Rock Radio Honors Bowie’s Career, Influence. Following the unexpected death of iconic rocker David Bowie Sunday, classic rock radio was at its best, as a companion for mourning fans, alongside instantaneous creative tribute programming. Not only did stations spin the late rocker’s hits en masse, but nationwide classic rock and adult alternative stations indulged listener requests, fielded calls and discussed his legacy. Throughout the nation, radio put Bowie’s seminal catalog in the spotlight, increasing airplay on his songs sevenfold. The Thin White Duke received 7,750 spins from Sunday through Monday at 4pm Eastern, compared to 1,133 during the same period a week earlier, according to Mediabase. To put that in perspective, the top song on CHR radio would air about 2,430-2,650 times during the same timeframe. As he once sang, fame, indeed, makes a man take things over. Classic rock “Q104” WAXQ New York’s DJ Maria Milito announced, “We are honoring and paying tribute to the life and career of David Bowie,” with a Workforce Block devoted to Bowie, along with coverage on the station’s “Live at 5” segment. In Philadelphia, Greater Media classic rock WMGK (102.9) morning man John DeBella sprinkled in multiple Bowie classics per hour along with interview clips he had collected over the years. WMGK posted the video to “Lazarus” from Bowie’s new album “Blackstar,” released Friday on the singer’s 69th birthday. At rock sister WMMR, midday host Pierre Robert began a 2-hour block of Bowie at noon, including cuts from “David Live” and “Young Americans,” both recorded in Philadelphia. Across town, triple A WXPN (88.5) went with wall-to-wall Bowie music starting at 6am, sharing reminiscences from listeners and musicians on-air, taking requests and inviting listeners to share their thoughts on the legend via the station’s Facebook page. Strung Out In Heaven’s High—Stations and networks went above and beyond to honor one of music’s best; for more, go to InsideRadio.com.

McCurdy—Radio May Benefit From TV Campaign Ad Glut. With TV ad spending on the GOP presidential race five times higher than at the same point four years ago, the unprecedented slugfest could make radio a more attractive media option. So says Bob McCurdy, president of sales consultancy Upping the Volume, in an exclusive essay for Inside Radio. TV viewers in many contested states are likely to be exposed to 3,000+ political commercials in the 60 days preceding the 2016 election, McCurdy estimates. And that has important repercussions for every advertiser. First, gaining share-of-voice in this cluttered environment “is going to be virtually impossible to achieve with every candidate trying to out-shout the other,” he writes. Secondly, the negative tone of political ads is shown to have a toxic effect on commercials from non-political advertisers. “When there’s 3, 4 or 5 political commercials in every television commercial break, it's impossible for any advertiser to escape unscathed from this environment of negative mudslinging,” McCurdy says. Third, a commercial’s effectiveness is diminished when multiple competitors for the same office attack each other. All of which could make for a much stronger case to shift dollars to radio. Already there are encouraging signs. Will Feltus, researcher and planner at Republican communications company National Media, says he recommends 10%-15% of a campaign’s total media mix go to radio. Tad Devine, senior adviser to the Bernie Sanders campaign, has called radio “a great closing tool” for reminding voters to get to the polls and what to keep in mind when they pull the lever. And to get around the “white noise” of incessant political ads on TV, Doug Watts a spokesman for Ben Carson’s campaign has two words: “Radio works.” Read McCurdy’s essay, “The Television Political Effectiveness Ship Has Sailed” HERE.
Poll: Stations Used Digital, Off-Air For 2015 Budget Pluses. For many stations, making budget in 2015 involved increasing digital and off-air revenue. Billings from these two channels, the fastest-growing sectors in the radio business, amounted for low- to mid-single digit percentages of revenue for a majority of stations and clusters participating in an informal Inside Radio poll. More than one-third of participants (35%) said digital/interactive made up 1%-3% of their 2015 revenue, while 19% said it brought in 4%-6% of 2015 dollars. A good number, however, are extracting larger chunks from digital—17% said it made up 7%-10% of their revenue, 7% indicated 11%-15% and 5% of the sample said 16% or more of their billings were from digital. The trends were similar for sales from off-air or station events. Nearly four in ten (37%) booked 1%-3% of their revenue from off-air, 24% said it represented 4-6% and 15% indicated it was in the 7%-10% range. For some, events brought double digits. Off-air accounted for 11%-15% of revenue for 6% of surveyed stations/clusters, while 2% said it made up 16% or more of their revenue. In the poll, which is considered unscientific, nearly six in ten of all respondents reported increasing their on-air spot rates last year but most of them only slightly—28% said they boosted their rate card rates by 1%-3%, another 20% said rates were up 4%-6% and 9% hiked them by 7% or greater. Rate card rates remained the same for more than three in ten respondents (32%) while 12% said they lowered their rates. Look for more results from our year-end poll in tomorrow’s Inside Radio.

Competitive Info: Turner To Test Ad Load Drop. Like Radio, TV is feeling the effects of too many commercials. And like radio, TV networks are in a mode of rethinking the traditional spot set. Kevin Reilly, president and chief creative officer of Turner Entertainment, which includes, TNT and TBS, announced last week a plan to “create a better viewing experience,” according to Adweek. Reilly announced at the Television Critics Association’s winter press tour in Pasadena a plan for transforming the cable networks—and potentially their TV advertising—over the next three years. His plan is to reduce the ad load on its three new drama series this year by more than half. “TV is the best advertising delivery mechanism ever invented. It’s unparalleled for building brands and moving consumers, but we have overstuffed the bird” and diluted the effectiveness of ads, said Reilly. The network has “just begun negotiations” to add up to 10 minutes of additional program time per hour on new dramas premiering this year. “This is an opportunity we’re putting out to the industry to embrace change and move the needle,” he said. “We’re going to reduce the ad load in those hours by over 50%.” Adweek notes the plan is similar to a recent announcement from Turner’s truTV, which also plans to drop up to nine minutes of ads each hour this fall. Meanwhile, MediaPost reports that ad revenue from this year’s Super Bowl 50 could top $400 million. A 30-second commercial is selling for almost $5 million dollars. For the last 10 years, Anheuser-Busch has been the dominant advertiser in the ‘big game,’ plunging down $278.3 million. Pepsico is next at $172 million, followed by Coca-Cola at $118.4 million; Chrysler Group with $89.5 million; and General Motors at $86.8 million.

McD’s Knocking, But Geico Still Rocking Top 10 Spot List. The first full monitored week of the New Year brought some big shifts in radio’s top 10 advertisers. With consumers shaking off the holidays and getting back into regular workday routines, McDonald’s throttled its radio spend. The fast food giant aired 25,911 spots the week of Jan. 4-10 on stations tracked by Media Monitors, a 60% increase from the week before, moving McD’s from No. 16 to No. 5. As taxpayers begin to contemplate filing their 2015 returns, Turbo Tax parachuted into the top 10 with 22,096 radio spots—after not placing in the top 100 the week before. And with some listeners trying to pay off holiday bills, Credit Karma, which offers free credit scores, reports, monitoring and other financial tools, placed 16,154 radio ads, up 22% and rising from No. 24 to No. 10. The U.S. Department of Health &
Human Services also upped its radio allocation to 16,633 spots, from 14,439 the week before, moving from No. 21 to No. 8. The Home Depot, meanwhile, boosted its radio outlay 13% to 29,068 spots, climbing from seventh to second. Insurer Geico remained the top dog with 52,236 spots. Rounding out the top five were JC Penney (No. 3 with 28,585 spots) and iHeartRadio (No. 4 with 28,320). Burger King and Walgreens reduced their spot counts but remained in the top 10.

Salazar Tapped For Top Entravision Campaign Post. As political advertising for the 2016 elections continues to heat up and broadcast radio works for its share, Entravision Communications has hired media advertising veteran Marta Salazar to lead its political advertising efforts. As political outreach director, Salazar will oversee political ad sales for Entravision's Latino-targeted radio and TV stations and manage political-related ad revenue from candidates, campaigns and super PACs. Salazar will also manage revenue associated with Entravision's political and advocacy outreach efforts. Salazar was most recently an account executive for Fox Television in Washington DC and she previously worked for E.W. Scripps national political sales during the 2011-12 political cycle. "I am both honored and excited to be at Entravision and look forward to working with the team to help further expand the U.S. Latino voice in this exciting and dynamic political climate," Salazar said in a news release. As candidates and campaigns court Latino voters, Entravision's stations in battleground states such as Nevada, Colorado and Florida offer opportunities to connect with voters. Entravision recently launched its own initiative, Tu Decide, to encourage U.S. Latinos to apply for citizenship, register to vote and engage with the upcoming 2016 elections. The outreach campaign has on-air, online and promotional components. At the same time, with Salazar spearheading ad sales efforts, Entravision looks to grow its political-related ad revenue. "We are delighted to welcome Marta to Entravision and have her skills and experience to lead our political sales efforts," Entravision's chief revenue officer Mario Carrera said. "Her strong foundations in local market broadcast, in addition to her unique experience in political media, make her the ideal candidate to be our political outreach director.

Seattle NPR Looks To Foil Station Buy. Although the phrase “Not so fast” is not usually part of business contracts, it appears to apply to a story of two Seattle public radio stations. After the November announcement that the stations would join forces via a consolidation, one of the outlets has launched a fundraising campaign to maintain autonomy. Folks that work at and love “Jazz 88.5” KPLU-FM—an NPR affiliate that airs jazz and news and is owned by Pacific Lutheran University—are battling to keep the station separately owned. A "SAVE KPLU" movement was launched Monday to “ensure the survival of an independent, local newsroom, hand-picked and professionally curated jazz and blues, and a continuing commitment to local music education,” according to a release from the station. The group is led by KPLU's general manager, Joey Cohn, with an assist from the chair of KPLU’s Community Advisory Council, Stephen Tan, the KPLU management team and other members of the community. In addition, the station says a community governing board is being formed. Donations are being accepted at kplu.org, while the station is planning events throughout the Puget Sound area to “encourage community conversation around the campaign and future of KPLU.” The actions run counter to the sale news that was reported by Inside Radio Nov. 13. At the time, the University of Washington, owner of news/talk KUOW-FM (94.9), agreed to buy KPLU for $7 million in cash and $1 million in underwriting announcements. KPLU had planned to drop news programming to become a fulltime jazz outlet with new call letters that better fit its new identity. KUOW was to continue its focus on NPR programming and local news/talk. Independence Is Costly—The KPLU group needs to raise a chunk to keep the station independent; read the full tale at InsideRadio.com.

Inside Radio is written by Paul Heine, Chuck Taylor and Allison Romano, and is edited by Rob Edelstein. If you have comments on a story, a news release, or a news tip, send it to editor@insideradio.com, or call 800-275-2840. To advertise in Inside Radio, contact Karen Bak karynbak@insideradio.com, and for anything else, contact Gene McKay, genemckay@insideradio.com

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Qualifications:

- Minimum of four years of successful experience as a media account executive required.
- Minimum of two years of media management experience preferred.
- Demonstrated history of revenue goal achievement, with consistent growth.
- Proven ability to coach and lead sales management teams across multiple markets to deliver revenue budget.
- Motivate account executives toward successfully maintaining strong relationships with local and regional accounts and advertising agencies.
- Build and maintain a quantifiable network of solid relationships with agency planners and clients.
- Work directly with key account executives to close business.
- Establish a quantifiable network of solid relationships with agency planners and clients.
- Stellar writing and presentations skills.

Send cover letter and resume to:
Heather Monahan heather@bbgi.com
and Kim Barber kim.barber@bbgi.com

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Bonneville Radio Group in Salt Lake City, UT, has an opening for a National Sales Manager. We are looking for a dynamic sales professional up to the challenge of setting new records across multiple platforms. The ideal candidate must have a track record of growing market share, developing client relationships and generating non-traditional revenue. Bonneville Radio provides “best in class” multi-platform products, a tremendous challenging work environment, a talented team, and excellent compensation.

POSITION PURPOSE: Oversee national sales goals for Bonneville Radio and provide strategic plans to ensure revenue growth.

ESSENTIAL FUNCTIONS & KEY RESPONSIBILITIES: Ability to communicate effectively to build and maintain successful internal and external relationships with reps, buyers, planners and clients; Possess an acute understanding of how to forecast future revenue; Creativity to develop targeted, customer focused marketing solutions using multiple media products including but not limited to radio, web, mobile, and social media; Take full ownership of national budgets and revenue goals and constantly develop strategies to exceed national share from prior year.

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