

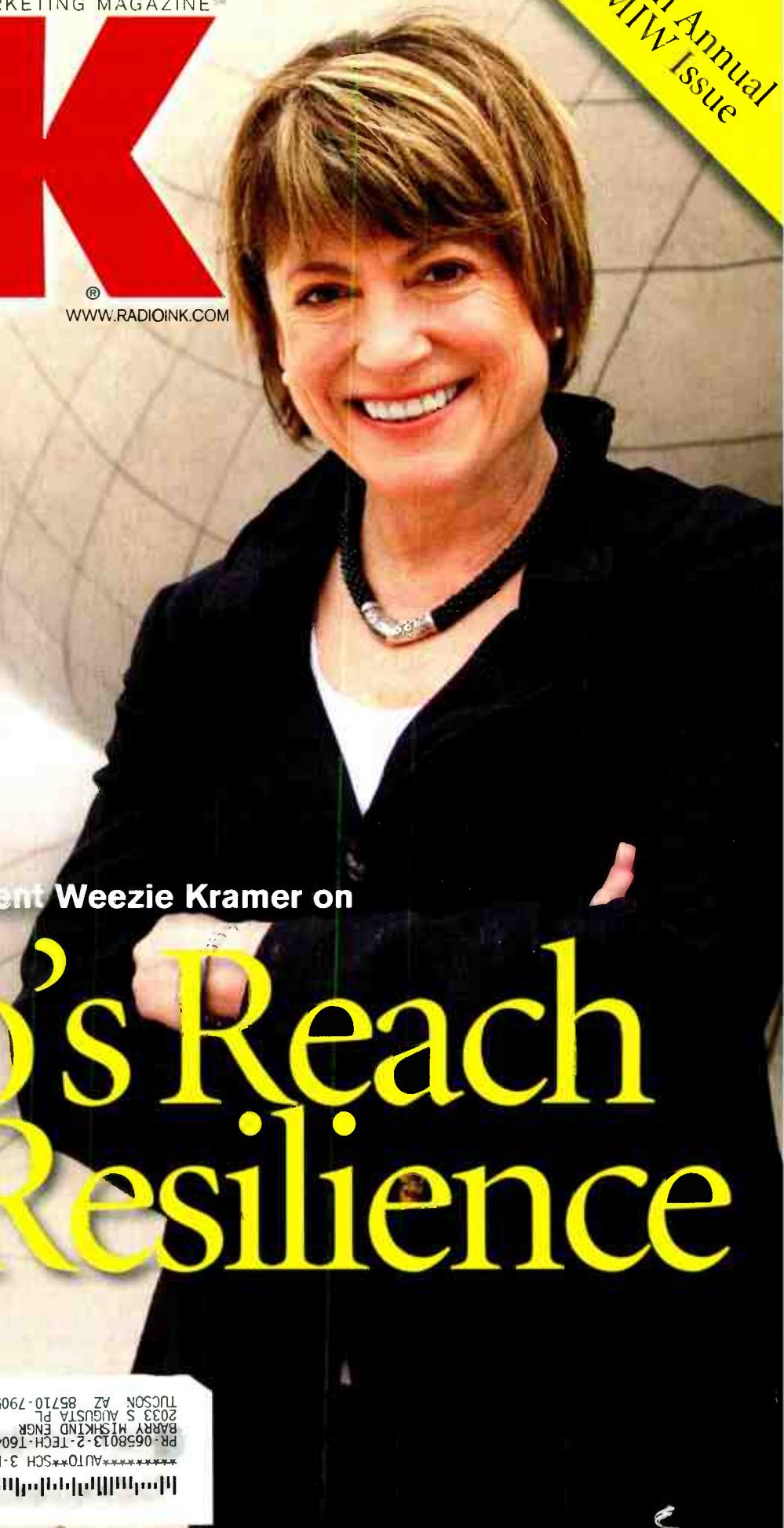
RADIO'S PREMIER MANAGEMENT & MARKETING MAGAZINE™

RADIO INK

Vol. XXV, No. 11 June 7, 2010 PUBLISHED BI-WEEKLY

WWW.RADIOINK.COM

11th Annual
MIW Issue



Entercom Regional President Weezie Kramer on

Radio's Reach And Resilience

*****AUTO**SCH 3-DIGIT 856
 PR-0658013-2-TECH-T6040 60
 BARRY MISHKIND ENGR
 2033 S AUGUSTA PL
 TUCSON AZ 85710-7905
 (0164
 000455

STREAMLINE

World Radio History

Grow in this economy.

5 Ways to Grow Your Audience and Revenue with MediaSpan:

1 AgileSites

MediaSpan's content management solutions streamline the process of managing your websites with top quality design and user experience. And it's never been more cost-effective!

2 Enhanced Loyalty Suite

Powerful audience profiling and database tools to help you connect with your P1 listeners. Includes targeted email, contests, surveys, and tons of advertising sponsorship opportunities to generate more revenue for your station.

3 Audio Streaming

Deliver a crystal clear streaming audio program and expand your audience! You can create new advertising and sponsorship revenue with audio and video prerolls, synced banners, and customized in-stream spots.

4 Online Games and Promotions

Co-brand online games and promotions with your Advertiser's brand and theme – and keep users coming back! Slot Machine, Match and Win, and more!

5 More Revenue Generating Programs

From a National Advertising Network to local advertising products, we have solutions to help you generate NTR!

**Start growing your listeners,
traffic and revenue today.**

**Call 1.949.892.2929
or email info@mediaspanonline.com.**



MEDIAS PAN
ONLINE SERVICES



the John Tesh Radio Show

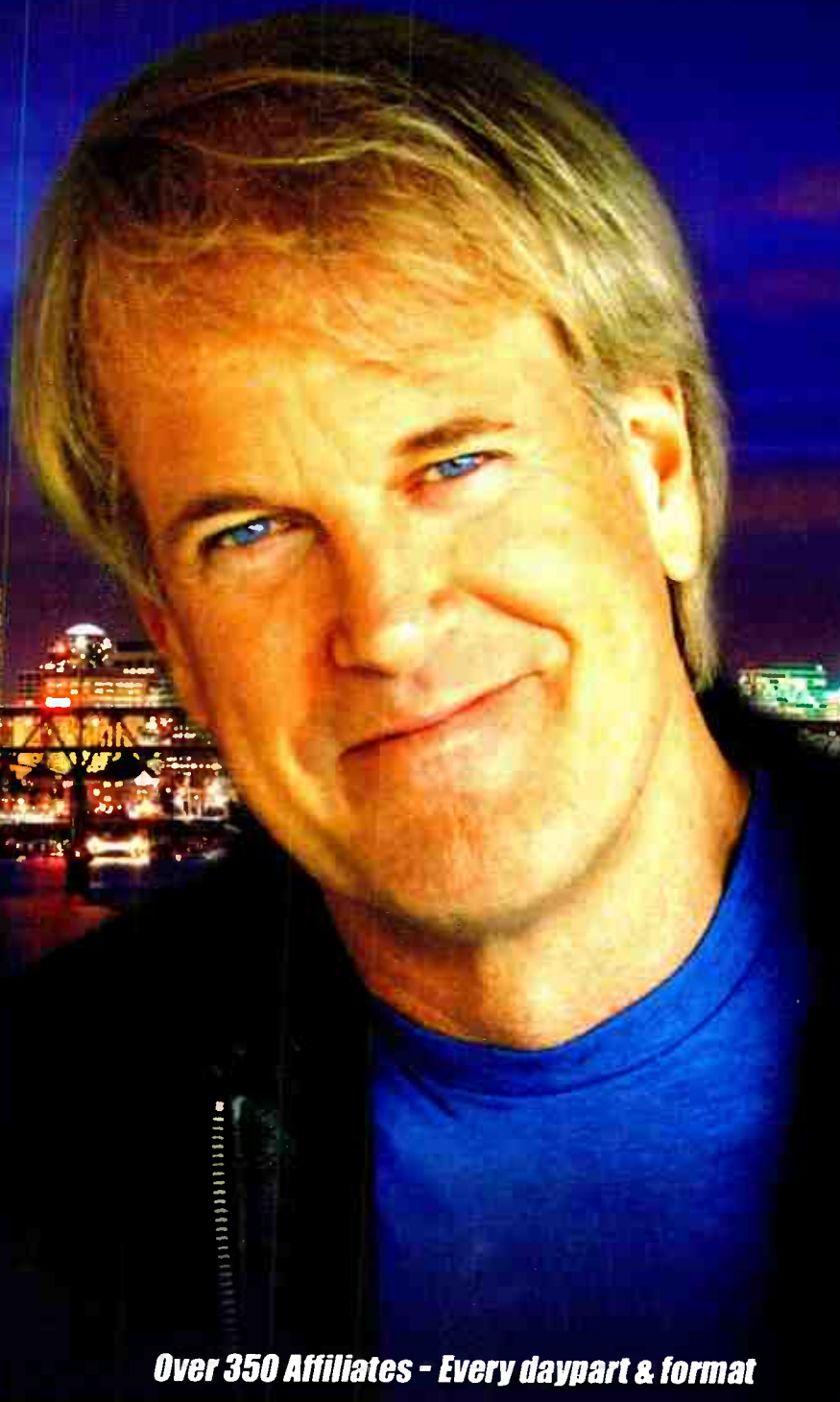
PPM LOVES TESH!!!

Tesh continues to have the perfect balance of what PPM is responding to. John continues to dominate the Portland, OR airwaves, and in our most recent PPM (December 2009), The John Tesh Radio Show was:

- #1 Persons 6+
- #1 Persons 18+
- #1 Persons 25-54
- #1 Women 18-34
- #1 Persons 18-49
- #1 Women 18-49
- #1 Persons 35+
- #1 Women 18+
- #1 Women 25-54
- #1 Persons 35-64
- #2 Persons 18-34

*Tommy Austin - Operations Manager
Portland Cluster
Clear Channel Radio & Online*

K103_{fm}



**Intelligence For
Your Life Radio**

with your host John Tesh

WWW.TESH.COM

Over 350 Affiliates - Every daypart & format

Contact: Scott Meyers • The TeshMedia Group •
888-548-8637 or 516-829-0964 scott@meyers.net

On a macro level, the advertising market's on fire and a lot of ad categories are up. Across the Entercom footprint, it's a little different region to region, but on balance, business is absolutely fantastic relative to where it was. But we still have a long way to climb back to get back the millions that we gave up over the last two years.



17



PUBLISHER
B. Eric Rhoads eric@radioink.com

VICE PRESIDENT/GENERAL MANAGER
Deborah Parenti deborah@radioink.com

EDITOR-IN-CHIEF
Brida Connolly brida@radioink.com

MANAGING EDITOR
Wendy Bernstein wendy@radioink.com

TECHNOLOGY EDITOR
Skip Pizzi skip@radioink.com

CREATIVE DIRECTOR
Kenneth Whitney ken@radioink.com

PRODUCTION COORDINATOR
Nicolynn Kuper nicolynn@radioink.com

VP/ASSOCIATE PUBLISHER 561-351-8639
Lois Ann Chooljan lois@radioink.com

VP/NATIONAL SALES 704-895-5483
Chuck Renwick chuck@radioink.com

MARKETING MANAGER 937-371-8666
Evelyn Yaus evelyn@radioink.com

MARKETING CONSULTANT 646-808-6505
Renee Cassis renee@radioink.com

TECH INK EDITORIAL ADVISORY BOARD
James Cridland, Not At All Bad
Sterling Davis, Cox Media Group
Rick Ducey, BIA/Kelsey
John Garziglia, Womble Carlyle Sandridge & Rice
Gary Kline, Cumulus Media
Andy Laird, Journal Broadcast Group
David Maxson, Isotope
Tom Ray, Buckley Radio/WOR
Milford Smith, Greater Media



CHAIRMAN/PUBLISHER
B. Eric Rhoads eric@radioink.com
twitter.com/ericrhoads
facebook.com/people/Eric-Rhoads/601906475

VP/OPERATIONS
Tom Elmo tomelmo@radioink.com

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.

EDITORIAL OFFICES:
2090 Palm Beach Lakes Blvd. • Suite 300
West Palm Beach, FL 33409
Phone 561-655-8778 • Fax 561-655-6164
E-Mail: comments@radioink.com

Subscription Information:
Phone 800-610-5771 • Fax 561-655-6164

IN THE ISSUE

06 PUBLISHER'S LETTER

You've Come A Long Way, Baby

08 ON AIR

10 THE WIZARD OF ADS

By Roy Williams

How Will Your Client Measure Success?

12 DIALOGUE

By VP/GM Deborah Parenti
Most Influential Wisdom

13 SPAM FILTER

By Gordon Borrell
Someone, Please, Get This Message Out!

14 CLIFF EFFECT

By Skip Pizzi
Watching The Radio

16 STATION PROFILE

KXTD/Tulsa: Preparation Is Priceless

17 COVER INTERVIEW

By Editor-In-Chief Brida Connolly
From "Housewife Time" To Big Time:
Entercom Regional President And RAB
Board Chair Weezie Kramer Focuses On
Reinvention

47 BLAST FROM THE PAST

2010 MIWs

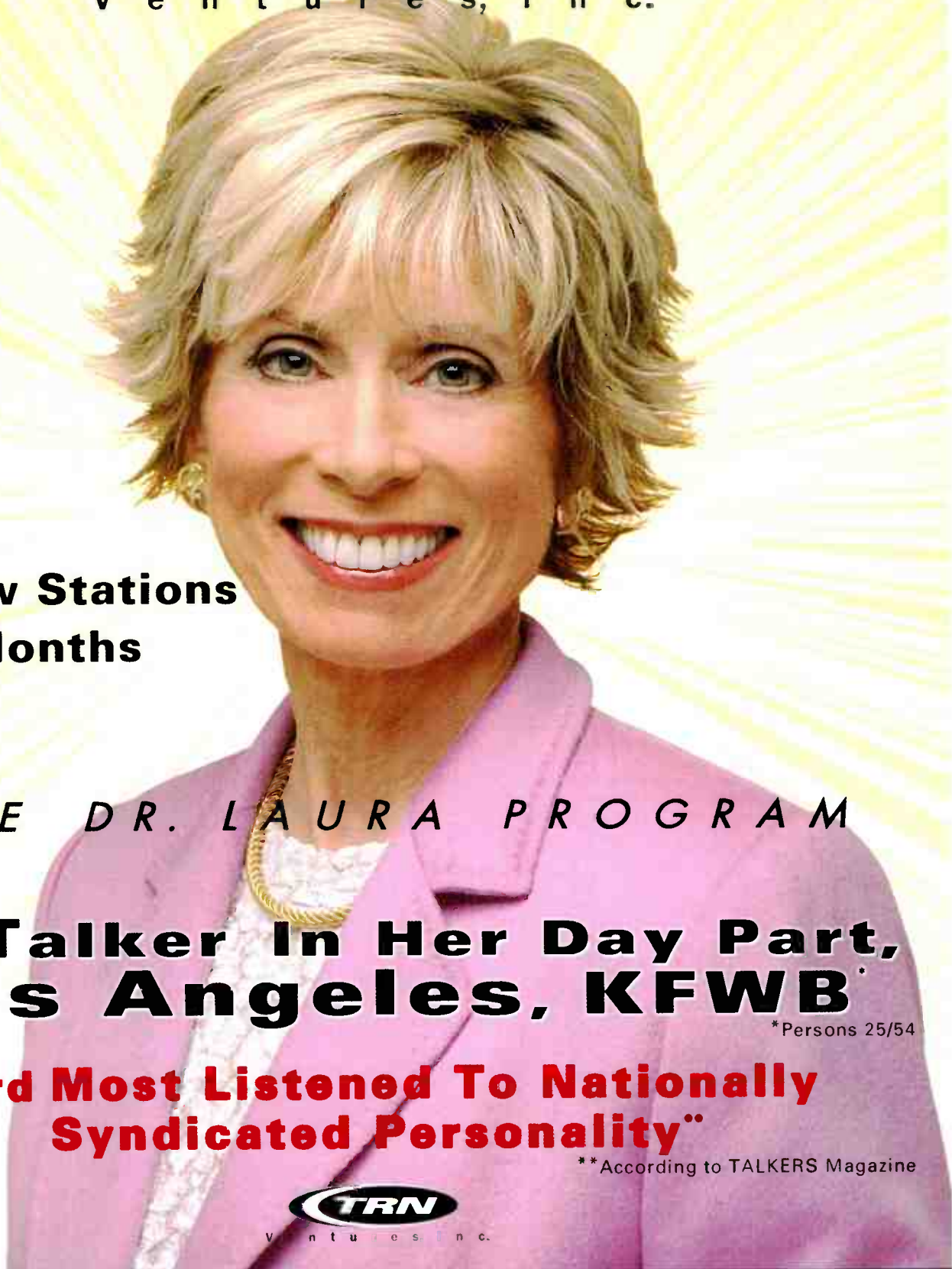
- 21 The Most Influential Women in Radio
- 38 Programming Executives, Directors, and Producers
- 40 Syndicated/National Personalities
- 43 Women to Watch
- 44 MIW Legend: Cathy Hughes



Copyright © 2010 by Streamline Publishing Inc. and Radio Ink. All rights reserved. Radio Ink is published bi-monthly. The entire issue is published by Streamline Publishing Inc. 2090 Palm Beach Lakes Blvd. Suite 300, West Palm Beach, FL 33409. Radio Ink is a registered trademark of Streamline Publishing Inc. Radio Central, Radio Central.com and QuickRead are registered trademarks of Streamline Publishing Inc. All rights reserved.
POSTMASTER: Send changes of address to Radio Ink, Box 2, Avon, MA 01901. Periodicals postage paid at West Palm Beach, FL, and additional offices. Subscriptions: Mail subscription rate One year \$199. Canadian and European subscribers \$299 per year. All subscription increases and changes of address should include address label from most recent issue and be sent to the Circulation Department, Radio Ink, 2090 Palm Beach Lakes Blvd., Suite 300, West Palm Beach, FL 33409. Copyright © 2010 by Streamline Publishing Inc. All rights reserved. Without the express permission of Radio Ink, no part of this publication may be reproduced. Address requests for special advertising to the Managing Editor. Reprints of individual issues available upon request. Printed in the United States.



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



35 New Stations
in **6** Months

T H E D R . L A U R A P R O G R A M

**#1 Talker In Her Day Part,
Los Angeles, KFWB***

*Persons 25/54

**3rd Most Listened To Nationally
Syndicated Personality****

**According to TALKERS Magazine



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

TRN Ventures, Inc.

www.talkradionetwork.com

888-383-3733



B.ERICRHODS
FROM OUR CHAIRMAN

TRADE AD SPOTS FOR HOT SPOTS

**Cruises & Vacations
Around the World
100% Trade**



- Ratings promotions
- Sales promotions
- Listener contests
- Client incentives

Sun & Fun Media

800-735-0060

www.sunfunmedia.com

Largest vacation trade
company in radio since 1996

You've Come A Long Way, Baby

As a man, nothing will help me completely understand circumstances outside my own personal experience. And, early in my career, I watched radio's "good old boy" system take advantage of women throughout the industry.

At a radio station I worked for in the early 1970s, the program director used to throw glass ashtrays at his secretary. Female employees were met with sexual offers (one woman actually called the guy's bluff, and he backed right down) and asked to show their body parts. Terms like sweetheart, babe, honey, and sugar were status quo.

I saw one of my closest friends, a woman on the sales team, reduced to tears on a regular basis when the sales manager suggested she should "make the ultimate sacrifice" to close a sale. He was dead serious. He would also smack her on the butt when she walked by his desk.

These things bothered me — not because I understood sexual harassment, which no one had heard of at the time, but because I was raised to respect women. Yet this was the norm in the radio business in the 1970s. I was so disturbed by it that the first issues of this magazine featured a column titled "Women in Radio" that addressed the challenges women faced and how to respond to them. It was perceived as a slap in the face to the good old boys club, and we faced significant resistance from men and women alike.

Later, in an attempt to promote women in the business, we created a Radio Wayne award for radio's Woman of the Year, which I rapidly dropped because I was told women didn't want to be singled out. In fact, one of the people who told me that that still doesn't allow us to use her name on our current Most Influential Women in Radio list because "you wouldn't do a list of the most influential men in radio."

Columns, awards, stories, lists designed to combat the issues women face have met with mixed reviews. What matters is that this industry continues to be dominated by men, with a set level beyond which women very rarely rise. Though things have improved, women are not paid equally to their male counterparts in exactly the same roles at some broadcast companies. Radio Ink strives to effect change in all areas of the industry, and I'm proud to say that the magazine's general manager, associate publisher, editor-in-chief, and managing editor are all women — hired not because they're women, but as proof of our commitment to hiring the best available person for every position.

Inevitably, when we publish our annual 40 Most Powerful People in Radio list in July, we receive criticism for not including more women and minorities. My response is the same every year: We are reflecting the state of the industry as it is today.

As the cigarette ads used to say, "You've come a long way, baby." In the case of the MIW group, we've seen a spectacular effort to mentor younger women in this industry. That effort results in stronger, more prepared executives who do not have to pioneer, as many of the women on this list have done. Hopefully, these women will eventually run radio stations, radio companies, and private equity funds and banks involved in radio.

Though the process of singling women out is offensive to some, our intent is simply to show that we believe women deserve equal opportunity, and that it really should be about the best executive for any job — whether the candidate is male or female. The growth of this list reflects the progress that has been made. Yet there are mountains still to climb and inequities to be overcome. **✖**

To reach me, write:

B. Eric Rhoads, CEO/Publisher

RADIO INK

2090 Palm Beach Lakes Blvd. Ste. 300

West Palm Beach, FL 33409

Phone: 561-655-8778

Fax: 561-655-6164

eric@radioink.com

facebook.com/ericrhoads

twitter.com/ericrhoads

B. Eric Rhoads
B. ERIC RHODS, CEO/PUBLISHER



The **LAURA**
INGRAHAM
Show

30 New
Stations
in **6**
Months

**3rd Most Listened To Nationally
Syndicated Personality***

*According to TALKERS Magazine



TRN Enterprises

www.talkradionetwork.com

888-383-3733



ABC News Radio Correspondent Matt Gutman reports on the oil spill from Cocodrie, LA, in front of the NOAA research ship *The Pelican*.

Seven Townsquare Media of Lafayette (formerly Regent Communications) radio stations co-sponsored the Louisiana Honor Air Flights, which escorted more than 100 World War II veterans to Washington to visit the World War II memorial built in their honor. The Louisiana Honor Air Project was spearheaded by T.D. Smith, former KMDL morning show co-host.



John "JayCee" Falcon of KTDY escorts a WWII veteran to the World War II memorial.



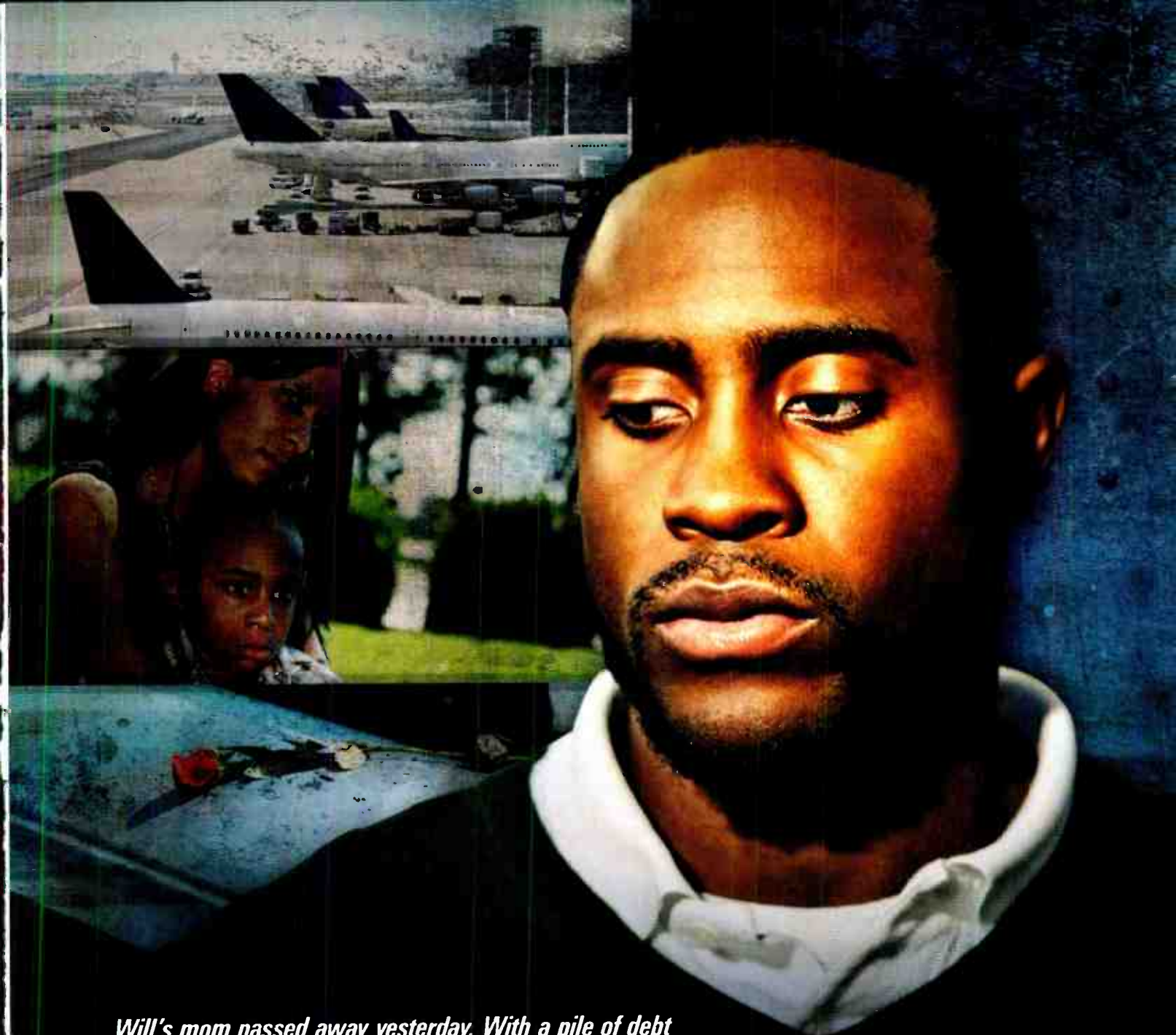
Costa Eagle Broadcasting's WNNW hosts Daddy Yankee at its Boston station.



Hundreds await the return of the Louisiana Honor Air flight at Lafayette Regional Airport.



Co-hosts John Flint and Tammy Lee of Clear Channel's WMAD/Madison, WI, participate in the Champions for Kids Radiothon with 6-year-old Sam Stretchberry and his mother, Barbara. More than \$475,000 was raised to benefit American Family Children's Hospital.



Will's mom passed away yesterday. With a pile of debt and no savings, he can't afford to fly his wife and kids to the funeral with him. Alone on the plane, Will's mourning his loss—and really wishing his wife was with him. He wants to make a change, but he doesn't know where to start.



DON'T JUST TALK. SAY SOMETHING

LIVE WEEKDAYS 2-5PM/ET

24/7 Refeeds Available | For Syndication, Call 1-877-410-DAVE (3283) | daveramsey.com

World Radio History



How Will Your Client Measure Success?

Different advertisers expect different things from their radio schedules. The key to success in radio is knowing how each client plans to measure the success of their schedule.

COST PER POINT. National advertisers measure access to target audience according to cost per gross rating point. These advertisers have no way of knowing whether your station is producing results or not, because your station is just one small part of a big, complex picture. Welcome to the world of media mix. In these instances, the buy is all about efficiency based on price. Whether or not the ads produce a result is not your responsibility. You're simply being paid for access to your audience.

My advice: Plant a word flag in the ad. Have your advertiser say something they're certain to be teased about. The first word flag I planted in an ad was 32 years ago. In that ad, I told the story about how "Little Freddie" had grown up working for his grandfather, the famous Mexican chef, Don Serapio Sanchez, and then one day Grandpa decided "it was time for Leetle Freddie to have hees oooown restaurant."

Many hundreds of people visited that restaurant, continually asking the owner, the waiters, and the cooks if they were "Leetle Freddie." The owner had never in his life been called Little Freddie, so every time someone said it, points went up on my scoreboard. Do you have the courage and wit to plant a word flag in your ads?

"IT'S THE WHOLE PACKAGE." Advertisers who refuse to name how they plan to measure success are the hardest to serve. My assumption is that most of them refuse to share how they measure results because they want to remain in control of negotiations. In these instances, the up-front emphasis is on the buy rather than the results. These people think of negotiation as a sport that has to have a winner and a loser. They refuse to name the rules because they want to be free to change the rules every time you make a presentation. Is this beginning to sound familiar?

My advice: Add a bunch of fluff to the package; broad rotators, overnights, mentions, website placement, etc. Let them feel they won. Think of these advertisers as direct descendants of that person 300 years ago who sold Manhattan Island for a box of shiny beads. Give these advertisers wampum.

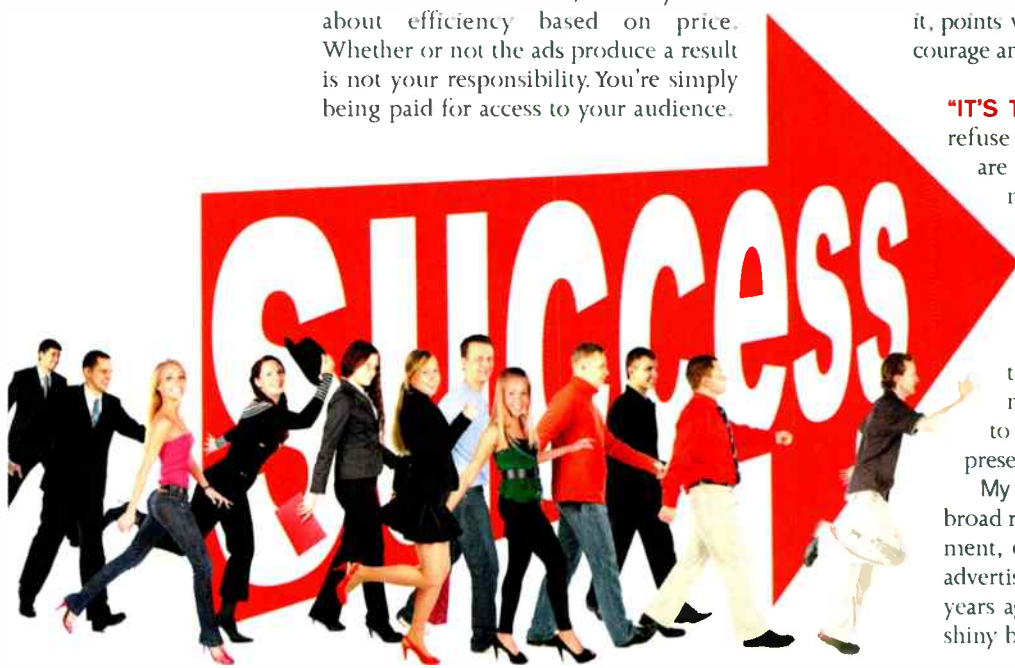
"THE STATION WATCHES OUT FOR ME. THEY DO EXTRA THINGS FOR ME." You've heard it. I've heard it. These advertisers are loyal to a particular station because they have a relationship with an account executive. I never did particularly well with these clients because, deep in my heart, I pitied them. Part of me was thinking, "If you need a friend, buy a dog. I'm here to talk about growing your business." So no, I was never a good professional visitor. But I did work with people who were good at it.

My advice: Take the client to lunch, take him golfing, ask about his family, hobbies, etc. Send him things you clipped out of the newspaper, to prove you think about him even when you're not together. It's for clients like these that radio stations have season tickets to important events. Make use of those tickets.

My advice: Take the money and run. Quit trying to make the buy about something other than price. It is what it is. Live with it.

Local direct advertisers, however, come in a wider variety of flavors. There are basically four ways that local direct advertisers measure success.

"I'LL JUST KNOW." Have you ever had an advertiser tell you they'll just know when their ads are working? They say, "I've been doing this a long time. I can always tell when the ads are working and when they're not." These advertisers may not know it, but they're measuring comments from their customers and friends. What's important is that you know it.



PLANT A WORD FLAG IN THE AD. HAVE YOUR ADVERTISER SAY SOMETHING THEY'RE CERTAIN TO BE TEASED ABOUT. THE FIRST WORD FLAG I PLANTED IN AN AD WAS 32 YEARS AGO. IN THAT AD, I TOLD THE STORY ABOUT HOW "LITTLE FREDDIE" HAD GROWN UP WORKING FOR HIS GRANDFATHER, THE FAMOUS MEXICAN CHEF, DON SERAPIO SANCHEZ, AND THEN ONE DAY GRANDPA DECIDED "IT WAS TIME FOR LEETLE FREDDIE TO HAVE HEES OOOOWN RESTAURANT."

"DOLLARS IN THE CASH REGISTER." Now that we know how results will be measured, we need to know when they'll be measured. If the measurement cycle is less than a year, you're dealing with a direct-response advertiser. Do you know how to write for direct response? The signature of successful direct-response ads is that they revolve around a specific, detailed offer followed by an extremely attractive price. This doesn't necessarily mean the advertiser must settle for a reduced profit on the advertised item. It only means that the price must seem low compared to what your listener assumed it would cost.

When the description of the item conjures a much higher price in your listener's imagination than the price you name in the ad, the item represents an extremely good value and will generate traffic and sales. If your advertiser is objective and unemotional, old-school loss leaders are a tried-and-true way of generating wondrous traffic. The term *loss leader* refers to a featured article of merchandise sold at a loss in order to draw customers. Let's assume the item is being sold for a dollar less than it costs the advertiser. "How many customers would you be willing to buy for a dollar apiece?"

This becomes a very interesting discussion when you're

meeting with an advertiser who knows how many different people purchased from them in the last 12 months. "This business exists for one reason," I say, "to bring customers through the door. Your rent is paid, your staff is paid, the utility bills are paid, and all your merchandise is purchased so that people will walk through that door and buy it."

I then ask the business owner to look in their books at the total cost of doing business for the past 12 months. "Now divide that number by the number of customers who purchased from you last year. That's how much you're currently spending on each person who walks through that door." The tiny loss on the loss leader instantly becomes immaterial.

Bottom line. Advertisers counting dollars in the cash register require that you know exactly how to make radio work.

My advice: Push for an offer that you're sure will generate meaningful traffic and sales. Don't settle for a half-baked offer. Make sure it's an eyebrow-raiser. Writing powerful ads is easy when you have something to say.

Have something to say. **INK**

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



**"Congratulations
MIW's for mentoring
and inspiring us all!"**

—Kay Olin, President, Local Focus Radio/MIW

**Local Focus Radio.....a national sales force,
with a local focus. Selling VALUE, not rate!**

Ph: 404-234-7884
Email: Kay_Olin@localfocusradio.com
www.Localfocusradio.com

Local Focus
National Radio Representative



Most Influential Wisdom



Corinne Baldassano
SVP/Programming and Marketing
Take On The Day



Mary Beth Garber
President
Southern California
Broadcasters Association



Mary Quass
President/CEO
NRG Media

This issue celebrates the talent and perseverance that have driven women to succeed in, and contribute to, all areas of radio, especially over the past 11 years, since Radio Ink's first Most Influential Women in Radio list was released. Along with this year's MIW list, we are pleased to present a wealth of insight and opinion from some of the smartest women in the industry.

That represents a lot of progress, especially in the eyes of someone (me) who early in her career was asked to leave a strategic planning meeting because "the language is going to get a bit rough." So, with pride (and a little smug satisfaction!), I recently called a strategic planning session of my own with three MIWs who appeared on the inaugural list and who continue to amaze and influence radio today. Who better to ask for advice on one of the major challenges facing the industry than women who have successfully navigated a string of obstacle courses themselves?

How can radio market itself to the critical teen and 18-24 demos and combat its image as their "mother's medium"?

Mary Beth Garber: The only way to change the perception that radio is passé is by not acting passé. To appeal to younger people, stations must decide on their target market segment, research what is relevant to that segment, and then put exclusionary elements in place. Make your content (on every platform — and you should be on every platform if you want to appeal to youth) appealing only to the "virtual neighborhood" you promised to serve. If you can get kids to become involved in your content, they will talk about it to one another. If you are organically integrated into their conversations, you aren't their mother's radio.

Radio stations aren't passé. Some have just lost sight of their primary product: entertaining and informing a market segment of people with locally based content and activities that provide an emotional connection that will benefit advertisers. If you are targeting teens and 18-24s, and doing a good job of it, the positioning will take care of itself. Talk about people on the air or online or in digital platforms so they will talk about you. If the most popular guy in school were heard on AMP Radio this morning, do you think kids would talk about how "your momma's medium" radio is? No. They would want to copy Mr. Popular. So go after the Mr. and Miss Populars. Find ways for them to contribute to the content. Ask their

opinions about programming and promotional elements.

We can't advertise our way into being cool. Telling someone that they are hot or relevant or now because they are listening to radio is bogus. "Listen to KIIS, home of Ryan Seacrest and Wango Tango tickets" is useful advertising. If we want to position radio as hot/relevant/cool/now, that is the job of a huge PR campaign — not talking about radio, but putting people using radio brand platforms into movies, TV shows, and paparazzi pictures of celebs in US and People magazines and on TMZ.com. Become branded entertainment. Get people to talk about you. You cannot call yourself cool or classy or anything else and have anyone care about what you are saying. You simply have to BE that. And then they will care and talk about you.

So start looking for new ways to be relevant. Ask a teenager to help you.

Mary Quass: In order to market and position radio to young consumers, we first have to understand what their needs are. What do they look for, how do they consume media, what speaks to them? Once we know that, we need to determine if we have a product that they want. If we do, then and only then do we jump into the virtual world and begin the buzz. Be a part of the social network.

Because young listeners are most likely to sample, encourage them to sample and stay. I can recall when the favorite radio station revolved around the favorite jock, who shared our dreams and became the center of our shared experiences. The announcer on the "kid's" station spoke to the summer sunbathers on the beach and told us when to turn, and, like burgers on a grill, one by one we would turn.

If relevant and done well, radio speaks to our soul, and all of us — even the young people of today — still have that soul too.

Corinne Baldassano: Each generation has its own set of media that it grows up with, so we can't try to engage new listeners in the same old way. What radio does have is compelling personalities and the knowledge of how to attract audiences — it's in our DNA. We just have to realize that we can make money by embracing multiple platforms and not by trying to ignore them or scoff at them. The CHR stations have been very good at taking advantage of social media to keep audiences engaged. New media can be used as additional promotional vehicles to drive listeners to the radio station, and vice versa. I see this as a time of great opportunity for radio, as long as we are open-minded. **DK**

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



Someone, Please, Get This Message Out!

A debate was sparked at the Arbitron Advisory Board meeting in Annapolis, and it struck me that someone — at Arbitron, the RAB, or the NAB — should be telling the story about how powerful radio is as a driver of Internet traffic.

The debate came after I addressed the board. I had described a few remarkably unexploited opportunities for the industry, then finished up with probably the single most conflicting motivational message you can give: *Wow, I'm disappointed. You have such an incredible amount of potential.*

Simply put, the potential comes from radio's ability to reach people listening at work with their hands on a keyboard.

Since the online listening audience began swelling into the millions a few years ago, I've grown more curious about this group. My suspicion — mainly because of my own in-office listening habits — is that their access to a computer makes them more likely to commit a little white collar crime at work by comparison shopping for shoes or even slipping over to their favorite radio website to buy concert tickets or enter a contest.

With the help of Ken Dardis at Audio Graphics, I've been surveying the online listening audience and have found some interesting things that seem to support my theory of itchy fingers. Here are some statistics from a sample survey:

- +2 percent bought something from a local store because of an ad they saw on the Web.
- 53 percent use online coupons, and half use them at least once a month.

- 33 percent use the Internet exclusively (not the phone book) to look up information about local businesses.

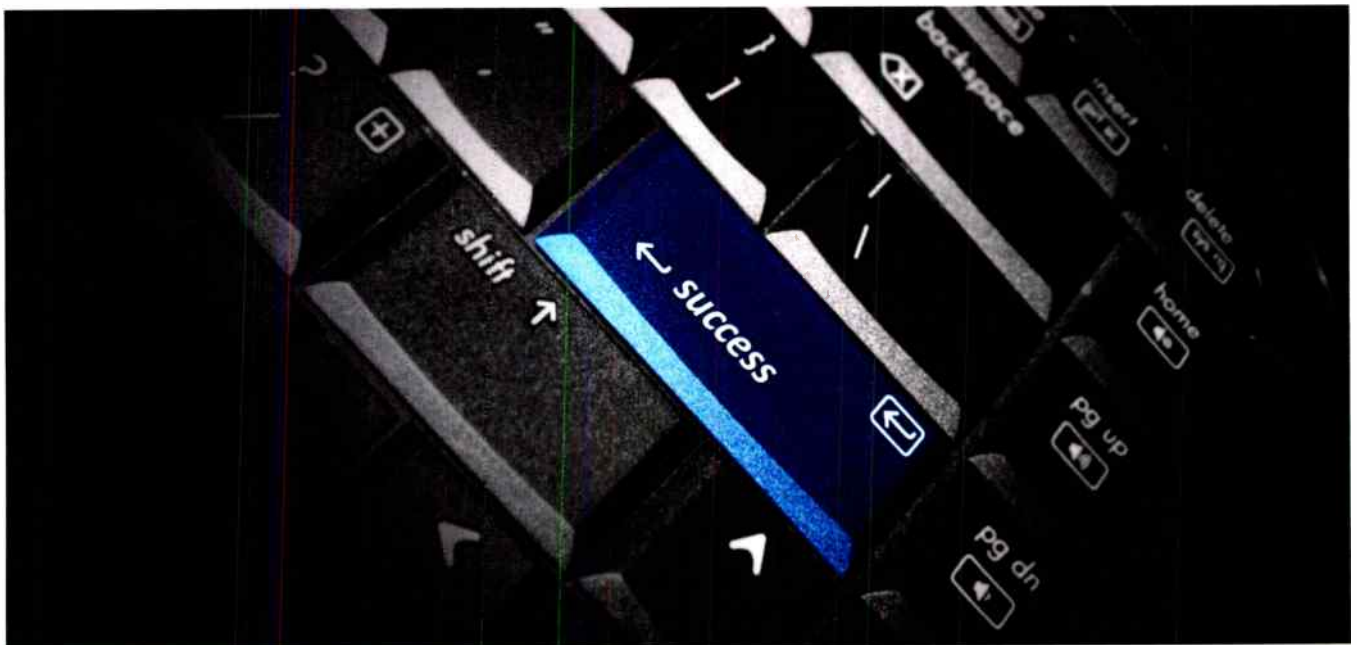
If I were a local advertiser, I'd be very interested in getting into the ears of this audience to influence their fingers. (Think of hands on keyboards vs. hands on steering wheels.) The audience, of course, goes well beyond the 43 million that Arbitron and Edison Research estimate as the number of online listeners and extends to traditional radio as well.

Oddly enough, the strength of radio has been researched, known, and acknowledged within the industry for a dozen years. In early 1998, Arbitron and Edison produced an "Internet Listening Study" that concluded: "Radio is the best possible medium to drive people to visit websites. Advertisers are finding that compared to Web-based advertising, radio is more successful at getting people to go to a website. Radio stations' ownership clusters now reach 50-70 percent of all people in a market, and have a huge marketing opportunity to drive their listeners to their websites."

It would be a tragedy if the industry let this message rot. The story needs to be told to agencies and individual advertisers. The message needs to be crafted into a few brilliant marketing handouts, slides, and talking points and put into the hands of radio reps.

It's a very powerful message, and one that just might breathe new life into radio advertising dollars as marketers scramble for ways to drive traffic to the Web and to mobile devices. **INK**

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





Watching The Radio

An increasing number of new radios include a graphical screen.

Time was when radio broadcasting just delivered audio, but that's over. Starting with the original Radio Data System-equipped receivers in the late 1990s (perhaps sooner, if you were an early adopter, or living in Europe, where RDS originated), listeners to FM radio stations began to receive text along with the sound.



Screen shot of radio display from a 2011 Ford Taurus.

At first, RDS carried only what we now call "service metadata," meaning information about the radio station. More recently, it began to carry "content metadata," or descriptive information about the current audio programming (such as song title and artist). HD Radio can also

carry such data, which it calls Program Service Data (PSD).

Satellite radio has carried such content-related text information since its inception, and listeners report it's one of their favorite features of the service. In fact, one of the primary motivations for U.S. terrestrial radio's push toward adding content metadata to RDS in recent years has been a desire to remain competitive with satellite radio.

Of course, Internet radio can carry additional visual data as well. In this case, the range of its presentation is much less constrained, because the device used to receive Internet radio typically has a screen with graphics capability.

Text Is So Last Year

The latest trends for radio metadata are moving away from simple text and toward graphical display. Even if the broadcaster is only sending text, it can look a lot nicer on these graphical screens, with their cool fonts and full-color capability.

In some cases, instead of only displaying a single field of data at a time, these screens can show multiple text fields simultaneously, making for a richer display. Of course, because broadcasters are used to radios showing only a few characters at a time, such multiple-field displays often show a lot of the same data at the same time, resulting in redundant information appearing on the screen. So these new features will take some getting used to.

The next step is for broadcasters to start sending more than text to these devices, such as including graphics files

At last — an attorney who's been there!
15 years of programming, sales, and management experience.

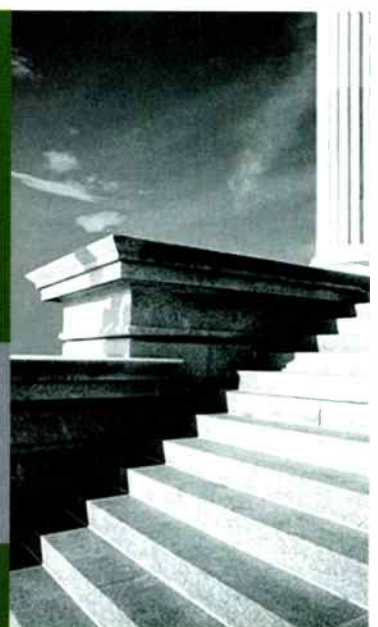
BARRY SKIDELSKY, ESQ.
Attorney/Consultant

Creative, cost-effective counsel for today's competitive environment.

Legal and business assistance for those involved with traditional and new media:
FCC, purchase and sale, financing, A/P reduction, employment, IP, and more.

Also an experienced bankruptcy trustee, FCC ownership trustee, and arbitrator.

bskidelsky@mindspring.com • 212.832-4800



in their metadata transmissions. This would allow stations to display things like album cover art or artist photos while a song is playing, or a sponsor's logo during an ad. Naturally this has great appeal to broadcasters, but it's technically difficult.

For one thing, bandwidth will have to be stolen from the audio to transmit the graphics data — significantly more than is required by the text sent today. This could be hard to justify when the majority of listeners are still just getting the audio, at least in the near term.

Particularly problematic is getting the image to be transmitted efficiently and to display at the right time, in proper synchronization with the audio program. One possible solution is to pre-transmit the graphics and store them in memory on the receiver, then trigger them when the corresponding audio content is played. This adds cost to the receiver and extra effort for the broadcaster, and there's also the problem of changing stations: What if you've just tuned to a station and a song or ad comes on, but the matching graphical content was pre-transmitted for local caching before you tuned in, so your radio has nothing to display?

iBiquity Digital is now developing a specification for delivering such images to future HD Radio receivers in a standardized fashion.

Convergence Rules

Another way to get richer metadata to the radio is via the Internet. An increasing number of radio receivers — often the same ones with these nice, modern screens — also include Internet connectivity via 3G/4G and/or WiFi.

In these cases, the device's Internet connection could be used to receive the enhancement data from the broadcaster, but the device's browser would have to keep changing the site it was connected to whenever the tuner changed the station. This is just what the developing RadioDNS standard is all about (see Soapbox in the April 5 issue of techINK). That approach solves most of the delivery, uniformity, and synchronization problems mentioned above, but it requires the receiver to be connected to the Internet all or most of

the time the user is listening to the radio.

These hybrid units today take the form of handheld devices and automotive units, along with a few tabletop radios. These are typically multi-function devices that include other features that also use the screen, such as MP3 players or GPS navigation units.

Thus the radio inherits the screen at little incremental expense — but now it needs something to display there, lest it be considered as a lesser function of the platform compared to the other features and services that provide a lot to look at.

Note that we're not talking about video here, just static graphics — although some form of video enhancement could come along eventually as well, particularly via the Internet path.

What Is A Radio?

Whether this visual data is transmitted over the air or via the Internet, and displayed in real-time or from a local cache, it will need to be available. And it is increasingly less likely that the target device will even be called a "radio."

As the digital transition continues, radio receivers will be embedded into a variety of new devices, but one common element will likely be that bright, high-resolution display screen. For radio broadcasting to remain a viable player in this environment, it will need to have plenty to display on those screens, and soon.

There's no shortage of appropriate display candidates for such audio accompaniment, from news headlines or weather data, to artist- or advertiser-related visuals, to program-guide information promoting the station's upcoming content.

The challenge of getting this content to radios in a uniform way is currently being examined by radio technologists. Meanwhile, broadcasters should begin thinking about the processes they will implement to prepare and present the data that will be coming soon to a screen near you. **INK**

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



ENCO delivers **Performance** - ENCO designs software for mission critical **Reliability**

ENCO provides the Best **Support** in the industry

Upgrade now, and we'll convert your library at no charge using our Intelligent Conversion Engine!

Providing The Tools & Technology To Positively Impact Your Bottom Line



Call us and learn how our experience
can pay off for you

www.enco.com
sales@enco.com
+1-248-827-4440
800-ENCOSYS

Preparation Is Priceless

Call letters:	KXTD
Ownership:	Gaytan Broadcasting
Management:	GM Maria DeLeon, OD Allen McLaughlin, PD Chayan Herminio
Market:	Tulsa-Wagoner, OK
On air since:	February 1979
Years in format:	Regional Mexican, 13
Target demo:	18-49
Slogan:	<i>!La estacion de la raza, pa' la raza!</i> (The station of the people, for the people!)
Website:	www.quebuenatulsa.com



GM Maria DeLeon

KXTD General Manager Maria DeLeon is a graduate of NABEF's Broadcast Leadership Training program.

>Signature events: La Navidad Mas Buena is a Christmas *posada* (festival) where listeners are treated to an afternoon of Mexican regional music, traditional Hispanic games and food — and every child under 13 receives a toy from Que Buena 1530AM. Festival Dia De Los Ninos, a daylong free festival celebrating childhood, is held in conjunction with St. Thomas More Catholic Church and the Tulsa Hispanic Chamber of Commerce.

>Community involvement: The one-hour *Liver Pulga* airs Monday through Friday and answers the employment-related needs of our community. Need a job done? Call us. Need work? Call us. The show also features an on-air garage sale in which listeners sell household items.

Our staff and ownership are very active in all facets of our community, from health to immigration. Operations Director Allen McLaughlin is heavily involved with legislative issues that can have devastating effects on our community. Oklahoma has attempted to pass some of the most stringent immigration laws in the country: bills barring undocumented children from public school, and bills to change all government agency paperwork to English-only, which would prevent Hispanics from receiving the state and federal aid they are qualified to receive.

Our on-air personalities are extremely active in public school appearances and an effort by the Tulsa Police Department to get Hispanic citizens to report crimes against them. I work with the Tulsa Hispanic Chamber of Commerce to foster a better environment for Hispanic-owned businesses.

>Web presence: KXTD is a daytime AM signal, with all the limits that implies, so www.quebuenatulsa.com allows listeners to enjoy the product anytime, from anywhere. Our website's news section connects the audience with information designed to fit the cultural needs of the community. The photos and videos provide a chance for listeners who attend our events to share photographs with friends and family in the U.S. and around the world. The videos



AE Shernnys Rivera works with the Census 2010



OD Allen McLaughlin at La Navidad Mas Buena, at Festival Dia De Los Ninos.

give the Hispanic consumer the chance to see their performers in high-quality, extremely well-produced music videos.

>Describe a typical day at the station: Ah, the sweet joy of organized chaos! Not being a corporate radio station, we enjoy impulsive creativity and the ability to respond to the needs of our community and our advertisers. Our small but extremely talented staff are charged with performing at very high levels and producing the quality product our community deserves. Yes, radio still can be fun. It has to be.

>What has been the greatest benefit of the NABEF Broadcast Leadership Training? It's been said that luck is defined as when preparation meets opportunity, and Gaytan Broadcasting is now prepared. My classmates have not only become dear friends, but we are resources for each other. When a challenge arises, we have the ability to gather varied opinions and solutions that are germane to minority broadcasters.

The marketplace in which we compete is different than that of mainstream media. Unique communities require unique ideas. The ability to contact other markets with owners and managers all armed with the collective knowledge we gained from NABBLT is priceless. Now that our broadcast company is prepared in the best manner possible, we are reviewing opportunities and looking forward to a very "lucky" future. **INK**

From “Housewife Time” To Big Time

ENTERCOM REGIONAL
PRESIDENT AND RAB
BOARD CHAIR WEEZIE
KRAMER FOCUSES ON
REINVENTION

{ By Editor-In-Chief Brida Connolly }

Louise “Wee-zie” Kramer is a 10-year executive at Entercom, overseeing markets from Boston to Denver, and one of the most respected managers in the business. In our annual issue on the most influential women in radio, *Radio Ink* talks with Kramer about starting out her career as a “girl Friday” and how things have changed for women in the business — and we get her take on the state of the industry today.

>> How did you come to have a life in radio?

Not unlike most kids graduating from college, I was trying to figure out what I wanted to do with my life. I was an English major, and we know that a liberal arts degree teaches you responsibility and discipline, but it doesn't necessarily prep you for the perfect job.

So I wrote down on a piece of paper all the things I thought I was good at and all the things I was not so good at. Then I developed a list of questions, and proceeded to interview people in business who had been in their respective roles at least five years. Because, at that time, five years seemed like a lifetime to me.

I'd call up friends of my dad's and interview them. And I'd come out of interviews thinking, “Oh, my God, how do they get up and go to work every day?” I'd be so bored with the bankers, the insurance guys, and so forth.





I JUMPED OFF THE COUCH YELLING, "I HAVE TO WORK IN ADVERTISING!" I NEVER EVEN WENT TO MY GRADUATION. I GOT THAT JOB RIGHT AWAY, AND THE TITLE WAS GIRL FRIDAY. THREE MONTHS LATER, I GOT MY FIRST SALES JOB, AND I'VE NEVER LOOKED BACK.

Finally, I interviewed the general sales manager of WHAS-TV in Louisville, KY. I feel like I owe him a debt to this day. I started talking to him, and the next thing I know I jumped off the couch yelling, "I have to work in advertising!" And he helped me get an entry-level job.

I never even went to my graduation. I got that job right away, and the title was girl Friday. Three months later, I got my first sales job, and I've never looked back.

>>What other mentors have you learned from?

I was blessed that my first job in radio was with a company called Village Communications, out of Chapel Hill, NC. They had adopted, I'll use the words "sales techniques," from the insurance business, which meant qualifying the customer and then building your presentations based on customer needs, which back then was a new concept. They invested heavily in training and in their people, and frankly, some of the smartest people I've ever worked with were on that team.

Peter Jorgenson was the general manager and Jim Heavner was the owner, and there was a great group of sales folks who I still consider the best sales team I've ever worked on. I think your first job lays the foundation for what happens going forward, so I was really lucky there. Along the way, people like Louise Heifetz at Sandusky, and, at Group W, guys like John Waugaman, these are all people who really influenced me and made a difference. And certainly, I have loved working for Steve Fisher and David Field at Entercom.

>>You have a lot of far-flung markets to watch over, from Boston to Denver. How is business going?

On a macro level, the advertising market's on fire and a lot of ad categories are up. Across the Entercom footprint, it's a little different region to region, but on balance, business is absolutely fantastic

relative to where it was. But we still have a long way to climb back to get back the millions that we gave up over the last two years.

>>What categories are showing the most signs of life, and what's still running a little behind?

Automotive, retail, and cellular are all doing great. I think seven national categories make up like 90 percent of all the revenues, so all those are flourishing, beyond the three I just mentioned. Political is starting to come in, the soft money, the issue money, you're seeing that boosting business.

The local businesses are trailing a little bit — still up, but trailing. I call it the "long tail" of radio — people who aren't necessarily big spenders, but a lot of small spenders who make up a certain portion of our business. Some of those are lagging.

>>How has the company changed and adapted in the last year and a half or so?

I'd have to go back four or five years, when as a company, we said, "Hey, our business model needs to change." We began executing a strategy to become a more integrated marketing solutions organization, as opposed to a company that just sells spots.

We had to retool in a lot of different areas to accomplish that, which meant we had to invest in personnel, technology, training, looking at people and expertise in a number of different areas — marketing, digital sales and content, business development, e-commerce, both on a corporate and a local basis.

When the real mess hit in the economy, we also had to make decisions on where we would cut back in order to make those investments that we had started with. So even though conditions were brutal the last couple of years, we didn't really slow down on deployment of the strategy. We had to make some tough decisions — stop spending here, cut other places — in order to reinvest those



I HAVE A BLAST EVERY DAY. I CANNOT BELIEVE THE ENERGY LEVEL THAT I BRING, AND I THINK IT'S BECAUSE, FROM DAY ONE, I FOUND AN INDUSTRY THAT ALLOWED ME TO BE ME AND THAT FIT MY TALENT PROFILE.

dollars to put money back in our pocket. So we've emerged in a stronger position today than where we were two to five years ago.

Most recently, we've added two recruiters, one on the East Coast, one on the West Coast, to help improve our hiring and retention of sellers. We have a much larger palette to offer our clients, and we need our sales teams to understand how to integrate our assets to deliver on what our clients are expecting.

>> How has your own job changed?

In addition to leading and making sure that our markets execute the plans, I'm also responsible for "reinvention" — working with David and the company on re-engineering our business model, particularly in the area of new revenue channels. That's been really fun, intellectually challenging, and very rewarding.

>> What's the most promising area for new revenues?

Obviously, digital. I don't know that people consider that totally new today, but from streaming to any type of digital integration that we can offer clients, that's certainly a new opportunity. The second big opportunity is in e-commerce, direct-to-consumer selling. And I would add database marketing to that.

>> On the spot side, is rate discipline coming around?

Katz shared some information with us at the NAB-RAB meeting a few weeks ago, showing that rates had firmed at the beginning of the quarter, and were growing into second quarter. We've seen that in our own markets. More demand, people are selling out, and we obviously need to get that recession discount back. Nothing is going to help us do that more than increased demand, which we have. It's incumbent on ratings leaders in the markets to continue to drive rates and to have discipline on their pricing and inventory.

At the street level, one of my pet peeves is predatory practices — poor pricing discipline and poaching each other. It's a real threat to our industry. It's happened for decades, but at some point we have to recognize that we're competing for the total ad dollar, not just the guy across the street. We get to be our own worst enemy. We have an opportunity, coming out of a really tough two years, to change that. If I had a magic wand, that'd be something that I'd like to see.

>> How have things have changed for women in radio since you started out in the late '70s?

(Laughs). When I started, middays were called "housewife time," and my first title was girl Friday. So just being more politically correct, I'd say a lot's changed from that standpoint. But there's always been opportunity for women — certainly more today than when I started. There are a lot of people who have paved the way for women, but at

the end of the day I think radio has always been sort of gender-blind and biased toward performance. So no matter who you were, if you performed, you could get ahead, and you could get rewarded.

You see more women in senior positions — certainly all the people who will be in this issue of *Radio Ink* — but we really haven't cracked into the C-suite in a meaningful way. That would be a nice thing to see with the next generation.

>> If you met a college student who wanted to work in radio, what advice or recommendations would you give?

I would tell people to really understand what their talent is. If they play to their strengths, they'll put themselves in a position to win and succeed. I would tell them to work for someone they like, who would train and invest in them and provide them with the tools and materials they need to do their job. I would tell them to invest in themselves — spend some money on classes, make sure to get the right equipment, become a member of the RAB, even if your company doesn't pay for it. I would tell them to read at least 30 minutes every day about something related to marketing or broadcasting or anything in the advertising ecosystem. And I would tell them to do everything their boss tells them to do for at least the first six months or year, because they can learn from that experience. And obviously, work really hard and do it with passion.

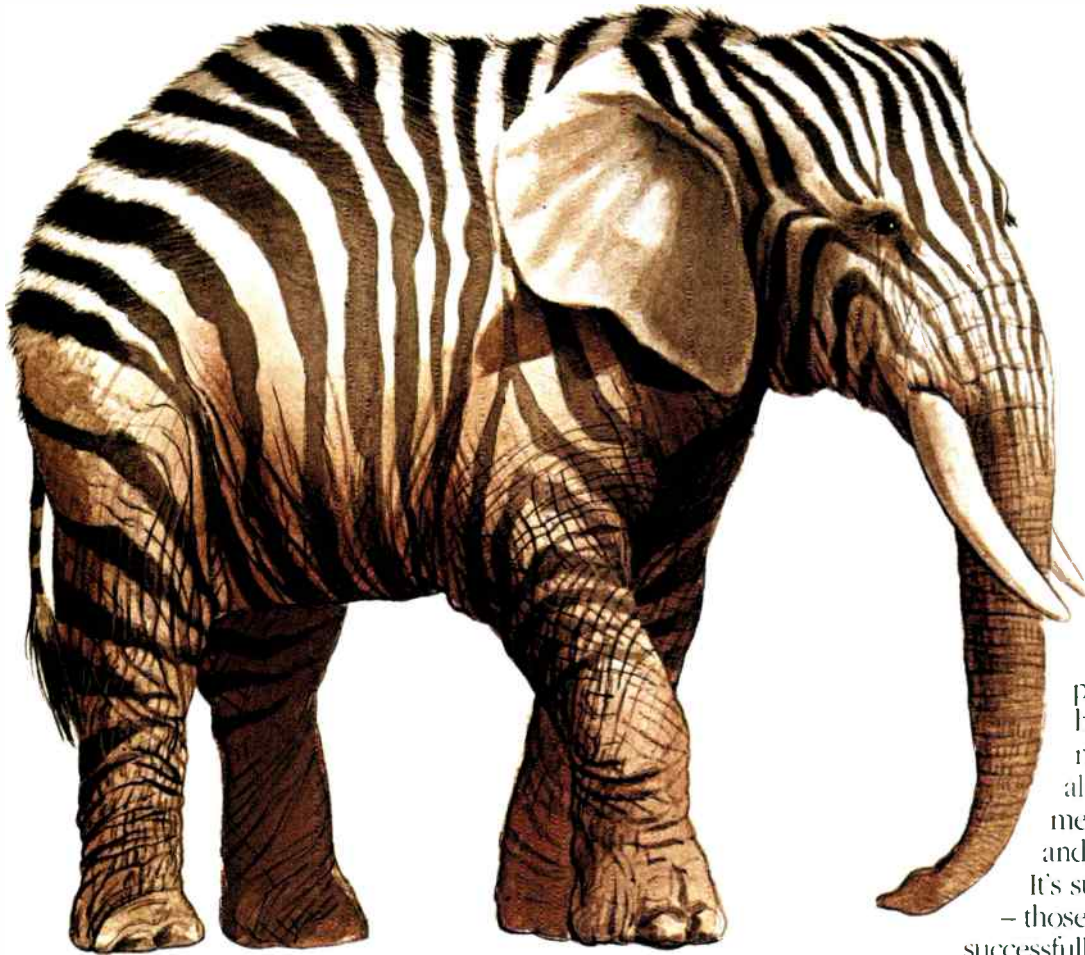
>> What can you tell me about the joint NAB-RAB Radio Show coming up in the fall?

It will be co-produced by the RAB and the NAB in a partnership venture. In terms of the programming, it will have a little different look, but it will be for the best of both shows. The content will be driven by previous attendee feedback, and the key will be a merge of the best of both of those shows — the sales and marketing, digital, programming, legislative pillars. And what'll be neat is that for the first time, you'll have one venue that you can bring your entire team — sales, programming, general management, everybody can get together at one meeting to learn and share and grow and interact.

>> Is radio still fun?

You know what? I have a blast every day. I cannot believe the energy level that I bring, and I think it's because, from day one, I found an industry that allowed me to be me and that fit my talent profile. I've been fortunate to work for a company that I think cares about doing good work in their community, that cares about doing great radio, that's ahead of the curve and performance-based, and that rewards people. So I feel really, really blessed. **INK**

Brida Connolly is editor-in-chief of *Radio Ink*. E-mail: brida@radioink.com



In Today's Media Collection Jungle – Either Evolve, Or Get Trampled Underfoot.

Today, the media jungle is a wilder, more dangerous place to be than ever before. Whole new mediums spring up almost overnight. Existing mediums morph, transform and evolve at blurring speed. It's survival of the fittest – those who can adapt the most successfully.

Fortunately, the largest, most dominant beast in media collections is leading the charge into the future. Szabo Associates, never content to be part of the herd, continuously adds capabilities and services to meet all the changes our clients suddenly find themselves facing.

Specialized divisions service radio, television, cable, newspapers, magazines and Yellow Pages/directory advertising. We handle out of home media such as outdoor, transit and POP. Yet our reach extends well beyond traditional media. We also excel in on-line advertising, programming syndication and product licensing fee collections.

We have an unmatched record of success since we created the media collection industry over 35 years ago. Our veteran account professionals are masters at using subtlety and strength to achieve your collections quickly and effectively, without damaging valuable business relationships. And you receive payment before we do.

Don't just survive. Thrive. Szabo can help.



Szabo Associates, Inc.
3355 Lenox Road, N.E., 9th Floor
Atlanta, Georgia 30326
#01-260-2161
FAX #01-260-2165
www.szabo.com
info@szabo.com

Women MOST INFLUENTIAL IN RADIO

Radio Ink is proud to present our 11th annual list of the Most Influential Women in Radio. Over the years, this has become one of our most anticipated lists, as we spotlight some of the women whose energy, intelligence, and dedication help drive the radio industry. And again this year, we've expanded the list to feature women in both the programming and on-air fields, in addition to executives.

Our list of the Most Influential Women in Radio features some of the industry's most respected and influential broadcasters — women who are among radio's leaders in sales, programming, management, and technology roles.

This year we asked the MIWs to answer a few questions, about who served as their primary career inspiration or mentor, the toughest challenge for radio other than new-media competition, and how they'd advise a daughter who was considering a career in radio. Their responses are wide-ranging and insightful, and even inspiring. We're pleased to congratulate 2010's Most Influential Women in Radio.



NANCY ABRAMSON
Executive Editor
The Wall Street Journal Radio Network

I am very fortunate that I work at WSJ Radio with two of my mentors from ABC Radio Networks, Susan O'Connell and Susan Moran. They were part of an amazing team who taught me the basics of sales and marketing: Ask questions, listen to the answers, focus on the positive, and write boldly and succinctly — people didn't have time for long-winded messages 20 years ago, and they certainly don't have the time now. Work hard, treat others with respect, and make sure you laugh along with way



JAYE ALBRIGHT
Consulting Partner
Albright & O'Malley Country Consulting



ANGELICA BALDERAS
VP/National Sales
Bustos Media

I continue to learn and be inspired by those just starting out who are ever-so-optimistic about life and radio.



SUSAN DAVENPORT AUSTIN
Vice President of Strategic Planning/Treasurer
Sheridan Broadcasting
President
Sheridan Gospel Network

I would encourage my daughter to pursue a career in radio because people who work in radio are vivacious! Also, networking is key. I would share my heartfelt pride about the years I have experienced working in the city during times of crisis. No other medium can respond as quickly, consistently, and ubiquitously as radio. Last, I would tell her that radio is a flexible, intimate, and personal medium, and encourage her to apply these same attributes to her career approach.



DEBORAH BEAGAN
Executive Director
New York Market Radio Association

Congratulations Deborah Beagan

Thank you for your service and commitment to NY Market Radio's success

You make us proud!

From the NYMRAD Board of Directors

NYMRAD
NEW YORK MARKET RADIO



CAROLINE BEASLEY
EVP/CFO
Beasley Broadcast Group

My primary career inspiration and role model is my father, George Beasley. My current position requires quite a bit of negotiation, and that's an important skill I learned from George. However, the most important lessons I learned from him were to always honor your word and practice high levels of business ethics. The other person I owe thanks to for mentoring me is Simon T. During his tenure as the company's president, I was promoted to the position of CFO, and having someone outside the family show confidence in me was both meaningful and encouraging.



VALERIE BLACKBURN
Market Controller
CBS Radio/Los Angeles

When I had only been with Jacor Broadcasting in Denver a short time, SVP/Market Manager Lee Larsen promoted me to a position I probably didn't have quite enough experience for. Lee was a wonderful teacher, training by his actions, words, and constant support. More than 20 years later, I still mentally use him as an example of what a true leader is, hopefully guiding by example and giving others similar opportunities to let their own lights shine. I'm hoping that in future years, someone I've been able to encourage in their career will show up in the pages of Radio Ink!



AMY BOLTON
SVP/GM, News and Talk
Diar Global

Just as financial deregulation transformed mortgages into commodities that were bundled and traded at unsustainable rates, radio deregulation commoditized radio stations and created unmanageable debt loads that are not only bankrupting our industry, but sucking the lifeblood out of broadcast radio. Stations will get sold off piecemeal, and, once the market corrects itself, we will see the rebirth of radio. Only then will radio be restored to what it does best: to serve, entertain, and inform communities.

- Philadelphia
- Atlanta
- Boston
- Miami - Ft. Lauderdale
- Las Vegas
- West Palm Beach
- Fort Myers - Naples
- Wilmington
- Greenville - New Bern
- Fayetteville
- Augusta

3033 Riviera Dr.,
Suite 200
Naples, FL 34103
239.263.5000

www.bbg.com
NASDAQ: BBGI



Radio is our **heritage**
our **future**
and our **passion**



Caroline Beasley
Executive Vice President and
Chief Financial Officer

**Congratulations,
Caroline!**

For once again being recognized
as one of The Most Influential
Women in Radio!

BEASLEY BROADCAST GROUP, INC.



COLLEEN B. BROWN
President/CEO
Fisher Communications

Leadership is the biggest challenge our industry faces today. The ability to adapt and transform traditional broadcasters into diversified 21st-century media companies must start at the top of an organization. As leaders, embracing change and creating an environment that fosters innovation, exemplary service, and an overall commitment to delivering quality programming to our audiences is not an easy task. Stations where employees are valued and empowered to relentlessly execute on the strategic plan will not only survive, they will thrive.

I have a son, and I would definitely encourage him to go into radio. Work hard, work smart, take advantage of every opportunity to stand out from the crowd. Become a student of the business, constantly challenge yourself to grow and learn, network with the smartest people you meet and allow their wisdom to influence you. Always be positive, smile a lot, and let your success show in everything you do.

Thirty-three years in the business, and I still love to come to work every day. What more could I ask for my own child?



LINDA BYRD
Market President
Clear Channel/Orlando

1. Don't expect to be taught what you need to know. Seek out knowledge, find different ways to learn, and never stop.
2. Never expect — always earn, and then enjoy the unexpected.
3. Gain experience in as many areas or departments as possible for broader perspective and real reference.
4. Be the person who is aware and ready to face challenges, but dwell on the opportunities.
5. Never be satisfied with "That's how it's always been done."
6. As in life: Give more to the industry than you take.
7. Always be true to your own values. Be authentic, no matter what.



TRILA BUMSTEAD
President/CEO
New Northwest Broadcasters

There are three challenges we must pay close attention to:

- The first is capital structure and necessary debt/equity restructuring. Reducing operating investments within creates long-term product damage that impairs our ability to meet our clients', listeners', and local communities' needs.
- The second is the potential for additional assessment of royalties on radio stations. We need to be aligned and ensure that the free distribution we provide for existing and emerging artists is protected from additional royalties.
- The last is the development of individuals into media professionals. Colleagues who are more extensively trained and experienced produce better results and enjoy their work.



ALEXANDRA CAMERON
SVP/GM
Emmis Communications/New York



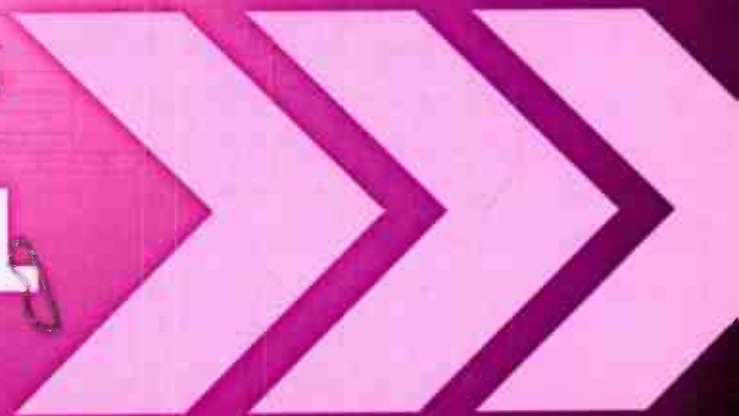
EILEEN T. DECKER
President of Sales
Dial Global



JANA COSGROVE
President
CBS Radio Sales and Entercom Radio Sales

RADIO INK

2010 MOST
INFLUENTIAL
WOMEN IN



RADIO

Eileen Decker,
Amy Bolton,
& Jessica Sherman



LISA DECKER
SVP/Market Manager
CBS Radio/Seattle

Don Bouloukos and Edie Hilliard have been very inspirational and strong role models during my career. Both set strong examples of work ethic, how to do business the right way, how to treat others, and how to make the most of every situation.



LISA DOLLINGER
Chief Communications Officer
Clear Channel Communications

I've been very fortunate to work for some of the strongest managers in radio. If I gave any advice, I would say: Learn from as many people as you can, take something positive away from each situation, and learn from adversity.



JENNIFER MOCK DONOHUE
SVP/DOS
CBS Radio/New York



JUDY ELLIS
COO/President
Citadel Media

RADIO INK

DIAL GLOBAL CONGRATULATES
Dr. Joy Browne

2010 MOST INFLUENTIAL WOMEN IN RADIO

DIAL GLOBAL



DEBORAH ESAYIAN
Co-President
Emmis Interactive

The key is that we all commit to move toward reinvention. What has been most exciting is to see clients and friends make a conscious effort to transform their operations and explore how they'll define themselves over the next five years and beyond.



MARY BETH GARBER
President
Southern California Broadcasters Association

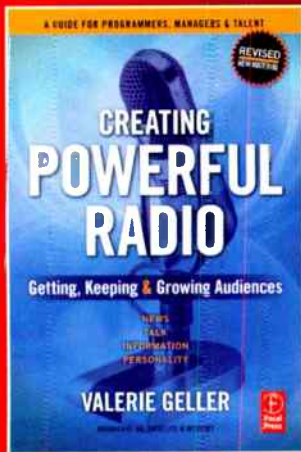
If you haven't asked someone today what their favorite radio station is, you've missed an opportunity to reverse the lie about radio's demise. We can't run ads on radio or in most other publications and accomplish that. It hasn't really worked. It's like forcing a brand into the script of a TV program or a social network site — it reeks of fake sincerity. We must take the truth to publications (online and off), to the few credible reporters left in the news media, and to people who touch advertising and marketing in any way, including analysts. We need to do it personally.



VALERIE GELLER
President
Geller Media International

Listening to the radio has always inspired me. When the programming was powerful, it was exciting. When it wasn't, I was inspired to work to help broadcasters make it better, to get, keep, and grow audiences. I've been inspired by top talent and brilliant managers, and by watching and listening, I've also learned a lot of lessons about what not to do.

Congratulations to Valerie Geller, one of Radio's Most Influential Women!



- **Grow Audiences** — Increase your ratings! Know your audience and how they listen
- **Programming** — Build exciting programming, even on dull news days, with proven techniques to guide programmers and talent to the next level of performance
- **Personality** — Identify winning talent. Develop strong air personalities. Learn to manage high ego talent, improve your news, and motivate your staff to do their best.

"A tremendous work!"

— Scott Shannon, Program Director/Air Personality,
WPLJ, New York

*"Filled with the essential tricks of the trade
that takes an entire career to learn..."*

— Lee Harris, 1010 WINS, New York

"My copy keeps getting stolen off my desk."

— Cathy Hughes, CEO, Radio One

*"Now I've got the help I need to find
and develop talent."*

— David Gleason,
VP/Programming, Univision Radio



Visit www.focalpress.com! View video tutorials, chapter samples, podcasts and more. Sign up for specialized e-newsletters with tips and specials throughout the year.

Order **CREATING POWERFUL RADIO** today! Buy online at focalpress.com, amazon.com, creatingpowerfulradio.com or your favorite bookstore

learn · master · create

www.focalpress.com



KIM GUTHRIE
Group Vice President
Cox Media Group

I thank my dad for his sense of humor and his direct personality, my mom for her drive and juggling as a working mother who still managed to be very involved as a Girl Scout leader and schlepped me to and from various sports and music lessons, Dick Ferguson for his sense of humanity and ability to see the best in others, and Bob Neil for his analytical sense and big-picture view.

I give my three daughters the same advice my mother gave me: To be most successful, look within yourself to find what it is that you're naturally good at, then set out to make a living doing it.

As a student of life, I try to learn from everyone I come in contact with. My primary career inspiration came from my father, who was a very successful businessman. Dad taught me that lions don't always have to roar to be respected, and that "good girls" don't change the world. If my daughter wanted to pursue a career in radio, I would help her identify her area of passion and encourage her to be as creative and bold as she can. Career growth can come from any place at any time, so learn to have eyes that can see around corners.



CAROL HANLEY
SVP/Chief Sales Officer
Arbitron

When I landed my first job in radio many years ago, I was fortunate enough to befriend an experienced co-worker, Ali Shepherd. She was in charge of her life, financially independent, and having a blast. She lived her life with enthusiasm, compassion, strength, and intelligence. She created that ever-elusive balance between family and career and conducted herself with grace. For me, Ali continues to serve as a valuable reminder of how to find joy and accomplishment in my personal and professional life.

MICHELLE HOHMAN
SVP/Regional Manager
Univision Radio



LORRAINE HADFIELD
Managing Director, Global Radio
Audience Measurement
The Nielsen Company

Some years ago I worked for the Pillsbury Co. as CMO for the South African business. My CEO, Scott Glatstein, really understood that without truly partnering with the client, the company would not succeed in the long haul. So he taught me to seek out Stephen Covey's *The 7 Habits of Highly Effective People* and look for the "win-win," always. That truly transformed how I dealt with people and helped me understand that the win-win develops long-term relationships that build trust.

RADIO INK

DIAL GLOBAL CONGRATULATES
Stephanie Miller

2010 MOST INFLUENTIAL WOMEN IN RADIO

DIAL GLOBAL



Carol Hanley
Senior Vice President
Chief Sales Officer
Arbitron Inc.

"Well Done Carol!"

Carol—we are inspired by your tireless efforts to promote the value of radio to advertisers and agencies. Congratulations to you and the other MIW honorees.

Your colleagues at Arbitron



CATHY HUGHES
 Founder
 Radio One
 (see page 44)



LUCY HUGHES
 SVP/Research
 CBS Radio



WEEZIE KRAMER
 Regional President
 Entercom Communications
 (see page 17)

Provide standardized tools and training that can be offered online. Recruitment programs, sales and management training, even orientation can be done via video with tools in place that offer accountability. A management team can monitor that the culture they have built is shared accurately with all prospective employees, staff, and managers.

Separating the sales team by skill is another concept that is working very well. Have part of the team set appointments, others do the call and close, while inside team members handle the internal operations.



LAURIE KAHN
 President/Founder
 Media Staffing Network

RADIO INK

DIAL GLOBAL CONGRATULATES
 Sheri Lynch

2010 MOST INFLUENTIAL WOMEN IN RADIO

DIAL GLOBAL



JULIE LANE
SVP/Director
Katz Marketing Solutions



CHESLEY MADDOX-DORSEY
President/COO
Access.1 Communications



VAL MAKI
Radio Division Vice President
Emmis Communications/Los Angeles



KAREN MATEO
VP/Communications
CBS Radio

There have been those who have shown me the importance of balancing life and career, and that honesty is your best asset. Others have instilled in me that "no" is almost never an acceptable answer, and taking chances can be the smartest thing you'll do all day. But the one constant I've been able to take away from all of my colleagues who work in media relations is to expect the unexpected and be prepared for any and every question or outcome before entering into any situation. It's nearly impossible to put the genie back in the bottle.

And I'd be remiss not to mention my father, who continues to serve as an inspiration to me. Retired but not done working, he taught me from a very early age to work hard, take pride in what you do, and that every day you uncover something new that will help you do your job better.



KERRY McFEETORS
SVP/GSM
Katz Radio

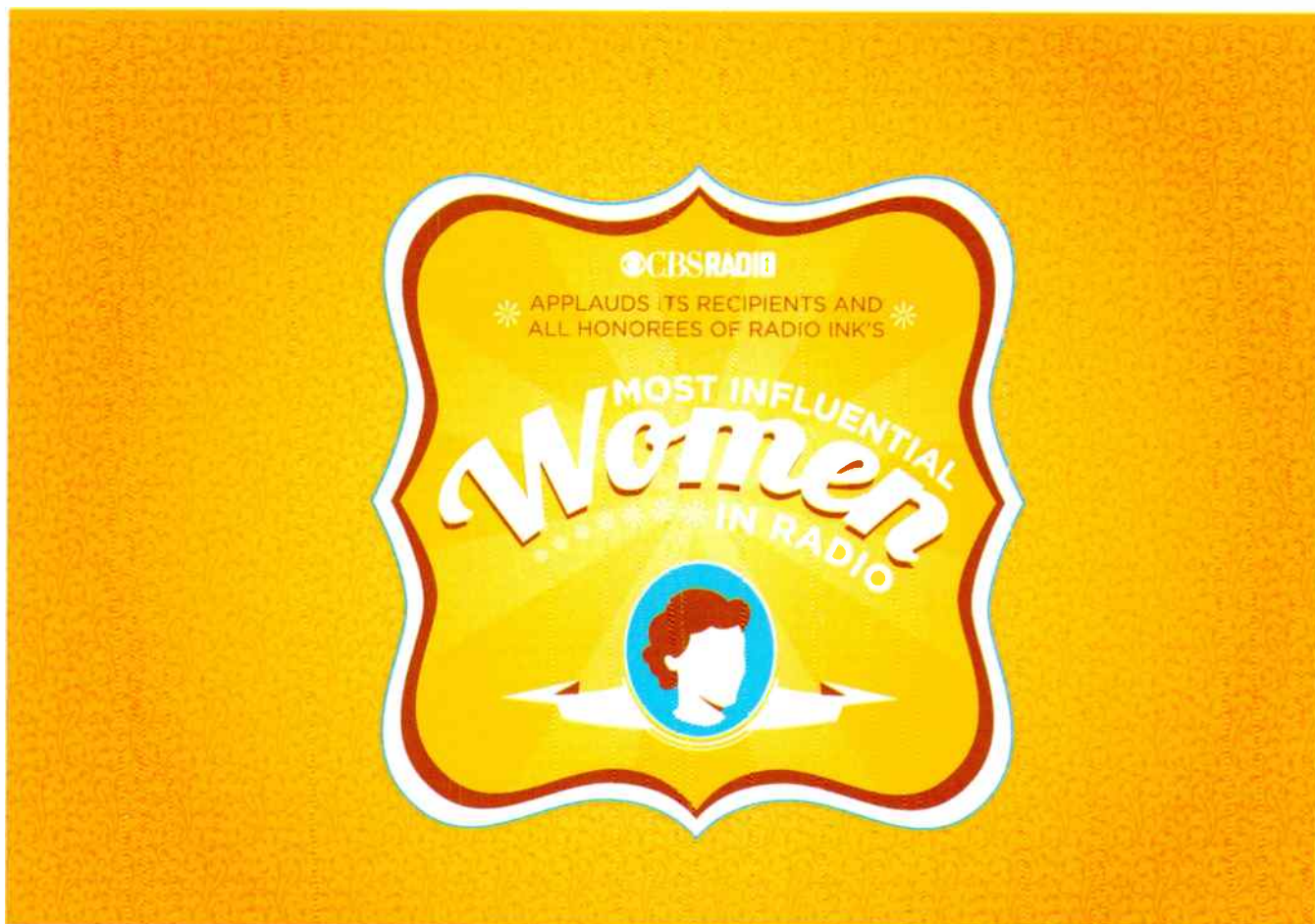


SUE McNAMARA
SVP/Sales
CBS Radio



MARIJANE C. MILTON
VP/Training and Development
Entercom Communications

My daughter has started hosting a show at her university's Internet radio station. She came home from her first meeting at the station surprised that of the 40-plus-person team, only a few are women. I had to smile. At all levels — and at all ages — we must encourage women and girls to experience our industry and to celebrate the creativity and fresh innovation they bring with them.





GINNY MORRIS
President
Hubbard Radio



KAY OLIN
President
Local Focus Radio

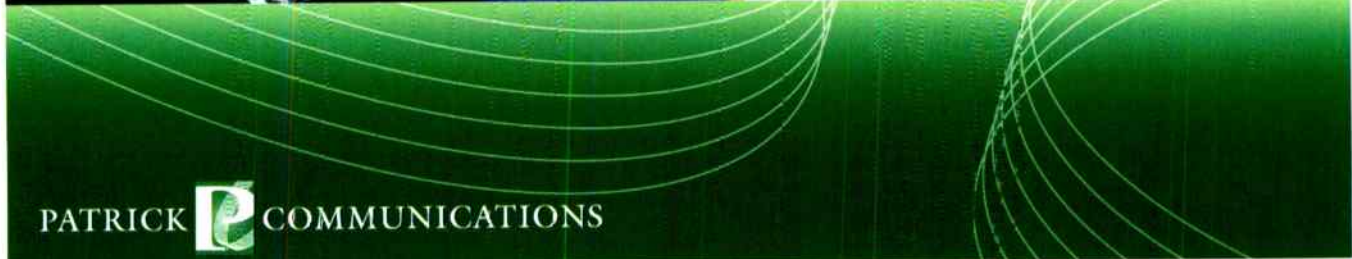


SUSAN PATRICK
Managing Partner
Patrick Communications
and Legend Communications

Radio has a very critical window of time to seize the day! We have to move forward with courage and creativity, knowing that if we wait on "perfect," we fail.



Mom,
Congratulations on being selected one of the Most Influential Women in Radio.
I am very proud of you!
....Shelby



PATRICK  COMMUNICATIONS



SUSAN PLATT
VP/Radio
National Association of Broadcasters

One of the most difficult challenges facing radio today is finding young men and women who want to pursue radio as a career opportunity. Whether you are a GM, PD, or DOS, work with your local schools to promote the industry you love. Mentor, volunteer to speak at the local college or high school, be innovative in developing station internships, set up remotes before or after school, or work with students on a community service project. Help them discover the same passion for the business you had when you went into radio.



BONNIE PRESS
Executive Vice President
Katz Media Group

My parents have always been my role models, personally and professionally. Both first-generation Americans born of European immigrant parents, they instilled in me that you have to work for everything you get; nothing is given to you. If you work hard and catch a little luck along the way, things will generally work out, and it's best appreciated when it's earned. They both also shared a love for learning and trying new things. That's probably the best lesson of all.



RUTH PRESSLAFF
President
Presslaff Interactive Revenue

My mother is the embodiment of integrity, fairness, smarts, and common sense, not to mention a great sense of humor. I believe Nike owes her a huge royalty check. Back before sneakers were running shoes, whenever I hesitated to try something new, she would counsel, "Just do it." When I was apprehensive about calling someone about a job (we're talking babysitting), she told me the worst anyone could do was say no. Who knew? It turns out mom was my first sales manager.



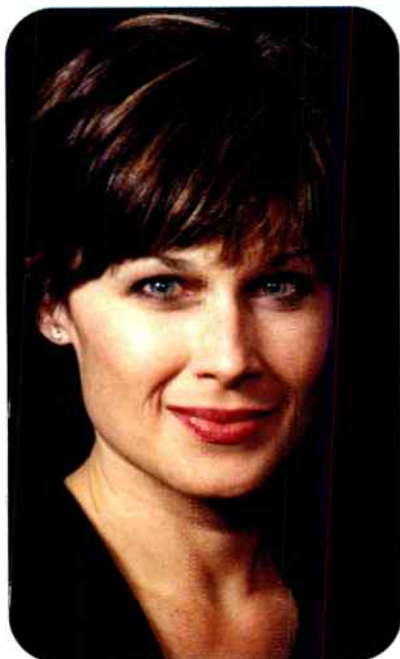
CLAUDIA PUIG
VP/Regional GM
Univision Radio



MARY PULTORAK
SVP/Stations
Clear Channel Radio Sales



MARY QUASS
President/CEO
NRG Media



HEIDI RAPHAEL
VP/Corporate Communication
Greater Media



ROSEMARY SCOTT
VP/Research & Corporate
Communications
Border Media

I would tell her to approach radio with an extremely persistent attitude, because the most difficult thing is to get hired. In high school or college, she should apply for an internship while working toward her degree, and upon graduating, get a job — even if means starting as an assistant. Once you have a foot in the door, it is relatively easy to get promoted if you have ambition, intelligence, persistence, and a resolute determination to be successful. If you demonstrate a great work ethic, you will help the station and company become more profitable, and in the process you will grow immensely in your career.



JESSICA SHERMAN
VP, News/Talk Division
Dial Global

My father is my biggest professional inspiration. He has his own business, so he has never punched a clock or cut corners to finish a project. He is not the type to think "good enough" is "good," and I try not to be that sort of person, either.

I encourage my daughter to follow her instincts, take responsibility, and try something when others won't. If your instincts fail you, nerve and hard work will carry you through tough times. Success is found in the places that require just a little more elbow grease than the guy or gal next to you is willing to give.

**Greater Media, Inc.
would like to congratulate**

Heidi Raphael
Vice President of
Corporate Communications

Sheri Lynch
Bob & Sheri Morning Show
107.9 The Link

**and all of the other women
who have been selected as
RadioINK's Most Influential
Women in Radio.**



Greater Media, Inc.
a family-owned company



LISA SIROTKA-SONNENKLAR
President/CEO
McGavren Guild Media

My advice wouldn't be too different than the advice I would give my sons. I make sure my people are evaluated purely on results. I've seen so many people fail who were clearly in a position to succeed. Usually they fail because they were given their opportunity and didn't earn it. Every decision you make isn't going to be the right one, but it's important to believe in yourself and move on. If you have the talent, most of your decisions will be correct, and, just as importantly, you will learn a ton from the decisions that turn out to be wrong.



JULIE TALBOTT
President/Content and Affiliate Relations
Premiere Radio Networks

The number one challenge is that we perceive ourselves as a secondary medium, and we have shared that perception with advertisers. I equate the radio industry with teenagers: They can be incredibly smart, attractive, and well-spoken, yet they undervalue themselves and have no idea how terrific they are. Why do we discount such a powerful medium? We can change this with more targeted marketing to our advertisers and with research showing our effectiveness.



CHRISTINE TRAVAGLINI
President
Christal Radio

How do we manage change? Tackle challenges with creativity, energy, aggressive tactics, and a positive, passionate attitude. Thrive on learning, draw on

individual strengths, make sense of good strategy, transform good execution to great execution, and take personal responsibility — then we will make radio and everything else we touch better! If you don't get it exactly right today, get up with persistence and determination and do it better tomorrow.



DIANE DALTON WARREN
President of Operations
HD Radio Alliance



Lisa, congratulations on being honored as one of the Most Influential Women in Radio. We are very proud to see you recognized among the other talented honorees that help shape our industry.

—The McGavren Guild Media Team



McGavren Guild Media

McGavren Guild Media

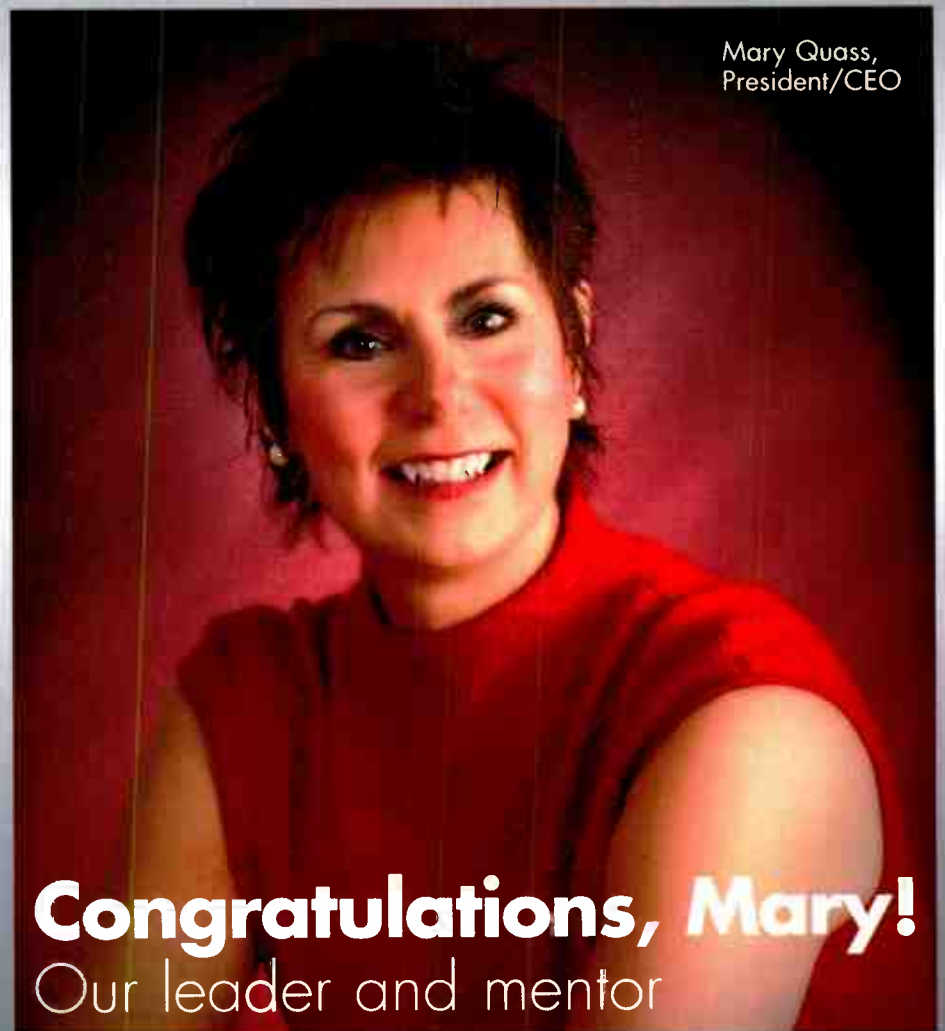
494 Eighth Avenue, 16th Floor • New York, NY 10001
(212) 400-7430 • www.mcgavrenguild.com

KLGA-AM
KLGA-FM
KWBG-AM
WIXN-AM
WRCV-FM
WSEY-FM
KBLR-FM
KFMT-FM
KHUB-AM
WFAW-AM
WKCH-FM
WSJY-FM
KROR-FM
KSYZ-FM
KHBT-FM
KGFV-AM
KQKY-FM
KRNY-FM
KBBK-FM
KFGE-FM
KLIN-AM
KLNC-FM
WHDG-FM
WLKD-AM
WMQA-FM
WOBT-AM
WRHN-FM
WRLO-FM
KKAR-AM
KMMQ-AM
KOIL-AM
KOOO-FM
KOPW-FM
KOZN-AM
KQKQ-FM
WCMY-AM
WRKX-FM
WJBD-AM
WJBD-FM
WBCV-FM
WGLX-FM
WLJY-FM
WYTE-FM
KQWC-AM
KQWC-FM

Great Local Radio isn't a
corporate mandate.

It's a passion of each
broadcaster in our company.

It's who we are.



Mary Quass,
President/CEO

Congratulations, Mary!
Our leader and mentor

NRG
MEDIA
GREAT LOCAL RADIO

RADIO INK

Most Influential Women In Radio

Programming Executives, Directors, And Producers



CORINNE BALDASSANO
SVP/Programming
and Marketing
Take On The Day



GRACE BLAZER
PD, WTKK
Greater Media/Boston



The first person to see any career potential in me, while I was toiling away as a radio intern (and working at a vintage clothing store), was Bruce Kamen at KGO/San Francisco. He pushed me, encouraged me, and helped me see my path. And Lee Larsen at Clear Channel in Denver is a wonderful teacher and has been a true mentor. There are numerous people I would count as mentors, but ultimately you sew together a patchwork. I think that part of becoming comfortable in your own skin and really "owning" your job is figuring out just who you are.

ROBIN BERTOLUCCI
PD, KFI
Clear Channel Radio/Los Angeles



BECKY BRENNER
PD/Digital Web Manager, KMPS
CBS Radio/Seattle

RADIO INK

DIAL GLOBAL CONGRATULATES
Laura Ingraham

2010 MOST INFLUENTIAL WOMEN IN RADIO

DIAL GLOBAL

The graphic features a dark blue background with white and silver chevron patterns. On the left, the words "RADIO INK" are written vertically in a bold, sans-serif font. In the center, the text "DIAL GLOBAL CONGRATULATES Laura Ingraham" is displayed in white. At the bottom left, "2010 MOST INFLUENTIAL WOMEN IN RADIO" is written in a large, bold font. On the right, there is a portrait of Laura Ingraham wearing a silver sequined dress, with the "DIAL GLOBAL" logo overlaid at the bottom.

Thank you, Heidi Raphael!



The Mentoring and Inspiring Women group appreciates your tireless efforts and outstanding leadership as our spokesperson.
You are an inspiration to us all.

MENTORING
INSPIRING
Women
IN RADIO

www.radiomiw.com

SPONSORED BY:



THE POINT IS

**PRESSLAFF
INTERACTIVE
REVENUE**

www.presslaff.com



Don't think that because you've had some experience as an intern or received a certain type of college degree that you shouldn't be willing to start at the bottom. The key is doing whatever it takes to get a foot in the door. Keep in mind that most industries are looking for people with multiple skills. In addition to focusing on radio programming, learning additional skills in production, online, and on air will make you a more valuable asset.

SHARON DASTUR
PD, WHTZ
Clear Channel Radio/New York



JULIE PILAT
APD/MD, KIIS-FM
PD, KYSR-FM
Clear Channel/Los Angeles

When I started in radio I'd submit tape after tape while praying to get an overnight shift once a week. Now you can practice doing interviews with local bands or artists and upload your "shift" on YouTube. Develop your personality now and use social media as a microphone. I would also warn that everything you post/tweet is on the books! There's no use in being negative or oversharing — people are watching, including your future boss!



LAURIE CANTILLO
PD, WABC
Citadel Media/New York

I had the privilege of working with two respected and innovative female programmers: Robin Bertolucci and Kris Olinger. Kris, tough but fair, was the first to suggest I evolve from a successful career in reporting and anchoring to the more rough-and-tumble but creative talk side of the

business. Robin was an imaging genius; we labored for hours on the reimagining of KOA to appeal to younger demos. She modeled how to be confident and cool under pressure. More recently, I've been influenced by Grace Blazer; she's proof that you can have a big heart and still thrive in this business.



STELLA PRADO
PD, KOST-FM
Clear Channel/Los Angeles

RADIO INK

Most Influential Women In Radio

Syndicated/National Personalities



DR. JOY BROWNE
WOR Radio Network

Len Lawrence, who was kind of the dean of Boston radio, told me, "Kid, people listen to radio when they're by themselves, so it's intimate and they gotta trust ya, so be consistent. You can't be good one day and lousy the next." He also said, "Say it once, say it again because they may have missed it — by the third time, they'll never get it and your audience will be bored." The other advice I got was from a colleague who told me to sleep with the program director, not the GM, because they have more day-to-day clout. I actually listened to Len.

If any of my children wanted to get into radio, I would encourage them to be passionate and creative and clever, and not to worry about what the medium or form of delivery will look like. I would remind them that people love emotional connections and will search for them. Off air, they should live life fully and then reflect that back to their listeners.



DELILAH
Big Shoes Productions



LAURA INGRAHAM
Talk Radio Network

Don Imus first saw me on television back in August 1996 when I had just left my law firm and was beginning my career on MSNBC. Being a regular guest, mixing up the humor and serious analysis, getting to know his team, and observing how they put it all together every day was an amazing help and inspiration to me. Rush Limbaugh is my dear friend, and were it not for all he did to revolutionize the AM band and blaze the trail, I would probably be back practicing law somewhere. My interest in politics and writing was driven by female conservative thinkers from Jeane Kirkpatrick to Margaret Thatcher. And I try mightily to follow the words of my old boss, Ronald Reagan: Make it matter.



SHERI LYNCH
Greater Media

I don't worry that my daughter might choose a career in radio — she already has. Her plan is to take over my show as soon as she finishes school. She's 9. Here's my advice for her — before she throws me out the door: Don't adopt a persona or a set of beliefs that aren't your own just to fit a format. Remember your listener. He or she isn't simply a psychographic, a demographic, a panelist. She's a person. Just like you. The business of radio is fascinating and addictive — until you turn the microphone on. That's when it's time to set all of that aside, and just talk, the way one human being talks to another.



KIM KOMANDO
WestStar Talk Radio Network

The person who taught me how to do radio was so hard on me. He demanded perfection. He was tough. I'd have to listen to airchecks with him and relive the horror. Every single thing I did wrong was pointed out to me. He even made me cry once on a commercial break. And funny thing, after all that so many years ago, I'm still married to Barry Young.



MARIA MARIN
Citadel Media en Espanol

I would advise her to attend a broadcasting school and intern at radio stations. Working inside a station in any capacity will help her understand how a station functions and experience the many fields in radio. If she decides she wants to be on the air, I would advise her to listen to personalities she likes and those who have top ratings. Find out what makes them great. Most importantly, I would tell my daughter that it is vital that she believe in herself.



STEPHANIE MILLER
Dial Global



MICHELE NORRIS
National Public Radio



RANDI RHODES
Premiere Radio Networks

I finally got my shot to do talk at WIOD/Miami, and I was totally inspired by Neil Rogers. In the early '90s, before syndication, we were all local and we listened to and talked about each other all day. We fought with each other and with management without penalty. The in-fighting made it must-listen radio. Off air, we loved each other, but we knew what made it must-listen: drama and personalities. If I trashed the new weekend guy, he immediately had an audience on Saturday afternoon. It was the best! There was a camaraderie there that I've never experienced again. Now you have to rely on outside forces to trash you! Ha.



BEV SMITH
American Urban Radio Networks

What I learned from listening to a number of talk show hosts was that there was no formula for success. The audience connection was built on either far-out wackiness or sincerity. I always found it easier to just be true to the moment. That results in tears, laughter, admonishing, preaching, teaching, nagging, and having fun — all the while trying to do something to help the caller and the listeners who identify with the caller. That sincerity has brought criticism (that I am being "mean"), but it has also brought several generations of folks who believe in the values and responsibilities that make life a joy — because they absorbed my nagging!



DR. LAURA SCHLESSINGER
Take On The Day



THALIA
Citadel Media en Espanol

It is not a secret that Oprah is an inspiration to thousands of women around the world. On the other hand, Howard Stern has also served as inspiration. I admire the way he has developed his own, unique format and is not afraid of showing his individual and irreverent personality through his work.

CONGRATULATIONS 'RADIO' JOAN!

on behalf of the Mediaguide family

2,500 radio stations | advertising/music | 24/7 | what's playing.



radio stations for **FREE** tri | contact
mediaguide | env | sionradio.com
216 831 3761

RADIO INK

Most Influential Women In Radio

Women To Watch 2010



CARY BROUSSARD
President
Alliance for Women in Media

I value the “five-minute” mentors in my life — close friends, colleagues, people I have listened to, providing advice and inspiration when I need it most. I am inspired by women who don’t give up and by women who don’t narrow their choices to safe stereotypes.



ERICA FARBER
Founder
The Farber Connection

My role model regarding my life in general has always been my mother. Over the years there have been many mentors — and continue to be — who have influenced me and have impacted my career. I am most proud that I am still active, engaged, and thriving!

As one of the first to be included in *Radio Ink's* Most Influential Women In Radio issue in 1999, as a co-founder of the MIW group, and as a longtime radio executive, at this stage of my life and career, being named a Woman to Watch makes me smile. So many of us have had to reinvent ourselves over the past few years, and frankly, this is just confirmation that we've made some good choices.



JOAN GERBERDING
EVP/Advertising Sales
Mediaguide

My father instilled three guiding principles that have shaped my career: courage of conviction, a strong work ethic grounded in high moral standards, and the ability to always focus on the positive.



SUZANNE SIMMS
VP/Affiliate Relations
The Dave Ramsey Show

As proud as I am of my career and the enjoyment I receive from it, it doesn't even begin to compare to the pride I have as a wife and mother. The fact that I have a strong marriage of 16 years and three very well-adjusted and beautiful children with whom I have wonderful relationships is where it's really at for me!



MICHELE LAVEN
VP/Integrated Media
Clear Channel Radio/Los Angeles

MIW LEGEND

Cathy Hughes

By Editor-In-Chief Brida Connolly

There are few people in the radio industry who haven't heard — and been inspired by — the story of the founding of Radio One. How it took visits to dozens of lenders to fund the purchase of its first station, WOL/Washington, and how at one point, times became so tough that the company owner and her young son camped out at the station facilities. And also how the company found its audience, grew and thrived, and became what is today the largest African-American-owned and -targeted broadcaster in the U.S.

Founder Cathy Hughes is now chairperson of Radio One Inc., which went public in 1999, and her son, Alfred Liggins Jr., is of course its president and CEO. Though it has been affected like most other broadcasters by the downturn of the last two years, Radio One continues to thrive, with its high-profile dedication to serving the community first and foremost.

Radio Ink is proud to honor Cathy Hughes, founder and chairperson of Radio One, as our MIW Legend for 2010.

>>What part of your long career have you enjoyed the most? And what part was hardest?

It was hardest my first seven years. My first 18 months, the prime rate went into the mid-20s, and my senior loan agreement was 2 1/2 points over prime. So for a couple of quarters, I was paying close to 30 percent interest on a \$1.6 million loan.

The most gratifying, I think, has been the ability of radio to be of assistance to the listening audience. I could recount numerous situations from a major water-main break in Baltimore that washed out an entire impoverished-already community. It washed out a graveyard — caskets were literally floating down the street. It was one of the most devastating sights you've ever seen.

There were some 32 families who were going to be housed in the basement of a church. They had rescued them out of their top-floor windows in boats. I was like, "No, no, no, no, no." I went to my audience, and they put them in a hotel for almost a month, and we picked up the tab.

The Red Cross said it was one of the most immediate and remarkable instances of assistance they had ever witnessed. We kept them in there for almost a month, until the city assumed the responsibility for the water main and started to provide for their well-being.

And a girl, 13 years old, in the midst of committing suicide, decided she's going to announce her suicide on the radio, and we were able to hold on to her until the police kicked down the door and saved her life, within minutes of her expiring. Those types of being of assistance to your fellow man and woman are the best part of being in radio.

You don't have that in television, you don't have that in print. The only medium that provides that instant assistance to your community, to your listening family, is radio.



>>What do the Radio One and, now, the TV One brands mean to your audience, and what do you want them to mean?

Well, you'd have to ask our audience what it means to them. I can't answer on behalf of the audience. That would be very arrogant of me, to think that I understand totally how they view us. What I want to be is of service to both my Radio One and TV One audience.

After 30 years of being on the shelf, two years ago we bit the financial bullet and re-aired *Roots*, recognizing that two full generations of our community had never seen it. And although the owners of *Roots* had no immediate intentions of ever re-airing it, they charged us an arm and leg for the privilege because it was such a successful and award-winning series. We made the decision to air *Roots* so that this generation and their parents' generation could experience what their grandparents had when they watched the series.

Last week we aired a two-hour special with Louis Farrakhan. Everyone who has communicated with us says the same thing: "My goodness, I never knew. I never understood this." And here this man is 79 years old, almost 80, in his fourth quarter of life, and most people, even in the black community, really don't know that this man was a child prodigy, one of the greatest musicians to be born in our lifetime, and he gave it all up to become a religious leader. That his entire life, his entire 60-year-long ministry, was a message to black men to get themselves together — a plea to black men to be the salvation of our community, our future.

We do things differently. TV One political editor Roland Martin, talking to the president on a regular basis, is then able to share President Obama's views on things firsthand from an African-American perspective, from a black point of view. In radio, television, print, in electronic and print media, our mission has been to superservice our listening, reading, or viewing family.

We know we don't have the resources of a Clear Channel or a Viacom or an NBC or a CBS or a Fox. So what we don't have in



financial resources, we make up in — an old-fashioned term — elbow grease. We work hard at our companies to make certain that we make a difference in the lives of the people who trust us and participate with us in our media ventures.

>> What are the particular challenges for women, especially African-American women, that still exist in radio? And how has that changed over time?

Financing is always the biggest challenge for people of color. With each passing year, even with the bad economy, prices have fallen significantly on properties, and we're still talking about properties with values of, low end, a million dollars, to top end, a billion. So it's not like opening up a corner candy store. It takes big dollars to get into the media game, be it print or electronic.

Finding the finances for that has really gotten difficult now, with the economy. It had gotten better for women and people of color for a minute, but of the 11,000-plus radio stations in America, only 240 of them are black-owned. And of that 240, 55 of them are Radio One properties.

>> The FCC is looking at it, and there are initiatives on the table. Do you see hopeful signs there?

I hope that that with this administration, and particularly with Commissioner Mignon Clyburn, we'll see a different direction. As far as civil rights and women's rights, no one has really been an advocate on the commission for a while. Benjamin Hooks was a definite advocate for African Americans. So many of us, including myself, would not own property were it not for the policies that Benjamin Hooks put into play as an FCC commissioner.

Since then, some commissioners have been a little more proactive than others. A Republican commissioner by the name of Andrew Barrett was very proactive for people of color and women. But Michael Powell, who was chairman of the FCC, and son of Colin Powell, was a Republican appointee. And I think because of his age and his experience, he was more into the wireless world and other things, but not as active for black ownership and women's ownership in radio or television as some of his predecessors had been. But he was proactive in his area of interest and expertise.

I like to say that, with women team owners and coaches and general managers in basketball, the WNBA has made more progress for women than the "WNAB." In broadcasting, when I go to the fly-ins and sit with the other owners, you don't see a whole bunch of women in the room of any color. Not a whole bunch of blacks, and



Hughes with actor Philip Michael Thomas.

not a whole bunch of women. And that's really sad. Particularly when you look at what percentage of the profit margin and the viewing and listening audience women represent.

Like I said, we'd be better off investing in basketball, because there are several women owners in the WNBA (laughs). The NAB doesn't like that, but it's terrible that women have made more progress in basketball than in broadcasting. I said, "Maybe you all got the B's confused."

>> I know it was a practical business decision not to move back to DC right now. But do you still hope to get back to the original hometown someday?

Absolutely, but the terms that we agreed to originally were no longer favorable because of the real estate market being so depressed right now. There are better offers for other locations in DC, and, needless to say, everybody in Prince George's County, who thought they had almost lost us, now has come to the table with some type of suggestion or proposal for our relocation.

When BET got sold to Viacom, it not only took a major media outlet out of black control, it also took the largest black business in Washington, DC, out. We are who we are because of the residents of the District of Columbia. I will never deny it, never stop saying thank you, and so I'd be honored to be the largest black-owned business located in the District of Columbia. It would be quite an honor and distinction for us to have.

>> So what work do you do most today?

(Laughs.) Right now, I've got to finish my commencement speech for Bowie State University. I spoke at UDC's graduation last Saturday. I head up a major effort with my gospel stations — I have 13 FM gospel stations, the only corporation in America doing FM gospel. Since it was my idea, I have been charged with trying to stay on top of things with it. We do an annual gospel cruise that takes a year of preparation, and that is a sellout.

I also do a family comedy tour. We don't have quality family entertainment from a black perspective. Disney is just now getting its first black princess, after all these years. So our children, our families, are always on the outside looking in at the fairy princesses, the ice shows, and the other things that you could take your 8-year-old son

or daughter or your 80-year-old grandmother to. We don't have that. At Radio and TV One and Interactive One, we're really interested in providing that for our listeners, and so far it's been going great. My comedy tour sold out at all eight of the cities we took it to last year, and this year we're going to double our base.

I'm in charge of that initiative. Not to mention Piney Woods School, which is a hundred-year-old institution that was started by my grandfather to educate 300 disadvantaged black children each year, basically free of charge. We are in the midst of helping convert to a high school media curriculum from basically a liberal arts emphasis.

Particularly with the economy having gotten so, so, so bad, I'm actually putting in more hours and have more direct assigned projects than I did, say, 10 years ago.

>> If you met a college student who said, "I want to get into radio," what advice would you give her?

I would tell her she should start off with an Internet radio station. If she's serious, just do it. Don't talk about it, don't speak opportunity, just start doing it. With technology now, you can do just about anything your heart desires. You can sell services, you can provide products or sell products — technology, thank God I got to see it in my lifetime, is just absolutely wonderful.

At the same time, you need to associate with people who are doing that which you want to do. Start going to all the station functions. I've had young people literally show up at everything. One recording group that I always laugh about, by the name of Dru Hill, when we would have staff meetings, they would come and say, "Welcome to the staff!" It was like, "Would these kids get up out of the station, please!" (Laughs.) No matter what we were doing, they had a song for it. And guess what? They went on to become one of the biggest groups of all time. Because they just insisted on us adopting them, and Radio One did.

You have to do the same thing, if you're that 19-year-old getting started. When you go to the radio station, have some conversation about your own little Internet station. Ask the PD and the other folks, "Listen to it, give me some suggestions." And then, guess what? The next time a job comes open, they're like, "Hey, what about the 19-year-old kid that has her own radio station on the Internet? I listened to it, it sounds pretty good. Call her in for an interview."

In this day and time, you've got to bring more to the dinner table than an appetite — you've got to bring a covered dish. You can no longer rely on someone to provide an opportunity for you. You must create your own opportunity. And technology gives you that ability, like never before. **INK**

Brida Connolly is editor-in-chief of *Radio Ink*. E-mail: brida@radioink.com

I DON'T EVEN KNOW THAT BEYONCE EXISTS UNTIL A RECORD COMPANY WALKS THROUGH MY FRONT DOOR AND BRINGS ME AN ALBUM OR A CD. ONCE THAT IS PUT IN MY HANDS, THE ARTIST IS SIGNED, SEALED, AND DELIVERED ALREADY TO THE RECORD COMPANIES. I DIDN'T HAVE ANYTHING TO DO WITH THAT. THIS IS LIKE ASKING ME TO PAY CHILD SUPPORT FOR A BABY THAT AIN'T MINE.

— on the performance royalty



TAKE A BOW!
In the 1950s, Peggy Lloyd of
WOV/New York was referred
to as a "girl DJ."

SEARCH YOUR ARCHIVES Pull the covers from your storage closet. Radio Ink magazine is searching for old (or should we say midlified) photographs of people, stations, or promotions to use on our Blast page. Archives will be returned, but please LABEL them with identifying captions including a return address and contact name. Mail to: Managing Editor Wendy Bernstein, Radio Ink, 3000 Palm Beach Lakes Blvd., Ste. 300, West Palm Beach, FL 33409. Photo courtesy of Library of American Broadcasting.

Stations Win With Delilah

Delilah has an undeniable emotional connection with her listeners that translates to #1 ratings.

MARKET/STATION	WOMEN 25-54 RANK
----------------	------------------

New York/WLTW-FM	#1
San Francisco/KBAY-FM	#1
Pittsburgh/WSHH-FM	#1
Denver/KOSI-FM	#1
Charlotte/WLYT-FM	#1
Oklahoma City/KMGL-FM	#1
Tucson/KMXZ-FM	#1
Albany, NY/WYJB-FM	#1
Omaha/KSRZ-FM	#1
El Paso/KTSM-FM	#1
Little Rock/KURB-FM	#1
Greenville, NC/WMGV-FM	#1
Des Moines/KLTI-FM	#1
Madison/WMGN-FM	#1

Source: Arbitron, PPM & MSA, MAR 10 & W1'10.
Exact Times, AQH Rank, W 25-54.



Delilah

PREMIERE 818.377.5300
MORE UNIQUE AUDIO