

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

A syndicated financial talk show host whose program aired on the shortwave **Worldwide Christian Radio Network** and **Hubbard** Talk KSTP-AM/St. Paul is being investigated for running a Ponzi scheme. Investors in **Pat Kiley's** investment programs have filed suit to try and get their money back. Investors are being told that their money was in a Swiss firm that has gone bankrupt, but the accounts never existed. Instead the money was pocketed by Kiley and Associates and used to pay off old debts while living lavishly. Kiley and his brothers are all former radio personalities.

Would that be the front or back pocket? A radio spot for Adult Hits WNTR (107.9 The Track)/Indianapolis featuring **Indianapolis** Mayor **Greg Ballard** has caused a stir in Indy. They mayor is featured in a spot promoting the station's three-hour commercial-free format. In it, the station declares "We've got all the politicians in our back pocket." And that line has led some to call the spot inappropriate, not just because of the message but because flipping the station's format eliminated on-air jobs. Said the county's Democratic chairperson, **Ed Treacy**: "Well, obviously, if he's doing their free advertising, he must be in somebody's pocket." To which, Dir. Operations/Programming **Scott Sands** replied, "The lead story on (local television) was 'Radio Spot Voiced by Mayor Under Fire!' Yes, believe it or not, the mayor's proclamation that 9a-Noon is commercial free on 107.9 The Track is receiving criticism from his Democratic opponents. We're sorry for the inconvenience this has caused the Mayor — but ... WOW! We could not have paid for a better two minute spot during three newscasts."

**Ed Schultz** announced he is dropping the 8-9a hour on his daily, local show on Country-Talk KQLX-FM/Fargo. Schultz is nationally syndicated through **Dial Global**. Ed blamed time constraints. KQLX is in the process of being sold by **Terry Loomis** to **Scott Hennen's Great Plains Integrated** which is dropping Schultz' syndicated show and a simulcast of his MSNBC "The Ed Show" and going back to all country.

A sad story to report in Detroit: Baseball broadcasting Hall of Famer **Ernie Harwell** told the *Detroit Free Press* this week, that he has been diagnosed with incurable bile duct cancer. The 91-year-old former voice of the **Detroit Tigers** has chosen not to receive treatment or surgery. Said Harwell, "We don't know how long this lasts. It could be a year, it could be much less than a year, much less than a half a year. Who knows? Whatever's in store, I'm ready for a new adventure. That's the way I look at it." *Comment: Harwell represents all that is good in baseball and broadcasting, and we wish him Godspeed as he slides headfirst into this daunting challenge. - TK*

In spite of reports to the contrary, **Sam Zell** could survive the **Tribune Co.'s** bankruptcy to continue running the company. According to anonymous sources, "Major creditors have not yet given a clear indication whether they want Mr. Zell to leave or remain in some capacity." Zell hasn't been talking but did in a previous memo from COO **Randy Michaels** to staff that said top management will remain in place. Tribune owns Talk WGN-AM/Chicago.

**Tim Convy's** band **Ludo** is a national act that got their start on **Emmis** Alternative KPNT/St. Louis. That support is giving the artist second thoughts about supporting the **Performance Rights Act**. "Normally, I'm on the same side as **Tony Bennett**, but I'm not sure on this one. Everyone is hurting, particularly in our business. Everyone is going to each other for money and no one has it." Tim doesn't question his relationship with Radio's KPNT, though. "They've been great to us." **Emmis's John Beck** said record companies beg his stations to play their music every day. He adds, "Its crazy that now they will be begging for airplay while collecting a hefty royalty fee."

Author, radio host and money management guru **Dave Ramsey** will keynote **CRS-41**. CRS-41 will be February 24-26th in Nashville. For more info on CRB and CRS, call 615-327-4487 or go to: [www.crb.org](http://www.crb.org).

the Conclave Webinars

You've Got A Database! Now What?

Every radio station has a database, but what are you doing with it? Ruth Presslaff of Presslaff Interactive will provide tips and case studies on database building, with a particular focus on how to use the data to impact ratings and revenue. Presslaff has an extensive radio background, ranging from on-air work in New Orleans to senior and management experience at United Stations and Arbitron. Ruth is a sought-after speaker, and has spoken at Word of Mouth Marketing Association, NAB, IMA Public Broadcasting Conference, RAB, Broadcast Promotion and Marketing Expo, and CRS. This webinar is sponsored by **Envision Radio Networks** and **Presslaff Interactive Revenue!**



Ruth Presslaff

Conclave Webinar!  
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Every radio station has a database. But how can a station mine that database to impact listening while building revenues?

**Ruth Presslaff** of **Presslaff Interactive Revenue** will provide tips and case studies on database building - with a particular focus on how to use the data to create appointment listening and drive revenue - in the next Conclave webinar, **"You've Got A Database! Now What?"** The 90-minute webinar (including Q&A) will be presented on Wednesday, September 16<sup>th</sup> at 3P EDT/2P CDT, sponsored by **Envision Radio Networks** and **Presslaff Interactive Revenue**. As always, Conclave webinars are free, but preregistration is required by clicking on <https://www1.gotomeeting.com/register/950623024>. As participants will learn on the webinar, Ruth Presslaff is on a mission to show broadcasters that there's a goldmine of opportunity in their audience databases. Her company, **Presslaff Interactive Revenue** thrives at the crossroad of marketing and technology. Started in 1988, PIR (originally The Media Gallery, Inc.) combines proprietary state of the art technology with experienced marketing and sales practices. **Dat-e Base<sup>sm</sup>** Email & Text Marketing software, used by over 750 radio and television stations throughout the U.S. and Canada, exists to help broadcasters identify and learn about their loyal listeners and viewers in order to better serve their audience and advertising clients. Presslaff has an extensive radio background, ranging from on-air work in New Orleans to senior management experience at the United Stations Radio Network and Arbitron. She started PIR close to 20 years ago and is a sought-after speaker on the programming, marketing and sales benefits of interactive technology and database marketing. *Comment: Here's a tip that could make any programmer a fast friend in their sales department, and one that will bring a smile to your GM's face. Let your SM know about this webinar, and invite them to participate. Ruth will impart money-making tips that any station in any market will be able to utilize. You can't beat the price for this important learning opportunity - FREE - and that's something the boss will love!* - TK

According to the **Nielsen Company**, ad spending is down 15.4% in the US in only the first half of 2009 to \$56.9 billion. Nielsen said only cable TV's ad spending increased. Network radio is showing a 7% year-to-year decline while spot radio is down 9.1%. The internet is down 1%, network TV is down 7%, syndication TV down 11.5%, local newspapers down

13.2% with outdoor also dipping 14.9%. Automotive is still the top ad category despite a 31.4% drop to \$3.68 billion. Quick service restaurants spent 5.1% more to rise to second place, just ahead of pharmaceuticals which itself is down 11.3%.

*Comment: Figures like these do not bode well as the industry heads into the 4<sup>th</sup> quarter - a quarter that traditionally has determined the overall fiscal health of radio. Let's hope the turnaround that so many say is around the corner - is REALLY just around THIS corner.* - TK

Milwaukee is forming a new chapter of the **American Women in Radio and Television**. Milwaukee is the 23<sup>rd</sup> largest city by population in the US and has more than 30 TV and radio stations. AWRT Pres. **Maria Brennan** says, "This strengthens AWRT in its mission to advance the impact of women in the media by placing a chapter in our North Central Area." For more information about AWRT's more than 25 chapters, please visit [www.awrt.org](http://www.awrt.org) or call 703-506-3290.

**VirtualNewsCenter** inks two **Crain Media** clusters in Arkansas for its custom news reports. That makes 25 markets for the syndicated news channel. VirtualNewsCenter has been providing free coverage of the Los Angeles wildfires. VirtualNewsCenter was a sponsor of the recent **Kipper McGee** Conclave Webinar. Get in touch with VirtualNewsCenter VP/Affiliate Relations **Joel Dearing** at 866-951-6397, ext. 301.

Here's a programming tip from longtime **TATTLE** reader, **Don Anger**: "A great friend of mine - **Al Neff** - who did many years of St. Cloud radio (KVSC, 98 Country, WVAL, WHMH) now resides in Denver, CO. He is a professor there, but he also produces a wonderful program called 'Into The Music.' It is a great show for music buffs, very reminiscent of Jim Ladd's 'Innerview' back in the late 70's/early 80's. Check it out at <http://www.intothemusic.com>. This month, he'll feature the life, times and music of **Janis Joplin**, **Stevie Wonder**, **The Kinks**, and **The Police**. If anyone would like a sample of the show, just phone Al at 303-378-9874, and he'll happily oblige!"

**Midwest Communications** Talk WSAU-AM/Wausau is launching a simulcast on sister Adult Hits WIZD/Stevens Point-Wisconsin Rapids effective September 9th. WIZD will continue on its own simulcast partner, WOFM/Mosinee, WI-W275AC/Wausau, at 94.7 and 102.9.

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**Clear Channel** Sports WDFN-AM/Detroit returns to local programming. The station originally dumped local talent in the Clear Channel cuts of January, basically giving up sports talk to rival **CBS** Sports WXYT-AM-FM. Not anymore. WDFN-AM is bringing back former midday host **Sean Baligian** for 7-10a while adding **Fox** O&O WJBK-TV sports reporter **Ryan Ermanni** for 10a-noon while pairing **Detroit Free Press** columnist **Drew Sharp** and **Matt Shephard** for 2-6p. **ESPN's Colin Cowherd** will air from noon-2p with sportswriter **Tom Kowalski** providing news and commentary.

**Clear Channel** has flipped "Fox Country" WDTW/Detroit to Rhythmic AC "The Beat."

**Bonneville** Sports WXOS/St. Louis adds a weekly show starring **University of Missouri** football coach **Gary Pinkel**. "Tiger Talk" airs Tuesdays during **Bernie Miklasz's** show and will cover all things Mizzou football.

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*

**CHUM Ltd** Alternative CIMX/Detroit Promo Assistant **James Campbell** is leaving at the end of the month for Phoenix.

**Corus** Rocker CJKR/Winnipeg announces a new Morning show with **David Wheeler** that will debut Labor Day. Wheelers sidekicks include afternoon man **Phil "Philly" Aubrey** and **Rena**.

**Peak Broadcasting** Talk KIDO-AM/Boise signs former **CBS** Talk KDKA-AM/Pittsburgh host **Kevin Miller** for mornings. Miller replaces "AM Idaho" with **Dave Burnett** and **Brian Holmes**. Burnett remains as PD.

**Radio One/Cincinnati** OM **Terrence "BT" Bibb** exits.

**Ron Jones** is the new PD at **Detroit Public Radio** noncommercial WDET/**Detroit**. He had been **Chicago Public Radio's** noncommercial WBEZ/Chicago VP/Programming.

**Cumulus** Rock WRQQ/Nashville says goodbye to PD **Aaron Roberts** because of a budget shortage. Roberts also recently gave up PD stripes to sister Sports WNFN when they flipped to Top 40. Aaron is a former Conclave Scholarship recipient and Brown College grad. Reach out at: 615-636-4374 or at: [aarbrts@aol.com](mailto:aarbrts@aol.com).

Condolences to family and friends of former KMOX-AM/St. Louis News Director and host **Jim White** who passed at 73 from complications from surgery. White, the "Big Bumper" started with KMOX in 1969 as Assistant News Director and was later the 10a-2p host before retiring in 1999.

Condolences to family and friends of former **Gavin** Country Editor **Elma Greer**, who passed away recently.

Condolences to family and friends of former major league second baseman and longtime St. Louis and Kansas City baseball broadcaster **Buddy Blattner**, who died of complications from lung cancer in his Missouri home at 89.

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

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)

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## Spring Book 2009

### #266 Grand Island-Kearney, NE

*Rock KROR finishes strong.*

Station	Format	Owner	Spr 08	Spr 09
KQKY-FM	Top 40/MNRG		11.2	10.5
KRGI-FM	Ctry	GI Family	12.4	9.2
KRNY-FM	Ctry	NRG	12.4	9.2
KROR-FM	ClsscRock	NRG	1.9	7.8
KKPR-FM	Oldies	Platte River	6.2	7.2
KGFW-AM	Talk	NRG	3.7	5.2
KKJK-FM	Rock	Community	4.3	5.2
KLIQ-FM	AC	Platte River	3.7	4.6
KSYZ-FM	AC	NRG	4.3	4.6
KRGI-AM	Talk	GI Family	3.7	3.3
KRVN-AM	N/T	NE Rural Radio	2.5	2.6
KHAS-AM	Stnrds	Platte River	1.9	2
KMTY-FM	AdultHits	Armada	0.6	1.3
KRGY-FM	Hot AC	GI Family	1.9	1.3
KRVN-FM	Ctry	NE Rural Radio	0.6	1.3
KXPB-AM	Sports	Platte River	0.6	1.3
KFAB-AM	N/T	Clr Chnntl	1.2	0.7
KFGE-FM	Ctry	NRG	1.2	0.7
KZEN-FM	Ctry	3 Eagles	1.2	0.7

### #259 Grand Junction, CO

*N/T KNZZ remains top dog.*

Station	Format	Owner	Fall 08	Spr 09
KNZZ-AM	N/T	MBC Grand	11.9	12.3
KMGJ-FM	Top 40/MMBC	Grand	8.2	9.7
KBKL-FM	Oldies	Cumul.	7.5	9.1
KMOZ-FM	Ctry	MBC Grand	8.2	9.1
KEKB-FM	Ctry	Cumul.	9.4	7.8
KKNN-FM	ClsscRock	Cumul.	8.8	5.8
KSTR-FM	ClsscRock	MBC Grand	6.3	5.2
KMXY-FM	Hot AC	Cumul.	3.8	3.9
KJYE-FM	AdultHits	MBC Grand	3.1	3.2
KTMM-AM	Sports	MBC Grand	1.9	1.9
KZKS-FM	AdultHits	Four Corners	2.5	1.9
KWGL-FM	ClsscCtry	Four Corners	1.3	1.3
KEXO-AM	Talk	Cumul.	1.3	0.6
KKXK-FM	Ctry	Cherry Creek	—	0.6
KRYD-FM	Ctry	Rocky	0.6	0.6

### #237 Joplin, MO

*Country KIXQ new spring king.*

Station	Format	Owner	Fall 08	Spr 09
KIXQ-FM	Ctry	Zimmer	9.1	10.1
KSYN-FM	Top 40/M	Zimmer	11.9	9.5
KXDG-FM	ClsscRock	Zimmer	7.4	8.3
KMXL-FM	AdultHits	Carthage	8	7.7
KZRG-AM	N/T	Zimmer	4	6
KBTN-FM	ClsscCtry	American	5.7	5.4
KJMK-FM	AC	Zimmer	6.8	5.4
KKOW-FM	Ctry	American	5.1	3.6
KBZI-FM	AC	American	—	2.4
KCAR-FM	Oldies	American	1.7	1.8
KDMO-AM	Stnrds	Carthage	1.1	1.8
KMOQ-FM	Top 40/M	American	1.7	1.8
KQYX-AM	N/T	American	1.7	1.8
KHST-FM	ClsscHits	Mytown	1.1	1.2
KIGL-FM	ClsscRock	Clr Chnntl	1.1	1.2
KKOW-AM	ClsscCtry	American	1.1	1.2
KWXD-FM	ClsscRock	Mytown	1.1	1.2
KAMO-FM	ClsscCtry	Cumul.	0.6	0.6
KBTN-AM	Ctry	American	0.6	0.6
KBVA-FM	Stnrds	Hendren	0.6	0.6
KMXF-FM	Top 40/M	Clr Chnntl	0.6	0.6
KOSP-FM	Oldies	Mid-W Fam.	—	0.6
KRWP-FM	ClsscCtry	Cumul.	0.6	0.6
KSGF-FM	N/T	Journal	0.6	0.6
KTTS-FM	Ctry	Journal	0.6	0.6
KZYM-AM	Sports	Zimmer	1.1	0.6

### #186 Kalamazoo, MI

*T40 WKFR stays at the top.*

Station	Format	Owner	Fall 08	Spr 09
WKFR-FM	Top 40/M	Cumul.	11.9	12.6
WRKR-FM	ClsscRock	Cumul.	9.5	8.1
WVFM-FM	AC	Midwest	6.7	7.7
WBCT-FM	Ctry	Clr Chnntl	5.6	6.1
WNWN-AM	Urb AC	Midwest	5.2	5.7
WKZO-AM	N/T	Midwest	5.2	4.9
WKMI-AM	Talk	Cumul.	4.8	3.6
WYZO-FM	Ctry	Midwest	4	3.2
WZUU-FM	Rock	Forum	3.2	3.2
WOOD-FM	AC	Clr Chnntl	3.6	2.8
WNWN-FM	Ctry	Midwest	3.2	2.4
WQXC-FM	Oldies	Forum	3.6	2.4
WGRD-FM	Alt	Regent	1.2	1.6
WQLR-AM	Sports	Midwest	1.6	1.6
WBCK-FM	Talk	Clr Chnntl	1.6	0.8
WLKM-FM	ClsscHits	Impact	—	0.8
WTNR-FM	Ctry	Citadel	—	0.8

### #261 Kalispell-Flathead Valley, MT

*Market starting to tighten up.*

Station	Format	Owner	Fall 08	Spr 09
KDBR-FM	Ctry	Bee	12.3	10.3
KOFI-AM	Oldies	KOFI Inc	6.7	7.7
KRVO-FM	AAA	Rose	7.4	6.5
KWOL-FM	Oldies	Rose	5.5	6.5
KJJR-AM	Talk	Bee	5.5	5.8
KBBZ-FM	ClsscRock	Bee	4.3	5.2
KHNK-FM	Ctry	Bee	5.5	5.2
KKMT-FM	Top 40/M	Anderson	4.3	4.5
KZMN-FM	ClsscRock	KOFI Inc	4.3	4.5
KERR-AM	Ctry	Anderson	4.3	3.2
KGEZ-AM	Talk	Z-600 Inc	2.5	2.6
KIBG-FM	ClsscHits	Anderson	1.8	2.6
KQRK-FM	ActRock	Anderson	1.8	2.6
KALS-FM	ChrstnCon.	KCRF Inc	2.5	1.9
KGGL-FM	Ctry	Cherry Creek	2.5	1.9
KYSS-FM	Ctry	Gap	0.6	1.3
KLCB-AM	Ctry	LincolnCo.	1.8	0.6
KSAM-AM	Sports	Bee	—	0.6
KTNY-FM	Oldies	LincolnCo.	0.6	0.6

### #229 La Crosse, WI

*Country WCOW still #1.*


Station	Format	Owner	Fall 08	Spr 09
WCOW-FM	Ctry	Sparta-Tomah	12.8	12.1
WIZM-FM	Top 40/M	Mid-W Fam.	10.3	10.6
WRQT-FM	ActRock	Mid-W Fam.	5.4	7.6
WKBH-FM	ClsscRock	Miss. Valley	6.9	6.6
WIZM-AM	Talk	Mid-W Fam.	5.4	5.1
WQCC-FM	Ctry	Miss. Valley	5.9	4.5
WXYM-FM	Hot AC	Magnum	3.4	3.5
KQEG-FM	Oldies	Miss. Valley	3.9	3
WTMB-FM	ClsscRock	Magnum	3.4	3
KNEI-FM	Ctry	Wennes	2	2.5
WKTY-AM	Sports	Mid-W Fam.	2.5	2.5
KCLH-FM	ClsscHits	Mid-W Fam.	1.5	2
KHME-FM	AC	Result	1.5	2
KNXR-FM	Stnrds	United Audio	2	2
WLFN-AM	Stnrds	Miss. Valley	2.5	2
WLXR-FM	Hot AC	Miss. Valley	1.5	2
WVRQ-FM	Ctry	Robinson	2	2

### #240 Lafayette, IN

*Country WKOA drops 5+ shares, but stays #1.*

Station	Format	Owner	Fall 08	Spr 09
WKOA-FM	Ctry	Schurz	18.2	12.4
WASK-FM	Oldies	Schurz	10.2	9.8
WAZY-FM	Top 40/M	ArtisticPart.	10.9	9.2
WXXB-FM	Top 40/M	Schurz	6.6	9.2
WBPE-FM	AdultHits	ArtisticPart.	5.8	6.5
WKHY-FM	Rock	Schurz	6.6	6.5
WSHP-FM	ClsscRock	ArtisticPart.	5.1	4.6
WLS-AM	Talk	Citadel	2.9	3.3
WASK-AM	Sports	Schurz	1.5	1.3
WEDJ-FM	Reg.Mex.	Continental	—	1.3
WFBQ-FM	ClsscRock	Clr Chnntl	0.7	1.3
WSHY-AM	Talk	ArtisticPart.	—	1.3
WCDQ-FM	Ctry	Forcht	0.7	0.7
WIBC-FM	Talk	Emmis	—	0.7
WIBN-FM	Oldies	Brothers	0.7	0.7
WRZX-FM	Alt	Clr Chnntl	0.7	0.7
WSHW-FM	AC	Kaspar	0.7	0.7

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



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