

RADIO'S PREMIER MANAGEMENT & MARKETING MAGAZINE

RADIO INK

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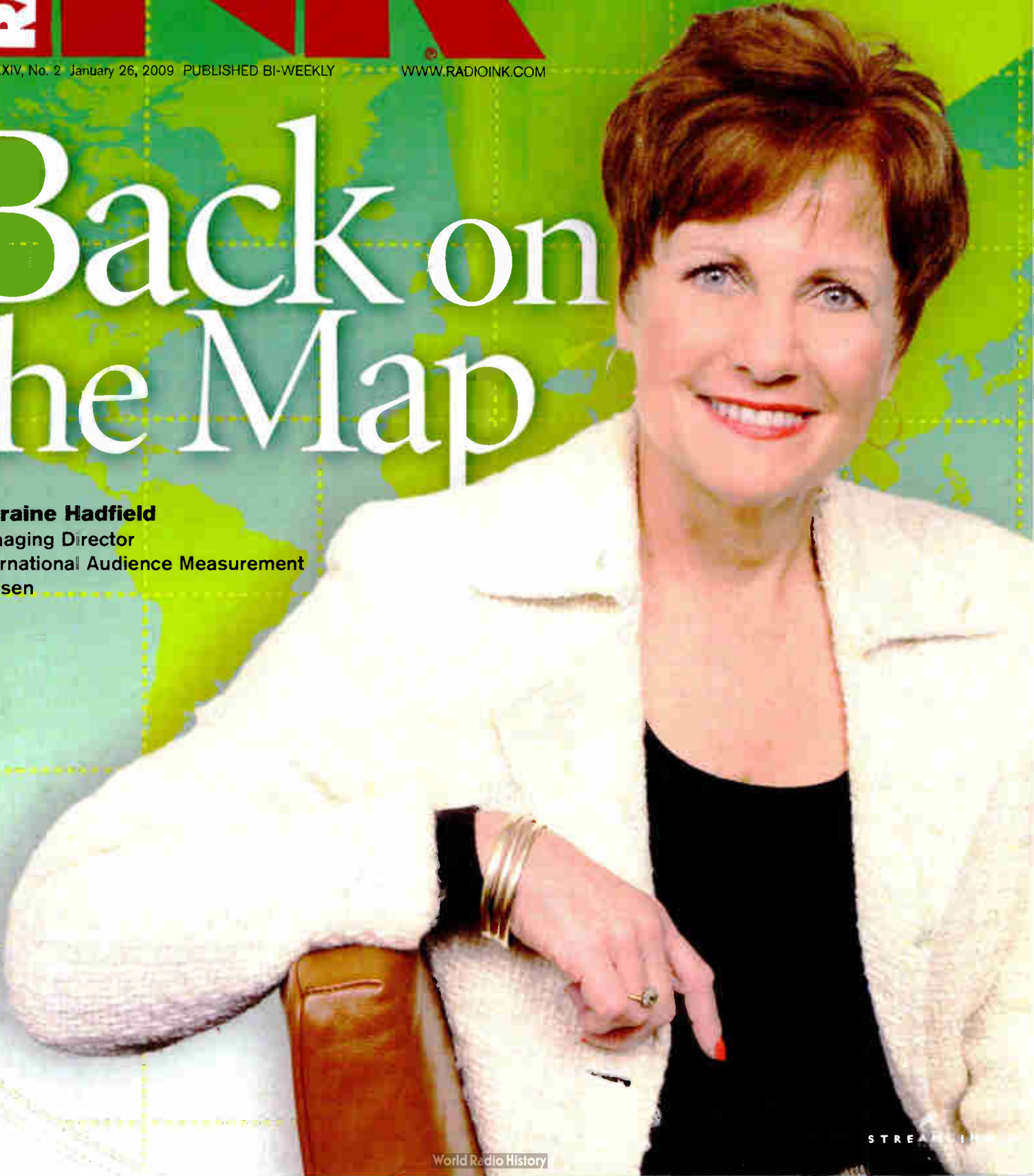
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Back on the Map

Lorraine Hadfield
Managing Director
International Audience Measurement
Nielsen





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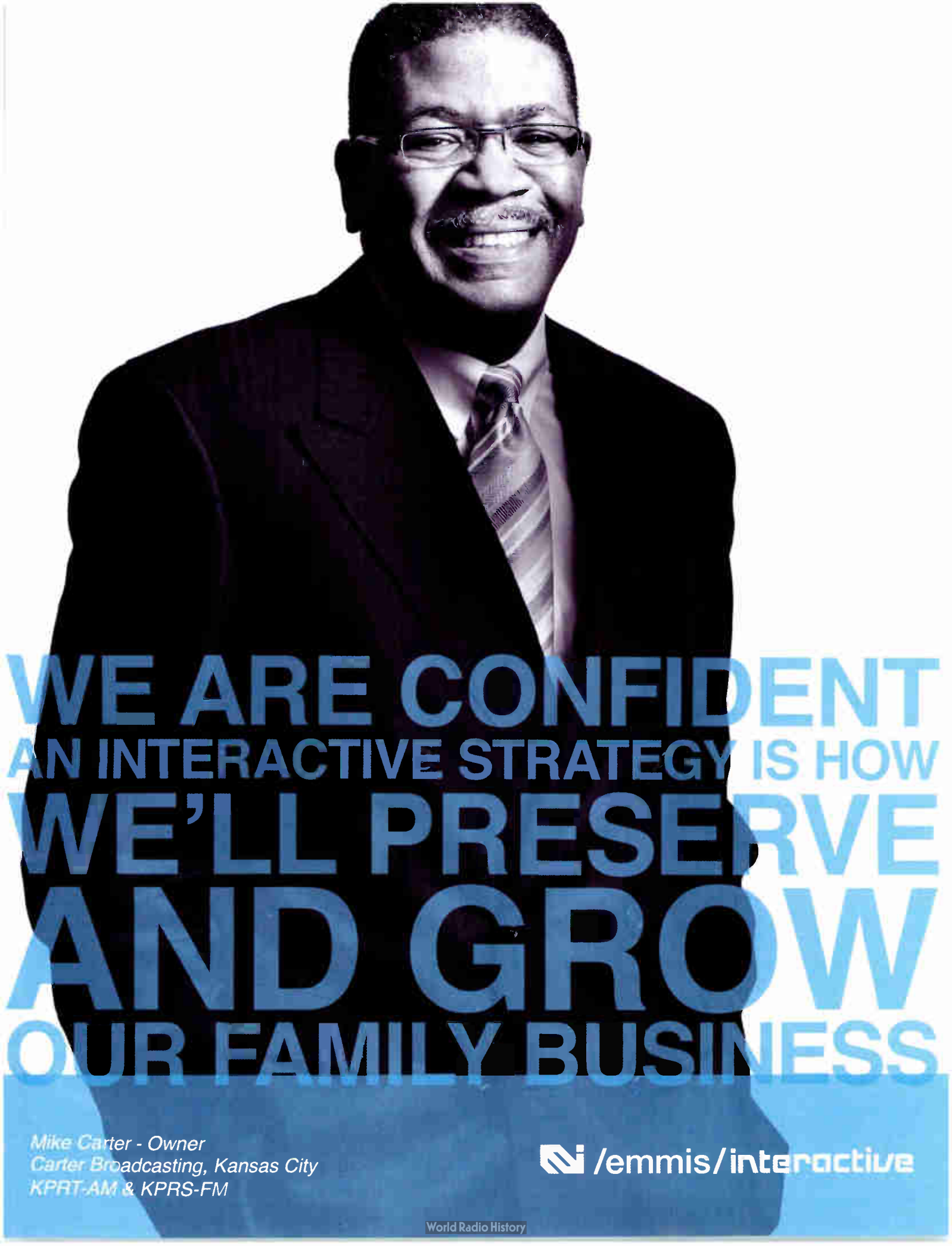
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*Mike Carter - Owner
Carter Broadcasting, Kansas City
KPRT-AM & KPRS-FM*

 /emmis/interactive



The Nielsen Company's Lorraine Hadfield explains why Nielsen is back in the radio ratings business after four decades, while Arbitron and Eastlan respond.



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

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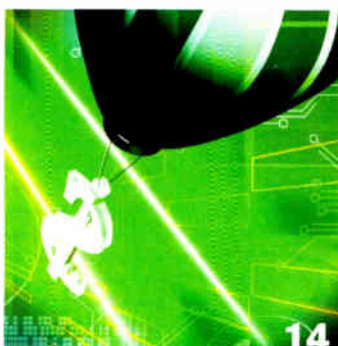
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That Spring In Your Step

After months of intensive work, the *Radio Ink* staff and I launched a completely redesigned print magazine with all new content, and an entirely new website and daily headlines. Everyone involved wanted to sleep for a month after the intense weeks before the debut. Though many on the staff played a role, I want to publicly acknowledge Brida Connolly, Wendy Bernstein, Deborah Parenti, and Ken Whitney for their tireless efforts on this giant project.

The day the new website and magazine launched, I caught myself with a spring in my step, a song in my voice, and an overall feeling of positivity. I had not felt like that in a while, and I realized it was because of the fresh design. Not only was I happy that we had pulled it off, but I was proud of the product. The process, the accomplishment, and the outcome have lifted my spirits.

It's been many years since I've redesigned *Radio Ink*, but I don't recall having this feeling of euphoria the last time. This time, I've been on cloud 9 for days. Of course all the positive feedback certainly helps; it makes a business owner feel better when he knows the market approves.

THE LESSON

What I've taken from this experience is the benefit of reinvention, if for no other reason than to reinvigorate ourselves, our people, and our customers. Obviously, we did this for our readers and advertisers, but the personal side effects have been well worth the effort. We feel better about ourselves. Somehow this lift has made me feel better about the economy, and how we will fare. Perhaps a new look will bring increased advertiser and reader interest. Perhaps our new offering just makes us better than we were before. Whatever is behind the good feeling, I highly recommend it.

Back in the day, I worked for a program director who used to change the jingles and the sound of the station once a year. I never really thought it mattered much, but today I realize that that fresh and new feeling has value, not only to your audience and advertisers, but to your staff. We all become complacent about our products and our presentation, and, though they may be just fine as they are, anything we can do to create reinvigoration is worthwhile. There are other benefits as well: Since the redesign, some prospects have fallen in my lap from new advertisers, new promotional opportunities, people wanting to work for us, and new readers discovering us for the first time. That really feels good.

What can you do to reinvent, reinvigorate, and give you and your staff that spring in your step? **INK**

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B. ERIC RHOADS, CEO/PUBLISHER

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	P25-54 3.9		P25-54 14.2
	P35-64 6.7		P35-64 2.8
	M12+ 6.6		M12+ 5.3
	M25-54 5.2		M25-54 3.1
	M35-64 7.2		M35-64 4.3
KFTK St. Louis	P12+ 4.0	WPRO Providence	P12+ 20.4
	P25-54 4.8		P25-54 14.2
	P35-64 5.0		P35-64 21.4
	M12+ 4.9		M12+ 15.4
	M25-54 5.5		M25-54 16.3
	M35-64 5.9		M35-64 22.4
WBAP Dallas	P12+ 2.9	WWTN Nashville	P12+ 1.1
	P25-54 2.7		P25-54 1.5
	P35-64 3.5		P35-64 2.7
	M12+ 4.2		M12+ 1.5
	M25-54 4.1		M25-54 2.3
	M35-64 4.6		M35-64 4.1
KDWN Las Vegas	P12+ 3.3	WOOD Grand Rapids	P12+ 6.2
	P25-54 2.1		P25-54 4.7
	P35-64 3.0		P35-64 4.5
	M12+ 4.3		M12+ 8.3
	M25-54 2.6		M25-54 7.9
	M35-64 3.6		M35-64 7.4
WSKY Gainesville	P12+ 3.0	WNIS Akron	P12+ 7.8
	P25-54 1.3		P25-54 5.2
	P35-64 4.7		P35-64 8.3
	M12+ 2.2		M12+ 8.7
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King of Queens star Kevin James meets with ESPN Radio host Colin Cowherd. During a later visit with *Mike & Mike in the Morning*, renowned Jets and Mets fan James quipped, "I named my kid after Shea Stadium. Now I'm going to have to rename her Citibank."

ABC News Radio entertainment correspondent David Blaustein with fitness guru Richard Simmons.



John Legend pays a visit to Allen Kepler at the Smooth Jazz Top 20 Countdown

>> Marketing: Do What You Promise "Keep your commitments. Unquestionably, the way to succeed in sales is to keep your promises. If you say, 'I'll get that information for you by tomorrow,' do it. If you agree to follow up on a prospect, do it. This is the stuff of which sales are made. In other words, do what you say you're going to do. This is your guarantee."

Source: Graham Communications President John Graham, "Ten Strategies for Outsmarting the Competition" (www.grahamcomm.com), 2008



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Declaration Of Independents

December's Forecast '09 at the Harvard Club in New York introduced a new panel on small, independent operators. Its intent was to include a focus on the operational expertise and ingenuity found within these nonpublic and smaller groups and stations. The frequently cited observation that small, independent operators are more apt than their larger counterparts to be successful amidst economic turbulence made a compelling case for including such a panel.

The Forecast session — which featured Jeff Dinetz of NextMedia, Joe Schwartz of Cherry Creek Radio, and Jeff Warshaw of Connoisseur Communications with moderator Harry DeMott of King Street Capital Management — delivered valuable insights, so I had the idea to continue that conversation in my Dialogue column. We contacted several small operators to gain their perspective.

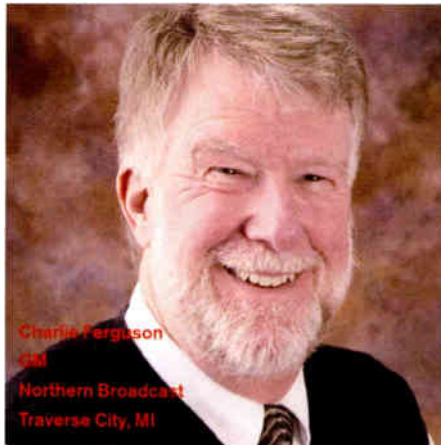
ads aimed at getting people to ignore the talking heads on TV and in the newspapers, think positive, keep working, and keep doing business with friends and neighbors up and down the main streets of our cities and towns. In the sales arena, we're presenting larger proposals and higher-frequency schedules to help our clients drive business — instead of just asking for it.

Jim Johnson: Answering the needs of our listeners. We strive to be different, whether it is high-pointing commercials for better results, answering the service needs of our audience, or having our announcers read the commercial copy live. This helps to make us different. We believe we are not different because we deliver — we deliver because we are different.

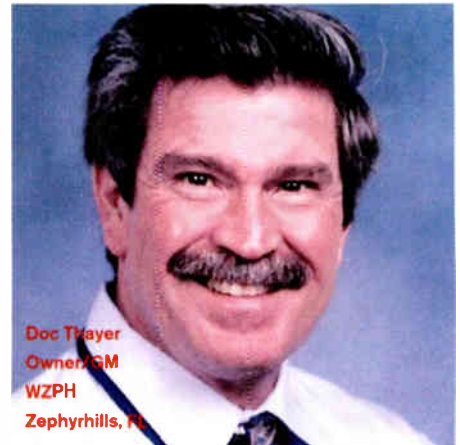
Rick Jakle: Our top weapon is our flexibility. We have the ability to make decisions and to move fast. Big



Mike Kirtner
President/GM
Kindred Communications
Huntington, WV/Ashland, KY/Ironton, OH



Charlie Ferguson
GM
Northern Broadcast
Traverse City, MI



Doc Trayer
Owner/GM
WZPH
Zephyrhills, FL

What are the best weapons a small operator has to help compete in lean economic times?

Mike Kirtner: Small-market radio's greatest weapon is adaptability. We feel the pain of those that we solicit. A rating point has never sold an item, but a good weekend promotion has. Equally important: Our salespeople will know the results of their work on Monday.

We are different from our corporate competition. Our stations make decisions based on local input. Comparing a Dallas radio station to a small market in West Virginia serves no purpose. Small-market radio is more like playing golf. We play the course, not the competition.

Charlie Ferguson: We have been airing a series of

groups have layers of management to go through, but in small-market radio it's possible to go from decision to implementation almost immediately. We also have the advantage because we are physically connected with the community because we live and work in the local market. We live and breathe what is happening in our town. We're still the conscience of the community.

What should the radio industry, as a whole, be doing — or doing better — today?

Kirtner: Radio stations are not partnering with their advertisers. It is time that we assume responsibility for what we sell. At a point of frustration, we guaranteed a car dealer that we could sell a selected used car. If we

>> Kids! Visit Our Website! Asking kids to visit a website gets results, says a study by MediaMark Research. Just over 40 percent of U.S. 10- and 11-year-olds with Internet access say they've visited a website they heard about in a commercial or print ad, and 33 percent of 8- and 9-year-olds said the same. And these message are reaching younger kids, too: 27 percent of 6- and 7-year olds have visited a website because of an ad.

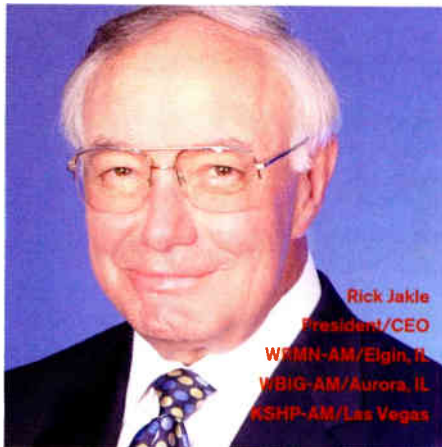
Source: MediaMark Research, "2008 American Kids Study," December 2008

failed, the advertiser owed us nothing. To prove a point, he gave us an old Mercedes. We advertised the unit for three weeks and found a buyer from outside the metro market. In exchange, the advertiser had to provide a testimonial of our success.

Doc Thayer: A few stations really do work magic with charities, which is terrific, but let's not overlook the opportunity to reach out and touch every listener in our area.



Jim Johnson
President/GM
WDAO Radio
Dayton, OH



Rick Jakle
President/CEO
WFMN-AM/Elgin, IL
WBIG-AM/Aurora, IL
KSHP-AM/Las Vegas

Ferguson: Our market doesn't have any large groups (are we lucky?), but we do have lots of new media. We're competing with new media by generating our own and purchasing a company in our area called Marigold, an online community of women in business. We've hired a new director specifically for this division, increased the program offerings, and gone outside to build even larger NTR events under that umbrella.

Jakle: We absolutely, positively must be more creative. We have to be willing to break the rules and color outside the lines. If you always do what you've always done, you'll always get what you've always got. We simply have to stop doing the same old thing and realize that these are not only hard times — they

are all new times.

What are the most rewarding aspects of being small and independent?

Ferguson: Listening as our stations control the dialogue within their demographic groups! It starts with morning shows that talk with the people, instead of at them — and continues throughout the day with promotions that excite imaginations and draw people in to participate. We had over 1,100 "teams" participate in our NASCAR Fantasy Racing online program this year, and the prize was a \$50 gas card for each race winner. The gas was nice, but it was participation and bragging rights that made it so much fun. Radio is supposed to be fun — and we're going to keep on doing everything we can to keep it that way!

Kirtner: Small-market radio maintains its show-business image, and we are still important and respected within our community. Our neighbors are glad to see us due to our continued involvement within our area.

Jakle: Being a small-market broadcaster has given me the privilege to help shape the future of the community in which we operate.

Johnson: Being able to instantly localize programming, participation in community events, having a one-to-one relationship with area movers and shakers. When used properly, it's a tremendous benefit for the community and creates a better bottom line for the radio station.

Thayer: The most rewarding aspect is also the most challenging in a small market. I know 60,000 people! That's great. Problem: They call me by name! **INK**

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

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Instinct Vs. Intelligence

Hearing the economic news in past weeks, I've had more than one moment where my fight-or-flight reflex kicked in — but I couldn't figure out where to run or who to hit.

I am caught between the conflicting lessons of my youth. One day in fifth grade, when I let my feelings flare and a teacher's finger was pointed in my face: "Intelligence separates humans from their animal instincts." But when faced with indecision, I was told: "Just trust your instincts."

The age-old battle: intelligence vs. instinct.

Great salespeople know that intellect and instinct are both critical commodities in the selling process. The instinctive response to an objection may be the perfect answer that closes a sale. The intelligent presentation may dazzle and bring about a major contract. Knowing which to apply when is the key.

PREPARATION

Sales is a numbers game, but the game is the number of sales.

Instinct Says Reach

Sales success requires constant contact with clients and prospects. Activity is the primary ingredient in any sales formula. In difficult times, budget cuts, cancellations, and competition require increased reach and activity. It takes more prospecting and presentations to offset the inevitable cutbacks and losses.

Instinct tells us that the more people we reach, the more likely we are to make sales.

Trust your instincts. Increase your activity!

Intelligence Says Research

High activity should not lead to low quality. Prospects sense a frantic need to make a sale. In a competitive environment, differentiating yourself from competitors is an obvious but seldom employed tactic. We are fortunate to have Internet resources that allow immediate access to information about our prospects. The moments taken to research a prospect's business are an investment with a sure return. The more you learn about a prospect, their competition, and their industry, the more impact you will have when you reach them. Let those scurrying around blindly set out the welcome mat for those who have prepared.

Be intelligent. Do your homework!

PROMISE

Professional sales is based on facts and benefits, not fiction and benefits.

Instinct Says Exaggeration

There is little reason to believe that in bad economic



times a product will perform better than it did in good times. Yet, in a tough selling climate, increased sales talk creates increased fiction. Fast talk, overpromising, and exaggeration seldom work. When they do, a client's inflated expectations go unfulfilled. Nothing ends a relationship faster than not meeting client expectations. Exaggeration bruises credibility and diminishes trust.

Curb your instincts. Stay Real!

Intelligence Says Examination

Showing hard evidence will unlock sales in hard times. Allowing a prospect to examine success stories, testimonials, and facts creates the best of sales opportunities. When every penny counts, providing confidence-building, tangible evidence is more important than ever. People want to know who says so besides you. Provide names and contact information. Let your satisfied clients sell for you.

Be intelligent. Get testimonials!

PRICE

When price is the first thing discussed, it is the only thing discussed.

Instinct Says Drop Your Price

We have trained our prospects to seek a bargain. Consequently, instinct leads us to skip the important steps in the sales process and move swiftly to a discussion of price. We create specials. We jump on the "Have I got a deal for you..." road. It is an instinctual response, fraught with danger and disappointment.

Curb your instincts. Talk about price last!



Position Yourself For Success

It was the best of times, it was the worst of times. — Charles Dickens

Over the past two years, thousands of people have lost jobs and iconic companies have been forced to close their doors. When Interep shut its doors, the reality hit me firsthand. It was the first time in my 20-year career in radio that I didn't have a job.

What would I do? How would I support my family?

Here are some practical suggestions that you can utilize:

Be proactive — early and often. Get busy pounding the pavement when everyone else isn't.

Contact and follow up with executives during nontraditional hours. It works! C-level executives actually answer their phones before and after hours. I remember placing a call to Mel Karmazin, then CEO of CBS, at 7 p.m. He actually answered: "Karmazin." When I told him the purpose of my call, he was receptive. All of my earlier calls during regular business hours got me to gatekeepers who promised to pass my filtered messages.

Network, network, network. Review the contacts you've developed throughout your career. Prioritize them across colleagues, competitors, clients, and customers. Be open to new possibilities that will stretch your skill set.

Don't approach your network as if you're entitled to a job opportunity. Remember, no one owes you. Be assertive, but respectful of your relationship. You may have to utilize the very same network after you land your next career opportunity.

Evaluate your career. Now is the perfect time to reflect and assess what you want to do next in your career. Depending on your financial situation (respectable severance, prudent savings, or nest egg), you can be strategic about plotting your next career move. Develop a

plan that allows you to leverage and maximize your experience, skills, contacts, and relationships.

Consider working as an independent contractor, especially in your local market, where you have developed a successful sales track record and reputation. Most stations have a real need to generate revenue for their event and cause-marketing opportunities. Working on a project basis allows the station to witness your ability to generate revenue, and the success may lead to a long-term career opportunity with the station or broadcaster.

Live modestly. Adjust your lifestyle to your current situation. You are no longer getting a regular paycheck, so curtail your expenses to reflect your new financial reality. Make your creditors aware of your current situation, and ask for options that will allow you to meet your obligations while you seek employment.

THE BEST OF TIMES?

Even in financially challenging economies, people are making money. Many businesses are launched during these times because there are opportunities to be exploited during a depressed economy.

For instance, radio multiples are at an all-time low of six times cash flow, which will create opportunities for new entrants as some established companies exit the business. Be openly aggressive as these opportunities arise. Your experience could translate into a sweat-equity position. I launched my own company as the next logical step to leverage my 22 years of experience and advertiser and agency contacts and relationships to help media companies generate more advertising revenue.

It's a very exciting time! Make things happen today. **INK**

Sherman Kizart is managing director of Kizart Media Partners.
E-mail: shermankizart@att.net

Intelligence Says Create Value

Negotiation always has more to do with value than price. Until value is established, keep price off the table. In tough times, higher value will always trump lower price.

Be intelligent. Create value first!

PEOPLE

People don't care how much you know until they know how much you care.

Instinct Says Coerce

Under pressure, strong salespeople tend to become more direct, more verbal, and more argumentative. The seller's needs commandeer the situation. The needs of the buyer become secondary. Nothing kills a sale faster than a prospect sensing that we are putting our self-interest

ahead of their best interest.

Curb your instinct. Don't talk, listen!

Intelligence Says Care

In a hard economic environment, everyone is watching expense. Being sensitive and genuinely caring for the prospect's challenges can and will pay dividends. When gripped by fear, people value those who listen more and talk less; they respect those who seek to understand more than they try to explain; they do business with those who genuinely care about working with them tomorrow as well as today.

Be intelligent. Make a friend. **INK**

Jim Gustafson is VP/Sales and Business Development of Radio Ink.
E-mail: jim@radioink.com



ROY WILLIAMS
THE WIZARD OF ADS



Please Don't Throw Me In The Briar Patch!

We're living in a time of tumultuous change. A misinformed president declares a war. The value of homes — which was never supposed to fall — fell. The SEC can't make Wall Street color between the lines, and \$700 billion goes missing. A \$50 billion Ponzi scheme is perpetrated by one of the most respected men on Wall Street. A governor allegedly tries to sell a seat in the Senate. Gasoline sold for a dollar a quart and General Motors became insolvent.

But I'm not worried. I was born in a briar patch.

I began my career in radio during the term of another president who wasn't quite up to the job.

It's 1979. Mortgage interest rates are 18 percent and jobs are scarce. Gas stations don't always have gas. The Middle Eastern boogeyman of that era, the Ayatollah Khomeini, brazenly invades a U.S. embassy and kidnaps 52 U.S. diplomats. When we send our best and brightest soldiers to rescue our diplomats, we return home empty-handed. The Ayatollah holds us hostage for 444 days.

"Elected largely on his promise to never lie to the American people, Carter soon seemed out of place in the vastness of the presidency. Events conspired to further impede his progress: rising energy costs, high unemployment, Americans held hostage in Iran, Soviets in Afghanistan. A man of peace who took pride in bringing together age-old antagonists, Carter was finally viewed by his countrymen as lacking presidential stature." — American Experience, PBS

And the whole time, it seems the only thing we needed was a head cheerleader with a more beautiful dream. Ronald Reagan took office with a sparkling smile. "Things are fine. Expand your business. All is well. Go out to dinner. Life is good." And we believed him.

Economy rebounded, cold war ended, Mary Lou Retton vaulted a perfect 10, and the Berlin Wall came tumbling down.

"All men dream, but not equally. Those who dream by night in the

dusty recesses of their minds wake in the day to find that it was vanity: But the dreamers of the day are dangerous men, for they may act their dream with open eyes, to make it possible." — T. E. Lawrence (of Arabia)

In defiance of the current recession, some broadcasters are investing in new, unproven ideas. Maybe they're being foolish. Maybe the right thing would be to hunker down and cover their heads with their hands. But did you ever notice how hunker sounds like clunker, junker, lunger, and punker? I prefer dream, as in team, gleam in the eye, beaming smile, and cream of the crop. Hunker down or dream? It's your call.

The Seven Steps To Hunkering Down

1. Stay scared. Call it *street smart*.
2. Cultivate cynicism. Call it *straight talk*.
3. Praise pessimism. Call it a *reality check*.
4. Believe you are wiser than everyone else.
5. Feel secretly superior.
6. Take no action that might improve your condition.
7. Crow I told you so when things get worse.

The Seven Steps To Pursuing a Dream

1. Know what you're trying to make happen.
2. Expect good things to happen for you.
3. Plant seeds of good things daily.
4. Trust that some of your seeds will grow.
5. Measure success by clearly established criteria.
6. Make progress daily without fail.
7. Believe in the power of ELBs.

ELBs are **Exponential Little Bits**, tiny but relentless changes that compound to make a miracle. The power of an ELB lies not in its size, but in its daily occurrence. For an ELB to work its Exponential magic, the Little Bit must happen every day, every day, every day.

When daily progress meets daily progress, it doesn't add, it multiplies. To harness this magic, you must learn to ask yourself: What difference have I made today? And never go to sleep until you have done a Little Bit to move yourself closer to your goal. You must do a Little Bit every day, no matter how tiny the thing might be.

Exponential Little Bits work both ways. They can lift you up or hold you down.

Start with a dollar. Double it every day for just 20 days, and you'll have \$2,097,150 dollars. But if you reduce each day's total by just 10 percent (a Little Bit) before the next day's doubling, you'll amass only \$793,564. Reduce each day's doubling by 35 percent and you'll wind up with only \$56,784 — a holdback of 95.83 percent.

There's a line in Robert Frost's poem "Mending Wall" that says, "Something there is that doesn't love a wall, that wants it down! I could say 'Elves' to him, but it's not elves exactly, and I'd rather he said it for himself."

Is there a wall between you and your goal?

I could say how to bring it down.

But I'd rather you said it for yourself. **INK**

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

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#1 with W18-49 with a 10.5 Share!

#1 with W25-54 with a 9.5 Share!

#1 with W35-64 with a 11.7 Share!

#1 with P18-34 with a 17.2 Share!

#1 with P18-49 with a 10.5 Share!

#1 with P25-54 with a 11.4 Share!

#2 with P18-34 with a 8.5 Share!

Dave Russell
Program Director
WARM/FM-York, PA



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Keys To Interactive Success In 2009

In 2009, the difference between hitting your budget — and not — will be interactive advertising. This year, \$25.7 billion will be spent across the country in online advertising. Here are four keys to your interactive success:

1. Organize your team, set clear goals, and commit to success.

Many of our clients have rewritten the job descriptions of key managers in the organization, revised bonus structures to include interactive audience and revenue benchmarks, and adjusted programming and promotions to include on-air and online elements together. Program directors have been transformed into brand managers. Sellers have been transformed into client solutions specialists — developing marketing plans for their clients that include on-air, online, and on-the-go (mobile) components. The bottom line is that we are still in the business of selling access to audience — whether the audience is on the other side of a radio, computer screen, or mobile phone/PDA.

Set clear goals and encourage entrepreneurial thinking in the building. Find new ways to engage audience online and create unique exposure and branding opportunities for advertisers.

The radio companies we consult in developing interactive audience and revenue are generally aiming for goals in this range:

>> INTERACTIVE STRATEGY		
	YEAR ONE	YEAR TWO
Website Traffic	7 – 10% weekly cume converted to monthly visitors	10 – 15% weekly cume converted to monthly visitors
Database Acquisition	5 – 7% weekly cume in database	7 – 10% weekly cume in database
Revenue	3 – 5% broadcast revenue = interactive revenue	5 – 8% broadcast revenue = interactive revenue

2. Prospect Beyond Radio Buyers.

Many radio account executives spend time pitching traditional radio spots to existing radio buyers, but only a fraction of media buyers in any market regularly buy radio as part of their campaigns. With education and a total media solution approach — rather than just a number of spots approach — it is possible to grow your business. The number of interactive buyers is growing — the average interactive share of the country's total ad spend is now at 10 percent — which means that having digital reach opportunities diversifies and expands your ability to serve advertisers.

Recently, I was visiting a new client in a medium market. While working through sales diagnostics and training, we were discussing a radio buyer of theirs who had consistently lowered their ad spend with the radio

station over two years. The buyer's excuse to the radio station was "lowered marketing budget," which left the account executive roadblocked. With further research, we were able to help the account executive discover that their buyer had not lowered the total marketing budget, only the radio budget. In fact, the local buyer had been spending \$85-\$105 per day on search advertising and \$350 per month for local online directory listings. That's over \$3,000 a month to which the radio station had no access.

Prospect beyond radio buyers and monitor the local ad market beyond the radio airwaves.

3. Integrate streaming video into your website.

The widespread growth of professional video content online (largely from TV networks) has helped to boost audience usage of streaming video in the past year. This year, one of the fastest-growing product categories for online advertising continues to be streaming video. Over the past two years, streaming video ad buys have consistently grown 35-40 percent year to year. In 2009, the Interactive Advertising Bureau predicts that \$850 million will be spent on online video advertising.

Most interactive media sites have integrated on-demand video in the way of "bonus" content for their audience. In addition, advertisers can capture the attention of audiences using pre-roll ads prior to each viewer's content of choice.

4. Database!

The fundamental problem with most radio contests is that eight callers pass through your phone lines leaving no trace before a ninth caller is catalogued. Even then, the data collected on that contest winner likely ends up in the trash after their prize is mailed.

An important key to your long-term success in engaging audience and serving advertisers is databasing. The information you collect can be helpful in informing strategic programming decisions. It also allows you to offer specific direct-marketing solutions to advertisers. Most importantly, it empowers you to maintain frequent communication with your audience.

Share valuable information, unexpected bonus gifts, or special offers and discounts with your database via e-mail. Even the offers that attract response reveal helpful information about your database constituents.

It is clear that 2009 will bring fundamental change to the radio business. Convergence is the future! **INK**

Daniel Anstandig is president of McVey New Media. E-mail: daniel@mcveymedia.com

You Can't Manage What You Don't Understand



Craig Newmark,
Founder, Craigslist



Guy Kawasaki,
Director, Garage
Technology
Ventures



Joe Kennedy, CEO, Pandora

Guy Kawasaki will open *Radio Ink's* Convergence conference with mind-altering observations and insights about emerging technology and new media applications.

Joe Kennedy, who heads Pandora, one of the most highly regarded pure-play webcasters on the Net.

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AGENDA HIGHLIGHTS:

- The Digital Radio Station Manager
- Advertisers: Why We Are Shifting to Digital And What We Want From You
- Turning Digital Trends Into Radio Opportunity
- Making Money From Streaming: The Next Level Of Streaming And How You Can Monetize It
- What Radio Doesn't Understand About Selling Its Digital Assets: How To Capture Revenues You're Not Getting Now
- Radio On Demand
- Using Technology to Build, Enhance, And Develop Consumer Relationships
- The New Face Of Radio: Mobile Marketing
- Social Networking & Online Interactivity
- Multi-Platform Selling
- The Distribution Dilemma: Opportunities, Partnerships, And Landmines
- Using Radio To Drive Listeners Online

Platinum:



Gold:

STREAMTHEWORLD



Corporate:



ARBITRON

aria



emmis

Interactive

SOUNDadvice

World Radio History





Get Down To Business

Get In And Close The Sale With Ideas That Work

Before making initial contact with a prospect, I do my homework on their business and industry. I want to be an expert before walking in — and not just an advertising expert. I have to know enough about the prospect's business to be bold when asking for an appointment, to know that if the first prospect in that industry says no, I can bring my ideas to their competitor. It's not enough anymore to just check their website. I talk with the company employees.

Salespeople are my first contacts because they'll spill their guts about what's really going on, who's really in charge, and the dynamics of management. For example: At one client, I know the mom makes all the big decisions. The client makes the smaller advertising decisions, but I know there is a "pain threshold" he will not exceed. That's when I have to tactically speak with his mom.

I always ask the employees, "When things are going well, who profits? When things are bad, whose butt is on the line?" I go to those folks first. I may talk to the same person — or not — but it's never "the person who handles the advertising." If I can sell these people, I'm in. One client has been with me for three years. When I meet with him, I always see proposals stacked about a foot high on the marketing manager's desk (even proposals from my own cluster!). But she makes no decisions, and he never sees those proposals.

On my first appointment with the decision-maker, I dress very casually and never bring anything in with me — no pen, no pad, not even a business card. Since I don't look or act like a salesperson, the prospect will naturally open up to me. I ask questions and listen — and never sell. I ask questions about their answers to find out their real motivations and problems.

HERE'S HOW IT WORKS

One prospect said he wanted to "grow his business." I asked him what that meant, and he told me he needs 30 new leads a week in order to hire a new salesperson. When I asked why he wants to hire a new salesperson, he said then he could move back home to Texas and open another office. Most people would have already stopped questioning, but once I knew his real motivation, that became my mantra. Every solution, copy idea, and schedule I presented to him was to help him get back home to Texas. He signed an annual last April and is one of my largest clients.

The owner of a car-wash chain was upset because he'd

BUSINESS IS BUSINESS
Please sign here: _____



been in the business for 20 years and some new guy opened a car wash in "his town." Even worse, this new guy was on the cover of the latest issue of *CarWash Magazine*.

So I found the trade magazine on the web and went back to the client. My "presentation" was holding the magazine, and my mantra was how to tick this guy off. And I did. Not pretty, but this is the real world of sales. Just going in with a schedule never would have worked.

I SELL IDEAS, NOT SCHEDULES

Once I get a great idea, someone is going to buy it, and I make that very clear to my prospects. I tell them, "This idea is too good, so please let me know by [this day] if you're interested. If not, I have to find someone else who will buy it."

Here are some examples of ideas that are too good to pass up:

CAR DEALER GROUP When his voice talent jumped to his main competitor, I wrote and produced a spot that made fun of the voice talent (a yelling-and-screaming-type guy). His reaction: "I love it, I love it, I love it. That's better than anything I've paid for since I've been in the car business. Let's do it!"

RESTAURANT I was eating a chili cheeseburger and thinking it was so good it could be my last meal. I drove back to the office and wrote and produced a 15-second spot. In my initial conversation with a restaurant owner, I told him the idea is too good, and if he didn't want it, I needed to present it to another restaurant. He ran that spot (along with a series of similar-themed spots) for five months.

HOSPITAL I had an idea for a recruiting spot: We would give away a car to fill certain nursing positions. When I sent the script to one CEO, he wavered. I told him that the idea is too good. He spent \$20,000. Note that I did not present this idea to the human resources director or the marketing director. Go to the top.

HOME BUILDER I did not think I could help these guys. The home-building market is down, and they didn't have enough budget to fight the big guys who

were already advertising with our stations. I spent an hour listening to their issues but left knowing that unless I came up with a great idea, I probably couldn't help them. Driving home, the one theme that stuck in my head was that the clients would always say "Wow" regarding their work. Back at the office, I went to www.godaddy.com and bought the domain name WowMyHome.net. The idea was to run 15-second spots with that domain name linked to the client's website. Again, after a few days, I told them that if they didn't want to do this, I would have to move on to another builder. They just started with me.

THE POWER OF NO


I've learned to be bold. I am blessed to be able to spend millions of dollars of other people's money, but if what the client wants will not work, I cannot accept their money. I call it the "Power of No."

A DOCTOR. This doctor kept having his receptionist call me to "run a couple of spots to see if radio would work." She sent a horrible script. I finally got fed up and told him that anyone else in town would gladly take his money, but I would not. I told him that I want him as a client for the next 20 years, not the next two weeks. I sent a new script and schedule that I knew would work. The schedule was 10 times what he wanted to spend. I told him, "We either do this right or we don't do it at all." He called the next

morning with his credit card number, and he's become a top 10 advertiser for me.

HOME IMPROVEMENT. Remember the prospect who wanted to move back to Texas? He wanted to run two spots on Saturday during our *Home Improvement Show*. I said no. I presented a three-month schedule with scripts that would "get him back home to Texas." He agreed. He is now my largest client. If I had accepted what he wanted to do, he would be telling my future prospects radio doesn't work.

HOME BUILDER WITH A BIG BUDGET. Every time we got close to a deal, he would tell me what others said he should do. We went back and forth every few months. He called me again a few weeks ago, and I told him I didn't want to meet again if he would not agree to my ideas. He said fine, but after the meeting I heard "Let me think about it a little." I went home and e-mailed him: "Never mind, I'm not your guy." He immediately called me, and I told him I am resigning his account. I took the fall — for some reason I had not done a good enough job convincing him my program would work. I hypothesized that maybe something about me rubbed him the wrong way.

He apologized for making me feel that way, and signed the deal. 

Dan Glaviano is with WWL-AM & FM/New Orleans. E-mail: dglaviano@entercom.com

JUST ASK NIELSEN: BECAUSE RADIO DESERVES ONLY THE BEST.

At Nielsen, we are proud to announce the introduction of our world-class radio ratings in the United States. From Spring of 2009, 51 small and mid-sized US markets will enjoy the same absolute commitment to quality that has delighted our radio clients around the globe for more than 60 years. We use the most rigorous and robust sampling and data collection techniques available today and deliver our gold standard ratings in the only way we know how: with total respect for the industry.

Radio deserves nothing less.

To learn more, visit www.nielsen.com/RadioMeasurement

Just ask
nielsen
.....



Dutch Boy Cleaners

A client of news/talk KTSA-AM/San Antonio, Dutch Boy Cleaners owner Pat Gardner believes in radio's ability to reach the right customers and create brand loyalty. KTSA Senior Account Executive Ben Bailey shares Dutch Boy Cleaners' story with *Radio Ink*.

>Tell us about your business. What product or service do you provide? We operate a high-end dry cleaning business in San Antonio, TX. We have 75 employees and 11 locations. We opened in 1982.

>Describe your typical customer. Our customers are those folks who expect a little more. We realize that dry cleaning is discretionary income, so it is our goal every day to give our customers their money's worth. It is not about being cheap, it's about being better. We call it the "Dutch Boy Difference." I tell my employees that for what someone pays to clean a women's blouse, they could buy a hamburger. But rather than buy a hamburger, they choose to have their blouse professionally cleaned, so that blouse is pretty important to them. To us, that blouse has to be absolutely perfect, otherwise they may decide that their money may be better spent on a hamburger.

>Do you advertise on a regular or a seasonal basis? We advertise on a regular basis. We have been with KTSA for four years.

>Do you handle your own advertising, including creative, or is an advertising agency involved? We handle our own advertising, and work closely with the creative experts at the radio station. We've found that their experience and knowledge really help to create a strong and compelling message for our target audience.

>What other media do you use? We love radio advertising, and it is the major part of our advertising budget. We also use direct mail and targeted neighborhood newspapers.

>Do you currently use new media? What have you found to be the most effective mix of media for promoting your business? We prefer the traditional media formats and currently do not use any new media advertising. We have a website for our customers to get general information about the company. At this time, we do not see much value to our business in the online media options.

The most effective mix of media for our business has been to give radio a greater share of ad dollars because of its capability of reaching a greater number of our preferred customers.

>What has been your most memorable radio campaign? Our best campaign has been the "Dutch Boy Difference." We have incorporated this slogan in all of our advertising. Especially in radio, this phrase has prompted new customers to visit our stores.

>What are radio's strongest assets? Shortfalls? Radio's strongest assets are that we can create brand awareness in the community. It lets us attract a better clientele that appreciates our services. Also, we can change our message on short notice, and tell our customers exactly what we want them to hear. I don't think radio has a shortfall. The advertiser needs to give it time to work.

We like that radio can let us be consistent with our message, so we don't use short-term campaigns. We believe in creating a consistent message that separates us from the pack and makes our company a household name for fine dry cleaning in San Antonio.

I have always thought radio is perfect for any business where the whole city is their market — A/C, plumbing, dentists, car sales. Radio has helped our business grow and helped to promote our brand. We have even found that quality-conscious customers travel quite a distance out of their way to come to our stores. **▶▶**



▶ CALLING ALL CLIENTS! If you have a client who would like to discuss their success — or not! — using radio, contact Managing Editor Wendy Bernstein at wendy@radioink.com.

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Laughter Is Good For Business

Call letters:	WIKS-FM
Ownership:	Beasley Broadcast Group
Management:	GM Bruce Simel, DOS Wilbur Vitols, PD Teresa Terry
Market:	New Bern-Greenville, NC
On air since?	22 Years
Years in format?	22 Years
Lineup:	6-10 a.m. <i>The Tom Joyner Morning Show</i> ; 10 a.m.-2 p.m. Teresa Terry; 2-6 p.m. DJ Supreme; 6-10 p.m. DJ Hot Sauce; 10 p.m.-2 a.m. <i>The Quiet Storm</i> with Sha Dai
Target demo:	18-54
Slogan:	Always Jammin' At Least 18 Songs In A Row
Website:	1019online.com



R&B artist Lloyd performs during KISS Fest.

>What are the station's signature events?

WIKS has been a staple in the community for 22 years. The station hosts two signature events: the KISS Comedy Jam and KISS Fest. During its seven-year run, the Comedy Jam has brought some of the biggest names in comedy to Eastern North Carolina, including J. Anthony Brown, Ricky Smiley, Samore, Katt Williams, and D.L. Hughley.

Last year, the first KISS Fest featured national artists performing R&B and hip-hop. This was the first outdoor Urban concert held in Eastern North Carolina that delivered six performers on one ticket — Maino, V.I.C, Ray J, Slim, Lloyd, and Lyfe Jennings — plus independent artist from Eastern North Carolina.

More than 3,000 people attended the inaugural event, which also included a community pavilion with representatives from foster care and adoption agencies, as well as AIDS and sickle cell awareness information. **INK**



With recording artist Lyfe Jennings are WIKS senior AE Jackie Barton, PD Teresa Terry, and senior AE Devon Wilks.



WIKS PD Teresa Terry and comedian D.L. Hughley at the Kiss Comedy Jam

PD Teresa Terry with Rap Artist Maino and Music Director DH Supreme at KISS Fest



IN THE SPOTLIGHT! If your station has an interesting story to tell, contact Managing Editor Wendy Bernstein at wendy@radioink.com.



OUR MANAGEMENT TEAM HAS
REINVENTED ITSELF.
WE NOW OPERATE LIKE
WE OWN
ENTERTAINMENT
BRANDS.

*Tom Severino - VP and General Manager
Emmis Communications, Indianapolis
WIBC-FM, WFNI-AM, WYXB-FM, WLHK-FM*

 /emmis/interactive



BACK IN THE FRAY

{ By VP/GM Deborah Parenti }

After watching television for 40 years, Nielsen is back in the radio measurement business, with a new, diary-based service for smaller markets set to launch later this year. Lorraine Hadfield, Nielsen's managing director for global audience measurement, has been the spokeswoman for the company's re-introduction to its former media partner.

Hadfield, a media and marketing veteran and onetime radio GM, led the team that was ultimately awarded ratings contracts by Cumulus Media and Clear Channel after a Cumulus

request for ratings proposals drew Nielsen back into the fray — although, as Hadfield explains, not directly.

The response to the news that Nielsen is launching a diary-based service (that Cumulus RFP, as it happens, specified that any new service could not be based on diaries) was quick and often critical. Here, Hadfield talks about why the company decided to accept this new challenge, details the methodology of the upcoming service, and describes how the advertising community has greeted the news that Nielsen is back in the radio business.

>>> Can you give some background as to why the company left the radio ratings segment in the U.S. some 40 years ago? Was the Cumulus RFP the driving force behind Nielsen's decision to re-enter the business?

I had the honor of talking with Art Nielsen Jr. about this question. He was very pleased to have the Nielsen name associated with radio again, and wished the industry all the best. He explained that Nielsen had been measuring radio using the electronic audimeter in a time when listening happened mainly in the home, with the family listening around one fixed radio. With the advent of highways, many Americans moved into the suburbs, and the longer commutes spurred the growth of in-car listening. This, coupled with the introduction of the personal radio, made fixed metering very difficult.

As more and more adspend was going to television and the industry did not want to invest further in a car-based meter for radio, he and Art Nielsen Sr. decided to focus the Nielsen resource on television.

We did not respond to the Cumulus RFP. We were approached by Cumulus outside the RFP process because they wanted to change the status quo in radio measurement in 51 small and midsize markets. After careful consideration, we decided that we could fill a market need by using our international experience in radio measurement as well as our local experience in measurement science.

Nielsen is committed to measuring all media platforms in order to offer clients an integrated view of how consumers are consuming and using media. Radio remains one of the most popular media, and measuring it allows us to offer a more complete picture of a market's media landscape.

>>> How did the deal with Clear Channel evolve?

Clear Channel Radio decided to join Cumulus Media as a founding subscriber to the Nielsen Radio service based on their firm belief that Nielsen was offering a service that truly met the needs of the radio industry.

ARBITRON: ACCEPTANCE AND CREDIBILITY

By Tom O'Sullivan

The details of the proposed Cumulus service demonstrate that Arbitron has been right all along. The original specs said no diaries, but the ultimate selection endorses the diary as the best solution available today for small and midsize radio markets. Arbitron has more than 40 years of experience with the radio diary in the U.S., more than any other company. The lessons we've learned over those four decades translate into unrivaled acceptance and credibility of ratings estimates for the radio industry.

Equal-Opportunity Research

Arbitron uses an open-ended diary that gives every station an equal opportunity to be included. Call letters and frequencies may change, but the Arbitron diary can easily keep up.

A preprinted sticker creates new and difficult problems. What stations will get a sticker? In what order will the stickers be presented to listeners? The average sticker-diary market will require 97 stickers to represent all the stations available to listeners. Will every listener really take the time to search through all the stickers? Will your station be the first on the list? The last? Or lost somewhere in the middle? What will that do to your chances of getting credit for the listeners you serve?

Once a sticker gets put on the page, it creates a mental magnet for tracking listening only to that station. Even if listeners have the options of adding stations manually, any station without a sticker is at a big disadvantage.

No One Has Larger Annual Samples Overall

Despite what you've heard, Arbitron's annual sample sizes in both condensed as well as standard markets are equivalent to any diary-based alternative. Sample is allocated over two surveys, thus giving radio broadcasters the ability to track seasonality of our medium

Radio Is A Year-Round Medium

And so are Arbitron's radio ratings services. A single eight-week survey per year is a big step backward. Less frequent measurement means less accountability for advertisers who buy radio all year long. Advertisers have always cheered the increases in survey frequency that Arbitron has introduced over the years.

A Best-Of-Both Sampling Approach

In spring 2009, Arbitron will be using an address-based sample frame for cellphone-only households and a random-digit-dial sample frame for landline households. In our own testing, and in test results from other companies, we've seen that response rates are generally lower with a pure address frame. Address-based sample frames can have issues with drop-point addresses: group quarters, mailbox services, trailer parks, and gated communities. Arbitron's conclusion is that a best-of-both design-address frame for cellphone-only and random-digit-dial for landline is the ideal sampling approach.

Improving Our Service

Arbitron has an aggressive program of enhancements designed to make the diary service more useful to broadcasters, agencies, and advertisers in markets of all sizes. Arbitron's efforts include:

- Adding cellphone-only households to the survey sample in all markets in fall 2009, with 151 diary markets accelerated for the spring 2009 survey;
- Improving 18-34 participation by redirecting cash incentives from older to young respondents;
- Enhancing the qualitative and consumer questions in the back of the diary;
- Giving a second chance to take part in the survey to households who initially agree to participate but do not return any diaries; and
- Accelerating the development of electronic and online alternatives to the diary for all markets.

The U.S. radio market is the most complex and challenging in the world. No other country has as many listeners, markets, and radio stations. The industry can't afford the time required to work out the many flaws of an imported solution. Arbitron's innovations are introduced only after long-term tests in multiple markets, never after only a one-week trial in a single market. Arbitron's measurement solutions are based not just on the wishes of a single player, but on years of dialogue with all our broadcaster, agency, and advertiser customers.



Tom O'Sullivan is vice president of diary market development at Arbitron.



WE HAVE GREAT IDEAS FOR
NEW MEDIA.
WE NEEDED THE TRAINING AND
TECHNOLOGY
TO CREATE
MEANINGFUL ACTION.

Neal Maziar - VP and General Manager
Big League Broadcasting, Atlanta
WQXI-AM

 /emmis/interactive

President/CEO John Hogan said in a statement: "Clear Channel Radio ... applauds Nielsen for bringing their exemplary business practices to radio," adding that "this gives radio ratings greater accuracy, stronger accountability, and full transparency, and shows the true power of radio to reach the most coveted consumers."

>> In what other countries, and for how long, has Nielsen been providing radio ratings?

Nielsen now measures radio in 12 countries around the world, including the United States. We have been in some of these markets for over 60 years: India, Australia, China, Indonesia, Malaysia, New Zealand, Philippines, Singapore, South Africa, Taiwan, Thailand.

>> Will the methodology be the same here as elsewhere?

We do not believe in a one-size-fits-all approach to media measurement. We have developed a measurement strategy that we believe works best for these radio markets. The highlights of this methodology are:

- Employing larger samples to reduce relative error;
- Improving data collection and increasing response rates by utilizing easy-to-use sticker diaries, which are already successfully measuring radio in Asia and the UK, and about to be rolled out in Australia.
- Using address-based sampling to reach cellphone-only households, which will significantly improve the representation (or proportionality) of the 18-34 demographic, where landline home-phone ownership is declining. We have spent several years developing address-based sampling for TV diary markets, so we are ahead of the rest of the industry in our ability to offer this methodology.
- Providing Radio Advisor, Australia's gold-standard web-based analysis software. It's a "one-stop shop" for all subscribers.



AS ART NIELSEN SR. SAID SO ELOQUENTLY, "LEAVE NO STONE UNTURNED TO MAXIMIZE YOUR CLIENTS' PROFIT." THAT IS MY GUIDING MANTRA.

- Eventually introducing an "e-diary" option for younger respondents who are more comfortable filling out diaries online.
 - Providing a high-level Lifestyle Survey for all diary respondents — going beyond demographics to provide "buyer graphic profiles" of station listeners.
- >> How do you respond to those who have called Neilson's once-yearly reports and diary methodology a "step backward"?**
- We know that the larger size of the sample, which allows us to deliver more accurate analysis on the key demographic breaks, is a critical issue that media owners and agencies are clamoring for. The

Eastlan: "Simplicity And Economy"

By Mike Gould

While Eastlan welcomes any service that gives small- and medium-market broadcasters more choice, we feel strongly that expensive, once-a-year, aided-recall, sticker-book diaries are not the answer.

After 10 years of focusing exclusively on the needs of small- and medium-market broadcasters, we feel we understand their expectations of a ratings vendor better than most. Nielsen's proposed entry into the radio ratings business is inconsistent with what we are hearing daily from small- and medium-market broadcasters nationwide. Clearly, broadcasters are clamoring for quality audience measurement research at an economical price, allowing them return on investment in these challenging financial times. It is now clear that Eastlan will remain alone in that arena. The simplicity and economy of Eastlan will help save hundreds of radio jobs in the coming months as broadcasters opt to invest in their staff rather than subsidize huge ratings experiments. Ultimately, we all know great people will be the salvation of radio stations — not continued expensive diaries — sticker book or otherwise.

Beyond the price, we are concerned about two features of the proposed Nielsen service. First, we don't hear media buyers and planners requesting less-frequent radio measurement as proposed by Nielsen's once-a-year service. Instead, buyers are asking radio for increased accountability. Once-a-year measurement is a huge step backward for small and medium radio markets, especially at a time when the PPM is offering buyers nearly continuous measurement in the largest markets.

Second, Nielsen's sticker-book diaries introduce aided recall, a significant, fundamental change in the industry-accepted methodology by which radio has long been measured. Encouraging diarykeepers to choose from a list of stations is quite different from the unaided methodology ratings vendors including Arbitron, Birch, and Eastlan have utilized over the past 40 years. How complete will the aided-recall listing of stations be? Who chooses the list of station stickers to be included? In which order are they presented? What happens to stations that use primary identification other than call letters? Which Internet streams will be included among the stickers? These are just a few of the questions that may impact the impartiality and reliability of this proposed aided-recall approach.

In the end, the market will choose which ratings vendors provide the best return on investment. As we celebrate our 10th anniversary, we are very appreciative that Eastlan Ratings has been chosen as the audience measurement provider for more than 90 markets across the country in 2009. While the size of Eastlan's markets range from 5,000 to 600,000 in population, a common thread seems to be the recognition that ratings are merely one ingredient in powering a professional and efficient sales effort, while investment in great people is what will ensure profitable and prosperous radio stations in the months and years ahead.



Mike Gould is president/CEO of Eastlan Ratings.

current extreme bounce between books is more confusing than useful, and we believe the industry prefers data robustness over frequency. Radio listeners are loyal to a few stations, unlike TV, which tends to be program-driven. Therefore, a robust sweep once a year is far better than more frequent but potentially unreliable data.

If a station flips format between sweeps, we are offering the option of a custom online diary as an interim check for the station.

>> Can you give an indication as to how the pilot study conducted in December went? Did the sampling and methodology pass muster?

On all aspects, our one-week pilot in Lexington, KY, went very well, but we are still collecting and analyzing the results and don't expect to be able to provide any insight until February.

>> What marketing initiatives does Nielsen have planned to encourage client usage?

We are already receiving an incredibly warm welcome from both radio broadcasters and media buyers. We've begun introducing ourselves to the media buyers who buy radio, and they're thrilled to see us coming. Looking ahead, we will have a marketing plan that emphasizes the many benefits of our service.

>> Does Nielsen intend to seek Media Rating Council accreditation for the new service?

We will submit this service to MRC. Accreditation cannot occur until a service is actually in the field, so we will proceed with the service while we are working with the MRC on accreditation issues.

>> Have other groups expressed interest in signing up? Will

Nielsen consider entering larger markets?

We are very encouraged by the industry's reaction to this news and have had a number of discussions with potential clients.

This agreement only covers the 51 markets included in the Cumulus/Clear Channel deal. We can't speculate on what might or might not happen beyond that.

>> Now tell us a little about yourself. You were born in South Africa — how did you get your start at Nielsen? What do you like most about the U.S., and what do you miss most about South Africa?

I joined the Nielsen Company in 1999 as managing director of the South African operation. Nielsen invited me to move to the U.S. in January 2002 as managing director, North America, Nielsen Media Research International.

The United States represents the greatest country in the world to me. I have always been drawn to its fierce belief in democracy and the chance to succeed, irrespective of one's background. So, as a radio startup, we are living the dream, and I believe if we focus on delivering on our promises to the industry, we will succeed. As Art Nielsen Sr. said so eloquently, "Leave no stone unturned to maximize your clients' profit." That is my guiding mantra.

South Africa is my birth country, and I am very proud of the fundamental change we went through with the first truly democratic election in 1994, when a great statesman, Nelson Mandela, was elected president. It truly is a rainbow nation today, and I feel very blessed to have had the fortune to live in two great countries. **INK**

Terms Of The Truce

Arbitron, you may have heard, has had a busy January. The company named Michael Skarzynski its new president/CEO and got Media Rating Council accreditation for the Portable People Meter in the Riverside-San Bernardino market. And, in arguably the highest-profile development, Arbitron settled the lawsuits filed against it over the PPM in New York and New Jersey.

Radio Ink spoke with Charles Warfield, president/COO of ICBC Broadcast Holdings; Frank Flores, VP/MM of Spanish Broadcasting System/New York; and Deon Levingston, VP/GM of ICBC's Urban WBLS/New York, the day after the settlements were announced. Here's some of what they had to say.



the New York attorney general for picking up the flag and running with it, and getting [Arbitron] to finally admit there is something wrong with something that just a few months ago they said there was nothing wrong with.

I think it's just a first step — a very important step, but just a first step. We applaud the attorneys general of New Jersey and New York. It was something that we needed — vindication for us.

DL: It's sad that we had to have a third party get involved to get Arbitron to stand up and give credible data and fix things related to our industry that we now, unfortunately, have to sell on. It is amazing to me, the arrogance of rolling out this data at the time they rolled it out, in one of the worst times in the U.S. market as a whole as far as advertising and marketing in general.

Was this the outcome you would have chosen for the PPM lawsuits?

CW: The outlook I would have chosen would have begun with Arbitron not having rolled this out with the flaws that were identified by the attorneys general both of New York and New Jersey in this methodology. But with that not being in the best interests of the industry, which we certainly understood, we think that this agreement has gone a long way to addressing many of the deep-rooted and long-term concerns we've had with the methodology, particularly as it related to measuring all elements of the community that were supposed to be being measured.

FF: I couldn't agree more. If anybody reads this and thinks this is the eventual outcome we were looking for, it's not. The key word here is it's a settlement, where there's a give on both sides. We applaud

What will be the relationship with Arbitron be like going forward?

CW: They are the sole provider of this data, so there is no question there is going to have to be a relationship with Arbitron. And, quite honestly, there is a relationship with many of the representatives of Arbitron. It was at the higher levels, those who are responsible for making these ultimate decisions, that there was a disconnect. As an industry, we will continue to work with Arbitron through this process.

Are you still looking for an FCC investigation of the PPM?

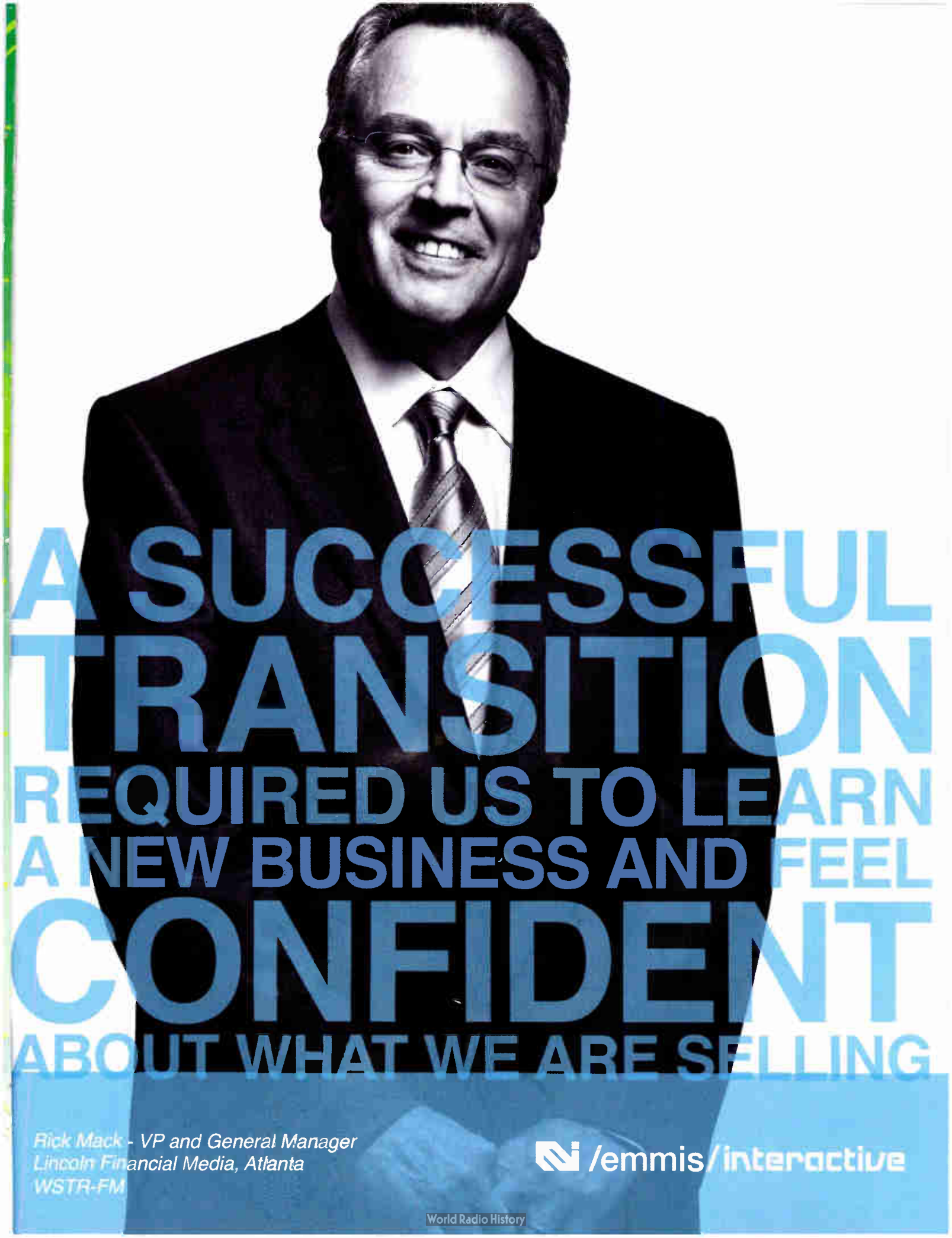
CW: This is one step to getting credible ratings information from Arbitron, and it doesn't remove anything else from the table.

BLAST from the **PAST** >>

**WADDA YA MEAN
YOU'RE VOICE-
TRACKING MY
TIME SLOT?**

Jack Pearl as Baron
Munchausen, 1933

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