

the Conclave Presents

THE TATTLER

Since 1975

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Cartoons Suggested by Lenny Bronstein & Jay Philpott

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We are saddened to report the passing of legendary programmer **Steve Rivers**, who died of cardiac arrest in Tampa with family by his side. Rivers, whose real name was Carl Belcher, had been in poor health for sometime after suffering a series of strokes since 2008. He had been in assisted living in Tampa, near his daughter. Rivers' legendary career included programming WXKS/Boston, KIIS-FM/Los Angeles and KMEL/San Francisco. Most recently, he programmed KBKS/Seattle when it was owned by CBS, but stepped down in 2008 due to poor health. His extensive resume includes corporate-level positions as Sr. VP/Programming for CBS, Sr. VP/Founding Partner of Radio Central and Chief Programming Officer of AM/FM, Chancellor Media, Evergreen Media and Pyramid Broadcasting. Last summer, he was the recipient of the Conclave's highest honor, The Rockwell Award. Memorial services are pending. *COMMENT: It is a sad day for radio as we lose a legend. Always larger than life, Steve was a giant in the industry who impacted hundreds of broadcasters – and millions of listeners - in his time. The Conclave was proud and privileged to present Steve with a long-deserved honor, even though his deteriorating health would not allow him to join us last July. We were thrilled, however, that our streamed ceremony DID find its way to his living room in Florida. - TK*

Michigan Senator Carl Levin has told **CNN** he believes **Premiere Networks** talker **Rush Limbaugh's** show should be dropped by the **Armed Forces Radio Network**. Limbaugh is focal point of a national outcry because of comments made last week about **Georgetown** law student **Sandra Fluke**, repeatedly referring to her as a "slut" and "prostitute" because of her testimony in front of a Senate Committee referencing birth control in an inquiry about insurance costs. Levin, chairman of the Senate Armed Forces Committee, made his remarks in a CNN interview yesterday (3/7). The Pentagon has previously stated that it will not drop Limbaugh from the AFN lineup, saying that it airs a "wide range" of opinion.

And Levin tempered his suggestion to AFRN by adding that he doesn't believe Congress should require AFN to drop the show through legislation. Meanwhile, Rep. **Shelley Berkley** (D-NV) has been promoting a petition to get Limbaugh taken off the airwaves. Associated Press reports that she is using the issue in her bid for the Senate seat currently held by Sen. **Dean Heller** (R-NV). Berkley went so far as to ask that her opponent sign the petition "instead of using his appointed Senate seat to be Rush Limbaugh's water boy," according to her campaign spokesman. Heller's spokesperson Chandler Smith responded to AP, stating, "While Nevadans are looking for jobs and a stronger economy, the seven-term congresswoman is running a juvenile name calling campaign. 'Water boy?' Sad." *COMMENT: Oh, where to start. First, Rush was rightfully called on the carpet for his name-calling of a private citizen. Public figures are fair game, even for tasteless referencing. But the line gets drawn for civilians, especially those asked to testify in front of Congress. Second, advertisers had the right to pull sponsorships; it was almost a gimme if one's products have females as a part of their target audience. Third, the event reminded us that free speech, exercised freely, can have unintended consequences. And last, what a boon for radio! For days, the Rush episode relegated the economy, Iran, gas prices and even the Republican primaries to below-the-fold status. WE can't begin to imagine how large the tune-in to the Limbaugh program was on Monday, 2 days after after his formal apology. And most other network or local talk shows, and tons of morning shows across the country, enjoyed becoming the fulcrum for a story everyone in the nation had an opinion on. All in all, it may not have been Rush Limbaugh's finest hour but it sure was a good one for radio! - TK*

Radio One Urban WENZ/Cleveland stopped the music Monday (3.5.12) from 6p-8p for another town hall meeting to address issues of violence in the greater Cleveland community, including Chardon High School. That school was the scene of a recent school shooting where three young boys were killed and several others injured. **OM Colby Colb** was joined on-air with night-timer **Latin Assassin**, who moderated the discussion. The panel included psychologist **Dr. Robin Smith** (from the Oprah Show) along with Cleveland Mayor **Frank Jackson**, recording artist **Common** and local Cleveland rapper **MGK**. "Cleveland is in mourning and many of our young people are struggling with how to deal with anger and rage," said Colb. "This town hall meeting and on-air campaign are steps in the right direction. It is moments like this that show how impactful radio still is and how our community depends on us to be an outlet in moments of crisis." WENZ and sister Urban AC WZAK will launch an on-air, anti-violence campaign called "Think Before You Act," which will consist of a series of on-air announcements highlighting non-violent reaction to conflict and disagreement.

The Conclave Learning Conference

Wednesday, July 18



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Friday, July 20

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The Broadcasters Foundation honors six with "Ward L. Quaal Leadership Awards." Quaal was the legendary leader of Chicago-based **Tribune Broadcasting**. The Broadcasters Foundation gathers each April around the **NAB** show in Vegas to recognize current executives for their contributions to the industry. This year's class includes former **Metromedia Radio** President **Carl Brazell**, **Cobb Corporation** **Brian Cobb**, former **Nielson Media Research** Chairman **John Dimling**, Former **Interp** President **Ralph Guild**, Retired **Belo Corporation** Vice Chairman **Jack Sander** and **Citadel Radio** founder and current **Alpha Broadcasting** principal **Larry Wilson**. The mission of the Broadcasters Foundations is to help broadcasters in need. Former Foundation Chairman **Jim Delmonico**, who passed away earlier this year, will be honored with the Chairman's award.

The limits on local radio ownership, currently enforced by the **FCC**, are no longer justifiable, said the **National Association of Broadcasters** as they argued during the quadrennial review. It's not asking for a higher cap, though – just the elimination of the AM-FM subcaps. The NAB's issues include: **A competition in the Audio Marketplace has rendered the Local Radio Ownership Obsolete**. NAB argues that many of radio's strong new competitors didn't even exist when the rules governing local ownership were written. Internet, Satellite and Mobile "permeate the marketplace." The NAB wonders why the FCC is failing to take into account the proliferation of new technologies that are changing the marketplace. Secondly, **The Local Radio Ownership Restrictions are likely inhibiting Localism**. Most decisions concerning the programming of any given radio station are made at the local level, argues the NAB, and because of that, "current local radio ownership restriction are unnecessary because, even in their absence, local radio stations will do what they have always done – respond to local listeners." In fact, consolidation of ownership allows economic efficiencies that actually increase the ability of broadcasters to provide news and information programming. On the flip side, the less income, the less ability a broadcaster has to focus on local programming. Third, **Relaxation of the Local Radio Ownership Restrictions would enhance Diversity**. The NAB points out that since consolidation, Hispanic and African-American populations have had many radio stations to choose from in many markets. 48% of Hispanics residing in Arbitron-rated markets have 10 or more station to choose from, and 38% of African-Americans have five or more, compared to 26% in 2000. The continuing adoption of HD Radio has opened the door for all kinds of niche programming. Finally, the **AM/FM subcaps**. The NAB wants that eliminated. Many AM stations remain among the top-rated in their markets, and the advent of HD technology offers promise for others to improve their signals and strengthen their audiences. NAB says the elimination would strengthen radio in general and spin-offs would provide new opportunities for new

owners to enter the radio business. *COMMENT: We understand our good friends at the NAB represent, among other things, radio ownership. And they represent it well. We only wish that once in awhile there was an admission that the difference between radio and the new technologies referenced above is that each station has been presented with a valuable piece of publicly-owned property that sets them apart from those other technologies – the airwaves. That uniqueness should – and does – provide broadcasting with a huge advantage over so many new technologies. Now, if broadcasters could only learn to use it better. Regarding the NAB's insistence that decisions regarding radio programming "are made at the local level", we would only suggest: they really ought to get out more. - TK*

The **NAB** named 50 finalists for the 25th annual **Crystal Radio I Awards**. Since 1987, the NAB Crystal Radio Awards have recognized radio stations for their outstanding, year-round commitment to community service. Winners will be announced and the finalists honored at the NAB Radio Luncheon April 17th during the 2012 NAB Show in Vegas. This year's finalists are: KBOW-AM Butte, MT, WBKR-FM Owensboro, KY, KCLR-FM Columbia, MO, WBT-AM Charlotte, NC, KCVF-FM Cedar Falls, IA, WCDK-FM Weirton, WV, KEEZ-FM Mankato, MN, WDEL-AM Wilmington, DE, KIRO-FM Seattle, WA, WDHR-FM Pikesville, KY, KLBK-AM Austin, TX, WDSN-FM DuBois, PA, KLRC-FM Siloam Springs, AR, WGHT-AM Pompton Lakes, NJ, KMOK-FM Lewiston, ID, WIBC-FM Indianapolis, IN, KNDE-FM College Station, TX, WIL-FM St. Louis, MO, KNOM-AM Nome, AK, WKRQ-FM Cincinnati, OH, KOZT-FM Fort Bragg, CA, WNSN-FM South Bend, IN, KPKX-FM Phoenix, AZ, WPVQ-FM Greenfield, MA, KRSN-AM Los Alamos, NM, WQQL-FM Springfield, IL, KRSP-FM Salt Lake City, UT, WREW-FM Cincinnati, OH, KSL-AM Salt Lake City, UT, WSB-AM Atlanta, GA, KSTP-AM St. Paul/Minneapolis, MN, WSNY- FM Columbus, OH, KSTP-FM St. Paul/Minneapolis, MN, WSOY-AM Decatur, IL, KTMV-FM St. Paul/Minneapolis, MN, WTAW-AM College Station, TX, KTTS-FM Springfield, MO, WTMJ-AM Milwaukee, WI, KUGR-AM Green River, WY, WTOP-FM Washington, DC, KVOE-AM Emporia, KS, WTUZ-FM New Philadelphia, OH, KYW-FM Philadelphia, PA, WUBE-FM Cincinnati, OH, KZRG-AM Joplin, MO, WVLG-AM The Villages, FL, WAFL-FM Milford, DE, WYCT-FM Pensacola, FL, WARH-FM St. Louis, MO and WZRV-FM Front Royal, VA.

WEBINAR RECORDING AVAILABLE NOW: RULES OF RADIO, II. 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. Last week, our second brush with the law drilled down into the important issues present in any national election year. The presenter of THE RULES OF RADIO, PART 2 was **Gregg Skall of Womble, Carlyle, Sandridge and Rice**, based in Washington, DC. To order a copy of this webinar, click on <http://www.theconclave.com/upload/conclave2012webinarorder.pdf>. (Next Gregg Skall webinar – April 4th. Details coming)

A new study by **The NPD Group** found that the total number of people buying CDs increased for the 2nd consecutive year. In 2011, that number grew to 78 million. Total music-track sales rose 4% last year, the first gain in many years. Digital buyers increased 14% in 2011, to 45 million customers. Digital buyers also spent time at **iTunes Music Store, Amazon**, MP3 and other digital music stores in 2011. The average annual expenditure for digital music rose 6% to \$49. CD sales continued to decline, but the decrease was not nearly as steep as it has been the last five years. "Consumers have a lot more ways to discover new music than they have had

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traditionally. Services like **Pandora**, **Spotify** and **Rhapsody** have made it easier to get a song you like into your head, and consumers are then going to iTunes or a physical store like **Target** and putting that song or album on their shopping list. With more mobile devices like smartphones and tablets, people are just spending more time with music," said NPD SVP/Industry Analysis **Russ Crupnick**. This same report found a decline in unpaid music acquisition, such as P2P file sharing and trading music on hard drives, as the percentage of Internet users who download music from a P2P site has fallen from a peak of 19% in 2006 to 13% in 2011.

Tribune Talk WGN-AM/Chicago's "Cubs Song Contest" to find an official WGN Radio Cubs song to air before every Cubs broadcast on the station has been narrowed down to three finalists. Voting is now open at wgnradio.com through March 16th. The winner will have the opportunity to perform the winning song live during morning host **Jonathon Brandmeier's** Opening Day broadcast April 5th at **Wrigley Field!**

Congrats to **Clear Channel** Country WGAR/Cleveland for raising \$13,616 for **St. Jude Children's Research Hospital** Tuesday, February 28th!

PLAN NOW – BUDGET NOW FOR THIS SUMMER! TUITION, JUST \$299! The 2012 Conclave Learning Conference will get underway beginning on Wednesday morning July 18th at the **Doubletree Park Place Hotel** in Minneapolis, wrapping up Friday afternoon, July 20. A complete agenda will be announced 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 deadline to receive the \$299 tuition is April 1.

More staff changes at **Merlin Media** News WIQI/Chicago. Former crosstown Independent WCIU-TV Director of News Content **Patrick Baldwin** is upped from part-time to Lead Producer, handling afternoons and evenings. Editor **Lindsey Reiser** has been upped to anchor/reporter, primarily working Wednesday through Sunday. In addition, feature reporter **Sam Sytk**, who starts his own syndication Urban show for **Major Trendz**, will cut back from FT to PT and anchor/reporter/producer **Guy Bauer** and producer **JP Allen** exit.

Congrats to **Flood Communications** Country KUSO/Norfolk, NE for raising \$262,093 to support **St. Jude's Children's Research Hospital**. This was their highest total ever! Over \$40k more than last year!

On Leap Day, **Des Moines Radio Group** Hot AC KSTZ/Des Moines, IA's **Ken and Colleen** married 17 couples! **Producer Kurt** officiated the ceremonies. PD **Scott Allen** said, "We've been planning the event for about a month and started by asking willing couples to apply online...Overnight, we had 10 couples. Over the next two weeks, we continued our push for couples and a secured location, food, a wedding photographer, cake, flowers and a band."

Cumulus/Ann Arbor raised over \$75k for Washtenaw United Way, a one day charity drive. Sports WTKA-AM, Country WWWW and AAA WQKL had set a goal of \$100k, but fell short of that mark. The cluster did get almost three quarters of that

Cumulus/Minneapolis GM **Pete Frisch** was let go Monday after 25 years with the station. Frisch had just accepted the position December 16th after market legend **Marc Kalman** retired. Cumulus corporate VP/Sales **Gary Pizzati** assumes the duties and will be in and out of the market week-to-week.

CBS Hot AC WQAL/Cleveland names **Kelly McMann** as afternoon co-host.

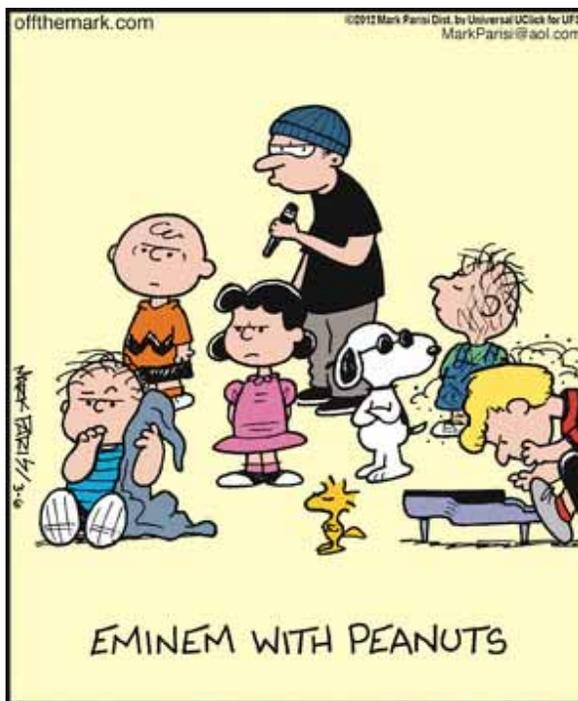
CBS AC WDOK/Cleveland adds **Kory** for middays and **Liz Leonard** for nights.

Cumulus Talk WJIM-AM/Lansing morning host **Michael Patrick Shiels** is out.

After over seven years with **Sarkes Tarzian** Hot AC WAJI/Ft. Wayne, IN MD/Promotions Dir. **Marti Taylor** resigned.

Condolences to family and friends of Chicago journalist **John Madigan**, who died Monday (3/5) in Florida of complications following a stroke. He was 94.

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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TATTLER Jobs

Clear Channel Media + Entertainment in Minneapolis is seeking a dynamic, experienced Part-Time On-Air Announcer for Cities 97. This individual must be topical, relatable and well acquainted with the artists and music played on Cities 97. This person should be aware of concerts and other music events that are happening in the Twin Cities. Use of creativity, imagination and exercise of independent professional judgment in writing, producing, interviewing, taping or broadcasting of on-air material is a must. This position requires a genuine one-to-one on-air delivery style and a positive attitude both on and off the air. Responsibilities include on-air announcing of programs, music, commercials, news, public service information and other material. Reads or ad-libs to identify station, introduce and close shows, and announce station breaks. Attend live, in-person appearances as scheduled by the station. Set up equipment for broadcasts and promotions at station remotes and operate various types of broadcast equipment. Follow and enforce FCC regulations and station and company policies. Ideal candidate will have at least 3 years of on-air broadcast experience and knowledge of Prophet System is a plus. Must be a team player and be able to function in a team environment. Computer skills and valid driver's license required. Resumes will not be accepted without an air-check. Forward air-check with your resume to: Hiring Manager, Clear Channel, 1600 Utica Avenue South, Suite 400, Minneapolis MN 55416 or E-mail: <mailto:MPLSJobs@clearchannel.com> – subject line MUST read “Cities 97 PT Announcer”.

Clear Channel Media + Entertainment has an open position for a part time Board Operator. Responsibilities include, but are not limited to: - Experience running an on-air board - - Consummate call screener - Web design savvy - Ability to book guests and execute performance thereof - Well organized in ability to research topics and partake in show prep for live shows - Extensive knowledge of digital audio editing - Ability to think clearly and take charge under pressure situations - Must be extremely personable and able to take direction well with commitment and attention to detail in every aspect of position - Applicants must possess a strong work ethic, be well-read, punctual, and be a team player - Be able to be creative with callers and work with co-hosts - Knowledge of NexGen Systems - Must have a keen understanding of the use of Social Media (Twitter, Facebook, YouTube, et al) and be able to direct all Social Media efforts for the morning show - Produce both recorded and live sports updates. Job Requirements: Some radio experience preferred - Ability to work primarily weeknights and weekends - Strong technical skills and experience with audio editing - Good writing and speaking skills - Strong web/social media skills - Knowledge of current events and pop culture - Experience in a fast paced environment - Must be a quick thinker and self starter - Knowledge of all FCC rules and regulations - Adhere to all guidelines, policies and procedures of the station, Clear Channel Communications, Inc., the FCC and all other federal, state and local laws - Some college preferred. Please send resume, cover letter, and demos (power points, videos, audio samples) to <mailto:MPLSJobs@clearchannel.com>. Subject line MUST read “PT Board Operator”.

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 Representative who has a proven track record of achieving goals, creating ideas, and solving their customer's most pressing needs. Ability to grow relationships and high levels of customer service 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 TODAY by sending cover letter and resume to dawn.prudhomme@mwcradio.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.

Rock 94-7 wants YOU to join our sales team. If you have two years of sales experience, a terrific work ethic, a reliable vehicle, good driving record and a valid driver's license, we want to talk to you TODAY. Full benefits, a top-notch training program and generous compensation are YOURS if you're the right person for this job. Fax your cover letter and resume today to **Brett Lucht**, Market Manager at 715-848-3158, email to brett.lucht@mwcradio.com or mail to Brett's attention at Rock 94.7, 557 Scott Street, Wausau, WI 54403.

Midwest Communications, the market leader in radio sales in Duluth is looking for a unique brand of salesperson to work in the Duluth-Superior market. Not just anyone can make the Rock 96 sales team. You need to have at least two years sales experience, like to work with business people to build their companies, have a positive, upbeat outlook, enjoy a fun work environment and be able to cash big commission checks! We offer a competitive compensation plan and a full benefits package. A valid driver's license and a good driving record are required. We are looking to hire the best salespeople. A radio background is helpful, however, you will receive the best training in the business, not just when you start but on a weekly basis thereafter. If you aren't making what you deserve, send your letter of introduction and resume today to **Susan Nash**, Market Manager at susan.nash@mwcradio.com or fax it to Susan's attention at 218-722-5423.

If you are competitive and know sales; this is the unique job you've been searching for! 93 Rock based in Appleton, WI is seeking a motivated, team-oriented Full-Time Advertising Sales Representative. 93 Rock is a part of the **Midwest Communications**, Inc. family ranked one of the best companies in the industry to work for. The ideal candidate will have a proven track record of success, prospecting skills, outstanding phone/cold calling skills, experience up-selling existing accounts, proficiency in Power Point and Word Perfect and a positive attitude. Two years of outside sales experience preferred but we will train the right individual. We offer the best training in the industry, a full benefits package and the opportunity to earn an outstanding living. Reliable vehicle, a valid driver's license and a good driving record is required. If you're ready join a winning team, please send your cover letter and resume TODAY to: **David Fries**, General Manager via email david.fries@mwcradio.com, fax it to 920-733-5507 or mail to David's attention at Midwest Communications, Inc., 1500 N. Casaloma Drive, #301, Appleton, WI 54913.

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Do you know your community? Do you want to see your community grow? Do you currently live in Paris or the surrounding Illinois area? If you answered yes to these questions, then we need to talk about becoming an Advertising Sales Representative. **Midwest Communications** is currently looking to expand its office in Paris, IL. We have a variety of stations with 100.7 MIX-FM(WMGI), 95.9 The Valley(WWSY), Paris Country 1440 WPRS & News Talk 98.5 WIBQ. These stations are tools that businesses use to create opportunities, opportunities to tell their story to thousands upon thousands of listeners. As an Advertising Sales Representative you will work with a variety of businesses every day, creating unique solutions to unique marketing challenges. We offer a competitive compensation package and full benefits. If you are interested in starting a career, instead of a job, with one of these successful stations, find out why becoming a team member would be a great move. Email your resume to jack.swart@mwcradio.com; or fax to 812-234-9999.

Midwest Communications is looking for a Web Designer to join our team in Michigan to work with our Wisconsin designers! If you have design and development skills, an eye for graphics, experience with HTML, CSS, Java Script and the Adobe Web Suite on a PC platform and knowledge of open source platforms, we want to talk to you about your exciting new career in the radio industry! Excellent interpersonal and organizational skills are a MUST for this position! Send your cover letter, resume and portfolio TODAY to Director of Digital Media, Midwest Communications, Inc., 4200 West Main Street, Kalamazoo, Michigan 49006 or e-mail dan.cash@mwcradio.com.

Midwest Communications Duluth, MN is looking for a Network Administrator who will provide technical administration & maintenance support for PC's, servers, local and/or wide area networks. The responsibilities of the position include: administer, configure & support of Windows 2000/2003/2008 servers, active directory, DHCP, DNS servers, Windows 2000/XP/VISTA/7 OS, Google Apps, Wide Orbit Radio Station Automation and traffic software; installation of PC hardware, server hardware and peripherals; loads programs and prepares systems and network for users; configure network switches; configure CISCO routers; administer firewalls; desktop management; manage user accounts, permissions and provide desktop support for end users; recommend new network architectures to improve performance, storage and reliability. The principal office will be in Duluth, MN with time spent in Hibbing, MN as necessary. If this position sounds right for you, send your cover letter and resume TODAY to **Tyson Hinsdill**, 557 Scott Street, Wausau, WI, 54403 or e-mail to tyson.hinsdill@mwcradio.com.

We are currently seeking candidates for an Assistant Program Director/Music Director position at CHR KDWZ 102.5 FM in Duluth, MN. We're looking for the next superstar who wants more out of their career! If you have a proven track record on air and are looking to develop your skills in management, this is the place and the time. **Midwest Communications** offers a competitive salary and benefits package. We have a great group of people to work with. Why not work where so many love to vacation, beautiful Northeastern Minnesota! Send a complete package today to mark.fleischer@mwcradio.com or mail it to Mark's attention at 715 East Central Entrance, Duluth, MN 55811.

ADVERTISING SALES REP (KDAL/WDSM/WGEE RADIO) Are you a news, sports, talk radio enthusiast? Do you have successful outside sales experience? Are you a top performer? Are you aggressive? Do you like to compete as part of a team? Are you self-motivated? Do you attain your goals? If you answered "yes" to all of these questions, we have the job you've been looking for. We're looking for a news, sports and talk radio enthusiast who is an aggressive, self-motivated professional to join our team. Duties include growing sales and attaining sales goals by developing strong customer relationships, providing

promotional ideas and co-op opportunities and presenting ideas to customers. Exceptional follow through and service a must. Experience with PowerPoint and Microsoft Word needed. 1-2 years outside sales experience preferred. We offer a competitive Base plus commission, full benefits package. Valid driver's license, good driving record and vehicle required. If you want to work in a top performing atmosphere, you'll enjoy great benefits, unlimited earning potential and upward mobility opportunities. Send your resume TODAY to: **Mike Rasmusson**, Director of Sales, **Midwest Communications, Inc.**, 715 East Central Entrance, Duluth, MN 55811 or email mike.rasmusson@mwcradio.com or fax to 218-722-5423.

Do you understand that sports-talk radio is about entertaining an audience and not just analyzing box scores and doing interviews? If so, then we want to talk to you. 610 Sports Radio KCSP in Kansas City is looking for their next great host! This position is full time and we're looking for someone that can generate compelling content and be a great self promoter! 610 Sports Radio is the Home of the Kansas City Royals and Kansas Jayhawks...and Kansas City is one of the most passionate sports markets in the country. Can you channel that passion into great ratings and revenue? To be considered for this position, please apply online at www.entercom.com and click on "Careers", Entercom Kansas . Please submit a resume and MP3.

KIWR, 89.7 The River, Alternative in Omaha, NE is looking for an experienced on-air talent for its broadcast operations. The accepted applicant should expect a lively and dynamic work atmosphere. Qualifications: Associates Degree required and Bachelors Degree preferred; two years on-air experience required. Production experience is a must with the ability to handle multiple ongoing projects with minimal supervision, be self-directed and achieve results. Duties will include attending live, in-person appearances as scheduled by the station or requested by clients. Provides live reports from site of event. Maintains and builds a positive cooperative attitude within the station and a strong personal community involvement. Sets up equipment for broadcasts and promotions at station remotes. Expert interpersonal skills and excellent written and verbal communication skills. Deadline to apply is end of March 2012. 89-7 The River, 2700 College Rd, Council Bluffs, IA 51503, Attn: **Sophia John**

Topical, Clever, likes to ask questions. Passionate about music (U2 to Mumford and Sons, Matt Nathanson, Adele, Florence + The Machine, Andy Grammer, Fun., Coldplay...indie artists to pop rock singer/songwriters). Active lifestyle, multi-dimensional, topical, into social networking, can write and express themselves on-line. Females encouraged. Please email demo and resume to lauren@cities97.com. Subject line must read "Cities Morning Co-Host".

K94 in Celina, OH is looking for people who are looking to break into radio. We have a part time opening for a person or persons who can run the board for high school games, Cincinnati Reds games, Cleveland Browns games, as well as remote broadcasts. Send resumes to: Terry Stewart at onairman7@gmail.com and to Leslie Krugh at leslie@wkki.net

92.7-FM, WKIF radio, with offices located in Bourbonnais, IL, and serving Kankakee County and surrounding communities, is seeking a full-time Operations/Sales Manager. Duties will include advertising sales, marketing, promotions, voice tracking for our "9-FM We Play Anything" format, and other technical responsibilities as well. We are looking for someone who is extremely versatile in all aspects of radio, especially sales, and is familiar with the Kankakee market. Knowledge of Enco, Music Master, and Adobe Audition is a plus. Please e-mail your resume' and cover letter to General Manager **Mark Pinski** at mp@wsbcradio.com.

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The **WSBT Radio Group** is seeking a full time Promotions Director for our group of 4 radio stations including Sunny 101.5 (WNSN), NewsRadio 960 (WSBT), Oldies 94.3 (WZOC), and Real Country 99.9 (WHFB). Candidates should be outgoing, customer service oriented, have strong computer skills, be able to meet daily deadlines, and have experience in copywriting, plus digital and social media. This person will work directly with our internal Marketing Consultants as well as our advertisers, vendors and partners. Some nights and weekends may be required. Interested candidates should email a resume, cover letter and any relevant materials to: Human Resources – sgalloway@wsbt.com

Withers Broadcasting is searching for a full-time on-air announcer. Duties include on-air shift, production, remote broadcasts, and personal appearances. Please send your package to onairjobs@withersradio.net or to: On Air Jobs, 901 South Kingshighway, Cape Girardeau, MO 63701

Entercom Kansas City has an immediate opening for a Full Time Promotions Coordinator in our dynamic marketing services department for KMBZ/KCSP. We are looking for a responsible, highly motivated, creative individual with attention to detail, ability to work independently, problem solve and multi task. Tasks included but not limited to... • Execution of all details involving station events and promotions including but not limited to: Event set-up & break down, coordinating on site entertainment, personal interaction with clients and listeners as well as public speaking to large crowds. • Assist with station marketing plans, strategies and promotional ideas. • Aid in the development of social media strategies including, but not limited to writing tweets, facebook posts, etc. on a daily/weekly basis. • Assist with station website maintenance. • Assist with internal programming and promotional software. • Handle promotional inventory incoming and outgoing and the listener outreach communications. • Assist in copy writing, proposals and client recaps. • Light to heavy lifting at times; must be able to lift up to 50 pounds. This is a Full-Time position/40 hours per week that includes weekends and evening shifts. Candidate Should Posses: • Strong computer skills. Must be proficient in Microsoft Excel, Word, PowerPoint, and Adobe PhotoShop. • Strong communication skills. Ability to interact with people in a positive way in both written and spoken word. • Ability to work after hour events; weekends, evenings and early mornings. • Keen organizational and time management skills. • Must have a good attitude and be able to work well under pressure. • College degree in communication, marketing or media relations preferred. • Experience in any of the following; promotions, marketing, radio broadcasting, or event coordination are ideal but not required. We are seeking a candidate who works well with others, thinks quickly, is a problem solver, is dependable, and has above average customer service skills. To be considered for this position, please apply online at www.entercom.com and click on "Careers".

Zimmer Radio of Joplin MO is currently recruiting for a creative services assistant. This is a full time position assisting our creative service director in writing and producing client messages on a daily basis. This position would include a daily on-air airshift on one of our stations. This is our last call for applicants. Please send your audio and resume today jenn@zrgmail.com or via mail, **Jenn Wilson**, Creative Service Director, Zimmer Radio Joplin, 2702 E 32nd St, Joplin MO 64804

America's #1 Agriculture Information Radio Station, 880 KRVN, Lexington, Nebraska has a rare opportunity! We are looking for a friendly, motivated Radio talent who has an Ag background, to assist our Farm Director. A degree in Ag or Broadcast Journalism is preferred. The perfect candidate will possess: * On-air experience including the ability to anchor updates of Ag-related News and Market information. * The ability to interview industry experts, government officials and newsmakers. * People-skills, to represent KRVN and the Rural Radio Network and occasionally anchor coverage from Ag-related events

locally and nationally. * News writing, gathering and anchoring skills as an additional member of our News division. * Experience with Adobe-Audition and other basic broadcast audio software and commercial production talents. KRVN has a superb defined benefits plan. The salary will be commensurate with experience and talent. Qualified candidates should send their resumes, airchecks, writing samples and other material to: **Adam Smith**, KRVN Radio, Box 880 Lexington, Nebraska 68850, or email them to : asmith@krvn.com

Lakeshore Public Television and The Lakeshore 89.1FM in Merrillville, Indiana, is looking for a full time Radio Account Executive to locate new funders for WLPR. The Lakeshore 89.1FM is a local talk radio and NPR affiliate reaching Northwest Indiana. Responsibilities include soliciting new underwriters through prospecting and cold calling, managing and growing existing accounts, identifying clients' marketing needs, and developing and presenting customized solutions to meet those needs. The successful candidate will be held accountable for achieving sales budgets and collecting on the accounts. The successful candidates must possess exceptional communication, presentation and negotiation skills. They must be professional in appearance, self-motivated, goal driven and creative, with the ability to multi-task in a fast paced environment. Preferred experience includes a Bachelor's degree and broadcast media sales and familiarity with the non-profit environment. Applicant must have a valid driver's license and a vehicle with appropriate insurance. Salary plus commission, benefits, mileage and cell phone reimbursement. E-mail your resume and cover letter by 3/30/12 to: wburbridge@lakeshoreptv.com or mail to: **Wende Burbridge**, 8625 Indiana Place, Merrillville, IN 46410.

Are you into business like some talk hosts are into politics? Can you identify with Wall Street as well as Main Street? The KMBZ Brand of Stations is looking for an experienced business radio person to host a new show on our new business focused station. This will be a local show, based in Kansas City, with a Kansas City focus. This is not a beginners position, so please apply only if you have the background and chops to contribute to this new endeavor. To be considered for this position, please apply online at www.entercom.com and click on "Careers",. **Entercom Kansas**. Please submit a resume and MP3.

Are you the type of person who can make an entire room of people light up when you walk IN? Do people tell you how much fun you are? Does working as a "carnival barker" sound like a fun way to spend a Saturday afternoon? Do you prefer being part of an ensemble, or are you the hot ticket superstar? WCLT Radio Inc could be the place for you. We are looking for our next stand-out star for future, potential openings for both full and part time on-air and board operator positions. We're on the air 24/7, so be ready to work hard and have fun doing it! One or more years of radio experience is desirable. Send your demo and resume to WCLT Radio Inc. P.O. Box 5150, Newark, Ohio 43058-5150, or email it to jobs@wclt.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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