

• New York • Washington • New Orleans • Los Angeles
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Ask Us What's Next.



Walter Sabo

Who we are:

Sabo Media is a consulting company that works with clients in electronic media, publishing and the internet to find programming solutions to build profits. Since 1984 our success has been based on the fact that in media, the “show” comes first. Give the target audience a satisfying experience and profits will flow. Our business orientation is the top line. We leave the management of costs and profit goals to you.

How it works:

All work is custom. Clients tell us what they need and we follow their agenda. For new radio formats or format changes we bake from scratch: The target audience is identified, talent discovered and recruited, a detailed timetable for success is put in place, training sessions are conducted and we work daily with the station management to deliver strong ratings, fast.

Stations already enjoying success find that Sabo Media is a vital source of competitive information and pragmatic resources. We provide access to on-air talent, management talent and the latest trends on the station's format. Many of our clients ask for regular on-site presentations to keep their management team informed of consumer trends and industry opportunities.

The Deal:

Sabo Media is accountable. Our relationship with clients is long term. We don't just have a meeting, write a report and leave. We work with clients to bring ideas to fruition and if the concept requires improvement, we are there to take corrective action to the point of success.

Unlike some consultancies, Sabo Media works with many forms of media. This exposure allows our team to give all clients full advantage of revenue opportunities through strategic alliances across the media spectrum.

Now please take a look at some of the latest success stories of Sabo Media.

Success Stories in Radio

Sabo Media's client base consists of fiercely competitive, winning companies who demand success strategies. They don't have time for theories and neither do we. Sabo Media deliver ratings and revenues.

Proof that our ideas work? Sabo Media clients retain our services for an average of *nine* years.

Recent Wins:

FM TALK. The most saleable format in radio has always been Talk. It gets excellent results for advertisers because of its foreground impact on the audience. Problem is that traditional talk stations reach an audience of people primarily over 60.

Not 50; 60!

• **SOLUTION:** Sabo Media's Chairman, Walter Sabo invented a brand new format for the FM band that delivers talk programming of appeal to any age group the station owner wants. It's called TARGETED TALK©. By creating a unique system of topic selection, host management and pacing, Sabo Media's proprietary format can reach any demographic you want with talk.

TARGETED TALK© was started in 1990 at NEW JERSEY 101.5 (WKXW.) It was the first FM station programmed live, 24/7 to reach an under 40 listener with Talk. Today the station grosses over \$25,000,000, enjoys a 50% profit margin and has the largest audience of any FM TALK station in America: Over 900,000 weekly cume.





The success of NEW JERSEY 101.5 prompted Greater Media, the owner of KLSX FM Los Angeles, to contract Sabo Media to convert their station to the format in 1994.

Today KLSX FM is often the number 1 local biller in LA.

The format was put on the air on WTKS FM Orlando, Real Radio 104.1, and took that station from dead last in the market to a frequent number 1, 12+ and 18-49 during its 12 year tenure.



Many radio companies have tried to launch FM Talk on their own but only

Sabo Media clients enjoy the benefits of a format that delivers 24/7 rather than in just one or two dayparts. The reason FM Talk exists in the US today is because of the success of Sabo Media clients. This fact has been acknowledged both by top media executives and such publications as RADIO AND RECORDS, RADIO INK and TALKERS magazines.

• **AM Talk. Finding Younger Listeners:**

Major AM Station owners have sought Sabo Media's guidance with longterm contracts to help them find younger listeners for Talk Radio. Those stations include:

WBZ Boston,
WRKO Boston,
WISN Milwaukee,
WIOD Miami,
KFWB Los Angeles,
And WRBZ Raleigh.

Sirius Satellite Radio.

Sabo Media has consulted Sirius Satellite Radio for five years. We were hired by investors Leon Black and Pete Peterson. When we started, Sirius was a hardware company focused on retail distribution. Our plan showed them that the path to success was exclusive on-air content. Sabo Media conceived, initiated or closed numerous subscriber building deals for Sirius such as:

> Live from Graceland. The first radio company permitted to broadcast daily from the grounds of the Elvis estate.



> The 80's. Brought on the original MTV VJ's to host the station featuring hits from that decade.

> Built the Howard Stern stations line up of special shows.

> Negotiated with the Archdiocese of New York for the Catholic Channel.

> Put BBC's Radio One, a local station on its first international platform.

> Established the relationships to launch Sirius Canada in partnership with Standard Broadcasting---Canada's largest radio broadcaster.

> LIVE from the Rock and Roll Hall of Fame. Daily broadcasts from the RR Hall of Fame combined with a major marketing campaign for Sirius inside the Museum.



Sabo Media identified and recruited all of the key programming personnel, dozens of on air celebrities and established station imaging and research programs.

The result is that despite a later launch, Sirius now outpaces XM in retail sales.

According to the New York Times front page Satellite radio is being adopted by the general public at a faster rate than cell phones.

Like many companies, Sirius has come to depend on Sabo Media for a willingness to participate in new technologies, new programming and new management techniques.

Top North American Broadcasters.

• Bonneville Broadcasting Washington, Millenium Broadcasting, and the largest broadcaster in Canada, Standard, have retained Sabo Media for 10 years to maintain their dominance in multiple formats.

CFRB Toronto is the number 1 talk station in Canada in both audience and revenues. CJAD Montreal has the highest share of any talk station in North America. Both are owned by Standard and both have been consulted by Sabo Media in format development, talent search and executive guidance.

20 YEAR HISTORY WITH LEADING BROADCASTERS.

Since the beginning, Sabo Media has worked with major market broadcast station owners. A short list of these companies include:

Gannett Media
RKO Radio
Press Broadcasting, Television and radio divisions.
Beasley Broadcasting
Greater Media
Warshaw Broadcasting
Hearst Braodcasting

Investment Banking

Because of Sabo Media's reputation for thoroughness and professionalism, the company is often asked to conduct due diligence projects for major investment groups including:

EM Warburg Pincus
Schroder Venture Investment Partners
Apollo Advisors
Blackstone.

Spencer Stuart Executive Search works with Sabo Media on its Radio searches to identify the top managerial and sales talent. Jim Citrin is the primary contact.



New Technologies

- Sabo Media participated in the creation of the first Radio On Demand technology company: **COMMAND AUDIO**. This patented technology preceeded the advent of TiVo.



Command Audio's RCA receiver is a wireless, digital, hand held device that captures radio programs from an FM Carrier current and allows listeners to hear whatever they want whenever they want.

Sabo Media established multiple content deals including ones with ABC Radio, Westwood One and NPR to provide programs for the new system.

The technology was patented and leased out to iBiquity for use on HD Radio and XM Radio.

Walter Sabo was on the Board of Directors of Command Audio.



- **PEGASUS Communications of Philadelphia created the first on-demand by email audio entertainment service. It is still in development. Sabo Media has worked with Pegasus for several years to create the content, the “look” and the marketing campaign for this unique application of email.**



PRINT: Magazines, Publishing, Newspapers

- **PARADE** magazine is the most read publication in the English language. It has a circulation of 38,000,000 and readership of 73,000,000---more than the populations of Australia and Canada combined.

Sabo Media was contracted over five years ago by Chairman/CEO Walter Anderson to develop a dynamic strategy to place **PARADE**'s content on radio and TV stations.

The Result: PARADE RADIO.



SANDY KENYON was hired by **PARADE** at the suggestion of Sabo Media. Now his entertainment news reports are aired on **WINS RADIO**, New York City, 18 times a day with entertainment news. They are branded:

“From PARADE magazine.” **PARADE** gets extraordinary exposure on the most listened to station

in the US.

Sandy's reports are also heard on **KGO Radio**, the number 1 station in northern California, **WBZ Boston**—the number 1 station in New England. The stations receive entertainment news from a top journalist, (you know his name from CNN) and **PARADE**'s brand name is put in the center of the station's editorial content.

PARADE makes a small investment in the distribution of its content to new media and the result is approximately \$16,500,000 in media value annually. **PARADE Radio** was conceived and is deployed exclusively by Sabo Media.



The Wall Street Journal.

The Wall Street Journal has had a successful radio network for the past 25 years. It has almost 200 affiliates and is heard on WCBS AM in New York featuring its star correspondent Joe Connelly. Sabo Media worked for nine years with its top management to create the network's unique sound, discover talent and define an affiliation plan.

The result: The Wall Street Journal radio network profits have grown continuously its inception.

PUBLISHING: PENGUIN PUTNAM, ST MARTINS PRESS.

Sabo media has been employed by numerous publishers including Penguin Putnam and CDS Books to sell books in a unique way.

There is nothing as powerful as a radio personality endorsing a book. When a radio star reads actual paragraphs from a book, that sells books.

Sabo Media set up unique arrangements with stations around the country to present free samples of the books on the air. These were books for top authors such as Stephen J Cannell and Eileen Goudge. Their books enjoy identifiable sales “bumps” during the weeks the radio sampling was in effect. Note: The publishing industry offers the greatest opportunities for growth by using modern marketing techniques.





AMC Theatres

To upgrade their theatres to digital projection, AMC sought a new source of revenue. Contracted by their lead investor, Apollo Advisors of New York, Sabo Media was asked to discover new revenue streams.

Our team conducted comprehensive studies with top advertisers from Master Foods, Proctor and Gamble and Pfizer to find new ways for advertisers to take advantage of the in-theatre environment.

Sabo Media is a unique consultancy. Our work spans virtually all media and that experience allows us to provide in-depth options and broader ideas to all clients.



Fred Silverman Productions

Sabo Media and Fred Silverman Productions have enjoyed a twenty year relationship of product and concept development.

Mr. Silverman is the only executive to have programmed all three original networks: CBS, NBC and ABC. He is a mentor to our Chairman.

Together the companies have produced pilots for companies such as MGM Television and developed new cable ventures. Today their focus is on the opportunities of local entertainment television programming.

SABO MASON International Initiatives.

Today, most of the world wide broadcast industry is similar to the media marketplace in the 1940's in the US. There are vast opportunities for investment and for consulting services. To serve the international community, Dan Mason and Walter Sabo have partnered to form a new company, Sabo Mason International Initiatives.

Dan Mason was named President of CBS Radio in November of 1995 where he was responsible for the operation of the group's 184 stations in the largest markets across the United States. As President of Infinity Radio, Mr. Mason successfully integrated the original CBS, Group W and American Radio Systems stations, among the most venerable radio broadcasting groups in the country, by merging operations, blending business styles and increasing profitability.

Prior to that, he served as President of Group W Radio, a division of Westinghouse Broadcasting Company, for three years.

Rapid Success:

In a short time the partnership has been financially backed by investment firm Tiger Global Management. Sabo Mason has been invited to speak to broadcast groups in Athens, Rome, and Lisbon. Their expertise in digital media and multiplatform use of radio content has attracted consulting clients such as Radio 538 The Netherlands, the dominant popular music station of the Netherlands, and Newstalk 105 FM Dublin.

This Fall, Sabo Mason will present a new study on the most effective programming for digital radio at the Natonal Association of Broadcasters Convention in Rome.



Walter Richard Sabo Jr, Chairman_____Biography

Walter Sabo has been a leader in electronic media for over thirty years. He has the distinction of being the youngest Vice President in the history of ABC and NBC, being named to both posts before the age of thirty. He is a passionate, competitive executive who accepts every client's challenge for excellence and market dominance.

As an executive he landed his first management job after graduating from Syracuse University at WOR FM, New York. He was appointed Promotions Coordinator for the station and put in charge of a special campaign for Master Foods. The job included work as a talk show host on Sunday mornings providing teenagers with information about attending college.

- Next he was hired by WNBC, New York in the Marketing and Programming departments. There he worked closely with on air personalities such as Imus, and Cousin Bruce Morrow and developed a strong reputation for being “good with talent.”



- In 1976, FM was in its infancy and ABC Radio was determined to monetize its young adult FM Formats. ABC then had four radio networks. One of them, the ABC FM Network was the first targeted toward a young, Adult 18-34 audience. Mr. Sabo was hired to be in charge of the network's programming and affiliate relations, he was 23 years of age.

He developed a news product of interest to young adults that fit into hard rock FM formats. Plus he added features and rock concerts coveted by music stations, something radio networks had not done since the advent of TV. The result was that Mr. Sabo signed 53 new affiliates to the ABC FM network in a two year period and doubled its billing.

- NBC's CEO Fred Silverman, a long time fan of radio was aware of Mr. Sabo's success at ABC and recruited him to the position of Executive Vice President in charge of the NBC owned FM stations. When given the job, the NBC FM stations only existed as automated juke boxes, they were orphans of the AM stations. They had no staff, facilities or profits---100% start ups.



During the first six months, Mr. Sabo assembled a team of 120 on and off air talent, commissioned the construction of facilities and his programming executives invented a brand new format: Adult Contemporary—it had never been done on FM. Many were certain it wouldn't work. To make it succeed, Mr. Sabo discovered

or recruited many top personalities. His staff discovered Dr. Ruth Westheimer, brought major DJ's from AM to FM for the first time including Dan Daniel, Dick Summer, Bruce Morrow, Don Bleu, Tom Parker and dozens more.

Management By Objective planning was installed for the first time at NBC. New sales techniques were applied such as commissions based on high rates rather than volume and the banning of barter. Special sales squads were hired to sell nights and weekends exclusively. The focus on selling all inventory and bonusing none resulted in Saturday nights generating the highest revenue account for WYNY New York.

The Results:

WYNY New York became possibly the highest grossing FM station in the US.

WKYS Washington is a leading Urban formatted station and is often number 1, 12+ as the result of actions taken by the Sabo team.

KYUU San Francisco turned a profit within 9 months and was usually Number 1 Adults 18-49.

WKQX Chicago was among the city's first FM personality adult music station and generated dominant ratings in Women 25-34 within only months of launch.

The NBC FM stations had lost money for 40 years. By the end of three years, the division was highly profitable. This success was highlighted in a FORTUNE MAGAZINE article titled "*Freddie Silverman's Secret Success*"



- After three years at NBC, ABC Radio asked Mr. Sabo to return to their network as Vice President in charge of all six networks, reporting to President Edward F. McLaughlin. The ABC Radio networks at the time was the largest radio entity in the world. As part of McLaughlin's team, Mr. Sabo's group converted the network from land line to digital distribution, put in place a formula for station compensation that saved the network millions, added long form special programs such as American Top 40 with Casey Kasem, The King Biscuit Flower Hour, and unique original shows such as Ringo Starr's 24 hour special featuring the Beatle playing his favorite songs and telling personal stories.

The ABC Radio network's profits doubled during Mr. Sabo's 18 month tenure.

Mr. Sabo was recruited by RKO Chairman Tom O'Neil to consult all of the RKO stations signing him to a five year contract that was extended to eight because of the success he brought the company. When Mr. Sabo was engaged by RKO, the radio division was breaking even. After eight years it was generating a profit of \$23,450,000. A majority of the stations achieved the highest ratings in their history during that eight year period.

- Walter Sabo is a member of the National Arts Club, recipient of the KODAK marketing award for excellence and a Sigma Delta Chi award for Broadcast Journalism. He graduated with honors from Syracuse University. If you want to play golf, his father plays at Baltusrol.