

# MAIN STREET

Presents

The Conclave

# TATTLE R

Publisher: Tom Kay

Cartoons Pilfered by Lenny Bronstein & Jay Philpott

Last weekend's (11/10) TalenTrak at Columbia College in Chicago ranked as one of the "best ever" talent focused conferences in the history of the event as 20 faculty delivered valuable education to 40 students. Trakmaster WLUP/Chicago's Bill Klapproth detailed this special day for the TATTLE R: "Our First session - 'PD's Speak: The 10 Traits Of A Winning Air-Talent' - featured **Matt Dubiel** Director of programming and Operations for WERV/Aurora and **Bailey Coleman** PD of **V100**/Milwaukee. Some of the 10 traits they discussed were: Know your audience, Be yourself, talk to one person, know where you're going before you open the mic, planning and preparation, master the art of the tease, be adaptable, prep by living, keep it real and more. Our second session featured **Matt Bisbee**, Creative Services Director for **Bonneville**/Chicago and **Brian Rhodes**, Production Director for Q101 and The Loop/Chicago. Their session included tips for better production - including: The need to be well read and to know what's going on in the world, Just as jocks reflect what's happening in the world, so should production. Dissected in the session: the importance of copywriting (nothing kills a spot faster than poor copy), the difference between radio and newspaper, possessing the ability to fully entertain and inform at the same time, radio spots shouldn't be aural representations of newspaper ads. Matt & Brian implored TalenTrak students to break bad habits in creating and producing spots, including lots of laundry lists, phone numbers, addresses, etc. in written copy; NOBODY remembers any of those details. Using examples, Matt illustrated the difference between a good spot and a poor spot! **Kipper McGee** Program Director for WLS rounded out our morning with 'Greatest Career tips from the 70, 80's, 90's and Today', a session which allowed Kipper to examine the history of radio from the different perspective's in radio and what advice air talent has heard though the years. He provided valuable career tips as well as sound advice for anyone in the radio including how to avoid the 'Tragedy of the Common' - which is to say, be

'Remarkable' as **Seth Godin** preaches. Kipper asked students to develop such a compelling product/persona that people 'remark' about it. He asked compelling questions, like determining what your business is famous for, and exploiting that trait for your personal benefit. He encouraged everyone to learn what consumers want from you you, give it to them and then tell them you're giving it to them. **Len Kasper**, the voice of the **Chicago Cubs** on WGN-TV and who identified himself as a radio guy inside a TV guy's body, delivered our keynote speech ("Make The Call") in which he detailed his love of broadcasting and his unique career path that took him from a very small town in Michigan to play by play man for one of the most storied franchises in all of sports. After illustrating how to use the connections that all professionals acquire through their career, he brought his points home with the fact that one phone call netted him his job with the Cubs. As a teaching aid, Len brought his 2003 **Florida Marlins** World Series ring...the largest ring ever made for a professional sports championship! After lunch, it was time for the most important event of the day - *The Aircheck Clinic* - as each and every student spent quality time with faculty, soaking up tips and learning how to make a better on-air presentation. At the end of the day, everyone came together one last time for last minute Q&A's with the assembled faculty, focusing on packaging individual CD/resumes for maximum effect. The day was one of the most productive I've spent in my year's of coordinating TalenTrak!" The Conclave thanks Bill and each and every student and faculty member who dedicated their day to making a better industry. A special thanks, too, goes to **Columbia College** - particularly **Tom Joyce**, **Mary Matucci**, **Burt Burdeen**, and **Mary Calabrese** - for hosting this important day. In an industry that needs more 'feel good' stories, TalenTrak delivered last weekend in Chicago! (Next week, watch the *TATTLE R* for photos of this special event!)

The **Conclave** thanks the **2007 TalenTrak** Faculty for help above and beyond the call of duty last weekend in Chicago: **Brad Austin** WWQM/Madison, **Matt Bisbee** Bonneville/Chicago, **Jerry Boulding** All Access/Malibu, **Bailey Coleman** WKKV/Milwaukee, **Matt Dubiel** WERV/Aurora, **Randy Hawke** WJJO/Madison, **Drew Hayes** WBBM/Chicago, **Tom Joyce** Columbia College, **Bill Klapproth** WLUP/Chicago, **Michael LaCrosse** WZZN/Chicago, **Kipper McGee** WLS/Chicago, **J. Pat Miller** KSRZ/Omaha, **Don Murphy** Talent Consultant, **Jay Philpott** WARH/St. Louis, **Brian Rhodes** WLUP-WKQX/Chicago, **Craig Schwab** CBS/Detroit, **Jim Stone** WXRX/Rockford, **Bob Taylor** Clear Channel/Binghamton, **Norm Winer** WXRT/Chicago, and **Spike** WKQX/Chicago! Many thanks!!

**ADDED  
KAMX  
KBBY  
K101**

**ON**

**KQKQ 64x  
KLCA 55x  
KYKY 51x  
WFBC 48x**



# Jupiter Rising

**ELECTROPOP**

"Electropop" continues to rise on our play list to 60 spins this week. Every time we play it we get calls asking 'Who is that?' We received so many calls that we brought Jupiter Rising in for a private show and over 700 people showed up. The town is still talking about the show and the response continues for 'Electropop'.  
This is a great song & a great band!!! - **Tony Hart, PD/WWAX**

Jupiter Rising featured this week on MTV's My Super Sweet Sixteen

[www.myspace.com/jupiterrising](http://www.myspace.com/jupiterrising)

# TalenTrak

SATURDAY  
NOVEMBER 10, 2007

CHICAGO, ILLINOIS  
COLUMBIA COLLEGE



1



3



4



2



5

Thank You: BDS Radio  
Nielsen Entertainment  
Dial Global!!

1. Trakmaster WLUP's  
Bill Klaproth welcomes  
the crowd

2. TalenTrak students  
soak up learning!

3. Keynote Len  
Kasper answers a  
question

4. WXRT's Norm Winer  
conducts an aircheck

5. Columbia College's  
Tom Joyce shows a  
student the way

The Conclave

presents

## The 2008 Learning Conference

June 26-29, 2008  
Marriott City Center  
Minneapolis

Tuition \$179  
until 12/31/07

Details at  
[www.theconclave.com](http://www.theconclave.com)

*It's Déjà vu all over again.* A couple of weeks ago, *The TATTLER* reported on two WSRT/Traverse City, MI employees resigning over participating in an **Arbitron** survey. More diary difficulties have been discovered in the same cluster. Said WSRT, WKLT and WFCX GM **Charlie Ferguson**, "For the third time now, some of our employees were invited to participate in the **Arbitron** Fall 2007 survey. One was WKLT afternoon talent **J.J.**, then Chief Engineer **Dennis Murray** got one, and the third came this week addressed to 'Resident' at the station's address...I've suggested to Arbitron's **Dave Willinski**, through our rep **David Rice**, that they should send stations access to a database to list our employee addresses and phone numbers. David's response was: 'You expect us to do this?' My response was, 'Yes — we're paying you a ton of money to get this right.'" Added Ferguson, "If my staff has gotten three separate invitations to fill out diaries, how many of my competitors have received them as well? What if they didn't turn down the opportunity? We can't be the only stations whose staff is being contacted, can we? Arbitron has a real responsibility to insure the integrity of the ratings and that radio station/company employees don't participate in the survey, but the opposite would appear to be happening." He adds, "Arbitron's troubles don't stop there. The Small Market Initiative is a disaster in progress. The idea is to average two books to 'control the bounce' in Condensed Markets. We found a huge problem with their secondary providers like *SmartPlus* that use 'Summary Data.' Buyers at agencies are used to pulling two-book averages for Standard Markets. When they get to Condensed Markets they continue to pull two-book reports when the single book option in the software is already averaged. The result is double-counting the oldest sample — and rounding the numbers twice! This caused several of our competitors to show a full rating point higher and cost us literally thousands of dollars in lost business." Expect this Arbitron topic, and more, to be tackled next summer at the 2008 Conclave Learning Conference.

You may remember that **Clear Channel** WDFN fired longtime staffers **Jamie Samuelsen**, **Greg Brady** and **Matt Shepard**, and other behind-the-scenes employees, as part of sharp budgetary cutbacks not long ago. The trio took their show, with Clear Channel's permission, to FOX 2 last Monday, for a Web-cast version. Clear Channel changed its mind, pulling out its non-compete clause on the still-under-contract Brady and Samuelsen. So, no more Web casts. Meanwhile, **Clear Channel** Sports WDFN-AM/Detroit has launched another local show in mornings, starting with anchor/weekender **Rob Otto** hosting the "**WTF Morning Show**." Otto joked Monday that he didn't know whether he'd be hosting tomorrow. Morning team **Jamie Samuelsen** and

**Greg Brady** were fired last Monday in budget cutbacks. **Fox Sports Radio** aired in the morning slot most of last week.

If RFD-TV, the start-up cable network, based in Omaha, manages to get carried on systems like **Comcast** or **Time Warner Cable**, reports **The New York Post**, it more likely will have FCC Chairman **Kevin Martin** to thank rather than recently signed talk-show host **Don Imus**. RFD-TV's **Patrick Gottsch** hopes that the deal to syndicate the returning radio show to television will force Comcast, Time Warner and **Cablevision** to carry his network. Gottsch is banking on Imus' political clout and loyal urban fan base to help get RFD-TV carriage in major markets like **New York** and **Washington, D.C.** However, Imus' TV ratings were even lower than his radio ratings, which didn't even rank in the top 10 in the New York market.

**Plan Now. Budget Now. The 2008 Conclave Learning Conference: At The Crossroads! June 26-29, 2008 at the Marriott City Center Hotel/Minneapolis, MN. Earlybird tuition, \$179 which includes learning, food, & beverage. Earlybird deadline, 12/31/07. Log onto [www.theconclave.com](http://www.theconclave.com) for details!**

**Larry Lujack** will be inducted into the **NAB Broadcasting Hall of Fame** during the **NAB Show Radio Luncheon** sponsored by **ASCAP** on **Tuesday, April 15th** in **Las Vegas**. "For decades, Larry Lujack entertained audiences with his sardonic wit, quirky characters and deadpan humor," said NAB Pres./CEO **David K. Rehr**. "NAB is proud to recognize him for his significant contributions to radio."

**Lincoln Financial Media** announced it is selling its **Charlotte** cluster — Talk WBT-AM, simulcast partner WBT-FM, and Talk-AC WLNK (107.9 The Link) — to **Greater Media** for \$100 million in cash. Closing is expected in early 2008. "We are pleased to have reached these agreements with Greater Media," said Lincoln Financial Group Pres./CEO **Dennis R. Glass**. "Greater Media is a well-established company with significant radio holdings in Boston, Detroit and Philadelphia, as well as throughout New Jersey. It is known for its belief in local management and community service." "Charlotte is a huge growth market and gives us a strong presence in the Southeast to balance our successful markets in the Northeast," said Greater Media President/CEO **Peter Smyth**. Lincoln Financial is expected to eventually sell off its remaining radio properties, including the clusters in **Miami**, **Atlanta**, **San Diego**, and **Denver**.

## Conclave 007: RADIO UNDER CONSTRUCTION Greatest Hits!



Relive Conclave 007! The Learning Conference's most exciting moments are now available for purchase! Every session are available on CD at \$19.99 each. FREE domestic shipping and please allow up to 4 weeks for delivery. Visit [www.theconclave.com](http://www.theconclave.com) to place your order.

FCC Chairman **Kevin Martin** said the agency should relax its ban on the cross-ownership of newspapers in the biggest U.S. cities and allow them to buy a broadcast television or radio station in the same market. "A company that owns a newspaper in one of the 20 largest cities in the country should be permitted to purchase a broadcast TV or radio station in the same market," Martin wrote. "But a newspaper should be prohibited from buying one of the top-four TV stations in its community." Martin's plan would, for example, require Tribune Broadcasting to divest itself of either WGN-TV or WGN-AM/Chicago. **Byron Dorgan**, a ND Democrat, and **Trent Lott**, a MS Republican have threatened to introduce bipartisan legislation that would impose a 90-day delay on any FCC decision to ease media ownership rules. Commissioners **Michael Copps** and **Jonathan Adelstein** criticized Martin's proposal, saying, "This is portrayed as a moderate proposal, but it is a wolf in sheep's clothing. Don't let the wool be pulled over your eyes." They added that Martin is creating "a loophole that Big Media will drive a truck through, permitting a newspaper-broadcast combination in any market in the country. We have seen how loosely the Commission has granted waivers in the past." Copps and Adelstein said, alleging that Martin's move was "designed to make sure that the Chairman can deliver a generous gift to Big Media before the holidays. For the rest of us: a lump of coal."

**Lyle Lovett** and **Alice Peacock** went to **Capitol Hill** to ask lawmakers to make radio stations pay recording artists when they broadcast their music. "What I fail to understand after nearly 30 years in the radio industry is why the recording industry is willing to essentially bite the hand that feeds it," said **Commonwealth Broadcasting Corporation** Pres./CEO **Steven W. Newberry**, which operates 23 stations in **Kentucky**. "A new performance tax takes this mutually beneficial system and transforms it into an unfair, one-sided scheme that financially benefits only the recording industry, and to the detriment of the local radio stations." **And yes, this red-hot topic will be front and center at next summer's Conclave Learning Conference (6/26-29, 2008 at the Minneapolis Marriott City Center)!**

Is WGN/Chicago ready to go on the sales block? That's the Windy City word from *Sun Times* media expert Robert Feder today. The potential sale of top-rated talker has apparently moved a step closer to reality this week on the heels of the news that FCC chief **Kevin Martin** has proposed the sale as a condition of allowing **Tribune CO.** to own both WGN-Channel 9 and its

**Chris Stills**  
**ADDED**  
**KOHO!!**

*Fool For Love*  
**AIRPLAY**  
**KPTL!**  
**WJCU!**  
**KMMS!**  
**THE LOFT/XM!**



newspaper under **Sam Zell**. **Tom Langmyer**, VP/GM of WGN, has previously asserted that forcing a sale could rob the station of its unique localism after 83 years in Trib hands, even though the property is rumored to be able to garner \$300 million on the open market.

**Clear Channel/Minneapolis** stations have a new recording studio where listeners get up close and personal with stars like **Carrie Underwood** and **Matchbox Twenty**. "This is by far the most people we've ever had in this room," AAA KTCZ (Cities 97) afternooner **Brian Oake** said to the 100 fans crammed into a radio studio to hear **James Blunt**. Cities 97, which records its "Sampler" CD here, calls it **Studio C**. Other stations at the cluster call the room by different names: **The Roadhouse** for Country KEEY (K102), **The Sky Room** for Top 40 KDWB and the **Fan Press Box** for Sports KFAN.

Since this conference room was converted into a studio in June, more than 50 stars have appeared there.

**Nextmedia** VP/Programming **Harve Alan** has exited. Contact Harve at (952) 401-9067 or [harvealan@yahoo.com](mailto:harvealan@yahoo.com).

**Dan Tooker** exited mornings at **Journal Broadcast Group** Country KFDI/Wichita back in July. But, after he won the **CMA Award** for Best Personality-Medium Market, several area businesses showed their support for him with congratulations message boards around the city. Producer **Jon Watkins** also exited at the same time as Tooker.

**Ryan Lefebvre** will switch from Kansas City Royals radio to Royals television beginning next season, teaming up with former Royal hurler **Paul Splittorff** on **Fox Sports Net**. **Bob Davis**, who had been Splittorff's television partner, will pair with **Denny Matthews** on Royals radio under the new rights holder, **Entercom**.

Low power non-comm Variety KRFP-LP/Moscow, ID is off the air after it and other tenants of the **Anderson Building** had to evacuate due to asbestos contamination. A contractor was installing skylights at the building accidentally scraped asbestos from an interior ceiling, sending tenants out of the building. The station says it hopes to be up and running again before Monday (11/19) and has set up temporary office space in another building for now.

**Citadel/ABC** Hot AC WDVD and Adult Hits WDRQ (Doug-Fm)/Detroit collected a record-setting 44,818 pounds of food for their annual "**Canned Film Festival**." Listeners were asked to bring five canned food items to local **MJR Theaters** in exchange for a pass to a free movie. More than 8,000 people donated food to the **Gleaner's Food Bank**. The food will be distributed to partner charities throughout the Detroit metropolitan area.

**Lake Area Educational Broadcasting Foundation** Christian AC KCVO (Spirit Fm 91.7)/Columbia, MO wrapped up its fundraiser, meeting all of the station's goals for the first time in seven years. The station's grand total increased by over \$80,000.

**South Central** Top 40 WSTO (Hot 96)/Evansville morning team **Booker And Sarah** had tickets to the most sought after **Hannah Montana** show and decided to play a game called "Who Do You Know?" offering a pair of tickets to the first person who could arrange for an actual celebrity to call their morning show. Guess who called? Whoopi Goldberg! PD **Jason Addams** was enthused, "Not bad for a couple people who only work four hours a day."

Voiceover/Imaging talent **Kevan Rabat** adds Classic Rocker KQHT/Grand Forks, ND, which marks a return home to the city where Kevan hung up his 'cans' for the last time before spending the next several years in label promotion. Visit **KevanRabat.com** for more info or call (301) 371 5330.

**Changes. Saga** Smooth Jazz WJZA/Columbus, OH PD **Bill Harman** leaves that post following 12 years at the helm. Sister Oldies WODB PD **Bill Shannon** will now program both stations...**Clear Channel** Top 40 WAKZ (95.9 KISS-FM)/Youngstown night host **Flick** makes a move to nights at **CBS** Top 40 B94/Pittsburgh under new PD **Ryan Mill**...**Citadel** Country KATC (Cat Country)/Colorado Springs PD/afternoon personality **Jim "Catfish" Miller** is out after a year on the job...Former **CBS** Talk WKRK/Detroit midday host **Jay Towers** lands at sister Oldies WOMC for middays.

**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! (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!

**Jobs. Salem Communications**/Twin Cities is looking for an Account Manager to solicit new advertisers for radio stations, magazines, and websites. Candidates need three years experience in commissioned outside sales with a proven track record of success. For more information, contact **Cheri Hahn** [cheri@kkms.com](mailto:cheri@kkms.com)...**Clear Channel Radio**/Twin Cities is looking for an Internet Content Coordinator to work with the cluster's websites. Minimum one year experience in website design/development and maintenance. Forward your cover letter, resume and salary requirements to: Hiring Manager, Clear Channel, 1600 Utica Avenue South, Suite 400, Minneapolis MN 55416 E-mail: [Employment@ClearChannel.com](mailto:Employment@ClearChannel.com)...The **Champaign-Urbana Radio Group**, a 4 FM station cluster in East Central Illinois is in search for AE's. Previous sales experience not necessary. Reply to [corey@cu-radio.com](mailto:corey@cu-radio.com)...**White River Broadcasting** Country

101.5 WKKG/Columbus, OH needs its next great morning show. Mail CD and resume to PD **Scott Michaels**, Box 1789, Columbus, Indiana 47202 or [scottmichaels@wkkg.com](mailto:scottmichaels@wkkg.com)...**Regent** Classic Rock 103-7 the LOON/St Cloud, MN is on the hunt for an afternoon drive personality. Audiovault, Cool Edit and Selector experience a plus. Send CD and resume to [baxter@1037theloon](mailto:baxter@1037theloon) or mail to **Baxter**, 640 Lincoln Ave SE, St Cloud, MN 56304...Family Friendly 91.1 WIBI Metro St. Louis/Springfield/Southern Illinois is seeking their next Promotions Director. Candidate must be passionate about the Christian Contemporary Format and lifestyle. Send resume and references to WIBI – ATTN: Station Manager Box 140 Carlinville, IL 62626 or [jeremiah@wibi.org](mailto:jeremiah@wibi.org)...Top 40 WNOU-FM/Indianapolis is currently looking for an evening personality. Send CD, resume and headshot to: [wnou.onair@gmail.com](mailto:wnou.onair@gmail.com) or mail to: PD **Tim Rainey**, WNOU, 21 East St. Joseph Street, Indianapolis, IN 46204...**NRC Broadcasting** needs a multi-talented person to fill the sales assistant, NTR Event director, website coordinator and promotions opening. Computer proficiency is a must! Send resume and references to [tohsnyder@nrcbroadcasting.com](mailto:tohsnyder@nrcbroadcasting.com)...**Radio One** is accepting resumes for an active account list representing four radio stations in NW Indiana part of the Chicago Metro. If you have a record of superior client service with experience in both direct and agency business we want to hear from you. Email resume to [jobs@radiooneindiana.com](mailto:jobs@radiooneindiana.com)...**Traffic.com**/St.Louis is looking for a PT Traffic Editor responsible for gathering, writing and dissemination of traffic information to clients. These are PT positions with the opportunity for advancement. Resume to [greg.goessling@navteq.com](mailto:greg.goessling@navteq.com)...WXCO-AM, Wausau, WI wants a part-time play by play person to cover local high school sports. Someone already in Central Wisconsin having at least one year of experience doing play by play preferred. Contact GM **Ken Rajek** (715) 845-8218...**Vox Communications** needs a GSM who lives for direct client contact while maintaining their own list. The ideal candidate will also thrive on training, leading and bringing the sales staff to new levels of performance and market share. Send resume to COO **Ken Barlow** at [kbkb1@aol.com](mailto:kbkb1@aol.com)...AE position available for AM/FM combo in North Central Illinois. Send resume to: GM **David Van Drew**, Rochelle Broadcasting Co. Box 177 Rochelle, IL 61068...If you're looking to move up, this could be a great first gig. Small Midwest market with a growing company. Adult format experience preferred. E-mail programming philosophy with package along with imaging and production samples to **Gary Begin/Identity Programming** at [garybegin@jaxnet.net](mailto:garybegin@jaxnet.net)...**Zimmer Interactive**/Columbia, MO needs a Web Developer. Know PHP, CSS, JavaScript, and MySQL. Must live in the greater Columbia, MO area. Send Cover Letter and Resume to [sales@zrgmail.com](mailto:sales@zrgmail.com)...**Citadel** Cat Country 95.1/Colorado Springs has an immediate opening for a highly motivated PD. Send history of success, sample of station imaging and on-air work to: Citadel Programming Opportunity, ATTN: **Bobby Irwin** 6805 Corporate Drive #130 Colorado Springs, CO 80919 or [cos.opportunities@citcomm.com](mailto:cos.opportunities@citcomm.com)...Adult Rock WTTTS-FM/Indianapolis is searching for a GSM. Send resume, cover letter, references and performance history to VP/GM **Ron Tarsi** at [ron@wtttsfm.com](mailto:ron@wtttsfm.com) or mail to 10 S. New Jersey, Suite 220, Indianapolis, IN 46204...WJBD/Salem, IL needs a fulltime anchor and night reporter. This position includes updating of a very active station website. Send resume, writing samples, and your on-air work to GM **Bruce Kropp** WJBD Radio, Box 70, Salem, IL 62881 or [brucekropp@wjbdradio.com](mailto:brucekropp@wjbdradio.com)...All positions listed in the TATTLER represent equal opportunities and are provided free of charge by emailing [claire@main-st.net](mailto:claire@main-st.net). No calls unless otherwise specified.