

the Conclave Presents

# THE TATTLER

Since 1975

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

Volume XXXVI • Number 38 • September 30, 2010

Wednesday's **NAB/RAB Radio Show** was preceded by the annual **Dickstein Shapiro** financial seminar with **Cumulus CEO Lew Dickey** announcing that "the recession has ended for radio," predicting a 7% growth for the year. Dickey warned that the decline in advertising rates needs to reverse itself, but "we're on the way back up again." **Herry Creek's Joe Schwartz** says the problem with rates comes from the top, with local managers browbeaten into making goals; he said the increasing rates need to come from the corporate level. **NRG Media's Mary Quass** added that now might be the time to review inventory levels and possibly cut them back. Last year, **Entercom's David Field** predicted that growth would be in the mid-teens this year. He asserts the lesser growth is due to the sluggish general economy, but added double-digit growth in national sales and predicted the same next year, plus "off the chart" growth in digital, leaving local in question, but reiterated that if the economy cooperates, double-digit growth might be attained next year. Field said the "headline" should be that radio has grown 6% this year while all other media has only grown 3%. Schwartz said, "We need to be far better than we have ever been in our life," warning the industry not to rely too much on national revenue, which, he said, could be "gone tomorrow". Dickey said that the present rules allow for "dramatically more" consolidation than is presently the case, and said that further consolidation would "improve dramatically" the performance of the industry. He said that the area needing regulatory relief is consolidation of ownership of cross-platform local media. On **HD Radio** and news that the format has sold 3 million radios, Quass said that the number is good news and "the more HD, the better" but that the format doesn't matter to the user as long as the content gets delivered. She expressed surprise that HD has not taken off as quickly as expected. Field said "the HD story is terrific," with "scores" of automobiles rolling out with HD radios installed. "It is happening very quickly," he asserted, suggesting that HD is becoming a more important part of the business. He also called the industry's digital assets like Internet streaming and apps "a great reinvention story." The proposed deal trading a performance royalty for a mandate for FM chips in cell phones would give radio greater distribution, Dickey said, helping move the medium from being primarily automobile-based to mobile.

Consumers want FM in cell phones, Dickey stated, and "that will drive sales." Before the panel, financial reporter and **United Stations Radio Networks** syndicated host **Andrew Ross Sorkin** spoke about the economy that described its state as "still in rehab." He said that the economy will feel like a recession "for a really long time," noting that to return to 2007 levels, the economy will have to generate 11 million jobs, but that on a corporate level, he senses that there is more confidence that deals are getting done. "The headlines are being driven by the people having cut back themselves," Sorkin insisted. "Our economy is in a much better place than we ever give it credit for," Sorkin, said, terming the present conditions "the better normal."

Outgoing **Sen. Bob Bennett** (R-UT) opened the **NAB/RAB Radio Show** with his perspective on issues affecting radio in Congress, saying he doesn't expect action on performance royalties. Bennett blames the Democrats eagerness to "get out of town", predicting the royalty issue will be left for the lame-duck session. Bennett doesn't think there is a possibility for a compromised bill being agreed to during the lame-duck session. Bennett called the "Disclose Act" an effort by Democrats "to protect unions...and shut down anybody connected to a corporation on the assumption that every corporation is evil." Bennett described the appropriations process as broken and warned that "things could get ugly." (NAB Pres./CEO **Gordon Smith** joked that "Ugly is good for our purposes.") Bennett, ranking Republican on the Subcommittee on Energy and Water Development lost his bid for a fourth term, finishing 3<sup>rd</sup>. Retiring **Rep. Bart Stupak** (D-MI) joined the panel late, calling the performance tax on radio "a mistake." Stupak also called putting FM chips in cell phones "a great idea", saying he hopes that the issue can be worked out without legislation.

"**Pandora** has the equivalent of a 1-share radio station in every US market," says **RAIN Summit** godfather and **AccuRadio** principal **Kurt Hanson**. Hanson's state of the Internet Radio Industry at **RAIN Summit East** (held in conjunction with the NAB/RAB Show) says Pandora's real growth has come from mobile. More than half of all listening to Pandora is now done via mobile devices. Broadening out beyond Pandora, Kurt estimates that Internet radio's total AQH stands at about 1.3 million, giving Internet radio 3.4% of all listeners..."About where FM was in 1971" says Kurt. Keynoter, **Bonneville's Bruce Reese**, (who set the industry on its ear after his Conclave PRA comments in July!) opened with amazing metrics from Bonneville's 10-year old KSL.com site - it's got 215 million page views a month, and 3.7 million unique users in a metro with half that population. Reese admits luck, "it's mostly driven by classified", and says that's because they got going before **Craigslist**. "We have not done a great job of monetizing it", but it's a terrific base to build from. Radio's got what consultant **Mark Ramsey** calls the "bullhorn" advantage, said Reese. "We have the opportunity to talk to huge audiences" on the radio, and send them to a website. It's not only listeners, but local advertisers. He says "the big Internet players haven't figured out" how to get those yet, but they're working hard at it. Added Reese, "If radio's only getting 5% of its business from digital in 2015, We are in serious jeopardy."

the Conclave Webinars

## WRITE RIGHT! EFFECTIVE COPYWRITING!

Jeffrey Hedquist will focus on an area that needs a lot of attention, and it deserves the spotlight since it can be as much as 25% of your station's airtime: **Commercials and more specifically, the WRITING of those spots.** In this webinar, Mr. Hedquist will provide guidance on "Keeping It Real" to kill the excessive hype today's listeners no longer respond to, and "How To Stop Writing Commercials" to begin creating pieces that get results for your clients. This webinar is perfect for anyone who writes and produces commercials or anyone who sells them, whether or not they are writing their own copy! This special webinar is free, but pre-registration is required at <https://www1.gotomeeting.com/register/119360960>

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Conclave Webinar!

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at

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THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

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Coleman Insights' latest survey, presented at the **RAIN Summit East**, found that consumers who use streaming audio are not aware of many of the valuable options to them and have relatively shallow perceptions of the options they are aware of, leading Coleman Insights to conclude that streaming audio is a brand category that remains highly undeveloped. On average, consumers who regularly stream audio can name 1.6 streaming audio brands on an unaided basis, compared to the six or seven brands consumers can name for mature brand categories. The streaming audio services offered by AM/FM broadcasters and **Pandora** are the only brands with meaningful awareness levels. Streaming audio consumers are more than twice as likely to be aware of an "Internet only" streaming brand as the streaming service as the streaming brand by an AM/FM station. Streaming audio consumers prefer listening to "Internet-only" streams over other sources of audio, including over-the-air broadcasts of AM/FM stations. Only 15% of streaming audio consumers – only 7% of 15-34-year-olds who use streaming audio – choose over-the-air broadcasts on AM/FM stations as their preferred source of audio. Perceptions of AM/FM station streams are out-of-sync with the interests of streaming audio consumers. Consumers most strongly think of AM/FM radio station streams for personalities and local news and traffic information, as opposed to the attributes they most value, like fast buffering, few commercials, music variety and personalization. "These findings lead us to conclude that specific strategies will increase the chance of success in the streaming audio space," said Coleman Insights VP **Sam Milkman**. "Those strategies include making brand building of paramount importance, focusing streaming brands on a singular position or benefit and rethinking the unique benefits that audio streaming provides from the perspective of the consumers who use it. We also believe our findings should serve as a wake-up call for 'terrestrial' AM/FM broadcasters, who need to address the challenges they face with consumers who already use streaming audio." A full report containing the findings and recommendations from the "Successful Audio Streaming Strategies" study is available for free download from the Coleman Insights website, **Facebook** page and **Twitter** feed. In addition, in the coming weeks visitors to these resources will have access to a multimedia presentation of the study, as well as additional findings Coleman Insights will release. *Rumor: Will this eye-opening presentation find its way to a Conclave webinar yet this fall?*

The **Consumer Electronics Association** counters a **Harris Poll** to suggest that a large majority of US citizens do not want FM tuners in their cell phones. The **NAB** study suggests that an equally large majority do want radio included. CEA says "most" consumers are not interested in the tuner; that 80% do not support the government to include the tuners; and that 75% believe that manufacturers should decide what goes into the devices they make. "Americans continue to want consumer electronics products designed by market demand rather than government mandates. The CE market is the most innovative and growing sector in our economy. We understand that radio broadcasters are facing competition from new services and technologies, but rather than rely on government mandates, we encourage broadcasters to

provide innovative services that Americans actually want to use," said CEA's **Gary Shapiro**." CEA and its member companies encourage Congress to leave such unwanted and unnecessary mandates out of any performance royalty legislation." NAB's **Dennis Wharton** responds, saying, the "NAB stands by the findings of Harris Interactive, a nationally recognized polling firm with the highest integrity. Ironically, CEA's own member companies build cell phones with radio capability that are in high demand in numerous markets outside the US. Only in America, where exclusive contracts between manufacturers and carriers govern the mobile phone market, is radio-capability relegated to third-class status."

Commercial content guru **Jeffrey Hedquist** will captain the next Conclave webinar and rather than have us tell you about it, here's what Jeffrey says about his Wednesday, 10/13 webinar: "Are you frustrated? Radio advertising is one of the most effective advertising media and yet it gets only about 7% of the advertising pie. On top of that, many advertisers don't renew because 'They tried radio and it didn't work.' Bull. A great radio campaign isn't just a good schedule. It's a good schedule of effective, compelling commercials that get results. The right commercials get results. Results change everything. You can create commercials that get results with a few simple changes that will attract listeners and, dare I say, increase TSL, since about 17% of every hour is commercial "programming." In this webinar I'll reveal some of the secrets that have made millions of dollars for my clients, and more than a few bucks for the stations who used those secrets. Want to WRITE RIGHT? Join my Free webinar on Wednesday October 13, 2010 at 2PM EDT. To register, go to <https://www1.gotomeeting.com/register/119360960>. I look forward to helping make you and your clients successful!"



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**The 36th Conclave Learning Conference**  
**July 13-16, 2011/Minneapolis**  
**Tuition \$149 for a limited time only**  
**Details [www.theconclave.com](http://www.theconclave.com)**

**Midwest Family**/Springfield, MO is making major changes. Classic Country KOMG, which was on 92.9, was phased out September 13<sup>th</sup>. KOMG staffers **Rick** and **Redneck** of the Morning Show and personality **Charlie Mason** are out. On September 13<sup>th</sup>, the station began simulcasting with Hot AC KOSP/Springfield for two weeks, but relaunched on 105.1 (9.27) as Country KOMG/Bob FM. KOSP remains on 92.9, with its new **Tom** and **Liz** Morning Show. Bob FM is currently jockless. **Chris Cannon**, formerly of KOSP's **Chris** and **Summer** Morning Show is the new PD for KOMG.

**Krantz Media** will handle sponsorship sales for the 1<sup>st</sup>-ever joint **Arbitron Client Conference** and **Jacobs Media Summit**. The conference, December 7<sup>th</sup>-9<sup>th</sup>, 2010 in Baltimore, will feature a three-day slate of insights from noted industry authorities and experts who will address important topics such as branding, positioning and radio's role in a digitally delivered content world. This is the 15<sup>th</sup> time Jacobs Media is staging its Media Summit and the first time it will partner with Arbitron's Client Conference. The conference will also feature the annual Arbitron Urban PD Clinic and an **RCS Music Scheduling/Media Monitors** user conference. Jacobs Media Pres. **Fred Jacobs** says, "This event provides great avenues for reaching some of America's best broadcasters, and we're proud to have KMG on our team."

Did you miss **Andy Bloom** and **Jeff Randall's** enlightening Conclave webinar, **USING RADIO SKILLS IN THE REAL WORLD** earlier today? Fear not! The Conclave has announced special, end-of-the-year pricing of Webinar Recordings! All webinars presented from now until the end of 2010 will be specially priced at just \$3.99 each (NOT \$9.99 each...which was STILL a bargain). For less than two gallons of gas, you can experience your 'missing' webinar. For an order form, click on <http://www.theconclave.com/upload/webinarorderform2010.pdf>!

**Citadel** Oldies WLS-FM/Chicago adds **Marti Jones** to the **Dave Fogel** morning show. Jones previously worked with **CBS** Country WUSN/Chicago afternoon host **Drew Walker**.

**Clear Channel** Classic Hits KLOU-FM/St. Louis appoints **Cindy Collins** as its new afternoon personality. Collins was previously at crosstown AC KEZK.

**Townsquare Media** Country WWJO/St. Cloud, MN promoted Promo Director/PM driver **Dave McCord** to PD. McCord will continue with afternoons, replacing Mike Dylan, now OM for Haugo Broadcasting/Rapid City, SD.

Former **Tribune** Talk WGN-AM/Chicago midday host **Steve Cochran** is the latest Chicago-area radio vet to join the roster at **AccuRadio**.

**Jack Taddeo Communications** Consultant, **Radio K-T, Inc.** owner, and Conclave Agenda Committee member **Jack Taddeo** is in the building at **Entercom**/Kansas City. Taddeo is reportedly overseeing AC KUDL, which just cut ties with PD **Mark Hamlin**, as well as Adult Hits KGEX.

**Bonneville** Hot AC WTMX/Chicago announces the addition of **Brian Purach** to the **Eric & Kathy Morning Show** as Newsman, effective Monday (10.18). Purach replaces **Mark Suppelsa** who exits to focus on his job as Anchor at Tribune WGN-TV.

**Northwestern Radio** Christian AC KTIS/Minneapolis names **Keith Stevens** Director of Programming. Stevens replaces **Jason Sharp** who is now the Station Manager.

Former **Midwest Communications** Top 40/Mainstream WIXX/Green Bay PD **Jeff "Smash" Murray** is the new PD at **South Central** Top 40/Mainstream WSTO/Evansville, IN.

**A/V/LZ** **Greater Media** Hot AC WLNK/Charlotte PD **Neal Sharpe** is leaving. Neal is now looking for his next programming challenge after leading WLNK to its strongest PPM showing, ever. Reach out to Neal at: 704.579.0375 or [nsharperadio@gmail.com](mailto:nsharperadio@gmail.com)...**Doug Daniels** felt the budget cut axe after 3 and a half years with **Cherry Creek Radio**/Tri-Cities, WA as PD of AC KONA-FM and NT KONA-AM. Daniels has previously programmed WZSR/Crystal Lake-Chicago; WGFB/Rockford, IL; WVAF/Charleston, SC and WKWK/Wheeling, WV. Good pipes, great references. Contract Doug at: 509.302.1022 or [dougshares@aol.com](mailto:dougshares@aol.com).

Condolences to family and friends of longtime WGN-AM/Chicago VP/GM and WGN Continental Broadcasting Pres. **Ward Quall** who passed last Friday at 91.. Quall was the 1<sup>st</sup> voice ever heard on WGN-FM, he served as Chairman of the Board for both the Broadcasters Foundation and its predecessor, the Broadcast Pioneers, retiring as director of the organization in 2003. Quall was also the Pres. Of Crosley Broadcasting in 1952-56. The Broadcasters Foundation Pioneer Awards were renamed after Quall in 2008.

Condolences to family and friends of **Gene Converse**, who passed at 70. Converse was best known for his years as morning man at WXCO-AM/Wausau, WI.

**PLANNING AHEAD!** The Conclave Learning Conference for 2011 is July 13-16, 2011 - with an incredible tuition offer to go with it. The 36<sup>th</sup> Learning Conference will begin Wednesday evening July 13, 2011 with the **WECAN Networking Event**. Thursday July 14<sup>th</sup> kicks off with the 2<sup>nd</sup> annual **Jacobs Media Summer School**, concluding with the 8<sup>th</sup> annual **Promotion Summit**. Friday July 15<sup>th</sup> will be highlighted by **Conclave College** and the weekend concludes Saturday afternoon July 16<sup>th</sup> with the 2<sup>nd</sup> annual **RAIN Summit**. The usual array of cutting edge Conclave sessions will populate dozens of hours in between! The Learning Conference will once again be hosted in Minneapolis. Effective immediately, "earliest-bird" tuition for the 2011 Learning Conference will be \$149 – the lowest, most-affordable registration fee of any industry conference announced in 2010 OR 2011! Registration is being taken now via the Conclave website, <http://www.theconclave.com>.

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## Spring Books 2010

### #218 St.Cloud, MN

Station	Format	Owner	Fa09	Sp10
KCLD-FM	Top 40/M	Leighton	6.9	8.6
KZPK-FM	Ctry	Leighton	6.9	8.2
WWJO-FM	Ctry	Townsq	7.7	6.9
KCML-FM	AC	Leighton	5.2	6
WJON-AM	N/T	Townsq	5.6	5.6
KLZZ-FM	ClsscRock	Townsq	7.7	5.2
KASM-AM	N/T	Starcom	3.9	4.3
KMXK-FM	Hot AC	Townsq	4.3	3.9
KQQL-FM	ClsscHits	Clr Chnntl	3.4	3.9
KKJM-FM	ChstCont	Gabreil	3	3.4
KQRS-FM	ClsscRock	Citadel	3	3.4
KZRV-FM	Alt	Townsq	3.9	3.4
WVAL-AM	ClsscCtry	Hoppe	2.1	3
WCCO-AM	Talk	CBS	3	2.6
WHMH-FM	Rock	Hoppe	3.9	2.6
KDDG-FM	ClsscCtry	StarCom	1.7	1.7
KSTP-FM	Hot AC	Hubbard	1.3	1.7
KDWB-FM	Top 40/M	Clr Chnntl	0.9	1.3
KNSI-AM	Talk	Leighton	1.3	1.3
KTLK-FM	Talk	Clr Chnntl	1.7	1.3
KFAN-AM	Sports	Clr Chnntl	0.4	0.9
KIKV-FM	Ctry	Omni	0.9	0.9
KXSS-AM	Sports	Townsq	0.9	0.9
KXXR-FM	ActRock	Citadel	0.9	0.9
KBLB-FM	Ctry	Omni	—	0.4
KEEY-FM	Ctry	Clr Chnntl	0.4	0.4
KLIZ-FM	ClsscRock	Omni	—	0.4
KQIC-FM	Hot AC	Linder	—	0.4
KSTP-AM	Sports	Hubbard	0.4	0.4
KTCZ-FM	AAA	Clr Chnntl	0.4	0.4
KZJK-FM	AdultHits	CBS	0.4	0.4
WBHR-AM	Sports	Hoppe	0.4	0.4
WJJY-FM	AC	Omni	0.4	0.4
WLTE-FM	AC	CBS	0.4	0.4
WMIN-AM	Stnrds	Hoppe	0.4	0.4
WYRQ-FM	Ctry	LFRadio	—	0.4

### #211 Terre Haute, IN

Station	Format	Owner	Fa09	Sp10
WTHI-FM	Ctry	Emmis	20.9	22.7
WMGI-FM	Top 40/M	Midwest	11.9	10.9
WWVR-FM	ClsscRock	Emmis	6	8.1
WBOW-FM	AC	Xrds	6	5.7
WIBQ-FM	Talk	Midwest	6.5	4.7
WWSY-FM	AdultHits	Midwest	4.5	3.8
WCBH-FM	Top 40/M	Cromwell	2.5	2.4
WQTY-FM	Oldies	Original	0.5	2.4
WYXY-FM	Ctry	Saga	—	2.4
WMMC-FM	AC	JDL	2.5	1.9
WAXI-FM	Oldies	Xrds	2	1.4
WSDM-FM	Ctry	Xrds	3	1.4
WBOW-AM	Sports	Xrds	0.5	0.9

### #197 Topeka,KS

Station	Format	Owner	Fa09	Sp10
WIBW-FM	Ctry	Morris	9.1	11.3
KMAJ-FM	AC	Cumulus	6.5	10
KDVV-FM	Rock	Cumulus	6.9	8.6
KTPK-FM	ClsscCtry	Feuer/McCord	8.6	8.6
KCHZ-FM	Top 40/R	Cumulus	5.6	5.4
KWIC-FM	ClsscHits	Cumulus	6.5	5.4
WIBW-AM	N/T	Morris	5.6	4.5
KLZR-FM	Hot AC	Zimmer	4.3	3.6
KPRS-FM	Urb	Carter	4.3	3.6
KTOP-FM	Ctry	Cumulus	3.9	3.6
KMAJ-AM	Talk	Cumulus	3.9	3.2
KQRC-FM	ActRock	Enterc.	3	3.2
KMXN-FM	Ctry	Zimmer	1.3	1.8
WHB-AM	Sports	Union	1.7	1.8
KMXV-FM	Top 40/M	Wilks	1.3	1.4
KRBF-AM	Alt	Enterc.	0.9	1.4
KCMO-FM	ClsscHits	Cumulus	0.4	0.9
KCVT-FM	Rel	Bott	0.4	0.9
KMKF-FM	Rock	Manhattan	0.4	0.9
KTOP-AM	Sports	Cumulus	1.3	0.9
KBQ-FM	Ctry	Wilks	—	0.5
KCFX-FM	ClsscRock	Cumulus	0.9	0.5
KCKC-FM	AC	Wilks	0.9	0.5
KCSP-AM	Sports	Enterc.	0.4	0.5
KMJK-FM	Urb AC	Cumulus	—	0.5
KNZA-FM	Ctry	KNZA	1.3	0.5
KUDL-FM	AC	Enterc.	0.9	0.5

### #251 Waterloo-Cedar Falls, IA

Station	Format	Owner	Fa09	Sp10
KOKZ-FM	ClsscHits	Bahakel	7.9	10.4
KFMW-FM	ActRock	Bahakel	9.9	6.5
KWLO-AM	Stnrds	Bahakel	4.6	4.5
KXEL-AM	N/T	Bahakel	3.3	4.5
WHO-AM	N/T	Clr Chnntl	2	1.3
WMT-AM	Talk	Clr Chnntl	2	1.3
WMT-FM	Hot AC	Clr Chnntl	—	1.3
KIAI-FM	Ctry	3 Eagles	0.7	0.6
KWMT-AM	Ctry	3 Eagles	0.7	0.6
KXIA-FM	Ctry	DNelson	0.7	0.6

### #168 Wausau-Stevens Point,WI

Station	Format	Owner	Fa09	Sp10
WIFC-FM	Top 40/M	Midwest	15	17
WDEZ-FM	Ctry	Midwest	11.1	9.7
WGLX-FM	ClsscRock	NRG	4.7	6.5
WSAU-AM	N/T	Midwest	6.2	5.9
WBCV-FM	AdultHits	NRG	5.9	5.6
WYTE-FM	Ctry	NRG	5.9	5.6
WSPT-FM	Oldies	Muzzy	5	5
WKQH-FM	Ctry	Muzzy	3.8	4.7
WLJY-FM	AC	NRG	4.1	3.8
WMZK-FM	Rock	Quicksilv.	2.6	3.2
WAXX-FM	Ctry	Maverick	2.1	2.1
WOFM-FM	ClsscHits	Midwest	2.9	1.8
WDLB-AM	N/T	Seehafer	0.9	1.2
WFHR-AM	Talk	Seehafer	1.5	1.2
WSPT-AM	N/T	Muzzy	0.9	0.9
WCCN-FM	ClsscRock	CentWI	0.6	0.6
WDUX-AM	ClsscCtry	Laird	0.6	0.6
WRIG-AM	Sports	Midwest	0.6	0.6
WRLO-FM	ClsscRock	NRG	—	0.6
WXCO-AM	Talk	Sunrise	0.9	0.6

### #98 Wichita,KS

Station	Format	Owner	Wi10	Sp10
KFDI-FM	Ctry	Journal	9.5	10.6
KDGS-FM	Top 40/R	Enterc.	8.3	8.7
KNSS-AM	News	Enterc.	6.8	7.5
KZCH-FM	Top 40/M	Clr Chnntl	6.2	6.9
KRBB-FM	AC	Clr Chnntl	4.2	6.7
KEYN-FM	Oldies	Enterc.	4.5	5.4
KFXJ-FM	ClsscRock	Journal	4.2	5.1
KICT-FM	Rock	Journal	6.8	4.3
KIBB-FM	AdultHits	Conn.	4.5	4.1
KFBZ-FM	Hot AC	Enterc.	3.1	3.4
KZSN-FM	Ctry	Clr Chnntl	4.2	3.1
KTHR-FM	ClsscRock	Clr Chnntl	2.9	2.8
KVWF-FM	Ctry	Conn.	4.5	2.5
KFTI-FM	ClsscCtry	Journal	1.9	2.3
KFH-FM	Talk	Enterc.	1.9	2.1
KLIO-AM	Oldies	Journal	2.4	2
KYQQ-FM	RegMex	Journal	1	1
KSGL-AM	Stnrds	Agape	1	0.7
KHMY-FM	Hot AC	Eagle	—	0.5

### #126 Youngstown-Warren, OH

Station	Format	Owner	Fa09	Sp10
WQXK-FM	Ctry	Cumulus	11.5	9.7
WKBN-AM	N/T	Clr Chnntl	12.3	8
WYFM-FM	ClsscRock	Cumulus	9	8
WBBG-FM	ClsscHits	Clr Chnntl	4.5	6.9
WHOT-FM	Top 40/M	Cumulus	6	6.5
WRBP-FM	Urb	Bernard	5.7	6.1
WMXY-FM	Hot AC	Clr Chnntl	6.6	5.3
WNCD-FM	Rock	Clr Chnntl	4.9	5.3
WAKZ-FM	Top 40/M	Clr Chnntl	3.1	4.2
WNIO-AM	Stnrds	Clr Chnntl	2.7	2.9
WWGY-FM	Ctry	Forever	2.7	2.7
WWIZ-FM	ActRock	Cumulus	1.4	2.7
WENZ-FM	Urb	Radio One	2.3	2.5
WSOM-AM	Stnrds	Cumulus	1.6	1.9
WBBW-AM	Sports	Cumulus	1.4	1.5
WFHM-FM	ChstCont	Salem	0.8	1.3
WMMS-FM	Rock	Clr Chnntl	1	1.3
WDJQ-FM	Top 40/M	DA Peterson	1	1.1
WTAM-AM	N/T	Clr Chnntl	1.2	1
WMJI-FM	ClsscHits	Clr Chnntl	0.8	0.8
WAKS-FM	Top 40/M	Clr Chnntl	0.6	0.6
WNIR-FM	Talk	Media-Com	0.4	0.6
WRQK-FM	Rock	Cumulus	—	0.6
WGFT-AM	Talk	Bernard	0.4	0.4
WHBC-FM	Hot AC	NextMedia	—	0.4
WKDD-FM	Hot AC	Clr Chnntl	—	0.4
WKTU-AM	Variety	Kossanyi	0.4	0.4
WMVX-FM	Hot AC	Clr Chnntl	—	0.4

**6+ M-Su, 6AM-12AM**  
**Fall 2009 - Spring 2010**  
 comparisons, unless otherwise noted



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Part-Time News Writer/Reporter wanted. Please forward commercial air-check, writing samples, cover letter & resume to: **Tommy Collins**, Assistant Program Director, News Talk Radio WHIO, Cox Radio Dayton, 1414 Wilmington Ave., Dayton, Ohio 45420.

Small Midwest based private company looking for programming talent. In search of on-air talent / programming team members. C.H.R. format experience is a plus. Applicants need to have a minimum of two years experience and have knowledge in the area of broadcast equipment, commercial production and day to day needs of a radio station. A background with Selector, Maestro, Enco, SS32, Photoshop, Adobe, Final Cut, SCC and HTML is a plus. Send MP3 Air Check and Resume to: <mailto:phil.becker@oasisradiogroup.com>

Growing Internet sports broadcasting company needs experienced play-by-play/sales people to help expand our operation. If you can sell it, you can call it. Based in Cape Girardeau with openings in 8-county area. Serious inquiries only! Call 573-200-6505 or send T&R to <mailto:pcsoutheast@gmail.com>

Today's Lite Rock B103 (WGFB) an AC in Rockford, Illinois is looking for the next co-hostess with a 10- year market veteran. Must be relatable to ADULT females. No celebrity birthday rip-and readers please. Send Mp3 and Resume (well-labeled) to **Timothy Crull** <mailto:timcrull@maverick-media.ws>.

**Clear Channel Radio Minneapolis** is seeking a dynamic, experienced Part-Time On-Air Announcer for its Kool108 radio station. Responsibilities include on-air announcing of programs, music, commercials, news, public service information and other material. Reads or ad-libs to identify station, introduce and close shows, and announce station breaks. Use of creativity, imagination and exercise of independent professional judgment in writing, producing, interviewing, taping or broadcasting of on-air material. Attend live, in-person appearances as scheduled by the station. Interview guests, and moderate panel or discussion show to entertain audience. Answer phone lines and interview members of listening audience. Set up equipment for broadcasts and promotions at station remotes and operate various types of broadcast equipment. Follow and enforce FCC regulations and station and company policies. Ideal candidate will have at least 4 years format experience, extensive knowledge of format artists and music and knowledge of Prophet System. Must be a team

player, able to function in a team environment, and have a positive attitude both on and off the air. Computer skills and valid driver's license required. Resumes will not be accepted without an air-check. Forward air-check with your resume to: Hiring Manager, Clear Channel, 1600 Utica Avenue South, Suite 400, Minneapolis MN 55416 E-mail: <mailto:minneapolisemployment@ClearChannel.com>

**Clear Channel Minneapolis** is looking for its next sales superstar! If you have high career aspirations, enjoy challenges, and have no reservations about hard work...if you're comfortable in a fast-paced environment, have a proven track record in working with local and regional agencies, and success in new business development...then what are you waiting for? The right individuals will need basic business knowledge, good follow-up performance, excellent communication skills, a strong desire to see clients succeed, and the ability to think on their feet. Being customer focused, self-motivated, and having an insatiable desire to win are key. You must be creative, energetic, goal oriented, and have at least a year of outside sales experience. Media experience is preferred. A high school diploma or equivalent and a valid driver's license is required. Standard business hours M-F 8:00-5:00; evenings/ weekends as needed. Clear Channel Radio offers a great benefits package. Join our winning team! Medical, Dental, Vision, Life, 401k, EAP, Paid Vacation and Sick Leave KDWB | K102 | KFAN | KOOL 108 | Cities 97 | KTLK. E-mail or mail resume and cover letter to: Clear Channel Radio Attn: Hiring Manager, 1600 Utica Ave S Ste 400, Minneapolis MN 55416. <mailto:minneapolisemployment@clearchannel.com>

Wanted-Part-Time News Reporter/Anchor. Please forward commercial air-check, cover letter & resume to: **Jim Barrett**, News Director, jim.barrett@cmgohio.com, WHIO Radio, 1414 Wilmington Ave., Dayton, Ohio 45420

**Entercom Kansas City** is looking for an innovative leader and talent coach to become the next Program Director of Heritage AC KUDL and KGEX! Candidate should have a successful track record of driving station ratings growth and listener engagement, AC experiences a plus. Responsibilities include providing strategy, organization, execution, and creativity for the station brand, including the talent, music, production, promotion, digital and social media content necessary to continue to produce our highly marketable and sellable radio station. Minimum 5 years Program Director experience required. Selector and Audiovault background is preferred. If you are a qualified candidate, please go to <http://www.entercom.com> and click on "Careers" to apply.

**Clear Channel Springfield, MO** - Morning Show Director/Supervisor. In this position, you will oversee the two most high-profile talent in the market. You will be frustrated. You will be challenged. But, when you succeed, you will be rewarded. YOU make it happen...THEY get the spotlight. Minimum 5 Years of Producing, Directing, or Broadcast Management Experience. Message me on Facebook (**Paul Kelley** On KGBX) as your first point of contact to express interest in this position. Then, email resume to <mailto:paul@kgbx.com>

**THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416**

**Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at [tomk@theconclave.com](mailto:tomk@theconclave.com) Web: [www.theconclave.com](http://www.theconclave.com)**

94.9 WQMX – Akron, OH is looking for a reliable Part-Time Air Talent with strong communication skills and an ability to connect with our listeners. Knowledge of country music is a plus. Weekends a must as well as availability for occasional weekday fill-ins. Please email resume and sound to <mailto:sue@wqmx.com>.

If you're looking to live, work and play in one of the most beautiful places on earth, perhaps you should read further. If you have the drive and desire to succeed in radio sales and you understand there's a time to work and a time to play, I'd like to talk with you. Salida, Colorado is in the Rocky Mountain High Country and located in what's called "The Banana Belt". Surrounded by 14,000 foot mountains, skiing, and white water rafting, this is the destination many people only dream about. **Three Eagles Communications of Colorado**, has an immediate opening for a marketing professional. Please send your resume and cover letter to: **Ron Gates** - <mailto:rgates@mankato.threeeagles.com>

Can you sell a 25,000 watt regional powerhouse? Can you sell in Indiana and Illinois? 98 Gold, licensed to West Lafayette, Indiana and located in Oxford, Indiana is searching for its next Sales Account Executive. Minimum of 1 year media sales preferred. Excellent communication skills required. Send cover letter and resume to **Katy Kays**, Director of Sales, WIBN, P.O. Box 25 Oxford, Indiana 47971 or email to [shoppingdiningcard@yahoo.com](mailto:shoppingdiningcard@yahoo.com)

There is still a place for outstanding live, local evening talent! **Saga's** 96.5 WKLH-Milwaukee's home of classic rock may be looking for YOU. Presentations asap to **Bob Bellini**, Program Director. <mailto:bellini@wklh.com>

**Clear Channel Radio Dickinson** is now taking applications for Part-Time Announcers and Board Operators. How would you like to become part of the fast-paced and exciting world of radio broadcasting, working evenings and weekends? This is a great opportunity to work for Dickinson ND top-rated stations. Send your resume to <mailto:matthunt@clearchannel.com>

KS95/KSTP-FM in Minneapolis is losing its current overnight personality so we to find our next team player who understands the Hot A/C audience. If you want the chance to be part of a very successful locally owned heritage radio station send your resume and mandatory sample of your on air work right away. We're going to fill the position quickly if we find the right person so you need to be ready to go. You'll need great phone skills, great commercial production abilities and digital work experience and a team attitude. T&R to: **Leighton Peck**, KSTP-FM, Minneapolis, Minnesota 55414 or email Resume and MP3 to <mailto:KS95Jobs@KS95.com>. Requirements and qualifications available at <http://ks95.com/pages/careers.php>

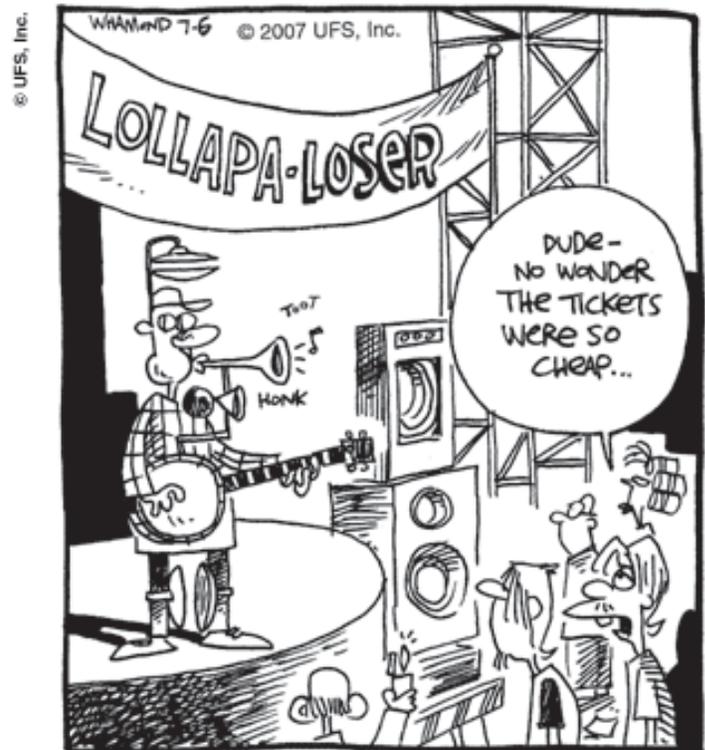
**Cumulus Waterloo / Cedar Falls** is on the hunt for an experienced radio professional to fill a full-time programming opening. Duties will include but are not limited to a live afternoons on our market leading Country station KOEL-FM, voicetracked afternoons on our CHR station KKHQ, daily production, remotes, appearances, and station events. Excellent facilities, heritage radio stations that dominate the market, and a chance to

completely own the afternoon market share! Minimum 2 years experience please. Cumulus Media offers an attractive benefits package and paid vacation. Email resume and demo to <mailto:Bucky.Doren@Cumulus.com>.

WKDD/Akron is looking to add a member to the WKDD Morning show. The ideal candidate views the TMZ app hourly, can effectively relate and communicate with a female audience, and arrives prepared each morning to talk about your life. WKDD is a heritage station in Akron. We have rebranded with a new signal and new morning show. Are you the next member of the team to help us rekindle the love affair between Akron and WKDD? We need you! Send all materials to: <mailto:wkddjobs@yahoo.com> (Max of 7mb, please)

PRODUCTION POSITION AVAILABLE AT TOWNSQUARE MEDIA BLOOMINGTON-PEORIA. 10 station Bloomington-Peoria, Illinois Townsquare Media clusters have a fulltime production department opening. The candidate we select will have a good voice, organization skills, the ability to write copy that sells, a creative flair and experience with Cool Edit. The person we hire will understand the importance of teamwork and will work well with sellers as well as production/air talent and will see each assignment through to completion. Previous commercial radio experience is preferred and you will be working out of our Bloomington location. Submit resume, copy samples and production samples to: Ron Ross Operations Manager, Townsquare Media 236 Greenwood Ave. Bloomington, Illinois 61704 or via e mail: <mailto:Ron.Ross@townsquaremedia.com>.

All listings in The TATTLER represent equal opportunities and are provided free of charge. To place an ad, send particulars to: [tomk@theconclave.com](mailto:tomk@theconclave.com) no later than Wednesday evening for Thursday publication. No calls unless otherwise specified.



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