

MAIN STREET

Presents

The Conclave TATTLE R

Publisher: Tom Kay Editor: Benjamin Holsen
Cartoons Suggested by Lenny Bronstein & Jay Philpott

Cox Radio Pres./CEO Bob Neil continues to be a fan of electronic measurement but has taken beef with **Arbitron's** PPM sample sizes and the need for MRC accreditation before adding more markets. Neil and **Inner City Broadcasting Pres./COO Charles Warfield** have begun advertising their position to broadcasters to raise awareness. "Arbitron's position about Arbitrends not being accredited is fine, as long as business is not being placed on those numbers. Any numbers being used as currency should be accredited. Neil said, "Just ask a salesperson in my company or any radio company what a bad book can do to an entire cluster and how it affects people's lives and careers and incomes, not to mention incorrect programming and sales strategies as a result. "We are only asking for two things: "First, Arbitron needs to get this new system accredited in at least one market before we continue to roll this out. Secondly, take a more realistic look at sample sizes in the individual demographic cells, and realize that 70% indexing is not anything close to an indication of success. This is not a passing grade. Neither of these are big asks of Arbitron. They had years to test PPM, and we shouldn't be going through this." Neil explains his issue with PPM samples, saying, "PPM has a lower sample base than diary surveys to begin with. For example, if you had a diary sample of 90 in 25-34 Women, and applied Arbitron's current benchmark of acceptability of 70%, you'd now have 63 people in-tab. Since every PPM counts as three diaries, then the original sample would start at 30 and at 70% indexing be a PPM sample size of 21. I don't think any buyer is going to have much confidence in 21 people. As I've said, only in the world of Arbitron is a 70 a passing grade. In every school I know it's an F ... maybe a D-. We're not paying all this extra money for a failing grade."

Career Fair Returns! Designed for employers and applicants to come together, **The Conclave** announced details of the 4th annual *Conclave/Brown College Career Fair* scheduled for 9:00 am-11:30 am on Saturday, June 28th at the **Marriott City Center** in Minneapolis. The free event is a match made in heaven for career seekers and companies, alike. For those seeking a career in a broadcast related

industry, the Fourth Annual Conclave Career Fair could be the start of a brighter, more challenging future! Participants will be able to meet representatives of innovative, creative companies who are interested in hiring the best talent available! According to Conclave Board member **Karol Baumiester** of **Brown College** Career Services, "There is no pre-registration required and it's absolutely free to meet with some great companies. So bring your resume and aircheck and be prepared to explore many career options." For companies looking for future talent - and to participate in essential EEO diversity recruitment as required by the **FCC** - the unique, professionally charged atmosphere of The Conclave Learning Conference is a perfect place to discover their next superstars. The Conclave encourages those companies wishing to participate to reserve space now by contacting the Conclave via email at <mailto:tomk@theconclave.com> or <mailto:KBaumeister@Browncollege.edu> by Friday, June 13th. Space is limited to the first 20 companies/stations who respond. Or use the registration form found elsewhere in this edition of *THE TATTLE R*! Once again, the event is free; registration for the Learning Conference is NOT required of either the members of neither the interviewing companies nor the participants desiring to learn more about them. (However, there IS a special tuition offer available to Career Fair participants. Consult the registration form for details).

Senators **Olympia Snowe** (R-ME) and **Claire McCaskill** (D-MO) sent a letter to **FCC** Chairman **Kevin Martin** asking the Commission to impose conditions to the **XM-Sirius Satellite Radio** merger, should it pass. The Senators want divestiture of up to half of the merged company's spectrum holding, open access for equipment manufacturers (including a prohibition on blocking car makers from including HD Radio in OEM receivers), and a reaffirmation of a ban on local content on satellite.

Rumor has it that **Minnesota Twins Owner Carl Pohlad**, who also owns **Northern Lights Broadcasting** (Top 40 Rhythmic KTTB/Minneapolis), is looking to buy two more FM stations, making on All-Sports. Northern Lights President **Steve Woodbury** says, "We've talked to **Clear Channel**, but is there anything imminent? No. I think in the next six months that could change," Woodbury said. "I would love to do a sports station. But there are other formats being underserved." Twins games currently air on **Hubbard's KSTP-AM** under a contract that expires after the 2010 season.

Bonneville International Pres./CEO Bruce Reese will receive the **NAB National Radio Award** at The NAB Radio Show, September 17-19th in Austin. NAB Pres./CEO **David K. Rehr**. "Thanks to Bruce, the Bonneville commitment to 'do good, do well' has permeated the company's culture and resulted in a string of unblemished financial success. NAB salutes Bruce's service to NAB and to radio, and we honor Bonneville's service to America."

Learn How To Gain Audience and Increase Revenues in Just THREE Days!

THE 33RD
CONCLAVE LEARNING CONFERENCE

AT THE
CROSSROADS

JUNE 25-29, 2008
MARRIOTT CITY CENTER-MINNEAPOLIS



David Rehr
President, NAB



Ed Schultz
Jones Radio



Rita Cosby
Author/Commentator



Isaac Hayes
Artist/Songwriter

Learning-Sharing-Networking
Over 40 Sessions/Events
Tuition covers many meals/snacks!

Details at www.theconclave.com

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



Hits Hip-Hop Hybrids



**The 2008 Conclave Learning Conference • June 25-29
5 Learning Tracks • Over 30 sessions • www.theconclave.com**

The **NAB Education Foundation** joined with 10 schools from across the country for the **NABEF Scholars Program** to provide one scholarship to a deserving student at each university in the amount of \$5,000 per year for the student's junior and senior years. The 10 participating schools for the 2008-2010 program are: Ball State Univ., Muncie, IN, Boston College, Chestnut Hill, MA, Jackson State Univ., Jackson, MS, New Mexico State Univ., Las Cruces, NM, North Carolina Agricultural And Technical State Univ., Greensboro, NC, Savannah State Univ., Savannah, GA, Southern Illinois Univ.-Edwardsville, Edwardsville, IL, St. Cloud State Univ., St. Cloud, MN, Univ. Of Montana, Missoula, MT, Univ. OF Wisconsin-Eau Claire, Eau Claire, WI.

Txting at the Conclv! The Conclave announced details of *Texting, Texting 1-2-3*, part of the Technology track of learning at this year's Learning Conference: AT THE CROSSROADS. The session will explore the benefits and potential of texting beyond simple messaging. It is scheduled for 9:00am on Friday, June 27th at the **Marriott City Center** in Minneapolis. The faculty moderated by **Richard René**, US VP/GM **Dload**, includes **Lisa Mabry** Director of Web Services/New Media, **Radio One, Inc.**, **Sam Elliot**/Director of Operations, KTTB Minneapolis and **Ike Wingate**, Director of Programming, **Dawson McAllister Radio Network** and will take an in-depth look at texting. They will explore how it is being used today from the perspective of individual stations, radio groups, national network programmers and sales. In addition, the panel will delve into the core value of mobile/texting to radio and other traditional media, by exploring how that value is best exploited in concert with other digital mediums and database tools. According to Conclave Board and Agenda Chair **Tim Kelly**, "As more and more stations look at ways to incorporate new means of reaching their audiences we're excited about having such a diverse faculty help clarify the best way to take advantage of texting." He goes on to say, "Texting alone is just the tip of the iceberg in what can be done with new technology." In addition to the Technology track, this year's Learning Conference includes tracks addressing the areas of Management and Programming, Life Skills, Formatics and Promotions. Attendees are welcome to focus on a specific track or mix and match them to take full advantage of the four-day event. At just \$399, which includes four days of learning, most meals and entertainment, registration for this year's Learning Conference is one of the best values in the industry. To register and a complete agenda for the AT THE CROSSROADS, please visit <http://www.theconclave.com>.

Trevor L. Hackl, 17, died after falling from the tower at **Entercom** Talk KMBZ-AM/Kansas City's transmitter site. Hackl, a student, was apparently trespassing when he fell from smaller of two towers at 50th St. and Belinder Ave. in the Westwood area of KC.

Premiere's Glenn Beck, *2006 Conclave Keynote*, has inked a two-book deal with publisher **Threshold Editions** and his first release will be a novel, "The Christmas Sweater," scheduled for a fall release in hardcover. The novel will form the basis for Beck's 2008 live Christmas Show tour. The second book, non-fiction, will be published in 2009. "This story is so personal, and yet it's so powerful that it has to be told." **Threshold** EVP/Publisher **Louise Burke** said, "No one works harder or understands his audience better than Glenn Beck. Seeing Glenn's career skyrocket over the past several years has brought me personal and professional joy."

Tribune Talk WLS-AM/Chicago has planned their second annual "Big 89 Rewind" for Memorial Day. The flashback includes **Larry Lujack** with **Tommy Edwards**, **Fred Winston**, **Bill Bailey**, **John Records Landecker**, **Jeff Davis** and **Chuck Knapp**, with news from **Lyle Dean**, **Catherine Johns**, **Karen Hand**, **Jeffrey Hendricks** and **Gil Gross**, plus **Les Grobstein** on sports and the WLS touch-tones for contesting.

CBS AAA WXRT/Chicago will air a "Live From The Archives Weekend," starting Friday, May 23rd at 1p. The special weekend programming features XRT exclusives from the station's Sunday night concert series, "Live From Studio X" and in-studio performances.

Radio For Milwaukee Non-comm WYMS/Milwaukee will kick off a three-month "Summer Passport" promotion in June to promote the city's neighborhood festivals. Listeners are invited to experience dozens of recommended neighborhood and parks events throughout the summer, with the station as their guide. The RadioMilwaukee Summer Passport (a real printed document) will help listeners keep track of their travels as they visit the festivals and get their Passport stamped. At summer's end, lucky travelers will win great prizes.

Citadel Top 40 KZMG/Boise morning host **Dan Tooker** rescued a 9 month old dog that had to be euthanized because of the abuse it had suffered. Dan wants to make sure that penalties for crimes like this are more severe. Idaho is one of only 6 states where animal cruelty is only a misdemeanor, so Tooker organized a rally at an off leash dog park last weekend to get the law changed. Over 500 people and their dogs came out to support the cause. Dan's next step will be to work closely with state legislatures to get the law changed this year.

On Friday (5/16), **Journal** Hot AC KSRZ/Omaha, NE joined with **CBS** KMTV-TV for their "Second Annual Id Protection" event encouraging local Omaha listeners to have their personal documents destroyed to protect them from identity theft. This year's event saw a grand total of 12 tons of personal documents shredded free of charge by **Infosafe**, and recycled by **Firststar Fiber**. According to Journal Market Manager **Rob Burton**, "Obviously, identity theft is a big concern for the people of Omaha. People know the threat is real and I'm proud of our team for taking action to help our viewers and listeners."

THERE ARE GOOD DAYS.

THERE ARE BAD DAYS.

GET THE SKILLS TO
HANDLE THEM BOTH
AT THIS YEAR'S
CONCLAVE LEARNING
CONFERENCE.



The 2008 Conclave Learning Conference • June 25-29
5 Learning Tracks • Over 30 sessions • www.theconclave.com

Sonshine Festival announced the addition of four days of family-friendly activities to its event July 16th-19th at the **Willmar Civic Center** in Willmar, MN. "Over the years, Sonshine has evolved from a teenage event to a family experience, due in part to the teenagers who attended in early years now coming back as parents with their own kids," SAS festival founder **Bob Poe**. "Our commitment is still the same — to challenge and encourage our festival attendees to be lifelong followers of Jesus, whether they are 5 or 50 years old."

Clear Channel Adult Hits WRIT/Milwaukee is encouraging listeners to call into the station to record a message for veterans and active soldiers. Messages will be played back over the Memorial Day weekend.

Saginaw Spirit junior league hockey is moving from **Macdonald** Adult Hits WMJO/Saginaw to NextMedia Talk WTKQ-FM/Saginaw for the 2008-09 season. WMJO (and predecessor WEEG) had carried the team's games for the first six seasons in the Ontario Hockey League.

Former **Big League Broadcasting** Sports KFNS-AM/St. Louis producer **Evan Makovsky** has landed at crosstown **Simmons Media** Sports WFFX-AM and KSLG-AM for on-air duties. Makovsky, who exited KFNS with **Kevin Slaten** after the widely publicized incident involving a call with **Cardinals** pitching coach **Dave Duncan**, is hosting 6-7p CT Mondays-Thursdays on WFFX and 8-10p on the same nights on KSLG.

Using Your Government Cheese to Feed – uh, Fund - Your Future! IRS Economic stimulus tax rebate checks started to arrive at radio professionals' homes last week, with the first round of weekly payments will be completed by early July (the date you'll actually receive your rebate will be determined by the last two digits of your Social Security number). In these tough economic times, radio station – and individual – budgets are being stretched. Money set aside for training and education may or may not be available to you. But most folks inside our industry will be receiving a maximum tax-free rebate from the government of \$600 to \$1200. So, what better way to spend a part of that 'windfall' than to invest in your vocational future by purchasing a tuition (now priced at just \$8/week!) for this summer's Learning Conference - AT THE CROSSROADS – June 25 through June 29th at the Marriott City Center in Minneapolis! Over 30 sessions inside 5 teaching tracks (Formatics, Life Skills, Management & Programming, Promotion, and Technology) guarantee that you'll leave Minneapolis with knowledge you can immediately implement in your professional and personal life! And not only can you use your rebate for the Learning Conference, but because the Conclave is a non-profit educational organization, the tuition you'll pay to attend can be totally deductible as an educational expense when tax time comes around NEXT year. Make plans to invest in yourself this summer at

the Learning Conference...knowing you just might be able to do so at government expense! Now, THAT'S a rebate!

Cumulus Country KHAK/Cedar Rapids hires **Border Broadcasting** Country KKWQ/Warroad, MN MD/air personality **Jerry Hayne** for MD/middays.

Scott Veigel resigned as PD/mornings at **WAY-FM Media Group** Christian Top 40 KXWA/Denver to pursue his next opportunity. His final day is Friday, May 23rd.

Decorah Broadcasting AAA KDEC/Decorah, IA-La Crosse, WI welcomes back former PD/MD/morning co-host **Marcus Allen**, who is now hosting middays from the "palatial" KDEC studios "East" in downtown Brussels, Belgium. Allen is currently in Belgium teaching English to monks in Laos. Meanwhile, former **LM Communications** Hot AC WCDA/Lexington PD **Tim Michaelson** has officially joined Station Manager **Jeni Grouws** in mornings.

Connoisseur Media taps **Jack Swart** as Market Manager for the Bloomington, IL cluster, including: Adult Hits WBBE, AC WVMG and Rock WIHN. Swart, a 35-year broadcast vet, most recently in South Bend with **Artistic Media Partners** replaces **Larry Weiss**, who has left the company.

Long-time radio vet **Justin Case** and his better half, **Carrie** are following their dreams and have bought AAA/Modern AC WLGE/Sturgeon Bay, WI serving the panoramic vacation spot in Door County, 50 miles from Green Bay. It's been a long time coming. The two submitted the paperwork for a new class A with the FCC in 1999, and were the winning bidders last year.

Congrats to **Citadel** Regional Mgr./Country Programming/Midwest and Country WTNR/Grand Rapids, MI PD **Steve Stewart** and his wife **Molly** on the birth of their first child. **Caroline Grace Stewart** was born Monday, May 12th and weighed in 7 lbs. 4 oz. Mother and child are home and resting comfortably.

Yangaroo, a leading secure digital media distribution company, has signed deals with San Francisco based **IRIS Distribution**, and Los Angeles based **A&R Select** to provide their member artists and labels with digital distribution of their music to radio and other destinations throughout the US and Canada using Yangaroo's patented **Digital Media Distribution System** (DMDS). IRIS Distribution currently represents 5,000 independent artists and labels and A&R Select has worked with more than 2,000 artists and bands since its founding in 2006.



MP3...
SMS...
RSS...
WTF?



The 2008 Conclave Learning Conference • June 25-29
5 Learning Tracks • Over 30 sessions • www.theconclave.com

Northern Broadcast/Traverse City, MI GM **Charlie Ferguson** is another person lit up with frustration over Arbitron's "illegal calculations" when it comes to **SmartPlus**. Ferguson says, "It would appear to those of us in Condensed Markets that Arbitron couldn't care less about MRC accreditation for PPM. This seems obvious, since Arbitron's SmartPlus agency buying program still performs 'illegal calculations.' "This has been happening since February of 2006, when the rolling averages were built into the SmartPlus software. On April 3rd, 2008 I sent an inquiry to **George Ivie**, MRC's CEO via the MRC staff e-mail address, asking if they were also in charge of accrediting Arbitron's SmartPlus agency buying program. To date, there has been no response." The **Strata** buying program goes 'clank' and won't allow the erroneous calculations, but Arbitron's own SmartPlus program goes merrily on it's way, skewing the numbers (and the buys) dramatically. "I'm sure the folks at MRC are way too busy with the PPM pimple to pay any attention to these problems that affect the little people. Arbitron has been stonewalling us for over two years while they diligently try to sweep this whole thing under the rug. We have worked long and hard to bring the problem to Arbitron's attention, documented the damages to our stations and asked them repeatedly to apply a simple 'fix' to their flawed program. " In my personal opinion, management at Arbitron is in CYA mode — and MRC is a paper tiger."

Sens. **Byron Dorgan** (D-ND), **Patrick Leahy** (D-VT), and **Herb Kohl** (D-WI) are asking the **General Accounting Office** to investigate how consolidation of media ownership has affected independent programmers. The letter focuses on television and asks the GAO to look into where TV gets its programming and how that came about, how consolidation has impacted independent programming and diversity, how the Internet has impacted indie programming and whether the large media operators "dominate" those sites, and possible rule changes.

Iowa Public Radio Executive Director **Cindy Browne** is exits, effective June 30. Browne, with IPR for three years, is coming home to Minnesota to treat a progressive health condition. Board member **Steve Carignan** will serve as Acting Exec. Dir. while a national search for Browne's replacement is conducted.

Starboard Media Foundation's Relevant Radio taps board member and former **Green Bay Cheese Co.** President/Chairman **Tom Vorpahl** as CEO, effective June 2, and **Great Northern Corp.** CEO **Bill Raaths** has been named Chairman of the Board, effective May 7. Vorpahl replaces **Trish Leurck**, who resigned to relocate for personal reasons; she remains with the company in a development capacity.

After 10 years at **Morris Communications**, Hot AC KMXS/Anchorage, AK, PD/morning Goddess **Roxi Lennox** exits to join **KMBQ Inc.** AAA KMBQ/Wasilla, AK for PD/morning co-host duties.

After a 13-year run at **Ingleside** Alternative WWCD/Columbus, OH, night jock **Rudy Gerdeman** bolts for afternoons at **Cumulus** Alternative WRWK/Toledo.

WLIT/Chicago Promotions Director **Steven Tamaroglio** and Promotions Coordinator **Angie Zdanowski** will annex similar duties for Smooth Jazz clustermate WNUA.

Our thoughts are with the family and many friends of former **Clear Channel**/Cleveland National Sales Manager **Randy Van Orman**, who passed away on Sunday, May 18 following a long battle with cancer. He was 51.

We were deeply saddened to learn of the untimely passing of **William Oliver Powell-Thompson**, the three-month-old grandson of **Tribune Interactive** President **Marc Chase**. Little Oliver, who was born on Feb. 15 of this year, passed away suddenly on May 19.

The **Conclave** would like to thank its Partners for making the 33rd annual Learning Conference a possibility: **All Access Music Group**, **Arbitron**, **BitXChange Radio Prep**, **BMI**, **Bob & Sheri/Matt & Ramona**, **Brown College**, **DotFM**, **Edison Media Research**, **McNally Smith School of Music**, **McVay Media**, **MegaTrax**, **MJ Interactive**, **MusicMaster**, **Nielsen Entertainment/BDS**, **Oasis**, **PlayMPE**, **PromoSuite**, **RCS**, **Radio & Records**, **Specs Howard School of Communication Arts**, and **SpotScan!** The Conclave is deeply indebted to these stalwarts of the industry. Thanks to their generosity, the Conclave can maintain the lowest tuition for its Learning Conference in the industry!



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

Let's Make A Deal Dept: Armada Media grabs four from NRG Media including Country KXNP and NT KODY-AM/North Platte, NE and Adult Hits KMTY and Oldies KUVR-AM/Holdrege, NE for \$3.9 million... **Communications Corporation of the Americas** buys KKWY/Superior, WY from **College Creek Broadcasting** for \$400,000. KKWY is a construction permit for a Class C1 FM at 106.5. CCA already owns Classic Rock KSIT, Country KQSW and Oldies KRKK-AM in the area... **Patrick County Communications** acquires 5,000-watt daytimer NT WHEO/Stuart, VA from **Mountain View Communications** for \$150,000... **Capitol City Radio** swallows up 8,000-watt daytimer Southern Gospel KWDF-AM/Ball, LA from **NWLA Broadcasting** for \$122,000... **Siebert Communications** purchases AC KWBE-AM/Beatrice, NE from **NRG Media** for \$650,000, which picked up the standalone as part of its deal to buy **Triad's** Lincoln cluster. Siebert also owns Country KUTT and AC KGMT-AM/Fairbury, NE... **IB Communications** buys Mexican WKAM-AM/Goshen, IN from **Fulmer Communications** for \$320,000. WKAM is 2,500 day watts and 500 night watts. IB will operate WKAM-AM under a local marketing agreement until closing... **David Robinson** adds WKAH/Soldiers Grove, WI from **Starboard Network** for \$250,000. Robinson already owns Country WQPC, Country WVRQ, Oldies WPRE-AM and Oldies WVRQ-AM... **Smahh Communications** transfers a local marketing agreement into a deal when it purchased Oldies KEGK/Wahpeton, ND from **W-B Broadcasting** for \$1.65 million. Smahh also owns soon to be NT WZFN-AM.

The 2008 Conclave Learning Conference: At The Crossroads/ Marriott City Center-Minneapolis. June 25-29. Keynotes: David Rehr (President, NAB), Ed Schultz (Progressive Talk Personality). Over 30 sessions. 9 meals/snacks. Twins-Brewers baseball. Details at <http://www.theconclave.com/>

Jobs. **Salem** NT KNUS-AM/Denver is looking for PT Board help. ENCO or NexGen experience a plus! Please send resume and cover letter to salemdenverjobs@yahoo.com... **New Rushmore Radio** Top 40 KRCS/Rapid City, SD needs is next night-slammer with great phones and personality. Send your best to: spanky@hotmail.com... **NRG** AC WSJY/Janesville-Beloit WI is looking for its next afternoon host. Candidate must have at least three years experience, strong production and remote skills and lifestyle focused. Send T&R to: **Gary Douglas Lundberg**, Operations Manager, NRG Media, PO Box 94, Fort Atkinson,

WI 53538 or email to: gdouglas@nrgmedia.com... **Chesterman Communications**/Jamestown, ND has a Sales Manager opening. Are you an up and comer or a vet with superstar selling abilities? Do you understand small-market life? Send your cover letter and resume to: **Patrick R. Pfeiffer**, VP/GM, PO Box 5180, Jamestown, ND 58402-5180 or email to: mrradio@ksjbam.com... **Saga**/Mitchell, SD Oldies KUQL and Country KMIT needs quality PT help. Send your best to: cj@kool98.com... **Citadel** Active Rock KXXR/Minneapolis is on the hunt for PT weekend help/Voicetracking. If you think you can handle the big city rocker, send your best to: pablo93x@gmail.com... **Artistic Media** Top 40 WNDV/South Bend, IN also needs dependable PT help. Send your resume and audio to: rob@u93.com or snail it to: U93, 3371 Cleveland Rd., Suite 300, South Bend, IN 46628... **Clear Channel** Country KCAD/Dickinson, ND seeks a Morning Show. If you can do it all, send your best to: stevestrout@clearchannel.com... **Neuhoff Broadcasting** AC WDNL/Danville, IL is hiring PD/Morning Host. Looking for a programmer with a background in full service AC with alot of community focus. Send T&R to: mailto:jobs@neuhoffmedia.com or snail it to: **Michael Hulvey**, VP/GM, 1501 N. Washington Ave., Danville, IL 61832... **Bahakel** Rock KFMW/Waterloo is on the prowl for a FT Overnight personality and PT weekend help. Send your best to: mailto:cross@rock108.com or snail it to: **Michael Cross**, KFMW-FM, 514 Jefferson Street, Waterloo, IA 50701... All listings in Jobs represent equal opportunities and are provided free of charge. To place an ad, send particulars to mailto:tomk@main-st.net no later than Thursday evening for Friday publication. No calls unless otherwise specified.

AVAILABLE NOW: UNEMPLOYMENT INSURANCE FOR LESS THAN \$8 WEEKLY!

Are you currently employed?
 Would you like to continue with your job in the industry?
 In this day and age, there are no guarantees.
 One thing is certain: Knowledge helps to keep you employed.
 Gain necessary knowledge at the only industry institution that has taught it for the past 33 years: The Conclave Learning Conference, June 25-29 at the Marriott City Center/ Minneapolis. For more information on how to receive this very special kind of Unemployment Insurance for less than \$8/week, log onto <http://www.theconclave.com>.

<p>the Conclave AT THE CROSSROADS</p>		<p>2008 Learning Conference Registration Form June 25-29, 2008 • Marriott City Center Hotel • Minneapolis</p>		<p>PLEASE COPY THIS FORM FOR USE WITH MULTIPLE REGISTRATIONS!</p>	
<p>First name ***as it will appear on your badge</p> <input type="text"/>		<p>Last name ***as it will appear on your badge</p> <input type="text"/>		<p>2008 Tuition/Fees</p>	
<p>Company ***as it will appear on your badge</p> <input type="text"/>		<p>Address Where YOU have an office/a home; NOT a parent company's home/main office</p> <input type="text"/>		<p><input type="checkbox"/> \$399 until 6/1/2008</p>	
<p>City ***as it will appear on your badge</p> <input type="text"/>		<p>State</p> <input type="text"/>		<p><input type="checkbox"/> \$149 Student/Educator/FreeAgent until 6/1/2008</p>	
<p>Zip Code</p> <input type="text"/>		<p>City ***as it will appear on your badge</p> <input type="text"/>		<p><input type="checkbox"/> Special Code? _____</p>	
<p>***IMPORTANT: There will be a \$50 fee assessed to change your badge info! Make sure of all info is correct!!</p>		<p>State</p> <input type="text"/>		<p>Mail/fax/email COMPLETED FORM to: The Conclave 4517 Minnetonka Blvd, #104 Minneapolis, MN 55416 fax 952-927-6427 or tomk@theconclave.com</p>	
<p>Your primary format?</p> <input type="text"/>		<p>Payment method?</p> <input type="checkbox"/> CHECK <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> DISCOVER <input type="checkbox"/> AMEX <p>For credit cards, please complete the following section-</p>		<p>Credit Card #</p> <input type="text"/>	
<p>Phone</p> <input type="text"/>		<p>Security Code</p> <input type="text"/>		<p>Expiration (MO-YR)</p> <input type="text"/>	
<p>Fax</p> <input type="text"/>		<p>AMOUNT ENCLOSED / TRANSACTION TOTAL</p>		<p>\$ _____</p>	
<p>E-mail</p> <input type="text"/>		<p>HOTEL. A limited number of discounted Marriott City Center hotel rooms are available for \$134/night+tax (single/double). Call 612-349-4000. Connect with Reservations, and ask for the Conclave rate. Act quickly! An early sell-out is expected! REFUNDS. Ask for details.</p>		<p>Cardholder _____</p>	
				<p>Authorized Signature _____</p>	

Winter Book 2008

Colorado Springs, CO (#95)

AC KKPK improves its #1.

Station	Format	Owner	Fa'07	Wi'08
KKPK-FM	AC	Citadel	6.9	7.4
KILO-FM	ActRock	Bahakel	6.5	7.1
KKLI-FM	AC	ClrChnnl	6.8	6.9
KCCY-FM	Ctry	ClrChnnl	5.2	5.6
KKMG-FM	T40	Citadel	5.5	5.6
KATC-FM	Ctry	Citadel	6.5	5.5
KVOR-AM	N/T	Citadel	5.5	5.5
KVUU-FM	HotAC	ClrChnnl	4.5	5.3
KBIQ-FM	ChrstnAC	Salem	4.2	4.9
KKFM-FM	ClsscRock	Citadel	4.7	4.6
KIBT-FM	Rhythm.	ClrChnnl	5	3.4
KRDO-FM				
KRDO-AM	N/T	N-P&G	2.4	2.8
KOA-AM	N/T	ClrChnnl	3.9	2.6
KYZX-FM	ClsscRock	Bahakel	3.4	2.5
KZNT-AM	N/T	Salem	1.3	1.8
KDZA-FM	Oldies	ClrChnnl	0.8	1.6
KCMN-AM	Stnrds	DJR	1.3	1.2
KKML-AM	Sports	Citadel	0.6	0.9
KGFT-FM	ChrstnTalk	Salem	1	0.7
KHOW-AM	N/T	ClrChnnl	1.3	0.5

Des Moines, IA (#91)

Look at T40 KKDM go!

Station	Format	Owner	Fa'07	Wi'08
WHO-AM	N/T	ClrChnnl	10.4	9.3
KKDM-FM	T40	ClrChnnl	6	8
KGGO-FM	ClsscRock	Citadel	6.3	6.3
KLTI-FM	AC	Saga	5.5	6.3
KJJY-FM	Ctry	Citadel	6.4	6
KIOA-FM	Oldies	Saga	6.9	5.9
KSTZ-FM	HotAC	Saga	4.7	4.8
KDRB-FM	AdultHits	ClrChnnl	4.4	4.6
KHKI-FM	Ctry	Citadel	5.3	4.5
KWQW-FM	N/T	Citadel	4.2	4.3
KAZR-FM	ActRock	Saga	5.2	4
KXNO-AM	Sports	ClrChnnl	3.3	3.3
KPTL-FM	AAA	ClrChnnl	3	2.8
KRNT-AM	Stnrds	Saga	2.5	2.5
KDLS-FM	RegMex	ARB	0	1.5
KCCQ-FM	Alt	ClrChnnl	1.6	1.2
KPUL-FM	T40	PIM	1.3	0.9
KWMT-AM	ClsscCtry	3Eagles	1.1	0.9
KXIA-FM	Ctry	Marshalltn	0.5	0.8
KASI-AM	N/T	ClrChnnl	0.5	0.6
KPSZ-AM	ChrstnAC	Saga	0	0.5

Little Rock, AR (#84)

T40 KLAL, N/T KARN drop out of top 3.

Station	Format	Owner	Fa'07	Wi'08
KSSN-FM	Ctry	ClrChnnl	10.1	10.4
KABZ-FM	Talk	Signal	6.1	7.4
KOKY-FM	UrbAC	LstBastion	6.4	7.2
KLAL-FM	T40	Citadel	7.7	6.8
KURB-FM	HotAC	Citadel	5.8	6
KIPR-FM	Urb	Citadel	5.8	5.9
KARN-AM				
KARN-FM	N/T	Citadel	7.3	5.3
KHLR-FM	Gospel	ClrChnnl	6.6	5.1
KKPT-FM	ClsscRock	Signal	4.3	4.7
KDJE-FM	ActRock	ClrChnnl	4.3	4.2
KHKH-FM	ClsscCtry	ClrChnnl	3.4	4.2
KHTE-FM	Urb	Crain	3.8	3.9
KMJX-FM	ClsscRock	ClrChnnl	1.6	2.6
KOLL-FM	ClsscHits	Crain	2.6	2.3
KCNY-FM	Ctry	Crain	0.5	1.1
KKSP-FM	ChrstnAC	Crain	1.3	1.1
KDIS-FM	Kids	Citadel	1.4	0.9
KPZK-FM	Insp.	LstBastion	0.5	0.8
KAAY-AM	Gospel	Citadel	0	0.6
KTUV-AM	SpanOldies	Birach	0	0.6
KLAZ-FM	T40	Noalmark	0	0.5
KQUS-FM	Ctry	US	0	0.5
KVRE-FM	Stnrds	CaddoCo.	0.6	0.5
KWBF-FM	RhyOldies	Flinn	0.5	0.5

Grand Rapids, MI (#67)

Country WBCT challenges N/T Wood.

Station	Format	Owner	Fa'07	Wi'08
WOOD-AM	N/T	ClrChnnl	8.5	7.4
WBCT-FM	Ctry	ClrChnnl	7.5	7.1
WLAV-FM	ClsscRock	Citadel	5.6	5.6
WOOD-FM	AC	ClrChnnl	6.3	5.3
WSNX-FM	T40	ClrChnnl	4.6	5.3
WGRD-FM	Alt	Regent	5.2	4.7
WHTS-FM	T40	Citadel	3	3.6
WTRV-FM	AC	Regent	3.3	3.6
WLHT-FM	AC	Regent	3.4	3.3
WBFX-FM	ClsscRock	ClrChnnl	3.1	3
WFGR-FM	Oldies	Regent	3.7	3
WKLQ-FM	ActRock	Citadel	2.9	2.5
WJQK-FM	ChrstnAC	Lanser	3	2.4
WTNR-FM	Ctry	Citadel	3.3	2.4
WBBL-AM	Sports	Citadel	2.1	2.1
WNWZ-AM	LatinPop	Regent	1.5	1.7
WMAX-FM	AdultHits	ClrChnnl	1.4	1.6
WJNZ-AM	Urb	WJNZ	1.1	1.4
WMUS-FM	Ctry	ClrChnnl	1.3	1
WFUR-FM	ChrstnAC	Kuiper	1.5	0.8
WLAW-FM	Ctry	Citadel	1.1	0.8



ON
JUNE 30, 2008
 IN EVERY
INDUSTRY
TRADE PUBLICATION
 AND
WEBSITE,
YOUR COMPETITORS
WILL BE BRAGGING
ABOUT WHAT
THEY WERE TAUGHT
AT THE
LEARNING
CONFERENCE:
HOW TO
SUCCEED IN
2008
& BEYOND.

WHY JUST
 READ ABOUT
 IT?

EXPERIENCE
 IT YOURSELF.

SIGN UP NOW
 AT

<http://www.theconclave.com>

12+ M-Su, 6AM-12AM.
Fall '07 - Winter '08 comparisons,
unless otherwise noted.

The Fourth Annual Conclave/Brown College Learning Conference Career Fair 2008!



Saturday, June 28 • 9AM-11:30AM
Marriott City Center Hotel, 4th Floor
Minneapolis, MN



Employers

Participate in essential EEO diversity recruitment as required by the FCC in the unique, professionally charged atmosphere of The Conclave Learning Conference. Each employer receives a letter of participation for their files!

*Space is limited to the first 20 companies/stations who respond by Friday, June 13th. Reserve your space NOW!

Applicants

Beginners to Veterans - the Fourth Annual Conclave Career Fair will be the start of a brighter, more challenging future! Meet representatives of innovative, creative companies who are interested in hiring the best talent available!

*Interviews are not guaranteed; Interviews will be conducted on a first-come first-served basis. Bring your CD, tape and/or resume. Pre-registration not necessary.

Admission

FREE for Employers AND Applicants

SPECIAL CONCLAVE OFFER: All who participate in the 2008 Career Fair will receive admittance to Saturday's Learning Conference for just \$99, INCLUDING Lunch & Twins/Brewers Baseball!

(Special thanks to Edison Media Research and Nielsen Music/BDS!)

The 33rd Annual Learning Conference/June 25-29! Check www.theconclave.com for agenda details, and directions to the Marriott City Center Hotel.

Call Karol Baumeister/Brown College at 651-905-3499/KBaumeister@Browncollege.edu
or Tom Kay/The Conclave at 952-927-4487/tomk@theconclave.com
for more information.

The Conclave is a 501 c-3 non-profit corporation whose mission is teaching radio how to best serve in the public interest.

2008 BROWN COLLEGE/ CONCLAVE CAREER FAIR EMPLOYER REGISTRATION FORM

Complete the following form, and return it by fax (651-905-3555), email (KBaumeister@Browncollege.edu), or mail (if enclosing a check) no later than Friday, 6/13/2008.

Name _____ Company _____

Address _____ City _____

State _____ Zip code _____ Phone _____ Fax _____

Email (very important!) _____ Type of Positions Recruiting? _____

Yes, I want to receive admittance to the Learning Conference for Saturday, 6/30. My check for \$99 (made out to: The Conclave) is enclosed. Send to Karol Baumeister, Radio Broadcasting Career Services Representative, 1440 Northland Drive, Mendota Heights, MN 55120

No, thank you. I only need table space for that day and cannot stay for the remainder of the Conclave Learning Conference.

*Note: For this Career Fair, all employers will be given table space, a chair, and an identifying placard.
Because of space limitations, large company displays are discouraged.*

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