KENT BURKHART
President, Tomlinson/Leis

"I've read that there are going to be 35 million sets sold by 2010. There are going to be people who are very interested in finding specialized formats. The question is, how much
count is this going to take away from terrestrial radio? I would suggest that it's not
too much. Ten or 15 years from now 10% of the audience might have gone to satellite, but
we might also find that 10% have gone to the Internet, leaving 80% with terrestrial."

On audience measurement: "I am very big on electronic measurement. I have been
screaming about it for 20 years. I'm glad that Clear Channel is moving along with it. I
know nothing about the Clear Channel experiments or even who's on the committee, but it
doesn't matter to me who gets it done. We need it for our own benefit, to be able to walk into
a client or advertiser and be able to display it. I am afraid the smaller markets such as ours
will still be using the diary method 10 years from now and the larger markets will be in
electronic mode."

Career highlight: "I was really pleased to be elected on the first ballot of the Texas
Radio Hall of Fame. I'm just a guy out making a living and having fun at it, but that was
really a rewarding thing for me. I also loved being on an NAB Legends panel about five years
ago. Dr. Don Rose was on it; Gary Owens was on it; Casey Kasem was on it; and my former
partner, Lee Abrams. Dan Valle hosted it and did a great job."

"I enjoyed running WQXI/Atlanta. I was in my late 20s. I went on to buy some other
stations and formed a group called Pacific and Southern
Broadcasting. I got to be President. In '72 or '73 we started our
consulting company, and suddenly we had 40 or 50 stations. I
started hiring people. I hired Lee Abrams, and then suddenly
we had 120 stations. I was on a plane four or five days a week
and loved every minute of it."

"Lastly, I picked up a book one day in 1995, and it was a
special edition of Radio Ink that dealt with the 75 broadcasters
who made a difference in the first 75 years of commercial
broadcasting. I flipped it open to see who these people were,
and there was my picture. That absolutely floored me."

Career disappointment: "One of the mistakes I made was when I was the General Partner for GECC and we had a radio
station in Austin, KEYI. This was 15 years ago. There was a
horrible recession going on, and there was about $11 million
worth of radio revenue in Austin. The Country station was
doing about a third of it, and LBJ Communications was doing
another third, so there was not much left."

"I had an option to buy the station when we got to a
certain revenue point or profit point. I can't remember
which. I drove around Austin looking at all of these shopping
centers that were bare, and I knew there was a major
problem, so I declined to buy it. They sold it to somebody
ever, and now there's probably $150 million in that market.
What can you do?"

Most influential person: "No question, Todd Storz. I worked directly for him in Omaha
at the original Top 40 station, and I worked at WQAM/Miami as PD. I loved him as a guy,
and I loved him as a broadcaster. Absolutely a top-notch person."

at 5am around the United States, just like I did when I was a Kid."

Favorite television show: "I watch Greta Van Susteren every night at 10 on Fox. Also
American Idol."

Favorite song: "I Love the Night Life" by Alicia Bridges.

Favorite book: "I read mysteries, and my favorite writer is Stuart Woods."

Favorite movie: "Chicago."

Favorite website: "Radioandrecords.com — no kidding. And then I go to a former
client who is at what we now know as CBS Spiritline."

Favorite restaurant: "The Palm."

Beverage of choice: "White wine."

Hobbies: "My No. 1 hobby is avocation. I really enjoy walking up and down
the beach, I like to exercise, walk, run — all of those things. It's very therapeutic, and I
love the sunshine."

E-mail address: "radioent@qsl.com."

Advice for broadcasters: "Don't be discouraged by all of these other elements, all of
these mortar rounds being shot at you. Just stay in there, do local radio as much as you
can possibly, and everything will work out fine."