

MAIN STREET

Presents

The Conclave TATTLE R

Publisher: Tom Kay Editor: Benjamin Holsen
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Conclave To Begin Webinar Series with a Fred Jacobs tell-all! The Conclave announced it will present the first in a planned series of webinars this coming Wednesday, 10/8 at 2P CDT. As part of the launch of the new <http://www.theconclave.com>, the webinar will present the findings of **Jacobs Media's TECH SURVEY IV**. In it, important questions will be answered for each participant: *Are more of your listeners streaming video, using iPods, or texting? How many of your listeners own cell phones? How many have high-speed Internet access? Have their radio listening increased or decreased in the past year? Do they read on-line news? How important is social networking to them? Are they users of podcasts? How familiar are they with Pandora or iTunes? What impact does TiVo/DVR have on their ability to listen to the radio listening?* Learn the answers to these and more! DLoad sponsors the one-hour webinar, offered at no charge and presented by Fred Jacobs/Jacobs Media. The webinar is free, but participants must register in advance online at <http://theconclave.com/learning/webinars.php>. Said webinar host **Fred Jacobs**, "This is the fourth consecutive year for Jacobs Media's Technology Poll, the largest web survey in radio. Conducted among listeners to 69 Rock, Classic Rock, and Alternative stations, this year's poll includes over 27,000 radio users. The study now features four years of trending to help stations set budgeting and strategic priorities for technology and digital platforms." (Fred Jacobs is one of the leaders in studying emerging technology and its impact of broadcast radio. Jacobs Media is the largest radio-consulting firm in the United States specializing in Rock formats. The company created the Classic Rock format, and has been a leading force in Alternative and Mainstream Rock. Currently, Jacobs Media services are used by nearly every major broadcasting company, including CBS,

Entercom, Emmis, Cox, Greater Media, Citadel, Journal, and others. Jacobs Media has also provided consulting services to **The Corporation for Public Broadcasting, National Public Radio**, and public radio stations around the country.) For more details, visit <http://www.theconclave.com>.

More details have been announced about the Conclave's TalenTrak – the premier one-day air talent seminar that promises to improve the performance of any and all personalities who attend! Here's the tentative line-up of sessions: 1 – *Anatomy of a Great Air Talent*. Identifying the 10 most important characteristics of a WINNING air talent! 2 - *Spot-On Production*. Tips & techniques guaranteed to improve your station: 30 at a time!! 3 – *What You Need To Know About Radio's Future*. Where the medium is headed, and where the air talent fits in! 4 – *Moving Forward*. Making yourself invaluable now and in the future! 5 – *Lunch with Johnny B*. An intimate look and listen to the life and times of one of radio's premier air talents, WLUP's **Jonathan Brandmeier!** Stand by for a finalized listing of sessions and their start-times! TalenTrak faculty will include **Jerry Boulding** All Access/LA, **Matt Bisbee** Bonneville/Chicago, **Matt Dubiel**, **Drew Hayes** WCKG/Chicago, **Michael LaCrosse** 94.7 (True Oldies)/Chicago, **Kipper McGee** WLS/Chicago, **J. Pat Miller** KSRZ/Omaha, **Don Murphy**, **Jay Philpott** WARH/St. Louis, **Joel Raab** Joel Raab & Associates, **Brian Rhodes** Q101 & WLUP/Chicago, **Jim Stone** WXRX/Rockford, **Norm Winer** WXRT/Chicago, **Marc Young** WLUP/Chicago, and more to be announced! **Bill Klapproth** (WLUP/Chicago) will act as the day's Master of Ceremonies! TalenTrak happens on Saturday, November 8th at Columbia College's University Center (525 S. State St). The price for this special day of learning? Just \$49 (\$39 students) until October 31st. If you're coming in on Friday night and/or staying Saturday night, stay at the nearby **Travelodge Hotel/Downtown Chicago**, 65 E Harrison St., Chicago, IL, 60605; phone 312-376-148; email <mailto:travelodgechicago@aol.com>. Ask for **Darren Andrews**, tell him you're with the Conclave and will be attending TalenTrak and you'll be offered a junior suite with kitchenette for \$155 + taxes while their inventory lasts. For details and to register, visit <http://www.theconclave.com>. The Conclave thanks the generosity of the following companies for underwriting this important event: **All Access, Arbitron, BDS Radio, Envision Radio Networks, MusicMaster, PromoSuite, and RCS/Selector!**

the Conclave &



present

TECH SURVEY IV 2008 RESULTS



Are more of your listeners streaming video, using iPods, or texting? How many own cell phones? How many have high-speed Internet access? Has their radio listening increased or decreased? Do they read on-line news? How important is social networking to them? Are they users of podcasts? How familiar are they with Pandora or iTunes? What impact does TiVo/DVR have on radio listening? Learn the answers to these and more

Wednesday, 10/10 at 2 PM CDT.

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New York Sues Arbitron! **New York** Attorney General **Andrew Cuomo** sent a letter today to **Arbitron** indicating the state will sue the ratings company for launching **PPM**, which it labeled as "unlawful and deceptive acts and practices in which Arbitron plans to engage, has engaged and/or continues to engage, and to obtain additional injunctive relief, penalties, damages and such other relief as the Court may deem just and proper." In its own prepared statement, Arbitron said it intended to fight "vigorously" and said the PPM rollout will go on as planned. The suit says, "The unlawful and deceptive acts and practices complained of consist of engaging in or planning to engage in repeated and persistent fraudulent and illegal business practices in connection with the marketing and planned commercialization in New York of the PPM methodology...The PPM methodology Arbitron intends to use beginning on October 8th, 2008 in New York has not been accredited by the **Media Rating Council**, the primary accrediting agency for ratings services in the United States, and appears to contain design flaws that will disproportionately impact minority communities, broadcasters and businesses." Earlier this week, Illinois Senators **Barack Obama** and **Dick Durbin** asked Arbitron to delay the PPM in Chicago.

Should the **FCC** require satellite radio receivers to pick up digital radio signals? **Rep. Edward Markey** (D-MA) says yes and has introduced the "Radio All Digital Channel Receiver Act" that would mandate all devices designed to receive **Sirius XM Radio** and AM/FM radio be able to receive digital, too. "Millions of Americans today rely on local broadcast radio for news, public safety bulletins, sports, weather, traffic and other information," Markey said. Internet radio also has something to dance about. The House passed a bill to extend royalty negotiations between **SoundExchange** and webcasters unanimously and is expected to breeze through the Senate before Election Day.

The **NAB** wants a bill by **Rep. Jay Inslee** (D-WA) to go away. It would allow the renegotiations between music and Internet industries to continue. The bill allows royalty collector **SoundExchange** to negotiate an alternative royalty before the end of the year with any Internet radio service. Halting the bill lets current rates stand - rates that Internet radio says will make them go out of business. "The **NAB** is interfering in our business...They're trying to cross over industry and kill a competitor," said **Pandora** founder **Tim Westergren**. The NAB tried for over a year to agree on a fair rate for webcasting only to be ignored by SoundExchange and the record labels. A blogger named Kurt Hansen wrote that the lobbying "totally violates the

spirit of what NAB CEO **David Rehr** said last week at the NAB Radio Show — e.g., 'NAB has been working to address the outrageous Copyright Royalty Board decision that dramatically increases streaming rates' ... Trying to block this bill is a slap in the face to all NAB members who believe that streaming is an important part of radio's future. Overall, Terrestrial radio is worried that their web competitors will get a deal done first.

Apple's iTunes store won't shut down like threatened after the **Copyright Royalty Board** denied the publishers' petition for a 66% royalty hike. The rates have been frozen at 9 cents a song for songwriters and publishers. To appease publishers, the CRB set a rate of 24 cents for each ringtone subject to the mechanical license, and gave publishers permission to seek at 1.5% late fee, calculated monthly. **National Music Publishers' Association** Pres./CEO **David Israelite** says, "These events will bring clarity and order to an environment that for the past decade has been hampered by litigation and uncertainty on all sides."

The **Congressional Black Caucus** is going after **FCC** Chairmen **Kevin Martin** about new localism regulations. The group is not happy with additional regulatory burdens on local radio and TV stations. The campaign, signed by 28 senators and more than 150 House members expressed reservations over the requirement for stations to be staffed 24 hours a day and forcing many to relocate. "If adopted, these proposals would impose a significant financial hardship on minority broadcasters, with little tangible benefit to the public," the lawmakers wrote. "We urge the Commission either to reject outright, or significantly modify, these two proposals."

Journal buys **Waupaca Publishing**, a group of newspapers and trade publications for \$7 million. The deal includes Waupaca, WI area papers including **Waupaca County Post**, the **Chronicle** in Weyauwega-Fremont, the **Picture Post**, the **Tri-County Advertiser** along with the **Wisconsin State Farmer**, **Wisconsin Horseman's News** and **Silent Sports Magazine**. This move is fits Journal's stated strategy of adding additional print titles within the footprint of existing properties. (Milwaukee Journal-Sentinel)

Kelly Communications Adult Standards WOAM-AM and Oldies WPMJ/Peoria have gone dark due to bankruptcy. Morning co-host **Roger Monroe** said, "We're devastated." The stations have been in financial difficulty and "up for sale for years. We thought (owner **Bob Kelly**) was announcing a buyer" when the staff was told of the closing.

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

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NEWS UPDATES AROUND THE CLOCK www.RadioandRecords.com

Oops. A mistake in measurements forced a reissue of Detroit's **Arbitrends** and a drop for **CBS News WWJ-AM/Detroit** from a 6.4 share 12+ and a #1 ranking to a tie for fourth and a 5.1 share. The problem was that Arbitron thought the station was a day-timer while it actually runs around the clock. With the adjustment, **Clear Channel Urban AC WMXD** grabs the top spot with a 5.4 12+.

Speaking of **CBS News WWJ-AM/Detroit**. They canned a reporter this week for wearing a **Barack Obama** shirt while covering a rally on Sunday. **Karen Dinkins** was fired after 13 years with the station for her alleged breach of journalistic ethics. "I was really kind of surprised this is a news story," Dinkins said. "I didn't anticipate it."

Greater Media Active Rock WRIF/Detroit ups APD/MD **Mark Pennington** to PD replacing **Doug Podell** who himself was recently elevated to Dir./Rock Programming for the cluster.

MJI Interactive Pres. Margaret Shiverick is stepping down after 15 years and because of the merger with **Triton Media**. "My plans include working with **Mike (Agovino)**, Triton Media's COO) and the newly named EVP's of Triton during a transition period we've been planning." Look for Shiverick to resurface in live entertainment and the music festival space in early 2009.

Envision Radio Networks' "The Rockin' '80s" will offering "Beyond the Grave," a free **Halloween** special featuring music by and stories about deceased "excess rockers." For two hours, host **Zander** will play music from **AC/DC, Def Leppard, Ozzy Osbourne, Styx, Ratt, Rainbow** and **Quiet Riot**, among others. The Rockin' '80s "Beyond the Grave" Halloween Special is available commercial-free via Internet download for broadcast October 27th through November 2nd. Contact **Matt Wardlaw** at (216) 831-3761 for more information, or visit <http://www.therockin80s.com> for more details.

Greater Media/Detroit has named **Peter Connolly** Dir./Sales for Active Rock WRIF, Classic Rock WCSX and AC WMGC.

CBS Classic Hits KFRC/San Francisco's Morning Man "The Duke" Dave Sholin is now heard on sister News KCBS-AM on the weekends. Duke still assists the **Conclave** as a member of its Executive Committee.

Clear Channel Rhythmic Top 40 KYLD/San Francisco names **Cat Collins** as new PD. Collins recently spent 10 years as PD of **Lincoln Financial Rhythmic Top 40 KQKS/Denver**.

Results Broadcasting Adult Standards WFCL-AM/Clintonville, WI flipped to Oldies as **WOTE-AM**.

Clear Channel Country KZSN/Wichita hires programming vet **Cody Carlson** as PD. Cody is still programming **Zimmer Country KIXQ/Joplin, MO** until he heads to Wichita in mid-October.

Denver Radio Company Alternative KTNI/Denver released its morning show hosts, **Mark Samansky** and **Lynne Ryan** due to budget cuts. KTNI MD/PM driver moves up to fill the gaping hole left in the AM.

KZIA Inc. Top 40 **KZIA** and Sports **KGym/Cedar Rapids** Dir./Sales **Julie Hein** is promoted to Assistant GM.

Main Line/Dayton names **Andrea Scott** as Market Manager. Scott will oversee five stations, including Urban **WDHT**, Urban AC **WROU**, Adult Hits **WGtz**, Country **WksW** and Sports **WING-AM**.

Industry Vets **Craig Lambert** and **Tommy Nast** join to create **Rock Band Entertainment**, a full-service multi-media marketing company that specializes in the Rock format.

Tribune Talk WGN-AM/Chicago adds **CBS Talk KMOX-AM/St. Louis** Dir./Marketing, Digital and NTR **Jackie Paulus** as Dir./Marketing and Digital Innovation, effective October 6th.

Clear Channel Rock WIOT/Toledo, OH middayer **Kelly Brown** exits after two years.

Former **Clear Channel Talk KOA-AM/Denver** host **Steve Kelley** returns as **Lois Melkonian's** co-host on "The Ride Home" every Thursday in October.

Entercom/Madison brings in **Heather Moore** to join the "Fletch in the Morning" show on Classic Hits **WOLX**. Moore previously did middays at sister Hot AC **WMyX/Milwaukee**.

Federated Media Talk WOWO-AM and Sports **WJkg-AM/Fort Wayne** taps **Dan Mandis** as OM.

Condolences to the family of former head of Promotion for **Capitol Records** and **Morgan Creek**, **Walter Lee**, who lost his battle with colon cancer at 63.

Condolences to the family of longtime Cleveland radio talent and engineer **Chris Quinn**. "The Mighty" Quinn was most recently an engineer at Gospel WABQ-AM.

Jobs. Talking Stick Rock WRSW/Warsaw, IN has an immediate opening for PT nights. Get your best to: John Adams, W. Market St., Warsaw, IN 46580 or email to: john@wrswnet.com...**Go Radio** Active Rock KQWB/Fargo needs an entire staff from PD on down. Do you live the lifestyle? Experience in programming, Selector, Photoshop/website maintenance or building and Adobe Audition are all helpful. Rush your package to: big.dog@123fargo.com and title the email "Q98 Openings"...**Bahakel** Classic Rock KYZX/Colorado Springs is accepting packages for future FT and PT on-air positions. Send your best to: jason@1039theeagle.com...AC KLCE/Idaho Falls is looking for a Morning Host/PD. Have you experienced success and learned from failure? Can you stand out and be innovative in a heavily conservative market? T&R's to: hr@eiradio.com...**Morris Communications**/Topeka needs a couple of the best AE's in the country. Bring your can-do attitude, great prospecting skills and superior customer service. Send your resume and cover letter to: **Kala Livingston**, PO Box 1818, Topeka, KS 66601-1818 or email to: Kala.Livingston@morris.com... Do you live in the Midwest? Are you a news hound? If you have news experience under your belt, knowledge of cool edit, and the desire to bring the news to the masses please send resume and aircheck along with a couple writing examples to: **Prestige Communications**, 31 East Side Square, Macomb, IL, 61455...KFOR, Lincoln's heritage news station for 85 years is looking for an experienced News Director to manage a five person news department. Rush your news philosophy, writing samples, demo and resume to **Mark Taylor**, Program Director, 3800 Cornhusker Hwy, Lincoln, NE 68504. Or email to mtaylor@threeeagles.com...**Three Eagles Communications**/Luverne, Minnesota is looking for a midday announcer. Rush your demo and resume to: Steve Graphenteen,

Executive Vice President/General Manager, 1140 150th Ave., Luverne, MN 56156. Or email to: sg@klql.threeeagles.com...Radio group in the upper midwest now accepting tapes and resumes for all positions and formats. Email your mp3 audio (no more than 3 minutes please) and resume to: midwestradiojobs@gmail.com...WHBL-AM Radio and Midwest Communications is accepting applications for a newsperson in their Sheboygan, WI market. Send your resume and current aircheck to: **Mike Kinzel**, News Director, PO Box 27, Sheboygan, WI 53082 or e-mail to newsroom@whbl.com...**Titan Broadcasting** is expanding their sales team. Send Resumes to: John Pritchard, General Manager, 1411 N. Roosevelt Ave, Burlington, IA 52601 or lj@titanburlington.com...**Carroll Broadcasting Company** is seeking a person in their advertising sales department as a marketing resource for an established and diverse client base. Send your resume to: **Lynda Dukes Franey**, Local Sales Manager at lynda@carrollbroadcasting.com...Looking for possible openings in mornings and middays for top 40 internet radio station. Positions are currently volunteer, but may lead to more. Beginners welcome. Send tape and resume to surge106fm@yahoo.com...Family Friendly WIBI (Springfield / Metro St. Louis) is looking for an air talent. Please e-mail your resume and demo: ATTN: WIBI Program Director at rob@wibi.org...**Staradio Corporation**/Kankakee, Illinois is accepting airchecks & resumes for possible future positions. Candidates should have on-air experience. Hot AC, Contemporary Country and News abilities are a plus. Send your materials to: mtomano@staradio.com E-mail heading - ON-AIR...Looking for a 2-station PD in Casper, WY - for KMGW (Classic Rock) and KRVK (Classic Hits) station. Please send materials to donovanshort@gapbroadcasting.com...Hot 93.1/ Rapid City is looking for talent. Send your stuff to spanky@hot931.com or to **Spanky**, 660 Floorman St, Suite 100, Rapid City, SD, 57701...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.

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Address <i>Where YOU an office/a home; NOT a parent company's home/main office</i>			
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City ***as it will appear on your badge		State	Zip Code
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Your primary format?		<p>A listing of Chicago hotels for those desiring an overnight stay for TalenTrak is being developed. Details will be made available on the Conclave website and via <i>The Tattler</i>. Tuition is transferable but is non-refundable. Ask for details.</p>	
<input type="text"/>			
Phone			
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Fax		Payment method? <input type="checkbox"/> CHECK <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> DISCOVER <input type="checkbox"/> AMEX <i>For credit cards, please complete the following section-</i> Credit Card # <input type="text"/> Expiration (MO-YR) <input type="text"/>	
E-mail		AMOUNT ENCLOSED / TRANSACTION TOTAL \$ <input type="text"/>	
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