

MAIN STREET

Presents

The Conclave

TATTLE R

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

Learning Conference Revisited! As it has been doing over the past few 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!*

Rehr: 'We Must Reignite The Passion' For Radio (RadioInk). NAB President/CEO David Rehr talked up radio's strong points as he keynoted the Conclave Friday, but he also acknowledged that, "like any long-term relationship, things between radio and its listeners may have gotten a little stale over the past few decades." Rehr said, "Radio is so pervasive, like water, air, and electricity, that many people take it for granted. I believe we must do a better job reminding people why they fell in love with radio. We must reignite the passion." He then talked about how that's being addressed through the ongoing Radio 2020 initiative, announced at the NAB Radio Show last September. He pointed to "four key areas for growth opportunities to remind consumers of the value of radio." On the technology side, Rehr said, "We must ensure that radio is incorporated on every new gadget, everywhere" — something he said consumers demand, and that will be to the advantage of manufacturers. He pointed to a recent NAB study that showed radio could reach 257 million mobile subscribers if FM were offered on more cell phones. Rehr's second key point was "playlist variety and format diversity." He said, "We know that in this customizable era, consumers are becoming more selective and protective of their choices. People want new, unique content. They want niche channels. And radio must respond." He said HD Radio offers "immense opportunities" to do that, and pointed to automaker deals and new technology that lets stations upgrade to HD at a lower cost. Rehr then turned to the future of radio, saying radio "can't afford to rest on its laurels." He continued, "We are working to help empower radio stations and their sales teams to be evangelists for radio, by sharing best practices and helping our radio

loyalists tell radio's story, and by working with agencies to develop and cultivate more creative and dynamic advertising." The NAB conducted a large-scale survey when it rolled out Radio 2020, and Rehr said, "Armed with what we learned from the survey and with what we know about our business, we must act now to ensure radio's value is realized well into the next century." Finally, he said radio must work to "reignite" consumers by reminding them that radio is unlike any other medium. He pointed to radio's accessibility and convenience and said, "Radio is a great equalizer, a great unifier." He said, "This is the driving force behind Radio 2020. We have to remind consumers of the value of radio." Radio 2020 is now rolling out the "Radio Heard Here" campaign, with multiplatform promotional and educational initiatives that, Rehr said, are "design to engage virtually the entire ecosystem that radio touches." He pointed Conclave attendees to www.radioheardhere.com for tools and information and said the NAB will be distributing talking points and a fact book on "what we need to tell people about radio." The NAB will also be sending out spots to remind people of what they love about radio. Rehr said the response to the campaign so far has been "great" and added, "It is our hope, that armed with the facts and the good news about radio, you will join us in this campaign to reinvigorate this great business and secure a successful future." Moving on to regulatory issues, Rehr talked about the FCC's proposed localism regulations, which, he said, "reflect an outdated regulatory mindset." He continued, "Many have been tried and previously dismissed by the Commission as ineffective, unnecessary and too burdensome on broadcasters," pointing to the proposed local advisory boards, return to the main studio rule, and reporting ruled. "We've been through this before," Rehr said. He said the broadcasters already serve their local communities every day, "and we don't need the government to step in to tell us how. And NAB is driving that message home in Washington each and every day." He urged broadcasters to ask their members of Congress to support the Local Radio Freedom Act in the House and the Senate, and said, "Momentum is on our side. The House sponsors of the performance tax bill have admitted that they do not have the support to move this legislation this year. But we must keep the pressure on. I believe with your support and action, we will be successful in this battle." Rehr concluded, "Radio's future is bright. And if we are persistent and consistent, we will win our battles. We will realize the enormous opportunities ahead ... and, ladies and gentlemen, we will make radio new again. We will be reinvigorated. And we will prosper."

Reaching The Younger Demo With Radio (Keith Berman). It should come as no surprise that whether you're talking about tweens, teens or young adults, iPods, iPhones, Blackberries, laptops, PS3s and Wiis are what drive their very existence. That point was driven home Thursday afternoon (June 26) at the Conclave Learning Experience's "Reaching Younger Demos With Radio" session, presented by Anna D'Agrosa, editor of the Youth Market Hot Sheet and research director at Zandl Group, a New York-based company that follows trends, consumer insights and marketing. In her presentation, D'Agrosa reviewed research Zandl conducted over a one-year period where 75-question interviews

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



Mike McVay



Danno Wolkoff



Lee Abrams



Jaye Albright



Sean Ross

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were conducted with over 3,500 8-30-year-olds, with topics ranging from entertainment, media, food and beverage, fashion, plus their aspirations and goals. D'Agrosa emphasized that the questions were open-ended "so it gave us a sense of what they were passionate about." Trends that surfaced in the research ran the gamut of increased use of social networking (MySpace, Facebook) and what D'Agrosa called "starring in you own life," where these tweens, teens and young adults are in the habit of posting videos they have made to places like YouTube or posting things going on in their lives to blogs they have created. Another trend that surfaced in the research is the younger demos gravitating to "nu-retro," which D'Agrosa described as '80-'90s pop culture and fashion being rediscovered and influencing young consumers' style and sensibility; for instance, discovering Nirvana or Aerosmith for the first time or bands from that era discovered on games such as Guitar Hero or Rock Band. Even neon clothing has once again become all the rage, as have '90s grunge fashions, with the young set. Of most interest to the radio throng gathered Thursday afternoon were stats D'Agrosa showed on the usage of radio for 21-30-year-olds on the panel. As for how they listen to radio, 82% listen to terrestrial radio, 67% listened to Internet streams, 55% listened to satellite radio and 33% said they listened to podcasts. She added that 60% of this listening happens in cars, while 41% takes place at home. As for what this age group likes about radio, 25% said they like learning about new music, 7% said they liked not knowing what the next song would be, 7% said they liked hearing old favorites, and only 1% said they liked hearing the top 10 songs. It's interesting to note that 22% enjoy getting their news (world/national/local) and current events from the radio, and 9% listen to NPR, with 20% tuned in to talk radio. Howard Stern on Sirius, however, only scored 1% of these listeners' time. D'Agrosa also showed stats on what these young radio listeners thought was missing from radio programming. A whopping 52% said diversity in music, and 16% miss "funny and smart" personalities. The takeaway for radio, D'Agrosa pointed out, is that the best way to market to young listeners is online (social networking, podcasts and blogs), plus through contests that offer attractive prizes. She added, "Young people gravitate toward products and entertainment that reflect specific tastes."

For a complete journal of industry reports on the 33^d annual Learning Conference visit <http://www.theconclave.com> or click on <http://images.radcit.net/5440/2896789.pdf>.

Several record labels, including **Universal Music Group**, are urging a judge to uphold the \$222,000 jury verdict against **Jammie Thomas** for illegally downloading music off the internet. U.S. District Judge **Michael J. Davis** is under fire because the record companies say dropping the verdict will set a standard too high for proving actual distribution of music in copyright-infringement cases, because internet piracy "happens under a veil." Says **Donald Verrilli**, who is legal counsel for the record industry. "That's the same thing as saying there is no longer a right of distribution." You'll remember back in October that Thomas, a 31-year old mother of two, was ordered to pay \$9,250 for each of 24 songs she downloaded

from **Kazaa**. Her attorney, **Brian Toder** of Minneapolis wants a new trial because he says the fine was unconstitutionally severe.

Adios! Now that **Clear Channel** is private, it's putting 54 stations on the block. Some of the bigger market stations to be sold are: WALK/Nassau-Suffolk; WAKS/Cleveland; WJRR/Orlando; KSJO, KUFX and KCNL/San Jose; and WWDG/Syracuse. Clear Channel also announced its intention to sell or exchange WOFX and WNNF/Cincinnati, and KHMN and KLOL/Houston for DOJ compliance.

The suits at **XM** aren't guaranteed jobs at the new **Sirius XM Inc.** but they will be rich due to the severance agreements agreed upon in 2007. **Nate Davis**, the former CEO of XM, won't be the CEO of the new company. If he leaves the company, he is guaranteed an estimated severance package worth as much as \$10 million. XM Chairman **Gary Parsons**, who will continue as chairman at SIRIUS XM, would receive more than \$9 million if he is fired or resigns. EVP/CFO **Joseph Euteneuer** will get \$4.9 million and Chief Marketing Officer **Vernon Irvin** will get \$4.5 million. "This is how you entice a business leader to take risk and protect their downside should a deal or transaction take place where their job is eliminated," said **Stout Causey & Horning Group** Managing Partner **Chris Helmrath**. "If you really want top CEOs, they can most times name their deal and [companies] need to live with the realities." *Commentary: Mr. Helmrath, if the worse thing that could happen in a job was collecting a large annual paycheck or \$9 Million, could you hit me with that "risk" definition, again? Those are certainly nice rewards to receive for driving a company so much into the red, that a merger was needed to rescue it. – TK*

No more non-competes in New York as Governor **David A. Paterson** signed into law, a ban of broadcast employee non-compete clauses. The "Broadcast Employees Freedom to Work Act" eliminates the restrictions placed in many broadcast employees' contracts, which prevent them from working in a particular market for a specified period of time. "Broadcasters, like other members of the media, play an important role in our democracy by providing the public with critical news and analysis that help us shape the ongoing discourse about the future of our society," Gov. Paterson said. "The contract provisions we're banning placed an unfair burden on these professionals by limiting their ability to move to other employers within the same market or within a certain time period. With the approval of this bill, we hope to empower broadcasters with greater independence as they pursue employment options."

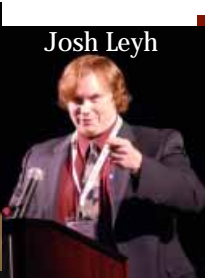
A defamation suit against **Randi Rhodes** and her former employer **Air America Radio** has been thrown out by a three-judge federal panel. **Caci Premier Technology** sued the host, now with **Nova M Radio**, and AAR for \$11 million, alleging that Rhodes said its employees raped and murdered Iraqi civilians at **Abu Ghraib**. The panel characterized Rhodes comments as "free use of hyperbole and exaggeration."

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



Brody Meinke

McNally-Smith Scholar • Dennis Becker Scholar



Josh Leyh



2008 30-Under 30-Award Recipients



Jordan Spychalla

Jenna Wundrow

Len Clark

Doug Lee Scholars • Rockwell Scholar

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Air America Media will have a strong presence at both the Democratic and Republican conventions with **Rachel Maddow** and **Thom Hartmann** doing their shows live from both Denver for the Dems and St. Paul for the Republicans. The two hosts will also be joined by **Mark Green**, **David Bender**, and guests for a nightly "Convention: Special Team Coverage" show airing during the Democratic convention.

Clear Channel Top 40 KDWB and Talk KTLK/Minneapolis Image Dir./voiceover whiz **AJ** is moving on to Clear Channel/Milwaukee.

"Radio's Best Friend" **Art Vuolo** and michiguide.com's **Mike Austerman** are taking over **Greater Media** Rock WRIF/Detroit this weekend. The show will air 10p-1a CT and will be web cast at wrif.com. They'll be taking calls at (313) 298-WRIF and e-mails at ontheradioshow@gmail.com.

Entercom Hot AC WZPL/Indianapolis picked up three honors in **NUVO** newsweekly's annual "Best Of Indy" awards. The awards were determined by reader votes cast over the past three months. **Dave Smiley** was named Best Radio Personality for the 6th year in a row, while **Mindy Winkler** was named Best Traffic Reporter for the second year in a row. To top it all off, WZPL was named Best Radio Station for the 7th consecutive year.

KGPC Company is selling Country KXPO-AM and Oldies KAUJ/Grafton, ND to **Simmons Broadcasting** for \$700,000 under a 1998 option agreement. The buyers operate the stations under a time-brokerage agreement. The option and brokerage agreements were assigned to Simmons by Two Rivers Broadcasting.

A construction permit for a new FM in North Platte, NE was sold for \$14,900 on **eBay**. The winning bidder named, **Ioldalvarez2008**, has him/herself a Class A noncommercial frequency at 90.1 FM. The seller is listed as "24141829"; the CP holder is **RV Ministries**.

WRCX/Chicago's 10-year reunion is less than a month away. If you belong, contact **Natalie DiPietro** at: DiPietroN@aol.com. The reunion is August 30th at House of Blues Foundation Room at 9p.

A documentary on public radio's "A Prairie Home Companion" host and St. Paul resident **Garrison Keillor** is titled "Garrison Keillor: The Man On The Radio With The Red Tennis Shoes." The documentary was created by **Peter Rosen** and follows Keillor during 2005 as he does his radio show and travels between his New York and Minnesota homes. The film screens today (8/8/8) at 7p at Providence, RI's Columbus Theatre.

Conclave Partner Sovereign City Communications names 34-year radio vet **Mike Oakes** as Affiliate Relations Dir. Oakes joins the radio syndication provider as its OASIS AC music format launches its flagship

program "Wendy In Your Oasis," for national distribution and prepares a morning program, "Your Morning With Jim & Debbie," for national launch in Fall 2008.

Dial Global Programming Pres. **Kirk Stirland** and **Broadcast Architecture** Pres. **Allen Kepler** have agreed to move Dial Global's Smooth Jazz programming into BA's Smooth Jazz Network. The announcement impacts Dial Global's 17 Smooth Jazz affiliates.

Envision Radio Networks is launching a new 60-second vignette, the "USA TODAY 'Don't Quote Me' Quote of the Day," bringing the popular board game to radio in a fully integrated package that includes radio, interactive website and print components. Visit envisionradio.com for details or contact **Matt Wardlaw** at (216) 831-3761.

Although the Brett Favre saga is finally over, it brought together two unlikely radio stations. **Citadel** Sports KBGG and **Saga** Religious KPSZ-AM/Des Moines have agreed to an unprecedented play-by-play and cross-promotion deal for the **Green Bay Packers'** upcoming 2008-'09 season. Specific terms of the deal aren't yet known, but KPSZ-AM will receive Packer game promotion on KBGG, while KBGG will receive in-game radio commercials for each of the upcoming Packers games this season.

The New "Mayer" of Spencer?



No election needed for this new mayor, er, Mayer - Shawn Mayer, that is! Shawn was a recent contestant on NBC's Nashville Star and made it into the Top 3!!!! The show flew her home July 23rd to do a hometown concert and autograph signing. She stopped by her hometown station at KICD/KLLT in Spencer to entertain on the morning show!

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The **Nielsen Company** hired **Dave Bakula** to be SVP/Analytics & Client Relations for Nielsen Music. Previously VP/Business Analysis for **Universal Music Distribution**, Bakula will lead efforts in expanding its analytical capabilities, products and services.

COMMENTARY: *Being out of the office for a week means catching up on industry reading, and quotes from two industry leaders stand out. Peter Smythe, Greater Media CEO: "(W)e have a robust online presence of websites, databases, audio and video, and the ability to combine them in new and compelling ways with broadcast audio, including our secondary HD channels. We can create custom solutions for marketing problems that are affordable, effective and measurable.."* Barry Lowenthal, President/Media Kitchen and recognized advertising buying guru: "(R)adio has not been able to increase its CPMs in a meaningful way because its audience is not increasing... The product is poor... (and) for the most part the quality of radio content is just not very good." How intriguing. The guy who buys radio advertising is calling our product poor because our content is 'not very good', seemingly oblivious to the various avenues radio uses to distribute that content. Meanwhile, the guy who owns radio properties focuses not so much on content, but the variety of communicative devices used by radio to deliver it. While these two isolated comments hardly define the collective mindset of the advertising and radio communities, there's a serious disconnect illustrated here that cannot be ignored. Taken at face value, though, one thing is certain: these guys have to start talking... and listening to... one another. Now, Peter, please begin to once again treat content as king. Barry, please understand and appreciate the fact that our content can no longer be solely accessed by the on-button of a radio set. Unless and until that conversation happens, we can expect the attitudes of Smythe and Lowenthal to continue defining a chasm that prevents both from achieving their desired, expected – and common – goal: larger available audiences ably and willingly receiving important messaging by way of a varied and growing array of communication possibilities. - TK

Clear Channel/Phoenix Dir. of Programming/Operations and Country KNIX PD **Smokey Rivers** adds PD stripes for Talk KFYZ-AM and Sports KGME-AM. Anything else you want this guy to do?

Cumulus Top 40/Rhythmic KCHZ/Kansas City night host **Sweet Lenny** adds the MD stripes.

Former **Woodward Communications** Active Rock WZOR/Appleton-Green Bay morning dude **Rex Charger** is leaving the lower 48 for an OM/PD gig at **Big River Public Broadcasting** Variety KIYU-AM/Galena, AK.

Chicago-based **NJS4EVER Networks' New Jack Radio** is close to finalizing its air staff. The weekday lineup is ex-KZCH/Wichita MD **Jo Jo Collins** in mornings, NJS4EVER Networks CEO/Founder **Knyte** in middays, former Urban KBLR/Omaha PD and New Jack OM/PD **Stevie**

Swing (Steven Mills) from 1-3p, current KORQ/Abilene, TX afternoon driver **The Booker Show** from 3-7p, and current KMJK/Kansas City swinger **Guy Big Al** (Harper) in nights.

Congrats to **CMT** Executive VP/GM and former KDWB/Minneapolis PD **Brian Philips** and wife **Sarena** on the birth of their baby girl, **Coretta Lauren**, born Friday (8/1) in Nashville. Mom and baby (the sixth addition to the Philips clan) are at home and resting well.

Michigan Radio Communications Sports WLUN/Saginaw, MI grabs cross-town **Meredith** NT WNEM-AM morning host and former **CBS** affiliate WNEM-TV/Saginaw News Producer **Jerry O'Donnell** as Director of Operations. O'Donnell will continue hosting on WNEM.

The **Des Moines Radio Group** is proud to announce the City of Des Moines has agreed to name part of Maple Street, by East High School, after **Dic Youngs**. "Dic Youngs Way" was unveiled Wednesday, August 6 with Dic's friends, family and fans in attendance. "We chose a street by East High School because that's Dic's alma mater and he's a proud Scarlet," said Des Moines Radio Group GM **Bill Wells**. "We've been proud to be a part of making Dic's "Original Saturday Night Oldies Show" a destination for decades on the radio, now Dic himself will be a destination." Dic started in radio after winning a local contest at age 16. Dic began working at 940 KIOA in February 1966, where he remained for nearly 42 years. He now does his Saturday night show on KIOA's sister station 1350 KRNT.

Quicksilver Broadcasting/Wausau, WI GM **Steven Resnick** is quitting to form **Sunrise Broadcasting**. Resnick is buying Sports WXCO from **Seehafer Broadcasting** for \$250,000. Seehafer will still own 3 stations in the market including: Sports WOSQ, News/Oldies WDLB-AM and Talk/Sports WFHR-AM.

Availz. **Kate Fetterly**, a recent **Brown** grad is looking for a news reporter position. She has experience as news director. Call 612.718.4275 or email kmfetterly@yahoo.com.

Condolences to family and friends of bluegrass musician and southern Ohio radio personality **Paul "Moon" Mullins**, who passed Sunday (8/3) in Springboro, OH at 71 after a year-long battle with supranuclear palsy.

Condolences to family and friends of longtime **Atlanta Braves** radio and television voice **Skip Caray**, who died Sunday in Atlanta at 68. He started at KMOX-AM/St. Louis, doing high school sports reports as a teenager and calling Saint Louis University and NBA **St. Louis Hawks** games. He moved to Atlanta with the Hawks in 1968, and became part of the Braves crew on radio and TV in 1976, a position he held until his passing.

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Condolences to family and friends of former Toledo personality and GM **Bob Martz**, who died Saturday in Perrysburg TWP., OH at 75.

Condolences to family and friends of Washington communications lawyer and radio station owner **James A. McKenna Jr.**, who died July 23rd of congestive heart failure in Hightstown, NJ at 90. A founder of **McKenna and Wilkinson**, which represented **ABC**, he also formerly owned KQRS-AM-FM/Minneapolis, as well as stations in Harrisburg and Madison and a Cleveland TV station.

Condolences to family and friends of former **Aspen Public Radio** noncomm KAJX/Aspen, CO morning news anchor and weekly "Aspen Media Review" host **John Noonan**, who died Tuesday (8/5) of cancer.

Jobs. 101.3 KDWB and 100.3 K-TALK/Minneapolis is looking for their next imaging superstar. If you love building a bond between radio station and listener one production piece at a time, then you need to apply. This isn't an entry level position and you need to have experience in building and maintaining brands through imaging. Rush your resume and imaging demo to: KDWB/KTLK Production/Imaging Director. E-mail or mail resume, cover letter, position you're seeking and salary requirements to: Hiring Manager, **Clear Channel**, 1600 Utica Avenue South, Ste. 400, Minneapolis, MN 55416; E-mail: Employment@ClearChannel.com...**NRG Media** in Fort Atkinson (WFAW/WKCH) has an immediate opening. Position includes board operating local high school and college games plus some light production. This position will be a minimum of 20 hours per week...night and weekends, with the possibility of expanding to full time with the right candidate. This is an excellent entry level opportunity. NRG Media is an equal opportunity employer. If interested contact: OM **Gary Douglas Lundberg**, 1-800-242-0107. mailto:gdouglas@nrgmedia.com...**Cumulus** AAA KBXR/Columbia, MO needs an immediate PD/Morning Show Co-Host. Forward your things to: Chris.Kellogg@cumulus.com...**NRG Media**/Fort Atkinson, WI wants board-ops for a minimum of 20 hours/week with FT a possibility for the

right candidate. Send your resume to: gdouglas@nrgmedia.com...**Regent** Classic Rock KMAX/Windsor, CO seeks a music intensive Morning Show with prod skills and a team player attitude. T&R to: maxmornings@943maxfm.com...**Cumulus**/Appleton-Oshkosh is on the hunt for a new Promotions Director who refuses to settle for less than the best. Send your resume and anything else pertinent to: guy_dark@cumulus.com...**MacDonald Broadcasting** Country WKQC/Saginaw, MI is in search of a PD with strong community skills and a passionate leader. Call **Duane Alverson** at: 989-752-8161 or email your stuff to: ALVE2549@aol.com...**Three Eagles** Country KJAM-AM-FM/Madison, SD is looking for a Newshound to lead. Snail audio and resume to: KJAM Radio, 101 S Egan Ave., Madison, SD 57042 or email to: llarsen@kjam.threeeagles.com...**Clear Channel**/Cleveland has a rare opening for an Operations Manager in Cleveland. Do you know Selector, music, marketing, promotions, budgets along with being a good partner to Sales. Send particulars to: mikekenney@clearchannel.com...**Emmis** Alternative WKQX/Chicago wants a Producer to assist the Morning Show. Apply online at: www.emmis.com...**Three Eagles** Active Rock KQYK/Mankato, MN has Afternoons and nights open. Do you live the lifestyle? Send audio, resume and photo to: mriker@keez.com...**Zimmer** AC KJMK/Joplin, MO is seeking their next PM Driver. Send T&R to: kylet@zrgmail.com or snail to: Zimmer Radio/KJMK-FM, Attn: **Kyle Thomas**, PD, 2702 E 32nd St., Joplin, MO 64804...**Alliance** Oldies WGEZ-AM/Beloit, WI needs pretty much everything. If you dig small market radio, send materials to: alank1490@yahoo.com or snail to: WGEZ 1490 AM, **Alan Kearns**, 622 Public Ave., Beloit, WI 53511...**Sovereign City Communications** needs an Associate Producer for the launch of their syndicated OASIS format. Interested? Send cover letter, resume and references to jobs@sovcity.com...MPR AAA KCMP/Minneapolis is currently without a PD and that's where you come in. Submit a resume and cover letter to careers@americanpublicmedia.org...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.

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<p>KEYNOTES, ETC.</p> <p> <input type="checkbox"/> DAVID REHR KEYNOTE <input type="checkbox"/> ED SCHULTZ KEYNOTE (CONCLAVE COLLEGE) <input type="checkbox"/> RITA COSBY KEYNOTE <input type="checkbox"/> COUNTRY SYMPOSIUM- SECRET OF MY SUCCESS </p>		<p>THE PROMOTION SUMMIT</p> <p> <input type="checkbox"/> WORKING WITH CHARITIES <input type="checkbox"/> UNDERSTANDING AGENCIES <input type="checkbox"/> REACHING YOUNGER DEMOS <input type="checkbox"/> MARKETING IN A PPM WORLD <input type="checkbox"/> BEING PC </p>										
<p>CONCLAVE COLLEGE</p> <p> <input type="checkbox"/> PPM FROM THE FRONT LINES <input type="checkbox"/> BEYOND THE BEDROOM: JACOBS <input type="checkbox"/> LEE ABRAMS <input type="checkbox"/> ROYALTIES- THE DEBATE </p>		<p style="text-align: center;"><i>Mail/fax/email COMPLETED ORDER FORM to:</i></p> <p style="text-align: center;">The Conclave 4517 Minnetonka Blvd, #104 Minneapolis, MN 55416 fax 952-927-6427 or tomk@theconclave.com</p>										
<table border="1" style="width: 100%; height: 40px;"> <tr> <td style="width: 50%; text-align: center;">NUMBER OF CD'S ORDERED</td> <td style="width: 50%; text-align: center;">AMOUNT ENCLOSED / TRANSACTION TOTAL</td> </tr> <tr> <td style="text-align: center;"> </td> <td style="text-align: center;">\$</td> </tr> </table>		NUMBER OF CD'S ORDERED	AMOUNT ENCLOSED / TRANSACTION TOTAL		\$	<p style="text-align: center;">_____</p> <p style="text-align: center;"><i>Cardholder</i></p> <p style="text-align: center;">_____</p> <p style="text-align: center;"><i>Authorized Signature</i></p>						
NUMBER OF CD'S ORDERED	AMOUNT ENCLOSED / TRANSACTION TOTAL											
	\$											

Spring Books, 2008

Akron, OH (#74)

Country WQMX sneaks up on talk WNIR.

Station	Format	Owner	Wi'08	Sp'08
WNIR-FM	Talk	Media-Com	9.5	7.4
WQMX-FM	Ctry	RubberCity	6.6	7.4
WMJI-FM	Oldies	ClrChnnl	5.1	5.5
WONE-FM	ClsscRock	RubberCity	3.6	5.5
WAKS-FM	T40	ClrChnnl	4.1	4.7
WZAK-FM	UrbAC	Radio1	4.1	4.6
WDOK-FM	AC	CBS	5.5	3.8
WENZ-FM	Urb	Radio1	2.9	3.8
WTAM-AM	N/T	ClrChnnl	3.6	3.7
WAKR-AM	N/T	RubberCity	3.2	3
WGAR-FM	Ctry	ClrChnnl	3.2	3
WMMS-FM	Rock	ClrChnnl	3.6	3
WKDD-FM	HotAC	ClrChnnl	3.3	2.9
WNWV-FM	SmJazz	Elyria-Lorain	2.2	2.8
WQAL-FM	HotAC	CBS	1.9	2.6
WHLO-AM	N/T	ClrChnnl	1.9	2.5
WMVX-FM	HotAC	ClrChnnl	2.3	2.4
WNCX-FM	ClsscRock	CBS	2.2	2.1
WFHM-FM	ChrstnAC	Salem	2.9	1.8
WQXK-FM	Ctry	Cumul.	1.1	1.5
WRQK-FM	Rock	ClrChnnl	0.8	1.5
WKNR-AM	Sports	GoodKarma	2.2	1.2

Cleveland, OH (#28)

N/T WTAM improves, stays #1.

Station	Format	Owner	Wi'08	Sp'08
WTAM-AM	N/T	ClrChnnl	7.1	8.6
WGAR-FM	Ctry	ClrChnnl	6.6	7.6
WZAK-FM	UrbAC	Radio1	5.8	6.9
WDOK-FM	AC	CBS	7.6	6.8
WMJI-FM	Oldies	ClrChnnl	6.8	6.7
WENZ-FM	Urb	Radio1	5.8	6
WAKS-FM	T40	ClrChnnl	4.6	4.8
WMMS-FM	Rock	ClrChnnl	2.7	4.3
WNWV-FM	SmJazz	Elyria-Lorain	5.7	4.3
WNCX-FM	ClsscRock	CBS	4.2	4.1
WQAL-FM	HotAC	CBS	4.4	3.9
WMVX-FM	HotAC	ClrChnnl	2.9	3.2
WKNR-AM	Sports	GoodKarma	2	2.2
WCLV-FM	Clssc	WCLV	1.8	2
WFHM-FM	ChrstnAC	Salem	2.5	2
WKRK-FM	Alt	CBS	2.2	1.7
WHK-AM	N/T	Salem	2	1.6

Colorado Springs, CO (#95)

Rocker KIL0 remains the leader.

Station	Format	Owner	Wi'08	Sp'08
KILO-FM	ActRock	Bahakel	7.1	7.2
KCCY-FM	Ctry	ClrChnnl	5.6	6.1
KKFM-FM	ClsscRock	Citadel	4.6	6.1
KATC-FM	Ctry	Citadel	5.5	5.9
KKLI-FM	AC	ClrChnnl	6.9	5.9
KKMG-FM	T40	Citadel	5.6	5.6
KKPK-FM	AC	Citadel	7.4	5.1
KBIQ-FM	ChrstnAC	Salem	4.9	4.8
KIBT-FM	Rhy.	ClrChnnl	3.4	4.4
KVOR-AM	N/T	Citadel	5.5	4.4
KVUU-FM	T40	ClrChnnl	5.3	3.6
KDZA-FM	Oldies	ClrChnnl	1.6	3.3
KOA-AM	N/T	ClrChnnl	2.6	3
KYZX-FM	ClsscRock	Bahakel	2.5	2.8
KRDO-FM/				
KRDO-AM	N/T	N-P&Gazette	2.8	2.3
KRYE-FM	Ctry	USCP	0	1.6
KGFT-FM	ChrstnTalk	Salem	0.7	1.5
KKML-AM	Sports	Citadel	0.9	1.1
KCMN-AM	Stnrds	DJR	1.2	1
KZNT-AM	N/T	Salem	1.8	1

Columbus, OH (#37)

Great springs for N/T WTVN, T40 WNCI.

Station	Format	Owner	Wi'08	Sp'08
WTVN-AM	N/T	ClrChnnl	7.8	8.7
WNCI-FM	T40	ClrChnnl	6.5	8.2
WCKX-FM	Urb	Radio1	7.8	7.9
WCOL-FM	Ctry	ClrChnnl	7.5	5.5
WSNY-FM	AC	Saga	4.8	5
WXMG-FM	UrbAC	Radio1	4.9	4.6
WLWQ-FM	Rock	Wilks	4.6	4.5
WCVO-FM	ChrstnAC	ChrstnV/Ohio	2.9	3.8
WRKZ-FM	Rock	N.American	3.8	3.6
WBNS-FM	HotAC	RadiOhio	3.1	3.2
WLZT-FM	AC	ClrChnnl	4.1	3.2
WBWR-FM	80s	ClrChnnl	3.1	2.7
WHOK-FM	ClsscCtry	Wilks	2.9	2.7
WCLT-FM	Ctry	WCLT	2.1	2.3
WBNS-AM	Sports	RadiOhio	2.1	2.2
WJZA-FM/				
WJZK-FM	SmJazz	Saga	1.9	2
WRXS-FM	Alt	ClrChnnl	2.5	1.8
WODB-FM	Oldies	Saga	1.8	1.7
WJYD-FM	Gospel	Radio1	1.3	1.5
WWCD-FM	Alt	Ingleside	1.8	1.4
WMNI-AM	Stnrds	N.American	1.4	1.1
WTDA-FM	Talk	N.American	1.4	1.1
WNKO-FM	ClsscHits	Runnymede	0.6	1
WVKO-FM	RegMex	BernOhio	0.7	1

Denver-Boulder, CO (#22)

N/T KOA gains a share & sole possession of #1.


Station	Format	Owner	Wi'08	Sp'08
KOA-AM	N/T	ClrChnnl	5.2	6.2
KXPK-FM	RegMex	Entravision	5.2	6
KQKS-FM	Rhy.	LinFinancial	5.5	5.6
KYGO-FM	Ctry	LinFinancial	6.5	5.2
KOSI-FM	AC	Entercom	4.6	4.8
KXKL-FM	Oldies	CBS	3.4	4.4
KBCO-FM	AAA	ClrChnnl	4.4	4.3
KALC-FM	HotAC	Entercom	3.5	4.1
KHOW-AM	N/T	ClrChnnl	2.8	3.8
KRFX-FM	ClsscRock	ClrChnnl	3.1	3.2
KQMT-FM	ClsscRock	Entercom	2.9	3
KBPI-FM	ActRock	ClrChnnl	2.4	2.9
KPTT-FM	RhyAC	ClrChnnl	2.2	2.8
KTCL-FM	Alt	ClrChnnl	3.2	2.6
KEZW-AM	Stnrds	Entercom	2.2	2.1
KIMN-FM	HotAC	CBS	2.9	2.1
KWLI-FM	Ctry	CBS	2	1.9
KNUS-AM	N/T	Salem	2	1.8
KKZN-AM	Talk	ClrChnnl	1.2	1.4
KJMN-FM	LatinPop	Entravision	1.5	1.2
KKFN-FM	Sports	LinFinancial	2.8	1.2
KONN-FM	RhyAC	DenverCo.	0	1

Grand Rapids, MI (#67)

Wow! Country WBCT gains nearly 3 & leaps to #1

Station	Format	Owner	Wi'08	Sp'08
WBCT-FM	Ctry	ClrChnnl	7.1	9.8
WLAV-FM	ClsscRock	Citadel	5.6	8
WOOD-AM	N/T	ClrChnnl	7.4	6.8
WGRD-FM	Alt	Regent	4.7	6.5
WSNX-FM	T40	ClrChnnl	5.3	5.5
WOOD-FM	AC	ClrChnnl	5.3	5.3
WTRV-FM	AC	Regent	3.6	4.4
WLHT-FM	AC	Regent	3.3	4
WHTS-FM	T40	Citadel	3.6	3.7
WFGR-FM	Oldies	Regent	3	3
WBFX-FM	ClsscRock	ClrChnnl	3	2.9
WKLQ-FM	ActRock	Citadel	2.5	2.6
WTNR-FM	Ctry	Citadel	2.4	2.2
WBBL-AM	Sports	Citadel	2.1	2
WMAX-FM	AdultHits	ClrChnnl	1.6	2
WJQK-FM	ChrstnAC	Lanser	2.4	1.7
WFUR-FM	ChrstnAC	Kuiper	0.8	1.4
WJNZ-AM	Urb	WJNZ	1.4	1.2
WMUS-FM	Ctry	ClrChnnl	1	1

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



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