

35 YEARS OF THE TATTLER (1975-2009)

Volume XXXV

Number 29

July 24, 2009

MAIN STREET

Presents

The Conclave

TATTLER

Publisher: Tom Kay Editor: Ben Holsen

Cartoons Suggested by Lenny Bronstein & Jay Philpott

The 34<sup>th</sup> annual **Conclave Learning Conference** concluded this past weekend in Minneapolis at the **Sheraton South Hotel**. A compact but highly energized crowd enjoyed 35 information-packed sessions held within 48 hours, as promised by the Conclave in the run-up to this important annual event. Nearly \$100,000 in scholarships was presented during Friday's (7/17) Awards Luncheon, while **Saga's Steve Goldstein** and legendary programmer **Kipper McGee** accepted their 2009 Rockwell Awards at the same function. The Conclave board gives a special 'shout out' to all the Conclave's sponsorship, scholarship and media partners for helping to make the conference an overwhelming success! *Comment: It was of paramount importance for us to stage the Learning Conference this year. Our mission is education. When we started out 34 years ago, it was our goal to teach any and all who would come to us expecting to learn. Five people. Fifty. Five Hundred. It made no difference. And this year - perhaps not so much in spite of but BECAUSE of our economic and business climate, it became imperative for us to make a statement to the industry. It wasn't easy, but it was necessary. Each and every person attending helped deliver this important message - a message driven emphatically home as each scholarship recipient marched up on stage last Friday to accept their award. That statement? Hope is alive and well in our industry. We thank you and all those who joined us in delivering that important communication. About the future? Paraphrasing my ever-optimistic hero, **Buzz Lightyear**: 'To 2010...and Beyond!*

The Conclave Board of Directors has elected industry veteran **Mark Bolke** as the new Board Chairman. Bolke is Vice President and Chief Operating Officer of A-Ware Software, Inc., and begins

his term immediately. He succeeds outgoing Board Chair, Envision's **Tim Kelly**. Mark commented, "The recently concluded summer learning conference reinforces the mission of the Conclave as a learning organization and the important role we play in our industry. I am thrilled to continue working with the existing Board and all of our newly elected Directors as their Chairman". Mark has been working in the broadcast industry for the past 34 years. His many accomplishments include being co-founder and Executive Director of the Internet based music testing service RateTheMusic.com. Mark is well known for programming great radio stations like KDWB AM/FM Minneapolis, KPKE-FM Denver and Y108 (KRXY-FM) Denver. He also shared his wealth of knowledge as a programming consultant for radio stations throughout the United States. Also elected to Board officer posts were Clear Channel/Omaha's **Lester St. James**, who becomes the board's new vice-Chair, and **Jane Dyson** who returns as the organization's Secretary. The Board also elected five new Board Members last weekend during its summer quarterly meeting: **Steve Brill**-General Operation Director for Citadel Des Moines, **Dave Martin** -CEO of Media Arts and Sciences, **Jay Philpott** - technology guru and Air Personality for 1065 the Arch- St. Louis, **Dan Spears**- BMI Assistant Vice President of Licensing, and **Lenore Williams**- Vice President of Affiliate Operations and Compliance for American Urban Radio Networks. Brill, Martin, and Philpott return to the Board after a multi-year hiatus, while Spears and Williams are new to the Conclave's governmental unit. *Comment: We're thrilled Mark has accepted the Chairmanship in a most challenging time for the Conclave and the industry. We're already begun to tap Mark's vast arsenal of experience as an air talent, program director, consultant, entrepreneur, and key executive for one of the industry's fastest growing software companies, A-Ware! He brings immediate respect to the post, and will serve the Conclave well as an ambassador and architect for needed change inside our organization! He will no doubt continue the Conclave along the path of growth and innovation forged by his predecessor, Tim Kelly! And the 5 new directors represent over a century's worth of industry experience and are five of the most respected individuals around. They will be valuable contributors to an already stellar team of professionals who make up the Conclave Board. Expect them to significantly - and quickly - move the bar within the organization! - TK*

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Another Conclave is in the History books, blogged Conclave Board member (and co-Chair of the Conference's Agenda Committee) **Paul Heine**. "Fresh from a four-day road-trip of pitching national advertisers, **RAB** Pres./CEO **Jeff Haley** offered his vision for radio's digital future here July 17th, one that expands the medium beyond a multi-platform delivery system to an online retailer. "In his first Conclave Learning Conference appearance, Haley cited sales tracking systems used by **Coca-Cola**, one of the clients he visited, to illustrate how radio audience measurement and accountability to advertisers need to evolve. "You can sit at Coca-Cola in Atlanta and know how many palettes of Coke Zero moved in any market yesterday. Digital gives us the same ability to do that with our listeners to help us better craft our programming," he said. "Avoiding the subject of free-falling radio revenue, Haley looked ahead to a time when consumers can access product info, download digital coupons and make purchases from radio-equipped, Wi-Fi enabled mobile devices. 'Radio on cell phones will be the perception game changer for us,' he said, pointing to **Microsoft's Zune** mp3 player, which has sold four million units in the U.S. and offers iTunes song tagging for devices that are WiFi-enabled. "Haley wants to employ RDS data, embedded in station signals, to expand his 'buy from FM' concept beyond music downloads. 'The idea that our content is all purchase-enabled, that changes the listener's relationship with the station. Imagine you're listening to an interview about the economy's impact on retirement. You buy the podcast and receive free advice from your local Allstate agent.'

**Arbitron** was a centerpiece of the Conclave's Rating Roundup session on July 16th after recently rolling out the Portable People Meter's in heavily Hispanic Miami, along with four other markets. **Gerry Boehme**, EVP of **Katz Media** explained why most ethnic radio station's ratings decline in the new PPM rating system. "Acknowledging Arbitron's ability to adequately represent minority audiences in its ratings panels is an issue, noting that ethnic and younger listeners tend not to participate in research studies as much as older demographics do. Compounding the problem, the PPM reports shorter listening patterns than the diary. This is especially harmful to ethnic stations, which often had the longest Time Spent Listening of all formats under the diary. And while many stations have benefited from the vastly larger cume audiences detected by the meter, Spanish language operators aren't among them - they're far less likely to pick up additional listening from English-speaking audiences. "The session also opened a wider window on **Nielsen's** new diary ratings service, which fielded in 51 small markets in the spring with results

expected later this summer. Larger in size than Arbitron's diary, the sticker diary is designed to collect what Nielsen Radio Audience Measurement senior client service manager **Brent Lightfoot** called 'buyer-graphic data.' "But session moderator **Steve Goldstein**, EVP of **Saga** and a former member of the Arbitron Advisory Council, chided Nielsen for only testing the sticker diary 'in one market, for one week in a very white-bread market.' Lightfoot defended the Lexington, KY, pilot study, saying it returned an in-tab sample of 588 and was intended only to ensure that 'all of our systems were working' and not to produce ratings currency."

The Conclave opened last week with a story of how old school, street-level warfare can still damage entrenched competitors, especially in today's environment of cutbacks and limited resources. **Ron Allen**, PD at country **KVWF/Wichita**, told how, in February 2008, **Connoisseur Media** signed on as the market's seventh country station and how the Wolf has since defeated all but two of them. Renegade branding, complete with on-air howls and a 25-foot inflatable wolf for appearances, made the station stand out, Allen said. Instead of another lackluster station van, Wolf staffers drive a bright orange truck - with paw prints all over it. "We came in with the attitude that every event will be challenged," Allen told attendees at the Country Cage Match session, moderated **Joel Raab**, president of **Joel Raab Associates**. As the last one to the dance, KVWF had to improvise to put its paw prints on concerts and other events traditionally dominated by its established competitors. When the Wolf was told it could not participate in an event at the 10,000-capacity Kansas Coliseum, the station set up large displays at three main access points to the venue, giving it what Allen called "high visibility." **Mark Phillips**, PD at the nation's first Wolf - **Cumulus Media's KPLX/ Dallas** - bemoaned that many stations don't excel at the basics: "Everybody is short-staffed, resources are limited, but I still hear a lot of basics that aren't being done right, starting with the music." Phillips pulls a four-hour afternoon shift in radio's fifth largest market. "People think I'm crazy but you need to lead by example." Phillips says his day starts at 5 a.m., taking notes on the morning show, monitoring the competition, working on the music. By two in the afternoon, it's show prep time. In between, he says he makes a lot of time for communicating with the airstaff. "When people are insecure about their jobs, you need to make them feel important. There's a difference between leading and managing." Read all of Paul's blogging at: <http://paulheine.blogspot.com/>.

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The **2009 Marconi Award** nominees were announced Monday by the **NAB**. The winners will be announced September 24th at the NAB Radio Show in Philadelphia. Some stations from just down the street received the prestigious nominations, including: **Legendary Station** - KQRS/Minneapolis and WSBT-AM/South Bend, IN. **Large Market Station** - KALC/Denver, KATZ/St. Louis, KYGO/Denver and WIBC/Indianapolis. **Medium Market Station** - KTTS/Springfield, MO, KUAD/Windsor, CO and WHO-AM/Des Moines, IA. **Small Market Station** - KBHP/Bemidji, MN, KFGO-AM/Fargo, WJBC-AM/Bloomington, IL and WLEN/Adrian, MI. **Large Market Personality** - **Bill Cunningham**, WLW-AM/Cincinnati, **Jim Denny**, **Deborah Honeycutt** & **Kevin Freeman**, WFMS/Indianapolis, **Terri Stacy**, WIBC/Indianapolis and **Mike Trivisonno**, WTAM-AM/Cleveland. **Medium Market Personality** - **John "B-Man" Beaulieu**, WTUE/Dayton, **Brian Gary** and **Todd Harding**, KUAD/Windsor, CO and **Van & Bonnie**, WHO-AM/Des Moines. **Small Market Personality** - **Joel Heitkamp**, KFGO-AM/Fargo, **Brian Lee**, KZOQ/Missoula, MT and **Bob Murray**, WTAX-AM/Springfield. **AC Station of the Year**- KSTP-FM/Minneapolis and WNSN/South Bend. **CHR Station** - KDWB/Minneapolis. **Country Station** - KYGO/Denver, KZKX/Lincoln, NE, WKDQ/Evansville, IN and WUBE/Cincinnati. **News/Talk** - KOA-AM/Denver and WGN-AM/Chicago. **Oldies Station** - KLOU/St. Louis. **Rock Station** - KQRS/Minneapolis. **Sports Station** - KBUN-AM/Bemidji, MN and KWEB-AM/Rochester, MN. **Urban Station** - KATZ/St. Louis.

The **NAB Education Foundation** has endorsed a new partnership between **The Minority Media and Telecommunications Council** (MMTC) and **Clear Channel** to promote diversity in radio. Clear Channel is donating four AM Stations to be used by MMTC in partnership with **Nabef's Broadcast Leadership Training program**, to give minorities and women in broadcasting enhanced station management opportunities. The four silent AM stations are: KYHN-AM/Fort Smith, AR, WLVE-AM/Winchester, VA, KMFX-AM/Rochester, MN and WHJA-AM/Laurel, MS. "In cooperation with the **NAB Education Foundation's Broadcast Leadership Training Program**, MMTC will use the stations for training and to incubate new minority and women broadcast owners," MMTC Pres./Exec. Dir. **David Honig** said. "Clear Channel's generosity and support creates an enormous opportunity not only for our own training programs, but for minority and women broadcasters who would not otherwise have the means to operate their own stations. We look forward to working with Clear Channel through this ongoing program to promote diversity in radio broadcasting." Nabef Pres. **Marcellus Alexander** says, "Nabef's Broadcast Leadership

Training program has helped more than 150 radio and television broadcasters strengthen the skills necessary to acquire stations and advance their careers."

"The Detroit branch of the NAACP is backing U.S. Rep. **John Conyers** and others supporting the bill that would pay royalties to performers when their music is played on the radio," according to **The Chicago Tribune**. The **Rev. Wendell Anthony** heads the NAACP in Detroit.

Tributes and memorials continue for the late **Walter Cronkite**, the legendary **CBS** news anchor who passed last week. The **NAB** issued a statement from EVP **Dennis Wharton** saying, "NAB mourns the passing of Walter Cronkite, who leaves an unmatched legacy of authoritative journalism. From moonwalks to Watergate, from political conventions to a presidential assassination, he was welcomed into 20 million American homes every night as television's trusted father figure. America has lost a hero, and broadcasting has lost an iconic ambassador for credible journalism." "Walter Cronkite set a standard for all of us to follow, which was the truth whether it was the struggle of the Civil Rights movement, the travails of the Vietnam War or questioning authority at its highest level," said **National Association of Black Journalists** President **Barbara Ciara**. **FCC** Commissioner **Michael Copps** said, "One of my fondest memories during my time at the FCC will always be the opportunity I had to get to know the legendary Walter Cronkite. I was privileged to visit with Walter on several occasions and to imbibe some of the unmatched feel he had for journalism and its crucial role in sustaining a healthy and vibrant democratic dialogue. On one occasion, in 2007, we shared a platform at a Columbia University forum on the future of the media. By then, Walter had been speaking out for a number of years about excessive media consolidation and the declining resources that were going into journalism—particularly investigative journalism. He ended his remarks this way: 'America is the most prosperous and powerful nation in perhaps the history of the world. We can certainly afford to sustain a media system of which we can be proud.' 'I will miss this good and wise man. And the country will miss his sage counsel as we finally begin to grapple with the crisis in journalism that he saw coming long ago.'" **Sirius XM** aired an interview **Barbara Walters** conducted with Cronkite several times last weekend. The satellite service also re-aired the interview **Bob Edwards** did with Cronkite on Edwards' debut show for **XM Public Radio** in 2004, playing the talk back all day.

**Clear Channel** Country WBCT/Grand Rapids continues to feel the heat from the B93 Birthday Bash that was rained out June 20th, causing more than 1k vehicles to be flooded and stranded in the parking lot. Concertgoer **Anthony Hanksknecht** has filed a class action lawsuit in the **Ionia County Circuit Court**, stating the station was negligent regarding parking for the concert, didn't properly monitor weather forecasts and didn't warn concertgoers. Hanksknecht also alleges that B93 engaged in willful and wanton misconduct since station officials have the ability to avoid issues but did not. B93 has 21 days to respond.

**Sen. John McCain** and the **Republican party** are apologizing to **Jackson Browne** for using one of his songs during last year's Presidential campaign. The GOP is also vowing to get artists permission from now on before using their work in future political campaigns. Browne sued McCain and the national and Ohio Republican party for using his song "Running on Empty" to mock **Democrat Barack Obama's** proposed energy policies in a web ad. The GOP settled with Browne for an undisclosed amount.

The **National Association of Broadcasters**, in partnership with **Jacobs Media**, will present the **Jacobs Summit** at the NAB Radio Show in Philadelphia on Thursday, September 24th from 1-5p and will again present a full schedule of educational sessions for radio broadcasters. "Jacobs Media is known for its compelling sessions, speakers, and celebrities, and we're pleased to work with them at this year's show," said NAB EVP/Radio **John David**. "This is an exciting opportunity for The Summit, to be a part of the NAB Radio Show and to offer content that will appeal to attendees, from PDs and DJs to CEOs and CFOs," said Jacobs Media Pres. **Fred Jacobs**.

**Morning Show Boot Camp** will be held July 30th-August 1st at the Renaissance Hotel in Nashville. Joining the "Country Forum" on July 31st at 2p will be **CBS** Country KMLE morning duo **Tim & Willy**. Syndicated Country morning show "**Moby in the Morning**" will broadcast live from the **Comrex** exhibit inside the hotel foyer to interview special guests. Appearing at the **MSBC** are **Clear Chanel** SVP/Programming **Jon Zellner**, **Abratron** VP/Programming Services & Development **Gary Marince** and **The Ratings Firm** Mgr./Marketing Communications **Ron Rodrigues**.

**Clear Channel** Alternative WMAX-FM/Holland, MI-Grand Rapids is flipping to Sports in August, giving the market two all-Sports stations on FM. The new station will air **ESPN Radio**, formerly on crosstown **Citadel** Sports WBBL-AM-FM, with a local afternoon show. Citadel flipped Active Rock WKLQ to Sports in May.

**Simmons** Sports WFFX-AM/St. Louis is flipping to Talk and Sports with a local lineup to focus on the African-American community. The station will take back the old WESL-AM calls.

**Midwest Family** Country WWQM/Madison remains Country as "The New Q - Q106.3" after stunting last week.

**CBS** Country WUSN and AC WCFS tap **Bill Gamble** as PD.

**Milwaukee Public Schools** Noncomm AAA WYMS/Milwaukee grabs 23-year radio vet **Dave Cowan** as PD. Cowan was most recently GM at **Gapwest**/Missoula, MT.

**Gapwest** AAA KMMS/Bozeman, MT PD/Morning host **Michelle Wolfe** has been promoted to OM of the cluster. Wolfe has been at the station for 14 years in various capacities.

**Schurz Communications**/Lafayette, IN 5-station cluster hired **Mike Shamus** as OM. Shamus comes from **Connoisseur Media** Hot AC KXMZ/Rapid City where he did mornings and was the Station Manager.

Changes at **Citadel** Top 40 KZMG/Boise. Former morning host **Matt 'MJ' Johnson** moves to afternoons following the departure of **Miggy Santos**. MJ also grabs APD/MD stripes.

**Clear Channel** Country KSD/St. Louis PD **Billy Greenwood** appoints midday star **Jill Devine** as MD.

**Regent** Country WWJO/St. Cloud, MN morning co-host **Corey Wilson** is leaving the station to pursue other opportunities outside of radio.

**Great Plains Media** Classic Hits WDQZ/Bloomington, IL PD **Brian Black** exits.

**Wilks Broadcasting** National Imaging Director **Joel Roberts** exits at the end of July because his position has been eliminated.

**Jobs. Zimmer** NT KZRG/Joplin, MO is looking for a multi-talented person who can wear many hats while focusing on local and regional issues. If you can be a Talk Show Host/News Talent and have experience, send your best stuff to: [chade@zrgmail.com](mailto:chade@zrgmail.com)...**NRG Media** Classic Rock KUQQ/Okoboji, IA needs their next Morning show personality. If you are energetic and hard working, send away to: [mspies@nrgmedia.com](mailto:mspies@nrgmedia.com)...**Carroll Broadcasting** Country KIKD/Carroll, IA has its first Morning Show position available in over 6 years. The right person can do a little bit of everything including PBP and website updates. T&R to: [john@carrollbroadcasting.com](mailto:john@carrollbroadcasting.com)...**Planet Radio**/South Bend, IN has a four station cluster and they need an immediate Promotions Director. If you have the experience and drive to make their stations shine with an amazing sense of detail, send your resume to: [ragz@waor.com](mailto:ragz@waor.com)...Christian CHR WONU/Bourbonnais, IL is accepting apps for a Production Director graduate assistant position. You will function as FT station production, traffic and continuity director. Send resume, cover letter and production samples by US Mail ONLY to: WONU, Attn: **Jonathon Eltrevoog**, One University Ave., Bourbonnais, IL 60914...**Three Eagles** Country KZEN/Columbus, NE has a PM drive opening. Apply immediately to: [dgustafson@kzen.threeeagles.com](mailto:dgustafson@kzen.threeeagles.com)...**Lincoln Financial** Sports KKFN/Denver, CO is seeking a sports marketing executive with a minimum three years media sales experience. Rush your resume to: [steve.price@lincolnfinancial.com](mailto:steve.price@lincolnfinancial.com)...**Emmis**/Chicago is looking for an Assistant Promotions Director for Q101 and/or The Loop. If you are uniquely creative and have at least two years experience, apply online at [emmis.com](http://emmis.com)... All listings in TATTLER jobs represent equal opportunities and are provided free of charge. To place an ad, send particulars to <mailto:tomk@theconclave.com> no later than Thursday evening for Friday publication. No calls unless otherwise specified.

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**RAB's David Haley** makes a point during his opening keynote



**Entercom's Brian Kelly (L)** has fun with screenwriter **Pat Proft**



**Steve Azar** performs at the Awards Luncheon



**The Spin Doctor's Chris Barron** plays the hits



**Kipper McGee (L)** Receives his Rockwell from **Dave Martin (R)**



**Sandra Foxx** claims her Rockwell Scholarship



**Steve Goldstein** shows off his Rockwell Award



**Attendees fill boxes for Operation Troop Aid**