

**35 YEARS OF THE CONCLAVE (1976-2010)**  
 Volume XXXVI Number 24 June 18, 2010

**The Conclave**  
 Presents

**The TATTLE R**

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

**35 YEARS OF HITS!**  
**Conclave Learning Conference**  
**Friday July 16, 2010**



**John Oates**      **Larry Hoppen**      **Kevin Griffin**

Three seminal artists will join together, courtesy of **BMI**, for the first time ever in a very special music presentation on Friday July 16th at the **35th annual Conclave Learning Conference**. **John Oates** (from **Hall & Oates**... "Rich Girl", "Maneater", etc), **Larry Hoppen** (from **Orleans**... "Still The One", "Dance With Me", etc), and **Kevin Griffin** (from **Better Than Ezra**... "Good", "In The Blood", etc) will take the stage to conclude Friday afternoon's Conclave College with a session called "**35 YEARS OF HITS**", celebrating 4 decades of multi-formatic smash hits. With careers and top 10 songs and albums that span the Conclave's 35 years, these three best-selling singer/songwriters will be presenting a sampling of their hits in an intimate, acoustic setting sure to provide yet another "can't miss" moment at this year's Learning Conference. Patterned after BMI's legendary 'WCRS Live' at the Country Radio Seminar, the session (dare we call it 'KLAV Live'?) features three prolific artists not only telling the stories of their hits, but playing them as well. "**35 YEARS OF HITS**" concludes this year's Conclave College at 4:30PM, presented by **All Access** and **Coleman Insights!**

Radio reaches over 239 million people 12+ over a typical week, according to the **Radar 105 National Radio Listening Report**. Since the December 2007 Radar 95 report, Radar national listening estimates and network radio audience reports have been based on the **PPM** respondents from markets where **Arbitron** has

commercialized the PPM ratings service and on diary respondents from the balance of the United States. Over a typical week, nearly 220 million people 12+ tune to more than 7,200 Radar Network Affiliated stations, up from 213 million one year ago. Despite mp3 players and the growth of mobile and Internet-only stations, radio reaches 93.1% of persons 12+ each week. Even 91% of the youngest radio audience, teens 12-17, who are most accustomed to using new technologies and forms of media, continue to tune in each week. Network radio reaches 87% of adults 18-34 who are ad elusive and media multi-taskers; up from 85% from last year. Diversity of formats in radio attract advertiser-coveted demos in both Black Non-Hispanic and Hispanic persons. More than 93% of Black Non-Hispanic persons and 95% of Hispanic persons, 12+ tune into radio during an average week. Radio reaches more than 94% of both Black Non-Hispanic persons and 96% of Hispanic persons 18-49 each week. Network-affiliated stations reach 90% of Black Non-Hispanic persons and 86% of Hispanics 12+. Radio also reaches the Educated and Affluent. Radio reaches 96% of college graduates aged 25-54. 96% of adults aged 25-54 with a college degree and an annual income of \$50k or more tune into radio during an average week. Network affiliated stations reach 88% of college graduates 18-49 with a household income of \$75k or more. All radio stations reach 96% of this age group. On Monday, Arbitron will release the complete Radar 105 Radio Network Audience Report.

Did you catch the lead story in today's **RAMP** – you know, the site/email created by those wacky *R&R/Gavin/Charlie Minor* graduates **Kevin Carter, Keith Berman, & Steve Resnik**? "Your pals at **RAMP** are exploding with delight to share the good news: We're partnering with The Conclave Learning Conference this year to sponsor the annual field trip to see the **Minnesota Twins!** You read that right — **RAMP** is now the *exclusive* sponsor of what has traditionally been the most fun event of the Conclave, which celebrates its 35th anniversary this year. We've secured a block of tickets to the Twins' *sold-out* game against the **Chicago White Sox**, happening Friday night, July 16 *outdoors* at the brand new, absolutely gorgeous Target Field in downtown Minneapolis. We've even scored a couple of buses to ferry you to and from the game, so you can freely kick back and absorb several **Leinenkugels** and fully enjoy the night without worrying about how you'll get back to the hotel." (*Note: tickets will be made available to Conclave registrants only. Conclave registration does not guarantee a ticket, but the folks at RAMP and the Conclave will do our best to distribute as many tickets to as many registrants as we can!*)

**Saturday, July 17th at the 35th Annual Learning Conference: FREEWAY TO YOUR FUTURE!**

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**the Conclave**  
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 • July 15-17, 2010

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

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at [tomk@theconclave.com](mailto:tomk@theconclave.com) Web: [www.theconclave.com](http://www.theconclave.com)

A few years back, **Guy Zapoleon** - a student of national music charts - noticed recurring patterns over time with certain textures and styles of hit music. While predicting the hits is hardly a snap, knowledge of the cycles of music makes any music programmer better. In this webinar you will hear how the theory of Music Cycles can help PDs & MDs in any format understand how to more effectively reach an audience with a station's music mix. Join **Guy Zapoleon** along with Zapoleon Media Strategies partners **Mark St. John** and **Steve Davis** - and host **Jay Philpott** from the Arch/St. Louis - as they take you on a 'magic cycle ride'!

**This webinar is FREE, but preregistration is necessary. Visit [www.theconclave.com](http://www.theconclave.com) for details!**

**SNL Kagan** has good news for the broadcasting industry – in the form of higher ad growth. After years of double-digit declines, the media researcher says radio advertising will rise 6.4% to \$17.1 billion this year. In 2009, ad revenues dropped 17.7% to \$16 billion. Ad revenue from online is expected to add to that total. SNL Kagan predicts an even brighter future with a 15% rise to \$552 million for radio and \$19.8 billion in advertising within six years. TV stations were expected to climb 14.3% in 2010 to \$19.8 billion – up from \$17.3 billion in 2009. “The bounce-back in ad revenues, combined with other positive trends, such as growing digital dollars, have reassured investors who have bid radio station stocks up 36% and TV station stock up 26% year-to-date,” said Sr. Analyst **Robin Flynn**. SNL Kagan hosts the 27<sup>th</sup> Annual TV and Radio Finance Summit June 16<sup>th</sup> at the Millennium Broadway Hotel in New York.

**The Conclave** and **RAIN** (Kurt Hanson's *Radio And Internet Newsletter*) will be giving broadcasters, Internet radio entrepreneurs, and sales/digital visionaries another reason to convene at the **35th annual Conclave Learning Conference** for engaging sessions and presentations regarding programming expertise, business strategies, and technical and legal aspects of the business during **RAIN Summit Midwest**, Saturday afternoon, July 17th, at the **Doubletree Park Place Hotel** in Minneapolis. Details at the Conclave website or at <http://www.kurthanson.com>. Presented by **All Access** and **Coleman Insights**.

**Cumulus** NT WOSH-AM/Appleton-Oshkosh, WI morning member **Jonathan Krause** announces a run for the Wisconsin State Assembly taking on incumbent **Gordon Hintz** (D). Krause, running as a Republican, has already filed paperwork and lists himself as his campaign treasurer. The seat has been mainly Republican until Hintz won in 2008.

The murder trial of former WGNU-AM/St. Louis talk host **Leonardo Drisdell** is now set for May 2011. Drisdell, host of a weekly show, “The Human Touch”; is being accused of murdering **Cassandra Kavach** in June 2005. Police say he confessed to his wife that he had been doing drugs with the victim when a voice ordered him to kill Kavach. Drisdell is charged with first-degree murder and armed criminal action.

The first annual **Jacobs Media Summer School** at the 35th annual Conclave Learning Conference will be happening on Thursday, July 15th. In addition to featuring the patriarch of **Jacobs Media**, **Fred Jacobs**, the faculty of the Summer School will include **Saga Communications** dean of programming (and the 2009 Rockwell Award recipient) **Steve Goldstein**, Arbitron research guru **Dr. Ed Cohen**, Arbitron VP **Gary Marince**, and key members of the Jacobs

brain trust, **Keith Cunningham**, **Ralph Cipolla**, **Bill Jacobs** and **Paul Jacobs**! Like the RAIN Summit mentioned above, registrants can take in the whole Summer School as part of the whole weekend or just come in for Thursday using the Conclave's new daily tuition. Presented by **Americountry.com/ Spotvo.com/ Envision Radio Networks**.

**LPFM** station KFMG/Des Moines, broadcasting from the Hotel Fort Des Moines in the heart of the city, returns to the air. The transfer from **Employee and Family Resources** to **The Des Moines Community Radio Foundation** is complete and approved by the **FCC**. KFMG airs a number of programs specific to Iowa arts, culture, human services and quality of life. The station also remains an eclectic AAA station offering genre specific block programs featuring jazz, blues, Latin, world beat, acoustic, Americana, new music and women's music. Format veteran – and former Conclave Board member – **Ron Sorenson** is overseeing the station.

A recent **Harris Interactive** survey writes that the data “seem to indicate that web users are more likely to buy products advertised on media sites than on web portals or social media sites.” Harris Interactive and the **Online Publishers Association** also discovered that 8% of nearly 3,000 respondents actually purchased a product after seeing an ad for it on a media website, compared to 5% on web portals and only 2% on social networks. Users believe that media sites only ran ads from “reputable advertisers.” “I imagine there's a screening process that allows only the best of the best to advertise,” said one respondent to the survey. “The point is that content matters and brands matter,” said OPA Pres. **Pam Horan**.

All current and aspiring night jocks - or talent in ANY day part - are urged to attend this year's Learning Conference for a once-in-a-lifetime opportunity to drive their audience numbers up as the sun goes down. **Jerry Clifton's NIGHT SCHOOL** promises to be one of the most coveted - and crazy - series of sessions of the Conclave weekend of July 15-17. NIGHT SCHOOL will be conducted by veteran programmer and consultant, **Jerry Clifton** of **New World Media** and it will take place Saturday afternoon, July 17th beginning at 1PM CDT at the Doubletree Park Place/Minneapolis.

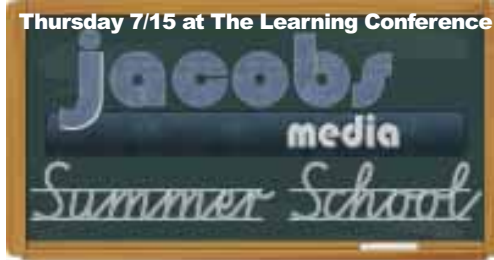
Watch for **Cumulus** Alternative WXKR-HD2/Toledo to switch to 100.7 FM pending **FCC** approval. Doing so would avoid signal interference with **Greater Media** Active Rock WRIF/Detroit's 101.1 signal reaching in to Toledo.

The 35th Annual **Conclave Learning Conference**  
**ATTEND ALL DAY THURSDAY 7/15, JUST \$179**



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**SJ Broadcasting** Classic Alternative WEBX/Champaign-Urbana, IL flips to Rhythmic as "93-5 The Beat." **Joe McIntyre** –who also programs Top 40 WQQB, Country WLFH and Classic Rock WGKC, is an as PD. **Mark St. John** of **Zapoleon Media Strategies** consults.

**Bonneville** Country WIL/St. Louis morning star **Cornbread** and a record-setting 6,600 members of Team Breadhead had a massive presence at the 2010 **Komen Race for the Cure** Saturday (6.12) in Downtown St. Louis. Team Breadhead were led by 332 breast cancer survivors. More than 71,000 people participated raising \$3.35 million to help find a cure for breast cancer.

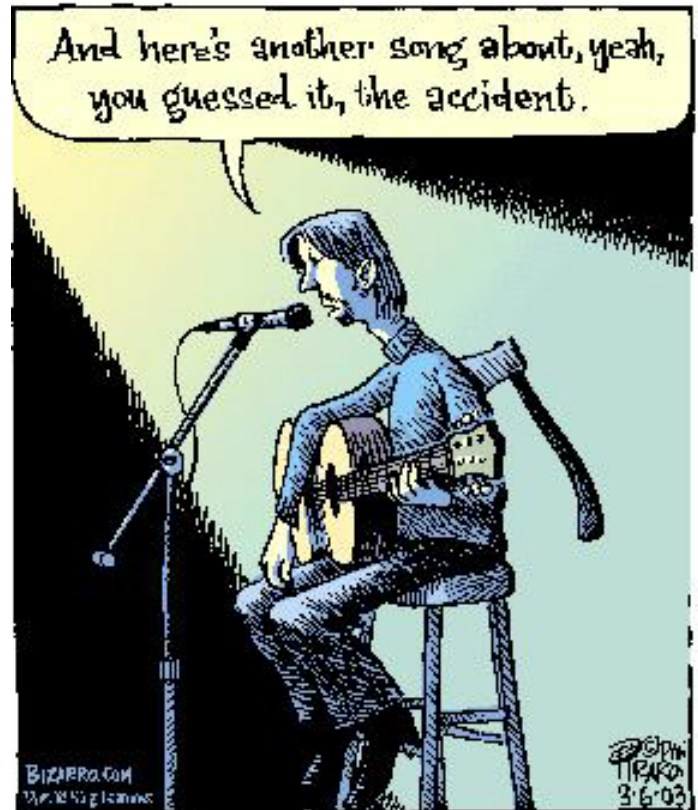
**Townsquare Media** Top 40/Rhythmic WZPW/Peoria, IL teams up with Peoria's public bus system, **CityLink**, to celebrate the **5th Annual National Dump the Pump Day**. On June 17th, PD/PM driver **Jason Parkinson** will broadcast his entire show from a working CityLink bus. Dump the Pump day encourages people to ride public transportation (instead of driving) to save money. Peoria residents will be able to tell which bus Parkinson is on by looking for the WZPW logos on the outside of the bus.

Construction resumes at the **Museum of Broadcast Communications** in Chicago after receiving a \$6 million grant from the state of Illinois. The capital grant, through the **Illinois Jobs Now!** program was announced at a Chicago television history even Friday Night and will allow completion of the 62,000 square foot facility at State and Kinzie streets.

Congrats to **Museum of Broadcast Communications** founder **Bruce Dumont** on the 30th anniversary of his weekly syndicated "Beyond the Beltway" show. Dumont launched the show on noncomm WBEZ/Chicago on June 24th, 1980. It now airs on Sunday nights on over 35 stations, including flagship **Citadel** Talk WLS-AM/Chicago, and on **Sirius XM Radio**. A TV version airs on noncomm WYCC-TV/Chicago and on **Comcast** Network 100 in the Chicago area. Dumont will appear at a celebration Monday (6.21) 5-7p (CT) at **Harry Caray's** Restaurant in Chicago.

**M.I.X.E.R** Radio and WJJO Madison announce the launch of what is being called the first ever Real Time Music Testing Platform – **MIXER** (Media Interacting and eXchanging with End users in Real time). MIXER was designed with the goals to eradicate recruitment obstacles, improve untimely results and eliminate antiquated research methods. It is a patent pending platform that integrates mobile texting and a unique online data warehouse with terrestrial

radios on air broadcast. For the better part of a decade, Georgia native- **Jesse James Dupree**, frontman for the multi-platinum selling rock act- **JACKYL** and 19-year radio vet, and **Mid-West Family's** WJJO PD **Randy Hawke** have been hard at work creating this break through technology. "Over the years Randy and I have maintained a State of The Industry discussion with the idea of changing the way radio and listeners communicate." Dupree explains. "In the modern radio world, there is simply no substitute for instant feedback." Hawke adds. WJJO began using the MIXER platform on a limited basis several months ago. "The listener feed back has been overwhelmingly positive, and the vast array of data it has provided me is unlike anything ever available." Hawke explained. "I would not want to program without it. It takes care of a lot of issues, is user friendly and the audience enjoys it."



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Click on [http://www.theconclave.com/register/clc\\_register.php](http://www.theconclave.com/register/clc_register.php)  
to register.

**Tim McKernan** and co-hosts **Jim Hayes** and **Doug Vaughn** move from **Simmons Sports KSLG-AM**/St. Louis to crosstown rival **Grand Slam Sports Sports KFNS-AM** for mornings. The move is a return to KFNS for McKernan and Hayes.

**Radio One/Columbus, OH** names **David Presher** VP/GM for the cluster effective in July.

**Northwestern College** Christian KTIS/Minneapolis has accepted the position of KTIS Station Manager, effective June 28<sup>th</sup>.

**Backyard Broadcasting** AC KELO-FM/Sioux Falls, SD morning show co-host **Melissa Barclay** resigns.

Recent PM driver for **Northern Lights** Rhythmic KHTC/Minneapolis and former **Clear Channel** Top 40 KDWB/Minneapolis talent **Zannie K.** returns to KD for weekends/swing.

**Cumulus** Country WFMS/Indianapolis PD/Midday personality **Vicki Murphy** is leaving radio to pursue her ambition of being Communications Director and PR in the education field. Murphy has taken a position at Cardinal Ritter High School and her last day at WFMS will be June 30<sup>th</sup>.

Congratulations to WQHK and WMEE/Ft. Wayne, IN OM **Rob Kelley** and wife Cheryl on the birth of son, James Robert, on June 14<sup>th</sup>. James joins older sisters Sophia and Elizabeth. Mom and baby are doing great!

**the Conclave** 2010 Learning Conference Registration Form  
July 15-17, 2010 • Doubletree Park Place Hotel • Minneapolis

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  - Sat 7/17

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First name \*\*\*as it will appear on your badge Last name \*\*\*as it will appear on your badge

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Company \*\*\*as it will appear on your badge

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Address *Where YOU an office/a home; NOT a parent company's home/main office*

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City \*\*\*as it will appear on your badge State Zip Code

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**\*\*\*IMPORTANT:** There will be a \$50 fee assessed to change your badge info! Make sure of all info is correct!!

Your primary format?

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Phone

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E-mail

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**Special Doubletree Hotel Room Rate - \$99 + tax!!**  
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WLS-AM is looking for the next superstar of talk radio. If you are informed, prepared, smart, and entertaining, and have some Chicago background, share your story and track record with us. Must be a team player. Experience as part of a talk-team a plus. A minimum of five years of on-air radio and digital media experience preferred. Large and major market radio experience strongly preferred. Please mail or overnight ONLY (no emails!) your aircheck and resume to: WLS-AM, Attn: **Drew Hayes** – Dept. AA, 190 N. State Street, Chicago, IL 60601

Top 5 market Radio Talk Station seeks experienced, successful full-time Producer with strong journalistic interests and an awareness of politics and current events relevant to the station's target audience. The Producer is responsible for the smooth and flawless execution of the on-air product during the show(s) as well as the creation and utilization of program content for other distribution platforms, including but not limited to web, on-demand and other social media. Great people skills and the ability to interact positively and productively with fellow employees are critical. The Producer must have a strong contact base, the ability to cultivate and maintain necessary relationships to book top guests. Please mail cover letter and resume to: WLS-AM, Attn: **Tracy** \*\*\* – Dept. AA, 190 N. State Street, Chicago, IL 60601

Do you love **Notre Dame** Football so much that you bleed Blue & Gold? Are you passionate for the NewsTalk format? Legendary station NewsTalk 960 WSBT-AM has an opening for Local Sales Manager. In addition to overseeing a client list of happy customers, you'll manage WSBT-AM's local sales staff and our sales efforts for Notre Dame Football. Interested candidates should email a cover letter and resume to GSM **Jim Roberts** at [Roberts@wsbt.com](mailto:Roberts@wsbt.com).

94.7 WLS-FM, Chicago's True Oldies Channel is looking for an Account Executive. Responsibilities include servicing current account list and developing new accounts. The ideal candidate will have the ability to research local contacts for various industries and be confident in business-to-business sales situations. To qualify, you must be extremely organized with strong verbal and written communication skills and be proficient in Word, Excel, and PowerPoint. Please mail resume to: WLS-FM, Attn: **Jeff Smaluk** – Dept. AA, 190 N. State Street, Chicago, IL 60601

WLS 890 AM is looking for a marketing-oriented entrepreneurial sales executive who is comfortable in contacting and presenting to business executives. The ideal candidate will have the ability to research local contacts for various industries and be confident in business-to-business sales situations. To qualify, you should be extremely organized, have excellent PowerPoint, Excel and Word skills, and strong verbal and written communication skills. Please mail resume to: WLS 890 AM, Attn: **Michael Mann** – Dept. AA, 190 N. State Street, Chicago, IL 60601

KFGO AM's Farm Director will be retiring and we are looking for our next Farm/Agri Business Broadcaster. Individual will report farm and business news, give reports from the field, attend trade shows and conferences and work with clients. Applicant must be able to work flexible hours that are seasonally driven. Individual will be a regular participant on air with our regional talk shows. KFGO is looking for our next Agricultural Analyst and Commentator. Resumes and air checks to: **Joel Heitkamp**, OM. [Joel@kfgo.com](mailto:Joel@kfgo.com) or Joel Heitkamp, KFGO, 1020 25th Street South, Fargo, ND 58103.

**Three Eagles Communications** in Columbus, Nebraska is looking for our next Production Director. If you have the ability to take control of and run a great radio production department for five radio stations, apply for this position immediately. This position requires someone who can oversee of all aspects of our production department, work closely with clients, account managers, traffic directors, and programmers. This position will also include a daily on-air shift, production work, remote broadcasts, and occasional evening and weekend work. If you have what it takes to be our next Production Director, apply today!

Qualifications: Minimum of 1 year on-air experience, ability to lead a production department, work closely with clients and account managers, strong writing and production skills, demonstrate responsibility and versatility, ability to relate to a listening audience, and the community. 40 hour work week with weekend and evening hours as required. Comprehensive benefit package of insurance, 401K and leave. If you're our next production director, email your tape and resume to [dgustafson@columbus.threeeagles.com](mailto:dgustafson@columbus.threeeagles.com) or mail to **David Gustafson**, Operations Manager, KZEN 1418 25th St, Columbus, NE 68601.

Parent company of the **Tom Joyner Morning Show** is seeking an experienced Local Account Manager to sell local morning drive inventory during The Tom Joyner Morning Show that airs on WSRB-FM & WPWX-FM. Position will be located at Reach Media's downtown Chicago office location. Individual must be highly motivated and skilled in discovering, developing and generating new and existing business including direct, agency and NTR. Candidates possessing the required professional experience, who display high energy and want to work in a dynamic and vibrant work environment should submit their resume along with salary history and references via email to: [jobs@reachmediainc.com](mailto:jobs@reachmediainc.com)

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700 WLW Cincinnati is looking for a full time over-night news anchor-You must be able to produce and deliver several newscasts an hour, and prepare local stories for morning drive. A passion for news is also required. Send resume and auditions to: Jeff Henderson 700 WLW News Director-8044 Montgomery Road, Suite 650-Cincinnati, OH 45236 or send to [jeffhenderson@clearchannel.com](mailto:jeffhenderson@clearchannel.com)

**Clear Channel Radio**, Minneapolis, MN is seeking a Full Time Promotion Director. This position is responsible for overseeing the day-to-day operations of the promotion department including: administration, promotions, community involvement, merchandising and special events. Must be proficient with computers, social media and have excellent organizational skills. Ability to work a flexible schedule is necessary. Candidate must be able to operate effectively in high-pressure, time-sensitive situations. Two to three years related experience and training is a must. High school diploma required. College preferred. E-mail, fax or mail resume, cover letter, position you're seeking and salary requirements to: Clear Channel Radio, Attn: Hiring Manager, 1600 Utica Avenue South, Ste. 400, Minneapolis, MN 55416, Fax: 952-417-3200, [matttell@clearchannel.com](mailto:matttell@clearchannel.com)

Q Media Group is seeking a Station Manager/Sales Representative for our Lake City Station and surrounding areas. If you consider yourself strong-willed, determined and persuasive, then KLCH/Lake Hits 95 has an opportunity for you! This position will be responsible for managing the station sales and become a key person involved in Lake City and surrounding communities. Lake City is a beautiful community located on Lake Pepin in southeastern Minnesota. Make this the opportunity you've been looking for! If you have the desire to become a part of a wonderful community and lead this station in surpassing it's sales goals, send your resume to the address below. Q Media Group is an equal opportunity employer. **Donald Kliewer**, General Manager, Q Media Group, 474 Guernsey Lane, Red Wing, MN 55066, [dkliewer@kwng.com](mailto:dkliewer@kwng.com)

94Rock and US92 Radio Stations in Norfolk, NE are accepting applications for the full time position of News Associate/Sports Director. Applicants should be self starters that have a passion for informing our listeners with accurate news and sports information. Duties include: preparing, writing, editing, producing and delivering news and sports content on our radio stations on a daily basis; preparing,

writing, editing, producing and delivering news and sports content in our Norfolk News Television Bureau; play-by-play coverage of high school and college sports; news field reporting in broadcast area; and assisting our daily radio operations as assigned. Applicants should: have news and sports broadcast experience, with special play-by-play game calling skills; be able to work during the week and on weekends, as assigned; have experience in digital broadcast operations software and broadcast in-studio and in-field remote equipment. Competitive salary and benefits package available. If interested, send resume and on-air sample (including play-by-play broadcast sample) to: **Jessie Miles**, Program Director 94Rock, P.O. Box 747, Norfolk, NE 68702-0747 or e-mail: [jmiles@94Rock.fm](mailto:jmiles@94Rock.fm).

Our current morning show co-host is returning to school and moving away! Lite 92.5 KELO-FM in Sioux Falls South Dakota is looking for a **dynamic partner to co-host our morning show**: Someone who knows the intricacies of putting together a great morning show appealing to 25-54 women day after day; someone who is an **expert** with Adobe Audition and can assume the role of **Imaging Director**; someone who loves being in front of the public; someone who knows website management and can update content on a daily basis; and someone who is extremely organized and is eager to work to advance their radio career.

KELO-FM is owned by Backyard Broadcasting, a great, growing company with seven radio stations in Sioux Falls, South Dakota's largest city. This is a fabulous facility in the market that Forbes lists as "The Best Smaller Metro in America" six years in a row! Females and minorities are encouraged to apply. Backyard Broadcasting is an Equal Opportunity Employer Please send resume, CD or MP3 aircheck, to: **Tom Gjerdrum** – Lite 92.5 KELO-FM, Backyard Broadcasting, 500 South Phillips Avenue, Sioux Falls, SD 57104, Email to: [SiouxFallsCareers@bybradio.com](mailto:SiouxFallsCareers@bybradio.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](mailto:tomk@theconclave.com) no later than Thursday evening for Friday publication. No calls unless otherwise specified.

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