

35 YEARS OF THE TATTLER (1975-2009)

Volume XXXV Number 43 November 6, 2009

The Conclave

Presents

The TATTLER

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

The Conclave is proud to announce that accomplished entrepreneur and Internet radio pioneer, **Kurt Hanson**, will be presenting a very special webinar this coming Thursday, November 12<sup>th</sup> at 3P EST/2P CST: *"Navigating the Future of Radio: Opportunities for Broadcasters in Radio's Brave New World"* (Note: this webinar will be presented on a Thursday rather than the usual Wednesday because of Veterans Day.) Co-sponsored by **Envision Radio Networks**, this webinar is free but pre-registration is necessary at <https://www1.gotomeeting.com/register/257360216>. RAIN publisher and **AccuRadio** CEO Kurt Hanson will provide Conclave webinar attendees with an update on the state of the industry today, insights on where it's headed, and thoughts on career and entrepreneurial opportunities in the space. Kurt explains, "Over 42 million consumers a week (in the U.S. alone, plus hundreds of millions of other consumers around the world) are now spending at least a portion of the radio listening time with Internet-delivered radio. Online radio can offer hundreds of genres of music that can't be found on AM/FM or satellite radio... limited spot load... visuals... and even personalization! And right now it's leaping beyond the PC into homes and cars via desktop Internet radio and mobile devices like iPhones." Hanson is a longtime respected thought leader in the world of digital audio. RAIN has become the daily digest of all things related to digital audio and Internet radio. AccuRadio is one of the most successful Internet radio platforms in the world and the recipient of the prestigious Webby Award for excellence in Internet radio broadcasting. Kurt's annual RAIN Summit has become the single most important gathering on the subject of Internet radio. This yearly event includes the always-anticipated state of the industry

address delivered by Kurt. All Conclave webinars are hosted by **Jay Philpott**, air talent at 106-5 The Arch/St. Louis and current Conclave Board member.

Last Friday, before the **Vikings/Packers** game in Green Bay, WAPL/Appleton, WI held a "Funeral-4-Favre." The morning show staged an event at a local bar complete with a three-hearse procession from Lambeau Field. "We needed one more hearse just in case **Brett Favre** said he didn't want to be dead anymore," joked WAPL co-host **Len Nelson**. Four pallbearers carried the No. 4 casket while whispering "don't fumble" to one another. Fans read eulogies. "It feels like a funeral for a guy who knew how to party, and Favre knew how to party," said **Mike Prell** of Neenah. "It's the only funeral with Jack Daniel's specials." Others were disappointed in the display, saying, "These people here need to realize what he's done for this town," said **Gregory Ladner**. "If Brett wants to play, that's all there is to it." Packer fans were asked to give away any Favre memorabilia to the local Goodwill, and the event sold out of black No. 4 armbands. Proceeds from cash donations and the sale of the \$5 armbands will go to the **Deanna Favre Hope Foundation**. By the way, Favre torched his former team with 4 TD passes on Sunday as the Vikings crushed the Brett-less Packers 38-26.

**NAB** EVP and General Counsel **Jane Mago's** testimony before the **FCC's** media ownership this week stressed competition as the best way to serve the public interest and called for easing restrictions on ownership in light of increased competition and the economy. Mago said that the **Communications Act** mandates that "the FCC must take current competitive conditions into account as it reviews the broadcast ownership rules," and asked that the Commission base "any judgment of these rules on real evidence, not unsupported opinion." Mago added "broadcasters provide service to their local communities even as the competitive business model under which they operate is under assault from multiple and growing sources in today's multi-platform, multichannel world," adding, to preserve local service, "broadcasters believe that the FCC's rules must permit reasonable combinations of station ownership so that broadcasters can compete effectively." She specifically targeted the newspaper cross-ownership ban for revision, as well as the impact of cable and satellite on the television playing field.

the Conclave Webinars

## Navigating the Future of Radio

**Opportunities for Broadcasters in Radio's Brave New World!** Over 42 million consumers a week (in the U.S. alone, plus hundreds of millions of other consumers around the world) are now spending at least a portion of the radio listening time with Internet-delivered radio. Online radio can offer hundreds of genres of music that can't be found on AM/FM or satellite radio... limited spot load... visuals... and even personalization! And right now it's leaping beyond the PC into homes and cars via desktop Internet radio and mobile devices like iPhones. RAIN publisher and AccuRadio CEO **Kurt Hanson** will provide Conclave webinar attendees with an update on the state of the industry today, insights on where it's headed, and thoughts on career and entrepreneurial opportunities in the space.



Kurt Hanson



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

Conclave Webinar!

This  
Thursday  
November  
12,  
2009  
2 PM CDT

THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at [tomk@theconclave.com](mailto:tomk@theconclave.com) Web: [www.theconclave.com](http://www.theconclave.com)

trim the bottom  
**LINE**  
MusicMaster

not your  
good  
people



**ARE YOU**  
paying too  
much for  
obsolete  
music  
scheduling  
software?

barter, lease, or buy

**Music Master**  
Scheduling

The World's #1 Music Scheduling  
Software for Windows®

[www.mmwin.com](http://www.mmwin.com)

Earlier this week at the workshop, Commissioner **Michael Copps** ripped broadcasters and consolidation, adding "if we can't fix what's broken" in broadcasting, including broadcast journalism and "mind-numbing monoprogramming," "maybe those who want that spectrum back have the better argument." Copps continued his complaints about consolidation and limited news coverage, warning that "consolidation is coming back, and once the economic indices start heading north, you'll see media properties galore - all pining for those elusive 'economies of scale' whose chase doomed so many companies over the past few years." "We've been asleep at the switch when we weren't being downright destructive," Copps said. "Twenty-plus years of heedless deregulation eviscerated almost every public interest guideline we had. Media companies took advantage of that. Don't blame them. Blame us." He urged the Commission to act quickly on ownership issues "because the window of opportunity that is open to us now will not be forever open, and we could one day be castigating ourselves for not harvesting the field when we could." Copps also asserted that "localism," which critics have said is a back-door way to achieve the **Fairness Doctrine's** aims without an actual Fairness Doctrine rule, "deserves action now. Let's not be intimidated by a few loud and strident voices trying to make 'localism' a dirty word. It's not. Localism is making sure that our broadcast media spend some quality time covering what is going on in the communities where people live - local news and information, local music, and the rich cultural diversity that makes America, America. Some shout 'communism' from their perches - as if people who have had their fill of shuttered newsrooms, infotainment and an increasingly uncivil civic dialogue are somehow un-American."

The **FCC** will hold its second workshop on broadband opportunities for small and disadvantaged businesses next Thursday (11/12) including talk about capitalization in radio, TV, cable and wireless. The workshop includes panels on public and private funding with representatives from the **NTIA** and **SBA**, attorneys and investors.

Congressmen **Gene Green** and **Michael Conaway** sent a letter to House Chairman **John Conyers**, asking that they be included in the **Performance Royalty** discussion group between the **NAB** and **MusicFirst** on November 17<sup>th</sup>. The two Congressmen are co-sponsors of the "Local Radio Freedom Act," the non-binding resolution signed by over 250 House members who oppose any implementation of a performance royalty. The letter insisted any

new royalty would be "tremendously harmful" to radio station, charities that receive free airtime for their causes and new bands.

**Triton Media** partners up with **Jacobs Media** and Consultant/Programmer **Joel Salkowitz** to help **Dial Global's** development of the recently announced **Jelli** nationally syndicated radio programs. Jelli is a multiplayer web-based game that lets listeners completely control the songs played on the radio. Salkowitz will contribute formatting, imaging and music management expertise for the Top 40 version and Jacobs will advise the Rock version. "Interest is high in the crowd-sourced programming concept and quality broadcasters are already making inquiries," said Dial Global Pres./Programming **Kirk Stirland**.

**Clear Channel/Chicago** announced an Urban Network this week, including Urban WGCI, Urban AC WVAZ and Black Gospel WGRB-AM. "Each station targets and influences a different segment of the population," said Pres./Market Manager **Earl Jones**. "Together, these stations reach more than 1.2 million African-Americans weekly." Advertisers that purchase the Network will get cross-platform marketing opportunities, including radio, digital and events. **Derrick Brown** steps up in a newly created role as Dir./Urban Programming for all three stations.

WMMS/Cleveland paid tribute to 22 year-old fallen Marine Lance Cpl. **David Raymond Baker**, who was killed while fighting in Afghanistan October 20<sup>th</sup>. The station stepped in when they found out that the Kansas group from **Westboro Baptist Church** planned to show up and protest. You've seen this group on the news, protesting at soldier's funerals with signs saying, "God Hates Fags." When WMMS morning man **Rover** found out about the "church's" plans, he mobilized his listeners to fight back. Baker's favorite song was "Chicken Fried" by **The Zac Brown Band**, so WMMS boldly broke format during Baker's funeral and played nothing but that song from 10:30a until noon. Listeners were told to drive down to the funeral and blast WMMS to drown out the protesters. WMMS PD **Bo Matthews** said the response from listeners was amazing. "We received calls, e-mails and Twitter messages over the weekend thanking us for the effort and for remembering David Baker and other people serving our country. This is something special that Rover spearheaded and it truly took on a life of its own."

**THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416**

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at [tomk@theconclave.com](mailto:tomk@theconclave.com) Web: [www.theconclave.com](http://www.theconclave.com)

Call 212.509.1200 to schedule your live "paperless" demo!

**Paperless Studio  
Tools Available!**

[www.PromoSuite.com](http://www.PromoSuite.com)



**Listener Database**   **In-Studio Link**  
**Contest Manager**   **Prize Closet**  
**Event Tools**   **Liners & Promos**

The **Conclave** helped present *Wanna Be A DJ?*, an event that took place recently at **Brown College** in conjunction with **Citadel** rocker KXXR/ 93X. The program included insights from media professionals and each attendee had the opportunity to apply for one of the Conclave's 2010 Radio Industry scholarships. 93X's **Josh** from the *Half-Assed Morning Show* spoke about his experience in the industry, how he got started, and what his job is like today. The group also heard from former scholarship winner and Conclave Board Member, **Siobhan Kierans**, and 2009 Conclave/Brown College scholarship winner, **Stephanie Ollinger**. The candidates were able to cut a demo and filled out scholarship applications on the spot while hanging out with the 93X Morning Show. *Comment: The 2010 Conclave Scholarship program is underway. This year we will be giving away four scholarships to prospective broadcasters: three partial scholarships to Brown College and one to Specs Howard School of Media Arts. The results of the contest will be known in early April. We're also awarding a Music Industry scholarship to McNally-Smith College of Music/St. Paul. If you know a potential broadcaster or someone who would like to apply for the scholarships, check out <http://www.radioscholarships.com>. - TK*

**Entercom** Hot AC WMYX/Milwaukee kicked off its 12<sup>th</sup> annual "Stuff a Bus" food drive today by accepting donations on their [website](#). The WMYX Kidd and **Elizabeth** morning show will broadcast live on Wednesday (11/25) from **Pick & Save** in West Allis, WI, collecting frozen turkeys, non-perishable food items and money.

**Regent** Top 40/Rhythmic WZPW/Peoria is holding their 2<sup>nd</sup> annual "Blanket Peoria" charity blanket drive from now through December 14<sup>th</sup>. The drive is designed to collect new blankets that will be donated to local shelters and missions to assist in keeping people warm this winter. "I feel so blessed that I have a warm house to live in during the winter months," PD **Jason Parkinson** said. "Not everyone in Central Illinois is as lucky. You can buy new blankets for less than \$3 a piece at most major retailers, so we know that our listeners will come through and help us meet our goal."

**Simmons Media Group's Simmons-Austin, LS, LLC** is selling Sports WFFX-AM/East St. Louis, IL to **Entertainment Media Trust** for \$450k. The buyer already owns Oldies KZQZ-AM (formerly WIL-AM/St. Louis) and WXOZ-AM/Highland-Belleville, IL and also purchased Sports KRFT-AM/University City, MO-St. Louis from **Big League Broadcasting's Big Stick Three, LLC**.

Longtime **Wisconsin Public Radio** "Morning Classics" host **Jim Fleming** announced his retirement at the station after 41 years.

**Journal** SVP and CFO **Ron Kurtis** announced his retirement, effective December 27<sup>th</sup>, after 36 years with the company.

Internet station KRZZ-IR/Wichita narrows its playlist focus and re-launched as "Wichita's Classic Rock that Really Rocks!" With the changes, PD **Roxanne Stuart** exits. **AJ Hunter** is relocating from Colorado Springs and will be the new PD.

**Clear Channel** Hot AC WKDD/Akron morning icon **Matt Patrick** announced he's leaving, effective Dec. 18<sup>th</sup>.

**Next Media/Chicago** announces **Ryan Wild** as OM/PD of Hot AC WZSR and Oldies WWYW.

Congrats to **Sarkes Tarzian** AAA WTTS/Indianapolis PD **Brad Holtz** who will marry longtime girlfriend **Natalie Bazzani** on Saturday, November 14<sup>th</sup>.

Condolences to longtime Chicago radio newsman **Lyle Dean** on the passing of his beloved wife **Sharon Lord Lebsack**, who died of Leukemia at 66. Lebsack was a Registered Nurse and office manager for Dean's business ventures.



**THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416**

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at [tomk@theconclave.com](mailto:tomk@theconclave.com) Web: [www.theconclave.com](http://www.theconclave.com)

# The ONLY Multi-Formatic Radio Programming Conference in America...

The 2010 **Conclave** Learning Conference • 35th Anniversary!

## ...says "See You July 15-17, 2010"!

Our thoughts and prayers go out to WAKS/Cleveland APD/MD/PM Driver **Kasper** on the loss of his father, **James J. "Lucky" Kasper**.

**Jobs.** Wanted: a strong talent with CHR experience for daytime airshift. Promotion and music chops help. If you're willing to work hard in a winning situation, send your aircheck and salary requirements to [jobs@joelraab.com](mailto:jobs@joelraab.com)...**NRG Media** has an opening for Operations Manager in Wausau-Stevens Point, WI. 4-station cluster includes Country, Classic Rock, A/C, and Rock Hits. The ideal candidate will have multi-format experience with programming, promotion, and leadership skills to lead our team into 2010 and beyond in this very competitive market. Please send your materials to: **Don Pollnow**, WYTE/WLJY/WGLX/WBCV, General Manager, 2301 Plover Road, Plover, WI 54467, [dpollnow@nrgmedia.com](mailto:dpollnow@nrgmedia.com)...**Bonneville**/St. Louis is looking for Sports Talk Show Host. CD&R to Bonneville St. Louis Radio Group Attn. **Amanda Koepe**, 11647 Olive Blvd., St. Louis, MO 63141...**Cherry Creek Radio** is looking for a Difference Maker Morning Show Talent for its Flagship Country Station KGGL-FM AND a Top Level Operations Manager for its cluster in beautiful Missoula Montana. Send resume & air check to Group PD Bob Guerra: [bguerra@cherrycreekradio.com](mailto:bguerra@cherrycreekradio.com)...Mojo 104/Fargo is looking for its next morning show. Do you understand the way top 40 sounded in the late 70's? Can you deliver that boss jock sound and energy? Email us your best stuff...aircheck, production samples, resume, one page morning show philosophy, recent picture and salary requirement to: [hireme@mojo104.com](mailto:hireme@mojo104.com) or snail mail **Mike Waters**, Program Director, MOJO 104, 1020 25th St. S., Fargo, ND 58103...Your favorite Radio Stations have a brand, and it's more than what comes out of your stereo. It's websites. It's texting. It's iPhone and Blackberry apps. It's Facebook. It's online streaming. Wanted- An Interactive Brand Manager to help maximize Radio Station brands over these new and future platforms. Email your cover letter, resume, salary requirements and anything else you think will wow us to [telbrink@nextmediachicago.com](mailto:telbrink@nextmediachicago.com). Please put "Interactive Brand Manager" in subject line to be considered for this job...**Three Eagles Communications**/Luverne, Minnesota has a rare opening for a full time on-air talent. K-101 is looking for an afternoon drive announcer who can handle copy writing, production, and play-by-play a huge plus. Send your CD&R to **Steve Graphenteen**, EVP/GM at [sg@luverne.threeeagles.com](mailto:sg@luverne.threeeagles.com)...**Carroll Broadcasting Company**/Carroll, Iowa is seeking a person in their advertising sales department as a marketing resource for an established and diverse client base. You'll help clients develop strategic marketing campaigns, get in front of

decision makers and uncover client's needs. Send a resume, in strict confidence, to **Lynda Dukes Franey**, Local Sales Manager [lynda@carrollbroadcasting.com](mailto:lynda@carrollbroadcasting.com)...Talk WHLO/Akron needs a local host. Contact **Greg Ausham**, WHLO 7755 Freedom Ave NW, North Canton, Ohio 44720. Send a brief MP3 (no longer than 5 mg) to [gregausham@clearchannel.com](mailto:gregausham@clearchannel.com)...**BMG Billings, LLC** is a new kind of broadcasting company operating locally in Billings, MT with 4 FM and 1 AM stations: a CHR/Top 40, Mainstream Rock, FM Sports, FM Country, and a Classic Country/AG AM. BMG is looking to hire hard-working, committed PDs, promotion directors, & air-talent who know how to do LOCAL radio the "right way" and know how to win. Send your resume, demo, and anything else you'd like us to consider: **Kyle McCoy**, Operations Manager, 222 N 32nd St 10th Floor, Billings, MT 59101, or email your package to: [jobs@benedettimedia.com](mailto:jobs@benedettimedia.com)...Akron's 98-1 WKDD is looking for its next morning show host, *and only the second one* in its 30 + year history. Send a brief mp3/resume to [keith@wkdd.com](mailto:keith@wkdd.com), or WKDD, 7755 Freedom Ave NW, North Canton, OH 44720. <http://twitter.com/keithkennedy981>...Madison's "Z-104 The Hit Music Channel" is looking for its next great weekend talent! If you have previous CHR experience and you live in the Madison Area (no voice-trackers), you've got a great part-time on-air opportunity at **Clear Channel / Madison**. Send Aircheck, resume, and links to your Facebook, Twitter, Or Myspace to [jonreilly@clearchannel.com](mailto:jonreilly@clearchannel.com)...WRBR is looking for an experienced active rock air-talent to fill the mid-day slot and one weekend shift. This person must have excellent on-air, imaging, production and RCS skills. Send resume complete with air-check, production, promo and imaging demo to [tommy@1039thebear.com](mailto:tommy@1039thebear.com)...**Entercom/Indianapolis** is seeking an Assistant Program Director. A minimum of five years commercial radio experience and at least three years experience as PD, APD, MD, or Promotions Director are required. Send resume, promotions portfolio, station composite, and/or imaging demo to **Scott Sands**, 9245 North Meridian Street, Suite 300, Indianapolis 46260...T40 WAZY/Lafayette, IN is looking for a morning show host. Please RUSH your materials! Resume, mp3 demo (less than 3 minutes) and any links you have to your Myspace, Facebook And Twitter pages to [jimmy@wazy.com](mailto:jimmy@wazy.com)...Fargo's new Christian Alternative station seeks talent. All positions available. Rush demo and resume to [clarahoperecords@hotmail.com](mailto:clarahoperecords@hotmail.com) or snail mail to: PO Box 850, West Fargo, ND 58078...All listings in The TATTLER represent equal opportunities and are provided free of charge. To place an ad, send particulars to: [tomk@theconclave.com](mailto:tomk@theconclave.com) no later than Thursday evening for Friday publication. No calls unless otherwise specified.

**THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416**

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at [tomk@theconclave.com](mailto:tomk@theconclave.com) Web: [www.theconclave.com](http://www.theconclave.com)