

MAIN STREET

Presents

The Conclave

TATTLE R

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Cartoons Suggested by Lenny Bronstein & Jay Philpott

Learning Conference Revisited! As it has been doing over the past weeks, the *TATTLE R* will feature stories about the session 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!*

From R&R- The Top 40 Symposium-Show Prep: It's All Around You (Keith Berman). That was the consensus at the top 40 session yesterday at this year's Conclave, which featured BitXChange's Mike Marino; WHTZ (Z100)/New York afternoon driver JJ Kincaid; KDWB/Minneapolis imaging director AJ; and KFAT/Anchorage, Alaska, assistant PD/morning guy Brad Erickson. R&R's Kevin Carter moderated the panel, which discussed how radio is local and emotionally engaging, unlike an iPod. The connection comes from involving your own life and daily activities. "Do you take everything around you — and are you aware of it and bringing it to work — and put it on-air?" Marino asked. "Everything is prep. Even a billboard, some smelly guy on the subway is prep." Erickson agreed: "No matter what market you're in — it doesn't matter how many people are listening — the best stories are the ones you tell yourself. You've got to set it up, but be a good storyteller. Make people relate and laugh, and that stuff blows up." Kincaid related a bit he did about a woman he saw on the subway with hairy toes and how a 20-second conversation he had aired with a listener about it turned into over an hour of on-air content. "You get caught up in the business of the business, and if you don't pay attention to your family or TV or the subway or whatever, you miss out on stuff," said AJ. "It's just living life and being stupid." Kincaid also related that it's very important to work on the Web site and noted the best hours for Web hits are 2-5 p.m. Marino concurred, saying that talent should be putting up

content on the station's site every day. He also advised that talent be "married to their city and become a local hero. The next step is to be better than the PD for city knowledge and then brag about it."

From R&R- The Urban Symposium: Urban Radio 'Conundrum' Debated (Paul Heine). Talent development, syndication, community involvement, the PPM and discrimination by ad agencies were among the topics discussed during "The Urban Conundrum- Beyond The Basics" session moderated by All Access urban/urban AC editor Jerry Boulding, Saturday (June 28) at the Conclave Learning Conference. Cumulus Media VP of urban radio Jim Kennedy addressed the expanding role of the program director, which he noted now encompasses programming a station's Web site and online streams in addition to its over-the-air signal. "The more you can learn about our business and the more you can do, the more valuable you become," he said. Kennedy also emphasized the importance of people skills. Steve Crumbley, OM of Cox Radio urban WJMZ / Greenville, S.C., stressed the importance of talent and community involvement at urban formats. "I don't think that's ever changed," Crumbley said, acknowledging a "huge need for personality right now." A PD must know "how to groom talent and show them how to be a star," Crumbley said. "Everybody's got an iPod, everyone has a music service, so what makes you different?" At the same time, Crumbley also observed that syndication has "become a major part of our radio station." As the number of entertainment choices for listeners continues to multiply, so does radio's need for talent "that can fill an arena," said SyndicationOne president of programming Gary Bernstein, predicting an influx of new morning show offerings and increased syndication outside of morning drive. "You will see more syndicated dayparts. Stations pick up syndication to save millions of dollars in programming expenses and to improve the quality of programming," Bernstein said. "You don't have to be local, you have to be relevant." Kennedy said syndicated shows could be improved by "doing their homework, getting out there and finding out what the audience wants. A lot syndicated shows play bad music because the host likes the song. Those shows are getting great numbers now but imagine what they could get if they played the right music." Kennedy also said stations could do a better job of integrating syndication at the local level by hiring more effective board operators and producers. As senior VP of urban radio for Interep, Sherman Kizart represents about 300 urban radio stations to ad agencies. Kizart spoke of efforts to fight "no urban dictates," where an agency makes a decision to exclude African American-targeted radio stations from time buys. "Discrimination is alive and well and it exists in our industry," Kizart said. "I deal with it everyday. Instead of having a 1-1 [ratings-to-revenue] ratio we're doing a 0.8," Kizart said. Kizart also said radio is experiencing a massive "landscape change" marked by the "deconsolidation" of Clear Channel and other vast radio empires.

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"We all have to be prepared. With this change comes opportunity," Kizart said, predicting a growing number of new station ownership opportunities for entrepreneurs. The group expressed a need for more black talk show hosts and for the African American equivalent of Rush Limbaugh or Howard Stern to emerge. R&Rurban/rhythmic/gospel editor Darnella Dunham spoke up for the important role urban radio personalities played in supporting Senator Barack Obama's presidential campaign and in galvanizing support for the Jena Six. The group also discussed the arrival of Arbitron's Portable People Meter. The consensus was that while urban radio broadcasters support electronic audience measurement, Arbitron needs to do a better job of representing African American and young listeners in its PPM samples and that failing to do so could cost urban stations dearly in lost ratings and revenue.

For a complete journal of industry reports on the 33rd annual Learning Conference visit <http://www.theconclave.com> or click on <http://images.radcite.net/5440/2896789.pdf>.

On Wednesday, Sen. **Barack Obama's** presidential campaign organized a protest of **Tribune** Talk WGN-AM/Chicago over the station hosting a guest critical of Obama. The Obama campaign sent e-mails to supporters urging them to call the station to complain about having **Stanley Kurtz** as a guest on "*Extension 720 With Milt Rosenberg*". Kurtz wrote for the **National Review** about Obama's ties to **Weather Underground** radical and **University Of Illinois-Chicago** professor **Bill Ayres**. "WGN radio is giving right-wing hatchet man Kurtz a forum to air his baseless, fear-mongering terrorist smears," the e-mail charged. "He's currently scheduled to spend a solid two-hour block from 9:00 to 11:00 p.m. pushing lies, distortions, and manipulations" about Obama and Ayres, added the e-mail. "It is absolutely unacceptable that WGN would give a slimy character assassin like Kurtz time for his divisive, destructive ranting on our public airwaves. At the very least, they should offer sane, honest rebuttal to every one of Kurtz's lies." The show's producer, **Zack Christenson** said the station asked the Obama campaign to provide a representative to come on the air and was turned down. "I would say this is the biggest response we've ever got from a campaign or a candidate," he said. "This is really unprecedented with the show, the way that people are flooding the calls and our email boxes."

Former **Conclave** keynoter, Democratic staffer and current **FCC** Commissioner **Jonathan Adelstein** says The FCC is beholden to media conglomerates to the exclusion of minority- and women-owned media companies. "I think we've really fallen down on the job in the last eight years," Adelstein said at the *Symposium on Media and Democracy* sponsored by **Common Cause**. "We've forgotten that

the airwaves belong to the public and not to special interests." He said he has pushed against a majority on the panel for regulations restricting cross-ownership of media properties in local markets. "Fewer and fewer companies are consolidating control of the means of creating and distributing ideas. Ownership is the key to getting yourself heard," he said. Media companies have pushed for ownership of newspapers, TV stations and radio stations in the same market during a time of dwindling ad revenues and intense competition from the Internet. But in an interview after the forum, Adelstein said pairing "ailing newspapers with ailing broadcast stations" is not the solution. He said readers want the information that newspapers provide, but they need to come up with new sources of revenue. He didn't know what those revenue sources would be. Adelstein said he is concerned that control over broadband Internet access will take the same route as traditional media.

Now, Much More Merger! There are still loose ends to tie up in the merger of **Sirius & XM Satellite Radio**. The FCC launched a Notice of Inquiry on whether tuners built for the new entity should be required to feature **Ibiquity** HD Radio reception along with satellite radio. The FCC puts wants to know "whether to require HD Radio or any other audio technologies to be incorporated into all [Satellite Digital Audio Radio Service] SDARS receivers and/or whether to require SDARS or any other audio technologies to be incorporated into all HD Radio receivers." In 2002 the Commission selected Ibiquity HD as the digital technology for AM/FM terrestrial radio, allowing broadcasters to transmit in both analog and digital mode. During the debate over whether to allow Sirius and XM to merge, many urged the Commission to add an HD Radio requirement to the list of voluntary conditions to which the new entity had to agree. Advocates of this proposal included HD Radio investor **Clear Channel**, three U.S. Senators, a host of public radio stations and, of course, Ibiquity itself, which expressed concern that the unified broadcaster could edge the company out in receiver deals with car manufacturers.

Wall Street vs. Radio -More discouraging news. Citing "on-going weakness in the company's operating performance," **Moody's Investors Service** downgraded its rating of radio group Citadel Broadcasting. Its Corporate Family rating, Probability of Default rating and senior secured credit facility all received downgrading. A Moody official stated, "...the company's revenue and EBITDA have been pressured by internal operating challenges (including at the acquired **ABC Radio** business) and an increasingly difficult economic and radio advertising environment." It says that even though the company has been using free cash flow to buy back debt, the poor EBITDA performance is preventing any improvement in the leverage situation. Moody's said it would continue to monitor the company for any signs of improvement, but it also said, "All ratings remain under review for further possible downgrade."



THE NAB RADIO SHOW

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Conclave partner BMI has earned more than \$901 million in revenues for its 2008 fiscal year, including its subsidiary **Landmark Digital Services**. According to insiders, this is the first time any copyright organization has topped the \$900 million mark for music performance revenues, and represents a 7.2% percent increase from the previous fiscal year. The company also announced that it set a historic high in royalty distributions, and will disperse more than \$786 million to the songwriters, composers and copyright owners it represents, an 8% increase over the prior fiscal year. Both figures represent milestones in royalty collection and distribution for the public performance of music. BMI Pres./CEO **Del Bryant** said, "BMI has been extraordinarily successful in signing the brightest and most popular new music creators across all genres, building upon a repertoire that already includes the most beloved songs of America's legendary songwriters and composers." Traditional broadcast radio and television accounted for \$340 million, or about 38% of revenue.

Coleman Insights will release the findings from its "Real PPM Panelists Tell All" study on Friday, September 19th at the **NAB Radio Show** in Austin. The presentation will feature interviews with real PPM panelists as they discuss their perceptions of the meter, how, when and where they use it and how they respond to **Arbitron's** efforts to ensure their participation. "Besides the no-holds-barred interviews that offer a look at what it's like to be a PPM panelist, we will also reveal new insights between 'perceived' and 'metered' listening, including how large this gap is and when and why it exists," said Coleman Insights Pres./COO **Warren Kurtzman**. "These insights will help stations program smarter, as we will share concrete ideas on what you can and cannot control in a PPM world." Granted exclusive access to PPM panelists by Arbitron, Coleman Insights conducted roughly 30 one-on-one interviews with panelists shortly after they finished their time in Arbitron's panels in the New York, Philadelphia and Houston markets. This is the third study in "The Coleman Insights PPM Series: Mapping the DNA of PPM," an ongoing series that provides meaningful insights to radio broadcasters as they prepare for the introduction of this new audience measurement system. The study served as a backdrop for Kurtzman's PPM session at this summer's **Learning Conference**.

As If We Didn't Know Dept. An article on careerbuilder.com, which cited "radio announcers" as one of the top-10 professions most in jeopardy of continued downsizing, prompted a response from consultant **Fred Jacobs**. "10 Evolving Jobs" written by **Rachel Zupke**, noted that even though the average salary of \$36,120 for radio and TV announcers is higher than the other nine professions on the list, "New technology and advancement of other media sources like satellite radio and syndicated programming means less need for radio and TV announcers." In light of an 8% decline in

employed announcers, Zupke recommends branching out into becoming news analysts, reporters or correspondents. Writing on his blog, Jacobs offers different options, such as starting a voiceover business, become more adept at doing personal appearances, and widening your job skills. *Comment: No matter how you slice it, air personalities are an increasingly rare breed...not because there is a diminished demand for them, but because radio management has embraced voice tracking and syndication as a means of eliminating that \$36,120 salary. That Zupke believes new technology and other media sources are the culprits for the disappearing 'disk jockey' is, to put it politely, bullshit. - TK*

Syndicated "*Beyond The Beltway*" host **Bruce Dumont** will receive a Lifetime Achievement Award from the **Chicago Journalists Association** at the group's 69th annual dinner on September 26. Dumont, founder and President of the **Museum Of Broadcast Communications** and a former **Peabody Awards** board chairman, will be joined by veteran TV news anchor **Carol Marin** as this year's honorees.

On Monday, **Clear Channel** Country WML/Milwaukee MD/air personality **Mitch Morgan** will celebrate his 25th anniversary with the station!

Following a harrowing wildfire that destroyed or damaged 20 families' homes, **Citadel** Top 40 KZMG/**Boise** morning host **Dan Tooker** opened up his phone lines to help get the victims clothed and back on their feet. Tooker got all of the families clothed, and he was also able to set each family up in a hotel through the Labor Day weekend. Additionally, **Treasure Valley** Spanish KWEI's morning show called in and offered up their airwaves to allow the Hispanic population to help in the cause.

Sau Radio Christian Rock WJKN/Jackson, MI flipped to Christian Soft AC/Talk & Teaching format on Wednesday. The new format is known as "89.E The Message."

NRG Top 40 KQKY (HITS 106)/Kearney, NE afternoon talent **Jamie Thomas** becomes the station's new AMD.

Former CBS News WBBM-AM/Chicago morning co-anchor **Pat Cassidy** has joined crosstown **Citadel** Talk WLS-AM, partnering with **Jerry Agar** for middays.

Northwestern College Christian AC KTIS/Minneapolis has added **Jake Sommers** as its new evening talent.

McVay New Media, the Interactive arm of **McVay Media Consultants** headed by **Conclave** Board member **Daniel Anstandig**, taps **James Thomas** as an interactive consultant. Thomas will work with media companies on their digital business strategies and assist in the design of revenue generating programs. Prior to joining McVay New Media, Thomas was an interactive sales manager with **Regent Communications**.

Bill Gamble is now Dir./Operations and PD of the Denver cluster, which includes Country KWLI (92.5 The Wolf), Oldies KXKL (KOOL 105) and AC KIMN (Mix 100). Mix 100 PD **John Roberts** exits.

Clear Channel AC WOOD/Grand Rapids taps WNNK/Harrisburg midday talent **Kelly Iris** for PD duties. Sister AC WRVF/Toledo PD **Tom Cook** will continue to program the music for WOOD.

Former **CBS Radio/Denver** VP/Programming and VP/Classic Hits Programming **Keith Abrams** is the new Operations Manager for **Clear Channel/Cleveland's** 6-station cluster, which includes News Talk WTAM-AM, Country WGAR, Oldies WMJI, Top 40 WAKS, Active Rock WMMS and Hot AC WMVX.

Best wishes for a speedy recovery are directed toward **Clear Channel/Bakersfield** OM **Kenn McCloud**, who collapsed at the office last week and underwent heart surgery shortly thereafter. Before heading West a few years ago, Kenn plied his trade in Midwest radio (primarily Iowa).

Congratulations to **Entercom** AC KUDL and AAA KBLV/Kansas City, MO Imaging/Production Director and KUDL's Saturday Night Smooth Jazz Show host **Scott Larson** and his wife **Christen** on the birth of **Jacob Henry Leigh**.

WGLX (Wausau/Stevens Point, WI) mid-day jock **Casey Jones** and his wife **Misty** welcomed their first child...a gorgeous girl named **Anya!**

Jobs. Clear Channel Top 40 KDWB and sister Talker KTLK/Minneapolis need an imaging superstar. E-mail or mail resume, cover letter, position you're seeking and salary requirements to: Hiring Manager, Clear Channel, 1600 Utica Ave. South, Ste. 400, Minneapolis, MN 55416; E-mail: Employment@ClearChannel.com...**Minnesota Public Radio's** Current/Twin Cities needs a PD. For a complete description and instructions on how to apply, go to <http://americanpublicmedia.publicradio.org/careers/>. Click on the Program Director, The Current (107-09) link. Or, email a resume and cover letter to <mailto:careers@americanpublicmedia.org>...**R.P. Broadcasting** has three radio stations in Northern Minnesota (KKBJ AM & FM, WBJL FM) and seeks a sales rep. Send a cover letter and resume to **Dan Voss** 2115 Washington Ave. Bemidji, MN 56601 or email dvoss@kbbj.com...KQMG Radio of Independence Iowa is looking for a bright, talented sales executive. Call 847-674-0864 for additional information. Fax your resume at 847-674-9188... **Great Plains Media** has an immediate opening for Program Director for Hot AC KLZR (Lazer 105.9) and Active Rock KMXN (X 92.9)/Lawrence, KS. E-mail resumes and demos to **Ron Covert** (<mailto:rcovert@gpmnow.com>) or send to: Great Plains Media Attn: PD Search 3125 W 6th St. Lawrence, KS 66049...**Clear Channel Wichita** is seeking a Program Director for Country KZSN-FM. Resume and packages to: **Vicky Gutierrez**, Clear Channel Radio Wichita, 9323 East 37th St. North, Wichita, KS 67226...**The Illinois Center for Broadcasting** in Lombard, IL is seeking a Part-Time Broadcast Maintenance Engineer. Please send resumé and cover letter to: **Patrick Johnsen** School Director Illinois Center for Broadcasting 55 West 22nd Street Lombard, Illinois 60148 <mailto:johnsen.p@beonair.com> 630-916-1700 Fax: 630-916-1764... Sales Manager wanted. Send your resume today to: **Guinness Collins Spirit of Alaska Broadcasting** 2200 Parks Highway Wasilla, Alaska 99687... Wanted-Air Personality & Production Person. No less than 5 years radio experience please. T&R to Roxi **Lennox** KMBQ 2200 Parks Highway Wasilla, AK 99687 Ph: (907)373-0222...

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Hope Road, Menomonee Falls, WI 53051 Or via email to: schroeder@milwaukeekeeradio.com... **KFGE (Froggy 98)** has an immediate opening for the next great morning co-host! Please send a short mp3 of your best air work, resume, and references to **Steve Albertsen**, Operations Manager, **NRG Media**. 4343 O Street, Lincoln, NE 68510. You can also Email your information to salbertsen@broadcasthouse.com... **WYPW- Power 95-7/South Bend** has a rare night opening. If you live in the Midwest then send your MP3 and resume to marcus@power957.com... **Oldies 101.9, WKLU-Indianapolis** has an IMMEDIATE opening for a morning show host! Please send a short mp3 of your best air work, resume, and three references to mailto:Scott@WKLU.NET. Also looking for part-time air talents... **Minnesota cluster** seeks, reliable, mature, dependable, weekend part-time help with more hours possible throughout the week. Please note "weekend"; that is when you'll be primarily needed. **Boss-man** hates the words "I can't work", but if you can, you'll be paid, you'll have access to state of the art facilities and you'll gain great experience. Tell **The TATTLER** you're interested, and your name will be forwarded... **Salem/Minneapolis** needs an account manager. Contact **Nic Anderson** 651-289-4408 or email mailto:nicanderson@salemte.com for more info... **Immediate opening** - Client station needs Mornings. Team, hosts or co-hosts for growing market in West Texas. Qualifications: Friendly, upbeat, warm, relevant, active and interactive. As comfortable in the studio as out. Knows the top 5 topics of conversation each day and can relate them to an adult audience. Format not yet determined, but the mainstay of this station will be the morning anchor. Send tape, resume and headshots to: **Bob Quick** at **Quick Radio Consulting**, 824 Zeggert Road, Endicott, NY 13760 Serious inquiries only, no emails... All listings in Jobs represent equal opportunities and are provided free of charge. To place an ad, send particulars to: mailto:tomk@main-st.net no later than Thursday evening for Friday publication. No calls unless otherwise specified.

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