

the Conclave Presents

THE TATTLER

Since 1975

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Cartoons Suggested by Lenny Bronstein & Jay Philpott

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Cumulus and Citadel Broadcasting have entered into an exclusive agreement to negotiate a merger under which Cumulus would acquire all of the outstanding common stock and warrants of Citadel at a price of \$37 a share. Citadel owns and operates 225 radio stations in over 50 markets and also operates the Citadel Media business, which is among the largest radio networks in the US. According to terms of the proposal, the payment received by Citadel shareholders would consist of a combination of cash and Cumulus stock for each Citadel share and warrant, with a fixed exchange ratio. Based upon the proposed cash and stock election formula, \$37 per share consideration would, on average, be capped at a maximum of \$30 per share in cash and a maximum of \$14 per share in Cumulus stock. Cumulus said they expect to fund the cash portion of the purchase price with up to \$500 million in equity financing from **Crestview Partners** and **MacQuarie Capital**, and the remainder through debt financing to be led by **UBS Investment Bank** and **MacQuarie Capital**. After giving effect to the proposed merger, Cumulus would own 570 radio stations across approximately 120 US markets.

Minneapolis-based **Target Corp.** and **Lady Gaga** team up to promote gay equality. In return for the deal to carry an exclusive edition of Lady Gaga's "Born This Way" album, Target execs agreed to meet with Lady Gaga and her manager in Minneapolis to discuss how Target can become more supportive of gay rights. In the meeting, Gaga demanded that Target make up for its support of candidates perceived as anti-gay, such as former Minnesota

gubernatorial candidate **Tom Emmer**. Gaga said the meeting was "one of the most intense conversations I've ever had in a business meeting." "Part of my deal with Target is that they have to start affiliating themselves with **LGBT** (lesbian, gay, bisexual and transgendered) charity groups and begin to reform and make amends for the mistakes they've made in the past." Gaga told **Billboard**. "Our relationship is hinged upon their reform." **Dustee Jenkins**, Target's VP of Communications, says Target wants to work with Lady Gaga, and is reviewing its policy on corporation donations through a newly created committee on political giving. Jenkins can't rule out future contributions to candidates who have voted against gay-rights issues, but said, "We just believe that this additional oversight will demonstrate our intent to be more thoughtful."

Radio's growth increased 6% year-over-year to \$17.3 billion reports **The Radio Advertising Bureau**. "Coming off solid results through the first three quarters of 2010, Radio's 7% increase in Q4 and full-year gain of 6% cap the year on a strong note — the best comparative figures we've seen in over a decade," said **RAB** Pres./CEO and 2009 Conclave keynoter **Jeff Haley**. For the full year, spending in the Digital sector increased 24% and Spot revenue rose 6%. As anticipated, the key Automotive category regained the #1 rank for Spot spending, powered by 22% comp period increases for both Q4 and total year. Radio's top-five categories ranked by 2010 full-year spending are: Auto Dealers/Dealer Groups/Manufacturers, Communications/Cellular, Restaurants, Television/Networks/Cable Providers and Financial Services. "Increases across multiple Radio categories are indicative of advertisers' confidence in the medium," added Haley. "Radio's top-10 advertisers for 2010 spent over \$2.6 billion and collectively increased their year-over-year spend by \$309 million." **AT&T** and **Verizon** top the list of Radio's leading spot advertisers for the full year 2010: Political proved to be an important category for Radio across all sectors. Within **Miller Kaplan** markets, 2010 political spending for the year totaled \$105.2M - with spikes in the Q4 national election period accounting for 49% of the total year spending. Political candidate campaign spending led both Q4 and the full year - \$24.0M and \$50.8M respectively.

the Conclave Webinars

Morning Radio Revisited

Veteran radio programmer and executive **Tracy Johnson** will be conducting a Conclave Webinar – MORNING RADIO REVISITED – on Wednesday, March 9th at 2P CST. Based on his new book of the same name, MORNING RADIO REVISITED is guaranteed to help air personalities, talent coaches and program directors understand and target an audience. Then, relying on his vast experience in programming leading radio stations and developing superstar talent for them, Tracy will explain how to design a strategy to appeal to that audience, creating relatable characters, manage on-air roles, and score with listeners on an emotional level. The webinar is free, but preregistration is necessary by clicking on <https://www1.gotomeeting.com/register/571730017>.

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

Conclave Webinar!

Wednesday
March 9
at
3P/EST
2P/CST!

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

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The **Michigan Association of Broadcasters** produced a special newsletter, including a **YouTube** video from Detroit Public TV President and former **CBS Radio** exec. **Rich Homberg**. The MAB says, "There is a great relationship between Michigan public broadcasters and commercial broadcasters", and the newsletter offers links to the Michigan reps in Washington, for broadcasters who want to lobby. In Cleveland, commercial-classical WCLV is talking about last weekend's House vote to defund the Corporation for Public Broadcasting, both on-air and on its website. WCLV owner **Robert Conrad** says it's important that broadcasters understand that noncoms provide lots of alternative programming that wouldn't otherwise be available. *COMMENT: It's good to see some commercial broadcasters recognizing public radio as a friend and ally. An uncomfortable question to ask: would the House have voted to cut off CPB funding if it had been the home of Rush Limbaugh, Sean Hannity and Glenn Beck? Attempts to silence any media with legislation and/or a budgetary sword – no matter where that media's content falls inside the political spectrum – is wrong. – TK*

Life is hard. Being an air talent - especially one receiving no direction - can even be harder. Our industry seems to have gotten far too busy to take time to nurture air talent, and the result hasn't been pretty as live air shifts disappeared in favor of out-of-market programming. But all is not lost! Veteran radio programmer and executive **Tracy Johnson** will be conducting a Conclave Webinar – MORNING RADIO REVISITED – on Wednesday, March 9th at 2P CST. Based on his new book of the same name, MORNING RADIO REVISITED is guaranteed to help air personalities, talent coaches and program directors understand and target an audience. Then, relying on his vast experience in programming leading radio stations and developing superstar talent for them, Tracy will explain how to design a strategy to appeal to that audience, creating relatable characters, manage on-air roles, and score with listeners on an emotional level. The webinar is free, but preregistration is necessary by clicking on <https://www1.gotomeeting.com/register/571730017>. Conclave webinars are coordinated and hosted by **Jay Philpott**, Conclave Board member and air talent at The Arch/St. Louis.

Speaking of **Tracy Johnson**, **Local Media San Diego** (LMSD) just hired the veteran programmer, author, and digital media pioneer to help spearhead a number of programming and digital media initiatives. Providing Group Brand Manager services, Johnson will oversee LMSD's programming, promotional and digital development efforts and will be responsible for bridging the gap between the on-air and online initiatives.

Available now: a recording (including powerpoint) of yesterday's Conclave webinar, **Jox To Vox Voiceover Workshop #3!** with **Robin Marshall**, **Rich Van Slyke** and gear guru **Emmett Andrews** of Sweetwater.com. These experts discussed their view of the external voiceover business in 2011, their experiences and their advice for success. To order the recording, click on <http://www.theconclave.com/upload/conclave2011webinarform.pdf> and follow the directions. You'll receive a link to download the webinar recording in mp3 form.

Super Bowl winning **Green Bay Packers** quarterback **Aaron Rodgers** has signed with **Good Karma Broadcasting** Sports WAUK-AM/Milwaukee to provide commentary on a weekly basis during the NFL season. "Talking to the media is part of my job, but this is going to be a little different," said Rodgers. "Wisconsin has the most passionate, dedicated fans in football and I look forward to the chance to connect directly with them through 540 ESPN." "Packers coverage has been a strength of both our station and website, but this takes it to another level," said GM **Shane Blackman**. "By adding Aaron to the coverage already provided by **Jason Wilde** and programming like 'Green and Gold Today' and 'The Miller Lite Football Show,' we are striving to provide our fans with the best mix of coverages available."

From one of the Conclave's charter Board members, **Ron Sorenson**: "It is with much pleasure, a great deal of gratitude, and no small amount of humility, that I'm able to announce that KFMG is Des Moines' Best Radio Station, according to this year's poll of **Cityview** readers. Cityview is Des Moines' weekly entertainment newspaper, and has been conducting their "Best of Des Moines" poll for nearly 20 years. **Clear Channel's** news/talker WHO-AM, and **Citadel's** Classic Rocker, KGGO-FM, were the runners-up. Ron is the owner/GM/PM host of the low-power FM. Congrats!

Congrats to **CHUM Radio** Alternative CIMX/Detroit on winning "Best Radio Station" and MD/night slammer **Jay Hudson** being named "Best DJ" in the annual **Real Detroit Weekly's** "Real Best of Detroit 2011" issue out this week.

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The 36th Annual Conclave Learning Conference

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Will "Golden Voice" **Ted Williams** star in his own reality TV series about "Second Chances"? Apparently so. The Columbus radio market will be a key part of Season One of "Second Chances at Life", devoted to Williams' early life in Brooklyn, then radio, then his current life in LA, where **TMZ** says the formerly homeless DJ has been "hanging out at expensive restaurants." *COMMENT: What a terrible idea. The talented Mr. Williams is mere weeks away from rehab and has admitted difficulty throughout his life with addiction. It would seem a TV series where the pressure is on to perform – and stay sober – could either see cancellation coming as the result of a relapse...or a relapse occurring as the result of a cancellation. Neither of which, this man deserves. What he DOES deserve is an opportunity to regain, and maintain, his health one day at a time. Where on earth is his sponsor? – TK*

directness and historical perspective have led to dozens of lively interchanges at the annual Learning Conference. We're sure her book does Boston radio proud! - TK

New England radio mainstay and longtime Conclave attendee and Executive Committee member **Donna Halper** has a book coming out called, "Boston Radio; 1920-2010." Boston's radio history begins with pioneering station 1XE/WGI, one of America's first radio stations, and includes the first station to receive a commercial license, WBZ; the first FM radio network, W1XOJ and W1XER; and one of the first news networks, the **Yankee News Service**. Nationally known bandleaders like **Joe Rines** and **Jacques Renard** were first heard on Boston radio, as was one of the first weathercasters, **E. B. Rideout**. Halper notes the city has been home to a number of legendary announcers, such as **Bob and Ray**, **Arnie Ginsburg**, **Dick Summer**, **Dale Dorman** and **Charles LaQuidara**; talk show giants like **Jerry Williams** and **David Bridnoy** and sports talkers like **Eddie Andelman** and **Glenn Ordway**. Many Boston radio personalities, such as **Curt Gowdy**, "Big Brother" **Bob Emery**, **Don Kent** and **Louise Morgan**, found fame on television but first established themselves on Boston's airwaves. *COMMENT: There is no more astute and articulate student of radio than Donna Halper. Her insight,*

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Townsquare Media Country WBWN/Bloomington, IL and sister News/Sports/Talk WJBC-AM and WJBC-FM joined in for their 3rd Annual Radiothon for **St. Jude Children's Research**. The event raised \$77,533.50 between this year and last year combined.

Congrats to **Clear Channel** Hot AC WKDD/Akron, OH for raising \$445,360 during its "Have a Heart, Do Your Part" Radiothon for **Akron Children's Hospital**. The 12-year total has now grown to over \$8 million locally!

Congrats to **Wilks Broadcasting**/Kansas City VP/Programming and Country KBEQ PD/morning host **Mike Kennedy** on celebrating 20 with the station, 18 of them doing Country.

Wishing a speedy recovery to **Clear Channel** Country WOBB/Albany, GA and Country WSTH/Columbus, GA PD **Brian Burns**, who was involved in a nasty accident over the weekend. Burns was thrown from his **Harley** when cut off by a van just a few blocks from the radio station in Columbus, suffering several broken bones.

Federated Media Talk WOWO-AM and Sports WKJG-AM/Ft. Wayne OM **Dan Mandis** resigns and moves to **Clear Channel** Talk KHOW-AM and Talk KKZN-AM/Denver. Mandis, recently named Federated Media's PD of the Year, previously served as Dir./AM Programming and Ops for **Citadel**/Colorado Springs.

Clear Channel Classic Hits WJGH/Jacksonville brings in **John Thomas** for mornings. Thomas previously did middays at WOMC/Detroit.

EMF Broadcasting's K-LOVE and Air 1/Kansas City Promotions Manager **Glenn Goodwin** accepts a newly created role of Director of Marketing and Promotions with **Lake Area Educational Broadcasting Foundation** Contemporary Christian KCVO/Columbia, MO.

Citadel Talk WJR-AM/Detroit ups GSM **Tom O'Brien** to GM.

Clear Channel/Bismarck-Dickinson Market Manager **Bob Denver** resigned. Grand Forks Market Manager **Pat McLean** has been named the Interim Market Manager.

Mark Allen has left **Artistic Media Partners**/Lafayette.

Former **Oasis Radio** Top 40/Rhythmic WJFX/Ft. Wayne APD/MD/Mornings **Weasel** is now the OM at **Artistic Media Partners**/Peoria.

Citadel Top 40 WIOG/Saginaw, MI taps staffer **Bob Moore** to team with PD **Demas**, who hosts "The Early Shift."

NextMedia Talk WHBC-AM/Canton, OH morning co-host **Fred Chenevey** exits the station after 11 years to move to Florida.

Get well wishes to former Conclave keynoter and **Chuck Blore Company** CEO **Chuck Blore**, who broke his hip and had a mild stroke. He's recovering in Burbank, CA.

Congratulations to **CBS** Top 40/Rhythmic WBBM/Chicago Imaging Dir. **Michael Horn** on his weekend wedding to **Pam Genna**!

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 Midwest**. 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, home of the Minnesota Twins...who'll be playing host to the KC Royals at the world-renowned Target Field that very weekend! Tuition for the 2011 Learning Conference is only \$249 – the lowest, most affordable registration fee of any industry conference announced in 2010 OR 2011! Group Rates are even lower...just \$199 for groups of 3 or more from the same company/group. Registration for singles or groups is now available via the Conclave website, <http://www.theconclave.com>!

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Fall Books 2010

#199 Salina-Manhattan, KS

Station	Format	Owner	Spr	Fall
KJCK-FM	Top 40/M	Platinum	7.4	7.1
KMKF-FM	Rock	Manhattan	5.2	6.2
KSAL-AM	Talk	Morris	6.5	4.9
KYEZ-FM	Ctry	Morris	4.3	4.9
KSKG-FM	Ctry	Eagle	3.9	4.4
KXBZ-FM	Ctry	Manhattan	3.5	4
KBLS-FM	AC	Morris	3.5	3.5
KSAJ-FM	Oldies	Morris	3.5	3.5
KSAL-FM	ClsscHits	Morris	3.9	3.5
KACZ-FM	Top 40/M	Manhattan	3.5	3.1
KDJM-FM	ClsscCtry	Radioactive	3.5	3.1
KTPK-FM	ClsscCtry	Feuer/McCord	3	3.1
KVOB-FM	AdultHits	Rocking M	1.7	3.1
KQLA-FM	AC	Platinum	2.6	2.2
WIBW-FM	Ctry	Morris	1.3	2.2
KBBE-FM	Oldies	Davies	0.9	1.8
KCLY-FM	AC	Taylor	2.2	1.8
KJCK-AM	Talk	Platinum	1.7	1.8
KMAN-AM	Talk	Manhattan	2.2	1.8
KNCK-FM	Hot AC	KNCK Inc	0.9	1.3
KINA-AM	Talk	Eagle	1.3	0.9
KJRG-AM	Religious	Bott	—	0.9
KVGB-FM	ClsscRock	Eagle	0.9	0.9
KZUH-FM	Sports	Rocking M	0.9	0.9
WIBW-AM	N/T	Morris	0.9	0.9
KABI-AM	Stnrds	Morris	0.4	0.4
KDVV-FM	Rock	Cumulus	0.4	0.4
KFDI-FM	Ctry	Journal	0.4	0.4
KFRM-AM	Talk	Taylor	0.4	0.4
KHCA-FM	Chrstn Cont.	KHCA Inc	—	0.4
KHMY-FM	Hot AC	Eagle	0.4	0.4
KICT-FM	Rock	Journal	—	0.4
KMAJ-FM	AC	Cumulus	—	0.4
KNGL-AM	Talk	Davies	0.4	0.4
KNSS-AM	News	Entercom	0.4	0.4
KRBB-FM	AC	Clr Chnntl	—	0.4
KSKU-FM	Top 40/M	AAPA	0.4	0.4
KXKU-FM	Ctry	AAPA	0.4	0.4
KZCH-FM	Top 40/M	Clr Chnntl	—	0.4
KZRS-FM	AC	Rocking M	0.4	0.4
WHB-AM	Sports	Union	0.4	0.4

#273 Sheboygan, WI

Station	Format	Owner	Spr	Fall
WHBL-AM	N/T	Midwest	7.5	8.5
WBFM-FM	Ctry	Midwest	9	7.8
WHBZ-FM	Rock	Midwest	5.2	7
WTMJ-AM	N/T	Journal	7.5	6.2
WXER-FM	Top 40/M	Midwest	7.5	6.2
WXSS-FM	Top 40/M	Entercom	6.7	6.2
WKLH-FM	ClsscRock	Saga	4.5	4.7
WAPL-FM	Rock	Woodward	4.5	3.9
WLKN-FM	AC	Seehafer	3	3.9
WISN-AM	Talk	Clr Chnntl	3.7	3.1
WMIL-FM	Ctry	Clr Chnntl	3	3.1
WRIT-FM	AdultHits	Clr Chnntl	2.2	3.1
WIXX-FM	Top 40/M	Midwest	1.5	2.3
WJUB-AM	Stnrds	Jubilation	3	2.3
WLDB-FM	AC	MilwRadio	1.5	2.3
WHQG-FM	Rock	Saga	1.5	1.6
WLWK-FM	AdultHits	Journal	1.5	1.6
WOGB-FM	Oldies	Clr Chnntl	0.7	1.6
WPKR-FM	Ctry	Cumulus	1.5	1.6
WQTC-FM	ClsscHits	Seehafer	0.7	1.6
WRNW-FM	Top 40/M	Clr Chnntl	2.2	1.6
WBKV-AM	ClsscCtry	Bliss	0.7	0.8
WBWI-FM	Ctry	Bliss	0.7	0.8
WCLB-AM	Sports	RBH	0.7	0.8
WDUZ-FM	Sports	Clr Chnntl	0.7	0.8
WFDL-FM	AC	Radio Plus	—	0.8
WGN-AM	N/T	Tribune	0.7	0.8
WKSZ-FM	Top 40/M	Woodward	—	0.8
WLTU-FM	Oldies	Cub Radio	0.7	0.8
WLUM-FM	Alt	MilwRadio	0.7	0.8
WMYX-FM	Hot AC	Entercom	0.7	0.8
WNCY-FM	Ctry	Midwest	0.7	0.8

#180 South Bend, IN

Station	Format	Owner	Spr	Fall
WNSN-FM	AC	Schurz	8.9	11.9
WBYT-FM	Ctry	Federated	10.8	11.1
WNDV-FM	Top 40/M	ArtisticMP	10.4	9.2
WZOC-FM	Oldies	Plymouth Rock	5.8	6.1
WRBR-FM	ActRock	Talking Stick	6.65	7
WSBT-AM	N/T	Schurz	5	5.4
WUBU-FM	Urb AC	Partnership	8.9	5
WAOR-FM	ClsscRock	Talking Stick	5	4.6
WTRC-FM	Talk	Federated	6.2	4.2
WFRN-FM	Religious	Progressive	2.3	2.3
WHFB-FM	Ctry	WHFB	1.9	2.3
WSMK-FM	AC	Marion Williams	1.5	2.3
WZOW-FM	ClsscRock	ArtisticMP	1.9	2.3
WHPZ-FM	ChrstCont.	Le Sea	0.8	1.5
WSMM-FM	AC	ArtisticMP	1.5	1.1
WDND-AM	Sports	ArtisticMP	—	0.8
WGCI-FM	Urb	Clr Chnntl	—	0.8
WGN-AM	N/T	Tribune	0.8	0.8
WHLY-AM	Religious	Times	—	0.8
WHME-FM	Gospel	Le Sea	—	0.8
WLS-AM	Talk	Citadel	—	0.8

#136 Springfield, MO

Station	Format	Owner	Spr	Fall
KTTS-FM	Ctry	Journal	11.5	15.8
KGBX-FM	AC	Clr Chnntl	6.2	8.6
KSPW-FM	Top 40/R	Journal	8.5	7.7
KXUS-FM	ClsscRock	Clr Chnntl	6.2	5.8
KQRA-FM	Alt	M-W Family	5.5	5.1
KSWF-FM	Ctry	Clr Chnntl	4.8	4.9
KTOZ-FM	Hot AC	Clr Chnntl	4.8	4.2
KKLH-FM	ClsscRock	M-W Family	6.2	4
KSGF-FM	N/T	Journal	3.9	4
KRVI-FM	AdultHits	Journal	3.9	3.5
KOMG-FM	ClsscCtry	M-W Family	5.3	3
KOSP-FM	Oldies	M-W Family	4.6	2.6
KWTO-FM	Sports	Meyer	1.4	2.3
KTXR-FM	AC	Meyer	2.8	2.1
KWTO-AM	N/T	Meyer	3	1.9
KADI-FM	ChrstCont.	Vision	0.7	1.2
KGMV-AM	Sports	Clr Chnntl	0.7	0.7
KRWP-FM	ClsscCtry	Cumulus	0.5	0.7
KHOZ-FM	Ctry	Earls	—	0.5

6+ M-Su, 6AM-12AM
Spring 2010 - Fall 2010
comparisons, unless otherwise noted

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#212 Terre Haute, IN

Station	Format	Owner	Spr	Fall
WTHI-FM	Ctry	Emmis	22.7	21.5
WMGI-FM	Top 40/M	Midwest	10.9	16.4
WBOW-FM	AC	Crossroads	5.7	10.3
WWVR-FM	ClsscRock	Emmis	8.1	9.2
WIBQ-FM	Talk	Midwest	4.7	3.1
WWSY-FM	AdultHits	Midwest	3.8	3.1
WCBH-FM	Top 40/M	Cromwell	2.4	2.6
WAXI-FM	Oldies	Crossroads	1.4	2.1
WQTY-FM	Oldies	Original	2.4	2.1
WSDM-FM	Ctry	Crossroads	1.4	2.1
WMMC-FM	AC	JDL	1.9	1.5
WNDI-FM	Ctry	JTM	—	1
WWBL-FM	Ctry	Original	—	1
WYXY-FM	Ctry	Saga	2.4	1
WRZX-FM	Alt	Clr Chnntl	—	0.5

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Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at tomk@theconclave.com Web: www.theconclave.com



Three Eagles Communications in South Dakota and Minnesota is searching for Director of Sales in two key markets. We do not need any desk pilots. We are a sales driven company! Our managers and sales managers are on the streets talking to decision makers daily. We focus on Main Street, not Wall Street. You need to sell, lead, coach, activate and guide the team to not only hit plan, but to exceed it. If you have what it takes to work with a group that is focused on success and driven to be the best then I want to hear from you. We believe in Live, Local and Relevant Radio. We win Marconi's, Crystal's and numerous state awards for broadcast excellence. Please send me detailed information on who you are and what radio sales experience that you can bring to the group. A successful sales management background is critically important. <mailto:gbuchanan@threeeagles.com>.

Come to Fort Wayne, Indiana, make a baby and program the legendary WOWO 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 Consultant, Dave Gifford, **Federated Media** is one of the few companies in the radio business "worth working for" (Radio Ink magazine, May 9, 2005). • Do you understand the role news, weather and traffic play in the building and maintenance of a news talk brand? • 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 News Talk 1190 WOWO and sister station 1380 ESPN radio and their digital brands. This is not a "fixer upper". Recent Program Directors have used WOWO as a launching pad to gigs in Phoenix and most recently Denver. According to Eastlan ratings with an A12+ 14 share and 100,000+ cume WOWO is tops in the market. WOWO also has the highest cume audience and double digit AQH share among Adults 25-54 in all of the prime dayparts. You will have all of the tools you need to achieve anticipated growth including a promotional budget and the consulting services of Greg Mocerri. Preferred candidates will know how to host a talk show on short notice, anchor a newscast, know Next Gen and have a sense of humor. This is a great opportunity for an APD or News Director who wants a shot at the PD chair. Regardless of experience if you feel you have the talent and can prove it to us we want to hear from you. 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>. If you want to be really ambitious air check the station and send me your thoughts.

Account Execs wanted. Key Duties & Responsibilities for Account Executives: • Sell integrated media campaigns utilizing radio and online elements that help clients meet key business challenges. • Develop new business revenue from local businesses in Northeast Ohio by finding qualified prospects and creating customized marketing solutions for them. • Create and generate revenue from multi-platform advertising campaigns, utilizing radio, internet, and integrated marketing platforms. • Conduct numerous face-to-face client meetings each week to cultivate new revenue from advertisers and prospects. The WMMS/WAKS Sales Team is extremely proficient in new business development and year-over-year growth, which are essential to our long-term success. • Grow your existing advertisers through superior client service and strong relationships. • Write and present compelling proposals to prospective and existing clients as you grow your accounts. • Create and coordinate commercial copywriting and production for new and prospective clients. • Prospect accounts and discover marketing needs. Once a company's objectives are understood, an Account Executive will develop appropriate marketing and promotional opportunities involving our stations and websites • Provide top quality customer service to clients to work towards a long-term professional partnership. • Prepare and coordinate promotional plans, sales literature, campaign schedules, and sales contracts. • Maintain required records and paperwork and collects prompt payment from clients. • Attend sales staff meetings and training sessions to develop media sales skills. Account Executive Position Requirements: • Critical Attributes: The right candidate must be a motivated, enthusiastic self-starter who is able to work effectively in a team environment and also independently. You must possess excellent oral and written communication skills, time management skills and be detail oriented. This person must possess exceptional presentation skills and a professional presence. In addition, successful Account Executives are able to thrive in a fast-paced, constantly changing, results-focused environment. The individual who joins our team must understand the passion for the personalities and unique content that WMMS and WAKS offer to marketers. • Education Requirements: A college degree is preferred, but not required. • Required Experience: Sales experience is beneficial, but not critical. You must be self-motivated, creative, goal-oriented and an effective problem solver. Recent College Graduates are encouraged to apply as professional sales experience is not required. Full training in Media Sales will be provided. Application Instructions: Send your resume and a cover letter detailing specifically why you believe you are the right candidate to join the WMMS / WAKS Sales Team. Please send this by 3/7/11 to the following email addresses: <mailto:KrisFoley@clearchannel.com> and <mailto:KeithHotchkiss@clearchannel.com>

WIBW Radio, Topeka, Kansas is looking for an exceptional leader to coordinate and lead our sales team. The ideal candidate must have at least 3 years sales management experience and will bring tremendous energy and leadership skills to a group of 10 professional sellers. WIBW has been the market leader for years and continues to show substantial growth. Show us how you can add to our team. E-mail resumes to: <mailto:larry.riggins@morris.com>.

WTCH-AM/FM, WOWN-FM, WJMQ-FM, WOTE-AM is looking for an individual for our News Department. Local Newscasts cover the latest in Northeastern Wisconsin news with a heavy focus on Shawano, Waupaca, Menominee and Oconto Counties. This position will be responsible for anchoring, gathering research, interviews, writing, reporting, sound gathering for use over air and on the web. Expect to be in the field gathering, reporting and attending public meetings, events and ceremonies. Qualifications and How to Apply: Qualified candidates should be news hounds, enthusiastic, creative, have good communication and organizational skills. Candidate must have excellent writing skills, the ability to show individual initiative and creativity in identifying news stories. Meeting deadlines and working on multiple projects is a must. College degree and two years previous on-air reporting experience is preferred. How to Apply: Email your air check, cover letter and resume to <mailto:donald.grassman@gmail.com> **Results Broadcasting** is a family owned Wisconsin based company primarily serving the communities of Northeastern and Central Wisconsin and parts of Upper Michigan. This position will be located at our Shawano, WI Studios.

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Illinois Talker looking for experienced program director/morning news program host and the right person to immerse themselves in a highly political community. Previous talk experience and programming experience required. Must have passion for the product - including keeping all imaging fresh and be up to speed on the hot topics. Social Media skills are preferred. Please send MP3 of a short air check, your programming philosophy and resume to: <mailto:cillinoisradio@gmail.com>

Growing local media company seeks an Executive Assistant to the General Manager and General Sales Manager. This person must be blessed with an abundant amount of common sense, positive attitude, good work ethic, glowing personality and a sense of humor. Applicant must be able to add, subtract, multiply, divide, and be proficient with MS Word and Excel. In addition, applicant must be able to spell correctly, compose a complete sentence, possess a strong command of the English language and have an eye for even the smallest of details. Some basic graphic design experience is appreciated or at least the ability to learn it quickly and implement the newly acquired knowledge. Media is a fast paced industry that demands someone to think quickly on their feet, juggle many tasks simultaneously and love to go to concerts and events. Applicant must carry a ray of sunshine with them most of the time, but their sock drawer must be organized all of the time. Finally, applicant must like dogs, especially our mascot. Qualified applicants can send resumes to: **The Montana Radio Company** ~ 2425 W. Central Avenue Suite 203 ~ Missoula, MT 59801.

Wichita's KFDI is looking for top notch part time and fill air talent. Two years on-air country experience, please. If you can be real on the air, love country, and have a flexible schedule, this may be a great match. Please email your resume and demo to: <mailto:bbrannigan@journalbroadcastgroup.com>. Or mail: **Beverlee Brannigan**, OM c/o KFDI, 4200 N. Old Lawrence Rd., Wichita, KS 67219. 316-821-2002.

WLS 890 AM and 94.7 WLS-FM, Chicago's True Oldies Channel, are each looking for a marketing-oriented entrepreneurial sales executive who is comfortable in contacting and presenting to business executives. Responsibilities include prospecting and developing new accounts for advertising in both our on-air and digital content. 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. EOE/AA. If interested, please e-mail your cover letter and resume to: chicagoradio.job@citcomm.com. Please reference the following hiring manager and department code in your cover letter: **Bill Cavanaugh** – Dept. AA, WLS-AM & WLS-FM, 190 N. State Street, Chicago, IL 60601. E-mail: mailto:chicagoradio.job@citcomm.com

Program Director - Market # 36. Contemporary Christian 104.9 the River in Columbus, Ohio is growing and you may be the person we're looking for now. You would join a highly focused team of 20+ people who are committed to a passionate faith-based mission. We call our PD, Director of Brand Development with these responsibilities: * Oversee music library in Powergold, music research, ratings research, donor research, format clocks and logs, on-air team and development of brand. * Work side by side with brand audio, community relations, digital presence, donor development and sales. * Report to Chief Creative Officer who guides the brand and the team leaders of the brand. * May require a daily live or voice tracked on-air shift with Media Touch. * Interact and take direction from station consultant. You must be a left-brained analyzer whose passion is to dig deep into research to understand who listens and donates. You must believe wholeheartedly that editing a music log is not a chore, but a vital, important part of the brand. Experience with analyzing PPM data will make you stand out. A willingness to serve and lead in a very creative, flexible culture is a must. We're expecting to hire someone who has 10+ years of strategic programming success in a medium or large market. You might be a Music Director, APD or PD with proven skills and experience that have prepared you for this opportunity. Please respond if you understand that core values drive an organization's culture and mission. Rush your mp3 and resume to <mailto:jobs@riverradio.com>.

Journal Broadcast Group-Omaha is in search of our next great Production Manager. Candidates must be creative with excellent writing, producing, and communication skills. This person must be extremely organized with the ability to prioritize, work under pressure, and have strong problem solving skills. You must have the ability to interact professionally with clients, co-workers, and listeners. You must provide creative support to the sales department and clients with regard to commercials and copy. The ability to conduct an on-air or voice tracked shift is a plus. Minimum 3 years production/broadcast experience. Previous experience as a Production Manager preferred. Resume, references, and audio demo of your best work should be submitted to: **Mark Todd**, Director of Operations, Journal Broadcast Group, Omaha, Ne. <mailto:mtodd@journalbroadcastgroup.com>

NO DISC JOCKEYS! This is not a 'foot in the door so I can weasel my way into a different position' opportunity. This is a 100% News position for a 4 station cluster in the Muncie-Marion, IN market. There is no local TV and radio is KING. We are the news authority for 6 counties in Central and Eastern Indiana and deliver live & local news on all four of our stations in both Morning and Afternoon Drive. Your job is to cover local events both over the phone and in person, attend meetings like city council, county commissioners, school board, etc., monitor police and fire, and generally look for local and regional stories wherever they can be found. Additionally, you will anchor afternoon news with both live and pre-recorded newscasts and weather forecasts. This is not a 9-5 by any means but is a full-time, rewarding, and exciting position with an excellent benefits package and competitive pay. If you're a news-hound and are excited to find and write the stories, send your letter of interest, resume, and short mp3 of a newscast to <mailto:raceindy@gmail.com>. Looking to move quickly - someone in Indiana or surrounding states is preferred as there is no relocation \$\$!

Two self motivated, high energy outside sales professionals are needed to sell advertising, create effective client focused marketing campaigns, introduce and to sell sponsorship opportunities on Radio Disney in Detroit. **QUALIFICATIONS** Work Experience Required - A minimum of 2 years outside sales/sales promotion experience. **Skills & Abilities Required** - Excellent presentation skills - Outstanding communication skills both oral and written - Ability to multi-task - Excellent organizational skills, able to set priorities, and be responsive to client requests. - Demonstrate ability to execute results against strategy and meet critical deadlines - Highly motivated and enthusiastic - Strong computer skills in Outlook, Word, Excel and Power Point. - Attention to detail and follow up is necessary. - The ability to form and continue client relationships on behalf of the radio station. - Available transportation to/from sales appointments and office **Education Required** - College Degree Preferred - Degree in media, marketing, business or communications. To apply go to <https://disney.recruitmax.com/main/careerportal> and search for Requisition ID #279913.

Future talk programmers and show hosts, we are looking for medium/smaller market talent for our talk stations. Programmers and hosts must understand how to lower the median age of a talk station through great production, staging and topic selection. Can you be both a programmer and a host? That would be a great combo. Send materials to **Steven Goldstein**, Executive VP, **Saga Communications**. Email: mailto:NewsTalk@sagacom.com. More about Saga: <http://www.SagaCommunications.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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