

MAIN STREET

Presents

The Conclave TATTLE R

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

Learning Conference Revisited! Over the coming weeks, the *TATTLE R* will feature stories about the sessions and events of the just-completed 33rd annual Learning Conference, as reported by our industry's leading trades and websites. Because some sessions were emotionally and politically charged, you may read about the same session as viewed from the eyes/ears of different media outlets. Here are the first stories of this series. Many thanks to the **Conclave's** Media Partners for providing them: *All Access*, *All About Country*, *FMQB*, *Inside Radio*, *R&R*, *Radio-Info.com* and *Radio Ink!*

Lee Abrams abhors clichés in radio – and he's got a list a mile long. (By Tom Taylor/Radio-Info.com, 6/28) The veteran radio programmer/consultant now in charge of breaking up the stone tablets of newspaper commandments at Tribune was famous for wielding his "cliché buzzer" back at XM – and he regaled the Conclave Friday afternoon audience with anecdotes from his radio past and a sarcastic take on radio's hoary clichés. Stuff like "Every station is 'the best' – it's BS, everybody can't be the best." And "'10th caller wins' – there's gotta be a different way to give away a prize." And "station vans...the van was supposed to be cool, but get a hearse, anything but a van." Also "Star Wars sound effects...Darth Vader's dead, can't we move on?" And "rock stations still being pissed off – 'we're better, we have to prove we're real men'...and the whole sex thing – 'We rock harder' was cool in 1981, but now? There's YouPorn – go get all you want." Abrams also gets practical about "radio's tuneout paranoia" – which discourages PDs and managers from taking a chance on something fresh. He decries radio's "deep-seated inferiority complex" and says, "you don't sense that spirit, that pride" of winning. As for music stations, Abrams says, "Traditionally, radio has completely embraced and owned any

music change", from early rock & roll up to Nirvana in the 1990s. But now "with consolidation, that hasn't really been important." But perhaps most salient – **"War has been declared on radio – you've gotta declare war back."** Lee Abrams is now on the payroll at Tribune, asking basic questions about how newspapers do business, and shining lights on the cobwebs, and he gets into the whole Internet thing by saying that "Google has declared war on newspapers, and then newspapers pulled out their World War I weapons." (That drew a laugh from the Conclave crowd.) But from there: "War has been declared on radio.... so re-take your turf, doing the things that only radio can do." That's the spirit and pride he was talking about, but also investing in the product and marketing: "Personalities – build them, nurture them. You won't find that on the Internet." Abrams says radio's gotten into "thinking of the audience as numbers, ratings...it's gotten so corporate, and that's come at the expense of the soul." Which leaves you wondering, does today's Internet radio have the soul and passion that terrestrial radio used to? Final thoughts from Abrams: "have enough belief in your brand to revolutionize it and move it forward." He says radio's forgotten that it's "coming from a position of strength – my advice would be to really take the strength seriously, and revolutionize yourself."

Promo Value of Radio Music: 2.4 Billion (by Paul Heine/Mediaweek, 6/27) One day after the contentious Performance Rights Act sailed through the House Subcommittee on Courts, the Internet and Intellectual Property, National Association of Broadcasters president and CEO David Rehr pegged the promotional value of music broadcast on terrestrial radio at \$2.4 billion annually. In a keynote appearance at the Conclave Learning Conference in Minneapolis Friday (June 27), Rehr cited a new study by an economic research expert as the latest round in radio's gunfight with the music industry over proposed legislation that would require terrestrial broadcasters to pay royalties to labels and recording artists when they air their music. Rehr said the \$2.4 billion figure doesn't include the value of ticket giveaways and other on-air promotions. Expected to reach the larger and more influential Judiciary Committee for consideration in the coming weeks, H.R. 4789 has become NAB public enemy No. 1, and Rehr used his first Conclave appearance to rally radio against it, encouraging broadcasters to enlist their local representatives in Congress to oppose the legislation introduced by Rep. Howard Berman in December. The bill "isn't going anywhere anytime soon," Rehr told the packed ballroom. "We're going to be fighting this for the next four, five, six years," he said, predicting that it would cost broadcasters \$7 billion in fees.

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Guess Who Was An Important Part of The 2008 Learning Conference?

Richard Rene' Adam	Kimberly Sawyer	Schlueter JJ Kincaid	James Miller Burt Burdeen	Jim Stephen	Tom Whelan Shadow	Michelle Matthews	Dave-O Thompson	Coley Verbick Karol
Winegard	Lindsay Reinert	Sharon Lepere	Ed Salamon	Connolly	Williams	Tonya Byrd	Doug Grober	Baumeister
Jill M. Sorenson	Stacey Stone	Erik Olesen	Jaye Albright	Mark Follett	Kristen Bergman	Warren Kurtzman	Adam Foster	Mike Kronforst
Greg Simpson	Johnny Stone	Denise Lutz	Mike O'Malley	Susan Groves	Bergman	Kurtzman	Guy Tino	Dale Olson
Chris Stevens	Jay Philpott	Mike Chester	Bob Seering	Brad Erickson	Chad Rufer	Kyle McCoy	Raully	Lisa Wright
Laurie Nickoloff	Tanita Myers	Loyd Ford	Joel Dearing	Melissa Rapp	KiKi Brown	Travis "Tre" Day	Ramirez	Paul Kraimer
Jeff Murphy	Adam Carlson	Kelly Schultz	Joe Giganti	Tim Kelly	Matt Blair	Day "Rowan"	Catriona	Kevin Conner
KC Hansen	Brian Davis	Michael Lichtstein	Adam Wilbur	Steve Brill	Geri Jarvis	Keith Berman	McGinn	Dr. William Cowan
Dan Heffernan	Kevin Russell	Shaul	Shaun	Tyler	Dave Jagger	Barry Schmidt	Vin Martino	Alan Mason
Stacy LaRue	Kevin Russell	Shouldeen	Phil Strider	Todd	Justin Riley	Dan Spears	Michael McVay	Joe Kielej
Gannon	Ramona	Wendy	Wendy	Sarah Harris	Michael Thiel	Mark Barron	Mike Stern	Kevin Dees
Sheila Burke	Holloway	Templeton	Jason Jones	Meg Dowdy	Blake	Isaac Hayes	Scott Herrold	Kevin Dees
Jesse Tack	Christine Jordan	Mary Bergman	Robert Cohen	James Howard	Florence	David Porter	Kevin Carter	Chris Crump
	Britney	Tony Garcia		Juli Heath	Brent Carey	Kumi Kimball	Chris Byrnes	Al Arneson
		Robert Cohen		J Marie Fieger	Jill Davidson	Charlamagne	Jason Insalaco	Paul Heine

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"They're trying to extract money from other industries because they haven't addressed their own business challenges." Rehr also said the radio industry "made a mistake" in not more aggressively fighting new, dramatically higher Internet streaming royalties set by the Copyright Royalty Board. In a well-received 50-minute speech that was half reality check, half pep rally, Rehr said never before has radio faced so many regulatory issues and so much competition. He spent less time condemning the proposed XM-Sirius satellite radio merger — which Federal Communications Commission chairman Kevin Martin has agreed to back — but still vowed to fight it. And he fired a few shots at the FCC's proposed rulemaking on localism, which would require broadcasters to have at least one person on-site at a station 24 hours a day, establish permanent community advisory boards and allow public panels to establish quantitative standards for programming. Such requirements "could actually undermine our efforts to serve local communities," Rehr said. "To have the federal government tell local broadcasters what they need to do every day to serve their communities is offensive and absurd." Rehr called on broadcasters to remind people "why they fell in love with radio in the first place and reignite their passion." Calling radio "a great equalizer and unifier," Rehr said stations in the coming weeks would receive a set of talking points detailing "what we need to tell people about radio," as well as commercials to remind listeners why they fell in love with radio. Part of the Radio 2020 PR campaign introduced last fall, the spots and messaging are intended to get stations to evangelize radio to listeners, advertisers and other media. Rehr conceded radio "may have gotten a little stale over the past few years" and suggested the medium is so pervasive that people take it for granted. "People want new, unique content and niche channels, and radio must respond," he said, offering HD radio side channels as part of the solution. While the NAB, the HD Digital Radio Alliance and HD radio technology provider iBiquity have made progress targeting auto dealers and automakers to install HD radios, Rehr said, "We still have a lot more work to do. We need a lot more receivers. Manufacturers are starting to see that it's to their benefit that radio is everywhere there is a speaker or headphones."

Meet Us In St. Louis! The Conclave announced details of its latest scholarship opportunity with **The Broadcast Center of St. Louis**. The scholarship, valued at nearly \$10,000, was announced by Broadcast Center representative **Jay Philpott** at this year's recently completed Learning Conference: AT THE CROSSROADS in Minneapolis. The full program scholarship will be awarded in 2009. Applications will be accepted starting in

late 2008 along with the applications for the Conclave's other scholarships benefiting students pursuing an education in the broadcast and related industries. Broadcast Center President, **Ralph Stanley** said, "We're very proud and excited to begin a mutually beneficial relationship with the Conclave Learning Conference." He goes on to say, "We are very pleased to be part of the Conclave's educational mission and spirit." The Conclave has been awarding scholarships to deserving students desiring an education inside the radio and music industries since 1979. In addition to the Broadcast Center, available scholarships are offered to attend **Brown College**, (Minneapolis, MN) **Specs Howard School of Broadcast Arts** (Southfield, MI) and **McNally Smith College of Music** (St. Paul, MN.) The Conclave also boasts a *Continuing Education Scholarship*, three *Doug Lee Baccalaureate Scholarships*, as well as the *Rockwell Scholarship*. This year scholarships totaled in excess of \$60,000. Conclave Scholarship Co-chair, **Siobhan Kierans** (a former scholarship winner!) noted, "We are honored to have The Broadcast Center join us by offering a scholarship. We're proud to extend our educational opportunities to those in Missouri and the surrounding states!"

Gary (Stevens) Grams Dies In Kansas. Gary Grams of Crown, MN, passed away last Sunday at the age of 62 in Kansas. Gary's radio history included stops at KDWB/Minneapolis, WEBC/Duluth, KIOA-KMGK/Des Moines, KMON/Great Falls, and most recently had owned KLTF/Little Falls, MN with his brother, former US Senator **Rod Grams**. Gary was a graduate of Brown (Institute) College. Gary served on the Conclave Board - back when it was known as the Conclave Advisory Committee/Panel - from 1979 to 1985, and was responsible for helping the organization keep its people and programming focus. His humor, spirit, and sense of community will be missed.

The "Taste of Minnesota" has new owners. **Clear Channel AAA KTCZ/Minneapolis** morning host **Brian Turner** and business partner **Kevin Campbell** have bought it. "We have the foundation of a really good festival here," Turner said. "We'd like to build on that, make it a little more food-oriented, with some celebrity chefs perhaps, and bringing in some of that food as entertainment methodology." "Taste of Minnesota is the largest free festival between California and Chicago," departing owner **Ron Maddox** added. The last Maddox-run festival ended last weekend.

Guess Who Was An Important Part of The 2008 Learning Conference?

Ed Rocker	Rick Dees	Ferrante	Bill Barr	Anthony	Ike Wingate	James Brown	Ben Polzin	Scott
Michael J. Huppe	Chris Reeves	Colleen	Harve Alan	Candito	Scott Gilreath	Jessie Gorman	William Meyer	Musgrave
Daryl	Tom Joyce	Griffiths	Leon Clark	Frank	Art Vuolo	Taylor Voeltz	Matt Zinter	Frank
Friedman	Randy Hawke	Stacey Swift	Steve Jones	DeSantis	Len Besinger	Justin Jacobs	Jay Schleifer	Cammarata
Amy Bolton	Kent Weber	Maria Scheid	Bridgett	Bob Catania	Dana Hall	Lisa Olson	Jason	Carl Lawson
Ed Cohen	Jerry Del	Tara Brown	Germroth	Jim Walton	Cushmeer	Brendon	Hampton	Joan Kump
Matt Haeger	Colliano	Rob Moore	Kurt Johnson	Jim Murphy	Singleton	Berger	Katelyn	Shawn Smith
Jon Zellner	Cheryl Del	Robyn Stimac	John Lassman	Lisa Mabry	Tom Taylor	Patrick	Johnson	Brian Thomas
Shane Finch	Colliano	Phil Tower	Adam	Phil Wilson	Zachary	Brannan	Judith Onuoha	Paige
Erik Johnson	Chris Thomas	Erik Schwartz	Sprenger	Gary	Swanson	Philip Bartley	Debra Roswick	Nienaber
Heather	Darnella	Debbie	Kipper McGee	Schonfeld	William	Derrick Ward	Dave	Brad Savage
Cohen	Dunham	Montgomery	Sammy	Danielle Sills	Schmit	Mike	"Hurricane"	Samantha
Peter M. Gould	Jon Klein	Steve Konrad	Suarez	Len Mailloux	Kirby Arens	McCawley	Smith	Samuel
Doyle Rose	Drew	Bob Davis	Chris Ryan	Steve	Tom Tease	Steven Willis	Gary	Dennis
	T.D. Mischke	Ron Rivlin	Newberry	Bill McManus	Justine Solots	Bernstein	Pontillano	

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The **FCC** has hit **Clear Channel** with a \$12k fine for airing a phone conversation without permission on NT KFGO-AM/Fargo. The fine came after a complaint by **Sandy Blunt**, alleging the station broadcast a telephone call from him without permission. Sometime between January and March, 2006, Blunt left a voicemail on the private cell phone of **Joel Heitkamp**, who hosts "News and Views." Blunt alleges that several times in December 2006, the station broadcast his message without permission. The FCC ruled that a voicemail message left for a station employee is a protected "conversation" that may not be broadcast without prior consent of the caller. Additionally, it ruled that although Clear Channel is no longer the licensee of the station, it does not preclude the Commission from imposing a forfeiture while the station was licensed to Clear Channel.

Tribune NT WGN-AM/Chicago Morning Man Spike O'Dell is ready to call it quits from his \$1 million a year gig. Insiders have no clue on who has a lock to move into mornings although names include: Afternoon host **Steve Cochran**, midday host **John Williams** and Noon show host **Bob Sirott**, who doubles as a news anchor at NBC-owned WMAQ-TV/Chicago.

Welcome back to the **Pro Football Hall of Fame, Dan Dierdorf**. Dan is the 2008 recipient of the **Pete Rozelle Radio-Television Award**, which is given annually for "longtime exceptional contributions to radio and television in professional football." Dan's broadcasting career began in 1984 as color analyst for KMOX radio's coverage of the Cardinals and announced NFL games for the **CBS Radio Network** before moving to one of the game's biggest stages. In 1987, Dan joined **ABC's Monday Night Football** where he spent a decade before returning to CBS in 1999. Dierdorf will receive the Rozelle award August 1st during the Enshrinees Dinner in Canton.

What's **Mike North** got up his sleeve? North will host his 1st - and so far only - internet show from 11a-1p Friday live from his house. Interesting because his former employers, **CBS Radio/Chicago** have that same slot for a "Morning stars' roundtable on Sports WSCR-AM/Chicago. While the CBS group is supposedly going to talk about sports, North, who's been off the air since June 20th, is upset because he never got to say goodbye after more than 16 years on WSCR.

Rush Limbaugh's HUGE 8-year, \$38 million per contract with **Clear Channel** has both sides pretty fired up. It gives hope to an industry that there's still great reach in radio and simultaneously

angers talk-hosts. **RAB CEO Jeff Haley** says in radio, "there's a powerful personal connection that happens. That's what drives Rush's reach and the valuation of his programming," says Haley. "The new contract will absolutely pay off."

There is still fight left in a group of State Attorneys General looking to block the **XM-Sirius** merger. The AGs told the FCC that the combination would deal a "stacked deck" to consumers despite voluntary conditions the companies have agreed to that they contend would advance anti-competitive concerns. It is unclear exactly where the votes line, the Commission's two Democrats, **Michael Copps** and **Jonathan Adelstein**, have been skeptical about the deal. Republican Commissioner **Robert McDowell** has been more accommodating.

The **U.S. Patent and Trademark Office** has approved a patent for **Media Monitors'** method for determining likelihood of matches between source data and reference data, which was filed August 19th, 2003. This patent covers the data gathering and research firm's 'Fingerprinting' technology. Under this system, retrieved audio samples are analyzed by the patented algorithm, which enables Media Monitors to accurately identify additional occurrences. This helps process millions of pieces of data and deliver an accurate picture of what was aired on radio, TV and cable TV with unprecedented accuracy. "The recognition from the U.S. patent office on this methodology ensures Media Monitors will continue to be the leader in accurate and timely media research," said Media Monitors EVP/Technology and Development **Chip Jellison**.

Proctor and Gamble are forming a new Record Label and **Island Def Jam Music Group** Urban boss **Jermaine Dupri** has been tapped to run it? Proctor and Gamble is joining Island Def Jam in a joint venture called **Tag Records**, a label that will sign and release albums by new hip-hop acts. Dupri, a music-industry vet and longtime partner of singer **Janet Jackson**, is excited about this new territory. "I've never seen someone wanting to devote this much money to breaking new artists," said Dupri, who will serve as President of Tag Records while keeping his position at Island Def Jam. "Nobody in the music business has the marketing budget that I have."

Guess Who Was An Important Part of The 2008 Learning Conference?

Bob Walker	Dan Baisden	Lenore Williams	Andrew Cannon	Tom Garrett	Lisa Osborne	Ron White	Michael Becker	Dave Hoeffel
Scott Meyers	Darla Thomas	Reid Holsen	Kellie Wood	Amy Ziebell	Dave Michaels	Karen Allan	Chad Cummins	Jim Asker
Dale Smith	Jonathan Little	Jonathan Little	Lew Tapia	Pat O'Neill	Gregg Stepp	Keith Hill	Richard Palmese	Danno Wolkoff
Joel Folger	Tim Bailey	Diana Wilde	Rachel Field	Taylor Shay	Beth Bacall	Richard Palmese	Joey Tack	Anna D'Agrosa
Dave Shakes	Jeff McHugh	Donna Halper	Steve Warren	Blenda	Dave Popp	Steve Young	Matt Wardlaw	James Miller
Bill Wood	Terry Gibson	Tonya Campos	Barb Richards	Hagberg	Rhiannon	Mark Bolke	Laura Orkin	Bob Thompson
Ken Singer	David Fabilli	Robin Marshall	Matt Fisher	Matt Hudson	Graham Mack	Joe Knapp	Elliot Destino	Dolores Hamilton
Marc Ratner	Bob	Laura Dane	Jim Cartwright	Rick Acker	Alicia Buhse	Doug Burton	Rebecca Pixley	Tommy Carroll
Clarke Ingram	Michaels	Michelle Novak	Jules Riley	Dan Pagel	Larry Rosin	Lester St. James	Doug	Barry Hill
Dwayne Megaw	Larry Daniels	Bob Moore	Dan Larkin	Jay Kruz	Sean Ross	Ben/Chuck	LaGabina	Dana Murphy
Bob Taylor	Rick Cooper	Derron Steenbergen	Dave Dworkin	Will Sterrett	Craig A. Zimmerman	Holsen/Diesel	Perry Simon	Gale Parmelee
Ben Brooks	Michelle Hurley	Tom Oakes	Chuck Knight	Ralph Allenbaugh	John Illk	Laurie Gail	Jerry Boulding	Nan O'Brien
Jim Bezak			Scott Gilbert	Tony Waitekus	Dave Beasing	Susan Stephens	Mark Strickland	Mary DelGrande
Michelle Hurley			Rich Cannata	Kevin Tlam	Amy Bowe	Lia	Joel Denver	Mike Boyle

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2008 Learning Conference faculty member and **Mt. Wilson Broadcasters** Country KKGQ/Los Angeles PD/air personality **Tonya Campos** will attempt to walk 40 miles to help the Go Country team raise money in the "Avon Walk For Breast Cancer," on September 13th and 14th." Tonya is looking for sponsors so if you can spare a few bucks for a great cause, e-mail Tonya at: t.campos@sbcglobal.net.

2008 Learning Conference Star and **Syndication One's Rickey Smiley** performed in the premiere episode of **STARZ** original stand-up television comedy series "Martin Lawrence Presents 1st Amendment Stand-Up" Wednesday night.

Styx founding member and lead guitarist "**JY**" (James Young) will throw out the 1st pitch at **Wrigley Field** on Thursday July 24th for the **Cubs** game against the **Florida Marlins**. JY's fellow band members will also be on hand to sing what is sure to be a classic cover of "Take Me Out To The Ball Game" during the 7th Inning Stretch!

Tim Dukes signs on at **Tribune Company** as VP/Promotions for its broadcasting and interactive divisions. Dukes brings 20+ years of experience on-air and in management positions from markets all over the country.

Clear Channel AC WRVF/Toledo, OH PD **Tom Cook** moves on to the PD gig at WOOD/Grand Rapids, MI.

Nextmedia Hot AC WHBC/Canton, OH PD/afternoon talent **Hunter Scott** exits while sister Top 40 WAZO/Wilmington, NC OM/PD **Jerry Mac** transfers to fill the position.

Regent/Peoria named **Jason Parkinson** PD at Top 40/Rhythmic WZPW/Peoria. Parkinson moves from middays at clustermate Country WFYR. He's been with Regent/Peoria for three years in different capacities including Web/Graphic Designer and working in sales.

NRG Media Modern AC KQKQ/Omaha OM/PD names **Neuhoff** Top 40 WXAJ/Springfield, IL morning show co-host and midday personality **Jenny** for middays.

CBS Country WUSN/Chicago hires **Deena Blake** who joins the station after recently moving from DC where she served as MD/night chick for **Clear Channel** Country WMZQ/Washington D.C.

Bonneville Hot AC WTMX/Chicago PD has promoted part-timer **Cara Cariveau** to middays, filling the void left by **Renee Dubay's** departure for mornings at KQKQ/Omaha.

Metro Networks/Cleveland news anchor **Mike Ward** exits after two years doing news for **Salem** Talk WHK-AM/Cleveland.

Former **Bonneville** Rhythmic AC KMVN/St. Louis PM Driver **Mysti Cox** heads to **Clear Channel** Rhythmic AC WKSL/Raleigh for afternoons.

Great Lakes Loons Sports WLUN/Saginaw, MI named **Lance Lefevre** Dir./Sales.

Emmis Alternative KPNT/St. Louis night guy **Cornbread** and his girlfriend Jenny had a baby boy this past Saturday, July 5th. Landon Allen Brown checked in at 6 lbs., 12oz, and 19 inches long.

Congrats to **Peterson** Top 40 WDJQ/Canton PD/afternoons **John Stewart** and his wife Dawn on being the newly minted adoptive parents of Alana Angelina Stewart. John and Dawn brought Alana home with them from Russia last week, after a number of trips over to meet Alana and clear all the governmental hurdles.

Former WLAV/Grand Rapids owner **John Shepard** died Monday at 81. Shepard, who owned WLAV-AM-FM during their rise to a ratings powerhouse beginning in the 1970s, owned many other stations around the country during a long career.



Availz. Chris Krok, currently doing some summer filling in on fine talk stations in America like WLS, WMAL, and KLIF is available for a FT gig. Says Chris – “market size isn’t relevant, fit is.” Contact Chris at kroktalk@bellsouth.net.

Jobs. From **Jeff McCarthy**: “Have you experienced this? We want you to program 3 stations; do the morning show; voice track another 4 shows and by the way, the tower needs painting? Our PD position will allow you to focus on one radio station with a great signal and includes all the support to produce an awesome entertaining product. Don’t get me wrong, you will be expected to work hard but you won’t be spinning in circles. Please send your package to Jeff McCarthy, VP Programming, **Midwest Communications**, <http://www.mccarthy@mwcradio.com>. Or mail to Box 2333,3 Green Bay, WI 54305...**Saga** combo Oldies KUQL-Country KMIT/Mitchell, SD needs jack-of-all trades/weekend warriors. Rush your things to: cj@kool98.com...**Regent** News WJBC-AM/Bloomington, IL is looking for its next news anchor/reporter. Responsibilities include news reporting, writing and anchoring. Management and/or talk-show opportunities may exist for the right candidate. Bachelor’s degree is preferred; three years of professional or school-related broadcasting experience is required. Send T&R to: **R.C. McBride**, Program/News Director, WJBC, 236 Greenwood Ave., Bloomington, IL 61704 or email to: rcmcbride@wjbc.com...**Illinois Bible Institute** Christian WIBI/Springfield, IL is looking for a creative, organized, family-friendly communicator. Passionate about your faith, people, and radio? Get your stuff to: rob@wibi.org...**Cumulus** Hot AC WQLH/Green Bay, WI needs an entire Morning Show. Send packages to jimmy.clark@cumulus.com...**Three Eagles**/Southern Minnesota needs AE’s that want to work with Main St. and not Wall St. Are you a gifted seller with great people skills? Send your resume to: dsturgeon@threeeagles.com...**South Central Radio** Top 40 WSTO/Evansville, IN is looking for a new Morning Show. SCRG understands talent and their value. Come work in a competitive,

fun environment with all the toys and tools you’ll need to shine. Get your best to: LookingForAStar@Hot96.com...**Hubbard** Hot AC KSTP-FM/Minneapolis needs an off-air producer for their killer afternoon show. Rush your best to: lpeck@ks95fm.com...**Cumulus** NT WOSH-AM/Oshkosh, WI needs a PM newsperson with strong writing and on-air skills. Send TR and writing samples to: **Jonathan Krause**, 491 S. Washburn St. Suite 400, Oshkosh, WI 54904...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.

But You Have a Defective Baseball Cap...



Z100’s J.J. Kincaid (L) shares on-air secrets with BitXChange’s Mike Marino during the Learning Conference’s Top 40 Symposium, “iPod-You’re Not” - sponsored by R&R and the BitXChange Prep Service.

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Spring Book 2008, Phase 2 Trends

Omaha-Council Bluffs, NE (#72)

Look at NRG'S Urban KOPW!?

Station	Format	Owner	Sp	P1Sp	P2
KFAB-AM	N/T	ClrChnnl	8.8	9.5	
KOPW-FM	Urb	NRGMedia	4	7.3	
KGOR-FM	Oldies	ClrChnnl	7.3	7.1	
KXKT-FM	Ctry	ClrChnnl	7.3	6.7	
KQCH-FM	T40	Journal	6.5	5.6	
KEZO-FM	Rock	Journal	6.6	5.3	
KQKQ-FM	HotAC	NRGMedia	4.5	4.7	
KKAR-AM	N/T	NRGMedia	4.3	4.3	
KQBW-FM	Rock	ClrChnnl	5.1	4.1	
KSRZ-FM	HotAC	Journal	4.4	3.9	
KKCD-FM	ClsscRock	Journal	4	3.6	
KOOO-FM	AdultHits	NRGMedia	3.4	2.8	
KGBI-FM	ChrstnAC	Salem	2.5	2.7	
KBBX-FM	RegMex	Journal	2.3	2.1	
KOZN-AM	Sports	NRGMedia	1.8	2.1	
KOMJ-AM	Stnrds	Journal	1.7	2	
KTWI-FM	Ctry	ClrChnnl	1.7	1.6	
KXSP-AM	Sports	Journal	1.6	1.3	
KYRO-AM	ChrstnTalk	Salem	0.6	0.8	
KYDZ-AM	SpanAdHits	NRGMedia	0.9	0.8	
KOTK-AM	N/T	Salem	0.5	0.5	

Grand Rapids, MI (#67)

Alt WGRD makes a statement

Station	Format	Owner	Sp	P1Sp	P2
WBCT-FM	Ctry	ClrChnnl	7.7	8	
WLAV-FM	ClsscRock	Citadel	6	7.7	
WOOD-AM	N/T	ClrChnnl	7.2	7.7	
WGRD-FM	Alt	Regent	4.8	6.4	
WOOD-FM	AC	ClrChnnl	6.1	5.8	
WSNX-FM	T40	ClrChnnl	4.6	4.5	
WHTS-FM	T40	Citadel	4	3.7	
WLHT-FM	AC	Regent	3.7	3.7	
WTRV-FM	AC	Regent	3.9	3.7	
WFRG-FM	Oldies	Regent	3.4	3.3	
WBFX-FM	ClsscRock	ClrChnnl	2.7	2.7	
WKLQ-FM	ActRock	Citadel	2.9	2.7	
WTNR-FM	Ctry	Citadel	2.2	2.1	
WBBL-AM	Sports	Citadel	2.4	2	
WJQK-FM	ChrstnAC	Lanser	2.3	2	
WMAX-FM	AdultHits	ClrChnnl	1.7	1.6	
WMUS-FM	Ctry	ClrChnnl	0.9	1.3	
WFUR-FM	ChrstnAC	Kuiper	0.7	1.2	
WJNZ-AM	Urb	WJNZ	1.5	1.1	
WMFN-AM	UrbAC	Birach	0.7	0.7	
WTKG-AM	N/T	ClrChnnl	0.5	0.7	
WGHN-FM/					
WGHN-AM	AC	WGHN	0	0.6	
WHTC-AM	N/T	MidComm.	0.6	0.6	
WLAW-FM	Ctry	Citadel	0.9	0.6	
WDSS-AM	Kids	Goodrich	0	0.5	
WLCS-FM	Oldies	Citadel	0.6	0.5	
WVFM-FM	AC	MidComm.	0	0.5	

Kansas City (#32)

5th to 2nd for Country KFKF

Station	Format	Owner	Sp	P1Sp	P2
KQRC-FM	ActRock	Entercom	5.5	6.4	
KFKF-FM	Ctry	Wilks	4.9	5.9	
KPRS-FM	Urb	Carter	6	5.7	
KMBZ-AM	N/T	Entercom	5.4	4.7	
KMXV-FM	T40	Wilks	4.1	4.6	
KUDL-FM	AC	Entercom	5	4.6	
KBEQ-FM	Ctry	Wilks	4.2	4.5	
WDAF-FM	Ctry	Entercom	4.6	4.4	
KCFX-FM	ClsscRock	Cumul.	3.9	3.8	
KMJK-FM	UrbAC	Cumul.	3.9	3.8	
KCHZ-FM	Rhy	Cumul.	3.3	3.6	
KCMO-FM	Oldies	Cumul.	3.6	3.5	
WHB-AM	Sports	Union	3.5	3.5	
KCJK-FM	AdultHits	Cumul.	3	3.3	
KCMO-AM	Talk	Cumul.	3.5	2.7	
KCKC-FM	AC	Wilks	2.4	2.6	
KRBZ-FM	Alt	Entercom	2.2	2.4	
KBLV-FM	AAA	Entercom	2.5	2.2	
KCSP-AM	Sports	Entercom	1.5	2	
KDTD-AM	RegMex	Davidson	0.9	1.2	
KYYS-AM	RegMex	Entercom	1.4	0.9	
KPRT-AM	Gospel	Carter	0.7	0.7	
KTPK-FM	ClsscCtry	JMJ	0.5	0.7	
KXTR-AM	Clsscl	Entercom	0.8	0.7	
KCCV-FM	ChrstnTalk	Bott	0.7	0.6	

Indianapolis (#40)

N/T WIBC vaults into first

Station	Format	Owner	Sp	P1Sp	P2
WFMS-FM	Ctry	Cumul.	11.4	10.7	
WIBC-FM	N/T	Emmis	6.1	6.8	
WTLC-FM	UrbAC	Radio1	5.3	6.1	
WHHH-FM	Urb	Radio1	6	6	
WFBQ-FM	ClsscRock	ClrChnnl	6.3	5.9	
WYXB-FM	AC	Emmis	4.3	5.1	
WZPL-FM	HotAC	Entercom	4	4.7	
WNOU-FM	T40	Radio1	4	4.5	
WJJK-FM	AdultHits	Cumul.	4.7	4.1	
WLHK-FM	Ctry	Emmis	4	4	
WRZX-FM	Alt	ClrChnnl	4.7	3.9	
WNTR-FM	AdultHits	Entercom	4	3.3	
WKLU-FM	ClsscRock	IndyRadio	3.1	3.2	
WTLC-AM	Gospel	Radio1	1.7	2.5	
WTTS-FM	AAA	SarkesTarz.	2.3	2	
WEDJ-FM	RegMex	Continental	2.3	1.9	
WFNI-AM	Sports	Emmis	1.4	1.7	
WNTS-AM	RegMex	Davidson	1.4	1.2	
WRDZ-FM	Kids	Disney	1.1	1	
WNDE-AM	Sports	ClrChnnl	1	0.9	
WCBK-FM	Ctry	Mid-America	0	0.7	
WXNT-AM	N/T	Entercom	1	0.7	
WFDM-FM	N/T	Pilgrim	0.5	0.5	
WRWM-FM	AC	Cumul.	0.4	0.5	
WKKG-FM	Ctry	Findlay	0	0.4	

Denver-Boulder, CO (#22)

N/T KOA still on top


Station	Format	Owner	Sp	P1Sp	P2
KOA-AM	N/T	ClrChnnl	6.5	6.5	
KYGO-FM	Ctry	LincFin'l	6.3	6	
KXPK-FM	RegMex	Entravision	4.4	5.8	
KQKS-FM	Rhy	LincFin'l	5	5.4	
KOSI-FM	AC	Entercom	4.6	4.7	
KBCO-FM	AAA	ClrChnnl	4.5	4.3	
KXKL-FM	Oldies	CBS	4.1	4.3	
KALC-FM	HotAC	Entercom	4.1	3.8	
KHOW-AM	N/T	ClrChnnl	3	3.4	
KPTT-FM	RhythmAC	ClrChnnl	2.3	3.1	
KQMT-FM	ClsscRock	Entercom	3.6	3.1	
KRFX-FM	ClsscRock	ClrChnnl	3	2.9	
KBPI-FM	ActRock	ClrChnnl	2.8	2.8	
KTCL-FM	Alt	ClrChnnl	2.6	2.3	
KIMN-FM	HotAC	CBS	2.8	2.2	
KNUS-AM	N/T	Salem	2.3	2.2	
KEZW-AM	Stnrds	Entercom	1.8	1.8	
KWLI-FM	Ctry	CBS	1.7	1.8	
KJMN-FM	LatinPop	Entravision	1.1	1.4	
KKZN-AM	Talk	ClrChnnl	1.4	1.4	
KBNO-AM	RegMex	LatComm.	1.4	1.2	
KKFN-FM	Sports	LincFin'l	2.1	1.2	
KMXA-AM	SpanAduHits	Entravision	1.3	1	
KONN-FM	RhythmAC	DenverCo.	0.9	1	
KJAC-FM	AdultHits	NRC	1	0.9	
KCUV-FM	AAA	NRC	0.8	0.8	
KKFN-AM	Sports	LincFin'l	1	0.5	
KNRV-AM	SpanN/T	NewRadioV	0.9	0.5	
KTNI-FM	AAA	DenverCo.	0.5	0.5	

Colorado Springs, CO (#95)

AC KKLI overtakes rival KKKP

Station	Format	Owner	Sp	P1Sp	P2
KKLI-FM	AC	ClrChnnl	6.7	6.6	
KKKP-FM	AC	Citadel	7.6	6.6	
KATC-FM	Ctry	Citadel	4.8	5.9	
KCCY-FM	Ctry	ClrChnnl	6.6	5.9	
KILO-FM	ActRock	Bahakel	5.7	5.9	
KKMG-FM	T40	Citadel	5.7	5.3	
KKFM-FM	ClsscRock	Citadel	4.6	5	
KVUU-FM	T40	ClrChnnl	5.7	4.6	
KVOR-AM	N/T	Citadel	4.8	4.4	
KBIQ-FM	ChrstnAC	Salem	4.4	4.1	
KIBT-FM	Rhy	ClrChnnl	3.9	3.9	
KOA-AM	N/T	ClrChnnl	2.7	3.2	
KDZA-FM	Oldies	ClrChnnl	2	2.7	
KYZX-FM	ClsscRock	Bahakel	2.5	2.5	
KRDO-FM/					
KRDO-AM	N/T	News-P&G	2.1	2.3	
KCMN-AM	Stnrds	DJR	1.4	1.4	
KKML-AM	Sports	Citadel	1.4	1.4	
KGFT-FM	ChrstnTalk	Salem	1.2	1.2	
KZNT-AM	N/T	Salem	1.2	1.2	
KPHT-FM	Oldies	ClrChnnl	0	0.9	
KBCO-FM	AAA	ClrChnnl	0.5	0.5	

12+ M-Su, 6AM-12AM.
Spring '08 Phase 1 - Phase 2
comparisons, unless otherwise noted.



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