

the Conclave Presents

THE TATTLER

Since 1975

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Gary Stevens explains “The Broker’s Glossary” for the next Conclave Webinar, April 20. As a longtime station broker and radio CEO/GM, Gary not only understands stuff like takeovers and making the math add up in a deal – he can explain it in plain English. No doubt that has something to do with his background as a celebrated top 40 jock at WMCA/New York, before he went into station management, became a group head at Doubleday, then struck out on his own as a broker who engineered over \$3 billion in deals. Gary will do “The Broker’s Glossary” on the free Conclave Webinar at 2pm CT on Wednesday, April 20. Sign up now at <https://www1.gotomeeting.com/register/402174937>. As usual, Conclave Board member and St. Louis “106.5 The Arch” personality **Jay Philpott** is producing and moderating. *COMMENT: The Conclave definitely ventures into new territory with this webinar on a topic that you won't find anywhere else in the industry. In addition to his credentials as one of radio's premier dealmakers, Gary brings Hall of Fame prominence as an air talent, programmer and group head to the table. Please sign up now for this extraordinary webinar! - TK*

Another round of **Crystal Award** winners were unveiled at the **NAB** this week! Congrats to the following stations for their commitment to serve in the community: **Three Eagles** KFOR-AM/Lincoln, NE; **Paul Bunyan Broadcasting** KIKV/Alexandria, MN; **Saga** KIOA/Des Moines; **Ida-Vend Company** KRLC-AM/Lewiston, ID; **Owens One Company** KUZZ-AM-FM/Bakersfield, CA; **Charles Anderson's** WKLX/Bowling Green, KY; **Our Three Sons Broadcasting**

WRHI-AM/Rock Hill, SC; **Clear Channel** WRVW/Nashville; **Delmarva Broadcasting** WSTW/Wilmington, DE; **Saga** WVVR/Clarksville, TN. Paul Bunyan Broadcasting's KBHP/Bemidji, MN was honored with a special “NAB Crystal Heritage Award.” The awards were presented at the luncheon, which also featured a keynote on radio's digital future by **CNET's Brian Cooley** and the induction of Country radio personality **Gerry House** into the NAB Broadcasting Hall of Fame.

Mountain Dog Media owner **Randy Hooper** is one of the Wisconsin Republican state senators incurring the wrath of his constituents, fueling a successful drive to force a recall vote. He's one of the senators who voted to curtail collective bargaining rights of state employees. The union battle spearheaded by newly-elected Gov. **Scott Walker** resulted in senate Democrats exiling themselves to deprive the Republican majority of a quorum. The Republicans tried an end-around legislative move, and the results are currently hung up in the courts. Both sides are mounting recall efforts. Hooper is one of the first to have petitions filed. Even Hooper's soon-to-be-ex-wife is joining in on the recall effort. According to reports, the Democrats have enough signatures to force the recall vote, and have filed the petition well in advance of the deadline. Hooper insists many of his constituents have congratulated him for taking the stand he did, and he believes they are in the majority. He says he'd vote the same exact way if he had to do it over again. Hooper's stations include NT KFIZ-AM/Fond du Lac, AC WFON/Fond du Lac and Sports WCLB-AM/Sheboygan and WMBE-AM/Chilton. *COMMENT: Wisconsin politics have involved radio on more than one front, with Mr. Hooper being the latest to occupy a spotlight. One can't help but think in our next door Dairy State, there's a new chapter for Who Moved My Cheese? - TK*

the Conclave Webinars

THE BROKER'S GLOSSARY WITH GARY STEVENS

Conclave Webinar!

Why would you want to buy someone else's debt? What is a senior subordinated note? These days, we all hear and read about some pretty exotic financial instruments that are used in conjunction with normal corporate financing and the buying and selling of radio stations and groups. What does it all mean? To help sort out the details, we've retained legendary broadcaster and broker **Gary Stevens** to help clarify the meanings of many kinds of techniques and devices used to fund these upper level transactions. Join us for *THE BROKER'S GLOSSARY* on Wednesday April 20th at 2pm CT. The webinar is free, but pre-registration is necessary. Click on <https://www1.gotomeeting.com/register/402174937> to join up! Conclave Webinars are coordinated and hosted by Conclave Board member, **Jay Philpott** from The Arch/St. Louis.

Wednesday
April 20
at
2P/CDT
3P/EDT!

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>

CBS Radio Pres./CEO **Dan Mason** joined Rain Summit founder **Kurt Hanson** for a “fireside chat” in Vegas Monday. Mason said, “I’m in a much, much different place than I was five years ago,” noting CBS stations did not stream and the company now offers streaming through **Radio.com** and owns **Last.FM** as well. Mason said the company looks at streaming not as something that will be immediately profitable but will be successful in the long term, adding that he expects streaming to the car “will happen.” Mason also said that the company also intends to launch **MP3.com** next month. “I have a much clearer understanding where broadcast radio fits” with digital media, Mason said, asserting that “one will not replace the other” but can work in tandem, such as his company’s integration of customizable streaming audio service Last.FM with its broadcast brands. Mason said that the third most popular stream for CBS is the Gospel HD2 channel of Urban WJHM/Orlando, behind only Sports WFAN-AM/New York and Alternative KROQ/Los Angeles. He said that “the brand is more important than the format” in streaming, with KROQ, WFAN, and Triple A WXRT/Chicago as examples. He estimated that stations are “50-50” in local versus out-of-market listening via streaming. On royalties, Mason said that the company’s position “from a terrestrial standpoint... (is that) radio has served the radio industry well for a long time, we bring promotional value, and... we shouldn’t have to pay a royalty.” On HD Radio, asked if the company has seen any success with its multicast channels, Mason said he could not point to any ratings successes and “there needs to be a lot more infiltration” of receivers before ratings successes are seen. Mason will be appearing at the **Conclave Learning Conference** in July to receive the 2011 Rockwell Award (**Steve Rivers** will also be present to receive his 2011 Rockwell). Kurt Hanson’s Rain Summit Midwest will be featured at the Learning Conference on Saturday, July 16th.

Other **Rain/NAB** Highlights: Legendary Programmer **John Gehron** moderated a panel on creating compelling content for digital platforms; Another programming legend, **Lee Abrams**, warned about a crisis in media content, telling about walking into a newspaper during his stormy tenure



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at Tribune and hearing many innovative ideas that were all the paper’s website, but then asked why they didn’t do anything for the newspaper itself, the response? “Oh, no. We can’t touch that.” Online media, both social media and other websites, are “the new rock ‘n’ roll,” Abrams said. Terrestrial radio, he charged, is “still playing from the ‘80s playbook,” with stations still using “Two-fer Tuesdays,” deep voiced imaging and Star Wars sound effects. “Things are moving faster than we think they’re moving,” Rain founder **Kurt Hanson** told the audience at his annual Rain Summit “State of the Industry” address, listing listenership, revenues, and adoption of technology among the things moving forward and portending a “third Golden Age of Radio.”

Hubbard Radio has been working the credit markets to borrow \$420 million to be used to close its pending \$505 million acquisition of the 17 radio stations in four markets from **Bonneville International**. Three levels of financing are involved. Hubbard Radio is a newly created company owned by the Hubbard Family in Minnesota. The company will remain private, but the debt offerings have been submitted for ratings by **Moody’s Investors Service**, so we do know a little about the company’s finances. For example, pro forma for 2010 the station group, including three radio stations in the Minneapolis/St. Paul market already owned by the Hubbard’s, revenues were approximately \$170 million. It’s unlikely we’ll see any other financial figures in the futures, since the debt being raised is all from senior lenders, not any issuance of public bonds. Moody’s assigned ratings a few notches below investment grade, citing the expected debt-to-EBITDA leverage at closing of 5.6 times. (\$420 million divided by 5.6 is \$75 million of EBITDA.) It suggests that the ratings could be upgraded if leverage drops below five times. Hubbard is keeping key Bonneville managers in place, which it got a thumbs-up from Moody’s. The ratings agency also noted that the Hubbard’s have a track record of low leverage for its TV businesses, so it is likely it will seek to reduce leverage for the new radio group also.

Los Angeles
April 29-30, 2011



W Hotel
Hollywood

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

Many expected more overlap in the **Cumulus-Citadel** merger that would require spin-off's of some stations, but it turns out the number of stations is surprisingly few. In an **FCC** application, the company lists 14 stations in 10 markets that will be reassigned to **Volt Radio**, a trust headed by **Scott Knoblauch**. Of the 14, only one comes from the neighborhood: Urban AC KMJK/Kansas City.

Former WHOF/Canton, OH morning guy, **Gary Rivers**, had his day in court last week over charges stemming from an incident last November, when he was arrested for domestic violence against a woman in his house. Rivers, known on-air as Gary Stackhouse, got his charge reduced to disorderly conduct and pleaded no contest so the judge suspended his 30-day jail sentence on the condition that he stay out of trouble for two years. The judge also imposed a \$250 fine. Ironically, less than a month before his arrest, Rivers had donned high heels and participated in a local edition of **Walk a Mile in Her Shoes**: The International Men's March to Stop Rape, Sexual Assault and Gender Violence.

The Minneapolis Star-Tribune reported today that, Twin Cities radio station the Current (89.3 FM) is launching an all-local music stream on its website today. Says the paper, "Dubbed 'Local Current,' it will provide a 24/7 outlet for bands from the region, including such on-air staples as **Atmosphere**, **Jeremy Messersmith**, **Dessa**, **Trampled by Turtles** and the **Replacements**, plus a lot of lesser-knowns — all rotated in a preliminary launch of the new feature earlier this week." Said PD **Jim McGuinn** who was featured in last week's Conclave Webinar (see below), "If resources permit, we plan to do even more with this." The paper added, "Staffers will compile the stream's playlist and provide between-song commentary, just as they do for broadcast programming on the **Minnesota Public Radio** affiliate. The stream is being funded in part by the *Minnesota Legacy Amendment's Arts & Cultural Heritage Fund*."

Available now: a recording of last week's Conclave webinar, **SECRETS COMMERCIAL RADIO AND NON-COMMS KEEP FROM ONE ANOTHER** with **Jim McGuinn**, PD of **Minnesota Public Radio's** "The Current" - KCMP/Minneapolis...**Brad Savage**, PD of **Saga Communications'** "The Corner" - WCNR/Charlottesville... and **Ron Gerber**, Show Host (Crap from The Past) on **Fresh Air, Incorporated's** KFAI/Minneapolis. To order

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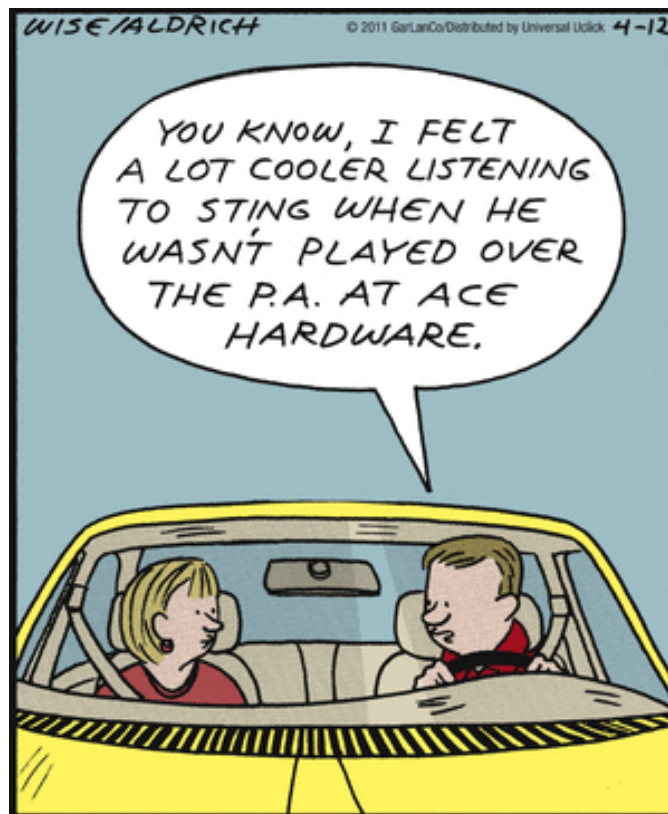
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the recording, click on <http://www.theconclave.com/upload/conclave2011webinarform.pdf> and follow the directions. You'll receive a link to download the webinar recording in mp3 form.

Citadel NT WLS-AM/Chicago gave alderman **Benny Stone** a shot as a guest radio host. "I'm running my maiden voyage as a talk show host," Stone said, saying he'd love it to become a regular gig. Stone lost his alderman seat last week. He'd been in office in the 50th Ward since 1973.

Two longtime Conclave faculty members are joining forces. **Arbitron** VP/Programming Services and Development **Gary Marince** joins **Clear Channel Radio** as SVP/Research and Development, effective April 18th. Marince, a former OM at WWSW-AM-FM/Pittsburgh who has been with Arbitron for 15 years and was instrumental in the development of **PPM**, will report to EVP/Research **Bob Michaels**.



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The Conclave Learning Conference

Thursday, July 14

From Nuts & Bolts to Bits & Bytes

Saturday, July 16



OVER 40 SESSIONS!!

Friday, July 15
2011 Rockwell Award Ceremony



Dan Mason • Steve Rivers

Details at www.theconclave.com

Doubletree Park Place • Minneapolis, MN • July 14-16, 2011



36th ANNUAL!

A-Ware sent the *TATTLER* a press release that we would love to print verbatim. But that funny **Kevin Carter** at **RAMP** told the story much better than we ever could: ““What? New toys from A-Ware? It’s like Christmas in April! Wait - when does Chanukah come this year? Never mind... Anyway, for those of you lucky enough to be at the **NAB Show** in family-friendly Las Vegas this week, A-Ware has a bunch of gadgets and thingamabobs on display, including a preview of a brand new version of **MusicMaster** (v5.0!), a MusicMaster iPhone app and a competitive-analysis program called MusicMaster Dashboard. Plus, they’ll also demo MusicMaster Live, which allows listeners to play around with music-scheduling while keeping them within the confines of rules laid down by a PD, and it also knows when to use the “permanent press” setting on your washing machine. With technology like this, it makes a future filled with jetpacks seem almost within our reach...”

Citadel Sports WBBL/Grand Rapids, MI host **Michael Grey** and syndicated “Todd and Tyler Radio Empire” sports anchor **Pete McIntyre** join **Journal Sports** KXSP-AM/Omaha for afternoons beginning May 16th.

Radio vet and worship artist **Perry LaHaie** joins the morning show at **Moody Radio** Contemporary Christian WGNB/Zeeland, MI.

Radio One/Indianapolis OM **Brian Wallace** exits. Wallace was also PD and oversaw the programming at Urban AC WTLC. In addition, he had been overseeing programming at Urban AC WDMK/Detroit, following the recent departure of **Ms. Smiley**.

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!

Dan Zako has been upped at **Citadel** Hot AC WDVD and Adult Hits WDRQ/Detroit from LSM to GSM. Zako joined Citadel from crosstown **Clear Channel** where he was an AE for 6 Ω years.

CBS AC WCFS/Chicago VP AC Programming **Jim Ryan** announces the promotion of afternoon host **Scotty Smith** to mornings. Smith joins former sister WBBM personality **Rebecca Ortiz** for wake-ups.

Condolences to family and friends of Classical WFMT/Chicago “From the Recording Horn” host **Andy Karzas**, who passed Monday (4.11) from stomach cancer at his Chicago home. Karzas, who was 71, joined WFMT in 1957. In 1962 he left to work in non-radio jobs, including sales at the Tribune and Chicago Magazine, before rejoining WFMT in 1972 where he was heard ever since.

Our deepest condolences to **Roadrunner Midwest** promotions rep **Elana Tuene** on the loss of her father.

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 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>!

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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What does it take to be a morning co-host on the BIGGEST station in Lincoln, NE? Froggy 98 (KFGE) needs somebody that is quick on their feet, can make the listeners laugh, and if you can do parodies and play an instrument, that'll put you higher up on the ladder. We're not looking for a person to back announce songs and do weather forecasts; we want to add a member to our team that can entertain! Your passion for live and local radio, high creativity and work ethic get you into the conversation. Send your audio, resume, references and anything else you think will get our attention. Email materials to: salbertsen@broadcasthouse.com. Or mail to: **Steve Albertsen**, Operations Manager, NRG Media. 4343 O Street. Lincoln, NE 68510.

News Radio 700 WLW in Cincinnati is looking for a full time news anchor-web reporter. You must be able to write several newscasts an hour and produce stories for the web site. Additional skills in video or IT would be helpful. You must be a creative and conversational writer, with a passion for news and technology. Send resumes and audio to jeffhenderson@clearchannel.com or **Jeff Henderson**, News Director 700 WLW, 8044 Montgomery Road Suite 650, Cincinnati, OH 45316

97.1 The Fan in Columbus, Ohio, is searching for a talk show host. This position will be responsible for co-hosting a daily sports talk as well as covering various **Ohio State University** sporting events. The successful candidate will be a seasoned sports talk show host with extensive knowledge of college football, a high degree of creativity, originality and discretion. Qualified applicants may apply online at <http://www.dispatchbroadcast.com>.

Newsweb Radio Company is looking for a full-time Station Manager for WCPY-FM 92.5 in DeKalb, IL. Qualified candidates should have a strong interest in news and politics, and should be able to interact with listeners in an informed manner. The Station Manager will be in charge of managing the station's brand across a wide spectrum of social networks. He/She will also oversee the daily operations of the station, update the WCPY-FM Public File as needed, and be the main point of contact for the station. The Station Manager should also be available for promotional events as needed. Please submit a resume and cover letter to: web@newswebradio.net or **Mark Earnest**, 6012 S. Pulaski Road, Chicago, IL 60629.

WBIG AM 1280 in Aurora, IL is seeking our next on-air host. We're looking for someone to anchor the AM edition of the Big Radio Shopping Show from 7-9, where we offer our listeners savings of up to 80% of local products and services. The AM edition also features news, sports, weather, traffic and entertainment updates. You'll also co-host "The Big Wakeup Call" from 9-10, featuring interviews with local and national personalities along with lifestyle tidbits for our audience. This is a part-time position, approximately 15-20 hours a week. At least one year of on-air experience is required, production skills are extremely helpful, and familiarity with the western 'burbs, especially Kane, DuPage & Kendall counties is a big plus. Please e-mail a cover letter and resume in either .pdf or .doc format (no .docx — I can't open them), along with an audio sample in .mp3 format to ryangatenby@wbig1280.com

The **NextMedia** Radio Station in Aurora, IL is looking for a Part Time Promotion Assistant. Are you looking to get your foot in the radio door? Are you ready to get out in the community and help portray the radio stations in a professional manner? Will you have a smile on your face when you are out at station events? Do you understand that radio promotions mean working weekends, nights and holidays? If you can 100% answer yes to those questions, let's talk. Forward your resume and why you want to get into promotions to Promotion Director, **Valerie Cordina** at val@959theriver.com.

Great Plains Integrated Marketing is looking for a coachable full-time Producer/Technical Operator on WZFG-AM. 3+ years radio experience necessary, must be proficient in Adobe Audition & Media Touch Systems. Duties include but not limited to working with show host on booking, audio and video production, sound bites, news, promo copy writing, studio operator/engineering. To apply send resume to: jobs@gpimonline.com and mention where you read this posting.

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Neuhoff Media Springfield Inc. has an immediate opening for Morning Show Sidekick, on-air Middy's and Promotions Director. REQUIREMENTS FOR THIS POSITION INCLUDE: • Develop and implement creative content and campaigns for both on-air, digital and social media platforms • Implement online strategy of station • Collaborate with sales team on revenue growth of station QUALIFIED CANDIDATES SHOULD POSSESS THE FOLLOWING • Ability to multi-task in a fast-paced environment • Ability to organize remote, promotion and appearance schedule. • Expertise in working with digital audio radio automation systems. Mastery of RCS NexGen system is preferred, but not required. • At least two years of on-air experience • At least two years of online content management experience • Availability to work weekends, and holidays if required send resume and demo to bondsy@997kissfm.com

1150 WIMA-AM is looking for an experienced part-time news reporter to cover afternoon and evening news events and anchor newscasts. Must be a good writer who can express how events impact the listener. Also must be proficient in digital editing and social networking. 20 to 30 hours a week depending on how much there is to cover in a given week. Send resume and audio to davewoodward@clearchannel.com.

Cumulus Appleton-Oshkosh seeks a Program Director for America's Best Music 1280 WNAM. The station is also the flagship for Wisconsin Timber Rattlers baseball. Applicants should be well versed in automation systems, FCC regulations, and have production, website, and social media skills. This is an off-air position. Please e-mail your resume to Guy.Dark@cumulus.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. gbuchanan@threeeagles.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: 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: 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: http://www.nwc.edu/web/employment/media...ngage_KNWI. To apply: mailto:jobs@nwc.edu (resume and mp3 demo please).

Want to EARN what you DESERVE and control your own career destiny? If you have an entrepreneurial spirit and track record of success in sales or marketing OR if you have excellent people skills and enjoy helping others, we have the PERFECT position for you! **Go Radio Broadcasting** in Fargo, ND, is looking for an energetic, self-motivated, multi-media seller. If you have media experience OR a track record of success in outside sales and would like to find out more about this INCREDIBLE GROWTH CAREER please apply. Send your resume to: Attn: Sales Manager, BOX 9919, Fargo, ND 58106.

NAVTEQ is the leading global provider of digital map, traffic and location data that enables navigation and location-based platforms globally. We are currently seeking a Part Time Traffic Editor in our Minneapolis/St Paul office: The Traffic Editor is assigned to a NAVTEQ Regional Traffic Gathering Operations Center and is responsible for gathering, writing and dissemination of traffic information to clients and end users utilizing NAVTEQ's Web-based distribution systems. RESPONSIBILITIES: Gathering real time traffic incident data through a variety of both publicly available and proprietary resources, Entry of real-time traffic incident data in NAVTEQ's proprietary traffic incident management database system, Accountable for interfacing with NAVTEQ software applications, Other related duties as required. QUALIFICATIONS: Successful candidates for the position of Traffic Editor will thrive in a dynamic team environment. Possess excellent written and verbal communications skills. Have computer literacy. Be capable of handling multiple tasks under occasionally severe time constraints and be deadline driven. Knowledge of Minneapolis/St Paul roadways is essential. Apply online to Job #18912 at: <https://navteq.taleo.net/careersection/...tl?lang=en>

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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