

TALK RADIO'S MAJOR MARKET



HOMETOWN HEROES

Most Talk radio stations today offer a combination of both local shows and nationally syndicated programming. And while even the most casual Talkfans can easily recite the names of some of the format's biggest national stars, like Rush, Hannity, Dr. Laura, Imus, or Savage, in cities and towns across America there are literally dozens of local Talk radio stars who may not be well known to the national press, but who are honest-to-God "hometown heroes" to their respective stations and to their thousands of loyal listeners.

We're talking about those hosts who seem to pop up at every event in town, who are recognized by sight when walking down the streets of their city or dining at a local restaurant. They're the ones on the front lines of stations' annual charitable events and manning the microphone when a local emergency hits. They're the familiar voices that start listeners' days, drive them home from work in the afternoon, and provide friendly companionship in the dark of night. Hosts who are so firmly entrenched that their names are synonymous with the stations from which they broadcast and their lives inextricably intertwined into the fabric of the communities they serve.

That's why we've chosen to spotlight a number of Talk radio's "Hometown Heroes" in this special issue of NTS Aircheck. With thousands of Talk-formatted stations across the country, and limited page space in this publication, saluting all those who are deserving of recognition as local legends is simply not possible. So, for this special feature we've focused on just some of Talk radio's best-of-the-best from America's major markets. We're well aware that our list will provoke the expected, "Hey, why didn't you include..." feedback from readers. Frankly, we expect it and we welcome it, because your input can only help us develop a future feature saluting dozens more of local Talk radio's "hometown heroes."



MIKE MOSS & BRUCE ALAN
WTOP/Washington
5-10am



DARRELL ANKARLO
KTAR/Phoenix
8:30am - Noon

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AIRCHECK

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FROM THE EDITOR

Welcome to Austin, the 2008 NAB Radio Show and to our latest print edition of NTS Aircheck! Along with this special convention issue, the mission behind our daily and weekly e-publications is to offer you clear, concise, unbiased and experienced coverage of News, Talk and Sports radio, along with relevant news and insights into the rapid changes in technology that are expanding the format into a media world that goes far beyond transmitters and towers.

Despite the ongoing changes in our industry, when it comes to doing successful Talk radio one thing never changes – the need for highly talented and entertaining individuals who understand the importance of creating great content and truly connecting with local listeners day-after-day. Beginning on page 3, we salute some of Talk radio's most successful major market hosts who we believe you'll agree can rightfully be called, "Hometown Heroes."



AJ Peterson

Also in this issue, Tribune Company Chief Innovation Officer Lee Abrams is the subject of "The Interview" in our exclusive one-on-one. Abrams talks about the challenges of his new role, what he learned from ten years in satellite radio, and why he thinks the future looks particularly bright for Talk radio. "Talk is a format that is truly made for radio," says Abrams. Read more beginning on page 14.

Finally, we close this special edition with our 2008 NTS Network/Syndicator Directory – a listing of programs, providers and contacts that you'll want to keep for handy reference all year long.

By the way, if you're not already receiving our daily and weekly NTS e-publications, I invite you to sign up today at www.ntsaircheck.com. As always, we thank you for your support!

Sincerely,

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