

35 YEARS OF THE TATTLER (1975-2009)

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MAIN STREET

Presents

The Conclave

TATTLER

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In a departure from industry norms, the Conclave is opening two important events to complimentary admission next weekend during the 34<sup>th</sup> annual Learning Conference, July 16-18 at the Sheraton South Hotel in Minneapolis (Bloomington). Open to all will be the Thursday evening July 16<sup>th</sup> event – **The 2<sup>nd</sup> W.E.C.A.N. (Women's Education & Career Advancement Network) Opening Night Networking Cocktail Party** – sponsored by **Radio-Info.com** and the Friday evening July 17<sup>th</sup> event – **The Learning Conference Exhibit Hall Cocktail Party** – sponsored by **Nielsen/BDS**. Both events begin at 6PM; the Thursday cocktail party will include novel, structured networking. All other Learning Conference sessions and events will require full or daily paid admission. Those interested in attending need only to go to the hotel at the appointed time for these cocktail parties. Badges will not be required for entrance, but fully credentialed attendees will be accorded the usual array of Conclave perks and benefits, including drink tickets. The hotel is located at 7800 Normandale Blvd, Bloomington, MN 55439. *Comment: The Conclave understands it's been an extraordinary year for many in our industry. One of the most important features of a Learning Conference – networking – shouldn't be deprived to anyone in this challenging time. Opportunities to connect in the industry are few and far between these days. If the Conclave can help facilitate human connection, then it is our obligation to do so. Spread the word! - TK*

WDAL-TV/Detroit has canned **Radio One** Gospel WCHB/Detroit host **Mildred Gaddis** "after reports that she was charging \$1k to interview candidates for Detroit city council on a 'Meet the Candidate' series. Gaddis is known for her crusades against corruption in Detroit. According to reports, Gaddis charged 14

candidates for interviews that ran on WADL-TV, appearing as a public affairs program, not as a paid program. WXYZ-TV's **Steve Wilson** talked to **Charles Pugh**, a candidate, who acknowledged payment to Gaddis. On Thursday, Gaddis had Wilson on her morning show to discuss his charges admitting she'd made a mistake.

**Radio One** Chairman **Kathy Hughes** was a no-show at the House Judiciary Committee hearing on the Performance Rights Act, and the **American Federation of Musicians** isn't happy about it. Radio One has spoken out against the performance tax, saying it would harm minority broadcasters. But, now the AFM wonders whether the radio group actually believes it. "It is irresponsible that they have decided not to take part in a hearing on issues vital to minority-owned radio, including H.R. 848, which Radio One has heavily criticized in the past several weeks," the AFM statement read. "The Performance Rights Act will provide a vital income to working musicians "Ms. Hughes and Radio One have been vocal critics of the H.R. 848, running negative ads on many of her 51 radio stations that criticize both the measure and its sponsor, **Sen. John Conyers**. Radio One has repeatedly asked for an opportunity to raise their concerns, and today Chairman Conyers gave them the opportunity — which they declined. "Radio One and Kathy Hughes can't have it both ways. They can't stand outside the tent and criticize the Performance Rights Act, and when invited inside the tent to share their views, refuse to participate."

**SoundExchange** has reached a deal for sound recording royalty rates with several "Pureplay" webcasters through 2015. This agreement offers lower rates than those set by the Copyright Royalty Board for large webcasters and offers smaller webcasters a percentage based payment option. Not everyone is happy with this deal. **TechDirt.com** published an online column titled, "Why Should Webcasters Pay 25% of Revenue to Promote Musicians?" TechDirt implies the deal is too generous to labels, because the labels are still after them for the Performance Rights Act. **Radio Paradise** founder **Bill Goldsmith** said, "This is hardly a victory for webcasters. It perpetuates a situation where the ability for the Internet radio industry to grow and prosper is hampered - to a nearly fatal degree - by the record industry's blatant attempt to recoup some of the money lost by their mismanagement of all things digital."

## Thank you, 2009 Conclave Partners!



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Do you know how to make sure you "stack the deck" in your favor when you enter or exit a job? There IS a way to do just that, and you'll find out how at the 34<sup>th</sup> annual Conclave Learning Conference, July 16-18 in Minneapolis. *Start Me Up* with author/consultant **Susan Fronk** is a "can't miss" session scheduled for Thursday afternoon at 4PM at the Learning Conference! In this crucial career session Susan will address one of the timeliest topics in our industry: Getting fired. She'll do some "myth busting" about the options employees have when they are leaving or being downsized from their job. Just because leaving your job wasn't your choice doesn't mean you can't negotiate for a better severance package and extended benefits. Attendees with each receive a copy of Susan's e-book, "Resume to Riches" and a negotiation script designed to help you get top dollar for your talents when you get your next job. If you want to find a new job or are worried about losing your current gig, you can't miss this invaluable session. Susan Fronk has been working to help individuals and corporations leverage their knowledge of Human Resources since 1982. Susan's consulting clients include **Pillsbury, Honeywell, Hallmark** and **Wells Fargo**. She's the author of numerous training manuals, articles, and publications including the "The Ultimate Career Coach" and editor of the best-selling book, "Creating A Lifestyle You Can Live With". *Start Me Up* is a part of the Life Skills Track at the Learning Conference, Thursday at 4PM at the Sheraton South Hotel, sponsored by **Troy Research**.

**Ed Schultz** is launching a new 'local' show for Fargo Talk KQLX-FM and will also appear on sister Talk WZFG-AM. Schultz, who now does his nationally syndicated show from New York, formerly was local in Fargo at **Ingstad** Talk KFGO-AM. Schultz syndicated show already airs on KQLX. **Scott Hennen's** company is buying KQLX-FM and Talk-Farm KQLX-AM from **Sheyenne Valley Broadcasting** for an undisclosed price.

In a written letter to the Justice Dept., **Bill Pascrell** (D-NJ) is requesting a block of the proposed merger between **Live Nation** and **Ticketmaster**. Pascrell insists the merger would give the new company an unfair advantage in the music marketplace while driving ticket prices through the roof. "Under the proposed merger, the combined company would have control over nearly every aspect of the live music business: artist management, record sales, promotion, licensing, venue control, parking, ticket sales and resales, all the way down to the hot dogs and beer."

**Clear Channel/Des Moines** reached an agreement with former Sports Talk host **Marty Tirrell** to return sooner than his non-compete allowed. You'll remember Tirrell was canned by CC after his tirade of swears with another station employee was accidentally broadcast. CC threatened to sue crosstown **Citadel** Sports KBGG-AM after they found out Tirrell was about to do a sports talk show on their station. Terms of the settlement weren't disclosed.

Have you ever considered joining the only multi-formatic non-profit educational organization in our industry? The **Conclave** Board of Directors will be meeting at 1PM on Saturday, July 18th at the conclusion of the 34th annual Learning Conference. At that meeting, they will be receiving applications to join the Board. Because the Board's summer meeting is coincidental with the Learning Conference, interested parties are encouraged to attend the meeting in person but those who cannot may send their application to the Conclave (4517 Minnetonka Blvd #104, Minneapolis, MN 55416 or email <mailto:tomk@theconclave.com>) and delivered prior to the July 18th meeting. For more information, contact the Conclave at 952-927-4487.



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According to **Sports Illustrated**, "**The Tribune Co.** has reached a written agreement to sell the **Chicago Cubs, Wrigley Field** and other assets to the family of **TD Ameritrade** founder **Joe Ricketts** for about \$900 million." The agreement has been sent to **Major League Baseball** for review. Tribune Co. also owns Talk WGN-AM/Chicago.

**Harris Interactive** asks the question, "With so many different types of advertising being used today - what types are considered most helpful?" The results show 37% of Americans say that TV ads are the most helpful in making a purchase decision with 17% saying newspaper ads and 14% say Internet search engine ads. Radio ads (3%) and Internet banner ads (1%) are not helpful to consumers, according to this survey.

**Radio Advertising Bureau's (RAB)** President and Chief Executive Officer, **Jeff Haley** will deliver a keynote address to the industry at The 34th Conclave Learning Conference at 9AM, Friday morning July 17<sup>th</sup> at the Sheraton South Hotel/Minneapolis (Bloomington). As President and Chief Executive Officer of the RAB, Jeff Haley has steered the association in a business-driven direction with defined objectives to share knowledge, facilitate consensus, and increase revenue for the radio industry. Mr. Haley has over 25 years experience in the media and advertising industry. Mr. Haley is on the Board of Directors for the **Ad Council** and a member of the **Arbitron** Radio Advisory Council. The 2009 Conclave Summer Learning Conference will be held July 16-18 at the Sheraton South Hotel in Minneapolis, MN. For registration details and additional agenda information, log onto <http://www.theconclave.com>.

**Compass Media Networks** is expanding coverage of play-by-play sports with the addition of **NCAA** men's basketball. "With the continued growth of sports radio and the passion Americans have for college basketball, the decision to secure these rights was a slam-dunk," Compass Media Networks Founder/CEO **Peter Kosann** said.

**President Barack Obama** nominated the GM of Kansas City's public radio station to **The Corporation for Public Broadcasting**. The Senate must approve the nomination to the federal board. If approved, **Patricia Deal Cahill** would serve on the board of the corporation charged with allocating more than \$400 million annually to non-comm TV and Radio stations. Cahill has run KCUR-FM since 1987.

**No Hits Barred?** With so much angst currently existing between the radio and records - especially concerning the highly charged royalties issue - it would appear the industries that were once united in bringing music to the world are now at an impasse. But are they really? The Conclave will be presenting an important presentation addressing the current radio/record industry relationship at the 34<sup>th</sup> annual Learning Conference in Minneapolis, July 16-18. The session - **NO HITS BARRED** - takes place Friday, July 17<sup>th</sup> at 1:30PM. **Joel Denver**, CEO of Allaccess.com, will moderate the discussion. **Erik Bradley**, APD at WBBM/Chicago, and **Mike Chester**, Nat'l Dir.-Pop Promotion/Island-Def Jam records will join him. Expect candor with a generous supply of passion!

It took four years, but **Crawford** Urban WPWX/Chicago finally has its man. Four years ago, WPWZ tried to hire then **Clear Channel** Urban WGCI PM driver **Sam Sylk** away, but obviously things didn't quite work out. Sylk replaces **Donnie** Devoe who exited last week.

**Clear Channel/Chicago** signs **Matthew Tune** as Local Sales Manager for Spanish AC WNUA. Tune has an extensive background in Spanish language media sales.



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Former **CBS** Alternative KITS/San Francisco morning dude **Jeff "Woody" Fife** signs a multi-year deal to host mornings at **Emmis** Alternative KPNT/St. Louis.

Former **R&R** Country Editor **RJ Curtis** takes the Midwest opening at **Arista**/Nashville.

Country blues rocker **Steve Azar**, who is best known for his big hits, "I Don't Have To Be Me (Til Monday)," "Waitin' On Joe," "You Don't Know A Thing," and "You're My Life," will grace the Conclave Learning Conference stage as the featured performer during the 2009 Awards Luncheon, Friday, July 17<sup>th</sup> inside the Sheraton South Hotel/Minneapolis, sponsored by **Arbitron**. Steve is a uniquely gifted songwriter, singer and musician. The Mississippi native who is equally at home in country, blues and rock – is most comfortable on stage. By the time graduated from college, Azar had built a legion of fans, playing more than 240 shows a year at the Delta's largest clubs and festivals, touring with two 28-foot trucks and 10 men on the payroll. And that experience has paid off. He has since shared the stage with some of music's best, including Bob Seger & the Silver Bullet Band, Amy Grant, Faith Hill and Hootie & the Blowfish, to name a few. In 2008, he released the critically-acclaimed *Indianola*, for which he wrote all 15 tracks on the album; completely produced and engineered the record, and played most all of the string instruments on the project as well. Azar, who is also a golf enthusiast, has been ranked among Golf Digest's top five musician golfers for two consecutive years.

**Journal**/Boise promotes **Ken Ritchie** to Dir./Sales for their 11 radio and TV properties in the market. Ritchie was previously GSM for Journal's KVIV-TV.

**NextGen Marketing Group** Founder/CEO **Gregory S. Crosby** announces nationally recognized media executive **Joan Gerberding** as a principal operating out of an office in Skillman, NJ.

**Cumulus** AC WRWM/Indianapolis dumps Soft Rock for Top 40. The new moniker is i94 positioned as "Indy's Hit Music Station."

Here's what Learning Conference attendees can expect at the **Brian Jennings**'s controversial keynote, Friday afternoon 7/17 at the kickoff of the **All-Access** sponsored *Conclave College* at the Sheraton South: Brian, the former VP/Talk Programming for **Citadel** and author of *Censorship: The Threat to Silence Talk Radio*, will provide an historic view of the **Fairness Doctrine** explaining why equal time restrictions are unconstitutional and represent censorship. Says Brian, "Beyond the Fairness Doctrine, there have been many assaults on conservative talk radio over the years and I will detail these many and subtle attempts at censoring a form of political speech. Additionally, I will discuss threats to censorship worldwide and on our borders that we must be aware of. I will indicate that thousands of men and women have died for the rights we have today and talk radio represents the First Amendment in its pure form. We must protect speech even if we don't like what we hear - otherwise the American Dream is dead. Talk Radio must be un-regulated to be free. The only valid form of censorship, is the ability of the individual to choose what he hears, reads, or sees."

Condolences to family and friends of **Emmis**/Indianapolis Market Manager **Tom Severino** who succumbed to cancer last week.

Condolences to family, friends and the staff at **Midwest Communications** Top 40 WIXX/Green Bay on the sudden passing of weekender **Mark Turner**.



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

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# The Fifth Annual Conclave/Brown College Learning Conference Career Fair 2009!

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## **Employers**

Participate in essential EEO diversity recruitment as required by the FCC in the unique, professionally charged atmosphere of The Conclave Learning Conference. Each employer receives a letter of participation for their files!

\*Space is limited to the first 20 companies/stations who respond by Tuesday, June 24th. Reserve your space NOW!

## **Applicants**

Beginners to Veterans - the Fourth Annual Conclave Career Fair will be the start of a brighter, more challenging future! Meet representatives of innovative, creative companies who are interested in hiring the best talent available!

\*Interviews are not guaranteed; Interviews will be conducted on a first-come first-served basis. Bring your CD, tape and/or resume. Pre-registration not necessary.

## **Admission**

**FREE for Employers AND Applicants**

The 34th Annual Learning Conference/July 16-18! Check [www.theconclave.com](http://www.theconclave.com) for agenda details, and directions to the Sheraton South Hotel.

Call Karol Baumeister/Brown College at 651-905-3499/[KBaumeister@Browncollege.edu](mailto:KBaumeister@Browncollege.edu)  
or Tom Kay/The Conclave at 952-927-4487/[tomk@theconclave.com](mailto:tomk@theconclave.com)  
for more information.

The Conclave is a 501 c-3 non-profit corporation whose mission is teaching radio how to best serve in the public interest.

## **2009 BROWN COLLEGE/ CONCLAVE CAREER FAIR EMPLOYER REGISTRATION FORM**

Complete the following form, and return it by fax (651-905-3555), email ([KBaumeister@Browncollege.edu](mailto:KBaumeister@Browncollege.edu)),  
or mail (if enclosing a check) ~~no later than Friday 7/10/2009.~~

**DEADLINE EXTENDED  
to Tuesday 7/14!!**

Name \_\_\_\_\_ Company \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_  
State \_\_\_\_\_ Zip code \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email (very important!) \_\_\_\_\_ Type of Positions Recruiting? \_\_\_\_\_

*Note: For this Career Fair, all employers will be given table space, a chair, and an identifying placard.  
Because of space limitations, large company displays are discouraged.*