

the
Conclave *Presents*

THE TATTLEER

Since 1975

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Join us for the first webinar of an exciting and crucial year for all media platforms. It's not 1985, 1995 or even 2005 anymore - it's 2011. As the signs point toward a slowly improving economy, will the industry's tendency to revert to old thinking further stall our comeback? Or, can we change our mindsets enough to meet our future challenges - many of which are here NOW! On Wednesday January 12th, the Conclave presents its first webinar of 2011 - **GETTING OUT OF 1985: LEE ABRAMS ON 2011 AND BEYOND**, presented by [Envision Radio Networks](http://www.envisionradio.com) (<http://www.envisionradio.com>) - at 2P CST. This Conclave webinar is free, but pre-registration is necessary by clicking on <https://www1.gotomeeting.com/register/730797272>. **Lee Abrams** is our presenter for the first Conclave Webinar of 2011, and we couldn't be prouder to have one of our industry's greatest thinkers assess the landscape of our media and culture and not just offer mere predictions on the year ahead, but food for thought on how to adjust your stance on the many issues that need immediate attention! You'll leave this hour-long webinar with new inspiration, insight and energy to face the future! Conclave Webinars are coordinated and hosted by Conclave Board member, **Jay Philpott** from The Arch/St. Louis.

The **Performance Rights Act** (HR 848) was placed on the Union Calendar, Calendar No. 405 by the House Judiciary Committee yesterday. It's extremely unlikely there will be any action on it for the remainder of 2010...However, the legislation did make it out of committee and has been sent to the full House. The **NAB** spoke to a number of Congressional offices and all sources confirmed that the committee report for HR 848 was filed along with a number of committee reports for other unresolved bills from the House Judiciary Committee. These offices, both Republican and Democrat, confirmed that there was no plan to bring the performance fee bill to the House floor. NAB EVP/

Communications **Dennis Wharton** says, the "NAB is watching the waning days of the lame duck very closely to guard against a dark-of-night attempt to pass the bill that passed out of committee last year. Meanwhile, we continue to engage congressional leaders with our offer to resolve this issue once and for all, as was evidenced when our Board adopted the Term Sheet at our October NAB Board meeting."

The **Nielsen Company** is ending its measurement of radio in the US. The Fall 2010 ratings were the company's last for radio; back data and limited access to Radio Advisor software will continue to be available for use by clients as required. The statement issued by the company says, "The decision has no impact on The Nielsen Company's international radio measurement, and we will continue our radio measurement operations in each of the 11 countries we currently serve." Nielsen got involved with US radio ratings in 2008 and had initially gained **Clear Channel** and **Cumulus** business in smaller markets.

Clear Channel Top 40 WVKs/Toledo morning host **Andrew "Andrew Z" Zepeda** is seeking alcohol treatment in lieu of a plea and trial on three felony charges related to a break-in at his **Andrew Z's Sports Pizzeria** in Perrysburg, OH. Zepeda's attorney asked the court for the treatment option instead of entering a plea, with a hearing scheduled on Jan. 28th. Zepeda was indicted by a Grand Jury in November on three different felony charges, including felony theft, failure to remit sales tax and complicity to commit breaking and entering. Zepeda, his uncle **Paul Zepeda** and **David R. Wright** were indicted in the incident that involved an October 15th break-in after the restaurant was closed for nonpayment of rent.

Salem Radio Network host **Michael Medved** visited rival talker **Ed Schultz' MSNBC "The Ed Show"** to defend another talk host, **Premiere's Rush Limbaugh**, against racism charges leveled on Schultz' show against Rush by a fourth talker, **Rev. Al Sharpton**. SRN VP of News and Talk programming **Tom Tradup** says that Medved "has repeatedly been in the forefront of the battle to stop efforts to muzzle talk radio, whether through ill-advised regulations like the so-called 'Fairness' Doctrine or in thinly-veiled intimidation such as Rev. Al Sharpton's publicity stunt appearing at the **FCC**. American radio listeners vote every day with their on/off switches, and for over 20 years the marketplace has made Rush Limbaugh a leader in our industry. That may upset marginally-successful hosts like Rev. Al Sharpton, but muzzling Rush has about as much chance as **Nancy Pelosi** being elected the next RNC chairman."

the
Conclave Webinars

Lee Abrams-
Getting Out of 1985!

Conclave
Webinar!

Wednesday
January 12th
at
3P/EST
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Conclave Webinars are FREE! Visit www.theconclave.com for details!



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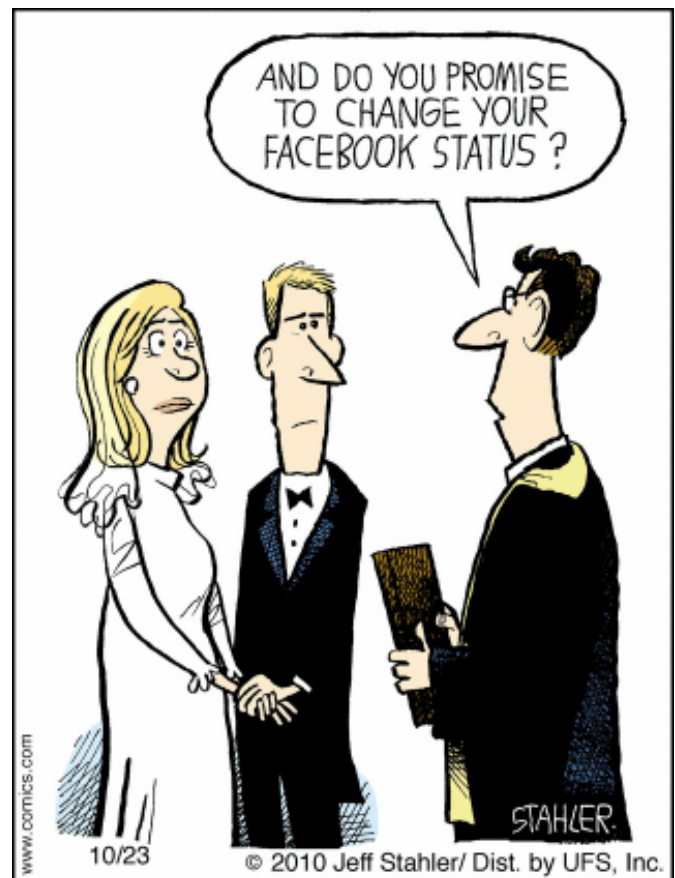
CBS Talk WCCO-AM/Minneapolis weekend host and former morning legend **Charlie Boone** is retiring after 51 years at the station, 30 of those years co-hosting mornings with **Roger Erickson**. The station is paying tribute to Boone with special programming and guest appearances all week. Erickson will join Boone on his final show December 18th. **GM Mick Anselmo** said, "For more than 51 years, Charlie Boone has been the sound of home for generations of Minnesotans who turn on WCCO Radio. It is a privilege to have worked with and listened to a Minnesota broadcasting icon." "These almost 52 years have been a gift. CCO is where I met my radio partner Rog Erickson and where I met my life partner, Carol Heen, who is the most important interview of my life." said Boone. "I will always love CCO and I celebrate all of the people I work with."

Did you miss **Coleman Insight's Warren Kurtzman** and his revealing **Conclave** webinar - DEBUNKING THE MYTHS OF PPM – last Tuesday? A recording of this important presentation that shed light on many misunderstandings about how to position, program, promote and market radio stations under electronic audience measurement is now available for just \$3.99. To order your copy, click on <http://www.theconclave.com/upload/webinarorderform2010.pdf>. This webinar will be moderated by Conclave Board of Directors member **Jay Philpott** of 106-5 The Arch/St. Louis.

Forrester Research's annual report on US consumers' use of online media showed that, for the first time in the company's research, the average consumer spends as much time online as with TV offline, and traditional, offline radio use declining 15% over the past five years as online media consumption continues to grow (121% over the five-year period; TV use grew 5%, while newspapers and magazines showed steep declines.) The study, "Understanding the Changing Needs of the U.S. Online Consumer, 2010," shows that broadband adoption, although slowing, has resulted in a projected 91% of online households using broadband by the end of 2010, but listening to online streaming audio is among a group of activities in which a relative few users participate: 24% of respondents said they listened to streaming audio, up from 17% in 2007 but well behind using e-mail (92%), buying products (60%), sending or receiving photos (49%), social networking (35%), streaming video use (33%), and instant messaging (33%) but ahead of reading blogs (18%). The study also noted that users' media use is migrating to mobile phones, with the percentage of people using mobile devices to listen to music grew from 5% in 2008 to 17% in 2010. **Arbitron**

disagrees and released an analysis of their own in response, noting that, contrary to Forrester's assertion that younger demos have abandoned radio in favor of online media, PPM data shows weekly cume ratings and time spent listening to radio in ten PPM markets steady or slightly up over the past three years. The numbers show cume ratings for persons 12-24 up 92.8-93.2-94.1 from September 2008 to September, and TSL up 8:46-8:54-8:55 in the same three surveys.

Clear Channel Country WBCT/Grand Rapids PM driver **Dave Conrad** will receive a kidney transplant in the New Year. Conrad was notified Wednesday while on the air that a matching donor, "a young woman in Grandville," had been found. Conrad has been undergoing dialysis for 2 1/2 years after a 2006 motorcycle crash en route to a station charity event triggered a hereditary disease. He plans to continue his "Team Conrad" charity work for kidney disease awareness, with participation in the National Kidney Foundation's Kidney Walk on May 1st.



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New Northwest Broadcasters CEO **Trila Bumstead**, whose company went into receivership, is buying five stations in the Astoria, WA area and four more stations in Anchorage, AK from the company for her **Ohana Media Group**. The deal, not yet filed with the **FCC**, would include Sports KKEE-AM and Talk KAST-AM/Astoria, OR; Classic Rock KCRX/Seaside, OR; Country KVAS/Ilwaco, WA; Hot AC KLMY/Long Beach, WA; and Modern AC KDBZ, Top 40/Rhythmic KFAT, Adult Hits KBBO and Country-Rock KXLW/Anchorage. No terms were disclosed.

Congrats to **CBS** Country WYCD/Detroit for raising \$338,700 during their "Cares for St. Jude Kids Radiothon" December 9-10. That's \$50,000 more than in 2009! "Once again our WYCD listeners came to the call and pledged an amazing amount of money for St. Jude's," said VP/Market Mgr. **Debbie Kenyon**. "We are thrilled with the outpouring of support for this worthwhile cause."

Cumulus Top 40 WKFR/Kalamazoo collected over 4,200 toys for needy kids during its annual Stuff the Bus promo for **Toys For Tots!** The station's personalities broadcast live in the cold, filling a Kalamazoo Metro Transit bus with toys for the **Marine Corps'** program.

Ohio-based agriculture news service **Agri Broadcast Network** has ceased operation. ABN's website shows a message from parent **Advance Broadcast and Communication, LTD.'s Lindsay Hill** reading, "it is with great regret that I share that today marks the final day of operations for Advance Broadcast & Communication, LTD. I'd like to thank our advertising partners and friends who have supported this journey through the years. And, express my sincere appreciation to each of you for tuning into your radios to join us 'on the farm' everyday." ABN was founded in 1972 by **Ed Johnson**, whose son Bart, sold the operation to **Clear Channel** in 2001 and launched a competitor, **Ohio Ag Net**, in 2007. Advance bought ABN from Clear Channel in 2007.

Clear Channel Top 40 WKSC/Chicago morning man **Kevin "Drex" Buchar** is no longer with the station. The entire morning team, including sidekicks **Mel "Mel-T" Tovar** and **Angi Taylor** were taken off the KISS website and the morning show's **Facebook** page vanished also. Rumors have Mel-T and Taylor coming back as part of a revamped morning show.

REGISTER NOW – SAVE \$100! 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 *Women in Media* Networking Event. Thursday July 14th kicks off with the 2nd annual **Jacobs Media Summer School**, concluding with the 8th annual Promotion Summit, presented by **PromoSuite**. 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. The "earliest-bird" tuition for the 2011 Learning Conference is still priced at just \$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>. But hurry, the \$149 tuition expires on 12/31/10...just 15 days away...and rises to \$249 on 1/1/11!

Cumulus flipped Adult Standards WSOM-AM/Youngstown, OH to Talk.

Cumulus Alternative WZNN/Green Bay drops the format for what people are calling "a AAA/AC hybrid."

The transition of **Fun with Radio** Alternative WWCD/Columbus, OH to its new 102.5 FM frequency will be completed any day now with the end of its simulcast on its original 101.1 signal. Simultaneously, on 101.1, the debut of a new Classical format under new owner **Ohio State University's WOSU Public Media**.

Citadel Sports WEFM/Whitehall-Muskegon, MI has flipped to AC as WWSN. The station seeks to fill the gap left by the demise of **Clear Channel** AC WSHZ which was replaced by Country WMUS.

Main Line Broadcasting Adult Hits WGTZ/Dayton named **Brad Waldo** as PD. Brad was most recently a partner in music industry e-commerce startup **Laredo Waldbush, LLC**. Waldo has programmed KATY/Riverside, KGBY/Sacramento, KKLT/Phoenix and has consulted for Main Line in recent years.

Bonneville AC WTMX/Chicago night host **Jeff Corder** has left the building.

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The Conclave returns to the **The Doubletree Hotel Minneapolis-Park Place** for the 2011 Learning Conference on July 14-16, 2011. It also returns with the same \$99 room rate (plus tax) Conclavers enjoyed last summer - the lowest price for sleeping rooms of any announced industry gathering scheduled for 2010 or 2011! Located just 3 miles west of downtown Minneapolis in St. Louis Park, the Doubletree has plenty of FREE parking for those driving to the event and for those flying into Minneapolis, the ultra-convenient light rail can transport registrants downtown where they can be picked up and delivered to the Doubletree courtesy of the hotel's free shuttle service! Regarding the superlow room price, know that there are a limited number of \$99 sleeping rooms available, so book yours now by calling 1-800- 245-9190 or clicking on the Conclave's own Doubletree room reservation page at <http://doubletree.hilton.com/en/dt/groups/personalized/M/MSPPHDT-CNC-20110713/>

index.jhtml?WT.mc_id=POG. The hotel's address is 1500 Park Place Boulevard, Minneapolis, MN 55416 (phone 952- 542-8600). To learn more about the Doubletree, click on <http://www.emarketing360.com/DoubleTree/MN/DPPM/>.

THE LAST TATTLER! This will be the last scheduled TATTLER for the year. The first issue of 2011 will be in your hands during the first week of January. Conclave events and webinars will be updated as needed on <http://www.theconclave.com>. The Conclave office will be reachable throughout the holidays at the address, phone and email addresses found at the bottom of this page. On behalf of the Board and staff of the Conclave, have a wonderful holiday season and a prosperous New Year! And don't forget to register for the 2011 Learning Conference and save \$100 if you do so before 1/1/11.

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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 _____

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The 36th Annual Conclave Learning Conference

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Well I must've been on Santa's naughty list, because so far all I've got for Christmas is a part-timer leaving to go back to college. Now I've got around 2-3 weeks to find someone to fill the opening. This is part-time only...sorry, wish I could promise that this will go full time but I can't. (but hey, I never say never). I need a vibrant, energetic person that knows what it takes to run an interactive request show on Hot AC (6:30-10pm). You'll take phone and text requests, interact with listeners via FB and twitter and go out on remotes occasionally to meet the listeners. I'd prefer someone with knowledge of AudioVault, Adobe Audition and/or SAW. This position is in West-Central Illinois in a town called Macomb. It's a college town (WIU) that's a pretty fun place to live. It's also an affordable and safe place to live. Heck, I'd even do my best to help you find another part-time job around town to help you out. If you're interested, please send a cover letter and resume along with air check mp3s to: <mailto:musefan75@yahoo.com>.

Midwest Communications, INC. is searching for a Creative and Enthusiastic Creative Director with the possibility of mid-day or morning show on-air shift the for its Duluth, MN Radio Stations. We're looking for someone who is well organized and has an eye for detail. The Creative Director will be responsible for overseeing all elements of production including copywriting and producing commercials. This person SHOULD be proficient in Adobe Audition(Cool Edit), Maestro, and Microsoft Office applications with a minimum of two years radio experience preferred. We offer a competitive salary and a full benefits package. If you have the goods, send a Resume, Cover Letter and at least 3 examples of work written and produced by you and air-check to Mark Fleischer, Operations Manager, Midwest Communications, 715 E. Central Entrance, Duluth, MN 55811 or email <mailto:mark.fleischer@mwcradio.com>. Get your package to me today as we will begin interviewing immediately. Applications will be accepted through December 23, 2010.

Reising Radio Partners Incorporated is looking for it's next General Sales Manager for our cluster of three FM stations which are prospering in Columbus Indiana. This is not a turnaround situation. GSM candidate must exhibit strong ability for client focused, local direct sales. Coaching, training and ongoing development of personnel is the primary mission. Local direct sales is the primary emphasis. Must understand all media and be able to produce results producing plans for client advertisers. We boast a fun family company environment and wonderful quality of life in our City. In November 2010, Forbes magazine

selected Columbus as one of the top ten best small cities to raise a family, saying Columbus is one of the cities that "sweep our ranking of quiet, prosperous, and family-friendly places . . . these places boast solid average incomes, good educational prospects, low costs, short commute times, and high rates of home ownership." In the March 22, 2010 Chicago Tribune, Alfred Borcover says, "In the heart of the so-called Rust Belt lies an extraordinary example of what vision and open-mindedness did for a central Indiana industrial town set amid farm fields . . . Columbus, however, is a town that lifts your spirits . . . some 60 architectural gems — schools, a library, churches, banks, a post office, fire stations, a newspaper and offices — make you ooh and aah." Compensation package includes salary, bonus, healthcare, HSA contribution, IRA contribution. Send resume and salary requirements to <mailto:jobs@qmix.com>.

Zimmer Radio Inc is searching for a morning news anchor/reporter for News/Talk KZRG Joplin MO. This position would include anchoring morning drive news, report, write and produce news for the other dayparts. Plus help cover breaking news and weather as warranted. Must have a passion for news! Send your audio and resume today! Email welcomed at <mailto:josh@zrgmail.com>. Zimmer Radio Group/KZRG, Attention: News Director, 2702 E 32nd Street, Joplin, MO 64804, NewsTalkKZRG.com.


A-M 12-50 W-S-P-L is looking for another team member to join its ranks. Our full service/news-talk station is looking for air talent. Could you be the one we're looking for? Send a resume and air sample (no more than 3mg) to <mailto:david@theradiogroup.net>

Midwest Family Broadcasting is looking for highly motivated candidates for a Morning Show Co-host position on WJQM – 93.1 Jamz. Qualified candidates will have at least 2 years of full or part-time experience in the CHR or Rhythmic CHR formats. Candidates should be very creative, with good organizational and communication skills. Our ideal candidate will have extensive knowledge of Adobe Audition. This position requires being able to run the board for a phone intensive morning show while also contributing creatively to the morning show. Most importantly, you must be able to start immediately! Please email or mail your resume and air-check with production samples to: WJQM, c/o EEO Coordinator, 730 Ray O Vac Drive, Madison WI. 53711, <mailto:eo@mwfbg.net>.

Midwest Family Broadcasting is looking for highly motivated candidates for a Morning Show Producer position on WJQM – 93.1 Jamz. This position includes, but is not limited to: Booking guests for the morning show, Call screening and choosing good phone call, Producing a weekly "best-of". The qualified candidate will be a good communicator and extremely organized. Knowledge of basic Microsoft Office programs and Adobe Audition are a must. Must be able to function fluidly in a fast paced work environment and contribute on a creative level to a phone and bit intensive morning show. Most importantly, you must be able to start immediately! Please email or mail your resume and air-check with production samples to: WJQM, c/o EEO Coordinator, 730 Ray O Vac Drive, Madison WI. 53711, <mailto:eo@mwfbg.net>.

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I'm in need of a reliable, talented individual to anchor our weekend team and pick up swing/vacation shifts as well as some production at CHR 104-7 KCLD in St. Cloud, MN. This station is all about FUN! If you have skills and desire, get your stuff to me asap! <mailto:jjholiday@1047kclld.com> My guy that was handling this is off to a FT night gig in a great market! Now is your chance to play and learn at a station that still believes in live talent. Hurry, this position will be filled quickly - like within the next 10-14 days.

Traffic reporter for major market radio station in the Midwest. Potential for full time, for the right person. Prior experience a must! E-mail MP3 Aircheck & Resume to: mailto:chicago_jobs@Westwoodone.com. Metro Networks, 161 N. Clark St. Suite 1300, Chicago, IL 60601

Top 25 Radio Market Opportunity - **Clear Channel Radio St. Louis** is seeking to hire General Sales Manager. We are looking for a dynamic, self-motivated GSM with a proven sales history who exhibits strong leadership skills and the ability to recruit and inspire the best talent. Must be a self-starter, proactive problem solver, and an independent worker motivated to produce wins! The successful candidate must demonstrate the following skills: The drive to meet with Key Cluster Clients to evangelize Clear Channel's Integrated Solutions to generate significant results. Attract, develop and retain top quality sales talent creating an atmosphere of a high performing team. Account executive training and development to increase revenue results through in-field training and lead development. Leads by example; establishes and reinforces a standard of excellence for prospecting, proposal writing, and customer service. Understanding of Inventory/Yield Management principles with effective implementation to generate desired station revenue results. An understanding of Strategic Account Management by

creating, guiding and managing Key Account Strategy for assigned account executives. Recognizes the value and need for Digital Media to provide greater results for cluster clients. The ability to create comprehensive value based positioning presentations that differentiate Clear Channel's vast resources competitively. The ability to accurately forecast current and future months/quarters. Additional responsibility to proactively recognize and address any potential gaps with specific result driven corrective actions. Effective negotiator of direct and agency business with an understanding of Radio Ratings. Must be proficient in developing effective and comprehensive business plans for revenue growth. Must be able to work well with other departments to achieve success. must possess the ability to work independently and collaboratively with others. have excellent communication skills. Job Requirements: Three or more years or increasingly responsible experience in radio sales, radio sales management or marketing and/or promotions. This position requires a Bachelor's degree in related field or equivalent experience. An exceptional positive attitude is required. This leadership position requires a relentless "get it done" work ethic. All interested and qualified candidates should submit resume to: <mailto:stlresumes@clearchannel.com> with "GSM/AA" in the subject line.

Clear Channel Talk WTAM-AM/Cleveland is looking to fill a part-time opening in its news department. The position includes local news coverage as well as anchoring newscasts. Applicants should have field and "behind the mic" experience, strong writing skills and a passion for broadcasting. Web skills, including video and photo editing are a plus. Send audio CDs or MP3s and written resumes to **Darren Toms**, Director of News Operations, WTAM, 6200 Oak Tree Blvd., Suite 400, Independence, OH 44131 or <mailto:dtoms@wtam.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.