

MAIN STREET

Presents

The Conclave TATTLE R

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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 33rd annual Learning Conference, as reported by our industry's leading trades and websites. Here are the final 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 R&R – The Promotion Summit: Syndicators Tout Accessibility To Stations by Paul Heine. A quartet of programming providers offered suggestions on how stations can best integrate syndication into their programming, make it sound like it belongs there and maximize revenue potential Thursday afternoon (June 26) at the Conclave Learning Conference. According to Steve Brill of Journal Communications, which produces "the Todd N Tyler Morning Show," the process actually begins before a station contracts with a syndication company. "Everything is open for negotiation," Brill said, urging stations to establish how many appearances, liners, and promos they expect to receive from the syndicated show before signing on the dotted line. Tesh Media's Scotty Meyers said when he inks a new affiliate for "the John Tesh Radio Show," he provides the sales manager with examples of how other stations sell the show and encourages affiliate sales managers to talk to each other and cross-pollinate ideas. Brill noted the growing trend of "boutique shows," often self-syndicated, that "may give you a lot more bang for your buck. Those are the talent who will do things for local advertisers." The group agreed that stations need to give new shows sufficient time to gain traction with listeners. Speaking from the audience, Envision Radio Networks' Rebecca Pixley, said it takes two years for any morning show, local or syndicated, to catch on. "You're asking a morning audience to change their loyalty," Brill said. "That's a big-ticket item, like asking people to buy a new car." A multitude of variables affect how long it may take new programming to connect with listeners, Meyers said. "If you're changing from oldies to hot AC, it's going to take lot longer than just changing a daypart or two." The panel agreed that it's smart for syndicated personalities to develop relationships with local talent on their affiliates. "Tesh pushes himself to be available," Meyers said. "Most

syndicated personalities will allocate some time to interact with [local] personalities." Amy Bolton, VP/GM of news/talk for Jones Radio Networks, said stations "should be more aggressive in asking for these sorts of things. Our interface really is with the PD. Whatever it is you need, just ask. We're happy to do almost anything." Chris Reeves of Dial Global/Omaha, echoed a sentiment voiced by others on the panel about how syndication companies have become more customer oriented: "Just because we're syndicated doesn't mean we not accessible," he said. Underscoring that point, R&R news/talk/sports editor Mike Stern, who moderated the session, noted how syndicated talker Dave Ramsey has engaged in virtual conversations on-air with an affiliate. The station simply sends Ramsey the script, the host records his parts, sends them to the station which dubs in the local host's parts, before airing it like a real-time conversation.

From R&R – The AC Symposium: It's All About Her by Keith Berman. In the AC/hot AC session "Talk to Her Now, or She'll Say Later" Friday morning at Conclave 33, Beth Bacall, WAWZ (Star 99.1)/New York midday personality and ShePrep writer, gave pointers on how to connect with their female audience. "Remain a constant student about what she's doing and when she's doing it," Bacall advised, saying jocks need to be a friend to female listeners and be aware of what's going on in their lives and their surroundings. "Read everything you can," she said, suggesting the jocks check out newspapers, female-targeted magazines and Web sites for content. "Work outside your 'she box,'" she commented, saying that jocks should be relatable and use their own lives as fodder for breaks, but "be up on all the stuff going on outside your life so that people can still relate to you and not just those who are doing the same things as you." Advising jocks to "be the vessel," Bacall said that it's important to put female callers on to let them talk about their lives to enable them to relate better to your show. "There's no way I'm going to be able to do a break as compelling as she can," she said. "Play ball, and go back and forth. Talk to her, talk with her, and she will give you the content to move forward."

From R&R – The McVay Programming Summit: It's About The Listener by Mike Stern. In a string of presentations at the McVay Programming Summit at the 2008 Conclave, one message continued to ring through from every angle — it's about the listener. Radio, or more accurately, content providers who work in radio, need to understand how to communicate with the listener in a relevant fashion allowing them to customize the content for their use. A presentation by legendary voice talent Nick Michaels set the tone communicating a message of empowerment for the audience. "Make it work for them on their schedule," Michaels says. "Every message is a meeting. Can I have 30 seconds to tell you about a car dealership? Can I have 10 seconds to tell you about my radio station? There are too many messages and too little time." Even more challenging is what Michaels called "the hostile environment" we send messages into. With competing forms of media that are always changing and evolving, Michaels says "message survival" comes from making your message about the

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audience, not the radio station. People struggling with high gas prices and raising children don't care that you have the best variety of hot hits. They respond to messages about their lives. Michaels shared several crucial elements for creating successful messages including emotion, intimacy and storytelling. Messages should be focused on listeners' needs, wants and fears and must convey an experience. If the experience at Disney World wasn't fun, "why go?" Michaels asks. Stating the same idea a different way, Michaels quoted advertising guru David Ogilvy who said, "The consumer is your wife." If programmers think of listeners as their wives, husbands or friends it leads to messages that don't talk down to the listener. Several companies presented overviews of new products to help stations reach listeners in a more personal way. Mass 2 One's Tracy Johnson illustrated how their software enables the station to engage directly and personally with individual listeners. Eric Schwartz of Phoneshow demonstrated how to deliver content to listeners on the one device that everyone carries — their cell phone.

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

Northern Broadcast/Traverse City-Petoskey, MI GM **Charlie Ferguson** has issues with the Spring 2008 **Arbitron** sample. Ferguson says the sample used was "so skewed it rendered the data useless." The 55+ demos make up 33.2% of the population, but received 47.3% of the diaries in-tab. The 25-54 Adult demo is 47.5% of the population, but got only 36.4% of the diaries. Persons 25-34 represent 14% of the population, but had only 51 diaries — 6.6% of the total in-tab. "What's worse is the effects will be felt for at least a year due to the Small Market Initiative 2-book averaging," he said, adding Arbitron should offer a "make-good" for the Spring '08 book. Arbitron SVP Press And Investor Relations **Thom Mocarsky** shot back, "We're mindful of the issue and are working on solutions that we'll be sharing first with the Advisory Council and then with the radio industry over the next month. We do not have proportionality guarantees in diary markets, however we are optimistic we can make bolds moves regarding sample proportionality in diary markets."

Many groups critical of **Arbitron's PPM** and how it counts minority audiences have filed an emergency petition calling for the **FCC** to investigate. This request came from several groups including: the **National Assoc. of Black owned Broadcasters**, the **Spanish Radio Association**, the **Association of Hispanic Advertising Agencies**, and five radio group owners: **Border Media**, **Entravision**, **Univision**, **SBS** and **Inner City**. The group argues that PPM "dramatically undercounts and misrepresents the listening habits of minorities - so much so that the continuing viability of minority radio stations is seriously threatened." Arbitron defends the quality and accuracy of PPM. "Arbitron does not believe that the FCC has jurisdiction over the Company or its operations

and assets and consequently lacks the authority to commence" the requested emergency investigation, the company said. "Nevertheless, we are committed to continue our voluntary meetings with the FCC," Arbitron added.

Caught up in St. Paul during the **Republican National Convention** was **Pacifica Radio** "Democracy Now" host **Amy Goodman** and producers **Sharif Abdel Kouddos** and **Nicole Salazar**. The producers, arrested under suspicion of inciting riots, Goodman was later cuffed and charged with obstruction of a legal process and interference with a peace officer. Goodman insists she was arrested despite clearly identifying herself as a reporter and all three claim that they were persecuted by police.

Tribune Interactive rolls out their new content team in hopes of increasing search engine optimization and help build more intriguing content for the company's interactive sites. Tribune Interactive SVP/GM **Rob Barrett** is promoted to EVP/Programming, based in LA. Former **Orlando Sentinel** VP/Interactive **Julie Anderson** is named VP/Content Integration. **Tom Davidson** has been named VP/Content for TI's Baltimore, Hartford, Allentown and Hampton Roads markets. **Jeff Levine** has been named VP/Content and Marketing for the South Florida and Orlando markets. **Andy Friedman** has been appointed as VP/Content for TI Central. Long-time **Clear Channel** programmer **Jeff Kapugi** joins TI as VP/Content for the Chicago market, overseeing chicagotribune.com, wgntv.com and cltv.com, among others.

Midwest Top 40 WIFC/Wausau, WI Morning team of **Dave Kallaway** and **Stacy Cole** have been voted "Favorite Local Radio Personality" according to their local **City Pages** edition. PD **Tony Waitekus** said, "They are a cornerstone of WIFC, and the listeners have just said so."

The competition is officially open for the **34th Annual Gracie Awards** given for exemplary programming created for women, by women and about women. The 2008 **American Women in Radio and Television** National Chair **Mary Bennett** said, "Because we continue to have one of the few pristine judging processes, The Gracies serve as the pinnacle in recognition from colleagues around the globe. The Gracies statue is upheld as a crowning achievement that recognizes excellence and brilliance among women in the industry." AWRT President **Maria Efantis Brennan** added, "The Gracies symbolize the strength of women in media and distinguish those that have paved the way — not only for themselves, but for all women in our industry." To qualify for entry, programs must have aired for the first time between December 1, 2007 and November 30, 2008. National Award winners will be honored at a gala in New York on June 3, 2009. Copies of the 'Gracies Call for Entries' can be obtained at www.awrt.org or through AWRT Headquarters at 703.506.3290.



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Online voting has already begun for next year's **Baseball Hall of Fame Ford C. Frick Award** for baseball broadcasting. 210 broadcasters are eligible for consideration. Three selections will be chosen by fans, with seven other finalists selected by a committee of 20 former winners including former *Conclave* keynoter **Bob Costas** and the late Minnesota Twins announcer (and *Conclave* speaker) **Herb Carneal**.

Did you know that 12 **Brown College** radio students and recent graduates had a chance this week to get an up close and personal experience with the **Republican National Convention** in St. Paul? The students worked as production assistants for the *Daily Show*, *Fox News* and the *British Broadcasting Corporation*.

Speaking of the **RNC**, **Citadel** rocker KXXR – with the help of superstar rockers Rage Against The Machine – really got into the act. KXXR's **Ben Holsen**, who also moonlights as a Conclave assistant and TATTLEER guy, explains, "With all of the emotion during this election season and the Republican convention down the street in St. Paul, we decided at 93X/Minneapolis to help bring RATM in for a show. What we didn't expect was what you will see in the video. At 515pm, we got a call that Rage was about to play for free, the night before they were scheduled to perform at an anti-war rally in Minneapolis. When I arrived, no one knew of the impromptu performance. We sent texts to our radio database and the crowd grew like I've never seen. With snipers perched atop every building, officers in riot gear and helicopters swarming overhead, Rage wasn't allowed to take the stage. So instead **Tom Morello**, the group's founder, went in front of the stage armed only with a bullhorn and led the band in an acapella performance no one will ever forget! I held the audio equipment and another staffer shot the video. Take a peek - <http://www.youtube.com/watch?v=h73OAq-2j-l>."

Radio Ohio Hot AC WBNS/Columbus, OH adds the nationally syndicated **Matt & Ramona Show**, Mon-Fri from 6-10p beginning on Monday (9/8). WBNS PD **Jay Taylor** said, "Our new addition will add personality depth to our line-up. The Matt & Ramona Show is built on engaging content including benchmark features that make the listeners part of the show."

The Chicago-based **Content Factory** just inked an agreement with **Pro Football Weekly** to produce a weekly radio program with a focus on Fantasy Football. The Content Factory will be responsible for sales and marketing of the current Pro Football Weekly and will compensate current producers **Syndication Networks** to produce and syndicate the program.

Shawn Parr's new show gets its first affiliate, and he is right at home. KKGQ, GO COUNTRY 105/Los Angeles' country music station and home of Shawn's morning show becomes the first affiliate and flagship station for Shawn Parr's The Number 1 Show. Parr's program is syndicated by **Dees Entertainment**.

American Family Association is selling noncomm Religion WWLO/Lowell, IN to **Northwest Indiana Public Broadcasting** for \$1.05 million.

Lincoln Financial flipped Sports KKFN-AM/Denver to Cruisin' Oldies KRWZ-AM. Programmed by current sister Country KYGO **Joel Burke**, the station is playing 9,500 songs in a row.

On Sunday (8/31), **NRC Broadcasting** AAA KCUV/Denver, CO flipped to Adult Hits simulcasting sister KJAC on the 102.3 frequency. PD/Afternoon man **Doug Clifton** comes off the air to focus on programming duties. Morning man **G Brown**, midday talent **Zak Phillips** and MD/night **Benji McPhail** were all asked to leave the building.

Salem's KOTK-AM/Omaha dropped its Talk format and is stunting with Spanish-language Christmas music.

Effective January 1st, 2009, the **HD Digital Radio Alliance** ups current EVP **Diane Warren** to President with the sitting Pres./CEO **Peter Ferrara** to step aside and assume a new role as Strategic Advisor.

Great Media Active Rock WRIF/Detroit is almost giddy to announce that **Jamie Samuelson** has been added to the "Mike In The Morning Show" as sports anchor. Samuelson, a 14-year vet of the Detroit sports scene, was previously morning-drive man at crosstown **Clear Channel** Sports/Talker WDFN-AM.

Clear Channel Country KZSN/Wichita APD/PM Driver **Todd Taylor** will be leaving the station in October and MD/morning host **Rick Regan** will temporarily move to afternoons.

Clear Channel 80's WQBW/Milwaukee morning team of **Sean Lynch** and **Joanie Meyers** exit.

CBS Talk KMOX-AM/St. Louis VP/GM **Dave Ervin** exits the station after three years.

Entercom Adult Hits WNTR/Indianapolis grabs one of their own to fill mornings and middays: **Greg Browning** takes command of mornings and **Kelli Jack** assumes the midday position, replacing **Ann Duran** and **Tom Berg**, who left last week.

Clear Channel Top 40 WKST/Pittsburgh bids a fond farewell to afternoon guy/MD **Dylan**, who caught a bad case of 'Country' after 2 1/2 years, transferring to afternoons at sister KEEY/Minneapolis.

Northwestern College Christian AC KTIS/Minneapolis announced that local **NBC** affiliate **KARE-11** news anchor **Julie Nelson** will serve as the voice of the "KTIS Ministry of the Month" series.

Spring Books, 2008

Quad Cities, IA-IL (#144)

Next best station has half of country WLLR's audience.

Station	Format	Owner	Fa'07	Sp'08
WLLR-FM	Ctry	ClrChnnl	17.6	18.8
WXLP-FM	ActRock	Cumul.	9.5	9.9
KMXG-FM	AC	ClrChnnl	5.1	7.3
KBEA-FM	T40	Cumul.	6	6.7
KCQQ-FM	ClsscHits	ClrChnnl	7	6.5
WOC-AM	N/T	ClrChnnl	6.8	5.9
KUUL-FM	Oldies	ClrChnnl	6.2	5.6
KBOB-FM	ClsscCtry	Cumul.	3.8	4.8
KJOC-AM	N/T	Cumul.	0.5	1.6
KQCS-FM	HotAC	Cumul.	3	1.6
WGN-AM	N/T	Tribune	1.4	1.6
WFXN-AM	Sports	ClrChnnl	1.6	1.3
WMT-AM	N/T	ClrChnnl	1.6	1.1
WYEC-FM	AC	Viriden	0.8	1.1
WKEI-AM	N/T	Viriden	0.5	0.8
WSCR-AM	Sports	CBS	0.8	0.5

Decatur, IL (#283)

A 3-way race develops in Decatur.

Station	Format	Owner	Fa'07	Sp'08
WSOY-AM	N/T	Joyner	11.4	10.9
WDZQ-FM	Ctry	Joyner	11.4	9.9
WSOY-FM	T40	Joyner	6.7	9.9
WDKR-FM	Oldies	MEBurnsTrst.	5.7	6.9
WYDS-FM	T40	Cromwell	3.8	5.9
WDZ-AM	UrbAC	Joyner	8.6	5
WEJT-FM	AC	Cromwell	4.8	4
WZNX-FM	ActRock	Cromwell	5.7	4
WCZQ-FM	Rhythm.	Joyner	2.9	3
WXFM-FM	AC	MEBurnsTrst.	2.9	3
WZUS-FM	Ctry	Cromwell	3.8	3
WFMB-FM	Ctry	Neuhoff	1	2
WABZ-FM	AdultHits	Citadel	0.9	1
WBBM-AM	News	CBS		1
WGN-AM	N/T	Tribune	1	1
WHOW-FM	SoftAC	Kaskaskia	0.9	1
WLRW-FM	HotAC	Saga	1	1
WLS-AM	N/T	Citadel	1	1
WQLZ-FM	ActRock	MidWstFam	1.9	1
WQQL-FM	Oldies	Saga	1.9	1
WXAJ-FM	CHR/Pop	Neuhoff	1.8	1
WYMG-FM	ClsscHits	Saga	1	1

Battle Creek, MI (#264)

Country WNWN still commands.

Station	Format	Owner	Fa'07	Sp'08
WNWN-FM	Ctry	Midwest	20.3	20.6
WKFR-FM	T40	Cumul.	14	12.5
WBCK-FM	N/T	ClrChnnl	4.9	11
WRKR-FM	ClsscRock	Cumul.	5.6	6.6
WJXQ-FM	ActRock	RubberCity	5.6	5.9
WBCT-FM	Ctry	ClrChnnl	2.8	2.9
WBXX-FM	AC	Cumul.	4.9	2.9
WVFM-FM	AC	Midwest	3.5	2.9
WVIC-FM	ClsscHits	RubberCity	3.5	2.9
WBCK-AM	Ctry	ClrChnnl	4.9	1.5
WITL-FM	Ctry	Citadel	1.4	1.5
WJIM-FM	T40	Citadel	1.4	1.5
WFMK-FM	AC	Citadel	0.7	0.7
WMMQ-FM	ClsscRock	Citadel	0.7	0.7
WOOD-FM	AC	ClrChnnl	0.7	0.7

Champaign, IL (#225)

Rhythmic WCZQ challenges kingpin WDWS.

Station	Format	Owner	Fa'04	Sp'08
WDWS-AM	N/T	DWS	10.3	11.1
WCZQ-FM	Rhythm.	Joyner	4.4	8.5
WQQB-FM	CHR/Pop	RadioStar	4.9	3.7
WGKC-FM	ClsscRock	RadioStar	4.9	2.6
WLS-AM	N/T	Citadel	6.4	2.1
WGCY-FM	B/EZ	F&G	0.5	1.6
WGN-AM	N/T	Tribune	0	1.6
WEVX-FM/				
WEBX-FM	ActRock	RadioStar	1.4	1.1
WSOY-FM	T40	Joyner	0.5	1.1
WBBM-AM	News	CBS	0.5	0.5
WINH-FM	Ctry	Midwest	0.5	0.5
WSCR-AM	Sports	CBS	1	0.5

Terre Haute, IN (#210)

Country WTHI wins big again.

Station	Format	Owner	Fa'07	Sp'08
WTHI-FM	Ctry	Emmis	22.3	23.7
WMGI-FM	T40	Midwest	9.6	8.8
WWVR-FM	ClsscRock	Emmis	6.4	7.2
WINH-FM	Ctry	Midwest	7.4	6.2
WMMC-FM	AC	JDL	1.6	4.1
WWSY-FM	AdultHits	Midwest	5.3	4.1
WAXI-FM	Stnrds	Crossroads	3.2	3.6
WBOW-FM	AC	Crossroads	4.8	3.1
WCBH-FM	T40	Cromwell	3.2	3.1
WSDM-FM	Oldies	Crossroads	2.7	2.6
WXTT-FM	ClsscHits	Saga	1.6	2.1
WNDI-FM	Ctry	JTM	1.6	1.5
WQTY-FM	Ctry	OriginalCo.	1.6	1.5
WBOW-AM/				
WSDX-AM	Sports	Crossroads	1.1	1
WLS-AM	N/T	Citadel	0	1
WPRS-AM	Oldies	Midwest	0.5	0.5

Ann Arbor, MI (#149)

Detroit radio wins in Ann Arbor.

Station	Format	Owner	Fa'07	Sp'08
WJR-AM	Talk	Citadel	9.3	7.5
WRIF-FM	ActRock	GrtrMedia	4.6	6.3
WWWW-FM		Ctry	Cumul.	5.2
6.3				
WKQI-FM	T40	ClrChnnl	3.2	4.5
WDVD-FM	HotAC	Citadel	2.9	3.3
CIMX-FM	Alt	CTV	3.2	3
WQKL-FM	AAA	Cumul.	2	3
WYCD-FM	Ctry	CBS	2	2.7
WDRQ-FM	AdultHits	Citadel	1.4	2.4
WJLB-FM	Urb	ClrChnnl	3.2	2.4
WOMC-FM	Oldies	CBS	2.6	2.4
WXYT-FM	Sports	CBS	1.7	2.4
WNIC-FM	AC	ClrChnnl	4.3	2.1

Saginaw-Bay City-Midland, MI (#132)

T40 WIOG overtakes WHNN.

Station	Format	Owner	Fa'07	Sp'08
WIOG-FM	T40	Citadel	6.8	9.9
WCEN-FM	Ctry	NextMedia	6	8.3
WHNN-FM	ClsscHits	Citadel	11.3	8.3
WKQZ-FM	ActRock	Citadel	4.9	7.9
WKCQ-FM	Ctry	MacDonald	7.1	7.7
WSGW-AM	N/T	NextMedia	8.4	7.7
WTLZ-FM	UrbAC	NextMedia	6.6	4.8
WILZ-FM	ClsscRock	Citadel	4	4.4
WRCL-FM	Rhythm.	Regent	4.4	3
WGDN-FM	Ctry	AppleCo.	1.5	2.4
WGER-FM	AC	NextMedia	3.3	2.2
WMRX-FM	Stnrds	Steel	1.1	2.2
WMJO-FM	80s	MacDonald	2	2
WTKQ-FM	N/T	NextMedia	1.3	1.8
WDZZ-FM	UrbAC	Cumul.	0	1.2
WCFX-FM	HotAC	Grenax	0	1
WLUN-FM	Sports	LastBastion	0.4	1
WSAM-AM	Stnrds	MacDonald	0.7	1
WUPS-FM	ClsscHits	Coltrace	0.9	1
WMPX-AM	Stnrds	Steel	0.9	0.8
WNEM-AM	News	Meredith	0.7	0.8
WWBN-FM	ActRock	Regent	0.4	0.8
WOWE-FM	UrbAC	Shumpert	0.9	0.6
WSAG-FM	Oldies	MacDonald	1.5	0.6
WFBE-FM	Ctry	Citadel	0	0.4
WJR-AM	Talk	Citadel	0.9	0.4
WRSR-FM	ClsscRock	Cumul.	0	0.4



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

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