

35 YEARS OF THE TATTLE (1975-2009)

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MAIN STREET

Presents

The Conclave

TATTLE R

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The Conclave proudly announced today the addition of noted author, and former Citadel VP/Talk Programming, **Brian Jennings** as a keynoter at the 2009 Learning Conference in Minneapolis. Jennings will kick off the 2009 edition of Conclave College with his address Friday afternoon, July 17th at the Sheraton South Hotel/Minneapolis (Bloomington). Long known

as one of nation's top talk radio programmers, Brian Jennings is the author of the soon-to-be-best seller, **CENSORSHIP-The Threat to Silence Talk Radio** (Simon & Schuster, 2009). His controversial book will serve as the basis for his address to the Learning Conference. Says Jennings, "Freedom of speech. It is our most cherished privilege as Americans, guaranteed by the First Amendment to the U.S. Constitution since 1791. But at the dawn of a new presidential administration, an epic battle is looming — a battle for our airwaves that could sharply curtail or silence altogether the freedom of expression that distinguishes America from the average dictatorship. The target of this battle is conservative talk radio...Now, the principles of the Fairness Doctrine threaten to be reinstated — if not directly, then through back-door tactics involving ownership of stations. Under cover of being "fair," they will prove to be anything but: They will be used as a means of censorship by those with contempt for conservative talk radio. With our current Congress firmly under Democratic control, the future of talk radio — indeed, freedom of speech for all Americans — is under direct attack." According to *Talker's Magazine*, Jennings is considered one of the founding fathers of the conservative talk radio format. Nominated 5 times as a national talk radio executive of the year by *Radio and Records Magazine*, Jennings is also a national award-winning journalist. His many awards include Columbia University's DuPont Award, the National Sigma Delta Chi Award, the Ohio State Award, the National Headliners Award, the National Abe Lincoln Award, and others. He has also worked as a consultant to national personalities such as Oliver North, Michael Reagan, Alan Colmes, Dick Cavett,

and others. Considered one of the foremost authorities on talk radio today, Jennings resides in the Pacific Northwest and is a frequent guest on radio and television programs throughout the nation and a staunch defender of free speech. *Comment: Obviously, the Conclave does not shy away from controversy. The return of the Fairness Doctrine is one of the industry's hot buttons right now, and Brian is exactly the right man to push it. You must be in the room for this presentation next month! - TK*

The **Media Research Center's** Free Speech Alliance initiative sent 400k signed petitions to house Speaker **Nancy Pelosi** and Senate Majority leader **Harry Reid** in hopes of preventing the FCC from reinstating the **Fairness Doctrine**. A spokesman for the group says, "MRC wants to get every member of Congress on the record either for or against the Broadcaster Freedom Act. The petition drop was part of a week-long effort to push for the vote, including encouraging alliance members to call and fax Pelosi and Reid, and getting some publicity from radio talkers. "Before it was scrapped by the Reagan FCC in 1987 as unconstitutional, the doctrine required broadcasters to both cover issues of public importance and to seek out opposing viewpoints on those issues."

R&R's last issue was sent out today. The 36-year old trade publication is calling it quits. Up to 40 employees have lost their jobs. Most of the chart information will be absorbed in the future by **Billboard**. R&R Editorial Dir./Associate Publisher **Cyndee Maxwell** commented, saying "I deeply regret that this day has come. The good news for some other companies out there is that we have many fantastic people who are now available to put their excellent talents, abilities and skills to work for someone else." *Comment-The demise of R&R is truly an end of an important era in the history of our industry. R&R changed not only the way the public perceived the radio and record industries, but the way our industry perceived itself. It is already missed.- TK*

The Conclave proudly announces the return of **Fred Jacobs** to its webinar series with an exclusive presentation, "**DJ's - Rebooting Your Career**" this coming Wednesday, June 10th at 3P EDT/2P EDT. These are tumultuous times for everyone in radio - especially on-air personalities. This may be the first Conclave webinar expressly dedicated to radio DJs. Consultant Fred Jacobs, CEO of **Jacobs Media**, will walk participants through the steps they can take to regain control of their career and brand. During this webinar, topics ranging from social networking, making a great appearance, working with sales, and creating an effective web presence will be addressed. Conclave webinars are free, but pre-registration is necessary at <https://www1.gotomeeting.com/register/211438312>. For more information on this webinar and other Conclave educational programs, visit <http://www.theconclave.com>.

the Conclave Webinars

DJ'S-Rebooting Your Career!

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Fred Jacobs

Conclave Webinar!

Wednesday

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10
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FREE - but you must Pre-register! Visit www.theconclave.com for details!

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Some of **Clear Channel's** largest lenders intend to turn down a proposed debt exchange, hoping to drive the company toward default. **The Financial Times** reports, "The Company, taken private in a leveraged deal that came to symbolize the excesses of the buy-out boom, has proposed a swap of some parent company debt for debt in Clear Channel Outdoor Holdings, its listed billboard division, regarded as a crown jewel despite the current steep advertising downturn. "However, some of its largest senior creditors say they would rather wait, in the hope the company will violate its lending agreements, enabling them to force a default and to take control of its equity at a steep discount...The debt exchange efforts pit **Bain Capital** and **Thomas H Lee Partners**, the private equity owners, against lenders including **Apollo Management**, **Blackstone's GSO**, **Centerbridge Partners**, **Oaktree Capital** and Wall Street firms that provided the deal's original financing. Bain and TH Lee own about \$2.5 billion of senior debt and will throw their weight behind the proposed exchange."

BIA Advisory Services have lowered their revenue projections down 15% from 2008 to almost \$14 billion for 2009. In March, BIA forecasted a 10.6 drop. It's not all bad news. BIA believes business has hit rock bottom. "Facing this calamitous situation, radio has shown agility by adjusting its programming and how it's delivered, and listeners are responding," BIA VP **Mark Fratrik** said. "These adjustments could translate into a viable way of attracting advertisers and showing them positive returns on investment."

Wilks President **Jeff Wilks** implemented bad news early this week to his employees. "Effective June 1st, we will be reducing base salaries and pay rates of all Wilks Broadcasting employees by 5%, but offsetting this pay reduction by closing the company's offices at 12:30PM every Friday from July 10th through September 4th for non-sales employees. We will also be reducing the draws and commission payments of sales employees by 5%." Bonuses will also be reduced by 5%. Wilks blamed the economy: "Reducing employee pay is a difficult step that is not taken lightly and such an action is done only in the most difficult of business environments. Unfortunately, we are in just such an environment."

Did **Citadel** Talk WLS-AM/Chicago's **Mancow Muller** fake being water boarded on his show? That's what gossip website **Gawker** is alleging. According to the site, Mancow's publicist and others looking for someone to water board Mancow described the act as fake. The Marine who poured the water, **Klay South**, told Gawker, "I know nothing about water boarding. I had never done it before, I have no formal training in it, and I've never had it done to me. The only thing

I knew was what I saw on the internet. I went to waterboarding.org and looked it up. I just did what I was told—poured the water on his face and that was it. I'm probably the last person they should have had do it. I didn't know what I was doing." Mancow responded through his website, saying "I am not a magician. Many news cameras were there! Obviously, it was on the radio and I wasn't in prison. I'm also not a radicalized Muslim terrorist. But it was not a hoax! I repeat: NOT A HOAX. We kept telling management, the insurance companies, and the local Chicago cops we weren't really going to do it until we did. Otherwise, they weren't gonna let us do it!...It would be insane to equate what I did with anything that happens in prison. I am simply a free man in a radio studio that always tries to get inside the big issues. This is an ugly issue with no easy answers. But I now see it's easier for some to dismiss me than to do any real soul searching on this very heady issue."



"Mr. Cheney, Does this look fake to you?"

The **NAB** is confirming that it has now secured the sponsorship of 220 House Reps - a majority - to co-sponsor the **Local Radio Freedom Act**, denouncing "any new performance fee, tax, royalty or other charge" on radio for music airplay. "Today's milestone stands as a testament to the tireless efforts of NAB staff, our state association partners, and grassroots efforts of stations across America," NAB Radio Board and **Commonwealth Broadcasting** Pres./CEO **Steve Newberry** said. "But this fight on behalf of 235 million weekly listeners is far from over. Our continued success is dependent on radio broadcasters remaining engaged in building additional support in Congress, and in reminding lawmakers of radio's unparalleled promotional value for both record labels and artists." Newberry appeared at last summer's Learning Conference, spearheading the Royalties debate session.

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Singers **Dionne Warwick, Duke Fakir, Sam Moore** and **Martha Reeves** attended a town hall meeting in Detroit Tuesday, continuing their efforts to impose royalties on radio. "This is basically allowing those dollars - that are rightfully ours - to be paid to us...I will not allow them to take advantage of me," said Warwick. Rep. **John Conyers** (D-MI) is pushing the Performance bill through that would have radio stations pay artists when their music is played over AM or FM radio. "Music and culture is the other part of what makes you a human being. I never met anyone who didn't believe that artists and performers shouldn't be compensated. Have you? This is what we're struggling with. We're here to determine how we move past this," said Conyers. The Rev. **Al Sharpton**, the only radio voice on the panel, said, "I don't know anyone who is opposed to the compensation that has been due artists historically. I'd first talk about how we repair the damage done to artists. And I would not repair the damage by giving the money that they were robbed to the thief that robbed them." The forum, "Awareness for Fairness" was held at Wayne State University.

Clear Channel CEO **Mark Mays** is rallying his full staff against the Performance Rights Act, sending an urgent e-mail asking employees to sign a petition that will be forwarded to Congressional members. "As you all are acutely aware, our company is facing a major hurdle that could have a devastating impact on our industry — the Performance Tax," wrote Mays. "The recording industry is lobbying Congress to pass legislation that would require radio stations to pay a new royalty for every song broadcast over the air." Mays continued that "passage is getting closer" and would "forever change radio as we currently know it. Together we can save free radio!" *Comment: The TATTLER is in total agreement. If anyone knows better how to forever change radio as we currently know it, it would be Clear Channel and Mark Mays. - TK*

The **Nielsen Company** announced several new clients for its radio measurement service launching in August 2009. **ESPN Radio** signed up for measurements in 51 markets, joining **Cumulus** and **Clear Channel**. **Schnucks Creative**/St. Louis and **Meridian-Chiles** in Lexington have also signed up for Nielsen radio ratings.

Ride Records/Nashville artist and avid golfer **Steve Azar** teamed up with 13-time PGA Champ **Kenny Perry** for an episode of "Playing Lessons from the Pros" on the Golf Channel. The show will air July 6th at 9p CT with the two playing a round at the Club at Olde Stone in Bowling Green, KY. *Rumor: will attendees at next month's Learning Conference have a chance to experience Mr. Azar up close and personal??*

As you know, the 2009 Rockwell Award has been awarded to TWO longtime radio executives — **Saga Communications' Steve Goldstein** and veteran 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. To answer the question the Conclave office has been fielding recently — "What can I do to salute these two selfless contributors to our industry" — besides being in attendance when they receive their award, here's an answer: Consider the purchase of a recognition ad in the 2009 Awards Program booklet. Ads are priced starting at \$250, and all money collected is returned to the Conclave to assist in its many educational programs. Salute Kipper and Steve and give back to the Conclave, all at the same time! Interested? Contact **Jessica Frier** at 952-927-4487 or <mailto:jessica@theconclave.com>.

Milwaukee Oldies listeners can now get their fix on HD radios. Milwaukee has been without an Oldies outlet since September of last year when WOKY-AM flipped to Classic Country. Now, WRIT-FM has re-launched the format on HD-2.



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SMS Media Partners launched onetime heritage Top 40 KKRD/Wichita as a Hot AC online radio station last Friday. The station, for now, will be jockless and play 10k songs in a row.

Now that the **St. Louis Rams** are for sale, **Big League Broadcasting** Sports KFNS-AM/St. Louis afternoon co-host **Bob Frescoe** is passing along a petition drive to keep the team in St. Louis. The Ram's current owner, **Chip Rosenbloom**, inherited the team from his mother **Georgia Frontiere**, who inherited the franchise, then the Los Angeles Rams, from his father and her husband, **Carroll Rosenbloom**, and has announced that the team is for sale with no requirement that the team stay in St. Louis.

Mid-West Family Talk WTDY-AM/Madison welcomes the New Wisconsin Guys **Dan Deibert** and **Kurt Baron**, replacing **Shawn Prebil** and **Chris Murphy** who left for middays at **Hubbard** Talk KSTP-AM/Minneapolis. Deibert, a stand-up comic, has hosted mornings at **Clear Channel** Talk WISN-AM/Milwaukee and filled in at **Tribune** Talk WGN-AM/Chicago. Baron has been working with WTDY sister Rock WJJO.

Former **Clear Channel** Sports KXNO-AM/Des Moines host **Marty Tirrell** crosses the street to join **Citadel** Sports KBGG-AM for afternoons. Tirrell was fired by KXNO for the profanity laced tirade March 20th that accidentally made it on the air. Tirrell has to wait until September to join KBGG, according to his non-compete.

He's back! **Dan McNeil** returns to **CBS** Sports WSCR-AM/Chicago. Effective June 15th, McNeil will be the solo host for middays 9a-1p.

Clear Channel Urban WGCI/Chicago PD **Kris Kelley** inks **UB Rodriguez** for afternoons, replacing **Tony Sculfield** who recently moved to mornings.

Federated Media Country WBYT/South Bend, IN has a new PD. **Mark Allen's** new gig begins July 1.

Former **Clear Channel** Top 40/Mainstream WKSC/Chicago Imaging Director/Voiceover Talent **Dave Kampel** crosses the street and joins CBS Top 40/Rhythmic WBBM-FM.

Congrats to **CBS** Talk KMOX-AM/St. Louis and syndicated overnigher **Jon Grayson** and his beautiful bride Jennifer on their marriage last week.

Congrats to **CBS** Hot AC KYKY/St. Louis MD **Jen Meyers** and her husband Ryan on the birth of son Finn Paul Farmer!

Congrats also (belatedly) to CBS/Minneapolis's WLTE-JACK-FM OM **John Lassman** and wife Charise, proud parents of brand new son Jordan!

Condolences to family and friends of long-time **NRG Media/Kearney**, NE GM **John McDonald**, who passed suddenly Sunday morning. McDonald had just returned to work after undergoing lung surgery. He was 63.

Remember, the **Conclave** announced yet another opportunity in its vast array of learning programs and services available to the industry that YOU just might qualify for: **The 2009 Rockwell Scholarship!** The Rockwell Scholarship is worth \$1000 and it is available to anyone who has worked professionally in the industry...currently or in the past. Candidates may come from the ranks of programming, sales, promotion/marketing, engineering, production, or any other department inside a radio organization. Those candidates must either be enrolled, or plan to be enrolled, in an accredited post-secondary educational course or courses. This year's scholarship has been specifically provided by donations from the Conclave's past two Rockwell Award recipients: **Erica Farber**, former publisher of *R&R* and **Danno Wolkoff**, president of **Envision Radio Networks**. Applications for the scholarship are available now at <http://www.radioscholarships.com> and <http://www.theconclave.com>. The deadline for application is June 15, 2009.

Jobs. **Journal** Country KTTS/Springfield, MO is searching for a new PD/PM driver. Airchecks and resumes to: vknight@journalbroadcastgroup.com...**Wask Radio** Country WKOA/Lafayette, IN needs a new PD/Morning co-host. T&R's to: jschurz@wask.com...Evangel Ministries/Appleton, WI wants a PD that has leadership qualities to coach talent and be a team player. Send your best to: hr@christianfamilyradio.net...**Citadel** Talk WLS-AM/Chicago has several open positions, including: a PT Associate Morning Show Producer. If you are organized and focused under pressure, send your resume to: opportunities@wlsam.com. WLS-AM and WLS-FM also need AE's confident in business to business sales situations. For WLS-FM, send your best to: WLS-FM, Attn: **Clif Wilson** - Dept AA, 190 N. State St., Chicago, IL 60601. For WLS-AM send your stuff to: WLS 890 AM, Attn: **Michael Mann** - Dept AA, 190 N. State St., Chicago, IL 60601...A Northern Michigan Classic Rock station is looking for a strong Adult communicator. If you are fun, funny, unique, interesting and willing to go above and beyond, send your best to: aqhgeek1@aol.com...**Don Peterson's** News WDPN-AM/Alliance, OH has an immediate opening for a News Reporter serious about journalism and radio. If you have a great drive and specific gathering, writing and editing skills, send your best to: Reporter, PO Box 2356, Alliance, OH 44601...**Citadel/Grand**

