

MAIN STREET

Presents

The Conclave TATTLE R

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

Is Radio really losing its value? According to a national telephone survey by **American Media Services**, 64% of people turn on the radio when they get into the car and almost 75% say they listen to radio at least once a day. These are significant findings that once again demonstrate how much Americans rely on the radio for music and entertainment," said AMS Chairman **Edward F. Seeger**. Some specifics of the latest AMS Radio Index include the following: Daily listenership was 64% in the latest survey, compared with 61% this past March, 63% in September 2007 and 64% in April 2007. Radio remains the #1 way that Americans learn about new music. 47% of Americans said it doesn't matter to them whether their radio program is originating locally. Only 28% said it mattered a lot. 51% say they usually stay tuned to their favorite music station when commercial breaks come on, a statistically insignificant change from 53% six months ago. Only 7% said they turn off the radio, and 38% said they change to another station.

New research by **Mark Kassof & Co.** reveals that 67% of 18-64 year-olds have heard of HD Radio up from only 38% in 2006. Consumers' understanding of HD Radio has also grown. Now, 21% indicate HD Radio delivers higher quality sound, versus 17% in 2006. Significantly, 8% now volunteer that HD Radio delivers more stations or choices, versus only 1% two years ago. On the downside, this year's research also finds continued misconceptions about HD Radio. Now, 7% indicate that HD Radio is satellite radio, up from 3% in 2006. And 3% think they receive HD Radio even though they have not purchased an HD-capable receiver. The research findings were based on 688 telephone interviews in the U.S., conducted from September 4th-7th.

Announcing TalenTrak 2008! Chicago's TalenTrak is just around the corner: Saturday, November 8th at **Columbia College's** University Center (525 S. State St). TalenTrak is the **Conclave's**

one-day air talent seminar designed to improve the performance of any and all personalities who attend. The day begins with a series of one-hour highly-focused seminars hosted by WLUP/Chicago PD **Bill Klapproth**, breaks for lunch with a special keynoter TBD (in the past, TalenTrak has featured great keynoters like **Tom Barnard**, **John Records Landecker**, and **Danny Bondaduce!**), and then launches into the all-important aircheck clinic where programmers and consultants individually critique airchecks of all TalenTrak students! The price for this special day of learning? Just \$49 (\$39 students) until October 31st. If you're coming in on Friday night or staying Saturday night, stay at the nearby **Travelodge Hotel/Downtown Chicago**, 65 E Harrison St., Chicago, IL, 60605; phone 312-376-148; email mailto:travelodgechicago@aol.com. Ask for **Darren Andrews**, tell him you're with the Conclave and will be attending TalenTrak and you'll be offered a junior suite with kitchenette for \$155 + taxes while their inventory lasts. For details and to register, visit <http://www.theconclave.com>.

Arbitron's PPM ratings system is now under investigation by NY State Attorney General **Andrew Cuomo** due to pressures from radio owners, including **Inner City Broadcasting** and a coalition of Spanish broadcasters. Cuomo's letter to Arbitron says, "A significant and improper decline in ratings under the PPM methodology could cause minority stations to suffer drastic reductions in advertising revenue. A full investigation of Arbitron's deployment of the PPM methodology is warranted before these sudden — and possibly irreversible consequences — are imposed on minority radio stations." Cuomo says his investigation will focus on whether Arbitron is properly measuring all listenership. He is asking Arbitron to supply all PPM-related records back to 2003. Arbitron SVP/Investor And Press Relations **Thom Mocarsky** responded: The company maintains that its Portable People Meter radio ratings service is fair, reliable and fully represents the diversity of New York radio markets. The media industry has demanded a more precise and credible measurement tool for radio just as they have for other media. The difference between PPM ratings and diary ratings is a function of the survey tool, not the sample. PPM collects actual exposure; the diary, recall-based "habitual" behavior; * The paper-and-pencil diary allows loyal listeners, of any and all formats, to overstate their habitual listening; Broadcasters of all formats, including Urban and Hispanic, who have embraced PPM, have improved their audiences and their standing in the marketplace; "The media industry should be concerned about the attempts to supplant or short-circuit the **Media Rating Council** accreditation process. The MRC was founded at the behest of Congress. Throughout its 40-plus years of service, the MRC has been a driving force behind the vast quality improvements in the ratings services that research companies have been delivering to the advertising and media industries," said Arbitron Chairman/Pres./CEO **Steve Morris**.

TalenTrak

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Arbitron will continue PPM monitoring in Houston as Hurricane Ike heads toward the coastal city. Arbitron said, "As mandatory evacuations are implemented for Houston-Galveston with Hurricane Ike nearing the Texas gulf coast, Arbitron is keeping a weather eye on the PPM panelists in that market. "We are also closely monitoring the Beaumont-Port Arthur, Corpus Christi and McAllen-Brownsville, TX, and Lake Charles, LA markets, suspending placement and follow-up calls to respondents as their mandatory evacuations are implemented. Should the storm take a different path, we will adjust accordingly."

Salem owner **Ed Atsinger** and seven other hosts on Talk KRLA-AM/Glendale-Los Angeles are being sued by a LA man, alleging the station defrauds the public and misrepresented itself to the FCC by featuring only conservative hosts and "Republican Issues." **David Birke**, a "Democrat", alleges that KRLA "has never allowed a Democrat to host a show; uses call screening to 'suppress' calls from Democrats and violates campaign finance laws by providing free media for advertising, attacks on Democrats, fundraising and promotion exclusively to GOP officials and candidates." The FCC has consistently declined to interfere in programming decisions since the abolition of the Fairness Doctrine and does not require stations to balance programming. *Comment: Using the same logic, Air America violates the same 'free advertising' codes Birke contends Salem abuses in his suit. If Salem is using the stations to directly raise money for candidates, that could be a donkey of a different color.- TK*

Republican Presidential candidate **John McCain** and the **Republican National Committee** are facing a lawsuit in California federal court over their use of **Jackson Browne's** song, "Running on Empty," in a campaign advertisement. Browne alleges the ad falsely suggests that Browne endorses or is associated with McCain and the Republican Party. Browne says McCain and his agents have engaged in a consistent pattern of unauthorized use of copyrighted songs in an effort to boost the candidate's image. McCain ads have featured songs by **Franki Valli**, **ABBA** and **John Mellencamp**, all of whom have demanded that the senator stop using their songs.

The **FCC Enforcement Bureau** is investigation potential violations against **M.R.S. Ventures/Cleveland, MS** stations WDSK-AM, WDTL, WRKG and WZYQ, alleging a failure to provide access to its stations' public files; failure to maintain documents in its files and transferal of control of the stations to **Andy Hodges** without authorization.

The **Country Music Association** announced the final nominees for the 42nd Annual CMA Awards. Country stars **Rascal Flatts** and **Taylor Swift** revealed the nominees in several categories during a live broadcast from New York City's Times Square on **Good Morning**

America. Radio nominees from the neighborhood include: **Major Market Personality** "The Dr. Don Morning Show" (**Don Carpenter, Steve Grunwald, Rachael Hunter, Jason Raithel**) - WYCD/Detroit, "Jesse and Shotgun In The Morning" (**Jesse James, Randy Shannon**) - KWLI/Boulder, "Kelly, Mudflap and Jojo Morning Show" (**Kelly Ford, Steve "Mudflap" McGrew, Jojo**) - KYGO/Denver. **Large Market Personality** - "The Moo Crew with Karen, Scott and Radar" (**Karen Dalessandro, Scott Dolphin, Tony "Radar" Hess**) - WMIL/Milwaukee. **Medium Market Personality** - "Andy & Alison and the Morning Crew" (**Andy Ritchie, Alison West**) - WIVK/Knoxville, TN, **Carol Hughes** - KFDI/Wichita, KS. **Station Of The Year/Large Market** - WFMS/Indianapolis, WUBE/Cincinnati. **Station Of The Year/Medium Market** - KFDI/Wichita, KS. **Station Of The Year/Small Market** - WFYR/Peoria, IL. The winners of the 2008 Broadcast Awards will be notified in mid-October and recognized at the awards in Nashville.

"Radio's Best Friend," **Art Vuolo**, releasing a DVD with his footage of **Citadel Talk WLS-AM/Chicago's** Memorial Day "Big 89 Rewind" event, featuring appearances by a parade of WLS legends. The lineup this year included **Chuck Knapp, Larry Lujack** and **Tommy Edwards, Fred Winston** with newsman **Lyle Dean, Bill Bailey, John Records Landecker**, and **Jeff Davis**, with news and sports anchors including **Gil Gross, Karen Hand, Catherine Johns, Linda Marshall, Les Grobstein**, and **David Jennings**. A preview has been posted on **YOUTUBE** (search for "art vuolo") and the whole DVD is available for purchase at <http://www.vuolovideo.com> listed under "Reunions."

MusicMaster has now partnered with **Triton Media** to offer radio a barter option on its software and services. "Our a la carte pricing model has always benefited the needs of our customers and the changes taking place in the broadcast industry," **A-Ware Software VP/COO Mark Bolke** said. "With the economic realities facing broadcasters today, we feel this is yet another option we can provide customers interested in MusicMaster for Windows."

Envision Radio Networks and **Comstar Network** have come together to launch **SmartSite Systems**, a new community-based web portal with daily content to deliver additional income to a radio station's bottom line. The official debut for SmartSite will be at the annual **NAB** convention in Austin, TX. "After two years of studying radio Internet business models all across North America, we discovered the secret of how two small market broadcasters are quietly generating over \$2,500,000 in Internet sales a year," **Comstar Network Pres. Sandy Davis** said. "SmartSite has been specifically designed for radio stations to help generate new revenue," Envision Radio Networks Pres./CEO **Danno Wolkoff** added.



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Congrats to industry vet **Rich Sargent**, who will be honored by **The Buffalo Music Hall Of Fame** on Thursday October 9th by inducting "The Old Guy" into its Class Of 2008 honorees. *Comment: We didn't know buffaloes made music – at least, music we'd want to hear - but anyway, we congratulate good friend Rich on his HOF elevation!*
- TK

Three Eagles Top 40 KFRX/Lincoln, NE teams up with the **USHL Lincoln Stars** for "KFRX Community Stars." Throughout the season listeners will nominate friends, family, co-workers and others who are "community stars." Each chosen nominee will be given the opportunity to join "Matt McKay Mornings" and talk about the organization they worked with.

Clear Channel Classic Rock WQBW/Milwaukee PD has announced that sister Top 40 WZEE/Madison morning team **Connie & Fish** are coming for Mornings. The new team debuts on September 15th. The show will originate from the WQBW studios and be syndicated to WZEE.

Salem launched its sixth Spanish Christian Talk station with the debut of **Radio Luz** Tuesday on KOTK-AM/Omaha.

Clear Channel/St. Louis OM **Tommy Austin** transfers to Clear Channel/Portland, OR where he becomes the OM for AC KKCW, Talk KEX-AM, Top 40 KKRZ, Talk KPOJ-AM and Classic Hits KQOL while overseeing the programming of KKCW. It's a return to Portland for the Sioux Falls native, who left his KDWB/Minneapolis gig a dozen years ago to join KKRZ.

Nextmedia Classic Rock WERV/Suburban Chicago PD/PM Driver **Matt Dubiel** exits, along with GM **Bill Cavanaugh**. Matt will be joining the programming team at Slacker.Com.

Wilks Top 40 KMXV/Kansas City night guy Steve Serrano is upped to MD.

Cumulus Top 40 KCHZ/Kansas City filled its vacant APD/midday slot with the hiring of Cumulus Urban WSEA/Myrtle Beach PD **Brodie**. A five-year Cumulus vet, Brodie programmed KQLK/Lake Charles, LA prior to his stint at WSEA.

Great Plains Media Hot AC KLZR/Lawrence-Topeka-Kansas City morning show co-host and Promotions Director **Scott McCann** steps into the shoes of outgoing **Jon Thomas** to assume PD duties for both KLZR and sister Active Rock KMXN.

Saga AC WSNY/Columbus, OH promotes afternooner **Steve Kelly** to APD.

Cumulus Active Rock WWXX/Appleton-Oshkosh-Green Bay AE **Dan Thomas** bolts to pursue other opportunities.

Jive Records adds former Midwest Island rep **Danny Cooper** as VP/Adult Promotion.

Clear Channel Country KSWF/Springfield, MO morning man **Jay Shannon** exited the station on August 29th, and PD/afternooner **Adam Burnes** has temporarily taken over mornings in the interim. Classic Rock sister KXUS personality **Dave Hines** is now doing the afternoon shift.

Former **Bonneville** Talk KTAR-FM and Sports KTAR-AM/Phoenix APD/Promotions Dir. and **Tribune** Talk WGN-AM/Chicago APD/Webmaster **Randy Eccles** joins the **University Of Illinois** at Springfield as Development Director for noncommercial WUIS and WIPA/Springfield, IL.

Former **Boise State University** basketball player **Abe Jackson** has been named color analyst for the Broncos' radio network, based at **Peak Broadcasting** Talk KIDO-AM/Boise.

Entercom/Denver Director of New Business Development **Roxanne Marati** and GSM **Joby Koren** have been named Co-Directors of Sales for the cluster covering Hot AC KALC, AC KOSI, Classic Rock KQMT and Adult Standards KEZW-AM. Regional Sales Manager **Jeff Silver** has also been promoted to Sales Manager for KALC, and Local Development Manager **Glynn Alan** has been upped to Sales Manager for KOSI.

Emmis Talk KFTK/St. Louis morning "Allman And Crane" co-host **Crane Durham** has left the show. **Jamie Allman** will fly solo with "Allman In The Morning — Common Sense Radio."

Edison Media Research ups **Tom Webster** to VP/Strategy and Marketing.

Condolences to family and friends of **Lee Schafer** who served as GM for the family-owned **Inspirational Family Radio** Christian Talk KSPD-AM/Boise, KBXL/Boise and KDZY/McCall, ID.

Spring Books, 2008

Flint, MI (#127)

Adult WCRZ overtakes urban WDZZ.

Station	Format	Owner	Fa'07	Sp'08
WCRZ-FM	AC	Regent	9.9	9.4
WDZZ-FM	UrbAC	Cumul.	10.5	9.2
WRSR-FM	ClsscRock	Cumul.	6.5	7.2
WWCK-FM	T40	Cumul.	4.7	5.9
WFBE-FM	Ctry	Citadel	6.5	5.7
WHNN-FM	ClsscHits	Citadel	5.1	4.9
WRCL-FM	Rhythm.	Regent	6.3	4.9
WWBN-FM	ActRock	Regent	5.9	4.5
WKQC-FM	Ctry	MacDonald	4	3.9
WOWE-FM	UrbAC	Shumpert	1.4	3.9
WJR-AM	Talk	Citadel	2.4	3.5
WIOG-FM	T40	Citadel	2.8	2.7
WCXI-AM	CtryOldies	Birach	0.6	2
WFLT-AM	Gospel	ChrstnEvan.	1.6	2
WFNT-AM	Stnrds	Regent	1.4	1.2
WTRX-AM	Sports	Citadel	1.2	1.2
WWJ-AM	News	CBS	1	1
WQUS-FM	ClsscHits	Regent	0.6	0.8
WVMV-FM	SmJazz	CBS	1.6	0.8
WXYT-FM	Sports	CBS	1	0.8
WKQI-FM	T40	ClrChnnl	1.2	0.6
WSNL-AM	ChrstnTalk	ChrstnSystem	0.6	0.6
WTLZ-FM	UrbAC	NextMedia	0	0.6
WDFN-AM	Sports	ClrChnnl	0.4	0.4
WDMK-FM	UrbAC	Radio1	0	0.4
WDRQ-FM	AdultHits	Citadel	0.6	0.4
WHMI-FM	Rock	LivingstonRadio	0.8	0.4
WILZ-FM	ClsscRock	Citadel	0.8	0.4
WMGC-FM	AC	GrtrMedia	0.4	0.4
WMJO-FM	80s	MacDonald	0	0.4
WRIF-FM	ActRock	GrtrMedia	1.8	0.4
WWCK-AM	N/T	Cumul.	0	0.4

Canton, OH (#128)

A 3-horse photo finish in Canton!

Station	Format	Owner	Fa'07	Sp'08
WHBC-AM	N/T	NextMedia	9.2	7.9
WHBC-FM	AC	NextMedia	7.2	7.9
WQXK-FM	Ctry	Cumul.	6.2	7.9
WDJQ-FM	T40	DAPeterson	6	6.5
WHOF-FM	AC	ClrChnnl	5.3	5.7
WONE-FM	ClsscRock	RubberCity	4.1	4.8
WKDD-FM	HotAC	ClrChnnl	4.1	4
WQMX-FM	Ctry	RubberCity	3.8	3.8
WRQK-FM	Rock	ClrChnnl	5.1	3.8
WHLO-AM	N/T	ClrChnnl	3.8	3.2
WNIR-FM	Talk	Media-Com	3.2	3.2
WMJI-FM	Oldies	ClrChnnl	2.8	2.6
WAKS-FM	T40	ClrChnnl	1.7	2.4
WMMS-FM	Rock	ClrChnnl	1.9	2.2
WDPN-AM	AC	DAPeterson	1.5	2
WFHM-FM	ChrstnAC	Salem	1.9	1.6
WZAK-FM	UrbAC	Radio1	1.3	1.6
WNWV-FM	SmJazz	Elyria-Lorain	1.3	1.4
WTAM-AM	N/T	ClrChnnl	1.3	1.4
WDOK-FM	AC	CBS	1.1	1.2
WENZ-FM	Urb	Radio1	1.1	1

Youngstown-Warren, OH (#119)

News Talk WKBN bests country WQXK.

Station	Format	Owner	Fa'07	Sp'08
WKBN-AM	N/T	ClrChnnl	10.4	12.3
WQXK-FM	Ctry	Cumul.	10.7	10.6
WYFM-FM	ClsscRock	Cumul.	7.9	6.9
WMXY-FM	HotAC	ClrChnnl	6.1	5.8
WBBG-FM	Oldies	ClrChnnl	6.8	5.6
WHOT-FM	T40	Cumul.	6.5	5.1
WNCD-FM	Rock	ClrChnnl	3	4.2
WNIO-AM	Stnrds	ClrChnnl	3.7	4.1
WRBP-FM	UrbAC	BernardOhio	4.6	4.1
WAKZ-FM	T40	ClrChnnl	3	3
WVIZ-FM	ActRock	Cumul.	3.5	2.6
WENZ-FM	Urb	Radio1	1.1	2.1
WSOM-AM	Stnrds	Cumul.	1.3	2.1
WWGY-FM	Ctry	Forever	2.2	1.9
WNIR-FM	Talk	Media-Com	0.6	1.2
WRTK-AM	Gospel	D&E	0	1.2
WBBW-AM	Sports	Cumul.	1.3	1.1
WMJI-FM	Oldies	ClrChnnl	0.7	1.1
WFHM-FM	ChrstnAC	Salem	0.9	0.9
WHLO-AM	N/T	ClrChnnl	0	0.7
WNCX-FM	ClsscRock	CBS	0	0.7
WPIC-AM	N/T	Cumul.	0	0.7
WTAM-AM	N/T	ClrChnnl	1.1	0.7
WKDD-FM	HotAC	ClrChnnl	0	0.5
WKTZ-AM	Other	Kossanyi	0.7	0.5

Lima, OH (#253)

Country WIMT slips 2 but stays #1.

Station	Format	Owner	Fa'07	Sp'08
WIMT-FM	Ctry	ClrChnnl	15.7	13.6
WIMA-AM	N/T	ClrChnnl	7.2	7.4
WLWD-FM	Rhythm.	ClrChnnl	8.4	7.4
WMLX-FM	AC	ClrChnnl	6.6	7.4
WEGE-FM	ClsscRock	Maverick	5.4	6.2
WFGF-FM	Ctry	Maverick	7.8	6.2
WZRZ-FM	ActRock	ClrChnnl	6.6	6.2
WWSR-FM	T40	Maverick	4.8	5.6
WDOH-FM	Ctry	Maverick	2.4	3.7
WBYS-FM	ActRock	Federated	3	3.1
WLW-AM	N/T	ClrChnnl	3	3.1
WBUK-FM	Oldies	ClrChnnl	3.6	2.5
WDSJ-FM	SmJazz	ClrChnnl	0.6	1.2
WERT-AM	Stnrds	FirstFamily	1.2	1.2
WHIO-AM/				
WHIO-FM	N/T	Cox	0.6	1.2
WCKY-FM	Ctry	ClrChnnl	0	0.6
WCSM-FM	AC	Hayco	1.2	0.6
WDHT-FM	Urb	MainLine	0	0.6
WKKI-FM	AC	Sonshine	0.6	0.6
WKXA-FM	N/T	Findlay	0.6	0.6
WOWO-AM	N/T	Federated	0.6	0.6
WTUE-FM	ClsscRock	ClrChnnl	0	0.6
WZOQ-AM	Sports	Maverick	1.2	0.6

Cheyenne, WY (#295)

Country KOLZ wins, KIGN gains.


Station	Format	Owner	Fa'07	Sp'08
KOLZ-FM	Ctry	ClrChnnl	12.1	11.3
KIGN-FM	AdultHits	GAPWEST	7.7	9.3
KRRR-FM	Oldies	N.east	6.6	8.2
KGAB-AM	Talk	GAPWEST	4.4	6.2
KSME-FM	T40	ClrChnnl	5.5	5.2
KKPL-FM	HotAC	Regent	4.4	4.1
KLEN-FM	AC	GAPWEST	3.3	4.1
KFBC-AM	N/T	Montgomery	4.4	3.1
KARS-FM	Oldies	Regent	2.2	2.1
KBPI-FM	ActRock	ClrChnnl	2.2	2.1
KJAC-FM	AdultHits	NRC	2.2	2.1
KOA-AM	N/T	ClrChnnl	2.2	2.1
KRQU-FM	ClsscRock	N.east	2.2	2.1
KCGY-FM	Ctry	GAPWEST	1.1	1
KCOL-AM	N/T	ClrChnnl	1.1	1
KHOW-AM	N/T	ClrChnnl	1.1	1
KIMX-FM	HotAC	N.east	1.1	1
KMAX-FM	ClsscRock	Regent	1.1	1
KOLT-FM	RegMex	Legacy	2.2	1
KPAW-FM	ClsscRock	ClrChnnl	1.1	1
KRAE-AM	Ctry	N.east	1.1	1
KUAD-FM	Ctry	Regent	2.2	1

Ft. Collins-Greeley, CO (#123)

Country KUAD drops, but stays top dog.

Station	Format	Owner	Fa'07	Sp'08
KUAD-FM	Ctry	Regent	8.1	6.7
KOA-AM	N/T	ClrChnnl	3.8	4.9
KJAC-FM	AdultHits	NRC	3.8	4
KTRR-FM	AC	Regent	3.4	3.8
KSME-FM	T40	ClrChnnl	3.6	3.6
KBPI-FM	ActRock	ClrChnnl	4.2	3.4
KQKS-FM	Rhythm.	LincolnFin	2.2	3
KBCO-FM	AAA	ClrChnnl	2.2	2.8
KRFX-FM	ClsscRock	ClrChnnl	2.8	2.8
KTCL-FM	Alt	ClrChnnl	2.2	2.8
KKPL-FM	HotAC	Regent	2.2	2.6
KPAW-FM	ClsscRock	ClrChnnl	2.8	2.4
KCOL-AM	N/T	ClrChnnl	2	2
KWLI-FM	Ctry	CBS	2.4	2
KXKL-FM	Oldies	CBS	1.6	2
KXPK-FM	RegMex	Entravision	2.4	2
KYGO-FM	Ctry	LincolnFin	2.2	2
KALC-FM	HotAC	Entercom	1.4	1.6
KOSI-FM	AC	Entercom	1.2	1.6
KHOW-AM	N/T	ClrChnnl	2.2	1.4
KIIX-AM	Sports	ClrChnnl	1.8	1.4
KKZN-AM	Talk	ClrChnnl	1.2	1.4
KMAX-FM	ClsscRock	Regent	1.8	1.4
KPTT-FM	RhyAC	ClrChnnl	1.2	1.2
KARS-FM	Oldies	Regent	1	1
KFKA-AM	N/T	MKInc.	1	1
KKFN-AM	Sports	LincolnFin	1.6	1

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


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