

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 concludes its series of reprinted articles and reports found Billboard Radio Monitor & All Access, with a final Monitor article reflecting upon what was learned at the 31st annual Learning Conference. Our thanks to Billboard's Paul Heine and All Access' Joel Denver and their respective staffs for their detailed coverage of the conference, covered here over the past few weeks: Promotion Summit Kicks Off 31st Annual Conclave (Ken Tucker). Promotions directors, marketing directors and programmers from across the country have gathered here for the Promotions Summit, which kicked off the 31st annual Conclave learning conference. The second annual summit included four sessions; the first two key sessions tackled the topics of sales and added value. "Sales and Promotions — A Happy Marriage Is Possible." Clear Channel KEEY (K102) Minneapolis general sales manager Rob Berrell and other panelists were adamant that communication and flexibility are key to successful promotions. "Almost every idea can be morphed into something that will work," Greater Media WCSX Detroit new media marketing director Jennifer Williams said. "You have to think things through and figure out what's right for the client and the station." "I try to make it a goal to not say 'no,' but sometimes I have to say 'no, but,'" Clear Channel KQBW (the Brew) Omaha, Neb., PD Michelle Matthews added. "Turning Lemons Into Lemonade — Turning Added Value Into Real Money" featured Pop2Life president Eric Murphy, Pinnacle Media Worldwide VP International Ken Benson, Clear Channel/New York senior sales director Andrea Duggan and Marquee Concerts founder Sam Kimball. Advertisers want to tap into radio's relationship with its listeners, the panelists agreed. The Internet, events and concerts, product placement, experiential marketing, text messaging and mobile marketing, content on demand, podcasting, blogs and social networking are all opportunities for radio in the next five years. A 5 share station has the opportunity to bring in more ad dollars than an 8 share station, according to Murphy, if they are more creative with their NTR opportunities. Meanwhile, Benson encouraged programmers to be involved the sales and marketing process. "Nobody knows the audience better than you," he said. The panel agreed that it's important that new opportunities carry a price tag and not be added value. "Once you give it away, they're never going to pay for it," Duggan said.

Clear Channel Radio continues to restructure its management team, with an announcement this morning that it will be reducing management layers in a "flatter, more nimble" fashion by retaining current VP's while – according to a Clear Channel memo - "the job descriptions and responsibilities associated with them are quite different." In the Midwest, Dave Crowl retains his SVP title (one of 4 SVP's...down from 7 prior to the reorganization...while the region receives not one-not two-but THREE SVP's of programming (for a total of 4 SVPs, down from 6): Michael Martin (Western & Central), Gene Romano (Eastern & Central), and Alan Sledge (Western & Central). Marc Chase will be handling the Eastern region's programming with Romano. The region will be commandeered by these President/Market Managers: Earl Jones/Chicago, Mike Kenney/Cleveland, Til Levesque/Detroit, and Mick Anselmo/Minneapolis. In addition, the company named/renamed the following as Regional VPs (managing specific markets and also overseeing other geographies): Morgan Bohannon, Linda Byrd, Michael Crusham, Bruce Demps, Dan DiLoreto, Alene Grevey, Michele Grosenick, Jeff Holden, Lee Larsen, Dick Lewis, Matt Martin and Tom McConnell.

FCC Commissioner Jonathan Adelstein, 2005 Conclave Keynote and the only Commissioner to dissent in part from the indecency rulings earlier this year, told the Progress And Freedom Foundation in Aspen earlier this week that his Commission's rulings "dangerously expands the scope of indecency and profanity law without first attempting to determine whether we are applying the appropriate contemporary community standards." In his speech, he reiterated agreement with the rest of the Commission that "the government has a legitimate interest in protecting children from indecent and overly commercial content." But he warned that the Omnibus order does not provide broadcasters with a "coherent and principled framework." And that, he predicted, could jeopardize the ability of the FCC to do any regulation of indecency. Said the Commissioner from South Dakota, "We may forever lose the ability to prevent the airing of indecent material, barring an unlikely constitutional amendment setting limits on the First Amendment". He also received praise from the group for his opposition to government mandated multicast must-carry and cable a la carte. "Because I have been such an outspoken opponent of media consolidation- for which I make no apology - it may not always be clear that I believe restraint is often warranted."

On 8/18, CBS Talk WCKG/Chicago featured a reunion between Steven Dahl and Garry Meier, old radio partners who famously split in 1993 and who seem to have reconciled amicably. Partners since 1979, the relationship dissolved over remarks Dahl made about Meier and his wife. In recent years, Meier has partnered with Roe Conn. Catch the historic burying-of-the-hatchet on a repeat airing: the Dahl "Back to the Beach" remote will air one more time at the 2-7 pm slot, on Friday, 8/25 (also streaming on www.1059freem.com).

ADDED KCLD WWAX WQLH WNCI WAPE WQAL & 20+ more! KQCH 70x KQKQ 49x WIXX 62x KS95 27x KMXV 47x WZPL 26x WERO 47x WMJC 21x KDWB 35x KALC 20x HINDER LIPS OF AN ANGEL UNIVERSAL REPUBLIC RECORDS



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Eleanor Mondale, daughter of former Vice President **Walter Mondale**, is taking a job at **CBS Talk WCCO-AM/Minneapolis** as co-host, with **Susie Jones**, of the midday 9am-Noon (Central Time) slot. This represents a triumph for Mondale, as last year, following a diagnosis of two brain tumors, she was told she had six months to live. Treatment, including chemotherapy and radiation at the Mayo Clinic, has caused the tumors to disappear or shrink to “non-threatening” status. Mondale is a former host at E! Entertainment Television and CBS.

Peyton Manning, Indianapolis Colts Quarterback, accompanied by his father, former **Viking Archie Manning**, made a visit to the **Clear Channel** Rocker WFBQ/Indianapolis studios on Monday, to raise money for Manning's Payback Foundation, a organization that assists programs in providing leadership and growth opportunities for disadvantaged youths. Together with **Premier Radio Networks** cut-ups **Bob and Tom**, Manning oversaw an on-air auction, which included three sets of autographed helmets from Peyton, Archie and Eli Manning. The auction raised \$44,500 in about four hours.

Legendary sportscaster **Bob Costas** is going to helm a weekend syndicated talk show, under the auspices of **Premiere Radio Networks** and **Clear Channel Radio**. The show, entitled “Costas on the Radio,” is premiering September 16th and will air on at least 75 stations. Starting on October 9th, it will feature “The Costas Cuts” and “The Costas Minute,” two 60-second vignettes. The show will also air on non-sports outlets. Costas has previously had a weekend syndicated radio show “Costas Coast-to-Coast” and a late night TV show “Later...With Bob Costas.” He was the keynote speaker of the 1990 Conclave Learning Conference and he is currently host for NBC's NFL coverage.

Former KDWB/Minneapolis talent **J. J. Kincaid** had been tapped to be the new afternoon star of **Clear Channel** Top 40 WHTZ (Z100)/New York. He currently works afternoons at sister Top 40 KHKS(106.1/KISS-FM)/Dallas and will start his new gig September 12th. Leaving WHTZ is **Paul “Cubby” Bryant**, who will now be working mornings with **Whoopi Goldberg** at sister WKTU and other syndicated stations. Kincaid had this to say: “This is dream come true for me. While it's tough to leave all the great people at KISS in Dallas, it is an honor to work at Z100. I can't wait to get started! And, I gotta thank **Davy Crockett, Rob Morris, Rich Davis, Jason Kidd, Patrick Davis, Mike Klein, Jake Redman** (who is very talented and still needs a gig!) and of course **Sharon** and **Tom** at Z100! This is a dream come true!!!!”

Many of the **Journal Broadcast Group's** radio stations, including WTMJ-AM/Milwaukee, KTTS-AM and KGSF-AM/Springfield, KFDI-AM and KFTI/Wichita, and KFAQ-AM/Tulsa, are committed to covering the 2006 general elections. They will be providing a minimum of five minutes of news coverage on weekdays in the 30 days before the election. This is part of the “2006 Red, White, and Blue Initiative” that includes the TV news operations. The segments

will focus on federal, state, and local elections and will air in high listener time periods. The stations will also run PSAs to get out the vote, and will feature profiles and interviews of candidates, as well as some viewer/listener questions and debates.

Changes. **Kannon with a K** leaves the afternoon drive at **Beasley** Top 40 Rhythmic WRDW/Philadelphia to cover the much-desired afternoon drive slot at **Clear Channel** Top 40 WKSC/Chicago. Also joining WKSC for middays is **Nina Chantele**, coming from **Entravision** Urban/Hispanic KZZA/Dallas, where she covered the Music Coordinator/afternoons position...Long-time radio programmer **John Roman** becomes PD and 3-7 pm afternoon host at **Cumulus Talk** WWCK-AM/FLINT, MI. Also at WWCK-AM, former WFBE/FLINT morning show member **Rusty Thomas** joins as Roman's afternoon producer...Effective 9/5, **Nick Ring** becomes the Internet Sales/Non-Traditional Solutions specialist for the cluster at **Clear Channel/Madison**...**Patti Banner** joins **Brain Casey & The Wake-Up Bunch** at Oldies KOLA/Redlands, CA, exiting her previous job at **Nextmedia** AC WZSR/Crystal Lake, IL as the PM drive host.

Many changes are afoot at **Summit City Radio**. Alternative WXTW/Ft. Wayne will flip to Spanish on 8/31, as it has been sold. Until the sale closes, the new start-up group—ex-**Artistic Media Group**/Ft. Wayne GM **John Henry** and local hockey legend **George Kostopoulos**—will operate the station under the LMA agreement. 8/31 also ushers in more format changes: Adult Hits WXKE will switch to a simulcast of Adult Standards WGL-AM. WXTW PD/morning man **J. J. Fabini** moves to a WXKE as MD/middays. Fabini will also retain PD duties of Adults Standards WGL-AM. Bringing back the original call letters, frequency, and PD that defined the market's Heritage Rock stations from 1979-2002, Top 40/Mainstream WXKE will flip back to Rock as WXKE (ROCK 104). Appropriately, **Doc West**, who programmed ROCK 104 for 23 years, returns for PD/mornings, transferring from Classic Rock WCKZ. WCKZ will switch to a simulcast of ROCK 104. WXTW morning co-host/middays **Lauren McCrady** moves to AE for ROCK 104.

Tired of high gas prices? **Cricket Communications** is trying to help by offering their listeners a “Morning of Free Gas” on Thursday, 8/24. Joining with **Entercom AC KOSI**/Denver, the **Murphy & Jo** morning show is going to announce the secret location at 6 am. Savvy listeners will be able to start pumping free gas at 7:30 am.

The plug has been pulled on *Mancow in the Morning* at **Archway Rock** KKZR/Little Rock. They are playing more of “The Monsters of Rock” in the morning, and examining options for the future, according to OM **Charlie Kendall**.

Connoisseur Media had acquired KBBX from **Journal Broadcast Corporation** and **John Ginzkey** had been named GM of Connoisseur's Omaha cluster. Additionally, Connoisseur anticipates that a new FM station will be on the air by 2007, and they have already secured a construction permit.

MICHAEL VINCENT "WONT LOOK BACK"

ACQB D-33* (+60)



MEAN ALLEN

Sports WFBZ/Trempeleau-La Crosse, WI and a K270AG translator in La Crescent, MN, until recently owned by **S&S Broadcasters**, have been sold to **Sparta-Tomah Broadcasting** for \$850,000, with an LMA before closing. **Sparta-Tomah** now owns several properties in the market, as it also owns Country WCOW and Talk WKLJ-AM.

For \$120,000 and a noncompete agreement, AC KANS/Emporia, KS has been sold to **Marty Hill's Kansas Radio** for \$120,000. The deal was closed by **Ed Lipson's C&C Consulting, Inc** on Thursday, 8/17. However, since September 1st, 2003, the buyer has been operating the station, acting under a time brokerage agreement.

Mike Claiborne is leaving **Big League Broadcasting** Sports KFSN-AM/St. Louis. He is just moving across town, though, to join **CH Holdings** Talk KTRS-AM as the pre- and post-game host for the Cardinals and Blues.

Paula McKay, AM show co-host over at **NextMedia** AC WXSJ/ Crystal Lake, IL, along with co-host **Gary Castaldo**, and the rest of the WXSJ team, managed to raise over \$100,000 towards the operating budget of a McHenry County domestic violence shelter. Turning Point, the shelter, was unable to open due to a lack of available funds, despite being built over 3 years ago. It will now be able to serve over hundreds of families, thanks to the effort of Paula and WXSJ.

Changes, Too. **Ziggy** replaces **Eric Morgan** as PD at **Newradio Group** Country KKYI/Sioux City, IA. Morgan recently left to return home to Indiana...**Steckline** Sports KGSO-AM/Wichita has replaced **Matt Storm** as News Director at KGSO with former **Learfield Communications** Affiliate Relations Manager **Chris Clift**...After exiting **Clear Channel** Top 40 KDWB/Minneapolis earlier in the week, **Scott Tyler** will be voicetracking mornings on IPartyRadio...Midday star **Leigh McNabb** will be taking on a morning show co-host job at **Cumulus** Top 40 WZOK/Rockford, IL, after exiting (effective 9/15) **Saga** Hot AC WLRW/Champaign-Urbana...**Melissa Abriani** has been promoted from Sales Assistant to Assistant Promotions Director over at **Entercom Indianapolis**. She will be covering Hot AC WZPL, Variety WNTR, and N/T WXNT-AM.

Three Eagles Classic Rocker KRBI-The Buzzard/Mankato is putting together a Dead Rockers Tribute tomorrow from noon-midnight. Says Market PD **Miles Riker**, "Classic Rock Bands, have been notoriously hard living for years. This lifestyle has caught up to more than a few and the world has lost some of the best musicians ever known. Saturday, The Buzzard will showcase these fallen stars and the bands they performed with." The station will feature bands like AC DC, The Beatles, Derek & the Dominoes, Grateful Dead, Lynyrd Skynyrd, etc. – all bands with members who died while active members – and solo artists like Jimi Hendrix, Janis Joplin, Robert Palmer, Stevie Ray Vaughn, etc. Miles gave no word about whether a Mankato mortuary would act as the show's key sponsor.

Jeff Deminski and **Bill Doyle** are owed congrats on their seventh anniversary at **CBS Talk** WKRK/Detroit's afternoon drive. After several years in the same time slot at Talk WKXW/Trenton, the duo arrived in Detroit in 1999.

"Cheap Psychological Ticks with Dr. Buff," a 60-second advice-vignette hosted by **Dr. Perry Buffington**, has just been launched by **Envision Radio Networks**. For more information, visit www.envisionradio.com, or get in touch with **Rebecca Pixley** at

rebeccap@envisionradio.com. The vignette is now available on a barter basis.

In XM news, 2002 Conclave Legend Graham Nash will host "SongStories with Graham Nash," a new half-hour music program exclusive to XM. Among the featured artists in the first episodes: **Carole King, Paul Williams, Waylon Jennings, and Ben E. King**. The show debuts 8/21 on The Loft, XM 50. The show will focus on the process of songwriting, asking artists behind-the-scenes questions regarding some of their classic songs.

Hearty congratulations to another Conclave Legend (2005) **Keith Urban**, whose single "Once In A Lifetime," made history as the highest debuting single in the 62-year history of the Billboard Hot Country Song Chart. It debuted at No. 17, outperforming his two previous singles, which debuted at No. 18. Congratulations are also due the staff of Capitol/Nashville! "Once In A Lifetime," is the first single off Urban's forthcoming album release.

Congratulations are due to **Clear Channel** Top 40 KDWB/ Minneapolis APD/MD **Lucas Phelan**, who married bride **Stephanie** in an impromptu ceremony in Las Vegas last week. There is no truth to the rumor they were married by an "Elvis" who looked remarkably like Lucas' boss, **Rob Morris**.

The University of Cincinnati Bearcats change their football radio lineup this season. The games are owned by **Clear Channel** and aired on Talk WLW-AM. **Deontey Kenner** joins as an analyst, working with **Don Hoard** and **Jim Kelly Jr.** **Scott Springer** is out as a sideline reporter, having been offered another job as a pre- and post-game reporter.

Regent Communications is selling Sports WYNG (ESPN 94.9)/ Mt. Carmel, IL-Evansville, IN to **W. Russell Withers, Jr.** for \$1.5 million. Regent, which has owned the station since January 2004, owns five other stations in the market. Withers owns Country WRUL/ Carmi, IL, which can be heard in the Evansville market.

Viper Communications sells Sports KOZQ-A and Classic Rock KFBD/Waynesville, MO to Ozark Broadcasting for \$500,000.

On Thursday, the man beloved to fans as "Lil' Wally the Polka King," **Walter Jagiello**, died of heart failure at the age of 76, in Miami Beach. In radio, he hosted many shows over the years, on WCRW-AM, WLS-AM, and WTAQ-AM/Chicago. Co-writer of the Chicago White Sox theme, "Go-Go White Sox" (recently revived), Lil' Wally also recorded over 100 albums.

Former president of **Knorr Broadcasting Corporation, Nellie Marie Knorr**, passed away August 10, in Pontiac, MI, at the age of 89. Many condolences to all her loved ones. Nellie took over the company in 1960, when her husband Fred died. She retired in 1970. Knorr Broadcasting owned the legendary Top 40 WKNR-AM/Detroit (now **Clear Channel** WWWW-AM).

More Changes. After working at WTTS/Bloomington, IN, **Brady Jacoba** is now working as AE at Classic Hits WKLU/Brownsville, IN...**Brent Carey** (formerly of WTWR/Toledo) has been picked up by **ABC Radio** Hot AC WDVD/Detroit OM/PD **Ron Harrell** for a weekend/swing job...Replacing **Chris Kerrigan & Company** is KKCS/Colorado Springs's **Craig & Sam**. They were named as replacements by **Federated Media** Hot AC WMEE/Ft. Wayne's PD **Rob Kelley**.

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Availz: Former Philadelphia & Minneapolis air talent **Salina Jones** at 484-418-1218 or salina@voiceresults.com... Soon-to-be free agent WMAD/Wisconsin morning host **Mark Manuel** at 563-343-8078 or markmanuel@tds.net...

Jobs. Bahakel Classic Hits KOKZ-FM in Waterloo/Cedar Rapids is looking for full-time talent for future openings, someone who knows and loves 70's and 80's pop music. Morning drive experience a plus. Health insurance (Blue Cross/Blue Shield) & a 401K program available, and you must have at least 1 year of on-air experience. Send your CD and resume to: Operations Manager, KOKZ-FM, 514 Jefferson Street, Waterloo, IA 50701... **Bahakel** Active Rock KFMW in Waterloo/Cedar Rapids is looking for part-time on-air personalities to join eastern Iowa's #1 rock station. Require at least 1 year of on-air experience. Send an mp3 and resume to cross@rock108.com, or snail mail your CD & resume to PD **Michael Cross**, KFMW-FM, 514 Jefferson Street, Waterloo, IA 50701... **Clear Channel Radio/Minneapolis** is hiring an Account Executive for its Total Traffic Network (TTN) division. College education preferred. Background in related media sales and outstanding marketing/presentation skills required. Must have own vehicle with a valid driver's license and state mandated auto insurance. Forward resume, cover letter, position you're seeking and salary requirements to: Hiring Manager, Clear Channel, 1600 Utica Avenue South, Suite 400, Minneapolis MN 55416 E-mail: Employment@ClearChannel.com... Wisconsin Country station is looking for its next morning host. Interested individuals or teams must know the importance of local. Are you creative, topical, funny, familiar with the country lifestyle and listener? Send a short mp3 to mike.ryan@cumulus.com or get your package fast to PD **Mike Ryan**, 491 S. Washburn. Ste 400, Oshkosh, WI 54904... Immediate opening of an On-Air/Production position at one of the NRG Media rated-market clusters in the Midwest. This is for a well-versed AC performer who will also handle APD duties. Production skills a priority. Knowledge of NexGen, MusicMaster, Adobe Audition a plus. Salary plus benefit package. EOE. Resume and audio sample to **Sue Kmet**, Director of Human Resources, NRG Media, L.L.C., 2875 Mt. Vernon Rd., Cedar Rapids, IA 52403. skmet@nrgmedia.com... Y94/Fargo-Moorhead, ND, seeks part-time On-Air Talent, live overnight/weekend shifts, voicetracked duties, and board-op duties. Aircheck and resume to **Troy Dayton**, 1020 25th St. S, Fargo, ND 58103, or email troym@y94.com... **Entercom Indianapolis, LLC** WZPL/Indianapolis, seeks Sales Assistant to assist Account Executives and Director of Sales. Two years previous administrative or secretarial experience required. Fax resume and cover letter to Director of Sales at (317) 816-4080... **Cumulus Broadcasting, Inc.** Rhythmic/Top 40 KCHZ/Kansas City, MO seeks Morning Show Sidekick to join Morning Show "Shorty and the Boyz." Contact **Maurice Devoe**, 95.7 The Vibe, 4240 Blue Ridge Blvd., Suite 820, Kansas City, MO 64133, Maurice.devoe@cumulus.com... **WCLT Radio**/Newark, OH seeks full-time Air Talent, preferably with promotions and marketing experience. Contact WCLT Programming, P.O. Box 5150 Newark Ohio, 43058-5150... **Learfield Communications** seeking Affiliate Managers to work within the News Division. Affiliate Managers travel the Midwest to attend to needs of current stations and develop relationships with new stations. Please email resume and cover letter explaining your favorite kind of pie and why to jmartin@learfield.com. For more info, see CEO's blog at www.growlearfield.com... **McCook Radio Group** KADL/Imperial, NE looking for a Sports Director for a daily on-air show and high school sports play-by-play. Email cover letter and resume to mrgopening@yahoo.com or mail to Radio Opening, 102.9 KADL, P.O. Box 333, McCook, Nebraska 69001... **Cox Radio-Dayton** seeking Chief Engineer. Apply to **Donna Hall**, Vice President/General Manager, Cox Radio-Dayton, 1414 Wilmington Ave., Dayton, OH 45420... Top 40 WIXX/Green Bay, WI seeks Program Director. Send your package to WIXX c/o **Jeff McCarthy**, VP Programming, 101 WIXX, P.O. Box 23333, Green Bay, WI 54305, or email mccarthy@mwcradio.com... **Saga**

Communications Hot AC WLRW/Champaign, IL seeks energetic and enthusiastic adult communicator. Females and minorities strongly encouraged to apply. Send package to **Jonathan Drake**, OM/PD, MIX 94.5/WLRW, 2603 W. Bradley Ave., Champaign, IL 61821, or email jdrake@mix945.com... **Entercom Kansas City** seeks A/P manager for A/P and general accounting duties, as well as backup for payroll processing. Email resume to jobskc@entercom.com, subject line: A/P Manager... **Entercom Indianapolis** WNTR/WXNT, Indianapolis, IN seeks Traffic Director to maintain daily logs for two stations. Fax resume, cover letter and salary requirements to: Market Controller, Fax: (317) 816-4080... **Next Media** Star 105.5, Y103.9, Crystal Lake, NW Chicago suburbs, IL, seeks full-time Air Personality. Send relevant materials to **Doug Daniels**, Operations Manager, Next Media/Chicago, 8800 US Highway 14, Crystal Lake, IL 60012... **Double O Radio** Hot Country KXXK/KSIS/Sedalia, MO seeks Morning Show Host. Express T & R with photo to **Mike Jenkins**, Operations Manager, KXXK/KSIS/92.3 BOB, 2209 S. Limit, Sedalia, MO 65301, 800-748-8354, or email mjenkins@bickbroadcasting.com... **Cumulus Broadcasting** Country, Oshkosh, WI seeks Morning Host. Send short mp3 to mike.ryan@cumulus.com, or mail Mike Ryan, Program Director, 491 S. Washburn, Ste. 400, Oshkosh, WI 54904... **Maverick Media** Hot AC WGFB/Rockford, IL seeks Program Director. Send resume to **Jim Stone**, Maverick Media, 2830 Sandy Hollow Road, Rockford, IL 61109... K-101/Woodward, OK seeks Entry Level/7pm-12am shift. Great opportunity for recent grad or someone starting out. Send resume and mp3 aircheck to **Danny Ridenour**, danr@k101online.com... **Lee Family Broadcasting** KZDX/Twin Falls, ID seeks young, upbeat, uptempo jock for afternoons. Send tape, resume, and photo to kzdxblastoff@yahoo.com, or mail to **Broc Johnson**, KZDX, 953 Blue Lakes Blvd. N., Twin Falls, ID 83301... **Entercom** WDAF/Kansas City, MO seeks night entertainer, up on pop culture, current events, and today's country music scene. Audio (mp3 or equivalent only) and resume with reference to **Michael Cruise**, mcruise@entercom.com... **Clear Channel Radio**, Classic Rock KXUS/Springfield, MO seeks Program Director or Assistant Program Director, depending on qualifications. Send aircheck, audio composite of your current station, resume, and programming philosophy to **Paul Kelley**, paulkelley@clearchannel.com. Or mail to Clear Channel Radio, 1856 South Glenstone, Springfield, MO 65804... **Nextmedia AC** WZSR/Crystal Lake, IL is looking for a new PM drive host. T & R to **Doug Daniels** at Nextmedia/Chicago, 8800 Route 14, Crystal Lake, IL 60012... **Clear Channel** Top 40 KDWB/Minneapolis, MN is looking for someone to do nights. Send materials via mail only to PD **Rob Morris**, KDWB, 1600 Utica Ave., S., Suite #400, Minneapolis, MN 55416... 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 before Friday noon of *THE TATTLER* issue date.



*"My wife wants the new CD by Yo-Yo Ma.
Where do you keep the rap music?"*

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2006 Spring Book

GreenBay, WI (#186)

Midwest's WNCY, WIXX continue their 1, 2 punch.

| Station | Format | Owner | Fa'05 | Spr |
|----------|----------|----------|-------|------|
| WNCY-FM | Ctry | Midwest | 10.7 | 13.3 |
| WIXX-FM | T40 | Midwest | 11.8 | 11.9 |
| WQGB-FM | Oldies | Cumulus | 6.8 | 8.8 |
| WKSZ-FM | HotAC | Woodward | 1.4 | 7 |
| WQLH-FM | AC | Cumulus | 5.4 | 6.7 |
| WTAQ-AM | N/T | Midwest | 6.1 | 6.3 |
| WDUZ-FM/ | | | | |
| WDUZ-AM | Sports | Cumulus | 6.8 | 4.9 |
| WPCF-FM | Ctry | Cumulus | 5.7 | 4.9 |
| WECB-FM | AC | Woodward | 3.6 | 3.5 |
| WJLW-FM | ClsscRck | Cumulus | 4.3 | 3.5 |
| WAPL-FM | ClsscRck | Woodward | 6.4 | 3.2 |
| WZOR-FM | ActRck | Woodward | 2.1 | 2.8 |
| WZZ-FM | ClsscRck | Midwest | 2.9 | 2.5 |
| WZBY-FM | AC | Midwest | 3.6 | 2.1 |
| WNAM-AM | Stndrds | Cumulus | 3.2 | 1.4 |
| WNFL-AM | Talk | Midwest | 1.8 | 1.4 |
| WSFQ-FM | Oldies | Badger | 0 | 1.1 |
| WAUN-FM | SmJazz | Magnum | 0 | 0.7 |
| WROE-FM | AC | Midwest | 1.4 | 0.7 |
| WTMJ-AM | N/T | Journal | 0 | 0.7 |
| WVBO-FM | Oldies | Cumulus | 0 | 0.7 |

Joplin, MO (#236)

KIXQ ahead by a mile.

| Station | Format | Owner | Fa'05 | Spr |
|----------|------------|--------------|-------|------|
| KIXQ-FM | Ctry | Zimmer | 12.9 | 12.3 |
| KSYN-FM | T40 | Zimmer | 7.4 | 7.7 |
| KXDG-FM | ClsscRck | Zimmer | 6.7 | 7.7 |
| KJMK-FM | AC | Zimmer | 4.9 | 6.5 |
| KBTN-FM | CtryOldies | FFDHoldingsl | 6.1 | 5.8 |
| KCAR-FM | Oldies | FFDHoldingsl | 4.3 | 5.2 |
| KKOW-FM | Ctry | AmMedInvst | 6.7 | 4.5 |
| KMXL-FM | HotAC | Petersen | 3.7 | 4.5 |
| KJML-FM | Alt | FFDHoldingsl | 4.3 | 3.9 |
| KWXD-FM | Oldies | SEKansas | 2.5 | 3.2 |
| KIGL-FM | ClsscRck | ClrChnnl | 1.8 | 2.6 |
| KMOQ-FM | T40 | FFDHoldingsl | 4.3 | 2.6 |
| KHST-FM | Rock | SEKansas | 1.2 | 1.9 |
| KQYX-AM | N/T | FFDHoldingsl | 2.5 | 1.9 |
| KZRG-AM | N/T | OzarkCollege | 0.6 | 1.9 |
| KDMO-AM | Stndrds | Petersen | 1.8 | 1.3 |
| KZYM-AM | Sports | Zimmer | 0.6 | 1.3 |
| KAMO-FM | ClsscCtry | Cumulus | 0.6 | 0.6 |
| KBVA-FM | Other | Hendren | 1.2 | 0.6 |
| KKOW-AM | N/T | AmMedInvst | 0.6 | 0.6 |
| KOSP-FM | Oldies | M-WFam | 0.6 | 0.6 |
| KQYS-AM | N/T | FFDHoldingsl | 0.6 | 0.6 |
| KSEK-FM | Rock | SEKansas | 0 | 0.6 |
| KSGF-FM/ | | | | |
| KSGF-AM | N/T | Journal | 0 | 0.6 |
| KTXR-FM | AC | Meyer | 0 | 0.6 |
| WMBH-AM | Sports | Hardman | 0.6 | 0.6 |

Kalamazoo, MI (#184)

WRKR tightens the race.

| Station | Format | Owner | Fa'05 | Spr |
|---------|-----------|------------|-------|------|
| WKFR-FM | T40 | Cumulus | 12.5 | 14.4 |
| WRKR-FM | ClsscRck | Cumulus | 9.9 | 11 |
| WBCT-FM | Ctry | ClrChnnl | 6.5 | 8.7 |
| WQLR-FM | AC | Fairfield | 6.5 | 6.4 |
| WFAT-FM | ClsscHits | Midwest | 6.9 | 6.1 |
| WKZO-AM | N/T | Fairfield | 4.3 | 4.9 |
| WNWN-FM | Ctry | Midwest | 3.9 | 4.2 |
| WKMI-AM | N/T | Cumulus | 3.4 | 3 |
| WNWN-AM | UrbAC | Midwest | 1.7 | 3 |
| WOOD-FM | AC | ClrChnnl | 5.6 | 2.3 |
| WQXC-FM | Oldies | Forum | 3.4 | 2.3 |
| WSNX-FM | T40 | ClrChnnl | 1.3 | 2.3 |
| WJXQ-FM | ActRck | RubberCity | 1.3 | 1.9 |
| WAKV-AM | Stndrds | Vintage | 0.9 | 1.5 |
| WGRD-FM | Alt | Regent | 0.9 | 1.5 |
| WFRN-FM | ChrstrnAC | Progrssve | 0 | 0.8 |
| WKLQ-FM | ActRck | Citadel | 0.9 | 0.8 |
| WQSN-AM | Sports | Fairfield | 1.3 | 0.8 |
| WZUU-FM | ClsscRck | Forum | 0.9 | 0.8 |

Muskegon, MI (#232)

WMUS slips but maintains market leadership.

| Station | Format | Owner | Fa'05 | Spr |
|----------|-----------|------------|-------|------|
| WMUS-FM | Ctry | ClrChnnl | 15.6 | 12.9 |
| WSNX-FM | T40 | ClrChnnl | 10.9 | 9.3 |
| WMRR-FM | ClsscRck | ClrChnnl | 6.8 | 6.7 |
| WSHZ-FM | AC | ClrChnnl | 5.7 | 6.7 |
| WLCS-FM | Oldies | Unity | 4.7 | 5.2 |
| WMHG-AM | Stndrds | ClrChnnl | 3.1 | 3.6 |
| WVIB-FM | UrbAC | Noordyk | 2.6 | 3.6 |
| WBCT-FM | Ctry | ClrChnnl | 4.2 | 3.1 |
| WKLO-FM | ActRck | Citadel | 3.1 | 3.1 |
| WEFG-FM | Ctry | Unity | 2.1 | 2.6 |
| WGRD-FM | Alt | Regent | 2.6 | 2.6 |
| WLAV-FM | ClsscRck | Citadel | 2.6 | 2.6 |
| WJQK-FM | ChrstrnAC | Lanser | 1.6 | 2.1 |
| WKBZ-AM | N/T | ClrChnnl | 2.1 | 2.1 |
| WBFX-FM | ClsscRck | ClrChnnl | 1.6 | 1.5 |
| WHTS-FM | T40 | Citadel | 1 | 1.5 |
| WMAX-FM | AdlthHits | ClrChnnl | 1 | 1.5 |
| WTNR-FM | Ctry | Citadel | 2.1 | 1.5 |
| WGHN-FM/ | | | | |
| WGHN-AM | AC | WGHN | 0.5 | 1 |
| WLHT-FM | AC | Regent | 1.6 | 1 |
| WBBM-AM | News | CBS | 0.5 | 0.5 |
| WGN-AM | N/T | Tribune | 1 | 0.5 |
| WOOD-AM | N/T | ClrChnnl | 1 | 0.5 |
| WOOD-FM | AC | ClrChnnl | 1 | 0.5 |
| WTCM-FM/ | | | | |
| WBCM-FM | Ctry | Midwestern | 0.5 | 0.5 |
| WTRV-FM | AC | Regent | 0.5 | 0.5 |

Pittsburg, KS (#239)

It's the KOW's...

| Station | Format | Owner | Fa'05 | Spr |
|----------|------------|-------------|-------|------|
| KKOW-FM | Ctry | AmMedInvst | 19.4 | 21.6 |
| KKOW-AM | N/T | AmMedInvst | 6.7 | 7 |
| KIXQ-FM | Ctry | Zimmer | 5 | 5.9 |
| KSYN-FM | T40 | Zimmer | 5.6 | 5.9 |
| KSEK-FM | Rock | SEKILRC | 3.3 | 3.8 |
| KWXD-FM | Oldies | SEKansas | 2.8 | 3.8 |
| KHST-FM | Rock | SEKansas | 2.8 | 2.7 |
| KJMK-FM | AC | Zimmer | 3.9 | 2.7 |
| KJML-FM | Alt | FFD | 2.8 | 2.2 |
| KNEM-AM/ | | | | |
| KNMO-FM | Ctry | Harbit | 1.7 | 2.2 |
| KXDG-FM | ClsscRck | Zimmer | 1.7 | 2.2 |
| KOMB-FM/ | | | | |
| KMDO-AM | Oldies | FortScott | 3.3 | 2.1 |
| KBZI-FM | HotAC | AmMedInvst | 2.2 | 1.6 |
| KCAR-FM | Oldies | FFD | 1.7 | 1.6 |
| KIKS-FM | AC | Iola | 2.2 | 1.6 |
| KINZ-FM | ClsscHits | Sutcliffe | 2.2 | 1.6 |
| KKOY-FM | HotAC | SEKansas | 1.7 | 1.6 |
| KMOQ-FM | T40 | FFD | 1.7 | 1.6 |
| KBTN-FM | CtryOldies | FFD | 1.7 | 1.1 |
| KFTI-AM | ClsscCtry | Journal | 0.6 | 1.1 |
| KGGF-FM | AC | Mahaffey | 0.6 | 1.1 |
| KQLL-FM | Oldies | ClrChnnl | 0.6 | 1.1 |
| KQYX-AM | N/T | FFD | 0.6 | 1.1 |
| KRWP-FM | ClsscCtry | Cumulus | 1.7 | 1.1 |
| KWTO-AM | N/T | Meyer | 0.6 | 1.1 |
| KCMO-AM | Talk | Cumulus | 0.6 | 0.5 |
| KCSP-AM | Sports | Entercom | 0 | 0.5 |
| KGGF-AM | Talk | Mahaffey | 0.6 | 0.5 |
| KIND-FM | HotAC | KurtisMedia | 0.6 | 0.5 |
| KLKC-FM/ | | | | |
| KLKC-AM | AC | Acme | 0.6 | 0.5 |
| KMXL-FM | HotAC | Petersen | 1.1 | 0.5 |
| KMXV-FM | T40 | CBS | 0.6 | 0.5 |
| KSEK-AM | Sports | SEKILRC | 0 | 0.5 |
| KUSN-FM | Ctry | Mahaffey | 0.6 | 0.5 |
| WHB-AM | Sports | Union | 0 | 0.5 |
| WIBW-AM | N/T | Morris | 0.6 | 0.5 |

SiouxCity, IA (#272)

KGLI leads this super-competitive market.

| Station | Format | Owner | Fa'05 | Spr |
|---------|-----------|----------|-------|------|
| KGLI-FM | T40 | ClrChnnl | 13.2 | 12.4 |
| KKMA-FM | ClsscHits | Powell | 10.9 | 11.7 |
| KSUX-FM | Ctry | Powell | 13.2 | 11 |
| KSCJ-AM | N/T | Powell | 9.3 | 9.7 |
| KSEZ-FM | Rock | ClrChnnl | 10.1 | 8.3 |
| KWSL-AM | Sports | ClrChnnl | 4.7 | 8.3 |
| KKYY-FM | Ctry | NRGMedia | 7 | 6.2 |
| KSFT-FM | AC | ClrChnnl | 5.4 | 6.2 |
| KZSR-FM | HotAC | NRGMedia | 4.7 | 4.8 |
| KMNS-AM | N/T | ClrChnnl | 4.7 | 2.1 |
| WNAX-FM | Ctry | Saga | 1.6 | 1.4 |
| KELO-FM | AC | Backyard | 0.8 | 0.7 |
| KGOR-FM | Oldies | ClrChnnl | 0 | 0.7 |
| KQCH-FM | T40 | Journal | 0 | 0.7 |
| KTFC-FM | Religious | Swanson | 0.8 | 0.7 |
| KWMT-AM | ClsscCtry | ClrChnnl | 1.6 | 0.7 |

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