

the
Conclave *Presents*

THE TATTLEER

Since 1975

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Commercial content guru **Jeffrey Hedquist** will captain the next Conclave webinar and rather than have us tell you about it, here's what Jeffrey says about his Wednesday, 10/13 webinar: "Are you frustrated? Radio advertising is one of the most effective advertising media and yet it gets only about 7% of the advertising pie. On top of that, many advertisers don't renew because 'They tried radio and it didn't work.' Bull. A great radio campaign isn't just a good schedule. It's a good schedule of effective, compelling commercials that get results. The right commercials get results. Results change everything. You can create commercials that get results with a few simple changes will that attract listeners and, dare I say, increase TSL, since about 17% of every hour is commercial "programming." In this webinar I'll reveal some of the secrets that have made millions of dollars for my clients, and more than a few bucks for the stations who used those secrets. Want to WRITE RIGHT? Join my Free webinar on Wednesday October 13, 2010 at 2PM EDT. To register, go to <https://www1.gotomeeting.com/register/119360960>. I look forward to helping make you and your clients successful!"

Great Plains Integrated Marketing Talk WZFG-AM and Classic Hits KEGX/Fargo co-owner **Michael Hofer** is being asked to pay back profits allegedly made from the ponzi scheme of Minneapolis businessman **Tom Petters**. Bankruptcy trustee **Doug Kelley** is requesting \$36.3 million. Hofer's attorney, **Lowell Bottrell**, told **Ingstad NT KFGO-AM/Fargo** that "he considers Hofer one of the victims of the scheme and says he plans to vigorously fight the allegations."

The **New York Times** published a piece by **David Carr** on Wednesday's front page chronicling **Tribune's** decline into bankruptcy and its work culture under CEO **Randy Micheals**.

Excerpts include, "Mr. Michaels and his executives' use of sexual innuendo, poisonous workplace banter and profane invective" and describes the **Tribune Tower** as having become "a frat house, complete with poker parties, juke boxes and pervasive sex talk." The story opens with a story about Michaels, shortly after taking over Tribune, offering a waitress \$100 to show him her breasts, a story he denies. The article continues with a story about Michaels and Tribune Interactive's **Marc Chase** loudly discussing "the sexual suitability of various employees" on a balcony above a work area, a senior executive and a female employee allegedly having sex on an office balcony, and the poker party for management in the office of the company's legendary former publisher **Col. Robert. R. McCormick**. Also mentioned were the radio-style promotions, including contests, inserted into Tribune TV station newscasts; wrapping the LA Times in ads that mimic the paper's actual layout with fake news stories; and granting substantial bonuses to management while the company remains in bankruptcy and newspaper jobs have been cut. According to sources, Michaels has sent an e-mail to Tribune employees telling them to "ignore the noise," saying Carr's reporting includes "concerned events, distortions and rumors more than two years old" and that "most substantial of these allegations" in the story was found by an outside firm's investigation "to be without substance." "Mr. Carr has made clear that he is digging up these old allegations because he believes that decisions about the company's management are about to be made, and he want to influence those decisions," wrote Michaels, who also included a link to a website about Carr's memoir of his own drug use and recovery. US Bankruptcy Judge **Kevin Carey** set an October 15th deadline for the filing of reorganizations plans for Tribune. Carey also set November 9th for a hearing to review the proposals. Tribune is currently in the middle of mediated talks with creditors to try and arrive at a consensus reorganization plan, but Carey indicated that he expects multiple plans to be filed on behalf of several parties.

Did you miss **Andy Bloom** and **Jeff Randall's** enlightening Conclave webinar, **USING RADIO SKILLS IN THE REAL WORLD** last week? Fear not! The Conclave has announced special, end-of-the-year pricing of Webinar Recordings! All webinars presented from now until the end of 2010 will be specially priced at just \$3.99 each (NOT \$9.99 each...which was STILL a bargain). For less than two gallons of gas, you can experience your 'missing' webinar. For an order form, click on <http://www.theconclave.com/upload/webinarorderform2010.pdf>!

the
Conclave Webinars

WRITE RIGHT! EFFECTIVE COPYWRITING!

Jeffrey Hedquist will focus on an area that needs a lot of attention, and it deserves the spotlight since it can be as much as 25% of your station's airtime: **Commercials and more specifically, the WRITING of those spots.** In this webinar, Mr. Hedquist will provide guidance on "Keeping It Real" to kill the excessive hype today's listeners no longer respond to, and "How To Stop Writing Commercials" to begin creating pieces that get results for your clients. This webinar is perfect for anyone who writes and produces commercials or anyone who sells them, whether or not they are writing their own copy! This special webinar is free, but pre-registration is required at <https://www1.gotomeeting.com/register/119360960>

Conclave Webinars are FREE! Visit www.theconclave.com for details!

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Webinar!

NEXT
WEDNESDAY
OCTOBER 13
at
3P/EDT
2P/CDT!

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The 2010 **Marconi Awards** were handed out at a gala in Washington Thursday night during the **NAB/RAB Radio Show**. Congrats to winners from around the neighborhood, including: **Hubbard Hot AC KSTP-FM/Minneapolis** (Large Market Station of the Year) and **Radio Fargo-Moorhead Talk KFGO-AM/Fargo** (Small Market Station of the Year). All other awards are as follows: **Legendary Station: CBS News-Talk WBZ-AM/Boston**; **Major Market Station of the Year: Bonneville News WTOP/Washington**; **Medium Market Station of the Year: Citadel Talk KKOB-AM/Albuquerque**. **Format Winners:** **CHR Station of the Year: Clear Channel Top 40 KIIS/Los Angeles**; **AC Station of the Year: Greater Media AC WMJX/Boston**; **News/Talk Station of the Year: Bonneville News WTOP/Washington**; **Sports Station of the Year: CBS Sports WFAN-AM/New York**; **Country Station of the Year: Cumulus Country WFMS/Indianapolis**; **Rock Station of the Year: Greater Media Rock WMMR/Philadelphia**; **Oldies Station of the Year: CBS Classic Hits WCBS-FM/New York**; **Urban Station of the Year: CBS Urban WVEE/Atlanta**; **Religious Station of the Year: Blue Ridge Christian Inspirational WMIT/Black Mountain, NC**; **Spanish Station of the Year: Univision Regional Mexican WOJO/Chicago**. **Personality Winners:** **Network/Syndicated Personality of the Year: Citadel's Scott Shannon**; **Major Market Personality of the Year: Citadel Talk KGO-AM/San Francisco's Ronn Owens**; **Large Market Personality of the Year: KSL Broadcasting Talk KSL-AM-FM/Salt Lake City's Doug Wright**; **Medium Market Personality of the Year: Cox Urban WJMZ/Greenville, SC's Kelly Mac**; **Small Market Personality of the Year: Clear Channel Talk WMT-AM/Cedar Rapids' Leo Greco**; **Spanish Format Personality of the Year: Univision Regional Mexican KSCA's Eddie "Piolin" Sotelo**.

The Conclave is proud to announce its 2011 Radio and Music Industry Scholarship Program, worth over \$87,000! Effective immediately, qualified persons may apply for scholarships to **Broadcast Center** in St. Louis (MO), **Brown College** (3 to be awarded) in Minneapolis (MN), **Specs Howard School of Media Arts** in Southfield (MI), or **McNally-Smith College of Music** in St. Paul (MN). In addition to the Radio and Music Industry scholarships, the Conclave will be awarding a scholarship to **Kean University/Union**, New Jersey. The Broadcast Center's offerings includes the costs of all applicable materials, and is valued at \$10,900 (Broadcasting Program) or \$6,900 (Advanced TV & Video). The Brown College scholarships include three half-tuition scholarships, each worth \$15,750 for a total scholarship award of over \$47,000. The Specs Howard scholarship includes tuition, application fees, and books - and is for the Diploma Program in Radio-TV Broadcasting. It is worth \$11,995. The McNally-Smith Music Business scholarship is an award of \$4000 per semester for up to four semesters total. The scholarship is valued at up to \$16,000. The Kean University scholarship, valued at \$1000, will be awarded to a deserving student at Kean, selected by the University on the

basis of achievement and financial need. Since 1979, the non-profit Conclave - in keeping with its mission of educating the broadcast industry - has awarded over \$1 million in scholarships to deserving students desiring an education inside the radio and music industries. *COMMENT: The Conclave could not be prouder to offer a once-in-a-lifetime opportunity for students desiring to enter the radio or music industry through these valuable scholarships to Broadcast Center, Brown College, Specs Howard, McNally-Smith and Kean. We thank these institutions, long time friends of the Conclave, for partnering with us in offering an education to those who might not receive it without our help. - TK*

Radio One Top 40 WNOU/Indianapolis morning show host **Scotty Davis** and crew hosted the 1st ever **Gay Cupcake Day**, to show solidarity with a diversity group at **Indiana University-Purdue University Indianapolis**. The group ordered rainbow-colored cupcakes for a special event that had been turned away by the owner who cited personal reasons. Last Friday, people arrived early, lining the street, showing their support, engaging in discussions and consuming mass quantities of cupcakes.

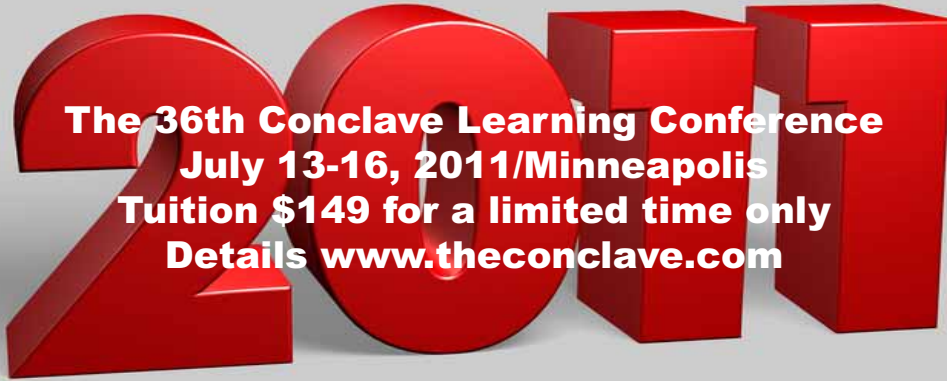
On Monday (10.4.10), **Bonneville** Adult Hits WARH/St. Louis observed "10-4 Day" with DJ's sporting their own CB personas. WARH took listeners back on the open road with roots of the 70's to "Catch Them On the Flip-Flop" by featuring famous "cruisin'" tunes.

Last weekend and only in Wisconsin, **Entercom** Hot AC WMYX/Milwaukee **Kidd & Elizabeth** Morning Show featured "Deep Fried Beer" on the menu at a popular local establishment. According to Kidd, "We heard about Deep Fried Beer being featured at the Texas' State Fair and were outraged that something like this had never been seen anywhere in Wisconsin, the beer capitol of the world!" The WMYX Morning Show teamed with **Chef Brian** at **Miller Time Pub** to create "what may become a new Wisconsin tradition."

Syndicated weekly "Beyond the Beltway" host **Bruce Dumont** is bringing back the local political TV talk show "Inside Politics" on **City Colleges of Chicago** noncomm WYCC-TV/Chicago and **Comcast/Xfinity** cable. The new show, carrying the same name and format as the 1980-95 WBEZ and WLS-AM show that morphed into "Beyond the Beltway" on radio, replaces the TV version of "Beyond the Beltway" on Channel 20 (10:30p Sunday's) and Comcast (11p Mondays), while "Beyond the Beltway" continues live on radio 6-8p (CT) Sunday's on 45 stations, including **Citadel** Talk WLS-AM/Chicago.

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The 36th Conclave Learning Conference
July 13-16, 2011/Minneapolis
Tuition \$149 for a limited time only
Details www.theconclave.com

Salem Talk WIND-AM/Chicago is now airing "Bearly Legal" featuring former **Chicago Bear Robin Earl** and Chicago Lawyer **David Spada**. The weekly, one-hour, show will discuss sports subjects and legal issues in sports, along with interviews of current and former athletes.

St. Louis veteran **JC Corcoran** resurfaces and joins **CH Holdings** Talk-Sports KTRS-AM/St. Louis for middays replacing **Charles Jaco**. JC's 1st day is October 25th.

Citadel/Detroit promotes **Byron "Ron" Harrell** to Station Manager for Hot AC WDVD and Adult Hits WDRQ. Previously he was PD for WDVD and Dir./Ops and Programming for WDRQ.

Cox Country WHKO/Dayton, OH adds **Frye Guy** to the Morning Show, now called **The Breakfast Club with Nancy Wilson**. Frye last worked at crosstown **Mainline Broadcasting** former Top 40 WGTZ before it flipped to Adult Hits at Fly 92.9. Also joining The Breakfast Club is **Chris Collins**, who did mornings for 14 years at crosstown **Clear Channel** Hot AC WMMX.

Clear Channel/St. Louis appoints **Dylan Paul** as Creative Director/Imaging Producer for its six-station cluster, including: KATZ-AM, KLOU, KMJM, KSD, KSLZ and KSDD. Paul was previously the producer for the syndicated **Fred Thompson Show** on **Westwood One**.

NRG Top 40 KQKY/Kearney, NE ups afternooner **Cory Kellie**, aka **Kid Cory**, to MD.

Entercom Top 40/Mainstream WXSS/Milwaukee morning co-host **Rahny Taylor** is the new MD. He succeeds **JoJo Martinez**, who keeps her APD title at WXSS as she also becomes MD/Middays across the hall at Hot AC sister WMYX.

Midwest Communications Top 40 WMGI/Terre Haute, IN brings in **Storm Avery** to be the new co-host of **The Mix Morning Show** with Jay and Storm. Storm previously did middays at WSTO/Evansville, IN.

Former Conclave '30 under 30' recipients, **Nick Thomas** and **Drew Murrell** (Syndicated Rock show *Nick and Drew*) proudly announce the addition of KXOR FM - Houma, LA to their growing list of affiliate radio stations. They will be handling morning drive on 106.3 K-Rock!

September was National Childhood Cancer Awareness Month. As part of their *"We Care About Our Planet Program"*, **Planet Charley**

Productions with studios & offices in Wisconsin Dells, WI. and Denver, CO partnered up with Wisconsin area Mobil gas stations to raise money for St. Jude Children's Research in Memphis, TN. Several donation boxes (P.O.P.s) were set up at participating Mobil gas stations, collecting over \$500 for the effort.

PLANNING AHEAD! The Conclave Learning Conference for 2011 is July 13-16, 2011 - with 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>.

AVAILZ. **CBS** AC KEZK and Hot AC KYKY/St. Louis Dir./Programming **Mark Edwards** is out after 6 Ω years. Edwards was upped to oversee the two stations in July 2006 after joining in February 2004 from KOSI/Denver. Reach out to Mark at 773.336.2753 or at: edwardsmark@gmail.com.

Congratulations to Wisconsin native and **RCA Music Group** SVP/Pop Promotion **Peter Gray** and his wife **Amy** on the birth of **Miles Asher Gray!**

Condolences to family and friends of former Cleveland radio personality, voiceover specialist and salesman **Stan Gee**, who passed September 23rd in Tampa at 92.

Condolences to family and friends of veteran Cleveland broadcaster **Van Lane**, who died Sunday at 89.

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WWVR "105.5 The River" is accepting resumes and airchecks for an afternoon drive personality. Our next rock jock will be on the air from 2pm – 6pm, Monday – Friday, plus a 10a-2p shift every other Saturday. They will be assigned additional duties, including some commercial production. This is a full-time, 40 hour a week position. Must be able to relate to a male audience and connect with our listeners over the air, in person, and online. No beginners. At least 2 years prior on-air experience is required. Some experience with Scott Studios and Adobe Audition is preferred. Emmis Communications offers excellent benefits, and opportunities to advance to larger markets. If this is you, send resume and aircheck to <mailto:ezepelin@wwvr.emmis.com>, or **Ed Zeppelin** – 918 Ohio St, Terre Haute IN, 47807.

Today's Lite Rock, B103 is looking for the next co-host to compliment the talents of a 10 year market vet. Ability to communicate with Adult Females and move beyond to roles of newsreader and laugh track a must. Located less than 2 hours from Chicago, Madison and Milwaukee. No phone calls or weblinks please. Send a resume and Mp3 aircheck to **Timothy Crull** <mailto:timcrull@maverick-media.ws>

Do you like working in a fast paced, energetic, results-focused environment? **Connoisseur Media** – Bloomington is growing and currently has an exciting sales opportunity for an Media Account Executive. We are looking for an A.E. to sell our 3 radio stations Magic 100.7, 97.9 BOB FM and 96-7 I-ROCK and the stations digital platforms. Our Account Executives maintain new and existing station advertisers through prospecting and great client service. Primary responsibilities include cold calling, new account development, writing proposals, coordination of commercial copywriting and production and ongoing billing collection. You'll be responsible for building relationships and selling radio as a marketing solution to help your client meet their key business challenges. The right candidate must be a motivated, enthusiastic self-starter who is able to work effectively in a team environment and also independently. You must possess excellent oral and written communication skills, time management skills and be detail oriented. This person must possess exceptional presentation skills and a professional presence. Previous media sales experience required. Send cover letter and resume: <http://www.connoisseurmedia.com>

Morning Host / PD needed ASAP in Iowa City- Iowa, home of the University of Iowa? AM 800 KXIC is Iowa City's News and Sports Leader. Knowledge of Nextgen and satellite feeds helpful; Iowa background is a plus. Previous experience and show hosting ability a must. EOE Send Resume, mp3, and references via e-mail to <mailto:jjcook@clearchannel.com> or by express mail to **JJ Cook**, Operations Mgr , AM 800 KXIC , c/o Clear Channel, 600 Old Marion Rd NE, Cedar Rapids, Iowa 52402.

I'm looking for a morning show producer for my number one morning show. No beginners...if you are interested please send me an e mail. Thanks, <mailto:drossman@gmail.com>

Great Plains Integrated Marketing has an immediate opening for a talented full-time Producer/Technical Operator. 3+ years radio experience required. Must be proficient in Adobe Audition & Media Touch Systems. Duties include but not limited to production, news, copy writing, audio operator/engineering, and back up to current staff. Candidate must be reliable, multi-functional and available to work weekends if needed. Please send resume to <mailto:jobs@am1100.tv> or fax to (701) 235-4847.

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 you are a good person, have a life, possess extreme drive and know how to share it on multiple platforms with your listeners, we want to hear from you! **Federated Media Fort Wayne** is recruiting morning talent that can provide an engaging perspective on entertainment, music, family and issues that are relatable to the audience our market leading CHR leaning Hot AC WMEE. We are privately owned product driven company that believes in "Personality Driven Radio"! If you are an experienced air personality regardless of previous position that fits the description above, we are looking to hear from you! You must be extremely outgoing in public, create compelling content, be half nuts and a new media god! 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>.

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Q101 and 97.9 The Loop (Chicago) is looking for a person who can tackle web design, flash, and video projects. We need a stellar designer who knows functionality and strives to improve a users online experience. The job requires you to design and build fully dynamic flash and/or html pages for q101.com and wlup.com along with shooting/editing video, daily updates, new idea implementation and more. You'll work as a team with two other web designers and a full-time graphic designer to take station sites to the next level! Qualifications: BA degree including fine arts/graphic design education, At least two years of related experience within a wed design environment preferred, Flash, Illustrator, Fireworks, Photoshop, Dreamweaver, Live Type, Final Cut Pro, DVD Studio To Apply: Send a resume and cover letter with salary requirements, online portfolio URL, reel of videos you have shot and edited, to <mailto:Q101DigitalJob@gmail.com>. Or **Kyle Guderian**, Ops Manager, WKQX / WLUP, 222 Merchandise Mart Plaza, Suite 230, Chicago, IL 60654

Brothers Broadcasting Corporation, a private, family owned regional broadcasting company is looking for a Morning Show host for 25 kW WIBN-FM in Oxford, Indiana. The right candidate should be able to relate to their audience, be a positive part in the community, while having superior production skills. Interested individuals should email their demos to <mailto:977production@gmail.com> or can mail their materials to Morning Show Host Opening, P.O. Box D, Rensselaer, IN 47978.

The Search is On! Top 40 WBWB/B97 is looking for its next Morning Star to start immediately! Are you an entertainment junkie? Do you Love Phoners? Can you engage listeners? Are you a remote "rockstar"? Are you a "Killer" when it comes to Production? Are you not a liner jock? Do you have web-skills? Are you a Social Media junkie? Do you want to live in one of the most awesome College Towns in the country? Can you cheer on the Hoosiers? Do you do whatever it takes to get the job done? In other-words do you have the "Right Stuff"? If the answer to these questions is YES then rush your Demo (no larger then 4mb) complete with Resume and Cover Letter telling us why your the right person for the job to <mailto:b97mornings@gmail.com>! Previous Formats don't matter to us, as long as you're fun! Snail Mail: B97 Morning Search, 304State Road 446, Bloomington, IN 47401

Y94 WDAY-FM/Fargo (www.y94.com) is searching for our next great Night Talent. You must have killer phone skills, be tapped into pop culture, understand all aspect of social networking, be willing to work & most importantly have a great attitude. Imaging and web skills are a plus but not required. Send aircheck, resume and cover letter to **JT**, Program Director, <mailto:JT@Y94.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 Wednesday evening for Thursday publication. No calls unless otherwise specified.



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

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

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I want to make a donation of \$25 \$50 \$100 Other: \$ _____ to the non-profit Conclave Send a receipt, please.

Where did you hear about this Learning Conference? Employer Co-worker Friend/relative School Trade publication/website Other I've attended in the past

Employed by: Radio Records Vendor/Supplier Trade Publication Student/Educator Other? _____

My primary position: GM OM PD Sales Mgr/Acct. Exec Promo. Director Prod. Director Air Talent Other _____

Your format: AAA/Alternative/Rock AC/Hot AC Christian/Religious Classic Rock/Oldies/80's/Jack-type Country News/Talk/Sports Non-Comm/Public Radio Top 40 Urban(Urban, Urban AC, Hip Hop) Other _____ (Check as many as apply!)

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For credit cards, please complete the following section-

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AMOUNT ENCLOSED / TRANSACTION TOTAL \$ _____

Cardholder _____ Authorized Signature _____

*Earliest Bird Tuition is non-transferable and non-refundable. Conference hotel information will be released on or before October 1, 2010

The 36th Annual Conclave Learning Conference



2010 Learning Conference CD Order Form
July 15-17 • Doubletree Park Place Hotel • Minneapolis

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Company

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City State Zip Code

Email Address

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For credit cards, please complete the following section-

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AMOUNT ENCLOSED / TRANSACTION TOTAL \$ _____

2010 Learning Conference Highlight Sessions are now available!
Check the sessions you wish to purchase:

- THE JACOBS MEDIA SUMMER SCHOOL-Thu July 15 /All sessions (4 hours) \$39.99*
- THE PROMOTION SUMMIT-Thu July 15 /All sessions (4 hours) \$39.99*
- MEET THE PRES-Fri July 16 /1 session (1 hour) \$9.99
- CONCLAVE COLLEGE-Fri July 16 /3 sessions (3 hours) \$29.99*
- Add \$5 for shipping and handling per order.



TOTAL \$ _____ (Please allow up to 4 weeks for delivery.)

*The Jacobs, Promotion Summit, & Conclave College sessions are sold only in full blocks (individual sessions within these blocks are not available).

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