

the Conclave Presents

THE TATTLE

Since 1975

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Cartoons Suggested by Lenny Bronstein & Jay Philpott

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A Done Deal? Cumulus Media announced it has entered into a definitive merger agreement to purchase **Citadel**. Assuming smooth sailing until closing, the deal will give Citadel shareholders the right to receive a choice of \$37 in cash or 8.525 shares of Cumulus common stock for each share of Citadel stock. Based on the \$37 price, the deal values Citadel at approximately \$2.4 billion. Cumulus will acquire 225 radio stations in over 50 markets and syndicator Citadel Media in the transaction, giving the combined operation 572 radio stations across approximately 120 U.S. markets. Cumulus expects to refinance all of the outstanding debt, including that of Cumulus Media, Cumulus Media Partners and Citadel as part of the deal. Cumulus has reputedly obtained commitments for up to \$500 million in equity financing from **Crestview Partners** and **Macquarie Capital**, and up to \$3.025 billion in debt financing.

But Hold Your Cards! Shortly after **Cumulus** released the official word of its deal with **Citadel Broadcasting**, two law firms announced they have launched investigations examining Citadel's moves in the merger. **Bernstein Liebhard** LLP is investigating whether the Board of Directors of Citadel "breached its fiduciary duty to its shareholders in agreeing to sell Citadel to Cumulus Media Inc." According to Bernstein Liebhard, "Under the terms of the agreement, Citadel shareholders will receive \$37 for each share they own payable in cash and shares of Cumulus stock. The investigation is focused on the potential unfairness of the price to Citadel shareholders and the process by which the Citadel Board of Directors considered and approved the transaction." The second law firm, **Robbins Umeda** LLP, is "investigating possible breaches of fiduciary duty and other violations of state law by members of the board of directors of Citadel Broadcasting Corporation in connection with their efforts to sell Citadel Broadcasting to Cumulus Media, Inc." The firm contends their "investigation seeks to determine whether Citadel Broadcasting's board of directors undertook a fair process to obtain maximum value for its shareholders. Specifically, the investigation concerns whether the board is taking advantage of Citadel

Broadcasting's recent emergence from bankruptcy and positive third quarter earnings for 2010 by striking a deal while the stock price is still depressed." *COMMENT: Because of these investigations, and what many view as a course that will continue to present obstacles to a quick processing of this merger, we hear that we shouldn't expect the Cumulus signs to officially go up on Citadel properties until the 4th quarter.* - TK

The star of the next Conclave Webinar...could be YOU!! On March 23rd, at a special time of 12 Noon CDT (1P EDT/10A PDT) The Conclave introduces a new concept to our webinar series – **"AIRCHECK SESSION LIVE"**. This webinar will feature live critiques of three air talent's airchecks, reviewed by our special guests **Gary Bryan**, morning man of K-EARTH 101 in Los Angeles, and **JJ Kincaid**, afternoon at Z100 in New York, followed by a Q+A session to address questions from the audience. Here's where YOU come in: If you would like to have a recording of your show considered for one of our three slots, please send your mp3 aircheck of absolutely no more than three minutes in length to <mailto:airchexx@aol.com>. Deadline for submissions is Friday March 18th, 2011. Register for this FREE webinar at <https://www1.gotomeeting.com/register/832431721>.

The **University of Minnesota** and **Learfield Sports' Gopher Sports Properties** signed new three-year deals with **Clear Channel** and **Hubbard** to air the Gophers on the companies' radio stations beginning with the 2011-12 season. This ends the U's longtime partnership with **CBS** Talk WCCO-AM/Minneapolis. Gopher football will air on Clear Channel Sports KFAN-AM/Minneapolis and Talk KTLK-FM/Minneapolis. Men's and women's basketball and men's hockey will now air on Hubbard Sports KSTP-AM/Minneapolis. *COMMENT: This is a continuing game-changer in the Twin Towns. These moves continue to erode the sports-base that had been a staple inside the identity of WCCO. Beginning in the late 90s with the loss of the Vikings to Clear Channel, then the movement of the Twins to Hubbard a few years ago, the CBS 'Good Neighbor' has had undergo difficult retooling. Left with only the Minnesota Wild (a still-valuable radio commodity), WCCO – who is still searching for a PD – will be confronting a most daunting challenge to establish/re-establish an identity that can successfully keep it a major player in the Twin Cities media mix. As Mike Crusham, President/Market Mgr of Clear Channel, told the TATTLE yesterday – "It was a momentous day." No kidding.* - TK

A trial concerning 1,000 cars damaged in a flood at the Iona Free Fair Grounds in 2009 at the **Clear Channel** Country WBCT/Grand Rapids, MI Birthday Bash will be settled out of court. The trial involved 13 cases of civil suits filed against Clear Channel. The trial was to take place Monday (3.7), but a tentative settlement has been reached between the parties.

the Conclave Webinars

AIRCHECK SESSION LIVE!

Conclave Webinar!

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March 23

at

Noon/CDT
1P/EDT!

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start time!

The Conclave introduces a new concept to our webinar series – "AIRCHECK SESSION LIVE". This webinar will feature live critiques of three air talent's airchecks, reviewed by our special guests GARY BRYAN, morning man of K-EARTH 101 in Los Angeles, and JJ KINCAID, afternoon at Z100 in New York, followed by a Q+A session to address questions from the audience. If you would like to have a recording of your show considered for one of our three slots, please send your mp3 aircheck of absolutely no more than three minutes in length to <mailto:airchexx@aol.com>. Deadline for submissions is Friday March 18th, 2011. Register for this FREE webinar at <https://www1.gotomeeting.com/register/832431721>. Conclave Webinars are coordinated and hosted by Conclave Board member, **Jay Philpott** from The Arch/St. Louis.

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

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Clear Channel/Cleveland reports that a man has been arrested and charged with “inducing panic” and aggravated trespassing for harassment at the cluster’s building. The 37-year-old man allegedly “littered the entrance of” Talk WTAM-AM and Classic Rock WMMS/Cleveland “with pornographic photos on February 8th; someone had pointed a laser light at the stations’ window on Presidents Day, and a laser light was found in his car. The building also houses Adult Hits WHLK, Classic Hits WMJI, Country WGAR and Top 40 WAKS.

Minnesota Governor **Mark Dayton** has rejected all five bids, and will not do an “Ask the Governor” radio show. The move breaks from his predecessors, who did their respective shows on Fridays at **CBS** Talk WCCO-AM/Minneapolis. WCCO was only offering Dayton an early Saturday morning hour. The Governor also turned down bids by **JR Broadcasting** Talk KTNF-AM/Minneapolis, **Fresh Air, Inc.** noncommercial Variety KFAI-K294AM/Minneapolis and **Bringmethenews.com**.

Iowa Governor **Terry Branstad** is bringing back his “Call Governor Branstad” show on **Clear Channel** Talk WHO-AM/Des Moines. The show will air 6-7p on the second Tuesday of each month. “This program is one additional way for my administration to listen to the concerns and suggestions of Iowans,” said Branstad.

Lady Gaga has already dissolved her new deal with **Target** over the chain’s controversial political donations. Gaga’s deal with Target included giving the store an exclusive expanded edition of her forthcoming album, *Born This Way*, was contingent on the store showing support to LGBT charity groups. Target came under fire by LGBT activists last year when it was revealed the discount store chain had donated corporate funds to MN Forward, a political action committee supporting the “anti-gay” candidate **Tom Emmer** in his failed 2010 run for Governor of Minnesota. When the deal was signed, Lady Gaga said, “Part of my deal with Target is that they have to start affiliating themselves with LGBT charity groups and begin to reform and make amends for the mistakes they’ve made in the past ... our relationship is hinged upon their reform in the company to support the gay community and to redeem the mistakes they’ve made supporting those [anti-gay] groups.” *COMMENT: Between Wisconsin demonstrators and rock stars like Gaga (not to mention some of those nasty Middle East skirmishes), it appears protest is back. To be fair to Target, they insist they’ve changed how they donate to political causes. But apparently not enough for some. Still, you gotta like that we seem to be living inside a weird ‘That 70’s Show’ flashback for the moment. - TK*



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Not all public radio figures are making negative headlines. **Minnesota Public Radio** “Midday” host **Gary Eichten** will be awarded the **Frank Premack Graven** award from the **University Of Minnesota**. The award is given for excellence in journalism; this year’s award will be presented on April 18th at a ceremony on the school’s campus. “Gary Eichten is a news reporting legend in Minnesota,” said MPR News Managing Director **Chris Worthington**. “He represents everything good and honorable in a newsman — thorough, fair and appropriately skeptical on behalf of his audience. And at a time when our profession is faced with great cynicism, I can’t think of anyone more reliable or more trusted to represent MPR NEWS every day.” *COMMENT: We always knew this TATTLER classmate at St. John’s U might amount to something, if he’d only just apply himself. Congrats to this very special KNUJ. New Ulm alumnus! - TK*

JUST IN: **Connoisseur Media** has flipped Patterson (IA) Country 105.9 The Wolf to Top 40/Rhythmic KZWF (Hits 105.9)/Des Moines.

Jacobs Media announces the “Tech Survey 7,” its 7th annual national web poll about media and technology, open to all Rock, Alternative, Classic Rock and AAA stations from around the country beginning at the end of this month. Last year’s survey included 78 stations, generating more than 28k respondents. Topics include: traditional media usage (TV, Radio), as well as new media outlets (Youtube, Hulu, Facebook, Twitter) and gadgets (DVRs, iPods, smartphones). This year, Jacobs will go deeper into social media and mobile. The goal of this study is to provide radio with a media usage hierarchy, illustrating the media and gadgetry their listeners use, and the degree to which they use them. Any Rock, Alternative, Classic Rock and AAA station can participate in two ways: For a small participation fee based on market size (\$500 for top-20 markets, \$400 for markets 21-50, and \$300 for all other markets), Jacobs Media will survey your station database (up to 500 completed interviews). Stations receive their local market data, the total survey data, their format data, and their own media usage pyramid. For stations that elect to not pay the fee, they can still participate in the study. While they will not receive local data or a media usage pyramid for their station, they will receive the total survey data, their format data, and participation in the webinar. To sign your station up, contact Lisa Riker at lriker@jacobsmedia.com.

CBS AC WDOK/Cleveland announces its “Taste of Home Cooking School” at 2p on Saturday (3.19) at the **Cuyhoga Community College Metropolitan Campus**. WDOK’s **Trapper Jack** and **Terry Moir** will host the event along with “Taste of Home” Chef **Cheryl Cohen** who will teach 10 new recipes while giving helpful cooking tips.

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Here we go 'Loop de Loop...' Recently in Chicago, a group saying they consisted of "anonymous radio veterans, entrepreneurs, and civic and business leaders banding together to lead a grass roots campaign to take WLUP back as a Chicago institution." The group, "Save the Loop" was formed after Emmis Rocker WLIP/Chicago became "Chicago's Classic Rock Station," at the end of January. Save the Loop claims it wants to buy WLUP and program it with a "modern rock format." Emmis/Chicago SVP/Market Man Marv Nyren has responded via a memo leaked to TOCBlog's Robert Feder. In the memo, Nyren writes: "OK ... this will be the only time I address this. Yes, there is a website out there trying to get people to believe they are going to buy The Loop. They are NOT! The two guys behind the entire project are Mike Noonan and (former Conclave TalenTrak faculty member) Matt Dubiel. Mike used to work at the Loop as a weekend air talent and Matt was the PD at a group of suburban stations. They are two unemployed guys that have been pitching us a show for the past two years that we have no plans on taking. Unfortunately, this is their way of being disappointed... End of story." Well, not necessarily. Here's how Savetheloop.com reacted - "We set out to ask Chicago a simple question: Do you love this institution, 97.9 The Loop, and if so, enough to actually pony up and own it?... We expected any company with a property for sale would be thrilled to have a movement like this. They're for sale, we're working to gauge interest in Chicago to make a bid to purchase" The folks at All Access got ahold of Noonan and Dubiel and they admitted, "Marv is right. We do pitch radio shows to radio stations. We create and syndicate radio shows for a living, so naturally we propose shows to radio stations all the time... We're astounded a VP at EMMIS has chosen to bitterly and personally single us out and personally attack us without provocation. We have no beef with Emmis. They just happen to own the station. We realize it may be revolutionary thinking (to some) to suggest that 'regular people' assemble and buy a radio station. In our opinion, it's silly to suggest we (Chicago) cannot buy The Loop. We're personally in for \$50,000 each. That's 15 years worth of savings from doing remotes at night clubs and water bed stores in the suburbs! "We've spoken with people who are willing to pony up six figures, or more, provided we assemble the right team with the right plan. We're not raising money at this point, but 50,000 people at \$1000 a pop gets Chicago a radio station." COMMENT: Ummm? Power to the people? Yeah, maybe. Everybody's got to have a hobby. - TK

Available now: a recording (including powerpoint) of yesterday's Conclave webinar, **Morning Radio Revisited!** with Tracy Johnson. Whether you were an air talent needing coaching, or a talent coach needing tips on educating and inspiring air talent, Tracy's webinar offered priceless instruction for all. 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.

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Clear Channel Radio and Online/Tucson OM **Tim Richards** joins the Clear Channel/Phoenix cluster as the new Director of **The John Jay and Rich Show** and PD of Smooth AC KYOT.

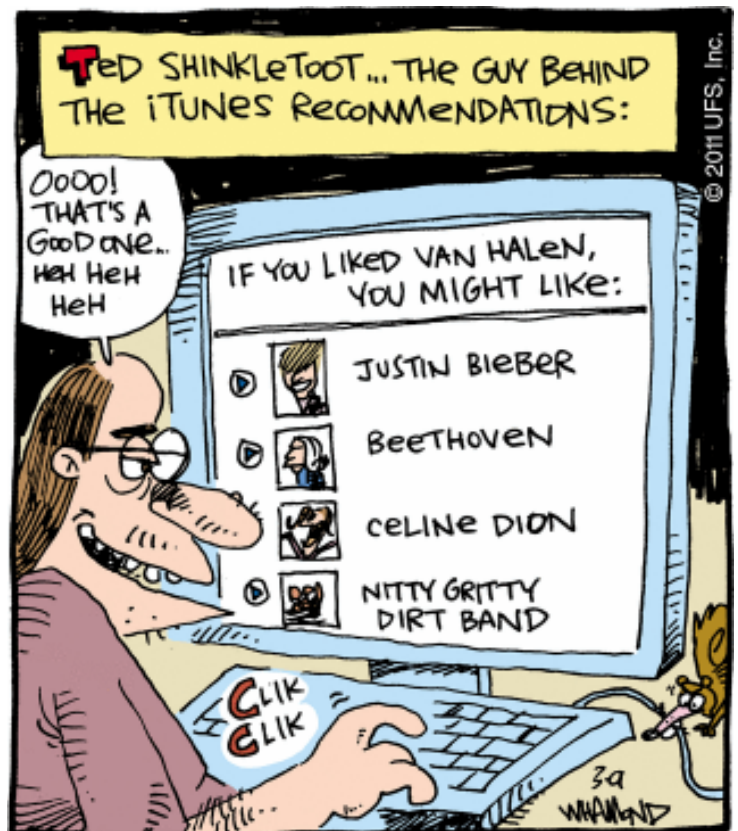
Radio One, Inc. appoints **Douglas M. Spak** VP/GM of its Cincinnati cluster. Spak, a 25-year market vet, most recently ran his own consulting business.

Cumulus Classic Rock WRSR/Flint, MI names **Keith Allen** PD. Allen formerly work across the street at Country WFBE and AC WCRZ.

CBS Hot AC WQAL/Cleveland **Toohy and Fee** morning show producer **Nick Smalc** resigned to pursue his music career.

Skyville Records continues to expand as former **Sony Music**/Nashville exec. **Paul Williams** joins the label as the newly appointed VP/Promotion and Marketing.

Max Media/Denver upgrades Marketing Dir. **Brian DeGrasse** to PD for Oldies KJHM, where he was APD/MD. He will retain his Marketing Director duties.





I'm looking for a Morning Show Host for KWMT AM in Fort Dodge, IA. This is a Classic Country legend broadcasting to 6 states at full power. The person I want for this position will be a GREAT communicator who has the ability to talk to the listeners like you were sitting on the front porch together. I want a real pro that understands it is a privilege to serve listeners everyday, you're still passionate about our industry and want to take this broadcasting legend to the next level in programming. Also understand, I'm not replacing anyone, I'm moving our existing announcer to our other AM for a new local news focused morning show. Yes, I'm adding to our staff. Interested candidates should e-mail your resume and MP 3 to **Greg Wells GM - Three Eagles Communications**, Fort Dodge at <mailto:gwells@ftdodge.threeeagles.com>.

Crawford Broadcasting Company currently has an exciting career opportunity for an ACCOUNT EXECUTIVE to join the Sales Department of Christian radio station KJSL TRUTH TALK 630 AM located in St. Louis, Missouri. The successful candidate will be responsible for increasing station revenue and sales growth by cultivating relationships with prospective clients and ensuring existing client satisfaction. To apply for this position, please submit a cover letter and resume to: <mailto:jobs@crawfordbroadcasting.com> No phone calls please. For additional information about our stations, please visit: <http://www.crawfordbroadcasting.com>

Christian radio broadcasting station KSTL 690 AM has an exciting opening for an ACCOUNT EXECUTIVE in the St. Louis market. We are not looking for just anyone... you'll need to be highly motivated, a self-starter, and always looking for new selling opportunities. Past experience in sales is preferred, but not required. We're looking for qualified candidates who can increase station revenue and sales growth by cultivating relationships with prospective clients and ensuring existing client satisfaction. To apply for this position, please send your Cover Letter and Resume to: <mailto:jobs@crawfordbroadcasting.com>. KSTL 690 AM reaches a population of over 3,000,000 people providing excellent major market quality talent and sound Christian teaching programs with some National, but mostly, locally-produced programs. KSTL is one of **The Crawford Broadcasting Company's** many radio outlets across the country with two outstanding stations here in St. Louis. For more information about our company, please visit our website at: <http://www.crawfordbroadcasting.com>

One year ago the KMZU newsroom had two people - a morning anchor and another in the afternoon. Since that point in time we have grown the department to a staff of five, all working full time in news. We currently cover more than 25 meetings every two weeks, and we take listener tips 24/7 that lead to almost 100 extra stories

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each month. Now it is time for reporter/anchor number six. When this position is filled we will expand to the point of offering 24 hour news. We are looking for somebody who loves local news and wants to be first with every story they pursue. Hours and position could vary based on your experience, but most weeks you will work 5 1/2 - 6 days. Annual salary for the position will vary based on your experience and ability. As a full-time employee you would have access to health, dental, retirement and vacation. We are a 100kw FM station in a town of about 5,000 people roughly an hour east of KC. Our three station cluster has been family owned for more than 20 years. We would love to hear from you if this position sounds like the right fit for your current career path. Please send a resume, a newscast, writing samples and anything else you would like to submit to <mailto:chrisc@kmzu.com>.

KHTK-AM is seeking a responsible, hard working, and dedicated Full-Time Promotions Coordinator to join our team. This position will require a candidate to assist with on-site promotions, in addition to handling in-office projects. On-site responsibilities include but are not limited to overseeing KHTK station events, operation of broadcast equipment, and driving the station vehicle. Office duties will include but are not limited to assisting with daily operation of station web site, including creation of innovative ideas to generate online traffic. Ideal candidate is energetic, efficient and capable of multi-tasking in a lively fast paced environment. To apply, log on to <http://www.cbsradio.com> Need one or two role players. Apply with tape and resume: **Steve Lindell**, WLBC part time, 800 East 29th Street, Muncie, IN 47302 <mailto:steve.lindell@byradio.com>

Top 40 KFRX- Lincoln, NE Continues search for Night Personality/ MD Passionate, Positive, Hard working, Team players apply! Selector, Web, Imaging/Production skills a must! Send resume, aircheck and imaging sample to: <mailto:matt@kfrxfm.com>. SUBJECT: KFRX NIGHTS. Include description of what "Connecting with Listeners" means to you.

MBC Grand Broadcasting is in need a morning co host for the leading Country Station and Promotions Director for an 8 station cluster here in Western Colorado you would be responsible for 3 of the stations. We live in a great community that needs someone who is not afraid to be involved. Web abilities would be great. Need to be in tune with Country listeners and their pop culture. Are you our next morning star? The Promotions Director must be enthusiastic, hard-working person needed to work full-time in fast-paced environment. Must be organized and the ability to multi-task, Excellent written/verbal skills, knowledge of MS Office are a plus and flexible schedule required. Some nights and weekends.. Resumes and Demo must be sent to Ty Morgan Program Dir at <mailto:tym@gjradio.com>.

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GREAT opportunity to join a fantastic organization: Can you light up Des Moines, Iowa with an engaged morning show? Are you intrigued that we don't have a promotions director...rather, a listener engagement director (there is a difference)? Their role is to connect our community with opportunities to make a difference in people's lives here in central Iowa.... Life 107.1/Des Moines is growing quickly, and looking for the right person to join our team within Northwestern Media. We are confidential if you are intrigued, and want to know more. Qualifications: High school diploma or GED equivalent required; Bachelor's degree preferred. Previous marketing/promotions and broadcast experience a minimum of three years required. Interested applicants should submit a cover letter and resume; for on-air positions, applicants must submit a self-produced recording of on-air work - MP3 or other online audio (no cassettes/CDs accepted) to Human Resources via: E-mail (preferred): <mailto:jobs@nwc.edu> or Fax: 651-628-3339 or Mail: Human Resources, Northwestern College, 3003 Snelling Avenue North, St. Paul, MN 55113-1598

96.3 WDVD/93.1 Doug-FM - PROMOTIONS COORDINATOR Enthusiastic, hard-working person needed to work full-time in fast-paced environment. Must be organized and the ability to multi-task. Degree preferred. Excellent written/verbal skills, knowledge of MS Office and flexible schedule required. Some nights and weekends. Two openings available. Resumes must be sent to <mailto:detroitradio.job@citcomm.com> and must reference Position ID: DET.PC.030711.AA in the subject line. Any other method of submission will not be accepted except as follows: Candidates with disabilities and who need assistance in the application process may

write to: WDVD/WDRQ, 3011 W. Grand Blvd., #800, Detroit, MI 48202, Attn: Human Resources, Position ID: DET.PC.030711.AA.

Saga Communications has upcoming openings for AC and Hot AC PD's. Our stations are in great quality of life markets with tremendous heritage and growth potential. In a world of uncertainty, you'll find Saga a stable company that still believes that those with the best products win. Must have a minimum of 2-3 years AC / Hot AC PD experience and proven track record of winning. Email your package and philosophies to <mailto:ACPD@sagacom.com> or refer a friend.

Come to Fort Wayne, Indiana and program the legendary WOWO brand. This is a tremendous opportunity for an up and coming programming genius or a seasoned veteran. If you are a great talent coach, can continue our excellence in breaking news, weather and traffic coverage, and can further incorporate social media into our day to day programming, we want to hear from you! **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. Please e-mail your resume to: **Mark DePrez**, General Manager, WOWO/ESPN1380/K-105/WMEE, <mailto:mdeprez@federatedmedia.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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