

35 YEARS OF THE CONCLAVE (1976-2010)

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The Conclave

Presents

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

The Conclave announced today yet another opportunity in its vast array of learning programs and services available to the industry: **The 2010 Rockwell Scholarship!** The third annual **Conclave Rockwell Scholarship** will be awarded to an individual who, like Conclave Rockwell Award recipients, have made important contributions to their station(s), their organizations and to the industry. The scholarship recipient will have demonstrated professional potential, while desiring to further their education by gaining knowledge that will assist them in growing inside their careers. While a Rockwell Award recipient may recognize an experienced industry member, the Rockwell Scholarship may similarly recognize a veteran industry member – OR it may be provided to a “rising star” still growing in the industry. The funds for this special Conclave Rockwell Scholarship have been donated by past Conclave Rockwell Award recipients, **Erica Farber** – former publisher of **Radio & Records** and **Danno Wolkoff** - CEO of **Envision Radio Networks!** The winner will receive up to \$1,000 dollars that may be applied towards tuition, books, or other materials pertaining to the winner’s course of study at a recognized institute of higher learning. Candidates for the Rockwell Scholarship can be self-nominated for the award, or nominated by a friend, relative, or co-worker. The candidate – or their nominator - must complete the scholarship application and submit it to the Conclave no later than June 1, 2010. Candidates may download the Rockwell Scholarship Application by clicking on <http://www.theconclave.com/upload/rockwellscholarship2010.pdf>. The scholarship will be awarded at the 35th annual Conclave Learning Conference in Minneapolis July 15-17, 2010. *Comment: Knowledge is the name of the game in 2010. We want to make sure that the industry knows this money is available to pros who wish to continue the learning process, not just to those who are considered students.* - TK

Tribune Talk WGN-AM/Chicago CEO **Randy Michaels** and News Director **Charlie Meyerson** have issued a list of 119 words and phrases not to be said on the air by news reporters and anchors. In the memo, Meyerson writes, “The real goal here is to avoid using words that make you sound like you’re reading, instead of talking – that shatter the image you’re speaking knowledgeably to one person. By not using ‘newsspeak,’ you enhance your reputation as a communicator.” The long list, similar to directives given to news departments in the past, includes examples of what to avoid. *Comment: Randy has come under some fire for assisting his News Director in compiling that list when he should be concentrating on macro issues confronting the Tribune corporate structure. We say, bully for him! If a CEO can help his organization become a better, more competitive entity by helping his lieutenants do their job better, wonderful! We assume Randy has long ago learned to multi-task, and we’re sure he remembers Sam Zell brought him on board to move Tribune to a more profitable plane, elevating it out of the nasty Chapter 11 episode in which they’re currently mired. If he can bring the company around by suggesting what his news staff can say and what they should not, great. If all the big AND little stuff he does cannot ultimately move the financial needle, he understands – and will suffer - the consequences.* - TK

Minnesota Republican Governor **Tim Pawlenty** is proposing a 2011 budget cut of the entire appropriation for public broadcasting from \$2.015 million to ZERO. These cuts are intended to last through 2013, causing broadcasters to lose matching funds, also. The station’s received additional funding for programming this year (\$1.5 million for MPR) and (\$1.15 million for MPR) from the Legacy Amendment tax for arts and culture. This proposal isn’t popular in the Democrat-Farmer-Labor Party controlled state Senate, in fact, they are considering their own plan to cut the broadcasters’ budget by 3% this year and 6% in 2011.

Alpha Broadcasting Chairman/CEO **Larry Wilson** has written a new song with 2009 Conclave entertainer and **Ride Records** artist **Steve Azar**, called “I Thought I Missed You, But I Didn’t.” Wilson and Azar hung out last week during Azar’s visit to Country KUPL/Portland. While Azar sings most of the song, a portion is spoken by Wilson, describing some of his “less than successful” dating experiences.



Creating Powerful Communicators with Valerie Geller

Is talent something you’re born with or can it be taught? Can anyone LEARN to become a better, or a more powerful communicator? The answer is YES! It takes talent, but you ABSOLUTELY can improve your craft and skills, with training. Learn it all at CREATING POWERFUL COMMUNICATORS with Valerie Geller on Wednesday, March 24th at 3P EDT/2P CDT. In this Conclave Webinar, you’ll learn proven methods in use around the world based on Valerie Geller’s experiences working with on-air personalities at more than 500 stations in 30 countries - The goal: Creating compelling content, to find and develop topics for air, powerful storytelling techniques and getting the best performance from each personality. This webinar is free, but preregistration is required.

Visit www.theconclave.com for details!

Conclave Webinar!

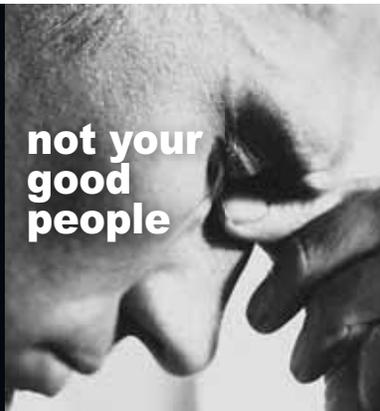
Wednesday
March 24
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From the Conclave's Director of Marketing, **New World Communications' Paige Neinaber**: A couple of things that graced our medium's universe in the past few weeks lend credence to the argument that Radio still "brings it" when it needs to. The PPM numbers from Washington DC show almost Christmas Format numbers for the stations that dropped format and went all news and resources during the recent Snowmageddon. It's sad that something as fundamental as covering a natural disaster, has to now be justified. So it was heartening to see the Governor of Hawaii, when he issued the tsunami warning on the morning of the 28th, he looked right into the TV camera's and advised the public to "Listen to the radio for all the updates and emergency information." **Rick Thomas** with **Salem Broadcasting** in Honolulu said "In Hawaii, people still listen to Radio for more than just music. They use the radio." **Wayne Maria** with **Cox** in Honolulu scoffed that some mainland programmers had questioned the need to drop music and go all news and resources on stations like Hot AC KRTR 96. "Are you kidding me? IT'S A TSUNAMI. Who wants to listen to music in the middle of fleeing to safer ground?" And as anyone who streamed can tell you, stations like KSSK and KRTR lived up to their licenses. Hmmm. Perhaps there's a Conclave session there? Watch this space for details.

19/RCA/Nashville artist and former **American Idol** contestant **Danny Gokey** signed a two-year marketing agreement with **Wisconsin Vision**, the state's largest independently owned optical company. This is Gokey's first long-term endorsement deal. According to the agreement, Gokey will wear up to 60 pairs of Wisconsin Vision glasses, be featured in Wisconsin Vision Milwaukee-area marketing campaigns including TV, outdoor, social media and personal in-store appearances. Gokey, a Wisconsin native, said, "I'm known for my eyewear. With Wisconsin Vision, I will not only have the best in fashion, but also the most accurate lenses available made right here in Wisconsin by a family-owned company."

Former **Malrite, Legacy, OmniAmerica** and **NextMedia** exec **Carl Hirsch** has given the **Cleveland Clinic Florida Health and Wellness Center** a \$1 million gift, the largest single gift ever received by the West Palm Beach center. "As a native Clevelander, I appreciate the world-class care Cleveland Clinic brought to my hometown... The Health and Wellness Center is a jewel of the Palm Beach Community and I am hopeful that others will be inspired to lend their support in growing this outstanding local health care resource."

Ed Schultz launched an online store selling "Ed Head" logo merchandise. The **Dial Global** and **MSNBC** host said, "I'm a tell-it-like-it-is guy. Everyone always knows where I stand. With ED Head gear from my new online store, ED Heads can say 'I'm progressive and proud!' We lefties are on the right side of history. Always have

been. We know it, and with ED Head gear, we can show it." The merchandise is all made in America and, "where possible," union-made. \$3 of each sale of "ED Head" coffee beans is being donated to the **Iraq and Afghanistan Veterans of America**.

BIA/Kelsey predicts local advertising revenues for TV and radio will hit \$34.3 billion in 2014, a 2.8% compound annual growth rate from \$29.9 billion generated in 2009. Digital revenue for media is expected to grow 17.8% during the same period, which would put digital/online advertising ahead of print in 2010.

Last week, we told you the **Conclave** announced it had created a new position - **Web Content Coordinator** - to assist the Conclave in enhancing its web presence. The search is now on to fill the post. What is a Web Content Coordinator? The Coordinator will be an individual or team whose responsibility will be the maintenance of its on-line platforms, keeping those platforms updated with information and new features. This is a volunteer position for the oldest multi-formatic radio programming non-profit organization in America. The position will allow an individual to utilize the new **Triton Digital** "Flex" web platform, while helping to construct weekly Conclave eblasts using **PromoSuite's** "ListenerEmail." Those who may be interested in this new position should contact Tom Kay at 952-927-4487 or <mailto:tomk@theconclave.com>.

Best Media, Inc. is selling FM translator W206BI/Hamtramck-Detroit to **Radio One's Bell Broadcasting Company** for \$120k. The translator has an application to move from 89.1 FM to 99.9 FM and rebroadcasts Radio One's Urban WDMK.

Big Cat Broadcasting is selling the construction permit for a new FM in Hay Springs, NE to **ChadRad Communications** for \$85k, cash. ChadRad already owns KCSR-AM/Chadron, NE.

Community First Broadcasting's purchase of seven stations in Northwest Iowa - KUOO/Spirit Lake, KUQQ/Milford, KAYL-AM and FM/Storm Lake, KSOU-AM and FM/Sioux Center and KIHK/Rock Valley-Sioux Center - has been filed with the **FCC** with a sale price of \$7,941,300 listed. Community First, headed by **Neil Lipetzky** and partly owned by **Dean Sorenson**, is buying the stations from **Sorenson Broadcasting**, and has been operating the stations under a time brokerage agreement.

NRG Media is selling FM translator W277AC/Watertown, WI to **Carl R. Guse's CRG LLC** for \$8,500.

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Sorenson Broadcasting is selling Country KCUE-AM and Classic Rock KWNG/Red Wing, MN to **Alan R. Quarnstrom's Q Media Group** for \$1.55 million. The buyer has been programming the stations under LMA since 2007.

Mark Keefe, a 21-year radio vet, has been named Milwaukee Public Schools AAA/Modern Urban hybrid WYMS/Milwaukee PD.

Connoisseur Media Adult Hits KKBO/Bismark, ND names **Debra Boechler** Station Manager. Boechler returns to radio after a 3-year absence. She previously worked six years in the market with **Cumulus**.

Salem Talk WIND-AM/Chicago names **Amy Jacobson** as **Big John Howell's** new co-host, effective March 24th. The former **NBC** O&O WMAQ-TV/Chicago reporter was most recently a news anchor at crosstown **Citadel** Talk WLS-AM, where she anchored news on Howell's former morning partner **Cisco Cotto's** midday show.

Chicago Sun-Times columnist and movie critic **Richard Roeper** joins **Citadel** Talk WLS-AM/Chicago as **Roe Conn's** afternoon co-host. Roeper, known nationally for his years as **Roger Ebert's** co-host on their syndicated TV film review show, joins "The Roe Conn Show with Richard Roeper" April 12th. Roeper has hosted radio shows in the past on WLS and the short-lived FM talker WLS-FM.

CBS News WBBM-AM/Chicago ups Suburban Bureau Chief **Julie Mann** to Managing Editor.

Forum Communications Talk WDAY-AM/Fargo let PD/Morning co-host **Ben Ziegler** and news anchor **Al Aamodt** go as part of changes in the station's morning lineup. The station will simulcast sister, **ABC** affiliate WDAY-TV's morning "First News" 6-7a CT, and will then air a news block 7-9a hosted by incumbent morning co-host **Tracy Briggs** and news anchor **Erick Johnson**.

Former Citadel Talk WLS-AM, Oldies WLS-FM/Chicago President/GM **Michael Fowler** joins crosstown **ESPN** Sports WMVP-AM/Chicago as Dir./Sales.

Clear Channel Top 40/Mainstream WKSC/Chicago names **Kenard "K2" Karter** MD. He will continue his duties as MD for Urban sister WGCI.

Regent Communications Oldies WFGR/Grand Rapids hires **Craig Russell** for afternoons.

Bonneville ups **Greg Solk** to SVP/Programming.

Full tuition for this summer's **35th Annual Learning Conference – FREEWAY TO YOUR FUTURE** - is now at \$299 (Good for professionals, students, teachers, free agents). And what a bargain it is. Here's a listing of what some other organizations have charged or will be charging for their meetings this year. \$599 (CRS), \$595 (Radio Convergence), \$1144 (NAB Spring show/members fee), \$845 (CMW/Executive walk-up): All great conferences that teach well, making Conclave tuition even THAT much more a bargain. Did we mention you could get in for even less than \$299? **GANG OF TEN** tuition is still at \$149 (half off the full rate). Save big money if you know 9 others who want to join your gang. Details are located on a Learning Conference registration form, available on the Conclave website ([www/theconclave.com](http://www.theconclave.com)). But hurry because on April Fools Day (4/1), the **GANG OF TEN** special tuition expires. Learn big, save big at the **35th Annual Learning Conference/July 15-17/Minneapolis** – home of the **Jacobs Media Summer School!**

Condolences to family and friends of former Wisconsin radio GM **Jack Gennaro**, who passed last Thursday (3/4) in Marshfield, WI at 83. Gennaro began his career in broadcasting as an AE at WREX-TV/Rockford, IL in 1953, moving to WFRV-TV/Green Bay in 1957 and to radio at WOBT-AM/Rhineland, WI in 1961. He became GM at WFHR-AM and WWRW/Wisconsin Rapids in 1964, serving until his retirement in 1990. Gennaro also served as GM of the **Wisconsin Network**, distributor of **University of Wisconsin** football and men's basketball broadcasts.



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Condolences to family and friends of former WOWO-AM/Fort Wayne personality **Diamond Jim Brady**, who passed Saturday (3/6) in Fort Wayne at 67. Brady (real name **Jim Ellenwood Jr.**) did nights at WOWO in the 60's and later worked at WGR-AM/Buffalo, WHK-AM/Cleveland and other stations before moving into banking as a mortgage loan officer and doing freelance voiceover work for ABC affiliate WPTA-TV/Fort Wayne.

After an amazing 15 year run with the **Bob and Tom Show** that is now moving to our sister station, its time for WRBR to launch the next number one morning show for our active rock format. **APPLICANTS MUST HAVE ACTIVE ROCK EXPERIENCE!** We are searching for a morning team that lives and breathes the active rock life style and who knows how to engage an 18-34 and 18-49 audience. If this is your morning team, please send an air check and resume to <mailto:tommy@1039thebear.com>...WBWB is looking for a Program Director in Bloomington, IN. Previous music director and Selector experience required. On-Air shift is part of the package. Send resumes to Karen@u93.com...Our #1 Top 40 personality has been promoted to afternoons! Looking for a talented person to step in and grow this show to even higher numbers. Come to think of it – they're pretty high. You might want to skip this opportunity. But, if you are possessed by pop culture and live the lifestyle! Callers are the star and your VoxPro skills are perfect. Every remote is an EVENT in your mind! You can broadcast from the hockey game, host the club, and be focused for tomorrow's sales meeting at 8am. You can keep reading. What makes you unique? What can you bring to the table? Are you addicted to social networking? How are YOU going to market yourself? Do your ideas grow ratings AND revenue? We're looking for a humble, talented, team player at **Peak Broadcasting** that can stand out. This position requires more than the typical resume and air-check. We don't do our shows and go home. Some days seem to never end. Promotions never stop. The radio doesn't shut down at midnight and the best ideas come at 2am. Send ONLY the best and most current package via email to **Steve Kicklighter** at: <mailto:ksasjobs@gmail.com>...Congratulations to **Krista Hatcher** on the pending birth of her first child! She and her husband **Travis** are expecting the baby sometime in late April. That means we're looking for someone to sit in with **Will Harvey** and keep him in line with a female perspective on the Morning Show while Krista is out on Maternity Leave! We are built to win and need someone with that mindset. If you want to be the best, then send your stuff ASAP! You must be willing to be a part of a high profile, high intensity, entertaining, and LOCAL morning show that wins in numerous demos! Candidates should be within commuting distance of Kalamazoo, or able to relocate themselves for 1-3 months. If you live the lifestyle and can relate to the audience without crude humor, then this may be your gig. Pay is negotiable according to experience and ratings history. You must have at least 2 years on-air experience

and be a prep monster! Send your package, with mp3 aircheck, to <mailto:kruze@wkfr.com> subject "KFR Morning Fill-In!"...103.7 KISS-FM, 99.1 WMYX the Mix, and SportsRadio 1250-AM are currently recruiting for part-time Promotion Assistants. Duties include but are not limited to the following: • Act as a Public Relations representative for the 3 stations in the community, at concerts, movie premieres, retail appearances, charity events, city festivals, parades, sporting events, live broadcasts, and more• Act as Customer Service representative for clients and listeners at events • Effectively oversee, coordinate and perform necessary service for the proper execution of all on-premise sales/station events • Manage and train unpaid interns. E-mail resume to **Joe Vinsik**, On Site Promotion Manager, **Entercom Milwaukee**. <mailto:jvinsik@entercom.com> or fax to 414 529 2122...**Artistic Media Partners** is on the search for reliable part-timers, board-ops and a possible full-time web person for the South Bend market. Artistic Media Partners is an EOE employer. Please send resume's to <mailto:karen@u93.com>...Salesperson wanted. This person will be the key seller for the Kansas City Chiefs Radio Network, within a cluster of six outstanding radio stations. Additionally, the position requires working with other sales team members and designing sponsorship programs to deliver annual revenue goals. Please submit resumes to: <mailto:recruitment@cumulus.com>...Z93 WIZM-FM in La Crosse, Wisconsin is casting our next big morning show. We need a fun, topical, listener interactive show that is rooted in today's pop culture. Previous radio experience is a must, morning drive would be a bonus. La Crosse is a beautiful city on the banks of the Mississippi. What are you waiting for? Send submissions ASAP to <mailto:jeno@z933.com>...Z96-5 WAZY in Lafayette, IN is in the search for a morning show host. Lafayette/West Lafayette is the home for Purdue University and is located an hour north of Indianapolis and two hours south of Chicago. What I am looking for is - Morning Show Host / Community Relations Coordinator / Promotions Assistant. - Someone who can put on an entertaining and informative solo morning show. -A leader in the community who is willing and able to emcee events, keep up with our local contacts, help coordinate our 3 station clusters partnerships with non-for profit organizations, conduct interviews, etc. -Someone who is creative that can help take our 3 station cluster to another level when it comes to promotions (coming up with ideas, executing them on air, on line, etc.) -Someone who is able to voice and or produce a few spots a week. If you are interested please check out our website (<http://www.WAZY.com>), listen on line, research the area and see if this is could be the right situation for you. If you think it is, please ONLY email (all in one email). 1. Resume 2. (1) 3 minute or less mp3 attached (no links), nothing more. So make it count! 3. Links to all your social networking sites (if you have them) to <mailto:Z965WAZY@gmail.com>... Federated Media, Fort Wayne, is welcoming applications for a GSM opening at legendary Hot AC 97.3 WMEE. WMEE consistently ranks

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among Fort Wayne's ratings and revenue leaders. This is not a fixer upper. Great sales team in place. **Federated Media**, Fort Wayne, provides a unique growth oriented environment focused on excellence, backing their sales teams with comprehensive resources and capabilities including the Center for Sales Strategy (CSS) Customer Focused Selling and Talent Focused Management. Federated Media is a family owned, Indiana based, privately held company primarily serving the Fort Wayne and South Bend metropolitan areas. Other advantages include: • No corporate bureaucracy or hierarchy. • Our company culture empowers people. • We are a medium market group with large market resources. • Our Fort Wayne cluster includes six stations. The market's best radio brands! Send resume to Mark DePrez <mailto:mdeprez@federatedmedia.com>...KQFC/Boise is in need of an evening talent who can sizzle "Idaho Country Nights", mon-fri, plus produce high quality production in the afternoon. Knowledge of Scott Studios, Adobe Audition, TLC, V-creative Paperless Production is preferred. Country on-air experience/lifestyle knowledge helpful. Send or e-mail stuff (no calls please), to: **Wes McShay**, Citadel/Boise, 1419 West Bannock St., Boise, Id. 83702, <mailto:wes.mcshay@citcomm.com>...Heritage rocker 94.3 KILo and Today's Alternative 103.9 RXP in beautiful Colorado Springs is looking for an unusual and talented sales executive with a proven track record. One who is self directed, can set goals and meet them, and is fearless about picking up the telephone and calling someone cold. Interviews are being scheduled now for an immediate opening that rarely occurs. Please write or e-mail a letter and resume that makes us want to call you. Please send your resume online to <mailto:jobs@kilo943.com>. Or mail to attention: HR, Box 2080, Colorado Springs, Colorado 80901...Our Chicago team is looking for a passionate sales person to represent **Citadel Media** and **ESPN Audio** properties to ad agencies and clients. The candidate is responsible for securing advertising dollars through existing clientele as well as new accounts within designated territory. Responsibilities include selling terrestrial radio properties, streaming, digital, mobile marketing and promotional opportunities. A minimum of 3+ years media sales experience preferred. Candidate must be self-motivated with a proven track record of new business development. Mandatory travel within region of responsibility. Excellent presentation and communication skills and general computer knowledge are required. College degree is required. Please email all inquires to <mailto:bruce.krawetz@citcomm.com>...Market dominant, heritage Newsradio WOOD 1300 Grand Rapids is seeking a NEWS

ANCHOR. Candidate must be an experienced radio news professional with a contemporary conversational delivery. We seek a powerful communicator with strong writing skills who lives to deliver the best newscast. The job also requires you provide news content to the web as well as web specific content. If you can work in a high pressure environment, deliver to multiple markets, and still beg for more, send your letter/resume/audio ASAP. Please no files over 5mb. Send to <mailto:jobs@woodradio.com> or 77 Monroe Center, Suite 1000, Grand Rapids, MI 49503...Idaho's Fresh New Country WOW 104.3 is now accepting packages for a fresh, interactive and engaging local content-driven show! The centerpiece of our station will be an experienced, fun, high-energy, listener-oriented morning team. If you have a winning track record I'd like to hear from you whether you are a fully-formed partnership already or have been a part of a successful team which understands/relates to the NW lifestyle while contributing aggressively and playing well with others. If you don't update your blog daily, only FB occasionally and twitter is the sound a bird makes, don't waste your time or mine. You MUST understand the importance of content and how it relates to our digital platform. No calls, please, but email your materials and ratings history to <mailto:lisa.adams@peakbroadcasting.com> or snail mail: WOW/Country Morning Show, 827 E. Park Blvd, Suite 100, Boise, ID 83712...**Main Line Dayton** has an immediate opening for an experienced broadcast Promotions Director. Prior promotions experience a MUST! Hands-on responsibility for all on-air, on-line, and on-site promotional activity for our group of 4 radio stations. Work closely with sales departments developing and implementing effective client merchandising and promotional campaigns, and with programming departments on listener driven contests and events. Oversee all website activity. Recruit and manage staff of promotion assistants and interns. The requirements of the position include: - Minimum 2 years experience in a broadcast promotions department in a supervisory role, - Knowledge of Photoshop, Dreamweaver, Movie Maker, Power Point, and other essential software, - Ability to multitask with strong organizational skills, - Ability to track and meet multiple deadlines, - Creative talents for graphic design, - Good oral and written presentation skills. Send your resume and creative samples to: <mailto:daytonpromo@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 no later than Thursday evening for Friday publication. No calls unless otherwise specified.



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