

35 YEARS OF THE TATTLER (1975-2009)

Volume XXXV

Number 47

December 4, 2009

The Conclave

Presents

The TATTLER

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

The next Conclave webinar features digital-age entrepreneur **Doug Zanger** in a very special webinar addressing the power of ideas and leveraging enthusiasm - *The Digital Daypart - Using Social Media to Win Big in 2010* - on Tuesday December 8th at 3P EST/2P CST. Co-sponsored by **Envision Radio Networks**, this webinar is free but pre-registration is necessary at <https://www1.gotomeeting.com/register/791870200>. You may know him as the former radio guy from Portland, Oregon or the **Entercom** creative director. You may have heard his national voice over work or one of his popular podcasts, you might know him as the copy writer that has picked up a national award or perhaps as the first-ever radio jury president of the *London International Awards*, or you may have caught his work as a blogger on *Advertising Age*. Any way you know him, Doug will share his thoughts on radio today and what you can do to make the most of your resources. "Promotions could and should live online. People accept a certain level of advertising; they understand we have bills to pay. The secret is to understand the power of the new conversation, and to have courage. You need to accept the facts - it's the end of the bullhorn era. You must embrace the new litmus test of content - can the listener get this somewhere else?" says Zanger. From practical tips on writing and making copy better to getting the best out of talent, Zanger uses examples of passionate PDs and talent who get it and are blazing new trails in the digital era ahead. You don't want to miss the guy who calls himself 1998's worst DJ as he shares his story and his ideas on how you can make 2010 the best year of your career. This webinar is must-attend for PDs, sales managers, production directors and talent!
Comment: As ever, we welcome the fresh, new, creative ideas of the next generation of broadcasters and Doug Zanger certainly is one of their most successful thought leaders. Doug message is simple and timely - he's all about helping you to get more listeners and helping your sales team to make more money in the process. - TK

Marketing and Promotion Guru **Paige Nienaber** has been named the **Conclave's** new Director of Marketing. He begins his duties in the volunteer post immediately. Said Conclave Chairman of the Board **Mark Bolke**, "We're thrilled Paige has decided to join our team. Paige's marketing expertise is unmatched in the industry and while the Conclave

isn't a radio station, it will be great fun to watch the admitted master of 'fun & games' help brand, position and market our organization in front of a highly perceptive broadcasting constituency!" Says Paige, "I've been a fan and believer of the Conclave since I first attended one in 1986. I was frankly stunned at their lack of security - I mean, I was nine. And honestly between writing books on Marketing, my monthly piece in *Morning Mouth*, my daily column on *All Access* and consulting over 100 radio stations around the world, I've had so much free time that eventually I would have turned to drugs. Thanks to Tom Kay for the opportunity and also for the pre-emptive intervention." A frequent Conclave faculty member and webinar presenter, Paige Nienaber heads up **CPR** and promotionally consults, advises and, as he says "corrupts", over 100 radio stations across the US, Canada, the Caribbean and the UK. His previous work includes KGON/Portland, WLOL/Minneapolis, Kiss 102/Charlotte, Wild 94.9/San Francisco. His trademarked intellectual property, named "The Fugitive"© is again available to radio stations. Paige recently completed writing a book on Radio Marketing titled *Radio Promotions From A to Y ('Z' Was Budgeted Out For 2009)* and it's available for purchase at <http://www.anactualbookonradiopromotions.com>. Paige can be reached at <mailto:nwcpromo@earthlink.net>, and his website is <http://www.cpr-promotions.com>.

JUST IN TIME FOR HOLIDAY GIFT-GIVING! 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 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 able to join with the Conclave in this holiday offering.



The Digital Daypart-
Winning with Social
Media in 2010!

Doug says, "Promotions could and should live online. People accept a certain level of advertising; they understand we have bills to pay. The secret is to understand the power of the new conversation, and to have courage. You need to accept the facts - it's the end of the bullhorn era. You must embrace the new litmus test of content - can the listener get this somewhere else?" - From practical tips on writing and making copy better to getting the best out of talent, Zanger uses examples of passionate PDs and talent who get it and are blazing new trails in the digital era ahead. He contends, "Great audio communication starts with simplicity and the ability to tell stories well no matter where it lives or breathes!" Join Doug on December 8th for this very special webinar presented in part by **Envision Radio Networks!**



Doug Zanger

Conclave
Webinar!

NEXT
Tuesday
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8,
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2 PM CDT



FREE - but you must Pre-register!
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The just-announced **GANG OF 10 IN 2010** Learning Conference tuition program is attracting lots of industry attention...not to mention, Conclave registrants! Here's the deal: THE GANG OF 10 rate applies 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! With per-person Earlybird Tuition now at \$199 (see below), the GANG OF 10 Tuition becomes just \$149 for this limited time offer!! **Earlybird Tuition.** Tuition for the 35th Learning Conference, July 15-17, 2010 at the **Doubletree Park Place/Minneapolis** is only \$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. Get your tribe of 10 together today! Or get yourself registered for the most important programming conference in the industry in 2010. Download a registration form by clicking on <https://www1.gotomeeting.com/register/791870200>. The Doubletree Hotel Minneapolis -Park Place is the site of the 35th annual Learning Conference, July 15-17, 2010: The Doubletree Hotel Minneapolis -Park Place! Located just 3 miles west of downtown Minneapolis in St. Louis Park, the Doubletree's Conclave nightly sleeping room rate will be just \$99 (plus tax) - the lowest Conclave sleeping room rate in years and the lowest price for sleeping rooms of any announced industry gathering scheduled for 2010! To secure a \$99 sleeping room online, click on <http://doubletree.hilton.com/en/dt/groups/personalized/MSPPHDT-CLV-20100714/index.jhtml>. Or call the **Hilton Central Booking Center** at 1-800-245-9190 and ask for the Conclave rate.

The official "The Conclave" **Facebook** fan page is now online and available at <http://www.facebook.com/pages/Minneapolis-MN/The-Conclave/212539928419>. Become a fan today so that you will receive updates and announcements as they occur. Additionally, we need your input to help make the 35th Conclave the very best ever. Please take a few minutes to offer your thoughts in the "discussion" section on possible speakers and topics of interest to you.

A-Ware Software, Inc. the developers of **MusicMaster** scheduling software has been a long time supporter of **The Conclave Learning Conference**, it's mission and scholarship programs. Effective immediately and running until January 29, 2010 anyone acquiring a new MusicMaster for Windows license will receive one complimentary 2010 Conclave Learning Conference registration. President/CEO, **Joe Knapp**, says, "While most broadcast conventions are shrinking under the weight of consolidation and economic downturns, I've been impressed with the way The Conclave Learning Conference remains relevant and focused. The agenda always offers something interesting and new, and the attendees always seem to come away from the event with a lot of notes and ideas. The conference is constantly evolving and reinventing itself in step with feedback from the attendees and sponsors. This is a benchmark event that other broadcast event-planners really

should study." MusicMaster customers interested in more information should contact **Mark Bolke** VP/COO 651-405-9119 or <mailto:mark@mmwin.com>. *Comment: Those are kind words from Joe, one of Conclave's most ardent supporters. Any other company who would like to mimic A-Ware's offering may do so with the complete blessing of the Conclave! Thanks for the support, Joe and Mark!- TK*

Arbitron has been testifying in front of the **US House of Representatives** Committee on Oversight and Government Reform about **PPM** this week. The concerns expressed include PPM's damaging effect on minority-owned radio. **Rep. Ed Towns** (D-NY) opened the meeting with shots at PPM, noting that the unprecedented decline in the ratings gives cause for an examination of "the possibility of methodological flaws in the implementation of PPM." Arbitron Pres./ CEO **Michael Skarzynski** released a statement prior to the meeting, saying, "Arbitron looks forward to sharing with the Committee our expertise and insights based on our long history and extensive experience in gathering and disseminating the quality data that is used throughout the radio industry by broadcasters, advertisers and agencies." **MRC** Exec. Dir./CEO **George Ivie** feels "there is little doubt that electronic measurement can offer an improvement, but the MRC has concerns" about PPM. Ivie says Arbitron still has not offered "sufficient performance metrics on a sustained basis," and had continued to introduce the service to "20 unaccredited markets without solving its problems." Skarzynski said commercializing PPM without accreditation was the norm in the rating industry for radio, TV, internet and others and that accounting firm **Ernst & Young** reviewed each market prior to commercialization. "If there was a showstopper - we wouldn't commercialize markets," adding that he felt "New York deserves MRC accreditation." **Rep. Eleanor Norton** (D-Washington DC) summed up the meeting, saying "what's at issue here is the life and death of one of the most viable industries for people of color."

The **Congressional Black Caucus** is blocking a financial reform bill proposed by **President Obama** based on aggressive lobbying by **Inner City Broadcasting Corp.** According to sources, Inner City "faces a possible financial collapse because of pressure by **Goldman Sachs** and **GE Capital** to repay nearly \$230 million in debt." The Caucus promises to hold out until special help for minority-owned business like ICBC is included. "There is a lot of concern about ICBC," said House Financial Services Committee Chair **Barney Frank**. The White House is privately objecting to the demands, saying they "did not believe it was appropriate to pressure financial institutions to make concessions for specific loans or businesses."

Good news for Radio in **Nielsen's** new study, "How US adults use Radio and other forms of Audio." The average 18+ adult listens to 2 hours and 45 minutes of audio per day, with Broadcast Radio making up half of that listening. The other 50% is divided between CD's (16%) Satellite Radio (8%), iPod/MP3 (5%), Streamed Audio on Computer (4%) and MP3 stored on Computer (4%). "Other Audio" accounts for the remaining 13%.

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Tribune Co. Board of Directors names **Randy Michaels** as CEO and also elected him to the board. **Sam Zell** remains as Chairman. Zell recommended this election, saying, "This appointment reflects Randy's increasing responsibilities. During the last two years, we've made substantial progress transforming Tribune from a collection of newspapers and TV stations to a fast-paced, innovative media company that is using its scale and brands to compete more effectively than ever before. At this point in Tribune's evolution, no one is better suited to lead the company forward."

The money-man behind Internet Sports radio start-up **Chicago Sports Webio**, who was later charged with running a \$12 million Ponzi scheme, has changed his plea to guilty. **David Hernandez** originally pleaded not guilty to four counts of mail fraud after being caught as a fugitive in June. The online Sports/Talk station launched last year by former **CBS Radio Sports WSCR-AM/Chicago** host **Mike North**, briefly operated with a lineup of prominent former local Sports/Talkers before the operation folded due to nonpayment of salaries.

Chitownsmoothjazz.com has launched a streaming radio channel featuring music devoted to the Jewish celebration of Hanukkah hosted by longtime Chicago radio/TV personality **Bruce Wolf**. OM **Rick O'Dell** says, "Smooth Hanukkah" is the first radio channel in the world devoted entirely to the wonderful music surrounding the Festival of Lights." The station features smooth and jazzy takes on traditional Jewish holiday songs by artists: **Kenny G, Dave Koz, Bela Fleck** and **Ben Sidran**. Listeners have a direct hand in the programming they're listening to through powerful online customization tools. Users can "ban" artists, skip tracks or even completely pause the stream. "Smooth Hanukkah" can be heard by [clicking here](#).

Emmis Rock WLUP/Chicago morning man and 2008 **TalenTrak** keynoter **Jonathan Brandmeier** exits. Brandmeier signed a one-year, \$1 million extension in March. Rumors a circling that crosstown **Citadel** Talk WLS-AM and **Tribune** Talk WGN-AM may be interested in Brandmeier. WLUP Middayer, **The Byrd**, will take over mornings.

Greater Media Charlotte has released a white paper entitled "Millennial Moms: It's 2009, Do You Know Who Your Female Listener Is?" Prepared by Greater Media Charlotte's Affiliate Marketing Coordinator, **Angela L. Snider**, the paper looks to educate industry programmers and managers with a more accurate image of today's female listener (W 25-54). "Millennial Moms" can be downloaded for free from the website <http://www.linkradionet.com>. "We've always suspected that the women we program to today are vastly different from their mothers and even their older sisters," comments Tony Garcia, Greater Media's Director of Syndication. "This research shows that those women are more engaged, more tech savvy and more connected. Programmers and programming that speaks to these women and bonds with them is far more likely to succeed than programming that treats women like it's still the 1980's."

Radio One Top 40/Rhythmic WHHH/Indianapolis and PM driver **Jay Rio** launched the 6th annual 12 Days of Christmas. WHHH teamed up with a local grocery store chain to collect toys for needy kids at "The Caring Place." Jay will broadcast live for 12 days and 12 nights at 12 different locations throughout Indianapolis while living inside the Jay Rio Mobile provided by a local RV rental company.

Citadel Oldies WGVX-WGVZ-WGVY/Minneapolis welcomes **Barry Stewart** and **Lois Mae** for mornings. The two sat out six months after being cut by **Clear Channel** Oldies KQQL/Minneapolis.

Congrats to the staff of **Entercom** Hot AC WMYX/Milwaukee for setting a new record during their 12th annual "Stuff a Bus" food drive raising over 274,132 pounds to benefit the needy during their 13-hour broadcast on Wednesday (11/25).

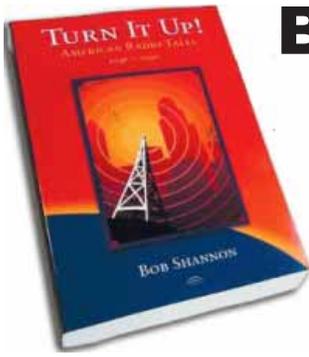
Following the move of sister **K-LOVE**, **EMF Broadcasting's Air 1 Radio Network** morning show is moving from EMF headquarters in Sacramento to Indianapolis. Host **Sean Copeland** begins broadcasting from Indy in mid-December with a new co-host. **Dan Dillard** will handle news for the show.

Kudos to WBWB/Bloomington, IN morning host and **TalenTrak** honors grad **Sam Alex** who was honored as the Best Small Market Personality at the **Indiana Broadcast Association Spectrum Awards**.



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Former **CBS AC WLTE/Minneapolis** talent, **Cindy Barton**, launched **CHICKRADIO.NET**. CHICKRADIO.NET will focus on radio programming entirely for women with music, celebrity interviews, News and Talk that fit a woman's lifestyle.

NRG Media/Wausau-Stevens Point, WI names **Jesse Garcia** OM for their cluster, including: WYTE, WLJY, WBCV and WGLX. Garcia was previously OM, PD, APD or an on-air host for radio groups in across the Midwest. Garcia succeeds longtime OM/Morning man **Mark Skibba**, who exits the industry for a public relations job at a local hospital.

Entercom Adult Hits WNTR/Indianapolis names **Scott Roddy** APD.

Emmis Classic Rock WLUP/Chicago names **Pete McMurray** as evening host. McMurray, who was previously swinging for the station, also hosts "24/7", a celebrity-based news magazine show that airs on NBC5/Chicago.

Former **CBS Radio Sports WSCR-AM/Chicago** hosts **Mike North** and **Dan Jiggetts** are joining **CBS O&O WBBM-TV/Chicago** to host a new morning TV show. North and Jiggetts have been hosting a TV morning show on **Comcast Sportsnet Chicago** and were involved in the ill-fated **Chicago Sports Webio** online radio station.

CBS Radio Sports WSCR-AM/Chicago host **Dan McNeil** is moving his weekly newspaper sports column from the **Chicago Sun-Times** to the **Chicago Tribune**.

American Media Investments Rock **KBZI/Joplin, MO** changes calls to **KJML**.

Chris Forgy, VP/GM for **Radio One/Cleveland**, exits.

Three Eagles Sports KLMS-AM/Lincoln, NE PD/afternoon co-host **Jeff Wilkerson** and afternoon co-host and former **Nebraska** and **Carolina Panthers** defensive tackle **Jason Peter** have exited.

Midwest Communications rearranged the management hierarchy in Terre Haute, IN. Production Dir. **Steve Hall** is now Brand Manager for Oldies **WPRS** and News/Talk **WIBQ**, while Adult Hits **WWSY** Brand Manager **Natalie Randell** adds similar duties at Top 40/Mainstream **WMGI**.

Staff changes at **Lanser Christian AC WJQK/Grand Rapids** with the exit of **Gary Thompson** to **SOS Radio Network/Las Vegas**. Assistant MD **Jeremy Henry** takes over MD duties. Morning host **Troy West** will fill Thompson's vacated PM-drive slot.

Ouch! One week after receiving the **Farm Broadcaster of the Year** award from the **National Association of Farm Broadcasting**, **Ken Root** has been cut loose by **Clear Channel** Talk **WHO-AM/Des Moines**.

Warner Bros./Nashville VP/Promotion **Gator Michaels** exits after seven years with the company. **Bob Reeves**, who is currently National Dir. of Promotion, will head the department and report to President/CEO **John Esposito**.

Simmons Sports KSLG-AM/St. Louis midday host **Brian McKenna** exits as morning man **Tim McKernan's Insidestl Enterprises LLC** takes over programming of the station from 6a to 1p CT weekdays.

Condolences to the family and friends **Jay Trachman**, who passed Saturday Nov. 28th at 70. Trachman published the prepsheet "One to One" and was also well known for his industry tipsheet "Fruitbowl," which he began in the mid-70's.

Jobs. Clear Channel Country **KSWF/Springfield, MO** is looking for a new morning personality that is a Top 40-style jock ready for a young country station. You must eat, drink and sleep Country music, pop culture and know how to relate to the demo. Send your best to: adam@1005thewolf.com...**KEZK-FM** is seeking a full time Midday On Air Personality. Required Skills/Experience The successful candidate should have at least four years of on-air experience, be able to relate to KEZK's adult female audience, and have a working knowledge of Adult Contemporary music and artists. Familiarity with digital studio and audio production equipment and the ability to do commercial production are also required. Must be available for personal appearances and weekend work. Must be able to do compelling content and exceptional live spots. Knowledge of the St. Louis market is strongly preferred. To apply, visit <http://bit.ly/5jqRCy>...**National Sales Rep Wanted**. Local Focus is looking to fill one position in our Chicago office immediately. We rep 400+ stations around the country. Experience in National Sales and Agency Sales a definite plus. Please contact Kay Olin (404) 234-7884, email: kay_olin@localfocusradio.com...Salespeople at **Gapwest** Broadcasting Bozeman are set up for success. Working at **GAPWEST** Broadcasting is fun and can be extremely lucrative if you have a strong work ethic. Right now **Gapwest** Broadcasting Bozeman is actively seeking to hire an experienced sales professional to add to our team. Candidates must have at least one year of successful outside selling experience. If you're ready for a rewarding, fast-paced and fun work environment, call Gapwest Director of Sales, **Shelly Brush** at 406-586-2343 or email shellybrush@gapbroadcasting.com...**Entercom Indianapolis** **WZPL**, **WNTR** and **WXNT** radio stations are accepting applications for openings in our radio sales department. If you're a self-starter, motivated, creative and goal driven- why not consider joining our team! We've got the brands, tools, training and market heritage to put you on the road to success. Candidates must possess exceptional communication, presentation and negotiation skills. One year previous broadcast experience preferred. Contact Information: Fax resume/cover letter to **Erika Estridge** at 317/ 816-4030...Immediate opening for an experienced On-Air Program Director at **Cumulus Media's** Mainstream Country, **KTOP-FM**, Topeka, Kansas. Please email resume and mp3 aircheck sample to **Bill Jones**, National Format Director-Country, bill.jones@cumulus.com...**WGNV-FM** 88.5 Wausau/Stevens Point, WI

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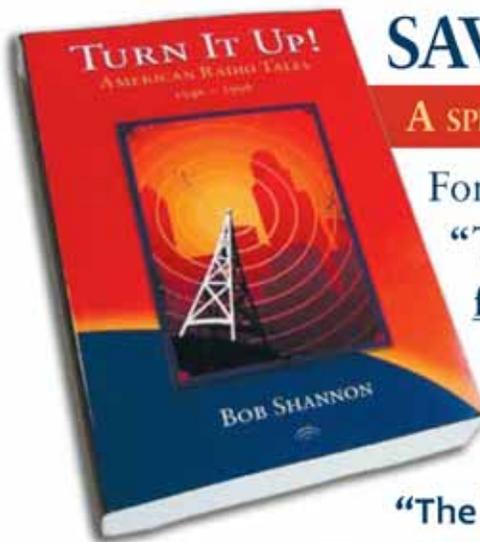
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Audience Development Group is looking for up-and-coming News-Talk radio PD candidates who've had a minimum of three years' successful experience. E-submissions please: tim@audiencedevelopmentgroup.com...WANTED: Broadcast News Producer for **Minnesota News Connection**—PT—Home Office—Afternoons. This is a well-paid, part-time contract position for an experienced Broadcast News Producer who is passionate about social/environmental/economic and community issues and understands commercial broadcasters. Must be a results-oriented self-starter who can also follow established protocols and work well with different personalities in a rapidly changing environment. (Sense of humor and comfort with paradox required; "post-green-memes" sensibility preferred.) Required: a starting average of 16 radio spot news stories per month on the public interest non-profit beat statewide. Must reside in MN. The successful contractor will have years of daily editorial newsroom/broadcast experience (commercial stations and wire service work preferred) with excellent editorial, technical skills and interpersonal skills. Phone sound only, duration approx. 1:30. Pay is \$105 per story plus \$300 monthly research stipend and hard costs covered. The Minnesota News Connection is part of Public News Service network and is strongly committed to achieving excellence through all forms of justice. Please only apply with the required skills/experience as every applicant will be acknowledged. Send cover letter and resume detailing experience to jobs@publicnewsservice.org with "PNS MN" in the subject line...**CBS Radio Minneapolis's WCCO-AM**, is searching for an experienced Studio Coordinator. Duties include following station format, editing, handling live phone calls, sound effects, guest interviews, arranging and playing commercials and IDs according to the program and commercial logs, following applicable laws and **FCC** regulations and executing to the Program Director's direction. Candidates must have prior radio experience and be familiar with control room operations. Applicants must have a minimum of five (5) years experience operating broadcast equipment. Editing and production experience is preferred. The right candidate will be a team player, be computer savvy, and have the flexibility to work different shifts, if required. Interested applicants please apply to www.cbsradio.com <http://www.cbsradio.com>. Applications will only be accepted through this site...KFMW (Rock 108), Waterloo/Cedar Rapids, has a rare opening and is on the hunt for a dedicated, driven and self motivated individual to get up to 25 hours a week on the air (LIVE!) with additional production duties. We are looking for someone that preferably lives in the region who understands and knows the Active Rock format. If you are voicetracking and getting no live airshifts, then this is your next move. No voicetracking and all live airshifts are what we offer, in addition to paid vacations, 401k and insurance and a good stable work environment. Interested? Send mp3 and resume with the subject line of "P/T OPENING" to: mailto:cross@rock108.com or snail mail to: KFMW-FM, 514 Jefferson Street, Waterloo, IA 50701...All listings in The TATTLER represent equal opportunities and are provided free of charge. To place an ad, send particulars to: tomk@theconclave.com no later than Thursday evening for Friday publication. No calls unless otherwise specified.

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For a limited time you can buy Bob Shannon's new book, "Turn It Up! American Radio Tales 1946-1996," for only \$15.96 and with every purchase, Shannon will donate \$1.00 to the Conclave.

The ratings are in!

"The best book I've ever read on our industry."

Jerry Vigil, Editor - Radio and Production Magazine

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ISBN 978-1-61584-545-3