

35 YEARS OF THE TATTLER (1975-2009)

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MAIN STREET

Presents

The Conclave

TATTLER

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The **Conclave** is proud to announce the 2009 Rockwell Award has been awarded to TWO longtime radio executives – Saga Communications' **Steve Goldstein** and programmer/consultant **Kipper McGee**! Both will be honored at the annual Awards Luncheon (sponsored by Arbitron) during the Conclave Learning Conference scheduled for Friday July 17th at the Sheraton Hotel South in Minneapolis. Goldstein responded to the new by saying, "This is a terrific honor from one of radio's truly great organizations – The Conclave. I appreciate the recognition." And McGee reflected, "This award reflects the Conclave's values of quality radio, community service, and betterment of our industry which Mike Rockwell exemplified. Having had the great good fortune of serving with Mike during the early days of the Conclave board, I'm both humbled and deeply honored to join the all-star ranks of recipients, including my former colleague, mentor and co-recipient, Steve Goldstein, in receiving this recognition." Steve is Executive Vice President and Group Program Director for **Saga Communications**, and has been employed by Saga since its inception in 1986. Kipper considers himself "a recovering radio program director" and is now a consultant at his own company, and – in his words – "is now focused on bringing the exciting opportunities of digital media to those not yet converted within the 'original' wireless community." Provided annually by a vote of the Conclave's Board of Directors, the Rockwell Award is the Conclave's highest honor. *Commentary: The Rockwell Award is meant to recognize those who have contributed to the rich legacy of the industry in broadcasting, communicating and mentoring. Both Steve and Kipper epitomize those contributions. We're proud to count them as friends and now, deserving honorees of the Conclave. - TK*

Learning Conference Details! The Conclave announced details of the 34th annual Learning Conference, July 16-18 in Minneapolis. The agenda will follow 6 specific tracks, with sessions occurring in

rapid-fire succession so that each attendee will be able to achieve the utmost in knowledge in just 48 hours. Those tracks and the sessions within them include: **The Promotion Summit**- addressing the promotional challenges of event planning, NTR, budgeting, and research. **Formatics** - including sessions addressing the needs of country, urban, AC/Hot AC, oldies/classic hits, top 40, rock, and more. **Techno/Interactive** - presenting cutting-edge sessions in podcasting, mobile technologies, and updated results from the Jacobs Media Tech Survey. Management/Programming – focusing on staff interactivity, sales integration, music industry/programming conflicts, and website monetizing/management. **Life Skills/Empowerment**- addressing individual skills assessment, vocational directions, and mentoring. And finally, **Conclave College**- featuring in-depth explorations of subjects vital to personal and industry growth. Radio Advertising Bureau President/CEO, Jeff Haley, will keynote the event on Friday, July 17, with more keynotes to be announced. "Stuffing nearly 30 sessions and events into a constricted time frame allows an attendee to gain the knowledge for which the Conclave is known while severely trimming a registrant's expenses," acknowledged Board Chairman **Tim Kelly**. The site of this year's event is the Sheraton South in Minneapolis (Bloomington). Sleeping rooms are priced far less than last year, just \$119/night+taxes. Parking is free, and a free shuttle runs between the hotel and airport throughout the day. All Conference Sessions, exhibits, and social events will take place on the same floor of the Sheraton. While Conference tuition covers most meals and snacks, a wide array of eating and drinking alternatives are within minimal walking distance from the hotel. Noted Agenda Chairperson **Michelle Novak**, "Ironically, the economy is helping us by providing the lowest summertime airfares this country has seen in a decade while forcing gas prices to their lowest level in years, making it easier to travel to Minneapolis than it has been in some time." Conference tuition is just \$249, until April 1st. Given its 48-hour timeframe, the conference will cost just a bit over \$5/hour. Now, that's a bargain. For more information about the Conference and all Conclave programs, visit <http://www.theconclave.com>. *Commentary: Everything surrounding this summer's event has been crafted with a laser focus upon the new realities of our economy and the industry. From the location of the event to the agenda that will comprise it, the Learning Conference has been created to maximize education at a minimized cost for those attending. And as our advertising promises, it will all be achieved in 48 hours! We understand many conferences and industry gatherings are being abdicated because of the economic environment. But we believe a coming-together of the industry to obtain the tools necessary to rise to our challenges while reinforcing our interpersonal solidarity is exactly what we need right now to bypass mere survival and flourish once again as an industry. - TK*



PPM Straight Talk with Bob Michaels

Since its introduction to the industry, PPM has been the source of fact, fiction and innuendo. Now, perhaps for the first time in your career, get the straight talk from someone involved with PPM since its beginnings in 1992: MediaSense's Bob Michaels, former VP of Programming Services from Arbitron! Not in a PPM market? Bob promises to give you valuable audience information even if you're in a diary - or even non-rated - market! Bring your ratings questions, comments, frustrations, hopes and dreams to share! This promises to be your webinar as much as it is Bob's! Join Bob for this revealing and exclusive Webinar, **Wednesday April 8th at 2 PM CST.**



Bob
Michaels

Conclave
Webinar!

Wednesday
April
8
2009
2 PM
CST

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Clear Channel Sports KXNO-AM/Des Moines aired 12 "F-bombs" last week. During a break, the mic was accidentally left open when host **Marty Tirrell** blasted Morning man **Larry Cotlar** over media credentials for the previous week's state high school boys' basketball tournament before an NCAA tournament preview show. Tirrell wanted Cotlar out of the studio, saying he would "f***ing clock you." Tirrell was also heard yelling that Cotlar "caused a f***ing hornet's nest. You're jealous of us" while claiming Cotlar "embarrassed Clear Channel." This went on for 75 seconds while no one knew it was all going over the air. Mysteriously, neither show aired on KXNO, Monday, with **Fox Sports** and **Dan Patrick** airing instead. Three unnamed employees have been suspended. Let me guess who...Cotlar, Tirrell and the minimum wage board-op.

Citadel Talk WLS-AM/Chicago drew national attention this week when former Illinois Governor **Rod Blagojevich** filled in for **Don Wade** and **Roma** on Wednesday. Blago claimed he was "hijacked" from office while ripping his successor, **Pat Quinn**, for a proposed tax increase. Blago also pimped a book but didn't really talk about his legal challenges ahead, saying only, "the truth shall set you free." If you remember, the former Governor was impeached for allegedly trying to sell the vacated Senate seat left by Barack Obama.

As reported here, *the 2006 Learning Conference keynoter* and **FCC** Commissioner **Jonathan Adelstein** is leaving the Commission and has been nominated by the **Obama** White House to head the Rural Utilities Service for the Dept. of Agriculture. Adelstein joined the FCC in 2002 and has stayed on during the transition after his second term expired last June. In his new gig, Adelstein will oversee the expansion of broadband service in rural areas as well as water, electricity, waste disposal and other projects.

Lake Wobegon County may make a transition from fictional radio destination to a real place in Minnesota. Several state legislators are proposing a merger of **Stearns** and **Benton** Counties and a part of Sherburne County into a single new county. Lake Wobegon is the setting for and was made famous by **Garrison Keillor's** public radio show. The name could be subject to change, as residents have to vote on it. St. Cloud is split among those three counties.

Rumors continue to swirl about **Dial Global** host and last year's *Conclave Learning Conference keynoter*, **Ed Schultz** joining **MSNBC** as a permanent host. Schultz guest-hosted on MSNBC twice this month but official word says no contract as been offered...YET!

The next Conclave Webinar! "*PPM Straight Talk With Bob Michaels*" will happen Wednesday, April 8th at 3PM EDT/2PM CDT. Since its introduction to the industry, PPM has been the source of fact, fiction and innuendo. Now, perhaps for the first time in a programmer's career, get the straight talk from someone involved with PPM since

its beginnings in 1992: MediaSense's **Bob Michaels**, former VP of Programming Services from **Arbitron**! Not in a PPM market? Bob promises to impart valuable audience information for those in diary – or even non-rated – markets! Bring your ratings questions, comments, frustrations, hopes and dreams to share! This promises to be the registrant's webinar as much as it is Bob's! FYI - Bob Michaels spent 17 years at Arbitron progressing within the company to become the first ever VP of Programming for Arbitron. After spending years within the world of diaries, Bob moved to Arbitron's PPM service as VP of Programming for radio and television. Three years ago Bob departed Arbitron to start his own consulting company, **Bob Michaels' MediaSense**. Conclave webinars are always free, but pre-registration is necessary at <https://www1.gotomeeting.com/register/701368234>. *Commentary: Can anyone think of a better presenter than Bob Michaels to make heads or tails out of the brave new world of PPM and what it means to broadcasters whose stations are measured by ANY means, we haven't met them. Bob is the best, and after you log onto this webinar, you'll know why. - TK*

Federated Media Country WQHK and Hot AC WMEE/Ft. Wayne, IN Asst. OM/MD **Dave Michaels** was hurt during a hit-and-run Wednesday. According to sources, an uninsured driver T-boned Michaels driver door and spun him into a bus. The driver fled the scene on foot and still hasn't been found. Dave has broken ribs, collarbone, pelvis and hip and also banged his head pretty hard and also suffers from concussion at **Parkview Hospital** in Ft. Wayne. Best Wishes on a speedy recovery.

Wilks Country KFKF/Kansas City PD/Morning guy **Dale Carter** is running for public office. Carter wants a seat on the city council in his hometown of Blue Springs, MO. Voting to be held in April 2010.

Bonneville Alternative WSWD and Hot AC WKRQ/Cincinnati shocked a group of students from the **Music Resource Center** when they thought they were getting a tour of the station. Instead, **Flo Rida** arrived making the students going crazy. He talked about the importance of staying in school, finding a solid career and working hard to achieve goals. PD **Jay Kruz** planned the event, saying, "We hope Flo Rida's success story is an inspiration to the students."



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BIA Advisory Services' latest "Investing in Radio" quarterly report predicts radio revenues will stay below average even saying that the top 50 markets will see 11% declines with mid-sized markets feeling a 9 and a half percent decline. 2008 ended with 16.7 billion in revenue, short 8.5% a year ago with mid-sized markets dropping 6.6%. Online revenues are up \$76 million and are projected to keep rising \$132 million each year until 2013. BIA thinks revenues will rebound in 2011. BIA VP **Marl R. Fratrick**, Ph.D says, "Technological advances such as online advertising, mobile device advertising, and other new-to-radio advertising could be a solution for offsetting declines in traditional radio revenues, especially in larger markets where these options could have a greater affect." *Commentary: That settles it. Radio makes money. Of course, the way radio companies are behaving implies the industry is taking big losses. Laying off 10% of your workforce, as some have done, tends to reinforce that notion. But the fact is radio is profitable, just not as profitable as it once was. The problem isn't revenue. It's shrinking profit margin. That means something has to give if paychecks at the top continue to have the maximum amount of digits behind the "\$" and the decimal. Unfortunately, that means employee layoffs weekly, and reduced local programming by the day. Somebody, please remind us again how this severe reaction by the medium better serves the public interest? – TK*

The **Music First Coalition** released another report this week, claiming that 3 out of 4 radio stations will only pay around \$5k a year to clear music rights. "Corporate radio can run, but it can't hide behind small, public and non-profit radio stations in the fight to secure a fair performance right on radio," Executive Dir. **Jennifer Bendall** said upon release of the new numbers on the impact of the Performance Rights Act. In Vermont, Mississippi, Montana, North Dakota and Alaska, 90% of stations would pay \$5k or less. The response from **NAB EVP Dennis Wharton**, said the "NAB is delighted by the growing bipartisan opposition in Congress to **RIAA's** attempted fleecing of America's hometown radio stations. Five thousand dollars may not sound like a lot of money to a fat-cat foreign record label mogul from Paris, France. But in Paris, Texas, a \$5,000 loss in revenue could threaten a station's ability to carry AMBER Alerts, emergency weather warnings, and high school football games."

The **NAB** was busy this week announcing nine additional lawmakers have signed onto the bi-partisan resolution opposing an introduction of "any new performance fee, tax, royalty or other charge" on local radio station. Those on our side now reach 158 in the **House of Representatives**.

A Senate version of the "Local Community Radio Act of 2009" has been introduced by Sens. **Maria Cantwell** (D-WA), **John McCain** (R-AZ), **Patrick Leahy** (D-VT), **Dick Durbin** (D-IL), **Russ Feingold** (D-WI) and **Charles Schumer** (D-NY). The bill shares the same name and same direction as the House Bill, seeks to expand the number of low-power FM's nationwide by elimination third-adjacent-channel interference consideration for LPFM apps, possibly opening the door to more low power community stations.

The "Free Flow of Information Act" is back at it in the House after passing last year, but failing to even get a vote in the Senate. This year's version offers a qualified privilege to journalists to protect their sources, with an exception for classified info that could endanger national security or info that could prevent imminent death or bodily harm, which would be balanced against the public's right to know.

The **HD Digital Radio Alliance** announced that 1,000 multicast stations now broadcast on-air and 100 SKU's are now available at retail. The Alliance was formed 3 short years ago, but already boasts of broadcasters commitment to the technology while manufacturers have added **HD Radio** in products rapidly. The Alliance also announced their new ad-campaign to air on over 700 stations in the top 100 markets.

Arbitron released a sample quality metrics for the Feb '09 **Portable People Meter** survey. On average, the 14 PPM markets for the February 2009 survey reports, PPM panels delivered: Persons age 6 and older sample targets at 109 percent; Persons age 18-54 sample targets at 103 percent; Black Persons age 6 and older sample targets at 105 percent; and Hispanic Persons age 6 and older sample targets at 113 percent. In the eight PPM markets that qualify for Spanish-language weighting, the PPM panels delivered: Hispanic Spanish-Dominant sample targets at 137 percent; and English-Dominant sample targets at 109 percent. Among Persons age 18-34, the average performance across the 14 markets is 94% of the sample target. By race/ethnicity, Black Persons age 18-34 averaged 89% of target and Hispanic Persons age 18-34 averaged 101% of target. Arbitron recently noted that it has been over-delivering the sample for total Persons 6+ in an effort to boost sample size in key demographic groups. The company has implemented new initiatives designed to help it manage the panels closer to the target for Persons 12+, while continuing to achieve average sample benchmarks for young adults and Black and Hispanic persons.

Get ready to pay more for music you download off the world's largest music store. **Apple's iTunes** will now charge \$1.29 per song beginning April 7th, up from 99 cents. *Commentary: Here's another test. Let's see how the price rise will curb the habits of the majority of downloaders. That is, those who download illegally. We tried to ask, but they were too busy laughing. – TK*

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The **Gospel Music Association** announced the finalists for the 2009 GMA/Christian Music Broadcasters Radio Station of the Year Award. Neighborhood nominees include: KTIS/Minneapolis for Major Market Station of the Year. WLAB/Ft. Wayne picked up a nod for Small Market Station of the year. GMA notifies winners before the 40th Annual GMA Dove Awards on April 23.

Dennis Wallace's Alma Corp. has closed on the sale of a construction permit for new FM, KNDH/Hettinger, ND to **Karl Lieber's Midnation Media** for \$60k. Not many people live in ND, but even less live in Hettinger which is in the southwest corner of the state, directly north of the South Dakota border.

Kudos to **Clear Channel** Country KCCY/Colorado Springs PD **Jesse Garcia** and staff for raising \$104,059 for **St. Jude Children's Research Hospital**.

Envision Radio Networks adds **Journal** Rock KJOT/Boise to the growing list of affiliates for the "**Todd-N-Tyler Radio Empire**" syndicated morning show.

CBS Top 40 KLSX (AMP)/Los Angeles, Kiss/Dallas and NOW/NY ink Promo whiz **Paige Neinaber**. Will the morning mayor of **Scandia**, MN also find time to conduct another red-hot **Conclave** webinar next month? Just wait and see!

Clear Channel Urban WGCI/Chicago PD **Kris Kelley** announces the station will return to local mornings April 1st. "The Morning Riot" will be hosted by **Tony Sculfield**, **Nina Chantele** and **Leon Rogers**, replacing syndicated **Steve Harvey**.

Midwest Communications Active Rocker WHBZ/Sheboygan, WI names "**Dangerous**" **Dave Nelson** as PD. "Dangerous" grabs the gig after being APD at the station since 2005.

Sault Evening News/Sault St. Marie, ON Sales Manager **Penny Joss** jumps ship to join cross-river **Sovereign Communications** in Sault Ste. Marie, MI to sell for the stations on the Canadian side of the border beginning April 15th.

Grundy County Broadcasters Talk WCSJ-FM/Morris, IL "Sunday Show" hosts **Dick Steele** and **Don Neushwander** exit after 25 years due to budget cuts.

Salem Talk KYCR-AM/Minneapolis flips to Business Talk March 30th.

CBS Radio VP of Strategic Programming and Sports WXYT combo/Detroit PD **Tom Bigby** adds even more duties as OM for sister Sports KRLD-FM/Dallas effective immediately.

A lot of movement in Indiana as **Oasis** Top 40/Rhythmic WJFX/Ft. Wayne APD/MD/Morning host **Weasel** moves to Afternoons. Weasel is still APD/MD, while his co-host **Angie Rivas** exits. **Chris Cruise** moves from afternoons to nights to make room. New to Mornings is WNOU/Indianapolis night flamer **Austin**, who will be joined by fellow WNOU staffer **Alana Maddox**.

Former **Radio One**/Detroit GSM **Nancy Dymond** finds a new gig at **Connoisseur**/Erie as Market Manager.

CBS News WBBM-AM/Chicago weekend sport anchor **Scott Fleischer** joins **Syndication Networks** as Internet Talk Producer.

Former **Cumulus** Top 40/Rhythmic KCHZ/Kansas City MD/night ripper **Sweet Lenny** rejoins the company as PD/PM driver at Top 40 WZOK/Rockford.

Radio One names **Christopher J. Wegmann** VP/GM of St. Louis and RVP over Dallas.

Former **XM** 20 on 20 PD **Michelle Boros Nichols** lands at **Entercom** Top 40 KKSX/Kansas City as APD/MD/Middays.

Cumulus Top 40/Rhythmic KCHZ/Kansas City cuts **EZ** because of budget problems.

Condolences to family and friends of longtime **Detroit Tigers** broadcaster and Hall of Famer **George Kell**, who passed Tuesday at his home in Swifton, AR at 86. Kell played 3rd base for the **Tigers**, **Philadelphia A's**, **Boston Red Sox**, **Chicago White Sox** and **Baltimore Orioles**, winning the American League batting title in '49. After his playing days were over, Kell began calling games for the Orioles in '57, working for **CBS** TV in '58, joining Ernie Harwell for Tigers broadcasts from '59 to 1996.

Condolences to family and friends of broadcaster **Jack J. Shannon** (Steve Oreto) who passed Monday after a hard fight with Cancer. He was living in Eau Claire, WI. and is survived by his wife and daughter.

Letter to THE TATTLER. Last week, we carried a story indicating WUBE/Cincy provided the inspiration for the **Carrie Underwood/Randy Travis** duet, "I Told You So?" **Ron Pritchard**, OM at WTCM/Traverse City writes, "Our station, WTCM-FM in Traverse City, did it first, and we sent it off to the label before airing it. We deserve the credit!"

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Jobs. CBS Radio/Minneapolis is accepting resumes for DOS/GM of news radio WCCO. Responsibilities include leading, hiring, training and managing sales staff to achieve sales budgets and outpace the market; increasing revenue, managing inventory and pricing; and forecasting and reporting sales volumes. Also, the group is seeking AE's to represent WCCO-AM, 102.9 Lite FM, and Jack 104.1 FM. The AE is expected to translate approved ad sales strategies and goals into sales. Leads sales presentations to clients and prospective clients. Maintain successful long-term relationships with decision-makers. Are you a high energy, hard working, loyal employee driven by the desire to succeed in a commissioned sales environment with a minimum of 2 years sales experience? Look us up at <http://www.cbsradio.com>...**KOKZ/Cool 105.7**, the Classic Hits station in Waterloo, IA is seeking immediate part time help. Qualified candidates will receive 25 hours a week and the position requires on-air work and production. Experience preferred. Send your mp3 with resume to <mailto:dbetts@cool1057.com> or mail CD/tape and resume to **Don Betts**, Program Director, KOKZ Radio, 514 Jefferson Street, Waterloo, IA 50701...**GoodRadio/Waynesville-St. Robert, MO** four station cluster need AE's to grow with the community. Send your best ASAP to: medwards@regionalradio.com...**Maverick Media** Rock duo WECL and WDRK is looking for an experienced PD with Morning show experience. If you have Selector skills, a thorough knowledge of Classic and Active Rock, a strong passion for sports and are a great leader, send T&R to: RickRoberts@Maverick-Media.ws...**Clear Channel/Colorado Springs** is seeking a receptionist. If you can type, answer phones and great guests, snail your resume to: Clear Channel Radio-Colorado Springs, 2864 S. Circle Dr Ste 150, Colorado Springs, CO 80906. Attention: **Bobbi**...**Clear Channel/Pueblo, CO** needs a Sales Manager with experience to oversee all aspects of Ops and Sales. Do you have 6-8 years related experience with at least 2 in management? Resumes to: RobertaBrowning@clearchannel.com...**Coon Valley Communications/Stuart, IA** is a 3-station group looking for star AE's or on-air peeps looking to make the jump into sales. If you are street savvy and a go-getter, send resumes to: mwatsoncoonvalley@yahoo.com...**MBC Grand Broadcasting/Grand Junction, CO** needs a self-motivated, energetic, positive Marketing Consultant able to set and achieve high goals in a team setting. Rush your resume to: jobs@knzz.com...**Carthage Broadcasting/Joplin, MO** has a FT gig open for an outgoing, multitasking person. You will not only be the Production Director, but also the News Director and Morning Co-host. Some Ops, some APD and remote appearance as needed. If you can do everything for little to no money, send your package to: jobs@cbciradio.com...**Denver Sports Radio** is new and will debut in mid-April, but before that they'll need talent. If you are on-air, an engineer, board-ops and/or an AE, send your best to grab this new gig at: denversportsradio@gmail.com...**KM Communications/**

Independence, IA is looking for an AE that works harder everyday. PBP High School sports is also a part of this job. Send resume to: jeffc@kqmg.com...**Calvary Bible College/Kansas City** is on the hunt for an underwriter for their noncom Christian KLJC. For more info and/or to apply, send resumes to: jolayne.rogers@calvary.edu...**Winton Road Broadcasting AC** KPTE/Durango, CO needs PT board help. Hours will vary. Reach out to: kpte@997thepoint.com...**Cumulus Active Rock KBBM/Columbia/Jefferson City, MO** needs a leader and PM driver. If you are creative and organized, and amazing at interacting on and off the air with listeners, Rush your best to: chris.kellogg@cumulus.com...**Lakeland Broadcasting Hot AC** KQIC/Willmar, MN is now accepting T&R's for Morning co-host with other duties possible later including voice-tracking on a sister. Send your best to bobt@kwlm.com... **Citadel Talk WLS-AM/Chicago** needs a marketing-oriented entrepreneurial sales executive who is comfortable in contacting and presenting to business executives. To qualify, you should be extremely organized, have excellent PowerPoint, Excel and Word skills, and strong verbal and written communication skills. Send resumes to: WLS 890 AM, Attn: **Nicola (Nic) Merenda** – Dept. A, 190 N. State St., Chicago, IL 60601...An anonymous Small Midwest Market is looking for a Morning person/PD/OM ready to grow and fly like the wind. Send your total package to: lushiouspup@gmail.com...**Ingstad Media/Jamestown, ND** is looking to fill a FT on-air position. Can you do production and maintain the station's website? Email your best to: taneaclocksene@amfmradio.biz...**Pendleton Broadcasting Urban** WUIL/Champaign-Urbana, IL is looking for everyone. This brand new station needs Sales, Talent, Production and Interns. All experience levels welcome. Send your best, yesterday, to: jobs@1079jamz.fm... All listings in TATTLER 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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