

35 YEARS OF THE TATTLER (1975-2009)

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The Conclave

Presents

The  
TATTLER

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

The Senate Judiciary Committee heard from the **MusicFirst Coalition** Wednesday. Grammy nominated **Sheila E.** and **Rounder Records** Co-founder **Marian Leighton** spoke on behalf of the coalition, arguing it's long overdue to enact a fair performance tax on radio. "We believe that being paid for one's work is a basic American right. Whether your workplace is an office, a classroom, a factory or a recording studio, every American worker deserves to be compensated for his or her labor. Any business that profits from another's work should share some of that profit," said Sheila E. **NAB** Joint Board Chair **Steve Newberry**, Pres./CEO of **Commonwealth Broadcasting Corp.** testified about the impact of a Performance Fee on radio. "It will be no surprise to anyone in this room when I say that radio stations across the country oppose the performance fee legislation we are considering here today. I believe this legislation will upend local radio broadcasting as you have always known it."

Is this what music radio is REALLY about? Consultant **Alan Burns** has released a study, which shows listeners to a typical AC or Top 40 station are more likely – by 15X! - to hear the station plug its website, texting or on-air contests than to hear an on-air comment about the music being played (the study was based on daytime hours of 20 stations in markets #10-100). According to Burns, 40.3% of breaks were devoted to contests, website or text-program mentions, and less than 3% of those breaks included comments about music other than mentions of title or artist...if the break even featured that information. According to Burns, "The typical station isn't embracing its music. No one wants to hear an air personality drone on about an artist, but what's missing is a sense of enthusiasm about the music, excitement over a great new song, or an interesting bit of information about an artist

the station plays. Why should the audience be passionate about a station's music if the station itself doesn't reflect any excitement or interest?" (The study is available at [www.burnsradio.com](http://www.burnsradio.com)).  
*Comment: Paradoxically speaking, would this study – if brought before Congress as the debate about performance royalties continues – help or hurt radio's chances of avoiding the payment of royalties to artists? – TK*

The **Radio Hall of Fame** welcomes their latest inductees November 7th in Chicago. Congratulations to the following: **Dial Global** and **Cox Radio** Talk WSB-AM/Atlanta talker **Neal Boortz**, **Barret "Dr. Demento" Hansen**, **Westwood One** Founder/Chairman **Norm Pattiz**, longtime Washington radio personality **Ed Walker** and former **Inner City Broadcasting** Urban WBLS/New York and syndicated host **Wendy Williams**. Those inducted posthumously are: **Philadelphia Phillies** voice **Harry Kalas**, Chicago broadcasting and writing legend **Studs Terkel** and Puerto Rico personality **Jose Miguel Agrelot**. Neal Boortz and Dr. Demento have graced the Conclave stage as keynoters.

**Aerosmith's Steven Tyler** was injured after falling from a stage during a concert at the **Sturgis Motorcycle Rally** this last week. Tyler, 61, "fell while entertaining the crowd by dancing around after the sound system failed during the song 'Love In an Elevator,'" said **Mike Sanborn**, spokesman for the **Buffalo Chip Campground**. "He put his stand down and twirled around and stepped backwards off the stage," Sanborn said. "He was good natured about it. He was in good spirits when he got in the helicopter. He was talking and joking with the physician." Tyler was flown by helicopter to an area hospital. He suffered minor head and neck injuries, as well as a shoulder injury, but it wasn't immediately clear how serious that was.

The **Nielsen Company** released further details about their upcoming radio ratings release and the word is that "the vast majority of markets where Nielsen plans to release radio ratings later this month are in line with government estimates of individuals living in cell phone-only households." Nielsen insists the acceptance rates for key demos were "significantly higher than targeted levels." "Effective radio measurement starts with a reliable sample, and Nielsen hit these samples right out of the ballpark," said Nielsen VP/Methodological Research **Dr. Michael Link**. "When our ratings are released later this month, they will be based on the most representative sample that the radio industry has ever seen."

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Miss the Learning Conference? Fear not! For the first time ever, the **Conclave** is now making key sessions from the just-completed 2009 Learning Conference available in MP3 form along with the more traditional CD format. These recordings are available for \$9.99 each as an MP3, or \$19.99 each in CD form. Sessions available for ordering include the following keynotes and special sessions: The **Jeff Haley** Keynote, The Awards Luncheon, The **Brian Jennings** Keynote, The **Chris Barron** (Spin Doctors!) Keynote Session, Is That Your Funnybone Or Are You Just Happy to Hear Me with **Pat Proft**, Humorist & Screenwriter with **Brian Kelly**. All Conclave College sessions are available, too - **Valorie Geller**: Never Lose A Listener! **Kipper McGee**: How Not To Self-Destruct Your Radio Station, Content Delivery: It's Not Just Radio Anymore. And every Promotion Summit session can be ordered, as well - You Call That An Event? Beyond The Card Table, NTR Ideas To Boost Station Revenues & Your Value To Your Station, It's Not In The Budget! How To Create Promotions That Drive Ratings When You Have No Marketing Dollars, and Turning The Bullhorn In - Help Craft Successful Promotions By Listening To Your Audience To Find Out What They Really Want. To order, visit [www.theconclave.com](http://www.theconclave.com) and download an order form. Or click on <http://www.theconclave.com/upload/2009mp3cdorderform.pdf>.

*Comment: The Conclave is pleased to offer these recordings in MP3 form for the first time. They're less expensive, and quicker to receive. If you missed the Learning Conference, or if you could not get to all the sessions offered, or if you want others inside your station/group to experience a session, these MP3/CD's are just the ticket to help fill in the blanks. - TK*

Iowa state regents voted Wednesday to demand the state's three largest public universities to reduce the size of the proposed budget cut at **Iowa Public Radio**. The three schools proposed a \$290k budget cut but the cut was a larger proportion of IPR's budget than cuts for other departments. **Robert Downer** proposed that "Institutional commitments should not be reduced below that of their percentage decrease in state appropriations," with the request passing by a 5-2 vote.

Last weekend, **Clear Channel** Talk KTLK-FM/Minneapolis stops talking on the weekends and plays Classic Rock, airing sweepers, voiced by their talkers saying they are "rockin' all weekend". The station returned to Talk during the week. It was unknown if the format adjustment was a 'one-off', or if the music will continue on weekends.

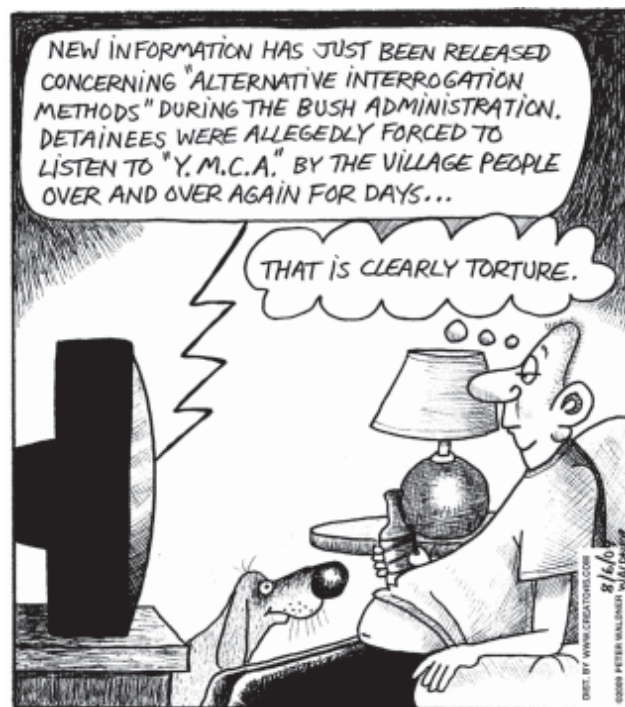
**Clear Channel**/Grand Forks, ND will continue as the flagship for the **U of ND** sports and **Fighting Sioux Sports Radio Network** under a new three-year deal with an additional one-year option.

Former **Meyer Communications** Talk KWTO-AM/Springfield, MO talker **Billy Long** has officially launched his campaign for Congress in Missouri's Seventh Congressional District.

**NRG Media** is exercising its option to officially acquire Talk KOIL-AM, Sports KOZN-AM, Talk KKAR-AM, Modern AC KQKQ, Regional Mexican KMMQ-AM, Country KBLR, Adult Hits KOOO and Top 40/Rhythmic KOPW/Omaha from **Waitt Omaha, LLC**, **JCM Broadcasting** and **Platte Broadcasting**. NRG has been operating these stations under an LMA since 2005. Waitt Media is a member of NRG.

**Western Edge Media** says it will not sign on Country KDXN/Dickinson, SD. The station was originally supposed to sign on in February after selling prepaid ad packages to 18 clients.

**Clear Channel**/Pittsburgh Dir./Operations **Alex Tear** is now the new OM for Clear Channel/Miami. Tear is also the acting MD for **iHeart Radio's** Hit National Channel. Tear replaces **Rod Phillips** who was upped to CC SVP/Programming.



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**Entercom** Hot AC KRSK/Portland PD and sister Variety Hits KYCH PD **Dan Persigehl** is now the PD for Entercom Country WDAF/Kansas City and Top 40 KKSJ. Dan replaces **John Cook**, who resigned last month for personal reasons.

**University of Missouri-Kansas City** noncomm NPR affiliate KCUR/Kansas City GM **Patricia Deal Cahill's** nomination to the board of directors of the **Corporation for Public Broadcasting** was approved by the **Senate Commerce Committee**. Cahill's nomination now moves to the full Senate, where approval is expected.

Noncommercial KIOS/Omaha (owned by the Omaha public school system) Station Manager **Keith Neisler** has joined **Eastern Kentucky University** noncommercial WEKU/Richmond, KY as PD,

**George McFly** will be doing nights for **Lincoln Financial Media** Country KYGO/Denver, starting Monday.

**Cliff Saunders**, former **Entercom** Sports WSSP-AM/Milwaukee host and **Sporting News Radio** and **CBS Radio** Sports WSCR-AM/Chicago anchor, joins **Bonneville** Sports WXOS/St. Louis as Sports Anchor on Monday.

**Regent** Rocker KZRV/St. Cloud PD/PM driver **Joey Hoops** is leaving to return to school full-time.

**Clear Channel** Top 40 WKQI/Detroit taps **Shannon Murphy** to succeed **Kyra Dillard** as co-host of "Mojo in the Morning."

**Sirius/XM** VP Country Programming **Jon Anthony** is leaving the company to be a partner and GM/PD of **Kenny Chesney's** new venture, [NoShoesRadio.com](http://NoShoesRadio.com). The two invented the format last summer when it was an XM channel.

**Radio One**/Cleveland cluster PD **Kim Johnson** has been shown the door.

**Envision Radio Networks** host **Steve Warren** will showcase Classic Country stars who teamed up to make a #1 hit with a free, two-hour "Workin' Together" radio show Labor Day weekend. Some of the performers include: **The Oak Ridge Boys**, **Statler Bros.**, **The Judds**, **The Gatlins**, **Forrester Sisters**, **The Bellamy Bros.**, and duets from **George and Tammy** and **Conway and Loretta**. For more details and to air the show, get in touch with **Matt Wardlaw** at 216.831.3761.

**Clear Channel** Talk KOA-AM/Denver evening talker "**Gunny Bob**" **Newman** is leaving the station to take a "leadership role with a counterterrorism and security organization in a region with an extreme terrorist infestation and growing crime problem."

Our deepest condolences to WNKS and WKQC/Charlotte OM **John Reynolds** and family on the passing of his mother, **Alice W. Reynolds**. She was 88.

Condolences to family and friends of former Wisconsin station owner **Ed Kramer** who died at 71 after a battle with Lou Gehrig's disease. Kramer owned WPDR-AM and WDDC/Portage, WI in 1974-2003 after starting WDUX-AM/Waupaca, WI.

Our sincerest condolences to the family and friends of independent promoter **Jeff McClusky** and his wife Jill. Jill's father, **Vernon Devries** passed at 86.

**NOTE: The TATTLER takes a one week break next week, returning to haunt you once again on Friday August 21!**

**Jobs. Cumulus/Sioux Falls** is seeking an accomplished Account Rep. It's also filling an opening for a Front Office/Traffic person. Resumes to Market Manager **Don Jacobs** at 5100 S. Tennis Lane, 57108...**Salem Communications/Twin Cities** is seeking an account rep. Call **Nic Anderson** at 651-289-4408 (<mailto:nicanderson@salemte.com>) for details...KQRQ/Rapid City is currently accepting applications for the position of afternoon drive announcer. Send your reasonably sized MP3's and resume to **Jim Kallas** at [jfk@dberadio.com](mailto:jfk@dberadio.com)...**NRG/Lincoln, NE** is searching for a FT Production and Creative Services Director. Rush your best to: [salbersen@broadcasthouse.com](mailto:salbersen@broadcasthouse.com)...**Steckline Communications/Garden City, KS** has a prime opening for a News/Talk PD and morning show host. T&R's to: [jnavarro@kgso.com](mailto:jnavarro@kgso.com)...**Duhamel Broadcasting** Classic Hits KQRQ/Rapid City, SD needs a PM driver. Your package goes to: [jfk@dberadio.com](mailto:jfk@dberadio.com)...**Regent** Active Rock KZRV/St. Cloud needs a PD with a Rock or Alternative programming background. All your best to: [mikedylan@gmail.com](mailto:mikedylan@gmail.com)...**Three Eagles** NT KFOR/Lincoln, NE is on the hunt for a PT/Reporter Anchor. Apply to: [csimon@threeeagles.com](mailto:csimon@threeeagles.com)...**New Rushmore Radio/Rapid City, SD** needs its next fearless leader among other things. The following are open: OpsMgr, PD, On-Air and PT. Interested? Send all you can to: [opportunities@newrushmoreradio.com](mailto:opportunities@newrushmoreradio.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@theconclave.com> no later than Thursday evening for Friday publication. No calls unless otherwise specified.

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## Spring Book 2009

### #148 Ann Arbor, MI

*Detroit radio dominates the market.*

Station	Format	Owner	Fall 08	Spr 09
WJR-AM	Talk	Citadel	8	9.5
WWWW-FM	Ctry	Clr Chnnl	5.2	5.8
WQKL-FM	AAA	Clr Chnnl	2.5	4.9
WKQI-FM	Top 40/M	Clr Chnnl	6.7	4.6
WJLB-FM	Urb	Clr Chnnl	4.6	3.4
WDMK-FM	Urb AC	Radio One	1.8	3.1
WDVD-FM	Hot AC	Citadel	1.8	2.8
WOMC-FM	Oldies	CBS Radio	2.1	2.8
WWJ-AM	News	CBS Radio	2.5	2.8
CIMX-FM	Alt	CTV	1.8	2.4
WAAM-AM	Talk	First	1.8	2.4
WXYT-FM	Sports	CBS Radio	2.5	2.4
WRIF-FM	ActRock	Grtr Media	3.4	2.1
WMUZ-FM	Chrstrn	Crawford	1.8	1.8
WNIC-FM	AC	Clr Chnnl	5.5	1.8
WVMV-FM	Sm Jazz	CBS Radio	2.8	1.8
WCSX-FM	ClsscRock	Grtr Media	1.8	1.5
WDRQ-FM	AdultHits	Citadel	2.1	1.5
WMGC-FM	AC	Grtr Media	0.9	1.5
WMXD-FM	Urb AC	Clr Chnnl	2.1	1.5
WYCD-FM	Ctry	CBS Radio	1.5	1.2
WDTW-FM	Ctry	Clr Chnnl	—	0.9
WTKA-AM	Sports	Clr Chnnl	1.8	0.9
CIDR-FM	AAA	CTV	0.6	0.6
WDTW-AM	Talk	Clr Chnnl	—	0.6
WIOT-FM	Rock	Clr Chnnl	0.6	0.6
WRVF-FM	AC	Clr Chnnl	0.9	0.6

### #135 Appleton-Oshkosh, WI

*Top 3 unchanged from the fall.*

Station	Format	Owner	Fall 08	Spr 09
WNCY-FM	Ctry	Midwest	12.7	11.6
WAPL-FM	Rock	Woodward	10.5	9
WIXX-FM	Top 40/M	Midwest	9.9	7.5
WVBO-FM	Oldies	Cumulus	7.5	6.4
WKSZ-FM	Top 40/M	Woodward	4.5	5.2
WHBY-AM	N/T	Woodward	4.3	4.9
WNAM-AM	Stnrds	Cumulus	3.6	4.3
WOZZ-FM	ClsscRock	Midwest	4.5	4.1
WPKR-FM	Ctry	Cumulus	3.9	3.9
WOGB-FM	Oldies	Cumulus	1.3	2.8
WQLH-FM	Hot AC	Cumulus	2.8	2.8
WTAQ-AM	N/T	Midwest	1.7	2.6
WROE-FM	AC	Midwest	2.6	2.4
WDUZ-FM	Sports	Clr Chnnl	2.4	2.1
WTMJ-AM	N/T	Journal	2.6	1.9
WWWX-FM	Alt	Cumulus	1.9	1.9
WOSH-AM	N/T	Cumulus	1.3	1.7
WZOR-FM	ActRock	Woodward	2.1	1.7
WECB-FM	AC	Woodward	1.3	1.1
WBJZ-FM	Top 40/M	Caxambas	0.4	0.6
WPKC-FM	Ctry	Cumulus	1.3	0.4
WZNN-FM	Alt	Cumulus	0.6	0.4

### #264 Battle Creek, MI

*T40 WKFR vaults into 1st.*

Station	Format	Owner	Fall 08	Spr 09
WKFR-FM	Top 40/M	Cumulus	14	16.5
WNWN-FM	Ctry	Midwest	18.2	15.8
WBCK-FM	Talk	Clr Chnnl	10.5	9.4
WRKR-FM	ClsscRock	Cumulus	8.4	9.4
WJXQ-FM	Rock	Rubber City	6.3	5.8
WVFM-FM	AC	Midwest	4.2	5
WBXX-FM	AC	Clr Chnnl	3.5	2.9
WVIC-FM	AC	Rubber City	2.8	2.2
WBCT-FM	Ctry	Clr Chnnl	2.1	1.4
WJIM-FM	Top 40/M	Citadel	1.4	1.4
WBBL-FM	Sports	Citadel	0.7	0.7
WBCK-AM	Ctry	Clr Chnnl	1.4	0.7
WBFN-FM	Chrstrn	Clr Chnnl	—	0.7
WFMK-FM	AC	Citadel	0.7	0.7
WITL-FM	Ctry	Citadel	0.7	0.7
WJR-AM	Talk	Citadel	0.7	0.7
WMMQ-FM	ClsscRock	Citadel	0.7	0.7
WOLY-AM	Religious	Chrstrn Fam	0.7	0.7
WOOD-FM	AC	Clr Chnnl	0.7	0.7
WWWW-FM	Ctry	Clr Chnnl	0.7	0.7

### #285 Bismarck, ND

*KQDY ties KMBR for country, market lead.*

Station	Format	Owner	Fall 08	Spr 09
KBMR-AM	Ctry	Clr Chnnl	13.1	12.5
KQDY-FM	Ctry	Clr Chnnl	9.8	12.5
KFYR-AM	Talk	Clr Chnnl	11.5	11.7
KACL-FM	Oldies	Cumulus	9	8.6
KSSS-FM	ClsscRock	Clr Chnnl	10.7	7.8
KKCT-FM	Top 40/M	Cumulus	5.7	6.3
KUSB-FM	Ctry	Cumulus	5.7	6.3
KBYZ-FM	ClsscRock	Cumulus	4.9	5.5
KYYY-FM	AC	Clr Chnnl	8.2	5.5
KKBO-FM	AdultHits	Conn.	—	3.1
KNDR-FM	Chrstrn	CenDakota	2.5	2.3
KXMR-AM	Sports	Clr Chnnl	2.5	1.6
KLXX-AM	Talk	Cumulus	1.6	0.8
KVOX-AM	Sports	Jingstad	—	0.8

### #241 Bloomington, IL

*Regent controls the marketplace.*


Station	Format	Owner	Fall 08	Spr 09
WBNQ-FM	Top 40/M	Regent	13.5	10.4
WBWN-FM	Ctry	Regent	10.3	9.7
WJBC-AM	N/T	Regent	9	8.4
WIHN-FM	ActRock	Conn.	5.8	6.5
WBBE-FM	AdultHits	Conn.	4.5	5.8
WRPW-FM	Talk	GtPlains	3.2	5.2
WVMG-FM	AC	Conn.	3.8	4.5
WYST-FM	Ctry	Great Plains	5.1	4.5
WLS-AM	Talk	Citadel	1.9	3.2
WGN-AM	N/T	Tribune	1.9	2.6
WWHP-FM	AAA	WMS1 Inc	1.9	2.6
WDQZ-FM	ClsscRock	GtPlains	3.2	1.9
WGLO-FM	ClsscRock	Regent	1.9	1.9
WSCR-AM	Sports	CBS	1.3	1.9
WGCY-FM	B/EZ	F & G	0.6	1.3
WPBG-FM	ClsscHits	Triad	1.3	1.3
WSWT-FM	AC	Triad	1.3	1.3
WTRX-FM	Oldies	Regent	1.9	1.3
WZPW-FM	Top 40/R	Regent	0.6	1.3
WCZQ-FM	Urb	Neuhoff	0.6	0.6
WIRL-AM	ClsscCtry	Triad	0.6	0.6
WIXO-FM	ActRock	Regent	0.6	0.6
WPEO-AM	ChrstrnTk	Pinebrook	0.6	0.6
WSOY-FM	Top 40/M	Neuhoff	0.6	0.6

### #129 Canton, OH

*N/T WHBC still on top, with real battle for second.*

Station	Format	Owner	Fall 08	Spr 09
WHBC-AM	News	NextMedia	8.4	7.8
WHBC-FM	Hot AC	NextMedia	5.5	6.8
WQXK-FM	Ctry	Cumulus	6.8	6.8
WDJQ-FM	Top 40/M	DA Peterson	5.3	6.1
WHOF-FM	AC	Clr Chnnl	6.8	5.5
WRQK-FM	Rock	Cumulus	5.5	5.5
WQMX-FM	Ctry	Rubber City	5.3	4.6
WHLO-AM	N/T	Clr Chnnl	3.7	3.6
WKDD-FM	Hot AC	Clr Chnnl	3.3	3.6
WNIR-FM	Talk	Media-Com	3.5	3.2
WONE-FM	Rock	Rubber City	4.2	3.2
WMJI-FM	ClsscHits	Clr Chnnl	2.2	2.7
WMMS-FM	Rock	Clr Chnnl	2	2.5
WAKS-FM	Top 40/M	Clr Chnnl	1.8	2.1
WNCX-FM	ClsscRock	CBS	0.9	1.9
WTAM-AM	N/T	Clr Chnnl	1.3	1.9
WFHM-FM	Chrstrn	Salem	1.5	1.7
WDPN-AM	AC	DA Peterson	1.8	1.5
WKNR-AM	Sports	Good Karma	0.9	1.3
WENZ-FM	Urb	Radio One	1.8	1.1
WMVX-FM	Hot AC	Clr Chnnl	—	1.1
WQKT-FM	Ctry	Dix	1.1	1.1
WZAK-FM	Urb AC	Radio One	1.8	1.1
WDOK-FM	AC	CBS Radio	0.7	0.8
WTUZ-FM	Ctry	WTUZ Inc	0.4	0.8
WYFM-FM	ClsscRock	Cumulus	1.1	0.8
WGAR-FM	Ctry	Clr Chnnl	—	0.6
WAKR-AM	Oldies	Rubber City	0.7	0.4
WEGW-FM	Rock	Clr Chnnl	—	0.4
WHOT-FM	Top 40/M	Cumulus	0.4	0.4
WNPQ-FM	Chrstrn	Tuscarawas	1.1	0.4
WNWV-FM	Sm Jazz	Elyria-Lorain	0.9	0.4
WQAL-FM	Hot AC	CBS Radio	—	0.4
WSOM-AM	Stnrds	Cumulus	0.9	0.4

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



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