

35 YEARS OF THE TATTLER (1975-2009)

Volume XXXV Number 48 December 11, 2009

The Conclave

Presents

The TATTLER

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

Internet talker **Hal Turner's** trial for making terrorist threats against three federal judges in Chicago has ended in a mistrial. Turner claims he was set up and that he was really working as an undercover agent for the **FBI**. His retrial will begin March 1<sup>st</sup>. The federal jury deadlocked on a 9-3 vote in favor of acquittal. Turner also faces separate charges in Connecticut for allegedly inciting violence against state officials.

Awful news from **Jackson Radio Works** Top 40/Mainstream WKHM/ Jackson, MI. Wednesday morning, on her way to work, morning co-host **Jessika Baier** was killed in a car crash. Baier, 21, reportedly drove off the road around 3:15a. Neither weather nor alcohol are believed to be a factor. Baier, a winner of several singing competitions, appeared on "American Idol" earlier this year.

Today (12/11) is the final day for former **Conclave** faculty member and Minneapolis/St. Paul TV icon **Don Shelby** at **CBS Radio WCCO-AM/Minneapolis**. Shelby is retiring from radio after nine years, but will remain with **CBS O&O WCCO-TV** until his planned December 2010 retirement. "The public likes me better on radio. After nine years of listening, they can tell what you're made of. They hear you choke up on a sad story that somebody's telling you. They hear your gentleness with young people who have been through terrible things in their lives...People have told me, 'I never watched you on TV - didn't like you at all, but I listen to your radio show, and now I'm watching because I know what kind of person you are.'"

According to the **Wall Street Journal**, **Citadel Broadcasting** is preparing to file for bankruptcy by the end of the year. The Journal reports that a pre-packaged Chapter 11 bankruptcy plan has been presented to lenders, with lenders owed \$2 billion swapping "a substantial amount of the debt" for about 99.5% of the reorganized company's equity, while current shareholders would lose everything.

Lenders have a deadline of next Tuesday to sign off on the deal. The Journal says the move would cut Citadel's debt load to about \$760 million. CEO **Farid Suleman** will likely remain in charge of the company.

**Tom Barnard**, morning radio icon, has decided not to quit his **KQRS/Minneapolis** morning show after all. "I will be at K.Q. until they fire me or I drop over in my tracks," Barnard, 57, wrote on his **Facebook** page earlier this week. In late September, Barnard announced he would leave the **Citadel** rocker at the end of 2012, adding, "I just don't fit into the show anymore. The corporate climate is not what I signed up for." According to the *Minneapolis Star-Tribune*, "Since Barnard's show debuted in 1986, it has gone on to dominate local morning radio. Barnard's politically incorrect show has often gotten him into trouble, while drawing record listenership numbers." In his Facebook comments, Barnard said he changed his mind after "many weeks of discussion" with his wife and others, including a "very bright friend of mine." He said that friend told him, "If there is any proof in this world that there is a God it is the life you have because of the unwavering support of K.Q. listeners. Only an idiot would walk away from that." The newspaper added, "Barnard then thanked his listeners for their 'unbelievable support' and added that money had no role in changing his mind."

**Nielsen** announced a buyer for **Billboard**, **The Hollywood Reporter** and **Adweek/Mediaweek/Brandweek**, as **James Finkelstein's** new **e5 Global Media**, a partnership with **Pluribus Capital Management** and **Guggenheim Capital Partners**. **The CLIO Awards**, **Backstage** and **Flim Journal International** are also included in the deal. No price was announced for the deal, which didn't include an investment from **Lachlan Murdoch**, who recently cashed out his stock in his father **Rupert's News Corp** and invested in Australian radio. Nielsen has also shut down newspaper trade magazine **Editor and Publisher** after 108 years in business and has also shuttered book trade publication **Kirkus Reviews**.

The late **Jack Buck**, legendary **St. Louis Cardinals** Hall of Fame radio voice, was honored with a portion of I-64 running through St. Louis. The road was renamed **Jack Buck Highway**. Buck passed away in 2002, called Cardinals games on **CBS Talk KMOX-AM/St. Louis** and also worked on network TV calling baseball and football; his son **Joe Buck** is **Fox Sports'** lead baseball and football PBP broadcaster.

the Conclave Webinars  
January 2010 Webinars!

• Re-Imagining Imaging for 2010  
• Women Under Glass: Smashing The Ceiling

1/13 - Reimagining Imaging for 2010- As we enter a new decade, this webinar will take a look at station imaging and the new realities that shape its evolution. You'll get a good look and listen to the changes in imaging created by PPM ratings methodology and updates in thinking on station positioning and brand identification. You'll learn more about changes in imaging brought about by evolving listener tastes and usage of the medium to the time pressures on the producers themselves. Faculty-**Kelly Doherty, Rich Van Slyke, Bobby Ocean**  
1/27 - Women Under Glass: Smashing The Ceiling -Dr. **Eric Shoars**, 25-year radio veteran, conducted groundbreaking research on women and executive positions uncovering the actual causes that keep women out of corner offices. Mentoring and Inspiring Women in Radio, a female-centered mentoring program, was used as a case study for the research. Find out what we can learn from women in radio and how that knowledge can assist women in all professions to break through glass ceilings.

Visit [www.theconclave.com](http://www.theconclave.com) for details!

Conclave Webinar!

Wednesday  
1/13  
&  
Wednesday  
1/27  
2 PM CDT

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**SPECIAL OFFER EXTENDED!** 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. In an offer now extended until December 31, 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 able to join with the Conclave in this holiday offering.

On the year anniversary of his dismissal from **CBS Adult Hits WJMK/Chicago**, **Steve Dahl** wrote a column in the **Chicago Tribune** decrying the lack of personality in radio and the negative effect of the **Personal People Meter** towards "wacky personalities." Dahl, a longtime Chicago radio personality, wrote, "Back in the Loop days (when Dahl and **Garry Meier** hosted at WLUP), we used to refer to radio as high school with money. These days radio has more of a GED feel to it. A prison GED feel." Dahl also ripped into PPM for its measurement of stations listeners aren't choosing to listen to or are inadvertently exposed to. Dahl claims his podcasts have reached 750,000 downloads, saying "there is still a very viable audience out there somewhere for personality-driven radio, and that someone needs to figure out a better way to measure it. Either that, or the future of this local, wacky personality-driven radio is probably going to be on the internet. Apparently radio can go on without me, and I guess I'm getting along without radio," Dahl wrote. "I miss it, but my daily, one-hour podcasts keep me off the streets.

**Entercom** Talk KMBZ-AM/Kansas City host **Darla Jaye** is featured on the cover of alternative news weekly "The Pitch", with the headliner "The Big Tease", a reference to Jaye's will-she-or-won't-she

candidacy for Congress. The article calls Jaye an "entertainer with convictions" and follows her through her career as a morning sidekick and into talk radio at WVNN-AM/Huntsville and on to KC.

**Newsweb** Talk WCPT-AM/Chicago brought in **Dial Global** hosts **Stephanie Miller** and **Bill Press** for an appearance last Saturday at the **Frank Lloyd Wright**-designed **Unity Temple** selling out the even in both attendance and sponsorships.

**Bonneville** Country WUBE/Cincinnati's **Chris Carr and Company** joined up with the local **US Marine Corps** for this year's **Meijer Toys for Tots** drive. Members of the morning show and the Marines camped out at **Turfway Park** in Florence, KY for 54 consecutive hours collecting new, unwrapped toys. They collected 1,641 toys and \$2,232. Not only did the morning show collect toys, they were also put through a series of Marine Corps drills to spur donations. When certain goals were met, the show members had to do sit-ups, chin-ups or push-ups. Chris Carr said, "The listeners really showed us what they're made of. We told them about the strong need for toys this year and they came through by not only reaching, but doubling our goal! We are honored to have such great support from the US Marine Corps. Our men and women in uniform continue to make us all very proud both here and abroad. We saw that firsthand."

Congrats to **Clear Channel** Top 40 WKFS/Cincinnati morning show **Tim & My Mom Calls Me George** for helping out single moms and dads this holiday season. PD **Jordan** says, "Single moms do have it the hardest. That's why we're giving back. This is much more than giving someone their favorite toy or video game...this is for the single mom whose kids sleep on a couch because she can't afford a new bed. We're providing grocery gift cards, cell phone service, furniture and much more. We're also allowing others to give to those in need, with an option on our website to offer help."

**Regent Broadcasting** Top 40/Rhythmic WZPW/Peoria's second annual "Blanket Peoria" charity blanket drive on December 14<sup>th</sup> will benefit three charities working to keep people warm this winter. Meanwhile, sister Country WFYR and Religion WVLE-AM/Peoria are holding their 7<sup>th</sup> annual "Santa for Seniors" campaign for the residents of the Heartland Apartments retirement complex. The stations posted a "Christmas wish list" from residents on their websites and are collecting presents to distribute to seniors.

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**Cumulus** AAA WQKL/Ann Arbor, MI food drive raised 258 tons of food in five days! The food will help the **Food Gatherers** food bank to feed the needy in Washtenaw County. "On behalf of all the people seeking food assistance this year, we are grateful to WQKL and the citizens of Washtenaw County for making a real difference in our community," said Food Gatherers President **Eileen Spring**. "When we needed you most, you rose to the challenge."

**Cumulus** AC KMAJ-FM/Topeka held its annual "Adopt-A-Family Radiothon" and this year's event helped provide Christmas cheer for 293 families through the **United Way Christmas Bureau**. Morning co-host **John Lee Hooker**, afternoon host **Charlie Summers** and **Michael Newman** raised over \$8k in cash alone.

KRFT-AM and WFFX-AM/St. Louis have changed their call letters under new owner **Entertainment Media Trust** to KQQZ-AM and WQQX-AM. The stations have flipped from separate Sports formats to a "Hot Talk and Cool Classic Country" simulcast. The new owner, headed by **Bob Romanik** and trustee **Dennis J. Watkins**, bought the stations from **Simmons** and **Big League Broadcasting**, respectively.

Veteran radio sportscaster **Paul Keels** joins **Fox Sports Ohio** as the new TV voice of the **Cincinnati Reds**, joining the recently reassigned **Thom Brennaman** and analysts **Jeff Brantley** and **Chris Welsh**. Keels will also continue as radio voice of Ohio State football and men's basketball on **Dispatch/RadioOhio** Sports WBNS-FM/Columbus.

**Envision Radio Networks'** "Cheap Psych Tricks with Dr. Buff" feature is offering a special, free-of-charge series for the holiday, "Thirteen Cheap Psych Trick Days of Christmas." In the series, best-selling author, Waterloo Iowa's **Dr. Perry Buffington** offers tips on things like how to get your child ready for pictures with Santa, sharing during the holidays and how to buy the perfect gift. Envision's **Matt Wardlaw** has the details on how to get the feature for free at: 216.831.3761 or at: [mattw@envisionradio.com](mailto:mattw@envisionradio.com).

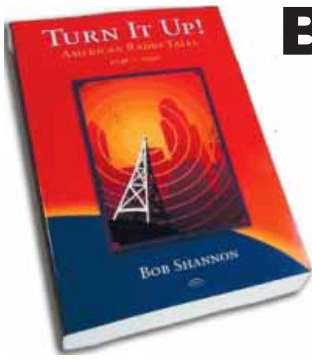
**HAVE YOU JOINED THE GANG?** The **GANG OF 10 IN 2010** Learning Conference tuition program is attracting lots of industry attention...not to mention, Conclave registrants! Here's the deal: THE GANG OF 10 rate applies to ANY group of 10 individuals who wish to register together. This special is good 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.



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**Accuradio.com** appoints renowned radio exec and programmer – and Conclave Advisory Board member – **John Gehron** as its lead Management Consultant. Gehron will help the company raise a “Series A” investment round with the proceeds used to enhance Accuradio’s management team, build a direct sales force and launch a national marketing campaign. “There are really only four meaningful brands of personizable Internet radio – **Pandora, Slacker, Last.FM** and **Accuradio**,” Gehron said. “While the first three of those are great for early adopters and music enthusiasts, I believe there a big opportunity in the market for a brand like Accuradio that’s aimed at a more mainstream, mass-appeal listener base.”

**Harpo, Inc.** Chairman **Oprah Winfrey** taps “The Oprah Winfrey Show” Executive Producer **Sheri Salata** and Harpo, Inc. EVP **Erik Logan** as Presidents of Harpo Productions, Inc. Harpo’s current President, **Tim Bennett** will retire at the end of May 2010. Both Salata and Logan will remain based at Harpo headquarters in Chicago. Salata and Logan will head Harpo’s efforts to develop new programming beyond “The Oprah Winfrey Show” for syndications, primetime, cable, radio, digital and emerging platforms. They will oversee the company’s original programming on-air and in development. Salata will remain Executive Producer of “Oprah” through its 25<sup>th</sup> season ending in 2011. Logan’s previous stops include programming stints at **CBS Radio** sister Country stations WUSN/Chicago and WQYK/Tampa.

Former **Wilks** Country KWOE/Denver afternoon host **Jonathan Wilde** returns to the station for mornings, filling the slot left open by the exit of **Randy “Shotgun” Shannon** and **Jesse James**.

Former **Simmons** Sports KSLG-AM/St. Louis host **Brian McKenna** returns to crosstown **Grand Slam Sports** Sports KFNS-AM for 10p-midnight effective December 14<sup>th</sup>. McKenna was fired by KFNS a year ago and joined KSLG as afternoon co-host; his new show is a brokered arrangement.

**CBS Radio/Cleveland** Market Manager **Chris Maduri** is out.

**Venture Technologies** Smooth Jazz WLFM/Chicago names local radio fixture **Rick O’Dell** as PD/Middays. O’Dell is best known for his 20 years as PD/midday host for crosstown Smooth Jazz WNUA until the station flipped to Spanish Top 40.

**Emmis** AC WYXB/Indianapolis APD/MD/PM Driver **Scott Wheeler** exits.

**Jackson Radio Works** Sports WIBM-AM/Jackson, MI weekly polka show host “**Polka Joe**” **Pancerz** is retiring after 44 years as host of the Sunday morning program.

**Backyard Broadcasting** Talk WHBU-AM/Anderson-Muncie-Marion, IN PD and “Anderson Live” morning host **Leland Franklin** will exit the show December 18<sup>th</sup>. Franklin, who also serves as PD and afternoon host at Oldies WERK-WURK/Muncie-Marion, IN, is moving to sales as AE for **Anderson University** Contemporary Christian WQME.

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.

**Jobs.** Canton’s My 101.7, WHOF (Gold Based AC) is looking for a co-host to join the successful “Gary Rivers Morning Show”. Are you quick? Can you keep up with a fast paced host? You must be able to relate to a 35+ audience. We aren’t talking about Tigers scandalous trysts; we’re talking about how disappointing his values are. We are focused on serving the community, and expect you will be too. WHOF is a growing baby radio station, and you may be what propels us from #2 to #1 in the market. If you are interested, please send an MP3 aircheck maximum 4mb with the Subject line: WHOF Co-Host Position to [keithkennedy@clearchannel.com](mailto:keithkennedy@clearchannel.com). Mail to : WHOF – HOST Search, 7755 Freedom Ave NW, North Canton, Ohio 44720...Full Time position in World Class Ski Resort! KSPN of **NRC Broadcasting Aspen** seeks Full Time NTR/Promotions Director for our mountain cluster. NTR duties include planning and creating station events and promotions, networking, organizing and execution. Skills in graphic design are preferred (Adobe Photoshop/Indesign.) Stations are remote/promotion driven. Possible on-air work. Benefits include Health/Dental/401k option/Great people/beautiful views. Please send MP3/resume to [bspence@nrcbroadcasting.com](mailto:bspence@nrcbroadcasting.com)...94.7 WLS-FM, Chicago’s True Oldies Channel is looking for an Account Executive. Responsibilities include servicing current account list and developing new accounts. The ideal candidate will have the ability to research local contacts for various industries and be confident in business-to-business sales situations. To qualify, you must be extremely organized with strong verbal and written communication skills and be proficient in Word, Excel, and PowerPoint. EOE/AA. Please mail resume to: WLS-FM, Attn: **Clif Wilson** – Dept. AA, 190 N. State Street, Chicago, IL 60601...WLS 890 AM is looking for a marketing-oriented entrepreneurial sales executive who is comfortable in contacting and presenting to business executives. The ideal candidate will have the ability to research local contacts for various industries and be confident in business-to-business sales situations. To qualify, you

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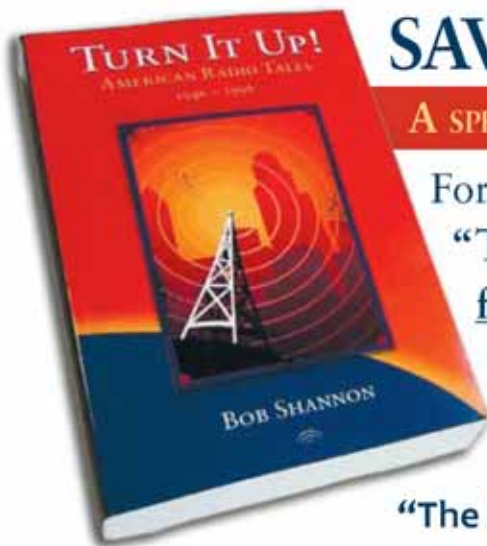
should be extremely organized, have excellent PowerPoint, Excel and Word skills, and strong verbal and written communication skills. EOE/AA. Please mail resume to: WLS 890 AM, Attn: **Michael Mann** – Dept. AA, 190 N. State Street, Chicago, IL 60601...WLS 890 AM & 94.7 WLS-FM are hiring a Webmaster/Web Designer. Must be self-motivated, a team player, detail oriented, and can work in a very fast paced, deadline-oriented environment. Must possess excellent time management skills and desire to deliver "wow-factor" in all aspects of the job. Must be able to balance multiple projects and tasks while maintaining the integrity of our brand and our client's brands. Strong graphic design experience with an eye for design a must. Candidate should possess keen written, verbal and interpersonal communication and have a big desire to win! Can take client and internal direction, but also offer quality-enhancing suggestions for our sites and client's campaigns. Candidates must have an online portfolio in order to be considered for the job. Proficiency with HTML, PhotoShop, Illustrator, and overall graphic design sensibilities. Flash animation, viral video editing and Javascript, and working within content management systems abilities are a strong plus. Experience in running and evaluating online marketing campaigns. Main responsibilities include: Building web pages, being mindful of user experience with focus on driving up pageviews, daily content updates, and managing podcasts and home page content to clearly highlight station priorities. Compiling content and creating regular station newsletters, ongoing design of the website, promos and advertising elements and banners. Overseeing additional web-based properties to primarily drive traffic back to our own site (facebook, twitter, myspace, etc). Assisting in idea generation and communication of sellable client partnerships and ensuring accurate and optimal execution of all digital programs. Interested candidates please send resume, samples and salary requirement to: [chicagowebmasterjob@gmail.com](mailto:chicagowebmasterjob@gmail.com). Please reference Dept. A on cover letter...**DeMers Programming** is looking for an on-air PD for WJXQ/Lansing. Keep this Heritage Rocker with a 28-year history of strong ratings and national awards on top of its game - with the vision, leadership and creativity that benefits listeners and advertisers. Email your presentation to: [jeff@demersprogramming.com](mailto:jeff@demersprogramming.com). Put LANSING PD in the subject line. WJXQ is owned by **Mid-Michigan Radio Group**...We're looking for a great female talent to head up Mid-Days on B-93.7 and possible VT work on one of our other 4 stations. A great gig in a super town - Home of Division 1 SDSU! If this sounds like your cup of Red Bull - contact Michael Quinn - [mrquinn@brookings.net](mailto:mrquinn@brookings.net)...Are you someone that knows they have the ability to win in local radio but need an opportunity? **KM Communications** is looking for an All In One talent to be Station Manager for our AM/FM Combo in Independence Iowa. The FM signal is A/C and the AM is an **ESPN** affiliate. If interested please send air check, resume and salary history to; Donald Bae [donald@kmcommunications.com](mailto:donald@kmcommunications.com)...**Leighton Broadcasting** in

St.Cloud MN is looking for an experienced, professional News Director. WE WANT YOU if, and only if, you fit the following criteria:

1. You are a political and current events junkie. (There will be a quiz.)
2. You would rather watch Meet The Press or attend a city council meeting than follow a pop star on Twitter.
3. You have at least 3 years experience in talk radio or news broadcasting.
4. You are eager to work early mornings, late nights, and/or weekends to cover what's going on.
5. You embrace news gathering, writing, and reporting as a lifestyle, not just a job to pay the bills.
6. You can execute modern radio news including on air and website coverage.
7. You want a great career at a great company, with great benefits and competitive pay. Send air checks and resumes to [hottalk@1450knsi.com](mailto:hottalk@1450knsi.com) . "News Director Applicant" in the subject line please...**Three Eagles Communications** of Redwood Falls Minnesota is looking for an Operations Manager for it's 2 radio stations. Must have experience as OM. Must understand LOCAL radio & Selector music scheduling system. This is YOUR opportunity to work for a Crystal award winning radio station. Please send mp3 & R to [mricker@ftdodge.threeeagles.com](mailto:mricker@ftdodge.threeeagles.com)...Wanted: A Promotions & Marketing Manager for the **Journal Broadcast Group/Wichita, KS**. Duties: Develop and implement station remotes, appearances, contests & events in collaboration with programming; work with sales staff to develop and execute promotions for clients; work with outside vendors/partners to execute marketing programs; create and implement revenue-generating programs and contests; work closely with Web Coordinator to providing promotional content, manage web site contests and Listener Database Program; develop and maintain community partnerships; write, edit and produce advertisement and promotional material; create and maintain station marketing plan for all stations and manage associated budget; maintain inventory of promotional materials associated with station contesting; assure maintenance of company vehicles; recruit, train and retain talented promotions employees; on-air talent work required to provide vacation coverage, voice tracking and commercial production as assigned. Send cover letter and resume to: **Eric McCart**, Vice President & General Manager, 4200 N. Old Lawrence Rd., Wichita, KS 67219 [emccart@journalbroadcastgroup.com](mailto:emccart@journalbroadcastgroup.com).....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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# SAVE 20% OFF THE COVER PRICE

**A SPECIAL HOLIDAY OFFER ONLY FOR CONCLAVE SUPPORTERS!**

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*The ratings are in!*

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

Jerry Vigil, Editor - Radio and Production Magazine

**"If you've ever thought it would be cool to knock back a few beers with Wolfman Jack, Dr. Don Rose, and Scott Shannon, put this book on your holiday gift list. It's that fine and that fun."** Dave Shakes, Shakes Radio

**"A wonderful book sure to put dreams of radio's past in your head."**

Jaye Albright, Albright & O'Malley

**"If you work in radio, it's hard to imagine how you wouldn't be glued to each page."** Corey Deitz, About.com

**"I'm savoring every page. This has 'holiday gift' all over it!"**

Kipper McGee, Chief Digital Evangelist - Kipper McGee LLC

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