

35 YEARS OF THE CONCLAVE (1976-2010)

Volume XXXVI Number 6 February 12, 2010

The Conclave

Presents

# The TATTLE R

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

The Conclave announced the theme and logo for its 35th Anniversary Learning Conference: "Freeway To Your Future"! The Conference's logo (found elsewhere in this week's TATTLE R) replicates a familiar interstate freeway sign highlighting the number '35'. Said Conclave Marketing Director **Paige Neinaber**, "Sometimes the search for the most appropriate promotional vehicle concludes with a solution that is almost too obvious. The freeway sign that serves as the basis of our logo is one that I see dozens of times weekly. All we had to do is add a small 'i' to the 35 not only as an acknowledgement to the fact this is an i-world these days, what with iPods, iPhones, and iTunes...but that 'i' also celebrates individual initiative and accomplishment inside our industry. And that's what the Conclave is all about!" The **35th Learning Conference** will be held July 15-17, 2010 at the Doubletree Park Place Hotel in Minneapolis. Expect to see "Freeway to Your Future" and the 35th Anniversary logo frequently in the run up to this very special industry gathering! Comment: When the agenda committee searched for a theme that captured the essence of the miles of learning available this summer – as well as referencing the Conclave's very special 35th anniversary benchmark - it needed to look no further than the freeway that traverses the entire country, leading to the Twin Cities: Interstate Freeway 35! - TK

**Hubbard Heritage Talker KSTP-AM/Minneapolis** is flipping to Sports effective Monday. "AM 1500 The Sports Talk Station" let a slew of people go Thursday, including: Midday team **Shawn Prebil** and **Chris Murphy**, middayer **Kelly Webb**, overnigher **Al Malmberg**, newsman **Bob Bergland** and a few producers. Minneapolis **Star Tribune** columnist **Patrick Reusse** will move from mornings to fill noon-2p, Reusse will co-host with **Joe Soucheray** from 2p-4p with Joe's "Garage Logic" from 4p-6 and former **Clear Channel Sports KFAN-AM/Minneapolis Joe "Mr. Phunn" Anderson** in the evenings. KSTP-AM has one-year left on their contract with the **Minnesota Twins**. The station is adding **ESPN Radio's Colin Cowherd** for 9a-noon and will ultimately assume the ESPN Radio affiliation by carrying "Mike and Mike in the Morning". When all the moves are in complete and in place, KSTP-AM will change again to "1500 ESPN Twin Cities."

**Jammie Thomas-Rasset** and the **Recording Industry** are back in court. A Minneapolis jury ruled in June that Thomas-Rasset downloaded and illegally made available 24 songs for distribution on **Kazaa**. The court found her liable for \$80k for each song. A U.S. district court lowered the imposed damages against Thomas-Rasset last month, with judge **Michael Davis** calling the \$1.92 million judgment "monstrous and shocking," reducing it to \$54k. The Recording Industry was given the option of accepting the reduced damages or scheduling a new trial. You guessed it, they want a third trial. "We have done everything within our power to resolve this case on fair terms," RIAA VP/Communications **Cara Duckworth** wrote. "The defendant is someone who knowingly distributed hundreds upon hundreds of unauthorized songs without any regard for those who created them...During both trials she lied about her actions under oath." Thomas-Rasset responded: "It's pretty much the same thing I've heard from them since day one. It's no different. It's the same vitriol they've been spewing about pirates destroying their business. Now we get to go back to court where the statutory damages have to bear some semblance to the actual damages and they are scared of that."

Legendary Detroit radio and Hall of Fame broadcaster **Dick Purtan** announced his retirement from **CBS Classic Hits WOMC/Detroit**. After 45 years on the air in Detroit, the last 14 hosting mornings at WOMC, his retirement is effective March 26<sup>th</sup>. "I was trying to put off retirement until the Lions made it to the Super Bowl," said Purtan, "but frankly, I've got to get some sleep." "Unfortunately, we are losing a legend," said VP/Market Manager **Debbie Kenyon**. "No one has made more of an impact on Detroit radio than Dick Purtan. He is truly one-of-a-kind. Millions of people have woken up to Dick's voice in the morning – his departure will leave a void I'm not sure anyone can fill."

The **Radio Television Digital News Association** has elected five regional directors to two-year term on the board of directors. The terms begin at the close of the RTDNA annual convention in Vegas April 11<sup>th</sup>-14<sup>th</sup>. **Clear Channel** Talk KOA-AM/Denver News Dir. **Kathy Walker** will represent Regions 1 and 3; **scripps NBC** affiliate KSHB-TV/Kansas City News Dir. **Peggy Phillip** will represent Regions 4 and 5; **Time Warner Cable's News 8/Austin News** Dir. **Kevin Benz** represents Region 6; **Clear Channel** Country WMSI – Classic Hits WQJQ – Sports WJDX-AM/Jackson, MS News Dir. **Randy Bell** will represent Regions 8 and 9; and **Hearts ABC** affiliate WCVB-TV/Boston News. Dir. **Andrew Vrees** will represent Region 10.

Consultant **Valeri Geller** inks a new deal with **Focal Press** to publish her 4<sup>th</sup> book, "Beyond Powerful Radio – A Communicator's Handbook for the Internet Age." The book, by President of **Geller Media International** and noted radio talent trainer, is scheduled for publication Spring 2011. Geller's last book, "Creating Powerful Radio – Getting, Keeping and Growing Audiences," is in its third printing from Focal Press.



## Not Just For Engineers- HD Radio with Tom Ray

You've heard the term "HD Radio". You've probably heard the horror stories. You've probably heard that you need to replace everything in your facility down to the very last #6-32 screw. You've probably heard about the FM HD Radio power increase: what's -20, -14, -10 mean? This webinar will discuss from a non technical standpoint, the system, so that you have a better understanding of HD Radio and the technology. **Thomas R. Ray, III** CPBE, AMD, DRS, is VP/Corporate Director of Engineering for **Buckley Broadcasting/WOR Radio** in New York City!

Wednesday, February 24 at 2 PM CST  
Visit [www.theconclave.com](http://www.theconclave.com)  
for details!

This webinar is sponsored by  
**iBiquity Digital**, developers of  
**HDRadio™ Technology**.

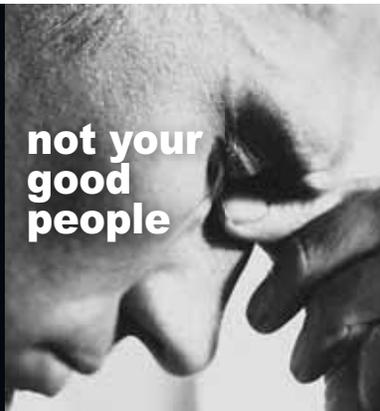


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**Citadel's** "The Huckabee Report" reaches its 500 affiliate mark. The daily feature, launched Jan. 2009, is hosted by former Arkansas Governor and Republican presidential candidate **Mike Huckabee**, who also hosts a weekend show on **Fox News**.

**The Next Conclave Webinar: Not Just For Engineers-HD Radio with Tom Ray!** You've heard the term "HD Radio". You've probably heard the horror stories. You've probably heard that you need to replace everything in your facility down to the very last #6-32 screw. You've probably heard about the FM HD Radio power increase: what's -20, -14, -10 mean? This webinar, presented Wednesday February 24<sup>th</sup> at 3P EST/2P CST, will discuss, from a non technical standpoint, the system so that you have a better understanding of HD Radio and the technology. The webinar - sponsored by **iBiquity Digital**, developers of **HD Radio™ Technology** - is free, but preregistration is required by clicking on <https://www1.gotomeeting.com/register/931270977>. **Thomas R. Ray, III** CPBE, AMD, DRS, is VP/Corporate Director of Engineering for **Buckley Broadcasting/WOR Radio** in New York City. WOR is New York City's first AM HD Radio station. Buckley presently has two FM HD stations operating, KWAV in Monterey, CA, and WDRC-FM in Hartford, CT. Tom installed the transmitter for KWAV, and directed the installation with WDRC-FM, and is about to take DRC-FM to the -14dB power level. He is one of the pioneering Engineers in practical application of HD Radio technology, and is considered the "expert" in this area. He is author of the book "HD Radio Implementation: The Field Guide for Facility Conversion", published by **Focal Press** and the **SBE**.

**Clear Channel** Talk KOA-AM/Denver's morning and afternoon shows battled to sell the most **Girl Scout Cookies** to benefit our troops overseas. "The Ride Home" with **Dave Logan** and **Lois Melkonian** sold 2,891 boxes over three days, beating the 2,012 sold by "Colorado's Morning News" hosts **Steffan Tubbs** and **April Zesbaugh**. 25 cents from each box sold went to a Girl Scout troop in the same zip code as the donor. Listeners donated a total of \$16,088 to the cause.

**Envision Radio Networks' Todd and Tyler** launched a 24/7 stream of their program. No downloads, registration or fancy plug-ins required. "Like it or not, we have plenty to say and welcome the opportunity to satisfy our most loyal fans at all hours of the day or night," **Mike Tyler** said.

**Cox** Talk WHIO-AM/Dayton, OH celebrated 75 years Tuesday (2-9). Dayton Mayor **Gary Leitzell** declared the day "WHIO Radio Day" in the city. The station was first owned by Gov. **James. M. Cox**, signing on Feb. 9, 1935!

**Detroit Tigers** broadcasting legend **Ernie Harwell** will be receiving the 2010 **Vin Scully** Lifetime Achievement Award in Sports Broadcasting from **Fordham University** on May 5<sup>th</sup> in New York. The 92 year-old **Harwell**, a Hall of Famer and the voice of the **Tigers** from 1960 to

2002, announced last **September** that he is suffering from inoperable cancer.

A shuffle of allocations would bring **Truth Broadcasting's** Religion KFFF-FM/Boone, IA into the Des Moines market. Under a proposal filed with the FCC, **Positive Impact** Contemporary Christian KPUL/Winterset, IA would be moved from 99.5 to 101.7 and KFFF-FM would change its community of license to Johnston, IA, moving onto a **Clear Channel**-owned tower in Saylorville with 6,000 watts at 88 meters.

**Sovereign Communications** is buying eleven stations from **Northern Star Broadcasting** on Michigan's UP. The "multi-million dollar" transaction includes: Top 40 WYSS, Country WMKD and Talk WKNW-AM/Sault Ste. Marie; Rock WUPK, Talk WDMJ-WIAN, Oldies WNGE and Country WJPD/Marquette-Ishpeming; AC WZNL/Norway, MI; and Rock WIMK and Talk WMIQ-AM/Iron Mountain, MI. Sovereign currently owns AC-Sports WSOO-AM, Classic Country WNBX-AM, Oldies WNBX-FM and Rock WSUE/Sault Ste. Marie.

The **Cromwell Group** brings on **McVay New Media** to consult on the development of their digital business plan, sales training and content development. **Jon Erdahl**, recently named VP/Digital Strategy for McVay New Media, will serve as lead consultant.

**Citadel** Talk WLS-AM/Chicago drops **Mancow Muller** and **Pat Cassidy's** 9-11a show. Afternoon co-host **Cisci Cotto** moves to 9-11 with **Roe Conn** flying solo in the afternoons, for now. Cassidy has been rumored to be returning to crosstown **CBS** News WBBM-AM, where the station has not officially replaced him as morning co-anchor alongside **Felicia Middlebrooks**.

The "Under The Hood Show" recently celebrated its 1000th radio show on Jan 21, 2010 by adding a video stream of the show to their website, <http://www.underthehoodshow.com>. The weekly automotive call-in show airs on flagship 1320 KELO AM in Sioux Falls live Thursday mornings from 10-11am CST. The show recently added it's 21st affiliate, KRSL in Russell, KS, and are now broadcast in seven states across the upper Midwest. For more information on the show or becoming an affiliate, check out the website listed above.

**Impact Radio Group** Top 40/Rhythmic KQYD (WILD 101.1)/Boise has promoted APD/MD **Ben "Dj Complex" Romero** to PD.

**Regent** Adult Standards WFNT-AM/FLINT has flipped to Talk.

Condolences to syndicated talk show host and 1993 Conclave Keynote G. **Gordon Liddy** on the death of his wife **Frances Purcell Liddy** on **Friday, February 5th** at 77.

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**The Conclave** is now accepting session/speaker submissions for the 35th Annual Learning Conference to be held at the Doubletree Park Place Hotel/Minneapolis on July 15-17th. The conference will address the educational needs of radio station management and the individuals who perform inside programming, promotion, and air talent. The ultimate goal of the conference is to present ideas and solutions designed to build and serve an audience, develop deeper relationships with listeners, better manage talent, increase revenues, while providing individual opportunities for growth. If you have an idea, issue, or problem you'd like to see addressed at the Learning Conference, including suggested speakers, faculty, or topics, the Conclave's Agenda Committee would like to hear from you by February 26, 2010. Download a submission form by clicking on <http://www.theconclave.com/upload/2010conclavespeakersubmissionform.pdf>, and send the completed form to the Conclave office by the February 26<sup>th</sup> deadline.

For over 30 years the Conclave has given away scholarships to future broadcasters and people interested in working with the music industry. This year the Conclave has graciously received scholarship donations from longtime partners, **Specs Howard School of Media Arts, Brown College,** and **McNally-Smith College of Music.** The scholarships are given to potential candidates who have an interest in broadcasting or the music industry and have previously not been paid in either field. The combined amount of the scholarships is over \$70,000 and the deadline is fast approaching, March 1st, 2010. Please assist us in getting the word out to potential broadcasters and music industry folks. How? Go to the Conclave website (<http://www.theconclave.com>) and download and air the Conclave Scholarship PSA's! Says Conclave Scholarship Director **Karol Baumeister**, "We need your help this year! Remember what it was like starting out. The Conclave is committed to the education and growth of established broadcasters as well as up and coming. Help us give the gift of college to the upcoming broadcasters and future music executives!"

**Diane Scurlock**, wife of promotion vet **Michael Scurlock**, writes the TATTLER with the following news and request: "Michael has pancreatic cancer and desperately needs donations to pay for his medications and feeding tube nutrition. His website for more information is <http://www.facebook.com/l/b0724:www.michaelscurlock.com>. Anything you can do to help Michael would be appreciated. No donation is too small." If you ever dealt with Michael, or just want to help an industry professional in need, please help where you can.

We're saddened to report the death of **Paul Westby**, air talent at WLOL-FM and KSTP-FM in the 1980s and 1990s and a Sioux Falls programmer and air talent prior to arriving in the Twin Cities, died Saturday at his home in St. Louis Park, Minnesota. He was diagnosed with multiple sclerosis in the early 2000s. Paul was 58.

TV and Radio consultant and research pioneer **Frank N. Magid** died last Friday of lymphoma in Santa Barbara, CA. Magid is best known for creating the "Action News" TV formats and for his work with **CBS News**

and **ABC's "Good Morning America."** Magid also consulted radio stations through his **Frank N. Magid and Associates** firm, founded in 1957.

**Jobs.** Kansas City's Official Listen-At-Work Station, Lite Rock, STAR 102, with a rare full-time opening! Currently, we're looking at both morning and afternoon possibilities, so if you've got experience in either, send us your stuff! You must be personable and relatable to the 25-54 female demo and lifestyle. Family, health, finances, all the things that "working soccer mom's" deal with on a daily basis, this needs to be the basis of your prep! You need to be willing to take direction, but your input will be welcomed as well. It's a small staff but we're a team you'll be proud to be a part of. We're passionate about radio and serving our listeners needs and you need to be as well! Aircheck & resumes can be emailed to <mailto:ewalker@wilkskc.com>, or sent snail mail to KCKC Opening, 508 Westport Road, Suite 202, Kansas City, MO 64111...Top 5 market Radio Talk Station seeks experienced, successful full-time Producer with strong journalistic interests and an awareness of politics and current events relevant to the station's target audience. The Producer is responsible for the smooth and flawless execution of the on-air product during the show(s) as well as the creation and utilization of program content for other distribution platforms, including but not limited to web, on-demand and other social media. Great people skills and the ability to interact positively and productively with fellow employees are critical. The Producer must have a strong contact base, the ability to cultivate and maintain necessary relationships to book top guests. EOE/AA. Please mail cover letter and resume to: WLS-AM Attn: Tracy \*\*\* - Dept. AA, 190 N. State Street, Chicago, IL 60601...



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# the Conclave

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