

# R&R

**RADIO & RECORDS**

SEPTEMBER 28, 2007

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**SPECIAL SUPPLEMENT**

## NEWS/TALK/SPORTS



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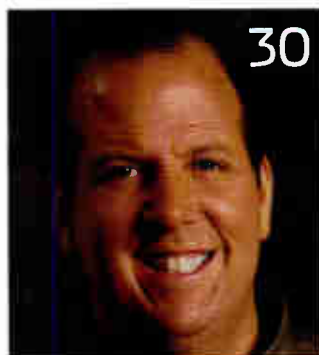
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## Let’s Keep On Talking

Radio & Records is pleased to publish our third annual News/Talk/Sports Special. This special supplement to R&R was prepared specifically for those working in news, talk or sports radio. Its contents provide an inside look into how many of the format’s national programming voices view the industry and its future.

In the following pages, you’ll find controversial opinions, passionate voices and strong personalities from contributors who have a professional interest in the continued growth and success of news/talk/sports radio.

As you read through their commentaries, you will find that everyone shares at least one thing in common: a zeal for the power and importance of the spoken word and its ability to change lives.

As much as talk hosts thrive on interaction with their audiences, we know our contributors would like to hear from you as well. Thus we have included e-mail information for each guest writer and encourage you to contact him or her directly with your thoughts about their essays.

We thank them for their dedication to making great radio, as well as for their support of R&R with their written contributions.

Additionally, this special issue provides individual snapshots of the AM talk, FM talk, all-news and sports formats. Based on analysis of Arbitron data by Katz Media Group, the snapshots include median age, TSL, share trends and other pertinent audience data for each of these four spoken-word formats.

Finally, if you have any questions or comments for us, please contact R&R editorial director/associate publisher Cyndee Maxwell at 323-954-3420 or [cmaxwell@radioandrecords.com](mailto:cmaxwell@radioandrecords.com).

Please note that all opinions expressed by the writers are solely their own and do not necessarily reflect the views of R&R.

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INFORMATION GROUP

# The Fulfillment Of Giving Back

Broadcasters have a responsibility to 'protect and serve' those less fortunate



Dr. Laura Schlessinger

[khardin@totdradio.com](mailto:khardin@totdradio.com)

Those of us who have been blessed in innumerable ways—from not being born in Darfur and other lands where genocide, tyranny and starvation are “givens,” to having good health, unbelievable opportunities, education and freedom of religion—have the spiritual and moral obligation to be of service to others.

We teach our children about compassion and unselfishness when, for example, we have them put together “goodie bags” for children who come to their birthday parties carrying gifts. Getting is fun; giving back is elating.

Many of us in broadcasting have been blessed with long, rewarding and remunerative careers. The power of the microphone gives us a special advantage in reaching others, not only with our point of view, but with our commitment to using that power to alleviate the suffering of others less fortunate.

For many years, I had a foundation that provided prestuffed duffel bags filled with toys, school supplies, toiletries and clothes for kids who were rescued from abusive and neglectful homes. They were usually taken from their parents and put in shelters or foster homes with no belongings. I tried to remedy that and offer a small oasis of stability in their chaotic lives.

As time went on, I continued to search for a charity that had limited or no overhead costs. I soon discovered Operation Family Fund, a 501(c)(3) corporation that devotes itself to financially assisting the families of military personnel who have been severely injured or killed in the war on terrorism. One hundred percent of the funds donated go directly to families.

I have a son currently deployed in the U.S. Army, so Operation Family Fund holds

a special place in this mother's heart. I've met and talked with many families who were helped when their loved one returned from battle without a limb—or didn't return at all.

The U.S. government does not cover all the costs in these circumstances, and families can find themselves without the ability to cover basic needs, like the electricity bill or the rent.

So far, Operation Family Fund has helped more than 140 families with donations of almost \$1 million. I'm proud to be associated with founder Mike Cash and his devoted group of volunteers. They unconditionally support the men and women who serve our country and in return, have earned the gratitude and friendship of these extraordinary human beings.

There are lots of ways on-air personalities can help:

- Show up (without pay) at a charity event, using your presence as a “draw.”

- Donate portions of public appearances (I have a touring one-woman show) to appropriate local or national charities.

- Raise funds by providing goods (I design and hand-craft jewelry) and/or services (fans visit my live radio program for lunch) or auction time with you (I've done catered dinners, sailing and

rigorous hikes in the mountains).

- Rally folks on the air to participate in some event or just donate money or needed objects (blankets, toys, school supplies).

It's often said that the real benefit in giving back is what you get in return—not in the sense of accolades or recognition, but in knowing that you've made a real difference in people's lives. While that is true—being needed by others makes your life more purposeful—it's also true that giving and doing for others might not always be comfortable, convenient or necessarily pleasant. But that's what makes it more meaningful.

There's an old Rabbinic story about a rich man who passed a pauper every day on his way to work. He handed the old man a few coins each day. After many years, the rich man's business started to suffer. One day on the way to work, he walked by the old poor man and didn't give him anything. The old man said, “What is this? Why are you not giving me something today?” The once rich man replied, “Sorry, things are going very badly for me at work.” The old man retorted, “So? What does that have to do with me?”

The moral of the story is not that the poor old man is a lazy, selfish bum (al-

though it is always my temptation to look at it that way). Instead, it is that no matter our circumstances, we are obligated to take care of others to retain our humanity. This is why I close my program each hour of every day with, “Now, go do the right thing.” **R&R**

“The Dr. Laura Schlessinger Program,” syndicated by Premiere Radio Networks, airs noon-3 p.m. PT Monday-Friday.

**‘Giving and doing for others might not always be comfortable, convenient or necessarily pleasant. But that’s what makes it more meaningful.’**

—Dr. Laura Schlessinger

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# Radio: Glorious Past, Rich Future

Great talent and robust content are the best ways to protect the medium's future

Let's gather around the old Philco for a moment and enjoy some great entertainment. I know you are probably thinking that this is a call to arms for older demographics to reminisce about radio's good ol' days: the games that captured our towns, the concerts that moved us, the laughter, tears and smiles. Radio gave us a chance to escape the daily grind. Those great moments were brought to you by sponsors that became as much a part of the fabric of our society as the shows themselves: "The Texaco Star Theatre," "King Biscuit Flour Hour" and "NBC's Mystery in the Air." The content and the message were forever linked.

Where is today's magic that will set radio on the course for future success? We as programmers, sales execs, talent, syndicators, image directors, traffic managers—everyone with a role in keeping our medium strong and vibrant—can take a lesson from its glorious past.

While new technology is sexy and has captured the imagination of many core listeners, we should not begrudge our friendly competitors. All that technology means nothing without compelling talent to attract an audience. What is more, we have to remind radio advertisers that, while it may not be sexy, radio has always delivered the audience, demographics and results that don't lie.

As a syndicator of radio programming, I am amazed that very few of the programs that fill the airwaves today have that creative association that was such an important part of our medium. Has advertising changed that much? Or have we failed at bringing enough talent to the radio?

Meanwhile, airlines and cell phone com-

panies spend ridiculous amounts of money to be associated with arenas and stadiums from coast to coast.

## Industry Icons

Industry icons like Paul Harvey and Charles Osgood have upheld the notion that radio entertains, informs and sells. The technology that we have taken strides to embrace is important, but, without that old adage that content is king, we might as well pull out the old RCA and gather around the couch for some old-time radio. In the face of challenges to our audience and advertisers, we should be rolling up our sleeves and creating the content you can't get anywhere else.

Let's play with the formats and the clocks. Let's try different music. Let's ask the focus groups what they want, and let's make sure these groups include the youth of



Dennis Green

dgreen@westwoodone.com

today who hold tomorrow's future in their hands.

## Follow TV's Model

On some level, TV figured it out. I'm not suggesting the reality and dancing shows and matchmaker programs will be radio's future. But like it or not, these are the shows that have captured the country and are bringing in audiences in large numbers—especially youth.

This type of programming is making a fortune for TV networks. But radio can do it better. We have history on our side, and we can recapture our history. We all need to work together to create great products and get the advertisers to believe in them, and try some different sales approaches through new and unique concepts.

James Earl Jones said it so well in "Field of Dreams": "If you build it, they will come." Radio is a resilient industry. It has survived assaults from other media and technological advances that many thought would spell its doom.

Radio will embrace new technologies and has already started to lay the groundwork for new ideas and revenue streams. If we close our eyes and listen to the voices of our past, it portends a great deal about our future.

Let's not forget that it was called the "Golden Age of Radio." We need to mine the highways and byways of America to find the talent that will help us discover the riches of the past and generate the revenue that will provide a bright future for everyone up and down the dial. **R&R**

*Dennis Green is senior VP of affiliate sales for Westwood One.*

**'Where is today's magic that will set radio on the course for future success?'**

—Dennis Green



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**Kim Komando**  
— Show —

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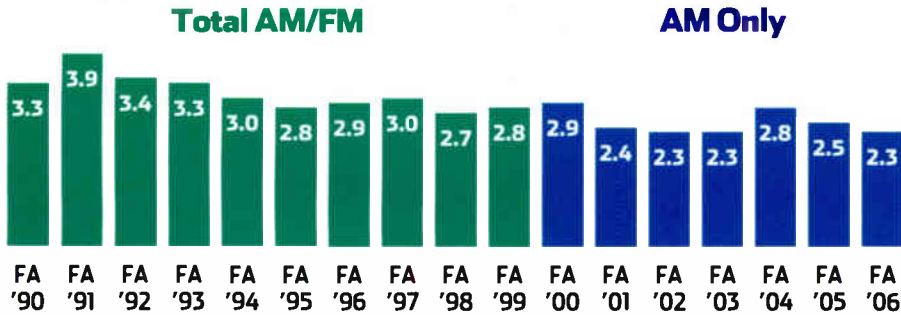
IPOD, IPHONE, YOUTUBE, MYSPACE & BLU-RAY ARE TRADEMARKS OF THEIR RESPECTIVE OWNERS

World Radio History

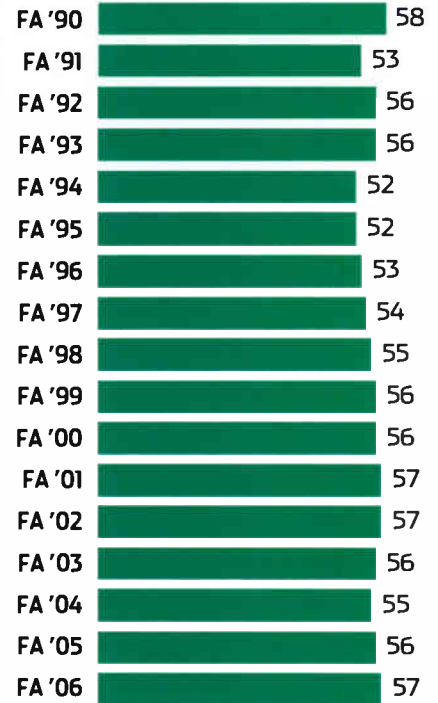
# SNAPSHOT: All Talk (AM)

AM talk declines for the second consecutive survey. However, current shares are not any lower than they have been in the past.

## Average Market Format Shares

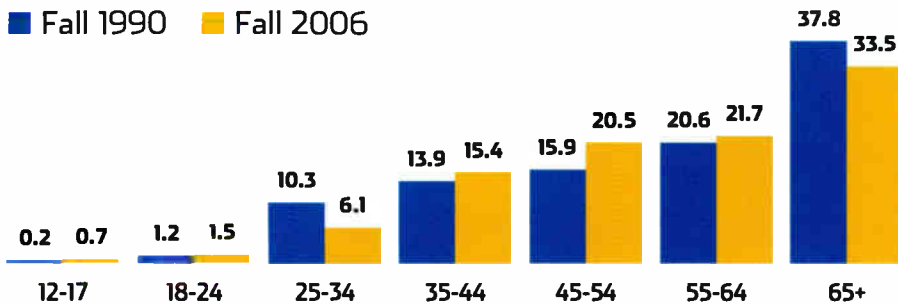


## Median Age



8

## Audience Composition



## Weekly Time Spent Listening (Hrs:Min)

	35-64		35-44		45-54		55-64		65+	
	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women
Fall 1990	7:32	8:08	7:34	5:02	6:52	7:07	7:28	10:01	8:32	10:26
Fall 1991	7:14	6:00	6:42	4:45	7:21	6:38	7:41	5:23	8:59	9:15
Fall 1992	8:08	7:51	9:14	7:34	7:33	9:47	7:15	8:18	8:29	9:30
Fall 1993	8:18	5:38	9:06	4:27	6:46	3:38	8:33	7:56	9:13	9:32
Fall 1994	8:15	6:37	7:57	4:56	8:00	5:29	7:58	6:29	6:47	8:04
Fall 1995	8:28	8:42	7:58	4:38	8:09	7:29	8:20	8:30	8:31	9:11
Fall 1996	8:51	7:36	7:30	6:29	9:21	6:58	7:30	7:23	8:21	8:12
Fall 1997	8:38	7:24	7:59	6:14	7:49	7:26	9:36	7:19	8:11	9:25
Fall 1998	7:46	6:29	6:42	4:06	7:47	5:52	8:00	6:40	7:19	8:52
Fall 1999	7:47	5:40	6:48	3:57	6:45	4:30	8:23	6:18	7:01	7:51
Fall 2000	8:2	7:4	8:31	3:1	7:2	5:5	7:14	8:28	8:16	1:09
Fall 2001	7:39	6:43	6:41	5:19	7:52	6:31	8:29	7:29	7:46	9:32
Fall 2002	8:08	6:53	8:30	6:28	7:59	6:46	8:19	8:15	9:06	9:39
Fall 2003	7:52	7:06	7:12	6:26	8:08	6:31	8:10	7:48	8:55	9:48
Fall 2004	8:06	7:34	7:38	6:33	8:12	7:44	8:35	7:59	9:14	8:59
Fall 2005	8:32	7:18	8:15	6:16	8:16	7:00	8:53	8:00	8:53	9:47
Fall 2006	8:24	7:50	7:40	6:21	8:37	6:38	8:41	7:52	8:11	9:37

SOURCE: Katz Media Group National Format Averages Fall 2006 Arbitron Mon-Sun 6am-mid/Persons 12+ Shares based on average market where format exists





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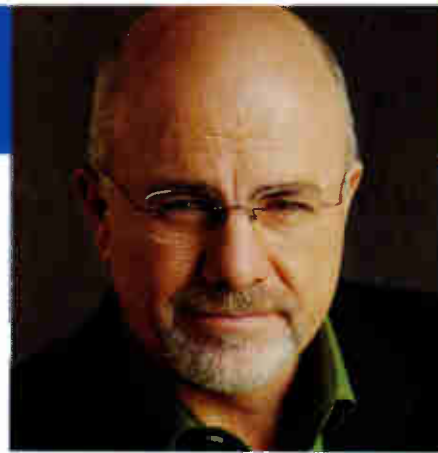
**The Weather Channel® Radio Network** en español también le ofrece a usted durante las 24 horas los 7 días de la semana el reporte del tiempo, noticias, e información que pueden ser escuchadas en: KGDD-AM, WRUM-FM, WCVG-AM, y WETC-AM.

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**Radio Network**



Dave Ramsey

billh@daveramsey.com

# High-Performance Achievement

Words are powerful—use them to help achieve goals and to empower those around you

**T**his year I ran my first marathon. After finishing the race, I realized that I had subconsciously executed the same formula for successful living that many of us have applied to our businesses, marriages, children, spiritual walk and yes, even our physical condition. There are some things that winners just do. We do these things over and over again to the point that sometimes the processes become a natural outreach of who we are. ■ I am not sure I understand all the things we do when we win, but I will tell you what I shared with my 200 team members after the race.

1) Set huge goals. Goals that are just out of reach if you stand on your tip toes.

2) Break these goals down into bite-size, eatable pieces. A marathon is made up of 26 different miles. I ran two half marathons in training for the full race; 325 radio stations are cleared one at a time.

3) Find someone who has done what you want to do and learn from that person. It would be great to take a 75-year-old guy to lunch who has been married 50 years before you get married and take notes.

4) If the “experts” are negative, heed the warnings but don’t stop. I can’t tell you how many well-meaning radio experts have told me that we can’t possibly do what we have already done with “The Dave Ramsey Show.”

5) To have high-performance achievement, deep sacrifice is required and you should carefully assess the costs first. Most important is not what you are willing to do to win but what you are willing to give up to win. What are you willing to surrender to have great children and be a high-performance achieving parent? What

are you willing to give up to have a career on a national stage? The work involved in winning at a high level does not allow the faint of heart to enter.

6) Surround yourself with people who believe the task can be done, who think and, most importantly, speak positively and expectantly. These are not butt-kissers, nor people who follow blindly, but people of quality who, when they speak, you feel their words enter your world with integrity. When I first began training for this race, I told my team members that I might start out with a half-marathon first. One of the young guys who runs a lot said, “I’ve never known Dave Ramsey to do half of anything.” Well, that did it, I was called out, and I took that encouragement and used it to finish the race long after I was mentally and physically exhausted. Who knows, something you say today could drive one of your team or family members

all the way to high-performance achievement. Words are powerful. That is why talk radio is so important.

7) Lay your plan out and visualize it in detail repeatedly. We work with pro athletes on managing their money and I have watched the intensity with which an all-pro NFL receiver visualizes the catch. If I do my job, he can also visualize leaving the NFL wealthy instead of another one of the broke and broken stories, because NFL stands for Not For Long.

8) Lastly, celebrate the wins. When we break a sales goal, we bring in the ice cream. When we clear a big radio station, we yell, celebrate, jump, tell everyone how great we are and savor the sweet taste of the win. I will not allow my children, my team nor myself to “play it cool” when we win. Celebrate it.

Maybe I’ve worn out this marathon metaphor. But I am sure there are some common threads among those people who have high-performance achievement. These themes are observable and applicable to every area of life that matters. When it comes to speaking, writing, doing TV or doing “The Dave Ramsey Show,” every day I never simply want to achieve. I demand high-performance achievement. The great news is that you can demand that of yourself in any or every area of your life, starting today. And to quote my friend Zig Ziglar, “We will see you at the top.” **R&R**

**‘Most important is not what you are willing to do to win but what you are willing to give up to win.’**

—Dave Ramsey

“The Dave Ramsey Show” is syndicated to more than 300 stations, as well as satcasters XM and Sirius.



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Andrew P. Napolitano

brianandthejudge@foxnews.com

# Free Speech On Trial

Shouldn't we be allowed to make up our own minds about what is indecent, offensive and threatening language?

“The president secretly wants the terrorists to win in Iraq.” ■ Now, do I really believe what I just said? Of course not. But I said it. And the fact that I can legally say it, whether I believe it or not, is a beautiful thing. That's my right as an American. It's a little thing called freedom of speech; a freedom that is our birthright, a freedom that the very first amendment to the Constitution guarantees that the government can't abridge. It has top billing in the Bill of Rights because it was our founding fathers' top priority.

The purpose of the First Amendment is to allow individuals to decide what to read, watch and hear for themselves, and to keep the government completely out of this decision-making process.

They don't call it the Great Amendment for nothing.

With the advent of radio in the late 1800s, there came a need for the government to regulate at least one aspect of speech: Someone had to disseminate the specific frequencies and grant the licenses to those who wanted a piece of the booming technological action. And so, the Federal Radio Commission was born. In 1934, it became the Federal Communications Commission. That's when the government decided it could not only tell broadcasters where to broadcast, but also what they could or couldn't say.

## Regulated Speech, After All

Here's how this came about. For years, when Congress gave money to states or entities for a specific purpose, such as to build a new highway, it put conditions on that money, such as regulating the speed of traffic on the highway. You want our

money, you travel at our speed.

This attitude was eventually extended to the FCC. Thus, the government established similar conditions for those requesting space on the airwaves: If we grant you this frequency, then you are not allowed to say what we think is offensive or indecent, and the stations were held to those standards. The right to exact these conditions was further solidified by the Communications Act of 1934, which basically stated that the government intended to treat the airwaves as a natural resource for public use and that it would apply the public trust doctrine for maintenance purposes, thereby regulating not just radio frequencies, but also what was said on them.

This power wasn't put to the judicial test until 1978 in the Supreme Court case *FCC v. Pacifica Foundation*. The FCC had sanctioned Pacifica for allowing one of its radio stations to broadcast indecent material. In the landmark decision, the court upheld the FCC's ruling. The high court's opinion stated that when you

are given the right to broadcast, you are holding the trust of the public and therefore, the public is trusting you to utter only what the government wants you to say.

Unfortunately, there was no constitutional basis for this ruling. The opinion was written by activist federal judges who wanted the government to have the authority to suppress hated and feared speech. The result: All foul, threatening, indecent, offensive and dangerous language was banned from broadcasting. Foul to whom? Indecent to whom? Offensive to whom? Bureaucrats, do-gooders and busybodies in the government.

But just because Americans had now been censored on the airwaves didn't mean they had lost the desire to openly express their ideas in the public arena. So they sought out new media, in which their speech would not and could not be regulated. This would be a forum where they would be free to say whatever was on their minds.

## Can't Touch This

Enter satellite radio and cable TV. Two places where you can still find true freedom of speech being exercised in U.S. media today.

In the meantime, the FCC continues to violate the First Amendment rights of all Americans on a daily basis by deciding what we should be able to watch and listen to.

Shouldn't we be allowed to make up our own minds? *R&R*

*Andrew P. Napolitano is a former judge and now senior judicial analyst for the Fox News Channel.*

**'Just because Americans had been censored on the airwaves didn't mean they had lost the desire to openly express their ideas in the public arena.'**

—Andrew P. Napolitano



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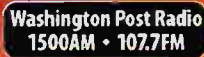
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Patrice Sikora

patrice.sikora@wsj.com

The American consumer is not stupid and does not like being talked down to. But even the savviest would-be investor needs help making sense of the intricacies of business information: what a federal cut in the discount rate means versus a cut in the fed funds rate; why “quadruple witching” means volatility; the link between the yield on the 10-year treasury and the interest rates we pay on mortgages; and most of all, why they should care. ■ The information most in-demand in radio business reporting is what our listeners can understand and take away to utilize in their daily lives.

Thousands of people holding on to the American dream of homeownership had a rude awakening this summer. Mortgage loans were pulled off the table just before closings. And foreclosure rates surged as homeowners defaulted because they couldn't meet mortgage payments that suddenly skyrocketed when their adjustable-rate loans reset. It happened across the country, and the ripples turned into a worldwide tsunami that rocked markets here and overseas, proving just how much we now live in a global economy.

## Substantial Holdings

Gone are the days of simple savings or checking accounts. Today most of your listeners' money may be tied up in big investments such as a home or in mutual funds that have substantial holdings in companies and industries outside the United States.

Those listeners have the ability to actively manage their investments using tools like the Internet that they never had before—tools that offer access to world markets 24

hours a day. This has created a new and growing appetite for business information among people of all ages.

Business information demanded by consumers is not limited to stock market numbers or company earnings. The entire concept of relevant business reporting today has grown to include stories on ways to improve our quality of life. Listeners want information that will help plan for a comfortable retirement. Parents want to know how to pay for college without going broke. Young workers want to know how to stretch their paychecks so they don't have to live with Mom and Dad. Even kids want to know if they should be getting a bigger allowance.

If all goes as planned in life and our income begins to grow, we should find we have dollars left over after the bills are paid that we can spend on the “extras.” And here too, business information plays an important role. This time it helps us decide if

those concert tickets we want are overpriced, whether the latest digital gadget is something we really need (note I said “need,” not “want”), if a PC is still the best way to go and if we should throw out those dog treats that were made in China.

The demand for business information is not going to go away, and we believe it will only grow as listeners find themselves more responsible for making their own money decisions. Depending on where you are in life, those decisions may be as weighty as how much to put in your 401k and which investments to choose. Or you may face the relatively simple decision of whether to sign up at work for a pretax dependent care account.

## Needs, Goals And Assets

As baby boomers close in on and then begin to take retirement, they will be paying more attention to their hard-earned assets. They'll want information about ways to grow what they have and stretch it as long as needed.

Everyone's needs, goals and assets are different, and that is why I've included a litany of different life situations in this article. But wherever our listeners are along their financial road, they all value business information that can help them make smart decisions.

When we offer that information in an understandable, down-to-earth, practical form, listeners appreciate it and come back again and again as a loyal audience. **R&R**

*Patrice Sikora is managing editor for the Wall Street Journal Radio Network.*

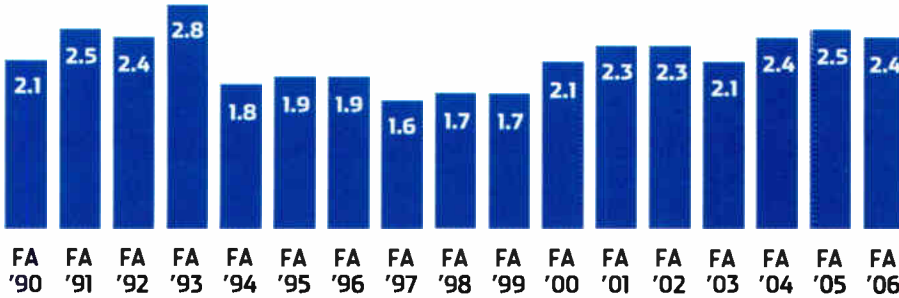
**'Business information demanded by consumers is not limited to stock market numbers or company earnings.'**

—Patrice Sikora

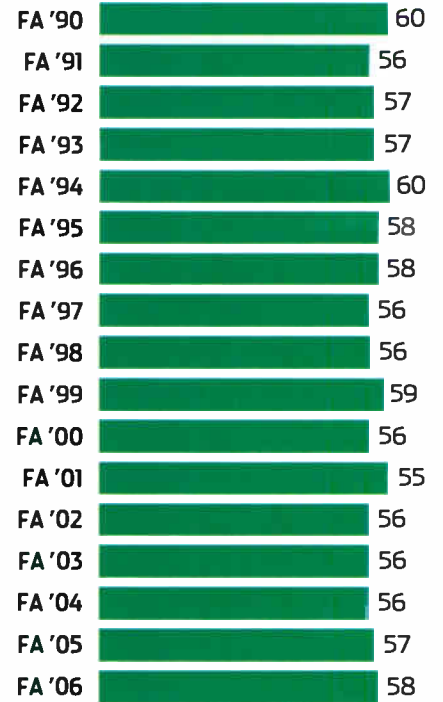
# SNAPSHOT: All News

The all-news format remains consistent with the past couple of years. As we move toward the 2008 presidential election season, we may see increases in the format next year.

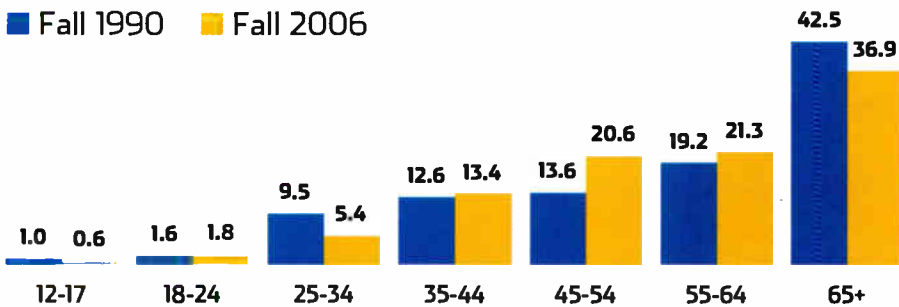
## Average Market Format Shares



## Median Age



## Audience Composition



## Weekly Time Spent Listening (Hrs:Min)

	35-64		35-44		45-54		55-64		65+	
	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women
Fall 1990	5:00	5:47	4:10	4:05	5:19	4:12	5:35	7:17	7:07	9:25
Fall 1991	5:17	5:31	5:08	4:02	4:34	5:09	6:03	6:22	6:37	6:50
Fall 1992	5:43	4:17	5:14	2:59	4:38	3:51	5:53	5:26	6:51	7:22
Fall 1993	5:37	5:57	4:59	7:01	4:05	4:32	7:34	6:31	7:22	6:48
Fall 1994	5:33	4:32	5:34	2:49	5:09	3:10	4:35	6:09	6:04	7:33
Fall 1995	5:52	5:29	4:41	4:01	4:55	5:37	7:41	6:25	7:27	8:45
Fall 1996	5:39	5:07	4:25	3:41	5:07	5:05	5:47	6:08	5:53	7:49
Fall 1997	6:41	5:55	5:56	4:22	6:29	5:54	7:29	6:54	7:18	7:44
Fall 1998	5:49	5:28	5:02	4:15	5:45	5:21	7:04	6:26	7:57	6:56
Fall 1999	5:03	4:13	3:53	3:33	4:46	3:53	6:17	4:44	6:12	9:11
Fall 2000	5:12	5:12	4:29	4:17	6:11	4:11	5:32	5:15	6:52	7:17
Fall 2001	5:33	4:50	4:52	4:06	5:28	4:54	6:30	5:29	7:50	8:23
Fall 2002	5:12	4:43	4:59	4:15	5:43	4:38	5:44	5:47	7:18	8:11
Fall 2003	5:10	4:38	4:16	3:45	5:17	4:22	5:27	5:42	6:45	7:47
Fall 2004	5:20	4:27	4:18	3:35	5:12	4:16	5:38	5:27	6:27	6:56
Fall 2005	4:55	4:34	4:15	3:33	4:55	4:38	5:30	5:21	6:50	7:49
Fall 2006	4:35	4:24	4:10	3:42	4:25	4:28	5:16	4:52	6:24	7:36

SOURCE: Katz Media Group National Format Averages Fall 2006 Arbitron Mon-Sun 6am-mid/Persons 12+ Shares based on average market where format exists

# Liberal Talk Will Work—Anywhere

It takes talent, first and foremost, to get the message across



Lionel

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Of the oft-repeated axioms that have no basis in science, among my favorites are that more crimes are committed during a full moon, and don't swim within an hour of eating or you'll get mysterious cramps and sink like a rock. But my all-time favorite would have to be: Liberal talk radio will never work.

In other words, this subject matter, i.e., the message, will be universally and resoundingly rejected by talk radio listeners because the "liberal message" is anathema and antithetical to what Americans believe and what they'll listen to.

There's a word for this theory, but it would be rude of me to reference it herein.

I don't necessarily mind hearing it from the nonradio crowd or the conservative talk fan. But when those in the industry make such statements, I want to scream. It is perhaps the most specious idea uttered since, well, come to think of it, I can't think of a more specious idea.

Here's how the argument usually goes: 1) Talk radio today is almost exclusively conservative, therefore talk radio audiences prefer conservative talk exclusively; 2) Liberal talk radio has been a disaster historically; and 3) Americans are by far conservative and therefore eschew liberal ideology.

## The Indisputable Facts

The primary thesis advanced is that it's the message that determines radio success, not the messenger. Wrong. It's the exact opposite.

Here are the indisputable facts. Anyone successful must first be a competent and talented broadcaster. Makes no difference if you're a senator, doctor or numismatist, you'd better be good. Name anyone who's of note on the radio and he or she is first

and foremost a good broadcaster.

Let me go a step further: They're funny, smart, talented, bombastic, opinionated, crass, loud, whatever. They, these broadcast talents, are what is listened to and not their message. Stated differently, take Rush Limbaugh, undoubtedly the talk radio colossus. Transcribe a series of his shows and have a talk host recite them verbatim on his own show. If the message theory works, it would necessarily mean that they would enjoy the same ratings success of Limbaugh. You know that won't happen. He is extremely talented and a first-class broadcaster who happens to be conservative.

## Not Mentioning Names

Liberal talk shows have been less than successful heretofore because so many of the hosts, frankly, sucked. Sorry, but it's true. I won't mention names, but I can think of two who were abysmal. I'd rather drink bleach than listen to a minute of their shows. They were so bad that should we ever find Osama bin Laden, rather than waterboarding him, I'd play a continuous loop of these fellas' shows. He'd slit his wrists in minutes. These two weren't broadcasters. Someone thought that their message or name alone would sell. Wrong, wrong, wrong.

To suggest that America is conservative implies that anyone has a clue as to what "conservative" denotes. This label has been co-opted by the post-Limbaugh wannabes and means anything from the strident, ham-fisted, Manichean moral zealot to the hard-core Republican to an all-of-the-above, one-size-fits-all counterfeit conservative: the bumper sticker, sound bite, echo chamber, stenographic, cookie-cutter RNC zombie, the Bush acolyte. The Republican bootlicker.

If you believe that a sizable proportion of any faction of this great country follows Republican precepts with a Pavlovian obeisance (as Carl Bernstein noted), you're nuts. I'm not going to discuss politics, here but I've got two words for you: midterm elections.

Let's face it, most Americans are, well, Americans. To be more precise, this so-called "liberal" programming, which some radio Cassandras swear is a doomed proposition, is better-labeled "nonconservative." Look at the Brobdingnagian success of "The Daily Show With Jon Stewart" and "Real Time With Bill Maher." What about NPR's "Morning Edition"? Do you think these shows are liberal or cater to an exclusively liberal audience? Or do they cater to a large audience that appreciates talent and not necessarily the message?

Think of it this way: Imagine someone saying everything you believe in in a deadpan, soporific boring delivery. You'd tune out in a nanosecond. Because it's the messenger, not the message. *R&R*

"The Lionel Show" is heard 9 a.m.-noon Monday-Friday on Air America Radio.

**'Liberal talk shows have been less than successful heretofore because so many of the hosts, frankly, sucked.'**—Lionel



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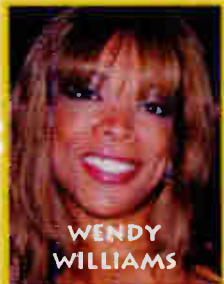
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# The Conversation Continues Online

News/talk through digital media



Robert D. Mathers  
and Eric Stanger

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**B**ack in the Stone Age of the Internet's infancy, radio stations stumbled one by one onto the Web. Designed to simply convey information, the first generation of Web sites were static and little more than online brochures. At the time, the most innovative technology was the ability to enable listeners to hear selected stations via the computer. No one was dedicated to managing the Web site on an ongoing basis and persistent updates were almost nonexistent.

Today, many stations' Web sites have evolved into mini-broadcast news centers. Listeners can view streaming video of the latest events, listen to podcasts of their favorite radio shows at any time, read what's on the minds of radio hosts through blogs and express themselves in online discussions.

## The Revolution Starts Here

What changed? How did these Web sites make the transition from online brochures to the interactive, up-to-the-minute forum the Internet provides today? The idea of using Web sites as an extension of radio programming began to take root when news/talk stations examined their content and discovered that Web sites provided another avenue to report and expand upon news stories. Stations started the trend of placing their hosts on a webcam and delivering breaking news via streaming images and video on their sites.

As technology improved and social networking sites gained popularity, the bar has been set higher for news/talk stations to continue to be relevant to listeners and stay on top of every story. Among the successful outcomes of this directive is news/talk's role in helping to shape political discussion through

blogs, political analysts' briefings and the candidates themselves. Candidates from both parties have come to embrace digital media as a way to reach voters and raise funds.

Understanding that people cannot always listen to the show in real time, ABC Radio Networks delivers elements from "The Sean Hannity Show," "The Mark Levin Show" and "MoneyTalk With Bob Brinker" as on-demand streams, downloads and podcasts.

Hannity.com employs forums that allow the debate to continue long after the show has concluded. Hannity also engages in several novel promotions, such as the You're a Great American Car Giveaway, which employed an integrated, multiplatform strategy using radio and Hannity's Web site and generated 1.4 million leads for General Motors.

## Deepen Listener Experience

Recognizing that a site could serve to deepen the listener experience, ABC and Mark Levin developed MarkLevin-Show.com. Levin wanted his site to provide listeners with

links to the actual articles and research that he uses on his daily program. This allows the audience to learn more about Levin's topics as well as to get an inside peek into how the show really works. The Great One (as Levin is called by his friends Rush Limbaugh and Hannity) keeps the conversation going beyond his airtime through his blog.

To maintain such massive content, it takes involvement from all members of the show's teams. The webmaster adds new content based on the day's show, but others are needed to find audio, photos and related stories to link.

It's an exciting time from a news/talk content standpoint. Web sites have evolved from a mere afterthought to a powerful and unique programming opportunity. Employing the latest technology that includes the development of new talk talent via online audio commentaries as well as enabling "citizen journalists" and creating exclusive, original Web-only content will continue to meet the ongoing needs of today's listeners.

As one united company, the new Citadel is launching the next generation of Web sites for many of its news/talk stations. During the next few months these stations will have IAB standard ad units and be able to deliver stories, actualities and video.

For advertisers, all this cohesion and integration means a better avenue for reaching highly targeted demographics. *R&R*

Robert D. Mathers is director of digital media content for ABC Radio Networks. Eric Stanger is director of talk programming and director of affiliate relations for "The Sean Hannity Show" and ABC Radio Networks.

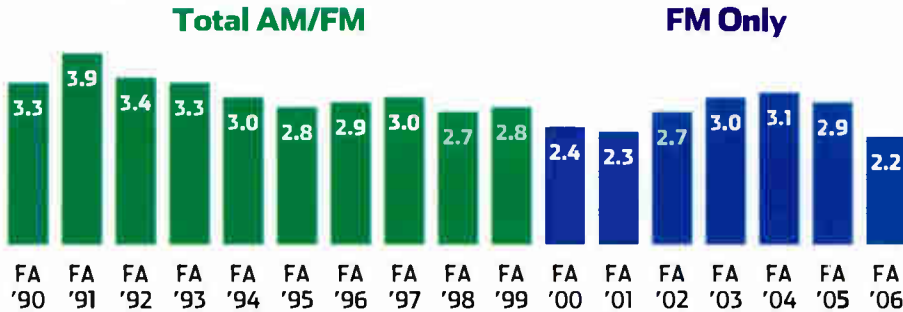
**'As technology improved, the bar has been set higher for news/talk stations to be relevant to listeners.'**

—Robert D. Mathers  
& Eric Stanger

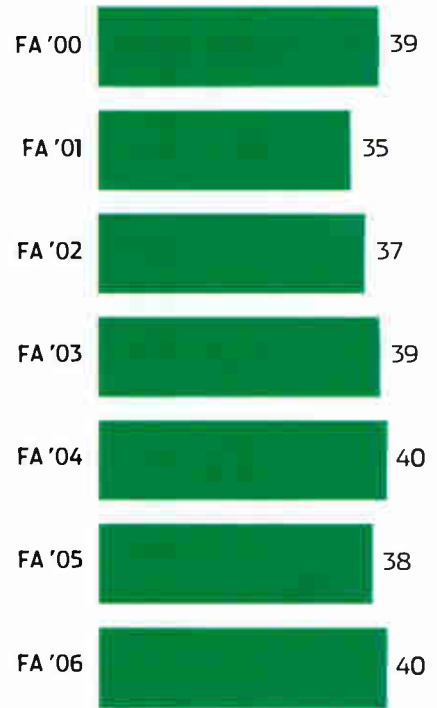
# SNAPSHOT: All Talk (FM)

The fall 2005 survey was the last full survey that included Howard Stern listening. The declines seen in fall 2006 are likely a reflection of his departure on many stations within the format.

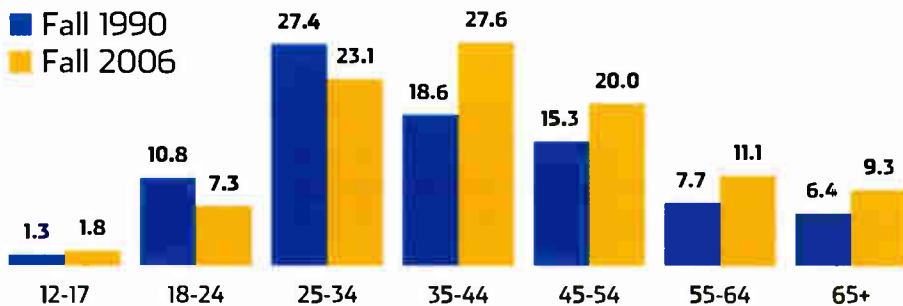
## Average Market Format Shares



## Median Age



## Audience Composition



## Audience Composition

	12-17	18-24	25-34	35-44	45-54	55-64	65+	# Of Stations
Fall 2000	1.3	10.8	27.4	18.6	15.3	7.7	6.4	22
Fall 2001	1.8	12.8	32.7	25.6	16.2	6.1	4.6	34
Fall 2002	1.3	11.8	29.6	26.9	17.7	7.0	5.2	35
Fall 2003	1.5	7.2	27.6	28.1	19.6	9.4	6.2	34
Fall 2004	1.8	6.0	24.6	31.6	19.6	9.2	7.2	33
Fall 2005	2.7	9.9	26.1	27.8	18.4	8.5	6.3	42
Fall 2006	1.8	7.3	23.1	27.6	20.0	11.1	9.3	43

## Weekly Time Spent Listening (Hrs:Min)

	25-54		18-24		25-34		35-44		45-54	
	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women
Fall 2000	10:04	4:57	5:45	6:03	8:58	5:49	10:42	5:39	9:23	5:06
Fall 2001	8:40	5:24	9:36	5:46	9:47	5:28	8:10	5:21	7:35	5:33
Fall 2002	8:17	5:36	9:30	5:21	8:41	6:26	8:30	5:40	7:59	5:44
Fall 2003	8:45	5:28	6:41	4:30	8:52	5:29	8:40	5:46	8:40	4:56
Fall 2004	9:22	6:28	6:14	4:15	9:22	5:40	9:32	7:06	9:16	6:07
Fall 2005	8:17	5:26	7:18	4:23	8:20	5:19	8:35	5:24	7:47	5:48
Fall 2006	7:28	5:17	6:30	2:47	7:25	4:45	7:51	5:30	7:11	6:00

SOURCE: Katz Media Group National Format Averages Fall 2006 Arbitron Mon-Sun 6am-mid/Persons 12+ Shares based on average market where format exists

# Talking Black

Programming to a diverse audience provides a necessary point of view



Bev Smith

[contact@thebevsmithshow.com](mailto:contact@thebevsmithshow.com)

I got into radio news/talk in a most unusual way. I needed a job. I had just returned from Washington, D.C., where I had received an award as one of the 50 most influential women in America. ■ At the time, I was a consumer investigative reporter at a local TV station. I was on a high. Then I learned I had been fired, because the news director didn't want the "N" and "B" words working in his newsroom. I had a home, a car and a daughter in private school. I needed a job right away. That's when I became a black talk show host. ■ Leonard Walk, then-owner of WAMO/Pittsburgh, sold his station to a black man, Ronald Davenport, and Sheridan Broadcasting was born. I was hired as news and public affairs director.

Being a talk show host was easier. I had listened to talk shows and knew how to create good conversation—but I had a different twist: talking about black issues. Now, it's not easy talking black. I've been shot at, followed and threatened, but this has been one of the most rewarding times in my life.

I have worked as a talk show host for some of the top stations in the country—owned and programmed by whites.

## 'The Black Woman Who Did Talk'

In the beginning I was not regarded as a true talk show host, despite high ratings. I was referred to as "the black woman who did talk." So I embraced the job of being a black talk show host—after all, someone has to care enough to talk about the concerns of people who are descendants of slaves in America. The white male talk show hosts make big bucks talking about black issues, but use their limited knowledge to upset people and keep blacks

and whites polarized. On his radio show, former Secretary of Education Bill Bennett told a caller the best way to stop crime in America is to "kill all the black babies." (Ed. note: Bennett's comment was, "You could abort every black baby in this country, and your crime rate would go down.")

Can you imagine a black talk show host suggesting that all white babies be killed because of the violence against white males? Bennett apologized, but I wonder if he was the problem blacks had with education on his watch.

While we inform blacks, we black talk show hosts have the added task of trying to change the attitudes of whites, and that's not easy. When I worked in the nation's capital, a white PD told me I had too many black guests on the show one week. Out of more than 20 guests I had interviewed, five

were black: two congressmen, one judge, one businessman who owned a Fortune 500 company and the first black chairman of the Democratic National Committee. The PD warned me not to give the audience the impression that the station was black.

Because we have so few talk show hosts who are black, listener opinions about blacks remain stereotypical. For example, once I opened the lines and a caller identifying himself as simply "white" asked me to settle a bet with his wife. He bet I was a Jewish, blond, liberal lesbian; and she bet I was "just a black talk show host." She won the bet.

## Stereotypes In The Media

It is the black talk show host who defends against stereotypes in the media, talks about cases of employment discrimination and brings to the public great black authors, many who can't get on a white show. We black talk show hosts bring good news of young black men who are not committing violent acts in the community.

I believe that one day, PDs will understand the power of the ethnic dollar and realize that programming to a more diverse audience can be profitable.

I love what I do and, despite the more than 300 awards I've received, the greatest satisfaction comes from callers who say, "I can't get that information anywhere else." That is why I'll keep talking black and being a talk show host who happens to be black. **R&R**

*Bev Smith is a national talk show host with American Urban Radio Networks.*

**'I've been shot at, followed and threatened, but this has been one of the most rewarding times in my life.'** —Bev Smith

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# Talk Radio's Perfect Storm

This election only comes around once every four years—take advantage of it



Amy Bolton

abolton@jonescorp.com

A perfect storm is brewing for talk radio. The 2008 elections, changes in music consumption, underperforming FMs—these elements create a giant wave of opportunity for talk radio. ■ As we roll into this election year, listeners everywhere will be turning to the format.

One of talk radio's existing advantages is our pool of talented personalities, and nothing highlights them better than the talk format—while nothing highlights talk better than the level of discourse inherent in an election year.

Jones Radio Networks' stable of talkers represent voices from across the political spectrum and as you're about to read, all have their own spin on what this election year could mean for our industry:

## Neal Boortz

"The proper role of a talk show host in the 2008 election cycle should be as an entertaining informer rather than a leader. You can hardly imagine an important decision that any individual can make in their lives that does not have a political element. Whether it's an employment decision, whether to buy a home, where to seek medical care, where to live, how to invest or when to retire—the political influence is there. People need to understand this; and what better method than by listening to talk radio?"

## Stephanie Miller

"The upcoming election year is going to be very exciting for talk radio. It will be an opportunity to make our already bitter partisan divide even wider. I mean, c'mon, unifers are boring. Dividing is what we do in

talk radio. To answer the immortal Rodney King question, 'Can't we just all get along?' The answer is no, but at least we can make not getting along fun. Presidential elections are to political talk like the Super Bowl is to sports talk. I'm going to invite Sean Hannity over on election night and we'll pelt each other with snack foods and talking points. I say, Let's play some political football!"

## Clark Howard

"Next year should be great for talk radio after the difficulties of the last year. Talk radio has been directionless as the Republican base that gives us our audience numbers has been demoralized and divided. There is nothing like a presidential election to get the juices going of those who have been alienated from politics since the 2006 midyear election. Our natural talk audience will tune in with increasing intensity from the primary season through the conventions all the way until November. Thus, 2008 will be another year for talk to triumph over music radio."

## Ed Schultz

"In the 2006 U.S. House races, the effect of progressive talk was felt in Ohio, Pennsylvania, Missouri,

Montana—and throughout the country. 2008 will offer even more opportunity for this format to solidify itself in the spoken-word industry. Progressives have now found and developed the sound chamber to challenge traditional news and conservative formats that have thrived for several decades. Conservatives no longer have an exclusive grip or corner on the market in the talk radio business. Advertisers have slowly realized this and embraced the format to expand their market share."

## Bill Press

"People call radio theater of the mind. The talk radio theater is about to have a box-office bonanza as the 2008 election nears. Act I: With the forces of good—the Democrats, of course—squaring off against a motley crew of cutthroat power-hungry opportunists—or as some people call them, the Republicans. In Act II, we'll see the winners of the primaries mend fences within their parties and prepare to square off. Act III will be the ultimate showdown, and no matter what the outcome, the real winner will be the talk radio audience, as our medium, unlike any other, brings real-time analysis, insight, humor and emotion to our listeners."

2008 is not only an election year, it's an election sure to be filled with immense change and challenge. This only comes around once every four years. Take advantage of it. **R&R**

Amy Bolton is VP of talk programming for Jones Radio Networks.

**'Nothing highlights talk better than the level of discourse inherent in an election year.'** —Amy Bolton