

35 YEARS OF THE TATTLER (1975-2009)

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The Conclave

Presents

The TATTLER

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

**It's Cheap! It's Good!** This week, the **Conclave** announced its early-bird tuition for the 35th Learning Conference, July 15-17, 2010 at the **Doubletree Park Place/Minneapolis**. The Earlybird per-person tuition will be \$199...the lowest tuition of any announced 2010 conference in the industry. As usual, that tuition covers attendance at all planned sessions and special events, meals, snacks, and libations. New for 2010: **THE GANG OF 10** Rate - Good for any Group, Cluster, Flock, Posse, Collection, Bunch, Gaggle, Herd, Band, etc. For 10 or more registrants submitted at the same time, Learning Conference attendees will be receiving an additional 25% discount in tuition! That means, the already low \$199 per-person tuition becomes \$149 for those using the **GANG OF 10** discount! This is a limited time offer!! The 35th Conclave Learning Conference will be held at the Doubletree Park Place Hotel in Minneapolis. Sleeping rooms are \$99 single/double plus tax. Call 1-800-245-9190 and ask for the Conclave rate! *Comment. The Conclave certainly understands the economic realities alive in our business, and that's why we're pleased to once again offer a budget-friendly option to attend broadcasting's most knowledge-filled event. And we're thrilled to be able to offer the GANG OF 10 rate to ANY group of 10 individuals who wish to register together. This special is good for 10 or more from the same company, 10 or more industry pals that each work for a different company, you and 9 other students or teachers from your school or university, you and nine or more of your Facebook friends, you and 9 other members of your family. You get the idea. Bottom line - 10 or more registered at the same time pay only \$149 each. And about our agenda and this very special 35th anniversary celebration...As you may know, the Conclave's annual summer Learning Conference is the longest running meeting of radio programming professionals in the industry. We've had some amazing meetings over the past 34 years but we're planning to make Conclave number 35 the*

*absolute best in our history. Got an idea for a must-attend session, a must-see speaker? Your thoughts, suggestions and ideas are always welcome! - TK*

Have you been anxiously awaiting the purchase of **Bob Shannon's** acclaimed new book - **Turn It Up! American Radio Tales 1946-1996** - for yourself or others? Have you ever wondered how you might help the non-profit **Conclave**, especially during this season of giving? Now, you can do both and SAVE money. From now until December 16, 2010, Bob's fabulous history of contemporary radio and the personalities who created it ("The best book I've ever read on our industry" - **Jerry Vigil**, Editor/*Radio & Production Magazine*) can be yours at a deep discount AND for every book sold, the Conclave receives a crisp, new \$1 bill! Purchasers of the book will pay only \$15.96 (plus shipping and any applicable taxes) - a whopping 20% off the list price - the lowest price available ANYWHERE, including Bob's own website! But wait - there's more! Bob will autograph each book purchased with this special offer! To own the book for yourself (or to give as a holiday gift) AND help the Conclave at the same time, click on [http://www.americanradiotales.com/conclave\\_offer.php](http://www.americanradiotales.com/conclave_offer.php) and follow the instructions on the page. Says Shannon, "My book tells an amazing American tale about the evolution of the radio industry. The story is told by 58 bigger-than-life voices, most of whom you know - radio personalities who helped define the second half of the 20th Century. Since 1976, the Conclave has embraced the notion of improving the quality of broadcasting through education. It's a mission I support, one I hope I've been able to contribute to with my writing, and why I am pledged to donate one dollar for every book sold. I am both privileged and delighted to be able to join with the Conclave in this holiday offering. *Comment. The Conclave is humbled by Bob's offer to not only make his 'must-have' book available at a significant savings, but at the same time providing the Conclave with a generous donation. Talk about a win-win situation for readers and the Conclave! - TK*

The **Senate Commerce Committee** voted unanimously to pass the **Local Community Radio Act**, which would add hundreds of new low-power FM radio stations nationwide. The bill now moves to the full Senate. "Today's vote brings us one step closer to a new golden era of radio - where music, news and information that matter to local communities are back on the dial," **Free Press** Program Coordinator **Candace Clement** said. "Passing this bill will open up the airwaves to hundreds of new noncommercial radio stations and offer a much needed alternative to the cookie-cutter format that dominates the radio dial."

the Conclave Webinars

Thinking Creatively:  
Putting Imagination and  
Ideas To Work

Entrepreneur and creative guru, **Doug Zanger**, in a very special webinar on Tuesday, December 8th at 2P CST/3P EST: "Thinking Creatively: Putting Imagination and Ideas To Work". In this presentation, Doug will share his thoughts on radio today and what someone working in the medium can do to make the most of it. From practical tips on writing and making copy better to getting the best out of talent, Doug Zanger - a guy who calls himself "1998's worst DJ" - shares his story and his ideas on how to make 2010 the best year of a career through the use creative thought processes.



Doug Zanger

Conclave Webinar!

Tuesday  
December  
8,  
2009  
2 PM CDT



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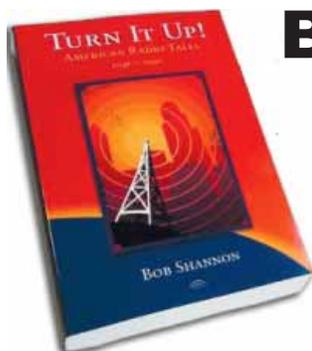
Former **Greater Media** Classic Rock WCSX/Detroit morning show "JJ and Lynne" co-host **Lynne Woodison Lyman** is suing for gender and age discrimination and for failing to stop sexual harassment and retaliating against her when she complained about JJ's behavior. Lyman worked at the station since 1997 and co-hosted mornings with **Jim Johnson** from 2000-08. Lyman alleges she endured "a discriminatory and unlawful work environment where women were described as sex objects and derided on a daily basis." Lyman also alleges the station managers called her a "bitch" for complaining about the harassment and retaliated against her because she complained about making less money than Johnson, despite better performance evaluations. Johnson responded, saying, "I am both shocked and saddened by the completely false allegations made by my friend of more than 30 years. They are not only untrue but hurtful to me, my family and friends. Lynn and I enjoyed a successful career together for many years and had a great relationship both professionally and personally...As late as last week, at her invitation, we shared a drink together to commemorate the one-year anniversary of our departure from WCSX. My behavior was never in question...For her to have chosen to end our relationship by assaulting my character, in such a public way, is inexplicable."

The **NAB** met with parties representing the music industry and members of **Congress** to reiterate its opposition to any performance royalty. Representing radio were NAB Joint Board Chairman and **Commonwealth Broadcasting** CEO **Steve Newberry**, NAB Radio Board Chairman and **ICBC Broadcast Holdings** Pres./CEO **Charles Warfield**, reps from the **National Association of Black-Owned Broadcasters**, the **Spanish Broadcasters Association** and **Rep. Mike Conaway**, an original co-sponsor of a countering resolution known as "The Local Radio

Freedom Act." Meanwhile, Utah Democrat **Jim Matheson** became the 253rd member of **House of Representatives** to cosponsor the **Local Radio Freedom Act**, which opposes "any new performance fee, tax, royalty, or other charge" on local radio stations for music aired free to listeners.

Democrats Choose Radio! **The Democratic National Committee** is using a radio advertising campaign to go after members of the opposition party in the House of Representatives who opposed the Democrats' health care bill. If a Representative is in a district carried in 2008 by Barack Obama, they'll be targeted in the campaign. *The Detroit News* reports that 32 Republican representatives match that profile.(( The spots say that these lawmakers are ignoring calls for change, and that they are standing with insurance companies rather than with their electorate.(( One of the targets: **Fred Upton** (R-MI) was formerly chair of the key telecommunications subcommittee in the House Committee on Energy and Commerce. You may remember that he was also the driving force in the House behind the Broadcast Decency bill which eventually increased the top-drawer fine a broadcaster can get hit with to \$325K.((

According to the **Chicago Tribune**, Chicago radio, TV and writing legend **Studs Terkel**, who passed last year at 96, was tracked by the **FBI** throughout his life. Terkel applied for a job with the FBI's fingerprints division in the 1930's and the FBI started a file on him that lasted until 1990. Terkel was suspected of being a Communist beginning with his appearance at a **Paul Robeson** rally in Chicago in 1945. Terkel, the author of best-selling books, including: "Working," "The Good War" (a Pulitzer Prize winner in '85), "Division Street: America" and "Hard Times" worked at Classical WFMT from 1952 to 1997. Terkel was also a TV pioneer with his largely improvised 1949-51 sitcom "Stud's Place."



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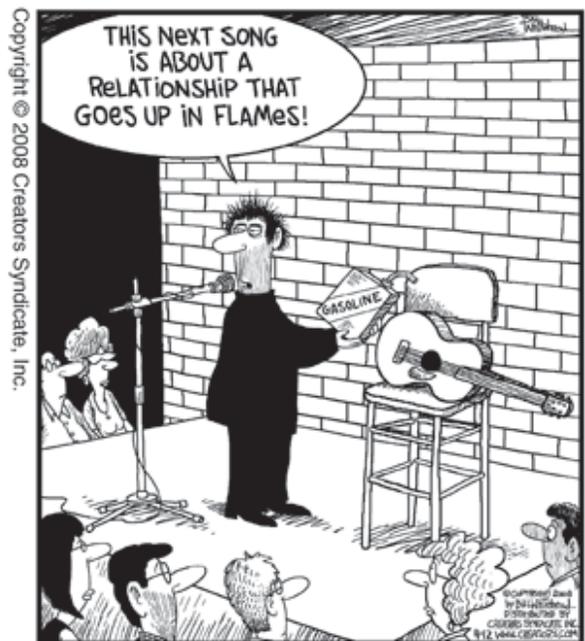
**Premiere Radio Networks** and **Fox Sports Radio** host and 2006 Conclave Keynote **Glenn Beck** has irked another organization, again. The **Anti-Defamation League** is complaining that Beck is the nation's leading mainstream media figure stoking anti-government sentiment, which it describes as "demonizing **President Obama** and promoting conspiracy theories about his administration." The ADL calls Beck the "fearmonger-in-chief" but separates him from **Rush Limbaugh** and **Sean Hannity** by noting the latter two don't use their platforms for conspiracy theories and extremist guests.

For those still holding onto supplies gathered to survive Y2K or the Hale-Boggs comet, or the forthcoming end of the world in 2012 according to the Mayan calendar, the latest twist on survivalism has hit Twin Cities airwaves in the form of ads that urge listeners to plant a "survival seed" garden. According to ads currently running on the **Glenn Beck** show on **Clear Channel's KTLK**, for \$149, a listener can get an acre's worth of seeds designed to sprout enough vegetables and fruit to feed family and friends indefinitely. Famine? No problem. The seeds could be bartered and in such a desperate scenario, the seed canister itself can be buried to avoid confiscation. **Bill Heid**, the owner of **Solutions From Science**, which produces the seed gardens, told the *Minneapolis Star-Tribune*, "My customers are not survivalist, gun-toting hicks," Heid said. "They are just average, flag-waving Americans." Though, he added, "I would suspect some of them are well armed." That kind of attitude has some **Minnesota** lawmakers and agriculture experts accusing the company of antagonizing anxieties for profit. "This is the most bizarre thing I have ever heard," said state Rep. **Al Juhnke**, DFL-Willmar, chairman of the House Agriculture, Rural Economies and Veterans Affairs Finance Committee. "I don't want to see my big-city cousins get duped. Somebody's trying to sell you a pet rock." The *Star-Tribune* points out that Heid may not have totally honorable aspirations; he encountered difficulties in the past with the **FTC**, and had to repay customers \$400K for a settlement 5 years ago. *Comment. How silly to think someone like us would fall for that kind of radio advertising. We have all the survival supplies we need tucked safely away in our backyard fallout shelter. - TK*

**NAB Pres./CEO Gordon Smith** spoke to the **Media Institute** Tuesday, addressing a range of topics, including performance royalties and indecency. Smith said that radio and music businesses "are mature industries, and there is no money. How we divide up what exists of the money is really the issue from the radio standpoint, because if you want to limit what the American

people are able to enjoy and take for granted, in a number of 230 million radio listeners per week – if you want to jeopardize that and turn more radio into talk radio, all **Rush Limbaugh**, all the time – then what you do is further complicate the economics of radio. So you split the baby and you kill it for both." On indecency, Smith noted it should be left to technology, with "five-second delays, V-Chips, content ratings" allowing for avoidance of questionable content. Adding that broadcasters are sensitive to the issue, "so we can balance the **First Amendment** with the need to be competitive and the need to empower parents and shield children from things that they ought not to see." On Media consolidation, Smith said, "With some guidelines, there ought to be a way to allow journalism to survive with economies of scale between newspapers, radio and television," with common newsrooms permissible as long as editorial content remains separate.

**VEVO**, the music service from **Universal Music Group**, **Sony Music Entertainment**, **AT&T** and **YouTube** announced they will launch December 8<sup>th</sup>. "We've been working night and day for months to bring you the best music video and entertainment experience we can dream up," wrote VEVO. YouTube describes VEVO as a "premium online music video hub" that will be powered by YouTube's video technology. **PC Magazine** writes, "Users can access the content via VEVO.com or through a new VEVO YouTube channel, which will include a VEVO-branded embedded player."



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35th Annual Learning Conference

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**Clear Channel** AAA KTCZ/Minneapolis released their 21<sup>st</sup> edition of the "Cities 97 Sampler," the longest running non-profit radio CD in the country. The limited amount of 30,000 copies went on sale for \$24.97 and were sold out in less than three hours. One hundred percent of the profits go to local charities serving the homeless, the hungry, the disabled, seniors, families, women, seriously ill children and animals. The sale of this year's CD puts the all-time total raised up over \$8 million.

Kudos to **Backyard Broadcasting** Country KTWB and AC KELO-FM/Sioux Falls for raising more than \$125k during their 36-hour Radiothon for the **Children's Miracle Network**.

Michigan has one of the highest unemployment rates in the country and the staff at **Citadel** Top 40 WHTS/Grand Rapids knows how difficult it is for many families to keep food on the table. This Sunday, the station will present "Pass the Gravy," a canned food drive/concert to benefit local charitable organization **God's Kitchen** (Known for serving over 195,000 meals to the hungry in 2008). For a donation of two canned good, listeners will gain admission to a concert featuring **We The Kings, Sunstreak, JTX** and local act **The Outer Vibe**.

Disgusted that Chicago's official **Daley Plaza Christmas Tree** will cost over \$150k to display this holiday, **Tribune** Talk WGN-AM/Chicago midday host **John Williams** announced he will put up his own tree for free. So, Wednesday Williams erected "The People's Tree," a 25-foot tree in the Tribune Tower's Nathan Hale Courtyard. The tree was donated by a listener from a nearby farm, the trucking, lights, crane and decorations were all donated by listeners. "This started as an angry rant. I mean \$150,000? Are you kidding? The city is laying people off," said Williams. "But, my plan to do it for less – for free – has morphed into a community effort. People want to be a part of it. They're becoming the ornaments."

The syndicated **Kathleen Show** is crossing the street in Madison from **Mid-West Family** Talk WTDY-AM to **Clear Channel** Talk WXXM on Saturday noon-2p. Host **Kathleen Slattery-Moschkau** is changing the show's format to feature more in-depth interviews in the first hour and listener calls in the second. WXXM OM **Mike Ferris** says, "The show's appeal to forward-thinking women is a wonderful addition to the Madison airwaves." "This is the station I personally listen to and it feels like the perfect home for my topics and guests," said Slattery-Moschkau.

**Mancow**, the **Mancow Radio Experience** and **TRN** sign on as the newest members of **Nineball Radio Networks**. "Mancow is undeniably one of the most creative and engaging radio hosts in the country and we look forward to working with him," Nineball Pres. **Stefan Jones** said. "In the 70's, it was 8 balls," said **Mancow**, "In the new millennium, its Nineball. Great guests, great ideas, killer content. We're honored to be working with Nineball." To find out what Nineball has available in your market, call Stefan Jones at 651.793.8400.

**Cherry Creek Radio** is selling Talk KBLG-AM, Classic Rock KRKX and Alternative KRZN/Billings, MT to **Connoisseur Media** for an undisclosed price. The buyer will take over KBLG and KRZN under an LMA beginning today and will assume programming KRKX on December 1<sup>st</sup>. Connoisseur already owns Classic Hits KPBR and Modern AC KPLN in the market.

Congrats to **Regent Communications** Country WKDQ/Evansville, IN for winning "Station of the Year" at the **Indiana Broadcasters Association Awards**. This is the second time WKDQ has won this award since 2006. **Radio One** Top 40/Rhythmic WHHH/Indianapolis won Station of the Year at the **Indiana Broadcasters Association's 22<sup>nd</sup> Spectrum Awards**. **Jay Rio** won "Personality of the Year."

Radio Vet **Bob Davis** is now available for fill-ins nationwide after installing his new **ISDN** system. Davis was most recently with **Hubbard** Talk KSTP-AM/Minneapolis. The equipment worked great last weekend when Davis broadcasted on **Citadel** Talk WLS-AM/Chicago and he's ready for more. Reach out to Bob at: [bdavis7843@yahoo.com](mailto:bdavis7843@yahoo.com) or at: 773.551.0681.

**Federated Media** Hot AC WMEE/Ft. Wayne, IN names former **Clear Channel** Country KBQI/Albuquerque, NM morning talent **Nikki Roberts** for middays, replacing **Trina Neeley**.

**Clear Channel/San Antonio** has named **Travis Moon** as the new PD/afternoon drive personality at Country KAJA/San Antonio. Moon exited his position as **Bonneville** Country WUBE and WYGY/Cincinnati PD last summer and prior to joining WUBE/WYGY, MOON was MD of Clear Channel Country KEEY/Minneapolis.

**Kim Kreiss**, PD/MD for **Three Eagles/Salida**, CO sister stations Country KBVC, Hot AC KVRH-FM and Classic Hits KWUZ, has exited and KBVC APD **Cassandra Peterson** has been selected PD/MD for all three stations.

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# 35th Anniversary the CONCLAVE Learning Conference

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We're saddened to report the death of a former *Gavin Report* icon and frequent Conclave attendee, **Diane Rufer**. Diane spent nearly 25 years at the magazine as Associate AC Editor and Circulation Manager. After a lengthy and private battle with lung cancer, Diane died Saturday, Nov. 14 at her home in San Leandro, CA with her husband, **Howard Hammond**, by her side. In lieu of flowers, Howard requests donations be made in the name of Diane Rufer Hammond to your local **SPCA** or to **St. Jude's Children's Hospital** in Memphis. Personal expressions of sympathy and remembrance may be sent to Howard Hammond, 3493 Figueroa Drive, San Leandro, CA 94578.

**Jobs.** Great part-time opportunity with a locally owned company, in an amazing city. **MWF Broadcasting** Madison, WI has an immediate opening for a Traffic Reporter. The proper person will accurately report afternoon drive traffic on the biggest stations in the market (including Magic 98 and 94.1 JJO). Broadcast experience, traffic reporting experience, and computer skills required. This is a permanent part-time position; salary commensurate with experience. Contact **Mid-West Family Broadcasting**, Attn: **Randy Hawke** - Operations Manager, 730 Rayovac Dr., Madison, WI 53711, [randy.hawke@wjjo.com](mailto:randy.hawke@wjjo.com)... **Gapwest Broadcasting** in Billings is looking for a classic rock program director/air talent. Digital experience helpful. Send resume including references, program philosophy and your best audio! Snail mail, **Gapwest Broadcasting**, 27 North 27th Street (23rd floor), Billings, MT. 59101. Mp3 is preferred to: [larrywilson@gapbroadcasting.com](mailto:larrywilson@gapbroadcasting.com)... Classic Rock KQDS in Duluth, MN has an opening for a Producer/Co-Host on their heritage morning show. They are looking for someone talented and hard working and willing to put in the time and energy necessary to continue the success of the past 11 years. Along with Producer duties, responsibilities include commercial production, some imaging and tracking, remotes, appearances and more. Please send samples and resume to: Vice President/General Manager, **Red Rock Radio Corporation**, 501 Lake Ave So Suite 200, Duluth, MN 55802... **Radio One Communications** a privately family owned radio group (Not the national Radio One Group) is looking for a Digital Manager that will be focused on driving digital revenue by creating compelling integrated media campaigns that engage and connect advertiser's needs with consumers. This person will create, coach, engage and motivate a fast paced sales department as well as sell digital programs as needed. Integrated media programs incorporate digital and radio promotional assets together into customized campaigns for advertisers. Radio One Communications is comprised of WLJE-FM (Country) WXR-D-FM (Classic Rock) WZVN -FM (Modified A/C) WAKE-AM (Talk Radio) located in N.W. Indiana between Chicago and South Bend. A family owned business operating and dominating N.W. Indiana for over 45 years. Send Resume To: **Leigh Ellis**, **Radio One Communications**, 2755 Sager Road, Valparaiso, Indiana 46383... Hits 106 KQKY in Kearney is searching for their next morning superstar! Our long time morning personality is leaving at the end of the year and we have big shoes to fill. Can you entertain an audience that ranks #1 Persons 12+, P 18-34, and P 18-49 in the Kearney-Grand Island Metro? Interested? Send your best materials to: **Tim Marshall**, KQKY General Manager,

PO Box 666, Kearney, NE 68848, [tmarshall@nrgmedia.com](mailto:tmarshall@nrgmedia.com)... **Clear Channel-St. Louis** has an immediate opening for the position of Program Director for KSLZ & KATZ-FM. Develop and implement creative content and campaigns. Direct and coach on-air personalities. Implement music strategy of two stations. Have responsibility for all on-air aspects of radio stations. Manage brand aspects of events, community service initiatives, stream stations, HD multicast stations. Create marketing concepts and promotional activities of stations. Maximizing ratings performance of stations. Collaborate with Operations Manager on development of station strategy. Collaborate with Online Content Team on development of corresponding digital brands. Collaborate with sales team on revenue growth of stations. Innovate in all areas to differentiate stations from competitors. At least three years of Program Director experience. Availability to work early mornings, late evenings, weekends, and holidays if required. Qualified applicants may submit application materials to [stlresumes@clearchannel.com](mailto:stlresumes@clearchannel.com) referencing "PD" in the subject line... Wanted: A selling sales manager and account reps for new format in Billings, MT. Also, need on air, production for Billings, MT. Send resumes to [admin@jacksonholeradio.com](mailto:admin@jacksonholeradio.com)... KQDS FM Duluth has a rare opening for morning show anchor and Operation Manager. Morning show anchor and Op's director may be two different positions. If you think you are a top talent, send a resume and aircheck to: VP/General Manager, **Red Rock Radio** 501 Lake Ave So. Suite 200 Duluth, MN 55803... A leading Midwest broadcaster is looking for an energetic, experienced broadcaster to fill a morning co-host position. Minimum 3 years on-air experience. To apply, please send resume and aircheck to: [radiogeneralmanager@hotmail.com](mailto:radiogeneralmanager@hotmail.com)... **MacDonald Broadcasting** in Lansing, Michigan is looking for a multi-talented team player. Primary responsibility will be production for a four-station group. Creative commercial copywriting and production as well as imaging writing and production will take most of your time. Other responsibilities could include news and sportscasts, voice-tracking, remote broadcasts, and other promotional guerrilla marketing appearances and events as needed. If you are self-motivated, organized, and can start and finish tasks without much direction we want to talk to you. Please send demos and resumes to: [nextradiojob44@gmail.com](mailto:nextradiojob44@gmail.com)... 101 WIXX has a very rare full-time opening in Green Bay. Our overnight guy is moving up in the company and we need to fill his shoes. Says **Jason Hillery**, "We are not your typical Top 40, which means we're not looking for a typical jock. We are obsessed with having personalities behind the mic. If you can be creative and fresh 7 to 8 times per hour, we definitely want to hear from you. Listen online to get the vibe at [wixx.com](http://wixx.com)." Email your package today. Please keep air checks under 3 minutes, and include a resume, cover letter, and a photo if you've got one handy. Email [jason.hillery@wixx.com](mailto:jason.hillery@wixx.com). Snail mail to WIXX, 1420 Bellevue St., Green Bay, WI 54311, Attn: **Jason Hillery**... 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.

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