

LOU BRUTUS  
Special X  
channel 30



ROBERT AUBREY DAVIS  
The Village  
channel 15



B.K. KIRKLAND  
The Groove  
channel 64

BILLY ZERO  
Unsigned  
channel 52

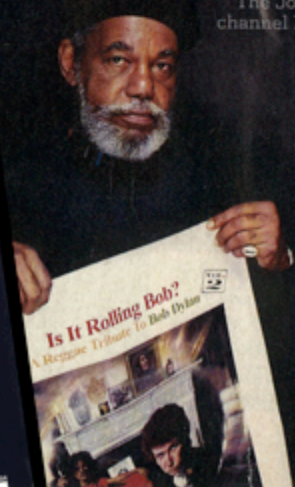


**H**IGH ANXIETY: WERE THE name not already taken by the Mel Brooks classic, it would be perfect for the story of Hugh Panero and XM Satellite Radio. In the course of getting this space-based business up—quite literally up—and running, Panero, 47, has suffered a string of setbacks that would make even the most hardened entrepreneur shudder. In 1999, Panero's investors—he has raised \$2 billion so far for his five-year-old startup—nearly walked. A year later is \$200 million satellite suffered an aborted takeoff when engineer misread a message ))

HEIDI SELEXA  
The '80s on 8  
channel 8



DERMOT HUSSEY  
The Joint  
channel 101



MANNY CRUZ  
XM Liquid Metal  
channel 42



**FSP**  
FORTUNE SMALL BUSINESS

**OFFICE ROMANCE**  
Special Risks for Owners  
of Small Firms — PAGE 102

**THE NEXT KING OF RADIO?**  
With 1.4 million listeners tuning into his fledgling satellite service, XM Radio CEO Hugh Panero grabs his industry by the throat.

**PLUS**  
Auction Drop: eBay for Dummies — PAGE 68

WHERE ON THE AIR  
Panero gets his hands on XM's headquarters at XM's headquarters, D.C. [www.fsb.com](http://www.fsb.com)

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BARCODE



# RADIO FANS



IAN BAND: "I GOT BORED WITH THE MINDLESS CHATTER ON FM."

PHOTOGRAPHS BY BRIAN LIU & DENNIS KLEIMAN

## MILLION SUBSCRIBERS — ENTHUSIASTIC THAN OTHERS

started **XMfan.com** as a way to talk about the service and encourage its use. Today, the site features a full program guide, links to fan sites and a search mechanism that allows visitors to check for any song that's ever been played on XM. Ziggy is a heavy-metal fan and is devoted to Liquid Metal, for whom he created the fan site **42liquidmetal.com**. "What I love about XM is that it allows just regular folks like you and me to influence what goes on the air," he says.

XM DJ Hiedi Selexa, who plays music from the '80s, has a fan club and even has a theme song, "So Radio," written for her by superfan Jim Peterik, an original member of '80s band Survivor. Peterik's song inspired the son of one XM fan to literally get up and dance for the first time to something other than an endless loop of children's tunes. "I was driving home one day, and that Jim Peterik song came on," says Lisa Drucker, 33, a stay-at-home mother from Chicago. "My son went nuts. It was the first time he danced to something that I liked. Normally we'd be listening to *Sesame Street* over and over and over."



METAL SUPERFAN ZIGGY SZYMCEWK

Besides **xmfan.com**, fans have created numerous Web sites devoted to different shows or XM radio as a whole. At **90sOn9.com**, full schedules for the various '90s-era DJs share space with e-mails from fans and pictures posted by the DJs. (Girl 2.0 has a particularly hilarious collection of wacky Halloween costumes to inspire listeners.) The most developed of the specific channel fan sites, **42liquidmetal.com**, has weekly top picks by each DJ on Liquid Metal, message boards, photo galleries and recorded MP3 excerpts from some the funnier moments on shows DJ'ed by Coolguy and Ward Cleaver, among others. Some of the other channels, such as **themove.net** (for the dance channel The Move), have new sites that are still works in progress.

Other sites are devoted to the XM experience as a whole: Founded and maintained by Alden, **xmbootcamp.com** is something like a daily book club for satellite-radio listeners. Every day, Alden listens to a new XM channel, working his way up the XM dial from the big-band sounds of The '40s (channel 4) and the disco of Chrome (channel 83) to trucker tunes on Open Road (channel 171). Each day, he comments on his musical journey on his blog at **sotrm.he.net/~alden/blogger.html**. Alden is mostly a classic and alternative-rock listener, but his big discovery since starting the boot camp? Folk music. Listeners interested in taking the XM radio dial journey with Alden

can find out more at **xmbootcamp.com**.

What comes through on Alden's blogger entries and on the Boot Camp start page is a love of music that's common to all of the XM superfans. These are the lost radio fans that had all but given up listening to music until XM came along. "I used to buy 50 CDs a month when I was a teenager," recalls Alden. "But by the time I hit my mid-20s, the music I heard on FM radio wasn't exciting me anymore." So he stopped buying CDs and became disconnected from music altogether. When he got his first satellite radio, he barely slept. "It reawoke the passion I had for music," says Alden. "The excitement I have for XM is how I used to feel about local radio." XM



CASSANDRA WILSON



"Congratulations to XM Radio on its 1 millionth subscriber. Its cutting-edge concept and programming have pushed radio into a positive and personal place. I love it!"

# MAGAZINES ARTICLES

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## NEWS

### MUSIC COLUMN - THE BEAT: Dreamy resolutions

Little things to make the world sound better

MELISSA RUGGIERI  
MUSIC CRITIC

Jan 5, 2006

I gave up wishing for things about the time my parents wouldn't let me leave South Florida to attend college at Northwestern in Chicago. Not that I'm still bitter about that.

But with a new year comes new possibilities that something good will happen. That's different from a resolution, because with wishes, you don't actually have to do anything. See how much easier that is?

I don't make either very often because neither usually develops the way I expected. But I'm going to try something different this year and make a few wishes. Because the ones I really want to make, like winning a jackpot in Vegas this weekend to be able to pay the mortgage on our new house, don't really fit the tone of this space, I'm sticking to music- and entertainment-related topics.

Who knows what will happen? No harm in trying, I guess.

- Satellite radio -- Why, oh why, do XM and Sirius continue to torture me? I know I'm not alone in my wish for these two to just get it over with, mate and become Siruxm. (Did I just create a name for a new pharmaceutical?)

Every day the debate ping-pongs in my head: Do I stick with the XM in my car, with its '80s channel that digs up little-heard gems from Tracey Ullman and Style Council and the hits-driven Top 20 on 20 that helps me keep up with Juelz Santana? Or do I betray my loyalty and I'm nothing if not a loyal puppy for the wicked pleasure of Howard Stern and every NFL game being broadcast on Sirius?

XM has baseball. I'm a football freak. Sirius has Martha Stewart. I like XM's Ellen DeGeneres broadcast. Sirius has the original MTV VJs on its '80s channel -- a very cool plus. I loved XM's '80s jock Heidi Selexa, but she apparently got the boot a couple of months ago -- a fat negative.

MELISSA RUGGIERI  
MUSIC CRITIC

Mar 2, 2006

Sorry to say it wasn't just a rumor. The **Cars** will indeed tour this spring with **Todd Rundgren** replacing **Ric Ocasek** on lead vocals. Sharing the bill is **Blondie**, which at least still includes **Debbie Harry**. Look for an official announcement on March 14 . . . **Coldplay's** "Speed of Sound" made some speedy swag for Alex Ostrovsky, an iTunes user in Michigan who downloaded the 1 billionth song from the service last week. The prize package included a 20-inch iMac computer, \$10,000 worth of future iTunes, 10 iPods and a scholarship in his name at the Juilliard School. . . . Stock up on the Aqua-Net. Both **Cinderella** and **Poison** will tour this summer to celebrate the 20th anniversary of their respective debut albums . . . **Fans of the ever-popular Heidi Selexa, former '80s jock on XM satellite radio, might want to know she's now busy working on a comedy DVD. Who knew she did stand-up?** Meanwhile, Sirius' **Howard Stern** made headlines this week when the paltry ratings of his replacements – **David Lee Roth** on the East Coast and **Adam Corolla** on the West – were released by industry trade magazine Radio & Records. In the latest Stern news, he's being sued by former employer, CBS Radio, for a litany of offenses, including breach of contract

Latest Heidi Selexa DVD Available from Navella.

Philadelphia based media company Navella has announced the release of Heidi Selexa's first comedy DVD. Heidi wants to remain loyal to all the truckers out there who have been of her radio show on XM Satellite Radio, after a tremendous career in radio.

The hope is that everybody that listened to her on XM's 80's channel will sign up to her fan club at [www.heidiselexa.com](http://www.heidiselexa.com). She has launched a new version of her site, if you signed up before, you need to sign up again. All members of her fan club will be able to pre-order the DVD. For information call 215-266-6025 or visit [www.heidiselexa.com/contact.html](http://www.heidiselexa.com/contact.html) on the web.

# SOLDIERS' OFFICIAL PIN UP GIRL



**MARK R. "UGLYPUPPY" TAYLOR**

KBR JMMT-I

APO AE 09301

[www.uglypuppy.net](http://www.uglypuppy.net)

[uglypuppy551@hotmail.com](mailto:uglypuppy551@hotmail.com)

September 14, 2004

Dear Heidi,

My wife, Renee, met you at Great American Truck Show this weekend. She was on a "mission" from me and the truckers I work with here in Iraq to be our "eyes and ears" at GATS. Daily, she would post the adventures she and our son, Lee, had and stories and photos of the many people she met.

It was a unanimous vote, after seeing your picture and hearing Renee tell of your vibrant personality and support for us here, that we would like to name you our "Official Pin Up Girl" for the American Trucker in Iraq. We are enclosing a certificate we made, signed by many of us here at JMMT.

It is critical to our mission to keep morale up. The job is made easier by people such as yourself in the States who take the time to remember us and support us.

We look forward to the posters Renee has in the mail for us, as well as the DVD she is putting together of the event.

Thank you, Heidi, and the good people at XM, for all you do for the American trucker both here and at home.

Sincerely,

*Mark R. "UglyPuppy" Taylor*



**J**uli and Tiffany are giving Heidi a run for her money. Heidi Selexa runs a listeners group called the Big Furry Truckers Club on The 80s Channel, channel 8 on XM Satellite Radio. Drivers call or email for membership and Heidi sends a postcard assigning them a Big Furry Truckers number. Some drivers emblazon "Big Furry Trucker" and the assigned number on their truck, have a picture taken and send it to Heidi.

But they say Heidi is miffed that her Big Furry Truckers now have a rival in a group called Club 205. These drivers are fans of hosts Juli and Tiffany on something called the Playboy Channel (XM channel 205) where they tune in to enjoy "playful adult fun."

Of course, there is also competition for XM in the form of another satellite radio service called Sirius Satellite Radio. But for the moment XM is the biggest game in town with a commanding lead in the satellite radio sweepstakes. XM claims 360,000 subscribers compared to 30,000 claimed by Sirius.

In the race to begin broadcasting — and thus to attract paying subscribers — Sirius stumbled at the starting gate. Both services had satellites in place, studios ready to go and marketing



**John Bendel**  
Technology Editor

teams revved up. But problems getting Sirius receiving sets to market gave XM Radio a big head start. XM began limited broadcasting in September 2001 and went coast-to-coast two months later. Sirius didn't begin service until February 2002, finally ramping up to national coverage in July. Now the big question is: Can Sirius catch up?

But it's hardly the only question.

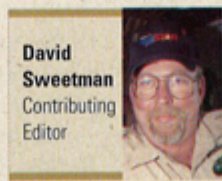
Considering the current state of the economy and the imminent arrival of digital radio here on the ground, some people wonder if there will ever be enough subscribers for two satellite radio services. Real pessimists wonder if there will be enough for even one — at least at the level of service currently being offered.

Each service offers 100 channels of distinctive programming, much of it

favorites include The Family Comedy Channel featuring comics like *Cosby* and *Newhart* — without raunchy material — and *Sonic Theater*, which offers recent plays and audio stories. His favorite music channels are *The Loft* and *XM Cafe*. Both offer easy listening rock without the headbanging.

Asked if there was any programming he felt was missing from either system, Krider noted G. Gordon Liddy, Rush Limbaugh, Michael Savage and Michael Reagan. Ray Krider is representative of a large number of drivers who want not only to be entertained, but informed and stimulated.

Other



**David Sweetman**  
Contributing Editor

between the two systems, and news programming seems overlapping," said Krider.

On XM, Krider listens to *Money Topics*, with Jim Cramer for investment tips and advice, as well as the *Ask* channel for stimulating talk show programming by Art Bell.

Favorite trucker programming for Krider is Dale "The Trucking Bozo" Summers' late-night entertainment. Krider also notes that XM offers better Christian-type programming selections. Other



DAVE SWEETMAN

## A TALE OF TWO SATELLITE RADIOS

**O**wner-operator Ray Krider, Fort Wayne, Ind. likes to be informed and entertained. Leaving no stone unturned on his cross-country trips, Krider's truck is equipped with both Sirius and XM satellite receivers. Each system has its own flavors, as well as similarities — as could be expected with 100 channels each.

On Sirius, some of Krider's favorites are three public radio channels that offer *Car Talk*, National Public Radio and Public Radio International, as well as three classical music channels.

"Some of the music channels are similar

# Beyond FM... XM Radio

## Offers More To Truckers

**S**atellite radio has been declared one of the nation's fastest-growing audio products, and truck drivers were among the very first to sign up for this cutting-edge technology.

XM is such a hit with truckers that the company offers one channel devoted to trucking 24 hours a day, seven days a week. The channel, Open Road (XM

Channel 171), exclusively carries the nation's three most popular trucker radio programs: The Bill Mack Show, Dale Sommers' "Truck Bozo," and The Dave Nemo Show. Truckers also like the 21 channels of traffic and weather information for major U.S. cities offered by XM. Each of these channels is devoted to current traffic and weather conditions in a major metropolitan area around the clock.

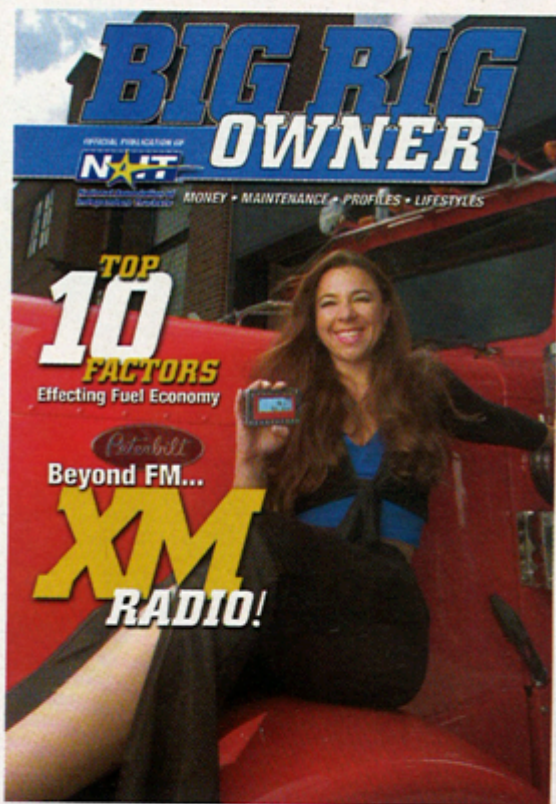
Heidi Selexa, on-air host for XM's 80's channel, has built a devoted following among truckers with her sense of humor and trademark laugh. Heidi, who often talks with truckers live on the air during her weekday evening shift, has a trucker's fan club that is 3,000 strong and growing. Fans can sign up for the fan club and see photos of Heidi's recent truck shows on her web site at [www.heidiselexa.com](http://www.heidiselexa.com).

In light of XM's appeal in the trucking industry, XM has introduced a satellite radio hardware package designed just for truckers. The Roady2 - XM Pro is a complete satellite radio system sold at truck stops across the country. The XM Pro package includes the

Delphi XM Roady2 satellite radio receiver, which comes with a built-in wireless FM modulator that transmits XM to any FM radio.

Truckers tell XM that the service offers them consistent, reliable entertainment in a profession that offers little consistency in general. Truckers can count on being able to listen to their favorite XM shows every day, no matter where they are driving. And they know that XM won't fade out as they move from state to state.

XM Radio currently has more than 2.1 million subscribers, and the company expects to end the year with 3.1 million. ■



**Heidi Selexa,**  
on-air host  
for XM's  
80's channel,

# BIG RIG OWNER

www.BigRigOwner.com

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National Association of  
Independent Truckers

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Volume 6, Issue 9

## TOO COOL

Winter Is Right Around the  
Corner, Are You Ready?

## 5<sup>TH</sup> Wheel TIPS

## BIG RIG BLOGS

Heidi Selexa Is The First Blogger  
on [www.BigRigOwner.com](http://www.BigRigOwner.com)





by Steve Foster

# Big Rig Owner

## Welcomes Three Of The Trucking Industries Most Interesting Personalities To It's Blog Forum.

**F**or years, Big Rig Owner magazine has produced a corresponding website to archive editorial and provide links to its advertisers, but owner operators will soon find many more features at [www.bigrigowner.com](http://www.bigrigowner.com). One of the biggest changes is more content through our new Blog forum. Big Rig Owner is proud to welcome four of the trucking industry's most interesting personalities who will be producing frequent Blogs and Podcasts online.

Our first Blogger is Heidi Selexa, who is endeared to truckers for her former work on XM Satellite Radio. Now in Southern California pursuing a career as a performing artist,



Heidi Selexa

Selexa misses the trucking market and wanted to use her Blog as a way to communicate with her trucking fans. Heidi will be submitting a weekly Blog, and already has four posted to the website. She will update her career and experiences as she breaks into the industry of television and mainstream radio.

Gary Bricken has been writing for RPM for Truckers magazine for more than 12 years and has been a feature writer for Big Rig Owner since the inception of the magazine. As a Field Editor, Gary is our "man on the street" and has covered the trucking industry from the trucker's perspective. Tune into Gary's weekly Blog as he

gives his opinion on the important issues of today with his notoriously edgy style.

Readers will soon find two audio casts, or Podcasts, at [www.bigrigowner.com](http://www.bigrigowner.com) as well. Tom Kelley, the award-winning and seasoned technology insider, will be producing a Road Bytes Podcast to deliver timely programming directly to

truck cabs nationwide. As a former truck driver, small fleet owner, and current Executive Director of The Truck Writers of North America, Tom has the inside scoop to the industry trends most important to professional drivers and owner operators. Tom travels nationwide to attend events and meet with top industry experts, then sorts through the hype and clutter to deliver bottom-line details that matter to everyday truckers.

Tim Brady, who along with his wife Terri own Write Up The Road Publishing, will be producing a Podcast called Double Clutchin'. Best known for his award-winning Thinking Out Loud segment on Sirius Satellite Radio, Tim's influence on trucking spreads from coast to coast via radio, magazine and the Internet. His years of experience and know-how in trucking and journalism have put him at the forefront of an emerging industry within an industry, Educational Services and Resources for truckers.

Log onto [www.bigrigowner.com](http://www.bigrigowner.com) and stay tuned for more announcements regarding our respective magazine websites! ■