

MAIN STREET

Presents

The Conclave TATTLE R

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

Learning Conference Revisited! As it has been doing over the past weeks, the *TATTLE R* will feature stories about the session and events of the just-completed 33rd annual Learning Conference, as reported by our industry's leading trades and websites. Because some sessions were emotionally and politically charged, you may read about the same session as viewed from the eyes/ears of different media outlets. Here are the first stories of this series. Many thanks to the **Conclave's** Media Partners for providing them: *All Access*, *All About Country*, *FMQB*, *Inside Radio*, *R&R*, *Radio-Info.com* and *Radio Ink!*

From R&R, 7/1/08 (Mike Boyle): PPM From The Front Lines - In a discussion Friday afternoon (June 27) at the Conclave Learning Conference titled "PPM From the Front Lines," Paragon Research's Larry Johnson crafted a session that he purposely didn't want to become a dialogue about whether as an industry we should be using Arbitron's Portable People Meter (PPM), but rather he steered the discussion into how the ratings technology will be giving the radio industry real-time measurement. Reminding the audience that "PPM doesn't change the amount of listeners or listening that a radio station has, it just changes how they are measured," Arbitron VP of programming services and development Gary Marince added, "What matters most is what comes through the speakers, and that the belief, desire and expectation is that, as we work to understand PPM, our ultimate goal is to become a better broadcaster." Speaking from a frontline perspective, as Los Angeles will be one of several markets going live in September with PPM, Mt. Wilson FM Broadcasters country KKGQ (Go Country 105) PD Tonya Campos talked about what her expectations are as she takes her station into the new world of PPM and what she is doing to prepare for it. "For us in Los Angeles, it's not about brevity or not doing as much, because you are still doing as much, but you are super-serving your P1s and getting more into your hour." She went on to cite examples of things they are currently doing as they prepare for PPM. "Every jock, except the morning show [personalities], has limited their breaks to one minute. Everything they do, contesting, listener calls, etc., is limited to one minute. Also, other than the morning show, our sweepers are 12 seconds or less; in some cases they are three seconds, then back to

music. We don't tout how great we are, we let the listeners do that in 12-second sweepers." Campos added that she is trying to "amp up" Web usage among listeners because of PPM. "I think our Web site is now going to play a crucial part in PPM simply because it's not just something a station has anymore, it's part of a radio station." In addition to more importance placed on the Web site to drive listening, she also said her station will be increasing at-work contesting "because I think that, too, will be crucial to a radio station" in a PPM world. Bob Michaels, who previously served as Arbitron's VP of PPM programming services and launched MediaSense in March 2007, took a moment Friday afternoon to address the letter Clear Channel, Cumulus Media, Radio One, Inner City Broadcast Holdings, Cox Radio and Saga Communications sent to Arbitron last week outlining their issues with PPM sampling and MRC accreditation. "One of the things that I think is interesting here in radio is that we are looking for perfection, we're looking for 100% representation in the panel, but that doesn't exist in research," he said. "Every research company out there wants to do as good a job as they can on getting a representative sample. However, it's still an art, it's not as science, and so as much as they can try, you are still going to have issues. To ask or demand that Arbitron hit 100% of a target every particular month is a little short-sighted." Michaels also wondered why "we have to air our dirty laundry out so much in public, and why do we have to read all about it in the trade press? Meet with Arbitron, tell them what you want, have meetings among yourselves. I have had meetings with advertisers and agencies in L.A. and Chicago, and they think we're idiots in some cases. Let's just move on; it looks like we are." During the Q&A, an audience member posed the question (with tongue firmly planted in cheek): Can I expect PPM in "major market" 206 — Bowling Green, Ky. — in my lifetime? Arbitron's Marince replied, "If it were feasible to get it there, the answer is yes. If it makes it there it may not look identical to what we have in the major markets, but there is a strong belief that the merits of electronic ratings are such that we should figure out how to move it into markets like 206."

From Radio-Info.com, 6/26, 6/28 (Tom Taylor): Another edition of this unmatched educational experience and very amiable schmoozefest. Make no mistake — people come to Minneapolis every Summer to learn about everything from PPM to more effective programming and marketing, and to do some serious networking. I was walking to the elevator at last year's People Meter session and asking a very-small-market PD why he was boning up on a ratings technology that will never come to his market. His eyes lit up: "Someday I want to be in one of those markets." Good old-fashioned American ambition is also here...Tom Kay's created a real community around the 33-year-old Conclave, a community dedicated to education and networking and expanding knowledge. My old friend Marc Ratner says he and Tom Kay are the only people who've attended all 33 conventions, and after just two years myself, I can see why people make it a habit, even during the busy Summer family travel season. The Conclave wouldn't exist without the board and its volunteers, and congrats to them and their year-round work — something exemplified by Rockwell Award winner Danno Wolkoff

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of Envision Radio Networks. He donated \$2,600 at Friday's awards luncheon "to help others become part of the Conclave in the years to come." (Special guest star Josh Feigenbaum showed up to salute Danno's dedication to the cause). The crowd is especially impressive since, as one board member told me, so many attendees now have to pay their own way.

For a complete journal of industry reports on the 33^d annual Learning Conference visit <http://www.theconclave.com> or click on <http://images.radcity.net/5440/2896789.pdf>.

Wall Street radio pushback, part 1: Jim Boyle, CL King & Associates analyst, blasted radio ownership in a report to clients earlier this week. He reported that Wall Street projections for a 4% decline in July for radio would instead more likely be reported by the RAB to be a 6 or 7% percent revenue decline. No matter which number surfaces, it would be the 15th straight month of down revenue for radio. He reported that the average large market was down 7% and mid-sized markets were off 5%. But small markets were up 2%. He noted that corporate radio mostly inhabits large and mid-size markets, and summarized: "Radio has entered and seems stuck in a new, discouraging territory with the combined challenges of a secular slide and cyclical recessionary times." He added that the "gap has remained very wide" between small and large market radio, with smaller markets consistently outperforming larger ones, as witnessed by his numbers. "What are radio leaders doing to change direction? Not much, it seems to us. The industry's larger groups do not appear ready to institute revolutionary changes yet in sales, programming, promotion or station clusters. There is a notable sense of denial of how harsh the prospects have been and continue to be for radio...The classic CEO reply is [that] radio is not bleeding as badly as newspapers...We concede there is too little radio ad demand, but there is also too little rate card integrity and too little investment in radio's product and people for the long term."

Wall Street radio pushback, part 2: Earlier this week, **Regent Communications** received a letter from NASDAQ that its bid price for the company's common stock had closed below \$1 for the past 30 days; a level which falls below the market's minimum for continued inclusion. The company has until February of 2009 to have its stock close above \$1 for 10 consecutive days, or NASDAQ will begin delisting proceedings. Other companies who have been flirting with the \$1 minimum recently include **Radio One**, **SBS**, **Citadel**, and **Westwood One**...but none of these companies have hit the dreaded 30-day mark for the less-than-a-dollar close.

Commentary. A couple of weeks ago, Barry Lowenthal, President/Media Kitchen and recognized advertising buying guru warned "Radio(s) product is poor...(and) for the most part the quality of radio content is just not very good." Now, Jim Boyle asserts radio is failing, in part, because it is making "too little investment in radio's product and people for the long term." And NASDAQ is simply threatening to delist

one of the nation's most prominent radio groups. There is a message being delivered here that can no longer be ignored by radio management and ownership: clean up your act, improve your product, treat your people better...or lose it all. But who's listening at the upper levels of radio? No one, it would seem. The current mind-set is obvious. When revenues dip, ownership asks, "what LESS can we do?" What live shift can we syndicate? What full or part-timer can we release? How many more stations in the cluster can we give one individual to program or market? How much less can we charge for a spot? While management asks those questions, here's another: What part of decreasing audience, decreasing profits, and decreasing respect on Wall Street and in the advertising community for our beloved medium have you missed in your quest for "less?" Its high time for a new regime to help guide an industry sorely in need of leaders who witness the evidence and then ask, "what MORE can we do?" What more can we do to create compelling content on our AM, FM, HD and Internet? What more can we do to encourage our employees to create and achieve? What more can we do to train them? How can we restore the focus necessary to compete and win in this challenging new era of nearly limitless media choices? C'mon ownership. Cut the LESS is MORE crap, and begin to realize its impossibility. Take a look around you, take some risks, and start doing business with the energy, imagination and positivity I know you have inside you, somewhere. What have you got to lose that - if Lowenthal, Boyle and NASDAQ are right - you haven't already begun to lose? - TK

The plot thickens in the radio vs. royalty world, as *PC Magazine's Dan Costa* wrote this week, "Internet radio may be on the way out. **Pandora Radio** is the canary in the coal mine. With about a million listeners every day, Pandora is one of the most successful Internet radio stations on the Web. It generates revenue, perhaps as much as \$25 million this year alone. But that isn't enough to pay the royalty fees." Costa adds, "Last summer, **The Copyright Royalty Board** doubled the fee that Internet radio stations have to pay to broadcast a song. The royalty structure is pretty straightforward. In 2008, Internet broadcasters have to pony up \$.0014 to stream one song to a listener. That fee is scheduled to climb to \$.0019 in 2010. Pandora Radio Founder **Tim Westergren** claims that His company may have to shut down because of royalty fees. Westergren estimates that Pandora will have to pay \$17 million this year. Pandora may be adding new listeners every day, but that's just driving up its costs. And if one of the largest, most successful stations on the Net can't get ahead of this curve, who can?" Terrestrial radio stations pay nothing to broadcast a song - yet. Satellite radio pays a percentage of their revenue, thought to be in the neighborhood of about 6 or 7% of its revenues in royalty fees. Under currently proposed royalty legislation, paying per track will cost Pandora about 70% of its revenue.



THE NAB RADIO SHOW

September 17-19, 2008
Austin Convention Center
Austin, Texas
www.nabradioshow.com

They're everywhere...they're everywhere. **Premiere Radio Networks' Bob And Tom** will launch their own TV show on **Tribune's WGN America** cable network beginning in early November. The show will air Monday through Friday 11p-Mid CST and will showcase highlights from the pair's **Indianapolis**-based radio show. "The addition of 'The Bob And Tom Show' to *WGN America's* fall schedule is in-line with our strategy of providing our viewers quality entertainment that they can't get anywhere else. Along with presenting the best comedians in America, Bob And Tom produce one of the most entertaining morning shows on radio. This timely best-of show will appeal to their extensive fan base and further expand their nationwide audience via *WGN America*," exclaims WGN SVP of Programming & Development **Sean Compton**.

Citadel Talk WLS -AM/Chicago's **Roe Conn** will be pulling double-duty soon, thanks to the political conventions coming up at the end of this month. On top of hosting his regular air shift from 2-7p from both convention sites, Conn will take part in **ABC Radio's Network** coverage each evening from 7-10p. The special coverage will start with the **Democratic National Convention** in Denver, August 25th-28th, then from the **Republican National Convention** in St. Paul, September 1st-4th.

Following in the tracks forged by the **Conclave's** WECAN Committee in June, The **American Women In Radio & Television (AWRT)** and the **Mentoring And Inspiring Women In Radio Group (MIW)** will host a "Speed Mentoring" session on the opening day of the **2008 NAB Radio Show** in Austin. Eight-minute advice sessions will be chaired by members of AWRT and the MIWs. Attendees will be able to meet and speak "one-on-one" with top professionals in radio programming, sales, marketing and management to gain valuable tips on how to better reach and excel at their career goals. After the sessions, there will be time for on-site networking with other industry professionals. "This is a fabulous opportunity for everyone involved," AWRT 2008 National Chair **Mary Bennett** said. "We are delighted that AWRT and the MIW Radio Group can collaborate on such a neat concept that empowers female professionals in the industry by giving them unprecedented access to industry leaders." Said MIW Radio Group Spokesperson and long time Claver **Heidi Raphael**, "It's a terrific opportunity for attendees to speak with some of the top radio professionals in our industry."

Clear Channel Top 40 KDWB/Minneapolis' **Dave Ryan In The Morning Show** will be working double-time beginning today at the Minnesota State Fair. Dave and his gang, in an attempt to "spread the wealth", will do his normal wake-up show from the fair, and then return to handle the 3-6p shift as well while the fair continues its 10-day run in St. Paul!

Mt. Wilson Broadcasting Country KKGO/Los Angeles PD/air personality – and 2008 Learning Conference faculty member - **Tonya Campos** will be participating in the "Avon Walk For Breast Cancer," the weekend of September 13th-14th. She'll be walking 39-miles to raise money for a great cause. If you'd like to help Tonya, you can do so by visiting the KKGO website (<http://www.gocountry105.com>).

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

The Dawg Pound: not just for Sunday's anymore! **Clear Channel's Cleveland** cluster will be sponsoring *Pet Expo*, a two-day event happening on September 20th and 21st at the Cuyahoga County Fairgrounds. **Purina's Incredible Dog Team** will perform, as the Expo will also feature "Ask The Vet" seminars, Pet First Aid and Emergency Preparedness clinics, Narcotic and Explosive Demonstrations by the Tenable Canine Division, etc. Of course, there will be a brown-and-orange dawg costume contest judged by **Cleveland Browns** mascot pup "CB." Best costume will win a pair of tickets to the October 13th game (there's no truth to the rumor the second place costume will win 4 tickets to the same game...).

Clear Channel Country WDTW/Detroit is teaming up with the **Salvation Army** for their 2nd annual *One Child Now Radiothon*. The two-day event will be held this weekend will raise money to purchase back to school supplies, back packs and new coats for needy Motor City children.

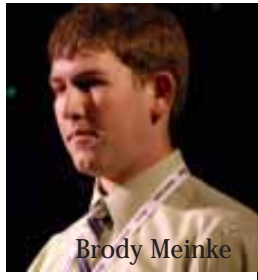
On Tuesday, **Journal** Hot AC WKTI/Milwaukee morning personality AJ got a chance to hang with the cast of *Happy Days* – including Henry Winkler and his 2 sons - just before the dedication ceremony for the placement of a bronze Fonz statue in downtown Milwaukee. As the *Happy Days* theme played, one sick radio geek commented, "Hey...isn't that the theme song for **Art Vuolo's** KLAV-TV??"

The Mahavishnu...NOT!



Recording Artist Jon McLaughlin visited KSTZ/Des Moines earlier this week and visited on-the-air with midday hostess, **Karess Carter**. L-R: McLaughlin, Carter, and McLaughlin's guitarist Dylan Williams.

Guess Who Was An Important Part of The 2008 Learning Conference?



Brody Meinke

McNally-Smith Scholar • Dennis Becker Scholar



Josh Leyh



2008 30-Under 30-Award Recipients



Jordan Spychalla

Doug Lee Scholars • Rockwell Scholar

Jenna Wundrow

Len Clark

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Last week, **Entercom** Hot AC KALC/Denver afternoon-drive team of **Slacker & Steve** broke a world record by hugging more than 800 people in one hour during the team's annual *Hugs For The Hospital Drive!* Would-be huggers lined up in front of the local **Hard Rock Café** and in exchange for their charity donations, each received lunch with their hug. All proceeds benefit Denver's **Children's Hospital**.

Citadel Classic Rock WMMQ/Lansing OM **Brent Michaels** scored newspaper space not only in his hometown *Lansing State Journal*, but inside industry trades with a tried and true promotion that (nearly) always works. Michaels suspended morning man **Rich Michaels** for five-days (which may, or may not, have coincided with Rich's vacation). The reason for the suspension? "Personal comments" Michaels made on the air Monday. Of course, Brent did not elaborate on the supposed comment or suspension, and – of course - Rich couldn't be reached for comment. Nicely executed, Brent!

Salem Talk KYCR -AM/Minneapolis-St. Paul announced this week that it will be carrying **North Dakota State University** football as part of the *Bison Radio Network*.

After 18 years in the position, **Saga Communications** AC WSNY/ Columbus Promotions Director **Michelle Hurley** steps down to join a local event marketing firm. In addition to her WSNY duties, she was also overseeing promotion at sisters Classic Hits WODB and Smooth Jazz WJZA/WJZK – and is a founding member of the conclave's **WECAN (Women's Education and Career Advancement Network) Committee**.

Former **Cox Radio** Talk WSB -AM/Atlanta evening host and Conclave Executive Committee member **Chris Krok** joins **Cumulus** Talk WMAC -AM/Macon as PD and morning host, effective last Monday.

Tribune Talk WGN -AM/Chicago has tapped HDNet NHL voice and former minor league hockey **Chicago Wolves** TV PBP guy **Judd Sirott** as studio host for **Chicago Blackhawks** hockey this season.

Macdonald-Garber Top 40 WKHQ/Traverse City, MI APD/PM-driver **Lunchbox** has been promoted to PD.

Federated Media Talk WOWO –AM & Sports WKJG -AM/Fort Wayne Director of AM Operations **Andy Ober** becomes News Director for the two stations, as well as PD for WKJG. He'll will continue to oversee AM operations until a new OM is hired.

Morris Communications Hot AC KMXS/Anchorage morning show host **Devan Mitchell** has been named PD replacing ROXI LENNOX, who exited the station in order to become PD/wake-up personality at KMBQ/ Wasilla, AK.

Federated Media/South Bend OM and Country WBYT PD **Clint Marsh** is the station's new GM.

Ed Benson, former Executive Director of the **CMA (Country Music Association)**, officially retired earlier this week after 29 years with the organization.

The industry lost another icon late as **Jerry Wexler**, the former **Atlantic Records** executive who coined the term "rhythm and blues" and produced legendary recordings by **Ray Charles**, **Aretha Franklin** and **Wilson Pickett**, died late last week at the age of 91.

Condolences to the family and friends of longtime **Denver** TV news anchor **Bob Palmer**, who died earlier this week of natural causes at the age of 77. He started his broadcasting career in radio as a copywriter and newsmen at KOA -AM/Denver before moving to TV in 1963.



Jobs. Country KFGE/Lincoln has an immediate opening for the next great morning co-host! Please send a short mp3 of your best air work, resume, and references to **Steve Albertsen**, Operations Manager, **NRG Media**. 4343 O Street, Lincoln, NE 68510. You can also Email your information to <mailto:salbertsen@broadcasthouse.com>...WYPW/South Bend has a rare night opening. Are you someone who is fun, has done a night show, lives the lifestyle and can relate to an 18-34 year old listener? If you live in the Midwest, send your MP3 and resume to <mailto:marcus@power957.com>...Oldies WKLU/Indianapolis has an immediate opening for a morning show host! They're searching for a fun, topical, and entertaining Personality who will make mornings about the listener. Wacky bits and blue humor are not welcome. ALSO NEEDED: part-time air talents! Minimum 3 years experience in commercial radio. Send a short mp3 of your best air work, resume, and three references to <mailto:Scott@WKLU.net>...Attention Nashville, St. Louis, Louisville and Indianapolis: Hot96 looking for an entertainer to take over nights. If you're doing big market weekends and looking for your first full-time gig (1 year of on air experience, passion and talent is all that's required), Hot 96 will deliver the career move you need. Send a resume and short demo to **Jason Addams**, <mailto:lookingforastar@hot96.com> (Put NIGHTS in the subject line of your email)...WGNV/Milladore, WI has a full-time opening for a Sales Executive in our Sales and Underwriting Department. If you are self motivated, have good people skills, enjoys a challenge, is enthusiastic, is creative and have a passion for Christian radio, email your resume to <mailto:HR@ChristianFamilyRadio.net> or mail your resume to: Employee Services, PO Box 88 Milladore, WI 54454...FM105.1/Fargo-Moorhead's contemporary female adult radio station is looking for a strong midday talent. This is not a position for beginners, shock jocks or liner card readers. Please send an mp3 air check (no more than 3 minutes please!), resume and photo to mailto:big_dog@123fargo.com...**Red Rock Radio** in Duluth, MN is looking for a promotions superstar to run its promotions department for KQ95, 92.1 Lite FM, 94X and True Oldies 1490AM. Rush your resume and aircheck (if you have on-air experience) to <mailto:redrockradiojobs@gmail.com>...KSOM/Atlantic, IA radio seeks talent. Please send audio and resume to <mailto:bill@iowasuperstation.com> or snail mail it to 413 Chestnut, Atlantic IA 50022...Expansion creates two positions... GM and GSM in new Wyoming start-ups in a rated market. Please send letter and resume to: <mailto:bobr@nebcas.com>...WKFR/Kalamazoo is in the rare position to hire TWO Part-time Staffers! Possibility of overnights. Candidates would ideally be within an hour's drive of Kalamazoo. Please send your reasonably sized (less than 5MB) electronic package that includes an mp3 aircheck along with resume to: <mailto:kruze@wkfr.com> subject "Part-time on KFR!"...WWWWM/WRQN/Toledo needs a General Sales Manager. Leadership, organization, motivation and the ability to grow revenue is required. Must have 2 years Sales Management experience. Please e-mail resume to <mailto:nick.gnau@cumulus.com>...**Independence Media**, Central Illinois' fastest growing radio group, is now expanding the sales force to keep up with the business demand with our four station cluster in Peoria, Illinois. You must have a minimum of two years of sales experience. Send cover letter and resume to: <mailto:FChen@indepmedia.com>...**Cumulus/Flint** seeks a Promotions & Marketing Director. 5 years experience + college degree preferred. Send resumes by email or mail to: <mailto:Scott.Meier@Cumulus.com>...The **NextMedia** Radio Stations in Joliet, IL are looking for part time and full time Promotion Assistants. Forward your resume and why you want to get into promotions to Promotion Director, **Dan Waddick**. <mailto:dwaddick@nextmediachicago.com>...The **NextMedia** radio stations in Western and Southwestern Chicago Suburbs are enjoying record sales growth and setting new revenue records, and need sales pros to help continue the pace. Prior radio sales experience is not necessary. E-Mail your resume to <mailto:Roger.Piper@nextmediachicago.com>...The **Ohio/Illinois Centers for Broadcasting** is currently searching for a veteran broadcaster to work

as the Placement Coordinator at our Columbus Ohio Campus. The ideal candidate will be well organized, able to handle multi-tasking, 7-10 years experience in radio or television-(preferably in a management role). Degreed individual preferred. Send your resume, cover letter and philosophy on starting a career in broadcasting to Gary James, National Director of Placement, via email to: <mailto:gary@beonair.com>...**Federated Media's** WBYT is looking for our next great Program Director. Email <mailto:cmarsh@federatedmedia.com>...Oldies WLS-FM/Chicago is looking for a General Sales Manager & Account Executives to fill mid-level sales positions. Please submit resume to: WLS-FM, Attn: **Michael Damsky** – Dept. A, 190 N. State Street, Chicago, IL 60601...WLS-AM/Chicago is looking for a marketing-oriented entrepreneurial sales executive who is comfortable in contacting and presenting to business executives. Please submit resume to: WLS-AM, Attn: **Nicola (Nic) Merenda** – Dept. A, 190 N. State Street, Chicago, IL 60601...WLS-FM/Chicago has an opening for a Sales Assistant. Minimum 2 years in broadcasting and/or advertising field highly desired. Must be able to multi-task and possess working knowledge of Microsoft Word, Excel, PowerPoint, and Internet. Send resume to: WLS-FM, Attn: **Chelsea Johnson** - Dept. A, 190 N. State Street, Chicago, IL 60601. Fax: (312) 984-5357. E-mail: <mailto:chelsea.johnson@citcomm.com>...**NRG Media** has an immediate opening for a News Director for its 3 station cluster (WRCV-FM, WSEY-FM, WIXN-AM) in Dixon, IL. Send your materials to: Steve Marco, Program Director, 1460 South College Avenue, Dixon, IL 61021. Phone (815) 288-3341 Or <mailto:smarco@nrgmedia.com>...Variety KMMO AM & FM/Marshall, MO is accepting applications for a full time News position. Reply <mailto:jwilson@kmmo.com>...**Journal Broadcast Group/Springfield, MO** is looking for a co-host that will help turn a great show into a phenomenal show. Candidates must have 5+ years on-air experience, good people skills and a drive to win! Send your resume, aircheck and a cover letter explaining why you would be the best candidate to: **OM Valorie Knight**, 2330 W. Grand, Springfield, MO 65810 or <mailto:valorieknight@yahoo.com>...KQKS/Denver is currently looking for a sales executive. Send your resume via email to <mailto:mark.sexton@lincolnfinancialmedia.com> or mail to **Mark Sexton** Local Sales Manager 7800 E. Orchard Road Suite 400 Greenwood Village 80111...N/T WOWO/Ft. Wayne is searching for an Operations Manager. Also responsible for WOWO sister station, ESPN 1380. Preferred candidates will have some news/talk programming or APD experience. Confidentiality assured. E-mail resume to <mailto:mdeprez@federatedmedia.com>...Sovereign City Communications, LLC™ seeks a Chief Broadcast Engineer to oversee its new, state-of-the-art facilities. Minimum 3-5 years experience preferred. Email: <mailto:jobs@sovcity.com>...Classic Rock CD 105.9/Omaha is looking for a versatile announcer to co-host morning show and work additional shifts as needed. Send cover letter, resume and audio sample to: **Kurt Owens**, **Journal Broadcast Group** - Omaha Operations, 5030 N. 72 Street, Omaha, NE 68134. <mailto:kowens@journalbroadcastgroup.com>...**NJS4EVER Networks**, LLC/Chicago is seeking a Senior Account Executive. Submit your resume today to <mailto:Knyte@njs4ever.net>...N/T WDWS & AC WHMS/Champaign are seeking members for their sales team. Ship your resume and cover letter to **SM Dave Burns**, Box 3939, Champaign, IL 61826 or email dburns@wdws.com...All listings in Jobs represent equal opportunities and are provided free of charge. To place an ad, send particulars to: <mailto:tomk@main-st.net> no later than Thursday evening for Friday publication. No calls unless otherwise specified.



Spring Books, 2008

Sheboygan, WI (#280)

Country WBFM wins with double digits.

Station	Format	Owner	Fa07	Sp08
WBFM-FM	Ctry	MidwComm.	9.4	10.2
WTMJ-AM	N/T	Journal	9.4	8.8
WHBL-AM	N/T	MidwComm.	8.6	8
WHBZ-FM	Rock	MidwComm.	6.5	6.6
WXER-FM	T40	MidwComm.	5	5.8
WXSS-FM	T40	Entercom	5	4.4
WAPL-FM	ClsscRock	Woodward	4.3	3.6
WKLH-FM	ClsscRock	Saga	4.3	3.6
WLKN-FM	AC	RadioK-T	4.3	3.6
WISN-AM	N/T	ClrChnnl	2.9	2.9
WJUB-AM	Stnrds	JubMinistries	2.9	2.9
WIXX-FM	T40	MidwComm.	2.2	2.2
WKTJ-FM	HotAC	Journal	2.2	2.2
WQBW-FM	ClsscRock	ClrChnnl	2.9	2.2
WRIT-FM	AdultHits	ClrChnnl	2.2	2.2
WCLB-AM	Oldies	RBHEnt.	1.4	1.5
WHQG-FM	Rock	Saga	2.2	1.5
WMIL-FM	Ctry	ClrChnnl	1.4	1.5
WQTC-FM	ClsscRock	Seehafer	1.4	1.5
WBKV-AM	ClsscCtry	Bliss	0	0.7
WBWI-FM	Ctry	Bliss	0.7	0.7
WGN-AM	N/T	Tribune	1.4	0.7
WLDB-FM	AC	MilwRadAllnce	0.7	0.7
WLUM-FM	Alt	MilwRadAllnce	0.7	0.7
WMYX-FM	HotAC	Entercom	0	0.7
WOGB-FM	Oldies	Cumul.	1.4	0.7
WOKY-AM	Oldies	ClrChnnl	0.7	0.7
WZOR-FM	ActRock	Woodward	0	0.7

LaSalle-Peru, IL (#248)

Country WALS still the king.

Station	Format	Owner	Fa07	Sp08
WALS-FM	Ctry	Laco	10.2	9.5
WGN-AM	N/T	Tribune	6.3	6.9
WIVQ-FM/				
WSTQ-FM	T40	Mendota	7.4	6.9
WAJK-FM	AC	LaSalleCounty	4	4.8
WKOT-FM	Oldies	LaSalleCounty	4	4.8
WYYS-FM	AC	Mendota	4.5	4.8
WBZG-FM	ClsscRock	Mendota	2.8	4.2
WLPO-AM	N/T	LaSalleCounty	4.5	4.2
WGLC-FM	Ctry	Mendota	3.4	3.7
WCMY-AM	Talk	NRGMedia	2.8	3.2
WLS-AM	N/T	Citadel	4.5	3.2
WIXO-FM	ActRock	Regent	1.7	2.6
WBBM-AM	News	CBS	2.3	2.1
WRKX-FM	HotAC	NRGMedia	1.7	1.6
WSCR-AM	Sports	CBS	2.3	1.6
WSPL-AM	N/T	Mendota	1.7	1.6
WZOE-FM	Oldies	WZOEInc.	1.1	1.6
WCCQ-FM	Ctry	NextMedia	1.1	1.1
WLLR-FM	Ctry	ClrChnnl	1.1	1.1
WMKB-FM	ClsscRock	KMComm	1.1	1.1
WRXQ-FM	ClsscRock	NextMedia	0.6	1.1
WZOE-AM	N/T	WZOEInc.	1.1	1.1
KCQQ-FM	ClsscHits	ClrChnnl	1.1	0.5
WBNQ-FM	HotAC	Regent	0.6	0.5
WDQZ-FM	ClsscHits	GPMedia	0.6	0.5
WJDK-FM	AC	NelsonEnt.	0	0.5
WKIE-FM/				
WDEK-FM/				
WRZA-FM	AdultHits	NewsWeb	0.6	0.5
WKSC-FM	T40	ClrChnnl	0.6	0.5
WLIT-FM	AC	ClrChnnl	0.6	0.5
WMVP-AM	Sports	ESPN	0.6	0.5
WPBG-FM	Oldies	Triad	1.1	0.5
WRVY-FM	ClsscHits	WZOEInc.	0.6	0.5
WSPY-FM	N/T	NelsonEnt.	0.6	0.5
WTMX-FM	HotAC	Bonneville	0.6	0.5
WYST-FM	AC	GPMedia	0	0.5

Bloomington, IL (#242)

Country WBWN pulls ahead of sister WBNQ.

Station	Format	Owner	Fa07	Sp08
WBWN-FM	Ctry	Regent	9.5	12.2
WBNQ-FM	HotAC	Regent	9.5	10.4
WJBC-AM	N/T	Regent	8.9	8.5
WIHN-FM	ActRock	Connssr	7	5.5
WVMG-FM	AC	Connssr	3.8	4.9
WBBE-FM	AdultHits	Connssr	7.6	4.3
WGN-AM	N/T	Tribune	1.9	3.7
WLS-AM	N/T	Citadel	3.2	3.7
WYST-FM	AC	GPMedia	2.5	3.7
WDQZ-FM	ClsscHits	GPMedia	1.3	3
WRPW-FM	Rhythm.	GPMedia	2.5	3
WPBG-FM	Oldies	Triad	2.5	2.4
WTRX-FM	ClsscRock	Regent	1.9	1.8
WCFF-FM	AdultHits	Saga	0	1.2
WLRW-FM	HotAC	Saga	0	1.2
WSCR-AM	Sports	CBS	1.9	1.2
WSWT-FM	AC	Triad	1.9	1.2
WZPW-FM	Rhythm.	Regent	1.3	1.2
WGCY-FM	B/EZ	F&G	1.3	0.6
WGLO-FM	ClsscRock	Regent	2.5	0.6
WIRL-AM	ClsscCtry	Triad	0.6	0.6
WIXO-FM	ActRock	Regent	1.3	0.6
WPEO-AM	Rel.	Pinebrook	0.6	0.6

South Bend, IN (#179)

Nice spring for country WBYT.

Station	Format	Owner	Fa07	Sp08
WBYT-FM	Ctry	Federated	10.1	12.1
WNSN-FM	AC	SchurzComm.	11.1	11.7
WNDV-FM	T40	ArtMedia	6.6	7.2
WSBT-AM	N/T	SchurzComm.	9.1	6.6
WZOC-FM	Oldies	Plymouth	6.6	5.9
WRBR-FM	ActRock	Dille&Erlacher	6.3	5.5
WAOR-FM	ClsscRock	Federated	5.2	5.2
WUBU-FM	SmJazz	Federated	3.8	5.2
WYPW-FM	Rhythm.	Dille&Erlacher	4.9	4.1
WZOW-FM/				
WOZW-FM	ClsscRock	ArtMedia	2.1	3.8
WFRN-FM	ChrstnAC	ProgSyst	2.4	2.8
WSMK-FM	Rhythm.	Williams	2.8	2.8
WHFB-FM	Ctry	WinCom	2.1	2.4
WGN-AM	N/T	Tribune	1.4	2.1
WHPZ-FM/				
WDOW-FM	ChrstnAC	LeSea	0.7	0.7
WMVP-AM	Sports	ESPN	0.7	0.7
WWLV-AM	SoftAC	ArtMedia	0.7	0.7

Rockford, IL (#151)

Huge quarterly for T40 WZOK!


Station	Format	Owner	Fa07	Sp08
WZOK-FM	T40	Cumul.	9	15.8
WXXQ-FM	Ctry	Cumul.	11.1	11.7
WRTB-FM	AdultHits	Maverick	5.9	7.1
WXRX-FM	Rock	Maverick	5.4	6.9
WGN-AM	N/T	Tribune	4.1	5.9
WGFJ-FM	AC	Maverick	7.7	5.1
WKGL-FM	Oldies	Cumul.	6.4	4.8
WNTA-AM	Other	Maverick	2.3	3.3
WYRB-FM	UrbAC	Crawford	3.6	3.3
WSCR-AM	Sports	CBS	2.6	2.5
WZEE-FM	T40	ClrChnnl	1.3	2.5
WROK-AM	N/T	Cumul.	3.6	2.3
WBBM-AM	News	CBS	1.5	2
WQFL-FM	ChrstnCHR	1stAssmbyGod	3.9	1.8
WLS-AM	N/T	Citadel	2.3	1.3
WLEY-FM	RegMex	SBS	0.5	1
WSJY-FM	AC	NRGMedia	1	1
WJJO-FM	ActRock	MidWstFamily	0	0.8
WJVL-FM	Ctry	Bliss	1.5	0.8
WMVP-AM	Sports	ESPN	0.5	0.5

Peoria, IL (#150)

Triad AC WSWT pulls an 11, stays #1

Station	Format	Owner	Fa07	Sp08
WWSW-FM	AC	Triad	7.9	11
WZPW-FM	Rhythm.	Regent	7	7.9
WMBD-AM	N/T	Triad	7.6	7.7
WFYR-FM	Ctry	Regent	6.2	6.1
WPBG-FM	Oldies	Triad	5.9	5.1
WXCL-FM	Ctry	Triad	8.5	5.1
WGLO-FM	ClsscRock	Regent	5.3	4.6
WIXO-FM	ActRock	Regent	5	4.3
WHPI-FM	Oldies	IndepMedHldgs	2.3	4.1
WPIA-FM	T40	IndepMedHldgs	2.6	3.3
WPMJ-FM	AC	KellyComm.	2.9	2.8
WIRL-AM	ClsscCtry	Triad	2.6	2.6
WOAM-AM	Stnrds	KellyComm.	3.2	2.3
WDQX-FM	ClsscRock	Triad	2.3	2
WLS-AM	N/T	Citadel	1.5	2
WBNQ-FM	HotAC	Regent	2.6	1.5
WWCT-FM	AAA	IndepMedHldgs	0.9	1.5
WPEO-AM	Rel.	Pinebrook	1.2	1
WBWN-FM	Ctry	Regent	1.2	0.8
WGN-AM	N/T	Tribune	1.2	0.8
WZPN-FM	Sports	IndepMedHldgs	1.5	0.8
WBBM-AM	News	CBS	0	0.5

12+ M-Su, 6AM-12AM.
Fall '07 - Spring '08
comparisons, unless otherwise noted.



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