

the Conclave Presents

# THE TATTLER

Since 1975

Publisher: Tom Kay Editor: Ben Holsen  
Cartoons Suggested by Lenny Bronstein & Jay Philpott

Volume XXXVII • No. 47 • December 1, 2011

Part Three of **WHAT NEXT- THE CONCLAVE JOB SEARCH WEBINAR SERIES: 5 Ways Social Networking Can Assist Your Job Search** – continues on Wednesday December 14th at 2P CT, sponsored by **ENVISION RADIO NETWORKS**. **Jacobs Media** Director Of Digital and Social Strategies **Lori Lewis** lays out ways to pull hiring managers into your social space to increase your opportunity for that next job. This webinar is free, but you must preregister by clicking on <https://www1.gotomeeting.com/register/162024449>. “While looking for a job always has its challenges, today’s technology also opens up better lines of communication and opportunities to help you stand out. So, make sure you’re not misusing this new technology,” cautions Lewis. “First impressions are being formed online before resumes are being read.” Not only will you learn 5 ways to increase your chances of landing that new position, you’ll also learn of the most common things that potential employers look for in social media profiles that could stop your search dead in its tracks, and the most common things in profiles that can reflect positively on you and your efforts. This webinar will be hosted/moderated by Conclave Board of Directors member **Jay Philpott**, air talent at **Hubbard Radio’s** 106-5 The Arch/ St. Louis.

Due to what some say are economic concerns affecting advertising, radio experienced only a marginal increase in over-the-air revenues in 2011, ending the year with projected revenues of \$14.1 billion, a 1.2% increase over 2010 according to **BIA/Kelsey**. Increases in digital/online revenues will end the year at \$479 million, a 15% increase over 2010. BIA/Kelsey also reports the number of transactions were down slightly, 0.2%, but the value of these station sales increased noticeably. “It’s been a year of nominal growth for the radio industry, as advertisers remain cautious about spending their ad dollars in this sluggish economy,” said VP **Mark Fratrik**. “On the upside, the radio

industry has maintained its value, both from a dollar and sales volume perspective. Sales across the country have been steady and the total value of sales has increased to over \$4.2 billion through October. All of this together underscores radio’s continuing ability to effectively reach and monetize local audiences via its proven business model. This is a positive situation considering the considerable dollars at stake during next year’s election.” In the forecast for 2015, the “Investing in Radio Market Report” expects revenues to climb a moderate 3.5% in 2012, due to the election year and the continued growth of the online/digital segment. The five-year outlook forecasts radio’s digital/online revenues to reach \$758 million, representing a 13.4% compounded annual growth. Fratrik applauded stations for launching deals into their offerings. “We’ve been told that you can literally see the sales meter jump when there is an on-air mention of a deal,” said VP **Peter Krasilovsky**. “Stations typically participate in deals with links to their websites, or in partnership with other deals sites.” *COMMENT: This is good news for tower-based radio companies. Coupling these figures with some metrics released by Pandora earlier this week, it becomes apparent that the public has not lost its love for – and usage of – audio choices. About.com’s Radio Editor, Corey Dietz, those choices are broken down into Old Radio—AM/FM—and New Radio—Satellite, Internet, Cell Phone. While many (including us) lament the loss of Old Radio jobs, its apparent that a whole new world of audio is opening up, one that will ultimately be a vocational home for many as both Old and New Radio serve their public in exciting new ways. And how wonderful all this is going to be! - TK*

**CH Holdings** Talk-Sports **KTRS-AM**/St. Louis host **JC Corcoran** was off the air Tuesday (11.29) and rumors are that he was suspended for a series of tweets with aggressive language. **Deb Peterson** of the **St. Louis Post-Dispatch** says that Corcoran, provoked by other tweeters about his inaccurate prediction that **Albert Pujols** would sign with the **St. Louis Cardinals** on November 18<sup>th</sup>, responded with “a barrage of hostile comments and profane language.” Reports are that Corcoran was suspended the rest of this week and all of next week.

**Crain’s Detroit Business** ranks **jacAPPS** as the largest mobile application developer in Southeast Michigan. With over 11 million downloads, **jacAPPS** exceeds all other developers in the area. “Our company is the epitome of an American small business success story,” said VP/GM **Paul Jacobs**. “We started **jacAPPS** at a tenuous time when the economic climate was bleak. But we stayed at it, hired a great local staff, worked hard, and the result is a thriving technology business with a great future.”

the Conclave Webinars

SOCIAL MEDIA & YOUR  
JOB SEARCH!

The Conclave’s webinar series - **WHAT’S NEXT? A JOB SEARCH WEBINAR SERIES FOR RADIO PROFESSIONALS** - continues on Wednesday, December 14th at 2P CT with **FIVE WAYS SOCIAL NETWORKING CAN HELP WITH YOUR JOB SEARCH** with **Jacobs Media’s Lori Lewis**, who will lay out ways to pull hiring managers into your social space to increase your opportunity for that next job! The webinar, sponsored by **ENVISION RADIO NETWORKS**, is free but preregistration is required by clicking on <https://www1.gotomeeting.com/register/162024449>. All Conclave webinars are moderated by Conclave Board Member **Jay Philpott**. This special webinar is presented by **ENVISION RADIO NETWORKS!**

Conclave Webinars are FREE! Visit [www.theconclave.com](http://www.theconclave.com) for details!



Conclave  
Webinar!

Wednesday  
December  
14th  
at  
2P CT!

It’s free!  
Sign up now!!

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A group, called the **Milwaukee Free Radio Group**, is battling an attempt by **Tim Martz's Radio Power, Inc.** to move an FM translator into the Milwaukee market. **Northpine.com** reports that the group filed an opposition to Martz' filing that would move W250BN/West Allis, WI to the Milwaukee antenna farm with 250 watts, noting that the station has moved from Beloit to Milwaukee in five hops filed within less than two years, which the group says is an "abuse of prices." Martz put commercial formats on two translators in Detroit, although one has been taken off the air due to interference with a full-power station in Toledo.

The Conclave returns to **The Doubletree Hotel Minneapolis - Park Place** for the 37th annual Learning Conference, July 18-20. 2011! Sleeping rooms are just \$129 (single/double + tax)! Suites available! Reserve yours now. It doesn't cost a thing, as long as you cancel in advance if you change your mind. To secure a room today, call 1-800-245-9190 and ask for the Conclave rate! Or click [HERE](#) to register on-line. In an effort to save attendee's their hard-earned cash, the Conclave's nightly sleeping room rate will be the lowest price for sleeping rooms of any announced industry gathering scheduled for 2011-2012...especially in a luxurious, Class A hotel! Located just 3 miles west of downtown Minneapolis in St. Louis Park, the Doubletree has plenty of FREE parking for those driving to the event and for those flying into Minneapolis, the ultra-convenient

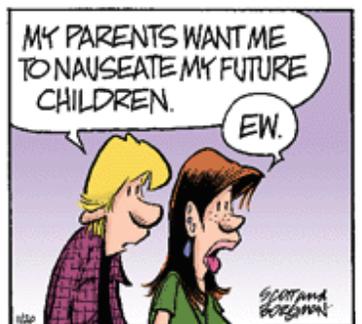
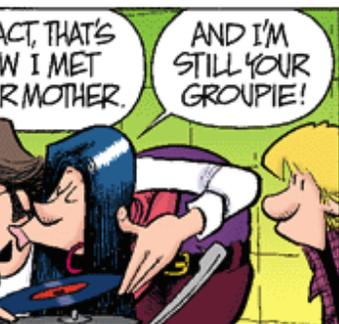
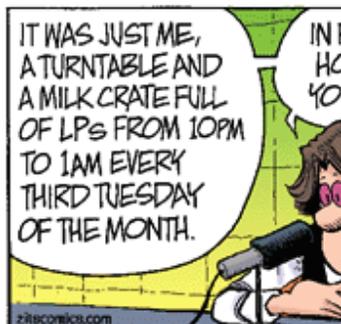
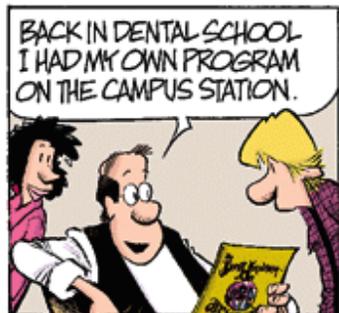
light rail can transport registrants downtown where they can be picked up and delivered to the Doubletree courtesy of the hotel's free shuttle service! But perhaps the best feature of the hotel (outside of its plush sleeping rooms and impeccable meeting space) is its proximity to The Shops At West End, an all-new retail and entertainment complex just across the street from the Doubletree. This shopping center offers world-class shopping, a theater complex, and great saloons and eateries including the newest Toby Keith's I Love This Bar & Grill! The hotel's address is 1500 Park Place Boulevard, Minneapolis, MN 55416 (phone 952-542-8600). To learn more about the Doubletree, click on <http://www.emarketing360.com/DoubleTree/MN/DPPM/>.

**Cumulus/Minneapolis Pres./GM Marc Kalman** announced his retirement Wednesday, ending a 40-plus year career in the market. Kalman was inducted into the **Minnesota Broadcasting Hall of Fame** in 2002. He formerly served as GM at KDWB and GSM at WCCO-AM. "It's time for me to go on to other things," Kalman told the **Minneapolis Star Tribune**. "Whatever it is, I hope it'll involve having a golf club in my hand." *COMMENT: They don't come any better than Marc. Over the years, he has certainly earned his HOF status. In addition, he's a total class act and in his leaving Cumulus, we would never speculate that the intention he has for the club he has in his hand would be used for anything other than hitting a golf ball. - 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!

**CBS/St. Louis names WCJK/Nashville PD Marty Linck** as PD at AC KEZK and Hot AC KYKY effective Monday, December 19<sup>th</sup>.

### ZITS



**THE CONCLAVE**, 4517 Minnetonka Blvd #104, Minneapolis, MN 55416

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**REISING RADIO PARTNERS**/Columbus, Indiana announces that **Chris Wooldridge** takes over afternoons on Q-Mix 107.3 WRZQ. Previously was PD/Mornings on WFHR/WRCW in Wisconsin Rapids, Wisconsin.

Longtime Detroit radio personality and **Detroit Pistons** PA announcer **John Mason** joins **Radio One** Talk WCHB-AM/Detroit for afternoons.

**Clear Channel**/Akron Dir./Programming and Ops **Keith Kennedy** is now the new Regional Programming Manager for Clear Channel's Northern Ohio Region.

Former **Cumulus** Classic Rock WLAV/Grand Rapids morning host **Kevin Matthews** joins his former WLUP/Chicago colleague **Steve Dahl's** podcast network. Matthews' weekly "Kevcast" will join the Dahlcast, Dahl's subscription podcast service, effective Friday (12.2).

**Minnesota Public Radio** AAA KCMP/Minneapolis adds **David Safar** as MD and **Lindsay Kimball** as APD.

**Sean Baligian**, who exited afternoons at **Clear Channel** Sports WMAX-FM/Grand Rapids, MI in October, is back and hosting afternoons again.

Longtime **Clear Channel** Hot AC KIOI/San Francisco morning staple (and former KDWB superstar) **Don Bleu** crosses the hallway to do mornings on sister Oldies KKSF. After 22 years at 101.3 FM, Bleu begins his new gig on January 3<sup>rd</sup>, 2012. *Rumor: will Don be returning to the summer Learning Conference in 2012? Hmmm...*

Congrats to **Journal** Top 40 KQCH/Omaha night guy **JJ Ryan** and mom Kristina on the birth of their new baby boy, Named Noah John!

Condolences to family and friends of Cincinnati radio personality and voiceover specialist **Tom Walker**, who passed Monday (11.28) at 60.

Condolences to family and friends of longtime Milwaukee radio and TV columnist **Tim Cuprisin**, who passed Wednesday (11.23) of complications from melanoma at 53.



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Condolences to family and friends of former WARM/Cincinnati morning man **Tom Walker** (Tishey) who passed Monday. Tom left his morning gig at WARM in 1997 to spend fulltime doing voiceover work.

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 who 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](mailto: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>.



**the**  
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Conference

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# TATTLER Jobs

KJHM & KDHT in Denver Colorado are searching for a motivated and results driven Digital Sales Manager, whose primary strengths include overseeing all aspects of advertising revenue and content for new media programs, including HOT1071Denver.com, JAMMIN1015.com, text and mobile. Responsibilities include revenue development for online platforms, management and direction of sales team, package/presentation development and budget obtainment. Individual will oversee and manage overall coordination and execution of all web and multi-media campaigns. Excellent time management and excel skills are required. Ideal candidate is a great coach and closer with a strong background in radio and Internet advertising sales. Please email resume to [HiringManager@MaxMediaDenver.com](mailto:HiringManager@MaxMediaDenver.com)

A major broadcasting company located in Wichita, KS is currently looking for a Broadcast Traffic Manager. This position is responsible for producing station's commercial logs and assigning and managing continuity. Traffic is the hub of sales activity where commercials and on-air information come together to create the daily script of our broadcasts. The successful candidate is a self-motivated, proactive, detail oriented professional who can excel in a challenging job. This position supervises, trains, coaches and evaluates employees. Applicants must have the ability to work under strict deadlines with a high level of accuracy, have excellent time management and organizational skills, ability to interact and influence others in a positive manner while working and learning in a fast paced team environment. Providing excellent customer service to your co-workers is essential. Must possess excellent communication skills to relay timely and critical data to Sales & Production departments. High school diploma required, some college preferred and intermediate level of Microsoft products such as Excel, Word etc. is needed. Broadcast Traffic experience is required. Wide Orbit or Marketron experience is a plus. Please email your resume, cover letter and salary requirements to: [TrafficManager23@gmail.com](mailto:TrafficManager23@gmail.com)

**Three Eagles Communications** (TEC) has a unique sales opportunity for a seasoned radio sales professional. To be considered you need at least five years of successful radio and Internet SALES experience. This position will require full time travel across all TEC stations in South Dakota, Nebraska, Iowa and Minnesota. You will have the freedom to call on any and all local clients in each markets service area. Your skills to present and close must be exceptional. Your follow-up and continued client support even stronger. TEC will offer an above average commission structure to cover the cost on the road. To best serve the client base, you will be required to live in one of the TEC markets and report direct to the company President. Do you have what it takes?? Make me a presentation as to why you should be considered! [gbuchanan@threeeagles.com](mailto:gbuchanan@threeeagles.com).

Chief Engineer and Chief Operator! Qualifications- Experience in: RF, Audio, Electronics, Windows Networking, General IT and Internet Technology. Responsible for -7- FM stations. We originate -5- separate audio programs from "The Radio Building" in downtown Columbus Indiana. There are 4 class A FM's, a B1 FM and two translators. CE will conduct all routine maintenance to RF equipment and network as well as emergency repairs. Specifies equipment and performs duties of Chief Operator. **Reising Radio Partners'** organization is about its "team of people". We are energetic mavericks with integrity that love what we do. We are on a mission to make the communities we serve, better places to live, work and raise a family. This is a great place to live. Columbus was selected as one of only three Indiana cities for Relocate-America's Top 100 Places to Live in 2009, Columbus was recognized as one of America's Top 100 best places to live and launch a business by Fortune Small Business magazine in its April 2008 issue. October 2011 AARP selected Columbus as "one of the top ten cities to retire in". Apply by resume to [jobs@qmix.com](mailto:jobs@qmix.com) Reising Radio Partners is an equal opportunity employer located at 825 Washington Street Columbus Indiana, 47201

This Chief Engineer/IT position is an excellent opportunity to join our growing Wisconsin engineering department, live in a great area and work within a modern, well-equipped, and active broadcast facility. At a minimum, this position will include the following: Candidate will participate in the maintenance of all broadcast systems with a focus on IT and automation for our radio stations in addition to assisting others in the engineering department as necessary This position is service oriented and interacts extensively with other departments and staff. This position requires a close working relationship with the Engineering, Management and Programming teams. Skills and qualifications for this position at a minimum will include the following: Familiarity with radio broadcast operations including maintenance of broadcast automation and studio equipment Willingness to learn troubleshooting and maintenance of RF equipment Computer/IT skills Working understanding of basic electronics and troubleshooting practices Strong written and oral communication and organizational skills, in addition to the ability to interact positively with staff. Strong computer/IT skills required. Must be able to work independently and as a team member Occasional night and weekend work is expected as well as 24/7 on-call rotation. Must be able to climb ladders, work in small spaces, and lift a minimum of 50lbs Must possess a valid state driver's license and have an excellent driving record A related AS or greater degree, military or equivalent experience is required. This is a full-time (32 -40 hours per week) position with full-time benefits. Email your cover letter and professional resume to [madisonjobs@clearchannel.com](mailto:madisonjobs@clearchannel.com), Subject Line: Chief Engineer/IT

This is it! Last call for apps! This posting will close tomorrow December 2nd at 4PM. We're a locally owned radio station that is staffed 24/7/365. Want to join us as our new 7-to-midnight superstar? After almost seven years, KZIA, Z102.9 Cedar Rapids needs a new evening jock. Our two station group is programming-focused with a veteran on-air staff, little turnover, and promotionally active. Radio is Show Business. It's supposed to be work that's fun. That's what we're going for. You should be: A pro with a great attitude, that loves radio, wants to be part of a team, and can make Eastern Iowa ooze from the speakers. Good chance you'll help do imaging, music scheduling, and other cool radio stuff, so if you have the skills, so much the better. Contact me via email or regular mail, and I'll get you all the details: **Greg Runyon**, Operations Manager, Z102.9, 1110 26th Ave. SW, Cedar Rapids, Iowa 52404, [Greg@KZIA.com](mailto:Greg@KZIA.com).

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WSHP The Rocket in Lafayette, IN is looking for an experienced afternoon drive jock with a desire to get out and be involved with the community! Send MP3 demo and resume to [Karen@U93.com](mailto:Karen@U93.com)

Account Exec Wanted! Successful candidates will develop and maintain new and existing station advertisers through prospecting and good client service. Responsibilities include new account development, writing proposals, coordination of commercial copy writing and production and ongoing billing collections. One year outside sales experience with a solid track record of sales success is preferred for this position. Candidate must be proficient in developing new business, negotiating technical business, developing client relationships quickly, maintaining client relationships on an ongoing basis; customer focused selling, and problem solving. A High School diploma or equivalent and a valid driver's license are required. Background in related media sales with a minimum of 2 years experience. Standard business hours Monday – Friday 8:00am – 5:00pm; evenings/weekends as needed. Minimal Base Salary + Commissions. Please send cover letter and professional resume to [madisonjobs@clearchannel.com](mailto:madisonjobs@clearchannel.com), Subject Line: Account Executive.

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](http://www.entercom.com) and click on "Careers". Please attach and MP3 of your work.

**Clear Channel Radio – Minneapolis - ONLINE TRAFFIC MANAGER!**  
Overview- This position will provide critical in-house digital traffic support for an extremely fast paced online sales department for Clear Channel Radio Minneapolis. Role Responsibilities: Strategically manage online ad inventory & campaigns through DART, Monitor overall pricing/package breakdowns utilizing VIERO revenue types tracking, Evaluate, introduce and/or redefine the design production process to ensure efficiency, accountability and relevance to current standards., Upload all digital ads into DART, Oversee ad serving and reporting for online advertisers, Ensure that revenue in DART matches digital Viero orders by AE, Maximize Impression inventory and ad position availability, Provide analysis of ad performance, Maintain Market Exchange data and digital forms updated for AE access, Manage execution and promotion for online listener loyalty programs for radio stations, Interactive project management, including coordinating details and execution of sales driven Internet programs for specific revenue based online programs & campaigns, Fulfillment of online sales contests and promotions, Support design and creation of multi-media presentations, Manage mobile/text programs, Design and update sponsor recaps, Develop consistent revenue tracking for goals, budgets, EOM revenue performance, tracking of business accounts on a weekly and monthly basis through Viero, Assist IM Sales Manager in managing and tracking projects, timelines and other department details Required Qualifications: Working knowledge and experience working with Microsoft Office Suite, including extensive PowerPoint and Excel skills, Internet ad serving, tracking and reporting experience preferred, Exceptional time management, communication, organizational, and interpersonal skills, Strong sense of responsibility, priority, and ability to meet demanding deadlines. Qualified and interested candidates: Please cut and paste your cover letter and resume into the body of your email and send to [minneapolisemployment@clearchannel.com](mailto:minneapolisemployment@clearchannel.com).

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! You are the best of the best. You are self-motivated, fearless, creative, a pro-active problem solver, tenacious, detail-oriented, money-motivated and approach this

job as if you are your own CEO. You are a self-starter, organized, detail-oriented and have the ability to work without much direct supervision. Entercom is seeking you. Entercom Kansas City has the latest tools and technology, the most knowledgeable management and is known as offering the best work environment for selling radio advertising in the industry. Nobody in the market can offer more to their clients than Entercom. 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](http://www.entercom.com) and click on "Careers".

**WCLT Radio, Inc.** is looking to expand our sales staff and add another top notch Account Executive! Do you have off the chart energy and enthusiasm? Do you always look at the glass as half full? Are you constantly thinking of new and creative ideas for your clients? Are you willing to put in the time and effort it takes to be number one (and get paid for it)? Do you have an excellent track record of outside sales success? If you answered "yes" to ALL of these questions, contact us today! This account executive position will work with businesses in East-Central Ohio to develop marketing programs that focus on results. Position includes excellent earning potential, full benefits package, paid training and the best sales support tools in our industry. WCLT Radio, Inc. is the combination of T-100 (WCLT-FM), 1430 WCLT-AM, and <http://www.wclt.com>. We are the dominant media company in East-Central Ohio including Licking, Muskingum, Knox, Fairfield, Morgan, Perry, and Coshocton counties reaching over 200,000 people each week. Send your resume today to WCLT Radio, attn: **Tom Bunyard**, P.O. Box 5150, Newark, OH 43058 or e-mail to [tbunyard@wclt.com](mailto:tbunyard@wclt.com).

Looking for air talents all shifts in Denver, Colorado, please submit an mp3 of your talent and resume.  
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Are you a top 20% performer? Do you have the drive it takes to be successful? Are you goal orientated? Legendary Midwest Top 40 95.5 WIFC is looking for a dynamic, team-orientated self-starter. WIFC, based in Central Wisconsin, is part of **Midwest Communications Radio Group**, a long established, family owned company; ranked one of the best companies in the industry to work for per Radio Ink. We are looking for an experienced Advertising Sales Rep who has a proven track record of achieving goals, creating ideas, and solving their customer's most pressing needs. The ability to grow relationships and high levels of customer service are a must. You will receive continual training and development and are surrounded by a team to help you succeed and be the best in the industry. Two years sales experience is preferred but we are willing to train the right person. We offer a competitive compensation package as well as a full benefits package. Valid driver's license and vehicle required. Apply by sending cover letter and resume to [dawn.prudhomme@mwcrradio.com](mailto:dawn.prudhomme@mwcrradio.com); fax to Dawn Prudhomme, General Sales Manager at 715-848-3158 or snail mail to Dawn Prudhomme, General Sales Manager, WIFC Radio, 557 Scott Street, Wausau, WI 54403.

All listings in The TATTLER represent equal opportunities and are provided free of charge. To place an ad, send particulars to: [tomk@theconclave.com](mailto:tomk@theconclave.com) no later than Wednesday evening for Thursday publication. No calls unless otherwise specified.

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