



JUST ANOTHER "SCHNITT-Y" DAY

Right about now, Tampa-based Talk personality **Todd Schnitt** is reading that headline and groaning, wondering why he ever decided to take his established brand as "MJ Kelly," to carve out a new one under his given name -- a moniker that literally invites obvious word plays, most of which Schnitt has used himself on his show. I recently talked with the **Compass Media Networks** nationally syndicated talker about what it's like to get up every morning knowing that, before he puts his head on the pillow again that day, he'll host a full-blown CHR major market morning show as "MJ" on WFLZ/Tampa, and a drive-time afternoon show as "Schnitt" on heritage News/Talker **WFLA** and nationwide. We also talked about his unusual workday schedule, his recently changed sleeping habits, and why he's confident that *The Schnitt Show* is ready for its close-up on the national radio syndication stage.



TODD SCHNITT

When does that alarm clock ring?

My day starts at 3:30am. For many years I stayed up late, going to bed somewhere around 1:00am. I'd push it as late as I could, getting to the station with just enough time to get briefed on the 10% of stuff that happened that wasn't available before I went to sleep. That's how I'd done it for the last ten years. But last Christmas, my wife talked me into trying a new system. Now I go to bed at around 9:30pm and wake up around 3:30am. It was a huge change for me to make and it's been really hard. But, now that I've been doing it for about three months or so, I'm finally feeling comfortable with it. And I am getting better sleep.

What's the first order of your day?

I take a quick shower and head downstairs to my 'command center.' I

have five television sets and they're all on. There are five Tivo's going so that I can review a lot of programming in a short time. I do that in tandem with hitting the 100-plus sites that I have bookmarked for both shows. The laser jet is cranking out all the things I want to get into talking about. I also have two word docs open to make notes for each show and jot down ideas that come to me. I'm madly stapling papers together and scribbling notes in the margins. It's all about grazing and browsing information quickly -- reviewing a whole lot of potential material and honing it down to just the good stuff.

Are you thinking of both shows when you prep?

Yes. I have a morning show pile and an afternoon show pile. But after I'm done with the morning show and head home, that's when I really dive in deeply on prepping for the afternoon show. That show is really a much harder show to do and prepare for. The depth of knowledge you need to have about issues is many meters deeper than many of the things I cover on the morning show.

So you're obviously totally hands-on when it comes to show prep.

Oh yeah. I don't want to sound at all cocky here, I have a great staff that works with me on both shows and they all do great work. But I'm the host and kind of the Chief Executive Producer. I know there are hosts in radio who show up and get handed a bunch of stuff that they go on the air and talk about, but that's not me. I just couldn't do that.

Is it like there's a ping-pong table in your brain, looking for material that targets an 18-34 female, and other stories that will grab the attention of 25-54 men?

Absolutely. I've developed my brain so that I really can separate the two shows in my mind when I'm preparing. But honestly, I would say that

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Southwest Florida FM News/Talker 92.5 FOX News (WFXS/Estero) is seeking a full time news anchor. Email your resume, audio and writing sample to PD **John Mountz** [HERE](#)... **KMAN/Manhattan, KS** is looking for a fulltime PD who will also serve as morning news anchor. Management experience in a related field and/or five years broadcast experience is required. Email cover letter, resume and audio to **Aaron Leiker** [HERE](#) ... **Got a gig open? Looking for a new challenge?** Just e-mail the details and contact info to al@ntsmediaonline.com and we'll post it here, free of charge, as a service to industry professionals.

PERSON-TO-PERSON

Susan Credle, Chief Creative Officer of **Leo Burnett USA**, has been named Chief Judge for the 2011 **Radio Mercury Awards**. Amazingly, Credle is the first woman to ever serve as Chief Judge of the **RAB**-sponsored annual awards designed to encourage and reward development of effective and creative radio ads ... Good to hear former **Detroit** talk duo **Deminski & Doyle** doing some recent drive-time fill-in's in **Minneapolis, New Orleans** and **Miami**. You can reach the duo [HERE](#) ... Kudos to the crew at **KAJA (KJ97)/San Antonio** as the FM talker's *KJ Cares For St. Jude's Kids Radiothon* resulted in the collection of over \$400,000 in donations during the two-day event ... Readers of **Northern California's Monterey Weekly** have named **KRXX/Sand City** progressive talker **Hal Ginsberg** "Best Radio DJ" for the second time in the past three years ... Meanwhile, **WTMJ/Milwaukee** has kicked off its 19th annual *Teddy Bear Patrol* campaign. Since 1993 the yearly drive has collected and distributed more than 95,000 new teddy bears to local law enforcement and fire officials to use with kids in crisis ... **Journal Broadcast Group Sports/Talker AM 1490 KFFN/Tucson** gets an FM simulcast partner at 104.9 ... Veteran DC sales exec **David Howard**, most recently GSM at **WTEM/Washington**, is named to the same role at **Radio One's** DC station cluster ... **Bonneville/St. Louis FM Sports/Talker WXOS (101 ESPN)** names **Zach McCrite** and former NFL coach **Rick Venturi** as co-hosts of a new local midday show, *Zach And The Coach*.

NETWORK /SYNDICATION NOTES

WCLB/Sheboygan flips from **ESPN Radio** to **Premiere Radio Networks**-distributed **FOX Sports Radio** ... **WECL/Eau Claire, WI** signs on to carry the independently syndicated *Rose Entertainment Report* anchored by publicist and personality **Shannon Rose** ... *The Pittsburgh Steelers* re-up with **WDVE/Pittsburgh** to retain the *Steel City* rock outlet as the team's radio network flagship. Steelers' games also air on sister AM Sports/Talker **WBGG**.

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EMERGING TALK MEDIA

eMarketer.com estimates that 20.6 million U.S. adults will access a **Twitter** account at least monthly this year. That's up 26.3% from 16.4 million a year ago. The digital intelligence firm says double digit growth for the service is likely through 2013 when nearly 28 million adults are projected to be Twitter users ... **AdLarge Media** pacts with **Abacast** in a new multi-year representation deal that will see AdLarge integrate Abacast's proprietary audio ad insertion technology for live streaming into their mix of ad solutions and delivery platforms for Abacast clients ... **GET BREAKING NEWS** alerts by following us on **TWITTER**, or "friend" us on **FACEBOOK**. Find one-click links to both at www.NTSMediaOnline.com.

HOB NOBBIN' IN J'VILLE



WOKV-AM & FM/Jacksonville recently brought together more than 750 political observers who attended the **Cox Media**-owned News/Talker's 2011 "Hob Nob." The event -- held just prior to the city's local elections -- was organized and presented by the WOKV News and promotions team.

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with **Michael Castner**

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less than 5% of material overlaps both shows. There's no getting around having to do show prep for two full -- and completely different -- shows every day.

Do you have a favorite "child?"

Look, it's no secret that I want to morph my career over the next few years into *The Schnitt Show* only. It'd be nice to have just one job a day. It's a show that I think is already different from a lot of the conservative-based Talk that's out there, and having the time to put even more into that program will only make it that much better.

You're now syndicated through Compass Media, how did that come about?

I was really fortunate that [N.S. Bienstock representative] **George Hiltzik** put me together with [Compass Media founder and CEO] **Peter Kosann**. I get along really great with Peter and his crew at Compass. They are a hungry and budding company, Peter has a track record and a history of success, and there's no doubt in my mind that he is going to turn the company into one of the big-name syndicators in the industry in the very near future.

Has playing on a national stage changed your approach to The Schnitt Show?

Sure. I want the program to be interesting to people everywhere, but my real focus is on finding the most interesting stories and material -- stories that evokes emotion, hit a nerve, and get people talking. If you have that, that's what really matters. In the end, goal number one is always to engage the audience by delivering something that's interesting and something that makes them say, "I can't turn the radio off until I hear more about this."

How do you view yourself in a Talk radio industry that tends to categorize personalities by their political lean?

I think that there's an awful lot of sameness out there on conservative Talk radio. While talking about the most important news and issues, I try to make our show different and not just be one of those shows that's beating the same drum over and over again, day-after-day.

Your former PD, Gabe Hobbs, told me that he thinks what really separates your Talk show from others is your personality. Would you agree with that assessment?

Hey, I want to be as interesting and engaging as possible. I want the audience to like me -- or dislike me -- enough that they can't wait to hear what I say next. I try to make every minute of every show interesting and entertaining every day. I'm not afraid to go against the grain -- to run in the other direction from the pack. If you're looking for lockstep, checklist, talking point radio, then this isn't the right show for you. All I ask is that program directors and managers have a listen to the show. I promise we'll deliver a show that will satisfy listeners and won't be more of the same drone that's heard way too often out there.

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