

the Conclave Presents

THE TATTLEER

Since 1975

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The **Conclave** proudly presents HOW TO PROFIT WITH HYPERLOCAL WEBSITES on Wednesday, November 17th at 3P EST/2P CST with **Sandy Davis** (Co-founder, **SmartSite Systems**) and **Danno Wolkoff** (Founder, CEO **Envision Radio Networks**). The webinar is free, but preregistration is necessary by clicking on <https://www1.gotomeeting.com/register/847836777>. During this unique webinar, you'll learn techniques you can use to increase online revenues with a Hyperlocal website. You'll discover how you can use a Hyperlocal website to create new revenue streams and take advantage of local advertisers that want to promote their business on the web in your market. This webinar will explore simple techniques of how to capture more ad dollars in your market; the type of products and services that sell best online; how other broadcasters are taking advantage of community websites; the challenges you may face and how to solve key issues in selling Hyperlocal products and services in your market. Your faculty for this presentation is Sandy Davis and Danno Wolkoff. Sandy Davis is the co-founder of SmartSite Systems which specializes in helping radio stations claim their fair share of local internet dollars. A former broadcaster with over 30 years experience in radio, Davis provides senior consulting services to companies across North America and has assisted broadcasters in designing and implementing successful Internet strategies. Danno Wolkoff is owner, founder, president and chief executive officer of Envision Radio Networks which provides content and services to more than 1,000 radio stations and reaches over 40 million listeners weekly. Envision Radio Networks, Inc. is the largest independently owned affiliate relations company in the country and supplies all types of programming and services to radio including morning show prep, short-form vignettes, live syndicated morning shows, long-form weekend programming, comedy services, remote broadcasts and event programming, off-air tools and web content, album releases and artist specials. *Comment: We could be wrong, but where else will you be able to learn about this wonderful, new potential revenue stream for your station? Investing one hour*

of your time next Wednesday could yield an immense payday for you down the road. And hey, the Conclave webinar's price is absolutely right! – TK

Today, the **Conclave** announced the commencement of its annual Giving Program: **The 2010 Friends of the Conclave Giving Campaign!** The Program will kick-off next Tuesday, November 16th, during **GIVE TO THE MAX DAY**, a special day of contributions for non-profits headquartered in the state of Minnesota...like the Conclave. On 11/16, donors to the Conclave can log onto a special website – <http://www.GIVEMN.org> – and provide the Conclave with an opportunity to add an extra \$1000 to Conclave contributions made via that site. Each hour on Tuesday 11/16, \$1000 will be given to a random donor's charity. The 2010 Friends of the Conclave Giving Campaign allows individual and corporate donors to contribute to the Conclave – a 501(c)(3) not for profit broadcast education organization. Depending on the level of contribution, an individual or corporation can become a **Platinum Friend of the Conclave** (for donations of \$5000 or more), **Gold Friend of the Conclave** (for donations of \$2500-\$4999), **Silver Friend of the Conclave** (for donations of \$1000-\$2499), or a **Bronze Friend of the Conclave** (for donations of \$500-\$999). A donation of any size makes the donor a **Friend of the Conclave**. And all contributions made to the Conclave may be considered tax deductible as a charitable donation. An annual donation to the Conclave as a Friend keeps education flowing to all industry members, helping radio stay vital and dynamic. Giving to the Conclave will help insure that radio continues to positively impact communities with important and effective communication that informs, entertains, and makes a difference in the lives of listeners and sponsors. Of course, donors who do not wish to participate in GIVE TO THE MAX DAY can contribute using more traditional means. Contributions may be sent directly to Conclave headquarters (4517 Minnetonka Blvd, #104, Minneapolis, MN 55416) or via a Pay Pal link found on the Conclave website (<http://www.theconclave.com>). *Comment: On occasion, we must not only remind our constituencies that the Conclave is a non-profit organization, but also share reminders that the organization relies on help from those constituencies BECAUSE it is a non-profit. That help can come in the form of volunteer work, attendance at seminars and webinars, contributions of in-kind assistance...and financial donations. We hope our supporters will take the time to donate next Tuesday. But if not Tuesday then at some other, more convenient, time. If the Conclave has helped you, or your station/group, in any way over the past 35 years, please consider saying 'thank you' with a donation...small or large...as we close out the year. And thank you in advance not only for your financial generosity but your generosity of spirit. Both are essential to keep your Conclave going and growing. - TK*

the Conclave Webinars

How to Profit with Hyperlocal Websites!

On Tuesday, November 17 you'll learn techniques you can use to increase online revenues with a Hyperlocal website. You'll discover how you can use a Hyperlocal website to create new revenue streams and take advantage of local advertisers that want to promote their business on the web in your market. This webinar will explore simple techniques of how to capture more ad dollars in your market; the type of products and services that sell best online; how other broadcasters are taking advantage of community websites; the challenges you may face and how to solve key issues in selling Hyperlocal products and services in your market. Faculty- Sandy Davis/SmartSite Systems & Danno Wolkoff/Envision Radio Networks. This special webinar is free, but pre-registration is required at <https://www1.gotomeeting.com/register/847836777>.

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

Conclave Webinar!

WEDNESDAY
NOVEMBER

17th

at

3P/EDT
2P/CDT!

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

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F·R·I·E·N·D·S
of
the
Conclave

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kicks-off next Tuesday, November 16th
during GIVE TO THE MAX DAY-

A special day of contributions for non-profits like the Conclave.
Donors to the Conclave can log onto a special website
to make a donation – <http://www.GIVEMN.org>.
or can donate via Pay Pal on the Conclave website -
<http://www.theconclave.com>.

or can send a tax deductible contribution to
The Conclave, 4517 Minnetonka Blvd, #104, Minneapolis, MN 55416.
If you or someone you know has benefited from the Conclave
through its seminars, webinars, or scholarship programs,
please consider the Conclave as a giving destination in 2010.



U.S. Bankruptcy Judge **Kevin Carey** approved **Tribune Co.'s** plan to pay up to over \$40 million in bonuses to 635 Tribune executives at the company Wednesday. The company agreed to withhold bonus payments for five executives (CFO **Chandler Bigelow**, SVP/ Investments **Daniel Kazan**, SVP/Financial Operations **Harry Amsden**, Tribune Publishing EVP **Robert Gremillion** and **David Williams**, CEO of **Tribune Media Services**) who may be defendants in lawsuits over **Sam Zell's** 2007 buyout of the company. At the hearing, the Judge ruled that the bonus request was not excessive; **Los Angeles Times** Publisher and member of the company's executive council **Eddy Hartenstein** said that the company's projected cash flow of \$617 million this year would result in bonuses totaling \$33 million for 640 executives (\$4.4 million for the company's top 9 executives and \$28.2 million for the others). Also undetermined are the bonuses to be paid to former CEO **Randy Michaels** and other executives who left in the wake of his resignation. *Comment: We will likely never understand the logic of paying bonuses to executives who were involved with a company in or facing bankruptcy, especially given all those employees who were fired from their jobs – receiving no 'bonuses' – to keep companies like Tribune afloat. - TK*

Great Plains Integrated Marketing Talk WZFG-AM/Fargo morning host **Bruce Kelly** posted a **YouTube** video as part of his **North Dakota Bully Busters** movement in response to the suicide of a Cooperstown, ND teenager who had been bullied online and through text messages. Kelly's video explains the need for Bully Busters and appeals to the public to join the cause. "This is radio at its finest," said Kelly, "joining the local community to enact a statewide law. This is real, societal change." Bully Busters have made the local news and are being contacted by national TV shows.

Longtime talker and former Conclave Keynote **Tom Leykis** is launching an AC online station, called "Your Office Companion" effective 9a CT Monday, November 15th on "a HD Surround Sound Cushion of 128kpbs." "November and December are notorious for terrestrial radio stations frontloading their playlists with non-stop holiday music, often earlier than people want or expect it, and certainly not all day long," Leykis said. "Well, consider 'Your Office Companion' the anti-Christmas. It's a pure fresh music presentation that sets and energetic yet comfortably familiar mood for the largely female AC audience with core artists such as **Taylor Swift**, **Lady Antebellum**, **John Mayer**, **Michael Buble**, **Maroon 5**, **Rob Thomas**, **Uncle Kracker**, **Five for Fighting**, **Daughtry**, **Train**, **Jewel**, **Plain White T's**, **Seal** and **Sheryl Crowe**. We're confident that one we lock ladies into 'Your Office Companion' from now 'til New Year's, we'll have them for all of 2011...and beyond." Yourofficecompanion.com is offered in an audio processing presentation superior to terrestrial radio stations across the country;

it is available in a variety of formats including **iPads**, **Blackberries** and **Androids**.

Congrats to **Broadcast Management & Technology** CEO and 2010 Conclave faculty member **Jay Meyers** who will receive the inaugural Alumni Lifetime Achievement Award in Humanities and Social Sciences from his alma mater, Drexel University. The award will be given on Friday, November 12th honoring the 20th anniversary of the College of Arts and Sciences.

Congrats to **Peak Broadcasting** Country KAWO/Boise, ID for helping collect about 15,000 shoes! KAWO teamed up with the **Boise Rescue Mission** and **Rosendahl Foot and Shoe Center** to collect shoes to help keep local families warm this winter. About one-third of the shoes collected were displayed on the steps of the Statehouse.

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>.

Mega 995 HD3, **CBS WYCD's** HD3 channel launched November 4th, giving Metro Detroit a Hispanic music option.

Journal Talk WTMJ-AM/Milwaukee's replacement for the long-running "Green House" in the afternoon will be "Wisconsin's Afternoon News," a three-hour news block anchored by former sister **NBC** affiliate WTMJ-TV anchor/reporter **John Mercure**. The new show debuts in the 3-6p weekday slot on January 3rd.

Advanced Media Partners, owner of WWCT/Peoria, switches the station from Alternative to AAA. **Long Island Radio Broadcasting** AAA WEHM/Hamptons-Riverhead, NY OM/MD **Harry Wareing** is currently programming the station – WEHM's GM is one of the owners of the Peoria group.

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PLAN NOW! BUDGET NOW!

2011 the Conclave

THE 2011 CONCLAVE LEARNING CONFERENCE

July 14-18 at the Doubletree Park Place/Minneapolis



DOUBLE TREE

TO REGISTER, VISIT
theconclave.com

EARLY BIRD TUITION \$149

Expires 12/31/10



Can You Afford NOT To Be In Minneapolis Next July??

Schurz Communications ups WSBT Radio Group GM and Radio-Indian VP **Sally J. Brown** as Pres./GM of WSBT TV and Radio effective immediately. Brown will oversee Schurz' **CBS** affiliate WSBT-TV/South Bend as well as continuing her present duties managing the company's South Bend and Lafayette, IN radio stations.

Classical MPR names **Daniel Gilliam** PD. This position oversees Classical MPR's regional team and will lead initiatives to engage listeners and projects specific to Minnesota. Gilliam's new duties became effective immediately.

Entercom Classic Hits WOLX/Madison names **Scott Miller** their new morning host. Miller will team up with **Heather Moore** and **Adam Elliot**.

Clear Channel taps Talk WLW-AM, Talk WKRC-AM, Sports WCKY-AM and Sports WSAI-AM/Cincinnati PD and AM OM **Darryl Parks** as VP/News Talk Ops. Parks will oversee spoken word content at Clear Channel nationwide.

Clear Channel/Wichita VP/Market Manager **Tom Glade** is out due to "flat sales numbers," according to a blog on the [Wichita Eagle](http://WichitaEagle.com).

Clear Channel Talk WOOD-AM/Grand Rapids 9a-noon hosts **Scott Winters** and **Michelle McKormick** have left the building.

WNOU/Indianapolis officially adds **Rachel** as the permanent co-host on **The Scotty Davis Show**.

Entercom Hot AC WZPL/Indianapolis hires **J.R. Ammons** as PD, effective Monday November 15th. Ammons was formerly PD at CHR WSTR/Atlanta.

Availz. Former **Warner Bros.** GM/EVP Promotion **Tom 'Grover' Biery** at tbieri@mac.com or 310.251.4888.

Clear Channel Classic Hits WJGH (Magic 107.3)/Jacksonville has named **Neal Sharpe** Program Director

Entercom/Kansas City names **John Karpinski** as Dir./Sales for its eight-station cluster of radio stations.

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 Communication 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.



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The Des Moines Radio Group is on the hunt for a promotional phenom to join our promotions team. This person must be highly organized and detail oriented to manage on-air, online and on-site promotions. This person must be a team player with a “can do” attitude in order to succeed in this position - as they will be working with a variety of departments, personalities and listeners. Responsibilities include maintaining promotional and event calendars for all six stations in the Des Moines Radio Group, STAR 102.5 KSTZ, 93.3 KIOA, LAZER 103.3 KAZR, LITE 104.1 KLTI, PRAISE 940 KPSZ, and 1350 KRNT, writing on-air promotional liners, processing promotional paperwork, maintaining station prize inventory, prize fulfillment and more. This position is the traffic cop/gatekeeper between the sales and promotions departments. This individual will be a key part of the implementation and execution of the Des Moines Radio Group street campaign. Flexibility, good decision-making skills, the ability to multi-task major projects, and a backbone are necessary. Excellent written and verbal communication skills, computer expertise and organizational skills are a must. The right candidate should be willing to work hard, change direction on a dime, be ready to be on the go and love every minute of it. This isn't a boring Monday through Friday, 9-5 job; this is the fast-paced, ever changing, always exciting world of radio. Interested candidates should rush their package and portfolio to: **Lindsay Reinert**, Des Moines Radio Group, 1416 Locust Street, Des Moines, IA 50309. <mailto:Lreinert@desmoinesradiogroup.com>

KQ98 - Your 20 In A Row Country Station, is on the search for part time air talent, who is upbeat, fun and possesses a winning attitude. Previous on-air experience a plus, but will train the right person. Must be available to work weekends and holidays. KQ98 is located in La Crosse, WI. We service NE Iowa, SE Minnesota and West Central Wisconsin. Send your resume, air-check and references to <mailto:rob@kq98.com> **Rob West** - PD - KQYB 201 State St La Crosse, WI 54656

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.

We're looking for the “spice” to compliment a solid, veteran host. No typical Dee Jays should apply. Quick wit, humor and a daring personality sought for a great working environment in a competitive market. Rush airchecks to consultant **Joel Raab** at <mailto:jobs@joelraab.com>

Advanced Media Partners is hiring an Operations Manager for 4 Radio stations in Peoria, Illinois; WPIA-FM (Top 40 KISS FM), WHPI-FM (JACK FM), WWCT-FM (99.9 WWCT Progressive Rock) and WZPN-FM (96.5 ESPN Radio). If you are an Program Director or Music Director for a contemporary music station and/or an assistant Ops Manager, this is your shot!! In addition to being OM, you will be the morning personality on KISS FM (WPIA-FM) Peoria's only Top 40 Radio station. Applicants can [apply @ ampillinois.com](http://apply@ampillinois.com) Submit your resume, references, salary expectations, your programming philosophy and an air check when you are applying. Advanced Media Partners is Peoria's only locally owned media company.

The Illini Radio Group in Champaign, IL is looking for our next full time production director. The market's top radio group is looking for an organized, creative, personable individual to maintain and execute the flow of work in commercial production for our 6 station group. Good spot copywriting skills are a must. Knowledge of iMedia Touch and Adobe Audition software a plus. Some station imaging and a daily shift on one of our music stations is also part of the job. Ideal candidate will have a minimum of 3 years full time radio experience already under his or her belt. Please e-mail your resume and demo to **Jonathan Drake**, operations manager, at <mailto:jdrake@mix945.com>. Or mail a physical package to: Illini Radio Group, 2603 W. Bradley Ave, Champaign, IL, 61821

Zimmer Radio of Mid Missouri is looking for a full time addition to our news team. Responsibilities would include news writing, interviews, cutting up sound, anchoring, and creating web/text/facebook/twitter content. If you're media savvy and have a talent for news writing and delivery, please send your aircheck and resume to <mailto:nicci@zrgmail.com>.

Hot 96-7/Mankato, MN. looking for our next Afternoon Drive Star! Candidate will: Be fun, and relatable, host an interactive show, image/mix with Adobe Audition, have

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Web, and Social Networking skills, love appearances, and will play well with the team. Send Resume & MP3 to <mailto:TerryCooley@RadioMankato.com>

SPORTS DIRECTOR Red Rock Radio Corporation in Duluth, Minnesota is seeking an experienced and entertaining broadcaster to oversee all sports programming on four radio stations. Ideal candidate will have a substantial knowledge of sports and play-by-play skills. The individual would schedule and program all activities on Red Rock's all-sports station, and oversee live broadcasts of nationally ranked football and hockey programs from the University of Minnesota/Duluth. The person will also report sports on three FM morning shows in Duluth. Letters, resumes and sample broadcasts can be sent to <mailto:jobs@redrockradio.org>.

General Manager needed- **GoodRadio.TV** is expanding in Missouri and looking for a small market manager. If you have a strong background in small market sales and understand community oriented radio...we'd like to talk with you. GoodRadio.TV is an equal opportunity company. Send resumes to <mailto:gpelletier@goodradio.tv>

Saga Communications in Spencer, Iowa is looking to add to our full time on air staff. Here is your chance to work for the region's top radio stations! We're looking for someone who is: -Energetic-Self-motivated-Capable of wearing multiple hats-Computer and internet/website savvy-Has good production skills-Understands local radio-Understands radio is sometimes more than a 9 to 5 job If you fit the above criteria...we would love to talk to you! Send your resume & demo to: Kevin Tlam, KICD / KLLT Operations Manager, P.O. Box 260, Spencer, Ia 51301. <mailto:ktlam@ncn.net>

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>.

Chicago's Alternative, Q101 (WKQX-FM), has a rare opening for a part-time air personality. Qualified applicants must live in or near Chicago and be consistently available to work weekends and various fill-in shifts during the week. The ideal candidate will be a two-way communicator (both on-air AND online) with a minimum of two years on-air experience. Email resume and mp3 files to: <mailto:q101weekendjob@gmail.com> or mail to **Kyle Guderian**, Operations Manager, Q101, 230 Merchandise Mart Plaza, Chicago, IL 60654.

Looking for an experienced morning show producer for a market leading medium sized Midwest city...if this is you send me an e mail: <mailto:pdrossman@gmail.com>

CBS Radio Minneapolis seeks a Chief Engineer to oversee, plan and develop all aspects of radio technical facilities for its radio stations: WCCO AM, WLTE FM, and KZJK FM. This candidate will be responsible for integrity of the on-air product. Select, install and maintain high-power transmitters and all associated equipment; modify and document all broadcast circuitry. Purchase studio equipment; maintain mixing consoles and all associated in-studio equipment. Work with technicians to troubleshoot circuits; cross connect in-house circuits. Review logs and complete EAS tests and tower lighting requirements. Generator testing, fueling and supervision of maintenance. UPS testing and supervision of maintenance. Supervise Broadcast Engineers and Technicians. Supervises and coordinates over-all facility and building maintenance, and work with building management. Ten years experience in broadcast engineering including experience with directional antenna arrays and broadcast transmission systems. Must understand FCC regulations. Vast knowledge of digital and analog studio equipment required. SBE Certification required; knowledge of CAD systems & techniques desirable. Valid state driver's license for operation of company vehicles is required. Management experience and/or training desirable. Interested applicants please apply to: <http://www.cbsradio.com>.

KRDO News Radio 105.5 FM and 1240 AM is searching for a Radio News Anchor. If you are creative, inquisitive and have at least four years experience working in news, read on. The job? Anchoring newscasts, writing and reviewing newscast scripts, writing and delivering news promos, developing story ideas, working with TV news department, etc. Requirements: The successful candidate must have a degree in Journalism, English, Political Science, Communications or related field; have a mastery of the English language; four years experience in news (radio broadcasting preferred); strong writing skills and good news judgment; be able to perform in a fast-paced newsroom with flexible hours; be able to appear on TV for traffic reports and news; have a pleasing personality and voice. When applying for this position, tell us where you found out about this vacancy. Send resumes to: NEWSCHANNEL 13, Attn: Human Resources, 399 S. 8th Street, Colorado Springs 80905. Telephone (719) 632-1515. Fax (719) 444-8601. Email: <mailto:personnel@krdo.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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