



The 35th Annual Conclave Learning Conference was held last weekend at the Doubletree Park Place in front of a throng that numbered over 350 – an increase of 60% over 2009. Registrants came from 42 states, Puerto Rico and Canada. Attendees took in 47 individual sessions inside of 4 specific learning tracks (Life Skills, Management, Programming, Tech/Interactive) plus Conclave College, the Promotion Summit, Jacobs Media Summer School, and the RAIN Midwest Summit. And some trivia: two people who attended the very first Conclave...and every one since...were on site at the Doubletree: artist manager **Marc Ratner** and Conclave Ex. Dir. **Tom Kay**. Here are some random comments emailed to the Conclave office after the event: "Congrats on a terrific Conclave." **Joel Denver**, All Access. "I was so very impressed with how beautifully it was run. I learned so much and met great people who still share the passion of radio." **Judy Gilliard**, Smooth Jazz Radio Network/Bright Radio Network/United Stations. "Just wanted to say – really nice job. Having run one of these – the NAB – I know what a herculean task it is to be put one of these together – never mind in a deeply troubled economy. The agenda was terrific. True once again, content matters." **Steve Goldstein**, Saga Communications. "Everyone at Conclave did a great job this year. The content was good, the venue worked out fine and everyone left a little smarter and more enthusiastic about our business going forward!" **Warren Kurtzman**, Coleman Insights. "Another great event...thanks for the hospitality and the opportunity your event affords us to see and connect with some of the best in the industry." **Greg Simpson**, Canadian Music Week. "You and your board should feel very proud of they way things worked out, after all your hard work. People came, they got value for their investment of time and money, they rubbed shoulders with people

who will help them in their careers (and all of that helps the industry), and they even partied a little. Just wanted to say 'well done'" **Tom Taylor**, Radio-Info.com. "Congratulations on another very successful Conclave event! I wish I could have made it! I am looking ahead to 2012 or 2013 to make it from here!" **James Baker**, Supervising Radio Programmer/Radio & Media Services Unit – Saudi Arabia. *COMMENT: In this day and age where just a little growth in the industry is celebrated (as it should), the fact that the Conclave grew a phenomenal 60% in attendance in a very challenging year makes an incredible statement about the need to learn and network by those who participated. The entire Conclave board is to be commended for its dedication and diligence in creating this important weekend, especially the contributions made by Agenda Chairs Harv Blain and Bob Taylor and Board Chair, Mark Bolke. While other meetings have disappeared or are in full retreat, the Conclave once again stands out as a dependable leader in dispensing industry knowledge. For the record, these first 35 years have just been the beginning.*
- TK

In addition to the thank you's above, the Conclave would like to thank this year's sponsors. While the industry is definitely on an uptick, finances are still tight for so many of our servicing organizations. That's why the support of the following sponsors was so important this year in making the Learning Conference a success: **All Access, AWM, Americountry, Arbitron, Atlantic Records, BMI, Brown College, Capitol Records, Coleman Insights, Comrex, Interscope Records, Island Def Jam Records, Lynhurst, Jeff Davis Productions, Envision Radio Networks, McNally-Smith, College of Music, Minnesota Teen Challenge, MIXER/Mighty Loud, MusicMaster, Mr. Skin, Nielsen/BDS, Nine Ball Radio, Powergold, PromoSuite, Radio DOPLR, RAMP, RCA Records, RCS, Specs Howard School, for Media Arts, SpotVO.com, Triton Digital Media, Troy Research, Wide Orbit, and Win Win Radio!**

The REAL stars of the 35th Annual Learning Conference, of course, were our attendees. Without their attendance and support, the Doubletree would have been a pretty lonely place to be last weekend. Here's an 'unofficial' attendees list so you can see who was on site - and who may have missed out on the learning and fun: <http://www.theconclave.com/upload/conclaveregistrants2010.pdf>!



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Reese's Pieces? It's looks as if a Conclave session has stirred up a bit of controversy. As reported by *Inside Radio*- "Another major radio group head says it's time to hammer out a compromise with the music industry on a performance royalty for terrestrial radio. 'I would love to cut a deal that's realistic, where I know how much it would cost me to play music and stream it online and build a 5-10 year plan around that,' **Bonneville CEO Bruce Reese** told attendees at the **Conclave** Friday in Minneapolis. After years of using its political clout to successfully defeat proposed legislation in Congress, Reese says radio faces a different dynamic on Capitol Hill this time around. 'Congress really wants to do something for artists,' he says. 'I can't tell you how badly the odds are stacked against us on this issue. We can't continue to use every chip we have fighting this in Congress.' Reese worries that the *Performance Rights Act (PRA)*, which he does not support, could win approval by being attached to a piece of must-pass legislation late in the year by 'a lame duck Congress that has nothing left to lose. It would be tough to stop when there is a week left in [the current Congressional session]. There is still a lot of mischief that can happen.' Reese joins **Emmis CEO Jeff Smulyan**, who said in late May that he would support diverting to labels and artists a slice of royalties that radio already pays to songwriters as part of 'a global settlement.' One month earlier, **NAB** president/CEO **Gordon Smith** told *Inside Radio* he's fighting the performance royalty battle on two fronts: lobbying on Capitol Hill to defeat the PRA while simultaneously having conversations with the RIAA about a potential compromise. Reese's unexpected remarks are in sharp contrast to a Conclave session two years ago on the performance right issue. That's where then-NAB CEO **David Rehr** made headlines for his now infamous line, 'I'd rather slit my throat than negotiate'. " Meanwhile, *Radio Business Report* excerpted a response to Reese's Conclave comments by **Saga Communications CEO Ed Christian** - "I do believe that Bruce Reese speaks for Bonneville and not necessarily for the radio industry. His comment that "Congress really wants to do something for artists" is indeed puzzling. If that were the case why are roughly half of the proposed monies being directed to the music companies? If there is such an overwhelming concern for the artists...If Congress cares so much...do it right and send them 100%. As an industry, we DO respect intellectual property. We venerate composers, authors and publishers and make payments to Performing Rights Organizations (such as **ASCAP** and **BMI** and let us not forget **SESAC**) of close to a half a billion dollars in 2009. That certainly is opening our wallets. Though the Radio Music License Committee is working towards new contracts with the PRO's that reflects the reality of our revenues, composers, author and publishers will still be compensated. With this in mind, has there

ever been a study that shows how many performers are already compensated by writing their own music? As I said, there is no question about our responsibilities towards those who created the words and music. This is the genesis of music. The words and music are eternal and do indeed need to be recognized. In many respects, radio recognizes the true creators of our product. This system has worked well for us since the inception of PRO's...Where is the line in the sand? Next, will we have royalties for the club DJ's who say "I should be compensated because of my skills and abilities to mix and blend music". *COMMENT: We've said all along that radio needs to consider compromise on the PRA issue. Bruce is 100% correct that a compromise that would assure radio's solvency while being fair to performing artists should be considered NOW. Ed's defense of maintaining the status quo inside the PRA issue is understandable. Most group heads line-up with him. But like many engaged in the argument, Ed articulates some common misunderstandings that tend to confuse the issue. ASCAP, BMI and SESAC are not performing rights organizations. They are music licensing entities. Big difference. And that difference is why each of them have stayed far away from the PRA issue. The concern about including music companies in performance royalty payouts hint of not fully being up to speed concerning the relationship of labels to artists. Send money directly to artists? Opponents could turn that argument around in a hurry: why do advertisers pay the radio station to run their ads, instead of making payments to the announcers directly? It's not an exact simile, but you get the idea. Ed does understand, as do thousands of broadcasters, the responsibility radio has to recognize the authors of the words and music heard on their airwaves. And I'm sure Ed would agree that without the performance of the music, the compositions mean nothing. For the music community, this isn't an 'either/or' situation. Composing music heard on the radio is not the same as performing those compositions on the radio. For musicians, compensation for one does not preclude compensation for the other. Artists understand the importance of radio to their art, and we're pretty darn sure performing rights organizations will work with radio to assure radio stays vital while equity in the important relationship shared by the two is achieved - if they are asked. Exploring and agreeing to an amenable compromise now should be a priority for all parties. Otherwise, it is entirely realistic that the PRA as written will be tacked onto that dreaded 'must pass' legislation. That's not, as RBR opined, a "shananigan." Right or wrong, it's what Congress is allowed to do. Listen to leaders like Bruce and Jeff. Sit down and start talking. Doing that just might guarantee a better outcome for radio than exists within the language of the current PRA. - TK*

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PLANNING AHEAD! Fresh off one of the most successful Learning Conferences in recent history, the Conclave announced its Conference dates for 2011 – July 13-16, 2011 - and an incredible tuition offer to go with it. The 36th Learning Conference will begin Wednesday evening July 13, 2011 with the **WECAN Networking Event**. Thursday July 14th kicks off with the 2nd annual **Jacobs Media Summer School**, concluding with the 8th annual **Promotion Summit**. Friday July 15th will be highlighted by **Conclave College** and the weekend concludes Saturday afternoon July 16th with the 2nd annual **RAIN Summit**. The usual array of cutting edge Conclave sessions will populate dozens of hours in between! The Learning Conference will once again be hosted in Minneapolis. Effective immediately, “earliest-bird” tuition for the 2011 Learning Conference will be \$149 – the lowest, most-affordable registration fee of any industry conference announced in 2010 OR 2011! Registration is being taken now via the Conclave website, <http://www.theconclave.com>.

Now, onto the OTHER news of the week!

Dick Waldron, the former GM at **Maumee Valley Broadcasting Association** Religion WPOS/Holland-Toledo, OH, has been sentenced to four years of community service for being convicted of aggravated theft from the station. He pleaded no contest to the charge in May, a charge that involved a \$25,000 theft using station checks and a credit card plus excessive reimbursement for health insurance. Six counts of forgery were dismissed. The sentence includes 90 days in work release, 200 hours of community service, and random drug and alcohol testing. Waldron must also pay \$17,645.95 in restitution to WPOS.

Former Chicago air talent and TalenTrak faculty member, **Jonathon Brandmeier** is being sued by his former agent for alleged unpaid fees. **Lisa Miller's Miller Broadcast Management** has filed a suit to enforce an arbitrator's award of \$185,000 in unpaid fees plus over \$100,000 in attorney's fees in interest, a total of \$312,353. Brandmeier has been off the air since exiting **Emmis** Rock WLUP/Chicago last year.

The **National Association Of Broadcasters** announced the finalists for the 2010 NAB Marconi Radio Awards honoring radio stations and on-air personalities for excellence in broadcasting. Nominees from the neighborhood include: **LEGENDARY STATION-** KBCO-FM, Denver, KSHE-FM, St. Louis **LARGE MARKET PERSONALITY OF THE YEAR-** Drew and Mike in the Morning, WRIF-FM, Detroit, Mike Rosen, KOA-AM, Denver,

Mike Trivisonno, WTAM-AM, Cleveland **MEDIUM MARKET PERSONALITY OF THE YEAR-** Brian Gary and Todd Harding, “The Good Morning Guys,” KUAD-FM, Windsor, CO **SMALL MARKET PERSONALITY OF THE YEAR-** Cathy Blythe, KFOR-AM, Lincoln, NE, Leo Greco, WMT-AM, Cedar Rapids, IA, Todd Haugen and Mardy Karger, KBHP-FM, Bemidji, MN, Cyril [Bub] McCullough, WMCI-FM, Mattoon-Charleston, IL **SPANISH PERSONALITY OF THE YEAR-** Rosie del Valle, WNWZ-AM, Grand Rapids, MI, Omar Ramos, WPPN-FM, Chicago **MAJOR MARKET STATION OF THE YEAR-** WBBM-AM, Chicago **LARGE MARKET STATION OF THE YEAR-** KSTP-FM, Minneapolis, KYGO-FM, Denver, **SMALL MARKET STATION OF THE YEAR-** KFGO-AM, Fargo, ND **AC STATION OF THE YEAR-** KSTP-FM, Minneapolis, **CHR STATION OF THE YEAR-** KDWB-FM, Minneapolis **COUNTRY STATION OF THE YEAR-** WFMS-FM, Indianapolis **NEWS/TALK STATION OF THE YEAR-** KBOI-AM, Boise, KOA-AM, Denver, WIBC-FM, Indianapolis **SPANISH STATION OF THE YEAR-** WOJO-FM, Chicago **SPORTS STATION OF THE YEAR-** KBUN-AM, Bemidji, MN, KOZN-AM, Omaha, NE, WXYT-FM, Detroit **URBAN STATION OF THE YEAR-** KMJM-FM, St. Louis. The winners will be announced on September 30th at the NAB Marconi Radio Awards Dinner & Show held during the 2010 Radio Show at the Grand Hyatt Hotel in Washington, D.C.



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In a study released last week, **Alan Burns And Associates** CEO **Alan Burns** concludes that radio is in danger of losing its future adult audience. The data Burns collected inside the largest-ever study of female radio listeners and released to the industry last week, showed that almost half of all women and nearly three-quarters of early adopters would buy a different cell phone if it contained a radio receiver. Said Burns, "Over half of 15 to 24-year-olds agree with the statement that 'I can foresee a day when I won't need to listen to music on the radio because I can get it online, on my iPOD, or on my cell phone.' Teens are the demo most inclined to say 'no station around here really seems to understand me,' and they're the heaviest users of online music streams by age." Burns continued, "We don't have to lose that generation because radio has some strengths we can fight with; we just have to use them well. Helping people find out what's popular, providing entertaining personalities, and an overall sense of fun are all key assets that are both important to 15-24s and are advantages of radio over digital jukeboxes. They're also major attributes of good Top 40 stations. These listeners are looking for a community to connect to, and radio can be their coffeehouse." He added, "The more like a jukebox we become, the more we'll lose audience to digital alternatives. It's important not to overreact to PPM in that way." Alan's firm interviewed over 2,000 female listeners to Top 40 and AC. The study utilized the national consumer panel of SSI, a long-time provider of sample to **Arbitron**, and music hooks provided by **Hooks Unlimited**.

Christian Music Broadcasters (CMB) has announced the finalists for the 2010 **Christian Music Broadcasters Radio Station Of The Year Awards**. Neighborhood nominees include: Major Market Station of the Year -KTIS/Minneapolis-St. Paul, Large Market - WCSG/Grand Rapids, MI, and Small Market - WCIC/Peoria, IL. The winners of the Radio Station Of The Year Awards will be announced during the CMB Echo Awards to be held September 11th, 2010 during Momentum 2010 in Orlando.

Green Bay-based **Timeless Cool** is expanding it's affiliate efforts says newly installed Manager/Affiliate Operations **Scott Gilreath**. Said Scott, "The new team brings extensive format syndication experience and credibility to our efforts, as well as a familiarity and history with their regions, With our focus on providing affiliates with a quality product designed to grow both ratings and revenue and provide the best customer service and support in programming syndication, I am excited that **Bill Kreutz** (new Midwest region head), **Dennis Soapes** (Western region) and **Rob Magaziner** (Eastern region) are joining me at Timeless Cool."

Gilreath recently sold his company, **Radio Affiliate Services & Syndication** (RASS), to join Timeless Cool as Manager of Syndication Operations, He'll also serve as Regional Director for the Eastern & Gulf Coast regions.

He's baaaack! After about three months recovering from heart surgery, **Bob Uecker** will return to calling **Milwaukee Brewers** baseball on **Journal Talk WTMJ-AM/Milwaukee** for the **Brewers-Washington Nationals** game tonight. Uecker had surgery to replace his aortic valve.

Jeff Kapugi has been named Chief Operating Officer of **Tribune Interactive**, effective immediately. Kapugi, who joined Tribune Interactive in 2008, will be responsible for all aspects of the operations of the company's publishing, broadcasting and interactive websites.

Congratulations to **South Central Media** Top 40 WSTO (HOT 96)/**Evansville, IN** morning guy **Atom Smasher**. He and wife **Katie** welcomed new son **Cooper Reid Smasher**, born yesterday!

Condolences to family and friends of longtime **Bliss Communications** Talk WRJN-AM/**Racine, WI** Sunday night host **Ralph Schoenleben**, who died Monday (7/19) in Racine at the age of 94.

Condolences to family and friends of longtime former WBEZ/Chicago jazz host **Dick Buckley**, who died yesterday at 85.

Condolences to all who knew **RTN** Christian KWND/Springfield, MO Station Manager **Ben Birdsong**, who passed away on Tuesday.

NOTE: The TATTLER will not be published next week. It will return on Friday, August 6th!

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Artistic Media's Heritage Top 40 WBWB B97 is on the hunt for candidates for future openings in the Bloomington, IN Market!! Home of **Indiana University!** Wanna Sink the Biz just like Obama? Cheer on your favorites at the Little 5? See the Dali Lama speak? Check out all the awesome shows that invade Indy? And Win some awards in the process? Then send your package now! B97 IS THE market leader and has been totally revamped! New Imaging, New Music, and a New way of Thinking! If you love TODAY's BEST MUSIC mixed in with some Alternative cuts and the best from the 90s, We want to hear from you! Think you got what it takes? Are you dedicated? Can you take direction? Are you ready to have more fun then you ever dreamed of?! Then rush your package with imaging and production samples to <mailto:kev@wbwb.com>! No demos longer then 3 mins and no larger then 3mb! It doesn't matter what format you previously worked at, as long as you can Rockstar it! Rookies need not to apply! Bonus if you got web skills! Snail mail at: B97 Future Openings, 304 State Road 446, Bloomington, IN 47401.

94-3 KILO and 103.9 KRXP in Colorado Springs is currently looking for an Internet Sales Executive. Must have at least 2 years of Internet sales experience. You'll receive Commission base pay and handle all Internet based sales for both radio stations. Please e-mail application to <mailto:lane@kilo943.com>.

Mid-West Family Broadcasting is looking for an aggressive, forward looking agribusiness sales person to continue growing their Farm & Agribusiness Report. Currently serving 13 radio stations in Wisconsin, as well as an involved Internet and social media presence – the opportunities are unlimited. If you're interested in working on station events and promotions, social media, sales and some on-air reporting related to the rural community - this might be the position for you. We are looking for someone who has a passion for food and fiber production on all levels. A strong work ethic is a must. Due to the nature of this position, some travel and a flexible schedule will be required. Ideal candidates will look forward to: Maintaining and expanding, local, regional and national agribusiness advertising, Concentrating on network advertising and its growth, Coordinating network schedules and executing performance affidavits, Expanding network affiliations, Expanding agribusiness promotions and special events, Capitalizing on social media outlets and web content, Provide on-air back up assistance on an as needed basis, Qualified candidates should be creative, imaginative, with good communication and organization skills. The candidate should have some knowledge of Microsoft Word

and Excel, and the ability to meet deadlines and multi-task daily. Qualified candidates will portray a positive attitude and strong work ethic to ensure a productive and successful environment with the company. Mid-West Family Broadcasting is an equal opportunity employer. Women and minorities are encouraged to apply. Salary will be decided based on salary plus commissions and commensurate with experience. A full benefits package is available. Please mail or email resume and air-check to: Mid-West Family Broadcasting, Attn: **Pam Jahnke** – Farm & Agribusiness Director, 730 Rayovac Dr., Madison, WI 53711, <mailto:pam@midwestfamilybroadcasting.com>

YES, IT REALLY IS TRUE. 25 years later, **Tom Joerres** is retiring as GM of the **Milwaukee Radio Group**. Frankly, it is an incredible opportunity for a seasoned large market vet. Talk about franchises in radio, we've got them. Talk about image, its there. Talk about staff, its top shelf...the very best. Sales excellence? Admired is an understatement. And the accolades to the Milwaukee Radio Group keep coming. What's missing? How about you and your future? Yes...it's a high bar but I'll listen to you and your pitch and I'll keep it confidential. **Ed Christian**, President/CEO, <mailto:edchristian@sagacom.com>.

The new Big Buck Country 106.9 – Milwaukee's Country Legends – is looking for one more on-air talent for a morning shift. Candidates must be familiar with classic country music, have some previous programming experience, enjoy hosting on-site events, and have a versatile sound capable of being used on other Milwaukee Radio Group stations. Email your aircheck and resume along with a cover letter to **Lauri Jones** at <mailto:ljones@mkeradiogr.com>.



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WAY-FM/Wichita, KS is looking for a full time Operations Director. This is a multi-faceted position that includes on-air work, creative imaging, production, programming and collaboration within an efficient and effective team atmosphere. Good on-air skills, fundraising ability, experience with automation software (we use MediaTouch), strong production abilities, a willingness to be a team player and wear a variety of hats are all part of what we are looking for. If you are interested in being a part of a ministry where you are truly involved in seeing lives changed, please send your cover letter, MP3 and resume' to <mailto:paul@wayfm.com> and put "Operations Director Position" in the subject line.

If you hate sleeping in, love to do extra work just because, are a born self starter, like interviewing people, find managing and working with others fun and rewarding, and actually yearn to follow simple rules of our organization, this is for you! Even if you have years of experience, can show us a documented winning history, know the operation of a top-notch market-leading radio station like the back of your hand, and if you are a proven Audio Vault geek, can make Adobe Audition and/or Pro Tools do back flips while blindfolded, have an interest in and appreciation of local issues needs and concerns, can discuss celebrity birthdays ad nauseam, and even if you enjoy watching C-SPAN and reruns of Seinfeld, we'll get along great. We know you will insist that we have you get out of the building on a regular basis to care and feed relationships with local community stake holders and elected leaders. In the Joplin, Missouri market, KMXL and Fabulous 1490 KDMO is hiring an Assistant Operations Manager slash News Director slash Morning Show co-host. Why not throw in some daily production and the occasional remote as needed? This locally owned, market leading AM/FM combo seeks a key person

who can make stuff happen. No corporate radio here. If you seek a new challenge in this Arbitron rated small/medium market, this full time opportunity is it. This job is available now, but we aren't hiring just anyone. You should make anything you send us worth our time. Let your resume and mp3 speak for themselves and email it all to <mailto:jobs@cbciradio.com>.

Michiana's new #1 News/Talk station, 95.3FM "Michiana's News Channel" is searching for a morning drive host. The program is fast-paced, entertaining with high production value. The host is the "quarterback" of the show, leading the 4-6 members of the team. MUST HAVES: passion, knack for pulling compelling audio and booking hard-to-get interviews, gift of interaction with the other players on the program and ability to shift gears to lead breaking news and weather coverage. This is NOT an opinion-based talk-show, but rather, a high-energy news-based program. The ideal candidate is hungry, self-starting, self-promoting, an opportunity-grabber with a dynamic, positive personality and goal to become a market-leader! AM or PM Drive host experience preferred. 95.3 MNC has a winning line-up featuring Beck, Rush, Hannity and Fox News. Send resume/demo to: <mailto:jimney@federatedmedia.com>. Or send to: **Jon Zimney**, Program/News Director, News/Talk 95.3 Michiana's News Channel, 237 W. Edison Road, Mishawaka, Indiana 46545

All listings in The TATTLER represent equal opportunities and are provided free of charge. To place an ad, send particulars to: tomk@theconclave.com no later than Thursday evening for Friday publication. No calls unless otherwise specified.

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