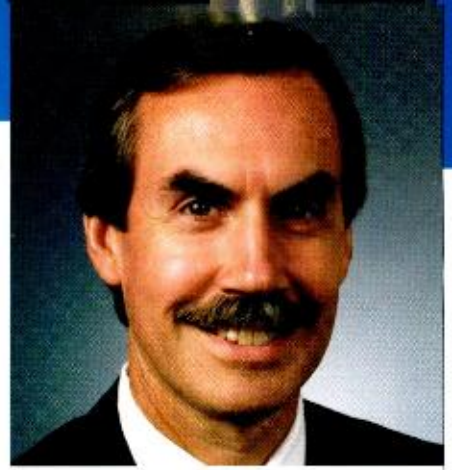
I hope you enjoy both types of commentary and that after reading through this supplement, you come away with a left brain full of facts about the status of our medium and a right brain teeming with reminders of the positive, creative things radio can do.

I want to thank everyone who contributed. I believe we achieved what we set out to do: build a reminder of why radio has been and always will be one of the most powerful mediums on earth.



# Radio's Inherent Advantage

Facing radio's dual challenges of technology and distribution head-on



John Gehron

JGehron@Harpo.com

It seems everyone is predicting the demise of radio. All that's missing is the date when all the transmitters shut down. I'm not one of them yet, but I do think radio is at a crossroads, and we need strong leadership and creative thinking so the industry can keep flourishing.

Radio is facing challenges of technology and distribution. I believe that if we are to save radio, we must do two things: focus on content, which has always been our salvation, and not abandon our towers but embrace other distribution systems to enhance the delivery of our content.

We've forgotten the current radio distribution system has incredible advantages.

**1. It's universal—it's everywhere.** There isn't a media delivery system that reaches as many people as radio—not TV, cell phones, computers, iPods or the Internet. It's simple, easy to use and virtually everyone can afford a basic radio.

**2. It's free.** In fact, it is the only media distribution system that is free. Most TV is on cable and we know what cell phones and broadband cost us. How much can the consumer afford to pay for media? Pricing plans are being discussed now to charge more of consumers who use more bandwidth. What's it going to cost to listen to your favorite Internet station all day?

**3. It's portable.** No distribution system offers the portability of radio. You can take radio anywhere without losing your Wi-Fi or WiMax signal. No roaming charges or searching for hot spots.

**4. There's no limit to the number of users.** Any and all radios can be turned to a single station without maxing out on the number of users. The Internet is a rather narrow pipeline for info and is not designed

for mass usage in a single moment. In an emergency, when cell towers overload or the Internet crashes, radio still works for anyone who tunes in.

**5. HD offers many new choices.** These new channels dramatically increase radio's appeal and our opportunities.

Radio has a tremendous advantage in distribution, but what we need to question is the content we put on the distribution system. What can we do better? First, we should do a better job of programming our current content:

**1. Realize you have a brand.** Every station represents something to its listener base. What are they looking for from your brand and what attracts them? Put product first and respect your audience. Be protective of that brand and don't allow it to be diluted. What's good for the brand may not be good for the sales department.

**2. Little things make a difference.** The PPM measures the little things that the diary couldn't, like minute-by-minute listening, benchmarks, audience flow and competitive sharing. Especially now that listeners have so many choices, little things make a difference. The limited distribution choices of the past and the imprecision of the diary allowed us some slack in how we pro-

grammed. The abundance of choices and PPM measurement has raised the necessary level of programming performance.

**3. Be more than music.** Music is now a commodity. Twenty years ago we got music in two places: record stores and radio. Now music is everywhere and certainly no longer special on the radio. Radio has always been more than a jukebox. It is a companion, a friend, a resource for information and a social network. It's the listener's local connection.

**4. Radio is a filter.** Listeners look to radio to sort out the hits, tell them what's important in their community and even their lives. Radio must not misjudge its relationship with its listeners.

**5. You are a content provider.** Use various methods of distribution, not to replace your main channel, but to supplement your coverage to match your listeners' lifestyle, location or choice of sound.

Where will we find new content for the future? HD channels give radio the chance to narrowcast. Go after people disenfranchised by our broad, mass-appeal-based formats. Become even more local, even focusing on neighborhoods, ethnic enclaves or lifestyles unique to, or underserved, in your area. HD channels can be a laboratory for programming ideas. We have a window of opportunity to re-energize our business. I hope we are bold enough to seize it. R&R

*Prior to joining Harpo Radio, GM John Gehron was senior VP of programming for all of CBS/Infinity and regional VP/market manager for Clear Channel/Chicago and the surrounding area.*

**'No distribution system offers the portability of radio. You can take radio anywhere without losing your Wi-Fi or WiMax signal.'**

—John Gehron

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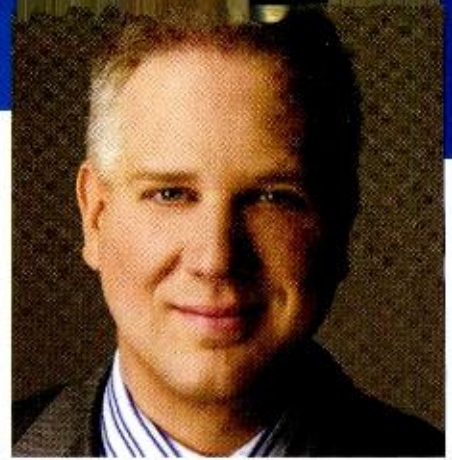
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# Fill In The Blanks



Glenn Beck

me@glennbeck.com

Radio can make listeners feel something

Growing up, I was a geeky, nonathletic kid who liked to do magic tricks and other activities that often inspired bullies to kick my butt. The only interest I had that didn't cause people to smack me around was radio. ■ I knew from the time I was 8 that's what I wanted to do, but unfortunately radio stations weren't in the business of hiring 8-year-olds. So I continued to do magic—and I continued to get my butt kicked. It wasn't until I won a DJ for a Day contest when I was 13 and turned that into a part-time gig that I finally got my chance. Even though I loved doing radio, I didn't fully understand the responsibility, power and magic that this amazing medium contained. I got my first major lesson in May 1979 at 15 years old, when I turned on my radio and heard Paul Harvey say these simple, powerful words: "Chicago O'Hare ... American Airlines Flight 191 ... 273 dead."

Harvey's use of strategic pauses and brilliant brevity had my mind racing to fill in the blanks. I could see the plane plunge back toward Earth after barely taking off, hear the screams of the frightened passengers as they faced an unimaginable end and smell the smoke as the deadly fire raged. I couldn't actually see what had happened—but I could feel it. All of that from a few carefully crafted words that came out of the little table-top radio in my father's bakery.

Ever since, each and every day I go on the air with one goal in mind: to make the listener feel something. Whether it's through describing news as it happens, sharing an opinion on a controversial issue, delivering a funny comedy monologue or telling a personal story, radio touches the listener on a deep and personal level.

Part of the reason for that is because

radio meets people where they are; it's with them throughout their day . . . from hearing a great story on the way to soccer practice to laughing at a hilarious bit during work to a gripping monologue that engrosses you so much that you can't bring yourself to get out of the car when you reach your destination.

When radio is done right, it can do much more than just make listeners tune in until the end of the story. It can educate, inform, entertain and even get them involved. It's the only medium where we can experience events together. In my career, as I am sure is the case with most hosts, I've seen that radio audiences are ready to act. Perhaps the

most amazing thing to witness is when the power of radio is harnessed to unleash the community for a good cause.

I remember one of the first talk shows I ever did in Tampa, where a family had just lost a young child in a tragic accident. The family did not have money for funeral expenses so I asked the audience to raise the funds for the funeral—but there was a problem. There wasn't enough time to send the money in and organize it. A listener called up and said he was going to drive in and just drop off some money. So other listeners followed suit and started driving to the station, one by one, literally leaving whatever they had in their pockets to give to this grieving family. In just under three hours, listeners donated \$16,800. Most of it came in \$5 bills or smaller. Thanks to the power of radio (along with the amazing audience), a family was able to give their child a proper burial, feel the outpouring of love from the community and be comforted by knowing they were not going through this alone.

Even when I was 13 and spinning records on the weekend, I knew radio was powerful. Today, after 30 years in the business, I'm still

awed by the magic radio creates and the amount of lives it can positively touch. However, what inspires me most is when I think of this amazing industry's future—that next great host teaching a captivated youngster in front of his radio how to fill in the blanks. **R&R**

Glenn Beck's radio show, "The Glenn Beck Program," is syndicated to more than 300 stations. He also hosts a national TV show on CNN *Headline News*.

**'Radio meets people where they are; it's with them throughout their day.'**

—Glenn Beck





# The LAURA INGRAHAM Show

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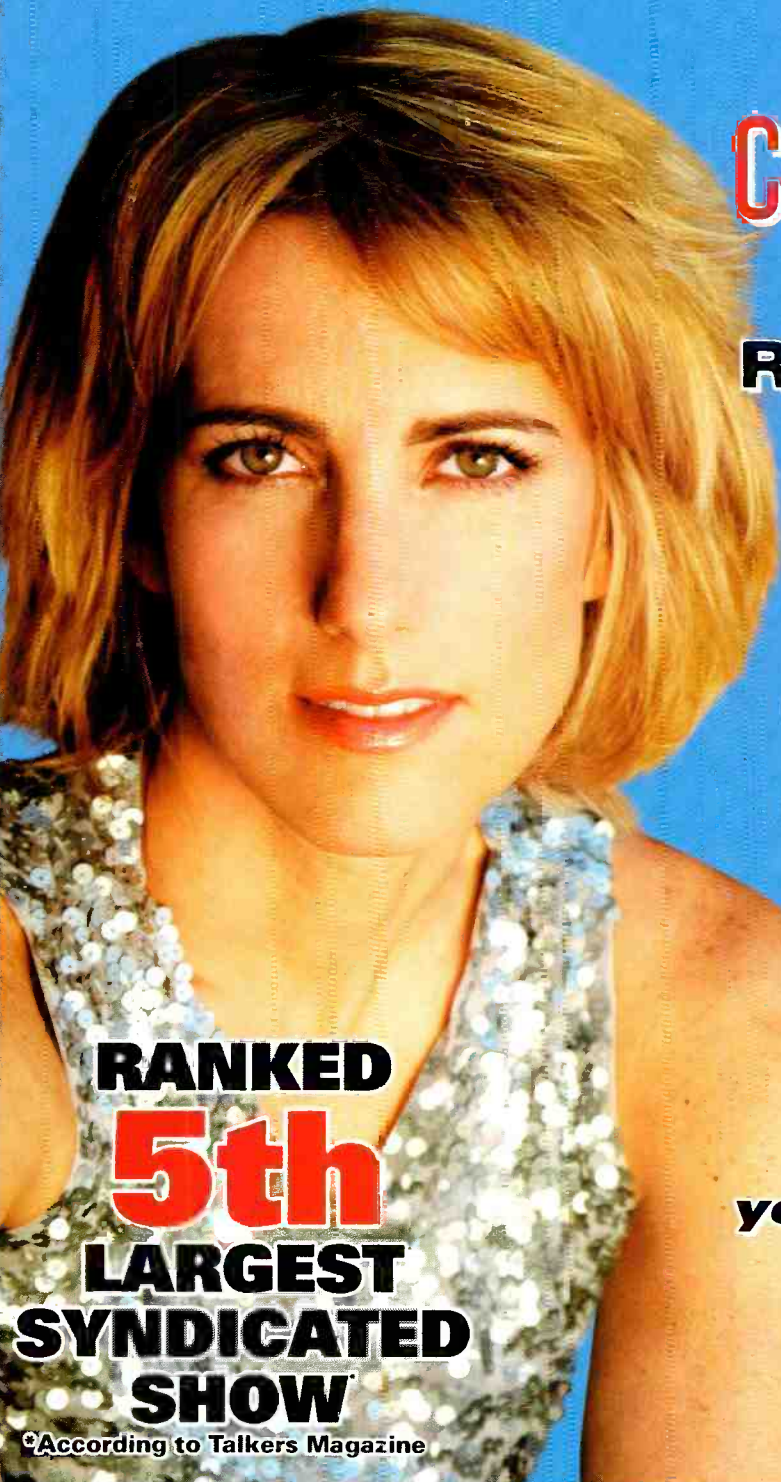
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Dr. Laura Schlessinger

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# Making Intimate Connections

Lack of scripts makes radio the most personal, intimate and powerful medium

I remember more than two decades ago sitting on a small stool in my kitchen waiting for a callback from the PD at KFI/Los Angeles in response to my campaign to get employed as an on-air talent.

The phone call was to come at 6 p.m., and after 7 p.m., I was still sitting on that very uncomfortable wooden stool, not moving, just staring at the phone. And then . . . it rang.

I could hardly breathe. We exchanged pleasantries, and then he got silent. I too remained silent. Then, in almost a whisper, he slowly articulated, "I'd . . . like . . . to know . . . how you do that . . . 'intimacy' thing."

That is the very best way to describe what radio is to its listeners: an intimate, seemingly personal connection to the hosts who share their thoughts, feelings, moods, ideas, perspectives, opinions, pain, joy, anger, passion and humor.

I have extensive TV experience and I'm here to tell you it just can't compete in my mind with the intimacy, spontaneity and sincerity of daily live radio. When I appear on TV to "talk ideas," I get e-mails about my new hairdo and wardrobe choices. When I "appear" on someone's radio program, however, I get e-mails about my opinions, courage of convictions, counterperspectives, etc.

Radio is reality; TV is a synthetic attempt at creating a reality for profit. When you hear folks on radio arguing opinions and positions, it is real people expressing their personal truths—brilliant or misguided, cogent or inarticulate, informed or naïve, whatever. Everyone listening learns something or becomes passionate in a way that improves their lives and society. Talk radio is the ultimate in free expression—not edited nor prescribed—and the level of dis-

course on radio is generally much higher than that of "orchestrated" TV or the Internet, where anonymity seems to bring out the worst in some people.

And it is because of this intense intimacy factor that advertisers can get tremendous response to a commercial read by a host they enjoy, admire and/or respect.

If there is any question about the power of radio to affect the listening audience, one only has to look at the activism and charitable projects many local and national hosts catapult into great success, helping thousands of people disadvantaged by neglect, terrorism or tragic illnesses, to name only a few. Stations that turn over their time and talent to such community efforts build even deeper relationships with their listeners. They develop a fondness and a respect, which leads to loyalty in listenership.

There are days I am not the happiest I can be . . . perhaps I'm even downright disappointed, frustrated or bummed out about something in my personal and professional life. What lifts me right up out of that is the time before airtime when I go through the listener e-mails. They're filled with humor, outraged reactions to situations they'd like me to comment on or do something about, and responses to having been on the air with me, identified with some caller or read one of my books. They tell me

how what I've done has affected their lives and what they've done to improve their own or someone else's life because of my words. They express the ripple effect of learning and growing because of our "relationship" and how they've tried to help others do the same. It is impossible to feel pouty when you realize that your words and passion about your ideas are changing lives.

The general talk folks do the same by dealing with local and national issues, getting people more informed and excited about making a difference in the world. Of course, there are always those who exploit the intimate power of radio with trash and/or horrendously biased, opinionated ravings; every barrel has those apples. But on the whole, the spirit of radio communication is about bringing people together, whether they agree or not.

I love the irreverent way Clear Channel talk KFI/Los Angeles morning host Bill Handel interviews folks, whether he agrees with them or not. I love the ferocious fount of facts Larry Elder, Citadel talk KABC/Los Angeles host, can bring to a debate, which pushes truth in front of emotion. I love the risks that so many talk show hosts take in protecting our rights to criticize our government.

I, and millions like me, love radio.

R&amp;R

**'I've had extensive TV experience and I'm here to tell you it just can't compete in my mind with the intimacy, spontaneity and sincerity of daily live radio.'**

—Dr. Laura Schlessinger

*In addition to 30 years hosting the nationally syndicated "Dr. Laura Program," Dr. Laura Schlessinger has authored 11 adult books and four children's books and writes a column for NewsMax. She is the first and only woman to win the Marconi Award for network/syndicated personality.*



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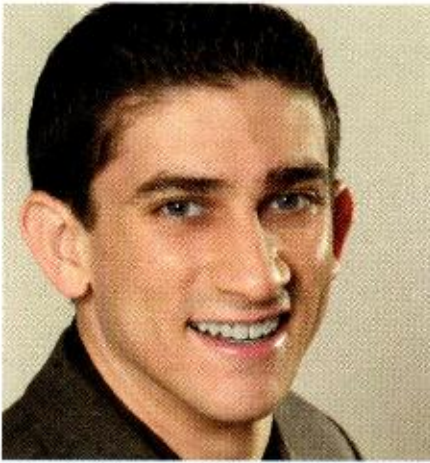
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Andrew Siciliano

andrews@fsr247.com

# Voices In The Static

Radio's power, both yesterday and today, comes from stories, characters and personalities

*Andrew Siciliano hosts "Fox GameTime Live," which airs on 170 Fox Sports Radio affiliates nightly 7 p.m.-10 p.m. ET. A graduate of Syracuse University, his career started at then-WMAQ/Chicago, where he hosted a post-game show for the Chicago Bears.*

I was the only one who could hear it. My father said it hurt his ears. My mother thought I was crazy. Even my closest friends, who would occasionally make out a word or two, told me I was wasting my time. But I could make sense of it all.

Static.

It was my second language. I couldn't speak it, but I could translate it. I could decipher a double down the left-field line. I knew the sound of a strikeout. The cacophonous roar of a booming Joe Carter home run at decrepit Municipal Stadium was music to my ears, but unintelligible garble to everyone else.

It wasn't easy being a 12-year-old Cleveland Indians fan in Reston, Va. There was no satellite TV. There were no real-time game updates on the Internet. A portable phone was something secret agents carried in briefcases.

So while most kids my age spent their nights in front of the TV, I spent mine attached to a radio. The only way to follow my heroes from 400 miles away was to sit in my bedroom and fight the AM dial. I did it every night. The Indians were on 1100. The New York Yankees 770. The New York Mets 660. You could catch the hated Boston Red Sox on 1080 out of Hartford. When I was lucky, Chicago's Cubs and White Sox floated in on 720 and 1000. Atlanta's WSB gave me the Braves. Somehow the Philadelphia Phillies came in on 1210. The local Baltimore Orioles were easy. Anyone could find them. Reeling in a game from afar, however, was a challenge. It was an exotic quest, a nightly scavenger hunt, a journey to faraway parts unknown.

Granted, everyone else thought I was teetering on the edge of an imaginary friend abyss. All they heard was static. Not me. I heard my friends.

Herb Score, Marty Brennaman, Ernie Harwell and Jon Miller were my friends. They helped me do my homework. They helped me sleep. When I woke up the next morning, they were gone, replaced by sunlight-covered static not even I could translate.

I knew all the tricks. Moving the antenna never did

a thing. You had to move the radio itself. Outside was always better than inside. Try writing a book report with one side of your head pressed against your bedroom window.

When summer turned to fall, baseball turned to talk. Tom Snyder. Larry King. Willie Mays telling stories of the Polo Grounds over the clamor of a Manhattan restaurant. Art Bell interviewing a man from Mars.

That was the power of radio.

Today, the power of radio lets my 91-year-old grandmother know her grandson is alive and well every night. Today, the power of radio allows my young niece to hear her uncle. She hears a friendly voice. Hopefully, one day, she'll convince her friends to listen to the radio, too.

Do today's kids have any clue? Do they know the power of the spoken word? Will they ever learn the art of storytelling? Or are we destined for a future full of BRBs, TTYLs and LMAOs?

The kids I know spend half their day loitering on social networking sites. The other half is spent pounding out text messages with their thumbs. This isn't a rant against technology. I'm writing this on a laptop computer at 34,000 feet. I checked in for my flight this morning on my cell phone. Instead, it's an open lament that the medium I so love is lost on a short-attention-span generation that may soon consider it obsolete.

The power of radio can change that. Radio is personal. An iPod is impersonal. Radio conveys emotion. A text message can only show emoticons. Radio can take us to lands far away. Radio can convince us to vote for a new president. Radio can move us to live a better life. Radio can enrich our lives.

I'm only 33. I know, my childhood memories could be mistaken for those of someone 30 years my senior. In 20 years, will our kids still listen to the radio or will content be projected on their dashboards as holograms?

Radio can rise above new technology through the power of personal connections. As a kid, I was drawn to the stories, the characters and the personalities. I still am.

That's the power of radio. **R&R**

**'Radio is personal. An iPod is impersonal. Radio conveys emotion. A text message can only show emoticons.'**

—Andrew Siciliano



# Radio Is Good, Damn Good

Simple mathematics illustrate the strength of radio's audience

"The sky is falling! The sky is falling!" As some Chicken Littles perceive the imminent demise of radio because of iPods, the satellite radio merger, Wi-Fi and WiMax, there is a message that needs to be heard: Radio is good, damn good.

Let's take a look at the "threats" posed by some of these technologies. On Sept. 7, 2007, Apple announced it had sold 110 million iPods to date worldwide. My son is on his fifth. If his experience is typical, then we can assume, perhaps too generously, that there are 40 million iPod users out there. If we assume that all iPod users are all 12+ (and they are not), then we can play a little game I call "How many iPod users are in my market?"

Let's look at a medium-size market like Tulsa (12+ population: 744,600). If iPod users were distributed evenly across the country (and they are not), then 0.47% of the iPods would be found in Tulsa, for a grand total of 186,400. Let's further assume that iPod users never listen to AM/FM radio (but they do). That leaves 558,200 12+ listeners (75% of Tulsa) who never even go near an iPod. But wait, 93% of the people in Tulsa listen to the radio. iPod users are cheating on their digital device with broadcast radio. Who would you rather be: the broadcast company or the iPod manufacturer?

First, consider that U.S. iPod sales were flat while broadcast radio has increased its listenership in real numbers. Then consider that Apple is in the most competitive, lowest-mar-

gin business there is. Now consider that radio has the natural barrier to entry of its FCC license, 93% penetration of the entire country and what some businesses would regard as obscenely high profit margins.

Radio is good, damn good.

But iPods are not the only bits of technology falling from the sky. What about the dreaded merger of the pay-to-subscribe radio companies? XM and Sirius have a combined subscribership of 18 million. Assuming that there isn't any overlap (but there is) and wishing them the very best in doubling their subscriber base in the next five years, let's once again play a little game I call "How many pay-to-listen-to-the-radio users are in my market?" Let's look at our friends in Tulsa. If XM and Sirius magically doubled their subscriber base to 36 million, then they would have even less penetration in Tulsa than iPods have (167,760). But wait, what's that phrase—"early adopter"? The pay-to-listen-to-the-radio users heavily overlap with the I-listen-to-figure-out-what-to-download-on-my-iPod users. Who would you rather be: the charge-people-to-listen-to-the-radio company or the broadcaster?

First consider that \$52 million in radio advertising sales

**'We are not competing with iPods, et al. They are devices. We are entertainers.'**

—Amy Bolton



Amy Bolton

[ABolton@dial-global.com](mailto:ABolton@dial-global.com)

in Tulsa dwarfs the revenue of the charge-people-to-listen-to-the-radio company in that same market. Then consider that the charge-people-to-listen-to-the-radio company hasn't figured out how to turn a profit (and probably won't).

Radio is good, damn good.

iPods, satellite radio, Wi-Fi and WiMax are all distractions from our core business—entertaining our listeners with great content and selling our advertisers' products. Dial Global Radio Network president David Landau says, "Radio is still the medium that people in their communities turn to. Look at the recent examples of the Iowa floods, the West Coast earthquake and the ongoing election campaigns. Radio is free, immediate and everywhere."

We are not competing with iPods, et al. They are devices. We are entertainers. We need to refocus our energies on building better content that will compel listeners, whether they get it for free from us, pay Apple \$2.95 or pay Mel Kamazin \$15 bucks per month to hear it.

Further, it's radio that will drive the success of these new technologies. A large media buyer, someone who spends billions of dollars on media each year, once said that the only way the buyer can drive people to new media is to invest heavily in traditional media, especially radio.

Our supposed competitors believe in us. We should too. Radio is good, damn good. **R&R**

*Dial Global VP/GM of news/talk Amy Bolton has worked for MediaAmerica, ABC Radio Networks and Westwood One. Named R&R's news/talk industry executive of the year in 2005 and 2006, she began her career at Bonneville news WTOP-AM/Washington.*



Dick Uliano, Lisa Desjardins  
and Bob Costantini

Christal.Jones@turner.com

# Radio Snap- shots

Radio's amazing ability  
to go places and build  
relationships that other  
media can't match

*Bob Costantini, Lisa Desjardins and Dick Uliano are CNN Radio's Washington correspondents. Costantini worked as a reporter for Fox News Channel and Tribune TV before joining CNN. Desjardins joined the network after working in the market for the Associated Press. Uliano also worked for 16 years with AP before coming to CNN.*

They say radio is a dusty invention. The world of audio content is shrinking faster than Olympic swimming records. The shine and sheen are gone. But we say something else.

The radio we know at CNN pivots in seconds from in-depth talk of the congressional housing debate to discussing whether either presidential candidate has gone to a Grateful Dead concert. It has an intimacy and dependence not possible elsewhere. It also has immediacy, as we often break news ourselves, not after our sister TV network, frequently winding up on-air relaying news the second it happens. Here are some snapshots of how we see radio today and how it outshines the competition.

## From Dick Uliano

Could radio express the sense of loss and quiet dignity of a soldier's final resting place? At Arlington National Cemetery's Section 60, a burial place for some 500 war dead from Iraq and Afghanistan, sound carried the story: the pride in a father's voice as he stood at his son's grave, the clipped cadence of an Army trooper talking of friends buried beneath his feet and the muffled drums of a nearby funeral procession.

Visiting Arlington reminded me not just of the terrible toll of war but also of the power of radio to deliver a story. I hope listeners shared the emotions I felt at that hallowed place through the sounds of anguished voices, the clop of horses' hooves and their jangling reins as they pulled caissons bearing caskets.

## From Lisa Desjardins

We are used to the strange: covering hurricanes, wars and roller-coaster stunts, but this was almost unimaginable. A crowd of a thousand people chanting my name—each one of them a radio fan who listens to CNN Radio on "The Rick Emerson Show" in Portland, Ore.

The show is full of sharp turns between news, pop culture and

Aaron Sorkin references. As the surprise guest at the annual listener party, I was stunned by the reception. Few things have meant more to me in my career than one listener after another telling me they depend on my banter with Rick and his producer, Sarah, for political news. One 20-something told me I was his single source for deciding how he'd cast his first vote in a presidential election.

It was something I do not think could be possible in other media. TV can turn out a crowd but this was more. The listeners and I had a relationship built through two years of daily 15-minute segments. That intimacy and the resulting trust is a trait of radio that network TV anchors can't match.

## From Bob Costantini

The venue was dark. No TV lights because no cameras are allowed in the Senate's Diplomatic Reception Room. On the other side of one door, Hillary Clinton had returned from vacation to a hero's welcome from her Senate colleagues, some of whom had tried for the White House but abandoned their bids quickly.

Three weeks after the last primary Clinton was ready to rejoin the Senate, and she was ready to talk. For some unknown reason, Clinton did not go to the normal post-

luncheon position with its TV cameras and podium. She chose instead the Diplomatic Room, forcing Lisa and I into action.

Radio's advantage in the Capitol complex is that we can go where cameras cannot. So to be sure all of CNN's platforms heard what Clinton said, we double-teamed her when she walked through that door, doubling our chances against the expected journalistic scrum. We both got questions answered and a great deal of satisfaction hearing our audio sent around the world.

We're not Pollyannas, but the current plot line about radio does not match the facts. Radio remains powerful and delivers what other mediums cannot: unmatched access, intimacy and relationships. And it does so with a pronounced punch. **R&R**

**'The listeners and I had a relationship built through two years of daily 15-minute segments. That intimacy and the resulting trust is a trait of radio that network TV anchors can't match.'**

—Lisa Desjardins



# Remembering The Co-Chairman

How an army of listeners is helping both needy people and the host who brought them together



Mike Gallagher

[www.mikeonline.com](http://www.mikeonline.com)

**Contrary** to the belief of talk radio's critics, there is a world of good being done by many of America's most popular shows. While some think we just complain about the liberal loonies day after day, using our shows to help people in need is something our industry has done for years.

While hosting mornings at WABC/New York, I was moved by Rush Limbaugh's annual leukemia telethon where he not only solicited funds from listeners but always personally donated a ton of money. Having lost my father to leukemia when I was 11 years old, Rush's efforts struck a chord with me. Then a few years later, I watched with pride as my pal Sean Hannity's Freedom Concerts raised millions for the families of slain soldiers.

These are just two examples of "compassionate conservatism" in talk radio, but countless other hosts also use their radio shows as vehicles to do good things.

Living in the New York area, the 9/11 terrorist attack hit my family hard. While I broadcast from my basement studio—I couldn't get to our Empire State Building studios—my wife and sons tried to comprehend the horror and sorrow. Their tears made me promise to try and make a difference in a positive way.

For several glorious months, we were united. Democrat or Republican, we all suffered together. But after the bombs dropped on Baghdad, disgruntled malcontents began to surface. I learned of a Colorado teacher who was allowed to wear an anti-Bush button during school-sponsored field trips. While my callers were enraged, I felt strangely calm. I called my

wife, Denise, and discussed forming a charitable foundation so my listeners could spring into action every time we learned about someone tearing down our country.

My longtime listeners know my wife and I aren't on the same page politically. Occasionally our disagreements spill into the show because when it comes to arguing with Denise, I ask the audience for all the help I can get. While Denise loves the idea, she saw Gallagher's Army: The Mike Gallagher Show Charitable Foundation, as something everybody could embrace. We formed a 501(c) 3, immediately raising money to ship thousands of care packages to our troops overseas, followed by several thousand boxes of personal care items for families waiting for their loved ones to come home safely. Finally, something my lovable but politically misguided wife and I agreed on when it came to my show.

Excited about Gallagher's Army, Denise wanted to co-chair it with me, something I happily agreed to. We raised money for a variety of causes: poverty-stricken people in Appalachia, needy families in Jamaica, even veterinary care for a puppy that was tortured by some evil people. We, too, formed a scholarship fund for children of slain soldiers. While certainly not at the level of Sean

Hannity's efforts, I take pride knowing that many children of our brave heroes will go to college as a result of my show.

I lost my beloved co-chair to cancer June 29. Knowing her prognosis was bleak, we spent our final year together living, loving and holding on tight, knowing every second together was precious. While my heart is broken, I take comfort from a conversation shortly before she died. Denise wanted to be sure I would renew our efforts to do good things using the show. She somehow knew that Gallagher's Army would remind me there's more to life than one's personal sorrow.

Recently, our listeners sponsored dozens of needy children around the world. Diving into fund-raising helped me remember Denise in a way that didn't hurt at all. Instead of feeling sorry for myself because I lost my soul mate, I felt gratified that I'd been given the privilege of having a radio show that can do terrific things for needy people. From now on, I'm dedicating all of our efforts to my Denise. I have a feeling that she's up there giving our projects an extra push.

Now don't think I'm going soft. I'm still feisty as ever, battling runaway liberalism. As I write this, I'm on a plane to Denver to broadcast from the Democratic National Convention, feeling like Van Helsing the vampire killer entering Castle Dracula. But it's nice to know that sometimes, people who turn on "The Mike Gallagher Show" can forget partisanship by opening their hearts and wallets to help people.

*"The Mike Gallagher Show" is syndicated nationally by the Salem Radio Network. In addition to his radio show, Gallagher is a Fox News Channel contributor and guest host and writes a weekly column at [townhall.com](http://townhall.com).*

**'I felt gratified that I've been given the privilege of having a radio show that can do terrific things for needy people.'**

—Mike Gallagher



Jorge Ramos

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# Our Pet, The Radio

Radio helps immigrants stay in touch with their old home and learn about their new one

*Jorge Ramos, the host of "Jorge Ramos y Su Banda" on ESPN Deportes Radio, has called the play-by-play action at 2,000 soccer matches, including 1,400 Mexican Soccer League matches and three FIFA World Cups. He also called the first World Cup carried on Spanish-language radio in the United States in 1986.*

As we grow up and start to become aware of the things around us, we Latin Americans discover that radio is the fastest, most accessible and most enthralling means of mass communication there is. It's a medium that allows us to travel anywhere by using our imagination, form an opinion about any subject and imagine places and situations. It's radio that sparks our heads and mentally puts us in places, giving them the shapes and colors that a sightless person adds to life at every moment. That is how we grow and learn, with the radio receiver being the instrument that transports us to an imaginary world.

And we arrive in this country wanting radio to be the medium that keeps us in contact with the universe we've left, while also familiarizing us with the new one around us. For Hispanics, radio is the real way of understanding our surroundings, at the same time teaching us how to move around in our new environment.

Years ago it was not easy to find opportunities for the communicators among us—but as we Hispanics started to find our space, media owners, sponsors and managers were also starting to learn about the budding development of a new market to be conquered. There, those of us who burned with the passion to tell our story found a way to stoke the fires within us and do the same for the potential listener, through a radio that was relevant to the life of the immigrant while entertaining at the same time. Thus, reality was made more bearable in the new world we were all striving to find.

Today there are myriad stations looking to attract the Hispanic listener. Among them is ESPN Deportes Radio, which exclusively targets the sporting soul of the audience with programming that keeps the dynamic of Latin-American sports radio, but with the addition of a com-

plete range of possibilities available in a country that is at the forefront of technology. ESPN Deportes Radio delivers 24/7 programming to grab fans that live and breathe the latest happenings in that world of the passion of the soul: sports. There is nothing that identifies us more to the rest of the world than our intense love of sports, which is the way we express our feelings and pride for the countries that we left.

The array of formats available to us expresses the variety of tastes that Hispanics have for the medium—diverse sounds for a diverse community.

Today, with the opportunities given to us by a country that is not ours, in the adaptation to a life that we chose, in the remembrance of what we left, in the hope that what we came to find, in the ways of learning to live together with others whom we had not known before . . . the radio that speaks our language becomes like a pet, our best friend and companion, helping us to grow in the habitat of a country that widely opened its arms to us.

The development of Spanish-language radio is the most eloquent proof of who we are, as a community in the United States.

**'We arrive in this country wanting radio to be the medium that keeps us in contact with the universe we've left, while also familiarizing us with the new one around us.'**

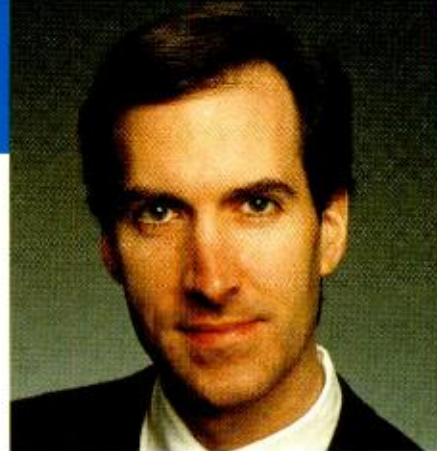
—Jorge Ramos

R&R



# Be A Convergent Thinker

Effective use of multiple media can solve radio's challenges



Steve Jones

Steve.Jones@abc.com

No doubt, there are plenty of reasons for radio news/talk managers to feel overwhelmed, under-resourced and in despair. Sales revenue is down, expenses are up, and corporate intolerance for failure is relentless. Every day there seems to appear a new threat on the media horizon, challenging our formerly strong hold on listeners and advertisers. But amid the chaos is opportunity for those managers who recalibrate their expectations and reinvent their thinking.

"Convergent thinking" occurs when we consider problems as having multiple solutions. But for our purposes, let's use the concept to emphasize the use of multiple media to solve a single medium's weakness. And while our single medium is radio, don't doubt that TV, newspaper and magazine managers aren't all facing the same challenges. We all have to think "convergently."

The key here is to minimize our resource allocation when creating convergence opportunities so that a return on our investment is achievable. In other words, we need to build it once and distribute it to multiple media—thereby incurring a single cost against many possible revenue returns.

An ideal example of this occurs when you excerpt part of your unique programming and make it available for consumption in other media: Internet, mobile, etc.

Ken Charles, PD of Clear Channel's news/talk/sports stations in Miami, makes podcasts available for his stars Foote and Todd Schmitt. As Charles puts it, you must emphasize your unique content. "Stations need to embrace their stars and generate amazing unduplicable content and find every delivery method possible and offer it."

**'We have a deeply personal connection with our audience that most other media and all advertisers envy.'** —Steve Jones

Yes! Content still is king. And for those of us in the news business, the content we are creating these days affects our listeners on multiple levels, providing us with opportunity amid the chaos. How? As researcher Richard Harker points out, after 9/11, all of us were emotionally affected by terror. But over time, that impact lessened for all but those of us making the greatest sacrifices—generally people in the military or those related to such personnel.

During 2004 and 2005 in particular, you'll recall the "war fatigue" that the Iraq conflict generated among listeners. Harker's recent radio audience research affirms what our news programming instincts have already told us: that job loss (or fear of it), home foreclosure (or fear of it) and rising energy costs (and anger at it) are all extremely personal. Each one of these points affects our audience.

As a result, we have a deeply personal connection with our audience that most other media and all advertisers envy. Yet our ability to continue providing this content depends on our economic health. If we are to improve our business, we need to sensibly identify economic opportunities in the

relationship with our audience that produces revenue without compromising our brand integrity and operating principles. We need to be convergent thinkers.

One convergent thinker is KTTB owner/morning personality Paul Gleiser. He is not only creating content but aggregating content complementary to his own unique content—at no acquisition cost.

Here's an example: "One recent morning, [ABC's] Doug Limerick had a story about [Barack] Obama's latest TV ad that accuses [John] McCain of being in the pockets of the oil companies. No one in Texas will ever see that ad on television. Texas is in the bag for McCain. So KTTB.com has an election blog called Decision '08 and one of the things we're doing is posting all of the campaign TV commercials that no one in this market will otherwise ever see.

"After the story ran on the radio network [in the] morning, we followed up in the local cast and directed people to the site to watch the commercial. KTTB [served] as editor and aggregator."

What Gleiser and other smart operators realize is that you can't cut your way to growth. Your content is among your most prized distinguishing features. Each time you reduce its quantity or quality, you risk irreversible damage to your brand.

So the next time you face a difficult decision driven by economic pressure, survey the broader media landscape for new distribution opportunities for your unique content. Challenge yourself to become a convergent thinker. **R&R**

*Steve Jones has been with ABC News Radio since 1986, serving as VP/GM since 2003. He was named R&R's news radio executive of the year in 2005.*



Kim Komando

www.komando.com

# No Surfing In The Shower

Maintaining the special relationship between a host and his or her audience

*Kim Komando hosts the daily "Digital Minutes" and three-hour weekend "The Kim Komando Show" about consumer electronics, heard on some 460 stations. She writes for USA Today and Gannett, is the author of nine books and is an answer to a question in the game Trivial Pursuit.*

You know it, but maybe you've forgotten. Even in this Internet revolution, radio is still everywhere. It's by your bed and in your shower. It rides with you. You carry it, and this near omnipresence makes radio the perfect medium. But unlike the others, radio connects people on a personal level. Just try that with a Web page alone.

Successful radio talk shows have a one-to-one connection with their audience. Fans feel they really know their favorite hosts. And they do. It's as though they're listening to a like-minded neighbor.

Creating that connection is by no means an easy task. At the heart of each successful talk show must be an engaging personality. Each listener must be touched on an emotional and personal level. A precious few hosts have the innate talent for reaching listeners.

Both my daily "Digital Minutes" and three-hour weekend show "The Kim Komando Show" have seen great success. Though few would say I fit any sort of "talk show mold," my show has more than 460 great affiliates. Listeners come for advice on consumer electronics, home theaters and the like.

Nobody asks for political advice. And I don't offer any. In fact, I discourage it. Not that polarizing topics are bad. Show hosts like Rush Limbaugh and Sean Hannity have a profound effect. But my success demonstrates that radio is not a one-trick pony.

Our shows have vastly different content. But the same thing draws people to both show styles. That's the personal relationship they have with the host.

I get thousands of e-mails every day. I read each one. Listeners send me Christmas, Valentine's Day and birthday presents. I send each one a handwritten thank-you note back. After all, that's what my mother taught me.

If someone wants news, they can get it anytime. They just flip on CNN. To hear me they must listen at the same time on the same station every day or week. When the audience feels close to the host,

they make time.

I share my life with my audience. Boy, listeners pick up everything. I recently mentioned in passing that my son really enjoys the videogame "Mario Kart." After that show, listeners sent me hundreds of messages.

Some wanted to know what kind of gadget I use to limit how much time he spends playing the game. The gadget is me. I tell him to turn off the game. He's learned that it's much better if he does it rather than me.

Besides connecting me with millions, radio gives me a chance to help. Weekly I do what I call "a random act of kindness." I help an individual. It's just a way for me to give back.

For example, I came in contact with a recent armed forces veteran. He had been injured by a roadside bomb in Iraq. He wasn't able to get around by himself anymore. I connected him with an organization that provided a specialized van to help him get around town.

I gave a laptop to a college student who was struggling after his father lost the family business. I routinely donate money to various listener organizations. And once a year on the show, I give away no less than \$80,000 in gadgets and gizmos to listeners.

In March 2007, I started Operation Komando. I had armed forces contacts in Iraq and Afghanistan. They were willing to accept and distribute care packages. Thousands of listeners responded. I stopped counting at more than 50,000 care packages.

Things like this help solidify a loyal community of listeners. That strong relationship is what makes a show a success. When they tune in, they feel like a part of something. This is what makes the medium vibrant and relevant. That kind of connection is only possible through radio.

So the next time someone starts talking about how the Internet is taking over, remind yourself that you can't surf the Web in your shower but you can get the news, traffic and weather.

**'Listeners send me Christmas, Valentine's Day and birthday presents. I send each one a handwritten thank-you note back. After all, that's what my mother taught me.'**

—Kim Komando

R&R



# Solid Foundation, Energy-Efficient

Building a strong station is like building a house—a solid foundation is important

It's hard to remember a time before fax machines or, now that I think about it, the last time I used one. ■ Think back a dozen years. Internet access was still dial-up. The console-mounted car phone was evolving into a cell phone that you could fit in your pocket. Small home satellite dishes began delivering better-than-cable quality and hundreds of channels. "Text" wasn't a verb yet, and Google and YouTube were still just young nerds' daydreams.

Fast forward to present day, and you can't turn on CNBC without hearing about "Jetsons"-sounding tech innovations. Can you imagine the fuss if radio was being introduced right now? Maria Bartiromo's breathless report would call radio a "mobile device." Unlike the iPod, there's no work to do. Programming is updated on an ongoing basis and the user doesn't have to pay for it, download it or synch it up. Unlike satellite radio, you can hear the local weather forecasts, local personalities and big national stars.

Although every other contraption competing for a place in your media consumption routine costs something, radio is free—unlimited minutes, no contract, no bill. Buy a receiver and get service for life. Radios are less expensive than any other gadget and available in all shapes and sizes. It's hard to imagine that this new gizmo wouldn't fly off the shelves.

It already has, for generations. Millions of AM/FM receivers are in use right now. You can't buy a car without one. Radio reaches 235 million 12+ consumers every week—93% of the U.S. popu-

lation. And radio's heaviest users are the people your local retail advertisers want to see turning into the parking lot: baby boomers who grew up with an AM/FM listening habit, spend lots of time in-car and control most of the wealth in the country.

In home improvement lingo, that's a solid foundation. But nobody lives on a concrete slab. The blueprint, materials and craftsmanship that go into the house you build atop that foundation has never been more critical, because radio is under assault from so many new-tech competitors and listeners' attention is so divided now. The more relevant and helpful we can be to our audience and the more unique we can be compared with what the new gadgets deliver, the better our chances of avoiding the fate of the fax machine.

The gadget we really should pay attention to is Arbitron's PPM. No names—I promised. But one PD who's now seeing PPM numbers tells us something we all already knew but got tired of telling deaf ears: If the programming sucks, nobody will listen. Meaning, what has passed for weekend programming in talk is like that

**'The more relevant and helpful we can be to our audience, the better our chances of avoiding the fate of the fax machine.'**

—Tom Kraeutler



Tom Kraeutler

Tom@moneypit.com

mold you worry about growing behind the walls in your house.

Talk radio has been shrugging off weekends, and the PPM is measuring the damage. Please don't dismiss this as a syndicated host bashing brokered programming. Listeners understand that radio programming is paid for, and they don't care if it's paid for by the minute or by the hour. To them, it's either interesting or not. Selling hours of time is fine if the person talking can talk and is talking about something other than his colon.

One final handyman analogy: Radio needs insulation. We need to be as energy-efficient as possible. Seasons are changing as media consumption migrates from broadcast to broadband. This can be good news for radio, if we're smart.

The housing slump has led to an unprecedented fix-up trend. Listeners who would be upwardly mobile in a boom market are recommitting to home sweet home, and our affiliate stations are writing business from kitchen and bathroom remodelers and other contractors who are disenchanted with Yellow Pages ads.

With Internet adoption snowballing, don't play defense—play offense. A pile of Arbitron/Edison Media Research data demonstrates that no medium drives traffic to the Internet better than radio. Have listeners bookmark your site by making it more than just a station brochure. Your Web site is "a station." All you need to do is program it like one.

R&R

*Tom Kraeutler is host of the nationally syndicated "Money Pit Home Improvement Radio Show" with Leslie Segrete. The two co-authored "My Home, My Money Pit: Your Guide to Every Home Improvement Adventure."*

# Talk Radio Is A Killer

Radio provides connection, entertainment, information and a chance to talk back



Greg Knapp

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Talk radio kills people. ■ Well, actually, conservative talk radio kills people. At least that's what you hear from the people who hate it. Conservative talk radio has been blamed for everything from the Oklahoma City bombing to the recent murders at the Tennessee Valley Unitarian Universalist Church in Knoxville. The theory is that because talk radio points out the problems in our world and highlights the heroes and villains, it is responsible for every crazy person with a gun.

Actually, talk radio is a positive influence on America. When Hurricane Katrina hit, tens of thousands of refugees ended up in Dallas. I did my show from Reunion Arena, where thousands of the refugees were finding temporary shelter. Many of these people had lost everything of material value in their lives. I was able to interview many of the survivors. As they told their stories of losing loved ones, of not knowing where their next meal was going to come from, of not knowing if they were ever going to be able to return to their home, their emotions came flowing through my listeners' radios. Hearing a mother cry while talking about being separated from her son is something that is difficult to ignore. The audience was compelled to positive action. People started calling in and adopting the families I was interviewing. My listeners wanted to help and together, we provided the refugees with clothing, food, shelter, medicine, school supplies and jobs.

My family adopted a family from the Ninth Ward of New Orleans that had lost their home and their jobs. They had little besides the shirts on their backs and each other. Helping them was a remarkable experience. My daughters learned what true need is and how great you can feel when you truly help

someone. We all learned how much our two families had in common and we proved how people helping each other can do so much more than any government program.

Talk radio has been doing an outstanding job supporting our troops. My radio show's listeners have sent more than 200,000 pounds of care packages to our soldiers in Iraq. They helped me start Operation Charity Begins at Home, which benefits military families in America. Many of those families were struggling to make ends meet because a key family member was deployed in the war on terror. We gave them help with everything from plumbing and car problems to major home repairs and replacement of broken appliances. My listeners and I spent time welcoming our troops home from Iraq and Afghanistan at the airport. It was an amazing experience to create a human tunnel to applaud and shake the hands of the men and women risking their lives to defend us. It's something I'll never forget.

Talk radio is a great place for the energetic exchange of

ideas. Being able to express yourself and have people hear you are extremely positive things. Hey, some people pay \$100 an hour just to have someone listen to them. I know—I used to be a mental health counselor. Talk radio lets you do this for free. Try talking back to the nightly news anchor or the President of the United States. That's not going to happen. But you can call up your favorite radio host and let the world hear what you think. That's empowering.

The first job of good talk radio is to entertain people. Nothing makes me happier than e-mail from listeners saying I made them laugh or brightened their day or kept them awake on a long drive.

The second job of good talk radio is to inform people. The last time Congress tried to pass a so-called "comprehensive immigration reform bill," most of America had no idea what was actually in the bill. Talk radio was able to explain to listeners exactly what the new law would do. So many people complained to their congressmen that the bill was stopped dead in its tracks.

Talk radio is a positive influence. Like no other medium, it allows the listener to connect to the people in the story. It entertains, educates, informs and involves listeners in what's going on around them. Talk radio doesn't kill people. It just kills bad ideas. R&R

**'Nothing makes me happier than e-mail from listeners saying I made them laugh or brightened their day or kept them awake on a long drive.'**

—Greg Knapp

Greg Knapp hosts "The Greg Knapp Experience," heard on 60 affiliates and streamed on [radioamerica.org](http://radioamerica.org) weekdays 3 p.m.-6 p.m. ET. He is a former mental health counselor and felony probation officer with a master's degree in counseling psychology.



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## TAKE ON THE DAY

THE DR. LAURA PROGRAM

Contact Jake Russell at 212.239.2988, ext. 310, or [jrussell@totdradio.com](mailto:jrussell@totdradio.com)

\*Source: Arbitron Spring 2007/Spring 2008, Adults 25-54 AQH, exact times.

[www.americanradiohistory.com](http://www.americanradiohistory.com)

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