

MAIN STREET

Presents

The Conclave

TATTLE R

Publisher: Tom Kay Editor: Kate Kennedy
Cartoons Pilfered by Lenny Bronstein & Jay Philpott

The power of radio? Try this on for size. Neighbors knew something was up, when cars lined up around the block outside a suburban Minneapolis gas mart. Tuesday night, an hour after the place officially closed. When police arrived around midnight, they found that the source of the chaos was 27 cent gas. The station's pumps operate after closing, for customers who use credit cards. It appears someone who pumped gas noticed the error, and called a friend, who called a friend, who, well you get the picture. Someone eventually called ABC's rock KXXR (93X), and announced the pricing mistake over the air...basically turning the information into an impromptu station promotion. It didn't take long for bargain hunters to descend on the gas station. Why 27-cent gas? According to a police official, "The business owner told us last night before he closed up the business, his intention was to change the pump price to \$2.79 and in fact, it was changed to 27.9 cents." 3,500 gallons of gas were pumped in the two-hour frenzy. At a loss of more than \$2.50 per gallon, that would be a loss of nearly \$9,000 for the station. How did KXXR react to their role as a catalyst in announcing the snafu? Said PD **Wade Linder**, "We offered the gas mart advertising in the amount of any loss it may have incurred. And we told them we'd do a 'bikini car wash' promotion for them in addition to the advertising." The mart is still mulling those kind offers. *Commentary: 93X strikes another blow to those who still believe syndicated or voice-tracked night radio is best for their public...or for radio. -TK*

The Conclave Learning Conference kills off 007- almost! After examining all that is going on in radio this year – especially the building and rebuilding of broadcast companies, individual stations, and careers - the Conclave decided to re-direct and re-theme the 32nd annual Learning Conference - **Conclave 007: Radio Under Construction**. The industry is undergoing sweeping changes and the Conclave wants to recognize those important transformations and have some fun with concept, all at the same time. As part of the reconstituted **CONCLAVE 007: RADIO UNDER CONSTRUCTION**, you're invited to grab your OWN work crew (co-worker) and get into the industries' premier learning conference at VERY special group "construction" tuition rates: 1) Register two crew members for one low price: \$350. 2) Register three crewmembers for \$450. 3) Register five crewmembers for the unbelievable rate of \$700! Entrance for one is still only \$199 until May

The Learning Conference presents **Conclave 007**

RADIO UNDER CONSTRUCTION

Marriott City Center/Minneapolis

June 28-July 30 • Tuition \$199/\$99 student • Group rates available NOW!

1, 2007. Register by calling 952-927-4487 or via www.theconclave.com to get in at these very special rates. Put on your hard-hats, and join us this summer for **RADIO UNDER CONSTRUCTION** in Minneapolis, right after your all-important spring book!

There's been a dramatic seven-year sales decline that's hit the music industry hard, reports the **Wall Street Journal**. CD sales for the first three months of this year went down 20% from last year at this time, the latest sign that consumers are buying their music elsewhere. While CD's make up over 85% of the music sold, digital downloads have eclipsed them at an alarming rate. Several factors have contributed to the decline, including the death of specialty music retailers like **Tower Records**. **Apple's** 1 million iPods sold demonstrates the role of music in consumers' lives, but because of the Internet, it is no longer necessary to walk into a store to purchase music. Artist manager **Jeff Rabhan** says CD's have become simply advertisements for more lucrative concert tickets and merchandise. "Sales are so down and so off that as a manager, I look at a CD as part of the marketing of an artist, more than as an income stream. It's the vehicle that drives the tour, the merchandise, building the brand, and that's it. There's no money." 1 billion songs are still traded on illegal file-sharing networks. In the meantime, **Nielsen Soundscan** has reported that it's tracked down its largest number of individual music purchases to date in 2007. Consumer music purchases are up 19%, and consumers have bought 288 million digital tracks, as opposed to the 242 million from last year. Album purchases are down 10% this year, from 131 million in 2006 to 118 million.

Mary Quass, board member of the **NAB**, **Conclave** Advisory Board member and Pres/CEO of **NRG Media**, testified before the **Subcommittee on Antitrust** this week. She informed Senators that when the **FCC** allocated spectrum to **Sirius** and **XM** back in 1997, it specified there would be no single monopoly radio provider. "The Commission foresaw the dangers of a monopoly. It explicitly licensed more than one provider to ensure 'intra-market' competition and to prohibit one satellite radio provider from ever acquiring control of the other." She also pointed to the fact that "XM and Sirius, by their own admission, are not failing companies. Their current highly leveraged position is due to extraordinary fees paid for marketing and on-air talent, including the \$500 million contract that Sirius award to Howard Stern and the \$83 million dollar bonus just last year. But even with these costs, XM and Sirius have made clear they can succeed without a merger. I've heard these companies claim that no one should worry about this monopoly, because local radio competes successfully against XM and Sirius. Let's be clear: radio broadcasters do not compete in the national market of the satellite radio companies, but XM and Sirius DO compete in the local radio markets." *Commentary: With all due respect to the esteemed Ms. Quass, the NAB continues to cruise the difficult territory of championing continued ownership concentration of terrestrial radio while condemning the XM/Sirius merger. As long as terrestrial radio continues to burn up precious time and resources painting satellite as an enemy – and not as a fellow broadcaster – it will continue to squander real opportunities for growth as a medium. - TK*

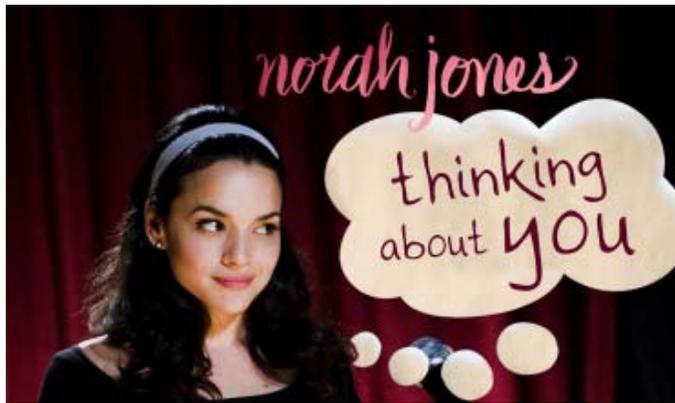
Conclave Scholarships now available - with your help!

Help a listener win a place in the exciting, fast-paced world of radio broadcasting or the music industry! Encourage entrance in the competition for three 2007 scholarship opportunities to **Brown College**, **Specs Howard** or **McNally-Smith**.

Visit www.theconclave.com to download a 30-second PSA! **BUT HURRY - THE COMPETITION ENDS MONDAY, APRIL 2, 2007!**

Download and schedule your spot TODAY!
Call 952-927-4487 for more information.





Thinking About

Hot AC

KLLC 40x
WBMX 23x
WTIC 19x

Airplay

WAYV KHMx WPLJ
WDVI KZZU WKRQ
WHYN

Thinking About

AC

WMXC add
WWLI 18x
KOST 17x
WMGN 13x
KXLT 10x



In a Gender Analysis study released this week by the **Mentoring and Inspiring Women in Radio** group, out of 10,612 stations, only 1,628 or 15.3% have female GM's, which is up only slightly from 2003. There are slightly better results in the top 100 markets: 16% in 2006 were managed by women, up from 14% in 2003, "But these ratios and this practically imperceptible growth rate, whether for the top 100 markets or for the entire industry, prove that the glass ceiling is still there," said spokeswoman **Joan Gerberding**, "and in some cases it's getting thicker." There are only 246 GM's that own 4,952 stations.

Rumor has it that **Garry Meier** is hitting the airwaves again in Chicago at **CBS Talk WCKG**, and may be in the same lineup as former co-host **Steve Dahl**. He may be doing late morning duties as early as next week. Meier and Dahl ended their partnership bitterly in 1993, and Meier later worked with **Roe Conn** at **WLS-AM**, which ended in 2004. He appeared again with Dahl in August of last year, sparking rumors that the two had reconciled and would work together again. They currently remain separate but in the same lineup at Free FM, replacing **Stan Lawrence** and **Terry Armour**.

The founder of **R&R** and longtime **Conclave** benefactor **Bob Wilson** is showing improvement after suffering a series of strokes. Wilson has given so much of himself to help so many in the music business over the years, now needs our support to continue his recovery. "**The Robert Wilson Special Needs Trust**," c/o of **First Republic Bank**, 12070 Ventura Blvd., Studio City, CA 91604, is taking donations. For more info, call First Republic at 818-752-4777. Your help is greatly appreciated.

The Conclave's 2007 scholarship application deadline is just 9 days away, April 2! Radio scholarships are offered to attend **Brown College** of Minneapolis, MN or to **The Specs Howard School of Broadcasting Arts** of Southfield, MI. One Music Business scholarship will be awarded to the **McNally Smith College of Music** in St. Paul, MN. For more info, visit www.radioscholarships.com. And radio: The Conclave has made a 30 second radio PSA announcing the scholarships available via download at www.theconclave.com. Help the industry find essential new talent, and spread the word about the industry's most unique scholarship programs TODAY! Time's a-wasting!

The \$2 billion sale of 24 **ABC Radio** stations to **Citadel Broadcasting** has been approved by the **FCC**, providing that Citadel sells 11 of its stations in markets where it would be over the FCC's local ownership limits. The sale was approved unanimously by all five commissioners at the monthly public meeting, and while Dems **Michael Copps** and **Jonathan Adelstein** had withheld their approval, they were now in favor because of the divestment of some of Citadel's properties. They urged Citadel to find minority or women-owned companies. The **IRS** now needs to sign off on the deal, which would pave the way for an early June take-over for Citadel.

Bob Uecker's alleged stalker was in violation of her court order during spring training last week. The **Milwaukee Brewer's** broadcaster was in Arizona on Monday for the Brewers-Cubs training game when the

Brewers organization alerted police that **Ann Ladd**, who was ordered to stay at least 500 feet away from Uecker and is not allowed at Brewers games, was indeed present. She was given a trespass warning and was asked to leave, which she did.

The Minneapolis-based **Navarre Corporation** announced that they have struck a 3-year \$95 million revolving credit deal with **GE-Corporate Lending**, and a four-year, \$15 million term loan with **Monroe Capital Advisors LLC**. **GE Capital Markets** arranged the deal, and the proceeds are going towards the company's previous debt facilities, as well as general working capital purposes.

Changes. **Curt Dykstra** has been named GM at **NRG Media's** Country **KKYA** and AC-Talk **KYNT/Yankton, SD**, beginning April 9. He joins **NRG** from **Backyard Broadcasting**, where he was the GSM for the Sioux Falls cluster... Beginning March 26, **Brent Dingman** takes over GSM duties at **Ann Arbor Radio's** four radio stations: **WWWW, WQKL, WTKA, and WLBY**. He comes to Michigan from Muskegon, where was served as Sales Manager for **Citadel Broadcasting**...**Carlos Mencia** has been added at **Clear Channel's** Classic Rocker **KRFX/Denver**. He started morning duties this morning, filling in until **Lewis and Floorwax** are back from their holidays on April 2.

Four stations in Watertown, SD have been purchased by **Armada Media** from **Robert Ingstad's Big Stone and Pheasant Country Broadcasting** for \$2.9 million. Armada will take over Country **KBWS/Sisseton**, Country **KDIO** and Classic Rock **KPHR/Ortonville, MN**, as well as **KMSD/Milbank**.

Mike Marino, produce and editor of the **Bitxchange**, has announced the company's latest affiliate, **Midwest Communications** Top 40 **WIFC/Wausau**. Morning man **Kallaway** also joins up with over 125 of the stations already in the **BitXchange**.

The new **Heil PR 20 Pink Pearl Microphone** had its first customer this week! **Entercom** AC **KOSI/Denver's** morning host **Denise Plant** hit the mic this week with the new model. The proceeds from the sales of the pink mics benefit the **Susan G. Komen Breast Cancer Foundation**, for the purpose of raising awareness of breast health and breast cancer.

Congrats to **Conclave** Board member **Gary Nolan**, the new PD at **Meridian Broadcasting** AC **WTLT/Ft. Myers**!

Hot AC artists like **Chris Daughtry, Sheryl Crow, Pussycat Dolls,** and **The Fray** can now be heard on Clear Channel's **WMAX/Grand Rapids**, as they make the switch from Adult Hits to "The New Max 96.1."

The recent change from Top 40 to Hot AC at **North Country Media** **KCAJ/Roseau, MN** inaugurates a new PD in **Dan Lucas**. The station covers Minnesota "Up Nort' there" and parts of Canada. Dan is looking for a new music service, so if you have some Hot AC records, send them on over to **KCAJ, 407 3rd Street NW, Roseau, MN 56751**.

Erica Farber!

2007
Conclave
Rockwell
Award



Presentation:
Conclave
Learning
Conference
Arbitron
Awards
Luncheon
Friday
June 29

Eastlan reports that changes are in the air for radio rating methodology this year. Bowling Green, KY, Lafayette, IN, Union City/Martin/Paris, TN, and Vincennes, IN/IL are the four new markets being added. Pres./CEO **Mike Gould** said, "It is undeniable that mixed methodology is the new reality for radio ratings in the US. This spring's audience measurement data will include passive measurement, diary and telephone recall. This new reality means more choice for broadcasters, particularly those in small and medium markets. Eastlan's data has proved reliable, and the R.O.I. is tough to beat. We think this is just the tip of the iceberg as broadcasters make the switch from the expensive diary methodology to Eastlan's more nimble and less expensive telephone recall approach." Eastlan will add another 12-15 markets as the year goes on.

In an "act of solidarity with **Soundexchange** and the **RIAA**," **Newsweb Corp.** Classic Hits trimulcast WDEK, WKIE, & WRZA/Chicago will no longer give away records and CD's to listeners. PD **Matt Dubiel** commented, "When I read that the RIAA and Soundexchange needed money so badly that they were going to price gouge independent web streamers and radio stations that stream online, I knew we had to do our part. In the face of the RIAA's struggles, it just doesn't seem fair for us to be giving away free CD's to music fans fully capable of pay for the music themselves. We're inviting everyone who has won a CD from 9 FM or any other radio station in Chicago this year, to return it to us and we'll exchange it for a 9 FM T-shirt and give the CD's back to the RIAA. Radio stations need to be able to stream online affordably."

Changes, Too. **Bruce Drennan**, former host at WHK-AM, WTAM-AM, and WKNR-AM/Cleveland has landed a TV spot! His nightly show on regional cable sports network **Sportstime Ohio** will debut April 1, and is called "**All Bets Are Off**"...**Glenn Beck**, **Conclave** keynoter in 2006, adds Chicago to his affiliate list in April. **CBS Talk** WCKG will air Glenn on tape delay 9-midnight on weeknights...**Mark Baker** has been named as the new PD for **Holston Valley Broadcasting's** AC WTFM/Johnson City-Kingsport. He previously was seen at **South Central** AC WIKY/Evansville, IN as their PD...**Zimmer** Rocker KCMQ/Columbia, MO has flipped from Mainstream to Classic Rock...Contemporary Christian **KTIS/Minneapolis-St. Paul**, the station owned by **Northwestern College**, has named **David Fitts** as their new station manager. Fitts was at the Salem/Seattle cluster for six years before coming to the Midwest...The estate of the late **Lyle Evans** has sold **KHAM/Britt, IA** to **Coloff Media** for \$10,000, in the wake of Evans's passing in March of 2006.

Brian Cowan, the PD/MD/morning man for **Cumulus** Country WWWW/Ann Arbor, has added PD duties for sister Sports WTKA-AM. GM **Bob Bolak** stated, "Brian has done an excellent job taking 102.9 W4 Country to the top of Ann Arbor's adult **Arbitron** ratings ranking. He understands that our mission is to focus on Ann Arbor and create content with high entertainment value. Brian has done just that for our company and will help WTKA continue to grow as Ann Arbor's #1 sports brand."



Des Moines says goodbye to **Mancow** this week. "We are terminating his agreement," said **Des Moines Radio Group GM Bill Wells**, where Mancow has been heard on **Saga** Active Rock KAZR. "His last day was Friday." The reason? A statement from the station read, "Many listeners wanted something different in the morning. Well, we've listened. We've taken Mancow off the air. This spring, we're going to have a new morning show, one we are excited about. More details are coming soon."

The Morning Show Boot Camp Entertainment Awards are now set for Saturday, August 11, at the Swissotel in Chicago! **Griff**, of **Radio One's** urban WHAT/Atlanta will be hosting. *Rumor: Will the Conclave have a presence at this year's MSBC??*

Internet Radio Survival Forum will now be hosted by **Barnabas Road Media/Indianapolis**, in order to give commercial webcasters and broadcast radio simulcasters a platform for brainstorming and questions having to do with the March 2 **Copyright Royalty Board** ruling on internet radio royalty rates.

St. Jude Children's Research Hospital will receive another \$251,685, thanks to the efforts of **Bonneville Country** WUBE/Cincinnati! The station held its second annual Radiothon and beat last year's total. Ohio Gov. **Ted Strickland** even called in to offer his support and well wishes!

Unofficial **Milwaukee Brewers** post-game show will be on **Entercom** Sports WSSP-AM/Milwaukee again this year, even though the games will also air on rival **Journal** Talk WTMJ-AM. "**Usinger's Baseball Post Game Show**," on WSSP is the new version of last season's "**Milwaukee's Real Baseball Post Game Show**," and will still be hosted by **Tim Allen**, along with middayer **Steve "Sparky" Fifer**, for at least two hours of the post-game. The baseball coverage for the station will include play-by-play, when late season games get bumped from WTMJ due to conflicts **Packers** football. The season starts off this week with Fifer's show from the Brewers camp in Maryvale, AZ, and Allen and Fifer doing a "**Spring Training Central**" early evening show this week.

The four-day spring pledge drive began last Friday at **Anchor Broadcasting** Christian CHR WONU/Chicago, as over 1,000 supporters pledged \$211,000 for 2007.

More Changes. Grand Rapids' **Clear Channel** Talk WOOD-AM sub **Justice** now has Saturday afternoons at the station with "**The Show With Justice**." A former WKLQ, WKLS and WMAX/Atlanta and KCXX/San Bernardino jock, Justice is still on the hunt for a full-time gig; check him out at fmjustice.typepad.com...**Chuck Freimund**, morning co-host at **Cumulus** Sports WDUZ-AM& FM/Green Bay is leaving to join **Woodward Communications Sports** WSCO-AM in Appleton, WI for middays beginning April 1.



Condolences also to family and friends of longtime radio vet **Jay Arlan**, who died at 88 in Chicago on March 8. Arlan was at many stations over the years, including WXLW, WFMB, WSMJ, WLS, and WGN. He also worked closely with **Billy Graham** and **Pat Robertson** at the **Christian Broadcasting Network**.

Jobs. If radio is a way for you to connect and interact with the station's life group, and you can contribute beyond your role on air. Then WAY-FM in Denver would love to talk with you about their opportunities. Send a cover letter and aircheck, email **Scott Veigel** at scott@wayfm.com... Career in radio industry available in Twin Falls, ID for someone with outside sales experience to take over an existing account list. Responsible for maintaining & building existing client list. Send Resume' to **Sales Position** at **Clear Channel Radio**, P O Box 1259, Twin Falls, ID 83303 or fax it to 208-733-7525. Persons interested in submitting an application for the position may contact: Connie Lively, Clear Channel Worldwide - Twin Falls, 415 Park Avenue, Twin Falls, ID 83301, connielively@clearchannel.com... Green Bay's new alternative station is searching for midday and night personalities. Send your best stuff (no more than 3 minutes please) to ted.bare@cumulus.com, or you can snail mail it to: Ted Bare, 106.7 The Zone, 810 Victoria St., Green Bay, WI 54302... Sports Radio 107-5 and 1400 the Fan in Green Bay has an immediate opening for Morning Drive Co-Host and sports talk anchor. Send your package including sportscast and sportstalk with phones to jimmy.clark@cumulus.com or mail to **Jimmy Clark** C/O The Fan 810 Victoria St. Green Bay, WI 54302... Heritage CHR WBWB FM in Bloomington, Indiana has an opening for an on-air personality and Program Director. Email resume and air check today to: jobs@artisticradio.com... Iowa's country station, KWMT-AM has an immediate opening for morning host. Please rush your cover letter, resume and mp3 to: Joe Zimmerman, 540 A St., Fort Dodge, IA 50501, or to joezimmerman@clearchannel.com... **DeMers Programming** is looking for a mature, relatable morning drive host for their Classic Hits client, KCLH/LaCrosse, WI (Mid-West Family). E-mail your resume and show samples to demersjobs@gmail.com and **Brian Michaels**, Operations Manager in LaCrosse - brianm@mwfbroadcasting.com. Please put "LaCrosse Mornings" in the subject line... NewsRadio 980 KMBZ, Kansas City's news and information leader, is looking for a full-time dayside reporter/anchor to add to its news staff. Please send your pkg plus writing samples to: **Neil Larrimore**, Program Director, NewsRadio 980 KMBZ 7000 Squibb Rd., Mission, KS 66202, nlarrimore@entercom.com... Looking for an Operations Manager in Jackson Hole, WY. Experience with Selector, Audio Vault and on-air and with Production. Contact: 307-732-0384, or: radiobruce@aol.com... 103.1 WOGB in Green Bay looking for a morning show co-host who can be fun and entertaining. CD or mp3, plus work history, to **Dan Markus**, 810 Victoria St. Green Bay, WI 54302. Or email dan.markus@cumulus.com... Heritage 50,000 watt Mainstream A/C in Springfield, IL seeks its next Morning Show! Send materials to: Morning Show Opening, Lite Rock 99 WNNS, PO Box 460 Springfield, IL 62705... KGHF-FM (98-5 The Wolf) Country is currently seeking a morning co-host for "Wake up with the Wolf". T40 KRSQ-FM is looking for a new night jock, who has insane phones, lives the CHR lifestyle

and can relate to the 18-34 demo. If you haven't sent a package yet, PLEASE include resume AND demo! kylemccoy@gmail.com or **Kyle McCoy**, Operations Manager, New Northwest Broadcasters, 222 N 32nd St. 10th Floor, Billings, MT 59101... **Ozark Broadcasting, Inc.** is now hiring for a News Director at its Lebanon, MO station, KJEL FM and KBNN AM. Resume's and MP3's can be emailed to: tnixon@regionalradio.com... 101.1 KLRC-Fayetteville, AR is expanding and is hiring experienced on-air, promotions, and production talent. If you have a passion for the Contemporary Christian Music format, send materials to Jobs@jbu.edu, www.klrc.com, or KLRC- 2000 W. University Siloam Springs, AR 72761... Twin Falls, ID is becoming an Arbitron rated market for the first time this Spring, and needs an Imaging Director who can also do afternoons on Top 40 KTPZ. Please send your resume, aircheck, and imaging to Larry Johnson at ljohnson@locallyownedradio.com... X Rock in Rapid City is searching for it's next Afternoon Drive talent. Send package (no more than 2MB) to jim@xrock.fm... KROC-FM, Heritage CHR in Rochester, MN is looking for a new morning show. Morning teams and individuals encouraged to apply. Send demo and resume to **Johnny Bee** at jbee@kroc.com, or **Cumulus Broadcasting**, 122 4th St. S.W., Rochester, MN 55902... **NNB Radio** is searching for PM Drive/Promotions Manager for XROCK 96.3 in Anchorage. Immediate opening - air checks/resume/reference to **Tom Oakes**, 11259 Tower Road Anchorage, AK 99515 (907-344-4045) or e-mail to anchoragejobs@gmail.com... If you have a job posting you'd like to see in the TATTLER, please contact Kate Kennedy at kate@main-st.net before noon on the TATTLER issue date. All posting represent equal opportunities and phone calls are discouraged unless otherwise noted.

TWO RADIO IDOLS AT RADIO IDOL CONTEST!



Brown College's Karol Baumeister and Conclave Board member Lester St. James show off a Conclave scholarship application in front of the Conclave booth at last week's KDWB-sponsored Radio Idol contest at Brown College!

MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD #104, MINNEAPOLIS, MN 55416
 PHONE/FAX: 952.927.HITS (4487)/927-6427 Publisher: Tom Kay at tomk@main-st.net Web: www.main-st.net