

35 YEARS OF THE TATTLER (1975-2009)

Volume XXXV Number 11 March 20, 2009

MAIN STREET

Presents

The Conclave

TATTLE R

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

**Nielson Music** Pres./CEO **Rob Sisco** steps down, effective in a couple months. Rob oversees **Nielson Soundscan**, **Nielson BDS** and other Retail Entertainment Information (REI) businesses. No replacement has been named, yet. Rob is a former Conclave Board member, and was the recipient of the Conclave's Rockwell Award in 2006.

The rumors of radio's death have been GREATLY exaggerated. According to the **Radar 100 National Radio Listening Report**, radio reaches more than 234 million persons 12+ during any given week. Radar-rated Networks show a greater audience reach as the number of commercialized PPM markets increase. The combination of **PPM** and diary respondents have shown more listeners to radio over the course of a week versus the 2007 Radar listening reports which were based on diary respondents alone.

The **NAB** announced the 50 finalists for the 2009 **Crystal Radio Awards** Monday. Finalists to be honored and winners announced on April 21st at the NAB show in Vegas. This year's finalists from around the neighborhood are: KCLR-FM/Columbia, MO, KFDI-FM/Wichita, KKLI-FM/Colorado Springs, KSTP-FM/Minneapolis, KTXY-FM/Columbia, MO, KUAD-FM/Windsor, CO, KXKT-FM/Omaha, KZKX-FM/Lincoln, WDBR-FM/Springfield, IL, WFMP-FM/Minneapolis, WGN-AM/Chicago, WIBC-FM/Indianapolis, WIKY-FM/Evansville, WJJY-FM/Brainerd, MN, WKRQ-FM/Cincinnati, WLEN-FM/Adrian, MI, WQRB-FM/Eau Claire, WI, WSWD-FM/Cincinnati, WTMX-FM/Chicago and WZPW-FM/Peoria.

The **Conclave** proudly presents the conclusion of an essential two-part webinar series expressly for radio air talent and PD's – "The Actor's Studio of Radio Talent With Tommy Kramer" – designed to help anyone, from a rookie to a veteran, develop major league skills as an air talent. Noted radio talent coach, **Tommy Kramer**, will teach this indispensable series. The series began this week, and it concludes at 3P EDT/2P CDT this coming Wednesday, March 25<sup>th</sup>. Conclave webinars are free, but pre-registration is necessary at <https://www1.gotomeeting.com/register/119363448>. In these two Webinar sessions, each participant will have the chance to see, step-by-step, the inner workings of the coaching process—what an individual should practice and why. Says Kramer, "**Tiger Woods** has a coach. So does **Jack Nicholson**. There's a reason professional athletes don't just draw plays up as they go. They plot, they plan, they practice, they rehearse. The thing about radio is that, as my friend **Valerie Geller** says, 'Everyone can talk, so what we do seems easy.' Right...like **Michael Jordan** made it look easy. But no one worked harder at it than Michael. I promise anyone viewing this webinar series: You WILL walk away from these sessions with the knowledge and confidence that will make you and/or your staff sound noticeably better the very next time you're on the air." Tommy Kramer has spent over 35 years in radio as an on-air talent, Programmer, and Talent Coach, and has worked with over 200 stations in all formats, specializing in coaching morning team shows. He also works with several of the country's most successful Voice Actors. He was elected to the *Texas Radio Hall of Fame* in 2003. Details on this webinar can be found at <http://www.theconclave.com>.

During today's *Don Wade & Roma Show* on WLS/Chicago, a listener challenged President **Barack Obama** to bowl his daughter after the President made a joke about *Special Olympics* on **NBC's Tonight Show**, last night. "I heard his comment last night and sent an e-mail to the White House asking him to bowl against my daughter the next time he's in town. He can name the spot," said listener **Dick Willix**. "She averages about 70 pins and is 4-foot 8-inches. He should spend an hour with someone like her. I even invited him to bring his daughters to come along." Obama was on NBC's Tonight Show with **Jay Leno** Thursday night and when asked about the White House bowling alley, Obama joked that his average score of 129 "was like the Special Olympics or something." The **White House** issued a statement apologizing for the comment before the show aired.

CONCLUDES NEXT WEEK!!

the Conclave Webinars

The Actor's Studio of Radio Talent with Tommy Kramer

Conclave Webinar!

Wednesday  
March  
25  
2009  
2 PM  
CST

Tiger Woods has a coach. So does Jack Nicholson. There's a reason professional athletes don't just draw plays up as they go. They plot, they plan, they practice, they rehearse. The thing about radio is that, as my friend Valerie Geller says, 'Everyone can talk, so what we do seems easy.' Right...like Michael Jordan made it look easy. But no one worked harder at it than Michael. I promise anyone viewing this webinar series: You WILL walk away from these sessions with the knowledge and confidence that will make you and/or your staff sound noticeably better the very next time you're on the air. Join Tommy Kramer for the conclusion of this 2-Part Exclusive Webinar, 3/25 at 2 PM CST.



Tommy Kramer

**FREE**, but you must Pre-register! Visit [www.theconclave.com](http://www.theconclave.com) for details!

trim the bottom  
**LINE**  
MusicMaster

not your  
good  
people



**ARE YOU**  
paying too  
much for  
obsolete  
music  
scheduling  
software?

barter, lease, or buy

**Music Master**  
Scheduling

The World's #1 Music Scheduling  
Software for Windows®

[www.mmwin.com](http://www.mmwin.com)

**Regent Communications** signs on with **Riley Investment Management LLC** and **Riley Investment Partners Master Fund, LP**. According to the terms, Riley agrees not to commence any proxy fight or form, join a group or act in concert with any person or entity to change the composition of Regent's Board of Directors until December 31<sup>st</sup>, 2009. Regent already reduced the size of the Board to six from seven. Those six will be nominated for re-election and **John H. Wyant**, a current board member, was appointed Chairman. **William P. Sutter, Jr.** resigned as Director and Chairman.

**Sound Exchange** Exec. Dir. **Jon Simson** laid out the Record label's plan of attack in justifying a performance royalty for radio this week, facing off against **Scott Gillmore** of **Emmis**. Simson argued that since radio pays for sporting event coverage, they should pay for "coverage" of music. Simson laughed at radio's argument of promotional clout, citing 60% of music on the radio is more than 2-years old. "Do you think The Beatles still need promotion?" Simson said. "Radio is selling memories." Simson went on to note that a new study shows satellite radio listeners buy, on average, only 3-fewers CDs a year, so Radio's promo strength isn't quite as strong as it thinks. Gillmore said. "Broadcasters basically have no leverage there, and we've been able to do nothing in terms of telling our piece there...it's not a willing seller/willing buyer exchange there - it's a government board that appears to be in the pocket of major labels." Simson shot back, saying: "This is really about the 20% of stations that made 80% of the \$16 billion that broadcast radio earned in 2007, of which they paid zero to recording artists."

Syndicated morning man **Tom Joyner** and several other leading minority radio broadcasters explained the negative impact a performance tax would have on minority owned stations at a congressional staff meeting this week on Capitol Hill. The panel told how the **RIAA**-forced royalty bill would destroy diversity in Urban radio and put even more jobs at risk. The panel included: **Radio One** Founder/Chairman **Cathy Hughes** and Pres./CEO **Alfred Liggins**, **ICBC Broadcast Holdings** Pres./COO **Charles Warfield** and **Sherdian Broadcasting** SVP/CFO **Susan Davenport Austin**.

Because of the rising online music royalty rates, **Jerry Lee**-owned AC **WBEB/Philadelphia** has yanked its online stream. **WBEB's** stream was so powerful, it was showing up in the PPM ratings. "The excessive **SoundExchange** rates don't work for artists, for local radio stations, or for listeners," said Lee. "Many stations, including mine, won't be able to afford to stream music. Less

streaming means fewer revenue opportunities for stations and ultimately less money for the artists who receive royalties. It's puzzling why **SoundExchange** would want to destroy a potential growth business opportunity for the artists it purports to represent." Lee estimates that by 2015, half the revenue from streaming will go directly to **SoundExchange**.

*LETTER TO THE TATTLER.* Last week, the **TATTLER** commented on the Washington deliberations regarding the Royalty issue separating radio and the music industry, posturing that neither industry would want to bring payola - and its potential for self-incrimination - to the floor of Congress to bolster their respective arguments. **Tony Coloff**, GM of **KIOW/Forest City, IA** forwarded this response:

"Oh yes! We DO need to bring the payola-plugola rules into the discussion, as well as many other points. (I'll leave out the extended discussion on each point and leave that to you to explore and expose one point every week in support of what free local radio does for recorded performances in every issue you put out.)

1. Radio DJ's and Music Directors are required by law to select artists for public exposure solely on artistic merit. No payola. No plugola. Radio does not get paid for the exposure it gives. And radio doesn't charge the listener for the service they provide.

2. Record label lawyers have convoluted the whole radio-record artist business model. They want to be on a very unfair easy-money, congressional mandate for radio money, rather than compete in the free market for exposure and sales of record label product.

3. Local free radio is not a USER of music like the myriad other users of popular music. Local free radio - due to its mass audience and weekly, local 98% audience exposure - is THE UNIQUE DEVELOPER, exposer, promoter, and popularizer (through many repetitions) of new AND old music, touching multiple new AND old generations of listeners. For instance, nobody would remember or care about a longtime dead **Buddy Holly** - and a label wouldn't have cause to release a new CD of his music - if it weren't for the free local radio promotion, free local radio play, free local radio exposure and free local radio support of the **Buddy Holly Tribute** and **Buddy Holly** music that continues to be heard in the North Iowa area over the past 25 years. Local radio made it happen, NOT OVERPAID RECORD LABEL LAWYERS.

4. Artists are only as good as their next release. When artistic merit dips, they are off the playlist, and another artist gets the opportunity for exposure and popularity

5. Record artists are already paid. The artist is paid every time a radio station plays their music through free exposure. That

**The 2009 Conclave Learning Conference!**  
**July 16-18, 2009**  
**Bloomington Sheraton Hotel • Minneapolis**

**Keynote #1**  
**Jeff Haley**  
**President/CEO**  
**R.A.B.**

**Tuition only \$249**

exposure should be paid for as advertising, like every other business pays for their advertising of their product. The artist is paid every time they sell a CD or online iTunes cut. The artist is paid every time a radio station promotes - for free- the artists next concert appearance. The artist is paid every time the station talks about them and keeps their exposure alive. Instead of going after radio, the artists should be going after a larger share of their label's CD and online sales.

6. Most record artists are already paid as composers. They are already getting paid fees for their compositions they perform. If the performance tax is passed, artists would get an unfair double dip.

7. Local free radio should be charging advertising time for every time they play a record label track. That would be \$20 per time for 5 minutes on my station.

8. Radio exposes, promotes, and makes popular, new recorded performances to all generations. It does the same with old recorded performances, exposing them to the young generations who weren't around when the tracks were first popularized by radio. This results in music sales.

9. I won't even mention local area artists that local radio plays at no charge, artists whose recordings may be less in production quality, but high on artistic merit.

10. Other free local radio services too numerous to mention. Who are you supporting on this performance tax debate? It sounds like you line up with record labels and congressmen, taking for granted what radio does for artists - regarding it with no value. Or is this just about greed and money? To me, they just don't give a damn about how the real world works. Brother, you haven't seen 5% of what could happen if this performance tax is passed. I may have to go off the air for 18 hours a day, after our local news, information, sports, and many other features have been broadcast for the day, while playing nebulous non-licensed music in-between."

*(To respond to any TATTLER story or commentary, send an email with your thoughts to tomk@theconclave.com.)*

**Christian Voice of Central Ohio's** bid to buy land for a new tower for Christian WCVO/Gahanna-Columbus, OH on city land has been rejected by the board of trustees at Plain Township, OH after backlash from citizens. The deal was originally approved in December.



A Special "Tell All" **Conclave** Webinar Coming 4/8! Watch for details!!

**Bonneville** Alternative WSWD/Cincinnati announced their recent support for the **Music Resource Center of Cincinnati**, providing outreach programs for at-risk youth and will expand in April with the grand opening of their new building in Evanston. WSWD, along with Bonneville International will provide 312k in airtime to promote the effort. Music Resource Center's Executive Director, **Karen D'Agostino** said, "The enthusiasm shown by the Bonneville team is truly a blessing and will help us increase awareness of our organization."

Did **Bonneville** Country WUBE/Cincinnati provide the inspiration for the **Carrie Underwood/Randy Travis** duet, "I Told You So?" Shortly after the song came out, WUBE Night slammer/Prod god **Jesse Tack** remixed a special version with both vocals. The station debuted the song on the Morning show January 14th with tremendous response. Randy and Carrie performed the song on **American Idol** this past Wednesday.

Congrats to **Midwest Family** Country WWQM/Madison PD **Brad Austin** and the staff for raising \$100,452 for **St. Jude Children's Research Hospital** last week.

**Dial Global's Ed Schultz** - a 2008 Conclave Learning Conference keynoter - landed an exclusive interview with **President Barack Obama**, yesterday - in advance of the Leno appearance.

**Sheyenne Valley Broadcasting** Country KQLX/Lisbon-Fargo, ND flips to Talk.

**Cumulus** Talk WLBY-AM/Ann Arbor drops Liberal talk for Business talk.

**Salem** talker WIND-AM and **Newsweb** Talk WCPT-AM-FM/Chicago teamed up for "The Great Debate." **Salem's Michael Medved** went head-to-head with **Dial Global's Thom Hartmann** in a sold out event at the Meadows Club in Rolling Meadows, Thursday. WIND's **Chris Cotto** and WCPT's **Dick Kay** moderated while Cotto's co-host at WIND, **Big John Howell** was emcee.

# In 119 Days...

## The 2009 Conclave Learning Conference!

July 16-18, 2009

Bloomington Sheraton Hotel • Minneapolis

### \$249

Full Tuition, includes most meals, snacks & libations

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



**JUST 13 DAYS LEFT TO SAVE \$100!** The 34<sup>th</sup> Annual Conclave Learning Conference. **RAB's Jeff Haley, Keynote!** Agenda details coming! **July 16-18, 2009. Sheraton South/Minneapolis. Tuition, just \$249 (hundreds of dollars less than any other major conference in the industry!) until 3/31/09. Register Now. Save Now!! Visit <http://www.theconclave.com>.**

**Midwest Communications** Talk WDSM-AM/Duluth sounds like it may be having some communication problems. Long-time station morning man **Low Latto** exits. Or does he? Latto pins the decision on Market Manager **Ron Stone** who denies it, saying, we "haven't actually worked that out yet. I don't know why he would have said that." Latto is upset, so he "may just retire." The details are sketchy, but Latto has been with the station since he graduated High School in 1958 and also owns radio stations elsewhere in Minnesota. The story broke in the *Duluth Herald* earlier this week.

**Entercom's** WXTR-AM/KC will once again be the official station for **KC Royals** Baseball in 2009. Veteran Royals Radio Network broadcasters **Denny Matthews, Bob Davis** and **Steve Stewart** will call all the action. Sunday games will air on sister-station KMBZ-AM.

This week, **The Museum of Broadcast Communications** (MBC) in Chicago announced it would name its public program and special events venue *The Paul and Angel Harvey Center*. These two legendary radio broadcasters were long-time dedicated MBC supporters.

**Tribune** Talk WGN-AM/Chicago's next 1-4p CT fill-in will be journalist and "Inside Edition" Special Correspondent - and 2008 Conclave Learning Conference keynote - **Rita Cosby**. Cosby will host the show next week (3/23-27).

Former **Hubbard** Talk KSTP-AM/Minneapolis midday host **Tommy Mischke** is now doing his show for **Village Voice Media** alternative weekly newspaper **City Pages**. The show airs from 2-4p CT weekdays with Mischke also writing for the paper and doing videos for their site. Check it out at: <http://www.citypages.com/mischke>.

**Radio One** Top 40 WNOU/Indianapolis night timer **Austin** exits.

**Cumulus** Country WFMS/Indianapolis night guy **Darren Tandy** exits.

Condolences to the family and friends of former **CBS Radio News** WBBM-AM/Chicago morning anchor **Dale McCarren** who passed Monday after battling a long illness. McCarren was one of the original anchors back in 1968 and also did evenings and served as staff announcer for sister WBBM-FM and the CBS Radio Network.

Condolences to the family and friends of former DJ **James Dunn** (Pat Thomas) who died in February at 52. Dunn worked at WBCL/Ft. Wayne, WAJI/Ft. Wayne and WFWI/Ft. Wayne.

Condolences to the family and friends of **Backyard Broadcasting**/Anderson-Marion-Muncie, IN News Director **Dave Stout** who passed last week at 63.

**Jobs. Mendota Broadcasting** Full Service WSPL-AM/Streator, IL is looking for someone to thrive in a small community. If you can do it all, send your stuff to: [employment@theradiogroup.net](mailto:employment@theradiogroup.net)...**KM Communications**/Independence, IA needs an AE who understands that the harder you work, the more money you will make. Developing new business and building strong relationships with local businesses is a must! Radio or TV sales experience required. Send resume to: [jeffc@kqmg.com](mailto:jeffc@kqmg.com)...**Salem/Minneapolis** needs a FT AE with sales experience for their three station cluster, two quarterly magazines and their web elements. Cold calling required. Send resume and cover letter to: [nicanderson@salemte.com](mailto:nicananderson@salemte.com)...**Urban Radio**/Toledo, OH also has an AE opening. If you are ambitious, possess an entrepreneurial spirit and understand and enjoy the sales and marketing process, then you should investigate this career opportunity. Email your package to: [davidharrison@urbanradio.fm](mailto:davidharrison@urbanradio.fm)...**Federated Media** Active Rock WBYR/Ft. Wayne, IN is wants an open-slate to do a VERY personality-driven PM driver show. Send the good to: [afternoons@989thebear.com](mailto:afternoons@989thebear.com)...**Radio One** Top 40 WNOU/Indianapolis is on the look-out for America's next top night entertainer/Imaging Director. If you are out of the box, creative, interactive and willing to meet every single listener, send your absolute best to: [wno.ouair@gmail.com](mailto:wno.ouair@gmail.com)...**Three Eagles**/Watertown, SD needs a Full Service News Director. If you know how to run and build a news department and always find the local angle, send your T&R to: [mneudecker@kwat.threeeagles.com](mailto:mneudecker@kwat.threeeagles.com)...**Go Radio** Active Rock KQWB/Fargo is looking for their next midday talent. Do you know new Rock and have a solid understanding of what's important to the Active Rock listener? If you know your way around the prod

THE CONCLAVE/MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD #104, MINNEAPOLIS, MN 55416

PHONE/FAX: 952.927.HITS (4487)/927-6427 Publisher: Tom Kay at [tomk@main-st.net](mailto:tomk@main-st.net) Web: [www.main-st.net](http://www.main-st.net)



## Fall Book 2008

### Bismarck, ND (#286)

Country KBMR springs to the top.

Station	Format	Owner	Spr	Fall
KBMR-AM	Ctry	ClrChnnl	9.5	13.1
KFYR-AM	N/T	ClrChnnl	10.3	11.5
KSSS-FM	ClsscRock	ClrChnnl	11.1	10.7
KQDY-FM	Ctry	ClrChnnl	10.3	9.8
KACL-FM	Oldies	Cumul.	8.7	9
KYYY-FM	HotAC	ClrChnnl	7.1	8.2
KKCT-FM	T40	Cumul.	7.9	5.7
KUSB-FM	Ctry	Cumul.	6.3	5.7
KQDY-FM	ClsscRock	Cumul.	6.3	4.9
KNDR-FM	ChrstnAC	CentDakEnt.	2.4	2.5
KXMR-AM	N/T	ClrChnnl	3.2	2.5
KLXX-AM	N/T	Cumul.	1.6	1.6
KCAD-FM	Ctry	ClrChnnl	0	0.8

### Grand Forks, ND (#292)

Rock KJKJ and T40 KKXL swap spots again.

Station	Format	Owner	Spr	Fall
KJKJ-FM	Rock	ClrChnnl	12	12.5
KKXL-FM	T40	ClrChnnl	9.4	11.6
KNOX-AM	Ctry	Leighton	8.5	7.1
KQHT-FM	AC	ClrChnnl	7.7	7.1
KYCK-FM	Ctry	Leighton	6	7.1
KSNR-FM	Oldies	ClrChnnl	6.8	6.3
KROX-AM	N/T	Gopher	4.3	4.5
KZLT-FM	AC	Leighton	5.1	4.5
KFGO-AM	N/T	JIngstad	2.6	2.7
KNOX-FM	Ctry	Leighton	2.6	2.7
KCNN-AM	N/T	Leighton	3.4	1.8
KKEQ-FM	ChrstnAC	PineToPr'e	0.9	1.8
KKXL-AM	Stnrds	ClrChnnl	1.7	1.8
WDAY-AM	N/T	Forum	1.7	1.8
KFYR-AM	N/T	ClrChnnl	0.9	0.9
KKCQ-AM	Talk	PineToPr'e	0	0.9
KKCQ-FM	Ctry	PineToPr'e	0.9	0.9
KMJO-FM	ClsscHits	JIngstad	0.9	0.9
KRJB-FM	Ctry	R&J	0	0.9
KRJM-FM	Oldies	R&J	0.9	0.9
KRWK-FM	ClsscRock	JIngstad	0.9	0.9
KTRF-AM	N/T	IowaCity	1.7	0.9
WBJI-FM	Ctry	RP	0	0.9
WDAY-FM	T40	JIngstad	0.9	0.9
WZFG-AM	N/T	SMAHH	0	0.9

### Springfield, MO (#136)

AC KGBX tightens the race.

Station	Format	Owner	Spr	Fall
KTTS-FM	Ctry	Journal	14.8	13.8
KGBX-FM	AC	ClrChnnl	7.4	12.1
KSGF-FM/				
KSGF-AM	N/T	Journal	3.2	6.7
KSPW-FM	T40	Journal	7.2	6.7
KQRA-FM	Alt	MidWstFam	3	4.7
KKLH-FM	ClsscRock	MidWstFam	2.5	4.4
KTOZ-FM	HotAC	ClrChnnl	3.7	3.9
KXUS-FM	Rock	ClrChnnl	4.2	3.7
KWTO-AM	N/T	MeyerComm.	2.5	3.2
KOMG-FM	ClsscCtry	MidWstFam	4.9	3
KSWF-FM	Ctry	ClrChnnl	4.7	3
KTXR-FM	AC	MeyerComm.	3.7	3
KWTO-FM	Sports	MeyerComm.	3	2.5
KOSP-FM	Oldies	MidWstFam	5.7	2.2
KZRQ-FM	ActRock	Journal	4	2
KADI-FM	ChrstnCHR	Vision	0.7	1.2
KGMV-AM	Sports	ClrChnnl	0.5	1.2

### Duluth-Superior, MN-WI (#211)

Hot AC KBMX overtakes N/T KDAL.

Station	Format	Owner	Spr	Fall
KBMX-FM	HotAC	GapWest	7.5	10
KKCB-FM	Ctry	GapWest	6.7	9.1
KLDJ-FM	Oldies	GapWest	6.7	8.7
KDAL-AM	N/T	MidWComm	8.4	7
WDSM-AMN/T		MidWComm	3.8	6.1
KQDS-FM/				
KBAJ-FM	ClsscHits	RedRockRadio	8.4	5.7
KDAL-FM	AAA	MidWComm	5.4	4.3
WWAX-FM	AC	RedRockRadio	3.8	4.3
KHQG-FM	Rock	MidWComm	4.6	3.5
KTCO-FM	Ctry	MidWComm	5	3.5
KZIO-FM	ActRock	RedRockRadio	4.2	2.6
WEBC-AM	Talk	GapWest	2.5	2.2
WKLK-AM	Oldies	Quarnstrom	1.7	1.7
WKLK-FM	ClsscRock	Quarnstrom	0.8	1.7
KQDS-AM	News	RedRockRadio	0.4	0.9
WTBX-FM	HotAC	MidWComm	0.4	0.9
KGPZ-FM	Ctry	LattoGrp	0.4	0.4
WGEE-AM	Talk	MidWComm	0.4	0.4
WMOZ-FM	Oldies	Quarnstrom	0.8	0.4
WNMT-AM	N/T	MidWComm	0	0.4
WNXR-FM	Oldies	Heartland	0.4	0.4

**12+ M-Su, 6AM-12AM**  
**Spring '08 - Fall '08**  
**comparisons, unless otherwise noted**



**ARBITRON**  
 ' 2008 *All rights reserved.*



**AT THE CROSSROADS**  
Session CDs

# AVAILABLE FROM THE CONCLAVE

**CONCLAVE MEMORIES**  
Buy The Book!

FOR SALE NOW! LOG ONTO [WWW.THECONCLAVE.COM](http://WWW.THECONCLAVE.COM) FOR DETAILS!

KEYNOTES/KEYNOTE SESSIONS

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 STUDY

LEE ABRAMS: HISTORY OF THE FUTURE

ROYALTIES- THE DEBATE

THE PROMOTION SUMMIT

WORKING WITH CHARITIES

UNDERSTANDING AGENCIES

REACHING YOUNGER DEMOS

MARKETING IN A PPM WORLD

BEING PC



**30 Years**  
of the Conclave!  
**\$9.95/FREE SHIPPING!**

THE CONCLAVE/MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD #104, MINNEAPOLIS, MN 55416

PHONE/FAX: 952.927.HITS (4487)/927-6427 Publisher: Tom Kay at [tomk@main-st.net](mailto:tomk@main-st.net) Web: [www.main-st.net](http://www.main-st.net)