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Issue 140

Generation Next?



PAUL WESCOTT

Paul Westcott has a lot to say about the world he lives in. He's a fairly conservative guy when it comes to his views on many issues, and he doesn't shy away from talking politics on his daily radio show. But wait ... you haven't heard this story before. Unlike many of his Talk radio counterparts, Westcott is just 25 years old and his daily radio show, *White House Brief*, 'airs' on **Clear Channel's iHeartRadio**. An outgrowth of 2008's

limited-run Inauguration Radio -- which Westcott created for CC's online division -- the digital News/Talk/Sports outlet has grown from delivering short news updates to offering a daily, two-hour talk show produced and hosted by Westcott. During a recent conversation, I asked the talk host for his perspective on attracting the next generation of Talk radio fans and hosts.

Talk about the genesis of 'White House Brief.'

In 2009 [Clear Channel EVP] **Evan Harrison** asked if [CC/Online News Director] **Berkley Wilson** and I would create a channel for *iHeartradio*, which had just recently been launched. We came up with the idea of *Inauguration Radio*. Out of that came the *White House Brief* channel. After the inauguration we decided we were going to continue to cover the President and out of that came the long-form show. It started as a daily update on the President, then we began to focus more and more on what he's up to today, where he is, etc., as something we could offer our stations in the way of additional original content.

Describe Paul Westcott, the talk host.

If he happens to read this **Glenn Beck** will say I stole it from him, but I do sort of 'A.D.D. radio.' I bounce from story-to-story and topic-to-topic. I like to get to as much information as I can in the time we have. I'm going to give you my opinion -- you're going to know where I stand. But you'll also get enough information so that, by the end of the show, you will hopefully say, 'I learned something.' That's what I'd like people to come out of the show with.

In a Talk radio world where -- for better or worse -- most hosts are defined by their political lean, where do you fit best?

I would say that I'm a Libertarian/Conservative if you have to give me a title. Look, I'm 25 years old, so if I ask, 'who are the leaders who have defined themselves to my generation' in the conservative realm, it's really people like Congressman **Ron Paul** of Texas. I'm pro-legalization of marijuana, and I really don't care about if gay people marry or not. I'm happy to talk fiscal issues as a conservative, but I also like to talk about social topics, and I am more of a Libertarian when it comes to those.

Who are some hosts who you listened to, both growing up and today, that have influenced your love of the medium?

When I was 18 years old, and an intern in a Congressional office, the first guy I listened to while driving home every day was **Sean Hannity**. I'd have to say he was the guy who sparked my interest in Talk radio. In college I got into **Glenn Beck** and, of course, how could anyone

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PERSON-TO-PERSON

Overheard at the NAB Show in Las Vegas this week: A major television exec saying “over the air TV was the lone source of info for people with generators” during last winter’s big snowstorms in DC. That’s a fact that might come as a bit of a surprise to the more than 1.5 million listeners that Arbitron’s PPM said were tuned to **Bonneville** all-newser **WTOP/Washington** that week ... **WGN/Chicago** and the **NHL Blackhawks** have inked a three-year extension on a radio rights deal that will keep Blackhawks hockey on the Tribune News/Talker through at least the 2013-14 season.

NETWORK /SYNDICATION NOTES

The **Wall Street Journal Radio Network** inks a slew of new affiliates for both *The Wall Street Journal This Morning* with **Gordon Deal** and the show’s weekend edition. Among WSJRN’s new stations are **KYYW/Abilene, KDAL/Duluth, WNYW/Ithaca, KNOX/Grand Forks, KMA/Shenandoah, IA, WFNT/Flint, WNYW/Ithaca and WLRB/Macomb, IL.** *WSJ This Morning* and *WSJ This Weekend* are also added at long time *Dow Jones Money Report* affiliate **KTLK-FM/Minneapolis** ... **Cleveland’s The Village TV** opts to carry **Dial-Global** syndicated talker **Thom Hartmann**, giving the daily program reach into an additional one million households ... **KBGG/Des Moines** adds **Envision Radio Networks USA Today Fantasy Sports Weekly** and the *USA Today Fantasy Sports Minute* ... The independently syndicated *David Carrier Show* -- billed as “the how-to show for grownups” -- adds **KTIC/West Point, NB** ... **WGST/Atlanta** adds the Talk Shows USA daily syndicated feature *The Money Pit Minute*.

GIG ALERTS

CBS Radio is seeking a **Director of Sales** for the company’s **Seattle** cluster that includes progressive talker **KPTK**. Broad marketing and sales experience is needed to help develop a top notch team of sales execs and managers. Find out more and apply by clicking on “Careers” at www.cbsradio.com ... **Got a gig open? Looking for a new challenge?** Just email the details and contact info to al@ntsmediaonline.com and we’ll post it here, free of charge, as a service to industry professionals.

EMERGING TALK MEDIA

A new **Arbitron/Edison Research** national study, *The Infinite Dial 2010*, reports that nearly half of Americans (48%) now maintain a profile on one or more social networking sites. Almost a third of those surveyed, 12 years of age and older, interact with those sites at least “several times a day.” That’s up from 18% just a year ago. The study also suggests that expanded use of mobile devices and in-car Internet may spark the next wave of digital media growth as growth of residential broadband has begun to level off with around 84% of homes with Internet access having a broadband connection. The full report is available for free download at www.arbitron.com ... Mobile audio provider **Stitcher** updates its *iPhone* app to allow users to have more personalized control of their mobile Talk radio choices. More info at www.stitcher.com ... **GET BREAKING NEWS** alerts by following us on **TWITTER**, or “friend” us on **FACEBOOK**. Find one-click links to both at www.NTSMediaOnline.com.

SAY “HEY” TO THE NEW GUY



That’s **Talk Radio Network** syndicated host **Laura Ingraham** pausing to pose for an office wall souvenir with recently elected Senator **Scott Brown (R-MA)** when the pair bumped into each other recently at the **FOX News** studios.

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Dan has an hour-long commute every day. He used to pass the time with political talk. Now, with a sinking 401(k) and retirement on the horizon, the tired, old political talking points don't seem as relevant.

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ignore **Rush Limbaugh**. So obviously the 'big' talkers influenced me a lot. I also listened to a lot of streaming on the Internet and listened to a lot of local hosts around the country, many of them were people who inspired me.

Aside from your age, what differentiates you and your show from what is the norm on most Talk radio today?

I believe that what we are doing with *White House Brief* is different. I look at my peers and how they take in media -- how they listen, how they read and how they view media online. My question is always, 'How can I make this experience palatable for them?' I know that some of the more traditional hosts, those with an older audience, tend to move at a sort of slower pace than I can handle. I have to move fast. Once I begin to get bored I just have to move on. I'd like to think I could help bring the medium to a new generation. I live in New York, where a lot of people don't drive to work, and I think our main platform, *iHeartRadio* -- **iPhones** and **Blackberries** -- can help do that. You can listen to the show anywhere, anytime. No excuses, 24/7.

Your early career background was in news at NBC and at public radio WFUV/New York. Did that training influence you at all as a talk host?

Well, trying to go down the middle and not express my opinion was tough at times, to be honest. But, I knew I had a responsibility and a job to tell a story fairly and to be smart about it. At WFUV I would see what was being sent by **NPR** and I'd say, 'OK, I have to tell the other side of this story.' But I think my becoming a talk host really all comes from this passion I have for sharing information and telling stories. What I've tried to do in shaping the show is this: In addition to telling you all the stories of the day that I want to tell you about, I also want to tell you what I think. As a listener, I think you should know what a host or an anchor is thinking. That's what I am trying to do.

Most of your older peers in the industry might not see themselves as successful if their show wasn't on terrestrial radio, but you seem to be a guy who's pretty comfortable working in the new multi-platform, multi-media world.

Oh yeah, I'm extremely confident in the future. *iHeartRadio* has 6 million downloads and keeps growing faster and faster everyday. I would never shun any of the broadcast stations that are currently using our show, or others that might want to carry it in the future, because I think terrestrial AM/FM radio is here to stay. But, what we're trying to do is to establish the show in the digital field and make it an interactive experience. We use all the social media platforms with listeners to help us to do that. I'm young and we have a very tech-savvy staff, so that influences everything we do. I love it. And to come from the digital division and do radio -- that's a pretty unique experience.

(You can check out *White House Brief* at www.iheartradio.com/whblive)

CONTACT NTS MEDIAONLINE

Al Peterson
858-486-7559
al@ntsmediaonline.com

Brooke Trissel
512-218-8228
brooke@ntsmediaonline.com

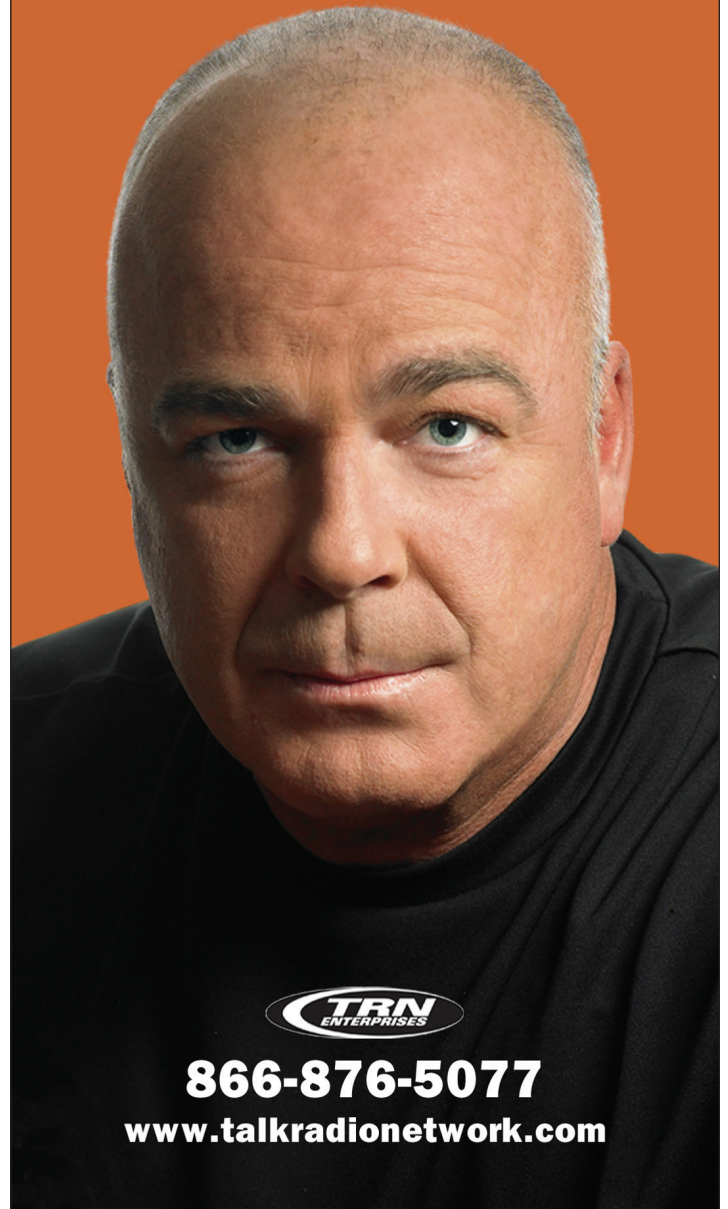
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