

the Conclave Presents

THE TATTLER

Since 1975

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Cartoons Suggested by Lenny Bronstein & Jay Philpott

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Major League Baseball owners are holding off-season meetings in Milwaukee and a group concerned with the fact that MLB is providing internet infrastructure for **Glenn Beck's** subscription online service will be there too, urging the league to break off ties with the controversial talker. The group, **Americans United for Change**, initiated its campaign to get MLB to sever ties with Beck back in October. Sports stations WAUK-AM and WSSP-AM are beneficiaries of AUFC's business. AUFC has been pursuing several ways to break up Beck and MLB, including a website called www.strikeoutbeck.com. **Tom McMahon**, Executive Director, Americans United for Change: "We hope that MLB will listen to the thousands of Americans who have joined this campaign to strike out hate. It's disheartening that Major League Baseball, with its proud history of inclusiveness and diversity, would be the ones providing the platform for Glenn Beck to build upon his history of divisiveness, bigotry and disrespect for families of 9-11 victims."

A copper theft at a Kansas station leads to a federal indictment, and one of the facts cited is that Classic Country KKOW-AM/Pittsburgh, KS is part of the national EAS chain of stations. According to reports, **Jeffrey L. Blake** is charged with "one count of attempted damage to a communications system" and for an alleged same-day ripoff at a local electric utility, "attempted damage to an energy facility." The thefts occurred September 7th and could carry penalties as high as \$250k just for the "damage to a communications facility."

The **Supreme Court** has set January 10th as the date for oral arguments in the **FCC v. FOX TV Stations** indecency case. The court has been getting amicus briefs from several parties, the latest filed by: the **Cato Institute**, **Center for Democracy and Technology**, **Electronic Frontier Foundation**, **Public Knowledge** and **TechFreedom** arguing for a reversal of the landmark **Pacifica** "seven words you can't say on TV" decision because technology has removed the rationale for that decision. The **Reporters Committee for Freedom of the Press** and **EW Scripps Co.** called for a "bright-line rule" to determine which news programming is not subject to indecency enforcement; and the **Student Press Law Center** and **College Broadcasters Inc.** say that indecency regulation discourages college student participation in broadcasting.

The Conclave's webinar series - **WHAT'S NEXT? A JOB SEARCH WEBINAR SERIES FOR RADIO PROFESSIONALS** - continues on Wednesday, November 11th at 2P CT with **CHARTING A NEW COURSE: A TOP 10 LIST** with **Tom Livingston**. The webinar, sponsored by [ENVISION RADIO NETWORKS](http://www.ENVISIONRADIO.NETWORKS) is free but preregistration is required by clicking on <https://www1.gotomeeting.com/register/513910609>. People in the radio and music industry LOVE the charts, so the second presentation in **WHAT'S NEXT? A JOB SEARCH WEBINAR SERIES FOR RADIO PROFESSIONALS** should be an easy concept to grasp - the Top Ten things you should or should not do with regard to getting your next position, from creating the resume to networking to the interview itself. **TOM LIVINGSTON** of **Livingston Associates** is a public media pioneer, leader and consultant with 35 years of success at the local and national level. His company, Livingston Associates, has provided executive search and consulting services to more than 150 public media clients including **National Public Radio**, the **Corporation for Public Broadcasting** and more. Don't miss this opportunity to gain new perspectives on your job search during this important webinar, sponsored by [ENVISION RADIO NETWORKS](http://www.ENVISIONRADIO.NETWORKS). Register now for this webinar, hosted/moderated by Conclave Board of Directors member **Jay Philpott** of **Hubbard Radio's** 106-5 The Arch (WARH/St. Louis).

the Conclave Webinars

CHARTING A NEW COURSE: A TOP 10 LIST

The Conclave's webinar series - **WHAT'S NEXT? A JOB SEARCH WEBINAR SERIES FOR RADIO PROFESSIONALS** - continues on Wednesday, November 30th at 2P CT with **CHARTING A NEW COURSE: A TOP 10 LIST** with **Tom Livingston**, highlighting the Top Ten things you should or should not do with regard to getting your next position, from creating the resume to networking to the interview itself. The webinar, sponsored by **ENVISION RADIO NETWORKS**, is free but preregistration is required by clicking on <https://www1.gotomeeting.com/register/513910609>. All Conclave webinars are moderated by Conclave Board Member **Jay Philpott**. This special webinar is presented by [ENVISION RADIO NETWORKS](http://www.ENVISIONRADIO.NETWORKS)!

Conclave Webinars are FREE! Visit www.theconclave.com for details!



Conclave Webinar!

Wednesday
November
30th
at
2P CT!
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Mike Kronforst, Director of Career Services for **Brown College/** Minneapolis checks in with news about a good friend of the Conclave, **Kevin Conner**, who has been diagnosed with a brain tumor: "One of our own is seriously ill and hospitalized in the Twin Cities. Kevin Conner, an instructor at Brown College for 26 years is facing some difficult surgery. I know that many of you are familiar with him and his wife, JoAnn. To reach out and leave a message: <http://www.caringbridge.org/visit/kevinconner>." Tomorrow, Kevin will undergo a biopsy to help discover the extent of his cancer. His wife, **JoAnn Conner**, who also works in Career Services at Brown, shares "We are not giving up hope for a miracle or a better outcome than anticipated so keep those prayers, vibes, energy laser sharp." So, if you know Kevin...heck, even if you don't...visit his Caring Bridge page and leave a note of encouragement. Then, please keep Kevin in your thoughts and prayers tonight.

Television is emerging as a more important media outlet for music discovery, especially among casual music fans, but for the most dedicated, radio is still the top place to find what's new. The NPD Group performed this new study for the **National Association of Recording Merchandisers**. Social media, websites, movies and word of mouth are all factors and some people still discover new music by visiting "record stores." But, among active consumers, radio was the top discovery source with 60% of the most active rating it as their number one venue. The same study also noted the emergence of new sources, but said, "Radio and TV were the clear-cut top traditional choices for music discovery." Like everything else in the Internet Age, the recording retail business is in a state of flux. **Russ Crupnick**, senior vice president of The NPD Group, said, "On one hand you have fans who can't find enough ways to learn about new music, whether it's at retail, through apps and social networks, or on radio and TV. On the other hand there is still a large core group who learns by listening to AM/FM radio and on family shopping trips. Regardless of the type of music fan, there are actions the industry can take to improve the discovery process, and help drive revenue." Radio could be more useful, however, noted **Jim Donio**, president of **NARM**. "We have identified several areas where we believe we can move the needle and convert that discovery to a retail experience of some kind. For example, people hear music they like, but because of lack of identification, they don't learn the artist's name or the song title, so they cannot seek out that track again - more promotion of song recognition apps and stressing the importance of back announcing could go a long way to

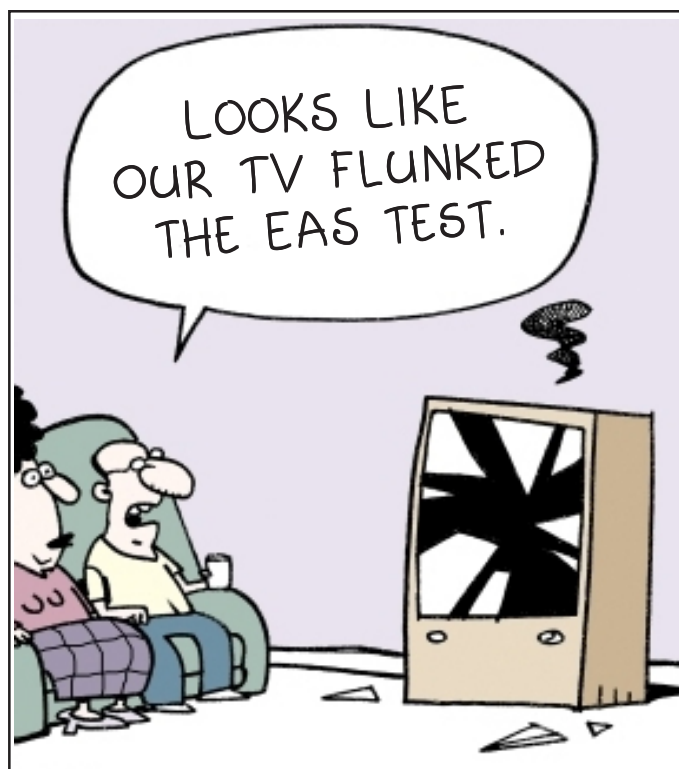
the Conclave

2012 Learning Conference

July 18-21, 2012
 Doubletree Park Place Hotel/Minneapolis
 EarlyBird Tuition \$199
 Details at <http://www.theconclave.com>

improve that situation." *COMMENT: A large contingency of radio folks led by CBS Radio instituted a modern version of "When You Play It, Say It" earlier this year. After years of ignoring artist/titles, especially at pop radio, regular identification has been a part of radio for just a few months. Give it time. Eventually, it'll make the needle move at retail. Unless, of course, radio's public is simply being educated about the artist/titles of the music it DOESN'T like. - 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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Borrell Associates newest report claims that even after two years of flat revenues for the local online ad marketplace, a major rebound is on the way. Borrell says local digital will rise 18% in 2012 to \$18.5 billion, surpassing the traditional leader in local ad spending, newspapers. Long term, mobile advertising will grow digital to over \$26 billion by 2016. "In addition to the resurrection of the local online ad space in general," reports PaidContent.Org, "which has suffered greatly from the weak economy and the inability to fully coax small business into increasing their digital marketing budgets, traditional local media players will also experience a reawakening." Currently, TV, newspapers and radio have 92% of all local ad spending. "But as the traditional broadcast and print businesses' declines took a more precipitous turn during the recession and the anemic aftermath we're currently in, digital ad sales had either been holding steady or emerged as significant areas of growth. That has spurred media companies to finally develop dedicated online ad sales forces," writes PaidContent.Org. "As those online sellers have settled in, budgets are expected to rise for local online as a result." Borrell notes this will give traditional media companies the opportunity to take ad spending share away from Internet companies. The report sees Internet companies losing 1.6% while local TV gains 1.6%. Radio will gain 1% and newspapers 0.8%. *COMMENT: Although many major radio companies seem intent on pulling back on locally originated on-air programming, there seems to be a brighter future for their locally originated digital content...at least, at the advertising level. We'll take any and all good news that can come radio's way, lately. - TK*

Arbitron, Coleman Insights and Media Monitors will debut "What Happens When the Spots Come On: 2011 Edition," the most comprehensive study ever conducted about audience levels during radio commercial breaks, at the Arbitron Client Conference in Baltimore on December 7th. The companies will look at every spot break on 866 stations in 48 PPM-measured markets for 24 hours a day over the course of a year to shed light on what happens when the spots come on. These stations ran an average of eight minutes of commercials an hour. This study reveals how audience levels are impacted during those commercials by demo, daypart, market, month and format.

Jacobs Media released the agenda for its 16th Summit. Designed to provide commercial and public broadcasters with a 360-degree view of the challenges and opportunities facing the industry with fast-paced, shorter sessions, Summit 16 will provide a broad perspective on the radio industry in 2011 and beyond. "Over four

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hours, we'll hear from many thought-leaders from a wide variety of backgrounds," Jacobs Media Pres. **Fred Jacobs** said. "There will be presentations from the U.K. perspective, from the **U.S. Census Bureau**, from great national on-air talent, and even from the **National Hockey League**. Our mission, as always, is to provide attendees with information and action steps that they can take back to their stations and implement, and this collection of speakers delivers on that promise." Get more info at www.jacobsmedia.com/summit. *COMMENT: For those who can afford the time and money, attending this year's Arbitron Client Conference and the attendant Jacobs Summit will be well worth the trip. The combo of Arbitron and Jacobs has made for one of the industry's better educational experiences. Next to a certain conference that happens in Minneapolis every summer, that is! - TK*

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Journal Adult Hits WLWK/Milwaukee midday host, and Conclave Board member, **J. Pat Miller** has set off on a 120-mile pilgrimage to Green Bay to raise charitable contributions for Aurora's **Family-to-Family Thanksgiving**. The pilgrimage to Green Bay goal is to help Family-to-Family provide 3,000 Thanksgiving dinners to disadvantaged family. The first leg of the trip took Miller from Milwaukee to Fredonia Tuesday. Wednesday, from Fredonia to Elkhart Lake. Thursday, the trip continues from Elkhart Lake to Appleton, with the final leg beginning Friday, as Miller makes his way to **Lambeau Field**. Listeners can track his progress with on-air updates, online webcasts and an interactive map through the station's website. Each \$35 contribution will provide one family of four with a Thanksgiving meal they can prepare in their own home. Donations accepts at 945lakefm.com, or by calling 414-967-5417 or 888-363-0023.

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The **Radio Advertising Bureau** consolidated its Membership, Professional Development and Services units into one group under the leadership of EVP **Erica Farber**, effective January 1st, 2012. In her new role, Farber, who reports to Pres./CEO **Jeff Haley**, will establish an integrated practice across all of RAB's Membership, Station Services and Professional Development units. This week's RAB announcement had a definite Conclave feel to it. Erica received the Conclave's Rockwell Award in 2007; Haley keynoted the Learning Conference in 2009!

Entercom Talk KMBZ-AM-FM/Kansas City PD **Neil Larrimore** exits after almost 8 years.

Townsquare Media VP/Country Programming **Bob Moody** exits. Bob indicates the split was amicable and that he wishes the best for all Townsquare stations.

Clear Channel Urban AC KMJM and Gospel KATZ-AM/St. Louis tapped **Andre Carson** as PD.

Cumulus Active Rocker WKQZ/Saginaw APD/MD/Afternoons **Matt** is out due to budget cuts.

Cumulus/Colorado Springs GM/Market Manager **Mike Knar** is out.

Congratulations to **Clear Channel** Top 40 KDWB nightslammer **Steve "Wazz"** and his wife Marissa on the birth of their baby boy, Jaxon David "Wazz" Wasinski!

Since 1989, the Conclave has presented **The Rockwell Award** - an annual lifetime achievement award - to an individual of unquestioned accomplishment inside the radio industry. At this July's Learning Conference, the Conclave recognized CBS Radio President **Dan Mason** and legendary programmer **Steve Rivers** with their Rockwell's. This coming year, the Conclave is reaching out to the entire industry throughout the nation to help select nominees for this important recognition. Do you know of a deserving industry contributor? Let us know whom YOU believe to be deserving of this special honor. Nominations must be made in writing, and sent to the Conclave office via mail (4517 Minnetonka Blvd #104, Minneapolis, MN 55416), email (tomk@theconclave.com), or fax (952-927-4487) no later than 6PM CST Friday, February 10th, 2012. Anyone can nominate or be nominated, and 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.).

The opinions expressed in the TATTLER are not necessarily the opinions of the Conclave or its Board of Directors. Differing viewpoints are welcome to be submitted for publishing. Send them to the TATTLER, 4517 Minnetonka Blvd, #104, Minneapolis, MN or email <mailto:tomk@theconclave.com>.



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I want to make a donation of \$25 \$50 \$100 Other: \$ _____ to the non-profit Conclave Send a receipt, please.

Where did you hear about this Learning Conference? Employer Co-worker Friend/relative School Trade publication/website Other I've attended in the past

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

My primary position: GM OM PD Sales Mgr/Acct. Exec Promo. Director Prod. Director Air Talent Other _____

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The 37th Annual Conclave Learning Conference

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TATTLER Jobs

MusicMaster is expanding rapidly and in need of bilingual individuals who can provide sales and technical assistance in Spanish. Work from home, no relocation required! Must be a fluent speaker in both English and Spanish and capable of written translation. Previous music programming experience with scheduling and automation software preferred. Advanced computer aptitude helpful but not required. Cover letter, resume (including references), and salary requirements should be forwarded to: **Mark Bolke** - mark@musicmaster.com.

Entercom Kansas City is looking for an innovative, energetic, and experienced leader to become the next Program Director for KMBZ NewsRadio 98.1, Kansas City's heritage news/talk station emerging on a killer 100kw FM signal! This is you: Great written and verbal communication skills. An aggressive breaking news approach with creative ideas to grow audience and "get noticed". A sense of humor and urgency in accomplishing our aggressive goals. Ability to build great content on multiple platforms. A skilled talent coach and recruiter who can develop our celebrated staff. A PPM guru. A Digital and Social Networking Expert. A creative and savvy promoter. A skilled delegator. An innovative contributor and partner to the sales effort. This is us: Entercom is one of the five largest radio broadcasting companies in the United States. Over 100 stations in 23 markets, including San Francisco, Boston, Seattle, Denver, Portland, Sacramento and Kansas City. Known for developing unique and highly successful, locally programmed stations. Home to some of radio's most distinguished brands and compelling personalities. Focused on creating effective integrated marketing solutions for its customers that incorporate the company's audio, digital and experiential assets To be considered for this position, please apply online at www.entercom.com and click on "Careers".

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Looking for an upbeat weekend/swing on-air personality Top-rated Rewind 94.9 in Cincinnati is looking for a part-time on-air personality who can: Perform a weekend shift. Fill-in for vacationing/sick weekday personalities. Board Op as needed. You need: A positive attitude on and off the air. To be a great team player. At least two years on-air experience Sound like you? Then - 1. Visit <http://jobs.hubbardcincinnati.com> and fill out the application. 2. Send your mp3 aircheck & resume to cincihr@hubbardinteractive.com Packages will not be considered if an application does not accompany your resume, mp3 or CD!

Election season is right around the corner and we are looking for a contract radio talk show producer with passion and pride for his or her craft. Ideally the producer of this 3 hour morning talk show will be responsible for keeping the show flowing by developing a dynamic relationship with the host and not allowing the host to do what the host wants to do but what the producer instructs the host to do. Duties include but are not limited to daily and weekly planning of the show and developing angles for discussion with a local liberal flare targeting African Americans. Candidates will have the ability to book guests on the same day you read about them in the morning newspaper and plan ahead enough to know when the big guests are in town. Duties include screening calls, maintaining a daily show run down and show recap, updating the web site on content aired on the show, and having an ear for knowing what sound to use for topics. Show your passion and pride by convincing me in an e mail why you should be considered. Send email to radioexe@yahoo.com and put Morning Radio Producer in the subject line.

KKJQ-FM Q97 is looking for it's next country night jock. We are looking for a fun, energetic person for our 100,000 watt country station based in Garden City, Kansas. The ideal candidate will have website building and maintaining skills and enjoy producing imaging for a variety of different formats. Q97 is part of a family owned 8 station cluster in Southwest Kansas. If you're interested and/or have more questions please email **James Janda** at jamesontheradio@gmail.com It's o.k. to send airchecks via mp3.

Radio Works LLC is growing! If you are looking to join a growing company, and have an interest in all aspects of radio broadcasting and marketing, we are looking for you. We are looking to fill positions in all areas, from traffic, billing, marketing specialist, copywriters, on air, programming and engineering. If you are looking to excel in broadcasting, today could be your day. We are looking for full and part time employees in our Worthington Minnesota stations. Apply today by application or resume. Send to Radio Works, **Chad Cummings**, 1029 3rd Ave, Worthington Mn 56187 or email chad@myradioworks.net.

Do you have a passion for news? If you've got an insatiable curiosity and the drive to chase down those answers, **Leighton Broadcasting** and AM 1450 KNSI, St. Cloud is looking for you to join its award-winning team as a part-time radio news reporter/anchor. We're seeking an enterprising high-energy reporter full of ideas and unique angles ready to delve into all things St. Cloud. This person could never utter the words, "I don't have a story today." The right candidate is an inquisitive self-starter who's not afraid to work under deadlines, not afraid to ask tough questions - not afraid of much, actually. The ability to write relevant, conversational copy is a must. In addition to reporting, you'll also handle some news anchoring duties as well as produce news for the station's website. You must be a strong multi-tasker, willing to work a sometimes flexible schedule. Interested? Email your resume, mp3 demos and 2 or 3 samples of your written work TODAY to **Jason Kobely**, News Director at jkobely@1450knsi.com.

Do you love small market radio? Are you known as a street fighter and problem solver that leads by example? Would subordinates praise your people skills and leadership abilities? Would superiors commend your work ethic, character and ability to produce results? Is one of your dreams to live in a beautiful area like the Northwoods and Lake Country of Wisconsin? Heartland Communications Group has an exceptional opportunity for a great General Manager to lead WERL-AM and WRJO-FM in Eagle River, Wisconsin. Email your resume in confidence with contact information and references to **Dave Martin** erheartland@gmail.com

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The search continues....as we continue to comb thru everyones material and create a short list. But it's not too late to send us your stuff!! Lot's of talented people have applied...but we want to hear from more.... 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: midwesttaker@gmail.com News Talk Radio WHIO is seeking a talented part-time news anchor/writer. WHIO is Dayton's ONLY News Talk Radio Station in the Dayton market and is currently ranked third in the recent Arbitron 12+ trends. Job Requirements: At least 3 years commercial broadcast experience, Four-year Bachelor's Degree in Journalism or equivalent experience, News-style voice quality, Flexible schedule (nights and weekends possible) Work Responsibilities: Writing and editing broadcast news copy, Digital editing of numerous audio clips (Adobe Audition a plus), Monitoring various news sources, Ability to communicate with other elated news teams. Voice numerous stories and create news packages Interested: Summit a personalized cover letter, industry-related resume, MP3 commercial news air-check to: chris.collins@cmgohio.com

106.7FM The D just signed on in Detroit and we are looking for our air staff. If you were born, raised and ROCKED in Detroit, send us your stuff. The person we are looking for also has expereince with Facebook and all things digital. Please include air check and photo. Send to 1067theD@gmail.com

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Today's Q106 (WWQM), Madison's hometown country station, is seeking one or more multi-talented individuals for full or part time openings. Applicants should be creative-types who commonly think and ask, "what if?" Ideally, candidates will have experience and skills in the following: on-air talent, promotions/events, digital media, and production. Requirements: Qualified candidates will have at least 2 years of full or part-time experience in radio. Candidates should be very creative, with excellent organizational and communication skills. Knowledge of RCS Selector, Adobe Audition (or similar platform), Microsoft Word and Excel is a plus. Experience in creative writing, graphic design, web publishing and social media is strongly desired. Ability to multi-task and meet quick deadlines in a fast – paced environment is key. Positive attitude and a strong work ethic are characteristics of our staff. This is an excellent opportunity to work in a fun local business environment with professional business people dedicated to serving the market with a top notch product. Compensation: This will be based on prior experience. **Midwest Family Broadcasting** offers a strong benefits package and bonus structure for full time employees. Contact: No phone calls. Please email or mail your resume and air-check with production samples to: Q106-WWQM, c/o EEO Coordinator, 730 Ray O Vac Drive, Madison WI. 53711, oe@mwfbg.net

KAUS-AM, a heritage station serving Southern Minnesota since 1948 has a very rare and very immediate need for an experienced Sports Director. Duties also include full-time production/continuity. We're proud of our 60+ year commitment to local sports excellence, and we're looking for a real pro to carry on the tradition. If you can cover 75+ local sports games per year, are digitally savvy, and a team player, we want to interview you today! 2+ years prior play-by-play experience strongly preferred. Intermediate-to-expert in Adobe/Scott Studios/Cool Edit also sought after. We're looking forward to hearing from you! Email Operations Manager **Scott Fuller** with resume and substantial play-by-play aircheck: fuller@austin.threeeagles.com.

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We're searching for a full time and a part time person. The part time hours would be 29 a week. This people must have excellent written and verbal skills, digital audio editing experience along with strong radio news reporting skills such as the ability to adlib from the scene of breaking news or severe weather. Writing and newscast delivery skills are a must. Applicants must have a high work ethic, the ability to meet deadlines, the ability to read and decipher news source material, operate studio equipment and have a clean driving record. The applicants should have a background in radio or television news reporting, writing and/or anchoring. The broadcast delivery must be confident and authoritative. Familiarity with KFDI News and its history in south central Kansas is welcome. Knowledge of video and video editing is a plus for these positions. Duties include reporting live, writing news for online and on-air, posting digital photos and video online, anchoring hourly newscasts, headlines, scheduled and unscheduled traffic reports and mostly importantly, severe weather coverage. The full and part time employees hired should be able to cultivate news sources, generate story ideas and closely monitor emergency scanners. College students and those who just graduated with these abilities are welcome to apply. Send cover letter, resume and news audio sample (anchoring and reporting preferred) to: **Dan Dillon**, KFDI News Director, 4200 N. Old Lawrence Rd., Wichita, KS 67219, ddillon@kfdi.com

Looking for an upbeat, energetic on-air personality who interacts well with an audience. The position also includes: production - working closely with the sales staff, social networking, copy writing, working at outdoor remote events, long hours and low pay. Attention to detail and stellar organizational skills are a must. Summit County specific working-knowledge of ski/snowboard culture, familiarity with Adobe Audition and graphic skills a plus. Still interested? Position is full-time and remember there are no real holidays in radio. Plan on working weekends too and be prepared to live in a place where we have snow nine months a year. Still interested, OK - Email your air check and resume ksmtradio@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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