

35 YEARS OF THE CONCLAVE (1976-2010)

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The Conclave

Presents

# The TATTLE R

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

The **Conclave** today announced additions to the all-important 2010 Conclave Agenda Committee. For 35 years, the all-volunteer Agenda Committee has been tasked with the creation and execution of the agenda for the annual Learning Conference, held this year on July 15-17 at the Doubletree Park Place Hotel/Minneapolis. This year, the Agenda Committee will be headed by radio veterans **Harv Blain** and **Bob Taylor**. Harv is a member of the strategic team at **Vallie Richards Donovan** consulting and is VRD's resident Arbitron specialist. He's consulted on his own, operated his own firm and programmed in markets as diverse as Chicago, Tulsa, Madison and Springfield (IL). Bob has worked in New York at both Z-100 and Hot 97, and helped launch the decades channels at **Sirius Satellite Radio**. Most recently he programmed two top-rated stations in Binghamton, NY and is presently coaching talent and consulting on operations and sales. He's been a Conclave Board member for the past 4 years. Also today, the Agenda Committee added new members. Included in this 'freshman class' is **Mark Edwards**/CBS-St. Louis, **Michael Fischer**/Triton Media, **Randy Hawke**/Midwest Family Broadcasting, **Jim Murphy** formerly with Dial-Global, **Paige Nienaber**/New World Communications (and the Conclave Marketing Director), **Rich O'Brien**/Superadio, Consultant **Joel Raab**, **Chad Rufer**/Ft. Myers Broadcasting, **Tony Lorino**/Entercom-Milwaukee, and **Jack Taddeo**/Jack Taddeo Communications. Also joining the Committee are new Conclave Board members **Dave Martin**/CEO of Media Arts and Sciences, **Jay Philpott** /Air Personality for 1065 the Arch- St. Louis, and **Lenore Williams**- Vice President of Affiliate Operations and Compliance for American Urban Radio. (For a complete listing of 2010 Agenda Committee members, visit <http://www.theconclave.com>.) *Comment: The new Agenda Committee headed by Harv and Bob has already generated some wonderful new ideas and directions for this summer's Learning Conference. The veteran core of the Committee has certainly been fortified with the addition of its newest members that include some of the most*

*respected names in our industry. All of this is guaranteed to generate a truly 'kick-ass' agenda for an industry that annually looks to the Conclave for knowledge, wisdom, and the keys to help unlock our respective futures. – TK*

The **Conclave** has been busy prepping the 2010 calendar with great new webinars to propel you into a new decade. Kicking off the new year is **RE-IMAGINING IMAGING FOR 2010** this coming Wednesday January 13th at 2P CST. This webinar will take a look at station imaging and the new realities that shape its evolution. The webinar is free, but you must preregister at <https://www1.gotomeeting.com/register/647082664>. During this webinar, 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 include: **Rich Van Slyke**, an independent voiceover and production specialist who freelances imaging services to dozens of stations nationwide and serves as a contributing editor for FMQB. Rich will inspire you creatively with his passion and energy and clear concise way of communicating useful production tips & tricks that can help you do your job as efficiently as possible! Learn more about Rich Van Slyke at <http://www.richvanslyke.com>. **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, and continues today with his own Bobby Ocean Inc. Image/Tracks. Bobby's contribution will be to remind us that the basic values of great writing, a compelling, passionate delivery and theatre of the mind are the foundation of all of our efforts. **John Frost** - the former Imaging Director for KROQ in Los Angeles where he created the station's legendary sound between the songs for an amazing 14 year tenure, 1987-2001! His dual services "Frostbytes" and "Tha Breakz" are now syndicated through Premiere. Learn more about John Frost at <http://www.premiereradio.com/shows/view/Frostbytes.html>.

**Northern Lights** Top 40/Rhythmic KTTB/Minneapolis flipped to Top 40/Mainstream KHTC "96.3 Now" this week, claiming to have "increased signal power and more online and mobile access than before." The entire staff, except morning guy **Tone E. Fly**, were let go. "It's our hope that our current listeners will find more music to like than ever before," Northern Lights VP/Ops **Sam Elliot** said. "Plus, we hope to attract more listeners with our increased broadcast reach and music offering." Pres./CEO **Steve Woodbury** added their "vision is to build the next powerhouse radio station in the Twin Cities...We are elated to expand our footprint into this area and look forward to serving 18-49 year old adults in the Twin Cities radio market."

<p>the Conclave Webinars</p>	<p>January 2010 Webinars!</p> <ul style="list-style-type: none"><li>• Re-Imagining Imaging for 2010</li><li>• Women Under Glass: Smashing The Ceiling</li></ul>	<p>Conclave Webinar!</p> <p>Wednesday 1/13 &amp; Wednesday 1/27 2 PM CST</p>
<p>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-<b>John Frost, Rich Van Slyke, Bobby Ocean</b></p> <p>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.</p>		
<p>Visit <a href="http://www.theconclave.com">www.theconclave.com</a> for details!</p>		

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**Dial Global** syndicated talker and **MSNBC** host **Ed Schultz** (who keynoted the 2008 Conclave) said he's been contacted by the **North Dakota Democratic Party** and asked to consider running for the Senate seat being vacated by the retiring **Byron Dorgan** (D-ND). "I'm very flattered. I'm honored. I can't say that I'm even considering it right now. I've worked awful hard in my career to get to where I am right now. I've invested a lot of years to get the microphone, to have an opportunity to advocate for the middle class in this country. I'm in a different place right now. So we're a long way from any consideration. We're a long way from any kind of decision," said Schultz.

Dubuque Radio Broadcaster **Paul Hemmer** woke up at 4:30am for his last morning airshift this morning, January 8th. After 42+ years of waking up radio listeners in Dubuque, Paul is retiring. Paul did his first morning show for WDBQ-AM on August 15, 1967. In the 90s, he acquired a CP and launched a brand new signal in December 1994, KGRR-FM...continuing to do mornings and running the stand-alone Classic Rocker. In 2000 the station was sold to **Radio Dubuque**, where he has continued as morning show host and Operations Manager. Both children, **Michelle (Hemmer) Novak** and **Steve "Stevens" Hemmer** inherited the radio bug and continue to work in the industry. (And wife Jan did her time in the biz during the 90s while they owned and operated KGRR.) Paul's passion and commitment to the radio business is unequalled, earning the respect of fellow broadcasters from around the country. While he will probably keep his fingers in radio, one thing is for sure ... he no longer needs to set an alarm clock. Reach Paul with congratulatory wishes at <mailto:dbqpaul@mchsi.com>!

A big shakeup at **NRG/Kearney, NE** as Top 40 KQKY PD **Mitch Cooley** steps down to "pursue other interests," ending a 20-year run at the station. 24-year station vet **Mark Reid** gets bumped from APD/MD at KQKY and becomes OM for the cluster, including Country KRNY and Full-Service KGFV-AM.

**NASDAQ** has officially notified **Regent Communications** that its common stock will be suspended from trading, effective today. Regent admits to receiving the notice in an SEC filing that also noted NASDAQ will file a Form 25 Notification of Delisting with the SEC.

Conservative Talker **Louie B. Free** (real name **Louis A. Wolk**) of **Bernard Radio** WGFT-AM/Youngstown, OH has been indicted on charges that he did not file his federal income tax returns for 2004, 2005 and 2006. A trial date has not been set.

**Tribune Co.** is prepping a pilot TV show hosted by **Jerry Springer** and **Clear Channel** Talk WLW-AM/Cincinnati and **Premiere Radio Networks** host **Bill Cunningham**. The show will be patterned after

**ESPN's** popular "Pardon the Interruption" show with rapid-fire, timed commentary from the liberal Springer and conservative Cunningham. Tribune SVP/Programming and Entertainment **Sean Compton** says, "This is part of our quest to get back into original programming. Tribune was there once before, and with today's technology, it's a lot easier to do than it has ever been." The relationship between Compton, CEO **Randy Michaels**, Cunningham and Springer goes back to Cincinnati, where Compton and Cunningham first worked for Michaels at **Jacor** and Springer was a local news anchor and, later, launched his syndicated TV series.

Women have been stymied for decades in their efforts to break through the artificial barriers that keep them out of corner offices. This is true for the radio industry, as well as other traditionally male-dominated fields. With the help of the group **Mentoring and Inspiring Women (MIW)** the secret nature of glass ceilings have been revealed as well as how women can finally break through the barriers holding them back. As radio seeks to overcome economic and competitive challenges we find half of our available leadership talent being kept "on the bench." On January 13th, 2010, **Dr. Eric Shoars** book *Women Under Glass: The Secret Nature of Glass Ceilings and the Steps to Overcome Them* debuts on Amazon and other book outlets. This book will help our industry assist the best and brightest people who are being kept on the bench reach the levels of leadership. Buying the book will help women in radio in two ways: 1) buying the book will be a resource to show you how to get your talent off the bench and onto the playing field and; 2) one dollar of every book sold will go to support Mentoring and Inspiring Women (MIW) programs. On January 20th, 2010, Eric Shoars will be conducting a Conclave webinar "Breaking The Glass Ceiling" addressing the key points of the book. Details will be available next week.

**Pandora** has entered into a deal with electronics maker **Pioneer Corp.** that promises to get a built-in spot on dashboards for new technology allowing you to listen to internet radio in your car. "The development represents a direct challenge to broadcasters of satellite and traditional radio, who have long dreaded the arrival of Internet radio in cars," writes **The Wall Street Journal**. Pioneer is set to sell a navigation and entertainment device, for \$1,200, beginning in March that will allow Pandora users who currently stream the service on their **iPhones** to easily access Pandora in their cars. So, how serious a threat is this to terrestrial radio? Many in the business have long felt in-car Internet services as the real threat to AM and FM radio, because they will allow drivers access to an unlimited number of streamed radio stations. Pandora's deal with Pioneer is the beginning of the future.

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During the fielding of the **Bridge Ratings'** annual report "The Future of Radio - 2010" Pres. **Dave Van Dyke** said, "We uncovered some interesting perceptions about **Pandora** from its users. This special release should be of use to terrestrial radio." The new analysis called "Pandora's Achilles' Heel" is based on a sub-sample of terrestrial radio users who also use Pandora and other streaming products, both terrestrial simulcast streaming and web-only streaming companies. "One item of interest shows that with consistent use over time, Pandora users experience "Pandora fatigue or tedium". "Pandora's music sequencing is partially to blame for its lower time-spent-listening", continued Van Dyke."

**iBiquity Digital Corp.**, the developer of digital **HD Radio** Technology, announces the expanded availability of HD Radio Technology across the mainstream automotive category, including: **Ford, Hyundai, Kia, Lincoln** and **VW**. "The HD Radio automotive rollout has reached critical mass...These launches show that as drivers continue to embrace radio as a main source of in-car entertainment, they want the higher quality, increased choice and new services that HD Radio technology provides." Said iBiquity Pres./CEO **Bob Struble**. Ford announced that HD Radio technology will be available on most 2011 FORD vehicles — including the world's first factory implementation of iTUNES tagging. VW announced that select 2010 models equipped with the DVD navigation system will include HD RADIO technology as a feature. The company also plans to bring digital radio to its latest touch-screen radio systems on future VW models. Kia announced that it will be launching HD Radio technology on select models in 2010. Hyundai announced that the 2011 Sonata will be the first popular midsize sedan to offer HD Radio technology as standard equipment on the Sonata limited models. Also announced, HD Radio technology and DTS Neural Surround will be featured with THX II Certified Audio system in 2011 Lincoln vehicles. To date, and spanning all OEM categories, there is a total of 15 automakers and more than 80 vehicle lines committed to offering factory-installed HD Radio Technology as either standard or optional equipment.

**Neilsen's Soundscan** year-end 2009 data announces US music purchases were up 2.9% over 2008. Actual revenue was nowhere near as promising. Overall album sales (combining CD sales with track-equivalent albums) dropped 8.5%. Digital track sales increased 8.3% and digital album sales rose 16.1%. Album sales in all formats fell 12.7%. Vinyl increased 33%. When it comes to market share, **UMG** dominated with a bit over 30%, followed by **Sony** (28.5%), **WMG** (21%), **EMI** (almost 9%) and all other (almost 13%). **Atlantic Records** claims the market share crown for the 2<sup>nd</sup> year in a row with 8.23% of the current album market share, 7.33% of the total album market share and 8.45% of the current digital album market share.

**Planet Charley Productions, LLC** raised a little over \$200.00 in cash that will be donated to **St. Jude Children's Research Hospital** in Memphis, TN. Donation boxes were placed at various businesses around the Madison, WI region during the holiday season. Planet Charley voices & produces commercials for radio stations with a small staff on tight budgets with 100+ professional voice pros. Learn more about our "We Care About Our Planet" program when you visit <http://www.PlanetCharley.com>.

The **Conclave** will help present "Wanna Be A DJ" at Brown College in Minneapolis this coming Saturday from noon-3PM. Held in conjunction with **Citadel's KXXR/ 93X & Brown College**, this program includes insights from media professionals and each attendee will have the opportunity to apply for one of the Conclave's 2010 Radio/Music Industry Scholarships. 93X's **Patrick** will speak to attendees about his experience in the industry, how he got started, and what it's like to work in radio today. The Conclave Chairman of the Board, **Mark Bolke**, will then welcome participants encouraging them to cut an audition CD and complete a 2010 scholarship application on the spot! (The 2010 Conclave Scholarship program is underway with individuals having a chance to win one of four scholarships including three partial scholarships to Brown College and one to Specs Howard School of Media Arts. If you know a potential broadcaster or someone who would like to apply for the scholarships, check out <http://www.radioscholarships.com>.

The *Conclave Learning Conference* is celebrating its 35th anniversary this coming July 15th-17th at the **Doubletree Park Place Hotel** in St. Louis Park. From its beginnings in the mid-70's, The Conclave has always been attuned to the fiscal reality facing attendees and has kept tuition the lowest of any industry gathering. The already low price of \$199 can be lowered even more...and all you need are some friends. Nine in fact. Take advantage of **The Gang Of Ten** discount and each of you will save \$50 off the enrollment price. \$50. Now you just have to decide how to spend it. Bring it to the Doubletree bar? Treat yourself to a dinner at **Crave**, just across from the hotel in the new Shops at West End? Pay for gas to get to Minneapolis this summer? You could put it in an interest-bearing bond, stashed away for 30 years...the options are mind-boggling. Go to (link), copy, paste and email to those you'd like to join your **Gang Of Ten**. But this opportunity will expire soon, so what are you waiting for??

**Clear Channel**/St. Louis Pres/Market Mgr. **Beth Davis** names **Jeff McHugh** as PD for Top 40 KSLZ and Modern AC WSDD.

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**Greater Media** moves longtime PM Driver **Ken Calvert** to mornings on Classic Rock WCSX/Detroit, replacing **Deminski** and **Doyle**. **OM Dough Podell** will also add on-air duties as he takes over afternoons.

**Radio Fargo/Moorhead** adds industry vet **Bruce Kelly** for mornings at Classic Hits KMJO. Kelly will be teamed with existing co-host **Ryan Kelly**. At the same time, longtimer **Dan Michaels** moves to mids.

**Citadel** Oldies WLS-FM/Chicago morning guy **Brant Miller** exits. Miller continues as chief meteorologist at cross-town **NBC O&O WMAQ-TV**. PT'r **Tom O'Toole** is filling in until a permanent replacement can be found.

**Oasis Radio**/Ft. Wayne announces the exit of Country WBTU PD/Midday talent **Dave Steele**. **Phil Becker** takes over as OM/PD. Becker is also the OM/PD of sister stations Top 40/Rhythmic WJFX and Adult Hits WJOE. **Ashley Figueroa** moves from fill-ins at WJFX to take over middays at WBTU.

Former **Clear Channel** Country WMIL/Milwaukee afternoon driver **Mark Richards** joins **Bliss Communications** Country WBWI and Classic Country WBKV-AM/West Bend, WI as News Director.

**NextMedia** Talk WKRS-AM/Waukegan morning host/PD **Libby Collins** exits after six years.

Radio vet **Chris Duffy** joins **Tribune** Talk WGN-AM/Chicago as Creative Services Manager.

Former **ABC** affiliate WISN-TV/Milwaukee weatherman **Lance Hill** joins cross-town **Good Karma Broadcasting** Sports WAUK-AM/Milwaukee as weather forecaster and AE.

Many have commented on the Conclave's "Real Clavers of Genius" commercial, the brainchild of Conclave Marketing Director (and **New World Communications** honcho) **Paige Neinaber** and Bonneville/St. Louis' **Jay Philpott**. But the real star of the commercial is **Chris Hawkey**, whose vocals nail the parody! Want to know more about Chris? Here's a story found in the 12/29 *Minneapolis Star-Tribune* (written by **Jon Bream**) you'll find interesting: "The Twin Cities (recording artists) **Rocket Club's** 'One More Day' has been inching up *Billboard's* country chart, now at No. 57. It's a tug-at-the-heart plaint about losing a young daughter. But Rocket Club isn't an innocent young man experimenting with computer music in his parents' basement. The harmony-loving rock band is fronted by Chris Hawkey, a barroom veteran who is probably best known as the producer and sidekick on KFAN's The Power Trip morning show. Hawkey knows his way around the music business: His wife is Cities 97 program director/DJ **Lauren MacLeash** and his KFAN boss is **Gregg Swedberg**, who doubles as program director of country giant K102...If Hawkey can't figure out how to play the radio game, who can?" And now you know the rest of the story!!

Conclave Marketing Director **Paige Nienaber** is single-handedly taking on some fund-raising for the Conclave AND is helping erstwhile radio promotion types do their job better by offering his ebook "Radio Promotions From A To Y ('Z' Was Budgeted Out For 2009)" for a mere \$49 at <http://www.anactualbookonradiopromotions.com>. Paige will be donating 50% from each sale to the Conclave and it's scholarship program, which makes the book both a great buy and a vehicle for a meaningful Conclave contribution. But hurry, this is a limited time offer!

**Federated Media** Country WQHK/Ft. Wayne, IN midday host **Rick Hughes** retired after 41 years with the cluster.

Condolences to family and friends of longtime **Chicago Sun-Times** columnist and sports commentator **Bill Gleason**, who passed Sunday (1/3) of complications from Parkinson's in Elmhurst, IL at 87.

**Jobs.** Heritage Country Station is in search of its next superstar. Experience in the country format is preferred. Experience with Adobe Audition, AudioVault and NextGen would also be helpful. Send email [mark@B100.com](mailto:mark@B100.com)...**CBS** Talker WCCO/Twin Cities needs a 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 <http://www.cbsradio.com>...**CBS Radio/Minneapolis** is also currently seeking candidates for the following open positions within their sales force representing WCCO AM, 102.9 Lite FM, and Jack 104.1 FM: Account Executives (Who are expected to translate approved ad sales strategies and goals into sales.), Digital Account Executive (who are expected to prospect, sell and reach the goals set by the Director of Sales and the Digital Sales Manager for these specific programs: Half-Off Minnesota, Click it Coupons and all digital deliverables within CBS's on-line platform), Sales Associates (a full-time entry level position in a program designed to help selected individuals develop the skills and abilities necessary to become a successful Account Executive.) Interested applicants please apply to <http://www.cbsradio.com>...94.3 KIL0 and 103.9 KRXP in Colorado Springs have an immediate opening for a Traffic Manager. Responsible for managing avails, scheduling



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supportive team of people committed to your success. If you're interested, or want to get rid of a winning competitor, send info asap to: **Vicky Gutierrez**, 9323 East 37th St. North. Wichita, KS 67226. Email: [vickygutierrez@clearchannel.com](mailto:vickygutierrez@clearchannel.com). All format backgrounds considered...We have a potential opening for our Saturday Night request show, 6-10pm. Can you deliver a LIVE, fun, phone intensive show, targeted at 18-24 year olds? Send short MP3 sample of your airwork and resume to Jason Addams at [LookingForAStar@Hot96.com](mailto:LookingForAStar@Hot96.com). Evansville area helpful. If you're willing to drive, that's cool too...**The Radio Group/LaSalle-Peru, Illinois**, has immediate openings for full time air talent for our locally owned and operated seven station group. Successful applicants must be familiar with multiple formats, including Country, CHR, Classic Rock, and Classic Hits, and will sound energetic, fun, upbeat, and can relate to our audiences. Please email your resume and any airchecks to [employment@theradiogroup.net](mailto:employment@theradiogroup.net)...**Bonneville/St. Louis** needs a Board Op. If you have 1-2 years commercial broadcast experience or equivalent, please apply to Bonneville St. Louis Radio Group Fax: (314) 983-6308. Attn: **Amanda Koepp**, Human Resource Director, 11647 Olive Blvd., St. Louis, MO 63141. Qualified candidates are invited to download the application available on our web site. Questions can be directed to Human Resources [akoepp@bicstl.com](mailto:akoepp@bicstl.com)...If you live in or around Wichita Kansas and are looking for some part time work, then this is the gig for you. I need someone to run the board for weeknight and weekend sports programming on KGSO-A and KQAM-A. Please send your resume to **Joel Navarro** at [studio@kgso.com](mailto:studio@kgso.com). Please put "Part Time Opening" in the subject line...Fox Sports Radio affiliate KGSO/A-Wichita is looking for a full time utility person. Job duties include producing our local afternoon sports show, running the board for local sports shows/games, production and web site maintenance. We are a locally owned company. Job is salary plus health insurance. If you're interested, send your aircheck and mp3 to **Joel Navarro** at [studio@kgso.com](mailto:studio@kgso.com)...Michigan station looking for a positive attitude to step-up both on-air and in sales...If you can multi-task with a smile, sell your butt off, and assist in mornings then send us your stuff! We need a motivated seller to work directly with clients with a huge potential for added income based on performance. Experience and proven sales preferred. Women and minorities are strongly encouraged to apply as we are an equal opportunity employer. Send your resume/aircheck to [upnorthradiogig@gmail.com](mailto:upnorthradiogig@gmail.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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