

# THE MAIN STREET Communicator Network TATTLE R

**Publisher/Editor: Tom Kay**  
**Cartoons Pilfered by Lenny Bronstein & Jay Philpott**  
**1986 Main Street's 20th Anniversary 2006**

*This week, the TATTLE R continues reprinting articles and reports found in both **Billboard Radio Monitor** and **All Access** – two of the Conclave's most loyal Partners – as the publications reflect upon what was learned at the 31<sup>st</sup> annual Learning Conference. Our thanks to **Paul Heine** and **Joel Denver** and their respective staffs for their detailed coverage.*

**FROM ALL ACCESS.COM:** The Top 40 panel, moderated by **Billboard Radio Monitor's Chuck Taylor**, featured XM Satellite Radio's **Jon Zellner**, KKMG/Colorado Springs PD **Chad Rufer**, WEZB and KBYU/New Orleans OM/PD **Mike Kaplan** and **Billboard Radio Monitor's Silvio Pietroluongo**. One significant point raised was that with new mediums such as **Myspace** and **Yahoo Music**, Top 40 radio had lost some of its cache as the main source for new music....**Jupiter Rising** and **Leigh Nash** entertained a lively crowd at the Thursday night Welcome Gathering. Other stellar off-premise performances included **Jesse McCartney** and **Josh Hoge** and **Cheyenne Kimball**...The CRB (**Country Radio Broadcasters**) were fully involved as one of the partners of this year's Conclave, sponsoring several relevant panels. Friday morning's "Charts, Dollars & Cents" was dominated by discussion of *Billboard* absorbing *R&R*, but the session also featured other useful info...Later that afternoon, "Breaking Of An Artist" featured **Universal South** artist **Rockie Lynne**, who discussed everything from conference room concerts by hopeful new artists, to the role of programmers in breaking new talent. On Saturday, the CRB, along with *Mediabase 24/7*, hosted a promotions nuts & bolts panel hosted by KFKF/Kansas City promo queen **Renee Fonner**. The session offered panelists suggestions on making remotes, contests and promotions more effective. The CRB has already given the nod to being involved with next year's Conclave, with the goal of making Country an even larger force at the 'Clave!

**FROM BILLBOARD RADIO MONITOR:** News about HD Radio converters and transportables being released into the marketplace, datacasting and the cost of receivers coming down were the main topics covered at Friday's (July 14) "Conclave HD2: Making It Work Session." In addition to reporting stats such as two radio stations a day are now converting to HD with the hope of having 1,200 outfitted by year's end, **iBiquity** director of broadcast marketing **Don Kelly** reported that there will be an HD Radio car converter on the market by Thanksgiving for standard analog radios. Though not digital, he said the converters will also be available

for home radios. He also said there will be a transportable unit with a car kit on the market by later this summer.

Kelly pointed out a **Kagen Research** forecast done earlier this year that projected total HD revenue to reach \$805 million by 2008, on the heels of over \$22 billion in total radio revenue. He also showcased the advantages of the datacasting abilities of upcoming HD Radio units, which will be able to offer on-demand real-time traffic (something **Clear Channel** is already involved with), plus weather and more — all presenting sponsorship opportunities.

Projecting that HD units will be in the low \$200 range soon, Kelly says, "When more manufacturers like **Sony** jump in, prices will come down dramatically, and when bigger box retailers such as Best Buy are able to offer the 'sweet spot' price-point of \$99, then they'll carry them."

Updating the current goings-on of the HD Radio Alliance, **Buzz Knight** - Greater Media VP program development and an Alliance member himself - said, "Market rollouts continue, but the Alliance continues to challenge itself and broadcasters to make their HD2 channels more than jukeboxes with compelling content. We continue to talk about experimentation."

From a record company perspective, Epic Records VP rock promotion **Cheryl Valentine** says the public awareness of HD Radio is "super low." As a result of that current perception, the label executive says she's asked why she needs to service HD2 stations when they're already servicing the mother terrestrial station.

At one point Valentine asked Kelly, "How is HD Radio going to be better than satellite?" He replied, "There's no subscription cost with HD Radio and we'll win with compelling content." (Report by **Mike Boyle**)

(In conjunction with *Billboard's* coverage of HD at the Conclave, **Tony Sanders** contributed this article on Minneapolis HD Radio in *Billboard Radio Monitor* - **Minnesota Public Radio** and **Clear Channel** each have an HD3 signal on the air in Minneapolis, in addition to their primary HD signals and their second-channel HD2s. Counting these two HD3s, Minneapolis-St. Paul has 23 HD-quality channels on FM and one HD channel on AM.

*Billboard Radio Monitor's* roster differs from the listings at [www.HDRadio.com](http://www.HDRadio.com) on two counts, by including the HD3 listings and by including a tally for non-commercial radio.

MPR's primary HD signal on 99.5 is classical KSJN. The HD2 signal is present but during *Billboard Radio Monitor's* tune-ins (July 12-14), it broadcast only dead air. The HD3 signal is local talk and appears to be time-shifted programming from MPR's FM sister in town, news/talk KNOW on 91.1 MHz.

Clear Channel's efforts are more interesting. First, the group has created a classic country station with the HD2 signal on 100.3 MHz: "The Wolf." The primary HD station is talk KTLK. The HD3 signal is a rebroadcast of CC's AM sports/talker KFAN (The Fan).

*Billboard Radio Monitor* tuned in these HD3 signals using a **Boston Acoustics** Receptor radio provided by **iBiquity Corp.**, brought out to the Twin Cities for monitoring during The Conclave conference.

Moving up the FM dial, here's the rundown on the Twin Cities' HD offerings: On 91.1—**Minnesota Public Radio's** KNOW is talk. The HD2 plays classical music that differs from the music offered on sister FM KSJN.

### THIS WEEK'S TOP 40 ADDS! KDWB!

- KHTT WNOU
- KQCH WSTR
- KSMB WZNR
- KSME WERZ
- KSPW WFMF
- WDKF WKXJ
- WFLY CKEY
- WKKF



### THIS WEEK'S HOT AC ADDS! KS95!

- KCDU KUDD
- KFYV KYIS
- KLCA WCDA
- KMXB WRQX
- KRSK KKRL





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On 92.5—**Citadel/ABC Radio's** KQRS is classic rock (KQ92). The HD2 plays a wide variety of blues, everything from "Red House" by Jimi Hendrix, to early Robert Johnson, to serenades by Tom Waits. No promos were heard, just pure music.

On 93.7—Radio Monitor could not find an on-air HD2 signal for Citadel/ABC's rock KXXR, which airs, on its own, in HD.

On 97.1—Clear Channel's KTCZ is adult alternative. The HD2 is promoted on-air as "Cities 97 Studio, HD2," playing a more eclectic assortment of alternative music.

On 99.5—MPR's KSJN is classical. The HD2 is dead air. The HD3 appears to be a time-shifted rebroadcast of sister FM KNOW.

On 100.3—Clear Channel's KTLK is talk. The HD2 is classic country, with on-air promos like, "The jukebox of legends. The Wolf. Classic country HD2." The HD3 is a rebroadcast of sports/talk KFAN.

On 101.3—Clear Channel's KDWB is top 40. The HD2 is dance, promoted on-air as "This is the party zone. KDWB channel 2."

On 102.1—Clear Channel's KEEY is country. The HD2 is new or young country, promoted as "K102 New!"

On 102.9—**CBS Radio's** WLTE is soft AC. The HD2 offers a simulcast of AM sister news/talk WCCO.

On 104.1—CBS Radio's KZJK is adult hits/Jack. The HD2 is smooth jazz, promoted as "Jazz in high definition. 1041. Pure jazz."

On 107.9—Clear Channel's KQQL (Kool 108) is oldies. The HD2 is an 80s hits channel, promoted as "Kool One-Oh-80s."

On the AM dial, Radio Monitor found only one HD signal, that of CBS Radio's news/talk WCCO.

Last Tuesday (8/8), **Clear Channel/Minneapolis** held a gathering of Twin Cities advertisers, club owners, restaurateurs, and media, and presented them with a demonstration of HD radio. RVPP **Gregg Swedberg** and RVP **Mick Anselmo** held forth for 90 minutes, explaining and demonstrating the new technology...and then opening the floor to questions, like "Will this bring more jobs to radio?" ("That is absolutely our plan to ultimately operate our new stations independently, with their own staffs") and "Can we buy time on these signals now?" ("We're not selling inventory until these new HD stations have a proven audience.") The evening was capped by each of CC's HD programmers stationing themselves in front of booths representing each of the company's 5 HD channels, demonstrating their stations, answering specific questions about each one. There were lots of "oh wow" moments as CC's invited guests heard artists as varied as obscure 80's rockers **Accept** and country hall-of-famer **George Jones** on the new channels (no, they WEREN'T heard on the same one!). The best part for each invitee? Taking an apparent cue from **Oprah Winfrey**, Clear Channel sent everyone in attendance home with a new Boston-Acoustics HD radio.

*Comment: In the past, THE TATTLER has criticized corporate radio for poorly planning and introducing HD radio. This week, Clear Channel/Minneapolis showed the industry how to successfully launch an exciting new technology in a marketplace with innovation and class.*

Arraignment was held Wednesday for a Pennsylvania radio personality on charges of misdemeanor domestic violence. **John R. Batcho**, aka "Mr. Sports" for WYFM (Y-103)/Sharon, PA—Youngstown, and his ex wife **Maria**

**Macheses** met on Tuesday in a bank parking lot to exchange custody of their daughter. Witnesses claim Batcho pushed Macheses to the ground. According to *the Youngstown Vindicator's* report, Ms. Macheses told the court that there had been an exchange when their daughter cried about leaving Batcho, and that he had touched her and she fell, but that she did not think he meant to push her. A \$3,500 bond was set and a court date was scheduled for August 30<sup>th</sup> in Girard Municipal Court.

**Step Right Up...Take a Survey! Win a Prize!** Did you attend *FUTURE TENSE- The 2006 Conclave Learning Conference*? If you did, make sure to take a few moments to tell the Conclave what you thought of your Conclave experience. In exchange for your opinion, the Conclave will offer FULL registration tuitions for next year's event (worth up to \$599 each) to TWO respondents who complete and submit this survey by August 18th. Names will be selected at random by **Troy Research!** The survey address: <http://www.srvy.net/x/1.p?15100723203178451456>. Thanks!!

A recent study lead by the **Future of Music Coalition** blames ownership concentration for the radio industry's greater job loss and lower wage growth in most U.S. cities. The study finds that since 1996, the consolidation and centralization of the top four radio companies has meant a cutting of local jobs and increased use of voice tracking. "Consolidation in radio ownership hasn't just homogenized music formats," said the Coalition's Executive Director **Jenny Toomey**. "It has devastated the broadcast profession and virtually eliminated the ability of radio stations to provide unique coverage of local news, music and community issues. Before the FCC moves forward to further loosen already weak ownership limits, it should understand the impact that deregulation has had on jobs and communities."

**Changes.** **Chip Ramsey** has left **Entercom's** Sports WSSP-AM/Milwaukee as PD. **Next Media/Chicago's** Crystal Lake cluster will welcome **Doug Daniels** as OM for AC WZSR (STAR 105.5) and Oldies WWYW (Y103.9). Daniels comes from **Maverick Media** AC WGFB/Rockford as PD. The new voice for Roberts Television (MY46/St. Louis) is former KTLK & KJZI-FM/Minneapolis news anchor/co-host **Marty Lenz**, who still works with KQQL part-time. Chicago's **Emmis Broadcasting** has named **Alex Quigley** as Interactive Program Manager for Alternative WKQX (Q101) and Classic Rock WLUP (The Loop).

*Big doings in the Backyard!* Here's **Backyard Broadcasting/Sioux Falls** VP/GM **Craig Hodgson** to tell you all about it: "We are the proud new parents of 95.7, 107.9 and 1520! As we have already told the new stations staff (along with our original stations sales staff,) and are in the process of telling our valued clients—We are giving everybody an unusual radio heads-up about what we are planning for what is now 107.9 The Wolf (KWSF.) We are applying for new call letters and plan to change the format on that station to 60's/70's Oldies on 8/31 and will call it KOOL 107-9. **Steve Stuck** remains the PD and morning host. We will have live Oldies programming the rest of the day and will continue to carry **O'Gorman** and **Vikings**. **Billy Solberg** remains as Local Sales Manager of our new stations along with **Leesa Bendt** and **Ronnette Carroll!**"

# MICHAEL VINCENT "WONT LOOK BACK"

**ACQB: #2 MOST ADDED!**

MEAN ALTEN



**Learfield Communications** has inked a deal with CBS Talk WCCO/Minneapolis to air all **University Of Minnesota** coaches' shows this season, starting with football coach **Glen Mason's** show during football season and continuing with seasonal shows for hockey coach **Don Lucia** and basketball coaches **Dan Monson** and **Pam Borton**, all incorporated into the "Sports To The Max" show with Conclave 2006 faculty member **Mike Max** and **Mike Grimm**.

Two Iowa men have been fined a total of \$27,000 by the FCC for running a pirate FM on 103.3MHz (Bettendorf, IA). The men, **Matthew H. Britcher** and **Jason L. Duncan**, claimed a right to broadcast under the "War Powers Act".

**Sprint Nextel** will provide their cell phone subscribers a similar option as subscribers of **Mobitv** and **Cingular** who receive **Gameday Audio** on their mobile phones. Under the new deal, Sprint will offer mlb.com's streaming audio of all major league baseball games to subscribers for \$5.99/month.

**Changes, Too.** **Daniel D. Smith** Alternative KANR (FLY 92.7)/Wichita will change to a Spanish format on September 1 2006. **Ohio State University** and **First Broadcasting** Adult Hits WOXY-WAOL (MAX FM)/Cincinnati have signed a three year contract for football and basketball. Effective August 14, **Scott Voorhees** will join **Clear Channel** on Talk KFAB-AM/Omaha's **Gary Sadlemyer** and **Jim Rose** from 7-9am. **Voorhees** (formerly **Union** Talk KCTE-AM/Kansas City) will be added to the lineup with his own show later in the month.

This past weekend, Christian Top 40 and Rock programmers from across the country for the *Apex '06 Radio Conference* in Kankakee, IL. Festivities ended on Saturday with **Mark Anderson** (Audience Development Group), **Michael Buckingham** (VP, Spirit Communications Christian Rock WUFM/Columbus, OH), **Mike Couchman** (PD, Christian Contemporary Hits WAYK/Kalamazoo, MI) and other industry and radio programmers presenting. The annual event offers teaching and new artist performances. The 2007 conference will be held August 23 to 25 in Nashville and is open to all radio programmers and industry individuals interested in growing in the influence and impact of Top 40 and Rock radio.

This weekend, the 66<sup>th</sup> Annual Sturgis Motorcycle Rally will take place in Sturgis, Minnesota. Broadcasters from the rally include **Ralph Sutton** and **Stacy X** from "The Tour Bus" radio show, who'll be doing their show from the Full Throttle Saloon, as well as **Jeff Ryan** from "American Biker Minute". Mr. Ryan will be updating a blog daily in addition to providing live updates for select markets. His blog can be viewed at [www.envisionradio.com/abmblog.html](http://www.envisionradio.com/abmblog.html).

The morning drive at Archway Urban KHTE (HOT 96.5)/Little Rock will be losing **Brad Erickson** after 2-1/2 years. Premier-syndicated **Steve Harvey** will be broadcasted in his place. Possible Top 40/Rhythmic, Urban, Rock or Country opportunities for Mr. Erickson can be emailed to [berickson@usernet.com](mailto:berickson@usernet.com). He can be contacted at (612) 237-1722. And yes, Brad also serves on the Conclave Board of Directors.

**Radio Disney** was voted "Best Music for Kids" by *Minnesota Parent* magazine in the "Family Favorites" 2006 reader's poll.

**More Changes.** Afternoon co-host duties for **Entercom's** Hot AC KALC (ALICE 105.9) **Slacker** host have been given to **Steve Chase** of WDVD/Detroit, MI. Former **Clear Channel** Top 40 WKSC (KISS 103.5)/Chicago night host **Java Joel Murphy** has moved to sister station Top 40 WAKS (96.5 KISS-FM)/Cleveland for the night slot...**Clear Channel/Milwaukee** newsman **Jeff Monosso** is moving on next month to join sister Talk KTLK/Minneapolis as afternoon news anchor...**Cumulus** Top 40 WZOK/Rockford has appointed parttime/swing talent **J.B. Love** the station's new nightperson.

**Jobs.** MIX 96.1/KCVM Radio in Waterloo/Cedar Falls, Iowa is in search of weekend and fill in air talent. Come work in a college town at a station with a family friendly atmosphere. Knowledge of Wire Ready and Cool Edit programs helpful. Please send T&R's to PD **Jamie Philips**, Box 248 Cedar Falls, Iowa 50613. MP3's to: [mayberry10@hotmail.com](mailto:mayberry10@hotmail.com)...KOOL 108 has an immediate opening for a **Sales Manager**. Must have sales management experience with proven ability to meet and/or exceed revenue goals. You will be working for a solid and respected company offering full company benefits with a salary compensation package commensurate with experience. E-mail or mail resume and cover letter to **Clear Channel Radio** Attn: Hiring Manager 1600 Utica Ave S Ste 400, Minneapolis MN 55416 E-mail: [employment@clearchannel.com](mailto:employment@clearchannel.com)...**Clear Channel Radio/Twin Cities** is accepting applications for Account Executives. This commission-based position prefers candidates with previous experience in sales. This position develops an account list from various sources and will conceive and execute written proposals. Must have a valid driver's license and a clean driving record. KDWB/K102 /KFAN/KOOL 108/Cities 97/KTLK. E-mail or mail resume and cover letter to: Clear Channel Radio Attn: Hiring Manager 1600 Utica Ave S Ste 400, Minneapolis MN 55416 E-mail: [employment@clearchannel.com](mailto:employment@clearchannel.com)...**Midwest Communications Inc.**, Sheboygan, WI is seeking an experienced Marketing Consultant. 4-station sell. E-mail resume to **Patrick Pendergast** at [Patrick@mwcradio.com](mailto:Patrick@mwcradio.com)...**WIMC/WCDQ/WCVL, Crawfordsville, IN**, seeks experience sales person to take over existing accounts while adding new accounts in territory that includes Montgomery and surrounding counties. Salary plus commission. Ability to multi-task, properly meet deadlines as well as sales goals. Resume and references can be mailed to **Sherry Moodie**: PO Box 603, Crawfordsville, IN 47933. Key Broadcasting is an Equal Opportunity Employer... **WLS 890AM, Chicago, IL** seeks New Business Development Director. Responsibilities include handling 15 account executives, managing revenue streams for the station (events, internet opportunities, and salable on-air programs). Experience preferred. Mail resume to **John Gallagher** - Dept. A., 190 N. State Street, Chicago, IL 60601... **ABC Radio/94.7FM, Chicago, IL** seeks General Sales Manager to oversee the hiring and training of the local sales effort, maintaining accountability standards of ABC Radio. Responsibilities include handling revenues and expenses daily, properly carry out programming and promotions related to sales and merchandising. Must have strong people, computer, and organizational skills as well as highly motivated. Also seeking a Receptionist to greet guests at the Chicago office. Duties include answering

switchboard calls, assisting in the mailroom when necessary, and working along with the Business Office and Sales departments. Strong MS Office skills and 4 years experience in a similar position preferred. . For either position, mail resume to **John Gallagher** – Dept. A., 190 N. State Street, Chicago, IL 60601...**95.3BOB-FM/Maverick Media, Rockford, IL** seeks full-time air personality for unique kind of station that requires on-air presentation. Individuals will be sans-ego and display an open mindset. Email R&demo to [timcrull@maverick-media.ws](mailto:timcrull@maverick-media.ws) or send to **Timothy Crull-BOB FM**, 2830 Sandy Hollow Rd, Rockford IL, 61109...**Hotpop.com, East/West Central, IN** seeks FB/BB Play by Play Announcer in the vicinity of Kankakee, Champaign, Danville, and Lafayette, IN. Applicant should be local, and show willingness to travel with station transportation to games from now through the playoffs with reliability. Lease email with LINKS (not to exceed 500K) to mp3 at yournextpd@hotpop.com... **Midwest CHR/The Cromwell Radio Group Inc., Decatur, IL** seeks full time Morning Personality for CHR station with potential APD duties for qualified candidates. High work ethic, drive, and strong, energetic personality must be possessed. Personal experience and knowledge of the Pop life, and CHR as well as program experience in Cool Edit, Music Master, and Smartcaster are helpful. Mail materials to **Wayne Robbins – Operations Manager**, WEJT-WYDS-WZNW-WZUS, 410 North Water St, Suite C, Decatur, Illinois 62523...**WXXC 106.9, Indiana's Classic Hits & WMRI 860 AM, Marion, IN** seeks experienced Account Executive to sell, service and collect accounts on a daily basis. Projects include contacting businesses, and creating marketing plans. Qualified applicants will possess a college degree or equivalent experience in sales. Send resume to: **Gloria Millspaugh, Sales Manager**, PO Box 1538, Marion, IN 46953, fax to 765-668-6767 or email [gmillspaugh@wmri.com](mailto:gmillspaugh@wmri.com). Applications are available at the station at 820 South Pennsylvania, Marion. Deadline for applications is August 23rd, 2006. ... **Hot 96/WSTO, Evansville, IN** seeks part time air staff. Qualified candidates will have a great attitude and strong work ethic. Other opportunities include production, board op, and promotions. Email 3 Minute mp3 of a recent show to **Jason Addams – Program Director** [Jason@hot96.com](mailto:Jason@hot96.com). EOO... **STAR 104/The Connoisseur Media Family, Erie, IN** seeks its next Night Time "Star". Possible opportunity to become ADP in future. Candidate will possess a strong personality that inspires a contemporary audience, encourages interaction via phone lines, and can meet and exceed the audience's interests. Mail mp3 and additional material to [nights@star104.com](mailto:nights@star104.com)...**KQAD, Luverne, MN** seeks morning host for SW MN, NW IA and SE SD. Involvement in community and other events is necessary. Duties include voicetrack and airshift sister station K-101 as well as misc. sports coverage and production and remotes. Sent T&R to Steve Graphenteen, EVP and GM: KQAD/KLQL Radio, 1140 150<sup>th</sup> Ave, Luverne, MN 56156 or email [sg@kqad.threeeagles.com](mailto:sg@kqad.threeeagles.com)... **BOB106, Twin Cities, MN** has immediate opening or on-air personality. Shift includes live airshift, voicetracking, production, board op, etc. Position is part-time and a placement is needed ASAP. Female applicants encouraged. Email aircheck/resume to **Benjamin Raye: [benjaminraye@yahoo.com](mailto:benjaminraye@yahoo.com)**...**KICD-FM, Spencer, IA** seeks afternoon air announcer for country music station with experience in Maestro and Selector programs. Experience in copy writing, and strong computer knowledge a plus. Position is available immediately. Send T&R to **Rhonda Wedeking**, P.O. Box 260, Spencer, IA 51301. Saga Communications station. ... **KCVM/MIX 96.1 Radio Sturgis Broadcasting, Cedar Falls, IA** sees part time air talent for weekends and fill. Qualified applicants will have knowledge of Wire Ready and Cool Edit programs used at the AC Station in a college town. Send T&R's to: **Jamie Philips - Program Director**, KCVM/MIX 96 Radio, Box 248, Cedar Falls, Iowa, 50613 or email mp3s to [mayberry10@hotmail.com](mailto:mayberry10@hotmail.com). ... **KOKZ-FM/KXEL Broadcasting, Waterloo, IA** seeks full-time announcer. Qualified applicants will have minimum of one year on-air broadcasting experience, working knowledge of digital production equipment and be able to interact with the general public. Responsibilities include commercial production, remote on-air

broadcasts as well as board-op responsibilities. Send a produced CD/T&R to: **Don Betts - Program Director**, KOKZ-FM, 514 Jefferson Street, Waterloo, IA 50701...**Carroll Broadcasting, Carroll, Iowa** seeks Assistant News Director/Staff Announcer. Responsibilities include local news and meeting coverage, writing, editing, on-air reporting. Position comes with a board shift on full service/classic hits format. Questions and resumes can be directed to [wes@carrollbroadcasting.com](mailto:wes@carrollbroadcasting.com). Position is available immediately...**WJXQ/Mid-Michigan Radio Group, Lansing, MI** seeks Program Director with experience in airwork, writing, Selector and coaching skills. Must be able to continue the success of our R&R 2005 Rock Station of the Year with a background in Mainstream and Classic Rock music. **Email materials to [jobs@mmrglansing.com](mailto:jobs@mmrglansing.com)** OR mail to WJXQ PD Search, 2495 Cedar St, Holt, MI 48842...**Results Radio, Rolla, MO** seeks individual looking to serve a loyal audience. Candidates will enjoy sports play-by-play, have extensive production skills, and enjoy mornings. Sent T&R along with salary re'q to **Job Opening c/o Results Radio**, PO Box 727, Rolla, MO, 65402 or email to [kznpd@yahoo.com](mailto:kznpd@yahoo.com). ...**WIBW-FM/Morris Communications, Topeka, KS** seeks Morning Announcer for high-pace environment with experience in Maestro, Adobe Audition, and broadcast software preferred. Job duties include high standards of promotion and quality workmanship with superior tools and equipment of the facility. Contribute resumes ONLY to [keith@94country.com](mailto:keith@94country.com) or mail to Keith Montgomery, WIBQ-FM, 1210 S.W. Executive, Topeka, KS, 66615. Qualified applicants will be contacted to send an aircheck...**1410 KGSO/Steckline Communications, Wichita, KS** seeks Play by Play Announcer for High School football season. Ideal candidates are excited about sports and live football games. Submit an mp3 and resume to [jnavarro@maanradio.com](mailto:jnavarro@maanradio.com)...**KWYR-FM, Winner, SD** seeks PM jock to oversee duties for Music Director at two stations, including remote appearances, running games, as well as expertly controlling a 8,000 song system of classic and modern rock genres. Send T&R to **Jason Evans – Program Director**, [kwyrpd@gwtc.net](mailto:kwyrpd@gwtc.net). Position is available immediately...**WISN/Clearchannel, Milwaukee, WI** seeks News Anchor/Report for future full and part-time availabilities over multiple stations. Qualifications include a professional and smooth on-air presence, along with present-day writing skills, and proper decision making for news stories. Residents or those familiar with Milwaukee are encouraged to apply. Ideal candidates will have a strong work ethic for gathering news and information in a high-pressure environment. Experience with new media and web-based news delivery platforms combined with an enjoyable on-air personality is strongly encouraged in an applicant. Email mp3 and resume to **Harold Mester - News Director**, [haroldmester@clearchannel.com](mailto:haroldmester@clearchannel.com). Resumes accepted through 8/31/06... **WMYX/Entercom Milwaukee, Milwaukee, WI** seeks Morning Show Producer for the Jane & Kidd In The Morning show. Qualified applicants will have a strong knowledge of morning radio shows, board operation, computer programs, VoxPro, guest scheduling, self-marketing, as well as promotions for stunts and appearances. Also possessing an ability to discuss popular events and cultural developments as well as female lifestyle topics. Minimum of 2 years exp. and high energy and outlook necessary. Email packages to **Mike Nelson- Program Director**, [mnelson@entercom.com](mailto:mnelson@entercom.com)...**Small Market AM Station, Northwest NE** seeks future on-air professional for news and sports on Country station. Qualified candidates will understand the particular sound the full service station provides, as well as have one year of experience (preferred). News position will be responsible for play by play and experience in this field is also preferred. Knowledge of Media Touch, Adobe, website programs, and production required. Email T&R (maximum of 7MB) to [therodman\\_47274@yahoo.com](mailto:therodman_47274@yahoo.com)...All positions listed in *THE TATTLER* are provided free of charge and represent equal opportunities. Submit your listing to **Tom Kay** at [tomk@main-st.net](mailto:tomk@main-st.net) before Friday noon of *THE TATTLER* issue date.

## 2006 Spring Book

### Denver-Boulder, CO (#22)

**KYGO stays on top.**

Station	Format	Owner	Win	Spr
KYGO-FM	Ctry	LincFinGrp	5.9	6.6
KQKS-FM	UrbT40	LincFinGrp	5.8	5.6
KOA-AM	N/T	ClrChnnl	5.5	5.3
KXPK-FM	RegMex	Entravision	4.5	4.8
KBCO-FM	TripleA	ClrChnnl	4.7	4.6
KOSI-FM	AC	Entercom	5.1	4.4
KXKL-FM	Oldies	CBS	3.9	4.2
KBPI-FM	ActRck	ClrChnnl	3.1	3.8
KRFX-FM	ClsscRck	ClrChnnl	3.9	3.8
KJCD-FM	SmJazz	LincFinGrp	3.3	3.2
KHOW-AM	N/T	ClrChnnl	2.7	3.1
KALC-FM	HotAC	Entercom	2.9	3
KQMT-FM	ClsscRck	Entercom	2.5	2.9
KTCL-FM	Alt	ClrChnnl	2.8	2.6
KWLI-FM	Ctry	CBS	1.6	2.6
KIMN-FM	HotAC	CBS	3.2	2.4
KEZW-AM	Stndrds	Entercom	2.2	2.3
KJAC-FM	AdltHits	NRC	2	1.8
KMGG-FM	LatinUrb	ClrChnnl	2	1.8
KNUS-AM	N/T	Salem	2	1.8
KJMN-FM	SpanCont	Entravision	1.2	1.4
KCUV-FM	TripleA	NRC	0.8	1.3
KKZN-AM	Talk	ClrChnnl	1.4	1.3
KKFN-AM	Sports	LincFinGrp	1.5	1.2
KBNO-AM	RegMex	Latino	1.2	0.8
KCKK-AM	ClsscCtry	LincFinGrp	0.4	0.8
KGDQ-FM	RegMex	Superior	0.8	0.7
KMXA-AM	SpanHits	Entravision	1	0.6
KLZ-AM	Sports	Crawford	0.7	0.4
KSYF-FM	AC	DenRadCo	0	0.4
KTNI-FM	Stndrds	DenRadCo	0	0.4

### Des Moines, IA (#91)

**KKDM makes huge leap to #1.**

Station	Format	Owner	Win	Spr
KKDM-FM	T40	ClrChnnl	5.6	8.9
KJJY-FM	Ctry	Citadel	7.1	8.1
KGGO-FM	ClsscRck	Citadel	7.2	7.2
WHO-AM	N/T	ClrChnnl	9.7	7.2
KIOA-FM	Oldies	Saga	7.2	6.6
KAZR-FM	ActRck	Saga	5.1	6.1
KHKI-FM	Ctry	Citadel	6.8	6.1
KLTI-FM	AC	Saga	5.1	5.6
KDRB-FM	AdltHits	ClrChnnl	5.1	5.1
KSTZ-FM	HotAC	Saga	4.9	4.3
KRNT-AM	Stndrds	Saga	3.1	3.6
KWQW-FM	N/T	Citadel	3.8	3
KBGG-AM	RegMex	Citadel	1.2	2.1
KDLS-FM	SpanCont	AmRadBrkrs	0	1.6
KXNO-AM	Sports	ClrChnnl	2.6	1.6
KCCQ-FM	Alt	ClrChnnl	1.3	1.3
KWMT-AM	ClsscCtry	ClrChnnl	1	0.7
KXIA-FM	Ctry	Mrshlltwn	0.7	0.7
KZZQ-FM	ChrstrnT40	PosImpMed	0.8	0.7

### Grand Rapids, MI (#67)

**WBCT still top dog.**

Station	Format	Owner	Win	Spr
WBCT-FM	Ctry	ClrChnnl	9.3	9.1
WOOD-AM	N/T	ClrChnnl	6.7	7
WSNX-FM	T40	ClrChnnl	7.1	6.3
WGRD-FM	Alt	Regent	4.9	5.8
WTRV-FM	AC	Regent	3.6	4.5
WTNR-FM	Ctry	Citadel	2.7	4.3
WLAV-FM	ClsscRck	Citadel	5.4	4.1
WLTR-FM	AC	Regent	4.8	4.1
WFGF-FM	Oldies	Regent	2.3	4
WOOD-FM	AC	ClrChnnl	4.6	3.9
WBFX-FM	ClsscRck	ClrChnnl	2.4	3.4
WKLQ-FM	ActRck	Citadel	3.6	3.3
WMAX-FM	AdltHits	ClrChnnl	3.3	2.4
WJQK-FM	ChrstrnAC	Lanser	3.1	2.2
WMJH-AM	RegMex	Birach	0	1.9
WMUS-FM	Ctry	ClrChnnl	1.1	1.8
WBBL-AM	Sports	Citadel	1.4	1.6
WHTS-FM	T40	Citadel	0.8	1.6
WJNZ-AM	Urb	WJNZ	1.7	1.6
WTKG-AM	N/T	ClrChnnl	0.4	1.1
WFUR-FM	ChrstrnAC	Kuiper	1	0.9
WNWZ-AM	SpanCont	Regent	1.4	0.7
WYVN-FM	ClsscHits	Midwest	0.8	0.6
WHTC-AM	N/T	Midwest	0.4	0.5
WKFR-FM	T40	Cumulus	0	0.5
WPNW-AM	N/T	Lanser	0.7	0.5

### Indianapolis, IN (#41)

**WFMS wins again.**

Station	Format	Owner	Win	Spr
WFMS-FM	Ctry	Cumulus	9.3	9.9
WHHH-FM	UrbT40	One	7.4	7.5
WFBQ-FM	ClsscRck	ClrChnnl	7.5	7.1
WIBC-AM	N/T	Emmis	7	6.8
WYXB-FM	AC	Emmis	5.2	5.9
WTLC-FM	UrbAC	One	4.2	5.2
WLHK-FM	Ctry	Emmis	4.4	5.1
WRZX-FM	Alt	ClrChnnl	4.8	4
WKLU-FM	ClsscRck	Indy	3.9	3.6
WNOU-FM	T40	Emmis	3.6	3.6
WZPL-FM	HotAC	Entercom	3	3.4
WNTR-FM	AdltHits	Entercom	3.9	3.3
WJJK-FM	AdltHits	Cumulus	3.3	3.1
WYJZ-FM	SmJazz	One	2.7	2.8
WISG-FM	ChrstrnAC	Cumulus	3.4	2.5
WTLC-AM	Gospel	One	2.5	2
WTTS-FM	TripleA	SarkesTarzian	2.5	2
WNTS-AM	RegMex	Davidson	1.2	1.5
WXNT-AM	N/T	Entercom	1.3	1.5
WRDZ-FM	Childrens	ABC	0.9	1.1
WEDJ-FM	SpanCont	ContBrdcst	1	1
WNDE-AM	Sports	ClrChnnl	1.5	0.9
WIAU-FM	Oldies	Pilgrim	0.7	0.8
WXLW-AM	Sports	Raven	1	0.8
WSYW-AM	RegMex	ContBrdcst	0	0.6
WCBK-FM	Ctry	Mid-AmRadGrp	0	0.5
WKKG-FM	Ctry	Findlay	0.6	0.5

### Kansas City, MO (#29)

**KPRS controls the market.**

Station	Format	Owner	Win	Spr
KPRS-FM	Urb	Carter	7.3	7.1
KMBZ-AM	N/T	Entercom	5.5	5.4
KMJK-FM	UrbAC	Cumulus	4.9	5.2
WDAF-FM	Ctry	Entercom	4.9	5.2
KQRC-FM	ActRck	Entercom	5.4	5.1
KBEQ-FM	Ctry	CBS	4.6	5
KCMO-FM	Oldies	Cumulus	4.1	4.7
WHB-AM	Sports	Union	3.6	4.4
KFKF-FM	Ctry	CBS	5.2	4.3
KMXV-FM	T40	CBS	3.3	4
KUDL-FM	AC	Entercom	4.9	3.8
KCHZ-FM	UrbT40	Cumulus	3.6	3.6
KRBZ-FM	Alt	Entercom	3.1	3.6
KCJK-FM	AdltHits	Cumulus	2.8	3.3
KYYS-FM	ClsscRck	Entercom	2.8	3
KCFX-FM	ClsscRck	Cumulus	3	2.6
KCKC-FM	AC	CBS	2.2	2.6
KCMO-AM	Talk	Cumulus	2.6	2.5
KCSP-AM	Sports	Entercom	2	1.8
KCXM-FM	Rock	Union	1.8	1.5
KPRT-AM	Gospel	Carter	0.9	1.3
KKHK-AM	SpanMisc	Entercom	0.9	1.2
KXTR-AM	Classical	Entercom	0.9	1.1
KCCV-FM	ChrstrnTlk	Bott	1	0.7
KCZZ-AM	RegMex	Davidson	0	0.5
KDTD-AM	RegMex	Davidson	0.7	0.4
KTPK-FM	ClsscCtry	JMJ	0.5	0.4

### Madison, WI (#96)

**WMGN overtakes Z104.**

Station	Format	Owner	Win	Spr
WMGN-FM	AC	M-WFam	7.8	8.8
WZEE-FM	T40	ClrChnnl	8.2	8.7
WIBA-AM	N/T	ClrChnnl	5.8	7.1
WWQM-FM	Ctry	M-WFam	6.3	6.1
WOLX-FM	Oldies	Entercom	5.3	5.3
WIBA-FM	ClsscRck	ClrChnnl	5.6	5
WJJO-FM	ActRck	M-WFam	5.3	4.7
WMMM-FM	TripleA	Entercom	3.4	3.7
WCHY-FM	AdltHits	Entercom	3.9	3.5
WHLK-FM	ClsscHits	M-WFam	3.6	3.1
WXXM-FM	Talk	ClrChnnl	2.2	3.1
WMAD-FM	Ctry	ClrChnnl	2.7	2.6
WTUX-AM	Stndrds	M-WFam	2	2.6
WTSO-AM	Sports	ClrChnnl	3.1	2.4
WTDY-AM	N/T	M-WFam	1	1.9
WDMP-FM/				
WDMP-AM	Ctry	DodgePoint	1.7	1.8
WKPO-FM	UrbT40	GoodKarma	1.7	1.4
WLMV-AM	SpanMisc	M-WFam	3.2	1.4
WSJV-FM	AC	NRGMedia	1	1.1
WJVL-FM	Ctry	Bliss	1	1
WDDC-FM	Ctry	Zoe	0.7	0.6
WTMJ-AM	N/T	Journal	0.7	0.6
WXRO-FM	Ctry	GoodKarma	0.5	0.6
WBBM-AM	News	CBS	0	0.5
WGN-AM	N/T	Tribune	0.7	0.5
WNNO-FM	HotAC	Magnum	0	0.5

**12+ M-Su, 6AM-12AM Fall 2005 or Winter 2006 to Spring 2006 comparisons. Copyright 2006 The Arbitron Company**