

the  
**Conclave** Presents

# THE TATTLEER

Since 1975

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Cartoons Suggested by Lenny Bronstein & Jay Philpott

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The NAB Radio Board Of Directors voted in favor of presenting **musicFIRST** a legislative "Term Sheet" in an attempt to resolve the longstanding performance fee issue. The Board predicated their support for the Term Sheet on the understanding that all provisions would remain part of any legislative package. Said NAB Radio Board Chair **Caroline Beasley**, CFO of **Beasley Broadcast Group**, "NAB remains 100% opposed to performance fee legislation pending in Congress. However, in a good faith effort to resolve this issue in the best interests of both radio and the music industry, we have endorsed a solution ensuring that broadcasters have a foothold in digital platforms of tomorrow...The Term Sheet represents a path forward for radio broadcasters and musicFirst to resolve this contentious issue in a manner that is fair and equitable to both sides...Today's endorsement includes provisions that are essential to the future of free and local radio, and we're hopeful that the musicFIRST Coalition finds it in their best interest to say 'yes' to this proposal." The bottom line? Music-playing terrestrial radio stations will agree to pay a limited performance fee, which would be set at between 0.25% and one percent of a station's net revenue. The actual figure would be determined by the degree of penetration radio chips will achieve in mobile phones, a clause that will become part of the ultimate legislation. The NAB presented the Term Sheet with the following caveats: 1) any legislative resolution must include permanent removal of the Copyright Royalty Board from setting rates for airing music or Internet streaming, 2) Resolution of the "AFTRA issue" outside of the legislative process by the musicFIRST coalition that would facilitate simulcast of over-the-air radio commercials on the Internet, 3) musicFIRST's acknowledgment and recognition of the unparalleled promotional value of terrestrial radio airplay, 4) Simplified airplay reporting requirements similar to the model used by ASCAP/BMI, 5) Congressionally-mandated radio-activated chips in mobile devices such as cell phones and Blackberry smartphones, with an acceptable phase-in period and inclusion of HD Radio chips when economically feasible, 6) Assuming a successful mandate of radio-activated chips in mobile devices, streaming rates that

broadcasters pay for simulcasts, webcasts and other non-terrestrial transmissions of music through 2016 would be reduced. In the event that a legislative mandate for radio chips in mobile devices is not achieved, the streaming rate reduction would not take effect until 50 percent of mobile phones have radio chips. The Term Sheet provides accommodations for small radio station operators, noncommercial stations, religious broadcasters and incidental uses of music by news/talk and sports stations. The Term Sheet also envisions that both the radio and music industry will work cooperatively to offer consumers more and better ways to listen to music. The Radio Board's action is a culmination of more than a year of discussions and dialogue between radio executives, the NAB and its membership, musicFIRST, and key leaders in Congress (the industry was first tipped to this breakthrough development in comments made by **Bonneville** CEO **Bruce Reese** at last summer's **Conclave Learning Conference**). Said NAB Joint Board Chairman **Steve Newberry**, President and CEO of **Commonwealth Broadcasting**, "From a position of strength, we have fashioned a Term Sheet for resolving the performance fee issue that in the long run is acceptable for radio...No broadcaster that I know relishes paying a new fee, but the terms of this agreement provide badly needed certainty for our business to move forward, and the positives of this accord far out-weigh the negatives." Newberry had shared the Conclave stage with former NAB President and CEO **David Rehr** in 2008, as Rehr emphatically indicated the NAB would compromise on PRA negotiations with musicFIRST "over his dead body." Rehr's successor, **Gordon Smith** said the Term Sheet "represents a path forward for radio broadcasters and musicFirst to resolve this contentious issue in a manner that is fair and equitable to both sides. Radio stations, artists and the record labels have more commonalities than differences, and adoption of legislation that reflects this Term Sheet will provide a framework for untold new revenue opportunities for both sides. We look forward to working with musicFIRST and its allies for swift legislative adoption of this entire package of initiatives that will help our businesses flourish in the digital age."

But even with the presentation of the Term Sheet, not everyone was singing in perfect harmony. Said musicFIRST spokesperson **Tom Matzzie**, "We are deeply troubled by the NAB's rewrite of the hard-fought agreement musicFIRST struck with broadcaster negotiators this summer. That agreement on fundamental economic terms was jointly communicated by the NAB and musicFIRST to Congress in late July. The NAB's term sheet gives the idea of a sweetheart deal a bad name. It might even be worse for the music community than the status quo. The July agreement, forged together, was a very tough compromise that required substantial give on both sides. But it was fair and both radio and music perceived value. We were looking forward to a new chapter where both the music and radio communities could move into the future as partners." He added,

the  
**Conclave** Webinars

## RADIO, WOMEN & NEW MEDIA!

The Alan Burns and Associates study, "Here She Comes: Radio, Women, and New Media" surveyed over 2,000 female AC and CHR listeners between 15 and 54 during the summer of 2010 to measure their attitudes toward and usage of both radio and new media. In it, questions were answered like: These women gave us insights into questions like: *What's the future of radio? Of your format? How are women using CHR? AC? Radio in general? Online media? How do we make our stations, our industry, better? What does your core listener want from a morning show? What would get her to participate in your promotion? If you'd like to know more about women and their media usage, you won't want to miss this important webinar.* This special webinar is free, but pre-registration is required at <https://www1.gotomeeting.com/register/710511657>

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"The NAB's term sheet gives the idea of a sweetheart deal a bad name. It might even be worse for the music community than the status quo." And **Consumer Electronics Association** Pres./CEO **Gary Shapiro** said he was "disappointed" with the NAB's offer and added "We have yet to identify one member of Congress willing to support your attempt to impose old FM technology on new portable products."

**Northern Broadcasting GM Charlie Ferguson** fired the first real shot from radio sending the NAB a letter, canceling the radio group's membership in the organization (the group owns six stations in Traverse City-Petoskey, MI). Says Ferguson in his letter to the NAB, "It's been bothering me for quite a while. The idea that radio should be paying artists to play their music strikes me as silly. We have had a mutually beneficial relationship with the artists ever since radio started playing records at KDKA/Pittsburgh, when record stores offered records for the station to play for mentions that they came from the record store. That's how the radio advertising industry came about. The way I see it, every time we play a DOOBIE BROS. song, we're giving them a free three-and-a-half-minute commercial. We don't have to have to settle anything...We already flipped one of our FM stations to Talk — and it saved us \$40,000 in music royalties by switching to Talk...and we're just in a little tiny market." NAB EVP **Dennis Wharton** told Joel Denver earlier this week that he wasn't aware of any other NAB membership cancellations, then added the following: "We believe history will show the NAB Board this week made the right decision. It's better to engage our adversaries and shape the future than have it shaped for us."

*COMMENT. Let's do the math. Charlie claims he saved \$40,000 in music performance fees by flipping one of his stations to talk. Using the lowest fee percentage mentioned in the NAB Term Sheet, .25%, Northern's net revenue for the small market station, prior to the format flip, figured to be \$16 million dollars. Sixteen. Million. Dollars. If that's true, we think Charlie made a strategic error in admitting his station was making that much money (and we must guess his other 5 stations are doing even better, given it is usually the weakest station in a group that flips formats). Once musicFIRST learns about how healthy — and wealthy — radio is, they're going to start clamoring for a much bigger percentage of the action! But that's silly. And it's a sign that rhetoric on both sides needs to be brought down a few notches. The NAB is doing the sensible thing in working with musicFIRST on this important issue, hoping to keep the setting of royalty fees away from the Copyright Royalty Board, while keeping the prospect of including FM/HD chips in all hand-held devices — thereby GROWING radio's audience - very much alive as part of the negotiations. We believe the NAB, and musicFIRST, is on the right track...even if they're not exactly where each other would like to be. Yet. — TK*

Next Wednesday, November 3rd at 3P EDT/2P CDT, the Conclave presents **HERE SHE COMES: RADIO, WOMEN & NEW MEDIA**, hosted by **Alan Burns** of **Alan Burns & Associates**. The webinar is free but preregistration is necessary by clicking on <https://www1.gotomeeting.com/register/710511657>. The Alan Burns and Associates study, "Here She Comes: Radio, Women, and New Media" surveyed over 2,000 female AC and CHR listeners between 15 and 54 during the summer of 2010 to measure their attitudes toward and usage of both radio and new media. "This is an encyclopedic study" said CEO Alan Burns, "addressing everything from major industry-wide issues to format-specific details for CHR and AC stations. These women gave us insights into questions like: *What's the future of radio? Of your format? How are women using CHR? AC? Radio in general? Online media? What are our biggest challenges and most important strengths? How do we make our stations, our industry, better? What's working...and not? What does your core listener want from a morning show? Who's her favorite artist? Who's she a little tired of? What would get her to participate in your promotion?*" "We even delved into these women's personal life priorities" said Burns. "What's more important to her: her job or her man? Sex or movies? Gossip or music? and other questions radio stations almost never get to ask." If you'd like to know more about women and their media usage - and how that knowledge will allow your station and format to maximize female listening - you won't want to miss this important webinar.

**JUST IN: Mark Edwards**, the former CBS/St. Louis programmer, has landed a new gig. Here's the story, as told by him: "I'm proud to report that I'll be back to work Monday as Program Director of **Entercom's** KUDL and KGEX in Kansas City. Soft Rock 98.1 KUDL is a heritage Adult Contemporary station, and I look forward to the challenge of leading it back to its place as one of Kansas City's leading radio brands. KGEX, Gen X Radio 99.7, is a new format targeted at Generation X, there are limitless opportunities with that brand, and I'm looking forward to giving the station the 'voice' it needs to grow in the months and years ahead. I'm very excited about returning to Entercom, a company I worked for in Denver. Their commitment to local programming and support of their brands makes them one of the best media companies to be with."

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It's official. **Tribune Co.** CEO **Randy Michaels** has resigned, ending an interesting three-years at the helm of the 163-year old media company. Michaels will be replaced by a four-member Executive Council, which will oversee the company as it deals with bankruptcy court. According to the **Chicago Tribune**, Michaels is out because of the clash between his "raucous, unconventional style [that] was intended to foster creativity at a company desperate for new ideas," and the perception by the board and Tribune editors that the "tactics were more irresponsible than effective. His behavior, they concluded, not only publicly embarrassed the company but exposed the board to potentially damaging charges that directors were standing by while management ran amok." "Some of what he was doing was necessary (to shake up a stale corporate culture)," one board member told the Tribune on condition of anonymity. "But he was way too heavily handed." The new Executive Council is made up of **Los Angeles Times** Publisher/CEO **Edy Hartenstein**, Chicago Tribune Publisher/CEO **Tony Hunter**, Chief Restructuring Officer **Don Liebenritt** and Chief Investment Officer **Nils Larsen**, who has also been named Chairman of Tribune Broadcasting. Tribune Broadcasting President **Jerry Kersting** will continue to oversee Talk WGN-AM, the company's 23 TV stations and cable network **WGN America**. COO **Gerry Spector** also remains with the company, reporting directly to the council. And What Of Randy Michaels' Recruits? While Michaels and Chief Innovation Officer **Lee Abrams** are gone, several other Randy recruits remain with the company. Their future with the company was not mentioned in the announcement or the Tribune story. In what now seems like an appropriate illustration of the Randy Michaels era at Tribune, the newspaper also reported that "on Wednesday, the day after news broke that Michaels planned to resign, a fake Halloween tombstone emblazoned with R.I.P. appeared in his office on the sixth floor of Tribune Tower. While many believed some wag had put it there as a final salute, sources said the gesture had come from Michaels, who put it there himself."

The **FCC** denied **David Edward Smith's** petition to deny the license renewal of **Emmis** Alternative WKQX/Chicago. The Commission denied Smith's 2004 objection to the station's then morning show, "Mancow's Morning Madhouse," over alleged indecency. Smith alleged that Emmis had "engaged in a pattern of willfully broadcasting indecent language" and that Emmis supported **Mancow's** "Slapp" lawsuit against Smith. The Commission noted Smith's arguments had been rejected twice, already, during the renewal of five Emmis stations in Indiana.

In an article with the **LA Times**, **Pandora** founder **Tim Westergren** called listening in the car his company's "holy grail" and noted that "half of the 20 million people who have Pandora on their iPhones use it...in the car." "Simply put," Westergren said, "half of radio listening happens in the car. People spend 20 hours a week listening

to music; 17 hours of that is from radio. About half of that radio listening, or 8.5 hours, occurs while they're in the car. Pandora is "actively developing products with car manufacturers and aftermarket stereo companies such as **Pioneer** and others. We're already working with **Ford**, **Mercedes** and other companies that we can't talk about now. Our goal is to be in every new car that rolls off the manufacturing line."

Despite **Minneapolis School Board's** plan to close North Community High School, the radio station based at the troubled schools plan to continue broadcasting. Noncomm Jazz KBEM/Minneapolis is based at the school and uses students as well as adults to operate the station. Station manager **Michelle Jansen** says the station is "self-sustaining" and will continue, although the district will make the final determination. Enrollment at the school have dropped 75% in six years.

**Great Plains Integrated Marketing** Talk WZFG-AM/Fargo morning dude **Bruce Kelly** launched a "North Dakota Bully Busters" campaign to get North Dakota's legislature to pass it's first anti-bullying law. ND is one of only four states in the nation without such a law on the books. On the air, Kelly is promoting the campaign with the motto "It ends today," sharing his own physical and sexual abuse experience along with his 11-year-old son Ryan's repeated physical bullying in North Dakota schools. "We need not only the support of North Dakota residents, but **Bully Busters** across the USA to help make our case to the State lawmakers and enact this law containing penalties and consequences for not only the bullies, but for parents who continue to allow this violence to continue in our schools", Kelly said.



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**Clear Channel** Rock WMMS/Cleveland morning guy **Rover** hired a witch doctor to place a curse on **Miami Heat** star **Lebron James**. Rover says the curse is payback for "the insensitive, pompous way James abandoned the **Cleveland Cavaliers**." The witch doctor used bones, blood and James' Miami Heat jersey to place a hex on the star live on the air. The last time a major league team from Cleveland won a championship was in 1964 when the **Browns** won the **NFL Championship**. In 2004, **ESPN** named Cleveland the most-tortured sports city in America.

Yesterday, the **Conclave** and **Arbitron** presented **Edison Research's AMERICAN YOUTH STUDY 2010** - a significant survey of the media and technology habits of America's 12-24 year-olds, hosted by Edison's **Larry Rosin**. If you missed the webinar, or want to have it to review or share with others, it is available now as a recording. To order, click on <http://www.theconclave.com/upload/webinarorderform2010.pdf>. And for details on The Arbitron Client Conference, 12/7-9, click on <http://www.arbitron.com>.

**Scott Hennen**, recently gone from the station he founded, **Great Plains Integrated Marketing** Talk WFZG-AM/Fargo, is back with a new syndicated show airing 2-5p (CT). The station will replace **Citadel's Sean Hannity** in the time slot.

**Digital Sports Network**, an online audio Sports station featuring familiar names from local Cleveland sports radio's past, is being launched at the **Cleveland Plain Dealer's** Cleveland.com site.

Former **Northern Lights** Rhythmic Top 40 KTTB/Minneapolis and **Clear Channel** Top 40 weekend/swinger **Zannie Kaye** is off to Clear Channel Rhythmic Top 40 KPEZ/Austin for mornings. Zannie will also be APD/MD at both KPEZ and sister Top 40 KHFI.

**Trumper** Top 40 KMVA/Phoenix MD/midday personality **Darrin Stone** resigned and is moving to **Hubbard** Hot AC KSTP-FM/Minneapolis for FT on-air duties.

**Clear Channel** Talk WLW-AM/Cincinnati fills the afternoon co-host slot vacated by **Eddie Fingers** with midday host **Scott Sloan**.

**Lincoln Financial Media** Country KYGO/Denver hires **John Thomas** as the new PD for KYGO and sister Oldies KRWZ-AM replacing **Joel Burke**, who left the company is August.

**Oasis Radio** Top 40/Rhythmic WJFX/Ft. Wayne has some lineup movement, including bumping up night jock **Chris Cruise** to afternoons with **Nugget** from Detroit taking over nights.

Condolences to family and friends of **Itasca Broadcasting** Oldies-Talk KOZY-AM and AC KMFY/Grand Rapids, MN owner **Mike Iazzo** who passed Monday at his home after a battle with cancer.

Condolences to **CBS** Country WYCD/Detroit PD **Tim Roberts**, who lost his mom, **Dorothy Mary Roberts**, this past Sunday from cancer.

Condolences to family and friends of former **Lee Arnold Promotions** business partner **Tony Arnold**, who passed 10.19.10 at 75 in Florida. Tony was a familiar figure at Conclaves in the 80s & 90s, as he manned the Lee Arnold booth at the annual Learning Conferences.

Condolences to Promo Vet **Jeff McClusky** and family on the passing of his mother, **Jane McClusky**, who died at 90 after a brief illness.



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97 KYCK The Valley's Hit County is in search of a morning show co-host. Want to work in one of the most competitive markets in the country? Want to work at the leading country station in the market that has been on the air for over 25 years? This might be the opportunity for you! Please send your resume and references along with your best audio (no audio, no consideration) to <mailto:jt@knoxradio.com>.

**Eagle Communications** in St. Joseph, Missouri is looking for experience. If you've had success in media sales, or have a very strong sales background...let's talk! The right candidate for this position will also be computer literate, possess good communication skills, and have strong customer focus. Responsibilities for this commissioned based position also include selling new prospects, working within deadlines, and assisting with collections. Employee owned Eagle Communications offers a very competitive benefit package including health and life insurance as well as 401K savings plans. E-mail cover letter and resume to <mailto:gary.exline@eagleradio.net>.

Looking for a very interactive (Phones, Facebook) night talent. The next generation of Country. If you've got the energy and the goods, rush your aircheck confidentially to consultant **Joel Raab** at <mailto:jobs@joelraab.com>

News Reporter/Anchor - 620AM – WTMJ Radio Education: College degree in related field preferred. Skills: Excellent written and verbal communication skills required; strong radio news reporting, writing and anchoring skills; strong problem solving abilities; high work ethic, news judgment and production skills; ability to meet deadlines and detail orientation; ability to read and decipher news source material; operate studio equipment; write news copy for on-air and online delivery; follow program logs; computer proficiency online, in newsroom software and digital audio/video programs, online content management systems, and social media. Experience: Minimum of one year's experience in journalism, including experience in news anchoring and reporting for a broadcast or online news operation. Duties: Report, gather, write and voice news stories under deadline in a live or recorded setting; anchor newscasts in a live setting; read news copy on the air and interact with on-air program hosts; fill in hosting news programming; generate story ideas, cultivate news sources and provide editorial support; anchor newscasts and function as a field producer for all stories assigned; produce digital news content; other duties as assigned by manager. Send cover letter, MP3 and resume to: **Jon Byman**, 720 E. Capitol Drive. Milwaukee, WI 53212. <mailto:Jbyman@620wtmj.com>

**Maverick Media** AC B103 needs a morning co-host to complement an established show. Is your life a closed book? Apply for one of the many card-reading gigs out there. I think there's a "back to" button somewhere on this page. Still here? Okay then... Send your mp3 and resume to **Timothy Crull** <mailto:timcrull@maverick-media.ws>.

Share your love of agriculture and media! Ag News 890-KQLX-AM is a Fargo-based radio station with a long ag tradition that serves our corner of the Dakotas and Minnesota with up to the minute markets and ag news. This is NOT a standard radio on-air position. Some radio experience and a STRONG ag knowledge is preferred but this can be a trainable position for the right person. Duties are on two levels: the ability to operate a basic on-air broadcast board AND to accurately deliver timely market updates six times an hour along with pertinent on-air updates. For consideration, email resumes to **Karen Erickson** at <mailto:kerickson@imagingsolutionsinc.com>.

**Great Plains Integrated Marketing** in Fargo, ND is looking for a talented full-time Producer/Technical Operator. 3+ years radio experience is required, must be proficient in Adobe Audition & Media Touch Systems. Duties include but not limited to production, news, copy writing, audio operator/engineering, back up to current staff. Candidate must be reliable, multi-functional and available to work weekends if asked. For consideration, email resumes to **Karen Erickson** at <mailto:kerickson@imagingsolutionsinc.com>.

WGIL is seeking a news reporter. Responsibilities include news gathering, writing, reporting and on-air anchoring. Adobe Audition, Newsboss and AudioVault experience is a plus, but not required. We believe in local radio and serving our community. If you do too and want to be considered to become the next member of our three person news staff, send your resume and CD or mp3 demo to: Galesburg Broadcasting Co., Attn: **Will Stevenson**, News Director, 154 East Simmons St, Galesburg, IL 61401 or email <mailto:jobs@galesburgradio.com>.

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Wanted: Digital Program Lead for KDWB-FM (**Clear Channel Radio** - Twin Cities). This position will work closely with the KDWB-FM Program Director and provide Clear Channel - Twin Cities with strategic, unique and creative digital audience development and growth. Responsibilities: Increase each KDWB-FM's digital audience at kdwb.com and daveryanshow.com, plus any mobile applications. - Analyze metrics and diagnostics - shape strategy for kdwb.com and daveryanshow.com - Monitor and report weekly on metrics, usage and relative value of ongoing promotions - Track and communicate areas of improvement and change - Collaborate with other brand managers (Station Program Directors) and Promotion Directors - create and program brand appropriate content that will drive digital audience and user engagement. - Develop an online marketing strategy for KDWB's website - include: social media, radi - and alliances with CC media partners that will grow the digital audience and increase user engagement. - Innovate ways - use CC digital properties - grow terrestrial ratings on 101.3 KDWB. - Work with the **Dave Ryan** in the Morning show: specifically - develop, create and collaborate content on kdwb.com and daveryanshow.com. And, - timely execute that content on those platforms. - Work with the KDWB Promotions Department - help execute the Dave Ryan in the Morning show promotions, both digitally and terrestrially. - Create and extend support - the station's promotion team at brand-specific events - Work with the KDWB Program Director - strategize the most effective use of on-air inventory - grow digital audience - Extend and maximize social media around the station brand's talent, news, sports, and music platforms - Communicate with Clear Channel Radio-Twin Cities Digital Program Director - ensure that local sites are in line with national digital priorities. Experience/Skills/Qualifications - A minimum of 3+ years professional experience working in some form of content creation - Experience working in radi - programming and/or marketing a plus - Strong management and people skills - Must be an idea factory, always coming up with new ways - keep content fresh - Strong knowledge of pop culture and current events - Must be highly organized - The ability - work quickly and shift gears on a dime - capitalize on traffic opportunities - Must be a self-starter wh - excels at working independently - Experience working with social media, if not professionally than - a high degree in your personal life - Omnlture Site Catalyst and And - experience a plus - Willing - multi-task and work beyond the job description - Healthy addiction - the Internet a must If you have the above qualifications, please e-mail resume, cover letter and salary requirements (ALL A MUST). Subject Line should read: Digital Program Lead - KDWB. DO NOT SEND ATTACHMENTS. They will not be opened. Cut and paste your resume in the body of the email. Send to: <mailto:minneapolisemployment@clearchannel.com>.

Get in on a the ground floor on a "new" station. We are rebranding and relaunching a Top 40 chr to a Top 40 rhythmic. If you have what it takes to be the best and destroy the competition then I WANT YOUR AIRCHECK. This is a great opportunity for the person that has been part time and is ready to move into the full time spotlight. Airchecks must be received by Nov 1st. Station will relaunch January 1 so you must be ready to be here after the holidays. Please include the following info with your aircheck: Name, Phone, Position wanted. Send airchecks to: <mailto:springfieldradiojob@gmail.com>.

**Withers Broadcasting** - New Country B97.9 - is looking for a high energy, CHR style jock for our afternoon drive. This opportunity is in a very small, unrated market. If you are looking to make a fortune, this is not where you need to be. BUT, if you are dependable, looking

to further your current on air career or want to break into the business, and have a great work environment, this is where you need to be! Ideal candidate should have working knowledge of Adobe Audition, great speaking voice, able to communicate with listeners via on-air and social media. You must be willing to relocate to Sikeston, Missouri. PLEASE NO REQUESTS FROM VT SERVICES...WE WANT A LIVE BODY IN THE STUDIO! If you think you would be interested in this SMALL MARKET opportunity, please rush your demo and resume to Program Director **C.J. Cruze** now! Send it to <mailto:jobs@b979.net> .

WLHT (Channel 9-5-7) On-Air Personality Grand Rapids' New Channel 957 is looking for a solid on-air pro to add to the superstars on our Townsquare Media team. You have: 1) Proven on-air skills, including phones, and an understanding of how you affect the bottom line in ratings and revenue. 2) Knowledge of/Passion for 90's/00's hit music. 3) Top notch production skills, including the ability to do imaging/promos when needed. 4) Burning desire to hit the streets and make friends, and not just when there's a talent fee. This is NOT someone's first radio gig. Show me why it needs to be your next one. Aircheck, resume, social networking links, etc. to: **Jerry Noble**, Channel 9-5-7, 50 Monroe Ave. 5th floor, Grand Rapids, MI 49503. <mailto:jerry.noble@townsquaremedia.com>

**BONNEVILLE ST. LOUIS MEDIA GROUP** - National Sales Manager Wanted. POSITION OBJECTIVE: To build, maintain and direct an effective national sales effort; Motivating and directing the national rep firms in a way that will assure the stations' national sales goals are achieved consistent with market goals and objectives. To be a fully contributing member of the sales management team and factor positively to the overall success and profitability of Bonneville St. Louis Media Group. POSITION REQUIREMENTS: • Minimum of (5) years - TV or radio sales experience. Experience should include: proven successful sales record with experience in effective quantitative and qualitative usage of market data, research and client promotions. ability to effectively organize, coordinate, train, & motivate - a well-executed national rep effort. c) ability to demonstrate creative thinking and contribute aggressive, enthusiastic and positive perspectives to business challenges and opportunities. d) ability to work effectively with management to design and implement national sales budgets & strategies and live within approved uddget. • Ability to develop and maintain client relationships within their respective market, to enhance the effectiveness of the national firms. Bonneville St. Louis Media Group Fax: (314)983-6308. Attn. **Amanda Koeppe**, Human Resource Director Web Site: <http://www.wil92.com>. 11647 Olive Blvd. <http://www.101espn.com>. St. Louis, MO 63141 <http://www.1065thearch.com>

#### **SITUATION WANTED**

Experienced, results-driven young woman seeking news reporter / news director assistant position. Small and medium market history, hard worker. **Kate Fetterly** 920 279 9758 [kmfetterly@yahoo](mailto:kmfetterly@yahoo)

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.

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