

# MAIN STREET

Presents

The Conclave

# TATTLE R

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

**Using Your Government Cheese to Feed – uh, Fund - Your Future!** You may have noticed the IRS has announced that it will start sending your economic stimulus tax rebate checks starting next week, on May 2. The first round of weekly payments will be completed by early July (the date you'll actually receive your rebate will be determined by the last two digits of your Social Security number). You may also have noticed that tuition for the 2008 Conclave Learning Conference goes up one day earlier - on May 1<sup>st</sup>. How are these events related? In these tough economic times, radio station – and individual – budgets are being stretched. Money set aside for training and education may or may not be available to you. But beginning in early May, most folks inside our industry will be receiving a maximum tax-free rebate from the government of \$600 to \$1200. What better way to spend a part of that 'windfall' than to invest in your vocational future by purchasing a \$299 tuition for this summer's Learning Conference - AT THE CROSSROADS – June 25 through June 29<sup>th</sup> at the Marriott City Center in Minneapolis! Over 30 sessions inside 5 teaching tracks (Formatics, Life Skills, Management & Programming, Promotion, and Technology) guarantee that you'll leave Minneapolis with knowledge you can immediately implement in your professional and personal life! And not only can you use your rebate for the Learning Conference, but because the Conclave is a non-profit educational organization, the tuition you'll pay to attend can be totally deductible as an educational expense when tax time comes around NEXT year. But remember, tuition will rise by \$100 on May 1<sup>st</sup>...still a bargain at \$399, given all the learning you'll be receiving (not to mention, most meals and snacks are included!). But why not save \$100 bucks now? So, make plans to invest in yourself this summer at the Learning Conference...knowing you just might be able to do so at government expense! Now, THAT'S a rebate!

**McVay Media Summit to Present Winning Strategies!!** The Conclave Learning Conference 2008 - AT THE CROSSROADS kicks-off on Thursday morning, June 26 at 8am with the McVay Media Programming Summit. The Learning Conference is June 26-29, at the Marriott City Center/Minneapolis. The consultancy will present a morning long summit, which includes:

1) Winning Strategies for Today's Radio, 2) How to use New Media to attract new listeners and new revenue, and 3) The introduction of A New Era for Fresh Talent. **McVay Media** President **Mike McVay** and **McVay New Media** President **Daniel Anstandig** will Co-Anchor this learning session. The morning experience will include performances by the band **Genuine Sun** and also by singer/performer **Cali**. Attendees will leave with a new perspective on programming radio in the digital age, tactics for growing audience and revenue through new media, and insight on successfully recruiting and directing talent. This special presentation is open to all registrants of the 2008 Learning Conference. Others may attend by invitation only, RSVP by calling Janet at 440-892-1910 or E-mail [Mike@mconvaymedia.com](mailto:Mike@mconvaymedia.com). The complete agenda for the Conclave: AT THE CROSSROADS as well as details on registration can be found online at <http://www.theconclave.com>.

**Greater Media** Active Rock WRIF/Detroit morning co-host **Drew Lane** isn't happy with the way the station is handling his departure. Lane is "shocked and upset" that **Mike Clark** and the remaining members of the morning show led listeners to believe it was Lane's decision not to return. The reality, Lane states, is that back in 2004 he wanted to move the show to afternoons to spend more time with his wife – who was battling breast cancer – and her children. "I have been telling Mike Clark since 2004 that I wanted to move to afternoon drive. In January, I made one final request to move, thinking the pressure of the current situation — doing the show without Lane — might have changed his mind. He thought it would be more work." Clark refused to comment on the air about this situation until he talked again with his now former partner but Lane insisted that, "In 2004, Clark and I agreed we were going to move to afternoons in 2005. He changed his mind after I spent thousands recording our material and getting it out of the building. To suggest this is such a shock is mind-boggling. In 2005, 2006 and 2007, I worked without a contract to try to keep the show together, thinking that was more important than the daypart ... I understand them trying to have their success, and I wish them well, but why do they want to make me look like a jackass after what I've been through?" Lane has been receiving in-market attention from other stations and says, "It is so sad after 16 years of such great success that your life changes when your fiancée gets cancer, which forced me to make some major life changes and you get a big boot ... as you go out the door."

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Rita Cosby  
Author/Commentator



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<p><b>KEYNOTES</b></p> <p><b>David Rehr!</b></p> <p><b>Ed Schultz!</b></p> <p><b>Rita Cosby!</b></p> <p><b>SPECIAL GUEST</b></p> <p><b>Isaac Hayes!</b></p>	<p><b>Formatics - presented by R&amp;P</b></p> <p>Urban Symposium: The Urban Conundrum          Top 40 Symposium: Great Show Prep          Oldies Symposium: Marketing &amp; Programming to Boomers          Triple A Symposium: The Proper Relationship          AC Symposium: Talk To Her NOW, or ...          Country Symposium: Secrets of My Success          News/Talk Symposium: Electing To Win          Rock Symposium: The Four P's</p> <p><b>Management &amp; Programming</b></p> <p>Flipping the Switch? (Syndication)          What PPM Can Teach Small Markets          Aircheck Critiques That Work!          PPM - A report from the front lines!          Building Your Personal Brand          Radio vs. Royalties: The Debate!          Non-Traditional Success (NTR)          Ms. Understood (Communicating effectively)          The One-Minute Talent Developer</p> <p><b>Conclave College - presented by All Access</b></p>		<p><b>Technology</b></p> <p>Embracing Technology          Texting Texting 1, 2 - Richard Rene          The Bedroom Project, Summer Update          What a Wicked Web We Weave          Social Media Workshop          Hear, Here! (Production/Imaging)          New Tools for Fun &amp; Profit (Production tools)</p> <p><b>Life Skills</b></p> <p>The Time Management Seminar          Life After Radio (Career Options)          The Change Management Seminar          Handling Clash With Class (Conflict Resolution)          I's All About Me! (Mentoring, Self-promotion)          Financial Management For Dummies...Radio!</p> <p><b>Promotion - presented by R&amp;P-PromoSuite</b></p> <p>Social Responsibilities: Working with Charities          Understanding Agencies          Reaching Young Demos with Radio          Marketing in a PPM World          Being PC: Promotionally Correct!</p>	<p><b>PARTNERS</b></p> <p>All Access!          Arbitron!          BDS Radio!          BMI!          Bob &amp; Sheri/          Matt &amp; Ramona!          Brown College!          Edison Media          Research!          McNally-Smith          College!          McVay Media!          MegaTrax!          MusicMaster!          Nielsen/BDS/          SpotScan!          PlayMPEI!          PromoSuite!          R&amp;R!          RCS!          Specs Howard!</p>
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**Capitol Music Group** EVP/Promotion **Greg Thompson** is now overseeing a centralized promotion department for Capitol and **Virgin**, along with labels such as **Blue Note**, **Astralwerks/Caroline** in his new role as EMI US EVP/Promotion. He reports to Capitol Music Group President **Lee Trink**. The thinking is that with this centralized promotion effort, they will be better able to utilize everyone's efforts as part of the same team. However, they fired a bunch of Midwestern label vets including: **Virgin Records** VP/Pop Promotion **Dave Reynolds**. Reach him at (917) 584-5556 or [recordho@verizon.net](mailto:recordho@verizon.net). Sr. Dir./Promotion Operations **Jordan Rosenblatt**. Find him at (917) 572-0938, or at [jr1015@optonline.net](mailto:jr1015@optonline.net). Leaving **Capitol** is Chicago rep **Amy Kaplan**, San-Francisco/PAC NW rep **Geoff DeWilde**, and Dallas-based rep **Mark Burger**. Find him at [mburgerman@yahoo.com](mailto:mburgerman@yahoo.com). Leaving from **Caroline/Astralwerks** is Nat'l Dir./Rock Promotion **Mike Jakubow**, Nat'l AAA goddess **Jenni Sperandeo**, Mid-Atlantic promo veteran **Tom Boback**, North-West Regional **Holly McCormack** and Mid-West Regional **Jason Greenberg**. And, from **Blue Note/Manhattan**, AAA Nat'l Promotion Dir. **Jason Fisher** exits.

**Sen. Byron Dorgan** (D-ND), a high-ranking member of the Senate Commerce Committee, is asking the **FCC** to block the \$5 billion merger of satellite radio firms **XM** and **SIRIUS**. "This merger is contrary to the public interest. I hope that the FCC will stand up for competition in the public interest and deny this merger," Dorgan wrote in his letter to FCC Chairman **Kevin Martin**.

**Jacobs Media's Tech Poll IV** shows that satellite radio subscribership may not increase because of the merger between **XM** and **Sirius**. Only current XM and Sirius subscribers are upbeat about the coming together of the two satellite radio companies. Jacobs found that "if satellite radio came with the car or truck you purchased, or you received it as a gift, your inclination to continue the subscription is much shakier. In other words, subscription rates have been supported by giving away free samples or as part of a package. When it's time to start writing checks, it's hard for satellite radio to retain customers." *Jacobs Media will be presenting an update on their acclaimed Bedroom Project as part of Conclave College during the 2008 Conclave Learning Conference, June 26-29 at the Marriott City Center.*

**Radio America** syndicated talker **G. Gordon Liddy** is going to Alaska for a week of live broadcasts sponsored by the lobbying group that's promoting oil drilling in the **Alaskan National Wildlife Refuge**. State Sen. **Kim Elton** (D-Juneau) called the move a "sick joke" and added, "I think it's terrible. If Alaska wants to put the best

face on things it's probably best to not hire felons." Liddy served 4 1/2 years in prison for his role in the Watergate break-in. *The controversial Liddy was the Conclave Learning Conference keynoter in 1993, where he fielded a question that has never been asked at any industry conference before or since, "Have you ever killed a person in your 'line of duty'". His answer may or may not be found on page 83 in Jay Philpott's incredible Conclave history book, AIN'T MISBEHAVIN', JUST CONCLAVIN' - available by contacting the Conclave office!*

**Google** is one of the first radio automation manufacturers to adopt the newly announced **MusicMaster Nexus Server** at the **NAB** convention in Las Vegas last week. Using this new technology, announcers in the studio can request replacement songs that pass MusicMaster's scheduling rules through a Widget on the Google Radio Automation user interface. When one of the replacement songs is selected, that change is automatically reconciled in both systems. "The dynamic connection between MusicMaster and Google Radio Automation is a perfect example of how our new Nexus Server can bring MusicMaster's business intelligence into third-party products. The reaction to this platform and the potential it provides for our partners and customers, has been unbelievable," said A-Ware Software Pres. **Joe Knapp**.

The **GMA/CMB 2008 Echo Radio Awards** include: **PD of the Year:** Medium Market: **Chris Lemke**, WCSG/Grand Rapids. **MD of the Year:** Small Market: **Mike Couchman**, WAYK/Kalamazoo, MI. **Air Personality of the Year:** Small Market: "The Way Early Show With Mike & Stacy", WAYK/Kalamazoo, MI. **Industry Impact Award:** **Linda Meyers**, Christian Music Broadcasters (CMB). The **Gospel Music Association** also honored the following stations with Radio Station of the Year at the **Dove Awards:** **Station of the Year:** Medium Market: KTSY/Boise and Small Market: KLRC/Fayetteville, AR.

**Midwest Communications** Top 40 WIXX/Green Bay, WI PD **Tony Waitekus** transfers 90 miles west to program Midwest Communications Top 40 sister WIFC/Wausau, WI, which has been without a full-time PD since **John Jost** left in January. Afternoon personality **Joe Malone** has been keeping the chair nice and warm. Waitekus had been in Green Bay since November of 2006. His previous programming stints include WERO/Greenville, NC; nearly a decade at the late WHTS/Quad Cities, IA-IL; and almost 20 years at WCIL/Carbondale, IL. His last day at WIXX will be Monday, April 28. **Jason Hillery** returns to WIXX to take Tony's place.

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What would you do if you showed up for the early morning shift and found a half-naked man passed out on the board? That's what happened at Christian KKEQ/Fosston, MN when **Jim Offerdhal** walked into "Q107" Sunday morning. According to the **Grand Forks Herald**, **Chad Alan Norberg** was charged with felony burglary and misdemeanor theft and remains in custody until a hearing next week. Offerdhal sought the more heavenly approach when he showed sympathy for the man, saying, "He was just drunk, wet, cold and muddy and was looking for warmth."

The quake that shook the Midwest measuring 5.2 and centered 127 miles east of St. Louis showed how important radio response is when the unexpected occurs. **South Central** Top 40 WSTO/ Evansville morning host **Booker** said, "Absolutely felt it. I was in the studio prepping for the show and it shook the whole building. We've been working with our newsroom to report FEMA Information and earthquake safety tips. Outside of California, who the hell knows what to do? I have family in St. Louis and Kansas City and they felt it, as well as Chicago and Nashville. We sit near the New Madrid fault line and have been long overdue for a earthquake ... just glad that it was a 5.2." **Clear Channel** Classic Hits KKRQ/Iowa City felt the aftershocks and were giving away, "I Survived the Great Quake of '08" shirts and qualified people for an earth-shaking concert – Motley Crue this summer!

Remember the 2002 train crash – in which **Clear Channel's** Minot, ND stations were accused of failing to answer the phone to pass along emergency information? Apparently, the FCC does not. At the just-completed **NAB** convention, a panel heard an **FCC** proposal to change its rules that allow stations to operate unattended after hours. While the proposal gained little support at the convention, **Michigan** station owner **Bruce Goldsen** says the Commission needs to beware of unintended consequences from putting "untrained board operators" at the controls at 3am. "I think we're better off with EAS (automation)," urging the commission to take a "2008 approach, not a 1982 approach" to the problem. *Commentary: While the FCC proposal doesn't seem to have legs, it's most interesting that a station owner would indicate that he's putting 'untrained board operators' at his station's control board. Seems to us that if a station employee caused any difficulty inside a station or community because they were untrained, wouldn't that failing fall on the station manager? It is indeed frightening when some in radio management fail to understand the obligation they have run their stations properly. Tsk, tsk. - TK*

**Bonneville** Alternative WSWD/Cincinnati PD **Jay Kruz** challenged his airstaff to make it to work without using gas-powered cars on **Earth Day** and for every jock who made it to the station, Bonneville agreed to donate \$250 to the Cincinnati Park Board. The WSWD

staff raised \$1,000 when morning man **Clayton**, who lives 45 miles from the station, traveled by electric car courtesy of **Over-The-Rhine Electric Motor Company**. Middayer **Jimmy**, who lives across the river in Kentucky, was carted across the bridge in a horse-drawn carriage. Afternoon diva **Lisa**, who lives less than two miles away, walked to the station. **Kevin** used an adult tricycle courtesy of **Wheel Fun Rentals**.

**Journal** Hot AC WKTI/Milwaukee became "Earth Radio @ 94.5" for Earth day. WKTI's morning show with **Mathew Blades** celebrated with a live appearance by **Ed Begley, Jr.** to discuss tips on what citizens can do to make an environmental difference, and save money as well! According to PD **Bob Walker**, "We invited over 80 school kids from Southeastern Wisconsin to research what we can all do to help the earth. Those Earth Day tips were played all day long on Earth Radio @ 94.5. It's their future."

Former **Missouri Valley Broadcasting** Country KMMO-AM-FM/ Marshall, MO sports and weather reporter **Ethan Handel** pleaded guilty to using the Net to entice a 14-year-old girl for sex. Handel was arrested in 2007 in Independence, MO after arriving at what he expected would be a meeting with the girl, who turned out to be an undercover detective. Handel faces a minimum of 10 years to a maximum of life without parole, plus a fine up to \$250,000. He will be sentenced after the U.S. Probation Office completes a pre-sentencing investigation.

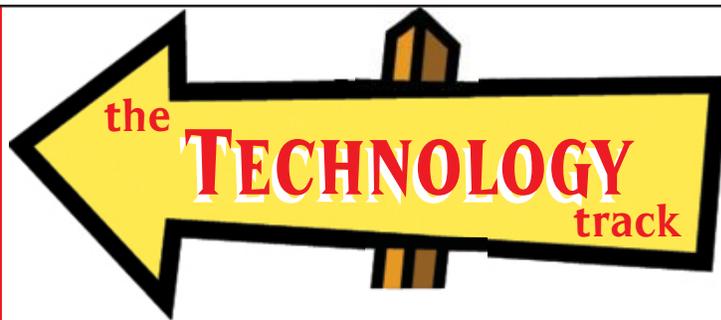
Smokers working at **Tribune/Chicago** will no longer be punished for choosing to light up. EVP **Gerry Spector** says, "We'd rather you use your own judgment when it comes to tobacco use, not impose our upon you." Tribune was reimbursing employees if and when they quit smoking, now they'll refund the fees regardless. Tribune will still offer free smoking cessation programs to all employees.

**Superadio Networks** has agreed to an affiliation and sales arrangement and will now syndicate the **Rev. Al Sharpton** and **Warren Ballentine** shows. Effective immediately all affiliation and national advertising sales of the **Syndication One** produced talk programs will be handled by Superadio. *Sharpton served as Conclave Learning Conference keynoter in 2006.*

Songwriter **Jeffrey Steele** has reportedly joined **Valory Music Co./** Nashville artist **Jewel** and Warner Bros./Nashville artist **John Rich** as a judge for the sixth season of **Nashville Star**. Billy Ray Cyrus will host this year. *Steele was part of the Conclave Learning Conference faculty in 2007.*



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**Entercom** Hot AC WZPL/Indianapolis' **Dave Smiley Show** welcomed legendary Indy broadcaster **Jeff Pigeon** back to the airwaves. Pigeon spent 26 years on the air at crosstown Emmis N/T WIBC-AM before leaving in October of 2007. He was back on the air to guest host the WZPL morning show. Pigeon also did a brief cameo on sister N/T WXNT-AM's **Abdul Hakim-Shabazz** morning show.

**Citadel** is going green with more than 200 offices participating in the **Environmental Protection Agency's Green Power Partnership Program**. For the next two years, Citadel and ABC Radio Networks will air more than \$1 million in PSA's to promote the benefits of going green and they will also buy renewable energy certificates to reduce greenhouse gas emissions. KGO-AM/San Francisco is already installing solar panels.

Solar and wind energy will soon help power AC KMBQ/Wasilla, AK. Owner **John Klapperich** says, "The goal is to offset our electric bill and perform an energy audit that should save us thousands the first year. We're calling it an energy diet." KMBQ is also airing a 60 second segment with environmental tips and offering 10% off to advertisers that go at least 10% green. KMBQ will post their electric and gas bills online at <http://www.kmbq.com/green.html>.

**Regent** Top 40/Rhythmic WRCL/Flint MD/morning host **Clay Church** is upped to PD. Church, who maintains his morning show gig, succeeds **Nathan Reed**, who stepped down to take the PD gig at WVKS/Toledo.

**Summit City Radio** Top 40/Rhythmic WNHT/Ft. Wayne named **Shady Spencer** as its new PD. Shady has been Interim PD since former PD **Mojo Wilson's** exit.

**Gross Communications** has named **Mark Steinmetz** as Pres./COO, overseeing its radio, publishing, web and event platforms.

**Radio One** Top 40/Mainstream WNOU/Indianapolis weekender **Chris Sutter** has resigned to take a TV reporter gig at WILX/Lansing, MI.

**Window On The World Communications**, parent of Classical WFMT and PBS affiliate WTTW-TV/Chicago, ups VP/Marketing and New Media **Anne Gleason** to SVP/Marketing and Interactive Media

**Kristine Lane** takes over afternoons at **Salem** Christian AC WFHM/Cleveland as previous afternoon host **Josh Booth** exits. Lane also adds Promotions Director to her title.

**Clear Channel** Hot AC WKDD/Akron morning man **Matt Patrick** adds an afternoon talk show on sister Talk WHLO-AM starting Monday (4/28). Patrick will continue as WKDD's morning host.

**Independence Media** flips AC WNUY/Bluffton, IN-Ft. Wayne to Talk as "FM 100.1 Talks."

**Mike Safford, Jr.** is returning to call **Boise Hawks Northwest League** baseball this season after a two-season absence. Safford was the voice of the **Chicago Cubs** affiliate in 2003-05; he replaces **Paul Chiofar** behind the mic. The Hawks games air on **Citadel Sports** KTIK-A/Boise.

**Staradio** Country WXNU/Kankakee, IL PD/mornings/"High Noon Saloon" host/promotions/sales guru **Shaun Kelly** exits the station after two years.

**Clear Channel** Top 40/Mainstream WKSC/Chicago PD **Rick Gillette** lands former **CBS** Top 40/Rhythmic WBBM/Chicago overnigher **Candi**.

Former **Hubbard** Hot AC KSTP-FM/Minneapolis morning show member **Ben Holsen** signs on for PT/Swing with **Citadel** Active Rock KXXR/Minneapolis as **Chuck Diesel**.

**Zimmer** Talk KZRG-AM/Joplin, MO ups recently arrived newsman and morning co-host **Rob Hough** to PD, with OM **Chad Elliot** dropping the KZRG PD duties to focus on the cluster OM job.

WTHT/Portland, ME Weekender **Chad Daniels** (Leighton) is out of the Northeast and into the Upper Midwest headed for WYZO/Kalamazoo. He'll be the station's MD and handle nights.

**CBS/DETROIT** has appointed **JOHN MORAN** to be Dir./Sales, where he will oversee all sales efforts for Country WYCD, Smooth Jazz WVMV, Oldies WOMC, News WWJ and Sports WXYT-AM/FM.

Congratulations to former **Clear Channel** programmer and current *Conclave Board of Directors* member **Bob Taylor** on his wedding to longtime sweetheart Suzanne Johnson!

Congratulations to former Talk WLS-AM/Chicago talk host **Eileen Byrne** and her husband **Jeff Richards** on the birth of their twin daughters Nora Catherine and Mary Claire.

