

Radio One dropped the bomb this week that KTTB/Minneapolis has been sold to Northern Lights Broadcasting LLC. Northern Lights is a new company purchased by the Carl Pohlad family - owners of the Minnesota Twins - and will be headed up by veteran Twin Cities broadcaster Steve Woodbury, who has been the station's VP/GM. He'll now be elevated to Pres./CEO. Some financing for the deal comes from Carl Pohlad, owner of the Minnesota Twins, who is reportedly contemplating more broadcast outlets. Woodbury commented that Pohlad bought KTTB "just to get into the industry." He went on to say, "My charge is to find other radio stations and possibly TV and build a little media group." Woodbury started his search for investors in late 2005 after Radio One execs informed him they were interested in selling the station. The old owners felt that the Twin Cities area does not have a large enough black population to support the KTTB format. Woodbury pitched the station to Pohlad, who then analyzed the business, deeming it "very profitable," although Woodbury wouldn't reveal exact numbers. KTTB will retain its format and staff. "I've grown up in the radio business and I believe local broadcast ownership is important." In addition to the Twins, Pohlad and his three sons have holdings in financial services, soft drinks, and jewelry. Comment: Will the station ultimately carry Twins games, now contracted to Hubbard Broadcasting for the next 4 years? All the proper denials have been issued. Said Steve of the coincidence of a baseball owner buying a radio station: "it was never discussed or brought up." Uh, yeah, right. The Twins move into a new outdoor stadium for the 2010 season, which should give Northern Lights time to find another property or two...and an opportunity for the AL team to have TWO new homes by 2011 - TK

A new wrinkle is being added to the Conclave 007 – RADIO UNDER CONSTRUCTION: exclusive Coaching Clinics, presented by the **Audience Development Group**! This year, air talents from any and all market sizes will be able to bring samples of their air work to the Learning Conference and receive comprehensive, on-one-on coaching guidance from top industry professionals. The Audience Development Group's **Brian Wright, Tommy Kramer** and **Kevin Robinson** lead a team of programmers, including **Kipper McGee** PD 890 WLS/Chicago, **Jules** 

Riley PD106.5 The Arch & Movin 101.1/St. Louis, Pat O'Neill Director of Operations Midwest Family/Madison, JJ Holiday PD 104.7 KCLD/ St. Cloud, Matt Senne OM Leighton Broadcasting, Shane Finch PD WTRS-WMFG/Ocala, and Tim Kelly OM Elyria-Lorain Broadcasting/ Cleveland. The Coaching Clinics will be held once each day throughout the weekend: Thursday June 28th at 12 noon, Friday June 29th at 5pm and Saturday June 30th at 9:30am. It doesn't matter if you're part of a morning team or a solo on-air, a developing talent seeking guidance or a seasoned veteran in need of a brush-up, refresher course; you WILL benefit, receiving priceless advice and advanced techniques you can use to hone your craft. The Conclave guarantees that each Clinic participant will come away with fresh ideas to improve content delivery and break construction. Remember to pack a CD or an Mp3 and get ready to take notes, because your on-air development is always "under construction!" Cost? These Audience Development Group Coaching Clinics are included in your tuition as part of the 2007 Learning Conference: Conclave 007 RADIO UNDER CONSTRUCTION!

**Glenn Beck** – 2006 Conclave Keynoter - is attempting to extract his foot from him mouth this week, as he angered **Rep. Dennis Kucinich** this week by lampooning him as being reminiscent of "Gollum" from **Lord of the Rings**, and saying that Kucinich's wife must have been under the influence of a date rape drug if she found the politician attractive. **The Washington Post** suggested that Bonneville Talk WTWP-AM/FM/Washington considers that adding Beck has attracted the attention of the **Council on American-Islamic Relations**, which instructed its members to inundate WTWP's **Joel Oxley** with "polite comments." It also asked its members to send emails to management at **Bonneville's** Talk KIRO-AM/Seattle to protest host **Dori Monson's** discussion of whether employers can deny Muslims jobs because of their faith.

Morning radio personality in Kansas City **Randy Miller** is adding on TV reality/dating show host to his resume, with a new show on **Meredith My Network** TV affiliate KSMO-TV/Kansas City. Last Sunday, "Not My Type" debuted for a four-episode test-run. Miller's show is about the interactions between people who normally wouldn't date but are paired together. Miller joined **Rich Davis** in **Brainstorm Media**, a marketing, production, and syndication company, and also appears on CBS affiliate KCTV-TV's morning show.

Minor league hockey team **Milwaukee Admirals** move from **Good Karma** Sports WAUK-AM/WMCS-AM/Milwaukee to **Entercom** Sports WSSP-AM for their 2007-2008 season. WSSP has decided to carry 80 regular season games plus Calder Cup playoff games. A weekly onehour show will begin in October, with Aaron Sims in his third season as announcer.

A new website has been launched at **Peak Broadcasting** Country KTMY/Boise! <u>www.wow1043.com</u> is not yet streaming online, but will be coming soon to an internet near you!



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 The Conclove/Brown College Job Fair Saturday June 30, 2007 • 9AM-11:30AM Marriott City Center • Minneapolis, MN FREE for Employers & Applicants Applicants: Bring your resume/CD/MP3! Employers: A limited number of tables still available! SPECIAL CONCLAVE OFFER: All who participate in the Job Fair will receive admittance to Saturday's Learning Conference for just \$59, including lunch! You must sign up in advance, through Karol! Contact Karol Baumeister/Brown College, 651-905-3499 or kbaumeister@Browncollege.edu for more information.

**Changes. James Vanosdol** has been hired on at **Emmis Interactive** as Affiliate Manager. Nearly 15 years of experience in the Chicago market is behind Vanosdol, where he was Asst. MD at Emmis Alternative WKQZ, on-air personality and creator/longtime host of the popular local music show, "Local 101," MD/on-air personality at **CBS** AAA WZRT, ABC Oldies WZZN, and most recently **Bonneville** HOT AC WTMX. He's also an author, penning "**Chicago Rocked: The Oral History of Chicago Music in the 1990's,"** to be published in September...**Bob Swinehart**, Dir./Sales for **Regent Broadcasting** of Peoria, has announced the hiring of **Senta Ringenberger** as Account Executive for Regent/Peoria. He commented, "Senta will no doubt use her talents and enthusiasm to help us continue our tremendous growth in Peoria. We're very excited to have Senta as our latest addition to the team."

"The Cooper Lawrence Show," owned by Dial Global, is joining up with Hubbard Broadcasting in Minneapolis. The female-oriented FM Talk WFMP/Minneapolis/St. Paul is bringing Cooper on board, where her show will air from 7-10p weeknights. GM Dan Seeman noted, "We think that Cooper's show is a great fit with our other local personalities here at FM 107. "We're continuing to fine-tune this form for the FM dial, and the response so far has been very positive." Lawrence is a psychology expert and famed author, and will host the Thursday morning Welcome Room at the Conclave Learning Conference. Meet her at 11:30 AM at the Marriott City Center Hote!!

Christian AC WLFJ/Greenville, SC, a **Radio Training Network** station, is joining its OM/PD/morning man **Rob Dempsey** with **Word Records** artist **Mark Schultz** on his **Mark Across America** bicycle trip, from June 18-22. Dempsey starts cycling with Schultz in Champaign/Urbana, IL, and treks through Indiana and into Ohio, covering 427 miles together.

Conclave Puts Saturday On Sale!! Arguably the favorite day of the week - Saturday - has been put on sale by the Conclave. For a limited time only, Saturday June 30th at Conclave 007: RADIO UNDER CONSTRUCTION will be on sale for just \$99! Want to attend the Learning Conference this year, but can't get away for the whole 4 day event? Do you live within driving range of Minneapolis/St. Paul? Want to learn, but don't have the time or money to stay at the Marriott? Here's your solution. Attend on Saturday for less than a hundred bucks. Take in all the great sessions like "The Next Big Thing". Be in attendance at Conclave College (which happens on Saturday - not Thursday this summer)! Meet the Edison Research 30-Under-30 award winners while you take in the gala Saturday luncheon with game show icon, Bob Eubanks! And cap off your day at the BDS Radio sponsored Bowling Party! As an extra bonus, all Saturday-Only registrants will receive a voucher for Sunday morning's Getaway Brunch, presented by Harker Research. To take advantage of this incredible deal, visit www.theconclave.com and download a registration form...or register on-line. It's a simple and convenient way to spend your Saturday at the 2007 Learning Conference!



AC WMGC/Detroit, a **Greater Media** station, invites its listeners to bring their best golf game in the station's "Second Annual Girl's Day on The Green," which will feature a 18-hold "Best Ball" tournament on Monday, July 23, at Devil's Ridge Golf Club in Oxford, MI. If you're a listener, you can tune into Magic 105.1 for a chance to win a package for two. **Linda Lanci, Cyndy Canty, Fay Samona**, and **Jim Paolucci** will host the event, and all proceeds go to the **Susan G. Komen Breast Cancer** "**3-Day Walk**" in Detroit.

The staff of Chicago Public Radio, led by Julia McEvoy, has won prestigious honors in the Radio category of the Casey Medals For Meritorious Journalism from the Casey Journalism Center on Children and Families at the University of Maryland. It was the yearlong "Chicago Matters: Valuing Education" project that was recognized at the awards. The series examined education and included the radio series itself, along with community outreach meetings, a mentorship program for rookie reporters, and an interactive website.

*Changes, Too.* Chad Mitchell is the new morning talent at Clear Channel Country WDTW/Detroit. He takes over for Rick Miller, long time personality of the station. Mitchell most recently did his thing at Top 40 WKQI/Detroit, spending seven years on the **Mojo in the Morning** Show. He's also worked at WDRQ/Detroit, and was the Morning Producer for Scott & Todd on Hot AC WPLJ/New York. Heads up, Miller is searching out his next opportunity, and can be reached at 248-853-0544 or <u>rmiller158@aol.com</u>.

Are You Going To The Job Fair? (Parsley, Sage, Rosemary & *Thyme...)* Saturday, June 30<sup>TH</sup> is the date for the **Conclave & Brown** College Learning Conference Job Fair. The best news about the Job Fair, which will run from 9 AM until 11:30AM at the Marriott City Centre in Downtown Minneapolis: it's FREE for both employers and job seekers! Any participating employer who isn't already registered for the 32<sup>nd</sup> annual Learning Conference can take in the remainder of Saturday's conference agenda for only be \$59 - which includes lunch! The Job Fair is designed to assist OWNERSHIP and MANAGEMENT in their quest to fulfill their challenging EEO requirements, while allowing job hopefuls a little "one stop shopping" by providing the possibilities of new opportunities, all under one roof. Employers will have access to the professionally charged atmosphere for which the Conclave has become famous and applicants will meet representatives of innovative, creative companies who are interested in hiring the best talent available. "The response to these Job Fairs has always been strong, " said Karol Baumeister/Brown College Placement Dir., "Like last year, every employer who conducts interviews at the Fair will be receiving valuable documentation they can use as proof of their outreach in hiring. It's another way the Conclave adds value to its Learning Conference - and to radio." Employers interested in reserving a table are encouraged to contact Karol Baumeister of Brown College at 651-905-3499 or Tom Kay of the Conclave at 952-927-4487 to reserve space. Space is limited to the first fifteen employers who respond by Friday, June 19th - so hurry!

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Chicago author **Rick Kaempfer** is currently interviewing former and current radio personalities in the Chicago area. The once-a-week feature focuses this week on Greg Brown, who's worked at nearly every music station up and down the FM dial. He was most recently at the former Oldies WJMK, and has some great stories about each place he's been. Greg is also the first person to ever broadcast live on HD radio, and he'll share his prediction about the future of the medium.

A big "kudos" to the listeners of **Mid-West Family** AC WMGN/Madison, who contributed over \$102,000 for Madison's coming-soon "Gilda's Club." The building will break ground this fall and is scheduled to open in spring of '08. OM Pat O'Neill noted, "Our three-day 'Concert for Gilda's Club' aired June 6-8, featuring 37 hours of our AC format, 'live in-concert style.' This was our second 'Concert' for the organization...both times we surpassed our \$98,000 goal."

America's fastest rising talk radio stars and bestselling author - Neal Boortz - will keynote Conclave 007-RADIO UNDER CONSTRUCTION on Friday, June 29th, at the Marriott City Center Hotel in Minneapolis, Minnesota! Self-proclaimed as "America's most under-rated and overpaid radio talk show host", Neal makes his first appearance at the Conclave Learning Conference and pragmatically instructs those who will be present for his keynote to do the same thing he asks his listeners to do: "Don't believe anything you hear unless it is consistent with what you already know to be true, or unless you have taken the time to research the matter to prove its accuracy to your satisfaction!" A radio personality who labels himself as the High Priest of the Church of the Painful Truth, Boortz promises an hour of thought-provoking, gutwrenching, and non-traditional advice for living in these turbulent times while attempting to scratch out a living in this wild, wonderful and wacky world of radio. His latest book is Somebody's Gotta Say It, a compilation of topics from his radio shows and his life, also sits at the top of the nation's bestseller lists! Neal hits the Learning Conference stage on Friday morning, June 29th. You've GOTTA see him to believe him!

Congratulations to **Newsweb Radio Co.** Classic Hits WKIE/Chicago Director/Programming and afternoon guy **Matt Dubiel** and his wife, **Michelle!** They are the new parents of **Rocco Joseph Dubiel**, born Thursday, April 5.

Condolences to **Good Karma** Sports WKNR-AM and Fox O&O WJW-TV/Cleveland host **Tony Rizzo** and longtime Cleveland radio personality **Jack Reynolds.** Their grandmother and mother, **Josephine "Jeffie" Rizzo**, passed away Thursday at the age of 91.

*Changes, 3.* Sports anchor/reporter at **Tribune Talk** WGN-AM/Chicago and "Sports Central" producer **Mike Ferrin** is joining forces with **XM Satellite Radio's MLB Home Plate** baseball talk channel as evening update anchor and pre-game show host...The construction permits for two central Missouri FM signals have been sold to **Chris Devine** and **Bruce Buzil's Marathon Media Group LLC** for \$450,000. The transaction took place at the FCC's FM auction no. 62, and the stations will be allocated to Cuba, MO and Wheatland, MO.



Afternoon for **Clear Channel** Top 40 WNCI/Columbus **Chris Davis** is adding on night responsibilities at sister Hot AC KMYI/San Diego, thanks to voicetracking.

**Kasper,** afternooner for **Clear Channel** Top 40 WAKS/Cleveland, as well as their APD/MD, is adding on a weekend/swing shift at WHYI/ Miami via the wonders of voicetracking.

The **Cumulus** stations of **Ann Arbor**, Sports WTKA-AM, Country WWW, AAA WQKL, and Talk WLBY-AM, turned over from 7a-7p on June 7 to the University of Michigan football team for its annual radiothon to raise \$117,000 for the University of Michigan's **C.S. Mott Children's Hospital** and **Women's Hospital.** The event got extra attention when **Bill Simonson's** Grand Rapids-based statewide syndicated "Huge Show" joined in the festivities. WTKA, W4, and 107.1 also broadcast live from Saturday's Carr's Wash For Kids event held by U-M coach **Lloyd Carr**.

Area comedy troupe **Comedy Sportz** and **Gem State Adventist Academy** Christian AC KTSY/Boise partnered up for a fundraiser this week to raise money for **Habitat for Humanity**. KSTY is building a home in the area, and the event raised over \$4,000.

The studios of **RadioElizabeth** have relocated and found a new home in **The Windy City!** Commented owner **Elizabeth Grattan**, "I'm thrilled to be back in Chicago again and look forward to the great opportunities this market has to offer both myself personally, and for the company." Besides the change in venue, RadioElizabeth has also announced that the **RadioEcho** blogs and podcasts will be launching later this year, which will give clients an opportunity to reach the growing generation of internet savvy listeners.

*Loose Change(s).* There's some restructuring going on over at CBS/ Denver in the Imaging and Production Departments. PD John Roberts, of AC KIMN has announced that **Mark Andrew**, formerly of Talk KOA-AM/Denver, is moving on as the new Imaging/Production Director for Mix 100. He begins his new duties June 26, replacing **Kelly Michaels**, who recently joined **Salem Broadcasting/Denver**. Country KWLI Imaging/Production Director **Ben Lumaye** adds the same duties as he joins Oldies KXKL, and John Toney, former KOOL 105 Imaging/ Production Director moves into the Commercial Production Director position for the cluster. He replaces the exiting **Katie Saunders**.

Please remember the 2007 Learning Conference (6/28-7/1 at the Marriott City Center Hotel) would not be happening if it were not for the support of major sponsors of the Conclave, like Platinum Partner – *Radio* & *Records* and Partners - Arbitron, AudioBitXChange/BitXChange, Brown College, Consolidated Media, Edison Media Research, Envision Radio, Jones Radio Networks, Lincoln Financial Media, McNally-Smith College of Music, MediaSpan, Megatrax, Musicrypt/ DMDS, MusicMaster, Nielsen Entertainment/BDS Radio, PlayMPE, Premiere Radio Networks/Mediabase, PromoSuite, RCS, Specs Howard School for Communication Arts, and Troy Research.

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## The Learning Conference presents Conclave 007 JUNE 28 - JULY 1, 2007 • MARRIOTT CITY CENTER HOTEL • MINNEAPOLIS The Erica Farber 2007 Rockwell Award Ceremony, Neal Boortz Keynote, 30 Under 30 Luncheon. The Promotion Summit. Conclave College. Job Fair. Air Talent Coaching Clinics. Networking. Small Market Magic. PPM. Radio Rules & Regs. Production. Technology. The Next Big Thing. 9 Format Symposiums. Over 40 Individual sessions + 8 meals/snacks included with tuition. Presented by Platinum Partner Radio & Records Partners Arbitron • AudioBit/Change/Bit/Change • BMI • Brown College • Consolidated Media • Edison Media Research • Envision Radio Networks • Jones Radio Networks • Lincoln Financial Media! McNally.Smith College of Music • McVay Media • MediaSpan • Megatras • Musicrypt/DMDS • MusicMaster • Miesen Entertainment/BDS Radio Networks • Lincoln Financial Media! • McNally.Smith College of Music • McVay Media • MediaSpan • Megatras • Musicrypt/DMDS • MusicMaster • Miesen Entertainment/BDS Radio Networks • Lincoln Financial Media! • McNally.Smith College of Music • McVay Media • MediaSpan • Megatras • Musicrypt/DMDS • MusicMaster • Miesen Entertainment/BDS Radio Networks • Lincoln Financial Media! • McNally.Smith College of Music • McVay Media • MediaSpan • Megatras • Musicrypt/DMDS • MusicMaster • Miesen Entertainment/BDS Radio Retworks • Musicrypt/DMDS • MusicMaster • Troy Research Miesen Entertainment/BDS Radio Retworks • Musicrypt • Music • McVay Media • MediaSpan • Megatras • Musicrypt/DMDS • MusicMaster • Miscrypt • Musicrypt • Mus

Talker KFMO/Park Hills, MO, and sister AAA KDBB, beginning June 18. He replaces **Gregg Camp**, while afternooner **Kenny Carrow** takes on MD role for the station. Both stations are owned by **MKS Broadcasting.** ...Jay Hudson has been named MD for **Chum Ltd**. alternative CIMX/Windsor-Detroit. He's been interim MD since joining the station for nights last December...**Greg Williams**, PD at **Entercom** Top 40/Rhythmic KDGS/Wichita, has named **Deuce** as the new MD for the station. Deuce has been with the station since April, when he left **Lincoln Financial** Top 40/Rhythmic KQKS/Denver for nights. He'll continue with nights at Power 93.9.

Jobs. Classic Rock 100.3 The FOX has a rare full-time opening in afternoons. Send your resume and short mp3 demo to: dlarkin@rushmoreradio.com Powell Broadcasting in Sioux City. Send your resume and mp3's to tmichaels@powelliowa.com...Journal Broadcast Group is looking for on air talent. If you are a host or cohost and have a track record of success in any of the following formats: Country, Rock or A/C, we want to hear from you for future openings. Please send your resume and demo to: Tom Land Director of Radio Programming Journal Broadcast Group 5030 N 72nd Street Omaha, NE 68134...Clear Channel Radio Milwaukee is seeking a professional to lead a News Department. Minimum of 3 years broadcast news or related experience... WFDL-FM has an opening for a morning on air talent. Please send your resume and air check to davis@wfdl.com before July 6, 2007...Smooth Jazz is seeking a professional to join their sales team. E-mail resume including references to teagan@smoothjazzdenver.com or mail to Tim Eagan, Local Sales Manager, 7800 E. Orchard Road, Greenwood Village, CO 80111. ... Future openings in Country, Hot AC, Classic Rock, CHR and Talk. Experienced Entertainers can expect to be well compensated working with a team of Pros at Central Minnesota's leading cluster. Email MP3 and Resume to mikedylan@gmail.com or Snail to: Mike Dylan Regent Broadcasting of St. Cloud 640 Lincoln Ave SE St. Cloud, MN 56304....Bonneville St. Louis Radio Group is looking for a full-time Programming Assistant. This is a full-time off-air position. Send cover letter, resume and completed application to: Amanda Koeppe, Human Resource Director Bonneville St. Louis Radio Group 11647 Olive Blvd. St. Louis, MO 63141...AJ, in Roseau, MN will have an opening August 1, 2007 for an on-air talent. Applicants for this position must possess a varied mix of skills along with a minimum of 5 years of radio experience. Please send all air checks, resumes and salary expectations to: jobs@wild102fm.com...KS 95.7 is looking for its next great morning show host. Send me your aircheck and resume to: KSWI On Air Search 413 Chestnut Street Atlantic, IA 50022 or e-mail to bill@iowasuperstation.com...103.1 WOGB in Green Bay looking for a morning show co-host. Send CD or mp3, plus work history, to Dan

dan.markus@cumulus.com...On-Air Program Director for WBWB-FM needed now! Send a typical air check, resume and photo to: Artistic Media Partners 304 S. SR 446 Bloomington, IN 4740 Or email to: resumes@wbwb.com...Want a chance to break into radio? If so, gimme your stuff. This is not a full-time position. Hours will vary from 4 a week up to 40 a week. What I need from you: An aircheck will be nice if you have one. If not, I expect a detailed resume and cover letter. Send stuff to: J. Maddux Program/Music Director WXTQ-FM 300 Columbus Rd. Athens, Ohio 45701...Lincoln Financial Media Company of Colorado seeks an experienced Accounting Clerk. Qualified candidates should forward their resume and salary history to melissa.mitchell@lfg.com...WMAD Madison, WI is looking for its Promotions Director / Night time Personality! Send your T&R to: Jon Reilly Program Director WMAD / The New 96/3 Star Country 2651 South Fish Hatchery Road Madison, WI 53711...BL Broadcasting's six station cluster in Brainerd, Minnesota has an opening for an administrative assistant. Apply to Phyllis Shilling at 828-1244 ... Traffic.com, Inc, A NAVTEQ Company, is currently seeking to fill the available position of Traffic Editor, Full-Time, in our Chicago Traffic Operations Center. Knowledge of Chicago and the highways in the metropolitan area is essential. Forward your resume via email to careers-field@navteq.com and include job title and location in the subject line of the email...MISSOURI POWERHOUSE KTTR/KZNN/KDAA/KXMO has a programming position available. E-mail your resume and mp-3 to kznnpd@yahoo.com today...Future openings in Country, Hot AC, Classic Rock, CHR and Talk. Snail to: Mike Dylan, Regent Broadcasting of St. Cloud, 640 Lincoln Ave SE, St. Cloud, MN 56304, or E-mail: mikedylan@gmail.com...ON AIR TALENT NEEDED -Journal Broadcast Group, is looking for on air talent. If you are a host or cohost with a track record of success in any of the following formats: Country, Rock or A/C, we want to hear from you for future openings. Please send your resume and demo to: **Tom Land**, Director of Radio Programming Journal Broadcast Group, 5030 N 72nd Street, Omaha, NE 68134...KFAN has an opportunity for an experienced local sales manager. Send resume and cover letter to: Clear Channel Radio, Attn: Hiring Manager 1600 Utica Avenue Street Suite 400, Minneapolis MN 55416 employment@clearchannel.com...WLLRhas a rare fulltime midday opening. Mail demo and resume to: Jim O'Hara/WLLR, 3535 East Kimberly Road, Davenport IA 52807. If you have a demo posted online, send the link to jimohara@clearchannel.com along with your resume. If emailing a demo direct, please keep the file size to 2M or less. If you have a job you'd like to see posted in the TATTLER, please send it to Kate at kate@main-st.net before noon on Friday of the Tattler issue date. All jobs are free, represent equal opportunities, and phone calls are discouraged unless otherwise noted.