



MAIN STREET

Presents

The Conclave TATTLE R

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

Conclave Turns A Paige! The Conclave announced the third in its series of Conclave Webinars. *2009: The Promotional Year in Preview* hosted by **Paige Nienaber** of CPR Promotions is scheduled for Monday, November 10th, 2008 at 2:00pm CST. Planning for promotions in the coming year will be the topic and will include many ideas stations can implement in a year that will most certainly include even tighter budgets. Attendees must pre-register, at no charge, at <http://www.theconclave.com>. According to Nienaber, "We'll go Hallmark Holiday by Hallmark Holiday, discussing promotions and events that you want to do and that Sales will want to sell. What a concept. Because if you don't bring them something, they'll bring it to you." Paige Nienaber heads up CPR and promotionally consults, advises and, as he says "corrupts", over 100 radio stations across the US, Canada, the Caribbean and the UK. His previous work includes KGON/Portland, WLOL/Minneapolis, Kiss 102/Charlotte, Wild 94.9/San Francisco. His trademarked intellectual property, named "The Fugitive"© is again available to radio stations. And he recently returned to writing the daily Promotions/Marketing column for **All Access**. *Commentary. To say the year 2009 will be absolutely critical to the fiscal well being of radio stations across America, is an overwhelming understatement. Thanks to Paige and this unique Webinar, the Conclave will help provide a promotional road map you can follow in the new year that will strike the necessary balance of attracting listeners while attracting new and/or established sponsors to your station. And I can think of no one more qualified than Paige Nienaber to create this important presentation!* - TK

Did the suits at **Arbitron** improperly sell company stock in advance of the firm's disclosure of news that hurt its share price? New York Attorney General **Andrew Cuomo** who's had Arbitron

in his sights for some time, is investigating seven executives who sold a total of \$8 million in stock last year before the company delayed the rollout of PPM. The delay contributed to a 15% drop in the company's shares in one day. Cuomo spokesperson Alex Detrick says, "The review is in its early stages and any allegations of insider trading should be taken as only that — just allegations. It remains to be seen where the facts will lead." Arbitron Pres./ Sale & Marketing **Pierre Bouvard** sold shares valued at more than \$2 million in total in October and November 2007, and about \$90,000 in September. Pres./Research & Development **Owen Charlevois** sold roughly \$1.5 million in stock in October, but none in September. EVP **Linda Dupree** sold roughly \$2 million in stock over October and November, but none in September. CEO **Stephen Morris** sold about \$300,000 a month in September through November, but public filings indicate the sales were based on a stock-sale plan adopted in 2006.

Two federal judges are criticizing the record industry's attempts to bankrupt alleged file-sharers. Judge **Michael Davis** of Duluth pleaded with Congress to revise the copyright law so that individuals wouldn't face such large fines. Recently, Judge **Xavier Rodriguez** of San Antonio fined 20 yr old **Whitney Harper** \$200 for every song she downloaded. That's much less than the \$750 per song set out in the statute because Judge Davis said Harper was an "innocent infringer." Now, **Harvard** Law professor **Charles Nesson** is asking a court to declare the statute the **RIAA** is relying on unconstitutional. Nesson, who is representing **Joel Tenenbaum**, another teenager alleged of file sharing, writes: "The plaintiffs and the RIAA are seeking to punish beyond any rational measure of the damage allegedly caused. They do this, not for the purpose of recovering compensation for actual damage caused by individual action, nor for the primary purpose of deterring further copyright infringement, but for the ulterior purpose of creating an urban legend so frightening to children using computers, and so frightening to parents and teachers of students using computers, that they will somehow reverse the tide of the digital future."

The "Bob and Tom Show" TV show will be on WGN America this Monday, November 3rd. The daily, weeknight show airs from 1a-2a CT. **Tribune Broadcasting** SVP/Programming & Entertainment **Sean Compton** says, "We have been busy placing HD cameras all over the studio. What happens next is anybody's guess."

- TalenTrak Faculty**
 Bill Klapproth **Trakmaster**
 Harv Blain **Vallie-Richards-Donovan**
 Jerry Boulding **All Access/LA**
 Matt Bisbee **Bonneville/Chicago**
 Matt Dubiel, Bob Walker
 John Gehron **Harpo Radio**
 Drew Hayes **WCKG/Chicago**
 Michael LaCrosse **94.7/Chicago**
 Joe McIntyre **Q96-WLFH/Champaign**
 Jon Mayotte **WEBX-WGKC**
 J. Pat Miller **KSRZ/Omaha**
 Jay Philpott **WARH/St. Louis**
 Joel Raab **Joel Raab & Associates**
 Brian Rhodes **Q101-WLUP/Chicago**
 Kevin Robinson **ADG/Chicago**
 Jim Stone **WXRK/Rockford**
 Tony Waitkus **WIFC/Wausau**
 Norm Winer **WXRT/Chicago**
 Marc Young **WLUP/Chicago**
 Zander Rockin' '80s Host
 and more TBA!



Larry Lujack

TalenTrak

SATURDAY • NOVEMBER 8, 2008
 CHICAGO, ILLINOIS/COLUMBIA COLLEGE



Johnny B

Become a better air talent in **JUST ONE DAY!**

YOUR DAY AT TALENTRAK!

- 9A Making Yourself Great: What You Need To Know!**
- 10A Spot-on Production. Creating winning spots & promos!**
- 11A Succeeding Wildly In Spite of Myself with Larry Lujack!**
- Noon Lunch** (included with tuition!)
- 12:30P Jonathon Brandmeier - Hangin With Johnny B.**
- 1:30P Aircheck Clinic** (bring a scoped 3-min. aircheck!)
- 4P Moving Forward! Q&A with the TalenTrak faculty, featuring Jay Philpott and Show Prep Secrets!**

Just \$59
 \$49 student
ON-SITE
TUITION
EFFECTIVE
11/1/08

Presented by
All Access
Arbitron
BDS Radio
Envision Radio
Networks
MusicMaster
PromoSuite
RCS Selector

Details at
www.theconclave.com

Envision Radio Networks Has Moved!

Our new world headquarters are located at 3733 Park East Drive, ROOM 222, Cleveland, OH 44122

Envision
Radio Networks®



Envision is NOW HIRING for the following newly-created positions:

Marketing Assistant
Sales Administrator
Administrative Assistant
Affiliate Sales
Interns

Send your resume and cover letter to Laura Orkin at laurao@envisionradio.com
All positions will be based in the new Cleveland headquarters. No phone calls, please.

A new study by **Paragon Media** suggests recent doomsday trends involving young people and radio may be on the mend. According to the survey, 14-24 year olds mostly say their radio listening has increased over the last year or two, while they said the opposite last year. "Radio stations may be doing a better job at connecting with those people," said **Larry Johnson**, the study's author. "The music may also simply be more interesting. There tends to be a cycle." The study suggests that portable mp3 players are not as dangerous to radio as they once were thought to be. Those surveyed had roughly the same median number of songs on their devices as last year (about 400), and fewer respondents said the mp3 and other devices cut their radio listening time.

The payola scandal in New York created airtime for independent artists on stations involved in the controversy. Still, 92% of independent labels say their relationship with radio corporations remains poor. "Radio is still a vital medium, with a good deal of untapped promise," says **Ann Chaitovitz** of the **Future of Music Coalition** – the group responsible for a report spelling out the impact of the FCC directive. "This report represents important groundwork to ensure that radio is accessible to local and independent artists and serves its local communities." Most indies say that their relationship with radio companies hasn't changed much despite the 4.2K hours of airtime codified in agreements between the **FCC** and **CBS Radio**, **Clear Channel**, **Entercom** and **Citadel**. Should Radio be embracing Indies? Jim Mahoney of A2IM thinks for it's own good, radio should! "Rebranding radio as cool and creating a stronger bond with their local listeners is vital to the health of radio. We invite radio programmers to read this report and open their minds – and playlists – to the opportunities presented by playing more independent music."

Yangaroo announces its Digital Media Distribution System (DMDS) has been integrated into **MusicMaster** Scheduling software produced by A-Ware. MusicMaster Scheduling can now

import new music available through DMDS's web based delivery system directly into their music library, complete with track info! Yangaroo president and CEO **John Heaven** says, "This will save a lot of time and errors for radio users as they will not have to re-type metadata and only need to save music tracks once." "Integration with Yangaroo's DMDS further expands MusicMaster's end user capabilities," A-Ware VP and COO **Mark Bolke** says. "It allows our mutual customers to easily update their music libraries with new releases quickly and accurately."

Clear Channel/Milwaukee have a special treat to drop into trick-or-treater's bags tonight – Christmas Music! At 3 o'clock this afternoon the Christmas season officially kicked off when WRIT/ MY 95-7 switched to an all Christmas music format. "We are creating a traditional hometown Christmas experience for our listener," said **Cindy McDowell**, Vice President and Market Manager of Clear Channel/Milwaukee. "Our goal is to create a warm, inviting and memorable Christmas experience." In addition to the greatest Christmas hits of all time My 95-7 will also feature music from local choirs, schools and church groups.

Radio legend and newest member of the NAB Radio Hall of Fame, **Larry Lujack** joins Chicago's morning radio superstar, **Jonathon Brandmeier**, next Saturday November 8th at University Center (adjacent to Chicago's Columbia College) for the **Conclave's TalenTrak '08**. TalenTrak is the Conclave's one-day air talent seminar designed to improve the performance of any and all personalities who attend. Session topics include **Making Yourself Great: What You Need To Know To Advance in the Industry**, **Spot-on Production Tips. Creating winning spots & promos!** as well as **Wildly Succeeding In Spite of Myself with Larry Lujack!** and a luncheon that includes Brandmeier's **Hangin' With Johnny B**. The afternoon is dedicated to one on one aircheck sessions with the entire TalenTrak faculty, including **Harv Blain** Vallie-Richards-Donovan/Chicago, **Jerry Boulding** All Access/



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 Web: www.main-st.net



Paige Neinaber
CPR

Says Paige, "We'll go Hallmark Holiday by Hallmark Holiday, discussing promotions and events that you want to do and that Sales will want to sell. What a concept. Because if you don't bring them something, they'll bring it to you." Paige Nienaber heads up CPR and promotionally there, consults, advises and, as he says "corrupts", over 100 radio stations across the US, Canada, the Caribbean and the UK. His previous work includes KGON/Portland, WLLO/Minneapolis, the Kiss 102/Charlotte, Wild 94.9/San Francisco. His trademarked intellectual property, named "The Fugitive"© is again available to radio stations. Join him Monday, 11/10 at 2 PM CST. Presented by CPR!

FREE, but you must Pre-register! Visit www.theconclave.com for details!

LA, **Matt Bisbee** Bonneville/Chicago, **Matt Dubiel**, **John Gehron** Harpo Radio/Chicago, **Drew Hayes** WCKG/Chicago, **Randy Hawke** WJJO/Madison, **Michael LaCrosse** 94.7 (True Oldies)/Chicago, **J. Pat Miller** KSRZ/Omaha, **Jay Philpott** WARH/St. Louis, **Joel Raab** Joel Raab & Associates, **Brian Rhodes** Q101 & WLUP/Chicago, **Kevin Robinson** Audience Development Group/St. Louis, **Jim Stone** WXRX/Rockford, **Bob Walker**, **Tony Waitekus** WIFC/Wausau, **Norm Winer** WXRT/Chicago, **Marc Young** WLUP/Chicago, **Zander Rockin'** 80's/Host and more to be announced! **Bill Klapproth** will once again take the reins as facilitator for this 13th TalenTrak! Earlybird tuition (\$49 professional, \$39 student) expires today. Effective tomorrow, 11/1, the TalenTrak walk-up rate will be available (\$59/\$49). Complete registration information is available at www.theconclave.com.

More budget cuts in the Windy city at **Emmis**/Chicago. At WLUP, PD **Bill Klapproth** (10 years) and Imaging Dir. **Kevin Howard** exit, as do Sales Asst. **Carly Keenan** and Web programmer **Jessie Goodman**. Also exiting is Marketing Dir. **Tommy King** (10 years). PM driver **Eddie Webb** gets the PD gig at Alternative WKQX. Imaging Director at WKQX, **Ned Spindle**, adds similar duties at WLUP. Promo managers **Jeannine Moose** (WKQX) and **Jimi Hendrix** (WLUP) are upped to Promo Directors. *Commentary: Neither rain, nor sleet, nor snow, nor hail...nor the loss of a gig...will keep Bill Klapproth away from performing his duties as 2008 TalenTrak facilitator/Trakmaster. Bill is a consummate professional who truly understands the Conclave's mission of teaching, even in difficult times. If you'd like to connect with Bill, we encourage you to give him a call at 847-347-1979. - TK*

The **Country Radio Broadcasters** welcomes radio-consultant and Conclave Advisory Board member **Mike McVay** to its Board of Directors. "I am thrilled to serve on the CRB Board. I admire the success of the format and the camaraderie of the Broadcasters," said McVay. "CRS is the finest in-format convention there is and I hope to be able to contribute and add a welcome perspective."

Greater Media Pres./CEO **Peter Smyth** adds Chairman of the Board duties effective immediately. The death of former Chairman **John Bordes** on September 25th left the vacancy.

Envision Radio Networks is moving! Their new offices will be at 3733 Park E. Dr., Room 222, Cleveland, OH 44122. With more space, they need more staff. Resumes are being accepted now for Marketing Asst., Sales Admin., Admin. Asst. and Affiliate Sales & interns. Send away to: laurao@envisionradio.com.

University of Missouri-St. Louis noncom KWMU/St. Louis raked in \$382,885 in pledges for its fall membership drive October
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 Web: www.main-st.net

16th-25th setting a new station record for the 4th consecutive year. New membership rose 65% from last year, the largest one-year increase in the station's 36-year history.

Michigan Radio, three **NPR** affiliates including WUOM/Ann Arbor, WVGR/Grand Rapids and WFUM/Flint, say they raised \$770k in pledges during its very successful fall membership drive. That's 16% higher than last year. "We're very gratified that particularly in these challenging economic times, our audience continues to value our service enough to support it with their dollars," said Director of Broadcasting **Steve Schram**.

Clear Channel Country KSD/St. Louis PD **Billy Greenwood** checks in with bras all over his office as the station wraps up a promo that had listeners donating their bras to highlight "Breast Cancer Awareness Month." All bras will be given to a local St. Louis women's shelter.

Midwest Family Top 40 WJQM/Madison is flipping frequencies with sister Classic Rock WHLK. The move significantly upgrades WJQM.

Bahakel Classic Rock KYZX/Colorado Springs, CO lands new calls and image as KRXP, Colorado's Rock Experience.

Syndicated host **Doug Stephan** and **Tony Paradiso** are donating AC WTTF-AM/Tiffin, OH to **Heidelberg College**. Stephan and Paradiso are trustees of the college and Stephan started his career at WTTF; **Bas Broadcasting** sold the station to **Tiffin Broadcasting** for \$500,000 this year after buying it from **Clear Channel** as a spinoff from that company's buyout deal. Bas Broadcasting will operate the station under an LMA.

CBS Country WYCD/Detroit is sending **Jason the 300lb Cowboy** to a nearby mall on Monday to participate in a two-hour presidential "Mud-Slinging" event. Listeners can sling mud at **Obama** and **McCain**-masked characters and will be allowed to tell everyone why each of the presidential candidates should or should not be our next president. All participants are qualified for tickets to the "WYCD Christmas Concert" with Gretchen Wilson.

Greater Media Adult Hits WBEN/Philadelphia bestows the PD stripes on **Jules Riley** replacing **Don Gosselin** who moves to PD sister AC WJJZ. Riley was most recently PD at Adult Hits WARH and WMVN/St. Louis.

CBS AC WLTE/Minneapolis welcomes former **Hubbard** Hot AC morning co-host **Cheryl Kaye** and former **Peak** Adult Hits WXLT morning dude **Kevin Murphy** for wake-ups! Kevin and Cheryl replace **Cindy Barton**, **Brian Michaels** and **Teri Knight** this Monday.

TalenTrak

Become a better air talent in JUST ONE DAY!

SATURDAY • NOVEMBER 8, 2008 • CHICAGO, ILLINOIS /COLUMBIA COLLEGE

MORNING SEMINARS • LARRY LUJACK • JOHNNY B • LUNCH • AIRCHECKS • MORE!

Details at www.theconclave.com

Earlybird tuition expires TODAY!



ARBITRON

BDSradio.com



Jonathon Brandmeier



Larry Lujack

Citadel Country KIZN/Boise and sister Country KQFC swap talent. KIZN Asst. Prod Dir./Nights **Rattlesnake Jake** moves to KQFC for middays and taking the name **Jake Austin**. Jake replaces **PJ Stober** who was slashed by budget cuts. OM/PD **Rich Summers** takes over nights on KIZN.

Clear Channel Top 40 WZEE/Madison middayer **Katie Sommers** is leaving for warmer pastures in Tampa where you will find her soaking up the rays when she's not hosting middays on sister Top 40 WFLZ.

Cumulus Adult Hits KHJK/Houston PD **Dave Dillion** exits and is replaced by **Steve Robison**, who will also be on the air. Robison has been around Houston for the last 14 years, primarily with KTBJ.

Brewer Broadcasting Country WQLK/Richmond, IN PD/PM driver **Steve Baker** exits after 16 years. **Coloff Media** Country KIAI PD **Phil O'Reilly** takes over in Baker's void.

CBS AC KEZK/St. Louis APD **Bob London** has exited the station.

The budget ax keeps swinging from coast to coast and this time it swung through **Cumulus/Toledo**. Nine people total, gone, including Alternative WRWK Morning host **Kevin Murphy**. WRWK will now be music intensive in the morning with no jocks. Also out are: Country WKKO middayer **Bill Manders**, a 38 year Toledo radio vet; Oldies WRQN evening talent **Buddy Carr**; Country WKKO night-timer **Craig Snyder** (20 years); Hot AC WWWM PM driver **Dave Fuller** and morning producer/Promo Asst. **Ryan Young**; Cluster Traffic Mgr. **Tim McMahon**; WXKR/WTOD/WLQR/WRWK Promo Dir. **Tom Staudt** and Sports WLQR PM driver **Matt Melzak**.

Cumulus/Youngstown let 3 radio vets go this week. They are: Classic Rock WYFM evening legend **Dave Messersmith** (23 years), Country WQXK night timer **Burton Lee** and morning show co-host **K-Man**. Top 40 WHOT let all PT/weekend help go.

Emmis Talk WIBC-FM/Indianapolis morning co-host **Jake Query** exits and is replaced by afternoon co-host **Joe Staysniak**. Query was canned after Wednesday's show along with OM **Jon Quick**.

Metro Networks/St. Louis Sports Anchor **Chris Gardner** joins up with **Bonneville** and their soon-to-be-launched FM Sports KMVN as producer of **Randy Karraker's** afternoon show.

Entercom Top 40 KDGS/Wichita morning host **Lucas** steps down to take an unannounced morning gig elsewhere.

Former **Journal** Top 40 KQCH/Omaha night stud **Matt Thiel** joins sister Top 40 WWST/Knoxville.

Gapwest Alternative KEGE/Idaho Falls, ID PD/Morning man **Josh Tielor** moves to Digital Media Dir. for the cluster. KEGE PM driver **Erin Michelle** grabs the PD stripes.

Clear Channel Top 40 WKSC/Chicago brings in **Angi Taylor** to co-host **Drex's** morning show. Taylor has held similar gigs with WIOQ/Philadelphia and KDWB/Minneapolis.

Condolences to family and friends of radio vet **Tommy Frank** who passed in his sleep at 42. Frank had just launched **ROI Broadcasting** Top 40 WFIZ/Ithaca, NY and had a history of a heart condition. Funeral arrangements are pending.

Jobs. Want an opportunity to jump on a winning company's bandwagon, one that promises "to provide the highest level of Affiliate Relations services available to independent program producers"? A key industry syndication source, **Envision Radio Networks**, is growing, and you could grow with it. Resumes are being accepted now for Marketing Asst., Sales Admin., Admin. Asst. and Affiliate Sales as well as interns. Send away to Envision's **Laura Orkin** at laurao@envisionradio.com... **NRC Broadcasting**/Denver needs an Engineering Manager for all properties across Colorado. Resume and cover letter to: jobs@nrcbroadcasting.com... **Three Eagles**/Mankato is looking for an AE with growth potential. Send everything you can to: dsturgeon@kysm.threeeagles.com... **Impact Radio**/Boise, ID has a brand new station about to launch and needs your help. If you have a CHR or Alternative background, send away to: mikey@impactradiogroup.com... **Perry Broadcasting**/Perry, IA needs a GM/Sales Manager combo. Resume to: radiotekpd@aol.com... **North American Broadcasting**/Columbus, OH is hiring a Promo Asst. Do you have a professional, engaging personality? Rush your resume to: gmoebius@nabco-inc.com... **CBS News** WBBM-AM/Chicago is looking for the best news anchor in the country and has a rare opening for morning drive co-anchor. Contact **Ron Gleason**, Director of News and Programming, WBBM Newsradio 780, 2 Prudential Plaza, Suite 1178, Chicago, IL 60601... **Regent** Rock WGRD/Grand Rapids, MI needs a night slammer. Propaganda to: **Jerry Tarrant**, 50 Monroe NW - Suite 500, Grand Rapids, MI 49503... **South Central** Hot AC WSTO/Evansville, IN still needs to fill its open morning show position. Send CD&R: Lookingforastar@Hot96.com... **Results Radio**/Rolla, MO needs a programmer with skills in multiple formats. T&R's to: KZNNPD@yahoo.com... **New Northwest Broadcasters** Sports KQBL/Billings, MT needs a future PBP/Sports Director. Send your package to: nbbillings@gmail.com... **Lincoln Financial**/Denver needs a PT Traffic Asst. for their 5-station cluster. Resumes to: denvertrafficjobs@lincolnfinancialmedia.com... All job listings in The TATTLER 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.

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 Web: www.main-st.net

Summer Books, 2008

Cincinnati, OH (#29)

N/T WLW wins

Station	Format	Owner	Spr.	Sum.
WLW-AM	N/T	ClrChnnl	9.8	9.6
WGRR-FM	ClsscHits	Cumul.	6.5	6
WUBE-FM	Ctry	Bonneville	6.8	5.9
WEBN-FM	Rock	ClrChnnl	4.7	5.8
WRRM-FM	AC	Cumul.	6.2	5.4
WKRC-AM	Talk	ClrChnnl	5.4	5
WIZF-FM	Urb	Radio1	4.1	4.8
WKFS-FM	T40	ClrChnnl	5.5	4.6
WKRQ-FM	HotAC	Bonneville	3.9	4.3
WMOJ-FM	UrbAC	Radio1	3.4	4.1
WOFX-FM	ClsscRk	ClrChnnl	3.3	3.9
WSWD-FM	Alt	Bonneville	3	2.9
WFTK-FM	ActRock	Cumul.	1.4	2.3
WAKW-FM	ChrstnAC	PillarofFire	1.4	1.9
WNNF-FM	HotAC	ClrChnnl	2.2	1.9
WPFB-FM	Ctry	WPAY/WPFB	1.3	1.4
WTUE-FM	ClsscRk	ClrChnnl	0.7	1.1
WYGY-FM	Ctry	Bonneville	1.2	1
WCKY-AM	Sports	ClrChnnl	1.8	0.9
WDJO-AM	Oldies	ChrstnSystem	0.8	0.9
WFCJ-FM	Insp	MVCA	0.8	0.8
WHKO-FM	Ctry	Cox	0.9	0.8
WDBZ-AM	N/T	Radio1	1	0.7
WCIN-AM	SmJazz	J4	0.8	0.6
WHIO-AM/				
WHIO-FM	N/T	Cox	0	0.5
WLQT-FM	AC	ClrChnnl	0.6	0.5
WMMX-FM	HotAC	ClrChnnl	0.6	0.5
WOXY-FM/				
WAOL-FM	AdultHits	FirstCo.	0.6	0.5
WSAI-AM	Sports	ClrChnnl	0.7	0.5
WSCH-FM	Ctry	Pieratt	0	0.5

Lansing-East Lansing, MI (#125)

In a close race, country WITL wins

Station	Format	Owner	Spr.	Sum.
WITL-FM	Ctry	Citadel	11.1	10.1
WJIM-FM	T40	Citadel	9.3	9
WFMK-FM	AC	Citadel	7.3	7.1
WMMQ-FM	ClsscRock	Citadel	6.9	6.7
WJXQ-FM	ActRock	RubberC	5.8	6.2
WJIM-AM	N/T	Citadel	4.4	3.4
WJZL-FM	SmJazz	RubberC	3.1	3.2
WQTX-FM	Oldies	RubberC	1	2.3
WVIC-FM	SoftAC	RubberC	1.8	1.8
WKLQ-FM	ActRock	Citadel	1.3	1.6
WVFN-AM	Sports	Citadel	1.6	1.6
WBCT-FM	Ctry	ClrChnnl	1.8	1.4
WJR-AM	Talk	Citadel	1.1	0.7
WIOG-FM	T40	Citadel	0.4	0.5
WKFR-FM	T40	Cumul.	0.4	0.5
WKQI-FM	T40	ClrChnnl	0.2	0.5

Dayton, OH (#60)

Nice jump for urban WDHT

Station	Format	Owner	Spr.	Sum.
WHKO-FM	Ctry	Cox	10.1	8.7
WHIO-AM/				
WHIO-FM	N/T	Cox	8.5	7.6
WTUE-FM	ClsscRk	ClrChnnl	7.3	7.3
WDHT-FM	Urb	MainLine	5.7	7
WLQT-FM	AC	ClrChnnl	7.4	6.6
WGTZ-FM	T40	MainLine	5.8	5.5
WLW-AM	N/T	ClrChnnl	4.3	5.4
WMMX-FM	HotAC	ClrChnnl	6.2	5.4
WXEG-FM	Alt	ClrChnnl	4	5.4
WROU-FM	UrbAC	MainLine	5.4	4.4
WDKF-FM	T40	ClrChnnl	2.5	2.5
WPFB-FM	Ctry	WPAY/WPFB	1.7	2.3
WDSJ-FM	SmJazz	ClrChnnl	1.7	1.9
WFCJ-FM	Insp.	MVCA	1.1	1.8
WZLR-FM	ClsscRk	Cox	2	1.8
WKSW-FM	Ctry	MainLine	1.5	1.4
WDAO-AM	UrbAC	JhnsnComm.	1.6	1.2
WING-AM	Sports	MainLine	1.7	1
WKRC-AM	Talk	ClrChnnl	0	0.8
WBZI-AM/				
WEDI-AM	ClsscCtry	TownAndCtry	0.7	0.7
WONE-AM/				
WIZE-AM	Sports	ClrChnnl	0.5	0.6
WSWD-FM	Alt	Bonneville	0.9	0.6

Columbus, OH (#37)

Country WCOL vaults into 2nd

Station	Format	Owner	Spr.	Sum.
WTVN-AM	N/T	ClrChnnl	8.7	7.6
WCOL-FM	Ctry	ClrChnnl	5.5	7.1
WCKX-FM	Urb	Radio1	7.9	6.7
WNCI-FM	T40	ClrChnnl	8.2	6.6
WLWQ-FM	Rock	Wilks	4.5	5.1
WXMG-FM	UrbAC	Radio1	4.6	4.4
WBNS-FM	HotAC	RadiOhio	3.2	4.1
WSNY-FM	AC	Saga	5	4.1
WBWR-FM	80s	ClrChnnl	2.7	4
WRKZ-FM	Rock	N.American	3.6	3.9
WLZT-FM	AC	ClrChnnl	3.2	3
WHOK-FM	ClsscCtry	Wilks	2.7	2.9
WCVO-FM	ChrstnAC	CVO	3.8	2.7
WBNS-AM	Sports	RadiOhio	2.2	2.6
WCLT-FM	Ctry	WCLT	2.3	2.5
WJYD-FM	Gospel	Radio1	1.5	2.3
WJZA-FM/				
WJZK-FM	SmJazz	Saga	2	2.2
WMNI-AM	Stnrds	N.American	1.1	1.7
WRXS-FM	Alt	ClrChnnl	1.8	1.3
WNKO-FM	ClsscHits	Runnymede	1	1.2
WTDA-FM	Talk	N.American	1.1	1.2
WWCD-FM	Alt	Ingleside	1.4	1.2
WODB-FM	Oldies	Saga	1.7	1
WNKK-FM	Ctry	Wilks	0.6	0.8
WVKO-AM	Talk	BernardOhio	0.7	0.8
WDHT-FM	Urb	MainLine	0	0.6
WYTS-AM	Talk	ClrChnnl	0.6	0.6
WLW-AM	N/T	ClrChnnl	0.6	0.5
WRFD-AM	ChrstnTalk	Salem	0.6	0.5

Envision Radio Networks Has Moved!

Our new world headquarters
are located at

3733 Park East Drive
ROOM 222
Cleveland, OH 44122

Envision is now hiring for the
following newly created positions

Marketing Assistant
Sales Administrator
Administrative Assistant
Affiliate Sales
Interns

Send your resume and cover letter
to Laura Orkin at
laurao@envisionradio.com

All positions will be based in
the new Cleveland headquarters

No phone calls please.

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



ARBITRON

'2008

All rights reserved.



TalenTrak 2008

BECOME A BETTER AIR TALENT IN JUST 8 HOURS!

- 3 morning sessions
 - Fabulous lunch
 - Larry Lujack! Jonathon Brandmeier!
 - Aircheck Clinic
- Bring your scoped 3-minute aircheck CD! First 60 to register are eligible to receive an aircheck**

SATURDAY • NOVEMBER 8, 2008
CHICAGO, ILLINOIS
COLUMBIA COLLEGE*

SEMINARS • AIRCHECKS • KEYNOTE • LUNCH • MORE!



*Official TalenTrak hotel -
The Travelodge Hotel/Downtown
Chicago, with room rates starting
at \$155/night+tax (Offer expires 11/3)
312-435-0417

www.traveloggedowntown.com
travelodgechicago@aol.com

— the —
Conclave

4517 MINNETONKA
BOULEVARD
SUITE 104
MINNEAPOLIS,
MINNESOTA 55416
Phone (952) 927-4487
Fax (952) 927-6427
Web:
www.theconclave.com
Email:
tomk@theconclave.com

2008 TalenTrak Registration Form (Effective 11/1/2008)

Print This form.Fill it out COMPLETELY. Fax/mail to us at the address above. ONE REGISTRANT PER FORM, PLEASE!

Name * _____ Company * _____

City * _____

Exactly as you want this information to read on your badge! The remaining information must be completed in order for your registration to be processed. Please use the address where you are located (you mailing address)- not your corporate headquarters. **ALL INFORMATION** below must be completed, or this application will be considered incomplete and will be returned to you. Thanks!

Address _____ City _____

State _____ Zip code _____ Format _____

Phone _____ Fax _____ e-mail (very important!) _____

NOTE: AIRCHECKS WILL BE LIMITED TO THE FIRST 60 REGISTRANTS. BRING YOUR 3 MINUTE SCOPED AIRCHECK ON CD!!

Yes, it's okay for the Conclave to tell others I'll be in attendance at TalenTrak; I understand the Conclave will not sell this information!

2008 TalenTrak Tuition & Payment Information

IMPORTANT: YOU MAY FAX THIS FORM WITH PAYMENT INFORMATION PRIOR TO WEDNESDAY, 11/5 TO PRE-REGISTER. AFTER 11/5, FILL OUT THIS FORM AND BRING IT TO TALENTRAK.

Professional Tuition of **\$59 (Non-refundable)**

Student Tuition of **\$49 (Non-refundable)**

I want to make a donation of \$25 \$50 \$100 Other: \$___ to the non-profit Conclave

Employed by: Radio I'm a Student/Educator Other (please list) _____

My radio job (check as many as apply): On-air talent PD/OM MD Promotions Production
 Other (please list) _____

My on-air position: Morning Drive Midday Afternoons Evenings Overnights Swing/weekends None

My format: AAA AC/Hot AC/Movin'-type Alternative Christian/Religious Classic Rock Country Dance
 Hispanic (all variations) News/Talk Non-Comm/Public Radio Oldies/80's/Jack-type Rock (Active, Mainstream)
 Sports/Talk Top 40 Urban(Urban, Urban AC, Hip Hop) Other _____ (Check as many as apply!)

Form of payment: American Express** Discover** Mastercard** Visa** Check/Money Order (to: The Conclave)

****For credit cards, please complete the following-**

Card number _____ Exp. date (MM/DD/YY) _____

PRINT Cardholder name _____ Cardholder Signature _____

COMPLETE THIS FORM, ENCLOSE PAYMENT INFORMATION, THEN FAX TO 952-927-6427 BEFORE WEDNESDAY, NOVEMBER 5, 2008