

the
Conclave Presents

THE TATTLE

Since 1975

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Former **Clear Channel/Omaha GSM Jean Kaechele** is suing the company for sexual harassment. According to the **Omaha World-Herald**, Kaechele's suit claims "that her boss (**Taylor Walet III**) made vulgar references and spoke about genitalia, having sex with various women and other inappropriate topics." Among the specific allegations is that Walet, after Kaechele asked to turn up the thermostat, said, "Oh yeah, I can see it's nippy in here." Kaechele also alleges that the harassment began in September 2007 when Walet hired a friend, and the two encouraged each other. Kaechele was fired in the company-wide layoffs of 2009 and now seeks reinstatement, back pay, lawyer's fees, punitive damages and a ban on retaliation or discrimination against her. Walet declined comment, but EVP **Wendy Goldberg** told the **Omaha World-Herald** that "as a matter of policy, we do not comment on litigation or personnel matters."

Clear Channel Talk KHOW-AM/Denver "Troubleshooter" **Tom Martino** is getting support in his Chapter 7 bankruptcy filing from his largest creditor, who sent an e-mail to Clear Channel saying that it does not think Martino committed fraud. The **Denver Post** reports that **Colony Capital** is owed over \$30 million by Martino but told his employer that it does not think the host or his partners are engaged in any fraudulent action. Another creditor, **International Bank**, owed \$2.8 million, charged in a court filing last week that Martino may have moved \$22.7 million in assets to his wife **Holly** before filing for bankruptcy on September 2nd. Colony Capital's email said that their company was "about 60 days"

from a resolution with Martino and his partners' debt when the smaller creditor forced Martino into bankruptcy. On Martino's website, where the full e-mail from Colony is posted, Martino wrote, "Please let the bankruptcy trustee decide – do not take everything you hear from the Media as gospel. They do an incomplete job – on purpose." Martino continued, saying, "I simply ask that all of you, who have been so trusting of me and my show, continue to believe me – not based on media reports – but based on court proceedings." Martino has been talking about his commercial real estate company's financial difficulties for a year on the air and has been blogging about it also.

The next Conclave Webinar: Wednesday October 12 at 2pm CT - **REVEALING HOLIDAY MUSIC SECRETS USING BDSRADIO**, sponsored by **ENVISION RADIO NETWORKS!** Consultant **George Burns** and **Andrew Forsyth** from **BDS** examine historic trends from previous seasons to see how top stations manage their holiday rotations to generate big ratings. Join George and Andrew as they analyze how to successfully shift to holiday music, identify the most popular titles, reveal stations' ideal library size and more. This webinar is offered free of charge, but preregistration is necessary by clicking on <https://www1.gotomeeting.com/register/913354976>.

Arbitron released highlights from its September 2011 **RADAR 110 National Radio Listening Report**. The report shows radio added more listeners versus the 2010 report, with an additional 1.7 million listeners 12+ tuning in on an average week. The number of persons 12+ listening to the radio now reaches an estimated 241.4 million, representing 93% of the population. The growth in radio listeners is largely credited to young demographics. As compared to the September 2010 report, the number of teens 12-17 increased by 36,000 and Adults 18-34 increased by 80,000. Radio now reaches 91.9% of the 12-17 demo and 93.4% of those aged 18-34. The number of radio listeners aged 25-54 dropped by 118,000. The number of radio listeners 18-49 fell by 365,000. Radio diverse listener base continues to grow, with the number of weekly listeners increasing among Black (non-Hispanic) and Hispanic Adults 12+.

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According to the newest report, radio continues to reach more than 93% of Black (non-Hispanic) Persons 12+ and more than 95% of Hispanics 12+ on a weekly basis, or 29.8 million and 36.5 million respectively. Hispanic teens 12-17 rose by 86,000 listeners over last year. The number of Black (non-Hispanic) teens 12-17 also rose, adding 37,000 weekly listeners. Hispanics 18-49 increased sharply, adding 482,000 weekly listeners over last years report. There are more than 23.6 Hispanic Adults 18-49 now listening to radio on an average week. The newest RADAR 110 report indicates that in an average week, radio attracts nearly 95% of persons 12+ with a household income of over \$75k. Radio also attracts nearly 96% of Adults 18-49 with a college education and a household income of more than \$75k. And, Radio attracts 17 million, or 95%, of Adults 18-34 with a college degree. *COMMENT: Radio can use all the good news it can get, and this report certainly qualifies! - TK*

Cumulus Senior VP and Conclave Rockwell Award recipient **Mike McVay** set the record straight about last Thursday's conference call on many industry trade sites. Here's what **Tom Taylor's TRI** reports: Yes, Cumulus programmers can talk to record reps and no, there won't be "group adds", for instance. McVay, the veteran consultant who recently joined Cumulus on a fulltime basis in Atlanta, denies reports that the company is banning its programmers from talking to reps from record labels and that everything would be handled out of Atlanta. Last Friday's TRI told you "the Cumulus centralization drive hits the programming department", and Mike says that's not the case. McVay does say that he's asking PDs at music stations to notify corporate about the adds they make to the playlist. He also says that Cumulus corporate isn't going to "cram down" programming from **Cumulus Media Networks** (the former **Citadel Media**). On the call, however, he did suggest that PDs consider using CMN programming in some unmanned dayparts. As for reports that there will be a "dress code" that forbids jeans and frowns on tattoos and piercings, McVay tells **Radio-Info** that's not true. **RAMP** reported that one thing that will be funneled through corporate is individual station promotions, since McVay would prefer that Cumulus



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HQ deal with the labels to keep things on the level. "What I'm trying to get away from is anyone being in a position of quid pro quo," he tells RAMP. "Frankly, the labels should be thrilled that I'm one guy saying, 'We want to make it about the music, not about the fact that you want to give us five iPads to give away.' I just want to improve the product and keep things above board and beyond reproach with everyone." Added Tom Taylor, "In a way, the publicity last Friday probably got McVay even more publicity, as he begins to change the culture of a company that's merging Cumulus Media Inc. and the former Citadel Broadcasting stations - a formidable challenge." *COMMENT: It's good that industry sites like All Access, TRI and RAMP afforded Mike a chance to explain the content of his first conference call with his programming team, a call that a disgruntled participant willingly misrepresented to another site (but a site which also provided Mike a chance to set the record straight). A couple things jump out here. For starters, Cumulus has detractors working in its ranks who do not trust the parent company. Of course, that has been no secret. But if said detractors are now reverting to telling outright lies about people like Mike, who was brought in...as Tom Taylor correctly indicates...to change the Cumulus culture, then it is those detractors whose trust - and integrity - must be questioned. Our advice? Let McVay and whatever policies he's proposed have their day inside the company. He's an industry leader at bringing out the best in people. Given time (and the support of those in Cumulus' upper echelons), we predict he'll turn those detractors into believers. - TK*

PLAN NOW – BUDGET NOW! Dates for the 2012 Conclave Learning Conference have been announced. The 37th annual Conference will get underway beginning on Wednesday morning, July 18th at the **Doubletree Park Place Hotel**. A complete agenda will be announced in the winter of 2012, but you can gain entrance for just \$199 – the lowest tuition you'll find prior to next July - if you act now. Click on <http://www.theconclave.com/conclave2012reg9012011.pdf> for a 2012 Earlybird Registration form!

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Last night (9.28.11) marked the end of an era for the **Minnesota Twins**. **John Gordon** broadcasted his last game and will now retire after 25 years as the radio voice for the team. He is 71. Gordon had prepared to retire after turning 70, but agreed to stay on for one more year. A native of Detroit, Gordon has broadcasting stints with the minor league **Spartanburg Phillies**, the **MLB Baltimore Orioles**, **University of Virginia** and the **New York Yankees** before entering 'Twins Territory' in 1987. That happened to be the year of the team's first World Series title. Known for his signature "Touch 'Em All" when a Twins player hit a homerun, Gordon told the leagues MLB.com that he had no health concerns, but decided it was time to retire after 43 years broadcasting professional baseball. Gordon was installed into the **Minnesota Museum of Broadcasting Hall of Fame** in 2008.

The four burned-out stations in Hutchinson, KS are almost back on the air. KWCH News says owner **Cliff Shank** is "just one piece of equipment away" from returning to life, after a pre-Labor Day weekend fire destroyed **Ad Astra's** Country KXKU, CHR KSKU, Oldies KWHK and Classic Rocker KNZS. Shank says "to re-build four radio stations from scratch in three weeks and almost have them ready – that's pretty amazing." The stations moved into temporary offices adjacent to the former studios.

Cumulus is taking back Urban AC KMJK/Kansas City from the **Volt Radio, LLC** spinoff trust. The company tells the **FCC** that the move-in of noncommercial KWJP/Paola, KS to the Kansas City metro increases the number of local stations to 45, thus increasing the number of stations Cumulus may retain. KMJK was put in the trust for sale as part of the acquisition/merger with **Citadel**.

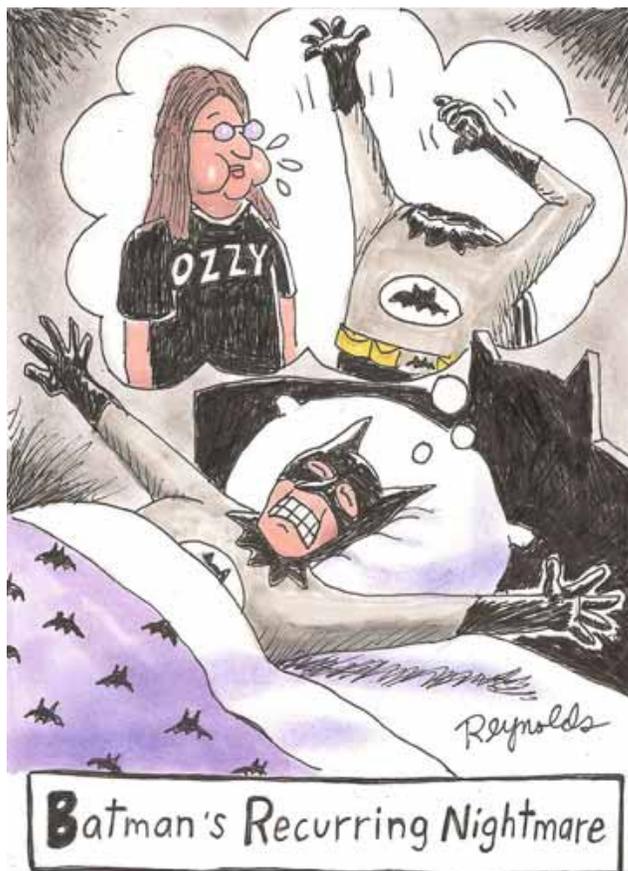
Lincoln Financial Media added veteran radio and media executive **Jeff Dinetz** as SVP/GM of its Miami cluster of radio stations, including AC WLYF, Classic Hits WMXJ and Sports WAXY-AM. Dinetz succeeds **Dennis Collins**, who is retiring from the company after 30 years. Dinetz was most

recently Pres./COO of the Radio and Interactive divisions of **NextMedia Operating, Inc.**

University of Missouri-Kansas City noncommercial KCUR/Kansas City GM **Patricia Deal Cahill** is retiring, effective next June. Cahill, who was recently elected Vice Chair of the **Corporation for Public Broadcasting**, has been with KCUR since 1987, also serving as Assistant Professor of Communications Studies at the college.

Congrats to **Clear Channel** Country WBCT/Grand Rapids, MI MD **Dave Taft** and his bride on the birth of their daughter! Jenna Camille was born last week (9.22.11).

Have you ever considered joining the only multi-format non-profit educational organization in our industry? The **Conclave Board of Directors** is now searching for a ready, willing and able person to head up the Conclave's Website/Digital department. The person selected will be asked to become a Conclave Board member, and this directorship requires a minimum of 100 volunteer hours. Like with all jobs in the digital realm these days, the hours may be long but the reward is EXTRA special! To apply, email your desire to help the Conclave to Ex.Dir. **Tom Kay** (<mailto:tomk@theconclave.com>). Or call the Conclave office at 952-927-4487.



Batman's Recurring Nightmare

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TATTLER Jobs

Entercom KC needs On-Air Talent/Producers. 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. To be considered for this position, please apply online at www.entercom.com and click on "Careers". For consideration, also supply an MP3.

As an Account Executive with **Entercom KC**, you will also represent some of the largest sports teams and talent in the entertainment world. In keeping with the other members of the Entercom Teams, the #1 trait we hire for is "WINNING ATTITUDE". We are looking for driven individuals who refuse to lose or compromise their level of success even in an unsteady economy. If this describes YOU, please forward your resume and career success stories today! 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".

Next Media-Joliet is looking for an ambitious, people person who is creative and can assist in on-air contest, remotes and station events for a cluster of four radio stations. Must be flexible with schedule and work throughout the week, nights, weekends and holidays. Job requires energy, a passion for the job and organization skills. A clean driving record is a must. If you feel you meet the criteria please send your cover letter and resume to 2410-B Caton Farm Rd. Crest Hill Il. 60403 Attn. **Dan Waddick** or e-mail dwaddick@nextmediachicago.com or fax at 815-577-9231

Clear Channel Radio in Des Moines, Iowa is hiring for the position of On-Air Night Talent / Music Director / Imaging for CHR KKDM-FM, KISS 107.5. Every person who has ever held this position has earned larger market gigs. If you are what Simon Cowell would call, "forgettable". This would not be the job for you. Winning attitude and desire to succeed at a high level is non negotiable. Are you Savvy with Selector, Adobe, Nex-Gen and more? Excellent On-Air delivery and Music knowledge are a must. If you think you have the talent to do a break that makes a listener remember you; if you live your life on Facebook, You Tube, Twitter or other social media then this is for you. Web savvy and understand the importance of blogging is a must and you need to be able to take direction and be willing to work in a fast paced environment. This is show-business and if you have the attitude to get it done, you should send us your best stuff. A minimum of three years experience in a commercial radio environment are required. NO CALLS or huge mp3's. Send your air check, imaging demo, resume, social media links and whatever else you think might help you land this gig to: **Greg Chance**
gregchance@clearchannel.com

Townsquare Media is looking to hire a Managing Editor to oversee the digital consumer experiences of the company's radio brands in the Peoria market. The goal of the position is to oversee the creation of digital content that is vital for the local community. The role is accountable for the quality of the content, and the growth of the audience to that content. The ideal candidate will have online editorial experience, and the ability to nurture a strong editorial voice. Exceptional writing and editing skills are a must. The person filling this role should understand what makes content on the web "sticky," conversation starting and good for SEO. The job also requires a sense for marketing and socialization, the ability to focus under fast-paced pressure, and the capacity for managing multiple tasks at once. Great communication skills, attention to detail, and a sense of humor are all a must. Experience working with Wordpress, HTML, Photoshop and video and familiarity with AP style are all a plus. Key responsibilities include: Partner with the radio station team including brand managers, on-air talent and promotion directors to create compelling and relevant editorial content for the local community that refreshes daily. This content will consist of text, photo, video and interactive – and also social media. - Lead brainstorming sessions and other creative discussions with radio station teams - Develop content ideas for the community based on audience demand and search data - Top edit several posts and features a day - Manage the calendar of content for the site - Conceive of innovative ways to distribute the content across the web and grow the audience - Ensure all content captures the tone of the site and the radio station - Utilize and enforce best practices for Search Engine Optimization and Social

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Media to drive audience. - Creatively strategize new ways to increase site audience and engagement and be accountable to key metrics including Unique Visitors, Repeat Visits, and Pages per Visit. - Grow an Active Database for email, mobile and social media - Partner with Sales Team to develop and execute sponsored content programs and other consumer offerings that can be monetized by advertising partners. - Monitor and analyze key business metrics - Ensure on-air promotions, contests, events, and activities are always synced with a web component. - Manage all digital experiences including websites, mobile apps, social media, contests, streaming radio, advertisements, texting services, and email newsletters. Applicants must apply via email before October 19, 2011. Email resume to: peoriaradiojobs@gmail.com

Adult Rock WTTS/Indianapolis is searching for the next Promotion Director. The Promotion Director is responsible for the successful oversight and execution of all promotional and marketing aspects of the radio station, working with the programming and sales departments toward the fulfillment of their respective goals. The successful candidate will be motivated and detail oriented, will possess strong communication skills (verbal and written), will be an inspiring leader to a staff of part-time employees and interns, and will be able to seek out, train and lead new hires in the department. Web, social media and graphic design skills are expected. Interested candidates should send a cover letter and resume to jobs@wttsfm.com.

Clear Channel Cleveland is looking for a full-time Online Content Coordinator to be part of our online collaborative. This position will be responsible for the development of internet content and online creative, as well as the daily maintenance of our radio station's websites. Applicants must have at least 3 years of experience with Photoshop, Dreamweaver, Flash, Premier and PHP. Graphics degree preferred. Must have excellent communication and organizational skills and be able to work in a fast-paced environment. Job Duties include: Physically maintain station websites -Build and send out station newsletters -Prepare necessary graphics/files for site -Enter and update site content on a daily basis -Video editing -Assist station personnel with maintaining various elements on sites (photo galleries, personality pages, etc.) Back-up other webmaster positions during vacation and absence Please email resume, cover letter and salary requirements to webmanager@clearchannel.com or send to Web Manager, **Clear Channel Radio**, 6200 Oak Tree Boulevard, 4th Floor, Independence, Ohio 44131.

Searching for friendly, conversational afternoon air talent for upbeat Today's AC market legend. Must enjoy outside remotes and appearances and have good production skills. Web design proficiency a big plus. Good salary and benefits. Best place in town to work. Respond today to **Randy Rundle**, Lite Rock 107, 331 Fulton St., 12th Floor, Peoria, IL 61602. Or, send your stuff to randyrundle@jmpradio.com.

Hot 96-7-Mankato, MN. Southern Minnesota's #1 CHR, is looking for it's next morning show! are you in a small market doing mornings? Large market doing afternoons, or nights, and want a shot? You'll need to be: topical, effectively use phones, up on pop culture and social media, with great productions skills. You'll build esteem, and growth with our 18-34 females. You will have a great attitude, and make plenty of appearances. Great college town! Email your short 90 second MP3 with production, cover and resume to: jobs@radiomankato.com

A market news and talk leader is looking for its next brand program director. WOOD, simulcast on AM, FM and digital, has a rare opening for its next leader and visionary. Candidates must have strong communication skills, a clear vision to grow the brand's digital platforms, coaching skills for talent and have a keen understanding how to grow and market a legendary brand." Demo packages and programming philosophies to woodradioresearch@gmail.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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