



# The MAIN STREET

## Conclave Edition eRAD

**eRAD\* Report**

\*emailed Radio Add Data

**March 19, 2008**

**Rock**

eRAD is another free service to radio from Main Street & The Conclave • Also available online at [www.main-st.net](http://www.main-st.net)  
 Tom Kay/tomk@main-st.net • Voice 952- 927-4487 • Fax 952-927-6427 • For Conclave Marketing Opportunities, contact Jessica Frier/jessica@theconclave.com

### Mainstream Rock

KAZR/Des Moines  
Finger Eleven

WAPL/Appleton  
Seether

WHBZ/Sheboygan, WI  
Against Me!

Red  
Tantric

KXRA/Alexandria  
No adds

### Active Rock

KIBZ/Lincoln, NE  
Egypt Central  
P.O.D.  
Seether

WKBZ/Columbus, OH  
Red  
Three Days Grace

WIIL/Chicago  
Anew Revolution  
Hurt  
Kid Rock  
Midnight To Twelve

WKLO/Grand Rapids  
Avenge Sevenfold  
P.O.D.  
Sixx A.M.

WKQZ/Saginaw, MI  
Kid Rock  
P.O.D.

WRIF/Detroit  
Avenge Sevenfold  
Kid Rock  
Seven Mary Three

WWWX/Appleton, WI  
Avenge Sevenfold

Squizz/XM Radio  
Filter

WZOR/Appleton  
Filter

WEBX/Champaign  
Kooks  
Vampire Weekend

WIHN/Bloomington, IL  
3 Doors Down  
Seether

KOYK/Mankato  
Sixx A.M.



**David Rehr**  
President, NAB



**Ed Schultz**  
Jones Radio

### THE 33RD CONCLAVE LEARNING CONFERENCE



**JUNE 25-29, 2008**  
**MARRIOTT CITY CENTER**  
**MINNEAPOLIS**



**Rita Cosby**  
Author/Commentator



**Isaac Hayes**  
Artist/Songwriter

**Tuition \$299**  
**Student/Free Agent \$149**  
Details at [www.theconclave.com](http://www.theconclave.com)

**Learning-Sharing-Networking**  
**Over 40 Sessions/Events**  
**Tuition covers many meals/snacks!**



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**A3/Alternative**

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### Triple A

KBCO/Denver  
Dylan, Jakob

KNBA/Anchorage,  
AK  
Bettysoo  
Bragg, Billy  
Dylan, Jakob  
Greene, Jackie  
O'brien, Tim

KPTL/Des Moines  
A Fine Frenzy  
Bareilles, Sara  
Nathanson, Matt

KTBG/Kansas City  
Duffy  
Dylan, Jakob  
Greene, Jackie  
James, Brendan  
Mraz, Jason  
Rolling Stones

KTCZ/Minneapolis  
Barnes, Dave

KYSL/  
Breckenridge, CO  
Brothers, Cary  
Kooks  
Mraz, Jason  
Was (Not Was)

WMMM/Madison,  
WI  
Foxboro Hot Tubs  
Spoon

WTTS/  
Indianapolis  
Bravery  
Feist

KKRM/  
Montevideo  
Van Morrison

KCNR/  
Charlottesville  
Yoav  
Rustic Overtones  
Liam Finn  
Braver  
Kathleen Edwards  
NeedToBreathe

KQRA/Springfield,  
MO  
Daughtry  
Daughtry  
From First To Last

WKQX/Chicago  
Avenged  
Sevenfold

WWCD/Columbus,  
OH  
Death Cab For  
Cutie  
Gutter Twins  
Morrissey  
Safetysuit

### Alternative

#### KEYNOTES

**David Rehr!**

**Ed Schultz!**

**Rita Cosby!**

#### SPECIAL GUEST

**Isaac Hayes!**

#### Formatics - presented by R&R

Urban Symposium: The Urban Conundrum  
Top 40 Symposium: Great Show Prep  
Oldies Symposium: Marketing & Programming to Boomers  
Triple A Symposium: The Proper Relationship  
AC Symposium: Talk To Her NOW, or ...  
Country Symposium: Secrets of My Success  
News/Talk Symposium: Electing To Win  
Rock Symposium: The Four P's

#### Management & Programming

Flipping the Switch? (Syndication)  
What PPM Can Teach Small Markets  
Aircheck Critiques That Work!  
PPM- A report from the front lines!  
Building Your Personal Brand  
Radio vs. Royalties: The Debate!  
Non-Traditional Success (NTR)  
Ms. Understood (Communicating effectively)  
The One-Minute Talent Developer

#### Conclave College - presented by All Access



#### Technology

Embracing Technology  
Texting Texting 1, 2 - Richard Rene  
The Bedroom Project, Summer Update  
What a Wicked Web We Weave  
Social Media Workshop  
Hear, Here! (Production/Imaging)  
New Tools for Fun & Profit (Production tools)

#### Life Skills

The Time Management Seminar  
Life After Radio (Career Options)  
The Change Management Seminar  
Handling Clash With Class (Conflict Resolution)  
I's All About Me! (Mentoring, Self-promotion)  
Financial Management For Dummies...Radio!  
Promotion - presented by R&R-PromoSuite  
Social Responsibilities: Working with Charities  
Understanding Agencies  
Reaching Young Demos with Radio  
Marketing in a PPM World  
Being PC: Promotionally Correct!

#### PARTNERS

All Access!  
Arbitron!  
BDS Radio!  
Brown College!  
Edison Media  
Research!  
McNally-Smith  
College!  
McVay Media!  
MusicMaster!  
Nielsen  
Entertainment!  
PlayMPE!  
PromoSuite!  
R&R!  
RCS!  
Specs Howard  
School!