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HAVE YOU HEARD THE BUZZ?

When the subject of successful single station owners is raised, WBEB-FM/Philadelphia (B-101) owner Jerry Lee's name is usually the first mentioned. An enthusiastic advocate for radio at a time when radio is finding its way in a changing media world, Lee's pioneering vision and hard work with initiatives like the Radio Ad Effectiveness Lab set him apart as one of radio's most vibrant leaders. His personal track record of success is undeniable, yet Lee continues to work tirelessly to improve the fortunes of the entire radio business, not just his own. His ideas for how stations in markets nationwide can work together to raise money and jointly promote the medium are eye-opening, as are his opinions on how trends ranging from commercial auction services to HD Radio will affect radio's future. For these reasons and many more, *Radio Ink* is proud to name Jerry Lee its 2008 Radio Executive of the Year.

IDEA TICKER

38,716

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

Coming Next Issue:
>>> *Radio Ink's* 15th Anniversary Issue

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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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