

MAIN STREET

Presents

The Conclave

TATTLE R

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

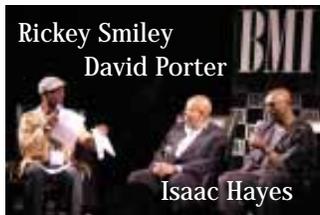
Learning Conference Revisited! As it has been doing over the past few weeks, the *TATTLE R* will feature stories about the sessions and events of the just-completed 33rd annual Learning Conference, as reported by our industry's leading trades and websites. Because some sessions were emotionally and politically charged, you may read about the same session as viewed from the eyes/ears of different media outlets. Here are the first stories of this series. Many thanks to the **Conclave's** Media Partners for providing them: *All Access*, *All About Country*, *FMQB*, *Inside Radio*, *R&R*, *Radio-Info.com* and *Radio Ink!*

Battle Royale At Conclave College During 'Royalties — What You Need To Know' Session (from All Access). "I'd rather cut my throat than legislate this thing." Sparks flew at the Conclave College Learning Conference's final event on Friday (6/27) as the touchy subject of the recently approved House Judiciary Subcommittee on Courts, the Internet and Intellectual Property bill requiring radio stations to pay royalties to performers and record labels, (NET NEWS 6/26). The bill, far from final approval, was hotly debated by NAB Pres. & CEO David Rehr, NAB Radio Board Vice Chairman and Commonwealth Broadcasting CEO Steve Newberry on one side of the issue, while RIAA VP/Advocacy & Govt. Relations Darryl Friedman and Soundexchange General Counsel Michael Huppe argued in favor of the billing for final markup and eventual legislative approval. Moderated by industry veteran Reed Bunzel, the four men passionately argued over whether it was a tax, or a royalty, and Rehr took a hard line with the NAB and radio's position, telling a packed house, "I'd rather cut my throat than legislate this thing," following an invite from both Friedman and Huppe to discuss the matter this week. Rehr indicated that this battle had been going on for 80 years, and that Congress was on record in the past as having rejected such legislation. Huppe characterized the legislation as a way of radio paying a "fair share" to artist and performers for providing all of this programming for radio, and indicated that it was similar to the royalties paid to ASCAP and BMI. Newberry, in lockstep with Rehr, rejected that idea. He advocated that the airplay and exposure from radio which sparked huge sales for many years was being discounted, and he indicated that the relationship between radio and the labels and artist

would forever change, because "the motivation for radio to play new music would go out the window." Friedman and Huppe both indicated that an arrangement for a new artists waiver could be discussed as an incentive for radio to continue to play new music. The words "reverse payola" were heard in response. Radio To Turn Tables On Recording Artists/Labels? This important meeting sparked a number of interesting "hallway" conversations following the event. More than one broadcaster was heard talking about a rate card to charge for playing new music, in a fully disclosed manner, in accordance with all existing FCC laws.

Country's Not-So-'Secret' Weapon (from R&R by Keith Berman). Conclave 33's last day dawned with the country session "The Secret of My Success," where award-winning Dial Global syndicated personality Lia led a panel of women who, they touted, combined, had over 100 years of country radio experience. Lia was joined by KKGQ (Go Country 105)/Los Angeles PD Tonya Campos, Dial Global VP/GM of daypart programming Susan Stevens and WMIL/Milwaukee morning personality Karen Dalessandro. Commenting on their place as women in a male-dominated industry, Lia opened the session by remarking that one of the key things that kept her going in radio was the people she met, and many of them were women. "A pivotal factor in my radio success is that I was never satisfied with what I've done," said Dalessandro. "I've always been looking to how I'm going to make my way to the next step. What could we have done to make that move — or even that next break — better?" Conversation turned to how each of them got into country radio, since almost all wanted to be in different formats. Campos related that the '94 Northridge earthquake is what moved her into the format, since she'd been offered a gig at KZLA/Los Angeles (by then-PD R.J. Curtis!) but was going to turn it down until the quake damaged the freeways and extended her commute to her job at the time to six hours. "I called R.J. back and took the job," she said, laughing. Lia admitted she wanted to work at KISW/Seattle, but the PD never called her back, and she got a gig at a country station instead. "Once you're in it, though, the format becomes a home," she said. "It's about adapting. You'll get there eventually," said Dalessandro, who also wanted to be a rock jock but got a gig out of Specs Howard at a country station in Ypsilanti, Mich. After a few years, she reached her goal of getting to Detroit. Asked about staying in a job longer than one should, Campos said, "I have a rock-climbing analogy — when you're trying to reach the top of the mountain, the goal is the top. Even two inches is going up. Follow your gut, trust in your skills. If you know what you're doing, you know what you're doing, and it doesn't matter if someone else doesn't. Things have really changed for women, and you don't have to stay. You have choices. It's easier for women to move up now." Talking about role models, Stevens said that she had different ones based on where she was at in her career and her life. "At my first station, I wanted to know everything, and my PD shared all of his knowledge, he'd critique me nicely, he was very gracious," she said. "At different stages of your career, find a person who can help you with your goals." Conversation turned to compromise, and Stevens admitted that sometimes, we do have to compromise family for the job. "Sometimes the job is more important," she said. "The

Guess Who Was An Important Part of The 2008 Learning Conference?



Rickey Smiley
David Porter



Isaac Hayes



David Rehr



Rita Cosby



Rick Dees



Ed Schultz

The 2008 Conclave Learning Conference • Minneapolis, June 25-29
After 33 years, still teaching great radio • THANK YOU! • www.theconclave.com

Guess Who Was An Important Part of The 2008 Learning Conference?



Mike McVay



Danno Wolkoff



Lee Abrams



Jaye Albright



Sean Ross

The 2008 Conclave Learning Conference • Minneapolis, June 25-29
After 33 years, still teaching great radio • THANK YOU! • www.theconclave.com

compromise works both ways with time and family, since some of the best times I've had in this business are sharing things with my radio family, but I also love time with my family." Campos admitted that she'd had to give up part of her life, and it's all about how badly she wants something because an 11-hour workday is short in her world. "Twenty years from now, I'd like to leave something there or someone I've touched," she said. "I see kids on the air who tell me the talk I gave them inspired them. That's how I started — I went to a career fair. If you can leave people inspired to carry on the radio, that's worth giving up 12 hours a day." Lia commented on women's inherent strength to handle whatever comes their way. "As women, no matter what you throw at us, we'll figure it out," she said. Asked about advice they could pass along to the next generation of radio, Campos told people to work hard, network, know your skills and don't let anyone put you down. Lia concurred with the last one, adding that this business isn't easy and everyone needs to develop a backbone in order to survive. Dalessandro talked about surrounding yourself with good people and work hard. "Ask questions," Stevens advised. "Not asking questions is when you get yourself in trouble."

Clear Channel shareholders have approved the buyout deal that takes the company private under the merger agreement with **Bain Capitol** and **Thomas H. Lee Partners**. Shareholders will receive \$36 per share or, on a voluntary basis, shares in CC Media Holdings. In a note e-mailed to Clear Channel staff, CEO **Mark Mays** said, "I'm delighted to let you know that Clear Channel's shareholders overwhelmingly approved the revised merger agreement. I'd like to take this moment to thank everyone for their focus, persistence, and loyalty during what was a longer period of time than any of us had expected. It's been difficult in many ways, and as we look toward next week's closing, we can all take this as an important vote of confidence in our company and the foundation we've put in place for an even more successful future. "What hasn't changed? "We have the best professionals in the industry. We have the best platforms for audiences, partners and advertisers. We have a bright future ahead. "Please join me in celebrating this milestone and looking forward to concluding this important chapter next week."

The **FCC** Commissioners have reached a tentative deal to approve the proposed merger of **Sirius** and **XM Satellite Radio**. XM and Sirius confirmed that the companies are in discussions with the Enforcement Bureau of the FCC to settle outstanding enforcement matters. As previously disclosed by the companies, in 2006, the FCC commenced investigations regarding the compliance of certain radios that include FM transmitters with the Commission's rules, and the compliance of certain terrestrial repeaters with the special temporary authority granted by the Commission. The companies hope to enter into a Consent Decree with the FCC terminating these inquiries. As part of a possible Consent Decree, the companies expect to agree, among other things, to: adopt comprehensive compliance plans, and take steps to address any potentially non-compliant radios remaining in the hands of consumers;

— in the case of XM, within 60 days of the order adopting the Consent Decree, shut down 50 variant terrestrial repeaters, and shut down or bring into compliance an additional 50 variant terrestrial repeaters; — in the case of Sirius, bring into compliance or shut down up to 11 variant terrestrial repeaters within 60 days of the order adopting the Consent Decree. These terrestrial repeaters were shut off by Sirius in October 2006; and — make voluntary contributions to the United States Treasury of approximately \$17 million in the case of XM, and approximately \$2 million in the case of Sirius. One condition that will not be in the agreement, music to the consternation of terrestrial radio interests, is a requirement that the satcasters include technology that would enable their radios to receive HD signals from local radio stations. There are no assurances regarding the ultimate outcome of these enforcement proceedings, including whether the FCC will approve Consent Decrees under discussion with the companies.

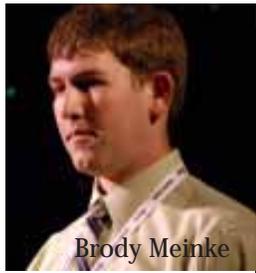
Janet Jackson's boob dealt the **FCC** a setback Monday when a federal appeals court threw out a \$500k fine against **CBS** for the "wardrobe malfunction" during the **2004 Super Bowl**. The panel ruled that the FCC "acted arbitrarily and capriciously" in issuing the fine for the fleeting image of nudity. FCC Commissioner **Kevin Martin** issued this statement regarding the ruling: *"Today the Third U.S. Circuit Court of Appeals decided that the Janet Jackson incident during the Super Bowl Halftime show was not indecent and declared that the FCC was wrong to fine CBS for the broadcast. I am surprised by today's decision and disappointed for families and parents. The Super Bowl is one of the most watched shows on television, aired during the hours when children are most likely to be in the audience. Hundreds of thousands of people complained about the show, and a unanimous Commission found that it was inappropriate for broadcast television. In fact, following this incident, Congress said we should be assessing greater fines — as much as 10 times the amount we actually fined CBS — for incidents like these in the future. I continue to believe that this incident was inappropriate, and this only highlights the importance of the Supreme Court's consideration of our indecency rules this Fall."*

Michael Savage is at it again, this time picking on autistic kids

Who's Michael Savage?

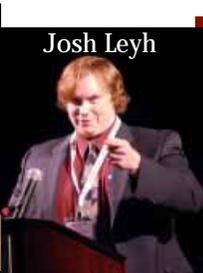


Guess Who Was An Important Part of The 2008 Learning Conference?



Brody Meinke

McNally-Smith Scholar • Dennis Becker Scholar



Josh Leyh



2008 30-Under 30-Award Recipients



Jordan Spychalla

Doug Lee Scholars • Rockwell Scholar

Jenna Wundrow

Len Clark

The 2008 Conclave Learning Conference • Minneapolis, June 25-29
After 33 years, still presenting the face of radio's future • www.theconclave.com

Odd bed partners have joined forces to syndicate **Sean Hannity**. **Citadel's ABC Radio Networks** and **Clear Channel's Premiere Radio Networks** said, "Going forward, Premiere and ABC will strategically join forces in special cases." This new venture is meant to share risk and spread opportunities associated with a high-value talent. **Westwood One CEO Tom Beusse** says "odd times" can lead to "strange bedfellows" and predicts "you're going to see more partnerships and working together." In fact, starting August 4th, Westwood One teams up with **Cumulus** to put **Billy Bush's** evening show on in 8 markets including; KRBE/Houston and WWWW/Atlanta. Cumulus COO John Dickey says, "Creating and sustaining great brands is all about focus and association. Billy Bush is one of the biggest and fastest growing pop culture brands in the country. We are excited about this association and look forward to creatively marrying Billy's brand into our brands."

The five sitting **FCC** members all agree that more needs to be done regarding the issue of media diversity, although they split along party lines when it comes to the solution. Commissioner **Michael Copps** says the FCC lacked the commitment to do something about a fundamental national problem of lack of diversity in media ownership and employment. Republican commissioner **Robert McDowell** agreed that the commission had been "nibbling around the edges" of the **Adarand** decision, the **Supreme Court** ruling that restricted government set-asides for minority businesses. Commissioner **Jonathan Adelstein** said much more needs to be done, but he also said this FCC had made strides, including banning discrimination in advertising contracts. Commissioner **Deborah Taylor Tate** said she also liked to look at the positive, while pointing out that as the only woman on the commission, the issue was near to her heart.

Alleged "Employee Poaching" was the reason for a lawsuit between **Clear Channel** and **Tribune Company**. Four CC Execs recently left for Tribune. A settlement was reached out of court with Tribune spokesman **Gary Weitman** saying, "We did nothing wrong here and paid nothing to settle these lawsuits." Clear Channel EVP/chief legal officer **Andy Levin** says, "Clear Channel values its employees very highly, and we will continue to enforce our rights against any competitor who attempts to interfere with those contractual relationships."

Envision Radio Networks ups **Rebecca Pixley** to VP/Sales. In her new position, Pixley will develop and head the company's new sales division for local and national sponsorships and continue to handle affiliate relations duties in the major markets. Rebecca serves on the Conclave Board of Directors. *COMMENT: People are promoted every day in our business but on occasion when a special person receives a nod from their company, it's worth taking time to point the promotion out. Congratulations, Rebecca. Please continue to spread passion among your peers. - TK*

Arbitron released the first preliminary radio ratings from the Chicago **PPM** radio ratings service. Top line ratings data from the June PPM survey month, covering May 29th through June 25th, are being delivered to subscribing radio stations, agencies and advertisers as an aid in planning for the transition from diary-based to electronic radio ratings. Chicago is one of eight radio markets scheduled to make the transition to PPM service in September 2008. The PPM service in Houston, Philadelphia and New York has already shown that total weekly (cume) audiences for radio stations are up substantially over what the diary had reported. Preliminary data from Chicago show the same overall result.

Arbitron Advisory Council Chair and **NRG Media** COO **Chuck DuCoty** says, "The accelerating erosion of sample in target demos has gone past the point of being critical. We're seeing the percent of diaries in the 18-54 demo where we all transact our business getting smaller particularly in the last couple of years." Arbitron has begun testing other methods that focus on mobile phones but results won't be in until Fall. In the meantime, the council is advising Arbitron to create a sample 12+, 18-54 and 18-34 benchmarks just like it has done for PPM. The council also wants money-back 18-54 guarantees in diary markets, as are currently offered in PPM markets.

While radio revenue struggles, at least you aren't in the newspaper business. **Tribune** Chairman/CEO **Sam Zell** says, "We're looking at some of the worst advertising numbers in the history of the world," he said. "I have a responsibility to keep this business alive when cash flow has eroded at a prodigious level. We went through every one of our organizations with a goal of getting efficient numbers up and head counts down so we can survive to live another day." COO **Randy Michaels** wants to build "breaking news sites" that would soon become the news site anyone would go to in that city to get breaking local news. He said that radio, TV and cable news networks have taken what was once the domain of newspapers — breaking news — and he sees no reason why, with the editorial resources of Tribune print and broadcast working together, that Tribune should not earn the reputation of being the place to go for breaking local news. His goal is for Tribune across the country is to "become recognized as the place for breaking local news."

It doesn't look like **Talk Radio Network** will suspend Michael Savage over his comments regarding autism. The network says the comments were not intended to be directed at autistic children and "we wish to note that our hearts go out to all families who are forced to face the realities of autism every day of their lives, and to sincerely apologize to these families for any increase in these burdens resulting from inartful commentary appearing in the Network's programming." TRN is offering organizations involved with autism PSA opportunities, asking such groups to submit material to: psa@talkradionetwork.com or snail to: P.O. Box 3755, Central Point, OR 97502.

TalenTrak

SATURDAY • NOVEMBER 8, 2008

CHICAGO, ILLINOIS

COLUMBIA COLLEGE

SEMINARS • AIRCHECKS • KEYNOTE • LUNCH • MORE!

Presented by



Details Available Soon at www.theconclave.com

While Savage has taken national flack for his comment on autism, one Twin Cities radio personality – CBS talker WCCO's **Don Shelby**, who moonlights as the 10PM anchor on sister TV channel 4 and has served on the *Conclave Learning Conference faculty* – took umbrage with his radio counterpart. Said Shelby in a TV editorial Wednesday night, "A spokeswoman for autism research says silence is the proper response (to the Savage comment). I think she is wrong. Ignoring a racist joke, for instance, won't make the teller less racist. Sometimes you have to call an idiot and idiot. I know name-calling is a low form of debate, but this is not dialectic. And apparently name-calling is something Savage understands. It appears it may be the only thing he understands. Michael Savage is an idiot, so what do you expect? None of this can come as a surprise. He is supposed to say shocking things. We've grown to expect that from radio talk show hosts. Those who wonder whether it was just a ratings gimmick are missing the point. I can't believe more people will listen to Michael Savage now, but if it does boost his ratings, then Michael Savage is not the problem ... but his fans might be." But how do you REALLY feel, Don?

Prince and **Universal Music** are being sued by a **Stephanie Lenz** of Pennsylvania. Follow along here. This mom uploaded a video of her 13-month son dancing to "Let's Go Crazy" by Prince on **YouTube**. Prince's attorneys sent a "takedown notice" because the song is copyrighted. That's where it should have ended, right? Lenz is now suing because she said Universal Music, which represents Prince, misused the takedown notice and has hired **Electronic Frontier Foundation** in San Francisco as counsel.

The **Country Radio Broadcasters** announced the addition of three new members to their Board. Joining immediately are: Senior Vice-President of Programming, **Clear Channel/Atlanta Clay Hunnicutt**, Senior Director of National Promotions at **Lyric Street, Renee Leymon** and **Clear Channel WSIX/Nashville PD Keith Kaufman**. Keith Kaufman is serving as this year's Chairman on the Agenda Committee for CRS-40.

Saga's KSTZ/Des Moines morning team, **Big Ken** and **Colleen**, are offering NFL Legend **Brett Favre** a contract to come and co-host their morning show for one week. Terms of the contract include numerous incentives volunteered by Big Ken and Colleen, as well as from Central Iowa listeners. In addition, Big Ken and Colleen will donate \$5,000 to the charity of Brett Favre's choosing. Incentives of the contract include a variety of dairy products, a home to stay in while here in Des Moines, and enough spending cash to taste every fried food product at the Iowa State Fair. "Brett is pretty much a free agent right now, so we thought we'd make a run at him. Radio is normally a lot less physical than football" said Big Ken. Additional items for the contract include: A personal driver, his own personal dental and health office, and concierge services, Free tickets to Des Moines events, Nightclub passes, Tickets to the Knoxville National Sprint Car Races.

"Brett Favre, in the studio? Co-hosting our show? Yummy." said **Colleen Kelly** of the STAR 102.5 morning team. "He plays football right?"

Syndicator **Sovereign City Communications** promotes VP/Programming **Joel Dearing** to VP/Format Development, then ups **Rob Moore** to VP/Programming. Dearing was instrumental in the launch of the inaugural **Oasis** format, including its flagship offering "Wendy in Your Oasis," while Moore served as a consultant in the program and helped prep it for national distribution.

Citadel Regional Mgr./Country Programming/Midwest/Country WTNR/Grand Rapids PD/morning man **Steve Stewart** has added a new line on his business card. In addition to all of his current duties, he will now take on the Dir./Operations for the Grand Rapids cluster that also includes Classic Rock WLAV, Top 40 WHTS, Rock WKLQ and Sports WBBL. Hope you don't like free time, Steve. Congrats!

CBS Sports WSCR-AM/Chicago made it official and gave the station's morning slot to former 10a-noon team **Mike Mulligan** and **Brian Hanley**. Mulligan and Hanley, both **Chicago Sun-Times** sportswriters, replace **Mike North**.

Maverick Media Country WAXX/Eau Claire, WI morning co-host **Katie Bright** will broadcast live from Nashville on August 13th. Her co-host and Station Manager **George House** will remain in Eau Claire so that they will each be reporting on the latest news and happenings in their respective cities. Although she will call Nashville home, Katie will travel back and forth to Wisconsin to participate in WAXX's major events throughout the year.

Window On The World Communications ups Classical WFMT/Chicago SVP/GM **Steve Robinson** to EVP/Radio and Project Development.

Saga Oldies KIOA/Des Moines is bringing back **Pam Dixon** to join the KIOA Morning Show and host **Maxwell Schaeffer** starting Monday, August 4th.

Want a walk down memory lane? For those who remember KDOG/Mankato's late, legendary **Brian Garvin**. Here's a video featuring Brian and KDOG circa 1987 – love that vinyl! (Thanks to "The Original" **Cyn Bolsta**, **Mike Boelter**, and **Jay Philpott** for sharing!): <http://www.youtube.com/watch?v=VW0Rwbclr7Q>

Citadel Active Rock WKLQ/Grand Rapids, MI welcomes new morning team **Grey & Kluck** starting July, 21st replacing Opie & Anthony. The new team is comprised of WKLQ PD **Michael Grey** and **Warren Kluck** who comes over from mornings at **Cumulus** Classic Rocker WRKR/Kalamazoo. Also brought over from WRKR is former PD/afternoon **Jay Deacon** taking on Grey's afternoon-drive slot.

Midwest radio vet **Timothy Michael Krueger** passed away on Saturday, July 19th, 2008, following a long period of declining health. Krueger spent 15 years working in the radio industry, from an on-air personality at WCIL/Carbondale, IL and WNND/South Bend, IN, to promotions and Internet marketing positions at Clear Channel/Madison and other markets.

Letter to The TATTLER: "I started in Radio in the good years, back in 1956 and ended it all in 1998. I'm semi retired running a mobile DJ service and living the good life?! All through my career since I have read and heard about **Lee Abrams**, he has been like a guiding light. I agree with all he had to say that I read about the conference, which I wish I could afford to attend even now. I agree Radio has to fight back, Re-take our turf Build the personalities, what few are left. But this will not happen as long as corporate owns 'em all. My view we must get back to localization, live personalities supporting the community will radio again become powerful again. I give you an example, it's WJVL-FM in Janesville WI. Locally owned – Local DJ Staff from 5am top 11 PM and computer operated music over night a GREAT Country station. Corporate will, in my view, never work like this because the bottom line might suffer a little.... So, sure Internet is next until it also affects the "Bottom Line" Corporate can't do Local!"

Dave Stevens-Lyndie Computer & Broadcast Service

Jobs. KDOG is looking for a mature, relatable announcer for our variety hits station, KDOG/Mankato MN. Topical, local, phones, understand the 25-54 lifestyle. Solid, locally owned, people-oriented company. Email your resume/show samples to: <mailto:TerryCooley@RadioMankato.com> No beginners...**White River** Country WKKG/Columbus, IN needs a PM Driver with passion for the country lifestyle. Computer skills helpful. Rush your stuff to: <mailto:scottmichaels@wkkg.com> or snail it to: **Scott Michaels**, WKKG Afternoons, P.O. Box 1789, Columbus, IN 47202...**Withers** Classic Rock KGMO/Cape Girardeau, MO needs someone who lives and breathes classic rock and knows how to relate. Rush audio to: kcasey@withersradio.net or snail to: Air Talent KGMO, 901 S. Kings Hwy, Cape Girardeau, Mo 63703...**Cumulus** Classic Country KDHL-AM/Faribault, MN is looking for FT on-air help. Send your best to: Paul.Benzick@Cumulus.com...**BenneMedia** Classic Country KDRO-AM/Sedalia, MO needs an afternoon star! Send picture, T&R to: <mailto:delliott@bennemedia.com> or snail to: KDRO, **Don Elliott**,

301 Ohio Ave., Sedalia, MO 65301...**Clear Channel** Classic Hits KQBW/Omaha seeks a Morning co-host that loves to prep. Send particulars to: **OM Michelle Matthews**, Clear Channel Omaha, 5010 Underwood Ave., Omaha, NE 68132 or email to: michellematthews@clearchannel.com...**Cumulus** Rock WRKR/Kalamazoo, MI is looking for their next Morning Superstar to keep the show firmly entrenched as the dominant force in the market. Send your best to: mike.mckelly@cumulus.com...**Cumulus** AAA WQKL/Ann Arbor, MI needs PT swingers that can do everything. Send your package to: **Chris Ammel**, 1100 Victors Way, Suite 100, Ann Arbor, MI 48108 or email to: chris@annarbors107one.com...**Minnesota Valley** Hot AC KDOG/Mankato, MN needs a Morning Leader. Rush your best to: TerryCooley@RadioMankato.com...All listings in Jobs represent equal opportunities and are provided free of charge. To place an ad, send particulars to: tomk@main-st.net no later than Thursday evening for Friday publication. No calls unless otherwise specified.

A Legend's Luncheon!



Syndicated One's Rickey Smiley shares smiles with music icons David Porter and Isaac Hayes at last month's Learning Conference's Edison Media-sponsored luncheon. A highlight: An attendee asked for, and received, a hug from her idol during Isaac's BMI-enabled presentation!

the Conclave
AT THE CROSSROADS

2008 Learning Conference CD Order Form

June 25-29, 2008 • Marriott City Center Hotel • Minneapolis

First name Last name

Company

Mailing Address

City State Zip Code

Relive Your Learning Conference weekend! CD's of some 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.

KEYNOTES, ETC.

- DAVID REHR KEYNOTE
- ED SCHULTZ KEYNOTE (CONCLAVE COLLEGE)
- RITA COSBY KEYNOTE
- COUNTRY SYMPOSIUM- SECRET OF MY SUCCESS

CONCLAVE COLLEGE

- PPM FROM THE FRONT LINES
- BEYOND THE BEDROOM: JACOBS
- LEE ABRAMS
- ROYALTIES- THE DEBATE

THE PROMOTION SUMMIT

- WORKING WITH CHARITIES
- UNDERSTANDING AGENCIES
- REACHING YOUNGER DEMOS
- MARKETING IN A PPM WORLD
- BEING PC

Mail/fax/email COMPLETED ORDER FORM to:

The Conclave
4517 Minnetonka Blvd, #104 Minneapolis, MN 55416
fax 952-927-6427 or tomk@theconclave.com

Payment method?

- CHECK VISA MASTERCARD
- DISCOVER AMEX

For credit cards, please complete the following section-

Credit Card #

Security Code Expiration (MO-YR)

NUMBER OF CD'S ORDERED	AMOUNT ENCLOSED / TRANSACTION TOTAL
<input type="text"/>	\$ <input type="text"/>

Cardholder

Authorized Signature