

NAB RADIO SHOW EXHIBITORS' GUIDE

Vol. XXI, No. 18 September 4, 2006 PUBLISHED BI-WEEKLY

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Radio's Premier Management & Marketing Magazine
September 4, 2006 | Volume XXI, No. 18



COVER AND INTERVIEW PHOTOGRAPH BY LOGAN GRENDEL

16 DIALED IN AND EXCELLING

Through its various subsidiaries, Excelsior Radio Networks has its hands in many areas of the radio business. Its Dial Global division produces and provides representation to a wide variety of programs, and its MJI Interactive branch furnishes radio stations with website content and software tools to connect with listeners through interactive media and marketing. In May, Dial Global acquired eight full-time formats from Westwood One, adding another layer to the multi-faceted operation run by Spencer Brown, David Landau, and Ken Williams. This trio has a clear vision of what it takes to be successful in the network radio business.

IDEA TICKER

36,604

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

Coming Next Issue:

► NAB Radio Show

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With only 14 total hours of exhibit hall time over the three-day NAB Radio Show, it's more important than ever to map out which booths you really want to visit. Our annual NAB Radio Show Exhibitors' Guide can help; check it out to learn about some of the companies that are making the trip to Dallas, and see if what they're offering is something your company needs.

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

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From Our Chairman

By B. Eric Rhoads, CEO & Publisher

Recognizing The Clues That Signal Change

I slid down in my chair and buried my head in my hands as I watched the television reports of the potential bombings on flights originating from England and headed to the U.S. I was scheduled to board an aircraft in just a few days, but surprisingly I wasn't disturbed by the potential danger; I was disturbed by the fact that I'd have to check an overnight bag and increase my wait in security lines. I'd rather not kill time checking or waiting for luggage.

Remember how our lives changed after the 9/11 hijackings? We were subjected to increased security, which gave birth to a new airline security industry. What industry will be born of this inconvenience? Imagine the possibilities, and the businesses that will be born as a result of more increased airline security, decreased inconvenience, and limited carry-ons?

In Japan, I can check my bag at my hotel. From there it's delivered to the airline, so I don't see my bag again until my arrival in the U.S. Now, as I contemplate my next airborne trip, I'm wishing there was a service I could use to ship my bag without going through the airline. (I guess I could FedEx it, but that sounds expensive.)

My other concern was the possible inability to carry laptops, electronic devices, etc., onto planes. My office-in-the-air is the one place I can catch up


without interruptions, and the thought of using a yellow pad again is daunting. Airlines could make a fortune providing in-seat laptops that could network to my PC if I'm someday no longer permitted to or just don't want to carry my own. In fact, some European flights now provide e-mail service.

This thwarted terror plot and its fallout may impact how we travel and why we travel. I know I will scrutinize the value of every trip, and ask if my business can be done via phone or video conferencing instead. If these issues are compounded, I can see increasing regionalization of business within driving distance, and new businesses surfacing to make travel more convenient or less necessary. I can also see businesses emerging to replace the items I can no longer take on airplanes.

So what does this have to do with radio?

Single events can change industries. They could be events related to politics, war, religion, regulation, culture, or technology. Late-night television changed when Ted Koppel created *Nightline* to provide daily updates on the Iran hostage crisis. The abolishment of the Fairness Doctrine resulted in the proliferation of AM Talk radio — Rush Limbaugh was the first on the scene, and he still reigns as king. One

reality TV show — *American Idol* — changed the television industry, and no one can come close to its ratings. The iPod changed music listening, and is now changing television viewing. The cell phone changed the telephone industry, and the invention of digital audio and video is converging the camera, the music player, the video player, the telephone, the computer, entertainment, information, communication, and organization.

As broadcasters and businesspeople, we always need to be asking: "How does this new trend or new product impact our industry, and how should we react or change?" One little change can open new doors to reinvention. If you're not risk-averse, if you're willing to take heat for your ideas that others say will never work, you could break new ground and revolutionize the industry. The key is to listen for clues signaling change, and to act fast. What does radio need to react to? 

Eric

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RADIO'S 100TH ANNIVERSARY

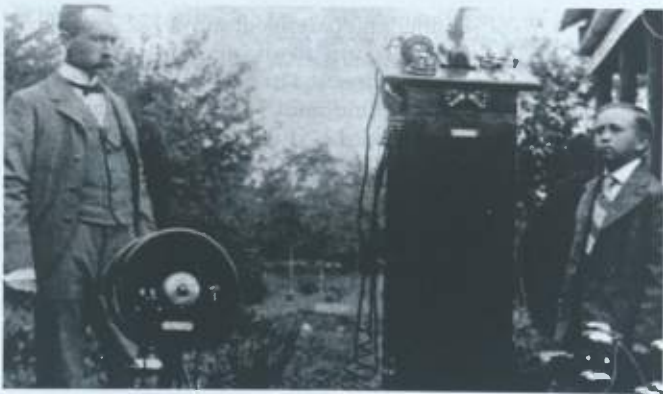
Throughout 2006, *Radio Ink* will be celebrating the 100th anniversary of the invention of radio.

Yukking It Up With Uecker

Despite Historic Setbacks, Radio Still Entertains

DEFINING MOMENT — RADIO GOES LOCAL: By the late 1940s, the living room radio was being pushed aside, replaced by a new wireless device with pictures. Along with the bad news for radio came some good news, as new technology was making radios more portable. So while radio was no longer the center of family life in the evenings, it was evolving into a much more personal medium.

Two factors stimulated the success of local programming: Because radio faced new competition from TV, networks were forced to cut their compensation to local affiliates. And thanks to recorded music, full orchestras and live singers were no longer needed in the studio. Where radio once entertained the whole family with shows like *The Shadow*, *Burns & Allen*, and *What's My Line?*, the medium now keeps listeners company in traffic on the often solitary commute to and from work.



Nathan B. Stubblefield and his son demonstrate their wireless telephone in Murray, KY, in 1892.

PERSON WHO MADE A DIFFERENCE — NATHAN STUBBLEFIELD: Born on November 22, 1860, Kentucky farmer and inventor Nathan B. Stubblefield is believed by some to have invented radio before Nikola Tesla or Guglielmo Marconi.

Stubblefield gave a public demonstration of wireless in 1892, and received patent number 887,357 for wireless telephone on March 12, 1908. Through his system, he was able to broadcast both voice and music, and demonstrated a ship-to-shore broadcast on the Potomac River in Washington on March 20, 1902.

However, Stubblefield eventually became a recluse, and died penniless of malnutrition in 1928. But history hasn't forgotten him; News/Talk WNBS in Murray, KY, carries his initials, and many there believe their town was the birthplace of radio.

ENTERTAINER WHO DEFINED RADIO — FORMER FREQUENT FLYER, TOM JOYNER:

Back in the mid-'80s, future Radio Hall of Fame inductee Tom Joyner had a happy problem — he was offered the morning drive gig at KKDA-Dallas, and afternoons at WGCI-Chicago. Instead of choosing just one of the great gigs,

Joyner accepted both, and radio's "Fly Jock" became a star. Joyner jettied each day between Big D and ChiTown, generating the kind of following in two markets that ultimately led to his success in syndication.

Joyner now stays in one place as host of the nationally syndicated *Tom Joyner Morning Show*, and he is the founder of the Tom Joyner Foundation and BlackAmericaWeb.com. He lives by this philosophy in radio: "First we get people laughing, then we get 'em to listen. If you can get people to listen, then they begin to think, and that's when they start making a difference."

Tom Joyner



MOVIE DEFINED BY RADIO — MAJOR LEAGUE: The funniest former baseball player this side of Joe Garagiola, Bob Uecker was a journeyman catcher with a light batting average. Uecker, who generates laughs mostly at the expense of his own less-than-stellar career in Major League Baseball, hit a home run with his low-key, tongue-in-cheek portrayal of play-by-play radio announcer Harry Doyle in the 1989 baseball comedy *Major League*. Uecker also played Doyle in 1994's *Major League II* and 1998's *Major League: Back To The Minors*.

The unconventional Doyle guzzled booze while on the air, described a pitch 18-feet away from home plate as "just a bit outside," and described the team's poor performance by saying, "Man, I haven't seen play this bad since the days of Bob Uecker!"

The real-life radio voice of the Milwaukee Brewers, Uecker is a recipient of the Ford C. Frick Award. Presented annually at the Baseball Hall of Fame Induction Ceremony, the award honors broadcasters who've made "major contributions to baseball."

By Jim Crossan, news editor, Radio Ink



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WGNA in Schenectady, NY, recently hosted a St. Jude Radiothon that raised \$172,215. At the event are WGNA's Scott Blaine and Chris Sousis; local St. Jude Patient Allen, who helped co-host the afternoon drive show; and WGNA's Kevin Richards and Richie Phillips.



ABC's Neal Karlinsky gave ABC News Radio listeners a front-row report from the 8,364-foot rim of Mt. St. Helens. The active volcano was re-opened to hikers after officials determined current eruptions are unlikely to be dangerous.



Katrina Elam stopped by the Jones Radio Networks studios last month to visit with JRN's Lia and Danny Wright.

SOFTWARE PROVIDERS UPGRADING FOR PPM ROLLOUT

Arbitron has announced that over a dozen third-party users of their ratings data are on track to upgrade their systems from diary-based ratings data to Portable People Meter-based ratings information. These companies use Arbitron's ratings data for a variety of applications, such as development of tracking and sales programs, and must adjust their systems to accommodate changes that are being made from the diary system to the PPM. Among the companies that are ready to begin processing PPM data are Cornerstone Research, Interactive Market Systems, International Demographics, Integrated Radio Systems, International Software Development, Marketing Resources Plus, Marketron International, Research Director, Strata Marketing, and Wicks Broadcast Solutions. Arbitron's Tapscan system is also ready.

PPM product manager Cory Flahaven says, "We've provided our third-party providers with test data files, extensive documentation, and lots of support to help them get their systems ready for the rollout of the Portable People Meter. We want the rest of the industry to be as ready as we are for our next-generation electronic measurement system." Arbitron PPM President for Sales and Marketing Pierre Bouvard adds, "Not only does Arbitron have to get its software reporting systems ready for Portable People Meter ratings, there are many other buying, planning, research, sales, traffic, and presentation systems that the radio industry relies on that we want to see ready for PPM when it arrives."

Meanwhile, Arbitron has announced that it plans to recruit an additional 400 participants for the company's quarterly surveys of radio listening in the Las Vegas radio metro market. Beginning with the Fall 2006 survey, the sample target for the Las Vegas radio market will increase by 20 percent from 1,980 persons age 12 and older to 2,380 persons.

FORBES: HOWARD STERN IS THE WORLD'S SECOND HIGHEST-EARNING CELEBRITY

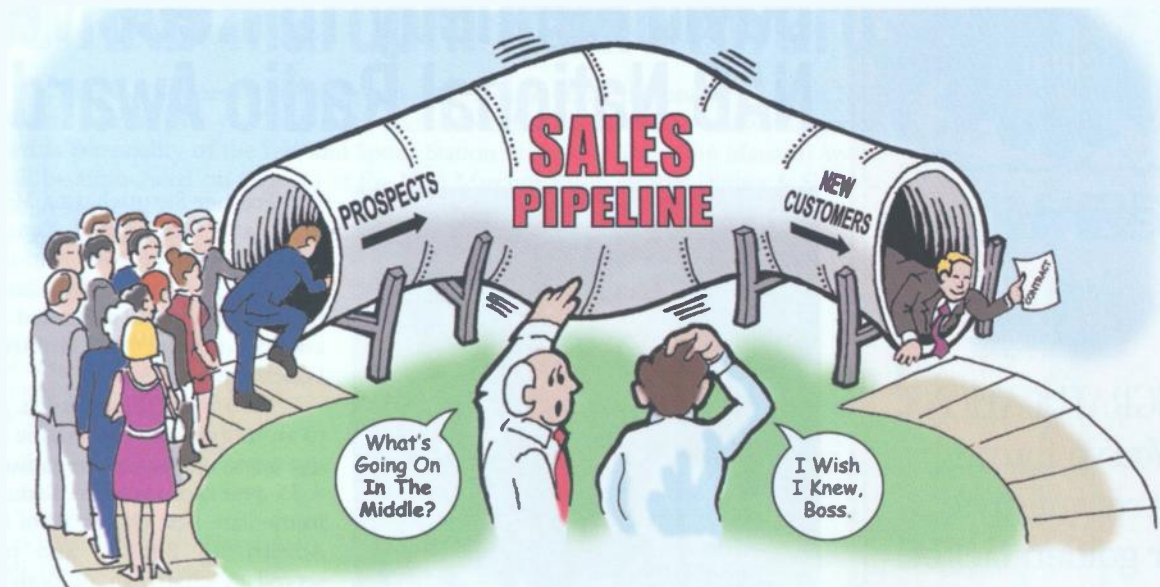
According to Forbes magazine's latest Celebrity 100 report, Howard Stern was the second-highest-earning celebrity in 2005. Only filmmaker Steven Spielberg raked in more cash. Stern earned a total income of \$308 million last year, compared with Spielberg's \$340 million. Stern's \$308 million for the year translated to \$588 dollars per minute. Rookie satellite radio personality Oprah Winfrey also did well in '05, with a total income of \$230 million and a per-minute rate of \$454.

RADIO DISNEY JOINS iTUNES RADIO LINE-UP

Radio Disney is now available via streaming live broadcasts on the iTunes Radio Tuner, in the Top 40/Pop section. The 24-hour, kid-driven radio network is also heard on over 50 stations in the U.S., as well as in the UK, Japan, and most of South America.

Jill Casagrande, SVP/GM, Radio Disney, said, "A generation of kids are accustomed to listening to their music their way on Radio Disney, and we've seen their demographic advance a digital media revolution. Extending our Radio Disney programming to the iTunes Radio Tuner platform furthers our goal to provide Disney-quality entertainment to kids and families wherever they are, and whenever they want it."

Why Aren't More Sales Coming Out Of YOUR Pipeline?



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- Identify missing steps to close individual sales
- Evaluate salespeople without bias

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ON AIR

David Kennedy To Receive NAB National Radio Award



Former Susquehanna Media president and CEO David Kennedy will receive the 2006 NAB National Radio Award at this year's NAB Radio Show. Kennedy will be presented with the award during the annual Radio Luncheon on Sept. 20.

Each year, the award is presented to an individual who's made outstanding contributions to the radio industry. A 35-year radio veteran, Kennedy is the immediate past chairman of the Radio Advertising Bureau, and previously served as chairman of both the NAB Joint Board and Radio Board. In 2004, he was given the NAB/Broadcast Education Association H.M. Beville Award, and was also named *Radio Ink* Broadcaster of the Year.

In December, Kennedy will serve as co-chair for *Radio Ink's* Forecast 2007 conference.

Recent NAB National Radio Award winners include Federated Media CEO John Dille, former Jefferson Pilot Radio President Clarke Brown, and Radio & Records Publisher/CEO Erica Farber.

Radio One Celebrates Silver Anniversary

Radio One founder and chairperson Cathy Hughes and president and CEO Alfred Liggins hosted a black-tie, invitation-only party in Washington on August 17 to commemorate the company's 25th anniversary. The star-studded event closed with a special performance from multi-platinum recording Beyonce.



2006 NAB Marconi Radio Awards Finalists

Each year, the NAB honors outstanding radio stations and on-air personalities with its NAB Marconi Radio Awards. This year's Marconi Radio Awards will feature two new categories: Spanish Format Personality of the Year and Sports Station of the Year. The 2006 Marconi Award winners will be announced on Sept. 21 at the NAB Marconi Radio Awards Dinner & Show at the NAB Radio Show.

This year's finalists are:

MARCONI
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Legendary Station

KLOS-FM Los Angeles, CA
KQRS-FM Minneapolis, MN
KSL-AM Salt Lake City, UT
KSTP-FM Minneapolis, MN
WBEB-FM Philadelphia, PA

Network Syndicated Personality of the Year

Bob & Tom, Premiere Radio Networks
Tom Joyner, Reach Media
Kidd Kraddick, Premiere Radio Networks
Mark & Brian, KLOS Syndications
Satellite Sisters, ABC Radio Networks

Major Market Station of the Year

KBFB-FM Dallas, TX
KGO-AM San Francisco, CA
KTRH-AM Houston, TX
WGMS-FM Washington, DC
WHUR-FM Washington, DC

Large Market Station of the Year

KBZT-FM San Diego, CA
WALK-FM Long Island, NY
WEEL-AM Boston, MA
WGAR-FM Cleveland, OH
WLYF-FM Miami, FL

Medium Market Station of the Year

KKOB-AM Albuquerque, NM
KLBJ-AM Austin, TX
WFMS-FM Indianapolis, IN
WIVK-FM Knoxville, TN
WSNY-FM Columbus, OH

Small Market Station of the Year

KGMI-AM Bellingham, WA
KMBQ-FM Wasilla, AK
KOFM-FM Enid, OK
WCHS-AM Charleston, WV
WYCT-FM Pensacola, FL

Major Market Personality of the Year

Dunham, Miller & Keith, KTCK-AM Dallas, TX
Madd Hatta, KBXX-FM Houston, TX
John & Ken, KFI-AM Los Angeles, CA
Scott Slade, WSB-AM Atlanta, GA
Joseph "Butterball" Tamburro, WDAS-FM Philadelphia, PA

Large Market Personality of the Year

Tom Barnard, KQRS-FM Minneapolis, MN
Peter Boyles, KHOW-AM Denver, CO
Chuck Collier, WGAR-FM Cleveland, OH
Kelly, Jonathan & Mudflap, KYGO-FM, Denver, CO
Mike Trivisonno, WTAM-AM Cleveland, OH

Medium Market Personality of the Year

Bob Connors, WTVN-AM Columbus, OH
Scott Innes, WYNK-FM Baton Rouge, LA
Brent Johnson, WTCB-FM Columbia, SC
Dave Kaelin & Jimmy Jam, WNCI-FM Columbus, OH
Todd & Tyler, KEZO-FM Omaha, NE

Small Market Personality of the Year

Mark Clark, KRCH-FM Rochester, MN
Alan Clepper, KOFM-FM Enid, OK
Joe Daily, WRNQ-FM Poughkeepsie, NY
Mitch Johnson, WCRE-AM Cheraw, SC
Lacy Neff, WVAQ-FM Morgantown, WV

Spanish Format Personality of the Year

Carlos Alvarez, KLVE-FM Los Angeles, CA
Jose Gadea, KLNK-FM San Diego, CA
Joaquin Garza, KHHL-FM Austin, TX
Eddie "Piolin" Sotelo, KSCA-FM Los Angeles, CA
Hector Velasquez, KDXX-FM Dallas, TX

AC Station of the Year

KESZ-FM Phoenix, AZ
KOIT-FM San Francisco, CA
KOST-FM Los Angeles, CA
WLHT-FM Grand Rapids, MI
WSNY-FM Columbus, OH

CHR Station of the Year

KHKS-FM Dallas, TX
KIIS-FM Los Angeles, CA
KQKS-FM Denver, CO
KRBE-FM Houston, TX
WSTW-FM Wilmington, DE

Country Station of the Year

KNIX-FM Phoenix, AZ
KYGO-FM Denver, CO
KYKX-FM Longview, TX
KZLA-FM Los Angeles, CA
WMIL-FM Milwaukee, WI

News/Talk Station of the Year

KFI-AM Los Angeles, CA
KGO-AM San Francisco, CA
KLBJ-AM Austin, TX
KSL-AM Salt Lake City, UT
KTRH-AM Houston, TX

Oldies Station of the Year

WCRE-AM Cheraw, SC
WGHT-AM Pompton Lakes, NJ
WJLT-FM Evansville, IN
WMJI-FM Cleveland, OH
WWSW-FM Pittsburgh, PA

Religious Station of the Year

KFSH-FM Los Angeles, CA
KJIL-FM Meade, KS
WFIA-FM Louisville, KY
WGNR-FM Indianapolis, IN
WVEL-AM Peoria, IL

Rock Station of the Year

KBZT-FM San Diego, CA
KQRS-FM Minneapolis, MN
WAPL-FM Appleton, WI
WEBN-FM Cincinnati, OH
WGLO-FM Peoria, IL

Spanish Station of the Year

KHHL-FM Austin, TX
KSCA-FM Los Angeles, CA
KSSE-FM Los Angeles, CA
KTTA-FM Sacramento, CA
WAMR-FM Miami, FL

Sports Station of the Year

KFAN-AM Minneapolis, MN
KTCK-AM Dallas, TX
KWEB-AM Rochester, MN
WEEL-AM Boston, MA
WNML-AM Knoxville, TN

Urban Station of the Year

KBLX-FM San Francisco, CA
WDAS-FM Philadelphia, PA
WGCI-FM Chicago, IL
WHUR-FM Washington, DC
WKYS-FM Washington, DC

Established in 1989, and named after inventor and Nobel Prize winner Guglielmo Marconi, the Marconi Awards are given to radio stations and outstanding on-air personalities to recognize excellence in radio. An independent task force selected finalists in 21 categories.



Mirages Of Marketing

Radio Is Good — But It's Not A Miracle Cure

It's easier to sell something you believe in. That's why we work so hard to convince ourselves that radio is the best investment an advertiser can make.

Sometimes we do too good a job on ourselves, and believe so much in radio that it causes us to chase the truth, like a mirage, across the desert.

MIRAGE 1: RADIO IS A MIRACLE CURE.

Have you ever done such a good job of convincing your prospect of the power of radio that they handed you their broken business and told you to fix it? If you've never walked into that minefield, don't worry, I've done it often enough for all of us, and have always gotten blown to bits. Not even radio can fix a fundamentally flawed business.

One of the hardest things about selling radio is that it doesn't work the same way for everyone. In the end, everything hinges on whether the stuff being advertised is any good.

Bill Bernbach, legendary principal of the Doyle Dane Bernbach advertising agency, understood this. He said, "Advertising doesn't create a product advantage. It can only convey it... A great ad campaign will make a bad product fail faster. It will get more people to know it's bad."

Writing ads comes easier when you have something to say, so do your best to find advertisers who have something to say. You'll be stunned by how much better the ads work.

MIRAGE 2: IT'S YOUR FAULT.

Companies in pain rarely look inside themselves for the problem. They always look outside. "It must be the advertising." Give them a minute and they'll convince themselves that you, the outsider, are in fact the one responsible. And if you let them, they'll convince you, as well. Don't let them.

You want the truth? Your client's success isn't determined by the quality and power of your station. It's determined by the quality and power of the offer in the ad. A good ad for a good product will work on anyone's station. Ads for bad products work on no one's station. Good ads work even better on formats where they fit. Weak offers don't work, regardless of the quality of your audience. It's not your fault.



QUICKREAD™

- Not even radio can fix a fundamentally flawed business.
- Your client's success is determined by the quality and power of the offer in the ad.
- Clients rarely tell the whole story. Learn to hear what they're not telling you.

MIRAGE 3: YOUR CLIENT HAS TOLD YOU THE WHOLE TRUTH

I'm always staggered by the size of things my clients conveniently forget. I recently had a meeting with a long-time client who informed me that he was hiring a firm to do "data mining." For the uninitiated, data mining is the new buzzword for analytical hyper-targeting. At the end of the day it means "Let's do a lot of cross-referencing and create a magical mailing list and then send something to all these Perfect Targets."

I smelled where my client was headed as soon as he began talking about using "a rifle shot instead of a shotgun blast." But you can't argue with results, right?

"Last Christmas I let them do an experiment for me, and it made me a lot of money."

My client went on to explain how iPods and satellite radio have completely destroyed broadcast radio in his town. "No one listens to the radio anymore. Maybe it's different in other towns, but here, no one listens to the radio. We're just not reaching the people anymore. No one is listening."

Did I mention that my client has strongly resisted my urgent plea to update his inventory, his pricing, and his image? "No, Roy. The rifle shot is where it's at. Targeting is the answer."

Here are the details of his Christmas experiment: Data mining came up with 2,500 Perfect Targets, 934 of whom immediately came into the store and consummated the purchase. Impressive, right? I was blown away. Those kinds of results are nothing short of miraculous.

But I still smelled a rat, so I asked, "What offer did you make?"

"We sent 2,500 people a \$100 gift certificate."

Oh, the miracle of targeting!

"How many of the 934 respondents bought something for almost exactly \$100?"

"About two-thirds of them. But the other one-third spent enough money to make the whole thing profitable."

I suggested we test the matter by picking random names from the phone book and mailing each person a \$100 gift certificate. I have absolutely no doubt that we'd see a similar result. My client refused to listen.

Sigh.

I share this so you'll feel more normal. People don't always listen to me, either.

Bottom line: Clients rarely tell the whole story. Learn to hear what they're not telling you.

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



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Dialed In And Excelling

Dial Global and Excelsior Radio Networks: Tuned In To Network Radio

By Joe Howard, Editor-In-Chief

Since the purchase of Winstar Radio Networks in 2001, Excelsior Radio Networks has been busily acquiring top network radio and online properties. The company followed the Winstar deal a year later with the acquisition of Dial Communications, which merged with its existing Global Media division to form Dial Global, the nation's largest full-service independent radio network.

Through its in-house programming operation, Dial Global produces shows like *The Countdown with Walt "Baby" Love*, *The Cooper Lawrence Show*, *Russell Simmons' Laws of Success*, and *Ross Brittain's Hit Machine*, and full-time formats that include AC, Oldies, Adult Standards, and Country. It also provides a variety of prep services, and sales representation to a variety of clients, including the *John Tesh Radio Show*.

Excelsior in 2003 acquired MJI Interactive, the largest independent supplier of syndicated web tools and web content to radio stations. In 2005, Excelsior itself was acquired, by private equity firm Lincolnshire Management.

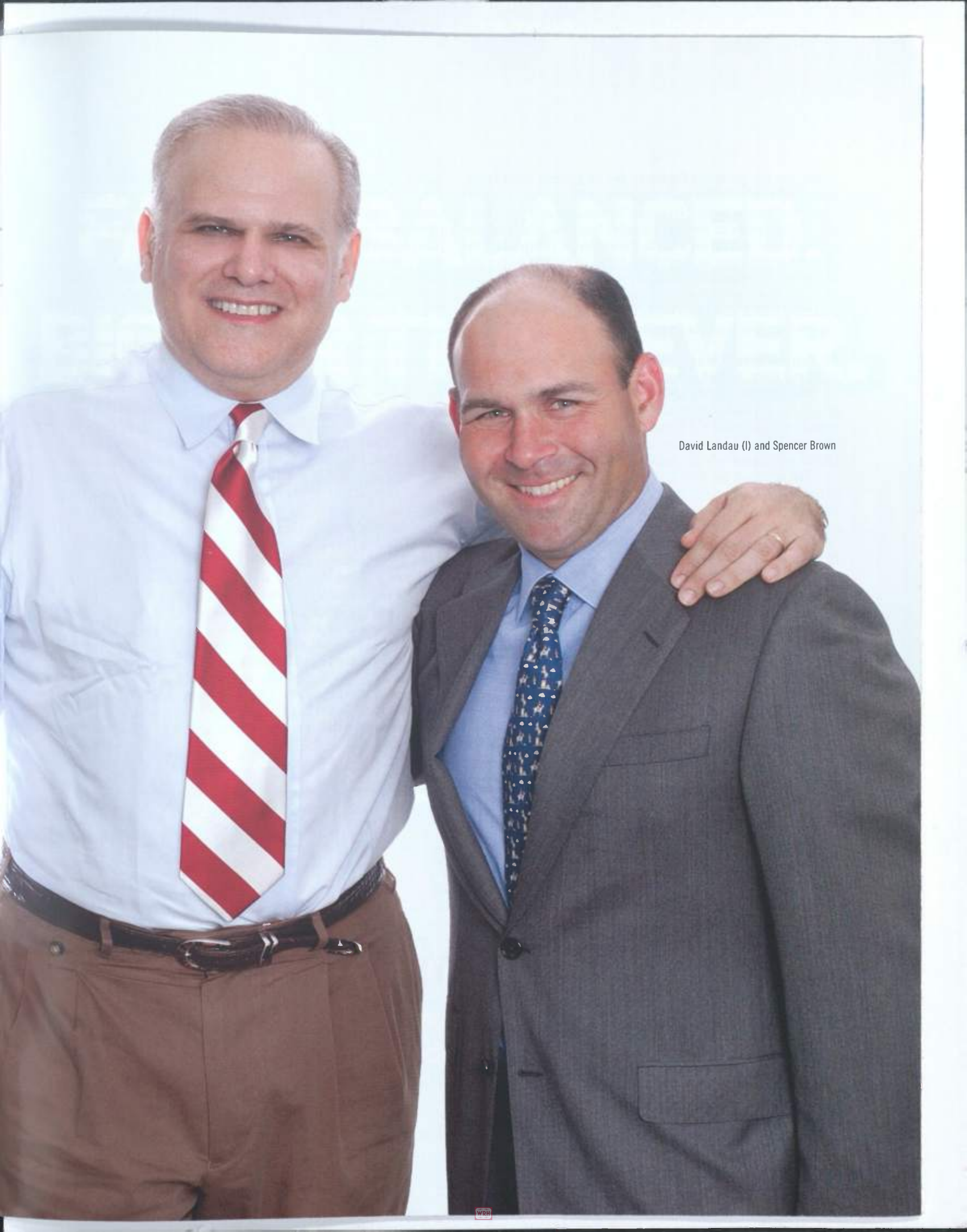
Earlier this year, Excelsior acquired Westwood One's eight full-time music formats, and created a new division — Dial Global Programming — that merged its X Radio programming operations with the Westwood One properties, and accommodated yet another new group of new assets under the Excelsior umbrella.

Oversight of the vast business operations requires a solid management team. To get a complete picture of the many facets of Excelsior and Dial Global, Radio Ink reached out to Excelsior CEO Spencer Brown and Dial Global co-presidents and co-CEOs David Landau and Ken Williams to understand better how these divergent businesses fit together, their plans for the future, and how they're planning to grow their already powerful group.



Ken Williams

Consolidation is an established part of our industry, and we don't spend a lot of time bemoaning or even thinking about it.



David Landau (l) and Spencer Brown

Radio Ink: Tell me about Excelsior and its various businesses.

Spencer Brown: Excelsior is a company I formed in 2001 to purchase the Winstar Radio Networks. We thought that mid-2001 was a good point to reenter the radio business, albeit on the network side. While we were in the midst of completing the Winstar acquisition, we were introduced to David Landau and Ken Williams. We instantly recognized the importance of acquiring Dial Communications and David and Ken's management expertise. It took about two weeks to reach an agreement, which the lawyers then took six months to finalize.

RI: There are many branches to Dial Global. Tell me what the company does, and what services you offer.

Ken Williams: A good portion of our programming and services now lies under the Dial Global umbrella. The other division of the company is MJI Interactive. With podcasting, text-messaging, and station services, MJI has helped keep Dial Global technologically on the forefront of the industry.

The company has three components: First, we have a full-service sales and marketing business focused on providing advertising sales representation and marketing services for independent radio producers such as Talk Radio Network, Fox News Network, John Tesh Media Group, and the WOR Radio Network, to name a few, in addition to our own programs and services.

The second component is Dial Global Programming, which includes our digital 24/7 format business, which provides eight 100-percent live, 24/7 music formats to hundreds of radio stations across the country. The live nature of our production allows stations to provide their listeners with up-to-the minute coverage of breaking news and information. A good example of the importance of being live is the recently foiled terror plot that caused millions of people to react to a new set of travel restrictions in a very short period of time. Our listeners were fully informed from the beginning. We also provide many big-name, long-form programs for a variety of formats, which include Rick

Dees Weekly Top 40 and Backtrax USA with Kid Kelly for CHR and Hot AC, Whitney Allen's America's Hot List and Big Time Saturday Night for Country and Big Boy's Hip Hop Spot for Urban. We also provide a plethora of prep services for almost every format imaginable as part of our X Prep brand.

The third component is MJI Interactive, which is the leading provider of interactive services and content for thousands of radio stations across America. MJI Interactive's service products provide e-mail, e-contesting, listener survey, podcasting and instant messaging solutions, as well as web hosting and proprietary content delivered daily. MJI Interactive is constantly developing new products and services within the backdrop of the ever-changing world of technology, and keeps us at the forefront of technological services we can offer radio stations and other media outlets.

RI: Tell me about the recent deal to acquire Westwood One's 24/7 formats. How did it come about? Who initiated the deal? How will those former formats be integrated into your existing businesses?

David Landau: Westwood One CEO Peter Kosann and I initiated the deal. Peter, Ken, and I have been friends for a long time and there was a great deal of trust and friendship that went into the development of this business deal.

KW: The 24-hour format business is a great fit with our other assets. Now, stations can get a full, end-to-end solution for their local market. They can start with the foundation of one of our digital 24/7 formats. They can do their own morning show, and subscribe to one of our prep services to help make that a winner, or affiliate with one of our syndicated morning shows. They can add a special weekend show that we syndicate or represent. And they can do this with one company, and one infrastructure.

The barter inventory from the digital 24/7 format business will be offered to advertisers in a separate RADAR-rated entity called the Dial Global Digital 24/7 Network, which will be day-part and day-specific. This gives us a very valuable resource for advertisers.

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HEAR THE DIFFERENCE

RI: Why did you decide to create a new division to accommodate those assets?

KW: With the addition of the digital 24/7 formats, we decided it was the right time to organize all our owned properties onto the single platform of Dial Global. We've always focused name-wise on our show and service brands, and less on our corporate entities, so it made sense to set them up this way.



RI: Will the formats undergo any changes as a result of the creation of the new division?

KW: We spent a lot of time talking with the programmers and affiliate people, as well as customers, and we believe we've found the most important service elements that are necessary to win with this business. These formats have always had first-rate personalities, but every station wants them live and interacting with listeners. We will make sure we are live, all day, seven days a week. Operators need tools like sales presentations, ad creative, consultation, and the like, and we will provide them with that. Because stations want the best possible sound in their market, we're working on new jingles and imaging, and an improved way to provide them with music libraries, for when they are originating locally. Once we get these basic needs met, we'll move on to some other smart ideas, like time-zone shifting morning shows, taking increased advantage of the proximity of our studios to the center of the entertainment industry, and other initiatives.

RI: What criteria do you use for selecting, developing, and evaluating acquisition opportunities?

SB: Does the business complement our overall strategy? Are we getting talented people who will fit into our corporate culture? We want to be involved with good people and good companies. We will continue to pass on lucrative opportunities if we are not comfortable with the people on the other side of the transactions.

RI: Are you looking for more acquisition opportunities?

DL: Absolutely. That was the cornerstone in our deal with Lincolnshire, to give us the financial assets to expand our business.

RI: What are the challenges of managing such a diverse stable of companies and assets? How do you ensure that each gets the attention

it needs to thrive?

DL: We're fortunate to have a very talented staff that understands the needs of our clients and the expectations from management. We don't have to kick people's asses. Our people are very professional, love the medium, and are very dedicated.

RI: How has consolidation changed the network and syndication landscape?

SB: Consolidation is an established part of our industry, and we don't spend a lot of time bemoaning or even thinking about it. Obviously, there are fewer station operators; as an independent network that does not own stations, we have to be selective about the programs we produce and syndicate. That said, quality programming and services still do well. We have no complaints. In fact, consolidation has created opportunities for an independent like Excelsior, particularly in the area of acquisitions.

DL: There are two consolidations. The consolidation to which I think you are referring is the group ownership consolidation, which we believe has benefited our company. At the end of the day, the radio groups want to produce the best product for their listeners. This gives us the opportunity to speak directly with the decision-makers at the various groups. The second consolidation is that of the agencies and clients, and we're very bullish on that aspect of our business.

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RI: What concerns do you have about the future of the radio industry?

SB: I have no concerns about radio's future. There is a lot of innovation in media that forces radio as an industry to be creative, nimble, and smart. Perhaps we got off to a slow start, but now the industry is not only reacting but innovating. I think we are going to flourish.

DL: There are two classes of equity investors who invest in our business. The first one is obvious — the banks, pension funds, and retail shareholders that own stock in public radio companies. The other class of investors, which I'm afraid has been ignored, is the CEOs and CIOs of major media entities. I recently asked one president/CEO of a top-five media group how many top radio executives have been in to talk to him about radio. He's seen one radio CEO in three years. Because of the events following Y2K and Sarbanes Oxley, the management of the radio companies and the RAB had a full-time job managing "the Street." Because of that focus we have practiced benign neglect when it comes to getting our story across to the major agencies. In effect, we have lost our sales mojo.

RI: What are the biggest challenges you're facing?

DL: We are losing our footprint as a vital national medium and business. Martin Sorrell was quoted as saying that Internet advertising will double in five years. No one can convince me that the Internet, satcasters, and Internet radio have the same call to action


that terrestrial radio can deliver. The country is at war, we have a traffic epidemic, people are in need of information. Where else but radio are they going to get this? We are a technological, innovative medium, and we must reposition ourselves as such.

RI: What do you see as your company's next growth opportunity?

DL: The digital 24/7 networks will be an important part of our growth, as will our expansion of RADAR network offerings. It's also important to work closely with our producer/partners and help them bring product to the market that they think can be successful.

SB: We will continue to grow the company through acquisitions, joint ventures, and organic growth. We are very excited about MJJ Interactive and the opportunities it presents providing Internet content and services to radio stations. We also plan to aggressively build our newly acquired 24/7 division.

RI: Are you worried about the future of syndicated media, as consumers are moving toward devices that allow a more personalized experience, like iPods, laptops, mobile phones, etc.

DL: No, radio has always adapted and risen to the occasion. Clearly, we are at an important crossroads, and we must communicate to our clients the direction we are taking. I believe Less Is More was a great step in that direction. Now we have to improve upon our content, and re-establish the vitality of our medium. 

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NAB RADIO SHOW

EXHIBITOR GUIDE

The broad skies over Dallas will shine down on the radio industry this year, as the city that fictional oil tycoon J.R. Ewing made famous plays host to the annual NAB Radio Show, Sept. 20-22 at the Hilton Anatole Hotel. While this year's exhibit floor will feature the latest in studio and transmitter equipment along with various gadgets and gizmos, the floor is only open for a total of 14 hours over the entire three-day show. With such limited time, it's more important than ever for showgoers to decide in advance which exhibitors' booths rank as most-stop visits. To help, *Radio Ink* is once again publishing its annual NAB Exhibitors' Guide. While not a complete listing of all exhibitors, this handy guide provides a sampling of some of the companies that will be making a splash at the show, and may be worthy of a visit from you or your company. Take a look!

NAB RADIO SHOW EXHIBITORS' GUIDE



ABC RADIO NETWORKS

Contact: Mike Kropp
Phone: 212-735-1141
Booth 621

StationMonitor provides radio program directors with a web-based solution for monitoring music airplay on over 2,000 music stations nationwide. It can be easily customized to track specific stations, markets, and formats.

The StationMonitor ad monitoring service allows sales managers and account executives to track competitors' ads in over 30 markets. Users can build custom panels to compare demographic and format competitors, even showing advertisers that bought on competitive stations but not on yours. It can help you analyze what's being played on stations across town or across the country.

StationMonitor's proprietary monitoring technology uses a network of computers to "listen" electronically to more than 2,500 radio stations in nearly 200 markets, and automatically identify airplay without the use of watermarks, in-station equipment, or content manipulation. The service tracks real-time airplay on more stations in more markets and more formats than any other service.

ARMY NATIONAL GUARD

Contact: SFC Chris Curtis
E-mail: curtis@ngb.army.mil
Booth 607

The Army National Guard became the first national Non-Commercial Sustaining Announcement (NCSA) participant in 1996. The ARNG

still needs and benefits from the airtime stations donate to NCSA programs in each state. When EEO regulations

required stations to prove they are diverse in hiring practices, the Army National Guard wanted to help. The Army National Guard created the Hometown USA Career Fair booklet for local broadcast stations to use with their local ARNG units. This step-by-step guide for a diversity recruiting event has hundreds of ideas stations can choose to fit their market. The Hometown USA Career Fair brings together the resources of the Army National Guard and local stations to create an exciting community event. Stations co-sponsoring this event with the ARNG will earn credit toward new EEO regulations.



BROADCAST ELECTRONICS

Contact: Neil Glassman,
VP Strategic Marketing
Phone: 217-224-9600
Website: www.bdcast.com
Booth 305

Broadcast Electronics is sponsoring HD Radio sessions to help programmers and managers navigate the business opportunities and challenges of digital radio. *HD Radio: All the Basics and More*



is divided into three, one-hour sessions offered free of charge during the show. Sessions will take place

2-5 p.m., on Tuesday at the Hilton Anatole Miro Room and again on Wednesday at the Travertine Room. The first hour will present business strategies and overall operational considerations of HD. Multicasting several program channels and messagecasting text to radios will be explored, as will Internet broadcasting and the role it plays in the digital marketplace. The second hour will offer cost-saving HD adoption strategies and operational tips for station managers and other decisionmakers, followed by a third hour of key technical considerations for engineering managers planning HD architecture. The seminar presents a well-rounded discussion of HD Radio, whether they are converting their stations to digital for the first time or expanding their existing digital operations.

BUSINESS TALKRADIO NETWORK/ LIFESTYLE TALKRADIO NETWORK

Contact: Jeff Weber, EVP
Phone: 203-422-2800

The Frankie Boyer Show. Boyer targets her health show to those interested in traditional and alternative approaches to anti-aging and healthy living. Along with introducing experts in health, fitness, and medicine, Boyer discusses important health issues with both guests and listeners. To complement her upbeat outlook on healthy lifestyles, Boyer features medical breakthroughs, alternative healing, consumer-oriented issues, herbal remedies, and the latest anti-aging news. In addition to interviewing celebrities, Boyer investigates ways to help today's businessmen and -women stay fit, both mentally and physically. Available on barter and market exclusive through the Lifestyle TalkRadio Network.



Growing Up With Dr. Brodlie. Family psychologist Dr. Jerry Brodlie hosts an hour-long weekend show on topics that include how to encourage reading, computers, bedtime rules, bullying in schools, and learning disabilities. Brodlie brings an extensive educational and professional background, quick wit, and insight to listeners young and old. A consultant to the United States Department of State, he is a former contributor to two national TV networks. Available on barter and market exclusive through the Lifestyle TalkRadio Network.

COMQUEST

Contact: Garry Mitchell
Phone: 619-659-3600, ext. 3
E-mail: garry@callout.com
Booth 805

ComQuest Callout: We'll be showing off all that's new in callout music research. This is your chance to test-drive the SongSorter Analysis software, and see the latest advances in callout technology as we celebrate our 13th year as an NAB Exhibitor. ComQuest Callout is the leader in in-house callout systems and Internet music/perceptual research. ComQuest also conducts weekly out-of-house callout research for select client stations from our all-digital call center in San Diego. ComQuest is the only major callout company that provides the name and phone number of each test-taker.

D.A.V.I.D. SYSTEMS

Phone: 888-374-3040
E-mail: info@DAVIDsystems.us
Website: www.DAVIDsystems.us
Booth 206

As radio embraces the 21st-century technologies that distribute content across multiple platforms — websites, RBDS, HD Radio, Podcasts, etc. — a station's automation system should be the hub around which all workflows revolve. D.A.V.I.D. Systems simplifies the integration of new content platforms into traditional broadcast endeavors. By truly actualizing the advantages of computer technologies, radio can now be more nimble, cost efficient, and creative than ever.

And because D.A.V.I.D. Systems automation is built on open-architecture principles to run on non-proprietary hardware, it's easy to introduce a D.A.V.I.D. Systems solution that conforms to corporate IT standards. It connects disparate parts of the audio chain, so third-party editors and other preferential tools can still interact fully with the system, even across WANs, WiFi, and Internet connections.

Keynote Address

Thursday, Sept. 21
10:30 am – 11:45 am

Keynote Address Sponsored by:

BMO  Capital Markets

Keynote

Former Harley-Davidson
Spokesman tells Radio
to 'Make Some Noise'



Ken Schmidt
Communications
Expert
Former Harley-
Davidson Executive

State of the Industry Address

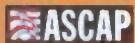


David Rehr
President & CEO
NAB

Radio Luncheon

Wednesday, Sept. 20
12:30 pm – 2:00 pm

Luncheon Sponsored by:



Special Interview



Troy Aikman
Pro Football
Hall-of-Famer,
Sports Analyst
& Host, *Sporting
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NAB National Radio Award Recipient



David Kennedy
Former CEO
*Susquehanna
Media*

Extreme Thinkers Super Session

Friday, Sept. 22
10:30 am – 11:45 am

NAB Marconi Radio Awards Reception, Dinner & Show

Thursday, Sept. 21
6:00 pm

MARCONI
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Host



Big Boy
*Big Boy's
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Power 106
Los Angeles*

Panelist



**Arianna
Huffington**
Co-host of public
radio's *Left, Right
& Center*
HuffingtonPost.com

Moderator



Scott Kirsner
Contributing
Writer for
Fast Company &
Wired magazines

Entertainment provided
by broadcasters band,
The Formats. Led by:



Steve Cropper
Legendary Blues
Guitarist & BMI
Songwriter

Panelist



Bill Taylor
Founding Editor
Fast Company
Co-author
Mavericks at Work



redefining
radio

NAB RADIO SHOW EXHIBITORS' GUIDE

DIELECTRIC COMMUNICATIONS

Contact: Sally Rich, director, marketing communications

Phone: 561-735-0835

E-mail: sally.rich@dielectric.spx.com

Website: www.dielectric.com

Booth 309

Founded in 1942, Dielectric Communications is a world leader in the engineering, design, manufacture, maintenance, and service of broadcast systems for radio, TV, and MobileMedia.

HD Plus Antenna: Dielectric's HD Plus FM antenna will be the highlight of Dielectric's 2006 NAB Radio Show exhibition. The HD Plus achieves the level of analog and digital signal isolation necessary for IBOC broadcasts — and does so without the isolator required by the majority of antenna systems recently approved by the FCC for high-definition radio operation.

DCR-C Ring-Style Antenna (representing a full line of DCR Ring-Style Antennas): The DCR-C is circularly polarized with a power rating of 10 kW per section, and is available in stacked arrays of up to 16 sections, with an input rating of up to 40 kW.

DFC-500 Low-Power FM Constant Impedance Filter: The DCF-500 filter was designed as a low-power offering for multifrequency master antenna applications. It is modular in design and utilizes band-pass technology.

FMVee Antenna: The FMVee antenna offers ideal characteristics for FM stations desiring the advantages of top mounting and combined-station operation. This antenna is designed for digital, analog, or both types of service. With a full 20-MHz bandwidth.



DMARC FROM GOOGLE

Contact: Dana Honor, marketing specialist

Phone: 972-620-2211, x 224

E-mail: dhonor@google.com

Booth 705

dMarc from Google's automation systems, SS32 and Maestro, provide the greatest power, flexibility, and stability in the industry. In addition to industry-leading radio automation, dMarc from Google connects advertisers and agencies directly to radio stations with a robust advertising platform that automates everything from sales to scheduling, delivery, and reporting. Our vision includes the delivery of solutions, which provide broadcasters greater control over quality and operating costs while maximizing revenue and enabling the accountability to prove it.

EXHIBIT ARTS

Phone: 316-264-2915

Website: www.exhibitarts.net,

www.easyexhibits.net

Booth 719

Exhibit Arts is a leader in strategic marketing and



promotions, including promotional products and materials, exhibit and conference displays, radio station remote displays, recruiting products, and event management services. From incentive program giveaways to effective exhibits and fully integrated, nationwide campaigns, Exhibit Arts helps clients meet their needs head-on at the best prices. The staff handles all challenges faced in the procurement of, distribution of, or design, development, and fabrication of any promotional product or marketing material. The company partners successfully with commercial companies and government agencies, large and small, to offer a range of products, programs and services.



FIRSTCOM

Phone: 800.858.8880

E-mail: firstcom.com

Booth 701

FirstCom Music, dedicated to radio since 1985, understands how important it is for your stations to be creatively competitive while maximizing their resources and controlling costs. Whether it's making it easier to audition and download production music online, offering music delivery via a networkable hard-drive delivery system, or providing unparalleled creative options, FirstCom Music sets the standard for others to follow. FirstCom's 15 libraries deliver 40,000+ compositions by award-winning composers and musicians, with over 100 new CDs a year.

Improve Your Music

**Best Quality Available
Delivered Tomorrow*
Only \$1 per Song***



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Hard Drive and Shipping at additional cost. See website for details.



Dave
Scott
CEO

Call for more info: 1-888-888-0777 or
1-866-Dave-Scott



FOX NEWS RADIO

Phone: 212-301-5439

FOX News Radio offers radio stations one- and five-minute news services. The one-minute service provides fast-paced newscasts at the top of the hour along with access to actualities and crisis coverage. The five-minute service has a five-minute newscast at the top of each hour and a one-minute newscast at the bottom. This full-service network includes access to our website, actualities, reporter two-ways, anchored and unanchored coverage of news events, wall-to-wall crisis coverage, and more.

Brian & The Judge — Two of FOX News Channel's most recognizable stars, Sr. Legal Analyst Judge Andrew Napolitano and Brian Kilmeade, co-host of FOX & Friends. Weekdays, 9 a.m.-12 p.m. ET.

The John Gibson Show — You won't hear the same myopic themes beaten to death day after day, and you won't hear the same newsmakers saying the same old thing. Instead, you'll hear guests with something new and compelling to offer Monday-Friday 6-9p.m. ET.

The Alan Colmes Show is the nationally syndicated, interactive Talk radio program hosted by industry veteran and *Hannity & Colmes* co-host Alan Colmes. Weeknights, 10 p.m.-1 a.m. ET.



HARRIS

Phone: 800-622-0022

E-mail: autoconfirm@harris.com

Booth 405

Harris arrives in Dallas with a new feature-rich, low-cost analog FM exciter. Why analog? Many smaller markets in the U.S. and much of the world market are still purchasing analog. In-country production (international) and inexpensive foreign imports (U.S.) open a market for a Harris exciter at a lower price. Features include built-in stereo generator and audio processing, an optional AES digital input, and backwards compatibility to the installed base of existing transmitters in the field.

HD Radio will be demonstrated with FlexStar HDx, the award-winning FM/HD exciter, along with a technology demonstration for new uses (and potential revenue streams) for HD Radio. The new ZX transmitter (low-power FM and FM/HD) and high-power tube HD transmitter (HTVHD) will also be shown. Don't miss the new NetWave audio console and Envoy networking system designed to provide large-market performance affordable to smaller-market operations.

Other recently introduced products such as MasterLink-IP (low-cost audio connectivity over the Internet), NeuStar 4.0 (audio cleansing for HD Radio and lower bit rate supplemental audio channels), surround-sound, and NetXpress (Intraplex solutions for corporate WAN or Internet distribution of audio, telephone, data, and more) will all be on display.



HIPCRICKET

Contact: Ivan Braiker

Phone: 206-679-3025

E-mail: ibraiker@hipcricket.com

HipCricket, a pioneer in the mobile marketing arena for radio, has proven results and relationships with broadcast groups including: Clear Channel Radio, Premiere Radio Networks, Cumulus Radio, Katz Media Group, Beasley Broadcast Group, Bonneville International, Cox Radio, Media General, Lincoln Financial Media Group, Entercom, and NBC as well as some 40 major brand marketers.

For radio, the opportunity presented by mobile marketing opens the door to a new world of interaction with the listener. There is no limitation to how engaged the audience may become, through requests, polls, contests, loyalty clubs, special offers, and alerts. As a result, radio can now present unique and valuable offers to listeners and advertisers, while creating a stronger (and more profitable) bond between the station/network, listeners, and advertisers.

Text messaging is the fastest-growing communication channel in history and already has twice the reach of the Internet. The median age for a text user is 38. Let HipCricket show you how to increase ratings and revenue with the perfect marriage of wireless technologies, radio, and cell phone.

JOHN PIERCE AND COMPANY

Contact: John Pierce or Jamie Rasnick

Phone: 859-647-0101

John Pierce and Company is a full-service brokerage, appraisal, and consulting business for both buyers and sellers of radio and television properties. John L Pierce has been involved in broadcasting since 1975, when he started Paragon Advertising, which places media clients and syndicated programs on radio and TV. In 1993, he became managing partner of Force Communications. In 1999, he started John Pierce and Company, and has worked with clients such as Clear Channel, ABC-Disney, Salem, Educational Media Foundation, Beasley Broadcast Group, Mortenson Broadcasting, Crawford Broadcasting, and others. The firm also has an office in Detroit. Associate Vice President Jon Yinger has 24 years of broadcasting experience.

KLZ INNOVATIONS

Contact: Doug McGuffin

Phone: 204-334-9640

Booth 718

KLZ Innovations is an information technology company focused primarily on electronic News Systems for Broadcast companies.

NewsRoom 4, our flagship product, is an integrated news information management system. A variety of options are also available,



including sharing and communications between newsroom locations as well as NR4 Remote Reporters for bureaus, field reporters, or even small affiliate stations.

- **NewsRoom 4:** Capture, record, edit, manage, and present the news with this complete solution for news broadcasters.
- **NR4 Remote Reporter:** Connect your roving reporters, affiliate stations, and various bureaus with this NewsRoom 4-ready application.
- **KLZ VideoLogger:** Record your television broadcasts for regulatory, advertising, or archival purposes. Records 30, 60, 90 days, or more of content.
- **Wire Relay:** Automated re-distribution of news among groups or for news service providers.
- **KLZ AudioFile:** Available in two or more channels, includes long-term, uninterrupted audio

NAB RADIO SHOW EXHIBITORS' GUIDE

recording, web-based monitoring, streaming and extraction, integrated web server, precise time delay playback, and more.

LEA INTERNATIONAL

Contact: Carol Rassier

Phone: 208-762-6121

E-mail: crassier@leaintl.com

In business since 1971, LEA provides the most technologically advanced transient voltage surge suppression (TVSS) and power conditioning devices in the industry. We will provide a solution to meet your needs based on any mission critical application worldwide, from broadcast communications facilities and military satellites to new construction of schools and hospitals.



LOGITEK ELECTRONIC SYSTEMS

Phone: 800.231.5870

Website: www.logitekaudio.com

Booth 314

Logitek has led companies in the design and manufacture of router-based digital audio consoles for over eight years. Router-based consoles are a cost-effective way to streamline your operations — you can eliminate entire racks of distribution amplifiers and bulky cabling while sharing audio sources among several studios. The consoles (control surfaces for the router) are easy to use and amazingly versatile. Each board operator can have the console set up exactly as desired. Check out the new Artisan digital console, designed for advanced production functions, or the Mosaic for on-air applications. Logitek also is featuring the user-designable vScreen interface, which can do everything from source selection and fader control to providing a flashy lobby display for your guests. For remotes, send the console along with your operators by way of vMix, the console that runs on your laptop. Logitek systems are 5.1 ready and provide an attractive centerpiece for your showcase studios.

MOSELEY ASSOCIATES

Phone: 805-968-9621

Website: www.moseleysb.com

Booth 301

The LanLink HS900D opens the door for innovative IP-based applications and accessories at transmitter sites that save time, save money, and protect valuable station assets. Backup servers, security surveillance, Internet connections, and IP-based transmitter monitoring are just a few



examples of this enabling technology.

LanLink provides a 1 Mb network connection at remote sites where no wires or cables exist. It operates in the free 900 MHz band without licenses, leases, or new antennas.

LanLink joins the lineup of Moseley digital STL solutions. For the traditional 950 MHz STL band, the Starlink is the first digital STL to provide an optional Ethernet data channel for HD Radio and multicasting.

The high payload capacity of a Starlink T1 STL/TSL can actually cut a station's communications costs when compared to using discrete audio, telephone, and data circuits.

NETWORK MINDED

Contact: Chris Lawton, Norm Philips

Phone: 678-528-7091

E-mail: sales@networkminded.com

Website: www.networkminded.com

Network Minded provides professional services for broadcast stations and companies. We have over 50 years of experience in broadcasting and



Network Minded

Atlanta • Dallas • San Francisco

information technology. The Network Minded team can help with studio builds, facility relocation, HD, transmitters, consoles, automation systems, business network and PCs, LAN, WAN, phones, VoIP, Internet streaming, SPAM/virus filtering, disaster recovery and planning, and back office hosting such as accounting and e-mail. Our group designed, managed, and monitored the former Susquehanna Radio stations for over 10 years. Our objective is to meet your expectations and provide the correct solution the first time. We have offices in Atlanta, Dallas, and San Francisco.

NEURAL AUDIO

Contact: Jackie Broo

Phone: 513-831-2981

Booth 405

Neural will debut its award-winning codec pre-conditioning technology on its newest platforms, NeuStar 4.0, and in the software version, NeuStar SW4.0.

The NeuStar SW4.0 Codec Pre-Conditioner/Audio Processor features Neural's N-CLAS (Coding Load Analysis System), which allows real-time

visual monitoring of audio vs. codec performance. NeuStar SW4.0 also offers a complete suite of audio management tools to address volume and spectral consistency. The NeuStar SW4.0 is the software version of the NeuStar 4.0. The software version can be run directly on the Importer, offering multiple audio channels of processing within one computer. Both the software and hardware versions of NeuStar are designed to be placed in-line ahead of Internet streams, DAB, DRM, satellite, compressed STLS, ISDN, etc., for codec improvements and audio processing.



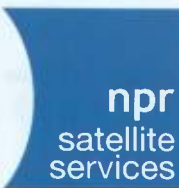
NeuStar Codec Pre-Conditioning/Audio Processing is the only technology built from the ground up specifically for low-bit-rate audio transmissions. With over 15 million low-bit-rate hours of expertise, NeuStar is the most advanced solution for HD 1,2,3 broadcasting. Any broadcaster transporting and delivering digital audio will benefit from NeuStar's suite of tools designed to measure and process a signature sound no matter the bit-rate.

NPR SATELLITE SERVICES

Phone: 202-513-2626

E-mail: linkup@npr.org

Website: www.nprss.org



NPR Satellite Services provides full-service satellite solutions to radio and television broadcasters who need a reliable always-on platform for distributing audio, video, or data content. With coverage of the 50 U.S. states and more than 25 years of satellite distribution experience, we offer services that include: space segment, satellite equipment, uplink services, consultative system design, engineering support, and 24/7 customer service.

OMT TECHNOLOGIES

Phone: 888-665-0501

E-mail: sales@omt.net

Website: www.imediatouch.com

Booth 512

OMT Technologies is a software solution provider to the media and broadcast industry. Our products touch millions of listeners world-wide through

radio, satellite, cable, and Internet broadcasts. OMT's two flagship products include the iMedia-Touch Digital Delivery System and iMediaLogger.

OMT will be releasing iMediaTouch 2.6 at NAB. This latest version hosts features including specific needs for talk radio and Internet broadcasting. Other new features include a fully integrated Klotz Interface, support for Wheatstone AOIP consoles, support for AXIA AOIP consoles, a new general user interface, on-air teaming and a long file play-out resume function.

Need more from your automation system? Make sure to check out the complete iMedia-Touch Optional Module line. Highlights include iMediaImport — great for NPR Content Depot, iMediaDataCast — HD RDS Interface, our No Compromise Remote VoiceTracking, and the brand new CS Copy-Text On-Screen Module.

iMediaLogger will also be on display. 24/7 logging, mic skimming, podcasting, archiving and "best of" shows are only handful of the features packed into iMediaLogger software.

ORBAN/CRL

Phone: 480-403-8300

E-mail: drusch@urban.com

Booth 413

Products on display will include The Orban Optimod-FM 8500, the new flagship processor and the next step beyond the Optimod-FM 8400. The 8500 builds on the competitive sound of 8400 version 3 while adding features for FM stations simultaneously transmitting iBiquity's HD Radio, Eureka 147, or a netcast (where it works well with Orban's Opticodec-PC® LE). "Under the hood," Orban redesigned all of the circuitry using the latest components. Orban also doubled the DSP power, so the DSP not only supports the new features but also provides comfortable headroom for future DSP improvements.

Orban will also feature its new Optimod DAB 6300 processor. Applications include digital radio, digital TV, netcasts, STL protection, audio production, and digital mastering. It uses PreCode technology, which pre-processes audio to minimize audible artifacts in low bitrate codecs such as the iBiquity HDC codec used in HD Radio. Several of its presets use this feature to allow plug-and-play processing at low bit rates. The Orban DAB 6300 has improved processing algorithms and more flexibility, 20 kHz audio bandwidth, and 48 kHz internal sample rate.

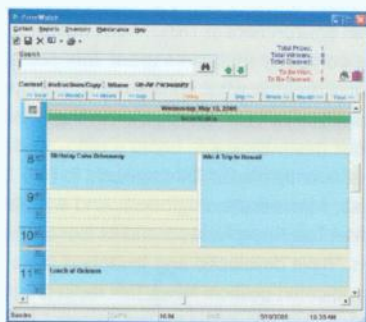
PATRICK COMMUNICATIONS

Contact: Larry Patrick, president

Phone: 410-740-0250

Patrick Communications is a full-service media brokerage and investment banking firm. In the

past 12 years, our principals have negotiated or appraised transactions valued in excess of \$3.0 billion.



PROPHET SYSTEMS

Contact: Diana Stokely, manager of marketing

Phone: 877-774-1047

E-mail: DianaS@prophetsys.com

Website: www.prophetsys.com,

www.psicommunity.com

Booth 209

NexGen Digital 2006 has a number of important enhancements:

PrizeWatch easily creates station contests, tracks prize inventory, and is a central location for winners and their electronic confirmation signatures.

NewsBuilder is the standalone newsroom software that enables reporters to write newscasts, receive and revise wire copy, and digitally record, edit, and playback audio.

The Prophet Importer enables advanced HD radio capabilities, like multicasting and datacasting. As a stand-alone module, it can work with any automation system and integrates seamlessly with NexGen.

MusicGen Pro is a professional, affordable, easy-to-use music scheduling system built exclusively for the Windows operating system. MusicGen Pro was designed by radio people who understand the way you schedule music.

PSI101 — practical, simple, and innovative — is perfect for small-market stations, college stations, or Internet stations.

Prophet Systems' WebEx Academy is recommended for key personnel involved in the day-to-day operation of the radio station.

SHERIDAN GOSPEL NETWORK

Contact: Susan Austin, president

Phone: 770-441-8422

Sheridan Gospel Network offers dayparts that will enable you to reach an adult audience cost effectively. The number one national gospel format, it delivers inspirational programming via satellite in state-of-the-art digital stereo.



A Division of Sheridan Broadcasting Corporation
www.sgnthelight.com

- The KD Bowe Morning Show (M-F 6-10 a.m. ET)
- The Gospel Express (M-F 10 a.m.-3 p.m. ET)
- The Praise Party (M-F 3-8 p.m. ET)
- The Bobby Jones Gospel Radio Show (Sat. 3-7 p.m. ET)

Each is available individually and can be localized for your market. SGN blends traditional classics and contemporary hits with specialized programming elements and strategic promotions for listeners of all ages.

STREAMTHEWORLD

Contact: Pascal Cardinal, business development manager

Phone: 866-448-4037, ext. 630

Booth 811

STREAMTHEWORLD's patent-pending flash streaming technology enables listeners to gain immediate access to your feed without having



anything to install or download; it's a totally plug-in-free, click-and-play solution. STREAMTHEWORLD's technology is the only one in the market that can enable you to reach 98 percent of all online users while penetrating directly through firewalls.

TELOS, OMNIA, AXIA

Denny Sanders, general manager

Phone: 216-241-7225

E-mail: info@telos-systems.com

Booth 208

Telos Systems provides equipment designed to make talk shows, teleconferences, audio produc-



tion, and remote broadcasts better sounding, easier to program, and more economical. The Nx12 talk show system will be demonstrated at NAB. The new Nx12 provides support for both POTS



and ISDN, the latest hybrid technology, and Livewire audio-over-IP technology — making this the most

NAB RADIO SHOW EXHIBITORS' GUIDE

powerful performer ever offered by Telos.

Omnia ONE, which blends performance, flexibility, and value, is a newly designed, extremely powerful signal-processing platform that employs an advanced internal architecture never before offered in any audio processor. Its proprietary architecture, featuring advanced new processing algorithms, enables Omnia ONE to deliver the clean, clear audio demanded by today's highly competitive broadcast environment.

The Axia display will include the Element, packed with powerful features to meet the most



demanding air and production applications, such as four Program buses, four Aux Send buses, dedicated talk and preview functions on each channel, one-touch record and monitor sections, up to 32 mix-minus outputs and more. Element works in conjunction with the Axia Studio Mix Engine, an Intel-based mixing platform running real-time Linux for bulletproof 24/7 reliability. A standard SVGA LCD monitor displays all metering, clock timer, status, and options information. Element is the first radio console that can be configured to run either stereo audio or discrete 5.1 surround programming. HD Radio makes it possible for FM stations to broadcast 5.1 programming.

TALK RADIO NETWORK

Contact: Mark Masters, CEO
Phone: 888-383-3733

Founded in 1993, Talk Radio Network is a juggernaut in long-form talk syndication, thanks to what



CEO Mark Masters terms a "fearless entrepreneurial environment at TRN." Adds Masters, "We are a company that loves great Talk radio, we live and breathe what comes out of the speakers, and you can feel that passion in the hallways. We love this business."

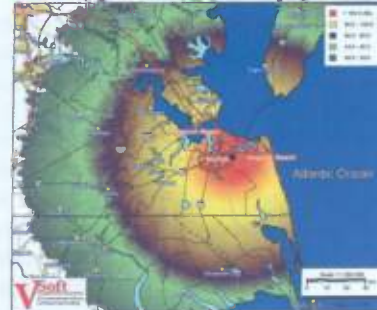
Recently placed full-page ads to hire "producers, salespeople, engineers, and assistants" tout that Talk Radio Network and its four sister networks "have developed and launched more top-10 syndicated political News/Talk radio programs than any other network in the last decade." Michael Savage, Laura Ingraham, Jerry Doyle, and Manow are just a few on the TRN slate. Says Masters, "Long-form Talk is a highly entrepreneurial niche within radio syndication. We have worked hard to run a tight ship and build giants that can knock it out of the park for our station affiliate and advertising partners."

V-SOFT COMMUNICATIONS

Contact: Adam Puls
Phone: 319-266-8402
E-mail: info@v-soft.com
Website: www.v-soft.com
Booth 523

V-Soft Communications provides innovative broadcast engineering software, custom mapping, and engineering consulting services. V-Soft's software has become today's standard for professional quality. Probe 3, winner of Radio World Newspaper's "Cool Stuff" award at the 2006 NAB convention,

FM PTP Propagation Model with Gradient Shading



will predict radio propagation, coverage, and interference in the 20 MHz to 20 GHz frequency range. Crucial to Probe's success is its professionally integrated geographic mapping engine, which combines the best polygon mapping graphics available with precision coordinate information and map projections. FMCommander, V-Soft's premiere FM allocations program, is loaded with timesaving features. This intuitive program performs standard minimum separations studies and contour-to-contour frequency searches to upgrade or move a station or to find new channels.

New for 2006 is V-Soft's AM-Pro Version 2.0, a major upgrade to V-Soft's AM allocation and coverage mapping program. AM-Pro 2 supports grid-style plotting of groundwave and sky-wave field strengths and interference. Daytime allocation studies are enhanced by the ability to remove overlap area over water. Night allocation studies now support full 'clipping' studies.

WARNER CONCEPT SYSTEM

Contact: Jeff Dostal, president
Phone: 402-817-4864



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BIAfn's New Technologies—Your Digital Advantage

Preview new technologies at the 2006 NAB Radio Show—Booth 516

New technologies for your competitive advantage:

Extend your reach and brand directly to your listener's computer desktop with **ActiveAccess**, a dynamic content delivery service custom branded to your station.

Monitor HD and multicasting data, low power FM stations, expanded CP information, and access comprehensive maps with **Media Access Pro™ Version 4.2**, now available!

Track progress of applications at the FCC with **Dataworld's AppTracker**, an email delivery service that keeps you informed daily of activities affecting your business.

For information on our new technologies, visit www.bia.com/advantage



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E-mail: jeff@warnerconcepts.com
 Website: www.warnerconcepts.com
 Booth 226

Implementation of the Warner Concepts System will give your sales reps the confidence to ask for all or a major share of an advertiser's budget in a short period of time. This system, presented on a series of DVDs, is a step-by-step approach for educating advertisers on how and why radio is the most effective way for them to ask for the business.

Your radio station(s) will increase revenue and your sales turnover will be greatly reduced;

Your sales reps will be well-trained, knowledgeable experts who will create a synergy within your staff and the community;

Your advertisers will become believers in the power of radio, creating an unshakable relationship with your station(s). No cut-rate package, promotion, or rate push presented by the competition will divert them from their focus.

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Website: www.wffoothill.com/

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than \$1 billion in credit facilities to companies in radio and television broadcasting, cable, and publishing. Through Fargo Media Finance, we are able to offer a broad range of financing solutions, from \$1 million to \$500 million and more, all with direct access to the additional financial products and services your operation needs.



WIDEORBIT

Contact: Eric Mathewson, founder/CEO

Phone: 415-675-6751

E-mail: emathewson@wideorbit.com

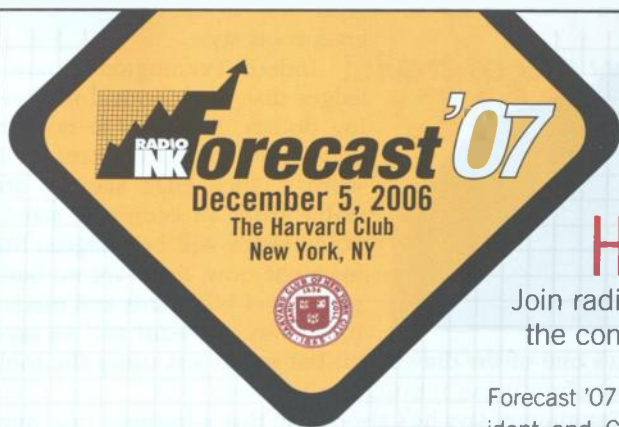
Booth 627

Are you tired of using radio traffic software that was developed more than a decade ago? Check

out WideOrbit and see what you have been missing. WO Traffic for Radio is designed for every configuration, from single stations to multistation or multilocation broadcast groups. WO Traffic is a complete research, proposal, sales, traffic, and billing solution fully equipped for HD Radio, real-time inventory, wireless, web, or in-house. It even handles billing for Podcasts, Internet, and NTR revenue streams.

The advantages to using WO Traffic over traditional radio traffic software are:

- Modern Windows user interface
- Multi-station, multi-location
- 1 terminal or 800+ terminals on one group database
- Real-time inventory reports
- Corporate roll-up reporting
- HD traffic for radio
- Electronic invoicing, EDI
- Internet and NTR revenue streams
- Podcasts
- Proposal writers
- Contact management
- Salesforce automation
- Sarbanes-Oxley compliant
- User specific security restrictions



Do You Know Where Radio Is Headed In 2007?

Join radio's top minds as they look toward the coming year for the radio business.

Forecast '07 co-chairmen David Kennedy, former president and CEO of Susquehanna Media, and Bishop Cheen, Wachovia Securities Director-Fixed Income, have developed sessions that will feature insights from top radio industry figures on the challenges facing radio in the year ahead.

Forecast has become radio's most well-attended financial conference. Fostered by a no-press policy that affords panelists the freedom to remark candidly about their thoughts on the radio business, session discussions are extremely frank and deeply informative.

We expect this to be the strongest Forecast event to date. Seating is limited to 200, so we suggest that you book soon to guarantee a seat and capture the early registration price.



David Kennedy



Bishop Cheen

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Greater Media's Riff2 HD2 Channel Marks First Anniversary

PD Mark Pennington Discusses Lessons Learned

While HD Radio is still in its infancy, some of the early trailblazing HD2 side channels have already been on the air for over a year. One of those stations is Greater Media's Riff2, a side channel to the company's legendary Rock WRIF-Detroit.

When Riff2 was launched on Aug. 1, 2005, Assistant Program Director and Music Director Mark Pennington was given PD responsibilities for the side channel, and he has since carved out a unique niche with this still-nascent radio technology. With over a year under his belt, Pennington is ready to share some of the lessons he's learned about running a successful HD2 station.

From the start, Pennington was expected to make innovative programming moves that would pinpoint the interests and hobbies of younger listeners. "GM Tom Bender asked me to create a station — geared to 18-24-year-olds — that breaks all the rules of radio," says Pennington. "My only parameters were that it had to be 25 percent local music. From there, we tried to get a feel for how these guys are living, how they're listening to music, and what they're doing in their spare time. We molded the station around that."

A big part of that was tapping into his demo's penchant for embracing new technology, including giving the station a presence on the MySpace online community, and streaming the station's signal so listeners could sample the programming. Some of the programming also reflects listener interests, including a show dedicated to video gaming. "Kids are standing in line for video games, and if you're not plugged in to that, you're missing a big chunk of that audience," he says.

In fact, the freedom to experiment is a primary reason why Pennington believes Riff2 is connecting with listeners. "When launching this technology, we knew we had to give them a unique product that would stand out and make them want to go buy an HD radio," he says. "We're trying to gear



it toward how they're living. We can experiment without having to hit certain revenue and ratings marks — those things don't yet exist for HD Radio — so there's less pressure, room for experimentation, and room to grow."

So far, Riff2 is generating positive buzz. Pennington notes that a Detroit-area music club hosts a weekly listening party for the station's local music show. "The local scene has really embraced it, and that was our big push in the beginning. That's a great way to spread a message, grass-roots style."

Indeed, Pennington acknowledges that, with limited marketing dollars, Riff2 has to rely on grass-roots efforts to spread the word. "Once HD2 stations are viable from an economic standpoint, there will be budgets; but for right now, there are no budgets to get billboards and market it the way we want to," he says.

"That's one of the drawbacks, but we're just using the tools we have."

Pennington says he's also aware that a business case must eventually be made for what the station is doing.

"Going forward, we have to be very cautious about how we run these," he says of HD2 stations. "They have to make money, or they won't survive. But we want to be careful that we don't fall into the old trap of plowing through unit after unit. We have an opportunity to rethink how we are going to sell — maybe through sponsorships — to keep them cleaner and run them more effectively. But we haven't yet focused on how we're going to sell it; we're geared toward making the technology work. After that, the money will take care of itself."

Pennington adds, "The key thing is to treat these like real radio stations. No matter what demo you're targeting, if you don't make it compelling, it's not something people are going to spend money on. If you can put on something that people start to notice, it will be successful. Regardless of who you're targeting, it has to be done right." ■



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SoniXtream is the #1 choice of radio stations who want to take advantage of rapidly growing popularity and revenue potential of Internet broadcasting. Designed from the ground up for radio, SoniXtream provides a complete set of tools to maintain listener loyalty, build your brand, increase listenership and benefit your bottom line.

Surprisingly affordable and easy-to-implement, SoniXtream can be used to deliver your current programming (with web-only commercials and promotions) or stream an alternative format.

Take advantage of targeted audio and graphic sponsorships, e-commerce and custom tuners. SoniXtream gives you more of everything you want for Internet broadcasting.



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A Fine Mess To Avoid

Steer Clear Of Penalties For Copyright Infringement

Most good employees are concerned with saving their company money. I'm constantly concerned about not losing money. There are many ways a radio station or group can get fined that go way beyond the slip or purposeful utterance of George Carlin's seven words you can't say on the air. Note to Janet Jackson: If you'd performed on the radio broadcast of the Super Bowl, that whole faux pas never would have happened.

Caveat: I'm not a lawyer and I've never played one on the radio. So the following isn't meant to be legal advice, just some commonsense guidelines that can save you the embarrassment — not to mention serious financial jeopardy — that poor judgment can bring about.

Over the years, in markets both minor and major, I've been astounded to hear radio commercials where the underscore background was (a) some piece of familiar music, often an instrumental and (b) for a sponsor that logic would dictate had not bothered with the minor detail — to them — of securing rights to use that music. (It's usually very expensive.)

There are a lot of misconceptions floating around out there in radio-land. I had one production director tell me that it was perfectly permissible to use — I think this is what he said — four bars of any music before copyright infringement kicks in. I've also heard four seconds was okay. Or seven seconds.

Camelfeathers.

The only music that can be used in commercials is music for which the station has secured the rights. There are many music libraries to choose from. My case-hardened rule is: Nothing goes on the air with any music other than sanctioned, licensed underscore or jingles. An argument could be made that there is music out there that has "gone out of copyright" and is in the public domain. There probably is. I'd rather play catch with live hand-grenades than risk the hefty legal battle and fines that would ensue if I guessed incorrectly.

The one exception is a commercial for a live concert event. Music from the performer may be used, in small segments, but there are usually very strict codicils, varying by individual artist, that the promoter and/or venue can supply.

Next up on my list of taboos: The naming of sporting

COPYRIGHT


An argument could be made that there is music out there that has "gone out of copyright" and is in the public domain. There probably is. I'd rather play catch with live hand-grenades than risk the hefty legal battle that would ensue if I guessed incorrectly.

events, teams, players, and celebrities. Advertisers pay huge amounts of money to be associated with athletes, teams, events, and celebrities. So if your local pub is having a big blowout party centering around an event like the World Series, Super Bowl, or World Cup, you cannot mention the name of the event in the spot. You can say something like "the big game this Sunday," or use a generic term like "the playoffs," but you cannot use trademarked names. In a radio spot, I will not mention team names. I will not mention leagues. But I can use them in writing this column, other reportage, or even fiction, because the guidelines that apply to commercials are different, highly regulated, and restrictive.

However, there are clever work-arounds. "If you want to knock one out of the park like Barry" would be permissible. Barry who? Well, everyone knows the answer to that, but keeping it ambiguous keeps the attorneys at bay.

You could say, "If you want a romantic getaway that would make Vince and Jennifer jealous." Unless the listener hasn't been on line in a supermarket in the last year or so, they will know exactly who you mean. But again, you haven't infringed on anyone's rights.

When it comes to parody, most radio station talent pools include one or more people who can do very credible impersonations of celebrities. Sending them up in a radio spot is fine, as long as you ensure the listeners realize it's a spoof — by changing the name in a profound and comedic way, for example. Jon Lovitz, as I recall, successfully sued a local-direct client for impinging on his liar character from *Saturday Night Live*. I recently wrote a spot that parodied a Mike Myers character. Mine was called Linda Richmound, and it was blatantly apparent we were not trying to get people to think Myers was doing a spot for a small Maine waste disposal company.

Infringing on any copyright is a major copy wrong. The penalties are stiff. Play it safe, and you'll be just fine. 

Steven J. Steinberg is creative services director for Nassau Broadcasting Partners in Portland, ME. He can be reached at 207-797-0780 or e-mail him at ssteinberg@nassaubroadcasting.com.

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Emotion Equals Motion

Showing Enthusiasm For Your Product Can Lead To Increased Sales

Recently, I sat in on the Dawson McAllister Live call-in advice show, listening to teenagers and young adults telling their stories and asking for help. I felt many emotions that Sunday night, and left the studio a different person than the one who walked in.

What I heard that night was real, not staged. One 19-year-old caller literally cried for help while telling McAllister that she "breathed drugs and sex," and admitted that when she came down from drugs, she just wanted more two hours later. And she couldn't stop. Listening that night, I felt raw emotion.

Emotion sells — whether you're listening to a radio show or selling advertisers on your station. If you don't have emotion when you're selling, something is wrong. If you're emotional about what you believe in, you'll convey that emotion, and sell advertisers on your station. You are the message — especially if you don't have enormous numbers to sell from Arbitron or Eastlan. Eighty percent of the reason someone buys from you is because they like and trust you; 20 percent is because of your product or service. You must build a relationship, but you don't need a two-year wedding march to get the order.

Here are some tips on how to sell with emotion and enthusiasm:

LISTEN:

The true consultant salesperson is a better listener than talker. If you're talking more than you're listening, there is no way to maximize your sales efforts. Listening is an art.

Have you ever had someone finish a sentence for you? I catch myself doing this sometimes, and I think it's very rude. You can never know what someone will say unless they finish their own sentences. Asking 75-80 percent more questions will limit your talking time, and get the customer dialed in.

MAKE EYE CONTACT:

Our managers grade our sales reps in the field on making eye contact with clients. It's one of the most important techniques for letting your clients know that you're listening. Body language is important here — moving the side of your head so one of your ears is closer to the client is a good way of "tuning in."

Make an effort to concentrate on who you're talking to, and

don't wander mentally. When you're in a person's 25-square-foot comfort zone, you'd better be listening.

FOLLOW THE LAW OF THREE:

An easy rule to follow is the Law of Three, which states that 90 percent of all of your sales results come from three activities:

- Prospecting and making appointments
- Making effective presentations
- Following up and closing the sale

The first of these, prospecting, is especially important. Today, the average sales rep only spends about 90 minutes a day with prospects. With attrition rates, that's not very much time to garner new business.


We need to monitor how much time we're spending on new accounts; you can't sell yourself if you're not in front of customers.

BELIEVE IN YOURSELF:

How you're seen by customers — whether they like and respect you — is a major force in garnering sales. The best way to communicate outwardly is to first look inward. The only thing that matters is believing you can do it, because you are the product. That's the most important tip of the day. The way you dress,

speaking, and carry yourself all convey emotion about the product you are selling. Confidence is 90 percent mental and 10 percent physical.

Remember, there's no one thing that will convey emotion when you're selling — it's all of these things. If you really want to double your income, doubling your time on certain areas of your selling and gaining new business is vital.

Have a purpose for selling your product. Many radio sales reps don't believe in the value of radio, and that is communicated to clients through a lack of enthusiasm. Next time you go out in the field making calls and representing this great media, think of the power of radio. You're selling the greatest medium on the face of the earth. Do you believe it? 

Sean Luce, head national instructor for the Luce Performance Group, can be reached at 832-567-6340 or Sean@luceperformancegroup.com.





Winning The Price Wars

Getting The Rates You Deserve

Can someone who's only ever driven a Model T get behind the wheel of an Indy Car and drive to victory at the Indy 500? Probably not. They may be able to drive the car, but they won't have the knowledge and skills to drive it to victory.

Most people I meet in radio sales management believe they know how to drive supply & demand and handle rate and inventory management, but when I throw a few questions at them, I find they're really only Model T drivers. Many say, "We have Maxagrid (or Rate Minder or some other software) and that takes care of it." They may have the Indy Car — the software — but they don't have the skills to drive to victory.

Rate and inventory management looks easy, but it's easier said than done. If you're sold out, you shouldn't be! You're not maximizing your rates. If your sold ratio is continually at 75 percent, you have too much inventory. Reduce your inventory so that the 75 percent becomes 100 percent.

Do you show average rates on your paperwork and invoices, or do you display daypart rates? If you display average rates, don't. Average rates reinforce low rates. You want your clients to become accustomed to the mindset that your station charges higher rates than those reflected on their "average rate" invoice.

Supply & demand requires that you are virtually never sold out, so you can always accommodate a client's schedule at a price. As your inventory dries up, your rates go from, say, \$150 a spot — when you could drive a truck through your inventory and avails are plentiful — to \$300 a spot when you have next to no available inventory. In some cases, that could happen overnight, or even the same day; your station's rates could be \$160 a spot in the morning, and \$225 that same afternoon.

I know of no better incentive for long-term business development than supply & demand rates. Eighty-four percent of businesses don't plan. Sales managers should have their rate management systems already set up through at least the end of 2007.

As a radio account executive, you should be helping clients develop and implement their marketing plans; deciding when their call-to-action sales should be held throughout the coming year; how their branding campaign needs to interplay with their call-to-action sale events; and strategically developing and placing their campaign on your station. You can achieve that goal by selling the fact that "in November 2007, our rates are going to be at \$350 a spot, so your package of 30 spots will be \$10,500. I can lock those

in for you now, Mr. Advertiser, for as little as one-third of that."


Stations have lost the art of cultivating long-term business commitments from their clients. As a result, their percentage of "clockwork" business is very low, which means if a station's percentage of regular long-

term business is only 8 or 9 percent, those stations continually struggle to make their budgets each month. Imagine having 25 or 30 percent of contract business in place every month! That position creates five benefits:

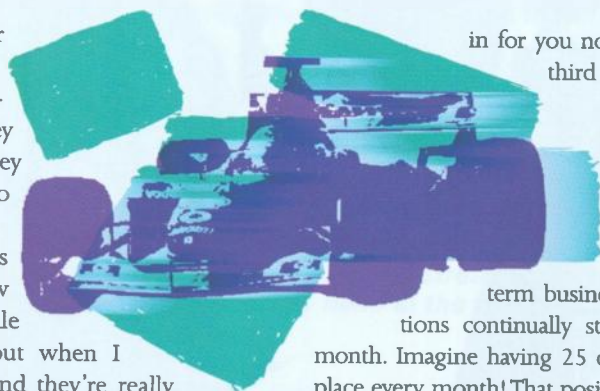
1. Your station goes into each month with a higher percentage of budget already in place, thereby making it a lot easier to hit your numbers (you should be at 85 percent of your budget going into each month);
2. You're able to drive your rates harder because your inventory is enjoying higher demand;
3. Your station's advance sales are higher because you're hitting your budget numbers earlier in the month. You go into the following month with an even higher percentage of budget locked in, because you're selling next month and beyond instead of playing catch-up selling the current month;
4. You and your sales team enjoy a higher level of confidence because you're no longer struggling to make budget;
5. You don't have to sacrifice rate integrity in negotiations because your budget numbers are strong. Should you need to walk from the business, you have the confidence to make that decision.

The world has developed a sophistication to recognize supply & demand on just about everything in life. Look at gas prices. I visited New York twice in the past two weeks. From one week to the next, airline ticket prices rose almost 40 percent, and the cost for the same hotel room had doubled. Supply & demand.

Our friends in TV have been operating on supply & demand since the 1970s, yet we in radio continued timidly playing with grid cards into the 1980s. We've finally ventured into supply & demand, but we're still coming to grips with commanding the rates we deserve.

Keep in mind the Radio Ad Effectiveness Lab research from last year: Radio delivers a 49 percent higher return on investment than TV. Remember that statistic next time you're negotiating rates with a client, and you'll command the rates your station deserves. 

Robert Reid is president of Strategic Media Sales, a radio consulting firm. He can be reached at 616-821-4375 or e-mail StrategicMedia@sbcglobal.net.



Blast From The Past



GOING POSTAL —

Mel Blanc portrays the Happy Postman on a 1946 broadcast of the *Burns & Allen* show. Blanc was known worldwide as the voice of Bugs Bunny, Daffy Duck, and countless other cartoon characters.

Photo courtesy of the Library of American Broadcasting

SEARCH YOUR ARCHIVES. Pull the boxes from your storage closet. *Radio Ink* magazine is searching for old (or should we say future?) photographs of people, stations, or promotions to use on our Blast page. All photos will be returned, but please be sure to LABEL them with identifying captions, including a return address and contact name. Mail to: **Wendy Bernstein**, Asst. Editor, *Radio Ink*, 224 Sahara St., Suite 1015, West Palm Beach, FL 33401, or e-mail to wendy@radioink.com.

EVENTS

ARBITRON DATES

Winter 2006: Jan. 5 - March 29
Spring 2006: March 30 - June 21
Summer 2006: June 29 - Sept. 20
Fall 2006: Sept. 21 - Dec. 13

SEPTEMBER

Sept. 6-8 — National Association of Black-Owned Broadcasters (NABOB) Fall Broadcasting Management Conference, Washington, DC.
☎ 202-463-8970

Sept. 7-12 — International Broadcasting Convention 2006, Amsterdam.
☎ 44-171-611-7500
www.ibc.org

Sept. 8-10 — NAB Broadcast Leadership Training Program, Washington, DC. Other dates: Oct. 13-15, Nov. 3-5, Dec. 1-3.
☎ 202-429-5424
www.nabef.org/BLT

Sept. 11-13 — Electronic Retailing Association 16th Annual Conference, Las Vegas.
☎ 703-841-1751
www.retailing.org/

Sept. 13-16 — Public Radio Program Directors Annual Conference, Philadelphia, PA.
www.prpd.org

Sept. 14 — NAB Small-Market Group Executive Roundtable, San Diego, CA.
www.nab.org/conventions

Sept. 20-22 — **NAB Radio Show, Dallas, TX.**
www.nab.org/conventions

Sept. 21 — Nab Marconi Radio Awards Dinner & Show, Dallas, TX.
☎ 202-775-3511
www.nab.org/radio

Sept. 25 — Broadcasters' Foundation 2006 Celebrity Golf

Tourney, Greenwich, CT.
www.broadcastersfoundation.org

OCTOBER

Oct. 2-5 — Satellite Uplink Training Seminar, Washington, DC.
☎ 202-429-5346
www.nab.org/scitech

Oct. 5-8 — 121st Audio Engineering Society Convention, San Francisco, CA.
☎ 212-777-4711
121st_press@aes.org

Oct. 13 — Commercial Radio Australia's National Radio Conference, Luna Park, Sydney, Australia.
www.commercialradio.com.au

Oct. 16-18 — Consumer Electronics Association Industry Forum, San Francisco, CA.
☎ 703-907-7500
www.ce.org

Oct. 23-26 — NAB New York, Exhibit Sales: 202-595-2051. Attendee Info: 202-595-2052.
www.nabnewyork.com

Oct. 25 — RTNDA News and Technology Summit, New York, NY.
www.rtna.org

NOVEMBER

Nov. 4 — 2006 RHOF Induction Gala, Chicago, IL.
☎ 312-396-0103.
www.museum.tv

Nov. 5-7 — Canadian Association of Broadcasters 2006 Convention, Vancouver, Canada.
☎ 613-233-4035.
www.cab.acr.ca

Nov. 9 — American Women in Radio & Television Author Series Luncheon Celebration, Beverly Hills, CA. ☎ 703-506-3290.
info@awrt.org

Nov. 15-17 — National Association of Farm Broadcasters (NAFB) Annual Convention, Kansas City, MO.
☎ 612-224-0508

Nov. 17 — Radio Club of America Annual Awards Banquet, New York, NY.
Lisa McCauley,
☎ 732-842-5070.

DECEMBER

Dec. 5 — Forecast 2007, Harvard Club, New York, NY.
☎ 561-655-8778
www.radioink.com/forecast/

Dec. 7-9 — Middle East Broadcasters Association (MEB) Trade Show, Beirut, Lebanon.
☎ 858-451-3887
www.mebshow.com

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