

35 YEARS OF THE TATTLE (1975-2009)

Volume XXXV

Number 49

December 18, 2009

The Conclave

Presents

The  
TATTLE R

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

**2010 WEBINAR DETAILS!** The Conclave elves have been busy stuffing the 2010 calendar with great new webinars to propel you into a new decade. Join us for our first three webinars, each starting at 2P CST: **Re-Imagining Imaging For 2010**, Wed January 13th, 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 for this webinar includes: **John Frost**, legendary Imaging Director for KROQ/Los Angeles. **Rich Van Slyke**, an independent voiceover and production specialist. **Bobby Ocean** - The imaging work of this legendary air talent, voiceover and production maestro had everything to do with the sound of great stations like KHJ, KFRC and KCBQ! Please save the date and REGISTER HERE (<https://www1.gotomeeting.com/register/647082664>) so you can join us for this roundtable discussion with plenty of audio examples and Q+A. **Women Under Glass - Smashing The Ceiling**. Wed January 27th, 2010. 2P CST **Dr. Eric Shoars**, 25-year radio veteran, conducted groundbreaking research on women and executive positions uncovered the actual causes that keep women out of corner offices. Mentoring and Inspiring Radio (MWI) female-centered mentoring program 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. Registration info for this webinar will be released on January 13th. **From Jox To Vox: Building A Voiceover Business**. Wed February 10th, 2010. At first glance, it would seem that a strong background on-the-air would easily transition to a voiceover career, but it's not quite that simple. Join us for a discussion on the realities of getting started in doing freelance voiceovers, whether it be in providing radio/TV stations with their signature voice or finding work doing narrations

and other so-called "industrial" reads. Faculty: **Dick Ervasti**, nationally recognized voiceover credits include "The NFL on Fox", "America's Most Wanted", Ford/Lincoln/Mercury, Hefty trash bags & more. **Ann Dewig**, is one of the busiest and most in-demand female station voices working today. **Emmett Andrews** is a former air talent and production wizard from 105-7 The Point (KPNT/St. Louis) who now works for Sweetwater Sound. Registration information for this webinar will be released on January 27th. For more information on these exciting webinars, including learning more about webinar faculty, click on <http://www.theconclave.com>.

The US House of Representatives passed HR 1147, the **Local Community Radio Act**, allowing for the creation of thousands, of new, low power FM radio stations. A similar bill has been approved by the Senate's Commerce Committee. A full Senate vote has not been scheduled, yet.

Chicago star, and former TalenTrak keynoter, **Jonathon Brandmeier** is featured in a four minute music video like you've never seen him before - angry, profane and rapping. The former million-dollar Chicago radio star spoofs himself as "an everyday unemployed normal mother -er" who's out to settle a few scores with the radio bosses who fired him: "Johnny B.'s the best and he's got awards to prove it. But now the suits say it's cheaper to play music. Hey, monkey, push a button and play another song. Talent on the radio just doesn't belong. Enjoy this crap while you can 'cause it won't last long. It's the last time I raise a ship from the dead. Now I'm gonna watch it sink all over again." Brandmeier, 53, had been silent since Nov. 30, when he was let go from **Emmis** after four years as Morning host at Classic Rock WLUP. [Click here](#) to watch the video!

**Clear Channel** Rock WEBN/Cincinnati's morning show, the "Dawn Patrol" got into some trouble with comments they made about **Tiger Wood's** mistress **Cori Rist**. Rist's dad, who lives in the area, heard the station referring to his daughter as a "whore," and was deeply offended. **Doug Rist** left a voicemail for station management, explaining that he and other family members were upset by the comments. As a result, the morning show had to issue an apology.

**Tribune** Talk WGN-AM/Chicago VO/GM **Tom Langmyer** is now a published author. His book, "Lake Erie: History and Views" is a 312 page, full-color, hardcover volume packed with historical photos, engravings, maps, narration, factual summaries, antique postcards and the histories of the lake and the cities around it, including: Buffalo, Cleveland, Toledo, Detroit and others.

**NRG Media/Omaha** GM **Rhonda Gerrard** has been named to the Midlands Business Journal's list of the top 40 business leaders in Omaha under 40 years old.

the  
Conclave Webinars

January 2010 Webinars!

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

Conclave  
Webinar!

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

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-**John Frost, 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!

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**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 of \$149 each applies to ANY group of 10 individuals who wish to register together. With per-person Earlybird Tuition now at \$199 (an incredible deal on its own!), the GANG OF 10 Tuition becomes an incredible bargain!! 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'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.

**ARE YOU A REAL CLAVER OF GENIUS?** Then listen to THIS: [http://www.theconclave.com/upload/file/REAL\\_CLAVERS\\_OF\\_GENIUS\\_\(121109-a\).mp3](http://www.theconclave.com/upload/file/REAL_CLAVERS_OF_GENIUS_(121109-a).mp3) (Thank you **Chris Hawkey**, **Clear Channel/Minneapolis** – and **Jay Philpott**, **Bonneville**-The Arch/St. Louis for this true moment of inspiration!)

Kudos to **Journal's Country KFDI/Wichita Brian and Kellie** morning show for raising 22,000 pounds of Christmas gifts and decorations to send to troops overseas during their "Christmas in a Box" promotion. Items were donated during a Troop Support Motorcycle Ride with more than 750 American Legion Riders in October, and by KFDI listeners at station events from October – November. In addition to the 11 tons of items, they also raised \$19k to cover postage!

Congrats to **Cumulus Rock WDVV/Topeka** for braving a winter storm to raise \$4,752.76 in cash and 1,488 toys for the **Marine Corps Toys for Tots** campaign.

**Milwaukee Public Schools AAA/Urban WYMS/Milwaukee** is in the middle of "Meet the Need: 50 Organizations, 50 Days," a campaign to help community groups working to help the needy. The station is airing short features on different groups each day to raise awareness. "We want to shine a light on these groups during a time of year when the plight of people in need is most visible, and when the least fortunate among us feel the need most acutely," said the station's Executive Director **Mary Louise Mussoline**. "By telling the stories of so many organizations, we hope to give listeners a diverse choice of groups from which they'll select at least one that moves them to action."

**WE'VE GOT FANS! WE'VE GOT FANS!** Over 500 of them to be exact! The official "The Conclave" **Facebook** fan page is now online and available at <http://www.facebook.com/pages/Minneapolis-MN/The-Conclave/212539928419>. On Facebook, you'll have a chance to view an incredible video that tells an incredible radio story. And you'll have a chance to voice an opinion about sessions and speakers you'd like to see this coming summer. Become a fan today! Consultant **Mike McVay** and veteran broadcaster and new media entrepreneur **Tom Embrescia** are launching **McVay Syndication, LLC**. The company will create daypart-specific programming for a variety of formats. The first shows will be announced this week for AC and Classic Hits formats.

**NO HIDDEN AGENDAS HERE!** 2010 Agenda Committee members! If you've got an extra hour or two a week that you'd like to dedicate to crafting the best agenda of any conference in our industry, join the 2010 Agenda Committee. An Agenda Committee conference call is scheduled for Thursday January 7th at 3p CST/4P EST. Want more details? Email me at [tomk@theconclave](mailto:tomk@theconclave) ASAP!

**COMMENT:** If you've ever wondered how - with the thousands of great holiday songs available to radio - only a precious few receive high rotation...wonder no more! **THE TATTLER** has obtained a super secret transcription of an actual music test, the results of which will be more than revealing.

*Thank you for participating in our music test. Are you familiar with this song? (Plays Brenda Lee's Rockin' Around The Christmas Tree.)*

"Isn't that the song they use at Gitmo to break down the will of political prisoners?"

(Researcher reports: "Familiar")

*Do you like this song?*

"I prefer it to a hot poker in my butt."

(Researcher reports: "Strong preference")

*Would you want to hear this song more or less on the radio?*

"If it meant the more I heard the damn song I would immediately hear something different, I'd be thrilled!"

(Researcher reports: "Prefers 'more'")

*If you were able to hear this song more, how would you react?*

"If I heard that song one more time, I would confess to being a lost member of the Manson family or admit to personally hiding Osama Bin Laden...if that would make it stop."

(Researcher reports: "Passion - very high!")

*Thank you, research participant!*

And now the mystery of high rotation for the 12 holiday classics by **Brenda Lee, Burl Ives, Bobby Helms**, etc. is a mystery, no longer!  
- TK

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**Max Media** Top 40 KONN/Denver grabbed the KDHT calls recently dropped by **Emmis** when KGSR moved to 93.3.

Former **Clear Channel** Sports WDFN-AM/Detroit "Stoney and Wojo" co-host **Mike Stone** crosses the street to join **CBS Sports** WXYT-AM-FM/Detroit as a "regular contributor."

Former **Emmis** Alternative WKQX and Rock WLUP/Chicago and **Clear Channel** Alternative WXDX/Pittsburgh host **Alan Cox** joins Clear Channel Active Rock WMMS/Cleveland for afternoons.

**NewsWeb Radio**/Chicago VP/Radio Group Manager **Harvey Wells** is stepping down at the end of his contract in February.

Longtime **Chicago Cubs** radio voice **Ron Santo** signs to continue with flagship **Tribune** Talk WGN-AM/Chicago for 3 more years. Santo, 70, is getting "a lot of perks because of my legs," as the double-amputee (due to diabetes) puts it. "I go nuts when I can't be at the games, but I have to think about my family and my health. So, if I'm not feeling well or get wiped out, I'll take certain days off, and they (WGN) have no problem with that."

**Salem** ups Talk WIND-AM-WYLL/Chicago VP/GM and Operational VP for Chicago, Milwaukee, Minneapolis, Denver and Colorado Springs **David Santrella** as President of Radio, overseeing the company's O&O radio stations. Santrella replaces **Joe Davis** who is now Senior Advisor on Special Projects and Strategic Development to CEO **Ed Atsinger**.

**Crawford Broadcasting** Urban AC WSRB/Chicago personality and Assistant MD **Nia Beckwith** exits due to budget cuts.

**Tribune Co.** ups EVP **Jerry Kersting** to COO of the broadcasting division. Kersting will work with President **Ed Wilson** to oversee 23 TV stations, the WGN America cable TV network and Talk WGN-AM/Chicago.

**Michigan Radio** Sports WLUN (ESPN 100.9)/Saginaw has named **Jay Arons** as Dir./Sales.

**Bonneville** Country WIL/St. Louis held another successful "Country Cares For Kids" St. Jude Radiothon on Tuesday and Wednesday, December 15th and 16th. This was the 18th Annual St. Jude Radiothon event for WIL. In 2009, the station raised more than \$235,000 during the 18-hour "Country Cares for Kids" event. Over the past 18 years, WIL has raised almost \$5.8 million for the **St. Jude Children's Research Hospital**.

Condolences to family and friends of Chicago and Baltimore radio personality **Bob Dayton**, who passed Saturday, in Phoenix, after a long illness. Dayton (real name **Bill Harper**) worked in Minneapolis,

Memphis and Denver as well as at WJJD-AM, WMAQ-AM, WSCR-AM and WGN-AM/Chicago and at WPOC/Baltimore.

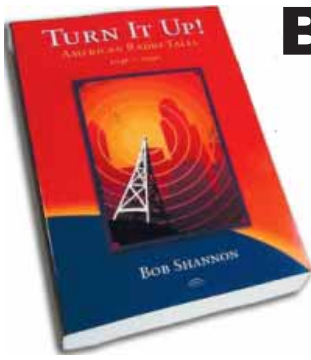
**SPECIAL OFFER EXTENDED!** Have you been anxiously awaiting the purchase of **Bob Shannon's** acclaimed new book - **Turn It Up! American Radio Tales 1946-1996** - for yourself or others? In an offer now extended until December 31, 2009, purchasers can get a great deal on a must-have book. AND for every book sold, the Conclave receives a crisp, new \$1 bill! Price? Just \$15.96! 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.

**PLEASE HELP.** At the end of each year, many look to make donations to meaningful charities and non-profits inside their professional and personal lives. If you are someone who has been helped by the Conclave in any way over its 34-year history, consider making a private, individual donation to the organization this year. It's easy to do. Just visit <http://www.theconclave.com>, and click on the DONATE Button found in the left hand column. When you do so, you'll be on your way to helping the Conclave make our industry even more important in your community, and you'll be on your way to receiving the quiet thanks of your family, friends and neighbors for keeping broadcasting alive and vital NOW, when we need it the most. Thank you from the Conclave!



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# BUY A BOOK! HELP THE CONCLAVE!

Purchase Bob Shannon's acclaimed new book  
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Conclave Executive Committee member **Jim Murphy** exits his VP/ Country Media position at **Dial Global**. Murphy had been with Dial Global/**Jones Radio Networks/Great American Country** since 1994 and previously programmed for **ABC Radio Networks** and **Greater Media**.

With this issue of *THE TATTLER*, we bid the year 2009 adieu! We'll return Friday January 8<sup>th</sup>. Be watching for an issue or two of the *Conclave Communique* through the holidays. And keep those press releases and job openings coming. The Conclave office will be closed 12/24 & 25 and 12/31 & 1/1. Have a safe & wonderful holiday season!

**Jobs.** Part-Time On Air announcer in Madison. Send your best 3 minutes of un-scoped on-air material. If you have production, put that on there too. If you do not have prior on-air experience, send your resume anyway! Send to: WJQM, c/o **JD Garfield**, 730 Ray O Vac Drive, Madison WI., 53711KQBW/96-1 The Brew in Omaha is looking for its next Morning Show Host. Strong production skills, social networking skills, 2-3+ years of on-air experience preferred. Send your stuff to **Michelle Matthews**, Operations Manager, Clear Channel Omaha, 5010 Underwood Ave. Omaha, NE 68132. Or email to [michelle@961thebrew.com](mailto:michelle@961thebrew.com)...KRWZ/Denver's Cruisin Oldies 950 is looking for a Local Sales Manager to lead a small staff of motivated local sellers. Resume and supporting information to: [steve.price@lincolnfinancialmedia.com](mailto:steve.price@lincolnfinancialmedia.com)...101.5 KPLA, Columbia/ Jefferson City, Missouri mainstream AC has an opening for PM drive. Solid production skills, knowledge of on-air computer systems and website tools, and must be great at personal appearances. Minimum 5 years experience required. Send MP3 and resume to [chris.kellogg@cumulus.com](mailto:chris.kellogg@cumulus.com) or send resume and demos to KPLA-FM, 503 Old Highway 63 North, Columbia, MO, 65201. Accepting applications through 12/22/09...**Alice 105.9/Denver** needs a producer for the Slacker & Steve afternoon show. This market leading show is all about CONTENT. E-mail a resume and cover letter that helps us get to know you. If you're current role has you on the air every now and then, great! Send an MP3. But it's not necessary. Attention: **Dylan Sprague** [dsprague@entercom.com](mailto:dsprague@entercom.com)...105-5 Triple M in Madison is Conducting a National Search for a Very Special Afternoon Drive Talent. Are you immersed in the digital and social networking world? How big is your following on Facebook and Twitter? Are you a prolific blogger? Your package should include an aircheck, your digital work and whatever else you think might be relevant. Please detail exactly why you believe you are the perfect fit for this rare on-air opportunity for 105-5 Triple M in Madison. Please e-mail your complete package to: [demoore@entercom.com](mailto:demoore@entercom.com). Or snail mail it to: **David Moore**, Operations Manager, Entercom Madison, 7601 Ganser Way, Madison WI 53719...**Clear Channel** Grand Rapids Michigan is looking for a News Talk Program Director to continue the growth of WOOD-AM and ESPN 96.1 FM. Send materials with to attention Market Manager 77 Monroe Center #1000 Grand Rapids, Michigan 49503...**Brothers Broadcasting Corporation**, a private, family owned regional broadcasting company

is looking for a Morning Show host for WRIN-AM in Rensselaer, Indiana. Send demos to [977production@gmail.com](mailto:977production@gmail.com) or can mail their materials to Morning Show Host Opening, P.O. Box D, Rensselaer, IN 47978... 97.1 The Fan/Columbus, the flagship home of the Blue Jackets and the Buckeyes, seeks a highly motivated individual to take our station to the next level. The successful candidate will be responsible for anchoring daily sports updates, reporting on sporting events and filling in as talk show host and producer. Apply online at <http://www.dispatchbroadcast.com>...KRWZ Cruisin Oldies 950 AM/ Denver is looking for an On Air Personality/Promotions Director. Denver area candidates with previous experience in the market preferred. Please send tapes and resumes to **Joel Burke**, Program Director KRWZ [joel.burke@lincolnfinancialmedia.com](mailto:joel.burke@lincolnfinancialmedia.com)...**Entercom** Indianapolis is seeking applicants to fill the position of Commercial Production Director. Send demo of your best creative commercials to Production Director Job, Entercom Indianapolis, 9245 North Meridian Street, Suite 300, Indianapolis IN 46260. This posting will close 12/21/09...94.3 KIL0 & 103.9 KRXP/Colorado Springs has an immediate opening for traffic manager. Responsible for managing avails, scheduling oversold commercial logs, inputting copy and backup business manager. Send resumes to: HR, Box 2080, Colorado Springs, CO 80901-2080.or email to [jobs@kilo943.com](mailto:jobs@kilo943.com)...**Gapwest Broadcasting** in Billings, MT is looking for a full time Digital Operations Manager. This position oversees all aspects of the Digital Operations, including maintaining and updating the websites for five radio stations. Send your resumé and cover letter: Attn. Business Manager, Box 1276 Billings MT 59103 or email [theatherbrooks@gapbroadcasting.com](mailto:theatherbrooks@gapbroadcasting.com)...KGGF/Coffeyville/ Independence, KS seeks a general manager for its 4 station cluster. Qualified candidates must possess proven small market sales and programming experience. If you truly love small market radio, e-mail your resume to [rbmahaffey@sbcglobal.net](mailto:rbmahaffey@sbcglobal.net) or call **Robert Mahaffey** at 1-800-725-9180....Put your programming and leadership experience to work in one of America's most beautiful cities. **Citadel's** huge Cat Country 95.1/Colorado Springs has an immediate opening for a highly motivated, experienced programmer. Send your history of success, a sample of your station imaging and on-air work, as well as materials that inspire confidence in your abilities to make amazing things happen to: [cos.opportunities@citcomm.com](mailto:cos.opportunities@citcomm.com), or send snail mail to: Programming Opportunity, c/o Bobby Irwin, 6805 Corporate Drive #130, Colorado Springs, CO 80919...Full time position in World Class Ski Resort! NRC Broadcasting-Aspen seeks full time experienced morning host for heritage AAA station serving the Roaring fork Valley. Applicant must demonstrate how they would be relevant to the community's KSPN serves. Please send MP3/resume to [bspence@nrcbroadcasting.com](mailto:bspence@nrcbroadcasting.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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**Workshop time:**

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**Registration:**

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**Interested? Contact:**

Lisa Wright

Radio and Television Dept. Chair

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