

# It's time to talk, about FM Talk.

Track Record: Instant Impact. In 2010, WBAP/Dallas, WSB/Atlanta, and WGY/Albany added simulcasts. None of these 50KW monsters had a signal problem. All of 'em instantly grew cume and lowered median age by adding FM.

Quantity + Quality = More Money. News/Talk listeners tolerate a heavier spot load than music stations dare air. And research consistently demonstrates that commercial retention is better. And News/Talk audience qualitative is the envy of every music format. And weekends alone are a revenue machine.

## You don't want to be third-in.

If your market's heritage News/Talk AM isn't simulcasting yet, it will be...soon. Just before, or just-after, a music FM flips to start-from-scratch Talk. In almost every market there's still enough A-list syndicated longform programming available for one more Talk station. But not two.

## You should talk with Holland Cooke.

*"Some 80% of Time Spent  
Listening is already on FM."*



McVay Media's News/Talk Specialist since 1995, after 7 years programming WTOP/Washington.

He's consulting the USA's most-listened-to FM talker, New Jersey 101.5. And it's not in New York, and not in LA. Trenton! 1 million cume.

And North Carolina's most-listened-to FM talker, WZTK/Burlington, halfway between market #42 and #45, covering both, and competing with TWO Rush Radio FMs.

*"We LOVE having you here.  
Thanks for your amazing  
commitment to our success."*

Phil Zachary, President and COO, Curtis Media Group

## No other consultant is working with more FM talkers.

Big markets, medium markets, small markets.

Adding a simulcast? There's more to playing defense than just flipping the switch. Think NEW REVENUE.

Start-ups: Strategize for success, and put the incumbent AM in a box that says "your father's Oldsmobile."

If you've heard HC speak at NAB or RAB or state broadcasters association conventions, you know that programming can be Sales AND ratings-friendly.

**Discuss your options, in strict confidence: 401.330.6868**