

35 YEARS OF THE CONCLAVE (1976-2010)

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The Conclave

Presents

The
TATTLE R

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

The 2010 Learning Conference – *FREEWAY TO YOUR FUTURE* - is being held at the **Doubletree Park Place Hotel** in Minneapolis from July 15-17, 2010. And tomorrow – May Day - is the deadline for \$299 Earlybird Tuition to the 35th annual Conclave Learning Conference – i35: *FREEWAY TO YOUR FUTURE!* After May 1, tuition will rise to \$349 – *STILL* a great deal...but why not save \$50 by acting now to register? Student/Educator tuition and the Free Agent (Unemployed) tuition rate remains at \$159 each until the end of May. Speaking of saving money, all registrants are eligible for special discounted sleeping room rates at the host hotel, the Doubletree Park Place. Rooms that normally list for \$200 or more are available for just \$99 per night (single/double plus tax) until the inventory is gone. That means a Conclave attendee can save over \$300 in hotel costs over the three-day Conference weekend! But when the supply of these rooms is gone, they're gone! So, secure a room online now: <http://doubletree.hilton.com/en/dt/groups/personalized/MSPPHDT-CLV-20100714/index.jhtml>! OR call 1-800-245-9191. *Comment: The Conclave, among other things, is about affordability. We've worked hard to keep costs to a minimum for this very special Learning Conference, because we know what living on a budget is all about. For the invaluable knowledge and networking available to you in July for \$159, \$299 or \$349 – in this rapidly changing world and industry, where acquired skills are of exponentially increased value - can you afford NOT to attend? - 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>. All Conclave webinars are coordinated and hosted by Conclave Board member and Arch/St. Louis air talent **Jay Philpott**.

Emmis CEO Jeff Smulyan's JS Acquisition is partnering with major Emmis stockholder **Alden Global Capital** to buy out all Class A shares of Emmis and take it private. Smulyan will hold substantially all the company's voting stock after the buyout. The offer is set at \$2.40 per share, a 74% premium over the 30-day average closing price for the stock and 118% above the 180-day trading average. The partners also plan to offer an exchange for the outstanding shares or preferred stock for newly issued 12% senior subordinated notes due in 2017 with an aggregate principal amount equal to 60% of the aggregate liquidation preference (excluding accrued and unpaid dividends) of the Preferred stock. **Moelis and Co.** is advising Smulyan and **Paul, Weiss, Rifkind, Wharton and Garrison LLP** is acting as legal counsel. **Skadden, Arps, Slate, Maegher and Flom LLP** is legal advisor to Alden. The buyout is already subject to challenges by several law firms, including **Ryan and Maniskas, Tripp Levy PLLC, Ridgrosky and Long, and Wolf Haldenstein Alder Freeman and Herz LLP**. The challenging firms are investigating possible breaches of fiduciary duty by the company's board to shareholders.

Clear Channel hired **Bob Michaels** for the newly created position of EVP/Research, effective immediately. Michaels will be responsible for supervising Clear Channel research projects and personnel across all terrestrial and digital platforms. "Bob's important role in designing diary and **PPM** programming analysis tools combined with his unique ability to synthesize this data to rating and revenue benefits will increase Clear Channel's consumer insights and distinguish our service for audiences and advertisers," said EVP/Content-Programming **Tom Owens**. "Clear Channel Radio is ahead of its competitors by recognizing the importance of investing in research and how research can better connect audiences with advertisers," said Michaels. "I'm honored to work with such a stellar-team of professionals here at Clear Channel and look forward to helping Clear Channel create world-class audience research capabilities and become a top leader in the research field."



The Rules of Radio - Recapping The Regulations with Peter Gould

Conclave
Webinar!

This Coming
Wednesday

May 5
2 PM
CDT

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, (Lerman-Senter/Washington DC), for a review of radio's most important rules on Wednesday, May 5th at 3P EDT/2P CDT.

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

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Greater Media hires **Dial Global's Phil Wilson** as Affiliate Sales Rep. of the company's nationally syndicated **Bob & Sherri** and **Matt & Ramona** Shows, plus Dial Global's **Cooper Lawrence** Show. Wilson will continue to work on behalf of Dial Global, previously serving as a media/marketing consultant and has served as Ops Manager at **CBS Radio/Minneapolis** and **Waitt Radio/Omaha**. Wilson has also been PD at **Journal KZFX/Omaha** and **KGGO/Des Moines**. Wilson replaces **Tony Garcia**, who left to work at **Regional Help Wanted** in Denver. Wilson will be based in Minneapolis.

Citadel Oldies WLS-FM/Chicago's Dick Biondi celebrates 50 years since his radio debut! The on-air special will be heard on both WLS-AM-FM Sunday night from 7p-midnight. Biondi currently hosts evenings on WLS-FM.

Former Cicero, IL Town President and ex-con **Betty Loren-Maltese** guested as **Cliff Kelley's** co-host Monday on **Midway Talk WVON-AM/Chicago**. Loren-Maltese spent 7 years in prison for her part in a scheme that took over \$12 million from the city. Released to a halfway house in February, Loren-Maltese has been working as a waitress; claiming she didn't receive a fair trial and that a juror left her a message suggesting something improper happened during the deliberations in her case.

Greater Media Rocker **WMMR/Philadelphia's Pierre Robert** will host a special, live radio event with **The Rolling Stones' Mick Jagger, Keith Richards** and **Charlie Watts** to celebrate the re-release of their landmark album **Exile on Main Street**. The special will air Monday, May 17 at 10p EST on WMMR and a dozen other stations across the country and streamed at www.wmmr.com. Master interviewer Robert made Conclave history in 2004 as he conducted a magical Q&A with Rock Hall of Famer **Graham Nash!**

A recording of the Conclave's 4/21 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, any reader of the Communique can receive job coaching from Laurie at a 15% discount. If you would like to engage Laurie and **Media Staffing Network** to help you in your vocational searching, you can do so AND save money in the process. For the next 30 days (until 6/1/2010), any Conclaver can obtain Laurie's services for 15% off. Simply email Laurie at <mailto:Laurie@mediastaffingnetwork.com>, and place the words "Conclave Coaching Package" in the subject line and you'll receive

a 15% discount on any coaching package you purchase. For more information, log onto <http://www.mediastaffingnetwork.com>.

The **Joel Folger** consultancy cartel continues to grow. **Jules Riley**, the architect of St. Louis' Arch (the radio station, not the concrete thingy down by the Mississippi River), joins **Folger Media** today. In addition to leaving her mark on the successful St. Louis adult hits station, Jules has over 15 years programming and operations experience in multiple formats including AC, Active Rock, Adult Hits, Alternative, Classic Hits, Classic Rock, Country and Hot AC. Joel is a longtime Conclave participant, and this year has headed up the Learning Conference's Programming Track as a member of the Conclave Agenda Committee. Check out the Folger conglomerate at <http://www.folgermedia.com>.

Emmis/St. Louis appoints **David Keiser** as VP/Dir. Sales. Keiser was previously LSM for **Cox NT WSB-AM/Atlanta**. Keiser has spent 15 years at KSHE, beginning in 1990, including 7 years as an AE and 8 years as GSM.

Wilks Country **KWOF/Denver PD/Morning's Jonathan Wilde** announces that **Steve "Mudflap" McGrew** will join him for mornings effective May 5. Sidekick **Brooke Diaz** and News guy **Chuck Clark** will remain in place. Both Jonathan and Mudflap were previously part of the morning show at crosstown **Lincoln Financial** Country **KYGO** for 8 years. "Johnny and I are bringing funny back to Denver radio!" said Mudflap.

Entercom Hot AC **WZPL/Indianapolis** welcomes local comedian and radio vet **Will Pfaffenberger** as Producer for the **Smiley Morning Show**. Pfaffenberger's radio stints include: Executive Producer at crosstown Country **WLHK** for the **Wank & O'Brien** morning show...Plus, 3 years as an Assistant Producer/Writer for the legendary **Bob & Tom**.

Newsweb Talk **WCPT-AM-FM, WCPY** and **WCPQ/Chicago Dir./Sales** and Interim VP/GM **Jeff Chardell** exits. Chardell is joining **Tribune Co.'s** Tribune Health Care as Dir./Health Care Marketing and Sales.

Reporter **Jim Monk** exits **Great Plains Integrated Marketing** Talk **WZFG-AM/Fargo** to return to **Radio Fargo-Moorhead** Talk **KFGO-AM/Fargo** as a reporter. Monk worked at **KFGO** and **Forum Communications** Talk **WDAY-AM** as a reporter before joining **WZFG-AM**.

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The 35th Annual Learning Conference

the Conclave

Doubletree Park Place • Minneapolis, MN • July 15-17, 2010

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Longtime Denver programming vet **Gregg Cassidy** returns as the new OM at **Wilks/Denver** and will oversee Hot AC KIMN, Country KWOE while also handling day-to-day PD duties at Oldies KXKL.

Bonneville NT KTAR-FM/Phoenix hires ex-WLS and WGN/Chicago's **Bob Shomper** as APD/News Director.

Clear Channel Country KSD-FM/St. Louis debuted **Mason & Remy** as their new morning team. Longtime cluster vet **Jill Devine** exits. Mason & Remy are moving to St. Louis from **Regent** Top 40 WBNQ/Bloomington, IL.

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>.

Radio people love radio stories. Whether it's about the 1st time on-air or being terrified by a crazy listener... Longtime Conclaver **Robin Marshall**, who's on-air at WWFS/New York and the driving force behind Jayne-FM, has compiled a bunch of these stories into an actual book. *Is This Thing On?!* is a collection of tales from 160

radio pros. "About a year and a half ago, I started a little **Facebook** group called "Disc Jockey's Nightmare," Marshall said. "I figured it'd be a place for jocks to tell stories about stuff that happened to them on-air, but the next thing I knew, there were 500 members!" Material in the book comes from industry studs like **Ed Salamon, Kipper McGee, Dick Summer, Joel Dearing, Bill Figenshu, Ron Chavis, Anita Bonita, Famous Amos, Nikki Landry** – and her own own father, **Perry Marshall**. "It's self-published – we got in touch with **Make-A-Wish** and are giving 40% of the proceeds to them. The rest goes to my son to help pay for his college expenses this fall." Pre-order your copy at www.robinmarshall.com for \$26.95 plus shipping. "If we can make on child's wish come true, we are a force to be reckoned with," said Marshall.

Win up to \$1000 for any continuing education program of your choice. Apply for the third annual **Conclave Rockwell Scholarship** (click **HERE** - <http://www.theconclave.com/upload/rockwellscholarship2010.pdf>) and you could receive up to \$1,000 dollars to apply towards tuition, books, or other materials pertaining to the winner's course of study at a recognized institute of higher learning. Deadline: June 1, 2010. 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>.

Get Well wishes to **Milwaukee Brewers** Hall of Fame radio voice **Bob Uecker**, who underwent heart surgery today. Uecker is expected to be out for 10-12 weeks. Uecker, 75, a former **Braves, Cardinals** and **Phillies** catcher, has been calling Brewers games on the radio since 1971.



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Do you live in or around the Twin Cities? **The Conclave** is seeking a part-time summer intern to help organize and execute the 35th annual Learning Conference. Are you organized? Have a pleasant phone presence? Computer/data-processing skills? Flexible hours. Send your resume for this unpaid position to <mailto:tomk@theconclave.com>.

Folger Media, the Adult Hits consultancy, is currently updating our talent database. We are looking for PD's, Air Talent, Marketing, Imaging and Production Directors for current and future openings in multiple formats. Please email your resume and small audio files to **Jules Riley** at <mailto:jules@folgermedia.com>.

KFRU/KLIK Columbia/Jefferson City is hiring! Are you the right person to manage our local news product? Do you "get" local news? Experience as a news director, writer, anchor and reporter are required. If you exceed these requirements and you can meet demanding expectations, send your resume, mp3 and script samples to <mailto:chris.kellogg@cumulus.com>.

KISS 107 FM Des Moines' heritage CHR is building a talent bank for possible future openings. Winning attitude and desire to succeed at a high level is non negotiable. You need to be able to take direction and be willing to work in a fast paced environment. Excellent On-Air delivery and Music knowledge are a must. Imaging skills are helpful as is the ability to write promos that sell the sizzle. A minimum of three years experience in a commercial radio environment are required. NO CALLS or huge mp3's. Send your stuff to: **Greg Chance**, OM KISS 107 FM, 2141 Grand Avenue, Des Moines, Iowa 50312 or <mailto:gregchance@clearchannel.com>.

At **Radio Fargo-Moorhead** we believe that great local talent is worth investing in! We anticipate multiple openings in the near future...and we want to connect with our next team members NOW. We have Country, Classic Rock that Really Rocks, Classic Hits and CHR stations. Our stations are extremely promotionally active, heavily marketed and highly produced. We have a local owner and top notch facilities. We truly believe that great local talent is the key to ratings success! If you are considering your next move in the near future...contact us now. We are searching for on-air talent for any/all shifts. So if you think you can help us continue to win...send us your stuff!! **John Austin**- Operations Manager-Radio Fargo-Moorhead. No phone calls please...we will contact you if interested. EMAIL: <mailto:john@bob95fm.com> MAIL: 1020 25th St. S., Fargo, ND 58103.

This is a great part-time opportunity with a locally-owned company, in an amazing city. **MWF Broadcasting**, Madison, WI has an immediate opening for an afternoon anchor. This position entails anchoring top and bottom of the hour newscasts on our news/talk station, 1670 WTDY; and other newsroom duties as assigned. Qualified candidates should be creative, imaginative, have good communication and organizational skills. The candidate should have the ability to meet deadlines and handle multiple projects. Qualified candidates will portray a positive attitude and strong work ethic to ensure a productive and successful environment with the company. Computer skills, including Microsoft Word and Excel, are required. Newsroom software experience and knowledge of the Madison Radio Market is considered a plus, but not required. This is a permanent part-time position; salary commensurate with experience. Mail or e-mail air-check and resume to: **Zack Stein**, WTDY News Director, Mid-West Family Broadcasting, 730 Rayovac Dr., Madison, WI 53711. <mailto:zack@wtdy.com>.

11 time Colorado Broadcasters Association Radio Station of the Year, KRAI AM/FM Craig/Steamboat Springs, Colorado, has a rare opening in our news department. Applicants must have the desire and drive to be the very best. The position requires excellent news writing skills, a great on-air delivery and an innate interest in gathering news and putting together a newscast that will serve our huge local and regional listening audience. Responsibilities: Gathering, writing, organizing, and reporting the news on two Craig based stations. Some production and personal appearances. Requirements: Excellent interpersonal, interview, writing and on-air skills. A professional and courteous demeanor and the ability to work well with others and take direction is a must. The love of outdoors would be a plus, as you'll really love it here. To apply: email aircheck and resume ASAP to <mailto:frank@krai.com>.

A 100kw radio station in the midwest is looking for a full time announcer. We are an information station that happens to play country music between our full service programming elements. You will not hear another 20 in a row here, and your paycheck will clear every time. Vacation and health benefits are also included. If you know how to backtime to news at the top of the hour (and a couple other times in the hour as well), if you realize that there is still value to country music released prior to the 90's, and if you believe in working a 6 day week that includes production responsibilities then we should talk. We are in a small town of about 5,000 people with a signal that reaches more than 40 counties including a major market. There is no Wal-Mart here and I'm glad because they wouldn't buy ads anyway. Be sure you are both comfortable and happy living in a community like this before applying. If you are interested please include a resume, an on-air demo and in the body of your email tell me about your philosophy on local radio. Attitude matters alot more than ability, because only one of those two traits can be easily improved. Position is open now and will be filled soon, so if this sounds right for you email mailto:c_clift23@yahoo.com

"National radio show seeks creative mind with board-op talent to serve as sound producer. Job entails board-oping, editing, imaging, and musical arrangements. Candidates equipped with speed, ambition, a sense of humor, and a strong interest in current events (both political and cultural) are preferred. Experience in fast-paced work environments as well as live radio are a must. This is an advanced position with huge potential for even greater growth. Please note "Sound Producer" in subject line. Send resumes to <mailto:producerapplication@hotmail.com>.

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We are looking for an experienced and professional News Director to join our news and sports team in Burlington, IA. Pritchard Broadcasting – KBUR/KKMI/KDMG/WQKQ/KHDK/KBKB-AM is looking for someone willing to take on the job of News Director for our 6-station group. Responsibilities include gathering, writing and delivering news along; producing weekly PA programs and coordinating severe weather coverage. Experience with Adobe Audition and Audio Vault a plus. Interviewing, multi-tasking and understanding of news necessary. Qualified candidates have a degree in Journalism Broadcasting or related field and at least one year of broadcast news experience. To Apply email demo, resume and sample of stories written and audio to: <mailto:Johnp@burlingtonradio.com> or mail to: **John Pritchard**, 610 N. 4th Street, Suite 300, Burlington, IA 52601.

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 post office box 2080 Colorado Springs Colorado 80901. Please no phone calls. You'll receive paid vacation, draw against commission, health insurance and 401k. So if you're ready to join our team we want to hear from you.

TEC Mankato is looking to hire a knowledgeable and passionate Digital Sales Manager to act as a change agent at the station level and lead our online sales initiative. This position is for a dynamic media sales professional, who will develop and manage a robust list of local internet advertisers; prospect and develop online Agency business; and work collaboratively with account executives and their clients to develop world-class online advertiser solutions. Responsibilities: - Work in a peer-to-peer relationship with all AE's and Sales Managers to help maximize local interactive sales

opportunities - Actively seek ways to grow online advertising business at an Agency level - Work as a positive agent for change in style and thinking at the station level across all departments - Actively participate in the station's marketing and sales meetings - Develop and continuously update the selling materials and pricing for the stations' interactive products (Product and Pricing Guide) - Create mock-ups, presentations, recaps and other sales materials - Produce the weekly DSM Report including actual sales, pre-sell activity and pending sales - Create ad products and sales presentations - Serve as a continuous liaison between the Client, AEs, the Interactive Content Producer, Promotions, Programming and other station personnel - Be an expert at recognizing and properly identifying key issues that are impeding the project's progress as they arise throughout the year - Meet monthly with the Sales Managers and GM on a formal basis to review the status of the interactive project overall, and manage any outstanding issues - Brainstorm ideas for interactive features to increase online sales opportunities, and continuously have new ideas/packages to offer local and Agency clients Skill requirements: - Minimum 2 years of media sales experience - ideally in a similar role - Knowledgeable about the metrics of traditional media, especially radio, as well as the metrics of new media - Experience and ability to generate NTR using Facebook, Twitter, and other social media - A self-starter, outgoing, assertive with great communication skills - An outstanding presenter - Highly organized - Superior interpersonal and collaborative skills - Inexhaustible passion for the interactive space - Able to develop client proposals using all relevant software programs including Word, Excel, Power Point and related graphics programs. Please send cover letter and resume to <mailto:dsturgeon@mankato.threeeagles.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 2010 Learning Conference Registration Form
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