

35 YEARS OF THE TATTLER (1975-2009)

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MAIN STREET

Presents

The Conclave

TATTLE R

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

A Twin Cities radio icon has died. **Steve Cannon**, for years the highest-rated afternoon drive host in the country, died late Monday after losing his battle with cancer. Cannon's booming voice steered **CBS Radio's WCCO-AM/Minneapolis' PM drive show, "The Cannon Mess,"** for 26 years. That length of time in that particular time slot set a national record that, given the current state of the industry, may never be equaled. His show featured regular guests like sportscaster **Morgan Mundane**, sexpot **Ma Linger** and the effeminate **Backlash LaRue** - all voiced by Cannon himself. Those characters were so unique that Cannon became the only inductee in the **Minnesota Broadcasting Hall of Fame** with two plaques: one for himself and one for his make-believe trio. In the 1970s and '80s, when WCCO dominated the airwaves, Cannon was deliberated miscast as a gruff, blunt, subtle politico on a radio roster full of "Good Neighbors." As the *Minneapolis Star-Tribune* stated earlier this week, his voice was "as recognizable to many Midwesterners as everyone's cantankerous but lovable uncle who never skips the cocktail hour." "It's awfully tough comparing the 125 people in our hall of fame, but in terms of sheer talent, does anyone stand out above Cannon?" said **Steve Raymer**, managing director of the **Pavek Museum of Broadcasting** in St. Louis Park, which honored the legend in 2002. It was a surprise that Cannon actually attended the induction ceremony because he was well-known for his insistence on privacy. **Dark Star**, a WCCO co-worker who now occupies various nighttime slots,

recalled that Cannon was temporarily run out of his intimate studio because of fire damage. He was ultimately forced to broadcast from the main studio, where he refused to go on the air unless the windows were covered with newspapers so no one could see him slip in and out of his characters. He also remembered that the station had prepared a big party for his final show in early October 1997 but true to form, Cannon sabotaged the celebration by signing off one day early and slipping out the door. Prior to his WCCO days, he had been rival KSTP-AM's morning driver for over a decade. *Commentary: For any of us who grew up able to hear the clear channel WCCO in the 70's (and the 60's listening to KSTP), Steve represented the best radio had to offer... a true theater of the mind... on a daily basis. If you never heard him, you missed listening to a true legend. - TK*

The **Conclave** has announced an extension on tuition rates for this summer's Learning Conference. The \$249 professional tuition will continue to be in effect until June 1, 2009. In addition, the Conclave announced a reduced tuition for free agents (unemployed) and educators (students/teachers): \$199. The student/free agent rate will also be in effect until June 1, 2009. These rates had been scheduled to rise on April 1st. In addition to savings on tuition - the lowest conference admission fee in the industry - the Conclave is allowing registrants to save money on hotel rooms, as well. The site of this year's event is the **Sheraton South** in Minneapolis (Bloomington) where sleeping rooms are priced far less than those at any industry event. In fact, Sheraton rates are even lower than last year's Conclave prices, 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. A registration form and additional conference information is available at <http://www.theconclave.com>. *Commentary: In keeping with the*

the Conclave Webinars

## The Promotional Year In Preview, Part 2 with Paige Neinaber

How do you become a hero to the GM? By helping out Sales. And how do you help out Sales? By giving them, in advance, your promotions so that they can bring happy, dedicated, and thankful clients on board. This exclusive Promotional Planning Webinar looks at your station's promotional possibilities during the second half of 2009 - taught with lots of humor, insight and surprises. In other words, a typical Paige Neinaber presentation! Join him for this revealing Webinar that could earn your station hundreds if not thousands of NEW dollars, **Wednesday April 29th at 2 PM CST.**



Paige Neinaber  
CPR

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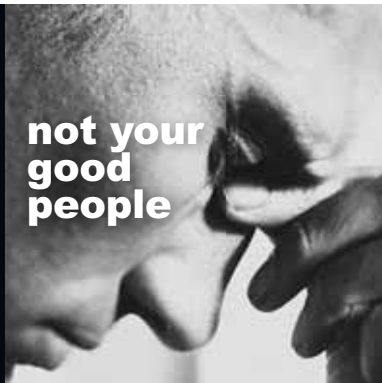
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*Learning Conference's 34-year reputation as the industry's best educational value, it will continue the offering of \$249 (\$199 for students/free agents) for the next 2 months. The organization is fully cognizant of the economic realities inside the industry, just as it's aware that now – more than ever – a need exists for professionals and students to gather in the name of learning and fellowship in order to endure these challenging times. The Conclave is trying hard to help individuals to attend by easing their financial strain with reduced tuition and hotel costs. These are logical steps in that direction. - TK*

The next Conclave Webinar! *"The Promotional Year in Preview, Part 2 with Paige Neinaber"* will happen Wednesday, April 29th at 3PM EDT/2PM CDT. How do you become a hero to the GM? By helping out Sales. And how do you help out Sales? By giving them - in advance - your promotional plan, complete with promotion details, so that they will bring happy, dedicated, and thankful clients on board. This exclusive Promotional Planning Webinar looks at your station's promotional possibilities during the second half of 2009 - taught with lots of humor, insight and surprises. In other words, a typical **Paige Nienaber** presentation! Missed Part 1 from last fall? No problem! You can view it now at <http://www.theconclave.com/learning/webinars.php>. Once you're on the page, scroll down to the recording! Paige Nienaber heads up **CPR** and promotionally consults, advises and, as he says "corrupts", over 100 radio stations across the US, Canada, the Caribbean and the UK. His previous work includes KGON/Portland, WLOL/Minneapolis, Kiss 102/Charlotte, Wild 94.9/San Francisco, and new clients AMP 97.1 in Los Angeles and 92.3 NOW in New York City. His trademarked intellectual property, named "The Fugitive"© is again available to radio stations. And he recently returned to writing the daily Promotions/Marketing column for the *All Access* website. Conclave webinars are always free, but pre-registration is necessary at <https://www1.gotomeeting.com/register/722269400>. *Commentary: If your station is making sufficient revenues in 2009, please feel free to skip this webinar. Of course, if you do, you'd better hope your boss never finds out you did. Seriously, this presentation will contain the kind of information your station would be paying beaucoup dollars for from a*

*consultant, and its yours FREE – courtesy of Paige and the Conclave. Don't squander this important opportunity. - TK*

Outgoing **FCC** Commissioner **Jonathan Adelstein** is determined to get the FCC involved in **Arbitron's PPM** business telling reporters that the Commission will launch an official inquiry into the methodology behind Arbitron's PPM meter. In a statement released by Adelstein, he addressed concerns raised by minority and women owned stations, saying: "We have clear authority over all signals transmitted by broadcasters under section 303(j) of the Communications Act to ensure they are in the public interest. Because encoded broadcast signals are required for the PPM to operate and the measurements are used as currency throughout the broadcasting industry, we have legitimate questions about whether to allow unaccredited systems to be used over the public airwaves, impairing the Commission's important goals to promote diversity and fair competition under the Communications Act. In light of the challenging economic times and the fact the Commission uses Arbitron's market definitions and rating data, we need to ensure PPM's accuracy and reliability. The Commission cannot be left in the dark." Recently, Arbitron won settlements in New York, New Jersey and Maryland over PPM's method, bringing forth promises from Arbitron for expanded emphasis on ethnic outreach. Arbitron responded asking for minority owned stations to come up with ideas that "can enhance our PPM services in order to explore ways of incorporating these ideas into our continuous improvement programs for PPM. The **Media Rating Council** was founded at the behest of Congress to audit and accredit audience measurement services. Arbitron is committed to the MRC process and is actively pursuing accreditation for all PPM markets." Despite all the uproar, new Latin and Urban stations continue to sign on in PPM rated markets, including **Entravision** Regional Mexican KDLD/Los Angeles, **Emmis'** new Latin Pop LMA in Los Angeles and this week's debut of Urban/Hip Hop Streetz 102.9/Atlanta.

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

**Tuition \$249**  
**Student/Free Agent \$199**

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

Management & Programming! Techno/Interactive! Life Skills! Promotion  
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The **FCC** is changing the rule that gave buyers with expiring station construction permits additional time to complete construction. Stations will now have to file extensions at least 90 days before expiration. This rule only applies when a buyer closes on a station before the permit has expired; the Commission says that applications should be on file 90 days prior to allow FCC staff plenty of time to act. The Commission will allow “relaxed processing standards” through May 31<sup>st</sup> to allow for possible confusion over the change.

**Clear Channel’s** syndicated morning duo **JohnJay and Rich** had a confession of a serious nature last week when a caller revealed he had witnessed a murder and that he was involved in the killing as a teenager in Cincinnati. The caller said, ““They jumped him, tied him up. Everyone was like throwing eggs and stuff at him and burning him with cigarettes and just giving this guy back what he’s been giving to us for all those years.” He went on to say, “And we’re all standing there, because I just kind of was standing back with my friend watching all this stuff going on and laughing. Then at the end of it they — He was all tied up — they pushed him off the pier into the water.” The station is cooperating with the Phoenix police with the investigation.

The **NAB** is using a quote from country star **George Strait** as a weapon against artists’ push to get the **Performance Rights Act** passed on Capitol Hill. Strait, in a article in the April 3 issue of *R&R*, said, “You can’t take being played on the radio for granted. There are only so many spots and many great singers out there wanting one. It’s a jungle out there.” NAB EVP **Dennis Wharton** added, “George Strait is the latest in a long line of recording artists who can’t thank radio enough for helping sell records.” **MusicFirst** spokesman **Martin Machowsky** says the NAB just doesn’t “get it”. “We love radio — AM and FM radio, satellite radio, Internet radio. But AM and FM has a loophole in copyright law that allows stations to earn billions without compensating the artists, musicians and labels who bring music to life and listeners ears to the radio dial. AM and FM radio stations around the world pay a fair performance royalty. It’s time to close the corporate radio loophole.”

The latest **Mentoring Inspiring Women in Radio (MIW)** Gender Analysis Study shows that out of 10,700 AM and FM radio stations, 1,695 or 15.8% had a woman as GM. That number has remained the same since 2003. Numbers also stay the same for women Sales Managers. Women Programmers have been on the rise, up 2% to 10% since 2003. “The MIWs have been analyzing and publishing these gender numbers for the past nine years,” MIW spokesperson **Heidi Raphael** says. “We believe it is important to continue to analyze, develop and promote an increased role for women in sales, programming and other areas in the radio industry in the future.” Detailed 2008 MIW Gender Analysis reports for GM, sales manager and PD positions, including group trends, will be released over the next 60 days on [radiomiw.com](http://radiomiw.com).

**Horizon Christian Fellowship** is selling the construction permit for KHRW/Ranchester-Sheridan, WY to **Legend Communications** for \$27,500.



# In 98 Days...

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

**Greater Media** Active Rock WRIF/Detroit ups **Suzy Cole** to APD/MD. Cole has spent the past four years at WRIF as Production Assistant and on-air talent. Cole is also a force behind the award winning HD-channel, RIFF2.

**Citadel/Colorado Springs** grabs **Darrin Arriens** as MD for Classic Rock KKFM and Top 40 KKMG. Arriens was most recently with sister Classic Hits KHYT/Tucson and Top 40 WHTS/Grand Rapids.

**Federated Media** Hot AC WMEE grabs former short-time **Hubbard** Hot AC KSTP-FM Morning show producer **Zack Skyler** for mornings.

**Midwest Family** Top 40 WIZM/La Crosse launched a Rhythmic side channel on their HD2. Morning dude **Pat Clark** is programming. The station can be heard at: [www.jamzhd2.com](http://www.jamzhd2.com).

**Hubbard** Talk KSTP-AM/Minneapolis continued to fire more staff this week by letting midday host **Bob Davis** go. Hubbard replaced Davis two days later with **Midwest Family** Talk WTDY-AM/Madison's "Wisconsin Guys" **Shawn Prebil** and **Chris Murphy**.

### **-the Conclave** 2009 Learning Conference Registration Form July 16-18, 2009 • Bloomington Sheraton South • Minneapolis

PLEASE COPY THIS FORM FOR USE WITH MULTIPLE REGISTRATIONS!

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- Full Professional Tuition: **\$249!\***
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[tomk@theconclave.com](mailto:tomk@theconclave.com)

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**Minnesota Public Radio** finally has an agreement with the **Metropolitan Council** regarding the noise from the proposed light rail line that will pass in front of MPR's St. Paul studios. The deal forces planners to put the tracks on a floating foundation to dampen vibrations that could affect the radio operation. MPR is also looking for funding to "reglaze" its windows to lessen train noise.

**CBS** Country KWOE/Denver grabs former **Sirius XM** personality **J. Cruise** for afternoons starting the 1<sup>st</sup> week of May.

**ESPN** Sports WMVP-AM/Chicago's website is changed Monday and includes a daily ESPN Chicago Sportscenter video report, social media elements and material from ESPN.com writers with Chicago ties. Check it out at: [ESPNChicago.com](http://ESPNChicago.com).

Former **Clear Channel** Sports KXNO-AM/Des Moines morning guy **Larry Cotlar** crosses the street and joins **Citadel** Sports KBGG-AM as sports anchor and other yet-to-be named duties. Cotlar was fired a couple weeks ago from KXNO after a yelling match with then-afternoon co-host **Marty Tirrell**, filled with f-bombs, accidentally aired.

The independent minor league **Kansas City T-Bones** signs former **Northwoods League** wood-bat collegiate league **Madison Mallards** voice **Ben Larson** as the teams new radio voice. The T-Bones air 92 games on **Entercom** Classical KXTR-AM and four on Sports KCSP-AM/Kansas City.

**Citadel** Talk WLS-AM/Chicago will now air **Sean Hannity** and **Mark Levin** an hour earlier with Hannity grabbing the 6-9p slot weekdays and Levin getting the 9p-midnight gig. The moves have the **Roe Conn** show signing off, weekdays at 6p.

**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!) – Student/Free Agents, \$199. Register Now. Save Now!! Visit <http://www.theconclave.com>.**

On behalf of everyone at the **Conclave**, please have a wonderful Easter/Passover weekend!

*Jobs.* **Aspera Broadcasting/Hutchinson, KS** is currently in search of a Production Director/On-Air Talent. If you are creative and can multi-task, send your best to: [jobopen@adastra.kscoxmail.com](mailto:jobopen@adastra.kscoxmail.com)... **Midwest Communications/Duluth, MN** needs an Assistant Production Director for their six-station cluster. If you are a good listener and well organized, send your best to: [Derek.moran@mwcradio.com](mailto:Derek.moran@mwcradio.com)... **Clear Channel/Detroit** is looking for a Director of Marketing & Promotions. You will work closely with the Ops and Market Manager on image and marketing initiatives. If you are a quick thinker, send the goods to: [DetroitHR@clearchannel.com](mailto:DetroitHR@clearchannel.com)... **Radio Fargo-Moorhead** Talk KFGO-AM/Fargo, ND is looking for the next real thing. This legendary powerhouse has a rare but immediate opening for a great talk host. Live and Local. If you have the chops, snail your best material to: **Joel Heitkamp**, Operations Manager, KFGO, 1020 25th St. S., Fargo, ND 58103... 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](mailto:mailto:tomk@main-st.net) no later than Thursday evening for Friday publication. No calls unless otherwise specified.