

Our 2005 Readers' Choice Award Winners

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**Far From The Glare Of TV,
John Tesh Has Found
*A Purpose-Driven Life***

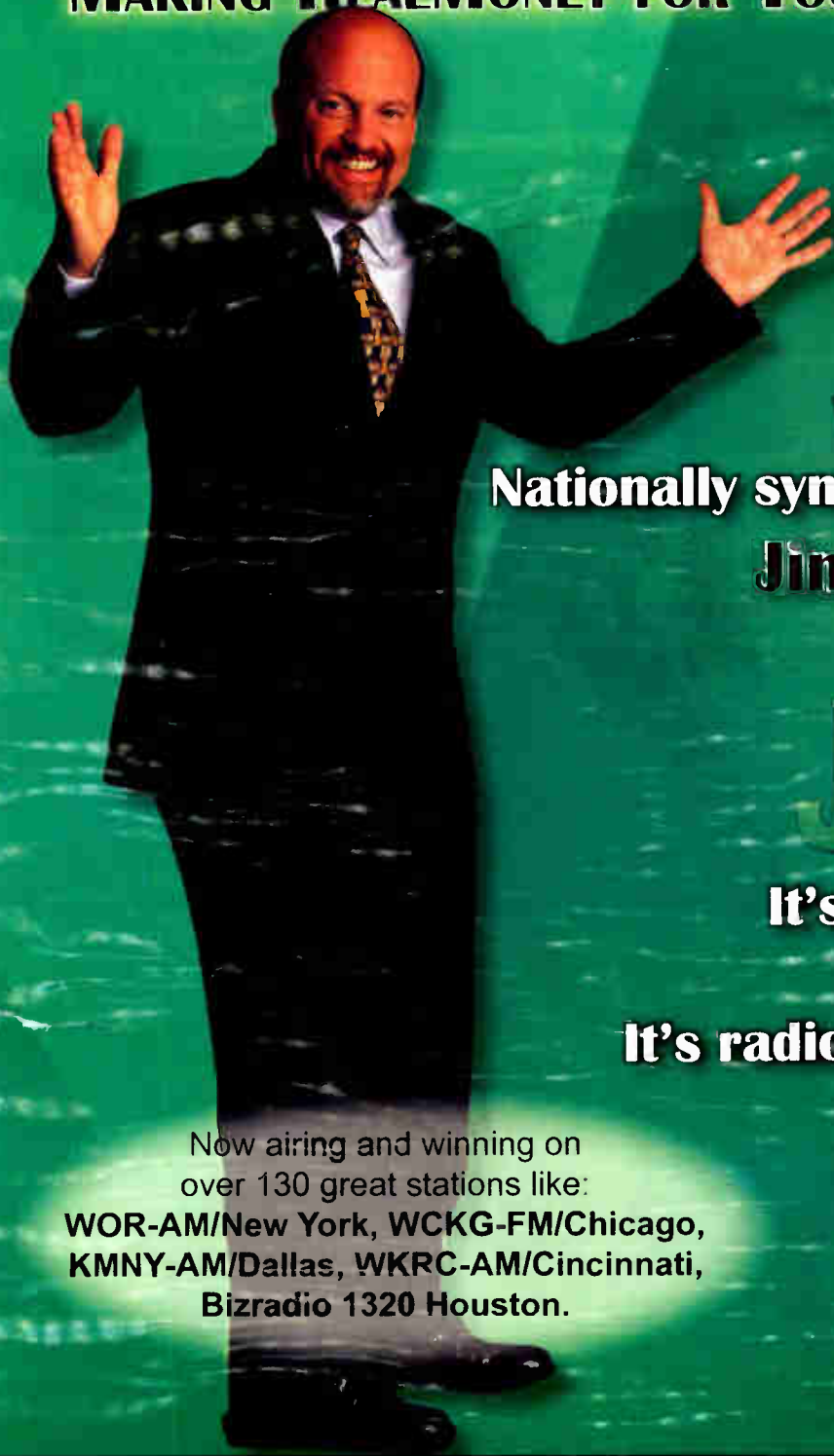
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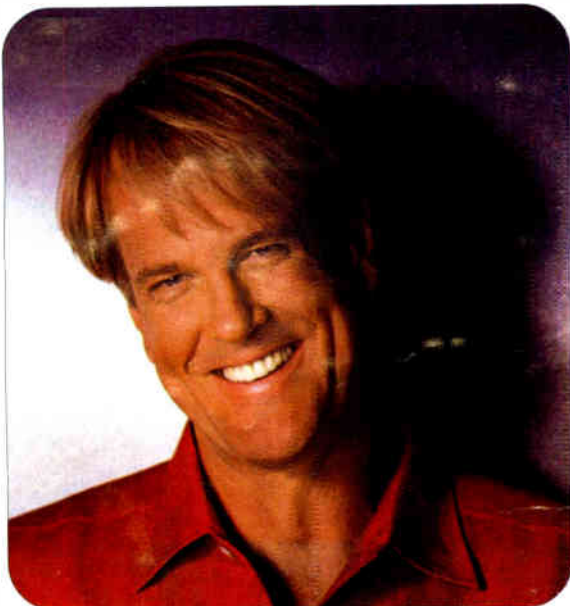
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Far From The Glare Of TV, John Tesh Has Found A Purpose-Driven Life

"The only thing that made me come alive when I was a little kid was playing piano," recalls John Tesh, who left his position as co-host of Entertainment Tonight in 1986 to pursue a career as a full-time musician. Now, as host of The John Tesh Radio Show, he provides listeners with guidance and information they can use in their daily lives. His three most recent music releases were all hits on the Billboard Pop and Christian Music charts.

27» 2005 Readers' Choice Award Winners

The Readers' Choice Awards recognize the syndicated/network programs that members of the radio community consider the best in the business. Radio executives, managers, programmers, and sales reps were polled to determine which programs and personalities are working best on their stations, and which they would like to steal from competitors.

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IDEA TICKER

34,997

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

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

ASSISTANT EDITOR
Wendy Bernstein
wendy@radioink.com

COPY EDITOR
Mary Crawley

NEWS EDITOR
Jim Crossan
crossan@radioink.com

CREATIVE DIRECTOR
Patt Tufaro
patt@radioink.com

GRAPHIC DESIGNER
Lauren Burton
lauren@radioink.com

VP/OPERATIONS
Tom Elmo
tomelmo@radioink.com

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

VP/NATIONAL SALES 800-379-8160, access #13
Chuck Renwick
chuckrenwick@radioink.com

SHOWCASE/CAREER CENTER 800-610-5771

CUSTOMER SERVICE 800-610-5771

CONTRIBUTING WRITERS

Lee Abrams, Rhody Bosley, Jim Boyd, Julie L. Brauff, Curt Brown, B.J. Bueno, Jill Burton, Holland Cooke, Bob Davis, Lindsay Wood Davis, Danny Fletcher, Dave Gifford, Bob Jenkins, Frank Kulberts, Philip J. LeNoble Ph.D., Pam Lontos, Sean Luce, John Lund, Harvey Mackay, Big Mike McDaniel, Kipper McGee, Chuck Mefford, Bill Moyes, Bob Gilway, Lisa Patera, Jack Rattigan, Al Ries, Walter Sabo, Ed Shane, Jim Tazarek, Jack Trout, Bill Troy, Roy Williams, Tom Zarecki

STREAMLINE PUBLISHING, INC.

CHAIRMAN/PUBLISHER
B. Eric Rhoads, CEO/CSO
eric@radioink.com

VP/CHIEF OPERATING OFFICER
Mary Sacks, CFO
mary@radioink.com

CONTROLLER
Rick Allen
accounting@radioink.com

STAFF PHOTOGRAPHER Bruce "Flash" Cooley

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

EXECUTIVE EDITOR EMERITUS/LOS ANGELES
Dwight Case

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

RADIO INK Editorial Offices:
224 Datura Street • Suite 1015
West Palm Beach, FL 33401

PHONE 561-655-8778 • FAX 561-655-6164

E-MAIL: comments@radioink.com

Career Center/Showcase PHONE 800-610-5771

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From Our Chairman

By B. Eric Rhoads, CEO & Publisher

Ensure That Every Call Is Returned **Every Time**

Recently, I had one of those phone calls that I couldn't wait to end. The caller, an associate with whom I must do business, was slow, methodical, and detailed. As he told me stories about his family and his business, I could picture his lounge-chair body language: leaning back, arms behind his head, feet on his desk. I wanted to shout, "GET TO THE POINT!!!" Though we have done business together for years, I am ready to move on in spite of our history. His long, drawn-out conversations drag me down, burn my time, and zap my energy. I cannot bear another phone call. Doesn't he have anything to do?

Another call that same day came from a retired broadcast executive who has plenty of time on his hands and could have talked for hours. Instead, he was quick and concise. He opened with: "Eric, this will only take two minutes. The reason for my call is ..." In about 30 seconds, he delineated the five points he wanted to cover, then asked for my response, which he got in 20 seconds. After he offered subsequent steps, the call ended. We were on the phone for two minutes, and we accomplished more than the other call, which took 40.

A third call was infectious. This woman was fast-paced, organized, and succinct, and her enthusiasm was contagious. In the 10 minutes we spoke, I found myself full of her energy, and would have bought anything she had to offer. Refreshing. She could have kept me on the phone much longer.

An out-of-work executive called later for job leads. He rambled, chatted, sought advice. I told him he sounded depressed and lonely, and no one would want to hire him. I advised him to be brief and to the point, and to sound busy. People prefer to do business with busy people.

Yes, I return every call, but I would rather have a root canal than return some calls. If people are not returning your calls or are blowing you off, assess your phone manner. Are your phone calls upbeat, enthusiastic, and concise — or long, windy, depressing, and overly relationship-driven?

Adopting the enthusiasm of the woman with the concise, down-to-business attitude, or the retired executive who sounded busy and succinct, will ensure that all of your calls are returned. If you ramble, pontificate, and eat time, you are on a road to disaster. There is a time and a place for being a windbag. Do it with your college buddies. Stop doing it in business.

Eric

To reach me, write: *RADIO INK*, B. Eric Rhoads, CEO/Publisher, 224 Datura Street, Suite 1015, West Palm Beach, FL 33401
Phone: 561-655-8778 Fax: 561-655-6164
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KVIL/DALLAS morning duo Gene & Julie celebrated Texan Lance Armstrong's Tour de France victory with a remote broadcast in his hometown of Plano. The married duo gave "Livestrong" bracelets to the first 1,000 listeners who showed up.



Will Gara, promotions director for **COX RADIO'S B98.5 FM**, assisted with the Harry Potter and the Half-Blood Prince release in the metro-Atlanta market.



ABC News Radio correspondents Gil Gross (left) and Vic Ratner brave the 100-degree Florida heat to provide live on-site coverage of the Shuttle Discovery launch from the Kennedy Space Center in Florida.

Younger "Tweens" Love TV, But Multi-Task As They Grow Older

According to new research published by **Packaged Facts**, almost 80 percent of 8- to 14-year-olds (aka "tweens") say they "love" television. But most of that love comes from the younger edge of that demo, because only 60 percent of 12- to 14-year-olds say they love the tube.

The research finds that the 8-14 audience gets "distracted" by other activities when watching TV. As these individuals get older, other activities take up their interest — such as reading, listening to music, and surfing the Internet — even though they often watch television at the same time.

Conclusion: Tweens and teens, who control a purchasing power of \$40 billion annually, are masters at multi-tasking at a rate never seen before in this age group.

American Teens Use Internet More Than Adults Do

No surprise here: American teens are embracing the Internet more completely than their parents — and other U.S. adults.

A study conducted by the **Pew Internet & American Life Project** shows that, among teens aged 12-17, some 90 percent use the Internet, compared to 66 percent of adults. Almost 75 percent say they use the web to access news online, while 81 percent use the Internet to play games. Both percentages have increased by a large margin since 2000, when only 38 percent of teens accessed news via the web, and slightly more than half (52 percent) were online gamers.

Additionally, almost one out of four teens say that Instant Messaging is their primary method of communicating; 52 percent still use traditional landlines as their primary way of keeping in touch.

Paid Product Placement Surges In Magazines And Newspapers

Television and movies aren't the only venue for paid product placement; according to estimates from **PQ Media**, the total value of product placements in magazines should grow 17.5 percent this year to \$160.9 million, while product placement in newspapers is projected to rise 16.9 percent to \$65.0 million.

While TV and films still account for 90 percent of all product placements, the PQ report suggests that product placement is influencing every segment of media, including print, video games, online, books, radio, and the recording industry.

Consumers Lose Confidence While Investors Are Less Anxious

The latest **BigResearch** *Consumer Intentions & Actions Survey* suggests that consumers are both anxious and conservative. In summary, their major findings are:

- Consumer confidence dropped 2 points in July from June levels;
- Practicality among consumers rose just slightly in July;
- More consumers fear a rise in layoffs over the next six months; and
- Six-month purchase intentions for most big-ticket items were down in July.

With rising gas prices and the recent London terror bombings on consumers' minds, confidence dropped in July to 43.7 percent.

Worry over political and national security issues increased two points to 18.0 percent in July, which ended a two-month decline. Almost one-third (31.5 percent) of consumers are decreasing vacation travel, 27.1 percent are reducing the amount they dine out, 21.8 percent are reeling in spending on clothing, 16.3 percent have delayed a major purchase, and 15.6 percent are cutting back at the grocery store.

Interestingly, investor confidence in the stock market was up slightly in July, as 59.8 percent report that they would definitely/probably invest, compared to 59.2 percent the previous month.

Economy Shows Signs Of Strengthening

Despite reports of consumer anxiety, there are increasing signs that the economy is strengthening. According to the most recent report from the **Federal Reserve**, the overall economy appears to have bounced back from a second-quarter soft patch as the job market showed some improvements and inflation does not appear to be getting out of hand.

The Fed noted that consumer spending, a key force behind economic activity, is holding steady despite rapidly rising oil prices. (Gasoline prices in July hit an all-time high of \$2.33 a gallon

nationwide, according to the Energy Department.) Automobile sales in nearly all of the Fed's 12 regions were boosted by a new round of price discounting, while seasonal tourism held strong throughout much of the country. The housing market continued to sizzle, although some of the Fed's districts reported signs of cooling.

Federal Reserve Chairman **Alan Greenspan** says he expects that short-term interest rates will continue to edge higher in the coming months in order to keep the economy and inflation in check.

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Grocery Stores Change Tactics To Compete With Big Box Discounters

Wal-Mart and Costco have been so successful in wooing regular grocery shoppers to their "big box" discount centers that several grocery store chains have been forced to slash prices on thousands of everyday items.

As recently reported in *The Wall Street Journal*, most supermarkets for decades have lured price-conscious shoppers with cheap weekly specials while keeping non-sale prices substantially higher on other items in order to drive profits. But the exodus of shoppers to the dollar stores and discounters have led many stores — Raley's, Giant

Eagle, Piggly Wiggly, and Wegman's among them — to eliminate discounts altogether.

Still, supermarkets are not trying to compete with Wal-Mart and Costco on every item, as price cuts usually apply to approximately 15 percent of a store's items — typically "center-of-the-store items like toothpaste and toilet paper. Still, the new pricing is estimated to save shoppers 5-7 percent per single shopping trip, according to Willard Bishop Consulting.

U.S. Hispanics Are Quickly Adopting High-Speed Web Access

When it comes to high-speed Internet access, don't count U.S. Hispanics out. According to the third annual **AOL/Roper Hispanic Cyberstudy**, half of online Hispanics have high-speed connections at home, roughly the same percentage as the general online population. Even though Hispanics are relatively new to the Internet, the survey found that they have quickly adopted the web as part of their everyday lives.

As reported by the **Center For Media Research**, Hispanics:

- Go online at home an average of 9.2 hours a week, compared with 8.5 hours for the general online population;

- Rely heavily on the Internet to learn more about products, to share opinions, and to improve their lives; and

- Use the Internet far more frequently than the general online population to listen to music (55 percent vs. 41 percent), download music files (37 percent vs. 25 percent), and use instant messaging (59 percent vs. 48 percent).

Additionally, 70 percent of online U.S. Hispanics now view the Internet as the best source for comparing prices, making it the most powerful information medium for influencing online Hispanics throughout the purchase decision process.

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Countdown To Crisis

In 1967, the Beatles ruled the airwaves, every scientist carried a slide rule, and watchmaking was the highest of tech. Then came the invention of the quartz watch movement. The Swiss watch companies saw quartz as a fad that would pass. They couldn't imagine that an industry as big and powerful as theirs could simply evaporate. Within a decade, 60 percent of all Swiss watchmakers were out of work.

Do you remember the *Seinfeld* episode where Jerry, George, and Elaine are waiting for a table in a Chinese restaurant? The plot revolves around George, who is desperate to make a phone call, but some guy is using the pay phone and won't get off. That was 1991. The idea that somebody might have a cell phone in his pocket was unthinkable.

How about the Bubble Boy episode, in which Jerry and Elaine's car gets separated from George and Susan's on the highway? Again, the plot revolves around the fact that there's no way for them to reach each other. That was 1993.

I once bought a new Mercedes with a factory-installed cell phone mounted in the center console. The handset was corded like a standard desk phone. No one thought it looked ridiculous. That car was a 1999 model.

When radio people start getting nervous about satellite radio, someone always says with finality, "But cable TV didn't kill broadcast TV," as though that statement settles the matter. It's like watching a turtle pull its head back into its shell.

The growth of cable was slowed because the broadcast networks owned the TV studios. But the radio groups don't own the record companies.

I recently asked a classroom full of open-minded radio managers if satellite radio is truly a threat to terrestrial radio. They answered that it is definitely a threat, and I agreed. So I asked them what, in their opinion, makes satellite radio attractive to the general public. "Better signal" was the unanimous answer. I was stunned.

"Do you really believe that if you asked your listeners what they'd most like to change about radio, they'd say they need a clearer signal?" These

were honest and open-minded men and women, so they just looked sheepish and shook their heads. When they heard me voice what they already knew in their hearts, they looked deeply relieved and quickly wrote it down.

This is what I told them:

"There are only two things that make satellite radio attractive — and both could be offered by terrestrial radio if only you had the courage."

Greater diversity. Satellite radio is less predictable. When the creative crazies of radio programming were replaced with "scientific research" during the consolidation years, the result was that playlists became tighter, narrower, and more redundant. But today's listener no longer wants to bounce between a wide number of narrow formats. If the magnetic attraction of listeners to personal iPods and the success of the Jack format have taught us anything, it's that the move back to broadcasting — as opposed to narrowcasting — must be accelerated if terrestrial radio is to be saved. Open up your playlists again. Get eclectic. Experiment.

Reduced interruptions. Satellite radio gives you more of what you're listening for. What are the odds of getting into a random car, flipping on the radio, and not hearing interruptive material? I'm not just talking about your spot load, I'm talking about station

promos and that Energizer Bunny jock patter as well (they just keep going and going and going ...). If you'd listen to radio the way your listeners do, you'd realize the odds are only slightly better than 50 percent that you'll find music when you flip on the average music-formatted station in America. (*Less Is More* is definitely the right idea. Canadian radio never fell into the trap of selling :60s for the same price as :30s. That's why they're now more immune to the threat of satellite radio.)

By the way, the argument that listeners will stay tuned to local radio "because it offers local weather, traffic, news, and sports" is like a Swiss watch company saying "the public will remain loyal to mechanical watches because they want to hear that familiar 'tick, tick, tick.'"

Keep telling yourself that the "tick, tick, tick" sound will save you, and I promise, you'll soon hear a whole new sound. "Boom." ☎

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



QUICKREAD

- » The Swiss watch companies saw quartz as a fad that would pass — but within a decade, 60 percent of all Swiss watchmakers were out of work.
- » There are only two things that make satellite radio attractive — and both could be offered by terrestrial radio if only you had the courage.
- » The move back to broadcasting — as opposed to narrowcasting — must be accelerated if terrestrial radio is to be saved.
- » Satellite radio gives you more of what you're listening for.



Maintain A Presence Of Non-Complex Appearance, Dim-Witted Person ("Keep It Simple, Stupid")

Mark Twain once wrote a letter to a young friend that advised: "I notice that you use plain, simple language, short words, and brief sentences. That is the best way to write English. It is the modern way and the best way. Stick to it."

Alas, more of Mark Twain's thinking is needed in business.

When Shakespeare wrote *Hamlet*, he had 20,000 words with which to work. When Lincoln scribbled the Gettysburg Address on the back of an envelope, about 114,000 were words at his disposal. Today, more than 600,000 words appear in Webster's dictionary. Tom Clancy appears to have used all of them in his latest novel.

Language is getting more complicated. As a result, people have to fight the tendency to try some of these new and rarely used words.

What if famous adages had been written with a heavier hand and fancier words? Here are some simple ideas made complex:

- Pulchritude possesses profundity of a merely cutaneous nature. (Beauty is only skin deep.)
- It is not efficacious to indoctrinate a superannuated canine with innovative measures. (You can't teach an old dog new tricks.)
- Visible vapors that issue from carbonaceous materials are a harbinger

of imminent conflagration. (Where there's smoke, there's fire.)

• A revolving mass of lithic conglomerates does not accumulate a congerie of small green bryophytic plants. (A rolling stone gathers no moss.)

You get the point. Written or spoken words should not be confusing. They must be clear and understandable — and the shorter the better.

If all these new words aren't bad enough, businesspeople are inventing their own language. Here is a direct quote from one futurist and management guru: "Managers have come to understand that there are multiple modes of change. One is what I call 'paradigm enhancement,' which the total-quality, continuous-improvement message has been all about. The other is radical change — or paradigm-shift change — which is unlike any other kind of change that you must deal with."

Fortune magazine ("Jargon Watch," February 3, 1997) reported that Better Communications, a firm in Massachusetts that teaches writing skills to employers, clipped these management-speak phrases from what it described as "memos from hell" circulating at Fortune 500 companies:

- Top leadership helicoptered this vision. (The bosses are looking beyond next week.)
- Added value is the keystone to exponentially accelerating profit curves. (Let's grow sales and profits by offering more of what customers want.)
- We need to dimensionalize this management initiative. (Let's make a plan.)
- We utilized a concert of cross-functional expertise. (People from different departments talked to each other.)
- Don't impact employee incentive programs. (Don't screw around with people's pay.)
- Your job, for the time being, has been designated as "retained." (You're not fired — yet.)

Why do businesspeople talk so mysteriously about things like core competency (what we do well) or empowerment (delegating) or paradigms (how we do things)? It's gotten so bad that in a book titled *Fad Surfing in the Boardroom*, author Eileen Shapiro had to publish a dictionary of nouveau business words, and *The Wall Street Journal* has uncovered a new sport called "buzzword bingo." Employees tally points in meetings by tracking the jargon and clichés their bosses spout. (Deliverables, net net, and impactfulness all score points.)

Many years ago, an associate and I were leaving a two-hour meeting in which a design firm had presented its recommendations in a multi-million-dollar logo design project. As usual, the presenters used terms such as modality and paradigms and threw in vague references to color preference. It was a presentation loaded with obscure and complex concepts. Because of my low rank, I admitted to my fellow worker that I was quite confused by what had been said, and asked him for an overview. He smiled and looked relieved, then confessed he hadn't understood a word, but was afraid to admit it so as not to appear stupid.

That company wasted millions of dollars changing a perfectly good logo because no one in the meeting had the courage to ask the presenters to explain their recommendations in simple, understandable language. If they had, they and their logos would have been laughed out of the room.

The moral of this story? Never let a confusing concept or word go unchallenged. If you do, expensive mistakes can be made. Never be afraid to say "I don't get it." Do not tolerate intellectual arrogance.

Remember: Big strategic ideas almost always come in small words. ☐

Jack Trout is president of Trout & Partners, one of the most widely recognized and respected marketing firms in the world, with offices in 13 countries. He can be reached at 203-637-7001.

QUICKREAD

- » Language is getting more complicated. As a result, people have to fight the tendency to try some of these new and rarely used words.
- » Written or spoken words should not be confusing. They must be clear and understandable — and the shorter the better.
- » If all these new words aren't bad enough, businesspeople are inventing their own language.
- » Never let a confusing concept or word go unchallenged.
- » Never be afraid to say "I don't get it."

Traffic.com Is Poised To Fuel HD Drive-Time Reports

By Reed Bunzel, Editor-in-Chief

No doubt you've heard the old adage, widely attributed to Mark Twain: "People are always talking about the weather, but no one ever does anything about it."

The same might be said (and this is a bit of a stretch) about potential traffic reports delivered on HD Radio. Discussions about the near-infinite capabilities of HD usually contain some reference to how the technology will deliver personalized, addressable traffic reports directly to in-car listeners. "With HD, we'll have pinpoint traffic data," the conversation goes. "With the push of a button, a person will know exactly what the traffic conditions will be on his or her route, with speeds, vehicle volume, and the appropriate detours." Of course, there's been very little mention of where this data will come from, other than the traditional sources that have supplied audio reports to radio stations for decades.

Not that that's a bad thing — but there's also a new thing, and its name is Traffic.com. With roots that extend back to the early 1990s, the company is the brainchild of college roommates Chris Rothey and Michael Burns, who were enrolled in a graduate engineering course at the University of Pennsylvania, merging disciplines from the Engineering School and the Wharton Business School. The professor of the class, an engineer at Bell Labs, assigned a project wherein teams were expected to develop a new application for wireless technology. "The goal of the class project was not only to define a new way to use wireless capabilities, but also to do all the incredibly burdensome math to figure out how much spectrum would be needed and what frequencies to broadcast on," recalls Rothey, who is chief operating officer of Traffic.com. (Burns manages TL Ventures, a major investor of the company.) "The second piece was to write a business plan around our concept, so we wrote one that talked about selling the information to the government, media, and consumers. That's how the company began."

Rothey and Burns both left school thinking they would turn the project into a company, but several barriers kept them from doing so immediately. "There was no cheap and easy way to pass data around directly to consumers at that point," says Rothey. "That issue was solved as the Internet became more prominent over the next several years. The second issue involved gaining access to the roadways in order to install the traffic sensor systems that drove the data."

That problem was solved when the two partners were introduced to Dave Jannetta, who had been the secretary of general services under Pennsylvania Gov. Robert Casey. "Dave was very capable, and here we are, several years later, with the company up and running," Rothey says.

Traffic.com operates by collecting bits of information from wireless sensors deployed throughout a market, then making it available through distribution points. "We gather data on vehicle speeds, traffic volume, spacing between the cars on a lane-by-lane basis," Rothey explains. "Then, in about 15 cities, we've integrated the government data with our own information. Plus, in every city we operate a fully staffed operation center that collects incident and event information — accidents, construction, parades, ballgames. We put all that information into the same database and generate the most comprehensive traffic information possible."

Joseph Reed, the company's chief information officer, says this methodology creates a highly "granular" system that monitors key roadways in target cities and provides a continuous feed of small packets of data to the company's computers. "This allows us to do a lot of high-end processing of that data," he says. "I can look at a particular roadway and determine how long it's going to take a particular driver to go from one interchange to another on a highway, or even connect them. Say I'm going to go down 476, connect to 95, and head out to the airport. I can get exact, point-to-point travel times and layer on top of that the incident information that may be in your personal route. That's how we can provide a highly accurate, reliable, and personalized product to a consumer."

While terrestrial radio is one of Traffic.com's best customers, it's hardly the only one. "We produce media products for all sorts of uses," Reed notes. "That includes radio, television, satellite, telematic devices, global cell phones, wireless devices, and more."

"We have a few hundred radio clients that use our traffic information on-air," Rothey adds. "Traffic has been viewed as the stepchild of information sources, with technology that often was focused on aircraft and delivered by announcers who used statements like 'generally jammed,' 'touch of the brakes,' 'slow-go,' and 'backed up' — terms that sound good coming out of a DJ's mouth but don't give the audience the actionable, quantitative information now available." By contrast, Rothey

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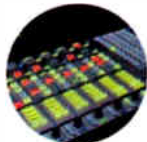
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says Traffic.com can provide access to real-time speed, flow information, and travel times, in addition to accident descriptions. "A traffic report now sounds like, 'King of Prussia to downtown is a 23-minute travel time; that's a 7-minute delay. There's an accident as you approach Spring Garden Street; it will take you 3 minutes to get past the accident, where speeds have dropped to 10 miles an hour.'"

While radio for years has had a near lock on traffic reports, new devices and data collection methodologies have created more competition. Television and the Internet have gotten into the game, but in-dash navigation receivers — such as those now available in the Acura RL and the Cadillac CTS — can display a live traffic feed directly over the on-screen highway map. "As this technology evolves," Rothey asks, "how will radio — which commands the traffic universe with 85 percent of the consumer market — be affected when that number starts to drop?"



This somewhat rhetorical question is answered, Rothey says, by remaining vigilant in the way traffic information is distributed to listeners. "We just released our affiliate web offering for radio stations to host on their websites, and it allows people to get personalized routes, drive times, and accident information. These reports can be custom-designed to describe traffic conditions on their particular routes. Also, with HD coming online, radio stations themselves become a fantastic data delivery mechanism, and

there is already talk of making onboard navigation devices that receive traffic information HD compatible."

Rothey expects addressable HD Radio receivers to hit the marketplace within the next 24 months. "Once these units are available, radio stations will be able to look at entirely new subscription- or advertising-supported business models for delivering traffic data using HD broadcasting," he explains. "We are already capable of broadcasting in HD; we have the properly encoded traffic data feed that can be immediately piped over an HD transmission. So as soon as a station is willing and wants to do that, we're capable of providing that service."

The message is clear: Radio stations that want to continue to provide a localized value to their listeners can't afford to take a wait-and-see attitude. Just as some entrepreneurial broadcasters have turned on a secondary HD audio channel, others might consider providing a data stream that feeds the forthcoming addressable receivers. "It's critical that terrestrial radio stations keep in touch with their listeners throughout the day," says Reed. "They can do this through their own websites, supplemented with advanced information capabilities, and as HD evolves they can expand their traffic reports to fit individual listeners' commutes, providing current conditions, breaking news, Amber alerts — whatever they may want."

On the other hand, Rothey says broadcasters who believe that radio will "survive" the new media explosion because — well, just because — are putting their livelihoods on the line. "The in-dash receiver of the future will include a number of different features," he predicts. "Certainly, they'll have radio. But these units also will be compatible with satellite radio, cell phones, the Internet — a whole variety of information and entertainment sources." These devices will have a dual-tuner system that will create new competition for radio stations on several levels. "Drivers of the future will be able to tell their receiver which one to tune to for traffic data and which one to tune to for music." 📻

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Far From The Glare Of TV,



John Tesh

Has Found A Purpose-Driven Life

By Reed Bunzel, Editor-in-Chief

What's a man to do when he's the host of a wildly successful daily television program, married to a lovely and talented actress, father to baby girl, and a fixture in such venerable check-out line publications as *People* and *TV Guide*? If you're John Tesh, you do the unexpected: You toss in the television towel, sit down at a nine-foot grand piano, and take your show on the road — literally.

That scenario played out for Tesh in 1996 when, after 10 years as co-host of *Entertainment Tonight*, he surprised his many fans by leaving the highly visible position to pursue a career as a full-time musician. "The only thing that made me come alive when I was a little kid was playing music," he recalls. "When I'm on stage playing a grand piano, I feel useful, because people connect to it."

The decision to leave *E.T.* was hardly rash or impulsive; in fact, he says it was driven by an inner need to do more with his life than read celebrity birthdays on the air. Even during those years when he was smiling for the camera every day, Tesh found time in the day to work on his music. While many in his TV audience were unaware of his fondness for the piano, he played a limited number of concert dates — which ultimately led to one cathartic evening in the Colorado Flatirons. "Ten years ago, in a driving rain storm, with my wife and two-month-old daughter in the audience, my life changed forever at the Red Rocks Amphitheatre," Tesh remembers. "The public

television program we filmed that evening went on to become one of PBS's most successful fund-raising specials ever, and it enabled me to make a giant leap out of television and into the world of music — my first love."

Once free of his daily television commitments, Tesh nurtured his entrepreneurial side, and developed a radio program that has made him one of the most-listened-to voices on the air. *The John Tesh Radio Show* focuses on "Music and Intelligence For Your Life," providing listeners with guidance and information they can use on a daily basis. The concept has proven so powerful that many listeners prefer his show over television. "I'm at a time in my life when I want my own personal reality show to be aimed at helping others," Tesh says. "Planting seeds and encouraging people with the program and my music is a method with which I am truly comfortable. 'Music and Intelligence For Your Life' is a safe haven for family listening. Children, men, and women of all ages can gain something from the show."

An advocate for the power and encouragement found in worship music, Tesh's three recent releases — *A Deeper Faith*, *Christmas Worship*, and *Power of Love* — all were hits on the *Billboard* Pop and Christian Music charts. He has won six Emmys, two Grammy nominations, and an Associated Press Award for investigative journalism. When he's not out on the road with his grand piano, he lives in Los Angeles with his wife, actress Connie Sellecca, his 11-year old daughter Prima and 23-year-old son Gib.

For *Radio Ink's* third-annual Readers' Choice Award issue, Tesh shares his thoughts on life, purpose, Christianity, and the power of music.

People know your work on *Entertainment Tonight*, your piano compositions, and your radio show. How did you end up working in such varied fields?

To quote from Harold Whitman, "Don't ask yourself what the world needs; ask yourself what makes you come alive. And then go and do that. Because what the world needs is people who have come alive." The only thing that made me come alive when I was a little kid was playing music. I loved it. It was so important for me that when I played in my rock-and-roll band, I got so nervous I broke out in a full sweat.

But that's not what you did when you started out...

No. My whole life, I wanted to be a performer, but my parents made a decision for me. They were farmers from North Carolina, and they said, "You're going into textile chemistry at North Carolina State." I did what they told me to do, and a friend said, "I know you want to bring up your grade point average. I'm in a great

job at a commercial station, WKIX in Raleigh, which was the station Rick Dees was at. I made up a fake audition tape at the campus radio station. It was a news-cast, and I pretended to be all the different characters. "This is John Tesh, you're listening to WKIX 2020 News. Here's Henry Kissinger talking about détente today." Of course, I didn't have an actuality of Kissinger, so I would slip into my Kissinger voice and say, "Today the White House did something that is so important..."

I sent the tape to the radio station. Two days later, I got a phone call from the news director, who was on speakerphone, and I could hear people laughing hysterically. He said, "Anyone who would go to these lengths to try to get this job deserves it." That was my first job in commercial radio, and I wasn't even on the air. My job was to show up on Sunday mornings and play the religious tapes. Still, whenever there was a fire, I was there with my Mr. Microphone filing a report. I was the first guy on the scene, so eventually they put me on the air.

How did you make the leap from radio to television?

I took a job in television in Raleigh developing the film, back when they

church four days a week. I got to the point where I hated church. To me, it was boring sleep time. When I got to college, I said, "Forget it — I'm not going to church anymore." I lived the hedonistic lifestyle and did whatever I could to get ahead. Believe me, that sort of approach doesn't make you a lot of friends.

When did you begin to see beyond that approach?

About 14 years ago, I met my wife Connie. We had lived similar lives: She was a famous model, and I was on *Entertainment Tonight*. She gave me a scripture that read, "What does it profit a man when he gains the whole world and loses his soul?" That's really where I felt I was.

For people who don't want the Christian explanation for the transformation in my life, it's basically this: I was doing stuff that made me happy and made me money, but I wanted to find the purpose in my life — what was in my heart, and what I think we've all been made for. I wanted to help other people, to be useful. When I'm on stage playing piano, I feel useful, because people connect to the music. This radio program is the most useful thing I've ever done in my life.

I'm not the focus of the show — the content is. It's similar to *Entertainment*

course called Television and Radio 101." Sure enough, there weren't a lot of tests, and it was really creative. I was bitten by the bug really badly.

Did your parents understand how severely that bug bites?

I changed my major without telling my parents, which I don't recommend. The whole time I was at NC State, I was in the practice rooms for hours and hours, playing piano and working on my songs. I just wanted to be a performer.

But you got into broadcasting instead?

I got a job at the campus radio station introducing progressive rock songs. This was when Yes, Emerson Lake and Palmer, Jethro Tull, and Grand Funk Railroad were all so big. After that, I got

didn't use videotape. One day, the anchorman took off for Las Vegas, and they had no one else under 70 years old to fill in for him. I went in front of the camera and worked the teleprompter with my foot. From there, I went to Florida and then to Nashville, where I ended up doing what I really wanted to do: record music and play in jazz clubs. Eventually, I went to New York.

Christianity obviously plays a strong role in your life. Have you always been a spiritual person, or did this come to you at a particular stage in your life?

I've lived both those lives. I was born into the Methodist church. I have two uncles who are Baptist preachers, my father ran the Sunday school, and my mom ran the women's auxiliary. I was in

Reading celebrity birthdays on television? There's not much of a ministry in that.

Do you think radio people understand the power of the forum they have on the air?

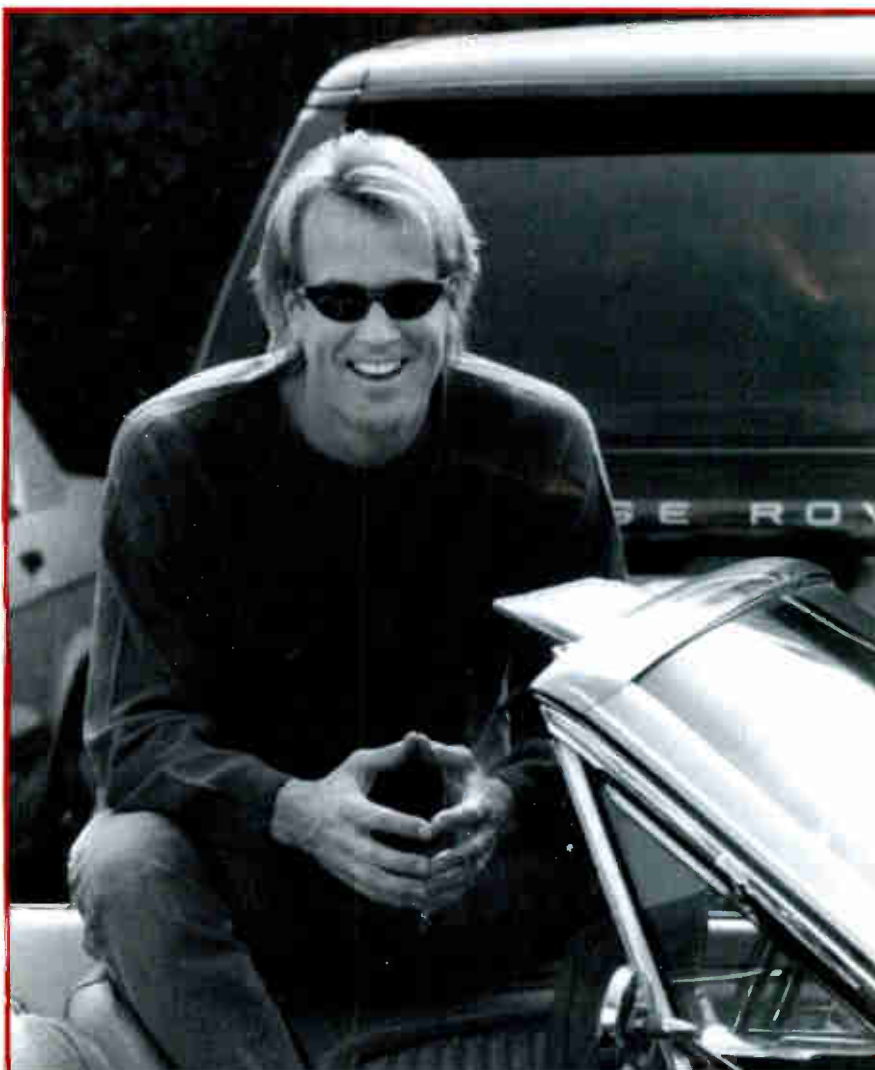
Not really. Not long ago, I had a conversation with Mancow in Chicago. I said, "You know what, dude? You're a smart guy. You have an amazing platform here — don't screw it up. You don't have to be conservative or liberal, but you have to be encouraging. Kids are listening to your show." I've had this conversation with Howard Stern, too, but all he wants to do is talk about your crotch.

Many people think of you as a Christian who plays great music and does a radio show. Others say you're a musician with a radio show, who happens to be Christian. How do you describe yourself?

I just happen to be a Christian guy. My belief — one of the basic beliefs of Christianity — is that I have a lot of work to do. It's not like Tom Cruise and the Scientology guys, who say, "You are in control of your own destiny." With Christianity, I am a sinner, and I have a lot of work to do. I need to attempt to live my life with great humility, and try to win the "I am third" award. That's the largest award at my kid's camp: God first, others second, and me third. It's really hard to do. The guy I'm trying to become is the guy doing this radio show. What we've created will enrich peoples' lives, even if it kills us. But I'm not trying to proselytize to anybody.

How important is it for you to make a difference in the lives of others?

The other day, I sat down in the make-up chair at Conan O'Brien's show. The make-up woman — who for five years has only said, "Hey, John, how's it going?" — told me, "You know what? I lost 10 pounds because of your radio show." She said her kids hadn't been talking to her, but she's back with them now. And I thought, "Okay, I'm done — shoot me through the head." The only thing I ever got on *Entertainment Tonight* was,



Tonight, in that I was never as important on that show as the content.

"Can you get me Phil Collins' autograph?" With the radio show, we find ourselves in a place where we're actually of use.

Where did the idea of "Intelligence For Your Life" come from?

My wife is a businesswoman; she runs a skin-care line, she's an actress, she's the mother of an 11-year-old and a 23-year-old who's moved back in with us, she cooks three meals a day. She's Italian, so it's all part of her make-up. I knew she was starved for information, because *Prevention* magazine and *Women's Fitness* and several newsletters were always stacked up by her desk, and she never got around to reading them. So I decided this show should be a newsletter on the air. I remember walking past the giant



newsstand at the corner of Van Nuys and Ventura Blvd. where there's literally a magazine for everything, and I thought, "Imagine standing in front of this newsstand. Suddenly, you put your arms out, and every article that you need for your life flies into your hands. Then, someone who sounds like me whispers it in your ear, surrounded with music."

Still, it's not a very sexy name for a radio show ...

I told [director of affiliate relations and associate producer] Scotty Meyers, "I've got this name for a show — 'Intelligence For Your Life.'" He did

an "ah-ha" thing that was less than encouraging. Executive producer Betsy Chase, who was doing our weekend countdown show, said it's way too clunky. I told them, if you say it enough, it will be great.

The show is on 200 stations now. What are you doing that works?

I'm not the focus of the show — the content is. It's similar to *Entertainment Tonight*, in that I was never as important on that show as the content. Of course, now the content on that show has gotten so disgusting that no one can watch it. But content

is king on my show — and we all operate from our hearts. I also think it has to do with finding that niche that nobody has found. It's a real statement of the times, where people are trapped in their cars and they don't want to hear the disgusting crap anymore. They don't have time to get the information they need to be a better parent or to quit smoking or to lose five pounds. That's what we do.

Do you focus on women's issues, or are some topics likely to attract men, as well?

There's no question that we attract women, but we also get a lot of men. In Hartford, we're on a rock station, which is amazing. We're not like those love-song shows on at night; we counter-program to them. Most men — and I'm like this, too — can't stand the sappy stuff. Instead, we say, "No meanness, no crying, and no whining. We know you have a problem already — that's a given." We don't want people thinking they're listening to a car wreck; we're here to tell you how to pick the best car so you don't have that wreck. The metaphor is strong: We want to make sure you protect yourself from the guy you're going to have a relationship with before you get into that relationship. As Rick Warren, the author of *The Purpose Driven Life*, says, "It's easier to stay out of temptation than it is to get out of temptation."

Reaching adults is one thing, but how do you target young people whose lifelong behaviors are just being formed?

Our Seattle station just got their trends, and they were so excited because they went from number 17 to number 3 with teenagers. I said, "Is that possible?" and the general manager said, "Absolutely. You started from scratch with these people, and there are no preconceived notions of who you are." Let's be honest: I was the guy on *Entertainment Tonight* with the PBS new-age-music career. People think, "Oh, please — it's the male Kathy Lee." Leno and Conan make fun of me. But I've been off *Entertainment Tonight* for almost 10 years now, so the teenagers who were 5, 6, and 7 when I left there have no idea who I am. To them, I'm John Tesh, the radio guy. And they listen.

Describe a perfect day in the life of John Tesh.

A perfect day would begin with an hour and a half of workout boxing. Then I would write music for a few hours, then do the radio show, and then go on stage to play songs with my daughter singing in the choir. And it happens — not every day, of course, and the concerts are mostly on the weekends. I love doing the radio show; it's compelling for me. But the one thing that totally makes me come alive is being on stage. This past week we did a couple of per-

I am very careful not to do any preaching on the radio show. Based on what I say on other shows, people know who I am. I'm in a messianic church, so I understand Jewish believers and Muslims and agnostics and atheists.

formances in New York — I love doing live TV, I love doing Conan. But being behind a nine-foot grand piano with an orchestra is really where I live.

Much of your music is decidedly worship-oriented — but do you ever just jam with your own music, or old rock-and-roll stuff?

We do a lot of different stuff. Later this month, we'll be at a church in Dallas, where we'll do both. I try to stay out of the churches, but we bring people in who wouldn't normally come to a church. If we're in Vegas, for instance, we'll do a secular concert at Caesars — instrumental songs, stories about family, goofy stuff about *Entertainment Tonight* and the Olympics. At the end of the concert, we'll say, "Listen — three of us in this band are in church worship groups, and we're going to stay for another hour and play some songs. You don't have to stay, but we're going to put the words up on the screens and have a fun time. This is not your typical church service; it's just us doing music. If you want to stay, it's

absolutely free." Maybe we'll lose 10 people. That's what our ministry is.

Do you bring your ministry to your radio show?

No. I am very careful not to do any preaching on the radio show. Based on what I say on other shows, people know who I am. I'm in a messianic church, so I understand Jewish believers and Muslims and agnostics and atheists. When we hire people at this company, maybe 30 percent of us are Christians.

How did the Sellecca-Tesh Foundation come about?

My wife will be happy that you asked. Six years ago, Mother's Day was coming up and I asked Connie where she wanted to eat. She said to me, "I don't want to go eat. I want to go to senior citizen homes, and I want to bring the mothers some flowers." I asked her if we needed to get permission to do that, and she said, "I don't care." That is so Connie. Now, since the kids have to do what Mom wants to do on Mother's Day, we loaded up on roses and went to nursing homes. We showed up and said, "Happy Mothers' Day." I ended up playing the piano, of course, while Gib danced with all the old ladies and Prima tried to teach some of the old men how to hip-hop dance. The saddest thing was how many of the women did not even know it was Mother's Day. From this experience, we realized there are so many people who are forgotten; that's why we call them The Forgotten Generation.

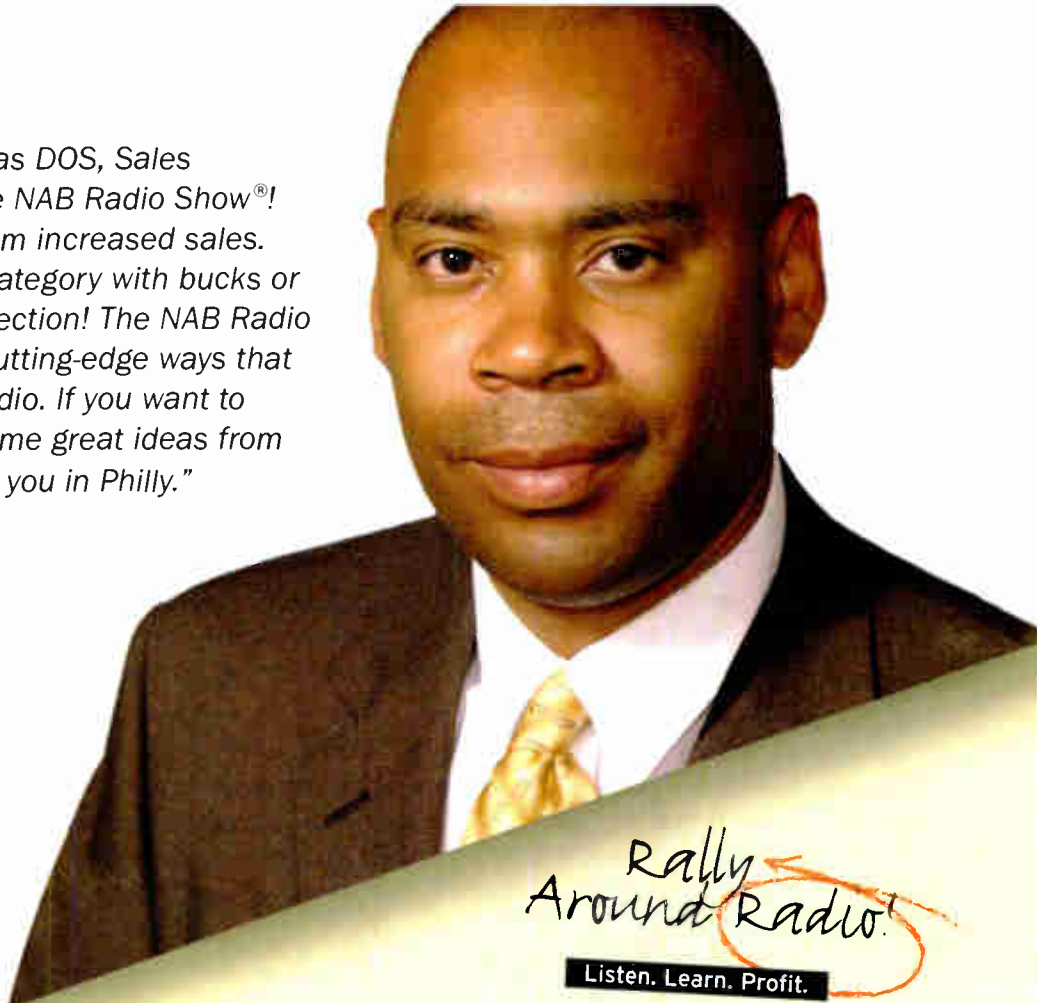
How did a project that started with roses end up with music?

Research on people who haven't spoken in five or 10 years shows that when they hear a song they recognize, they can sing along with it. That's what the hope of this foundation is. In the process of giving out the roses, we realized what music was doing. As part of this foundation, we decided to hire music therapists to go into these homes to perform Frank Sinatra or Tony Bennett songs. Of course, when we're in there, they'll be playing us Led Zeppelin and Grand Funk Railroad.

Is that something to look forward to?

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No. In fact, the idea scares the heck out of me. It's not fun to go into nursing homes. I think part of it is that we know that's where we're headed, and we say, "I'll get there — later."

If you did your radio show on television, would it have as much impact?

I think we could make this work on television. It would be a half-hour or hour syndicated show. We've talked about doing it the same way, with me on camera doing "Intelligence For Your Life," one- or two-minute things, and then playing videos, which MTV doesn't do anymore. But then I start thinking about how it would take me away from the time I spend on the radio show, which means it would take away from the time I spend with my family. I don't want to freak anyone out about the spiritual side of Christianity, but I firmly believe that God placed this show in my path to give me a voice to connect people to wonderful and encouraging information. I don't think it was placed in my path to make my life busier. If I take the next step to go back to television — which would be the tempting thing — it would be a house of cards.

What have you always wanted to try?

We were just in New York City and went to see some Broadway shows. I told my wife, "When the kids have left home, I want to be the singing dad on Broadway. I want to be that guy who sings, '...and yesssss, you will accomplish thaaaaat!'" I've been a Klingon, I've been the host of CBS sports and *Entertainment Tonight*, and I've reported on the Son of Sam killer in New York. Now I want to be the dad in a Broadway show. My wife just looks at me and shakes her head.

Do you think most people weigh the concepts of purpose and temptation when deciding what to do with their lives?

No. I'll walk up to someone I don't even know and ask what the deepest desire in their heart is, what makes time stand still, what would you do if you didn't get paid for it? Ninety percent of the people cannot

answer the question. It's scary. When you get to the point in your life that you figure out what that is, you never have to worry about money.

With so many different media and messages today, how difficult is it for a person today to identify who they are and what they want?

It's really hard. I just did a piece on how the average under-45 employee wastes two hours a day at work surfing the Internet for stuff that's not related to work. We've done

I've been a Klingon, I've been the host of CBS sports and *Entertainment Tonight*, and I've reported on the Son of Sam killer in New York. Now I want to be the dad in a Broadway show. My wife just looks at me and shakes her head.

pieces on how dangerous multi-tasking is for teenagers. There's a great scripture in Proverbs 23 that says, "Above all else, guard your heart." Be careful about what you see and who you talk with, be careful about gossip, be careful with anyone and anything you surround yourself with. I know that sounds like Christian doctrine, but think about it: Kids who watch an hour or more of television a night are 30 percent heavier than kids who don't. Teenage girls who date boys two years older or more than they are have a 35 percent greater chance of doing drugs, having a tattoo, or getting pregnant. On the other hand, in families that eat together at the dinner table at least three times a week, the kids have a 40 percent better chance of getting grades above B. You can be as good a person as you want, but if you're in

the wrong environment, you don't stand a chance. On the radio show, we try to connect people to this information.

How have 9/11 and the threat of terrorism affected your spiritual outlook — and how does that come through on your show?

This may sound a little "Constantine-ish," but there are four or five of us in the office who practice spiritual warfare. We absolutely believe that Satan and evil spirits are alive on this planet. We believe that's what happened with 9/11 and the London bombings. People become compelled to do evil things. It is not okay just to sit around and pray and say, "God protect me." You not only have to command that the evil be out of your life, but you have to figure out how to make that happen. God forbid anything should ever happen to my daughter, but I don't just sit around praying, "God, protect my daughter." If I'm in a restaurant and my daughter wants to go to the restroom, I am the CIA. I walk into that bathroom, I check it out, I say "okay, it's clean." I'm sorry, but that's the life we have to live now.

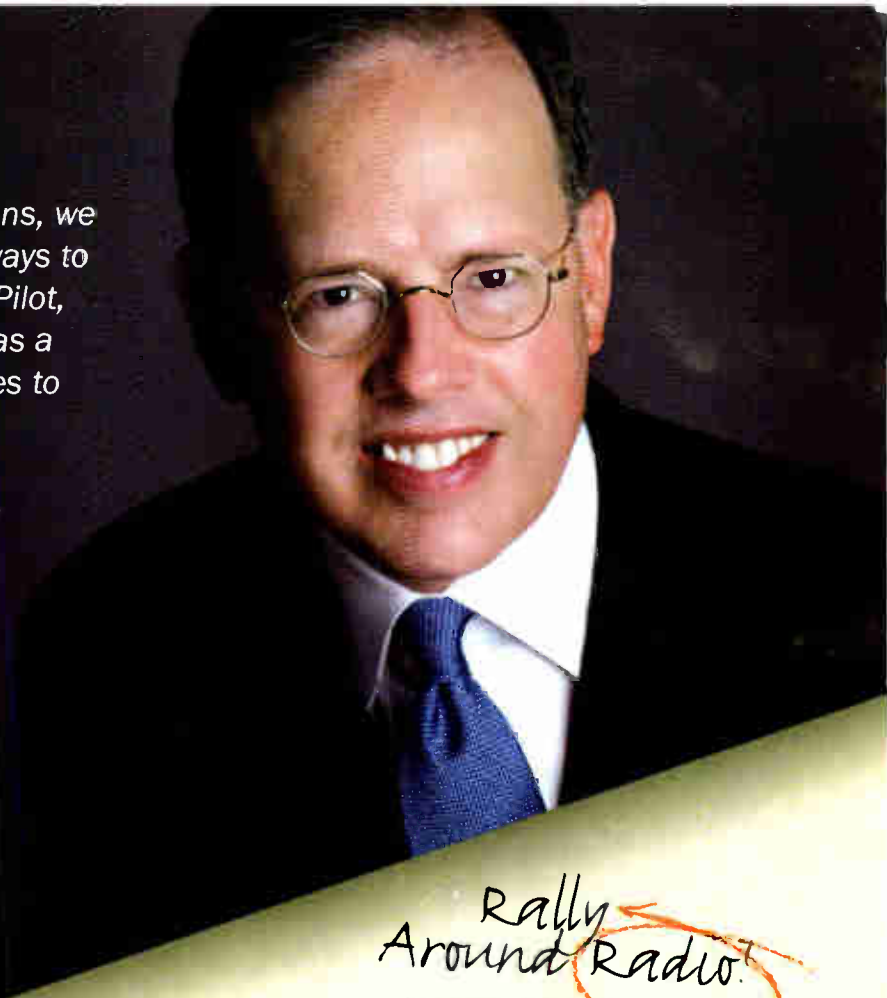
We're affecting peoples' lives with this show, and I think everybody wants to be in that position. I just turned 53, and I'm thinking about what's going to be filled in between "1952" and whatever the end date on my tombstone will be.

Do you think most people worry what those "tombstone reviews" will be once their lives are over?

They should. I have a friend who's been behaving badly in his marriage. He has step kids, his marriage is falling apart, and he's handling it wrong. His kids hate him, and it's a big mess. So I said, "I know everyone has tried to do therapy with you, but you just need to think about one thing — and be selfish about this. How do you want to be remembered? When these kids get up at your funeral, do you want them to have something to say about you, or are they not even going to show up?" Ultimately, what is the point of insisting you're right when your legacy is that you were wrong? ☹

"While we all have to operate our stations, we also need to budget time for learning ways to evolve and improve them. At Jefferson-Pilot, our people use The NAB Radio Show® as a break from the regular, day-to-day issues to spend time on the future. The Show's convergence of great minds and the latest technologies — all in one place — affords our teams the opportunity to network, see and learn new things, and invest in upgrading and advancing our business. The Show is also a great reminder of just how exciting and powerful our medium is."

Don Benson
 President, Radio Division
 Jefferson Pilot Communications
 Atlanta, GA



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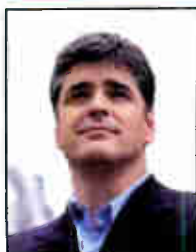
Welcome to the third annual *Radio Ink* Readers' Choice Awards, established to recognize the syndicated/network programs that you — the members of the radio community — consider the best in the business.

We opened the polling for these awards in June, and invited radio executives, managers, programmers, and sales reps to tell us which programs and personalities were working best on their station(s) — and which they would like to steal from their competitors. As

usual, our editorial offices received hundreds of ballots identifying programs in 13 categories, and we worked diligently to tally each one. We also worked extra hard to ensure that only votes from radio station employees were counted (in other words, votes from networks and syndication companies were thrown out).

Radio Ink would like to congratulate all the winners — and second- and third-place finishers — of this year's Readers' Choice Awards. Our readers have spoken, and *you are the best!*

POLITICAL TALK



1 SEAN HANNITY

(ABC Radio Networks)

Unarguably conservative, fanatically anti-liberal, and firm in his belief in all that's "right" in America, Sean Hannity also is unmistakably king of afternoon-drive Talk radio. "There is an audience that feels disenfranchised and that wants to be engaged in a deeper way," Hannity tells *Radio Ink*. "That's what we try to offer, and we try to do it in an entertaining way. We're not

upright: We're funny, we have a good time." Hannity's *Tuned In To America* airs on more than 325 affiliates across the U.S. In addition to his on-air duties, Hannity is the best-selling author of two books, including *Deliver Us From Evil: Defeating Terrorism, Despotism, and Liberalism*, which remained in the Number One slot on *The New York Times* bestseller list for five weeks.

2 RUSH LIMBAUGH (Premiere Radio Networks)

Rush Limbaugh launched his phenomenally successful radio broadcast into national syndication in 1988 with 56 radio stations. Now it is heard

on nearly 600 stations by 20 million people each week and consistently ranks as the highest-rated national radio Talk show in the U.S. Known as the media pundit who reshaped the political landscape with his entertaining and informative brand of conservatism, Limbaugh also is widely credited with resuscitating AM radio. He is the author of *The Limbaugh Letter*, the most widely read political newsletter in the country, as well as two best-selling books, *The Way Things Ought to Be* and *See, I Told You So*, which have sold more than 8.9 million copies.

3 LAURA INGRAHAM (Talk Radio Network)

A graduate of the University of Virginia School of Law, Laura Ingraham served as a law clerk to Supreme Court Justice Clarence Thomas. Ingraham then worked as a criminal-defense attorney before launching *The Laura Ingraham Show* in 2001. Sharp-witted, sarcastic, and acerbic, she also is an author, frequent columnist, and television commentator. Her latest book — *Shut Up & Sing: How the Elites in Hollywood, Politics...and the UN are Subverting America* — is a bestseller. Her book *The Hillary Trap*, first released in June 2000, was recently re-released in an updated paperback version.

FINANCIAL TALK



1 BOB BRINKER (ABC Radio Networks)

Bob Brinker brings 30 years of investment experience to his financial program *Money Talk*, during which he answers investment questions and discusses the latest financial issues. Brinker also is the publisher of *Marketimer*, a monthly investment newsletter that has been named to *Forbes* magazine's Newsletter Honor Role. He is a long-time member of the New York Society of Security Analysts and the Financial Analysts

Federation. He has served as a vice president of the Bank of New York and chief investment officer for the United States Subsidiary of Guardian Royal Exchange in London.

2 CLARK HOWARD (Jones Radio Networks)

Clark Howard's spirit, optimism, and just-plain-useful advice resonate with 3.5 million listeners weekly on more than 150 radio stations.

Howard hosts weekly consumer segments for CNN's *Daybreak* and WSB-TV Atlanta, writes a weekly column for the *Atlanta Journal-Constitution*, and is author of *Clark's Big Book of Bargains*. In 1993, he opened an advice service for consumer questions, the Consumer Action Center, staffed by more than 140 volunteers. With the help of his listeners, he has built more than a dozen homes for Habitat for Humanity.

3 DAVE RAMSEY (The Dave Ramsey Show)

Dave Ramsey's riches-to-rags-to-riches, American-dream, work-hard-and-then-harder story is one with which the average listener can truly connect. By age 26, he had established a \$4-million real estate portfolio, only to lose it all by age 30. He has since rebuilt his financial life and now devotes himself full time to helping ordinary people understand the forces behind their financial distress and how to set things right — financially and emotionally. Beginning his radio career while re-building his lost fortune, Ramsey today broadcasts his financial wisdom to more than 2 million weekly listeners on 240 radio stations throughout the U.S.

HEALTH/RELATIONSHIP TALK

1 DR. LAURA SCHLESSINGER (Take On The Day/Premiere)
During its 11 years in national syndication, Dr. Laura Schlessinger's nationally distributed talk show has helped thousands of men and women cope with the everyday challenges of life, love, and family. Dr. Laura, as her many fans affectionately call her, also is a best-selling author of adult trade books and children's books. Last summer Harper Collins published *Woman Power: Transform Your Man, Your Marriage, Your Life*, the companion book to her wildly successful *New York Times* bestseller, *The Proper Care and Feeding of Husbands*.



2 DR. DEAN EDELL (Premiere Radio Networks)
Arguably the first physician to be successfully syndicated nationwide, Dr. Dean Edell finds on-air counseling to millions of listeners and viewers far more satisfying than practicing eye surgery, his original field. "Radio is the medium," he says. "It communicates like no other. It has a special nuance that no other medium has, and anyone can call and participate." Edell has received many awards from such organizations as the American Cancer Society and the American Heart Association, and has received the Edward R. Murrow Award for Journalism and an Emmy for his television broadcast.

3 DR. JOY BROWNE (WOR Radio Networks)
With a no-nonsense approach, compassion, intelligence, and wit, Dr. Joy Browne has developed a fiercely loyal audience that has followed her closely for 12 years on network radio. Her background includes a stint as a corporate research psychologist, a university professor, and a therapist in private practice. An accomplished author, she has been honored with many awards, including the American Psychological Association President's Award (1998) and Best Female Talk Show Host (1996, 1997). For the past five years, she has been voted one of the 100 Most Influential Talk Show Hosts.

GENERAL TALK

1 GLENN BECK (Premiere Radio Networks)
A former Top-40 DJ, Glenn Beck entered the Talk format in 2001, and his show now is broadcast on 175 stations nationwide. He's been described as a "modern-day storyteller who is armed with a quick wit, an informed opinion, and a unique ability to inspire others to experience their full potential with an open heart." A recovering alcoholic, Beck says that coming to terms with his past and staying sober shifted his life direction. "I hope people feel goodness from my show and accept me for who I am, flaws and all," he observes. Eighteen months after taking WFLA-AM in Tampa to the top of the ratings, Premiere offered Beck the opportunity to go national. *The Glenn Beck Program* launched on 47 stations in January 2002.



2 DON IMUS (Westwood One)
Provocative, humorous, and informative, the *Imus in the Morning* show has been entertaining millions of listeners in New York and across the country for the better part of 30 years. Imus regularly offers a mix of current affairs, politics, and sports, and his show has become a regular stop on the circuit for Washington insiders, the liberal media elite, best-selling authors and the occasional presidential candidate. Imus is a three-time Marconi Award winner, a member of the Radio Hall of Fame, and recipient of a Lifetime Achievement Award from the National Association of Broadcasters.

3 HOWARD STERN (Infinity Broadcasting)
"The king of all media" is jumping ship to satellite radio at the end of this year, but count on Howard Stern to remain radio's biggest bad boy. Love him or hate him, Stern is a bestselling author, movie star, and TV producer with a knack for conducting exceptionally revealing interviews with celebs and other guests. A favorite of men 18-34, Stern takes obvious delight in talking about all things sexual, often finding himself afoul of media watchdogs and the FCC.

NEWS



1 PAUL HARVEY (ABC Radio Networks)
Paul Harvey is arguably the largest one-man radio network, consisting of more than 1,200 radio stations, 400 Armed Forces Network stations that broadcast around the world, and 300 newspapers. Harvey has said that he was raised in radio newsrooms. During his time in those newsrooms, he has broadcast the news to millions. Born and raised in Tulsa, he began his radio career in 1933 at KVOO-AM in Tulsa, while he was still in high school. Over his career, Harvey has served in a number of on-air positions, including a stint that began in 1940 in Hawaii. He was returning to the United States from that assignment when the Japanese bombed Pearl Harbor. Harvey subsequently enlisted in the Army Air Corps and served until 1944. Upon leaving the Corps, Harvey moved to Chicago, where in June 1944 he began broadcasting from the ABC affiliate WENR-

AM. In 1951, he began his coast-to-coast *News and Comment* on the ABC Radio Networks.

2 ABC NEWS RADIO (ABC Radio Networks)
With 2,500 affiliates, ABC News Radio is the 2005 winner of the Edward R. Murrow Award for Overall Excellence — the sixth time the news service has garnered this honor. Content-rich programming includes live anchored coverage, unmatched breaking news coverage, on-scene reporting, special events, complete sports, and various features.

3 WALL STREET JOURNAL THIS MORNING (Wall Street Journal Radio Network)
The Wall Street Journal This Morning offers radio listeners an early look at the top business news stories from the pages of *The Wall Street Journal*. Each one-hour show previews *The Journal's* take on what to watch for later in the day in the worlds of business, money, the markets, travel and technology, marketing, media, careers, e-commerce and more. Hosted by Michael Wallace, the program is fed live at 5 a.m. ET, with re-feeds for each time zone.

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WEEKLY MUSIC

1 JOHN TESH (Teshmedia Group)

The John Tesh Radio Show focuses on a concept program that host John Tesh calls "Music and Intelligence For Your Life," providing listeners with guidance and information that they can use in their daily lives. The concept has proven so powerful that many listeners prefer hearing his show, rather than watching television. "I'm at a time in my life when I want my personal reality show to be aimed at helping others," says Tesh. "Planting seeds and encouraging people with the program and my music is a method with which I am truly comfortable. 'Music and Intelligence For Your Life' is a safe haven for family listening. Children, men, and women of all ages can gain something from the show."



2 DICK BARTLEY (ABC Radio Networks)

The quintessential Oldies guru, Dick Bartley delivers four hours of music from the 1960s to the early '70s — the sounds of the Beatles, the Beach Boys, the Supremes, the Stones — everything from the superstars to the one-hit wonders. A 2000 Radio Hall of Fame inductee, Bartley is a three-time nominee for the NAB's Marconi Award as "Network Personality of the Year." He won *Billboard's* Radio Award for "Network Program of the Year" in 1988, '89, and '90; and he won the New York International Radio Festival "World Medal" for his *Beatles* '95 radio special.

3 AMERICAN TOP 40 WITH RYAN SEACREST (Premiere Radio Networks)

With Ryan Seacrest's successful broadcasting career, it's no wonder that E! Online named him one of the "20 Young Guns Under 30 Who Hold Hollywood's Future in Their Hands." Last year, Seacrest took over for Casey Kasem, counting down the American Top 40 every week on the nation's top radio stations. He also took over the morning show on Los Angeles radio powerhouse 102.7 KIIS-FM. With his multiple television and radio specials, his many restaurant investments, and his launch of the "R Line," Seacrest is redefining what it means to be an entrepreneur and a triple threat in Hollywood.

DAILY MUSIC

1 DELILAH (Premiere Radio Networks)

Delilah hosts the nighttime music program naturally known as *Delilah*, which targets women 25-54, who collectively love her distinctive blend of story-telling, sympathetic listening, and encouragement. The show, scored with Adult Contemporary soft rock, is Number One in this category. "My show is a safety zone, where listeners take off their armor, slip into a 'Mr. Rogers' cardigan, sit around the electronic hearth, and share their secrets," she says. "We are single parents, age 25 to 54, who shop at Target, Sears, Wal-Mart, and thrift shops. The calls and e-mails come from men and women who share their experiences of broken love affairs and broken families."



2 JOHN TESH (Teshmedia Group)

John Tesh is a winner and runner-up in two Readers' Choice categories. Please see his profile under the Weekly Music category.

3 MATT & RAMONA (Jefferson-Pilot)

Matt Harris and Ramona Holloway have known each other since 1995, and their friendship led to them to where they are today: co-hosting *The Matt & Ramona Show* for Jefferson-Pilot in Charlotte, N.C. Harris has worked at radio stations in Pennsylvania, Ohio, Maryland, and Virginia. He says, "It feels good to be in Charlotte — I used to do morning radio, but now I love having fun with listeners on their way home from work...plus, I can sleep in A LOT later!" Described as "smart and sassy," Holloway has lived in Ohio, New Jersey, Indiana, and Virginia. A former Kmart employee, she boasts that she was the best "blue light announcer" in the store.

Music & Intelligence For Your Life

Thank you, *Radio Ink* Readers,
for making John Tesh and *The John Tesh Radio Show* the winner of the
2005 Radio Ink Readers' Choice Awards for Best Syndicated Personality
in the "Weekly Music Program" Category.

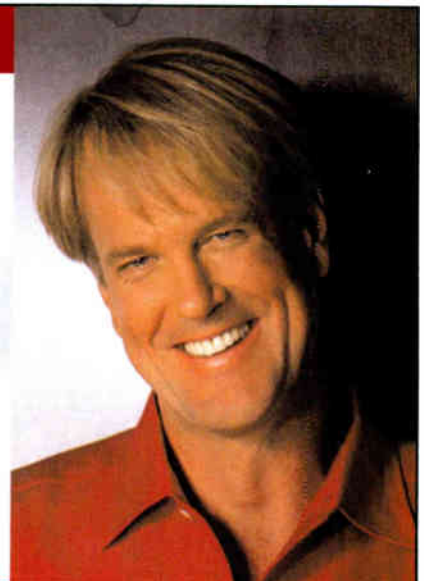
Wow! John is #1 with women with a 9.1 share up from a 3.7 and #2 with adults.
This is huge!

Mary Lou Gunn, V.P. Market Mgr., Clear Channel Portland

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Bob Brinker



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Dick Bartley



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Radio Disney
Scott Shannon's True Oldies



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COMPUTER/TECHNOLOGY

1 **KIM KOMANDO** (WestStar Talk Radio)

Kim Komando is host of *The Kim Komando Show*, a top-10-rated radio Talk show with more than 8 million listeners every week. She is also a syndicated columnist and author of seven books. Irreverently known as "America's Digital Goddess," Komando is a former account manager at IBM, AT&T, and Unisys; she also has written numerous books and articles dealing with computers and technology. She was awarded the National Engineering Leadership award and was elected the most successful Arizona State University graduate (out of nearly 10,000 persons) for her graduating year. If you play the 20th Anniversary Edition of Trivial Pursuit, keep an eye out for the Kim Komando question!



SPORTS

1 **JIM ROME** (Premiere Radio Networks)

Perhaps the most respected voice in the world of sports broadcasting, Jim Rome is known for his aggressive, informed, rapid-fire dialogue. His nationally syndicated radio program, *The Jim Rome Show* — aka "The Jungle" — airs on more than 185 radio stations each weekday and boasts more than two million listeners. But these are no ordinary listeners: They are a legion of fans known as "The Clones," who live and breathe for Rome's views on the day's larger issues of sport. Rome also hosts *Jim Rome Is Burning*, a weekly, live, one-hour provocative Sports Talk show on ESPN.



2 **MIKE & MIKE** (ESPN Radio)

Hosted by nine-year NFL veteran Mike Golic and SportsCenter/ESPNEWS anchor Mike Greenberg, *Mike & Mike in the Morning* is a mix of sports news, analysis, and interviews with big-name athletes, coaches, and analysts. Golic welcomed Greenberg as his partner on December 30, 1999, when "Greeny" added radio duties to his schedule of anchoring ESPNEWS, ESPN's 24-hour sports news network. He has held the ESPNEWS job since September 1996.

3 **ESPN RADIO NETWORK**

ESPN Radio, launched in January 1992, has evolved into the quintessential sports-lovers' paradise. Featuring scores of programs and personalities covering virtually every sport on the face of the planet, ESPN has become synonymous with sports broadcasting. With such names as Dan Patrick, Tony Kornheiser, Rob Dibble, Mike & Mike (see above), and the Sports Brothers, ESPN's line-up reads like a Who's Who of sportscasting legends.

FORMATS

1 **RADIO DISNEY** (ABC/Disney)

ABC Radio describes Radio Disney as "the ultimate music environment for kids and families...the only 24/7, listener-driven radio network where kids and families can rock out to pop, rock, soundtrack, oldies and evergreen hits." Artists who frequent the network's playlist include Hilary Duff, Jesse McCartney, Lindsay Lohan, Raven, Avril Lavigne, FeFe Dobson and Jump 5. Radio Disney features interactive programming, both on-air and online, empowering kids by allowing them to participate in programs and pick the music they want to hear.

2 **JACK** (SparkNet Communications)

Described as an "iPod set on shuffle," the Jack format has experienced profound success in Canada and on some stations in the U.S. Though listeners who tune to established radio stations resent the disappearance of their favorite music and personalities, Jack is designed to appeal to an audience that has tired of tight playlists featuring the "same-old, same-old." Using the slogan "playing what we want," Jack stations draw from a wide mix of 1970s, '80s, and '90s hits with current hot Adult Contemporary singles.

3 **SCOTT SHANNON'S TRUE OLDIES** (ABC Radio Networks)

Legendary broadcaster Scott Shannon is the program director and host of the *True Oldies Channel*. In 2003, he was inducted into the National Association of Broadcasters' Radio Hall of Fame. "It's been a life-long dream of mine to program a nationwide Oldies channel," he says. "As of today...we have reinvented the Oldies format. If you like Oldies, you will fall in love with this station!" No stranger to nationwide audiences, Shannon hosted the "Rocking American Top 30 Countdown" from 1985 to 1991. Today, he is part of the successful morning team *Scott and Todd in the Morning*, heard on WPLJ New York, and he is the official voice of *The Sean Hannity Show*.

SHOW PREP/COMEDY

1 **AMERICAN COMEDY NETWORK**

The American Comedy Network has been creating topical comedy bits for radio and other media for more than 20 years. Through its Radio Prep and Onion Radio News services, ACN supplies the world's funniest radio shows with the world's best audio and written comedy material. The company provides hundreds of stations with song parodies, fake commercials, drop-ins, and character interactives. Affiliates receive by e-mail a daily joke sheet with topical one-liners, celebrity birthdays, and almanac jokes. In addition, ACN's 49-CD Gold Library gives affiliates thousands of evergreen comedy bits dealing with seasonal, holiday, and other recurring themes.

2 **TM CENTURY**

TM Century provides stations with two comedy/show prep services: the Daily Comedy Network and Bitman. DCN provides parody songs, timely bits, interactives, TV/movie drops, and production elements based on the news and current events; they are delivered to users' e-mail in-box each morning. Stations receive two fully produced, topical bits via e-mail every day, and they have access to a website where topical comedy bits are posted on a daily basis. Meanwhile every morning, Bitman gives stations 15-25 pages of new prep material and the best topical comedy in the business. The service has provided material for Jay Leno and David Letterman and has been quoted in such publications as *USA Today* and the *Los Angeles Times*.

3 **LAUNCH RADIO NETWORKS**

Serving more than 550 affiliates, Launch offers show prep, comedy, audio, follow-up contact information, and live guest interviews. Staffed with more than 25 full-time writers, editors, and producers — with studios in New York, L.A., Nashville, and Detroit — the service recently has attracted 100 new Talk stations with the addition of "Live Guest Booking." The company says it services all formats, including Spanish and Jack, and it provides music and entertainment news formatted for radio stations' websites. In business since 1993, Launch has been under United Stations' ownership for two years.

In The 2005 *Radio Ink* Readers' Choice Awards For Short-Form Programs... We Came in 3rd!

And We Couldn't Be Happier.



Thanks to everyone who voted for Something You Should Know.



Mike Carruthers

So, how did a little guy like us get voted 3rd place — right behind ABC and CBS? By delivering consistent, smart radio to the 25-54 audience for over 25 years.

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— Peter Casey, *WBZ-Boston*
— affiliate for over 20 years

"**Something You Should Know** is great radio. Believe me, I know. We have programmed it every day for over 20 years. It just gets better and better. Congratulations!"

— Bernie Moody, *Adult Contemporary, KWAV-FM*
— Monterey, CA

"Listeners love **Something You Should Know**! I get calls and e-mails from them all the time. It is a definite tune-in factor for us. Well done on your *Radio Ink* award."

— Stan Orchard, *KOMO-Seattle*
— affiliate for over 8 years

Hear why **SOMETHING YOU SHOULD KNOW** is so popular with *Radio Ink* readers.

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www.somethingyoushouldknow.net/demo/news.mp3

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STRAND
Media Group

SHORT FORM

1 PAUL HARVEY (ABC Radio Networks)
Paul Harvey is the winner in two Readers' Choice categories. Please see his profile in the News category.

2 DAVE ROSS (CBS Radio Networks)
After four years as a reporter at WSB in Atlanta, Dave Ross joined KIRO Seattle in 1978 as a news anchor, started hosting his own Talk show in 1987, and began filling in for CBS' Charles Osgood in 1992. That role eventually became a full-time gig, and Ross now provides daily comment for the CBS Radio Network. He often takes his show on the road to such places as Qatar, Jerusalem, China, Berlin, and Argentina. He has been recognized with a Marconi nomination and the 2001 Edward R. Murrow Award for Commentary. The latter was an award he was unable to accept, as the ceremony was scheduled for September 12, 2001, and his flight to Nashville was on the 11th — he ended up on assignment in New York City.

3 SOMETHING YOU SHOULD KNOW (Strand Media Group)
Strand Media Group, Inc. began producing *Something You Should Know* 25 years ago, and over that time has distributed thousands of short-form vignettes covering virtually all aspects of daily life. The program was created (and is hosted) by Mike Carruthers, who began his radio career in the 1970s, working on the air at KBIG, KIQQ, KLSX in Los Angeles, as well as several other stations in the U.S. Carruthers has hosted radio specials for Westwood One and ABC Radio, and has voiced television projects for 20th Century-Fox, Superstation WTBS and *Baywatch*.

ALTERNATIVE TALK

1 COAST TO COAST AM WITH GEORGE NOORY (Premiere Radio Networks)
While hosting *The Nighthawk*, a late-night program on KTRS in St. Louis, Noory was recruited by Premiere Radio Networks to serve as guest host on *Coast to Coast AM* with Art Bell. Noory became the permanent host of the overnight program in 2003, following Bell's retirement. Noory is said to "captivate listeners with his discussions of paranormal phenomena, time travel, alien abductions, conspiracies, and all things curious and unexplained." He says he's driven by the desire to solve the great mysteries of our time. "I've wanted to cover stories that the mainstream media never touch — the unusual, the paranormal, and things like that," he explains. "I learned that broadcasting was the best business for exploring these issues, and I've been doing it for 33 years." Noory says if he weren't a national radio talk show host, he'd be in politics.

2 MICHAEL SAVAGE (Talk Radio Network)
Self-described "explosive" conservative radio Talk show host Michael Savage continues to dominate the airwaves with his brash commentary and unapologetic solutions. "Wilder than Bill (O'Reilly), funnier than Ann (Coulter)," Savage says he is unafraid to take on any part of the political establishment. He pulls into his commentary many of his life experiences, including those of father, son, husband, brother, ice-cream factory worker, bus-boy, lifeguard, writer, and scientist. He is the author of bestselling books *The Savage Nation* and *The Enemy Within*. Holder of a Ph.D. from Berkeley, Savage attacks big government and liberal media bias, but champions the environment and animal rights.

3 PHIL HENDRIE (Premiere Radio Networks)
Doing voices ever since he was a child, Hendrie says he was influenced by such comedy greats as Jackie Gleason, Lenny Bruce, "Emperor" Bob Hudson and Frank Zappa. He knew when he was 5 years old that he wanted to be in radio, and he got his start as a disc jockey at WBJW-AM in Winter Park, FL. A disc jockey for 15 years, Hendrie changed course while at KVEN-AM in Ventura, CA. in 1990, when he developed the character of Raj Feenan, a fictional Iraqi who defended Saddam Hussein. This was at the height of the Gulf War, and Hendrie's antic immediately lit up the phones. Over the next 10 years, he worked at stations in various markets, signing with Premiere in 1999. Today, *The Phil Hendrie Show* is heard on 100 stations across the U.S.

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Brainstorm To Up-Sell Your Account Lists

The second best thing you can do with your sales reps this summer (right behind taking your staff to see *Cinderella Man*) is to involve them in a group brainstorming session about up-selling target accounts on their lists.

Sounds pretty easy, right? Just pick out some accounts, put a package together, and pitch them. Wrong! If you really want to maximize these accounts, it takes a little more than the package-of-the-week — at least for most of them. Lest you think this is something that can be easily accomplished over a few drinks at the end of a long day, think again.

What you really need to do is involve all your reps, plus the program director and promotions manager, in the brainstorming session, flagging certain accounts that have the best potential to be up-sold. Any brainstorming worth doing is worth doing in a serious, productive way. Here are some suggestions:

Best 5: During your next one-on-one meeting with your sales reps, you and the rep agree on five of the best accounts that have the most potential to be up-sold or, as we like to categorize them, move them from being a C client to a B, and a B client to A, the highest level in our account management system. You and the rep rate the five up-selling targets with a 1-through-5 priority (1 having the greatest potential or need).

Call the customer: Most of the targets will be accounts you already have on the air. You can target non-active accounts, but remember that our purpose here is to up-sell. The rep calls the customers to tell them they are one of five accounts that will be included in a special all-day brainstorming session with the goal of developing two or three new ideas that could increase the customer's R.O.I., foot traffic, or profitability — or do whatever else will solve the client's potential needs (which we should already know).

Criteria: Here are some things the reps must know in order for these accounts to qualify for the brainstorming session: the amount of money that is potentially available to up-sell; the client's current media spending and with what media; the client's current challenge, need, or opportunity; the decision-maker and any other influencers on the account. Reps must have account histories, including current schedules and any promotional activity, and a com-

plete needs-analysis on each account (the rep just can't come in with an account and no background).

Brainstorming participants: Include all sales reps on staff, the sales manager, production director, promotion manager, and program director. You want all the people who could make a decision, especially if a promotion or cross-marketing idea might be involved.

Purpose: Identify your goal: e.g., an effective yearlong campaign (creative and scheduling) and/or increase in spending on the station(s).

Format: With a small group, this can be done in a morning, but a group of six or more people should have an all-day session with a lunch break. Each rep starts with his or her No. 1 target, relating the information from the criteria section. At least two ideas are required before moving to the next rep. After round one, you go to round two and begin the process again until you go through all five accounts from each rep. Some accounts will go quickly, while others will take more time. Make sure everyone is involved. The more everyone participates, the more ideas are generated.

After the brainstorming session, reps should pick the one of their five accounts that they think has the best chance to immediately up-sell, and immediately call that client to say he or she has been selected for a 30-minute (maximum) presentation of the ideas generated by the group brainstorming session. This should be an attraction, as they were previously notified that they were one of the accounts selected for this special session. The client is told that there will be a presentation only of the ideas that came out of the session — no initial selling. If the client likes any of the ideas, then of course money can be discussed at that point.

One more thing: Make every effort to create a fun, relaxed atmosphere for the idea session. Pick a brainstorming date two weeks ahead so the reps can prepare and can do their due diligence on the target accounts. This systematic brainstorming session will be one of the best things you will do with your sales staff to generate incremental dollars from existing clients. It also brings together other station members with sales to make it a "Joint Chiefs of Staff" effort! ☛

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



THE SALES OF ADVERTISING VS. THE BUSINESS OF ADVERTISING

The business of media sales can be broken into two distinctly different disciplines that involve dramatically different skill sets. These are the “sales of advertising” and the “business of advertising.”

The “sales of advertising” is little different from other outside sales, such as stock or insurance brokerage. It involves the art and discipline of prospecting, preparing, presenting, and closing the sale. It also includes the follow-up and service after the sale to build repeat business. The “sales of advertising” is quite simply all about our business, and satisfying the needs and goals of our station.

On the other hand, the “business of advertising” is what happens once you are actually in the door. At that point, you temporarily take off your sales hat and put on your marketing hat, focusing on ways to help the client’s business grow. While it is your sales approach that will get you in the door, it is your marketing expertise and creative solutions that will ultimately determine your long-term success.

So, what is more important: the “sales of advertising” or the “business of advertising”? I once hired a former copier salesperson who made more cold calls in a day than I thought was humanly possible. This individual had a drive like no one I had ever seen, and she had an affable personality that helped get her in the door of many businesses. Although she was successful selling packages and closing

one-time sales, she did not understand the “business of advertising” and therefore could not survive the attrition of accounts. This person was ultimately more successful selling commodity products, where the sheer volume of presentations was the key to success. This is not a value assessment of who she is, but rather a distinction to understand how an individual’s strengths must match their position.

In another example, I once worked with a brilliant marketer who could come up with exceptionally creative marketing campaign ideas, but who lacked the sales skills to develop a sufficient number of prospects for presentations. The few people that he saw were easily sold, but the volume was not sufficient to sustain the level of sales required to be a success. This individual would have been much more successful at a marketing firm or advertising agency where sales were not an issue.



A mastery in both the “sales of advertising” and “the business of advertising” is essential to be successful in media sales. The skill set and discipline required for the “sales of advertising” ensure that you develop a sufficient number of prospects for presentation; mastery in the “business of advertising” ensures the success of your client’s campaigns and ultimately your career.

Remember: If you help your clients reach their sales goals, you will reach your sales goals. Their success will translate into your success! 📞

Michael Guld is president of the Guld Resource Group and author of the just-released book, *The Million Dollar Media Rep: How To Become A Television and Radio Sales Superstar*. He can be reached at 804-360-3122, or e-mail him at michael.guld@guldresource.com

The following differentiates the priorities in the “Sales of Advertising” and the “Business of Advertising.”

The “Sales Of Advertising”	The “Business Of Advertising”
Selling (Me)	Marketing (Them)
Our products	Their products
Our promotions	Their promotions
Our prospects	Their prospects
Our strategy	Their strategy
Our research	Their research
Our competition	Their competition
Our competitive advantage	Their competitive advantage
Our budgets	Their budgets
Our sales	Their sales
Our service	Their service
Our success	Their success

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-- NOAH LAMSON, INTERNET DIRECTOR, 92 KQRS

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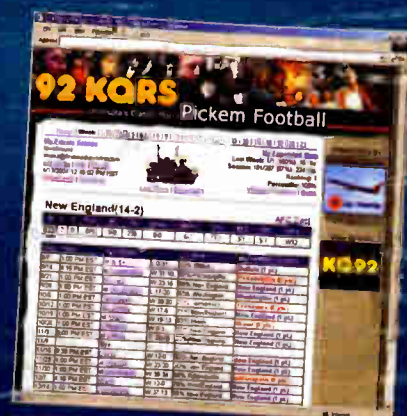
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Events

ARBITRON DATES

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

AUGUST

Aug. 25-26 — Oregon Association of Broadcasters Fall Conference, Portland, OR.
www.theoab.org/oabconfevnts.html

SEPTEMBER

Sept. 2-4 — 27th International Audio Engineering Society Convention, Hillerød, Denmark.
www.aes.org
Sept. 8-13 — (IBC) International Broadcasting Convention, Amsterdam.
☎ (UK) +44-171-611-7500
www.ibc.org
Sept. 14-15 — Kentucky Broadcasters Association 2005 Annual Manager's Conference, Prestonsburg, KY.
www.kba.org
Sept. 21-23 — NAB Radio Show, Pennsylvania Convention Center, Philadelphia.
☎ (888) 740-4622
Sept. 22-25 — National Lesbian & Gay Journalists Association 15th Anniversary Celebration & Convention, Chicago.
www.nlgja.org
Sept. 23-25 — National Alliance of State Broadcast

Associations (NASBA) Fall Meeting, Philadelphia.

OCTOBER

Oct. 3-6 — NAB Satellite Uplink Operators Training Seminar, Washington, DC.
☎ 202-429-5346
www.nab.org
Oct. 5-6 — North Dakota Broadcasters Association Annual Fall Conference, Fargo, ND.
www.ndba.org
Oct. 6-9 — Association of National Advertisers 2005 Annual Conference, Scottsdale, AZ.
www.ana.net
Oct. 7-10 — Audio Engineering Society Convention, New York.
www.aebanet.com
Oct. 14 — Commercial Radio Australia National Radio Conference, Sydney.
www.commercialradio.com.au. +61-2-92816577.
Oct. 16-18 — Kansas Association of Broadcasters Annual Convention, Wichita, KA.
www.kab.net
Oct. 17 — RTNDA Awards Dinner, New York. ☎ Rick Osmanski, 202-467-5200, ricko@rtnda.org.
Oct. 20 — New Hampshire Association of Broadcasters Job Fair, Concord, NH.

www.nhab.org
Oct. 23-24 — NAB European Radio Conference, Athens, Greece.
☎ 202-429-3925
www.nab.org/directories/events.
Oct. 24-25 — Indiana Broadcasters Association Annual Convention, Indianapolis, IN.
www.indianabroadcasters.org
Oct. 26-28 — NAB Fall Board Meeting, Washington, DC.
☎ 202-429-5358.
www.nab.org

NOVEMBER

Nov. 3-4 — Alaska Broadcasters Association Annual Convention, AK.
www.akbroadcasters.org
Nov. 4-6 — Broadcast Leadership Training Program, Washington, DC. NAB Education Foundation. 202-429-5424.
www.nabef.org/BLT
Nov. 4-5 — Billboard Entertainment Conference & Awards, Covel Center at Sunset Village, UCLA.
☎ 646-654-4644
www.billboardevents.com
Nov. 5 — 2005 Radio Hall of Fame Induction Ceremony, Chicago, IL. ☎ 866-860-1540
www.museum.tv
Nov. 6-8 — CAB 2005 Canadian Assoc. of Broadcasters Annual convention, Winnipeg.
www.cab-acr.ca

Nov. 14 — 3rd Annual Ohio Broadcast Engineering Conference, Columbus, OH.
☎ 614-278-4052
www.oab.org
Nov. 18 — Radio Club of America's 96th Anniversary Annual Awards Banquet, New York.
www.radio-club-of-america.org

DECEMBER

Dec. 6 — *Radio Ink's Forecast 2006*, Harvard Club, NYC.
☎ 800-610-5771
www.radioink.com
Dec. 6-8 — WiFi/VoWiFi (Voice Over WiFi) Placet Conference & Expo, San Jose, CA.
www.jupiterevents.com

AND MORE ..

Feb. 15-17 — Country Radio Broadcasters' CRS 37, Nashville, TN. ☎ 615-327-4487.
www.crb.org
Feb. 9-12 — RAB2006, New Orleans, LA. ☎ 800-917-4269
www.rab.com
Feb. 17-22 — National Religious Broadcasters Annual Convention & Exposition, Dallas/Fort Worth, TX.
www.nrb.org
Mar. 1-3, 2006 — NAB Winter Board Meeting, Washington, DC.

☎ 202-429-5358.
www.nab.org
March 7-8 — Great Lakes Broadcasting Conference & EXPO, Lansing, MI.
www.muhmab.com/
Mar. 31-Apr. 1 — Oklahoma Association of Broadcasters Annual Convention, Oklahoma City, Oklahoma.
☎ 405-848-0771
www.oabok.org/
April 19-22 — National Federation of Community Broadcaster's 31st Annual Community Radio Conference, Portland, OR.
www.nfcb.org
April 22-27 — NAB2006, Las Vegas.
www.nab.org, www.nabshow.com
May 5 — 2006 Annual Vermont Association of Broadcasters Convention, Montpelier, VT.
www.vab.org/
June 5-6 — 2006 Mid-Atlantic Broadcasters Conference, Atlantic City, NJ
www.njba.com/

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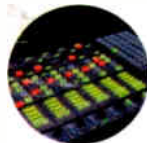
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