

the Conclave Presents

THE TATTLER

Since 1975

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Cartoons Suggested by Lenny Bronstein & Jay Philpott

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We sadly announce the passing of **Ricki Gale**. Ricki was a longtime Twin Cities-base promotion person, and most recently held the position of Conclave account executive. She died Tuesday morning, May 3rd, following a long, valiant fight with cancer. Ricki is survived by her ex-husband Steve Fingerett and daughter Allison. After Ricki was admitted to a hospice, Allison kept a journal offering incredible insight into the last days of her mother's life, and her very human and very touching reaction to a most difficult time. You can read it in its entirety at <http://www.caringbridge.org/visit/rickigale>.

What's already different about the newly closed **Hubbard** (formerly **Bonneville**) stations? The LDS Church-owned Bonneville refused to accept ads related to gambling, including casino ads and even state-operated lotteries. But, Hubbard is a-ok with it. Though it's not like the gates have opened to ads for Sodom & Gomorrah Inc. – Chicago Manager **Drew Horowitz** says generally, "if it wouldn't run for Bonneville, it wouldn't run for Hubbard, either." It was also said in the past that Bonneville wouldn't accept alcohol-related ads, but apparently it did (quietly). Hubbard now officially owns the Eastern and Midwestern stations of Bonneville. Interesting note: At least in Chicago, Hot AC WTMX will continue to carry the Bonneville-produced Sunday morning "Music and the Spoken Word", the devotional show from Salt Lake City featuring the Mormon Tabernacle Choir.

Former **FCC** General Counsel **Erwin Krasnow** wrote an opinion piece calling for the end of the concept of "public ownership of the airwaves." Released by the **Media Institute**, Krasnow, quoting **Ayn Rand** and Justice **William O. Douglas**, charges that the idea that the public is owed anything for the use of airwaves is "absurd." "The radio frequency spectrum cannot be seen, touched, or heard," Krasnow, presently a partner at law firm **Garvey Schubert Barer**, writes. "It has existed longer than man and like air, sunlight or wind, cannot be owned by anyone. Does a person who uses a windmill

to grind grain or pump water owe the 'public' for the use of the wind? What about the sunlight used by those who grow wheat, corn, or other crops? And what about the use of the "public's air space" by aircraft? The list could go on and on, and in each case it can be said that someone is engaging in a business enterprise by using a 'public resource.'" "The concept of public 'ownership' of the airwaves is demonstrably at odds with Congress's intent in enacting the **Radio Act of 1927** and the **Communications Act of 1934**," Krasnow asserts, adding, "The spectrum is there whether it is used or not; only when it is enhanced by the use of broadcasters and others does it have any value at all to the public." Krasnow also takes on the scarcity justification for broadcast regulation, saying, "There is no blinking from the fact that technological developments have advanced so far that the time has come for both Congress and the FCC to revisit and to renounce the notion of scarcity in today's digital world." "The time has come for the FCC to take the following actions: Renounce the discredited concept of public ownership of the airwaves, bury the scarcity rationale, and adopt the approach advocated by former FCC chairman **Mark Fowler**, by applying a public-interest standard based on minimally regulated marketplace forces rather than content regulation. Fowler once said that whether you call the public-trusteeship model of regulating broadcasters 'paternalism' or 'nannyism,' it is 'Big Brother,' and it must cease. Amen." *COMMENT: Oh, where to begin, Mr. Krasnow. It is the right to transmit radio waves over specific frequencies – commonly referred to as "airwaves" – that the public owns. Wind or sunlight has nothing to do with it. And other media options – their number or their kind – is also irrelevant to the public ownership issue. (Apparently, Krasnow is oblivious to the fact that we, via the government, are responsible for assigning routes used by aircraft companies in our "public's air space"...but we digress.) Dismissing the notion of public ownership of the spectrum upon which broadcasters pass along news, information, and entertainment as Krasnow flippantly and illogically does in his arguments gives one pause to wonder if he thought of all this on the way to his Flat Earth Society meeting. - TK*

The **FCC** is proposing a \$14k fine against **Mattoon Broadcasting** for tower enclosure and main studio staffing violations at Adult Standards WLBH-AM and Hot AC WLBH-FM/Mattoon, IL. An FCC agent visited the station's studios and was greeted by locked doors and no answer to phone calls or doorbell rings, and two cars in the parking lot had flat tires. The agent also noted fences that were falling down or missing surrounding the transmitter towers of the AM. The Commission also proposed a \$4k find for **Pilot Media** for missing quarterly issues/program lists at Country WIBL/Fairbury, IL. The fine, reduced from \$10k, because the file was mostly complete.

the Conclave Webinars

FORMAT WARS!

Conclave Webinar!

FREE!

Wednesday
May 18
at
2P/CDT
3P/EDT!

In a unique webinar that will be as much a workshop as an Internet presentation, **FORMAT WARS** will become a programming and research session using the tools of Nielsen BDSradio along with Excel, calculators and T-squares to examine competitive battles and programming strategies in play today. This webinar happens Wednesday, May 18th at 2P CT. It's free, but preregistration is necessary by clicking on: <https://www1.gotomeeting.com/register/359496256>! With several stations programming a similar library, does any station have their own music identify? Can a station effectively establish a unique music profile? How have key format evolved over the past decade? Join Stephanie Friedman, Andrew Forsyth and Raphael George to improve your radio IQ through this examination of programming metrics such as library size, rotation, dayparting, duplication and more. 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 Next Conclave Webinar: FORMAT WARS! In a unique webinar that will be as much a workshop as an Internet presentation, **FORMAT WARS** will become a programming and research session using the tools of **Nielsen BDSradio** along with Excel, calculators and T-squares to examine competitive battles and programming strategies in play today. This webinar happens Wednesday, May 18th at 2P CT. It's free, but preregistration is necessary by clicking on: [https://www1.gotomeeting.com/register/359496256!](https://www1.gotomeeting.com/register/359496256) With several stations programming a similar library, does any station have their own music identify? Can a station effectively establish a unique music profile? How have key format evolved over the past decade? Join **Stephanie Friedman**, **Andrew Forsyth** and **Raphael George** to improve your radio IQ through this examination of programming metrics such as library size, rotation, dayparting, duplication and more. Conclave webinars are hosted by Conclave Board of Directors member **Jay Philpott** of **Hubbard Radio's** 106-5 The Arch, WARH/ St. Louis.

Former **Cumulus** Classic Rock WYFM/Youngstown, OH morning host **Scott Kennedy** plead guilty to possession of child porn, which may lead to quite the jail sentence. According to reports from WKBN.com, Kennedy, an area DJ fixture for 30 years, "resigned abruptly last week." Kennedy's activities were discovered by the cops in 2009 when an undercover agent who monitored chat rooms noticed that "Kennedy had uploaded images to one and was chatting on the subject of phone sex. Agents raided his home and seized his computer," loaded with "238 images and video files." Kennedy faces 10 years in prison and up to \$250k in fines. Sentencing is August 25th.

DAILY TUITION AT THE CONCLAVE! Did you know you can attend the **2011 Conclave Learning Conference** for as little as \$99? That's all you need to take in either the **Jacobs Media Summer School** on Thursday 7/14 (morning only) or the **RAIN Summit Midwest** on Saturday 7/16 (afternoon only)! Don't have time to take in all 3 days of the conference, but still want to participate in the learning? Come for an entire day of the 36th annual Learning Conference for \$199...just \$129 for daily admission, without meals or special event tickets. Full tuition is still the best bargain: All 3 days, all 40+ sessions, keynotes, *every* meal, *every* special event, The Jacobs Media Summer School, the RAIN Summit Midwest - just \$349. Groups of 3 or more, just \$299! For details, and to register, click on Visit [http://www.theconclave.com/register/clc_register.php!](http://www.theconclave.com/register/clc_register.php)
COMMENT: The Conclave Board is keenly aware of radio company and personal budgets, which is why it deems pricing for the Learning Conference important. It negotiates the least expensive hotel room rates in the industry - \$99 - and offers attendance options for the most poignant, stimulating and challenging agenda found anywhere

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for less than \$100. What other organization/conference in the industry offers THAT? We believe the answer begins with an "N" and ends with "ONE!" - TK

The **2011 NAB Marconi Radio Awards** nomination process has begun. The Award recognizes overall excellence in radio broadcasting. To be considered, GM's can nominate their station(s) for "Station of the Year by Market Size" and/or "Station of the Year by Format" categories. Nominations are also accepted for "Legendary Station," "Network/Syndicated Personality of the Year" and Spanish Format Personality of the Year." On-air personalities are also eligible. Nominations are being selected based on market size. Stations must submit their nominations at: www.nab.org/marconis. All nominations must be received by May 31. Finalists will be announced in July. On September 15th, the winners will be announced during the NAB Marconi Radio Awards Dinner and Show at **The Radio Show** in Chicago.

During last week's **World Wide Radio Summit** in Los Angeles, Domestic and International Awards were given out in 33 different categories. The radio winners are: Company of the Year – **CBS**, Company Exec. – **Dan Mason** (CBS), Sr. Programmer – **Jon Zellner** (Clear Channel), Company Online Exec. – **David Goodman** (CBS), Station of the Year – WHTZ/New York, Station Exec. – **Rod Zimmerman** (CBS/Chicago), Station Programmer – **Kevin Weatherly** (KAMP, KCBS, KFWB, KNX, KROQ, KRTH, KTWW/Los Angeles MD/APD), **Lisa Worden** – KROQ/Los Angeles, Station Air-Talent – **Kevin & Bean** (KROQ/Los Angeles), VO/ Imaging, Production – **Kelly Doherty** (Kelly Kelly Kelly – KIIS/Los Angeles), Station Online Presence – KIIS/Los Angeles, Consultant – **Jacobs Media**. Congrats!

CBS Talk KMOX-AM, AC KEZK and Hot AC KYKY/St. Louis held a relief drive with the **St. Louis Cardinals** and the **United Way** for victims of last week's tornadoes. The drive was yesterday (5.4) at **Busch Stadium** before the Cardinals – **Florida Marlins** game. Hosts and staff from all three stations were outside each of the stadium's gates to collect donations. The Cardinals offered \$10 tickets with \$5 going to the United Way's relief efforts.

CBS Top 40/Mainstream WDZH/Detroit celebrated the Royal Wedding last Friday. Morning host **Puddin**, and Ordained Minister, married a lucky listener and her significant other at a local **White Castle**. Puddin searched and searched through entries to find the best story of a cash-strapped couple who wanted to tie-the-knot on the same days as the Royals. The winners, who own a tattoo business, met at a White Castle in May 2009 and eat there almost every day. "It was love at first bite," bride **Marquisa** gushed in her e-mail entry.

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Congrats to **Clear Channel** Country KXKT/Omaha on raising \$285k over 31 hours for Omaha's **Children's Hospital and Medical Center** during their **Children's Miracle Network Radiothon**.

It's a new brand world for traditional broadcast media. Some believe the entertainment and advertising worlds must converge to survive. Others see ratings and demos giving way to new nonstandard ROI metrics. Both are right. Yesterday, Veteran broadcast manager and Chief Brandwidth Strategist **Kipper McGee** shared insights on how your radio station(s) can continue to be brilliant at the basics while preparing for continued relevance to current and future media consumers in the webinar, **HOW TO SURVIVE THE FUTURE OF BROADCAST**. If you missed this rare learning experience, you can order a recording by clicking on <http://www.theconclave.com/upload/conclave2011webinarform.pdf>. Conclave Board member and St. Louis "106.5 The Arch" personality **Jay Philpott** produced and moderated the webinar.

Brown College's Radio Department will now be offering Continuing Education courses! A great way to sharpen your radio related skills or create a new skill set for your job or resume! For 2011- Brown will be offering both a Talk Radio/Producer course with former WCCO producer- **Dan Geiger**, and a Play by Play course with **Dan Terhaar** of the Minnesota Wild. Cost per course is \$200, that includes 15 hours of instruction! Courses start in June and October. To register- contact **Lisa Wright**- Brown College Radio Chair- 651-905-3432 or LWright@browncollege.edu<<mailto:LWright@browncollege.edu>>.

CBS Talk WCCO-AM/Minneapolis names **Bob Shomper** PD, effective immediately. Shomper previously served as News Director at KTAR/Phoenix, where his news staff recently received the **2011 Murrow Award** for Overall Excellence. Shomper has also programmed high-profile stations such as WBAP-AM/Dallas, WGN-AM/Chicago and WLS-AM/Chicago. "Bob's years of experience in, and knowledge of, the business are a perfect fit to help us continue building our success at WCCO," GM **Mick Anselmo** said. "His direction and leadership will be a great benefit to our community, the staff and listeners of WCCO." "The legendary call letters of WCCO have been a part of my life since I can remember," Shomper said. "WCCO's commitment to the Twin Cities community and its listeners is unparalleled and I am both thrilled and honored to join with Mick Anselmo to lead the WCCO programming team."

Sports agent **Nate McCray** is launching his own weekly talk show on **Salem** Talk WDTK-AM/Detroit. "What's the Scoop" debuts June 12th and will air Sundays at 5p.

the Conclave

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Midwest Family Broadcasting/Springfield, MO OM **Mary Flenor** exits after six years. Flenor was also PD of Classic Hits KOSP and oversaw Country KOMG, Rock KQRA and Classic Rock KKLH.

Record promo vet **Mark Westcott** joins the promotions staff at **Capstone Music Group**. Westcott, most recently at **Ride Records**, joins **David Shaw** and **Jamice Jennings** at Capstone, both of whom also worked at Ride.

Lisa Fetter joins **Journal/Wichita** as General Sales Manager beginning May 9th.

Emmis Alternative KPNT/St. Louis ups middayer **Donnie Fandango** to MD.

College of St. Benedict Pres. **Dr. Maryann Baenninger, Ph.D.**, and **Thomson Reuters** Professional Division CTO **Rick King** have been elected to the board of trustees of **Minnesota Public Radio**.



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A rare position is available at **Carroll Broadcasting** for a morning drive position for our Country station. Position would include morning drive airshift, plus voice tracking duties on our other stations. Music director responsibilities are included with this position, along with production and live broadcasts. Other possible areas could include work in promotions, news or sports depending on experience or ambitions. We are looking for someone to add their personality to our staff and bring in their ideas. Carroll Broadcasting is locally owned with a great reputation, terrific community, good benefits including insurance and more. Please send your demo and resume to <mailto:jobs@carrollbroadcasting.com>.

Imagine... living a peaceful, quiet life in the beautiful Blue Ridge Mountains of Western North Carolina and fulfilling your passion as an on air communicator at the same time. Imagine... having the resources at your disposal that will enable you to impact hundreds of thousands of people in multiple markets every week! That dream can be a reality for you if you're the next Morning Show Co-Host on 106.9 The Light/WMIT! If you're committed to excellence and ready to join a passionate team, then send your resume and an example of your best air work to: HR Dept., P.O. Box 159, Black Mountain, NC 28711.

Ingstad Family Media in Jamestown, ND has an opening for a full time on air personality. Candidate must have computer skills, enthusiasm, and the ability to work well with others. Past radio experience or broadcasting degree is encouraged but not required. For more information call 252-1400, mail resume and air check to Ingstad Family Media, Box 1170, Jamestown North Dakota 58401 or email it to taneaclocksene@amfmradio.biz. All inquires will be kept confidential.

Wanted- General Sales Manager. **Advanced Media Partners, LLC** (Peoria, Illinois) . Occupation: Management . Type: Full-time. Description: Manage all aspects of revenue development for four-station cluster. Hire, fire, train, and develop sales team: Qualifications: Ideal candidate will have bachelors degree or equivalent time spent in outside sales. Sales management experience helpful. Responsibilities: The sales manager will be: - Working closely with sales staff to solidify relationships with client base. - Developing individual and station revenue goals. - Monitoring individual and station sales performance. - Communicating with the rest of the management team. - Working with digital/interactive team to develop additional revenue opportunities. - Undertaking event marketing initiatives. - Managing station inventory and pricing policies. - Training sales reps in the office and in the field Apply by Email: employment@AMPillinois.com

News Talk 1190 WOWO in Fort Wayne, Indiana seeks a motivated News Director to continue our market leading brand of breaking local news, weather and traffic. WOWO is one of the few radio stations in America that still does news the right way, with a news room full of local anchors and reporters dedicated to informing the community we serve. We go way beyond the press releases, hitting the streets to tell compelling stories laden with captivating audio and contemporary writing. This is



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an opportunity to join one of the finest news talk radio stations in America, run by one of the best independent companies in broadcasting. Find out why Federated Media has been called a company "worth working for". You will have all of the tools you need to succeed including the direction of newly appointed OM **Gregg Henson** and consulting services of **Greg Mocer**. If you have type "A" attention to detail and passion for getting to the bottom of the local stories. If you want to do news the way it was meant to be done, and want to join an award winning news room, rush your resume today to newsdirector@federatedmedia.com.

WANTED: Broadcast News Producer for Minnesota—PT—Home Office—Afternoons. This is a well-paid, part-time contract position for an experienced Broadcast News Producer who is passionate about social/environmental/economic and community issues and understands commercial broadcasters. Must be a results-oriented self-starter who can also follow established protocols and work well with different personalities in a rapidly changing environment. (Sense of humor and comfort with paradox required; "post-green-memes" sensibility preferred.) Required: a starting average of 12 radio spot news stories per month on the public interest non-profit beat statewide. The successful contractor will have years of daily editorial newsroom/broadcast experience (commercial stations and wire service work preferred) with excellent editorial, social media, technical and interpersonal skills. Phone sound only, duration approx. 1:30. Pay is \$105 per story plus \$300 monthly research stipend and hard costs covered. **The Public News Service** is strongly committed to achieving excellence through all forms of justice. Contract available now. Please DO NOT apply without the required skills/experience, values and mindset. Please send cover letter and resume detailing experience to jobs@publicnewsservice.org. Please write "PNS MN" in the subject line.

Full time chief engineer needed for multiple station group in the upper Midwest. Must be proficient in AM, FM, transmitters, audio processors, and Scott Studios digital automation. This a full time position with excellent salary and benefits. Please send resume outlining experience to John Lund, The Lund Consultants, Inc., Lundradio1@aol.com.

PD Opening at **Mid-West Family Broadcasting's** Country KQYB in La Crosse. Our PD is moving up in the biz! Heritage country station looking for a high energy leader. Somebody that knows how to hit the streets in a very competitive market. Gotta know Selector, how to lead a team, and do a killer air shift. Send your tape/res programming philosophy asap to: opening@mwfroadcasting.com

PT/FT Air Talents. Implement music or talk format and contribute entertaining content. May include host duties, news, reporting or producing responsibilities. Both full-time and part-time positions available. Please submit an MP3 for consideration. To be considered for this position, please apply online at www.entercom.com and click on "Careers".

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Friday, July 15

Saturday, July 16



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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 www.entercom.com and click on "Careers".

Experience operating radio broadcasting console preferred, as well as knowledge of modern radio station practices and FCC broadcast regulations. Responsibilities may include, but not limited to, maintain program/commercial log, scheduling recordings, working with show hosts, and handling listener calls. Requires availability on evenings and weekends. To be considered for this position, please apply online at www.entercom.com and click on "Careers".

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KRBZ / KZPT / KXTR / 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 www.entercom.com and click on "Careers".

News Talk KZRG is searching for a news talent for our news talk station located in Joplin, Missouri. We feature a three person news department and we're looking to grow again. Do you like to cover breaking news and weather! The ideal candidate will have a passion for news! This position includes anchoring, reporting and writing. Plus help updating our website (newstalkkzrg.com) and social media platforms. Send your audio and resume today! News-Talk KZRG, **Zimmer Radio Inc**, Josh Marsh, News Director, 2702 E 32nd Street, Joplin, MO 64804. josh@zrgmail.com

Lincoln Financial Media in Denver seeks our next generation of highly talented account executives to sell one of the markets strongest and successful brands KQKS (KS1075)! We currently have openings for experienced account executives with proven track records. If you possess strong selling skills, are client focused, possess direct and event sales experience, have digital sales experience, have an entrepreneurial spirit, strong communications and negotiation skills and enjoy working in a fast paced environment, we are looking for you! KS1075 is a leader in the Denver Market. A minimum of 2 or more years of radio sales or media sales experience is preferred and a strong knowledge & passion of the CHR format is a plus! Send resume & cover letter to: denverjobs@lincolfinancialmedia.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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