

35 YEARS OF THE CONCLAVE (1976-2010)

Volume XXXVI

Number 13

April 2, 2010

The Conclave

Presents

The TATTLE R

Publisher: Tom Kay Editor: Ben Holsen

Cartoons Suggested by Lenny Bronstein & Jay Philpott

IN THIS ISSUE: CONCLAVE LEARNING CONFERENCE AGENDA

Vox to Jox 2 Webinar Next Wednesday! The second installment of this very popular subject continues with the next Conclave webinar, *JOX TO VOX PART 2*, on Wednesday, April 7 at 3P EDT/2PCDT. This webinar, sponsored by [Envision Radio Networks](#) and [Radiomall](#) is free, but pre-registration is necessary at <https://www1.gotomeeting.com/register/210708913>. Continuing the discussion begun last month on entering the world of voiceover with fresh perspectives, advice and inspiration, this webinar taps the experience and wisdom of legendary VO pros **Beau Weaver** (<http://www.spokenword.com>), **Chris Corley** (<http://www.chriscorley.com>) and talent agent **Laurie Lambert** (<http://www.iachicago.com>). This webinar will be heavy on Q+A, so participants are going to be asked to be armed and ready with their questions for America's busiest and most recognized voice actors! The webinar will be hosted by **Jay Philpott**, Conclave Board member and Arch/St. Louis air talent!

The **NAB Education Foundation** announced the winners of the 12th annual **Service to America Awards**. Winners will be honored at the Celebration of Service to America Awards dinner Monday, June 14th at the Hyatt Regency Washington on Capitol Hill. "Day in and day out, broadcasters across America demonstrate a commitment to community service and charitable fundraising that no other business or technology can match," said NAB Pres./CEO **Gordon Smith**. The radio winners are **Hubbard** Hot AC KSTP-FM/Minneapolis and **Pamplin** NT KPAM-AM/Portland, OR. KSTP is a 2008 recipient of the **Service to Children Award** and is being honored again for their outstanding community service during 2009. KSTP has raised money for the Children's Cancer Research Fund and Gillette Children's Specialty Healthcare. Fundraisers included KS95 for Kids Radiothon, KS95's Change for Kids and the KS95 for Kids Golf Tournament. KPAM-AM's **Operation: Santa Claus** raised

money to provide financial support to members of the armed forces and their families. All contributions went to the Salvation Army's "Home Front War Relief Program." In five days, over \$131,000 was raised! Congrats to both stations and staff!

Entercom Talk KMBZ-AM and Country WDAF/Kansas City airing of racist, anti-Semitic political ads bought by a write-in candidate for U.S. Senate from Missouri, now say they will not keep the money the candidate paid for the ads. Entercom/Kansas City VP **Dave Alpert** said the stations will give the money from **Glenn Miller's** purchase of ad time to the Olathe chapter of the **NAACP** and a local Jewish charity. "While Federal law requires us to air the commercials," said Alpert, "We are not comfortable keeping that money." The stations continue to argue that they have no choice but to air these disgusting ads because Miller is a legally qualified candidate for public office.

The **University of Wisconsin-Parkside's** student radio station was shut down by the **FCC** last week because it was broadcasting without a license. The students were operating WIPZ when agents from the Commission monitored the signal on March 17th and 23rd, then informing the school that the operation wasn't in compliance with FCC regulations. "Somewhere they were misinformed by people who told them that operating a station (without a license) by low power would be ok," said FCC Chicago District Director **James M. Roop**. The carrier-current operation increased power last fall when it moved to new studios in the student center.

According to the **LA Times**, lawyers in the **Tribune Co.** bankruptcy have billed \$138 million since the proceeding begun 15 months ago. That amount is equal to about a quarter of the company's cash flow, with lead debtor's attorney **Sidley Austin** billing close to \$25 million at a rate of \$925/hour. Judge **Kevin Carey** warned lawyers in the case last year against charging over \$1k an hour.

CBS/Chicago Country WUSN and AC WCFS PD **Bill Gamble** exits.

Clear Channel Country KSWF/Springfield, MO PD **Adam Burns** adds PD duties at sister Adult Hits KTOZ. Former KTOZ PD **Tony Matteo** left to PD Clear Channel Hot AC WMVX/Cleveland.

Former **Emmis** Top 40 Rhythmic KDHT/Austin night goof **Boogie** is the new night freak at **Northern Lights** Top 40 Rhythmic KTTB/Minneapolis. Boogie grew up and went to school in St. Paul.



JOX TO VOX Part 2!

Conclave Webinar!

Wednesday
April 7
2 PM
CDT

Our second installment of this very popular subject continues the discussion on entering the world of voiceover with fresh perspectives, advice and inspiration from legendary VO pros **BEAU WEAVER** (www.spokenword.com), **CHRIS CORLEY** (www.chriscorley.com) and talent agent **LAURIE LAMBERT** (www.iachicago.com). This webinar will be heavy on Q+A, so be ready with your questions for a couple of America's busiest and most recognized voice actors!



This webinar is FREE. But preregistration is necessary.
Visit www.theconclave.com for details!



THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at tomk@theconclave.com Web: www.theconclave.com

trim the bottom
LINE

MusicMaster

not your
good
people



ARE YOU
paying too
much for
obsolete
music
scheduling
software?

barter, lease, or buy

Music Master
Scheduling™

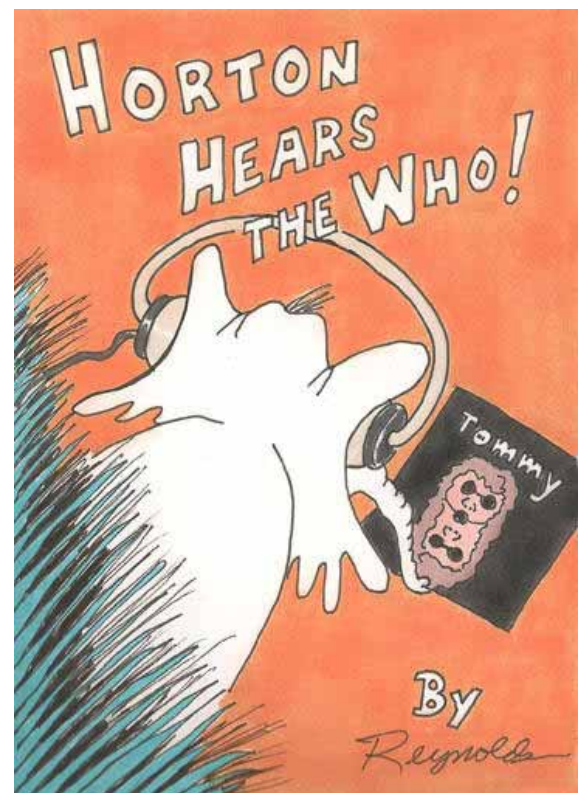
The World's #1 Music Scheduling
Software for Windows®

www.mmwin.com

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.

Jobs. Virtual News Center is seeking experienced anchor/reporters. As a “Virtual” team member, you can file reports from wherever you are. If you have at least 5 years experience and the talent to shine from coast to coast, send T&R's to: kippermcgee@gmail.com or call 312-402-4667...**Hubbard** Hot AC KSTP-FM/Minneapolis needs a PT weekend overnight and holiday fill-in talent. Minimum 3 years experience. Packages to Job@ks95.com...**Lincoln Financial** Country KYGO/Denver is looking for people with a Country heart and a CHR attitude. If you live within driving distance of Denver, send your best to: jburke@kygo.com...**Artistic Media Partners** Top 40 WBWB and Country WHCC/Bloomington, IN need AE's! Resumes to: wbwb@artisticradio.com...A Classic Hits station in the Missouri Ozarks is looking for an afternoon star! Do you have an excellent show everyday, one flawless break at a time? Make real connections with listeners? Go beyond the tired old prep sheets to talk about what's important? Send your best to mfleenor@mwfmarketing.fm...**Clear Channel** Urban WJLB and WMXD are on the hunt for a talented news personality. Strong contacts are a plus. If you have a strong speaking voice, outgoing personality and work well with others, send the best of your best to: DetroitHR@clearchannel.com...**Eagles Communications**/North Platte, NE seeks a dynamic person for Operations Manager. This position oversees the programming, promotions, web and operations

strategy for the cluster including cross market strategies. Send resume/audio to: Kevin.Wagner@eagleradio.net...**Citadel** Top 40 KZMG/Boise seeks a midday personality with strong production skills. Computer skills a must. Send cover letter, resume and aircheck to: scott.souhrada@citcomm.com...**WSBT Radio Group**/South Bend, IN needs a dynamic person to be their next Operations Manager. You will be PD for WNSN-FM and oversee the programming strategy for the cluster. If you're a great leader, have successfully programmed top-rated radio stations and a forward thinking about online opportunities, send your resume to sbrown@wsbt.com...Oldies WGEZ-AM/Beloit, WI is accepting materials from anyone interested in a broadcast sales career. Sales experience a big plus, but doesn't have to be in radio. Email your resume to: alank1490@yahoo.com...**Cumulus** Country WXXQ/Rockford, IL is searching for a FT morning show co-host and music director. If you are willing to do whatever it takes to win, inquire and send your package to: steve.summers@cumulus.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.



THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at tomk@theconclave.com Web: www.theconclave.com

Call 212.509.1200 to schedule your live "paperless" demo!

**Paperless Studio
Tools Available!**
www.PromoSuite.com



Listener Database **In-Studio Link**
Contest Manager **Prize Closet**
Event Tools **Liners & Promos**

**THE 35th ANNUAL CONCLAVE LEARNING CONFERENCE
FREEWAY TO YOUR FUTURE
DOUBLETREE PARK PLACE HOTEL/MINNEAPOLIS
JULY 15-17, 2010
AGENDA (Tentative)**

THURSDAY 7/15

9A-THE JACOBS MEDIA SUMMER SCHOOL This special morning focuses on the fundamentals of great radio programming, presented in an entertaining way with some special guests. *Fred Jacobs/Jacobs Media & Guests*

1P-PROGRAMMING TRACK: MSG -Music Scheduling Greatness No matter what music software you use, you'll pick up some great tip and tricks to help grow your station's TSL by creating music logs that maximize your library's potential and make your time scheduling more effective. *Keith Hill/The Unconsultant*

2P-MANAGEMENT TRACK: Big Brother Is Watching What new measurement technologies can show us about audience behavior. From identifying songs that affect station switching to providing an EKG on your radio station, new technologies are helping programmers gain greater insights about how listeners use radio. This technology dovetails with PPM implementation, but also applies to diary markets. *Faculty TBA*

3P-PROGRAMMING TRACK: Identity Theft For Fun & Profit There is nothing more important to a station than having a strong identity and brand equity. At this Conclave session, steal ideas to help make your station stand out on the dial by creating imaging that helps improve your station's recall and conveys the message of who you are! *Terry Phillips WYCD, Dave Shakes/Shakes Radio, Tony Gray/Gray Communications*

3P-TECHNOLOGY TRACK: The Crowdsourcer s Apprentice Beyond the wisdom of crowds is the work of crowds, a powerful and transformative source of creativity and an economic engine that defies traditional rules. Expect an insightful, fun, and indispensable hour for those who want to understand, or participate in, this amazing phenomenon. *Faculty TBA*

4P -LIFE SKILLS TRACK: The OTHER 10 Commandments The Other 10 Commandments of Sales for Non-sales People. Believe it or not, we all sell for a living and the sooner you realize it, the sooner your job/role will get much easier. Even if you don't sell spots, you'll learn some great lessons to apply in your current position. You'll also get a better understanding as to what salespeople do what they do, sales lingo and how to interpret it, and if you need a job, how to become a Jack/Jill of all trades. *Danno Wolkoff President/CEO - Envision Radio Networks*

THE 2010 PROMOTION SUMMIT IS CO-SPONSORED BY PROMOSUITE!

1P-PROMOTION SUMMIT: Client Intervention 101-Get The Buy and Save Your Soul Ratings generate sales - and sales sometimes generates headaches. Join a positive session to supply value added opportunities that enhance your programming and meet the needs of your clients. Based in reality, this session will help your station make more money without selling out your programming ideals. *Faculty TBA*

2P-PROMOTION SUMMIT: Brain Blitz 2010/Slaying Clich Promotions Don't just listen; Contribute to the most vibrant session at the 2010 Conclave! This crowdsourced think-tank will assassinate the traditional promotion proposals and generate fresh ideas we could all use. Get here, speak up, and hang on - it's going to be a wild ride! *Steve Jones/New Cap Radio*

3P-PROMOTION SUMMIT: COPS/Community Oriented Promotion Session Despite smaller staffs and fewer resources, great radio stations still respond when their community is in need. This session is designed to give you clear action steps to follow before and after the unthinkable happens in your town. From small fund drives to major service programs learn from those that have made a difference when it counted. *Barry James/Bonneville-Chicago, Mark Elliott/WIKY-Evansville, More*

THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at tomk@theconclave.com Web: www.theconclave.com

FREEWAY TO YOUR FUTURE

The 35th Anniversary Learning Conference



July 15-17, 2010

Doubletree Park Place Hotel/Minneapolis

Tuition, \$299!

Reserve your room now! Just \$99+tax! Call 1-800-245-9190!

Featuring



Thursday, July 15, 9A - Noon

Admission ONLY via Conclave tuition!

4P-PROMOTION SUMMIT: The Street Hacker s Guide to the Universe If you think your street presence is a card table at the car dealership; we d love to compete with you. Spend 60 minutes with the Sergeant of the Street Team to build a REAL street presence for your station in order to takeover your town. *Paige Neinaber/CPR*

5P-THE WELCOME GATHERING - The traditional Conclave Meet & Greet , a 35-year tradition!

FRIDAY 7/16

9A- KEYNOTE TBA

10A-MANAGEMENT TRACK: Turn To Chapter 11 A session that has never been needed more than today. Programmers and managers need to know, from the inside, what the bankers, investors and owners are dealing with - and why decisions are made one way or another. From the mouth of someone who is doing it daily. *Jay Meyers/ President-CEO, Broadcast Management and Technology*

10A- LIFE SKILLS TRACK: Jox to Vox A look at your possible future in the voiceover industry, whether you are focusing on station voicing/imaging and the new realities that shape its evolution or more traditional commercial work and voice-acting. You'll also be able to find out about the world of representation, and discover if you're better off with an agency or as a freelancer. *Rich Van Slyke, Dick Ervasti, Veronica March, Kate Lawrence*

11A- PROGRAMMING TRACK: The 50 Minute Oil Change Just like your car s engine, you have to keep the vital parts of your station running at top performance. Two of the industry s best morning show coaches will give your 50 great ideas in 50 minutes to keep the show fresh, help create content that connects, and strengthen this key daypart. *Mike O Malley/Partner Albright & O Malley*

11A- TECHNOLOGY TRACK: Money-Making with Mobile Streaming This session will emphasize turn-key, simple recommendations for making new digital NTR using mobile streams and the importance of being able to be heard anywhere at any time. *Paul Jacobs/ Jacobs Media*

11A- LIFE SKILLS TRACK: Finding Your Dream Job What do you want to be when you grow up? In this session, you ll learn 8 simple rules for finding the job you love! *Maureen Anderson/Host- The Career Clinic*

12P- THE 2010 AWARDS LUNCHEON A special luncheon honoring winners of the 2010 Conclave Scholarships and this year s Rockwell Award recipient!

1:30P- MANAGEMENT TRACK: Exact Change Required Radio is adapting to changing advertiser needs. Clients are looking for more than just time buys from radio. They want integrated marketing campaigns that involve on-air, online and on site. Broadcasters are responding with custom micro-sites for advertisers, even client-branded online radio stations. This session will look at the new ways sales & programming are coming together to develop unique solutions for changing advertiser needs. *Erik Hellum/CEO Gap West*

1:30P- PROGRAMMING TRACK: You ve Got Stripes You ve waited all of your career for your first shot at being a manager...you only have one chance to make a first impression; don t blow it. Spend time with some of the most successful young executives in both radio and records and learn the skills to become a good manager and a great leader. *Dylan Sprague/KALC Denver, Peter Gray/J Records Group, More*

1:30P- AIRCHECK CLINIC #1 Bring your 3-minute scoped aircheck, and be critiqued by a noted staff of programmers. *Faculty TBA*

THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at tomk@theconclave.com Web: www.theconclave.com

2:30P- **CONCLAVE COLLEGE: PPM Lessons for the Diary World** Radio's livelihood relies on ratings to show who is listening, how long they are listening, and most importantly to whom they are listening. At present, 33 of the top 50 markets are using Arbitron PPM devices to measure radio listening. The use of PPM has given programmers a more granular view of how radio is used. And, there are lesson to be learned for every size radio market. *Gary Marince Vice President, Programming Services & Development - Arbitron Inc.*

3:30P- **CONCLAVE COLLEGE: Are You Being Followed/Social Media in 2010 & Beyond** Only those who truly understand Social Media get results. Join Jessica Northey for this rewarding excursion into the world of Social Media! *Jessica Northey/Social Media Editor-Full Throttle Country*

4:30P- **CONCLAVE COLLEGE: Exec Marks The Spot** Millions and millions of radio listeners tune in to the stations overseen by these key programming executives every week. How do they help their companies achieve ratings success? What do they see in the future for the industry? How did they achieve their success? What advice do they have for you to be a success? The answer to these questions and a lot more when these executive PD's hit The Conclave *Jon Zellner SrVP/Programming - Clear Channel Radio, Jimmy Steal VP/Programming - Emmis Communications, Tom Land/Director of Radio Programming - Journal Broadcast Group, Moderator John Gehron*

5:30P- **EXHIBIT HALL COCKTAIL EVENT** Mix and mingle with the exhibitors of the 2010 Learning Conference.

SATURDAY 7/17

9A- **CAREER FAIR** —An opportunity to interview, and be interviewed, for new career possibilities!

9A- **KEYNOTE** TBA

10A- **MANAGEMENT TRACK: Fishing not Phishing-Making Money from Station Streams** As streaming consumption continues to rise, broadcasters are placing greater emphasis on keeping streaming costs in check and monetizing their growing online audience. This session will look at the costs involved in streaming, filing Sound Exchange reports, and monetizing station streams. *Faculty TBA*

10A- **LIFE SKILLS TRACK: Low Frequency: Turning up the Volume about the Lack of Women In Radio** Radio is among the many industries whose executive positions are male dominated. Glass ceilings in the radio industry- and across America — are keeping half of our best executive talent on the sidelines. In this frank, brutally honest session, Dr. Eric Shoars will reveal the actual factors that create and reinforce glass ceilings - it s not just about gender - as well as strategies to overcome these barriers. A game-changer for women and a revelation to men, you ll see why Dr. Shoars expertise is sought-after across the U.S. and internationally, and how the radio industry can immediately benefit from his insight. *Eric Shoars/Author- Women Under Glass*

10A- **AIRCHECK CLINIC #2** Bring your 3-minute scoped aircheck and be critiqued by a noted staff of programmers. *Faculty TBA*

11A- **PROGRAMMING TRACK: Talent Free For All** Being heard by thousands of listeners every day, these air talents are at the top of their game. What makes them a success? Hear it here in what will be one of the Conclave s most entertaining sessions. *Dave Ryan/ KDWB Minneapolis, Blaine Fowler/WDVD Detroit, More*

11A- **TECHNOLOGY TRACK: Online Digital Strategy: Armed & Dangerous** All too often radio stations get confused by tactics and strategies . The discussion will focus on real tactics hitting tangible goals. What % of your BCF do you want to be pure digital dollars? What does your digital promotional calendar look like for the year? What specific things are you doing around existing station content or what new content have you created to reach listeners digitally? *Gregg Lindahl/VP-Digital, Cox Media Group, More*

1P- **DIGITAL SESSION SERIES** TBA

1P- **TALENT SESSION SERIES** TBA

5P- *2010 Learning Conference Concludes*

SUNDAY 7/18

9A- **CONCLAVE SUMMER BOARD MEETING** Everyone s invited!

All inclusions inside this agenda, - including its sessions and faculty - are to be considered tentative until confirmed in future announcements.

THE CONCLAVE, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at tomk@theconclave.com Web: www.theconclave.com