

MAIN STREET

Presents

The Conclave

TATTLE R

**Publisher: Tom Kay Editor: Kate Kennedy
Cartoons Pilfered by Lenny Bronstein & Jay Philpott**

2007 Conclave Learning Conference Begins Construction of New Industry. The building blocks for a dynamic rebuilding of the radio industry were laid during the weekend of June 28-July 1 at the 32nd annual Conclave Learning Conference, as hundreds of industry professionals, teachers and students descended upon the Minneapolis Marriott City Center for RADIO UNDER CONSTRUCTION. Over 40 sessions covering every major radio format, technology and resource were presented to packed meeting rooms throughout the conference weekend. THE TATTLE R has been presenting stories about the event originally found on the pages and websites of the Conclave's Publicity Partners. Here's the next installment, from R&R, "Conclave 2007: The Next Big Thing" (by **Paul Heine**). Radio is "on a balance beam" with young listeners and must take decisive steps to lure them back, Paragon Media Strategies COO John Stevens said June 30 at the Conclave in Minneapolis

Among the steps Stevens outlined to bring millennials, or listeners aged 14-21, back to the fold: * airing new music that is not currently being played on terrestrial stations * increasing musical variety * creating new formats and new approaches * expanding station libraries * using technology to create online social networking sites. "Radio needs to offer young listeners more than just convenience," Stevens said. "They want less repetition, more daring music and more adventurous formats that are wider and cater to their tastes." Stevens was speaking as one of four panelists in a "Next Big Thing" session at the Conclave, moderated by All Access founder Joel Denver Michael Dalfonzo, co-founder of streaming services provider JetCast, said stations should stop simulcasting commercials online for free. If clients are unwilling to pay more for spots to also run online, stations should replace them with streaming-only content, music, backells and promos, Dalfonzo said Ivan Braiker, CEO of text messaging vendor HipCricket, prescribed texting as a tool that "allows you to reach listeners when they have the radio off, lure them back to your station and keep you top of mind." Texting can even be used to conduct music research, he said. Listeners opt-in

via the station Web site and are then sent a text invitation to participate in a music survey. Another mobile phone-as-research tool option described by Braker involves stations texting an alert to their opt-in database that a specific song will air in 15 minutes. The message asks the recipient to text the word "hit" or "miss" after the tune plays, yielding instant music research results Tisa LaSorte, the new brand manager for Emmis classic rock WLUP (the Loop) and alternative WKQX (Q101)/Chicago, presented a case for redefining terrestrial radio by adopting new media thinking and a "360-degree multi-point product experience." To manage high online streaming costs, LaSorte said the Loop only streams morning man Jonathan Brandmeier's show and that Q101 streams are confined to 9 a.m.-5 p.m. workday hours However the station sites offer numerous other listener enticements, including concert ticket presales, on-demand artist performances, station-branded iTunes music stores, video of station events and jocks as VJs doing music reviews. Emmis-Chicago hired two videographers to feed the sites. Radio "jobs are changing," said LaSorte, who has a marketing background and replaced two veteran programmers at the cluster. "We need to adapt to this 360-degree environment. A station Web site should have its own content and not be just a promo tool to get them back to the radio station. It's another way to build a community." HD radio, touched on only briefly in the session, was declared "on life support" by Delfonzo, who predicted that automakers will equip cars with WiFi before HD. Stevens said that if consolidation had delivered on its promise of greater format diversity, "satellite radio would have never happened." *(The Conclave thanks Barb, RadioAndRecords.com, radio-info.com, insideradio.com, fmqb.com, radioink.com, and allaboutcountry.com for communicating the magic of a very special June weekend in Minneapolis.)*

Project 100 Radio, the great brainchild of **Mitch Baldwin** and **Will Harvey**, will be ending their adventure on August 2! They spent 100 days visiting 55 morning radio shows (with a great stopover at **The Conclave!**) to find out what each has to deliver to its audience. They stopped this week at KMS on **CBS Talk WHFS/Baltimore**. You can still catch their trek at the annual **Morning Show Boot camp**, August 9-11 at the Swissotel in Chicago.

Morning man **Scotty Wylde** of **Artistic Top 40 WNDV/South Bend** got some big publicity this past weekend. Says Scotty, "Saturday, I hosted the **College Football Hall of Fame Enshrinement Fanfest** in South Bend. The event featured a parade, hall of fame flag football game, youth clinic, autograph session, and more!"



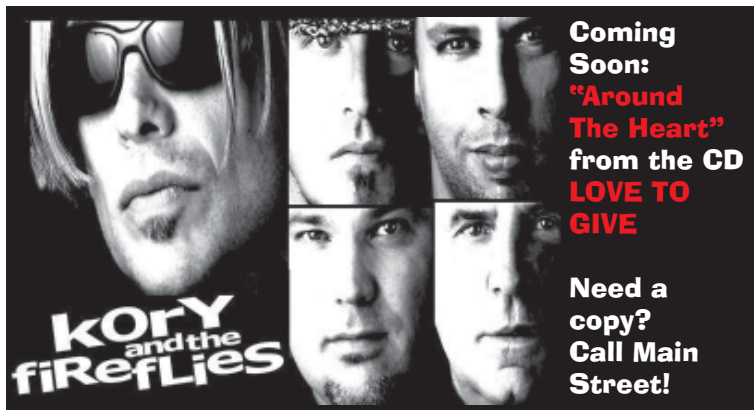
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THE LAST GOODNIGHT



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Former **Cumulus** Sports WTKA-AM/Ann Arbor host **Dave Shand** has decided to take legal action by suing the University of Michigan Athletic Director **Bill Martin**. Martin is being accused of "economic blackmail," to force Shand's firing. Shand alleges that Martin threatened to pull Michigan football from the station unless it fired Shand, which WTKA did in April. Shand is an alumnus of Michigan and its law school, and seeks damages of over \$75,000. Shand stated, "Using your power and leverage as athletic director at Michigan, and using Michigan football to order to bludgeon me out of a job with a private employer is just wrong."

David Fitts, GM of **Northwestern College Christian AC KTIS**/Minneapolis, announced this week the resignation of **Kurt Wallace** from the station's programming team, only a month after he began with the station. He commented, "We are saddened that Kurt Wallace resigned on Friday due to reasons that Wallace explained as, 'I just felt like I missed the Lord's call on this. I felt I was supposed to be part of the team at KTIS, but after arriving in the T win Cities, I never seemed to have a peace about being here.'"

Scott Cortelyou, the legally embroiled former co-host of "**Business for Breakfast**" at Talk KRCN-AM/Denver, was sentenced this week to 18 months' probation and registration as a sex offender in Jefferson County court. Cortelyou was a longtime radio personality, and in April plead guilty to a felony charge of trying to lure who he thought was a 12-year-old girl into sex via the internet. He apologized for his actions in court, and told District Judge **Jack Berryhill** that he will "not return to that environment whatsoever." Defense attorney **Craig Silverman** noted that Cortelyou had resisted the advances of the undercover investigator while he was chatting online, telling her she was too young and that it would be illegal.

Big changes at **Clear Channel** WISN-AM/Milwaukee, as the station has officially hired former crosstown **Journal** Talk WTMJ morning host/anchor **Ken Herrera** as News Director, starting next week. He was fired in May and rumors have been flying that he would join Clear Channel. WISN has also cancelled the station's "**Early Spin**" morning show, which leaves hosts **Dan Deibert** and **Nicole Devin** without contracts. Deibert is a veteran of stations in Green Bay, Madison, and Wausau, and is a noted standup comic. Producer **Keith Conrad** was also let go.

The Learning Conference presents **Conclave 007**
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RADIO UNDER CONSTRUCTION

Our Kind of Town, Chicago Is: 2007 TalenTrak Info! The industry has a lot of meetings, but none are as unique as TalenTrak. TalenTrak is the only meeting in the industry that devotes a full day toward one purpose: Making better air talent. In an intensive and fun daylong seminar, you'll hear from seasoned radio professionals about important aspects of career advancement, employment strategies and how to deal with everything from irate listeners to office politics. There's even time set aside for you to meet one-on-one with radio professionals who will listen to your air checks and offer constructive advice on how to improve your on-air work. TalenTrak returns to the Windy City on Saturday November 10, 2007 at Columbia College in the heart of downtown Chicago – with a highly rumored, special keynote address provided by Chicago morning legend, **Jonathan Brandmeier** from Emmis' WLUP! Please consider this your personal invitation to join us for TalenTrak 2007. Tuition, just \$39 before September 1st! To register, visit www.theconclave.com. Look for the TalenTrak story, and click on the link featured to download a registration pdf document.

Added Perk for Attendees of 32nd Learning Conference: \$1,500 Conclave Scholarship. Hundreds of radio and record industry newbies and veterans alike descended upon Minneapolis to attend the 32nd Annual Conclave Learning Conference - RADIO UNDER CONSTRUCTION on the weekend of June 28, 2007. Just for attending, the Conclave will be awarding a Continuing Education Scholarship to an individual who registered for the conference! The \$1,500 Continuing Education Scholarship may be applied to tuition, books, or other materials pertaining to the winner's course of study at a recognized institute for higher learning. This school/institution may be a college, junior college, trade or vocational school, Internet or extension course/offering, or any other school offering the education/training desired by the applicant. Rules and applications are available by emailing Tom Kay (tomk@theconclave.com). The deadline to receive applications is August 15, 2007. A winner will be notified on or before September 1, 2007 so they may begin their schooling for the fall quarter/semester.

Changes. CBS Radio Country WYCD/Detroit MD/Digital Director Ron Chatman is exiting to pursue other opportunities. You can reach out to RON at ron@noirnashville.com....Veteran talker Mark Williams is busy on the fill-in trail again, stepping in for Talk Radio Networks's Rusty Humphries this week and filling in for Clear Channel Talk WLW-A/Cincinnati and syndicated Mike McConnell all next week and on his Saturday national show...Radiostar Top 40 WQQB (Q96)/Champaign, IL will be printing up some new business cards, as it promotes afternooner Joe McIntyre to APD and brings in Artistic Media Top 40 WAZY/Lafayette, IN MD/mornings Kim Iverson to do wakeups.

Conclave 007: RADIO UNDER CONSTRUCTION Greatest Hits!

Relive Conclave 007! CD's of The Learning Conference's most exciting sessions are now available for purchase! Simply check those CD's you'd like to order at \$19.99 each and fax (952-927-6427), email (info@theconclave.com) or snail mail (use the address below) this form with your remittance. All orders receive FREE domestic shipping! Please allow up to 4 weeks for delivery.

EDUCATIONAL SESSIONS

- NEAL BOORTZ KEYNOTE
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- THE 21ST CENTURY LEADER/BAILEY
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- AN HOUR WITH KIPPER MCGEE
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- CAN'T WE GET ALONG/COOKE & DAVIS
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- UNDER 30 SUPERSESSION

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- FRIDAY: ROCKWELL AWARD/SCHOLARSHIP LUNCHEON
- SATURDAY: 30 UNDER 30 LUNCHEON

FORMAT SYMPOSIUMS

- | | |
|------------------------------------|---|
| <input type="checkbox"/> TRIPLE A | <input type="checkbox"/> OLDIES |
| <input type="checkbox"/> AC/HOT AC | <input type="checkbox"/> ROCK |
| <input type="checkbox"/> CHRISTIAN | <input type="checkbox"/> TOP 40 |
| <input type="checkbox"/> COUNTRY | <input type="checkbox"/> URBAN/URBAN AC |
| <input type="checkbox"/> NEWS/TALK | |

Mail to: THE CONCLAVE • 4517 MINNETONKA BLVD • SUITE #104 • MINNEAPOLIS • MINNESOTA • 55416 Questions? Call: 952-927-4487

Radio Under Construction Highlights Now Available! Did you miss the 32nd annual Learning Conference – Conclave 007: RADIO UNDER CONSTRUCTION? Did you attend, but missed a special session or two? Want to share what you learned with others in your company? Relive the best of The Conclave Learning Conference! 2007 CD's of this summer's most exciting sessions are now available for purchase at \$19.99 each – with free domestic shipping! Available from this summer's Learning Conference – **Keynote:** Neal Boortz **Conclave College:** Developing Talent/Randy Lane, Can't We Get Along/Holland Cooke & Lindsay Wood-Davis, Finding A Job/Peter Vogt-Kevin Scollin-Phil Wilson, Under 30 Supersession/Daniel Anstandig & The 30 Under 30 Winners **General Sessions:** Small Market Secrets, The 21st Century Leader/Barbara Bailey, Programming Thru The Ppm Lens/Gary Marince, An Hour With Kipper McGee, The Making a Great Morning Show Session, Secret Of Influencing/Barbara Bailey, Click On This, The Production Seminar, The Next Big Thing, Law & Order Radio/Brendan Holland **The Promotion Summit:** Marketing To Women, No More Remotes, How Brands Defy Gravity, No Budget Marketing & Promotion, Email Marketing That Works **The Format Symposiums:** Triple A, AC/Hot AC, Christian, Country, News/Talk (with Valerie Geller), Oldies, Rock, Top 40, Urban/Urban AC **Showcases/Luncheons:** The Welcome Gathering (with Supagroup, Jeffrey Steele & Bob DiPiero), The Erica Farber/Rockwell Awards Luncheon (with David Martin), The 30 Under 30 Luncheon (with Bob Eubanks). Price: Each session is just \$19.99 with free, domestic shipping (Please allow up to 4 weeks for delivery)! Download an order form now at theconclave.com to order your CD's. Then complete the form and send it to The Conclave via fax (952-927-6427) – email (info@theconclave.com) - or snail mail (4517 Minnetonka Blvd, #104, Minneapolis, MN 55416). Don't let the learning stop. Order your Conclave 007 CD's today!

Veteran morning co-host **Ponch** has been tapped as the new PD at **Wilks** Top 40 KMXV/Kansas City, replacing **J.R. Ammons**, who joined **Cox** Top 40 WAPE/Jacksonville as their new PD. VP of Programming/Ops **Mike Kennedy** said,

"Please join me in congratulating and welcoming the new Program Director of KMXV/Kansas City, Ponch. As many of you know we've have been visiting with a number of qualified individuals over the last month, but when it came right down to it we had a young man in-house who knows the radio station, has a passion for the radio station, lives the radio station, and had a burning desire to take his career to the next level while taking MIX 93.3 to the next level. Ponch will work closely with (WILKS VP/Programmming) **Jeff Sanders** and the MIX 93.3 team in keeping the momentum of the station moving forward." Ponch added, "Keeping the forward momentum of this station going is my number-one priority. I am excited to be given the opportunity to bring Mix 93.3 back to its heritage as one of the biggest Top 40 stations in America."

Blake Powers has been named the new morning guy at **Denver Radio** Cosmopolitan KTNI/Denver. With him comes 20 years of experience, most recently at Palm Beach Hot AC WRMF/West Palm Beach. Prior to his southern stint, he was actually in Denver, where he racked up nine **Colorado Broadcasting Association Awards** with **CBS Radio**/Denver. Denver Radio Pres. **Steve Keeney** said, "We think Blake Powers is a natural for us in several respects. He loves and lives the Martini music, he loves and has lived in Denver, and is a good guy. We were happy he was available for the important morning position on Martini." PD/Dir. of Operations **Tim Maranville** added, "Blake is the perfect ingredient for the most unique radio station in America."

The Rapid City, SD Christian radio stations, Christian AC KSLT, Christian Inspiratioal KLMLP, and Christian CHR KTPT, reported that there were over 40,000 people in attendance at this year's "**Hills Alive**" music festival! The two day event was free and held at Memorial Park in Rapid City, playing host to 20 bands on two stages.

Volunteers!

Brown College's **Mike Kronforst** (far right) oversees the hard-hatted volunteers from Brown as they personed the registration desk at the recent Learning Conference: Conclave 007- RADIO UNDER CONSTRUCTION!



Conclave 007: RADIO UNDER CONSTRUCTION Greatest Hits!

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**Need to update
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More Changes. Rumors become reality at Clear Channel Talk WISN-A/Milwaukee with the move of middayer Jay Weber back to mornings and the addition of a new show with sister Talk WIBA-A/Madison afternoon host Vicki McKenna for 10a-noon. The changes are effective Monday (7/30). McKenna continues with a separate show at WIBA as well as the new WISN show.... C.R. Communications sells Oldies KTNC-A/Falls City, NE to KNZA INC. for \$330,000 cash.

Changes, Too. Archway Top 40/Rhythmic WCZQ (HOT 105.5)/Champaign, IL PD Kevin "Whiteboy" Canup exits for an as-yet-undisclosed gig. Taking over for him is afternoon host Roderick "Suav-A" Lake. Federated Media Rock WBYS (98.9 THE BEAR)/Ft. Wayne PD Chuck "DJ Manic" Wright exits. WBYS MD Stiller steps in as Interim PD...Changes at Hubbard Hot AC KSTP-F (KS95)/Minneapolis as morning co-host Cheryl Kaye is no longer part of the Greg & Cheryl program. Reach out to Cheryl at cherylmbart@msn.com, or (612) 723-1991.

Condolences to the friends and family of ABC sportscasting legend **Bill Flemming**, who passed away after a fight with prostate cancer last Friday at his home in Petoskey, MI. He was 80. Flemming started his career at the **University of Michigan's** WUOM/Ann Arbor in 1949, and served as the voice of the Wolverines on WWJ-AM/Detroit in the 1950's. He later joined **NBC** television and then ABC, where he made a name for himself on the "Wide World of Sports" and **Olympics** coverage.

Citadel Country KJJY/Des Moines' morning team of **Hatfield and McCoy** have invited their first gal into the studio as part of the team: **Kourtney Hansen!** She joins the show beginning this Monday, hailing from sister station Country KHKI, where she was the "Mother Flocker," of the Hawk's street team, "The Hawk Flock."



Jobs. On-Air/Airborne Traffic Reporter, Indianapolis, IN. The On-Air/Airborne Traffic Reporter is assigned to the Traffic.com Operations Center, as well as at a client radio station. This reporter is responsible for broadcasting traffic information to client radio stations from studio and from airborne positions in a fixed-wing aircraft. Interested candidates should send a traffic demo (mp3 or wav preferred) and resume ASAP to: careers-field@navteq.com Or send packages to: Traffic.com, 625 N Michigan Ave Suite 2425, Chicago, IL 60611, Attn: **Indianapolis Announcer...** Redeemer Radio (WLYV Ft. Wayne, IN) continues to grow, has an immediate need to hire a full-time operations manager. This person will lead all the technical aspects of the studio, including our on-air automation, recorded and live local programming, and coordination of operations staff/volunteers. The individual should enjoy technical challenges, welcome new initiatives and have a strong technical background, with demonstrated leadership. A college education is not necessary. Please contact Jason Garrett at jgarrett@redeemerradio.com... Bonneville St. Louis Radio Group (WIL-FM) needs a Morning Show Producer Qualified applications are REQUIRED to download an application from our website (www.WIL92.com) and send along with a resume and your CD air check to: Amanda Koeppe, Human Resource Director, Bonneville St. Louis Radio Group, 11647 Olive Blvd., St. Louis, MO 63141, FAX: 314-983-6308 akoeppe@bicstl.com... "All The Hits Q96" seeks a night jock who can generate phones, loves appearances, and can make this place the #1 nighttime destination for 12-24s! Send audio and Resume NOW to: qpd@cu-radio.com. Or mail to: Joe McIntyre, WQQB Q96, 4108 Fieldstone Rd., Suite C, Champaign, IL 61822... Night Jock Wanted! Opening at Decatur's #1 Hit Music Station. Y103. This opening is for 7-Midnight on air, appearances and remotes. Applicants must relate well, love pop culture and be killer on the phones. Position also includes duties overseeing and maintaining the station web sites. Audio and Resume to: trex@y103.com Or send to: **PD Todd Norris** WSOY-FM Y103, 1100 E. Pershing Rd., Decatur, Illinois 62526... KWYR Radio, Winner, SD has an opening for an on-air personality. This position includes sports duties as a Sports Assistant, Music Director and On-Air shift. This is a full-time position. Please send a resume and demo via email to sschramm@gwtc.net. **Feel free to call me 1-800-388-5997...** Colorado's 92.9 Peak FM (a library-based Hot AC) is seeking a truly unique individual that can host a radio show. As Music Director, you'll bring the skills to make Selector/MusicMaster sing in creative ways that will amaze. Please send your materials (introductory note, resume, and a small MP3 or CD sample of your work) to: cos.opportunities@citcomm.com or

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snail mail at: Citadel On-Air Opportunity, c/o **Bobby Irwin**, 6805 Corporate Drive – Suite 130, Colorado Springs, CO 80919...Praise 89.5 is looking for a ministry minded individual to join the underwriting sales staff. This position is a commission only paid position and depending on the right candidate could be a part or full time position. Please email resume to radio@praise895.com or send to Praise 89.5 P.O. Box 482 Dayton, Ohio 45449...There's a rare full-time morning show opening at KS95/KSTP-FM in Minneapolis for a co-host to work with radio veteran, Greg Thunder. Send your resume and audio sample of your work to: Program Director **Leighton Peck**, KSTP-FM, Minneapolis, Minnesota 55414 or email Resume and MP3 to Lpeck@KS95FM.com...**Radiostar, Inc.** in Champaign, Illinois is looking for a Chief Engineer. Certification through the FCC or SBE, and knowledge of FCC regulations is desired, but not required. Best candidate will have at least two years formal training in electronics or the equivalent, and have at least 2 years experience as a broadcast engineer. Send or email resumes to: Zach Morton, Director Of Engineering, 4108 Fieldstone Rd, Suite C., Champaign, IL 61822 or zach@cu-radio.com... **Cumulus** CHR/Mainstream Hot 97.5 in Bismarck, ND has an immediate opening for our night jock position. Candidates must have at least 1 year on-air experience, know how to work the phones and have lots of show prep! Duties also include afternoon production work, remotes and other station appearances. This is a great first full-time gig for a part-timer looking to move up! Send a 3 min aircheck and resume to chris.ryan@cumulus.com or send a link to your myspace page or website...This job is in the North/West Suburbs of Chicago. This position is perfect for someone who is a production assistant or part timer, looking for their first fulltime job. If this is you, email matt@weplayanything.com with PRODUCTION JOB in the subject line, and include a short cover letter explaining why you fit this position and a resume. No Mp3s please...WTTS-FM (Bloomington/Indianapolis) seeks a qualified part-time on-air announcer for a position based out of Bloomington, IN. The ideal candidate will possess at least two years of commercial on-air experience, a high school degree, solid production skills and proficiency in audio broadcasting software such as Audio Vault, Cool Edit, and Short Cut. Please e-mail a resume and MP3 demo to PD Brad Holtz, brad@wttsfm.com... 99.7 "The Blitz" in Columbus, Ohio has an IMMEDIATE opening for an experienced Morning Show Host. Candidates must have previous medium to large market morning show experience. "Rock" background a plus. Ability to work with an ensemble is essential. Strong interview skills required. Send demo and resume to: hfish@wbzx.com. Snail mail: WBZX, 1458 Dublin Road, Columbus, OH 43215...**Steckline**

Communications in Wichita Kansas is looking for a receptionist. If interested, please send resume to jnavarro@kgso.com...WGEZ 1490 AM "The True Oldies Channel" has an immediate need for a new morning talent. Our sidekick is already in place. This position also includes the handling of some station production & working directly with the traffic-scheduling department. Email material to: alank1490@yahoo.com. Snail mail to: WGEZ 1490 AM, Alan Kearns, 622 Public Ave., Beloit, Wisconsin 53511... Mornings/Sidekick Opening: Active Rock 103.7 KRRO-FM in Sioux Falls South Dakota is looking for a morning show sidekick/co-host that can relate well to and love the Active Rock lifestyle. Candidates must possess at least 2 years of successful on-air experience. Production, computer skills and personal appearance experience a must. Candidates should also possess strong verbal and written communication skills. Please send resume, CD or MP3 aircheck, to: Mornings – KRRO, Backyard Broadcasting, 500 South Phillips Avenue, Sioux Falls, SD 57104, Email to: SiouxFallsCareers@bybradio.com News/Sports KRIB-KLSS-KYTC Radio in Mason City-Clear Lake-Northwood is searching for a talented person for an open position in their news and sports department. Duties include producing and broadcasting of newscasts, several play-by-play dates for a regional sports leader, and other news and sports duties as assigned. Candidates should send resume and tape to News/Sports Director Robert Fisher, KRIB-KLSS-KYTC, 402 19th SW, Mason City, IA 50401, or e-mail to rfisher@krib.threeeagles.com ...If you have a job you'd like posted in the Tattler for free, please send it to Kate at kate@main-st.net before Friday noon of the Tattler issue date. All jobs represent equal opportunities and phone calls are discouraged unless otherwise noted.



"Pictures of You"

**ADDED:
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WJLK!**



Shades of Gray.

Leading Urban consultant **Tony Gray** congratulates **R&R Publisher Erica Farber** on the receipt of her Rockwell Award at the recent Learning Conference: Conclave 007-**RADIO UNDER CONSTRUCTION!**

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