

35 YEARS OF THE TATTLER (1975-2009)

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The Conclave

Presents

The TATTLER

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Cartoons Suggested by Lenny Bronstein & Jay Philpott

Conclave To Present Legendary Webinar! On Wednesday October 28 at 3P EDT/2P CDT, the **Conclave** presents a very special webinar – *Lessons Learned From the Legends* – with former air talent/programmer/creative executive and now author/historian, **Bob Shannon**! The webinar is co-sponsored by **Envision Radio Network**, and pre-registration is necessary for participation by clicking on <https://www1.gotomeeting.com/register/579216104>. In this Conclave webinar Bob shares the lessons he learned while doing research for his new book, *TURN IT UP! AMERICAN RADIO TALES, 1946-1996*. In his book, Shannon interviewed 57 of the biggest names in American radio history: **Rick Dees, Dick Clark, Lee Abrams, Chuck Blore, Dick Biondi, Bill Drake, Alan Freed, Larry Lujack, Conclave Board member and legendary urban programmer Dr. Jerry Boulding**, and more. Many of his subjects offered never before told stories chronicling their involvement in the development and success of the AM-FM audio medium. But beyond the stories...what are the underlying principles that brought each of these individuals success? What techniques and values can be applied to today's media matrix? What are the "Lessons Learned from the Legends"? Expect memories, laughter and tears - but most of all, knowledge that only history can bring. (For more on Bob's book including purchasing info, log onto <http://www.americanradiotales.com>.) All Conclave webinars are hosted by **Jay Philpott**, air talent at 106-5 The Arch/St. Louis and current Conclave Board member.

The **Senate Judiciary Committee** has passed its own version of a Performance royalty bill for radio. Like the previously approved House Bill, this **Performance Rights Act** will force music radio stations to pay a fee to artists, musicians and rights holders for airplay. The **MusicFirst Coalition** is obviously giddy. "Today we are one step closer to righting a wrong that has existed since the early days of radio; one step closer to winning the fight for fundamental justice that has been waged by countless artists and musicians over the last 80 years," Exec. Dir. **Jennifer Bendall** said. The **NAB** isn't likely to join the content committee in settling on any semblance of a royalty. It now has 251 members of the House – the majority – and 26 Senators who have signed off on a non-binding resolution opposing any such performance royalty fee on radio. The NAB said just because it passed the Judiciary committee, doesn't mean the bill will pass the full Senate.

Spanish Broadcasting System will be selling "infomercial time" on weekends, allowing record companies to pay to have their artists' records played. The "Monthly Rotating Infomercial" packages are being sold at variable rates, based on the number of spins to be aired, with costs varying based on the number of spins per month. The infomercial blocks will begin airing at the end of October. The packages can be purchased for both developing and established artists, and they will air on SBS stations from 11p-6a weekdays and 11p-10a on weekends. A requirement: Each song will be preceded by an intro that identifies the artist, the song title and the presenting sponsor. The "infomercials" will not have any other programming or advertising. *Comment: Does this program successful skirt payola laws allowing labels to legally 'pay for play', or does it represent a creative leveraging that radio might be able to use in its fight to beat down the performance royalty legislation chugging through Congress. The answer – both! – TK*

the Conclave Webinars

Lessons Learned from the Legends!

In this Conclave webinar Bob Shannon shares the lessons he learned while doing research for his new book, *TURN IT UP! AMERICAN RADIO TALES, 1946-1996*. Shannon interviewed 57 of the biggest names in American radio history: **Rick Dees, Dick Clark, Lee Abrams, Chuck Blore, Dick Biondi, Bill Drake, Alan Freed, Larry Lujack**, and many more. Many of his subjects offered never before told stories! But beyond the stories...what are the underlying principles that brought each of these individuals success? What techniques and values can be applied to today's media matrix? What are the "Lessons Learned from the Legends"? Expect memories, laughter and tears - but most of all, knowledge that only history can bring. This webinar is sponsored by **Envision Radio Networks**!



Bob Shannon

Conclave Webinar!

Wednesday

October
28,
2009
2 PM CDT



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

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Just as the world followed the story all day yesterday, **Lincoln Financial** Country KYGO/Denver kept listeners informed on the "Balloon Boy". As you may have heard, Six-year-old **Falcon Heene** was thought to be aboard an experimental balloon that had accidentally taken off in the air, eventually landing safely in Fort Collins, CO. The boy was nowhere to be found in the balloon and instead was at home hiding in the attic. KYGO's on-air personalities took calls and questions from listeners throughout the day, and middayer **Flip** brought a listener on the air who was witnessing the situation as it happened. The morning show spent its entire shift today talking about what happened. KYGO's **Rob Ryan** told industry website *All Access*: "The mobilization of the County Sheriff's departments and the first responders was outstanding! KYGO had continuing coverage and lots of audio to keep everyone up up to date. You cannot imagine the outpouring of people's thoughts and prayers. Our listeners seemed to drop everything and were focused on this little boy. Our listeners are the greatest in Denver! It was great radio and a great coming together of all communities in Northern Colorado."

Rush Limbaugh is blaming the **NFL Players Association** for his dismissal from a group bidding to buy the **St. Louis Rams**. Limbaugh suggested the addition of liberal billionaire **George Soros** to the bidding group also played a part in his departure. Limbaugh insists the player's union-led uproar over his intent to buy the St. Louis Rams was "designed to intimidate the owners, frighten the owners and say 'We're running this league now, gang, not you. Even though you may own the teams, we're running it, not you.'" Limbaugh went on, saying, "I have lost nothing. I have lost very little. On the other hand, our country has lost a great deal – a lot more than most people realize at the moment."

Ingstad Talk KTRF-AM/Thief River Falls, MN's "Trading Post" show was the latest victim of **Sirius XM's "Howard Stern Show"** sidekicks **"Sal the Stockbroker"** **Governale** and **Richard Christy's** prank calling. The two called into the weekend show sounding like an extremely old man with difficulty trying to describe the item he was trying to sell. The call went on for nearly 5 agonizing minutes. KTRF PD

and "Trading Post" host **Mark Allen** said he let the pranksters go on and on because, "I was trying to be Minnesota nice. I kept trying to figure out what he was trying to sell. It was a good radio prank."

Cumulus Talk KSOO-AM/Sioux Falls, SD afternoon "Viewpoint University" host **Rick Knobe** faces DUI charges. Knobe was arrested on September 17th for driving under the influence of a controlled substance. Knobe's attorney **Todd Epp** says, "Rick was not involved with any illegal drugs nor was he drinking at the time of the incident." Knobe, a former Sioux Falls Mayor, is set for trial on November 13th.

Clear Channel Oldies KUUL/Quad Cities has hit the big-time. The made-for-TV movie, "**MegaFault**," aired on the **Sci-Fi** channel last Saturday and features a shot in the station's studios. KUUL Sales Manager **Jeff Ashcraft** and engineer **Kevin Allensworth** even had a couple speaking lines. The movie airs again on the Sci-Fi channel November 14th.

A-Ware Software, Inc. has formed the **MusicMaster Pro-Team**, a group of leading radio industry consultants who will work with client stations and the MusicMaster support team on meeting the individual customer's programming needs. "Over the years we have worked hand in hand with consultants on making radio stations successful. We see the MusicMaster Pro-Team as an extension of that formula of success and make it available to all of our customers," said A-Ware Software Pres. **Joe Knapp**. A list of MusicMaster Pro-Team members is available under "Support" at www.mmwin.com. MusicMaster customers interested in more info should contact VP/COO **Mark Bolke** at 651.405.9119 or at: mark@mmwin.com.

McVay Media and **McVay Syndication** Pres. **Michael A. McVay** was at a taping of "**Dancing with the Stars**" Wednesday with **Shakira**. "Our syndication partner **Donny Osmond** is dancing...and he invited me to join the audience. The odds are good that they'll ask me to come on stage and dance!"

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Northwestern College Christian AC KNWC/Sioux Falls, SD recently raised over \$810k in its annual Fall fundraiser.

Clear Channel Talk WXXM/Madison welcomes **Dial Global** syndicated talkers **Bill Press** and **Stephanie Miller** for a sold-out show at the **Barrymore Theatre** Saturday night.

RadioHio/Dispatch Sports WBNS-FM/Columbus, OH PD **Jimmy Powers** has been named PD at **CBS Sports WXYT**/Detroit.

Lincoln Financial Country KYGO/Denver morning man **Steve "Mudflap" McGrew** has been let go due to budget cuts. PD **Joel Burke** is replacing "Mudflap" with **Mark Newman** as the new co-host and **Melissa Bunting** as producer.

Citadel/Des Moines announces the hiring of veteran programmer **R.W. Smith** as PD of Country KJJY. Smith was most recently PD at **Beasley** Country KCYE/Las Vegas and has also programmed **Regent** WYRK/Buffalo and **Saga** Country WIXY/Champaign, IL.

Journal Top 40/Rhythmic KSPW/Springfield, MO ups night slammer **Scott Ellis** to MD.

Hubbard Talk WFMP/Minneapolis 9-11a host **Kevyn Burger** has been shown the door.

CBS's new Top 40/Mainstream 98.7 AMP Radio/Detroit adds its first on-air personality, **Pat "Grooves" Cerullo**, for nights.

Clear Channel Top 40 WHTZ/New York late night jock **Joe Rosati** moves on to sister Top 40 WKQI/Detroit as Imaging Director for 'KQI and Rhythmic AC WDTW.

Congrats to **CBS** Country WYCD/Detroit APD/MD/Middays **Mike Scott** and his wife Michelle on the birth of their baby girl.

Condolences to family and friends of former WJXQ/Lansing, MI PD **Mark Stevens** who passed away this week after a short battle with cancer. He was 56.

Jobs. Heritage **NRG** T40 KQKY-FM (Hits 106)/Tri-Cities, Nebraska is searching for its next PD/morning superstar. Previous programming and morning experience is preferred. We're looking for a positive, motivated team player who can join our already strong station and lead it to new heights. Must have a strong understanding of the target and how to reach them. Web and social networking skills are a plus. Send your materials to: GM **Tim Marshall**, Box 669, Kearney, NE 68848 or email <mailto:timmarshall@nrgmedia.com>...

NRG Media in Fort Atkinson, WI has a full time position open. It consists of half time traffic, half time programming. Traffic duties include some clerical responsibilities, data entry, log assembly and reconciling, voice tracking, weekend air work, general production, and other duties to be determined. Good computer skills a must. Ability to work on website content (both content and audio) helpful. Play-by-play experience is preferred by not necessary. Applications due by October 31st, 2009. Contact: OM **Gary Douglas** Lundberg (gdouglas@nrgmedia.com), Box 94, Fort Atkinson, WI 53538...



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and aircheck to: employment@theradiogroup.net...**Lanser Broadcasting** Christian WJQK/Grand Rapids, MI is looking for sold out believers working in secular radio. Are you in Christian radio and tired of being "Safe" all the time? They are seeking people not afraid to "work out their faith" on the air. Apply ASAP to: troy@jq99.com...**CBS** NT WBBM-AM/Chicago is on the hunt for the best news anchor in the country for their rare morning drive co-anchor. If you have all the skills and the track record of being the best, apply online at www.cbs.com or send to: **Ron Gleason**, Director of News and Programming, WBBM NewsRadio 780, 2 Prudential Plaza, Suite 1178, Chicago, IL, 60601...All listing 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.

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Summer Book 2009

#36 Columbus, OH

3rd to 1st for Urban WCKX

Station	Format	Owner	Sp09	Su09
WCKX-FM	Urb	Radio One	6.5	7.6
WNCI-FM	Top 40/M	Clr Chnntl	7	7.6
WTVN-AM	Talk	Clr Chnntl	8.2	7.3
WLVQ-FM	Rock	Wilks	5.4	6.2
WCOL-FM	Ctry	Clr Chnntl	8.1	5.8
WXMG-FM	Urb AC	Radio One	5.9	5.2
WHOK-FM	Ctry	Wilks	3.6	4.1
WRKZ-FM	Rock	N. American	3.5	3.7
WBNS-FM	Sports	Radio Ohio	2.9	3.3
WBWR-FM	80's Oldies	Clr Chnntl	2.8	3.2
WCVO-FM	Chrstrn Cont.	WCVO Inc	2.8	3.2
WLZT-FM	AC	Clr Chnntl	3.3	2.4
WCLT-FM	Ctry	WCLT Radio	1.6	2.3
WRXS-FM	Alt	Clr Chnntl	1.7	1.9
WJYD-FM	Gospel	Radio One	1.2	1.8
WNKO-FM	ClsscHits	Runnymede	1	1.5
WWCD-FM	Alt	Ingleside	2.5	1.3
WNKK-FM	Ctry	Wilks	0.7	1.1
WMNI-AM	Stnrds	N. American	1.6	0.8
WBNS-AM	Sports	Radio Ohio	0.8	0.6
WLW-AM	Talk	Clr Chnntl	0.7	0.6
WTDA-FM	Talk	N. American	0.4	0.6

#40 Indianapolis, IN

A three-way race developing

Station	Format	Owner	Sp09	Su09
WFMS-FM	Ctry	Cumulus	8.7	7.8
WHHH-FM	Top 40/R	Radio One	6.4	7.6
WTLC-FM	Urb AC	Radio One	6.3	7.3
WIBC-FM	Talk	Emmis	7.3	6.4
WFBQ-FM	ClsscRock	Clr Chnntl	6.5	5.8
WYXB-FM	AC	Emmis	4.6	5.3
WRZX-FM	Alt	Clr Chnntl	4.4	4.7
WLHK-FM	Ctry	Emmis	4.4	4.5
WJJK-FM	ClsscHits	Cumulus	4.7	4.4
WZPL-FM	Hot AC	Entercom	3.7	3.3
WNOU-FM	Top 40/M	Radio One	3.7	3
WNTR-FM	ClsscHits	Entercom	2.8	2.5
WTTS-FM	AAA	Sarkes Tarz.	2.2	2.5
WTLC-AM	Gospel	Radio One	2	1.7
WFNI-AM	Sports	Emmis	1.6	1.5
WNDE-AM	Sports	Clr Chnntl	0.9	1.2
WEDJ-FM	Reg Mex	Continental	1.7	1
WXNT-AM	N/T	Entercom	0.8	0.9
WRWM-FM	AC	Cumulus	1	0.8
WKKG-FM	Ctry	Findlay	0.7	0.6
WKOAFM	Ctry	Schurz	0.1	0.4

#32 Kansas City, MO

Urban KPRS unseats rock KQRC

Station	Format	Owner	Sp09	Su09
KPRS-FM	Urb	Carter	5.6	6.1
KQRC-FM	ActRock	Entercom	6.8	6
KMJK-FM	Urb AC	Cumulus	3.8	5.4
KFKF-FM	Ctry	Wilks	5.4	5.3
KMXV-FM	Top 40/M	Wilks	5.1	5
KMBZ-FM	N/T	Entercom	5.2	4.9
KCFX-FM	ClsscRock	Cumulus	4.1	4.8
KCMO-FM	ClsscHits	Cumulus	4.8	4.2
KBEQ-FM	Ctry	Wilks	3.4	3.9
WDAF-FM	Ctry	Entercom	3.2	3.8
KCMO-AM	Talk	Cumulus	4	3.4
KCHZ-FM	Top 40/R	Cumulus	3.4	3.2
KUDL-FM	AC	Entercom	3.6	3.2
WHB-AM	Sports	Union	3	2.9
KCJK-FM	AdultHits	Cumulus	3.2	2.6
KCKC-FM	AC	Wilks	2.4	2.3
KRBZ-FM	Alt	Entercom	2.7	2.3
KCSP-AM	Sports	Entercom	2.1	2
KYYS-AM	RegMex	Entercom	1	1.8
KCCV-FM	Religious	Bott	0.5	1.2
KDTD-AM	RegMex	Davidson	1.2	1.1
KPRT-AM	Gospel	Carter	0.9	1
KKSN-FM	Hot AC	Entercom	1.8	0.9
KXTR-AM	Clsscl	Entercom	0.9	0.6
KMZU-FM	Ctry	KANZA Inc	0.4	0.5

#37 Milwaukee-Racine, WI

N/TWMTJ solidly in the lead

Station	Format	Owner	Sp09	Su09
WTMJ-AM	N/T	Journal	11.1	10.7
WXSS-FM	Top 40/M	Entercom	6	6.9
WKKV-FM	Urb	Clr Chnntl	4.5	6.6
WISN-AM	Talk	Clr Chnntl	7.4	6.2
WMIL-FM	Ctry	Clr Chnntl	7.2	6.2
WRIT-FM	AdultHits	Clr Chnntl	3.7	4.2
WLUM-FM	Alt	MilwRadio	3.3	3.8
WLWK-FM	AdultHits	Journal	4	3.5
WMYX-FM	Hot AC	Entercom	3.5	3.5
WQBW-FM	ClsscRock	Clr Chnntl	2.8	2.6
WLDB-FM	AC	MilwRadio	3.6	2.3
WMCS-AM	Talk	MilwRadio	1.4	1.4
WOKY-AM	ClsscCtry	Clr Chnntl	1.8	1.3
WAUK-AM	Sports	GoodKarma	0.7	0.6
WSSP-AM	Sports	Entercom	0.5	0.6
WDRV-FM	ClsscHits	Bonneville	0.4	0.5
WGN-AM	N/T	Tribune	0.5	0.5
WIIL-FM	Rock	NextMedia	0.3	0.5

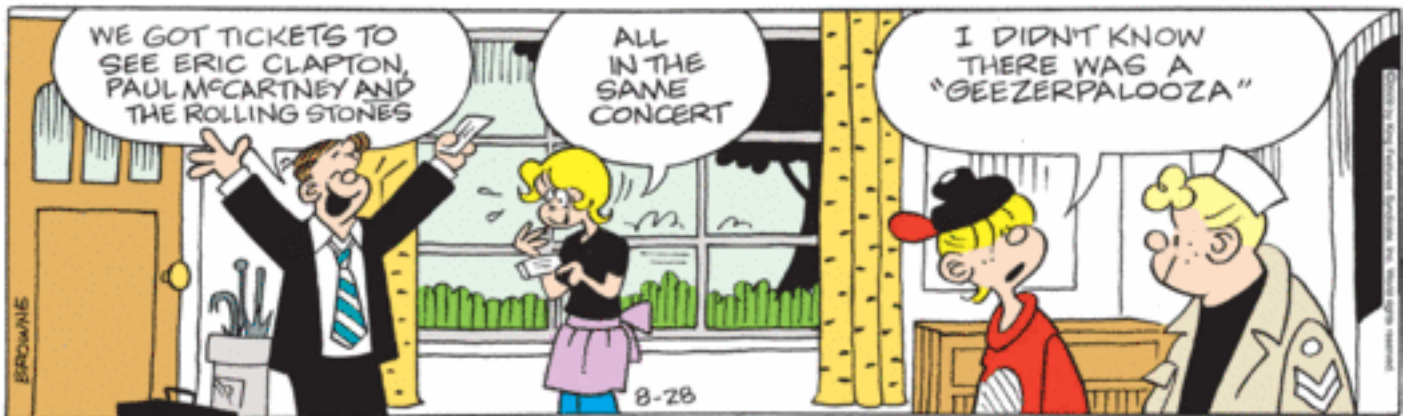
#72 Omaha-Council Bluffs, NE

It's all about Clear Channel

Station	Format	Owner	Sp09	Su09
KFAB-AM	N/T	Clr Chnntl	10.1	8.6
KXKT-FM	Ctry	Clr Chnntl	7.9	8.3
KGOR-FM	ClsscHits	Clr Chnntl	8.2	8
KEZO-FM	Rock	Journal	5.5	6.3
KQBW-FM	ClsscRock	Clr Chnntl	3.3	6.1
KQCH-FM	Top 40/M	Journal	6.4	5.5
KQKQ-FM	Hot AC	NRG Media	5.4	5.4
KOPW-FM	Urb	NRG Media	5	5.1
KKCD-FM	ClsscRock	Journal	4.3	4.5
KSRZ-FM	Hot AC	Journal	4.3	4.2
KKAR-AM	Talk	NRG Media	2.5	2.5
KGBI-FM	Chrstrn Cont.	Salem	1.9	2.4
KBBX-FM	RegMex	Conn.	1.1	2.1
KOOO-FM	AdultHits	NRG Media	1.6	2
KOZN-AM	Sports	NRG Media	3	1.8
KTWI-FM	Ctry	Clr Chnntl	1.8	1.7
KOMJ-AM	Stnrds	Cochise	1.8	1.4
KMMQ-AM	RegMex	NRG Media	0.9	0.5
KOIL-AM	Talk	NRG Media	0.8	0.5

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

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