

contents

Radio's Premier Management & Marketing MagazineSM

June 2, 2008 | Volume XXIII, No. 11



COVER AND COVER STORY PHOTOGRAPHY BY JOANNE DUGAN PHOTOGRAPHY

CAN'T SLOW DOWN

Just as the radio industry has evolved, so has the career of McGavren Guild Radio President Lisa Sirotko-Sonnenklar. During a swift rise through the ranks, she's always been on the cutting edge, and recognizes that the shifts under way in the radio industry are steering her company and its staff toward a challenging and potentially rewarding future. "It is not a secret that the traditional, transactional stream of business has been less robust than in years past," she says. "For the last several years, even before the slowdown, I required every seller in our company to carry a significant list of new business targets, over and above their agency sales list. In order to change the mindset and perception of the traditional rep, everyone must be on board."

IDEA TICKER

39,399

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

Coming Next Issue:

>> Spotlight on Small-Market Radio

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POSTMASTER: Send changes of address to Radio Ink, Box 2, Winter Bch., FL 32971-0002. Periodicals Postage paid at West Palm Beach, FL, and additional offices. Subscriptions: Mail subscription rate: One year \$199. Canadian and European subscribers \$249 for one year. All subscriptions, renewals and changes of address should include address label from most recent issue and be sent to the Circulation Department, Radio Ink, 224 Datura Street, Suite 1015, West Palm Beach, FL 33401. Copying done for other than personal or internal reference without the express permission of Radio Ink is prohibited. Address requests for special permission to the Managing Editor. Reprints and back issues available upon request. Printed in the United States. Bulk Business Mail paid at West Palm Beach, FL • Third-class enclosures paid in Columbus, WI. Permit #73.

The Most Influential Women in Radio

19>> The women on this year's MIW list exemplify what it takes to thrive in this ever-changing business. Here they discuss what industry changes have most affected their careers, and how they believe they're making a difference in the radio business.

42>> MIW Legend Lynne "Angel" Harvey

No one did more to advance the role of female executives in radio than Lynne Harvey, who died last month at age 92. Her tireless work behind the scenes kept the wheels turning on her husband Paul Harvey's career during a marriage and professional partnership that few could rival.

44>> Women 2 Watch

Whether they're up-and-comers making their names known or veterans taking aim at their next challenge, these women promise to make a splash in the months ahead.

45>> MIW Mentees

Graduates of the MIW Mentoring Program share impressions of their time spent as mentees and discuss how involvement with the program impacted their careers.

Departments

06>> Publisher's Notes by B. Eric Rhoads
Without Loyalty, There Is Nothing

08>> On Air People, Letters, News, Photos

10>> The Wizard Of Ads™ by Roy H. Williams
Who's The Boss?

11>> Creative by Steven J. Steinberg
And The Award Goes To ...

12>> Recruitment by Laurie Kahn
How To Keep Your Sales Superstars

13>> Talk Radio by Ken Kohl
Talk The Talk

47>> 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.

Have news we can use? E-mail us at news@radioink.com.

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