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# LOUD AND PROUD

The country's Talk radio hosts drive the debate — and sometimes shape the opinions — that voters carry to the polls. On both the local and national levels, Talk radio hosts serve as the arbiters, flash points, and middlemen for listeners eager to voice their opinions on the issues that matter most to them. For this annual Spring Talk issue, *Radio Ink* has reached out to Talk radio's best local and national talent to learn what they think — and what they're hearing from listeners — about both the coming election and the precarious economy that will shape it. Their insights promise to inform, enrage, and entertain.

## IDEA TICKER

39, 257

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

**Coming Next Issue:**  
» Hispanic Radio

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## 23» Politics (Not) As Usual

The hotly contested race for the White House is well under way, with uncertainty and questions surrounding the candidates on both sides of the aisle. The 2008 election is going to be one for the record books, so *Radio Ink* has assembled a top-notch group of experts to help you ensure that your station covers every radio station with everything they need to make this election season a financial and ratings success. What's more bi-partisan than that?

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**EDITOR-IN-CHIEF**  
Joe Howard [joe@radioink.com](mailto:joe@radioink.com)  
**MANAGING EDITOR**  
Wendy Bernstein [wendy@radioink.com](mailto:wendy@radioink.com)  
**NEWS EDITOR**  
Brida Connolly [brida@radioink.com](mailto:brida@radioink.com)  
**CREATIVE DIRECTOR**  
Kenneth Whitney [ken@radioink.com](mailto:ken@radioink.com)  
**VP/OPERATIONS**  
Tom Elmo [tomelmo@radioink.com](mailto:tomelmo@radioink.com)  
**VP/SALES AND BUSINESS DEVELOPMENT**  
Jim Gustafson [jim@radioink.com](mailto:jim@radioink.com)  
**VP/ASSOCIATE PUBLISHER** 561-655-8778  
Lois Ann Chooljian [lois@radioink.com](mailto:lois@radioink.com)  
**VP/NATIONAL SALES** 800-379-8160, access #13  
Chuck Renwick [chuck@radioink.com](mailto:chuck@radioink.com)  
**ACCOUNT EXECUTIVE** 847-359-6117  
Michael Walters [michael@radioink.com](mailto:michael@radioink.com)  
**CUSTOMER SERVICE** 561-655-8778

**CONTRIBUTING WRITERS**  
Daniel Anstandig, Steve Clark, Holland Cooke, Bob Davis, Wayne Ens, Michael Guld, Dave Kahle, Bob Jenkins, Ken Kohl, Sean Luce, Kipper McGee, Steve Meyers, Bill Myers, Walter Sabo, Greg Smith, Steven J. Steinberg, Jim Tazsarek, Jack Trout, Peter Weyland, Roy Williams, Tom Zarecki

**STREAMLINE PUBLISHING, INC.**

**CHAIRMAN/PUBLISHER**  
B. Eric Rhoads, CRMC/CRSM [eric@radioink.com](mailto:eric@radioink.com)

**CONTROLLER**  
Samantha DeQuino [samantha@radioink.com](mailto:samantha@radioink.com)

**PRODUCTION COORDINATOR**  
Chad Slade [chad@radioink.com](mailto:chad@radioink.com)

**WASHINGTON, DC, COUNSEL**  
John Wells King Garvey, Schubert & Barer

**EXECUTIVE EDITOR EMERITUS/LOS ANGELES**  
Dwight Case

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

**RADIO INK** Editorial Offices:  
224 Datura Street • Suite 1015  
West Palm Beach, FL 33401

PHONE 561-655-8778 • FAX 561-655-6164

E-MAIL: [comments@radioink.com](mailto:comments@radioink.com)

**Subscription Information**

PHONE 800-610-5771 • FAX 561-655-6164

Have news we can use? E-mail us at [news@radioink.com](mailto:news@radioink.com).