

# MAIN STREET

Presents

The Conclave

# TATTLE R

**Publisher: Tom Kay Editor: Kate Kennedy**  
**Cartoons Pilfered by Lenny Bronstein & Jay Philpott**

Internet advertising is ready to overtake radio ads for the first time, reminding broadcasters to be more mindful and aggressive with their online opportunities, according to **Forbes**. This year, U.S. radio ad spending is expected to inch up 1.5% in 2007, to \$20.4 billion, short of online ad spending, numbered at \$21 billion, up 22% from last year. Radio station websites and online audio advertising "will be the principal drivers for radio advertising growth" over the next several years. However, sluggish radio advertising will continue to experience slow growth, reaching around \$22.6 billion in 2011, while online ad spending is expected to be around \$44 billion. Terrestrial radio companies will have large audiences, but consumers are spending less time listening to radio than they do on the internet or on TV. Only 17% of U.S. consumers consider radio the "most" essential medium, down from 26% five years ago, according to **Arbitron** and **Edison Media Research**. The choice between radio and non-radio online ads won't be an either-or proposition; studies show that consumer often listen to the radio while consuming other media and that a mix of terrestrial radio and online ads can be far more effective than online ads alone.

Cincinnati's public radio station WXVU will begin airing net radio station **WOXY.com** on one its HD side channels on Monday. GM **Bryan Miller** commented, "I see it as the perfect test run of a multicast channel to see what sort of legs it has. We have a built-in audience. There is a pent-up demand in the market for alternative rock." If successful, terrestrial radio programs will be able to program unique content off the Net for its HD format, which isn't catching on as expected. The action will be beneficial to both parties, who are ailing slightly. WOXY was defunct until a West Coast website invested, and HD has been showing slow growth compared to satellite radio and Net radio. Critics have pointed to the prevalence of jukebox-esque HD side channels as a reason for the falter. **Cincinnati Public Radio** CEO **Richard Eiswerth** explained, "Those who say it's another technological scam or gizmo are right, if the majority of stations are just doing what they normally do. It's going to be content that drives people to tune in and buy the radios. WOXY.com offers something different for a significant subset of the Cincinnati audience." Miller added, "Most of the innovation going on in the HD radio space is really being driven by public broadcasters. A lot of commercial broadcasters don't know what to do with it. I don't think

they are actually looking for more outlets for Net more programming. I think they want to produce less programming." According to reports, Eiswerth wanted to develop a business partnership with **WOXY.com** that would include each station marketing memberships, contributions, and underwriting between the two.

Two years after the conclusion of a contest at **SBS Spanish WLEY-FM/Chicago**, three contestants have yet to receive their prizes, and are suing the station. **Ernesto Hurtado** was the winner of a car and a major-label recording contract, while **Yolanda Chaidez** and **Luis Arreola** were slated to receive recording time in a studio. Hurtado commented that "minutes after he was named the winner, a station employee whisked him into a back room, explained there would be no car but offered him gift certificates for clothes instead, all the while reassuring him that, eventually, a recording contract would come." Time passed and the station never awarded the prizes. The winners learned they could sue the station after hearing of another winner suing for non-payment of a prize. **WLEY GM Jeff Shrinsky** responded to the allegations saying, "The station is committed to meeting our obligations under the rules and regulations of every contest, and it has a stellar track record of awarding prizes to listeners." He claims the station is looking into the case.

What's up with the radio trinity of **Guy Zapoleon**, **Ben McConnell**, and **Charlie Cook**? They are the first three people to appear on the new industry resource website, [www.topsecretradio.com](http://www.topsecretradio.com)! The three pros, a consultant, marketing guru, and Programming Chief, respectively, have posted extensive interviews on the site, which is the newest creation from the **Broadcast Barter Radio Networks**. Co-founder **Mike Noonan** says, "We came up with the idea in the weeks leading up to the recent Conclave. We figured if radio people traveled across the country and internationally to learn from radio's top professionals, maybe they'd like to find out a little more about what makes these people tick for free and within the comforts of their own home or office." BBRN plans to post new interviews monthly or bi-monthly. In the coming weeks, you'll hear from Consultant **Kevin Robinson**, and the Pres./Publisher of **All Access Music Group Joel Denver**. If you would like to be interviewed or know someone who would, contact BBRN at 630-779-0351 or [mike@broadcastbarter.com](mailto:mike@broadcastbarter.com).

The nominees for the **CMA Broadcast Awards** were announced this week, and will be held on November 7 on ABC-TV at 8p ET. Sony BMG's **Montgomery Gentry** and **Big Machine** artist **Taylor Swift** announced the nominees. Midwest/mountain nominees include (Major Market) **Chris Carr**, **KEEY/Minneapolis**; **The Dr. Don Show**, **WYCD/Detroit**. In the Large Market category, **Bill Whyte** and **Amanda Orlando**, **WUBE/Cincinnati**; **Jim Denny and Friends**, **WFMS/Indianapolis**; **The Moo Crew**, **WMIL/Milwaukee**; and **Vicki Murphy**, **WFMS/Indianapolis**, and for the Medium Market category, **Dan Tooker** of **KFKI/Wichita**. The nominees for Station of the Year were (Major Market) **KEEY/Minneapolis**, **KYGO/Denver**; (Large Market) **WMIL/Milwaukee**; (Medium Market) **KXKT/Omaha**; (Small Market) **KTTS/Springfield, MO**.

**Jupiter Rising**  
**"ELECTROPOP"**

**New This Week: KHTT/Tulsa WDRE/Long Island WXYK/Biloxi**  
**Power Rotation: KNHC/Seattle & Top 5 phones For Five Weeks...**  
**Top 5 Phones @ KNRJ/Phoenix**

**Debut @ #22 on the Billboard Dance Chart**  
**Playing on Sirius Hits1 AOL Music Yahoo Launch**

**Digital Sales... Over 11,000 Units Already...**  
**Album in Store on September 11th.**

**Viral Activity Exploding: Over 220,000 MySpace Plays...42,000 Big Champagne Downloads this Week...**  
**Over 260,000 Internet Streams to Date...Top 10 Action on Clear Channel What's New Program**

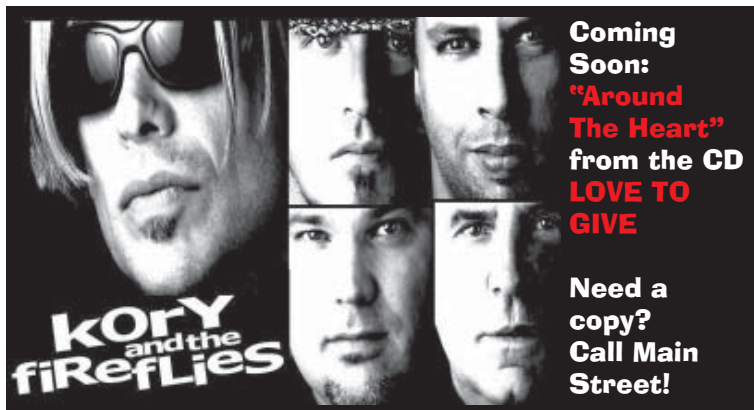
[www.myspace.com/jupiterrising](http://www.myspace.com/jupiterrising) **Single of the Week ...Entertainment World**

**RED JUMPSUIT APPARATUS**



**Your Guardian Angel** 

**ADDED KMXV! ON WHBQ WFLY KRQQ**  
**WPST! WRVQ WPXY KKPX**  
**WDCG! WNCI WSSX KDND**  
**More!**



Coming Soon:  
"Around The Heart"  
from the CD  
**LOVE TO GIVE**

Need a copy?  
Call Main Street!

**Super Bowl** champs the **Indianapolis Colts** will have a new on-air home in Lafayette, IN, as the games move from **Artistic Media Partners** Classic Rock WSHP to **Schurz Communications** Oldies WASK-FM this season, starting September 6<sup>th</sup>. GM of WASK **John Trent** commented, "We completed negotiations with the **Colts Radio Network** late last week, and all of us are very excited to bring the World Champion Indianapolis Colts to the Lafayette area." Added OM **Mark Allen**, "We are tremendously excited about broadcasting the World Champions on 98.7 WASK. As fans of the NFL, we couldn't be happier. We look forward to a long relationship with Indianapolis. Go Colts!"

Here's a who-done-it and what-the-heck-happened-to-him? story, all in one! A parody of the song "**Hey There Delilah**" from Chicago band **Plain White T's**, which has been played on several Chicagoland stations, including WGN's morning show, and CBS Top 40/Rhythmic WBBM had presented a mystery, in that no one seemed to know who the artist(s) of song really were. This week, it was revealed that the perpetrators of the song were none other than **Newsweb Corp** Adult Hit trimulcast WDEK-WKIE-WRZA/Chicago's PD/afternoon host **Matt Dubeil**, accompanied by **Joe McArdle** and **Gavin Carroll**. The song was re-titled "**Hey Lou Piniella**," and is a hit, collecting nearly 15,000 hits in a few weeks. The trio performed their parody this week on WGN-TV. Which begs the question: did any of this have anything to do with Matt's resignation today? He resigned abruptly, leaving the company he'd been with for the past 3 years. Matt, you may remember, was recently honored by being named one of **Edison Media Research's** "30 Under 30" list of outstanding radio professionals at this year's **Conclave Learning Conference** in Minneapolis. We'll try to have more on Matt's departure as soon as we can...

Former Conclave Board member and longtime broadcaster and engineer extraordinaire **Mark Durenberger** has added a new title inside his resume: teacher! This fall, Mark begins teaching a community ed class in his hometown of Edina, MN - **Radio in World War II**. Says Mark about his class, "This series demonstrates through actual broadcasts, how radio rose to its full stature as reporter, entertainer, morale-builder and propaganda tool during World War II. As the only immediate communications medium, radio had an enormous impact on listeners' lives. Students in my class will find it to be a fast-paced, contextual, media-rich presentation." If you've caught Mark's act at dozens of Conclave's in the past, you'll know this will be a pretty special educational experience!

**BDSradio.com** welcomes contemporary **Northwestern College**-owned Christian radio station KTIS-FM/ Minneapolis, MN to its music monitoring service. KTIS becomes the first contemporary Christian radio station in the state, and one of the first in the Midwest, to have its music monitored by BDS.

## Chris Stills *Fool For Love*

Impacting  
AAA/  
NonComm  
Next  
Month!



**ON TOUR with Paula Cole & Mandy Moore**  
9/23/07-Cleveland  
9/25/07-Detroit  
9/26/07-Chicago  
9/27/07-Minneapolis  
9/29/07-Milwaukee  
9/30/07-Madison  
10/2/07-Omaha  
10/3/07-Denver

**Our Kind of Town, Chicago Is: 2007 TalenTrak Info!** The industry has a lot of meetings, but none are as unique as TalenTrak. TalenTrak is the only meeting in the industry that devotes a full day toward one purpose: Making better air talent. In an intensive and fun daylong seminar, you'll hear from seasoned radio professionals about important aspects of career advancement, employment strategies and how to deal with everything from irate listeners to office politics. There's even time set aside for you to meet one-on-one with radio professionals who will listen to your air checks and offer constructive advice on how to improve your on-air work. TalenTrak returns to the Windy City on Saturday November 10, 2007 at Columbia College in the heart of downtown Chicago. Please consider this your personal invitation to join us for TalenTrak 2007. Tuition, just \$39 if we receive your registration before September 4<sup>th</sup>! To register, visit [www.theconclave.com](http://www.theconclave.com). Look for the TalenTrak story, and click on the link featured to download a registration pdf document.

**TJ Lambert**, veteran of **ABC Radio Networks** and friend of the **Conclave**, has just been promoted to SVP/Affiliate Relations with responsibility for the distribution and affiliation of all network programs and services. TJ will head up affiliation efforts for the industry's top shows, and content providers such as ABC News Radio, **Paul Harvey**, Talk programming and 24 hour music formats. He will also manage ABC Radio Networks' International efforts.

**JUST IN: Terry Cooley**, OM at **Clear Channel/Mankato**, is moving across the street to become the new Director of On-Air Operations for **Minnesota Valley Broadcasting** (93 KXLP/AM 1230 KYSM/96.7 KDOG/100.7 KXAC/A.M./14.20 KTOE/101.5 KRRW)!

**Changes.** Brand Manager for Cumulus AC WCZX/Poughkeepsie, NY **Joe Limardi** is leaving New York for Nashville, where he's been named OM for **Gaylord Country** WSM-AM. Joe was PD at Cumulus Oldies WRQQ/Nashville prior to being transferred to the Hudson Valley. Before Nashville, he was PD of WZOK/Rockford...**Nextmedia** Talk WJOL-AM/Joliet, IL afternoon host **Tom Ray** is leaving the station after three years in the slot following 10 years in mornings...**Al Murdoch & Murdoch Production Services** takes on Imaging duties for **Clear Channel** Rock stations KPAW/Ft. Collins, CO and KFLY/Eugene, OR...Conclave faculty member and former **Cumulus** Oldies WRQQ/Nashville PD, Al Brock, has landed the PD duties at **Citadel** Country WIOV in Harrisburg...**Craig Larson** has been named the APD of **Sporting News Radio**. He previously worked for SNR's predecessor **One-On-One Sports** as a senior producer for five years.

The **Ingstad** family sells eight Kansas stations to **Armada Media** for a reported \$9.5 million. Armada will get control of Talk KBUF-AM/Holcomb, Country KKJQ/Garden City, Hot AC KSKZ/Copeland, Oldies KSKL/Scott City, Classic Rock KWKR/Leoti, Country KULY-AM/Ulysses, and Regional Mexican simulcast KSSA/Ingalls-KFZZ-FM/Hugoton in the transaction. Jody McCoy and Tom McKinley of Media Services Group were the exclusive brokers who represented the Ingstads in the deal.

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**Conclave**  
 presents  
**TalenTrak**  
 SATURDAY  
 NOVEMBER 10, 2007  
 CHICAGO, ILLINOIS  
 COLUMBIA COLLEGE

- KEYNOTE-  
**JONATHAN BRANDMEIER**
- THREE General Sessions
- Lunch (included!)
- Aircheck Clinic
- Great Radio War Stories
- Cocktail Hour

**Tuition \$39 until 9/1/07!!**

Details at [www.theconclave.com](http://www.theconclave.com) - Or call 952-927-4487

**William C. Doleman** has sold a construction permit to **Three Eagles Communications** for KWUZ/Poncha Springs, CO for \$300,000 cash.

**Chicago Bear** linebacker **Lance Briggs** has signed with **Emmis Classic Rock WLUP/Chicago** to talk about "Da Bears," starting Friday September 14<sup>th</sup> at 4:30p. Briggs was facing controversy a few days ago when he demanded to be traded because he deserved more than the \$7.2 million annual salary tagged to him by Bears management. Earlier this week, he drove his \$300K Lamborghini off a suburban Chicago highway, left it there, and reported it stolen, calling for a tow at the same time. He then called police back and recanted.

Inductee nominations for the **2007 Artist Humanitarian Award** and **Country Music DJ and Radio Hall of Fame Awards** are due soon. Humanitarian nominations must be postmarked by August 31<sup>st</sup>, and nominations for the other two must be postmarked by September 14<sup>th</sup>.

Afternooner for **Nextmedia Talk WJOL-AM/Joliet, IL Tom Ray** is exiting the station after three years in that slot and 10 years previously of mornings. The station is adding **Dave Ramsey** in syndication for 1-4 and WJOL news anchor **Isaac Sancken** from 4-6.

Colorado Springs officially welcomes WAY-FM to the air. KXWY/Rye, CO is combined with the Colorado Springs Translator and currently simulcasts sister KXWA/Denver. KXWA PD **Scott Veigel** is overseeing programming until local programming and personalities are put in place!

**Wanna be more involved with the Conclave?** Make plans now to attend the fall quarterly Conclave board meeting at the Marriott City Center on Saturday, October 13<sup>th</sup> in Minneapolis. Contact the Conclave office through [tomk@theconclave.com](mailto:tomk@theconclave.com) for hotel details (a limited number of specially priced rooms have been set aside for attendees of the Board meeting).

**Changes, Too.** In **Emmis/Chicago**, things are shaken up as Director of Sales **Lance Richard**, Nat'l Sales **Joe Hubbard** and Sales Specialist **McKenzie Closen** take their leave in the wake of budget cuts. Across the hall at Alternative WKQX, night-timer **Ryan Manno** adds his brother **Kevin Manno** from 10 to midnight. Kevin was previously doing overnights, and now takes over 12-2 solo. Finally, at Classic Rock WLUP overnight jock Ray "Crazy Ray" Styles exits... **Timmy Daniels**, driveman at **Leighton Top 40 KCLD/St. Cloud**, has added APD duties. He's been handling programming chores for KCLD since the departure of night jock/MD **Wayne D** for mornings at **Midwest Family Top 40 WIZM/LaCrosse, WI**, earlier this summer... **Quantum Classic Hit WCIB/Cape Cod** welcomes aboard new morning man **Kevin Redding**, who previously worked at **Greater Media's WBOS and WROR/Boston**. Prior to Beantown, Kevin experienced several on-air and programming stops throughout the Midwest.

## Conclave 007: RADIO UNDER CONSTRUCTION Greatest Hits!



Relive Conclave 007! The Learning Conference's most exciting moments are now available for purchase! Every session are available on CD at \$19.99 each. FREE domestic shipping and please allow up to 4 weeks for delivery. Visit [www.theconclave.com](http://www.theconclave.com) to place your order.

Former Promo Dir. for **Clear Channel Urban WGCI** and Black Gospel WGRB/Chicago **Larry Howard** is making the change to the **Radio One Urban Cluster** in Philadelphia. It includes Top 40/Rhythmic WPHI, Urban AC WRNB, and Black Gospel WPPZ. He'll work once again with Radio One OM **Elroy Smith**, who joined the company recently as well. Smith was the former OM of WGCI and WVAZ/Chicago.

**Royal George Broadcasting KSTY/Canon City, CO** will return to the dial at 104.5 FM as a local Country station tomorrow on the 1<sup>st</sup>. KSTY's agreement with Superior Broadcasting was terminated after two years of a five-year lease, as Superior used the KSTY frequency to reach Canon City and Pueblo West listeners.

**Terry Bello** has been promoted at **Radio One Black Gospel WJMO-AM/Cleveland** to be the new PD/MD. Bello will continue his airshift and APD/MD duties for sister Urban AC WZAK. Former WJMO PD **Kim Johnson** will be focusing on programming Urban WENZ and WZAK, as well as her midday airshift on WZAK. "**The First Lady**" **Grace Roberts** bumps up to full-time middays at WJMO.

**Connoisseur Media** adopts a new sister for Adult hits KIBB/Wichita, announcing the swap of its Spanish KTCM/Kingman, KS to AD **Astra Per Aspera Broadcasting** for the to-be-built KGGG/Wichita. AD Astra Per Aspera will also receive a cash consideration for the transaction. Said Connoisseur CEO **Jeffrey D. Warshaw**, "We have enjoyed great success in a short period of time with BOB-FM, and we are really excited to be increasing our presence in the Wichita market. Our staff has done a great job." Added VP **David Bevins**, "We are very proud of **Doug Downs** and the team he has built at BOB-FM. We will continue to bring our passion for great radio to the Wichita market."

**Cumulus** filed to place Talk WBCK-AM/Battle Creek into a trust with **Stratus Radio, LLC** as trustee, so as to comply with ownership limits after the swap that sent **Clear Channel's** Ann Arbor and Battle Creek clusters to Cumulus. The station may be sold to an independent third party, but will be operated by the trust until the sale so Cumulus can fit under present ownership caps.

Four Nebraska stations are leaving the hands of **NRG Media** to new owners **Armada Media Corp.** for \$4.5 million. Included in the deal is Talk KODY-AM and Country KXNP/North Platte; Oldies KUVR-AM and Adult Hits KMTY/Holdrege. **Kalil and Co.** represented **NRG** in the sale and **American Media Services** repped Armada.

A settlement has been reached in the legal battle between **Calvary Chapel of Twin Falls** Pastor **Mike Kestler**, and the founder of **Calvary Chapel**, Costa Mesa, CA-based **Chuck Smith**. **CSN International**, a Smith family property, will transfer 25 stations and three FM translators to Calvary Chapel of Twin Falls for \$200,000 plus FM translators K210DZ/Willits, CA, and K210DQ/Laytonville, CA. In the suit, Kestler claimed that Smith backed a sexual harassment case against Kestler in order to get control of the radio operation from the Idaho church.

# The Conclave needs a Fundraiser!

**Are you an account representative who wants more out of your career - and life - than selling a weekend remote for Joe's Used Cars?**

The Conclave, the industry's only 501(c) 3 non-profit multi-formatic education organization, is searching for a Fundraising Director who will be responsible for generating sponsorships for the Learning Conference & TalenTrak as well as identifying and securing grants and endowments. If you're a competitive, big-picture communicator who possesses the ability to negotiate and sell conceptually, the Conclave wants to hear from you. You'll need to be computer and Internet savvy and possess a minimum of 3 years of successful radio sales experience. If you know the Conclave and its work, even better! Interested? Submit a resume with your salary history & requirements to [fundraiser@theconclave.com](mailto:fundraiser@theconclave.com) and know the Conclave encourages diversity in the workplace. For more information, visit [theconclave.com](http://theconclave.com).

**Rick Miller**, veteran air personality and morning man at **Clear Channel** Country WDTW/Detroit doing mornings, is relocating to Nashville. He also did afternoons at Entercom Country WDAF/Kansas City, and is in Nashville for family reasons. He's looking for work, and can be reached at [rmiller158@aol.com](mailto:rmiller158@aol.com) or 913-708-1954.

**Learfield Sports** has inked a new deal with **Good Karma Broadcasting** Sports WAUK-AM-WMCS/Milwaukee to air **University of Wisconsin** hockey, a daily "Badger Update" feature, and a monthly show with former Badger football coach **Barry Alvarez**. Good Karma will air up to 30 Badger Hockey games this season, as well as Mike Eaves coach's show every Tuesday at 7:05p. The daily "Badger Update" features with **Matt LePay** will air twice daily starting August 27<sup>th</sup>, and the Alvarez show will launch in September.

**Midway Broadcasting** WRLL-AM/Chicago will stop sharing its time with sister Talk WVON-AM, and switch to Spanish as "**Radio Latino**" on September 3<sup>rd</sup>. WVON's **Gustavo Rios** will be the Station Manager. It airs on 1450 from 10p-1p daily, and used to be the home of WVON, which move to WRLL's old extended-band 1690 frequency last year in an LMA deal with **Clear Channel**.

**Radio Under Construction Highlights Now Available!** Did you miss the 32nd annual Learning Conference – Conclave 007: RADIO UNDER CONSTRUCTION? Did you attend, but missed a special session or two? Want to share what you learned with others in your company? Relive the best of The Conclave Learning Conference! 2007 CD's of this summer's most exciting sessions are now available for purchase at \$19.99 each – with free domestic shipping! (Please allow up to 4 weeks for delivery)! Download an order form now at [theconclave.com](http://theconclave.com) to order your CD's. Then complete the form and send it to The Conclave via fax (952-927-6427) – email ([info@theconclave.com](mailto:info@theconclave.com)) - or snail mail (4517 Minnetonka Blvd, #104, Minneapolis, MN 55416). Don't let the learning stop. Order your Conclave 007 CD's today!

**More Changes.** The **Woodward** cluster in Green Bay-Appleton changes up as AC WECB MD/afternoon guy **Ed Johnson** and Promotion Director/middayer **Shannon Thomas** leave. **Mike Lyons** joins in afternoons at WECB and will take over Promotions there, as well as sister Top 40 WKSZ. Also, over at WKSZ, APD/MD **Brian Davis** exchanges an afternoon shift for middays at WECB, adding WPD/MD duties at that station in the process. Night jock **Joe Marroe** moves from nights to fill Davis' former afternoon shift...**Liber Broadcasting, Inc.** has opened a national sales office in Chicago, and installs sales vet **Sofia Carrera**, who previously worked at NSM at KTCY and KZZA/Dallas, to head the office....Former **Clear Channel** Urban WGCI and Black Gospel WGRB/Chicago promo director **Larry Howard** segues to the **Radio One** Urban cluster in Philadelphia...Boomer, aka "**The Rabbi of Rock,**" at **Clear Channel** Alternative WXEG/Dayton is leaving his post as APD/

MD/morning man to venture out to **Adventure Radio** Alternative WFXH/Savannah, GA-Hilton Head, SC for PD/afternoons...After five years as PD/afternoon driver of **NextMedia** Classic Hits WERV/Aurora **Didi Foley** exits. APD/middayer **Scott Childers** becomes Interim PD.

Our condolences to the family and friends of **Audience Development Group** Consultant and this year's Conclave Coaching Clinic architect **Kevin Robinson** on the loss of his father **Charles "Dave" Robinson**. Charles died Tuesday at **Ruth Lilly Hospice** at Methodist Hospital in Indianapolis from complications from cancer. In lieu of flowers, donations are being requested to be sent to the **American Cancer Society**.



Condolences to family and friends of former Cincinnati radio personality **Dave Lee**, who died Sunday at the age of 64. He was best known for his long stint middays at WKRC-AM, but also worked at WLW-AM, WSAI-AM, and WUBE in Cincinnati and KENR-AM/Houston.

**2007 Conclave Learning Conference Begins Construction of New Industry.** The building blocks for a dynamic rebuilding of the radio industry were laid during the weekend of June 28-July 1 at the 32nd annual Conclave Learning Conference, as hundreds of industry professionals, teachers and students descended upon the Minneapolis Marriott City Center for RADIO UNDER CONSTRUCTION. Over 40 sessions covering every major radio format, technology and resource were presented to packed meeting rooms throughout the conference weekend. *THE TATTLER* has been presenting stories about the event originally found on the pages and websites of the Conclave's Publicity Partners. Here's the next installment from *Radio & Records*: Hanging With The Home Team (by **Keith Berman**) For the top 40 format symposium at the Conclave, *R&R's* **Kevin Carter** enlisted **Clear Channel** Top 40 KDWB/Minneapolis PD **Rob Morris**, morning guy **Dave Ryan** and MD **Lucas**, along with former KDWB PD **Mark Bolke** as faculty members for the session. After an audio montage of KDWB's past, the panel discussed some of the station's history and how they arrived at KDWB. That led to conversation about how new people transition into a station, as well as how co-workers manage relationships when one is promoted into a position of leadership. After talking about Ryan's search for a new morning co-host, the panel discussed up-and-coming radio talent and where it's coming from. The discussion then turned back to the past, as Ryan and Morris reminisced about former PD **Dan Kieley**. Each panelist offered insights into his unique perspective and history: Bolke related what it's like to listen to radio as a non-programmer, Ryan told audience members to be patient and not try so hard when replacing a veteran talent, and Lucas discussed how blogs and social-networking sites like MySpace are allowing him and other talent to interact easily with listeners while doing their shows. Taking questions from the audience, Morris advised up-and-coming PDs to keep up with the changes in the industry and to network, as well as to become "listener advocates." Discussing top 40's infamous 10-year cycle, all involved said that music does drive the station and the ratings, but it's important to keep the station well-branded to keep it going during the down parts of the cycle. (*The Conclave thanks RadioAndRecords.com, radio-info.com, insideradio.com, fmqb.com, radioink.com, and allaboutcountry.com for communicating the magic of a very special June weekend in Minneapolis.*)

**Availz.** OM **Mark Todd** is leaving **Waitt Radio**/Omaha due to restructuring. Reach Mark at [marktodd2@cox.net](mailto:marktodd2@cox.net)

**Jobs.** **The Conclave**, the industry's only 501(c) 3 non-profit multi-formatic education organization, is searching for a Fundraising Director who will be responsible for generating sponsorships for Summer

Learning Conference and TalenTrak as well as identifying and securing grants and, endowments. If you're a competitive, big-picture communicator who possess the ability to negotiate and sell conceptually, the Conclave wants to hear from you. You'll need to be computer and Internet savvy and possess a minimum of 3 years of successful radio sales experience. If you know the Conclave and it's work, even better! Please submit a resume with salary history to [fundraiser@theconclave.com](mailto:fundraiser@theconclave.com), and know the Conclave encourages diversity in the workplace...Adult Contemporary Lite 92.5 KELO/Sioux Falls is looking for a morning show sidekick/co-host with at least 2 years of successful on-air experience. Production, computer skills and personal appearance experience a must. Please send resume, CD or MP3 aircheck, to: Mornings - Lite 92.5 KELO-FM, Backyard Broadcasting, 500 South Phillips Avenue, Sioux Falls, SD 57104, or Email to: [SiouxFallsCareers@byradio.com](mailto:SiouxFallsCareers@byradio.com)...Mix 103.7/Bemidji is searching for a morning host/PD with at least 5 years on-air experience. Morning experience is not as important as your sound, work history and desire to win. Send your resume and audio (MP3 under 5MB only) to: [Dvoss@kbbj.com](mailto:Dvoss@kbbj.com) or snail mail to **Dan Voss** GM, RP Broadcasting Inc., 2115 Washington Ave S, Bemidji MN 56601...WAAG Galesburg, IL is looking for a morning host. Send your resume/mp3 demo to [jobs@galesburgradio.com](mailto:jobs@galesburgradio.com). **Woodward** T40 WKSZ/Green Bay-Appleton is seeking a new night slammer. E-mail packages to PD **Dayton Kane** at [dkane@wcinet.com](mailto:dkane@wcinet.com)...**Redeemer Radio** is seeking a part-time or full time on-air host. Please contact **Chris Langford**, President of the Board, at [chris@redeemerradio.com](mailto:chris@redeemerradio.com)...**North American Broadcasting Company** in Columbus, Ohio has an immediate opening for a Production Director. Resume and Mp3 to: [hfish@nabco-inc.com](mailto:hfish@nabco-inc.com) Snail Mail To: **Hal Fish**, 1458 Dublin Rd, Columbus, OH 43215...The On-Air/Airborne Traffic Reporter is assigned to the Traffic.com Operations Center, Interested candidates should send a traffic demo (mp3 or wav preferred) and resume ASAP to: [careers-field@navteq.com](mailto:careers-field@navteq.com), or send packages to: Traffic.com, 625 N Michigan Ave, Suite 2425, Chicago, IL 60611, Attn: **Indianapolis Announcer**...**The Radio Group** in LaSalle/Peru Illinois has an immediate job opening. Email your resume and mp3 to [employment@theradiogroup.net](mailto:employment@theradiogroup.net)...Oldies 104.3 WOMC Detroit is looking for on-air talent. Please send your tape and resume to **Scott Walker** WOMC 2201 Woodward Heights, Ferndale, Michigan 48220...KRDO Radio is looking for a Anchor/Reporter in Radio News. When applying for this position, please note your referral source and send resumes to: News Channel 13 Attn: Human Resources, 399 S. 8th Street, Colorado Springs, CO. 80905 Telephone (719) 632-1515, Fax (719) 444-8601, Email: [personnel@krdotv.com](mailto:personnel@krdotv.com)...News/Talk 710 KNUS Denver is seeking a board operator/producer to work weekends and fill-in shifts. Please submit tape and resume to: [salemndenverjobs@yahoo.com](mailto:salemndenverjobs@yahoo.com)...**Saga Communications** KICD 107.7 FM/1240 AM is on the search for a full time Sports Director! Deadline to apply is September 17th. No phone calls. Rush your resume and demo to: Kevin Tlam, KICD Operations Manager, P.O. Box 260, 2600 Hwy Blvd., Spencer, IA 51301, Or email to [ktlam@ncn.net](mailto:ktlam@ncn.net)...WDQZ Classic Rock 99.5 The Eagle is looking for aradio professional to do middays on the air and fill the rest of your days with Production/imaging/and whatever else it takes. If this is you I need an Mp3 of your on-air and production samples and resume NOW! email to [fish@greatplainsmedia.us](mailto:fish@greatplainsmedia.us)...News/Talk 1310 KZRG is searching for a news talent! Send your package to: **Chad Elliot** Operations MGR, KZRG/Zimmer Radio, Inc., 2702 East 32nd Street Joplin, MO 64804...101.9 WDEZ, Wausau/Stevens Point, is looking for someone for our current Night Show opening. Send Resumes & MP3's to [chad@wdez.com](mailto:chad@wdez.com), or snail mail to WDEZ, Attn: **Chad Edwards**, 557 Scott St., Wausau, WI 54402.Resumes will be accepted through Sept. 7, 2007... Life 97.9 (KFNW FM) has an opening for a morning show host. Apply now at [jobs@nwc.edu](mailto:jobs@nwc.edu).If you have a job posting you'd like to see in the Tattler, please send it to **Kate** at [kate@main-st.net](mailto:kate@main-st.net) before noon on Friday of the Tattler issue date. All jobs represent equal opportunities and phone calls are discouraged unless otherwise noted.

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**RADIO UNDER CONSTRUCTION**

## Spring Book 2007

### Lima, OH (#251)

*Country WJMT continues its reign.*

Station	Format	Owner	Fa'06	Sp'07
WJMT-FM	Ctry	ClrChnnl	14.2	15.9
WLWD-FM	Rhythm.	ClrChnnl	8	8.5
WFGF-FM	Ctry	Maverick	9.1	7.9
WIMA-AM	N/T	ClrChnnl	5.7	7.3
WZRZ-FM	ActRock	ClrChnnl	6.8	7.3
WMLX-FM	AC	ClrChnnl	6.3	6.7
WEGE-FM	ClsscRock	Maverick	5.7	5.5
WWSR-FM	T40	Maverick	4.5	4.3
WBUR-FM	Oldies	ClrChnnl	2.8	3
WBFR-FM	ActRock	Federated	3.4	3
WLW-AM	N/T	ClrChnnl	2.3	3
WZOQ-AM	Sports	Maverick	1.1	1.8
WCSM-FM	AC	Hayco	0.6	1.2
WDOH-FM	Ctry	Maverick	1.7	1.2
WERT-AM	Stnrds	FirstFamily	1.7	1.2
WKXA-FM	N/T	Findlay	1.1	1.2
WDSJ-FM	SmJazz	ClrChnnl	0.6	0.6
WGTZ-FM	T40	Radio1	0	0.6
WHIO-AM/				
WHIO-FM	N/T	Cox	1.1	0.6
WJR-AM	Talk	Citadel	0.6	0.6
WKKI-FM	AC	Sonshine	1.1	0.6
WMVR-FM	AC	DeanMiller	0.6	0.6
WVKS-FM	T40	ClrChnnl	0	0.6

### Peoria, IL (#149)

*From 5th to 1st for rock WIXO!*

Station	Format	Owner	Fa'06	Sp'07
WIXO-FM	ActRock	Regent	4.7	8.3
WPBG-FM	Oldies	Triad	6.4	7.7
WFYR-FM	Ctry	Regent	7.8	7.1
WMBD-AM	N/T	Triad	8.6	7.1
WXCL-FM	Ctry	Triad	5.3	7.1
WSWT-FM	AC	Triad	9.7	6.8
WZPW-FM	Rhythm.	Regent	6.4	6.5
WGLO-FM	ClsscRock	Regent	6.4	5.6
WIRL-AM	ClsscCtry	Triad	2.5	3.3
WPIA-FM	T40	IndMedHold	1.7	2.7
WPMJ-FM	AC	KellyComm.	3.9	2.7
WDQX-FM	ClsscRock	Triad	2.2	2.4
WOAM-AM	Stnrds	KellyComm.	1.9	2.4
WBNQ-FM	HotAC	Regent	1.9	2.1
WGN-AM	N/T	Tribune	0.8	1.5
WBBE-FM	AdultHits	Connssr	0	0.9
WBWN-FM	Ctry	Regent	1.4	0.9
WLS-AM	N/T	Citadel	1.4	0.9
WPEO-AM	Rel.	Pinebrook	0.8	0.9
WWCT-FM	AAA	IndMedHold	1.4	0.9
WXMP-FM	HotAC	IndMedHold	2.2	0.9
WBBM-AM	News	CBS	0.6	0.6
WCDD-FM	ClsscHits	Prairie	1.1	0.6
WVEL-AM/				
WVEL-FM	Gospel	Regent	0.6	0.6

### Pittsburg, KS (#243)

*Country KCLR continues its command.*

Station	Format	Owner	Fa'06	Sp'07
KCLR-FM	Ctry	Zimmer	12.4	12.1
KFRU-AM	N/T	Cumulus	8.3	8.1
KOQL-FM	Rhythm.	Cumulus	6.9	6.7
KPLA-FM	AC	Cumulus	5.5	6.7
KTXV-FM	T40	Zimmer	6.9	6.7
KCMQ-FM	Rock	Zimmer	4.8	5.4
KSSZ-FM	Talk	Zimmer	4.1	5.4
KBXR-FM	AAA	Cumulus	5.5	4.7
KWJK-FM	AdultHits	BigCtry	4.1	4
KBBM-FM	Rock	Cumulus	2.8	3.4
KWWR-FM	Ctry	KXEO	2.8	3.4
KPOW-FM	ClsscRock	SedaliaGrp	2.1	2.7
KTGR-AM	Sports	Zimmer	2.8	2
KZZT-FM	Oldies	Best	2.1	2
KRES-FM	Ctry	ShepherdGrp	0.7	1.3
KATI-FM	Ctry	Zimmer	0.7	0.7
KFAL-AM	Ctry	Zimmer	0.7	0.7
KJMO-FM	ClsscHits	Cumulus	0.7	0.7
KKCA-FM	Oldies	Zimmer	0.7	0.7
KMFC-FM	ChrstnAC	ClairGrp	0.7	0.7
KWOS-AM	N/T	Zimmer	0	0.7

### Pueblo, CO (#254)

*Oldies KDZA wins in this competitive small market.*

Station	Format	Owner	Fa'06	Sp'07
KDZA-FM	Oldies	ClrChnnl	9.7	10.9
KILO-FM	ActRock	Bahakel	6.3	9.8
KCCY-FM	Ctry	ClrChnnl	9.1	8.2
KKFM-FM	ClsscRock	Citadel	3.4	6.5
KATC-FM	Ctry	Citadel	5.1	6
KPHT-FM	Oldies	ClrChnnl	6.3	5.4
KKMG-FM	T40	Citadel	4	4.9
KCSJ-AM	N/T	ClrChnnl	6.3	4.3
KKPK-FM	AC	Citadel	3.4	3.8
KBIQ-FM	ChrstnAC	Salem	2.9	3.3
KKLI-FM	AC	ClrChnnl	4.6	2.7
KYZX-FM	ClsscRock	Bahakel	2.3	2.7
KIBT-FM	Rhythm.	ClrChnnl	2.9	2.2
KVUU-FM	HotAC	ClrChnnl	2.9	2.2
KGHF-AM	Sports	ClrChnnl	1.1	1.6
KOA-AM	N/T	ClrChnnl	2.3	1.6
KGDQ-FM	RegMex	BustosMed.	0.6	1.1
KKCS-FM	Ctry	RoyalGorge	0.6	1.1
KNKN-FM	Tejano	Metropol.	1.1	1.1
KRMX-AM	RegMex	Metropol.	1.1	1.1
KGFT-FM	ChrstnTalk	Salem	1.1	0.5
KHOW-AM	N/T	ClrChnnl	0.6	0.5
KRDO-FM	SmJazz	Optima	0.6	0.5
KVOR-AM	N/T	Citadel	1.1	0.5

### Quad Cities, IA-IL (#143)

*Country WLLR wins for the umpteenth time.*

Station	Format	Owner	Fa'06	Sp'07
WLLR-FM	Ctry	ClrChnnl	19.7	18.6
KCQQ-FM	ClsscHits	ClrChnnl	9.7	8.6
WOC-AM	N/T	ClrChnnl	7.5	6.7
KBEA-FM	T40	Cumulus	5.8	6.4
KMXG-FM	AC	ClrChnnl	5.6	5.8
WXLP-FM	ActRock	Cumulus	5.6	5.6
KQCS-FM	HotAC	Cumulus	2.5	4.4
KUUL-FM	Oldies	ClrChnnl	7.2	4.4
KBOB-FM	ClsscCtry	Cumulus	2.5	4.2
WYEC-FM	AC	Virden	0.8	1.7
WFXN-AM	Sports	ClrChnnl	1.4	1.4
WGN-AM	N/T	Tribune	1.7	1.4
WMT-AM	N/T	ClrChnnl	1.1	1.1
KJOC-AM	N/T	Cumulus	0.6	0.8
KRNA-FM	Rock	Cumulus	0	0.8
WJRE-FM	HotAC	Virden	0	0.8
WKEI-AM	N/T	Virden	0	0.8
WSCR-AM	Sports	CBS	0.8	0.8
WKBF-AM	ClsscCtry	MercuryCo.	1.7	0.6
WRMJ-FM	Ctry	Hoscheidt	0	0.6

### Rockford, IL (#154)

*T40 WZOK jumps back on top.*

Station	Format	Owner	Fa'06	Sp'07
WZOK-FM	T40	Cumulus	8.6	12
WXXQ-FM	Ctry	Cumulus	13	11.4
WGFB-FM	AC	Maverick	7.4	6.4
WXRZ-FM	Rock	Maverick	5.3	6.4
WRTB-FM	AdultHits	Maverick	5.9	5.9
WGN-AM	N/T	Tribune	5	5.3
WYRB-FM	UrbAC	Crawford	3.3	5.3
WKGL-FM	Oldies	Cumulus	4.1	3.2
WQFL-FM	ChrstnCHR	1st/God	1.2	2.9
WROK-AM	N/T	Cumulus	3	2.7
WNTA-AM	Other	Maverick	2.7	2.1
WSCR-AM	Sports	CBS	2.7	1.9
WBBM-AM	News	CBS	2.4	1.6
WLEY-FM	RegMex	SBS	0.9	1.6
WLS-AM	N/T	Citadel	1.5	1.6
WSJY-FM	AC	NRGMedia	1.8	1.6
WJJO-FM	ActRock	MidWstFamily	0.9	1.1
WJVL-FM	Ctry	Bliss	2.1	1.1
WZEE-FM	T40	ClrChnnl	0.6	0.8
WGCI-FM	Urb	ClrChnnl	0	0.5
WKIE-FM/				
WDEK-FM/				
WRZA-FM	AdultHits	NewsWeb	0.9	0.5
WSEY-FM	Oldies	NRGMedia	0.6	0.5
WWHG-FM	ClsscRock	GoodKarma	3.6	0.5

**12+ M-Su, 6AM-12AM. Spring 2007.**

**Fall 06 - Spring 07 comparisons,  
unless otherwise noted.**



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