



FMOB – Year-end Special - 2007

There's no shortage of speculation about the future of Radio as we all too quickly make our way through the first decade of the twenty-first century.

Keeping up with the barrage of information, speculation and plain ol' BS involving the future of our industry is becoming almost a full-time job for some. And while it is sometimes entertaining, even occasionally thought-provoking, a lot of what passes for expert opinion these days is merely more pollution of the radio blogosphere.

After all, isn't the answer to the question about where radio is heading rather straightforward? Here's our take –

- ✦ As technology evolves, radio has less to do with the traditional concept of broadcasting via a transmitter over a federally-licensed slice of radio spectrum.
- ✦ As technology evolves, radio becomes more about delivering an exclusively branded entertainment experience to a specific audience – regardless of the delivery system.
- ✦ As technology evolves, the very concept of radio needs to evolve at an accelerating rate ... or evaporate.

Whether wired, wireless, HD, satellite, the Internet or a string and two Dixie cups -- it all comes down to creating a compelling product – a uniquely entertaining experience.

While dealing with rapidly evolving delivery systems, as well the changing landscape of audience measurement will be a challenge in the year ahead, there's something else that, as consultants, will likely take up more of our time.

Of late, my colleagues and I have found our role evolving back into something rather basic -- helping keep our clients' eyes on the prize ... winning the battle at hand.

After all, there is no tomorrow if you miss your goals today.

A stylized, handwritten signature in black ink, appearing to be the initials 'DP'.