

MAIN STREET

Presents

The Conclave TATTLE R

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Cartoons Suggested by Lenny Bronstein & Jay Philpott

Not ONE but TWO huge stories out of Chicago today: After nearly 20 years, the CBS Top 40/Rhythmic WBBM-FM (B96)/Chicago morning duo of **Eddie & Jobo** have exited, along with co-host **Erica Cobb**. B96 PD **Todd Cavanah** said, "We celebrate Eddie & Jobo's nearly two decades of great entertainment and service. We will miss them and it's time for B96 to move in a new direction. We are looking at several options and hope to have something to announce sooner than later." While B96 sorts it out, mornings will be filled on an interim basis by middayer **J Niice** thru end of the year, and that weekender **Rebecca Ortiz** will step middays temporarily. And **John Gehron**, the legendary Chicago radio executive who helped get **Oprah's "Oprah & Friends" XM Radio** operation up and running a couple years ago (and who brought his expertise to TalenTrak 2008 two weeks ago) is leaving as general manager of **Harpo Radio**. ((This summer, **Harpo Productions** brought in **Eric Logan**, a former executive for XM and **Citadel**, to oversee radio, print and retail. In terms of the future, Gehron told The TATTLE R today that he "was looking forward to the next chapter, so all is good."

The **Conclave** gets Social! "The Social Hour: Joining the Online Conversation" is our next webinar Monday, December 1st at 2p CT and led by broadcast vet and interactive media strategist **Phil Wilson**, who will discuss the how to build your social media strategy. "Too many times our presence on the Internet is merely a stake in the ground, allowing us to proudly proclaim, 'Yes, I am online!'" Wilson said. "It's more than signing up for your own MySpace page or Twitter account. It's about using them to reach and build stronger relationships with your audience." Learn about both benefits and the possible pitfalls of social media. Required pre-registration is available now at: <https://www1.gotomeeting.com/register/753956598>. Information on this, and previous Conclave Webinars are available at:

www.theconclave.com. Comment: Once again, The Conclave offers a 'must-attend' practical and informative webinar on a subject every broadcaster must become fluent in if they wish to compete in our ultra-challenging new world. Don't miss it - TK

Cumulus has found a new ratings service for 50 of its small and midsize markets. **Nielsen** will provide listener habits to the media giant beginning in Q3 of 2009. **Clear Channel** will also use the new Nielsen ratings for 17 markets. Nielsen, well known for their TV ratings, has been measuring radio audiences in other countries for some time, now and will directly compete with **Arbitron**. Nielsen uses address-based sampling (ABS) to recruit sample households. ABS uses randomly selected addresses rather than telephone numbers in order to reach 34% of U.S. households not covered by current sampling methods, including cell-phone only and many unlisted landline phone households. The only criticism about this new sampling method is that these surveys will only be held for two months, once a year. Nielsen Managing Director/International Audience Measurement **Lorraine Hadfield** responds to that, saying, "It's a definite strategy to do one survey a year with a robust sample as the extreme bounce between the books is more confusing than useful, particularly the 18-34 numbers which are not robust. We took this route so that radio and media buyers can plan using this data with confidence. Unless there are some format changes, in which we would then do some custom survey work, we are most pleased with our current strategy." Neighborhood markets included in the new ratings (CC notes a Clear Channel market): Ann Arbor, MI, Bismarck, ND (CC), Cedar Rapids, IA (CC), Columbia, MO, Dubuque, IA, Fox Valley, WI, Grand Junction, CO, Green Bay, WI, Kalamazoo, MI, Quad Cities, IA-IL (Davenport, Moline-Rock Island-Bettendorf) (CC), Rochester, MN (CC), Rockford, IL, Topeka, KS, Waterloo-Cedar Falls, IA, and Youngstown-Warren, OH (CC).

How will **Arbitron** respond to this turf war? Their execs were quick to assert that they intend to stay in these "smaller" markets and are willing to take a \$7-10 million hit in '09. "Radio audience measurement is our core business, and we intend to aggressively protect it," Arbitron Pres./Chair/CEO **Steve Morris** said, adding that both **Clear Channel** and **Cumulus** are under contract for PPM.



The Social Hour: Joining the Online Conversation!

Conclave Webinar!

Monday
December
1
2008
2 PM
CST

This sixty-minute session hosted by broadcast veteran and interactive media strategist **Phil Wilson** will discuss the building blocks of a personal, station, or even company social media strategy. Facebook, YouTube, and Twitter represent just some of the social media tools that offer ways to engage in a conversation with your audience and the best part is that nearly all of those tools are FREE! Join him Monday, 12/1 at 2 PM CST.



Phil Wilson

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

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That's not all folks. **Eastlan Ratings** Pres./CEO **Mike Gould** chimed in, critical of **Nielsen's** new ratings service, saying, "Today's news is akin **GM** announcing they have improved the Hummer. This news may resonate with big Wall Street-controlled radio firms, but what the broadcasters in the trenches are looking for is how to squeeze another mile per gallon or two out of their Prius. "While we welcome any service that gives small and medium-market broadcasters more choice - expensive, once-a-year sticker book diaries are not the answer. Broadcasters are clamoring for a quality, low-cost ratings alternative and we will continue to be alone in that arena."

Northern Lights /Minneapolis Top 40/Rhythmic KTTB is trying to build a tower closer to the city but is allegedly blaming **Clear Channel** for being behind the local opposition. Northern Lights insists that St. Louis Park, MN native **Claire Christison**, one of the leading spokespeople for the community opposition is also an AE for CC Country KEEY/Minneapolis. In a release by Northern Lights, they ask, "Did Ms. Christison disclose her connections to Clear Channel? Did Clear Channel pay Ms. Christison for her time related to opposing the tower? Was Ms. Christison reimbursed for any of the expenses she has incurred? Why is Clear Channel opposing a new tower? Has national and local Clear Channel management had any direct communication with St. Louis Park officials? Did Clear Channel or Ms. Christison provide free gifts in exchange for residents to oppose the tower project?" This could get vicious. Stay tuned for updates.

One of the two Democrats on the **FCC** is pushing the agency to investigate whether or not **Arbitron's** new PPM system is unfairly harming minority broadcasters. Arbitron argues that PPM is more accurate and reliable than the paper diaries it has historically used to track radio listenership. "It's very easy to get big distortions when you use such small samples," said NABOB Exec. Dir./General Counsel **James L. Winston**. FCC Commissioner and *2005 Learning Conference* keynoter **Jonathan Adelstein** said that the lack of samples could pose a major threat to a tiny number of minority-owned stations. According to **Free Press**, a public interest group, racial and ethnic minorities currently own only 7.7% of full-power radio stations nationwide. Adelstein says PPM "constitutes a clear and present danger to media diversity." Arbitron continues to say that the FCC lacks authority to regulate audience ratings, adding that "the reliability and methodologies of audience ratings services are best left to private industry groups such as the Media Rating Council." Arbitron is already locked in legal battles over the PPM system with the states of New Jersey and New York.

THE CONCLAVE/MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD #104, MINNEAPOLIS, MN 55416

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Earlier this week, Rep. **John Dingell** (D-MI), chairman of the House Commerce and Energy Committee and Rep. **Bart Stupak** (D-MI) chairman of the subcommittee on oversight and investigations announced a probe of the FCC, calling on Chairman **Kevin Martin** to meet with them about practices and management under his leadership. Martin, however, is ignoring the inquiry. And Dingell has since been removed as chairman of the CEC. So, apparently...never mind!

The "Big 3" car companies have cut their ad spending. Through July '08, **Ford** and **Chrysler** each spent 22% less while **General Motors** cut their spending by 6%. On the flip side, foreign car companies have increased theirs. **Honda** spent 13% more in '08, **Daimler AG** went crazy increasing their spending by 48%, **Volkswagen** upped spending by 23%, **Mazda** increased 4%. Not all foreign cars spent more. **Hyundai** cut ad dollars by 17% while **Nissan** was down 15%. **Toyota** remained unchanged. Overall, the auto industry's ad expenditures fell 10%.

Westwood One has fallen from the **New York Stock Exchange** because the company's stock has failed to maintain a minimum \$25 million market capitalization level required for continuing with the NYSE.

Thanks to **Jacobs Media**, you can now listen to your favorite radio station on an iPhone! "Everyone knows that the key for radio is to get its streams on mobile devices, and the iPhone is the most popular, buzz-worthy mobile device," Jacobs Media Pres. **Fred Jacobs** announced. "With this app, stations will not only be able to stream on the iPhone, but listeners will be able to access the stream with a touch of the station's icon on the desktop, instead of scrolling through long lists of stations." Big stations like WRIF/Detroit are already using it. There is a one-time fee to get the application - \$900 for Jacobs Media clients and \$1,000 for non-clients. For more info and to see an example of the app, go to www.jacobsiphone.com.

Congratulations to **Tribune** Talk WGN-AM/Chicago "Extension 720" host **Milt Rosenberg**! Milt was awarded a National Humanities Medal from the National Endowment for the Humanities in a ceremony at the White House "for bringing the world of ideas to millions of listeners. Combining a scholar's understanding and a teacher's openness, he has made a home in radio for elevated conversation and profound thought."

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Emmis Classic Rock WLUP/Chicago morning man and **TalenTrak** 2008 keynoter **Jonathon Brandmeier** is taking another shot at television with the airing of two pilots to air on crosstown NBC O&O WMAQ-TV on December 6th and 13th. *"Almost Live ... Starring Jonathon Brandmeier"* is Brandmeier's first attempt at TV since the short-lived syndicated show *"Johnny B ... On The Loose"* in 1991. "The shows are fun and spontaneous and Johnny-like," said **NBC Local Media Central** and Western Region Pres. **Larry Wert** (who was Brandmeier's boss at the Loop before moving on to television, himself). "We've produced a few shows for air and we'll see how it goes. He's got a vision for late-night TV that he never really got to realize, and this is something we feel like we should test the water on."

Lincoln Financial Top 40/Rhythmic KQKS/Denver released their KS107.5 Morning Show CD/DVD at **Best Buy** stores. All monies raised will benefit the KS107.5 Morning Show Christmas Wish, their charity that helps fund wishes for Denver area needy families for the holidays. Meanwhile, **Clear Channel** AAA KTCZ/Minneapolis released its 20th "Cities 97 Sampler" this week, selling out the issue in a matter of minutes. Available only at local **Target** stores, the sampler's profits were added to the already \$6.4 million the station has raised for local charities.

Regent Top 40/Rhythmic WZPW/Peoria is collecting blankets to warm everyone in need this winter. The spiffy name is, "Power 92.3 Blankets Peoria" and PD **Jason Parkinson** is doing a good thing in order to, "save lives during this blustery winter season."

Emmis Sports WFNI-AM/Indianapolis afternooner and **Indianapolis Star** columnist **Bob Kravitz** made a bet that if **Jamal Tinsley** made the opening night roster of the **Indiana Pacers**, he'd walk all the way to Kokomo, IN. Guess who's buying a new pair of tennis shoes?! BUT, because of "safety concerns and highway traffic issues," Kravitz is doing the first 34 miles on a treadmill in the Emmis building atrium everyday until next Thursday when he will walk the rest of the way into Kokomo where he and co-host Eddie White will broadcast live. All money raised will go directly to the ALS Association.

Ingstad Talk KFGO-AM/Fargo held an *"Economic Rally In The Valley"* Today. KFGO OM/host **Joel Heitkamp** was joined by **North Dakota** Governor **John Hoeven**, Rep. **Earl Pomeroy** (D-NPL-ND), Fargo Mayor **Dennis Walaker**, and several other civic and business leaders in an area mall to discuss the economy

and the Fargo-Moorhead area's prospects as an island of relative economic prosperity.

Last weekend, **Artistic Media** Top 40 WNDV (U93)/South Bend morning team of **Rob & AJ** helped **Habitat For Humanity** *"Rock The House"* with area high schools students who were gathered to build a house for a deserving listener. Then, Rob & AJ went to **Walmart** to wrap up their *Dinner On The Mayflower* promotion, a three day event which collected a Mayflower moving trailer full of food for the **Michiana Center For The Homeless** of South Bend.

Last Friday, **Journal** Hot AC KSRZ/Omaha flipped to Christmas. **Clear Channel** AC WHOF/Canton is now also all holiday-all the time.

Mid-West Family Talk WTDY-AM and Country WWQM/Madison Ag reporter **Pam Jahnke** has been elected President of the National Association of Farm Broadcasters.

Wayne St. University AAA WDET/Detroit names **J. Mikel Ellcessor** the new GM. Previously, Ellcessor was Exec. Dir./Radio for **Milwaukee**, a not-for-profit media service and also served as the Sr. Dir./Programming Ops and Distribution at WNYC/New York.

Mid-West Family laid-off four and shifted four others from FT to PT at Talk WTDY-AM/Madison. Out are: Morning co-hosts **Glen Gardner** and **Tim Morrissey** along with newscaster **Eric Greenfield**. PD **John "Sly" Sylvester** moves from middays to mornings and the station adds **Westwood One's Dennis Miller** to fill Sly's old shift.

Greater Media Classic Rocker WCSX/Detroit welcomes Industry vets **Jeff Deminski** and **Bill Doyle** as their new morning show. The duo was previously across the street at **CBS Sports WXYT-AM** and its predecessor, Talk WKRK since 1999.

Denver Radio Company Top 40 KONN/Denver dismiss morning team **Davin** and **Ana**.

Cumulus Alternative WRWK/Toledo PM driver **Rudy Gerdeman** exits after only 6 months.

NextMedia Hot AC WGER/Saginaw, MI morning guy **Jim Johnson** is out the door due to budget cuts.

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Monday December 15 2008 2 PM CST

"Music Scheduling Tips and Tricks" with Keith Hill, considered one of the leading authorities in music scheduling, will offer helpful advice about music scheduling no matter what type of software is used. Keith Hill, The UnConsultant, has been successfully helping radio stations raise their ratings since 1992 when he teamed up with Moon Mullins of Pollack/Mullins Nashville as a consultant specializing in country. He now consults from his base in the Outer Banks of North Carolina and serves numerous formats, including 70s and adult contemporary as well as country, his specialty. Join him Monday, 12/15 at 2 PM CST.



Keith Hill

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

The Radio People Country WMJW/Cleveland, MS morning dude Jim Gregory is out.

Clear Channel Hot AC WKDD/Akron doesn't renew morning co-host Angela Bellios' contract.

The axe swings at CBS Classic Rock WTGB/Washington, DC and slices PD Lorrin Palagi.

Keith Kramer, formerly of Kramer & Twitch is now doing middays at Mid-West Family News/Talk WMAJ-AM/Springfield, IL.

Condolences to family and friends of KBRK-AM/Brookings, SD co-founder Gene Platek who passed this last Wednesday in Woodbury, SD at 90. Platek co-founded KBRK in 1955 and owned the station until 1986.

Jobs. Wanna be the next Eddie & JoBo? CD & R's to B96/Chicago's Todd Cavanah at cavanat@wbbm-fm.com...Sovereign City needs a Network Administrator for their growing company's tech requirements. A minimum 3-5 years of experience preferred. Send resume and cover letter to: jobs@sovcity.com...Bonneville Adult Hits WARH/St. Louis has an immediate opening for PD. Looking for a pro to lead this very successful, market leading behemoth. Rush all of your best to: akoeppel@bicstl.com...CBS News WBBM/Chicago is looking for

the best news anchor in the country. If you have a strong journalism background, an excellent writer with a personable delivery, send your best to: Ron Gleason, Director of News and Programming, WBBM Newsradio 780, 2 Prudential Plaza, Suite 1178, Chicago, IL 60601...Federated NT WOWO-AM/Ft. Wayne needed their next News Anchor yesterday! Do you have a strong work ethic and small ego? Do you remain calm during intense breaking news periods? If so, T&R's go to: dmandis@wowo.com...Regent/St. Cloud, MN is now accepting applicants for future FT and/or PT openings. Experience in Classic Rock, Rock, Country or AC and knowledge of Selector, AudioVault and Adobe Audition would be helpful. All your best in an email go to: baxter@1037theloon.com... All job listings in The TATTLER represent equal opportunities and are provided free of charge. To place an ad, send particulars to:mailto:tomk@main-st.net no later than Thursday evening for Friday publication. No calls unless otherwise specified.

