

35 YEARS OF THE CONCLAVE (1976-2010)

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The Conclave

Presents

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TATTLE R

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Cartoons Suggested by Lenny Bronstein & Jay Philpott

Jacobs Media's new study of more than 26,000 Rock radio listeners across 78 American radio stations shows a revolution affecting the way consumers entertain themselves. **Smartphones – Tech Poll VI** reveals that 29% of respondents have a smartphone, and of them, 80% are downloading apps. "It is significant that more than a majority of smartphone users have owned these devices for a year or less," said Jacobs Media Pres. **Fred Jacobs**. "Like Batman's utility belt, consumers customize their smartphones with apps that entertain, inform and amuse." More than half of smartphone owners who enjoy apps have downloaded a radio-related app, like **iHeartRadio**, individually branded station apps or apps from music services like **Pandora**. Pandora – The Internet radio station is emerging as one of the big winners in Tech Poll VI. 37% of streaming audio respondents access Pandora – and they love it! The majority of those listeners agree it is better for music than most commercial radio stations...especially popular with fans of Alternative or AAA formats. Jacobs Media Digital Dir. **Tim Davis** said, "Our study also notes that about a quarter of Pandora listeners tune in on a mobile device signifying the importance of being wherever the audience is." **Social Networks Tech Poll VI** shows how social media has reached all demos and radio formats. 80% of respondents have a profile on a site like **Facebook**, **MySpace** or **LinkedIn** – including the vast majority of Classic Rock listeners. That's a 58% jump from last year. "The category killer in the social media space is now Facebook, experiencing rampant growth across the board," notes Fred Jacobs. "While MySpace is down trending for the second straight year, usage of LinkedIn has doubled while **Twitter** has tripled." Internet streaming continues to grow with 43% of respondents listening online at least weekly. 66% now own an iPod-like device, and of them, 60% can now connect them to the vehicles they drive signaling more competition for in-car listening. Christmas music hurt Rock radio last year, with more than 1-5th of respondents tuning in to Christmas music half of the time – or more. Classic

Rock was the format most affected by Holiday music. Satellite Radio was flat for the fourth consecutive year with only 3% of current **Sirius/XM** subscribers saying they would discontinue the service if **Howard Stern** left the network. The email databases are a huge factor as 60% say that being "in the club" fosters a stronger relationship with their P1 station. Jacobs Media's Technology Web Poll VI is the largest study of its kind, fielded in mid-February/early March 2010, among more than 26,000 respondents across 78 different Rock-formatted stations. It is the sixth annual poll in the series, conducted among Rock radio listeners who are predominantly members of station email clubs. Participating stations represent Mainstream/Active Rock, Classic Rock, AAA and Alternative outlets in markets around the US. *Comment: No doubt Fred will take time to shine the spotlight on this new study during the Jacobs Summit Summer School at the Conclave Learning Conference in July. Tech Poll VI will just be one more reason you must be in Minneapolis on Thursday, July 15 – TK*

The Next Conclave Webinar: The Rules of Radio - Recapping The Regulations. Do you know what's legal and what is not, regarding your radio station? What is a Legal ID for an HD station? What is the exact process you must go through before airing a phone call? Is it ever OK to air one of the "seven words"? Are you and your staff up to speed on how to run an EAS test, are you running the correct contest rules and is your public file in order? How much will it cost if you are wrong? Join **Peter Gould**, communications attorney with the firm of **Lerman-Senter** in Washington DC, for a review of radio's most important rules on "The Rules of Radio - Recapping the Regulations" on Wednesday, May 5th at 3P EDT/2P CDT. In this extremely fast paced webinar, you'll gain basic and important knowledge on DOZENS of the very important rules and regulations radio broadcasters must follow, or face fines from the FCC. For just about every position at a radio station Job #1 is to protect the license, especially for PD's and air talent. Conclave webinars are free, but preregistration is required by clicking <https://www1.gotomeeting.com/register/592623040>.

Missouri broadcasters are still waiting for word from the **FCC** about having to carry campaign commercials from a white supremacist candidate. Missouri State Attorney General **Chris Koster**, with the **Missouri Broadcasters Association** and **Entercom**, filed a request for determination with the FCC. Entercom recently aired candidate **Glenn Miller's** spots on Talk KMBZ-AM and Country WDAF/Kansas City, claiming it was forced to under federal law, but the petition argues that Miller is not a "bona fide" write-in candidate because he does not have an office or campaign committee and has not issued press releases and also asks whether the campaign has officially started.

the
Conclave Webinars

The Rules of Radio - Recapping The Regulations with Peter Gould

Conclave
Webinar!

Wednesday

May 5

2 PM

CDT

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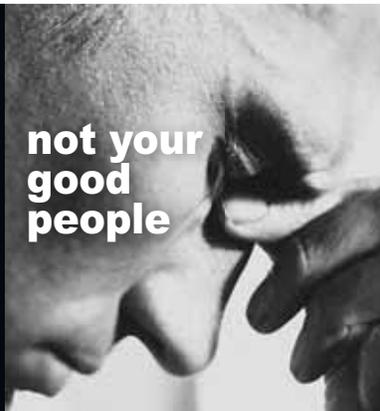
This webinar is FREE, but preregistration is necessary. Visit www.theconclave.com for details!

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Former Wisconsin Governor **Tommy Thompson** (R), also part owner of **Armada Media**, is rumored to be testing the waters for a run against incumbent Sen. **Russ Feingold** (D-WI). Despite good-looking poll numbers, Thompson has stayed out of the race...So far. Feingold is well known to the advertising community as the co-sponsor of the McCain-Feingold bipartisan Campaign Reform Act, seeking to regulate political contributions and advertising...though, continually weakened in the Courts. Local polling show Thompson with a lead in a hypothetical election match-up with Feingold, but says his family is begging him to stay out of the race. Thompson is widely believed to be the Republicans best chance to pick off Feingold's seat this fall. The former Governor has also sought the Republican endorsement for President in 2008. Thompson's small stake in the radio group, formed by a group of radio execs, is said to be struggling financially.

JMP Radio Country WXCL/Peoria, IL morning man **Danger Dan** of the Wake Up with the Wolf morning show was ticketed after rolling the station vehicle in the parking lot of a **Big Lots** store on Tuesday (4.20). According to reports, Dan attempted to pass a vehicle that had slowed down to turn left...Instead, the vehicle put on his right turn signal and turned right in front of him. Dan struck the vehicle as he attempted to pass on the right side, causing the station vehicle to flip and skid to a stop. Dan was cited for "improper overtaking on the right" and treated at the scene for an injury to his harm. No other injuries were reported.

A recording of this past week's Conclave webinar - **Strategizing Your Career: How To Get YOUR Ideal Job with Laurie Kahn** (presented by **Arbitron**)— is now available. The webinar can be ordered by clicking <http://www.theconclave.com/upload/conclave2010webinarorder.pdf>. The recording price is \$9.99 (\$1.99 if you're registered for the 2010 Learning Conference), and will be sent to you as a download link. Also available: our second installment on the craft of voiceovers - **From Jox to Vox, 2** - from 4/7. The webinar was co-sponsored by **Envision Radio Networks** and **Radiomall**. All Conclave webinars are coordinated and hosted by Conclave Board member and Arch/St. Louis air talent **Jay Philpott**.

Three new **Arbitron** metered markets are showing the effect baseball had on Opening Day. For opening games on April 5th, **Clear Channel** Talk WLW-AM/Cincinnati drew a 51.3 share of Men 25-54 for the **Reds** opener; **Entercom** Sports KCSP-AM/Kansas City grabbed a 25.3 share in that demo for the **Royals** game; and **Clear Channel** Talk WTAM-AM/Cleveland pulled a 20.5 share of the demo for the **Indians** opener. All three games aired in the afternoon. Arbitron Sports Manager **Chris Meinhardt** said, "The addition of these three heartland teams to the Radio Report show large in-game estimates reflecting the loyalty of nearly a century and a half of America's favorite pastime." *Comment: Strong numbers for 3 Midwest franchises, we'd say. Chalk up another discovery for the fledgling*

Arbitron ratings system: men 25-54 listen to major league baseball on the radio! Who'da thunk it?? - TK

A new report is showing almost all media advertising is on the rebound, **Barclays Capital** has become especially bullish on Radio. According to **Suite101.com**, Barclays now predicts radio advertising will enjoy the biggest increase in the revised 2010 forecast. After its original 2010 forecast called for a 4% decline, Barclay's first revised its prediction on Feb. 15th to a 2.2% growth – now expecting radio to grow by 7.4%. Overall, they see a 5.5% year-over-year growth in the 2010 US advertising market in 2010 – due mostly to growing optimism in auto advertising.

With **Mark Heller** moving Oldies WGBW-AM/Two Rivers, WI into Green Bay with new city of license Denmark, WI, a bid by the **Coast Guard** to build a taller tower on WGBW's present site has been shot down by local officials. The **Manitowoc County Board of Adjustment** voted unanimously Monday to deny the application for eight variances and a conditional use permit to allow **Grain Communications Group** to increase the tower from 239 feet to 440 feet for use by the Coast Guard for its "Rescue 21" emergency communication system. Grain may appeal the decision but, unless it wins appeals, will be barred from reapplying for a year.

Did you know the \$299 Learning Conference tuition expires one week from today? On May 1, tuition increases to \$349 for a full, professional registrant (Student Educator tuition is \$159, and Free Agent tuition is also \$159). If you'd like to save \$50 (and who doesn't?), it's time to download and send in your registration form! This year's agenda for the 35th annual **Conclave Learning Conference** (July 15-17 at the **Doubletree Park Place/Minneapolis**) is being dubbed by many as the best ever. Don't believe me? See for yourself. Click on <http://www.theconclave.com/slc/agenda.php> to see the entire agenda, or you can download the tentative agenda by clicking on <http://www.theconclave.com/upload/agenda4062010.pdf>. Need a **Doubletree Park Place** sleeping room for just \$99 + tax, single/double? Visit the special Conclave reservation page: <http://doubletree.hilton.com/en/dt/groups/personalized/MSPPHDT-CLV-20100714/index.jhtm>!

Brothers Broadcasting Corp. Oldies WIBN/Earl Park-Lafayette, IN remains off the air after its tower fell Saturday morning. Farming equipment reportedly knocked the tower onto its transmitter building. The station continues to stream online.

Peak Broadcasting Top 40 KSAS/Boise PD/PM driver **Keke Luv** just completed his eight days on the air with no sleep marathon, to raise awareness for child abuse prevention. His marathon ended at 5p Friday. Past marathons lasted on week, but this year, Keke raised his goal to stay awake for eight days. The 8th day was dedicated to **Robert Manwill**, an 8-year-old boy who disappeared last summer and was later found dead in a local waterway.

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Massive crowds formed at Fairmount Park in Collinsville, IL for the recent WIL-FM "Cornbread's World's Largest Garage Sale" event, held Saturday (4.10). More than 6,000 area St. Louisians were there to check out the great deals and steals. The special "Baby Mania" section was loaded with baby and kids clothing, toys, items, furniture and more. Proceeds and cast-offs were donated to **Mers Goodwill**.

Longtime friend of the Conclave, **Gary Krantz** launches **Krantz Media Group**, a full-service consultancy specializing in news business development, management/syndication services and media investment. KMG launches with working agreements with **Premiere Radio Networks**, **My Damn Channel**, **TuneGenie Networks** and **BlogTalkRadio**. In addition, KMG's Talent rep division signed noted Talk show hosts **Karel** and **Nicole Sandler**.

After more than five years with **Entercom** Top 40 WXSS/Milwaukee, night beast **Brett Andrews** moves to Clear Channel Top 40 KKRZ/Portland as APD/PM drive filling the slot left open when **Mick Lee** was transferred to sister Top 40 WZFT/Baltimore.

My Town Media Oldies KHST and Classic Rock KWXD/Pittsburgh, KS brings **Dalton James Windsor** back after a month-long absence. Windsor will make daily appearances on both stations in various fashions, ranging from live remote to leading severe weather coverage. "I am very excited to be a part of the vision that My Town Media has for this community," Windsor said.

Win up to \$1000 for any continuing education program of your choice. 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 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 or their nominators must complete the scholarship application and submit it to the Conclave no later than June 1, 2010. Candidates may download the Rockwell Scholarship Application here: <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. For more information, visit <http://www.radioscholarships.com>.

Music critic **Jim Derogatis** exits the **Chicago Sun-Times** after 18 years to join **Chicago Public Radio's** [Vocalo.org](http://www.vocalo.org) and teach at **Columbia College** in Chicago.

Clear Channel Urban WGCI/Chicago APD/MD **Kenard Karter** is headed to San Francisco sister Top 40/Rhythmic KMEL for a similar position. Karter reports to Frisco OM **Don Parker** on or around May 17th.

NRG Media/Wausau-Stevens Point, WI needs a new OM, following the announcement that current OM **Jesse Garcia** is leaving April 30th. Garcia accepted a PD position at **Federated Media** Country WBYT/South Bend, IN replacing **Mark Allen**, who exited last month.

Artistic Media Top 40 WBWB/Bloomington, IN welcomes new PD **Kevin "The Flyin' Hawaiian"** from middays at **Regent** Active Rocker WIXO/Peoria, IL.

Sun Radio Network adds **Michelle Burden** as Dir./Affiliate Relations. Burden, based in Chicago, began her radio career as Producer of the **Doug Banks** Morning Show until moving to the record business nine years ago.

The **Conclave Learning Conference** is the **ONLY** multi-formatic programming seminar available in radio. What does that mean if you are a product or service provider? It means the Conclave represents the **ONLY** opportunity you have in the industry to advertise your wares at a multi-formatic conference. This year, mega-marketing opportunities will abound at the Learning Conference. Download a copy of the 2010 Learning Conference Sponsorship Opportunities: <http://www.theconclave.com/upload/sponsormenuexhibits2010.pdf>! To discuss these opportunities and more, contact the Conclave's Fundraising Director, **David Martin** by phone at 608.274.7484 or by emailing Dave at <mailto:dave.martin@gmail.com>.



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Ever consider sales for a career? **Winona Radio's** 5 stations are looking for a unique person to join our expanding sales and marketing team! This is an outside sales position interacting with business owners and managers! You must be a self-starter, organized and good communicator. Above average salary, commissions, incentives and benefits. No experience needed but a background in sales or a related industry would help. We will train you! Send your resume today to our offices in Winona (Box 767, 752 Bluffview Circle, Winona MN 55987) or see our website at winonaradio.com.

WNDV (U93) South Bend needs a website/ promotions coordinator for our South Bend Cluster. Ideal Candidate will know the ins and outs of Adobe Photoshop and have good copy-writing skills. You will be responsible for website management, including updating of station events and contests, graphic creation, and coming up with compelling content for both u93.com and wzow.com; Other duties include prize coordination and database management. You will be directly responsible for logging and keeping track of all station prizes via station pick up or mailing; participate in promotions and client meetings; maintain promotions calendar and prize closet; oversee repair and maintenance of station vehicles; represent the station in a professional manner to listeners and clients at on-site appearances and events; be able to prepare proposals and recaps. If you think you're the right person for the job, send your resume and samples of your work on mailto:Photoshop_to_rob@u93.com.

NextMedia Radio Group seeks Traffic Directors for its Aurora and Joliet, IL markets. This is a data entry position that requires a high level of time management, multi-tasking and attention to detail skills. Responsibilities include, but are not limited to, entering sales contracts; daily scheduling of commercials for both over the air and streaming products; daily reconciliation of traffic logs; completion of affidavits; and assisting the Sales Managers & Business Manager as needed. Although previous Traffic Director experience is preferred, it is not necessary. You must possess strong computer & keyboarding skills, along with a positive attitude. Marketron experience is a HUGE plus! Please send resume with cover letter to **Stacy Thomas** at <mailto:sthomas@nextmediachicago.com>.

Entercom's 103.7 KISS FM Milwaukee has an immediate opening for a 7pm-Mid air talent. KISS is looking for a fun, energetic jock AND a social media junkie. Job Description

includes: On air LIVE 7pm-Mid, production, remotes, skills in web applications and online content management a PLUS! Must have at least 2 years experience. E-mail your mp3 and resume to <mailto:jojo@entercom.com>.

Or by mail at 11800 W. Grange, Hales Corners WI. 53130

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.

News/Talk 790 WAYY Eau Claire is looking for a full-time air personality. Duties include morning show co-host, show prep, interview programs, news reporting, imaging/commercial production, web updates, appearances and other related duties. Must have a thorough knowledge of news issues and strong opinions that spark phone calls. Email: <mailto:RickRoberts@Maverick-Media.ws>

The **Mid America AG Network**, the Longest running ag network in Mid America, is seeking an Account Executive. Knowledge of agriculture and a strong AG background is preferred. The Mid America Ag Network has 37 affiliates in 3 states and is the most respected farm broadcasting provider in the area. If you're interested, please send a cover letter and resume to <mailto:gsteckline@maanradio.com>

Fargo-Moorhead's FM 105.1 is looking for our next afternoon star! Our current afternoon person/MD is off to a major market gig. Can you fill her shoes? Qualified candidates should demonstrate how well you can communicate with our at-work listener and how well you can work the phones. The position will include music director duties, remotes and, depending on your qualifications, could include programming opportunities with the station. Selector experience, programming experience, production skills (Adobe Audition/Cool Edit Pro), Photoshop skills and an understanding of web and social media all helpful. If you feel you're ready to take the next step in your career this is a great opportunity for you! Please email your mp3 (3 minutes or less!) and resume with the subject line "FM 105.1 Afternoon Opening" to <mailto:big.dog@123fargo.com>. Snail mail to: FM 105.1 Afternoon Opening, Attn: **Big Dog**, 2720 7th Avenue South, Fargo, ND 58103.

#1 Active Rocker WIXO-Peoria, looking for qualified applicants to fill Mid-Day on air position, on the Midwest's Best Rocker located in the River City!! Will you play in Peoria? Minimum five years experience in Active/Alternative Rock format, strong on air and solid with remotes. Skills in production, web, Adobe Creative Suites, Audio-Vault, Cool Edit or Adobe Audition. Must work weekends. Ready to rock??? E-mail package with on air samples to <mailto:matt.bahan@regentcomm.com> or snail mail: WIXO, c/o **Matt Bahan**, 120 Eaton Street, Peoria, Illinois 61603.

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Do you believe in yourself? Are you a talent that loves sharing stories about your family, friends and experiences? Do you strive to make your station a better place to work and a better station to listen to? Can you thrive and create compelling content in this "new media" world? Do you live this life 24/7 and wish there were 30 hours in the day just to get it all done? Basically, if are you a good person, have a life and possess the drive and know how to share it on multiple platforms with your listeners, we want to hear from you! **Federated Media** is constantly growing and recruiting talent that can provide an engaging perspective on entertainment, music, family and issues that are relatable to our local Midwestern audience. We are privately owned product driven company that believes in "Personality Driven Radio"! If you are an experienced air personality that fits the description above, we are looking to hear from you regardless of your previous position. Morning, Midday, Afternoon and Night Talent are encouraged to apply! Midwest ties a plus! Our stations are market leaders, operate with strong promotional support and have a solid long term local ownership! We provide great facilities, a family friendly environment and a strong support staff! You are encouraged to apply in confidence! Send materials to: <mailto:talent@federatedmedia.com>.

Great part-time opportunity with a locally-owned company, in an amazing city. **MWF Broadcasting** Madison WI has an immediate opening for a Traffic Reporter. The proper person will accurately report afternoon drive traffic on the biggest stations in the market (including Magic 98 and 94.1 JJO), from our state of the art traffic studio; complete with scanners, traffic cams and all the tools needed to do the job well. Broadcast experience, traffic reporting experience, and computer skills required. Mail or e-mail air-check and resume to: **Mid-West Family Broadcasting**, Attn: **Rex Charger**, WTDY PD, 730 Rayovac Dr., Madison, WI 53711 or email <mailto:rex@wtdy.com>

NRG Media is looking for our next talented Operations Manager for our 4 station cluster in Central Wisconsin. You'll work with the talented staffs at Y106.5 (Country), Mix 96.7 (AC), 103.3 WGLX (Classic Rock), and Big Cheese 107.9. Multi-format experience is necessary with a strong emphasis on Country programming. We have a great team in place...interested? Send your materials to: **Jeff Winfield**, Director of Programming, NRG Media LLC, 2875 Mt. Vernon Road SE, Cedar Rapids, IA 52403 or email <mailto:jwinfield@nrgmedia.com>

Looking for a motivated, positive attitude for middays or afternoons on a 50,000 watt AC station in Northern Michigan...Can you provide local content and let the music shine? Must be able to work independently and have previous radio experience. Send your resume and mp3 demo with subject of "AC opening" to: <mailto:upnorthradiogig@gmail.com>.

We need one individual with PD/OM experience who will also be Morning Personality on the AC. The family owned company also has Country and News-Talk in their cluster. This is a smaller market. If you have experience as both PD/OM and Mornings, we'd like to see your resume. Please type or paste it into an email to: <mailto:Lundradio1@aol.com> Do not send audio now, and please – we don't want any downloads, attachments, ZIP files, website links or pdf. We just want to read your resume in an email.

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.

<p>the Conclave 2010 Learning Conference Registration Form July 15-17, 2010 • Doubletree Park Place Hotel • Minneapolis</p>		<p>PLEASE COPY THIS FORM FOR USE WITH MULTIPLE REGISTRATIONS!</p>	
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<p>Company ***as it will appear on your badge</p> <input type="text"/>			
<p>Address <i>Where YOU an office/a home; NOT a parent company's home/main office</i></p> <input type="text"/>			
<p>City ***as it will appear on your badge</p> <input type="text"/>		<p>State</p> <input type="text"/>	<p>Zip Code</p> <input type="text"/>
<p>***IMPORTANT: There will be a \$50 fee assessed to change your badge info! Make sure of all info is correct!</p>			
<p>Your primary format?</p> <input type="text"/>		<p>Payment method? <input type="checkbox"/> CHECK <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> DISCOVER <input type="checkbox"/> AMEX <i>For credit cards, please complete the following section-</i></p>	
<p>Phone</p> <input type="text"/>		<p>Credit Card #</p> <input type="text"/>	
<p>Fax</p> <input type="text"/>		<p>Security Code</p> <input type="text"/>	<p>Expiration (MO-YR)</p> <input type="text"/>
<p>E-mail</p> <input type="text"/>		<p>AMOUNT ENCLOSED / TRANSACTION TOTAL</p> <p>\$ _____</p>	
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