

35 YEARS OF THE TATTLER (1975-2009)

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MAIN STREET

Presents

The Conclave

TATTLER

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Cartoons Suggested by Lenny Bronstein & Jay Philpott

**Northern Lights** application to build a new tower for Top 40/Rhythmic KTTB/Minneapolis has been rejected by the St. Louis Park, MN city council. The station wanted to build a 392-foot tower in the suburb at the site of **Salem** Talk WWTC-AM and KYCR-AM/Minneapolis and the change their city of license from out of town Glencoe to first tier-suburb Edina. St. Louis Park resident and former **Clear Channel**/Minneapolis AE (she was among last week's layoffs) **Claire Christison** helped lead the opposition to the tower move.

**FCC** Commissioner **Robert McDowell** is against reissuing the "Fairness Doctrine" and criticized the possible revival as a bureaucratic problem. McDowell went on to say that, "While intending to build a shield against hostile political ideas, the FCC also created a political weapon." McDowell also said, "History proves that abuses of power brought forth by the Doctrine are not partisan. Both right-leaning and left-leaning broadcasters have been attacked and intimidated. With that in mind, if the Doctrine is reimposed in any form, how do we know that it will not be used to silence political adversaries?" "(O)lder generation people, some of whom are now in charge of policy-making, are still thinking in Old World and Old Media terms. What they don't understand is that the media market place has passed them by and the factual basis for a Doctrine restoration does not exist." *Comment: We're really quite unsure where all this 'Fairness Doctrine' stuff is originating, but it sure gives talk radio - particularly conservative talk radio - a banner to wave. - TK*

In addition, **Commissioner McDowell** has sent a letter to acting FCC chairman **Michael Copps**, asking for a "thorough operational, financial and ethics audit of the Commission and its related entities." McDowell also recommends the commission accept public comment, while allowing commission staff and their

employees the option to comment anonymously. McDowell says they need the ideas to clean house, adding, "I am not suggesting that we make change for the sake of change. After all, we agree that the agency needs to be flexible and must be responsive to its myriad stakeholders, most importantly American consumers. There are, however, steps we likely would want to implement to increase our efficiency." He also wrote he would like to see the commission set the dates for its open meetings for the remainder of 2009 and provide at least six months notice for meetings in 2010 and beyond.

"You can't just listen to **Rush Limbaugh** and get things done," **President Obama** said to Congressional leaders. "There are big things that unify Republicans and Democrats. We shouldn't let partisan politics derail what are very important things that need to get done." Guess who wasn't happy about that? Rush responded, saying, "One prong of the Great Unifier's plan is to isolate elected Republicans from their voters and supporters by making the argument about me and not about his plan. He is hoping that these Republicans will also publicly denounce me and thus marginalize me...To make the argument about me instead of his plan makes sense from his perspective...If I can be made to serve as a distraction, then there is that much less time debating the merits of this Trillion dollar debacle." *Comment - We don't know how close the President is to Rush, but he certainly handed the talker a huge gift this week with his widely quoted jab. We hope Limbaugh reciprocates and sends him something real nice on his birthday! - TK*

Remember last week when **Citadel** Talk WLS-AM offered former Illinois Gov. **Rod Blagojevich** a weekend show if he resigned? Well, now crosstown **Tribune** Talk WGN-AM has offered the newly impeached Gov. and his wife the currently vacant weekday slot of 1-4p CT. WGN PD **Kevin Metheny** read a statement on the air Friday, saying, "On numerous occasions we've been impressed by the mastery of public policy, newshound-like familiarity with the events of the day, and remarkable facility with banter displayed by Governor Rod Blagojevich. WGN Radio offers the 1-4pm weekday afternoon opening to the team of The Governor and the First Lady." He concluded, "We're serious." He may have to be. Blagojevich is now a 'free agent', having lost his government gig yesterday!



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PHONE/FAX: 952.927.HITS (4487)/927-6427 Publisher: Tom Kay at [tomk@main-st.net](mailto:tomk@main-st.net) Web: [www.main-st.net](http://www.main-st.net)



The **Mentoring and Inspiring Women in Radio (MIW) Group** and the **Radio Advertising Bureau (RAB)** will award the first annual **Trailblazers Award to Radio & Records Publisher Erica Farber** during RAB 2009. The new honor will be presented to women who “blazed new trails” for women in the radio industry. The Conclave congratulates Erica on the honor (and for those keeping score at home, Erica received the Conclave’s Rockwell Award in 2007)!

*Conclave rumor #1: A sighting of Haley’s “Comment”??*

**Entercom** is now in a corporate-wide wage freeze due to the current economic crisis. How the freeze will be implemented company-wide has yet to be heard, but Entercom’s executive officers have already agreed to waive their 2009 salary increases. Entercom’s Q3 net revenues fell 6% to \$115.6 million, from \$122.9 million a year earlier. Station operating income (SOI) dropped even more — down 15% to \$44.2 million, while free cash flow decreased 2% to \$280 million. In December, Entercom was also threatened with being delisted from the **NYSE**. The company had six months to bring its share price back up over a dollar.

**Salem** is cutting current employee salaries by 5% and top execs by 10%. The cuts only affect base pay. Employees learned of the cuts Tuesday; the cuts go into effect 2/1/09.

**University of Iowa** color commentator **Ed Podolak** has entered treatment, “apparently alcohol related,” according to the **Des Moines Register**. Podolak recently announced his retirement in the wake of pictures on a website that showed the former Hawkeye, pro football player and 27-year Hawkeye radio analyst appearing drunk and looking down a women’s shirt.

**Bonneville Sports WXOS/St. Louis** will air special programming in February to honor of Black History Month. WXOS will feature African-American athletes, their legacy and their contributions to the history of sports. The show will air Sundays, 10a-Noon CT and be hosted by **St Louis American** Editor **Alvin Reid** and the station’s **Brian Stull** and will feature the 10 most influential African-Americans in sports history.

Rock radio consulting firm **Jacobs Media** launched a new site for out of work Rock/Classic Rock/Alternative DJ’s. Are you “Ready to Rock?” Check out the site at <http://www.jacobsmedia.com/readytorock/>.

**ABC Radio Networks** has grabbed Grammy award-winning singer and morning radio host **Brian McKnight** for a syndicated evening show. **Emmis** Urban AC WRKS/New York was the first to sign up.

Check out the front page of this week’s *TATTLE* for details on an exciting, and ultra-relevant webinar series beginning in February!

**Sirius XM’s Cousin Brucie Morrow** will host a special edition of his “Cousin Brucie’s Saturday Rock & Roll Party” from the “50 Winters Later” concert at the Surf Ballroom in Clear Lake, IA. The show will commemorate the anniversary of “The Day the Music Died.” It’s been 50 years since the plane crash took the lives of **Buddy Holly, Ritchie Valens** and **The Big Bopper**. Brucie’s show will air live Saturday (1/31) at 7p CT on 60’s on 6 and will repeat Monday (2/2) at 5p CT on 50’s on 5.

**Tribune Co.** has a favorite bidder for the **Chicago Cubs, Wrigley Field** and 15% of **Comcast Sportsnet** Chicago and it’s the billionaire **Ricketts** family. \$900 million got the job done. A record price for a baseball team, exceeding the \$700 million paid for the **Boston Red Sox** in 2002. The Ricketts family-founded discount stock brokerage - now called **TD Ameritrade** - and its patriarch **J. Joe Ricketts** is worth \$1.2 billion according to Forbes.

It looks like a tried & true promotion still works! **Clear Channel** Top 40 KDWB/Minneapolis is all over the air “apologizing” profusely for what morning man **Dave Ryan** ostensibly said regarding a suburban high school dance team. KDWB’s **Rob Morris’** apology? “I would like to apologize to the students and staff of Fridley High School for remarks made this week on *The Dave Ryan In The Morning Show*. KDWB recognizes that Fridley is an excellent high school with outstanding students and staff. The Dave Ryan In The Morning Show recognizes their error in judgment and that remarks such as these are unacceptable. Thank you very much for listening to 101.3 KDWB.” Need an attention-getter for your morning (or evening) show? Follow KDWB’s lead! (Here’s a twist you can add to this promo. If your talent is scheduled for a day/days off, not only ‘apologize’ but publicly ‘suspend’ the talent. If you play your cards right, the apology PLUS the absence of the jock may attract the local newspaper or a more gullible TV reporter to pick up on the story, giving you nice, FREE publicity!)

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Congrats to **Greater Media** President/CEO **Peter Smythe** on his just-announced **Broadcaster's Foundation of America's Golden Mike Award**, to be presented on 2/23 in New York!

**TM Studios** Pres. **David Graupner** announced his retirement from the division of **Triton Radio Networks** and **Dial Global**. VP/GM **Chris Long** assumes the duties.

**Saga** Classic Hits WODB/Columbus, OH flipped to Hot AC as "The New Mix 107.9". While **Dispatch/RadioHio** Hot AC WBNS-FM (Mix 97.1)/Columbus flipped to simulcast sister Sports WBNS-AM/

**Cincinnati Public Radio** is taking operation of noncomm WMUB/Oxford, OH from **Miami University of Ohio**.

The board of **North Indiana Public Radio** has voted to sell three of its Classical stations, WBNO/Roanoke-Ft. Wayne, WCKZ/Orland-Angola, IN and translator W240BF/Fort Wayne.

**NRG Media/Rhineland**, WI cluster News Director **John Burton** exits after 14 years. NRG Classic Rock WRLO morning host **Nick Summers** is also out the door.

The **Country Music Association** announces music industry vet **Dan Bowen** has joined the company as VP/Strategic Marketing and Communications.

**Tribune Company** appoints **Don Meek** President/National Media Sales for interactive and publishing.

Former **Journal** Talk WTMJ-AM/Milwaukee PD **Tom Parker** lands across town at **Entercom** Sports WSSP-AM as PD.

**Cox Radio/Greenville** VP/GM **Steve Sinicropi** has been elected to the **South Carolina Broadcasters Association** Board of Directors.

**Clear Channel** News/Talk KTLK/Minneapolis PT producer **Dan "Stan" Pagel** has been let go.

**Clear Channel/Raleigh** OM **Chris Shebel** has assumed programming duties for Country WRDU. He also programs sister station Rhythmic AC WKSL.

Former **CBS Radio** Talk WCCO-AM/Minneapolis overnight host **Al Malmberg** has been filling in this week on crosstown rival

**Hubbard** Talk KSTP-AM. Station officials say Al's stay at the station won't be permanent, but he'll stay on the air until a replacement for **Tommy Mischke**, the station's longtime midday talent who was pink-slipped earlier this month, can be found.

**Radio Fargo-Moorhead** Top 40 WDAY-FM/Fargo PD **Troy Dayton** exits after 7 years. Reach out to Troy at [troy@sonictremormedia.com](mailto:troy@sonictremormedia.com) or at 701.306.2836.

Jobs. **Entercom** Hot AC KKSJ/Kansas City is looking for an APD/MD/Middays. Rush your best to [jcook@entercom.com](mailto:jcook@entercom.com)...**Gapwest**/Bozeman, MT is looking for their next morning show star. Are you conversational, relatable and open? Send T&R to [petehanson@gapbroadcasting.com](mailto:petehanson@gapbroadcasting.com)...**North Iowa Broadcasting**/Charles City, IA needs a Marketing Consultant. Are you goal oriented, well organized and have great people skills? Cover letter and resume should go directly to: [chrisber@northiowabroadcasting.com](mailto:chrisber@northiowabroadcasting.com)...**Great Plains Media**/Bloomington, IL needs a focused Market Manager/GSM. Must be able to train, lead, hire and motivate the sales staff. Your resume goes to: [jzimmer001@charter.net](mailto:jzimmer001@charter.net)...**Gapwest**/Casper, WY is on the hunt for a Digital Marketing Specialist for all interactive sales. Send your best to: [bobprice@gapbroadcasting.com](mailto:bobprice@gapbroadcasting.com)...**Lincoln Financial** Rhythmic CHR KQKS/Denver is looking for a Programming Assistant with on-air abilities. Email resumes to: [Jkage@KS1075.com](mailto:Jkage@KS1075.com)...**Clear Channel Radio/Minneapolis** seeks a full-time Promotions Coordinator. This position is responsible for assisting the Promotions Director with day-to-day events, organizing and executing promotional events and maintaining and organizing on-going promotional contests and files. Must be organized, self-



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## Fall Book 2008

### Ann Arbor, MI (#148)

*Detroit wins again in Ann Arbor*

Station	Format	Owner	Spr	Fall
WJR-AM	Talk	Citadel	7.5	8
WKQI-FM	T40	ClrChnnl	4.5	6.7
WNIC-FM	AC	ClrChnnl	2.1	5.5
WWWW-FM		Ctry	Cumul.	6.3
5.2				
WJLB-FM	Urb	ClrChnnl	2.4	4.6
WRIF-FM	ActRock	GrtrMedia	6.3	3.4
WVMV-FM	SmJazz	CBS	1.5	2.8
WQKL-FM	AAA	Cumul.	3	2.5
WWJ-AM	News	CBS	1.8	2.5
WXYT-FM	Sports	CBS	2.4	2.5
WDRQ-FM	AdultHits	Citadel	2.4	2.1
WMXD-FM	UrbAC	ClrChnnl	1.5	2.1
WOMC-FM	Oldies	CBS	2.4	2.1
CIMX-FM	Alt	CTV	3	1.8
WAAM-AM	N/T	FirstCo.	0.9	1.8
WCSX-FM	ClsscRock	GrtrMedia	1.5	1.8
WDMK-FM	UrbAC	RadioOne	1.8	1.8
WDVD-FM	HotAC	Citadel	3.3	1.8
WMUZ-FM	ChrstnAC	Crawford	1.2	1.8
WTKA-AM	Sports	Cumul.	1.5	1.8
WYCD-FM	Ctry	CBS	2.7	1.5
WLBY-AM	Talk	Cumul.	0	0.9
WMGC-FM	AC	GrtrMedia	1.8	0.9
WRVF-FM	AC	ClrChnnl	0	0.9
CIDR-FM	AAA	CTV	0	0.6
WDEO-AM	Rel.	AveMarie	0.6	0.6
WDFN-AM	Sports	ClrChnnl	1.2	0.6
WGPR-FM	UrbAC	Masons	0.6	0.6
WHTD-FM	Urb	RadioOne	0.9	0.6
WIOT-FM	Rock	ClrChnnl	0.6	0.6
WXYT-AM	Sports	CBS	0	0.6

### Terre Haute, IN (#209)

*Now, it's a 2 horse race...sort of.*

Station	Format	Owner	Spr	Fall
WTHI-FM	Ctry	Emmis	23.7	24.2
WMGI-FM	T40	MidwC	8.8	12.6
WWVR-FM	ClsscRock	Emmis	7.2	6.3
WAXI-FM	Stnrds	Xrds	3.6	4.3
WINH-FM	Ctry	MidwC	6.2	4.3
WWSY-FM	AdultHits	MidwC	4.1	3.4
WMMC-FM	AC	JDL	4.1	2.9
WBOW-FM	AC	Xrds	3.1	2.4
WCBH-FM	T40	Cromwell	3.1	1.9
WSDM-FM	Oldies	Xrds	2.6	1.9
WBOW-AM/				
WSDX-AM	Sports	Xrds	1	1
WPRS-AM	Oldies	MidwC	0.5	1
WQTY-FM	Ctry	Original	1.5	1
WFMS-FM	Ctry	Cumul.	0	0.5
WFNI-AM	Sports	Emmis	0	0.5
WLS-AM	N/T	Citadel	1	0.5
WNDI-FM	Ctry	JTM	1.5	0.5

### Champaign, IL (#220)

*AC WHMS tightens the race.*

Station	Format	Owner	Spr	Fall
WDWS-AM	N/T	DWS	11.1	10.8
WHMS-FM	AC	DWS	6.4	8.1
WCZQ-FM	Rhythm.	Joyner	8.5	4.3
WLS-AM	N/T	Citadel	2.1	3.2
WGKC-FM	ClsscRock	RadioStar	2.6	2.7
WQQB-FM	CHR/Pop	RadioStar	3.7	2.7
WGN-AM	N/T	Tribune	1.6	1.6
WEVX-FM/				
WEBX-FM	ActRock	RadioStar	1.1	1.1
WSOY-FM	T40	Joyner	1.1	1.1
WBBM-AM	News	CBS	0.5	0.5
WINH-FM	Ctry	MidwC	0.5	0.5
WSCR-AM	Sports	CBS	0.5	0.5

### Battle Creek, MI (#265)

*T40 WKFR comes within 5 of the leader.*

Station	Format	Owner	Spr	Fall
WNWN-FM	Ctry	MidwC	20.6	18.2
WKFR-FM	T40	Cumul.	12.5	14
WBCK-FM	N/T	ClrChnnl	11	10.5
WRKR-FM	ClsscRock	Cumul.	6.6	8.4
WJXQ-FM	ActRock	RubCity	5.9	6.3
WVFM-FM	AC	MidwC	2.9	4.2
WBXX-FM	AC	Cumul.	2.9	3.5
WVIC-FM	SoftAC	RubCity	2.9	2.8
WBCT-FM	Ctry	ClrChnnl	2.9	2.1
WBCK-AM	Ctry	ClrChnnl	1.5	1.4
WJIM-FM	T40	Citadel	1.5	1.4
WFMK-FM	AC	Citadel	0.7	0.7
WITL-FM	Ctry	Citadel	1.5	0.7
WJR-AM	Talk	Citadel	0	0.7
WKLQ-FM	ActRock	Citadel	0	0.7
WMMQ-FM	ClsscRock	Citadel	0.7	0.7
WOLY-AM	ChrstnTalk	CFNet	0	0.7
WOOD-FM	AC	ClrChnnl	0.7	0.7
WWWW-FM	Ctry	Cumul.	0	0.7

### Decatur, IL (#283)

*Intriguing, 3-way tie for first.*

Station	Format	Owner	Spr	Fall
WDZQ-FM	Ctry	Joyner	9.9	9.5
WSOY-AM	N/T	Joyner	10.9	9.5
WSOY-FM	T40	Joyner	9.9	9.5
WDKR-FM	Oldies	MEBurns	6.9	5.7
WYDS-FM	T40	Cromwell	5.9	5.7
WCZQ-FM	Rhythm.	Joyner	3	4.8
WEJT-FM	AC	Cromwell	4	4.8
WZNX-FM	ActRock	Cromwell	4	4.8
WZUS-FM	Ctry	Cromwell	3	2.9
WFMB-FM	Ctry	Neuhoff	2	1.9
WHOW-FM	SoftAC	Kaskaskia	1	1.9
WQLZ-FM	ActRock	MidWstF	1	1.9
WXFM-FM	AC	MEBurns	3	1.9
WABZ-FM	AdultHits	Citadel	1	1
WDBR-FM	T40	Saga	0	1
WDZ-AM	UrbAC	Joyner	5	1
WGN-AM	N/T	Tribune	1	1
WLRW-FM	HotAC	Saga	1	1
WQQL-FM	Oldies	Saga	1	1
WXAJ-FM	CHR/Pop	Neuhoff	1	1

### Quad Cities, IA-IL (#146)

*The real battle here is for spot #2.*

Station	Format	Owner	Spr	Fall
WLLR-FM	Ctry	ClrChnnl	18.8	15.9
WOC-AM	N/T	ClrChnnl	5.9	9.5
WXLP-FM	ActRock	Cumul.	9.9	8.4
KMXG-FM	AC	ClrChnnl	7.3	7.8
KBEA-FM	T40	Cumul.	6.7	7.5
KBOB-FM	ClsscCtry	Cumul.	4.8	6.6
KCQQ-FM	ClsscHits	ClrChnnl	6.5	4.9
KUUL-FM	Oldies	ClrChnnl	5.6	4
KQCS-FM	HotAC	Cumul.	1.6	2.6
WGN-AM	N/T	Tribune	1.6	1.7
WYEC-FM	AC	Viriden	1.1	1.4
WFXN-AM	Sports	ClrChnnl	1.3	1.2
WMT-AM	N/T	ClrChnnl	1.1	1.2
WJRE-FM	HotAC	Viriden	0	0.9
WKEI-AM	N/T	Viriden	0.8	0.9
KJOC-AM	N/T	Cumul.	1.6	0.6
WKBF-AM	ClsscCtry	QCMed	0	0.6
WRMJ-FM	Ctry	Hoscheidt	0	0.6

### Rockford, IL (#149)

*T40 WZOK, Country WXXQ in a virtual dead heat.*

Station	Format	Owner	Spr	Fall
WZOK-FM	T40	Cumul.	15.8	11.9
WXXQ-FM	Ctry	Cumul.	11.7	11.7
WGFB-FM	AC	Maverick	5.1	7.6
WGN-AM	N/T	Tribune	5.9	6.5
WXRX-FM	Rock	Maverick	6.9	6.5
WRTB-FM	AdultHits	Maverick	7.1	5.7
WYRB-FM	UrbAC	Crawford	3.3	5.1
WNTA-AM	Other	Maverick	3.3	3.5
WROK-AM	N/T	Cumul.	2.3	3
WKGL-FM	Oldies	Cumul.	4.8	2.7
WBBM-AM	News	CBS	2	1.9
WLEY-FM	RegMex	SBS	1	1.9
WQFL-FM	ChrstnCHR	1st/God	1.8	1.9
WSCR-AM	Sports	CBS	2.5	1.9
WLS-AM	N/T	Citadel	1.3	1.6
WSJY-FM	AC	NRGMedia	1	1.4
WZEE-FM	T40	ClrChnnl	2.5	1.4
WJVL-FM	Ctry	Bliss	0.8	1.1
WGEZ-AM	Oldies	PoINatIAI	0	0.5
WJJO-FM	ActRock	MidWstF	0.8	0.5
WSEY-FM	Oldies	NRGMedia	0	0.5
WSQR-AM	Stnrds	NelsonEnt.	0	0.5

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


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