

the Conclave Presents

# THE TATTLER

Since 1975

Publisher: Tom Kay Editor: Ben Holsen  
Cartoons Suggested by Lenny Bronstein & Jay Philpott

Volume XXXVII • Number 21 • May 26, 2011

In response to the devastating tornado in Joplin, MO, **Zimmer Radio's** cluster went into wall-to-wall coverage on all of its stations; Talk KZRG-AM's signal on 1310 was off but the station's news coverage was airing on its FM translator K275BD as well as sister Top 40 KSYN, Country KIXQ, AC KJMK, Classic Rock KXDG, and Talk KZYM-AM. KIXQ morning man **Randy Brooks** said, "We suffered in the direct path of the tornado, and this is the first Internet access I've had. The stations of Zimmer Radio Inc. formed a collective information broadcast that was simulcast over all seven stations with our News/Talk station as its base of operation. We started with wall-to-wall coverage almost an hour before the tornado hit, and are still wall-to-wall. We were the first with reports of damage to the main thoroughfares and many law enforcement agencies and government officials reported that we were their only means of communication and information during the early hours of the aftermath. You can listen yourself to this coverage at any of the Zimmer station websites through the listen-live functions. I am proud that I work for a company that still values live on-air personnel and has such a high level of commitment to serving our community." Zimmer OM/Director of Programming **Chad Elliot** reported, "Seven members of our on-air staff lost everything except the clothes on their back, this includes me! We are now searching for a new place to live! Joplin needs all the help we can get! We are currently collecting non-perishable food items, bottled water, toiletry items, etc next door to Zimmer Radio at Food For Less. We are also encouraging donations to the **American Red Cross**. We've been on the air with non-stop continuous weather coverage since Sunday at 4p!" Zimmer Top 40 KSYN APD/MD/afternoon host **Steve Kraus** added, "I'm good. Lost everything, but missed it by about 10 minutes ... left home ... came to the station ... and it roared through my living room." Amazingly, no one was seriously injured. The station also used its **Facebook** page to spread news on the whereabouts of numerous tornado victims. A Facebook page named simply "Joplin, MO. Tornado Recovery" is approaching 127,000 followers. If You'd Like To Help - **Missouri's State Emergency Management Agency** has set up

ways to donate funds or offer to volunteer in the short-term or long-term recovery efforts. Click on <http://www.sema.dps.mo.gov/recover/donations.asp> to help. The **Heart of Missouri United Way** launched a Joplin Relief Fund, promising 100% of all donations will be given to relief efforts in Joplin. Text "JOPLIN" to 864833 to make a \$10 donation, or visit <http://www.uwheartmo.org>. *COMMENT: Here's another wonderful example of radio at work in their communities with Zimmer performing a yeoman's duty not only as a broadcasting company who – even as a victim - stepped up with superlative service in a time of need. We encourage all who can to use the aforementioned conduits to assist the citizens of Joplin. - TK*

**RTN Contemporary Christian KWND/Springfield, MO** is collecting pre-paid gift cards to donate to Convoy of Hope to give to families and relief efforts in Joplin, MO. KWND is coordinating collection efforts with local Ozarks Credit Unions as drop-off and purchase points for the cards. Information on branch location can be found at <http://88.3thewind.com/event/joplin-relief>.

**Bryan Broadcasting Top 40 KNDE/Bryan-College Station PD Tucker "Frito" Young** earlier this week told the folks at **All Access**, "Candy 95 and sister station WTAW-AM have been following coverage of the aftermath of the Joplin tornado along with the rest of the nation. After listening to coverage online from **Zimmer Radio/Joplin**, we reached out to see what we could do to help. The team at Zimmer provided us with a list of supplies badly needed in town." Springing into action in less than 12 hours, Candy 95 and WTAW-AM organized a drive yielding almost \$15,000 and three 26-foot trucks full of supplies. "It was just amazing being able to help in some way," added Young. "The team at Zimmer has been so amazing serving their community in this horrible tragedy. Being able to have their back and make life a little better for Joplin means the world."

While Missouri suffered devastation, North Minneapolis was hit by a disastrous tornado of its own last weekend. As in Joplin, radio helped a community in need. State Sen. **Linda Higgins**, whose district encompasses north Minneapolis, had praise Monday for public KMOJ radio. The urban formatted signal known as "The Peoples Station" at 89.9 FM was a hotbed of information to the community - after it got back on the air with an emergency generator. Key figures are parading into their studios to give information over the air - U.S. Rep. **Keith Ellison**, a power company representative, Commerce Commissioner **Mike Rothman** and Higgins herself. The KMOJ web site (<http://www.kmojfm.com/>) has continually posted, including such valuable information as where to donate, and where to get free meals. In fact, KMOJ Radio opened the lower level of their studios for donations of non-perishable food items, clothing, bottled water, etc.

the Conclave Webinars

## THE SOCIAL HABIT III!

Conclave Webinar!

FREE!  
Wednesday  
June 8  
at  
2P/CDT  
3P/EDT!

The next Conclave webinar presents new, unreleased data for 2011 on America's adoption of social networking sites and services. It will include a detailed look at Facebook and Twitter usage, mobile social behavior, and location-based apps and services. Tom Webster's THE SOCIAL HABIT II is free, but preregistration is required at <https://www1.gotomeeting.com/register/327537841>. Join Tom (of Edison Research) as he guides you through new data on social networking, location-based services and mobile behaviors from recent studies conducted by Edison Research and Arbitron, longtime leaders in analyzing the usage and consumption patterns of various media among all consumers. Conclave Webinars are produced and hosted by Conclave Board member, **Jay Philpott** from The Arch/St. Louis. This webinar is presented by **Envision Radio Networks** and **Arbitron**.

Conclave Webinars are FREE! Visit [www.theconclave.com](http://www.theconclave.com) for details!

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**Conclave Webinars Get 'Habit' Forming!** Next Wednesday, June 8 at 2P CT, The Conclave presents a webinar presenting new, unreleased data for 2011 on America's adoption of social networking sites and services. It will include a detailed look at Facebook and Twitter usage, mobile social behavior, and location-based apps and services. **Tom Webster's THE SOCIAL HABIT II** is presented by [Envision Networks](#) and [Arbitron](#). It's free, but preregistration is required at <https://www1.gotomeeting.com/register/327537841>. Join noted industry analyst **Tom Webster** of **Edison Research** as he guides you through new data on social networking, location-based services and mobile behaviors from recent studies conducted by Edison Research and Arbitron, longtime leaders in analyzing the usage and consumption patterns of various media among all consumers. Learn how the changes in mainstream adoption and usage of social media are going to impact the future of content creation and distribution, and in particular, how these changes are happening in our increasingly mobile environment. Conclave webinars are produced by Board Member **Jay Philpott** of **Hubbard Radio's** 106-5 The Arch (WARH/St. Louis).

Back in the day, if you were assigned to attend Summer School, it was considered punishment. At the **36th annual Conclave Learning Conference**, **Jacobs Media's** "Summer School 2011" will be anything but. For the second consecutive year, the Conclave has tapped media research and consulting firm Jacobs Media to go to the head of the class and open the conference with key classes that will take place Thursday morning July 14th bright and early at 8 A. "Last year, 'Summer School' proved to be one of the more popular offerings at Conclave," said Jacobs Media President **Fred Jacobs**. "This is a perfect venue for learning and sharing, based on the Conclave's long-standing reputation among programmers, talent, and industry leaders as the learning venue for programmers, managers, and personalities. To meet radio's changing needs, this year's sessions will have a special focus on digital media and what any station can do to participate and thrive in this rapidly changing space." Conclave Board Chairperson, **Mark Bolke** notes, "We are thrilled to have 'Summer School' back in session at this year's Conclave. The Jacobs Media team has once again assembled a fabulous faculty and curriculum designed to provide actionable takeaways for all of our attendees." Jacobs Media's Vice President/General **Paul Jacobs** added, "We're putting together some great blocking and tackling sessions that will have a special focus this year on mobile and social media. Our newest consultant, **Lori Lewis**, will be a featured presenter, along with guest lecturers **Arbitron's** new director of digital media and analytics, **Paul Krasinski**, and **Minnesota Public Radio's Mike Reszler**. All three are preparing can't-miss 'Summer School' sessions." The 36th annual Learning Conference is July 14-16 at the **Doubletree Park Plaza Hotel** in Minneapolis. Click on [http://www.theconclave.com/register/clc\\_register.php](http://www.theconclave.com/register/clc_register.php) for more information and a registration form. *COMMENT: One could argue the Jacobs Media Summer School is worth the price of Conclave admission, alone! We guarantee your hand will be tired from taking voluminous notes, while your mind becomes awash in a myriad of exciting new concepts. All we*

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*can say is get to Minneapolis early to take in this uniquely exclusive learning opportunity! - TK*

Some people bought into **Harold Camping's** promise of a 5-21-11 rapture, they also cleaned out their life savings donating money to the cause and in some cases, one final vacation or some other expenditure. Well, 5-21-11 came and went. No rapture. Camping simply said his math was off and the new end of the world date is 10-21-11. Of course, no refunds. One observer says the chance of a refund via a legal system is remote, also. Word is that **Family Radio** spent somewhere near \$100 million to get its doomsday message out, claiming the money in large part did not come from donors. Most of it was a result of the sale of broadcast properties, including one TV and one FM station. Camping, after being "flabbergasted" the rapture didn't occur, insists now that a quieter event took place and now the real deal date is in October. According to **Christian News**, should any donors desire a refund, their chances of getting their money back are nil. If nothing else, Family Radio is anally honest in how it uses donations – cash coming in from supporters is most definitely used to forward the organization's goals. If one of those goals happens to be promoting Camping's sincere belief that the end is upon us, so be it. *COMMENT: This shuckster should have no place on the radio. Yeah, we know. Free speech and all. But it's still against the law to yell "FIRE" when there is none. Reasonable people knew the world was not going to end on 5/21. That was just absurd. Instead, our trusty Mayan calendar clearly pinpoints the rapture for NEXT year on 12/21/12- TK*

On 5-19, **Clear Channel**, on behalf of 50-kW Rocker WIOT-FM/Toledo, OH, filed a petition claiming that **Martz's** recent Smooth Jazz (The Oasis) addition to the Detroit market and the 250-watt translator (W284BQ) is interfering with the reception of WIOT. Attorneys for Clear Channel are demanding the **FCC** revoke Martz's license. In the complaint to the FCC, Clear Channel attached a list of 13 listeners that claimed "The Oasis" interfered with their reception of WIOT, not in Toledo, but in the Detroit metro area. (YES! WIOT could previously cover larger swaths of the Detroit metro.) Martz is obviously opposing the petition and says it will "vigorously fight this attack, both with the FCC and in the court of public opinion." Martz recently launched a website asking supporters to take action and save the station. Supporters can also contact the FCC and Clear Channel, as well as Wayne, Oakland and Macomb, IL County executives and other national and state elected officials. Said **Tim Martz** of Martz Communication Group: "The outpouring of love and support from Detroit has been overwhelming. Unfortunately the status of Detroit's favorite smooth jazz station is in jeopardy." Martz stressed that WIOT is solely a Toledo station and does not market itself in Detroit. He also said WIOT does not sell advertising in and for Detroit. The Smooth Jazz format had previously disappeared from the Detroit radio dial in 2009 when **CBS** switched V98.7 to Top 40. However, it does offer it on the station's HD-2 signal.

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Radio has now registered its fifth consecutive growth quarter with a 3% increase to \$3.783 Billion (with a B) in Q1. Momentum continued this quarter with strong performances in Digital (+21%), Off-Air (+9%) and key Spot categories: Automotive (+27%), Insurance (+20%) and Beverages (+32%). "The consistent ad spending increases from advertisers in Radio's top-five categories are significant," said **RAB Pres./CEO Jeff Haley**. "This growth, indicative of confidence in Radio's platforms, is echoed across multiple categories and leading marketers like Communications giant **AT & T**, **Quick Service**, Restaurant leader **McDonalds** and Supermarket titan **Safeway**." "The double-digit gain in Radio's Digital sector reflects advertisers' growing interest in tapping the power of exciting interactive capabilities in providing a return path to enhance product and brand promotion and increase sales" stated Haley. Radio's top five Q1 revenue categories based on Spot spending are - Communications/Cellular: \$338M, Auto Dealers/Dealer Groups/Manufacturers: \$333M, Television/Networks/Cable Providers: \$295M, Restaurants: \$262M, Financial Services: \$212M. **AT&T**, **McDonalds** and **Comcast Cable** top the list of Radio's top ten Spot Radio advertisers for Q1 2010. *COMMENT: At long last, a little good news for us all. Let's keep it up! - TK*

**CBS Radio Pres./CEO** – and 2011 Conclave Rockwell Award Recipient – **Dan Mason** sent out an internal memo pledging to work more closely with record companies and their artists by doing more to identify the music titles CBS stations play. "Effective immediately, CBS Contemporary, Rock, Urban and Country stations will increase the integration of title and artist information on new music releases in an effort to personalize, and drive sales of the product," he wrote. "We will also be expanding our radio play history online as far back as several years, providing a living synopsis of the songs we feature on the air for anyone to access. Here's the memo in greater detail: While I was in Los Angeles recently, I met with a leading music industry executive to discuss the mutual benefits of keeping an open dialogue as our respective businesses navigate the future. Certainly the dynamics of 2011 are vastly different than they were 20 years ago for both industries, and maybe it's a bit idealistic to think things can be the same as they were when I was the Program Director of WPGC in Washington. But I believe we should always be thinking about where we were and where we are now, and how we can apply what we've learned to help us grow. In the spirit of this conversation, I asked this exec what's the one thing the radio industry could do to help sell more music. The answer came from him in less than five seconds which astonished me. He replied, "Just give the title and artist of the music you play." Pretty simple idea and it wasn't the answer I expected. He went on to question me as to how the concept of not giving that information ever crept into radio programming in the first place. Having been around programming for 40 years, my recollection was that in the early '80s that information was defined as clutter - the "more music and less talk" theory. I didn't subscribe to that theory, but it was the thinking at the time. It's been several days since that meeting and after much internal discussion here's what we're going to do to put that sacred cow to pasture. Effective

# the Conclave

## Learning Conference 2011

### From Nuts & Bolts to Bits & Bytes

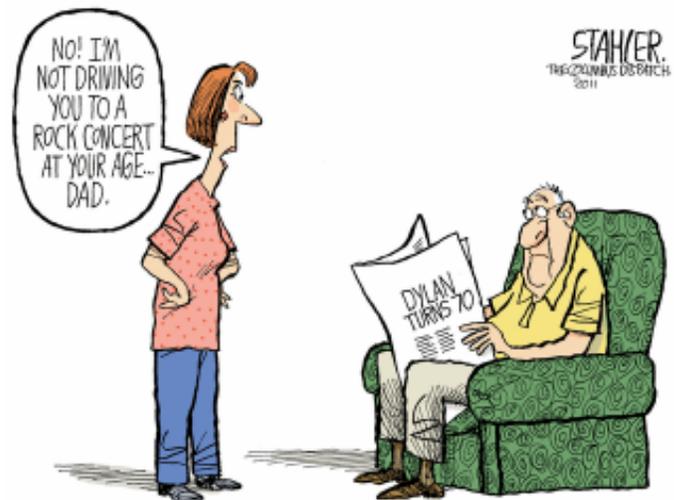
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immediately, CBS Radio Contemporary, Rock, Urban and Country stations will increase the integration of title and artist information on new music releases in an effort to personalize, and drive sales of the product. We will also be expanding our radio play history online as far back as several years, providing a living synopsis of the songs we feature on the air for anyone to access. This is a commitment I feel very strongly about. Our listeners should hear an immediate difference in the way we present our day-to-day programming as we implement this. This is a positive step CBS Radio is taking not only to support the sale of music, but in strengthening our relationship with the artists and those that promote and manage their careers. I welcome and appreciate your feedback on ways we can bring new energy and passion to the way we present our content. We shouldn't just play the music, we should showcase the music. Love of the product is contagious. Please feel free to e-mail me and let me know your thoughts." *COMMENT: Wow. A radio company promising to help the music industry with a minor, yet important, common sense programming alteration. And PRA (Performing Rights Act) is nowhere to be found in the discussion. How refreshing! - TK*

**Colorado, Inc.** is selling silent KLBO/Parker, CO to **Way Media, Inc.** for \$200k. The station has a construction permit to move into the Denver market (changing its community of license from Limon, CO) as a Class C0 facility. In other filings with the FCC, **Exodus Broadcasting, LLC** is selling Country KIQN and Oldies KWRP-AM/Pueblo, CO to **United States CP, LLC** for assumption of debt held by **Metropolitan Radio Group** and 10% of profits after the buyer has had its capital plus 8% returned to it. Metropolitan sold the stations to Exodus for \$500k in 2009 after a sale to the current buyer in 2007 failed to close. **The Helpline** is selling the construction permit for a new FM in Hebron, IN to **The Hurd Family Foundation Inc.** for an undisclosed amount.



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# The Conclave Learning Conference

Thursday, July 14

Friday, July 15  
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Saturday, July 16



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36th ANNUAL!

What do you get when you mix four of the radio's most experienced chief executives with cutting edge industry concerns? You get **"Meet The Pres (& A Few CEOs)"** – Friday morning's (7/15) keynote session at the 36th Conclave Learning Conference at the Doubletree Park Place Hotel in Minneapolis. This session brings together **John Dickey/COO Cumulus Media**, **Ginny Hubbard/Chair Hubbard Radio**, **David Benjamin/President-CEO Triad Broadcasting**, and **Joe Schwartz/CEO Cherry Creek Radio**. Serving as moderator will be Conclave Board member **Paul Heine/Inside Radio**, who will lead a spirited discussion of the realities of radio. All topics will be fair game: Wall Street vs radio/public vs. private ownership, the FCC, increased technological competition, the changing nature of corporate environments, and more will be discussed...including frank give and take with the Conclave audience. Expect the unexpected as these leaders take the Conclave stage. John Dickey is COO of Cumulus Media and is in charge of all of Cumulus' 350 stations in 68 media markets. Ginny Morris is Chair of Hubbard Radio, LLC and oversees all Hubbard radio properties, including the 17 Bonneville stations purchased by Hubbard. Joe Schwartz is President and Chief Executive Officer of Cherry Creek Radio, a Denver-based radio company serving as home to more than 60 stations. David Benjamin directs Triad Broadcasting, a 33-station group he founded in 1999. Paul Heine has a long industry media history, most recently serving as Executive Editor of *Billboard Radio Monitor*, Senior Radio Correspondent/*Billboard Magazine*, Executive Editor/*R&R* and is now Senior Editor at *Inside Radio*.

Congrats to the staff at **Lincoln Financial KYGO/Denver** on raising \$105,375 in 14 hours for **St. Jude Children's Research** on May 20<sup>th</sup> at **Toby Keith's, I Love This Bar and Grill/Denver**.

**Oasis Radio** Country WBTU/Fort Wayne, IN ended its search for the station's missing '9'. After going over a month as US 3.3, WBTU is back to 93.3. WBTU's 9 was found taped to the bottom of a dumpster in an area office park. Thousands searched, thousands tuned in and thousands viewed this great story at [findthe9.com](http://findthe9.com). WBTU paid out their \$5k reward and welcomed home the '9' in WBTU style.

**Clear Channel** Country WCOL/Columbus, OH morning dude **Woody Johnson** actually scaled down the side of the downtown Columbus **Renaissance Hotel** Friday afternoon (5.20). Johnson, who just celebrated his 50<sup>th</sup> birthday, repelled down the 22-story building for **Special Olympics**, raising \$35k!

**NextMedia** Radio Group Pres./COO **Jeff Dinetz** exits. He held the position since July 2006. Current NextMedia Outdoor Chief **Jim Donahoe** will oversee the radio division. Says Dinetz, one of last summer's faculty for the Learning Conference's 'Meet the Pres' Keynote session, "I am exploring opportunities at this point."

**Great Plains Integrated Marketing** Talk WZFG-AM/Fargo host and founder **Scott Hennen** exits, and his departure was more abrupt than planned. Hennen was yanked off the air Monday during his show after

he announced that his last show would air Friday, with the show cut toward the end of the first segment, replaced by "best-of" segments. **GSM Breck Von Bank** said he chose to pull the show off the air because "all the terms of (Hennen's) departure had not been agreed upon." Hennen, before being taken off the air, had said that he plans to enlist former North Dakota Governor **Ed Schafer's** help to figure out how to deliver his programming in the future, and had announced that "Grass Roots: A Commonsense Action Agenda for America," his new book, is set for publication July 5<sup>th</sup> by **Simon and Schuster Threshold Editions**, **Mary Matalin's** imprint. He ascribed his departure to the expansion of other business interests (under the name **Freedom Force Communications**) and book promotion which would have conflicted with his show on WZFG.

**JC Corcoran** celebrated 28 years on St. Louis radio this week, announcing that his and **Trish Gazall's** "The Showgram" will move from 10a-1p to noon-3p (CT) beginning June 13<sup>th</sup>. The move fills the gap left by the pending departure of 1-3p host **John Brown** to FOX O&O WOFL-TV/Orlando as morning anchor.

After 35 years, Mid-Morning host **Char Binkley** at **Taylor University Broadcasting** Contemporary Christian WBCL/Ft. Wayne will retire at the end of the month.

Station Manager **Dennis Stortz** and four other employees are out at **Lutheran Church-Missouri Synod** Religious KFUE-AM/St. Louis. According to the **St. Louis Dispatch**, a Lutheran Church-Missouri Synod spokesperson said that the current number of employees are not required to operate the station after the sale of the FM-license to **Gateway Creative Broadcasting** Contemporary Christian KHZR/St. Louis. There is talk of new programming coming on the AM; an announcement will be made in the coming weeks.

**MusicMaster** will be conducting a *Genius Workshop* on Wednesday July 13<sup>th</sup> from 1-5P just prior to the start of the Conclave Learning Conference. This training workshop is an opportunity to really refine your MusicMaster skills, and take advantage of many hidden treasures you may not have discovered yet in the software. The curriculum will be beneficial to the beginner as well as an experienced user. If you are a current client or just interested in sitting in and learning more about MusicMaster, RSVP to **Mark Bolke** at <mailto:mark@mmwin.com> or 651-405-9119.

**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, which includes 15 hours of instruction! Courses start in June and October. To register- contact **Lisa Wright**- Brown College Radio Chair- 651-905-3432 or <mailto:LWright@browncollege.edu>.

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**Clear Channel** Top 40 WKQI/Detroit names **Sison** Top 40 WXXX/Burlington, VT's **Jon "Jag" Gay** as their new night slammer.

**Wilks Broadcasting** Country WHOK/Columbus, OH PD **George Wolf** exits.

**Citadel** Talk WLS-AM/Chicago weekend host **Tom Roeser** has retired after 17 years with the station.

After almost 12 years, 10 as PD, **Eric Heyer** (Hoppy Gilmore) is out at **Triad Broadcasting** Country KVOX/Fargo.

**Max Media**/Denver OM **Zac Davis**, who oversaw Top 40 KDHT and Urban Oldies KJHM with day-to-day PD duties at KDHT, leaves to join **Clear Channel** Top 40 WDCG and Rhythmic AC WKSL/Raleigh as PD. Davis replaces **Randi West**, who is leaving to join WMTX/Tampa as PD/PM Drive.

**Dittman Group** Top 40/Mainstream WABB/Mobile names **Jack Spade** PD. Spade was previously PD/afternoons for **Citadel** Top 40 WHTS/Grand Rapids, MI.

**Emmis** Country WLHK/Indianapolis midday personality **Fritz Moser** adds MD duties.

New York based **Crush Management**, Nashville music veteran and Midwest Promotion expatriot **John Grady** team up to form a new venture. Along with Crush principals **Jonathan Daniel** and **Bob McLynn**, Grady, who was most recently with **Borman Entertainment**, will open Crush/Nashville.

**Entercom** Country WDAF/Kansas City PD **Wes Poe** married his best friend **Kristi** last weekend in Ottawa, KS.

Longtime Minnesota Twins broadcaster and baseball Hall of Famer, **Harmon Killebrew**, died last week at his Arizona home. Killebrew, the **Minnesota Twins** slugger known for his tape-measure home runs, passed away after battling esophageal cancer. He was 74. After retiring in 1975, he went to work as a Twins television and radio commentator. He later joined the broadcast staffs of the **Oakland A's** and **California (then, Los Angeles) Angels**. After hanging up his headphones, Harmon continued his work as a good-will ambassador for the Twins and captained many charitable causes. *COMMENT: If there has been a classier baseball star and broadcaster, we haven't met them. Harmon touched many lives, inspiring them with his "aw shucks" demeanor. He is a hero already greatly missed.* - TK

Condolences to family and friends of **Don Barden**, who started as a record store owner in Lorain, OH and built a Detroit-based business empire in the casino and cable TV industries. Don passed at 67 of lung cancer.

Condolences to family and friends of Evangelist **Ed Bousman**, known throughout the Midwest for his radio ministry based at WCKY-AM and, later, WLW-AM/Cincinnati. Ed passed after a long illness at 92.

Are you following the Conclave on *Twitter*? [@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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Where did you hear about this Learning Conference?  Employer  Co-worker  Friend/relative  School  Trade publication/website  Other  I've attended in the past

Employed by:  Radio  Records  Vendor/Supplier  Trade Publication  Student/Educator  Other? \_\_\_\_\_

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

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**\*This \$349 tuition is refundable and transferable. Refund/transfer details and Doubletree Park Place Hotel information are available on [www.theconclave.com](http://www.theconclave.com)**



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News/Talk 970 WKHM, K-105.3/Jackson's Hit Music and ESPN Radio 1450 WIBM in Jackson, MI is looking for an experienced Marketing Consultant for our Sales Department. Your responsibilities include preparing marketing plans for our clients which include digital media, radio commercials and sports marketing. If you are a go-getter and love to juggle many tasks, this could be the perfect position for you! Requirements: Previous sales experience, creativity and ability to understand and educate others on marketing within a digital environment, including on-air streaming, social media, text campaigns and e-marketing. To apply: Please email your resume to Deanna Stocker at [dstocker@k1053.com](mailto:dstocker@k1053.com), or mail to **Deanna Stocker**, Sales Manager, **Jackson Radio Works, Inc.**, 1700 Glenshire Dr., Jackson MI 49201

**Relevant Radio®**, a national Catholic Radio Network, seeks a Community Production Associate to work out of our Wisconsin Rapids, WI market. The individual represents the primary radio associate at the local station. They will support network production elements for the programming team as well as offer community involvement to carry out the mission of Relevant Radio. The ideal candidate will have 1 - 3 years of radio production experience. Must have a solid understanding of audio editing; experience using Adobe Audition. Full-time. If interested, please email resume and cover letter to [hr@relevantradio.com](mailto:hr@relevantradio.com).

**Backyard Broadcasting** in Sioux Falls, South Dakota (operators of KELO-AM & KELO-FM, KRRO-FM, KTWB-FM, KSQB-FM, KXQL-FM & KWSN-AM) is looking for a **sports announcer/producer**. Responsibilities include: • Gathering and producing hourly sports updates • Production of commercials and station promotional announcements • Co-produce and co-host daily local sports talk program • Play-by-play of high school & college events • Attending public appearances • Host of local coaches programs/specialty programming • Maintaining/development of station website Requirements include: • Minimum 3 years radio or television sports experience • Self-motivated and detail oriented • Computer skills • Passion for local and regional sports • Valid driver's license. Tapes & resume to: **Craig Mattick** / Program Director KWSN Radio, 500 South Phillips 57104, 605-271-5873. [craig.mattick@bybradio.com](mailto:craig.mattick@bybradio.com)

Chicago's Classic Rock Station, 97.9 The Loop (WLUP-FM) is looking for part-time air personalities. Qualified applicants will have a minimum of 2 years experience, live in the Chicago area, and be consistently available to work weekends and various fill-in shifts during the week. Email resume and audio to: [wlujob@gmail.com](mailto:wlujob@gmail.com) or mail to **Kyle Guderian**, OM, WLUP, 230 Merchandise Mart Plaza, Chicago, IL 60654. AFTRA membership will be required.

Entercom is looking for experienced On-Air Personalities. Must have experience in the format (Active Rock, Sports Talk or News Talk formats) and passion for the brand. May include host duties, news, reporting or producing responsibilities as well. Both full-time and part-time positions available. Please submit MP3 with your cover letter, resume and

application. To be considered for this position, please apply online at [www.entercom.com](http://www.entercom.com) and click on "Careers".

KKSF, The New OLDIES 103.7, seeks a highly organized, detail oriented APD/MD/On-Air Talent. Will work with Program Director in carrying out daily programming operations including scheduling daily music logs, overseeing HD2 channels, assisting with production and promotions as needed, generating weekly staff schedules, and doing a daily on-air shift. JOB REQUIREMENTS: Must be highly organized and have excellent Selector skills. Experienced with Arbitron software. 3 to 5 years major market on-air experience. Strong production skills, knowledge of social networking platforms, research skills, ability to multi-task, solution finder, with a positive attitude. NexGen experience and strong knowledge of gold based music a huge plus. Email resume, cover letter and aircheck to [sfapd@clearchannel.com](mailto:sfapd@clearchannel.com)

Openings for Part-time and Full-Time Announcers at **WCLT Radio, Inc.** On-air and production experience required. Locally owned and operated. Send your resume and demo mp3 or CD today! [tbunyard@wclt.com](mailto:tbunyard@wclt.com) or **WCLT Radio**, attn: Tom Bunyard, P.O. Box 5150, Newark, OH 43058-5150.

WANTED. Account Executive with **Entercom!** Represent KCSP / KMBZ / KQRC / KRBZ / KUDL / KXTR / KGEX / WDAF! 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](http://www.entercom.com) and click on "Careers".

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**Cumulus of Topeka, KS** is looking for a program director for our top-rated classic hits station kwic. Responsibilities include scheduling music, critiquing talent, writing imaging, participating in the creation and execution of marketing and promotional elements and an on air shift. If you have a passion for music, are creative, highly motivated, well organized and enjoy getting out into the community, we'd like to hear from you. Previous programming experience required. Email resume and demo to [keith.liesmann@cumulus.com](mailto:keith.liesmann@cumulus.com).

**Move Forward Media** has an exciting career opportunity for an experienced sales professional in COLUMBUS, OH who would like to be a part of cutting edge media sales. If you have a proven track record, a strong work ethic, and a burning desire to succeed in media sales with a company that is on the forefront of new technology, then an account executive position at Move Forward Media could be right for you. Candidates must already be living in Central-Ohio to be considered. An outside sales representative for Move Forward Media prospects, develops and maintains productive relationships for advertising through multiple media platforms. SUCCESS in media sales is a big plus! Provide to us your resume and track record. Email: [jobs@MoveForwardMedia.com](mailto:jobs@MoveForwardMedia.com).

WJBD AM/FM in Salem, IL is seeking a well-rounded news anchor/reporter that will be responsible for writing and anchoring radio newscasts as well as coordinating and expanding video, photo, and written content on the WJBDradio.com website. Must have strong writing, speaking, video/audio editing and computer skills and want to take a leadership role in developing a strong product in a small market where radio is the primary source of news and the website serves as the community portal. Candidates with prior commerce or college experience, a four year college degree, and a desire to become involved in the community are preferred. WJBD and **NRG Media, LLC** is an EOE Employer. Please send a resume and samples of your work to: **Bruce Kropp**, General Manager, WJBD AM/FM, Box 70, Salem, IL 62881. [brucekropp@wjbdradio.com](mailto:brucekropp@wjbdradio.com)

**Wilks Broadcasting** has an immediate opening for a top-notch Country Programmer at WHOK in Columbus, Ohio. Airshift, Production, live broadcasts and whatever else it takes to win, are all part of the gig! If you love the music and live the lifestyle, E-mail your resume and aircheck to EVP of Programming, Jeff Sanders, at [sanders500@wilksbroadcasting.com](mailto:sanders500@wilksbroadcasting.com).

**Townsquare Media** is looking for the next radio star for its heritage CHR/Rhythmic brand in Peoria, IL. You'll join a team of young, fun professionals that are passionate about making great entertainment radio, developing compelling website content to accompany the on-air product and creating great local events and festivals for our listeners. In addition to working on-air, you'll be responsible for handling the on-the-street promotions duties for this highly community driven radio station. Come work for a leading team of radio, web and event professionals from across the country! Applicants should have the following skills: 1 – Minimum 3 years of on-air experience in the CHR format. 2 – Strong Commercial Production / Imaging & Board-Op Skills. 3 – Working Knowledge of Audio Vault Automation System, Cool Edit, Adobe Audition, Word Press, Microsoft Office, Firefox, Facebook, Flickr and Twitter. 4 – Ability to speak complete thoughts in less than 30 seconds and summarize content in fewer than 140 characters. 5 – Ability to relate and connect with our 25 – 34 year old female listeners. 6 – Strong Organizational and Planning Skills. 7 – Polished remote broadcasting ability. For Consideration, applicants must apply via email before June 5, 2011 (NO CALLS PLEASE) Recent Aircheck is required for application (not longer than 90 seconds, not older than 1 year) along with Resume. Email Resume & 90 Second Aircheck To: [PeoriaRadioJobs@gmail.com](mailto:PeoriaRadioJobs@gmail.com)

Rock 94.7 WOZZ-FM is looking for a Brand Manager to program the radio station and oversee all aspects of social media and on-line. From Hendrix and The Doors... Aerosmith... to Metalica and Foo Fighters, you know them all. You know what today's 30-year-old male expects from their Rock brand. You live the lifestyle of our listeners. You love being at the places where they go, doing the things they do. You love appearances. You know the contests and promotions that connect with the demo. You know the difference between building a radio station and creating a brand. **Midwest Communications** is a family owned broadcast group of 47 radio stations. You'll work for the top cluster in Central Wisconsin, in the best facilities in the market. Family friendly city, high quality of life, low cost of living, and a competitive salary and benefits package await the right person. Midwest Communications is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

Tape and resume to **Chris Conley**, Operations Manager: [Chris.Conley@mwcradio.com](mailto:Chris.Conley@mwcradio.com) Or 557 Scott Street, Wausau, WI 54403

**NRG Media** in Fort Atkinson, WI has a full time position open. It consists of half time traffic, half time programming. Traffic duties include some clerical responsibilities, data entry, log assembly and reconciling, and other duties to be determined. Good computer skills a must. Programming duties would include fill in news hours which would include some weekends and holidays; voice tracking and air work on WFAW and WSJY and general production duties. Ability to work on website content (both content and audio) helpful. Play-by-play experience is preferred by not necessary. NRG Media is an equal opportunity employer. Applications due by June 15th 2011. Contact: **Gary Douglas Lundberg** Operations Manager, [gdouglas@nrgmedia.com](mailto:gdouglas@nrgmedia.com) or send materials to P. O. Box 94 , Fort Atkinson, WI 53538

Willie 103.5 in Warsaw, Indiana has an opening for part-time air personality! This job includes a minimum of one weekly weekend shift and some fill in work during the week when needed. Previous on-air experience is a plus but not required. Send airchecks and resumes to: [jmichaels@lakecityradio.com](mailto:jmichaels@lakecityradio.com) or mail to: Willie 103.5, **Jay Michaels**, 216 W. Market Street, Warsaw, IN 46580

Chicago's Alternative, Q101 (WKQX-FM) has an opening for a part-time air personality. Qualified applicants will have 2+ years experience, live in or near Chicago, and be consistently available to work weekends and various fill-in shifts during the week. Email resume and mp3 files to: [q101weekendjob@gmail.com](mailto:q101weekendjob@gmail.com) or mail to **Kyle Guderian**, OM, Q101, 230 Merchandise Mart Plaza, Chicago, IL 60654

News-talk 1190 WOWO, Fort Wayne, Indiana's #1 50,000 watt news, weather, and talk station, has a rare opening for a full-time news anchor/reporter. WHAT WE WANT: An experienced radio journalist who can... write contemporary news, deliver an energetic, conversational cast, crank the daily grind of an anchor shift, work a flexible schedule, generate enterprising story ideas, and know which questions to ask to get very best sound-bites. T & R being accepted right now. Send immediately to **Mike Wilson**, WOWO News Director, 2915 Maples Road, Fort Wayne, Indiana, 46816 or email: [mwilson@federatedmedia.com](mailto:mwilson@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](mailto:tomk@theconclave.com) no later than Wednesday evening for Thursday publication. No calls unless otherwise specified.

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