

the Conclave Presents

THE TATTLEER

Since 1975

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Since 1989, the Conclave has presented **The Rockwell Award** - an annual lifetime achievement award - to an individual of unquestioned accomplishment in the radio industry. This year, the Conclave once again reaches out to the entire industry to help select nominees for this important recognition to be presented at the **July 2012 Conclave Learning Conference** in Minneapolis. What is the Conclave looking for in a Rockwell Award recipient? It seeks a person who is not just an inspirational leader, but a person of great accomplishment - one who teaches and guides others directly, by example, or both. The successful nominee has made lasting and significant contributions not just inside the industry, but to the public the industry serves. The Rockwell nomination guidelines are as follows: 1. Any member of the industry may nominate one or more persons for the Rockwell award: a syndicated or local talent, a single market or national programmer, a general manager or group owner, a production or promotion professional, V/O talent, etc. 2. All nominations must be accompanied by supporting evidence sufficiently detailed for the Conclave Board to render a decision (e.g., a resume; accounts of industry accomplishment; testimonials from individuals or organizations regarding the nominee's body of work and contribution, etc.) 3. Nominations must be made in writing via mail (4517 Minnetonka Blvd #104, Minneapolis, MN 55416), email (tomk@theconclave.com), or fax (952-927-4487) no later than 6:00 p.m. CST Friday, January 20, 2012. The recipient will be announced on or before February 1, 2012 and the Award will be presented during the 37th Annual Learning Conference, July 18-20th at the Doubletree Park Place Hotel in Minneapolis. The 2011 co-recipients were **CBS Radio** President/CEO **Dan Mason** and legendary programmer **Steve Rivers**.

Bob Pittman appeared for the first time as **Clear Channel's** CEO on a recent conference call, selling his belief in the company's prospects - despite what looks like a soft Q4 and the advertising community's apparent soft response to radio - also offering a rationale for the recent **Reduction In Force**. "I see a real upside in the company; it has incredible fundamentals and an incredible infrastructure to create ... [considerable] value." The problem: "Radio's advertising clout clearly not what it should be," he stated. "Radio is America's companion and is doing very well with consumers, but it is under-utilized and undervalued by advertisers." Despite Clear Channel's size, "We're going to think and act like a nimble start-up," Pittman said, speaking of its digital efforts. "We'll either be a leader or at least a fast follower." Case-in-point: The **iHeartRadio** app has been downloaded 44 million times. RIF, of course, was a prime topic during the call. Pittman said the RIF layoffs would pave the way to bring big-market assets to smaller markets. "We were looking at the smaller markets and realized that they don't have the economic structure to [generate the kind of revenue] they have in the big markets," he said, adding "We took a hard look at the smaller markets and said, 'It's 2011, how do we make the product better?' That was the driving force [behind the moves]. It's a horrible thing that some people lost their jobs, but at the same time we got rid of jobs, we added jobs in our national programming platforms and in digital. It's more of a reallocation of resources." Again, he asserted, "It's not about cost savings. Certainly there will be some savings there, but we're adding costs at digital, so it's not just an effort to reduce costs. It's truly to improve quality of what we offer people."

COMMENT: Full disclosure - we like and admire Bob Pittman. He was on the faculty of one of those famed Radisson Plymouth Conclaves of the 80's, and we think he's been spot on with his industry observations through the years. Most of the time. Over the past week, Bob and CC have been under quite a bit of fire defending their RIF as a means to address quality issues in their secondary markets. "It (was) not about cost savings", he assures us. Following that logic, the quality deficiency CC found in their smaller market holdings had to be staff related because it was staff who were summarily dismissed. Somehow their ultimate performances lacked the quality expected by the parent company. To address the quality issue, a RIF was mandated and carried out. But if cost cutting wasn't a driving consideration, why didn't the company choose another method of improving quality while keeping personnel in place: education? Bob was right on the money when he said, "We have all these assets. How can we make (Clear Channel) better?" But his question begs another: With all of CC's assets, including a wealth of teachable knowledge



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& experience owned by so many CC managers and programmers, why didn't the company leverage THOSE assets to – in Bob's words – "improve the quality of what we offer." That is, why didn't THOSE professionals teach CC's small market staffers how to do their jobs better, improving the quality of broadcasting in these secondary markets? Instead of activating a RIF, why not combine those potential teaching assets with an investment in training these small market personnel? Because the Conclave is in the training business, we've asked various CC executives why more of their folks have not been participating in the Conclave process. The response has been consistent. Training – the kind the Conclave presents – is simply "not in the budget". So, realistically, when alternatives to improving performance – and hence, the quality of radio - like those illustrated above are rejected, how exactly did the company expect quality to improve in these markets? Pardon us, but we think showing people the door instead of showing them how to do their jobs better makes no sense, especially if improved quality of performance is the desired outcome of that action. If the desired outcome of a dramatic action like a RIF is something else, please...just say so. -TK

Clear Channel's sharing some strategy, following the recent, massive layoffs and their hopes to "improve local programming in smaller markets by using assets and resources in those markets that their competitors don't have." CC says their new National Programming Platforms division will deliver "unparalleled on-air, digital and live event content across Clear Channel's multiple platforms." Despite last week's RIF, some big names were added to CC's new National Programming Platforms divisions, including: legendary programmer and consultant **Guy Zapoleon**, who joins Clear Channel as VP of Digital Music Programming. Also named to this new branch are **Ryan Seacrest's** longtime Exec. Producer **Dennis Clark** as VP of Talent Development; **Zena Burns**, who's now VP of Digital Programming Platforms; **Darren Pfeffer** is upgraded to VP of Music & Entertainment Marketing; and **Alissa Pollack** becomes EVP of Integrated Music Marketing. Zapoleon will focus on the programming of the new **iHeartRadio**, with an emphasis on iHeartRadio's 80+ digital-only stations. **Tom Poleman**, who was recently appointed President of National Programming Platforms, leads the division, which focuses on developing on-air and digital programming content as well as live events for Clear Channel's 850 stations. National Programming Platforms also encompasses CC's Programming Operations Center and its Premium Choice network, led by **Darren Davis**, SVP/GM of National Programming Platforms.

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RUMOR: Will the Conclave be announcing a series of webinars aimed at assisting the unemployed and under-employed find their next vocational destination?

Looks like it's time for radio to jump on the **Herman Cain/Politico** bandwagon...or is that, hot seat. Yesterday, *Politico* reported that Des Moines talk show host **Steve Deace** accused Herman Cain of inappropriate comments. Deace, who penned an opinion piece critical of Cain earlier this month, told *Politico* in an email that Cain said "awkward" and "inappropriate" things to the staff at his station. "Like awkward/inappropriate things he's said to two females on my staff, that the fact the guy's wife is never around...that's almost always a warning flag to me." Pressed about what exactly Cain said to the employees of his show, Deace declined to offer specifics. Formerly with WHO/Des Moines, Deace played a pivotal role in **Mike Huckabee's** 2008 Iowa caucus victory.

Jacobs Media TechSurvey 8 will go beyond just surveying Rock formats this year – it'll now include stations in all major formats, making it the largest and most inclusive radio survey of its type ever deployed. The results of this year's survey will be presented for the first time, exclusively at the **Worldwide Radio Summit**, April 27th at noon by Jacobs Media Pres. **Fred Jacobs**. Sign up for TechSurvey 8 by [Clicking Here](#). "Topics include traditional media usage (TV, radio), as well as new media **YouTube, Hulu, Facebook, Twitter, iHeartRadio, Pandora** and gadgets like smartphones and tablets. The survey will also cover station-related activities — Facebook pages, streaming, podcasts, etc. In TechSurvey 8, we will drill even deeper into social media and mobile - areas that really matter to broadcasters. We will also continue our in-depth look at Pandora, as well as services like **Groupon** and **Living Social**." Fred continued, "The goal of this study is to provide radio with a media usage hierarchy — which we depict in the form of 'pyramids' — that illustrate the media and gadgetry that listeners use, and the degree to which they use them. And because our goal is to include these formats, we will be able to create these profiles by station types. "We're most pleased to be able to present this body of important data first at the Worldwide Radio Summit. It's a terrific gathering of radio, music, social and digital executives, and is the perfect setting to roll out this information, first."

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the Conclave 2012 Learning Conference

July 18-21, 2012

Doubletree Park Place Hotel/Minneapolis

EarlyBird Tuition \$199

Details at <http://www.theconclave.com>

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!

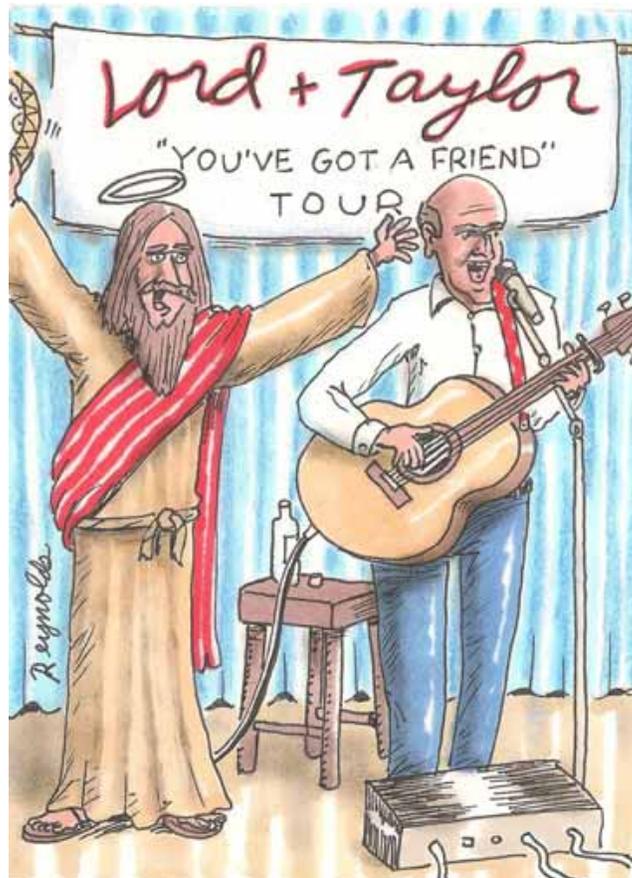
A bankruptcy judge rejected both reorganization plans proposed for **Tribune Co.** US Bankruptcy Court Judge **Kevin Carey** preferred the company's own plan, supported by a group of senior creditors to that of **Aurelius Capital Management**. The Judge told the company and its creditors to go back and find a solution or he would appoint a trustee. This bankruptcy case has been in court for almost three years.

Clear Channel Talk WHO-AM/Des Moines afternoon host **Simon Conway** is taking a tour of Iowa's colleges. Conway's live shows will feature debates with college Republicans and Democrats. "These students are our future leaders, but they are also Talk Radio's future audience," said Conway. "It makes sense to engage them in the debate right now."

Edison Research has announced the honorees from its 2011 search for "30 Under 30," thirty up-and-coming broadcasters involved with all aspects of the radio industry. Edison first introduced the "30 Under 30" concept to radio with two international searches for talented young broadcasters in 2007 and 2008, awarding them at the Conclave Learning Conference. Edison began soliciting nominees for the 2011 "30 Under 30" last month, receiving more than 200 nominations. Honorees had to be no older than 30-years-old as of Oct. 1, 2011, and may not have been previously recognized. They will receive their awards at the **Arbitron Client Conference** and **Jacobs Media Summit** to be held in Baltimore on Dec. 6-8. This year's "30 Under 30" winners are: **Adam Wylde** - Morning Host, CIBK (Virgin Radio), Calgary, Alberta; Host "The Canadian Top 40" - **Amanda Alexander** - Chief Engineer, Crawford Broadcasting Company, Denver - **Bootleg Kev** - Mix Show Coordinator/Afternoons, KVEG (Hot 97.5), Las Vegas - **Caitlin Kenney** - Producer, NPR's "Planet Money" - **Charles "Chachi" Angelo** - Program Director/Afternoons, WGGE, Parkersburg, WV - **Chris Michaels** - Program Director/Afternoons, WMC-FM (FM100), Memphis - **CJ Riddick** - Director, Operations/Programming, First Media,

Roanoke Rapids, N.C. - **Dan Baisden** - Operations Director, Grenax Broadcasting, Flagstaff Ariz. - **Dan Young** - Program Director/Mornings, KNWI (Life 107.1), Des Moines, Iowa - **Danny Bortnick** - Local Sales Manager, WXRK/WWFS, New York **David Polk** - Host/Producer, WFMT, Chicago - **Edgar Sotelo** - Morning Host, KMKV (Mega 107.5), Dallas **Evan Roberts** - Midday Co-host, WFAN, New York - **Jake Sigal** - Founder/CEO Livio Radio - **Jason Furst** - Program Director, WSYR/WWHT Syracuse, N.Y. - **Jeff Sottolano** - Program Director, WIP, Philadelphia - **Jet Black** - Director of Operations, KHTT/KBEZ, Renda Broadcasting, Tulsa, Okla. - **Joel "Kid Vicious" Garrett** - Owner/COO, Low Country Radio, LLC - **Jonathan Gallagher** - Manager of Analytics & Internal Strategy, Emmis New York - **Kyle "JoJo" Due** - Program Director, WMKS/WVBZ, Greensboro, N.C. - **Lady La** - Morning Host, KZON (101.5 Jamz), Phoenix - **Leslie Scott** - Program Director/Morning Presenter, KBXR/KBBM, Columbia, MO. - **Malachi Crane** - General Manager, SAU Radio, Spring Arbor, Mich. - **Masa Patterson** - Affiliate Relations Manager, Benztown - **Nessa Diab** - Nights, KYLD (Wild 94.9), San Francisco, KZZP (Kiss 104.7), Phoenix - **Nick Cannon** - Morning Host, WXRK, New York - **Nora Neise** - Morning Host, Kiss FM, Berlin - **Paul Goldsmith** - Program Director, Air1 Network - **Robby Bridges** - Assistant Program Director/Imaging Director/Afternoons, Cumulus, Bridgeport, Conn - **Tim Clarke** - Program Director, WPOI (Hot 101.5), Tampa, Fla.

Two "new" stations debuted after we printed The TATTLER last week: **Saga** turned on Top 40/Rhythmic Hits 99.9/Des Moines. Hits 99.9 is a translator for Saga's KSTZ and is also on HD subchannel KIOA 93.3-HD2. Also, **Leighton** Rocker KFGK/Grand Forks, ND moves down the dial to 95.7 with new imaging and an updated Rock playlist.



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TATTLER Jobs

CHR WDJQ in Canton/Akron needs a weekend part-time on air talent. Please send your resume and aircheck mp3 to johnstewartradio@gmail.com

Job Opening for Part-Time Board Operator. Employer: AM950 - The Progressive Voice of Minnesota. Located in Eden Prairie, AM950 is the only progressive Talk Radio Station in the Twin Cities that broadcasts local and nationally syndicated talk show personalities. Job Description: Responsibilities include assisting weekend on-air hosts by operating a radio mixing board and audio equipment in a friendly and helpful manner, reading and producing promotional material and commercials, help with on-site remotes and events, fill-in for weekday board operator, and setting up and testing audio equipment. Up to 10 hours per week - mostly Saturday. The board operator reports to the Production Manager. Qualifications: Responsible, sociable and must believe in team work. Preferred 2 years or more of radio experience in production or on-air. Proficiency in Adobe Audition, Microsoft Word and Microsoft Outlook is required. Must have a car and a valid driver's license. Must be helpful, have good client relation skills, be outgoing and enjoy meeting people. Must be able to lift up to 60 pounds. Hours: Part Time position, 10 hours per standard week. Mostly weekends, but includes occasional days and evenings. Start date: ASAP Work Location: 11320 Valley View Road, Eden Prairie, Minnesota. Wages: Depends on experience. Send cover letter and resume with references to productions@am950radio.com Subject line must read "Board Operator."

943 The Bone in Detroit is looking for part-time help for board op's and part time on air personalities. If you have been looking for an opportunity to get you foot in the door, this is it! If you have 1-2 years board operator experience, on air, and promotions, then we want to hear your stuff! Email your air check and resume too: **Drew Scott**, Corporate Program Director. Martzpd@947hits.com

Looking for an experienced or up-and-coming News Director for a 4 station cluster in the Muncie-Marion, IN market. There is no local TV and radio is KING. We cover 10 counties in Central and Eastern Indiana and deliver live & local news on all four of our stations in both Morning and Afternoon Drive. Your job is to cover local events both over the phone and in person, attend meetings like city council, county commissioners, school board, etc., monitor police and fire, and generally look for local and regional stories wherever they can be found. Additionally, you will anchor

afternoon news with both live and pre-recorded newscasts and weather forecasts. This is not a 9-5 by any means but is a full-time, rewarding, and exciting position with an excellent benefits package and competitive pay. Hours will vary but will primarily be afternoons and evenings. If you're a news-hound and are excited to find and write the stories: send your letter of interest, resume, and short mp3 of a newscast to raceindy@gmail.com. Looking to move quickly - someone in Indiana or surrounding states is preferred as there is no relocation \$\$! Salary is upper 20s.

Prime opening at Top Rated station in Springfield, MO. KTTS is searching for a Morning Show Co-Host to partner with our new Morning Show talent, **Bobby Baldwin!** If you have an outstanding personality, can relate to and be a champion for females, have excellent people skills, production skills, work ethic, excel at appearances, and understand and embrace all digital/interactive/social media: rush your materials today! Send me audio, resume, and brief morning show philosophy. Applicants must have a minimum of 3 years on-air experience and a good working knowledge of pop culture and the country life group. This is not an entry level position. Please send your materials and a short mp3 to: **Mark Grantin** mgrantin@ktts.com Or mail to: Mark Grantin, Program Director, KTTS, 2330 West Grand Street, Springfield, MO 65802.

WIXX, Green Bay's top-rated hit music station has a rare opening for an Advertising Sales Rep to be based out of our Appleton, WI office. WIXX is a part of Midwest Communications - the radio group that top professionals love because they are involved in the direction of the company and they can earn an OUTSTANDING living. WIXX is looking for a team-oriented professional who can achieve sales goals & have fun doing it. The ideal candidate will have a proven track record of success, strong prospecting skills, outstanding phone/cold calling skills and will offer exceptional service to our clients. Computer skills in Word and Excel a plus. A valid driver's license and vehicle are required. Three years outside sales experience and a college degree preferred but not required. We will consider experience! We offer the best training in the industry, a full benefits package and the ability to earn an outstanding living. Please send your resume TODAY to: **Mitch Lambert**, General Sales Manager, WIXX Radio, 1420 Bellevue Street, Green Bay, WI 54311, fax to (920) 321-2300 or e-mail mitch.lambert@mwcradio.com.

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The search continues!! Well known independent midwest broadcaster seeking great morning talent and talk show host. Two rare opportunities for one of the most respected companies in radio...top notch facilities, great salary, benefits, and no Wall Street edicts. Email audition and resume' to: midwesttalker@gmail.com

Position: Announcers. Company: **New Media Broadcasters, Inc.** Station(s): KOJM-AM, KPQX-FM, KRYK-FM. Job Type: fulltime. Hours: 45 Hours Per Week/Shift Dependent on Experience. Compensation: 20,000 - 22,000 starting / year. Job Description: Must be able to demonstrate a quality on-air sound, creative production and an active interest in the local community. Requirements include good computer skills and a working knowledge of digital editing tools for production, copy/script writing and information updates for use on-air and internet. News writing experience and/or Sports Play-by-Play is a definite plus. Benefits: This position offers above average compensation, medical benefits, 401K with employer match. Education Required: College degree in related fields. Experience Required: Previous on-air and production skills. News writing experience and/or Sports Play-by-Play is a definite plus. Stations broadcast HD Radio and multicast. Experience monitoring multiple stations also a plus. Other Requirements: Must have a vehicle in good working condition because facilities located two miles north of the city and winter weather conditions do not allow walking or riding and unenclosed vehicle to work. Date Available: Immediately Contact Info: **Geoff Cole**, nmbpersonnel@qwestoffice.net. Fax: 406-265-8855. Instructions: Qualified applicants are encouraged to send a cover e-mail with resume and references in PDF or Word format. Call 406-265-7841 between 9 a.m. and 5 p.m. Mountain Time Zone.

We have a client who is looking to use some ethnic sounding voices for a virtual tour of their college website... African-American, Hispanic, Indian, Asian... male and female... if you are a freelance voice talent who sounds college-age and you have a hint of ethnicity in your voice - and you have access to your own professional equipment in a sound-proof studio with a professional sounding mic - and you'd like to be considered for this gig, please read the following audition and send your mp3 and rate for web-only VO to drewkenyon@aol.com... you must send the below audition script, NOT a generic demo... and PLEASE no other demos at this time... only ethnic sounding voices reading the audition script... thanks! Here is your audition script: "Talk about cutting-edge! Vaughn's labs are equipped with the same state-of-the-art technology used by many leading corporations, so you not only get hands-on experience in engineering, mechanical or electrical engineering technology, - you get real world experience."

WTUZ in Central Ohio is looking for an evening personality. Needs to have knowledge of country format. Show features listener interaction with requests. This is a PT position between 25-30 hours a week. Local talent to the front of line. Great company with awesome facilities. No phone calls please. Send resume and recent mp3 aircheck to **Steve Kelly** Program Director: steve@wtuz.com.

American Media Investments (A.M.I. Radio Group) of Pittsburg, Kansas is searching for our next Production Director. You will work closely with our traffic, sales and programming departments, write and produce spots and help create station imaging, and assist with station events. Production experience is required. Prefer experience with Adobe Audition, Maestro DGS and VCreative Paperles Production and Traffic System. In addition to handling day to day commercial production, qualified candidates could possibly serve as fill in host for an air shift on either our Classic Country or Contemporary Country station. Prefer at least three years experience. If you are extremely organized, able to meet deadlines, proficient with Adobe Audition, Maestro, and can work well with others while creating commercials from concept to copy to air, then please Email resume and a short mp3 production samples to and three references to gdemarco@ami-pittsburg.com. Or rush mail to KKOW, 1162 East Highway 126, Pittsburg , KS 66762.

Central Illinois' heritage CHR, 101.5 WBNQ, is casting for a new player on the Susan Saunders Morning Show. Successful candidates will have: Some commercial radio experience. Can entertain within a defined role. Can rock social media. Has an encyclopedic knowledge of pop culture. Can make a solid impression in public. Unfortunately, this is NOT a full-time position at this time, and will only be 25-30 hours per week. (Hopefully, that will change in the future.) However, our morning show has been tremendously successful for over a decade and WBNQ has a habit of launching talent into big markets (six have gone directly from here to top 40 markets in the past 7 years). So, now that you know all that, are you interested? Please send your tape, resume, social media links and anything else you think might help your cause to: brian.davis@townsquaremedia.com. You may also snail-mail to: Brian Davis, PD, 101.5 WBNQ, 236 Greenwood Ave., Bloomington, IL 61704.

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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