

MAIN STREET

Presents

The Conclave TATTLE R

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The **HD Radio Alliance** announced its 2008 marketing campaign that features, according to **Jacobs Media's Fred Jacobs**, "a humanized radio talking to his owner about why HD Radio product is so attractive and worth the bother. But in the process, traditional radio is repositioned as old-fashioned, repetitive, and lame." And Fred takes exception to that element of the campaign. He's joined by **David Martin**, a former radio exec and **Conclave** Board Chairman, who's had a role in consulting HD companies like Ibbiquity. Said Martin, "I again respectfully request you do the right thing and put this creative on hold, take a time out, open a candid and serious discussion with the industry. Should you be right, should you and your agency have the research to prove this approach to be sound, to be the best possible creative needed to get the job done then share it. We can then all move forward together with the knowledge that we are, indeed, doing the right thing." Both critics were answered by Peter Ferrara of the Alliance: "We are working with an one of the top brand building ad agencies in the country that's done great things for clients like **Southwest Airlines, BMW, Mastercard, AT&T** and the **PGA Tour**. We explained our challenge, the current status of HD Radio and asked them for their honest evaluation and recommendation...It's completely natural for all of us in the radio business to bristle at the thought that not everyone shares our passion and commitment to our medium. The truth is that these spots aren't aimed at you and me — and we need to have the courage to engage the folks we're trying to reach in a way that speaks to the way they see it. And when we connect with them on that, authentic level, we can hope to re-engage them in what's outstanding about radio...In the meantime, all of us in radio's inner circle have an opportunity to trust in the experience and the track record of an ad agency that's been here before."

The **United Church Of Christ** and **The Media Alliance** have filed a petition asking the FCC to reconsider its grant of cross-ownership waivers that allows the **Tribune Co.** deal to proceed. The petition also specifically appeals the renewal of the license of Tribune's **CW** affiliate KTLA (TV)/Los Angeles. The two unaffiliated groups claim the FCC improperly denied their challenge the license transfers. They're also challenging the grant of a permanent waiver for Tribune to own the *Chicago Tribune*, Talk WGN-AM, and WGN-TV. In addition, he petition sets up the ability for the groups to appeal the expected denial to court.

JD Barber, noted Midwest radio programmer and air talent, died last week. A **Brown College** grad, JD landed his first on-air gig at WISM/MADISON in 1965. A year later he was PD-ing 15Q/Two Rivers. He teamed with another Brown grad, former Conclave Board member and current Brown instructor **Mike Kronforst**, and together they formed an impressive play-by-play team. In 1980 Barber returned to Madison to join the radio team at Z104 where he regained his ratings supremacy in less than a year. JD semi-retired 5 years ago, but continued to do a weekend shift at WJVL/Janesville. Last year, he fought lymphoma and had beaten the disease. But he succumbed to a heart attack last week.

National Association of Broadcasters President and CEO, **David Rehr** will be a keynote speaker at the 2008 Learning Conference: **At the Crossroads**. The 33rd annual conference is slated for June 26-28 in Minneapolis. The announcement of David Rehr's speech marks the first time the NAB has been featured at the Conclave. Rehr most recently unveiled a comprehensive marketing campaign to reposition radio for a vibrant and successful future. The campaign, dubbed the 'Radio 2020' initiative was unveiled during Rehr's keynote address at The NAB Radio Show that took place in September in Charlotte. David Rehr joined NAB as president and CEO in December 2005. During his first year at the organization, Rehr made it one of his priorities to visit directly with, and obtain input from, as many station groups and individual local broadcasters as possible. Rehr, who has a doctorate in economics from **George Mason University**, has been named to *Washington Life* magazine's "Power 100" list, and is annually listed as a "Top Association Lobbyist" by one of Congress' "must read" publications, *The Hill*. In addition, after just seven months at the NAB, *Radio Ink* magazine named him the 21st most influential person in radio. His appearance at the Learning Conference marks a return of sorts for Rehr: he is a graduate of **St. John's University** of Collegeville, MN.

2008 KEYNOTES



THE 33RD
CONCLAVE
LEARNING CONFERENCE
JUNE 26-29, 2008
MARRIOTT CITY CENTER
MINNEAPOLIS
EARLYBIRD TUITION
\$199 UNTIL 2/29/08!
DETAILS AT WWW.THECONCLAVE.COM

Chris Stills

Fool For Love



ADDED & ON
WUTC! KOHO!
KNBA! KOZT!
KCRW! WNKU!
KPTL! THE LOFT!
WJCU! XM!
KMMS! DMX!

The industry lost another legend when **Paul Yeskel**, Founder/President of **AIM Strategies**, passed away in his sleep on December 23rd. He was 56. Paul founded AIM in 1985. Prior to that he had served in national promotion positions with **Ariola**, **Atco** and **Arista Records**. He was one of the first to recognize and promote AAA format back in 1993 and in 1999 AIM became the first independent company to focus on Classic Rock radio. Over the years Paul has worked with **The Rolling Stones**, **The Eagles**, **The Beatles**, **Fleetwood Mac**, **Def Leppard**, **The Who**, **Warren Zevon**, **David Gilmour**, and hundreds more. He also gave early career opportunities to many people who have since gone on to make significant contributions to the music and entertainment business, people like **David Perl**, **Charlie Foster**, **Gary Jay**, **Rob Tarrantino**, **Joanne Grand**, **Kim White** and others. In 2004, Paul attended a **Conclave Learning Conference** in desperate need of a kidney. He'd been unable to find a donor, and he truly believed this industry event might be his last. At the conference, he renewed a friendship with **John Silliman Dodge**, who was a faculty member that year. Ultimately, they discovered they possessed the same blood type and that winter, John donated a kidney to Paul. The next year, Paul and John returned to the Conclave and spoke to the crowd about the importance of organ donation, touting an organization dedicated to that cause – **Lifesource**. Paul is survived by his wife **Sharon**, daughters **Allison** and **Katie**, brother **David**, sister **Roni** and niece **Emily**.

Journal Talk WTMJ-AM/Milwaukee and **Kapco Metal Stampings And Fabrications** raised over 8,000 toys for needy children in their annual *Kids 2 Kids* campaign. The program asked children to donate toys and this year's campaign bested last year's with by 5,000 toys.

New **Conclave** Agenda Committee member, **Scotty Meyers** has been busy during the holidays, enlisting THREE new Midwest radio homes for his John Tesh Radio Show: **Cumulus** AC WWFT (Warm 93.9)/Indianapolis (evenings), **CVCO** Christian WCVO (104.9 The River)/Columbus, OH (evenings), and **NRG** AC WLJY (Lite 96.7)/Stevens Point (mornings).

Holiday Flips. **Cumulus** Talk WWFT/Indianapolis flipped to AC as "Warm 93.9"...**Gapwest** Adult Standards KLCY-A (Classy 930)/Missoula, MT became liberal Talk last week...and **NRG** AC WLTQ (Lite 101.9)/Omaha became *The Big O 101.9*, featuring 80's rock.

Clear Channel Urban AC WVAZ (V-103)/Chicago's **Wanda Wells** exits. She'll continue as community affairs director at crosstown FOX WFLD-TV Channel 32.

Saga Communications/Des Moines, IA promoted **Chris Beck** to Marketing Manager at Oldies KIOA and AC KLTI. BECK will continue his role as Internship Manager. The group also announced the return of 2007 Conclave faculty member, **Lindsay Reinert** as Promotion Director. She most recently Marketing/Promotions Director for **WASK Radio Group/Lafayette, IN** and began her career as a Promotions Intern with the Saga cluster.

Political Talker **Ed Shultz** will be a keynote speaker at the **Conclave's 2008 Learning Conference: At the Crossroads** scheduled for June 26-28 in Minneapolis, MN. Ed will make his highly anticipated debut at the Learning Conference just 4 months prior to 2008's exciting elections. For sure, he'll have a viewpoint that won't be misunderstood! Ed Schultz started his radio career back in the 1970's. Since then he has parlayed his play-by-play and color commentary roots into a spirited style of political talk. The launch of Ed's "News and Views" in 1992 put him squarely into the political talk arena where for the past 15 years, he has spoken straight from the heart about all of the leading issues of the day. Schultz was syndicated by **Jones Radio Networks** in 2004 and can now be heard on over 100 stations nationwide. Conclave Board and Agenda Chair, Tim Kelly commented, "Ed's Midwest roots have been an apparent part of his show and it's great to have him join us this year so close to home." Shultz joins fellow keynoter, the NAB's David Rehr, as well as broadcast industry professionals from around the country for the annual 3-day Learning Conference. This year's theme, At the Crossroads will focus on the changing face of radio with multiple learning tracks. Registration is available for just \$199 and more information can be obtained at www.theconclave.com.

Setting Sale. **Bonneville** is selling Classic Country WIL-AM/St. Louis to **Entertainment Media Trust** for \$1.2 million. The buyer also owns Talk daytimer WXOZ-AM/Highland, IL-St. Louis...**Sycamore Valley Broadcasting Inc.** is selling Variety WQSV-AM/Ashland City, TN to **CABB LLC** for \$600,000 cash...**North Georgia Radio Group, L.P.** is selling Classic Country WQMT (Georgia 99)/Chatsworth-Dalton, GA to **The Foundation For Public Broadcasting In Georgia, Inc.** for \$3.2 million...**NRG Media** has closed on the purchase of **Triad Broadcasting Co.'S** five-station Lincoln, NE cluster for \$17.5 million. The stations include Country KFGE (Froggy 98), Hot AC KBBK (B-107.3), Classic Hits KLNC (WOW-FM), Talk KLIN-AM and nearby AC KWBE-AM/Beatrice.

Jupiter Rising
Electropop



KZFM 61x
Z104 43x
KKPN 31x

ADD WNCI! WIBT!



The early-bird tuition rate of \$199 for the 33rd Annual **Conclave Learning Conference: At the Crossroads** is set to expire next month. Broadcast professionals are encouraged to register now for the 3 days of learning scheduled for June 26-28, 2007 in Minneapolis at the Marriott City Center. As you know, 2008 will be all about looking for ways to better maximize budgets. It makes sense to for anyone in our industry to save money, either for ourselves or our company...or BOTH! That's why every TATTLER reader is encouraged to take advantage of the Conclave's Earlybird rate for attending this summer's Learning Conference. Just \$199 for 3 days, addressing the topics that are vital to the growth of the broadcast industry AND each registrant's place in it! With sessions already in place for the Promo Summit, Conclave College, and our new multi-track format, as well as keynotes like the NAB's David Rehr and talker Ed Shultz, there's really no reason to put off signing up now...unless, of course, you'd like to spend more money on the Conclave after the first of the year. And frankly, we're okay with that! But do take a look at what your \$199 will buy: over 30 sessions, keynotes, important networking. What's more, your tuition includes up to 10 different meals, snack, and liquid refreshments. It gives you a chance to reserve a \$134 Marriott City Center sleeping room (a room that usually goes for \$200/night or more...in a fabulously remodeled hotel, the freshest in Minneapolis). But if you'd like a less expensive room, you can find one costing \$90 or less within walking distance of the Marriott. If you can drive, suburban hotels can be had for \$65 or less (tip: use your AAA card to knock off at least \$10 nightly!). Weekend parking near the Marriott is just \$5/day! Register now at www.theconclave.com

Coz Carson is exiting as PD of **Midway Broadcasting** Urban News/Talk WVON-AM/Chicago, to become morning co-host at **Access.1** Talk WWRL-AM/New York.

Veteran programmer **Charlie Cook** has returned to **McVay Media** as VP/Country.

Wilks Broadcasting AC KCKC (STAR 102)/Kansas City has tapped veteran programmer **Ed Walker** as its new PD.

Talk WAAM-AM/Ann Arbor, MI morning host **Lucy Ann Lance** and producer **Drew Priebe** have exited the station.

KDTH-KAT-FM-KGRR-WVRE/Dubuque, IA Sales Manager **Ron McCarthy** joins **Journal** Country KTTS and Talk KSGF-AM-FM/Springfield, MO as Sales Manager.

Clear Channel Top 40 WNCI/Columbus has a new midday voice, as **Joe Boxer** assumes the position, replacing **Andy Clark**, who segues to mornings at sister AC WLZT.

Lanser Christian AC WJQK/Grand Rapids has tapped **Gary Thompson** as PD.

Condolences to the family and friends of **Bonneville** AC WILV (100.3 Love-FM)/Chicago night jock **Mark Sullivan**, who passed away earlier this week from heart disease at the age of 40.

Condolences to family and friends of former WTTF-AM/Tiffin, OH owner and GM **Richard Wright**, who died Tuesday of a heart attack at 66. Wright's family started the station in 1959; it is now owned by **Clear Channel**.



