

the Conclave Presents

# THE TATTLER

Since 1975

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Cartoons Suggested by Lenny Bronstein & Jay Philpott

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News-Talk WLS-AM/Chicago, now owned by **Cumulus**, has been hit with a substantial **FCC** fine for running material for which it received consideration without revealing that was the case. Cumulus hoped it would get out of the fine – however, the sponsor was not identified AS the sponsor, and that's a problem. At issue was material that WLS was paid to run by **Workers Independent News**. A specific spot that ran 3/19/09 drew the initial FCC complaint, and the station admitted it ran a great deal of material for WIN between 3/19/09 and 5/30/09. In fact, it ran "45 ninety-second spots, 27 fifteen-second promotional announcements, 2 two-hour programs and 1 one-hour program." The licensee and the FCC agree that the material was properly identified as bought-and-paid-for in all except 11 of the 90-seconds spots. The buyer was identified at the top – a sample script began, "Workers Independent News, I'm Doug Cunningham." But, the script never got around to making it obvious that it was running in exchange for valuable consideration. Cumulus said the WIN identification was enough to satisfy the ID requirement and also said it was run with other advertisements rather than embedded in the station's regular programming. The FCC did not agree, saying there was no reason for any listener to suspect they were hearing an ad. Rather, given the buyer's name, it "implies or creates the impression of an objective news program rather than an attempt at persuasion." The base fine for this violation is \$4k. The FCC multiplied that by 11 occurrences and sent WLS a bill for \$44k. *COMMENT: Perhaps it would have behooved WLS folks to have been able to look into the future back in 2009 and take in the next Conclave webinar described in the story below. Don't get caught in expensive legal oversight. Sign up for this free and very valuable webinar today! - TK*

**RULES OF RADIO WEBINAR RETURNS!** Last year, the Conclave presented **THE RULES OF RADIO, PART 1** covering a broad array of legal issues that radio stations must adhere to in order to protect the license. On Wednesday, February 29<sup>th</sup> at 2P CT, our second brush with the law will drill down into the important issues present in any national election year. The presenter of **THE RULES OF RADIO, PART 2** will be **Gregg Skall of Womble, Carlyle, Sandridge and Rice**, based in Washington, DC. His webinar will cover the FCC rules that relate to the appearances of political candidates on broadcasting media and its use by them to advance their candidacy. Topics include: who is a legally recognized candidate by the FCC and when must a broadcast station or cable system provide access to the candidate. What are the options available to candidates once their opposing candidate appears on the station, what qualifies as an appearance against which they may have rights and how must they exercise them? In addition, there will also be discussion related to the maintenance of the station's public file and of course, a Q&A with Gregg at the end of the webinar. This webinar is free, but preregistration is necessary by clicking on <https://www1.gotomeeting.com/register/402152145>.

**Greater Media** Active Rock WRIF/Detroit teams up with **Kid Rock's** "Made in Detroit" brand to create a co-branded T-shirt. But, that's controversial. According to **The Oakland Press**, WRIF "issued a statement backing Kid Rock and Made in Detroit, which recently has come under criticism because Made in Detroit shirts are not 100% made in the Motor City." "We stand by Made in Detroit and Kid Rock; and we recognize what both have done for the City of Detroit. Kid Rock has always been loyal to Detroit and we will support him and his local companies," said WRIF PD **Mark Pennington**.

**PLAN NOW – BUDGET NOW FOR THIS SUMMER! TUITION, JUST \$299!** The 2012 Conclave Learning Conference will get underway beginning on Wednesday morning July 18<sup>th</sup> at the **Doubletree Park Place Hotel** in Minneapolis, wrapping up Friday afternoon, July 20. A complete agenda will be posted shortly, but you can gain entrance for just \$299 – the lowest tuition you'll find for any conference anywhere in the industry - if you act now. Click on <http://www.theconclave.com/register/Conclave2012Reg1012012.pdf> to download a 2012 Learning Conference Registration form!

the Conclave Webinars

## THE RULES OF RADIO, PART II

Join us for **THE RULES OF RADIO, PART 2** presented by **Gregg Skall of Womble, Carlyle, Sandridge and Rice**. His webinar will cover the FCC rules that relate to the appearances of political candidates on broadcasting media and its use by them to advance their candidacy. Topics to be tackled include: who is a legally recognized candidate by the FCC and when must a broadcast station or cable system provide access to the candidate. What are the options available to candidates once their opposing candidate appears on the station, what qualifies as an appearance against which they may have rights and how must they exercise them? In addition, there will also be discussion related to the maintenance of the station's public file and of course, a Q&A with Gregg at the end of the webinar. This webinar is free, but preregistration is necessary by clicking on <https://www1.gotomeeting.com/register/402152145>. All Conclave webinars are moderated by Conclave Board Member **Jay Philpott**.

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

Conclave Webinar!

Wednesday  
February  
29

at

2P CT!  
It's free!

Sign up now!!

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

Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at [tomk@theconclave.com](mailto:tomk@theconclave.com) Web: [www.theconclave.com](http://www.theconclave.com)

The **FCC** is investigating **Tim Martz' Radio Power, Inc.** and its move, through several minor change applications of FM translator W250BN/West Allis, WI into the Milwaukee market. The Commission, saying that it's looking into "potential statutory and rule violations and related instances of potential misrepresentation and/or lack of candor on the part of Radio Power, Inc.," has directed the licensee to respond to a series of inquiries by 30 days from today. The inquiries include whether, in each move, the applicant had a reasonable assurance of the availability of the proposed sit, and providing documentation thereof; dates and times for operation of each facility; all documents relating to the operation of the facilities; statement of the primary station broadcast over the facilities; precise lengths of time that the translator was silent; statement of the "community which Licensee ultimately intends to serve and the primary station it intends to rebroadcast with the Station"; and all documents relating to the move. Radio Power filed five consecutive applications to move the translator from Beloit, WI to the Milwaukee antenna farm within less than two years, prompting the **Milwaukee Free Radio Group** to complain to the FCC.

What happens when the **FCC** calls but no one is home? On March 30, 2010, the agents from the Detroit office arrived at the main studio of Black Gospel/Spanish WJTB/Elyria, OH and "found the door to the main studio locked and, through the front window, observed that the studio appeared to be empty." The agents knocked and knocked, but no one answered. Attempts to reach the owner of **Taylor Broadcasting** were unsuccessful. The licensee later said that "station personnel do not have specific days and times they work, but rather are scheduled as needed." Taylor said the FCC folks didn't get in because they didn't push the door buzzer. So, the agents paid another visit on August 19<sup>th</sup> – and couldn't find a door buzzer anywhere. Since it wasn't able to inspect the "main studio" during regular business hours, the FCC issued a \$10k fine for "failing to maintain a management and staff presence at the main studio." *COMMENT: What a waste of a perfectly good radio signal. What part of 'not serving in the public interest' does Taylor not understand, and why the heck hasn't the FCC yanked this license? - TK*

**MediaGuide** sent letters to subscribers this week announcing that it will cease its radio data monitoring services March 1<sup>st</sup>. The company has also reached an agreement with **Media Monitors** to continue offering radio data to its clients. While MediaGuide "will focus on leveraging its proprietary content-recognition technologies in other venues," CEO **Steven Lubin** wrote, "Media Monitors will continue to provide you with the high-quality data services you have come to expect." "We look forward to welcoming all the MediaGuide customers and will do everything we can to make the transition as smooth as possible," Media Monitors President **Philippe Generali** said.

Ouch. **CBS Money Watch** asked, "Will these 10 jobs disappear in 2012?" – and Broadcast Announcer is #6. "It may come as no surprise that the job of newspaper reporter is going the way of the buggy whip maker – but the forces of modernity have placed some unexpected occupations on the endangered species list as well. Using the statistics from **The Bureau of Labor Statistics' Occupational Outlook Handbook 2010-2011**, we identified 10 of the most surprising job categories whose number are projected

to shrink in the coming years, plus a few that will grow so slowly that you might as well be sending your resume to Greece for a civil service job." 1. Judge. 2 Fashion Designer. 3. Insurance underwriter. 4. Travel agent. 5. Newspaper reporter. **6. Broadcast Announcer.** 7. Plant Manager. 8. Chemist. 9. Economist. 10. CEO. Regarding the loss of broadcast jobs, CBS writes, "The play-by-play for this occupation isn't pretty. Consolidation has eliminated several jobs already, and technology is hijacking off-air tasks, such as editing, once performed by announcers (and future announcers paying their dues). Add the increased use of syndication and the growth of satellite radio and the picture is even bleaker. By 2018, broadcasting is expected to lose 2,400 radio and TV announcer jobs." *COMMENT: Did anyone else take just a little delight at the fact that while on-air talent were ranked in this inglorious top ten, so were CEO's? - TK*

Researcher **Mark Kassoff** blogged about the details of a recent study to determine how happy listeners are with their favorite radio station. Kassoff writes, "It's an era of hyper-competition. It's no longer just other FM and AM stations we're contending with – it's **SiriusXM, Pandora, YouTube**, etc. So, how well are stations (and radio in general) satisfying listeners?" Kassoff found, "Nearly half say they're '100% satisfied' with the station they listen to most. Another third give it a 'four' on our five-point satisfaction scale – meaning they're mostly satisfied." Which formats led the way with loyal listeners? "61% of Public station P1s and 77% of Christian station P1s are 100% satisfied with that station, for average scores of 4.6 and 4.7 respectively!" AC and Top 40 didn't fare as well, with 30% of AC P1s and 35% of Top 40 P1s were 100% satisfied. *COMMENT: Looking at this another way, more than half those polled were less than 100% satisfied with their favorite station. Maybe its just us, but that doesn't seem to be anything to be proud of. - TK*



**Arbitron** has mailed the **Spring 2012 Station Information Profiles** to radio stations that appear within the markets that Arbitron will measure in the Spring 2012 Diary survey and April, May and June PPM surveys. All stations are asked to complete the forms and return them by Monday, February 27<sup>th</sup>. The packet contains a Station Information Form, which includes pre-printed information that a station submitted for the previous survey. Stations must confirm or correct the information on the pre-printed forms for the simulcasting information to be carried forward. Arbitron is mailing the packet to stations approximately seven weeks prior to the beginning of the Spring Survey, beginning March 29<sup>th</sup> and ending June 20<sup>th</sup>. Stations have approximately 18 days to return the completed forms to Arbitron.

A nice announcement from **Conclave** friend **Tom Taylor** concerning a former Conclave Rockwell recipient: "What a pleasure this is to announce - Globe-traveling consultant, seminar leader, author and coach **Valerie Geller** finds time to take over the writing of "News Talk Edge." Valerie has penned four books, including "Beyond Powerful Radio: A Communicator's Guide to the Internet Age", from Focal Press. **Diana Fleming**, Publisher/CEO of **Radio-Info.com**, says "We are very lucky to have Valerie, a longtime radio professional and consultant who works with talk and spoken word radio, personalities and programmers, working with us." Geller's background includes programming WABC-AM/ New York, and working in markets such as San Francisco, Denver, Tampa, Phoenix and Los Angeles."

**CBS** Talk KMOX-AM/St. Louis and **Lindenwood University** partner to hold a Spring Training Correspondent Contest, with the winner getting an all-expenses-paid trip to Jupiter, FL to report from the **Cardinals'** Spring Training camp. KMOX has picked the 10 finalists from almost 200 contestants. The winner will be picked by listener voting and will join Sports Dir. **Tom Ackerman** at the Cards' camp. The winner will be announced February 22<sup>nd</sup>.

Congrats to **NRG Media** Country KFGE/Lincoln, NE for raising over \$78k in their annual Radiothon for **St. Jude Children's Research**.

In partnership with **The Intercollegiate Broadcasting System** and **dmr/Direct Marketing Results**, The Conclave has launched an important college radio/webcaster scholarship competition. **The Doug Lee Memorial Scholarships** – given annually to college students in the name of the founder of the Conclave – will be once again assisted by IBS, who not only will help the Conclave publicize the availability of the scholarships but who will also provide the pool of candidates for the competition. To qualify for the Conclave scholarships, a student must be working/volunteering at an IBS member radio station or webcaster. The two scholarships – worth \$1000 each - will be awarded on the basis of an essay submitted by the candidate, with a deadline of March 30. This year's scholarships once again are being made possible by a generous grant from dmr/Direct Marketing Results (<http://www.dmrinteractive.com/>) the leading provider of strategic marketing consulting and services to the broadcast industry. To learn more about these scholarships and to download an application, visit <http://www.radioscholarships.com>.

**Clear Channel Media and Entertainment**/Eastern Iowa taps **Jeff Ashcroft** as VP/Market Manager, effective immediately. Ashcroft oversees the daily ops of the Davenport, Cedar Rapids and Iowa City markets.

**Journal** selects **Michael J. Gay** as VP/Interactive Media. In this role, Gay will lead the design and implementation of digital initiatives across all of Journal's TV and Radio broadcast properties.

**CBS** Hot AC WQAL/Cleveland names **Katherine Boyd** as co-host to **Allan Fee** on the Q104 Morning Show.

Veteran radio newsman **Drew Dawson** joins custom local remote newscast producer **Virtual News Center**.

**CBS** Country KMNB/Minneapolis adds **Tricia Jenkins** for on-air/MD.

Just over a month after being moved from their longtime home at **Cumulus** Classic Rock KKGQ/Des Moines to sister Talk KWQW, **Lou Sipolt** and **Heather Burnside** have exited their new station.

**Envision Radio Networks** names **Melissa Krahnke** as co-host of **The Tour Bus**. She joins 11-year host **Ralph Sutton**. Krahnke also co-hosts and produces the morning show on WKRZ/Wilkes Barre-Scranton, PA.

**Clear Channel** Talk WOOD-AM/Grand Rapids ups anchor/reporter **Paul Cicchini** to News Director.

**Leighton** Country KYCK/Grand Forks, ND PD/Afternoons **Eric Heyer** exits.

Availz. Former KOSI/Denver PD and former Conclave BOD member, **Gary Nolan**. Reach out to Gary at 720.258.5208 or [garyn72000@yahoo.com](mailto:garyn72000@yahoo.com).

Condolences to family and friends of **Paul Cameron** and his wife on the death of their son, Zach. Zach passed Friday, February 10<sup>th</sup>. Cameron is GM at **Evangel Ministries** Contemporary Christian WEMI/Appleton-Oshkosh, WI and WEMY/Green Bay and WGNV/Milladore, WI.

*COMMENT: It is unfair yet truly amazing and wonderful, how troubled artists create music that allows the troubles of others to dissipate. Rest in peace, Whitney. - TK*

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>.



Are you a hunter? Do you like working with like-minded sales professionals and managers whose sole focus is finding and closing new customers? If so, read on. **Cumulus Grand Rapids** is on the lookout for exceptional candidates to help drive the future of local media sales. We provide our teams with a great product to sell, superior training tools, and a sales management system that supports business development and rewards performance. Unlike other media sales organizations, we don't wait for the phone to ring. We target thousands of local companies with a highly tuned business-category focus and we introduce these companies to the power of radio. Responsibilities include: prospecting/cold calling, setting appointments with prospects, creative client presentations, and achieving a sales quota. Because Cumulus has a systems approach to sales, you must have a deep appreciation for process, performance measurement, employee development, and a results-oriented sales approach. **JOB REQUIREMENTS** • New business to business experience preferred with recognition as top-performer • Minimum of 1 year outside sales experience required; 2 or more years preferred with ability to penetrate new business categories • Strong understanding of lead generation, CRM/SFA and account management • Cultivation of long standing client relationships • Media sales background preferred, not required • Knowledgeable in Microsoft Office applications (including Outlook, Word, Excel, PowerPoint, Internet/Intranet) • Bachelors degree preferred Our Sales Representative positions enjoy: • Competitive Pay • Medical, Dental & Vision Insurance Package • Paid Vacation & Holidays • Career Advancement Opportunities Cumulus is an Equal Opportunity Employer that offers a competitive compensation structure. Submit CV/resume in confidence to [heather.zinn@cumulus.com](mailto:heather.zinn@cumulus.com) or mail to: 60 Monroe Center NW, 3rd Floor, Grand Rapids, MI 49503 ATTN: HR

If you can manage a top morning show, work with a local staff (yes, local, not a misprint), manage music and social media, and have PD experience this could be a great fit. Send materials to **Steve Goldstein** at [PDSEARCH@sagacom.com](mailto:PDSEARCH@sagacom.com)

News Voice Wanted. Job Duties: Ability to write, produce and anchor live and pre-recorded newscasts for six station group Report on breaking news stories as they develop Cover local meetings including city and county commissions and school board Cover court cases that are of interest to the listening audience Host daily talk show, which includes booking and interviewing guests live on air Maintain and update news content on station website, and utilize social media outlets such as Facebook to

inform listeners of upcoming guests and breaking news The position is full-time... if you are interested Email your resume and mp3 demo to [berlandson@watertown.threeeagles.com](mailto:berlandson@watertown.threeeagles.com)

WHTS (105.3 Hot FM) Grand Rapids, Michigan, is looking for a Morning Show co-host. You must be in tune with pop culture, a team player, and ready to win. Experience with website, social networking, and morning show experience is a plus. Please send your stuff to [Kevin.canup@cumulus.com](mailto:Kevin.canup@cumulus.com).

Sales Representative - Decorah Broadcasting is seeking an experienced radio sales representative for KDEC FM 100.5 and AM 1240 KDEC. At KDEC, we believe that just because you broadcast from a small town doesn't mean you have to sound small town. We love what we do, and we're looking for the right person to join our team. The ideal candidate should have at least two years experience in radio sales, have the ability to professionally work with already established accounts, be self-motivated, organized, creative and truly enjoy working with people and helping them solve their advertising challenges. Email resumes to [jennifer@kdecradio.com](mailto:jennifer@kdecradio.com) or send them to KDEC, Box 27, Decorah, Iowa 52101.

Majic 107.7, V-100, KTOP-FM & 99.3 The Eagle are looking for part time on air talent to join us in Topeka, KS. We are looking for music and pop culture junkies with at least 1 year of on air experience. Can you be fun and relevant on various music stations? Are you a creative and dependable team player? If so, we want to hear from you. Please submit resume and recent audio. **POSITION REQUIREMENTS:** • Minimum one-year experience on-air operating audio consoles and associated studio equipment. Experience with Scott Studios is a plus. • Experience with set up and operation of remote broadcast equipment. • Must maintain transmitter and program logs. • Flexible hours on weekends and for fill-in is a must. • Maintain a positive attitude with staff, management, and clients. • Consistently works hours assigned including weekends, holidays and/or evenings. Qualified candidates are invited to submit their application via e-mail at [topeka.jobs@cumulus.com](mailto:topeka.jobs@cumulus.com) or by mail at **Cumulus Media, Inc.** Attn: On-Air position, 825 S Kansas Avenue Suite 100, Topeka, KS 66612.

We know of a great growth gig for a sports-oriented pro who has PD aspirations. Small market. Big Opportunity. We'll forward resumes (no audio, please). Send them to The TATTLER at the address below.

A black banner with white and blue text. At the top, 'the Conclave' is written in a large, blue, serif font. Below it, '2012' is written in a large, white, sans-serif font. To the right of '2012', 'Learning Conference' is written in a smaller, white, sans-serif font. Below this, the dates 'July 18-20, 2012' are written in a white, sans-serif font. Underneath, the location 'Doubletree Park Place Hotel/Minneapolis' is written in a white, sans-serif font. Below that, 'Tuition, just \$299 • Group Rates Available' is written in a white, sans-serif font. At the bottom, 'Details at <http://www.theconclave.com>' is written in a white, sans-serif font.

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

**Phone/Fax: 952.927.4487/927.6427 Publisher: Tom Kay at [tomk@theconclave.com](mailto:tomk@theconclave.com) Web: [www.theconclave.com](http://www.theconclave.com)**

Wanted Morning Ministries/Midday Music Host. KCRO AM/KGBI FM -Omaha, NE Host on-air show and connect with the audience to help increase listenership. Duties: • Host on-air shift • Coordinate with promotions and sales regarding station promotions and events • Voice commercials • Coordinate and run remote broadcasts • Represent the station in a professional and ethical manner Qualifications: • Previous on-air experience • Creative self-motivated professional with a great sense of humor • Great communication skills • Must provide a resume and demo tape Contact Information: **Ken Brooks, Salem Communications/Omaha, NE, 11717 Burt St. Ste 202, Omaha, NE 68154, [ken@kqbifm.com](mailto:ken@kqbifm.com).**

**Mendota Broadcasting** is looking for a general sales manager for our six stations in LaSalle-Peru, IL. Top three rated stations in the market, no TV or out-of-market radio competitors. GM has served as part-time SM for recent years, but with more to sell and additional sellers, full-time SM is needed. Compensation includes salary, health insurance, paid vacation, sick days, and personal days, matching retirement plan, and incentives. Rated market of 130,000 is on the Illinois River and intersections of I-80 and -39. Great place to live and just 1 1/2 hour from downtown Chicago and less to suburbs, Peoria, Rockford and Bloomington. Experience with ratings software, direct and agency sales and management. Email letter and resume to [lee@studstillmedia.com](mailto:lee@studstillmedia.com)

**Entercom Madison** is looking for a dynamic Local Sales Manager with a successful track record of growing revenue. We're looking for a person who has the ability to lead, be able to foster an environment of excellence and develop solution based campaigns for potential advertisers using all of our terrestrial and digital platforms. The Sales Manager will take an active and leading role in transactional business negotiation and development and are expected to lead and implement innovative initiatives to attain and exceed overall revenue and market share goals through a strategic plan. Previous radio sales experience. Note to candidates applying: When faxing, mailing or emailing your

resume, please state where you heard about this job opening. How to apply: No Phone Calls Please. By Mail: Attention Madison Recruiter / Local Sales Manager, Entercom Radio, 7601 Ganser Way Entercom, Madison, WI 53719. By Fax: Attention Madison Recruiter / Local Sales Manager. Fax 608-826-1244. By Email: Subject Line should read: Local Sales Manager, please do not send attachments. They will not be opened

One of the premiere Active Rock stations in the country needs a new morning show! 99.7 The Blitz in Columbus, Ohio seeks a duo or strong solo to take charge between 6 and 10 AM. Are you hard-working, funny, creative and as comfortable in a sales meeting as you are at a concert? Active on social media? Willing to blog about your life? Do you want to win? Badly? Can you complete this cheer? "O-H..." Then, maybe we should talk. Previous morning show experience preferred. Competitive salary and benefits to qualified candidate(s). Electronic submissions only to [hfish@nabco-inc.com](mailto:hfish@nabco-inc.com)

**CBS Radio** Minneapolis's WCCO-AM, is searching for an experienced on-air news/talk talent weekdays 9a-12p. Candidate must have ability to evoke emotion, connect with listeners on-air and digitally, tell thought-provoking stories and conduct entertaining interviews. Candidate must exude personality, be opinionated, as well as entertaining. Must be able to accept direction and be flexible with changes. Ability to be and articulate on current affairs, pop culture and life itself. The successful candidate will have large market experience. Proven track record is a must. Full-time union position with benefits. Interested applicants please apply to <http://www.cbsradio.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](mailto:tomk@theconclave.com) no later than Wednesday evening for Thursday publication. No calls unless otherwise specified.

**ZITS**

**BY JERRY SCOTT AND JIM BORGMAN**



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