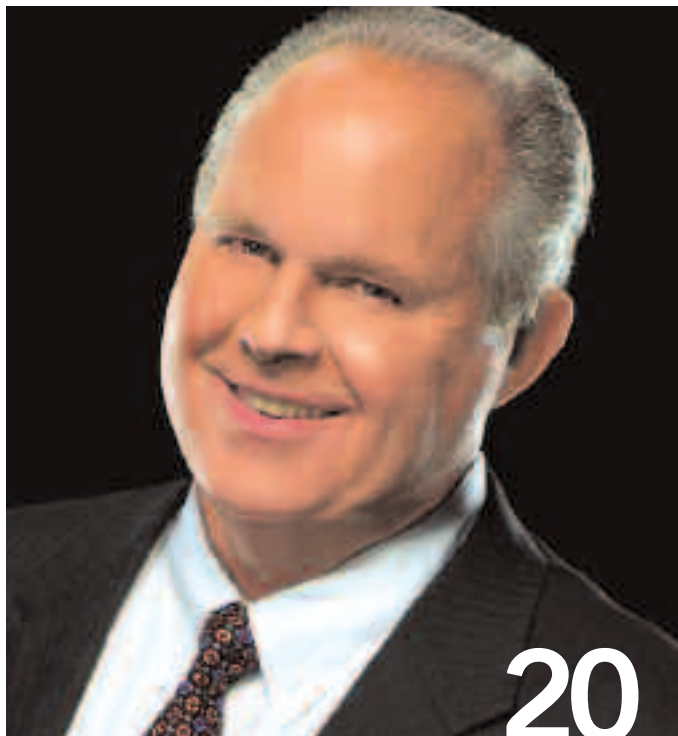


# contents

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## CREATING CHAOS?

Convinced that Sen. Barack Obama was getting a free pass from Republicans, Democrats, and the media, Rush Limbaugh launched Operation Chaos, a campaign to prolong the Democratic primary so Obama's record and policies could be more fully vetted. To accomplish that goal, Limbaugh encouraged his decidedly Republican listenership to vote for Hillary Clinton in Democratic primaries nationwide. Arguments exist on both sides as to the campaign's effectiveness, but beyond that exists the question of whether Limbaugh crossed a line by encouraging voters to deliberately affect the process by voting to keep a candidate in the race for purposes other than selecting a nominee. In this lively Q&A, Limbaugh bristles at the suggestion, and says his on-air campaign pales when held up against other political tactics. "What I did is as innocent as a newborn baby compared to what really goes on," he says.

### IDEA TICKER

39,470

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

**Coming Next Issue:**  
» The 40 Most Powerful People In Radio

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## Hispanic Radio Conference Wrap-Up

**09»** The second annual *Radio Ink* Hispanic Radio Conference was highlighted by a stirring keynote from media vet Geraldo Rivera, a lively presentation of the *Radio Ink* Medallas de Cortez™, and two days' worth of informative and enlightening sessions aimed at elevating and enriching the rapidly growing Hispanic radio sector.

## Think Small

### **24» Independent Broadcasters And The Secret To Success**

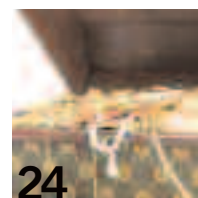
To learn why small-market and independent broadcasters are thriving in this challenging economy, *Radio Ink* contacted 10 of the best to understand the strategies that are keeping them ahead of the economic curve.

### **29» Big Things Come In Small Packages** By Stuart Sharpe

### **30» Small Market Equals Big Success** By Ken Barlow



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### **16» On Air** People, News, Photos, Events

### **18» The Wizard Of Ads™** by Roy H. Williams Repetition And Results

### **19» Sales** by Harmony Tenney Pulling Out All The Stops

### **19» Streetfighter Success Story** by Matt Spaulding Research Pays Off — Literally!

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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](mailto:news@radioink.com).

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