

35 YEARS OF THE TATTLER (1975-2009)

Volume XXXV Number 1 January 9, 2009

MAIN STREET

Presents

The Conclave

TATTLER

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

The **Conclave's** first Webinar of 2009- "Can't We All Just Get Along? Why Sales and Programming Fight and What You Can Do About It." with **Lindsay Wood Davis** and **Holland Cooke** - is an important hour that will explore and explain the reasons behind the age-old conflict between the most important departments in your radio station and the ways to use it to your advantage. The webinar, sponsored by **RCS**, is set for January 21st, 2009 at 3:00pm EST/2:00pm CST. Required pre-registration is available for free at <https://www1.gotomeeting.com/register/180737230>. The topic was first addressed by the pair at the 2007 Conclave Learning Conference and proved to be the highest rated session of the event. According to Davis, "None of us in programming OR sales can afford to be at less than 100% efficiency during tough times; this program starts 2009 out with solid information that can be used right away." The session is slated to last 50 minutes with additional time set aside for questions. Lindsay Wood Davis operates **Broadcast Management Strategies** in Monona, Wisconsin, a management consulting practice. **Radio Ink Magazine** referred to him as "our industry's acknowledged expert on cluster sales and management." He's been an owner, a group exec, a well-known sales trainer and Executive Vice President of the **Radio Advertising Bureau**. An author, lecturer and consultant, Lindsay's management practices and systems are currently in active use in hundreds of Radio stations across the U.S., Canada and around the world. Holland Cooke runs **Holland Cooke Media** as well as consults for **McVay Media**. He has advised radio and TV stations in the USA, Canada, and New Zealand. Previously, Holland spent 7 years as Operations Manager of WTOP/Washington DC, then became a founding partner in the new media start-up company that merged into **Gannett** as **USA Today Sky Radio**, the live-via-satellite News/Talk/Sports audio channels heard on **Delta**, **United**, and **Northwest Airlines**. Information for this and past Conclave

Webinars is available at the organization's recently redesigned website at <http://www.theconclave.com>.

PPM is closer to its rollout now that lawsuits filed against Arbitron by the Attorneys General of New York and New Jersey have been settled. Arbitron will pay \$360,000 to settle the New York suit and over \$250,000 to settle the New Jersey suit. Under the settlement, Arbitron admits to no wrongdoing. Arbitron will also pay \$100,000 to the **National Association of Black Owned Broadcasters (NABOB)** for a joint radio project between NABOB and the **Spanish Radio Association** to support minority radio.

The "Broadcasters Freedom Act" may be back and is being reintroduced in the new Congressional session barring reinstating the Fairness Doctrine. Rep. **Jim Demint** (R-SC) said, "Freedom of speech is under attack in this country...I am just committing today to use every rule, every tactic that we have at our disposal to keep the Fairness Doctrine from moving in Congress or to overrule it if it is implemented by the **FCC**." The majority Democrats deny any immediate intention to bring back the doctrine. **NAB EVP Dennis Wharton** said, "Since the Fairness Doctrine's elimination in 1987, America has witnessed an absolute explosion in alternative media outlets, providing a rich diversity of viewpoints from all sides of the political spectrum. NAB salutes these lawmakers for their dedication to ensuring Americans have continued access to a free and robust press unfettered from government interference."

**Apple** will offer its music DRM-free format to all four major labels - **Universal, Sony, Warner** and **EMI** - and for the first time, provide variable pricing on its tracks. New tracks will have a "higher-quality 256 kbps AAC encoding for audio quality virtually indistinguishable from the original recordings," the press release read. **iTunes** customers will be able to download music directly to their iPhone 3G network just as they do with Wi-Fi today, all at the same price as downloading to their computer. The variable track rates will begin in April and will be 69 cents, 99 cents and \$1.29 respectively.

The **RIAA** has dropped the company in charge of gathering evidence to use against people accused of illegally downloading copyrighted music. **MediaSentry** was to search the Internet for evidence of people sharing large amounts of music but their techniques were criticized for being too invasive and excessive.

the Conclave Webinars

Can't We All Just Get Along?  
with  
Lindsay Wood Davis & Holland Cooke

Conclave  
Webinar!

Wednesday  
January  
21  
2009  
2 PM  
CST



Holland Cooke

Did you know that sales and programming are naturally in conflict? So the question isn't how to avoid that conflict, but, instead, how to put it to use. Programming consultant Holland Cooke and Management and Sales consultant Lindsay Wood Davis will explore and explain the reasons behind the conflict and how to use it to your advantage. Nobody can afford to be at less than 100% efficiency during tough times. Start 2009 out with solid information you can be used right away. Join them Wednesday, 1/21/09 at 2 PM CST.



Lindsay Wood  
Davis

**FREE, but you must Pre-register! Visit [www.theconclave.com](http://www.theconclave.com) for details!**

THE CONCLAVE/MAIN STREET MARKETING & PROMOTION, 4517 MINNETONKA BLVD #104, MINNEAPOLIS, MN 55416  
PHONE/FAX: 952.927.HITS (4487)/927-6427 Publisher: Tom Kay at [tomk@main-st.net](mailto:tomk@main-st.net) Web: [www.main-st.net](http://www.main-st.net)

**Sovereign City Communications** out of Green Bay, WI has declared bankruptcy and will cease operation. These economic times left the company without a current revenue stream and no prospects for near-term future growth. The company's attorney noted each employee will be offered outplacement services and the opportunity to participate in a severance arrangement to assist former employees into their transition to search for new employment.

**Cumulus** and **Clear Channel** are swapping stations. Cumulus grabs Classic Rock WOFX and Hot AC WNNF/Cincinnati and Clear Channel gets Sports WDUZ, Country WPCK, Hot AC WQLH, Talk WDUZ-AM and Classic Hits WQGB all in Green Bay, WI.

**Lincoln Financial** Country KYGO/Denver's new PT/Swinger, **Blake Powers** was one of the only live stations the weekend before Christmas and covered the plane crash at Denver International Airport (12.20.08). "I was alerted to the situation by long-time KYGO mid-day talent, **Paul Donovan**. Lots-of-calls!!! One listener told me, 'you won't believe this, but 98-5 KYGO is the only station covering this! Hard to believe, but I switched over to other stations, including a newstalk station ... and nothing is being said!'

**Clear Channel** Oldies KUUL/Davenport morning dudes **Mark Manuel** and **Steve Ketelaar** had **Jay Richardson** (The Big Bopper) on to dispel rumors that his father's casket was going to be sold on eBay. The Bopper also told listeners about their upcoming Winter Dance Party concert tribute Feb. 2<sup>nd</sup> in Clear Lake, IA...The 50<sup>th</sup> anniversary of "The Day the Music Died."

**Envision Radio Networks** Smartsite Systems adds KZCC-FM/Eureka, CA. Smartsite Systems creates customized standalone web communities that compliment the existing stations website

while also providing other community services. Envision has also launched a new website at: [envisionradio.com](http://envisionradio.com).

17-year old **Mitchell Keller** has launched his own syndicated radio network, **Capitol Broadcasting Network** (CBN). Keller hosts a Country music show named, "The Back Porch Show" and has also signed on to host a Top 40/Hot AC show titled, "On Air with Mitchell Keller." 15+ stations have already signed on to air the show. CBN also offers an Oldies/Rock show hosted by **Bryan Cox**, a cooking show for Talk, News, Oldies and Country, a talk show dedicated to wrestling and "The Official Texas Countdown with Chuck Taylor".

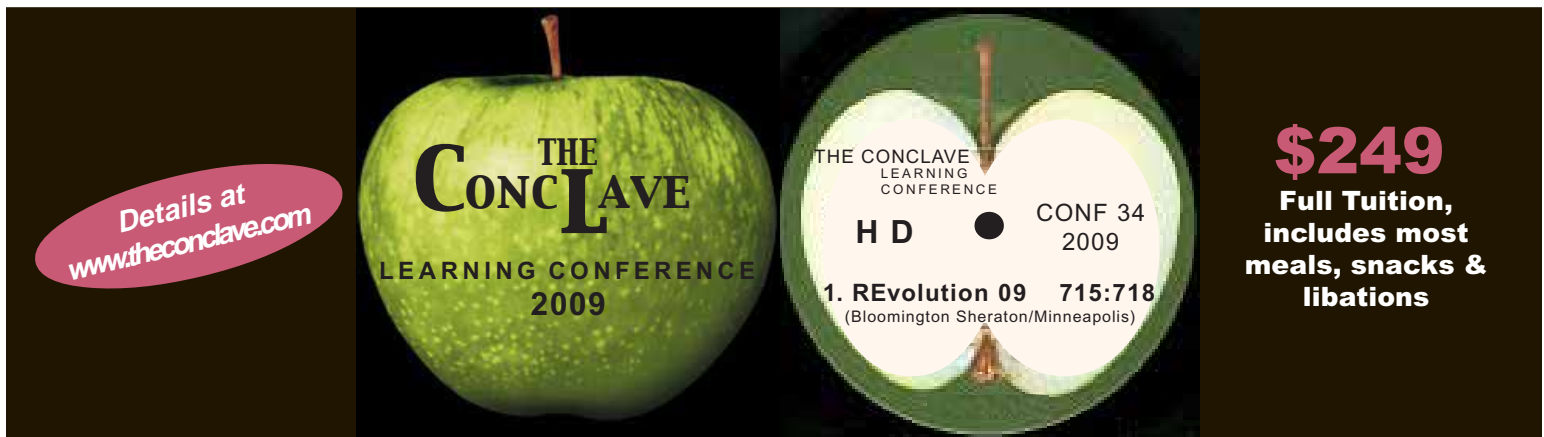
**Loyd Ford** spends a lot of time helping middle class families deal with the economic crisis and has launched a website: <http://www.stickyasset.com>, a blog and wrote an e-book called, "The Sticky Asset: How to Survive any Financial Crisis". "With so much happening now in every business putting stress on employees and the average family, we focus on helping people develop their own plan." Loyd is currently works at **Americalist Media Marketing**.

**Conclave** Executive Board member **Bob Catania** and **Jimmy Fay** announced the formation of **Right Way Music Group**, a brand new entity providing marketing, promotion and consulting services to clients. For more info, head to [www.rightwaymusicgroup.com](http://www.rightwaymusicgroup.com). Email Bob at [bob@rightwaymusicgroup.com](mailto:bob@rightwaymusicgroup.com) and Jimmy at [jimmy@rightwaymusicgroup.com](mailto:jimmy@rightwaymusicgroup.com).

The **John Tesh** Radio Show adds WVMG/Bloomington, IL and KKMK/Rapid City, SD.

**Citadel** AC WLTJ/Syracuse adds **Greater Media** syndicated morning duo **Bob and Sheri** to mornings.

<p><b>-the Conclave</b> 2009 Learning Conference Registration Form (R)Evolution #09 July 15-18, 2009 • Bloomington Sheraton South • Minneapolis</p>		<p>PLEASE COPY THIS FORM FOR USE WITH MULTIPLE REGISTRATIONS!</p>	
<p>First name ***as it will appear on your badge</p> <input type="text"/>		<p>Last name ***as it will appear on your badge</p> <input type="text"/>	
<p>Company ***as it will appear on your badge</p> <input type="text"/>			
<p>Address Where YOU an office/a home; NOT a parent company's home/main office</p> <input type="text"/>			
<p>City ***as it will appear on your badge</p> <input type="text"/>		<p>State</p> <input type="text"/>	<p>Zip Code</p> <input type="text"/>
<p>***IMPORTANT: There will be a \$50 fee assessed to change your badge info! Make sure of all info is correct!!</p>			
<p>Your primary format?</p> <input type="text"/>		<p>Payment method?  <input type="checkbox"/> CHECK <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> DISCOVER <input type="checkbox"/> AMEX          For credit cards, please complete the following section-</p>	
<p>Phone</p> <input type="text"/>		<p>Credit Card #</p> <input type="text"/>	
<p>Fax</p> <input type="text"/>		<p>Security Code</p> <input type="text"/>	<p>Expiration (MO-YR)</p> <input type="text"/>
<p>E-mail</p> <input type="text"/>		<p>AMOUNT ENCLOSED / TRANSACTION TOTAL</p> <p>\$ _____</p>	
<p>Instructions to secure lodging inside the host hotel - the Bloomington Sheraton - will be sent to registrants in early 2009. This tuition is transferable but is non-refundable. Ask for details.</p>		<p>Cardholder _____ Authorized Signature _____</p>	



**Michigan Radio Communications** Sports WLUN/Midland, MI unveils brand new digs in the press box at Dow Diamond, home to the Great Lakes Loons minor league baseball team January 28<sup>th</sup>.

**VSS Catholic Communications** is selling noncom Religion KVSS/Omaha and FM translator K276FB/Schuyler, NE to **Bible Broadcasting Network** for \$825k.

**Minnesota Public Radio** drops its long-time Jazz show on Saturday nights and replacing it with "Radio Heartland" starting this weekend. The new show to be hosted by former MPR morning co-host **Dale Connelly** and has been airing on HD radio and streaming.

**Citadel** Hot AC WDVD/Detroit brought in record-breaking donations during its 3<sup>rd</sup> annual "Stuff-A-Bus" campaign. WDVD listeners donated more than 15k toys to benefit local support agencies with Christmas gifts for the precious wee little ones.

High-Fives to the staff of **CBS** AC WDOK/Cleveland for raising more than \$240k in its first "Feed a Family Charity Marathon" over the holidays. The staff broadcast live at the local mall from 6a-7p on Friday (12.12) accepting donations to benefit the **Salvation Army** and the **Hunger Network** of greater Cleveland. The station raised \$16k alone from two listeners who each bid \$8k to throw out the first pitch at a **Cleveland Indians** game.

**Sarkes Tarzian** AAA WTTS/Indianapolis PD **Brad Holtz** adds PD stripes for sister N/T WGCL-AM replacing **Don Pratt**.

**Regent** Active Rock WWBN/Flint, MI and sister Classic Hits WQUS PD **Brian Beddow** leaves the building.

**Entercom** Alternative KRBZ/Kansas City grabs **Travis Halverson** as morning co-host.

**Entercom** Top 40/Rhythmic KDGS/Wichita morning co-host **Emily Stevens** (aka Hailey) exits.

12-year **CBS** Talk WCCO-AM/Minneapolis overnigher **Al Malmberg** and weekender **Brad Walton** were shown the door.

**Clear Channel** Rock WQBW/Milwaukee APD/midday talent **Sean Lynch** leaves for Saga Classic Rock WYMG/Springfield, IL to do mornings.

**Tazz Anderson**, a recent Conclave/Edison recipient of the "30 Under 30 Award" is the new Executive Producer for "The Core DJ's Radio Show."

**Citadel** Oldies triumvirate WGVX-WGVY-WGVZ/Minneapolis let middayer **Matt Martindale** and PM driver **Sarah Jones-Larson** go.

**Minneapolis Star Tribune** sports columnist **Patrick Reusse** takes over mornings at **Hubbard** Talk KSTP-AM/Minneapolis.

**CBS** Top 40/Rhythmic WBBM-FM/Chicago sign middayer **Jamar "J Niice" McNeil** and night timer **Julian Nieh** for Mornings, replacing Eddie & Jobo.

Industry vet **Drew Murray** joins **CO5** as VP/Adult formats.

After 56 years on the air at **Starcom** Farm-Full Service KASM-AM/Albany, MN, **Cliff Mitchell** has retired. Mitchell, 80, joined the station in 1952 and was inducted into the MN Broadcast Hall of Fame in 2002 and the NAFM Hall of Fame in 2005.

**NRG Media** flipped 1180 AM in Omaha to Talk as KOIL-AM replacing Regional Mexican KYDZ-AM which moved to 1020 AM.

Des Moines talk show veteran **J. Michael McKoy** has brought his show "Mac's World" to the afternoon line-up at **Saga's** Christian KPSZ-AM/Des Moines.

**Northwestern Radio** promotes **Dick Whitworth** to Assistant VP for Media. Whitworth has been Station Manager for Northwestern Christian AC KNWI/Des Moines for the past four years. He replaces **Reid Holsen**, who recently resigned to take a gig with the city of Sioux Falls, SD.

Another Holsen's in the news, as we congratulate *TATTLE* editor **Ben Holsen** who was named Production Director for **Citadel/Minneapolis** while adding PM drive duties to Oldies triumvirate WGVX-WGVY-WGVZ. Ben will continue his on-air duties at Active Rock KXXR/Minneapolis as **Chuck Diesel**.





AT THE  
CROSSROADS  
Session CDs

# AVAILABLE FROM THE CONCLAVE

CONCLAVE  
MEMORIES  
Buy The Book!

FOR SALE NOW! LOG ONTO [WWW.THECONCLAVE.COM](http://WWW.THECONCLAVE.COM) FOR DETAILS!

## KEYNOTES/KEYNOTE SESSIONS

- |  |  |
|--|--|
| <input type="checkbox"/> DAVID REHR KEYNOTE                    | <input type="checkbox"/> RITA COSBY KEYNOTE                      |
| <input type="checkbox"/> ED SCHULTZ KEYNOTE (CONCLAVE COLLEGE) | <input type="checkbox"/> COUNTRY SYMPOSIUM- SECRET OF MY SUCCESS |

## CONCLAVE COLLEGE

- |  |
|--|
| <input type="checkbox"/> PPM FROM THE FRONT LINES          |
| <input type="checkbox"/> BEYOND THE BEDROOM: JACOBS STUDY  |
| <input type="checkbox"/> LEE ABRAMS: HISTORY OF THE FUTURE |
| <input type="checkbox"/> ROYALTIES- THE DEBATE             |

## THE PROMOTION SUMMIT

- |   |
|---|
| <input type="checkbox"/> WORKING WITH CHARITIES   |
| <input type="checkbox"/> UNDERSTANDING AGENCIES   |
| <input type="checkbox"/> REACHING YOUNGER DEMOS   |
| <input type="checkbox"/> MARKETING IN A PPM WORLD |
| <input type="checkbox"/> BEING PC                 |

**LEARNING  
CONFERENCE '08  
SESSION CD'S  
AVAILABLE NOW!  
\$19.99 EACH/FREE  
SHIPPING!**



**30 Years  
of the Conclave!  
\$9.95/FREE SHIPPING!**

Condolences to family and friends of billionaire banker and **Minnesota Twins** owner **Carl Pohlad**, who passed Monday (1.5.09) in his home at 93. Pohlad also provided financial backing for **Steve Woodbury's Northern Lights Broadcasting**, owner of Top 4-/Rhythmic KTTB/Minneapolis. According to **Forbes**, at the time of his death, Pohlad was the 2<sup>nd</sup> richest Minnesotan and 102<sup>nd</sup> richest American.

Condolences to CO5 Music's **Bebop Hobel** on the loss of her mom, **Kitty**, over the holidays.

Condolences to consultant **Guy Zapoleon** on the loss of his father, **Arnold H. "Bud" Zapoleon**, who passed on Christmas.

*Note: with this issue of The TATTLER, the publication celebrates its 35<sup>th</sup> year of fostering lies and deceit...er, we mean...sharing news and views of the industry, with an emphasis on the comings and goings of the fine folks who serve as the foundation of the Conclave Learning Conference! Throughout this year, we'll include items that may have appeared in previous issues of the TATTLER that may be fun to review. Look out- you might get mentioned! As we've said since 1975, thanks for reading - but really, don't you have something BETTER to do with your time?? :o)*

**Jobs.** The **Conclave** is seeking Fundraising and Marketing & Research interns to assist in helping to build the nation's only multi-formatic non-profit organization in the industry. If you can communicate effectively on the phone, possess great organizational skills, live/work in the Twin Cities area, and have a passion for the industry, we want to hear from you. The internships are unpaid, but the education you'll receive will be worth thousands! If you'd like to receive job descriptions for either position, contact <mailto:tomk@theconclave.com>. In your email requesting a description, let us know which position you'd like to explore: *The Fundraising & Promotions Internship* or *The Marketing & Research Internship* or both. These positions will be filled by the end of the month, so don't delay in letting us know of your interest...AC WLTE/Minneapolis has an immediate opening for a part-time announcer. Must be able to run hour to hour on air operations in studio at 102.9 WLTE-FM. Must have prior radio experience including on air in small to large markets and a willing to work flexible hours. On air production experience required. Please send cover letter, resume and on-air demo to: HR Anncr - 100, **CBS Radio**, 625 2nd Avenue S., Minneapolis, MN 55402. Or e-mail your resume and cover letter to [radiojobsmpis@cbsradio.com](mailto:radiojobsmpis@cbsradio.com)...The **Randy Lane Company** is looking for air talent for morning shows in all market sizes. Are you likeable, real and hardworking? Send your best to: [randy@randylane.net](mailto:randy@randylane.net)...**Steckline Sports** KGSO/Wichita needs

PT board-ops for 10-20 hours/week. Send your resume to: [jnavarro@maanradio.com](mailto:jnavarro@maanradio.com)...**Midwest Family Country** KOMG/Springfield, MO is searching for a new morning co-host for their music intensive Classic Country station. Send your Cover letter, resume, aircheck and photo to: [dkpierce@basscountry.fm](mailto:dkpierce@basscountry.fm)...**Steckline News** combo KIUL-AM/KYUL-AM/Garden City, KS is looking for an Ops Manager/Morning Show Host/PBP. Rush your best to: [jnavarro@maanradio.com](mailto:jnavarro@maanradio.com)...**Starcom Farm-Full Service** KASM-AM/Albany, MN is in need of Morning Talent with farm background and a passion for the small town atmosphere. Log on to [kasmradio.com](http://kasmradio.com) to apply...**Lincoln Financial** Top 40/Rhythmic KQKS/Denver needs PT help. T&R's to: [jimage@ks107.5.com](mailto:jimage@ks107.5.com)...**NextMedia** Classic Rock WRXQ/Joliet, IL needs a FT air-talent. Experience determines day part. All your best should be emailed to: [wrxqjob@gmail.com](mailto:wrxqjob@gmail.com)...**Midwest Communications** Country WDEZ/Wausau, WI needs a seasoned communicator that can stir things up every once and awhile. Familiar with Cool Edit, Vox Pro and Music Master? Send all you can with cover letter to: [joe@wdez.com](mailto:joe@wdez.com)... All listings in Jobs represent equal opportunities and are provided free of charge. To place an ad, send particulars to: [tomk@main-st.net](mailto:tomk@main-st.net) no later than Thursday evening for Friday publication. No calls unless otherwise specified.

