

35 YEARS OF THE TATTLER (1975-2009)

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The Conclave

Presents

The TATTLER

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

Citadel Classic Rock KQRS/Minneapolis morning icon **Tom Barnard** announced his retirement this week. In a statement to his listeners, Barnard wrote: "I wanted all of the great listeners of the KQ Morning Show to hear it directly from me. I will be leaving the Morning Show on Dec. 21st, 2012. That will give the show enough time to find out who should host the show as my role begins to diminish in the last few months of 2012. They can continue on for many years after I leave with their abilities and talent. I want to thank all of the people who supported the show over the years. You gave my family the life we have and we are very grateful to you for it. You really are the best in the business. As **Christopher Guest** would say, 'Let's just do a good show!' for the next 39 months'." *Comment: It's not often that the retirement of a radio air personality grabs front-page headlines, much less an announcement of retirement given three years in advance. But that's what happened this week, as Barnard's announcement made the front page of the Minneapolis Star-Tribune. That kind of attention is a testament to the power and popularity of Barnard, who is choosing to depart KQ at the conclusion of his current contract. Always the free spirit, said Tom this week, "The corporate climate is not what I signed up for." Given the verities of radio, let's see what kind of corporate climate inhabits the current Citadel property in 3 years - and whether Barnard will truly turn off the 'on-air' sign for the last time in 2012 at KQ. - TK*

Did **Jonathon Brandmeier** of **Emmis** Rock WLUP/Chicago blow the cover of an undercover police sting? Cook County Sheriff **Tom Dart's** spokesman, **Steve Patterson**, says legal action is a possibility against Brandmeier and WLUP for discussing a police sting on the air while it was happening. The sting was a female officer posing as a prostitute along Mannheim Road in Franklin Park on Tuesday. Brandmeier took a live caller who gave a physical description of the undercover officer on the air. Sheriff's police phone calls to the station asking them to stop went unanswered. "We called with more than an hour left to go in the show, and the station operations manager said he'd look into it and get back to us," said Patterson. Station

Manager **Kyle Guderian**: "After reviewing the audio, I was definitely not going to run down the hall and put a stop to it...It wasn't our intent to put anyone in harm's way or screw up any investigations. We feel bad for potentially interfering with the investigation - and will work harder to make sure it doesn't happen in the future. It was more or less a live radio moment, and we didn't realize what was happening at the time.

Iowa Broadcasting legend and longtime member of the KIOA family, **Richard 'Dic' Youngs**, passed away at the age of 68 Thursday morning after suffering from a long illness. Youngs was most recently afternoon host on KIOA until retirement 2 years ago and a member of the KIOA staff for 42 years. *Comment: If you look for a true definition of 'radio legend' in the dictionary, you'll see a photo of Dic Youngs. It's all put succinctly on the KIOA website - "Youngsy could spin a tale with such style that, even if he only had a few details, you listened closely and begged for more. From the start he had one desire - give the audience a good time. And whether he was spinning discs at a sock-hop or counting down the top 10 on the radio, people danced and had the time of their lives. But Dic was also able to help listeners through the tough times as well. If it was a recession, a flood or the 2001 terrorist attacks, people listened to Youngsy because his assured delivery was a comfort in even in the most trying moments. We will greatly miss our boisterous, kind, sweet and smiling friend" - TK*

Next Conclave Webinar: A Small, Good Thing! In radio's current atmosphere, it's difficult to stay positive. There are good ideas available, but many broadcasters at the local level feel that they lack the budget, the power or the time to implement them. The rapid adoption of social media has given many in the industry a platform to express their frustration, whether through blog posts, Facebook notes, message boards, or by commenting on the posts of others. Ultimately, however, only positive energy is really productive, and life rewards a bias for action. Join **Tom Webster**, VP of Strategy and Marketing for **Edison Research**, for the next Conclave Webinar: "A Small, Good Thing*" on Wednesday, October 14th at 3P EDT/2P CDT. Tom presents six small, good things that you can do every day - with no approval, no budget and in less than an hour - that will positively affect your station, your career, and your mindset. This webinar will be a practical, hands-on look at some of the strategies and tactics Tom implements at Edison to continue to grow and thrive both personally and professionally during difficult times and represents something a little "different" than you've come to expect from Tom. This webinar, presented in part by **Envision Radio Networks**, is free but preregistration is necessary. To join the webinar on 10/14, click on <https://www1.gotomeeting.com/register/369441809>.



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A Small,
Good Thing!



Tom Webster

Conclave
Webinar!
Wednesday
October
14,
2009
2 PM CDT



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

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Journal Pres./CEO Doug Keil will retire at the end of the year to start his own company. Journal Chairman/CEO **Steven Smith** will take over the broadcast division in the mean time. Kiel has been with Journal for 22 years, previously as VP/GM at WTMJ/Milwaukee. "I've always enjoyed my time at Journal and have always felt it was a real privilege to lead the Journal Broadcast Group," said Keil.

Today was an ALMOST an historic day in **Chicago**. The city's bid to host the 2016 Olympic Games fell a few votes short. But **Citadel** talker WLS-AM provided all-day coverage, beginning with Chicago's presentation to the **International Olympic Committee (IOC)**. Listeners to WLS discussed the Chicago delegation's presentation all morning. The IOC decision eliminating Chicago from contention was announced at mid-morning. (Ultimately, **Rio de Janeiro** was chosen.) "WLS was the only Chicago radio station that is dedicating its entire broadcast day to cover this historic occasion", says WLS Program Director **Bob Shomper**.

Morris Communications Talk WIBW-AM/Topeka midday co-host **Raubin Pierce's** appointment to the **Topeka Planning Commission** has been tabled by the City Council. Pierce is often critical of the city's management, leading some to oppose his nomination; such appointments are normally rubber-stamped. Crosstown **CBS** affiliate WIBW-TV reports that Councilperson **Karen Hiller** said that she did not believe Pierce was the right person at the right time. Pierce believes the "odds are stacked" against him and Councilperson **Jeff Preisner** is working hard to get the votes to block the nomination.

Established in 1989 and named after inventor and Nobel Prize winner **Guglielmo Marconi**, the **NAB Marconi Radio Awards** are given to radio stations and outstanding on-air personalities to recognize excellence in radio. Congratulations to the Marconi Award winners from around the neighborhood: Large Market Station of the Year: WIBC-FM/Indianapolis; Medium Market: WHO-AM/Des Moines; Small Market: WJBC-AM/Bloomington, IL; Large Market Personality of the Year: **Bill Cunningham**, WLW-AM/Cincinnati; Medium Market: **Van and Bonnie**, WHO-AM/Des Moines; Country Station of the Year: KYGO/Denver; News/Talk Station: WGN-AM/Chicago and Rock Station of the year: KQRS/Minneapolis!

Nielson released its **Global Adview Pulse**, which looks at ad spending in North America, Europe, Asia and Africa. While the international ad market in improving, spending in Q2 was still down 5.8% - preceded by a 7.9% in Q1. **Mediaweek** reports "magazines and newspapers took the biggest hit, with global ad spending down 18.5% and 7.5%, respectively." Radio is only down 3.1%. No surprise that the report found spending in the automotive sector had the largest decline - down 21%. Financial (-17.2%) and Clothing and Accessories (-14.4%) followed. Ad spending actually increased 3.6%

from "fast-moving consumer goods clients" and 3.5% from healthcare clients.

It's official. A Federal bankruptcy judge has approved the sale by **Tribune Co.** of the **Chicago Cubs** and **Wrigley Field** to billionaire and longtime fan **Joe Ricketts**. Ricketts is founder of online brokerage **TD Ameritrade**. The price tag for 95% of the team, Wrigley Field and related sports properties came to a grand total of \$845 million. The deal still needs approval from Major League Baseball.

Conclave Webinar Schedule: October 14 - A Small, Good Thing with **Tom Webster** (See details elsewhere in this TATTLER). October 28 - Lessons Learned From The Legends with **Bob Shannon**. November 12 - The **Kurt Hanson** Webinar! December 2 - The **Douglas Zanger** Webinar! More will be announced. All Conclave Webinars are co-sponsored by **Envision Radio Network!**

Big Stick Three (Big League Broadcasting) is selling Sports KRFT-AM/University City, MO-St. Louis to **Entertainment Media Trust**, the owner of Oldies KZQZ-AM (the former WIL-AM)/St. Louis and WXOZ-AM/Highland-Belleville, IL for \$600k. The **FCC** approved a transfer of the now silent KGEZ-AM/Kalispell, MT from **John Stokes' Skyline Broadcasters** to trustee **Richard Samson** under the station's Chapter 7 bankruptcy. **Journal** announced the sale of KGEM-AM and KCID-AM/Boise to non-profit **Salt and Light Radio** for \$950k.

Journal flipped Rock KZRQ/Springfield, MO to Variety Hits "The River." The change is designed to appeal to listeners who want hits in a wide range of music genres and artists from the past 5 decades. Journal/Springfield, MO OM **Valorie Knight** will PD the station. **Simon Nytes**, the previous PD of KZRQ, assumes Knight's former duties as PD of Top 40/Rhythmic sister KSPW.

WHIZ Media Group AC WCVZ/Zanesville, OH and Country WHIZ/Zanesville are switching calls, because of a move that brings a new signal to the Columbus market. WCVZ's calls, originally on 92.7 FM, now switch over to 102.5 FM. 92.7 takes on WHIZ. The new WCVZ has signed on from a new tower, licensed to Baltimore, OH, near Columbus.

An Oklahoma company's proposed 1,500-foot-tall broadcast tower - the world's tallest self-supporting tower - in Crystal Lake, IL has been cancelled. **BMB Communications** proposed to build the tower serving the Chicago market on 3.6 acres of McHenry County College's campus, for which it would pay \$6 million plus an additional \$1 million if it sold all five broadcast slots on the tower within the first five years of the deal. Failure to obtain **FAA** approval killed the plans.

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Syndicator **MannGroup Radio** has aligned with veteran broadcaster and Conclave Agenda Committee member **Beth Bacall** to syndicate and assist in marketing the **She Prep** prep service, the "real deal on the 25-54 year-old female," for stations who wish to reach that demo on an intimate and personal level. Subscribers include key stations in the **Salem group**, **Clear Channel** and **CBS Radio**. It will be available on the barter basis. Every week, subscriber stations/shows receive a thick packet of material categorized into topics such as She Shops, She TV, She Fact, She Health, She's Loving, She Links and much more. "There is simply nothing like She Prep out there, and there is no one like Beth, the brainchild of She Prep and a true pro who I've had the pleasure of knowing for over 20 years," MannGroup Pres. **Ed Mann** said. "We're very excited about getting the word out on this important service!"

Clear Channel/Miami OM and Top 40 WHYI PD **Alex Tear** will now also PD sister Urban WMIB. Tear replaces **Nate Bell**, who exits.

Emmis/Indianapolis appoints **Bob Richards** OM. Richards, who has more than 20 years of experience in Indiana radio, succeeds **David Edgar** and starts immediately.

Welcome back to **CBS**, **Roxanne Steele**. The one-time Top 40/Rhythmic WBBM/Chicago middayer will now do afternoons on AC WCFS.

Former **Clear Channel** Top 40 WKQI/Detroit **Mojo in the Morning** producer **Chad Mitchell** joins Hot AC WRMF/West Palm Beach's Morning Show as co-host. Mitchell is teamed up with **Danny Czekalinski** and **Deena Lang**.

Syndication Networks, the Chicago-based radio syndication company, has announced three staff promotions. **Judith Barahal** is now VP/Affiliate Relations, **Randy Meyer** is upped to VP/Operations and **Dave Olson** has been promoted to Sr. Production Director. Congrats!

Entercom Hot AC KRSK/Portland, OR names **Mike Peterson** as PD. Peterson most recently worked for **CBS**/Chicago duo Country WUSN and AC WCFS in the same capacity until leaving in August 2008 to take over his family's shade tree business in Oregon.

Vicki Murphy is the new PD for Indianapolis Country WFMS. Murphy also does middays at the station and has been the acting PD since the departure of **Bob Richards** in March.

Jerry Noble (former PD at **Citadel** Top 40 WIOG/Saginaw) is the new PD for **Regent**/Grand Rapids Classic Hits WFGR and Soft AC

WTRV. Noble can also be heard every afternoon on the cluster's AC, WLHT.

Bruce Ciskie is back on the mic for hockey PBP duties at the University of Minnesota-Duluth this fall after missing the second half of last season when he was let go by former rightsholder **Midwest Communications**. The broadcasts have moved to **Red Rock Radio Sports KQDS-AM/Duluth** this season under a new two-year deal.

Entercom Active Rocker KQRC/Kansas City, MD/Afternoons **Paul Marshall** exits.

Morning guy **Mike LeBaron** exits **CBS** AC WCFS/Chicago.

Miss this summer's Learning Conference? Fear not! For the first time ever, the **Conclave** is now making key sessions from the just-completed 2009 Learning Conference available in MP3 form along with the more traditional CD format. These recordings are available for \$9.99 each as an MP3, or \$19.99 each in CD form. To order, use the order form found in today's TATTLER or visit www.theconclave.com and download an order form (<http://www.theconclave.com/upload/2009mp3cdorderform.pdf>).

AVAILZ. **Gene Stern**, **Syndication Networks**/Chicago Affiliate Relations Dir. Previously, APD/MD at former heritage Top 40 KZ93/Peoria and has also worked at Hot AC WTMX/Chicago. Reach out to Gene at: 847.788.0667 or by email: sterng1@gmail.com.



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Condolences to family and friends of one-time PD **Mitch Allen**, who passed this last week at his home in Wausau, WI. Mitch formerly programmed WDEZ/Wausau, WI and worked in Tennessee, Chicago, Baltimore and other markets.

Jobs. **GapWest** Hot AC KBMX/Duluth seeks its next Morning Show host/PD. If you are a positive leader with success in mornings and are pop culture savvy, send your best to: daviddrew@gapbroadcasting.com...**Saga**/Champaign, IL is looking for a talented Production Director/On-Air talent. You will oversee production for 5 stations and host an afternoon shift on their Variety hits station. Send your best to: jdrake@mix945.com...**Saga** Oldies WQQL/Springfield, MO is also searching for their next Morning Show. This is NOT an entry level position. Experience with Adobe Audition, Maestro and Vox Pro needed. T&R's to: bob@cool1019.com...**KTIC** AM-FM/West Point, NE has a rare opening for a motivated, talented Production/Continuity Director with a great attitude and people skills. Forward your resume, writing and production samples to: diane@kticradio.com...**Regent**/St. Cloud is looking to add a voice to one of their morning shows and needs someone familiar with the St. Cloud/Twin Cities area. If you're in the area or a native, please forward your materials to mikedylan@gmail.com...**Saga**/Spencer,

IA is currently looking to update their "resume file." There aren't currently any openings, but that could change for the right candidate. Send your best to: ktlam@ncn.net...**Midwest Communications** AAA KDAL (The Bridge)/Duluth has a Morning Show opening. If you can create compelling and interactive radio while flying solo, send your best to: corey.carter@mwcradio.com...**Clear Channel**/Minneapolis has a couple openings in their sales department. If you are either the next sales superstar or a General Sales Manager with a track record of success, they want to hear from you! Send your package (Be specific as to which job you are applying for) to: minneapolisemployment@clearchannel.com...All job listings in *The TATTLEER* 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.



- the Conclave 2009 Learning Conference CD Order Form

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Spring Book 2009

#197 Topeka, KS

Country KTPK remains on top.

Station	Format	Owner	Fa08	Sp09
KTPK-FM	ClsscCtry	Feuer/McCord	11.1	11.1
WIBW-FM	Ctry	Morris	9.5	8.4
KDVV-FM	Rock	Cumul.	6.6	7.6
KWIC-FM	ClsscHits	Cumul.	4.9	7.6
KMAJ-FM	AC	Cumul.	7	6.2
WIBW-AM	N/T	Morris	4.9	5.3
KLZR-FM	Hot AC	Zimmer	4.1	4.9
KQTP-FM	Ctry	Cumul.	3.7	4.9
KCHZ-FM	Top 40/R	Cumul.	4.5	4.4
KMAJ-AM	Talk	Cumul.	4.5	4
KQRC-FM	ActRock	Entercom	4.1	3.1
KPRS-FM	Urb	Carter	1.6	2.2
KCFX-FM	ClsscRock	Cumul.Part.	1.2	1.8
KMKF-FM	Rock	Manhattan	1.2	1.8
KMXN-FM	Rock	Zimmer	2.1	1.8
KCMO-FM	ClsscHits	Cumul.Part.	0.8	0.9
KCVT-FM	Religious	Bott	0.4	0.9
KMXV-FM	Top 40/M	Wilks	0.8	0.9
KTOP-AM	Sports	Cumul.	—	0.9
WHB-AM	Sports	Union	1.2	0.9
KCKC-FM	AC	Wilks	0.4	0.4
KCMO-AM	Talk	Cumul.Part.	0.4	0.4
KFKF-FM	Ctry	Wilks	0.8	0.4
KNZA-FM	Ctry	KNZA Inc	1.6	0.4
KRBZ-FM	Alt	Entercom	1.6	0.4
KUDL-FM	AC	Entercom	0.8	0.4
WDAF-FM	Ctry	Entercom	—	0.4

#252 Waterloo-Cedar Falls, IA

No change inside the top 5.

Station	Format	Owner	Fa08	Sp09
KOEL-FM	Ctry	Cumul.	13.8	12.7
KOKZ-FM	ClsscHits	Bahakel	9.4	10.1
KFMW-FM	ActRock	Bahakel	7.5	9.5
KKHQ-FM	Top 40/M	Cumul.	6.9	8.9
KCRR-FM	ClsscRock	Cumul.	6.9	7.6
KWLO-AM	Stnrds	Bahakel	5	5.7
KCVM-FM	Hot AC	Fife	3.8	3.8
KXEL-AM	N/T	Bahakel	5.6	3.8
KCNZ-AM	Sports	Fife	0.6	3.2
KZIA-FM	Top 40/M	KZIA Inc	1.9	2.5
WMT-AM	Talk	Clr Chnnl	2.5	1.9
KIAI-FM	Ctry	3 Eagles	0.6	1.3
WHO-AM	N/T	Clr Chnnl	1.9	1.3
KDAT-FM	AC	Cumul.	1.9	0.6
KHAK-FM	Ctry	Cumul.	—	0.6
KOEL-AM	N/T	Cumul.	1.3	0.6
KRNA-FM	Rock	Cumul.	—	0.6
KRQN-FM	Oldies	Flinn	—	0.6
KWMT-AM	Ctry	3 Eagles	0.6	0.6
WMT-FM	Hot AC	Clr Chnnl	—	0.6

#168 Wausau-Stevens Point, WI

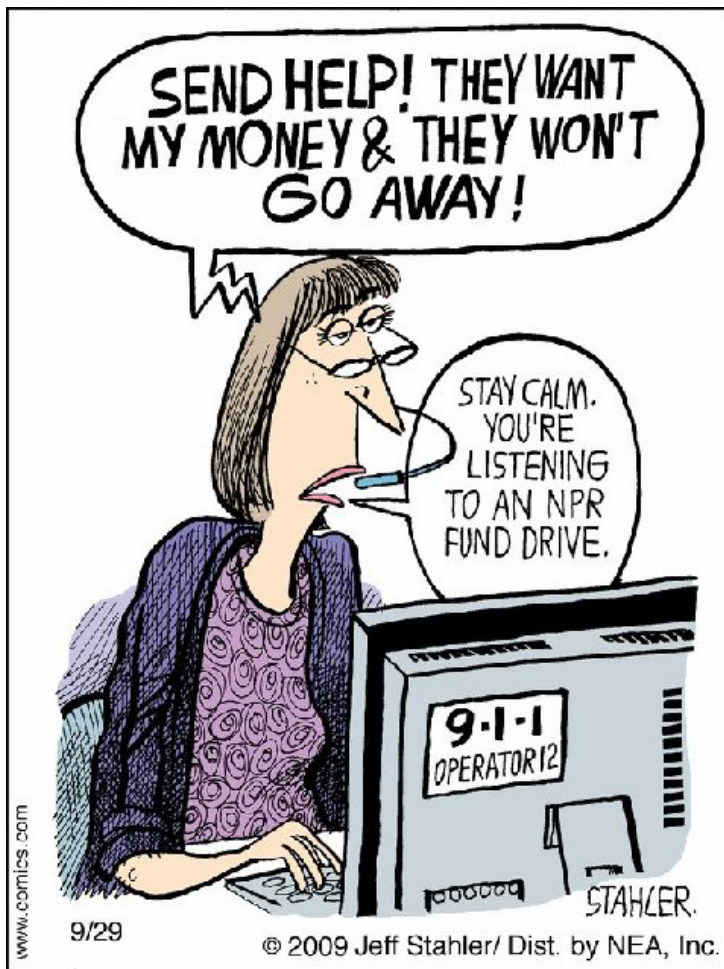
Country WDEZ nips at T40 WIFC.

Station	Format	Owner	Fa08	Sp09
WIFC-FM	Top 40/M	Midwest	13.2	13
WDEZ-FM	Ctry	Midwest	9.9	11.4
WYTE-FM	Ctry	NRG	6.9	6.9
WSAU-AM	N/T	Midwest	6.3	6.6
WBCV-FM	AdultHits	NRG	6	5.7
WGLX-FM	ClsscRock	NRG	5.4	5.1
WOFM-FM	ClsscHits	Midwest	3	4.8
WSPT-FM	Oldies	Muzzy	3.9	4.8
WKQH-FM	Ctry	Muzzy	3.9	3.9
WLJY-FM	AC	NRG	4.2	3.9
WMZK-FM	Rock	Quicksilver	3.3	3.9
WAXX-FM	Ctry	Maverick	3	2.4
WFHR-AM	Talk	Seehafer	1.5	1.8
WXCO-AM	Sports	Sunrise	0.9	1.2
WDLB-AM	N/T	Seehafer	0.9	0.9
WCCN-FM	ClsscRock	Central WI	0.9	0.6
WDUX-AM	ClsscCtry	Laird	0.6	0.6
WHDG-FM	Ctry	NRG	—	0.6
WRLO-FM	ClsscRock	NRG	1.2	0.6
WSPT-AM	N/T	Muzzy	0.6	0.6

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



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