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Radio's Premier Management & Marketing MagazineSM
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ON A MISSION

In his second term as CEO of CBS Radio, Dan Mason sees before him a mission for both his company and his industry. Mason knows he must guide the company toward higher growth rates, and he has plenty of ideas on how to do it. For the industry, Mason is ready to work with his contemporaries to elevate radio's profile within the advertising community. In both cases, Mason relishes the opportunity to tackle the obstacles that stand in his way. "We have to re-prove the value of the radio industry," he says. "The job has gotten a lot bigger, more complicated, and honestly, more exciting."

IDEA TICKER

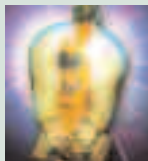
38,858

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

Coming Next Issue:
» Top Country Programmers

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Radio Wayne Awards Special Section



In recognition of the hard work they do to keep the radio industry's financial wheels turning, Radio Ink is proud to recognize the finalists for its 2008 Radio Wayne Awards.

- RW28»RAB Research Can Help Unlock Your True Revenue Potential** by Rosemary Scott
- RW30»Re-Training Hiring Managers** by Laurie Kahn
- RW31»Reap Long-Term Rewards From This Year's Presidential Election** by Ken Kohl

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- **06»Publisher's Notes** by B. Eric Rhoads
Radio Management's Burden
- **08»On Air** People, Letters, News, Photos
- **10»The Wizard Of Ads™** by Roy H. Williams
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- **12»Creative** by Steven J. Steinberg
How Far Will You Go To Make A Great Commercial?
- **13»Convergence Countdown** by Buzz Knight
What Happened In Vegas (At CES) Shouldn't Stay In Vegas!
- **23»Blast From The Past™ / Events**

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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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