

MAIN STREET

Presents

The Conclave

TATTLE R

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

The budget axe swung through CBS/Minneapolis on Monday leaving WCCO-AM Sports Director **Dan Terhaar** and PT reporter **Roshini Rajkumar** without a job. AC WLTE lost a 20-year vet in midday host **Kelly Ryan's** departure. "We have gone through some resizing to help us better position the business in the current economic climate," said outgoing Market Manager **Mary Niemeyer** when quizzed by the *St. Paul Pioneer-Press*. As you learned in last week's TATTLE R, the group recently asked staffers to take a 10% pay cut to forestall layoffs, but apparently the money saved by the cuts were not enough to save the jobs of those let go this week.

A premier Chicago radio staple for more than 30 years – **Steve Dahl** – announced today to his CBS Adult Hits WJMK/Chicago listeners that he was leaving the station. Dahl's declaration confirms rumors that he would become the latest top-paid CBS Radio/Chicago personality to be cut loose (**Eddie & JoBo** left WBBM-FM last month). Dahl is known for many radio antics, but perhaps his most famous is the one he concocted with former **Conclave** keynoter, **Mike Veeck** - the 1979 "Disco Demolition" night at Chicago's Comiskey Park, which has become part of broadcasting and baseball lore.

The **Conclave's** fifth presentation in its Webinar series is "Music Scheduling Tips and Tricks" with **Keith Hill**, one of the leading authorities in music scheduling. Keith will offer helpful advice about music scheduling no matter what type of software is used during his webinar on December 15th at 2:00pm CST. This webinar - proudly sponsored by **MusicMaster** - is free, but pre-registration is required. To do so, visit <https://www1.gotomeeting.com/register/735794178>. Regarding the content of the webinar, Hill hints, "We'll present the keys to setting up your music scheduling software for great rotations, optimum artist spreads along with good coding. We will also discuss how music scheduling done right can improve your TSL." He goes on to say, "After this webinar you will know if music is right or wrong on any station!" Keith Hill, The UnConsultant, has been successfully helping radio stations raise their ratings since 1992 when he teamed up with **Moon Mullins** of **Pollack/Mullins Nashville** as a consultant specializing in

country. He now consults from his base in the Outer Banks of North Carolina and serves numerous formats, including 70s and adult contemporary as well as country, his specialty. Information for this and past Conclave Webinars is available at the organization's recently redesigned website at <http://www.theconclave.com>. *Comment - With so many more duties being piled upon the desks of PD's & MD's in the industry, the Conclave is happy to provide important tips and shortcuts to performing one of music radio's most important tasks – scheduling! I can't think of anyone better suited than Keith to provide the ways and means to help maximize the professional output of programmers across the country by the content of this critical webinar! – TK*

Earlier this week, **Viacom** CEO **Philippe Dauman** announced a restructuring that will eliminate 850 employees, 7% of the company's total work force. The restructuring will include cuts at all divisions of the company, including **MTV**, **BET**, and **Paramount Pictures**. Viacom is also suspending salary increases for senior staff in 2009. The job cuts and salary freezes are expected to generate \$200 million to \$250 million in cost savings in 2009. *Commentary – Here's a big example of what's wrong inside business. 850 people lose their jobs. And what does senior management lose? Absolutely nothing! The cross they are being asked to bear: no additional salary. I wonder if the 850 souls leaving the company would have settled for that? Yet, that's the kind of BS running rampant in many industries, including ours, right now. A few weeks ago, a PD lost their job reportedly on the same day the company's CEO attended a cross-country meeting...using the company jet! Employees of other corporations are being asked to give up a percentage of their salary or their vacation time. But they have received no assurances that their respective CEO's will be doing the same. In the automotive industry, one official was lauded for reducing their salary to \$1 for the coming year. This, after the same executive will take home a reputed \$27 million in salary for the current year. Think he'll be able to tough it out on his buck for 2009? So, why are hard-working and dedicated individuals losing their jobs, salaries, and vacation time? It's simple. It's because of the epidemic of CEO's failing to responsibly manage and to truly invest in the key resource of their respective companies: their employees...employees who have been made to work without proper tools and with no training. The end result? Look around you. But not all in upper management have failed in their responsibilities. Many still possess key characteristics for success: acumen, foresight, compassion, and charity. The others? They possess the key characteristic for failure, displaying it now on a daily basis: greed. Unless and until these miscreants exit - either willfully or via stockholder revolt - their greed will sadly continue to win out, postponing the economic recovery we all so desperately need. - TK*

Envision Radio Networks names longtime Cleveland broadcaster **Tim Kelly** VP/GM. Kelly was previously Corporate Dir./Operations and Market Manager for **Elyria-Lorain Broadcasting's** Sandusky, OH cluster. Tim also serves on the Conclave Board of Directors as Chairman of the Board.



Music Scheduling Tips & Tricks with Keith Hill

Conclave Webinar!

Monday
December
15
2008
2 PM
CST

"Music Scheduling Tips and Tricks" with Keith Hill, considered one of the leading authorities in music scheduling, will offer helpful advice about music scheduling no matter what type of software is used. Keith Hill, The UnConsultant, has been successfully helping radio stations raise their ratings since 1992 when he teamed up with Moon Mullins of Pollack/Mullins Nashville as a consultant specializing in country. He now consults from his base in the Outer Banks of North Carolina and serves numerous formats, including 70s and adult contemporary as well as country, his specialty. Join him **Monday, 12/15 at 2 PM CST.**



Keith Hill

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

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.*

www.envisionradio.com

The city of Kalispell, MT will force **Skyline** Talk KGEZ-AM to move two towers to clear airspace near the airport at the government's expense. Owner **John Stokes** isn't thrilled with the idea, saying, "I'll choose my site to relocate my towers, not them." Stokes is also trying to have the entire station site rebuilt by the city. No word on how successful THAT request will be.

FCC Commissioner **Michael Copps** discussed the Fairness Doctrine on **Saga** Classic Hits WKLH/Milwaukee's "Dave and Carole" morning show this week. On the show, he dismissed Republican and conservative critics' dire warnings of its return, which ostensibly force broadcasters to offer equal amounts of air time to opposing views as a "boogeyman" — basically a scare tactic to keep their base motivated.

CBS teams up with **Yahoo!** to launch **Yahoo! Music's Launchcast Radio**, beginning in early 2009. 150 Yahoo! and 150 CBS stations will merge, leaving CBS responsible for selling ad-time. A newly created CBS player will be integrated into the Yahoo! Music site, which will make the Launchcast available to Firefox, Mac and Safari users. The Sports and Talk stations to be used are WFAN/New York, KNX-AM/Los Angeles and WPHT-AM/Philadelphia.

The **New York Stock Exchange** is threatening to delist **Citadel** because their stock price sits below the NYSE's level of acceptance. Citadel has 45 days to come up with a business plan showing how it will come back into compliance. This is the 2nd delisting notice Citadel has received since September.

Cumulus was fined \$9k for public file violations at WDUZ/Brillion, WI-Green Bay until they found all their documents while trying to renew the station license. Cumulus admitted that some quarterly issues/programs lists were missing but found them all in time during the relevant period. (Whew, that was close.)

The **NAB** announces the 2009 **Crystal Radio Awards** entry is now available online with the deadline to enter set firmly on February 3rd. The Crystal Awards acknowledge radio stations that have a year-round relationship to help their local communities. To enter, your radio station must submit a 12-page document describing the services you provided to your communities. All finalists announced March 16th with the winners announced at the NAB Lunch on Tuesday April 21st.

HD Digital Radio Alliance has upped its marketing campaign for the 2008 holiday season. Already, in the first two weeks, the ad campaign produced 3.2 million impressions on the gift-giving page on HDRadio.com. The alliance initially focused on radio-only advertising spending nearly \$57 million.

MJI Interactive and **Radio Companion** are now joining forces under **Triton Digital** to grow the next generation of media management and digital revenue solutions. MJI has been known for years as a pioneer in digital space providing content and apps to over 1,500 radio station

affiliates. Radio Companion is a developer of web tools and services, including customized radio search marketing product **Broadcast Results**.

Digital music sales will account for 41% of the US music market in 2013, up from 18% currently, says **Forrester Research**. However, the growth in digital music will not make up for the decline in CD sales. Researchers found that 64% of subscribers to digital music services and 57% of consumers who download music have bought a CD in a store in the past year. The report also found that digital music consumers are shifting an average of 60% of their music spending to digital formats.

Citadel Talk WLS-AM/Chicago is holding "Newsapalooza" Saturday at the Vic Theatre in Chicago. The event, hosted by PM driver **Roe Conn** will raise funds for the Cystic Fibrosis Foundation and will also feature local anchor legend **Bill Kurtis**, **CNN** Headline News anchor **Robin Meade** and Grammy winner **Richard Marx**.

Journal Country KFDI/Wichita joins forces with the **Wichita Police Department** for their annual "Christmas Crusade." Listeners call in to the station to "adopt a child" for Christmas, buying them gifts which will then be delivered by "Santa Cops." The station also just wrapped up their "Christmas in a Box" promotion, collecting items to send to our troops overseas. The stations' big heart has been busy.

Radio One Top 40/Rhythmic WHHH/Indianapolis' 5th Annual 12 days of Christmas is hosted by PM Driver **Jay Rio** this year. Rio will broadcast live for 12 days and 12 nights while living inside a Heartland Industries Shelter, collecting toys for needy children in central Indiana.

Former Minneapolis talker and current **Cumulus** Talk WMAC-AM/Macon, GA morning man **Chris Krok** raised over \$5k to feed the hungry this Thanksgiving through his "KrokTalk" annual food drive. Proceeds went to Macon Rescue Mission.

Minnesota Public Radio promotes SVP/Sales, Marketing and Program Distribution **Tim Roesler** to SVP/GM for the statewide network of 38 full-power stations and 29 boosters. Roesler, who joined in 2001, has worked at **CBS**/San Francisco, **Clear Channel**/Minneapolis among others, will oversee the company's three networks: News, Classical and The Current. **American Public Media** has also upped **Judy McApline** to head its national programming and distribution.

WKRP is now a real station in Cincinnati! A low power TV station grabs the calls from a fictional radio station on the hit TV show of the 70's. The TV station changed its call letters to promote its new digital TV signal. It was formerly WBQC-TV.

Entercom Hot AC WMYX/Milwaukee kicked off their 11th annual "Stuff A Bus" food drive this week with Morning duo "Jane and Kidd" broadcasting live from 5a-6p. All the grub benefits the **Second Harvest**.

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

PLAN NOW. BUDGET NOW.

The 2009 Conclave

Learning Conference!

July 15-18, 2009

Sheraton Bloomington Hotel • Minneapolis

\$179

Full Tuition, includes most meals, snacks & libations

(Hurry-This tuition expires 12/31/08!)

Details at
www.theconclave.com

They call it "Madtown" for a reason. Madison's WMAD wrapped up its "Stuck In a Truck" contest after 55 days. **Clear Channel** Country WMAD/Madison coaxed the two remaining listeners back to reality by offering them each over \$10k worth of cash and prizes. Listeners watched the endurance test on the station's website because engineers had placed "multiple cameras in the truck." No one wins the truck, but no one was going to give up, either.

Wanna know what ace consultant and radio-holic **Donna Halper** has been up to? Says Donna, "Just wanted to share with you what I've been up to recently— my new book, a history of talk shows, has now come out. It makes a wonderful Xmas or Hanukkah gift and I do hope your local library will order a copy!!! (By the way, the price is the textbook price, since the publisher aims mainly at libraries and colleges, but they do plan to option the rights for a paperback edition.)" For more info on Donna's book, visit <http://www.greenwood.com/books/printFlyer.aspx?sku=GR4381>.

Sarkes Tarzian Oldies WLDE/Ft. Wayne, IN raised over 11k lbs. of food for **Associated Churches Food Bank** during their 13th Annual Fun 101 "Stuff-A-Bus" Radiothon.

Findlay Publishing Co.'s The Blanchard River Broadcasting Co.'s acquires Rock WBUK/Ottawa-Lima, OH from **Clear Channel's** Aloha Station Trust.

Alma Corp. is selling the construction permit for new FM KNDH/Hettinger, ND to **MidNation Media** for \$60k.

Former **ABC Radio Networks** SVP Affiliate Relations **TJ Lambert** hops on with **iPhone** radio application vendor **Radiolicious** as EVP/COO.

Entercom Hot AC KALC/Denver PD **Dylan Sprague** grabs PD stripes of sister Classic Rock WQMT replacing **Beau Raines**, who exited 6-weeks ago.

Citadel Country KQFC/Boise PD/PM Driver **Wes McShay** is now also the MD. Former MD, Ruby Cortez moves to Promo Director of KQFC and Top 40 sister KZMG.

Bliss Communications Country WJVL/Janesville, WI PD/MD/Mornings "Red Hot" **Ken Scott** and midday host **Mike Austin** flip shifts.

Midwest/Duluth Sports Director and 4-year U of MN/Duluth hockey PBP voice **Bruce Ciskie** leaves the cluster after 12 years. **Jeff Papas** takes over PBP duties while the Sports Director position has been eliminated.

Lincoln Financial Country KYGO/Denver overnight/weekender **Cody Sage** leaves to become the Promo Director at **Mountain Broadcasting**/Missoula, MT for their 3-station cluster including Country KHDV, Classic Rock KDXT and Top 40 KMSO.

Denver Radio Company Top 40/Rhythmic KONN/Denver tracks down **Kat Naranjo** for middays.

Radio for Milwaukee Variety WYMS/Milwaukee inks **Jordan "DJ Madhatter" Lee** for Mornings.

Budget cuts at **Peak** Talk KFXD-AM/Boise as both midday hosts **Jon Duane** and **Chris Kelly** get blown out.

Ryan Seacrest is coming to the Midwest thanks to **Clear Channel** Top 40 KDWB/Minneapolis and **Entercom** Hot AC WMYX/Milwaukee. 10a-1p on KDWB. 4-7p on WMYX.

Veteran broadcaster emeritus and former **Brown College** professor **Roy Finden** checked in this week with a programming brainstorm. Says Roy, "With all the craziness going on in the business right now, it might be time for a brand new format with a great new positioning statement: *THE STATION WITH THE BEST COMMERCIALS!* We know listeners don't dislike commercials. They dislike mundane commercials in quantity. Look at the success of **Super Bowl** Spots. And we know radio can produce similarly creative spots at a fraction of TV's cost. But do we? Isn't the continuity director typically the lowest paid person in the building? Think of it. Instead of the DJ saying 'We'll be right with back more music after this...', my DJ says 'Right after this song, you'll hear that great **Menard's** commercial.' Do you think Menard's would like that? Being treated as important, instead of being treated like an intrusion? All we need to implement it is one or two truly creative people. Our station will NEVER promo 65 minutes of commercial free, either. What a slap in the face to the commercial sponsors! Imagine the advantage it'll give our account execs. It's revolutionary. So revolutionary, I haven't really thought of a name for this format. But if pressed, how about RADIO ROY? Thanks for listening!" No, Roy...thank YOU!

Are you stressed out? Are your listeners? **Envision Radio Network's** Cheap Psychological Tricks with **Dr. Buff** celebrate "Twelve Cheap Trick Days of Christmas" with two weeks of helpful advice on how to self-soothe during the holidays. "Twelve Cheap Trick Days of Christmas" is available commercial free via internet download for broadcast Dec. 14th through Dec. 25th. Contact **Matt Wardlaw** at (216) 831-3761 or mattw@envisionradio.com for info.

The **Country Radio Broadcasters** announce author/marketing consultant **Seth Godin** as their keynote for **CRS-40** in Nashville March 4th-6th at the Nashville Convention Center. An expert in the fields of marketing and new media, Godin has written a dozen bestselling books, including "The Dip," "All Marketers are Liars," "Free Prize Inside," "Purple Cow" and "Meatball Sundae." Early registration available at www.crb.org or (615)-327-4487.

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

AT THE
CROSSROADS
Session CDs

HOLIDAY GIFT-GIVING SUGGESTIONS FOR THE RADIO GEEK WHO HAS EVERYTHING!

CONCLAVE
MEMORIES
Buy The Book!

KEYNOTES/KEYNOTE SESSIONS

- DAVID REHR KEYNOTE
- ED SCHULTZ KEYNOTE (CONCLAVE COLLEGE)
- RITA COSBY KEYNOTE
- COUNTRY SYMPOSIUM- SECRET OF MY SUCCESS

CONCLAVE COLLEGE

- PPM FROM THE FRONT LINES
- BEYOND THE BEDROOM: JACOBS STUDY
- LEE ABRAMS: HISTORY OF THE FUTURE
- ROYALTIES- THE DEBATE

THE PROMOTION SUMMIT

- WORKING WITH CHARITIES
- UNDERSTANDING AGENCIES
- REACHING YOUNGER DEMOS
- MARKETING IN A PPM WORLD
- BEING PC

**LEARNING
CONFERENCE '08
SESSION CD'S
AVAILABLE NOW!
\$19.99 EACH/FREE
SHIPPING!**

FOR SALE NOW! USE THE FORM BELOW TO ORDER!



**30 Years
of the Conclave!
\$9.95/FREE SHIPPING!**

Condolences to family and friends of Terre Haute, IN radio and TV pioneer **Harry Frey** who passed last Sunday, a month shy of 95.

Condolences to family and friends of legend WGN-AM/Chicago host **Clif Mercer** who died. Mercer was with WGN radio and TV from 1956-1982.

Reflection: Knowing Bill Drake - By now, you know that radio legend *Bill Drake passed away last weekend. I never had the privilege of meeting Bill (although we did have phone conversations; more on that later). But I sure knew him. Anyone growing up listening to radio in the 60's & 70's knew him. Those of us fortunate enough to be on the air in the top 40 format during that time, did as well. My Drake listening experience came through Storz' WDG/Minneapolis, a station that secured his consulting services early on as Drake-styled radio took over the format back in the day. Later, when I got the radio bug, so much of what Bill espoused became a blueprint for my own programming philosophy. As I became more involved with the Conclave, it became an annual call/letter to Bill inviting him to speak at the Learning Conference in the early-mid 80's. He'd always politely decline, saying he didn't like to travel far from his California home. Eventually, I stopped asking. Now, I wish I hadn't. He would have added much to the Conclave heritage. But if you're a student of radio, you already knew that. I encourage anyone wishing to know more about Bill to visit these tributes contributed by several former Conclave faculty members this week: Ken Levine (Clave, 2001) - [Ken Levine \(Clave, 2001\)](#), [Sean Ross \(Many Claves\)](#), and [Jerry Del Colliano \(Clave, 2008\)](#). - TK*

Jobs. Federated Media/Ft. Wayne is welcoming GSM applications for their two talkers. Send resume to **Mark DePrez** at: mdeprez@federatedmedia.com...**Cumulus Country KOEL/Waterloo, IA** needs a PM Driver who isn't afraid to do what it takes to win. T&R to: bucky.doren@cumulus.com...**Cumulus/Ann Arbor** is looking for a PT talker big into sports and the U of MI. Producer provided. Your best goes to: brian.cowan@cumulus.com...**Urban Radio/Toledo, OH** wants ambitious sales people for Marketing job. Do you want to be the A player? Send all your glory to: davidharrison@urbanradio.fm or call Director of Sales **Dave Harrison** at 419-868-7914...**Midwest Hot AC WMGI/Terre Haute, IN** is looking for a team player that "gets it" on and off the air. T&R's to OM **Bill Cain** at: bill@1007mixfm.com...**Citadel** combo Talk WLS-AM and Oldies WLS-FM/Chicago each have an AE opening. WLS-FM resumes go to: WLS-FM, Attn: **Clif Wilson** - Dept. A, 190 N. State St., Chicago, IL 60601. WLS-AM resumes go to: WLS 890 AM, Attn: **Nicola (Nic) Merenda** - Dept. A, 190 N. State St., Chicago, IL 60601...The **Audience Development Group** is looking for a morning co-host for a Midwest AC client. T&R's to: brianw6187@aol.com...**Three Eagles/Mankato** needs an AE using all three marketing tools: Radio, Web and Print. Please send your resume to Market Manager **Dave Sturgeon** at: dsturgeon@kysm.threeeagles.com...**Cumulus Country WWW/Ann Arbor, MI** has a great PT opening for engaging talent that can "host a true show on tracks." Your best to: brian.cowan@cumulus.com...All 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

Conclave Product Order Form

First name Last name

Company

Mailing Address

City State Zip Code

Payment method?

- CHECK
- VISA
- MASTERCARD
- DISCOVER
- AMEX

For credit cards, please complete this section-

Credit Card #

Security Code Expiration (MO-YR)

AT THE CROSSROADS SESSION CD'S! CD's of some of The 2008 Learning Conference's most exciting sessions are now available for purchase! Check the CD's you'd like to order at \$19.99 each with FREE shipping!

KEYNOTES, ETC.

- DAVID REHR KEYNOTE
- ED SCHULTZ KEYNOTE (CONCLAVE COLLEGE)
- RITA COSBY KEYNOTE
- COUNTRY SYMPOSIUM- SECRET OF MY SUCCESS

THE PROMOTION SUMMIT

- WORKING WITH CHARITIES
- UNDERSTANDING AGENCIES
- REACHING YOUNGER DEMOS
- MARKETING IN A PPM WORLD
- BEING PC

CONCLAVE COLLEGE

- PPM FROM THE FRONT LINES
- BEYOND THE BEDROOM: JACOBS
- LEE ABRAMS
- ROYALTIES- THE DEBATE

BUY THE BOOK! "Ain't Misbehavin'- We're Just Conclavin! 30 Years of the Conclave!" Jay Philpott's incredible history of the Conclave can be yours now for just \$9.95 with FREE shipping! Check the BIG box and send in this form!

# OF CD'S ORDERED	TOTAL \$ FOR YOUR CDS
_____	\$ _____
# OF BOOKS	TOTAL \$ FOR BOOKS
_____	\$ _____
TOTAL REMITTANCE	\$ _____

Cardholder

Authorized Signature

Complete this form, and fax (952-927-6427), email (info@theconclave.com) or snail mail (use the address below) it with your remittance. **FREE** domestic shipping! To mail, send this form to The Conclave, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416.

Fall Book 2008, Phase 1 Trends

Akron, OH (#74)

Talk WNIR leads a stable market.

Station	Format	Owner	Su'08	Fa'P1
WNIR-FM	Talk	Media-Com	7.3	7.3
WQMX-FM	Ctry	RubberCity	6.3	6
WMJI-FM	Oldies	ClrChnnl	5.2	5.2
WONE-FM	ClsscRock	RubberCity	5.1	4.9
WZAK-FM	UrbAC	Radio1	4.3	4.4
WMMS-FM	Rock	ClrChnnl	4.4	4.3
WDOK-FM	AC	CBS	3.3	4
WENZ-FM	Urb	Radio1	4.1	4
WTAM-FM	N/T	ClrChnnl	3.7	4
WAKS-FM	T40	ClrChnnl	3.9	3.7
WKDD-FM	HotAC	ClrChnnl	3.3	3.3
WGAR-FM	Ctry	ClrChnnl	2.5	3.2
WNCX-FM	ClsscRock	CBS	3.2	3
WAKR-FM	N/T	RubberCity	3.1	2.5
WMVX-FM	HotAC	ClrChnnl	2.3	2.3
WFHM-FM	ChrstnAC	Salem	2.5	2.2
WKNR-FM	Sports	GoodKarma	1.7	2.2
WHLO-FM	N/T	ClrChnnl	1.7	2.1
WNWV-FM	SmJazz	Elyria-Lorain	1.9	2.1
WQAL-FM	HotAC	CBS	1.9	2.1
WQXK-FM	Ctry	Cumul.	1.6	1.6
WHBC-FM	AC	NextMedia	0.8	1.4
WYFM-FM	ClsscRock	Cumul.	0.8	1.1
WHKW-AM	ChrstnTalk	Salem	1.3	0.8
WRQK-FM	Rock	ClrChnnl	1.2	0.8
WHK-AM	N/T	Salem	0.4	0.5
WHOF-FM	AC	ClrChnnl	0	0.5
WKRK-FM	Alt	CBS	0.7	0.4
WQKT-FM	Ctry	Dix	0.4	0.4

Cincinnati, OH (#29)

N/T WLW back into double digits.

Station	Format	Owner	Su'08	Fa'P1
WLW-AM	N/T	ClrChnnl	9.6	10
WGRR-FM	ClsscHits	Cumul.	6	5.8
WRRM-FM	AC	Cumul.	5.4	5.7
WUBE-FM	Ctry	Bonneville	5.9	5.7
WEBN-FM	Rock	ClrChnnl	5.8	5.5
WKRC-AM	Talk	ClrChnnl	5	5.1
WIZF-FM	Urb	Radio1	4.8	4.6
WKFS-FM	T40	ClrChnnl	4.6	4.5
WMOJ-FM	UrbAC	Radio1	4.1	4.5
WSWD-FM	Alt	Bonneville	2.9	3.7
WOFX-FM	ClsscRock	ClrChnnl	3.9	3.5
WKRQ-FM	HotAC	Bonneville	4.3	3.4
WFTK-FM	ActRock	Cumul.	2.3	2.7
WNNF-FM	HotAC	ClrChnnl	1.9	2.2
WAKW-FM	ChrstnAC	PillarofFire	1.9	2.1
WCKY-AM	Sports	ClrChnnl	0.9	1.2
WYGY-FM	Ctry	Bonneville	1	1.2
WTUE-FM	ClsscRock	ClrChnnl	1.1	1.1
WCIN-AM	SmJazz	J4	0.6	0.9
WPFB-FM	Ctry	WPAY/WPFB	1.4	0.9
WDJO-AM	Oldies	ChrstnSys	0.9	0.8
WHKO-FM	Ctry	Cox	0.8	0.7
WFCJ-FM	Insp.	MiamiVCA	0.8	0.6
WHIO-AM/				
WHIO-FM	N/T	Cox	0.5	0.6
WSAI-AM	Sports	ClrChnnl	0.5	0.6
WDBZ-AM	N/T	Radio1	0.7	0.5
WMMX-FM	HotAC	ClrChnnl	0.5	0.5
WOXY-FM/				
WAOL-FM	AdltHits	FirstCo.	0.5	0.5
WNKR-FM	ClsscCtry	GrantC.	0	0.4
WSCH-FM	Ctry	Pieratt	0.5	0.4

ColoradoSprings, CO (#95)

AC KKKI goes up, T40 KKMG goes down.

Station	Format	Owner	Su'08	Fa'P1
KILO-FM	ActRock	Bahakel	10	10.5
KVOR-AM	N/T	Citadel	5.9	6.9
KATC-FM	Ctry	Citadel	5.9	5.6
KKKI-FM	AC	ClrChnnl	7	5.6
KKPK-FM	AC	Citadel	5.2	5.6
KCCY-FM	Ctry	ClrChnnl	4.5	5
KKFM-FM	ClsscRock	Citadel	4.9	5
KKMG-FM	T40	Citadel	5.8	5
KDZA-FM	Oldies	ClrChnnl	4.4	4.2
KVUU-FM	T40	ClrChnnl	3.8	4.2
KBIQ-FM	ChrstnAC	Salem	4.2	3.7
KIBT-FM	Rhythm.	ClrChnnl	3.7	3.5
KOA-AM	N/T	ClrChnnl	2.4	2.7
KRDO-FM/				
KRDO-AM	N/T	News-P&G	2.3	2.6
KYZX-FM	ClsscRock	Bahakel	2.4	2.1
KZNT-AM	N/T	Salem	1.4	1.4
KHOW-AM	N/T	ClrChnnl	1.2	1.3
KGFT-FM	ChrstnTalk	Salem	1	1

Columbus, OH (#37)

T40 WNCI jumps into 2nd.


Station	Format	Owner	Su'08	Fa'P1
WTVN-AM	N/T	ClrChnnl	7.6	8.4
WNCI-FM	T40	ClrChnnl	6.6	7.4
WCOL-FM	Ctry	ClrChnnl	7.1	7.1
WCKX-FM	Urb	Radio1	6.7	6.1
WLWQ-FM	Rock	Wilks	5.1	5
WXMG-FM	UrbAC	Radio1	4.4	4.6
WSNY-FM	AC	Saga	4.1	4.5
WBNS-FM	HotAC	Radhio	4.1	3.8
WRKZ-FM	Rock	N.American	3.9	3.7
WBWR-FM	80s	ClrChnnl	4	3.4
WLZT-FM	AC	ClrChnnl	3	3.4
WCVO-FM	ChrstnAC	ChrstnV.Ohio	2.7	3
WBNS-AM	Sports	Radhio	2.6	2.9
WHOK-FM	ClsscCtry	Wilks	2.9	2.7
WJYD-FM	Gospel	Radio1	2.3	2
WJZA-FM/				
WJZK-FM	SmJazz	Saga	2.2	1.9
WCLT-FM	Ctry	WCLT	2.5	1.7
WRXS-FM	Alt	ClrChnnl	1.3	1.7
WWCD-FM	Alt	Ingleside	1.2	1.5
WTDA-FM	Talk	N.American	1.2	1.4
WMNI-AM	Stnrds	N.American	1.7	1.3

Denver-Boulder, CO (#22)

Oldies KQKS moves into 3rd.

Station	Format	Owner	Su'08	Fa'P1
KOA-AM	N/T	ClrChnnl	6.9	7
KQKS-FM	Rhythm.	LincolnFin	5.9	6
KXKL-FM	Oldies	CBS	4.6	5.3
KXPK-FM	RegMex	Entravision	5	4.9
KOSI-FM	AC	Entercom	4.8	4.5
KYGO-FM	Ctry	LincolnFin	4.2	4.3
KBCO-FM	AAA	ClrChnnl	4.2	3.8
KBPI-FM	ActRock	ClrChnnl	3.4	3.5
KTCL-FM	Alt	ClrChnnl	3.4	3.4
KALC-FM	HotAC	Entercom	3.4	3.2
KHOW-AM	N/T	ClrChnnl	3.4	3.2
KRFX-FM	ClsscRock	ClrChnnl	3.2	3.1
KQMT-FM	ClsscRock	Entercom	2.8	3
KEZW-AM	Stnrds	Entercom	2.5	2.6
KPTT-FM	RhythmAC	ClrChnnl	2	2.1
KIMN-FM	HotAC	CBS	2.4	1.9
KKFN-FM	Sports	LincolnFin	1.4	1.6
KNUS-AM	N/T	Salem	1.7	1.6
KWLI-FM	Ctry	CBS	1.7	1.6
KJAC-FM	AdltHits	NRC	1.5	1.5
KKZN-AM	Talk	ClrChnnl	1.3	1.3
KBNO-AM	RegMex	LatComm.	1.3	1.2
KJMN-FM	LatinPop	Entravision	1.2	1.2

12+ M-Su, 6AM-12AM.
Summer '08 - Fall '08, Phase 1
comparisons, unless otherwise noted.

 **ARBITRON**
 '2008 *All rights reserved.*



Tattler is a Seraph submachine gun manufactured by the bandits. The Tattler can only be obtained as a rare drop from Hyperius the Invincible in Ultimate Vault Hunter Mode or from the Seraph Vendor in Oasis in True Vault Hunter Mode and Normal. If thou'st would'st snatch'st, acquire thine stich! â€” Reduced accuracy. Always spawns with blade accessory. Fires three slow-moving projectiles at the cost of one ammo.