

# 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 weeks, the *TATTLE R* will feature stories about the session and events of the just-completed 33<sup>rd</sup> 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!*

**From Radio-Info.co 7/28 - Career advice from Ed Schultz: Never stop believing in yourself, and don't burn bridges.** Big Eddie delivered his own hard-earned lessons, and like a Sunday morning preacher, he modulated his delivery all the way from fiery emotional highs to a hoarse whisper. Schultz talked about winning his release from a prior job so he could go into syndication in early 2004 - at a restaurant meeting where the manager signed the piece of paper he needed, then wadded it up and threw it at him. (You've gotta keep believing in yourself.) Schultz tailored his remarks to younger talents for the Conclave and says "I've got the best black Lab in the world" and says his dog "goes after rabbits [at his rural North Dakota lakeside home] the way I go after a radio show." That is, with passion and fire in the belly. Another thing: "Your reputation in this business is so vital, and I made mistakes that have come back to bite me." And some more wise advice: "You don't know who you're going to be working with" in the future - so think before you talk and act. Ed supplied his own recent illustration: his distributor Jones was just acquired by Dial Global. He also shares the news that last week he was literally sitting in Tim Russert's former chair - not for "Meet the Press", but to shoot the pilot for a possible TV show. Final thing: be willing to bet on yourself. After Schultz went into syndication, he had to pass up multiple opportunities to appear on cable talkshows to represent the liberal/progressive side, because Fargo didn't have a video uplink. So he and his wife sucked it up and invested \$150,000 to get one. It paid off.

## From R&R 7/29 - Conclave: Not All P1's Created Equal (Mike Stern)

The depth of data about radio listening habits coming from markets using Arbitron's Portable People Meter provides insight that can assist stations in effectively targeting marketing efforts whether in diary or PPM markets. Tripp Eldredge, president and COO of Direct Marketing Results, shared this data with Conclave Learning Conference attendees on Thursday (June 26). Eldredge's presentation started from the commonly understood premise that a station's P1 listeners — those who listen to that particular station more than any other — drive a lot of a station's AQH. PPM shows not only is this true, but amongst the enlarged cume PPM measures, the P1's generate an even larger percentage of AQH. The consistency of the PPM panel method, as opposed to the diary method with new respondents every week, reveals that not all P1 listeners are of the same value to a station. Eldredge analyzes P1 listeners by two qualities; the amount of time a person spends listening to radio and that person's loyalty to their P1 station. Breaking users into heavy or light consumers of radio and grading whether they are shallow or deep in their loyalty to their P1 station allows him to subdivide P1 listeners into four groups of varying value to a station. Eldredge showed how heavy radio users contribute 88% of the total minutes of radio listening in a market, making deeply loyal heavy users the most important listeners a station has. Heavy users who are more shallow in their loyalty are what Eldredge considers an area of opportunity. While loyalty can be changed, consumption habits cannot, Eldredge says. He believes it would take a marketing campaign about radio as a medium, not an individual station's effort, to change light users to heavy radio users, making them far less desirable when focusing a station's marketing effort. The key to finding the listeners that matter to a station revolves around lifestyle, according to Eldredge. He suggests stations "need to really get clear about who our prime listener is and use that to reach out and reward them. Make them part of the community. Enlist them as ambassadors." The traditional idea of hot zip codes and targeting by geography also remains important. Eldredge suggests stations find out where their heavy listeners are and "focus your efforts in this area." Finally, Eldredge suggests using register-to-win promotions as opposed to random callers or texters, because "the more connected to them you are the better you can solidify heavy users that are deeply loyal and convert heavy users who are not as loyal."

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

Just three stations left to sell as **Clear Channel** spins off stations. Since June 30, CC has closed on 39, in addition to the 248 already sold or pending. When CC announced its realignment plans November 2006, it hoped to sell 448 "non-core" stations. That was later trimmed to 275.

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



**The 2008 Conclave Learning Conference • Minneapolis, June 25-29**  
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## Guess Who Was An Important Part of The 2008 Learning Conference?



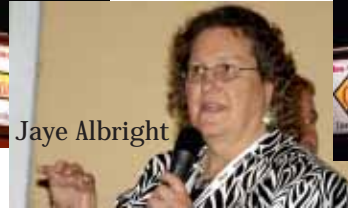
Mike McVay



Danno Wolkoff



Lee Abrams



Jaye Albright



Sean Ross

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It's surreal to think that just under two months ago, soul singer **Isaac Hayes** was speaking to us at the *Conclave Learning Conference* in Minneapolis. Hayes passed away this week at 65. The Grammy award-winning Hayes was found by his family along side a treadmill at his Memphis home. He was rushed to the hospital where he was pronounced dead. Isaac Hayes laid the groundwork for what became disco and rap. Inducted into the Rock and Roll Hall of Fame in 2002, Hayes hosted *Mornings on Emmis Urban AC WRKS/New York* from 1996 to 2002. Hayes also hosted nights at *Citadel Urban WRBO/Memphis*.

New York City is asking the **FCC** to investigate **Arbitron's** PPM for "potential racial and ethnical biases." The Council said, "PPMs have been criticized for disproportionately benefiting Oldies and Top 40 radio stations at the expense of Black and Latino stations, putting the livelihood of New York City's urban and ethnic radio stations in jeopardy if they experience a significant decrease in ratings." Arbitron SVP/Press and Investor Relations Thom Mocarasky responded, saying, "While Arbitron does not believe that the FCC has jurisdiction over the Company or its operations and assets and consequently lacks the authority, it is important to note that the FCC has not determined that it will undertake such an investigation...We are confident that a full understanding of the PPM system will demonstrate that it produces objective, unbiased audience estimates. The PPM is a more reliable survey instrument than the paper and pencil diary, which relies heavily on memory and recall." Radio is anxiously awaiting PPM data.

**HD Radio** to be more attractive to automakers. **iBiquity** and **Phillips-owned NXP Semiconductors** join to develop chip software that supports HD Radio at lower costs for receiver manufacturers and will cut the amount of power HD Radio units will need to operate. It will also streamline logistics for car manufacturers.

Republican Presidential candidate **John McCain** was the first-ever guest on **Scott Hennen's** newly launched *NT WZFG-AM/Fargo, ND*. The 50,000 watt torch was Scott's dream while working at cross-town **Forum Communications** *NT WDAY-AM/Fargo*. Hennen's show will be syndicated around the upper Midwest and was recently a fill-in for **Sean Hannity**. Hennen converted a former tavern into a street-level studio complete with outdoor mic for the public to asked questions and named the studio after his late friend and fellow radio talk host, former White House press secretary **Tony Snow**.

Despite the battle between Radio and the **RIAA**, Country star **Alan Jackson** is publicly praising radio's importance. Jackson says radio helped him sell 50 million albums and says, "It's hard for me to complain about any of that, because radio has played me all along." Jackson also said when "Radio won't play my songs and album sales drop and the whole thing fizzles out, I'll just retire."

**Sirius-XM CEO Mel Karmazin** had to make an "ugly" debt deal with unfavorable refinancing terms to close the Satellite merger before broadcasters could block the transaction. "It was unfortunate, but we did it." Mel said. Sirius-XM is cutting certain executive positions that Mel said would create "extraordinary" cost savings. "We need to get revenue up beyond the cost of operating our business." The company's stock has dropped 24% since the July 28<sup>th</sup> bond sale and 54% for the year.

**PPM Data released for Chicago: 25-54: Bonneville** Classic Rock WDRV wins, with sister Hot AC WTMX ranking 2nd. **CBS** grabbed the next two spots with Country WUSN #3 and AAA WXRT #4. **SBS** saw Regional Mexican WLEY take the top Spanish station honors 25-54; ranking 5th. **Clear Channel** Urban AC WVAZ led the competitive Urban marketplace in 6th. **Univision** Regional Mexican WOJO was 7th. **Emmis** saw Classic Rock WLUP 8th, and a nice month for **Citadel** Classic Hits WLS-FM, which ranked 9th. **CBS** News WBBM-AM was 10th. **Tribune** NT WGN-AM was 11th. Clear Channel Urban WGCI was 12th. The three-way AC battle went to Bonneville with WILV 13th, just ahead of Clear Channel's WLIT and CBS' WCFS, which ranked 14th and 15th respectively. Univision Spanish Adult Hits WPPN was 16th, with CBS Sports WSCR 17th. Clear Channel Smooth AC WNUA ranked 18th. CBS Adult Hits WJMK was 19th. Clear Channel Top 40 WKSC rounded out the top 20. 18-34: WTMX won here again for another Bonneville trophy. WOJO was a close 2nd, with WKSC a solid 3rd (tied with WLEY). WGCI ranked 5th, WUSN 6th, B96 is 7th, Q101.1 was 8th, WPPN 9th and WLIT 10th.

**Salem Talk KYCR-AM/Minneapolis** joins the **Bison Radio Network** and will now carry **North Dakota State University** football.



"Which country station do you want...twangy, extra-twangy, super-twangy, ultra-twangy, ultra-mega-twang, twang-lite or twang-free?"

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**Clear Channel** Top 40 WKSC/Chicago grabs **Rick Vaughn** and pins him with the PD stripes. Vaughn, who starts September 2<sup>nd</sup>, comes from CC Top 40 WIOQ/Philadelphia.

**Tony Coles** transfers to Chicago as VP of programming and operations for **Clear Channel's** six-station cluster. He'll also program AC WLIT. Coles was Regional VP for CC's Pacific Northwest region.

Clear Channel/Chicago also promotes MD/midday host **Rick O'Dell** to PD of Smooth Jazz WNUA. **CBS** Country WUSN/Chicago PD **Mike Peterson** exits to return home to Oregon to join his family's tree nursery biz.

Craig Stevens has been promoted to Director of Operations for Metro Networks/Westwood One in Minneapolis/St Paul. He replaces Carol Williams who recently took over the Director of Operations position for Metro Networks/Westwood One in Chicago.

Condolences to the family and friends of longtime station owner and communications lawyer **Jim McKenna**, who died of congestive heart failure at the age of 90. McKenna had his own law firm and owned stations in Minneapolis, Harrisburg and Madison.

Condolences to family and friends of Christian WPOS/Holland, OH 30 year GM **Bonnie Jean Turkington** who died Monday.

Clear Channel Radio seeks a full-time Promotions Coordinator. This position is responsible for assisting the Promotions Director with day-to-day events, organizing and executing promotional events and maintaining and organizing on-going promotional contests and files. Must be organized, self-starter, enthusiastic, outgoing, detail oriented, proactive and reliable. Ability to work a flexible schedule including nights and weekends is necessary. You must have a valid driver's license. High School Diploma Required. College and previous experience preferred. Forward your cover letter and resume to: Hiring Manager, Clear Channel, 1600 Utica Avenue South, Suite 400, Minneapolis MN 55416

**Cumulus** Hot AC WQLH/Green Bay, WI needs their next Morning Show. If you got the stuff, send it to: [jimmy.clark@cumulus.com](mailto:jimmy.clark@cumulus.com) or snail to: Jimmy Clark, 810 Victoria St., Green Bay, WI 54302...

**Midwest Communications** NT WKZO/Kalamazoo, MI is in need of an evening producer. Can you run two ballgames, record game highlights, screen phone calls, book host interviews, run a webcam, put together killer imaging, and ensure that all five radio stations in building are on the air? Can you do that all at the same time? Send your best to: [Jay@wkzo.com](mailto:Jay@wkzo.com) or snail to: Midwest Communications, 4200 W Main St, Kalamazoo, MI 49006...

**NRG Media** AC KHBT Humboldt, IA needs a News Director/PBP. Call **Kathi** at 515-332-4100 today and discuss your future... **Good Karma** Rock WWHG/Janesville, WI is looking for an up-and-comer with untapped potential for APD. You will get your nose into everything. Send cover letter to: [lclark@gkbradio.com](mailto:lclark@gkbradio.com)...

**Midwest Communications** Adult Hits WWSY/Terre Haute, IN is looking for a PD. Does the music of the 70s and 80s speak to you? If you have an outstanding work ethic, great people skills and a proven track record of on-air experience, send T&R to: OM **Bill Cain**, 824 S. 3rd St. Terre Haute, IN 47807 or email to: [bill@1007mixfm.com](mailto:bill@1007mixfm.com)...

**Midwest Communications** Country WINH/Terre Haute, IN is looking for their next Morning Show. The perfect candidate should have morning show experience, great production and imaging skills, a passion for country music, a love for public appearances, a great attitude and an undying lust for winning! Rush your things to: PD **Steve Hollinger**, 824 S. 3rd St., Terre Haute, IN 47807 or email to: [steve@985winh.com](mailto:steve@985winh.com)...

**Linder** Adult Hits KDOG/Mankato, MN is still on the hunt for a local, creative Morning Show with CHR energy and a bit of irreverence. Get audio and resume to: [TerryCooley@RadioMankato.com](mailto:TerryCooley@RadioMankato.com)...

**Clear Channel** Alternative Rock KCCQ/Ames, IA is looking for weekend warriors with fill-in abilities. Snail your things to: **Ryan Wild**, 415 Main St., Ames, IA 50010 or email to: [channelqopenings@gmail.com](mailto:channelqopenings@gmail.com)...

**AI Johnson Broadcasting** Country WSRG/Sturgeon Bay, WI is in need of an afternooner who'd blossom in a small market where creativity is encouraged. Send away to GM **Jeff Stone** at: [jeff.stone@977thebigdawg.com](mailto:jeff.stone@977thebigdawg.com)...

**Q-Media** Classic Rock KWNG/Red Wing, MN wants talented personality for afternoons with the ability to help out the other stations that make up this 3-stick cluster. T&R to: [hughes@kwng.com](mailto:hughes@kwng.com) or snail to: **Tom Hughes**, 474 Guernsey Ln., Red Wing, MN 55066...

**Cumulus** AAA KBXR/Columbia, MO has an immediate opening for a PD/Morning Host. Great on-air talent and solid programming skills make you the right choice. Hurry and get your package to: [chris.kellogg@cumulus.com](mailto:chris.kellogg@cumulus.com)...

**Win/Win Radio**/Minneapolis has an immediate need for Affiliate Relations Associate contractor. Are you a go-getter with a minimum 2-3 years of FT radio experience? Relocation is not an option. Submit your resume and cover letter to: [info@WinWinRadio.com](mailto:info@WinWinRadio.com)...

All listings in Jobs represent equal opportunities and are provided free of charge. To place an ad, send particulars to: [tomk@main-st.net](mailto:tomk@main-st.net) no later than Thursday evening for Friday publication. No calls unless otherwise specified.

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## Spring Books, 2008

### Indianapolis, IN (#40)

*Country WFMS continues to dominate.*

Station	Format	Owner	Wi'08	Sp'08
WFMS-FM	Ctry	Cumul.	11.4	10.2
WIBC-FM	N/T	Emmis	7.2	6.9
WFBQ-FM	ClsscRock	ClrChnnl	6.6	6.7
WHHH-FM	Urb	Radio1	5.5	5.9
WTLC-FM	UrbAC	Radio1	5.3	5.8
WRZX-FM	Alt	ClrChnnl	5	5.2
WYXB-FM	AC	Emmis	4.6	4.8
WJJK-FM	AdultHits	Cumul.	4.7	4.5
WZPL-FM	HotAC	Entercom	3.9	4.4
WNOU-FM	T40	Radio1	3.9	4.3
WLHK-FM	Ctry	Emmis	4	4
WKLU-FM	ClsscRock	IndyRadio	3.5	3.4
WNTR-FM	AdultHits	Entercom	3.7	2.9
WTLC-AM	Gospel	Radio1	1.5	2.1
WTTS-FM	AAA	SarkesTarz.	2	1.9
WEDJ-FM	RegMex	Continental	1.5	1.8
WFNI-AM	Sports	Emmis	1.5	1.3
WNTS-AM	RegMex	Davidson	0.9	1.3

### Kansas City, MO (#32)

*4th to 1st for rock KQRC!*

Station	Format	Owner	Wi'08	Sp'08
KQRC-FM	ActRock	Entercom	4.9	7.4
KPRS-FM	Urb	Carter	5.8	5.9
KFKF-FM	Ctry	Wilks	5.7	5.8
KMXV-FM	T40	Wilks	4.1	4.9
KMBZ-AM	N/T	Entercom	5.5	4.7
KMJK-FM	UrbAC	Cumul.	3.7	4.4
KBEQ-FM	Ctry	Wilks	4.2	4.2
KCFX-FM	ClsscRock	Cumul.	4.4	4.2
WDAF-FM	Ctry	Entercom	4.5	4.1
KCUMO-FM	Oldies	Cumul.	3.9	3.9
KUDL-FM	AC	Entercom	4.9	3.9
KCHZ-FM	Rhy.	Cumul.	3.4	3.6
KCMO-AM	Talk	Cumul.	3.7	3.2
KCJK-FM	AdultHits	Cumul.	3.3	3
KCKC-FM	AC	Wilks	2.5	2.6
WHB-AM	Sports	Union	3.6	2.5
KRBZ-FM	Alt	Entercom	2	2.3
KBLV-FM	AAA	Entercom	2.2	2.1
KCSP-AM	Sports	Entercom	1.3	2.1

### Lansing-East Lansing, MI (#125)

*T40 WJIM climbs into the 2nd spot.*

Station	Format	Owner	Wi'08	Sp'08
WITL-FM	Ctry	Citadel	12.1	11.1
WJIM-FM	T40	Citadel	7.7	9.3
WFMK-FM	AC	Citadel	8.4	7.3
WMMQ-FM	ClsscRock	Citadel	6.8	6.9
WJXQ-FM	ActRock	RubberCity	5.3	5.8
WQHH-FM	Urb	MacDonald	4.8	5.5
WJIM-AM	N/T	Citadel	3.5	4.4
WHZZ-FM	AdultHits	MacDonald	4	3.1
WJZL-FM	SmJazz	RubberCity	2.9	3.1
WXLA-AM	UrbAC	MacDonald	1.8	3.1
WBCT-FM	Ctry	ClrChnnl	0.9	1.8
WVIC-FM	ClsscHits	RubberCity	1.1	1.8
WILS-AM	Stnrds	MacDonald	3.2	1.6
WVFN-AM	Sports	Citadel	2	1.6
WKLQ-FM	ActRock	Citadel	1.3	1.3
WJR-AM	Talk	Citadel	1.3	1.1

### Milwaukee-Racine, WI (#36)

*N/T WTMJ widens its lead.*

Station	Format	Owner	Wi'08	Sp'08
WTMJ-AM	N/T	Journal	9.3	10.9
WXSS-FM	T40	Entercom	6.5	6.9
WISN-AM	N/T	ClrChnnl	4.6	6.1
WMIL-FM	Ctry	ClrChnnl	7.4	6
WHQG-FM	Rock	Saga	5.3	5.8
WKKV-FM	Urb	ClrChnnl	5	5.5
WKLH-FM	ClsscRock	Saga	4.7	5.5
WJMR-FM	UrbAC	Saga	4.5	4.1
WRIT-FM	AdultHits	ClrChnnl	4.4	3.8
WLUM-FM	Alt	MilwRadioAll	2.5	3.6
WKTI-FM	HotAC	Journal	3.2	3.3
WMYX-FM	HotAC	Entercom	3.1	3.3
WLDB-FM	AC	MilwRadioAll	3.8	2.9
WQBW-FM	ClsscRock	ClrChnnl	3	2.9
WDDW-FM	RegMex	BustosMed.	3.5	2.4
WOKY-AM	Oldies	ClrChnnl	2.8	2.2
WFZH-FM	ChrstnAC	Edu.Media	1.1	1.5
WJZX-FM	SmJazz	Saga	2.4	1.5
WTKM-FM/				
WTKM-AM	ClsscCtry	KettleMor.	0.9	1

### Minneapolis-St. Paul, MN (#16)

*Rock KQRS back in double digits.*

Station	Format	Owner	Wi'08	Sp'08
KQRS-FM	ClsscRock	Citadel	8.6	10.2
WCCO-AM	N/T	CBS	6.8	6.5
KEEY-FM	Ctry	ClrChnnl	6.2	6.2
KDWB-FM	T40	ClrChnnl	5.1	6
KSTP-FM	HotAC	Hubbard	4.3	4.9
KTCZ-FM	AAA	ClrChnnl	4.2	4.8
KXXR-FM	ActRock	Citadel	4.3	4.2
KSTP-AM	N/T	Hubbard	3.4	4.1
KQQL-FM	Oldies	ClrChnnl	4	3.6
WLTE-FM	AC	CBS	4.4	3.6
KTTB-FM	Rhy.	NLights	4.6	3.1
KZJK-FM	AdultHits	CBS	3.2	3
KFAN-AM	Sports	ClrChnnl	2.8	2.7
KTLK-FM	Talk	ClrChnnl	2.6	2.5
WGVX-FM/				
WGVY-FM/				
WGVZ-FM	ClsscHits	Citadel	2	1.7
WFMP-FM	Talk	Hubbard	1.3	1.6
WWTC-AM	Talk	Salem	1.4	1.3

### St. Louis, MO (#20)

*Tight race as the top 5 here are within a share+ of each other.*

Station	Format	Owner	Wi'08	Sp'08
KEZK-FM	AC	CBS	7.2	6.3
KMOX-AM	N/T	CBS	7.7	6.3
WIL-FM	Ctry	Bonneville	4.6	5.5
WARH-FM	AdultHits	Bonneville	4.4	5.4
KSLZ-FM	T40	ClrChnnl	4.5	5.1
KTRS-AM	N/T	CHHoldings	3.3	5.1
KLOU-FM	ClsscHits	ClrChnnl	3.7	4.7
KSHE-FM	Rock	Emmis	5.1	4.5
KFTK-FM	Talk	Emmis	3.7	3.8
KMJM-FM	UrbAC	ClrChnnl	4.3	3.8
KSD-FM	Ctry	ClrChnnl	3.5	3.8
WFUN-FM	UrbAC	Radio1	3.9	3.6
KYKY-FM	HotAC	CBS	3.9	3.3
KPNT-FM	Alt	Emmis	2.9	3.2
KIHT-FM	ClsscHits	Emmis	3.3	2.9
WHHL-FM	Urb	Radio1	3.3	2.8
KATZ-FM	Urb	ClrChnnl	3.6	2.6
WMVN-FM	RhyAC	Bonneville	2.2	2.2
KFUO-FM	Clsscl	Lutheran	2.5	2
KATZ-AM	Gospel	ClrChnnl	1.8	1.9

### Toledo, OH (#88)

*Country WKKO drops 2 but stays top dog.*

Station	Format	Owner	Fa'07	Sp'08
WKKO-FM	Ctry	Cumul.	14.5	12.5
WRVF-FM	AC	ClrChnnl	10.5	8.3
WIOT-FM	Rock	ClrChnnl	6.7	7.1
WSPD-AM	N/T	ClrChnnl	5.6	7
WRQN-FM	Oldies	Cumul.	6.2	6.4
WVKS-FM	T40	ClrChnnl	6.1	5.5
WIMX-FM	UrbAC	UrbRadio	5.3	4.6
WXKR-FM	ClsscRock	Cumul.	3.7	4.3
WJZE-FM	Urb	UrbRadio	2.9	4.1
WRWK-FM	Alt	Cumul.	2.4	3.9
WWWFM-FM	HotAC	Cumul.	4.6	3.8
WJUC-FM	Urb	Welch	2.9	2.2
WJR-AM	Talk	Citadel	1.4	1.9
WTWR-FM	T40	Cumul.	1.7	1.9
WLQR-AM	Sports	Cumul.	2.3	1.6
CIMX-FM	Alt	CTV	0.8	1.3
WCKY-FM	Ctry	ClrChnnl	1.7	1.2

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



'2008

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