

35 YEARS OF THE TATTLER (1975-2009)

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The Conclave

Presents

The TATTLER

Publisher: Tom Kay Editor: Ben Holsen
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The mediascape is changing, and everyone knows it. So why are the so-called 'traditional media' suffering such a challenge making the transition to the new opportunities awaiting us all? Quite simply, "the future is here. It's just not evenly distributed." The Conclave is proud to announce its next webinar: *The Future of Radio with Kipper McGee!* This special webinar will be presented Wednesday, August 26th at 2PM. As always, Conclave webinars are free but preregistration is required by clicking on <https://www1.gotomeeting.com/register/421442320>. This webinar is sponsored in part by **Envision Radio Networks** and **Virtual News Center!** In this webinar, veteran broadcast manager Kipper McGee shares insights on how your station(s) can continue to be brilliant at the basics while preparing for continued relevance to current and future consumers. Learn basic programming tips ranging from finding and coaching tomorrow's talent, designing the format clock to maximum advantage, and keeping your station brand "top of mind". You'll also discover how to be web-wise OR dollar foolish, with tips to improve audience loyalty and revenues from all of your station-branded distribution platforms. This webinar will be jam-packed with information you can put to work the next day. **Kipper McGee** is an **RAB** Certified Digital Marketing Consultant, who has served as Program Director of such legendary, successful and award-winning radio stations as WLS/Chicago, WDBO/Orlando and KBEST95/San Diego. In 2009, he was named a recipient of the prestigious Rockwell Award by the Conclave. He is a frequent speaker/panelist/presenter at national broadcast conventions including the National Association of Broadcasters, Canadian Music Week, Morning Show Boot Camp, R&R Talk Radio Seminar, Talker's Magazine New Media Seminar, TalenTrak, Promaxx, Iowa Broadcasters Association, Rick Scott Sports Seminar, the IBS Conference, The Conclave Learning Conference and TalenTrak along with numerous group and corporate meetings, and is currently one of the leading authorities on digital marketing and the new FM Talk movement. *Comment: If it is true that knowledge is power, then this webinar will guarantee that each participant leaves as a more powerful contributor to our industry*

and its future! Kipper is a master teacher, and we're fortunate to have secured him for this important, exclusive webinar! - TK

The FCC's appointment of **Mark Lloyd** as Associate General Counsel and Chief Diversity Officer has drawn criticism from **Sen. Chuck Grassley** (R-IA). Lloyd's past writings have indicated his support for methods to "balance" conservative talk radio with regulations other than the **Fairness Doctrine**, accomplishing the doctrine's goals through "localism" and "diversity" regulations. "The appointment of Mark Lloyd to be the Associate General Counsel and Chief Diversity Officer is at odds with assurances that the FCC would not reinstate the Fairness Doctrine," said Grassley.

It's a done deal, as **Tribune** finally sells a 95% interest in the **Chicago Cubs**, **Wrigley Field**, and Tribune's 25% interest in **Comcast Sportsnet Chicago** to the **Ricketts** family for \$845 million. Tribune will continue to hold 5% ownership of the operations and Talk WGN-AM/Chicago continues as flagship for Cubs radio broadcasts.

And **Tribune's** experiment with employee ownership is apparently over. Tribune, owner of Talk WGN-AM/Chicago, is in the middle of bankruptcy proceedings and according to an unnamed source, creditors are "unlikely to keep the employee stock ownership plan, leaving workers with worthless shares." Two years ago, **Sam Zell** used the stock plan, called **ESOP**, to gain tax benefits on the \$8.2 billion buyout of the Tribune Company. The plan made employees the owners with 100% equity, but employees had no say over management or the board.

Cox Media announced a new operating concept that reorganizes its media businesses. "This new concept is another step toward fulfilling Cox's vision of operating as a fully-integrated media company," said Cox Media Group Pres. **Sandy Schwartz**. "Sharing expertise and best practices across all of our media properties allows us to better serve consumers and advertisers in our changing environment. In addition, each of Cox's media properties will benefit from expanded shared services such as Research, Sales, Digital, Finance, Human Resources and Engineering." The reorganization helps the company to enhance and expand its digital assets and sales expertise across all of its media properties. No job elimination expected.

Triton Digital, the largest provider of digital services to radio with over 4300 affiliates - and a 2009 Conclave Partner - announced that it is expanding its presence in the loyalty marketing space by acquiring **Enticent, Inc.** Enticent and Triton's **Mass2one Media** will join to create **Triton Loyalty** under President **Chris Bell** (formerly of Enticent), EVP/Ops **Mike Becker** (formerly of Enticent) and EVP/Audience Engagement **Tracy Johnson** (formerly of Mass2one).

the Conclave Webinars

The Future of Radio with Kipper McGee!

The mediascape is changing, and everyone knows it. So why are the so-called 'traditional media' suffering such a challenge making the transition to the new opportunities awaiting us all? Quite simply, "the future is here. It's just not evenly distributed." The next Conclave webinar: *The Future of Radio with Kipper McGee!* will be presented Wednesday, August 26th at 2PM. In this webinar, veteran broadcast manager Kipper McGee shares insights on how your station(s) can continue to be brilliant at the basics while preparing for continued relevance to current and future consumers. Learn basic programming tips ranging from finding and coaching tomorrow's talent, designing the format clock to maximum advantage, and keeping your station brand "top of mind". This webinar will be jam-packed with information you can put to work the next day. This webinar is sponsored by **Envision Radio Networks** and **Virtual News Center!**



Kipper McGee

Wednesday
August 26
2 PM
CST



FREE - but you must Pre-register! Visit www.theconclave.com for details!



THE CONCLAVE, 4517 MINNETONKA BLVD #104, MINNEAPOLIS, MN 55416
PHONE/FAX: 952.927.HITS (4487)/927-6427 Publisher: Tom Kay at tomk@theconclave.com

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Miss a session at last month's **Conclave Learning Conference**? CD's of some of the conference's most popular sessions are now available. Check the last page of this week's TATTLER for details.

The 14th annual **Jacobs Summit** will include two sessions featuring former Congressman **Joe Scarborough**, **Mika Brzezinski** and "Buzzmarketing" author **Mark Hughes**. Session attendees will learn how to create a successful broadcasting program and discover new marketing strategies that can help stations increase revenue in the current economic climate. "The Summit has always been about great content, and this year is no exception," said **Jacobs Media Pres. Fred Jacobs**. "Joe and Mika bring it every morning on MSNBC's 'Morning Joe,' and Mark Hughes, the 'Buzzmarketing' maven, will present a great session about how stations can virally promote their content in these budget-challenged times."

The **Country Radio Broadcasters** announced a "streamlined and overhauled" agenda for **Country Radio Seminar-41** February 24-26 at the Nashville Convention Center. "This year's topics stress relevant and usable information that can be applied in all radio station markets, regardless of size. In the past, panels were tailored to small, medium or large markets; this year each panel will apply to all market sizes and the music industry as well. The single day Sales panels have been redistributed this year throughout the three days of the seminar. Additionally, no more than three panels are being held simultaneously at any time during CRS 41." "We listened to many of the suggestions we received after last year's CRS, and one of the most popular requests we had was that there were so many panels to attend, it was hard to choose which ones to go to," says KUPL/Portland PD **John Paul**, CRB Agenda Chair. "So, this year we made a conscious effort to reassess our agenda and structure it in such a way that would allow attendees to see more of the panels." For more information and to get a sneak peak at the Agenda for CRS-41, visit www.CRB.org...

Now that AC KMAJ-FM (MAJIC 107.7)/Shawnee, KS' change of community of license to Carbondale, KS, **Cumulus** is filing with the **FCC** to take the station back from a trust (Kansas City Trust, LLC) that was formed only to spin the station off. The change in community of license takes the station out of the Kansas City metro, allowing Cumulus to hold onto the facility. KMAJ is targeted at the Topeka market.

The **FCC** rejected **Newsweb's** petition for reconsideration of the 2005 denial of a proposed dual community of license change for WCPT-AM (now WAIT-AM)/Crystal Lake, IL and WNDZ-AM/Portage, IN. Newsweb has applied to move WCPT to Addison, IL and WNDZ to Calumet City, IL and co-locate the stations' studios. The FCC decided the benefits did not outweigh the loss of local service to the former communities of license.

610 Sports Radio-KCSP/KC announced today that over \$80,000 in cash and pledges were raised during *The Larry Stewart Memorial Radiothon* that took place yesterday at Crown Center. The donation total surpassed the \$75,000 goal for this year's event and was greater than the near \$50,000 that was raised in last year's radiothon. 610 Sports Radio personalities **Roger Twibell**, **Josh Klingler**, **Nick Wright**, "Cowboy" **Cory Anderson** and **Chris Hamblin** broadcast in 4-hour shifts between 6a-6p on Thursday from Crown Center. Thousands of donations were made by 610 Sports Radio listeners via phone, on the internet and in person. Former Major League Baseball Umpire **Steve Palermo** and his wife **Debbie** served as Honorary Chairpersons of the event. Special guests included Royals Hall-of-Famers **George Brett**, **Frank White** and **Willie Wilson**, former Chiefs Players **Jayice Pearson** and **Bill Maas** and Sportscaster **Bob Costas**. Kansas City Mayor **Mark Funkhouser** also took part in the event as did the news team from KMBC-TV 9. The event was done in memory of the late **Larry Stewart**, who was known as Kansas City's "Secret Santa." The businessman and philanthropist gained national recognition for giving over a million dollars in anonymous donations over the course of his life and was a supporter of the **Salvation Army**.



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Lincoln Financial Country KYGO/Denver held their annual **Firefighter Smackdown Belly Flop** at **Water World** last week. Local firefighters threw themselves, belly first, into the water for prizes. **Eric** from West Metro flopped the hardest and won himself a five-day trip to Mexico.

*Comment: Check out **Conclave** Board member **David Martin's** blog this week for a more than slightly intriguing 'expose' on radio sales written from the vantage-point of being a small retail business owner...which David is in Madison. Click here: <http://davemartin.blogspot.com/2009/08/there-are-hundred-roads-to-rome.html>. - TK*

Samuel "Joe the Plumber" Wurzelbacher joined **Clear Channel** Talk WSPD-AM/Toledo to talk politics, the health care plan, "Cash for Clunkers," and the national tea party protests. "Joe," a Toledo native, became famous during the 2008 Presidential campaign. PD **Brian Wilson** said, "There's a possibility radio and WSPD could be part of his future."

Eagle Communications Oldies KSFT-AM/St. Joseph, MO flips to Sports effective August 25th.

Former **Journal** Hot AC WKTI/Milwaukee PD **Bob Walker** has landed as the new On-Air PD at **Hall Communications** Country WCTK/Providence.

Clear Channel/Akron-Canton, OH Market Manager **Dan Lankford** has left the building.

Journal Hot AC KSRZ/Omaha announces the addition of husband-wife team of **Dan Arthur** and **Michelle Reill** for mornings. The Madison, WI couple debuted their new show Thursday.

Former WTEM-AM/Washington and **Redskins Radio** staffer **Ira Weintraub** has been upped to APD and co-host/Producer for the "Michigan Insider with **Sam Webb**" morning show at **Cumulus** Sports WTKA-AM/Ann Arbor.

Clear Channel AC WLIT/Chicago let **Melissa Forman** walk. No replacement was named.

In honor of the late Les Paul, **Immergent Records** will offer five free downloads this weekend, beginning today, the same day as his memorial service in Waukesha, WI. Paul will be buried at the Prairie Home Cemetery in his hometown of Waukesha.

Condolences to family and friends of former **Clear Channel** Sports WDFN-AM/Detroit reporter/producer **James Steven**, who died Monday of heart failure in Ann Arbor at 28.

Condolences to **Entercom** Talk KMBZ-AM/Kansas City host **Darla Jaye** on the passing of her father.

Jobs. KFMW-FM (Rock 108) Waterloo/Cedar Rapids is looking for applicants for possible future part-time positions. Our part-time rockers can get up to 25 hours a week with at least 12-18 hours LIVE on the air - no voice tracking! KFMW offers a competitive work environment, Dalet Digital Systems, vacation packages, Blue Cross/Blue Shield health insurance and a great place to work! Applicants MUST be located in the eastern Iowa area or be willing to relocate. Send mp3 and resume to: Program Director, KFMW-FM, 514 Jefferson Street, Waterloo, IA 50701...**Midwest Communications** Hot AC WMGI/Terre Haute, IN needs PT help for weekends-late nights-holidays. Send your best to: bill.cain@mwcradio.com...**American General Media**/Cortez, CO has a Sales & Marketing opening. If you are smart, aggressive and motivated with a strong desire to succeed, send your resume to: dlenaburg@americangeneralmedia.com...**Zimmer** News/Talk KZRG-AM/Joplin, MO is looking for someone that can do it all. Host a local talk show, assist in the news dept while updating the station website. T&R's needed yesterday at: chade@zrgmail.com...**Muzzy Broadcasting**/Stevens Point, WI has an immediate Ops Manager opening. Must also have strong production and news reading skills and be ready to hold down an airshift. Resume and airchecks to: muzzyjobs@gmail.com...**Midwest Communications** Classic Rock WOZZ/Green Bay-Appleton, WI is looking for a Brand Manager/Program Director. Send your best to: mwcjobs@mwcradio.com...**Connoisseur Media**/Bloomington, IL has an immediate opening for an experienced AE to maintain new and existing advertisers through prospecting and great client service. Interested? Send your cover letter and resume to: 520 N. Center St., Bloomington, IL, 61701...**Saga**/Springfield, IL is looking for a PD/Morning host for their Classic Hits station. Send your materials to: coolpd@sagacom.com...**Journal**/Omaha is in dire need of PT help. On-air, board-op, voice tracking, production, promotions. Can you do it all? Send audio and resume to: jspector@journalbroadcastgroup.com...**Citadel**/Chicago is looking for a Sales Promotion Director. You would be responsible for the creation and execution of customer-focused marketing ideas and programs to be sold by the sales staff. If you have a strong marketing background, mail your resume to: WLS, Attn: **Michael Damsky** - Dept. A, 190 N. State St., Chicago, IL, 60601...**Cumulus**/Appleton-Oshkosh, WI has several sales positions open, including Sales Manager. If you create revenue and have amazing customer service, send your absolute best to: Cumulus Broadcasting, Attn: **Jeff Schmidt**, 491 S. Washburn St. #400, Oshkosh, WI, 54904...**Red Rock Radio** in Duluth MN is looking for an enthusiastic AC programmer. If you love beautiful summers and cold winters, this could be your next home. Email your tape and resume to redrockradiojobs@gmail.com...All job listings in *The Tattler* represent equal opportunities and are provided free of charge. To place an ad, send particulars to tomk@theconclave.com no later than Thursday evening for Friday publication. No calls unless otherwise specified.

Spring Book 2009

#210 Cedar Rapids, IA

Country KHAK, T40 KZIA & rock KKRQ improve!

Station	Format	Owner	Fall08	Spr09
KHAK-FM	Ctry	Cumul.	16.8	18.8
KZIA-FM	Top 40/M	KZIA Inc	9.1	9.9
KKRQ-FM	ClsscRock	Clr Chnntl	5.3	8.9
WMT-AM	Talk	Clr Chnntl	9.1	7.5
KDAT-FM	AC	Cumul.	7.7	6.6
KMRV-AM	Stnrds	Sellers	4.3	5.2
KFMW-FM	ActRock	Bahakel	6.3	4.2
WMT-FM	Hot AC	Clr Chnntl	4.8	4.2
KRNA-FM	Rock	Cumul.	2.4	2.8
KRQN-FM	Oldies	Flinn	2.9	2.8
KGYM-AM	Sports	KZIA Inc	2.4	2.3
KOKZ-FM	ClsscHits	Bahakel	3.4	1.9
KXEL-AM	N/T	Bahakel	2.4	1.4
KBEA-FM	Top 40/M	Cumul.	0.5	0.9
KKHQ-FM	Top 40/M	Cumul.	1	0.9
KKSY-FM	Ctry	Clr Chnntl	0.5	0.9
WHO-AM	N/T	Clr Chnntl	0.5	0.9
KXIC-AM	Talk	Clr Chnntl	0.5	0.5

#220 Champaign, IL

Race tightens in Illini-ville

Station	Format	Owner	Fall08	Spr09
WDWS-AM	N/T	DWS Inc	10.8	9.2
WHMS-FM	AC	DWS Inc	8.1	8.2
WUIL-FM	Top 40/R	Champ. Ptnrs	3.2	8.2
WIXY-FM	Ctry	Saga	8.6	7.7
WLRW-FM	Hot AC	Saga	7.6	6.6
WCFE-FM	AdultHits	Saga	5.9	5.1
WCZQ-FM	Urb	Neuhoff	4.3	4.1
WLS-AM	Talk	Citadel	3.2	4.1
WGKC-FM	ClsscRock	Radiostar	2.7	3.1
WPGU-FM	Alt	Ilini	2.2	2.6
WXTT-FM	Rock	Saga	2.2	2.6
WBCP-AM	Urb	WBCP Inc	1.6	2
WLFH-FM	Ctry	Radiostar	2.2	2
WQQB-FM	Top 40/M	Radiostar	2.7	2

#248 Columbia, MO

Country KCLR & Adult KPLA in a dead heat

Station	Format	Owner	Fall08	Spr09
KCLR-FM	Ctry	Zimmer	8.5	9.9
KPLA-FM	AC	Cumul.	9.8	9.9
KFRU-AM	Talk	Cumul.	7.2	7.9
KOQL-FM	Top 40/R	Cumul.	9.2	7.9
KCMQ-FM	Rock	Zimmer	5.9	5.9
KTXV-FM	Top 40/M	Zimmer	7.2	5.9
KBXR-FM	AAA	Cumul.	5.2	5.3
KSSZ-FM	Talk	Zimmer	4.6	5.3
KBBM-FM	ActRock	Cumul.	3.3	3.3
KWJK-FM	AdultHits	Big Ctry	3.9	3.3
KWWR-FM	Ctry	KXEO	3.3	3.3
KPOW-FM	ClsscHits	Sedalia	3.3	2.6
KATI-FM	Ctry	Zimmer	0.7	1.3
KMFC-FM	Chrstn	Clair	0.7	1.3

#282 Decatur, IL

The Neuhoff trio ties it up again.

Station	Format	Owner	Fall08	Spr09
WDZQ-FM	Ctry	Neuhoff	9.5	8.2
WSOY-AM	N/T	Neuhoff	9.5	8.2
WSOY-FM	Top 40/M	Neuhoff	9.5	8.2
WEJT-FM	ClsscHits	Cromwell	4.8	6.4
WCZQ-FM	Urb	Neuhoff	4.8	5.5
WZNK-FM	ClsscRock	Cromwell	4.8	5.5
WDKR-FM	Oldies	Technicom	5.7	4.5
WYDS-FM	Top 40/M	Cromwell	5.7	4.5
WEZC-FM	B/EZ	Miller	1.9	2.7
WQLZ-FM	Rock	Mid-West Fam.	2.7	1.9
WZUS-FM	Ctry	Cromwell	2.9	2.7
WABZ-FM	AdultHits	Saga	1	1.8
WQQL-FM	Oldies	Saga	1	1.8
WXFM-FM	AC	Technicom	1.9	1.8
WCFE-FM	AdultHits	Saga	—	0.9
WDBR-FM	Top 40/M	Saga	1	0.9
WDZ-AM	Sports	Neuhoff	1	0.9
WFMB-FM	Ctry	Clr Chnntl	1.9	0.9
WGN-AM	N/T	Tribune	1	0.9
WLRW-FM	Hot AC	Saga	1	0.9
WXAJ-FM	Top 40/M	Clr Chnntl	1	0.9

#90 Des Moines, IA

Rock KGGO & T40 KKDM move closer to #1 WHO

Station	Format	Owner	Win09	Spr09
WHO-AM	N/T	Clr Chnntl	11.5	9.1
KGGO-FM	ClsscRock	Citadel	5.7	7.2
KKDM-FM	Top 40/M	Clr Chnntl	8.5	7.2
KIOA-FM	ClsscHits	Saga	6.2	6.5
KSTZ-FM	Hot AC	Saga	5	6.2
KJJY-FM	Ctry	Citadel	5.7	5.1
KAZR-FM	ActRock	Saga	5.1	4.9
KHKI-FM	Ctry	Citadel	4.1	4.9
KLTI-FM	AC	Saga	4.4	4.3
KDRB-FM	AdultHits	Clr Chnntl	3.4	4.1
KWQW-FM	Talk	Citadel	4.1	3.8
KRNT-AM	Stnrds	Saga	2.5	3.3
KPTL-FM	AAA	Clr Chnntl	1.8	2.4
KCCQ-FM	Alt	Clr Chnntl	0.9	1.3
KDLS-FM	Span. Cont	BAR	1.8	1.8
KWMT-AM	Ctry	3 Eagles	0.5	1.3
KXIA-FM	Ctry	David Nelson	0.7	1.3
KXNO-AM	Sports	Clr Chnntl	2.3	1.1
KPSZ-AM	Chrstn Cont.	Saga	0.8	0.5
KBGG-AM	Sports	Citadel	0.7	0.6
KKRF-FM	Ctry	Coon Valley	0.5	0.5
KPUL-FM	Chrstn Cont.	Pos. Impact	0.5	0.5

#243 Dubuque, IA

Adult KATF ascends to #1

Station	Format	Owner	Fall08	Spr09
KATF-FM	AC	RadioDub'que	8.1	9.1
KLYV-FM	Top 40/M	Cumul.	9.5	8.7
WJOD-FM	Ctry	Cumul.	7.7	7.7
WGLR-FM	Ctry	QueenB	5.9	6.7
WVRE-FM	Ctry	RadioDub'que	6.8	6.3
KXGE-FM	ClsscRock	Cumul.	6.3	5.8
KDTH-AM	Stnrds	RadioDub'que	5.9	5.3
WDBQ-FM	ClsscHits	Cumul.	3.6	4.3
KGRR-FM	ClsscHits	RadioDub'que	5	3.4
KDST-FM	Ctry	Design H.	3.2	2.9
WDBQ-AM	Talk	Cumul.	2.7	2.9
KFMW-FM	ActRock	Bahakel	2.7	2.4
KIYX-FM	AC	QueenB	2.7	2.4
WMT-AM	Talk	Clr Chnntl	1.4	1.9
WPVL-FM	Top 40/M	QueenB	1.8	1.9
WQPC-FM	Ctry	Robinson	1.8	1.4
WGN-AM	N/T	Tribune	1.4	1
WRCO-FM	Ctry	Fruit	0.9	1
WSCR-AM	Sports	CBS Radio	—	1
KBOB-FM	Rock	Cumul.	—	0.5
KHAK-FM	Ctry	Cumul.	—	0.5
KKHQ-FM	Top 40/M	Cumul.	0.5	0.5
KKRQ-FM	ClsscRock	Clr Chnntl	0.5	0.5
KOKZ-FM	ClsscHits	Bahakel	0.5	0.5
WCCI-FM	Ctry	Carroll Cty	0.5	0.5
WDMP-FM	Ctry	Dodge-Point	0.9	0.5
WEKZ-FM	AC	Green County	0.5	0.5
WGLR-AM	Sports	QueenB	0.5	0.5
WIZM-FM	Top 40	Mid-West Fam.	—	0.5
WLLR-FM	Ctry	Clr Chnntl	—	0.5
WLS-AM	Talk	Citadel	—	0.5
WOLX-FM	Oldies	Entercom	—	0.5
WPVL-AM	Sports	QueenB	0.5	0.5
WQLF-FM	ClsscRock	Green County	—	0.5
WXXQ-FM	Ctry	Cumul.	—	0.5
WZEE-FM	Top 40/M	Clr Chnntl	—	0.5

#211 Duluth-Superior, MN

Country KKCB knocks off sister adult KBMX.

Station	Format	Owner	Fall08	Spr09
KKCB-FM	Ctry	Gap	9.1	8.5
KBMX-FM	Hot AC	Gap	10	8.1
KQDS-FM	ClsscRock	Red Rock	5.7	8.1
KTCO-FM	Ctry	Midwest	3.5	6.9
KLDJ-FM	Oldies	Gap	8.7	6.5
KDAL-AM	N/T	Midwest	7	6.1
WDSM-AM	Talk	Midwest	6.1	6.1
KZIO-FM	ActRock	Red Rock	2.6	4.5
KDAL-FM	AAA	Midwest	4.3	4.1
KHQG-FM	ClsscRock	Midwest	3.5	4.1
WKLK-AM	Stnrds	Quarnstrom	1.7	2
WWAX-FM	AC	Red Rock	4.3	2
WNXR-FM	Oldies	Heartland	0.4	1.6
WKLK-FM	ClsscRock	Quarnstrom	1.7	1.2
WTBX-FM	AC	Midwest	0.9	1.2
KQDS-AM	Sports	Red Rock	0.9	0.8
WEBC-AM	Sports	Gap	2.2	0.8
WMOZ-FM	Oldies	Quarnstrom	0.4	0.8
KKIN-FM	ClsscCtry	Red Rock	—	0.4
WCCO-AM	Talk	CBS Radio	—	0.4

12+ M-Su, 6AM-12AM
Fall '08 - Spring '09
 comparisons, unless otherwise noted



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The 2009 Conclave Learning Conference MP3/CD Order Form

Keynotes & Special Sessions

- The Jeff Haley Keynote** *Jeff Haley, president and CEO of the Radio Advertising Bureau, reviews the current audio programming canvas and discuss opportunities for radio content in a digital and interactive world.*
- The Awards Luncheon** *The 2009 Rockwell Awards presentation to Steve Goldstein and Kipper McGee, along with the presentation of 2009 Conclave Scholarships to all scholarship recipients. Music by Steve Azar!*
- The Brian Jennings Keynote** *Brian Jennings shares why he believes equal time restrictions are unconstitutional and nothing more than censorship: "We must protect speech even if we don't like what we hear - otherwise the American Dream is dead."*
- The Chris Barron (Spin Doctors!) Keynote Session with Radio-Info.com's Sean Ross** *The life and times of a real-life, down-to-earth hitmaker...includes a rare live performance.*
- The Top 40 Format Symposium: Is That Your Funnybone, Or Are You Just Happy to Hear Me?** *Pat Proft, Humorist & Screenwriter with Brian Kelly, Operations Manager, Entercom Milwaukee.*

Conclave College

- Valorie Geller: Never Lose A Listener!** *Based on the concepts in "Creating Powerful Radio - Getting, Keeping & Growing Audiences" (now in a third printing!) International broadcast consultant Valerie Geller shares proven techniques that will help on-air personalities, programmers and news journalists.*
- Kipper McGee: How Not To Self-Destruct Your Radio Station** *Kipper McGee, new media consultant and veteran programmer in many formats, shares a 'reverse psychology' approach giving you the power to better determine your own fate and the success of your station(s).*
- Content Delivery: It's Not Just Radio Anymore** *Joe Bevilacqua, Director of FM Programming Clear Channel Colorado- Tim Sheridan, Program Director, KIBZ Lincoln, NE - David Moore, OM, Entercom/Madison - Lester St. James, PD KGOR/Omaha.*



The Promotion Summit

- You Call That An Event? Beyond The Card Table** *George Economos, Marketing & Community Relations Specialist for Whole Foods Market Chicago.*
- NTR Ideas To Boost Station Revenues & Your Value To Your Station** *Marianne Coppock, Group Marketing Director and Director of NTR for the Des Moines Radio Group.*
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