

# Tomorrow's Top 40 (Or Whatever We Call It)

Following up on our annual list of the 40 Most Powerful People in Radio (7/6), *Radio Ink* in this issue features some of the people we believe could join that list in the years to come. What it means to be in radio is growing and changing faster than ever, and this list includes both some indisputable "radio people" and key figures in related industries.

(As these people know, when looking to the future, it's wise to be flexible.) These potential "Top 40s" talked with us about what their companies are doing to stay competitive in the days ahead, and about some of the other things that are important to them as well.

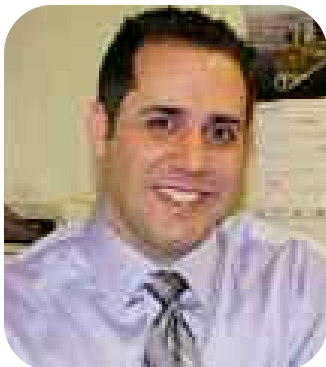
## **FRANK FLORES** CHIEF REVENUE OFFICER/GM, NEW YORK SPANISH BROADCASTING SYSTEM

Frank Flores in the past year added a corporate title as chief revenue officer at SBS, while keeping his key duties in New York. Asked about staying competitive in the days ahead, he tells *Radio Ink*, "First of all, let me state that in my opinion 2009 has been the most challenging year that radio has faced in my 30 years in broadcasting." Flores acknowledges the economic and other obstacles radio is facing and says that, at SBS, "We have committed ourselves to becoming a leaner and more efficient operation, concentrating on doing all those things that make us unique and different, and doing them well." And he remains optimistic: "We are confident that a year such as this, with all its monumental upheaval, will only serve to make us much stronger and better equipped to handle whatever the future has to send our way." Flores is influential in other ways as well; he's become one of the most visible and effective spokesmen in the fight to have the FCC investigate the Portable People Meter and its effect on minority-targeted radio.



## **LISA SIROTKA-SONNENKLAR** PRESIDENT/CEO MCGAVREN GUILD

There was a lot of news generated when Interep folded at the end of last year, not the least of which was the quick resurrection of a long-standing Interep brand as an upstart national rep firm headed by Lisa Sirotko-Sonnenklar and Barry Fischer. The new McGavren Guild, Sirotko-Sonnenklar says, always has "one eye on the future." She goes on, "Our philosophy is to develop long-term relationships with advertisers and agencies by providing appropriate and applicable marketing solutions." And that requires the thoughtfulness of industry vets like Sirotko-Sonnenklar and Fischer; she says, "We choose our clients carefully because we feel that our mutual success depends on our cooperation and trust. We feel it's better to have a select group of true partners in business than just a long list of clients." Fischer points out, "Essentially everything we have done in our first seven months of operation has been an 'initiative.' Starting with getting the company up and running with top-notch staffing, state-of-the-art tech systems, a strong financial department, and most importantly a fantastic client roster, we have done it all in very quick order." He adds, "The cornerstone initiative for our company has been embracing the sales philosophy that says, 'We sell your stations the way you want them sold.'" Asked about keeping competitive, Fischer says, "We are investigating complementary media opportunities aggressively, knowing that advertisers more and more are looking for 'big integrated ideas.' If we can enhance our core platform of terrific radio stations with other unique offerings, we become that much more attractive to advertisers as a solutions and service provider."



## **BARRY FISCHER** EVP/GM MCGAVREN GUILD

## **BRIAN BENEDIK** PRESIDENT KATZ 360

The radio business is changing, and Katz — the last large national rep firm since the demise of Interep — is changing with it. And Brian Benedik is one of those leading the way, heading up the Katz 360 division and its dedicated digital sales team. Benedik explains, “Consumers now spend one-third of their ‘media time’ through online channels, and Katz has created a set of digital platforms to activate for these national clients.” Katz 360 works with the TV and radio divisions, and is, says Benedik, specifically responsible for the Katz Online platforms — including the digital audio network, mobile, database, and display businesses. He says, “Our ability now to marry on air and online for any agency has become a reality.” That integration of on air and online is what the whole industry is thinking about, and Benedik is out on the leading edge.



## **GREG ASHLOCK** PRESIDENT/MARKET MANAGER CLEAR CHANNEL RADIO/LOS ANGELES

“The traditional tools of engagement for both the listener and the advertiser have changed dramatically in the past few years,” says Greg Ashlock, the highly regarded chief of CCR’s cluster in America’s largest radio revenue market. “Today’s listener wants everything on demand. Today’s advertiser has the unique challenge and opportunity, through advanced technology, to smear the lines of media mixes and touch the consumer on multiple fronts in a more targeted, personal manner while monitoring the ever-important ROI.” And to keep both groups happy, he says, the cluster has looked not just to streaming, but to — among other things — social network tools, customized portals, increased loyalty programs, and integrating advertisers into content. Says Ashlock, “Radio’s nimbleness and flexibility will continue to be one of our strengths moving forward. As listeners and advertisers give us the thumbs up or down, we can quickly adapt on a moment’s notice to better meet their needs and expectations. This is not your father’s radio — by integrating, radio can be a very sexy option for both the listener and the advertiser. And sexy sells.”

## **REGGIE DENSON** SVP/DIRECTOR KATZ MARKETING SOLUTIONS/CHICAGO

Heading up Katz Marketing Solutions in Chicago, Reggie Denson has responsibility for directing a lot of dollars to radio, and he’s focused both on growing radio’s share of ad budgets and on presenting the medium in fresh new ways. He says, “The mission is to present radio’s multi-platform assets (on air, online, streaming, mobile, on site, etc.), develop creative ways to utilize these assets, compare radio’s effectiveness against other media, and deliver results-driven and efficient solutions for advertisers and their agencies.” Katz has also introduced the Katz 360 platforms, which, as Denson notes, allow unprecedented targeting of audiences through every channel — key as advertisers demand ever-greater return on investment. Denson says, “These initiatives have positioned our company very well for future growth, and remind me of an African proverb: ‘For tomorrow belongs to the people who prepare for it today.’”



## **CHARLES STEINHAUER** EVP/RESEARCH & OPERATIONS DIAL GLOBAL

Any way you look at it, Dial Global is a major player — particularly since its parent, Triton Media Group, bought Jones Radio Networks and added that powerful content to Dial Global’s toolbox. And Charles Steinhauer has been a key figure as DG’s influence grows, working both behind the scenes and on the company’s creative vision. Asked about initiatives to keep competitive, he responds, “Most importantly, we have continued operating with a positive culture which is focused on the potential and growth of all radio. Dial Global and Triton Radio Networks continue to develop products, digital tools, and systems that support the progress and successful operation of our producer, station, and advertising partners.” DG has worked, with other companies, to address bias in Marketing Mix Models, and Steinhauer notes that the granularity of PPM data means radio can demonstrate its true effect on sales more “concisely than ever before.” He adds, “The understanding of this impact will allow the industry as whole to compete more effectively.”



**DEBORAH ESAYIAN**  
**CO-PRESIDENTS**  
**EMMIS INTERACTIVE**

Emmis Interactive, which spun off from Emmis last year, has only added to its reputation as a fast-moving and forward-thinking leader in building both sites and sales for radio on the Internet, with a client list that includes Greater Media and Lincoln Financial Media. And it's headed up by Rey Mena and Deborah Esayian, experts in a key area as radio looks more and more to digital for its future. "Embracing change is always difficult for a mature industry," Mena says. "It is made more difficult in today's economic environment. However, staying the course and doing business as usual is becoming a less viable option." As Esayian notes, "The one-two punch of the broadcast signal combined with the ability to continue the sales message online is quite powerful. Local radio stations armed with the right technology can pinpoint the most ripe prospects for a client far more effectively than any mass Internet media approach alone." But it's not just about building the website; Esayian points out, "Salespeople and their managers must be trained on this new approach and how to sell the power of the integrated media opportunity. They must learn about new inventory and how to price it properly. Success with new revenue streams ultimately depends on the comfort level of the people selling — without proper training and preparation, broadcasters will likely meet with frustrations." But enthusiasm is growing; as Mena says, "Our radio clients are proactively embracing change. They are transforming their companies and positioning themselves for growth in the future. They are providing their advertisers with more accountability and greater results. With more and more dollars moving to the digital side, they are 'following the money.'"



**REY MENA**  
**CO-PRESIDENTS**  
**EMMIS INTERACTIVE**

