

the
Conclave Presents

THE TATTLER

Since 1975

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In the next few weeks, The TATTLER will be reprinting stories found in our industry's trades and various websites regarding the just-concluded Conclave Learning Conference. If you missed the event, you missed something special. If you were there, you know how special it was. This week, we'll feature coverage of Day 1 of the Learning Conference found in the pages of All Access (Thank you Joel!)-



A packed house greeted Fred Jacobs & the Jacobs Media Summer School

Jacobs Media's annual "Summer School" filled the morning sessions at the **Conclave Learning Conference** in **Minneapolis Thursday (7/14)** with scheduled presentations on topics ranging from **Bill Jacobs'** talk on the PPM (including information from **Media Monitors**) to **Ralph Cipolla's** "the art of the tease" and **Lori Lewis** on using social media. **Fred Jacobs** discussed the results of the 2011 Techsurvey 7, and **Minnesota Public Radio's Mike Reszler** laid out his company's move into the digital world while **Paul Krasinski** of **Arbitron** set forth how his company is addressing the challenges of audience measurement in the digital world. Also on tap for the morning, **Michael Brandvold** was on hand to talk about his work moving the band **KISS** into the digital world, and **Paul Jacobs** was set to close the morning talking about the development and growth of mobile apps.

Fred Jacobs opened the morning with a look at his company's Techsurvey 7, noting that the use of social media has reached critical mass (77% have a **Facebook** profile, for example; 4 out of 10 have clicked "Like" on a station's **Facebook** fan page). Only a fifth of respondents use **Twitter**, but the number is a jump from the previous survey. He noted that despite the huge increase in use of social media, users still interact with stations primarily with the station's website, with streaming second and **Facebook** coming on strong. The figures showed substantial daily

engagement by respondents with **Facebook** and much less so with **Twitter**. Respondents saying they want a strong relationship with their station said they want to be able to be on a station "advisory board," interact with the station's **Facebook** page, and text for prizes; Email, the study showed, still drives loyalty, with **Facebook** a strong second. And while concert announcements and contests were desired from **Facebook** page visitors, interaction with station staff showed up with 53% of respondents saying they want to be able to communicate with staffers that way.

Bill Jacobs dissected the PPM, noting that come is up while TSL is down (about 25%), "tune is coming at a pretty good clip," **JACOBS** noted, "and tune-out is your enemy." At-work listening, **Jacobs** said, is strong and should be targeted; he also noted that "good programming matters," showing, for example, how a station getting an interview with homeless voiceover man **Ted Williams** during that story's prominence got a spike in listening. "Occasions," **Jacobs** said, are the key to PPM success, giving listeners specific reasons to tune in for special programming. He also stressed the need for "forwarding," promoting what's coming up rather than what's already happened (and keeping it within "realistic" time frames like ten minutes or "at the top of the hour"; teasing is also critical, he said, as is preparing ("every break really matters"), flow (connecting elements in a seamless manner), "editing" (eliminating tune-out), and tracking what works and doesn't.

Rezler presented a "case study" of MPR's addressing of five questions he described as "the basis of change management when it comes to digital strategies": "What do we want to achieve? Who is our audience, and what do they want from us? How much does broadcast dictate our future? What is the next big thing, and what are we doing about it? (And) What motivates us?" He said that stations should be spending at least a quarter of their time setting goals, and those not doing so should "get out now"; the plan for MPR, he said, was to increase "loyal visitors" (visiting websites 6 times or more per month) by 20% and thus increase MPR's market share and profit. MPR's competition, he said, includes other local media, with the **Star Tribune** by far the leader and the **St. Paul Pioneer Press** second; MPR is third, ahead of NBC affiliate **KARE-TV**, **Fox's KMSB-TV (FOX 9)**, the weekly **City Pages**, and ABC affiliate **KSTP-TV**. He said MPR targeted



Specs Howard's Dick Kernen & CPR's Paige Neinaber captained a table at the Conclave Cares Luncheon for the Red Cross

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being number one in local social media, with radio being an advantage in that regard; 20% of MPR's website traffic comes from social media, he noted. MPR's use of niched web-only streams (like all-local music), RESZLER said, comes from a desire to give people what they want from the site. The company has also tried to break away from broadcast models by investing in non-broadcast staff like visual journalists and copy editors to convert radio coverage into web-friendly articles, launching web-only channels, and investing in video. Ads for the "next big thing," he said that mobile is already a "big thing" and will only get bigger, and Pandora is also in that category.

Lori Lewis and **Fred Jacobs** discussed how ABC affiliate WXYZ-TV/Detroit anchor **Stephen Clark** uses Twitter to interact with viewers before and even during his newscasts as what he calls "The Backchannel," which has in turn created a network of people creating news stories and interacting with each other. **Cipolla** followed with his talk on teasing, pointing out cliches ("sports is next," "Zeppelin is next") and lack of specificity as problems with some stations' teasing. **Krasinski** presented **Arbitron** information about radio listening and new media with excerpts from the "Infinite Dial" study, followed by **Fred Jacobs'** "Killer B's" tips for programmers to find and develop talent who can connect with audiences (highlighting how MTV hired a "TJ" — Twitter jockey — as an example of outside-the-box hiring of non-traditional talent). **Jacobs'** tips included the need to "be current," "be

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there" showing up to meet the audience, "be local," "be like Bob: (a personality who accepts every job thrown at him and is deeply connected in his community), "be in sales" (so important to clients that they'll pull their ads if you leave), and "be initiating."



Standing room only for the all-star "What's Next" session!

After **Lewis** ran through social media tips for stations, **Brandvold** stressed the value of building a brand in building KISS' successful online and merchandising presence, warning that "everything you do will not succeed" but noting how creating things that put fans in the spotlight (like his hit "The Girls of KISS" promotion) tends to be successful. He advised the audience to "listen to your fans; you work for them" and that the "secret to success is to offend the greatest number of people," noting that "a little controversy is always good... if you can back it up with a passion."

Formats' Future the Focus of Panel. Opening the afternoon sessions, the future of radio programming was the topic for a panel of experts. CBS Radio's **Greg Strassell** said that Oldies and Classic Hits stations are "doing great" but becoming an "80's-centered format." He touted the change of the company's WJMK/Chicago from the Jack Adult Hits format to Classic Hits as K-HITS, noting that the station has taken a ratings lead in the short time it has been on the air. **Alan Burns And Associates** consultant **Jeff Johnson** noted the difficulty of defining Oldies, noting that in some markets, the Jack FM station is the default Oldies station.

"What's Next?" L-R **John Boyne, Jeff Johnson, Greg Strassell, Mike McVay & John Dimick**

indispensable" (versatile and necessary), "be like Oprah" (making people believe it's audience-first, thinking multi-platform, and being strong on prep; "she's good," **Jacobs** admitted), "be social," "be in touch" with social media, email, and on the phones, "be



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On Adult Contemporary, moderator **John Boyne** of **Coleman Insights** pointed out the wide spectrum covered by AC, and **Lincoln Financial Media's John Dimick** discussed the differences in the target audience his company's ACs are going for, defining the stations by their lifestyle characteristics. Consultant **Mike Mcvay** called AC a "usage-based format," defined by how listeners use it as part of their lives. **Strassell** stressed the need for generating "passion" for the station in an active approach under the PPM, which, he said, eliminated the ability to program AC stations in a "set it and forget it" mode.

Strassell said that Classic Rock is under challenge from FM Sports stations, but noted that his company programs both in **Boston** with great success and that he sees "no danger signs ahead" for Classic Rock. **Mcvay** said that "Classic Rock is really THE rock," calling mainstream rock more of a niche today.

Dimick addressed the split in Country music between classic and "hot" by saying that his company has found success with its mainstream Country outlets, "I don't think you can be 'niche' in Country and survive" in a PPM world, **Dimick** added.

On the supposition that talking between the songs drives ratings down in PPM, **Johnson** said that personalities drive "stickiness" to stations, but that personalities need to be more relevant and make shows more "listener-driven." **Mcvay** added that "you can't hide from the People Meter" and that talent has to be better prepared and talk "efficiently... talk like you tweet." **Strassell**, however, said that in launching a new station, some of the "clutter"

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The Promotion Summit (PromoSuite) presented "When Disaster Strikes" with Dan Halyburton, Big Dog, and Greg Runyan

that might otherwise be discarded under the PPM is needed to establish the new station. **Dimick** said that "sometimes we get it backwards," forgetting that the people who know and love a station's brand are important regardless of how the weekly PPM figures look. "We don't serve music, we serve so much more," **Dimick** said.

Boyne raised the question of moving spoken-word programming from AM-only to FM or a simulcast, in light of CBS' announcement of News WBBM-A/**Chicago's** pending simulcast on WCFS (105.9 **Fresh FM**), and **Strassell** touted the company's success with News KCBS-A-KFRC-F/**San Francisco** and Sports WXYT-A-F (97.1 **THE TICKET**)/DETROIT. **Dimick** noted **Cox Media GROUP's** move to simulcast Talk WSB-A/**Atlanta** on what is now WSBB-F, and his own company's Sports KFFN-A (**The Fan**)/**Denver** several years ago to FM, which he called "still a work in progress" due to a proliferation of Sports stations in the market. **Strassell** said that the programming on an FM signal can't succeed with the same "bad programming" from an AM station ("it's not a magic elixir"). **Mcvay** added that while the move to FM does lower demos by ten years, "that could still be 55," and programming needs to appeal to younger audiences; he also noted that some FM morning shows, like **Premiere's Bob And Tom**, are effectively talk shows for younger people.



Rock icon Paul Rodgers rolled out the hits during the BMI/Envision Legend's Hour

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Managers Talk About How They Do Their Jobs

Dimick figured in a subsequent panel on how the job of managing and programming radio has changed. On the panel, **Citadel Radio Network's Maureen Lesourd** stressed the value of having a "team with complimentary skills," adding that having "humility is the key," allowing subordinates to be "the stars." **Hubbard Radio's Drew Horowitz** said humility is not ordinarily associated with success, but humility and resolve are two essential qualities to look for when hiring people, meaning that they don't take themselves too seriously but have the inner resolve to be successful. The panel discussed using methods like role playing and other management techniques to mentor and develop staff and talent, and sources for information about business (not specifically radio).

Using Social Media To Build Loyalty((At an afternoon panel on social media. **Jacobs Media's Lori Lewis** returned, as did **Michael Brandvold**, joined this time by **CBS Radio Top 40 WZLH (98.7 AMP RADIO)/Detroit's Buckhead**. **Lewis** demonstrated how to use social media as a "conversation with your audience," and showed off sites and apps to examine how your station is engaging with its audience. **Brandvold** noted that fans "like to be acknowledged" and advised stations to listen to what the fans are excited about, including music clips. **Buckhead** offered his "5 favorite Facebook tips," and **Lewis** discussed turning "likes" into "loyals," using airline KLM's engagement with a customer as an example of how responding effectively to a fan's comment



Red Red Record's Katrina enchanted Clavers with her Welcome Gathering performance

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can make that fan loyal. **Brandvold** suggested using Facebook as a way to drive users to Twitter for things like live-tweeting of events, keeping the Facebook page less cluttered that way.

Going From PD To GM.

All Access' own **Joel Denver** moderated a late afternoon panel looking at going from programming to general management, with **Educational Media Foundation's Mike Novak**, **Journal Broadcast Group's Steve Wexler**, and **Fig Media (and Peak Broadcasting)'s Bill Figenshu** on the panel. **Figenshu** stressed the value of reliability and respect for sales in rising to management level; **Novak** said management got fun for him "when I realized it was all about the people." On digital and social media, **Novak** said that monetizing it is a "rough road" but that stations should "accept this social media with your arms wide open," hiring the "right people... (and) let(ing) them do their jobs."

Next week, The TATTLER will be highlighting Day 2 of the 2011 Conclave Learning Conference featuring coverage found in INSIDE RADIO!

FACEBOOK & THE LEARNING CONFERENCE

From Martin Atkins: So, I'm at something called The Conclave - a 20+ year old 'inside' radio conference in Minneapolis. Very interesting and surprising - I thought it would be corporate and business (and there is some of that with heavy-weights that own 600 stations.....and topics like Arbitron, value propositions and loads of numbers) - BUT surprisingly a large commitment to education, scholarships, terrific information sharing and a conclusion on many panels that it is the on-air talent that can differentiate and deliver real results...Theres great information and insights to take back to Madison Media Institute.

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& Tom Kay Thank All Who
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Cumulus-Cedar Rapids, Iowa KRQN-FM has an exceptional opportunity for an On-Air/PD with the fastest growing company in Radio. Strategic thinkers with the chops to succeed in a centralized programming culture should apply. Multi-format experience is a major plus. Resumes, ratings history, references and mp3 should be to <mailto:dick.stadlen@cumulus.com>.

Rock 108/KFMW-FM, Waterloo/Cedar Rapids' #1 Active Rocker is searching for immediate part-time help. Position provides 25 hours a week with LIVE airshifts, a great opportunity for some real on-air experience. In addition, this position provides production and remote broadcasts as well. Needed yesterday! Please send mp3 and resume to: <mailto:cross@rock108.com> or snail mail to OM, KFMW-FM, 514 Jefferson Street, Waterloo, IA 50701.

NRG Media in Fort Atkinson has a part time sports position available. Duties include high school football, basketball and baseball play-by-play (50-60 games). In addition the right candidate would be the studio host for the National Champion UW-Whitewater Football broadcasts (pre game, halftime, post game, scoreboard updates). Must be willing to make a 15 week commitment for Warhawk football. Applications will be accepted until July 31st, 2011. If interested contact: **Gary Douglas**, Operations Manager, <mailto:gdouglas@nrgmedia.com>

Morning Drive Personality Wanted! Stage: 100,000 Watt – WDEZ @ 101.9FM. Show: Morning Drive. Goal: Become Central Wisconsin's Best Friend. You Must: Love Country Music, Communicate Well, Great on Appearances, Compelling, Entertaining, Passionate, Real, Smart, Hard Worker, Ambitious and Nice. Questions: Who have you beat and what do you know? Log onto our web site, <http://www.wdez.com>, stream us and give us a look. Email your resume, audio, history, references and cover letter to <mailto:joe.cassady@mwcradio.com>. If you would prefer to mail, send to: WDEZ Radio, C/O **Joe Cassady**, Brand Manager, 557 Scott St., P.O. Box 2048, Wausau, WI 54402-2048.

Bahakel Active Rocker KFMW-FM (Rock 108), eastern Iowa's #1 rock station, has an immediate rare opening for an Afternoon Drive talent. Its our first on-air opening in 4 years and this is your opportunity to host a LIVE show (2PM-7PM), get plenty of well paid remotes, enjoy terrific health/dental/vision and 401k plans, work on a 100,000 watt blowtorch signal reaching 700,000 people in the surrounding area and continue our domination of rock listeners in eastern Iowa. Must have at least 1 year of full-time on-air experience. MusicMaster, Dalet Systems experience helpful. Send picture, resume and mp3 to <mailto:cross@rock108.com>, or snail mail to FM Operations Manager, KFMW-FM, 514 Jefferson Street, Waterloo, IA 50701.

Three Eagles Communications of Mason City, Iowa is searching for a Director of Sales for the five stations group. These stations are the dominate stations in North Iowa in revenue, ratings and award winning community activity. But we want to continue to grow and we need your help. As a DOS for TEC you will need to lead, inspire, coach, recruit, train and hold not only your team accountable but yourself. You will need to carry a list and have feet on the street so you understand the community. At TEC we train hard, push hard and hold everyone accountable, the strong thrive and survive! Impress me. Show me how you are going to get it done. Send your resume to dabarz@masoncity.threeeagles.com. You must have a proven background in radio sales management to be considered.

Three Eagles Communications of Brookings, South Dakota is searching for a morning show announcer and program director for B93/KBRK-FM. This station has a rich history of being the market leader. We work hard on both sides of the mic. If you understand family friendly adult contemporary radio and can deliver a terrific morning show, master the production studio, know how to image and take it to the streets then I want to hear from you today. Send me all of your propaganda, treeves@brookings.threeeagles.com

Three Eagles of Lincoln (KFOR-KFRX-KTGL-KLMS-KIBZ-KZKX) has an immediate opening for an overnight announcer. Duties could include commercial writing and production, weather, automation monitoring, and airshift. Other duties as assigned. This position is Sunday night through Thursday night, 7pm to 3am. This is a full time position with health insurance and 401k, paid vacation and sick time. Send your resume and demo to Mark Taylor, OM, mtaylor@threeeagles.com.

K-LOVE & Air1 Christian Radio Networks is looking for Lead Promotions Managers for our **Chicago, Indy, Oklahoma City & Kansas City** offices. If you have a passion for ministry and promotions & have solid leadership/management experience you might want to consider the K-LOVE and Air1 team. For more information about these positions & how to apply, visit us at <http://www.klove.com/jobs>.

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Active Rock 1039 the Bear is currently seeking a full time midday jock/promotions director. Jock must have solid on air, phone, production, social media, live appearance, graphics and video editing skills. Person must be highly organized, able to multitask, understand the importance of being on a team, work well with sales and have a passion for active rock radio. This is a great opportunity for the weekend warrior, night jock or the veteran looking for a place to call home. Send demo and resume to tommy@1039thebear.com.

Entercom's 103.7 KISS FM and 99.1 The Mix is looking for "Live" and "Local" Air Talent for weekend/vacation/holiday fill in's! IF YOU LIVE IN OR NEAR MILWAUKEE PLEASE APPLY! Looking for talent who has 2 or more years experience in a medium or large market Looking for someone who is creative and understands how to execute a show in a PPM environment. If you are a social media junkie...that's a plus and please apply! Please send your best stuff to jojo@entercom.com.

Withers Broadcasting Marion-Carbondale is looking for our next creative services director. Ever heard a radio or TV commercial and thought "I can do better than that"? Here's your chance to reset the standard. You must have exceptional writing skills, an ear for stories and messages that grab people's attention, a high personal standard of quality, and most of all, the desire to have fun! Must have solid organizational skills, a working knowledge of Adobe Audition and basic knowledge of Microsoft Office. We need someone to lead a team, direct resources and offer guidance. Minimum 2 years experience, possible airshift included for the right person. Send your resume as well as BOTH writing and recorded production samples to: <mailto:jobs@mywithersradio.com>. Please use "Your Next Creative Services Director" in the subject heading. Or RUSH your package to: Withers Broadcasting, 1822 North Court Street, Marion, IL 62959.

Michiana's new #1 News/Talk monster, 95.3FM "Michiana's News Channel" is searching for a morning drive host. The program is fast-paced, entertaining with high production value. The host is the "quarterback" of the show, leading the 3-5 members of the team. MUST HAVES: passion, knack for pulling compelling audio and booking hard-to-get interviews, gift of interaction with the

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