



## Entercom Management Awards Nomination Form

<b>Best Digital Content of 2007 (N/T/S)</b>	<b>Nomination Rationale:</b>
<p><b>WEEI Sports Talk Boston</b></p>	<p>URL: <a href="http://www.weei.com">www.weei.com</a></p> <p>WEEI's 2007 investment in digital resources, promotion, and staffing has led to an unprecedented year for the digital evolution and extension of the WEEI brand to its listeners. To our knowledge, WEEI is the most listened to radio station on the web. WEEI offers streaming service exclusively to the WEEI Clubhouse Insiders. This tactic drove WEEI's database growth - the current database now houses a eye-popping 284,566. This database growth in turn translates to WEEI's email list now topping over 160,000 listeners! In October, the WEEI stream had 152,478 unique visitors who accounted for 760,678 total visits. Daily time spent listening on the WEEI stream averaged 2 hours/listener.</p> <p>The site also features our Streaming/Audio Vault (all of our interviews are stored on this page and the pages are typically downloaded thousands of times per month. The station is streamed on average, over 500,000 times per month and during the Sox World Series, the streaming numbers were an astonishing 800,000) and Larry Johnson's sports cartoons - There are now more than 50,000 people in that tribe who receive 2-3 original topical cartoons per week.</p> <p>WEEI launched the re-vamped WEEI.com with the most successful digital promotion the station has ever done, combining all of its promotional assets (on-air, online, on-site, and on-phone) to give away a Toyota Tundra on Red Sox Opening Day. This partnership with New England Toyota helped introduce people to WEEI's text messaging capabilities and exposed them to the all-new WEEI.com. This digital growth led to a brand new revenue stream for WEEI in 2007, as WEEI billed \$751,671. In 2008, WEEI hopes to grow that number to \$1.25 million</p>
<p><b>WBEN News Talk Buffalo</b></p>	<p>URL: <a href="http://www.wben.com">www.wben.com</a></p> <p>The WBEN News Staff and web editor Dave Debo have made enormous strides at continually offering web viewers the most current information. Here's just one example.</p> <p>On the day of this writing, Wall Street opened sharply down after a holiday weekend and wben.com offered "live" streaming video/audio of the market opening, "live" tables with all the indices and audio from all the experts who commented on air the same morning.</p> <p>Each day the news department sends our on-air listeners to the web to get insight and further depth on the stories they're hearing online. In addition, the web gives our on-air listeners pictures and graphs that can help them understand the meaning of a story.</p>

<p><b>KCSP Sports Talk Kansas City</b></p>	<p>URL: <a href="http://www.610sports.com">www.610sports.com</a></p> <p>Using the best assets available and engaging the entire programming and promotion staff, 610 built a P1 user friendly, highly informative, completely interactive site for KC sports fans. KCSP concentrated on 4 key areas; Local information content, Total In-depth sports content, Two-way interactive content and user friendly games and downloads.</p> <p>On-air promotion of the site and its content are driven through live and produced promos both on the air and on the stream. All over the air contesting is supported by an on-line component and/or web support element.</p> <p>The site is committed to local, informative content, in-depth regional and national content, highly interactive content (blogs, text and phone blogging – phlogging, Podcasting, daily listener response polls, the 610 Amusement Center (Sports Bar Network, high school game downloads, fantasy games, what if Wednesdays, station ringtones and more) and streaming – featuring customized personality voiced promos driving listeners back to the website.</p>
<p><b>WWL News/Talk/Sports New Orleans</b></p>	<p>URL: <a href="http://www.WWL.com">www.WWL.com</a></p> <p><b>WWL LSU SPORTS ZONE:</b> Tiger fans were rabid for LSU football—the hottest ticket in college sports. The story read like a movie... and it all played out on WWL and WWL.com. Will LSU go undefeated? (The Tigers started the season 6 &amp; 0.) Will LSU rank high enough to make the post-season? (The only two games LSU lost--to Kentucky &amp; Arkansas--were in triple overtime.) Will Coach Les Miles STAY or will he GO?</p> <p>With only 2 games left in the season, football analysts across the nation started the rumor that Head Coach Les Miles was headed back to his alma mater--Michigan State. Tiger fans tapped into the drama... the stories... the excitement... on WWL-AM-FM-and dot com via live SportsTalk; up-to-the-minute LSU news; Big Chief's comprehensive <u>College Football Breakdown</u> on WWL.com; Deke's exclusive weekly interviews with Les Miles, Coach Miles press conferences, exclusive player interviews; weekly commentary from Deke Bellavia and Jeff Palermo with our Baton Rouge Bureau; weekly e-blasts featuring a breakdown of LSU's upcoming battle; game day highlights, pre &amp; post-game interviews. (Every feature was on air and on line.)</p> <p>We even created a new show on Saturday's... "LSU Tailgatin' Saturday" with Deke Bellavia &amp; Bobby Hebert live from LSU's campus outside "Death Valley." It was on that show that college football's biggest story of the year played out. Just hours before the S.E.C. Championship, every media outlet—ESPN, Fox Sports, all TV and radio stations in New Orleans and the Gulf South—said definitively that Coach Miles had already taken the job at Michigan State. Deke said Coach Miles was staying at LSU. Deke got it right. <b>"SMACK!"</b></p> <p><i>"Now, have a great day!" - Coach Les Miles.</i></p>
<p><b>KFXX The Fan Sports Talk Portland</b></p>	<p>URL: <a href="http://www.1080thefan.com">www.1080thefan.com</a></p> <p>The entire KFXX programming team has taken their website to another level by incorporating best practices on a daily basis. This effort not only includes daily updates (including blogs) to the site by all talent (on their web pages); it also includes a ton of original content like Caller College (a series of spoof video's "teaching" listeners how to call the Primetime Show), Fan Girls' wallpaper, Whiner Line (played daily on-air and archived on-line), a Daily Poll referenced each day on-air and viral sports parody songs created by members of the on-air team.</p>