

the
Conclave Presents

THE TATTLE

Since 1975

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Cartoons Suggested by Lenny Bronstein & Jay Philpott

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Join the Conclave for **SECRETS COMMERCIAL RADIO AND NON-COMS KEEP FROM EACH OTHER** - a one hour Conclave webinar on Wednesday April 6th at 2pm CT. It's an interesting time for all of radio. Whether the discussion centers on the non-commercial or public stations to the left of the FM dial, or the big commercial stations on the rest of it, every member of the spectrum is challenged. What can these two disparate radio bedfellows learn from each other? This special webinar is free, but pre-registration is necessary. Click on <https://www1.gotomeeting.com/register/210690961> to join up! Our guests all have extensive experience in both commercial and non-commercial radio: **Jim McGuinn**, PD of Minnesota Public Radio's "The Current" - KCMP/Minneapolis...**Brad Savage**, PD of Saga Communications' "The Corner" - WCNR/Charlottesville...**Ron Gerber**, Show Host (Crap from The Past) on Fresh Air, Incorporated's KFAI/Minneapolis. As always, this webinar will be hosted by Conclave Board member and The Arch/St. Louis air talent, **Jay Philpott**. *COMMENT: The Conclave prides itself in occasionally off-beat webinar presentations that break new ground, and this is certainly one of them. This should be quite a moment as neighbors who are polite to one another but rarely speak, actually engage in a very public dialogue. Don't miss this unique - and important - discussion!* - TK

Congrats to **Bonneville News** WTOP/Washington, DC, in market #9, the highest billing station in 2010! **BIA/Kelsey** estimates the station billed over \$57 million. **Clear Channel** Top 40 KIIS/Los Angeles was second with \$54 million. Not a single other station billed over \$50 million in 2010. Of the top 10, five are AM's and seven have either a News, Talk or Sports format. BIA/Kelsey notes, "The audiences attracted by that programming are very attractive to national and local advertisers, and thus, these stations can generate substantial revenues." Most of the top 10

have long histories of generating substantial revenues as nine of the 10 were in the top 10 for 2009. The only new station breaking the top 10 was **CBS Sports WFAN-AM**/New York, which had previously been in the top 10. **Tribune** Talk **WGN-AM**/Chicago slipped out of the top 10 this year to eleventh, only slightly behind #10, **CBS Alternative KROQ**/Los Angeles. *COMMENT: So THAT'S why Hubbard was so interesting in obtaining the station. NOW it all makes sense! (Seriously, we love radio success stories and this kind of success should make us ALL smile).* - TK

The Conclave announced the theme and logo for its 36th Anniversary Learning Conference: **"From Nuts & Bolts To Bits & Bytes"**! The 36th Learning Conference will be held July 14-16, 2011 at the Doubletree Park Place Hotel in Minneapolis. Expect to see "FROM NUTS & BOLTS TO BITS & BYTES" logo frequently in the run up to this very special industry gathering (look for it elsewhere in this TATTLE! Theme & logo trivia: This year's graphic was designed by **Alissa Bolke**, daughter of Conclave Board Chairperson **Mark Bolke**! *Comment: As the Conclave Agenda Committee searched for an identity that best represented our recognition of the climate and challenges facing the industry today, it made sense to search for an agenda theme that not only typifies the Conclave's insistence on teaching the basics but which also recognizes our responsibility to move radio forward in the digital age. Hence, FROM NUTS & BOLTS TO BITS & BYTES was born!* - TK

Entercom Adult Hits **KGEX**(Gen-X)/Kansas City flipped to "99.7 The Point." PD/Brand Mgr. **Mark Edwards** says the new station "will officially be known as **KZPT** by order of the **Federal Communications Commission**. Whoa, that sounds all official and stuff."

The **NAB** announces the election results for its radio and TV board of directors. The two-year terms begin at the June 2011 NAB Joint Board of Directors meeting. The Radio board consists of: **Heidi Raphael**, VP/Corporate Communications, **Greater Media**; **Bill Hendrich**, VP/Market Manager, **Cox**/Jacksonville, FL; **Randy Gravelly**, Pres./CEO, **Tri-State Communications**; **Matt Mnich**, Pres./CEO **North American Broadcasting**; **Julie Koehn**, Pres. **WLEN**/Adrian, MI; **Michael Oppenheimer**, Market Manager, **Clear Channel**/Memphis; **Dana Withers**, Pres. **Dana Communications**; **Bill Coleman**, Owner, **Team Radio**; **Monte Loos**, OM, **Duhamel Broadcasting**/Rapid City, SD; **Mike Novak**, Pres./CEO, **Educational Media Foundation**; **Bob Proffitt**, Pres./COO, **Alpha Broadcasting**.

the
Conclave Webinars

**SECRETS COMMERCIAL RADIO
AND NON-COMS KEEP
FROM EACH OTHER**

**Conclave
Webinar!**

**Wednesday
April 6
at
2P/CDT
3P/EDT!**

Join the Conclave for **SECRETS COMMERCIAL RADIO AND NON-COMS KEEP FROM EACH OTHER** - a one hour Conclave webinar on Wednesday April 6th at 2pm CT. It's an interesting time for all of radio. Whether the discussion centers on the non-commercial or public stations to the left of the FM dial, or the big commercial stations on the rest of it, every member of the spectrum is challenged. What can these two disparate radio bedfellows learn from each other? This special webinar is free, but pre-registration is necessary. Click on <https://www1.gotomeeting.com/register/210690961> to join up! 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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the
Conclave
Learning Conference 2011
From Nuts & Bolts to Bits & Bytes
July 14-16, 2011
Doubletree Park Place Hotel/Minneapolis
Details at <http://www.theconclave.com>

An **Orpheus Media Research** survey reveals that consumers are interested in learning about new music and are actively using available tools, but that finding new music and artists can be hard to do. The survey polled 500 U.S. consumers to explore their perceptions of music streaming services, search and discovery platforms and the role music plays in their lives; 35% of the respondents rated themselves as music enthusiasts or savants, while only 4% considered themselves indifferent to music. Radio fared well as a source of new tunes, with 57% of the respondents indicating that they most often relied on radio to learn about new music. 54% of the respondents have used a music recommendation tool and, of those, 40% use it either daily or a few times per week. Notably, 77% have discovered new music while using a recommendation tool, and 92% continue to listen to that new music, often recommending it to others. Of the 87% of respondents who actively search out new music, 22% find it difficult or nearly impossible to discover new, unheard-of music that they like. When asked if they would go to a single website and match their current favorite songs to new artists and music that they have not heard before, 43% of respondents said that they would likely or very likely use that website. "People clearly expect more from music recommendation systems," said OMR Founder/Chief Science Officer **Dr. Greg Wilder**. "Current search technology is expensive and limited to subjective descriptions of music, which are often just not good enough. We are focused on changing that."

In addition to **Conclave** scholarships already in play for 2011, the Conclave announced it will award a special scholarship to **Specs Howard School of Media Arts/Southfield, MI**...a scholarship that will be presented at this summer's Learning Conference. For details of this scholarship, download the application form for the 2011 Specs Howard Scholarship at <http://www.radioscholarships.com/upload/specshoward2011app.pdf>. But hurry, the deadline is April 29th!

Max Broadcasting Country WOOZ/Marion-Carbondale, IL raised \$208,756 for **St. Jude Children's Research Hospital** during its two day radiothon!

Radio One/Detroit released newly appointed PD of Urban WHTD **Ms. Smiley**. In addition to her new assignment, she had been PD of Urban AC WDMK and NT WCHB-AM. Sources say her termination came from an altercation with the promotions director at a station event. This termination took place less than one week



Los Angeles
April 29-30, 2011

W Hotel
Hollywood

For summit details and registration info-
<http://www.worldwideradiosummit.com>

following her appointment to the WHTD PD position. No replacement has been named.

Main Line Broadcasting Country WKSX/Dayton flips and moves down the dial a couple notches to Modern AC Click 101.5.

Clear Channel/Southern Colorado Dir./AM Programming **Paul Ihander** heads east to take the PD/News Director post at sister Talk WGY-AM-FM/Albany-Schenectady-Troy.

Greater Media Adult Hits WBEN/Philadelphia PD **Charley Lake** steps down to focus on his PD duties for sister Classic Rock WMGK. Sister Rock WMMR APD **Chuck Damico** takes over as interim PD duties at WBEN until a replacement is named.

Clear Channel Rock WEBN/Cincinnati PD **Scott Reinhart** is now also the PD at sister Talk WLW-AM, filling the spot left vacant by **Darryl Parks**' promotion to Clear Channel's corporate level as VP/News-Talk Ops. Interim PD, **Rich Walburg** recently announced his exit effective immediately to join the **MS Society**, Ohio Valley Chapter as Communications Manager.

Radio One/St. Louis promoted **Mickey Johnson**, PD of Urban WHHL/St. Louis, to OM. Johnson will oversee sister Urban AC WFUN. WFUN PD **Niecy Davis** will remain in that position and report to Johnson.

After five years with **Bonneville** Adult Hits WARH/St. Louis midday talent **Michelle Steele** exits.

In the wake of **Entercom** Country WDAF/Kansas City **Blake Powers** exits, morning will be taken over by **Roger Carson**. Carson was formerly at sister AC KUDL, which will be simulcasting with 'sister' KMBZ-AM as of Monday (3.28).

CH Holdings Talk-Sports KTRS-AM/St. Louis adds former Cardinal **Jack Clark** to host 10-11p weekdays, with station sports reporter and 9p-midnight anchor **John Maracek** as co-host.

Bonneville Sports WXOS/St. Louis adds three former Cardinals, **Andy Van Slyke**, **Chris Duncan** and **Jason Simontacchi** as baseball analysts for the season.



Danny Parkins', who recently departed **Citadel Sports WSKO-AM/Syracuse**, will be **Shan Shariff's** replacement in middays (9-11a) at **Entercom Sports KCSP-AM/Kansas City**.

New Country Bob 95/Fargo afternooner **Steve Bakken** exits.

Andy Meyer joins contemporary Christian "104.9 The River" WCVO/Columbus, OH as the new Director of Brand Development.

AVAILZ. **"Dangerous" Dave Nelson.** Experienced and hard working radio guy has found himself in the unfortunate position of being unemployed. Two decades in the business, 10 plus of those in the rock format. But wait, there's more! Programming chops to boot and a brain for social networking. Along with that you'll get all kinds of web skills and video editing knowledge, to capture all of those awesome station events and showcase them on your website. This old dog is full of new tricks. Maybe you can teach him some more, or the other way around. If you have an opening at your company, please consider me. I'll even give you a free aircheck and resume! You can reach me at <mailto:djohnnelson@gmail.com>

AVAILZ. **Ron Kresa.** Minneapolis, Duluth on-air experience. <mailto:ronjon2k@hotmail.com>

Condolences to family and friends of former WHBC-AM/Canton, OH host **Skip Hornyak**, who died Friday (3.25) at 76.

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 Conclave Awards Luncheon, recognizing this year's Rockwell Award recipients – **CBS' Dan Mason** and **Pyramid's Steve Rivers** – along with the 2011 Conclave Scholarship winners. 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

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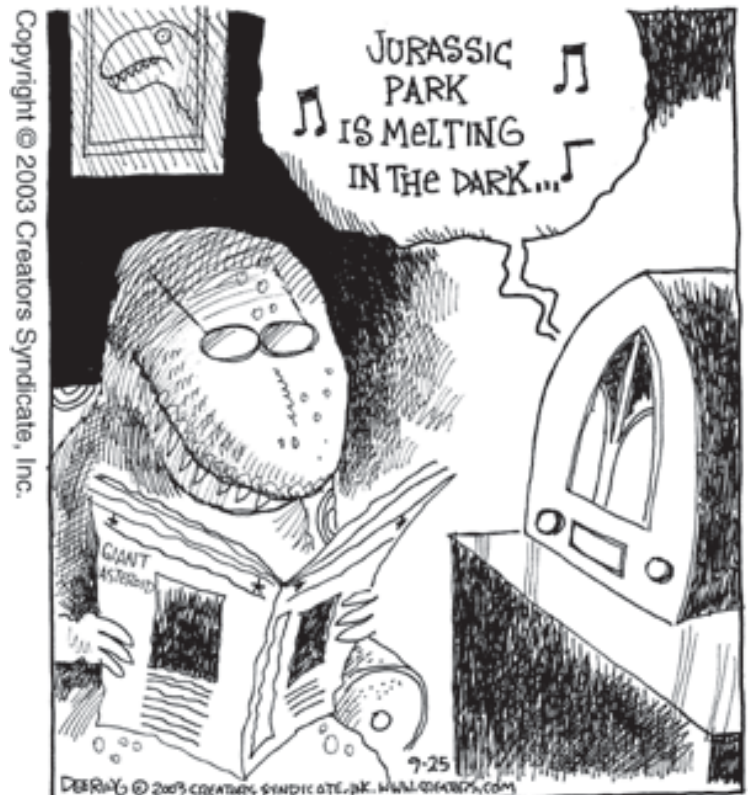
<http://www.colemaninsights.com>

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>! This offer expires soon...read below!

No Conclave tricks. Just a Conclave treat! In honor of April Fool's Day tomorrow, the Conclave will be extending its Earlybird rate through the weekend (ending Sunday April 3rd). If you haven't registered for this summer's Learning Conference, save some money and register today (http://www.theconclave.com/register/clic_register.php)! No foolin'!!

Are you following the Conclave on *Twitter*? [@Conclave](https://twitter.com/Conclave)

Commentary found on the pages of the TATTLER solely reflects the opinions of the publisher, and are not necessarily those of the Conclave or its Board of Directors. Responses to all TATTLER news items and commentary are welcome. Email <mailto:tomk@theconclave.com>.



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Full Time, On-Air Talent for WREW in Cincinnati, OH. Individual must have a positive attitude on and off the air with the ability to establish listener motivation and loyalty in the target demographic, as set forth by management. Candidates should preferably have two to three (2-3) years of on-air experience. Interested candidates can apply and view complete job posting at: <http://jobs.biccin.com/>

AC Program Directors: there is a great opportunity in beautiful Southwest Florida. If you are looking for an opportunity with a successful, privately owned radio and television broadcaster and welcome the challenge and hard work required to build our clusters Mainstream AC, Lite 93.7 (WTLT-FM), Ft. Myers – Naples – Marco Island (Market 62) we welcome your e-submission: resume@lite937.com. Strong AC track record in competitive markets with proven brand marketing, strategic thinking and leadership skills is a must. Clear Channel Radio – WAKS, WGAR, WHLK, WMJI, WMMS and WTAM – has an immediate opening for a part-time receptionist. Hours are Monday – Friday 1:00-6:00pm. If you like meeting people, are energetic, enthusiastic, dependable, have excellent communication and computer skills and multi-line experience, send your resume and salary requirements to: <mailto:andrecastilo@clearchannel.com> or mail to: **Andrea Castillo, Clear Channel Radio**, 6200 Oak Tree Blvd. 4th floor, Independence, OH 44131.

Assistant to National Sales Manager. Must have excellent phone skills, demonstrate proficiency in administrative duties for national business and experience with coordinating and recapping promotional requirements on behalf of WJR-AM, WDVD-FM and WDRQ-FM. Must be resourceful, dependable, efficient and detail oriented. Candidate should be proficient using PowerPoint, Word, and Excel. Marketron Experience a plus. Other systems germane to our industry will also be taught. Candidate will have the ability to work independently as well as collaboratively with the sales department and National Rep firm to perform multi-faceted tasks in conjunction with day-to-day responsibilities. Candidate must also have the ability to prioritize tasks, coordinate work flow, and effectively communicate with all departments such as traffic/continuity, production, promotions, and business. Switchboard relief will also be a part of the candidate's responsibilities as well as additional local sales duties for WDVD-FM/WDRQ-FM. Please Email resumes including acceptable salary range to: <mailto:detroitradio.job@citcomm.com> and must reference Position ID: DET.SALES.NATASST.033111.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.SALES.NATASST.033111.AA.

KCJJ Radio is looking for an experienced news reporter/anchor and sports play-by-play person. Will also be required to cover some public meetings and events. Job is Sunday-Friday with varying hours. Qualified candidates may apply by sending a cover letter, resume and air check



to: **Tommy Lang**, PO Box 2118, Iowa City, IA 52244.Or email to <mailto:kcjjam@aol.com>.

WCPT AM and FM and ChicagosProgressiveTalk.com seeks a Promotions Manager. Responsibilities include arranging station events, communicating with listeners through Facebook, Twitter, e-mail, and other social media outlets and updating the website with topical and entertaining content. The successful candidate will have at least 5 years radio industry or comparable experience, have a strong understanding of progressive politics, and be self motivated to make things happen. If you are ready to dive in, send your resume to <mailto:WCPTPromotions@gmail.com>.

Great Plains Television Networks, LLC. está buscando actualmente a encargados de ventas locales en el área del Topeka, de Kansas, el área de Wichita, de Kansas y el área occidental de Kansas para el producto de AZTECA AMÉRICA. AZTECA AMÉRICA es el canal 312/ DTV 49 de Cox y es #3 alineado entre las familias hispánicas a través del estado. Los aspirantes deben ser limpios y organizados, ser bilingual y tener un buen saber la repisa de las comunidades hispánicas a través del estado de Kansas. AZTECA AMÉRICA se puede ver a lo largo y ancho del estado en Cox 312, tan allí es oportunidad estatal de hacer \$\$\$. Si está interesado, envíe por favor sus materiales a los molinos de Steven, VP/Sales, Great Plains Television Network, 110 S. La cañería, la habitación 300, Wichita, KS 67202, o usted pueden E-mail su paquete a <mailto:steve@kgpt49.com>.

WLS 890 AM has an opening for a full-time Talk Show Producer. Producer is responsible for the overall sound of top-rated current events/political based talk shows. Responsibilities include working with program hosts to create engaging, stimulating, informative, ratings-generating talk shows. Producer is also responsible for researching and developing key show topics for the audience, screening phone calls, finding actualities and booking top national guests and preparing reference material. Other duties may include but are not limited to: updating the website, uploading podcasts, and social media for the show. The Producer reports to the Program Director and the Operations Director. Qualifications: College Degree, 5 years major market producing experience, strong sense of urgency, ability to multi-task, execute breaking news, proven ability to book national guests, superior organizational and communication skills. Must enjoy early morning hours and working on a team. If interested, please e-mail your cover letter and resume to: chicagoradio.job@citcomm.com. Please reference the following 3 things in your cover letter: Hiring Manager & Department Code (listed below) and where you saw this job posting. Tracy *** – Dept. AA, WLS 890 AM, 190 N. State Street, Chicago, IL 60601, E-mail: <mailto:chicagoradio.job@citcomm.com>.

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Wichita Kansas based **Mid America Ag Network** is looking for an Account Executive to start ASAP. MAAN is a agriculture based radio network with stations in Nebraska, Kansas and Oklahoma. You will service current clients and help build our database with new clients. A background in agriculture is helpful. Send resume to <mailto:jnavarro@kgso.com>

WAZY - **Artistic Media Partners** - Lafayette, IN is searching for a person to handle the PD position for WAZY. On-Air RCS/Selector experience is required. Keep it brief and send your demo and resume to Karen@u93.com. Cat Country 95.1 – KATC/Colorado Springs seeks an experienced, promotionally-minded programming leader. If you've won more than you've lost, and you're able to explain why both happened, you may be the person to help this station reclaim the top of the ranker. Include ratings history and programming philosophy with your resume and rush to <mailto:cos.opportunities@citcomm.com>

CBS Radio Cleveland is accepting applications for entry level positions. Includes station monitoring and all daypart board operating. Prefer production experience and knowledge of AudioVault system. Dependability and punctuality a must. Apply online: www.cbsradio.com. CBS Radio Cleveland and WQAL Q104 Cleveland is looking for a morning show producer. Are you passionate about pop culture, local and national news? Do you have the skills to efficiently present the information? Are you web and social media savvy? Do you have killer production skills? Do you have ideas on how the Oscar broadcast could have been more entertaining? Then we want to talk with you. Apply online: <http://www.cbsradio.com>.

Great opportunity to join a fantastic organization: Can you light up Des Moines 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. You can read about the opportunity here: http://www.nwc.edu/web/employment/media-staff-Listener_engage_KNWI. To apply: <mailto:jobs@nwc.edu> (resume and mp3 demo please).

Clear Channel Radio-St. Louis has an immediate opening for a Program Director Requirements for this position include: • Develop and implement creative content and campaigns for both on-air, digital and social media platforms • Direct and coach on-air personalities • Implement music strategy of two stations • Implement online strategy of two stations • Have responsibility for all on-air aspects of radio stations • Manage brand aspects of events, community service initiatives, stream stations, HD multicast stations • Create marketing concepts and promotional activities of stations • Maximizing ratings performance of stations • Collaborate with Operations Manager on development of station strategy • Collaborate with Online Content Team on development of corresponding digital brands • Collaborate with sales team on revenue growth of stations • Innovate in all areas to differentiate stations from competitors Qualified candidates should possess the following: • Mastery of RCS Selector™ music scheduling software • Ability to multi-task in a fast-paced environment • Expertise in working with digital audio radio automation systems. Mastery of RCS NexGen system is preferred, but not required. • Clear track record of ratings success especially with Persons 18-34 in the Country format • Qualified candidates should have: • Mastery of RCS Selector™ music scheduling software • Ability to multi-task in a fast-paced environment • Expertise in working with digital audio

radio automation systems. Mastery of RCS NexGen system is preferred, but not required. • Clear track record of ratings success especially with Persons 18-34 in the Country format • At least three years of prior Program Director experience • At least seven years of on-air experience • At least three years of online content management experience • Availability to work early mornings, late evenings, weekends, and holidays if required Send your resume to <mailto:stlresumes@clearchannel.com> (please put "PD" in the subject line).

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.

Imagine working for a company whose focus is Main Street, not Wall Street; where employees are committed to meeting big challenges and making a real difference. That's **Three Eagles Communications**, a broadcasting leader where people come to do great work. Right now we are looking for talented individuals to join our winning team where you will have a chance to innovate, grow and do what really matters. JOB DESCRIPTION- • Prospect and develop new business. • Grow revenues from an existing client list. • Provide marketing ideas to grow client business through radio and internet. • Manage all aspects of the client relationship – contracts, billing, & collections. • Operate within the TEC sales guidelines. QUALIFICATIONS • Direct sales experience. • Strong prospecting, selling and presentation skills. • Excellent communication, organization and interpersonal skills. • Self-starter with energy, ideas, discipline and enthusiasm. • Able to work independently; yet a strong team player. • Computer competency, particularly Word, Excel and PowerPoint. To apply, please send resume to: <mailto:dsturgeon@mankato.threeeagles.com>

Entercom Kansas City is seeking an entry level Ecommerce Sales Specialist who is highly focused on success. This position is responsible for selling, coordinating and supporting our Kansas City Perks E-commerce platform for a variety of Kansas City radio stations. Main responsibilities include selling local and regional businesses into programs for our Half Price Deals and Deal of the Day programs as well as selling dedicated digital packages. Day-to-Day responsibilities include prospecting and booking all E-commerce sales with retailers, restaurants and relevant businesses for our Kansas City office. Duties and Responsibilities include: • Coordination of a corporate E-commerce website as it relates to selling business • Development and updating of sales materials for the E-commerce site • Proposal development for existing and potential clients • Gathering and assembling of materials for campaign recaps • Sales to secure business into the E-commerce platform • Cold calling and prospecting new business • Maintain current sales collateral • Planning and execution of client needs • Proactive management of ecommerce site as necessary Qualifications: • Background in retail, hospitality or online sales preferred • Proficient in Microsoft Power Point, Excel, Word and Outlook • Strong presentation skills and an ability to work in a face paced environment • Responsible, dependable, hard working and a great attitude • College Degree Required To be considered for this position, please apply online at <http://www.entercom.com> and click on "Careers".

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As an Account Executive with **Entercom**, you will also represent some of the largest sports teams and talent in the entertainment world. In keeping with the other members of the Entercom Teams, the #1 trait we hire for is "WINNING ATTITUDE". We are looking for driven individuals who refuse to lose or compromise their level of success even in an unsteady economy. *****If this describes YOU, please forward your resume and career success stories today! KCSB / KMBZ / KQRC / KRBZ / KUDL / KXTR / KGEX / WDAF- ACCOUNT EXECUTIVES. You are the best of the best. You are self-motivated, fearless, creative, a pro-active problem solver, tenacious, detail-oriented, money-motivated and approach this job as if you are your own CEO. You are a self-starter, organized, detail-oriented and have the ability to work without much direct supervision. Entercom is seeking you. Entercom Kansas City has the latest tools and technology, the most knowledgeable management and is known as offering the best work environment for selling radio advertising in the industry. Nobody in the market can offer more to their clients than Entercom. Successful candidates are experts in:

- Strategic targeting of clients
- Prospecting and relationship building
- Setting face to face appointments
- Thoroughly analyzing customer needs
- Creatively designing marketing campaign
- Strategically selling compelling concepts to key local and regional decision makers

Experience:

- Media sales
- Sports sponsorship
- Digital sales background preferred
- Successful track record of new business development
- Proven track record in meeting and exceeding defined sales goals
- Strategic multi-level selling

To be considered for this position, please apply online at <http://www.entercom.com> and click on "Careers".

Heritage CHR, CIL-FM Carbondale, IL is looking for our next night time star, Can you relate to a 18-34 audience, Can you work the phones, Can you have fun on the air, We currently have a rare opening on CIL-FM, in the heart of Southern Illinois, Home of Southern Illinois University. The person we are looking for, should have experience in CHR, Experience with Scott Studios, be familiar with Adobe Audition, sound great at night, all while keeping watch over our 6 station cluster in Southern Illinois. If you like to have fun on the air, then this is the place, our previous air talents regularly end up in top 10 markets. This is a beautiful area, approximately 90 miles from St. Louis, MO. Work for a great station, and a great company **Max Media**. Send resume, and demo to **Jon E Quest** Program Director WCIL-FM <mailto:jonnyq@riverradio.net> please no phone calls, our summer events will be beginning soon, and we would like to fill the position soon. We offer salary, health, and dental insurance, 401K, and more.

If you are in any city in Wisconsin and have Top 40/CHR or Hot AC experience, I want to hear from you. I'll still take a listen and get back to you if you're in Minnesota or Illinois. We need you as close to the area and familiar with the area as possible. You'll voicetrack a 5-hour shift Monday-Friday plus a 4 hour shift for Saturday, 4-5 very brief breaks per hour. All of them are over song intros so they're extremely short. Get to the point, and deliver with your personality. That's it! At this time, we are not in a position to offer a comfy salary. If you're expecting to make bank, that's not going to happen here. But if you're out of work, have extra time, looking to keep your skills fresh and on the air, and are willing to spend 30-40 minutes per day doing that, this is for you! Get me your best work, I'll take a listen and get back to you with more information: <mailto:alex@b104online.com>

Classic Hits KOOL 101.7 is interviewing for a full time on air personality position. If you love radio, public appearances, and being involved, then we want to hear from you! On air experience is required. Experience with Audio Vault and Cool Edit Pro is a definite plus! WNKO / WHTH Radio is owned and operated by the **Runnymede Corporation**. Interested persons should mail or e-mail resume (plain text) to: Tom Swank, General Manager, WNKO / WHTH Radio, PO Box 1057, Newark, Ohio 43058-1057. <mailto:sales@wnko.com>

CBS Radio is accepting resumes for the position of Local Sales Manager of news radio WCCO, Minneapolis. The LSM will be involved in all aspects within the Sales process, including, but not limited to developing account plans and strategies, cultivating, influencing and maintaining relationships with decision makers, and delivering and preparing product presentations. Responsibilities include leading, hiring, training and managing the sales staff to achieve sales budgets and outpace the market; increasing revenue by developing creative sales opportunities, managing inventory and pricing effectively; and forecasting and reporting sales volumes, potential sales. We are looking for a proven leader with a track record in sales and management and a background in radio communications. The successful candidate must be performance driven and results oriented, with excellent communication, analytical and organizational skills. Interested applicants please apply to <http://www.cbsradio.com>.

Newsradio 830 WCCO has an immediate opening for a creative and fearless talk show producer. You need more than a Rolodex and superior organizational skills. You will play a critical role in the development and execution of live, local radio talk shows. Not only do you have to identify key topics for the audience, you will be responsible for mapping out a detailed game plan for your hosts, which includes sound, guests and reference material. We need masters of Google, dynamic writers of show content for wcco.com and scavengers of sound and stories from the worlds of news and pop culture. Applicants must have a minimum of five (5) years experience operating broadcast equipment and conceptualizing topics in a broadcast setting. Editing and production experience is preferred. Union membership required. Interested applicants please apply to <http://www.cbsradio.com>.

CBS Radio is accepting resumes for the position of Local Sales Manager of JACK-FM, Minneapolis. The LSM will be involved in all aspects within the Sales process, including, but not limited to developing account plans and strategies, cultivating, influencing and maintaining relationships with decision makers, and delivering and preparing product presentations. Responsibilities include leading, hiring, training and managing the sales staff to achieve sales budgets and outpace the market; increasing revenue by developing creative sales opportunities, managing inventory and pricing effectively; and forecasting and reporting sales volumes, potential sales. We are looking for a proven leader with a track record in sales and management and a background in radio communications. The successful candidate must be performance driven and results oriented, with excellent communication, analytical and organizational skills. Interested applicants please apply to <http://www.cbsradio.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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