

the **Conclave** Presents  
**THE TATTLER**

Since 1975

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

Volume XXXVI • Number 41 • October 21, 2010

**SPECIAL TATTLER ATTEMPTED HUMOR ISSUE!**

This week, we step away from the usual array of industry harkening to look on the lighter side of the radio and music business through cartoons gathered hither and yon by two of the industry's greatest packrats, Lenny "Hither" Bronstein and Jay "Yon" Philpott. Lenny and Jay have been contributing cartoons to the TATTLER for years, and this week we present some of their finest discoveries, ripped...er, borrowed...from the pages of our nation's greatest newspapers, magazines, websites, and vacuum cleaner brochures. We'll return to our normal routine of reporting any and all items of real or imagined importance next week. Enjoy!



“So, here’s my idea to get more young people to carry a PPM: build it into a body piercing...”

the **Conclave** Webinars

**Edison's American Youth Study 2010!**

The American Youth Study 2010 is a significant survey of the media and technology habits of America's 12-24 year-olds, and represents a sequel to a study originally conducted by Edison in 2000. What is the level of internet usage amongst this demo today? How well has radio held on to its crown as the primary source for music discovery? How is terrestrial radio doing with its own streams and what are the advances that new competitors have been making? The material in this webinar was debuted at the 2010 RAB/NAB Radio Show in Washington, D.C. on September 29th, and will be reprised for the Conclave by Edison President Larry Rosin. This special webinar is free, but pre-registration is required at <https://www1.gotomeeting.com/register/764621377>

Conclave Webinars are FREE! Visit [www.theconclave.com](http://www.theconclave.com) for details!

**Conclave Webinar!**

**WEDNESDAY**

**OCTOBER**

**27**

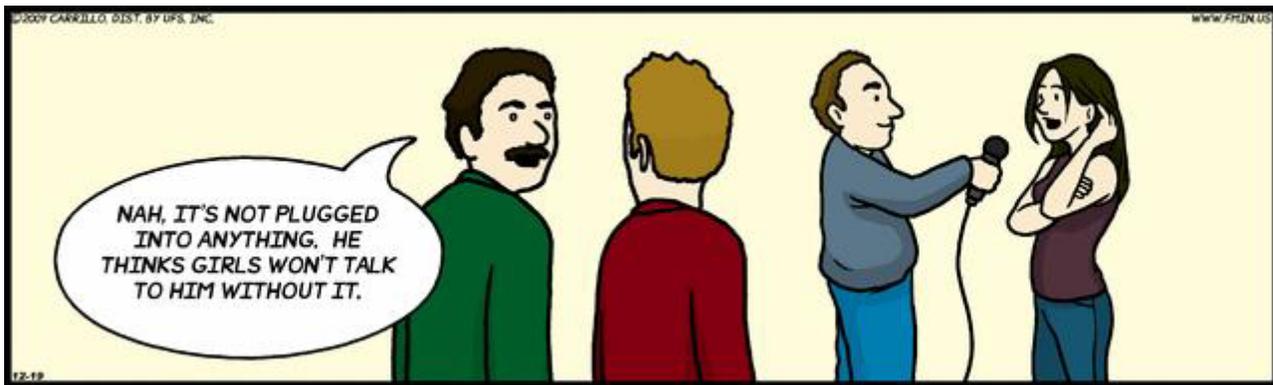
**at**

**3P/EDT**

**2P/CDT!**

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)



The TATTLER would like to thank cartoonists Jerry Van Amerongen, Jerry Scott and Jim Borgman, Dan Piraro, Mort Walker & Dik Brown, Leigh Rubin, Bill Whitehead, Joe Martin, Jeff Stahler, Darrin Bell, Dave Coverly, Daryl Cagle, Mike Peters, Eric & Bill, and Guy & Rodd for allowing their work to be presented this week to an industry that takes itself far too seriously.

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**The Western Kansas Broadcast Center** is looking for a night jock for country station KKJQ (Q97). The ideal candidate will have previous radio experience, have a knowledge of websites and social networking sites. Possible voice tracking on another one of our other stations is a possibility. We are looking for a high energy fun jock who wants to be a part of our 8 station cluster in Garden City, Kansas. Please send your resume, tape/CD to **James Janda**, Program Director, KKJQ-FM, 1402 East Kansas Avenue, Garden City, KS 67846. Email applications of reasonable size will be accepted at <mailto:jamesontheradio@gmail.com>.

Marconi Award winning station and legendary Hot A/C KS95/KSTP-FM in Minneapolis needs to find the next Twin Cities morning show star or stars! We're looking for morning show talent. If you know how to prep and deliver an entertaining morning show, here's your chance to do it in one of America's best cities. Major or large market morning show experience preferred. We have a long history of developing great talent and doing what it takes to win in the market, but you need to be willing to work hard too. If you have a great desire to be the best and beat the rest email your resume with audio (no audio - no consideration) to: **Leighton Peck**, Program Director, <mailto:Jobs@KS95.com>, MP3's are fine. Full job qualifications and information at: <http://ks95.com/pages/careers.php>

News/Talk KIUL-A/Garden City Kansas is looking for an account representative and play by play host. Job duties include maintaining an already established sales list, cold calling and building NTR events including the Garden City Farm and Ranch Show and Home Living Show. You will also provide play by play of high school and college football and basketball. Before you apply, check out our station at [www.kiulradio.com](http://www.kiulradio.com). Send resume, salary requirements and MP3 to. <mailto:jnavarro@kgso.com>

Opportunity is knocking, can you hear it? **Clear Channel Colorado Springs** has an awesome opportunity for a well rounded account executive with a minimum of two years experience in the business and a college degree. Let me ask you something, do you have a passion for everything radio; do you have a shameless love for money and enjoy playing outdoors? YES? Then pack your bags and get ready to move to the greatest city in America! We are offering the right person a fabulous place to live and raise a family and of course we can't forget the 8 GREAT RADIO STATIONS YOU WILL BE SELLING... Sound good? Then realize we are only looking for winners here. Sending your resume will not be enough! You will have to demonstrate excellent communication skills, have better than average references, prove that you have the gift of gab and know this business better than the rest! Still interested? If so, send your cover letter, resume and a couple of real reason why we have to talk with you right away. Send to <mailto:billfuerst@clearchannel.com>.

Come to Fort Wayne, Indiana, make a baby and program the legendary WMEE brand. Not necessarily in that order. Parent Magazine ranks Fort Wayne second in the Best Places to Raise a Baby. Forbes.com ranks Fort Wayne high among Best Places to Work and Live. Fort Wayne placed 13th in "Cost of Doing Business" and 10th in "Cost of Living." Additionally, according to Dave Gifford, **Federated Media** is one of only thirty companies in the radio business "worth working for" (Radio Ink magazine, May 9, 2005). Can you identify and recruit talented people from all walks of life regardless of their experience? In a crowded market place can you produce and nurture a morning show that gets noticed?

Do you have examples of really good branding, marketing, imaging, promotion and community involvement projects that you conceived and executed? Can you take the results of research, develop a strategic plan and implement it? Do you understand the value and the role of profit and what it takes to produce a healthy bottom line? Do you understand the relationship between social marketing and ratings? Federated Media is a product driven company and is looking for the next Operations Manager of legendary WMEE radio and its digital brands. This is not a "fixer upper" but could use a fresh coat of paint. WMEE continues to have the highest core audience among Women 25-54 year olds. And among our ultra-core (women 25-44), WMEE is ranked #1 in the market (M-F 6a-7p). You will have all of the tools you need to achieve anticipated growth including a promotional budget and the consulting services of Allan Burns and Associate consultant, Jeff Johnson. Preferred candidates will have some Hot AC, Top 40 programming or APD experience and will want to be on air. Regardless of experience if you feel you have the talent and can prove it to us we want to hear from you. Knowledge of the five step Marketing Strategy Model is a plus. Federated Media is an equal opportunity employer. Please e-mail your resume and a brief note describing what Content is King means to you to: Mark DePrez, General Manager, WMEE/WOWO/ESPN 1380/K-105, <mailto:makebabies@federatedmedia.com>.

**Entercom Indianapolis** is looking for a business development leader to become the next Director of Strategic Sales & Marketing. Candidate should have a successful track record of generating new business and nontraditional revenue. Responsibilities include providing strategy, execution and creativity for advertiser marketing solutions, digital and social media experience a plus. Minimum 5 years experience required. If you are a qualified candidate, please go to <http://www.entercom.com> and click on "Careers" to apply. Looking for a producer for number one rated chr morning show in medium midwest market. This job is not for beginners...send me an e mail if you are interested: <mailto:pdrossman@gmail.com>

**Clear Channel Radio Minneapolis** is seeking a dynamic, experienced Part-Time On-Air Announcer for its CHR radio station, 101.3 KDWB. Responsibilities include on-air announcing of programs, music, commercials, news, public service information and other material. Reads or ad-libs to identify station, introduce and close shows, and announce station breaks. Use of creativity, imagination and exercise of independent professional judgment in writing, producing, interviewing, taping or broadcasting of on-air material. Attend live, in-person appearances as scheduled by the station. Interview guests, and moderate panel or discussion show to entertain audience. Answer phone lines and interview members of listening audience. Set up equipment for broadcasts and promotions at station remotes and operate various types of broadcast equipment. Follow and enforce FCC regulations and station and company policies. Ideal candidate will have at least 1-3 years format experience, extensive knowledge of format artists and music and knowledge of Prophet System. Must be a team player, able to function in a team environment, and have a positive attitude both on and off the air. Computer skills and valid driver's license required. Resumes will not be accepted without an air-check. Forward air-check with your resume to: Hiring Manager, Clear Channel, 1600 Utica Avenue South, Suite 400, Minneapolis MN 55416 E-mail: <mailto:minneapolisemployment@ClearChannel.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.

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News/Talk WGCL (95.9FM/AM 1370) Bloomington, IN is searching for a Programming Assistant. Duties include, but are not necessarily limited to, implementing program clocks, maintaining Audio Vault automation system, monitoring station website and stream, writing/scheduling liners and promos, maintaining issues/ascertainment reports for public file, production of public affairs programs, staff scheduling, occasional program production, and facilitating successful communication between station departments. The position will also assist in various programming duties for sister station WTTS-FM. The successful candidate will be absolutely meticulous in detail and organization, possess strong verbal and written communication skills, possess a background in not only radio programming, but also web, HTML and WordPress CMS skills. This full-time position includes benefits and is based in Bloomington, IN for **Sarkes Tarzian, Inc.**, a locally-owned independent operator. Interested candidates should send a resume, introductory letter, and MP3 audio demo (no larger than 4mb) to **Brad Holtz**, WTTS/WGCL Program Director - <mailto:brad@wttsfm.com>.

**Entercom Indianapolis** WZPL, WNTR and WXNT radio stations are accepting applications for openings in our media sales department. If you're a self-starter, motivated, creative and goal driven, why not consider joining our team! We've got the brands, tools, training and market heritage to put you on the road to success. Candidates must possess exceptional communication, presentation and negotiation skills. One year previous broadcast experience preferred. To be considered for this position, please apply online at <http://www.entercom.com> and click on "Careers".

**Clear Channel's** country monster, WGAR/Cleveland, is looking for the world's greatest morning show producer to work on our super awesome new morning show! The greatest morning show producer in the world has super wicked good production skills, does killer show prep, likes to

schmooze and mingle with country singers and local celebrities and book 'em for interviews, has sick (as in good not like a virus or something) web skills, is a social networking supah genius and most of all LOVES working in a crazy fast-paced creative environment. This sound like you?? If so, RUSH your resume and the greatest demo you, the world's greatest morning show producer, have ever done to **Charley Connolly's** attention @ <mailto:charleyconnolly@clearchannel.com> Make sure you put "AM SHOW PRODUCER" in the subject line. P. S. This is NOT an on-air position, however, if you do have prior on-air experience, don't let that deter you from applying.

**Entercom Kansas City**, an eight station cluster, has an opportunity for an experienced Traffic Manager. We are seeking a dynamic team player with deep expertise in all facets of Traffic. The successful candidate will be able to maximize inventory in multiple formats and handle log preparation for multiple stations. He or she must be self motivated, focused, committed and able to work independently as well as be a strong part of a team. He or she must have excellent communication skills and have the disposition to work in a stressful environment while achieving high standards of excellence in all areas – both in performance and attitude. Strong analytical and problem solving skills are a must as are the abilities to prioritize and multitask. Interested candidates should send a completed Entercom application along with resume to <http://www.entercom.com/careers>

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 Wednesday evening for Thursday publication. No calls unless otherwise specified.



## 2011 Learning Conference Registration Form

July 14-16, 2011 • Minneapolis

PLEASE COPY THIS FORM FOR USE WITH MULTIPLE REGISTRATIONS!

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

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

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

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

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

Phone Fax

### 2011 Tuition

**Earliest Bird Tuition: \$149\*!**  
**Good for Professionals -Student/Teachers - Free Agents!**

Mail/fax/email COMPLETED FORM to:  
**The Conclave**  
**4517 Minnetonka Blvd, #104**  
**Minneapolis, MN 55416**  
**fax 952-927-6427 or**  
**[tomk@theconclave.com](mailto:tomk@theconclave.com)**

**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!)

Payment method?  CHECK  VISA  MASTERCARD  DISCOVER  AMEX

*For credit cards, please complete the following section-*

AMOUNT ENCLOSED / TRANSACTION TOTAL \$ \_\_\_\_\_

Credit Card # Security Code Expiration (MO-YR)

\_\_\_\_\_  
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