

THE MAIN STREET Communicator Network TATTLE R

Publisher/Editor: Tom Kay

Cartoons Pilfered by Lenny Bronstein & Jay Philpott

1986 Main Street's 20th Anniversary 2006

*This week, the TATTLE R continues reprinting articles and reports found in both **Billboard Radio Monitor** and **All Access** – two of the Conclave's most loyal Partners – as the publications reflect upon what was learned at the 31st annual Learning Conference. Our thanks to **Paul Heine** and **Joel Denver** and their respective staffs for their detailed coverage.*

From All Access-

Urban: From the Urban perspective, this was a banner year for The Conclave. The Urban "Our World Is Exploding" session featured top programmers and record execs from across America. Co-moderator and KRNB/Dallas OM **Sam Weaver**, Gray Communications President **Tony Gray**, WKKV/Milwaukee Pf **Bailey Coleman**, WJLB-WMXD/Detroit OM **K.J. Holiday** and Capitol SVP/Urban Promo **Geo Bivins** all contributed and participated in a heated discussion about what adjustments Urban radio and music are going to have to make to survive and flourish in the future. The session also addressed the issue of training tomorrow's air-personalities and format leaders.

AC/Hot AC: In the Adult radio formats, Hot AC panels included informative insight from such notable format leaders as **Mary Ellen Kachinske** of WTMX (101.9 THE Mix)/Chicago, **Bob Walker** of WKTU/Milwaukee and **J.J. Morgan** of KFBZ (THE Buzz)/Wichita, KS. **Mcvay Media** presented three informative learning summits, and **Kurt Steffek** and the folks at **Razor & Tie** records staged a performance by rising star **Kelly Sweet** at the Mainstream AC Symposium.

Rock: The Rock crew at the Conclave dominated the Minneapolis nightlife. Great performances came from **Virgin's 30 Seconds To Mars**, **Roadrunner's Dragonforce** and **Century Media's Lacuna Coil**. And a **Harddrive** party brought everyone together for "spirited" discussion on all things Rock 'n Roll. Friday the Rock panel brought insight from those well-stocked with insightful opinions like WRIF/Detroit PD **Doug Podell** and KAZR/Des Moines PD Ryan Patrick.

From Billboard Radio Monitor-

Steinem: 'Less Heat And More Light' - Feminist, journalist and spokeswoman for women's rights **Gloria Steinem** appeared here as a keynoter at the 31st annual Conclave learning conference. Her presentation, titled "Broadcasting . . . As If Women Mattered," began

with Steinem, who is one of the founders of female-targeted **Greenstone Media**, talking about the importance of radio in her life. Because her family traveled frequently when she was young, "Radio became my school and became my community," Steinem said. "Radio taught me to love stories. It taught me about what was going on in the world." Today, talk radio in particular has a different approach, she believes. "It seems to me that talk radio has become less about community and more about conflict," she told the Conclave attendees. "It's less about improving ourselves and more about being angry at the world." "What this audience wants is less heat and more light," she says of the current conflict-laden approach. "We tend to feel that radio has left us," she said in explaining the formation of Greenstone. The fact that men make up the majority of programmers and GMs in commercial radio has led to an over-reliance on quantitative measurement to find out what women listeners want. That reliance has led to "formulaic and un-creative radio," Steinem says. According to anecdotal and hard-data research her company has done, Steinem says women are interested in current events, humor, dating and other lifestyle topics. Interestingly, they are also interested in how women live in other countries. "They don't want politics and they don't want sports," Steinem says, noting that the latter is relevant because sports have been painted as a male-only domain. Good programming, Steinem said, is about "information, humor and creating an on-air community." "Women want news in all forms," Steinem said, "That's why women's listening to public radio has gone up 25% in the last six years." Despite that, Greenstone won't be simply a female version of **NPR**, she said. The company's female-centric approach will bring both female and male listeners back to radio, according to Steinem. "We're going to create a modern version of the campfire," she said, explaining how humans developed their storytelling skills long before television added pictures. "We're going to create a new golden age of radio." (**Ken Tucker**)

Arbitron Commits Big Bucks To Boost Response -The perennial problem of declining response rates has spurred **Arbitron** to increase, significantly, the amount of money it spends as an incentive to get people to participate. Arbitron SVP of marketing **Bill Rose** told an audience of about 70 Conclavers that the average metro response rates have dropped regularly from just above 40% in 1998 to the new low of just over 30% now. Rose made the point concisely during his presentation when he said "The best way to improve response rates is to give cash." The only drawback to this tactic, Rose told **Billboard Radio Monitor** after his presentation, is that a cash incentive "has diminishing effect over time." As he explained it, if an individual responds to Arbitron after receiving \$1 the chances are somewhat lower that this same person will respond the same way after receiving another dollar the next time he or she is asked to participate. Still, Arbitron is making what is clearly a major effort to reverse the decline in response rates.

Arbitron plans to move from giving 48% of the homes \$1 with a pre placement letter, to doing so with all mailable sample homes by the end of 2006. The rollout of this increase will come in two phases: Half of the remaining markets will be included with the Spring 2006 survey. The remainder will be included with the Fall survey. Today, nearly two-thirds of all metro households get a \$1 minimum. That's going to move to

ADDED THIS WEEK!

WHTZ WKFS KALC
KIFS WKRZ KBBY
WAZY WQPO KHKZ
WFLZ WRVW WBNS
WHTF WSSX WMC
WIHT WVKS WUHU
WIOG WXKS WZPL
WKCI WMMR



Lips of an Angel

GROWING AIRPLAY!

KQCH 62 KDWB 27 KQKQ 46
WIXX 62 KBEA 24 WKDD 16
WZKL 43 WIOG 24 WBNS 13
KMXV 30 WJIM 21 KSRZ 7
WZEE 30 WNOU 14 WQAL 6
KKDM 12





**Need to
update
your
on-air
skills?**

— the — **Conclave** PRESENTS **TalenTrak**

SATURDAY • OCTOBER 21, 2006
CHARLOTTE, NC • HOLIDAY INN
CITY CENTRE • 704-335-5400

Log onto
www.theconclave.com
for details!

\$49
FOR A LIMITED
TIME ONLY!

100% of all metro households over the course of the next 12 months. In addition, Arbitron will increase the minimum premium from \$1 to \$2. In Spring 2006, Arbitron will increase the minimum premium in the 22 markets with the lowest response rates. In Fall 2006, Arbitron will do so in half of the remaining markets so that by Spring 2007 all metro households will receive a \$2 minimum premium.

Those ever-elusive younger men, 18-34, are on the premium target list, too. Arbitron is expanding its \$5 premium that goes to one- and two-person households of 18-to-24-year-old men to cover all 297 markets. That boost in bucks begins in earnest with the Spring 2006 survey. Rose didn't offer a total-dollar figure that Arbitron will spend on this new effort. **(Tony Sanders)**

Big news in Michigan and Ohio, as **Clear Channel** and **Cumulus** put together a huge swap of properties in Battle Creek, Ann Arbor, and Canton/Youngstown. In a deal announced to each station's respective staffs last Wednesday (8/16), here's the trade: Cumulus will be trading rock WRQK-FM, standards WSOM-AM, and country WQXK-FM in Canton-Youngstown, OH to Clear Channel for Ann Arbor's country WWWW-FM, triple A WQKL-FM, N/T WTKA-AM, and Air America formatted WLBY-AM AND Battle Creek's adult WBXX-FM, classic rock WWKN-FM, N/T WBCK-AM, and sports WBFN-AM. According to **Michiguide.com**, "(The trade) explains the recent call letter changes at AM 1310 Detroit, which dropped its WDTW calls in favor of WWWW, and FM 102.9 Ann Arbor which became WWWW-FM in July after a brief switch to WFOR-FM from WWWW- which it took in October of 2000 after residing at FM 106.7 Detroit since the 1960s. Clear Channel obviously wants to keep control of those highly desirable calls in the Detroit market." We'll share more details as they become available.

Nationwide news broke out this week that **Troy Gentry** of **Montgomery Gentry** appeared in federal court for the alleged killing of a tame black bear. According to Federal officials, Gentry shot the bear after buying it and placing it in an enclosed pen. After shooting the bear, he tagged it as if he had shot it in the wild. Gentry, 39, was seen in court before a federal judge in Duluth, MN. His appearance in court was the result of a sealed indictment returned from a federal Minneapolis grand jury in July. The government maintained that Gentry tagged the bear, named 'Cubby', and killed it on a wildlife refuge owned by **Lee Marvin Greenly**, 46, in 2004, with a Minnesota hunting license. After killing it, he registered the bear with the state Department of Natural Resources, claiming he had killed it in the wild. Such false tagging violates federal laws. A press-release was issued this morning on Gentry's behalf, stating that he is pleading 'not- guilty' to the charge, maintaining that he is an 'avid environmentalist and hunter who follows all game laws.' In addition, the announcement states that Troy, "absolutely denies that he knowingly and willfully did anything illegal."

Keep an eye out this September for syndicated hosts **Bob Kevoian** and **Tom Griswold**, who will take a shot at TV, as **Comedy Central** will air a primetime special: "Bob and Tom Radio: The Comedy Tour." Their one-hour show will consist of stand-up performances from five

comedians. Viewers will also watch the featured comedians as they interact with Bob and Tom on their radio show. Griswold told Variety that if the September 16th program proves to score high enough ratings, producer **Levity Productions** is committed to producing two or three additional shows. **Image Entertainment** will also bring the program out on DVD.

Midway Broadcasting, belonging to **Melody Spann-Cooper**, inked a five-year lease deal (including purchase option) to take over programming on **Clear Channel** Oldies WRLL- AM/ Chicago, which begins on September 18th to carry Midway's African-American Talk programming which currently heard on a shared-time basis on crosstown WVON- AM. As a result of the move, WVON reclaims 24/7 status. WVON moved to share 1450 AM with brokered Ethnic WCEV- AM years ago and now airs first-run programming from 5am to 1pm and 10pm to midnight weekdays. **Elroy Smith**, of Clear Channel's WGCI-WGRB- AM-WVAZ, will serve as OM.

Stephen Trivers was announced by **McVay Media** as an addition to **McVay Media Advisors Alliance**. Trivers, a former partner in and GM of **Fairfield Broadcasting** in western Michigan, will serve as a management consultant. Recently, Trivers launched **Stephen Trivers LLC**, a business consulting firm specializing in management guidance, sales training and personal coaching.

After 23 years, **R&R's** Country Editor **Lon Helton** resigned to start his own independent company. Helton will put out a daily Country news publication through email, a weekly Country update powered by **Mediabase**. Associate Country Editor, **Chuck Ally**, will be following Helton immediately as he, too, exits R&R. Dir./Country Charts **Wade Jessen** will replace Helton at R&R.

Changes, Too. Veteran programming consultant **Ken Anthony** exits **Demers Programming...Cumulus** Top 40 WZOK (97 ZOK)/Rockford, IL PD **Tom Lazar** has appointed part-time/swing talent **JB Love** the station's new night guy...**Dr. Dave Michaels**, MD/afternoon personality on Federated Media Country WQHK/Ft. Wayne, IN has been promoted to Asst. FM Operations Manager for both WQHK and Hot AC sister WMEE.

Back in February, 2002 **Art Vuolo**, known as "Radio's Best Friend" produced a gripping mini-video documentary. Says Art, "It's about the outstanding job RADIO did on that terrible day. Now, five years later, it is important to be reminded what happened and the superb job RADIO did. It is a video, but plays very well as an audio presentation. Radio stations are invited to download this MP3 file and use it on the air. It will affect your listeners deeply. It contains actual audio from several major New York and some Washington DC stations, and it is very strong! As we near the 5th anniversary of 9-11, consider using this program on your station. Total run time is 12:50." It's at www.vuolovideo.com <http://www.vuolovideo.com>.

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 Web: www.main-st.net

MICHAEL VINCENT "WONT LOOK BACK"

ACQB: D-39* (+105)

ACQB: #2 MOST ADDED!

MEAN ALIEN



Arbitron has released its summary of response rates, consent rates, and return rates for the 297 markets included in the Spring '06 survey. Overall, the Spring '06 survey found the average Metro survey area response rate declined 1.3%, going from 31.7% in Spring '05 to 30.4% in Spring '06. The return rate went up 1.3%, from 56.7% in Spring '05 to 58% this year. The consent rate dropped 3.4%, moving from 55.3% last year to 51.9% this year. Response rates declined 1.4% in the top 10 Metros, going from 27.5% in Spring '05 to 26.1% in Spring '06. After Arbitron continued its response rate treatments for young male, black, and Hispanic households, the response rates in the 18 "targeted" low-response Metros surveyed in Spring '06 decreased only 0.6%, from 27.9% last year to 27.3% this year. As initially announced in March, Arbitron plans to improve response rates this fall by using additional initiatives, such as sending a pre-placement letter with \$1 enclosed to households in all markets.

The Corporation for Public Broadcasting named 11 more stations to qualify for funding for the fiscal year 2007 through its **Radio Community Action Grant Program**. The stations announced include KCLU/Thousand Oaks, CA, KDUR/Durango, CO, KRFC/Fort Collins, CO, KGLT/Bozeman, MT, KMFA/Austin, KMOJ/Minneapolis, WTIP/Grand Marais, MN, Kohn/Sells, AZ, WGDR/Plainfield, VT, WGVV-LP/Rock Island, IL, and WTMD/Towson, MD.

Clarke Ingram, car-drivin' Conclave regular and veteran programmer at Talk-Oldies WKHB-AM/Irwin, PA-Pittsburgh and WKFB-AM/Jeanette, PA-Pittsburgh, has been promoted from his present PD status to the OM title. Ingram, whose widespread broadcasting career includes stints at crosstown WBZZ (B-94), WWSW (3WS), WHTX, and WJJJ as well as stops at WPXY/Rochester, KRQQ/Tucson, KZZP/Phoenix, and WHTZ (Z100/New York), arrived at his current stations in 2004.

The Ace & TJ Morning Show was joined yesterday by **Will Ferrell**, star of "Talageda Nights: The Ballad of Ricky Bobby," to discuss his movie's second #1 weekend at the box office. This was Ferrell's second visit to the WNKS/Charlotte-based syndicated show. Amidst filming in Charlotte, Ferrell appeared on the show as the hosts launched an on-air quest entitled "Will Call." Ferrell confided on yesterday's show, "I feel like you guys were a good luck charm for us and the movie...I wanted to say thanks!" In response to the criticism the movie received from Christian critics, Ferrell stated, "Apparently, I'm Christophobic...but all the jokes are on Ricky Bobby". While some accuse Ferrell of being racist toward Southern white males, Ferrell responded, "I'm a product of the white Southern male...it's just funny...it's kinda funny that people come up with this crazy stuff." *Rumor: Will Ace & TJ make a TalenTrak appearance in October, or is that just crazy stuff?*

Steve King and **Johnnie Putman**, Tribune Talk WGN-AM/Chicago overnight hosts and husband-and-wife pop culture mavens, celebrate their 5,000th broadcast this Thursday. After launching their first show in 1985, the two hosts will celebrate by featuring **Rich "Svenoolie" Koz**, **the Ides of March's Jim Peterik** and **Bob Bergland**, **the New Colony Six' Ronnie Rice**, guitar greats **Les Paul**, **Duane Eddy**, and **Doyle Dykes**, and the "real voices" of **Mickey and Minnie Mouse**.

Fife Communications AC KCVM (Mix 96)/Waterloo/Cedar Falls, IA morning show, hosted by **Jamie, Jim, and Judge**, raised over \$1,2000 contributing to their annual total of more than \$80,000 (thus far) to benefit **Jamie and Jim's Kids** charity, allowing chronically and terminally ill kids a visit to Disney world every year. This year's "**Seventh Annual Jamie and Jim's Kids Disney Word Trip**" is scheduled Sunday (9/10) to Friday (9/15).

Bonneville Hot AC WTMX (101.9 The Mix)/Chicago's morning show with **Eric & Kathy** featured celebrities **Jeff Garlin** of **Curb Your Enthusiasm**, and **Joe Crede** of the **Chicago White Sox** for a 36-hour radiothon. They raised a record \$2,239,496.98, which goes to **Children's Memorial Hospital** for pediatric research, patient care, education and advocacy.

Jeff Andrews has been tapped by RST Broadcasting 80s KXCL (Flash 92.1) Sacramento for PD/afternoons replacing OM/PD/middayer **Staci Anderson**, who left July 31st. Andrews was formerly PD at the late WBZU/Madison, WI.

Megatrix Production Music promotes Conclave superstar and 4-year employee **Debra Grobman** to Manager/Business Development, Broadcast Division, and **Arlisha Anderson** to Radio Services Specialist.

Changes. Hot AC WWWW (Star 105)/Toledo, OH PD **Steve Marshall** exits...Cumulus Country WPKR/Appleton-Oshkosh, WI midday personality **Mike Ryan** is named PD...Clear Channel Sports WTKA-AM/Ann Arbor PD **Ryan Maguire** is made the new PD at **Entercom Talk WSSP-AM/Milwaukee**.

Correction: In our story about the Sturgis bike rally last week, our attempt to place Sturgis, SD in Minnesota was unsuccessful. It was only wishful thinking on our part. Sorry.

Jobs. KAGE AM&FM, KWNO AM&FM, and KHME-FM/Winona seeks an announcer/assistant news director. Contact Pat Papenfuss at 507-452-4000 (email ppapenfuss@winonaradio.com) or mail Pat at Box 767, Winona, MN 55987...**Clear Channel** has an immediate opening for a part-time Board Operator for its news talk station **KTLK** in Minneapolis, MN. College and/or post secondary education required. Six months to one year experience in radio. Knowledge of Windows, Prophet, and Cool Edit systems. Frequent fill-in opportunities. Evenings, overnights and weekends as needed. Assist with remote appearances. E-mail or mail resume and cover letter to: Clear Channel Radio Attn: Hiring Manager 1600 Utica Ave S Ste 400, Minneapolis MN 55416 E-mail: employment@clearchannel.com...The **Basin Radio Network** in Gillette, WY seeks morning show host for their 100k Active Rocker. Applicant must have a fluid on-air presentation and the ability to host a 3- person morning show. Also includes duties of Program/Music Director. Must be proficient with MusicMaster and Audio Vault. Ideal candidate has high energy, passion and knowledge for Rock, and ability to lead as well as take direction from supervisors. Benefits included. To learn

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 Web: www.main-st.net

more visit <http://www.basinradio.com/KAML/> then send in 3 minute mp3, 3 reachable references, and resume to johne@basinradio.com...East Central Iowa's leader for News, Sports, and information seeks highly motivated individual to join their air staff. Qualified candidate must have minimum of 3 years experience at a commercial station. Applicant must have passion for product as well as industry. Duties involve running an air shift, commercial writing, production, promotions, remotes, play-by-play sports and appearances. Send resume and air sample to: **Russ Crawford**, KGRN, PO Box 660 Grinnell, IA 50112 or email russkgrn@iowatelecom.net...Power 92 in Bloomington, IL continues to look for high caliber night show. Duties include phones, bits, show prep and energy. Knowledge of CoolEdit/Adobe Audition and Selector a plus. Send material to: I Wanna Do Nights, AAA Entertainment, 108 Boeykens Pl. Normal, IL 61761...**Radio Star Inc.** seeks Production Director. Looking for someone with creative mind who can produce award-winning sports, help with imaging duties for each station, and do a show on Q96. Send resume, current air check, production demo (with your own voice) to ken@cu-radio.com OR to: **Ken Cunningham**, 4108 Fieldstone Road Suite C, Champaign, IL 61822...**Midwest Communications** seeks salespeople with a track record for success for Kat Country 98.9 and Newsradio 610 KDAL-AM. Send resume to: kurt@ktco.fm...**Saga** is looking for an on-air PD for a brand new AAA startup. Candidates need ability to think outside the box, have strong Selector experience, create an exciting listening environment and build and mold air talent. Send resume and aircheck to Steven Goldstein at AAAPd@saga.com or mail to **Steven Goldstein**, Executive Vice President, Saga Communications, One Turkey Hill Road South, Westport, CT 06880...**The Cromwell Radio Group Inc.** of Illinois looks for talent to fill rare full-time opening at their Decatur stations. Looking for THE morning personality for their TOP 40 stations with possible APD duties to the right person. Qualified applicants must be driven and energetic, and must live and understand the Pop Life and TOP 40. Previous experience, including on-air, production, and remotes is essential. Knowledge of Cool Edit and Smartcaster a plus. Send materials to: Wayne Robbins, Operations Manager, WEJT-WYDS-WZNW-WZUS, 410 North Water St, Suite C, Decatur, IL 62523...7-Midnight Stars needed in Country, TOP 40, and Hot AC. Your tape should demonstrate your ability to work the phones. Send mp3 and resume via email to: mikedyldan@gmail.com OR send to: **Mike Dylan**, Regent Broadcasting of St. Cloud, 640 Lincoln Ave. SE, St. Cloud, MN 56304...WJXQ Lansing Michigan, *R&R's* 2005 Rock Station of the Year, looks for a Program Director to execute their 25-year heritage mainstream rock station. Mainstream/Classic Rock chops a must. Great airwork, writing, Selector and coaching skills a must. Experienced PD's email materials to: jobs@mmrglansing.com OR mail to: WJXQ PD Search, 2495 Cedar Street, Holt, MI 48842...WDAF-FM Kansas City is looking for a night entertainer. Ideal applicant needs fast paced, fun personality, should be up on pop culture, current events and today's country music scene. Must enjoy interacting with the audience both in person and on the phone. Email your Audio (mp3 or equivalent only) and resume with references to: Michael Cruise at mruise@entercom.com...**Woodward Communications, Inc.**, an employee-owned company, is accepting applications for a Morning Show Host for their Active Rocker in the Green Bay market. Applicants should have at least 3 years of professional announcing experience. Knowledge of Adobe Audition, Audiovault and website/graphic design is a plus. Ability to target a male demo and successfully execute remotes/personal appearances is a must. Send resume and aircheck cd to: WZOR c/o **Roxanne Steele**, PD, 2800 E. College Avenue, Appleton, WI 54915 OR email resume and aircheck mp3 to: rsteale@wcinet.com...KKSD/ Watertown, SD 100,000 watt FM is in urgent need of a classic hits morning show. Apply with short demo in email ASAP to: deanjohns@iw.net...If you know everything about the important stuff; if you know how to get on a first name basis with all the important people in town; and if you know how to produce an entertaining spoken-word morning show that consistently taps in to a broad range of emotions; then email resume and mp3s to brian.wilson@cumulus.com...**Entercom**

Hot AC Alice 105.9 (KALC) has part-time on-air openings. Know and love the music and meeting listeners. Excellent opportunity for pro's or up-coming brilliant talent. Email demo package to **Dave Symonds**, PD at dsymonds@entercom.com OR mail to: 4700 S. Syracuse Street, Denver, CO 80237...Lansing's Classic Hits, 94.1 WVIC is looking for an APD/Air-Talent. Must love doing promotions and appearances. Must have passion for radio and pop culture. Applicants should be personality driven, able to work a crowd, and able to relate to the 35+ classic hits audience. Send resume and mp3 to jobs@mmrglansing.com OR resume and demo to: WVIC APD Search, Mid-Michigan Radio Group, 2495 N. Cedar Street, Holt, MI 48842...KLMY, Lincoln's Mainstream AC Station seeks a full-time PD. Duties include: develop, coach, audition, hire, and schedule on-air staff and talent. Prepare and maintain budget for Programming Department. Must have 4 years related experience and/or training and be able to perform as On-Air Announcer. Must have knowledge of all FCC rules and regulations. Send resume and air check to: terrasacaniglia@clearchannel.com OR to: KLMY- Attn: Teresa Caniglia, 4630 Antelope Creek Road, Lincoln, NE 68506...The Voice of East-Central Iowa, AM 1410 KGRN in Grinnell, IA is looking for News Director candidates. Responsibilities will include covering local government meetings and local events, gathering news from other sources, delivering eight newscasts per day plus live reports from any event that warrants it, hosting four public affairs programs per month, running a board shift. Qualified candidates will have experience with wire browsers, mini-disc recorders, Cool Edit Pro, Sound Forge, and a standard studio board. Minimum 3 years News Experience required. Send resume and sample newscasts to KGRN AM, **Russ Crawford**, PO Box 660, Grinnell, IA 50112, or email russkgrn@iowatelecom.net...Rare opening for a Classic Rock morning show talent on a well-respected Northern Michigan Classic Rock station. Right candidate will love the format, be aggressive to win the ratings and be creative with on air promotions and imaging. Email resumes and airchecks to: NiceboatRob@aol.com...105.3 The Fish, Milwaukee seeks Middays and Promotions Director. Ideal candidate will have a strong on-air personality who can take the promotions department to the next level. 5+ years of experience preferred. Include why you want to work at Salem specifically. Send materials to DannyC@SalemMilwaukee.com...All positions listed in *THE TATTLER* are provided free of charge and represent equal opportunities. Submit your listing to **Tom Kay** at tomk@main-st.net before Friday noon of *THE TATTI FR* issue date.

© NEA, Inc.



2006 Spring Book

Wichita, KS(#95)

KFDI wins big.

Station	Format	Owner	Win	Spr
KFDI-FM	Ctry	Journal	11.6	13.4
KRBB-FM	AC	ClrChnnl	5.6	7.2
KZSN-FM	Ctry	ClrChnnl	9.1	6.9
KNSS-AM	N/T	Entercom	5.3	5.8
KICT-FM	ActRck	Journal	5.3	5.2
KEYN-FM	Oldies	Entercom	5.5	4.9
KFXJ-FM	ClsscRck	Journal	5	4.9
KFTI-AM	ClsscCtry	Journal	5.5	4.7
KZCH-FM	T40	ClrChnnl	3.3	4.1
KTHR-FM	ClsscRck	ClrChnnl	3.8	3.9
KDGS-FM	UrbT40	Entercom	6.8	3.8
KFBZ-FM	HotAC	Entercom	4.1	3.8
KYQQ-FM	RegMex	Journal	1.7	3.1
KIBB-FM	AdltHits	Conn	0	3
KFH-FM/				
KFH-AM	Talk	Entercom	4	2.7
KTLI-FM	ChrtnAC	EduMedia	2.5	2.7
KMXW-FM	HotAC	Journal	2.6	1.4
KSJM-FM	Urb	Carter	3	1.4
KANR-FM	Alt	Smith	0.8	1.3
KGSO-AM	Sports	Steckline	0.7	1.1
KSGL-AM	Gospel	Agape	0.8	0.6
KHMY-FM	SoftAC	Eagle	0	0.5

Appleton-Oshkosh, WI(#134)

Big spring for WNCY!

Station	Format	Owner	Fa'05	Spr
WNCY-FM	Ctry	Midwest	12.3	15.1
WIXX-FM	T40	Midwest	10.1	7.9
WAPL-FM	ClsscRck	Woodward	6.3	7.6
WVBO-FM	Oldies	Cumulus	7.2	7
WROE-FM	AC	Midwest	6	5.6
WOZZ-FM	ClsscRck	Midwest	3.8	4.9
WKSZ-FM	HotAC	Woodward	1.7	4.3
WHBY-AM	N/T	Woodward	4.1	3.4
WNAM-AM	Stndrds	Cumulus	4.3	3.4
WQLH-FM	AC	Cumulus	2.9	3.4
WOGB-FM	Oldies	Cumulus	1.9	3.1
WPKR-FM	Ctry	Cumulus	3.1	2.9
WWWX-FM	ActRck	Cumulus	3.6	2.7
WDUZ-FM/				
WDUZ-AM	Sports	Cumulus	1.9	2.5
WTAQ-AM	N/T	Midwest	2.2	2
WECB-FM	AC	Woodward	2.6	1.6
WZOR-FM	ActRck	Woodward	0.5	1.6
WOSH-AM	N/T	Cumulus	0.7	1.1
WJLW-FM	ClsscRck	Cumulus	0.7	0.9
WTMJ-AM	N/T	Journal	2.6	0.9
WBCV-FM	ClsscHits	NRGMedia	0	0.7
WTCX-FM	80s	Plus	0	0.7
WBJZ-FM	HotAC	Caxambas	0	0.4
WPCF-FM	Ctry	Cumulus	0.7	0.4
WSCO-AM	Sports	Woodward	0.7	0.4

Bismarck, ND(#285)

KBMR sneaks into 2nd.

Station	Format	Owner	Fa'05	Spr
KQDY-FM	Ctry	ClrChnnl	16	15.4
KBMR-AM	Ctry	ClrChnnl	10.9	12
KSSS-FM	ClsscRck	ClrChnnl	15.1	12
KYYY-FM	HotAC	ClrChnnl	6.7	9.4
KACL-FM	Oldies	Cumulus	7.6	7.7
KBYZ-FM	ClsscRck	Cumulus	6.7	7.7
KFYR-AM	N/T	ClrChnnl	8.4	7.7
KKCT-FM	T40	Cumulus	7.6	7.7
KLXX-AM	N/T	Cumulus	2.5	2.6
KNDR-FM	ChrtnAC	CenDakota	3.4	2.6
KXMR-AM	N/T	ClrChnnl	2.5	2.6

Cedar Rapids, IA(#214)

WMT-AM takes a hit.

Station	Format	Owner	Fa'05	Spr
KHAK-FM	Ctry	Cumulus	14.1	19.7
KZIA-FM	T40	KZIA	11.2	8.5
KKRQ-FM	ClsscRck	ClrChnnl	9.3	6.7
WMT-AM	N/T	ClrChnnl	10.7	6.7
WMT-FM	HotAC	ClrChnnl	6.3	6.7
KDAT-FM	AC	Cumulus	6.8	6.3
KMRY-AM	Stndrds	Sellers	4.9	5.8
KFMW-FM	ActRck	Bahakel	3.9	4.5
KRNA-FM	Rock	Cumulus	2.9	4.5
KRQN-FM	Oldies	Flinn	0	4
KCRG-AM	Sports	CRpdsTV	3.4	2.7
KOKZ-FM	Oldies	Bahakel	3.4	2.2
KXEL-AM	N/T	Bahakel	2.4	2.2
KBEA-FM	T40	Cumulus	1.5	0.9
KKHQ-FM	T40	Cumulus	1	0.9
KXIC-AM	N/T	ClrChnnl	0.5	0.4
WGN-AM	N/T	Tribune	0	0.4
WHO-AM	N/T	ClrChnnl	0.5	0.4

Columbia, MO(#257)

KCLR still the story here.

Station	Format	Owner	Fa'05	Spr
KCLR-FM	Ctry	Zimmer	13.4	12.9
KFRU-AM	N/T	Cumulus	8.7	7.5
KOQL-FM	UrbT40	Cumulus	6.7	7.5
KCMQ-FM	Rock	Zimmer	7.4	6.8
KPLA-FM	AC	Cumulus	8.1	6.8
KTXF-FM	T40	Zimmer	5.4	6.1
KBXR-FM	TripleA	Cumulus	5.4	5.4
KBBM-FM	Rock	Cumulus	3.4	4.1
KSSZ-FM	Talk	Zimmer	5.4	4.1
KWJK-FM	AdltHits	BigCtry	3.4	4.1
KTGR-AM	Sports	Zimmer	2.7	2.7
KWWR-FM	Ctry	KXEO	3.4	2.7
KZZT-FM	Oldies	Best	2	2
KATI-FM	Ctry	Zimmer	2	1.4
KMFC-FM	ChrtnAC	Clair	1.3	1.4
KPOW-FM	ClsscRck	Sedalia	1.3	1.4
KJMO-FM	ClsscHits	Cumulus	0.7	0.7
KKCA-FM	Oldies	Zimmer	0.7	0.7
KRES-FM	Ctry	Shepherd	0.7	0.7

Duluth-Superior, MN-WI(#204)

8th to 2nd for KDAL.

Station	Format	Owner	Fa'05	Spr
KKCB-FM	Ctry	ClrChnnl	10.5	9.8
KDAL-FM	N/T	Midwest	4.8	8.9
KQDS-FM/				
KBAJ-FM	ClsscHits	RedRock	10	8.1
KDAL-AM	N/T	Midwest	9.6	7.2
KBMX-FM	HotAC	ClrChnnl	5.2	6.4
KLDJ-FM	Oldies	ClrChnnl	6.1	6.4
KTCO-FM	Ctry	Midwest	7.4	6
KRBR-FM	ActRck	Midwest	5.7	4.3
WWAX-FM	T40	RedRock	3.5	4.3
KZIO-FM	ActRck	RedRock	3.1	3
WDSM-AM	N/T	Midwest	3.9	3
WKLK-AM	Oldies	Quarnstrom	2.2	3
WEBC-AM	Talk	ClrChnnl	1.3	2.1
WGEE-AM	Talk	Midwest	0.9	1.3
KQDS-AM	News	RedRock	1.7	0.9
WKLK-FM	ClsscRck	Quarnstrom	1.3	0.9

Fargo-Moorhead, ND-MN(#223)

KVOX nudges KFGO for the crown.

Station	Format	Owner	Fa'05	Spr
KVOX-FM	Ctry	Triad	11.5	15.7
KFGO-AM	N/T	ClrChnnl	12.4	10.3
WDAY-FM	T40	ClrChnnl	8.8	9
WDAY-AM	N/T	Forum	9.7	6.7
KEGK-FM	Oldies	W-B	4.9	6.3
KQWB-FM	ActRck	Triad	4	5.4
KKBX-FM	ClsscRck	ClrChnnl	4	4.9
KLTA-FM	AC	Triad	5.3	4.9
KVOX-AM	Sports	ClrChnnl	3.5	4.5
KPFX-FM	ClsscRck	Triad	4	4
KFAB-FM	Ctry	ClrChnnl	2.2	2.7
KRVI-FM	TripleA	ClrChnnl	3.1	2.7
KQWB-AM	Talk	Triad	2.2	2.2
KDAM-FM	Alt	ClrChnnl	4	1.3
KRCQ-FM	Ctry	DetroitLks	1.3	0.9

Grand Forks, ND-MN(#287)

KJKJ yields no ground.

Station	Format	Owner	Fa'05	Spr
KJKJ-FM	Rock	ClrChnnl	12.7	13.5
KKXL-FM	T40	ClrChnnl	11.8	12.6
KYCK-FM	Ctry	Leighton	11.8	9.9
KSNR-FM	Oldies	ClrChnnl	7.3	8.1
KNOX-FM	Ctry	Leighton	6.4	7.2
KNOX-AM	Ctry	Leighton	7.3	5.4
KQHT-FM	AC	ClrChnnl	4.5	5.4
KCNN-AM	N/T	Leighton	2.7	3.6
KFGO-AM	N/T	ClrChnnl	3.6	3.6
KROX-AM	N/T	Gopher	4.5	3.6
KKXL-AM	Stndrds	ClrChnnl	1.8	1.8
KZLT-FM	AC	Leighton	2.7	1.8
KDAM-FM	Alt	ClrChnnl	0.9	0.9
KKBX-FM	ClsscRck	ClrChnnl	0.9	0.9
KKCQ-FM	Ctry	PineToPrair	0.9	0.9
KKEQ-FM	ChrtnAC	PineToPrair	0.9	0.9
KRJM-FM	Oldies	R&J	0	0.9
KVOX-FM	Ctry	Triad	0.9	0.9
WDAY-AM	N/T	Forum	0.9	0.9
WDAY-FM	T40	ClrChnnl	0.9	0.9

12+ M-Su, 6AM-12AM Fall 2005 or Winter 2006 to Spring 2006 comparisons. Copyright 2006 The Arbitron Company