

the
Conclave Presents

THE TATTLE

Since 1975

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This week, The TATTLE continues reprinting stories found in our industry's trades and various websites regarding the 2011 Conclave Learning Conference. Last week, we featured All Access' coverage of Day 1. Day 2 began with the 2011 keynote session, MEET THE PRES, moderated by Inside Radio's Executive Editor, Paul Heine. Today, the TATTLE shares Paul's Day 2 perspective as found on the pages of the July 18th issue of Inside Radio (INSIDE RADIO, copyright 2011. www.insideradio.com. All rights reserved).



Inside Radio's Paul Heine leads Triad's David Benjamin, Cumulus' John Dickey and Hubbard's Ginny Morris in a spirited discussion of all things radio.

John Dickey: "Consolidation is helping improve the financial health of our industry."

With Cumulus Media's \$2.4 billion purchase of Citadel Broadcasting expected to close within weeks, Cumulus COO John Dickey made a case that a new wave of consolidation is strengthening the radio industry's balance sheet and putting it on firmer financial footing to weather economic uncertainties. Speaking as part of a group heads panel at the Conclave on Friday, Dickey said the acquisition will be a "transformative deal for our company," one that will more than double the size of its business and employee count and cause its revenue to mushroom to more than \$1 billion a year. "If you have companies that are in distress financially, it's going to be very difficult to serve the community, innovate and take chances in programming and sales and reinvest in the industry in an environment that has become increasingly more complex," Dickey said. While he contended that the new wave of consolidation would create less leverage in the business, Triad Broadcasting CEO David Benjamin noted that hasn't always been the case. "Our industry today, regrettably, is in a worst financial position than it was ten

years ago and a lot of that has been done by not intelligent consolidation," Benjamin said. "It's important that the process of consolidation itself does not create financial stress for the industry." As for what impact the merger will have on how Citadel stations are operated, Dickey reinforced the company's reliance on solid market research. Calling Citadel "a well-run company to some extent," he said "there will be some opportunities to improve on some great assets and take advantage of some very smart people in that company and to work cooperatively." Cumulus will, he said, assess Citadel's local market teams and make decisions on whether they have appropriate staffing levels. "Our philosophy has never been to go in and employ a strategy of one live daypart per music FM," Dickey said, adding that technology which allows syndicated programming to be customized for local markets "has been helpful." "You have to be mindful of what you can't afford to do and what you can afford to do."

New reality for personalities and programmers includes heightened participation in revenue generation. Air talent has been particularly hard hit for a period of time by industry consolidation, the proliferation of voicetracking and the economic downturn. With radio slowly recovering from the Great Recession, is radio ready to reinvest in personalities or has it learned to do more with less? "The industry has rationalized to a new economic reality and some changes are probably permanent," Hubbard Radio chair Ginny Morris told the Conclave crowd Friday. However, because on-air and programming talent have the greatest ability to impact how people use local radio, those who can stand apart from the pack and create value for their stations will continue to grow financially, she added. "Programmers who understand the business side of radio and can figure out ways to maintain the integrity of their brand while remaining sales-friendly will be the ones who will be the most successful and will be able to command a greater premium for themselves," she said. Triad Broadcasting CEO David Benjamin said reinvesting in product and people are essential if the industry expects to recoup revenue declines experienced during the past several years. "To bring that revenue back we're going to have to invest in people, promotions and products to create some excitement and buzz about the programming we're putting out," Benjamin said. "Some companies have too much debt to consider those kinds of investments and that's too bad. If you look at the TV industry, they're investing in new programming all the time." Talent expecting pay levels to return to pre-recession levels may be disappointed, however. "Markets are efficient and they set the rate for talent," Dickey said. "Real wages for everybody, radio and otherwise, have come down." Dickey said Cumulus is having success with a customized approach to compensating and bonusing talent based less on ratings and more on revenue. "We're working with talent to bring them into the business so they understand our financial goals and so their financial success is tied in with the financial success of the company."

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Broadcasters see revenue potential in e-commerce opportunities.

As radio's definition of digital has evolved from station websites and streaming to encompass social media and mobile, there's so far been no clear consensus on which channels offer the greatest potential for revenue upside. A trio of radio CEOs speaking Friday agreed that radio is in a strong position to exploit consumer interest in group coupon sites, such as Groupon, to drive new e-commerce dollars. Predicting a shake-out in the group couponing industry due to exorbitant costs, Cumulus COO John Dickey told Conclave attendees radio is uniquely positioned to more aggressively close in on the space. "Radio will be able to use its inventory, talent and databases to grow new businesses in that area that are second to none," he said. Group coupon deals already represent the biggest chunk of Hubbard Radio's digital revenue. The company gets 8%-9% of its total revenue from digital channels — about twice the industry average. Each of the company's five market clusters has a profitable digital unit. "The size of that profitability continues to increase as we grow that topline," Morris said, adding that website display advertising, streaming and its StickyFish points-based loyalty programs are also strong revenue drivers. "We're working really hard to figure out ways how to help our advertisers utilize those tools to sell more," Morris said. Triad Broadcasting is using streaming ads, half-off coupons and, in some markets, building websites for clients to grow digital dollars, which account for 4% of company revenue but are quickly climbing, albeit from a small base. CEO David Benjamin told Conclavers the industry is still "getting our hands around exactly what digital is and that it has yet to find the magic cure." Even with digital representing 10-12% of The New York Times Company's revenue, it hasn't changed how analysts view the company, he said. "For us to be viewed as something



After hours networking found new Conclave Board member Pam Muldoon swapping great radio stories with VO vet Dick Ervasti

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more than the broadcasting business, digital revenue is going to have to be up significantly higher than the current 4% level." But Morris flipped the argument around, saying: "As long as we view ourselves as traditional media companies, that's how we'll be perceived. But if we think like nontraditional media companies and nontraditional programmers and sellers, that's when the paradigm will begin to shift."

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Study: cume and listening occasions drive PPM success. There's more evidence that big tent formats and mass appeal morning shows are what ring the PPM ratings bell. Arbitron has updated its PPM Top Performers study with data from all 48 electronically measured markets and the finding is a familiar one: cume is king. Daily cume is the primary difference maker for top-ranked stations in both the 18-34 and 25-54 demos across all metered markets. What's it take to be No. 1 in 18-34? Figuring out how to get one in six persons 18-34 to tune in during an average day. That equates to an average daily cume of 16.0, with the average 18-34 year-old listener tuning into that top-rated station an average 4.7 times a day and listening ten minutes per occasion. That all adds up to an 11.4 AQH share. In comparison, the average station in PPM markets has an average daily cume of 3.1 in 18-34, who punch in only 3.2 times day. In one of the most eye-opening findings, there was hardly any difference in listening durations among average stations and top performers. It's a similar success scenario for 25-54 dominators. One in nine persons 25-54 tune in to the average top-ranked 25-54 station per day for an average daily cume of 11.7. The average 25-54 year-old hits that No. 1 station 5.3 times a day, netting an AQH of 8.1 in the money demo. In sharp contrast, run of the mill stations have an average daily cume of 3.2 and they tune in 4.2 times a day. As with 18-34 dominators, the average listening occasion lasts around 10 minutes. "Time spent per occasion really doesn't move the ratings needle at all," Arbitron PPM market manager Jenny Tsao told Conclave attendees Saturday. "The message is to make sure your station is still being recommended and being true to what you are and marketing that message." Added consultant Mike McVay, "Make stations as big and as successful as possible. If you have a large cume, you can overcome ratings wobbles."

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Moms lead the way with smartphone usage. Targeting women with children aged 25-44? Be sure to include Facebook and smartphones in your strategy. Nearly four in ten (36%) moms own a smartphone compared to 31% of the total 12+ population, according to a new study by Edison Research and Arbitron. That's more than double last year's percentage (15%) and four times what it was in 2009. Six in ten moms surveyed (62%) are aged 25-44 and they're using those devices to access social media sites in greater numbers with more than half of moms (52%) saying they have done so, up from one-third last year. More than six in ten moms (62%) have a Facebook profile, up from 9% in 2008, and compared to 56% of dads. While moms know about Twitter, they're not really using it: less than 10% use Twitter, and their usage hasn't grown since last year. Most (90%) have internet access from any location and they spend more time (two hours and 35 minutes) online than the 12+ population (two hours and 22 minutes). In one year, the internet has moved from the third most important media in their lives to the first, pushing TV back to No. 2 and radio back to No. 3. Half of moms say the web is most important, compared to 30% for TV and 11% for radio. That's a steep decline for radio from 31% last year. Still, moms spent two hours and 17 minutes within the last 24 hours with radio, compared to two hours and 36 minutes with the web and three hours and 31 minutes with TV. The study was presented by Edison VP Melissa DeCesare Friday at the Conclave in Minneapolis.

On a scale of one-to-five, CEOs assess Pandora threat at one-to-two. If the radio industry were to use the Department of Homeland Security's original terrorism threat assessment scale to assess the risk of Pandora, a trio of group heads say the threat is low to guarded, the two lowest levels of the five-rung ladder. Hubbard Radio chair Ginny Morris sees the customizable pureplay as more of an alternative to iPods or CDs than to AM/FM radio stations that are deeply rooted in local communities and employ air talent who are able to relate to listeners. However she believes it will contribute to further audience and advertiser fragmentation and will end up occupying a position about the size of satellite radio within the next three-five years. Echoing Clear Channel's position that the ability to customize audio streams is more of a "feature" than a form of radio, Cumulus COO John Dickey said Pandora and AM/FM radio are entirely different businesses. "They want to be a new generation of radio but they're more like an iPod on shuffle," Dickey said. "Radio is a local business that socializes groups of people around morning personalities and talk show hosts that coalesces people around things going on in their community," he said. "Pandora doesn't do anything of those things. Pandora by its definition is anti-social." Triad CEO David Benjamin said the time to be concerned about Pandora would be when it experiences its first full year of profitability. "The radio business has many, many issues confronting it before it has to deal with Pandora," Benjamin said.



SRO sessions at the 2011 Learning Conference were the norm. Here's the audience for the highly rated "What's Next" session!



Conclave Board member/Webinar Lord (& Hubbard/St. Louis talent) Jay Philpott conducts a smile-off with Brown volunteer Alyssa Shun! Alyssa won.

Next week, The TATTLER will be highlighting the Rockwell Awards Luncheon, the RAIN Summit Midwest, and the 2011 trip to Target Field via reporting found in RAIN and RAMP!

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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.

IT Supervisor needed. Responsible for technical support regarding personal computers; email; local servers; and local networks. Supervises two or more employees. Authority or strong recommendation to hire and fire. Radio Experience a Plus! Interested qualified candidates mail resume and references to: **Clear Channel Radio**, 2864 S Circle Dr, Suite 300, Colorado Springs, CO 80906. Attn: Bobbi. Phone calls will not be accepted. Clear Channel is an Equal Opportunity Employer. Deadline for resumes is August 27, 2011

Move Forward Media, a new media company based in Columbus, OH is looking for a Sales/Marketing Representative with Management aspirations. That means before you that you can produce your own sales and leads and then train others how to do the same. If you are a sales leader who can work independently while still remembering you are part of a team we encourage you to submit your resume to jobs@moveforwardmedia.com

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 propoganda, treeves@brookings.threeeagles.com

Y100.1 KUYF-FM Radio in Spencer, Iowa is currently hiring for the morning drive position. We are looking for an experienced, energetic, hard working on air talent to fill our AM drive position. Experience with Cool Edit and Nex Gen a plus. This position is

for a community minded team player interested in a broadcasting career. Minimum of three years experience in a Hot A/C or CHR format. Responsibilities included but not limited to...air shift, production, remote broadcasts, copy writing, host community events, social medias, produce and execute on-air radio show that is both entertaining and informational to the listening audience. If you enjoy a Hot A/C / CHR format highlighted with great local information then this is the career for you. Please send your air check, resume, photo and references to **Chad Taylor**, chad@exploreokoboji.com or snail mail to PO Box 528 Spirit Lake, Iowa 51360.

Are you someone who likes to solve Sudoku? Do you have a passion for organization and figuring out how everything fits? **Des Moines Radio Group** (DMRG), part of Saga Communications of Iowa, llc, is looking for a Program Coordinator to oversee its two AM radio stations. You must be able to learn quickly and adapt to new technology. You will handle the day-to-day organization and scheduling of 1350 KRNT and Praise 940 KPSZ including, but not limited to: Downloading, importing, merging programming; schedule staffing and managing part time board operators; working with our partners to deliver sports programming – and whatever else we can throw at you. A background in computer efficiency is necessary. Interested candidates should rush their resume/package to: **Scott Allen**, Operations Manager, Des Moines Radio Group, 1416 Locust Street, Des Moines, IA 50309, sallen@desmoinesradiogroup.com.

Entercom Kansas City is seeking an experienced Promotions Director for KMBZ News Radio. You should have proven ratings and revenue generating ideas to share. Attention to detail should be second to none. Great interpersonal skills are a must, as this position requires a high degree of interaction with all departments, including the sales department and our clients. Ideal candidate will also have experience in event planning, basic graphics/video editing skills along with advanced knowledge of all forms of social media and how to use them to promote the brand. Ideal candidate will have at least 2 years of Top 25 market Promotion Director and working experience within the Radio Industry. To be considered for this position, please apply online at www.entercom.com and click on "Careers".

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 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

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join an award winning news room, rush your resume today to newsdirector@federatedmedia.com.

Brothers Broadcasting, a family owned regional broadcasting company in Rensselaer Indiana, half way between Chicago and Indianapolis is looking for Local Account Executives. The ideal candidate should exhibit talent, initiative, team skills, effective communication ability and high ethical standards. Interested candidates should email their resumes to **John Balvich** at johnb@1560wrin.com

Brothers Broadcasting, a family owned regional broadcasting company in Rensselaer Indiana, half way between Chicago and Indianapolis is looking to fill the position of Traffic Coordinator. The ideal candidate should have some traffic experience and be familiar with Marketron's Visual Traffic and Microsoft Office products. On-Air possibilities for the right candidate. Interested candidates should email their resume to: 977production@gmail.com,

The full-time Director of Traffic and **Total Traffic Network** in Milwaukee will be responsible for the entering and supervision of the traffic data into the system for our national non-broadcast clients. Multi-tasking and time management between broadcast and non-broadcast elements is essential. You will also manage a staff of 2-3 persons. Candidate should have a minimum of 1-year experience in traffic reporting. Computer literacy is a must. Good writing skills a plus. College degree preferred. Please email cover letter and resume to: KerryWolfe@clearchannel.com.

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WLS 890 AM is looking for a Full-Time News/Traffic Anchor. Must be able to write, produce and deliver news and traffic reports multiple times each hour. Successful applicant will have a minimum 3 years of major market news/traffic reporting/anchoring. Must have broad news knowledge, possess good news judgment, and have extensive knowledge of Chicagoland. Experience with Newsboss system and ability to interact with program host required. Reporting experience helpful. Resumes only. NO mp3's via email. EOE/AA. If interested, please e-mail your cover letter and resume to: chicagoradio.job@citcomm.com. Please reference the following 3 things in your cover letter: Hiring Manager & Department Code (listed below) and where you saw this job posting. Tracy *** – Dept. AA_WLS-AM_190 N. State Street, Chicago, IL 60601. E-mail: chicagoradio.job@citcomm.com.

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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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Earliest-Bird Registration Form for the 37th Annual Conclave Learning Conference 2012

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What is the Conclave and why is the Learning Conference different?

The Conclave is a non-profit education organization founded in 1976. Unlike other conferences, seminars, and conventions, the Conclave's Learning Conference's primary mission isn't to make money, secure advertising, enlist members/subscribers, etc. (although those are important purposes). Instead the Conclave mission is - Through education, the Conclave's mission is to improve the quality of broadcasting and all industries related to it, so they may better serve the public interest. What about YOUR mission? The mission of your radio station - as stated in your license - is to best serve in your public's interest. That's why the Conclave's mission is to help you learn how to best assess - and then serve - the needs of your listeners in the best possible manner. Consider it our common mission. It's what the Conclave - and Radio - is all about.